

# **State Parks Visitor Survey, 2007–2009 Results for Auburn State Recreation Area**

**August 2010**

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Interviews were conducted primarily by students from the Department of Recreation, Parks & Tourism Administration, at California State University (CSU), Sacramento. Students from CSU Long Beach and Humboldt State University also participated.

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## 1. Overview of Results

From October 2007 through February 2009, almost 10,000 visitors were surveyed by in-person interviews, at 26 state parks representing a variety of park settings.

(See Appendix, Survey Questions, for the survey questionnaire.)

Individual reports <sup>1</sup> of results for each of the parks in the survey have been prepared for the use of the park superintendents overseeing the park units.

If you have questions or concerns, please contact Eileen Hook, Supervisor, Recreation Section, Planning Division, at [ehook@parks.ca.gov](mailto:ehook@parks.ca.gov) or (916) 654-2442.

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<sup>1</sup> The results for D.L. Bliss SP and Ed Z' Berg Sugar Pine Point SP were combined into one report.

## A day visit to Auburn State Recreation Area

Below is a fictional story of a day visit to this park. Story elements (such as the season of the year for the visit) are based on frequent responses to survey questions for this park. Footnotes show where to find survey results used in the story.

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One spring day in 2008, “Tyler” and a friend travel to Auburn SRA for a day visit.<sup>2</sup>

Both are in their 30s and belong to the white/Caucasian ethnic group. Tyler and his household combined earn between \$50,000 and \$74,999 per year.<sup>3</sup>

Tyler has been to the park before and learned about the park by growing up nearby or living nearby.<sup>4</sup>

For the group, the park is a primary destination. They plan to stay at the park for about 3 hours.<sup>5</sup>

Once at the park, Tyler and his friend spend most of their time mountain biking.<sup>6</sup>

On the way home, they discuss their visit, commenting on what they liked about their trip as well as some suggestions. Tyler says that for him, the preservation of natural and historic resources at the park is the most important recreation aspect of the visit.<sup>7</sup>

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<sup>2</sup> Table 2. Interviews Conducted, by Season; Table 1; Interviews Conducted, by Year; Table 4. Visitor Gender; Table 10. Group Size; Table 11. Group Characteristics.

<sup>3</sup> Table 5. Visitor Age; Table 6. Ages of Group Members Accompanying Interview Participant; Table 7. Visitor Ethnicity; Table 8. Visitor Combined Household Income.

<sup>4</sup> Table 12. Previous Visits to this Park; Table 13. How Visitors Learned about the Park.

<sup>5</sup> Table 14. Trip Itinerary; Table 15. Camping vs. Day Visits; Table 16. Length of Day Visits.

<sup>6</sup> Table 21. Activities at Park (of Group).

<sup>7</sup> Table 25. Recreation Aspects—Satisfaction Compared to Importance.

## Survey methodology

This section is an overview of how the 2007-2009 State Parks Visitor Survey (SPVS) was designed, conducted, analyzed and reported.

Designing the survey. In 2007 two groups designed the 2007-2009 SPVS: Faculty at California State University Sacramento (CSUS) from the Department of Recreation, Parks, and Tourism Administration, and staff of the Planning Division at California State Parks (CSP).

Survey designers included multiple-choice questions from other surveys, including previous CSP surveys, and created additional multiple-choice questions. Designers also included open-ended questions to obtain visitors' ideas for additional park facilities, activities and amenities and any other comments they might have on the park or the park system.

Selecting, training, and supervising the surveyors. CSUS faculty selected, trained, supervised and coordinated payroll for about 20 student surveyors from three California State Universities (CSUs): CSUS, Humboldt State University and CSU Long Beach. Some surveyors were bilingual (English/Spanish).

Selecting parks. Park Operations Division and Planning Division staff selected 26 state parks to participate in the survey. The parks selected have a variety of settings (such as coastal, mountain and Central Valley), primary uses (such as camping, day-use, and off-highway vehicle use) and features (such as natural and cultural resources). The following parks were included in the survey:

- Anza-Borrego Desert State Park (SP)
- Auburn State Recreation Area (SRA)
- Calaveras Big Trees SP
- Candlestick Point SRA
- Carlsbad State Beach (SB)
- Carpinteria SB
- Caswell Memorial SP
- Chino Hills SP
- D.L. Bliss SP and Ed Z'berg Sugar Pine Point SP (combined into one report)
- Hollister Hills State Vehicular Recreation Area (SVRA)
- Huntington SB
- Lake Perris SRA
- MacKerricher SP
- Marshall Gold Discovery State Historic Park (SHP)
- Millerton Lake SRA
- Mount Tamalpais SP
- Oceano Dunes SVRA
- Pfeiffer Big Sur SP
- Prairie Creek Redwoods SP

- Salton Sea SRA
- San Juan Bautista SHP
- Seacliff SB
- Silverwood Lake SRA
- Sutter's Fort SHP
- Will Rogers SHP

Scheduling surveys. Surveying was scheduled at each park to capture information during all four seasons, from October 2007 through February 2009.

Conducting surveys. Surveyors traveled to the 26 participating state parks and interviewed visitors at each park. Surveyors went to areas such as campgrounds and day use areas when visitors were most likely to be at these areas. For example, they went to campgrounds between about 10:00 a.m. and 11:00 a.m. and after 4:00 p.m. Surveyors typically could find visitors at day-use areas throughout the day. When a lot of visitors were at a park, such as on a summer day at a state beach, surveyors approached every “*n*th” individual or group (where *n* represents a number; for example, surveyors might approach every fifth group in the area).

Surveyors went to the park in groups of at least two, but once in the park, they conducted surveys alone. The surveyor typically approached potential participants on foot. After introducing himself or herself, the surveyor informed the visitor (or group of visitors) that an important project was being conducted to collect information from state park visitors and requested participation. The surveyor typically asked for one individual in each group to participate. If the visitor declined to participate, the surveyor thanked the visitor for their time and moved on to the next individual.

SPVS results for some parks surveyed showed a higher percentage of male visitors than female. However, surveyors commented that in general, men were more willing than women to be surveyed. This factor may affect gender percentages in this report. (CSP does not collect data on visitor gender.)

Collecting survey information. Surveyors conducted in-person interviews with each participant for about 10 minutes. Each surveyor recorded responses by entering information on a hand-held computer or by writing on a paper copy of the survey. For the most complex survey questions, Questions 9, 12, and 13, surveyors gave participants a laminated sheet of paper with these questions in large type.

Analyzing survey information and producing the reports. CSUS staff and students analyzed the data (using IBM®'s SPSS Statistics®, a statistical-analysis software product) and drafted initial reports. CSP staff verified results, conducted further analysis using SPSS Statistics and wrote the final reports.

*Confidence level* is a statistical term that, in this case, indicates the likelihood that the results of future interviews at that park would match SPVS results. The *confidence interval* is a statistical term for the “+ or minus” amount indicating an estimate’s reliability.

For about half of the parks in the survey, the 95% confidence level (the industry standard for social science of this type) was reached. However, for the other parks, fewer people were interviewed than was planned (due to scheduling difficulties, poor weather and lower than anticipated visitation) so only a 90% confidence level was reached. Nevertheless, because a 90% confidence level is close to the industry standard, department staff can feel comfortable in using all survey results in planning and operations.



## 2. Participant Response

Interviews by Year. Table 1 shows the number and percentage of interviews conducted by year at this park.

At this park, most interviews were conducted in 2008.

**Table 1. Interviews Conducted, by Year.**

<b>Year</b>	<b>Auburn SRA Number</b>	<b>Auburn SRA Percentage</b>
2007	79	18.2%
2008	355	81.8%
2009	0	0%
Total	434	100%

*Note: Totals may not add to 100% due to rounding.*

Interviews by Season. Table 2 shows the number and percentage of interviews conducted by season at this park. Seasonal differences in participation may reflect seasonal attendance differences.

**Table 2. Interviews Conducted, by Season.**

<b>Season</b>	<b>Auburn SRA Number</b>	<b>Auburn SRA Percentage</b>
Fall	105	24.2%
Winter	88	20.3%
Spring	124	28.6%
Summer	117	27.0%
Total	434	100%

Response Rate. Table 3 shows the number of interviews conducted and the response rate (the percentage of visitors approached by surveyors who participated) for this park.

At this park, the response rate was about 87%.

**Table 3. Interviews Conducted and Response Rate.**

<b>Auburn SRA Completed Surveys</b>	<b>Auburn SRA Response Rate</b>
434	87%

### 3. Visitor Demographic Profile

Five questions at the end of the interview asked participants about their demographic characteristics: participant gender and age, age range(s) of all group members, participant ethnicity and participant household income level. Tables 4 through 8 show results.

Participant Gender. At this park, visitors were most likely to be male. Table 4 shows results for this park.

**Table 4. Visitor Gender.**

<b>Gender</b>	<b>Auburn SRA</b>
Male	59.2%
Female	32.5%
No Answer	8.3%

Participant Age. At this park, the largest percentage of participants was in the age range of 35-44. Table 5 shows results for this park.

**Table 5. Visitor Age.**

<b>Age</b>	<b>Auburn SRA Percentage</b>
18-24	7.4%
25-34	19.6%
35-44	26.5%
45-54	20.0%
55-59	11.3%
60-64	3.9%
65-74	6.7%
75 and older	0.5%
No answer given	4.1%

Age of Group Members. At this park, the largest percentage of group members was in the age range of 35-44. Table 6 shows results for this park..

**Table 6. Ages of Group Members Accompanying Interview Participant.**

<b>Age</b>	<b>Auburn SRA Percentage</b>
1 - 9	10.6%
10 - 14	11.3%
15 - 24	12.4%
25 - 34	18.9%
35 - 44	22.1%
45 - 54	16.4%
55 - 59	8.3%
60 - 64	3.0%
65 - 74	3.2%
75 and older	0.9%

*Note: Totals do not equal 100% because participants may have more than one individual in their party in an age group.*

Participant Ethnic Background. The largest ethnic group represented at this park was White/Caucasian, followed by Other/Multi-racial. Table 7 shows results for this park.

**Table 7. Visitor Ethnicity.**

<b>Ethnicity</b>	<b>Auburn SRA Percentage</b>
Hispanic or Latino	4.6%
Asian	1.6%
Black or African American	1.2%
White / Caucasian	78.8%
American Indian and/or Alaska Native	1.6%
Native Hawaiian and other Pacific Islander	0.7%
Other / Multi-racial	5.5%
No answer	6.0%

Participant Household Income. At this park, the largest percentage of respondents had household incomes of between \$50,000 and \$74,999. Table 8 shows results for this park.

**Table 8. Visitor Combined Household Income.**

<b>Income Level</b>	<b>Auburn SRA Percentage</b>
Less than \$14,999	3.5%
\$15,000 to \$24,999	3.7%
\$25,000 to \$34,999	6.7%
\$35,000 to \$49,999	8.1%
\$50,000 to \$74,999	18.2%
\$75,000 to \$99,999	15.4%
\$100,000 to \$149,999	14.5%
\$150,000 and over	12.4%
No answer	17.5%

## 4. Visitor and Group Characteristics

In Questions 1 through 5, participants were asked a variety of questions about themselves and other visitors accompanying them (if any).

Visitor Residence. In Question 1, participants were asked where they lived. Table 9 shows results for this park.

At this park, about 96% lived in California. No visitors were from outside the United States. The four California cities or communities with the largest percentages of participants (based on residence ZIP codes that participants provided) are shown in Table 9.

**Table 9. Visitor Residence.**

<b>Residence</b>	<b>Auburn SRA Percentage</b>
United States	100.0%
California	96.5%
Out of State	3.5%
Auburn	25.3%
Sacramento	12.9%
Roseville	4.7%
Cool	3.8%
International	0%
No zip code provided	5.5%

Group Size and Characteristics. In Questions 2 and 3, participants were asked how many were in their group and then to choose from a list of group types to describe their group. They also could choose “Other” and explain (a very small percentage of participants chose “Other”). Tables 10 and 11 show results for this park.

At this park, the average group size was 2, and most participants came with friends.

**Table 10. Group Size.**

<b>Number in Group</b>	<b>Auburn SRA Percentage</b>
1	24.2%
2	38.5%
3-5	27.2%
6-10	8.1%
11-19	1.4%
20 or more	0.7%
Avg. Group size (persons)	2.0

**Table 11. Group Characteristics.**

<b>Group Characteristics</b>	<b>Auburn SRA Percentage</b>
Friends	47.5%
Family	35.7%
Club	1.8%
School group	0.2%
Tour group	0%

*Note: Some visitors responded with more than one answer.*

Previous Visits to Park. In Question 4, participants were asked if they had been to this park before. Table 12 shows results for this park.

About 86% of participants had previously visited this park.

**Table 12. Previous Visits to this Park.**

<b>Visited Previously</b>	<b>Auburn SRA Percentage</b>
Yes	85.5%
No	13.4%
Don't know/maybe	1.2%

How Visitors Learned about the Park. In Question 5, participants were asked to choose from ways they found out about the park. They also could choose “Other” and explain (a very small percentage of participants chose “Other”). Table 13 shows results for this park.

About 39% of participants at this park learned about this park because they grew up nearby/lived nearby.

**Table 13. How Visitors Learned about the Park.**

<b>Information Source</b>	<b>Auburn SRA Percentage</b>
Grew up nearby/Live nearby	39.2%
Recommended by family or friends	37.8%
Tour book or map	5.3%
Internet or State Park website	7.4%
By chance	9.9%
Don't remember	2.1%
Newspaper	0.7%
Magazine or publication	0.7%
Road sign	1.2%
Travel agency	0.5%
TV or radio	0%

*Note: Totals indicate that some participants found out about the park in more than one way.*



## 5. Visit Characteristics and Interest in Alternative Accommodations

In Questions 6, 7, 8 and 10 participants were asked about their itinerary and the nature of their visit as well as their desire for alternative accommodations. (Question 9 is discussed in Section 6.)

Trip Itinerary. In Question 6, participants were asked if the park was their primary destination or a stop along the way. Table 14 shows results for this park.

For about 85% of participants, the park was their primary destination.

**Table 14. Trip Itinerary.**

<b>Itinerary</b>	<b>Auburn SRA Percentage</b>
Primary stop	84.6%
One of many stops	15.4%

Nature of Visits: Camping versus Day Use. In Question 7, participants were asked whether they were at the park for the day or were staying overnight. Table 15 shows results for this park.

At this park, about 99% of participants were on day visits to the park.

**Table 15. Camping vs. Day Visits.**

<b>Type of trip</b>	<b>Auburn SRA Percentage</b>
Day	98.6%
Camping	1.4%

Length of Day Visits. In Question 7, participants who were at the park for the day were asked how long they planned to stay at the park. Table 16 shows results for this park.

The average length of participants' day visits at this park was about 3.5 hours.

**Table 16. Length of Day Visits.**

<b>Length of Visit</b>	<b>Auburn SRA Percentage</b>
30 minutes or fewer	4.0%
31-60 minutes	11.4%
61 minutes to 2 hours	33.4%
More than 2 hours to 4 hours	37.4%
More than 4 hours to 10 hours	13.8%
More than 10 hours to 24 hours	0.0%
Average (hours)	3.5

Length of Camping Visits. In Question 7, participants who were camping at the park were asked how many nights they were staying. Table 17 shows results for this park.

The average length of participants' camping visits at this park was about three nights.

**Table 17. Length of Camping Visits.**

<b>Nights</b>	<b>Auburn SRA Percentage</b>
1	33.3%
2	33.3%
3	0.0%
4	16.7%
5 or More Nights	16.7%
Average (nights)	3.0

Use of Camping Equipment. In Question 8, participants who were camping at the park were asked to choose from a list of camping equipment they used or planned to use. They also could choose “Other” and explain (a very small percentage of participants chose “Other”). Table 18 shows results for this park.

At this park most participants who were staying overnight used tents.

**Table 18. Camping Equipment Use.**

<b>Equipment</b>	<b>Auburn SRA Percentage</b>
Tent	50.0%
Camper shell	16.7%
Tent Trailer	0.0%
Trailer	0.0%
Motor home	16.7%
Hookups – sewer, water	0.0%
Generator	16.7%

*Note: Totals reflect some participants using more than one type of camping equipment.*

Interest in Alternative Accommodations. In Question 10, participants were asked of their interest in using what were called “alternative accommodations” at this park. Options offered are shown in Table 19, which shows results for this park.

At this park, the alternative accommodation that generated the most interest among participants was the tent or canvas framed cabin, followed by rustic wooden cabin.

**Table 19. Interest in Using Alternative Accommodations at Park.**

<b>Alternative Accommodation Option</b>	<b>Auburn SRA Percentage</b>
Yurt	23.0%
Tent or canvas framed cabin	32.9%
Rustic wooden cabin	29.0%
Floating campsite	6.9%
Multiple family/Small group site	28.1%

## 6. Activities (of Participant)

Activities While at Park. In part one of Question 9, participants were asked, “What activities did you do or do you expect to do at this State Park?” Table 20 shows results for this park.

At this park, the top five activities were relaxing in the outdoors, hiking, mountain biking, walking for pleasure and swimming.

**Table 20. Activities at Park (of Participant).**

<b>Activity</b>	<b>Auburn SRA Percentages</b>	<b>Rank</b>
Relaxing in the outdoors	28.3%	1
Hiking	26.7%	2
Mountain biking	25.6%	3
Walking for pleasure	14.5%	4
Swimming	13.8%	5
Wildlife viewing	12.9%	6
Jogging/running	11.1%	7
Photography	9.7%	8
Bird watching	9.2%	9
Nature walks/ interpretive trails	9.2%	10

## 7. Primary Activities (of Group)

In part two of Question 9, participants were asked to choose one primary activity *for their group as a whole* from the activities they identified in the first part of Question 9. Table 21 shows the top primary activities for this park.

At this park, the top three primary activities for participants' groups were mountain biking, hiking and jogging/running.

**Table 21. Primary Activities at Park (of Group).**

<b>Activity</b>	<b>Auburn SRA Percentage</b>	<b>Rank</b>
Mountain biking	24.7%	1
Hiking	18.2%	2
Jogging/running	8.5%	3
Relaxing in the outdoors	7.8%	4
Swimming	7.1%	5

## 8. Visitor Expenditures

In Question 12, participants were asked to make a rough estimate of expenditures for themselves and their group while on this trip. The respondents reported widely varying expenditures during their trip, depending on many factors including how far they traveled, how many days they stayed, whether they camped or stayed in other lodgings, or other variables.

Those Who Spent No Money on This Trip. *For some visitors, a day at the park costs nothing.* At this park, 14% of visitors indicated that they made no expenditures on this trip. Visitors may report no expenditures for a number of reasons; for example, they live nearby and stayed at the park a short time, or they brought supplies from home, or they may have spent what they believed to be a negligible amount.

*Participants and groups who indicated they spent nothing on this trip are excluded from the expenditure calculations.*

Categories of Expenditures. Participants were asked to separate their and their group's expenditures by these locations:

1. Expenditures made while in the park and nearby communities (within 25 miles of the park)
2. Expenditures made outside of the park and nearby communities (more than 25 miles from the park).

Participants were asked to categorize their and their group's expenditures as follows:

1. Overnight lodging at motels, resorts, and private campgrounds
2. Food and beverages at restaurants and snack stands
3. Supplies such as groceries, film, bait, gifts and souvenirs, etc.
4. Gasoline, vehicle repairs, parking, toll fees and public transportation
5. Recreation purchases; e.g., equipment rentals and tours

Expenditures on This Trip. Two values were calculated for participants and their groups who reported that they spent money on this trip, based on the estimates that they provided:

- The median of the mean (average) expenditure per person, \$10.

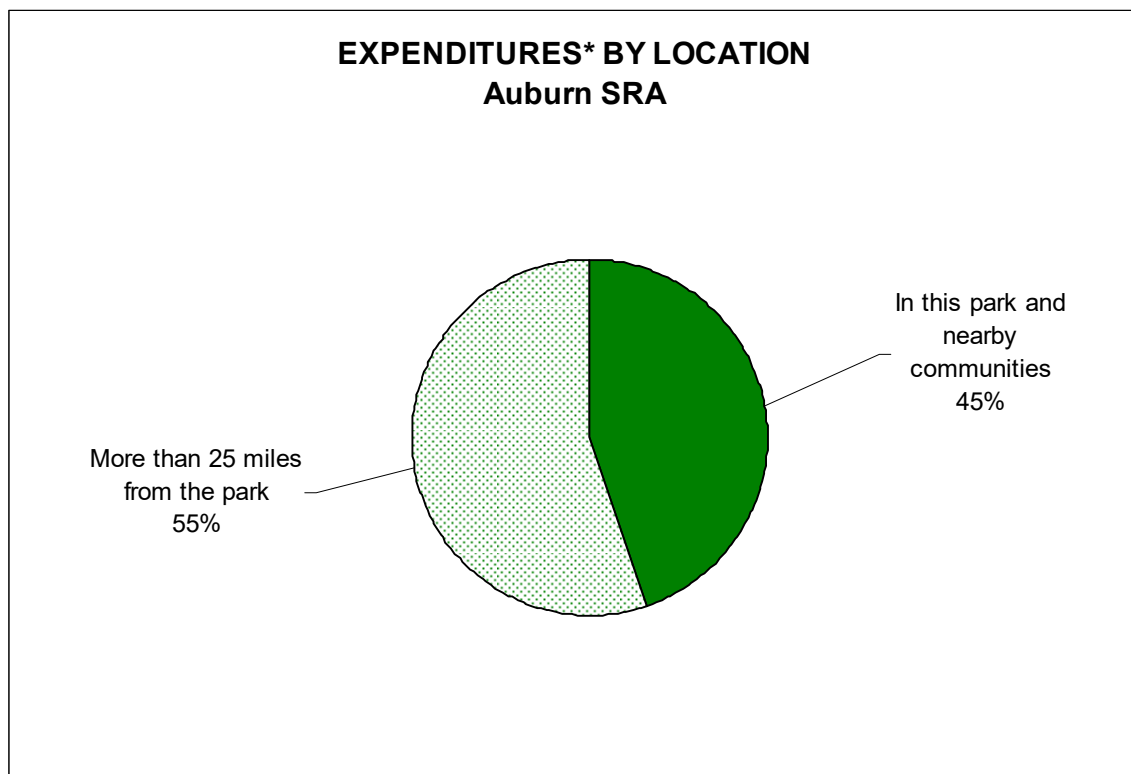
The median expenditure is the middle dollar value in a list of expenditures, above and below which there are an equal number of values. For example, in an expenditures list of \$10, \$25, \$100, \$550, and \$1,000, the median expenditure is \$100. Because the median is less sensitive to extreme amounts (for example, a few visitors might spend hundreds of dollars on gasoline or lodging outside the park), the median expenditure is useful because it indicates what the middle of the group is spending.

- The mean (average) expenditure per person, \$29.

The mean expenditure is the total expenditures divided by the number of people (in this case, the participants and their group members). For example, if a total of \$20,000 was spent by 500 people on their trips, the mean expenditure would be \$40 (\$20,000 divided by 500).

Where Groups Spent Their Money on This Trip. The chart below shows where participants and their group spent money while on this trip.

**Chart 1. Expenditures by Location**



*\*Per person per visit. Includes expenditures of all members of participants' groups, rounded to the nearest whole percent.*

How Groups Spent Their Money on This Trip. Table 22 shows how participants and their groups spent money during their trip. Chart 2 shows the same information graphically.

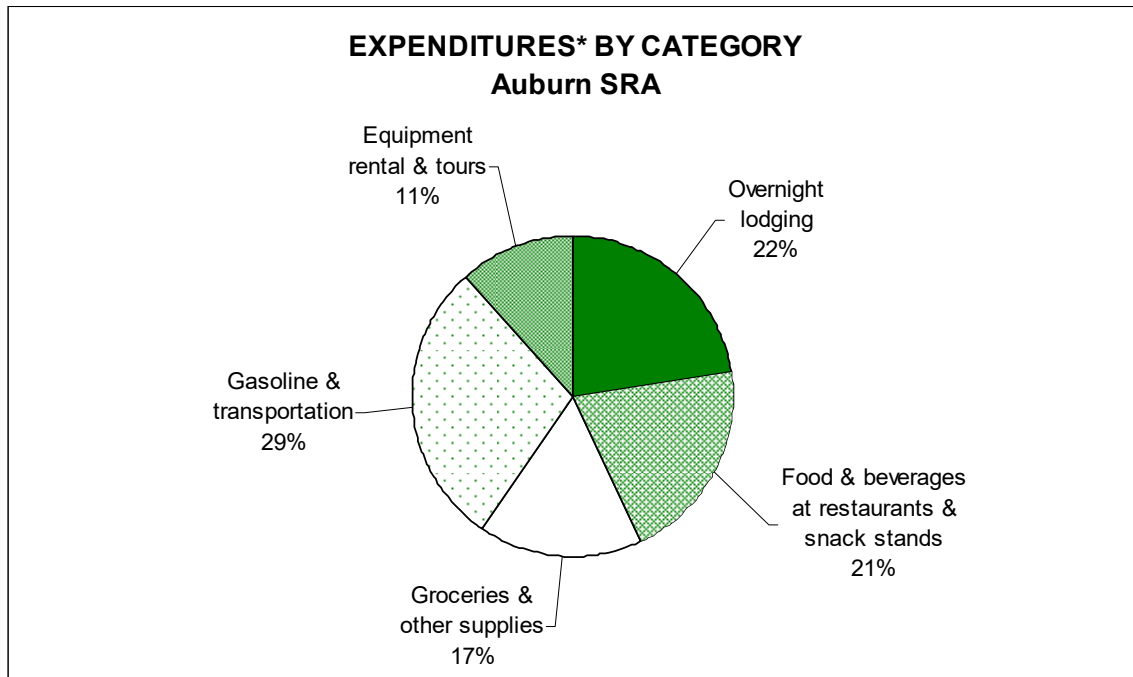
**Table 22. Mean (Average) Expenditures per Person**

<b>Expenditure Category</b>	<b>In this Park and Nearby Communities</b>	<b>Outside this Park/Nearby Communities while on this Trip</b>	<b>Total</b>	<b>Percentage of Trip Expenditures</b>
Overnight lodging at motels, resorts, and private campgrounds	\$ 2.97	\$ 3.63	\$ 6.60	22.4%
Food and beverages at restaurants and snack stands	\$ 3.09	\$ 2.98	\$ 6.07	20.6%
Supplies such as groceries, film, bait, gifts and souvenirs, etc.	\$ 2.33	\$ 2.55	\$ 4.88	16.6%
Gasoline, vehicle repairs, parking, toll fees and public transportation	\$ 3.79	\$ 4.74	\$ 8.53	28.9%
Recreation purchases; e.g., equipment rentals and tours	\$ 1.02	\$ 2.39	\$ 3.41	11.6%
Total average trip expenditures	\$ 13.19	\$ 16.29	\$ 29.48	100.0%

*Amounts are per person per visit to park unit and include spending by all group members.*



**Chart 2. Expenditures by Category**



*\*Per person per visit. Includes expenditures of all members of participants' groups, rounded to the nearest whole percent.*

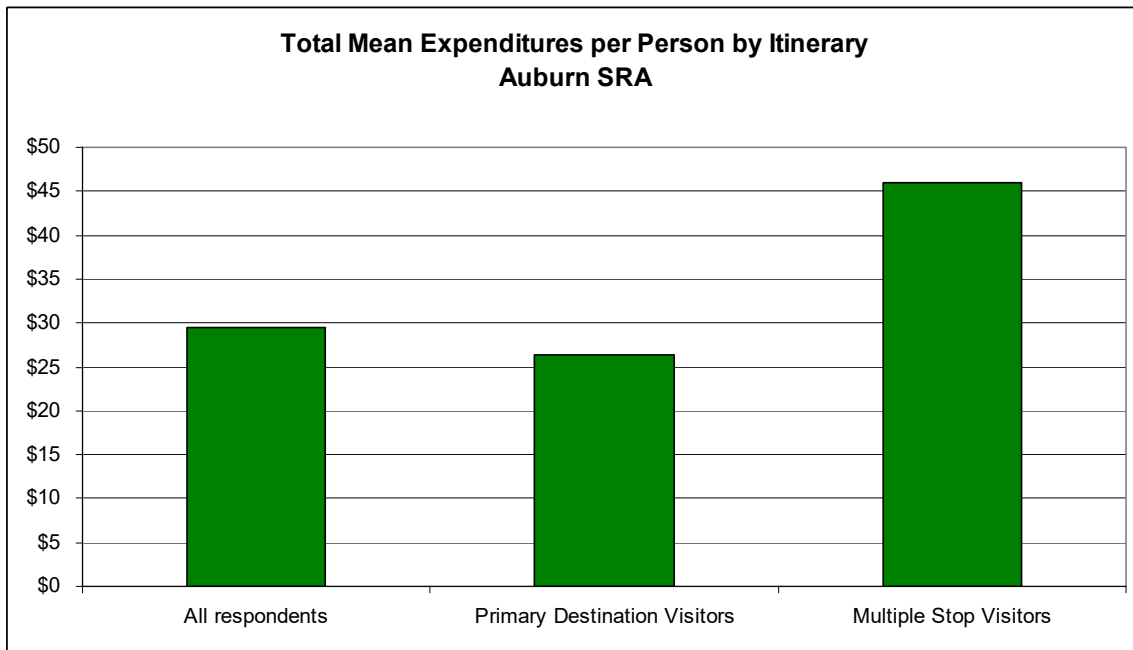
Expenditures vary by the visitors' itineraries. For purposes of expenditure comparison, visitors at this park were divided into two itinerary groups:

1. Visitors for whom the park was their primary destination. These visitors were typically at the park for a short visit and did not have high overnight lodging or transportation expenses, and
2. Visitors who were stopping at the park as one of several stops on a longer trip. Multiple stop visitors were typically on a longer trip involving more extensive expenses in several categories.

At this park, too few campers for whom the park was their primary destination were interviewed to reliably compare expenditures for day visitors and campers.

Chart 3 compares the total mean expenditure per person in each of these itinerary groups to the total mean expenditures of all survey respondents at this park. Primary destination visitors spent less than the mean expenditure per person at this park. Park visitors who were stopping at the park as one of several stops on a longer trip spent more per person than any other itinerary group.

**Chart 3. Total per Person Expenditure by Itinerary Group**



Tables 23 and 24 on the following pages give the expenditures per person by location and in each of the expenditure categories for each of the itineraries defined above.

**Table 23. Mean (Average) Expenditures per Person, All Visitors Primary Destination**

<b>Expenditure Category</b>	<b>In this Park and Nearby Communities</b>	<b>Outside this Park/Nearby Communities while on this Trip</b>	<b>Total</b>	<b>Percentage of Trip Expenditures</b>
Overnight lodging	\$ 1.69	\$ 3.13	\$ 4.83	18.3%
Food & beverages at restaurants & snack stands	\$ 3.09	\$ 2.61	\$ 5.70	21.6%
Groceries & other supplies	\$ 2.16	\$ 2.63	\$ 4.78	18.1%
Gasoline & transportation	\$ 3.89	\$ 3.56	\$ 7.46	28.3%
Equipment rental & tours	\$ 0.79	\$ 2.83	\$ 3.62	13.7%
Total average trip expenditures	\$ 11.62	\$ 14.76	\$ 26.38	100.0%

*Amounts are per person per visit to park unit and include spending by all group members.*

**Table 24. Mean (Average) Expenditures per Person, Multiple Stop Visitor**

<b>Expenditure Category</b>	<b>In this Park and Nearby Communities</b>	<b>Outside this Park/Nearby Communities while on this Trip</b>	<b>Total</b>	<b>Percentage of Trip Expenditures</b>
Overnight lodging	\$9.77	\$6.29	\$16.07	34.9%
Food & beverages at restaurants & snack stands	\$3.09	\$4.98	\$8.07	17.5%
Groceries & other supplies	\$3.24	\$2.16	\$5.41	11.7%
Gasoline & transportation	\$3.21	\$11.03	\$14.24	30.9%
Equipment rental & tours	\$2.24	\$0.02	\$2.26	4.9%
Total average trip expenditures	\$21.56	\$24.49	\$46.05	100.0%

*Amounts are per person per visit to park unit and include spending by all group members.*

## **9. Satisfaction with and Importance of Recreation Aspects**

In Question 13, participants were asked to identify their level of satisfaction with nine recreation aspects of their visit to this park as well as the level of importance of the aspect.

For each aspect, Table 25 on the next page compares participants' level of satisfaction with the level of importance. For example, a visitor might be "very satisfied" with an element that is "somewhat important" to them.

At this park, participants thought these 5 recreation aspects were most important:

1. Preserve natural and historic resources
2. Quality of recreational opportunities
3. Feeling of safety and security
4. Overall condition of facilities
5. Fees paid vs. value of experience

**Table 25. Recreation Aspects—Satisfaction Compared to Importance.**

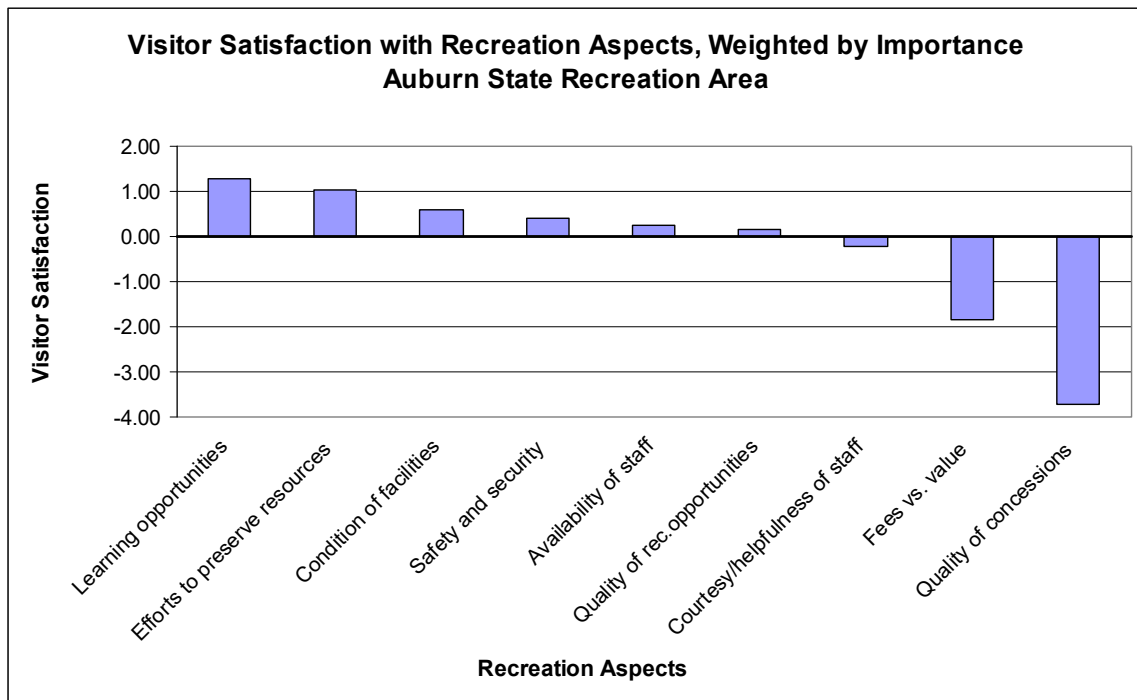
Aspect of park visit	Satisfaction NA	Importance NA	Very Unsatisfied	Very Unimporta nt	Somewhat Unsatisfied	Somewhat Unimporta nt	Neutral	Neutral	Somewhat Satisfied	Somewhat Important	Very Satisfied	Very Important
Preserve natural and historic resources	6.5%	2.5%	1.4%	0.2%	1.4%	0.9%	3.2%	2.3%	26.0%	14.7%	61.5%	79.3%
Overall condition of facilities	4.4%	1.6%	0.2%	0.2%	3.2%	2.8%	3.0%	2.1%	30.0%	21.7%	59.2%	71.7%
Quality of recreational opportunities	4.4%	3.5%	0.5%	1.4%	1.4%	0.5%	3.0%	1.8%	16.6%	15.0%	74.2%	77.9%
Feeling of safety and security	2.3%	2.5%	0.9%	0.7%	3.0%	2.3%	1.2%	2.1%	22.6%	15.0%	70.0%	77.4%
Learn about area's history	21.0%	9.9%	3.0%	3.2%	9.2%	6.7%	20.7%	13.4%	25.8%	32.9%	20.3%	33.9%
Courtesy and helpfulness of staff	45.4%	16.4%	1.2%	3.0%	0.9%	4.4%	7.8%	5.1%	9.7%	19.1%	35.0%	52.1%
Availability of state park staff	43.1%	16.4%	1.8%	3.5%	4.8%	8.3%	12.7%	8.8%	12.9%	26.7%	24.7%	36.4%
Fees paid vs. value of experience	34.1%	14.1%	0.9%	2.5%	0.7%	4.1%	0.9%	5.3%	2.8%	15.9%	60.6%	58.1%
Quality of park concessions	85.7%	56.7%	1.6%	19.8%	0.2%	4.8%	3.0%	4.6%	1.4%	5.3%	8.1%	8.8%

Chart 4 below is a Pareto Chart, a tool that graphically shows areas with potential for improvement. The chart below shows visitor satisfaction with the nine recreation aspects (such as “Quality of recreation opportunities”), weighted by the importance that visitors attributed to each aspect. **Recreation aspects on the left side of the chart with values above ‘0’ on the X axis are those that visitor responses indicate need the most improvement.**

Results for each recreation aspect at this park were found by assigning the values 1-5 (with 5 being “very important” or “very satisfied”, and 1 being “very unsatisfied” or “very unimportant”) to visitor responses for each recreation aspect, then calculating  $I*(I-S)$ , where  $I$  is the average importance level for each aspect and  $S$  is the average satisfaction level for each aspect.

Note: Recreation aspect descriptions are shortened in the chart due to space limitations. For complete descriptions, see Question 13 text in the Appendix.

**Chart 4. Visitor Satisfaction with Recreation Aspects, Weighted by Importance**



## **10. Interest in Additional Activities, Programs and Amenities**

In Questions 11 and 14, participants were asked if there were other activities, programs or amenities they would like that were not currently available at this park, and if so, what they suggested.

Park-specific comments have been shared with each park superintendent for follow up.

## **11. Other Feedback**

The last, unnumbered question of the interview asked visitors to provide any other feedback they might have about the park or the CSP system.

Park-specific comments have been shared with each park superintendent for follow up.



## Appendix: Interview Questions

1. What's your zip code? \_\_\_\_\_  
 • If not from the U.S., what country are you from? \_\_\_\_\_
2. How many are in your group, including yourself on this trip? \_\_\_\_\_  
 (If alone, go to question #4)
3. Are you here with: (check  **all** that apply)  
 Friends  Part of a commercial tour  
 Family  A club/organization field trip  
 School/study group  Other: \_\_\_\_\_
4. Have you been to this State Park before this visit?  Yes  No  Don't remember/maybe
5. How did you learn about this park? (check  **all** that apply)  
 Grew up nearby/live nearby  Newspaper  Magazine or publication  
 Recommended by family or friends  Travel agency  By chance (drove by, etc.)  
 Tour book/map (e.g., CSAA guide)  TV/radio  Don't remember  
 Internet/State Parks web site  Road sign  Other: \_\_\_\_\_
6. Is this State Park your primary destination or is this one of several stops along an extended trip?  
 primary destination  one of several stops
7. Are you camping here or on a day trip to the park?  
 Day: how many hours do you expect to be here? \_\_\_\_\_ (skip to Q9)  
 Camping: If camping, how many nights will you be here? \_\_\_\_\_
8. **If camping**, during this visit will you/did you use any of these items? (check  **all** that apply)  
 Tent  Motor home  
 Car top Camper /camper shell  Hookups –sewer, water, elec., etc.)  
 Tent trailer  Generator  
 Trailer / 5<sup>th</sup> wheel  Other \_\_\_\_\_
9. What activities did you do or do you expect to do at this State Park? (check  **all** that apply)

Unit: \_\_\_\_\_  
 Location: \_\_\_\_\_  
 Researcher: \_\_\_\_\_  
 Date: \_\_\_\_\_

### Water Activities

- 01-Beach play
- 02-Boating (power)
- 03-Body surfing/wakeboarding
- 04-Canoeing/kayaking
- 05-Jet skiing (personal water craft)
- 06-Sailboating
- 07-SCUBA/snorkeling
- 08-Sunbathing
- 09-Surfing
- 10-Swimming
- 11-Tubing
- 12-Water play/wading
- 13-Water-skiing
- 14-Windsurfing
- 15-Other: \_\_\_\_\_

### Nature Oriented Activities

- 16-Bird watching
- 17-Nature walks/interpretive trails
- 18-Photography
- 19-Relaxing in the outdoors
- 20-Tide pool exploration
- 21-Wildlife viewing
- 22-Stargazing
- 23-Wildflowers
- 24-Other: \_\_\_\_\_

### Recreation Activities

- 25-Backpacking
- 26-Biking – mountain bike
- 27-Biking – on paved surfaces
- 28-Camping
- 29-Fishing
- 30-Hiking
- 31-Horseback riding
- 32-Horseshoes
- 33-Jogging/running
- 34-Kite flying
- 35-Motorcycle riding
- 36-Picnicking
- 37-Rollerblading
- 38-Scooters
- 39-Skiing
- 40-Sledding
- 41-Snow play
- 42-Throwing a Frisbee/Frisbee Golf
- 43-Volleyball/badminton
- 44-Walking for pleasure
- 45-Other: \_\_\_\_\_

### Educational/Interpretive Activities

- 46-Campfire program
- 47-Historical sightseeing/tour
- 48-Junior Ranger
- 49-Junior Lifeguard
- 50-Living history program
- 51-School program or activity
- 52-Self-guided trail / tour
- 53-Visitor center/museum
- 54-Native American history program
- 55-Other: \_\_\_\_\_

### Off-Highway Activities

- 56-Four Wheel Drive
- 57-ATV
- 58-SUV
- 59-Dirt bike riding
- 60-Dune buggy
- 61-Go-kart
- 62-Other: \_\_\_\_\_

### Electronics

- 63-Geocaching
- 64-Wi-Fi
- 65-GPS
- 66-Other: \_\_\_\_\_

Which of these is the primary activity of your group as a whole? \_\_\_\_\_

10. If we offered additional accommodations to stay in at this State Park, such as a tent or canvas cabin, would you use something like this? We'd also like to know if you would also be interested in using a rustic wooden cabin, a yurt (which is a circular framed canvas tent), a small group/multi-family campsite or [researcher – only ask where possible] a floating campsite.

- Tent or canvas framed cabin
- Rustic wooden cabin
- Yurt (a circular canvas tent)
- Floating camp site (decking with camping amenities such as a barbecue and picnic table)
- Multi-family/small group campsite
- Other: \_\_\_\_\_

11. Now I have some questions about activities and programs. Based on what you've experienced at this park so far, are there programs you might like here at this park but that aren't currently available. [researcher – wait for an answer, and only suggest park-specific examples to guide visitors if they ask for examples, otherwise move on]

**Activities**

- Gold panning demonstrations
- Rafting events
- Volunteer efforts e.g., tree plantings
- Geocaching

**Programs**

- Living history program
- Camp fire talks led by a ranger
- Dirt bike/ OHV safety programs
- Horseback trail riding tours

12. Provide a rough estimate of your purchases (yourself and your immediate party) while in this park and then in the nearby communities (nearby communities is defined as anywhere within 25 miles of this park).

	In this park and nearby communities	Outside of this park/nearby communities while on this trip
12.1 Overnight lodging at motels, resorts, and private campgrounds	\$	\$
12.2 Food and beverages at restaurants and snack stands	\$	\$
12.3 Supplies such as groceries, film, bait, gifts and souvenirs, etc	\$	\$
12.4 Gasoline, vehicle repairs, parking, toll fees and public transportation	\$	\$
12.5 Recreation purchases; e.g., equipment rentals and tours	\$	\$

13. The next question is about a number of recreation aspects of your visit to this State Park, and I'd like to know two things about each one: how satisfied you are with each one, and how important that aspect of the park is to you.

	Very Satisfied	Somewhat Satisfied	Neither satisfied or unsatisfied	Somewhat Unsatisfied	Very unsatisfied	DK / Not Applicable	Very Important	Somewhat Important	Neither important or unimportant	Somewhat Unimportant	Very unimportant	DK / Not Applicable
13.1 Efforts to preserve the natural or historic resources here												
13.2 Overall condition of facilities												
13.3 Quality of recreational opportunities available here												
13.4 Feeling of safety and security during your visit												
13.5 Opportunities to help you learn about the area's history and natural environment												
13.6 Courtesy and helpfulness of park staff												
13.7 Availability of staff to assist you												
13.8 Fees you paid compared to the value of your park experience*												
13.9 Quality of concession services at this park												

[\*researcher 13.8 clarification: In other words, do visitors feel they're getting what they paid for or not? For the importance part, what we're interested in finding out is if park fees are an important or unimportant part of their decision to visit a specific State Parks unit]

14. Are there any additional amenities you would like to have in this State Park beyond what are currently offered? *[researcher – wait for visitors to respond, and then only if they ask for guidance, suggest park-specific examples depending on where you're working]*

*These could be facilities such as:*

- *off-highway vehicle areas*
- *trails*
- *picnic areas for groups*
  
- *visitor centers and interpretive opportunities*
- *services, such as concession boat rentals, etc.*
- *electronic/internet services such as Wi-Fi*
  
- *walk-in primitive camping sites*
- *campsites for tents*
- *campsites for small tent trailers*
- *group campsites*
- *campsites with hookups for larger trailers and RVs*

*What amenities do you suggest? \_\_\_\_\_*

The remaining survey items are designed to give us a better idea of the characteristics of State Park visitors. Please note that your responses are anonymous and you are not identified in any way with this information.

1. What is your gender?  Male  Female

2. Your age?

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> 18-24 years | <input type="checkbox"/> 55-59 years       |
| <input type="checkbox"/> 25-34 years | <input type="checkbox"/> 60-64 years       |
| <input type="checkbox"/> 35-44 years | <input type="checkbox"/> 65-74 years       |
| <input type="checkbox"/> 45-54 years | <input type="checkbox"/> 75 years and over |

3. What is the age range for **each other member** of the party you came with today? How many in your party are:

- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> 1 - 9 years | <input type="checkbox"/> 45-54 years        |
| <input type="checkbox"/> 10-14 years | <input type="checkbox"/> 55-59 years        |
| <input type="checkbox"/> 15-24 years | <input type="checkbox"/> 60-64 years        |
| <input type="checkbox"/> 25-34 years | <input type="checkbox"/> 65-74 years        |
| <input type="checkbox"/> 35-44 years | <input type="checkbox"/> 75 years and older |

4. In terms of your racial/ethnic identity, which group do **you individually** belong to? (choose one)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Hispanic or Latino        | <input type="checkbox"/> White / Caucasian                          | <input type="checkbox"/> Other / Multi-racial |
| <input type="checkbox"/> Asian                     | <input type="checkbox"/> American Indian and/or Alaska Native       |   |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> Native Hawaiian and other Pacific Islander |   |

5. What is your **combined household** income?

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Less than \$14,999   | <input type="checkbox"/> \$35,000 to \$49,999 | <input type="checkbox"/> \$100,000 to \$149,000 |
| <input type="checkbox"/> \$15,000 to \$24,999 | <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> \$150,000+             |
| <input type="checkbox"/> \$25,000 to \$34,999 | <input type="checkbox"/> \$75,000 to \$99,999 |   |

Is there anything else that you would like State Parks to know about this park? How about the state park system as a whole? If so, what?

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Please hand to the researcher once you're finished. Thank you for your time.