

Columbia River Gorge  
Vital Signs Indicators  
Resident and Visitor Study

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Report  
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## **Introduction**

The Columbia River Gorge National Scenic Area (NSA) covers over 292,000 acres and spans approximately 80 miles on either side of the Columbia River from just east of the Portland/Vancouver metropolitan area to just east of Dallesport, WA and The Dalles, OR. The NSA is managed by the Columbia River Gorge Commission and the US Forest Service. The Vital Signs Indicators (VSI) program was created to capture public values regarding the conditions of scenic, natural, cultural, recreation, and economic resources of the NSA and develop multiple indicators based on these values to monitor the condition of the resources. Several of the indicators were written to gauge public perceptions. The Gorge Commission contracted Dr. Robert Burns to design a survey instrument that would provide this information as well as collect, analyze, and report it. Ultimately, the results of the analysis conducted for the VSI will be used to inform the NSA management plan revision.

## **Executive Summary**

### **Overview**

The principle focus of this study was to better understand the visitors' and residents' perceptions of the qualities of the Columbia River Gorge Commission (CRG) scenic, cultural, natural, and recreation resources and track how they spent their recreation and tourism dollars. Specifically, researchers wanted to identify any perceptions of crowding, reasons for recreating, quality of facilities, services, and resource conditions, and how others impact their experience. The mechanism used to assess perception and spending patterns was a face to face survey of users of public recreation sites or areas. Those surveyed included both residents of the CRG as well as visitors to the area. Because the respondents were visiting the recreation sites they are heretofore referred to as 'visitors' or 'recreationists' regardless of their place of residence. The final page of the survey comprised of either an economic or cultural addition, divided evenly between the respondents. The economic addition sought to identify the recreational spending patterns among visitors and residents in the CRG, while the cultural addition looked at visitation habits to culturally educational locations in the CRG and the impact these places had on the visitor.

### **Methodology**

Visitors (16 years or older) were asked to participate in a 4 page, face to face interview at different public recreation locations in the Columbia River Gorge NSA. These on-site interviews were conducted with a total of 729 visitors during the 2010 recreation season (June through October), across approximately 60 sampling days. The survey days were stratified across weekday and weekend periods, as well as morning, mid-day and evening timeframes.

### **Visitor Demographic Profile**

The sample comprised of mostly US Citizens (97%) with a mean age of 44 years. The vast majority (89.7%) of visitors count themselves among a white racial background, while 5.5% consider themselves Asian, and the remainder were Native American/Alaskan Natives or African-Americans.

## **Executive Summary (Cont.)**

### **Trip and Group Characteristics**

A large majority (80.2%) of respondents were aware of the CRG's status as a National Scenic Area, and a similar number (82.6%) were repeat visitors to the sites. Close to two-thirds (62%) of visitors arrived via I-84, while 22.3% arrived from Washington State Route 14 and 11.8% travelled the OR Columbia River Historic Highway. Nearly half (46%) visited with family, and another quarter (26%) visited with friends. On average, visitors spent 44 days visiting the CRG sites annually, however the median number of days spent was 10 per year.

### **Reason for Visiting**

Popular activities reported by respondents include viewing natural features, hiking or walking, and general viewing activities/sightseeing. Results of the study showed visitors seek to experience the great outdoors and get away from the regular routine. Visitors indicated that they come to this area because it is a good place to do the outdoor activities they enjoy. The Columbia River Gorge NSA being close to home does not seem to be a factor as to why they visit. Only 5.1% come to the CRG sites because they are close to home.

### **Crowding**

The majority of visitors to the CRG did not feel crowded on their trip. Results also showed that visitors indicated the number of people they saw was about what they expected. Nearly two-thirds of respondents felt that the number of people in the CRG added a little bit to their enjoyment of the area.

### **Cultural Profiles**

The most visited cultural attractions in the CRG were the historic Columbia River Highway, Multnomah Falls Lodge, and Vista House. Non-local users were found to be more than three times as likely to visit these sites as local users. Nearly half (49.6%) of the visitors felt they had learned something new while experiencing these attractions, and 43.8% reported that they understood something better. Only about one-fourth (28.4%) of visitors obtained information about the CRG prior to or during their trip. A large proportion (43.9%) of these were non-local users. Of those who did access information, over one-fourth (29.3%) obtained information via the internet, while 26.8% read interpretive signs for their information. The vast majority (91.3%) felt the information obtained was helpful. Understanding the history and cultural resources of the CRG is important to 84.8% of visitors.

### **Economic Profiles**

Close to half (44.6%) of the visitors to the CRG sites reported they would have gone elsewhere to participate in the same activity had they been unable to recreate in the CRG. On average, visitors spent 9 days on their overnight trip to the Columbia River Gorge NSA and an average of 6 hours on their day trip. Overall, respondents reported spending an average of 25 days per year in the CRG participating in the primary activity, although local users spent significantly more time (Mean = 60 days/year) than non-local users (Mean = 15 days/year). Close to half (43.9%) of visitors had paid for just their own expenses for this trip, while one third (32.5%) were sharing expenses with others.

### **Comparisons by Activity Segment (Social, Skill or Place)**

Visitors to the CRG sites for activity based reasons were more likely to be repeat visitors (91.8%) and visited an average of 57 days per year. Respondents were segmented into those who were motivated to visit because of social, place, or activity-focused reasons. Social visitors reported the earliest average visitation year (Mean = 1985). Respondents were asked a series of questions designed to understand their motivation to visit. The three categories were “to experience nature at this place,” to participate in social activities,” and “to improve skill or challenge.” Over one third (33.6%) of visitors recreating because they enjoy the place itself reported that the CRG was not their primary destination, however the vast majority (91.3%) of activity based recreationists and 76.3% of social recreationists were primarily visiting the CRG. Greater than half of those visitors who reported place (55.7%) or social (55.3%) reasons as most important were traveling with family. Activity-based recreationists reported the lowest feelings of crowding (Mean = 3.26 on a 9-point scale). Greater than half (54%) of the activity-based recreationists reported that they would have gone elsewhere for the same activity if they weren’t able to go to the CRG. About one-third of the place (37.1%) and social-based (32.2%) recreationists reported the same.

## **Demographics, Trip Characteristics, and Trip Visitation Patterns**

## Demographics

Visitors were asked to provide basic demographic information to allow us to better understand the characteristics of people who visit the Columbia River Gorge National Scenic Area recreation sites.

- The average age of respondents was 44 years old.
- Nearly one-quarter (23.5%) were between the ages of 31-40, while another 21.5% were between 41-50 years old.
- The vast majority (97.3%) of visitors to the CRG sites were from the United States.
- Nearly all (96.3%) of visitors were not of Hispanic origin, and 3.7% did have a Hispanic/Latino background.
- The majority (89.7%) of respondents were White, while 5.8% of respondents were Asian.
- Native American/Alaskan, Native Hawaiian/Pacific Islander and African-Americans each made up just over 1% of the population.

**Table 1. Demographics**

	<b>Number of Visitors</b>	<b>Percent</b>
<b>Age</b>		
16-20	10	1.4
21-30	138	19.3
31-40	168	23.5
41-50	154	21.5
51-60	138	19.3
61-70	83	11.6
Over 70	25	3.5
	Mean = 44.19	
<b>Country of Origin:</b>		
US	696	97.3
Other	19	2.7
<b>Hispanic/Latino origin</b>		
Yes	26	3.7
No	679	96.3
<b>Racial Makeup:</b>		
White	629	89.7
Asian	41	5.8
Native American/Alaskan Native	8	1.1
Native Hawaiian/Pacific Islander	5	<1
African-American	9	1.3
Other	9	1.3

Percentages may not equal 100 because of rounding.

## Trip Characteristics

Visitors were asked about their awareness of the area’s status as a designated National Scenic Area. They were also asked to report on their route of travel to get to the CRG sites.

- The vast majority (80.28%) of visitors were aware that the Columbia River Gorge was a designated National Scenic Area.
- Close to two-thirds (62%) of respondents traveled I-84 to get to the CRG.
- Nearly one-quarter (22.3%) traveled WA State Route 14 to arrive in the CRG, and 11.8% used the OR Columbia River Historic Highway.

**Table 2.** Trip Characteristics

<b>The Columbia River Gorge (CRG) is a designated National Scenic Area. Were you aware of this prior to being asked this question?</b>	<b>Number of Visitors</b>	<b>Percent</b>
Yes	585	80.2
No	144	19.8
<b>What route did you travel to get to the CRG today?</b>	<b>Frequency</b>	<b>Percent</b>
WA State Route 14 (from east/west)	163	22.3
I-84 (from east/west)	456	62.0
OR Columbia River Historic Highway (from east/west)	86	11.8
Columbia River	1	<1
Other (please list)	24	3.3

Percentages may not equal 100 because of rounding

### Trip Visitation Patterns

Respondents were asked questions about their current trip and visitation history to the CRG.

- The majority (82.6%) of respondents were repeat visitors to the Columbia River Gorge sites.
- Just over one-fifth (21.2%) of repeat visitors first visited the CRG between 1991 and 2000, while 19.9% of respondents had visited for the first time between 1981 and 1990.
- Respondents spend an average of 44.76 days at CRG sites each year.
- Nearly one-fifth (19.8%) of visitors spend 2 or fewer days at CRG sites each year, and another 19.1% spend 3 to 6 days at sites each year.
- A notable proportion (16%) visited CRG sites more than 51 days each year.
- Almost half (46%) of the people visiting the CRG sites were there with their families.
- Over one-quarter (26%) of respondents visited CRG sites with friends.

**Table 3.** Trip Visitation Patterns

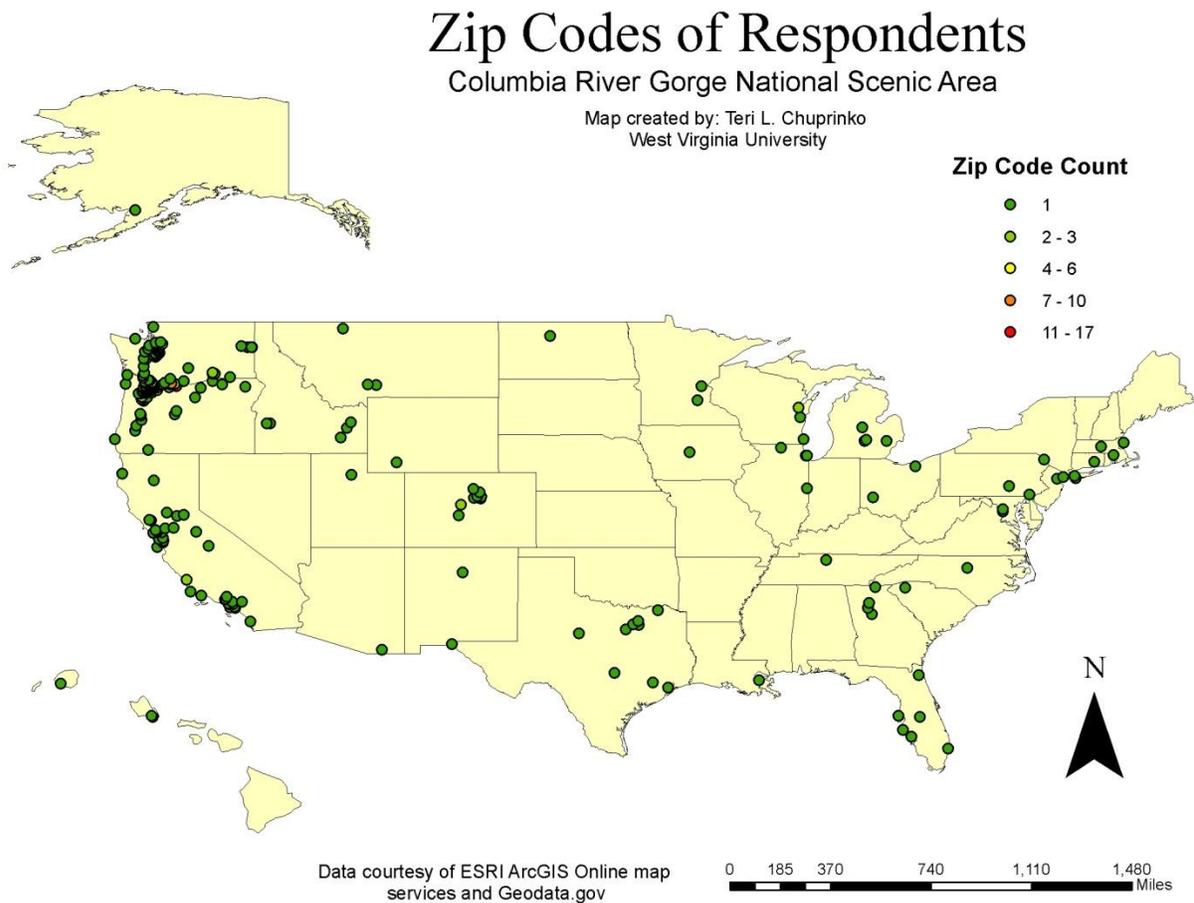
	Number of Visitors	Percent
<b>First visit:</b>		
Yes	127	17.4
No	604	82.6
<b>If no, year of first visit</b>		
Prior to 1970	89	15.0
1971 to 1980	93	15.7
1981 to 1990	118	19.9
1991 to 2000	126	21.2
2001 to 2005	82	13.8
2005 or later	86	14.5
<b>Days per year spent in CRG</b>		
2 or fewer	118	19.8
3 to 6	114	19.1
7 to 10	83	13.9
11-20	95	15.9
21-50	88	14.8
51 or more	98	16.4
	Mean = 44.76	
	Median = 10.0	
<b>Group type</b>		
Alone	111	15.3
Family	333	46.0
Friends	188	26.0
Family & Friends	80	11.0
Commercial Group	5	<1
Organized Group	6	<1
Other	1	<1

Percentages may not equal 100 because of rounding.

## Origin of Respondents

Respondents of the study were asked their home zip code.

- The respondents tend to visit from both local and non-local destinations.
- Although many respondents were residents of the towns in and near the CRG, many were residents of the Portland and Seattle metro areas.
- A notable proportion of respondents were visiting from the central part of California, and visitation from the east coast of the US was notable as well.



# Zip Codes of Respondents Pacific Northwest

Columbia River Gorge National Scenic Area

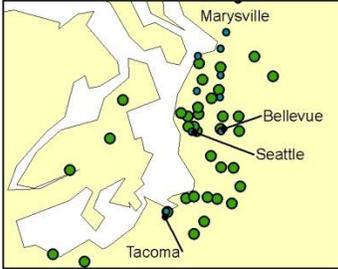
Map created by: Teri L. Chuprinko  
West Virginia University

## Zip Code Count

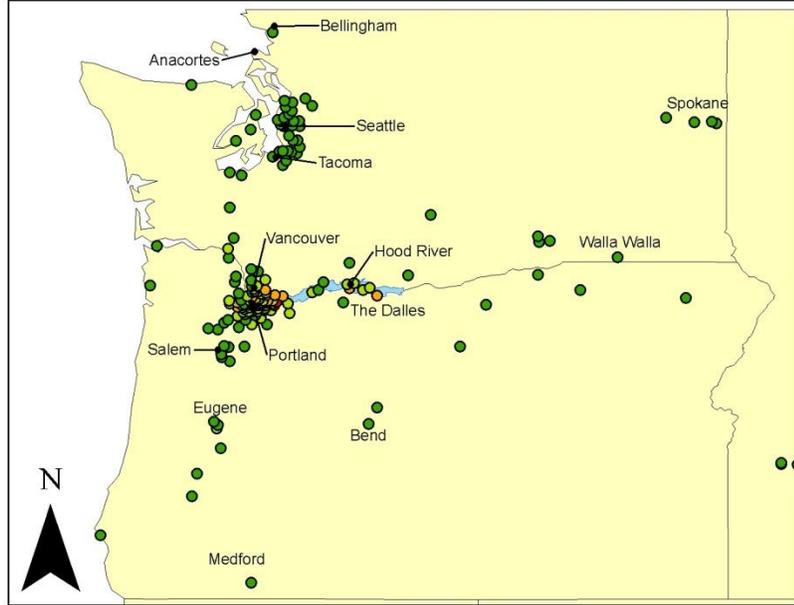
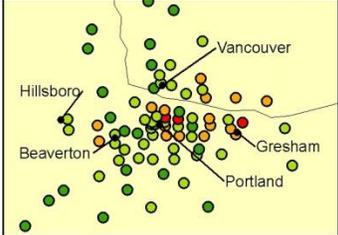
- 1 - 2
- 3 - 7
- 8 - 13
- 14 - 17

Columbia River Gorge NSA

### Seattle Metro Area



### Portland/Vancouver Metro Area



Data courtesy of ESRI ArcGIS Online map services and Geodata.gov

0 35 70 140 210 280 Miles

# Zip Codes of Respondents

## Columbia River Gorge National Scenic Area

Map created by: Teri L. Chuprinko  
West Virginia University

### Legend

#### Columbia River Gorge

- 1 - 3
- 4 - 7
- 8 - 17

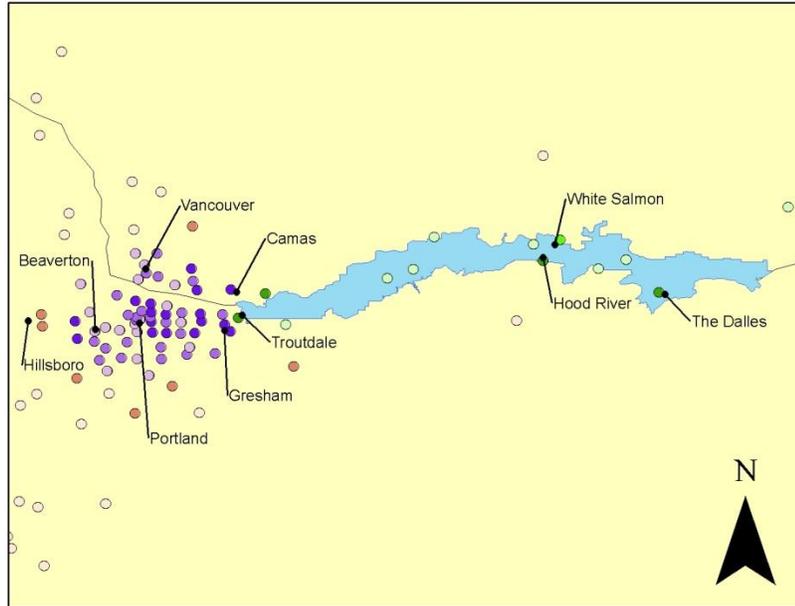
#### Portland/Vancouver Metro Area

- 1 - 3
- 4 - 7
- 8 - 17

#### Out of Area

- 1 - 3
- 4 - 7
- 8 - 17

 Columbia River Gorge NSA



Data courtesy of ESRI ArcGIS Online map services and Geodata.gov

0 10 20 40 60 80 Miles

## **Activity Participation and Primary Activities**

### **Activity Participation and Primary Activities**

Visitors were asked to list the different activities they participated in while on their trip. Of those activities they listed, they were asked which one was their primary activity.

- Popular activities at Columbia River Gorge NSA sites were *viewing natural features* (84.2%), *hiking or walking* (61.9%), and *general viewing activities/sightseeing* (59.8%). Of those popular activities, visitors also reported *hiking or walking* (30%) and *general viewing activities* (20.5%) as primary activities on their trip to the recreation areas.
- Visitors reported *driving for pleasure on roads* (40.4%) and *viewing a nature center, nature trail, or visitor center* (30.9%) as popular activities, although they were not primary activities for their trip to the recreation areas.
- More than a quarter of respondents (28%) reported *visiting historic/prehistoric sites* although fewer than 1% stated it was their primary activity.
- Just under one-quarter (22%) of visitors reported *picnicking and family gatherings in developed sites*. Of those, 4.4% stated it was their primary activity.
- A notable proportion (15.3%) reported participation in *fishing*, however 11.9% said it was a primary activity.

**Table 4. Summary of Activity Participation and Primary Activities**

14. In what activities on this list did you participate during this visit to the CRG?		15. Which of those is your primary activity for this visit to the CRG?
Question 14 answers		Question 15 answers
Percent	Activity	Percent
8.3	Camping in developed sites (horseback, RV/Trailer, car camping with tent)	4.2
2.7	Primitive camping	<1
2.2	Backpacking	1.0
5.3	Resorts, cabins, organization camp use, and other accommodations	<1
22.0	Picnicking and family gatherings in developed sites	4.4
<1	Hang gliding	---
84.2	Viewing natural features such as scenery, wildlife, birds, flowers, fish, etc.	2.7
28.0	Visiting historic sites, cultural sites, or museums	<1
30.9	Viewing a nature center, nature trail, or visitor center	1.1
9.2	Nature study	<1
59.8	General viewing activities, sightseeing	20.5
15.3	Fishing—all types	11.9
1.0	Hunting—all types	---
40.4	Driving for pleasure on roads	<1
3.4	Motorized water travel	1.0
2.9	Other motorized activities (please list)	<1
61.9	Hiking or walking	30.0
6.6	Horseback riding	<1
<1	Bicycling, including mountain bikes	3.7
8.9	Nonmotorized water travel (sailboarding, kiteboarding, kayaking, rafting, etc.)	7.9
---	Cross-country skiing, snowshoeing (circle all that apply)	---
5.2	Other nonmotorized activities (please list)	3.5
6.0	Gathering mushrooms, berries, firewood, or other natural products	---
19.0	Beach use	4.7
<1	Rock climbing	<1

\*\*Percentages do not equal 100 because respondents could check more than one activity.

**Quality Domains, Customer Satisfaction Scores and  
Overall Satisfaction**

## Quality Domains

Respondents were asked about their satisfaction levels on several key quality domains regarding the recreation areas. The respondents were shown a scale ranging from 1 (awful) to 5 (excellent), or they could indicate that the question did not apply.

- The greatest percentage (38.7%) of visitors considered the *sanitation & cleanliness* of the CRG sites to be excellent (mean = 4.13).
- Over one-third (35.2%) of respondents thought the *condition of facilities* was excellent (mean = 4.10).
- More than half (54.9%) of visitors felt that the *condition of natural environment* in the CRG was excellent (mean = 4.39).
- 50.7% rated the *responsiveness of public recreation site staff* as excellent (mean = 4.30).
- The greatest percentage (39.4%) consider the *safety & security* of the CRG to be excellent, while 37.5% thought it was very good (mean = 4.10).
- The majority (84.1%) reported that the *attractiveness of the CRG landscape* was excellent (mean = 4.80).
- About one-third (34.5%) of respondents thought the *amenities in local communities* were excellent, however 16.9% felt this question was not applicable (mean = 3.95).

**Table 5.** Quality Domains

	<b>Awful</b>	<b>Fair</b>	<b>Good</b>	<b>Very Good</b>	<b>Excellent</b>	<b>N/A</b>	<b>Mean</b>
	-----Percent-----						
Sanitation & Cleanliness	<1	2.8	18.1	29.8	38.7	1.0	4.13
Condition of Facilities	1.0	2.4	17.1	44.1	35.2	4.0	4.10
Responsiveness of Staff	1.5	1.5	13.1	33.1	50.7	54.1	4.30
Condition of Natural Environment	<1	2.6	9.5	32.7	54.9	<1	4.39
Safety & Security	1.0	4.1	18.0	37.5	39.4	6.4	4.10
Attractiveness of CRG landscape	<1	<1	2.9	12.6	84.1	<1	4.80
Amenities in local communities	1.3	5.6	24.6	33.9	34.5	16.9	3.95

Percentages may not equal 100 because of rounding.

Response Code: 1= “Awful” and 5 = “Excellent”

Not applicable responses coded as missing and deleted from computation of mean.

## Overall Satisfaction

Visitors were asked to rate their overall satisfaction with their visit to the Columbia River Gorge National Scenic Area on a scale of 1 to 10, where 10 is the highest score possible.

- Overall, visitors were very highly satisfied with their trip to the CRG.
- Nearly half (46.8%) rated their overall satisfaction of their visit a 10.
- Close to one-quarter (24%) rated their overall experience as a 9.
- The average rating for overall satisfaction was 8.98.

**Table 6.** Overall Satisfaction

<b>Overall Satisfaction (%)</b>	<b>(1)</b>	<b>(2)</b>	<b>(3)</b>	<b>(4)</b>	<b>(5)</b>	<b>(6)</b>	<b>(7)</b>	<b>(8)</b>	<b>(9)</b>	<b>(10)</b>	<b>Mean</b>
	<1	<1	<1	<1	1.9	1.2	6.5	18.8	24.0	46.8	8.98

Percentages may not equal 100 because of rounding.

Response Code: 1 = “Poor” and 10 = “Perfect”

**Importance of Visitor Experiences, Most Important Reason to Visit and Experience Preferences**

## Importance of Visitor Experiences

Respondents were provided a list of possible reasons to visit the Columbia River Gorge National Scenic Area. They were given nine different options under three categories (nature, skill and challenge, and social). The respondents were asked to rank them on a scale of 1 (not at all important) to 5 (extremely important).

- The most important reason visitors gave for recreating in the CRG was *to experience natural surroundings* (mean = 4.64).
- Additional reasons that were ranked high in importance included *to be outdoors* (mean = 4.47) and *to get away from the regular routine* (mean = 4.39).
- Recreationists reported that the least important reason for visiting the CRG was *to develop my skills* (mean = 2.85).
- Visitors also gave lower importance to *for the challenge or sport* (mean = 3.26), and *for family recreation* (mean = 3.50).

**Table 7.** Importance of Visitor Experiences (Motivations)

	Not at all Important	Somewhat Important	Moderately Important	Very Important	Extremely Important	
	Percent					Mean
To be outdoors	<1	<1	6.9	35.5	56.5	4.47
For relaxation	1.1	3.2	14.4	36.6	44.8	4.21
To get away from the regular routine	1.1	2.1	9.3	31.7	55.8	4.39
For the challenge or sport	13.3	13.4	28.9	22.7	21.7	3.26
For family recreation	13.3	8.4	20.6	30.3	27.3	3.50
For physical exercise	5.9	9.4	22.5	31.8	30.4	3.71
To be with my friends	9.4	6.9	20.3	31.6	31.8	3.69
To experience natural surroundings	<1	<1	4.7	31.1	63.4	4.64
To develop my skills	24.5	16.1	26.0	16.9	16.5	2.85

Percentages may not equal 100 because of rounding.

Response Code: 1= “Not at all Important” and 5 = “Extremely Important”

## Most Important Reason to Visit

Visitors were given a choice of four common reasons people visit outdoor recreation areas, and asked which one was the single most important reason for them.

- Nearly one-half (45.8%) of respondents said the most important reason to visit the CRG was because *it's a good place to do the outdoor activities I enjoy*.
- Almost one third (32.8%) felt the most important reason to visit was because they *enjoy the place itself*.

**Table 8.** Summary of Most Important Reason to Visit

<b>Which of the following was the most important reason for this visit to the CRG?</b>	<b>Number of Visitors</b>	<b>Percent</b>
I enjoy the place itself	236	32.8
It's a good place to do the outdoor activities I enjoy	329	45.8
I wanted to spend more time with my companions	116	16.1
It was close to home	37	5.1

Percentages may not equal 100 because of rounding.

## **Perception of Crowding, Crowding and Visibility of Others and Waiting Time Preferences**

## Crowding and Visibility of Others

Visitors were asked how the actual number of people they saw related to the number of people they expected to see while on their trip, and their feelings of crowding during their visit to the CRG (based on a scale of 1 to 9 where 1 was “Not at all Crowded” and 9 was “Extremely Crowded”). Visitors were also asked to respond to the effect that crowding had on their enjoyment of their visit.

- The greatest proportion (41.9%) of visitors felt that the number of people they encountered while on the CRG was *about what they expected*.
- Less than one-fifth (18.3%) said they encountered *a little less than they expected*, while 13.1% encountered *a little more than they expected*.
- On average, visitors felt they were only *slightly crowded* while recreating on the CRG (mean = 3.53).
- Nearly two-thirds (65.4%) of respondents felt that the number of people at the CRG during their visit *added a little to my enjoyment*, however another 14% felt that the number people there *detracted a lot from my enjoyment*.

**Table 9.** Crowding and Visibility of Others

<b>How did the number of people you saw in the CRG compare with what you expected to see?</b>	<b>Number of Visitors</b>	<b>Percent</b>
A lot less than you expected	47	6.5
A little less than you expected	132	18.3
About what you expected	302	41.9
A little more than you expected	94	13.1
A lot more than you expected	52	7.2
You didn't have any expectations	93	12.9
How crowded did you feel during visit to the CRG?	Mean = 3.53	
<b>How did the number of people at the CRG today affect your overall enjoyment of your visit?</b>		
Added a lot to my enjoyment	67	9.3
Added a little to my enjoyment	470	65.4
No effect on my enjoyment	14	1.9
Detracted a little from my enjoyment	67	9.3
Detracted a lot from my enjoyment	101	14.0

Percentages may not equal 100 because of rounding.

# **Columbia River Gorge VSI**

## **Cultural Section**

## Sites Visited

Visitors to the CRG sites were asked to report on additional attractions that they might have visited while on their trip.

- Close to one-quarter (22.4%) of visitors spent some time on the *Historic Columbia River Highway*.
- Slightly less than one-fifth (16.0%) of visitors visited the *Multnomah Falls Lodge*. Similarly, 15.7% visited the *Vista House*.
- Visitors also enjoyed visiting *interpretive signs on Historic Columbia River Highway* (9.7%), *historical markers on WA State Route 14* (3.9%), and *Cascade Locks Historical Museum* (2.5%).

**Table 10.** Summary of Sites Visited

Did you visit any of the following places on this trip?	Number of Visitors	Percent
Historic Columbia River Highway (any segment)	81	22.4
Multnomah Falls Lodge	58	16.0
Vista House	57	15.7
Visitors Center at Bonneville Dam	49	13.5
Interpretive Signs and Markers on Historic Columbia River Highway (in Oregon)	35	9.7
Historical Markers on Washington State Route 14	14	3.9
Cascade Locks Historical Museum	9	2.5
Confluence Project at Sandy River Delta	7	1.9
Columbia Gorge Interpretive Center (Stevenson)	7	1.9
Discovery Center/Wasco County Historic Museum (The Dalles)	5	1.4
Indian rock art at Horsethief Lake in the Columbia Hills State Park	4	1.1
The Dalles Mountain Ranch (at Columbia Hills State Park)	3	<1
History Museum of Hood River County	1	<1
Troutdale Historical Society	1	<1
Visitors Center at the Dalles Dam	3	<1
Interpretive programs at USFS, Oregon or Washington State Parks campgrounds	2	<1
Visitors Center at Hark O. Hatfield Trailhead for Historic CR Hwy	---	---
Other	10	2.8

## Role of Interpretive Information

Visitors were asked to report on the extent to which learning and connections were established during their visit in the CRG National Scenic Area (based on a 5 point scale where 1 was “Not at All” and 5 was “A Lot”).

- Responses from the interviewees suggests there was not a strong degree of connectivity or learning that occurred, but some nonetheless.
- Visitors were most likely to report that they *learned something new* (Mean = 3.31), they *understood something better* (Mean = 3.12), and they *formed a connection to the history of the CRGNSA* (Mean = 3.04).
- The respondents were slightly less likely to say they *thought about something differently* (Mean = 2.79) or *formed an intellectual connection to the significance of cultural resources* (Mean = 2.66).

**Table 11.** Summary of Interpretive Information

During your visit, indicate the extent to which you: (%)	Not at All -----> A Lot					Mean
	1	2	3	4	5	
Learned something new	19.0	5.8	25.5	24.8	24.8	3.31
Understood something better	21.9	6.6	27.7	24.8	19.0	3.12
Formed a connection to the history of the CRG	22.1	11.0	26.5	22.1	18.4	3.04
Thought about something differently	30.1	11.0	25.0	17.6	16.2	2.79
Formed an intellectual connection to the significance of cultural resources	31.6	15.8	20.3	19.5	12.8	2.66

## Acquisition of Information

Respondents were asked to give details about the acquisition of information in preparation of and during their trip to the CRG sites, as well as providing lists of how said information was obtained.

- More than one-fourth (28.4%) of respondents reported they had obtained information about the history of the CRG during or in preparation for their trip. However, 71.6% reportedly did not.
- Well over one-quarter (29.3%) of visitors reported they had gathered their information in the CRG via the *internet*.
- More than one-fourth (26.8%) of respondents said their information in the CRG had come from *interpretive signs*, while another 16.6% got information from *brochures*.
- Only one person obtained their information about the CRG from *television*, and no one obtained information via *radio*.
- Nearly all (91.3%) of the visitors to the CRG felt they had received adequate information to plan their trip.
- A large majority (84.8%) of recreationists reported that the history and cultural resources of the CRG is important to them.

**Table 12.** Summary of Acquisition of Information

<b>Did you obtain any information about the history of the Gorge during this trip or in preparation for it?</b>	<b>Number of Visitors</b>	<b>Percent</b>
Yes	97	28.4
No	244	71.6
<b>If yes, please tell us where you obtained the information</b>		
Internet	46	29.3
Interpretive Signs	42	26.8
Brochures	26	16.6
Books	20	12.7
Television	1	<1
Radio	--	--
Other	23	14.6
<b>Was the information you received adequate in helping you plan your trip?</b>		
Yes	84	91.3
No	8	8.7
<b>Is understanding the history and cultural resources of the CRG important to you?</b>		
Yes	295	84.8
No	53	15.2

# **Columbia River Gorge VSI**

## **Economic Section**

## Economic Trip Characteristics

Visitors who responded to the Economic portion of the CRG survey were asked to report on specific characteristics regarding their visit, including visitation and destination patterns.

- A little less than half (44.6%) of visitors to the CRG reported that they would have *gone elsewhere for the same activity* had they been unable to go to the CRG for their visit, while one-fifth (20.3%) reported they would have *stayed home*.
- Among those visitors who made an overnight trip to the CRG, they reported staying an average of 9.71 days this trip (Median = 6.0 days).
- Visitors who made a day trip to the CRG spent an average of 6.26 hours this trip, (Median = 6.0 hours).
- Nearly three-quarters (72.4%) had visited just the CRG during this trip, while 27.6% went to other places as well.
- A large majority (80.2%) reported that the CRG was their primary destination for their trip.
- Visitors reported they had spent an average of 25 days in the CRG in the past year specifically to participate in the primary activity they previously mentioned. However, the median number of days reported was 2.
- 

**Table 13.** Summary of Economic Trip Characteristics

<b>If for some reason you had been unable to go to the CRG for this visit what would you have done instead?</b>	<b>Number of Visitors</b>	<b>Percent</b>
Gone elsewhere for the same activity	160	44.6
Gone elsewhere for a different activity	63	17.5
Come back another time	50	13.9
Stayed home	73	20.3
Gone to work at your regular job	8	2.2
None of the above	5	1.4
<b>About how much time, in total, will you be away from home on this trip?</b>		
Days	Mean = 9.71	
	Median = 6.0	
Hours	Mean = 6.26	
	Median = 6.0	
<b>On this trip, did you recreate at just the CRG, or did you go to other parks, recreation areas, or other National Forests?</b>		
Just the CRG	260	72.4
Other places	99	27.6
<b>Was the CRG your primary destination for this trip?</b>		
Yes	288	80.2
No	71	19.8
<b>How many times in the last year have you visited the CRG specifically to participate in the primary activity that you mentioned previously?</b>		
		Mean = 25.01
		Median = 2.0

## Visitor Expenditures

- The average amount of money spent per year by each visitor on all outdoor recreation activities was \$2,200, however the median amount spent was \$800.
- The greatest proportion (43.9%) of respondents reported they were *paying for just their expenses* while on their trip to the CRG.
- Close to one-third (32.5%) said they were *sharing expenses with other people*.
- Visitors reported that their *portion of shared expenses* averaged \$137.82, however the median cost totaled \$25.00.
- The *portion of visitors' own expenses* was reported to be an average of \$191.32, while the median portion was \$30.00.
- Respondents provided a report of an average of \$380.78 for the combined *total paid for themselves and others*, while the reported median was \$46.00.
- The average *portion paid by someone else* was \$43.11, and the median portion was \$20.00.

**Table 14.** Summary of Visitor Expenditures

<b>About how much money (to the nearest \$100.00) do you spend each year on all outdoor recreation activities, including equipment, recreation trips, memberships, and licenses?</b>	Mean = \$2200	
	Median = \$800	
<b>For this trip are you:</b>	<b>Number of Visitors</b>	<b>Percent</b>
Sharing expenses with other people	114	32.5
Paying just for your expenses	154	43.9
Paying for yourself and others	63	17.9
Someone else is paying for you	19	5.4
<b>Report amount Spent</b>	<b>Number of Visitors</b>	
Your portion of shared expenses	Mean = \$137.82	
	Median = \$25.00	
Your portion of your own expenses	Mean = \$191.32	
	Median = \$30.00	
Total paid for yourself and others	Mean = \$380.78	
	Median = \$46.00	
Your portion paid by someone else	Mean = \$43.11	
	Median = \$20.00	

## Spending Patterns

- Those visitors who stayed in *government-owned lodging* reported spending an average of \$60.77.
- *Food and drink expenses at restaurants and bars* cost visitors an average total of \$123.95, with median expenditures totaling \$50.00.
- Average expenses for *gasoline and oil* costs to recreationists was \$62.83, while the median total was less than half that at \$30.00.
- *Activity fees* cost visitors an average of \$126.25, with the median total coming in at \$100.00.
- *Souvenirs and clothing* came to a mean total of \$102.59 per visitor, although the median total was only \$50.00.
- Recreationists who stayed in *privately-owned lodging* spent an average of \$331.96 on their visit, but a median total of \$200.00.
- *Other food and beverage* costs totaled a mean of \$57.23, with a median value of \$30.00.
- *Other transportation* was the greatest expense for visitors, totally an average of \$440.71, and a median of \$400.00.
- The lowest expense to respondents was for *entry, parking, or recreation use fees* with a mean of \$16.24 and a median of \$5.00.
- Visitors did not report additional expenditures beyond those specifically listed in the survey.

**Table 15.** Summary of Spending Patterns

27. For the following categories, please report the amount spent within 50 miles of here on this trip.				
Government-owned lodging	Food/drink at restaurants and bars	Gasoline and oil	Activities (including guide fees and equipment rental)	Souvenirs and clothing
Mean = \$60.77	Mean = \$123.95	Mean = \$62.83	Mean = \$126.25	Mean = \$102.59
Median = \$40.00	Median = \$50.00	Median = 30.00	Median = \$100.00	Median = \$50.00
Privately-owned lodging	Other food and beverages	Other transportation (plane, bus, etc.)	Entry, parking or recreation use fees	Any other expenditures
Mean = \$331.96	Mean = \$57.23	Mean = \$440.71	Mean = \$16.24	\$---
Median = \$200.00	Median = \$30.00	Median = \$400.00	Median = \$5.00	\$---

### **Comparisons by Motivation Segment (Social, Skill or Place)**

Respondents were segmented by their primary motivations to visit the CRG. As stated previously in the report, the segmentation included social reasons, skill-building reasons and place-related reasons. The data were compared across these three categories to determine if there were differences between the segments. The analysis showed significant differences for the following questions as outlined in this section.

Note: all of the variables in the above sections (pages 9—32) were analyzed to determine if significant differences exist between the motivation segments. In the section below, only those with significant differences are reported. If there was no significant difference, the variables are not displayed, as this information is reported in the above sections.

## Visitation Patterns

Responses were divided and compared based on the most important reason for recreationists to visit the CRG: nature, activity, or social reasons.

- Activity-focused respondents were much more likely to be repeat visitors (91.8%) than place-focused (73.7%) or social-focused (75.0%) respondents.
- Activity-focused respondents also visited the CRG at twice the rate (mean=57 days) of either place-focused (mean=26 days) or social-focused respondents (mean=28 days).
- Respondents who were social-focused reported they had been visiting significantly longer (mean=1985) than place-focused (mean=1989) or activity-focused (mean=1990) respondents.

**Table 16.** Summary of Visitation Patterns by Activity Segment

<b>First Visit?</b>	<b>Most Important Reason (Percent)</b>			
	<b>Place</b>	<b>Activity</b>	<b>Social</b>	<b>Total</b>
Yes	26.3	8.2	25.0	17.3
No	73.7	91.8	75.0	82.7
<b>If no, Year of First Visit (Mean)</b>	1989	1990	1985	1989
<b>Days per year spent visiting CRG (Mean)</b>	26	57	28	43

## Travel Information

- Respondents who were activity-focused (26.1%) were most likely to take Route 14, followed by those who were place-focused (20.3) and social-focused (16.5%) respondents.
- Activity-focused respondents were also much less likely to approach the CRG via the Scenic Highway.
- Social respondents were more likely to visit via I-84 than the other respondents.
- Activity-focused respondents were much more likely (91.3%) to report the CRG was their primary destination than social visitors (76.3%), and just under two-thirds (66.4%) of place-focused respondents.

**Table 17.** Summary of Travel Information by Activity Segment

What route did you travel to get to the CRG today?	Most Important Reason (Percent)			
	Place	Activity	Social	Total
WA State Route 14	20.3	26.1	16.5	22.5
I-84	60.6	62.0	66.1	62.2
OR Columbia River Historic Hwy	16.5	6.7	16.5	11.8
Other	2.5	5.2	<1	3.5
<b>Was the CRG Primary Destination?</b>				
Yes	66.4	91.3	76.3	80.1
No	33.6	8.7	23.7	19.9

## Group Information

- Respondents who were activity-focused were much more likely to visit alone (22.2%) than respondents focused on the place (1.5%) or for social reasons (6.1%).
- Activity-focused respondents were also more likely to be in friends groups (31.1%) than were those who were place or social-focused.
- Conversely, place and social-focused respondents were much more likely to be in family groups, and much less likely to be alone or with friends.

**Table 18.** Summary of Group Information by Activity Segment

Group Type	Most Important Reason (Percent)			
	Place	Activity	Social	Total
Alone	1.5	22.2	6.1	15.7
Family	55.7	35.1	55.3	45.7
Friends	21.3	31.1	21.9	26.1
Family & Friends	10.6	10.5	13.2	11.0
Commercial Group	<1	<1	1.8	<1
Organized Group	<1	<1	1.8	<1

## Locations visited

- Social-focused respondents were more likely to visit Multnomah Falls and the Sandy River Delta Area than the other respondents.
- Activity-focused respondents were less likely to visit the Vista House, the Historic Scenic Highway and to obtain information about the history of the CRG than the others.
- Respondents who were place-focused were more likely to visit interpretive signs and markers along the Scenic Highway than either activity or social-focused respondents.

**Table 19.** Summary of Locations Visited by Activity Segment

Did you visit any of the following places on this trip?	Most Important Reason (Percent)			
	Place	Activity	Social	Total
Multnomah Falls Lodge	16.0	10.4	30.2	15.5
Vista House	24.4	8.0	20.8	15.8
Historic Columbia River Highway	26.9	16.0	28.3	21.8
Confluence Project at Sandy River Delta	1.7	<1	7.5	2.1
Interpretive Signs & Markers on Historic Columbia River	16.8	5.5	7.5	9.9
Obtain info about history of Gorge	35.3	21.8	36.7	29.0

## Quality Domains

- Respondents who were activity-focused reported slightly lower satisfaction scores than those who were place or social-focused.
- Place-focused respondents showed slightly higher satisfaction scores than those seeing a social experience.
- Similarly, place-focused respondents reported the highest overall satisfaction ratings, followed by social, and then activity-focused respondents.

**Table 20.** Summary of Quality Domains by Activity Segment

Quality Domains	Most Important Reason (Percent)			
	Place	Activity	Social	Total
Sanitation & Cleanliness	4.34	4.05	4.14	4.16
Condition of facilities	4.33	4.07	4.23	4.19
Condition of Natural Environment	4.53	4.30	4.44	4.41
Safety & Security	4.37	4.09	4.33	4.23
Overall Satisfaction	9.20	8.90	9.01	9.02

## Crowding Expectations

- Place-focused respondents reported slightly higher crowding levels (mean=3.94) than activity (mean=3.26) or social-focused activity (mean=3.36) respondents.

**Table 21. Summary of Crowding Expectations by Activity Segment**

<b>Crowding Expectations</b>	<b>Most Important Reason (Percent)</b>			
	<b>Place</b>	<b>Activity</b>	<b>Social</b>	<b>Total</b>
<b>How did the number of people you saw during your visit to the CRG compare with what you expected to see?</b>				
A lot less than expected	5.1	5.8	9.7	6.2
A little less than expected	16.7	21.8	14.0	18.7
About what was expected	40.2	44.9	40.4	42.5
A little more than expected	15.8	12.9	10.5	13.5
A lot more than expected	9.4	4.3	6.1	6.4
No Expectations	12.8	10.2	19.3	12.6
<b>Feelings of crowding</b>	3.94	3.26	3.36	3.51

## Alternate Activity Plans

- Activity-focused respondents were much more likely (54%) to report they would have gone elsewhere for the same activity if they weren't able to go to the CRG. About one-third of the place- (37.1%) and social-based (32.2%) recreationists reported the same.
- Nearly one-fourth (22.4%) of those visiting for the place would have gone elsewhere for a different activity, and 18.1% would have come back another time.
- Those respondents who were social-focused (33.9%) were more likely to say they would have stayed home compared to their place-based (17.2%) and activity-based (16.8%) counterparts.

**Table 22.** Summary of Alternate Activity Plans by Activity Segment

Alternate Activity Plans	Most Important Reason (Percent)			
	Place	Activity	Social	Total
Gone elsewhere for same activity	37.1	54.0	32.2	44.3
Gone elsewhere for different activity	22.4	16.1	15.3	18.2
Come back another time	18.1	12.4	13.6	14.6
Stayed home	17.2	16.8	33.9	19.9
Gone to work at your regular job	2.6	---	3.4	1.5
None of these	2.6	<1	1.7	1.5

### **Comparisons by Zip Code (Local or Non-local)**

Respondents were segmented by the zip code of their reported primary residents. Accordingly two categories were created; local respondents and non-local respondents. The data were compared across these two categories to determine if there were differences between the segments. The analysis showed significant differences for the following questions as outlined in this section.

Note: all of the variables were analyzed to determine if significant differences exist between the zip code areas (local or non-local segments). In the section below, only those with significant differences are reported. If there was no significant difference, the variables are not displayed, as this information is reported in the above sections.

## Visitation Patterns (by Local vs. Non-Local)

Certain visitation patterns were found to have significant differences when responses from local users were compared with those of non-local users. The results are as follows.

- Local residents were more likely (83.7%) to report they were aware the CRG is a designated National Scenic Area, compared to 75.1% of non-local users.
- The vast majority of local respondents (95%) were repeat visitors, compared to just two-thirds of non-local respondents.
- Similarly, nearly all (95.2%) local users reported the CRG as their primary destination, compared to less than two-thirds (60.9%) of non-local users.
- The vast majority (90%) of local users were visiting the CRG exclusively, compared to about half of the non-local respondents.
- Over half (56.3%) of non-local users were visiting with family groups, compared to 38% of local respondents.

**Table 23a.** Visitation Patterns by Zip Code

	Local vs. Non-Local (Percent)		
	Local	Non-Local	Total
<b>Aware CRG is a National Scenic Area?</b>			
Yes	83.7	75.1	80.3
No	16.3	24.9	19.7
<b>First Visit?</b>			
Yes	5.0	32.7	16.1
No	95.0	67.3	83.9
<b>Was the CRG your primary destination?</b>			
Yes	95.2	60.9	81.4
No	4.8	39.1	18.6
<b>Did you visit other locations in addition to the CRG?</b>			
Just the CRG	90.8	48.6	73.9
Other Places	9.2	51.4	26.1
<b>Group Type</b>			
Alone	18.0	12.1	15.7
Family	38.4	56.3	45.4
Friends	31.2	19.5	26.6
Family & Friends	11.5	10.3	11.0
Commercial Group	<1	1.1	<1
Organized Group	<1	<1	<1

**Visitation Patterns (by Local vs. Non-Local - continued)**

- Local users (Mean = 60.11 days) spent nearly 4 times as many days per year visiting the CRG as Non-Local Users (Mean = 14.51 days).
- Non-local users (Mean = 4.47) were slightly more satisfied with the *condition of the natural environment* than local users were (Mean = 4.35).
- The Importance Factor *to be with my friends* was found to be of greater importance for local users (Mean = 3.80) than for non-local recreationists (Mean = 3.57).

**Table 23b.** Visitation Patterns by zip code continued

	Local vs. Non-Local (Mean)		
	Local	Non-Local	Total
<b>Days per year spent visiting the CRG</b>	60.11	14.51	44.76
<b>Quality Domain (Condition of Natural Environment)</b>	4.35	4.47	4.39
<b>Importance of Experience (To Be With My Friends)</b>	3.80	3.57	3.69

## Sites Visited

Certain site visitation patterns were found to have significant differences when responses from local users were compared with those of non-local users. The results are as follows.

- Non-local users were more likely to visit historical and geographical landmarks on their visit. Among those locations on-local users were significantly more likely to visit are *Vista house* (Mean = 28.1%), *Historic Columbia River Highway* (Mean = 38.1%), *Bonneville Dam Visitors Center* (Mean = 21.6), and *Interpretive Signs and Markers on Historic Columbia River Highway* (Mean = 17.3).

**Table 24.** Summary of Sites Visited by zip code

<b>Did you visit any of the following places on this trip?</b>	<b>Local</b>	<b>Non-Local</b>	<b>Total</b>
Discovery Center/Wasco County Historic Museum (The Dalles)	---	2.2	<1.0
Multnomah Falls Lodge	9.3	26.6	16.3
Vista House	7.8	28.1	16.0
The Dalles Mountain Ranch (at Columbia Hills State Park)	---	2.2	<1.0
Historic Columbia River Highway	12.7	38.1	23.0
Cascade Locks Historical Museum	1.0	4.3	2.3
Bonneville Dam Visitors Center	7.8	21.6	13.4
Interpretive Signs and Markers on Historic Columbia River Highway (in Oregon)	4.9	17.3	9.9
Historical Markers on Washington State Route 14	2.0	6.5	3.8

## Importance Factors

Importance factors for visiting the CRG were found to be significantly different when responses from local users were compared with those of non-local users. The results are as follows.

- Nearly half (43.9%) of non-local recreationists obtained information about the Gorge history prior to their trip, while only 17% of local users did the same.
- Local users were more likely to visit the CRG because they felt *it's a good place to do the outdoor activities I enjoy* (50.6%) and because *it was close to home* (6.6%).
- Non-local recreationists were more likely to visit the CRG because they *enjoy the place itself* (38.5%) and because they *wanted to spend more time with companions* (18.7%).
- Local users felt that *activity* (54.2%) was the most important reason to visit the CRG, while non-locals were more likely to come because of the *place* (39.6%).

**Table 25.** Summary of Importance Factors by zip code

	Local	Non-Local	Total
<b>Did you obtain information about the history of the gorge prior to your trip?</b>	17.0	43.9	27.7
<b>Which of the following was the most important reason for this visit to the CRG?</b>			
I enjoy the place itself	28.5	38.5	32.5
It's a good place to do the outdoor activities I enjoy	50.6	39.9	46.3
I wanted to spend more time with my companions	14.4	18.7	16.1
It was close to home	6.6	2.9	5.1
<b>Was place, activity, or social reasons the most compelling factor in your visit to the CRG?</b>			
Place	30.5	39.6	34.2
Activity	54.2	41.1	48.8
Social	15.4	19.2	16.9

### Spending Patterns (by Local vs. Non-Local)

The amount of money spent while visiting the CRG was, found to be significantly different when responses from local users were compared with those of non-local users. The results are as follows.

- Non-local users spent a significant amount more on their visit than local users. Most notably, *expenses for you and others* totaled \$672.21 for non-locals, while locals only spent \$75.70.
- The amount spent on *privately-owned lodging* by non-locals was considerably greater (Mean = \$396.92) than the amount spent by locals (Mean = \$58.55).
- Non-local recreationists also spent an appreciable amount more on *food/drinks at a restaurant* (Mean = \$166.24) than locals (Mean = \$32.23).

**Table 26.** Summary of Spending Patterns by zip code

Amount Spent on Trip	Local vs. Non-Local (Mean)		
	Local	Non-Local	Total
Shared amount spent	\$68.00	\$243.53	\$137.82
Your expenses amount spent	\$32.28	\$389.75	\$191.32
Expenses for you and others	\$75.70	\$672.21	\$380.78
Food/drink at restaurant amount	\$32.23	\$166.24	\$123.95
Gas and Oil amount	\$27.33	\$83.41	\$62.83
Privately-owned lodging amount	\$58.55	\$396.92	\$331.96
Other food/drink amount	\$31.83	\$83.35	\$57.23
Entry, parking, rec use fees amount	\$9.07	\$27.92	\$16.24

## Conclusions

This report provides a wealth of information about the characteristics, behaviors, and attitudes of visitors to the public recreation sites in the Columbia River Gorge National Scenic Area. The focus of this investigation was an evaluation of visitor perceptions of scenic, natural, cultural, and recreation resources throughout the CRG, as well as recreation related spending patterns. The results published in this report are a compilation of the data collected and analyzed at sites throughout the area during the recreation season (June through October) of 2010.

The results indicate that visitors to the Columbia River Gorge National Scenic Area sites are generally quite satisfied with their visits. The majority (82.3%) of the population reported they are repeat visitors with almost half visiting with their families. Visitors reported, on average, that they spend 44 days recreating in the Columbia River Gorge NSA in a typical year. Local recreationists reported spending an average of 60 days on the CRG, while non-locals spent approximately 15 days visiting.

### Satisfaction

Regarding overall satisfaction levels, most respondents were clearly satisfied with their recreation experience and with the retention of the Columbia River Gorge NSA character as outlined in the management plan. Overall, visitors were also satisfied with the quality domains and attributes listed on the survey instrument. Quality domains that were rated the highest by the visitors included, *attractiveness of the CRG landscape* (mean = 4.80), *condition of natural environment* (mean = 4.39), and *responsiveness of staff* (mean = 4.30).

### Visitor Experiences and Reason to Visit

This section of the study provides information about the importance of visitor experiences, most important reason to visit the Columbia River Gorge NSA sites and the type of experience they feel should be provided throughout the Area. The data clearly shows that visitors to the Columbia River Gorge NSA sites are interested in experiencing the natural surroundings, being outdoors and getting away from the regular routine. Visitors reported they go to the CRG sites because it's a good place to do the recreation activities they enjoy most. The Columbia River Gorge NSA being close to home does not seem to be a factor in why visitors recreate there.

### Perception of Crowding

Overall, visitors did not feel crowded during their visit to the Columbia River Gorge NSA. On the contrary, the majority agreed that the number of people in the CRG added a little to their enjoyment of their trip. Most of respondents reported that they saw the number of people they expected to see during their visit.

### Comparisons by Activity Segment (Social, Skill or Nature)

In general, activity segments followed similar patterns as the group as a whole. However, activity based visitors were more likely to be repeat visitors recreating at the CRG as their primary destination. Visitors recreating for the place itself reported the highest satisfaction levels, and social-based visitors were most likely to stay home if they couldn't recreate in the CRG.

### **Cultural Profiles**

Overall, visitors to cultural attractions in the CRG felt they had learned something new and understood something better, despite the fact that only 28.4% obtained information about the CRG prior to or during their trip. The vast majority of visitors reported that understanding the history and cultural resources of the CRG is important.

### **Economic Profiles**

On average, visitors to the CRG spent 9 days on their overnight trip to the recreation area and an average of 6 hours on their day trip. Visitors who paid only their own expenses while on this trip reported spending an average of \$191.32, while those who shared expenses with others paid an average of \$137.82 for their individual portion. The largest expenses pertained to transportation fees for flights/buses/etc. with a mean value of \$440.71. Visitors experienced the lowest average expenses for entry, parking, and recreation use fees (mean = \$16.24).

This report is intended to be a representative snapshot of the Columbia River Gorge NSA visitor and resident perceptions of scenic, natural, cultural, and recreation resources and recreation spending patterns and is useful for managers to determine carrying capacity issues and satisfaction levels. Although survey results indicate that visitors are quite satisfied with their visits and are not feeling overly crowded, visitor use levels and perceptions should continue to be monitored in the future.

**Appendix A**  
**Open Ended Comments**

## Cultural Version Open ended Responses

<b><u>Location ID</u></b>	<b><u>Number of Visitors</u></b>
Bradford	29
Beacon Rock	26
Bonneville	23
Multnomah Falls	19
Sandy Delta	17
Dabney	16
Eagle Creek	16
Horsetail Falls	16
Viento SP	16
Vista House	16
Bridal Veil Falls	15
Larch Mountain	15
Spring Creek	14
Tanner Creek	13
Benson	12
Dog Mountain	11
Oneonta Trailhead	11
Lewis & Clark	9
History Highway Trailhead	8
Cape Horn	7
Hamilton Island	6
Rooster Rock	6
Robinson Island	5
Wahclella	5
Avery Park	3
Celio Park	3
Fort Cascades	3
Wyeth Campground	3
Doug's Beach	2
Bass Lake	1
Dalles Dam	1
Spearfish	1
<b>Total</b>	<b>348</b>

<b>Ask Manager To Improve (q12)</b>	<b>Number of Visitors</b>
Drinking Water stations	11
Improve Signage	11
Security/Enforcement of Rules	10
Litter Control	8
Management of Trails	7
Additional/Clean Restrooms	6
Fewer Fees	6
Increase Webpage Information descriptions	6
Dog feces control/ Leash enforcement	5
Keep As Is	5
Handicap access	4
More Boat Launches	4
Improve all aspects of Visitor Center	3
Increase Parking	3
More Development	3
More Horse/Dog areas	3
Add Campsites (Primitive & Car camping )	2
Allow Mountain biking/ Kite boarding	2
More Trails	2
Open beaches	2
Road conditions	2
Water quality	2
Add benches on trail	1
Add Picnic tables	1
Additional Freeway Lane	1
Ban Smoking on Trail	1
Fewer Power lines	1
Stock Fish	1
<b>Total</b>	<b>113</b>

<b>Contributions to Scenic Value (q13a-c)</b>	<b>Number of Visitors</b>
Natural State	44
Landscape/Scenery	38
River	33
Trees	33
Mountains	23
Little Commercial Development	17
Low Scale Development	16
Historic Highway	15
Trails	15
Other Wildlife	15
Access	10
Over-Looks	10
Wildflowers	10
Cleanliness	8
Dams	8
Geology	8
Waterfalls	8
Birds	6
Canyons	5
Elevation	5
Fishing	4
Management	4
Weather/Visibility	4
Cliffs	3
Location	3
Low Crowds	3
Sandbar	3
Signage	3
Benches	2
Farms	2
Hiking	2
Solitude	2
Stonework	2
Ageless	1
Beaches	1
Beacon Rock	1
Bike Paths	1
Clean Air	1
Commercial river Traffic	1
Creek	1
Desert	1
Environment	1
Parking	1
Rugged Terrain	1
Towns	1
Variety of Recreation Activities	1
Water Quality	1
Windmills	1
<b>Total</b>	<b>379</b>

<b>Distractions from Scenic Value (q13d-f)</b>	<b>Number of Visitors</b>
Highway	44
Development (Commercial/ Private)	32
Litter	30
Railroad	23
Crowding	17
Power lines/Fencing	15
Cars/Motorcycles	13
Wind Turbines	13
Dams	12
Weather	11
Dog/Horse Manure	10
Bad Drivers	6
Blocked Views	6
Clear Cuts	6
Lakes/River Quality	6
Invasive Species	5
Noise	5
Air Pollution	4
Casinos	4
Construction	4
Lack of Outdoor Ethics	4
Parking Lots	4
Trail Conditions	4
Road Condition	3
Access	2
Fishing Harvest	2
Light Pollution	2
Logging	2
Security	2
Bars on Windows	1
Boats	1
Bridges	1
Creeks	1
Dust	1
Fees	1
Lack of Wildlife	1
Rock Blasting	1
Signs	1
Undergrowth	1
<b>Total</b>	<b>301</b>

<b><u>Camping Types (q14a)</u></b>	<b><u>Number of Visitors</u></b>
Tent Camping	5
Car Camping	1
<b>Total</b>	<b>6</b>

<b><u>Natural Features (q14g)</u></b>	<b><u>Number of Visitors</u></b>
Birds	7
Flowers	5
Scenery	5
Wildlife	5
Fish	3
<b>Total</b>	<b>25</b>

<b><u>Sites (q14h)</u></b>	<b><u>Number of Visitors</u></b>
Historic Sites	48
Cultural Sites	4
Museums	3
<b>Total</b>	<b>55</b>

<b><u>Center Types (q14i)</u></b>	<b><u>Number of Visitors</u></b>
Nature Trail	36
Visitor Center	31
Nature Center	3
<b>Total</b>	<b>70</b>

<b><u>Bicycle Types (q14s)</u></b>	<b><u>Number of Visitors</u></b>
Cycling	1
Mountain Bike	1
<b>Total</b>	<b>2</b>

<b><u>Non-motorized Water Types (q14u)</u></b>	<b><u>Number of Visitors</u></b>
Sail-boarding	21
Rafting	6
Kite-boarding	5
Kayaking	3
<b>Total</b>	<b>35</b>

<b><u>Non-motorized Activities (q14v)</u></b>	<b><u>Number of Visitors</u></b>
Disc Golf	8
Swimming	3
Golf	1
Officiating Race	1
Photography	1
Running	1
Skateboarding	1
<b>Total</b>	<b>16</b>

<b><u>Items Gathered (q14w)</u></b>	<b><u>Number of Visitors</u></b>
Berries	15
Mushrooms	2
Firewood	1
Other Natural Products	1
<b>Total</b>	<b>19</b>

<b><u>Location Outside U.S (q16a)</u></b>	<b><u>Number of Visitors</u></b>
England	1
India	1
New Zealand	1
<b>Total</b>	<b>3</b>

<b><u>Other Racial Make-up (19a)</u></b>	<b><u>Number of Visitors</u></b>
Lebanese	1
Mixed	1
<b>Total</b>	<b>2</b>

<b><u>Other Cultural Addition (q20r)</u></b>	<b><u>Number of Visitors</u></b>
Women's Forum	7
Beacon Rock	1
Hatchery at Bonneville	1
Latourell Falls	1
<b>Total</b>	<b>10</b>

<b><u>Other Source Information (q22b)</u></b>	<b><u>Number of Visitors</u></b>
Multiple Listed Sources	43
Friends/Family	4
Lodge	3
Tour Guide	2
Work/School	2
Previous Visitor Group	1
Resort	1
Triple A	1
<b>Total</b>	<b>57</b>

<b><u>How Could Info be more Useful (q22b)</u></b>	<b><u>Number of Visitors</u></b>
Hours	1
Directions	1
More Maps	1
<b>Total</b>	<b>3</b>

<b><u>Interest and Understanding of CRG (q24)</u></b>	<b><u>Number of Visitors</u></b>
Continue Native American History	37
General History	14
Dam/Bridge History	13
Geological History	7
Fishing History	6
Overall Preservation	6
Interest in area around gorge	4
Appreciation of Interpretive Signage	3
Add Tree Labeling	1
New development history	1
<b>Total</b>	<b>92</b>

## Economic Version Open ended Responses

<b>Location ID</b>	<b>Number of Visitors</b>
Bradford Island	29
Beacon Rock	25
Sandy River Delta	21
Multnomah Falls	20
Bonneville	19
Bridal Veil Falls	16
Eagle Creek	16
Horsetail Falls	16
Vista	16
Dabney	15
Larch Mountain	14
Viento SP	14
Wahkeena	14
Benson State Park	13
Dog Mountain	13
Oneonta Trailhead	13
Spring Creek	13
Tanner Creek	13
Rooster Rock	10
Lewis and Clark State Park	9
Hist Hwy Trailhead	8
Wahclella	7
Cape Horn	6
Hamilton Island	6
Doug's Beach	4
Robinson Island	4
Celio Park	3
Wyeth Campground	3
Avery Park	2
Bass Lake	2
Hess Park	2
Horsethief	2
Dalles Dam N. Shore	1
Fort Cascades	1
Herman Creek Trailhead	1
Spearfish	1
<b>Total</b>	<b>372</b>

<b>Ask Resource Managers to Improve (q12)</b>	<b>Number of Visitors</b>
Better signage	24
Add more restrooms and facilities	16
Better fishing access	15
Restroom maintenance	14
Litter	12
Trail maintenance	12
Add more parking	11
Nothing/Good as is	10
Limit development	10
Improve highways/roads	9
Access to river sites	7
Dog access	7
Maintain water quality	7
Add services	6
Better maps	6
Change fee at sites	6
Add more rest areas (benches)	5
Better security	5
Clean up after dogs	5
Easier trails for beginners	5
More beaches/windsurf access	5
Have facilities open later	3
More amenities in campground	3
More export kite launches	3
Quiet the trains at night	3
Reduce blackberry bushes and poison oak	3
Level camp sites	2
More mountain bike trails	2
One pass for all rec sites	2
Overnight parking for vans/RVs	2
Add a coffee stand	1
Climbing Route to Multnomah Lodge	1
Have a bar	1
More disc golf courses	1
Reduce crowds	1
Restrict on water including windmills	1
<b>Total</b>	<b>212</b>

<b>Contributions to Scenic Value (q13a)</b>	<b>Number of Visitors</b>
Natural beauty	42
Waterfalls	34
Rivers	32
Viewpoints	25
Limited development	23
Accessibility	16
Good vista viewpoints	16
Mountain views	16
Trees	16
Cleanliness	12
Water	12
Forest protection	11
Weather	11
Trails	9
Wildflowers	9
Historic Highway	8
Wildlife	8
Geology	7
Beautiful place	5
Dramatic landscape	5
Fish	5
Greenery	5
CCC stonework	4
Cliffs/slopes	4
Panoramic spots	4
Parks/picnic areas	4
Topography	4
Bridges	3
Diversity	3
Facilities for recreation	3
Information/interpretive signs	3
Maintenance	3
Moss	3
Quiet	3
Secluded campsites	3
The gorge	3
Trail maintenance	3
Vegetation	3
Canyon	2
Clean air	2
Clean restrooms	2
Close to town	2
Dams	2
Disc golf	2
Elevation	2
Good roads	2
Power lines	2
<b>Contributions to Scenic Value (q13a) (Continued)</b>	<b>Number of</b>

	<b>Visitors</b>
Staff	2
Turn outs	2
Windsurfers	2
Beaches/islands	1
Few homes in view	1
Invisibility of humanity	1
Kite boarders	1
Landmarks	1
Ledges	1
Lodge	1
Low impact of trails	1
Meadows	1
Multnomah Falls development	1
People	1
Piers	1
Pull-outs	1
Remoteness	1
Security	1
Smoking at Multnomah Falls	1
Trains	1
Wind turbines	1
Wineries	1
<b>Total</b>	<b>424</b>

<b>Distractions from Scenic Value (q13d)</b>	<b>Number of Visitors</b>
Construction/new development	26
Litter	26
Freeways/ Highways	25
Power lines	22
Traffic	20
Crowds	16
Weather	15
Blocked Views	13
Clear cuts	12
Dams/mills	11
Parking	9
Advertising/billboards	7
Railroads	7
Windmills	6
Man-made structures	5
Signage	5
Air pollution	4
Animal wastes	4
Houses	4
Dogs off leash	3
Roads	3
Bridges	2
Forest fires	2
No benches/tables	2
Paved trails	2
People	2
Accessibility	1
Blackberry bushes	1
Brown grass	1
Camping	1
Flora	1
Graffiti	1
More rock climbing	1
Nothing	1
Nude beach	1
Old amenities	1
Overuse of trails	1
Poison oak	1
Pylons	1
Restricted fishing	1
River water quality	1
Ships	1
Smog	1
<b>Total</b>	<b>271</b>

<b>Camping Types (q14a)</b>	<b>Number of Visitors</b>
RV	1
Tent	1
Trailer	1
<b>Total</b>	<b>3</b>

<b>Natural Features (q14g)</b>	<b>Number of Visitors</b>
Scenery	12
Flowers/wildflowers	7
Birds	6
Wildlife	6
Fish	3
<b>Total</b>	<b>34</b>

<b>Sites (q14h)</b>	<b>Number of Visitors</b>
Historic sites	76
Museums	7
Cultural sites	2
<b>Total</b>	<b>85</b>

<b>Center Types (q14i)</b>	<b>Number of Visitors</b>
Nature trail	49
Visitor center	44
Nature center	8
<b>Total</b>	<b>101</b>

<b>Motorized Travel Types (q14p)</b>	<b>Number of Visitors</b>
Motorcycling	3
Flying	1
Four wheel riding	1
<b>Total</b>	<b>5</b>

<b>Bicycle Types (q14s)</b>	<b>Number of Visitors</b>
Mountain biking	2
<b>Total</b>	<b>2</b>

<b>Non-motorized Water Types (q14t)</b>	<b>Number of Visitors</b>
Sailboarding	20
Kiteboarding	5
Rafting	5
Kayaking	2
<b>Total</b>	<b>32</b>

<b>Non-motorized Types (q14v)</b>	<b>Number of Visitors</b>
Running	2
Disc golf	1
Geocaching	1
Photography	1
Playing with dog	1
Wind	1
Wine tasting	1
<b>Total</b>	<b>8</b>

<b>Items Gathered (q14w)</b>	<b>Number of Visitors</b>
Berries	12
Firewood	3
Mushrooms	1
<b>Total</b>	<b>16</b>

<b>Location outside US (q16)</b>	<b>Number of Visitors</b>
France	1
Germany	1
Sweden	1
United Kingdom	1
<b>Total</b>	<b>4</b>

<b>Other Racial Makeup (q19a)</b>	<b>Number of Visitors</b>
Hispanic	2
French	1
African	1
Jamaican	1
<b>Total</b>	<b>5</b>

<b>Reason for Alternate Activity (q20)</b>	<b>Number of Visitors</b>
Always come this weekend of the year	1
Usually come here	1
<b>Total</b>	<b>2</b>

<b>Zip Codes</b>	<b>Number of Visitors</b>
97060	17
97213	17
97212	14
98607	13
97007	12
97030	12
97031	12
97058	12
97214	12
97236	12
98671	12
97006	11
97080	11
97202	11
97211	10
98682	10
97206	9
97217	9
97233	9
97230	8
98683	8
97203	7
97224	7
98672	7
97045	6
97209	6
97222	6
97232	6
97266	6
98604	6
97008	5
97035	5
97055	5
97123	5
97124	5
97205	5
97210	5
97215	5
97220	5
97405	5
98663	5
98686	5

97013	4
97015	4
97024	4
97089	4
97140	4
97219	4
97223	4
97227	4
97267	4
98661	4
98684	4
97005	3
97019	3
97034	3
97040	3
97201	3
97239	3
98632	3
98635	3
98639	3
98651	3
98664	3
98665	3
48911	2
54115	2
80420	2
90202	2
93401	2
97014	2
97041	2
97056	2
97070	2
97086	2
97114	2
97216	2
97218	2
97221	2
97229	2
97303	2
98008	2
98052	2
98055	2
98058	2
98092	2

98102	2
98178	2
98272	2
98402	2
98642	2
98685	2
99354	2
10010	1
11702	1
11746	1
12752	1
17103	1
19311	1
20854	1
22043	1
27510	1
29601	1
30076	1
30253	1
30308	1
30512	1
32212	1
33064	1
33877	1
33950	1
34231	1
34698	1
37075	1
44149	1
45440	1
48330	1
48801	1
48823	1
50036	1
53042	1
53404	1
55008	1
55347	1
58703	1
59047	1
59427	1
59715	1
60610	1
60611	1

60612	1
60622	1
61114	1
61832	1
70094	1
75002	1
75043	1
75229	1
75460	1
76140	1
77493	1
77565	1
78733	1
79605	1
79912	1
80020	1
80120	1
80210	1
80401	1
80439	1
80455	1
81236	1
82935	1
83204	1
83274	1
83442	1
83642	1
83680	1
83706	1
84010	1
85635	1
87505	1
90065	1
90066	1
90231	1
90505	1
90730	1
90740	1
90808	1
91304	1
91311	1
91321	1
91711	1
92024	1

93117	1
93436	1
93602	1
94114	1
94303	1
94509	1
94526	1
94530	1
94539	1
94611	1
94707	1
95017	1
95029	1
95109	1
95124	1
95209	1
95321	1
95409	1
95452	1
95519	1
95588	1
95630	1
95645	1
95667	1
96001	1
96796	1
96816	1
96822	1
97004	1
97020	1
97048	1
97053	1
97059	1
97062	1
97068	1
97103	1
97115	1
97128	1
97131	1
97132	1
97142	1
97207	1
97225	1
97231	1

97240	1
97260	1
97264	1
97302	1
97305	1
97306	1
97318	1
97381	1
97392	1
97401	1
97404	1
97424	1
97462	1
97465	1
97471	1
97520	1
97612	1
97686	1
97701	1
97756	1
97801	1
97830	1
97838	1
97843	1
97885	1
98001	1
98002	1
98003	1
98004	1
98017	1
98021	1
98023	1
98028	1
98033	1
98037	1
98042	1
98103	1
98109	1
98115	1
98117	1
98122	1
98125	1
98208	1
98229	1

98275	1
98290	1
98312	1
98362	1
98370	1
98372	1
98373	1
98502	1
98503	1
98528	1
98532	1
98610	1
98611	1
98620	1
98629	1

98650	1
98660	1
98674	1
98879	1
98903	1
99016	1
99029	1
99216	1
99299	1
99301	1
99352	1
99362	1
99613	1

**Appendix B**  
**Survey Instrument**

Columbia River Gorge Vital Indicators Recreation Use Survey Combined Output

(VERSION) CGC

Survey Number: (ID) CGC#### Site: (SITE) OPEN  
 Interviewer Name: (NAME) OPEN Date: (DATE) mm/dd/yyyy Time of Interview: (TIME) military

1. The Columbia River Gorge (CRG) is a designated National Scenic Area. Were you aware of this prior to being asked this question? (q1) 80.2% Yes 19.8% No

2. Is this your first visit to the CRG? (q2) 17.4% Yes 82.6% No

[If no] In what year did you make your first visit to the CRG? (q2a) Mean = 1989 year  
 In a typical year, how many days do you spend visiting the CRG? (q2b) Mean = 44.7 days

3. What route did you travel to get to the CRG today? (q3)  
22.3% WA State Route 14 (from east/west) 62.5% I-84 (from east/west)  
11.8% OR Columbia River Historic Hwy (from east/west)  
<1% Columbia River 3.3% other (please list) (q3a) OPEN

4. Which of the following best describes the composition of your group? [check only one] (q4)  
15.3% Alone 46% Family 26% Friends 11% Family & friends  
<1% Commercial group (group of people who paid a fee to participate in this trip)  
<1% Organized group (club or other organization)  
<1% Other [please specify] (q3a) OPEN

5. Overall, how would you rate the quality of each of the following at the CRG:

	Awful	Fair	Good	Very Good	Excellent	Not applicable	Mean
Sanitation and cleanliness (q5a)	<1%	2.8%	18.1%	39.8%	38.7%	1%	4.13
Condition of facilities (q5b)	1%	2.4%	17.3%	44.1%	35.2%	4%	4.10
Responsiveness of staff (q5c)	1.5%	1.5%	13.1%	33.1%	50.7%	54.1%	4.30
Condition of the natural environment (q5d)	<1%	2.6%	9.5%	32.7%	54.9%	<1%	4.39
Safety and security (q5e)	1%	4.1%	18.0%	37.5%	39.4%	6.4%	4.10
Attractiveness of the CRG landscape (q5f)	<1%	<1%	2.9%	12.6%	84.1%	<1%	4.80
Amenities in local communities (lodging, gas, food, etc.) (q5g)	1.3%	5.6%	24.6%	33.9%	34.5%	16.9%	3.95

6. We would like to know how satisfied you were with your overall experience in the CRG. On a scale of 1-10, with 10 being most satisfied, how satisfied were you with this trip? (q6) Mean = 8.98

7. Which of the following was the most important reason for this visit to the CRG? [Please check only one] (q7)  
32.8% I went there because I enjoy the place itself  
45.8% I went there because it's a good place to do the outdoor activities I enjoy  
16.1% I went there because I wanted to spend more time with my companions  
5.1% I went there because it was close to home

8. Here is a list of possible reasons why people recreate at outdoor recreation sites. Please tell me how important each of the following benefits is to you when you visit the CRG. [One is not at all important and five is extremely important] [N/A does not apply to this question. Should be an answer for each]

REASON		Not at all Important	Somewhat Important	Moderately Important	Very Important	Extremely Important	Mean
To be outdoors (q8a)		<1%	<1%	6.9%	35.5%	56.5%	4.47
For relaxation (q8b)		1.1%	3.2%	14.4%	36.6%	44.8%	4.21
To get away from the regular routine(q8c)		1.1%	2.1%	9.3%	31.7%	55.8%	4.39
For the challenge or sport (q8d)		13.3%	13.4%	28.9%	22.7%	21.7%	3.26
For family recreation (q8e)		13.3%	8.4%	20.6%	30.3%	27.3%	3.50
For physical exercise (q8f)		5.9%	9.4%	22.5%	31.8%	30.4%	3.71
To be with my friends (q8g)		9.4%	6.9%	20.3%	32.6%	31.8%	3.69
To experience natural surroundings (q8h)		<1%	<1%	4.7%	31.1%	63.4%	4.64
To develop my skills (q8i)		24.5%	16.1%	26%	16.9%	16.5%	2.85

9. How did the number of people you saw during your visit to the CRG compare with what you expected to see? (q9)  
6.5% A lot less than you expected      13.1% A little more than you expected  
18.3% A little less than you expected      7.2% A lot more than you expected  
41.9% About what you expected      12.9% You didn't have any expectations

10. How crowded did you feel during your visit to the CRG [Circle one number] (q10) Mean = 3.53

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

11. How did the number of people at the CRG today affect your overall enjoyment of your visit? (q11)  
9.3% Added a lot to my enjoyment      9.3% Added a little to my enjoyment  
65.4% No effect on my enjoyment      14% Detracted a little from my enjoyment  
1.9% Detracted a lot from my enjoyment

12. If you could ask resource managers to improve some things about the management of the CRG, what would you ask them to do? (q12) OPEN

13. CRG managers want to understand your perceptions about what contributes most and detracts most from the scenic quality of CRG views.

Please list the top three things that **contribute** most to the scenic quality of CRG views:

1. (q13a) OPEN
2. (q13b) OPEN
3. (q13c) OPEN

Please list the top three things that **detract** most from the scenic quality of CRG views:

1. (q13d) OPEN
2. (q13e) OPEN
3. (q13f) OPEN

14. In what activities on this list did you participate during this visit to the CRG?		15. Which of those is your primary activity for this visit to the CRG?
Question 14 answers	(1 = yes, 2 = no)	Question 15 answers
8.3	Camping in developed sites (horseback, RV/Trailer, car camping with tent) (circle all that apply) (q14a1) OPEN	4.2
2.7	Primitive camping	<1
2.2	Backpacking	1.0
5.3	Resorts, cabins, organization camp use, and other accommodations	<1
22.0	Picnicking and family gatherings in developed sites	4.4
<1	Hang gliding	0
84.2	Viewing natural features such as scenery, wildlife, birds, flowers, fish, etc. (circle all that apply) (q14g1) OPEN	2.7
28.0	Visiting historic sites, cultural sites, or museums (circle all that apply) (q14h1) OPEN	<1
30.9	Viewing a nature center, nature trail, or visitor center (circle all that apply) (q14i1) OPEN	1.1
9.2	Nature study	<1
59.8	General viewing activities, sightseeing	20.5
15.3	Fishing—all types	11.9
1.0	Hunting—all types	0
40.4	Driving for pleasure on roads	<1
3.4	Motorized water travel	1.0
2.9	Other motorized activities (please list) (q14p1) OPEN	<1
61.9	Hiking or walking	30.0
6.6	Horseback riding	<1
<1	Bicycling, including mountain bikes (circle all that apply) (q14s1) OPEN	3.7
8.9	Nonmotorized water travel (sailboarding, kiteboarding, kayaking, rafting, etc.) (circle all that apply) (q14t1) OPEN	7.9
0	Cross-country skiing, snowshoeing (circle all that apply) (q14u1) OPEN	0
5.2	Other nonmotorized activities (please list) (q14v1) OPEN	3.5
6.0	Gathering mushrooms, berries, firewood, or other natural products (circle all that apply) (q14w1) OPEN	0
19.0	Beach use	4.7
<1	Rock climbing	<1

16. What is your zip/postal code? (q16) ##### Visitor not from US/Canada U 2.7%( Location) (q16a) OPEN \_\_\_\_\_

17. What is your age? Mean = 44

18. Are you of Hispanic/Latino ethnicity? (q18) (1 = yes, 2 = no) Yes = 3.7%

19. Which of the following best describes your racial makeup? (q19)  
89.7% White 5.8% Asian 1.1% Native American/Alaskan Native <1% Native Hawaiian/Pacific Islander  
1.2% African-American 1.2% Other (please list) \_\_\_\_\_

## Cultural Addition

(Intro: The Columbia River Gorge is home to many archaeological sites and artifacts, historic buildings and other structures such as roads, and places of cultural significance to Tribes.

20. Did you visit any of the following places on this trip? (please check all that you visited)

- 1.4% Discovery Center/Wasco County Historical Museum (The Dalles)
- 1.9% Columbia Gorge Interpretive Center (Stevenson)
- 16% Multnomah Falls Lodge
- 15.7% Vista House
- <1% The Dalles Mountain Ranch (at Columbia Hills State Park)
- 22.4% Historic Columbia River Highway (any segment)
- 1.1% Indian rock art at Horsethief Lake in the Columbia Hills State Park
- <1% History Museum of Hood River County
- 2.5% Cascade Locks Historical Museum
- <1% Troutdale Historical Society
- 0% Visitors Center at Mark O. Hatfield Trailhead for the Historic Columbia River Highway (Hood River, OR)
- 13.5% Visitors Center at Bonneville Dam
- <1% Visitors Center at The Dalles Dam
- 1.9% Confluence Project at Sandy River Delta
- <1% Interpretive programs at USFS, Oregon or Washington State Parks campgrounds
- 9.7% Interpretive Signs and Markers on Historic Columbia River Highway (in Oregon)
- 3.9% Historical Markers on Washington State Route 14
- 2.8% Other \_\_\_\_\_

21. (If respondent checked any of the above, ask this question) During your visits to these cultural places, please indicate the extent to which you:

	Not at All		A Lot		
Learned something new.	19%	5.8	25.5	24.8	24.8
Understood something better.	21.9	6.6	27.7	24.8	19.0
Thought about something differently.	30.1	11.0	25	17.6	16.2
Formed an intellectual connection to the significance of cultural resources.	31.6	15.8	20.3	19.5	12.8
Formed a connection to the history of the CRG.	22.1	11.0	26.5	22.1	18.4

22. Did you obtain any information about the history of the Gorge during this trip or in preparation for it?

28.4% Yes 71.6%No [If yes, continue with follow-up questions in box]

22a. Please tell us where you obtained the information?

- 16.8% Internet
- 17.8% Interpretive signs
- 5.0% Brochures
- 6.9% Books
- 0% Television
- 0% Radio
- Other (please list) 53.5% \_\_ (Not accurate – need to rekey OPEN ended) \_\_\_\_\_

19b. Was the information you received adequate in helping you plan your trip? 91.3% Yes 8.7% No

(If no, what would have made the information more useful?) \_\_\_\_\_

23. Is understanding the history and cultural resources of the CRG important to you? 84.8% Yes 15.2% No

24. Please feel free to tell us more about your understanding and interest in CRG cultural resources. (Open-ended response)

**Economics Addition**

20. If for some reason you had been unable to go to the CRG for this visit what you would you have done instead:  
 44.6% Gone elsewhere for the same activity  
 17.5% Gone elsewhere for a different activity  
 13.9% Come back another time  
 10.3% Stayed home  
 2.2% Gone to work at your regular job  
 1.4% None of these: \_\_\_\_\_
21. About how much time, in total, will you be away from home on this trip?  
 Days Mean = 9.71 or  
 Hours Mean = 8.26
22. On this trip, did you recreate at just the CRG, or did you go to other parks, recreation areas, or other National Forests?  
 72.4% Just the CRG  
 27.6% Other places
23. Was the CRG your primary destination for this trip?  
 80.2% Yes 19.8% No
24. How many times in the last year have you visited the CRG specifically to participate in the primary activity that you mentioned previously? Number Mean = 25.01
25. About how much money (to the nearest \$100.00) do you spend each year on all outdoor recreation activities, including equipment, recreation trips, memberships, and licenses? Dollar Amount Mean = \$2,234.26 ;  
 Median = \$800
26. For this trip are you:  
 32.5% Sharing expenses with other people (report just what you spent Mean = \$137.82 )  
 43.9% Paying just for your expenses (report just what you spent Mean = \$191.32  
 17.9% Paying for yourself and others: How many others (report what you spent for all these people Mean = \$380.78  
 5.4% Someone else is paying for you (report your portion of the total that person spent Mean = \$43.11

27. For the following categories, please report the amount spent within 50 miles of here on this trip.

Government-owned lodging	Food/drink at restaurants and bars	Gasoline and oil	Activities (including guide fees and equipment rental)	Souvenirs and clothing
\$Mean = \$60.77	\$Mean = \$123.95	\$Mean = \$62.83	\$Mean = \$126.25	\$Mean = \$102.59
Privately-owned lodging	Other food and beverages	Other transportation (plane, bus, etc.)	Entry, parking or recreation use fees	Any other expenditures
\$Mean = \$331.96	\$Mean = \$57.23	\$Mean = \$440.71	\$Mean = \$16.24	\$0