



Visitor Survey of Day-use and Overnight Visitors at Harris Beach State Park

Final Report

Terry Bergerson
and
Wesley Mouw

Oregon Parks and Recreation Department

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Nature
HISTORY
Discovery

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EXECUTIVE SUMMARY

Objectives

Understanding opinions of park users about issues such as the quality of facilities, social and resource conditions, and how they use these parks is critical to providing adequate programs and services. Project objectives were to describe day and 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 day users and overnight visitors to the park between July 2 and August 14, 2011. Separate methods were used for each of these visitor types. The total number of completed questionnaires was $n = 906$ with a response rate of 59%. Completed questionnaires were received from $n = 379$ day users (71% response rate) and $n = 527$ overnight users (53% response rate). These combined sample sizes across survey methods allow generalizations about the population of day users at Harris Beach State Park at a margin of $\pm 5.0\%$, overnight users at $\pm 4.3\%$, and both day and overnight users at $\pm 3.3\%$ at the 95% confidence level. The day-use visitor survey involved on-site intercepts. The overnight 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. Data were weighted by day-use and overnight user population proportions calculated from a three year average of park visitation statistics to ensure that responses were representative of the total population of all users at this park.

Results

Personal and Visit Characteristics

- The most popular activities were hiking / walking (83%), sightseeing (57%), beachcombing (56%), and exploring tidepools (47%); the least were boating (motor, canoe, kayak; 2%), ranger-led programs (3%), and bicycling on local roads and trails (both 3%). Overnight users were more likely to participate in most activities, which is not surprising given that they had more time at the park.
- The most common main activity groups were people hiking / walking (34%), sightseeing (13%), beachcombing (11%), and exploring tidepools (8%). The least common groups were people kite flying (< 1%), ranger-led programs (< 1%), bicycling on local roads (< 1%), fishing (< 1%), and agate / shell collecting (< 1%). Day users were more likely to consider hiking or walking, sightseeing and beachcombing as their main activities, whereas overnight users were more likely to consider camping, beachcombing, and hiking or wading as their primary activities.
- Day users spent an average of approximately two and one half hours in the park, with 93% of these users spending up to five hours in the park. The majority of day users (66%), however, spent one to two hours. Overnight users spent an average of three days at the park, although the largest proportions spent one (22%), two (24%), or three (22%) days at the park and an additional 13% spent four days, and 20% spent five or more days.
- Most visitors to the park were non-locals (84%), driving 31 miles or more to reach the park. Day users, on average, traveled shorter distances ($M=272.78$ miles) to visit the park than overnight visitors ($M=447.68$ miles). Most overnight visitors (34%) traveled 251 to 500 miles to reach the park.

- In total, 64% of respondents had visited this park before, but day users were more likely (65%) than overnight users (58%) to have visited before. Although users had visited an average of almost three and a half times in the past 12 months, the highest proportion (28%) had made just one trip to this park with the majority (70%) having made two or fewer trips. On average, day users had visited more times ($M = 3.67$) than overnight users ($M = 1.43$).
- Average group size was over four people, but this average was skewed by a few extremely large groups (e.g., weddings, reunions). Groups most commonly consisted of two people (34%) or three to four people (24%). Overnight users, on average, visited in larger groups ($M = 5.28$ people) than day users ($M = 4.12$), but these averages were again influenced by a few large groups. The majority of both day users (58%) and overnight users (59%) visited in groups of two to four people.
- In total, 76% of users did not bring dogs with them; 24% brought dogs. Overnight users were more likely (41%) than day users (23%) to bring dogs.
- Most users arrived at the park in their family vehicle (88%), 5% came in someone else's vehicle, and 7% in another form of transportation. On average, there were 3.14 people in each family vehicle and 3.17 in someone else's vehicle. For all day-use vehicles, there was an average of 3.18 people in the vehicle.
- About half (48%) of users considered this park the main reason for their trip with more overnight users (66%) than day users (46%) considering it their main destination.
- If they had been unable to go to Harris Beach State Park for this visit, most park visitors would have either gone somewhere else for the same activity (59%) or come back another time (17%).

Visitor Spending

- Most visitors to the park (85%) are non-local visitors (living 31 or more miles from the park). More overnight users (99%) are non-local than day users (83%).
- The highest percentage of local day-users reported spending \$51-\$150 per party on their trip.
- Non-local overnight visitor party spending was higher than non-local day users, with the highest percentage (43%) reporting spending \$151-\$350 on their trip.
- Most visitors reported spending some money on gasoline and oil, restaurants and bars, and groceries.

Obtaining Information about the Parks

- Almost all users (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find it would like more information about park regulations (dogs, generators, parking); photographs and information for each RV space and campsite online to decide on the best spot; information about tent sites (e.g., able to accommodate tent trailers, size, rules); availability of Wi-Fi; trail maps; directions for how to navigate OPRD and RNW websites.
- The most heavily used sources of information were previous visits (70%), friends or family (66%), official internet websites (e.g., Oregon State Parks, Travel Oregon; 58%), highway signs (55%), and brochures (47%). The least used sources were health care providers (11%), videos / DVDs (14%), church (14%), radio (18%), and work (19%). Day users utilized most sources much more often, but overnight users (93%) were more likely than day users (54%) to obtain information from official internet websites.

- Official internet websites were used by most respondents (48%) as their first primary information source, followed by friends or family (17%), brochures (9%), and past visits (8%). Overnight users were almost entirely dependent on official websites as their primary source (85%). Day users were also heavily dependent on these websites (44%), but also used other sources such as friends or family (19%) and brochures (9%).

Satisfaction with Experiences and Conditions

- Users considered the most important characteristics at this park were its cleanliness (e.g., lawn care, lack of graffiti; 96%), absence of litter (95%), cleanliness of toilets (94%), number of toilets / bathrooms (85%), courteousness of park staff (85%), and parking for vehicles (84%). The least important attributes were the amount of educational information (50%), facilities for groups to gather (51%), quality of information / education (55%), presence of park rangers (59%), and ease of movement / access (61%). Day users considered parking, signs with directions to park, ease of movement / access and group facilities to be more important. Overnight users considered park cleanliness, staff, presence of park rangers, number of toilets, personal safety, trails, and signs with directions in the park to be more important. Almost all (96%) overnight users considered comfort of campsites to be important, 91% believed that shading provided by trees and other structures was important, and 96% believed that a good value for fee paid at the park was important.
- Overall satisfaction among users was very high, as 94% were satisfied with the highest proportion of users being “very satisfied” (68%). Users were most satisfied with the park’s cleanliness (95%), absence of litter (90%), cleanliness and number of toilets / bathrooms (88% to 87%), personal safety (87%), and parking (83%). Users were least satisfied with the amount and quality of educational information in the park (both 67%), facilities for groups to gather (67%), and information about conditions / hazards (76%). Day users were more satisfied with the ease of movement, and facilities for groups to gather, whereas overnight users were more satisfied with the area’s cleanliness, lack of litter, safety, number of toilets and bathrooms, presence and courteousness of staff, number and condition of trails, having a variety of things to do, and signs in this park. Overnight users were also satisfied with the comfort of campsites (93%), shading provided by trees (93%), and the good value for fee paid at the park (95%). Most respondents (93%) said they were likely to return to this park in the future.
- An Importance – Performance analysis showed that almost all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at Harris Beach State Park. There were, however, several attributes that were important to users, but these users were only slightly satisfied with these attributes. These attributes included the condition of trails, signs with directions in the park, information about conditions/hazards in the park, number of trails, variety of things to do, ease of movement/access, presence of park rangers and facilities for groups in park day-use areas.
- Crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate, but the majority of overnight users felt crowded (62%) and a large proportion were already encountering more people than they would tolerate in the park’s overnight use areas (68%). This suggests that crowding in the overnight area is at “more than capacity”, and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences.

Attitudes about Management Strategies

- Users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (70%), more recycling containers (61%), more opportunities for hiking (60%), more information / education (nature, history; 57%), more trash cans (55%), and more opportunities for escaping crowds (55%). The least supported strategies were to close park to all recreation activities (10%), limit the number of people and large groups allowed per day (20% to 28%), provide downloadable mobile phone applications (21%), provide wireless internet access in the park (32%), provide more enclosed shelters (32%), and to make park more pet friendly (36%). Day users were more supportive of providing more recycling containers, more information / education, more trashcans, more group picnic areas, more paved trails, more programs led by rangers, as well as providing better maintenance of facilities and not changing anything. Overnight users were more supportive of providing more opportunities for hiking, escaping crowds, limiting the number of large group and people allowed, requiring dogs be kept on a leash at all times, as well as providing natural buffers to block views of development, and wireless internet access in the park.
- A majority of overnight users only supported providing campsites accommodating both RV and tent camping (60%) and adding more space between sites (54%). They were least supportive of more walk in sites (18%), group camping sites (19%), and more tent camping in campgrounds (37%).
- In total, 85% of overnight users reserved their park visit on the internet reservation system, 11% used the telephone reservation system, and 5% had someone else make the reservation. Satisfaction with the reservation system was high, as 90% were satisfied and only 10% were not satisfied, and the highest proportion of overnight users was “very satisfied” (54%).

Sociodemographic Characteristics of Users

- There were a few more female (54%) than male (45%) users at this park.
- The average age of users was approximately 50 years old, and the largest proportions of users were 50 to 59 years old (24%) and 60 to 69 years old (23%).
- The average annual household income before taxes of respondents was \$64,200, and the largest proportion of users had incomes of \$30,000 to \$49,999 (23%) and \$50,000 to \$69,999 (16%). Visitors to Harris Beach State Park are generally wealthier than the Oregon population at large (Oregon median income household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 92%) with few Hispanic / Latinos (5%), Asians (1%), American Indians (1%), and Blacks / African Americans (<1%).
- Almost all respondents (98%) considered English as their primary language in their homes.
- About 59% of users lived in Oregon, 18% lived in California and 6% lived in Washington State. Among park users, 32% of park users resided in the Southern region of Oregon, 6% resided in the Portland Metro region of Oregon, 4% lived in the Willamette Valley and coastal region of Oregon, and 1% or fewer lived in each of the other regions of the state (i.e., Eastern, Central, Mt. Hood / Gorge). The largest percentage of overnight users was from out of state (53%), whereas day users were

primarily from the Southern region of Oregon (44%) or from out of state (39%). A majority of all day users lived in Oregon (61%), California (17%), or Washington State (6%). Fewer overnight users resided in Oregon (40%), whereas more lived elsewhere such as California (29%), Washington State (10%), and British Columbia, Canada (4%).

- In total, 79% of park users said that nobody in their group had a disability, whereas 21% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (13% of park users), while 3% had a hearing disability, 1% had learning disabilities, and 2% had impaired sight.
- There were no major or substantive differences in these sociodemographic characteristics between day users and overnight users.

Recommendations

Management Recommendations

- Almost all day and overnight users traveled to this park in their own vehicles (88%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Harris Beach State Park day-use visitors (3.18) was lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use this updated figure in future day-use visitation calculations for the park.
- Approximately one quarter of users (24%) 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 because more overnight users brought dogs (41%). Managers may also want to consider examining enforcement of existing pet regulations in the park's campground areas, given that dogs 68% of overnight users supported requiring dogs be on leash at all times and only 35% of overnight respondents supported making the park more pet friendly.
- Almost all users (94%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the amount and quality of information and education materials and programs (both 67%). Managers may want to evaluate education information that is being disseminated to users to ensure it is meeting their needs.
- Overnight users were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 64%). Given that over 32% of overnight visitors were over the age of 60 and 21% of users had disabilities (13% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- 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. There were, however, eight attributes that were important to users, but these users were only slightly satisfied with these attributes. These attributes included the condition of trails, signs with directions in the park, information about conditions/hazards in the park, number of trails, variety of things to do, ease of movement/access, presence of park rangers and facilities for groups in park day-use areas.
- Approximately 62% of overnight users felt crowded at the park, and 68% of these users encountered more people than their maximum tolerance limit. These results suggest that

crowding in the overnight area is at “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 61% supported the provision of more opportunities for escaping crowds.

- Over 39% of users did not support leaving the park as it is and not changing anything. Users most strongly supported strategies designed to provide more opportunities at the park for viewing wildlife (70%), more recycling containers (61%), more opportunities for hiking (60%), more information / education (nature, history; 57%), more trash cans (55%), and more opportunities for escaping crowds (55%). A majority of overnight users also supported providing campsites accommodating both RV and tent camping (60%) and adding more space between sites (54%). 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 (43%) reporting spending \$151-\$350 on their trip (within 30 miles of the park). Most visitors reported spending some money on gasoline and oil, restaurants and bars, and groceries. 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 Harris Beach State Park visitor spending on the local economies.
- The largest proportion of users (48%) depended on official internet websites as the first primary source of obtaining information about state parks such as Harris Beach State Park, and the majority of overnight users (85%) reserved their spot at this park using the online / internet reservation system. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Almost all park visitors (95%) were able to find the information they needed when planning their visit to Harris Beach State Park. However, some visitors (4%) were not able to find all information needed. The most popular information needed was information about park regulations (dogs, generators, parking); photographs and information for each RV space and campsite online to decide on the best spot; information about tent sites (e.g., able to accommodate tent trailers, size, rules); availability of Wi-Fi; trail maps; directions for how to navigate OPRD and RNW websites.
- Users provided 520 verbatim open ended positive comments (196 comments, 6 pages) and negative comments and suggestions for improvement of Harris Beach State Park (324 comments, 9 pages). Many comments may provide insights for future planning and management. The most common concerns involved: (a) lack of vegetation, spacing, size, and privacy between campsites in the overnight areas, which caused users to feel overcrowded; (b) Wi-Fi capabilities; (c) better enforcement from rangers regarding noise levels and quiet time, off leash and barking dogs, playground; (d) inability to reserve good camp sites, especially on weekends; (e) lack of clean bathrooms; (f) allow Oregon residents priority when reserving camp sites; (g) off-leash dogs and noise from barking dogs, especially in overnight areas; (h) issues with size, types, and amount of campsites; (i) improved and more hiking and biking trails (j) removal of invasive and unwanted species; (k) more recycle containers; and (l) an off-leash area or dog park.

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INTRODUCTION AND OBJECTIVES

The Oregon State Parks system provides public access to a collection of the state's outstanding natural, cultural, scenic, and outdoor recreation resources. Understanding the opinions of park users regarding issues such as the quality of facilities, recreational opportunities, social and resource conditions, and how they use these parks is critical to providing effective facilities, programs, and services. Project objectives were to describe day and 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 (see Appendix B) administered to randomly selected samples of day and overnight users at Harris Beach State Park between July and August 2011. Separate survey methods were used for each of these visitor types — on-site (face to face) for day users and electronic (email, internet) for overnight users. Questionnaires administered to overnight users were basically identical to those administered to day users, but contained a few additional questions specific to overnight activities (e.g., camping). Each day user or overnight user contacted only completed the full length questionnaire once using only one of these methods, not multiple times using more than one approach.

Onsite Survey of Day Users

Day users 18 years of age and older who visited Harris Beach State Park between July 2 and July 31, 2011 were approached in person (face to face) and asked to complete the six page questionnaire onsite at this park. Onsite questionnaires were necessary because personal contact information (e.g., home mail and email addresses, telephone numbers) required for alternative approaches such as telephone or mail surveys are not available from day users, as OPRD does not regularly collect this information from these users. Day users were asked if they would be willing to complete the questionnaire and asked to immediately complete and return the full length questionnaire onsite. Questionnaires were printed on both sides of two legal sized (8 ½ x 14) pages and folded into a small booklet, and took most respondents approximately 15 to 20 minutes to complete. Respondents were provided with a clipboard and pen to complete the questionnaire onsite. Two volunteers (e.g., Camp Hosts) administered these questionnaires to reduce costs.

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 Sizes and Response Rates

As shown in Table 1, the total number of completed questionnaires across all survey approaches was $n = 906$ with an estimated total response rate of 59%. Completed questionnaires were received from $n = 379$ day users (71% response rate) and $n = 527$ overnight users (53% response). These combined sample sizes across survey methods allow generalizations about the population of day users at Harris Beach State Park at a margin of $\pm 5.0\%$, overnight users at $\pm 4.3\%$, and both day and overnight users at $\pm 3.3\%$ at the 95% confidence level.

Table 1. Sample sizes and response rates for each survey approach

	Initial contacts	Completed surveys (<i>n</i>)	Response rate (%)
Day Users	534	379	71
Overnight Users	997	527	53
Total	1531	906	59

Table 1 shows that the total number of completed questionnaires for overnight users (*n* = 527) was higher than day users (*n* = 379). Between 2008 and 2010, however, a much larger proportion of the total population of users at Harris Beach State Park consisted of day users. Actual population estimates for day users, for example, ranged from 1,060,140 in 2008, 1,070,456 in 2009, and 889,636 in 2010, compared to just 94,333 overnight users in 2008, 97,055 in 2009, and 91,190 in 2010. These average use levels across the three years from 2008 to 2010 show that approximately 91.4% of users at Harris Beach State Park were day users and 8.6% were overnight users. The sample for this project, however, consisted of 41.8% day users and 58.2% overnight users. Consequently, in the results sections reporting findings only for all users taken together (i.e., total users at Harris Beach), the data were weighted by population proportions calculated from the three year average using the following formula (Vaske, 2008) to ensure that questionnaire responses were statistically representative of the total population of all users at this park:

$$\text{Weight} = \frac{\text{Population \%}}{\text{Sample \%}}$$

$$\text{Weight (day users)} = \frac{0.914}{0.418} = 2.19$$

$$\text{Weight (overnight users)} = \frac{0.086}{0.582} = 0.15$$

Questionnaires administered to both the day users and overnight users included questions on a range of topics such as prior visitation, activity participation, visitor spending, satisfaction, support of management, and demographic characteristics. Results in this report are grouped into subsections according to these questions. Within each subsection, analysis is conducted on potential differences between day users and overnight users. Percentages, crosstabulations, and bivariate statistical tests were used to analyze and present results. These tests produce *p*-values

and when a p -value associated with any statistical tests (i.e., χ^2 , F) presented in this report is $p \leq .05$, a statistically significant relationship or difference was observed between groups or variables. In addition to these tests of statistical significance, effect size statistics (e.g., Cramer's V , eta η) were used to compare the strength of relationships. In general, a value of .10 for effect sizes can be considered a "minimal" (Vaske, 2008) or "weak" (Cohen, 1988) relationship or difference. An effect size of .30 is considered "medium" or "typical," and .50 or greater is a "large" or "substantial" relationship or difference; larger effect sizes imply stronger relationships or differences. To highlight key findings, data were often recoded into major response categories (e.g., agree, disagree; support, oppose), but basic descriptive findings of uncollapsed questions (i.e., strongly, slightly agree) are provided in Appendix C.

RESULTS

Personal and Visit Characteristics

Activity Groups. The questionnaires asked respondents to check all of the activities in which they participated at Harris Beach State Park on their most recent trip. Table 2 shows that the most popular activities at this park were hiking / walking (83%), sightseeing (57%), beachcombing (56%), and exploring tidepools (47%). The least popular activities were boating (motor, canoe, kayak; 2%), ranger-led programs (3%), and bicycling on local roads and trails (both 3%). Participation rates differed significantly between day users and overnight users for 14 of these 18 activities; participation in only bird or wildlife watching, swimming / wading, agate / shell collecting, and running or jogging did not differ between these two groups. In most cases, overnight users were significantly more likely to participate in the various activities, which is not surprising given that they had much more time at the park to engage in activities.

Table 2. Comparison of day and overnight users for recreation activities at the park

	User Group ^a			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^b			
Hiking or walking	82	89	83	8.55	.003	.10
Sightseeing	56	64	57	6.46	.011	.09
Beachcombing	53	81	56	81.09	< .001	.30
Exploring tidepools	46	61	47	19.25	< .001	.15
Bird or wildlife watching	33	27	32	3.30	.069	.06
Swimming/wading	30	33	31	.74	.390	.03
Picnicking or barbequing	24	41	25	31.14	< .001	.19
Dog walking	24	35	25	12.17	< .001	.12
Agate/shell collecting	18	23	19	3.21	.073	.06
Camping	9	95	17	763.18	< .001	.86
Running or jogging	8	7	8	0.68	.410	.03
Other ^c	7	6	7	0.39	.532	.02
Kite flying	7	14	8	11.19	.001	.11
Surfing/boogie boarding	4	7	7	5.30	.021	.08
Fishing	3	10	4	15.97	< .001	.13
Bicycling on trails	2	12	3	33.28	<.001	.18
Bicycling on local roads	2	13	3	42.83	< .001	.20
Ranger-led program(s)	2	13	3	42.83	< .001	.20
Boating (motor, canoe, kayak)	1	4	2	4.58	.032	.07

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

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c The most popular “other” activities were: local shopping, radio/art/kite festivals, playground, observing the vegetation, family reunions, relaxing and playing on beach, photography, swimming, sunset viewing.

Respondents were then asked to specify the one primary activity in which they participated most often during their recent visit to Harris Beach State Park. Table 3 shows that the most common primary activity groups were people hiking / walking (34%), sightseeing (13%), beachcombing (11%), and exploring tidepools (8%). The least common activity groups were people kite flying (< 1%), ranger-led programs (< 1%), bicycling on local roads (< 1%), fishing (< 1%), and agate / shell collecting (< 1%). There was, however, a statistically significant and “substantial” difference between day users and overnight users. Day users, for example, were more likely to consider hiking or walking, sightseeing and beachcombing as their primary activities, whereas overnight users were much more likely to consider camping as their primary activity.

Table 3. Comparison of day and overnight users for primary activity at the park ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Hiking or walking	36	11	34
Sightseeing	14	3	13
Beachcombing	11	13	11
Dog walking	8	3	7
Exploring tidepools	8	4	8
Swimming/ wading	6	3	6
Picnicking or barbequing	5	1	5
Other ^c	4	3	4
Bird or wildlife watching	3	1	3
Camping	2	55	7
Surfing/boogie boarding	1	1	1
Running or jogging	1	0	1
Bicycling on trails	1	1	1
Agate/shell collecting	< 1	0	< 1
Fishing	< 1	2	< 1
Bicycling on local roads	0	1	< 1
Ranger-led program(s)	0	< 1	< 1
Kite flying	0	< 1	< 1

^a $\chi^2 = 385.58, p < .001, V = .61$.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c The most popular “other” activities were: local shopping, radio/art/kite festivals, playground, observing the vegetation, family reunions, relaxing and playing on beach, photography, swimming, sunset viewing.

Duration of Visit. Day users were asked to report how many *hours* they spent at Harris Beach State Park on their recent trip and overnight users were asked how many *nights* in a row they spent at the park on their trip. Table 4 shows that, on average, day users spent approximately two and one half hours in the park, with 93% of these users spending up to five hours in the park. The majority of day users (66%), however, spent one to two hours.

Overnight users spent an average of three days at the park, although the largest proportions spent one (22%), two (24%), or three (22%) days at the park (Table 4). An additional 13% spent four days, and another 20% spent five or more days. There were no differences among survey approaches in the number of days overnight users spent at the park.

Table 4. Duration of visit at the park

Day Users (Hours)	
1 hour	36
2 hours	30
3 hours	13
4 to 5 hours	14
6 to 9 hours	5
10 or more hours	1
Mean / average hours	2.43
Overnight Users (Nights)	
1 day	22
2 days	24
3 days	22
4 days	13
5 days	10
6 or more days	10
Mean / average days	3.09

¹ 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 16% of visitors were local (driving 30 miles or less to reach the park) with another 32% originated 91 to 150 miles from the park. A higher percentage of day-use visitors were local (18%) than overnight visitors (1%). Day users, on average, traveled shorter distances (M=272.78 miles) to visit the park than overnight visitors (M=447.68 miles).

Table 5. Comparison of day and overnight user distance traveled to the park ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
30 miles or less	18	1	16
31 to 60 miles	<1	1	<1
61 to 90 miles	9	4	8
91 to 120 miles	20	10	19
121 to 150 miles	13	10	13
151 to 250 miles	10	16	11
251 to 500 miles	15	34	16
501 or more miles ^c	16	26	17
Mean / average	272.78	447.68	289.14

^a $\chi^2 = 341.40, p < .001, V = .58.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c $t = 4.00, p < .001, r_{pb} = .14.$

Previous Visitation. Users were asked if they had ever visited Harris Beach State Park before their most recent trip. Table 6 shows that 64% of respondents had visited this park before, whereas 36% had not visited previously. There was, however, a significant difference between day users and overnight users, with day users being more likely to have visited this park previously (65%) than overnight users (58%).

Table 6. Comparison of day and overnight user previous visitation to the park ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Yes, visited park before	65	58	64
No, not visited park before	35	42	36

^a $\chi^2 = 3.93, p < .048, \phi = .07.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Users who had previously visited this park were then asked how many trips they had made to this park in the past 12 months. Table 7 shows that although users had visited an average of almost three and one half times in the past 12 months, the highest proportion (28%) had made just one trip to this park in the past year with the majority (70%) having made two or fewer trips. On average, day users had visited significantly more times ($M = 3.67$) than overnight users ($M = 1.43$). For example, 90% of overnight users had visited two or fewer times in the past 12 months and only 3% had visited six or more times, whereas 16% of day users had visited six or more times.

Table 7. Comparison of day and overnight user number of previous visits to the park in the last 12 months ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
0 Trips	19	18	19
1 Trip	26	48	28
2 Trips	23	24	23
3 to 5 Trips	17	8	17
6 to 12 Trips	9	2	9
13 to 24 Trips	4	< 1	3
More than 24 Trips	3	0	2
Mean / average trips ^c	3.67	1.43	3.46

^a $\chi^2 = 59.87, p < .001, V = .33.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c $t = 4.47, p < .001, r_{pb} = .24.$

Group Size. Respondents were asked to report how many people, including themselves, accompanied them at Harris Beach State Park on their most recent trip. Table 8 shows that the average group size was over four people, but this average was skewed by a few extremely large groups (e.g., weddings, reunions). Groups most commonly consisted of two people (34%) or three to four people (24%). Overnight users, on average, visited in significantly larger groups ($M = 5.28$ people) than day users ($M = 4.12$), but these averages were again influenced by a few extremely large groups. The majority of both day users (58%) and overnight users (59%) visited in groups of two to four people. Day users were slightly more likely to visit alone (15%) than overnight users (7%), and overnight users (8%) were also more likely than day users (4%) to visit in large groups consisting of more than 10 people.

Table 8. Comparison of day and overnight user group size at the park ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
1 Person (alone)	15	7	15
2 People	34	32	34
3 or 4 People	24	27	24
5 to 10 People	23	26	23
11 to 25 People	3	6	3
More than 25 People	1	2	1
Mean / average ^c	4.12	5.28	4.22

^a $\chi^2 = 34.78, p = .007, V = .19$.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c $t = 2.44, p = .015, r_{pb} = .08$.

Bringing Dogs to the Park. The questionnaires asked day users and overnight users if they or anyone else in their group brought dog(s) with them to Harris Beach State Park. Table 9 shows that 76% of park users did not bring dogs with them and 24% brought dogs. Overnight users (41%) were significantly more likely than day users (23%) to bring dogs.

Table 9. Comparison of day and overnight users bringing dogs with them to the park ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
No, did not bring dog(s)	77	59	76
Yes, brought dog(s)	23	41	24

^a $\chi^2 = 29.66, p < .001, \phi = .19$.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Transportation to the Park. Respondents were asked how they got to Harris Beach State Park on their most recent trip. Table 10 shows that almost all users arrived at the park in their family’s personal vehicle (88%), 5% arrived in somebody else’s vehicle, and 7% arrived in another form of transportation. On average, there were 3.14 people in each personal family vehicle and 3.17 people in somebody else’s vehicle. For all day-use vehicles, there was an average of 3.18 people in the vehicle. For all overnight vehicles, there was an average of 3.12 people in the vehicle. There was a significant, but relatively weak difference between day users and overnight users, with almost all overnight users arriving in their own vehicles (94%) compared to day users who were slightly more likely to not only use their own vehicles, but also other modes of transportation.

Table 10. Comparison of day and overnight user transportation to the park ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
My family’s personal vehicle ^c	87	94	88
Somebody else’s personal vehicle ^d	5	3	5
Other	8	3	7

^a $\chi^2 = 12.56, p < .002, V = .13.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c Number of people in vehicle: mean / average = 3.14 (1-2 people = 49%, 3-4 people = 34%), day user = 3.17, overnight = 3.12.

^d Number of people in vehicle: mean / average = 3.17 (1-4 people = 80%), day user = 3.40, overnight = 3.00.

Reasons for Visiting. Visitors were asked if this park was the main reason for their trip. Table 11 shows that 48% of users considered this park their main destination with more overnight users (66%) than day users (46%) considering it the reason for their trip.

Table 11. Comparison of day and overnight users in whether the park was their main destination ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Primarily for recreation – this park was main destination	46	66	48
Primarily for recreation – main destination was not this park	38	29	37
Primarily for business, family, or other reasons – park was side trip	13	4	12
Some other reason	3	2	3

^a $\chi^2 = 44.70, p < .001, \phi = .23.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Alternatives to Visit. Respondents were then asked what things they would have considered doing if they were not able to go to Harris Beach State Park for this visit. As shown in Table 12, most users responded that, if unable to go to the park for this visit, they would have either gone somewhere else for the same activity (59%) or come back another time (17%). Overnight users (71%) were more likely than day users (58%) to have gone somewhere else for the same activity while day users (17%) were more likely to have come back another time compared to overnight users (14%).

Table 12. Comparison of day and overnight user alternatives to park visit ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Gone somewhere else for same activity ^c	58	71	59
Gone somewhere else for a different activity ^d	6	5	6
Come back another time	17	14	17
Stayed home	4	5	5
Gone to work at my regular job	1	1	1
Something else (none of these)	15	4	14

^a $\chi^2 = 31.11, p < .001, V = .20$.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c If gone somewhere else for same activity, how far from home is the place you would have gone instead: mean / average = 45.87 miles, day user = 101.81, overnight = 296.40. $t = 7.51, p < .001, r_{pb} = .32$.

^d If gone somewhere else for different activity, how far from home is the place you would have gone instead: mean / average = 55.87 miles, day user = 77.10, overnight = 151.58. $t = 1.12, p = .274, r_{pb} = .21$.

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

- The most popular activities were hiking / walking (83%), sightseeing (57%), beachcombing (56%), and exploring tidepools (47%); the least were boating (motor, canoe, kayak; 2%), ranger-led programs (3%), and bicycling on local roads and trails (both 3%). Overnight users were more likely to participate in most activities, which is not surprising given that they had more time at the park.
- The most common main activity groups were people hiking / walking (34%), sightseeing (13%), beachcombing (11%), and exploring tidepools (8%). The least common groups were people kite flying (< 1%), ranger-led programs (< 1%), bicycling on local roads (< 1%), fishing (< 1%), and agate / shell collecting (< 1%). Day users were more likely to consider hiking or walking, sightseeing and beachcombing as their main activities,

whereas overnight users were more likely to consider camping, beachcombing, and hiking or wading as their primary activities.

- Day users spent an average of approximately two and one half hours in the park, with 93% of these users spending up to five hours in the park. The majority of day users (66%), however, spent one to two hours. Overnight users spent an average of three days at the park, although the largest proportions spent one (22%), two (24%), or three (22%) days at the park and an additional 13% spent four days, and 20% spent five or more days.
- Most visitors to the park were non-locals (84%), driving 31 miles or more to reach the park. Day users, on average, traveled shorter distances ($M=272.78$ miles) to visit the park than overnight visitors ($M=447.68$ miles). Most overnight visitors (34%) traveled 251 to 500 miles to reach the park.
- In total, 64% of respondents had visited this park before, but day users were more likely (65%) than overnight users (58%) to have visited before. Although users had visited an average of almost three and a half times in the past 12 months, the highest proportion (28%) had made just one trip to this park with the majority (70%) having made two or fewer trips. On average, day users had visited more times ($M = 3.67$) than overnight users ($M = 1.43$).
- Average group size was over four people, but this average was skewed by a few extremely large groups (e.g., weddings, reunions). Groups most commonly consisted of two people (34%) or three to four people (24%). Overnight users, on average, visited in larger groups ($M = 5.28$ people) than day users ($M = 4.12$), but these averages were again influenced by a few large groups. The majority of both day users (58%) and overnight users (59%) visited in groups of two to four people.
- In total, 76% of users did not bring dogs with them; 24% brought dogs. Overnight users were more likely (41%) than day users (23%) to bring dogs.
- Most users arrived at the park in their family vehicle (88%), 5% came in someone else's vehicle, and 7% in another form of transportation. On average, there were 3.14 people in each family vehicle and 3.17 in someone else's vehicle. For all day-use vehicles, there was an average of 3.18 people in the vehicle.

- About half (48%) of users considered this park the main reason for their trip with more overnight users (66%) than day users (46%) considering it their main destination.
- If they had been unable to go to Harris Beach State Park for this visit, most park visitors would have either gone somewhere else for the same activity (59%) or come back another time (17%).

Visitor Spending

Park visitors were asked to estimate how much they and the other members of their party spent on their trip within 30 miles of Harris Beach 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 day users and overnight users that are local and non-local visitors. Most visitors to the park are non-local (living 31 or more miles from the park) visitors (85%). More overnight users (99%) are non-local than day users (83%). Based on previous year visitation estimates, approximately 91.4% of users at Harris Beach State Park are day users and 8.6% overnight users.

Table 13. Comparison of day and overnight users, local / non-local ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Local	17	1	15
Non-Local ^c	83	99	85

^a $\chi^2 = 87.13, p < .001, \phi = .31$.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Table 14 shows the proportion of total spending for each visitor profile type and reported on a party trip basis. For local day-use visitors, the highest percentage (38%) reported spending \$51-\$150. For non-local day-use visitors, the highest percentage (33%) reported spending \$151-\$350

on their trip. Non-local overnight visitor spending was higher than local day-users, with the highest percentage (43%) reporting spending \$151-\$350 on their trip.

Table 14. Comparison of day and overnight total spending, dollars per party per trip

	<u>Local</u>		<u>Non-Local</u>		All ^b (%)
	Day (%)	Overnight ^a (%)	Day (%)	Overnight (%)	
Spent no money	8	*	2	1	2
\$1 - \$25	21	*	6	1	3
\$26 - \$50	4	*	5	2	3
\$51 - \$150	38	*	26	17	21
\$151 - \$350	13	*	33	43	38
\$351 - \$550	8	*	18	14	15
\$551 - \$1,000	8	*	12	22	18

^a Only 1% of overnight visitors were local visitors.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Table 15 includes the proportion of visitor parties that reported spending any dollars on the eight spending categories (e.g., motel, camping, restaurants and bars, groceries, etc.). For local day use visitors, most reported spending some money on gasoline and oil (84%) and groceries (64%). In addition to gasoline and oil and groceries, non-local day use visitors also reported spending money on restaurants and bars. Most non-local overnight visitors reported spending money on gasoline and oil (87%), groceries (86%), restaurants and bars (72%), camping fees (71%), and souvenirs (55%). The “All” spending average is estimated as a weighted average for spending by day-user and overnight visitors. Most visitors to Harris Beach State Park reported spending some money on gasoline and oil (80%), restaurants and bars (72%), and groceries (64%).

Table 15. Comparison of percent of day and overnight party spending of any dollars in eight spending categories ^a

Spending Categories	Local		Non-Local		All ^c (%)
	Day (%)	Overnight ^b (%)	Day (%)	Overnight (%)	
Motel, lodge, cabin, B&B, other lodging	20	*	46	6	39
Camping	12	*	56	71	28
Restaurants and bars	48	*	75	72	72
Groceries	64	*	61	86	64
Gasoline and oil	84	*	79	87	80
Park entry, parking, or recreation use fees	20	*	15	33	16
Recreation and equipment (guide fees, equipment rental)	8	*	9	13	8
Souvenirs, clothing, and other miscellaneous	20	*	35	55	35

^a $\chi^2 = 330.45, p < .001, V = .65$.

^b Only 1% of overnight visitors were local visitors.

^c Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

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

- Most visitors to the park (85%) are non-local visitors (living 31 or more miles from the park). More overnight users (99%) are non-local than day users (83%).
- The highest percentage of local day-users reported spending \$51-\$150 per party on their trip.
- Non-local overnight visitor party spending was higher than non-local day users, with the highest percentage (43%) reporting spending \$151-\$350 on their trip.
- Most visitors reported spending some money on gasoline and oil, restaurants and bars, and groceries.

Obtaining Information about the Parks

The questionnaires contained several questions examining how users obtained information about state parks such as Harris Beach State Park and whether they were able to obtain the information they needed. Table 16 shows that almost all users (95%) were able to find the information they needed when planning their visit to this state park, and the few (5%) who did not find the information they needed would like additional: information about park regulations (dogs,

generators, parking); photographs and information for each RV space and campsite online to decide on the best spot; information about tent sites (e.g., able to accommodate tent trailers, size, rules); availability of Wi-Fi; trail maps; and directions on navigating OPRD and RNW websites. There were no differences between day and overnight users in their responses to these questions.

Table 16. Comparison of day and overnight users in whether they found the information needed ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Yes, found the information needed	95	96	95
No, did not find the information needed ^c	6	4	5

^a $\chi^2 = 1.07, p = .302, \phi = .04$.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c The most popular information needed was: more information about park regulations (dogs, generators, parking); photographs and information for each RV space and campsite online to decide on the best spot; information about tent sites (e.g., able to accommodate tent trailers, size, rules); availability of Wi-Fi; trail maps; directions on navigating OPRD and RNW websites.

Table 17. Comparison of day and overnight user use of information sources

	User Group ^a			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^b			
Previous visit	70	65	70	6.08	.194	.09
Friends / family	67	57	66	9.89	.042	.12
Highway signs	57	35	55	50.62	< .001	.27
Official internet websites (OPRD)	54	93	58	219.39	< .001	.53
Brochures	47	50	47	1.72	.788	.05
Other ^c	35	21	34	13.26	.010	.23
Magazines	33	20	32	20.43	< .001	.17
Newspapers	32	14	30	36.23	< .001	.23
Books	31	26	31	7.33	.120	.10
Social media websites	27	22	26	3.88	.423	.08
Television	25	11	24	28.24	< .001	.20
Radio	19	7	18	35.53	< .001	.23
Work	19	14	19	7.07	.132	.10
Community organizations or church	15	6	14	20.62	< .001	.18
Videos / DVDs	15	6	14	22.14	< .001	.18
Health care providers	11	3	11	27.64	< .001	.19

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

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c The most popular “other” reasons were: websites such as AAA, Trip Advisor, Atlas/maps, OSP guidebook; recommended by locals, friends and others; been coming here for years; and telephone calls to OPRD.

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 Harris Beach State Park. Table 17 shows that the most heavily used sources of information were previous visits (70%), friends or family (66%), official internet

websites (e.g., Oregon State Parks, Travel Oregon; 58%), highway signs (55%), and brochures (47%). The least used sources were health care providers (11%), videos / DVDs (14%), church (14%), radio (18%), and work (19%). Day users and overnight users differed significantly on all but five information sources, with day users utilizing almost all of these sources much more often. Overnight users (93%), however, were more likely than day users (54%) to obtain information from official internet websites.

Table 18. Comparison of day and overnight users for primary information source ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Official internet websites (OPRD)	44	85	48
Friends / family	19	6	17
Brochures	9	1	9
Previous visit	8	4	8
Highway signs	6	< 1	5
Other	5	1	4
Social media websites	4	1	3
Books	2	2	2
Magazines	2	0	1
Television	1	0	1
Radio	1	0	1
Work	1	0	1
Community organizations or church	< 1	1	< 1
Newspapers	0	0	0
Videos / DVDs	0	0	0
Health care providers	0	0	0

^a $\chi^2 = 163.37, p < .001, V = .47$.

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

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 Harris Beach State Park. Table 18 shows that official internet websites (e.g., Oregon State Parks, Travel Oregon) were used by most respondents (48%) as the first primary information source, followed by friends or family (17%), brochures (9%), and past visits (8%). Few people used other sources when obtaining information. There was a significant difference between day users and overnight users, with overnight users almost entirely dependent on official internet websites as their primary source (85%). Day users were also heavily dependent on these websites (44%), but also used other sources such as friends and family (19%) and brochures (9%).

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

- Almost all users (95%) were able to find the information they needed when planning their visit to this park, and the few (5%) who did not find it would like more information about park regulations (dogs, generators, parking); photographs and information for each RV space and campsite online to decide on the best spot; information about tent sites (e.g., able to accommodate tent trailers, size, rules); availability of Wi-Fi; trail maps; directions for how to navigate OPRD and RNW websites.
- The most heavily used sources of information were previous visits (70%), friends or family (66%), official internet websites (e.g., Oregon State Parks, Travel Oregon; 58%), highway signs (55%), and brochures (47%). The least used sources were health care providers (11%), videos / DVDs (14%), church (14%), radio (18%), and work (19%). Day users utilized most sources much more often, but overnight users (93%) were more likely than day users (54%) to obtain information from official internet websites.
- Official internet websites were used by most respondents (48%) as their first primary information source, followed by friends or family (17%), brochures (9%), and past visits (8%). Overnight users were almost entirely dependent on official websites as their primary source (85%). Day users were also heavily dependent on these websites (44%), but also used other sources such as friends or family (19%) and brochures (9%).

Satisfaction with Experiences and Conditions

Overall Satisfaction. Respondents were asked “overall, how dissatisfied or satisfied were you with your *overall experience* at Harris Beach State Park?” Table 19 shows that overall satisfaction was extremely high, as 94% were satisfied and very few respondents (6%) were dissatisfied. In addition, the highest proportion of users was “very satisfied” (68%).

Table 19. Comparison of day and overnight user overall satisfaction ^a

	Day Users (%)	Overnight Users (%)	Total (%) ^b
Very Satisfied	68	65	68
Satisfied	26	30	26
Dissatisfied or Neutral	6	5	6

^a $\chi^2 = 16.19, p = .003, V = .13.$

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Satisfaction and Expectations with Specific Characteristics. Although almost all users were satisfied with their overall visit at Harris Beach 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 Harris Beach 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. Comparison of day and overnight user specific *expectations* at the park

	User Group ^a			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^b			
Cleanliness of park (graffiti, lawns)	96	99	96	20.43	< .001	.15
Absence of litter	95	98	95	18.01	.001	.15
Cleanliness of toilets / bathrooms	94	96	94	23.72	< .001	.17
Parking for vehicles	85	78	84	21.22	< .001	.16
Number of toilets / bathrooms	84	89	85	14.31	.006	.13
Courteousness of rangers / personnel	84	93	85	24.49	< .001	.17
Personal safety	80	91	81	25.79	< .001	.18
Signs with directions <i>to</i> the park	78	70	77	19.35	.001	.15
Condition / maintenance of trails	76	83	77	9.48	.050	.11
Signs with directions <i>in</i> the park	74	79	74	15.38	.004	.14
Information about conditions / hazards	71	76	71	11.73	.019	.12
Number of park trails	69	76	70	9.94	.041	.11
Variety of things to do	68	71	68	6.21	.184	.09
Ease of movement / access (wheelchair, elderly, stroller)	63	41	61	49.71	< .001	.24
Presence of park rangers / personnel	57	82	59	65.44	< .001	.28
Quality of educational information	55	52	55	7.72	.102	.10
Facilities for groups to gather	53	29	51	63.23	< .001	.28
Amount of educational information	50	48	50	7.72	.102	.10
Good value for fee paid at the park	--	96	--	--	--	--
Comfort of campsites ^c	--	96	--	--	--	--
Shading provided by trees / structures ^c	--	91	--	--	--	--

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

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c Only asked in questionnaires of overnight users, not day users.

Table 20 shows that the most important characteristics were the park’s cleanliness (e.g., lawn care, lack of graffiti; 96%), absence of litter (95%), cleanliness of toilets (94%), number of toilets / bathrooms (85%), courteousness of park staff (85%), and parking for vehicles (84%). The least important attributes were the amount of educational information (50%), facilities for groups to gather (51%), quality of information / education (55%), presence of park rangers

(59%), and ease of movement / access (61%). There were differences among day users and overnight users for 15 of the 18 possible comparisons. Day users considered parking, signs with directions to park, ease of movement / access and group facilities to be more important. Overnight users felt that park cleanliness, presence of park rangers, number of toilets, safety, trails, and signs with directions in the park were more important at this state park. Responses for two additional items that were asked in the questionnaires administered only to overnight users showed that 96% of overnight users considered the comfort of campsites to be important, 96% felt that a good value for the fee paid at the park to be important, and 91% believed that shading provided by trees and other structures was important.

Table 21. Comparison of day and overnight user specific *satisfactions* at the park

	User Group ^a			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^b			
Cleanliness of park (graffiti, lawns)	94	98	95	13.53	.004	.13
Absence of litter	90	99	90	42.05	< .001	.23
Cleanliness of toilets / bathrooms	88	91	88	12.91	.012	.12
Personal safety	86	94	87	19.29	< .001	.16
Number of toilets / bathrooms	86	94	87	22.96	< .001	.17
Parking for vehicles	83	85	83	5.91	.206	.09
Courteousness of rangers / personnel	81	92	92	53.13	< .001	.25
Condition / maintenance of trails	81	90	82	17.92	.001	.15
Ease of movement / access (wheelchair, elderly, stroller)	81	64	79	38.44	< .001	.21
Signs with directions <i>to</i> the park	80	85	81	5.46	.243	.08
Variety of things to do	79	87	80	12.76	.012	.12
Presence of park rangers / personnel	77	92	78	43.03	< .001	.23
Number of park trails	77	88	78	19.92	< .001	.16
Signs with directions <i>in</i> the park	77	85	78	17.81	.001	.15
Information about conditions / hazards	76	73	76	3.19	.526	.06
Facilities for groups to gather	69	50	67	36.07	< .001	.21
Amount of educational information	67	67	67	4.55	.337	.07
Quality of educational information	67	67	67	4.48	.346	.07
Good value for fee paid at the park	--	95	--	--	--	--
Comfort of campsites ^c	--	93	--	--	--	--
Shading provided by trees / structures ^c	--	93	--	--	--	--

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

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

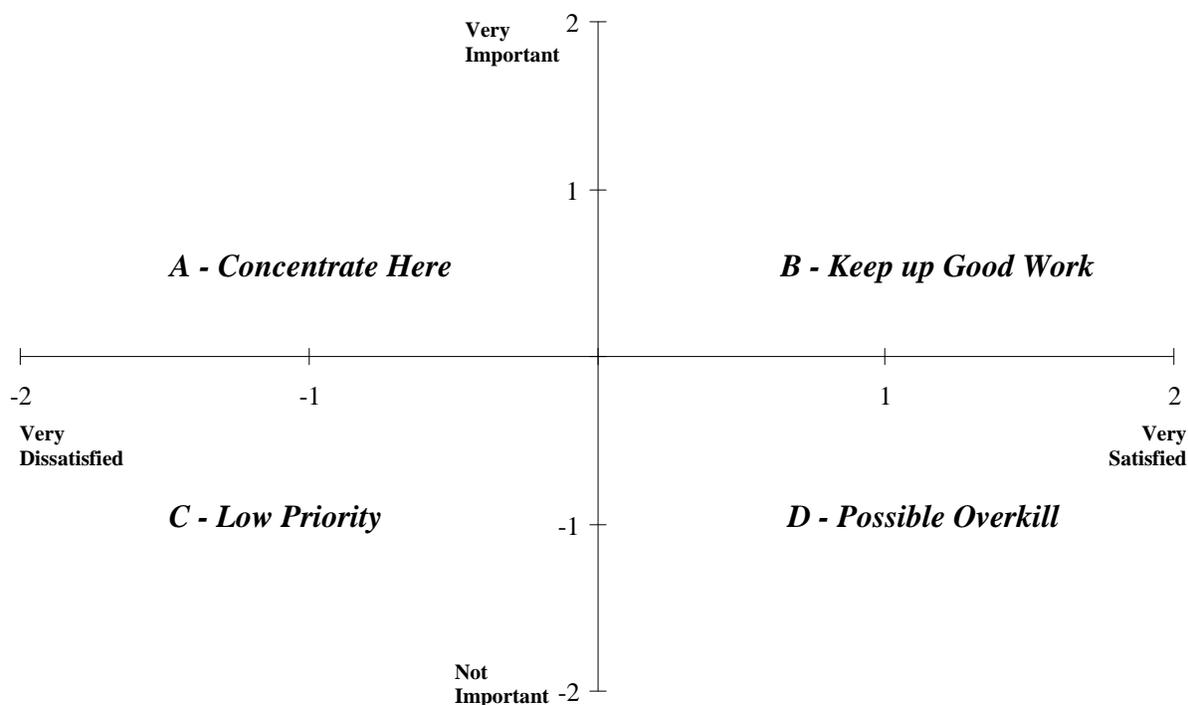
^c Only asked in questionnaires of overnight users, not day users.

Table 21 shows that the majority of users were satisfied with most of these characteristics at Harris Beach State Park. Users were most satisfied with the park’s cleanliness (95%), absence of litter (90%), cleanliness and number of toilets / bathrooms (88% to 87%), personal safety (87%),

and parking (83%). Users were least satisfied with the amount and quality of educational information in the park (both 67%), facilities for groups to gather (67%), and information about conditions / hazards (76%). Day users were slightly more satisfied with the ease of movement, and facilities for groups to gather at Harris Beach State Park. Overnight users were slightly more satisfied with cleanliness, lack of litter, safety, number of toilets and bathrooms, presence and courteousness of staff, number and condition of trails, having a variety of things to do, and signs in this park. Overnight users were also satisfied with the comfort of campsites (93%), shading provided by trees (93%), and the good value for fee paid at the park (95%).

Importance – Performance Analysis.

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



One approach for visualizing relationships between expectations (i.e., importance of attributes) and satisfaction (i.e., performance of these attributes) is Importance – Performance (I-P) analysis (Figure 1). Importance or expectations are represented as averages (i.e., means) on the vertical axis (i.e., y-axis) and average performance or experiences (i.e., satisfaction) are measured on the horizontal axis (i.e., x-axis). When combined, these axes intersect and produce a matrix of four quadrants that can be interpreted as “concentrate here” (high importance or expectation, low

satisfaction or poor experiences; Quadrant A), “keep up the good work” (high importance or expectation and high satisfaction or good experiences; Quadrant B), “low priority” (low importance or expectation and low satisfaction or poor experiences; Quadrant C), and “possible overkill” (low importance or expectation, high satisfaction or good experiences; Quadrant D). This matrix provides managers with an easily understandable picture of the status of services, facilities, and conditions as perceived by users, and reveals conditions that may or may not need attention (Bruyere, Rodriguez, & Vaske, 2002; Vaske, Beaman, Stanley, & Grenier, 1996).

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

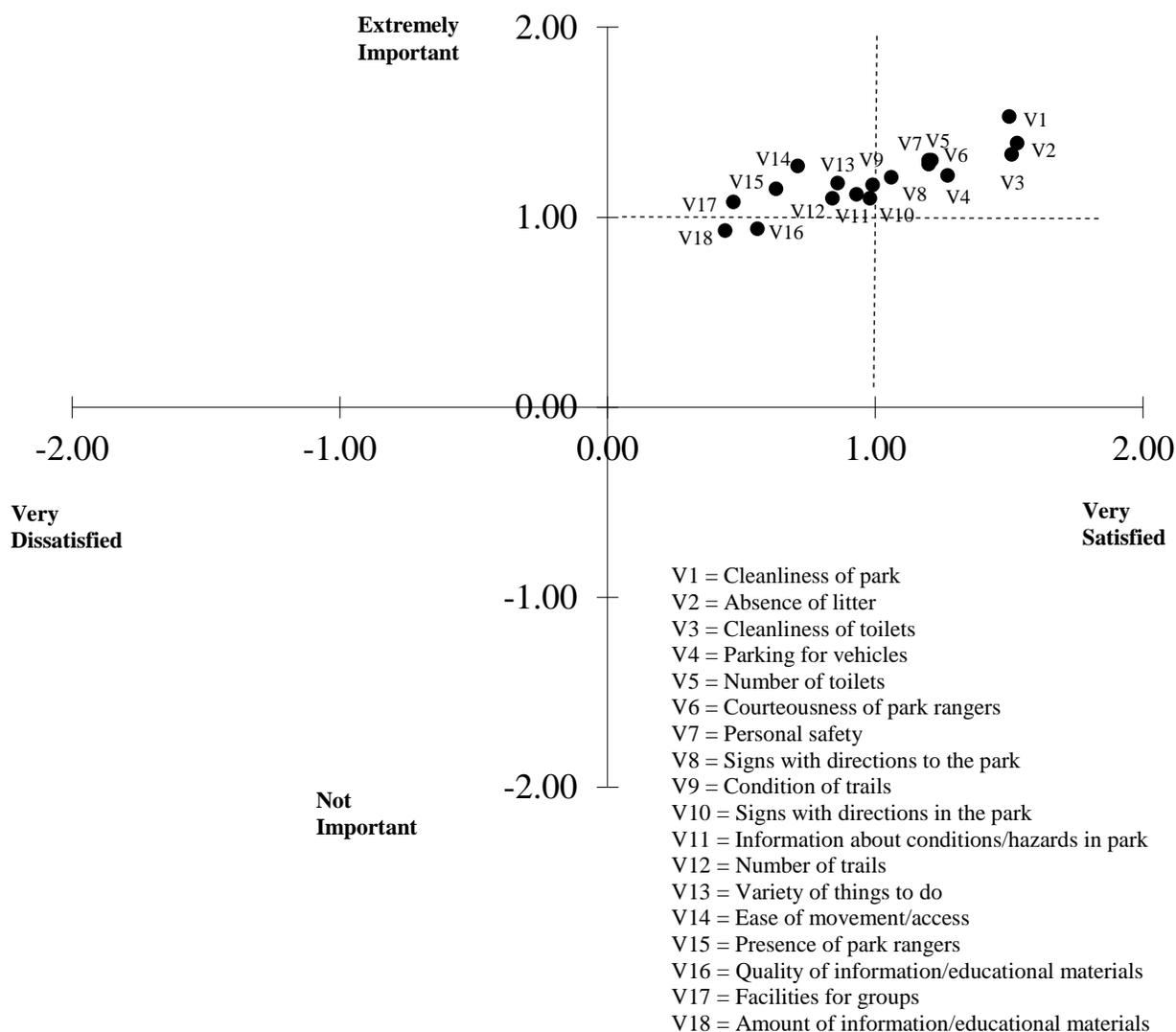


Figure 3. Importance-performance (I-P) analysis matrix for *overnight users*

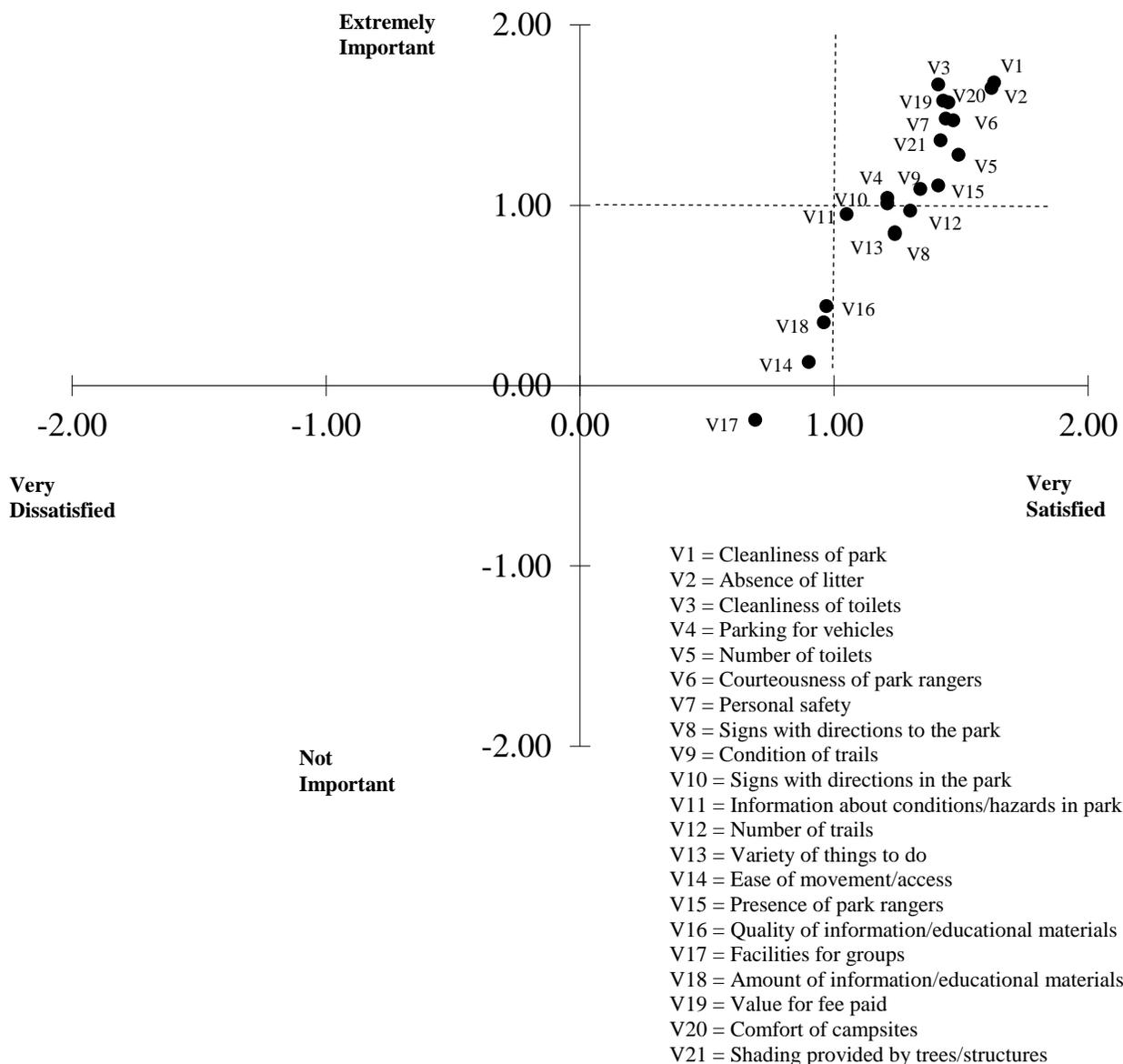


Figure 2 is the I-P matrix for day users and Figure 3 is the matrix for overnight users. Both matrices show that almost all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at Harris Beach State Park. It may be important, however, to more carefully examine this quadrant (i.e., dashed lines), as there are several attributes that were important to users, but these users were only slightly satisfied with these attributes. Managers should, therefore, consider monitoring attributes such as condition of trails, signs with directions in the park, information

about conditions/hazards in the park, number of trails, variety of things to do, ease of movement/access, presence of park rangers and facilities for groups in park day-use areas.

Respondents were asked several additional questions about their satisfaction with Harris Beach State Park, including this park’s natural environment, facilities and services, and fees. Users were also asked how likely they would return to this state park. Table 22 shows high user satisfaction with the environment (96%), facilities and services (91%), and fees at this park (91%). Day and overnight users were similar in their satisfaction with the park’s environment, but day users (91%) were slightly less satisfied than overnight users (93%) with the facilities and services at this park. In total, 93% of respondents said they were likely to return to this park in the future, with day users (93%) slightly more likely than overnight users to return (91%).

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

	User Group			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^a			
Satisfaction with natural environment ^b	96	97	96	4.17	.384	.07
Satisfaction with facilities and services ^b	91	93	91	20.91	< .001	.15
Satisfaction with fee paid ^b	--	91	--	--	--	--
Likelihood of returning ^c	93	91	93	7.63	.106	.09

^a Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

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

^c 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. Comparison of day and overnight user encounters, norms, and crowding

	User Group			<i>t</i> value	<i>p</i> value	Effect size <i>r</i> _{pb}
	Day Users	Overnight Users	Total ^a			
Encounters with other people ^b	64.03	90.25	65.80	5.48	< .001	.20
Perception of crowding ^c	2.71	3.67	2.79	6.70	< .001	.22
Maximum tolerance for encountering other people (norm) ^d	111.93	87.38	111.60	1.44	.151	.12

^a Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^b Cell entries are mean numbers of people seen / encountered on users' most recent trip. Median = 50, Mode = 100.

^c 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 = 3, Mode = 1, Percent crowded = 53% (42% Day Users, 62% Overnight).

^d Cell entries are mean maximum numbers of people that users would accept seeing / encountering. Median = 100, Mode = 100.

Table 23 shows that, on average, park users encountered approximately 66 other people on their visit at Harris Beach State Park, but would be willing to accept encountering a maximum of approximately 112 other users. Overnight users encountered significantly more people ($M = 90.25$) than day users ($M = 64.03$), but overnight users would accept seeing slightly fewer people ($M = 87.38$) than day users ($M = 111.93$). On average, both day users and overnight users felt slightly crowded, but overnight users felt significantly more crowded; 53% of all park users felt some degree of crowding on their visit, with 42% of day users feeling crowded and 62% of overnight users feeling crowded. According to Shelby, Vaske, and Heberlein (1989) and Vaske and Shelby (2008), these results suggest that crowding at the day use areas can be considered "low normal" where access, displacement, or crowding problems are not likely to exist at this time. Crowding at the overnight use areas, however, is at "more than capacity", and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences.

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 encounters and norms

	Reported encounters compared to norm ^a	
	% Fewer encounters	% More encounters
Day Users	76	24
Overnight Users	32	68
Total ^b	75	25

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

^b Cell entries based on data weighted by population proportions to represent total population of all park users.

Table 24 shows relationships among encounters and norms at Harris Beach State Park. In total, 75% of all users reported encountering fewer people than their norm; only 25% encountered more than their maximum tolerance. Crowding scores were significantly higher for users reporting more encounters than their norm. Most day users (76%) did not encounter more people than they would tolerate, but 68% of overnight users did encounter more people than their maximum acceptance. Taken together, these results suggest that crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate, but 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:

- Users considered the most important characteristics at this park were its cleanliness (e.g., lawn care, lack of graffiti; 96%), absence of litter (95%), cleanliness of toilets (94%), number of toilets / bathrooms (85%), courteousness of park staff (85%), and parking for vehicles (84%). The least important attributes were the amount of educational information (50%), facilities for groups to gather (51%), quality of information / education (55%), presence of park rangers (59%), and ease of movement / access (61%). Day users considered parking, signs with directions to park, ease of movement / access and group facilities to be more important. Overnight users considered park cleanliness, staff, presence of park rangers, number of toilets, personal safety, trails, and signs with

directions in the park to be more important. Almost all (96%) overnight users considered comfort of campsites to be important, 91% believed that shading provided by trees and other structures was important, and 96% believed that a good value for fee paid at the park was important.

- Overall satisfaction among users was very high, as 94% were satisfied with the highest proportion of users being “very satisfied” (68%). Users were most satisfied with the park’s cleanliness (95%), absence of litter (90%), cleanliness and number of toilets / bathrooms (88% to 87%), personal safety (87%), and parking (83%). Users were least satisfied with the amount and quality of educational information in the park (both 67%), facilities for groups to gather (67%), and information about conditions / hazards (76%). Day users were more satisfied with the ease of movement, and facilities for groups to gather, whereas overnight users were more satisfied with the area’s cleanliness, lack of litter, safety, number of toilets and bathrooms, presence and courteousness of staff, number and condition of trails, having a variety of things to do, and signs in this park. Overnight users were also satisfied with the comfort of campsites (93%), shading provided by trees (93%), and the good value for fee paid at the park (95%). Most respondents (93%) said they were likely to return to this park in the future.
- An Importance – Performance analysis showed that almost all attributes were in the “keep up the good work” quadrant, indicating that users thought that park staff were doing a good job managing conditions and experiences at Harris Beach State Park. There were, however, several attributes that were important to users, but these users were only slightly satisfied with these attributes. These attributes included the condition of trails, signs with directions in the park, information about conditions/hazards in the park, number of trails, variety of things to do, ease of movement/access, presence of park rangers and facilities for groups in park day-use areas.
- Crowding among day users was reasonably low and most of these users were not encountering more people than they would tolerate, but the majority of overnight users felt crowded (62%) and a large proportion were already encountering more people than they would tolerate in the park’s overnight use areas (68%). This suggests that crowding in the overnight area is at “more than capacity”, and may soon or already exceed social carrying capacity, indicating more studies may be needed to allow management to preserve experiences.

Attitudes about Management Strategies

Several items in the questionnaires examined user attitudes about possible management strategies at Harris Beach State Park. Users were asked, for example, the extent they opposed or supported several potential new strategies for this park. Table 26 shows that the most strongly supported strategies were to provide more opportunities at the park for viewing wildlife (70%), more recycling containers (61%), more opportunities for hiking (60%), more information / education (nature, history; 57%), more trash cans (55%), and more opportunities for escaping crowds (55%). The least supported strategies were to close park to all recreation activities (10%), limit the number of people and large groups allowed per day (20% to 28%), provide downloadable mobile phone applications (21%), provide wireless internet access in the park (32%), provide more enclosed shelters (32%), and to make park more pet friendly (36%).

Day users were significantly more supportive of providing more recycling containers, more information / education, more trash cans, more group picnic areas, more paved trails, more programs led by rangers, as well as providing better maintenance of facilities and not changing anything (Table 25). Overnight users were more supportive of providing more opportunities for hiking, escaping crowds, limiting the number of large group and people allowed, requiring dogs be kept on a leash at all times, as well as providing natural buffers to block views of development, and wireless internet access in the park. Overnight users were also asked to rate their support of nine additional strategies specifically related to lodging and camping in the park, and the majority of these users only supported providing campsites accommodating both RV and tent camping (60%) and adding more space between sites (54%). They were least supportive of more walk in sites (18%), group camping sites (19%), and more tent camping in campgrounds (37%).

Table 25. Comparison of day and overnight user attitudes about management at the park

	User Group ^a			χ^2 value	p value	Effect size Phi (ϕ)
	Day Users	Overnight Users	Total ^b			
More opportunities for viewing wildlife	70	70	70	10.48	.033	.11
More recycling containers	62	54	61	10.48	.033	.12
Do not change anything / keep as is	62	45	61	29.03	< .001	.20
More opportunities for hiking	59	63	60	11.30	.023	.12
More info / education (nature, history)	58	50	57	18.46	.001	.15
More trash cans	57	35	55	38.52	< .001	.23
More opportunities for escaping crowds	55	61	55	12.93	.012	.13
More group picnic areas	53	24	50	67.79	< .001	.30
Require dogs be kept on leash at all times	52	68	54	27.69	< .001	.20
Better maintenance / upkeep of facilities	48	39	47	11.00	.027	.12
Natural buffers block view of development	43	66	45	58.89	< .001	.28
More paved trails	41	34	40	12.86	.012	.13
Restore to historical conditions	40	38	40	6.97	.137	.10
More programs led by rangers	40	38	40	11.69	.020	.13
Make park more pet friendly	36	35	36	7.09	.131	.10
More enclosed shelters	32	28	32	10.79	.029	.12
Wireless internet access in park	30	57	32	57.37	< .001	.28
Limit the number of large groups allowed	26	43	28	58.82	< .001	.29
Downloadable mobile phone applications	20	26	21	14.61	.006	.14
Limit number of people allowed per day	18	34	20	92.63	< .001	.35
Close park to all recreation/tourism activities	11	4	10	12.82	.012	.13
Campsites with both RV and tent camping ^c		60	--	--	--	--
More space between campsites ^c	--	54	--	--	--	--
More tent camping in campgrounds ^c		37	--	--	--	--
More group camping areas ^c	--	19	--	--	--	--
More walk in / cart in campsites ^c	--	18	--	--	--	--

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

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c Only asked in questionnaires of overnight users, not day users.

Overnight users were also asked several questions about the Oregon State Parks reservation system. First, these users were asked what reservation systems they used for their most recent overnight trip to Harris Beach State Park. Table 26 shows that 85% of overnight users reserved their visit using the internet reservation system, 11% used the telephone reservation system, and 5% had someone else make the reservation. Second, users were asked to report their satisfaction with the reservation system, which was high with 90% satisfied and only 10% not satisfied (Table 26). In addition, the highest proportion of users was “very satisfied” (54%).

Table 26. Overnight user reactions to the reservation systems

Type of reservation system used	
Internet reservation system	85
Telephone reservation system	11
Did not make the reservation	5
Satisfaction with reservation system	
Very Satisfied	54
Satisfied	36
Dissatisfied or Neutral	10

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

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

- Users most strongly supported management strategies that would provide more opportunities at the park for viewing wildlife (70%), more recycling containers (61%), more opportunities for hiking (60%), more information / education (nature, history; 57%), more trash cans (55%), and more opportunities for escaping crowds (55%). The least supported strategies were to close park to all recreation activities (10%), limit the number of people and large groups allowed per day (20% to 28%), provide downloadable mobile phone applications (21%), provide wireless internet access in the park (32%), provide more enclosed shelters (32%), and to make park more pet friendly (36%). Day users were more supportive of providing more recycling containers, more information / education, more trashcans, more group picnic areas, more paved trails, more programs led by rangers, as well as providing better maintenance of facilities and not changing anything. Overnight users were more supportive of providing more opportunities for hiking, escaping crowds, limiting the number of large group and people allowed, requiring dogs be kept on a leash at all times, as well as providing natural buffers to block views of development, and wireless internet access in the park.
- A majority of overnight users only supported providing campsites accommodating both RV and tent camping (60%) and adding more space between sites (54%). They were least supportive of more walk in sites (18%), group camping sites (19%), and more tent camping in campgrounds (37%).
- In total, 85% of overnight users reserved their park visit on the internet reservation system, 11% used the telephone reservation system, and 5% had someone else make the reservation. Satisfaction with the reservation system was high, as 90% were satisfied and

only 10% were not satisfied, and the highest proportion of overnight users was “very satisfied” (54%).

Sociodemographic Characteristics of Users

Table 27 shows demographic characteristics of users. There were a few more female (54%) than male (45%) users at Harris Beach State Park, and there were no statistically significant differences in proportions of males and females between day and overnight users. The average age of respondents was 50 years old, and the largest proportions of users were 50 to 59 years old (24%) and 60 to 69 years old (23%). Average age also did not differ between day and overnight users. Almost all respondents were white (i.e., Caucasian; 92%) with few Hispanic / Latinos (5%), Asians (1%), American Indians (1%), and Blacks / African Americans (<1%). The average annual household income before taxes of respondents was \$64,200, and the largest proportion of users had incomes from \$30,000 to \$49,999 (23%) and \$50,000 to \$69,999 (16%). Visitors to Harris Beach State Park are generally wealthier than the Oregon population at large (Oregon median household income in 2010 was \$51,994). There was a significant difference in average household income between day and overnight users with overnight users (\$74,400) having a higher annual income than day users (\$63,200). However, out of state visitors tended to have even higher average household incomes (\$82,000). Almost all users (98%) considered English as the primary language in their homes. There were no major differences in ethnicity and language between day and overnight users.

Table 27. Comparison of day and overnight user demographic characteristics

	User Group ^a			χ^2 or <i>t</i> value	<i>p</i> value	Effect size ϕ or <i>r</i> _{pb}
	Day Users	Overnight Users	Total ^b			
Gender				0.16	.687	.01
Female	54	55	54			
Male	46	45	45			
Age				99.52	.018	.34
Less than 20 years old	1	1	1			
20 – 29 years	10	6	9			
30 – 39 years	15	17	16			
40 – 49 years	18	24	19			
50 – 59 years	23	28	24			
60 – 69 years	23	21	23			
70 – 79 years	6	3	6			
80+ years old	3	1	3			
Average age (mean years)	50	50	50	0.50	.615	.02
Household income (before taxes)				43.09	< .001	.25
Less than \$10,000	4	1	3			
\$10,000 – \$29,999	13	6	12			
\$30,000 – \$49,999	24	11	23			
\$50,000 – \$69,999	16	24	16			
\$70,000 – \$89,999	15	19	15			
\$90,000 – \$109,999	11	17	11			
\$110,000 – \$129,999	6	8	6			
\$130,000 – \$149,999	3	3	3			
\$150,000 – \$169,999	2	3	2			
\$170,000 or more	9	7	9			
Average income (mean dollars)	63,200	74,400	64,200	3.11	.002	.12
Ethnicity				5.64	.465	.08
White (Caucasian)	92	92	92			
Black / African American	0	< 1	< 1			
Hispanic / Latino	5	3	5			
Asian	1	2	1			
American Indian / Alaska Native	1	1	1			
Other	1	1	1			
Language spoken most often at home				8.41	.038	.09
English	98	99	98			
Spanish	1	0	1			
Other	1	< 1	1			

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

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

Table 28 shows that 59% of users lived in Oregon, 18% lived in California and 6% lived in Washington State. Among park users, 32% resided in the Southern region of Oregon, (<http://www.guidetooregon.com/regions/map.html>), 6% resided in the Portland Metro region of Oregon, 4% lived in the Willamette Valley, (4%) lived in the Coastal region, and 1% or fewer lived in each of the other regions of the state (i.e., Eastern, Central, Mt. Hood / Gorge). The largest percentage of overnight users was from out of state (53%), whereas day users were primarily from the Southern region of Oregon (44%) or from out of state (39%). Most day users lived in Oregon (61%), California (17%), or Washington State (6%). Fewer overnight users resided in Oregon (40%), whereas more lived elsewhere such as California (29%), Washington State (10%), and British Columbia, Canada (4%).

Table 28. Respondent location of residence

	Day Users (%)	Overnight Users (%)	Total (%) ^a
Country			
USA	98	93	97
Canada	1	7	2
State			
Oregon ^b	61	40	59
California	17	29	18
Washington	6	10	6
British Columbia (Canada)	1	4	1
Other	15	17	16

^a Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^b In total, 32% of park users resided in the Southern region of Oregon, 6% resided in the Portland Metro region of Oregon, 4% lived in the Willamette Valley, 4% in the coastal region of Oregon, and 1% or fewer lived in each of the other regions of the state (i.e., Eastern, Central, Mt. Hood / Gorge). The largest percentage of overnight users was from out of state (53%), whereas day users were primarily from the Southern region of Oregon (44%) or from out of state (39%).

Table 29 shows that 79% of users said that nobody in their group had a disability, whereas 21% had at least one group member with a disability. There was a significant difference between day and overnight users reporting disabilities with 22% of day users reporting disabilities compared to 14% of overnight users. Of those who had a disability, the most common was associated with walking (13% of park users), while 3% had a hearing disability, 1% had learning disabilities, and 2% had impaired sight.

Table 29. Comparison of day and overnight user disabilities

Disability in group	User Group ^a			χ^2 value	<i>p</i> value	Effect size ϕ
	Day Users	Overnight Users	Total ^b			
No	78	86	79	8.22	.004	.10
Yes ^c	22	14	21			

^a Cell entries are percentages (%).

^b Cell entries in this column based on data weighted by population proportions to represent total population of all park users.

^c Types of disabilities: walking = 13%, hearing = 3%, learning = 1%, sight = 2%, other = 2%

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

- There were a few more female (54%) than male (45%) users at this park.
- The average age of users was approximately 50 years old, and the largest proportions of users were 50 to 59 years old (24%) and 60 to 69 years old (23%).
- The average annual household income before taxes of respondents was \$64,200, and the largest proportion of users had incomes of \$30,000 to \$49,999 (23%) and \$50,000 to \$69,999 (16%). Visitors to Harris Beach State Park are generally wealthier than the Oregon population at large (Oregon median income household income in 2010 was \$51,994).
- Almost all respondents were white (i.e., Caucasian; 92%) with few Hispanic / Latinos (5%), Asians (1%), American Indians (1%), and Blacks / African Americans (<1%).
- Almost all respondents (98%) considered English as their primary language in their homes.
- About 59% of users lived in Oregon, 18% lived in California and 6% lived in Washington State. Among park users, 32% of park users resided in the Southern region of Oregon, 6% resided in the Portland Metro region of Oregon, 4% lived in the Willamette Valley and coastal region of Oregon, and 1% or fewer lived in each of the other regions of the state (i.e., Eastern, Central, Mt. Hood / Gorge). The largest percentage of overnight users was from out of state (53%), whereas day users were primarily from the Southern region of Oregon (44%) or from out of state (39%). A majority of all day users lived in Oregon (61%), California (17%), or Washington State (6%). Fewer overnight users resided in Oregon (40%), whereas more lived elsewhere such as California (29%), Washington State (10%), and British Columbia, Canada (4%).

- In total, 79% of park users said that nobody in their group had a disability, whereas 21% had at least one group member with a disability. Of those who had a disability, the most common was associated with walking (13% of park users), while 3% had a hearing disability, 1% had learning disabilities, and 2% had impaired sight.
- There were no major or substantive differences in these sociodemographic characteristics between day users and overnight users.

RECOMMENDATIONS

Management Recommendations

Based on these results from surveys of day and overnight users, the following recommendations, in no particular order, are proposed for management of Harris Beach State Park:

- Almost all day and overnight users traveled to this park in their own vehicles (88%), so adequate parking is important and should be considered in planning and management.
- The average number of visitors per vehicle for Harris Beach State Park day-use visitors (3.18) was lower than the current FMS assumption of 4.0 visitors per vehicle. Park managers may want to use this updated figure in future day-use visitation calculations for the park.
- Approximately one quarter of users (24%) 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 because more overnight users brought dogs (41%). Managers may also want to consider examining enforcement of existing pet regulations in the park's campground areas, given that 68% of overnight users supported requiring dogs be on leash at all times and only 35% of overnight respondents supported making the park more pet friendly.
- Almost all users (94%) were satisfied with their experiences and the conditions at this park. Satisfaction, however, was consistently lower for the amount and quality of information and education materials and programs (both 67%). Managers may want to evaluate education information that is being disseminated to users to ensure it is meeting their needs.

- Overnight users were also somewhat less satisfied with the ease of movement and access around the park (e.g., wheelchair, stroller, elderly; 64%). Given that over 32% of overnight visitors were over the age of 60 and 21% of users had disabilities (13% with disabilities related to walking), managers may want to consider evaluating access throughout the park and perhaps even obtaining a current ADA or related audit.
- 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. There were, however, eight attributes that were important to users, but these users were only slightly satisfied with these attributes. These attributes included the condition of trails, signs with directions in the park, information about conditions/hazards in the park, number of trails, variety of things to do, ease of movement/access, presence of park rangers and facilities for groups in park day-use areas.
- Approximately 62% of overnight users felt crowded at the park, and 68% of these users encountered more people than their maximum tolerance limit. These results suggest that crowding in the overnight area is at “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 61% supported the provision of more opportunities for escaping crowds.
- Over 39% of users did not support leaving the park as it is and not changing anything. Users most strongly supported strategies designed to provide more opportunities at the park for viewing wildlife (70%), more recycling containers (61%), more opportunities for hiking (60%), more information / education (nature, history; 57%), more trash cans (55%), and more opportunities for escaping crowds (55%). A majority of overnight users also supported providing campsites accommodating both RV and tent camping (60%) and adding more space between sites (54%). 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 (43%) reporting spending \$151-\$350 on their trip (within 30 miles of the park). Most visitors reported spending some money on gasoline

and oil, restaurants and bars, and groceries. 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 Harris Beach State Park visitor spending on the local economies.

- The largest proportion of users (48%) depended on official internet websites as the first primary source of obtaining information about state parks such as Harris Beach State Park, and the majority of overnight users (85%) reserved their spot at this park using the online / internet reservation system. Given these findings, it is imperative for staff to ensure that agency and park internet websites are easy to navigate, up to date, and provide comprehensive information.
- Almost all park visitors (95%) were able to find the information they needed when planning their visit to Harris Beach State Park. However, some visitors (4%) were not able to find all information needed. The most popular information needed was information about park regulations (dogs, generators, parking); photographs and information for each RV space and campsite online to decide on the best spot; information about tent sites (e.g., able to accommodate tent trailers, size, rules); availability of Wi-Fi; trail maps; directions for how to navigate OPRD and RNW websites.
- Users provided 520 verbatim open ended positive comments (196 comments, 6 pages) and negative comments and suggestions for improvement of Harris Beach State Park (324 comments, 9 pages). Many comments may provide insights for future planning and management. The most common concerns involved: (a) lack of vegetation, spacing, size, and privacy between campsites in the overnight areas, which caused users to feel overcrowded; (b) Wi-Fi capabilities; (c) better enforcement from rangers regarding noise levels and quiet time, off leash and barking dogs, playground; (d) inability to reserve good camp sites, especially on weekends; (e) lack of clean bathrooms; (f) allow Oregon residents priority when reserving camp sites; (g) off-leash dogs and noise from barking dogs, especially in overnight areas; (h) issues with size, types, and amount of campsites; (i) improved and more hiking and biking trails (j) removal of invasive and unwanted species; (k) more recycle containers; and (l) an off-leash area or dog park.

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APPENDIX A: OPEN-ENDED COMMENTS

Positive Comments

- Thanks, you do a great job. If I have to keep playing the lottery to support our state parks, so be it.
- Absolutely wonderful as is. Thanks for the experience and for the great job you do.
- Beautiful area. God did a great job.
- Beautiful meditative place, no need to improve.
- We will be back again.
- The park and camp ground are beautiful and we will be back many more times to come.
- My husband & I enjoyed camping at park.
- Do nothing leave it alone it's not broke don't fix it.
- Do nothing.
- Don't change a thing. This is one of the best parks in Oregon.
- Don't change a thing - we love it just the way it is.
- Enjoyed our trip.
- We had an excellent time.
- Everything was great.
- A beautiful place.
- My family has enjoyed Harris Beach State Park for over 40 years. Thank you.
- OR State Parks are in much better condition and facilities are generally much nicer than in CA state parks.
- We had a great time.
- Great access to beach. View is gorgeous. Love to go to the tide pools.
- Great experience.
- Great facility.
- It was clean, nice, and rangers were very pleasant. I hope this park is not being slated to be closed. It's worth the drive from Sacramento, CA area. My family loved our time there.
- Great survey and easy to answer.
- Greatly appreciate wheelchair accessibility for my father.
- Happy how it is.
- Harris Beach has always is a favorite State Park of ours. Whenever we are in the area we will continue to visit this amazing park.
- Harris Beach is great. I can't think of any improvements that are needed.
- Harris Beach State Park is already at the top.
- Harris was wonderful. We loved our time there and felt the camp host and rangers did a great job.
- Harris Beach State Park was a pleasant overnight stop on our road trip. We wished that we had more time to spend riding our bikes around and playing on the beach.

- We've been coming to Harris Beach for about 10 years, and have other family members come from California at the same time we're there, and are always quite satisfied with our stay. The workers and camp hosts are great.
- I did not see any way that this beautiful park needed any improvement.
- I really thought this was the best park I have ever been to. I stayed at 6 different parks on my trip and this was by far the best place I stayed. I really wish I could have stayed there longer because the park was really that nice to me.
- I like it as it is.
- I like it like it is.
- I like it the way it is.
- I like it the way it is.
- I love Harris State Park and do not feel it needs improvement.
- I love it the way it is. The new sidewalk to the beach is awesome.
- I like it the way it is.
- I love Oregon and the Oregon Parks that are offered.
- I love the park just the way it is. I have been coming to Harris Beach since I was a kid and love the fact that it hasn't changed much and I can now pass it on to my own children.
- I love this beach and grew up here. The changes made in the last 30 years are subtle and that's the way I like it.
- I love this park the campsites are great.
- I loved your park and family members from England also loved the layout and beach access. Your camp hosts were friendly and extremely helpful.
- I think Harris Beach is a wonderful park and usually try to camp there every year.
- Your park is excellent and I will be returning.
- I think Harris Beach SP is a wonderful place.
- I think it is a fantastic park. Well maintained. Can't think of any changes.
- I think it is great.
- I think it's the best park I have ever been to and have been coming there since 2003.
- Beautiful park which we visited at least three times a year while our three children were growing up and now they are bringing their children to Harris Beach for their camping memories.
- I thought it was great.
- The park was beautiful and our stay enjoyable.
- I was very moved by my stay, my first stay, at Harris Beach. I liked the overall balance of recreational opportunities.
- I've been coming here since I was a child, and now I'm starting to bring my children. I hadn't been in several years, and I was impressed with the recent improvements, upkeep and care, and even stated such to my extended family. We loved our visit and will be back many times in the future.
- Beautiful beach.

- Harris Beach State Park is an example of an awesome park. It is extremely clean. It has amazing amenities: laundry room, cable TV, soda machine. We loved the ice cream truck that came by in the evenings. The people, including staff and park hosts, were so very friendly and helpful. You are doing a wonderful job. I only wished we lived closer so we could go to Harris Beach State Park more often. We will be back.
- Improve? I don't know. This place is simply one of the most beautiful places that I've ever been.
- It is a beautiful park. Well managed.
- It is a beautiful, fun and friendly place to visit. I love it the way it is.
- It is a great park, with great facilities. I don't have any changes. Keep up the great maintenance work that you already do.
- It is a perfect place to visit.
- It is all good.
- It is already a wonderful place.
- It is already beautiful.
- It is great, and we hope to return each year again and again.
- It seems to me that there is nothing to improve about this park. To me it's awesome I'll be back again.
- It was great.
- It was lovely. Thank you for caring enough to do a survey.
- It was our first visit and we thought it was lovely.
- It was perfect.
- It's a great place to have fun with the family and no changes are needed.
- It's awesome.
- It's beautiful. Can't think of a thing that needs improving.
- It is fine the way it is.
- It's good as it is.
- It's good to go.
- It's great.
- It's great. We love to stay here.
- It's just fine.
- It's just perfect.
- It's perfect.
- It's perfect as is.
- It's a beautiful place as it is.
- It's just fine as is.
- It's perfect the way it is.
- It's well designed and well run. I am glad we happened upon it when Bullard's Beach was full; liked it even better. Oregon State Parks are far better run than in California. A no reservation policy works best for campers like us who like to be able to be more spontaneous.

- Camp hosts were so very friendly. Had a wonderful time meeting them. They added to the parks appeal.
- Keep doing what you're doing.
- Keep it open and employ more people.
- Keep it open.
- Keep it the same.
- Keep it the same.
- Keep it the same.
- Keep it the way it is as this was a special park to all of us and thank you for letting us hold our family reunion there.
- Keep it the way it is.
- Keep it the way it is. It is a beautiful park on a stunning piece of coastline and we will definitely be coming back. And the park staff was very nice, helpful and courteous. This was one stop on our camping trip that included Winchester Bay and Beverly Beach, but we loved Harris Beach State Park and may come back to this park as our primary destination.
- Keep it up.
- Keep the park in the same condition that it presently is in.
- Keep up the good work. We appreciate the handicap accessible picnic tables above the beach that provide a view of the ocean and beach without walking all the way down.
- Leave it alone.
- Leave it as it is.
- Leave it as it is.
- Leave it as it is. It's gorgeous.
- Leave it natural.
- Leave it. It was great, especially the hummingbirds.
- Like it just the way it is.
- Love it.
- Love the ability to get to the ocean. Thanks for the opportunity. Your park is very clean and much loved.
- Loved it. I can't think of any improvements.
- Overall the park was lovely and the rangers and facilities were awesome. One of the better parks I've ever stayed at.
- The campsite was very private.
- Lovely the way it is.
- I love it at Harris Beach.
- It's pretty wonderful as is.
- All in all we love Harris Beach and the staff is wonderful.
- Loved the ice delivery, please keep that going.
- It was a great experience.

- My children loved the play structure near the bathroom as well as the ice cream truck that went around every night.
- We really enjoyed the Ranger program at this park. My children went to the Jr. Ranger program and they came back to our site with a lot of science information.
- Nice place.
- No improvements needed. It is a good sized park. Very clean. Great location. Close to town. And you have 'hot' showers whereas some parks do not. You have a laundromat. I am very impressed.
- We really enjoyed the hikes and bike trail and would love to see more. The playground was excellent and the kids really enjoyed it. Thanks for providing a very special time.
- It is already fairly nice.
- Beautiful.
- It was an excellent park.
- It's great.
- We love Harris Beach State Park. I've camped there since I was a little girl. Great place.
- It is the best.
- Suites our needs.
- Ok to me.
- Our stay there was great. We love all the Oregon coastal parks, but Harris Beach was the nicest because of its astounding beauty and the care with which it is maintained. The volunteers do a wonderful job. Thanks.
- Overall the park is great.
- Park Host is great.
- Perfect.
- Been going up for all of my 24 years and love it. Been in the family for about 65 years. We love Harris Beach.
- Really enjoyed our stay, the beach, and the children's playground.
- Overall the park is quite nice.
- Stay open.
- The employees and volunteers work very hard.
- Thanks for keeping the "Day Use" park free of charge.
- The "new" ramps are terrific for challenged walkers.
- Lovely campsite.
- We will return and stay longer.
- The park and facilities are great.
- The park was incredible. We should have stayed more than one night.
- The private showers and clean bathrooms were great. Please keep them that way.
- We loved the ice/ice cream man that came nightly. Definitely think that you should keep that up.
- It is a great park and we enjoyed our stay and plan to return in the future.
- This is a great and beautiful place to come to. Thank You.

- This is a wonderful state park. We really enjoyed the entire experience. Proximity to the beautiful beaches and coastline was great. I can't think of anything to improve. The place is darned near perfect the way it is.
- This park tops anything in CA.
- The park is very well maintained.
- This was a wonderful park. I really cannot think of anything to improve. We were very impressed, especially by the state of the beach and the cleanliness of toilets and showers. The campsite was gorgeous.
- Very clean, well-managed park.
- Very enjoyable stay at this park.
- We absolutely enjoyed our time at Harris Beach State Park. It was such a beautiful and nice park.
- We felt comfortable and safe.
- We enjoyed the clean showers and noticed how clean things were. Most important we appreciated the cleanliness; thanks for all the effort to keep it clean with so many people.
- The beaches were gorgeous and we were very pleased.
- Thanks for all you do to keep our park health and clean.
- I am not an expert in park management but I support whatever it takes to keep the State Parks vibrant and healthy.
- I feel the State Parks are wonderful and should be better funded, even if we pay more to camp. Sending you all a hug and smile, you really are outstanding.
- We are very satisfied with our visit.
- From all of our camping adventures, this park was one of the nicest & up kept parks we've stayed in. Thank you.
- We enjoyed it and hosts were delightful.
- Overall, lovely place.
- We enjoyed our stay at Harris Beach very much. The camp ground was very quiet and peaceful at the time of our stay, even though it was full.
- We enjoyed our stay very much.
- We enjoyed our visit and will return here again. We were happy to stop here when we saw the signs. We explored the beach and had a lot of fun.
- We go every year. I think that we will make a habit of twice a year. It is the ocean that brings us. We are not wanting anything to change.
- We had a great time at Harris Beach over Independence Day weekend.
- It is a beautiful park, well maintained. We liked being able to walk into Brookings.
- I don't think you should spend a lot of money changing things. It is great as is.
- We had a wonderful trip to Harris Beach. One of our favorites.
- Overall a fantastic place.
- We like it just the way it is. It is a beautiful place, close to town, good trails, nice beach, very good campsites and RV sites. Degree of privacy is just right. And you provided a cute rabbit to watch.

- We love Harris Beach.
- We camped in California on this trip. Their parks are more expensive, less well maintained and the showers require quarters. We think Oregon gets it right.
- We love this park because we can meet and stay with friends from CA. It's a midway point.
- We love Harris Beach. You do a wonderful job.
- We loved Harris Beach.
- We loved it.
- We loved it. No improvement needed.
- We really enjoyed our trip.
- We were very happy with our stay.
- We were very satisfied with the park.
- It's my opinion the State of Oregon is doing a superior job regarding recreation when compared to California.
- You are doing a wonderful job keeping the park in natural beauty and serving the needs of campers in a friendly manner.
- You are doing a wonderful job. It's very beautiful and everyone has been so kind. Thank you and keep up the good work.
- You are doing great. Keep it clean. You are great. We will come again.
- Your park is excellent the way it is. I loved my visit.
- We love it there and try to come at least twice a year, maybe more. They are outstanding and only wish California could meet your standards.
- We especially love your staff. They always make us feel welcome and do their best to accommodate us without reservations.
- It feels like a home away from home.

Negative Comments and / or Issues for Improvement

- Better quality pictures and videos in the evening ranger presentations.
- More yurts/cabins.
- Ice available on site.
- This year we noticed that bushes between yurt sites had been pruned severely, reducing the opportunity for hummingbirds. Please let them grow back again.
- A few more benches for elderly visitors who can't walk well; placed where they can look out over the beaches & ocean.
- A little flatter for the handicapped to reach the bathrooms.
- A little more privacy between campsites or let people know which campsites could be rented together.
- I would really like a place to deposit "doggie bags" at the beach end of the South Beach trail.
- When I walk around the loops I see dogs everywhere so maybe a dog park.
- A little more privacy between spots.

- Access to both sides of the beach to the north. Water now separates access.
- Add more laundry facilities.
- Add wall hooks so that clothes can be hung off the seating area.
- Adding Wi-Fi would be great.
- Add Wi-Fi so we can get the internet without going into town.
- Add Wi-Fi access to the park.
- The spaces are reserved so far in advance that when I know for sure that I can get away there are rarely any of the full hookup sites left.
- As a Disabled Veteran I am allowed to use the handicapped site, but they are usually very hard to park a fifth-wheel in.
- You need to allow more room to maneuver and accommodate rigs.
- BBQ available.
- Better and more recycling.
- Better signage for getting to bathrooms in the dark.
- Better signs to keep people off rocks and out of natural habitat, more signs to keep dogs on leash, fines for dogs off leash.
- More bike trails.
- Better wheelchair access.
- Big maps at parking lots to tell what to do - location of trails.
- Bigger electrical tent sites would be nice.
- More walk up non reserve sites would also be nice.
- Bigger, more private campsites.
- Patrol around the campground at quiet time (night time) check for people who are really loud and ask them to be quiet.
- More showers.
- Strongly dislike the either sex bathrooms on the outside of the building.
- More outlets and sinks in the bathrooms.
- Build sound barriers between the campground and 101.
- Enforcing quiet time.
- Camp sites along highway 101 are very noisy and registrants should be made aware of this.
- Campsites are too small.
- Campsites further apart. We could hear conversations from our neighbors. More barriers between sites.
- Change the reservation system back to what it was several years ago, so you can make a reservation and change or cancel it without having to pay an arm and a leg.
- Clean up graffiti.
- Cleaner restrooms. More restrooms, more showers.
- Quit cutting the vegetation around the campsites.
- Constantly barking dogs are an annoyance. Seemed worse than previous visits.

- Continue growing landscape to create full grown barriers between campgrounds for privacy.
- Control barking dogs or other noise issues.
- Definitely need larger campsites on level ground.
- All sites were too close together and some had small drives so RVs were hanging out on the roadway.
- Didn't know there was laundry, until the last day. More signs or showing it better on map.
- Do something about the obnoxious crows/ravens. Too loud.
- Enforce dogs on leash and fine people who don't pick their dogs mess, more signs and doggie bags. No dog allowed on beach.
- Enforce leash law.
- Garbage cans on beach.
- Enforce keeping dogs on leashes.
- Get rid of the crows - too loud.
- Enforce quiet time after 10 pm.
- More Full hookups for RVs.
- In every spot that has cable, put in sewer so that it's not one or the other.
- It would be nice if the cost per night to camp wasn't so expensive in these times.
- Extend the path to the tidepools and the view of the south rock.
- Fenced in dog park area for leash-free running.
- More accessible trails.
- Find a way to keep people from creating new paths from camp sites to the bathrooms.
- May need some kind of watering system to help plants grow the sites were very dry.
- Add more RV sites with a view.
- More yurts would also improve the camping enjoyments for a lot of people.
- Fix deferred maintenance items throughout park.
- Keep restrooms clean.
- Provide photos and detailed descriptions of campsites on web site.
- Enforce quiet hours.
- Free Wi-Fi.
- General noise volume needs to be monitored during quiet hours.
- We enjoyed our campsite although it had limited shade during the day.
- I would have preferred just a tent area only with no RVs.
- Get rid of all dogs that take craps and the owners that don't pick it up.
- Get rid of the chipmunks and more dog friendly.
- Get rid of the creepy squirrels.
- Get rid of the extra fees.
- Edit the contact information.
- A charging station for electronic devices would be nice over by the laundry facility where the small gazebo is.

- Hand air dryers in bathrooms; more hooks in shower stalls.
- More tent sites with water/electrical hook ups.
- A dog park.
- Increased bathroom checks to fill TP and add hand dryers plus paper towels.
- We had some difficulty finding the recycling center but eventually made our way there with some help from another camper.
- It would have been nice if there had been more of a buffer between the bathrooms and our campsite and if there had been more tent sites to choose from.
- Have a parking spot close to the showers and restrooms for handicapped people.
- More privacy from the road in A spaces, so people can't see everything you're doing in your campsite.
- Have the ranger believe me when I told him a small bear went through our camp. Not just ignore it and laugh.
- Have the schedule of programs for at least a week in advance. Loved the programs.
- Hiker biker area is good all in all but some uneven ground for tents.
- Hwy 101 and the mill can be a bit noisy.
- Wi-Fi would be nice and I wouldn't mind paying \$3 or \$4 per day for access.
- Allow all state park reservations to become available to Oregon residents one week prior to those residing outside our state.
- I feel that it was very crowded. Too many RV's.
- I don't know if you have a limit on how many people can occupy a campsite before they need to use a group site, but our neighbors had at 6-8 people, possibly more, and they were very loud. We would have enjoyed having someone remind them of quiet hours or being considerate to other campers.
- If there is any way to make it available for more wildlife viewing that would be great.
- I don't know what the whole \$5 per night for extra vehicle parking is for, but it seems ridiculous, so get rid of that.
- More spots with cable and also Wi-Fi would certainly be nice.
- Honoring Golden Passes, and the like, in the Oregon Park system would be a very beneficial move for the parks and the state.
- Don't be pushed into too many changes that allow larger RVs or more technology that spoil the camping atmosphere.
- The space I reserved and camped in with my RV had hookups but did not appear to be designated for RV's on the website.
- I don't think you need to expand with more camping spaces as there are already enough there.
- The only thing that made my visit less than perfect was that the weather was very foggy and lots of rain. Can't do much about that.
- I think the most important thing to me besides the natural beauty and cleanliness is keeping the park safe and quiet at night.
- Not all the pathways to the bathrooms were paved, which made it very difficult for some.

- Group facilities were not available, so we had to rent an extra campsite for all to gather and for meals.
- Would reduce the number of people able to gain day-use access because the northern beach can become quite busy, perhaps to the point of destructive.
- And always, I wish there were no campfires, at least on some weekends.
- No burn season was in effect. Oregon State Parks should follow this policy. Harris Beach is vastly more beautiful with magnificent ocean air and where people are encouraged to pollute.
- I would like the campsites to feel a little more isolated and have more activities for teenage kids, maybe a concert or teen campfire or something.
- I would like to return and stay in one of the campsites along the ocean, but when I go online to make a reservation there are none available ever. So I probably won't return.
- On several occasions I saw people who had pets taking them over to the outskirts of other people's campsites to do their duty. It kind of put me off.
- I've been coming to this beach for 50+ years. Too commercialized - understand the ramps are progress, but doesn't have the same relaxed feeling as in the old days. Was no gate closed at dusk either. Understand the reasons, but still don't like it. Kissed my husband to be for the 1st time sitting on a log on this beach 34 years ago, after closing time.
- If anything, maybe a couple more yurts.
- Improve by getting some space between the tent camping sites that are closely packed and some shrubs in between for privacy.
- Improve privacy for tenters.
- Improve the camping experience.
- Improve the safety of the trail down to the tidepools.
- Improved reservation system.
- In the yurt C28 the main futon needs to be replaced (the one on the bottom of the bunk bed).
- Make each camp site larger for trailer and tent.
- Make sure that there are more private sites and not have open site where your next campsite can see everything that you are doing.
- Get Wi-Fi.
- Maybe closer restrooms.
- Maybe a grass play area for kids.
- Just keep it clean and maintained. Nature will take care of the rest.
- Keep adequate supplies in bathrooms and kept clean.
- The fire pits were not in a good location. You could only get a few people around one side.
- Keep clean. Prevent rowdies, drunks, gangs, trash.
- Perhaps a little more privacy between sites.
- Keep people from removing or disturbing starfish, mussels, etc.
- Keep restrooms cleaner & stock with adequate soap and toilet paper.

- Keep sites level.
- Keep some tent camping spots available for "first-come first-serve". Make more spots "tent only."
- Get rid of the graffiti on the big rocks.
- Keep the ocean views clipped and the privacy bushes up. Allow us to make a row reservations year round.
- Keep the sand out of the showers and somehow have showers dry faster.
- Keep up replacing native species, remove invasive, and help people appreciate this cause.
- It is quite an uphill walk to the bathroom from most of the sheltered picnic tables that overlook the beach.
- Keeping it clean.
- Larger parking pads for vehicles pulling trailers.
- Less RVs, more tents.
- Less traffic noise around the back of the D loop.
- Life guards. Very important.
- Limit the number of crows.
- Lower the price on firewood or make the bundles bigger for the price.
- I'd like to see more interaction with the camp hosts; walking around, meeting people, etc.
- Limit the number of dogs in the park. Too much barking at all hours. Leash laws should be enforced in the campground and especially on the beach.
- More pro-active enforcement of pet rules and laws is needed.
- Loved it, but would like to know which sites slope toward the road (best for a motorhome).
- Next time I'll make my reservations earlier so I can get ocean views.
- There was absolutely no privacy and the people camping next door were messy and it was visually distracting.
- Make fewer campsites.
- Make it bigger.
- Make it clear how many people are allowed per campsite and enforce it.
- Enforce the rule that dogs are on leashes at all times (in the campground and on the beach).
- Make it quieter.
- Make more pet friendly for responsible owners.
- Limit RVs or create more separate tent sites. RVs are too noisy. Didn't visit to listen to music (loud) all day and night.
- Make more spaces for large trailers.
- It is impossible to get a space on a holiday weekends without getting it 8-9 months in advance.
- Make people park their vehicles in their actual campsite and not on the side of the road next to the campsite. And maybe have a limit to the size of trailer/motorhome people can bring.

- Make sites more private. Add bushes and trees etc.
- Make the beach side of A loop full service sites (install sewer services).
- Make the vegetation barriers between campsites taller for more privacy.
- Maybe a small gift shop or a small shop for forgotten things from home.
- Maybe more trails.
- Maybe sewers at more RV sites.
- More activities.
- More activities about the history of this area and its flora and fauna.
- More bushes and trees in between camping spots for more privacy.
- More dog friendly.
- More dog friendly. Less RV's (no RV's).
- More dog-safe trails traversing the RV area. Keep the park mown so it is free of foxtails that can hurt my dogs.
- "No campfire" area of the park (I'm very sensitive to smoke).
- More fences and gates to prevent the public from coming into the park and stealing our stuff.
- More full hook ups for RV.
- More group sites available.
- Increase the spacing between camp sites.
- More pet friendly areas. My dogs are very obedient and I have never leashed or caged them at home (Chihuahuas). Would have been nice for them to wander the campsite.
- More plug-ins in the bathroom.
- More plug-ins in the bathroom.
- More privacy between camp sites.
- More campsites for tents closer to the ocean and away from the road and mill noise.
- More privacy between campsites. More shade; our site had a lot of full sun.
- Wireless internet would be great and would allow us to stay longer.
- Wood delivery to campsites.
- A trail to the beach that is stroller friendly and safer than walking down the side of the road with cars zipping by.
- More programs in summer.
- More ranger led programs, improved bike paths.
- More recycle bins, bigger camp sites, and more care of each camp site.
- More recycling. More laundry machines.
- More RV sewer hookups at campsites.
- More RV spaces in larger area.
- More showers would be useful.
- Better lighting at night around the roadway.
- More showers, less dogs, shade in tent sites, ice sales on the grounds.
- More space between tent sites and more sites that are tent friendly.

- More tent camping spots. Change the "prime RV" spots into tent camping. Tent camping = no RV or "tent RV".
- More tent spaces per campsite.
- More buffer between camping spots.
- More toilets & parking.
- More yurts so we can come more.
- Move quiet hours till 11pm.
- There should be a sign as to the difficulty of the trail at the entrance.
- I do think the site could have been a bit bigger.
- My husband has a strong dislike for the diagonal speed bumps going down to the beach.
- My only complaint was that our particular site had no shade.
- Need glass recycling.
- New playground equipment generates a lot of noise.
- Not enough signs informing people to stay off the rocks.
- Many dogs off leash.
- One piece of equipment on the playground is very noisy.
- The laundromat is too small, but a bigger issue is that there is no place to park while dropping off laundry.
- Hide construction sites better.
- Campsites proximity to each other are about like other parks, but as with other parks it would be nice to be more private (trees, shrubs, etc.).
- I wish there was another state park closer.
- Open program areas for group use when no drinking, loud activities, or unusual things are requested. Having family sharing, storytelling, and quiet meetings facilities available any time of the day would be nice. A portable campfire in the sand would be nice for groups to use also.
- Our camp site could have been nicer and bigger if some of the brush would have been cut in our camp.
- Our campsite had the potable water spigot right in our campsite. People washing their dishes and constantly, peering into our camp.
- This park was extremely loud, overcrowded and congested.
- Our spot was very tight to back our 24 ft. trailer into.
- Allow same day reservations by phone.
- Ban outdoor music or stereos.
- Better fire pits with grates that lift out of the way; and drier firewood.
- Pathways need a little work for disabilities.
- Perhaps more tables.
- Fewer dogs.
- Camp sites are so close together.
- We would like the main gate to be monitored around the clock so people can't just wander in to the park after the booth closes.

- Overcrowding.
- It would be great to have more yurts available.
- I have been going to Harris Beach for over twenty years and I enjoy the park but it seems like the bathrooms are not as clean, the campsite is not as quiet, and there are a lot of RV campers rolling around the site.
- Please bring back Wi-Fi.
- Please keep the seagulls away from picnic area.
- Great time but the loss of my bike put quite a damper on our trip to Harris Beach.
- Please stock the vending machines, which have been empty our last three annual trips.
- Please update showers.
- Possibly more recycle containers.
- Post tide times.
- Prohibit smoking in campsites or designate a group of campsites as smoking area.
- Provide internet access – Wi-Fi.
- Provide photos/videos of individual spots.
- Provide recycle bins next to garbage cans at camp sites.
- Put benches at bottom of walk ramp for people with disabilities as they can't walk on the beach.
- Raise the quiet time from 10 pm to maybe 11 pm in the summer.
- The park ranger who walks around in the dark is a little scary sometimes. Tell him to at least use his flashlight.
- Recycling bins at all trash sites instead of one central location.
- Reduce the fees.
- Replace picnic tables.
- Reservation system is quirky. Is there any way this system could be improved upon?
- Reservations are a problem. Groups reserve blocks and use up the RV spots making it difficult to get a reservation.
- Restore the Wi-Fi.
- Monitor for dogs off leash in the campground.
- Kill all poison oak.
- Showers near C-19 male side were cold.
- Sites in D loop seemed quite tight,
- Some of the areas between campsites were sparse with vegetation which restricted privacy.
- Some sites are way too close to Highway 101.
- Had a very rowdy group on our last night. Perhaps could use more patrolling by staff.
- Start trapping the raccoons. They were bothersome and scary to the kids with them scratching on their tent.
- Stricter enforcement of quiet hours between 9 pm 9 am.
- Sweep walkways.
- Tell drivers to slow down when driving through the campground.

- Tent pads of either bark mulch or some synthetic material, not dirt.
- The campground was extremely noisy at night with television.
- Very loud teenagers partying late into the night were the only challenging part of the experience for us.
- The campsites are very close together.
- The enforcement of the noise control issues is a big problem in the D loop areas.
- The screening between the sites is very small and totally not effective.
- Please add wireless internet please.
- The men's bathroom in the D section smelled so badly that my husband could barely stand to go in there.
- Insist that dogs are kept on a leash.
- The noise level at night was a bit over the top. Having personnel patrol would have been helpful.
- The only challenge we faced was an empty paper towel dispenser.
- When looking online it would be good to be able to go through the calendar and see which days are open to better plan vacations.
- The only thing I missed was internet access.
- The only thing that I would enjoy that is not currently offered is wireless internet to check on things while away from home. I would be willing to pay for this service.
- We had an issue with one of the park rangers.
- The laundry facilities need to be expanded.
- The park is perfect except more trails. I love hiking but other than that it's perfect here. Very beautiful.
- The park rangers were quite annoying driving by every 10 min or so.
- Have more suggestions for where to dine in Brookings.
- The rangers (in the kiosk/cleaning up/etc) should be knowledgeable of things to do, weather, upcoming events.
- The showers were a little sandy.
- The sites need to be better maintained. My site was not mowed and had blackberries sticking out into the space from many directions.
- I've been coming to Harris Beach every year for all my 60 years. The park maintenance is not as good as the past and seems to be getting worse. Especially, the last 2 years.
- Put more signs on 101 N at the visitor center at Crissy Field.
- The tent campsites were very cramped.
- Post how far of a walk it is to the beach on the trail signs.
- The tent spots need to be bigger.
- There are many blackberry bushes that need clearing.
- There must be noise reduction from the adjacent industrial facility or construction activity.
- Perhaps more trails or clean up the existing trails.
- Keep enforcing "quiet time" after 10:00pm.

- I am not a fan of yurts and sheltered camping because it always ends up with the select few getting the reservations. I would prefer equal footing on tent camping - I would even be for limiting the RV's and having more tent camping.
- We are yurt users and it would be great to see a few more yurts at Harris Beach.
- We camped near the playground, and there were many times children were there unattended and being extremely loud.
- I think some sort of enforcement needs to take place over the playground since sadly, you can't rely on parents to do so.
- We encountered a couple of park employees this trip that were not very courteous. That was quite a shock for us since they have always been so helpful in the past.
- Laundry facilities missed change machine fill-up.
- Please provide free internet.
- In general the campsites seemed a little small but ours (D-1) was nicely sized.
- There were a few bulging roots in D-1 asphalt.
- More secluded tent camp sites would be nice.
- The showers were a little dirty buy, hey, it's camping. I like that they are free.
- We like the full hook-up site for our trailer, wish there were more of those.
- Our friends love the yurts; wish there were more of those.
- I wish there were more biking trails, we only found one.
- I wish there was a place for our dog to be off leash on the beach.
- More hiking trails
- More parking
- If we knew all the biking trails, and hiking trails available in the area we may have stayed a few days longer. We are already talking about coming back.
- We need to know that generators are not allowed before we show up and find we cannot cook the food we brought.
- Park Rangers could have been a whole lot nicer.
- I would suggest a later cleaning time of restrooms (after daily departure time).
- It is my opinion that Reserve America is a rip off. I had to pay \$8.00 for each night reserved (they were both in my shopping cart but were not in succession). If there is another way to reserve let me know.
- The only drawback was the huge group of middle age kids that came and were very loud in the playground for a very long time. The parents or supervisors were nowhere to be found.
- The rangers did not do much to enforce noise after 10 pm from adjacent campsite where a large group was camping.
- I was also charged extra for a second car but it was not parked in extra parking.
- Wi-Fi.
- Wi-Fi please.
- Wi-Fi would be a great idea.

- We would like to suggest you put a bucket with a chlorine solution and mop in each shower, letting people mop up the floor briefly. In our world travels we have seen this a great deal and it helps keep the floors clean for each use. Surprisingly, it works.

APPENDIX B: QUESTIONNAIRES

Day Visitor Experiences and Perceptions at Harris Beach 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

A Study Conducted Cooperatively by:



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

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

2. How many hours did you spend at Harris Beach State Park on this trip? (**write number**) _____ hour(s)

3. Please check **all** recreation activities you did at Harris Beach State Park on this trip. (**check ALL THAT APPLY**)

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

4. From activities in Question 3 above, what **ONE primary activity** did you do at Harris Beach 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 Harris Beach State Park? (**check ONE**)
 - Very Dissatisfied
 - Dissatisfied
 - Neither
 - Satisfied
 - Very Satisfied

8. How dissatisfied or satisfied were you with the **natural environment** at Harris Beach State Park? (**check ONE**)
 - Very Dissatisfied
 - Dissatisfied
 - Neither
 - Satisfied
 - Very Satisfied

9. How dissatisfied or satisfied were you with the **facilities / services** at Harris Beach State Park? (**check ONE**)
 - Very Dissatisfied
 - Dissatisfied
 - Neither
 - Satisfied
 - Very Satisfied

10. How unlikely or likely are you to return to Harris Beach State Park in the future? (**check ONE**)
 - Very Unlikely
 - Unlikely
 - Neither
 - Likely
 - Very Likely

11. How *important* is it to you that each of the following is at Harris Beach 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

12. Now, how *dissatisfied or satisfied* were you with the following at Harris Beach 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

13. Approximately how many people did you see at Harris Beach State Park on this trip? **(write a number)**

I saw about _____ other people

14. To what extent did you feel crowded at Harris Beach State Park on this trip? **(circle a number)**

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

15. What is the maximum number of other people that you would tolerate seeing at Harris Beach 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

16. Imagine that you were to visit Harris Beach 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

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

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

18. To what extent do you **oppose or support** each of the following possible management actions at Harris Beach 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
Do not change anything / keep things as they are now.	1	2	3	4	5

19. **Including yourself**, how many people accompanied you at Harris Beach State Park on this trip? _____ person(s)

20. Did you or anyone in your group bring dog(s) with you to Harris Beach State Park? (check ONE) No Yes

21. Did anyone in your group have a disability?

No

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

22. If you had NOT been able to go to Harris Beach 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? _____ mi(s)

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

Come back another time

Stayed home

Gone to work at my regular job

Something else (none of these)

23. How did you get to Harris Beach State Park on this trip? (**check ONE**)

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

24. When you were thinking about visiting an Oregon State Park such as Harris Beach 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

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

Letter _____

26. When planning your visit to Harris Beach 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**) _____

27. For each of the following categories, please estimate how much you and other members of your party spent and plan to spend on this trip within **30 miles** of Harris Beach 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

28. Are you staying away from home within 30 miles of Harris Beach State Park on this trip? (**check ONE**)

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

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

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

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

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

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

- English Spanish Russian Other (write response) _____

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

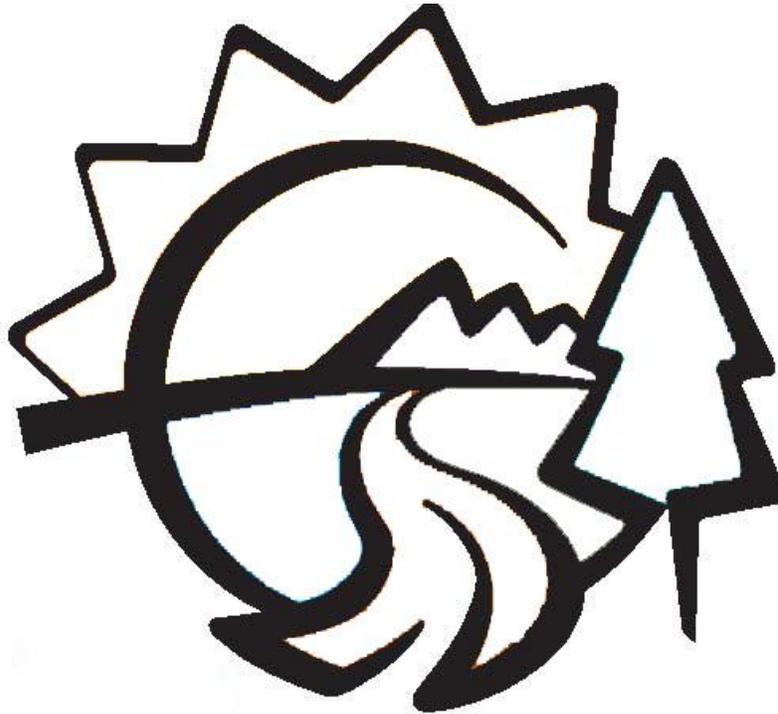
34. Which of these broad categories best describes your *current annual household income before taxes*? (**check ONE**)

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

Please tell us how we can improve Harris Beach State Park:

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

Overnight Visitor Experiences and Perceptions at Harris Beach 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

A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at Harris Beach 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 Harris Beach 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 Harris Beach State Park on your recent trip? (**write number**) _____ night(s)

3. Please check **all** recreation activities you did at Harris Beach State Park on your recent trip. (**check ALL THAT APPLY**)

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

4. From activities in Question 3 above, what **ONE primary activity** did you do at Harris Beach 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 Harris Beach State Park? (**check ONE**)
 - Very Dissatisfied
 - Dissatisfied
 - Neither
 - Satisfied
 - Very Satisfied

8. How dissatisfied or satisfied were you with the **natural environment** at Harris Beach State Park? (**check ONE**)
 - Very Dissatisfied
 - Dissatisfied
 - Neither
 - Satisfied
 - Very Satisfied

9. How dissatisfied or satisfied were you with the **facilities / services** at Harris Beach 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 Harris Beach State Park? (**check ONE**)
 - Very Dissatisfied
 - Dissatisfied
 - Neither
 - Satisfied
 - Very Satisfied

11. How unlikely or likely are you to return to Harris Beach 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 Harris Beach 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 Harris Beach 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 Harris Beach State Park on your most recent trip? **(write a number)**

I saw about _____ other people

15. To what extent did you feel crowded at Harris Beach 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 Harris Beach 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 Harris Beach 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 Harris Beach 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 Harris Beach 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 Harris Beach State Park? **(check ONE)**

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

22. **Including yourself**, how many people accompanied you at Harris Beach State Park during your stay? _____ person(s)

23. Did you or anyone in your group bring dog(s) with you to Harris Beach 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 Harris Beach 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? _____ mi(s)
- Gone somewhere else for a different activity → how far from home is the place you would go instead? _____ mi(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 Harris Beach 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 Harris Beach 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 Harris Beach 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 Harris Beach 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 Harris Beach 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 Harris Beach State Park:

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

APPENDIX C: UNCOLLAPSED PERCENTAGES

**Day Visitor Experiences and Perceptions
at Harris Beach 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

A Study Conducted Cooperatively by:



Nature
HISTORY
Discovery



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

1. Before this trip, had you ever visited Harris Beach State Park? (**check ONE**)
 35% No
 65% Yes → if yes, how many day trips have you made to this park in the past 12 months? (**write number**) M=3.67 trip(s)

2. How many hours did you spend at Harris Beach State Park on this trip? (**write number**) M=2.43 hour(s)

3. Please check **all** recreation activities you did at Harris Beach State Park on this trip. (**check ALL THAT APPLY**)

82% A. Hiking or walking	4% H. Surfing/ boogie boarding	30% O. Swimming/ wading
24% B. Dog walking	18% I. Agate/ shell collecting	3% P. Fishing
8% C. Running or jogging	7% J. Kite flying	1% Q. Boating (motor, canoe, kayak)
2% D. Bicycling on trails	56% K. Sightseeing	2% R. Ranger-led program(s)
2% E. Bicycling on local roads	24% L. Picnicking or barbecuing	7% S. Other (write response) _____
53% F. Beachcombing	9% M. Camping	_____
46% G. Exploring tidepools	33% N. Bird or wildlife watching	_____

4. From activities in Question 3 above, what **ONE primary activity** did you do at Harris Beach 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**)

46% Primarily for recreation – this park was my main destination
 38% Primarily for recreation – my main destination was NOT this park
 13% Primarily for business, family, or other reasons – this park was a side trip
 3% Some other reason

6. About how far from your home did you travel to get to this park? (**write number of miles**) M=272.78 mile(s)

7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Harris Beach State Park? (**check ONE**)

6% Very Dissatisfied < 1% Dissatisfied < 1% Neither 26% Satisfied 68% Very Satisfied

8. How dissatisfied or satisfied were you with the **natural environment** at Harris Beach State Park? (**check ONE**)

3% Very Dissatisfied 1% Dissatisfied 1% Neither 29% Satisfied 67% Very Satisfied

9. How dissatisfied or satisfied were you with the **facilities / services** at Harris Beach State Park? (**check ONE**)

2% Very Dissatisfied 1% Dissatisfied 6% Neither 43% Satisfied 48% Very Satisfied

10. How unlikely or likely are you to return to Harris Beach State Park in the future? (**check ONE**)

2% Very Unlikely 3% Unlikely 2% Neither 26% Likely 67% Very Likely

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

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	< 1%	< 1%	4%	38%	58%
Number of toilets / bathrooms.	< 1	2	14	45	39
Cleanliness / conditions of toilets / bathrooms.	< 1	1	5	35	59
Absence of litter.	0	0	5	37	58
Presence of park rangers / personnel.	5	6	33	35	22
Courteousness of park rangers / personnel.	2	2	12	42	42
Number of park trails.	3	4	24	44	25
Condition / maintenance of park trails.	2	3	18	46	30
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	7	7	23	32	30
Facilities for groups to gather.	10	12	26	28	25
Variety of things to do.	2	5	25	39	28
Personal safety.	2	3	15	34	46
Number of information / education programs or materials.	6	11	33	34	16
Quality of information / education programs or materials.	5	9	31	34	21
Information specifically about conditions or hazards in the park.	4	4	22	37	34
Signs about directions within the park.	3	3	20	40	34
Signs about directions to the park.	2	5	15	41	37
Parking for vehicles.	< 1	3	12	39	46

12. Now, how **dissatisfied or satisfied** were you with the following at Harris Beach 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%	6%	39%	56%
Number of toilets / bathrooms.	< 1	1	13	40	46
Cleanliness / conditions of toilets / bathrooms.	0	1	12	42	46
Absence of litter.	0	1	10	40	50
Presence of park rangers / personnel.	0	1	23	38	39
Courteousness of park rangers / personnel.	0	0	19	34	47
Number of park trails.	0	1	22	43	34
Condition / maintenance of park trails.	0	1	18	45	37
Ease of movement or access (e.g., wheelchair, elderly, stroller).	0	1	18	33	47
Facilities for groups to gather.	0	1	30	30	40
Variety of things to do.	0	1	20	39	40
Personal safety.	0	< 1	14	41	45
Number of information / education programs or materials.	1	2	30	38	29
Quality of information / education programs or materials.	1	2	30	38	30
Information specifically about conditions or hazards in the park.	0	< 1	23	40	36
Signs about directions within the park.	< 1	< 1	22	44	33
Signs about directions to the park.	< 1	1	19	39	42
Parking for vehicles.	1	3	14	40	43

13. Approximately how many people did you see at Harris Beach State Park on this trip? **(write a number)**

I saw about M=64.03 other people

14. To what extent did you feel crowded at Harris Beach State Park on this trip? **(circle a number)**

37%	21%	15%	5%	9%	10%	3%	1%	< 1%
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

15. What is the maximum number of other people that you would tolerate seeing at Harris Beach 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=111.93 other visitors at this park

- OR** 32% The number of people does not matter to me
 22 The number of people matters to me, but I cannot specify a number

16. Imagine that you were to visit Harris Beach 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.	44%	30%	19%	7%
... express my opinions to members of my group about the condition or situation.	23	20	41	16
... express my opinions to other visitors at the park about the condition or situation.	39	30	24	7
... express my opinions to friends or family about the condition or situation.	21	23	40	17
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	53	25	14	8
... keep my opinions to myself.	24	26	33	18
... 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.	12	20	40	28
... come back to this park, but recognize that it offers a different type of experience than I first believed.	11	17	54	18
... tell myself that there is nothing I can do about the condition or situation, so just try to enjoy the experience for what it is.	12	20	46	23
... accept the condition or situation by not doing anything about it.	12	23	49	17
... never visit this park again because of the condition or situation.	55	24	15	6

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

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This park is very special to me.	1%	3%	25%	41%	31%
This park is one of the best places for doing what I like to do.	2	2	22	46	29
I am very attached to this park.	2	6	38	31	23
I would not substitute any other area for doing what I do at this park.	6	13	41	22	17
I identify strongly with this park.	3	9	38	30	20
No other place compares to this park.	5	13	42	26	15
I feel that this park means a lot to me.	2	6	37	30	25
I get more satisfaction out of visiting this park than any other.	4	11	42	27	16

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	3%	3%	39%	40%	15%
Provide more opportunities for viewing wildlife.	2	2	26	50	20
Provide more group picnic areas.	3	7	38	41	12
Provide more opportunities for hiking.	1	2	37	44	15
Provide more paved trails.	4	14	42	30	10
Provide more trash cans.	1	4	37	44	13
Provide more recycling containers.	2	2	34	42	20
Provide more information / education about nature, history, or archeology.	2	2	38	40	18
Provide more programs led by park rangers.	2	7	51	30	10
Provide wireless internet access within the park.	13	13	45	16	14
Provide downloadable mobile phone applications.	13	15	52	15	5
Provide more enclosed shelters.	8	12	49	25	7
Improve maintenance or upkeep of facilities / services.	2	4	46	35	13
Require all dogs be kept on leash at all times.	8	8	32	25	27
Make the park more pet friendly.	10	9	46	24	12
Provide natural buffers to block views of development outside the park.	5	9	44	26	17
Restore it to historical conditions (e.g., replace non-native with native plants)	6	10	44	27	13
Limit the number of people allowed per day.	22	24	36	13	5
Limit the number of large groups allowed (e.g., no more than 10-20 people).	18	21	35	17	9
Close this park to all recreation / tourism activities.	54	17	19	6	4
Do not change anything / keep things as they are now.	3	3	32	32	30

19. **Including yourself**, how many people accompanied you at Harris Beach State Park on this trip? M=4.12 person(s)

20. Did you or anyone in your group bring dog(s) with you to Harris Beach State Park? (check ONE) 77% No 23% Yes

21. Did anyone in your group have a disability?

78% No

22% Yes → if yes, what are these disabilities? (check ALL THAT APPLY) 5% Hearing 3% Sight 17% Walking
1% Learning 2% Other _____

22. If you had NOT been able to go to Harris Beach State Park for this visit, what would you have done? (check ONE)

58% Gone somewhere else for the same activity → how far from home is the place you would go instead? M=101.81 mi(s)

6% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=77.10 mi(s)

17% Come back another time

4% Stayed home

1% Gone to work at my regular job

15% Something else (none of these)

23. How did you get to Harris Beach State Park on this trip? (**check ONE**)

- 87% My family's personal vehicle → how many total people were in the vehicle? M=3.17 person(s)
- 5% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.40 person(s)
- 8% Other (write response) _____

24. When you were thinking about visiting an Oregon State Park such as Harris Beach 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).	38%	8%	26%	11%	17%
B. Social media internet websites (e.g., Facebook, Twitter).	63	11	15	6	6
C. Brochures.	43	11	28	11	8
D. Newspapers.	55	13	24	5	3
E. Magazines.	52	15	21	7	5
F. Books.	55	14	19	8	4
G. Television.	61	14	16	6	3
H. Videos / DVDs.	69	16	9	3	2
I. Radio.	63	18	13	3	3
J. Community organization or church.	69	16	10	3	2
K. Health care providers.	77	11	6	2	3
L. Work.	69	12	11	4	4
M. Friends or family members.	27	7	30	17	19
N. Highway signs.	33	10	26	17	14
O. Previous visit.	26	4	13	21	36
P. Other (write response) _____	58	7	11	9	15

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

Letter see report

26. When planning your visit to Harris Beach State Park, were you able to find the information you needed? (**check ONE**)

- 95% Yes
- 5% No → if no, what additional information did you need? (**write response**) _____

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

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

28. Are you staying away from home within 30 miles of Harris Beach State Park on this trip? (**check ONE**)

52% No

48% Yes → if yes, how many nights are you staying away from home within 30 miles of this park? M=4.20 night(s)

29. Are you: (**check ONE**) 46% Male 54% Female

30. How old are you? (**write response**) M=50.14 years old

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

92% White (Caucasian) 5% Hispanic / Latino 1% American Indian or Alaskan Native 1% Other (write response)
 0% Black / African American 1% Asian 0% Native Hawaiian or Pacific Islander _____

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

98% English 1% Spanish 0% Russian 1% Other (write response) _____

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

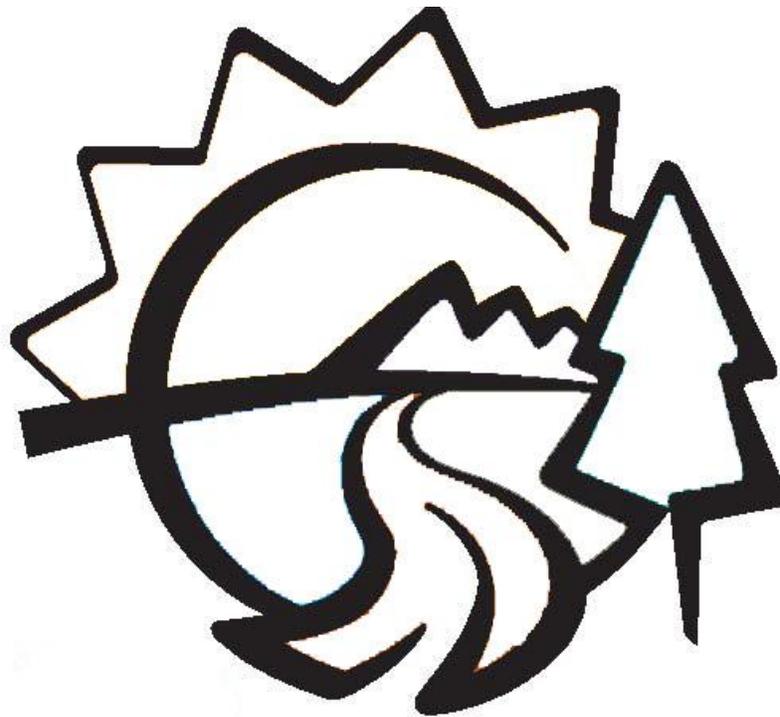
34. Which of these broad categories best describes your *current annual household income before taxes*? (**check ONE**)

4% Less than \$10,000	11% \$90,000 to \$109,999
13% \$10,000 to \$29,999	6% \$110,000 to \$129,999
24% \$30,000 to \$49,999	3% \$130,000 to \$149,999
16% \$50,000 to \$69,999	2% \$150,000 to \$169,999
15% \$70,000 to \$89,999	9% \$170,000 or more

Please tell us how we can improve Harris Beach State Park:

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

Overnight Visitor Experiences and Perceptions at Harris Beach 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

A Study Conducted Cooperatively by:



We are conducting this survey to learn about your experiences at Harris Beach 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 Harris Beach State Park? (**check ONE**)
 - 42% No
 - 58% Yes → if yes, how many trips have you made to this park in the past 12 months? (**write number**) M=1.43 trip(s)

2. How many nights in a row did you spend at Harris Beach State Park on your recent trip? (**write number**) M=3.09 night(s)

3. Please check **all** recreation activities you did at Harris Beach State Park on your recent trip. (**check ALL THAT APPLY**)

89% A. Hiking or walking	7% H. Surfing/ boogie boarding	33% O. Swimming/ wading
35% B. Dog walking	23% I. Agate/ shell collecting	10% P. Fishing
7% C. Running or jogging	14% J. Kite flying	4% Q. Boating (motor, canoe, kayak)
12% D. Bicycling on trails	64% K. Sightseeing	13% R. Ranger-led program(s)
13% E. Bicycling on local roads	41% L. Picnicking or barbecuing	6% S. Other (write response) _____
81% F. Beachcombing	95% M. Camping	_____
61% G. Exploring tidepools	27% N. Bird or wildlife watching	_____

4. From activities in Question 3 above, what **ONE primary activity** did you do at Harris Beach 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**)
 - 66% Primarily for recreation – this park was my main destination
 - 29% Primarily for recreation – my main destination was NOT this park
 - 4% Primarily for business, family, or other reasons – this park was a side trip
 - 2% Some other reason

6. About how far from your home did you travel to get to this park? (**write number of miles**) M=447.68 mile(s)

7. Overall, how dissatisfied or satisfied were you with your **overall experience** at Harris Beach State Park? (**check ONE**)

2% Very Dissatisfied	1% Dissatisfied	2% Neither	30% Satisfied	65% Very Satisfied
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8. How dissatisfied or satisfied were you with the **natural environment** at Harris Beach State Park? (**check ONE**)

1% Very Dissatisfied	1% Dissatisfied	1% Neither	26% Satisfied	71% Very Satisfied
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9. How dissatisfied or satisfied were you with the **facilities / services** at Harris Beach State Park? (**check ONE**)

2% Very Dissatisfied	2% Dissatisfied	3% Neither	33% Satisfied	60% Very Satisfied
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10. How dissatisfied or satisfied were you with the **fee that you paid** at Harris Beach State Park? (**check ONE**)

1% Very Dissatisfied	2% Dissatisfied	5% Neither	48% Satisfied	43% Very Satisfied
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11. How unlikely or likely are you to return to Harris Beach State Park in the future? (**check ONE**)

1% Very Unlikely	4% Unlikely	4% Neither	28% Likely	63% Very Likely
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12. How **important** is it to you that each of the following is at Harris Beach State Park? (**circle one number for EACH**)

	Not Important		Neither		Extremely Important
Overall cleanliness of park (e.g., graffiti, lawn care).	0%	1%	1%	28%	70%
Number of toilets / bathrooms.	2	2	8	44	45
Cleanliness / conditions of toilets / bathrooms.	1	< 1	2	23	73
Absence of litter.	< 1	< 1	1	30	68
Presence of park rangers / personnel.	1	3	14	49	33
Courteousness of park rangers / personnel.	< 1	1	6	38	55
Number of park trails.	1	3	20	52	25
Condition / maintenance of park trails.	< 1	2	15	53	30
Ease of movement or access (e.g., wheelchair, elderly, baby stroller).	17	8	34	27	14
Facilities for groups to gather.	24	11	37	19	10
Variety of things to do.	4	4	23	46	24
Personal safety.	1	2	6	31	61
Number of information / education programs or materials.	7	10	35	38	10
Quality of information / education programs or materials.	6	8	34	38	14
Information specifically about conditions or hazards in the park.	2	5	18	48	28
Signs about directions within the park.	1	3	17	52	27
Signs about directions to the park.	3	4	24	45	25
Parking for vehicles.	2	3	18	47	32
Comfort of campsites.	1	1	3	32	64
Shading provided by trees or other structures.	1	2	7	42	49
Good value for the fee that I paid at the park.	0	1	3	35	61

13. Now, how **dissatisfied or satisfied** were you with the following at Harris Beach 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%	2%	32%	66%
Number of toilets / bathrooms.	0	1	5	39	55
Cleanliness / conditions of toilets / bathrooms.	1	2	7	37	54
Absence of litter.	0	< 1	1	35	64
Presence of park rangers / personnel.	< 1	1	7	42	50
Courteousness of park rangers / personnel.	1	2	5	33	59
Number of park trails.	0	1	11	45	43
Condition / maintenance of park trails.	< 1	1	9	45	45
Ease of movement or access (e.g., wheelchair, elderly, stroller).	1	1	34	34	30
Facilities for groups to gather.	1	2	47	27	23
Variety of things to do.	< 1	1	12	48	39
Personal safety.	0	1	5	42	52
Number of information / education programs or materials.	0	2	31	37	30
Quality of information / education programs or materials.	0	2	31	36	31
Information specifically about conditions or hazards in the park.	< 1	< 1	26	40	33
Signs about directions within the park.	< 1	2	12	47	39
Signs about directions to the park.	< 1	1	14	45	40
Parking for vehicles.	< 1	3	11	46	40
Comfort of campsites.	< 1	3	4	39	54
Shading provided by trees or other structures.	0	2	6	41	52
Good value for the fee that I paid at the park.	0	2	4	42	53

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

I saw about M=90.25 other people

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

24%	15%	17%	7%	7%	20%	7%	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 Harris Beach 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=87.38 other visitors at this park

- OR** 34% The number of people does not matter to me
 51% The number of people matters to me, but I cannot specify a number

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

I would ...	Very Unlikely	Unlikely	Likely	Very Likely
... express my opinions to park managers about the condition or situation.	23%	41%	26%	9%
... express my opinions to members of my group about the condition or situation.	6	15	44	35
... express my opinions to other visitors at the park about the condition or situation.	25	45	21	9
... express my opinions to friends or family about the condition or situation.	6	11	48	34
... express my opinions by writing reviews about the condition or situation (e.g., internet review websites, blogs, newspaper editorial).	34	42	16	8
... keep my opinions to myself.	20	40	31	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.	6	17	48	29
... come back to this park, but recognize that it offers a different type of experience than I first believed.	6	25	55	14
... 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.	6	19	54	21
... accept the condition or situation by not doing anything about it.	11	30	49	11
... never visit this park again because of the condition or situation.	39	37	17	7

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

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
This park is very special to me.	1%	4%	28%	38%	30%
This park is one of the best places for doing what I like to do.	1	5	23	40	31
I am very attached to this park.	1	9	37	30	23
I would not substitute any other area for doing what I do at this park.	4	25	40	18	13
I identify strongly with this park.	2	15	39	27	18
No other place compares to this park.	5	20	41	20	13
I feel that this park means a lot to me.	2	11	34	33	20
I get more satisfaction out of visiting this park than any other.	6	20	42	16	16

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

	Strongly Oppose	Oppose	Neither	Support	Strongly Support
Provide more opportunities for escaping crowds of people.	1	2	37	44	16
Provide more opportunities for viewing wildlife.	0	1	29	52	18
Provide more group picnic areas.	2	12	62	19	5
Provide more opportunities for hiking.	0	2	36	51	12
Provide more paved trails.	2	12	53	28	6
Provide more trash cans.	1	6	59	27	8
Provide more recycling containers.	< 1	3	43	37	17
Provide more information / education about nature, history, or archeology.	0	3	47	39	11
Provide more programs led by park rangers.	< 1	4	58	29	9
Provide wireless internet access within the park.	6	10	57	26	31
Provide downloadable mobile phone applications.	6	13	55	16	10
Provide more enclosed shelters.	3	10	59	21	7
Improve maintenance or upkeep of facilities / services.	1	2	58	28	11
Require all dogs be kept on leash at all times.	2	8	22	33	35
Make the park more pet friendly.	5	10	51	24	11
Provide natural buffers to block views of development outside the park.	< 1	2	32	40	26
Restore it to historical conditions (e.g., replace non-native with native plants)	3	9	51	25	13
Limit the number of people allowed per day.	4	12	51	25	9
Limit the number of large groups allowed (e.g., no more than 10-20 people).	5	10	42	25	18
Close this park to all recreation / tourism activities.	53	21	22	3	1
Provide more space between campsites.	1	6	39	36	18
Provide more walk-in / cart-in campsites.	2	11	69	13	5
Provide more tent camping in developed campgrounds.	2	8	53	25	12
Provide campsites that accommodate both RV and tent camping.	2	5	33	41	19
Provide more group camping areas.	7	14	61	13	6
Do not change anything / keep things as they are now.	4	8	43	27	18

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

11% Telephone reservation system 85% Internet reservation system 5% I did not make the reservation

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

3% Very Dissatisfied 3% Dissatisfied 4% Neither 35% Satisfied 53% Very Satisfied 3% Didn't make reservation

22. **Including yourself**, how many people accompanied you at Harris Beach State Park during your stay? M=5.28 person(s)

23. Did you or anyone in your group bring dog(s) with you to Harris Beach State Park? **(check ONE)** 59% No 41% Yes

24. Did anyone in your group have a disability?

86% No

14% Yes → if yes, what are these disabilities? **(check ALL THAT APPLY)** 1% Hearing 2% Sight 9% Walking
 1% Learning 3% Other _____

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

- 71% Gone somewhere else for the same activity → how far from home is the place you would go instead? 296.40 mi(s)
- 5% Gone somewhere else for a different activity → how far from home is the place you would go instead? M=151.58 mi(s)
- 14% Come back another time
- 5% Stayed home
- 1% Gone to work at my regular job
- 4% Something else (none of these)

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

- 94% My family's personal vehicle → how many total people were in the vehicle? M=3.12 person(s)
- 3% Somebody else's personal vehicle → how many total people were in the vehicle? M=3.00 person(s)
- 3% Other (write response) _____

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

	Never	Sometimes	Often
A. Official internet websites (e.g., Oregon State Parks, Travel Oregon).	3%	4%	57%
B. Social media internet websites (e.g., Facebook, Twitter).	70	9	4
C. Brochures.	41	9	7
D. Newspapers.	75	11	1
E. Magazines.	69	11	2
F. Books.	65	10	4
G. Television.	79	10	1
H. Videos / DVDs.	84	10	1
I. Radio.	82	11	1
J. Community organization or church.	83	11	1
K. Health care providers.	88	9	0
L. Work.	77	9	1
M. Friends or family members.	37	6	19
N. Highway signs.	54	11	3
O. Previous visit.	32	3	37
P. Other (write response) _____	75	4	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 Harris Beach State Park, were you able to find the information you needed? (**check ONE**)

- 96% Yes
- 4% No → if no, what additional information did you need? (**write response**) *see report*

