

**Recreationists on the Gifford Pinchot  
National Forest: A Survey of User  
Characteristics, Behaviors, and Attitudes**

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## Introduction

Recent trends in natural resource management agencies have placed increased importance on the quality of recreation services provided to recreational visitors. Driven by President Clinton's 1993 Executive Order focusing on improving customer satisfaction, the USDA Forest Service has pursued a variety of means of collecting data to assess customer satisfaction. The different methods include short comment cards, self-administered quick surveys, and in-depth visitor use studies conducted through mail-back and telephone surveys.

Managers on the Gifford Pinchot National Forest (GPNF) realized a need to develop a process to identify customer-driven improvements in natural resources management. Information about recreationists' preferences and perceptions is vital to discussions with other federal, state and local officials in determining operational and structural actions to enhance recreational opportunities on the GPNF.

Over the past five years, researchers from Penn State University and the University of Florida have examined different methods of assessing customer satisfaction among recreationists across several federal and state outdoor recreation agencies. The current study is a continuation of this national research effort, focusing in this case on the behaviors, expectations, and satisfaction levels of recreational users in the GPNF.

The purpose of this investigation was to examine recreational use patterns, satisfaction levels, economic expenditures, and experiences currently occurring on the GPNF. This information provides baseline data and suggests management actions to address current issues identified in the study. An additional purpose of this study was to add to the existing recreational use database that has been accumulated in previous and ongoing studies in the Pacific Northwest. This database includes studies completed for Region 6 of the US Forest Service (Columbia River Gorge National Scenic Area and Umpqua National Forest) and the US Army Corps of Engineers (Bonneville Lock and Dam).

This study was done in conjunction with the National Visitor Use Monitoring (NVUM) initiative of the USDA Forest Service. Under this initiative, recreational use studies are being conducted in all National Forest units, with twenty-five percent of the National Forests conducting surveys each year over a four-year period. The GPNF was chosen as one of the Forests to be studied in Year Two of this four-year research effort.

## Objectives

1. To identify recreationists' characteristics, behaviors, preferences and perceptions within the GPNF. This study will provide baseline data against which future customer service assessments can be compared.
2. To obtain customer feedback on the importance and performance of various customer service attributes, perceptions of recreation experiences, and motivations for recreating in the GPNF.

## Survey and Analysis Methods

The survey instruments used in this study were designed by the USDA Forest Service's Southeast Research Station for nationwide application. Three different survey versions were used to query visitors about their visitor use patterns, demographics and trip characteristics, satisfaction levels, and economic expenditures. The three instruments included a *basic version* (visitor use patterns, demographics, and trip characteristics); *satisfaction version* (basic version plus importance/performance measures, satisfaction and crowding indicators); and an *economic version* (basic version plus trip expenditure measures). A short on-site *experience addition* was added for the GPNF study. The experience version queried visitors about their sense of place, motivations for recreating in the GPNF, management preferences, and so forth.

Data collection followed the protocol for the national (NVUM) study. An onsite face-to-face interview was used to obtain feedback from a sample of recreationists on the GPNF. The onsite survey took approximately 5-10 minutes to complete, depending on the version of the instrument that was used in the interview. Approximately one-half of the visitors were interviewed with the basic version/experience addition, while one-quarter received the satisfaction version and one-quarter received the economic version.

## Organization of this Report

This report summarizes the results of the visitor surveys conducted on the GPNF during the period October 1, 2000 through September 30, 2001. The results are organized by topic area, with different sections corresponding to different versions of the survey. Each section follows a consistent format, beginning with the overall results for the entire sample. Results are then broken down by ranger district, campers versus non-campers, and visitors to the Mount St. Helens National Monument versus visitors to the rest of the Forest. These comparisons were selected based on manager input and statistical analyses demonstrating many statistically significant differences based on these variables. Finally, report appendices provide additional

breakdowns of survey results by activity. The appendix also includes a listing of open-ended comments offered by respondents and copies of the survey instruments used in the study.

### Survey Results

All of the sampling for this study took place from 8:00 a.m. to 8:00 p.m., during a morning period or an afternoon period (Table 1). The morning sampling period ran from 8:00 am to 2:00 pm, while the afternoon sampling period ran from 2:00 pm to 8:00 pm. The sampling plan was adjusted as necessary throughout the year so that all interviews were conducted during daylight hours.

- As prescribed in the NVUM instructions, about half (49.2%) of respondents received surveys classified as the Basic version. These respondents also completed the Experience Addition.
- About one-quarter (25.5%) of the respondents completed the Economic version, and the remaining one-quarter (25.2%) received the Satisfaction edition.
- The vast majority of visitors (90.1%) interviewed were in vehicles with two axles.
- Just under three-quarters of the respondents (74.2%) were interviewed between the hours of 10:00 a.m. and 4:00 p.m.

Table 1. Administrative Information about the Users

	Frequency	Valid Percent
<b>Type of Survey</b>		
Basic/Experience	316	49.2
Economic	164	25.5
Satisfaction	162	25.2
Total	642	99.9
<b>Number of Axles</b>		
2 axles	530	90.1
3 axles	29	4.9
4 or more axles	29	4.9
Total	588	99.9
<b>Time of Interview</b>		
0800-1000	41	6.4
1001-1200	116	18.1
1201-1400	219	34.1
1401-1600	141	22.0
1601-1800	99	15.4
1801-2000	26	4.0
Total	642	100.0

Percentages may not equal 100 because of rounding.

### **Trip Visitation Patterns on the Gifford Pinchot National Forest**

- One-fourth of the visitors contacted (25.2%) were making their first visit to the Gifford Pinchot National Forest.
- Among those who were repeat visitors, one-third (36.4%) had made their first visit to the Forest prior to 1980. Another one-quarter (26.0%) made their first visit during the 1980s. About one-fifth (19.7%) were relatively new visitors, reporting their first visit between 1996 and 2001.
- Nearly half (41.2%) of the visitors contacted indicated that they had made no previous visits to the GPNF in the previous 12 months, and over one-third (35.4%) reported that they had visited between 1-5 times.
- About one-quarter (23.8%) of the respondents had spent the previous night on the Gifford Pinchot National Forest.
- Of those respondents who were overnight visitors, about half (50.3%) had spent only one night, and just over one-quarter (28.0%) had stayed for two nights.
- Over three-fourths of the respondents (83.4%) reported that they had used no overnight facilities during this trip, while 11.3% indicated that they used one overnight facility during this trip.
- The majority of visitors (57.9%) indicated that they used no day use facilities during their visit, while the remaining visitors used one or more day use facilities on this trip.
- About two-fifths of the respondents (39.3%) reported spending one or more days in undeveloped areas of the Forest on this trip. Only 14% reported spending any time in designated Wilderness areas.
- About two-thirds (62.1%) of the respondents had just one or two people in their vehicle, while nearly one-third (29.8%) had 3-4 persons in their vehicle on this trip. The average number of persons per vehicle was 2.2.
- About one-quarter (25.2%) of the respondents reported that they had at least one child under the age of 16 with them.
- The majority of visitors contacted (52.8%) came to the Forest in family groups, with 22.3% coming in groups of friends and 11.7% in groups containing family and friends. Just 11.1% visited the Forest alone and 2.1% were in organized groups of some type.

Table 2. Trip Visitation Patterns in the Gifford Pinchot National Forest

	<b>Frequency</b>	<b>Valid Percent</b>
<b>Previous Visitation History</b>		
First Time Visitor	100	25.2
Repeat Visitor	297	74.8
Total	397	100.0
<b>Year of First Visit</b>		
prior to 1980	98	36.4
1980-1989	70	26.0
1990-1995	48	17.8
1996-2001	53	19.7
Total	269	100.0
<b>Number of Visits to Gifford Pinchot National Forest in Past 12 Months (before this trip)</b>		
0	248	41.2
1-5	213	35.4
6-10	56	9.3
11-20	40	6.6
21 or more	45	7.5
Total	602	100.0
<b>Length of Stay</b>		
Overnight Visitor	145	23.8
Day User	463	76.2
Total	608	100.0
<b>Number of Nights Spent (Overnight Visitors)</b>		
1	72	50.3
2	40	28.0
3-5	21	14.7
6 or more	10	7.0
Total	143	100.0
<b>Number of Overnight Facilities Used During This Trip</b>		
0	531	83.4
1	74	11.6
2	20	3.1
3-5	9	1.4
6 or more	3	.5
Total	637	100.0
<b>Number of Day Use Facilities Used During This Trip</b>		
0	369	57.9
1	102	16.0
2	44	6.9
3-5	83	13.0
6 or more	39	6.1
Total	637	100.0

<b>Number of Days Spent in Undeveloped Areas During This Trip</b>	<b>Frequency</b>	<b>Valid Percent</b>
0	371	60.7
1	156	25.5
2	42	6.9
3-5	30	4.9
6 or more	12	2.0
Total	611	100.0
<b>Number of Days Spent in Wilderness During This Trip</b>		
0	548	86.0
1	57	8.9
2	15	2.4
3-5	11	1.7
6 or more	6	.9
Total	637	100.0
<b>Number of People in Vehicle</b>		
1-2	376	62.1
3-4	180	29.8
5 or more	49	8.1
Total	605	100.0
Average	2.2	
<b>Number of People Less than 16 Years Old in Vehicle</b>		
0	450	74.8
1	61	10.1
2	56	9.3
3 or more	35	5.8
Total	602	100.0
<b>Type of Group</b>		
alone	43	11.1
family	204	52.8
friends	86	22.3
family and friends	45	11.7
organized group	8	2.1
Total	386	100.0

Percentages may not equal 100 because of rounding.

### District Differences

- Visitors to sites in the Mount St. Helens district were more likely to be on day trips (83%) than those at sites in the other districts (62-69%).
- Overnight visitors within the Mount St. Helens district also reported shorter visits (64% only one night) than Mount Adams (46%) or Cowlitz Valley (33%) overnight visitors.
- Mount Adams district visitors were least likely to use any day use facilities during their trip.
- Cowlitz Valley district visitors spent the most time in undeveloped areas of the Forest and in designated Wilderness areas.
- Visitors to sites in the Mt. Adams (average=2.1 people) and Cowlitz Valley (average=2.0 people) districts tended to come in smaller groups) than visitors to the Mount St. Helens district (average=2.4).
- Visitors to the Mount St. Helens district were more likely (60%) than those in the Cowlitz Valley (54%) or Mount Adams district (33%) to come to the forest in family groups.

Table 3. Differences in Trip Visitation Patterns By Ranger District (Percent)

	Mount St. Helens	Mount Adams	Cowlitz Valley	Total
<b>Previous Visitation History**</b>				
First Time Visitor	32	19	19	26
Repeat Visitor	68	81	81	74
<b>Year of First Visit</b>				
prior to 1980	32	38	43	36
1980-1989	28	29	25	27
1990-1995	20	10	18	17
1996-2001	20	23	15	20
<b>Number of Visits to GP National Forest in Past 12 Months (before this trip)**</b>				
0	51	26	26	41
1-5	33	36	42	35
6-10	7	15	10	9
11-20	4	11	11	7
21 or more	4	13	12	7
<b>Length of Stay**</b>				
Overnight Visitor	17	31	38	24
Day User	83	69	62	76
<b>Number of Nights Spent (Overnight Visitors)**</b>				
1	64	46	33	50
2	25	22	38	28
3 or more	11	32	29	22
<b>Number of Overnight Facilities Used During This Trip**</b>				
0	86	89	70	83
1	10	5	23	12
2 or more	4	5	7	5

<b>Number of Day Use Facilities Used During This Trip**</b>	<b>Mount St. Helens</b>	<b>Mount Adams</b>	<b>Cowlitz Valley</b>	<b>Total</b>
0	45	86	67	58
1	22	5	11	16
2	8	3	8	7
3 or more	25	6	14	19
<b>Number of Days Spent in Undeveloped Areas During This Trip**</b>				
0	59	73	54	61
1	29	15	27	26
2 or more	13	11	19	14
<b>Number of Days Spent in Wilderness During This Trip**</b>				
0	88	92	75	86
1	9	4	15	9
2 or more	3	5	11	5
<b>Number of People in Vehicle**</b>				
1-2	57	73	67	62
3-4	34	25	22	30
5 or more	9	2	11	8
Average	2.4	2.1	2.0	2.2
<b>Number of People Less than 16 Years Old in Vehicle**</b>				
0	71	85	76	75
1	12	6	9	10
2	11	8	4	9
3 or more	6	2	11	6
<b>Type of Group**</b>				
alone	8	16	13	11
family	60	33	54	53
friends	18	33	25	23
family and friends	10	18	8	11
organized group	4			2

\*\* Differences between ranger districts statistically significant

### Campers Versus Non-Campers

- Campers spent more time in undeveloped and Wilderness areas than non-campers.
- Non-campers were more likely to be in family groups (58%) than campers (39%).
- Campers were more likely to be with friends (31%) than non-campers (19%).

Table 4. Differences in Trip Visitation Patterns Between Campers and Non-Campers (Percent)

	Campers	Non-Campers	Total
<b>Previous Visitation History</b>			
First Time Visitor	25	25	25
Repeat Visitor	75	75	75
<b>Year of First Visit</b>			
prior to 1980	34	37	36
1980-1989	26	26	26
1990-1995	16	19	18
1996-2001	24	18	20
<b>Number of Visits to GP National Forest in Past 12 Months (before this trip)</b>			
0	38	42	41
1-5	40	34	35
6-10	10	9	9
11-20	8	6	7
21 or more	3	9	8
<b>Length of Stay**</b>			
Overnight Visitor	58 <sup>1</sup>	10	24
Day User	42	90	76
<b>Number of Nights Spent (Overnight Visitors)**</b>			
1	44	66	50
2	28	27	28
3 or more	28	7	22
<b>Number of Overnight Facilities Used During This Trip**</b>			
0	63	91	83
1	22	8	12
2 or more	15	1	5
<b>Number of Day Use Facilities Used During This Trip</b>			
0	60	57	58
1	11	18	16
2	7	7	7
3 or more	22	18	19
<b>Number of Days Spent in Undeveloped Areas During This Trip**</b>			
0	57	62	61
1	15	30	26
2 or more	28	8	14

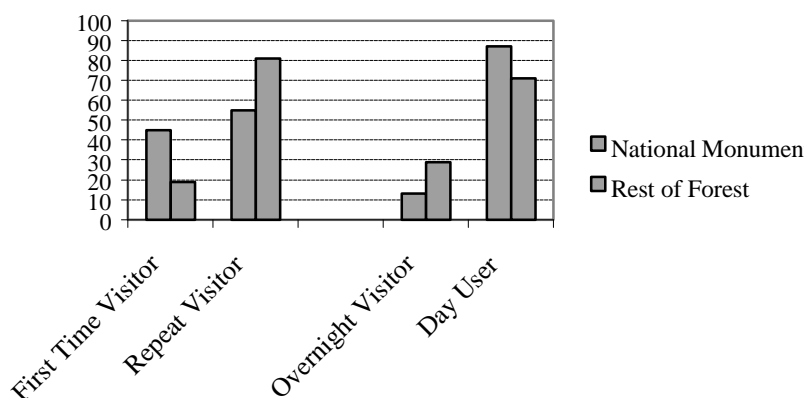
<sup>1</sup> For this comparison, campers were defined as those visitors who reported participating in any form of camping (developed, primitive, or backpacking) during their current trip. Thus, although the campers were more likely than the non-campers to stay in the Forest the previous night (and thus be defined as an overnight visitor), not all campers were classified as overnight visitors. Likewise, some non-campers could have stayed in the Forest the previous night at some other type of accommodation.

	<b>Campers</b>	<b>Non-Campers</b>	<b>Total</b>
<b>Number of Days Spent in Wilderness During This Trip**</b>			
0	73	91	86
1	13	7	9
2 or more	14	2	5
<b>Number of People in Vehicle</b>			
1-2	62	62	62
3-4	28	30	30
5 or more	10	8	8
Average	2.3	2.2	2.2
<b>Number of People Less than 16 Years Old in Vehicle</b>			
0	76	74	75
1	10	10	10
2	7	10	9
3 or more	7	5	6
<b>Type of Group**</b>			
alone	13	10	11
family	39	58	53
friends	31	19	22
family and friends	13	11	12
organized group	5	1	2

\*\* Differences between campers and non-campers statistically significant

### Mount St. Helens National Monument Versus Rest of Forest

Figure 1. Differences in Visitation Pattern Between National Monument Visitors and Rest of the Forest Visitors



- National Monument visitors were much more likely to be on their first visit than users of the rest of the forest.
- National Monument visitors were less likely to be staying overnight within the forest on this trip.

- National Monument visitors were more likely to use at least one day use facility (70% versus 29%).
- National Monument visitors tended to come in larger groups than visitors to the rest of the Forest (average of 3.1 people versus 2.1).

Table 5. Differences in Trip Visitation Patterns Between Mount St. Helens National Monument Visitors and Non-Monument Visitors (Percent)

	National Monument	Rest of Forest	Total
<b>Previous Visitation History**</b>			
First Time Visitor	45	19	25
Repeat Visitor	55	81	75
<b>Year of First Visit</b>			
prior to 1980	25	39	36
1980-1989	38	24	26
1990-1995	15	19	18
1996-2001	23	19	20
<b>Number of Visits to GP National Forest in Past 12 Months (before this trip)**</b>			
0	59	32	41
1-5	33	36	35
6-10	4	12	9
11-20	3	8	7
21 or more	0	11	7

	<b>National Monument</b>	<b>Rest of Forest</b>	<b>Total</b>
<b>Length of Stay**</b>			
Overnight Visitor	13	29	24
Day User	87	71	76
<b>Number of Nights Spent (Overnight Visitors)**</b>			
1	54	50	50
2	23	29	28
3 or more	23	21	22
<b>Number of Overnight Facilities Used During This Trip</b>			
0	82	84	83
1	12	12	12
2 or more	6	4	5
<b>Number of Day Use Facilities Used During This Trip**</b>			
0	30	71	58
1	21	14	16
2	12	4	7
3 or more	37	11	19
<b>Number of Days Spent in Undeveloped Areas During This Trip</b>			
0	58	62	61
1	25	26	26
2 or more	17	12	14
<b>Number of Days Spent in Wilderness During This Trip</b>			
0	81	88	86
1	12	7	9
2 or more	6	4	5
<b>Number of People in Vehicle**</b>			
1-2	54	66	62
3-4	33	28	30
5 or more	13	5	8
Average	3.1	2.1	2.2
<b>Number of People Less than 16 Years Old in Vehicle</b>			
0	70	77	75
1	12	9	10
2	11	8	9
3 or more	7	5	6
<b>Type of Group**</b>			
alone	4	13	11
family	65	49	53
friends	21	23	22
family and friends	9	13	12
organized group	1	2	2

\*\* Differences between National Monument visitors and rest of forest visitors statistically significant

### Demographic Characteristics of GPNF Visitors

- Two-thirds (63.4%) of all visitors surveyed in the GPNF were males, while 36.6% were females.
- Half of the respondents surveyed in the GPNF (49.6%) were between the ages of 31-50, while about one-third (32.8%) were over the age of 51.
- The vast majority of GPNF visitors surveyed (95.3%) reported their race/ethnicity as Caucasian.
- A small proportion of the respondents (1.5%) indicated that they were of Asian descent, and less than one percent reported that they were any other ethnic minority.

Table 6. Demographic Characteristics of GPNF Visitors

	Frequency	Valid Percent
<b>Gender</b>		
Male	379	63.4
Female	219	36.6
	598	100.0
<b>Age</b>		
16 to 20	9	1.5
21 to 30	97	16.1
31 to 40	137	22.8
41 to 50	161	26.8
51 to 60	114	19.0
61 to 70	65	10.8
70 or older	18	3.0
	601	100.0
<b>Ethnicity</b>		
Caucasian	562	95.3
Asian	10	1.5
Hawaiian/Pacific Islander	2	.3
American Indian/Alaskan Native	4	.7
African-American	4	.7
Hispanic, Hispanic, Latino	4	.7
Other	5	.8
	590	100.0

### District Differences

- Visitors to sites in the Mt. Adams district were more likely to be males (75%) than visitors to the other districts (59-65%).
- Mt. Adams district visitors tended to be younger than visitors to the other two districts.

Table 7. Differences in Visitor Demographics By Ranger District (Percent)

	Mount St. Helens	Mount Adams	Cowlitz Valley	Total
<b>Gender**</b>				
Male	59	75	65	63
Female	41	25	35	37
<b>Age</b>				
30 or younger	15	26	17	18
31 to 40	23	26	18	23
41 to 50	27	21	32	27
51 to 60	20	13	21	19
Over 60	14	13	13	14
<b>Ethnicity</b>				
Caucasian	95	96	95	95
Non-Caucasian	5	4	5	5

\*\* Differences between districts statistically significant

### Campers Versus Non-Campers

- Campers were more likely to be males (70%) than non-campers (61%).
- Campers tended to be younger than non-campers.

Table 8. Differences in Visitor Demographics Between Campers and Non-Campers (Percent)

	Campers	Non-Campers	Total
<b>Gender**</b>			
Male	70	61	63
Female	30	39	37
<b>Age**</b>			
30 or younger	26	14	18
31 to 40	20	24	23
41 to 50	27	27	27
51 to 60	16	20	19
Over 60	11	15	14
<b>Ethnicity</b>			
Caucasian	93	96	95
Non-Caucasian	7	4	5

\*\* Differences between campers and non-campers statistically significant

### Mount St. Helens National Monument Versus Rest of Forest

- Visitors to sites in the National Monument were more likely to be females (43%) than visitors to the rest of the Forest (33%).

Table 9. Differences in Visitor Demographics Between Mount St. Helens National Monument Visitors and Non-Monument Visitors (Percent)

	National Monument	Rest of Forest	Total
<b>Gender**</b>			
Male	57	67	63
Female	43	33	37
<b>Age</b>			
30 or younger	18	17	18
31 to 40	23	23	23
41 to 50	24	28	27
51 to 60	21	18	19
Over 60	14	14	14
<b>Ethnicity</b>			
Caucasian	95	95	95
Non-Caucasian	5	5	5

\*\* Differences between National Monument visitors and rest of forest visitors statistically significant

### Activity Participation

The basic survey administered to all visitors included a detailed list of recreational activities. Respondents were asked to identify each activity that they had participated in (or planned to participate in) during their visit, as well as their primary activity on this trip (Table 10). The first two columns (activity participation) show the range in numbers of visitors participating in the various activities, while the primary activity reflects what the visitors considered their most important purpose for visiting the Forest on this trip.

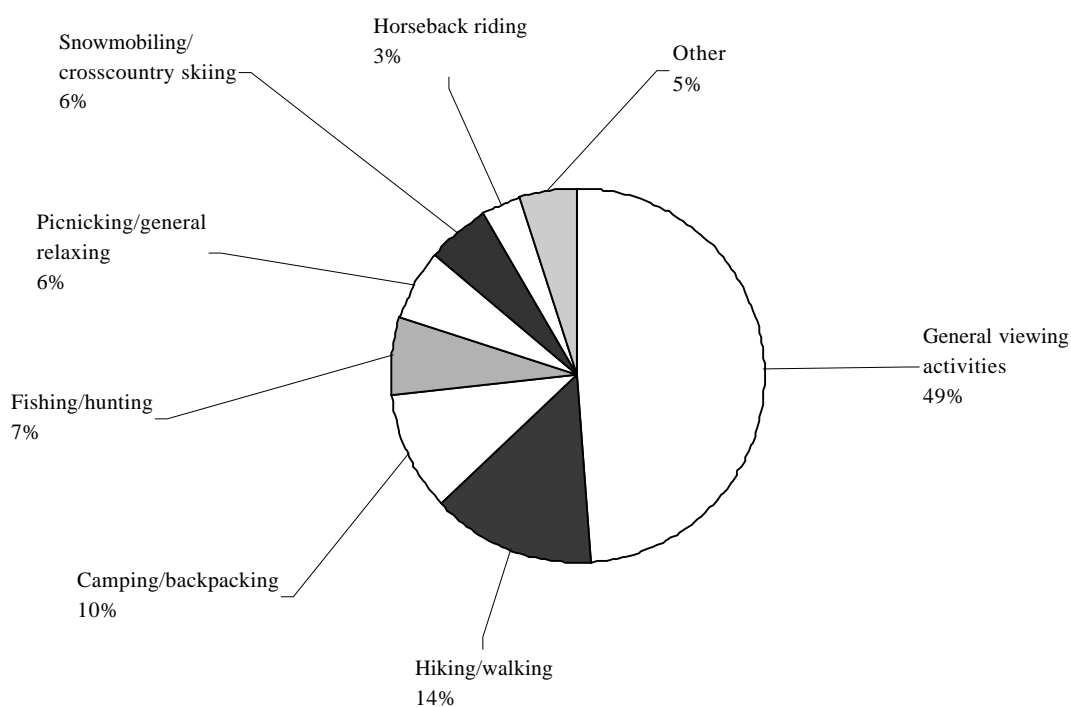
- Two-thirds of the visitors surveyed reported participating in viewing both natural features (68.6%) and historic sites (63.3%).
- One-quarter of the respondents visited a visitor center.
- Nearly half (44.7%) participated in hiking or walking in the Forest.

Table 10. Activity Participation of Gifford Pinchot Visitors (during this recreation visit)

	Activity Participation		Primary Activity	
	Frequency	Percent	Frequency	Percent
<b>Viewing and Sightseeing Activities</b>				
Viewing natural features such as scenery, flowers, etc.	437	68.6	155	24.3
Visiting historic and prehistoric sites	403	63.3	100	15.7
Driving for pleasure on roads	166	26.1	26	4.1
Visiting a visitor center	159	25.0	17	2.7
Nature study	43	6.8	2	.3
<b>Recreational Activities</b>				
Hiking or walking	285	44.7	87	13.7
General relaxing/hanging out	211	33.1	35	5.5
Camping in developed sites	92	14.4	32	5.0
Fishing all types	57	8.9	28	4.4
Backpacking	68	10.7	21	3.3
Horseback riding	22	3.5	20	3.1
Snowmobile travel	19	3.0	18	2.8
Cross-country skiing	16	2.5	16	2.5
Hunting - all types	18	2.8	14	2.2
Primitive camping	36	5.7	9	1.4
Other nonmotorized activities (swimming, sports, games)	26	4.1	9	1.4
Bicycling, including mountain bikes	22	3.5	8	1.3
Gathering mushrooms, berries, or other natural products	30	4.7	7	1.1
Off-highway vehicle travel	12	1.9	3	.5
Picnicking and family day gatherings	107	16.8	2	.3
Other motorized activities	2	.3	2	.3
Non motorized water travel (canoe, raft)	5	.8	1	.2
Resorts, cabins, other accommodations on FS lands	28	4.4	1	.2
Motorized water travel	0	0	0	0
Downhill skiing	1	.2	0	0

- Nearly half (47.1%) of all respondents indicated that their primary activity was some viewing or sightseeing activity (including driving for pleasure and nature study).
- Hiking was the most frequently reported non-viewing recreational activity (13.7%).
- Nearly one-tenth of the sampled visitors reported some type of camping (including developed or primitive camping or backpacking) as their primary activity.

Figure 2. Major Groupings of Primary Activities in the GPNF



### District Differences

- Visitors to the Mt. Adams district were much less likely than those in the other two districts to select viewing activities as their primary activity.
- The most popular activity among Mt. Adams district visitors was hiking/walking (32.5%).
- Small proportions of visitors reporting snowmobiling or cross-country skiing as their primary activity reflect the fact that relatively few visitors were interviewed at the designated sampling sites during the winter.

Table 11. Primary Activity Participation by Ranger District (Percent)\*\*

Primary Activity	Mount St. Helens	Mt. Adams	Cowlitz Valley	Total
Viewing activities	66.9	12.5	28.4	49.0
Hiking or walking	8.4	32.5	12.8	14.0
Camping	3.5	13.3	26.6	9.7
Fishing or hunting	3.5	16.7	8.3	7.0
Picnicking or relaxing	4.3	1.7	16.5	6.0
Snowmobiling or cross country skiing	5.4	11.7	0	5.7
Horseback riding	4.3	.8	2.8	3.3
Other	3.5	10.8	4.6	5.2

\*\* Differences between districts statistically significant

### Satisfaction Addition

This section of the survey asked GPNF users about the importance they attached to, and satisfaction with, fourteen customer service attributes in the GPNF. Respondents were provided with the opportunity to choose “not applicable” for any attributes that they did not experience during their visit.

- The GPNF was generally rated highly on each of the fourteen satisfaction attributes, with over 50% of the scores in the “very good” and “good” categories.
- GPNF visitors were most satisfied with the scenery (96.8% good/very good), condition of the natural environment (96.7% good/very good), and attractiveness of the forest landscape (92.9% good/very good).
- Attributes receiving the most “poor” or “fair” ratings included adequacy of signage (9.9% poor/fair), availability of information on recreation (7.1% poor/fair), and parking lot availability (6.6% poor/fair).
- The items that received the most not applicable (N/A) responses included condition of forest roads (36.4% N/A), helpfulness of employees (35.1% N/A), condition of developed recreation facilities (33.8% N/A), and cleanliness of restrooms (30.3% N/A). Generally these responses reflect the fact that the visitors did not encounter these attributes during their visits.

Table 12. Satisfaction Ratings for Customer Service Attributes in the GPNF (Percent)

Satisfaction Item	Poor	Fair	Average	Good	Very Good	Not Applicable	Mean
Scenery	0	0	2.6	12.3	84.5	.6	4.84
Available parking	3.3	3.3	7.2	28.8	54.2	3.3	4.29
Parking lot condition	0	1.9	9.1	33.1	48.1	7.8	4.43
Cleanliness of restrooms	2.6	3.9	18.4	16.4	28.3	30.3	3.91
Condition of the natural environment	0	.7	2.0	27.6	69.1	.7	4.67
Condition of developed recreation facilities	.7	1.3	7.3	29.1	27.8	33.8	4.33
Condition of forest roads	2.6	3.9	9.8	33.3	41.2	9.2	4.15
Condition of forest trails	.7	2.0	7.3	19.9	33.8	36.4	4.21
Availability of information on recreation	3.2	3.9	18.7	32.3	26.5	15.5	3.81
Feeling of safety	.7	2.0	7.2	24.2	62.7	3.3	4.42
Adequacy of signage	1.3	8.6	16.4	36.8	34.9	2.0	3.85
Helpfulness of employees	0	.7	2.0	15.9	46.4	35.1	4.69
Attractiveness of the forest landscape	0	0	4.5	21.9	71.0	2.6	4.71
Value for fee paid	5.2	1.3	6.5	18.3	47.7	20.9	4.26

## Importance Ratings

- Importance ratings for the customer service attributes generally followed the same pattern as the satisfaction ratings across the attributes.
- The condition of the natural environment (92.8% very important/most important), attractiveness of the forest landscape (91.1% very important/most important) and scenery (90.7% very important/most important) were the most important attributes to GPNF visitors.
- By far, the least important item was parking lot condition (15.1% not important/least important).
- The second least important item was parking availability (5.4% not important/least important), and value for fee paid (4.4% not important/least important).
- The greatest proportions of not applicable (N/A) responses were noted for condition of forest trails (23.7%), helpfulness of employees (23.3%), and condition of developed recreation facilities (23.3%).

Table 13. Importance Ratings for Customer Service Attributes in the GPNF (Percent)

Importance Item	Least Important				Most Important	Not Applicable	Mean
Scenery	.7	0	8.1	12.8	77.9	.7	4.76
Available parking	2.7	2.7	21.6	25.0	45.9	2.0	4.10
Parking lot condition	4.8	10.3	25.5	20.0	35.9	3.4	3.82
Cleanliness of restrooms	.8	1.5	12.2	21.4	45.8	18.3	4.41
Condition of the natural environment	0	.6	5.8	13.6	79.2	.6	4.82
Condition of developed recreation facilities	3.0	.8	12.0	22.6	38.3	23.3	4.20
Condition of forest roads	2.0	2.0	13.6	25.9	51.0	5.4	4.38
Condition of forest trails	1.5	.8	9.9	22.1	42.0	23.7	4.33
Availability of information on recreation	1.45	3.5	9.0	27.8	47.2	11.1	4.31
Feeling of safety	3.3	.7	9.3	20.7	63.3	2.7	4.47
Adequacy of signage	1.9	0	13.6	20.1	62.3	1.9	4.45
Helpfulness of employees	2.3	.8	6.0	22.6	45.1	23.3	4.36
Attractiveness of the forest landscape	0	.7	6.1	19.7	71.4	2.0	4.68
Value for fee paid	2.2	2.2	7.9	12.2	61.2	14.4	4.51

### Average Importance and Satisfaction Ratings

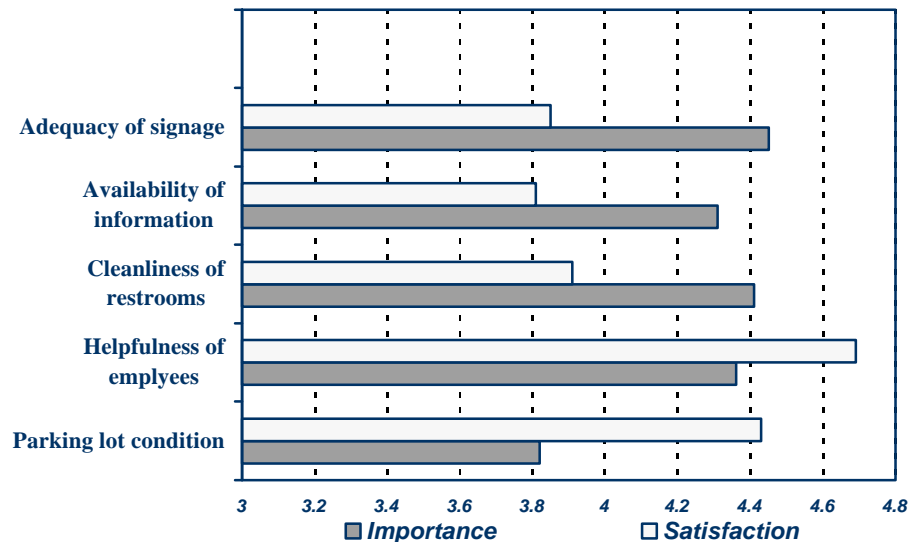
Comparing the importance and satisfaction ratings for customer service attributes (also known as “gap score analysis”) can help to identify how well the various attributes are meeting visitor expectations (Table 14). Items with very similar importance and satisfaction scores can be interpreted as matching visitor expectations. Those with positive differences (satisfaction greater than importance) may be exceeding their expectations, while those with negative differences (satisfaction lower than importance) may not be meeting expectations, and thus might be logical targets for managerial attention (Figure 3).

- Parking lot condition and helpfulness of employees showed significant positive differences, suggesting that visitor expectations were exceeded for these attributes.
- Significant negative gap scores were found for three items: adequacy of signage (-.60), cleanliness of restrooms (-.50), and availability of information about recreation (-.50). These results suggest there is room for improvement in the delivery of these services in the Forest.
- Gap scores for the remaining items were smaller, suggesting a closer match between visitor expectations and perceptions of on-site conditions.

Table 14. Summary of Importance, Satisfaction, and Gap Scores for Customer Service Attributes

Item	Average Importance	Average Satisfaction	Difference (Gap Score)
Parking lot condition	3.82	4.43	.61
Helpfulness of employees	4.36	4.69	.33
Available parking	4.10	4.29	.19
Condition of developed recreation facilities	4.20	4.33	.13
Scenery	4.76	4.84	.08
Attractiveness of the forest landscape	4.68	4.71	.03
Feeling of safety	4.47	4.42	-.05
Condition of forest trails	4.33	4.21	-.12
Condition of the natural environment	4.82	4.67	-.15
Condition of forest roads	4.38	4.15	-.23
Value for fee paid	4.51	4.26	-.25
Cleanliness of restrooms	4.41	3.91	-.50
Availability of information on recreation	4.31	3.81	-.50
Adequacy of signage	4.45	3.85	-.60

Figure 3. Gap Score Analysis for Items Showing Significant Differences between Importance and Satisfaction.



### Crowding and Overall Satisfaction Ratings

- Most respondents rated their overall satisfaction with their visit to the GPNF very highly, with nearly one-third (31.1%) rating their trip the highest possible score of 10.
- Eighty percent of the visitors rated their experience 8 or higher on the 10-point satisfaction scale.
- The average satisfaction score was 8.47 on the 10-point satisfaction scale.
- Crowding scores tended to be relatively low, with about one-third (32.9%) choosing 1 or 2, reflecting that they encountered “hardly anyone” during their visit.
- Slightly less than one-third (29.5%) of the respondents chose a 3 or 4, indicating that they felt moderately crowded during this trip.
- Very few respondents indicated conditions near the “overcrowded” end of the scale.

Table 15. Summary of Overall Satisfaction and Perceived Crowding Ratings (Percent).

Overall Satisfaction <sup>a</sup>	1	2	3	4	5	6	7	8	9	10
	.3	.5	-	1.3	4.6	1.8	11.6	25.2	23.7	31.1
Perception of Crowding <sup>b</sup>	1	2	3	4	5	6	7	8	9	10
	18.8	14.1	16.1	13.4	19.5	6.0	5.4	4.0	2.0	.7

<sup>a</sup> Response code: 1 = least satisfied to 10 = most satisfied

<sup>b</sup> Response code: 1 = “hardly anyone” to 10 = “overcrowded”

### District Differences – Satisfaction with Attributes

- Among the customer service satisfaction scores, only one item (parking lot condition) differed across ranger districts.
- Visitors in the Mount St. Helens district felt the parking lot condition (mean=4.59) was better than those in the Mount Adams district (4.13) and Cowlitz Valley district (4.05).

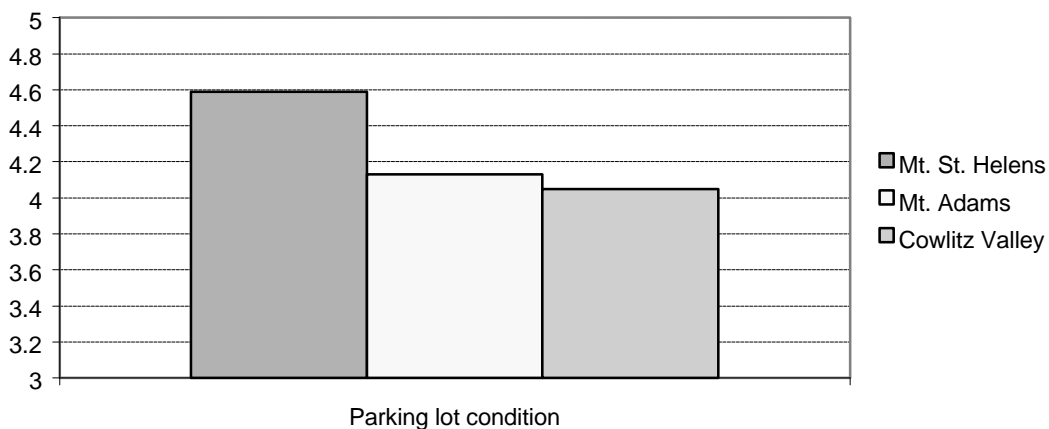
Table 16. Differences Between Ranger Districts in Satisfaction with Customer Service Attributes (Average\*)

	Mount St. Helens	Mount Adams	Cowlitz Valley	Total
Scenery	4.88	4.71	4.81	4.84
Available parking	4.37	4.12	4.18	4.29
Parking lot condition**	4.59	4.13	4.05	4.43
Cleanliness of restrooms	3.94	4.12	3.53	3.91
Condition of the natural environment	4.69	4.57	4.69	4.67
Condition of developed recreation facilities	4.35	4.27	4.29	4.33
Condition of forest roads	4.29	4.04	3.84	4.15
Condition of forest trails	4.31	4.24	3.89	4.21
Availability of information on recreation	3.84	3.85	3.63	3.81
Feeling of safety	4.38	4.64	4.32	4.42
Adequacy of signage	3.90	3.82	3.68	3.85
Helpfulness of employees	4.71	4.65	4.67	4.69
Attractiveness of the forest landscape	4.69	4.67	4.85	4.71
Value for fee paid	4.28	4.11	4.29	4.26

\*Response Code: 1="Poor" through 5="Very good"

\*\* Differences between districts statistically significant

Figure 4. Differences in Parking Lot Condition between Ranger Districts



**Campers Versus Non-Campers – Satisfaction with Attributes**

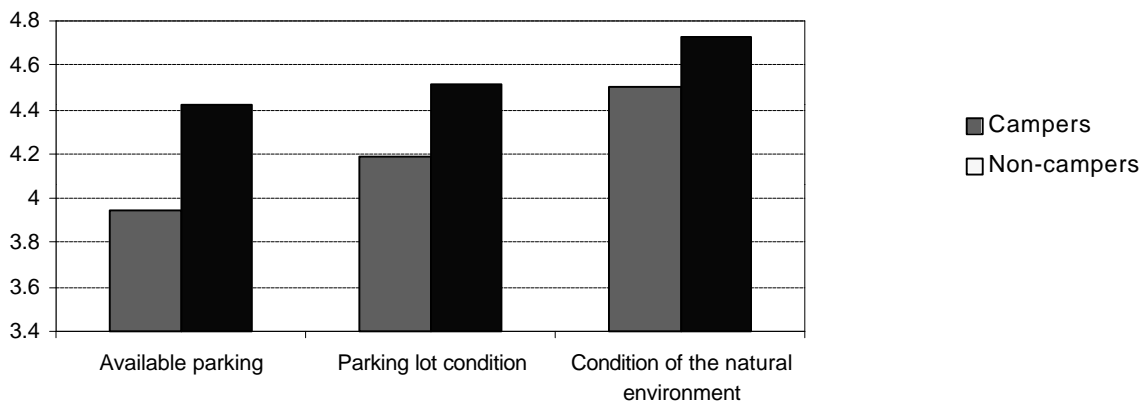
- Three items (available parking, parking lot condition, and condition of the natural environment) differed between campers and non-campers.
- In each case, non-campers reported higher satisfaction with these items than campers.

Table 17. Differences Between Campers and Non-campers in Satisfaction with Customer Service Attributes (Average\*)

	<b>Campers</b>	<b>Non-campers</b>	<b>Total</b>
Scenery	4.75	4.87	4.84
Available parking**	3.95	4.42	4.29
Parking lot condition**	4.19	4.51	4.43
Cleanliness of restrooms	3.59	4.03	3.91
Condition of the natural environment**	4.50	4.73	4.67
Condition of developed recreation facilities	4.28	4.35	4.33
Condition of forest roads	4.05	4.20	4.15
Condition of forest trails	3.93	4.34	4.21
Availability of information on recreation	3.74	3.84	3.81
Feeling of safety	4.43	4.41	4.42
Adequacy of signage	3.64	3.93	3.85
Helpfulness of employees	4.54	4.75	4.69
Attractiveness of the forest landscape	4.67	4.73	4.71
Value for fee paid	4.03	4.34	4.26

\*Response Code: 1="Poor" through 5="Very good"  
 \*\* Differences between groups statistically significant

Figure 5. Differences Between Campers and Non-campers in Satisfaction with Customer Service Attributes



**Mount St. Helens National Monument Versus Rest of Forest – Satisfaction with Attributes**

- Four items (scenery, available parking, parking lot condition, and condition of forest roads) differed between visitors to the National Monument and visitors to the rest of the Forest.
- In each case, National Monument visitors reported higher satisfaction scores.

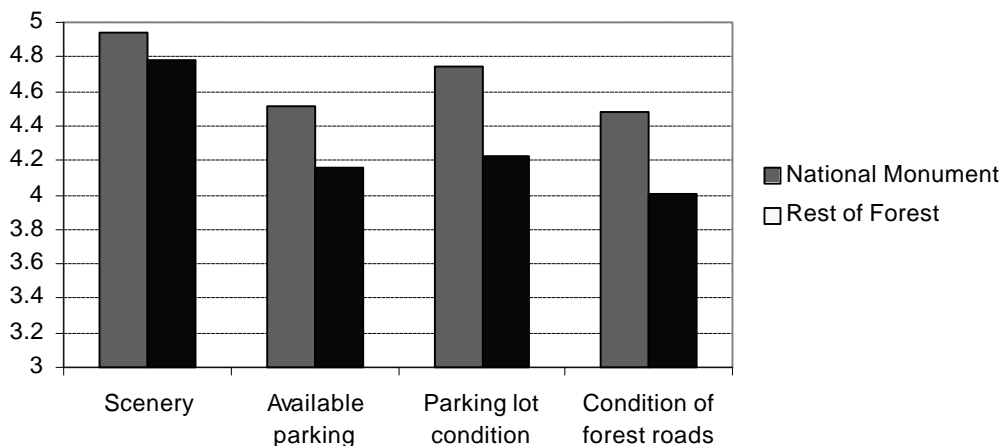
Table 18. Differences Between Mount St. Helens National Monument Visitors and Non-Monument Visitors in Satisfaction with Customer Service Attributes (Average\*)

	<b>National Monument</b>	<b>Rest of Forest</b>	<b>Total</b>
Scenery**	4.94	4.78	4.84
Available parking**	4.52	4.16	4.29
Parking lot condition**	4.75	4.23	4.43
Cleanliness of restrooms	3.82	3.97	3.91
Condition of the natural environment	4.75	4.63	4.67
Condition of developed recreation facilities	4.39	4.29	4.33
Condition of forest roads**	4.48	4.01	4.15
Condition of forest trails	4.40	4.13	4.21
Availability of information on recreation	4.02	3.67	3.81
Feeling of safety	4.40	4.43	4.42
Adequacy of signage	3.90	3.82	3.85
Helpfulness of employees	4.73	4.67	4.69
Attractiveness of the forest landscape	4.71	4.72	4.71
Value for fee paid	4.33	4.21	4.26

\*Response Code: 1="Poor" through 5="Very good"

\*\* Differences between National Monument visitors and rest of forest visitors statistically significant

Figure 6. Differences between Mount St. Helens National Monument Visitors and Non-monument Visitors in Satisfaction with Customer Service Attributes



### District Differences – Importance of Attributes

- Among the customer service importance scores, two items (availability of information on recreation, and adequacy of signage) differed across ranger districts.
- Importance scores for availability of information on recreation were highest among visitors in the Mount Adams district, whereas the importance of both of these items was lowest among visitors in the Cowlitz Valley district.

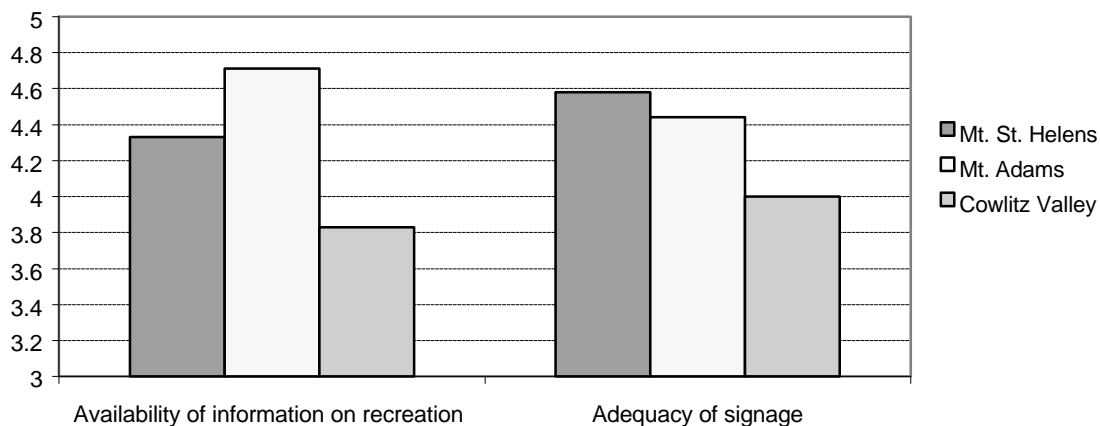
Table 19. Differences Between Ranger Districts in Importance of Customer Service Attributes (Average\*)

	Mount St. Helens	Mount Adams	Cowlitz Valley	Total
Scenery	4.77	4.68	4.80	4.76
Available parking	4.21	3.96	3.76	4.10
Parking lot condition	3.93	3.71	3.45	3.82
Cleanliness of restrooms	4.40	4.64	4.27	4.41
Condition of the natural environment	4.81	4.80	4.88	4.82
Condition of developed recreation facilities	4.18	4.63	4.08	4.20
Condition of forest roads	4.43	4.46	4.13	4.38
Condition of forest trails	4.33	4.44	4.18	4.33
Availability of information on recreation**	4.33	4.71	3.83	4.31
Feeling of safety	4.49	4.50	4.38	4.47
Adequacy of signage**	4.58	4.44	4.00	4.45
Helpfulness of employees	4.39	4.18	4.43	4.36
Attractiveness of the forest landscape	4.66	4.74	4.68	4.68
Value for fee paid	4.52	4.63	4.31	4.50

\*Response Code: 1="Least important" through 5="Most important"

\*\* Differences between districts statistically significant

Figure 7. Differences Between Ranger Districts in Importance of Customer Service Attributes



**Campers Versus Non-Campers – Importance of Attributes**

- Three items (available parking, parking lot condition, and value for fee paid) differed between campers and non-campers.
- In each case, non-campers attached significantly more importance to these items than campers. This same pattern held true for most items, even when the difference was not statistically significant.

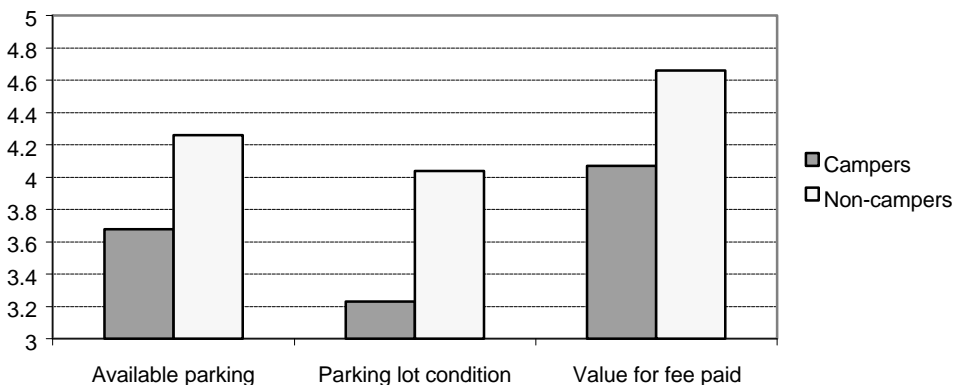
Table 20. Differences Between Campers and Non-campers in Importance of Customer Service Attributes (Average\*)

	<b>Campers</b>	<b>Non-campers</b>	<b>Total</b>
Scenery	4.74	4.76	4.76
Available parking**	3.68	4.26	4.10
Parking lot condition**	3.23	4.04	3.82
Cleanliness of restrooms	4.18	4.51	4.41
Condition of the natural environment	4.74	4.85	4.82
Condition of developed recreation facilities	4.04	4.26	4.20
Condition of forest roads	4.27	4.42	4.38
Condition of forest trails	4.10	4.43	4.33
Availability of information on recreation	4.30	4.31	4.31
Feeling of safety	4.31	4.54	4.47
Adequacy of signage	4.26	4.52	4.45
Helpfulness of employees	4.24	4.40	4.36
Attractiveness of the forest landscape	4.68	4.68	4.68
Value for fee paid**	4.07	4.66	4.50

\*Response Code: 1="Least important" through 5="Most important"

\*\* Differences between groups statistically significant

Figure 8. Differences Between Campers and Non-campers in Importance of Customer Service Attributes



### Mount St. Helens National Monument Versus Rest of Forest – Importance of Attributes

- None of the items differed in importance between visitors to the National Monument and visitors to the rest of the Forest.

Table 21. Differences Between Mount St. Helens National Monument Visitors and Non-Monument Visitors in Importance of Customer Service Attributes (Average\*)

	<b>National Monument</b>	<b>Rest of Forest</b>	<b>Total</b>
Scenery	4.71	4.78	4.76
Available parking	4.02	4.14	4.10
Parking lot condition	3.79	3.84	3.82
Cleanliness of restrooms	4.31	4.48	4.41
Condition of the natural environment	4.81	4.83	4.82
Condition of developed recreation facilities	4.05	4.32	4.20
Condition of forest roads	4.26	4.43	4.38
Condition of forest trails	4.11	4.42	4.33
Availability of information on recreation	4.26	4.35	4.31
Feeling of safety	4.38	4.53	4.47
Adequacy of signage	4.44	4.46	4.45
Helpfulness of employees	4.20	4.45	4.36
Attractiveness of the forest landscape	4.60	4.72	4.68
Value for fee paid	4.41	4.57	4.50

\*Response Code: 1="Least important" through 5="Most important"

\*\* Differences between National Monument visitors and rest of forest visitors statistically significant

### District Differences – Perceived Crowding and Overall Satisfaction

- Neither perceived crowding nor overall satisfaction differed significantly between ranger districts.

Table 22. Differences Between Ranger Districts in Overall Satisfaction and Crowding (Average)

	<b>Mount St. Helens</b>	<b>Mount Adams</b>	<b>Cowlitz Valley</b>	<b>Total</b>
Overall Satisfaction <sup>a</sup>	8.42	8.61	8.43	8.47
Perceived Crowding <sup>b</sup>	3.70	4.07	3.69	3.77

<sup>a</sup> Response Code: 1 = lowest satisfaction through 10 = highest satisfaction

<sup>b</sup> Response Code: 1 = “hardly anyone” through 10 = “overcrowded”

\*\* Differences between districts statistically significant

### Campers Versus Non-Campers – Perceived Crowding and Overall Satisfaction

- Neither perceived crowding nor overall satisfaction differed significantly between campers and non-campers.

Table 23. Differences Between Campers and Non-campers in Overall Satisfaction and Crowding (Average)

	<b>Campers</b>	<b>Non-campers</b>	<b>Total</b>
Overall Satisfaction <sup>a</sup>	8.58	8.43	8.47
Perceived Crowding <sup>b</sup>	3.55	3.85	3.77

<sup>a</sup> Response Code: 1 = lowest satisfaction through 10 = highest satisfaction

<sup>b</sup> Response Code: 1 = “hardly anyone” through 10 = “overcrowded”

\*\* Differences between groups statistically significant

### Mount St. Helens National Monument Versus Rest of Forest – Perceived Crowding and Overall Satisfaction

- Neither perceived crowding nor overall satisfaction differed significantly between National Monument visitors and visitors to the rest of the Forest.

Table 24. Differences Between Mount St. Helens National Monument Visitors and Non-Monument Visitors in Overall Satisfaction and Crowding (Average)

	<b>National Monument</b>	<b>Rest of Forest</b>	<b>Total</b>
Overall Satisfaction <sup>a</sup>	8.37	8.50	8.47
Perceived Crowding <sup>b</sup>	3.87	3.72	3.7

<sup>a</sup> Response Code: 1 = lowest satisfaction through 10 = highest satisfaction

<sup>b</sup> Response Code: 1 = “hardly anyone” through 10 = “overcrowded”

\*\* Differences between National Monument visitors and rest of forest visitors statistically significant

### Economics Addition

About one-fourth of the survey respondents were asked about their monetary expenditures in the GPNF. Additional questions in the “economics addition” focused on the respondents’ trip itinerary (Table 25). These questions were asked to establish a context for evaluation of the reported trip expenditures. Due to the small number of individuals answering some of these questions, only the overall results are presented for this section of the report. The number of respondents answering these questions was not sufficient for meaningful comparison of sub-groups of visitors.

- When asked what they would have done if, for some reason, they had been unable to go to the GPNF on this visit, over one-third of the respondents (38.5%) stated that they would have gone somewhere else to pursue the same activity.
- Another third of the visitors (32.1%) said they would have gone elsewhere for a different activity, and 15.4% of the respondents indicated that they would come back another time.
- Overnight visitors were mostly on trips of 1-5 days (51.1%) or 6-10 days (21.7%).
- The majority of day visitors were away from their home for 6-10 hours (59.7%).
- Close to three-quarters of the respondents (71.1%) were visiting only the Gifford Pinchot National Forest on this particular trip.
- The majority of respondents contacted indicated that the GPNF was their primary destination (57.1%).
- When queried about their expenses, a variety of responses were noted. About one-third of the visitors (33.5%) indicated that they were sharing expenses, while another third (34.2%) were paying just their own expenses on this trip.
- However, over one-quarter (27.7%) were paying expenses for themselves and others, and just 4.5% of the respondents reported that someone else was paying their expenses.

Table 25. GPNF Recreation Trip Profile (for economics section)

	Frequency	Valid Percent
<b>What Visitor Would have done if Unable to Visit GPNF</b>		
Gone elsewhere for same activity	60	38.5
Gone elsewhere for different activity	50	32.1
Come back another time	24	15.4
Stayed home	12	7.7
Gone to work at your regular job	3	1.9
None of these	7	4.5
Total	156	100.1
<b>Time Away from Home (Days)</b>		
1-5	47	51.1
6-10	20	21.7
11-20	15	16.3
21+	10	10.9
Total	92	100.0
<b>Time Away from Home (Hours)</b>		
1-2	5	7.5
3-5	10	14.9
6-10	40	59.7
11+	12	17.9
Total	67	100.0
<b>Single or Multiple Destination Trip</b>		
Visited GPNF only	106	71.1
Visited other places	43	28.9
Total	149	100.0
<b>Was GPNF Primary Destination for Trip</b>		
Yes	44	57.1
No	33	42.9
Total	77	100.0
<b>How Trip Expenses were being Handled</b>		
Respondent sharing expenses with other people	52	33.5
Respondent paying for just his/her own expenses	53	34.2
Respondent paying for him/herself and others	43	27.7
Some one else paying respondents' expenses	7	4.5
Total	155	99.9
<b>Number of Other People's Expenses Paid (if paying for others)</b>		
1	19	44.2
2	7	16.3
3	10	23.3
4	7	16.3
Total	43	100.1

Percentages may not equal 100 because of rounding.

## Expenditure Categories

In the economics addition, visitors were asked how much they spent for ten categories of expenditures on this trip within 50 miles of the site visited (Table 26).

- Many respondents indicated that they spent no money at all on the economic expenditures listed on the survey instrument.
- Very few visitors spent any money on the category of other transportation (plane, bus, etc) (3.1%) or government lodging (2.5%).
- Not surprisingly, the greatest single expenditure was for gas/oil (mean = \$61.58), followed by food/drink at restaurants/bars (mean = \$47.60).
- A lesser amount of money went to the category of entry, parking, or recreation fees (mean = \$22.15), and for privately owned lodging (mean = \$17.99).
- The lowest mean amounts of expenditures were noted for souvenirs (\$3.63) and government lodging (\$4.40).

Table 26. Summary of Trip Spending Patterns of GPNF Visitors

Economic Expenditure Items	Spending Range (percent)				Average Amount Spent
	\$0	\$1-25	\$26-50	> \$50	
Government lodging	97.4	.6	0	1.9	\$4.40
Privately-owned lodging	85.3	1.9	5.1	7.7	\$17.99
Food/drink at restaurants and bars	59.6	17.3	13.5	9.6	\$47.60
Other food and beverages	48.1	41.1	3.8	7.0	\$13.99
Gasoline and oil	30.8	47.4	14.7	7.1	\$61.58
Other transportation	96.8	.6	0	2.5	\$13.59
Activities	91.7	5.1	1.3	1.9	\$5.55
Entry, parking, or recreation use fees	48.7	35.9	12.2	3.2	\$22.15
Souvenirs/clothing	84.0	10.9	3.2	1.9	\$3.63
Any other expenses	85.2	8.4	2.6	3.9	\$7.03

Percentages may not equal 100 because of rounding.

### Experience Addition

This section of the survey asked a series of additional questions of interest to managers of the Gifford Pinchot National Forest. About half of the respondents were asked these questions. Some of the questions enhanced other sections of the basic surveys and have been reported earlier (e.g. previous visitation to the forest and group composition were reported with other visitor trip characteristics). The results presented below focus on visitor motivations, feelings towards the Forest, and opinions about potential improvements in the Gifford Pinchot National Forest.

#### Reasons for Visiting the Gifford Pinchot National Forest

- Visitors' most important reasons for visiting the GPNF were to experience natural surroundings and to be outdoors.
- Visitors also attached great importance to the opportunity to relax and get away from their regular routine.
- Social motives of family recreation and being with friends were also important to the majority of GPNF visitors.
- Visitors were more evenly divided on the importance of seeking challenge and developing their skills.

Table 27. Summary of Reasons for Recreating in the GPNF

Reasons	Not at all important	Somewhat important	Moderately important	Very important	Extremely important	Mean <sup>a</sup>
To be outdoors	-	-	1.0	22.0	77.0	4.76
For relaxation	.3	.5	3.8	24.7	70.7	4.65
To get away from the regular routine	1.3	2.0	8.8	21.7	66.2	4.49
For the challenge or sport	9.6	13.1	24.5	20.2	32.6	3.53
For family recreation	7.3	5.6	15.7	25.5	46.0	3.97
For physical exercise	5.6	9.6	26.0	29.5	29.3	3.67
To be with my friends	10.8	11.1	18.9	25.9	33.2	3.60
To experience natural surroundings	.3	-	3.0	20.4	76.3	4.73
To develop my skills	14.6	19.2	25.1	18.5	22.6	3.15

<sup>a</sup> Response Code: 1="Not at all important" and 5="Extremely important"

### District Differences

- Most of the reasons listed varied significantly across ranger districts.
- Visitors to the Mt. Adams district generally reported the highest scores for all of the reasons for participating.
- The exception to this pattern was for “family recreation,” which was rated lower by Mt. Adams district visitors than by visitors to the other districts.
- Mt. Adams district visitors gave especially high scores to opportunities for “challenge or sport” and “skill development.”

Table 28. Differences in Reasons for Recreation by Ranger District (Mean)

Reason	Mt. St. Helens	Mt. Adams	Cowlitz Valley	Total
To be outdoors	4.7	4.9	4.8	4.8
For relaxation	4.6	4.7	4.8	4.7
To get away from the regular routine**	4.4	4.8	4.6	4.5
For the challenge or sport**	3.3	4.2	3.6	3.5
For family recreation**	4.1	3.6	4.0	4.0
For physical exercise**	3.6	4.1	3.6	3.7
To be with my friends**	3.4	4.1	3.6	3.6
To experience natural surroundings	4.7	4.8	4.8	4.7
To develop my skills**	3.0	3.9	3.0	3.1

\* Response Code: 1="Not at all important" and 5="Extremely important"

\*\* Differences between Ranger Districts statistically significant

**Campers Versus Non-Campers**

- Only two of the reasons for visiting (for physical exercise and to develop my skills) differed significantly between campers and non-campers.
- In both cases, campers attached more importance to these reasons than non-campers.

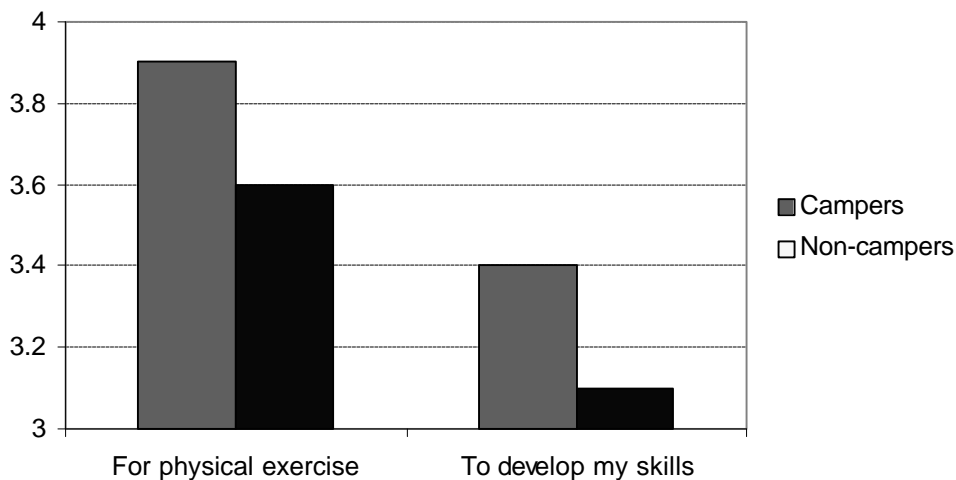
Table 29. Differences in Reasons for Recreation between Campers and Non-Campers (Mean)

Reason	Campers	Non-Campers	Total
To be outdoors	4.8	4.7	4.8
For relaxation	4.6	4.7	4.7
To get away from the regular routine	4.5	4.5	4.5
For the challenge or sport	3.6	3.5	3.5
For family recreation	3.8	4.0	4.0
For physical exercise**	3.9	3.6	3.7
To be with my friends	3.6	3.6	3.6
To experience natural surroundings	4.7	4.7	4.7
To develop my skills**	3.4	3.1	3.2

\* Response Code: 1="Not at all important" and 5="Extremely important"

\*\* Differences between Campers and Non-Campers statistically significant

Figure 9. Differences in Reasons for Recreation between Campers and Non-Campers



### Mount St. Helens National Monument Versus Rest of Forest

- Three of the reasons for visiting (for the challenge or sport, to be with friends, and to develop my skills) differed significantly between National Monument visitors and those visiting other areas of the forest.
- In all cases, visitors to the rest of the forest attached more importance to these reasons than National Monument visitors.

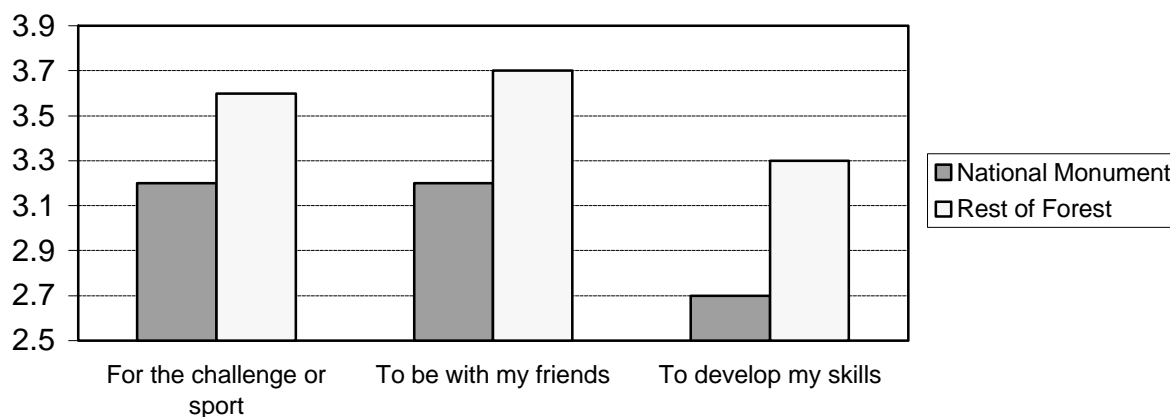
Table 30. Differences in Reasons for Recreation between Mount St. Helens National Monument Visitors and Non-Monument Visitors (Mean)

Reason	National Monument	Rest of the Forest	Total
To be outdoors	4.7	4.8	4.8
For relaxation	4.7	4.6	4.7
To get away from the regular routine	4.4	4.5	4.5
For the challenge or sport **	3.2	3.6	3.5
For family recreation	4.1	3.9	4.0
For physical exercise	3.5	3.7	3.7
To be with my friends**	3.2	3.7	3.6
To experience natural surroundings	4.7	4.7	4.7
To develop my skills**	2.7	3.3	3.2

\* Response Code: 1="Not at all important" and 5="Extremely important"

\*\* Differences between National Monument visitors and rest of forest visitors statistically significant

Figure 10. Differences in Reasons for Recreation between Mount St. Helens National Monument Visitors and Non-Monument Visitors



### Place Attachment

- The majority of respondents (60%) agreed that the GPNF “means a lot to them.”
- They do not, however, necessarily enjoy recreating in the GPNF more than at other places, or get more satisfaction out of visiting the GPNF than visiting other places.

Table 31. Summary of Place Attachment Scale Items

Place Attachment Items	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly agree	Mean <sup>a</sup>	Standard Deviation
This place means a lot to me	.3	6.4	32.9	36.0	24.4	3.78	.90
I enjoy recreating at this place more than at any other place	4.6	17.2	54.6	14.1	9.	3.07	.94
I am very attracted to this place	1.8	13.1	49.4	24.4	11.3	3.30	.90
I get more satisfaction out of visiting this place than from visiting any other place	5.7	23.1	53.0	10.3	8.0	2.92	.94

<sup>a</sup> Response Code: 1="Strongly Disagree" and 5="Strongly Agree"

- When asked to choose their most important reason for visiting the GPNF, the most common response (42.1%) was “because it’s a good place to do the outdoor activities I enjoy.”
- About one-third of the visitors (36.4% ) said they went there “to enjoy the place itself.”
- Less than one-fifth of the visitors (17.3%) went there primarily to “spend more time with my companions.”
- Very few respondents (4.2%) chose the Gifford Pinchot National Forest “because it was close to home.”

Table 32. Which of the following was the most important reason for this visit to the GPNF

	Frequency	Valid Percent
I went there because I enjoy the place itself	139	36.4
I went there because it’s a good place to do the outdoor activities I enjoy	161	42.1
I went there because I wanted to spend more time with my companions	66	17.3
I went there because it was close to home	16	4.2

### District Differences

- Cowlitz Valley district visitors were more likely to visit because they “enjoy the place itself.”
- Visitors to the Mt. Adams district were more focused on the activity they pursued than the place.
- Visitors to the Mount St. Helens were more likely than those in the other districts to select “more time with my companions” and “close to home” as their most important reasons for visiting the GPNF.

Table 33. Differences in Place Attachment by Ranger District (Percent)

	Mt. St. Helens	Mt. Adams	Cowlitz Valley	Total
<b>This place means a lot to me</b>				
Strongly Disagree			1.2	.3
Disagree	9.0	5.3	3.5	6.9
Neither Agree nor Disagree	34.3	40.0	24.7	33.2
Agree	35.8	34.7	36.5	35.7
Strongly Agree	20.9	20.0	34.1	23.8
<b>I enjoy recreating at this place more than any other place</b>				
Strongly Disagree	6.4		5.9	5.0
Disagree	19.3	13.3	17.6	17.7
Neither Agree nor Disagree	50.5	69.3	49.4	54.1
Agree	14.4	12.0	14.1	13.8
Strongly Agree	9.4	5.3	12.9	9.4
<b>I am very attached to this place</b>				
Strongly Disagree	1.0		4.7	1.7
Disagree	14.9	10.7	12.9	13.5
Neither Agree nor Disagree	51.5	56.0	42.4	50.3
Agree	22.3	24.0	24.7	23.2
Strongly Agree	10.4	9.3	15.3	11.3
<b>I get more satisfaction out of visiting this place than from visiting any other place**</b>				
Strongly Disagree	6.4		9.4	5.8
Disagree	25.7	16.2	23.5	23.3
Neither Agree nor Disagree	50.5	70.3	45.9	53.5
Agree	8.9	6.8	12.9	9.4
Strongly Agree	8.4	6.8	8.2	8.0
<b>Which was the most important reason for this visit to the GPNF **</b>				
I went there because I enjoy the place itself	35.0	25.0	43.4	34.9
I went there because it's a good place to do the outdoor activities I enjoy	37.6	58.3	42.2	42.9
I went there because I wanted to spend more time with my companions	21.3	15.3	10.8	17.6
I went there because it was close to home	6.1	1.4	3.6	4.5

\*\* Differences between Ranger Districts statistically significant

### Campers Versus Non-Campers

- There were no significant differences between campers and non-campers in responses to the Place Attachment questions.

Table 34. Differences in Place Attachment between Campers and Non-Campers (Percent)

	Campers	Non-Campers	Total
<b>This place means a lot to me</b>			
Strongly Disagree		.4	.3
Disagree	5.8	6.7	6.4
Neither Agree nor Disagree	25.0	35.8	32.9
Agree	38.5	35.1	36.0
Strongly Agree	30.8	22.1	24.4
<b>I enjoy recreating at this place more than any other place</b>			
Strongly Disagree	3.8	4.9	4.6
Disagree	16.3	17.5	17.2
Neither Agree nor Disagree	52.9	55.2	54.6
Agree	11.5	15.0	14.1
Strongly Agree	15.4	7.3	9.5
<b>I am very attached to this place</b>			
Strongly Disagree	1.9	1.7	1.8
Disagree	9.6	14.3	13.1
Neither Agree nor Disagree	42.3	52.1	49.5
Agree	29.8	22.4	24.4
Strongly Agree	16.3	9.4	11.3
<b>I get more satisfaction out of visiting this place than from visiting any other place</b>			
Strongly Disagree	3.8	6.3	5.7
Disagree	22.1	23.5	23.1
Neither Agree nor Disagree	51.0	53.7	53.0
Agree	13.5	9.1	10.3
Strongly Agree	9.6	7.4	8.0
<b>Which was the most important reason for this visit to the GPNF</b>			
I went there because I enjoy the place itself	34.0	37.3	36.4
I went there because it's a good place to do the outdoor activities I enjoy	49.5	39.4	42.1
I went there because I wanted to spend more time with my companions	11.7	19.4	17.3
I went there because it was close to home	4.9	3.9	4.2

\*\* Differences between Campers and Non-Campers statistically significant

### Mount St. Helens National Monument Versus Rest of Forest

- Visitors to other areas of the Forest were more likely than visitors to the Mount St. Helens National Monument to report getting more enjoyment or satisfaction out of visiting the place they visited (compared to other places).

Table 35. Differences in Place Attachment between Mount St. Helens National Monument Visitors and Non-Monument Visitors (Percent)

	National Monument	Rest of the Forest	Total
<b>This place means a lot to me</b>			
Strongly Disagree		.3	.3
Disagree	4.5	7.0	6.4
Neither Agree nor Disagree	42.7	30.0	32.9
Agree	37.1	35.7	36.0
Strongly Agree	15.7	27.0	24.4
<b>I enjoy recreating at this place more than any other place**</b>			
Strongly Disagree	12.2	2.3	4.6
Disagree	21.1	16.0	17.2
Neither Agree nor Disagree	52.2	55.3	54.6
Agree	10.0	15.3	14.1
Strongly Agree	4.4	11.0	9.5
<b>I am very attached to this place</b>			
Strongly Disagree	3.3	1.3	1.8
Disagree	11.1	13.7	13.1
Neither Agree nor Disagree	57.8	47.0	49.5
Agree	18.9	26.0	24.4
Strongly Agree	8.9	12.0	11.3
<b>I get more satisfaction out of visiting this place than from visiting any other place**</b>			
Strongly Disagree	11.1	4.0	5.7
Disagree	30.0	21.1	23.1
Neither Agree nor Disagree	50.0	53.8	53.0
Agree	3.3	12.4	10.3
Strongly Agree	5.6	8.7	8.0
<b>Which was the most important reason for this visit to the GPNF</b>			
I went there because I enjoy the place itself	39.5	35.5	36.4
I went there because it's a good place to do the outdoor activities I enjoy	32.6	44.9	42.1
I went there because I wanted to spend more time with my companions	22.1	15.9	17.3
I went there because it was close to home	5.8	3.7	4.2

\*\* Differences between National Monument visitors and rest of forest visitors statistically significant

### Visitor Response To Available Services And Recreation Experiences

- Visitors generally gave high ratings for local restaurants, grocery stores and gas stations, and overnight lodging facilities.
- Only the sewage/dump stations received notably lower ratings, showing room for improvement.
- Regarding experience opportunities, all items were generally highly rated.
- The helpfulness/courteousness of FS employees received the highest overall rating.

Table 36. Summary Of Satisfaction With Available Services And Visitor Experiences

Services/Experience	Poor	Fair	Average	Good	Very Good	Mean <sup>a</sup>
<b>Services</b>						
Restaurants and other food establishments	1.7	5.0	32.6	32.0	28.8	3.81
Grocery stores, gas stations, etc.	1.2	4.5	25.3	40.8	28.2	3.90
Overnight lodging facilities	4.7	5.6	18.3	35.5	35.5	3.92
Sewage/dump stations	25.0	13.5	23.1	13.5	25.0	3.00
<b>Experience</b>						
Opportunity to recreate without feeling crowded	.8	2.1	11.1	32.1	53.8	4.36
Opportunity to recreate without interference from other visitors	1.1	1.3	15.0	30.7	51.9	4.31
Places to recreate without conflict from other visitors	1.6	1.9	11.6	29.3	55.6	4.35
Compatibility of recreation activities at the area	2.2	1.7	13.5	31.7	50.8	4.27
Helpfulness/courteousness of Forest Services employees	.9	1.3	5.7	29.3	62.9	4.52
Helpfulness/courteousness of concessionaires	2.7	2.8	13.5	36.0	45.0	4.18
Helpfulness/courteousness of people in surrounding communities	.9	1.3	14.0	40.2	43.7	4.24

<sup>a</sup> Response Code: 1 = "Poor" to 5 = "Very good"

### District Differences

- There were no significant differences between ranger districts in visitor ratings of services available in the surrounding communities.
- Four of the seven types of experiences, however, were rated differently across ranger districts.
- Cowlitz Valley district visitors were more satisfied than visitors in the other two districts with the opportunity to recreate without feeling crowded.
- Visitors in the Mt. Adams district stood out from the other districts, with higher satisfaction ratings for the opportunity to recreate without interference or conflict from other visitors.

Table 37. Differences in Satisfaction with Available Services and Experiences by Ranger District (Mean)

Services/Experiences	Mt. St. Helens	Mt. Adams	Cowlitz Valley	Total
<b>Services</b>				
Restaurants and other food establishments	3.8	4.0	3.8	3.8
Grocery stores, gas stations, etc.	3.9	4.0	3.9	3.9
Overnight lodging facilities	3.9	4.2	3.7	3.9
Sewage/dump stations	2.9	3.4	2.9	3.0
<b>Experiences</b>				
Opportunity to recreate without feeling crowded**	4.3	4.3	4.4	4.4
Opportunity to recreate without interference from other visitors**	4.3	4.4	4.3	4.3
Places to recreate without conflict from other visitors**	4.3	4.5	4.4	4.4
Compatibility of recreation activities at the area**	4.2	4.5	4.3	4.3
Helpfulness/courteousness of Forest Services employees	4.6	4.3	4.5	4.5
Helpfulness/courteousness of concessionaires	4.2	4.1	4.4	4.3
Helpfulness/courteousness of people in surrounding communities	4.2	4.4	4.3	4.2

\* Response Code: 1="Poor " and 5="Very good"

\*\* Differences between Ranger Districts statistically significant

### Campers Versus Non-Campers

- There was only one significant difference between campers and non-campers in the responses to questions about satisfaction with locally available services and experience opportunities.
- Campers gave lower satisfaction ratings than non-campers for sewage/dump stations, reflecting their greater dependence on such services.

Table 38. Differences of Satisfaction with Available Services and Experiences between Campers and Non-Campers (Mean)

Services/Experiences	Campers	Non-Campers	Total
<b>Services</b>			
Restaurants and other food establishments	3.9	3.8	3.8
Grocery stores, gas stations, etc.	4.0	3.9	3.9
Overnight lodging facilities	3.9	3.9	3.9
Sewage/dump stations**	2.4	3.3	3.0
<b>Experiences</b>			
Opportunity to recreate without feeling crowded	4.3	4.4	4.4
Opportunity to recreate without interference from other visitors	4.3	4.3	4.3
Places to recreate without conflict from other visitors	4.2	4.4	4.4
Compatibility of recreation activities at the area	4.2	4.3	4.3
Helpfulness/courteousness of Forest Services employees	4.4	4.6	4.5
Helpfulness/courteousness of concessionaires	4.3	4.1	4.2
Helpfulness/courteousness of people in surrounding communities	4.3	4.2	4.2

\* Response Code: 1="Poor " and 5="Very Good"

\*\* Differences between Campers and Non-Campers statistically significant

### Mount St. Helens National Monument Versus Rest of Forest

- There were no significant differences between National Monument visitors and visitors to the rest of the forest in satisfaction with services available in local communities.
- Visitors to other areas of the forest gave higher satisfaction ratings than National Monument visitors for compatibility of recreation activities.

Table 39. Differences of Satisfaction with Available Services and Experiences between Mount St. Helens National Monument Visitors and Non-Monument Visitors (Mean)

Services/Experiences	National Monument	Rest of the Forest	Total
<b>Services</b>			
Restaurants and other food establishments	3.8	4.0	3.8
Grocery stores, gas stations, etc.	3.9	4.0	3.9
Overnight lodging facilities	3.9	4.2	3.7
Sewage/dump stations	2.9	3.4	2.9
<b>Experiences</b>	1.9	1.9	1.9
Opportunity to recreate without feeling crowded	4.3	4.3	4.4
Opportunity to recreate without interference from other visitors	4.3	4.4	4.3
Places to recreate without conflict from other visitors	4.3	4.5	4.4
Compatibility of recreation activities at the area**	4.2	4.5	4.3
Helpfulness/courteousness of Forest Services employees	4.6	4.3	4.5
Helpfulness/courteousness of concessionaires	4.2	4.1	4.4
Helpfulness/courteousness of people in surrounding communities	4.2	4.4	4.3

\* Response Code: 1="Poor " and 5="Very Good"

\*\* Differences between National Monument and Rest of the Forest statistically significant

### Visitor Response to Potential Management Options

- Regarding potential management options, visitors expressed the most support for wildlife viewing areas/opportunities (59% extremely important).
- The majority of visitors also supported providing better directional signs to the recreation areas.
- One-third of the visitors thought it was extremely important (34.3%) or very important (29.1%) to develop more parking spaces.
- Respondents generally considered providing printed interpretive information to be more important than having interpretive rangers at recreation areas.
- Visitors were more evenly divided about the development of picnic areas.

Table 40. Summary of Importance of Facilities/Services in the GPNF

Facilities/Services	Not at all important	Somewhat important	Moderately important	Very important	Extremely important	Mean <sup>a</sup>
Wildlife viewing areas or opportunities	1.8	3.3	11.0	24.9	59.0	4.36
Picnic areas	10.3	18.6	28.6	21.6	20.9	3.24
Parking spaces	6.2	8.0	22.4	29.1	34.3	3.77
Signs directing me to recreation areas	5.4	5.1	14.32	28.1	47.1	4.06
Printed interpretive information	9.3	8.7	20.1	31.1	30.8	3.66
Interpretive rangers at recreation areas	12.2	14.6	27.9	26.3	18.9	3.25

<sup>a</sup> Response Code: 1="Not at all important" and 5="Extremely important"

**District Differences**

- Four of the six potential management options (all but wildlife viewing areas or opportunities and parking spaces) were rated differently across ranger districts.
- Mt. Adams district visitors expressed much less interest in picnic areas than visitors to the other districts.
- Mount St. Helens district visitors expressed more support for the information-related items, including directional signs, printed information, and interpretive rangers.

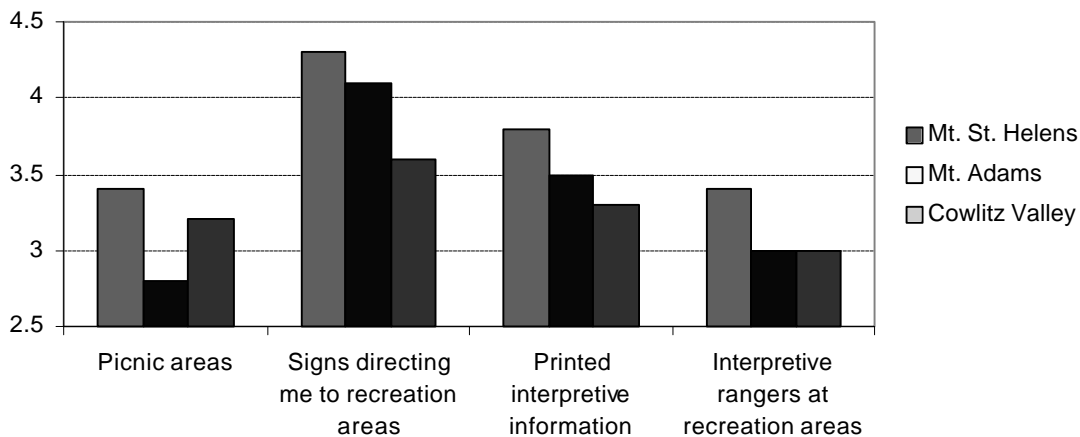
Table 41. Differences in Ratings for Facilities/Services by Ranger District (Mean)

Facilities/Services	Mt. St. Helens	Mt. Adams	Cowlitz Valley	Total
Wildlife viewing areas or opportunities	4.4	4.5	4.3	4.4
Picnic areas**	3.4	2.8	3.2	3.3
Parking spaces	3.8	3.8	3.5	3.8
Signs directing me to recreation areas**	4.3	4.1	3.6	4.1
Printed interpretive information**	3.8	3.5	3.3	3.6
Interpretive rangers at recreation areas**	3.4	3.0	3.0	3.2

<sup>a</sup> Response Code: 1="Not at all important" and 5="Extremely important"

\*\* Differences between ranger districts statistically significant

Figure 11. Differences in Importance of Facilities/Services by Ranger District



### Campers Versus Non-Campers

- There were no significant differences between campers and non-campers in the responses to questions about potential management options.

Table 42. Differences in Importance of Facilities/Services between Campers and Non-campers (Mean)

<b>Facilities/Services</b>	<b>Campers</b>	<b>Non-Campers</b>	<b>Total</b>
Wildlife viewing areas or opportunities	4.3	4.4	4.4
Picnic areas	3.1	3.3	3.2
Parking spaces	3.7	3.8	3.8
Signs directing me to recreation areas	4.0	4.1	4.1
Printed interpretive information	3.6	3.7	3.7
Interpretive rangers at recreation areas	3.3	3.2	3.3

<sup>a</sup> Response Code: 1="Not at all important" and 5="Extremely important"

\*\* Differences between Campers and Non-Campers statistically significant

**Mount St. Helens National Monument Versus Rest of Forest**

- There were significant differences between National Monument visitors and visitors to the rest of the forest for four of the management options examined.
- Visitors to the National Monument generally expressed more interest in facilities (e.g. picnic areas) and services (e.g. signs and interpretive information) than visitors to other areas of the forest.

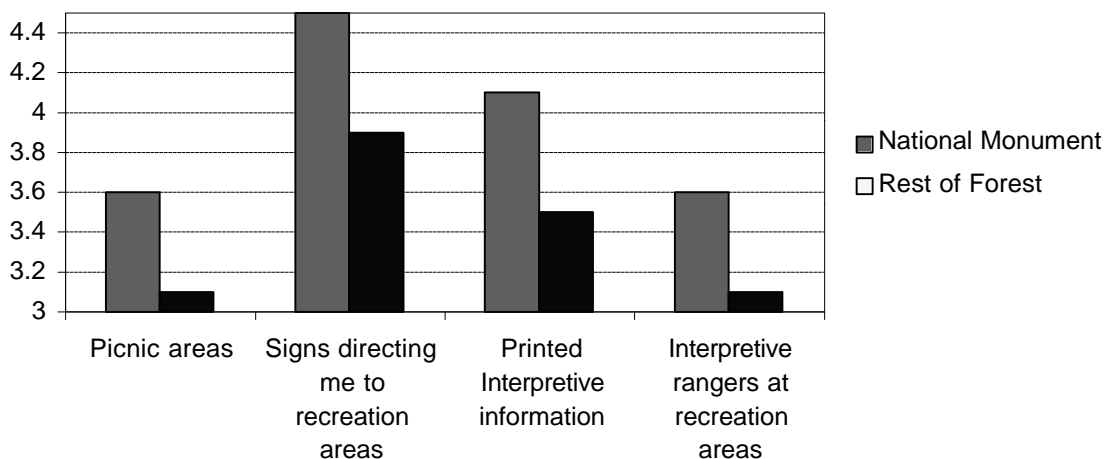
Table 43. Differences in Importance of Facilities/Services between Mount St. Helens National Monument Visitors and Non-Monument Visitors (Mean)

Facilities/Services	National Monument	Rest of the Forest	Total
Wildlife viewing areas or opportunities	4.5	4.3	4.4
Picnic areas**	3.6	3.1	3.2
Parking spaces	3.8	3.8	3.8
Signs directing me to recreation areas**	4.5	3.9	4.1
Printed interpretive information**	4.1	3.5	3.7
Interpretive rangers at recreation areas**	3.6	3.1	3.3

<sup>a</sup> Response Code: 1="Not at all important" and 5="Extremely important"

\*\* Differences between National Monument and Rest of the Forest statistically significant

Figure 12. Differences in Importance of Facilities/Services between Mount St. Helens National Monument Visitors and Non-Monument Visitors



### Visitor Response to Information About the Area

- About two-fifths (40.3%) of the visitors obtained information about the area during this trip or in preparation for the trip.
- Three-quarters (75%) of the visitors received their information before leaving home.
- The vast majority (87.9%) of the visitors reported that the information they received was adequate in helping them plan their trip.

Table 44. Summary of Where Visitors Would Like to be Able to Get Information about the Gifford Pinchot National Forest<sup>a</sup>

	Frequency	Percent
<b>Have you obtained any information about this area during this trip or in preparation for it?</b>		
Yes	157	40.3
No	233	59.7
<b>When did you receive the information</b>		
Before leaving home	111	75.0
After arriving here	37	25.0
<b>Was the information adequate?</b>		
Yes	124	87.9
No	17	12.1
<b>Where would you like to be able to get information about this area?<sup>a</sup></b>		
Ranger station	183	46.9
USFS maps	173	44.4
Local stores/gas stations	139	35.4
Trailhead signs	127	32.6
Gifford Pinchot website	121	31.0
USFS brochures	79	20.3
Books	67	17.2
Brochures	57	14.6
Other website	49	12.6
Newspapers	43	11.3
Ranger (not at a ranger station)	40	10.3
Other media source	17	4.4

<sup>a</sup> Respondents were asked to choose all that apply.

### District Differences

- There were no significant differences between ranger districts in the use of information prior to or during the trip to the National Forest.

Table 45. Differences in Visitor Response to Information about the area by Ranger District (Percent)

	Mt. St. Helens	Mt. Adams	Cowlitz Valley	Total
<b>Have you obtained any information about this area during this trip or in preparation for it?</b>				
Yes	38.8	34.2	40.5	38.2
No	61.2	65.8	59.5	61.8
<b>When did you receive the information</b>				
Before leaving home	68.9	91.3	75.8	74.6
After arriving here	31.1	8.7	24.2	25.4
<b>Was the information adequate?</b>				
Yes	89.7	91.7	84.4	88.7
No	10.3	8.3	15.6	11.3
<b>Where would you like to be able to get information about this area?</b>				
Ranger station	45.8	56.6	40.5	46.8
USFS maps	48.3	42.1	32.1	43.2
Local stores/gas stations	39.3	39.5	28.6	36.8
Trailhead signs	33.3	34.2	23.8	31.3
Gifford Pinchot website	31.3	34.2	22.6	29.9
USFS brochures	17.4	22.4	21.4	19.4
Books	19.4	13.2	15.5	17.2
Brochures	16.9	9.2	11.9	14.1
Other website	17.4	3.9	7.14	12.2
Newspapers	10.0	14.5	8.3	10.5
Ranger (not at a ranger station)	9.0	7.9	9.5	8.9
Other media source	4.5	1.3	6.0	4.2

\*\* Differences between ranger districts statistically significant

### Campers Versus Non-Campers

- There were no significant differences between campers and non-campers in the use of information prior to or during the trip to the National Forest.

Table 46. Differences in Visitor Response to Information about the area between Campers and Non-Campers (Percent)

	Campers	Non-Campers	Total
<b>Have you obtained any information about this area during this trip or in preparation for it?</b>			
Yes	48.0	37.5	40.3
No	52.0	62.5	59.7
<b>When did you receive the information</b>			
Before leaving home	78.3	73.5	75.0
After arriving here	21.7	26.5	25.0
<b>Was the information adequate?</b>			
Yes	88.9	87.5	87.9
No	11.1	12.5	12.1
<b>Where would you like to be able to get information about this area?</b>			
Ranger station	64.7	42.7	46.9
USFS maps	42.2	45.1	44.4
Local stores/gas stations	33.3	36.5	35.6
Trailhead signs	38.2	30.6	32.6
Gifford Pinchot website	32.4	30.6	31.0
USFS brochures	23.5	19.1	20.3
Books	23.5	14.9	17.2
Brochures	12.7	15.3	14.6
Other website	5.9	14.9	12.6
Newspapers	6.9	12.5	11.0
Ranger (not at a ranger station)	13.7	9.0	10.3
Other media source	2.0	5.2	4.4

\*\* Differences between Campers and Non-Campers statistically significant

### Mount St. Helens National Monument Versus Rest of Forest

- There was only one significant difference between National Monument visitors and visitors to the rest of the forest for the information use questions.
- Visitors to the National Monument were more likely than visitors to the rest of the forest to have received information about the area during their trip or in preparation for it.

Table 47. Differences in Visitor Response to Information about the area between St. Helens National Monument Visitors and Non-Monument Visitors (Percent)

	National Monument	Rest of the Forest	Total
<b>Have you obtained any information about this area during this trip or in preparation for it?***</b>			
Yes	51.1	37.0	40.3
No	48.9	63.0	59.7
<b>When did you receive the information</b>			
Before leaving home	68.2	77.9	75.0
After arriving here	31.8	22.1	25.0
<b>Was the information adequate?</b>			
Yes	89.7	87.3	87.9
No	10.3	12.7	12.1
<b>Where would you like to be able to get information about this area?</b>			
Ranger station	36.7	50.0	46.9
USFS maps	42.2	45.0	44.4
Local stores/gas stations	33.3	36.3	35.6
Trailhead signs	32.2	32.7	32.6
Gifford Pinchot website	32.2	30.7	31.0
USFS brochures	24.4	19.0	20.3
Books	24.4	15.0	17.2
Brochures	25.6	11.3	14.6
Other website	18.9	10.7	12.6
Newspapers	16.7	9.3	11.0
Ranger (not at a ranger station)	11.1	10.0	10.3
Other media source	4.4	4.3	4.4

\*\*\* Differences between National Monument and Rest of the Forest statistically significant

## Conclusion

This report provides an examination of information about the characteristics, behaviors, and attitudes of visitors to the Gifford Pinchot National Forest. The results published in this report are a compilation of the data collected at numerous recreation sites during the period of October 1, 2000 to September 30, 2001. Three instruments were used to query visitors about their satisfaction levels, economic expenditures, and recreation experience. The results indicate that visitors to the GPNF are generally quite satisfied with their visits and would like to see management continue in the directions that are currently being pursued.

Regarding satisfaction levels, most respondents were clearly satisfied with their recreation experience and with the satisfaction attributes listed on the survey instrument. While the data suggest that there is room for some improvement in a few areas in the GPNF, it is equally important to recognize the numerous positive scores for various satisfaction attributes.

The economic section of the study asked visitors about their monetary expenditures in and near the GPNF. About one-third of the GPNF visitors indicated that they would have gone somewhere else to do the same activity if they had not been able to visit the GPNF, indicating that they were 'serious' about pursuing their recreation activities on that trip. As expected, most visitors were not staying overnight in the GPNF, so there were few expenditures in that category.

This report is intended to be a representative snapshot of GPNF visitors and is useful as a "benchmark" that managers can use in determining meaningful measures of customer satisfaction. However, it is important to remember the site- and activity-specific nature of visitor behaviors, preferences and satisfaction levels. Site-specific differences were demonstrated in this report through the comparisons of visitors to sites within the National Monument versus sites within the rest of the forest. Activity-based differences are summarized in Appendix B of this report.

This study builds upon previous surveys that have been conducted in adjacent outdoor recreation areas (e.g. the Columbia River Gorge National Scenic Area and the US Army Corps of Engineers Bonneville Lock and Dam) by replicating some questions and expanding the range of topics considered within the survey. It is hoped that managers will continue to support the development of this growing customer perception database to assist in their efforts to meet the needs of their recreation customers.

**Appendix A**  
**Responses to Survey Open-ended Questions**

**Table A-1. Responses to the question: “If you could ask resource managers to improve some things about the way people experience the Gifford Pinchot National Forest, what would you ask them to do.”**

<b>Categories of Suggestions</b>	<b>Freq</b>
Roads	53
Information	28
Natural/less development/less commercialize	28
Fees/tax	26
Signs	26
Trails	21
Campsites/campgrounds	19
Conflict	18
Facilities/Services	17
Littering	16
Bathroom	15
Good work/appreciation	13
Parking	12
Access	8
Nonmotorized vehicles/bikes	7
Horses	5
General comments	4
Total	316

### **Roads**

<b>Suggestions</b>	<b>Freq</b>
Improve road conditions (general)	12
Fix roads	8
More turnouts on roads, overlooks.	4
Open more roads	3
Fill pot holes in road.	2
Keep roads open longer.	2
More guardrails on roadside	2
Barriers on sharp corners	1
Better road markings	1
Encourage responsible use of motorized vehicles.	1
Fix the 23 to Trout Lake. Open roads.	1
Improve road safety	1
Limit the amount of vehicular access to recreation areas and make people walk/hike/ride in under self powered machines	1
More overtakes(?) in road, more double lane roads.	1
Need road from windy Ridge to Coldwater Lake areas.	1
No road work during the day	1
Open the road through to Spirit Lake Highway so they can go straight through and not have to go back around.	1

Pave everything.	1
Paved roads (i.e. NF 23 between Trout Lake and Randle).	1
Pick up rocks off roads.	1
road to Hagar Lake needs 2 loads of rock and still isn't fixed	1
Roads -perfect the way it is	1
Take out few roads	1
Tear up the roads to many yuppies	1
We do not come to Lone butte because of the road.	1
We enjoy off road vehicle use because of handicap condition	1
Would like guardrails on the right side of roads on the higher elevation areas.	1
Total	53

### Information

Suggestions	Freq
Better information	3
2 sided handout with 186 GP sites, but not one intersecting ID of road/trail numbers.	1
A listing of all NF sites would be appreciated	1
Better information at Ape Cave.	1
Book, brochures or maps that show good view areas of Mt. Adams or other Mt's or sites other than fir tree after fir tree.	1
Descriptive handouts	1
Don't come by car to Lone Butte, because you never know if the roads will be clear	1
Don't interpret - give us factual info with all pertinent attributes	1
Have informed persons answering the phones and postings on the web sites.	1
Highly touted website, guidebooks and maps are really quite shabby.	1
Information at sites	1
Limited interpretive information	1
More info about history of Gifford Pinchot.	1
more information about flora and fauna	1
More information on campground	1
More interpretive information	1
More timely information at point of sale (bought \$21 permit, found snow very bad).	1
Tell people to go up the cave from the main entrance because the other way is too difficult.	1
Visited Silver Lake VC and asked for info on wheelchair trails near volcano; given Vol. review and assured trails 232 and 246 were short/level as stated. drove 40+ miles to CRVC and 232 TH, saw length and elevation change were understated.	1
Volcano Review trail info erroneous/lacking	1
Why are "take -one" brochure/maps different from week to week and messy?	1
Maps	

Detailed printable maps from website.	1
More accuracy and attributes on expensive FS maps	1
Free map when we pay fee.	1
Put some facts on maps.	1
Accurate maps at trailheads (on kiosks).	1
Total	28

### Natural / less development/ less commercialize

Suggestions	Freq
Don't cut trees	8
Keep it natural	8
No more development.	5
Don't over develop the forest with concessionaire/pay sites.	1
Excessive logging, too many roads.	1
Keep it quiet.	1
Do not over commercialize	1
Keep green, low impact, solar and wind	1
Preserve areas as wilderness	1
Too many visitor centers	1
Total	28

### Fees/taxes

Suggestions	Freq
Reduce fees/remove fees	12
Too many confusing passes, fees, etc. – have one	2
Didn't want to pay the \$5 for firewood.	1
Don't charge for day use.	1
Enforce NW Forest Pass so everybody pays	1
Family rate for fees.	1
I don't mind paying for the Northwest Pass to just come up and hike, but when you already paying for camping, it is redundant.	1
If you are going to charge a fee – have more facilities	1
Let us buy permits after we check snow and parking conditions	1
Lower campground fees.	1
More fee kiosks, or fee payment site at entry to Forest.	1
Taxes pay for - iron rangers better.	1
Taxes should pay for NWFP, but if not everybody should pay	1
Use VISA credit cards for forest pass	1
Total	26

### Signs

Suggestions	Freq
Better signs (general)	4
More interpretive signs	4

Better road signs (general)	2
Road signs to lake	1
Better road signs to Mt St Helens	2
Directional Sign general and towards Mt Rainier	2
Trim trees	1
More adequate signage regarding mileage	1
Campsite Signs	2
Better trail sign (clear trail)	1
Better winter signage	1
Clear Sign (not visible in Palisades, Horsetail Falls)	1
Don't over focus on separated use, more consistent signage on what activity is allowed on what trail.	1
Rest rooms signs (pointing out how many miles to restroom)	1
Specific feature signs (with distance)	1
Viewpoint Sign	1
Total	26

### Trails

Suggestions	Freq
More trails	3
Better marking of the trail.	2
Clean trails up	2
Clean up boundary trail 1 (Bear Mdw. to Ghost Lake) 80 trees across trail.	1
Clear fallen trees on trails	1
Fix bridge at end of trail 1106.	1
Fix bridges on trails	1
Improve trails and signage	1
Maintain good standard of forest trails.	1
More funds toward trail maintenance	1
Need a ski trail to Lava canyon - FR83 is "owned" by snomos who don't share (at very high speeds)!	1
No bow hunters on hiking trails.	1
Repair bridges on major trails	1
Replace bridge on Carlton Creek.	1
Some trailheads don't have trails	1
Trail 112 from PCT is extremely ratty, so persons have made another alternate trail.	1
Widen the trails in wilderness.	1
Total	21

### Campsites/campgrounds

Suggestions	Freq
Include running water at campsites.	3
Abandon the reservation system for campgrounds.	1

Also, Please never close this camp	1
Better reservation system for campgrounds.	1
Bring back forest service seasonal rangers to run the campgrounds	1
Develop overnight campsites and state by state listings of NF campgrounds	1
Don't like the way campgrounds are reserved, contracted out.	1
Free access to campsites	1
Get someone to run campgrounds that will enforce some rules speed/noise/emission test.	1
Keep campground open (even in fall).	1
No trace of camping enforced.	1
Patrol campsites at lakes (camping to close)	1
Patrol forest to prevent campfires	1
Place more camp hosts in camp sites	1
Provide sewage dumps to prevent campers from dumping waist in forest	1
Water pump dry at Paradise campground.	1
you could post no campfires	1
Total	19

### Conflict

Suggestions	Freq
Hikers vs. hunters/fishers	
Compatibility issues between hikers and hunters.	1
Not allow bow hunters on hiking trails	1
Take out hunting on hiking trails.	1
Enforce fishing regulations.	1
Go after poachers (fishing and hunting).	1
Fishing and hunting better. Before too many people came in.	1
Indians should only be allowed to hunt during appropriate season with appropriate weapon.	1
Snowmobile/Motorized vehicles vs. others	
Limit snowmobiles.	1
Keep out motorized vehicles (motorcycles, 4 wheelers).	1
Remove snowmobiles from climbing routes designated specific nonmotorized areas	1
Enforcing motorcycle riders rules. Especially on the back roads	1
Skiers vs. others	
When are you going to stop skiers from blocking our trailers	1
Make some sites exclusively for skiers (snowshoes too).	1
General	
Keep dogs out of national forest, especially wilderness	1
Respect each other	1
Keep up cyclone fence at Loowit to keep idiots from walking in the don't walk area	1
Came over from Flat Top. . Flat Top was way crowded to comfortably park, so they are driving out here.	1

Please keep this area multi-purpose	1
Total	18

**Facilities/Services**

<b>Suggestions</b>	<b>Freq</b>
Make permits easier to find at entry point	3
Ape cave 8 ft. wall, hard to get up, better assistance.	1
Build a lodge	1
Climber permits at all Ranger centers	1
Disappointed not to find designated snowplay areas for sledding, snowballing, etc.	1
Get more snow	1
Have better H2O pumps	1
Include a guided tour	1
More recreation opportunities to attempt to spread the people out	1
No facility for overnight accommodations	1
Phone booths.	1
Provide firewood	1
Showers (warm)	1
Snow park vending machine for permits	1
Telephones in forest.	1
Total	17

**Littering**

<b>Suggestions</b>	<b>Freq</b>
Provide more garbage cans	4
Clean up litter	2
Always take all your garbage with you.	1
At Muddy River put in garbage cans and some fire pits, so maybe people won't make their own	1
Bigger fines for littering.	1
Clean fire pits out and remove some ash	1
Clean up first part of T108, it's trashed	1
Educate people about garbage	1
Enforce litter laws	1
Include garbage cans in some of primitive sites.	1
Make people clean up after there stay	1
Plenty of litter near Mt. St. Helens	1
Total	16

**Bathrooms**

<b>Suggestions</b>	<b>Freq</b>
Cleaner restrooms.	4
More restroom facilities at trailheads.	3
Antibacterial gel in toilets	1
Clothes hooks on restroom walls	1
Fix bathroom doors	1
Liked compost toilets.	1
Open federal bathrooms	1
Put in rest stops, kids need bathrooms.(along the road)	1
Restrooms locked before season over and early hour	1
Tone down the chemicals in the toilets	1
Total	15

**Good work/Appreciation**

<b>Suggestions</b>	<b>Freq</b>
Keep doing what you're doing.	2
Very nice as it is	2
Beautiful area! Great way to mix education with leisure. Beautiful the way it is	1
Continue the Forest Service dedicated.	1
Everything wonderful	1
Great overall budget, happy with it	1
Great roads	1
It's fine - going in right direction	1
Keep up good work	1
Perfect place to trail ride	1
Very impressed so far	1
Total	13

**Parking**

<b>Suggestions</b>	<b>Freq</b>
Increase parking at Marble mountain sno-park.	2
More parking	2
More parking for trucks with trailers.	2
Better parking at trailhead.	1
Improved parking and cooperative.	1
Lower parking fees	1
Please finish lower (single car) parking and enforce the separation	1
Separate parking for non-trailerred vehicles.	1
Separate parking for skiers, snowshoes (cars with no trailers).	1
Total	12

**Access**

<b>Suggestions</b>	<b>Freq</b>
Better access	2
Accessibility to users in multiple use areas	1
Closing too many access areas to the public	1
More open areas. Groom FR83 to Lahar.	1
More access for kayakers to more lakes.	1
Provide opportunities for motorized recreation year-round.	1
Better handicapped access.	1
Total	8

**Nonmotorized vehicles/bikes**

<b>Suggestions</b>	<b>Freq</b>
More bike trails	2
Annoyed with cyclists on road	1
Bigger bike lanes	1
Expand allow mt. bike more areas	1
Keep out motorized vehicles (motorcycles, 4 wheelers).	1
More biking trails that do not share with motorized vehicles and horses.	1
Total	7

**Horses**

<b>Suggestions</b>	<b>Freq</b>
More horse facilities, more horse trail maps.	2
Eliminate pack horses.	1
Expand availability for horse access	1
More horse trails.	1
Total	5

**General comments**

<b>Suggestions</b>	<b>Freq</b>
Visitor info seems very lax compared with nearby NFs, yet RD office workers and rangers in the field are very savvy. Don't resource managers investigate or talk to them? Watch for poachers.	1
NWFP is total confusion.	1
Get rid of yellow jackets.	1
No rangers on mountain.	1
Total	4

**Table A2. Responses to, “What type of information did you obtain?”**

Type of Information	Freq
Internet –lot of info	15
Maps, Forest Service Maps-trail, green trails, topo, squd direction	8
Books, guide books	6
Brochures	5
Pamphlets/Flyers	5
AAA stuff	3
Road conditions	2
Weather/Snow conditions	2
Campground	1
Climbers registration.	1
Directions	1
Fish/bug forecast	1
Forest Service	1
General	1
Geologic	1
History	1
How Palisades formed.	1
Information about Mt. St. Helens.	1
Local people/brochure.	1
Location	1
Native Americans and Salmon in the area.	1
Open and closing of facilities.	1
Previous knowledge	1
Ranger Stations	1
Snow conditions/fees/directions	1
Verbal.	1
Visitor Center	1
Visitor stuff/Environmental	1
Volcano - recent history	1
WA state travel guide.	1
Total	

**Table A3. Responses to, “Where or from whom did you receive the information?”**

Source	Freq
Internet, websites	15
Magazines, books, book stores, maps, tel books	14
Ranger stations	12
Information center/Visitor Center	10
AAA.	6
Family and Friends	6
Forest service	5

Interviewer	3
Airport	2
Campground	2
Volunteer	2
Anywhere? Accurate info. is scarce!	1
Flyer	1
Gas station	1
Non-FS sources mostly	1
NVM Headquarters/Coldwater Ridge VC/Interviewer.	1
RD offices	1
RV Park	1
Snowmobile Club Vancouver.	1
State of WA	1
Yakima Valley Community College	1
Total	

**Table A4. Responses to, (if information was not adequate) “what would have made this information more useful?”**

Suggestion	Freq
Trail information is vague and outdated.	1
The season! Headquarters closed.	1
Road signs need to be more accurate.	1
Not enough about NWFP.	1
Not adequately updated.	1
More road maps	1
More detail	1
Internet accuracy	1
Inaccurate	1
If you could reserve a campsite on the internet, instead of having to call the 800#.	1
Greater availability of Forest Service maps would be helpful.	1
FS website is very limited for serious long-distance loop hiking.	1
Fire info wasn't updated.	1
Downloads and printable stuff. Not until we got here could we really get a decent map	1
Better maps - junctions, elevation and mileages.	1
Total	1

**Table A5. Responses to, “other media sources for information.”**

<b>Media Source</b>	<b>Freq</b>
Book store throughout states, magazines	2
Campgrounds/campsites	2
Entry points	1
Park gates	1
Prof. cartographer	1
Quality maps	1
Road signs	1
Sno-parks	1
Telephone	1
TV	1
UFO3	1
Total	

**Table A-6. Responses to, “other services desired in nearby communities.”**

<b>Services</b>	<b>Freq</b>
Better food, grocery stores, restaurants	7
Dump stations	5
ATM machine and bank	2
Espresso	2
Laundromat	2
More gas stations (at Silver lake)	2
More overnight accommodations	2
Showers (in Packwood/ Randle)	2
	1
A telephone	1
Bathrooms, if ones at sites are closed.	1
Better road connections - west to east.	1
Bike shop	1
Don't want nearby communities	1
Good golf course	1
Inexpensive localized maps and indexes-accurate/full of info.	1
Information about closing season	1
More places to buy water.	1
More restrooms/stop area.	1
No lanterns available when we got here, under the impression we could find some here.	1
Sewage	1
Tavern in Stabler.	1
TV cable at Randle Motel	1
Total	

**Table A7. Responses to “primary destination” (if GPNF was not primary destination)**

<b>Primary Destination</b>	<b>Freq</b>
Coast	3
Mt. Rainier, Mt. St. Helens.	3
Pacific Northwest	3
State of WA.	2
USA tour	2
Vancouver BC	2
Alaska	1
All areas Pacific NW, Vancouver BC	1
Cabin	1
Crater Lake and Mt. Rainier.	1
General travel.	1
Hunting.	1
MSHNVN.	1
Oregon Coast, Fort Stevens.	1
Oregon/WA.	1
Passing on way to Maryhill Museum to meet friends from Seattle.	1
Passing through on way to Kah-Nee-Tah.	1
Passing thru to Sisters, Oregon from Mt. Rainier.	1
Portland	1
Relatives in Oregon.	1
Taidnapam.	1
Traveling through PNW.	1
Traveling from Idaho to Tennessee via NF's.	1
Yakima.	1
Skamania Fairgrounds.	1
Total	

**Table A8. Other comments/input to managers.**

<b>Comment</b>	<b>Freq</b>
Very pleased with the experience in GPNF, FS good job	6
Survey is too long, Survey is a little too long and questions not very appropriate.	3
"Not enough space for all complaints," (trail maint., junction signs, maps). Too many passes, parking fees, permits, fuss - prefer one entry fee.	1
All of these areas showed evidence of heavy off-road motorcycle activity. Deep ruts, etc. Dank Meadow trail, Juniper Ridge Trail, Craggy Peak, Boundary Trail, Wright Meadow Trail.	1
Ask for input from frontliners/volunteers who make field checks, talk with visitors, make reports, etc.	1
Build a lodge	1
Continue to provide mixed use and motorized opportunities in the forest.	1

Educate all users to the differences between mixed use areas vs. wilderness.	
Cut too much	1
Dangers from bow hunters.	1
Develop more horse trails.	1
Do more clearcuts for wildlife, stock more fish.	1
Elk tied to each tree	1
Entrance stand at GP boundary or along main road from Woodland to offer info. and publications (Chelatchie's a 14 mile diversion for passes, etc.	1
Excellent job. cut sharp sticks on trails.	1
Fee- Not happy with fee program.	1
Fee-Drop the trail fee program. Stop logging big trees. Curtail ORV use. Off road vehicles.	1
Fees for Goose Lake too high.	1
Fees- Why \$30 parking permit here, but you don't charge to enter the post office? Wants reply: Jim Miller 3420 SE McKeever Rd. Camas, WA 98607.	1
Fees-If one should pay, everyone should.	1
Fees-Lower prices.	1
Give the forest back to the locals.	1
Great place	1
Great place to come up in Fall/Winter to hunt also	1
Hard to buy a forest pass. Appreciate that they only ticket for price of pass.	1
Have a complete road listing on the internet with road status and current and future plans for each forest road, not just a partial list.	1
Improve content too rough. Lack of content of interpretive sites.	1
Indians should have to abide by hunting regulations.	1
Info- do not put information in commercial areas (i.e. internet). Maintain serenity of	1
Info- maybe could use more information on sewage/dump station area availability. Hope you develop camp sites for overnight.	1
Info- More material/website.	1
Info- More signs on rockeries at Windy Ridge telling people no to go over.	1
Info- Unsure of map availability (new update).	1
Info-Interconnectivity between offices/branches for distribution of information. computer at office for public use.	1
Info-More current info on the web.	1
Interested in preserving opportunities for mountain biking. Interested in preserving natural surroundings. Accurate trail and facility info at website.	1
Keep it small and spread out	1
Keep tourists out of the areas.	1
Keep up the good work	1
Like campsite way it was 3-4 years ago.	1
Lobby Congress for more money.	1
Manage the forest for forestry, with more selective logging for fire management and wildlife. Keep open.	1
More bike trails. Not many campsites that would take reservations for RV's.	1

More horse trail maps.	1
More rangers to keep campers in line.	1
Need better trail ID and info for loop hikes.	1
Need more people to help with people that need info. This helps with our education and children to learn. Also history of the forest/mountain.	1
No fishing signs needed at the creek input to lake. Avoid catching spawners.	1
No more pack horses on hiking trails; they tear up trails and leave manure everywhere and we have to hike through that.	1
Not in agreement with NW Forest Pass.	1
Only locals know enough to pay Northwest Forest Pass Fee.	1
Overnight accommodation and access road signs - more information.	1
Pave everything, keep up roads. If it isn't paved, urban Jewish princesses don't go there.	1
Phone booths needed.	1
Phones- there are not many phones in area or law enforcement readily available.	1
Phones-more emergency phones	1
Plan to come back again next year.	1
Please keep this area multipurpose.	1
Please keep this horse camp open. We come up every year at least 8-10 times.	1
Provide a groomed ski trail out of park, so skiers and snowmobilers don't congregate at same trailhead.	1
Replace bridges (winter falls) ( use NG Bailey bridges). Use my tax \$'s to maintain forest quality and current access.	1
Restrooms- some of the toilets (pit toilets) were undesirable. Lime the toilets, and provide more restrooms.	1
Restrooms-nicer please.	1
Restrooms-Please consider bathrooms. enjoy taking my daughter on trails but human waste is a real drawback. Otherwise, keep everything up and open and accessible.	1
Road 23 fix	1
Road is wonderful. Keep up good work. Overnight facility would be wonderful.	1
Roads are in very good shape. Fun to drive on.	1
Roads aren't signed well enough. Literature should be accessible at campgrounds.	1
Roads- clear the roads to the park. Open FS roads.	1
Roads- Keep roads up, provide safe slow driver turnouts or more passing places.	1
Roads-Improve roads, clear undergrowth. Less catering to environmentalists.	1
Separate trails for horses and hikers.	1
Snowmobiles are an issue to address in regards to back country - non motorized travelers. The fee demo program test - needs to be dumped.	1
Stock more fish. More campsites in general.	1
Stop clear cuts. For help in preparing trails, cleaning and repair of bridges, you should contact local mountain biker clubs, they are always willing and happy to help with upkeep of trails.	1
That we are a club would like to see multiple use continue in all area that already	1

exist and do more so that that there won't be a reason for conflict.	
The mountain bike trails are very nice. just need bike lanes or wider roads for bicyclists.	1
The service by rangers at Little Goose campground was minimal. The water was off during our entire stay with no notice as to why.	1
Third time since 1985 that they have come here just to spend time in GP forest.	1
This should be managed at the local level. People who know this area and conditions, etc.	1
Very happy viewing scenery. Came from the U. K. to see this area and surrounding mountains.	1
Wilderness area is nice place to backpack.	1
would like to see a camp host, there is a lot of damaging activity going on in campground - cutting trees, limbs, firewood.	1
Total	

## **Appendix B**

### **Analysis by Primary Activity**

**The following appendix provides a series of data tables that break out survey responses according to the primary activities reported by respondents. These tables are intended as reference information that can be used to match responses for individual questions to particular activities.**

**Care should be taken when interpreting the values in these tables. Many respondents participated in more than one activity, but they have been classified only by their primary, or most important, activity for this appendix. In addition, the sample size varies greatly across activities. The sample size for each activity is shown in each table and should be considered when interpreting results. The larger the sample, the more confident one can be that the sample accurately represents the population of participants in a given activity. Generally, samples of less than 30 should be interpreted with caution.**

Table B-1. Gifford Pinchot Trip Visitation Patterns by Primary Activity (Values in Percent)

	Primary Activity (Sample Size)							
	Viewing Activities (293)	Hiking/Walking (84)	Camping (58)	Fishing/Hunting (42)	Picnicking/Relaxing (36)	Snowmobiling/XC Skiing (34)	Horseback Riding (20)	Other (31)
<b>Previous Visitation History</b>								
First Time Visitor	43.4%	28.6%	25.7%		29.4%	11.1%	8.3%	11.1%
Repeat Visitor	56.6%	71.4%	74.3%	100.0%	70.6%	88.9%	91.7%	88.9%
<b>Year of First Visit</b>								
prior to 1980	37.3%	25.0%	30.8%	50.0%	25.0%	41.2%	36.4%	50.0%
1980-1989	25.3%	39.3%	30.8%	23.1%	33.3%	23.5%	27.3%	14.3%
1990-1995	13.3%	17.9%	23.1%	11.5%	33.3%	5.9%	27.3%	21.4%
1996-2001	24.0%	17.9%	15.4%	15.4%	8.3%	29.4%	9.1%	14.3%
<b>Number of Visits to CRG in Past 12 Months (before this trip)</b>								
0	58.7%	32.5%	32.8%	14.6%	33.3%	2.9%	15.0%	32.3%
1-5	31.9%	51.8%	46.6%	24.4%	30.6%	14.7%	50.0%	29.0%
6-10	4.9%	4.8%	6.9%	19.5%	19.4%	32.4%	15.0%	9.7%
11-20	3.1%	4.8%	8.6%	17.1%	5.6%	14.7%	15.0%	9.7%
21 or more	1.4%	6.0%	5.2%	24.4%	11.1%	35.3%	5.0%	19.4%
<b>Length of Stay</b>								
Overnight Visitor	13.7%	22.6%	69.0%	26.2%	27.8%	14.7%	60.0%	25.8%
Day User	86.3%	77.4%	31.0%	73.8%	72.2%	85.3%	40.0%	74.2%
<b>Number of Nights Spent (Overnight Visitors)</b>								
1	56.4%	66.7%	40.0%	27.3%	50.0%	40.0%	83.3%	25.0%
2	23.1%	27.8%	32.5%	27.3%	20.0%	60.0%	16.7%	37.5%
3 or more	20.5%	5.6%	27.5%	45.5%	30.0%			37.5%
<b>Number of Overnight Facilities Used During This Trip</b>								
0	82.9%	90.5%	56.9%	81.0%	80.6%	91.2%	100.0%	87.1%
1	11.9%	8.3%	24.1%	11.9%	19.4%	8.8%		6.5%
2 or more	5.1%	1.2%	19.0%	7.1%				6.5%
<b>Number of Day Use Facilities Used During This Trip</b>								
0	38.2%	70.2%	55.2%	85.7%	55.6%	91.2%	100.0%	77.4%
1	23.9%	11.9%	15.5%	7.1%	5.6%	8.8%		16.1%
2	9.2%	6.0%	8.6%	2.4%	13.9%			
3 or more	28.7%	11.9%	20.7%	4.8%	25.0%			6.5%
<b>Number of Days Spent in Undeveloped Areas</b>								
0	53.1%	69.0%	48.3%	73.8%	50.0%	91.2%	100.0%	64.5%
1	33.2%	20.2%	19.0%	14.3%	33.3%	5.9%		22.6%
2 or more	13.7%	10.7%	32.8%	11.9%	16.7%	2.9%		12.9%
<b>Number of Days Spent in Wilderness Areas</b>								
0	88.4%	81.0%	70.7%	90.5%	72.2%	97.1%	100.0%	83.9%
1	8.5%	11.9%	15.5%	2.4%	22.2%			6.5%
2 or more	3.1%	7.1%	13.8%	7.1%	5.6%	2.9%		9.7%

<b>Number of People in Vehicle</b>								
1-2	56.2%	72.3%	48.3%	78.0%	69.4%	52.9%	65.0%	90.3%
3-4	32.1%	24.1%	39.7%	19.5%	22.2%	44.1%	35.0%	9.7%
5 or more	11.7%	3.6%	12.1%	2.4%	8.3%	2.9%		
<b>Number of People Less than 16 Years Old in Vehicle</b>								
0	70.2%	88.9%	67.2%	80.5%	72.2%	70.6%	75.0%	90.3%
1	11.1%	2.5%	12.1%	9.8%	13.9%	11.8%	20.0%	6.5%
2	11.1%	4.9%	10.3%	7.3%	11.1%	14.7%	5.0%	
3 or more	7.6%	3.7%	10.3%	2.4%	2.8%	2.9%		3.2%
<b>Type of Group</b>								
alone	7.8%	18.6%	14.7%	16.1%	11.8%	8.0%		25.0%
family	68.1%	34.9%	38.2%	54.8%	52.9%	32.0%	66.7%	37.5%
friends	14.9%	39.5%	35.3%	29.0%	5.9%	28.0%	8.3%	31.3%
family and friends	7.8%	7.0%	11.8%		29.4%	16.0%	16.7%	6.3%
organized group	1.4%					16.0%	8.3%	

**Table B-2. Visitor Demographic Characteristics by Primary Activity (Percent)**

	Primary Activity (Sample Size)							
	Viewing Activities (293)	Hiking/Walking (84)	Camping (58)	Fishing/Hunting (42)	Picnicking/Relaxing (36)	Snowmobiling/XC Skiing (34)	Horseback Riding (20)	Other (31)
<b>Gender**</b>								
Male	56.3%	71.3%	70.7%	85.0%	61.1%	79.4%	35.0%	64.5%
Female	43.8%	28.8%	29.3%	15.0%	38.9%	20.6%	65.0%	35.5%
<b>Age**</b>								
30 or younger	13.5%	32.1%	17.2%	12.2%	33.3%	17.6%	5.0%	16.1%
31 to 40	21.5%	30.9%	15.5%	26.8%	16.7%	44.1%	10.0%	16.1%
41 to 50	25.3%	16.0%	34.5%	14.6%	33.3%	26.5%	55.0%	45.2%
51 to 60	22.1%	14.8%	20.7%	26.8%	8.3%	8.8%	15.0%	9.7%
Over 60	17.6%	6.2%	12.1%	19.5%	8.3%	2.9%	15.0%	12.9%
<b>Ethnicity</b>								
Caucasian	96.8%	93.8%	93.1%	97.5%	86.1%	93.5%	100.0%	93.5%
Non-Caucasian	3.2%	6.2%	6.9%	2.5%	13.9%	6.5%	0	6.5%

\*\* Differences between primary activities statistically significant

**Table B-3. Responses to Customer Service Attributes by Primary Activity (Means)**

	Primary Activity (Sample Size)							
	Viewing Activities (293)	Hiking/Walking (84)	Camping (58)	Fishing/Hunting (42)	Picnicking/Relaxing (36)	Snowmobiling/XC Skiing (34)	Horseback Riding (20)	Other (3)
<b>Importance Item<sup>a</sup></b>								
Scenery	4.8	4.9	4.6	4.2	4.6	4.8	4.8	4.8
Available parking**	4.2	4.4	3.4	4.0	3.3	4.4	4.6	3.7
Parking lot condition**	3.9	4.1	2.4	3.7	3.4	4.4	4.8	4.0
Cleanliness of restrooms***	4.5	4.4	3.3	4.3	4.5	4.8	4.2	5.0
Condition of the natural environment	4.8	4.9	4.8	4.5	4.7	4.8	4.8	4.9
Condition of developed recreation facilities**	4.4	3.7	3.9	3.3	3.5	4.4	4.5	5.0
Condition of forest roads	4.4	4.7	4.1	3.8	4.0	4.4	4.5	4.4
Condition of forest trails**	4.3	4.7	3.8	3.3	4.0	4.3	4.5	5.0
Availability of information on recreation	4.4	4.5	4.0	3.7	4.1	4.1	4.0	4.8
Feeling of safety**	4.5	4.7	4.3	3.3	3.7	4.8	4.8	4.7
Adequacy of signage	4.6	4.6	4.3	4.2	3.9	4.6	4.3	4.4
Helpfulness of employees	4.4	4.4	3.7	3.8	4.6	4.1	5.0	4.4
Attractiveness of the forest landscape	4.7	4.9	4.6	4.3	4.5	4.6	4.8	4.9
Value for fee paid	4.5	4.9	3.7	4.0	4.3	4.4	5.0	4.8
<b>Satisfaction Item<sup>b</sup></b>								
Scenery	4.9	4.9	4.6	4.5	4.7	4.9	4.7	4.9
Available parking**	4.6	4.0	3.5	4.2	4.5	3.7	4.0	4.4
Parking lot condition**	4.6	4.2	4.0	4.2	4.4	4.0	4.4	4.5
Cleanliness of restrooms	3.8	4.1	3.9	4.0	3.6	4.4	3.8	4.0
Condition of the natural environment**	4.8	4.7	4.4	4.5	4.8	4.6	4.7	4.1
Condition of developed recreation facilities	4.4	3.3	4.3	4.3	4.2	4.5	4.5	4.3
Condition of forest roads**	4.5	3.6	4.0	3.8	3.8	4.2	3.8	3.9
Condition of forest trails**	4.5	4.5	4.4	3.8	3.6	3.8	3.8	3.3
Availability of information on recreation	3.9	3.7	3.7	4.0	3.4	3.5	4.0	3.6
Feeling of safety	4.5	4.3	4.5	4.2	4.5	3.7	4.5	4.7
Adequacy of signage	4.0	3.6	3.6	3.8	4.0	3.3	4.3	3.9
Helpfulness of employees	4.8	4.8	4.8	4.5	4.3	4.6	4.3	4.6
Attractiveness of the forest landscape	4.8	4.7	4.7	4.6	4.7	4.5	4.5	4.6
Value for fee paid	4.4	4.3	3.6	3.8	4.0	4.3	4.2	4.5
<b>Overall Satisfaction<sup>c</sup></b>	8.4	8.8	8.7	8.8	8.4	8.1	8.4	8.8
<b>Perception of Crowding<sup>d</sup></b>	3.7	4.5	4.0	4.2	2.4	4.4	4.7	3.0

<sup>a</sup>Response Code: 1="Least Important" to 5="Most Important"

<sup>b</sup>Response Code: 1="Poor" to 5="Very Good"

<sup>c</sup>Response Code: 1 = lowest satisfaction through 10 = highest satisfaction

<sup>d</sup>Response Code: 1 = "hardly anyone" through 10 = "overcrowded"

**Table B-4. Visitors' Reasons for Recreation in the GPNF by Primary Activity (Mean)**

Reasons for Recreation	Primary Activity (Sample Size)							
	Viewing Activities	Hiking/Walking	Camping	Fishing/Hunting	Picnicking/Relaxing	Snowmobiling/XC Skiing	Horseback Riding	Other
	(293)	(84)	(58)	(42)	(36)	(34)	(20)	(31)
To be outdoors	4.7	4.9	4.9	4.9	4.7	4.7	4.8	4.7
For relaxation	4.7	4.8	4.7	4.8	4.8	4.5	4.9	4.5
To get away from the regular routine	4.5	4.7	4.5	4.6	4.5	4.5	4.8	4.3
For the challenge or sport**	3.0	4.0	3.5	4.5	3.1	4.2	4.2	4.2
For family recreation**	4.1	3.3	3.6	4.1	4.2	4.2	4.8	3.7
For physical exercise**	3.3	4.5	3.7	3.5	3.4	4.1	3.8	4.4
To be with my friends**	3.2	3.8	3.6	3.9	3.0	4.1	4.4	3.9
To experience natural surroundings	4.7	4.9	4.8	4.7	4.5	4.6	4.8	4.7
To develop my skills**	2.6	3.7	2.9	3.6	2.9	3.8	3.9	4.3

Response Code: 1="Not at all important" and 5="Extremely important"

\*\* Differences between primary activities statistically significant

**Table B-5. Visitors' Rating for Facilities/Services in the GPNF by Primary Activity (Mean)**

Facilities/Services	Primary Activity (Sample Size)							
	Viewing Activities	Hiking/Walking	Camping	Fishing/Hunting	Picnicking/Relaxing	Snowmobiling/XC Skiing	Horseback Riding	Other
	(293)	(84)	(58)	(42)	(36)	(34)	(20)	(31)
Wildlife viewing areas or opportunities**	4.6	4.7	4.2	4.3	4.3	3.5	4.6	4.0
Picnic areas**	3.7	2.5	3.1	2.7	3.4	3.1	3.8	3.0
Parking spaces**	4.0	3.6	3.4	3.1	3.4	4.3	4.7	3.3
Signs directing me to recreation areas**	4.4	4.3	3.8	3.4	4.1	3.7	4.4	3.8
Printed interpretive information**	4.0	3.8	3.5	3.0	2.9	3.2	4.4	3.3
Interpretive rangers at recreation areas**	3.7	3.3	3.1	2.6	2.7	2.3	4.2	3.1

Response Code: 1="Not at all important" and 5="Extremely important"

\*\* Differences between primary activities statistically significant

Table B-6. Responses to Place Attachment Questions by Primary Activity

	Primary Activity (Sample Size)							
	Viewing Activities	Hiking/Walking	Camping	Fishing/Hunting	Picnicking/Relaxing	Snowmobiling/XC Skiing	Horseback Riding	Other
	(293)	(84)	(58)	(42)	(36)	(34)	(20)	(31)
<b>This place means a lot to me</b>								
Strongly Disagree				3.0%				
Disagree	10.2%	11.4%	2.9%		11.8%	3.8%		
Neither Agree nor Disagree	38.7%	40.9%	34.3%	15.2%	23.5%	30.8%	41.7%	33.3%
Agree	30.7%	31.8%	28.6%	51.5%	41.2%	34.6%	41.7%	44.4%
Strongly Agree	20.4%	15.9%	34.3%	30.3%	23.5%	30.8%	16.7%	22.2%
<b>I enjoy recreating at this place more than any other place**</b>								
Strongly Disagree	9.4%		5.7%	3.0%				
Disagree	21.0%	22.7%	20.0%	9.1%	29.4%	3.8%	8.3%	11.1%
Neither Agree nor Disagree	55.1%	68.2%	48.6%	48.5%	47.1%	57.7%	58.3%	50.0%
Agree	8.7%	2.3%	14.3%	27.3%	11.8%	23.1%	25.0%	22.2%
Strongly Agree	5.8%	6.8%	11.4%	12.1%	11.8%	15.4%	8.3%	16.7%
<b>I am very attached to this place</b>								
Strongly Disagree	2.9%		2.9%	3.0%				
Disagree	15.9%	13.6%	14.3%	6.1%	17.6%	11.5%		11.1%
Neither Agree nor Disagree	55.8%	63.6%	40.0%	39.4%	29.4%	42.3%	58.3%	61.1%
Agree	17.4%	13.6%	22.9%	42.4%	35.3%	34.6%	41.7%	16.7%
Strongly Agree	8.0%	9.1%	20.0%	9.1%	17.6%	11.5%		11.1%
<b>I get more satisfaction out of visiting this place than from visiting any other place</b>								
Strongly Disagree	9.4%		8.6%	3.1%	11.8%	3.8%		
Disagree	25.4%	29.5%	28.6%	15.6%	29.4%	11.5%	8.3%	16.7%
Neither Agree nor Disagree	51.4%	63.6%	42.9%	59.4%	35.3%	57.7%	66.7%	61.1%
Agree	7.2%		11.4%	15.6%	5.9%	19.2%	25.0%	11.1%
Strongly Agree	6.5%	6.8%	8.6%	6.3%	17.6%	7.7%		11.1%
<b>Which was the most important reason for this visit to the GPNF **</b>								
I went there because I enjoy the place itself	48.9%	34.1%	28.6%	18.2%	43.8%	14.8%	8.3%	25.0%
I went there because it's a good place to do the outdoor activities I enjoy	19.3%	58.5%	45.7%	78.8%	18.8%	77.8%	58.3%	56.3%
I went there because I wanted to spend more time with my companions	27.4%	7.3%	14.3%	3.0%	25.0%	3.7%	33.3%	12.5%
I went there because it was close to home	4.4%		11.4%		12.5%	3.7%		6.3%

\*\* Differences between primary activities statistically significant

**Table B-7. Differences in Satisfaction with Available Services and Experience by Activity (Mean)**

Services/Experience	Primary Activity (Sample Size)							
	Viewing Activities	Hiking/Walking	Camping	Fishing/Hunting	Picnicking/Relaxing	Snowmobiling/XC Skiing	Horseback Riding	Other
	(293)	(84)	(58)	(42)	(36)	(34)	(20)	(31)
Restaurants and other food establishments	3.8	4.2	4.1	3.6	3.6	3.2	3.3	4.0
Grocery stores, gas stations, etc.	3.9	3.9	4.3	3.7	4.0	3.5	3.7	4.0
Overnight lodging facilities	4.0	4.3	4.1	3.0	3.7	2.8	4.0	4.2
Sewage/dump stations	3.1	5.0	4.0	2.0	3.0	1.6	4.0	3.7
Opportunity to recreate without feeling crowded**	4.5	4.4	4.3	4.4	4.2	3.7	4.7	4.3
Opportunity to recreate without interference from other visitors**	4.4	4.6	4.1	4.3	4.2	3.5	4.7	4.4
Places to recreate without conflict from other visitors**	4.4	4.7	4.1	4.4	4.2	3.4	4.7	4.5
Compatibility of recreation activities at the area**	4.3	4.6	4.3	4.4	4.1	3.4	4.5	4.3
Helpfulness/courteousness of Forest Services employees**	4.7	4.6	4.1	4.6	4.8	4.1	4.5	4.5
Helpfulness/courteousness of concessionaires	4.2	4.6	4.5	4.2	4.5	3.0		4.5
Helpfulness/courteousness of people in surrounding communities	4.1	4.4	4.4	4.4	4.1	3.8	4.5	4.4

Response Code: 1="Poor " and 5="Very Good"

\*\* Differences among primary activities statistically significant

**Table B-8. Differences in Visitor Response to Information about the Area by Activity (Percent)**

	Primary Activity (Sample Size)							
	Viewing Activities (293)	Hiking/ Walking (84)	Camping (58)	Fishing/ Hunting (42)	Picnicking/ Relaxing (36)	Snowmobiling/ XC Skiing (34)	Horseback Riding (20)	Other (31)
<b>Have you obtained any information about this area during this trip or in preparation for it?*</b>								
Yes	44.3%	41.9%	47.1%	12.1%	29.4%	36.0%	8.3%	44.4%
No	55.7%	58.1%	52.9%	87.9%	70.6%	64.0%	91.7%	55.6%
<b>When did you receive the information</b>								
Before leaving home	70.7%	68.8%	80.0%	75.0%	80.0%	100.0%		85.7%
After arriving here	29.3%	31.3%	20.0%	25.0%	20.0%		100.0%	14.3%
<b>Was the information adequate?</b>								
Yes	90.7%	94.1%	86.7%	100.0%	60.0%	71.4%	100.0%	100.0%
No	9.3%	5.9%	13.3%		40.0%	28.6%		
<b>Where would you like to be able to get information about this area?</b>								
Ranger station	45.0%	62.8%	61.8%	42.4%	41.2%	52.0%	50.0%	44.4%
USFS maps	42.9%	48.8%	41.2%	33.3%	35.3%	56.0%	83.3%	33.3%
Local stores/gas stations	38.6%	39.5%	29.4%	30.3%	47.1%	24.0%	75.0%	22.2%
Trailhead signs	25.0%	55.8%	35.3%	9.1%	11.8%	44.0%	66.7%	22.2%
Gifford Pinchot website	28.6%	39.5%	23.5%	21.2%	29.4%	64.0%	8.3%	16.7%
USFS brochures	22.1%	20.9%	35.3%	21.2%	5.9%	16.0%	8.3%	0.0%
Books	17.9%	25.6%	17.6%	12.1%	17.6%	8.0%	0.0%	0.0%
Brochures	22.1%	11.6%	11.8%	3.0%	5.9%	8.0%	8.3%	0.0%
Other website	15.0%	14.0%	0.0%	6.1%	5.9%	36.0%	0.0%	11.1%
Newspapers	11.4%	2.3%	14.7%	15.2%	5.9%	16.0%	0.0%	0.0%
Ranger (not at a ranger station)	8.6%	7.0%	11.8%	3.0%	11.8%	20.0%	8.3%	0.0%
Other media source	5.0%	0.0%	0.0%	9.1%	0.0%	8.0%	8.3%	0.0%