



# Visitor Survey of Overnight Visitors at Cape Lookout State Park

Final Report

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*Nature*  
**HISTORY**  
*Discovery*

## ***ACKNOWLEDGMENTS***

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## ***EXECUTIVE SUMMARY***

### **Objectives**

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

### **Methods**

Data were obtained from questionnaires administered to random samples of overnight user visitors to the park between July 2 and August 14, 2011. The total number of completed questionnaires was  $n = 538$  with a response rate of 52%. The day-use visitor survey involved an internet survey of visitors who stayed overnight at the park during the survey period and made a reservation through Reservations Northwest. The sample size allows generalizations about the population of overnight users at Cape Lookout State Park at a margin of error of  $\pm 4.2\%$  at the 95% confidence level.

### **Results**

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

- The most popular overnight visitor activities at this park were camping (94%), hiking / walking (85%), beachcombing (80%), sightseeing (58%), picnicking or barbequing (44%), and swimming / wading (44%); the least popular activities were boating (2%), fishing (5%), surfing / boogie boarding (7%), running or jogging (10%), and ranger-led programs (11%).
- The most common main activity groups were people camping (56%), hiking or walking (14%), beachcombing (14%), and swimming / wading (4%). The least common main activity groups were people boating (0%), fishing (0%), running or jogging (0%), ranger-led programs (0%), kite flying (0%), and bird or wildlife watching (0%).
- Overnight users spent an average of approximately two and a half days at the park. The largest proportions spent two days (32%) or one day (30%) at the park. An additional 21% spent three days at the park, 9% spent four days, and another 8% spent five or more days.
- On average, overnight users traveled 383 miles from home to visit the park.
- In total, 53% of overnight respondents had visited this park before. Of those who had previously visited the park, the highest proportion (42%) had made just one trip to this park in the past year with most (88%) having made two or fewer trips.
- Average group size of overnight visitors was 4.97 people. Groups most commonly consisted of three to four people (33%) or two people (28%).
- In total, 69% of overnight users did not bring dogs with them; 31% brought dogs.
- Almost all overnight users arrived at the park in their family vehicle (90%), 4% arrived in somebody else's vehicle, and 6% arrived in another form of transportation. On average, there were 3.35 people in each personal family vehicle and 3.79 people in somebody else's vehicle. For all overnight vehicles, there was an average of 3.38 people in the vehicle.
- The majority (75%) of overnight users considered this park the main reason for their trip.

- If they had been unable to go to Cape Lookout State Park for this trip, most overnight users would have either gone somewhere else for the same activity (74%) or come back another time (9%).

### ***Visitor Spending***

- All overnight visitors to the park (100%) are non-local visitors (living 31 or more miles from the park).
- The highest percentage (40%) of non-local overnight visitors reporting spending \$151-\$350 (39%) on their trip.
- Most overnight users reported spending some money on groceries, gasoline and oil, camping fees, and restaurants and bars.

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

- Almost all overnight users (94%) were able to find the information they needed when planning their visit to this state park, and the few (6%) who did not find the information they needed would like additional: pictures of individual campsites, information about campsites (i.e., size, amenities, etc.), and highway signage directing visitors to the park.
- The most heavily used sources of information by overnight users were official internet websites (e.g., Oregon State Parks, Travel Oregon; 94% used sometimes or often), previous visits (66%), friends or family members (63%), brochures (43%), and highway signs (36%). The least used sources were health care providers (5%), videos or DVDs (7%), radio (8%), community organizations (10%), and television (13%).
- Official internet websites were used by most respondents (86%) as the first primary information source, followed by friends or family (6%), previous visit (3%), and books (2%). Few people used other sources when obtaining information.

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

- Overnight users considered the most important characteristics at this park were the park's cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (96%), cleanliness of toilets (96%), comfort of campsites (94%), good value for fee(s) paid at the park (94%), courteousness of park staff (92%), and the number of toilets / bathrooms (90%). The least important attributes were facilities for groups to gather (21%), ease of movement or access (e.g., wheelchair, elderly, baby stroller; 30%), and the amount and quality of information / education programs or materials (43% to 51%).
- Overall satisfaction among overnight users was extremely high, as 96% were satisfied and almost no respondents (4%) were dissatisfied or neutral. In addition, the highest proportion of users was "very satisfied" (53%). Overnight users were most satisfied with park cleanliness (95%), level of personal safety (95%), absence of litter (91%), courteousness of park staff (91%), value for fee(s) paid (88%), presence of park rangers (88%), and the comfort of campsites (86%). Users were least satisfied with facilities for groups to gather (43%), ease of movement / access (e.g., wheelchair, elderly, stroller; 55%), and the quality and amount of educational information provided (both 64%).
- An Importance – Performance analysis showed that almost all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. For this state park visitor survey project, we are also taking a closer examination of I-P scores in the "keep up the good work" quadrant within the dashed lines included in Figure 2. These results show that managers

should consider monitoring attributes such as the cleanliness of toilets and shading provided by trees/structures in park overnight areas.

- On average, overnight users felt somewhat crowded, with 68% of overnight users feeling some degree of crowding on their visit. These results suggest that crowding at the overnight use areas can be considered “more than capacity” suggesting further studies and management actions focusing on social carrying capacity may be necessary to preserve the quality of experiences at this park.

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

- Overnight users most strongly supported management strategies that would provide more opportunities for viewing wildlife (72%), more chances for escaping crowds of people (70%), more recycling containers (68%), construct natural buffers to block views of development outside the park (67%), more opportunities for hiking (65%), and more space between campsites (64%). The least supported strategies were to close this park to all recreation / tourism activities (4%), provide more group camping areas (18%), downloadable mobile phone applications (23%), more group picnic areas (25%), and to make the park more pet friendly (27%).
- A majority of overnight users only supported adding more space between campsites (64%) and to provide more tent camping in developed campgrounds (53%). They were least supportive of providing more group camping areas (18%), and more walk in campsites (33%).
- In total, 82% of overnight users reserved their visit using the internet reservation system, 11% used the telephone reservation system, and 7% had someone else make the reservation. User satisfaction with the reservation system was high with 83% satisfied and only 17% not satisfied. In addition, the highest proportion of users was “very satisfied” (47%).

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

- There were more female (60%) than male (40%) overnight users at this park.
- The average age of respondents was 44 years old, and the largest proportions of users were 40 to 49 years old (32%) and 30 to 39 years old (29%).
- The average annual household income before taxes of respondents was \$74,000, and the largest proportion of users had incomes from \$70,000 to \$89,999 (18%) and \$50,000 to \$69,999 (17%). Overnight visitors to Cape Lookout State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 90%) with few Asians (6%), Hispanic / Latinos (1%), American Indian / Alaska Natives (1%), and Native Hawaiian or Pacific Islanders (<1%).
- Almost all overnight users (96%) considered English as the primary language in their homes.
- 45% of all overnight visitors lived in Oregon, 23% in Washington State, 12% in British Columbia, 4% in California, and 3% in Idaho. Among overnight users, 35% resided in the Portland Metro region of Oregon, 6% were from the Willamette Valley region, 2% were from the Central region, and 1% were from the Coastal, Columbia River Gorge / Mt. Hood, and Eastern regions of the state. No visitors were from the Southern region of Oregon (<http://www.guidetooregon.com/regions/map.html>).

- 93% of overnight users said that nobody in their group had a disability, whereas 7% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (4% of overnight users), while 1% had a hearing disability, and 1% had learning disabilities.

## **Recommendations**

### ***Management Recommendations***

- Almost all overnight users traveled to this park in their own vehicles (90%), so adequate parking is important and should be considered in planning and management.
- Almost one third of overnight users (31%) brought dogs with them to this park, so it will be important to ensure adequate facilities to accommodate dogs and their owners (e.g., pick up bags, signs specifying regulations or restrictions), especially in the overnight camping areas. Managers may also want to consider examining enforcement of existing pet regulations at the park given that 53% of overnight users supported requiring dogs on leash at all times, and only 27% supported making the park more pet friendly.
- Almost all overnight users (96%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for facilities for groups to gather (43%), ease of movement or access (e.g., wheelchair, elderly, baby stroller; 30%), and the amount and quality of information and education materials and programs (43% and 51%, respectively). Managers may wish to evaluate these services to ensure they are meeting visitor needs.
- Approximately 68% of overnight users felt crowded at the park and 53% of these users encountered more people than their maximum tolerance limit. These results suggest that crowding at the overnight use areas can be considered “more than capacity,” and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences. Monitoring and management of park use levels is needed, especially given that 70% supported the provision of more opportunities for escaping crowds.
- Over 71% of overnight users did not support leaving the park as it is and not changing anything. Overnight users most strongly supported strategies designed to provide more opportunities for viewing wildlife (72%), more chances for escaping crowds of people (70%), more recycling containers (68%), construct natural buffers to block views of development outside the park (67%), and provide more opportunities for hiking (65%). A majority of overnight users also supported adding space between campsites (64%) and providing more tent camping in developed campgrounds (53%). Managers may want to consider some or all of these strategies.
- The visitor spending analysis showed that non-local overnight visitor party spending was substantial, with the highest percentage (40%) reporting spending \$151-\$350 on their trip (within 30 miles of the park). Most visitors reported spending some money on groceries, gasoline and oil, camping fees, and restaurants and bars. A more extensive visitor spending analysis of this data set is being conducted by Oregon State University (OSU) and will be available in a separate report. Park managers may want to use the OSU report findings to help inform local community leaders about the positive impact of Cape Lookout State Park visitor spending on the local economies.

- The Importance – Performance analysis shows that almost all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. However, this analysis showed that managers should monitor attributes such as the cleanliness of toilets and shading provided by trees/structures in park overnight areas.
- Almost all overnight users (94%) were able to find the information they needed when planning their visit to Cape Lookout State Park. However, some visitors (6%) were not able to find all information needed. The most popular information needed was online pictures of individual campsites, online information about campsites (i.e., size, amenities, etc.), and highway signage directing visitors to the park.
- The largest proportion of overnight users (86%) depended on official internet websites as the first primary source of obtaining information about state parks such as Cape Lookout State Park, and most overnight users (82%) reserved their spot at this park using the online / internet reservation system. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Appendix A is a listing of 252 verbatim open ended positive comments (45 comments, 2.5 pages) and negative comments and suggestions for improvement of Cape Lookout State Park (207 comments, 10 pages). Many comments may provide insights for future planning and management. The most common concerns involved: (a) improved bathrooms (i.e., more amenities/better maintenance/upkeep/updates), (b) more privacy between campsites, (c) more yurts, (d) more trash / recycling containers, (e) adjustable shower temperatures (i.e., showers too hot), (f) improving the reservation system, (g) restoring dunes to original condition (i.e., erosion prevention and remediation), (h) improving the park entrance road, (i) increase enforcement of park rules (i.e., dog leash rules, quiet hours, speed limits, etc.), and (j) preventing park flooding / improving the drainage system.

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## ***INTRODUCTION AND OBJECTIVES***

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

## ***METHODS***

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

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

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

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

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

**Sample Size and Response Rate**

As shown in Table 1, the total number of completed questionnaires was  $n = 538$  with an estimated total response rate of 52%.

Table 1. Sample size and response rate

	Initial contacts	Completed surveys ( $n$ )	Response rate (%)
Overnight Users	1023	538	52

The sample size allows generalizations about the population of overnight users at Cape Lookout State Park at a margin of error of  $\pm 4.2\%$  at the 95% confidence level, which is better than the conventional standard of  $\pm 5\%$  that has been widely accepted and adopted in recreation and tourism research (Mitra & Lankford, 1995; Vaske, 2008).

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

**RESULTS**

**Personal and Visit Characteristics**

*Activity Groups.* The questionnaire asked respondents to check all of the activities in which they participated at Cape Lookout State Park on their most recent trip. Table 2 shows that the most popular overnight visitor activities at this park were camping (94%), hiking / walking (85%), beachcombing (80%), sightseeing (58%), picnicking or barbequing (44%), and swimming / wading (44%). The least popular activities were boating (2%), fishing (5%), surfing / boogie boarding (7%), running or jogging (10%), and attending ranger-led programs (11%).

Table 2. Overnight user recreation activities at the park

Activity	% Participating <sup>a</sup>
Camping	94
Hiking or walking	85
Beachcombing	80
Sightseeing	58
Picnicking or barbequing	44
Swimming / wading	44
Dog walking	25
Bird or wildlife watching	20
Kite flying	16
Bicycling on local roads	14
Ranger-led programs	11
Running or jogging	10
Other <sup>b</sup>	8
Surfing / boogie boarding	7
Fishing	5
Boating (motor, canoe, kayak)	2

<sup>a</sup> Cell entries are percentages (%) of users who reported participating in the activity at the park on their most recent visit. Percentages do not sum to 100% because respondents could check more than one activity from the list.

<sup>b</sup> The most popular “other” activities were: visiting the beach, building sand castles, photography, watching the sunset, relaxing, and crabbing nearby.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Cape Lookout State Park. Table 3 shows that the most common primary activity groups were people camping (56%), hiking or walking (14%), beachcombing (14%), and swimming / wading (4%). The least common activity groups were people boating (0%), fishing (0%), running or jogging (0%), ranger-led programs (0%), kite flying (0%), and bird or wildlife watching (0%).

Table 3. Primary overnight user activities at the park

Activity	Overnight User (%)
Camping	56
Hiking or walking	14
Beachcombing	14
Other <sup>a</sup>	5
Swimming / wading	4
Sightseeing	2
Dog walking	2
Picnicking or barbecuing	1
Bicycling on local roads	1
Surfing / boogie boarding	1
Bird or wildlife watching	0
Kite flying	0
Ranger-led programs	0
Running or jogging	0
Fishing	0
Boating (motor, canoe, kayak)	0

<sup>a</sup> The most popular “other” activities were: visiting the beach, building sand castles, photography, watching the sunset, relaxing, and crabbing nearby.

**Duration of Visit.** Overnight users were asked to report how many *nights* in a row they spent at Cape Lookout State Park on their recent trip. Table 4 shows that, on average, overnight visitors spent approximately two and a half days at the park, although the largest proportions spent two days (32%) or one day (30%) at the park. An additional 21% spent three days at the park, 9% spent four days, and another 8% spent five or more days.

Table 4. Duration of overnight visit at the park

1 day	30
2 days	32
3 days	21
4 days	9
5 days	3
6 or more days	5
Mean / average days	2.45

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 no (0%) overnight users were local (driving 30 miles or less to reach the park) whereas all (100%) visitors originated 31 miles or more from the park. Overnight visitors, on average, traveled approximately 383 miles to visit the park.

Table 5. Overnight user distance traveled to the park

30 miles or less	0
31 to 60 miles	6
61 to 90 miles	23
91 to 120 miles	16
121 to 150 miles	5
151 to 250 miles	10
251 to 500 miles	20
501 or more miles	20
Mean / average	382.51

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

**Previous Visitation.** Users were asked if they had ever visited Cape Lookout State Park before their most recent trip. Table 6 shows that 53% of overnight respondents had visited this park before, whereas 47% had not visited previously.

Table 6. Overnight user previous visitation to the park

	Overnight User (%)
Yes, visited park before	53
No, not visited park before	47

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 the highest proportion (42%) had made just one trip to this park in the past year with most (88%) having made two or fewer trips.

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

0 Trips	29
1 Trip	42
2 Trips	17
3 to 5 Trips	11
6 to 12 Trips	1
13 to 24 Trips	0
More than 24 Trips	0
Mean / average trips	1.29

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

**Group Size.** Respondents were asked to report how many people, including themselves, accompanied them at Cape Lookout State Park on their most recent trip. Table 8 shows that the average overnight user group size was approximately five people ( $M = 4.97$  people). Groups most commonly consisted of three to four people (33%) or two people (28%).

Table 8. Overnight user group size at the park

1 Person (alone)	6
2 People	28
3 or 4 People	33
5 to 10 People	27
11 to 25 People	5
More than 25 People	1
Mean / average	4.97

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

**Bringing Dogs to the Park.** The questionnaires asked overnight users if they or anyone else in their group brought dog(s) with them to Cape Lookout State Park. Table 9 shows that 69% of day users did not bring dogs with them and 31% brought dogs.

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

	Overnight Users (%)
No, did not bring dog(s)	69
Yes, brought dog(s)	31

**Transportation to the Park.** Respondents were asked how they got to Cape Lookout State Park on their most recent trip. Table 10 shows that almost all overnight users arrived at the park in their family’s personal vehicle (90%), 4% arrived in somebody else’s vehicle, and 6% arrived in another form of transportation. On average, there were 3.35 people in each personal family vehicle and 3.79 people in somebody else’s vehicle. For all overnight vehicles, there was an average of 3.38 people in the vehicle.

Table 10. Overnight users transportation to the park

	Overnight Users (%)
My family’s personal vehicle <sup>a</sup>	90
Other	6
Somebody else’s personal vehicle <sup>b</sup>	4

<sup>a</sup> Number of people in vehicle: mean / average = 3.35 (1-2 people = 38%, 3-4 people = 44%).

<sup>b</sup> Number of people in vehicle: mean / average = 3.79 (1-4 people = 63%).

**Reasons for Visiting.** Overnight users were asked if this park was the main reason for their trip.

Table 11 shows that 75% of overnight users considered this park their main reason for the trip.

Table 11. Whether the park was overnight users main destination

	Day Users (%)
Primarily for recreation – this park was main destination	75
Primarily for recreation – main destination was not this park	21
Primarily for business, family, or other reasons – park was side trip	3
Some other reason <sup>a</sup>	1

**Alternatives to Visit.** Respondents were then asked what things they would have considered doing if they were not able to go to Cape Lookout State Park for this visit. As shown in Table 12, most overnight users responded that, if unable to go to the park for this visit, they would have either gone somewhere else for the same activity (74%) or come back another time (9%).

Table 12. Overnight user alternatives to park visit

	Overnight Users (%)
Gone somewhere else for same activity <sup>a</sup>	74
Come back another time	9
Something else (none of these) <sup>c</sup>	6
Gone somewhere else for a different activity <sup>b</sup>	5
Stayed home	5
Gone to work at my regular job	1

<sup>a</sup> If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 293.81 miles.

<sup>b</sup> If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 187.76 miles. .

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

- The most popular overnight visitor activities at this park were camping (94%), hiking / walking (85%), beachcombing (80%), sightseeing (58%), picnicking or barbequing (44%), and swimming / wading (44%); the least popular activities were boating (2%), fishing (5%), surfing / boogie boarding (7%), running or jogging (10%), and ranger-led programs (11%).
- The most common main activity groups were people camping (56%), hiking or walking (14%), beachcombing (14%), and swimming / wading (4%). The least common main activity groups were people boating (0%), fishing (0%), running or jogging (0%), ranger-led programs (0%), kite flying (0%), and bird or wildlife watching (0%).
- Overnight users spent an average of approximately two and a half days at the park. The largest proportions spent two days (32%) or one day (30%) at the park. An additional 21% spent three days at the park, 9% spent four days, and another 8% spent five or more days.
- On average, overnight users traveled 383 miles from home to visit the park.
- In total, 53% of overnight respondents had visited this park before. Of those who had previously visited the park, the highest proportion (42%) had made just one trip to this park in the past year with most (88%) having made two or fewer trips.
- Average group size of overnight visitors was 4.97 people. Groups most commonly consisted of three to four people (33%) or two people (28%).
- In total, 69% of overnight users did not bring dogs with them; 31% brought dogs.
- Almost all overnight users arrived at the park in their family vehicle (90%), 4% arrived in somebody else's vehicle, and 6% arrived in another form of transportation. On average, there were 3.35 people in each personal family vehicle and 3.79 people in somebody else's vehicle. For all overnight vehicles, there was an average of 3.38 people in the vehicle.
- The majority (75%) of overnight users considered this park the main reason for their trip.

- If they had been unable to go to Cape Lookout State Park for this trip, most overnight users would have either gone somewhere else for the same activity (74%) or come back another time (9%).

### Visitor Spending

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

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

Table 13 includes the percentages of all park overnight users that are local and non-local visitors. All overnight users to the park are non-local (living 31 or more miles from the park) visitors (100%). Based on previous year visitation estimates, approximately 55.9% of users at Cape Lookout State Park are day users and 44.1% overnight users.

Table 13. Overnight users, local / non-local

	Overnight Users (%)
Non-Local	100
Local	0

Table 14 shows the proportion of total spending for local and non-local overnight visitors and reported on a party trip basis. The highest percentage of non-local overnight visitors reported spending \$151-\$350 (39%), \$51-\$150 (27%), and \$351-\$550 (15%) on their trip.

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

	Local	Non-Local
Spent no money	*	1
\$1 - \$25	*	1
\$26 - \$50	*	5
\$51 - \$150	*	27
\$151 - \$350	*	39
\$351 - \$550	*	15
\$551 - \$800	*	10
\$801 - \$1,000	*	2

\* No overnight visitors were local visitors.

Table 15 includes the proportion of overnight visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). The majority of non-local overnight visitors reported spending some money on groceries (82%), gasoline and oil (78%), camping fees (69%), and restaurants and bars (62%).

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

Spending Categories	Local	Non-Local
Groceries	*	82
Gasoline and oil	*	78
Camping	*	69
Restaurants and bars	*	62
Souvenirs, clothing, and other miscellaneous	*	40
Park entry, parking, or recreation use fees	*	33
Recreation and equipment (guide fees, equipment rental)	*	10
Motel, lodge, cabin, B&B, other lodging	*	10

\* No overnight visitors were local visitors.

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

- All overnight visitors to the park (100%) are non-local visitors (living 31 or more miles from the park).

- The highest percentage of non-local overnight visitors reporting spending \$151-\$350 (39%) on their trip.
- Most overnight users reported spending some money on groceries, gasoline and oil, camping fees, and restaurants and bars.

**Obtaining Information about the Parks**

The questionnaire contained several questions examining how overnight users obtained information about state parks such as Cape Lookout State Park and whether they were able to obtain the information they needed. Table 16 shows that almost all overnight users (94%) were able to find the information they needed when planning their visit to this state park, and the few (6%) who did not find the information they needed would like additional: pictures of individual campsites, information about campsites (i.e., size, amenities, etc.), and highway signage directing visitors to the park.

Table 16. Whether overnight users found the information needed

	Overnight Users (%)
Yes, found the information needed	94
No, did not find the information needed <sup>a</sup>	6

<sup>a</sup> Visitors who did not find the information they needed would like additional: pictures of individual campsites, information about campsites (i.e., size, amenities, etc.), and highway signage directing visitors to the park.

Respondents were also presented with a list of 16 possible sources for finding information and asked how often they obtained information from these sources when thinking about visiting an Oregon State Park such as Cape Lookout State Park. Table 17 shows that the most heavily used sources of information by overnight users were official internet websites (e.g., Oregon State Parks, Travel Oregon; 94% used sometimes or often), previous visits (66%), friends or family members (63%), brochures (43%), and highway signs (36%). The least used sources were health care providers (5%), videos or DVDs (7%), radio (8%), community organizations (10%), and television (13%).

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

	Overnight Users (%)
Official internet websites (OPRD)	94
Previous visit	66
Friends / family	63
Brochures	43
Highway signs	36
Books	30
Social media websites	24
Magazines	23
Other <sup>b</sup>	18
Work	17
Newspapers	16
Television	13
Community organizations	10
Radio	8
Videos / DVDs	7
Health care providers	5

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

<sup>b</sup> The most popular “other” sources were: unofficial internet websites, maps, and travel guides.

Table 18. Overnight user primary information sources <sup>a</sup>

	Overnight Users (%)
Official internet websites (OPRD)	86
Friends / family	6
Previous visit	3
Books	2
Brochures	1
Highway signs	1
Other	0
Social media websites	0
Newspapers	0
Television	0
Radio	0
Community organizations	0
Work	0
Magazines	0
Videos / DVDs	0
Health care providers	0

Respondents were then asked to specify from this list of information sources what one source they would use first when obtaining information about an Oregon State Park such as Cape Lookout State Park. Table 18 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (86%) as the first primary information source, followed by friends or family (6%), previous visit (3%), and books (2%). Few people used other sources when obtaining information.

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

- Almost all overnight users (94%) were able to find the information they needed when planning their visit to this state park, and the few (6%) who did not find the information they needed would like additional: pictures of individual campsites, information about campsites (i.e., size, amenities, etc.), and highway signage directing visitors to the park.
- The most heavily used sources of information by overnight users were official internet websites (e.g., Oregon State Parks, Travel Oregon; 94% used sometimes or often), previous visits (66%), friends or family members (63%), brochures (43%), and highway signs (36%). The least used sources were health care providers (5%), videos or DVDs (7%), radio (8%), community organizations (10%), and television (13%).
- Official internet websites were used by most respondents (86%) as the first primary information source, followed by friends or family (6%), previous visit (3%), and books (2%). 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 Cape Lookout State Park?” Table 19 shows that overall satisfaction was extremely high, as 96% were satisfied and almost no respondents (4%) were dissatisfied or neutral. In addition, the highest proportion of users was “very satisfied” (53%).

Table 19. Overnight user overall satisfaction

	Overnight Users (%)
Very Satisfied	53
Satisfied	43
Dissatisfied or Neutral	4

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

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

	Overnight Users (%) <sup>a</sup>
Cleanliness of park (graffiti, lawns)	98
Absence of litter	96
Cleanliness of toilets / bathrooms	96
Comfort of campsites	94
Good value for fee paid at the park	94
Courteousness of rangers / personnel	92
Number of toilets / bathrooms	90
Personal safety	88
Shading provided by trees / structures	86
Information about conditions / hazards	79
Presence of park rangers / personnel	78
Signs with directions <i>in</i> the park	78
Condition / maintenance of trails	75
Parking for vehicles	74
Signs with directions <i>to</i> the park	72
Number of park trails	71
Variety of things to do	60
Quality of educational information	51
Amount of educational information	43
Ease of movement / access (wheelchair, elderly, stroller)	30
Facilities for groups to gather	21

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

Table 20 shows that the most important characteristics were the park’s cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (96%), cleanliness of toilets (96%), comfort of campsites (94%), good value for fee(s) paid at the park (94%), courteousness of park staff (92%), and the number of toilets / bathrooms (90%). The least important attributes were facilities for groups to gather (21%), ease of movement or access (e.g., wheelchair, elderly, baby stroller;

30%), and the amount and quality of information / education programs or materials (43% to 51%).

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

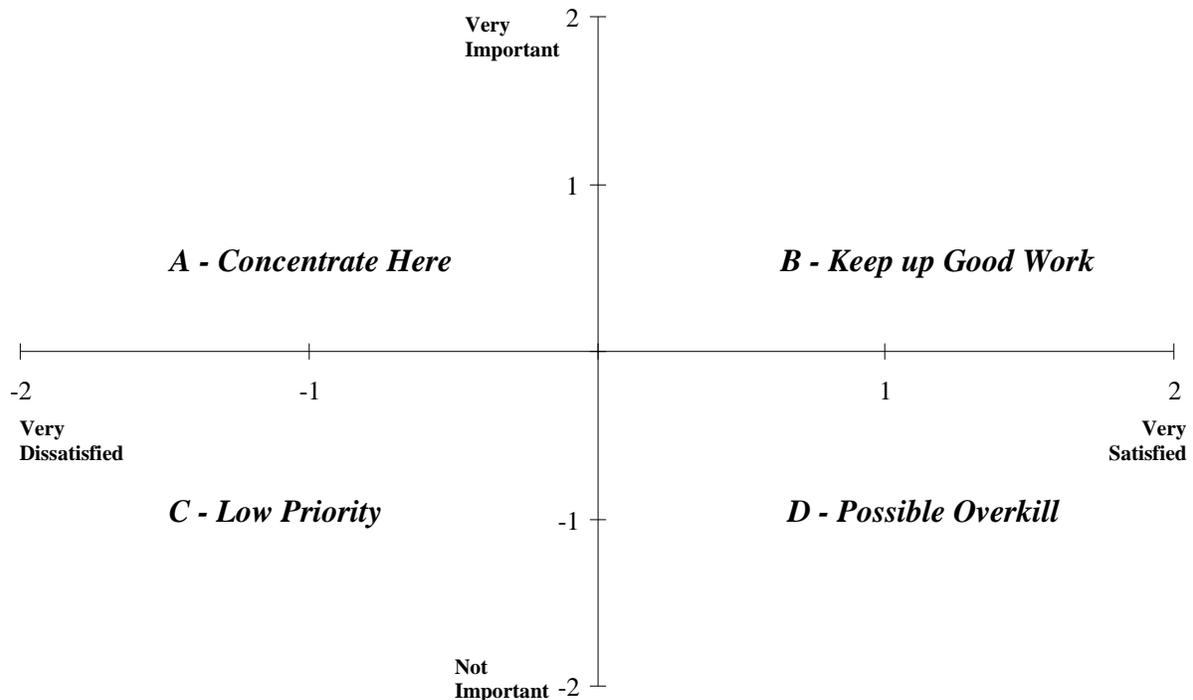
	Overnight Users (%) <sup>a</sup>
Cleanliness of park (graffiti, lawns)	95
Personal safety	95
Absence of litter	91
Courteousness of rangers / personnel	91
Good value for fee paid at the park	88
Presence of park rangers / personnel	88
Comfort of campsites	86
Parking for vehicles	85
Signs with directions <i>in</i> the park	83
Number of toilets / bathrooms	82
Signs with directions <i>to</i> the park	81
Variety of things to do	79
Condition / maintenance of trails	78
Shading provided by trees / structures	77
Information about conditions / hazards	77
Number of park trails	77
Cleanliness of toilets / bathrooms	73
Quality of educational information	64
Amount of educational information	64
Ease of movement / access (wheelchair, elderly, stroller)	55
Facilities for groups to gather	43

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

Table 21 shows that the majority of overnight users were satisfied with most of these characteristics at Cape Lookout State Park. Overnight users were most satisfied with park cleanliness (95%), level of personal safety (95%), absence of litter (91%), courteousness of park staff (91%), value for fee(s) paid (88%), presence of park rangers (88%), and the comfort of campsites (86%). Users were least satisfied with facilities for groups to gather (43%), ease of movement / access (e.g., wheelchair, elderly, stroller; 55%), and the quality and amount of educational information provided (both 64%).

**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 *overnight users*

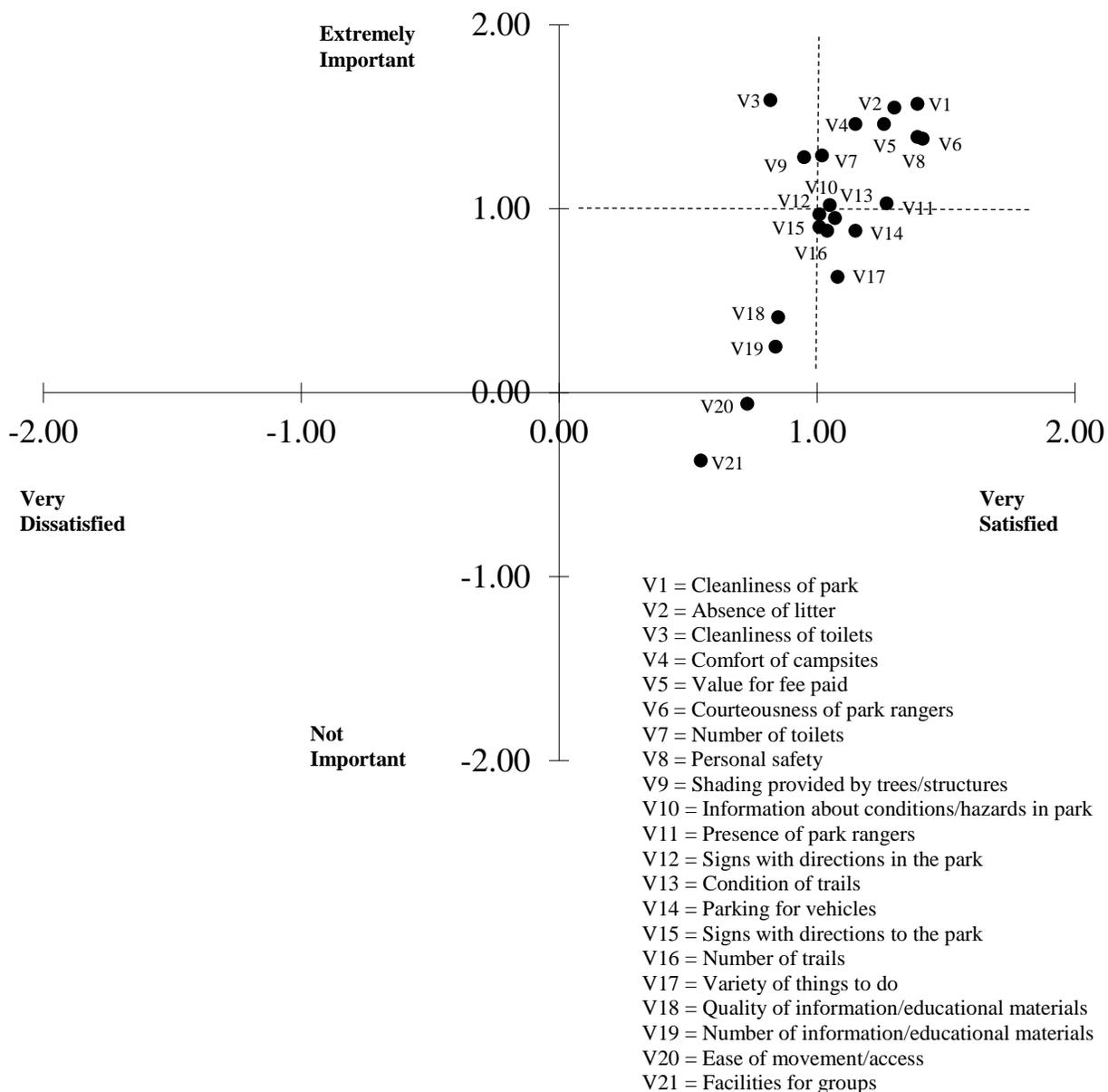


Figure 2 is the I-P matrix for overnight users at Cape Lookout State Park. The matrix shows that almost all attributes were in the “keep up the good work” quadrant, indicating that overnight users thought that park staff were doing a good job managing conditions and experiences at the park. For this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

Managers should, therefore, consider monitoring attributes such as the cleanliness of toilets and shading provided by trees/structures in park overnight areas.

Respondents were asked several additional questions about their satisfaction with Cape Lookout State Park, including this park’s natural environment, facilities and services, and fees. Overnight users were also asked how likely they would return to this state park. Table 22 shows high overnight user satisfaction with the environment (96%), fees at this park (87%), and facilities and services (85%). 89% of overnight users said they were likely to return to this park in the future.

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

	Overnight Users (%)
Satisfaction with natural environment <sup>a</sup>	96
Satisfaction with fee paid <sup>a</sup>	87
Satisfaction with facilities and services <sup>a</sup>	85
Likelihood of returning <sup>b</sup>	89

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

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

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

Table 23. Overnight user encounters, norms, and crowding

	Overnight Users (%)
Encounters with other people <sup>a</sup>	99.63
Perception of crowding <sup>b</sup>	3.92
Maximum tolerance for encountering other people (norm) <sup>c</sup>	164.62

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

<sup>b</sup> Cell entries are means on 9 point crowding scale of 1-2 "not at all crowded" to 3-4 "slightly crowded" to 5-7 "moderately crowded" to 8-9 "extremely crowded." Median = 4, Mode = 1, Percent crowded = 68%.

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

Table 23 shows that, on average, overnight users encountered approximately 100 other people on their visit at Cape Lookout State Park, but would be willing to accept encountering a maximum of approximately 165 other users. On average, overnight users felt somewhat crowded, with 68% of overnight users feeling some degree of crowding on their visit. According to Shelby, Vaske, and Heberlein (1989) and Vaske and Shelby (2008), these results suggest that crowding at the overnight use areas can be considered "more than capacity" suggesting further studies and management actions focusing on social carrying capacity may be necessary to preserve the quality of experiences at this park.

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

Table 24. Relationships among overnight user encounters and norms

	Reported encounters compared to norm <sup>a</sup>	
	% Fewer encounters	% More encounters
Overnight Users	47	53

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

Table 24 shows relationships among encounters, norms, and crowding at Cape Lookout State Park. In total, 47% of overnight users reported encountering fewer people than their norm; with 53% encountered more than their maximum tolerance. These results suggest that the majority of overnight users felt crowded and a large proportion were already encountering more people than they would tolerate in the overnight use areas.

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

- Overnight users considered the most important characteristics at this park were the park's cleanliness (e.g., lawn care, lack of graffiti; 98%), absence of litter (96%), cleanliness of toilets (96%), comfort of campsites (94%), good value for fee(s) paid at the park (94%), courteousness of park staff (92%), and the number of toilets / bathrooms (90%). The least important attributes were facilities for groups to gather (21%), ease of movement or access (e.g., wheelchair, elderly, baby stroller; 30%), and the amount and quality of information / education programs or materials (43% to 51%).
- Overall satisfaction among overnight users was extremely high, as 96% were satisfied and almost no respondents (4%) were dissatisfied or neutral. In addition, the highest proportion of users was "very satisfied" (53%). Overnight users were most satisfied with park cleanliness (95%), level of personal safety (95%), absence of litter (91%), courteousness of park staff (91%), value for fee(s) paid (88%), presence of park rangers (88%), and the comfort of campsites (86%). Users were least satisfied with facilities for groups to gather (43%), ease of movement / access (e.g., wheelchair, elderly, stroller; 55%), and the quality and amount of educational information provided (both 64%).
- An Importance – Performance analysis showed that almost all park attributes were in the "keep up the good work" category, indicating that users thought that staff were doing a good job managing conditions and experiences. For this state park visitor survey project, we are also taking a closer examination of I-P scores in the "keep up the good work" quadrant within the dashed lines included in Figure 2. These results show that managers should consider monitoring attributes such as the cleanliness of toilets and shading provided by trees/structures in park overnight areas.
- On average, overnight users felt somewhat crowded, with 68% of overnight users feeling some degree of crowding on their visit. These results suggest that crowding at the

overnight use areas can be considered “more than capacity” suggesting further studies and management actions focusing on social carrying capacity may be necessary to preserve the quality of experiences at this park.

### **Attitudes about Management Strategies**

Overnight users were asked the extent they opposed or supported several potential new strategies for this park. Table 25 shows that the most strongly supported strategies by overnight users were to provide more opportunities at the park for viewing wildlife (72%), more chances for escaping crowds of people (70%), more recycling containers (68%), construct natural buffers to block views of development outside the park (67%), more opportunities for hiking (65%), and more space between campsites (64%). The least supported strategies were to close this park to all recreation / tourism activities (4%), provide more group camping areas (18%), downloadable mobile phone applications (23%), more group picnic areas (25%), and to make the park more pet friendly (27%).

Overnight users were also asked several questions about the Oregon State Parks reservation systems. First, these users were asked what reservation systems they used for their most recent overnight trip to Cape Lookout State Park. Table 26 shows that 82% of overnight users reserved their visit using the internet reservation system, 11% used the telephone reservation system, and 7% had someone else make the reservation. Second, users were asked to report their satisfaction with the reservation system, which was high with 83% satisfied and 17% not satisfied (Table 26). In addition, the highest proportion of users was “very satisfied” (47%).

Table 25. Overnight user attitudes about management at the park

	Overnight Users (%) <sup>a</sup>
More opportunities for viewing wildlife	72
More opportunities for escaping crowds	70
More recycling containers	68
Natural buffers block view of development	67
More opportunities for hiking	65
More space between campsites	64
More info / education (nature, history)	58
More trash cans	57
Better maintenance / upkeep of facilities	57
Restore to historical conditions	56
Require dogs be kept on leash at all times	53
More tent camping in developed campgrounds	53
Limit the number of large groups allowed	51
Limit the number of people allowed per day	48
Campsites with both RV and tent camping	45
More programs led by rangers	39
Wireless internet access in park	35
More enclosed shelters	33
More walk in / cart in campsites	33
More paved trails	29
Do not change anything / keep as is	29
Make park more pet friendly	27
More group picnic areas	25
Downloadable mobile phone applications	23
More group camping areas	18
Close this park to all recreation / tourism activities	4

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

Table 26. Overnight user reactions to the reservation systems

Type of reservation system used	
Internet reservation system	82
Telephone reservation system	11
Did not make the reservation	7
Satisfaction with reservation system	
Very Satisfied	47
Satisfied	36
Dissatisfied or Neutral	17

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

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

- Overnight users most strongly supported management strategies that would provide more opportunities for viewing wildlife (72%), more chances for escaping crowds of people (70%), more recycling containers (68%), construct natural buffers to block views of development outside the park (67%), more opportunities for hiking (65%), and more space between campsites (64%). The least supported strategies were to close this park to all recreation / tourism activities (4%), provide more group camping areas (18%), downloadable mobile phone applications (23%), more group picnic areas (25%), and to make the park more pet friendly (27%).
- A majority of overnight users only supported adding more space between campsites (64%) and to provide more tent camping in developed campgrounds (53%). They were least supportive of providing more group camping areas (18%), and more walk in campsites (33%).
- In total, 82% of overnight users reserved their visit using the internet reservation system, 11% used the telephone reservation system, and 7% had someone else make the reservation. User satisfaction with the reservation system was high with 83% satisfied and only 17% not satisfied. In addition, the highest proportion of users was “very satisfied” (47%).

### **Sociodemographic Characteristics of Users**

Table 27 shows demographic characteristics of overnight users. There were more female (60%) than male (40%) overnight users at Cape Lookout State Park. The average age of respondents was 44 years old, and the largest proportions of users were 40 to 49 years old (32%) and 30 to 39 years old (29%). Almost all respondents were white (i.e., Caucasian; 90%) with few Asians (6%), Hispanic / Latinos (1%), American Indian / Alaska Natives (1%), and Native Hawaiian or Pacific Islanders (<1%). The average annual household income before taxes of respondents was \$74,000, and the largest proportion of users had incomes from \$70,000 to \$89,999 (18%) and \$50,000 to \$69,999 (17%). Overnight visitors to Cape Lookout State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994). Almost all day users (96%) considered English as the primary language in their homes.

Table 27. Overnight user demographic characteristics

	Overnight Users (%) <sup>a</sup>
<b>Gender</b>	
Female	60
Male	40
<b>Age</b>	
Less than 20 years old	0
20 – 29 years	9
30 – 39 years	29
40 – 49 years	32
50 – 59 years	23
60 – 69 years	6
70 – 79 years	1
80+ years old	0
Average age (mean years)	43.93
<b>Household income (before taxes)</b>	
Less than \$10,000	3
\$10,000 – \$29,999	6
\$30,000 – \$49,999	16
\$50,000 – \$69,999	17
\$70,000 – \$89,999	18
\$90,000 – \$109,999	15
\$110,000 – \$129,999	10
\$130,000 – \$149,999	5
\$150,000 – \$169,999	3
\$170,000 or more	7
Average income (mean dollars)	74,000
<b>Ethnicity</b>	
White (Caucasian)	90
Asian	6
Other	2
Hispanic / Latino	1
American Indian / Alaska Native	1
Native Hawaiian or Pacific Islander	<1
Black / African American	0
<b>Language spoken most often at home</b>	
English	96
Russian	2
Spanish	1
Other	1

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

Table 28 shows that 45% of all overnight visitors lived in Oregon, 23% in Washington State, 12% in British Columbia, 4% in California, and 3% in Idaho. Among overnight users, 35% resided in the Portland Metro region of Oregon, 6% were from the Willamette Valley region, 2% were from the Central region, and 1% were from the Coastal, Columbia River Gorge / Mt. Hood, and Eastern regions of the state. No visitors were from the Southern region of Oregon (<http://www.guidetooregon.com/regions/map.html>).

Table 28. Overnight user location of residence

	Overnight Users (%)
Country	
USA	86
Canada	14
State	
Oregon <sup>a</sup>	45
Washington	23
Other	13
British Columbia (Canada)	12
California	4
Idaho	3

<sup>a</sup> The largest percentage of overnight users was from the Portland Metro region (35%), 6% were from the Willamette Valley region, 2% were from the Central region, and 1% were from the Coastal, Columbia River Gorge / Mt. Hood, and Eastern regions of the state. No users were from the Southern region Oregon.

Table 29 shows that 93% of overnight users said that nobody in their group had a disability, whereas 7% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (4% of overnight users), while 1% had a hearing disability, and 1% had learning disabilities.

Table 29. Overnight user disabilities

	Overnight Users (%)
Disability in group	
No	93
Yes <sup>a</sup>	7

<sup>a</sup> Types of disabilities: walking = 4%, hearing = 1%, learning = 1%, sight = 0%, other = 1%

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

- There were more female (60%) than male (40%) overnight users at this park.
- The average age of respondents was 44 years old, and the largest proportions of users were 40 to 49 years old (32%) and 30 to 39 years old (29%).
- The average annual household income before taxes of respondents was \$74,000, and the largest proportion of users had incomes from \$70,000 to \$89,999 (18%) and \$50,000 to \$69,999 (17%). Overnight visitors to Cape Lookout State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 90%) with few Asians (6%), Hispanic / Latinos (1%), American Indian / Alaska Natives (1%), and Native Hawaiian or Pacific Islanders (<1%).
- Almost all overnight users (96%) considered English as the primary language in their homes.
- 45% of all overnight visitors lived in Oregon, 23% in Washington State, 12% in British Columbia, 4% in California, and 3% in Idaho. Among overnight users, 35% resided in the Portland Metro region of Oregon, 6% were from the Willamette Valley region, 2% were from the Central region, and 1% were from the Coastal, Columbia River Gorge / Mt. Hood, and Eastern regions of the state. No visitors were from the Southern region of Oregon (<http://www.guidetooregon.com/regions/map.html>).
- 93% of overnight users said that nobody in their group had a disability, whereas 7% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (4% of overnight users), while 1% had a hearing disability, and 1% had learning disabilities.

## ***RECOMMENDATIONS***

### **Management Recommendations**

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

- Almost all overnight users traveled to this park in their own vehicles (90%), so adequate parking is important and should be considered in planning and management.
- Almost one third of overnight users (31%) brought dogs with them to this park, so it will be important to ensure adequate facilities to accommodate dogs and their owners (e.g., pick up bags, signs specifying regulations or restrictions), especially in the overnight camping areas. Managers may also want to consider examining enforcement of existing pet regulations at the park given that 53% of overnight users supported requiring dogs on leash at all times, and only 27% supported making the park more pet friendly.
- Almost all overnight users (96%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for facilities for groups to gather (43%), ease of movement or access (e.g., wheelchair, elderly, baby stroller; 30%), and the amount and quality of information and education materials and programs (43% and 51%, respectively). Managers may wish to evaluate these services to ensure they are meeting visitor needs.
- Approximately 68% of overnight users felt crowded at the park and 53% of these users encountered more people than their maximum tolerance limit. These results suggest that crowding at the overnight use areas can be considered “more than capacity,” and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences. Monitoring and management of park use levels is needed, especially given that 70% supported the provision of more opportunities for escaping crowds.
- Over 71% of overnight users did not support leaving the park as it is and not changing anything. Overnight users most strongly supported strategies designed to provide more opportunities for viewing wildlife (72%), more chances for escaping crowds of people (70%), more recycling containers (68%), construct natural buffers to block views of development outside the park (67%), and provide more opportunities for hiking (65%). A majority of overnight users also supported adding space between campsites (64%) and providing more tent camping in developed campgrounds (53%). Managers may want to consider some or all of these strategies.

- The visitor spending analysis showed that non-local overnight visitor party spending was substantial, with the highest percentage (40%) reporting spending \$151-\$350 on their trip (within 30 miles of the park). Most visitors reported spending some money on groceries, gasoline and oil, camping fees, and restaurants and bars. A more extensive visitor spending analysis of this data set is being conducted by Oregon State University (OSU) and will be available in a separate report. Park managers may want to use the OSU report findings to help inform local community leaders about the positive impact of Cape Lookout State Park visitor spending on the local economies.
- The Importance – Performance analysis shows that almost all park attributes were in the “keep up the good work” category, indicating that users thought that staff were doing a good job managing conditions and experiences. However, this analysis showed that managers should monitor attributes such as the cleanliness of toilets and shading provided by trees/structures in park overnight areas.
- Almost all overnight users (94%) were able to find the information they needed when planning their visit to Cape Lookout State Park. However, some visitors (6%) were not able to find all information needed. The most popular information needed was online pictures of individual campsites, online information about campsites (i.e., size, amenities, etc.), and highway signage directing visitors to the park.
- The largest proportion of overnight users (86%) depended on official internet websites as the first primary source of obtaining information about state parks such as Cape Lookout State Park, and most overnight users (82%) reserved their spot at this park using the online / internet reservation system. Given these results, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Appendix A is a listing of 252 verbatim open ended positive comments (45 comments, 2.5 pages) and negative comments and suggestions for improvement of Cape Lookout State Park (207 comments, 10 pages). Many comments may provide insights for future planning and management. The most common concerns involved: (a) improved bathrooms (i.e., more amenities/better maintenance/upkeep/updates), (b) more privacy between campsites, (c) more yurts, (d) more trash / recycling containers, (e) adjustable shower temperatures (i.e., showers too hot), (f) improving the reservation system, (g)

restoring dunes to original condition (i.e., erosion prevention and remediation), (h) improving the park entrance road, (i) increase enforcement of park rules (i.e., dog leash rules, quiet hours, speed limits, etc.), and (j) preventing park flooding / improving the drainage system.

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## APPENDIX A: OPEN-ENDED COMMENTS

### *Positive Comments*

- Beautiful park as I remembered. Very crowded, but busy time of year, so no complaints! Keep doing what you are doing! Mahalo!
- Can't!
- Don't change a thing! Keep the great staff you have going, very friendly, nice folks!
- Great trip and the Jr. Ranger program were fantastic. Will see you again!
- Had a wonderful time.
- Have been coming to Cape Lookout for 30 years (my husband even longer). We have ventured to other campgrounds but have found Cape Lookout is our absolute favorite.
- I can't think of anything. You were our first stop camping down the coast of OR. You have MUCH BETTER camping facilities than in CA.
- I enjoyed my visit to your park very much. The rangers were very helpful. Other campers were respectful and very pleasant. I really don't believe any real improvements are needed other than general upkeep.
- I have been going to Cape Lookout since I was 10. I love it, and I love bringing my boys and our friends there. Your staff is amazing, and they made our last visit one of the best ever!! I love it there and can't wait to come back!
- I love Cape Lookout. It would be nice to have a place were I can let my dog off the leash to run on the beach. It's very hard to keep our family pet on a leash the whole time.
- I love Cape Lookout. My family has been coming to Cape Lookout every year in August for the last 28 years! It has very special meaning to our whole family. You have managed to make small necessary changes, but keep the feeling of Cape Lookout the same and we appreciate that very much. Keep doing what you're doing and thank you for all the wonderful memories that I now get to share with my kids as my parents have given me.
- I love it for the tranquility and lack of crowds. I usually visit the cabins and am concerned about the new cabins and how this will affect the experience. I have been visiting Cape Lookout State Park for the past 18 years; first tent camping and lately in the cabins. It's a very special place. And one that is affordable for most. I love the nature walk area and like that it has marked sites and printed information. We visit it over and over. I don't have as much knowledge of the campground side any longer but, based on experience at other parks, abhor the intrusion of enormous RVs. I would like to see some campgrounds devoted to peace, tranquility and a back-to-nature experience with tents only - or very segregated. I think CLSP is perfect for this (I want to qualify my response to dogs on leash: yes, they should be required to be leashed in campground but NOT on beach).
- I love it just the way it is and has been since I was a kid.
- I love it there. Just protect the park itself and the land around it- please! Thanks for your hard work.
- I love it. It is a bit crowded but my family enjoys the amenities also so we are happy with the balance that we find there.

- I love the park! Sometimes neighbors are loud after 10 pm. Don't know if there is any solution. Usually not a problem.
- I really enjoy this campground & have observed the efforts to keep it clean, improve recycling & maintain the access to the beach. I would enjoy more trails with some accessibility for people with disabilities and select interpretive signs.
- I think it's absolutely beautiful and fine the way it is.
- It was a fun time, just keep doing what you're doing.
- It was a great experience. The thing I'd most like to see is better vegetation or other visual screens between campsites. It was not a big issue but sometimes it felt like there was a lack of privacy.
- Just keep doing what you are doing. The place is perfect just the way it is!
- Keep campsites in great shape! Bushes around the sites are nice for privacy.
- Keep it beautiful and enforce the 8 person maximum in a site rule.
- KEEP IT THE SAME!
- Keep it the same. Preserve all old growth forests.
- Keep our rangers state employees and keep the park state owned and managed! It's our park, don't ever give it away!
- Keeping it clean and put more trees or plants in or around the campsites. It is a beautiful park, we enjoy it last year and we are going to enjoy it again this year.
- Love it!!!!!! Been coming at this camp spot for 25 yrs. So sad to see the beach erosion and trees falling down. Hope to see this campground still here for many more years!
- Loved the Yurts, looked all over the coast for one. More yurts would be great.
- Maintain it as it currently is, you have done good, change nothing. We really enjoyed our stay and plan to go back every year if possible, our other regular main destination is Timothy Lake and the family liked Cape Lookout better. Great job!
- Pretty darn nice the way it is.
- The beach access and areas to walk my dog are important to me. Cape Lookout State Park provided this and I could not ask or want more from the park.
- Very happy with the personnel and facility.
- We had a good experience. Staff was very friendly and helpful.
- We had a really nice visit, in fact the rangers had accidentally put a different party in our reserved campsite and they moved them so we could have the site we had previously reserved. Very nice.
- We had a wonderful time. All in our party were thrilled with the location. The kids played on the beach nonstop; we walked to the cliffs and found starfish, mussels, anemones, and sand dollars. My daughter even saw a crab swimming in the ocean. Amazing.
- We had an awesome trip to Cape Lookout. We will come again. However, 3 people in our group had a bad experience with Ranger Davis? First she wouldn't let my cousin into the campground at 2:00 even though his space was empty. So he had to wait in the day use area. Second problem was when someone in our party had the extra vehicle parked in a spot where the main person left before them. So we had to track down the person and have them move their car. I understand what the problem was but she was very, very rude to another one of my cousins. It wasn't even his problem but she was yelling at him about it. Then gave him a warning ticket (maybe to give to my uncle who left the car in the wrong spot?). Lastly my husband saw her driving very fast in the camping loop. There are small kids everywhere at the campground and she was driving

way too fast. I have been coming to this park for over 30 years and we have been having family reunions here the last couple of years. Family flying in from MN and CO and TX. We love it. Wish the beach hadn't washed away though.

- We love Cape Lookout the way it is and go there every summer.
- We love Cape Lookout!! Our campsite was D40. That site was very secluded which we liked, but it was muddy the whole time and it never rained while we were there for 8 nights. Sunny all days and it never dried up. I would NEVER stay in that site again because of the constant mud. The bathrooms in the D loop are disgusting!! They are so crowded you can't even wash your hands while someone is trying to get out of a bathroom stalls. There is not even hot water to wash with. The whole time we were staying at Cape Lookout, only 2 out of the 3 women shower stalls were working. A huge improvement would be to build a shower/bathroom building in the D loop like there is in the C loop. Maybe some well posted rules concerning biking, rollerblading, and scooters. Many times we were almost run over by kids on bikes - and that was while we were on the roads, not even to mention all the bikes on the bathroom paths. We didn't know about the law requiring helmets for scooter riders until our kids got in trouble by the rangers.
- We love Cape Lookout. Could always use more restrooms and showers. Love to have access to more yurts.
- We love the campground.
- We really enjoyed our stay. It's a wonderful place. The only real criticism is that the bathrooms might have been cleaner.
- We think it is awesome. We usually use the cabins!!!
- We usually go backpacking in the wilderness but I am pregnant and can't do that right now. This was our first State Park camping experience. To be honest, we were expecting a much worse experience than what we got! Our campsite didn't feel overly crowded, the facilities were clean, the beach was lovely and the park was quiet at night and in the morning. I'd say good job!!
- You're doing great! Glad to see you guys sell firewood on site. It would be nicer to have a bigger fire pit (but if it's that small to prevent fires, I understand).

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

- Solve the dirty toilet issues. 2. Solve the extremely hot water in shower room problem.
- Bigger campsites so you are not so crowded/crammed in like sardines would be great.
- Add electric hook-up to tent sites
- Add larger RV spaces and provide hookups. Current spaces very small and difficult to get into. Need new asphalt on existing driveways.
- Add more group campsites. Patrol early morning activities by kids if you are going to enforce 10 pm curfew. Adults who are chit chatting at 10 pm get scolded but kids at 6 am that are screaming and running around do not.
- Add showers closer to tent sites B and C loop. We noticed all the nice showers were in the RV area, I didn't think they needed them. Plant trees between sites so you aren't staring at your neighbor.
- Add wifi, and improve the bathrooms.
- Additional environment and historical information, evening ranger programs, more vegetation in the exposed camping areas.

- Allow check in before 4:00 pm if no one is in the site. It's the only State Campground we've been to that didn't allow us to check in early. We drove through the park and no one was in our reserved site.
- Allow guests to regulate the showers, with kids the showers were WAY to hot. Fine for adults but too hot for my toddlers.
- As with any state park, I would love to see a developed campground with facilities that area walk-in/hike in (i.e. 1/2 mile or so from parking).
- Bathrooms clean up 2-3 times per day. Directions to the park from the entire possible route.
- Bathroom facilities are too far away from many campsites and needs more toilets. Also, needs regular cleaning and refill of paper towels!
- Beautiful park, but would have liked more natural barriers between campsites. If travelling in the area again, we would stop. Would also recommend to friends.
- Better directions for entering the campground at night. I got lost 3 times. I love this campground and am glad it is far removed from society, yet I actually could not find it at night!
- Better maps showing differences between camping area (like amount of coverage/shade).
- Better signage from town. We got lost and the person who gave us directions was a crack head.
- Better value for the money. More RV hook up sites.
- Better, cleaner and more bathrooms and showers.
- Better, cleaner facilities, more signs and better information leading towards the vantage points and places to see, things to do...less people, bigger campsites, more privacy in campsites.
- Bigger bathroom facility in loop C at Meeting Hall; more options at recycling station; more picnic tables in day use area.
- Campsites are too close to each other. Needs more space.
- Campsites are too short and much, much too close together. Please allow more room for enjoyment.
- Check the bathrooms a little more frequently. The bathroom sink pipe broke in the Women's restroom and a few of us ladies were trying to fix it on our own, since it was still broken a day later. Also the trash can was overflowing.
- Clean bathrooms, dogs on leash on beach.
- Clean the bathrooms more than once a day. Check on them for supply of toilet paper, cleanliness, and over flow problems. The ones with showers seem to stay the cleanest. The cleanest ones seem to be closest to the yurt area.
- Cleaner bathroom - space out tent sights - more shading.
- Cleaner bathrooms.
- Cleaner bathrooms.
- Cleaner washrooms. Other than that, great park!
- Complete the repairs on the North trail to the Cape as it looked like the most recent repair was not complete. It was precarious w/ small kids.
- Consider working with ODOT to lower speed limits and/or add caution signs on Whiskey Creek Road and other narrow roads in the area, or working with local police to enforce traffic laws especially at busy times of the year. Locals drive safely but visitors and tourists created dangerous situations, members of our party were harassed, cut off and

threatened by people driving down the coast who were in a hurry and were not used to seeing bikes on a roadway. One of the situations nearly led to serious injury, where someone was literally run off the road into a ditch by an aggressive driver. There are "expect bikes" signs but it doesn't seem that anyone notices them. This is a recurring safety issue, I sometimes hesitate to recommend that people to visit state parks via bicycle because of all the stupidity out there.

- Continue to keep it clean. I really appreciated the fact that the campers in the park did not have music (boom boxes, radios, etc.) playing in their campsite. I like the fact that the main sounds I heard were natural (the surf and the wind).
- Dangers of swimming.
- Discourage large groups and RVs, maintain the natural setting, and put nature before the interests of people.
- Enforce dog on leash policy. While walking my small dog in the camp site, my dog was rushed by a very big dog off leash. It scared both me & my dog!
- Enforce quiet time, cleaner restrooms.
- Ensure that your Dog Rules are enforced - dogs on leads and pickup of mess. Renew the bed/couch foam in the cabins more often - would be prepared to pay slightly more to have this done. We have stayed in the cabins a number of times and occasionally the cabin has not been cleaned properly (e.g. old food in the fridge). However we still love the park and try to stay there a couple of times a year if we can get a booking.
- Fix the parking for the vehicles on campsites, Make more restrooms and showers.
- Fix the roads on the way, keep the nice staff, and offer more private campsites or more privacy on existing sites. Thanks!
- Fix the showers. They are much too hot. The whole time we were there, we could hear children screaming in the showers; they were also too hot for adults.
- Get rid of Reservations Northwest! We often camp at Carl Washburne on the central coast just because we don't like dealing with the folks at Reservations Northwest.
- Get some garbage cans/recycling areas closer to the campsites for heavens sakes! By keeping them so far away only promotes people to want to dump their garbage elsewhere! Also, fix the bathrooms and add some shower facilities please.
- Have a rule all dogs have to have a muzzle or not bark! Biggest complaint.
- Have recycling of tins and plastics, not just returnable bottles.
- Have the state/county repave the roads outside the park. The roads are in terrible condition.
- Having a few more cabins would be ideal.
- Help some of the dying trees on the northern end of the park around the high A campground numbers.
- Hike in camp sites like the ones at Short Sands would be fun. You folks do a great job, friendly; the park is clean and in good shape.
- I am a regular visitor of the park and am happy with its current state. I'm always a fan of more hiking trails, but only if it causes very limited impact on the natural area.
- I badly sprained my ankle on the trail from the cape down to the campsites; the trails were very rocky and lumpy and narrow in places. Consider grading the trails.
- I thought there were too many dogs, barking.
- I was disappointed that we were not able to get a yurt. We really wanted to try those while camping at Cape Lookout. In the future, we have plans to try to reserve a couple early so we can come back with some friends.

- I would like to see the bathrooms/showers cleaned more frequently. Also the shower water could stay on a little longer before having to restart it again would be nice.
- If possible, more privacy between sites would be appreciated, as would a place to dispose of collected dog droppings. Also, some provision for regulating the temperature of the showers is urgently needed. We very much appreciate the cleanliness of the park grounds. Thank you.
- If possible, provide for a separate section for dogs; very annoying is the amount of pets in park during our visit to all of the state parks for camping. I love to see a pet-free state park. The peace and quiet and the freedom to walk on beach and campsites without dog poop would be awesome.
- Improve bathroom facilities. Need more stalls, showers and cleanliness. Could also reduce crowding between some of the camp sites.
- Improve main road to park!
- Improve the condition of the road just outside the park. Very rough, especially with a trailer. Expand the number of full hook up RV sites. The sites are limited now in the C loop and while we were there 3 of the sites were occupied by park hosts.
- Improve the road that connects the hwy to the Cape Lookout. It is treacherous and terrible! Many hazards are present just from the rough nature of the asphalt.
- Improve the shower area so that it is easier to keep clothing and towels and feet (after showering) clean and dry.
- Improved showers - only two were working while we were there.
- Install some kind of privacy screen to shield campsites from constant foot traffic between the yurts and the restrooms. Check site C-51.
- It is a beautiful park. The only things I can think of are to have more staff do trail building, maintenance, and education.
- It is virtually impossible to reserve yurts/cabins if you do not do so exactly 9 months to the day.
- It looks as though much of the park has eroded away. Please continue efforts to repair natural damage and provide private spaces for guests. My fond memories of this park were from when I was a child and the dunes were huge. I know nature takes its course but to see the devastation is discouraging.
- It was a great experience. The thing I'd most like to see is better vegetation or other visual screens between campsites. It was not a big issue but sometimes it felt like there was a lack of privacy.
- It would be nice to have an off-leash area for dogs.
- It's great the way it is; almost too big. No more development or increase in capacity. The potholes on the way in are brutal.
- Keep allowing dogs and access to the beach.
- Less crowded and close campsites
- Less crowds. Better reservation system. Maybe a lottery? Still very difficult to get reservations to camp.
- Less people, more trash bins throughout, more privacy in sites.
- Let dogs into day camp area, clean bathrooms better, add more bathrooms and garbage facility.
- Let dogs run and play on the beach without rangers telling us to put them on a leash (they're locked up all year long on the yard, and LOVE to RUN and PLAY on the beach)!

- Limit the people per site or increase site size.
- Litter control. Help people understand about respecting the park and environment.
- Loved the yurts, looked all over the coast for one. More Yurts would be great.
- Maintain trails and camping spaces.
- Make bigger so we have more of a chance to camp there!!!
- Make sure all camp sites are graded properly so they drain off. Our site was muddy and damp.
- Maybe a little more cleaning of the shower ceiling, but other than that, nothing. We love this state park and it's our "family" camping spot. Hope it is around for years to come!
- Modernize restroom & shower facilities.
- More available campsites on the weekend and more yurts.
- More bathrooms otherwise very beautiful place will come back.
- More boardwalks to cover muddy places on the track to the end of the cape.
- More cabins, and more dog friendly cabins if possible. More hiking trails.
- More comfortable mattresses in your cabins. Allow more cabins to have pets.
- More frequent cleaning of bathrooms in tent section "A." Question #4 refers to cape Blanco instead of Cape Lookout.
- More garbage and recycling cans.
- More garbage and recycle containers dispersed throughout park for ease of disposal. If you make it easier to stow garbage and recyclables, then people will do it.
- More garbage cans around camp sites.
- More grass areas for the tent sites.
- More hookup's for RVs in the front row, please!
- More new shower facilities. Really like the ones by the yurts.
- More privacy between the open campsites.
- More privacy. Separate families and children from adults. Our visit was very noisy.
- More real estate books.
- More remote tent sites.
- More restrooms/ showers, more signs to trails, off leash dog area, group cabin for 8 people.
- More room for larger tents.
- More shade trees between campsites.
- More shaded areas in the one loop and another shower in the C loop where the bathrooms are. Other than that, it was a great park, too bad that we were there only for two nights. Will stay longer next time.
- More shower facilities, garbage cans, plastic recycling, and hookups. Otherwise, nice beach, area, and sand dollars at low tide!
- More showers.
- More space and/or trees between campsites. A fenced off leash dog area.
- More space between campsites.
- More space between campsites, fewer people, maybe RV's more separated from tent campsites.
- More tent sites would be nice, but everything is wonderful!
- More toilets. More beach access entrances (probably just one additional). More privacy between campsites.
- More trash containers closer to the loops.

- More trees! We were lucky to get one of the sites in the north with lots of trees.
- More washrooms and showers that are cleaned more often.
- Mosquitoes are a serious issue.
- Most of the improvements are noted within the survey. Three most important are: 1) more space between sites; 2) trash/recycle containers within camping loops (not just at check in area); 3) cleaner bathroom/shower facilities.
- Mostly nothing! Loved it. More garbage cans and recycling would be good.
- My experience was terrible. I stopped in for one night and only wanted to camp and read books on the beach. At 7 pm a park ranger was stopped at my site and was attempting to explain about parking on the car pad (which I thought I had) and he was not clear. He proceeded to tell me about the destruction of the surrounding environment and was almost yelling. I was not clear what he wanted from me. Earlier in the day another ranger stopped by and told me to move the car back (which I did) and I thought the problem was fixed. The next ranger came by at 7PM and was rude. The other campers stopped and were listening to him reprimand me for almost 10 minutes. I felt humiliated and uncomfortable. On another note, I had GREAT experiences at Beachside and Beverly Beach and am planning on returning there for my summer vacation. Just for the record, I am a 57 year old female teacher who camps alone on the Oregon Coast while driving to Portland to visit my son. I save all year for the vacation and really enjoy the coast of Oregon.
- Need more cabins & yurts.
- Need more restroom facilities and privacy trees etc. in camping areas.
- Need more Tree and additional rest room.
- New fire pits perhaps.
- New toilet seats and more toilet stalls in the women's bathroom.
- Nicer campsites - larger - more privacy -better protection from wind and sun.
- No fee for reserving camp site! Everything else was awesome!
- No freaking dogs...and UPGRADE your restroom and showering facilities.
- No RV generators, TV, stereos, less artificial noises.
- One of the showers was out of order and the ceilings looked in need of repair above the shower area.
- Our campsite (and I'm sure at least a few others near us) could have been significantly less muddy with some site improvements. The ranger warned us about the mud/water and it was manageable for two adults, but I'm glad my kids weren't along! Seems like some reinvestment into some of the sites would be good! Overall, great experience!
- Our campsite small and it was difficult to set up our tent, in the space provided. Our camp fire was very close to the tent.
- Penalize those that reserve and don't show.
- Perhaps describe the "sand dunes and beach" as the sand dune obstructing your view of the ocean. Or a picture of the tent sites closest to Beach so realize you can't actually see the beach from your picnic table. This was our main disappointment.
- Perhaps more shielding, such as vegetation, between some campsites.
- Plant buffer plants between campsites in C loop.
- PLEASE build another restroom/shower facility in the tent camping area and please keep the area well stocked and clean. Thank you.
- Please do not shut down the A50-55 camping spots. We love them.

- Please fix the roads! Entering and exiting the park from either direction was really quite dangerous. All kinds of vehicles had flats from all the potholes. I would also strengthen the bike route situation and upgrade/improve the restrooms. Thank you.
- Please keep it as natural as possible. Don't add technologies or take down any natural plants. I like this park because of its location to the ocean, hiking, and away from the technologies of our time, I would like to be able to come back to that.
- Provide more campsites for RV's with hookups or without. Provide more biking trails
- Provide more privacy between campsites, more toilets and sinks in the non-shower restrooms. More shade in the campsites and more recycling bins.
- provide more shade/trees on campsite near the beach
- Provide more shelves, hooks etc. in the men's restroom for shaving, tooth brushing, etc after a shower.
- Provide trash cans on the various loops.
- Put in more paved bike trails.
- Put trash containers near to campsites, plant some trees near campsites that have no trees today.
- Remove invasive plants and replace with native plants. Place signs that tell people to not bring in wood from other places, as to reduce the possibility of spreading hitchhiking insects. Have a recycling bin for paper and cardboard.
- Renovate the washrooms. There are not enough toilets, they don't flush properly (at least in the building near site B16). I constantly had to put up with women drying/straightening their hair and putting on makeup in front of the mirrors. A separate area should be made in the women's washroom for such activities so that the sinks can be used for washing hands/brushing teeth. There are not enough showers and not enough privacy. The bathroom seemed aged, needs an overhaul. The washrooms at Twin Harbor State Park in Washington are much nicer.
- Repave the roads close to the park. Within a mile there was large holes and broken pavement. It was hard on the vehicle.
- Reservations on website were so difficult. I was hoping to get a yurt but they were all reserved immediately and I couldn't get one. But when I got to the park, I found that there were some vacancies on certain days.
- Restoration needs to continue. Provide more full hook up campsites.
- Restrooms could have been cleaner/better maintained.
- Sand tracked into the showers and bathrooms. Suggest adding an outdoor rinse off shower to get beach sand off outside of the shower house and walk off mats outside of doors to catch some of the sand and mud. Restroom stalls are very tight and need updating - even if outswinging doors to stalls used - so you don't have to stand on the toilet to open/close the stall door. A lot of trees having blown down have changed the amount of sun in sites, exposure to wind (and rain) and has decreased shrub growth that provided privacy from site to site. Replanting is needed. I don't want to see what my neighbor is having for dinner. Tent and RV sites need separation. Especially when the generator fires up and the TV come out. Tent campers and RV users have different needs and expectations. Same with yurts and cabins but to a lesser extent. Fire wood was expensive for quality and quantity provided. Bringing it around in the carts is a really nice service. Please continue. Ranger programs need to happen every day during summer - bias towards weekends. History talks like at Silver Falls would be fun. Ranger lead nature hikes for kids and adults would be nice. How about a movie night to entertain the

kids? Camp provides quiet time for family with beach time during the day and quiet/campfire time at night. We camp annually here as our family activity/ family tradition before the kids go back to school. Remains a nice camp.

- Send email every so often saying what sites are available a month or so in advance. We really enjoyed our short trip.
- Shorten survey.
- Shorten this survey.
- Shorter surveys.
- Shower facilities that are more private (locking shower with private changing area), such as those at Beverly Beach (Newport).
- Showers in all camp restrooms.
- Site photos would be nice or better descriptions. I have been coming for years and there are huge differences between sites which can make or break a trip.
- Some camping spots flood when it's rainy mostly near the fire; try to fill that spot.
- Somehow prevent the odd site to be loud throughout the night. We had one night ruined by this. Site was given warning and second night was fine.
- So muddy!!! Yuck for barefoot campers! We actually carried in two 5-gallon buckets of sand to our tent space, D41. You could do better, guys!
- Spread out the campsites.
- Staff needs better trained on reservations. They also need to learn that they are government servants not tyrants.
- Survey is too long.
- Take away Reserve America; they have a horrible system and when calling on the phone you have you sit on hold forever! Also they have way too many surcharges that they apply when making reservations.
- Take care of the terrible sewer smell near campsites!
- Temperature control for showers, too hard to bathe kids without it. Make window coverings on yurts easier to operate.
- The bathroom was kind of far away but it was ok. The Junior Ranger talk was really great. The best I've been to at Oregon State Parks!
- The bathrooms could use enlarging and updating. Otherwise it was a very lovely and comfortable park and we would be positive about a return visit.
- The bathrooms were in a horrible condition this trip. We were in the D loop. It would be REALLY nice to have the same facilities in C loop as they do in D loop.
- The battery in my car died. The two women rangers on duty refused to help me in any way. They suggested that I go around the campground, explain that I was camping ALONE and try to get some help that way. They told me to be brave. I went back the next day and one of the guys let me use the portable jump starter.
- The campers next to us were loud and swearing and were warned by rangers to keep it down, 10 minutes after the warning they were back to the same level, until about 2 am. Rangers should follow up on young, drinking groups that have been warned and are likely to go back to what they were doing. There were probably about a dozen campers, some with small children, within ear shot of their partying. I was very disappointed in these campers' disregard for other campers and the rangers' inability to do anything about it.
- The Cape Lookout state park should not improve right now. I like how it is but you need to clean up a little better.

- The checking process was pretty painful, as it took more than 30 min. from the time I arrived at the park to the time I was given my parking permit. This was my only real complaint.
- The one thing I found missing was convenient trash cans for animal waste. I am only too happy to pick up waste from my dog but I do like to be able to dispose of it easily.
- The park was nicely kept. But the road to the park is in bad need of repair. I have yet to see another, main access road, in such need of repair.
- The reservation fee of \$8 per site is a bit high.
- The reservation fee is too high vs. the camping fee, which itself is fine. We always enjoy our trips to Oregon State Parks.
- The RV parking pad for C23 needs repair.
- The showers are EXTREMELY HOT! For me that was fine, but for children it is NOT! Not only have my children had a hard time with this. I could hear other children crying as their parents tried to wash them. Please do something about this problem!
- The SHOWERS were TOO HOT! Please allow us to adjust the heat levels!
- The site needs more trees and foliage for wind and rain protection.
- The sites definitely need to be more private!
- The smaller bathrooms need updated and painted.
- The tent camping spots are more exposed than the spots for RVs. Some shelter from the elements for the tent camping spots would be appreciated. RVs and trailer campers already have more formidable shelter. As this park is on the coast, the tent campsites are in more open areas and therefore more exposed to rainstorms. I had to shorten my stay because of this.
- The women's restroom by B18, 19 area needs: 1) one of the toilet stalls needs a new toilet seat. 2) A coat hook INSIDE each of the shower stalls. The men's restroom by B18, 19 needs: 1) new light bulbs. Thanks!
- The women's shower block was quite dirty. This was more to do with the people using it than the fault of the park staff though. Apart from that, we had a fantastic time.
- This questionnaire is WAY too long!!! Should be half this length!
- Too many unsupervised children playing in the road of the campgrounds. Too many pets. Some people were drinking too much alcohol and were noisy.
- Try updating your bathroom and shower buildings. Tough to do in these budget years though.
- Update and enlarge the bathrooms.
- Update bathrooms and add more showers.
- Update washrooms. Maintain shoreline.
- Warmer showers with more privacy, more trails beach side.
- We love Cape Lookout!! Our campsite was D40. That site was very secluded which we liked, but it was muddy the whole time and it never rained while we were there for 8 nights. Sunny all days and it never dried up. I would NEVER stay in that site again because of the constant mud. The bathrooms in the D loop are disgusting!! They are so crowded you can't even wash your hands while someone is trying to get out of a bathroom stalls. There is not even hot water to wash with. The whole time we were staying at Cape Lookout, only 2 out of the 3 women shower stalls were working. A huge improvement would be to build a shower/bathroom building in the D loop like there is in the C loop. Maybe some well posted rules concerning biking, rollerblading, and scooters. Many times we were almost run over by kids on bikes - and that was while we

were on the roads, not even to mention all the bikes on the bathroom paths. We didn't know about the law requiring helmets for scooter riders until our kids got in trouble by the rangers.

- We love Cape Lookout. Could always use more restrooms and showers. Love to have access to more yurts.
- We had an awesome trip to Cape Lookout. We will come again. However, 3 people in our group had a bad experience with Ranger Davis? First she wouldn't let my cousin into the campground at 2:00 even though his space was empty. So he had to wait in the day use area. Second problem was when someone in our party had the extra vehicle parked in a spot where the main person left before them. So we had to track down the person and have them move their car. I understand what the problem was but she was very, very rude to another one of my cousins. It wasn't even his problem but she was yelling at him about it. Then gave him a warning ticket (maybe to give to my uncle who left the car in the wrong spot?). Lastly my husband saw her driving very fast in the camping loop. There are small kids everywhere at the campground and she was driving way too fast. I have been coming to this park for over 30 years and we have been having family reunions here the last couple of years. Family flying in from MN and CO and TX. We love it. Wish the beach hadn't washed away though.
- We really enjoyed our stay. It's a wonderful place. The only real criticism is that the bathrooms might have been cleaner.
- We rented the picnic shelter and throughout the day we had to ask others to leave the grass area and picnic tables as we were using the area. Particularly the grass area as we had other groups attempting to put up volleyball nets, using our electrical outlets without asking, asking our guests to move so that they could clear a large area, challenging the signs on the tables as one had an incorrect date, etc. Would have been nice if more signs were posted indicating it was a rental space only! Also a plumbed restroom closer to the area would have been nice for our more limited walking guests. Otherwise, staff was very helpful and friendly and the facility was great.
- We stayed a total of four nights at Cape Lookout. I, my fiancé, and friends were there to celebrate our upcoming wedding. We are respectful and reasonable people. On the first night we had a little music going and my group and I were sitting around the campfire talking and laughing. A ranger came into our campground and told us we were being too loud and needed to be quiet and turn off the music. We turned it off immediately and agreed to be quiet. Then ranger Allen asked to speak to me privately, with two other rangers away from the group in the dark. My fiancé was VERY uncomfortable with that. Ranger Allen seemed he was looking for confrontation. As he was escorting me to the dark pathway I overheard him tell one of the other rangers, "We are going to have a lot of trouble with this group." Then as we were walking away one of the guys from our group started to follow the rangers and me because he was concerned about them taking me aside. When ranger Allen saw that he turned toward my friend and said, "Back off buddy, we are going to talk to her alone." I felt like I was being treated like a criminal. Ranger Allen's voice was even shaking because he was jacked on authority. He threatened to kick us out and fine us on our first warning. The remainder of the first night and the second night we had a bonfire on the beach and had no problems with the Rangers. The third nights there were 7 of us talking and occasionally laughing around the campfire. We weren't even drinking. Ranger Allen and his posse came to tell us to be quiet again. We were NOT being too loud. If talking past 10 pm is not allowed, then it should be posted on the website and we NEVER would have gone there. I was afraid to talk above a

whisper. I understand the rangers may have to deal with young troublemakers on a weekly basis, but we did not deserve to be lumped into that category. I felt like ranger Allen was mistreating us, discriminating against us, and abusing his power as a park ranger. If he would have talked to one of the men in my group the way he talked to me, ranger Allen probably would have gotten the confrontation he was looking for. I have masters in communication disorders and therefore had the tools to defuse the (unnecessarily heated) situation myself. I will NOT be returning to Cape Lookout for camping unless I call ahead to find out that ranger Allen is no longer employed there, because I will not ever put myself in that situation again. The camp ground is beautiful, and the day staff is very friendly. We really tried not to let ranger Allen ruin our trip, but it definitely put a sour note in our camping trip.

- We stayed at one of the nicer campsites, but some in the loop closest to the ocean are very open and could use better shade.
- We were next to a family with 3 tied up barking dogs that were left tied all day and night. I would recommend more staff just walking through the area checking in with campers to see how everything is going.
- We would like to see a bit more privacy between camps, i.e. trees, bushes, etc. It's a beautiful park!
- Would like bigger tent sites. We usually have 8 people per site and we all have big tents.
- You had one park ranger (older guy) that was rude, otherwise the experience was great.
- Your camp host was a total asshole! A park ranger recommended I ask him for a jump when my car battery died. He was reluctant to help me and my boyfriend and then when he did agree to help, he belittled us the entire time. You need a new camp host.
- You're doing great! Glad to see you guys sell firewood on site. It would be nicer to have a bigger fire pit (but if it's that small to prevent fires, I understand).

## APPENDIX B: QUESTIONNAIRE

# Overnight Visitor Experiences and Perceptions at Cape Lookout State Park



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

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

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A Study Conducted Cooperatively by:



*Nature*  
HISTORY



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

24. Did anyone in your group have a disability?

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

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

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

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

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

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

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

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

Letter \_\_\_\_\_

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

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

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

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

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

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

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

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

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

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

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

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

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

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

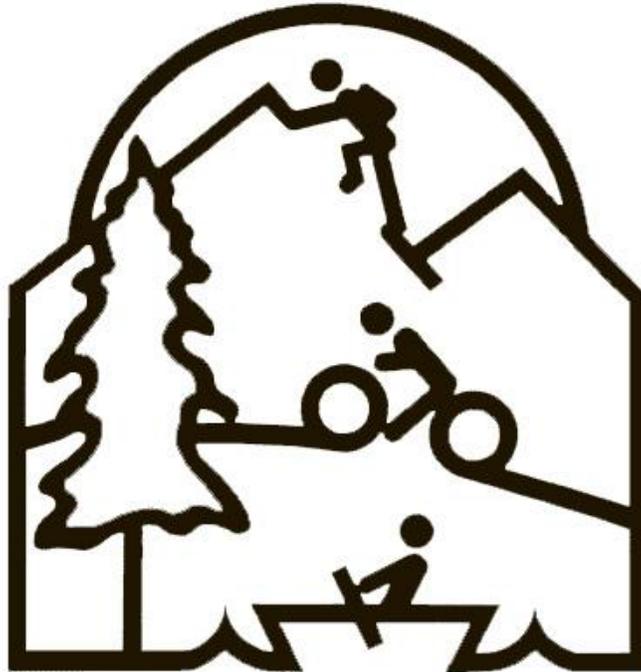
- Less than \$10,000  \$90,000 to \$109,999
- \$10,000 to \$29,999  \$110,000 to \$129,999
- \$30,000 to \$49,999  \$130,000 to \$149,999
- \$50,000 to \$69,999  \$150,000 to \$169,999
- \$70,000 to \$89,999  \$170,000 or more

Please tell us how we can improve Cape Lookout State Park:

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

## APPENDIX C: UNCOLLAPSED PERCENTAGES

# Overnight Visitor Experiences and Perceptions at Cape Lookout State Park



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

Participation is Voluntary and Responses are Anonymous

Thank You for Your Participation

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A Study Conducted Cooperatively by:



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

1. Before your most recent trip, had you ever visited Cape Lookout State Park? (**check ONE**)
  - 47% No
  - 53% Yes → if yes, how many trips have you made to this park in the past 12 months? (**write number**) M=1.29 trip(s)
  
2. How many nights in a row did you spend at Cape Lookout State Park on your recent trip? (**write number**) M=2.45 night(s)
  
3. Please check all recreation activities you did at Cape Lookout State Park on your recent trip. (**check ALL THAT APPLY**)
 

85% <b>A.</b> Hiking or walking	16% <b>G.</b> Kite flying	5% <b>M.</b> Fishing
25% <b>B.</b> Dog walking	58% <b>H.</b> Sightseeing	2% <b>N.</b> Boating (motor, canoe, kayak)
10% <b>C.</b> Running or jogging	44% <b>I.</b> Picnicking or barbecuing	11% <b>O.</b> Ranger-led program(s)
14% <b>D.</b> Bicycling on local roads	94% <b>J.</b> Camping	8% <b>P.</b> Other (write response) _____
80% <b>E.</b> Beachcombing	20% <b>K.</b> Bird or wildlife watching	
7% <b>F.</b> Surfing/ boogie boarding	44% <b>L.</b> Swimming/ wading	
  
4. From activities in Question 3 above, what ONE primary activity did you do at Cape Lookout State Park on your recent trip? (**write a letter that matches your response**)
 

**Letter** for primary activity See report
  
5. Which of the following best describes the purpose of your trip? (**check ONE**)
  - 75% Primarily for recreation – this park was my main destination
  - 21% Primarily for recreation – my main destination was NOT this park
  - 3% Primarily for business, family, or other reasons – this park was a side trip
  - 1% Some other reason
  
6. About how far from your home did you travel to get to this park? (**write number of miles**) M=382.51mile(s)
  
7. Overall, how dissatisfied or satisfied were you with your overall experience at Cape Lookout State Park? (**check ONE**)
 

0% Very Dissatisfied	2% Dissatisfied	2% Neither	43% Satisfied	53% Very Satisfied
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8. How dissatisfied or satisfied were you with the natural environment at Cape Lookout State Park? (**check ONE**)
 

1% Very Dissatisfied	1% Dissatisfied	3% Neither	38% Satisfied	58% Very Satisfied
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9. How dissatisfied or satisfied were you with the facilities / services at Cape Lookout State Park? (**check ONE**)
 

1% Very Dissatisfied	6% Dissatisfied	8% Neither	49% Satisfied	36% Very Satisfied
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10. How dissatisfied or satisfied were you with the fee that you paid at Cape Lookout State Park? (**check ONE**)
 

0% Very Dissatisfied	4% Dissatisfied	9% Neither	54% Satisfied	33% Very Satisfied
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11. How unlikely or likely are you to return to Cape Lookout State Park in the future? (**check ONE**)
 

1% Very Unlikely	4% Unlikely	6% Neither	35% Likely	54% Very Likely
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12. How *important* is it to you that each of the following is at Cape Lookout State Park? (circle one number for *EACH*)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	0%	2%	39%	59%
Number of toilets / bathrooms.	1	1	8	48	42
Cleanliness / conditions of toilets / bathrooms.	1	1	2	31	65
Absence of litter.	0	0	4	38	59
Presence of park rangers / personnel.	1	2	19	50	28
Courteousness of park rangers / personnel.	0	1	7	45	47
Number of park trails.	1	2	26	51	20
Condition / maintenance of park trails.	1	3	22	52	23
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	18	10	42	21	9
Facilities for groups to gather.	24	14	41	16	5
Variety of things to do.	4	6	30	44	16
Personal safety.	1	1	10	35	54
Number of information / education programs or materials.	6	12	39	37	7
Quality of information / education programs or materials.	6	8	35	40	10
Information specifically about conditions or hazards in the park.	1	3	18	51	28
Signs about directions within the park.	1	3	18	53	25
Signs about directions to the park.	2	3	23	46	26
Parking for vehicles.	2	4	21	52	22
Comfort of campsites.	0	1	5	41	53
Shading provided by trees or other structures.	1	2	12	42	44
Good value for the fee that I paid at the park.	1	0	5	41	53

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

	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	4%	51%	44%
Number of toilets / bathrooms.	2	6	10	53	30
Cleanliness / conditions of toilets / bathrooms.	3	11	13	47	26
Absence of litter.	0	2	7	50	42
Presence of park rangers / personnel.	0	1	11	48	40
Courteousness of park rangers / personnel.	1	0	7	39	53
Number of park trails.	0	1	22	50	27
Condition / maintenance of park trails.	1	1	20	48	30
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	1	43	35	21
Facilities for groups to gather.	2	0	55	27	16
Variety of things to do.	1	0	20	48	31
Personal safety.	0	0	5	51	44
Number of information / education programs or materials.	1	1	35	41	23
Quality of information / education programs or materials.	0	1	36	41	23
Information specifically about conditions or hazards in the park.	0	1	21	49	29
Signs about directions within the park.	0	3	14	53	30
Signs about directions to the park.	1	4	14	53	27
Parking for vehicles.	1	2	12	53	33
Comfort of campsites.	1	5	8	51	35
Shading provided by trees or other structures.	3	9	11	45	32
Good value for the fee that I paid at the park.	0	3	9	46	42

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

I saw about M=99.63 other people

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

19%	14%	17%	9%	11%	17%	9%	4%	1%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

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

It is OK to see as many as M=164.62 other visitors at this park

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

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

I would ...	Very Unlikely	Unlikely	Likely	Very Likely
... express my opinions to park managers about the condition or situation.	26%	44%	24%	6%
... express my opinions to members of my group about the condition or situation.	8	10	46	36
... express my opinions to other visitors at the park about the condition or situation.	23	47	24	6
... express my opinions to friends or family about the condition or situation.	6	10	52	32
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	30	45	20	6
... keep my opinions to myself.	20	45	27	9
... avoid peak use times (weekends, holidays) or visit earlier or later in the day when fewer people are here to avoid this condition or situation.	4	17	50	29
... come back to this park, but recognize that it offers a different type of experience than I first believed.	6	17	65	12
... tell myself that there is nothing I can do about the condition or situation, so just try to enjoy the experience for what it is.	5	19	61	16
... accept the condition or situation by not doing anything about it.	9	33	51	7
... never visit this park again because of the condition or situation.	34	42	20	4

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

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This park is very special to me.	<1%	6%	32%	39%	23%
This park is one of the best places for doing what I like to do.	1	6	25	45	24
I am very attached to this park.	1	10	41	29	20
I would not substitute any other area for doing what I do at this park.	5	28	43	14	10
I identify strongly with this park.	4	15	44	25	13
No other place compares to this park.	7	25	39	18	12
I feel that this park means a lot to me.	3	13	36	32	15
I get more satisfaction out of visiting this park than any other.	6	21	43	17	13



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

74% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=293.81 miles(s)

5% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=187.76 miles(s)

9% Come back another time

5% Stayed home

1% Gone to work at my regular job

6% Something else (none of these)

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

90% My family's personal vehicle → how many total people were in the vehicle? M=3.35 person(s)

4% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.79 person(s)

6% Other (write response) \_\_\_\_\_

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

	Never		Sometimes		Often
A. Official internet websites (e.g., Oregon State Parks, Travel Oregon).	4%	2%	15%	18%	62%
B. Social media internet websites (e.g., Facebook, Twitter).	66	11	15	5	3
C. Brochures.	42	14	26	12	5
D. Newspapers.	72	13	14	2	1
E. Magazines.	65	12	18	4	2
F. Books.	60	10	17	8	6
G. Television.	77	10	11	1	1
H. Videos / DVDs.	84	9	6	1	1
I. Radio.	83	10	7	1	0
J. Community organization or church.	83	8	8	1	1
K. Health care providers.	88	8	4	0	0
L. Work.	76	8	12	4	1
M. Friends or family members.	31	6	28	21	15
N. Highway signs.	52	12	22	11	3
O. Previous visit.	31	3	12	21	33
P. Other (write response) _____	77	5	10	2	6

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

**Letter** See report

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

94% Yes

6% No → if no, what additional information did you need? (**write response**) See report

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

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

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

24% No

76% Yes → if yes, how many nights did you stay away from home within 30 miles of this park? M=5.52 night(s)

32. Are you: (**check ONE**) 40% Male 60% Female

33. How old are you? (**write response**) M=43.93 years old

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

90% White (Caucasian) 1% Hispanic / Latino 1% American Indian or Alaskan Native 2% Other  
 0% Black / African American 6% Asian <1% Native Hawaiian or Pacific Islander

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

96% English 1% Spanish 2% Russian 1% Other (write response) \_\_\_\_\_

36. Where do you live? (**write responses**) City / town [See report](#) State [See report](#) Country [See report](#) Zipcode [See report](#)

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

3% Less than \$10,000	15% \$90,000 to \$109,999
6% \$10,000 to \$29,999	10% \$110,000 to \$129,999
16% \$30,000 to \$49,999	5% \$130,000 to \$149,999
17% \$50,000 to \$69,999	3% \$150,000 to \$169,999
18% \$70,000 to \$89,999	7% \$170,000 or more

Please tell us how we can improve Cape Lookout State Park:

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