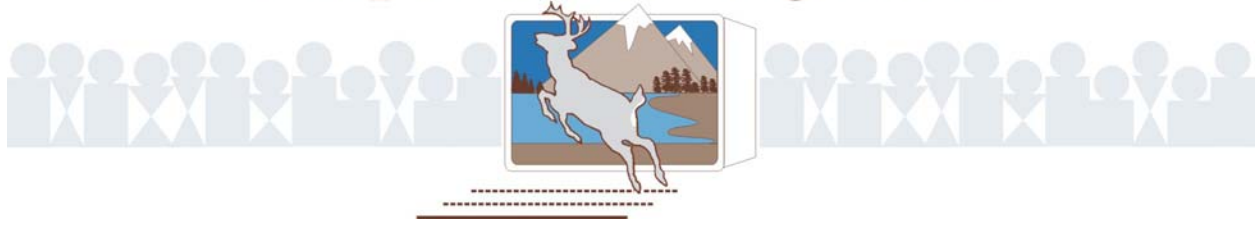


Responsive Management



WASHINGTON STATE PARKS 2008 SURVEY

Conducted for the Washington State Parks and Recreation
Commission

by Responsive Management

2008

WASHINGTON STATE PARKS 2008 SURVEY

2008

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EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for the Washington State Parks and Recreation Commission (hereinafter referred to as the Commission) to determine Washington State residents' use of state parks and facilities, their motivations for and constraints to visiting state parks, their opinions on state park management and funding, as well as other park-related and environmental issues. The study entailed telephone surveys of Washington State residents 18 years of age and older (a “main” survey and a supplemental survey about specific funding and gas price-related issues).

The telephone survey questionnaires were developed cooperatively by Responsive Management and the Commission, based in part on past surveys. Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The main survey was conducted in May and June 2008, and Responsive Management obtained a total of 1,224 completed interviews of Washington State residents 18 years old and older for that survey. The supplemental survey was conducted in June 2008 and resulted in 418 supplemental interviews. The software used for data collection was Questionnaire Programming Language 4.1.

The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management. Throughout this report, findings of the telephone surveys are reported at a 95% confidence interval. For the entire sample of adult Washington State residents in the main survey, the sampling error is at most plus or minus 2.80 percentage points.

VISITATION TO STATE PARKS AND USE OF STATE PARK FACILITIES

- A large majority of Washington State residents (71%) visited a Washington state park in the past 2 years. Just less than a fourth of residents (24%) stayed overnight at a Washington state park in the past 2 years.
 - Removing the timeframe of the past 2 years, an overwhelming majority of Washington State residents (93%) have visited a Washington state park at some time in their lives.

- The survey asked those respondents who had visited a Washington state park in the past 2 years to name the *last* park they visited. Visitation is quite widely dispersed among the state parks, as no state park had more than 3% having visited it last. The most popular parks were Deception Pass State Park (3.17% visited it last), Lake Sammamish State Park (2.45%), Riverside State Park (2.22%), Ike Kinswa State Park (1.36%), Saltwater State Park (1.32%), and Tolmie State Park (1.25%).
- The majority of those who had stayed overnight in a Washington state park in the past 2 years had stayed in a tent (67%), and more than a third (39%) had stayed in a recreational vehicle.
- Two-thirds of Washington State residents (66%) agree with the statement, “My family often incorporates a visit to a state park on weekends or during vacations.”

MOTIVATIONS FOR AND CONSTRAINTS TO VISITING STATE PARKS

- The majority of those respondents who had visited a Washington state park in the past 2 years (83%) say that they enjoy state parks a lot, and the remaining say that they enjoy state parks a little. Almost none (less than 1%) say that they do not enjoy state parks. This question was also asked of those who had not visited a Washington state park in the past 2 years (worded to say, “Do you think you *would* enjoy state parks...), and even a majority of them (53%) say that they would enjoy state parks a lot, with another 32% saying a little; only 11% say that they would not enjoy state parks at all.
 - In follow-up, those who answered that they do not or would not enjoy state parks at all were asked for their reasons: the most common response is age/health, followed by simple lack of interest.
- A question in the survey asked about interest in visiting a state park (only 8% are not at all interested), and those who are not interested in visiting a Washington state park were asked a follow-up question about their reasons for not wanting to visit: age/health is the leading reason by far (42%), distantly followed by simple lack of interest (13%), having other places

to go or other interests for recreation (13%), lack of time (7%), having to travel too far (6%), and having nobody to go with (5%).

- Travel distance may be a moderate constraint to park visitation, as a majority of Washington State residents (59%) agree with the statement, “I would visit state parks more often if I lived closer to one.”
- Washington State residents are split on whether lack of information is a constraint to visiting a Washington state park: 56% agree, but 41% disagree, with the statement, “I would visit state parks more often if I had more information about them.”
- Lack of family members who want to visit a state park appears to be an important constraint to visitation, as a large majority of Washington State residents (75%) agree with the statement, “I would visit state parks more often if other family members wanted to do so.”
- Gas prices in the past 2 years have been an important influence on state park visitation: a large majority of Washington State residents (59%) agree, with most of them *strongly* agreeing, that gas prices have influenced the number of trips they have taken to state parks or the distance they have traveled to visit state parks in the past 2 years. Another question asked how likely would gas prices influence state park visitation: a large majority of those who visited a state park in the past 2 years (62%) say gas prices will *very* likely influence the number of trips or the distance they are willing to travel this summer (i.e., summer 2008), and another 20% say *somewhat* likely; only 17% answer not at all likely.
 - The supplemental survey gathered further information on this question, first asking the same question about the likelihood that gas prices would influence the number of trips or the distance respondents are willing to travel this summer (with results consistent with those reported above from the main survey), then asking how it would influence them (among those who answered that it would influence them). The large majority of those latter respondents (69% of those who said gas prices would influence them) said that they would take fewer trips. Additionally, 54% said that they would take shorter trips. Otherwise, they said that they would cut costs elsewhere (or simply have less money to

spend elsewhere) (5%) or would use a different vehicle than usual (e.g., not take the RV) (4%).

INTEREST IN VISITING STATE PARKS AND IN USING VARIOUS STATE PARK FACILITIES

- An overwhelming majority of Washington State residents (91%) are interested in visiting a state park in the next 2 years, with 69% being *very* interested.
- The survey asked about things that might increase interest in visiting a state park. The variety of animals found at state parks is an incentive: three-fourths of Washington State residents (75%) agree (most of that being *strong* agreement) that the variety of animals increases their interest in visiting a state park. Likewise, the variety of activities available also is an incentive: 71% agree that the variety of activities available increases their interest in visiting a state park.
- Washington State residents are about evenly split in their interest in renting a cabin in a state park in the next 2 years: 53% say that they are very or somewhat interested in doing so, but 46% say that they are not at all interested in doing so.
- The large majority of Washington State residents (74%) are not at all interested in an introductory camping program; nonetheless, 25% expressed some interest.
 - Interest in the introductory camping program is much greater among respondents with children: 36% of those with children expressed interest, versus only 15% who do not have children.
- Safety at state parks is important in visitation decisions, as a large majority of Washington State residents (80%) agree that knowing that state park rangers will be on duty increases their interest in visiting a state park.

KNOWLEDGE OF STATE PARKS

- Most Washington State residents are in the middle in their self-rating of knowledge about state parks: 68% say that they know *a little* about state parks, while at the ends of the

continuum, 23% claim to know *a lot*, and 9% claim to know *nothing at all*. (In summing responses, 91% claim at least a little knowledge of state parks.)

- A greater percentage of Washington State residents agree (51%) than disagree (36%) that state parks should provide more staff assistance to those unfamiliar with a park.

RATINGS OF STATE PARKS FACILITIES AND SERVICES, OPINIONS ON SAFETY, AND RATINGS OF COMFORT LEVELS REGARDING VARIOUS ASPECTS OF STATE PARKS

- Washington State residents were asked to rate their satisfaction with Washington state parks, the quality of service of employees, the quality of service of rangers, and the facilities. They were rated on a scale from “A+” to “E-” (for analysis, means were determined by assigning numeric values to the grades). All received positive mean ratings, getting a “B+” or higher. The top mean ratings were for the quality of service provided by Washington state park employees (“A-”) and the quality of service provided by Washington state park rangers (“A-”), followed by overall satisfaction with state parks (“B+”) and the quality of facilities (“B+”).
- Washington State residents who had stayed overnight in a state park in the past 2 years were asked to rate the types of shelters in which they had stayed. The shelters were rated on a scale from “A+” to “E-” (for analysis, means were determined by assigning numeric values to the grades). All received positive ratings, getting a “B” or higher. The top-rated types of shelter were yurt/platform tent (mean rating of “A”), tent site (“B+”), cabin (“B+”), and RV site (“B+”). Rental vacation house and environmental learning center both received a “B”.
- The survey asked Washington State residents about their comfort levels with seven items regarding state parks. An overwhelming majority indicated being *very* comfortable with being around nature and wildlife in a state park (84% are *very* comfortable with this), distantly followed by a grouping of four items with majority or near majority being *very* comfortable: the types of experiences offered at state parks (54%), the activities offered at state parks (50%), the amount of travel it takes to visit a state park (50%), and being around others while in a state park (49%). The overall cost of visiting a state park (41%) and

respondents' knowledge of state parks (32%) received relatively lower ratings of comfort levels. (Nonetheless, when looking at very or somewhat comfortable, all items had a large majority expressing comfort with them.)

- The survey asked a series of four questions regarding how well the Commission performs. An overwhelming majority (75%) agree that the Commission does a good job managing the park system (only 4% disagree). However, agreement is relatively low (22%) that the system is adequately funded (disagreement is at 35% on this). Agreement (50%) exceeds disagreement (10%) that the Washington state park system spends taxpayer money wisely. Finally, an overwhelming majority (80%) agree that the Commission takes good care of its natural and cultural resources (only 4% disagree).
 - The supplemental survey also asked whether respondents agree or disagree that the Washington state park system spends taxpayer money wisely, with consistent results to those reported above: 57% agree; only 8% disagree. In follow-up, those who disagree were asked why they disagree (note that a low number of respondents disagreed and were asked the follow-up question): the most common responses are that the entrance and shelter fees are too high (some apparently being unaware that the system did away with the parking fee), that the system is not properly maintained, that state parks' priorities are wrong, and that inefficiencies were observed.
- The survey asked about three facilities/support services that perhaps state parks should provide. Majorities agree that state parks should provide more restroom facilities (61%) and more staff assistance with those unfamiliar with the parks (51%); just over a third agree that state parks should provide more recreation facilities (38%).
- Lack of safety at Washington state parks does not appear to be an ongoing problem, as fully 98% of respondents who had visited a state park in the past 2 years said that they had felt safe during their last visit, with 90% saying that they had felt *very* safe.
 - Those few respondents who had felt unsafe most commonly indicated it was because they had seen suspicious persons or behavior during their last visit to a state park or that stuff had been stolen from their campsites or vehicles.

- An overwhelming majority of Washington State residents (86%) agree that the presence of park rangers improves the quality of their visits to state parks, with most of them *strongly* agreeing (64%). Only 8% disagree.
- The supplemental survey asked if respondents could recall any incidents that reflected unfavorably on the Washington state parks system. The overwhelming majority answered “no” (80%). Otherwise, a small percentage mentioned the fees and costs of using parks (some apparently being unaware that the parking fee is no longer charged), the closing of some parks and/or facilities, a lack of enforcement at parks, poor upkeep, or dissatisfactions with the reservation system for camping.

CONTACT WITH AND OPINIONS ON PARK RANGERS AND IMPORTANCE OF EFFORTS OF PARK RANGERS

- Just about half of those Washington State residents who visited a state park in the past 2 years (49%) had contact with a park ranger while there.
- Those who had contact were asked to rate various aspects of park rangers. The rangers received extremely positive ratings: nearly all respondents who had contact agreed that the park rangers they came in contact with were courteous (97% agree), friendly (97%), professional (97%), knowledgeable (96%), and helpful (95%). For all of these questions, most agreement was *strong* agreement (ranging from 81% to 89%).
 - Another question asked those who had ever visited a park (regardless of whether they had had contact with a ranger) about how approachable rangers are: nearly all park visitors (97%) say that they are comfortable approaching a ranger for assistance, with most of them saying *very* comfortable (91%).
- The survey asked about residents’ perceptions of the importance of various efforts of rangers. Of the five efforts, four are considered *very* important by large majorities: maintenance (87% consider this *very* important for rangers to do), resource protection (85%), law enforcement (78%), and park management (71%). Last on the list, but still with a majority

thinking it to be *very* important is interpretation (57%). Note that all efforts are considered *very* or *somewhat* important by nearly all respondents.

FUNDING FOR STATE PARKS AND OPINIONS ON PARTNERSHIPS FOR STATE PARKS

- Nearly all residents (95%) agree (79% *strongly* agree) that having a well-funded state park system is important to the quality of life in Washington state.
- A large majority of Washington State residents (71%) feel comfortable with the cost of visiting a state park. Note that this is despite the fact that some respondents, as the survey determined, did not know that the state parks system no longer charges a parking fee.
- Two questions asked about the importance of having the legislature set aside funds for needed repairs at existing parks and for buying land for parks; the former is deemed slightly more important. An overwhelming majority think setting aside funds for needed repairs is important (97%, with 81% saying *very* important). Nonetheless, a large majority think setting aside funds for buying new park land when land becomes available is important (86%, with 52% saying *very* important).
- Support (76%) far exceeds opposition (11%) to having a state park system plan that includes private or corporate financial support.
- Most Washington State residents (71%) were unaware prior to the survey that state park special design license plates are available; otherwise, 27% were aware.
 - While 19% of Washington State residents have seen one of the state park special design license plates, less than 1% of state residents have (or someone in their household has) a state park special design license plate.
 - Interest in the license plates is moderate (among those who do not currently have one or whose household does not have one): 40% say that they are *very* or *somewhat* interested in the plates, but most of them are *somewhat* interested (34%) rather than *very* interested (6%).

- Awareness was low, prior to the survey, that motorists could make a donation to state parks when renewing their license plate tabs: only 12% were aware, while 85% were not at all aware. In a follow-up question, only 3% of state residents have made such a donation.
 - Interest in making such a donation is positive, with 19% being *very* interested, and 48% being *somewhat* interested (a sum of 67% expressing interest).

AWARENESS OF AND SUPPORT FOR THE COMMISSION'S CENTENNIAL 2013 PLAN

- Awareness was quite low, prior to the survey, of the Commission's Centennial 2013 Plan: only 6% were aware, while 94% were not at all aware.
 - Support for the plan (75%) overwhelmingly exceeds opposition (1%) among those who were aware of the plan prior to the survey (the remainder do not know about their support or opposition).
 - A follow-up question asked about support or opposition among respondents (regardless of prior awareness) after the plan, including its six goals, was explained to them. Nearly all respondents (92%) support the plan, after having it explained to them.
- The survey explained the plan to respondents and asked them whether they think each of the plan's six goals are important or unimportant. Nearly all respondents think that the goals are important, ranging from 89% to 97% saying the goals are important. Indeed, each goal has a majority thinking it is *very* important (ranging from 56% to 82%). Nonetheless, some goals had more saying that they are *very* important than others: the top is the third goal (that citizens be confident that their taxes are used wisely), with 82% saying it is *very* important. The lowest-ranked goal is the second goal (that citizens be able to connect with Washington's heritage and pursue personal health), with 56% saying it is *very* important. All the other goals were in the range of 68% to 74% saying each was *very* important.

STEWARDSHIP OF NATURAL RESOURCES AND STATE PARKS

- A very large majority of Washington State residents (80%) agree that the Commission takes good care of its natural and cultural resources; only 4% disagree (the remainder do not know). (This item was reported previously in the section, "Ratings of State Parks Facilities

and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks”; however, the results also apply to this section of the report and are, therefore, included here, as well.)

- A majority of those who had visited a state park in the past 2 years agree (72%) that during their visits to a state park, they learn ways to take better care of the environment where they live.

- Nearly all Washington State residents (99%) had heard about global warming prior to the survey.
 - Those who had heard of global warming were asked how often they discuss environmental, including global warming, issues with their families: most commonly they say they do so frequently (44%) or sometimes (33%); only 19% rarely do so, and 4% never do so.
 - A large majority of those who had heard of global warming (76%) say that they have or a member of their household has made changes to daily routines or household management in an effort to reduce the amount of greenhouse gas emissions that they produce.

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INTRODUCTION AND METHODOLOGY

PURPOSE OF STUDY

This study was conducted for the Washington State Parks and Recreation Commission (hereinafter referred to as the Commission) to determine Washington State residents' use of state parks and facilities, their motivations for and constraints to visiting state parks, their opinions on state park management and funding, as well as other park-related and environmental issues. The study entailed telephone surveys of Washington State residents 18 years of age and older (the "main" survey and a supplemental survey about specific funding and gas price-related issues). Specific aspects of the research methodology are discussed below.

TELEPHONE SURVEY METHODOLOGY

For the surveys, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation. The telephone survey questionnaires were developed cooperatively by Responsive Management and the Commission, based in part on past surveys. An index shows the survey questions for both the main survey and supplemental survey and the location in the report where each question is discussed (note that some questions apply to more than one section of the report; those questions are discussed in each section of the report to which they apply). Responsive Management conducted pre-tests of the questionnaires and made any necessary revisions to the questionnaires based on the pre-tests.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted project briefings with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers'

knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The main survey was conducted in May and June 2008, and Responsive Management obtained a total of 1,224 completed interviews of Washington State residents 18 years old and older for that survey. The supplemental survey was conducted in June 2008 and resulted in 418 supplemental interviews.

The software used for data collection was Questionnaire Programming Language 4.1 (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instruments were programmed so that QPL branched, coded, and substituted phrases in each survey based on previous responses to ensure the integrity and consistency of the data collection.

In some places in the main survey and the supplemental survey, the sample was randomly split into two groups, with one group getting one set of questions and the second group getting a different set of questions. This allowed for more questions to be asked in the survey (the survey would have been too long had respondents been asked all the questions). This random split explains why a few questions have n-values (sample sizes, shown at the bottom of the graphs) that are lower than the total even though no skip-out is indicated. In other graphs, the n-values may be lower than the total because not all respondents were meant to answer the question; for instance, only those who stayed overnight at a state park were asked the question regarding the type of shelter they stayed in.

ANALYSIS OF DATA AND TRENDS

The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management. The sample in the main survey was weighted to match age and gender distribution of the population in the state.

An analysis was run on how whites, non-whites, and African-Americans answered selected questions, including their park visitation and comfort levels with visiting parks. These results are shown in Appendix A.

Another analysis entailed the development of visitor typologies. These results are discussed in Appendix B.

The analysis of data includes a trends comparison with past survey data from studies conducted in 2000, 2003, and 2006. The 2000 study was conducted by Washington State University. The 2003 and 2006 studies were conducted by Responsive Management.

NONPARAMETRIC ANALYSIS

For this report, a nonparametric analysis examined how the various responses in the main survey related to behavioral, participatory and demographic characteristics. Responses for selected questions from the main survey were tested by means of z-scores for relationships to other responses in that survey. The nonparametric analysis examined approximately 90 variables entailing more than 4,000 calculations.

A positive z-score means that the response and characteristic are positively related; a negative z-score means that the response and characteristic are negatively related. (Note that negative z-scores are often reverse images of positive z-scores: if being male had a z-score of 5.00, being female would have a z-score of - 5.00.) The strength of the relationship between the characteristic and the response to the question is indicated by the z-score. Those z-scores that have an absolute value of 3.30 or greater indicate that the relationship is so strong that it would happen by chance only 1 out of 1,000 times. Those z-scores that have an absolute value of 2.58 to 3.29 indicate that the relationship is so strong that it would happen by chance only 1 out of 100 times. Finally, those z-scores that have an absolute value of 1.96 to 2.57 indicate that the relationship is so strong that it would happen by chance only 5 out of 100 times.

The report discusses the results of the *positive* z-scores. For selected questions, the text indicates when *positive* correlations between a particular response to a question and responses to other questions occur. For instance, the z-score analysis was performed on the variable, “Has visited a Washington state park in the past 2 years.” The analysis found a positive correlation between having visited a state park in the past 2 years and being younger than 45 years of age. This does not mean that *only* those younger than 45 visited a state park (as many people older than that visited a state park), nor does it mean that *all* those younger than 45 visited a state park (as some in this age group did *not* visit a park). What it means is that people in that age group visited a state park at a higher rate than did those *not* in that age group.

Likewise, the z-score analysis found a positive correlation between having visited a state park in the past 2 years and having children in the household. Again, this simply means that people with children in their household are more likely to have visited a state park than are those without children. And again, not *all* people with children visited a state park (some with children did *not* visit a state park), nor were park visitors made up exclusively of those with children (some people *without* children visited a state park).

The z-scores were calculated as shown in the formula below.

$$z = \frac{(p_1 - p_2)}{\sqrt{p(1-p) \left[\frac{1}{n_1} + \frac{1}{n_2} \right]}}$$

(Equation from *Handbook of Parametric and Nonparametric Statistical Procedures*, 2nd Edition by David J. Sheskin. © 2000, Chapman & Hall/CRC, Boca Raton, FL.)

where:

n_1 represents the number of observations in Group 1.

n_2 represents the number of observations in Group 2.

$p_1 = a/(a + b) = a/n_1$ and represents the proportion of observations in Group 1 that falls in Cell a .
It is employed to estimate the population proportion Π_1 (% of Group 1 who had specific characteristic).

$p_2 = c/(c + d) = c/n_2$ and represents the proportion of observations in Group 2 that falls in Cell c .
It is employed to estimate the population proportion Π_2 (% of Group 2 who had specific characteristic).

$p = (a + c)/(n_1 + n_2) = (a + c)/n$ and is a pooled estimate of the proportion of respondents who had specific characteristic in the underlying population.

The characteristics examined in the z-score analysis are tabulated below.

| VARIABLES IN THE Z-SCORE ANALYSIS |
|--|
| Has visited a Washington State Park in the past 2 years. |
| Has not visited a Washington State Park in the past 2 years. |
| Gave a grade of A+, A, or A- for overall satisfaction with Washington State Parks. |
| Did not give a grade of A+, A, or A- for overall satisfaction with Washington State Parks. |
| Gave a grade of A+, A, or A- for overall satisfaction with the quality of service provided by Washington State Park employees. |
| Did not give a grade of A+, A, or A- for overall satisfaction with the quality of service provided by Washington State Park employees. |
| Gave a grade of A+, A, or A- for overall satisfaction with the quality of the facilities of Washington State Parks. |
| Did not give a grade of A+, A, or A- for overall satisfaction with the quality of the facilities of Washington State Parks. |
| Says he/she knows a lot about State Parks. |
| Did not indicate knowing a lot about State Parks. |
| Enjoys or would enjoy State Parks a lot. |
| Did not indicate he/she enjoys or would enjoy State Parks a lot. |
| Is very interested in visiting a State Park in the next 2 years. |
| Did not indicate being very interested in visiting a State Park in the next 2 years. |
| Feels very comfortable around nature and wildlife in a State Park. |
| Did not indicate that he/she feels very comfortable around nature and wildlife in a State Park. |
| Feels very comfortable around the other visitors while in a State Park. |
| Did not indicate that he/she feels very comfortable around the other visitors while in a State Park. |
| Feels very comfortable with the types of experiences offered at State Parks. |
| Did not indicate that he/she feels very comfortable with the types of experiences offered at State Parks. |
| Feels very comfortable with the activities offered at State Parks. |
| Did not indicate that he/she feels very comfortable with the activities offered at State Parks. |
| Feels very comfortable with the overall costs of visiting a State Park. |
| Did not indicate that he/she feels very comfortable with the overall costs of visiting a State Park. |
| Feels very comfortable with the amount of travel it takes to visit a State Park. |
| Did not indicate that he/she feels very comfortable with the amount of travel it takes to visit a State Park. |
| Agrees his/her family often incorporates a visit to a State Park on weekends or during vacations. |
| Did not indicate agreement that his/her family often incorporates a visit to a State Park on weekends or during vacations. |
| Agrees he/she would visit State Parks more often if he/she lived closer to one. |
| Did not indicate agreement that he/she would visit State Parks more often if he/she lived closer to one. |
| Agrees he/she would visit State Parks more often if he/she had more information about them. |

| VARIABLES IN THE Z-SCORE ANALYSIS |
|---|
| Did not indicate agreement that he/she would visit State Parks more often if he/she had more information about them. |
| Agrees that State Parks should provide more recreation facilities. |
| Did not indicate agreement that State Parks should provide more recreation facilities. |
| Agrees that State parks should provide more restroom facilities. |
| Did not indicate agreement that State parks should provide more restroom facilities. |
| Agrees that State parks should provide more staff assistance to those unfamiliar with the park. |
| Did not indicate agreement that State parks should provide more staff assistance to those unfamiliar with the park. |
| Agrees that the variety of animals found at State Parks increases his/her interest in visiting a State Park. |
| Did not indicate agreement that the variety of animals found at State Parks increases his/her interest in visiting a State Park. |
| Agrees that the variety of activities available at State Parks increases his/her interest in visiting a State Park. |
| Did not indicate agreement that the variety of activities available at State Parks increases his/her interest in visiting a State Park. |
| Agrees that knowing that state park rangers will be on duty increases his/her interest in visiting a State Park. |
| Did not indicate agreement that knowing that state park rangers will be on duty increases his/her interest in visiting a State Park. |
| Prior to survey, was very aware of Washington State Parks and Recreation Commission's Centennial 2013 Plan. |
| Did not indicate that, prior to survey, was very aware of Washington State Parks and Recreation Commission's Centennial 2013 Plan. |
| Strongly agrees that the Washington State Parks and Recreation Commission does a good job managing the park system. |
| Did not indicate strongly agreeing that the Washington State Parks and Recreation Commission does a good job managing the park system. |
| Strongly agrees that the Washington State Park system is adequately funded. |
| Did not indicate strongly agreeing that the Washington State Park system is adequately funded. |
| Strongly agrees that the Washington State Park system spends taxpayer money wisely. |
| Did not indicate strongly agreeing that the Washington State Park system spends taxpayer money wisely. |
| Strongly agrees that the Washington State Parks and Recreation Commission takes good care of its natural and cultural resources. |
| Did not indicate strongly agreeing that the Washington State Parks and Recreation Commission takes good care of its natural and cultural resources. |
| Strongly agrees that having a well-funded State Park system is important to the quality of life in Washington State. |
| Did not indicate strongly agreeing that having a well-funded State Park system is important to the quality of life in Washington State. |

| VARIABLES IN THE Z-SCORE ANALYSIS |
|---|
| Thinks it is very important that the state legislature set aside funds for buying new land for parks when it becomes available. |
| Did not indicate thinking it to be very important that the state legislature set aside funds for buying new land for parks when it becomes available. |
| Thinks it is very important that the state legislature set aside funds for needed repairs at existing parks. |
| Did not indicate thinking it to be very important that the state legislature set aside funds for needed repairs at existing parks. |
| Would support a State Park system funding plan that includes private or corporate financial support. |
| Did not indicate supporting a State Park system funding plan that includes private or corporate financial support. |
| Lives in King, Pierce, or Snohomish County. [Analysis was run on the top three counties and those not living in any of the three top counties.] |
| Does not live in King, Pierce, or Snohomish County. |
| Considers place of residence to be a large city/urban area or suburban area. |
| Considers place of residence to be a small city/town or rural area. |
| Has own access to private lands for outdoor recreation. |
| Does not have own access to private lands for outdoor recreation. |
| Is currently a registered voter. |
| Is not currently a registered voter. |
| Does not have a Bachelor's degree. |
| Has a Bachelor's degree (with or without a higher degree). |
| Total household income is \$80,000 or higher. |
| Total household income is less than \$80,000. |
| Has more than 2 adults living in household. |
| Has no more than 2 adults living in household. |
| Has children living in household. |
| Does not have children living in household. |
| Household has a pet. |
| Household does not have a pet. |
| Describes overall level of activity of people in household as very physically active. |
| Did not describe overall level of activity of people in household as very physically active. |
| Describes level of childhood activity as very physically active. |
| Did not describe level of childhood activity as very physically active. |
| Has been Washington resident more than the median number of years. |
| Has been a Washington resident the median or fewer number of years. |
| Is 65 years old or older. |
| Is 45 to 64 years of age. |
| Is younger than 45 years of age. |
| Is male. |
| Is female. |

SAMPLING ERROR

Throughout this report, findings of the telephone surveys are reported at a 95% confidence interval. For the entire sample of adult Washington State residents in the main survey, the sampling error is at most plus or minus 2.80 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 2.80 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 1,224 and a population size of 4,867,922 Washington State residents 18 years old and older. For the supplemental survey, the sampling error was not determined because the questions of most interest in the supplemental survey involved skip-outs and were not asked of the entire sample but were asked only of those to whom the question applied (e.g., only those who disagree that the system spends taxpayer money wisely were asked why they disagree).

Sampling Error Equation

$$B = \left(\sqrt{\frac{N_p(.25)}{N_s} - .25} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)
 N_p = population size (i.e., total number who could be surveyed)
 N_s = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

Note: This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

NOTES ON READING THE TEXT

Note that some results may not sum to exactly 100% because of rounding. Additionally, rounding on the graphs may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly support” and “moderately support” are summed to determine the total percentage in support).

A note about the layout of the report: as stated previously, some graphs pertain to more than one section of the report, and these graphs are discussed in each section of the report to which they apply. In these instances when the graph is discussed in more than one section, the graph is only shown in one section with a call-out in the other section indicating where the graph is located. Note that an index is provided for locating where specific questions are discussed.

VISITATION TO STATE PARKS AND USE OF STATE PARK FACILITIES

- A large majority of Washington State residents (71%) visited a Washington state park in the past 2 years. Just less than a fourth of residents (24%) stayed overnight at a Washington state park in the past 2 years.
 - Removing the timeframe of the past 2 years, an overwhelming majority of Washington State residents (93%) have visited a Washington state park at some time in their lives.
 - In the trends analysis, visitation to Washington state parks increased in 2008 survey over the 2006 survey.
 - The nonparametric analysis found the following positive correlations to having visited a state park in the past 2 years:
 - Household is very physically active and he/she was when growing up, is younger than 45 years of age; has children living in household, has at least a Bachelor's degree.
 - Answered positively regarding knowledge, interest, and enjoyment of state parks (knows a lot about state parks, is very interested, says enjoys state parks a lot).
 - Is *very* comfortable with various aspects of state parks (amount of travel to get to a park, types of experiences offered, being around the nature and wildlife in the parks, overall costs, activities offered, being around other visitors at the parks).
 - Gave positive grades and ratings of Commission performance (quality of facilities, quality of service, overall satisfaction with state parks, managing the park system, taking care of natural/cultural resources, spending taxpayer money).
 - Thinks it is *very* important that legislature fund new park land purchase and needed repairs at parks, wants state parks to provide more staff assistance for those unfamiliar with parks, wants state parks to provide more restroom facilities.
 - Says variety of animals and activities available at parks increases interest in visiting them.
 - Would support funding plan that includes private/corporate support.

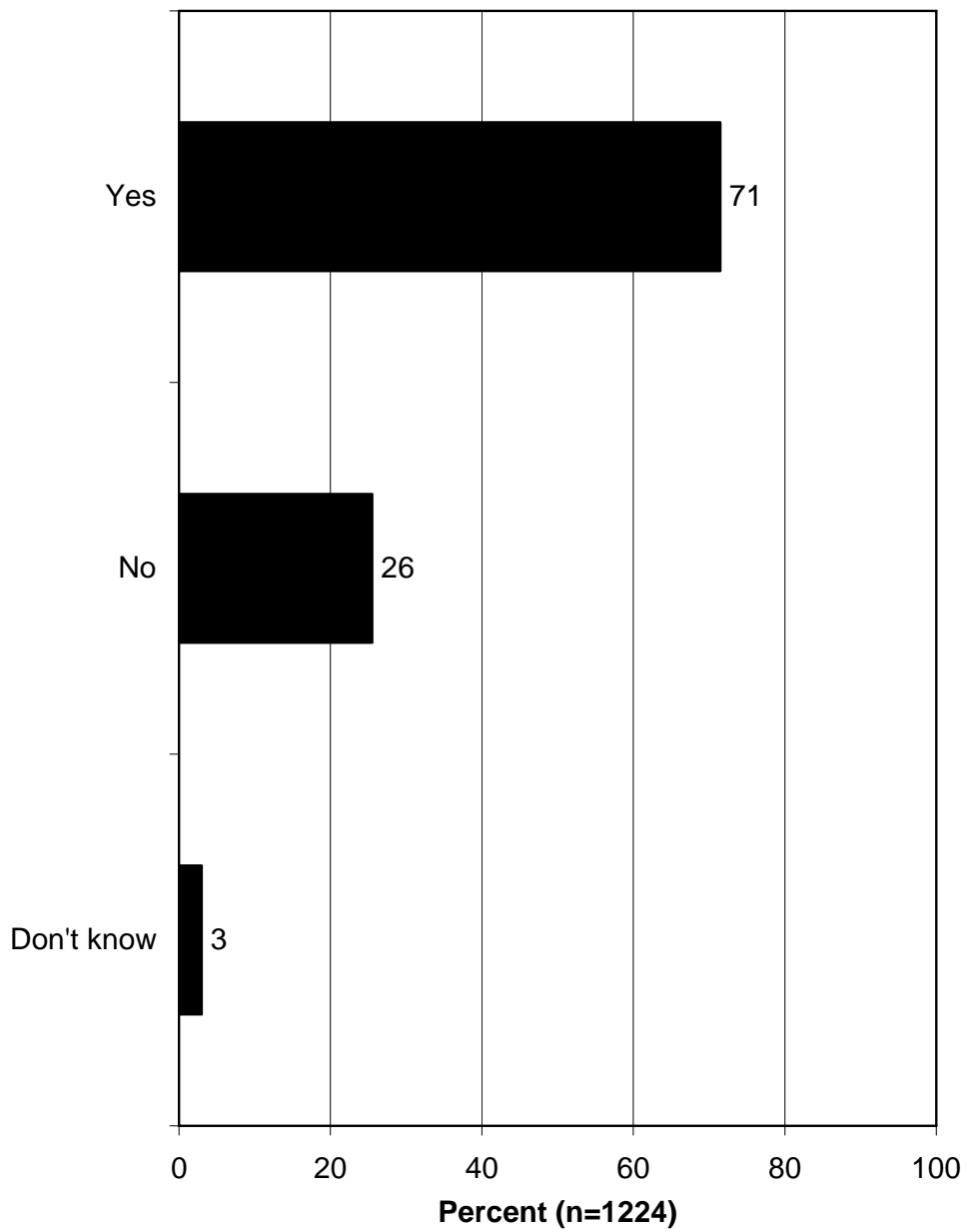
- The survey asked those respondents who had visited a Washington state park in the past 2 years to name the *last* park they visited. Visitation is quite widely dispersed among the state parks, as no state park had more than 3% having visited it last. The most popular parks were Deception Pass State Park (3.17% visited it last), Lake Sammamish State Park (2.45%), Riverside State Park (2.22%), Ike Kinswa State Park (1.36%), Saltwater State Park (1.32%), and Tolmie State Park (1.25%). Note that the survey was administered in May and June, which may affect the results regarding the *last* park people had visited.

- The survey asked those respondents who had visited a Washington state park in the past 2 years to indicate in which season they had last visited a state park. The survey was administered in the late spring, which obviously would affect the results, and spring was named by 36% of those respondents. Nonetheless, the most common response was summer (43%), which would be the summer of 2007.

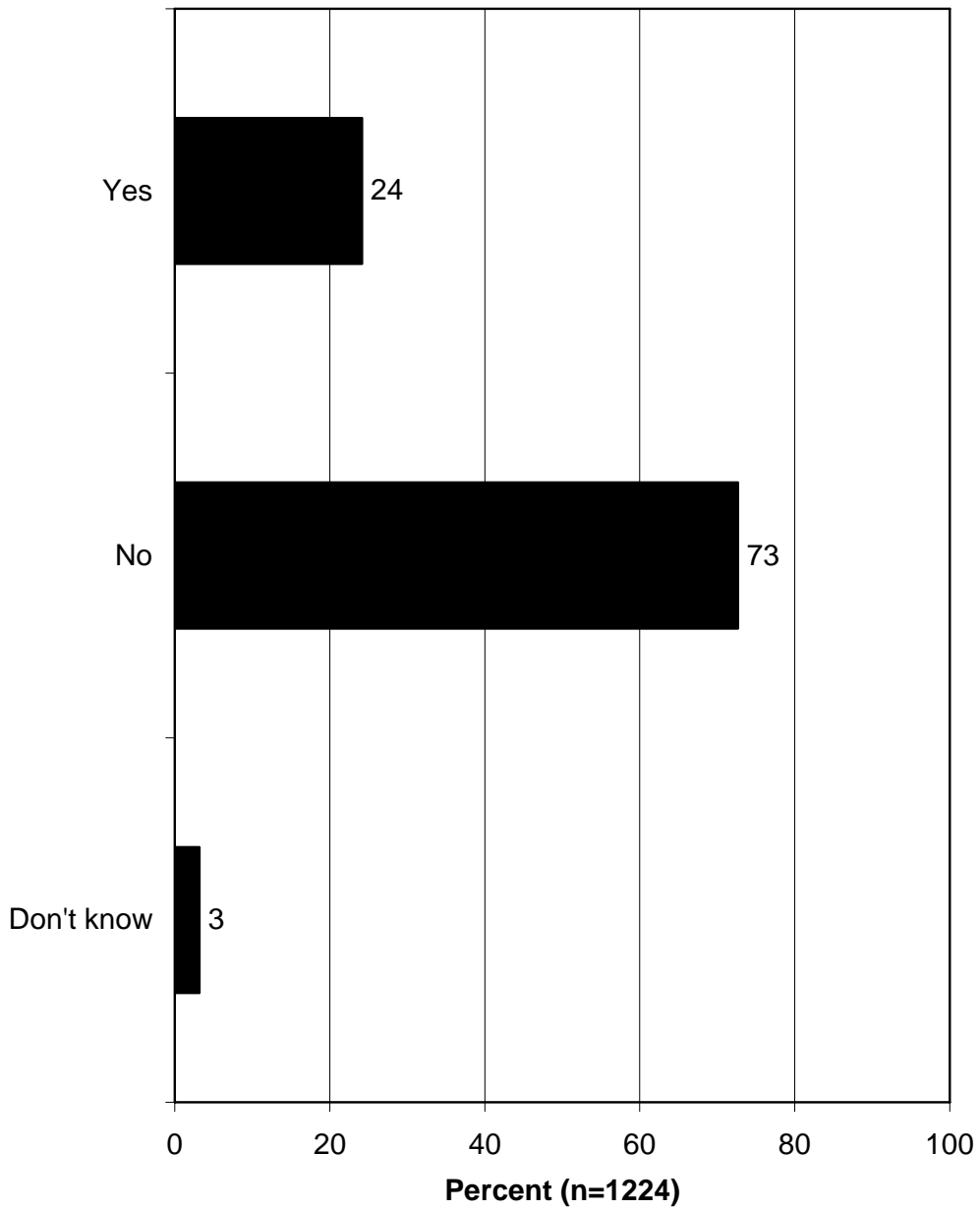
- The majority of those who had stayed overnight in a Washington state park in the past 2 years had stayed in a tent (67%), and well more than a third (39%) had stayed in a recreational vehicle.
 - The trends analysis found that tent site usage increased in the 2008 survey over the 2006 survey. RV use, on the other hand, decreased in 2008 versus 2006.

- Two-thirds of Washington State residents (66%) agree with the statement, “My family often incorporates a visit to a state park on weekends or during vacations.”
 - The nonparametric analysis found the following positive correlations to agreeing that family often incorporates a visit to a state park on weekends or during vacations:
 - Has children living in household, is younger than 45 years of age, has more than two adults living in household, household is very physically active and he/she was when growing up, has own access to private land for recreation, has been a Washington resident for the median or fewer years.
 - Answered positively regarding participation, knowledge, interest, and enjoyment of state parks (visited a state park in the past 2 years, knows a lot about state parks, is very interested, says enjoys state parks a lot).
 - Is *very* comfortable with various aspects of state parks (activities offered, amount of travel to get to a park, being around the nature and wildlife in the parks, types of experiences offered, overall costs, being around other visitors at the parks).
 - Gave positive grades and ratings of Commission performance (quality of service, managing the park system, quality of facilities, taking care of natural/cultural resources, overall satisfaction with state parks, spending taxpayer money).
 - Thinks it is *very* important that legislature fund new park land purchase and needed repairs at parks, wants state parks to provide more recreation facilities, wants state parks to provide more restroom facilities, wants state parks to provide more staff assistance for those unfamiliar with parks, wants state parks to provide more information about parks, wants parks closer to home.
 - Says variety of animals, variety of activities available, and knowing that state park rangers will be on duty at parks increases interest in visiting them.
 - Would support funding plan that includes private/corporate support.

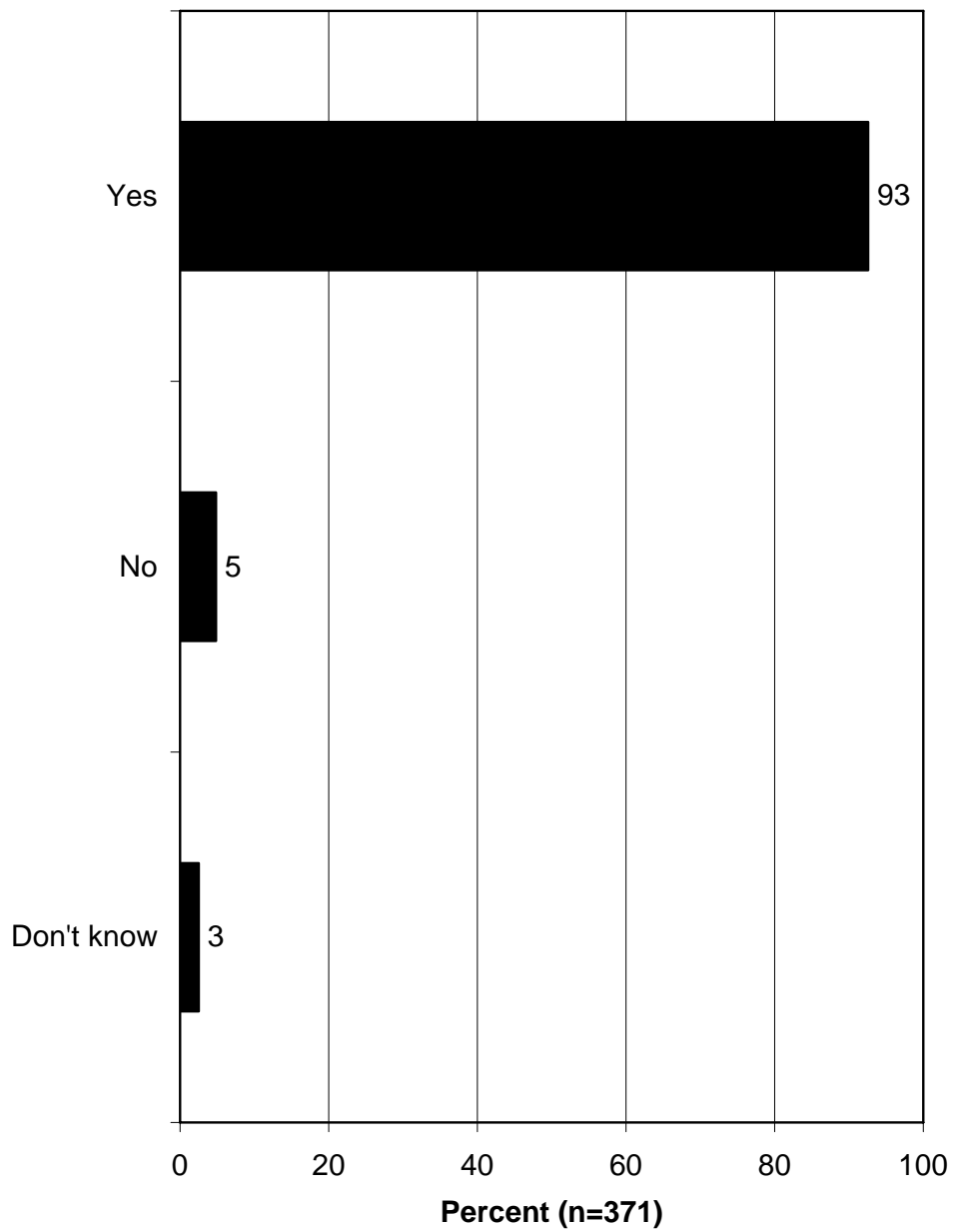
Q9. Have you visited a Washington state park within the past 2 years?

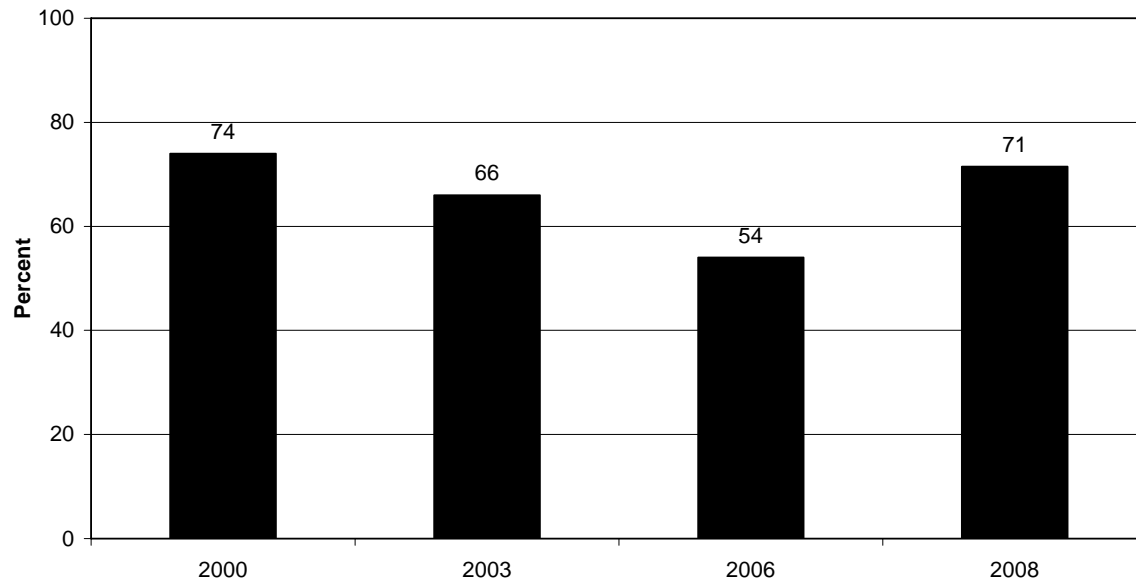


Q21. Did you stay overnight in a Washington state park in the past 2 years? (Among all respondents.)



Q11. Have you ever visited a Washington state park? (Among all respondents.)



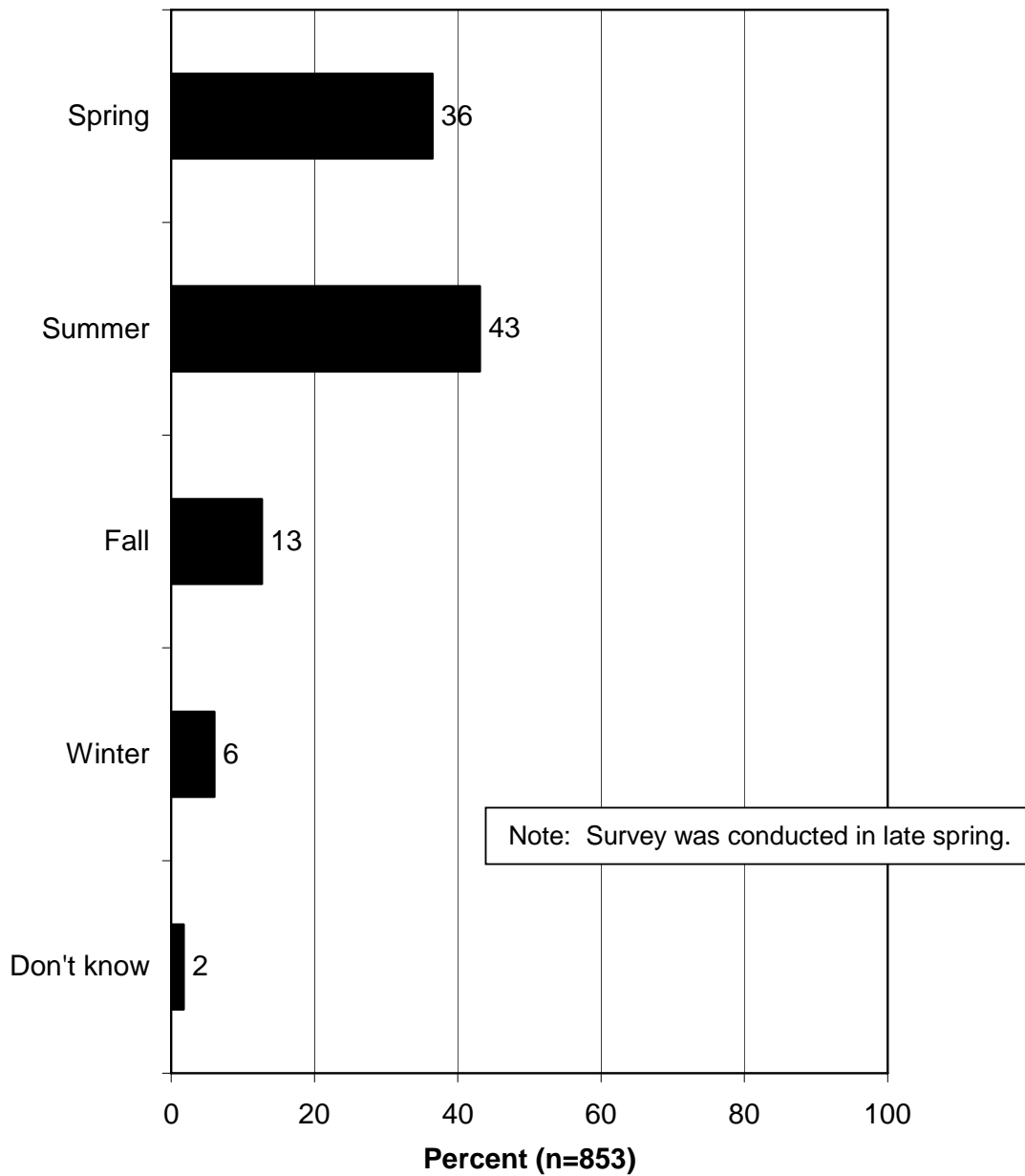
Has visited a Washington state park within the past 2 years.

Q12. What was the last Washington state park you visited in the past 2 years? (Asked of those who visited a Washington state park within the past 2 years.)

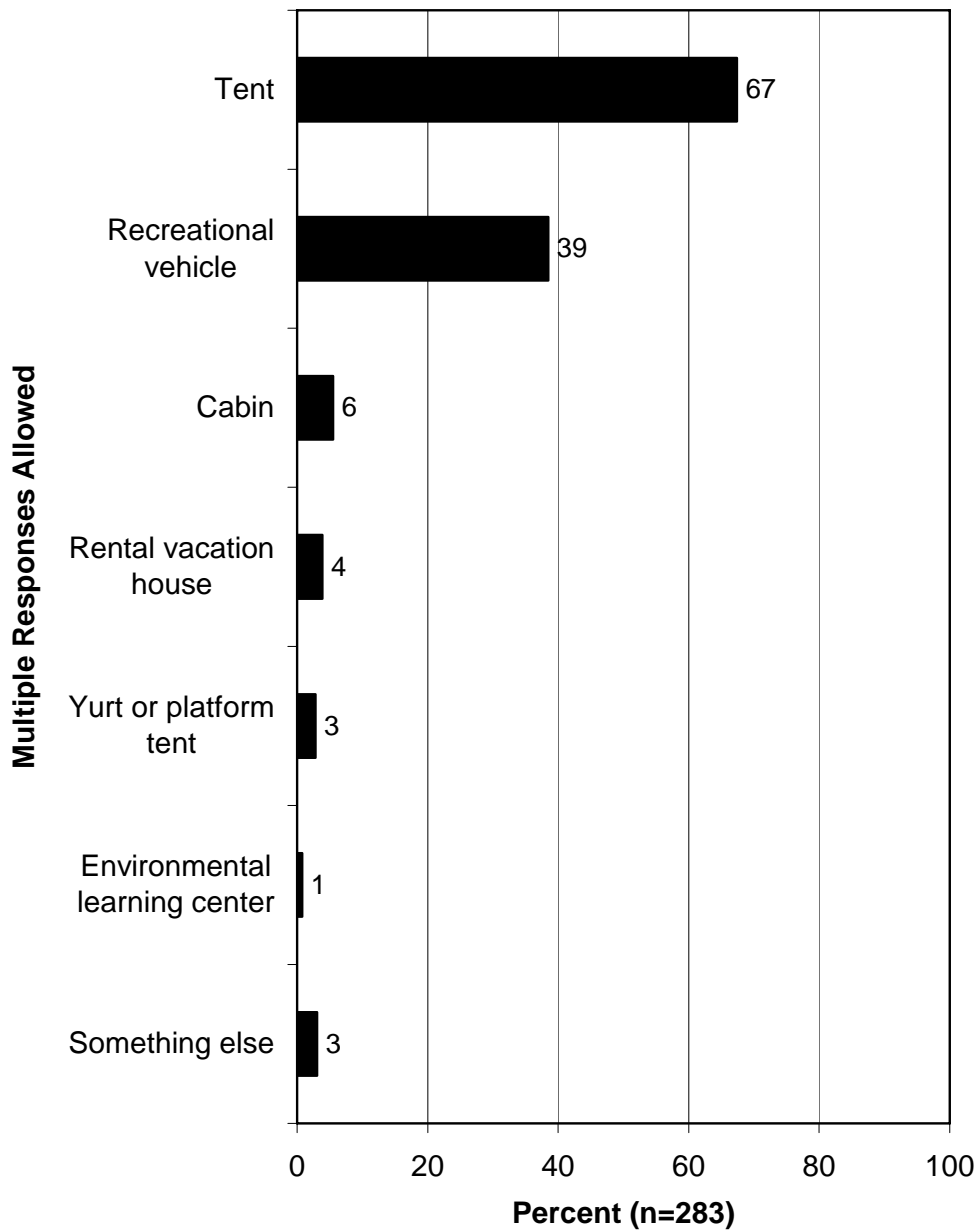
(Only shows parks with a 0.75% or higher.)



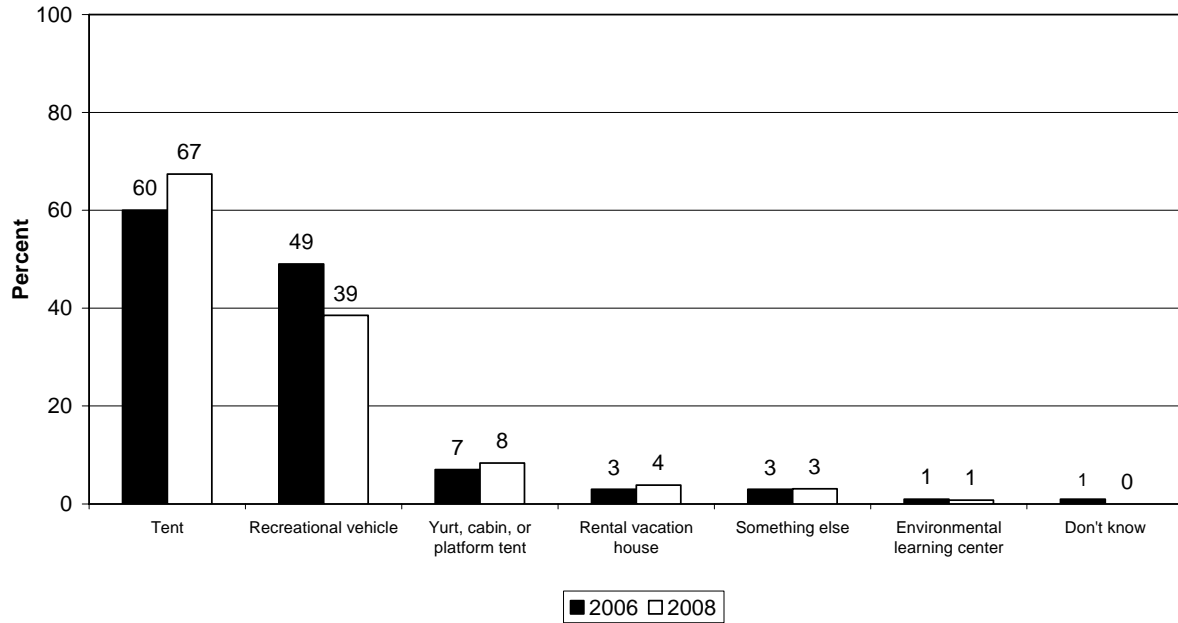
Q15. What season of the year was your last visit to a Washington state park? Would you say it was spring, summer, fall, or winter? (Asked of those who have visited a Washington state park within the past 2 years.)



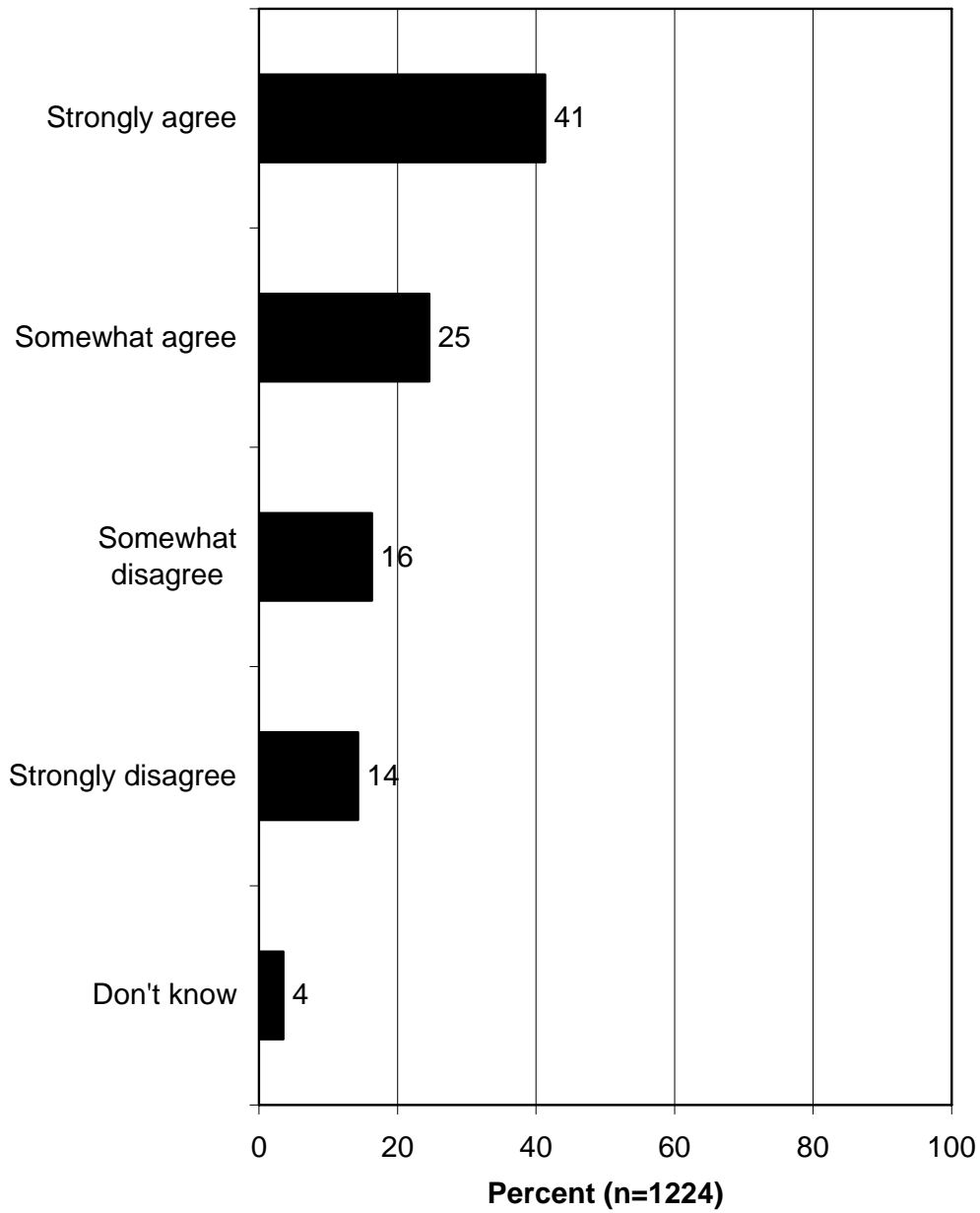
Q24. During your overnight visits to a Washington state park in the past 2 years, have you ever stayed in any of the following shelters? (Asked of those who have visited and stayed overnight in a Washington state park within the past 2 years.)



During your overnight visits to a Washington state park in the past 2 years, have you ever stayed in any of the following shelters? (Asked of those who have visited and stayed overnight in a Washington state park within the past 2 years.)



Q100. My family often incorporates a visit to a state park on weekends or during vacations.



MOTIVATIONS FOR AND CONSTRAINTS TO VISITING STATE PARKS

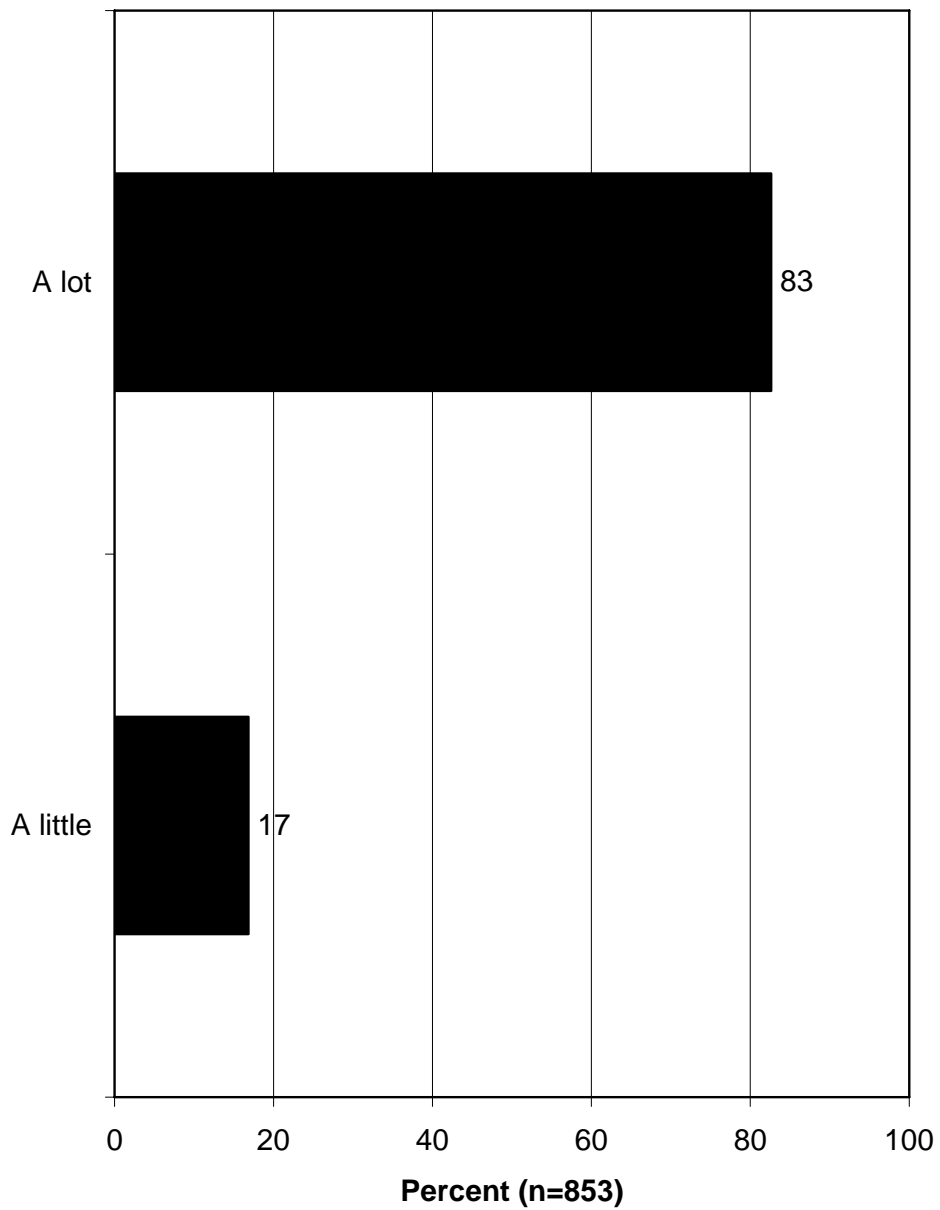
- The majority of those respondents who had visited a Washington state park in the past 2 years (83%) say that they enjoy state parks a lot, and the remaining say that they enjoy state parks a little. Almost none (less than 1%) say that they do not enjoy state parks. This question was also asked of those who had not visited a Washington state park in the past 2 years (worded to say, “Do you think you *would* enjoy state parks...), and even a majority of them (53%) say that they would enjoy state parks a lot, with another 32% saying a little; only 11% say that they would not enjoy state parks at all.
 - In follow-up, those who answered that they do not or would not enjoy state parks at all were asked for their reasons: the most common response is age/health, followed by simple lack of interest.
 - The supplemental survey asked those who had not visited a state park why they had not done so. Most commonly, age/health and lack of time were the reasons given, followed by other interests/activities and travel distance/gas prices.

- A question in the survey asked about interest in visiting a state park (only 8% are not at all interested—this graph is shown in the section of this report titled, “Interest in Visiting State Parks and in Using Various State Park Facilities”), and those who are not interested in visiting a Washington state park were asked a follow-up question about their reasons for not wanting to visit: age/health is the leading reason by far (42% of those who are not interested), distantly followed by simple lack of interest (13%), having other places to go or other interests for recreation (13%), lack of time (7%), having to travel too far (6%), and having nobody to go with (5%).

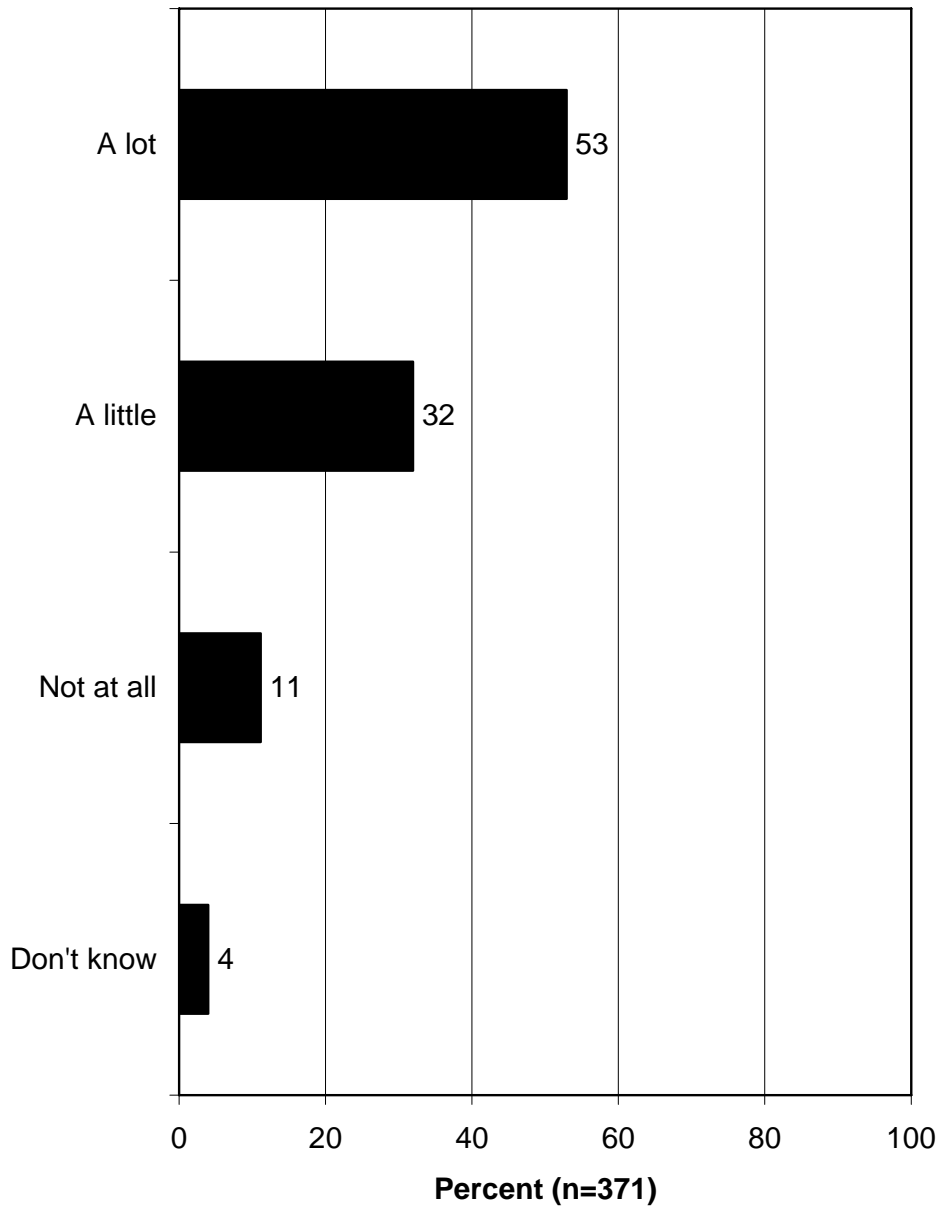
- Travel distance may be a moderate constraint to park visitation, as a majority of Washington State residents (59%) agree with the statement, “I would visit state parks more often if I lived closer to one.”

- Washington State residents are split on whether lack of information is a constraint to visiting a Washington state park: 56% agree, but 41% disagree, with the statement, “I would visit state parks more often if I had more information about them.”
- Lack of family members who want to visit a state park appears to be an important constraint to visitation, as a large majority of Washington State residents (75%) agree with the statement, “I would visit state parks more often if other family members wanted to do so.”
- Gas prices in the past 2 years have been an important influence on the amount of state park visitation: a large majority of Washington State residents (59%) agree, with most of them *strongly* agreeing, that gas prices have influenced the number of trips they have taken to state parks or the distance they have traveled to visit state parks in the past 2 years. Another question asked how likely would gas prices influence state park visitation: a large majority of those who visited a state park in the past 2 years (62%) say gas prices will *very* likely influence the number of trips or the distance they are willing to travel this summer (i.e., summer 2008), and another 20% say *somewhat* likely; only 17% answer not at all likely.
 - The supplemental survey gathered further information about this issue, first asking the same question about the likelihood that gas prices would influence the number of trips or the distance respondents are willing to travel this summer (with results consistent with those reported above from the main survey), then asking how it would influence them (among those who answered that it would influence them). The large majority of those latter respondents (69% of those who said gas prices would influence them) said that they would take fewer trips. Additionally, 54% said that they would take shorter trips. Otherwise, they said that they would cut costs elsewhere (or simply have less money to spend elsewhere) (5%) or would use a different vehicle than usual (e.g., not take the RV) (4%).
 - The trends analysis found that agreement increased in 2008 over 2006 that gas prices influenced the number of trips taken or the distance traveled in the previous 2 years, particularly the *strongly* agree answer. In 2006, 53% agreed, with 37% *strongly* agreeing; in 2008, 59% agreed, with 49% *strongly* agreeing.

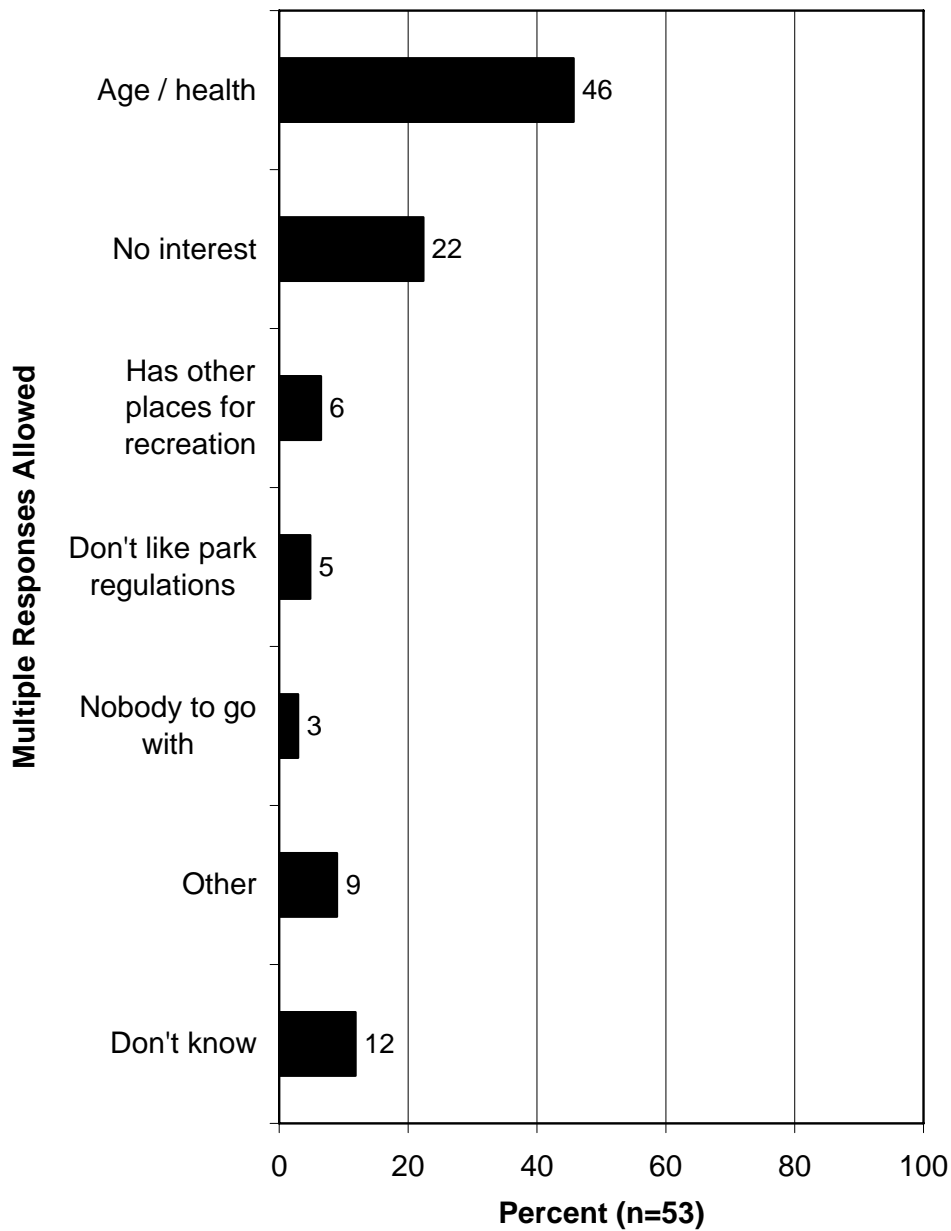
Q87. Would you say you enjoy state parks a lot, a little, or not at all? (Asked of those who visited a Washington state park in the past 2 years.)



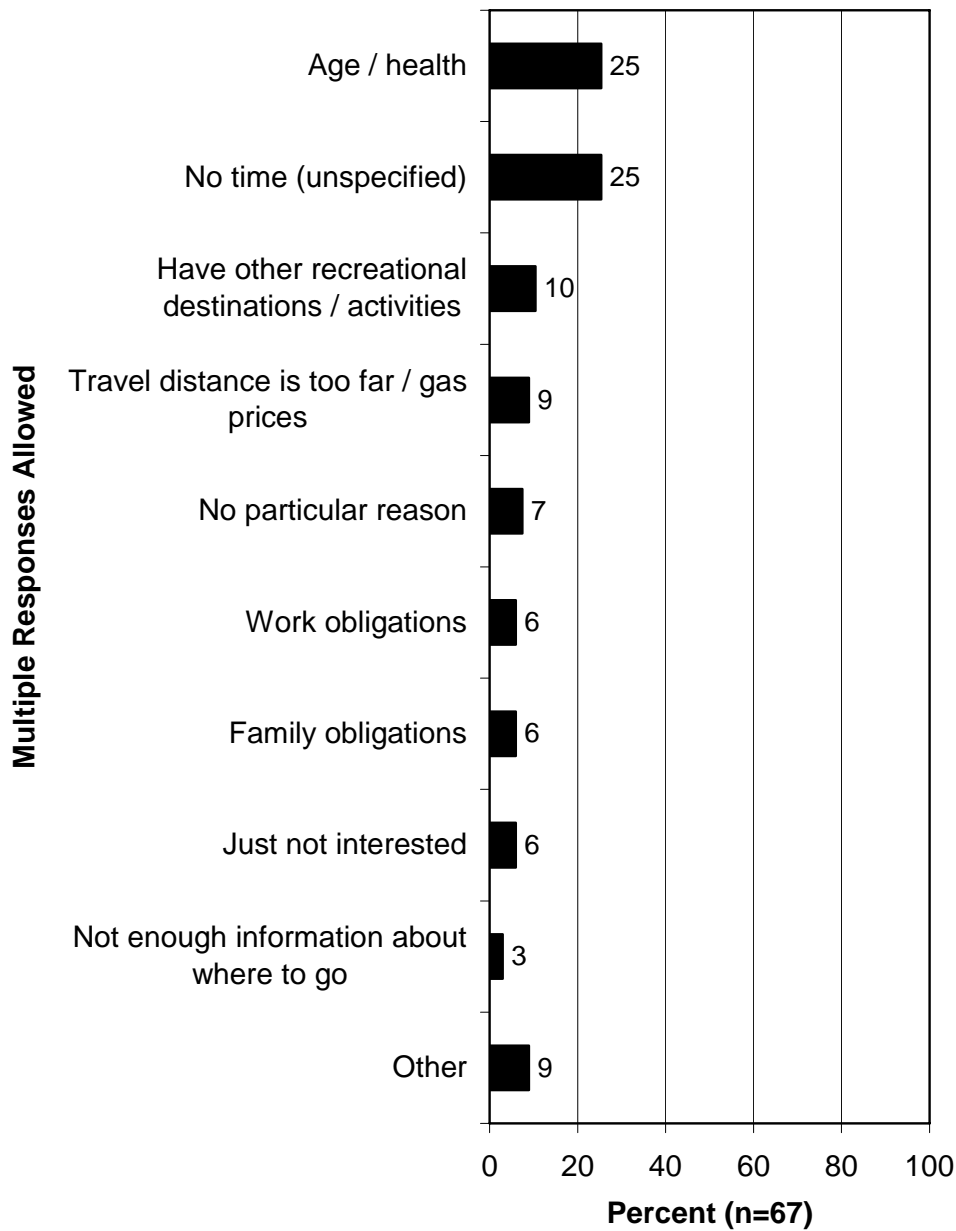
Q87. Do you think you would enjoy state parks a lot, a little, or not at all? (Asked of those who did not visit a Washington state park in the past 2 years or who were unsure if they had.)



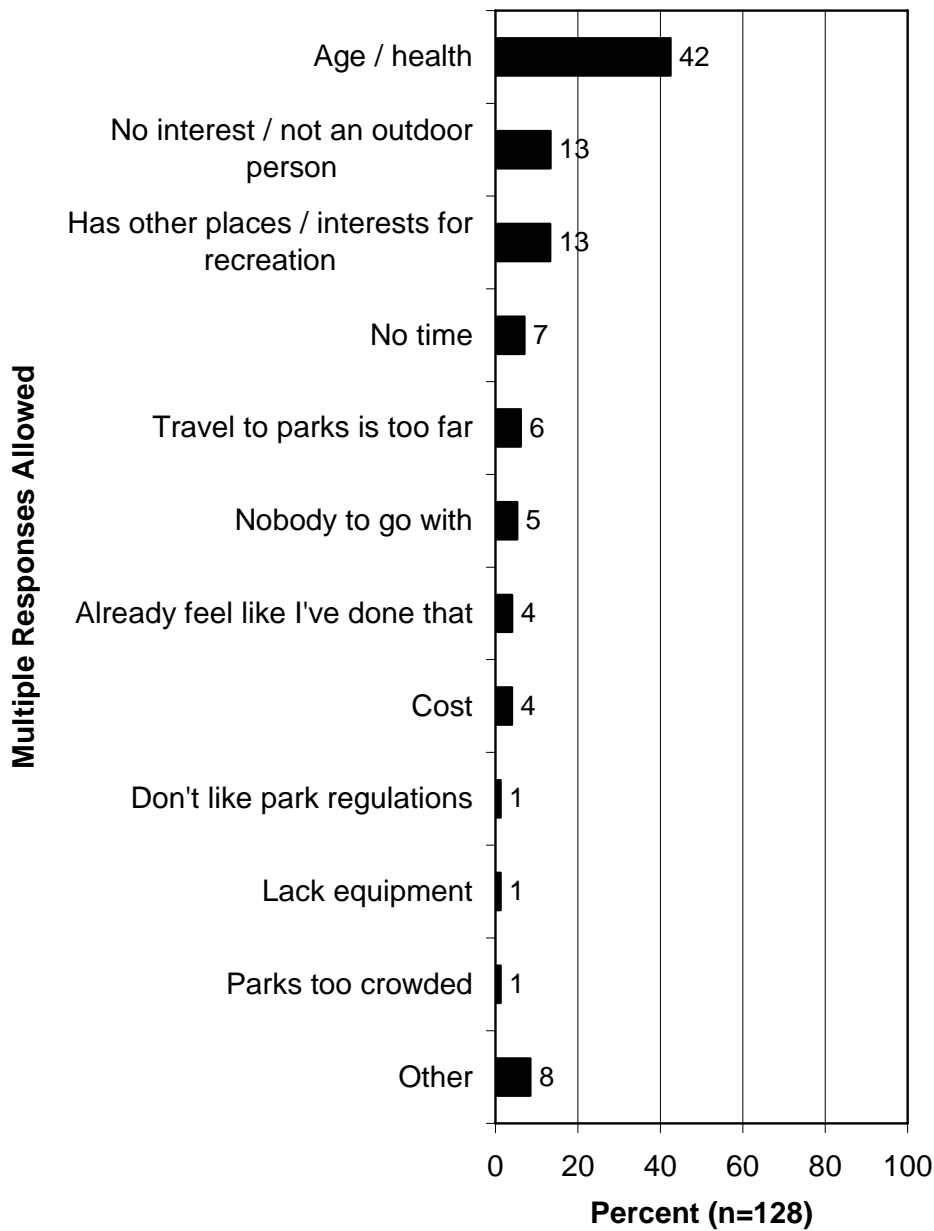
Q88. What are the main reasons you do not/you do not think you would enjoy state parks? (Asked of those who do/would not enjoy state parks at all.)



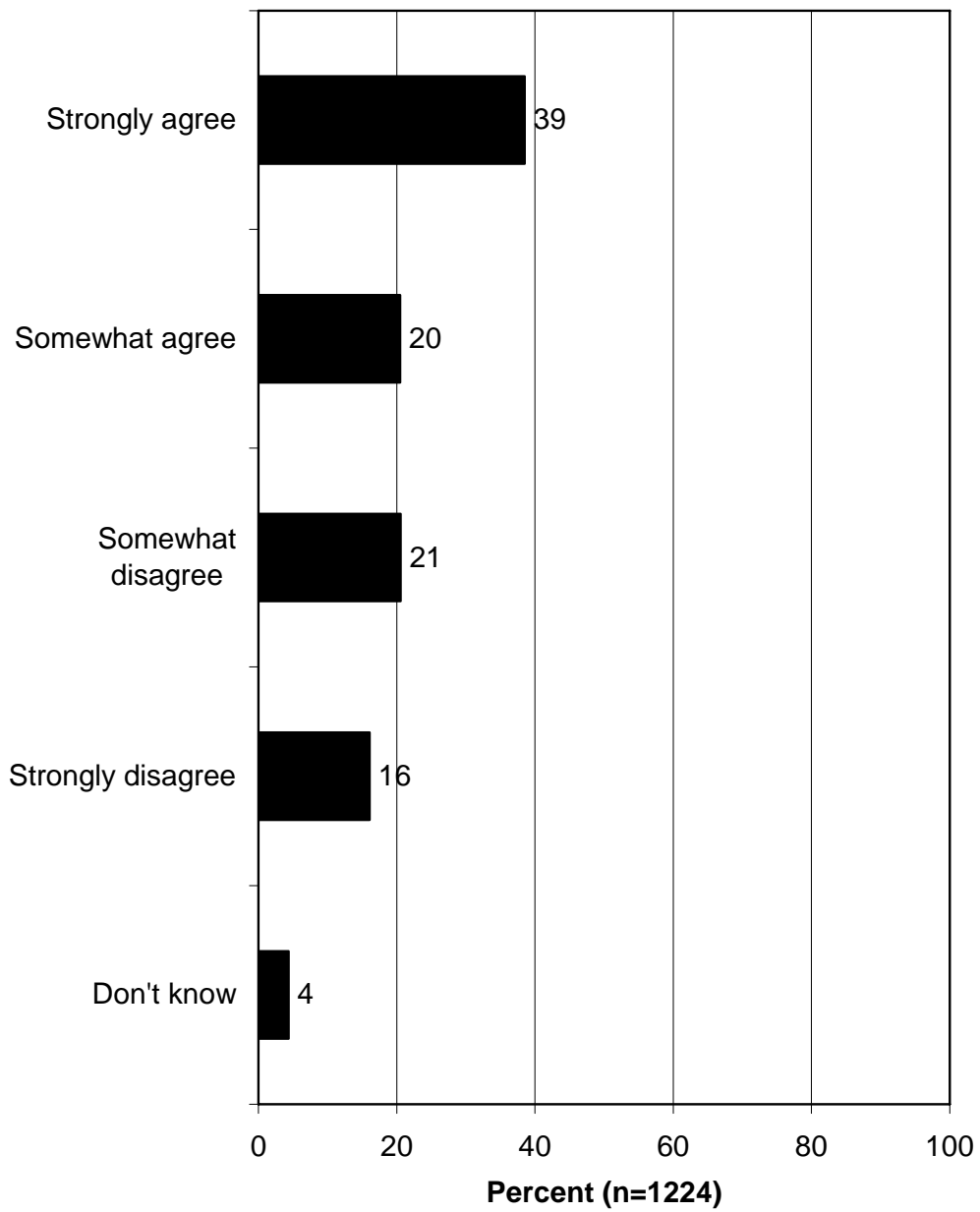
Q19s. What is the main reason that you haven't visited a Washington state park in the last 2 years? (Asked of those who have not visited a Washington state park within the past 2 years.) (Supplemental survey.)



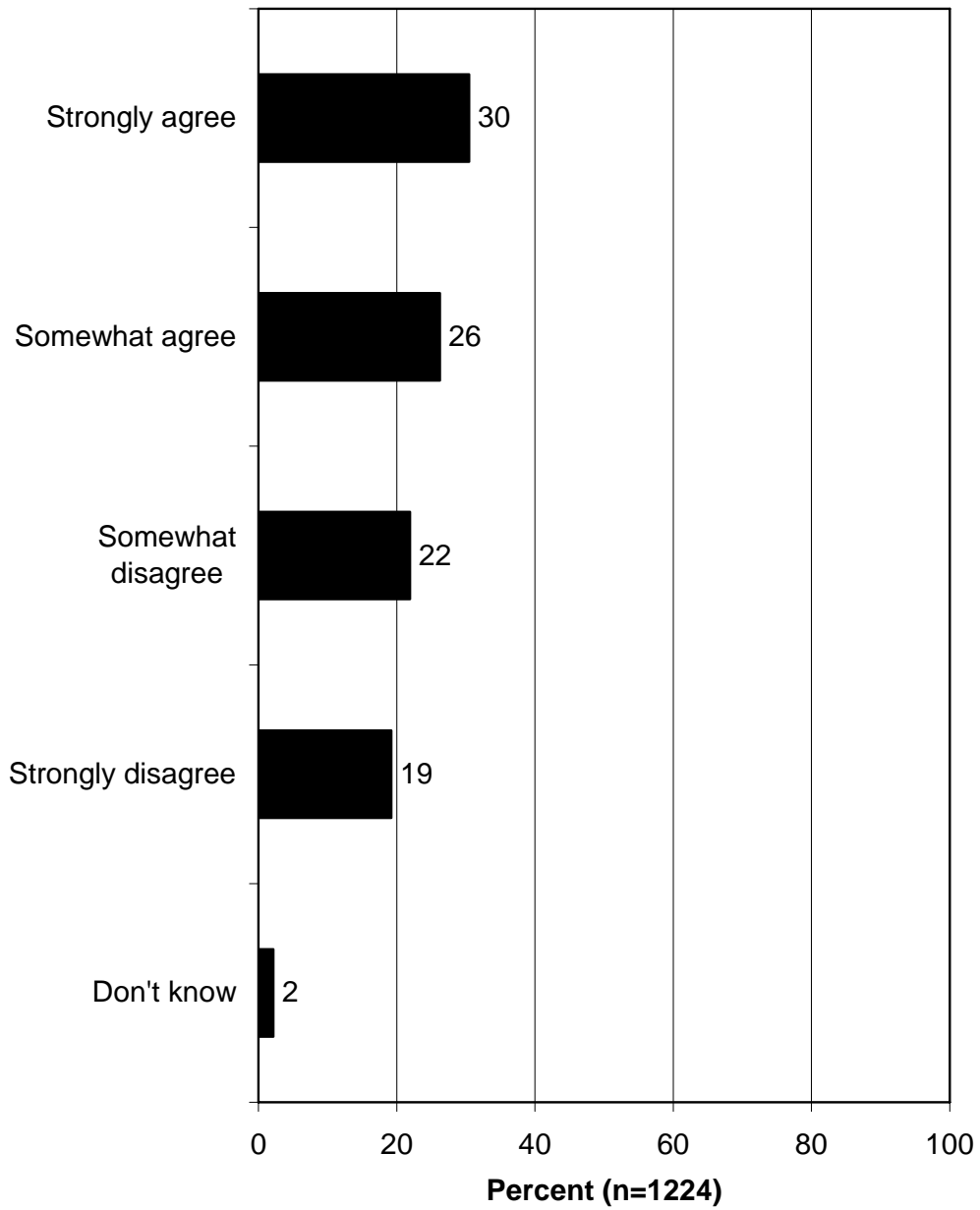
Q90. What are the main reasons you are not interested in visiting a state park? (Asked of those who are not at all interested in visiting a state park.)



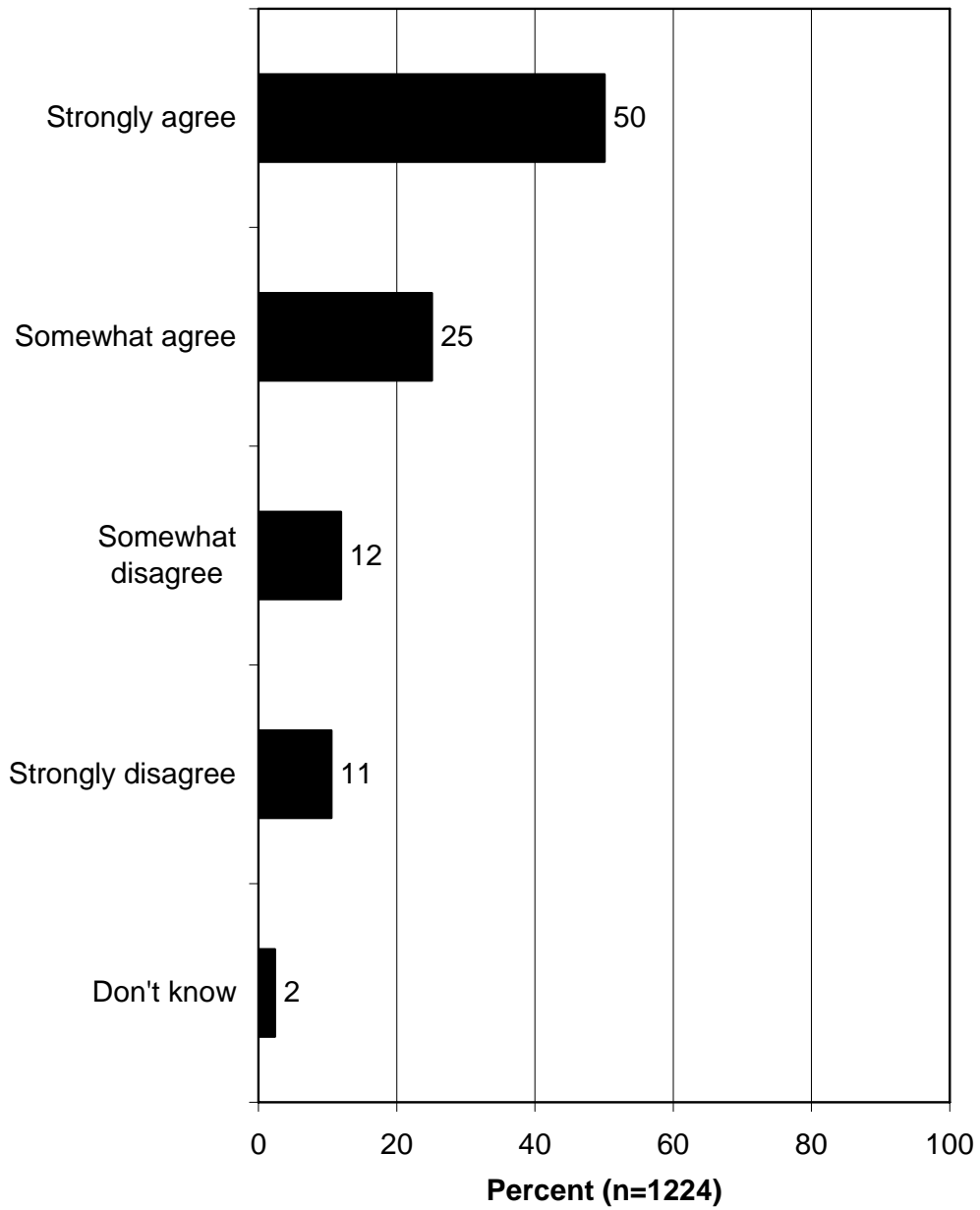
Q101. I would visit state parks more often if I lived closer to one.



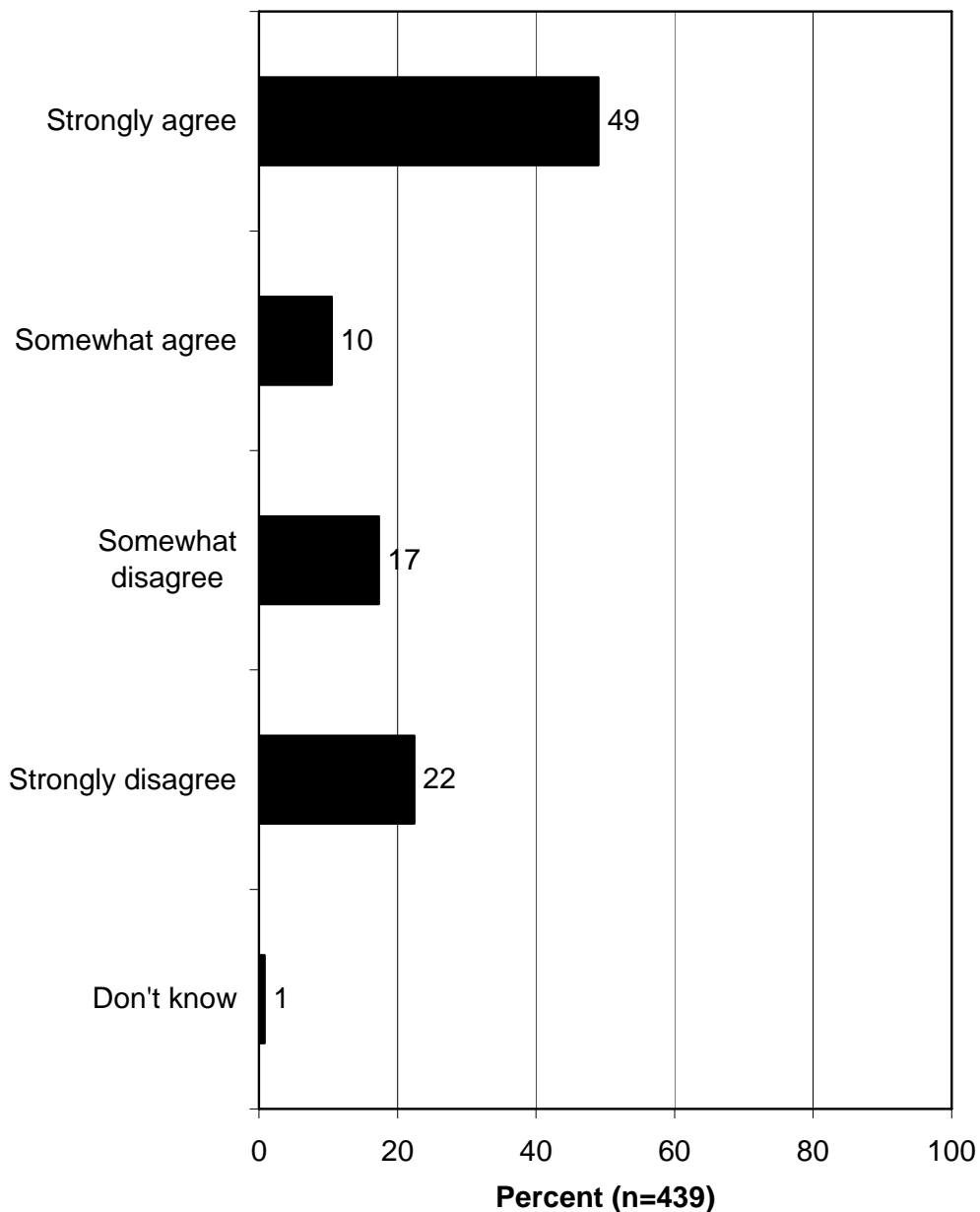
Q102. I would visit state parks more often if I had more information about them.



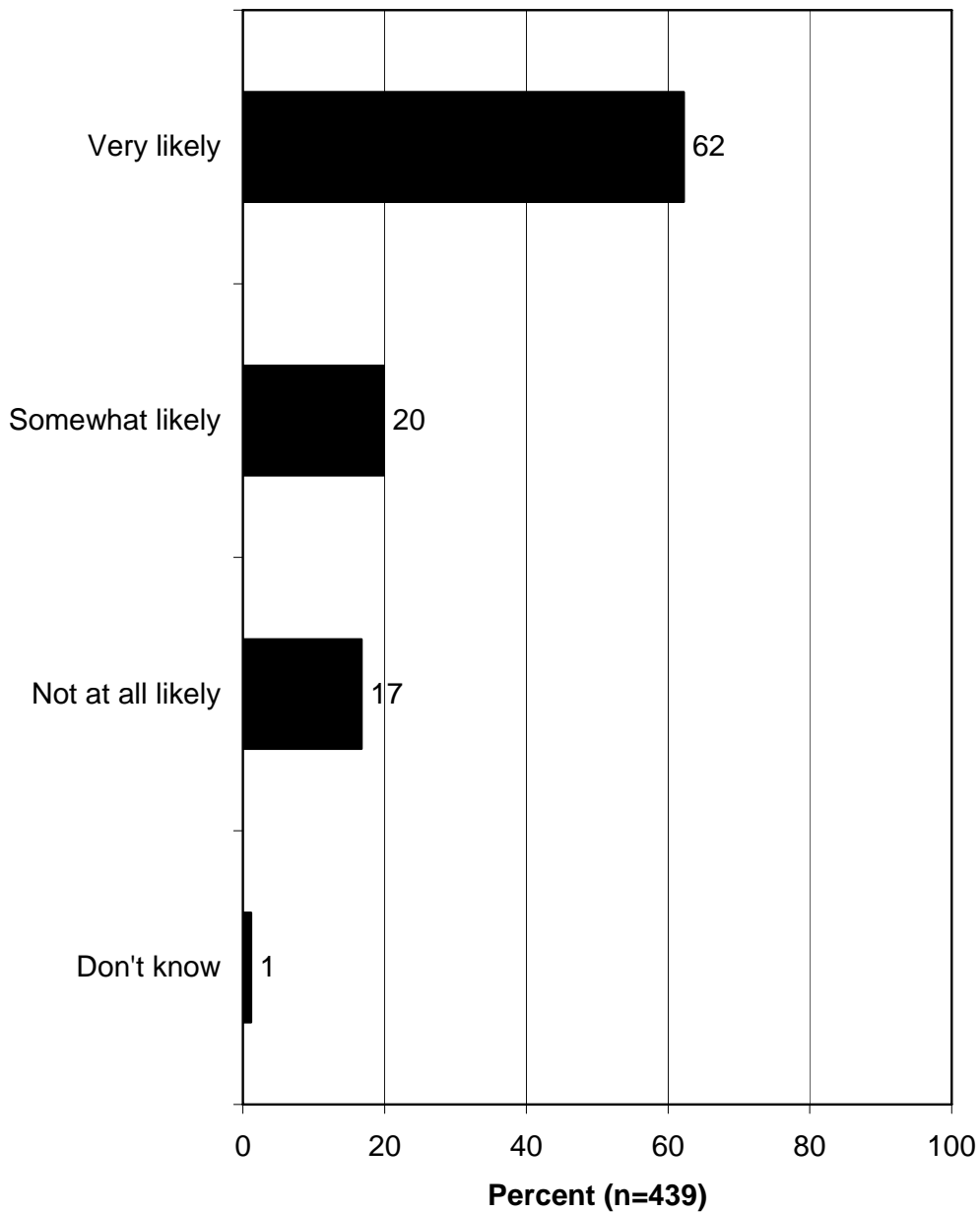
Q103. I would visit state parks more often if other family members wanted to do so.



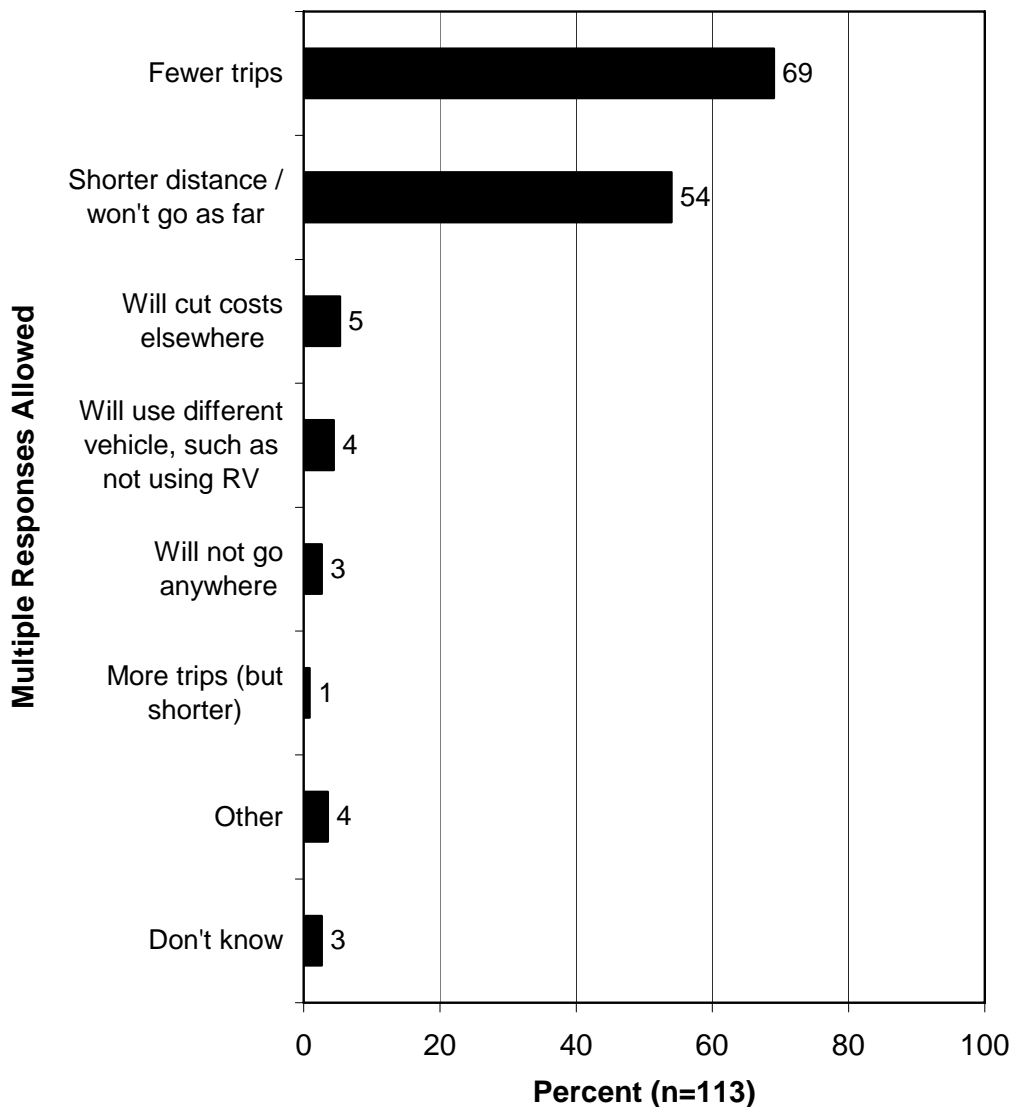
Q138. Do you agree or disagree that gas prices influenced the number of trips you took or the distance you were willing to travel to visit Washington state parks in the past 2 years? (Asked of those who have visited a Washington state park within the past 2 years.)



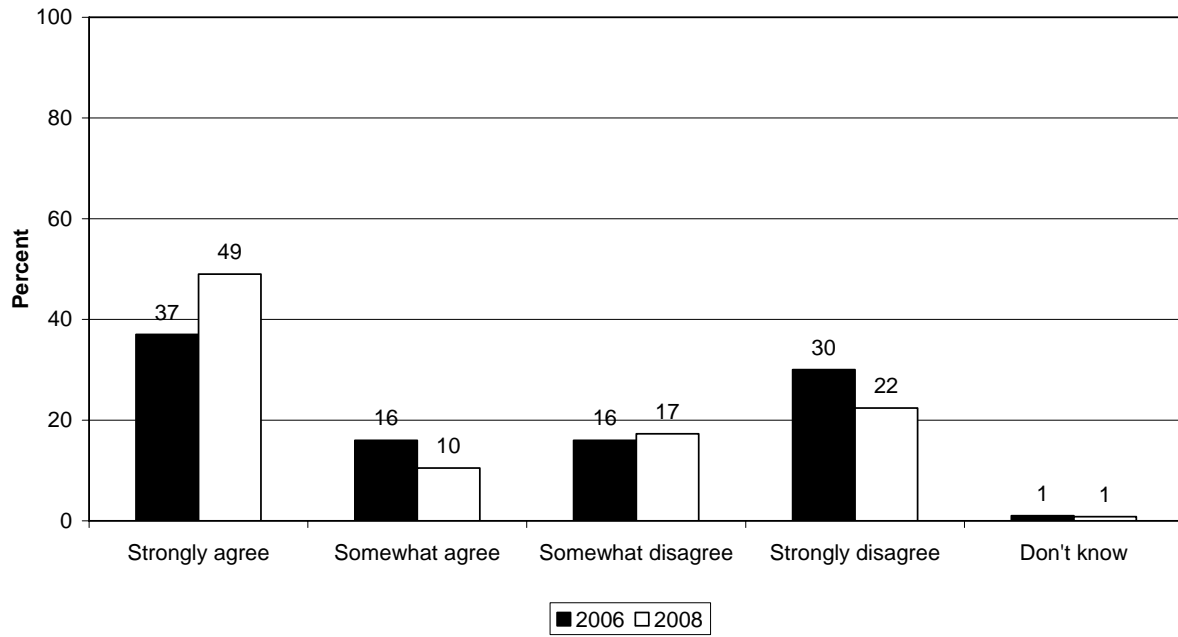
Q139. How likely are gas prices to influence the number of trips or the distance you are willing to travel to visit Washington state parks this summer? (Asked of those who have visited a Washington state park within the past 2 years.)



Q30s. How will gas prices influence the number of trips or the distance you are willing to travel to visit Washington state parks this summer? (Asked of those who have visited a Washington state park within the past 2 years, and indicated that gas prices are likely to influence the number of trips or the distance he/she is willing to travel to visit Washington state parks this summer.) (Supplemental survey.)



Do you agree or disagree that gas prices influenced the number of trips you took or the distance you were willing to travel to visit Washington state parks in the past 2 years? (Asked of those who have visited a Washington state park within the past 2 years.)



INTEREST IN VISITING STATE PARKS AND IN USING VARIOUS STATE PARK FACILITIES

- An overwhelming majority of Washington State residents (91%) are interested in visiting a state park in the next 2 years, with 69% being *very* interested.
 - Another question asked about agreement with the statement, “I have little desire to visit state parks.” The results are similar to those just discussed: 85% disagree, with 66% *strongly* disagreeing, while 14% agree.
 - The nonparametric analysis found the following positive correlations to being very interested in visiting a state park in the next 2 years:
 - Is younger than 45 years of age, has been a Washington resident the median or fewer number of years, has children living in household, household is very physically active and he/she was when growing up, total household income is \$80,000 or higher, has at least a Bachelor’s degree, is *not* currently a registered voter, has more than two adults living in household.
 - Answered positively regarding participation, knowledge, and enjoyment of state parks (visited a state park in the past 2 years, knows a lot about state parks, says enjoys or would enjoy state parks a lot).
 - Is *very* comfortable with various aspects of state parks (types of experiences offered, activities offered, amount of travel to get to a park, overall costs, being around the nature and wildlife in the parks, being around other visitors at the parks).
 - Gave positive grades and ratings of Commission performance (quality of facilities, managing the park system, overall satisfaction with state parks, quality of service, spending taxpayer money, taking care of natural/cultural resources).
 - Thinks it is *very* important that legislature fund new park land purchase and needed repairs at parks, wants parks closer to home, wants state parks to provide more information about parks.
 - Says variety of animals and activities available at parks increases interest in visiting them.
 - Would support funding plan that includes private/corporate support.

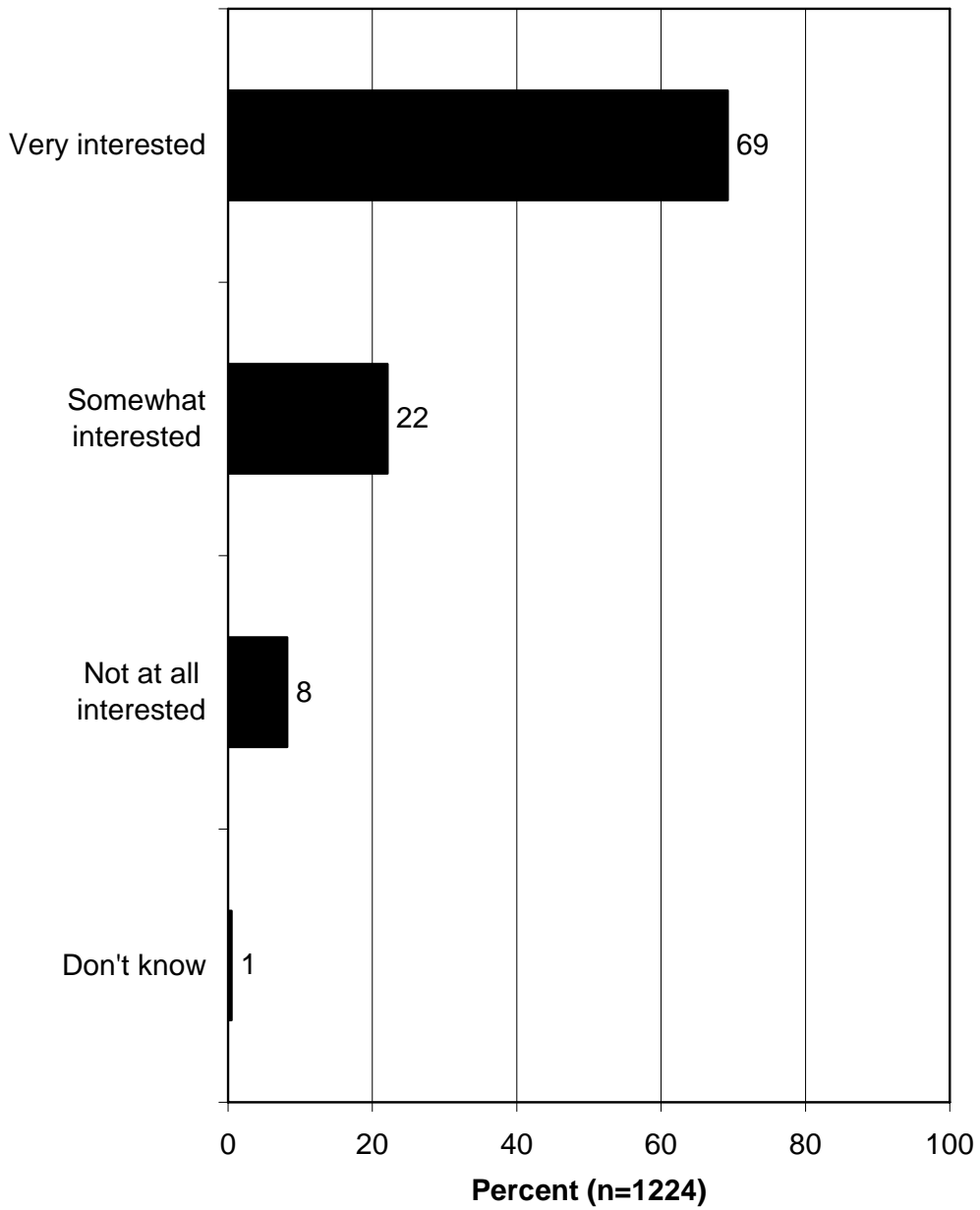
- The survey asked about things that might increase interest in visiting a state park. The variety of animals found at state parks is an incentive: three-fourths of Washington State residents (75%) agree (most of that being *strong* agreement) that the variety of animals increases their interest in visiting a state park. Likewise, the variety of activities available also is an incentive: 71% agree that the variety of activities available increases their interest in visiting a state park.

- Washington State residents are about evenly split in their interest in renting a cabin in a state park in the next 2 years: 53% say that they are very or somewhat interested in doing so, but 46% say that they are not at all interested in doing so.
 - The trends analysis found that interest dropped slightly in 2008 over 2006: 60% were interested in 2006, while 53% are interested in 2008.

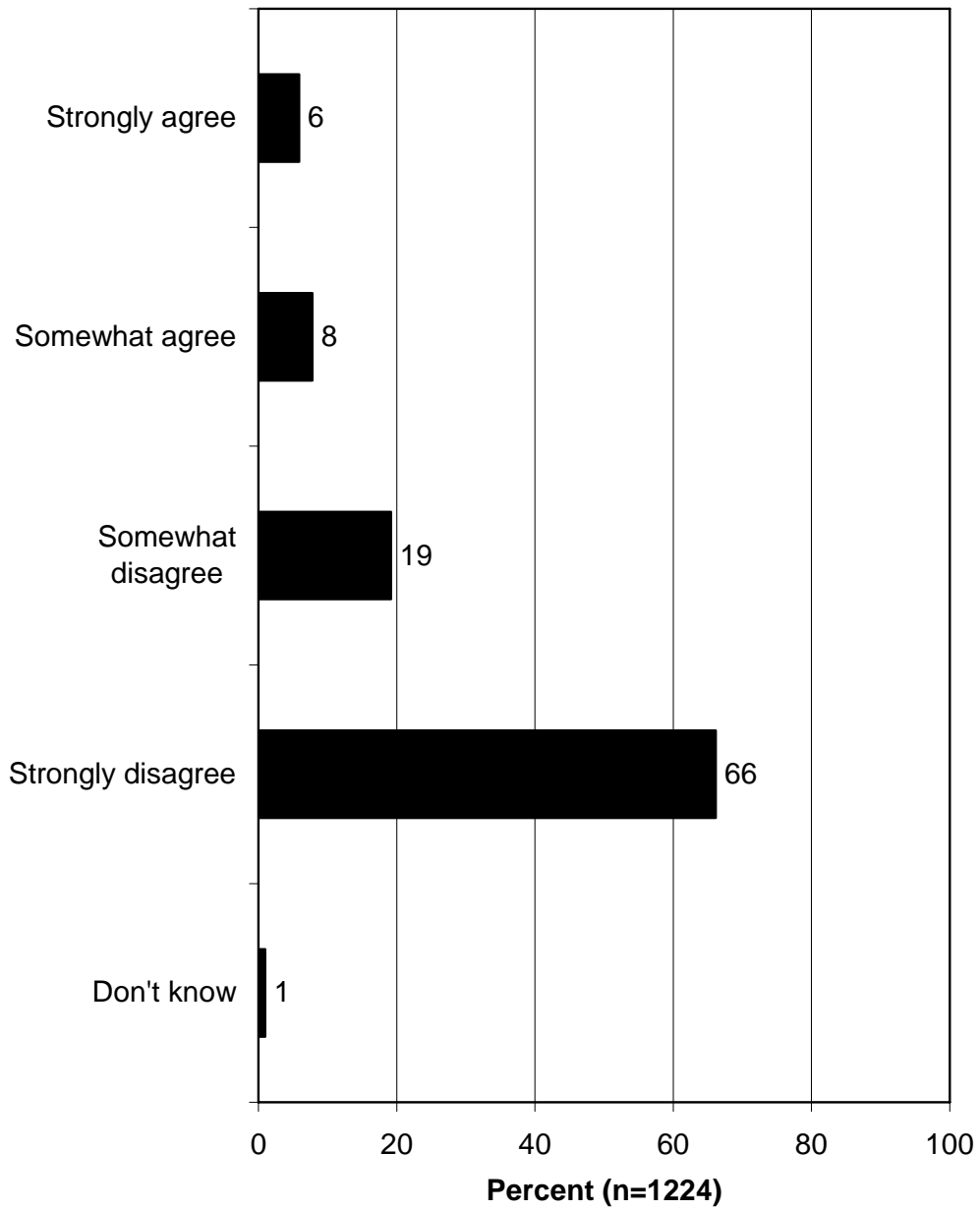
- The large majority of Washington State residents (74%) are not at all interested in an introductory camping program; nonetheless, 25% expressed some interest.
 - Interest in the introductory camping program is much greater among respondents with children: 36% of those with children expressed interest, versus only 15% who do not have children.
 - Interest is greatest among those who have visited a state park but have not stayed overnight, relative to either those who have stayed overnight in a state park or those who have not visited a state park at all.

- Safety at state parks is important in visitation decisions, as a large majority of Washington State residents (80%) agree that knowing that state park rangers will be on duty increases their interest in visiting a state park.

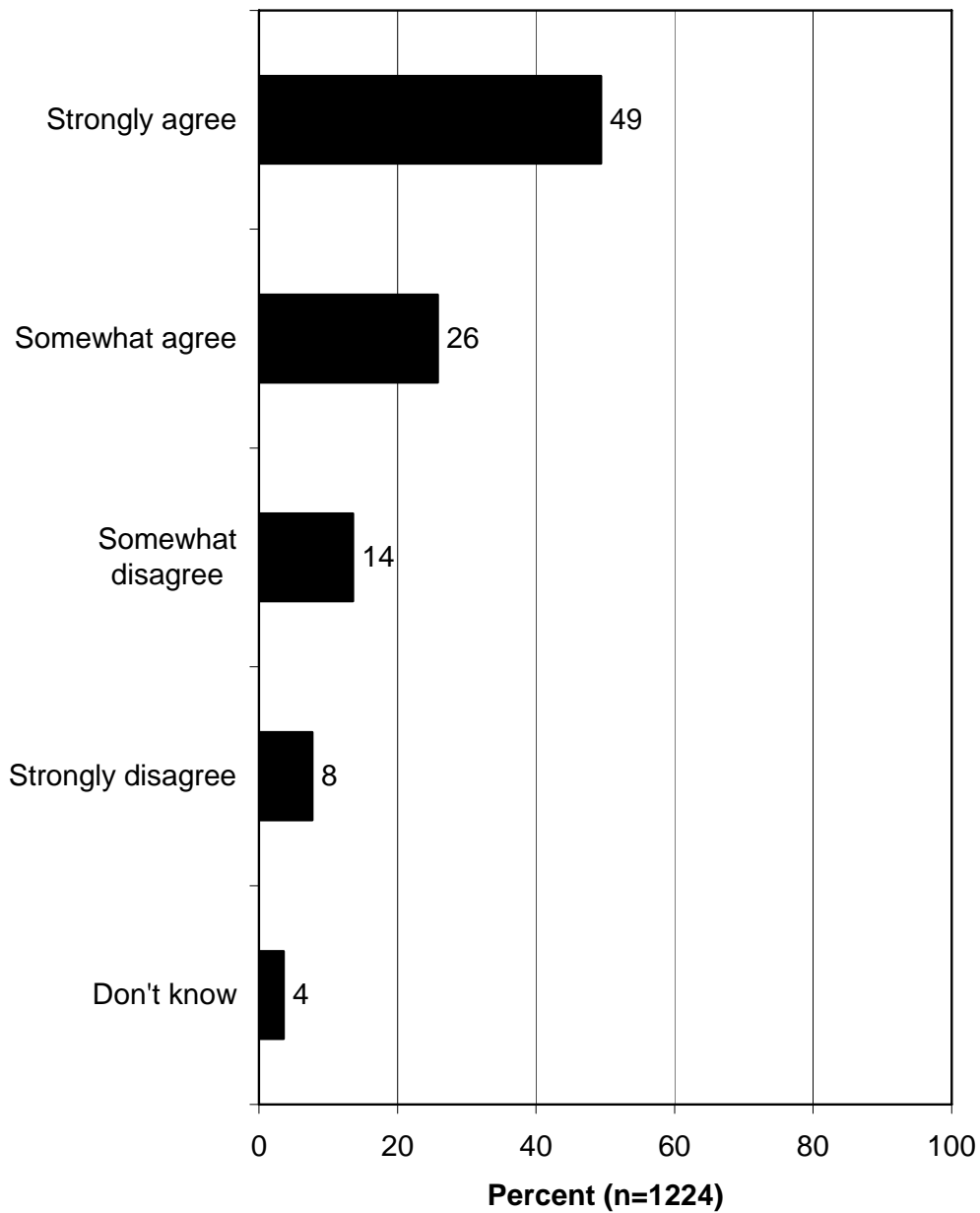
Q89. How interested would you say you are in visiting a state park in the next 2 years?



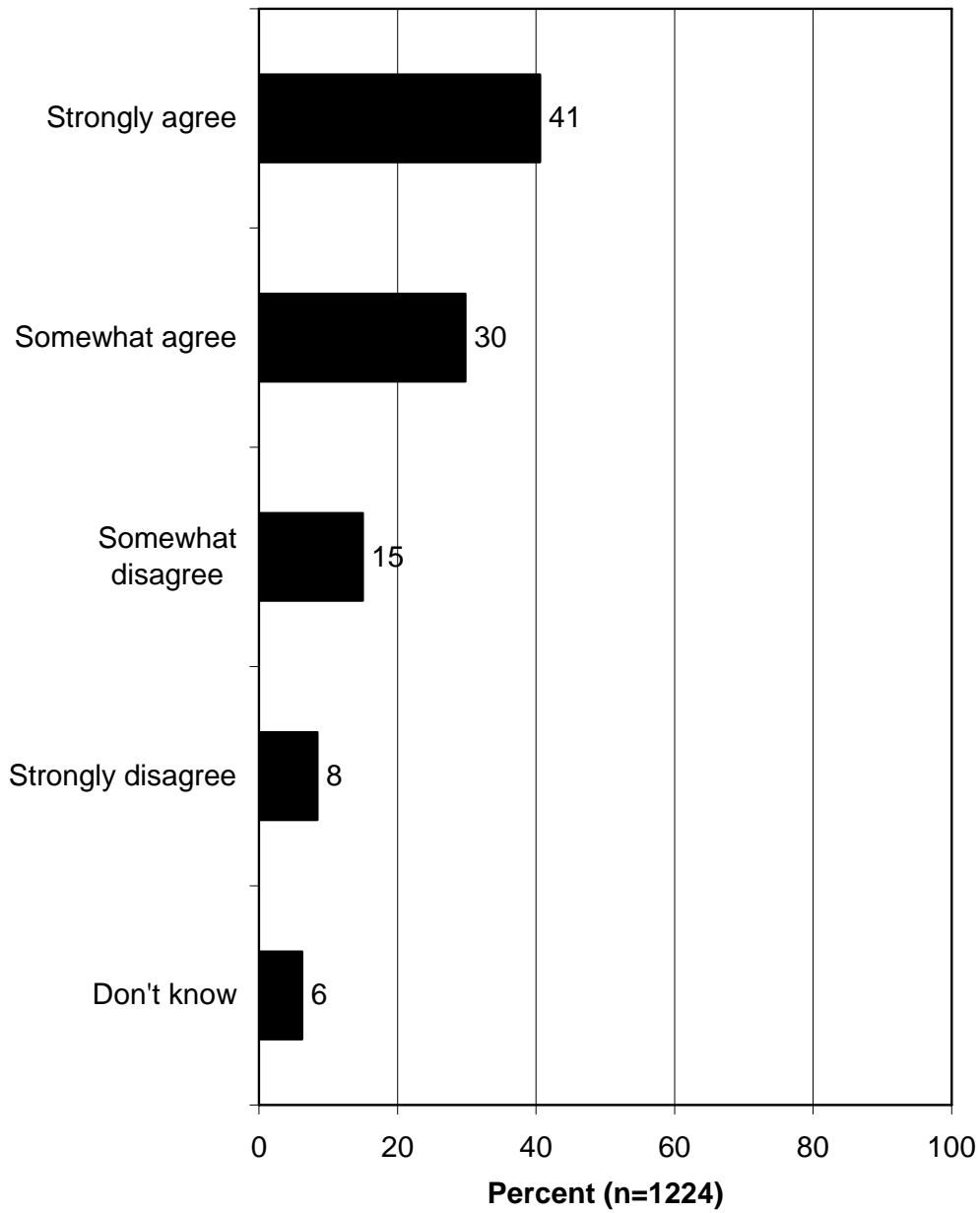
Q105. I have little desire to visit state parks.



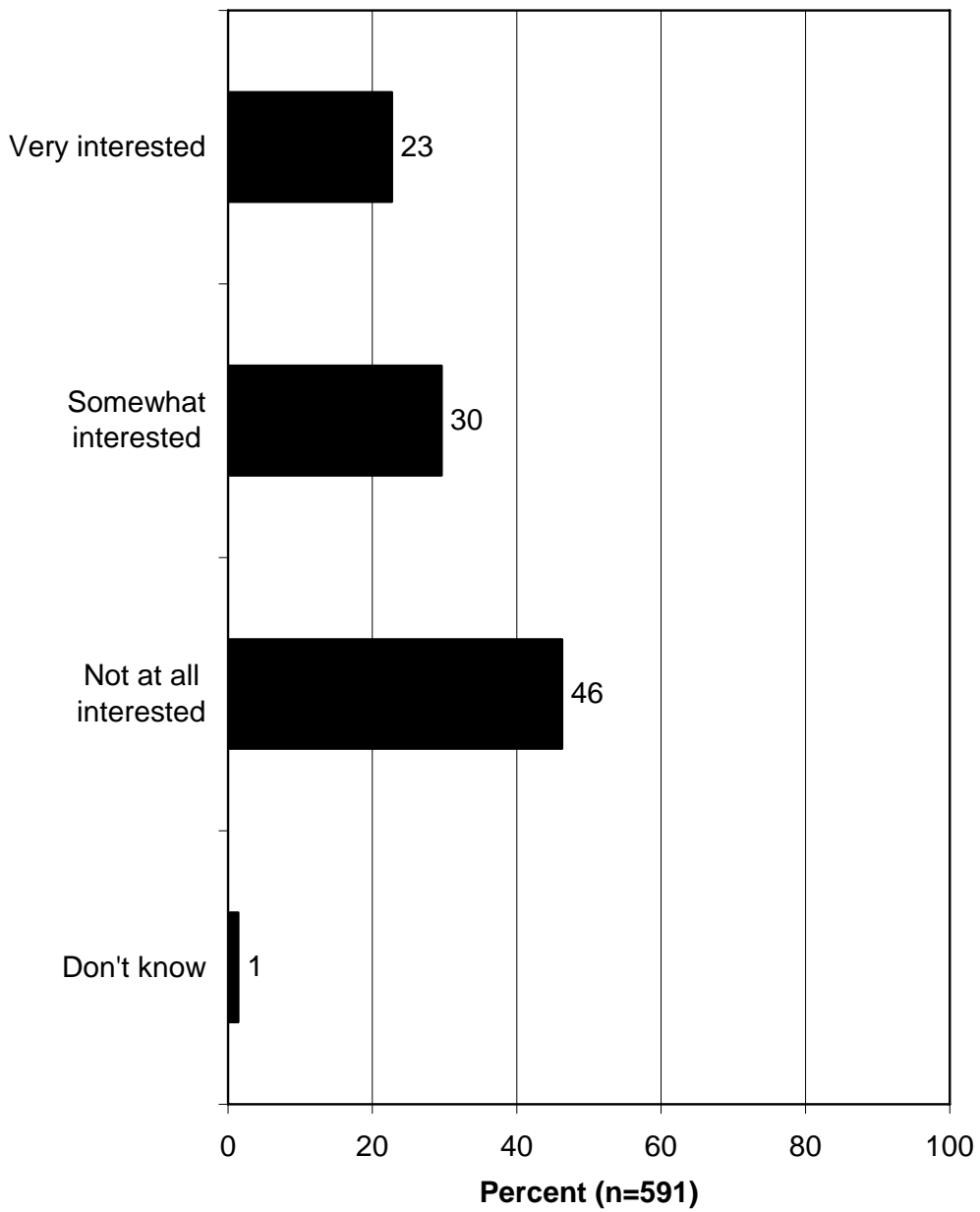
Q109. The variety of animals found at state parks, such as large and small mammals, birds, fish, and reptiles, increases my interest in visiting a state park.



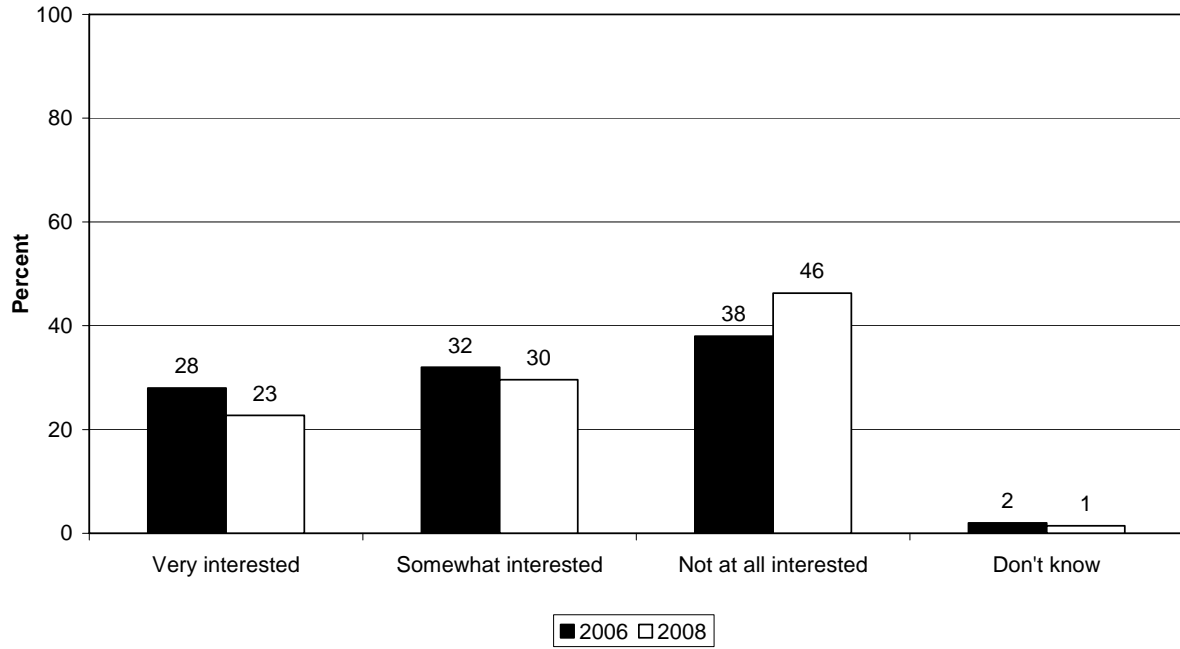
Q110. The variety of activities available at state parks increases my interest in visiting a state park.



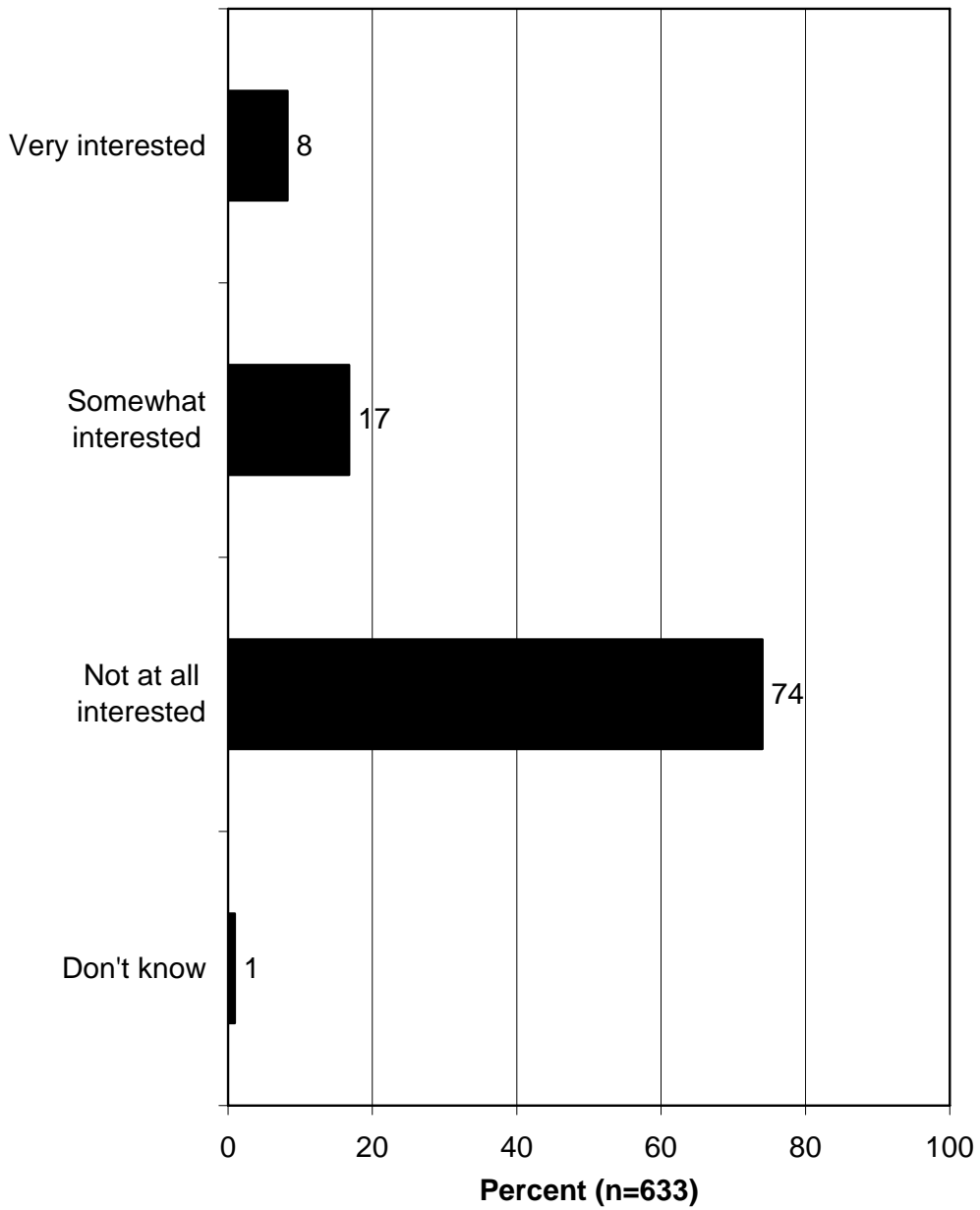
Q69. How interested are you in renting a cabin with one or more rooms in a state park in the next 2 years?



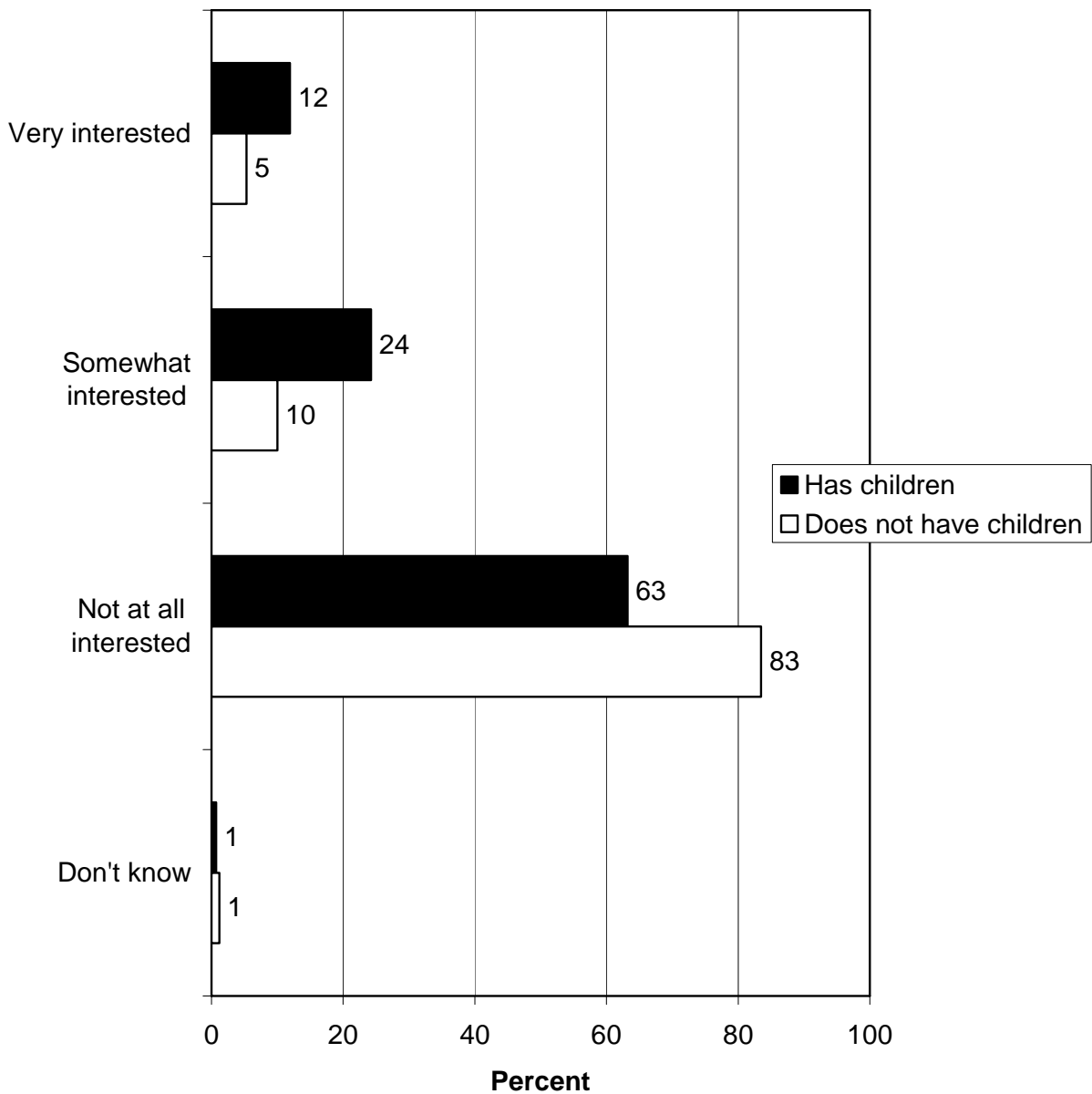
How interested are you in renting a cabin with one or more rooms in a state park in the next 2 years?



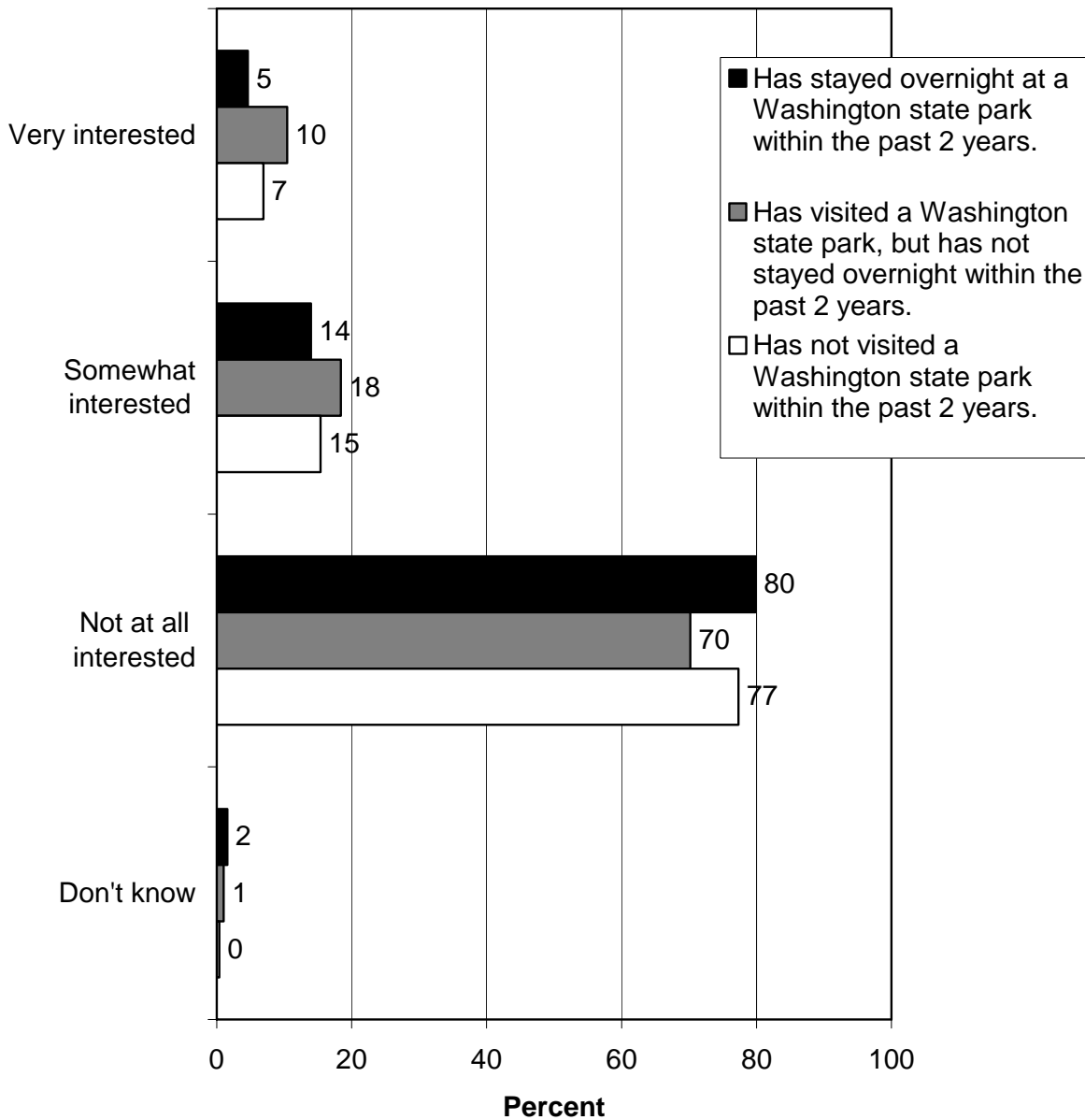
Q71. How interested are you in participating in the introductory camping program?



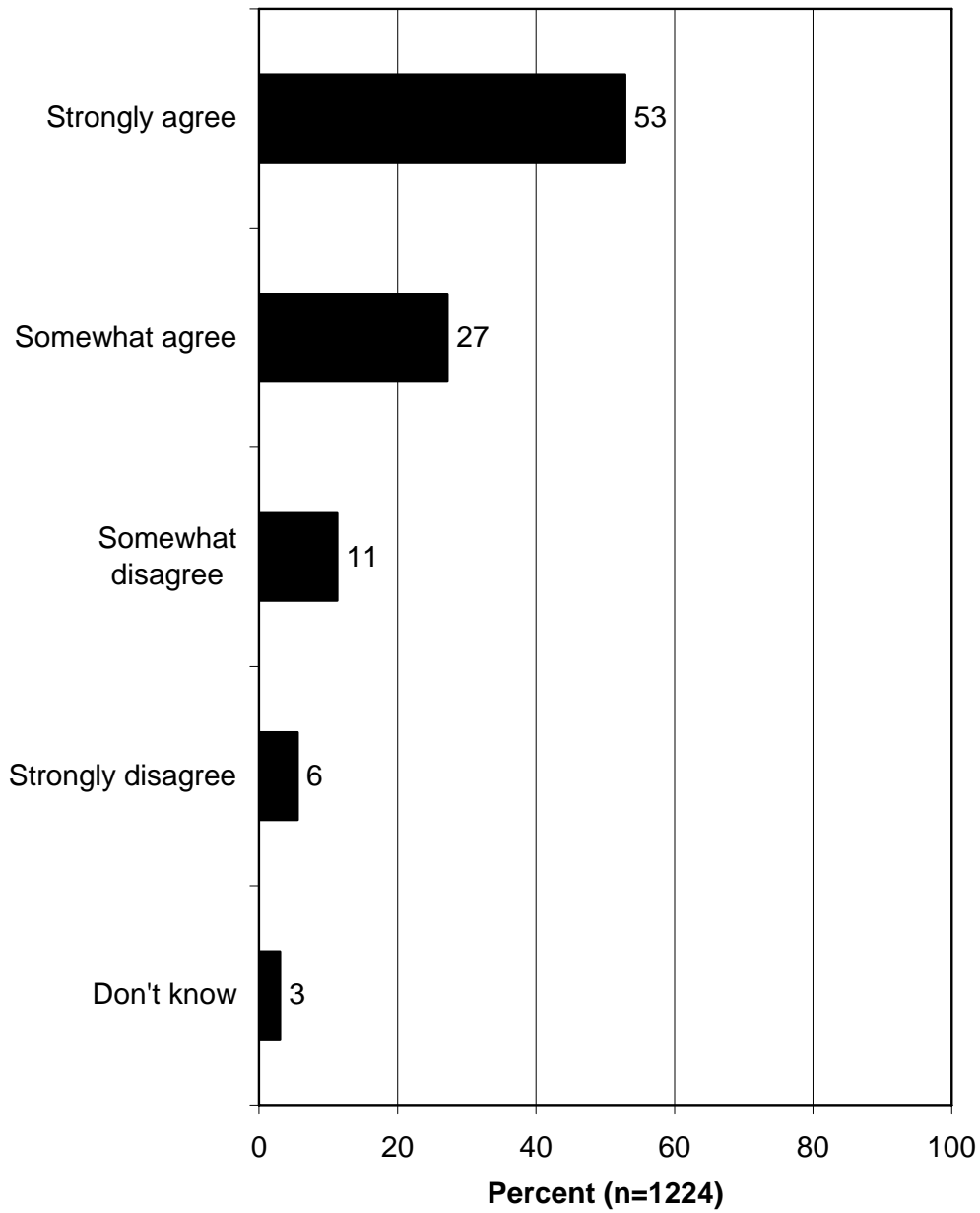
Q71. How interested are you in participating in the introductory camping program?



Q71. How interested are you in participating in the introductory camping program?



Q111. Knowing that state park rangers will be on duty increases my interest in visiting a state park.

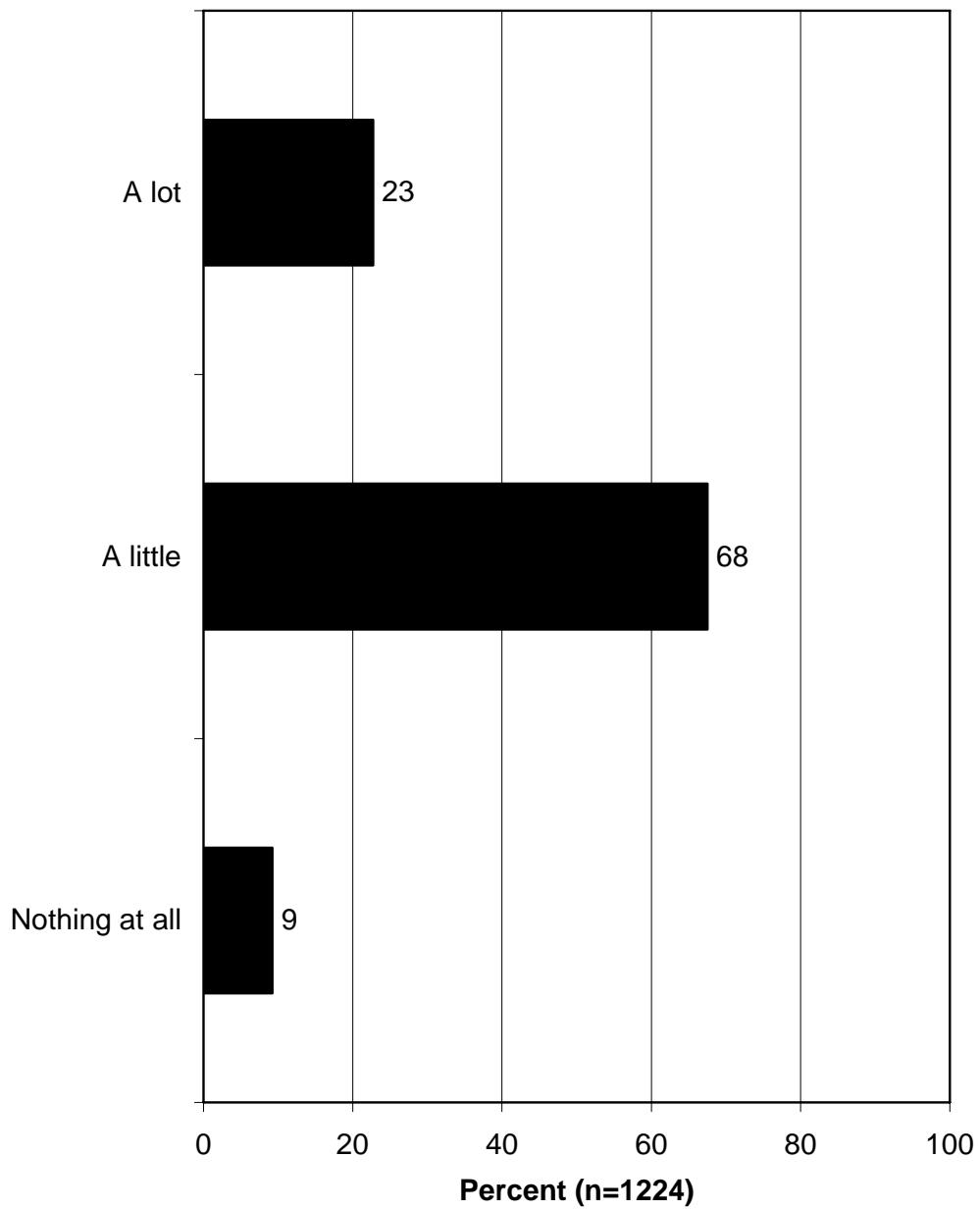


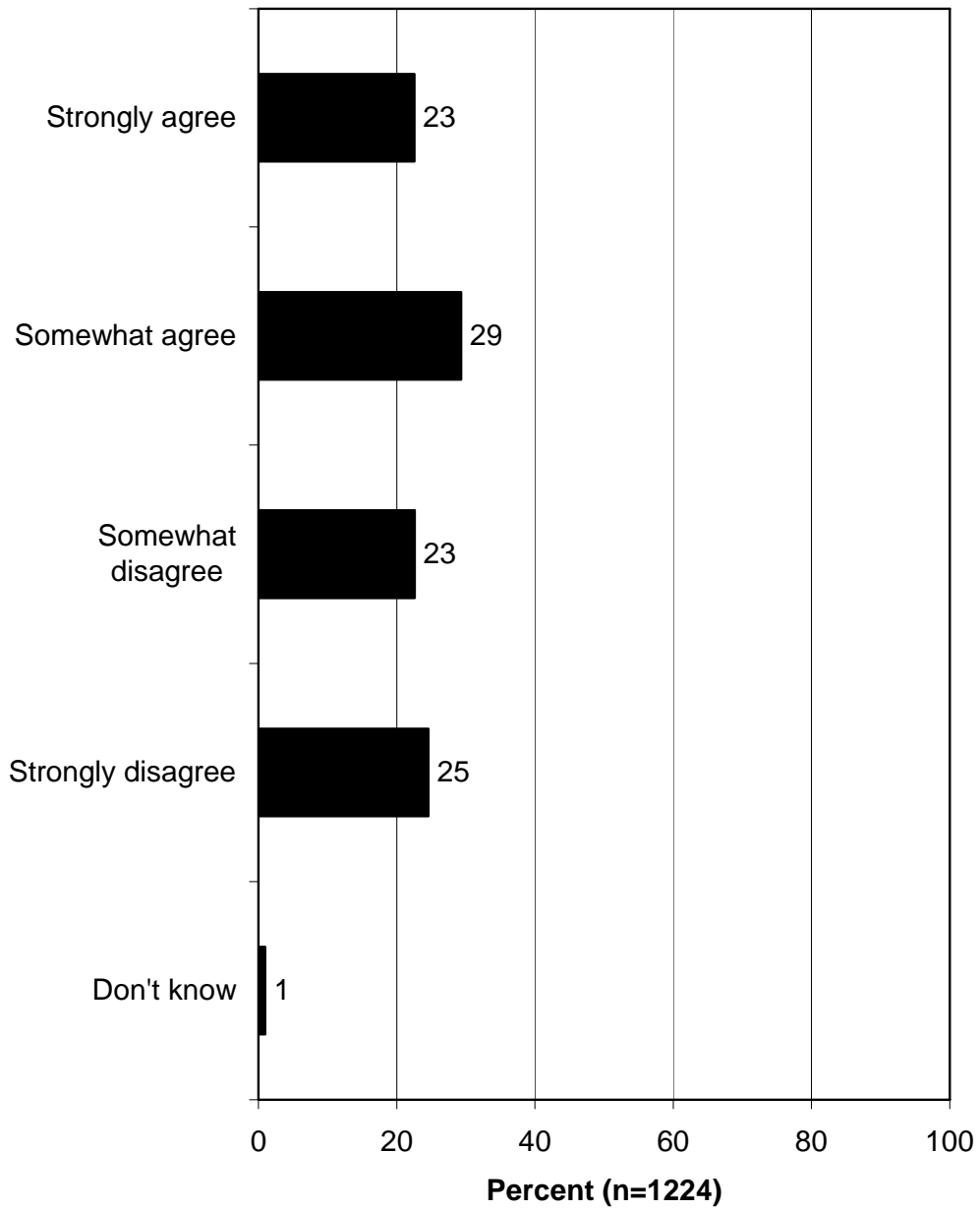
KNOWLEDGE OF STATE PARKS

- Most Washington State residents are in the middle in their self-rating of knowledge about state parks: 68% say that they know *a little* about state parks, while at the ends of the continuum, 23% claim to know *a lot*, and 9% claim to know *nothing at all*. (In summing responses, 91% claim at least a little knowledge of state parks.)
 - Another question along these lines found mixed results, with residents about evenly split between agreement (52%) and disagreement (48%) with the statement, “I know a little about state parks.”

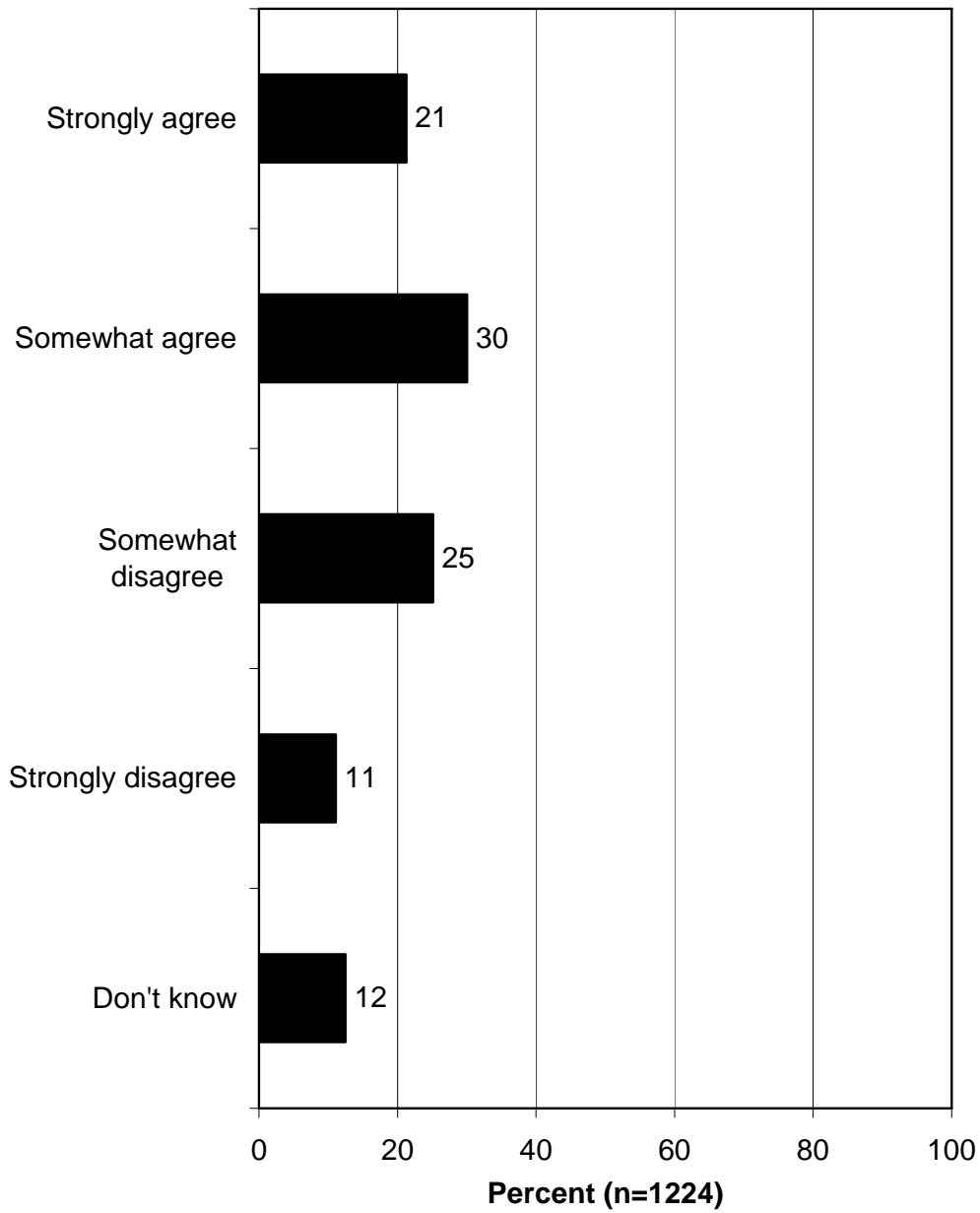
- A greater percentage of Washington State residents agree (51%) than disagree (36%) that state parks should provide more staff assistance to those unfamiliar with a park. (The data analysis cannot determine whether those who agree feel that *they personally* need more assistance or if they feel that *others* need more assistance.)

Q84. How much would you say you know about state parks?



Q104. I know little about state parks.

Q108. State parks should provide more staff assistance to those unfamiliar with the park.



RATINGS OF STATE PARKS FACILITIES AND SERVICES, OPINIONS ON SAFETY, AND RATINGS OF COMFORT LEVELS REGARDING VARIOUS ASPECTS OF STATE PARKS

- Washington state residents were asked to rate their satisfaction with Washington state parks, the quality of service of employees, the quality of service of rangers, and the facilities. They were rated on a scale from “A+” to “E-” (for analysis, means were determined by assigning numeric values to the grades). All received positive mean ratings, getting a “B+” or higher. The top mean ratings were for the quality of service provided by Washington state park employees (“A-”) and the quality of service provided by Washington state park rangers (“A-”), followed by overall satisfaction with state parks (“B+”) and the quality of facilities (“B+”).
- A follow-up question asked respondents to indicate why they gave the grade that they gave for their overall satisfaction with Washington state parks. Among those who gave a grade better than “B-” and who made a positive comment, their top reasons for the good grade are that the parks are clean/well-maintained, that they like parks in general/had good experiences at parks, that the parks have the facilities/amenities that respondents want, that the parks are safe, and that the parks are beautiful/scenic. (Also shown is the graph of those who gave a grade in the “C” group and made a positive comment.) Among those who gave a grade in the “B” or “C” group and made a negative comment—in other words explaining why they did not give a better grade—the top reasons for giving that grade are that the parks are *not* clean/*not* well-maintained, that there is always “room for improvement”, that the parks need more or better facilities, that the parks are crowded/reservation system is difficult, and the cost (note that some did not know that the system no longer charges the parking fee). (Also shown is the graph of those who gave a grade in the “D” or “E” groups and made a negative comment, with results consistent with those just discussed.)
- In the trends analysis, a greater percentage of respondents gave their overall satisfaction a grade of “A” in 2008 than did so in 2006 (the “don’t know” responses rate was lower in 2008).
- In the trends analysis, a slightly higher percentage of respondents gave their satisfaction with the quality of service provided by employees a grade of “A” in 2008 than did so in 2006.

- In the trends analysis, a greater percentage of respondents gave their satisfaction with the quality of facilities a grade of “A” in 2008 than did so in 2006 (the “don’t know” responses rate was lower in 2008).
 - The nonparametric analysis found the following positive correlations to giving a grade of A+, A, or A- to their overall satisfaction with Washington state parks:
 - Level of education is less than a Bachelor’s degree, total household income is less than \$80,000, household is very physically active, does *not* live in King, Pierce, or Snohomish County.
 - Answered positively regarding participation, knowledge, interest, and enjoyment of state parks (visited a state park in the past 2 years, knows a lot about state parks, is very interested, says enjoys or would enjoy state parks a lot).
 - Is *very* comfortable with various aspects of state parks (activities offered, types of experiences offered, overall costs, being around other visitors at the parks, being around the nature and wildlife in the parks, amount of travel to get to a park).
 - Gave positive grades and ratings of Commission performance (quality of facilities, quality of service, taking care of natural/cultural resources, managing the park system, spending taxpayer money).
 - Thinks it is *very* important that legislature fund new park land purchase and needed repairs at parks.
 - Says variety of animals and activities available at parks increases interest in visiting them.
 - Would support funding plan that includes private/corporate support.
- Washington state residents who had stayed overnight in a state park in the past 2 years were asked to rate the types of shelters in which they had stayed. The shelters were rated on a scale from “A+” to “E-” (for analysis, means were determined by assigning numeric values to the grades). All received positive ratings, getting a “B” or higher. The top-rated types of shelter were yurt/platform tent (mean rating of “A”), tent site (“B+”), cabin (“B+”), and RV site (“B+”). Rental vacation house and environmental learning center both received a “B”.
- Another way to analyze this is to examine the percentages who gave a rating in the “A” group (“A+”, “A”, or “A-”). The ranking is about the same, with yurt/platform tent at the top (100% gave a rating in the “A” group), followed by RV site (49%) and tent site (47%). (Also shown is the percent giving a rating of a “B-” or better.)
 - The trends analysis compares ratings of tent sites and RV sites in 2006 and 2008. The grades given to tent sites are about the same; the grades given to RV sites improved slightly in 2008 over those given in 2006.

- The survey asked Washington State residents about their comfort levels with seven items regarding state parks. An overwhelming majority indicated being *very* comfortable with being around nature and wildlife in a state park (84% are *very* comfortable with this), distantly followed by a grouping of four items with majority or near majority being *very* comfortable: the types of experiences offered at state parks (54%), the activities offered at state parks (50%), the amount of travel it takes to visit a state park (50%), and being around others while in a state park (49%). The overall cost of visiting a state park (41%) and respondents' knowledge of state parks (32%) received relatively lower ratings of comfort levels. (Nonetheless, when looking at *very* or *somewhat* comfortable, all items had a large majority expressing comfort with them.)

- The survey asked a series of four questions regarding how well the Commission performs. An overwhelming majority (75%) agree that the Commission does a good job managing the park system (only 4% disagree). However, agreement is relatively low (22%) that the system is adequately funded (disagreement is at 35% on this). Agreement (50%) far exceeds disagreement (10%) that the Washington state park system spends taxpayer money wisely. Finally, an overwhelming majority (80%) agree that the Commission takes good care of its natural and cultural resources (only 4% disagree). (Note that rounding causes apparent discrepancies of one percentage point between the graphs and these reported figures.)
 - The supplemental survey also asked whether respondents agree or disagree that the Washington state park system spends taxpayer money wisely, with consistent results to those reported above: 57% agree; only 8% disagree. In follow-up, those who disagree were asked why they disagree (note that a low number of respondents disagreed and were asked the follow-up question): the most common responses are that the entrance and shelter fees are too high (some apparently being unaware that the system did away with the parking fee), that the system is not properly maintained, that state parks' priorities are wrong, and that inefficiencies were observed.
 - The trends analysis found that the percentage who agree that the Commission does a good job managing the park system is about the same in 2008 as it was in 2006.
 - The trends analysis found that the percentage who agree that the park system is adequately funded is about the same in 2008 as it was in 2006.
 - The trends analysis found that the percentage who agree that the park system spends taxpayer money wisely is about the same in 2008 as it was in 2006 (note that many answered, "don't know," on this question).

- The trends analysis found that the percentage who agree that the Commission takes good care of its natural and cultural resources is about the same in 2008 as it was in 2006.
- The nonparametric analysis found the following positive correlations to *strongly* agreeing that the Commission does a good job at managing the park system:
 - Level of education is less than a Bachelor's degree, is *not* currently a registered voter, is younger than 45 years of age, household is very physically active, does *not* live in King, Pierce, or Snohomish County, has children living in household.
 - Answered positively regarding participation, knowledge, interest, and enjoyment of state parks (visited a state park in the past 2 years, knows a lot about state parks, is very interested, says enjoys or would enjoy state parks a lot).
 - Is *very* comfortable with various aspects of state parks (types of experiences offered, activities offered, overall costs, amount of travel to get to a park, being around other visitors at the parks, being around the nature and wildlife in the parks).
 - Gave positive grades and ratings of Commission performance (taking care of natural/cultural resources, spending taxpayer money, quality of facilities, overall satisfaction with state parks, quality of service).
 - Thinks it is *very* important that legislature fund new park land purchase and needed repairs at parks.
 - Says variety of animals, variety of activities available, and knowing that state park rangers will be on duty at parks increases interest in visiting them.
 - Would support funding plan that includes private/corporate support.
- The nonparametric analysis found the following positive correlations to *not* indicating *strong* agreement that the Commission does a good job at managing the park system (this includes moderately agree, neutral answers, and disagree):
 - Household is *not* very physically active, has at least a Bachelor's degree, is currently a registered voter, lives in King, Pierce, or Snohomish County.
 - Answered negatively regarding participation, knowledge, interest, and enjoyment of state parks (did *not* visit a state park in the past 2 years, does *not* know a lot about state parks, is *not* very interested, does *not* say enjoys or would enjoy state parks a lot).
 - Did *not* express being *very* comfortable with various aspects of state parks (types of experiences offered, activities offered, overall costs, amount of travel to get to a park, being around other visitors at the parks, being around the nature and wildlife in the parks).
 - Gave negative grades (i.e., not an A+, A, or A-) and ratings of Commission performance (taking care of natural/cultural resources, spending taxpayer money, quality of facilities, overall satisfaction with state parks, quality of service).
 - Does *not* Think it is *very* important that legislature fund new park land purchase and needed repairs at parks, wants state parks to provide more recreation facilities.
 - Says variety of animals, variety of activities available, and knowing that state park rangers will be on duty at parks does *not* increase interest in visiting them.
 - Would *not* support funding plan that includes private/corporate support.

- The nonparametric analysis found the following positive correlations to *strongly* agreeing that the Commission spends taxpayers' money wisely:
 - Household is very physically active, is male, has no more than two adults living in household.
 - Answered positively regarding participation, knowledge, interest, and enjoyment of state parks (visited a state park in the past 2 years, knows a lot about state parks, is very interested, says enjoys or would enjoy state parks a lot).
 - Is *very* comfortable with various aspects of state parks (activities offered, types of experiences offered, overall costs, amount of travel to get to a park, being around the nature and wildlife in the parks, being around other visitors at the parks).
 - Gave positive grades and ratings of Commission performance (managing the park system, taking care of natural/cultural resources, quality of service, quality of facilities, overall satisfaction with state parks).
 - Thinks it is *very* important that legislature fund new park land purchase and needed repairs at parks, wants state parks to provide more information about parks.
 - Says variety of animals, variety of activities available, and knowing that state park rangers will be on duty at parks increases interest in visiting them.
 - The nonparametric analysis found the following positive correlations to *not* indicating *strong* agreement that the Commission spends taxpayers' money wisely (this includes moderately agree, neutral answers, and disagree):
 - Household is *not* very physically active, is female, has more than two adults living in household.
 - Answered negatively regarding participation, knowledge, interest, and enjoyment of state parks (did *not* visit a state park in the past 2 years, does *not* know a lot about state parks, is *not* very interested, does *not* say enjoys or would enjoy state parks a lot).
 - Did *not* express being *very* comfortable with various aspects of state parks (activities offered, types of experiences offered, overall costs, amount of travel to get to a park, being around the nature and wildlife in the parks, being around other visitors at the parks).
 - Gave negative grades (i.e., not an A+, A, or A-) and ratings of Commission performance (managing the park system, taking care of natural/cultural resources, quality of service, quality of facilities, overall satisfaction with state parks).
 - Does *not* Think it is *very* important that legislature fund new park land purchase and needed repairs at parks, wants state parks to provide more recreation facilities.
 - Says variety of animals, variety of activities available, and knowing that state park rangers will be on duty at parks does *not* increase interest in visiting them.
- The survey asked about three facilities/support services that perhaps state parks should provide. Majorities agree that state parks should provide more restroom facilities (61%) and more staff assistance with those unfamiliar with the parks (51%); just over a third agree that state parks should provide more recreation facilities (38%).

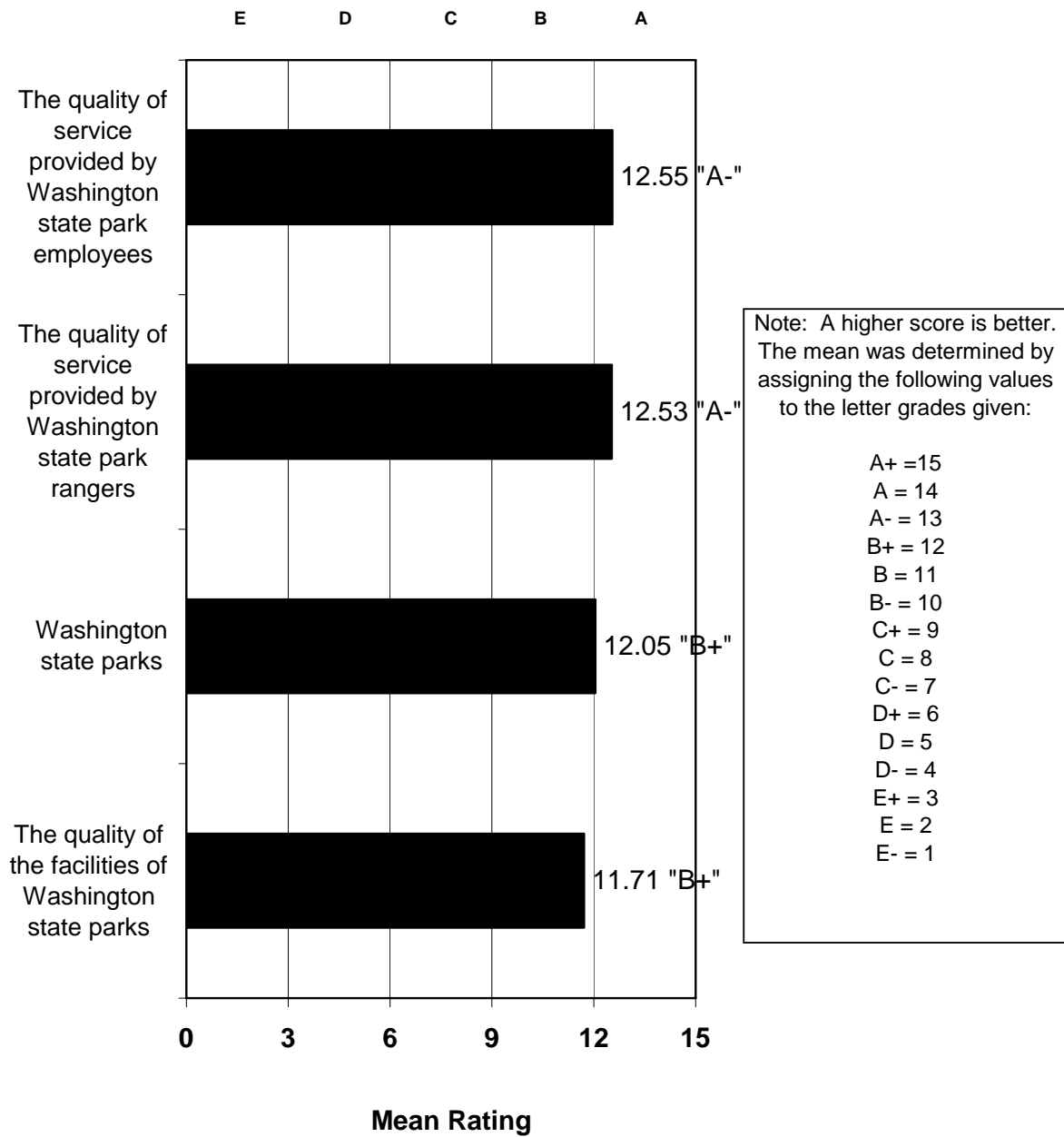
- Lack of safety at Washington state parks does not appear to be an ongoing problem, as fully 98% of respondents who had visited a state park in the past 2 years said that they had felt safe during their last visit, with 90% saying that they had felt *very* safe.
 - Those few respondents who had felt unsafe most commonly indicated it was because they had seen suspicious persons or behavior during their last visit to a state park or that stuff had been stolen from their campsites or vehicles. Otherwise, respondents gave very specific, unique responses that could not be categorized (e.g., “I broke my ankle in a pothole at the campsite”).
 - The trends analysis found that perceptions of safety remain high in the 2008 survey, as they were in the 2006 survey.
 - The results regarding safety are commensurate with another study by Responsive Management, which was conducted for the state of Iowa, whose residents were asked whether they feel safe or unsafe when participating in outdoor recreation in Iowa: 93% feel safe, while only 2% feel unsafe (5% do not know). Note that the question did not pertain specifically to Iowa state parks but pertained to outdoor recreation in general.

- An overwhelming majority of Washington state residents (86%) agree that the presence of park rangers improves the quality of their visits to state parks, with most of them *strongly* agreeing (64%). Only 8% disagree.

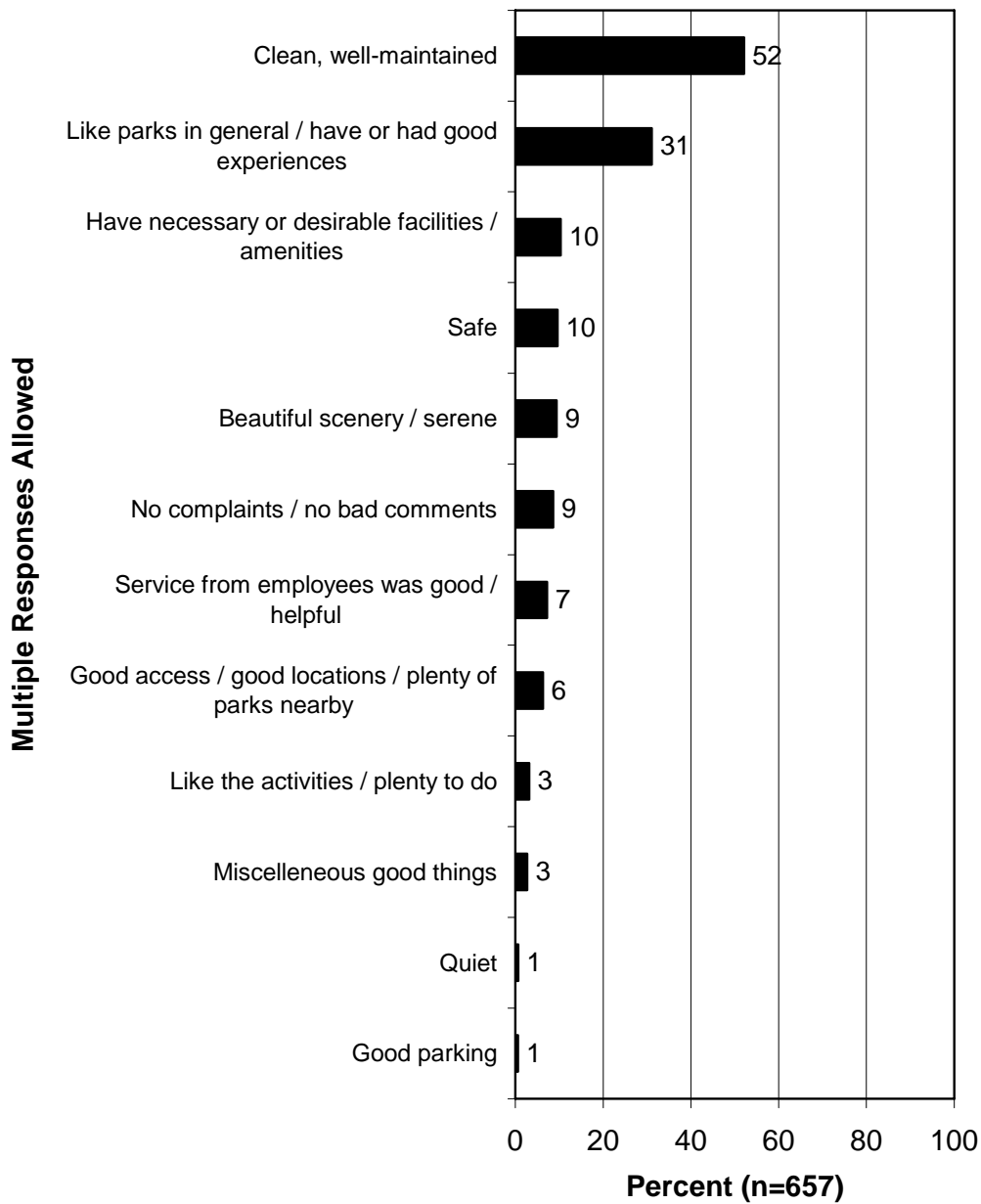
- Safety through law enforcement presence at state parks is important to Washington State residents: a large majority of them (80%) agree that knowing that state park rangers will be on duty increases their interest in visiting a state park. (This graph is shown in the section of this report titled, “Interest in Visiting State Parks and in Using Various State Park Facilities.”)

- The supplemental survey asked if respondents could recall any incidents that reflected unfavorably on the Washington state parks system. The overwhelming majority answered “no” (80%). Otherwise, a small percentage mentioned the fees and costs of using parks (some apparently being unaware that the parking fee is no longer charged), the closing of some parks and/or facilities, a lack of enforcement at parks, poor upkeep, or dissatisfactions with the reservation system for camping.

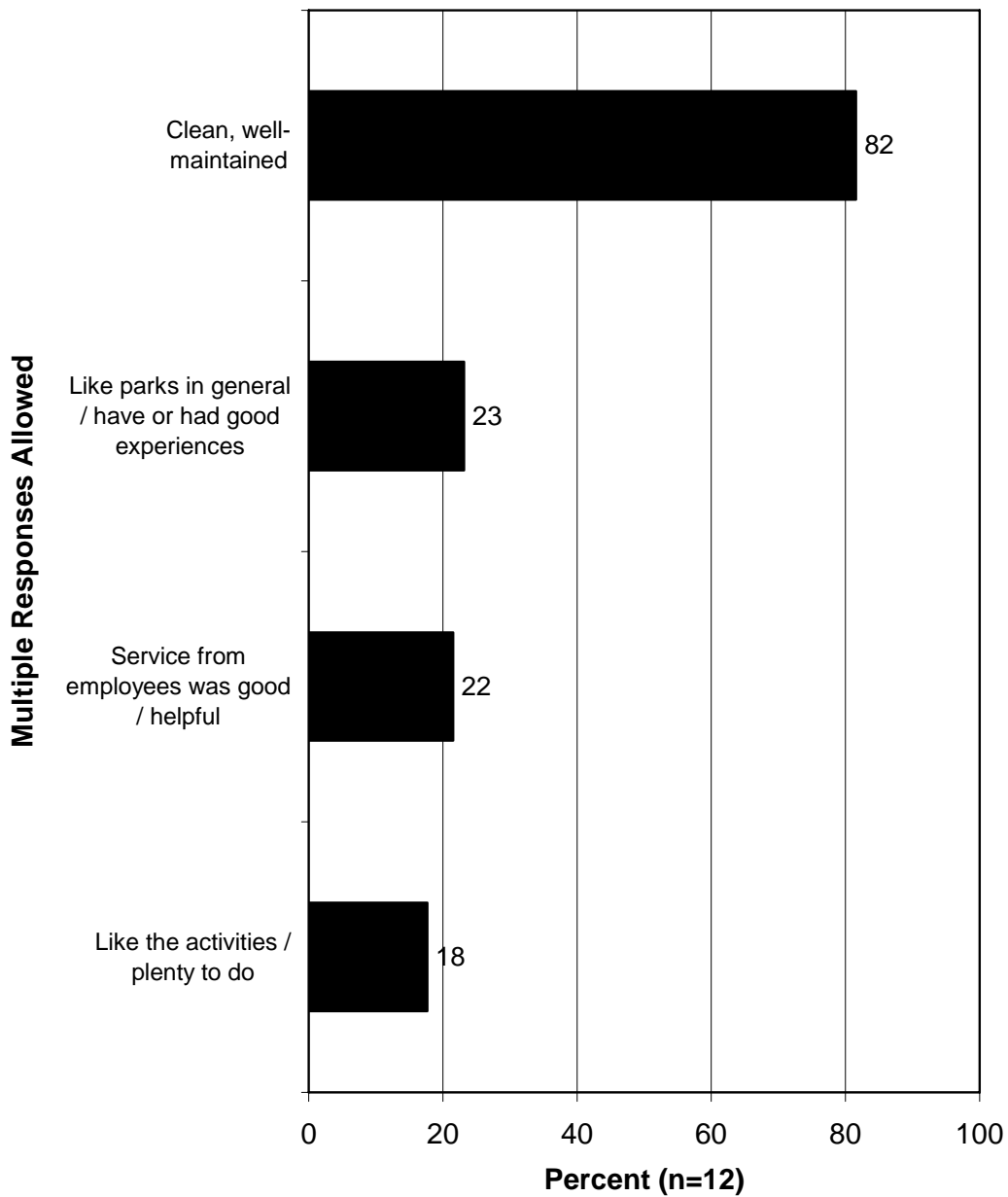
**On a school grading scale of A+ through E-,
the mean rating of overall satisfaction with
the following:
(Ranked from highest to lowest grade.)**



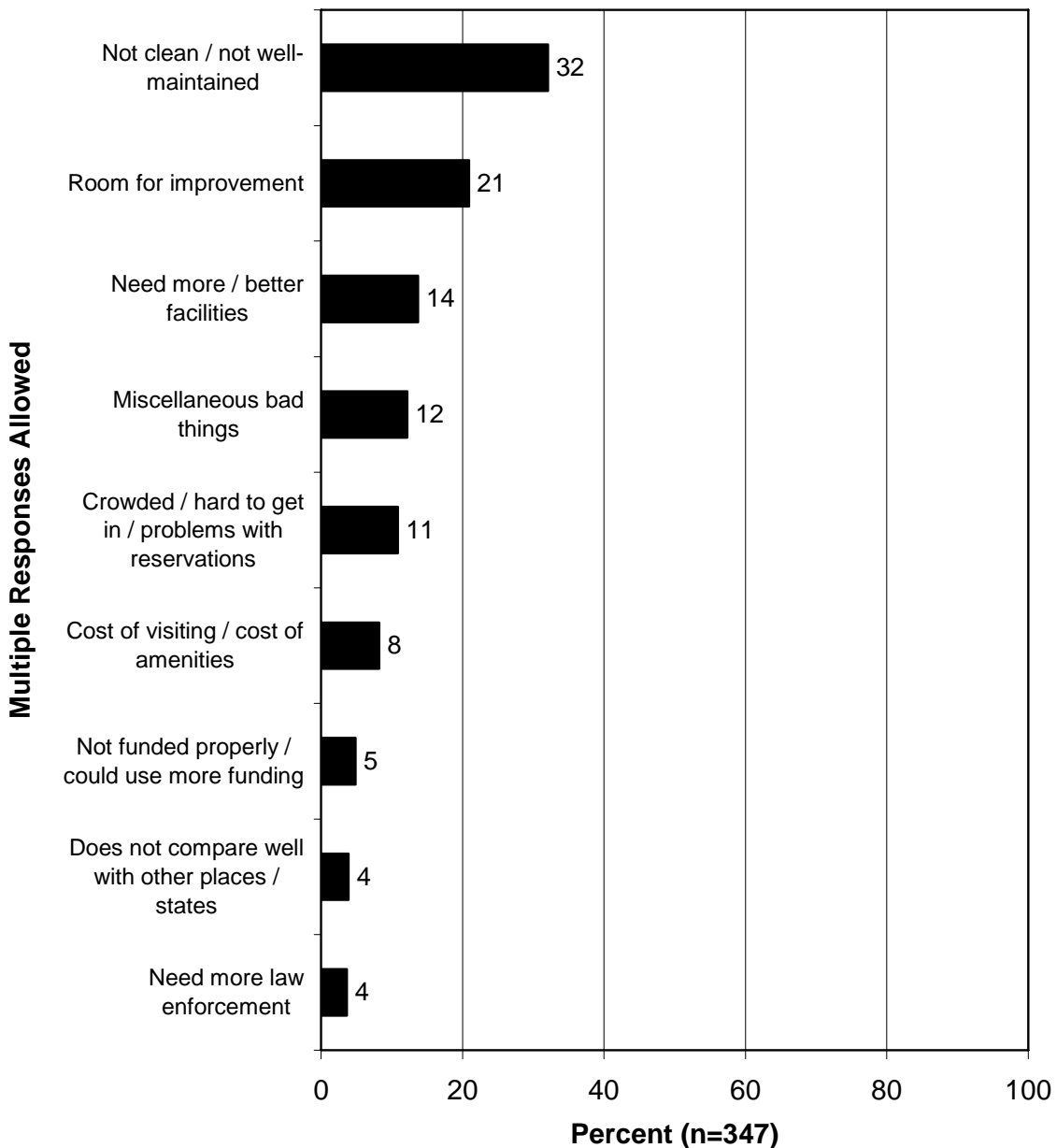
Q77. Why did you rate your overall satisfaction with Washington State Parks as A or B? (Asked of those who rated their overall satisfaction with Washington state parks as an A or B.)



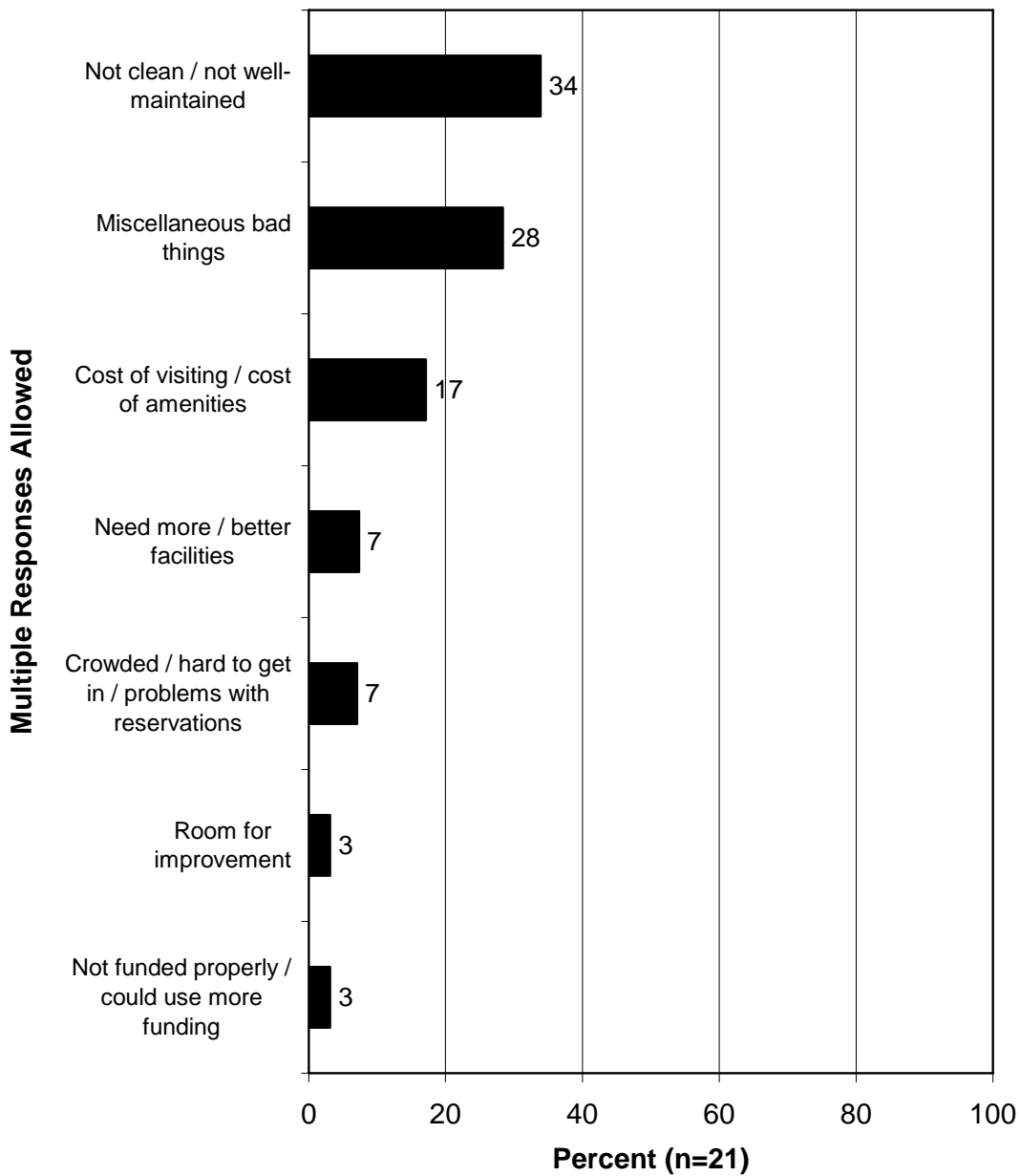
Q77. Why did you rate your overall satisfaction with Washington State Parks as C? (Asked of those who rated their overall satisfaction with Washington state parks as a C and who made a positive remark.)



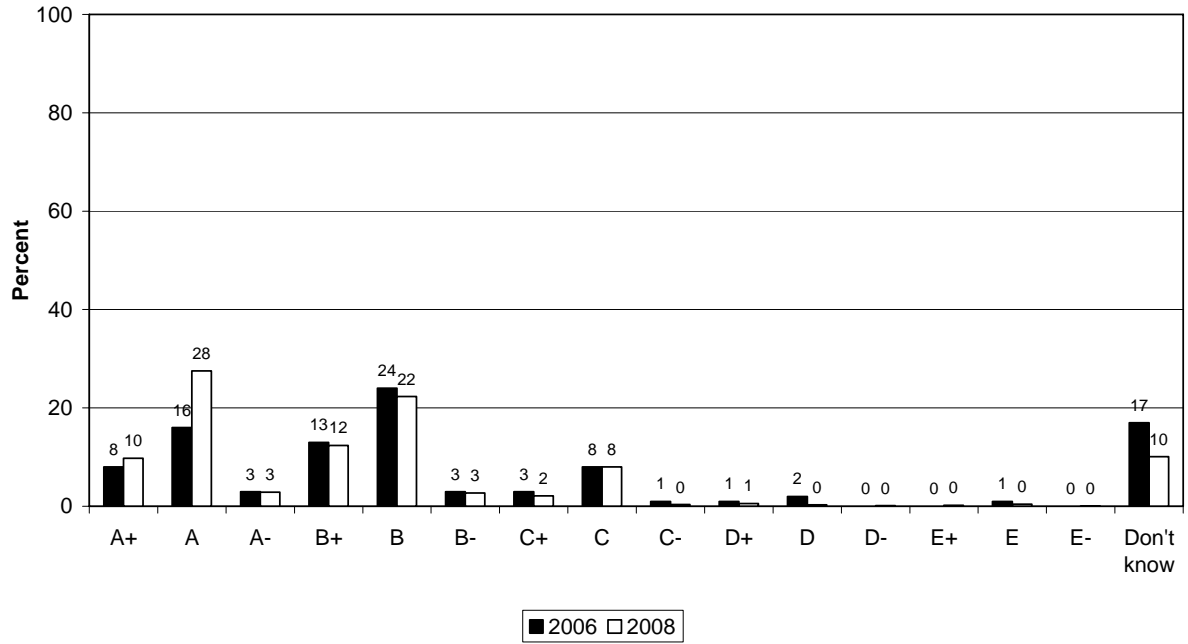
Q77. Why did you rate your overall satisfaction with Washington State Parks as B or C? (Asked of those who rated their overall satisfaction with Washington state parks as a B or C and who made a negative remark--in other words gave a reason that they did not rate it higher.)



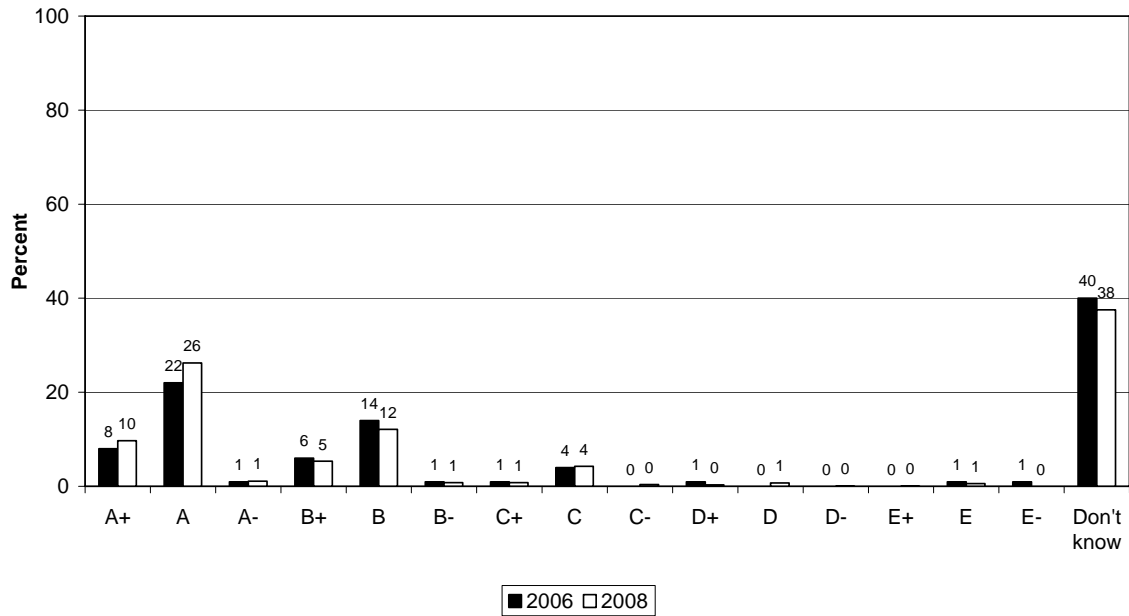
Q77. Why did you rate your overall satisfaction with Washington State Parks as D or E? (Asked of those who rated their overall satisfaction with Washington state parks as a D or E.)



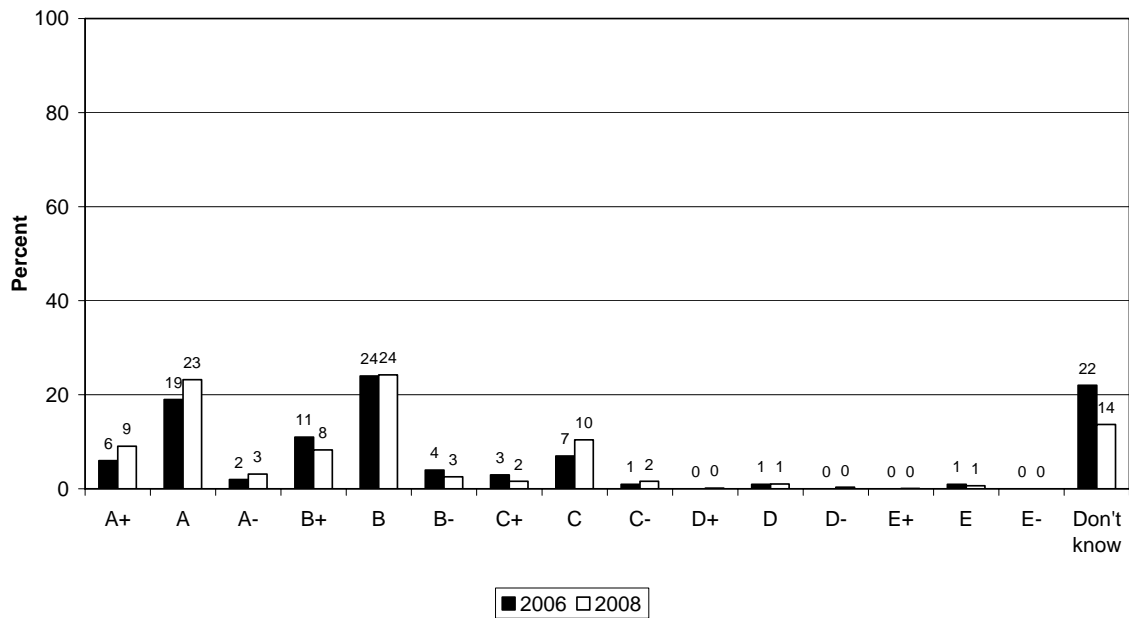
On a school grading scale of A+ through E-, how would you rate your overall satisfaction with Washington state parks?



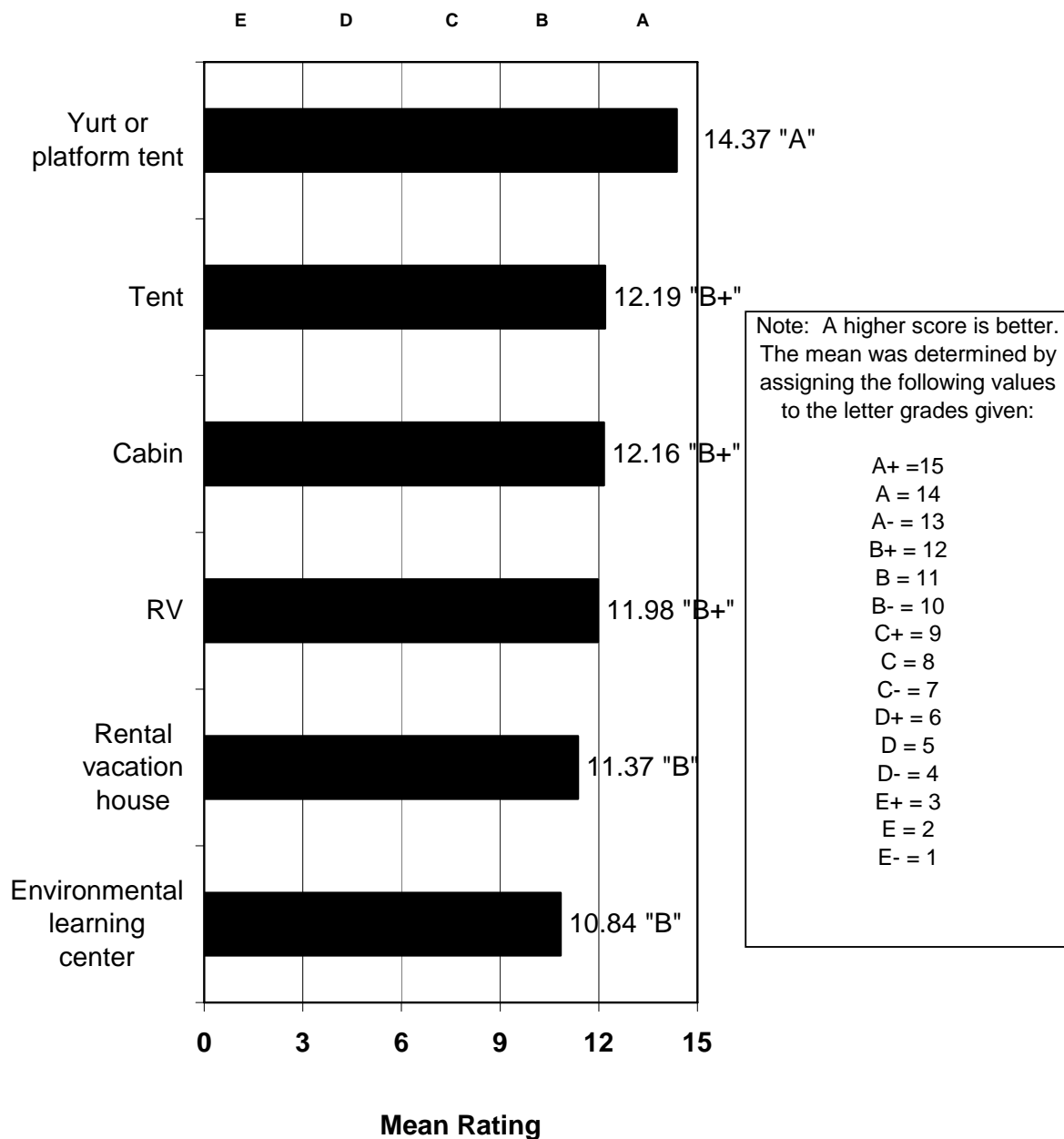
On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the quality of service provided by Washington state park employees?



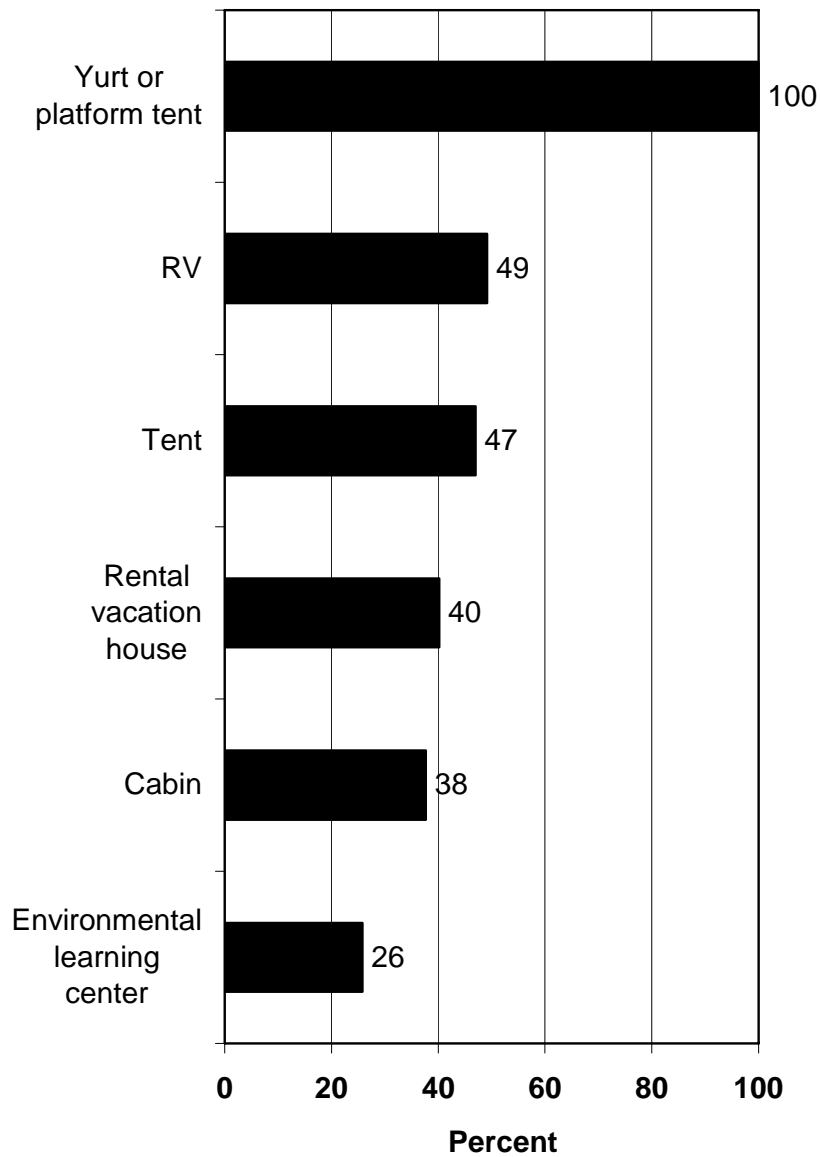
On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the quality of the facilities of Washington state parks?



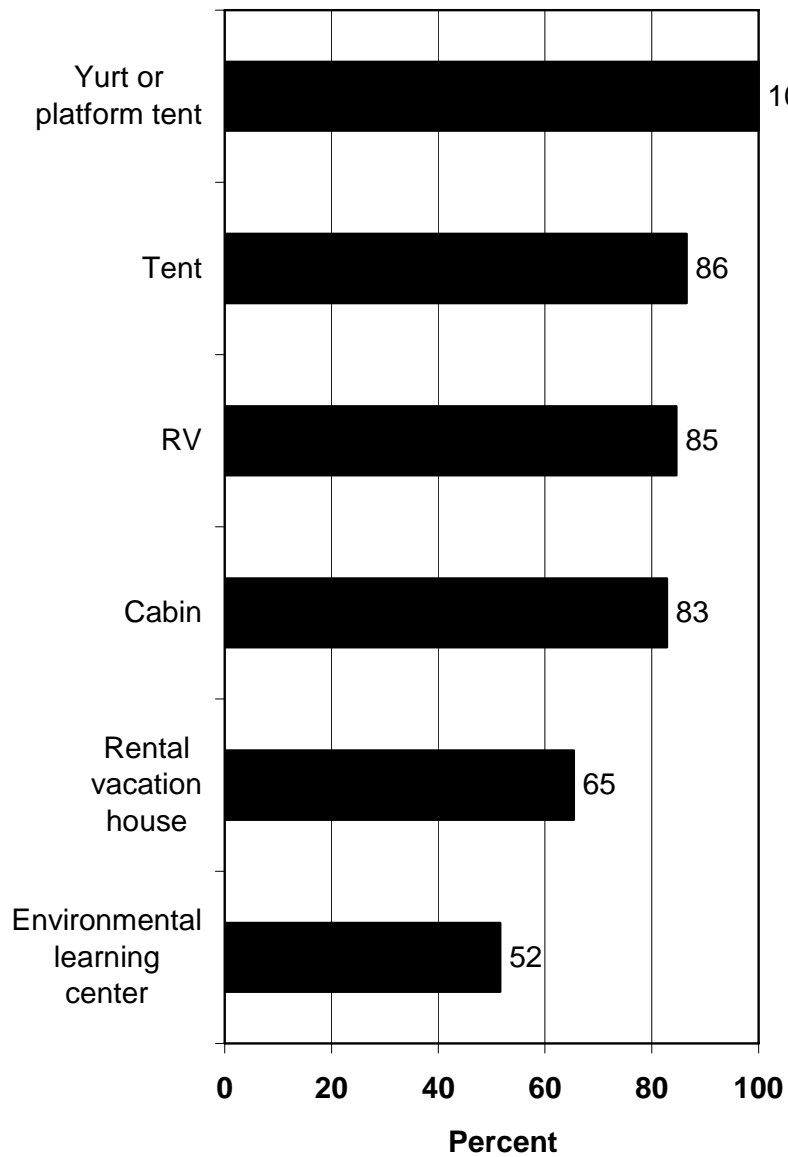
**On a school grading scale of A+ through E-,
the mean rating of overall satisfaction with
the following overnight shelters located in a
Washington state park.
(Ranked from highest to lowest grade.)**



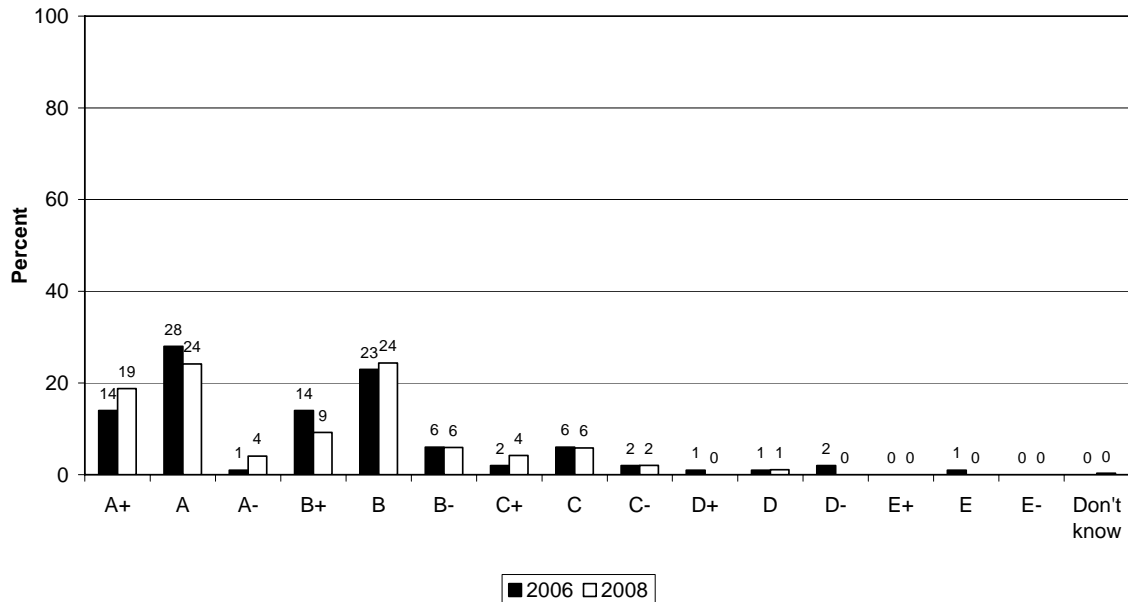
**On a school grading scale of A+ through E-,
the mean rating of overall satisfaction with
the following overnight shelters located in a
Washington state park.
(Percent giving a rating of A+, A, or A-.)**



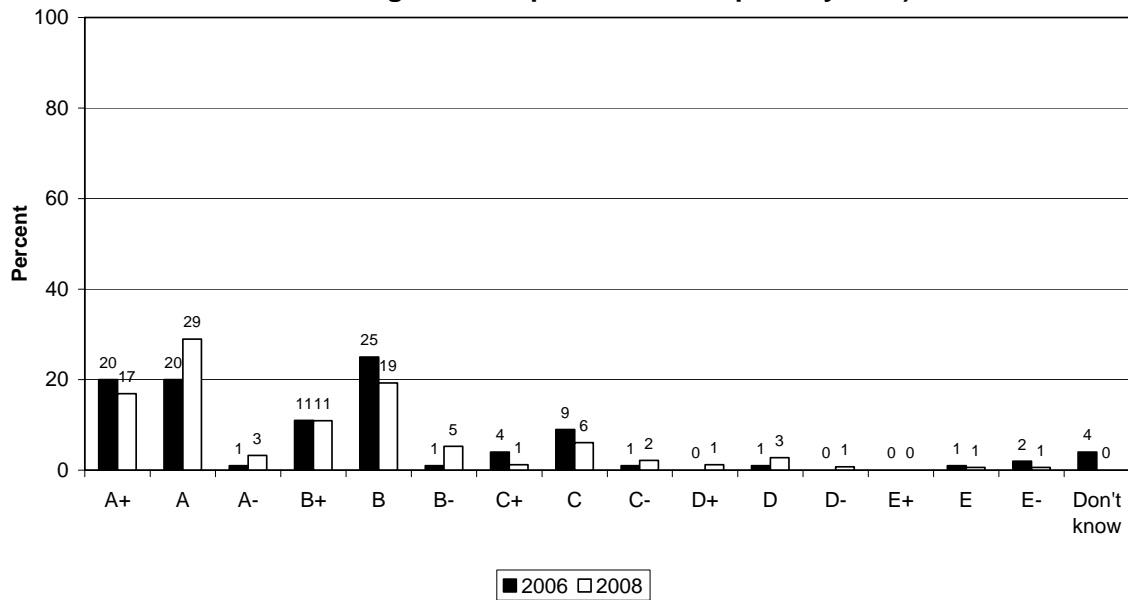
**On a school grading scale of A+ through E-,
the mean rating of overall satisfaction with
the following overnight shelters located in a
Washington state park.
(Percent giving a rating of at least a B-.)**



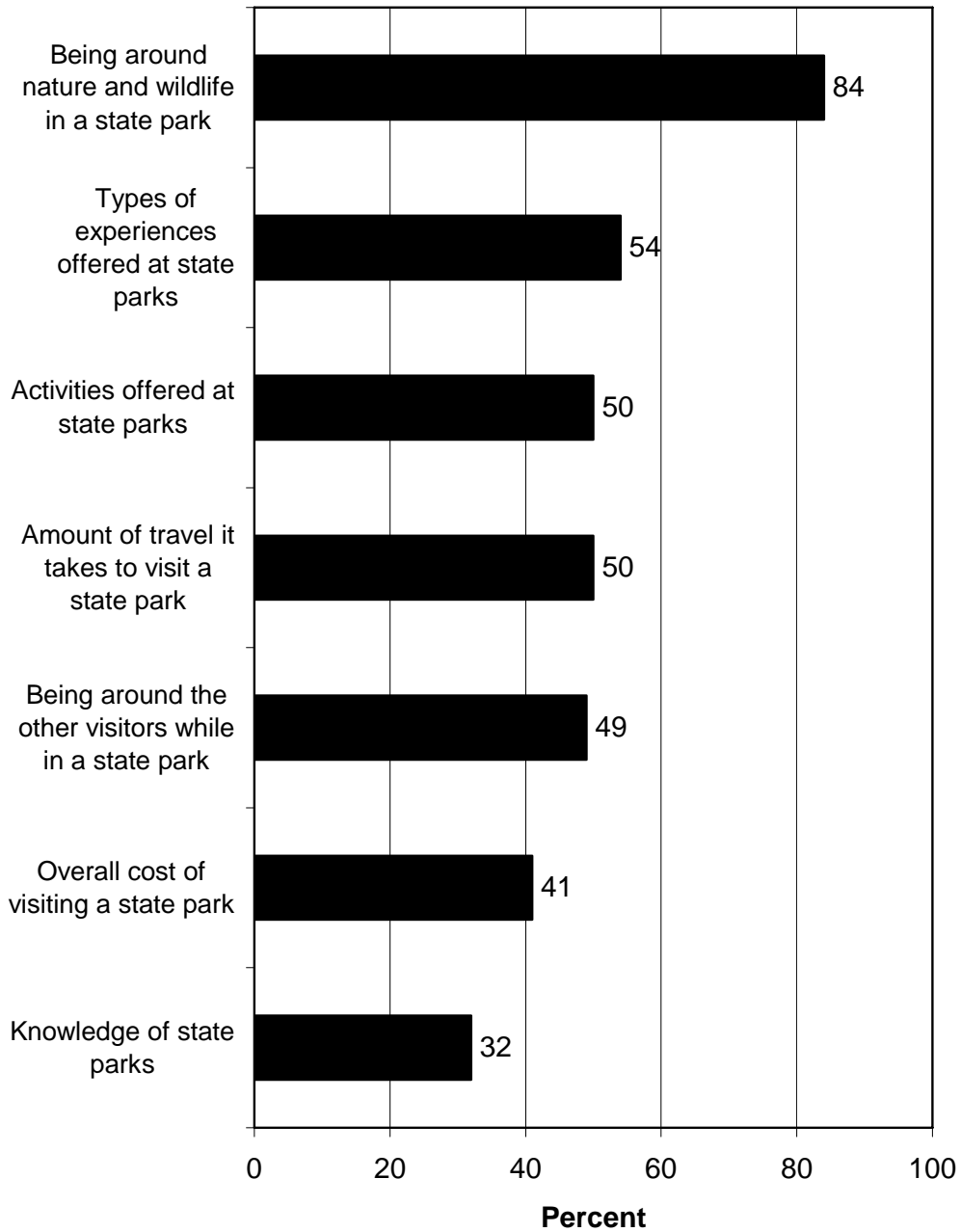
On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the tent site you last stayed in at a Washington state park during an overnight visit? (Asked of those who stayed overnight in a tent at a Washington State park within the past 2 years.)



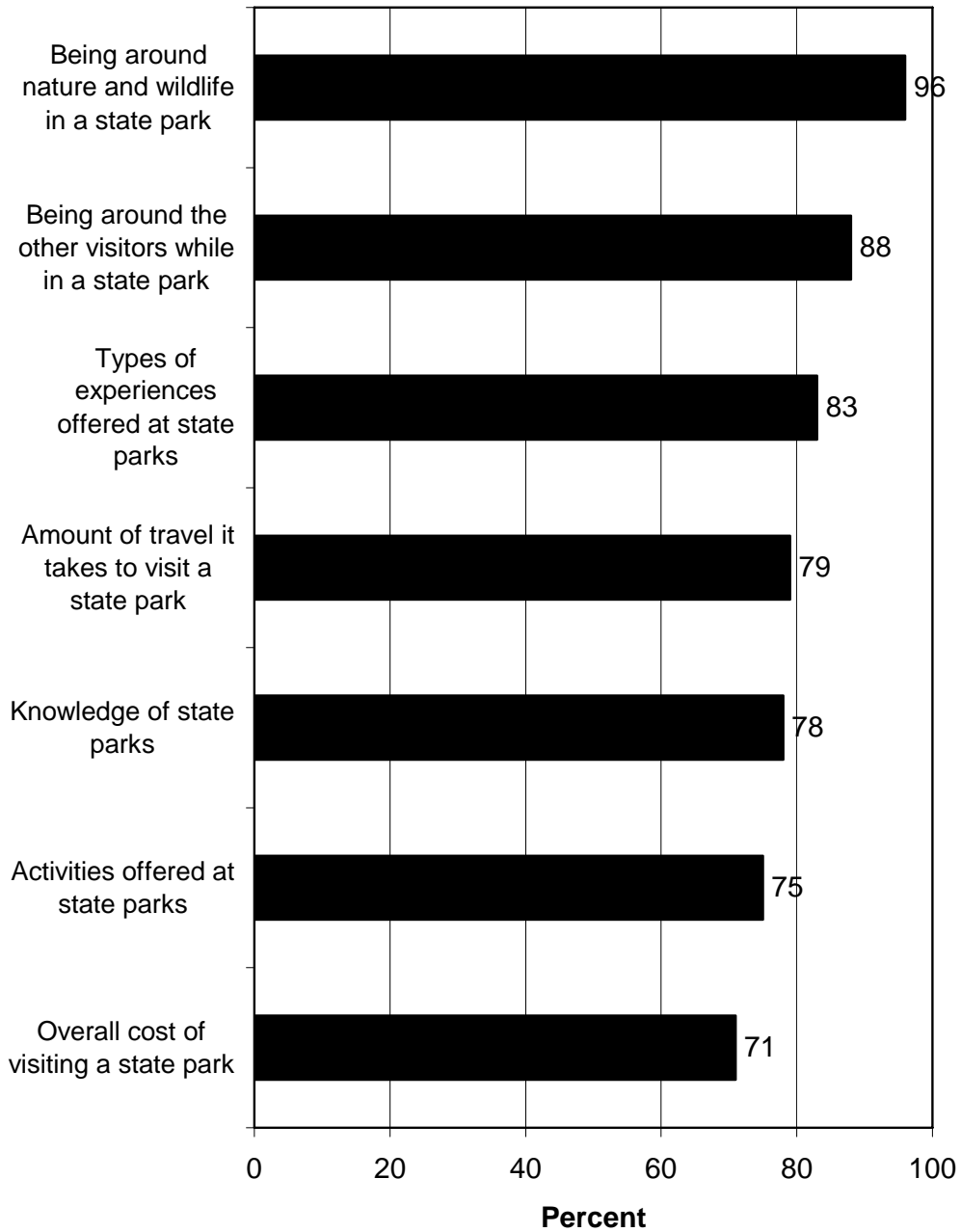
On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the RV site you last stayed in at a Washington state park during an overnight visit? (Asked of those who stayed overnight in a RV at a Washington State park within the past 2 years.)



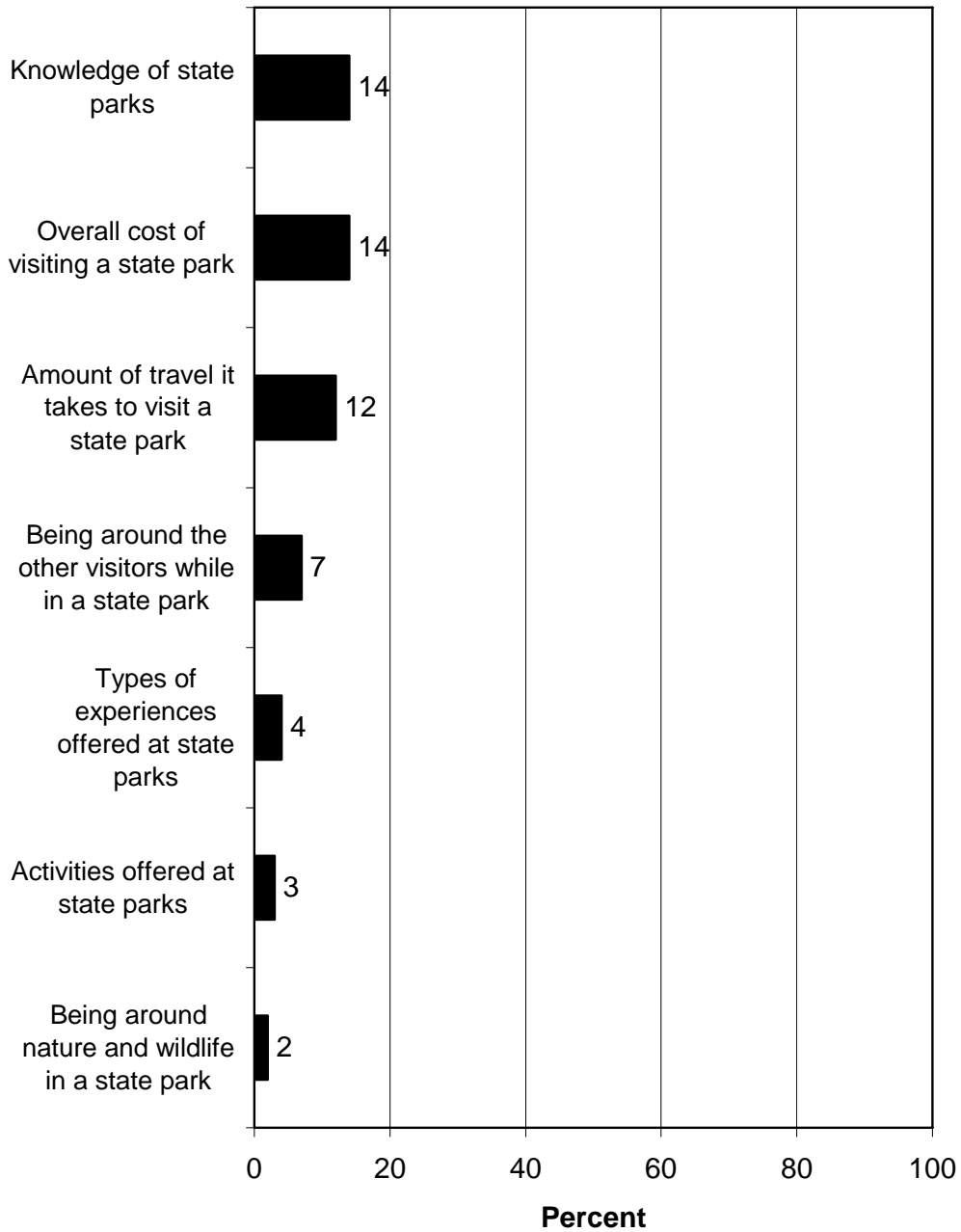
Percent who indicated feeling very comfortable with the following:



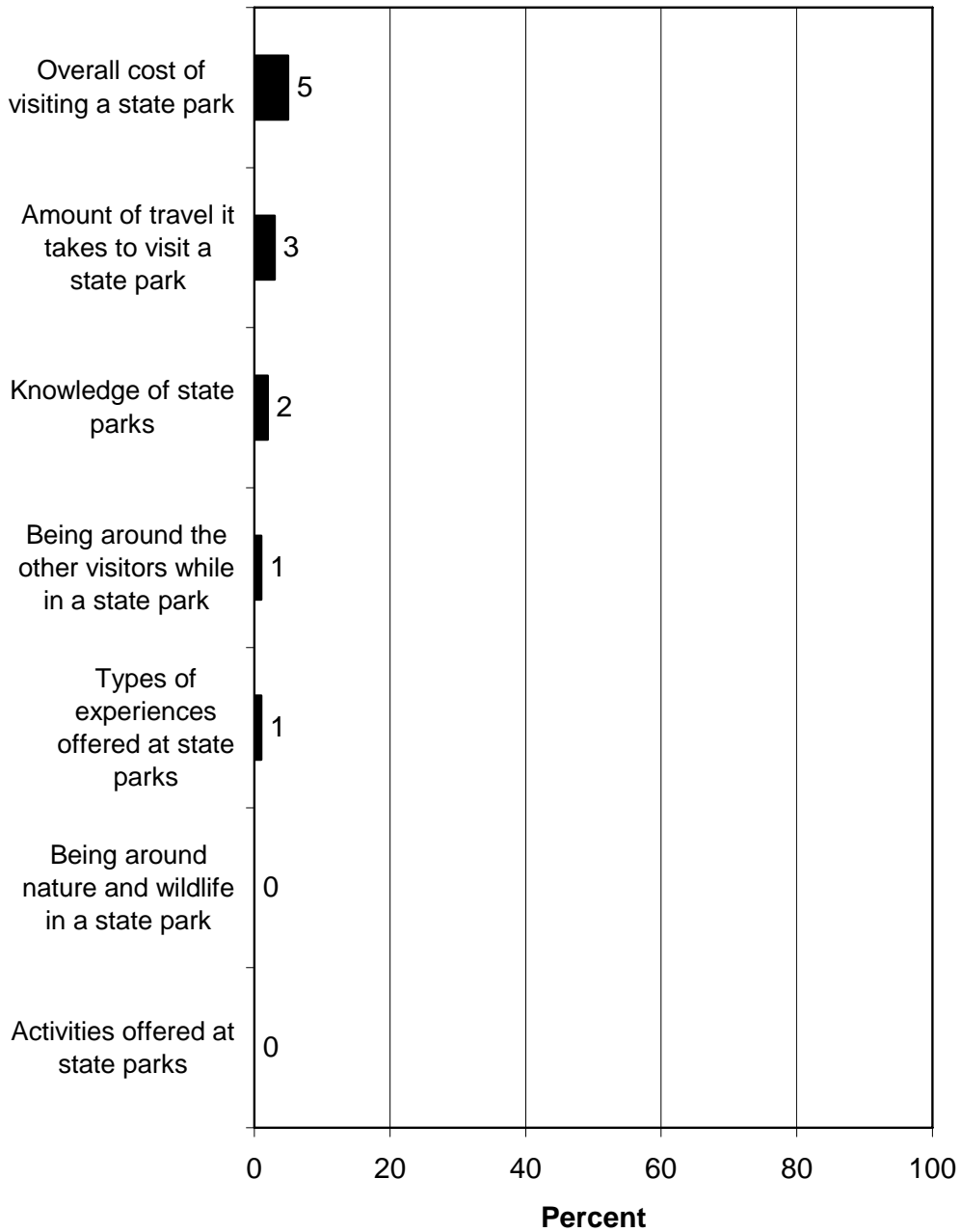
Percent who indicated feeling very or somewhat comfortable with the following:



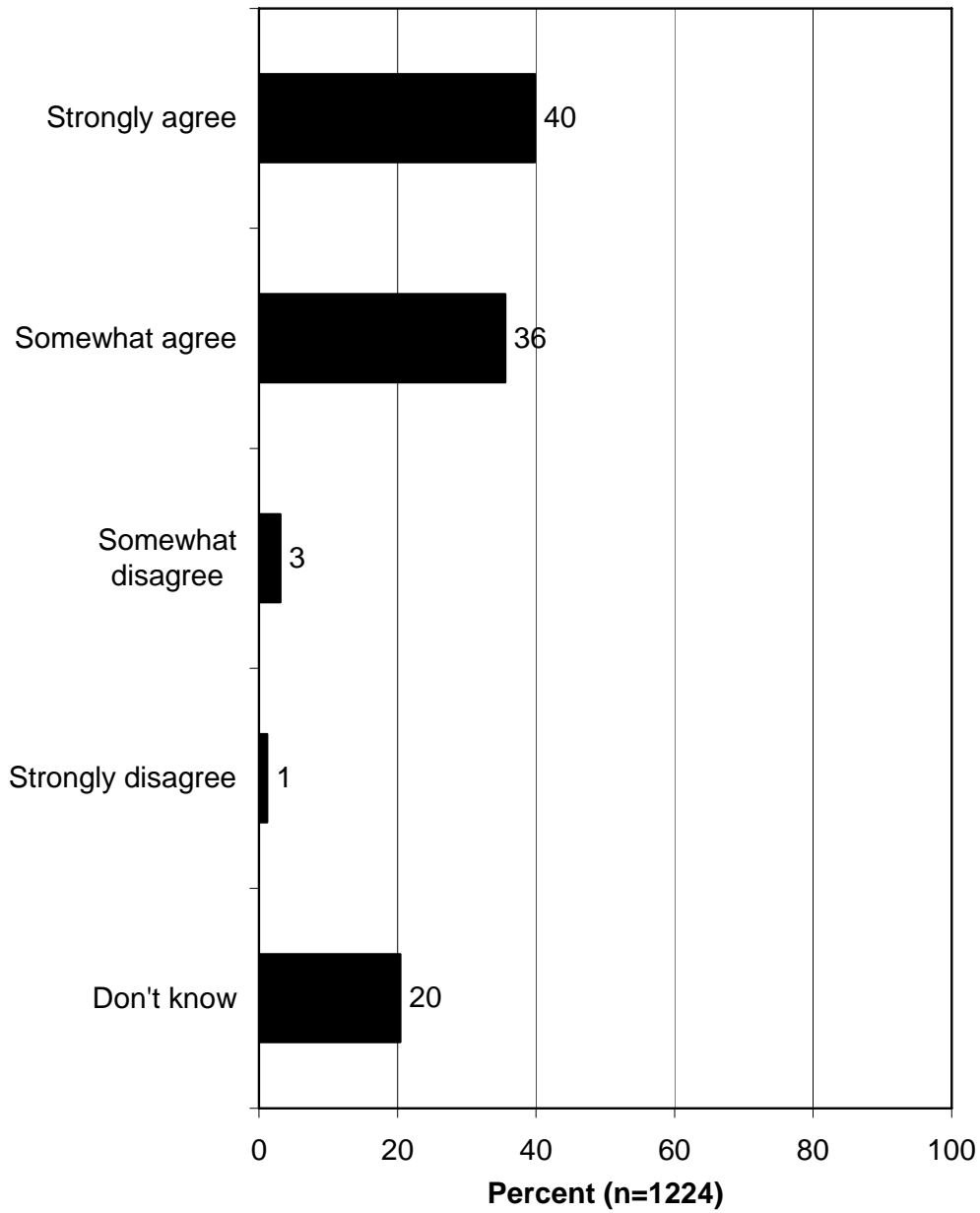
Percent who indicated feeling somewhat or very uncomfortable with the following:



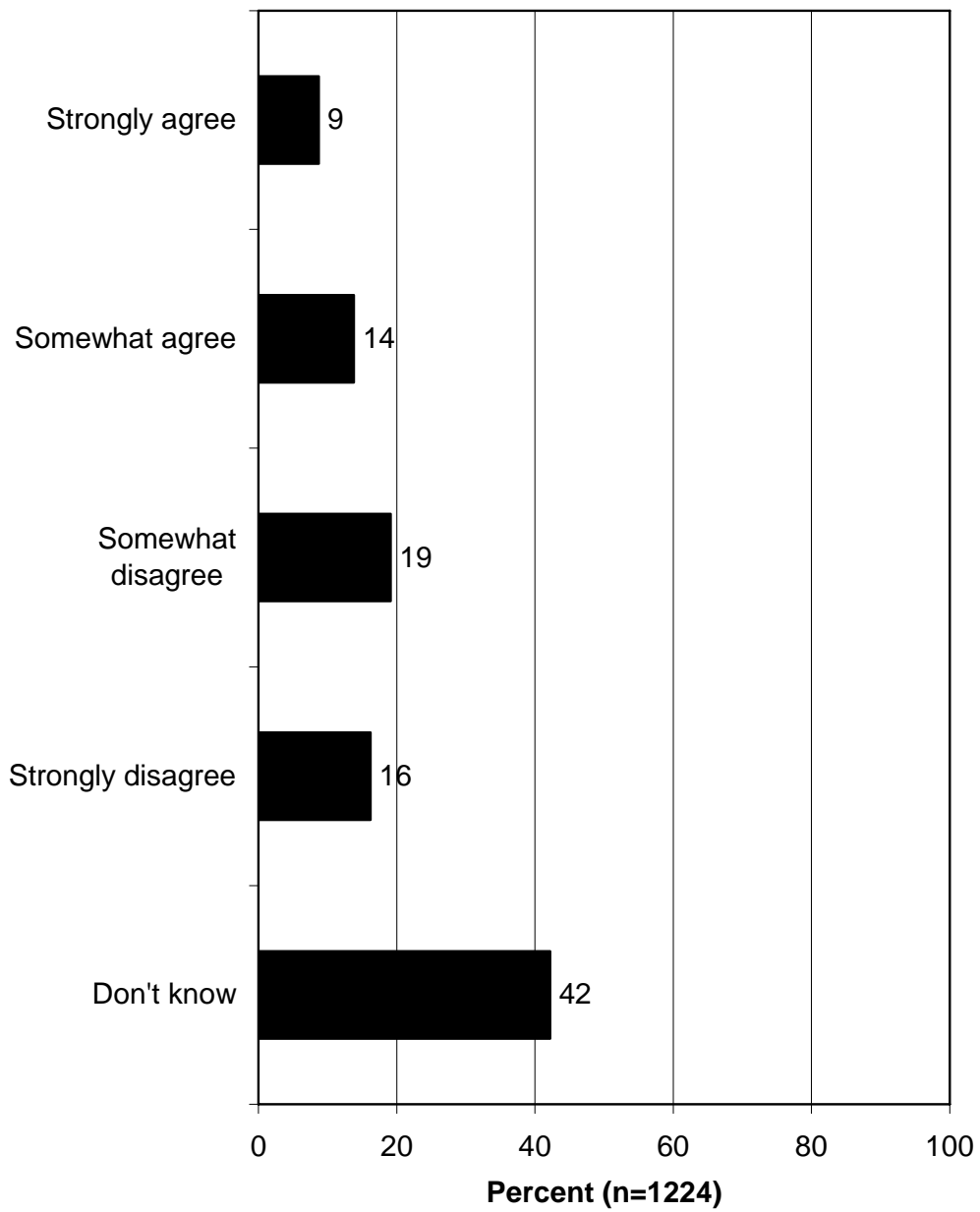
Percent who indicated feeling very uncomfortable with the following:



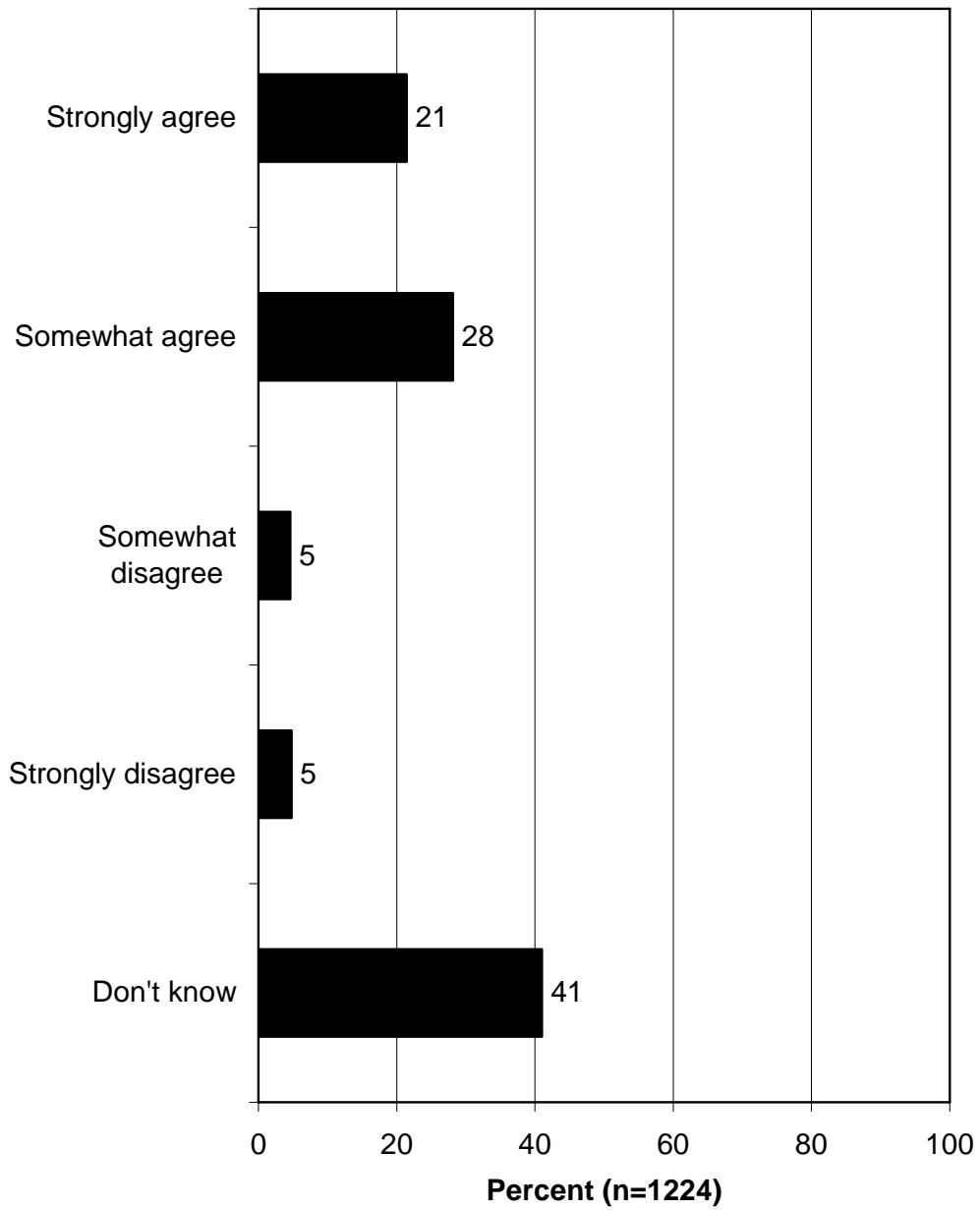
Q160. The Washington State Parks and Recreation Commission does a good job managing the park system.



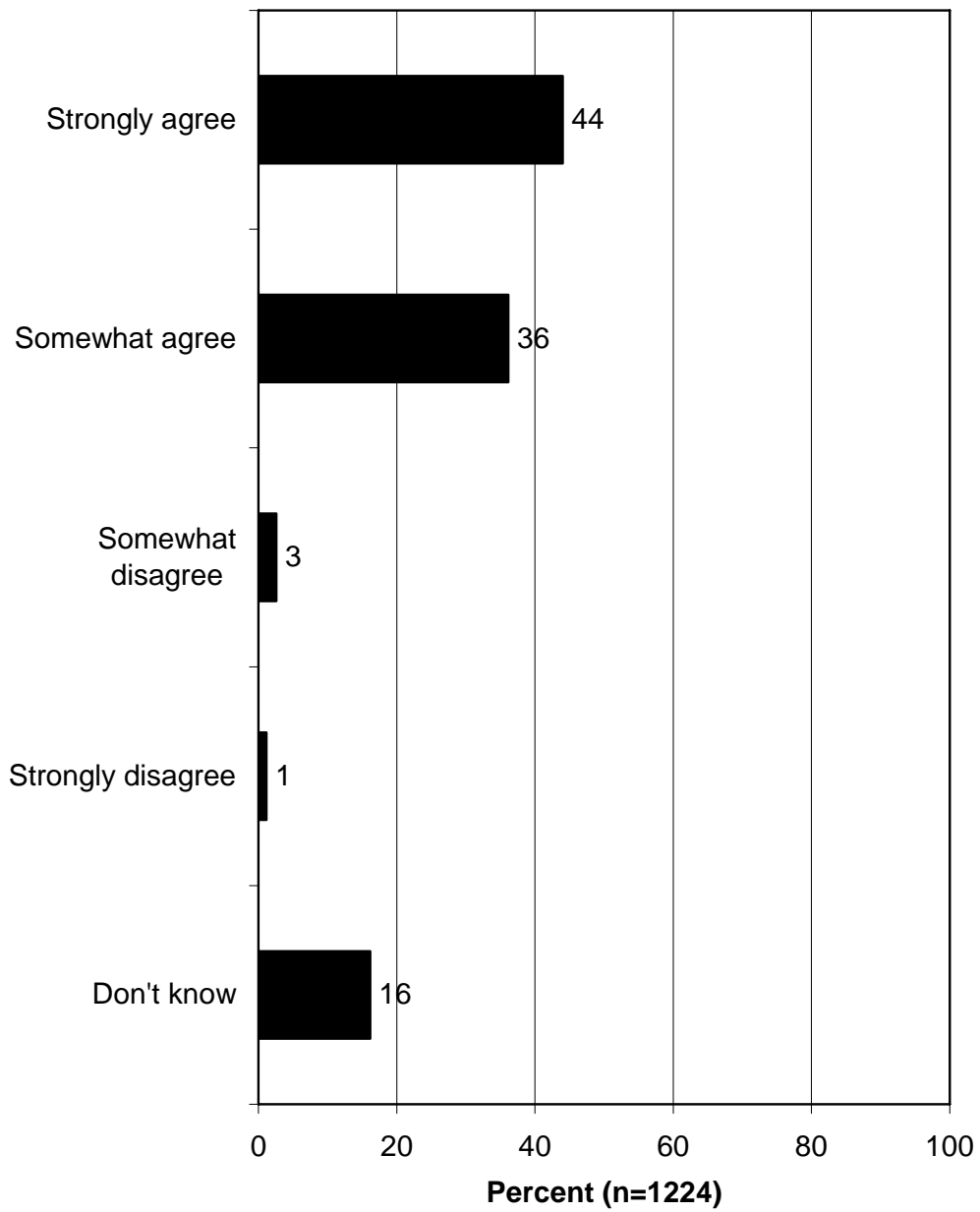
Q161. The Washington State Park system is adequately funded.



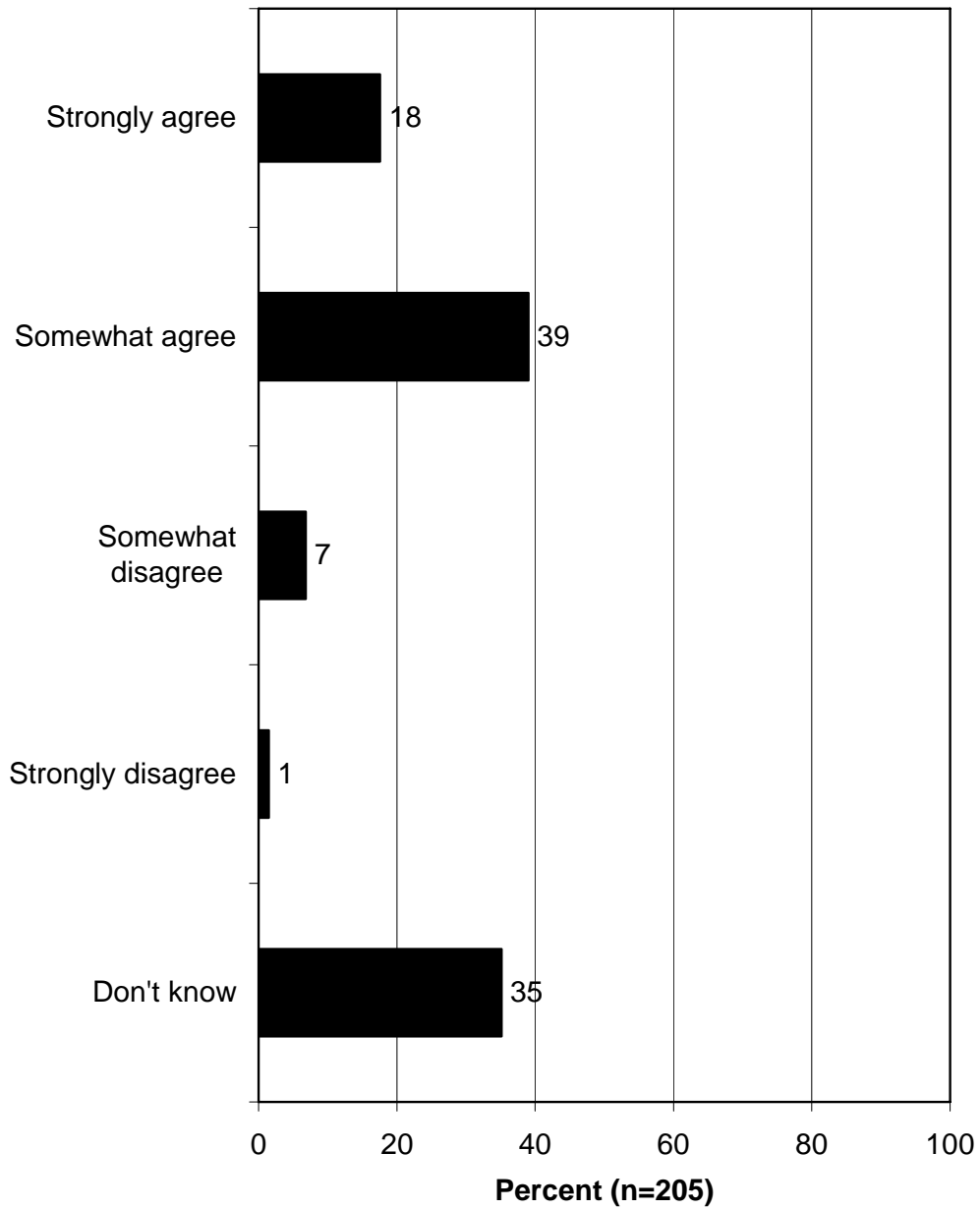
Q162. The Washington State Park system spends taxpayer money wisely.



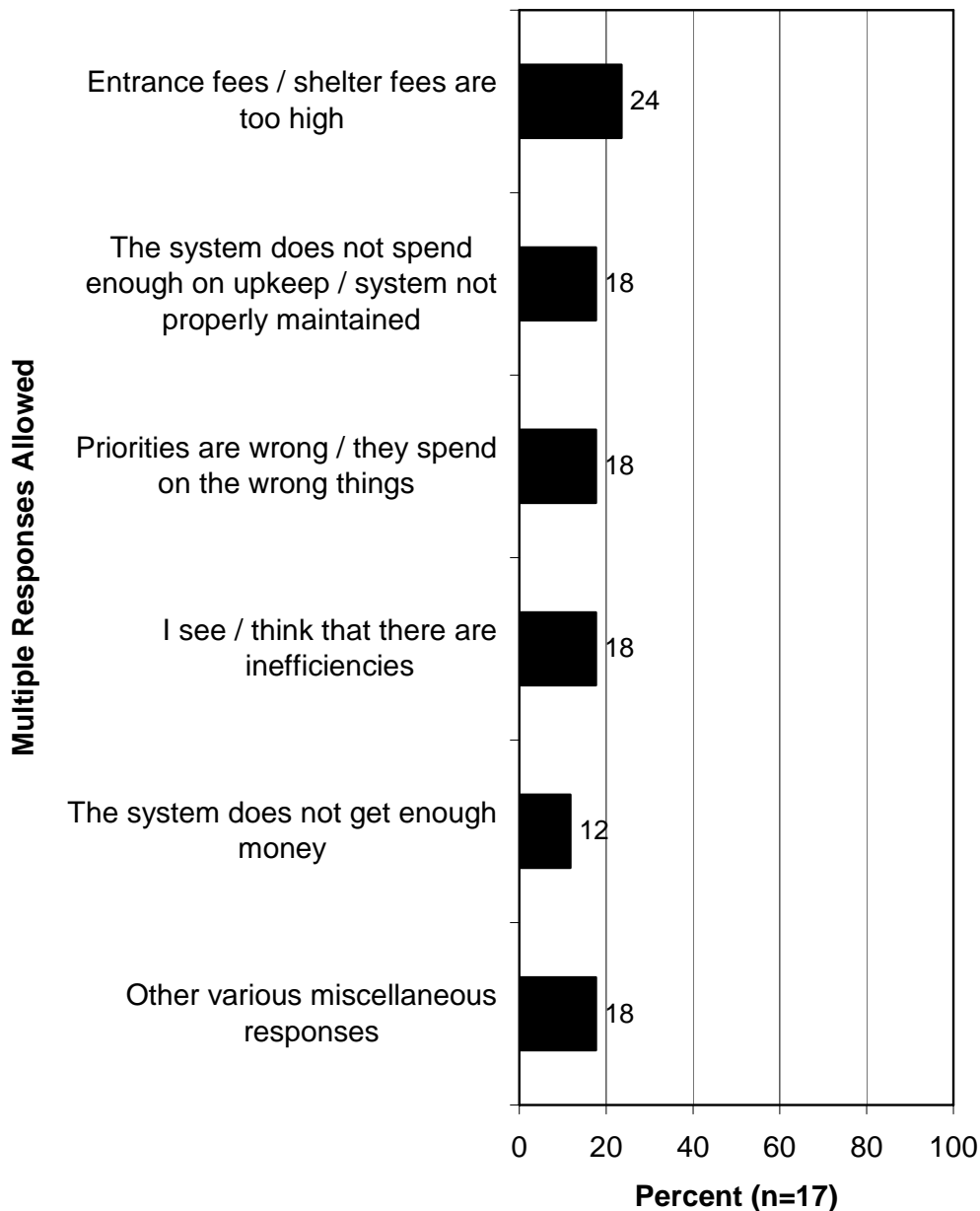
Q163. The Washington State Parks and Recreation Commission takes good care of its natural and cultural resources.



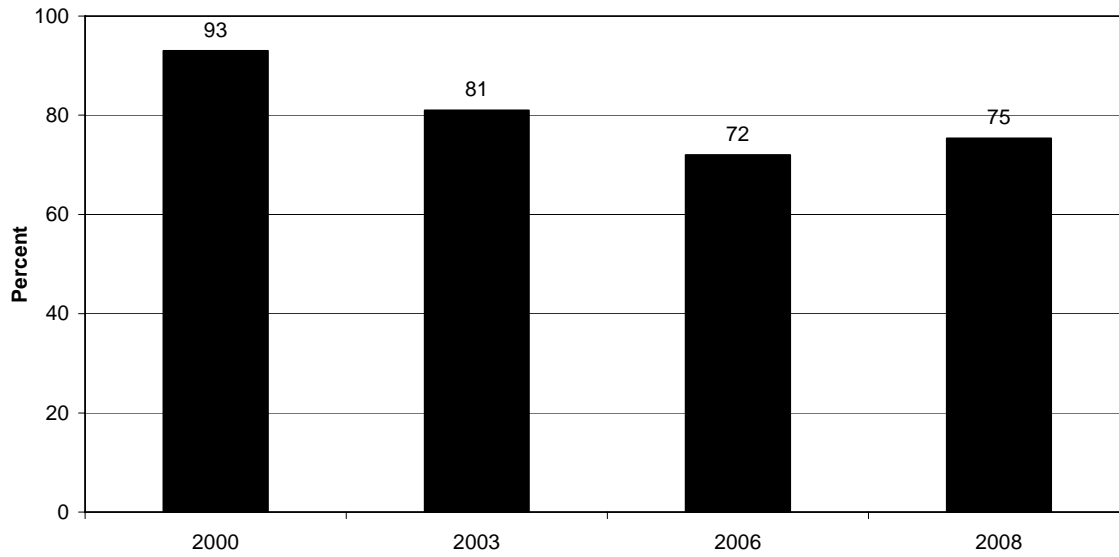
Q14s. The Washington State Park system spends taxpayer money wisely. (Supplemental survey.)



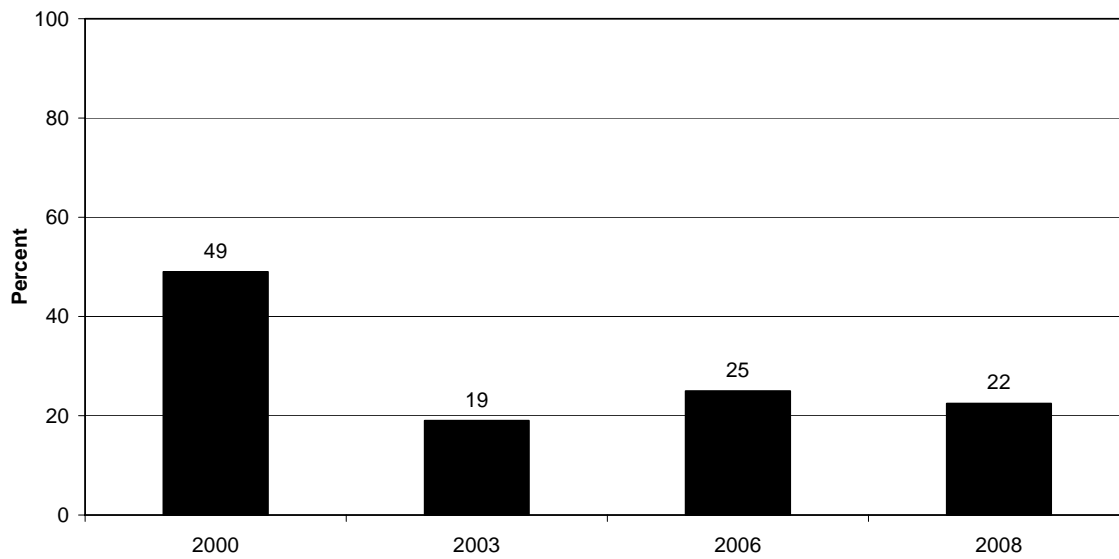
**Q16s. Why do you disagree that the Washington State Park system spends taxpayer money wisely?
(Asked of those who disagree that the Washington State Park system spends taxpayer money wisely.)
(Supplemental survey.)**



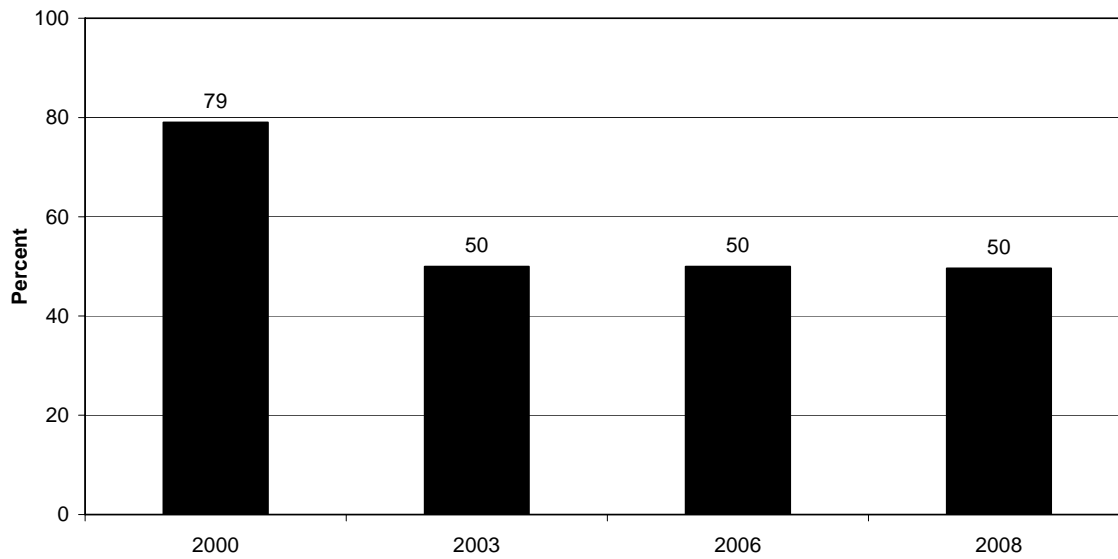
The Washington State Parks and Recreation Commission does a good job managing the park system.



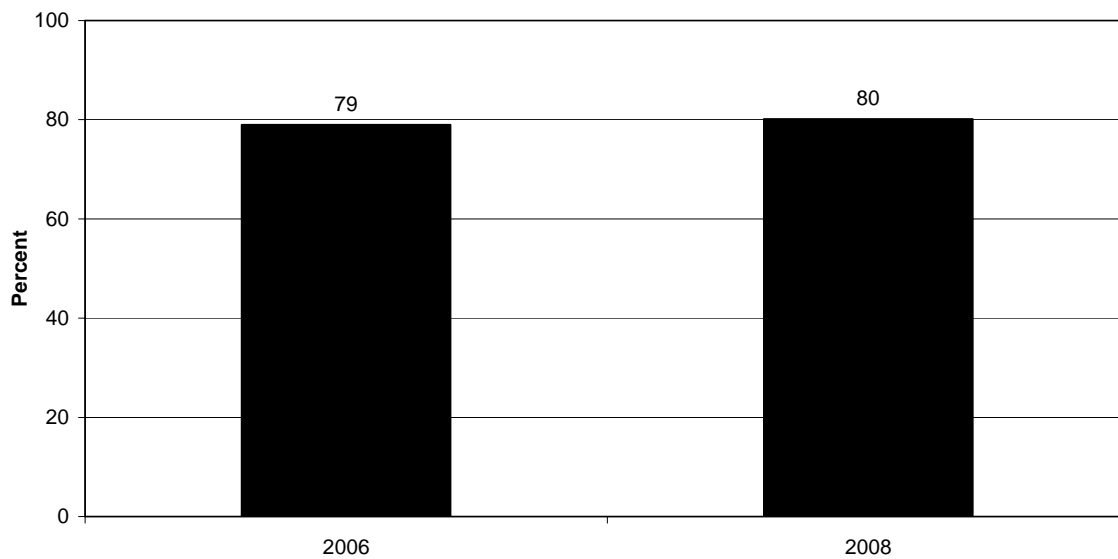
The Washington State Park system is adequately funded.



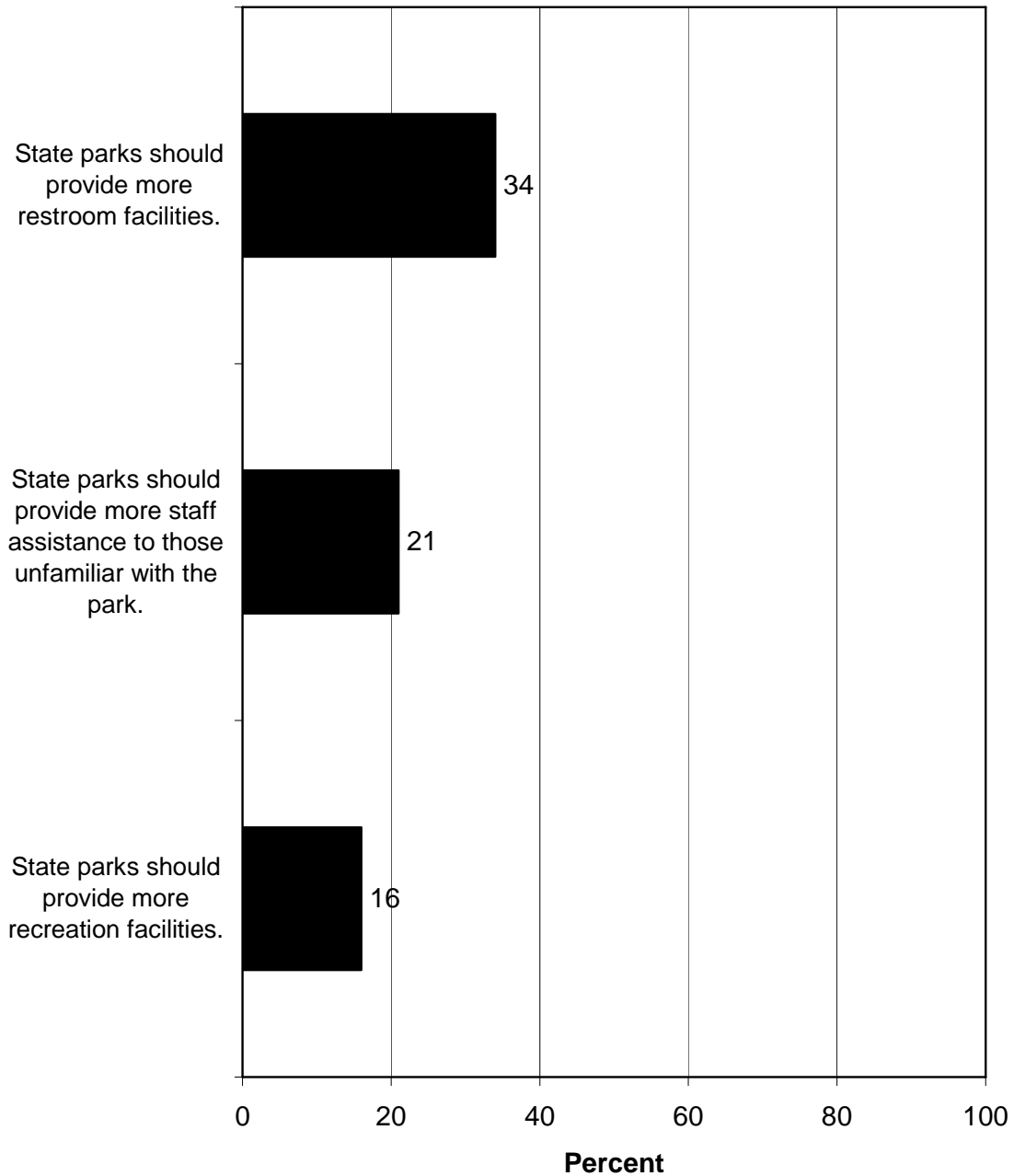
The Washington State Park system spends taxpayer money wisely.



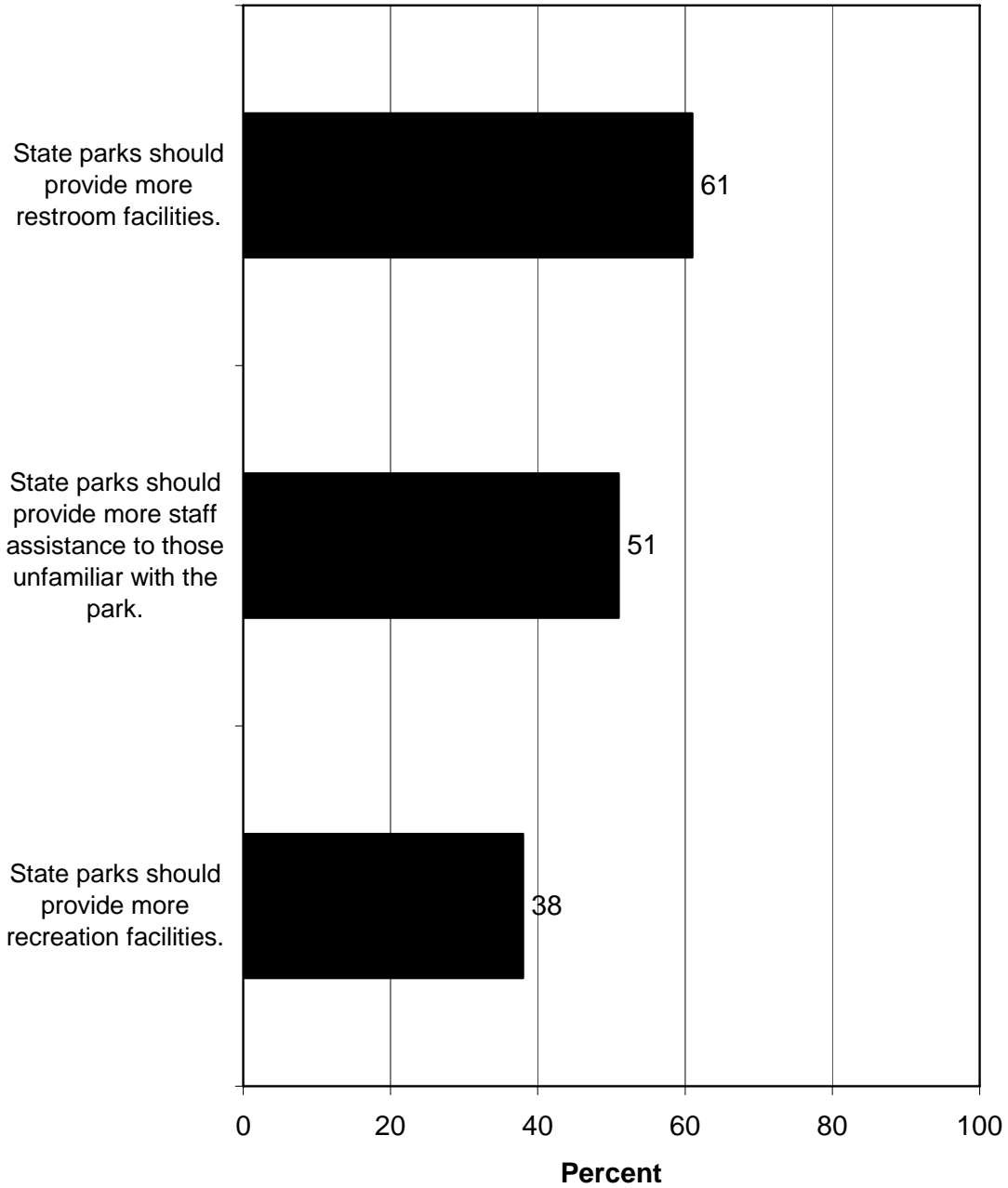
The Washington State Parks and Recreation Commission takes good care of its natural and cultural resources.



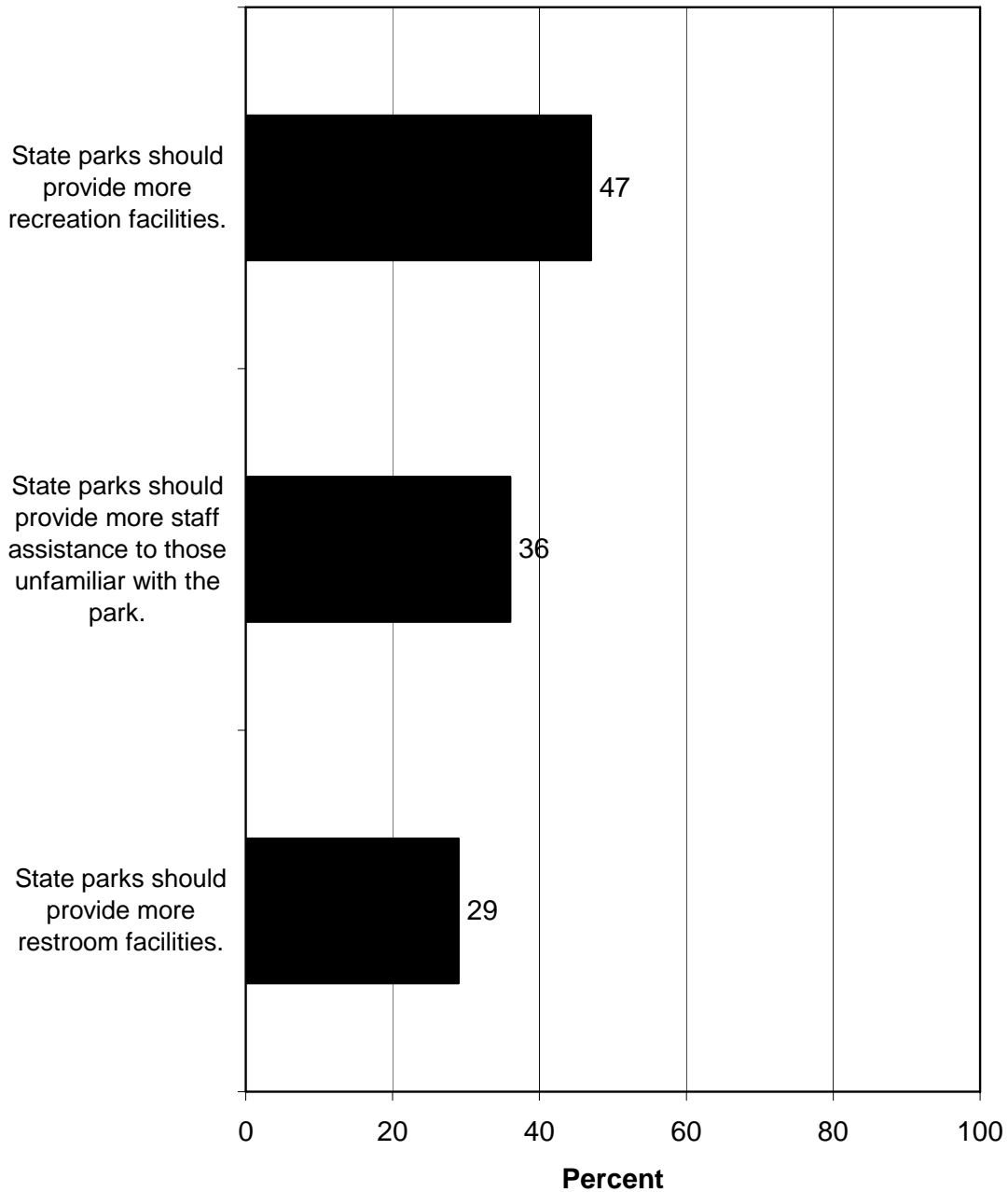
Percent who strongly agree that state parks should provide more of the following:



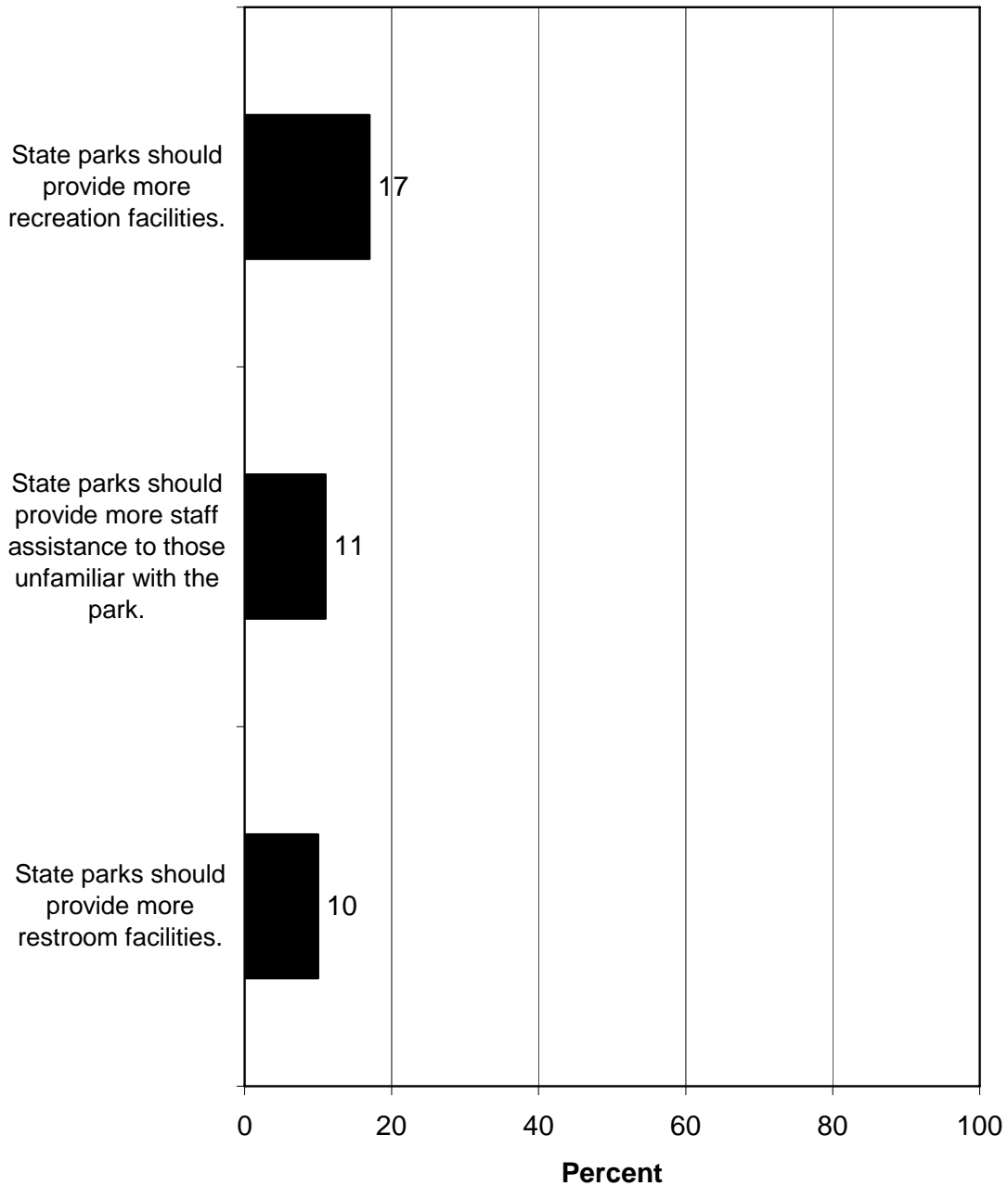
Percent who strongly or somewhat agree that state parks should provide more of the following:



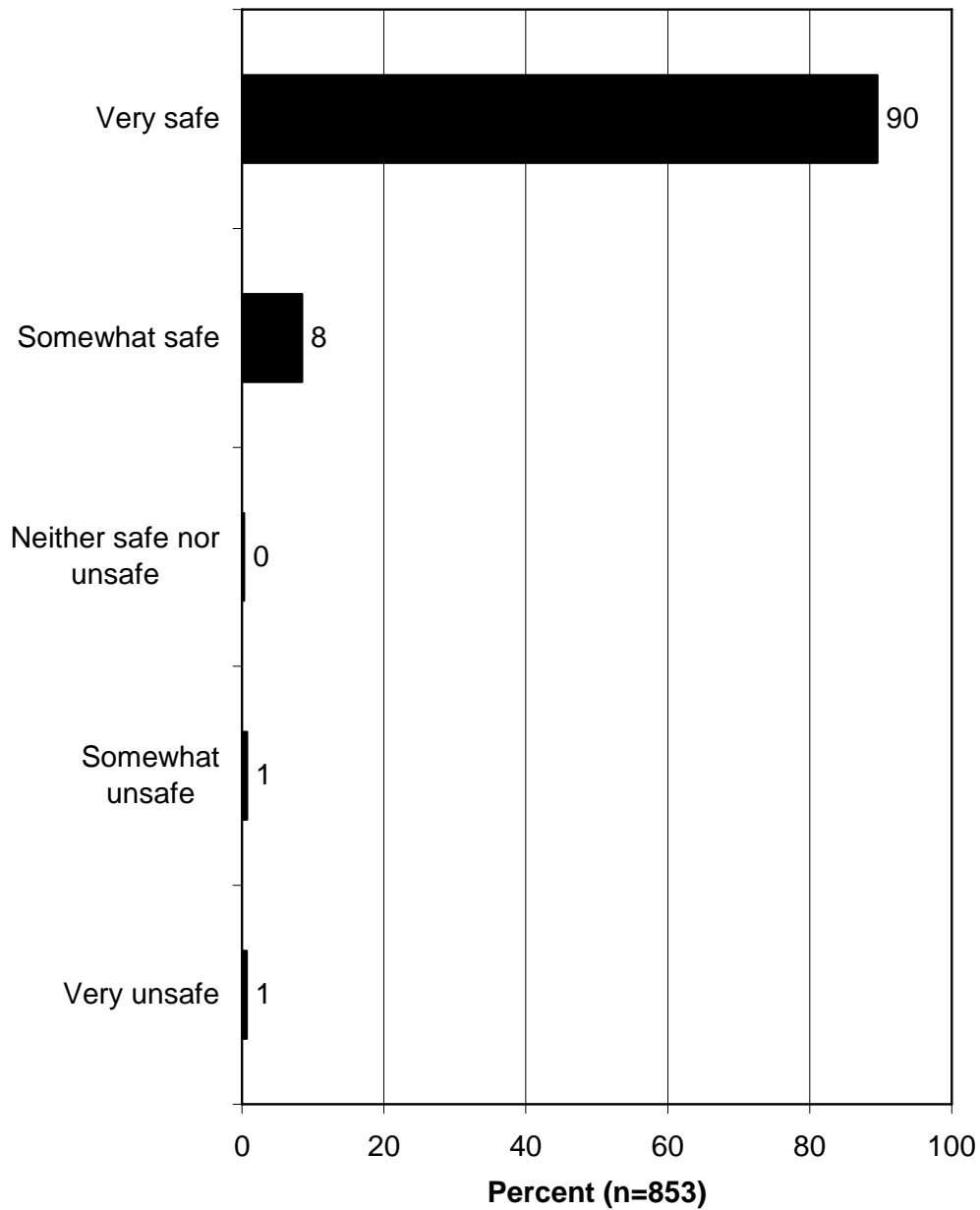
Percent who somewhat or strongly disagree that state parks should provide more of the following:



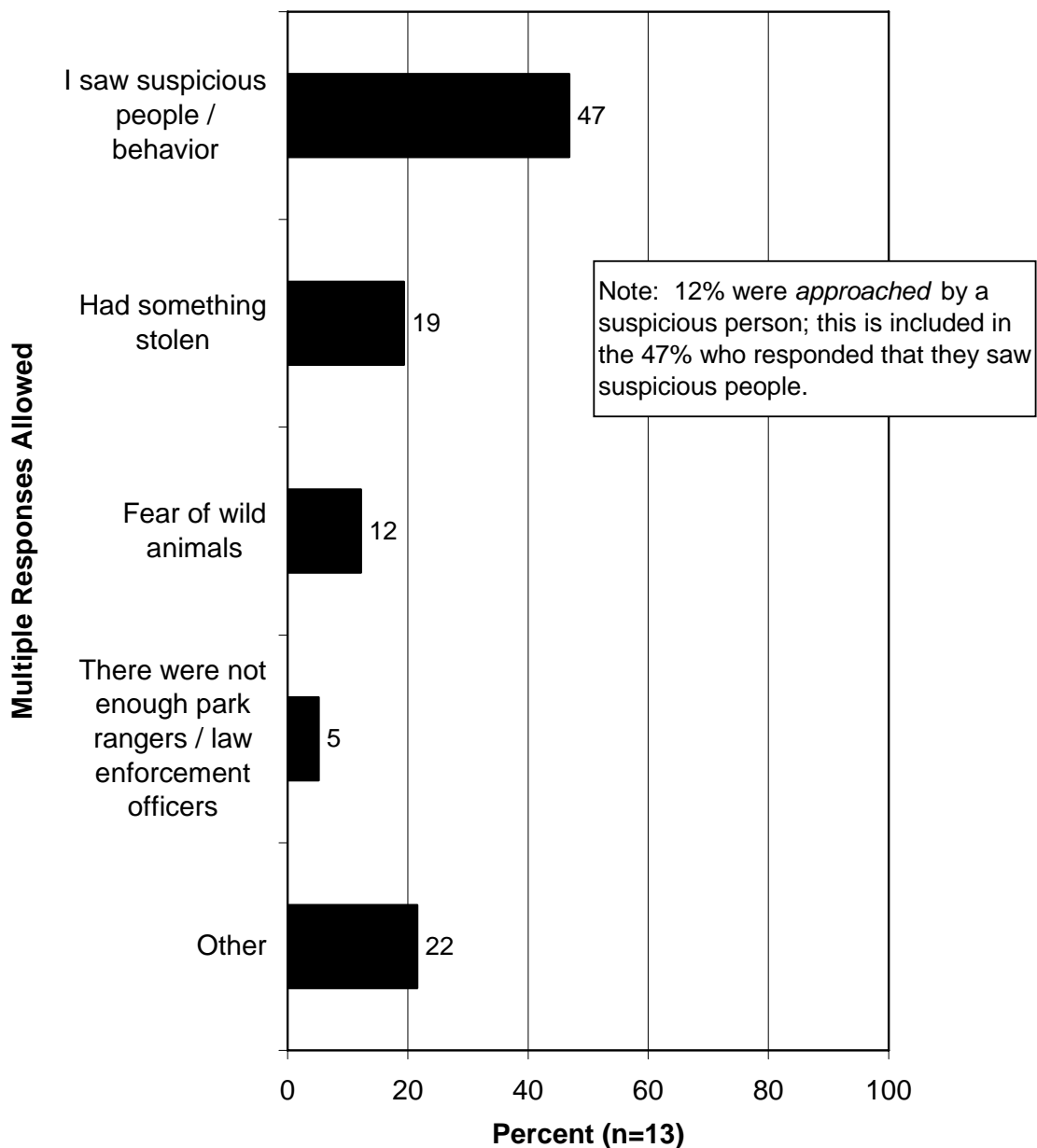
Percent who strongly disagree that state parks should provide more of the following:



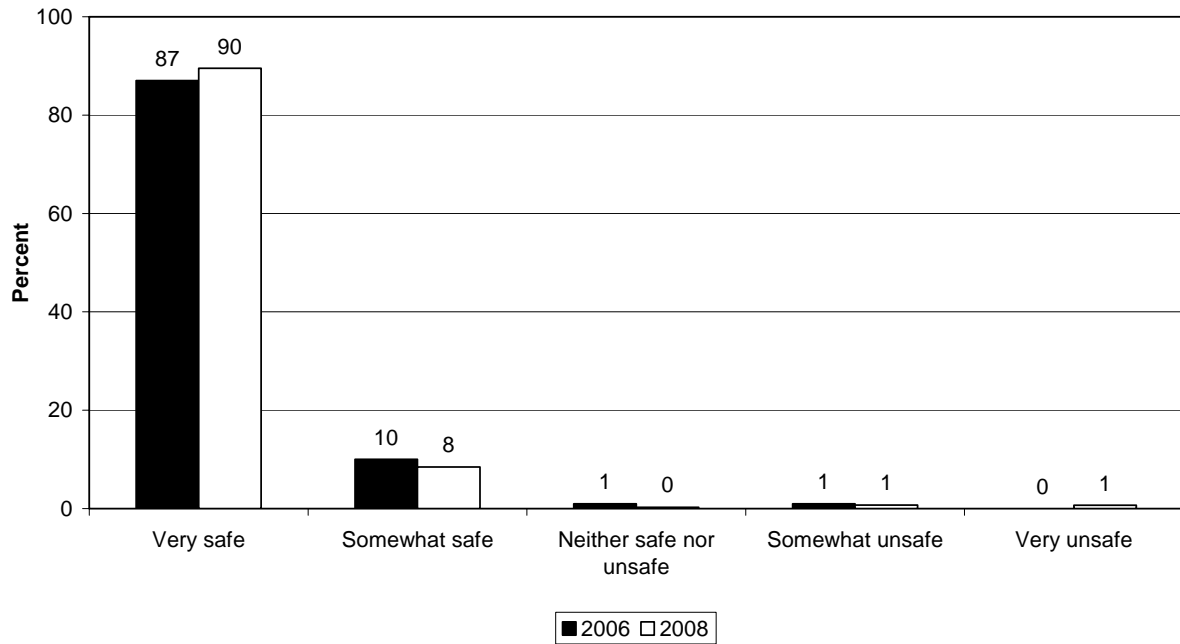
Q16. In general, how safe did you feel during your last visit to a Washington state park? (Asked of those who have visited a Washington state park within the past 2 years.)



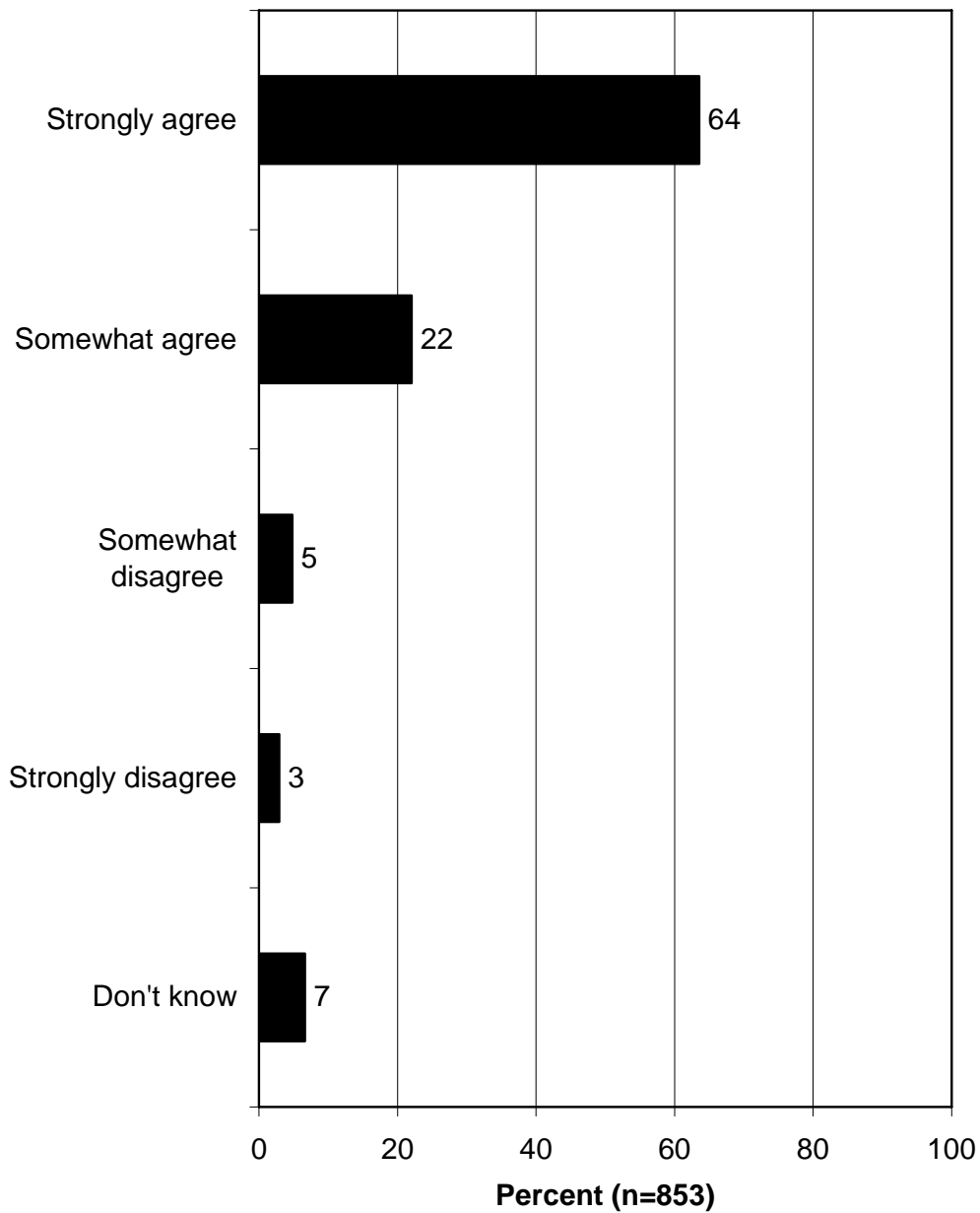
Q19. Why did you feel unsafe during your last visit to a Washington state park? (Asked of those who have visited a Washington state park within the past 2 years and felt unsafe during their last visit.)



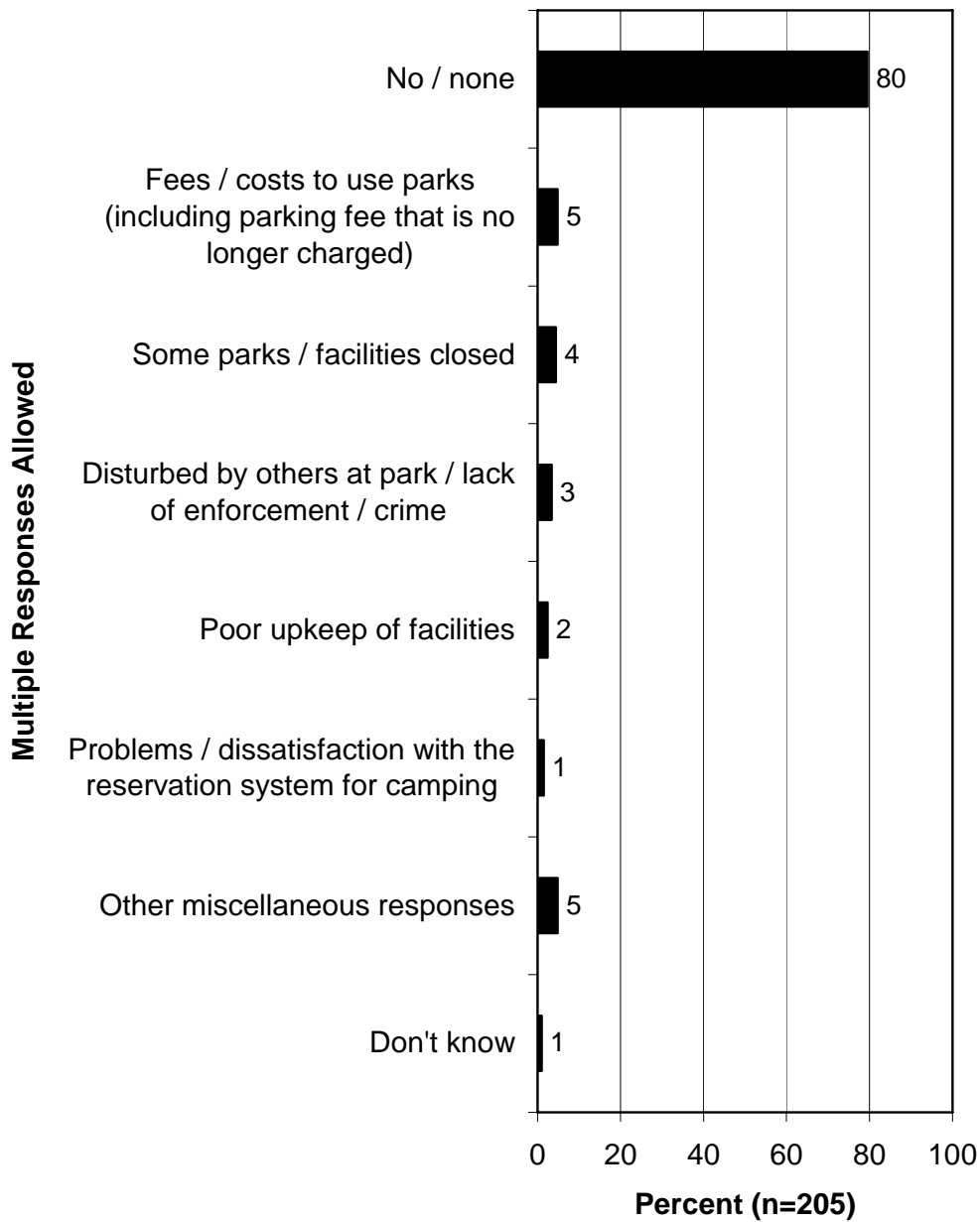
In general, how safe did you feel during your last visit to a Washington state park? (Asked of those who have visited a Washington State park within the past 2 years.)



Q117. Do you agree or disagree that the presence of park rangers improves the quality of your state park visit? (Asked of those who have visited a Washington state park within the past 2 years.)



Q17s. Can you recall any particular incidents that have reflected unfavorably on the Washington State Parks system? (Supplemental survey.)



CONTACT WITH AND OPINIONS ON PARK RANGERS AND IMPORTANCE OF EFFORTS OF PARK RANGERS

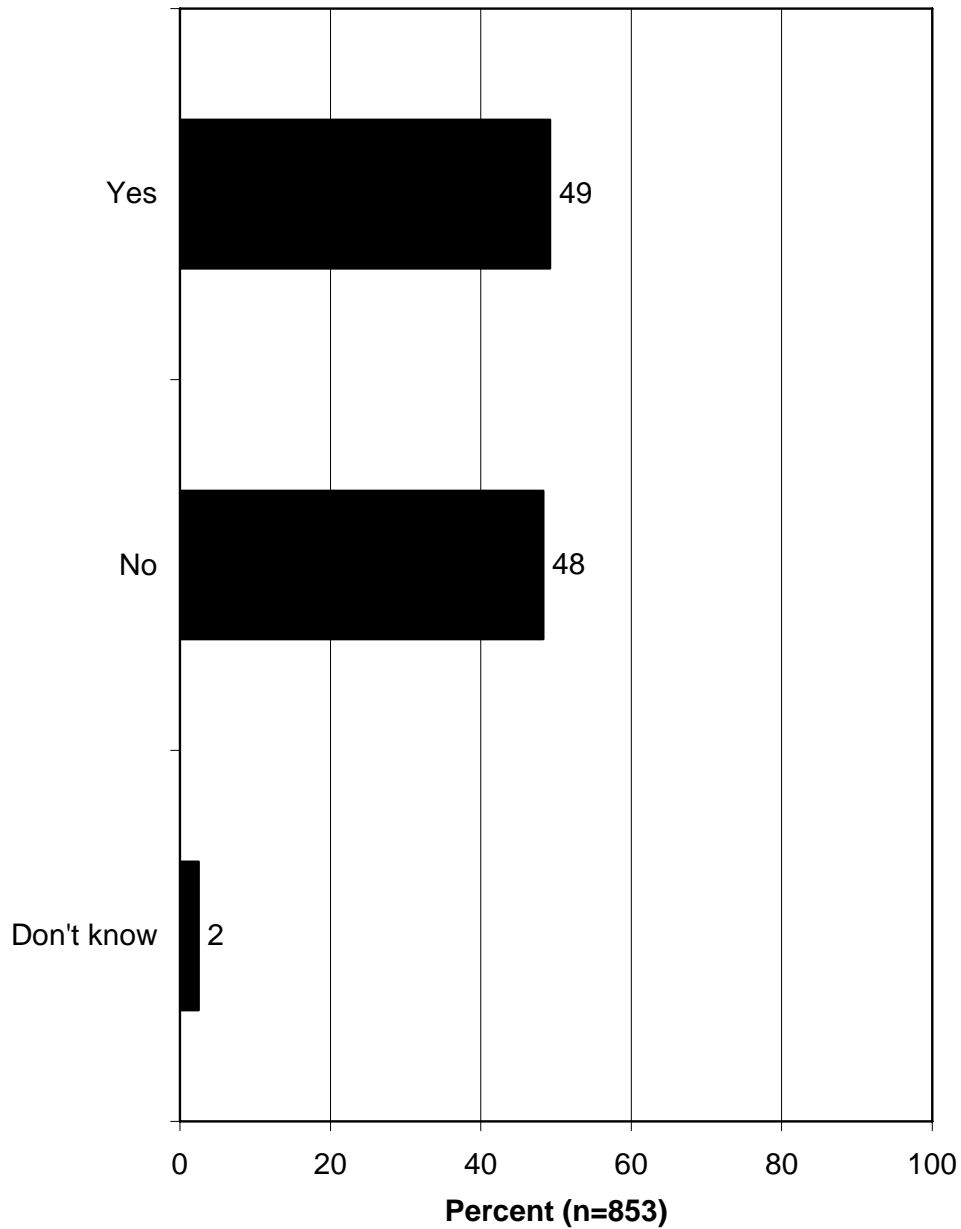
- Just about half of those Washington State residents who visited a state park in the past 2 years (49%) had contact with a park ranger while there.
- Those who had contact with rangers were asked to rate various aspects of park rangers. The rangers received extremely positive ratings: nearly all respondents who had contact agreed that the park rangers they came in contact with were courteous (97% agree), friendly (97%), professional (97%), knowledgeable (96%), and helpful (95%). For all of these questions, most agreement was *strong* agreement (ranging from 81% to 89%).
 - Another question asked those who had ever visited a park (regardless of whether they had had contact with a ranger) about how approachable rangers are: nearly all park visitors (97%) say that they are comfortable approaching a ranger for assistance, with most of them saying *very* comfortable (91%).
 - Studies in other states found results commensurate with those reported above. Indeed, the American public, in general, perceives fish and wildlife officers to be professional, courteous, and knowledgeable. Numerous statewide studies of people who have had contact with an officer illustrate this perception, as shown in the tabulation that follows. In each study, an overwhelming majority of the group surveyed had positive perceptions of fish and wildlife officers.

Perceptions of Fish and Wildlife Officers

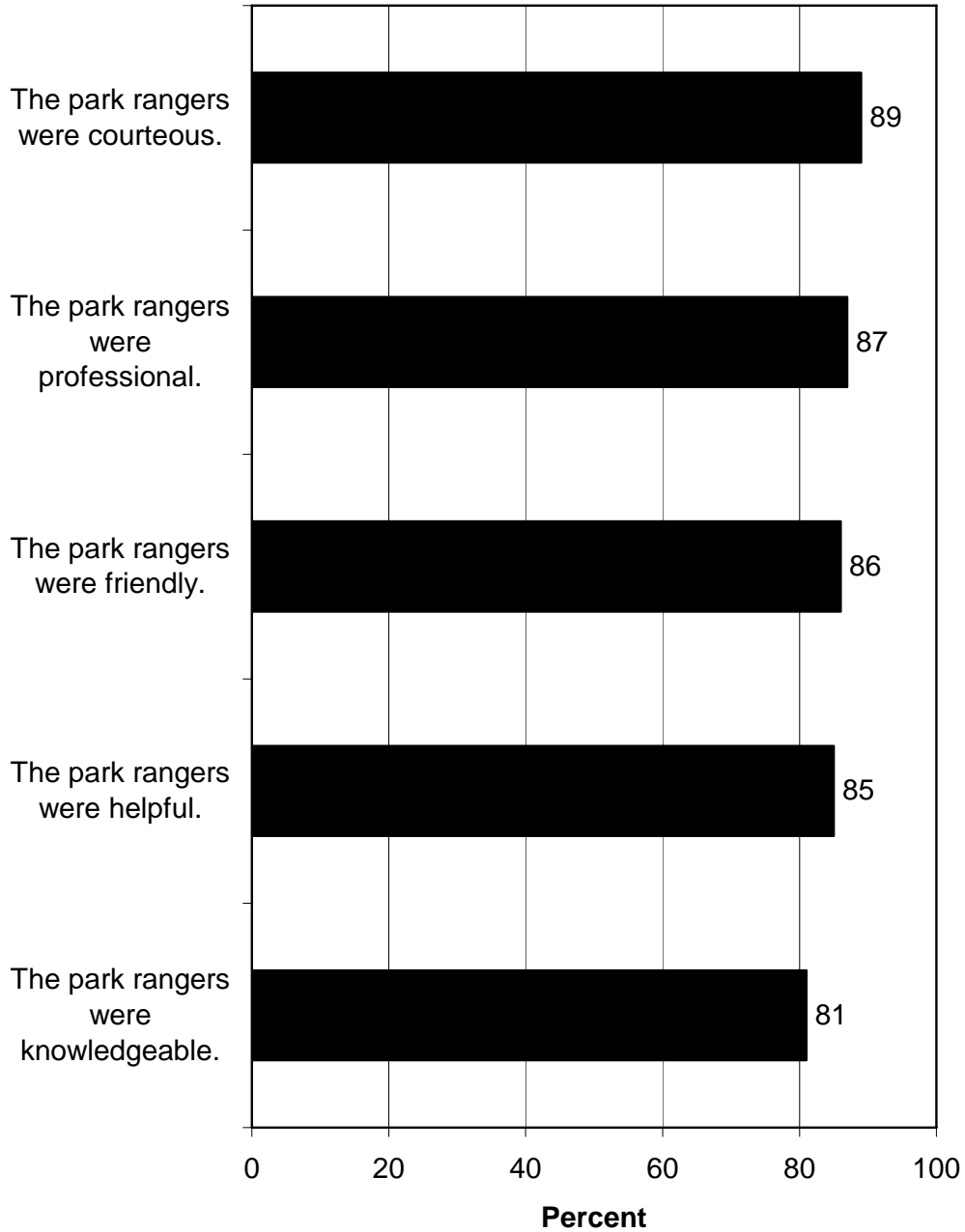
| Percent who agree that fish and wildlife officers are: | Professional | Friendly | Courteous | Friendly and courteous | Knowledgeable |
|--|--------------|----------|-----------|------------------------|---------------|
| Colorado residents (contact in previous 5 years) | 96 | | 96 | | 95 |
| Delaware residents (contact in previous 5 years) | 94 | | | 94 | 91 |
| Georgia residents (contact in previous 2 years) | 95 | | 91 | | 90 |
| Georgia anglers (contact in previous 2 years) | 98 | | 98 | | 95 |
| Idaho residents (contact in previous 5 years) | 92 | 88 | | | |

- The survey asked about residents' perceptions of the importance of various efforts of rangers. Of the five efforts, four are considered *very* important by large majorities: maintenance (87% consider this *very* important for rangers to do), resource protection (85%), law enforcement (78%), and park management (71%). Last on the list, but still with a majority thinking it to be *very* important is interpretation (57%). The graph of the percentages thinking the efforts are *very* or *somewhat* important shows that all efforts are considered important by nearly all respondents.

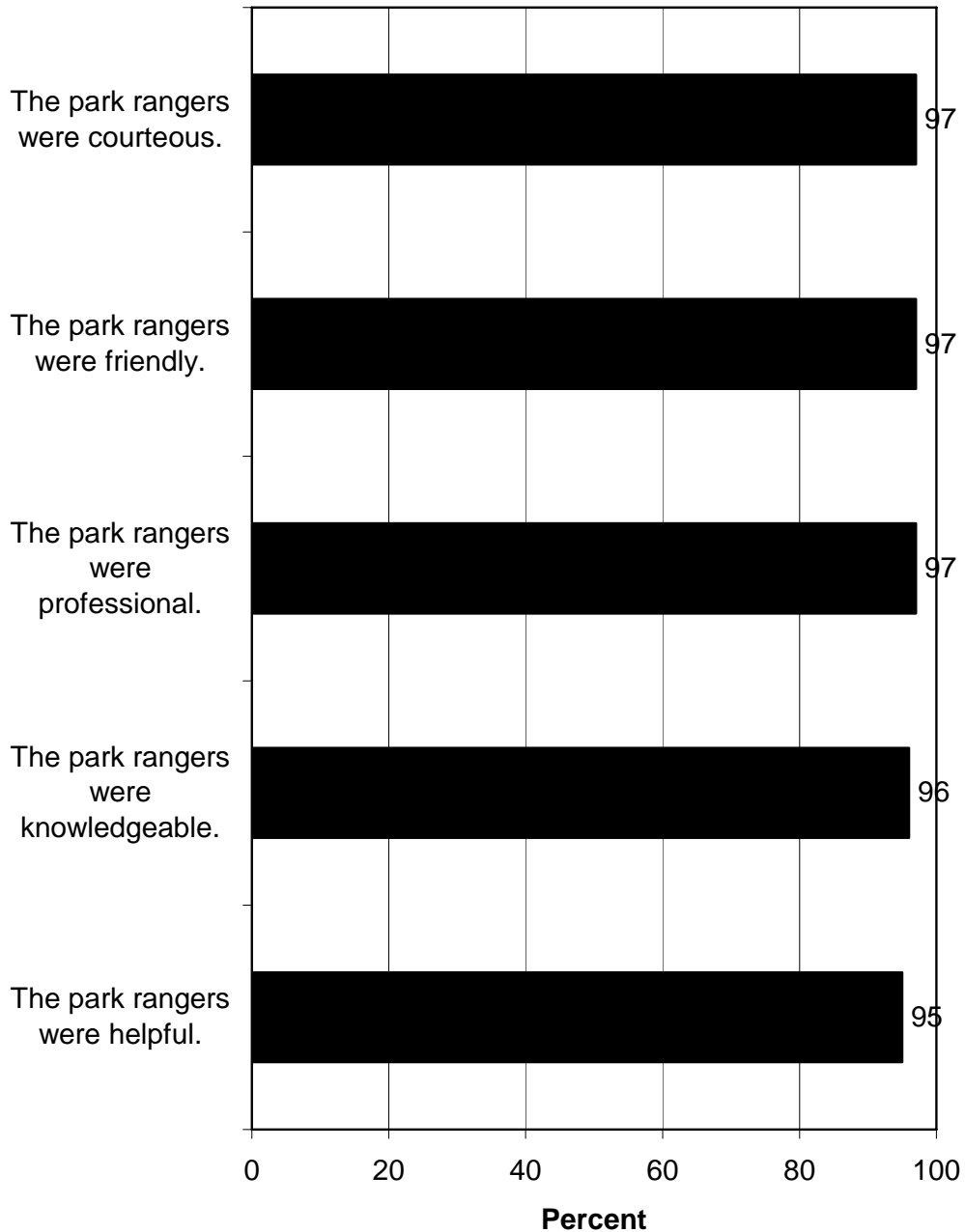
Q118. Within the past 2 years, have you had any personal contact with a park ranger while visiting a state park? (Asked of those who have visited a Washington state park within the past 2 years.)



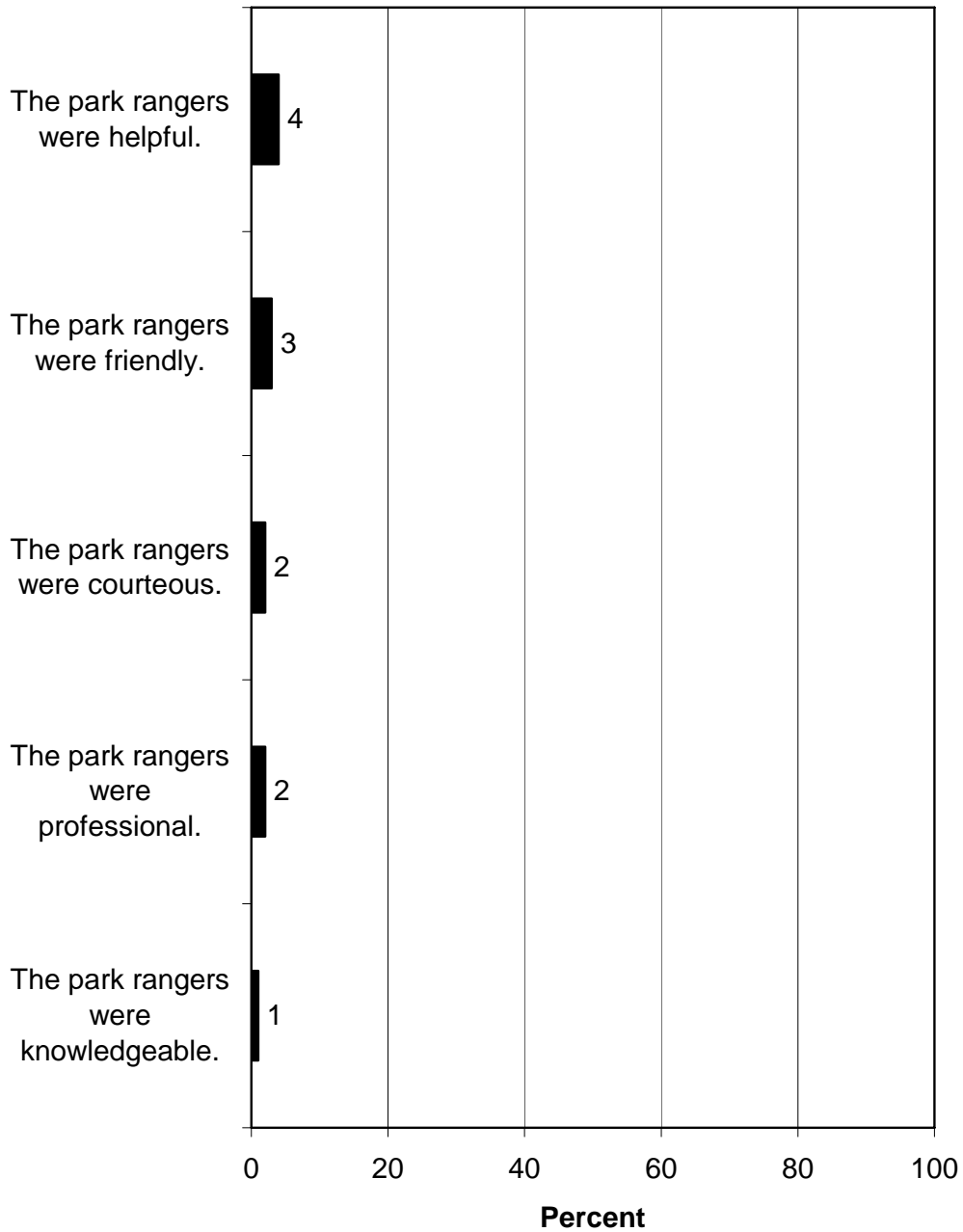
Percent who strongly agree with the following statements about the park rangers he/she came in contact with at a state park.



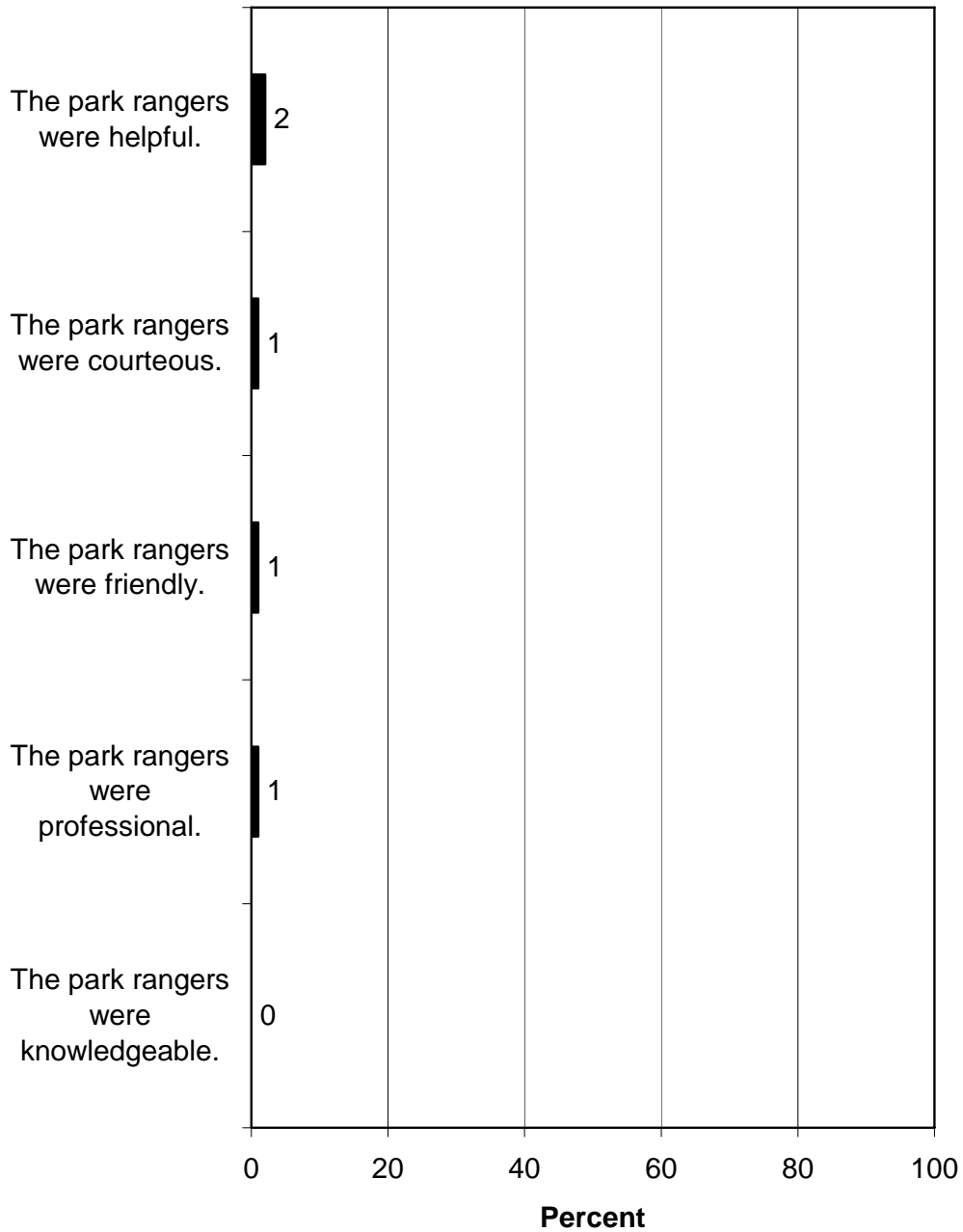
Percent who strongly or somewhat agree with the following statements about the park rangers he/she came in contact with at a state park.



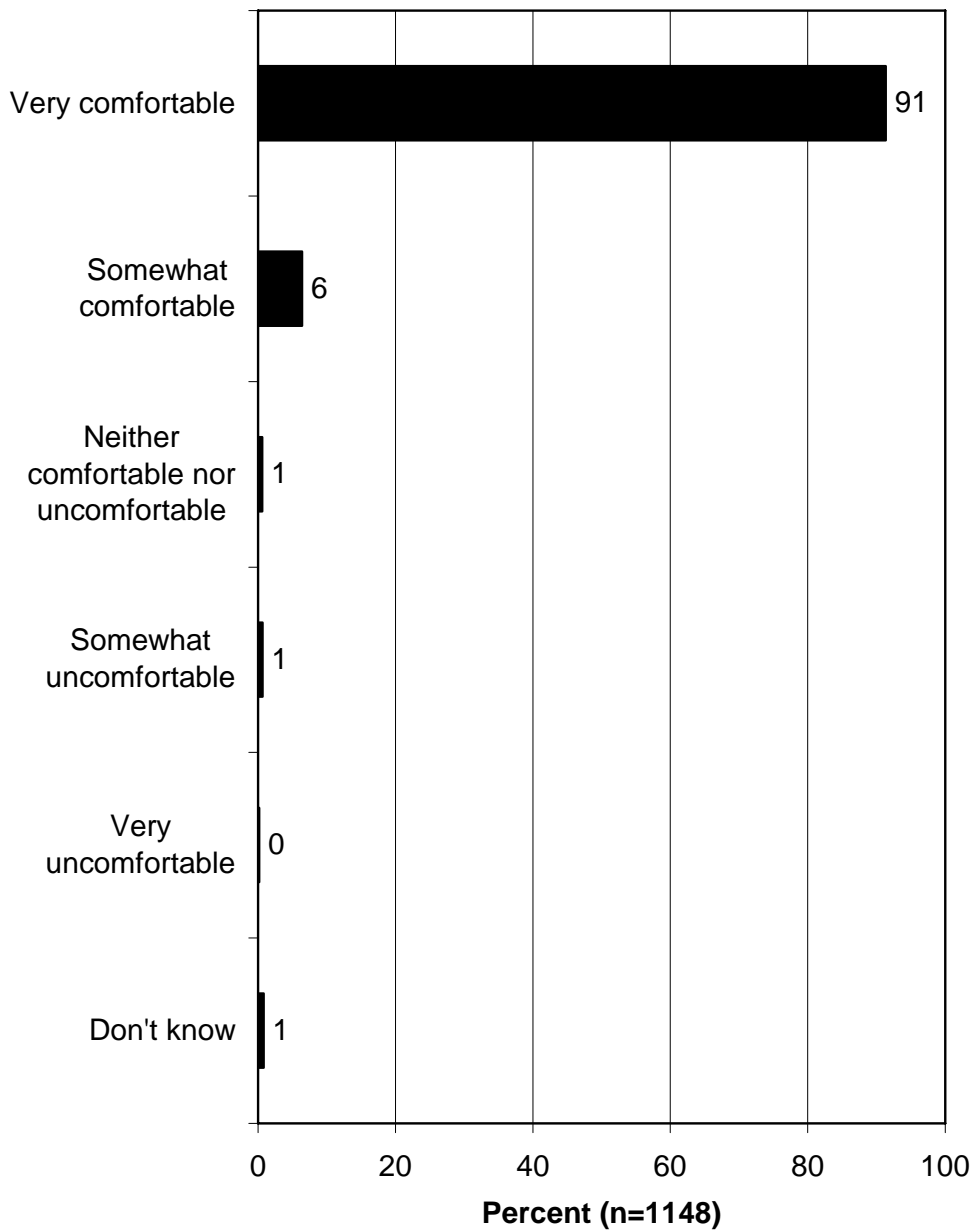
Percent who somewhat or strongly disagree with the following statements about the park rangers he/she came in contact with at a state park.



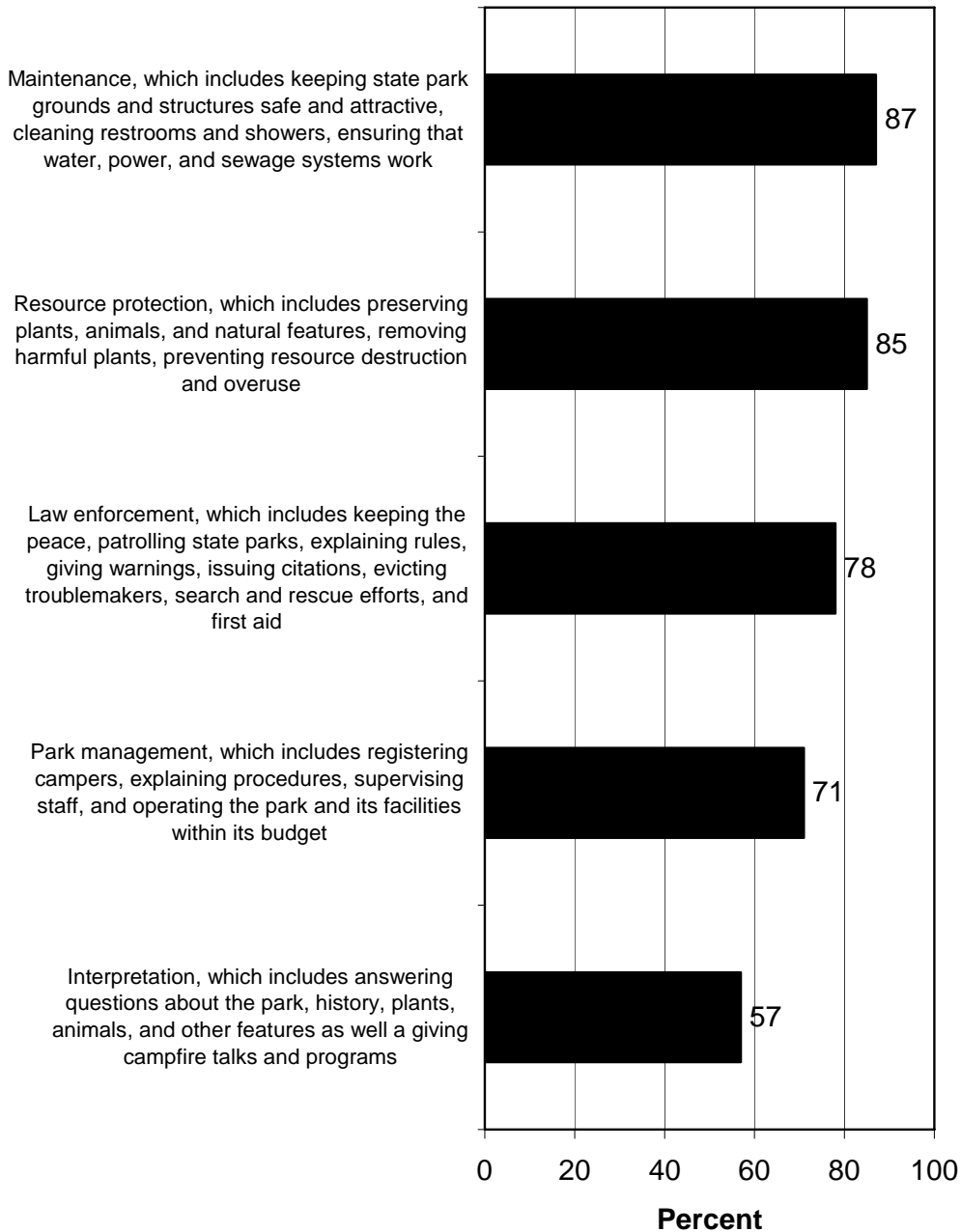
Percent who strongly disagree with the following statements about the park rangers he/she came in contact with at a state park.



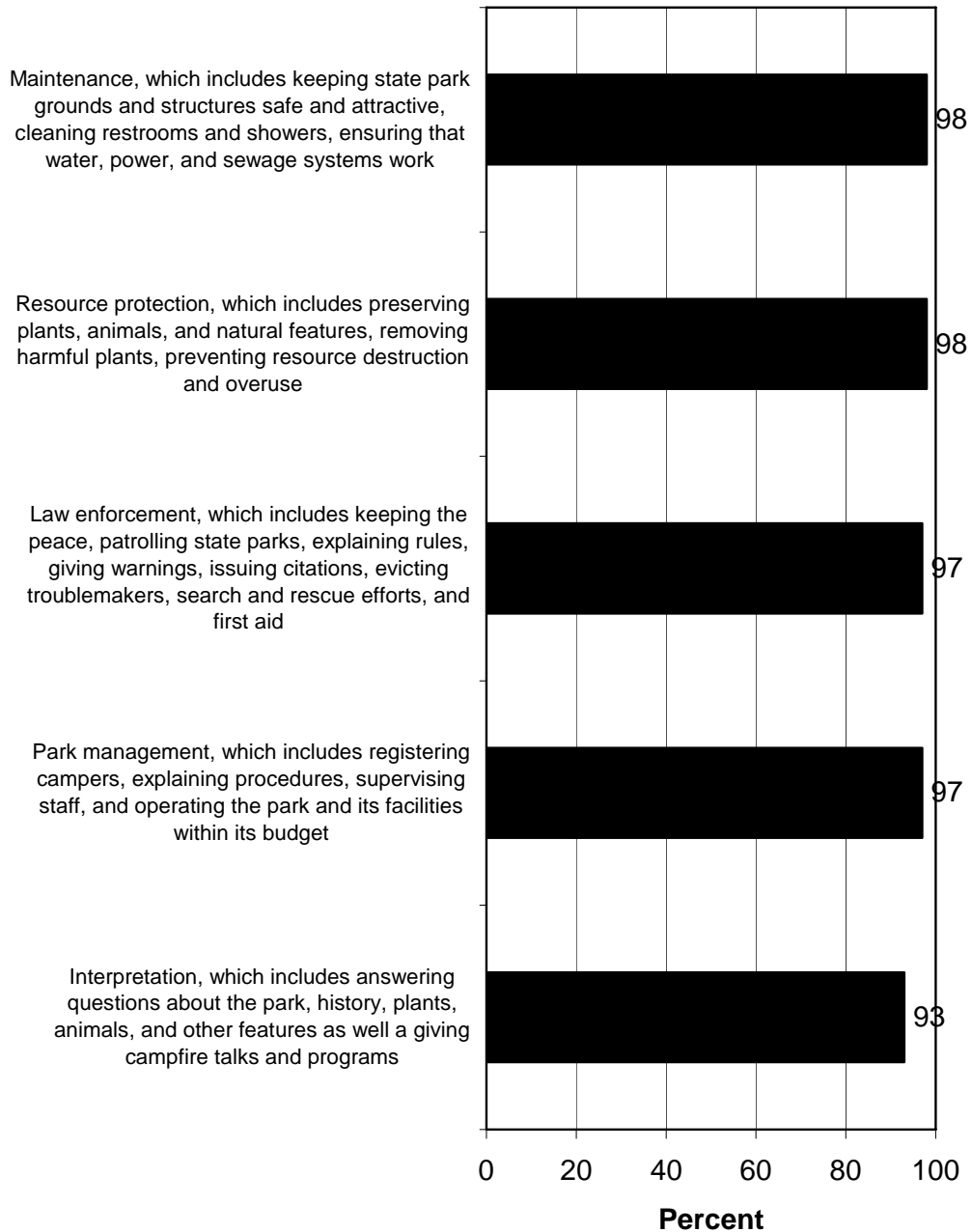
Q125. In general, how comfortable do you feel about approaching a park ranger for assistance in a state park? (Asked of those who have ever visited a Washington state park.)



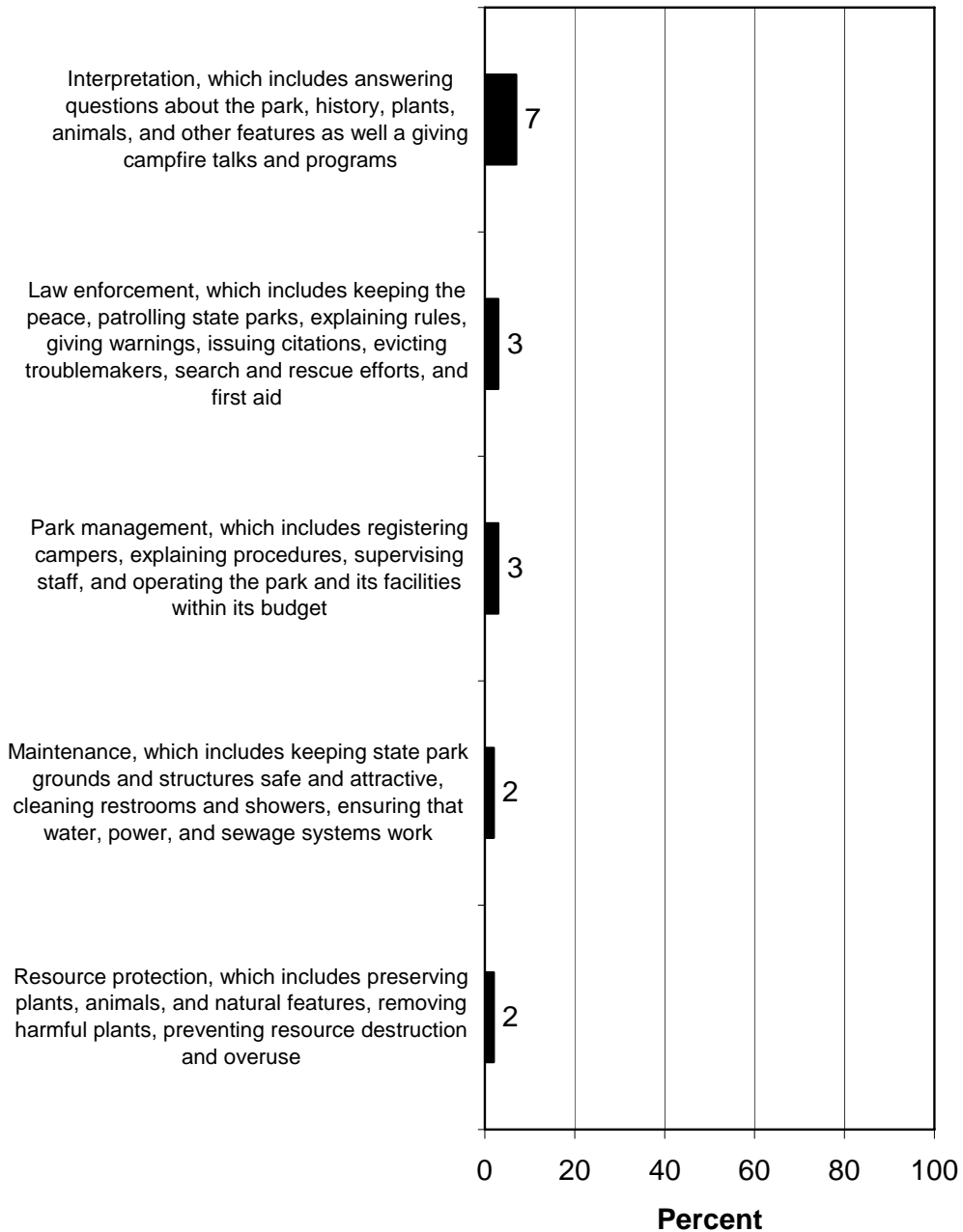
Percent who think the following activities and efforts of Washington state park rangers are very important.



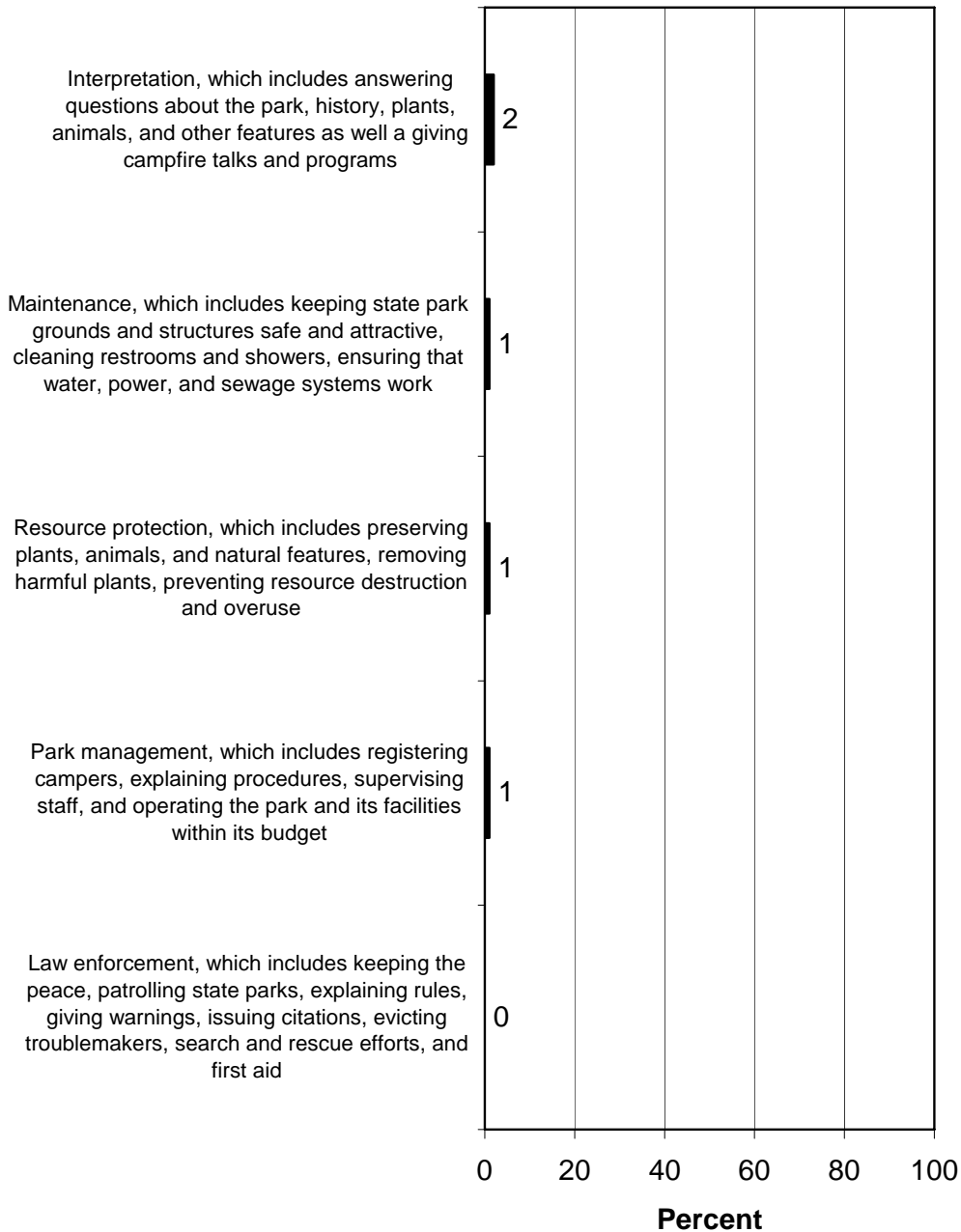
Percent who think the following activities and efforts of Washington state park rangers are very or somewhat important.



Percent who think the following activities and efforts of Washington state park rangers are somewhat or very unimportant.



Percent who think the following activities and efforts of Washington state park rangers are very unimportant.



FUNDING FOR STATE PARKS AND OPINIONS ON PARTNERSHIPS FOR STATE PARKS

- Nearly all residents (95%) agree (79% *strongly* agree) that having a well-funded state park system is important to the quality of life in Washington State.
 - The trends analysis found that agreement is virtually unchanged in 2008 over previous years' surveys.
 - The nonparametric analysis found the following positive correlations to *strongly* agreeing that having a well-funded state park system is important to the quality of life in Washington State:
 - Household is very physically active and he/she was when growing up, has at least a Bachelor's degree.
 - Answered positively regarding participation, knowledge, interest, and enjoyment of state parks (visited a state park in the past 2 years, knows a lot about state parks, is very interested, says enjoys or would enjoy state parks a lot).
 - Is *very* comfortable with various aspects of state parks (being around the nature and wildlife in the parks, activities offered, types of experiences offered, overall costs, being around other visitors at the parks, amount of travel to get to a park).
 - Gave positive grades and ratings of Commission performance (managing the park system, taking care of natural/cultural resources, spending taxpayer money, quality of service, overall satisfaction with state parks, quality of facilities).
 - Thinks it is *very* important that legislature fund new park land purchase and needed repairs at parks, wants state parks to provide more information about parks.
 - Says variety of animals, variety of activities available, and knowing that state park rangers will be on duty at parks increases interest in visiting them.
 - Would support funding plan that includes private/corporate support.
 - Did not indicate *strongly* agreeing (i.e., moderately agreed, disagreed, or gave neutral answer) that the Washington state park system is adequately funded.
- Disagreement (35%) far exceeds agreement (23%) that the Washington state park system is adequately funded; a relatively large percentage do not know (42%). (This graph is shown in the section of this report titled, "Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks.")

- A large majority of Washington State residents (71%) feel comfortable with the cost of visiting a state park. Note that this is despite the fact that some respondents, as the survey determined, did not know that the state parks system no longer charges a parking fee.
 - The nonparametric analysis found the following positive correlations to *not* feeling very comfortable with the cost of visiting a state park:
 - Level of education is less than a Bachelor's degree, is female, total household income is less than \$80,000.
 - Answered negatively regarding participation, knowledge, interest, and enjoyment of state parks (did *not* visit a state park in the past 2 years, does *not* know a lot about state parks, is *not* very interested, does *not* say enjoys or would enjoy state parks a lot).
 - Did *not* express being *very* comfortable with all the rest of the various aspects of state parks asked about in the survey (amount of travel to get to a park, activities offered, being around other visitors at the parks, types of experiences offered, being around the nature and wildlife in the parks).
 - Gave negative grades (i.e., not an A+, A, or A-) and ratings of Commission performance (quality of service, overall satisfaction with state parks, quality of facilities, managing the park system, spending taxpayer money, taking care of natural/cultural resources).
 - Does *not* Think it is *very* important that legislature fund new park land purchase and needed repairs at parks.
 - Says variety of animals and activities available at parks does *not* increase interest in visiting them.

- The results are quite positive on whether state parks spends taxpayer money wisely: agreement (50%) far exceeds disagreement (10%) that the Washington state park system spends taxpayer money wisely. The remainder do not know. (This graph is shown in the section of this report titled, "Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks.")

- Two questions asked about the importance of having the legislature set aside funds for needed repairs at existing parks and for buying land for parks; the former is deemed slightly more important. An overwhelming majority think setting aside funds for needed repairs is important (97%, with 81% saying *very* important). Nonetheless, a large majority think

setting aside funds for buying new park land when land becomes available is important (86%, with 52% saying *very* important).

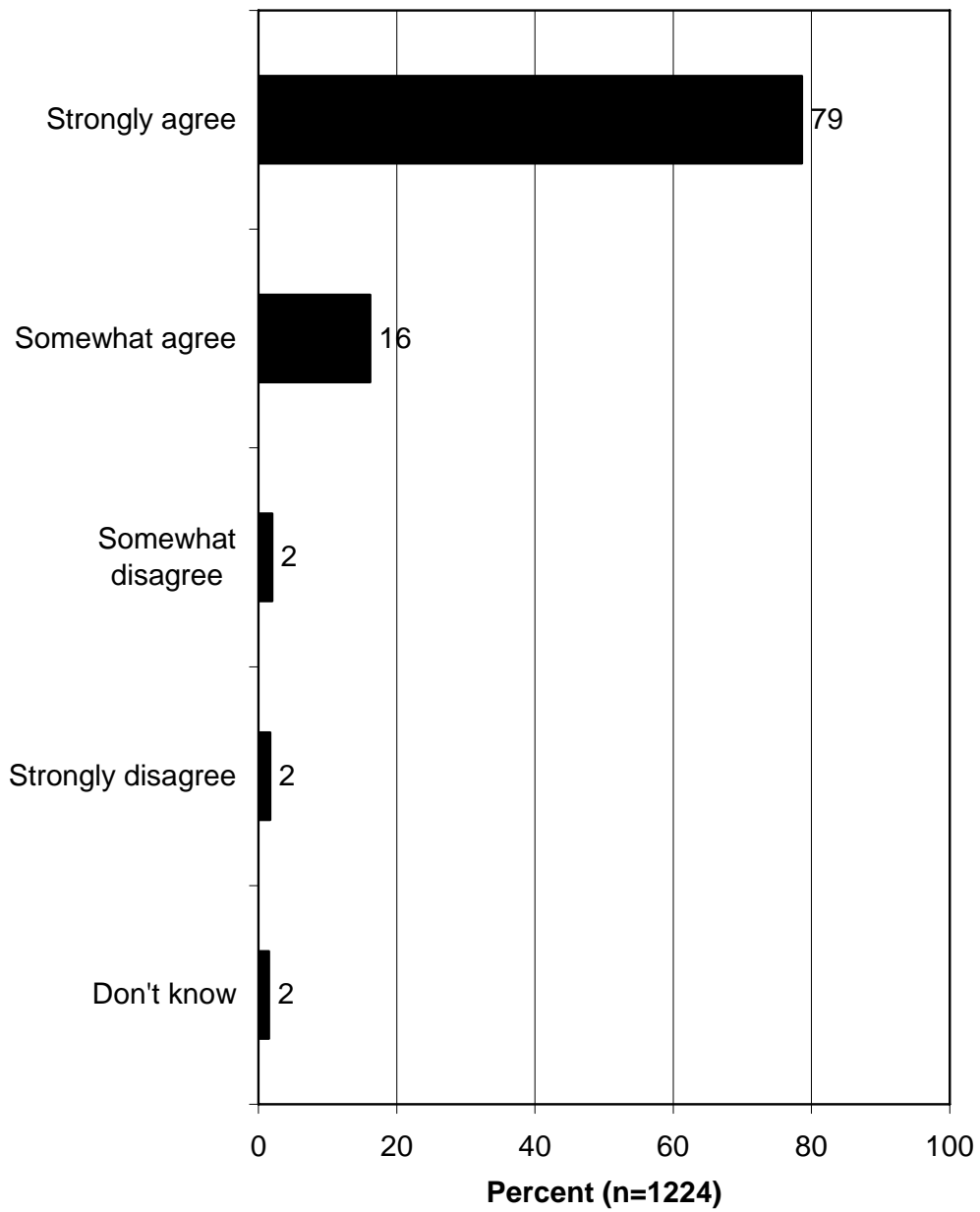
- The trends analysis found similar results in 2008 compared to previous years.
- Support (76%) far exceeds opposition (11%) to having a state park system plan that includes private or corporate financial support.
- In a follow-up question, most residents say that their view of a business would be more favorable (65%) if it sponsored a state park. Meanwhile, 30% say that their view would not change at all, that their view would depend on other factors, or that they do not know how their view would be. Only 4% say their view would be less favorable.
 - The trends analysis found that the acceptability of including private or corporate financial support in the parks system increased in 2008 over the first time this question was asked in 2000. Furthermore, the percentage saying their view of the business would be more favorable is just slightly greater in 2008 compared to 2006.
 - The nonparametric analysis found the following positive correlations to supporting a state park system plan that includes private or corporate financial support:
 - Has children living in household, total household income is \$80,000 or higher, is younger than 45 years of age, has been a Washington resident the median or fewer number of years, household is very physically active, considers place of residence to be a large city/urban area or suburban area, has at least a Bachelor's degree.
 - Answered positively regarding participation, interest, and enjoyment of state parks (visited a state park in the past 2 years, is very interested, says enjoys or would enjoy state parks a lot).
 - Is *very* comfortable with two aspects of state parks (types of experiences offered and the activities offered).
 - Gave positive grades and ratings of Commission performance (managing the park system, taking care of natural/cultural resources, quality of facilities, overall satisfaction with state parks, quality of service).
 - Thinks it is *very* important that legislature fund new park land purchase and needed repairs at parks, wants parks closer to home, wants state parks to provide more information about parks, wants state parks to provide more restroom facilities.
 - Says variety of animals and activities available at parks increases interest in visiting them.

- The nonparametric analysis found the following positive correlations to *not* indicating support for a state park system plan that includes private or corporate financial support (i.e., gave neutral answer or opposes):
 - Does *not* have children living in household, is 65 years old or older, household is *not* very physically active, has been Washington resident more than the median number of years.
 - Answered negatively regarding participation, interest, and enjoyment of state parks (did *not* visit a state park in the past 2 years, is *not* very interested, does *not* say enjoys or would enjoy state parks a lot).
 - Did *not* express being *very* comfortable with two aspects of state parks (types of experiences offered and activities offered).
 - Gave negative grades (i.e., not an A+, A, or A-) and ratings of Commission performance (managing the park system, taking care of natural/cultural resources, quality of facilities, overall satisfaction with state parks, quality of service).
 - Does *not* Think it is *very* important that legislature fund new park land purchase and needed repairs at parks.
 - Says variety of animals and activities available at parks does *not* increase interest in visiting them.

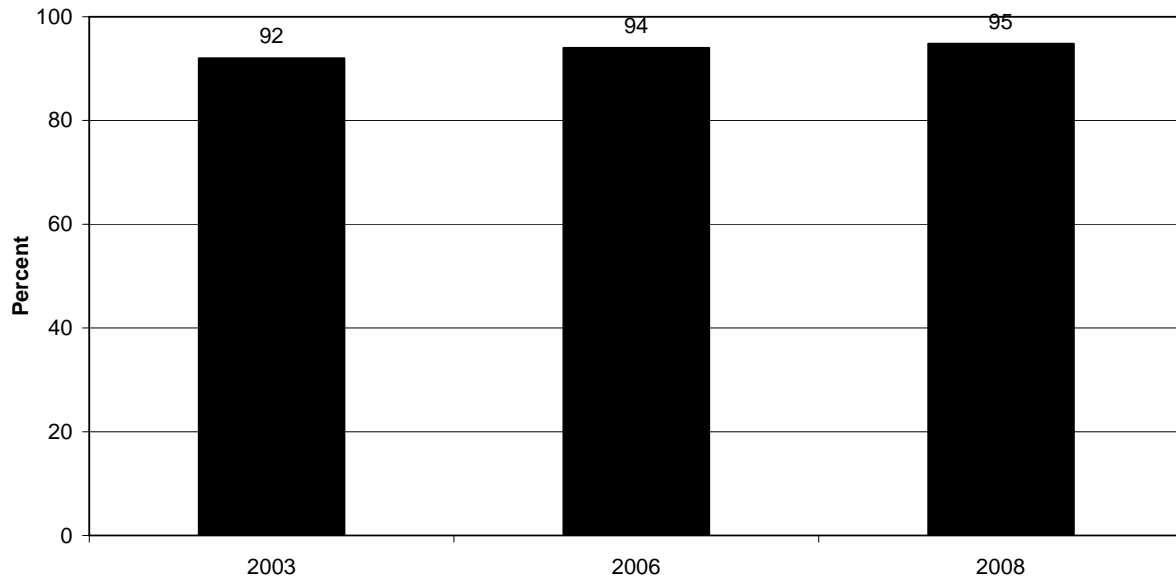
- Most Washington State residents (71%) were unaware prior to the survey that state park special design license plates are available; otherwise, 27% were aware.
 - While 19% of Washington State residents have seen one of the state park special design license plates, less than 1% of state residents have (or someone in their household has) a state park special design license plate.
 - Interest in the license plates is moderate (among those who do not currently have one or whose household does not have one): 40% say that they are very or somewhat interested in the plates, but most of them are *somewhat* interested (34%) rather than *very* interested (6%).
 - Another follow-up question found that 10% of state residents have (or someone in their household has) some other type of special design license plate.

- Awareness was low, prior to the survey, that motorists could make a donation to state parks when renewing their license plate tabs: only 12% were aware, while 85% were not at all aware. In a follow-up question, only 3% of state residents have made such a donation.
 - Interest in making such a donation is positive, with 19% being *very* interested, and 48% being *somewhat* interested (a sum of 67% expressing interest).

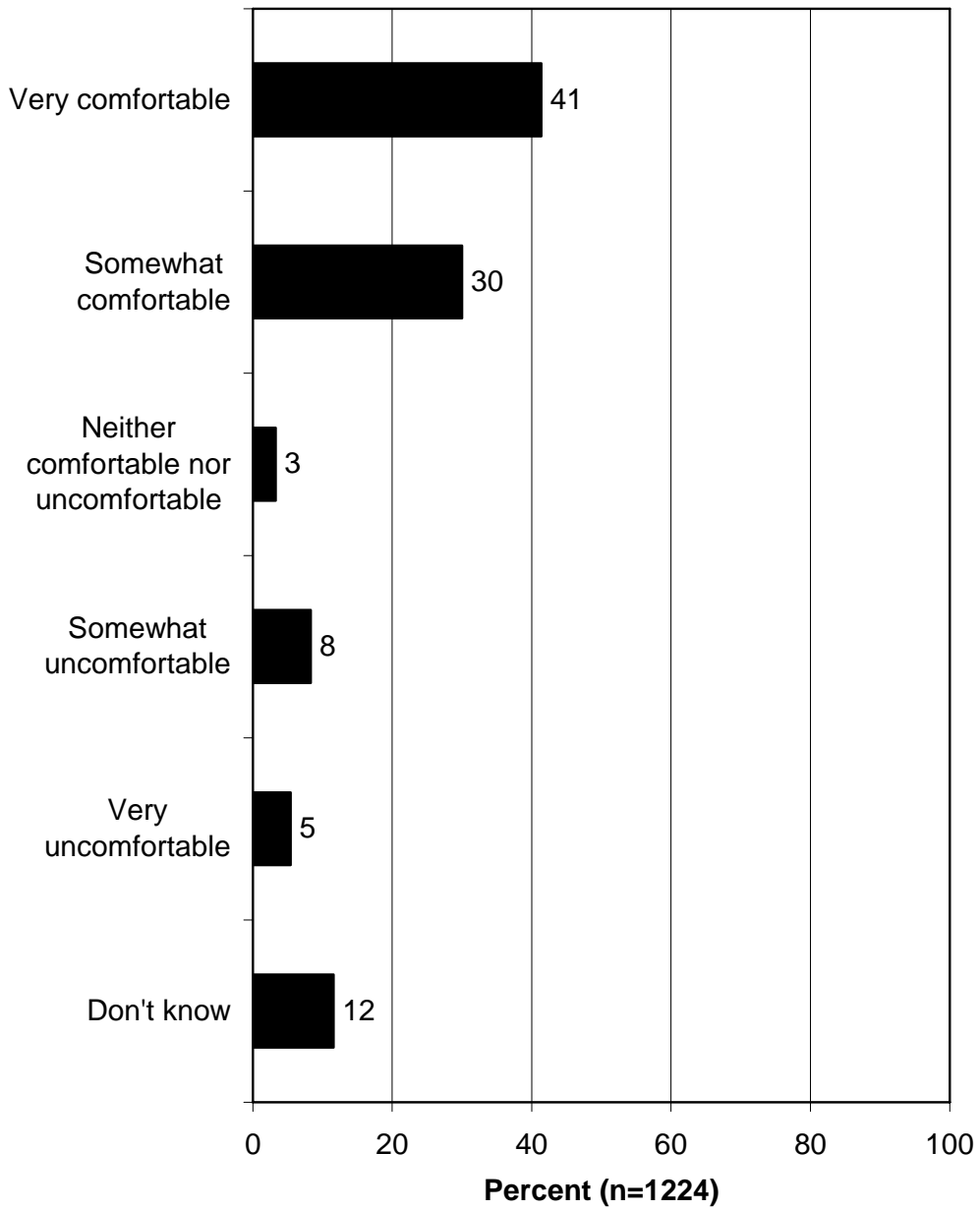
Q164. Do you agree or disagree that having a well-funded state park system is important to the quality of life in Washington State?



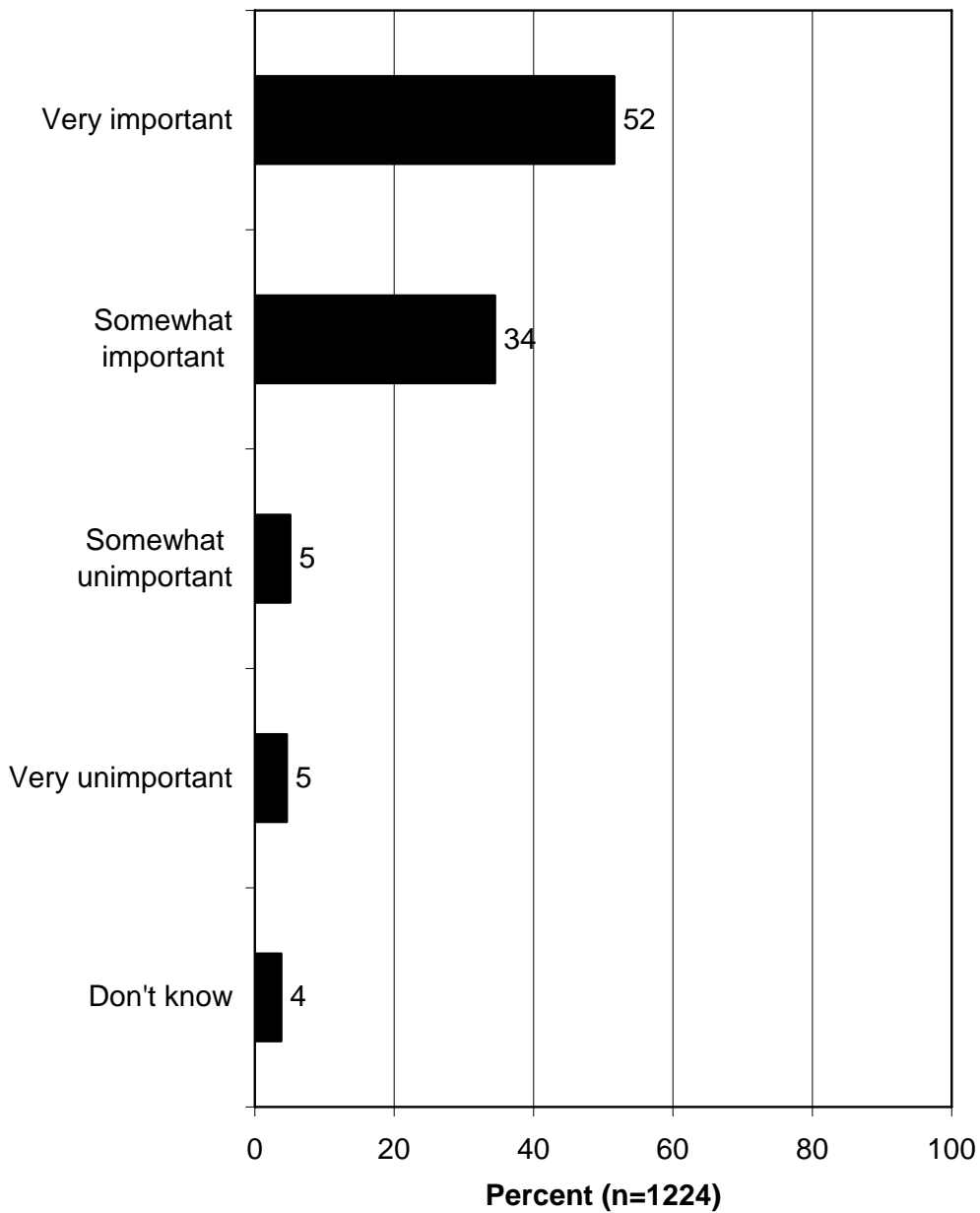
A well-funded state park system is important to the quality of life in Washington State.



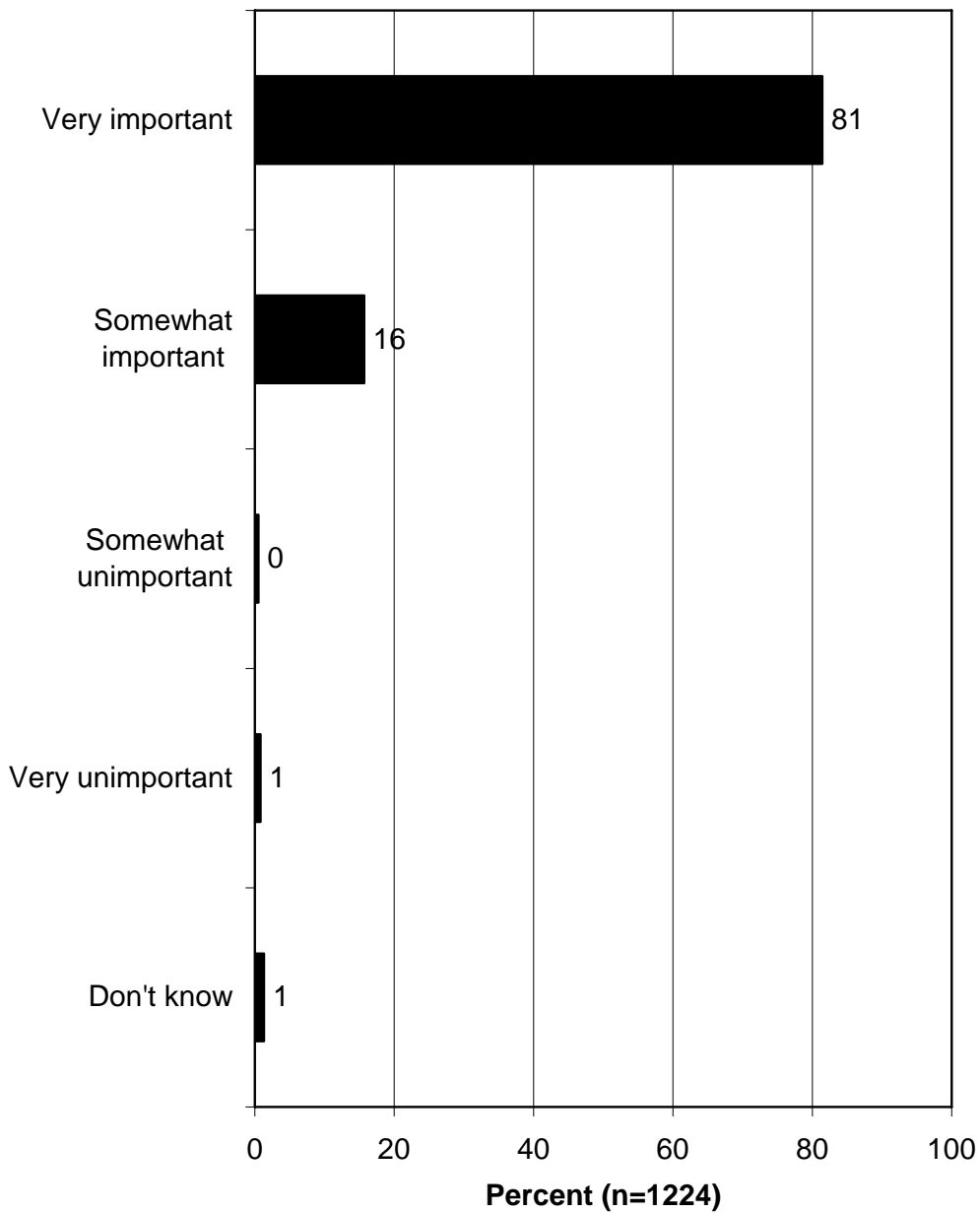
Q96. How comfortable do you feel with the overall cost of visiting a state park?



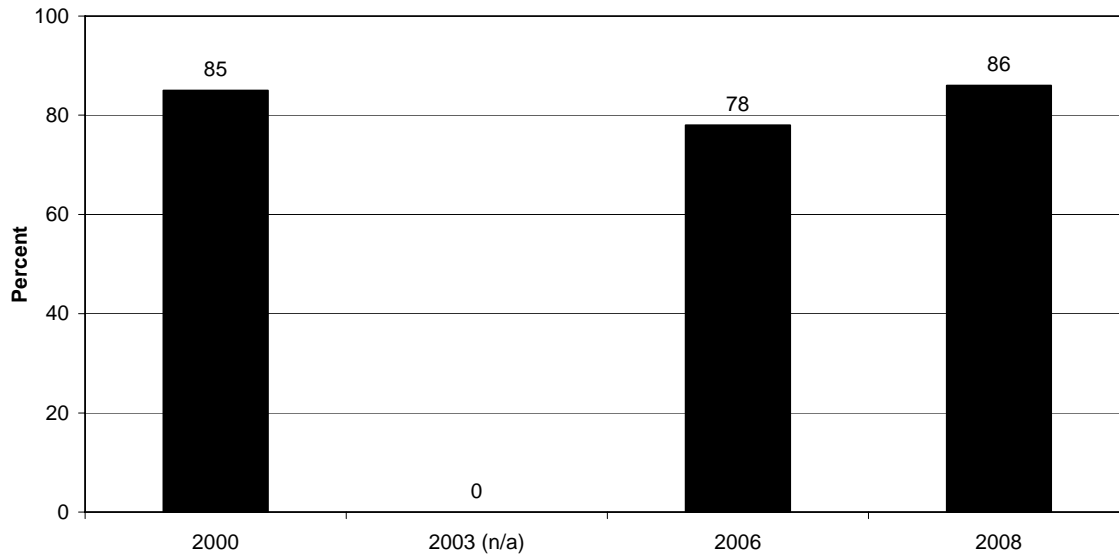
Q166. In your opinion, how important is it that the state legislature set aside funds for buying new land for parks when it becomes available?



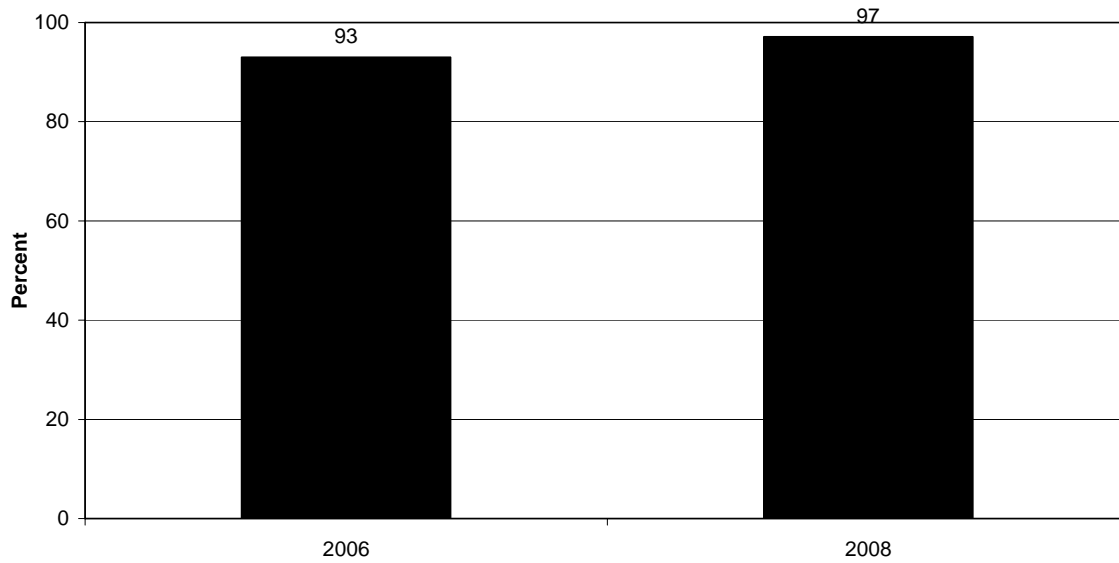
Q167. In your opinion, how important is it that the state legislature set aside funds for needed repairs at existing parks?



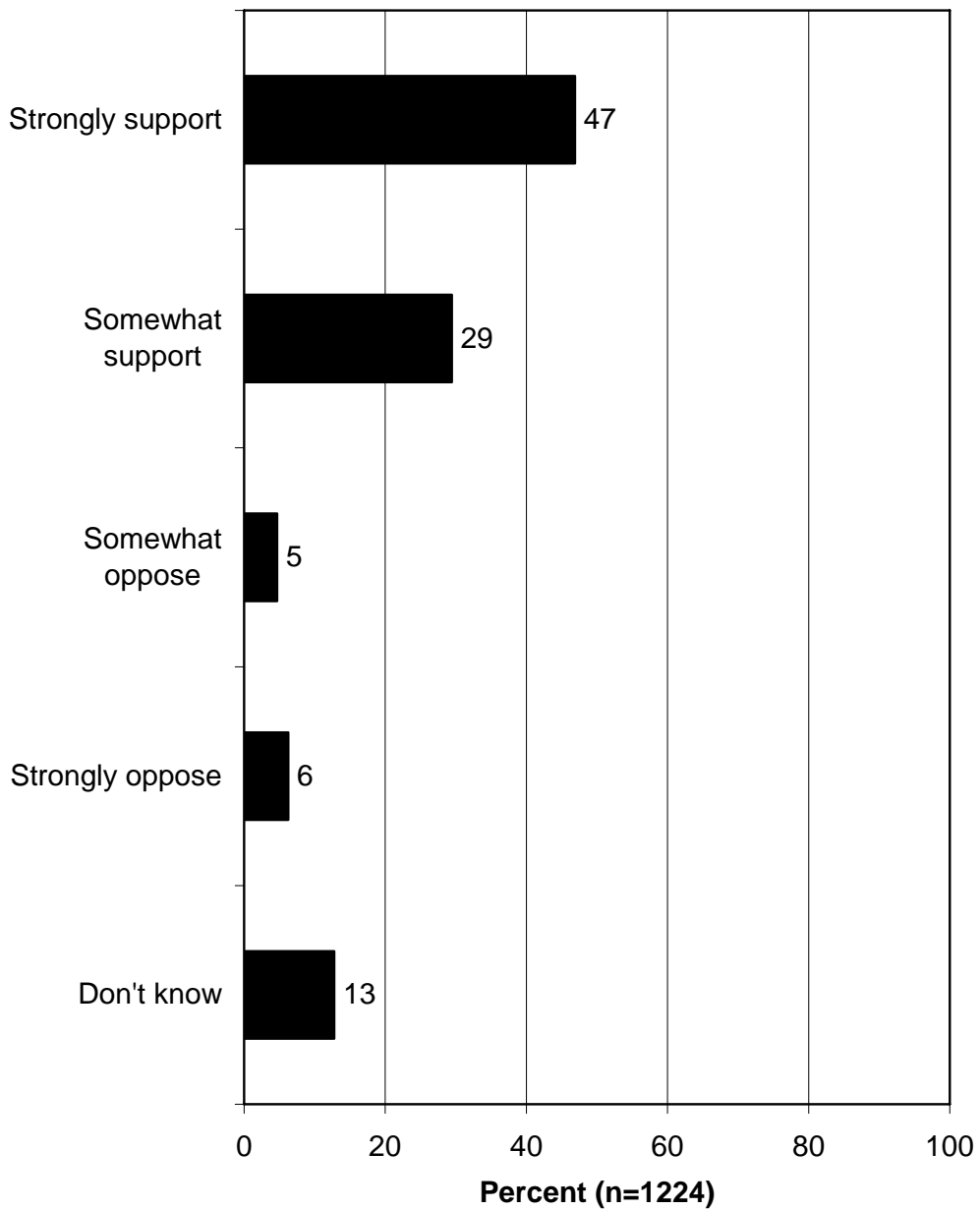
The state legislature should set aside funds for buying new land for parks when it becomes available.



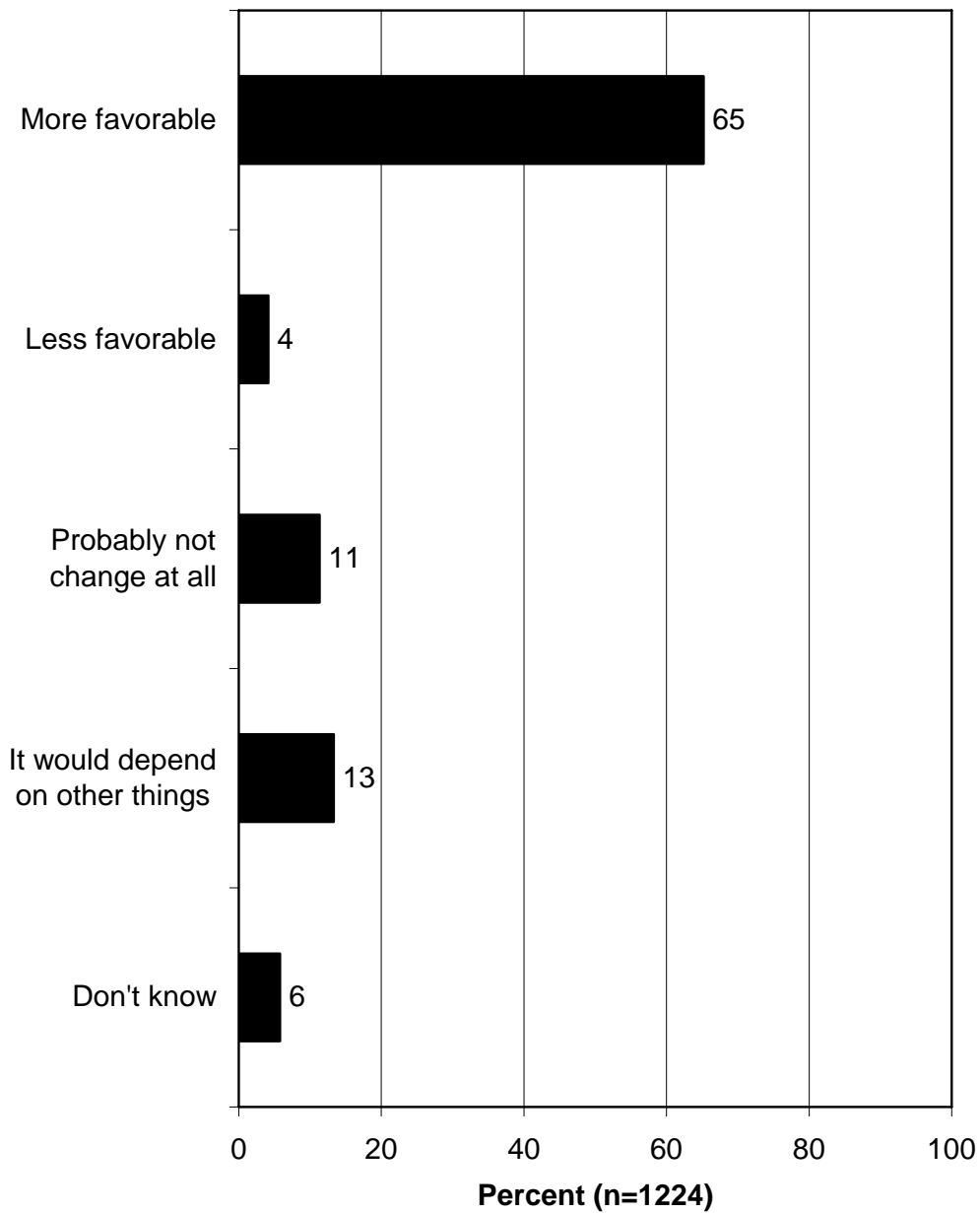
The state legislature should set aside funds for needed repairs at existing parks.



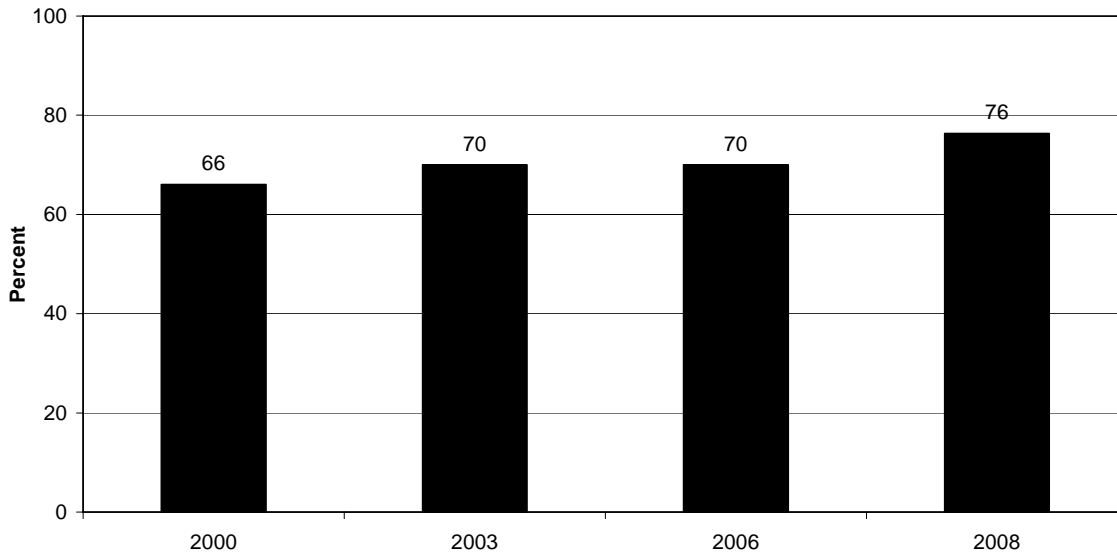
Q168. Would you support or oppose a state park system funding plan that includes private or corporate financial support?



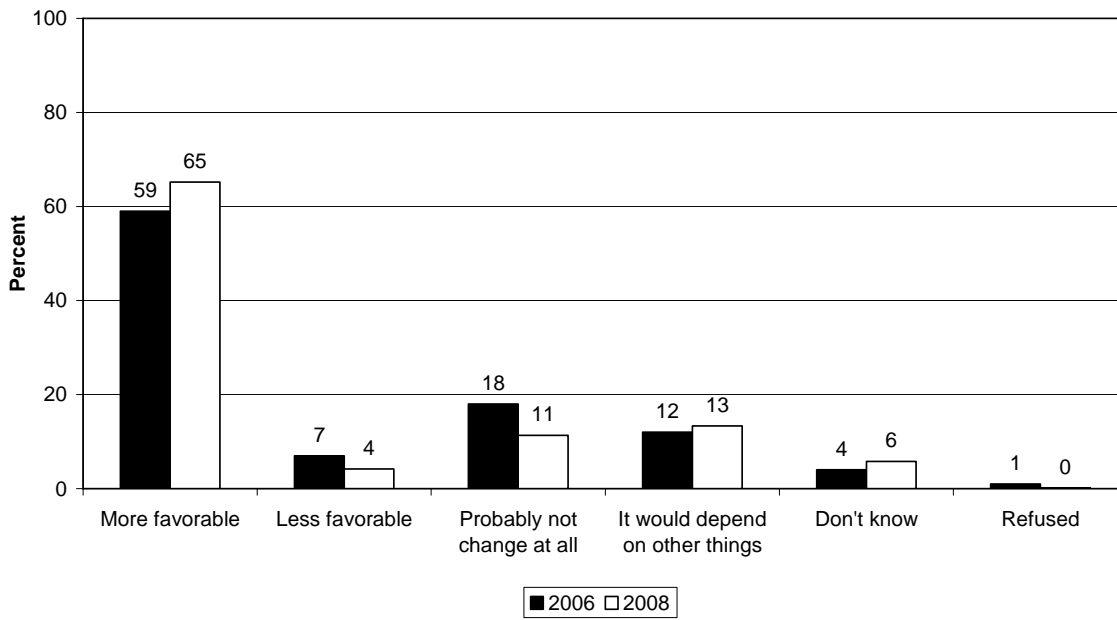
Q169. If a business sponsored a Washington state park, would your view of that business become more favorable or less favorable?



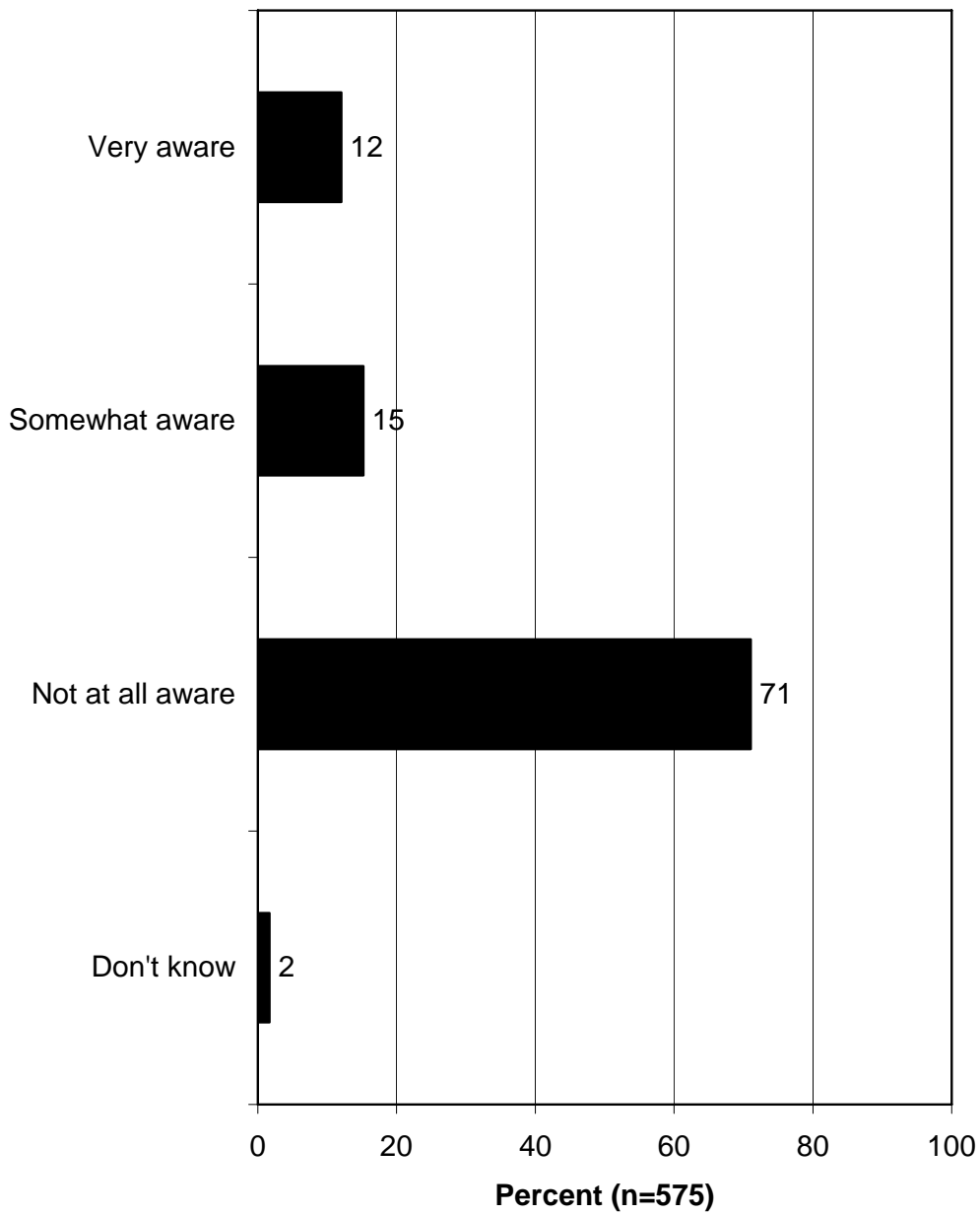
A state park system funding plan that includes private or corporate financial support is a good idea.



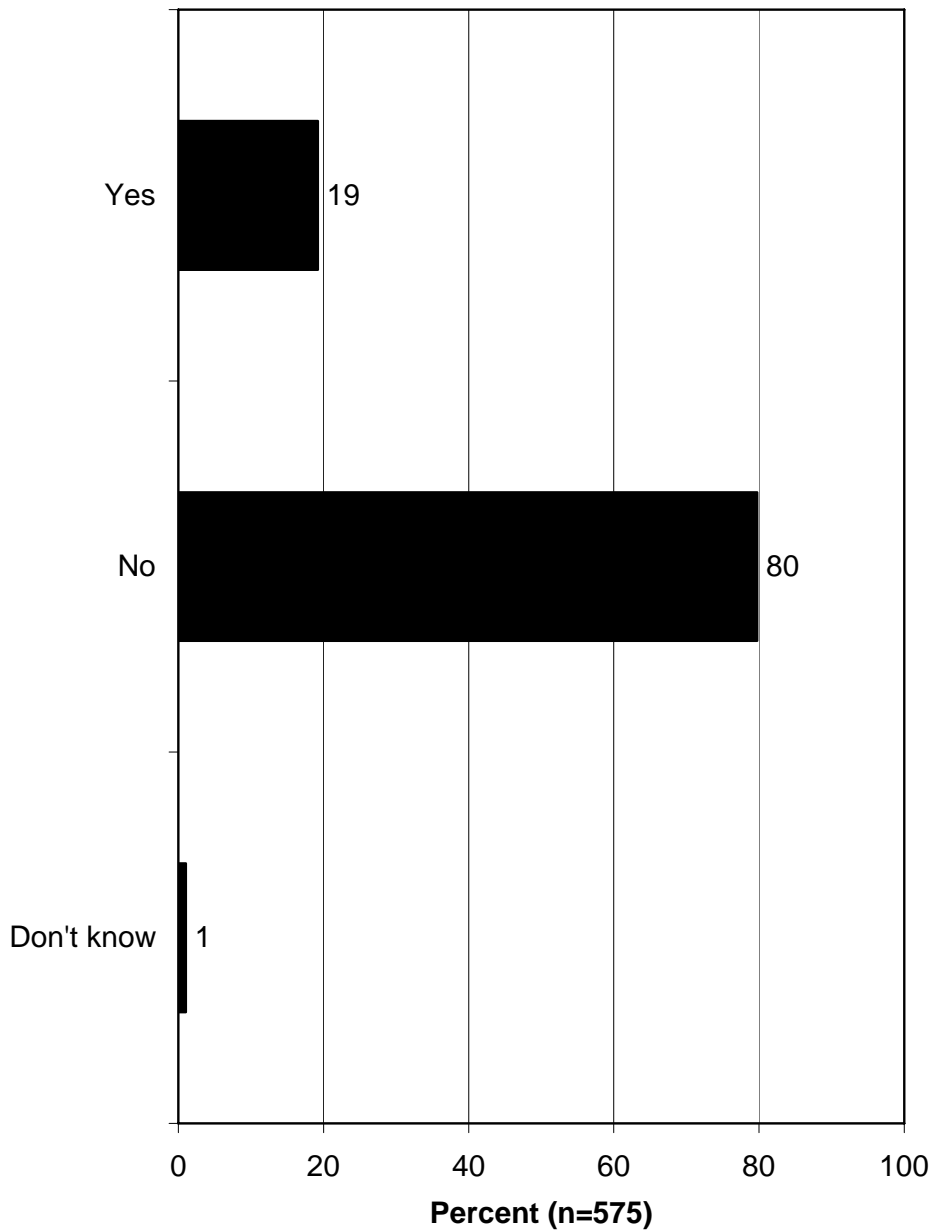
If a business sponsored a Washington state park, would your view of that business become more favorable or less favorable?



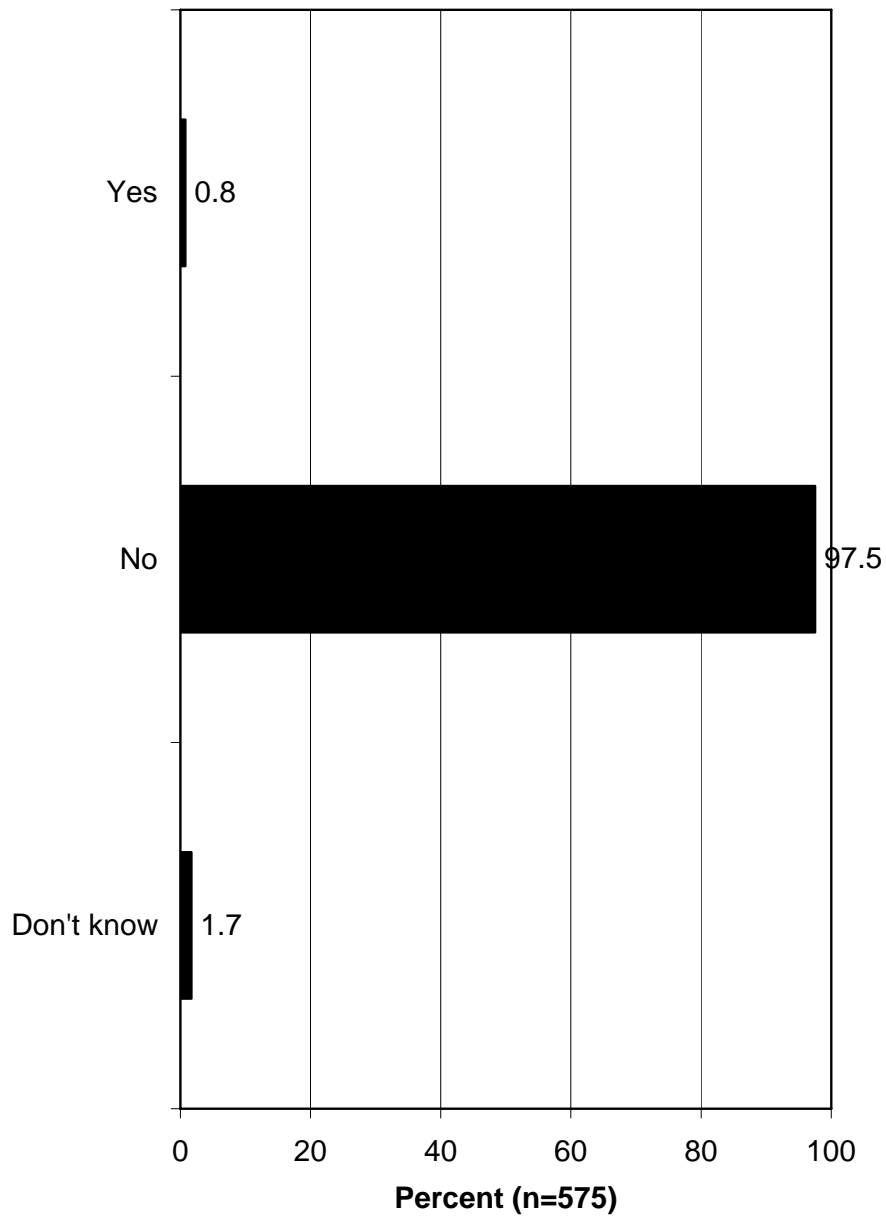
Q173. Prior to this survey, how aware were you that the state park special design license plates were available?



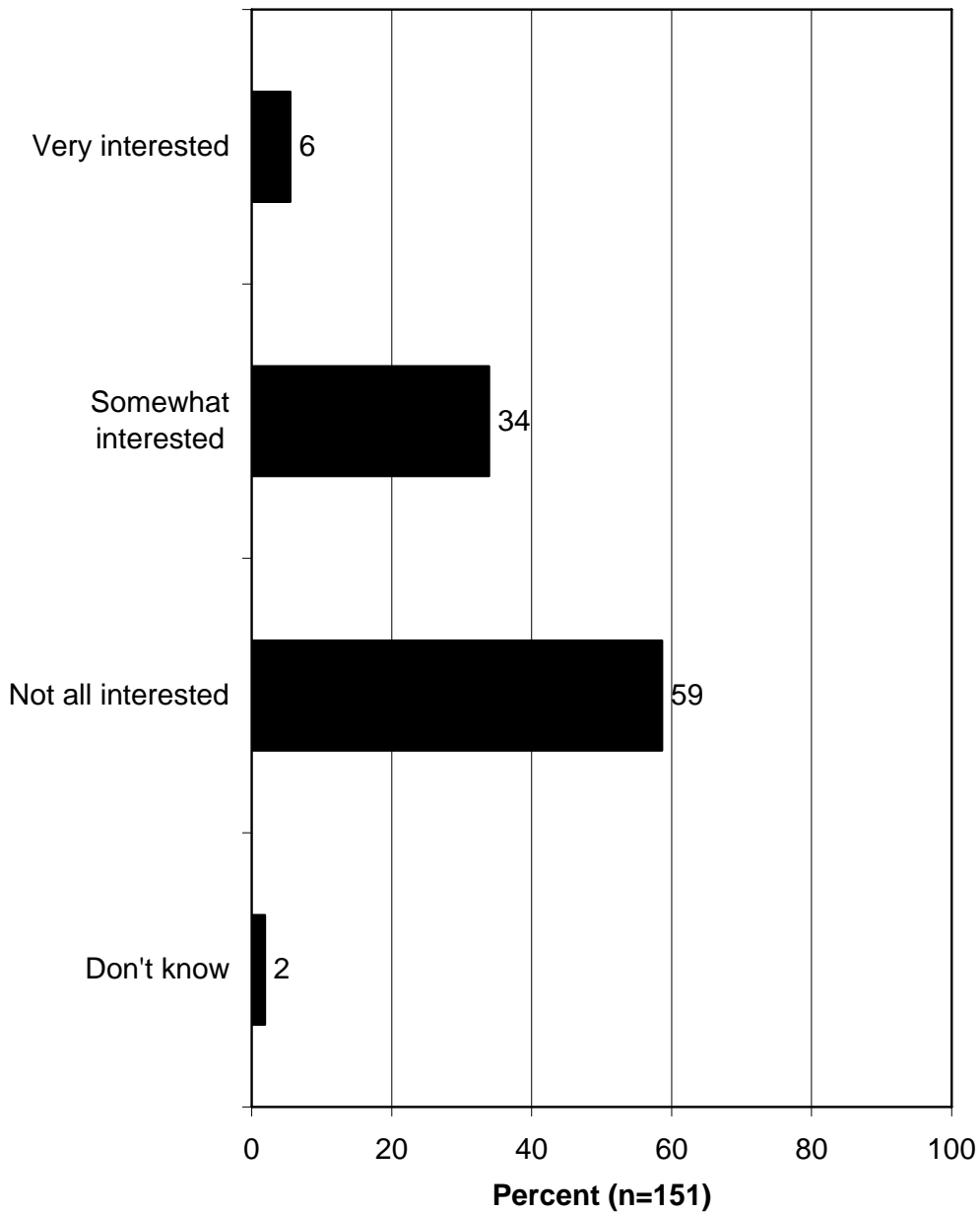
Q175. Have you seen the state park special design license plate on a vehicle other than one that belongs to you or someone in your household? (Among all respondents; those who answered "not at all aware" or "dont' know" to Q173 are coded as "No" here.)



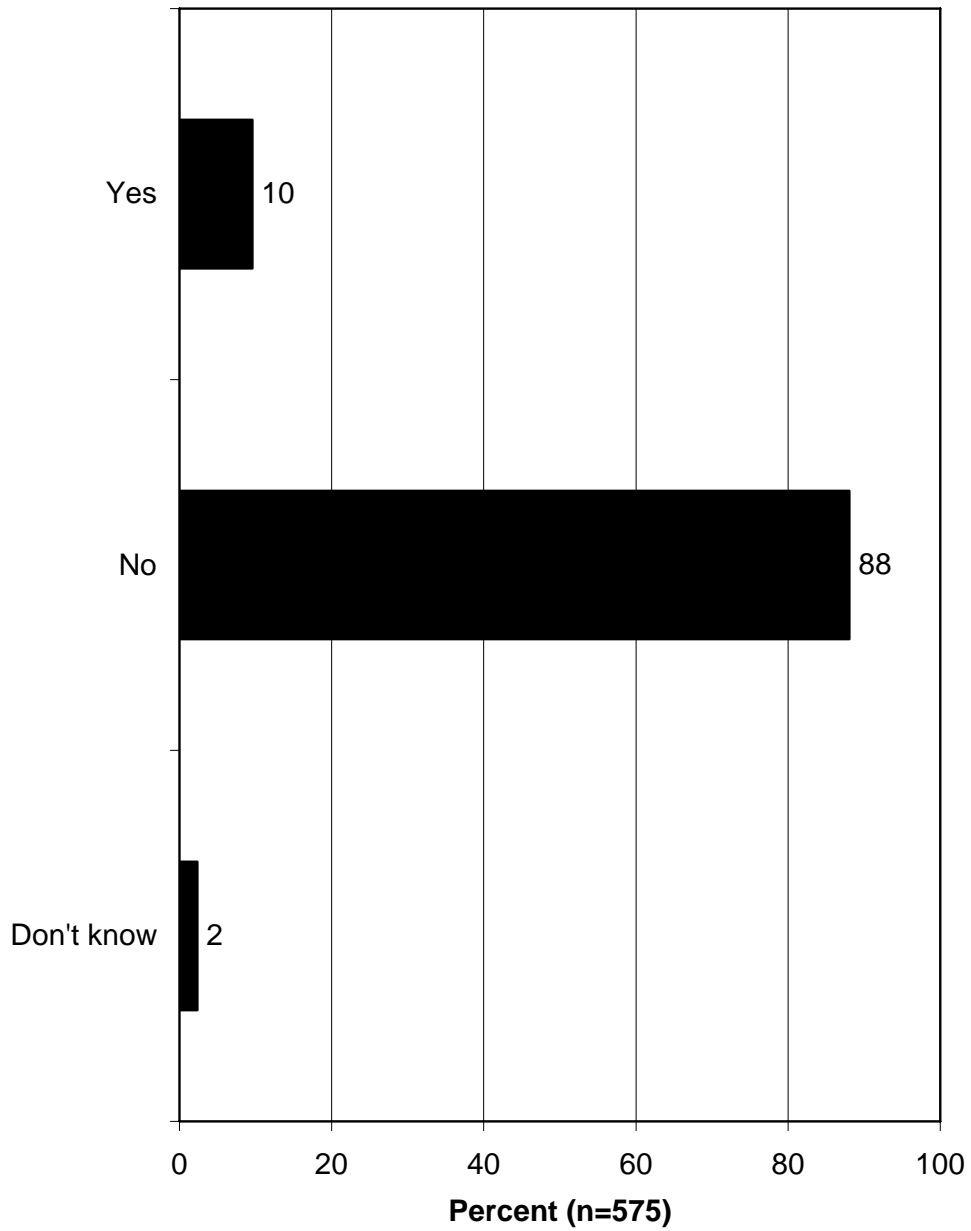
Q174. Do you or someone in your household own a set of state park special design license plates for a vehicle? (Among all respondents; those who answered "not at all aware" to Q173 are coded as "No" here, and those who answered "Don't know" in Q173 are coded as "Don't know" here.)



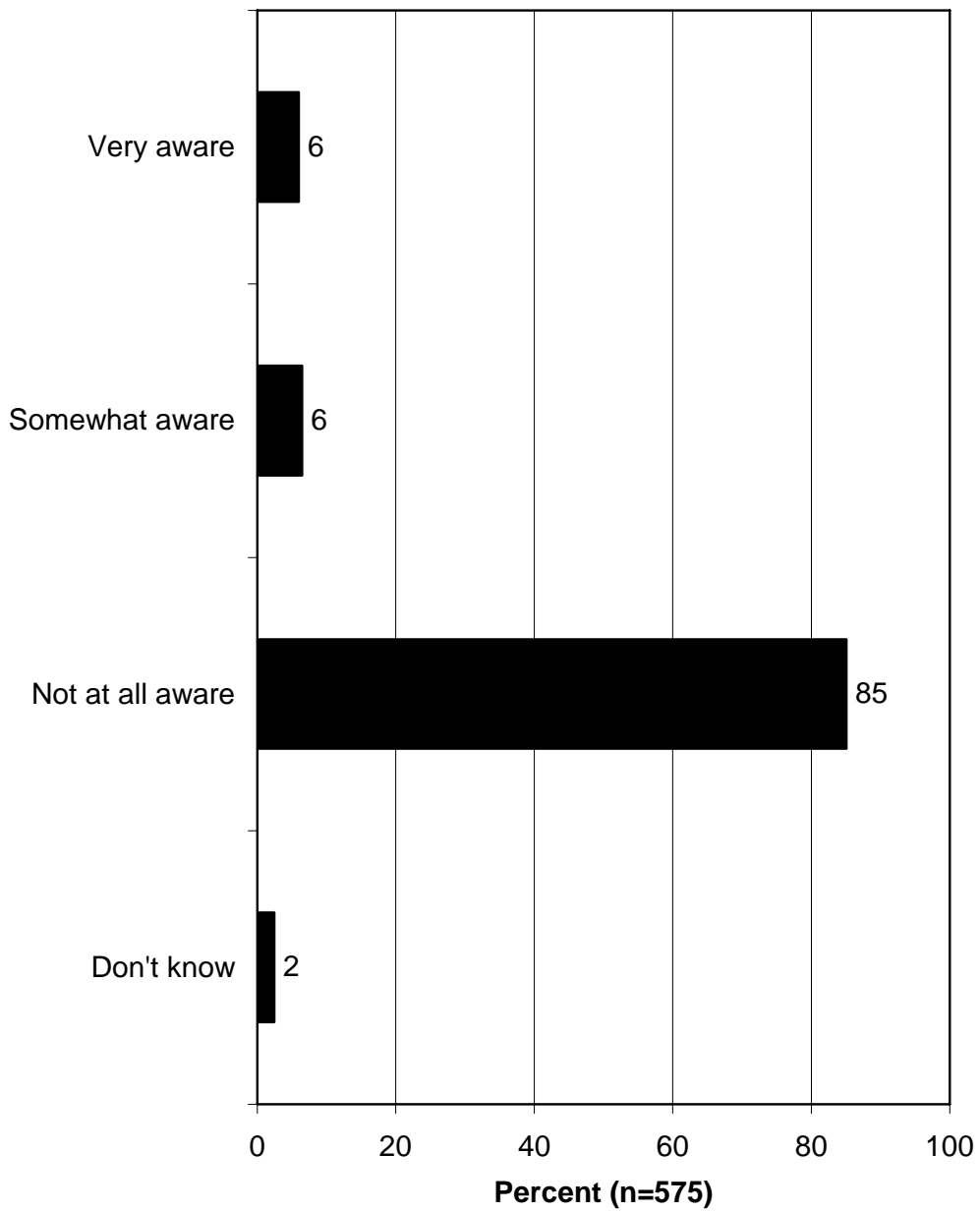
Q177. How interested would you say you are in buying state park special design license plates the next time you renew your plates? (Asked of those who have no one in his/her household who own a set of state park special design license plates for a vehicle.)



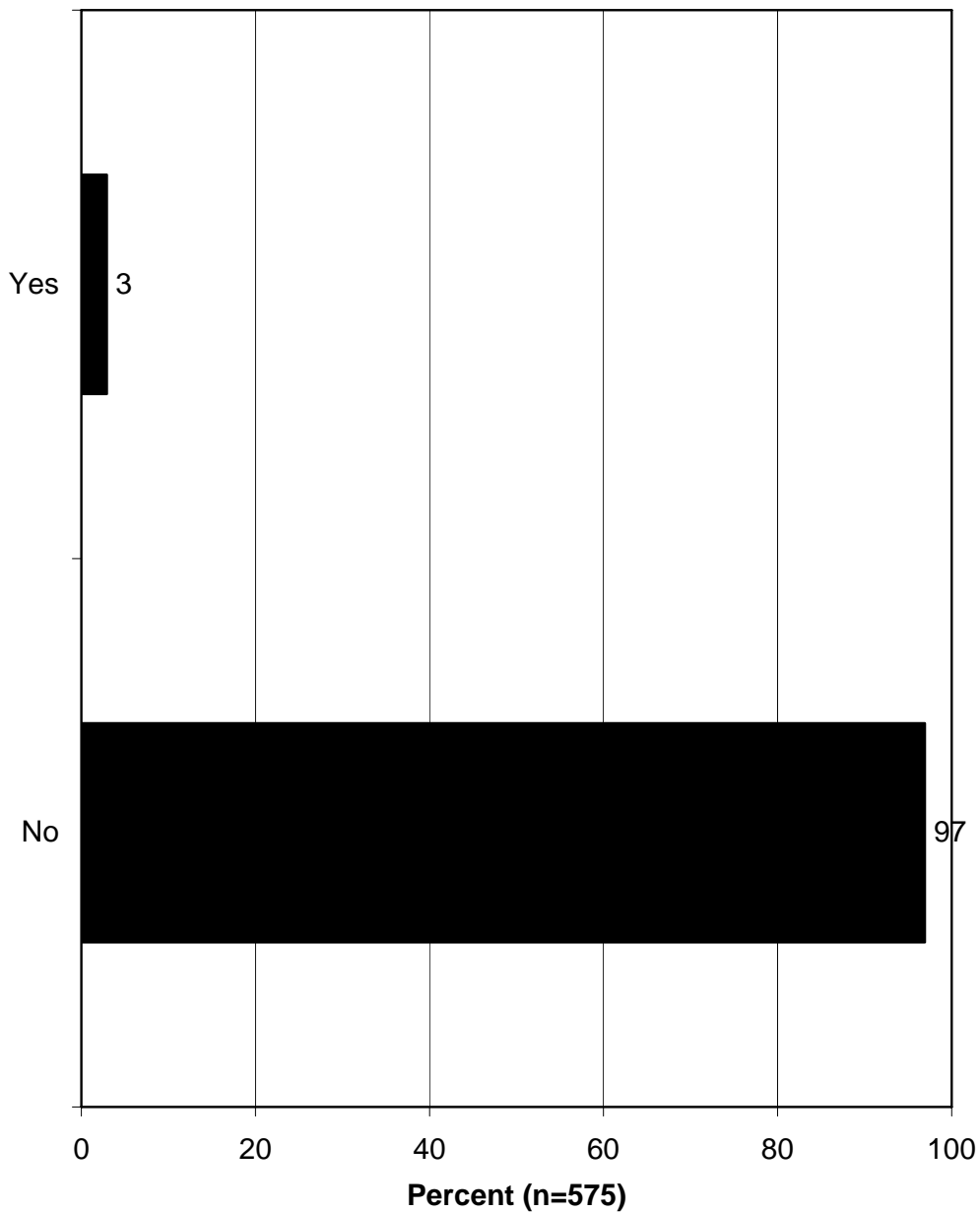
Q176. Do you or someone in your household currently have any other special design license plates?



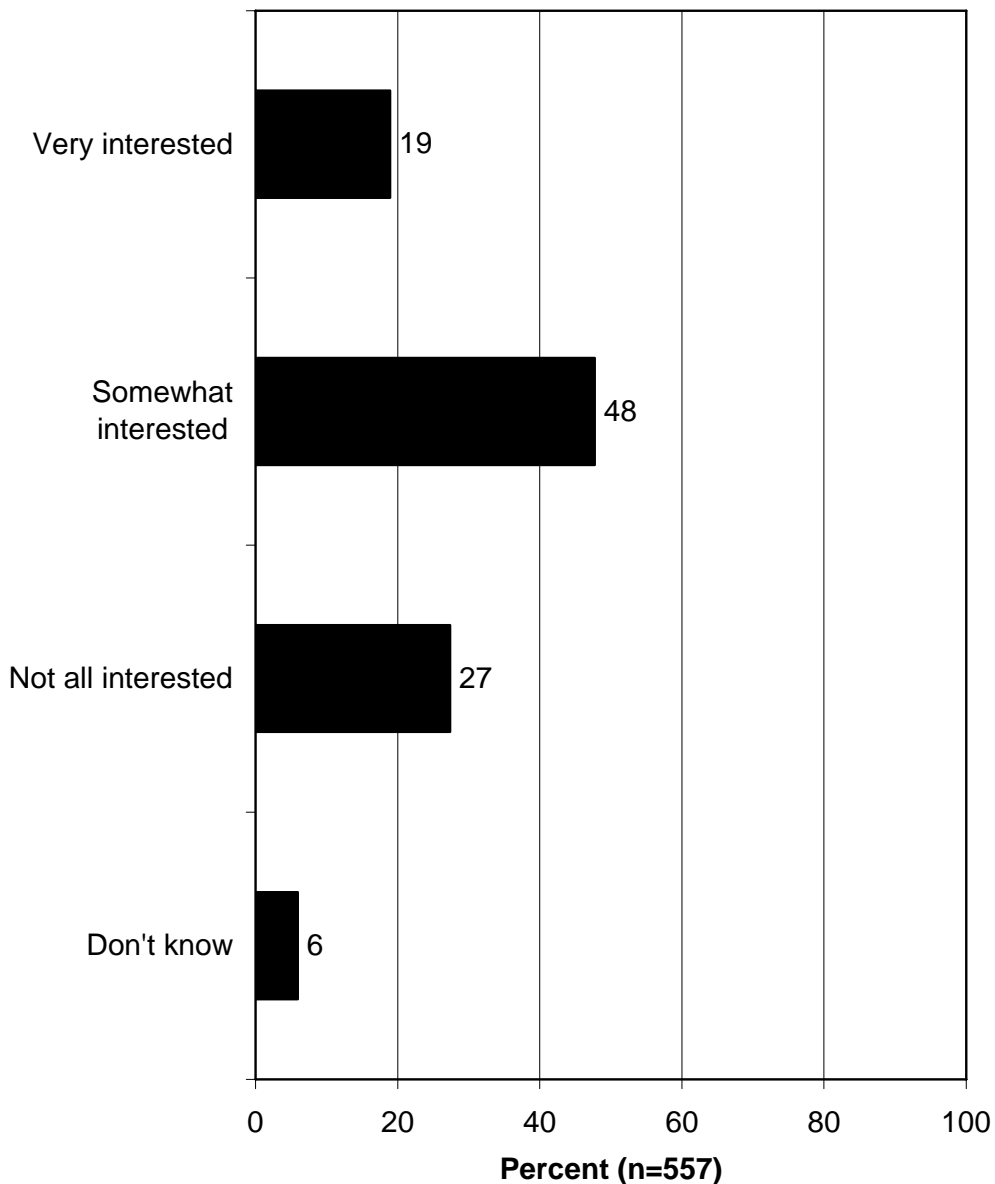
Q179. Prior to this survey, how aware were you that motorists could make a donation to state parks when renewing license plate tabs?



Q180. Have you made a donation to state parks when renewing your license plate tabs this year? (Among all respondents; those who answered "not at all aware" or "dont' know" to Q179 are coded as "No" here.)



Q181. How interested would you say you are in making a donation the next time you renew your license plate tabs? (Asked of those who were aware, prior to this survey, that motorists could make a donation to state parks when renewing license plate tabs, or have made a donation when renewing his/her license plate tabs this year.)



AWARENESS OF AND SUPPORT FOR THE COMMISSION'S CENTENNIAL 2013 PLAN

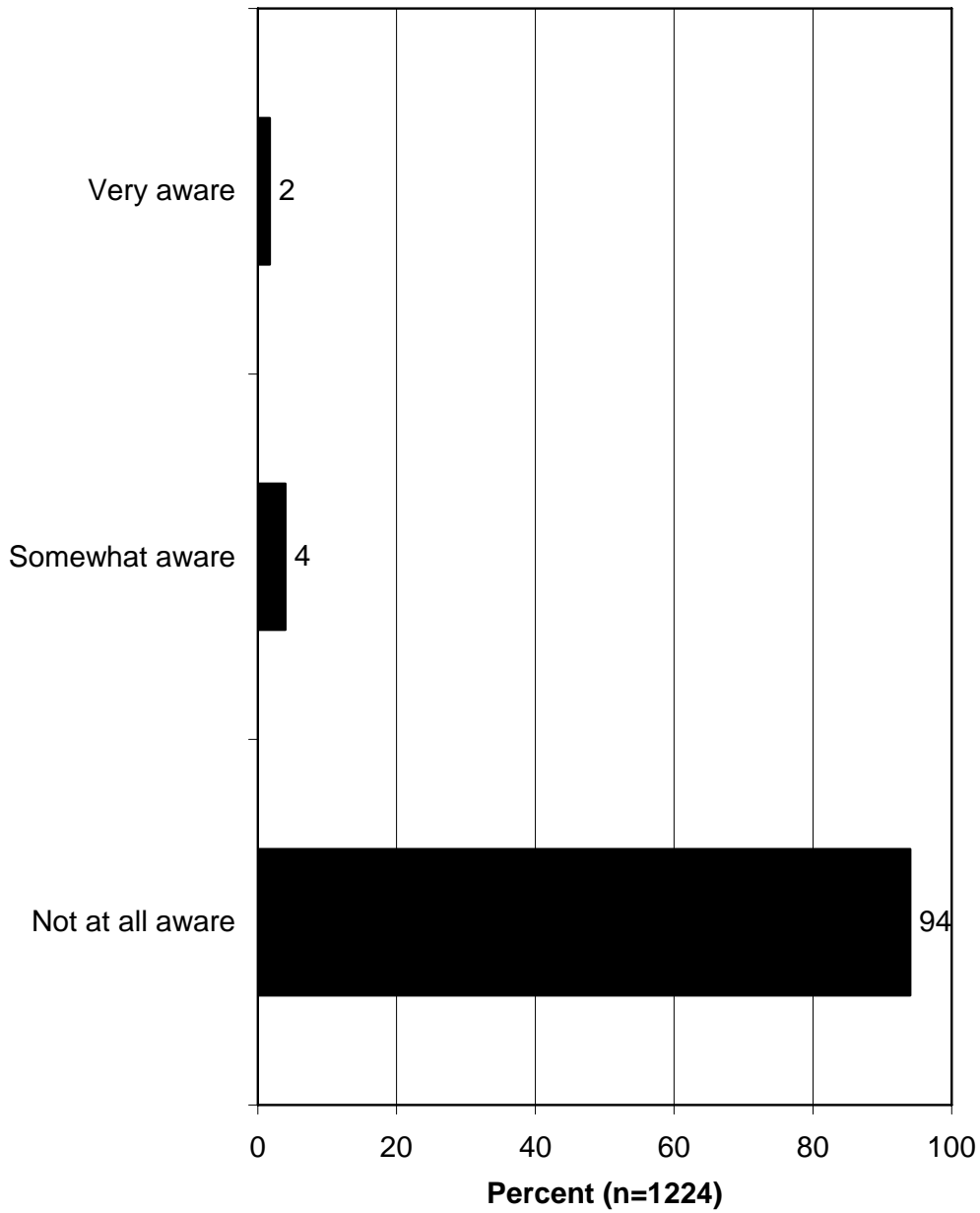
- Awareness was quite low, prior to the survey, of the Commission's Centennial 2013 Plan: only 6% were aware, while 94% were not at all aware.
 - Support for the plan (75%) overwhelmingly exceeds opposition (1%) among those who were aware of the plan prior to the survey (the remainder do not know about their support or opposition).
 - A follow-up question asked about support or opposition among respondents (regardless of prior awareness) after the plan, including its six goals, was explained to them. Nearly all respondents (92%) support the plan, after having it explained to them.
 - Those who oppose the plan were asked for their reasoning: they most commonly said they thought it would waste public funding or that they don't know much about it (although it is unclear how their lack of knowledge about it is a reason to oppose it). Note the very low sample size on this question simply because so few opposed the plan and were, therefore, asked the question about why they oppose.
 - The trends analysis found that awareness is virtually unchanged from 2006 to 2008.
 - The trends analysis found that overall support is about the same in 2006 and 2008.
 - The trends analysis found that on this question, which was asked after the plan and its goals were explained to respondents, *strong* support increased in 2008 (51% in 2006, 61% in 2008), although overall support was not much different (89% in 2006, 92% in 2008).

- The survey explained the Centennial 2013 Plan to respondents and asked them whether they think each of the plan's six goals are important or unimportant. Nearly all respondents think that the goals are important, ranging from 89% to 97% saying the goals are important. Indeed, each goal has a majority thinking it is *very* important (ranging from 56% to 82%). Nonetheless, some goals had more saying that they are *very* important than others: the top is the third goal (that citizens be confident that their taxes are used wisely), with 82% saying it is *very* important. The lowest-ranked goal is the second goal (that citizens be able to connect with Washington's heritage and pursue personal health), with 56% saying it is *very*

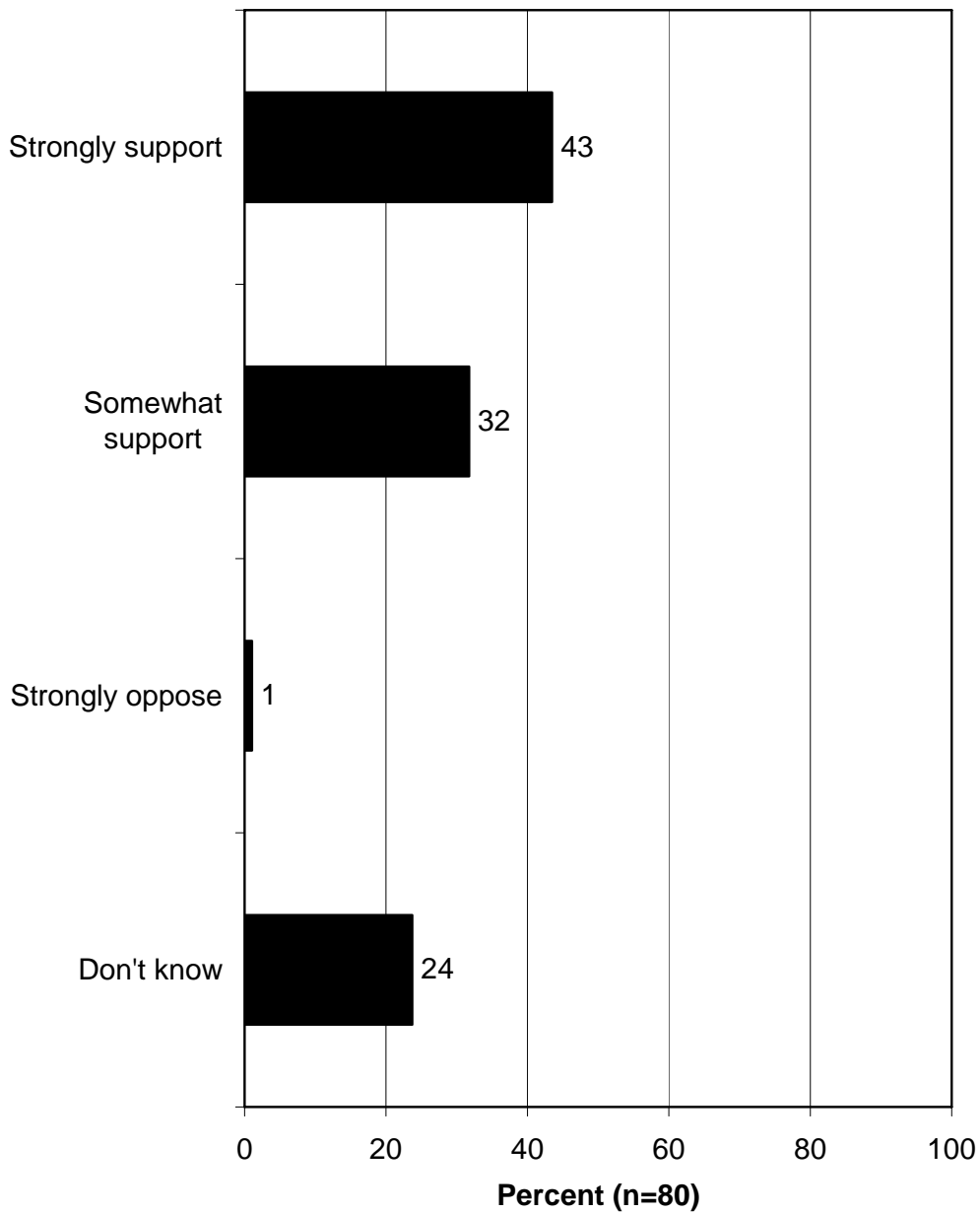
important. All the other goals were in the range of 68% to 74% saying each was *very* important.

- Trends analysis graphs are shown. While overall support is about the same in 2006 and 2008 for each of the goals, there is some slight change in *strong* support.
 - First goal: overall support (93% in 2006, 95% in 2008) and *strong* support (64% in 2006, 69% in 2008) are not much different.
 - Second goal: overall support is about the same (84% in 2006, 89% in 2008), but *strong* support is greater in 2008 (47% in 2006, 56% in 2008).
 - Third goal: overall support (95% in 2006, 97% in 2008) and *strong* support (84% in 2006, 82% in 2008) are not much different.
 - Fourth goal: overall support (94% in 2006, 96% in 2008) and *strong* support (70% in 2006, 74% in 2008) are not much different.
 - Fifth goal: overall support is about the same (91% in 2006, 95% in 2008), but *strong* support is greater in 2008 (57% in 2006, 70% in 2008).
 - Sixth goal: overall support (91% in 2006, 92% in 2008) and *strong* support (62% in 2006, 68% in 2008) are not much different.
 - Note that rounding causes apparent discrepancies of one percentage point between the graphs and these reported figures for the third and fourth goals.

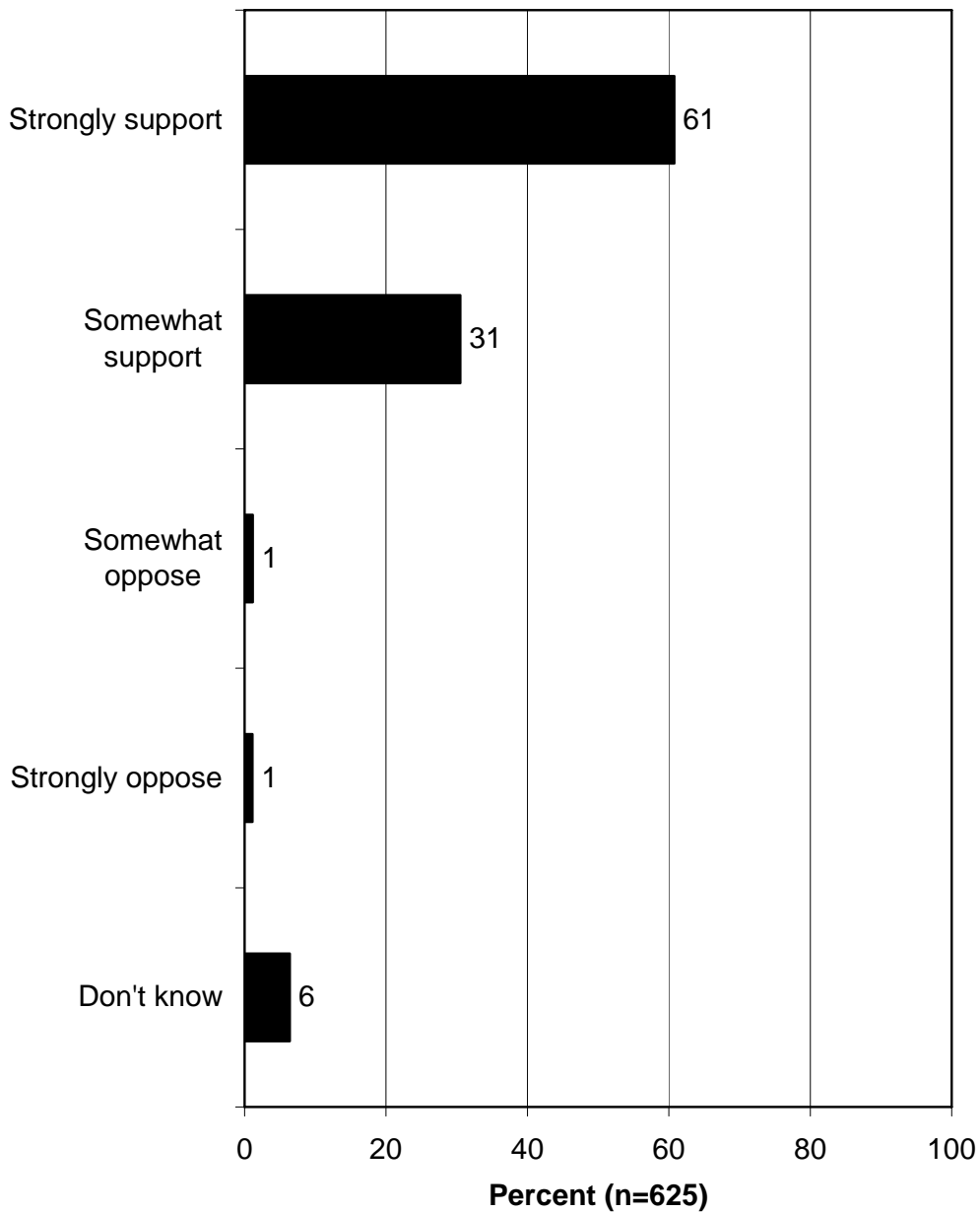
Q146. Prior to this survey, how aware were you of the Washington State Parks and Recreation Commission's Centennial 2013 Plan?



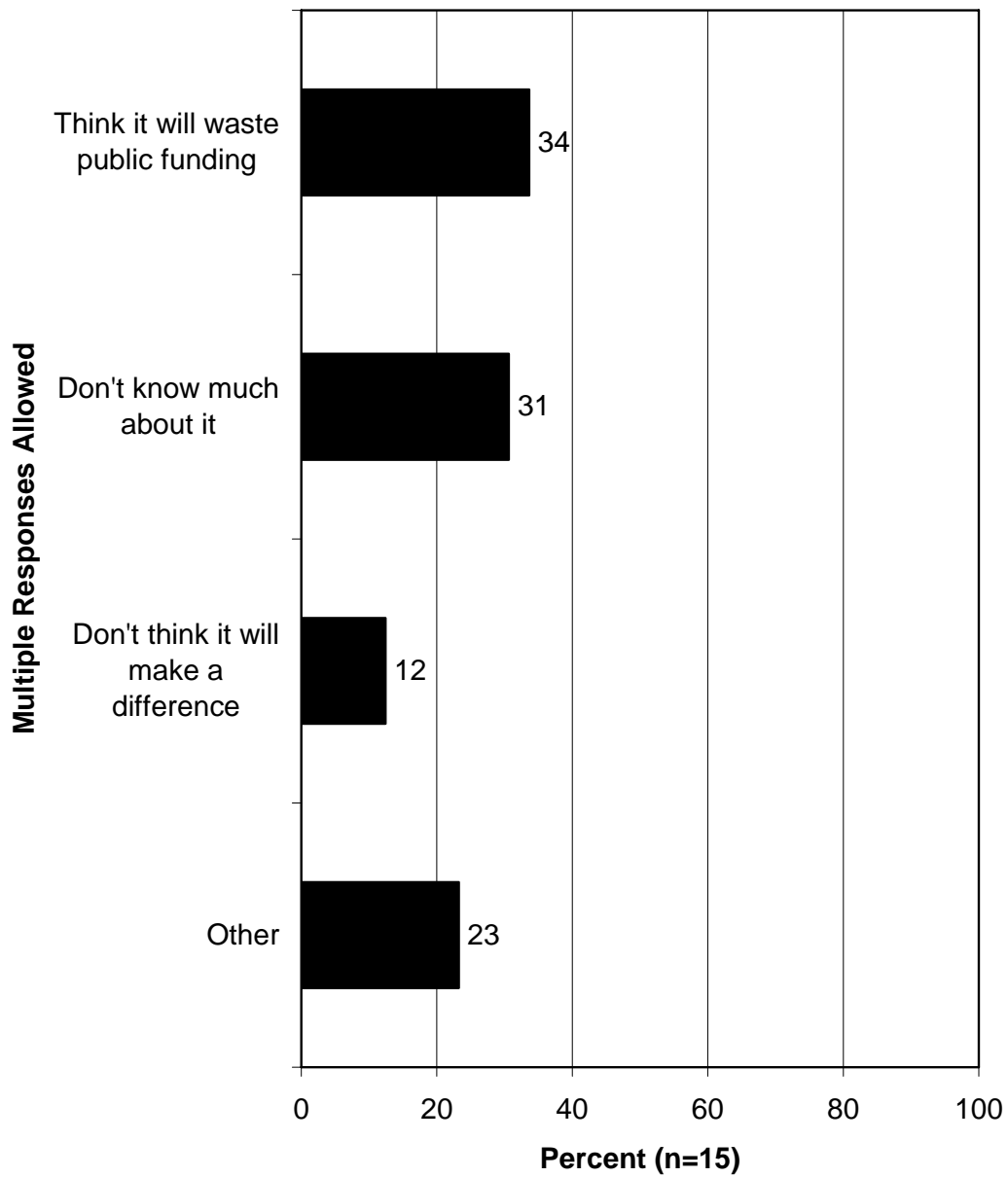
Q147. In general, do you support or oppose the Centennial 2013 Plan? (Asked of those who were aware of the Washington State Parks and Recreation Commission's Centennial 2013 Plan prior to this survey.)



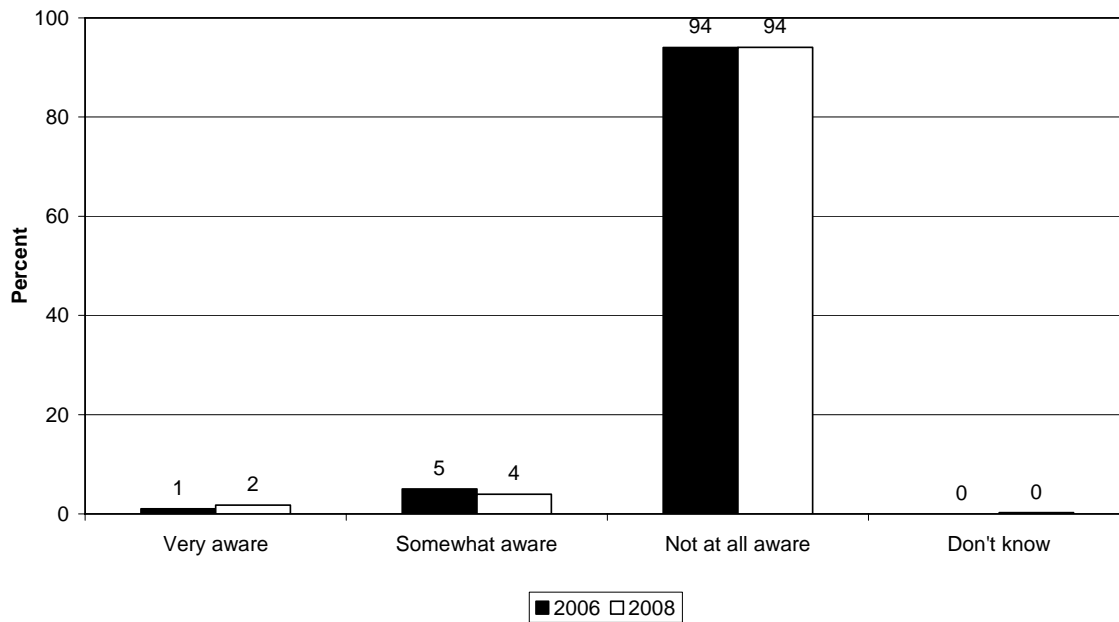
Q156. I have just asked you about the importance of the goals of the Centennial 2013 Plan. After hearing about these goals, would you say you support or oppose the Centennial 2013 Plan in general?



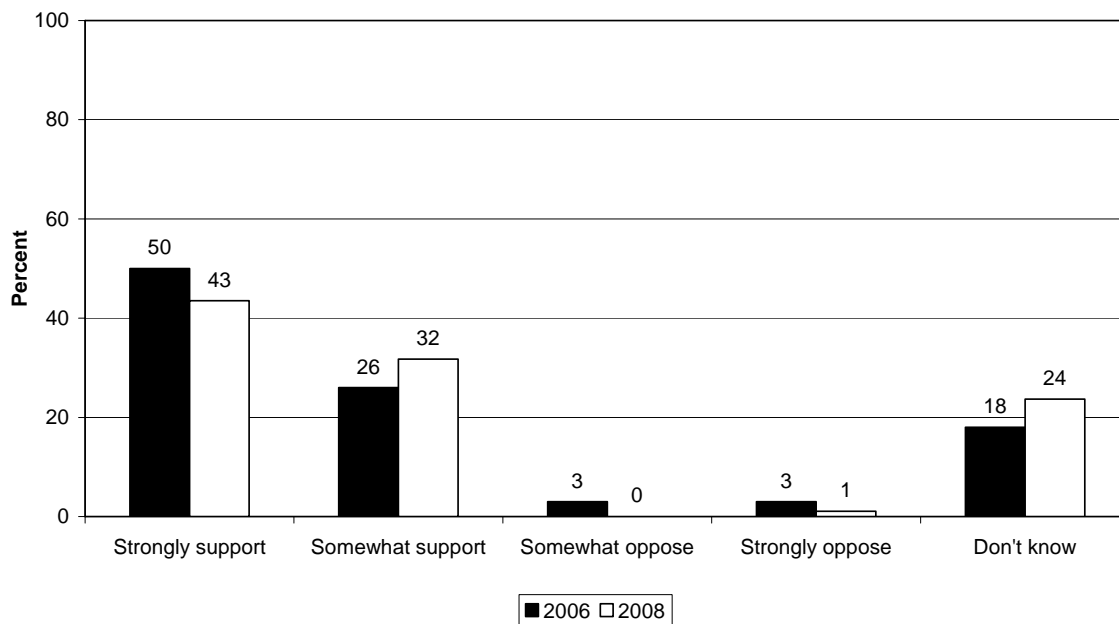
Q157. Why do you oppose the Centennial 2013 Plan? (Asked of those who oppose the Centennial 2013 Plan.)



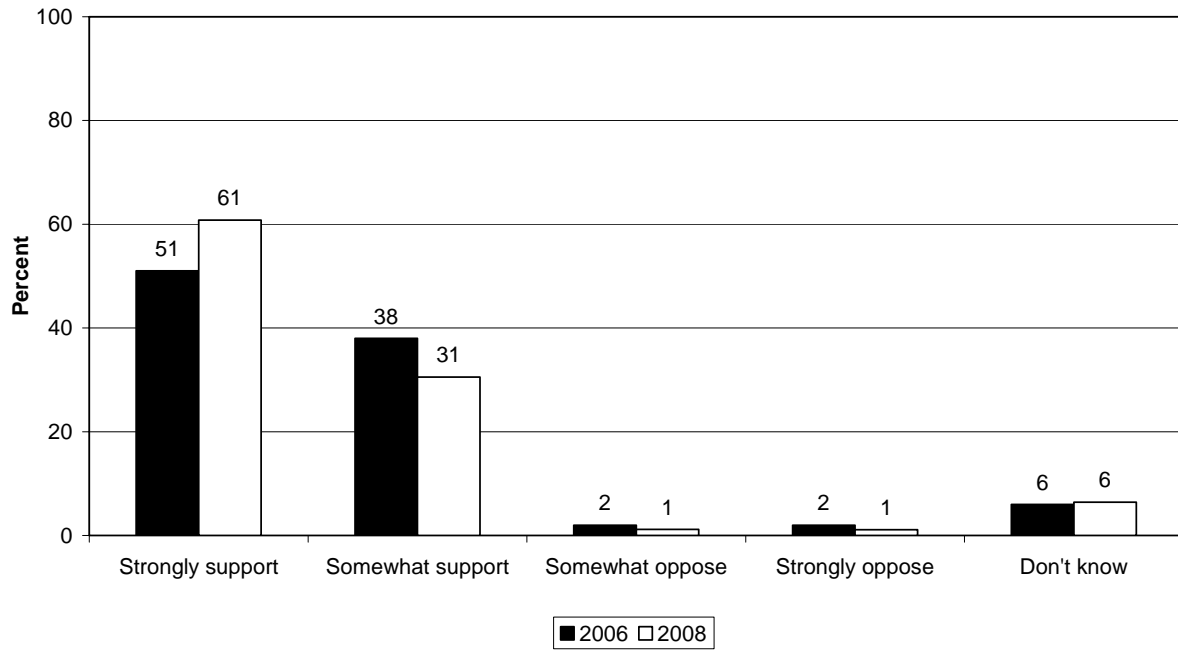
Prior to this survey, how aware were you of the Washington State Parks and Recreation Commission's Centennial 2013 Plan?



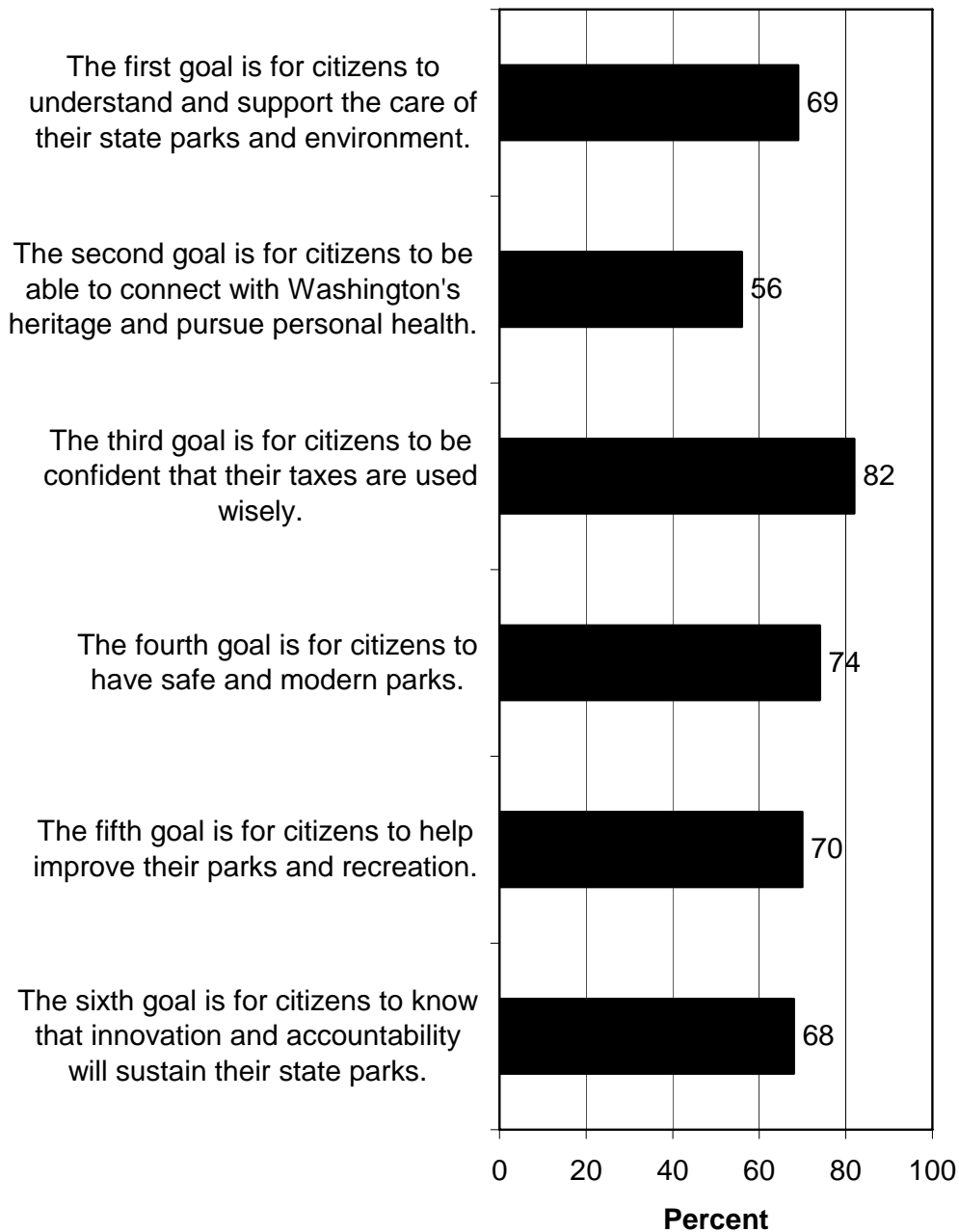
**In general, do you support or oppose the Centennial 2013 Plan?
(Asked of those who were aware of the Washington State Parks and Recreation Commission's Centennial 2013 Plan prior to this survey.)**



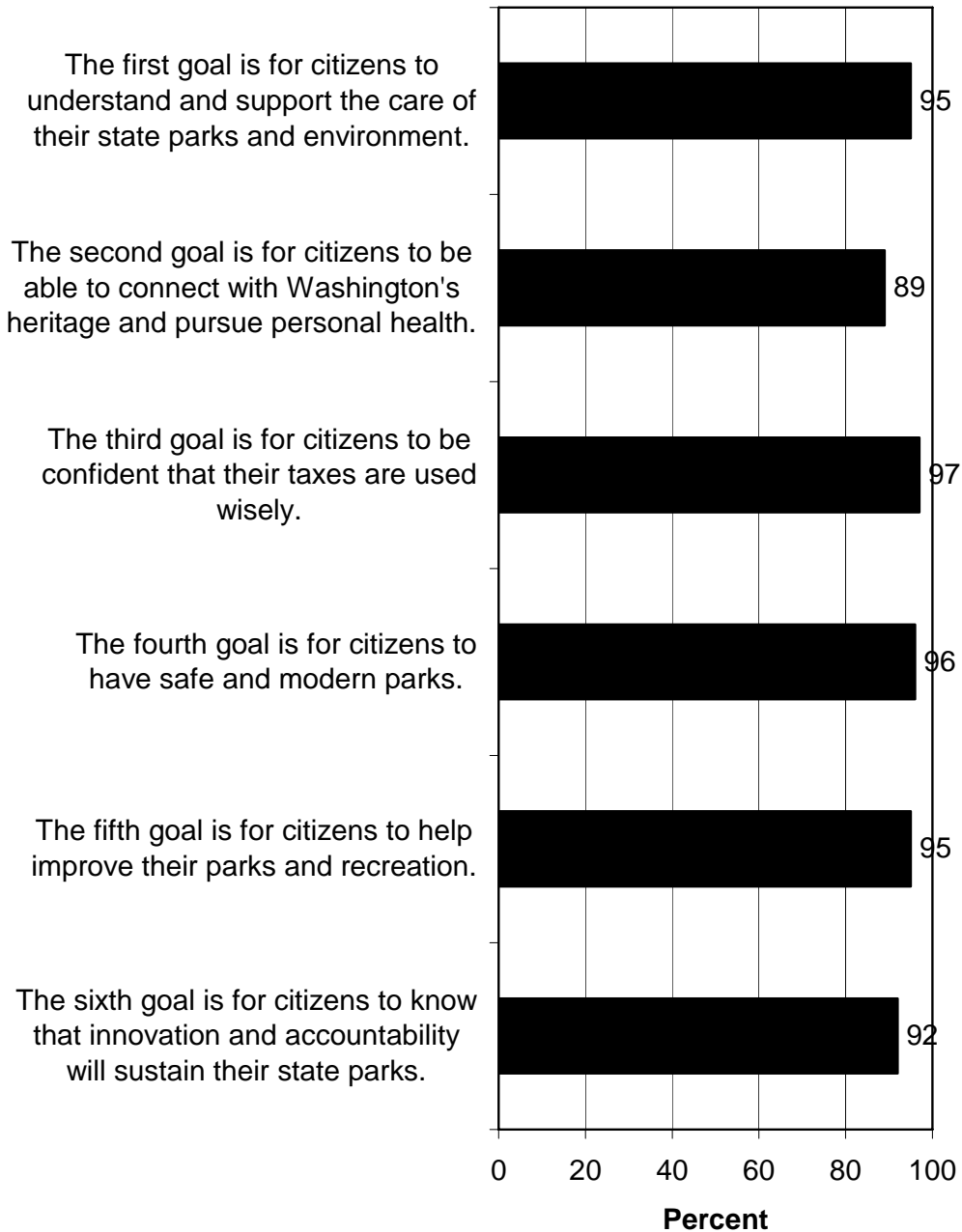
I have just asked you about the importance of the goals of the Centennial 2013 Plan. After hearing about these goals, would you say you support or oppose the Centennial 2013 Plan in general?



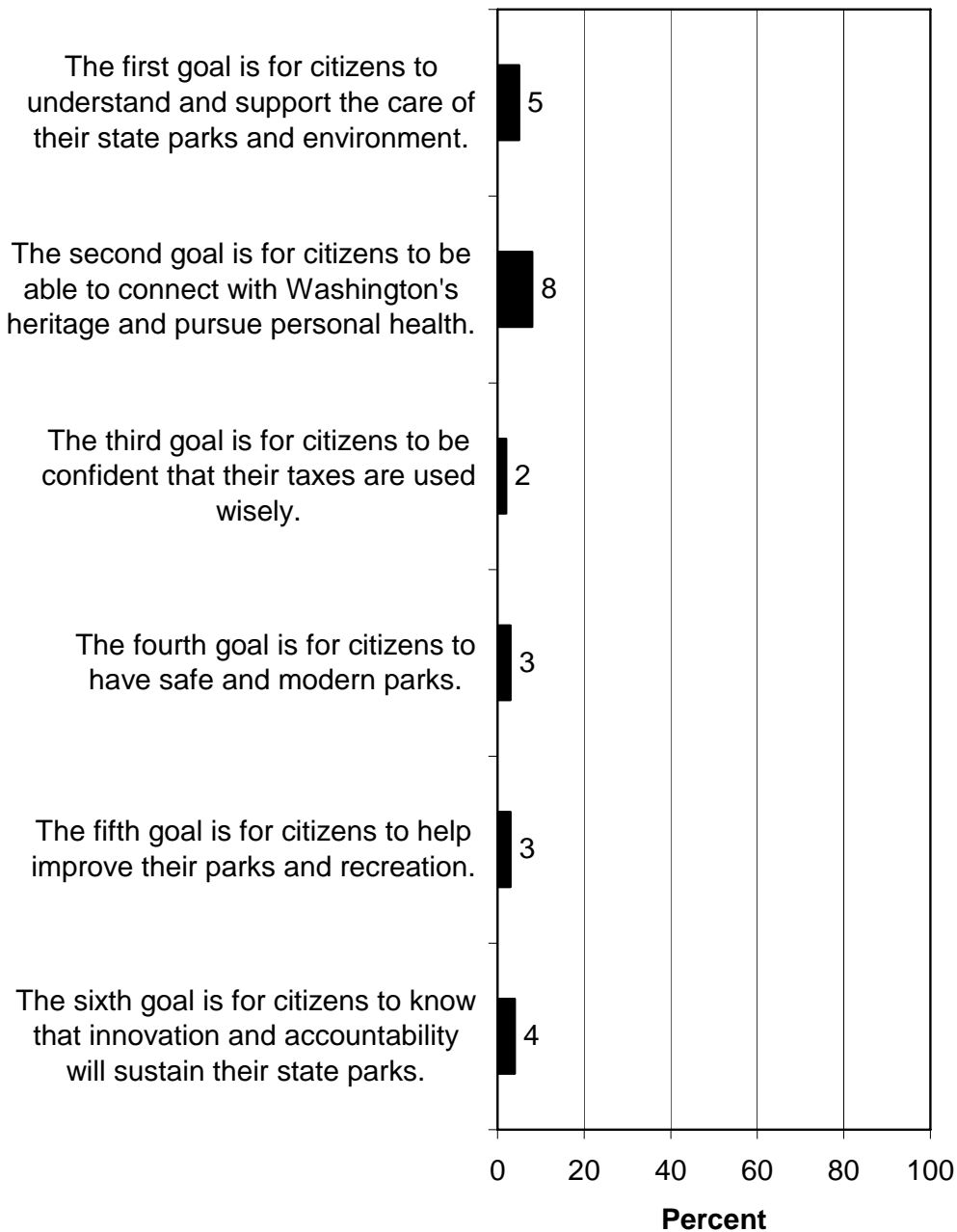
Percent who personally think the following goals of the Commission's Centennial 2013 Plan are very important.



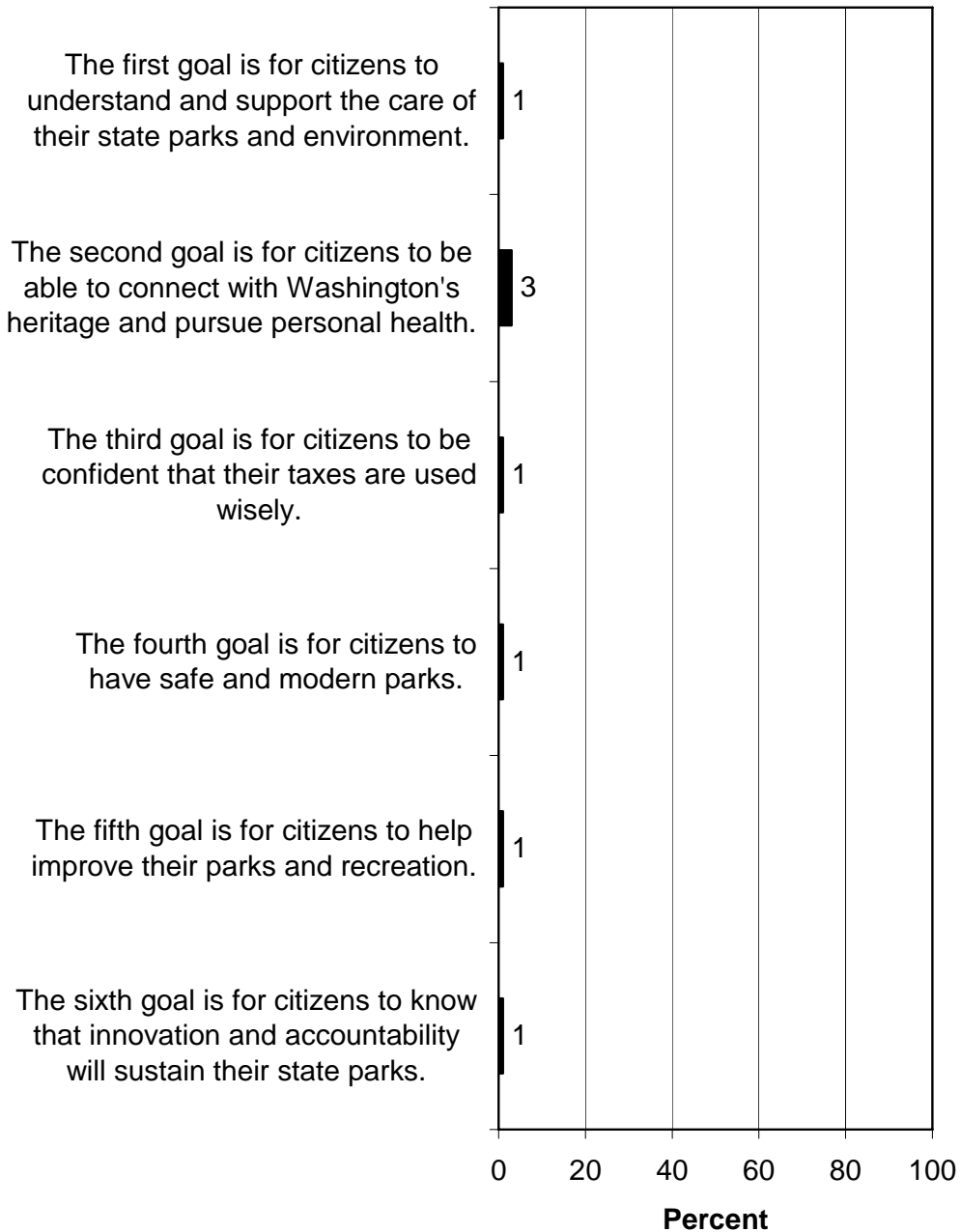
Percent who personally think the following goals of the Commission's Centennial 2013 Plan are very or somewhat important.



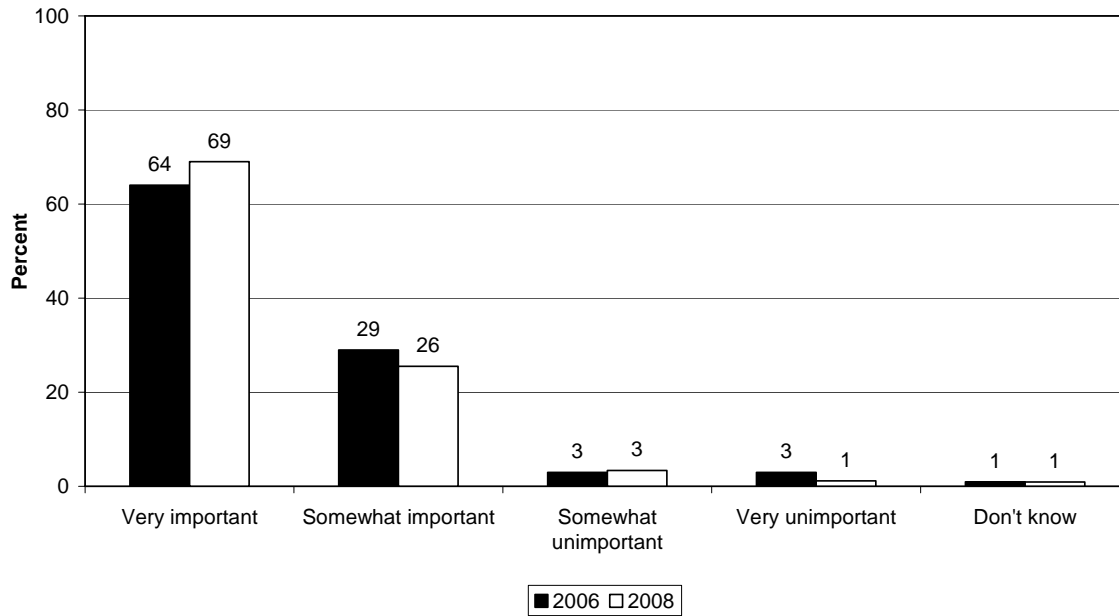
Percent who personally think the following goals of the Commission's Centennial 2013 Plan are somewhat or very unimportant.



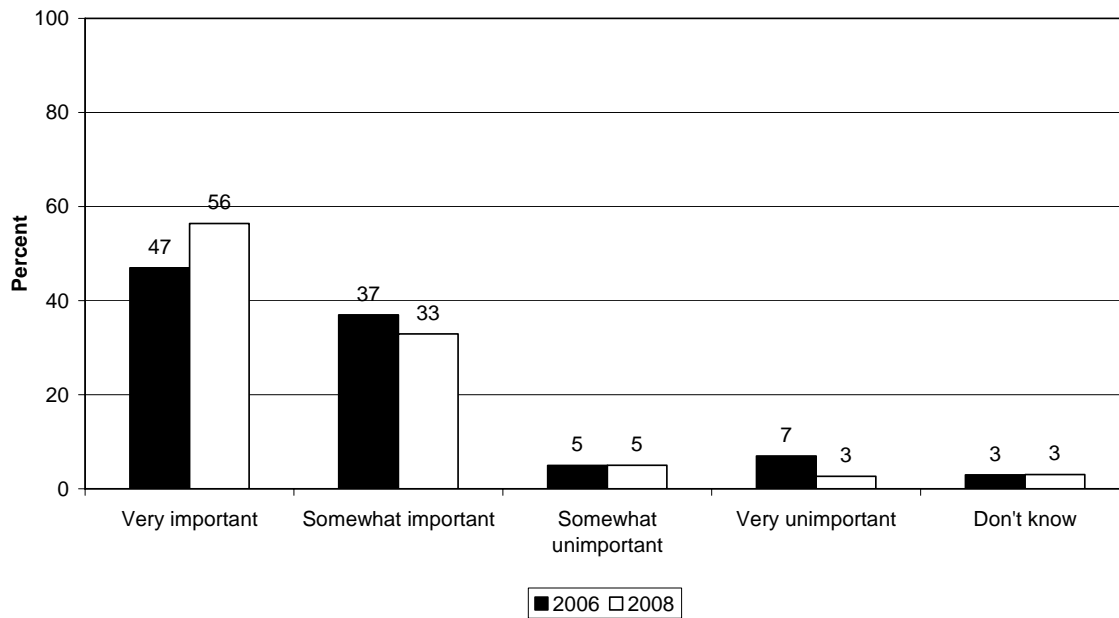
Percent who personally think the following goals of the Commission's Centennial 2013 Plan are very unimportant.



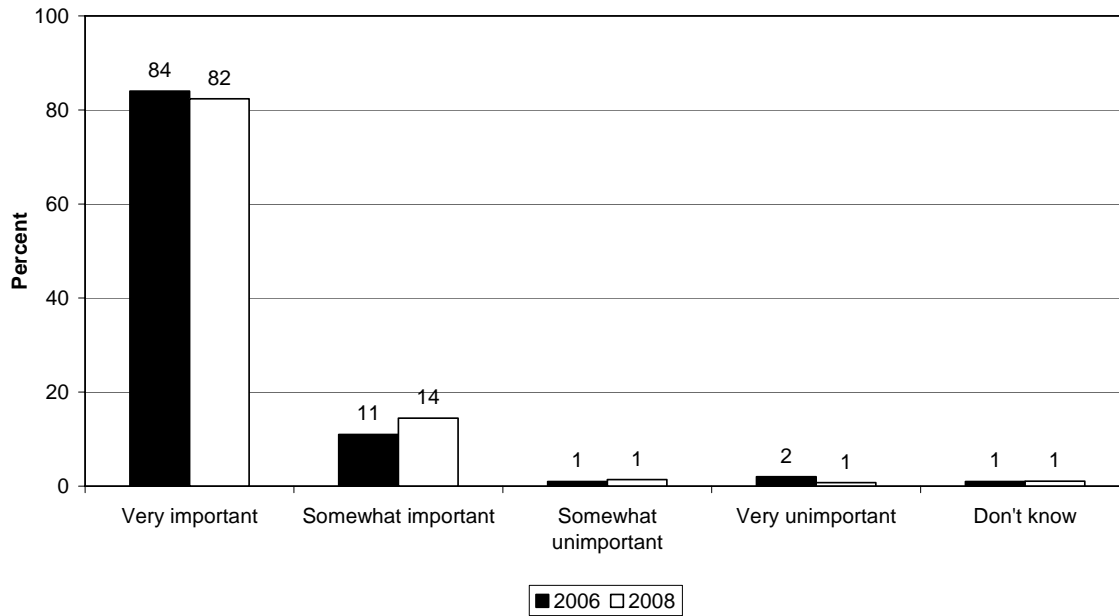
The first goal is for citizens to understand and support the care of their state parks and environment. (How important is this goal to you personally?)



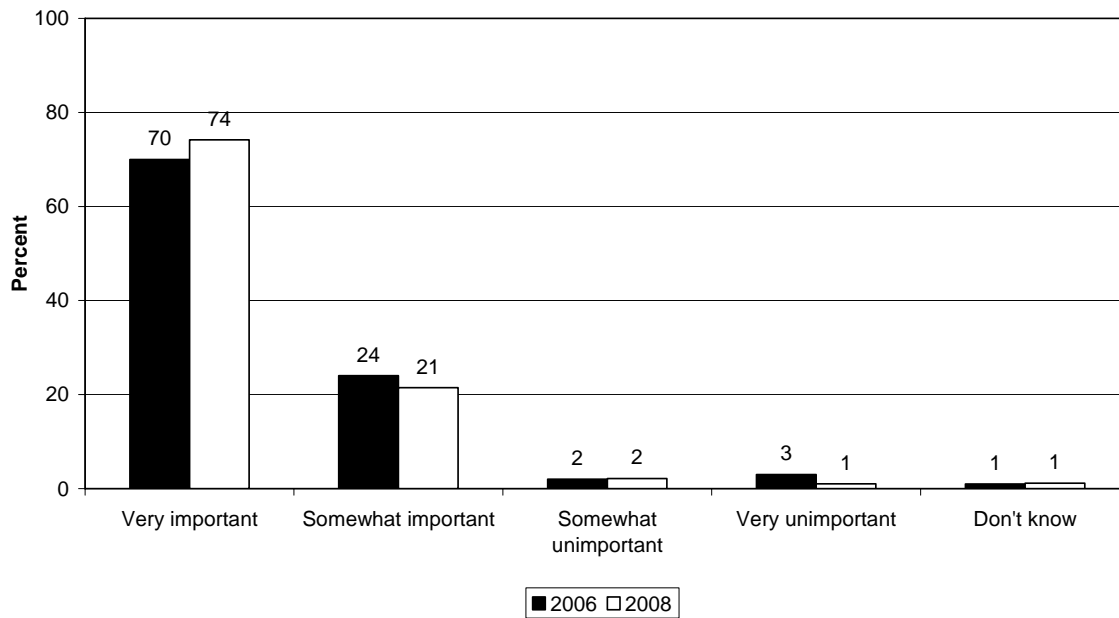
The second goal is for citizens to be able to connect with Washington's heritage and pursue personal health. (How important is this goal to you personally?)



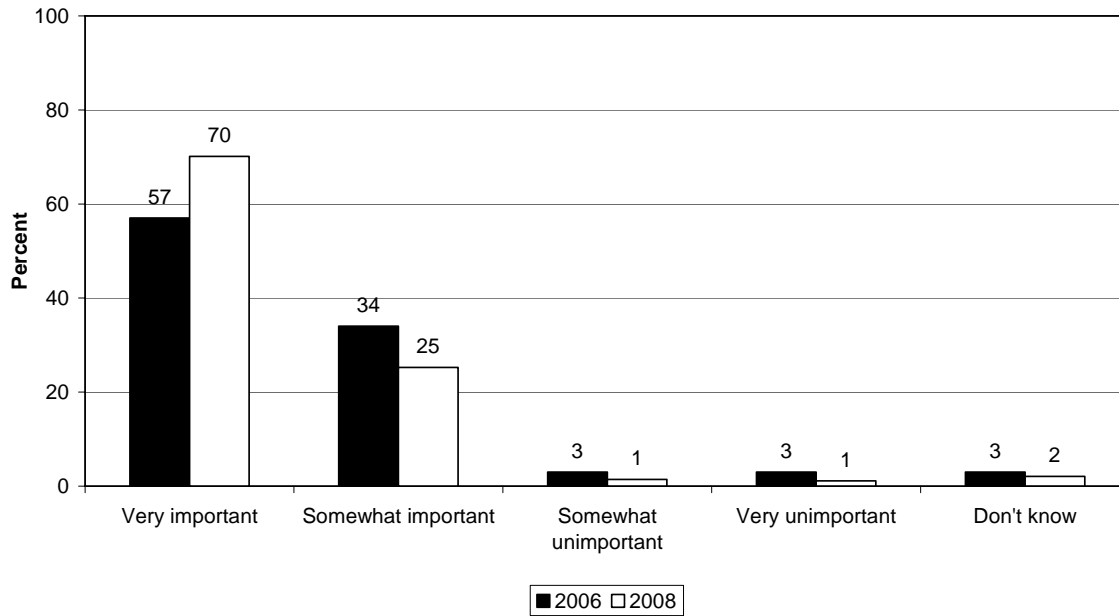
The third goal is for citizens to be confident that their taxes are used wisely. (How important is this goal to you personally?)



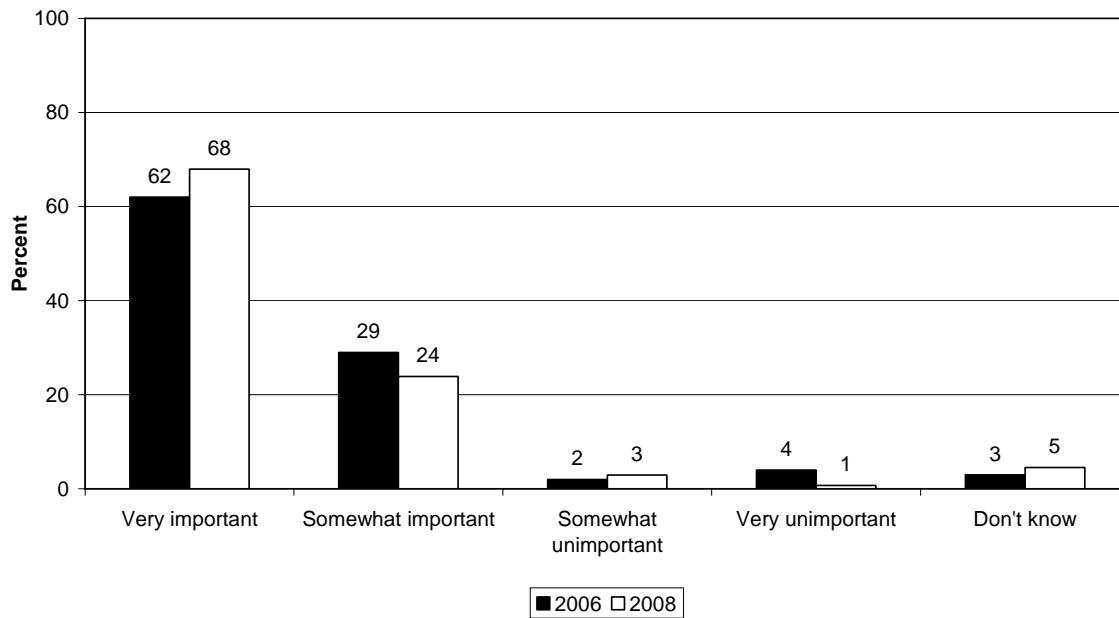
The fourth goal is for citizens to have safe and modern parks. (How important is this goal to you personally?)



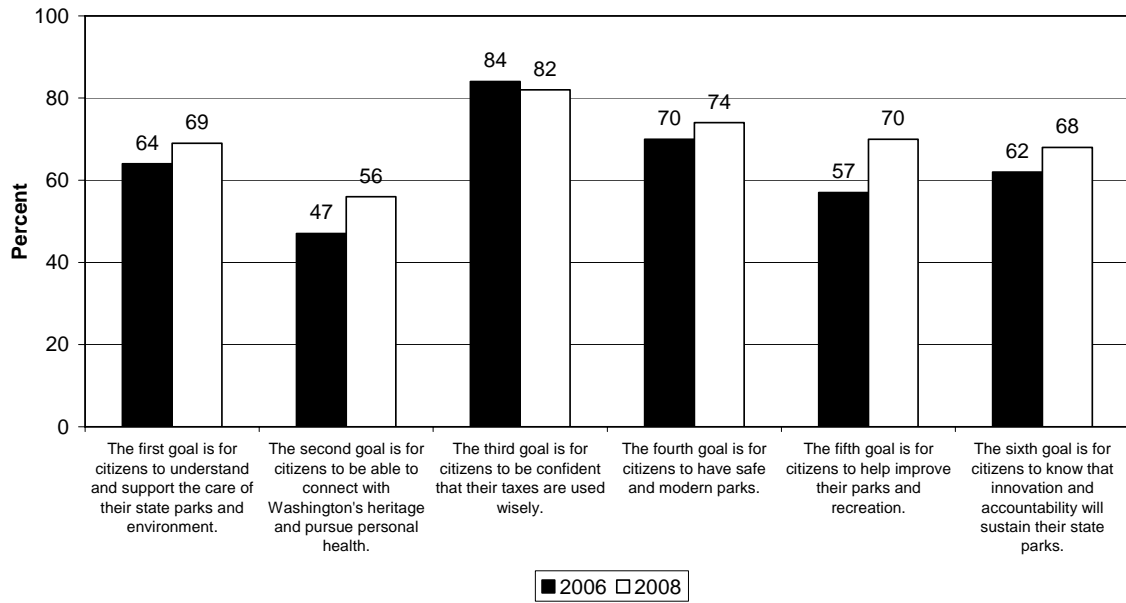
**The fifth goal is for citizens to help improve their parks and recreation.
(How important is this goal to you personally?)**



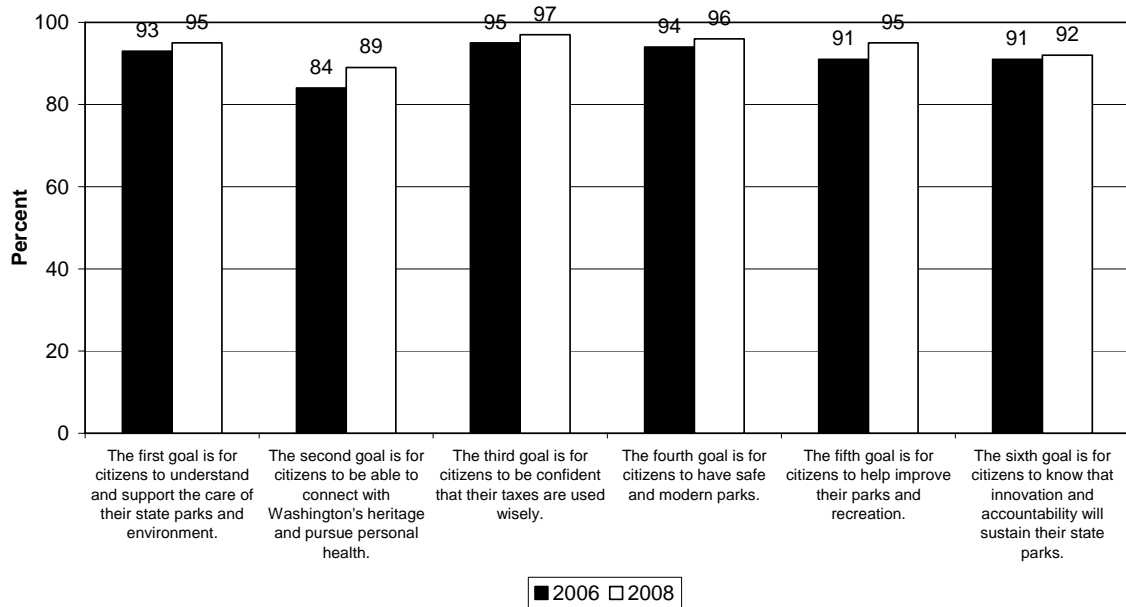
The sixth goal is for citizens to know that innovation and accountability will sustain their state parks. (How important is this goal to you personally?)



Percent who think the following Centennial 2013 Plan goals are very important.



Percent who think the following Centennial 2013 Plan goals are very or somewhat important.



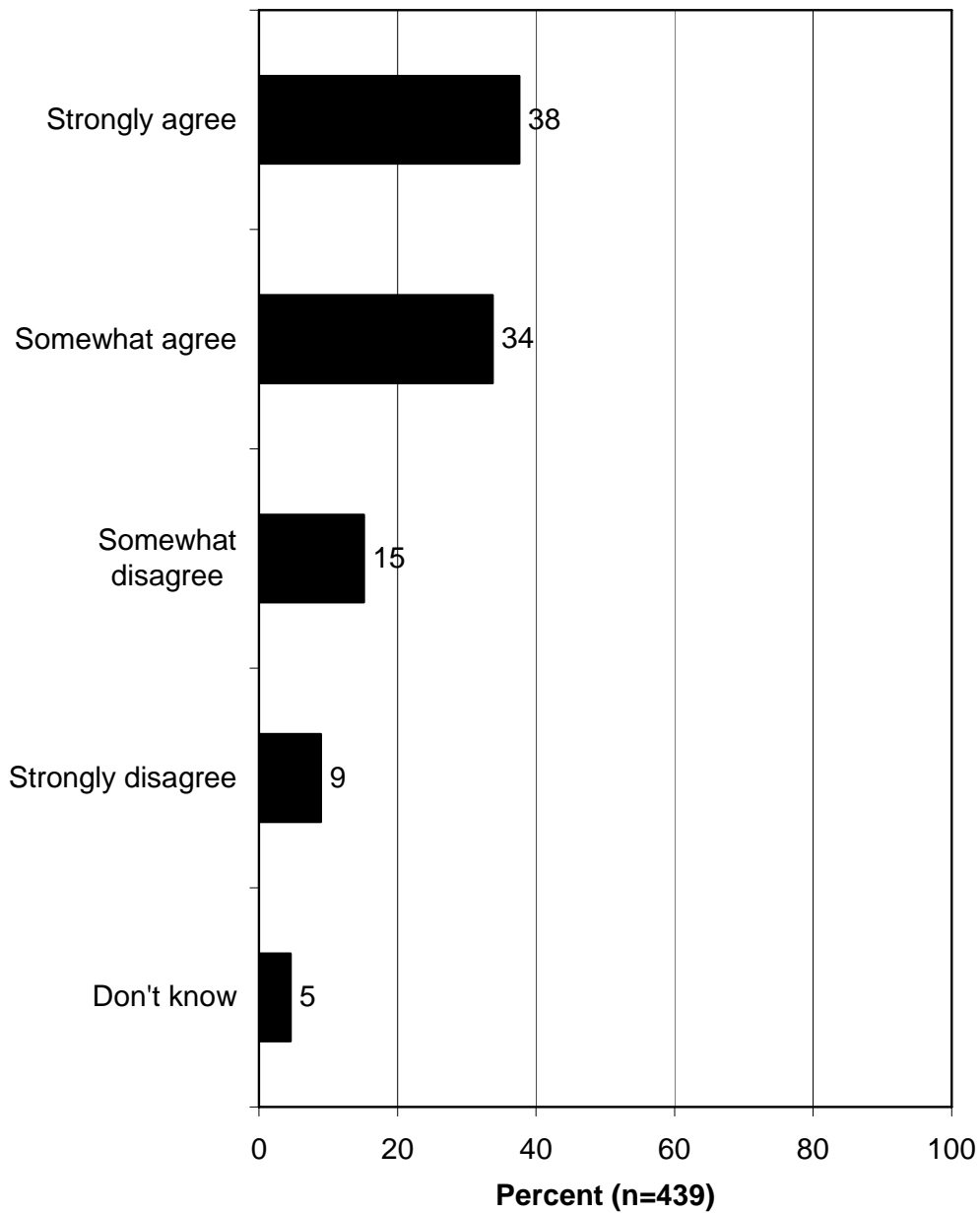
STEWARDSHIP OF NATURAL RESOURCES AND STATE PARKS

- A very large majority of Washington State residents (80%) agree that the Commission takes good care of its natural and cultural resources; only 4% disagree (the remainder do not know). (This graph is shown in the section of this report titled, “Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks.”)

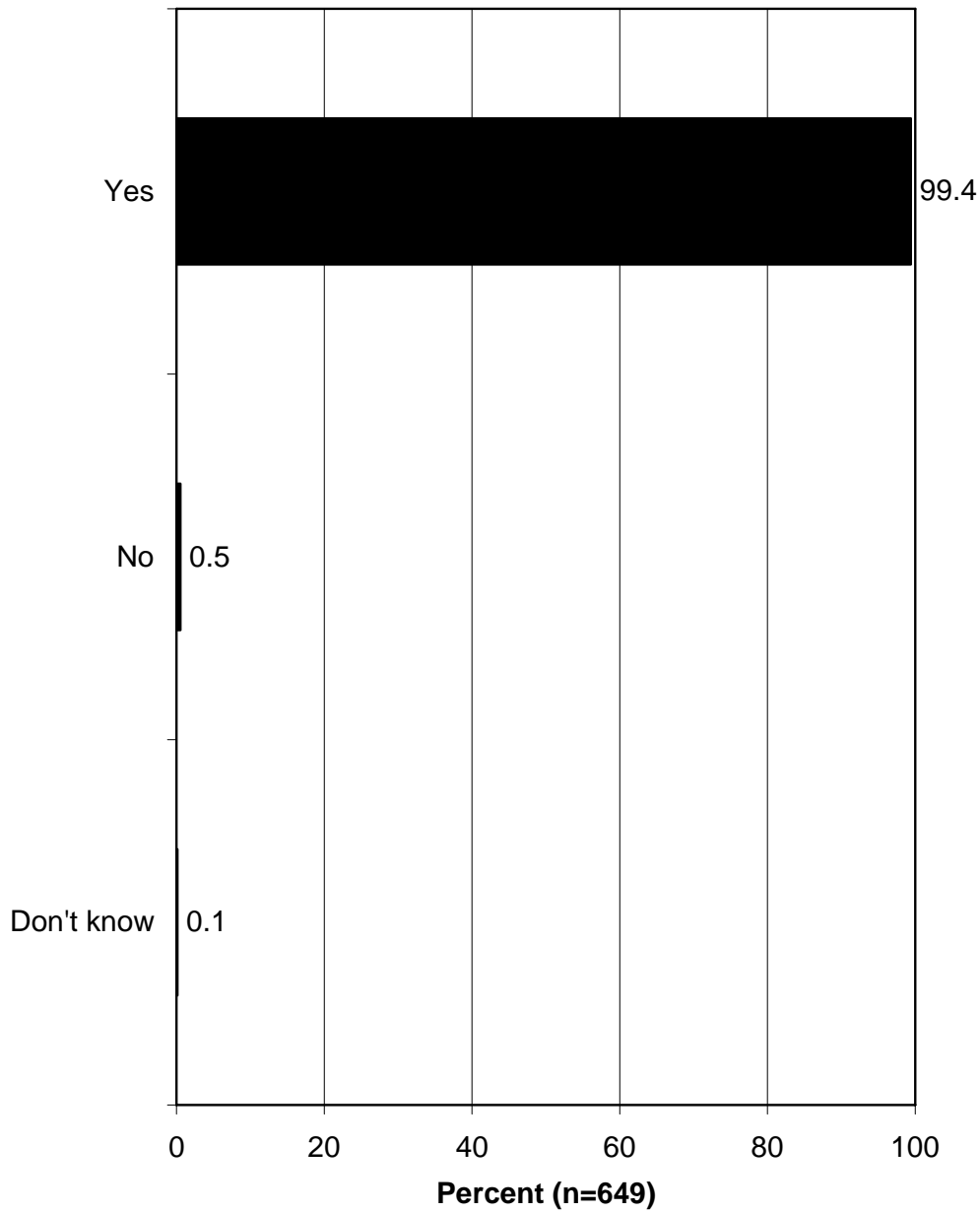
- A majority of those who had visited a state park in the past 2 years agree (72%) that during their visits to a state park, they learn ways to take better care of the environment where they live.

- Nearly all Washington State residents (99%) had heard about global warming prior to the survey.
 - Those who had heard of global warming were asked how often they discuss environmental, including global warming, issues with their families: most commonly they say they do so frequently (44%) or sometimes (33%); only 19% rarely do so, and 4% never do so.
 - A large majority of those who had heard of global warming (76%) say that they have or a member of their household has made changes to daily routines or household management in an effort to reduce the amount of greenhouse gas emissions that they produce.

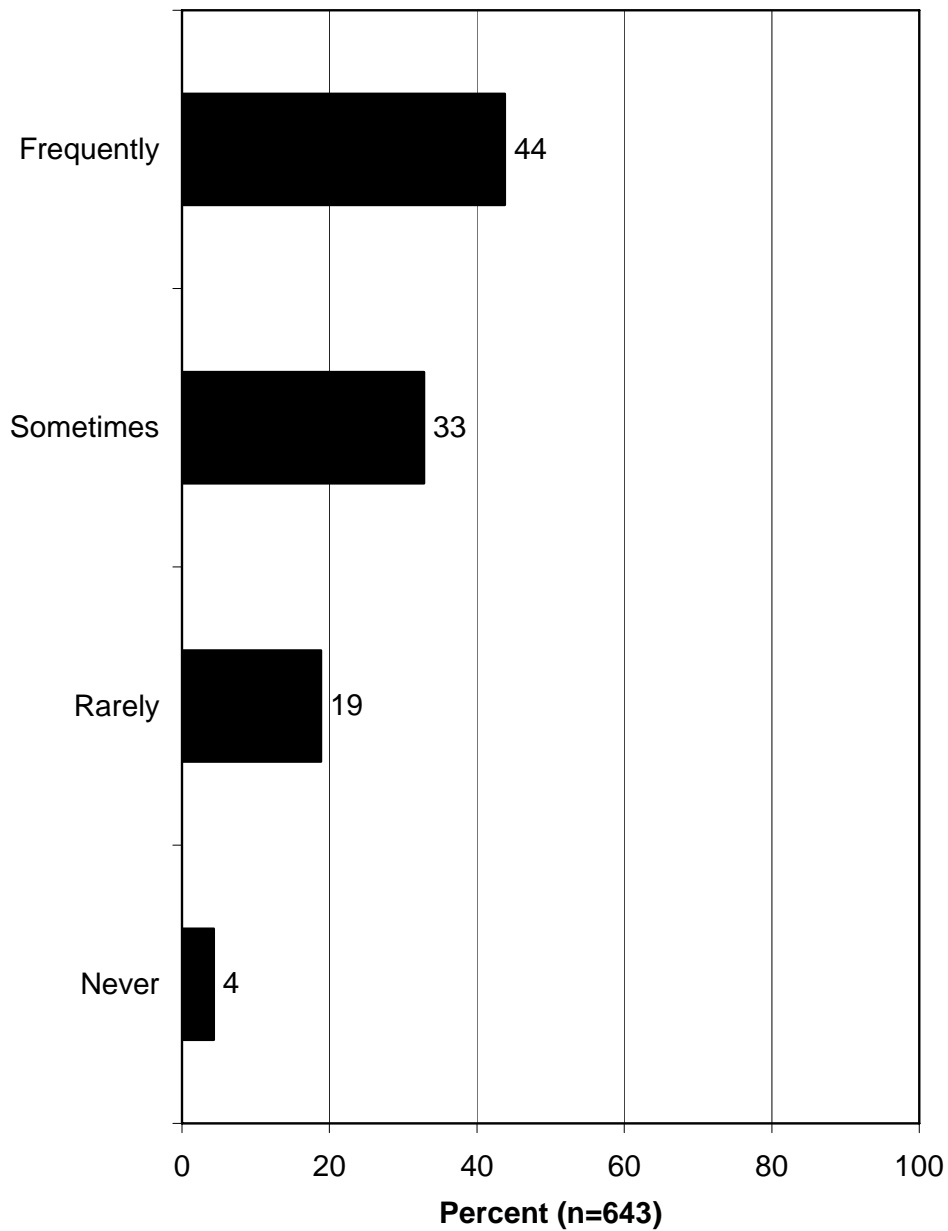
Q140. Do you agree or disagree that during your visits to state parks you learn ways to take better care of the environment where you live? (Asked of those who have visited a Washington state park within the past 2 years.)



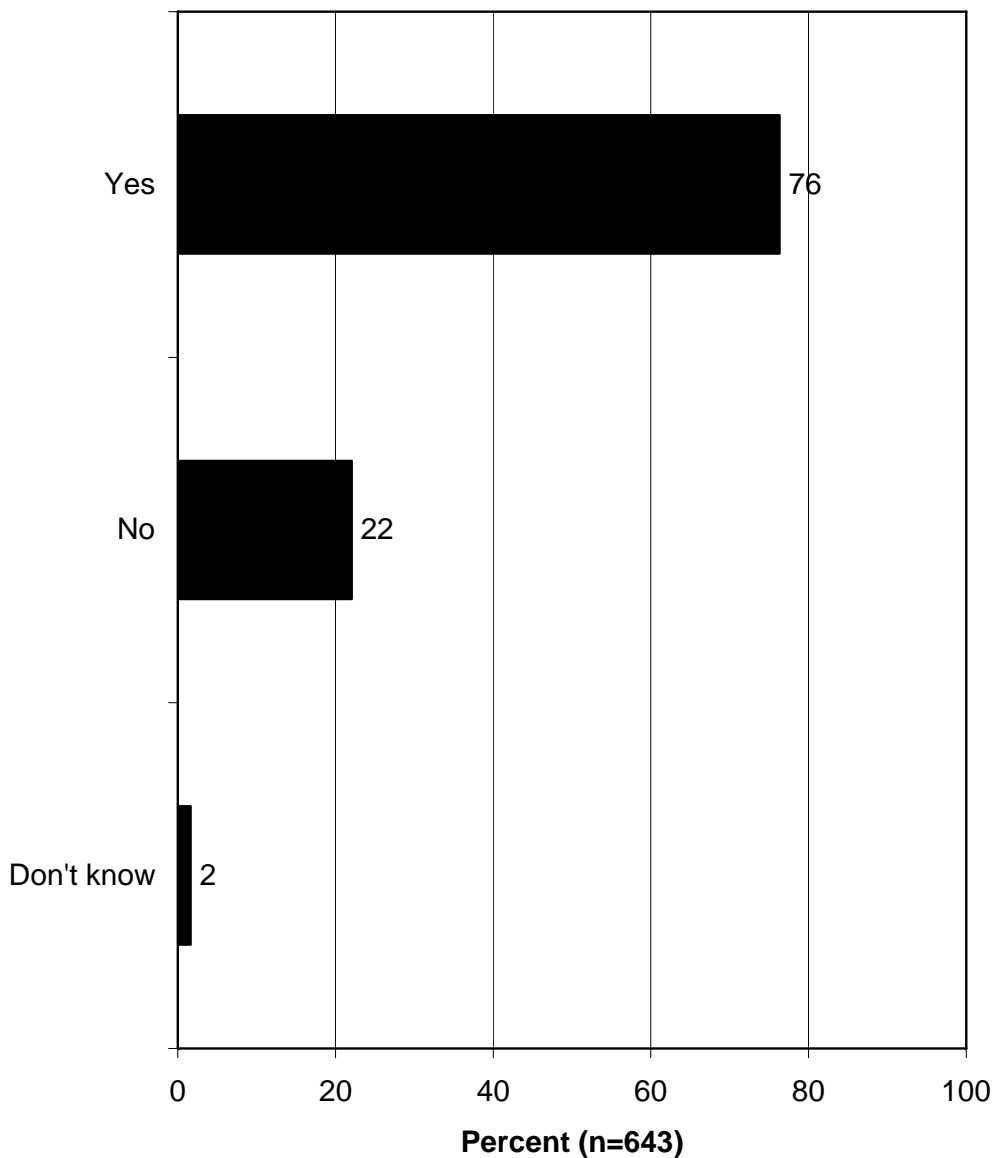
Q142. Have you heard about global warming or climate change prior to this survey?



Q143. How often would you say you discuss environmental, global warming, or climate change issues with your family? (Asked of those who have heard about global warming or climate change prior to this survey.)



Q144. In the past 2 years, have you or members of your household made any changes to your daily routine or household management in an effort to reduce the amount of greenhouse gas emissions you produce, such as carpooling or driving less? (Asked of those who have heard about global warming or climate change prior to this survey.)



DEMOGRAPHIC DATA

- The sample was weighted by age to ensure that the distribution of ages matched the actual population in the state. The pie graph shows the age distribution of the sample.
- The nonparametric analysis found the following positive correlations to being younger than 45 years of age:
 - Has children living in household, has been a Washington resident the median or fewer number of years, is *not* currently a registered voter, total household income is less than \$80,000, has more than two adults living in household, household is very physically active, considers place of residence to be a large city/urban area or suburban area, level of education is less than a Bachelor's degree.
 - Answered positively regarding interest and enjoyment of state parks (is very interested, says enjoys or would enjoy state parks a lot); did not indicate knowing a lot about state parks.
 - Feels very comfortable with the overall costs of visiting a state park and with being around other visitors at the parks.
 - Gave positive ratings of Commission performance at taking care of natural/cultural resources and at managing the park system.
 - Wants state parks to provide more information about parks, wants parks closer to home, wants state parks to provide more recreation facilities, wants state parks to provide more staff assistance for those unfamiliar with parks, wants state parks to provide more restroom facilities.
 - Says variety of animals and activities available at parks increases interest in visiting them.
 - Would support funding plan that includes private/corporate support.
- The nonparametric analysis found the following positive correlations to being from 45 to 64 years of age:
 - Has been Washington resident more than the median number of years, does *not* have children living in household, total household income is \$80,000 or higher, is currently a registered voter, has at least a Bachelor's degree, was *not* very physically active when growing up.
 - Says he/she knows a lot about state parks.
 - Did not indicate being comfortable around other visitors at state parks.
 - Did not indicate strongly agreeing that the Commission takes good care of its natural/cultural resources.
- The nonparametric analysis found the following positive correlations to being 65 years old or older:
 - Does *not* have children living in household, has been Washington resident more than the median number of years, has no more than two adults living in household, is currently a registered voter, household is *not* very physically active but he/she was very physically active when growing up, considers place of residence to be a small city/town or rural area, does *not* live in King, Pierce, or Snohomish County.

- Answered negatively regarding participation, interest, and enjoyment of state parks (did *not* visit a state park in the past 2 years, is *not* very interested, does *not* say enjoys or would enjoy state parks a lot).
 - Did not indicate being *very* comfortable with the amount of travel it takes to visit a state park.
 - Would *not* support funding plan that includes private/corporate support.
- After weighting, the gender distribution is 49% male, 51% female.
- The nonparametric analysis found the following positive correlations to being male:
 - Total household income is \$80,000 or higher, is *not* currently a registered voter.
 - Is *very* comfortable with various aspects of state parks (being around the nature and wildlife in the parks, amount of travel to get to a park, being around other visitors at the parks, overall costs).
 - Gave positive rating of the quality of facilities at parks and at the Commission's performance at spending taxpayer money wisely.
 - Says variety of animals and activities available at parks increases interest in visiting them.
 - The nonparametric analysis found the following positive correlations to being female:
 - Is currently a registered voter.
 - Did *not* express being *very* comfortable with various aspects of state parks (being around the nature and wildlife in the parks, amount of travel to get to a park, being around other visitors at the parks, overall costs).
 - Gave negative rating of the quality of facilities at parks and at the Commission's performance at spending taxpayer money wisely.
 - Wants state parks to provide more restroom facilities, wants state parks to provide more information about parks.
 - Says variety of animals and activities available at parks does *not* increase interest in visiting them; however, says knowing that state park rangers will be on duty at parks increases interest in visiting them.
- Ethnicity of respondents is shown; the overwhelming majority are white/Caucasian.
- County representation in the survey sample is shown; the leading county is King (26.5% of respondents), followed by Pierce (10.1%) and Snohomish (10.0%).
- The nonparametric analysis found the following positive correlations to living in King, Pierce, or Snohomish County:
 - Considers place of residence to be a large city/urban area or suburban area, total household income is \$80,000 or higher, has at least a Bachelor's degree, does *not* have own access to private lands for outdoor recreation, is currently a registered voter, has no more than two adults living in household.
 - Did *not* express being *very* comfortable with being around the nature and wildlife in the parks.

- Gave negative rating of overall satisfaction with state parks and negative grade (i.e., not an A+, A, or A-) to Commission's performance at managing the park system.
- Wants parks closer to home, wants state parks to provide more information about parks, wants state parks to provide more staff assistance for those unfamiliar with parks.
- The nonparametric analysis found the following positive correlations to living outside of King, Pierce, or Snohomish County:
 - Considers place of residence to be a small city/town or rural area, total household income is less than \$80,000, level of education is less than a Bachelor's degree, is 65 years old or older.
 - Has not visited a Washington state park in the past 2 years.
 - Feels *very* comfortable around nature and wildlife in a state park.
 - Gave positive grade to Commission's performance at managing the park system and positive rating of overall satisfaction with state parks.
- Washington State residents are distributed about evenly in quarters: 25% live in a large city or urban area, 24% live in a suburban area, 27% live in a small city or town, and 21% live in a rural area.
 - The nonparametric analysis found the following positive correlations to living in a large city/urban area or a suburban area:
 - Lives in King, Pierce, or Snohomish County, has at least a Bachelor's degree, has been a Washington resident the median or fewer number of years, is younger than 45 years of age, does *not* have own access to private lands for outdoor recreation, has no more than two adults living in household, total household income is \$80,000 or higher, has children living in household.
 - Says enjoys or would enjoy state parks a lot.
 - Feels *very* comfortable around other visitors while in a state park.
 - Wants state parks to provide more information about state parks.
 - Would support funding plan that includes private/corporate support.
 - The nonparametric analysis found the following positive correlations to living in a small city/town or rural area:
 - Does *not* live in King, Pierce, or Snohomish County, level of education is less than a Bachelor's degree, was very physically active when growing up, has been Washington resident more than the median number of years, is currently a registered voter, has own access to private lands for outdoor recreation, is 65 years old or older.
 - Says he/she knows a lot about state parks.
 - Did not indicate feeling *very* comfortable around other visitors while in a state park.
 - Wants state parks to provide more recreation facilities.

- Education levels of residents are shown; 71% have at least some college or trade school coursework, and 38% have a Bachelor's degree, with or without a higher degree.
 - The nonparametric analysis found the following positive correlations to having an education level of less than a Bachelor's degree:
 - Total household income is less than \$80,000, has more than two adults living in household, considers place of residence to be a small city/town or rural area, is *not* currently a registered voter, was very physically active when growing up, does *not* live in King, Pierce, or Snohomish County, is younger than 45 years of age.
 - Did *not* indicate being *very* comfortable with the overall cost of visiting a state park.
 - Gave positive grades and ratings of Commission performance (managing the park system, overall satisfaction with state parks, taking care of natural/cultural resources, quality of facilities).
 - Wants state parks to provide more restroom facilities, wants state parks to provide more recreation facilities, wants state parks to provide more staff assistance for those unfamiliar with parks.
 - Says variety of animals at state parks increases interest in visiting them.
 - The nonparametric analysis found the following positive correlations to having a Bachelor's degree, with or without a higher degree:
 - Total household income is \$80,000 or higher, has no more than two adults living in household, is currently a registered voter, lives in King, Pierce, or Snohomish County, considers place of residence to be a large city/urban area or suburban area, is 45 to 64 years of age, household is very physically active.
 - Answered positively regarding participation, interest, and enjoyment of state parks (visited a state park in the past 2 years, is very interested, says enjoys or would enjoy state parks a lot).
 - Feels *very* comfortable with the overall costs of visiting a state park.
 - Gave negative rating of the Commission's performance at managing the park system and gave a negative grade (i.e., not an A+, A, or A-) for their overall satisfaction with state parks.
 - Would support funding plan that includes private/corporate support.

- Household incomes are well-distributed among income categories, as shown.
 - The nonparametric analysis found the following positive correlations to having a total household income of less than \$80,000:
 - Level of education is less than a Bachelor's degree, does *not* live in King, Pierce, or Snohomish County, has no more than two adults living in household, is younger than 45 years of age, is *not* currently a registered voter, was very physically active when growing up.
 - Is *very* comfortable with the types of experiences offered at state parks and with being around other visitors at the parks; did *not* express being *very* comfortable with the overall costs of visiting a state park.

- Gave positive grades for the quality of facilities at state parks and with their overall satisfaction with state parks.
 - Wants state parks to provide more information about parks and Thinks it is important that legislature fund needed repairs at parks.
 - Says variety of animals at parks increases interest in visiting them.
 - The nonparametric analysis found the following positive correlations to having a total household income of \$80,000 or more:
 - Has at least a Bachelor's degree, lives in King, Pierce, or Snohomish County, is currently a registered voter, is 45 to 64 years of age, has children living in household, has own access to private lands for outdoor recreation, is male, household is very physically active, considers place of residence to be a large city/urban area or suburban area.
 - Is *very* interested in visiting a state park in the next 2 years.
 - Is *very* comfortable with the overall costs and the amount of travel it takes to visit a state park.
 - Thinks it is *very* important that legislature fund new park land purchase.
 - Would support funding plan that includes private/corporate support.
- Most commonly, households in Washington state have two adults living in them.
- The nonparametric analysis found the following positive correlations to having no more than two adults living in the household:
 - Has at least a Bachelor's degree, does *not* have children living in household, is 65 years old or older, total household income is less than \$80,000, has been Washington resident more than the median number of years, is currently a registered voter, was very physically active when growing up, lives in King, Pierce, or Snohomish County, considers place of residence to be a large city/urban area or suburban area.
 - Says he/she knows a lot about state parks, but did *not* indicate he/she enjoys or would enjoy state parks.
 - *Strongly* agrees that state parks spends taxpayers' money wisely.
 - Thinks it is *very* important that legislature fund new park land purchase
 - The nonparametric analysis found the following positive correlations to having more than two adults living in the household:
 - Level of education is less than a Bachelor's degree, has children living in household, has been a Washington resident the median or fewer number of years, is younger than 45 years of age.
 - Says enjoys or would enjoy state parks a lot, is very interested in visiting a state park, but does not indicate knowing a lot about state parks.
 - *Strongly* agrees that the Commission takes good care of its natural/cultural resources, but did not indicate agreeing that the park system spends taxpayers' money wisely.
 - Wants state parks to provide more recreation facilities and wants parks closer to home.

- The majority of residents do not have children living in their house (57%); however, 41% do have children in their household; 32% have children under the age of 13 living in their household.
- The nonparametric analysis found the following positive correlations to having children in the household:
 - Is younger than 45 years of age, has been a Washington resident the median or fewer number of years, has more than two adults living in household, has own access to private lands for outdoor recreation, total household income is \$80,000 or higher, household is very physically active, considers place of residence to be a large city/urban area or suburban area, is *not* currently a registered voter.
 - Answered positively regarding participation, interest, and enjoyment of state parks (visited a state park in the past 2 years, is very interested, says enjoys or would enjoy state parks a lot).
 - Did *not* express being *very* comfortable with being around nature and wildlife in the parks.
 - Gave positive ratings of Commission performance in taking care of natural/cultural resources and managing the park system.
 - Wants state parks to provide more information about parks, wants state parks to provide more recreation facilities, wants parks closer to home.
 - Says variety of activities available at parks increases interest in visiting them.
 - Would support funding plan that includes private/corporate support.
 - The nonparametric analysis found the following positive correlations to *not* having children in the household:
 - Is 45 years old or older, has been Washington resident more than the median number of years, has no more than two adults living in household, does *not* have own access to private lands for outdoor recreation, is currently a registered voter, was very physically active when growing up, household is *not* very physically active.
 - Answered negatively regarding participation and interest in visiting state parks (did *not* visit a state park in the past 2 years and is *not* very interested in visiting a state park in the next 2 years).
 - Feels very comfortable around nature and wildlife in a state park.
 - Did *not* strongly agree that the Commission takes good care of its natural/cultural resources.
 - Would *not* support funding plan that includes private/corporate support.

- Years of residency of respondents is shown. The mean number of years lived in Washington is 43.3 years.
 - The nonparametric analysis found the following positive correlations to having been a Washington state resident for more than the median number of years (more than 31 years):
 - Is 45 years old or older, does *not* have children living in household, is currently a registered voter, has no more than two adults living in household, considers place of residence to be a small city/town or rural area, was very physically active when growing up.
 - Answered negatively regarding interest and enjoyment of state parks (is *not* very interested, does *not* say enjoys or would enjoy state parks a lot).
 - Says knowing that state park rangers will be on duty at parks increases interest in visiting them.
 - Would *not* support funding plan that includes private/corporate support.
 - The nonparametric analysis found the following positive correlations to having been a Washington state resident the median or fewer years (31 years or less):
 - Is younger than 45 years of age, has children living in household, is *not* currently a registered voter, has more than two adults living in household, considers place of residence to be a large city/urban area or suburban area, household is very physically active.
 - Answered positively regarding interest and enjoyment of state parks (is very interested, says enjoys or would enjoy state parks a lot); did not indicate knowing a lot about state parks.
 - Wants state parks to provide more information about parks, wants parks closer to home, wants state parks to provide more restroom facilities.
 - Says variety of animals and activities available at parks increases interest in visiting them.
 - Would support funding plan that includes private/corporate support.
- The overwhelming majority of respondents (84%) are registered voters.
 - The nonparametric analysis found the following positive correlations to being a registered voter:
 - Has been Washington resident more than the median number of years, has at least a Bachelor's degree, total household income is \$80,000 or higher, is 45 years old or older, has no more than two adults living in household, household is very physically active and he/she was when growing up, does *not* have children living in household, considers place of residence to be a small city/town or rural area, is female, lives in King, Pierce, or Snohomish County, has own access to private lands for outdoor recreation.
 - Knows a lot about state parks.
 - Feels *very* comfortable around nature and wildlife in a state park.

- Does not *strongly* agree that the Commission does a good job managing the park system.
- Thinks it is important that legislature fund needed repairs at parks.
- The nonparametric analysis found the following positive correlations to *not* being a registered voter:
 - Has been a Washington resident the median or fewer number of years, is younger than 45 years of age, level of education is less than a Bachelor's degree, total household income is less than \$80,000, is male, has children living in household, does *not* have own access to private lands for outdoor recreation.
 - Is *very* interested in visiting a state park in the next 2 years.
 - Did *not* indicate being *very* comfortable with the amount of travel it takes to visit a state park.
 - *Strongly* agrees that the Commission does a good job managing the state park system.
 - Wants state parks to provide more restroom and recreation facilities.
- Most Washington State residents (86%) say that they are very or somewhat physically active. Even more (91%) say that they were physically active when growing up.
 - The trends analysis found that a greater percentage of respondents in 2008 compared to 2006 say that the level of physical activity of people in the household is *very* physically active.
 - The nonparametric analysis found the following positive correlations to responding that people in household are very physically active:
 - Has own access to private lands for outdoor recreation, was very physically active when growing up, is younger than 45 years of age, has children living in household, total household income is \$80,000 or higher, has at least a Bachelor's degree, is currently a registered voter, has been a Washington resident the median or fewer number of years.
 - Answered positively regarding participation, knowledge, and interest of state parks (visited a state park in the past 2 years, knows a lot about state parks, is very interested).
 - Is *very* comfortable with various aspects of state parks (activities offered, being around the nature and wildlife in the parks, types of experiences offered, amount of travel to get to a park, being around other visitors at the parks).
 - Gave positive grades and ratings of Commission performance (spending taxpayer money, taking care of natural/cultural resources, managing the park system, quality of facilities, overall satisfaction with state parks).
 - Thinks it is *very* important that legislature fund new park land purchase and needed repairs at parks.
 - Would support funding plan that includes private/corporate support.

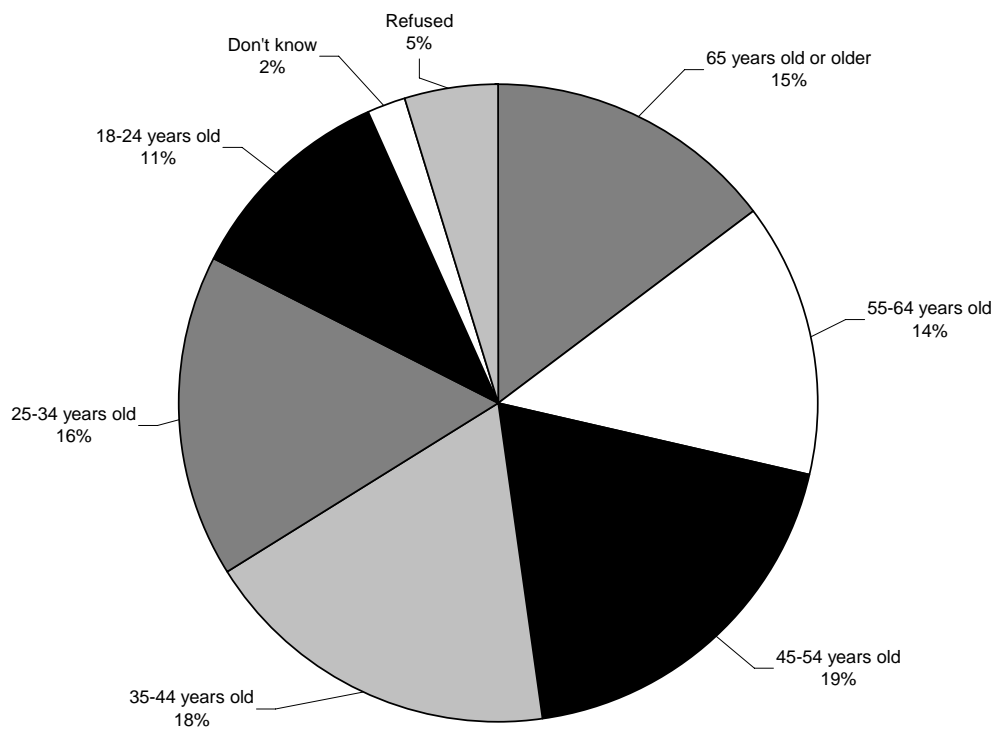
- The nonparametric analysis found the following positive correlations to *not* responding that people in household are very physically active:
 - Was *not* very physically active when growing up, does *not* have own access to private lands for outdoor recreation, is 65 years old or older, does *not* have children living in household.
 - Answered negatively regarding participation, knowledge, and interest of state parks (did *not* visit a state park in the past 2 years, does *not* know a lot about state parks, is *not* very interested).
 - Did *not* express being *very* comfortable with various aspects of state parks (activities offered, being around the nature and wildlife in the parks, types of experiences offered, amount of travel to get to a park, being around other visitors at the parks).
 - Gave negative grades (i.e., not an A+, A, or A-) and ratings of Commission performance (spending taxpayer money, taking care of natural/cultural resources, managing the park system, quality of facilities, overall satisfaction with state parks).
 - Does *not* Think it is *very* important that legislature fund new park land purchase and needed repairs at parks.
 - Says knowing that state park rangers will be on duty at parks increases interest in visiting them.
 - Would *not* support funding plan that includes private/corporate support.

- Almost half of Washington State residents (46%) have their own access to private lands for outdoor recreation.
 - The trends analysis found little change on this question from 2006 to 2008.
 - The nonparametric analysis found the following positive correlations to having own access to private lands for outdoor recreation:
 - Household is very physically active and he/she was when growing up, has children living in household, total household income is \$80,000 or higher, considers place of residence to be a small city/town or rural area, is currently a registered voter.
 - Knows a lot about state parks.
 - Is *very* comfortable with two aspects of state parks (being around the nature and wildlife in the parks and the amount of travel to get to a park).
 - The nonparametric analysis found the following positive correlations to *not* having own access to private lands for outdoor recreation:
 - Household is *not* very physically active and he/she was *not* when growing up, does *not* have children living in household, lives in King, Pierce, or Snohomish County, considers place of residence to be a large city/urban area or suburban area, is *not* currently a registered voter.
 - Does *not* know a lot about state parks.
 - Did *not* indicate feeling *very* comfortable around the nature and wildlife in the parks and the amount of travel to get to a park.

- Two-thirds of Washington State residents (67%) have or someone in their household has a pet.
 - The most common pets are dogs (68% of pet owners have one) and cats (59%). These are distantly followed by fish (6%), birds (5%), horses (3%), rabbits (3%), and reptiles (2%).
 - The trends analysis found little change on these questions from 2006 to 2008.

- Just more than half of Washington State residents (56%) live in a household with a laptop computer (although it may be owned by someone else in the household).

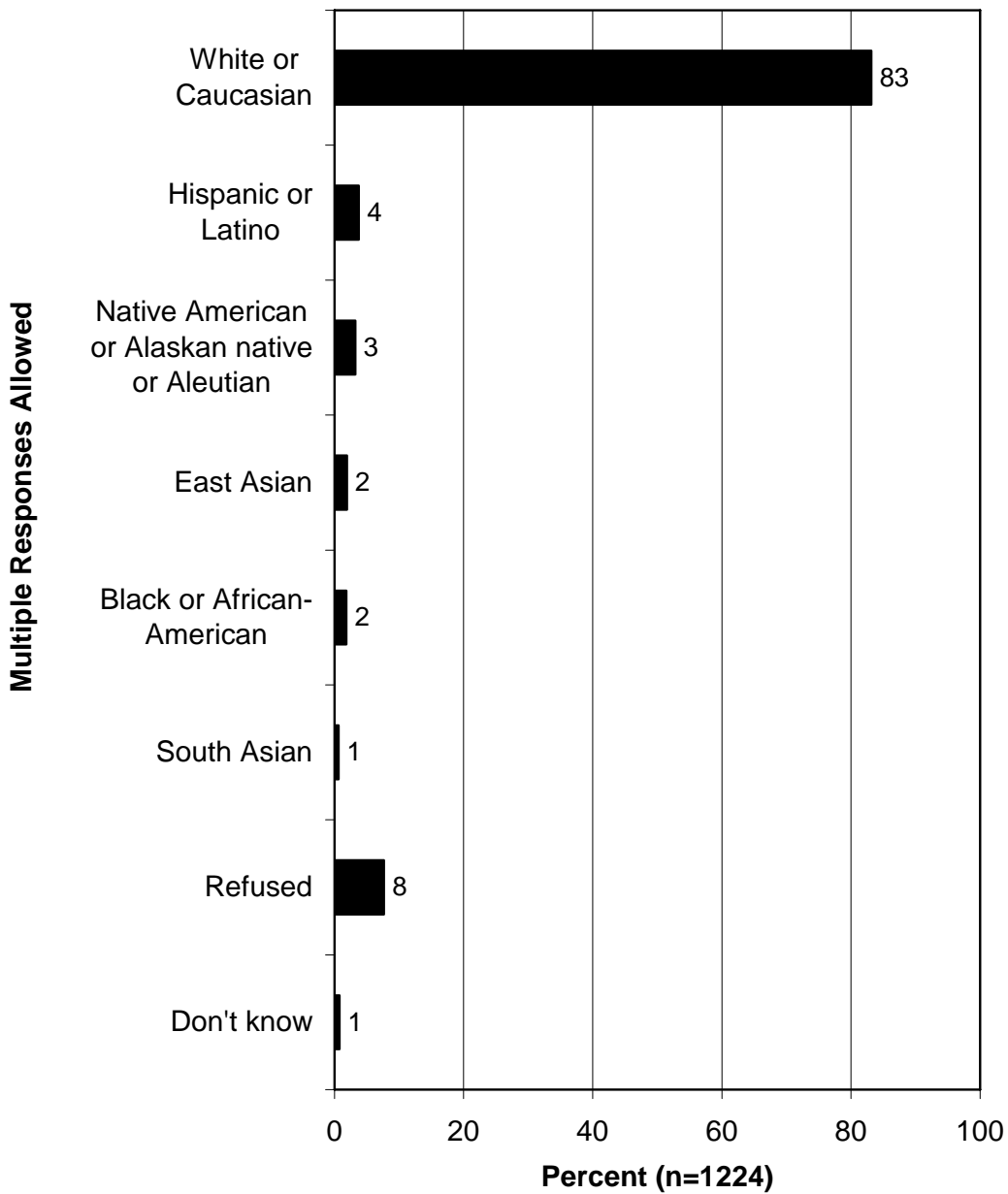
Age distribution after weighting.



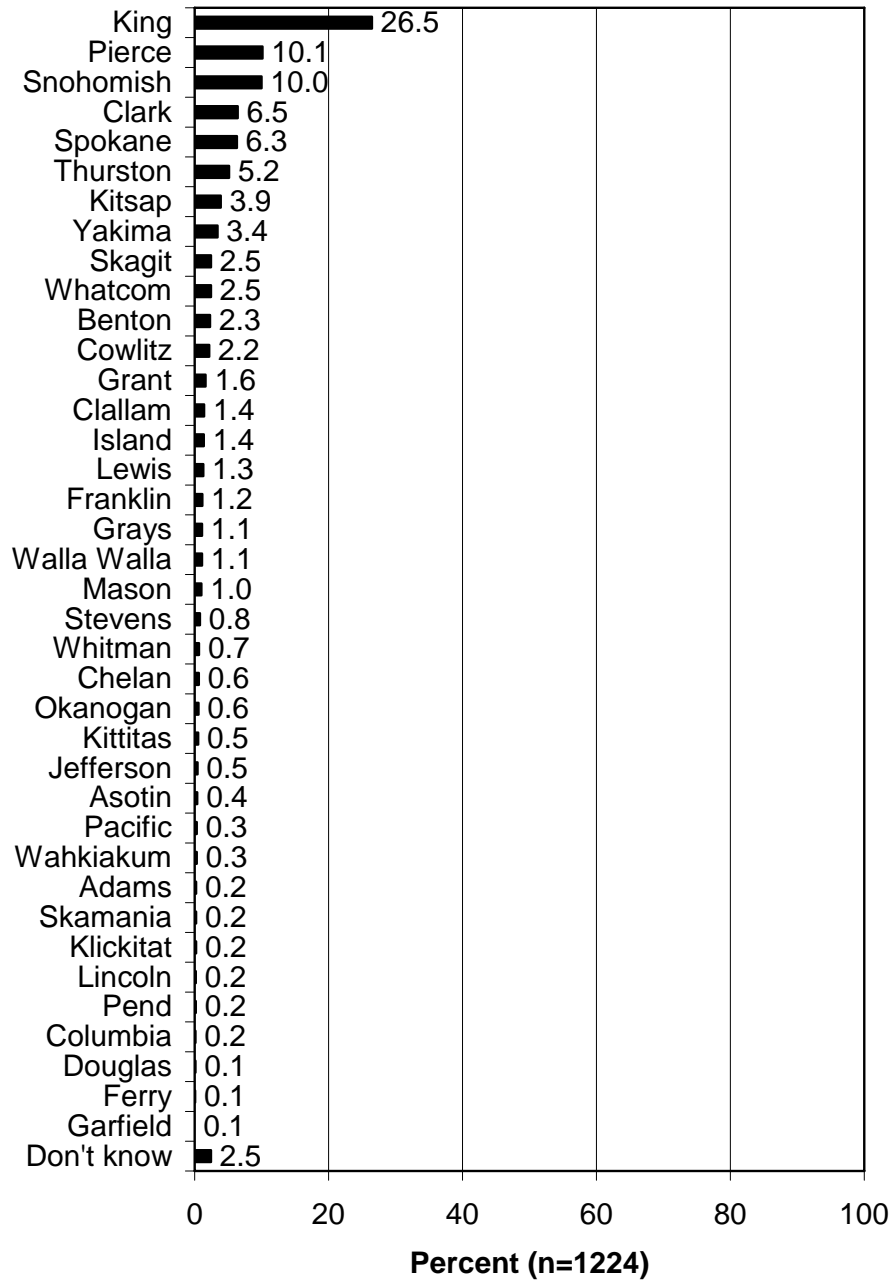
Q220. Respondent's gender (observed by interviewer, not asked).



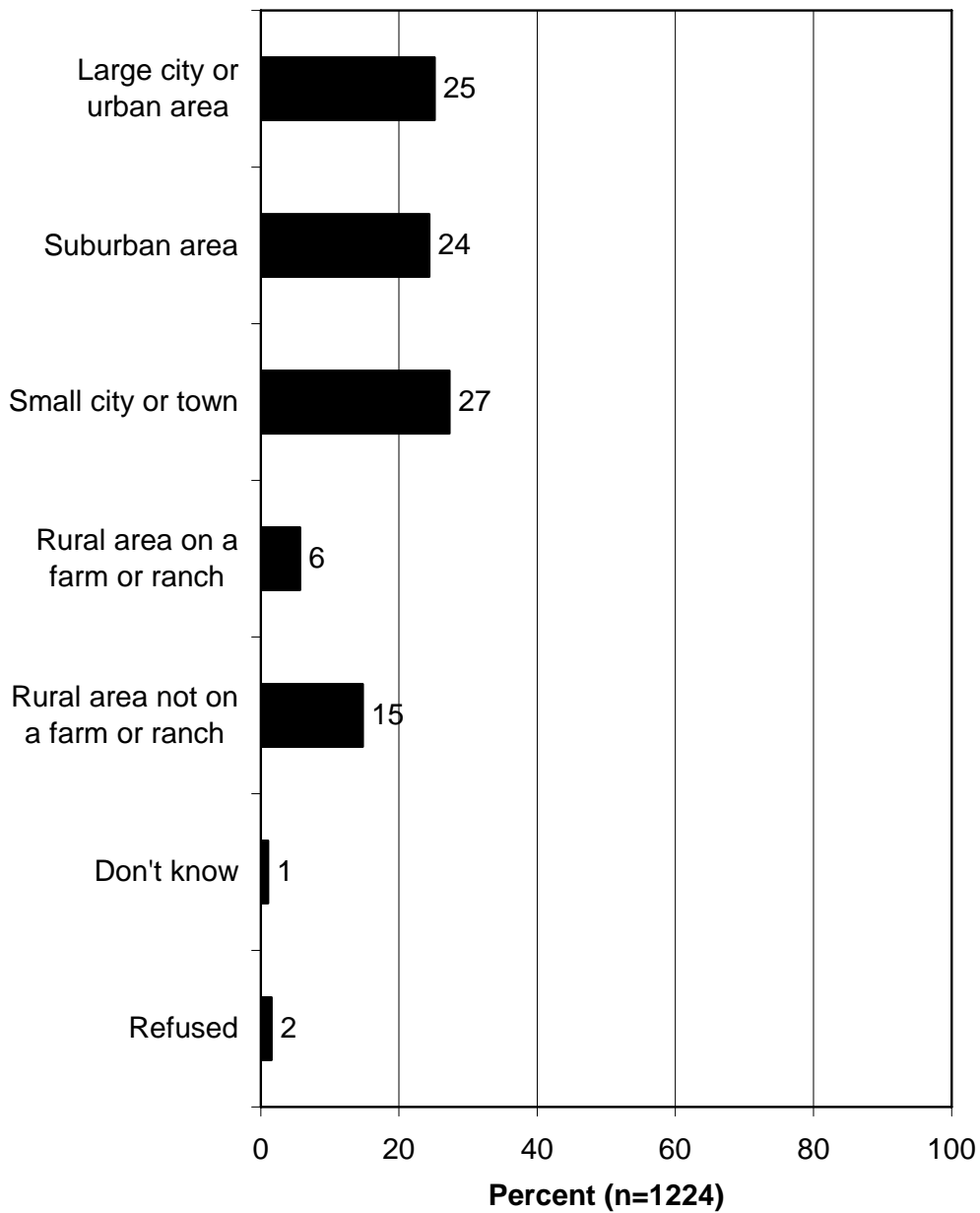
Q208. What races or ethnic backgrounds do you consider yourself, and please mention all that apply?



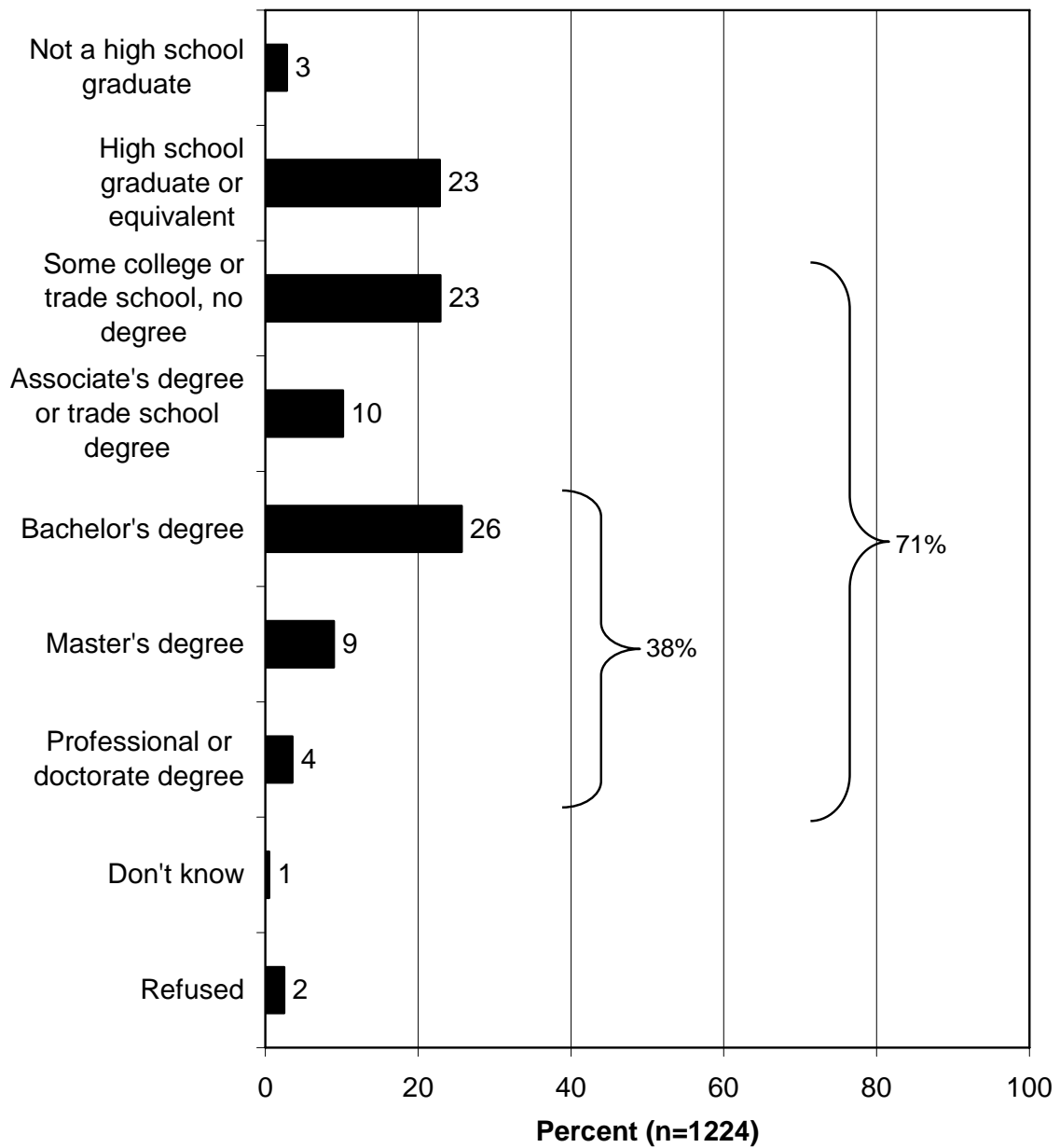
Q183. In what county do you live?



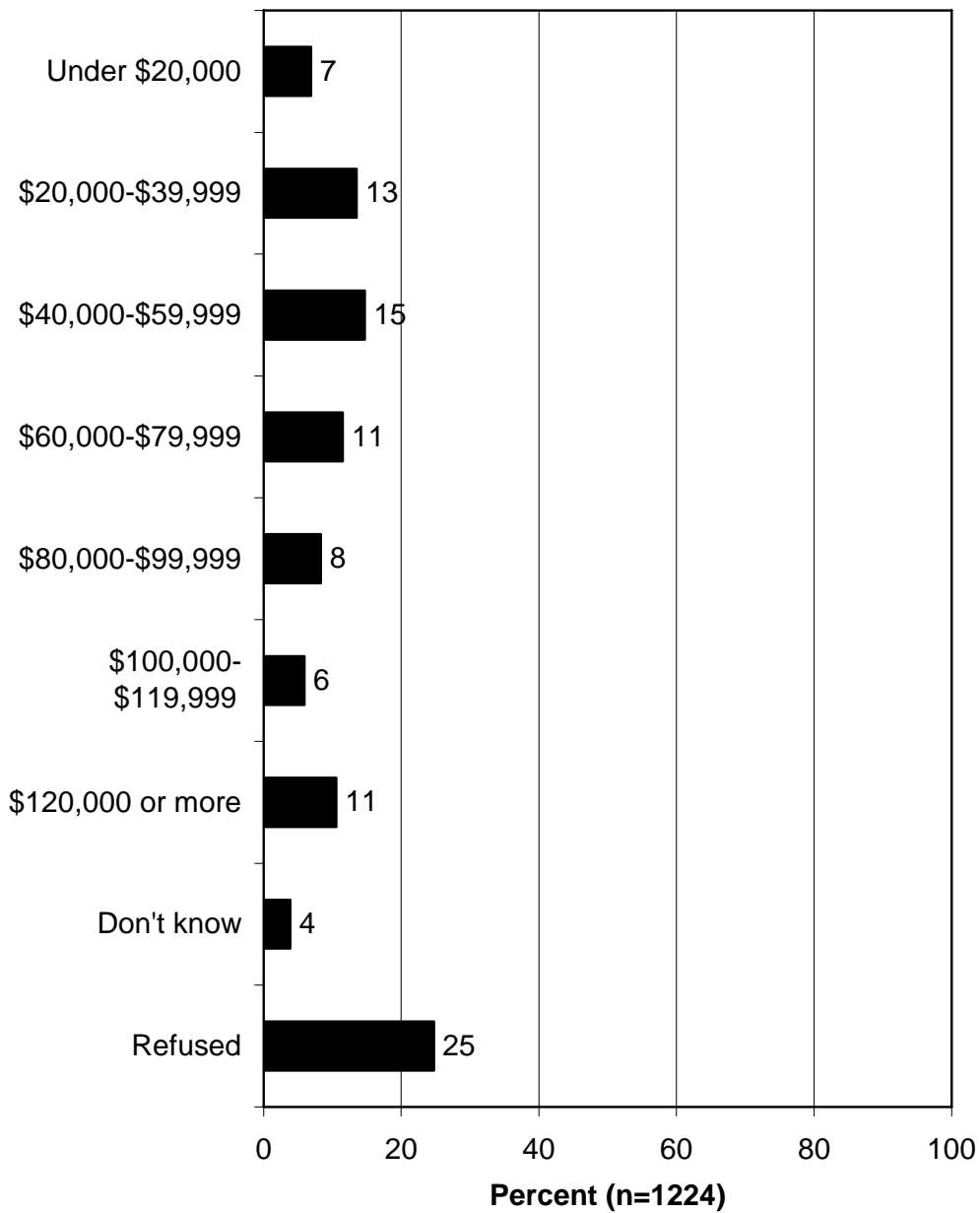
Q184. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



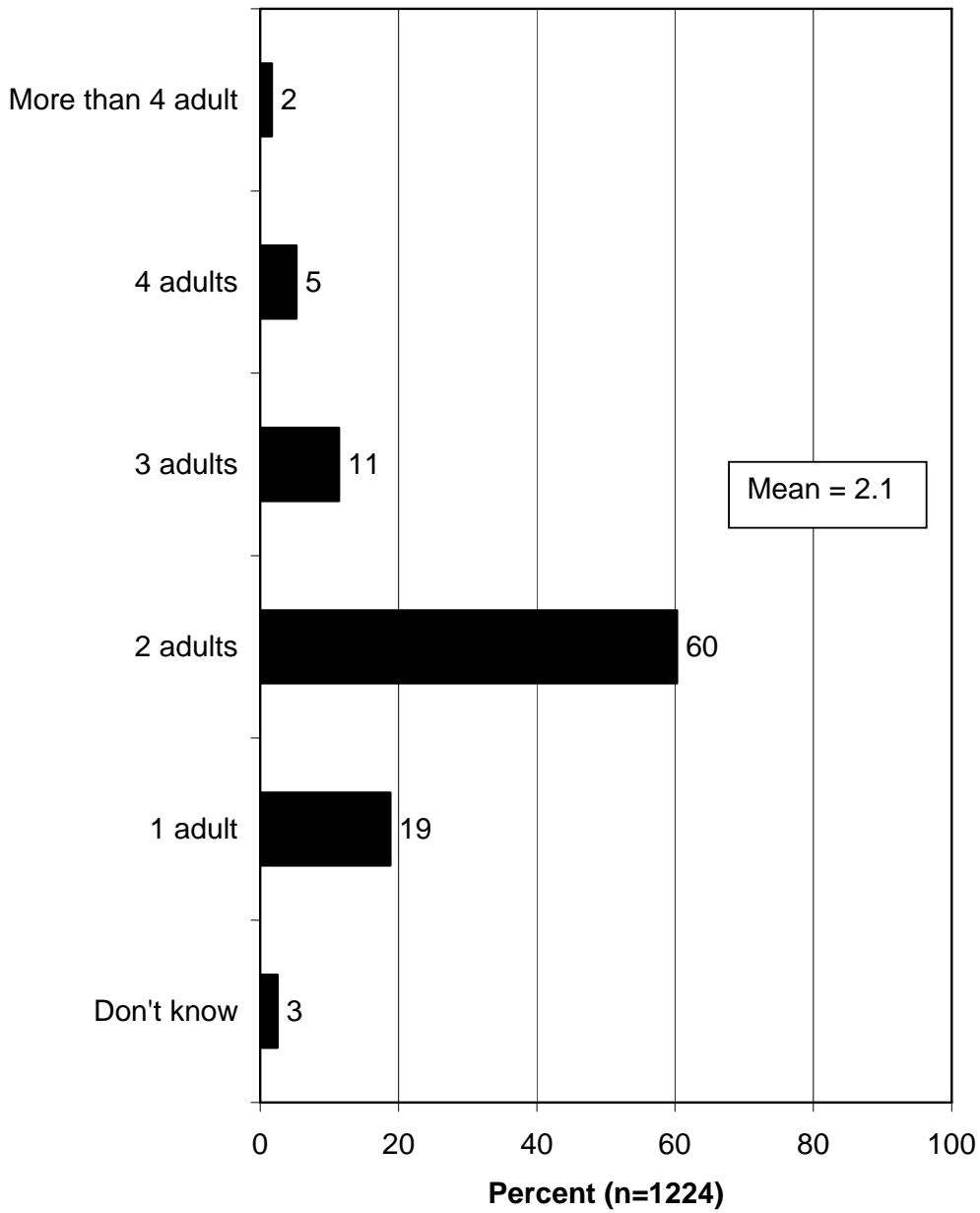
Q187. What is the highest level of education you have completed?



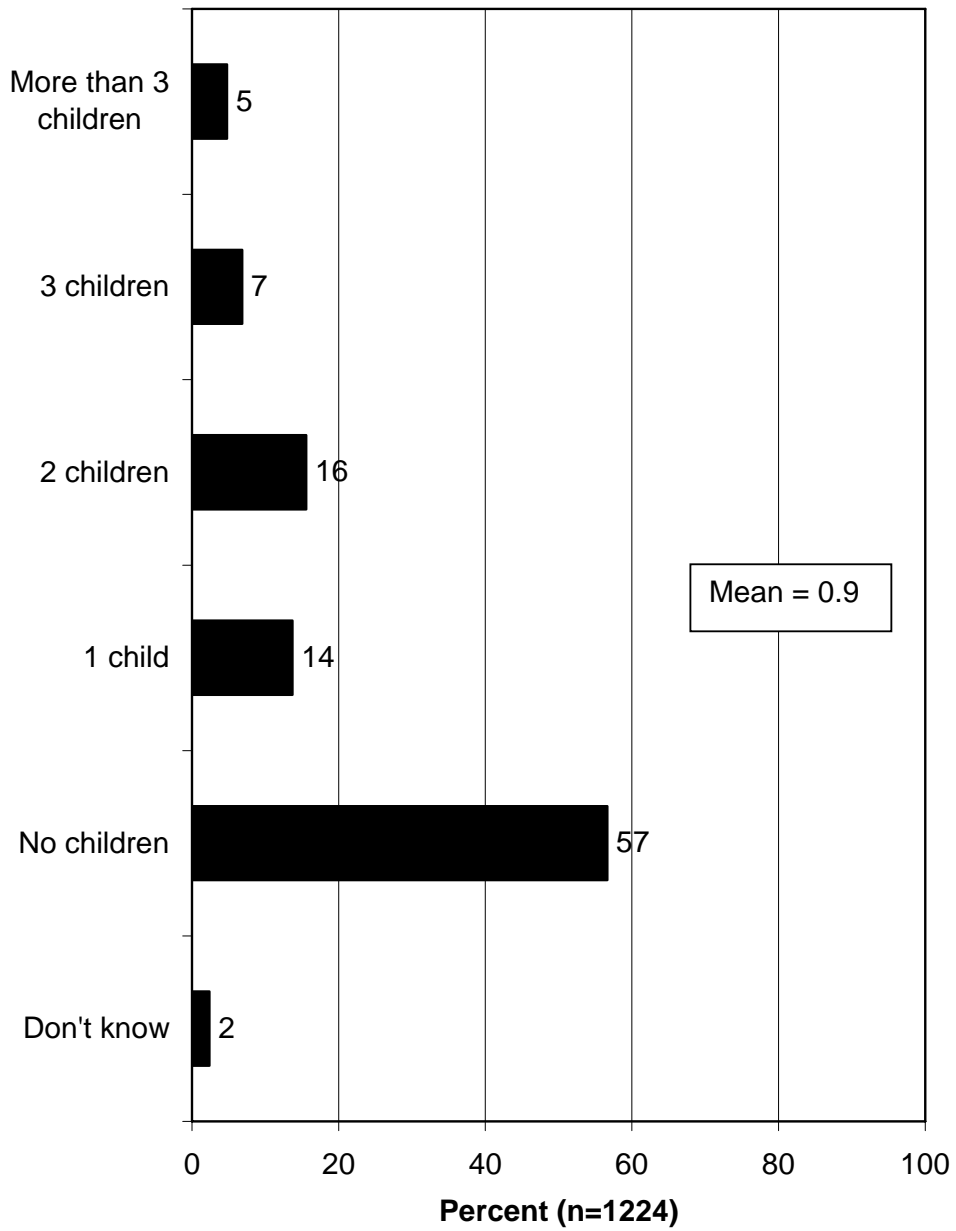
Q188. Which of these categories best describes your total household income before taxes last year?



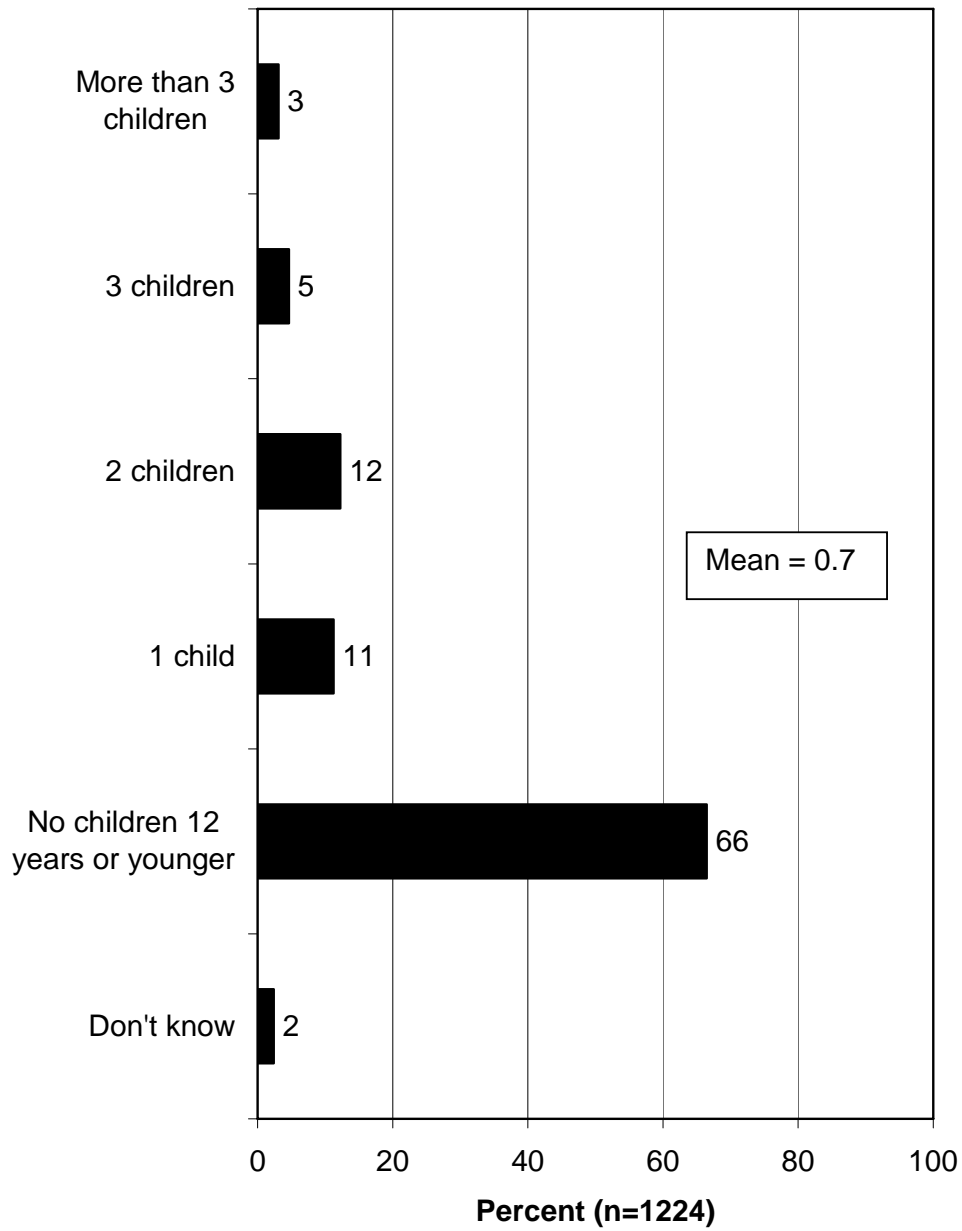
Q189. Including yourself, how many people age 18 or older do you have living in your household?



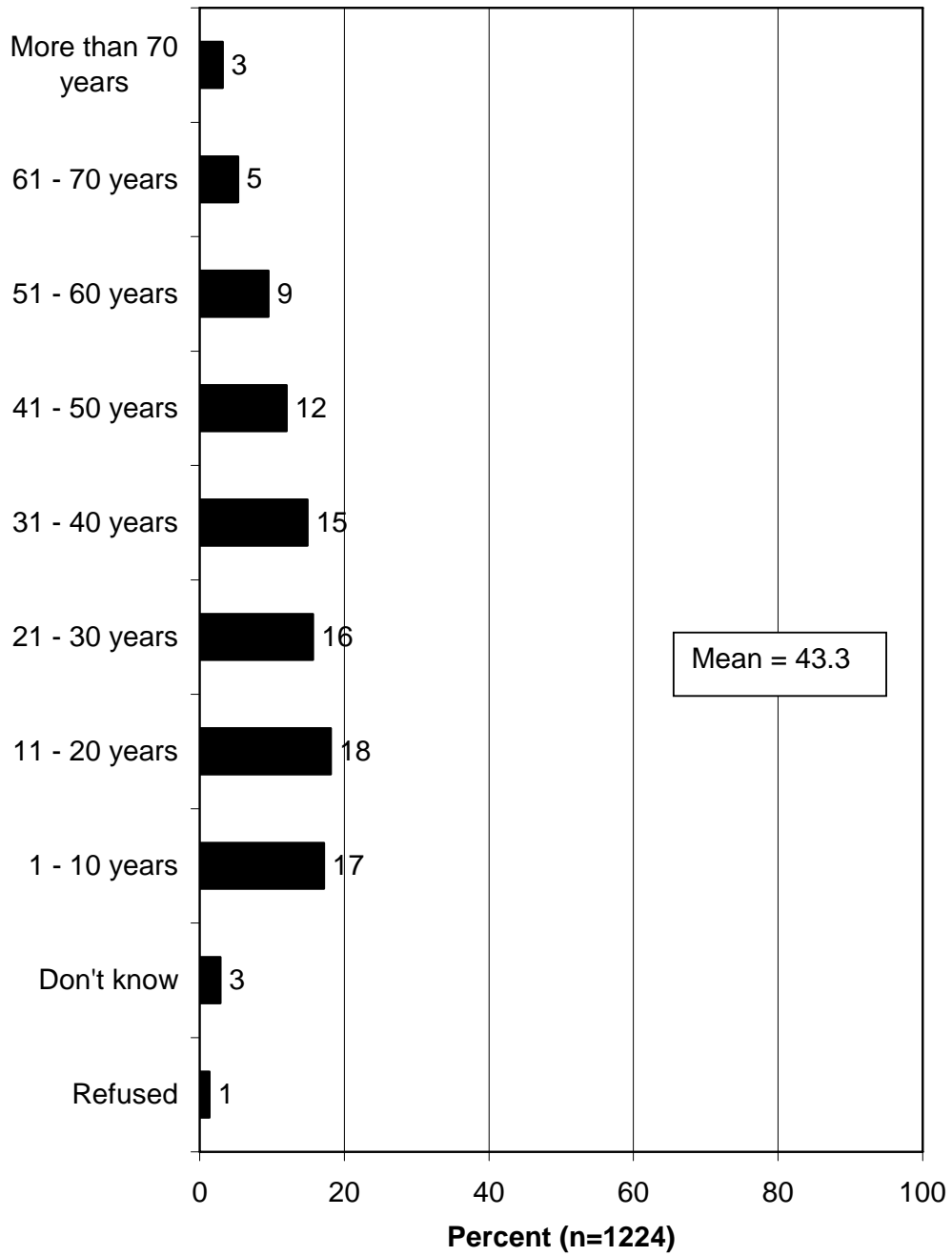
Q191. How many children age 17 or younger do you have living in your household?



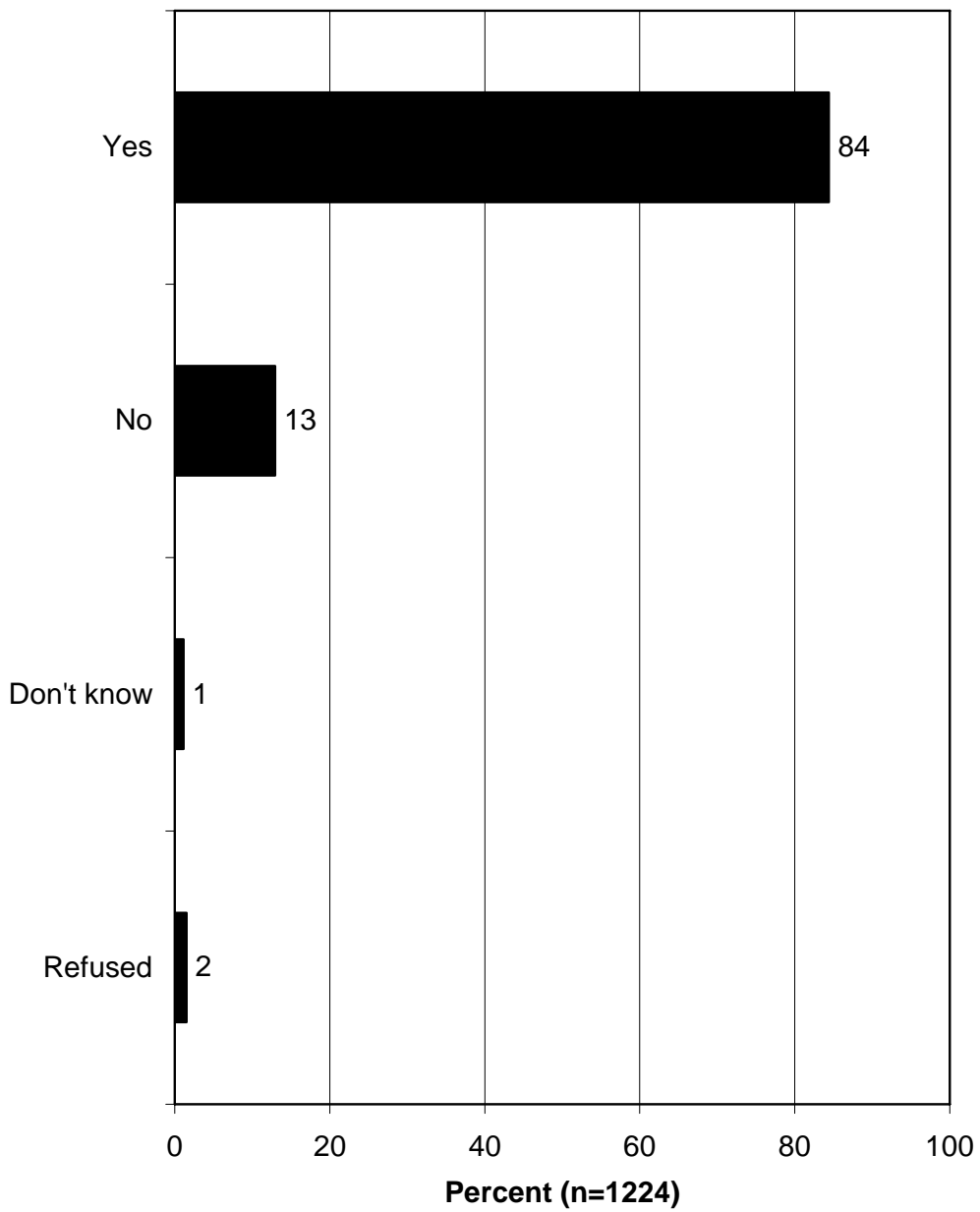
Q194. How many children age 12 or younger do you have living in your household?



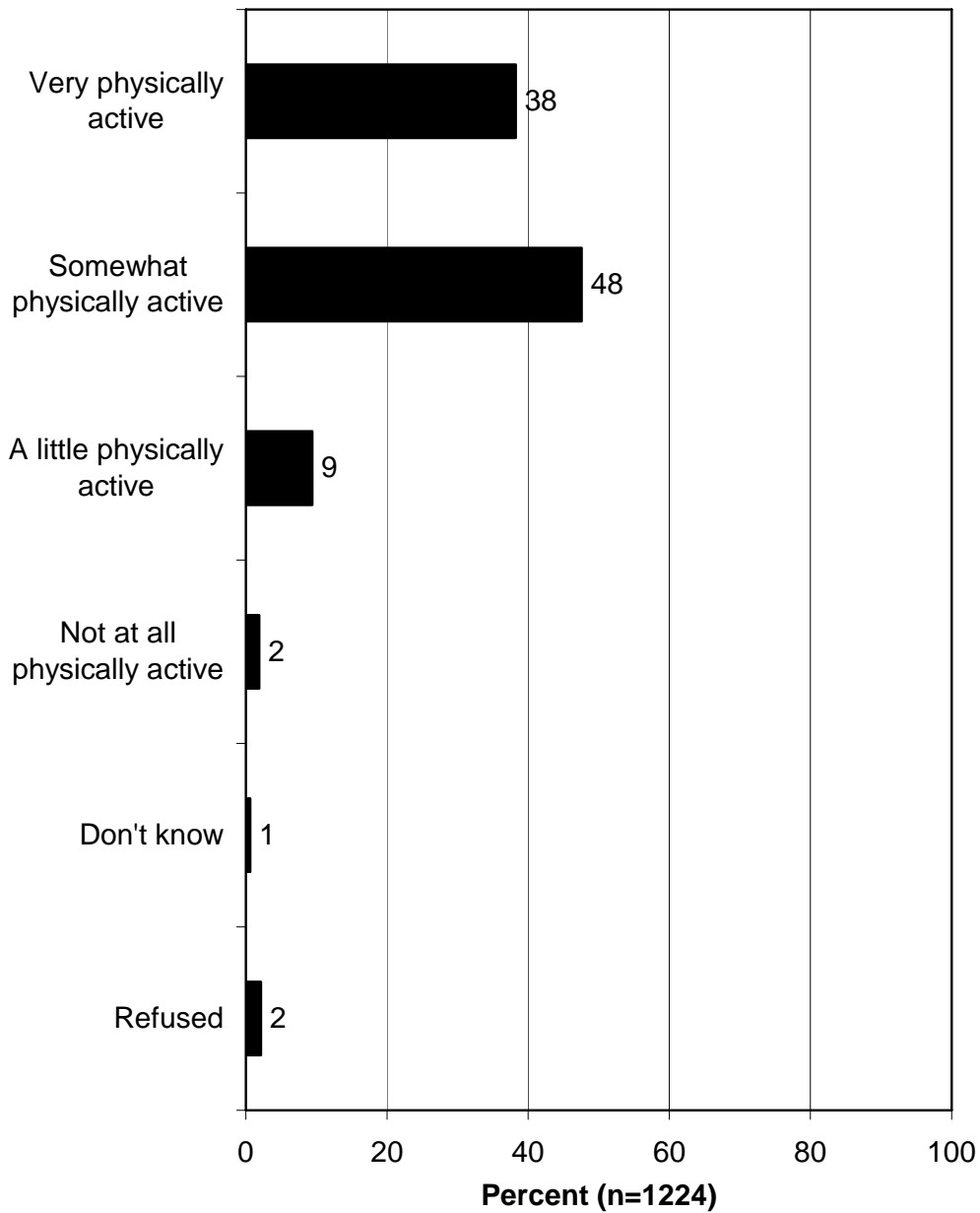
Q210. How many years have you been a Washington resident?



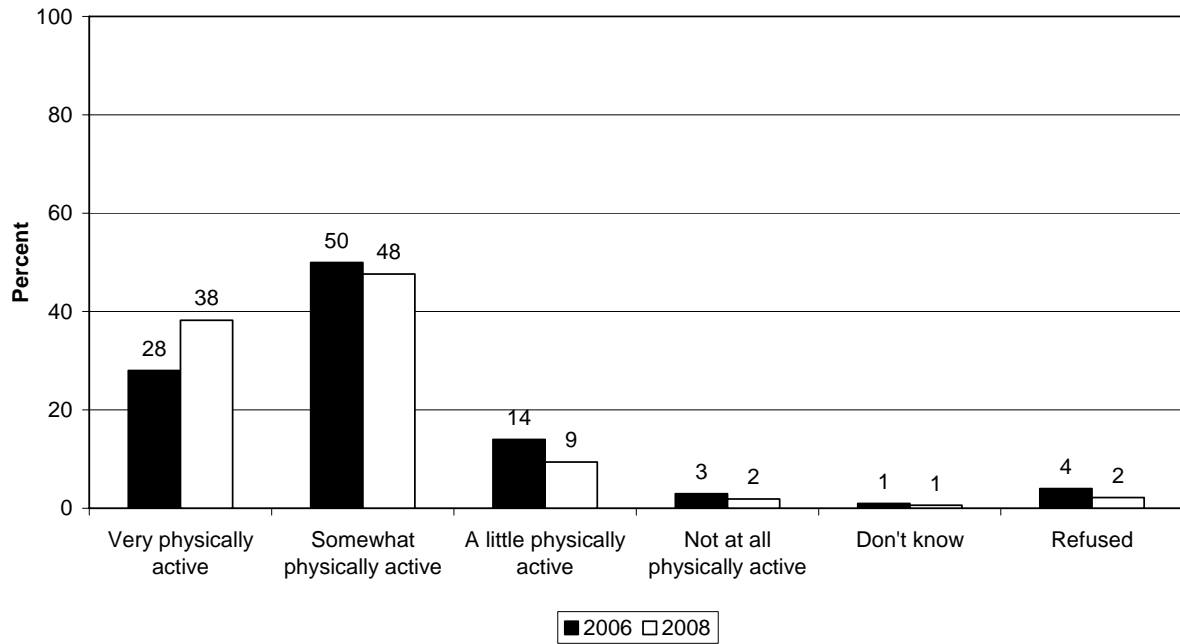
Q186. Are you currently a registered voter?



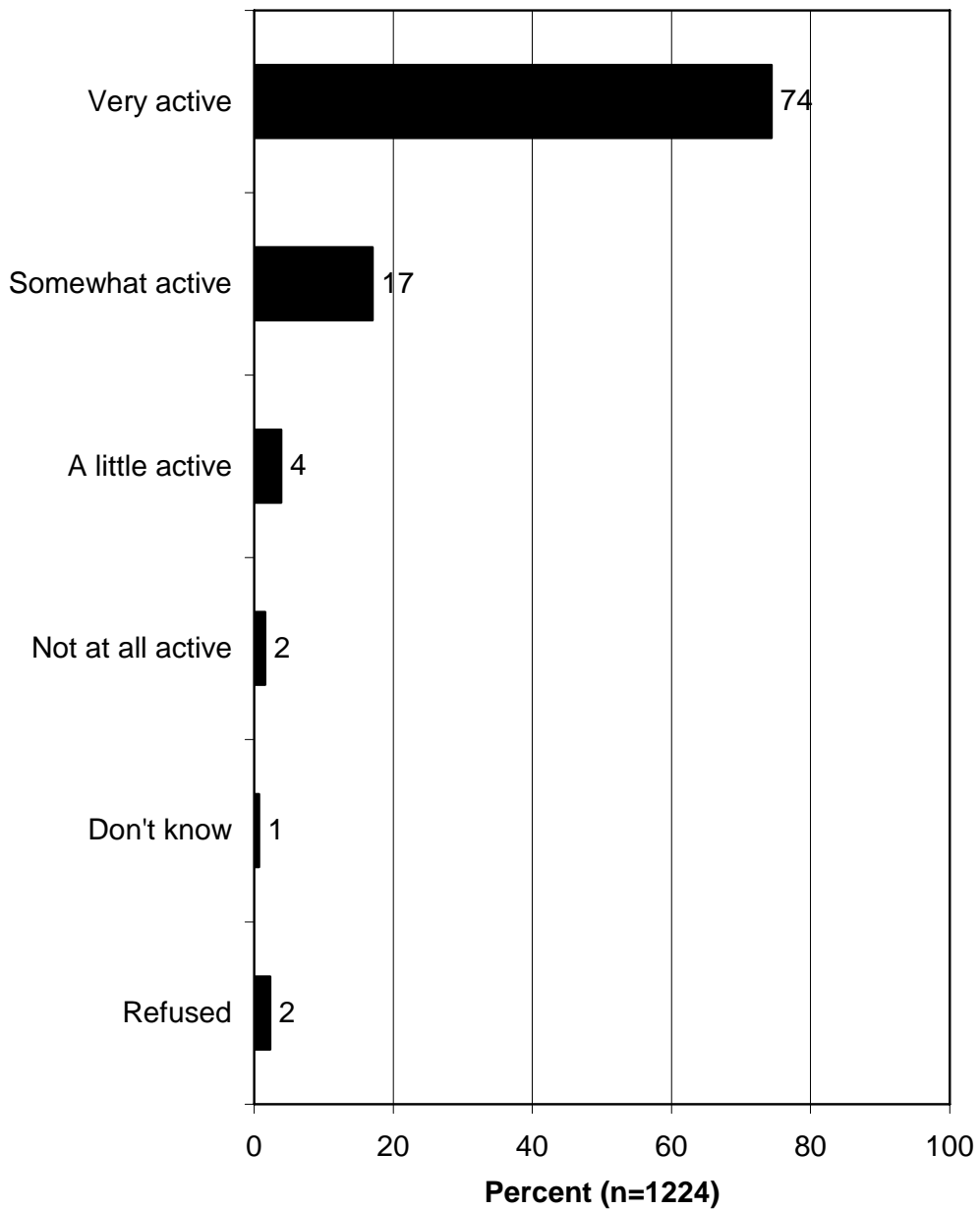
Q203. How would you describe the overall level of physical activity of people living in your household? Would you say those living in your household are very physically active, somewhat physically active, a little physically active, or not at all physically active?



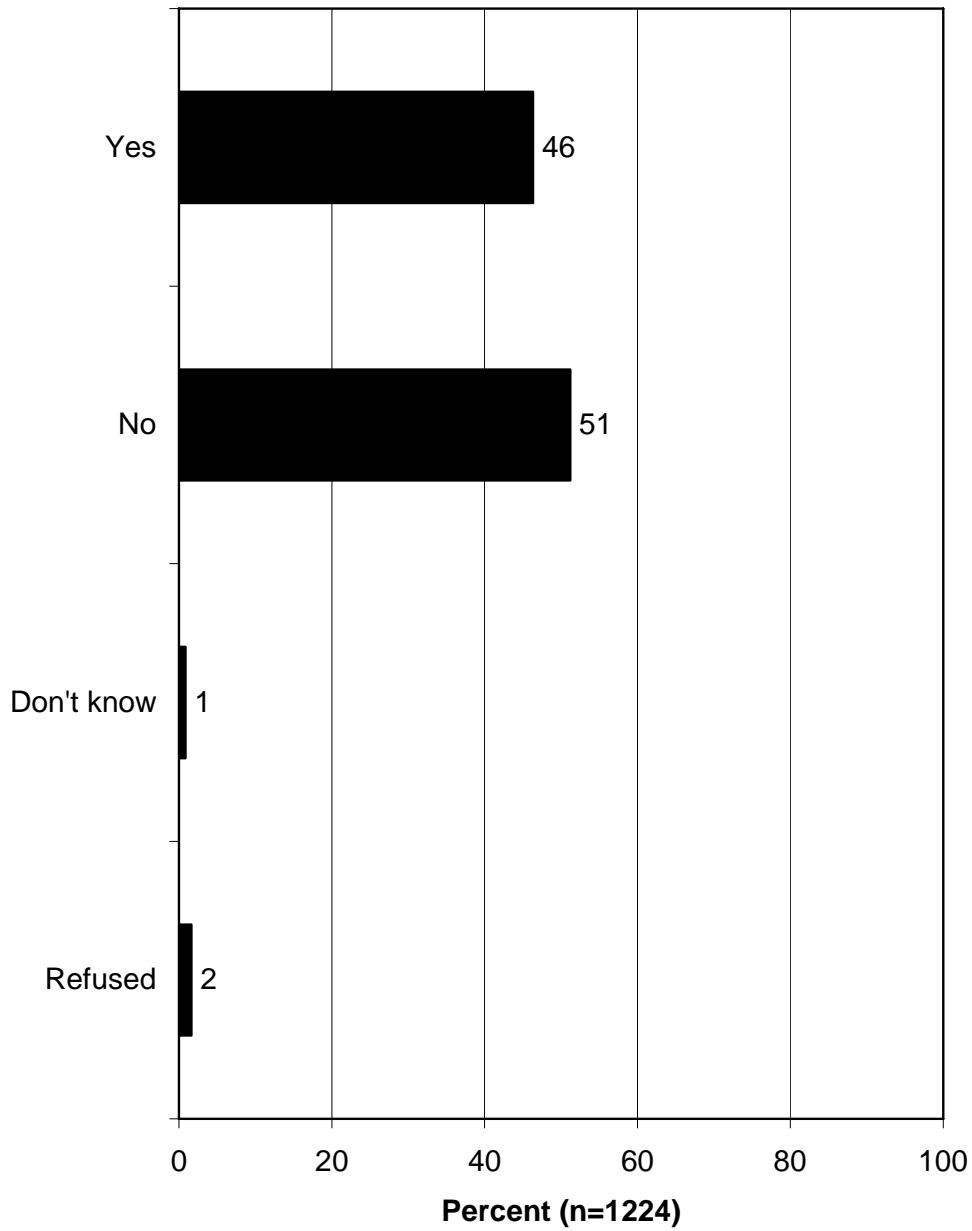
How would you describe the overall level of physical activity of people living in your household?



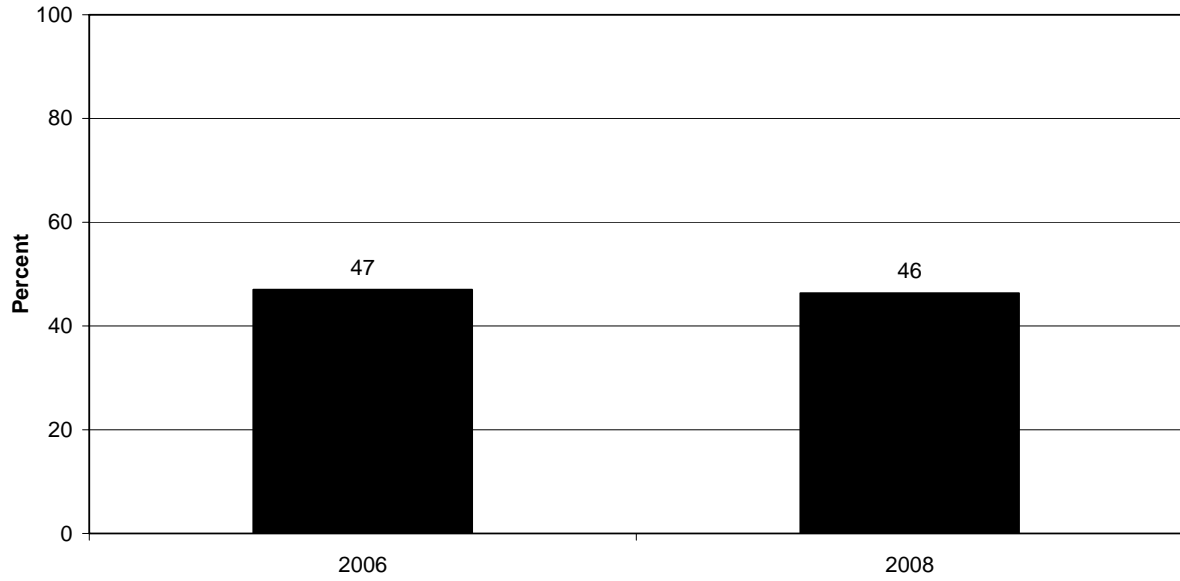
Q204. How active would you say you were as a child in outdoor activities, such as hiking, camping, fishing, and water activities?



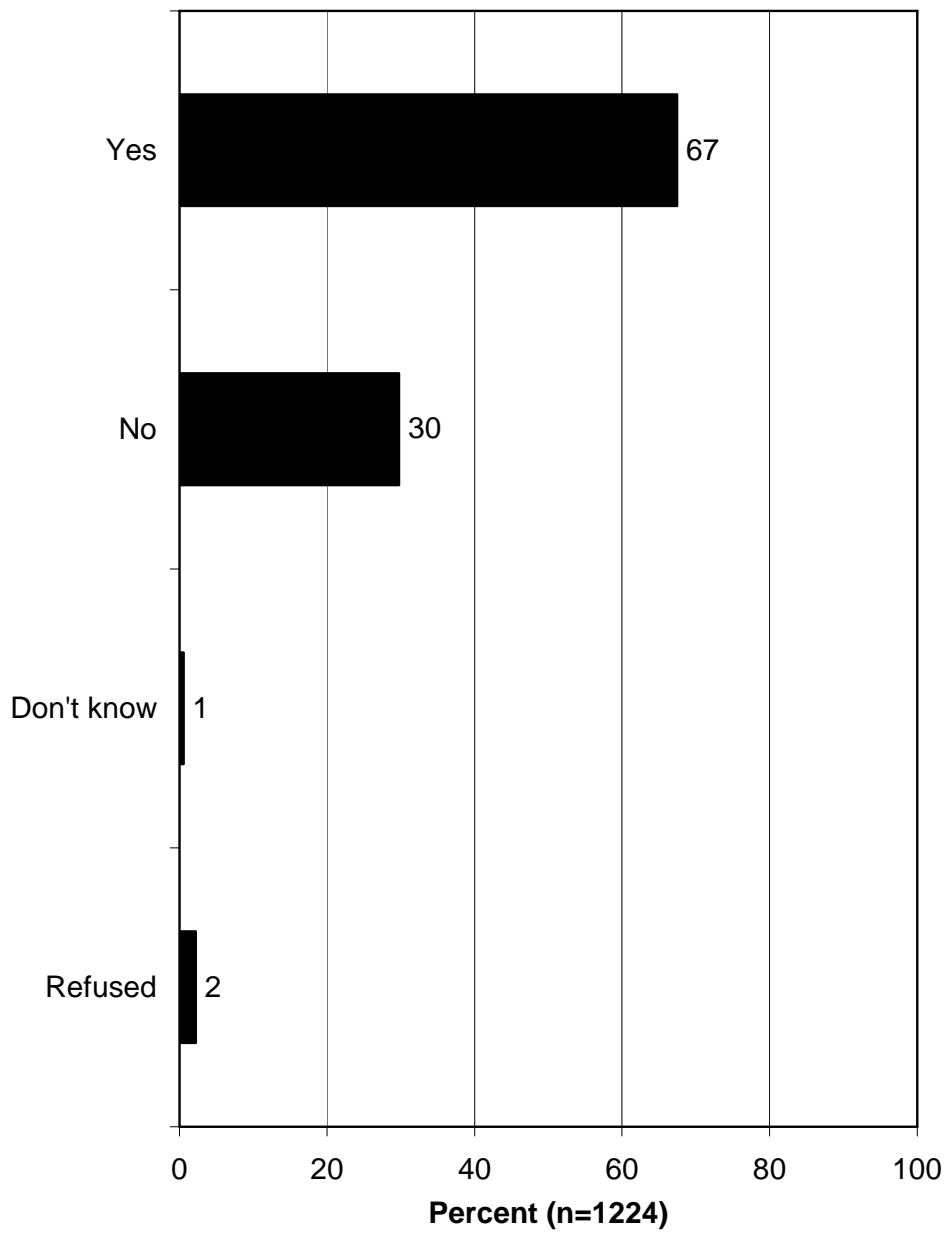
Q185. Do you have your own access to private lands for outdoor recreation, such as at a farm, vacation home, timeshare membership or through friends or family?



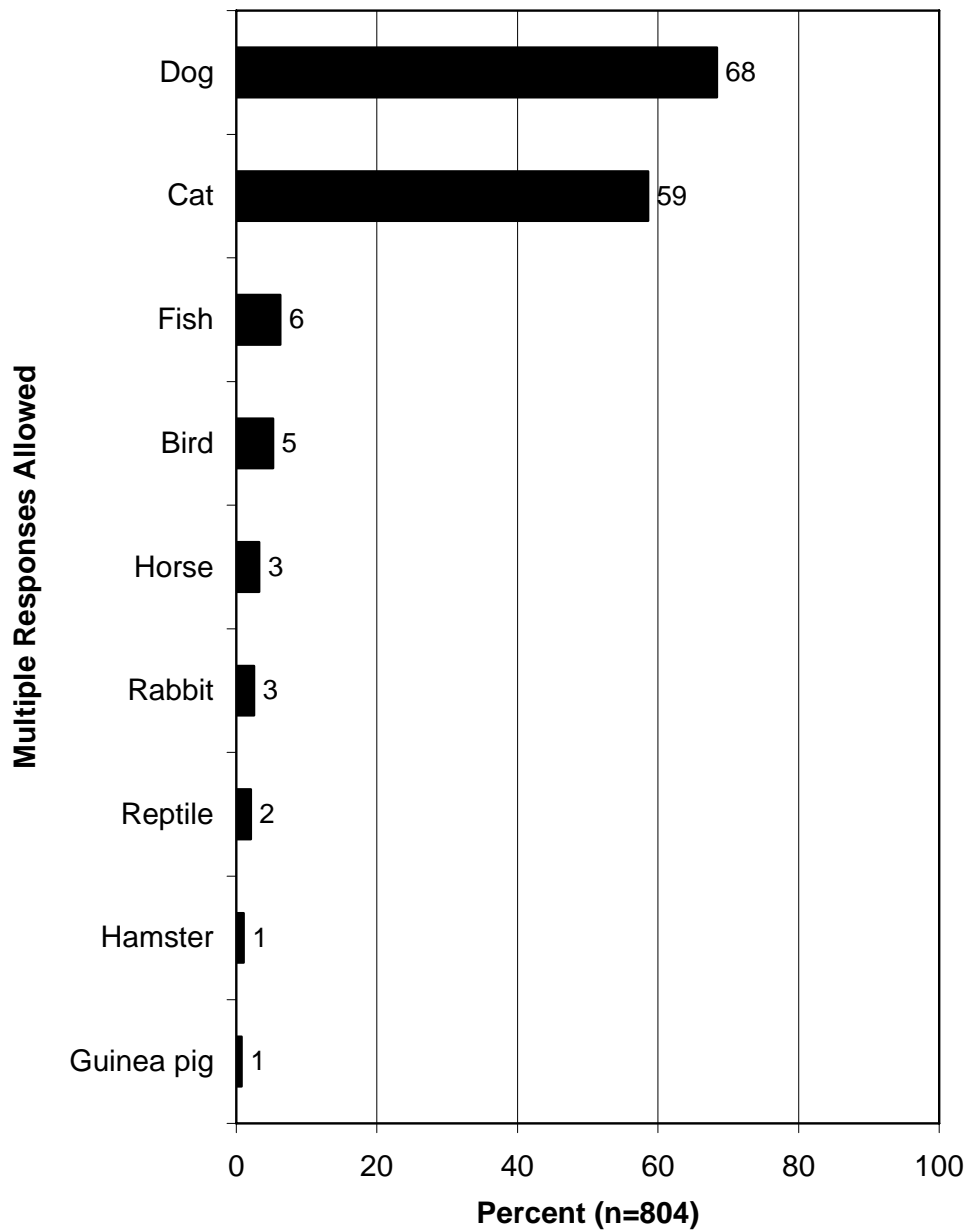
Has access to private lands for outdoor recreation, such as at a farm, vacation home, timeshare membership or through friends or family.



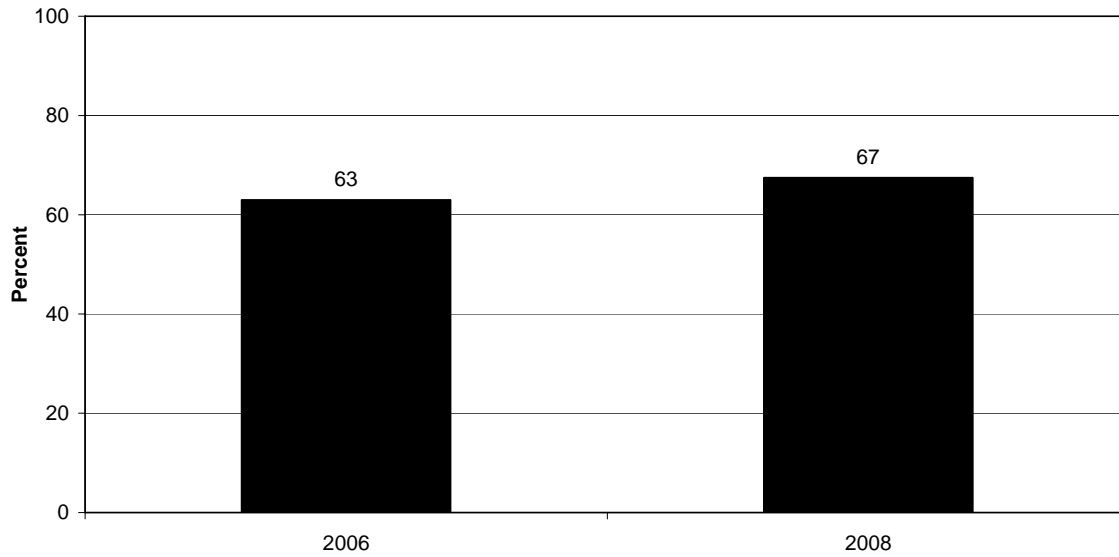
Q199. Do you or does anyone living in your household have a pet?



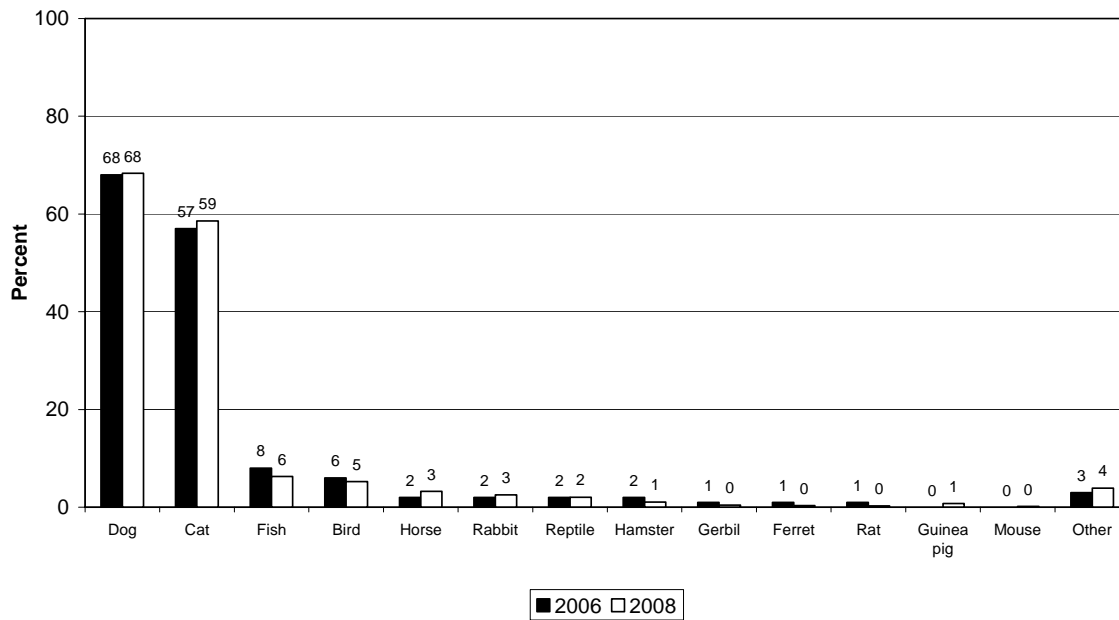
Q202. What types of pets do you or those living in your household have? (Asked of those who have someone living in his/her household who has a pet.)



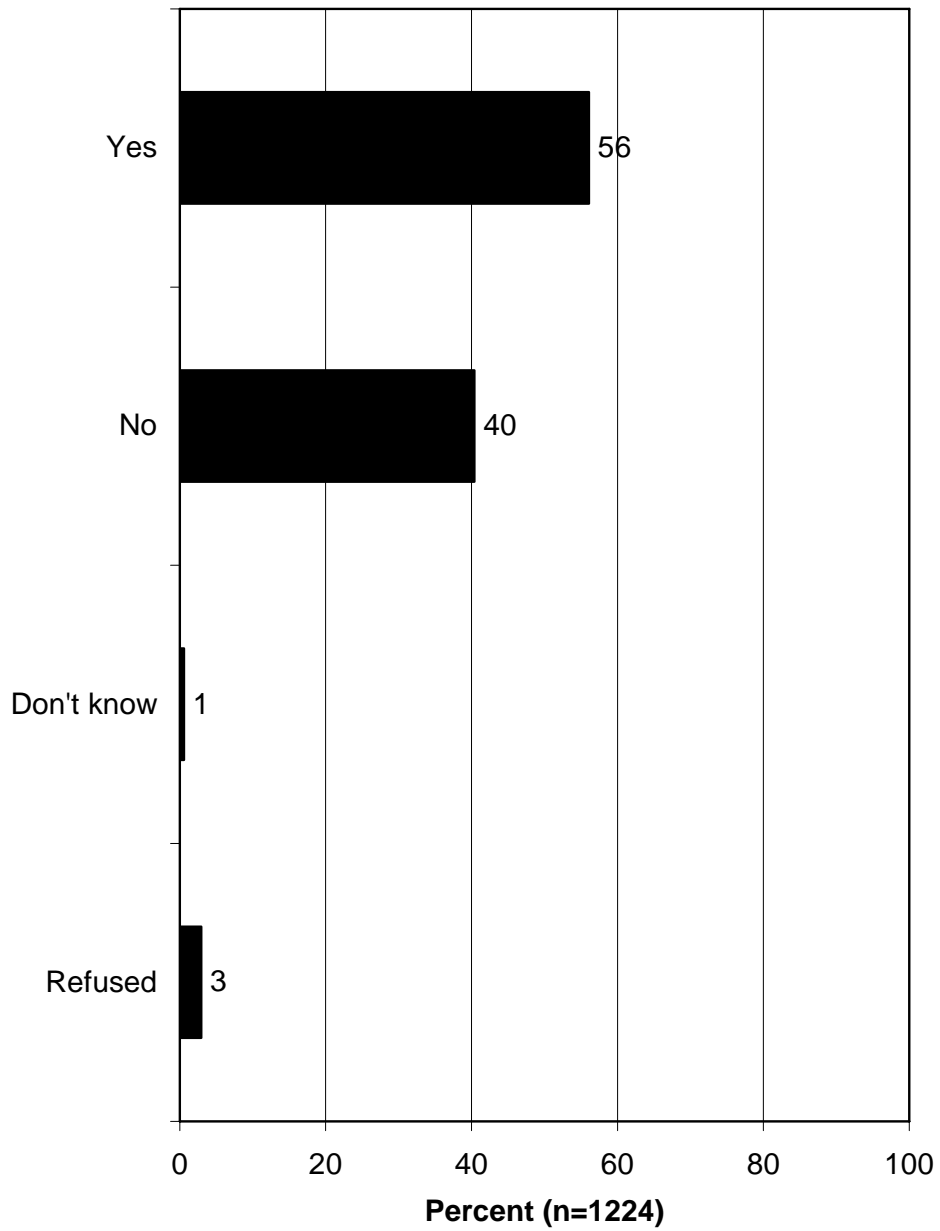
He/She or someone living in his/her household has a pet.



**What types of pets do you or those living in your household have?
(Asked of those who have someone living in his/her household who has a pet.)**



Q205. Do you or anyone living in your household own a lap-top computer?



APPENDIX A: ANALYSES BY ETHNICITY

Additional analyses were conducted on selected questions by ethnicity. Specifically, one analysis compared whites versus non-whites. The second analysis was among African-Americans. The questions analyzed are shown in the tabulation below.

| |
|--|
| Q9. Have you visited a Washington State Park within the past 2 years? |
| Q11. Have you ever visited a Washington State Park? |
| Q12. What was the last Washington State Park you visited in the past 2 years? |
| Q16. In general, how safe did you feel during your last visit to a Washington State Park? |
| Q21. Did you stay overnight in a Washington State Park in the past 2 years? |
| Q24. During your overnight visits to a Washington State Park in the past 2 years, have you ever stayed in a tent, recreational vehicle, yurt or platform tent, cabin, rental vacation house, environmental learning center, or something else (other)? |
| Q87. [Would you say you/Do you think you would] enjoy State Parks a lot, a little, or not at all? [The particular wording used in the question depended upon previous responses.] |
| Q89. How interested would you say you are in visiting a State Park in the next 2 years? |
| Q91. How comfortable do you feel around nature and wildlife in a State Park? |
| Q92. How comfortable do you feel around the other visitors while in a State Park? |
| Q93. How comfortable do you feel with your knowledge of State Parks? |
| Q94. How comfortable do you feel with the types of experiences offered at State Parks? |
| Q95. How comfortable do you feel with the activities offered at State Parks? |
| Q96. How comfortable do you feel with the overall costs of visiting a State Park? |
| Q97. How comfortable do you feel with the amount of travel it takes for you to visit a State Park? |
| Q101. I would visit State Parks more often if I lived closer to one. (Do you agree or disagree with this statement?) |
| Q102. I would visit State Parks more often if I had more information about them. (Do you agree or disagree with this statement?) |
| Q103. I would visit State Parks more often if other family members wanted to do so. (Do you agree or disagree with this statement?) |
| Q108. State parks should provide more staff assistance to those unfamiliar with the park. (Do you agree or disagree with this statement?) |
| Q109. The variety of animals found at State Parks, such as large and small mammals, birds, fish, and reptiles, increases my interest in visiting a State Park. (Do you agree or disagree with this statement?) |
| Q110. The variety of activities available at State Parks increases my interest in visiting a State Park. (Do you agree or disagree with this statement?) |
| Q111. Knowing that State Park Rangers will be on duty increases my interest in visiting a State Park. (Do you agree or disagree with this statement?) |
| Q117. Do you agree or disagree that the presence of Park Rangers improves the quality of your State Park visit? |
| Q125. In general, how comfortable do you feel about approaching a Park Ranger for assistance in a State Park? |
| Q138. Do you agree or disagree that gas prices influenced the number of trips you took or the distance you were willing to travel to visit Washington State Parks in the past 2 years? |
| Q185. Do you have your own access to private lands for outdoor recreation, such as at a farm, vacation home, timeshare membership or through friends or family? |

The graphs follow the discussion.

-
- Whites' rate of park visitation is slightly higher than non-whites' rate of visitation, including their rate of staying overnight.
 - Whites' rate of park visitation is much higher than African-Americans' rate of visitation, including their rate of staying overnight.
 - Whites and non-whites feel about the same regarding safety at parks.
 - African-Americans express a slightly lower feeling of safety than do whites at parks, although the majority of African-Americans feel safe.
 - Non-whites are more likely than whites (among those who stayed overnight at a park) to have stayed in a tent, yurt, or platform tent. RV use is just slightly higher among whites.
 - Enjoyment of parks is about the same among whites and non-whites.
 - Enjoyment of parks is higher among whites than it is among African-Americans.
 - Being *very* interested in visiting a state park is slightly higher among whites than it is among non-whites; overall interest (very or somewhat interested) is about the same.
 - Being *very* interested in visiting a state park is higher among whites than it is among African-Americans; overall interest (very or somewhat interested) is about the same.

- Of the series of seven questions about comfort levels:
 - Whites and non-whites are about the same regarding their comfort with being around nature and wildlife in a state park, being around other visitors while in a park, knowledge of state parks, the activities offered, the cost of visiting a state park, and the amount of travel to go to a state park.
 - Whites expressed a higher level of comfort than did non-whites regarding the types of experiences offered at state parks.
 - African-Americans' comfort levels are lower than whites' comfort levels for every item about which the survey asked.

- Non-whites are more likely to *strongly* agree than whites with the statement, "I would visit state parks more often if I lived closer to one."

- African-Americans are more likely to agree (and *strongly* agree) than whites with the statement, "I would visit state parks more often if I lived closer to one."

- Non-whites are more likely to *strongly* agree than whites with the statement, "I would visit state parks more often if I had more information about them."

- African-Americans are more likely to agree (and *strongly* agree) than whites with the statement, "I would visit state parks more often if I had more information about them."

- Non-whites are more likely to *strongly* agree than whites with the statement, "I would visit state parks more often if other family members wanted to do so."

- African-Americans are more likely to agree (and *strongly* agree) than whites with the statement, "I would visit state parks more often if other family members wanted to do so."

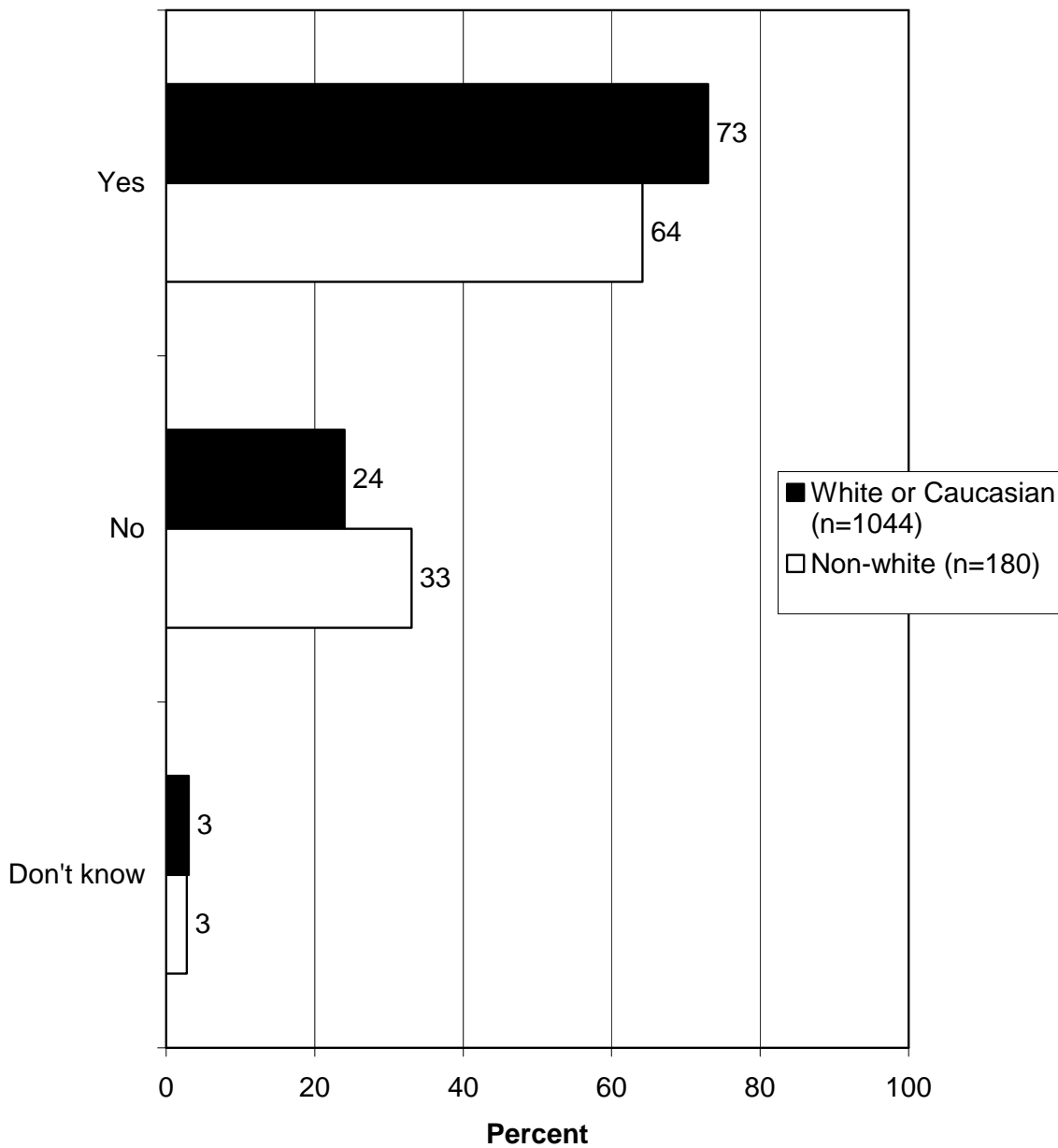
- Non-whites are much more likely to *strongly* agree than are whites that state parks should provide more staff assistance to those unfamiliar with the park.

- African-Americans are much more likely to *strongly* agree than are whites that state parks should provide more staff assistance to those unfamiliar with the park.
- Whites and non-whites are about the same regarding whether the variety of animals found at state parks increases their interest in visiting one. On the other hand, non-whites are more likely to *strongly* agree, relative to whites, that the variety of activities available at state parks increases their interest in visiting a park.
- African-Americans are more likely to *strongly* agree, relative to whites, that the variety of animals found at state parks increases their interest in visiting one. African-Americans are slightly less likely to agree, compared to whites, that the variety of activities available at state parks increases their interest in visiting a park.
- Non-whites are slightly more likely to *strongly* agree than are whites that knowing rangers will be on duty increases their interest in visiting a park. Interestingly, the two groups are about the same regarding whether the presence of park rangers improves the quality of their state park visits. Comfort levels approaching a park ranger are almost the same, as well, among the two groups.
- African-Americans are much more likely to *strongly* agree (and to agree overall) than are whites that knowing rangers will be on duty increases their interest in visiting a park. African-Americans are also more likely to *strongly* agree that the presence of park rangers improves the quality of their state park visits. However, comfort levels approaching a park ranger are much lower among African-Americans than they are among whites.
- Non-whites are much more likely than are whites to say that gas prices influenced the number of trips or the distance that they are willing to travel to visit a park.
- African-Americans are much more likely than are whites to say that gas prices influenced the number of trips or the distance that they are willing to travel to visit a park.

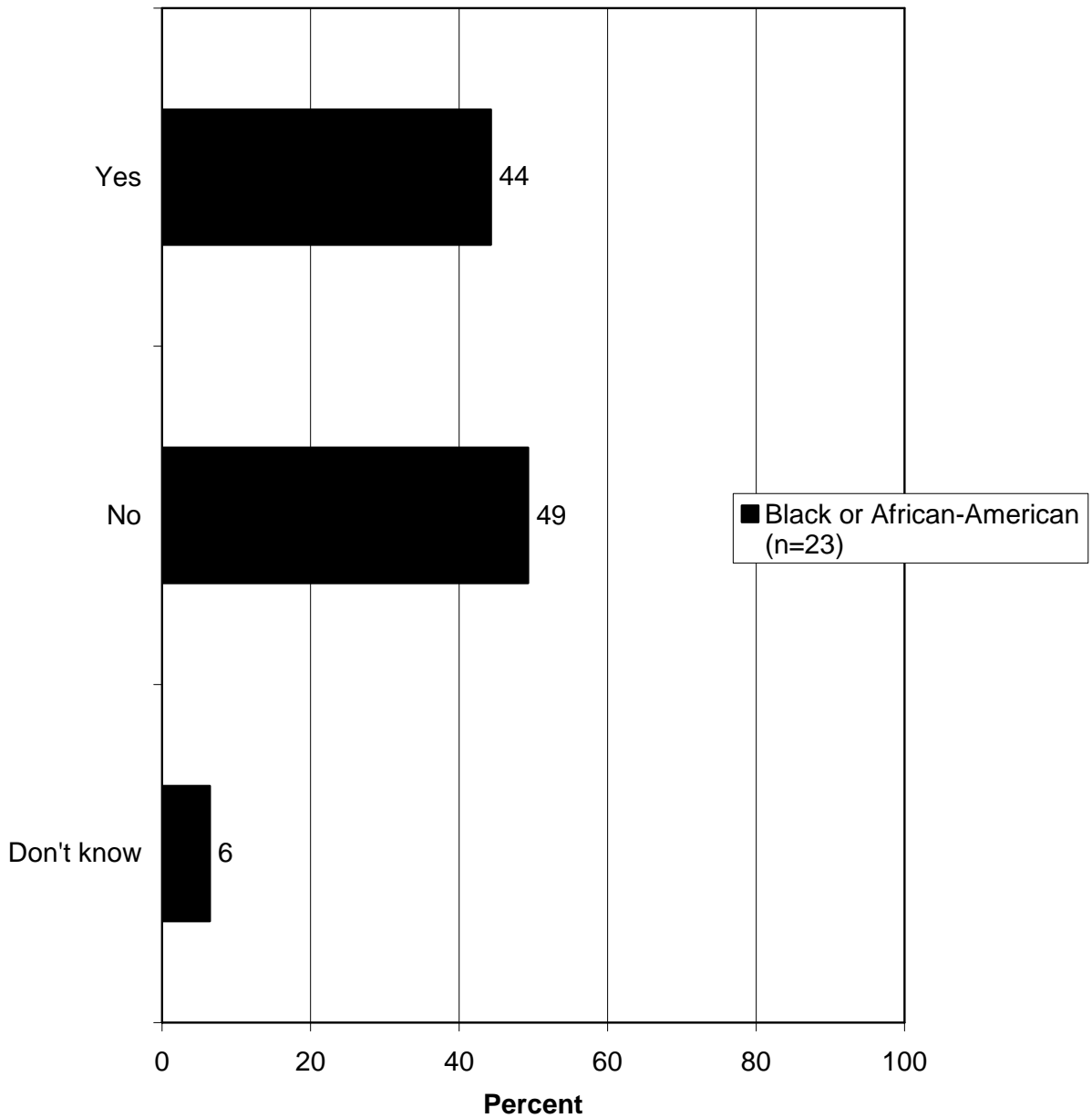
- Whites are slightly more likely than are non-whites to say that they have their own access to private lands for outdoor recreation.

- Whites are much more likely than are African-Americans to say that they have their own access to private lands for outdoor recreation.

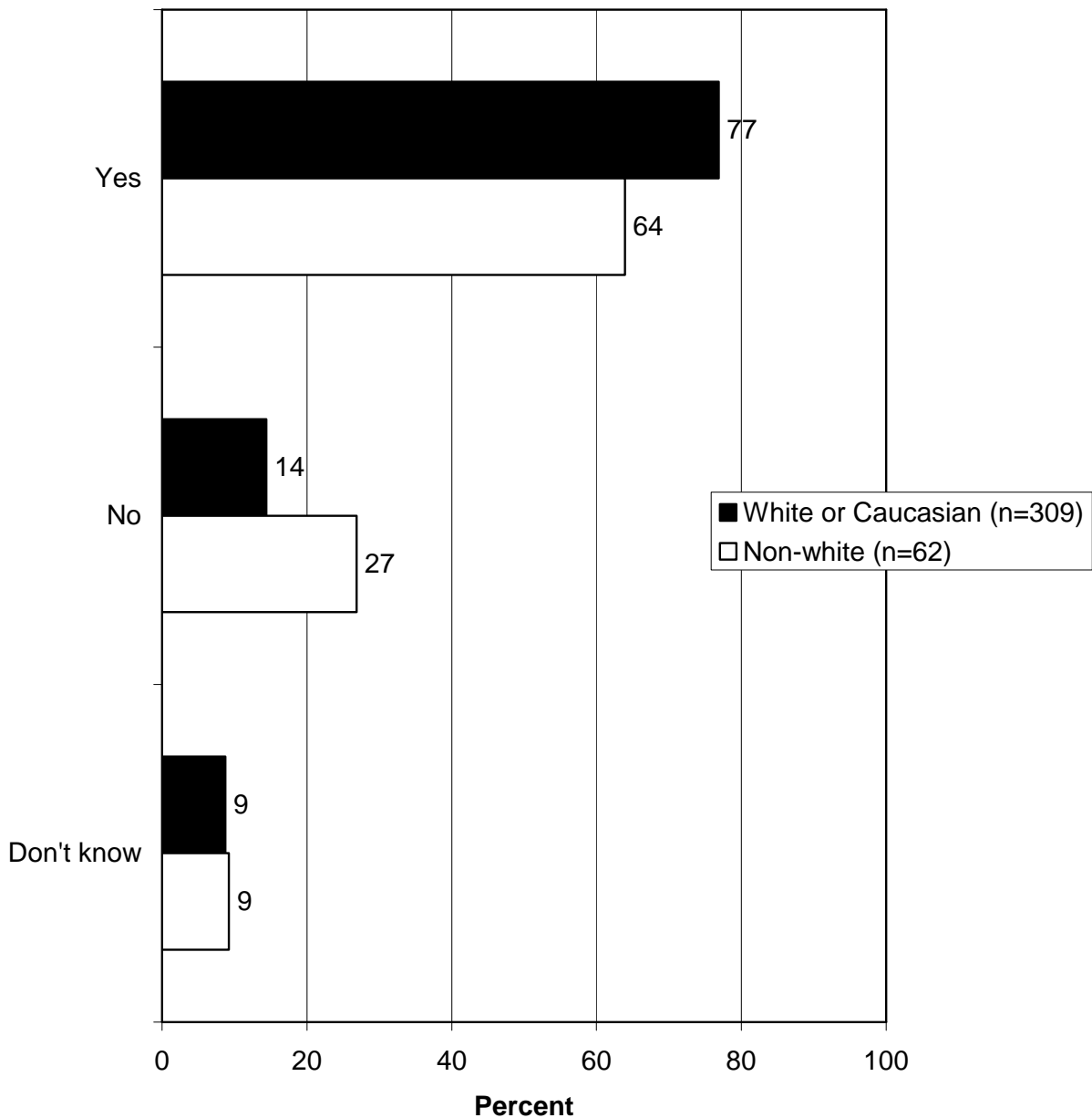
Q9. First, have you visited a Washington state park within the past 2 years?



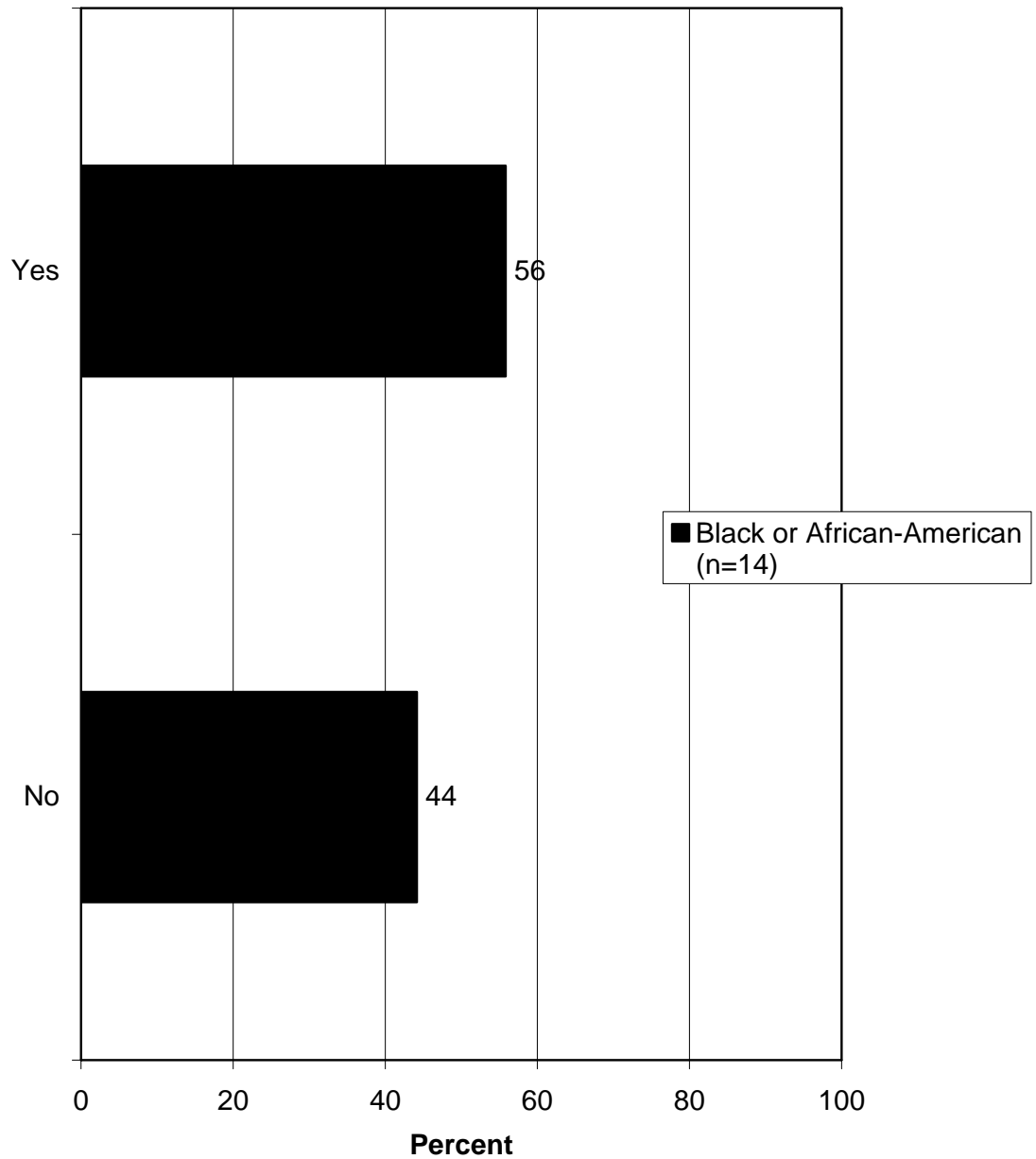
Q9. First, have you visited a Washington state park within the past 2 years?



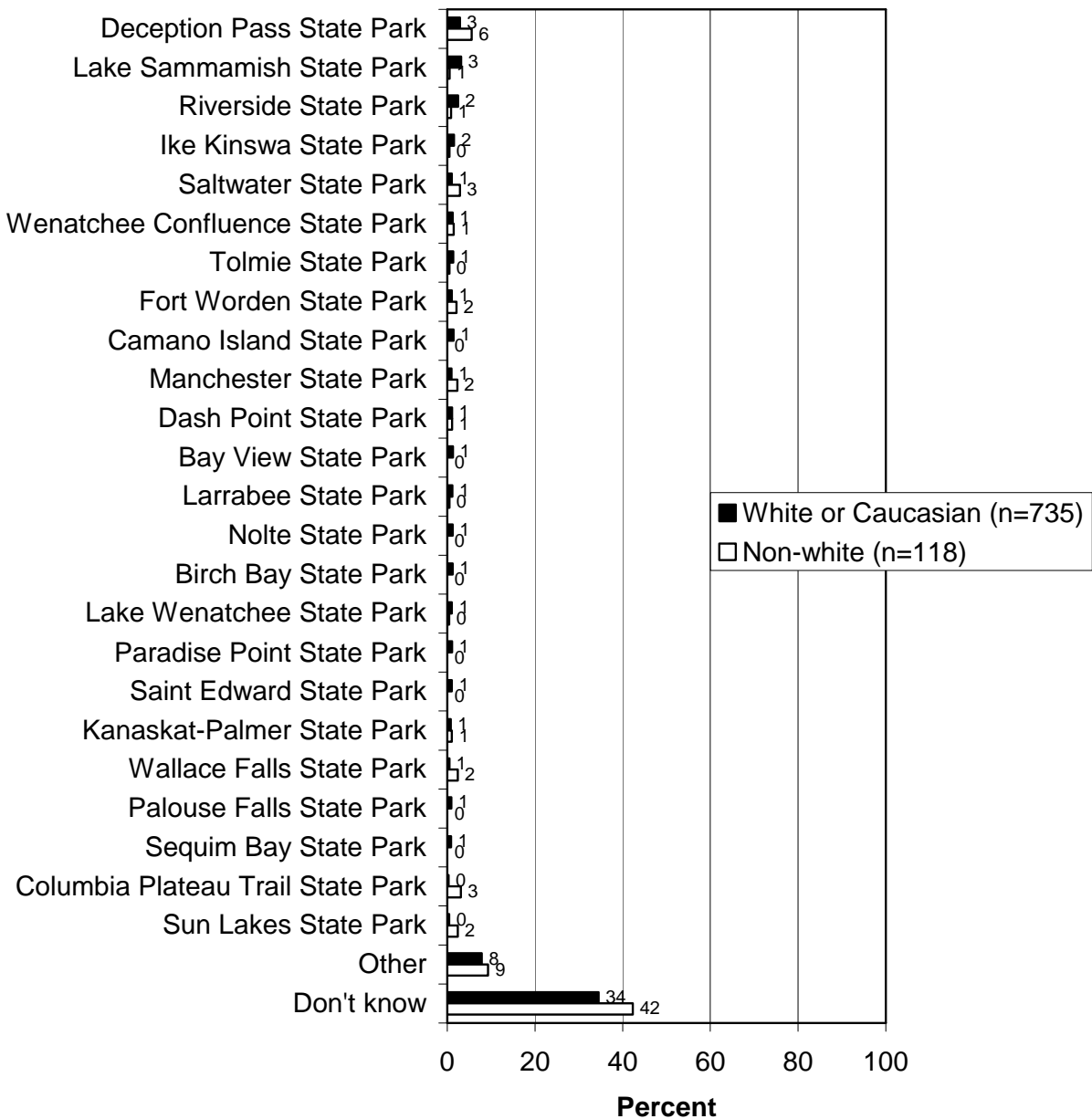
Q11. Have you ever visited a Washington state park? (Asked of those who have not visited a Washington state park within the past 2 years.)



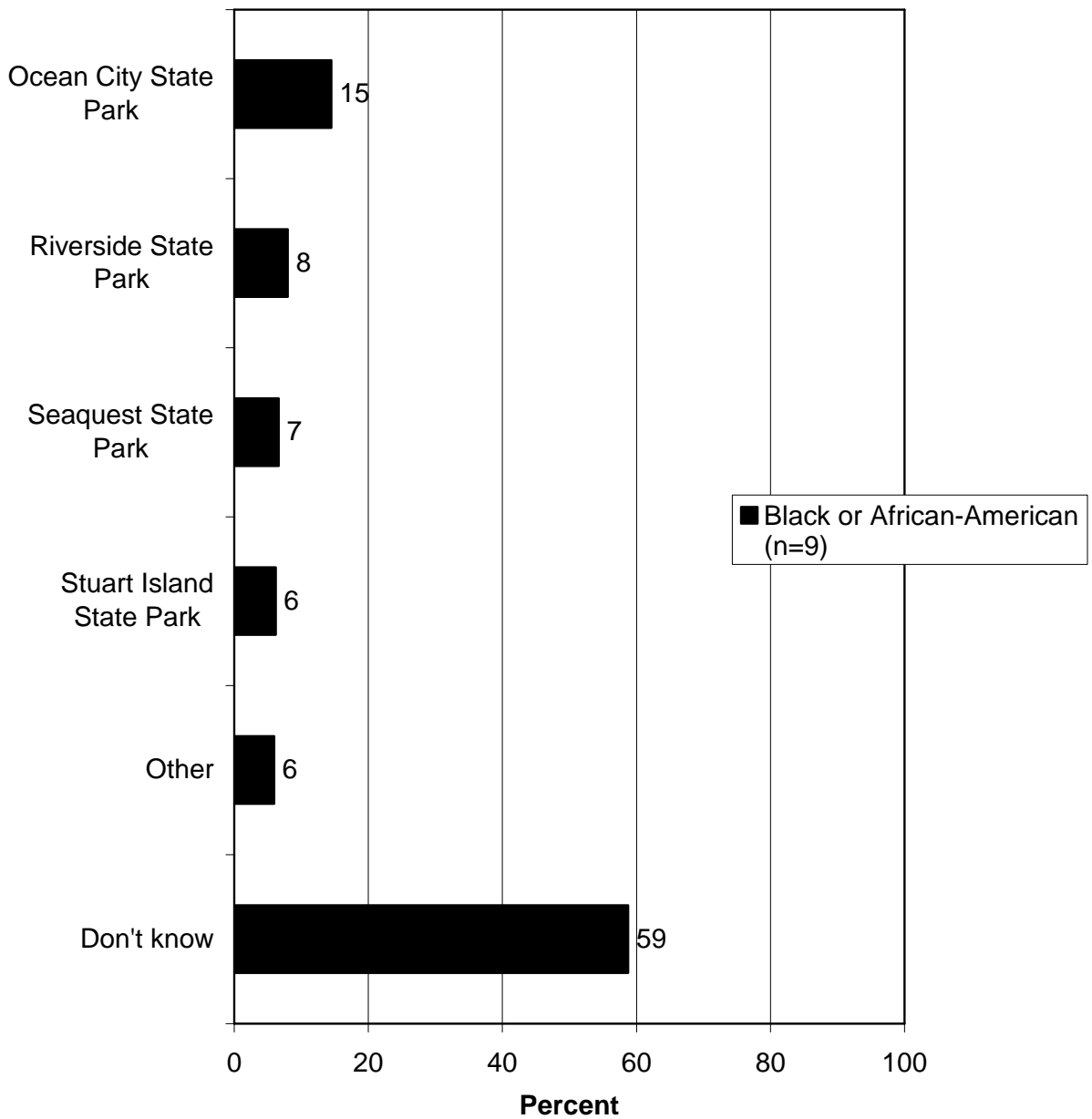
Q11. Have you ever visited a Washington state park? (Asked of those who have not visited a Washington state park within the past 2 years.)



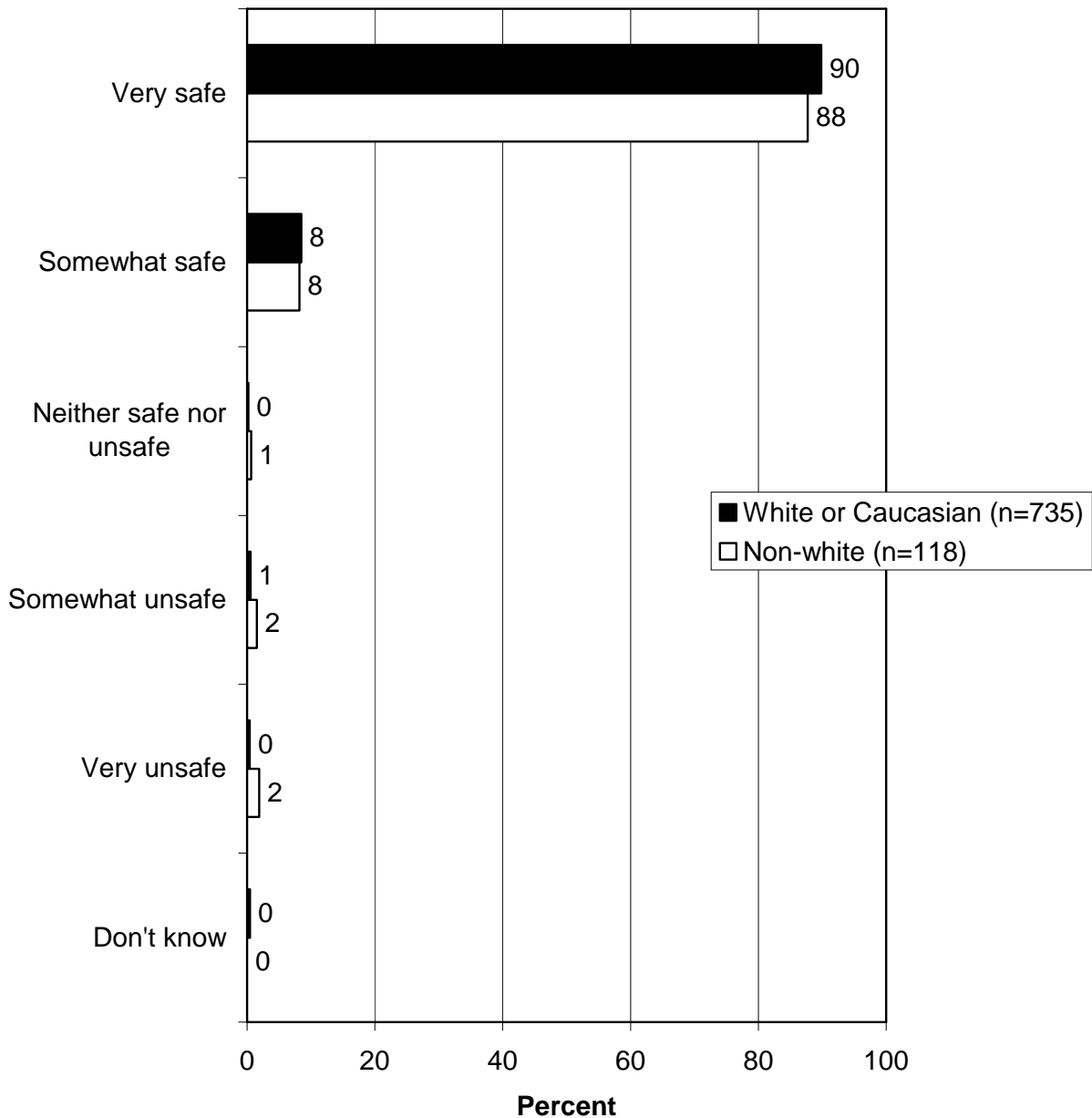
Q13. What was the last Washington state park you visited in the past 2 years? (Asked of those who visited a Washington state park within the past 2 years.)
(Only showing top 24.)



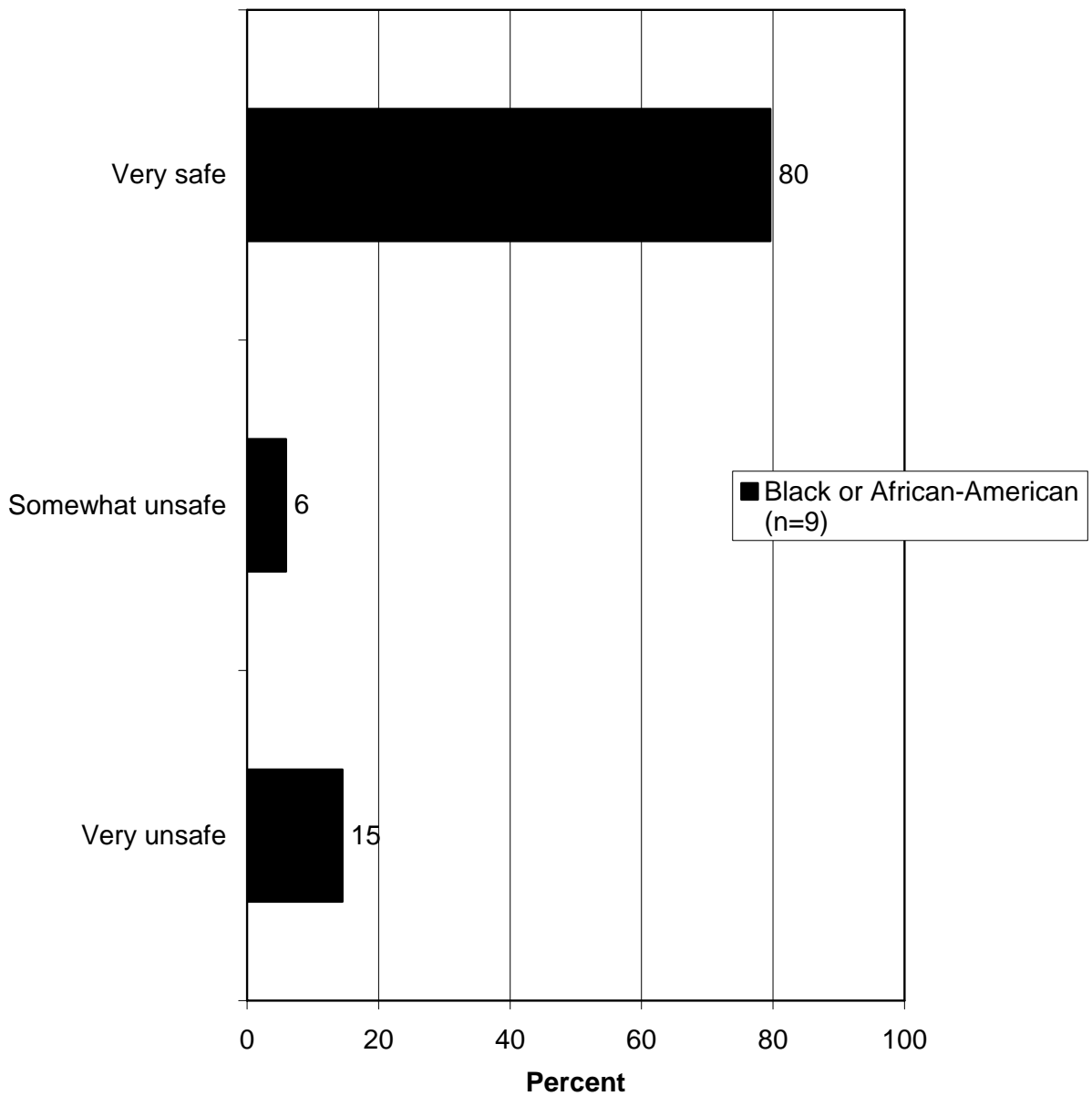
Q13. What was the last Washington state park you visited in the past 2 years? (Asked of those who have visited a Washington state park within the past 2 years.)



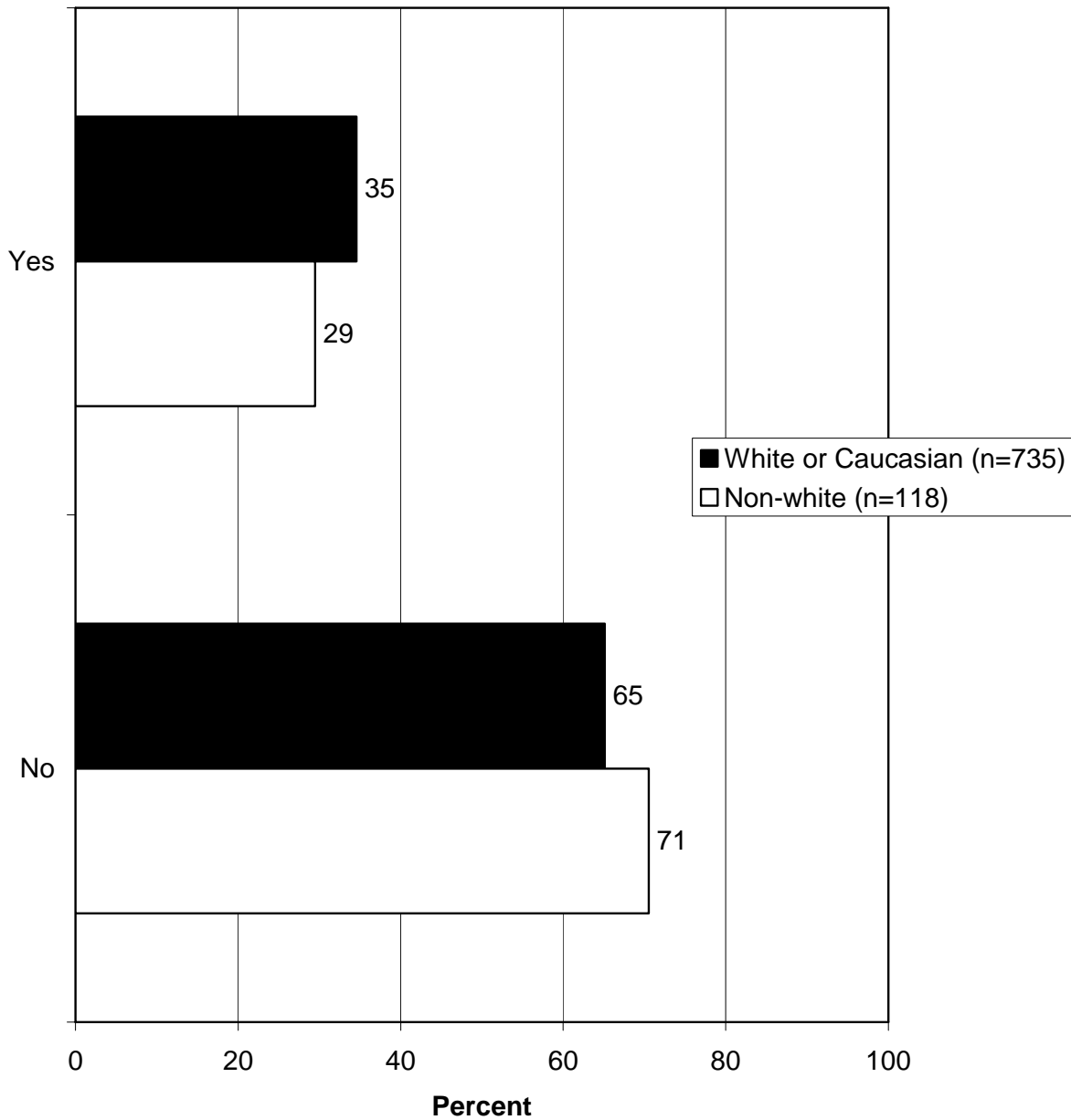
Q16. In general, how safe did you feel during your last visit to a Washington state park? (Asked of those who visited a Washington state park within the past 2 years.)



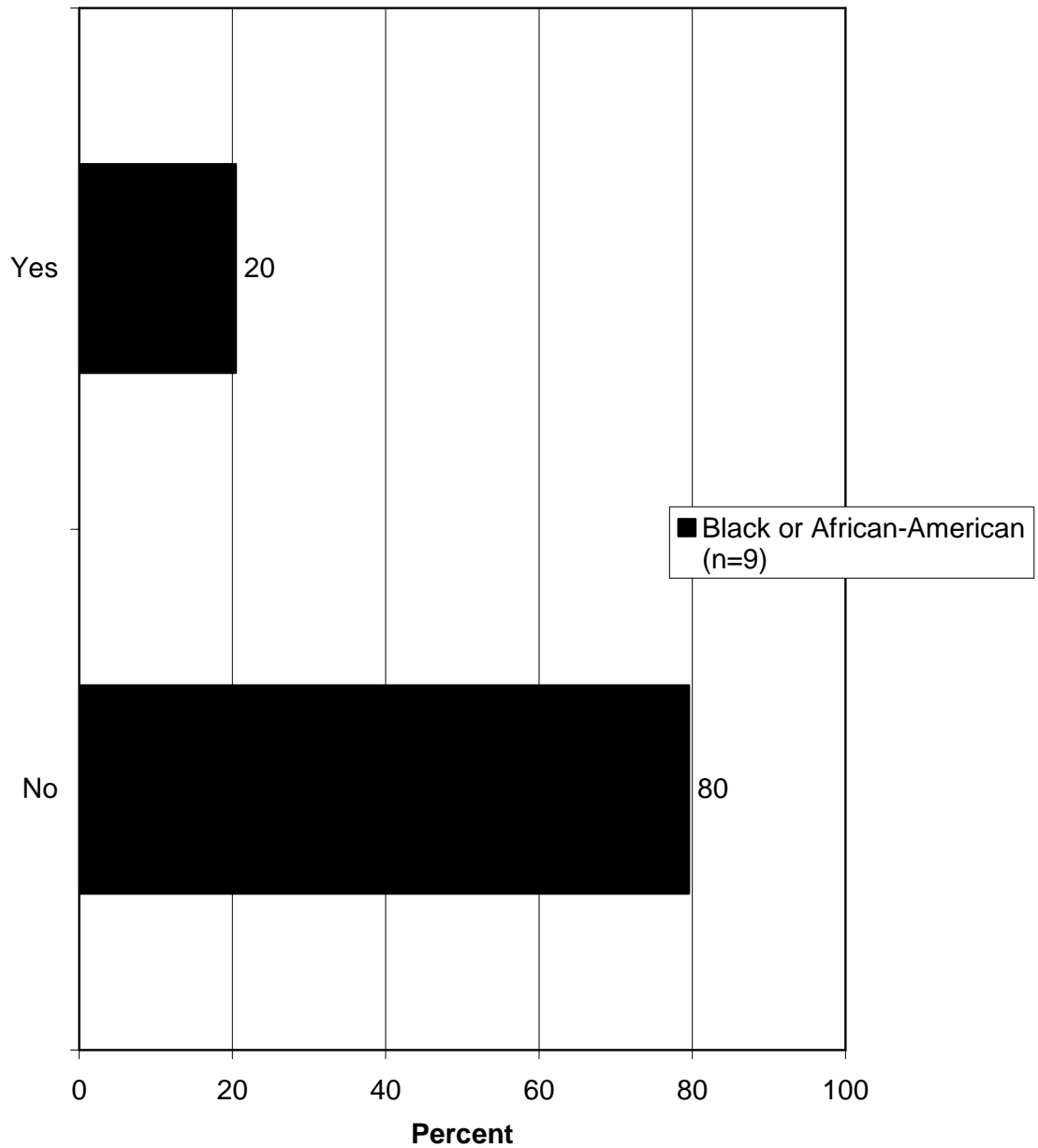
Q16. In general, how safe did you feel during your last visit to a Washington state park? (Asked of those who have visited a Washington state park within the past 2 years.)



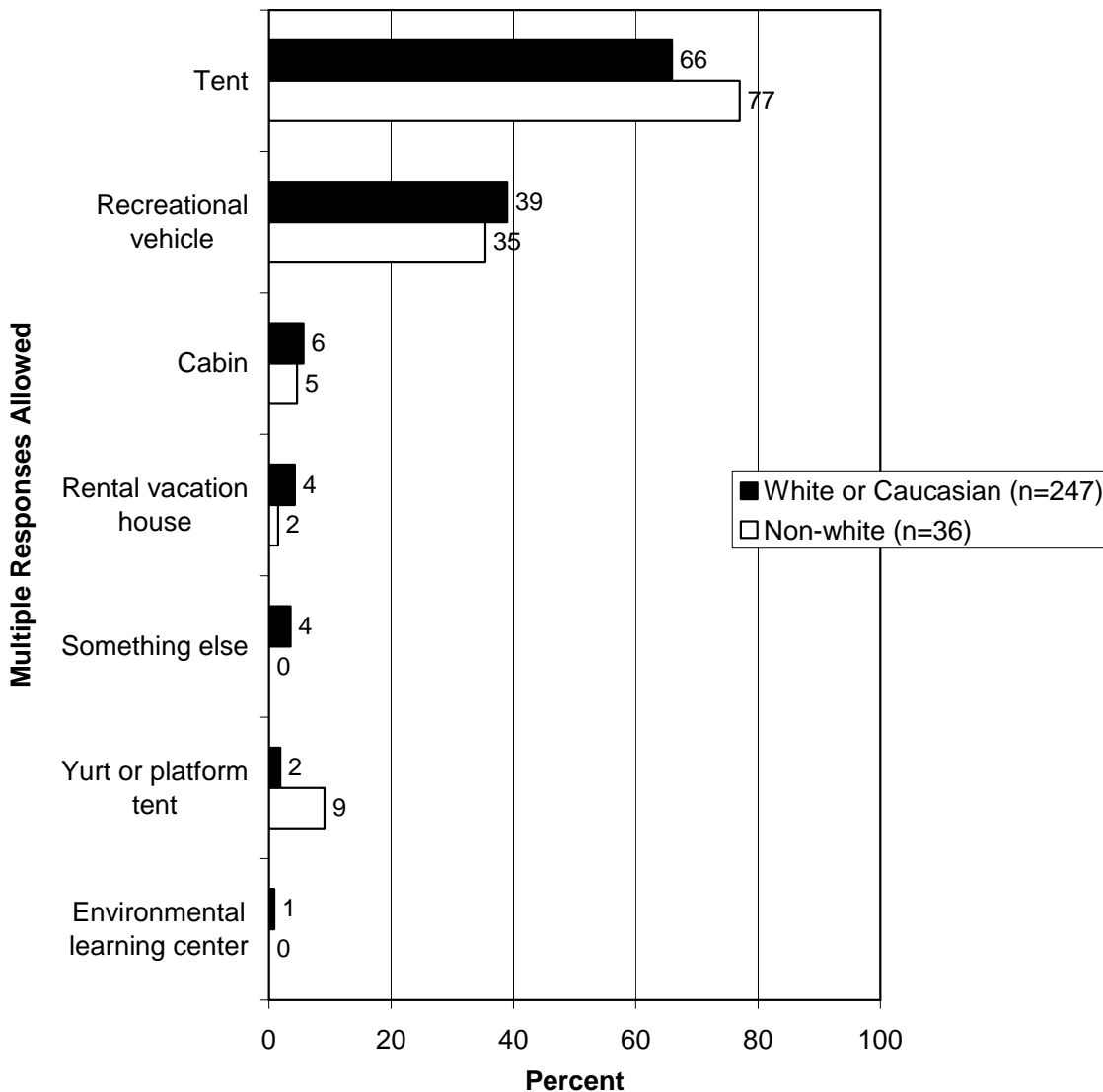
Q21. Did you stay overnight in a Washington state park in the past 2 years? (Asked of those who visited a Washington state park within the past 2 years.)



Q21. Did you stay overnight in a Washington state park in the past 2 years? (Asked of those who have visited a Washington state park within the past 2 years.)

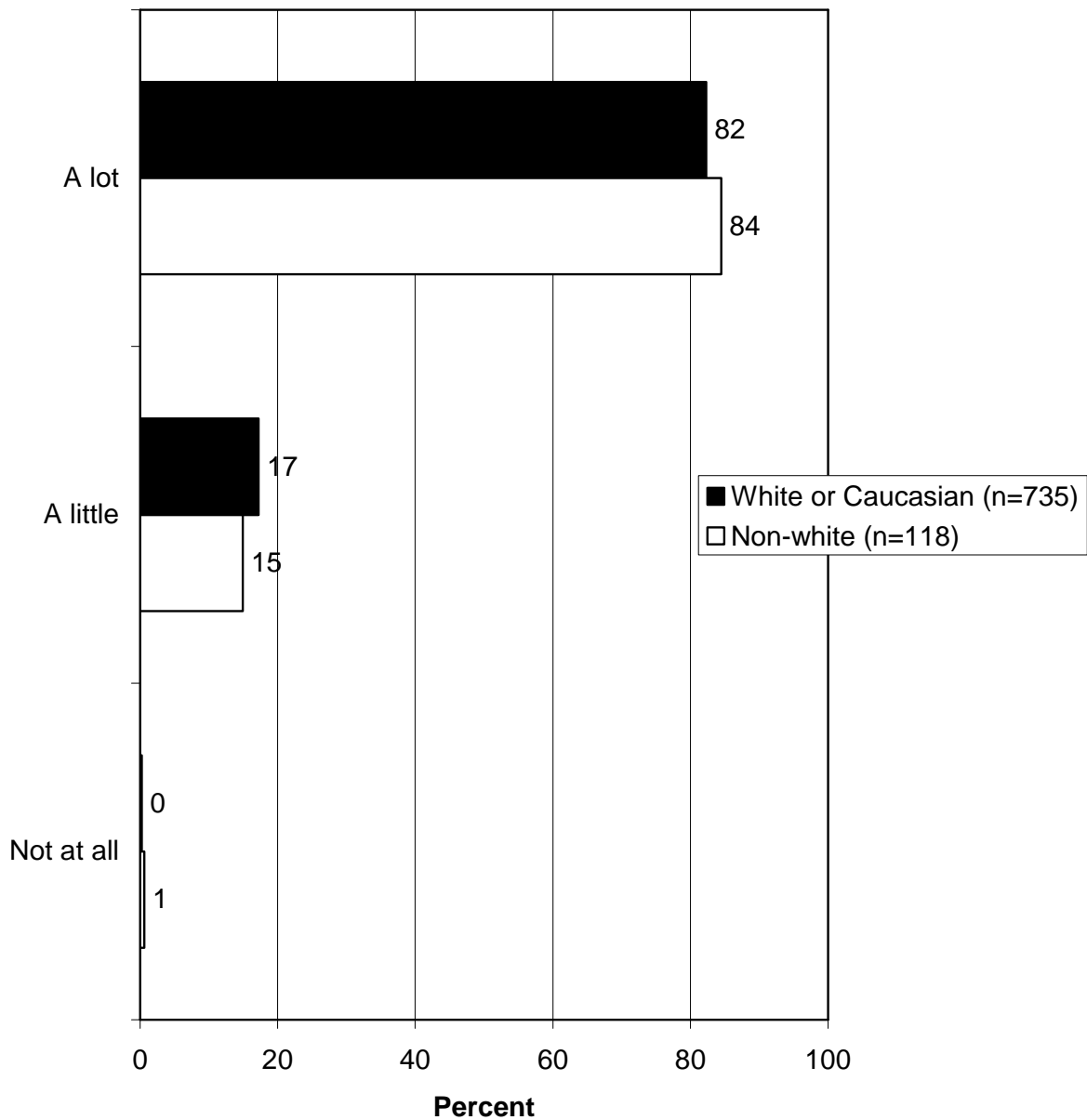


Q24. During your overnight visits to a Washington state park in the past 2 years, have you ever stayed in any of the following shelters? (Asked of those who visited and stayed overnight in a Washington state park within the past 2 years.)

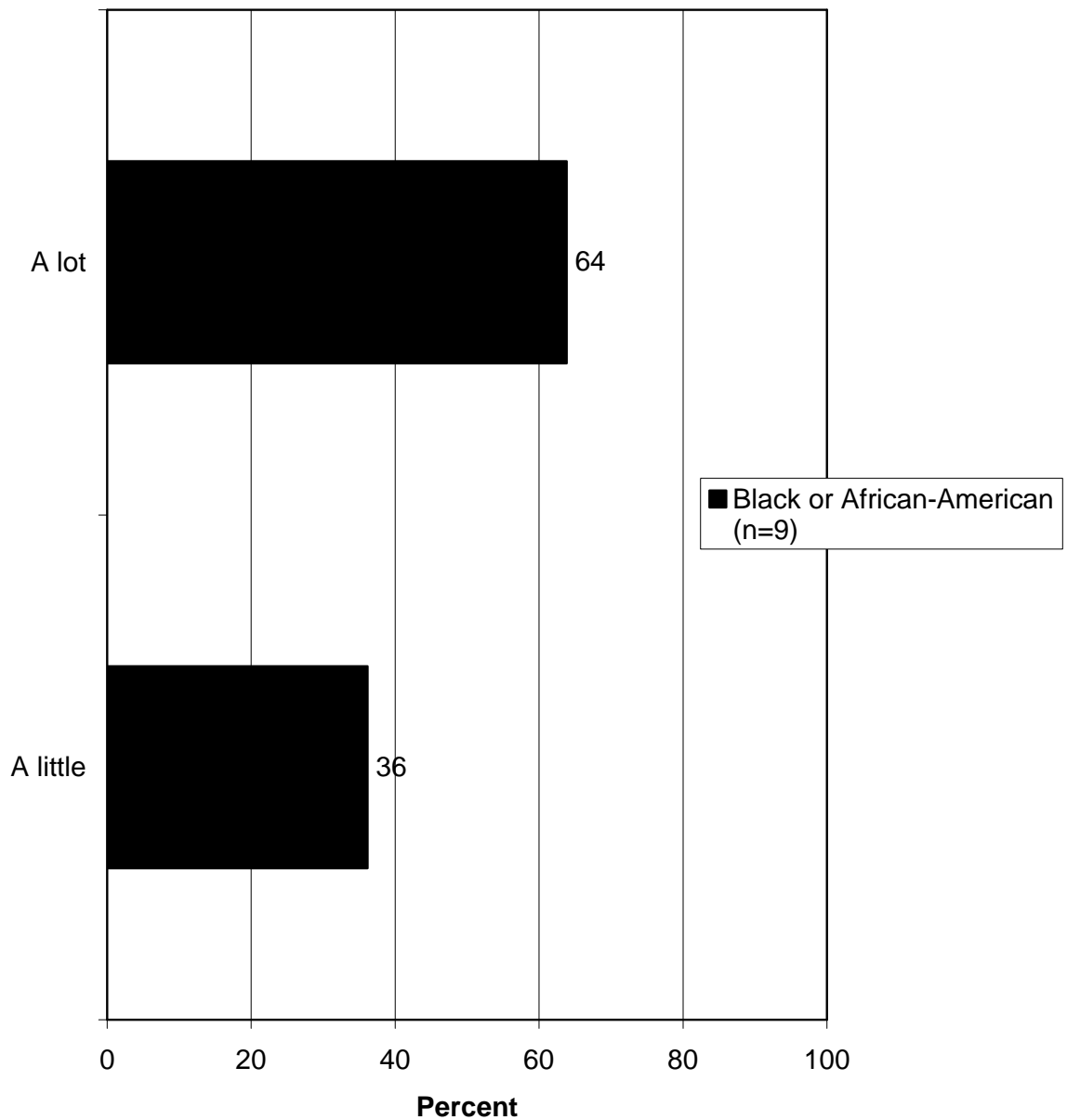


[Note that the sample size was too low on this question to show the African-American results to this question.]

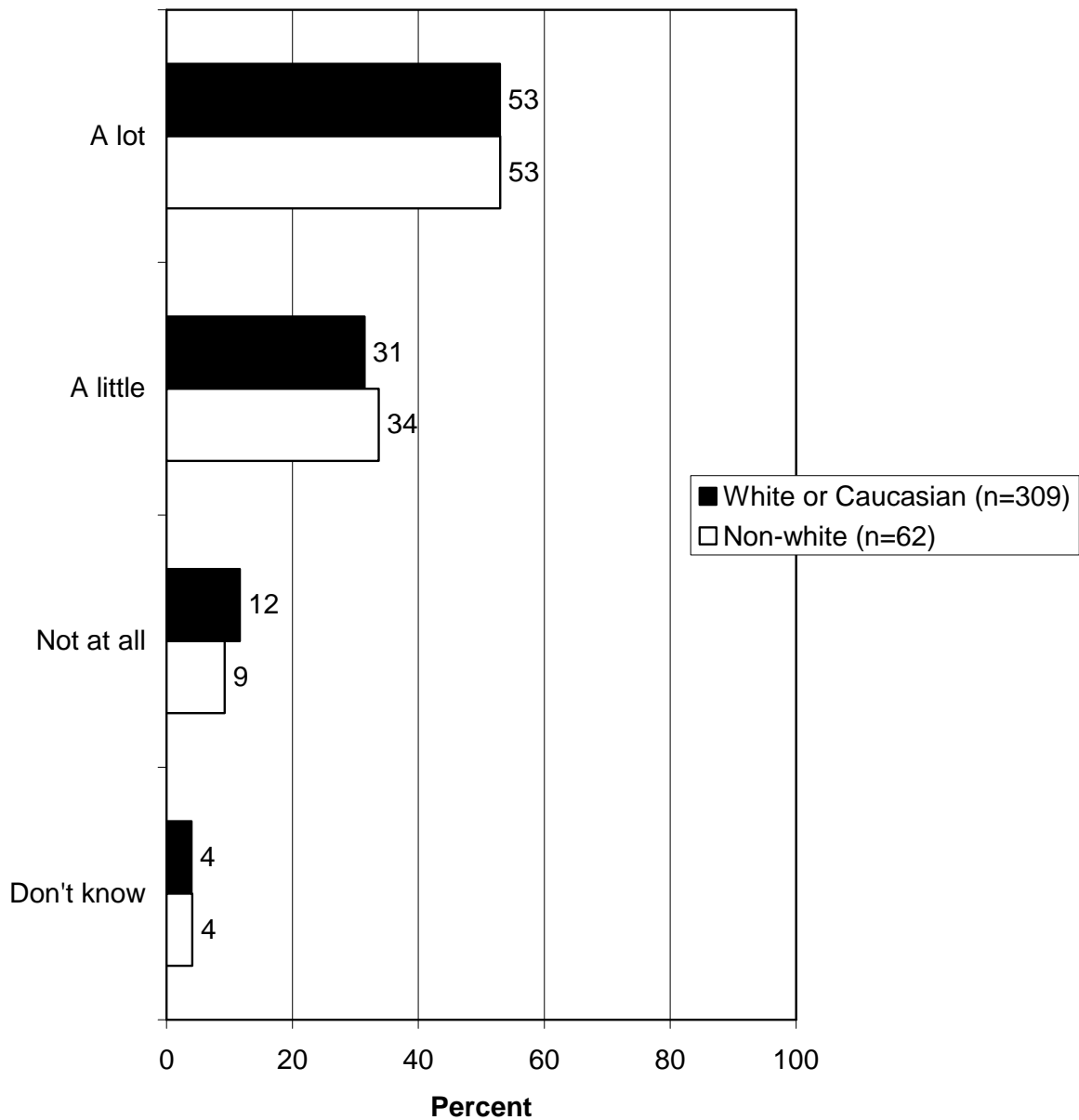
Q87. Would you say you enjoy state parks a lot, a little, or not at all? (Asked of those who have visited a Washington state park within the past 2 years.)



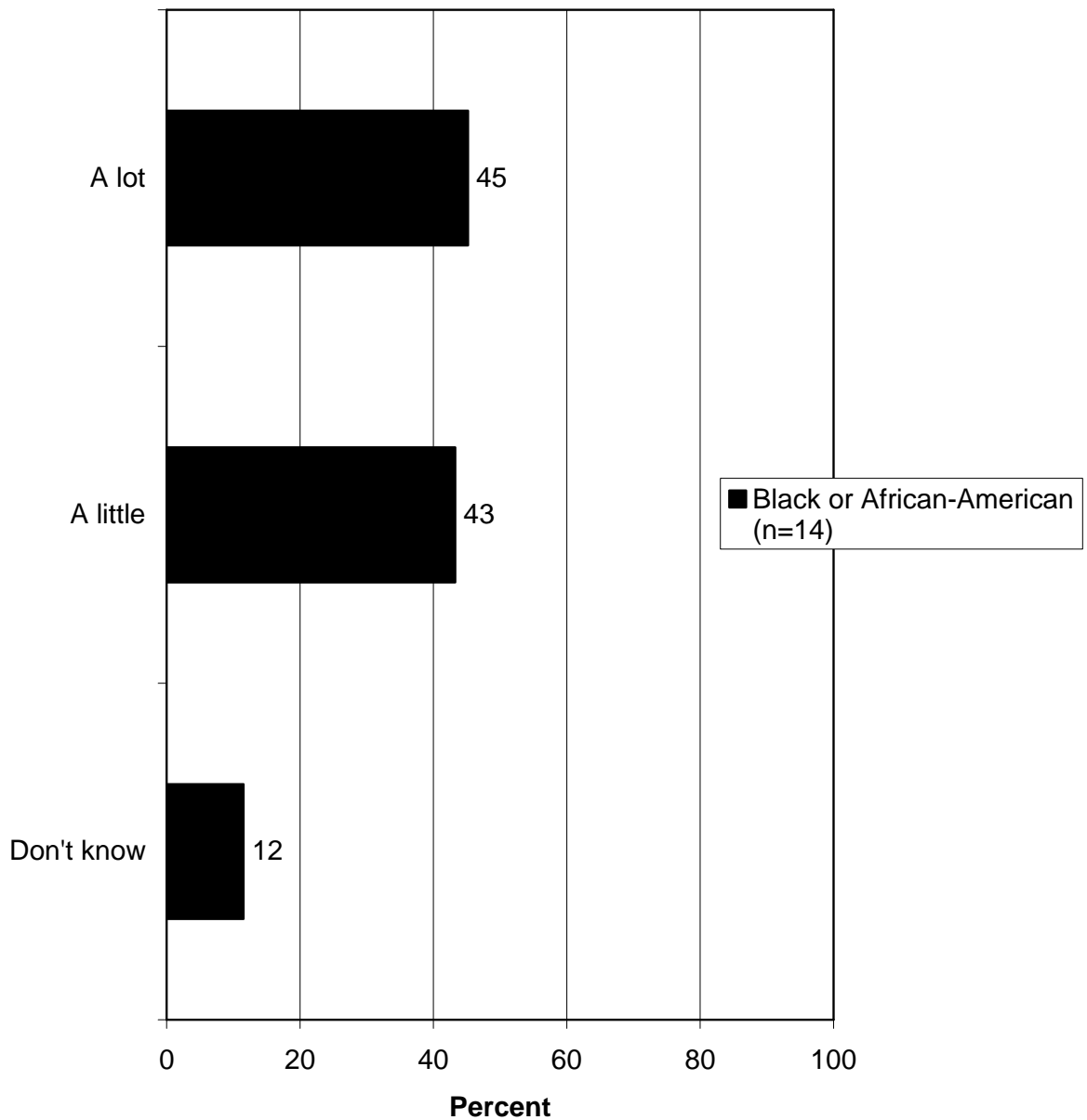
Q87. Would you say you enjoy state parks a lot, a little, or not at all? (Asked of those who have visited a Washington state park within the past 2 years.)



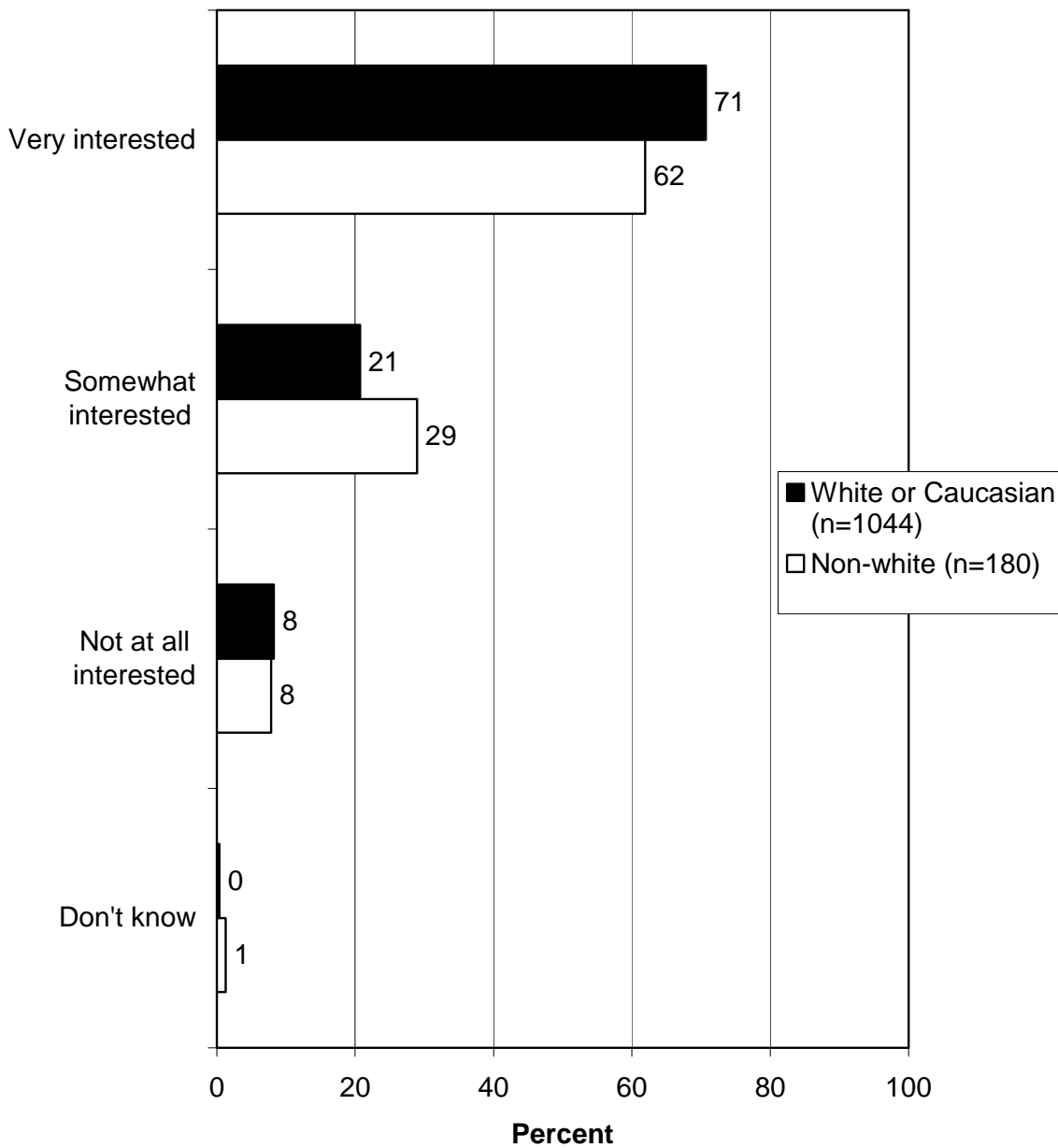
Q87. Do you think you would enjoy state parks a lot, a little, or not at all? (Asked of those who have not visited a Washington state park within the past 2 years.)



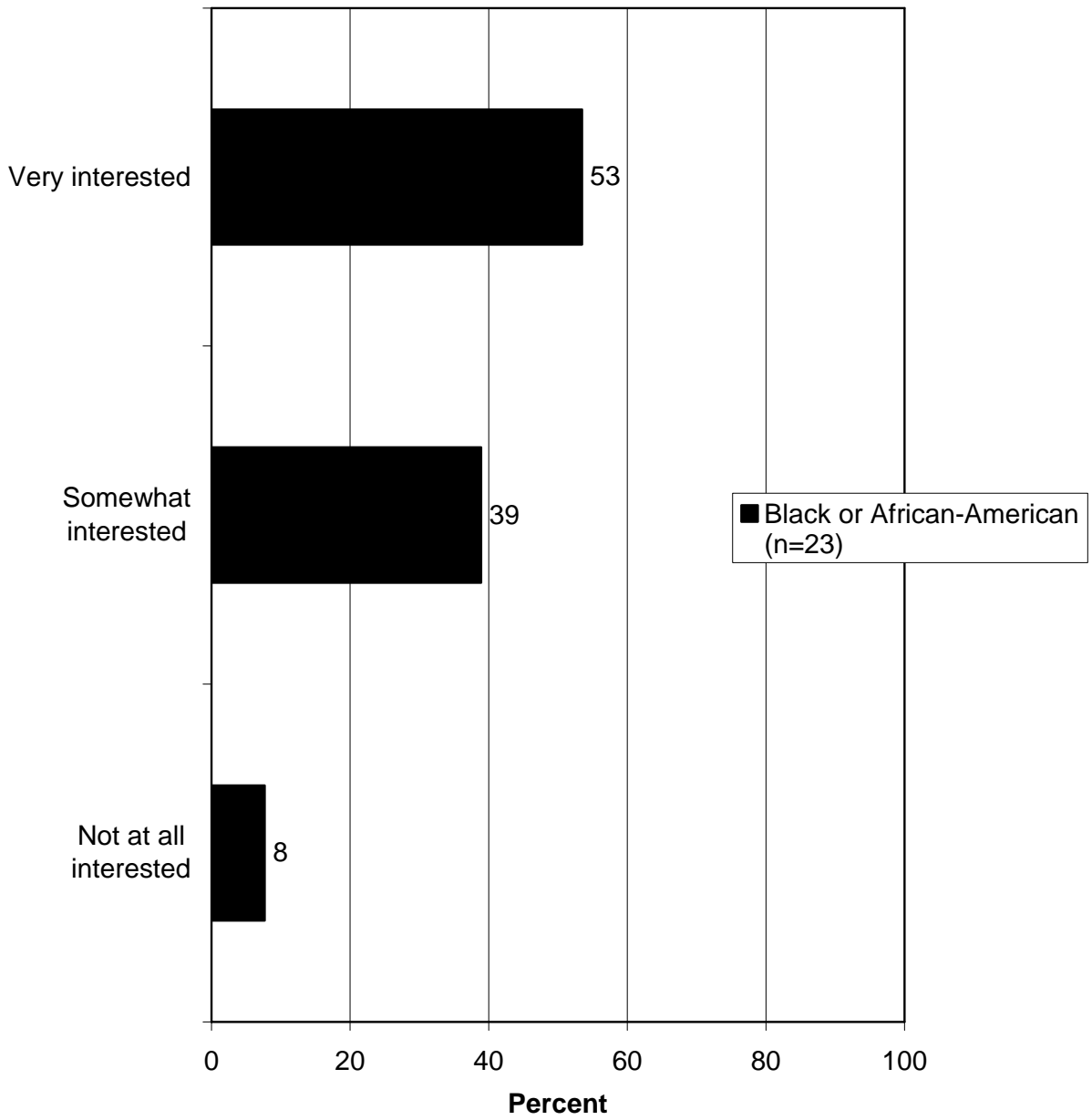
Q87. Do you think you would enjoy state parks a lot, a little, or not at all? (Asked of those who have not visited a Washington state park within the past 2 years.)



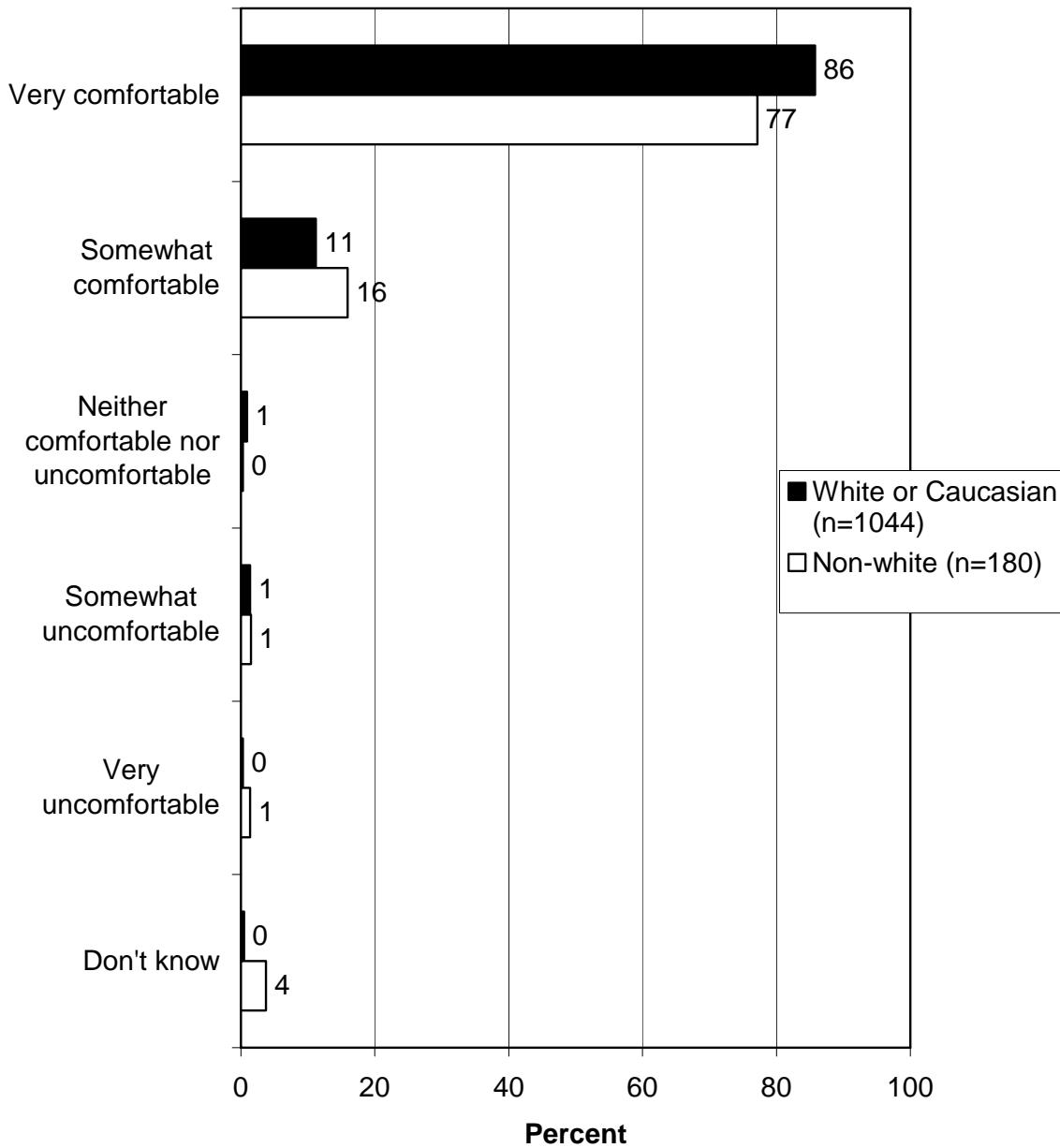
Q89. How interested would you say you are in visiting a state park in the next 2 years?



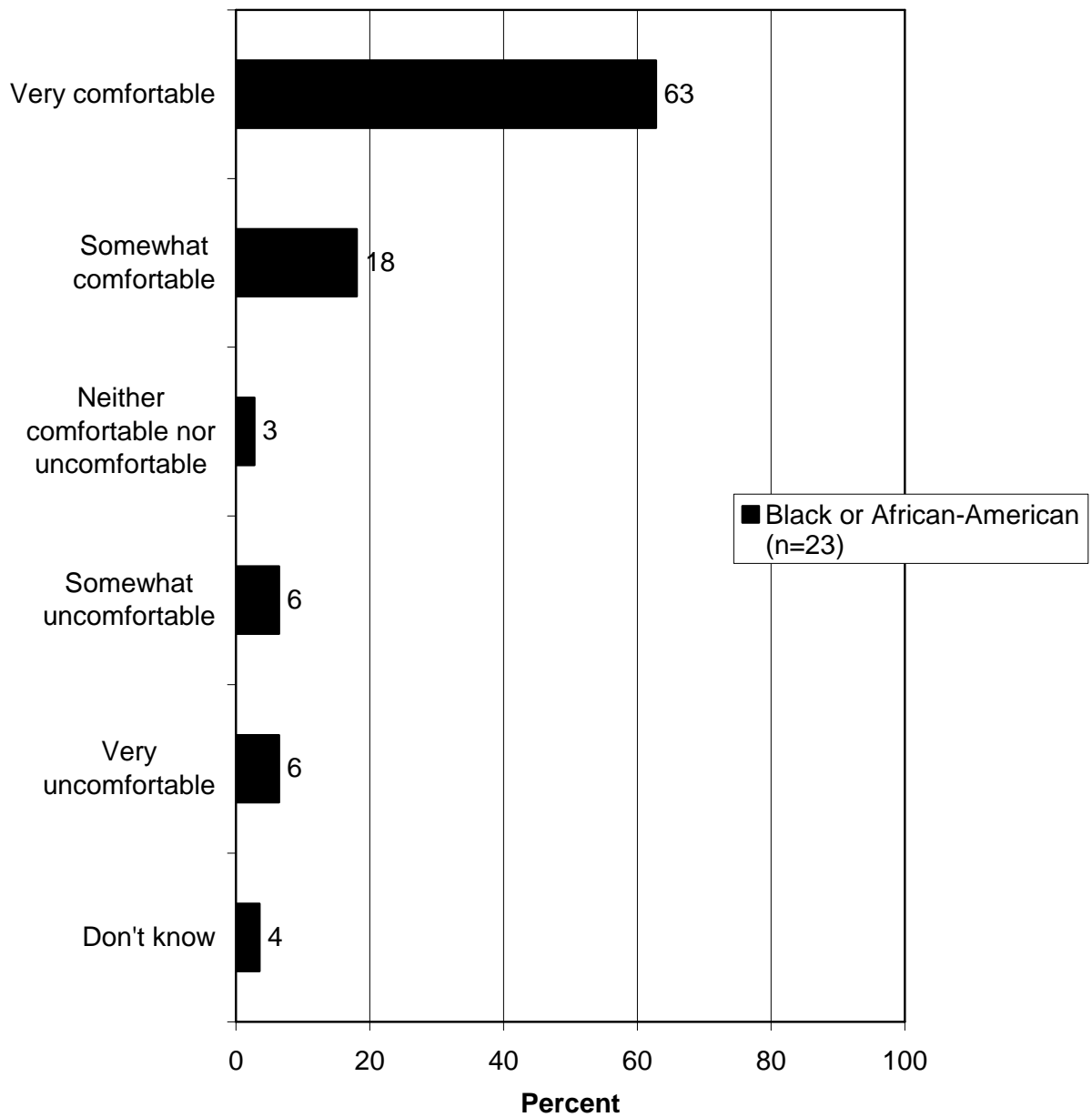
Q89. How interested would you say you are in visiting a state park in the next 2 years?



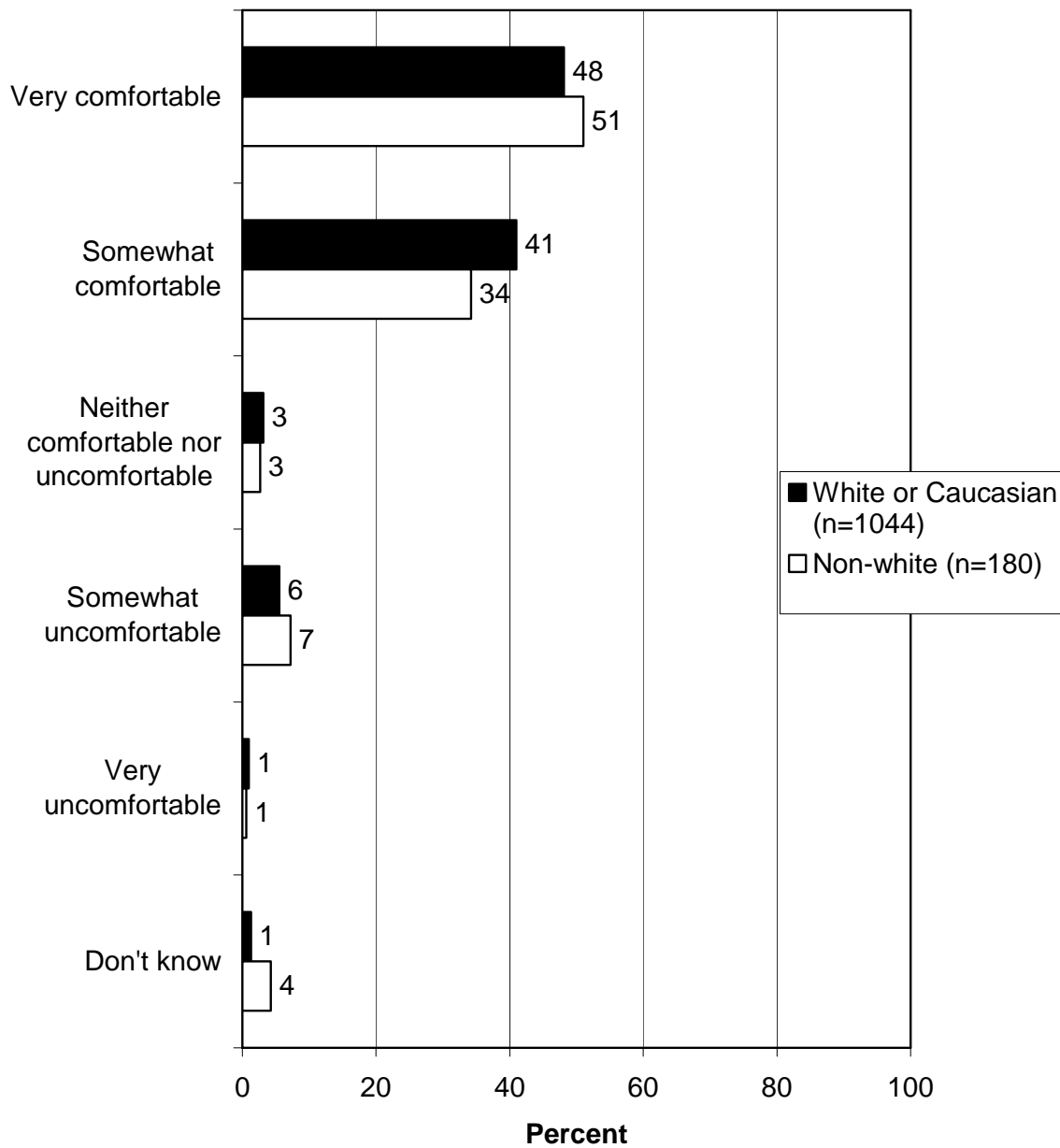
Q91. How comfortable do you feel around nature and wildlife in a state park?



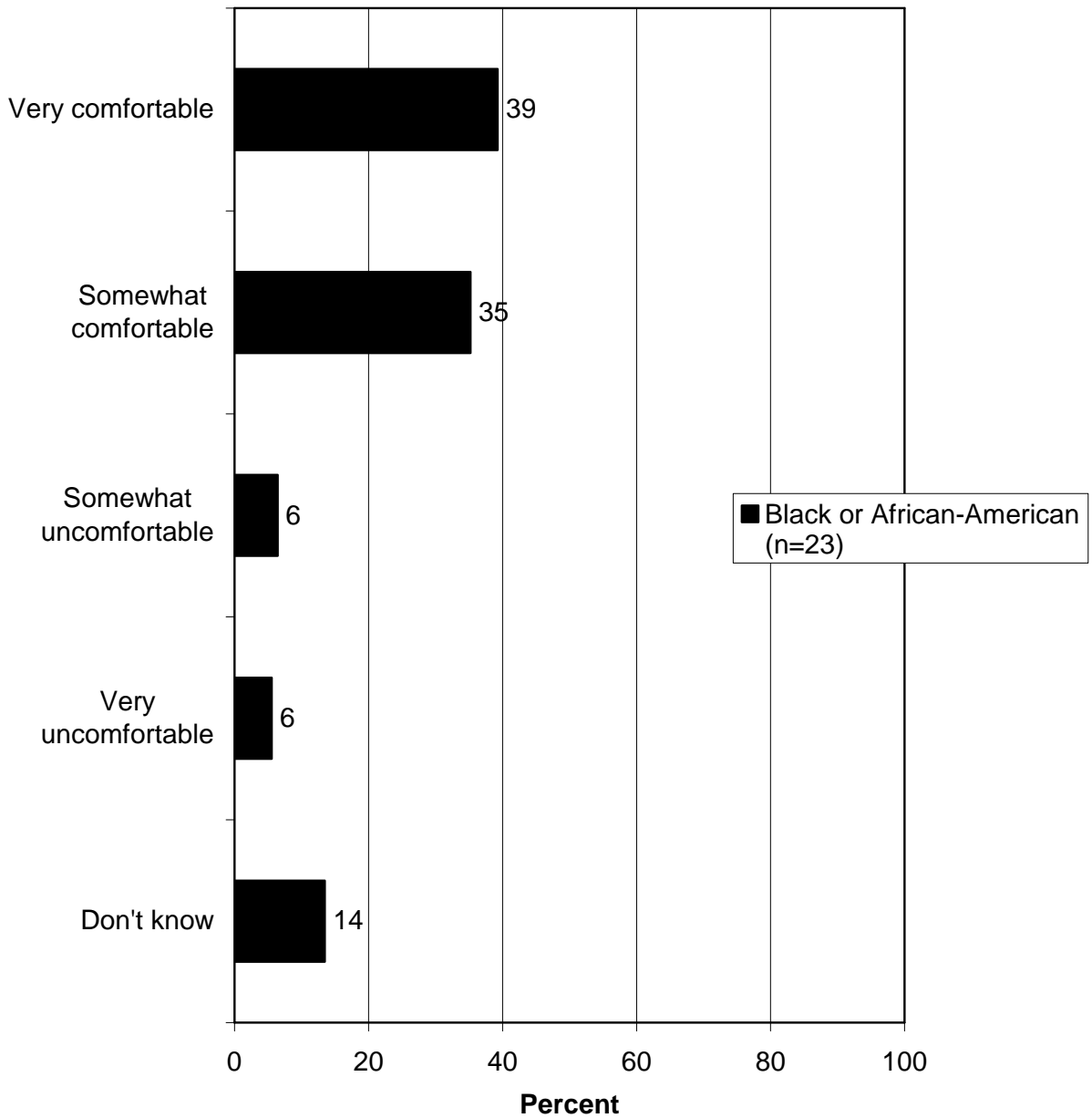
Q91. How comfortable do you feel around nature and wildlife in a state park?



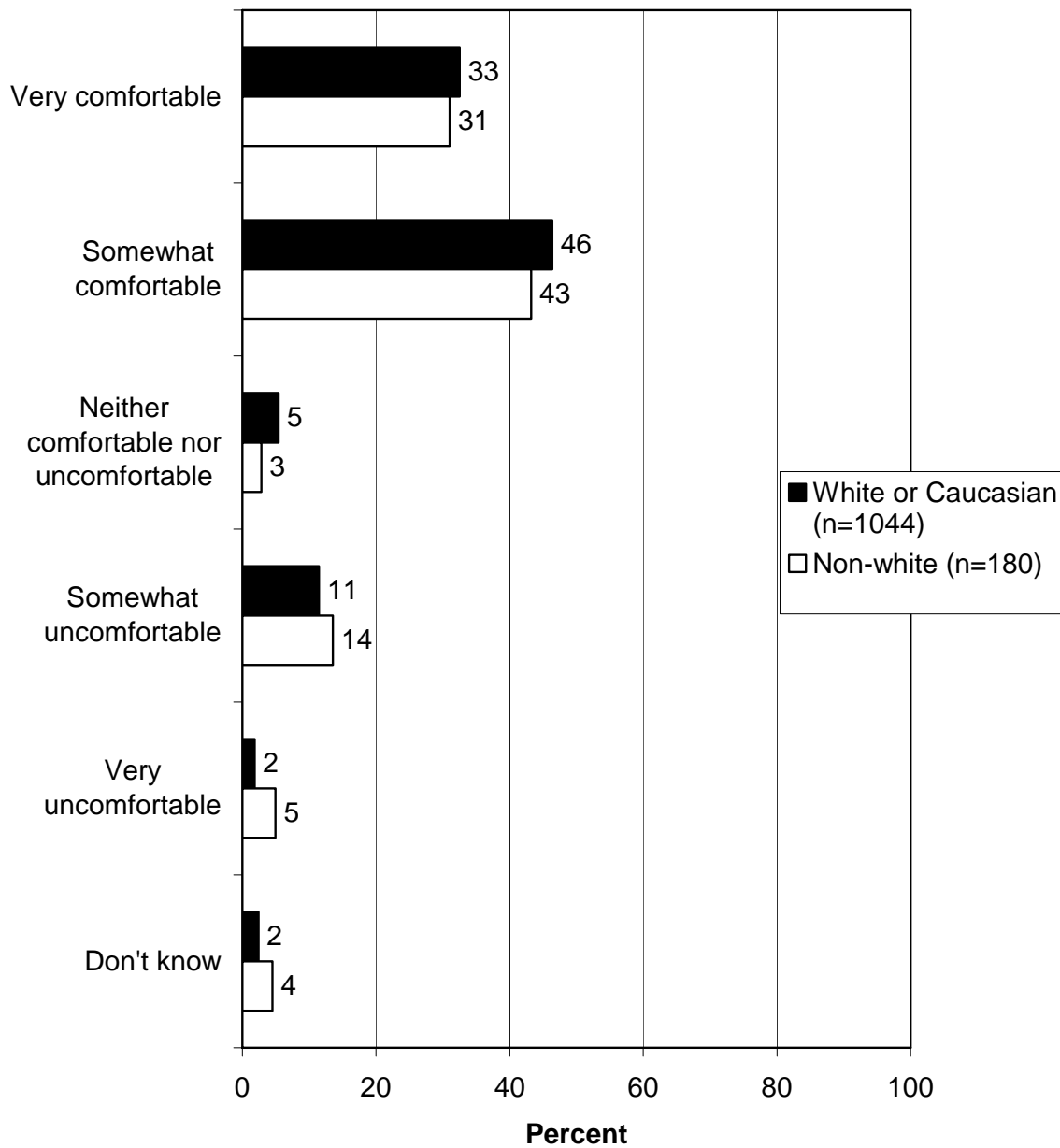
Q92. How comfortable do you feel around the other visitors while in a state park?



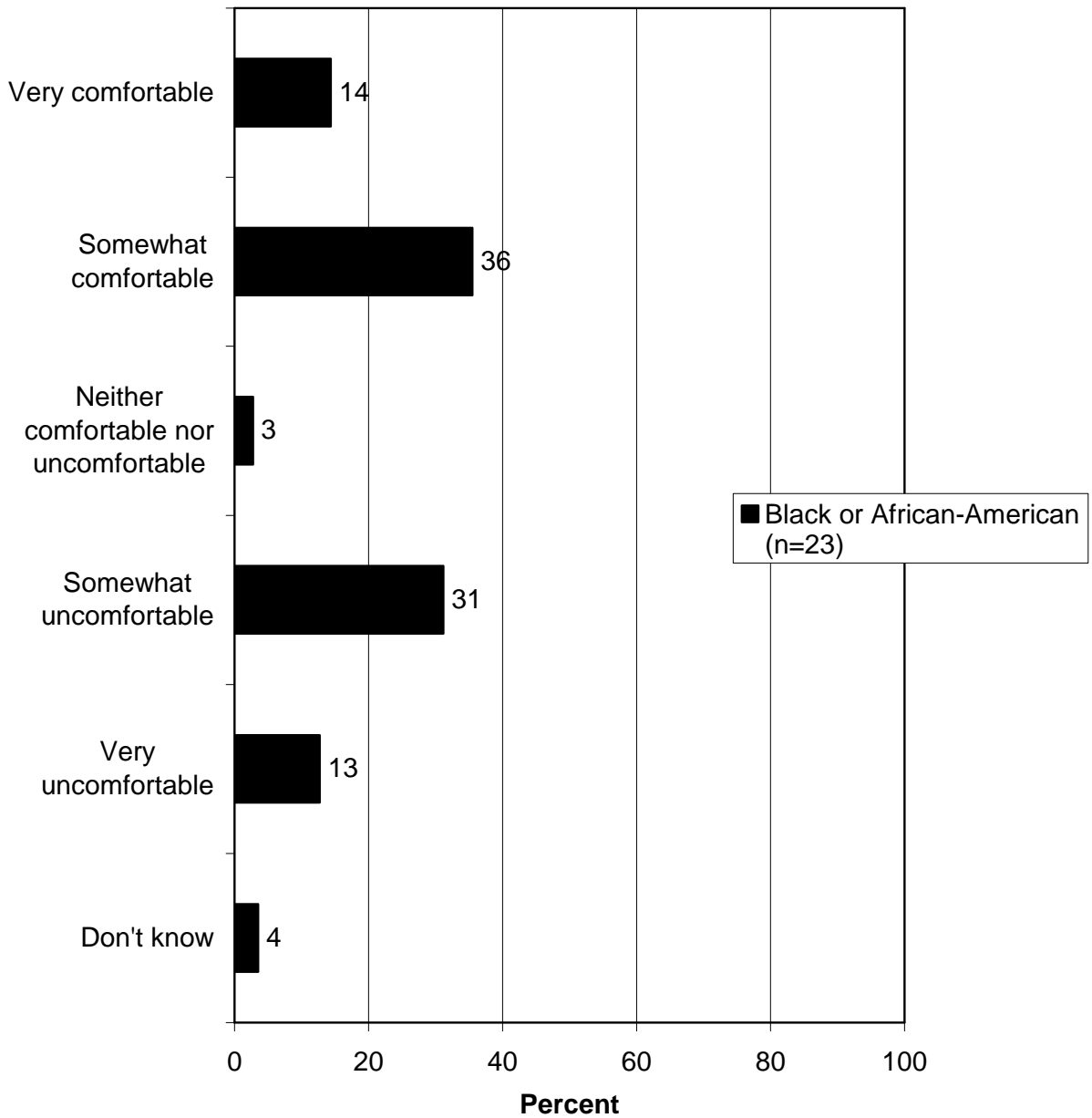
Q92. How comfortable do you feel around the other visitors while in a state park?



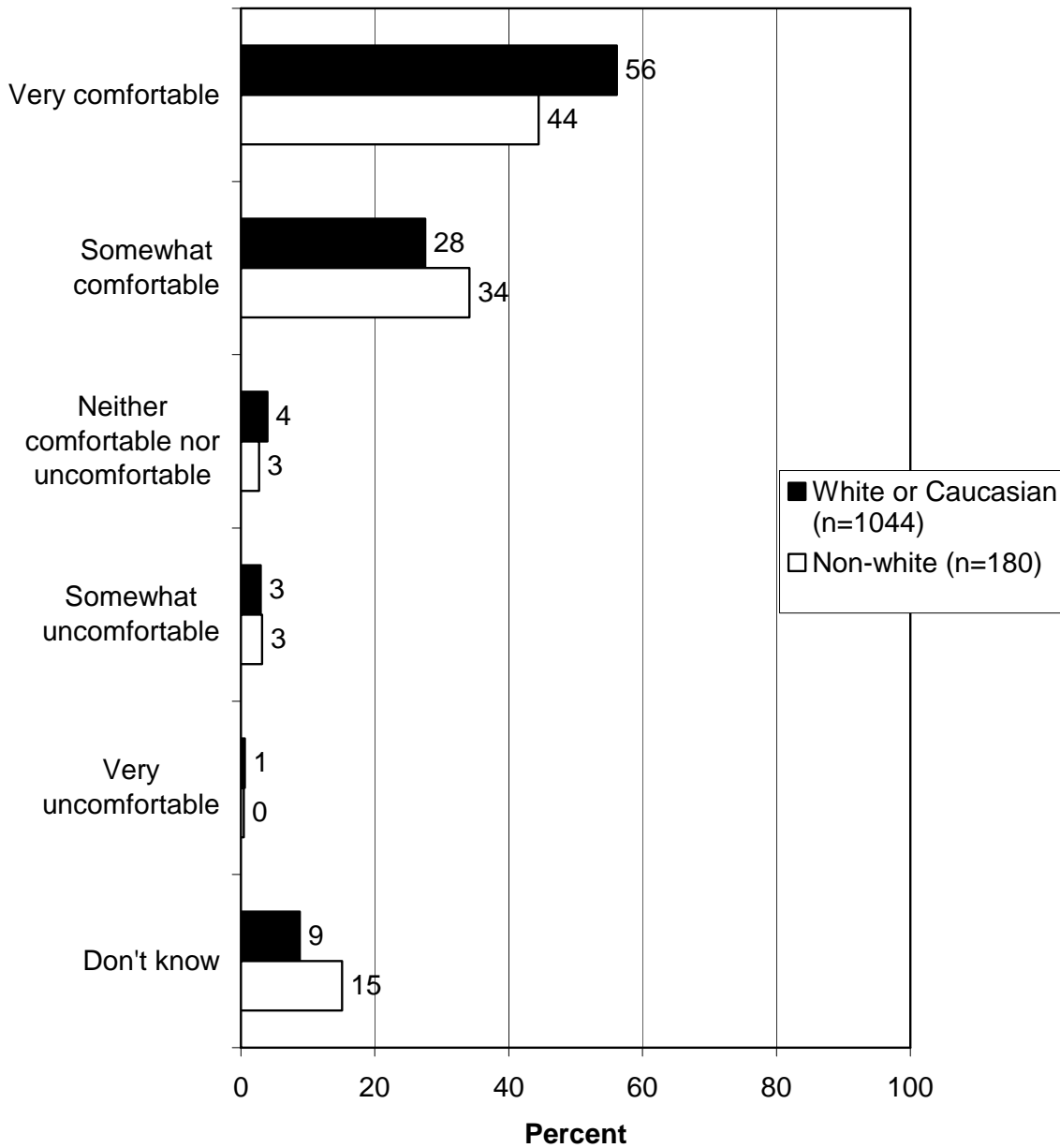
Q93. How comfortable do you feel with your knowledge of state parks?



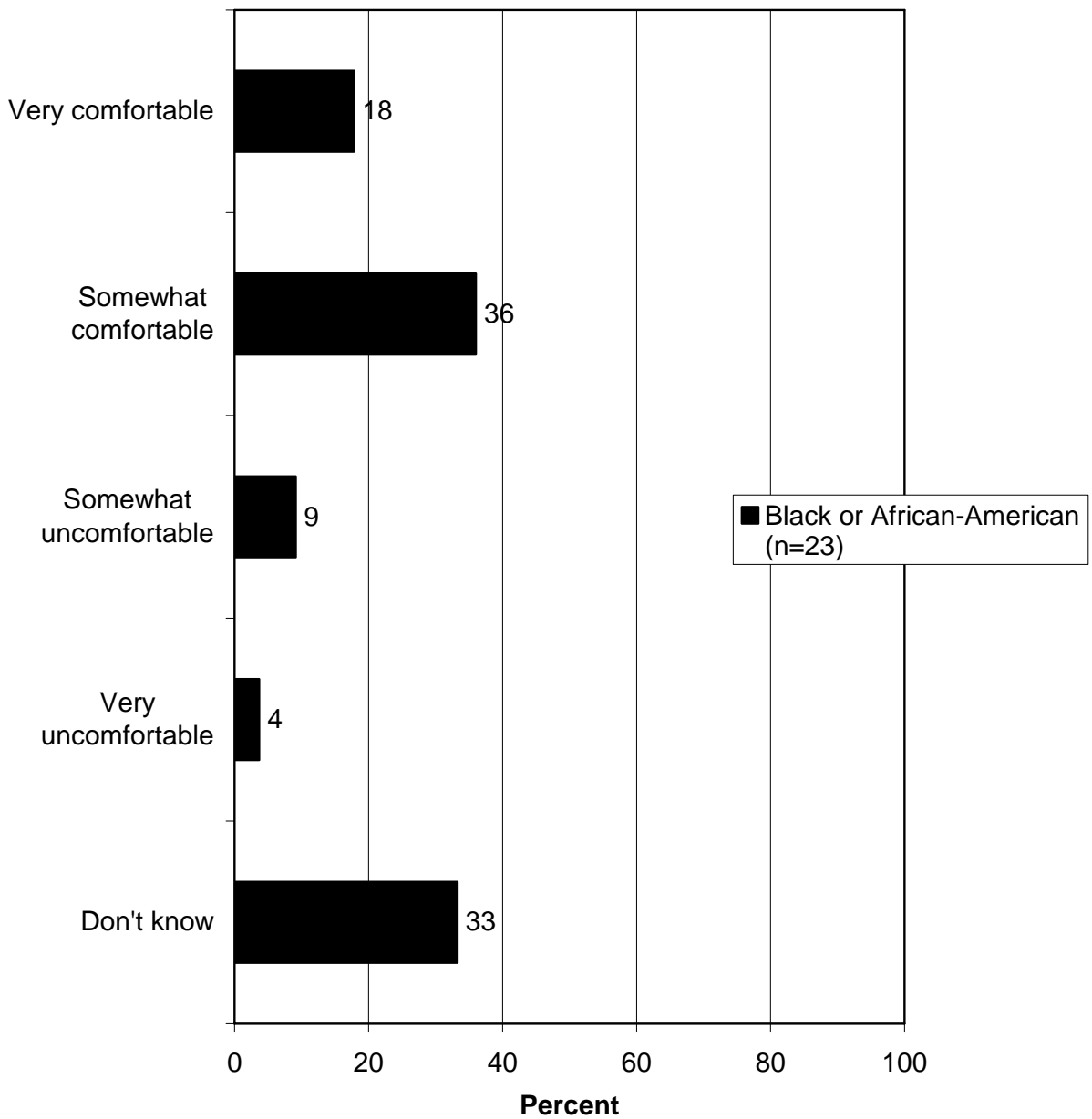
Q93. How comfortable do you feel with your knowledge of state parks?



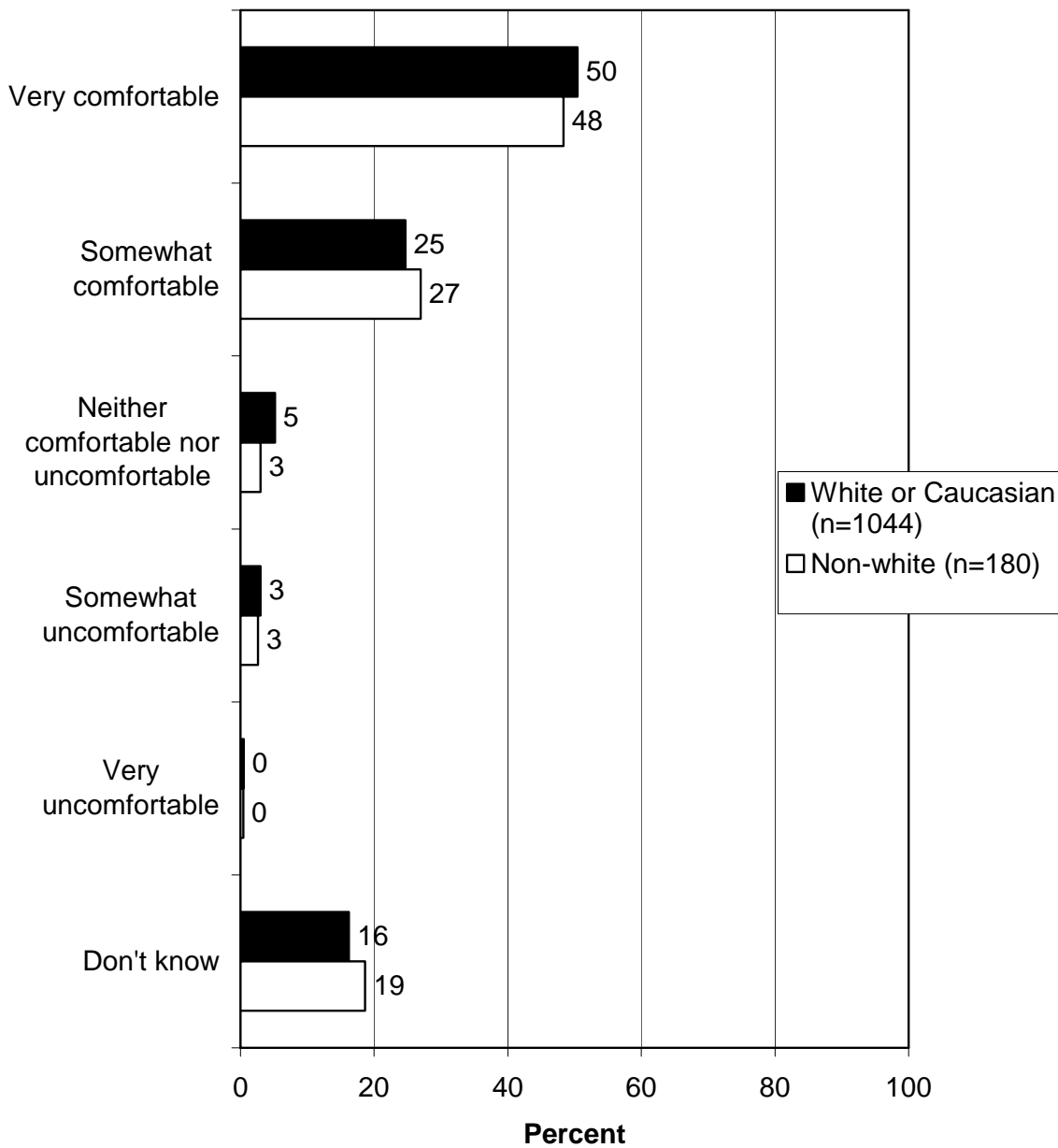
Q94. How comfortable do you feel with the types of experiences offered at state parks?



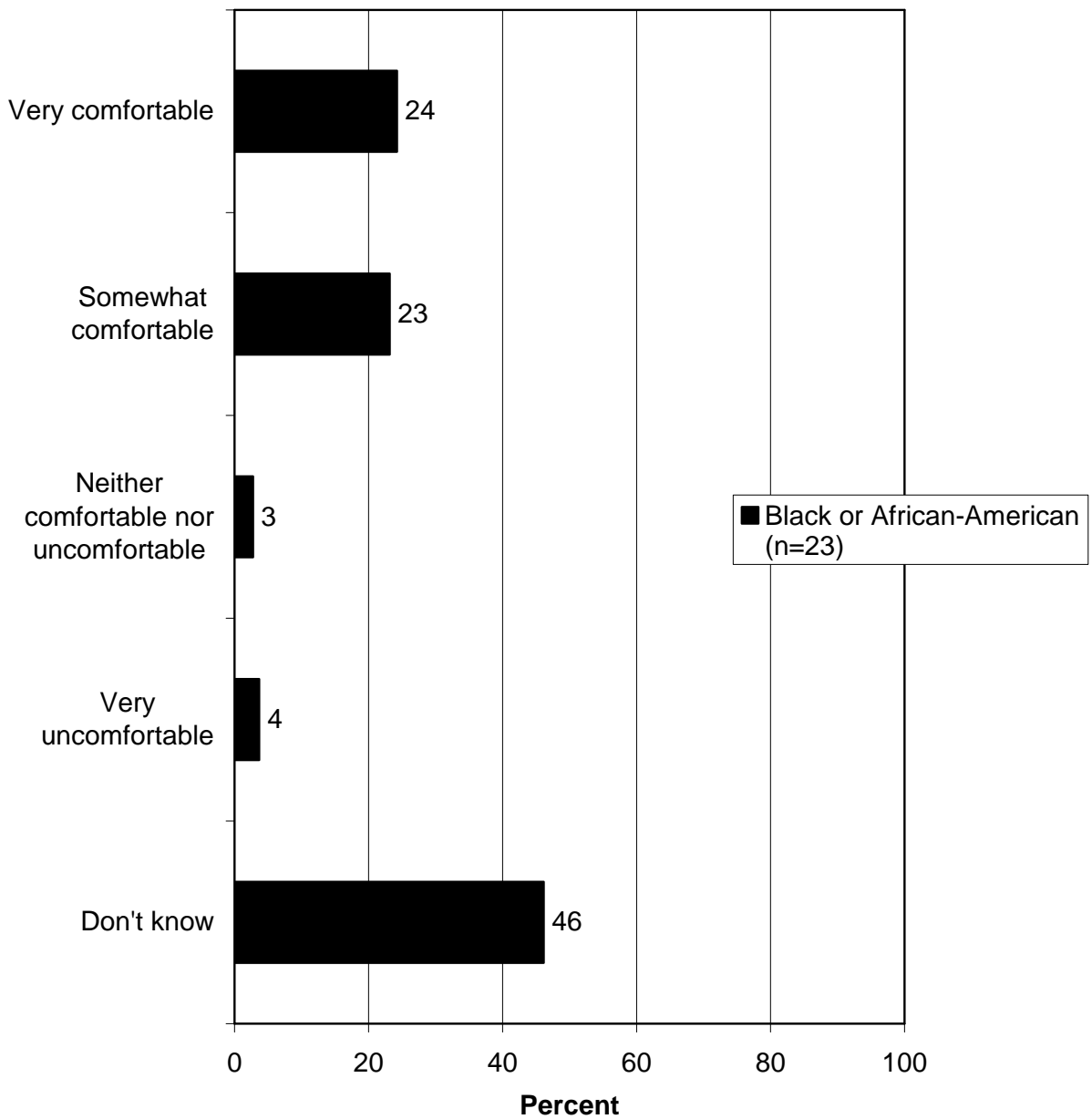
Q94. How comfortable do you feel with the types of experiences offered at state parks?



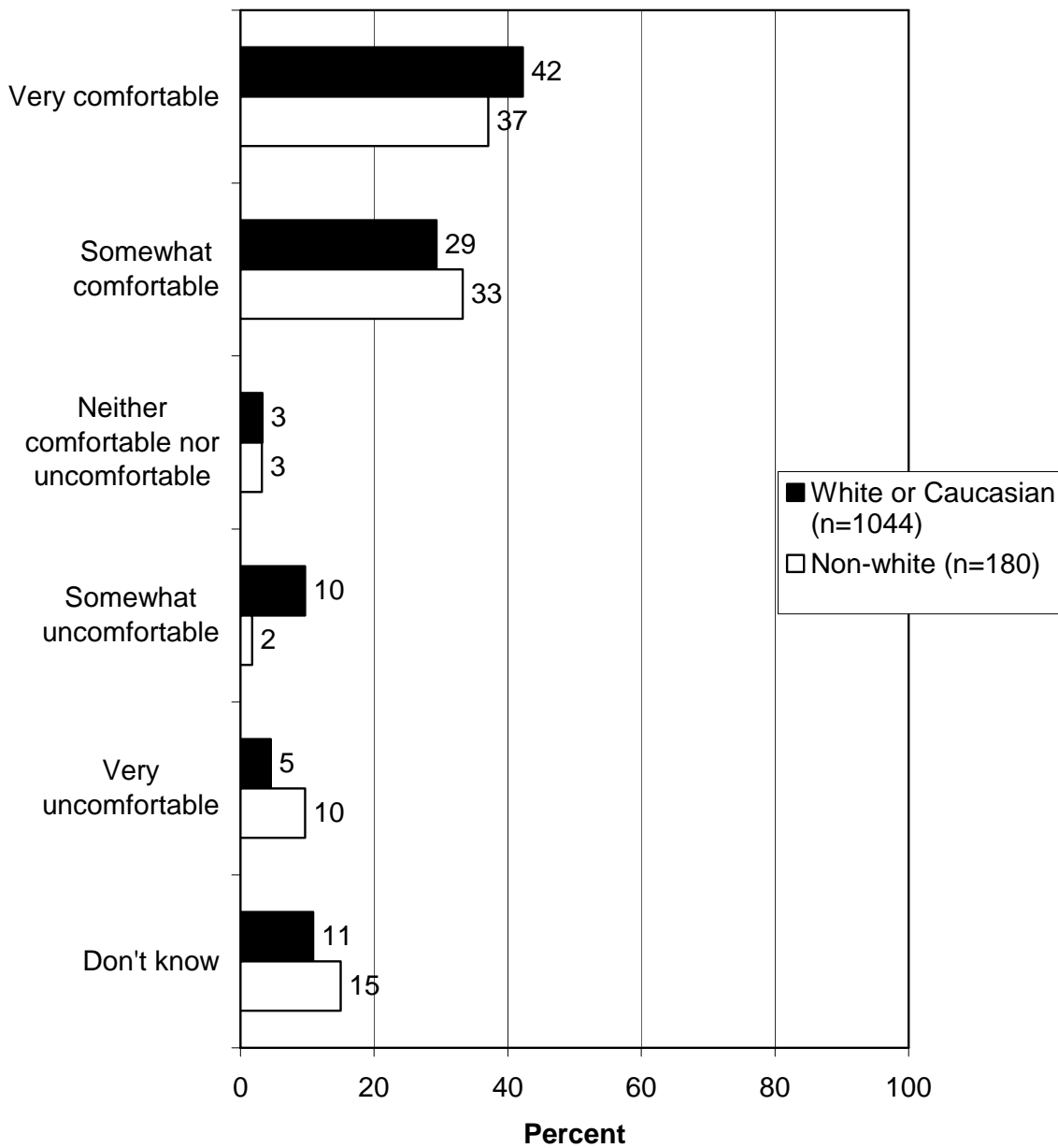
Q95. How comfortable do you feel with the activities offered at state parks?



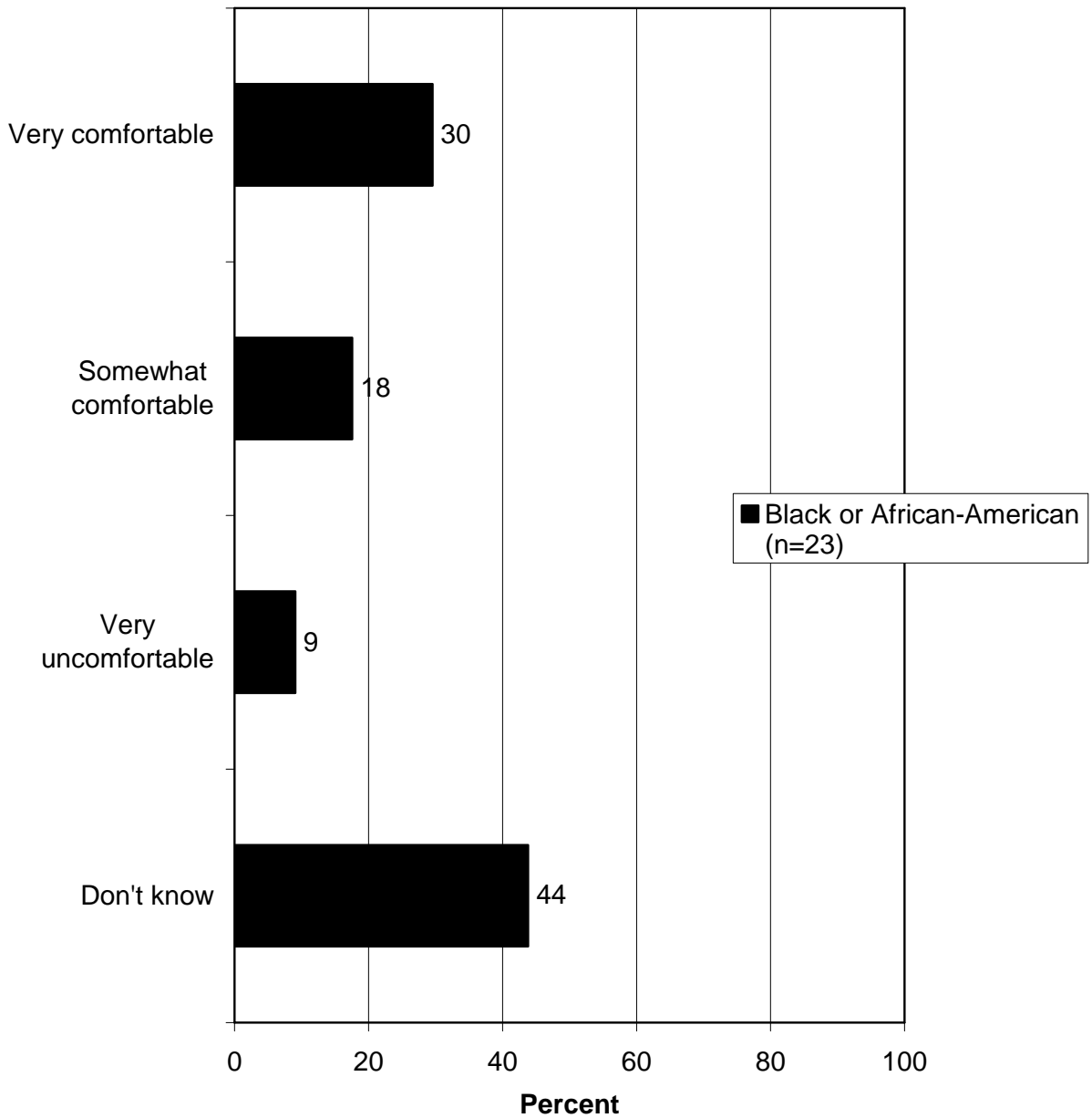
Q95. How comfortable do you feel with the activities offered at state parks?



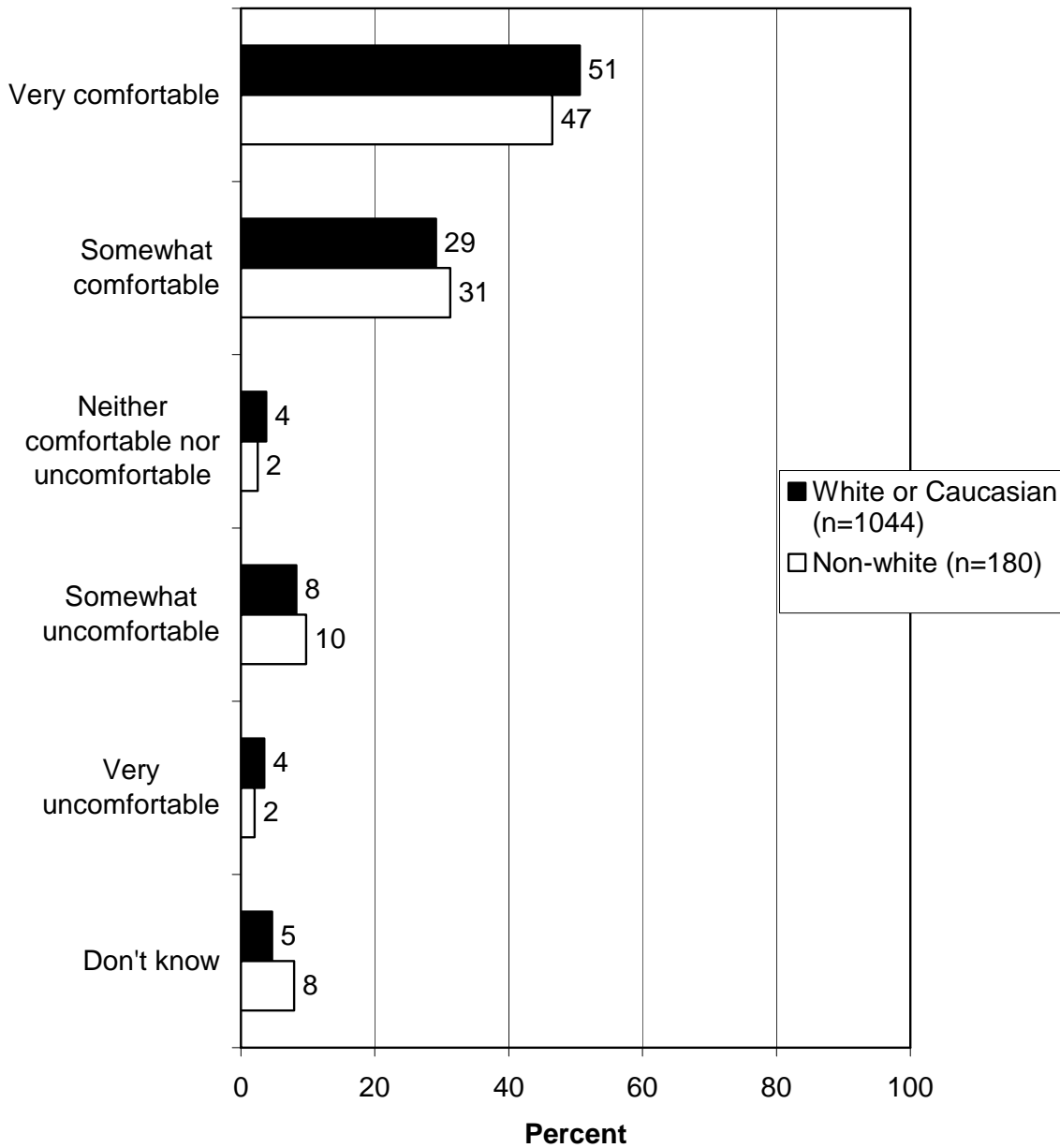
Q96. How comfortable do you feel with the overall cost of visiting a state park?



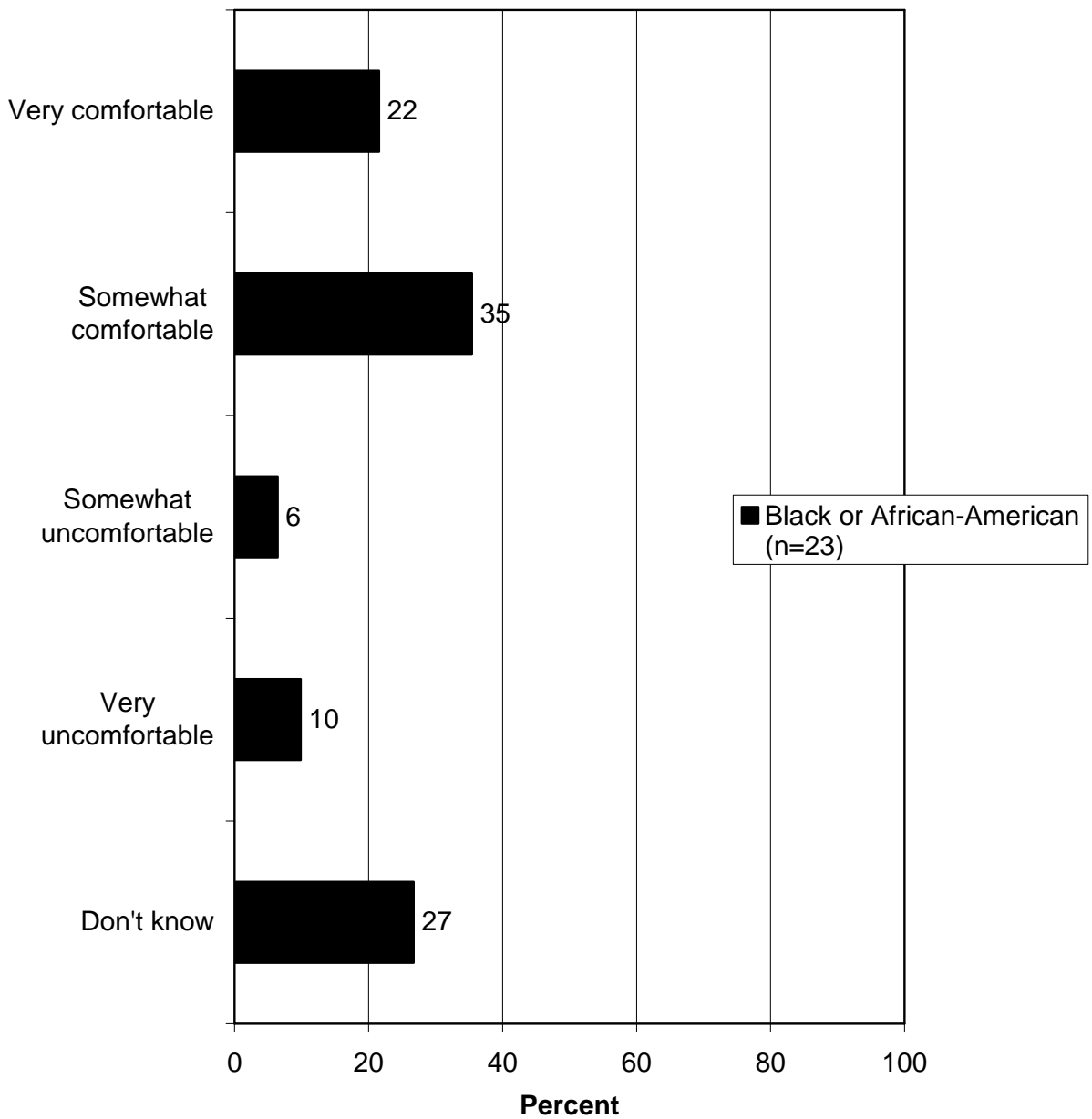
Q96. How comfortable do you feel with the overall cost of visiting a state park?



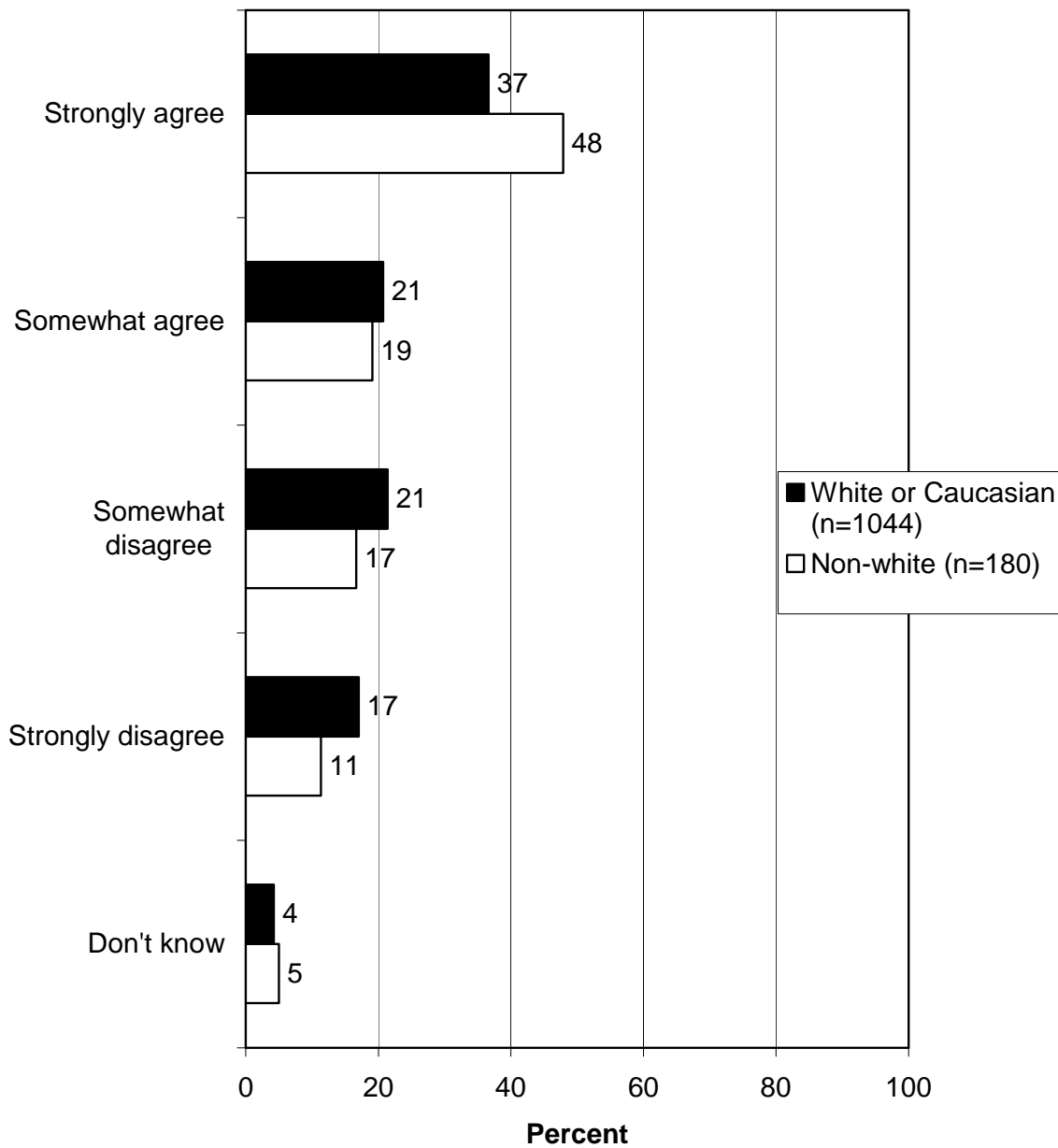
Q97. How comfortable do you feel with the amount of travel it takes for you to visit a state park?



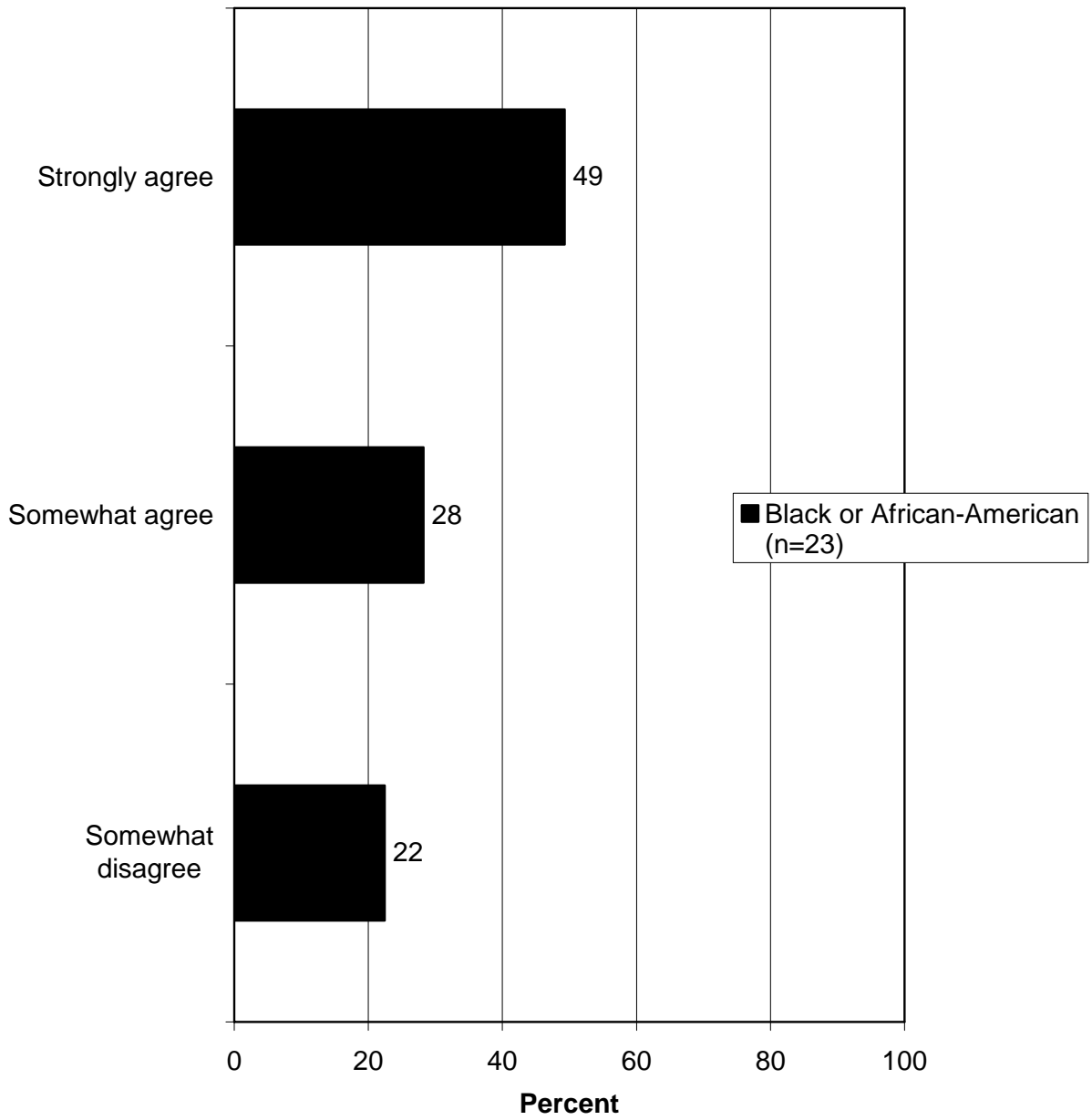
Q97. How comfortable do you feel with the amount of travel it takes for you to visit a state park?



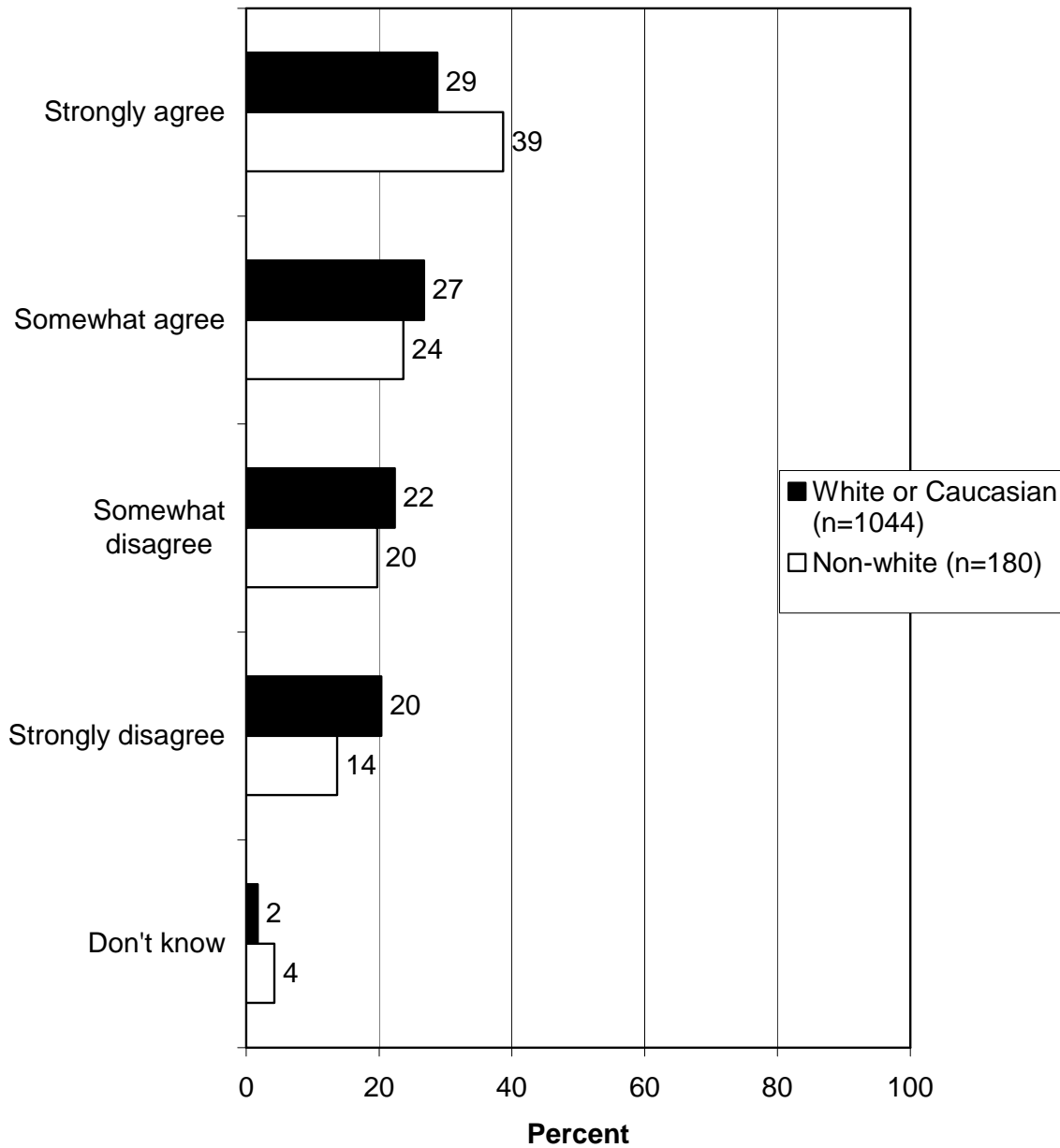
Q101. I would visit state parks more often if I lived closer to one.



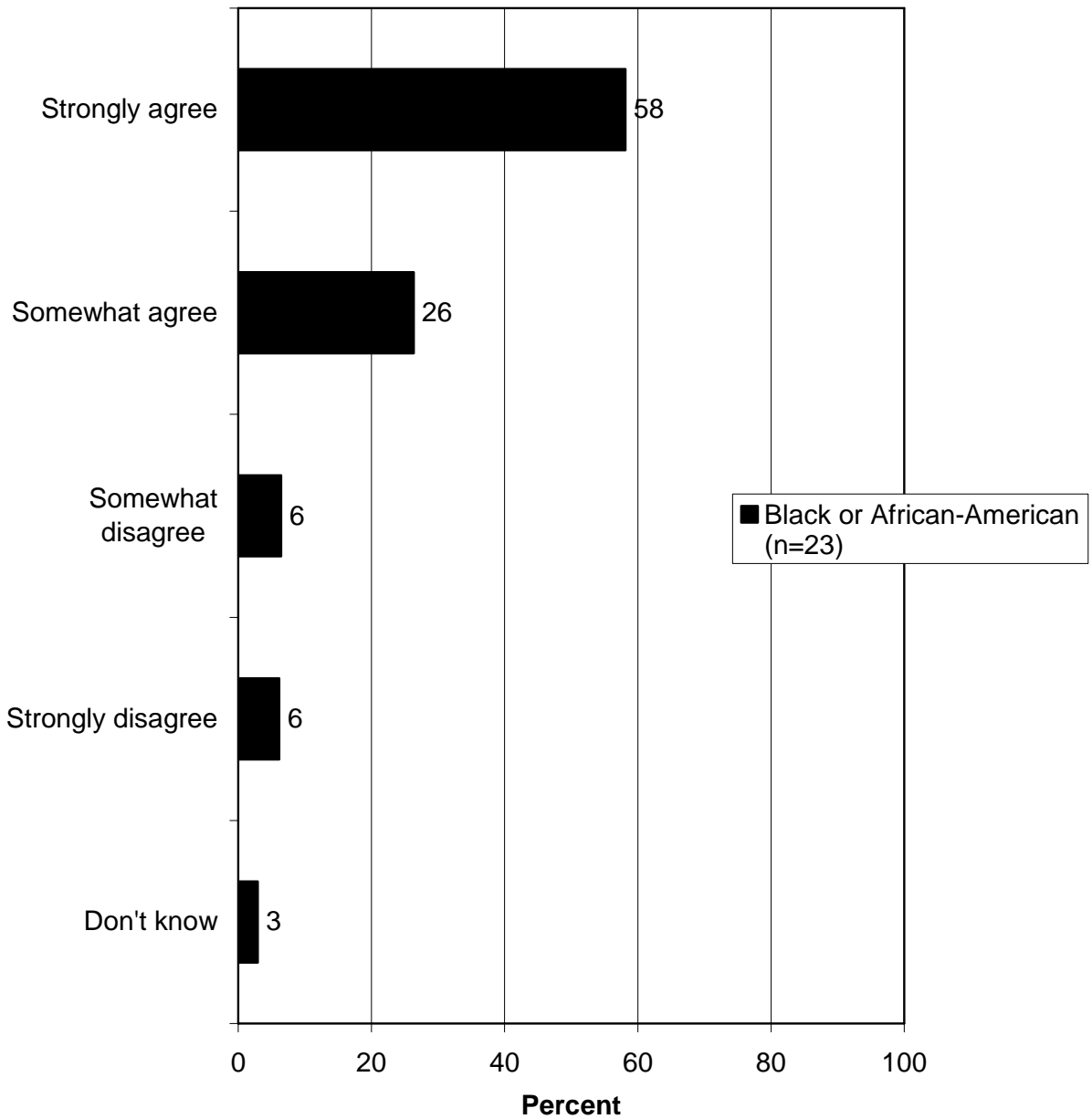
Q101. I would visit state parks more often if I lived closer to one.



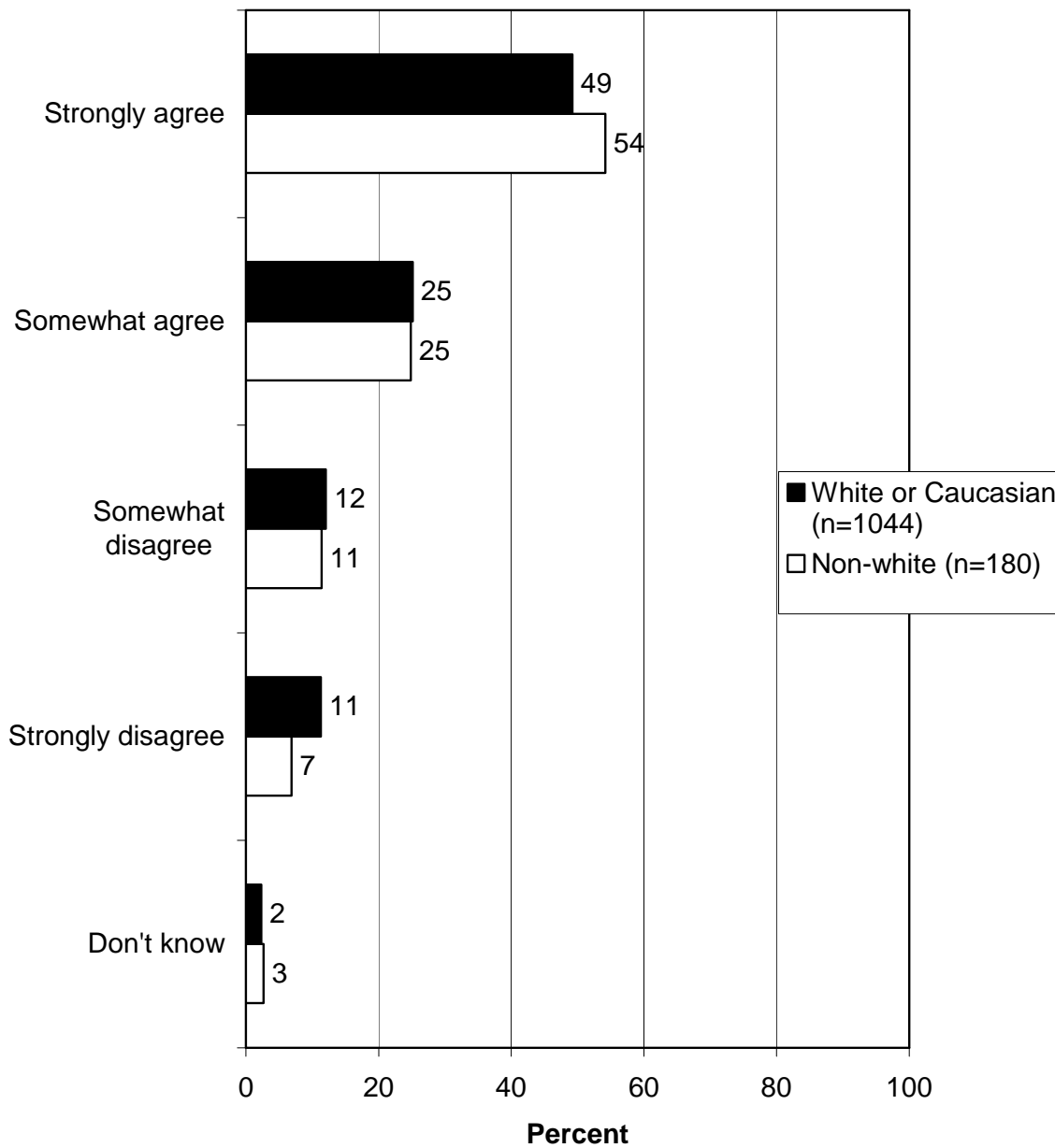
Q102. I would visit state parks more often if I had more information about them.



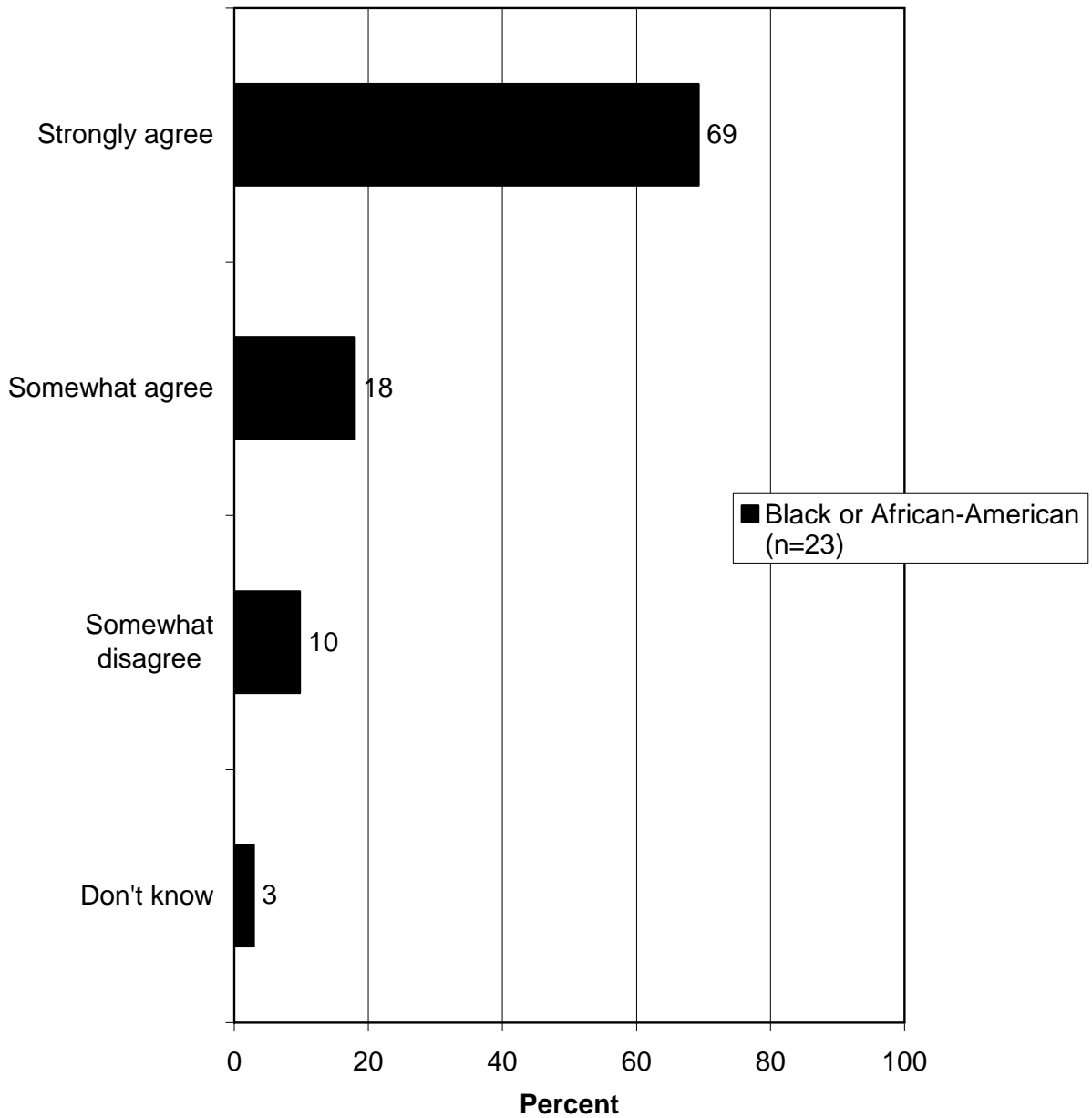
Q102. I would visit state parks more often if I had more information about them.



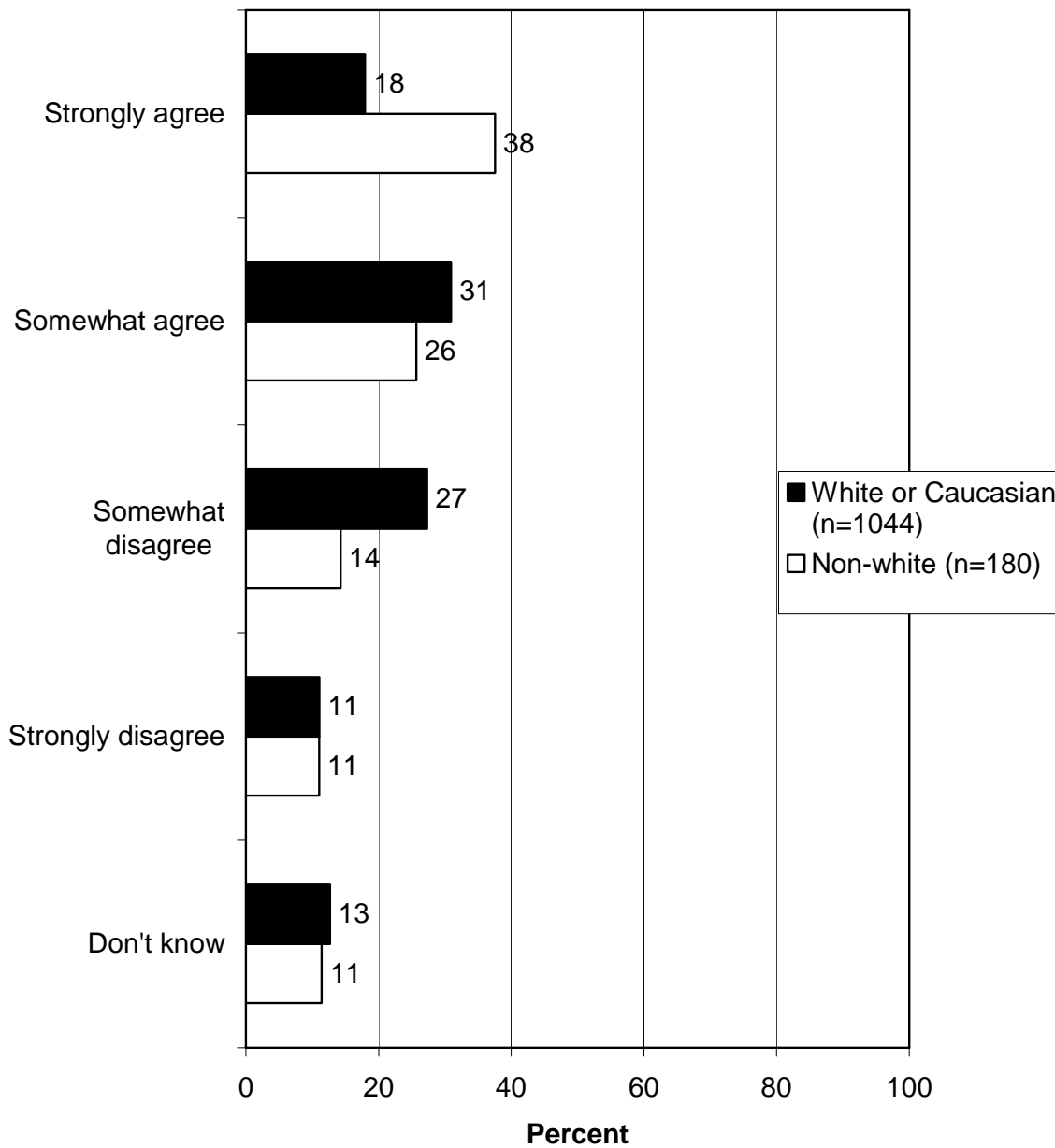
Q103. I would visit state parks more often if other family members wanted to do so.



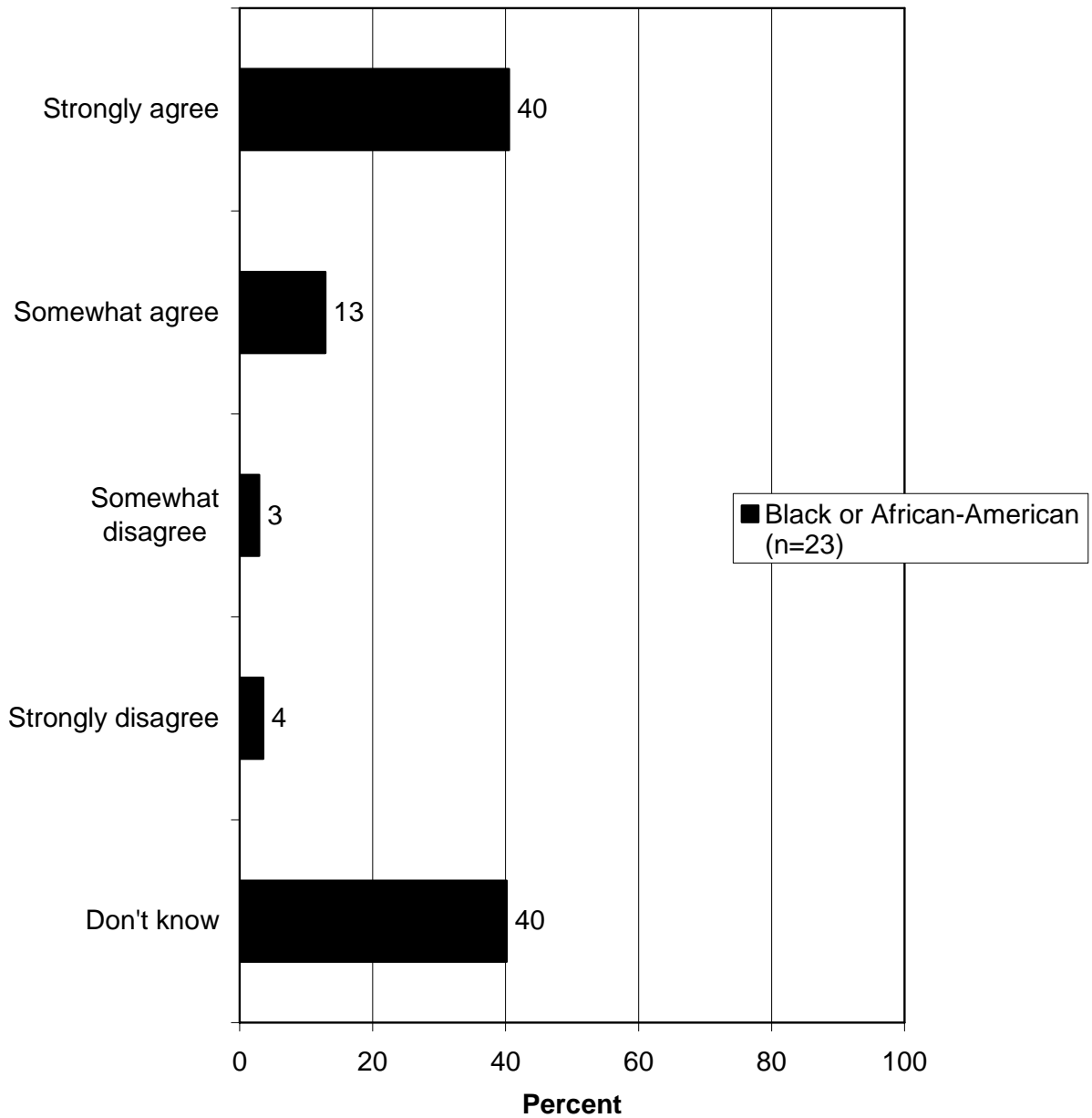
Q103. I would visit state parks more often if other family members wanted to do so.



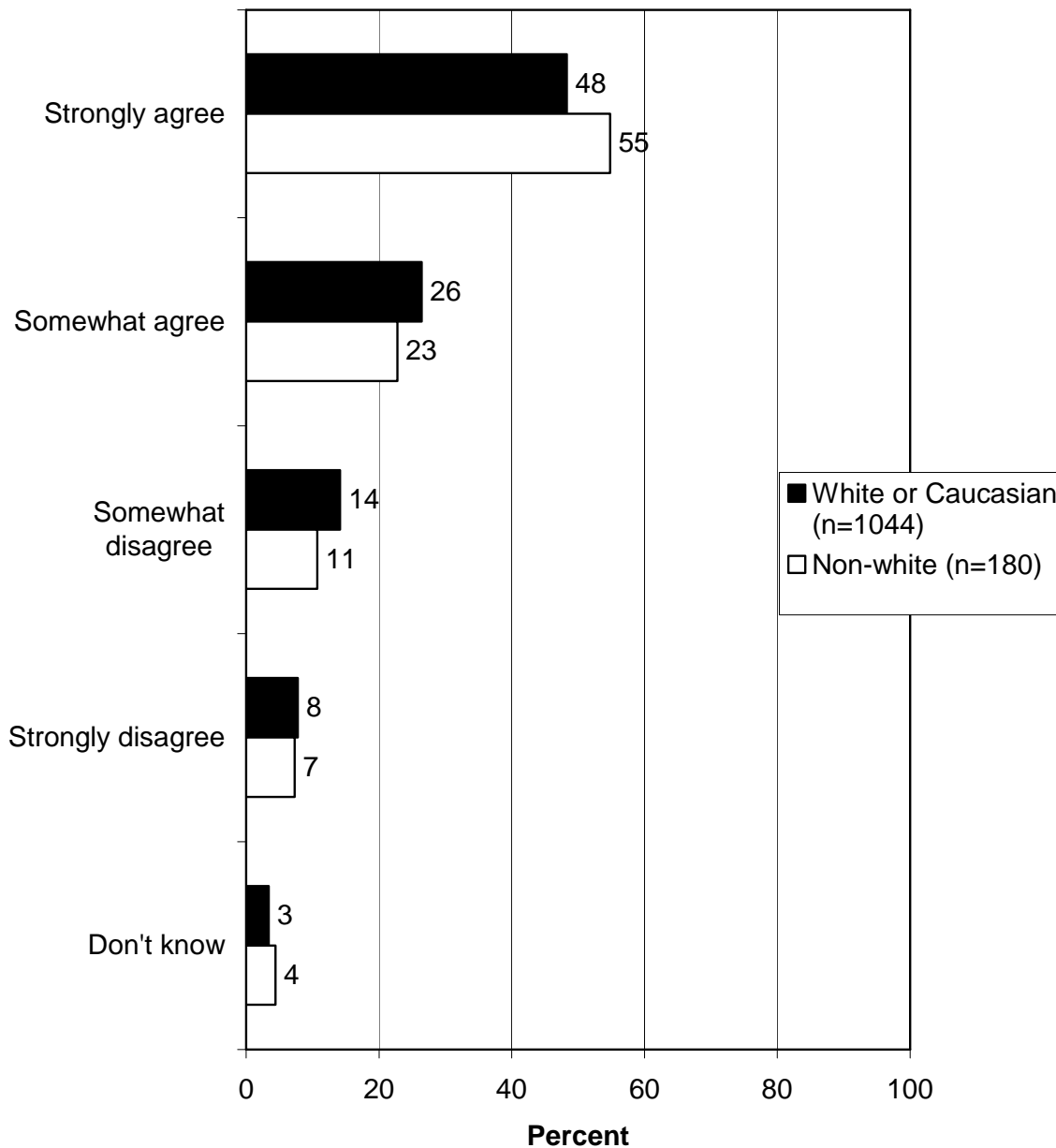
Q108. State parks should provide more staff assistance to those unfamiliar with the park.



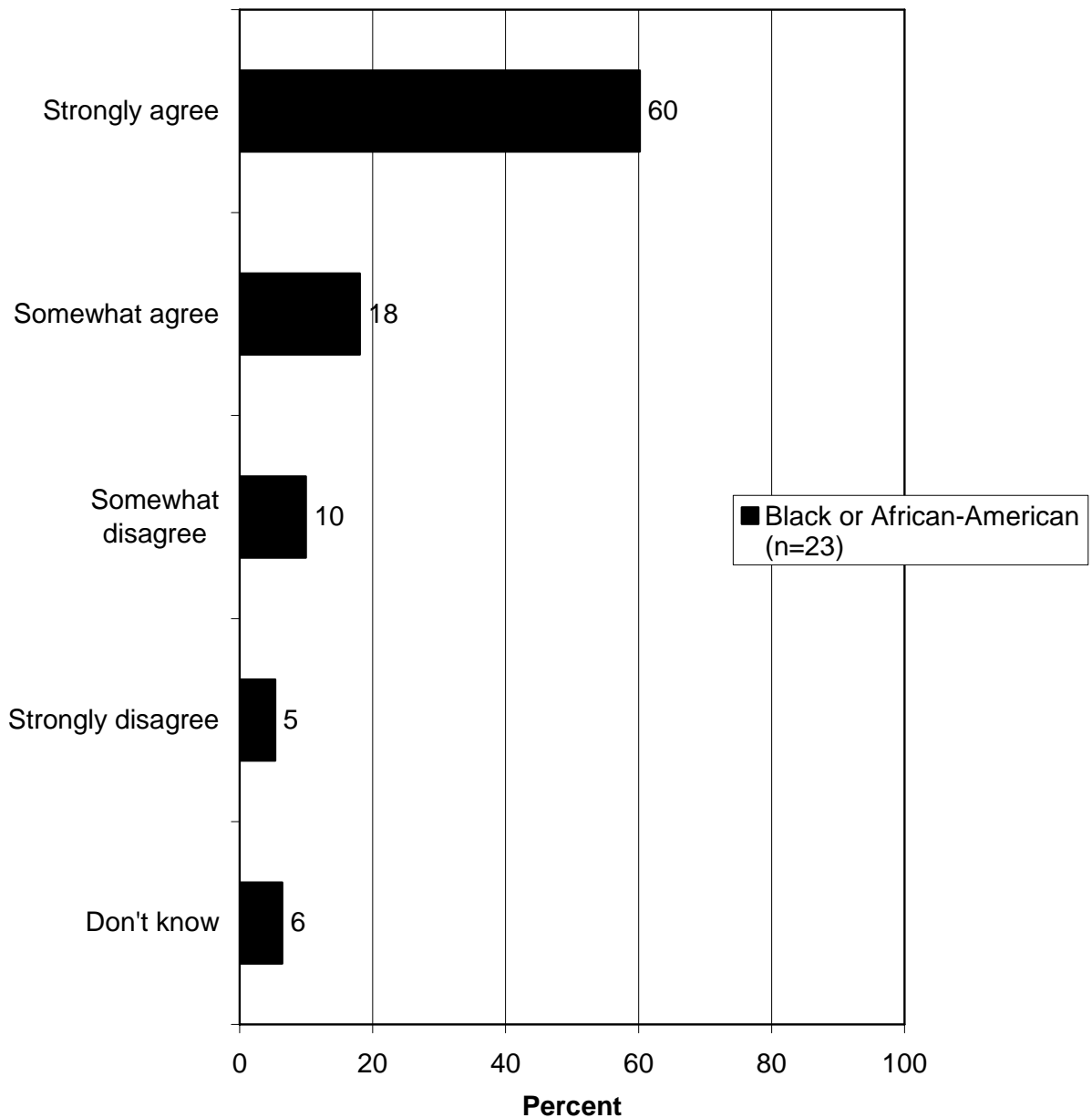
Q108. State parks should provide more staff assistance to those unfamiliar with the park.



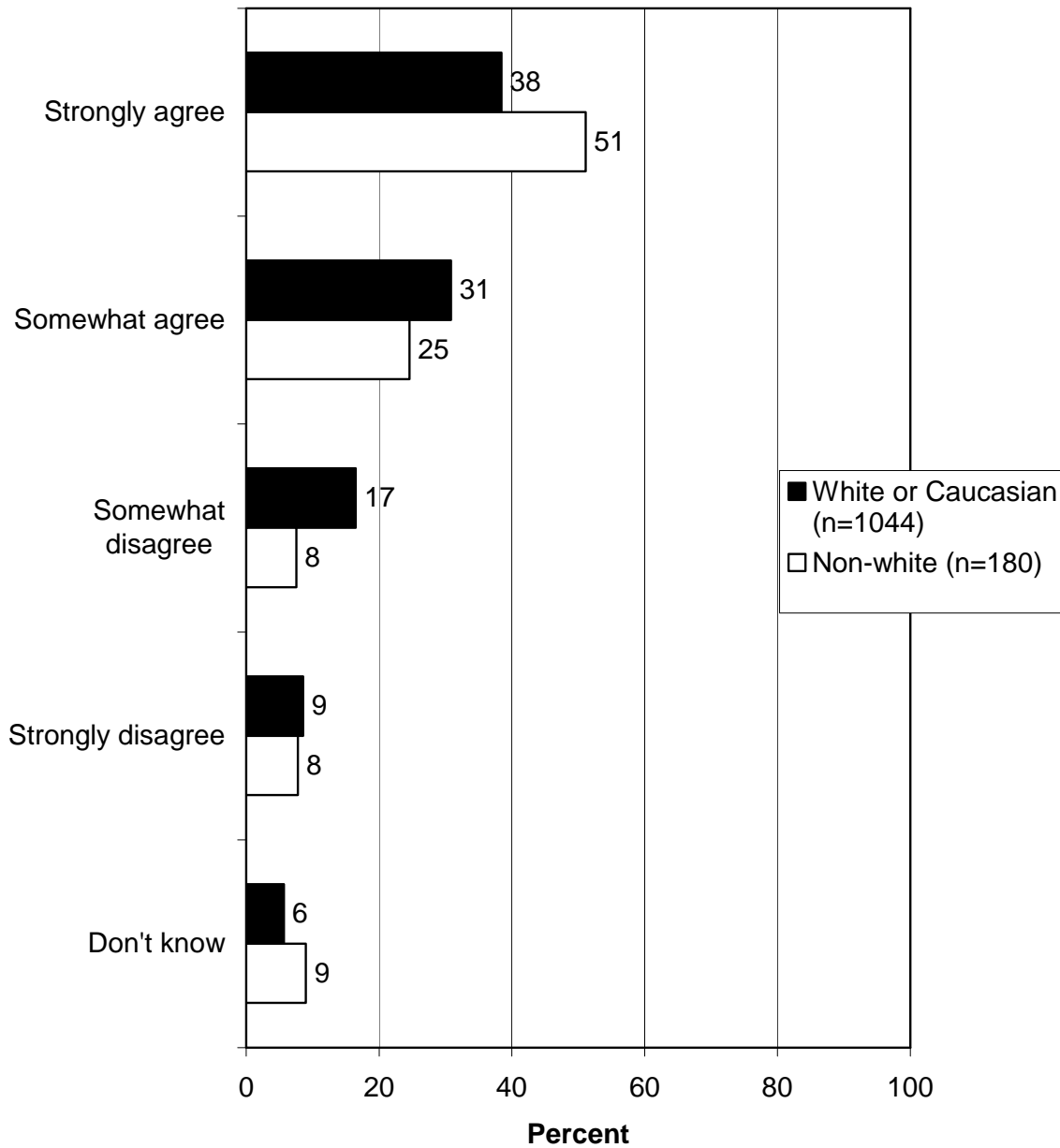
Q109. The variety of animals found at state parks, such as large and small mammals, birds, fish, and reptiles, increases my interest in visiting a state park.



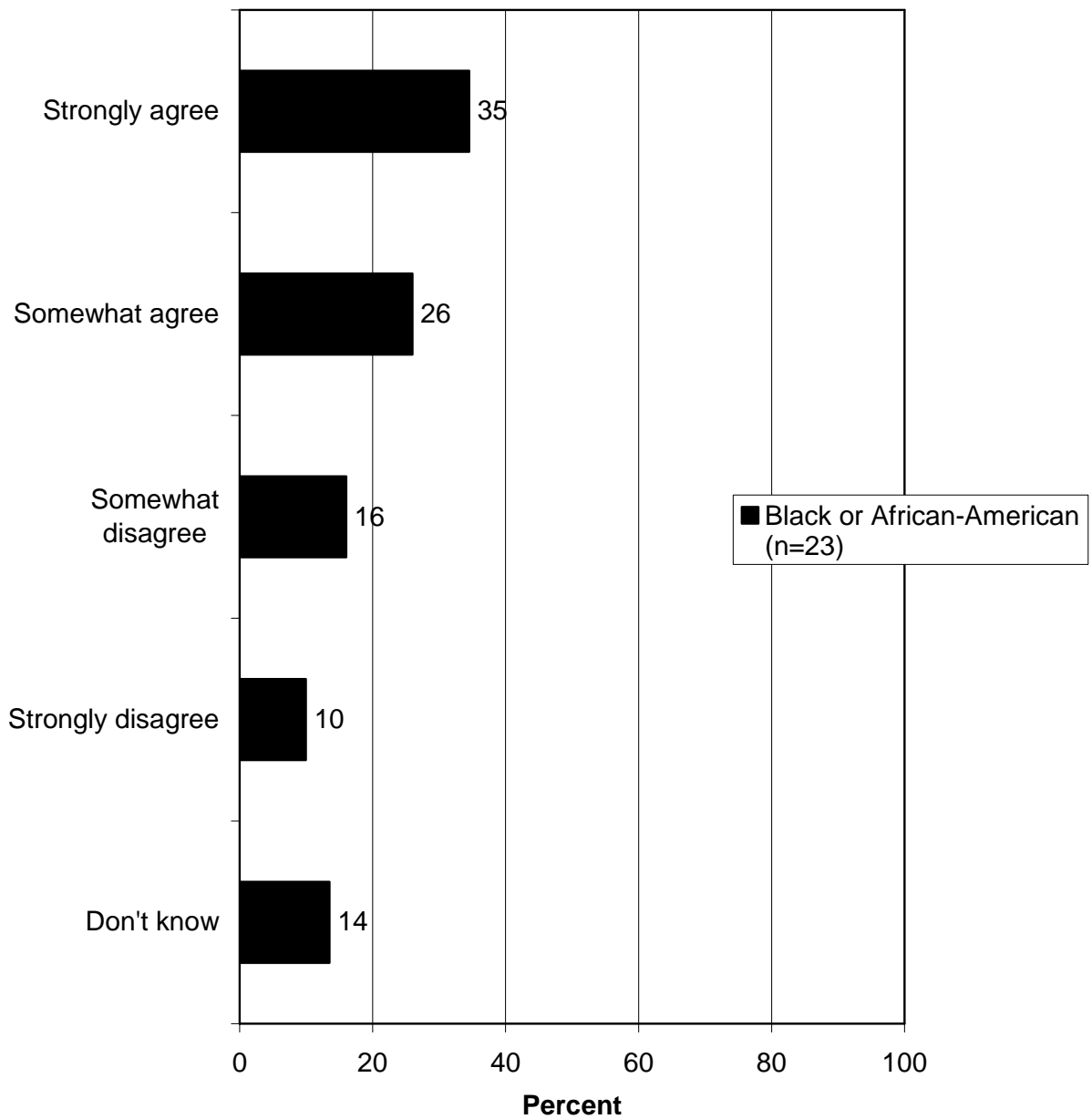
Q109. The variety of animals found at state parks, such as large and small mammals, birds, fish, and reptiles, increases my interest in visiting a state park.



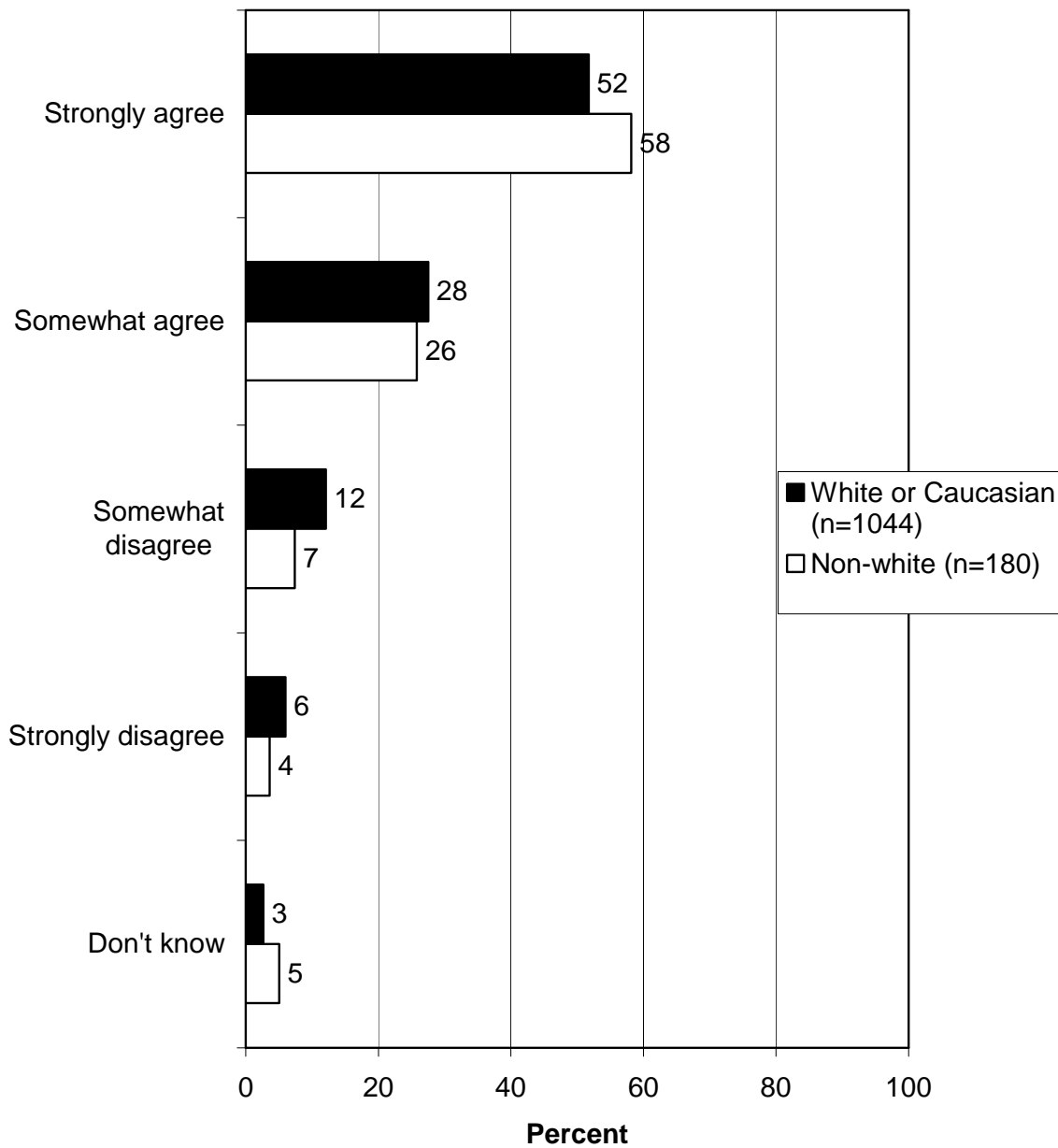
Q110. The variety of activities available at state parks increases my interest in visiting a state park.



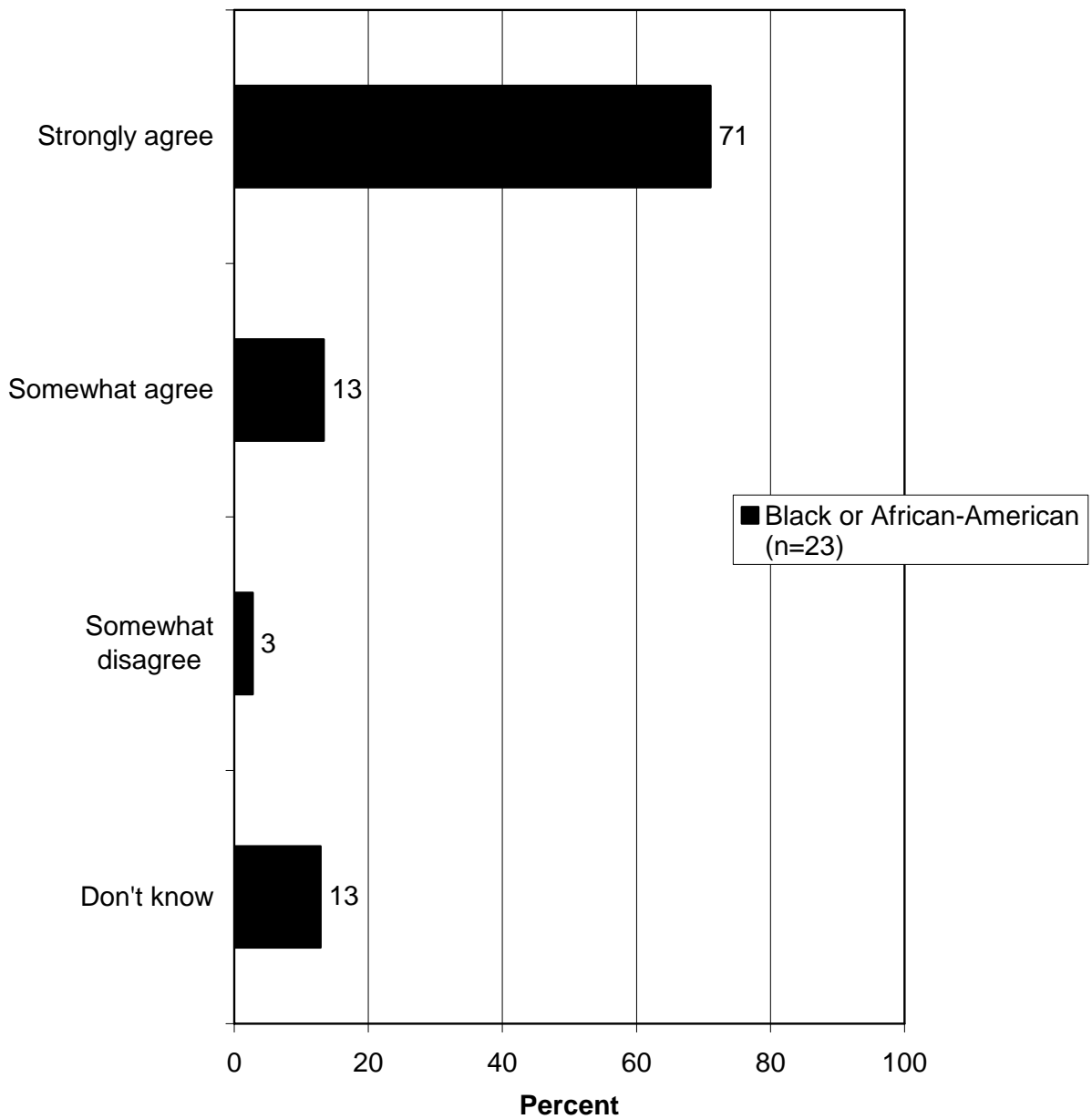
Q110. The variety of activities available at state parks increases my interest in visiting a state park.



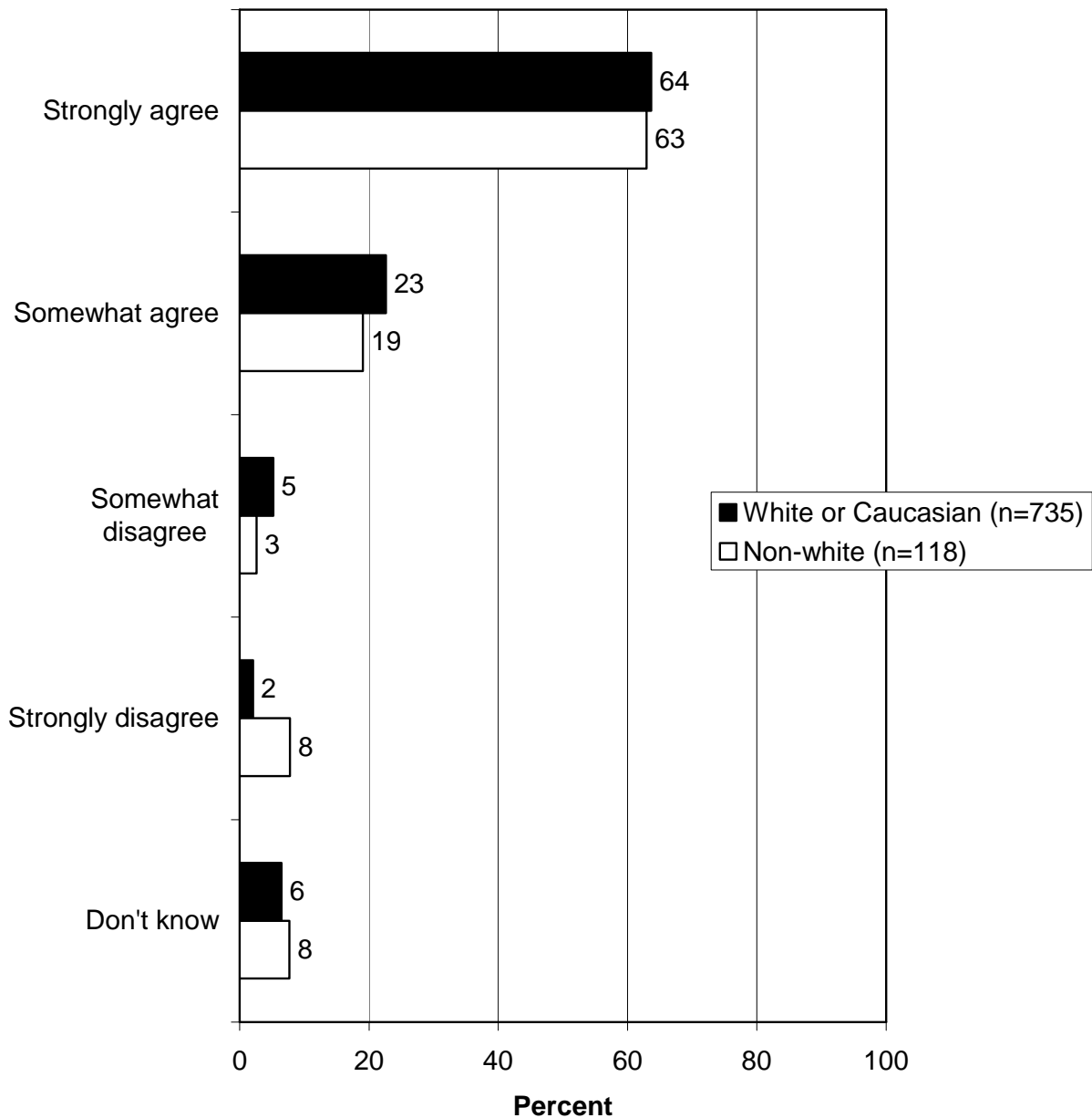
Q111. Knowing that state park rangers will be on duty increases my interest in visiting a state park.



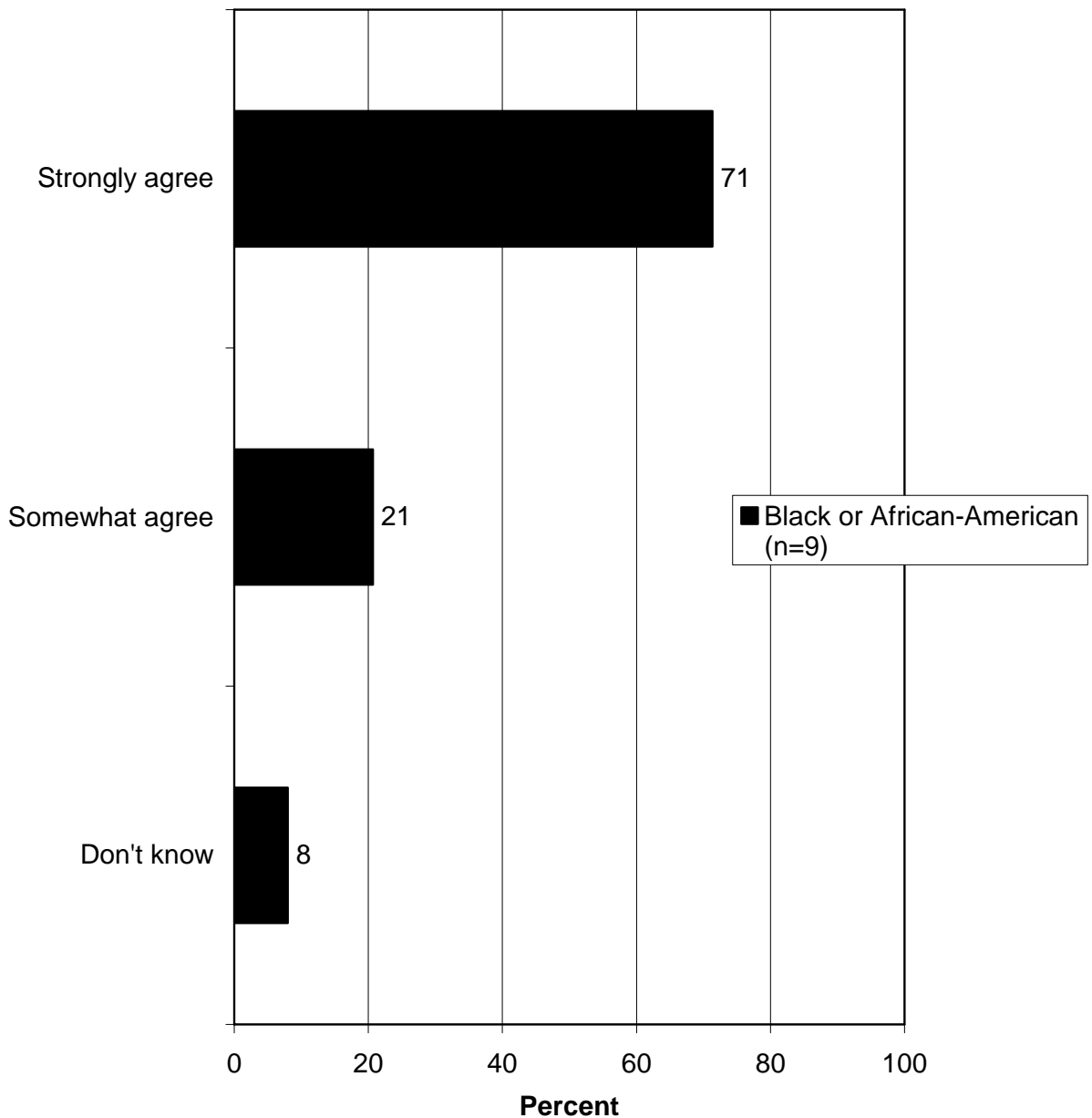
Q111. Knowing that state park rangers will be on duty increases my interest in visiting a state park.



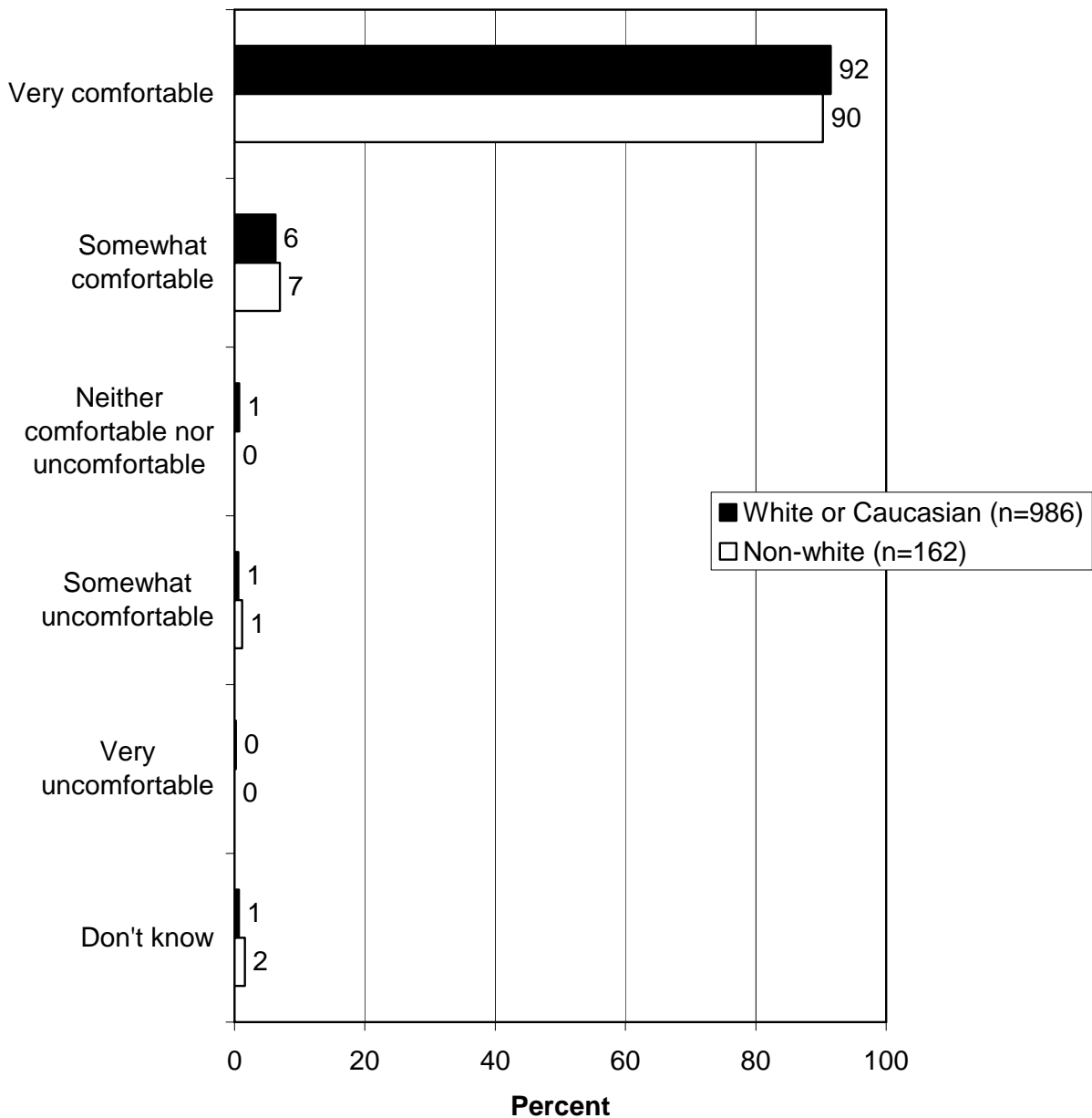
Q117. Do you agree or disagree that the presence of park rangers improves the quality of your state park visit? (Asked of those who have visited a Washington state park within the past 2 years.)



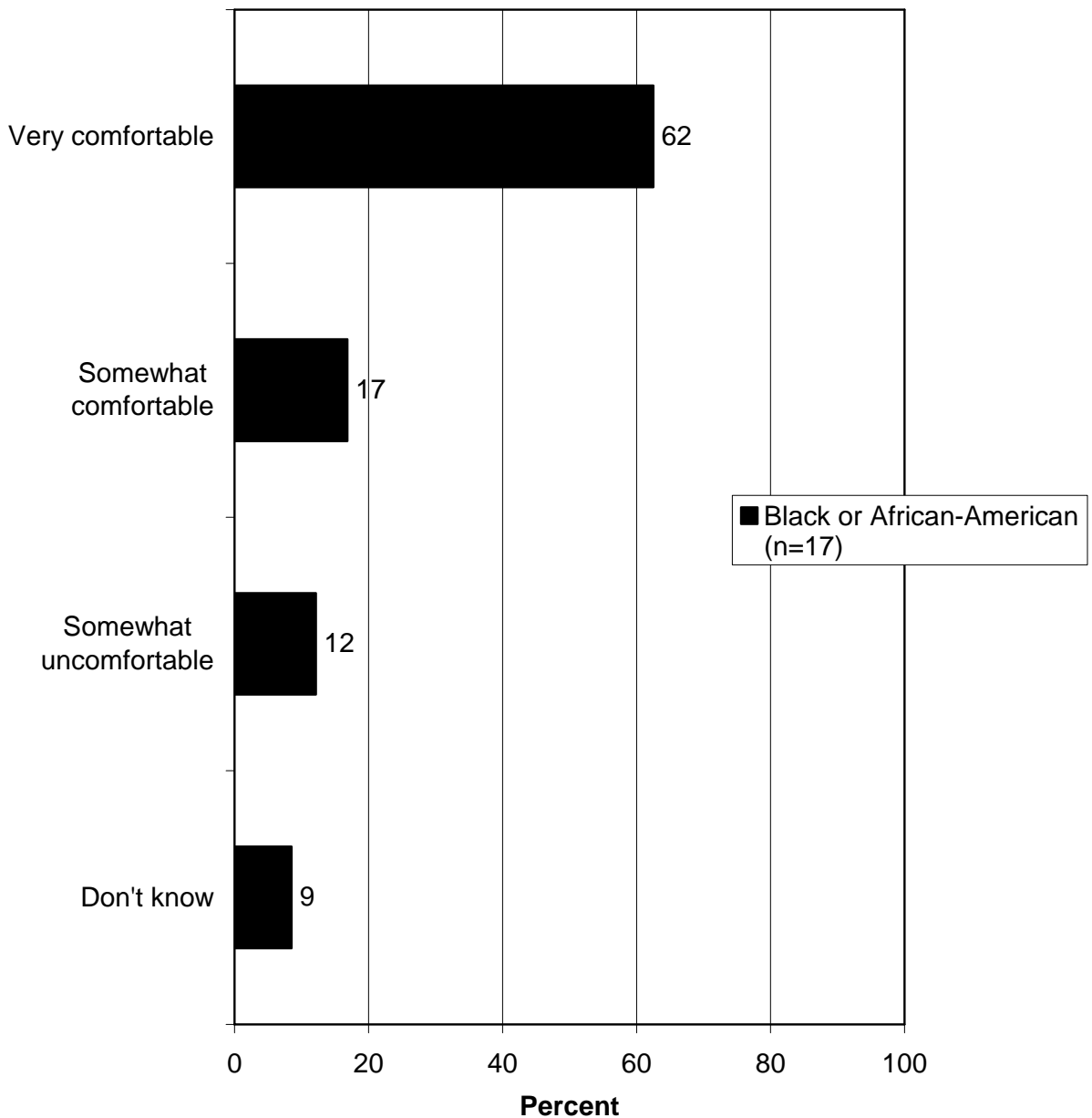
Q117. Do you agree or disagree that the presence of park rangers improves the quality of your state park visit? (Asked of those who have visited a Washington state park within the past 2 years.)



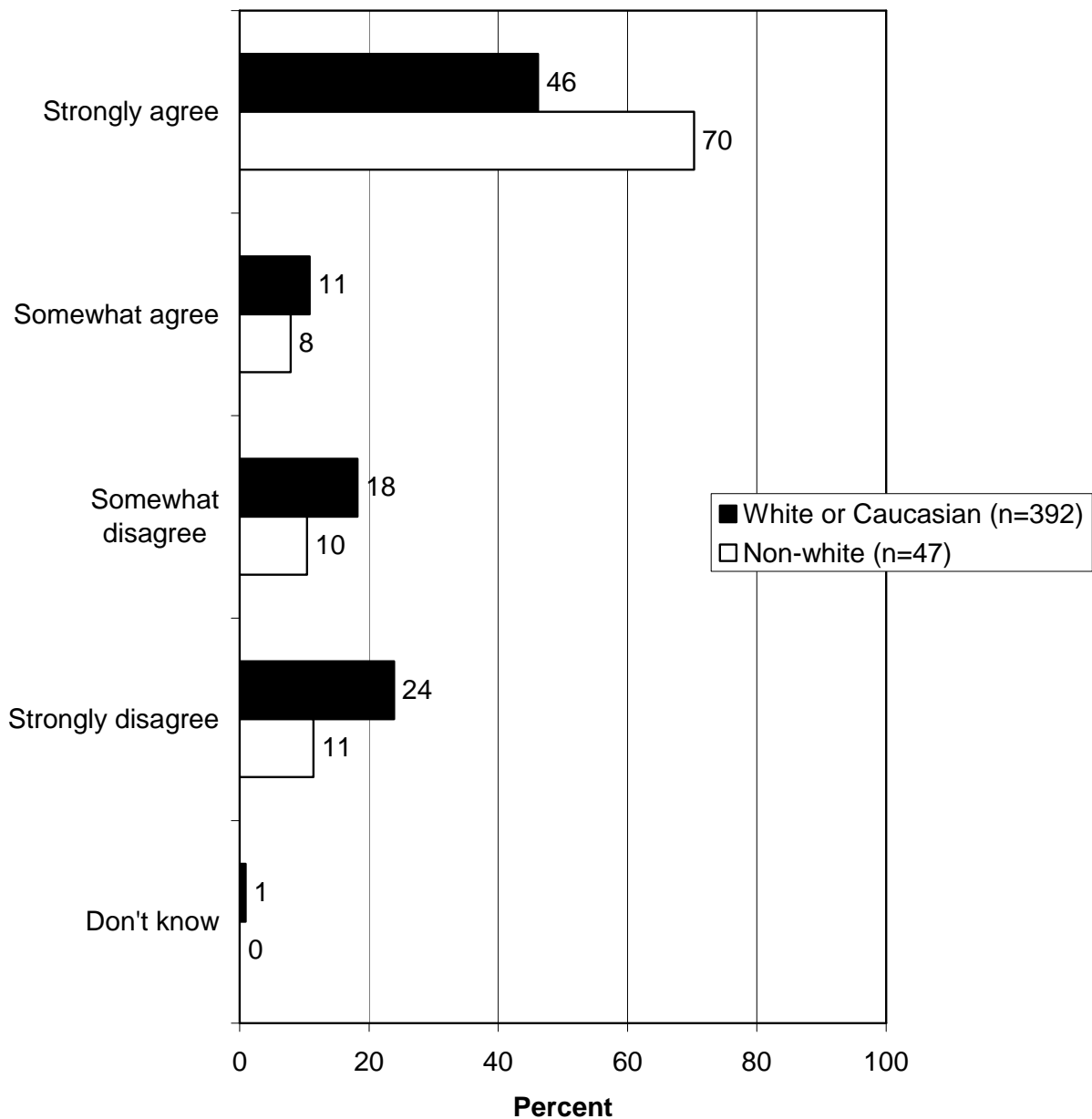
Q125. In general, how comfortable do you feel about approaching a park ranger for assistance in a state park? (Asked of those who have ever visited a Washington state park.)



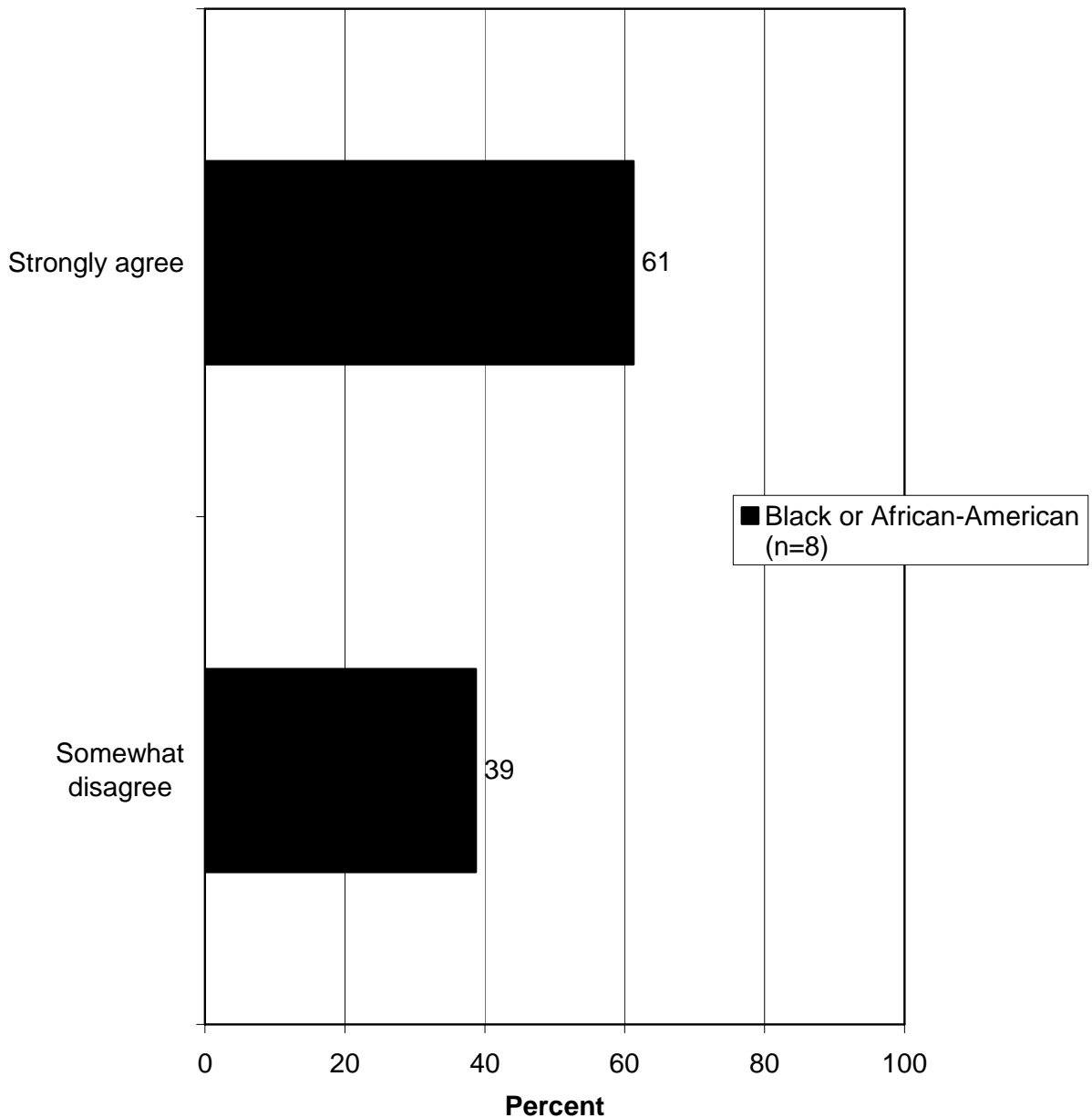
Q125. In general, how comfortable do you feel about approaching a park ranger for assistance in a state park? (Asked of those who have ever visited a Washington state park.)



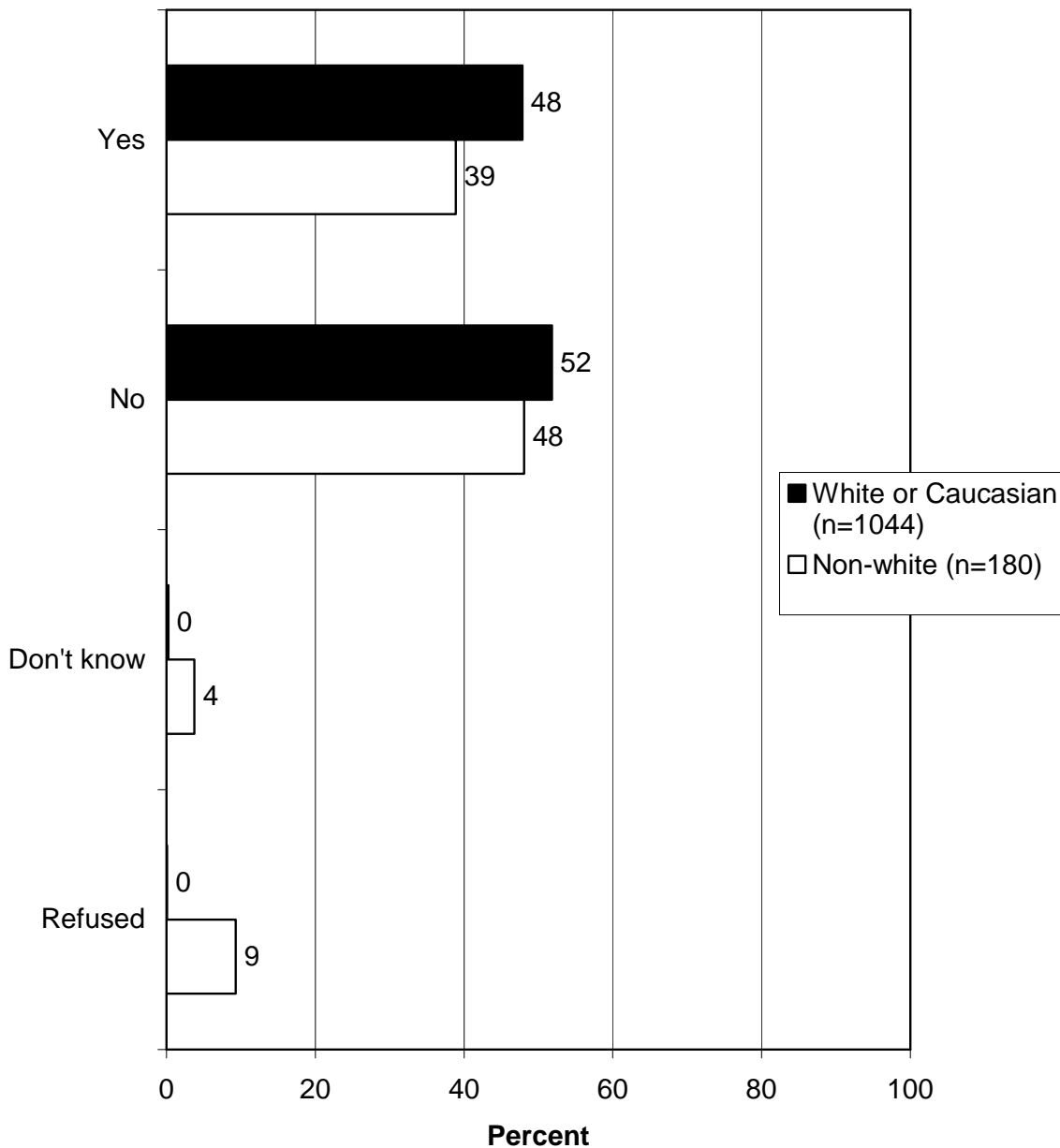
Q138. Do you agree or disagree that gas prices influenced the number of trips you took or the distance you were willing to travel to visit Washington state parks in the past 2 years? (Asked of those who have visited a Washington state park within the past 2 years.)



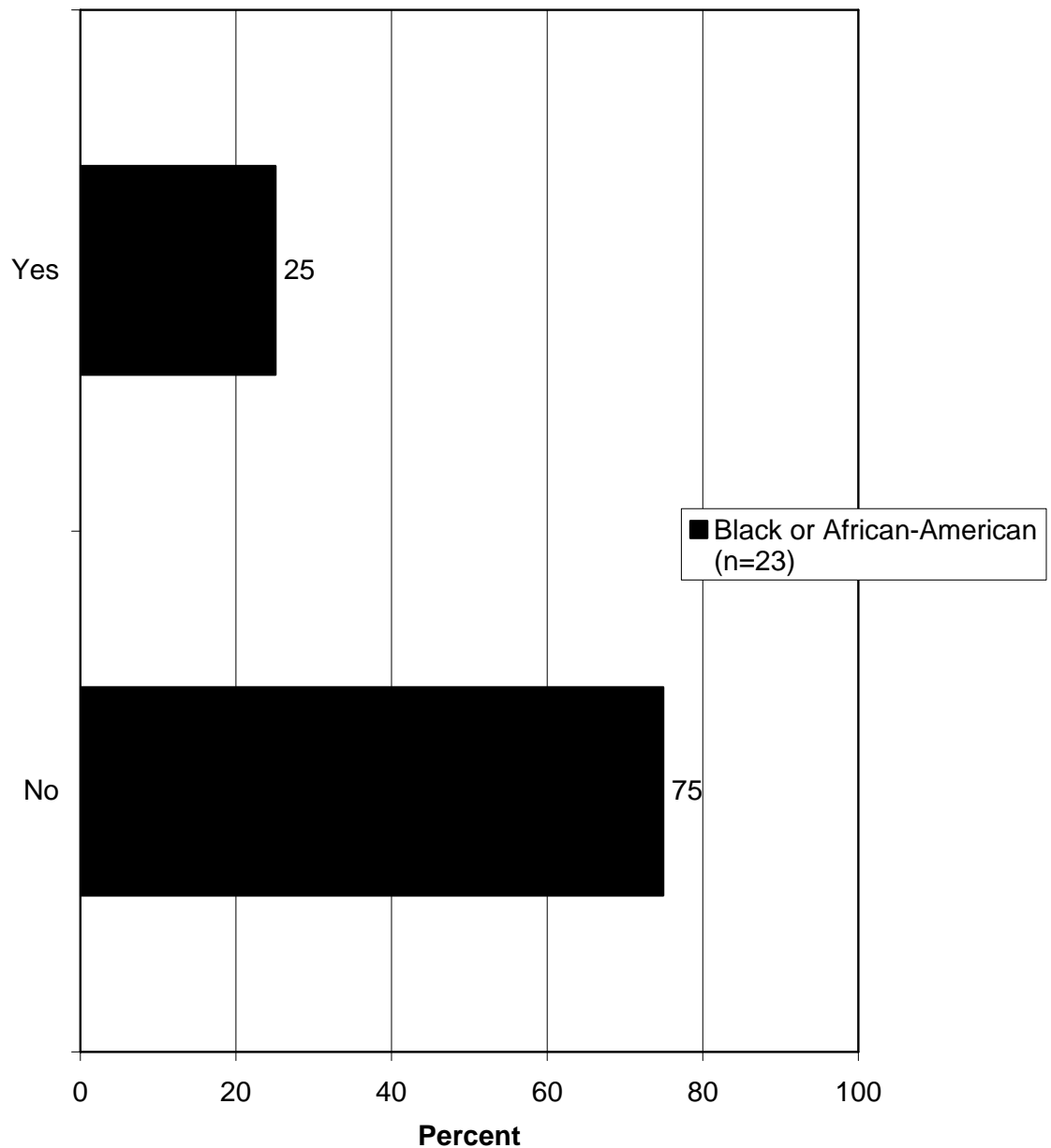
Q138. Do you agree or disagree that gas prices influenced the number of trips you took or the distance you were willing to travel to visit Washington state parks in the past 2 years? (Asked of those who have visited a Washington state park within the past 2 years.)



Q185. Do you have your own access to private lands for outdoor recreation, such as at a farm, vacation home, timeshare membership or through friends or family?



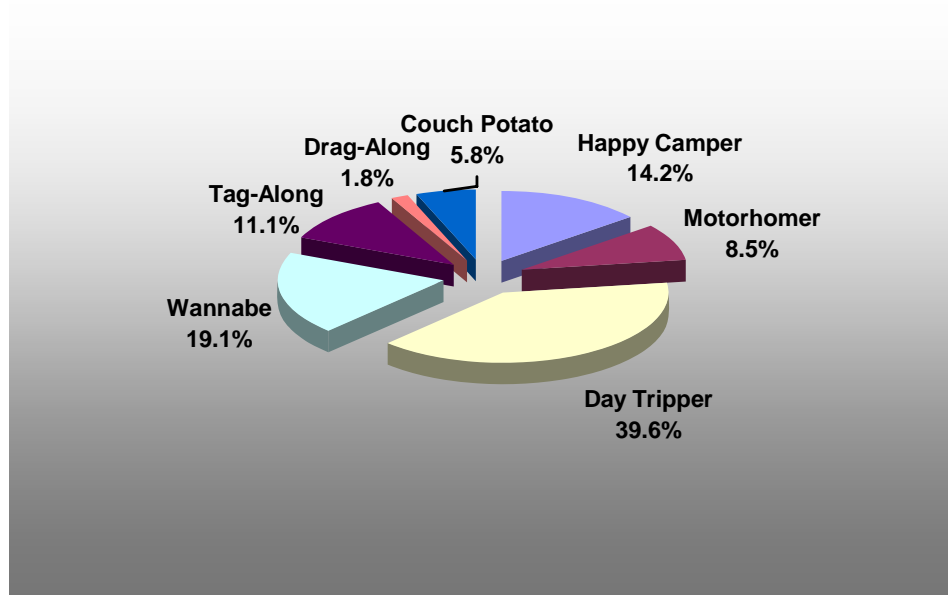
Q185. Do you have your own access to private lands for outdoor recreation, such as at a farm, vacation home, timeshare membership or through friends or family?



APPENDIX B: PARK VISITOR TYPOLOGIES

OVERVIEW OF TYPOLOGIES

Based on visitation data, including overnight stays, type of overnight shelter, and general interest in state parks, the analysts created a typology of seven recreationist types through which to understand Washington State residents' attitudes toward state parks: Happy Campers; Motorhomers; Day Trippers; Wannabes; Tag-Alongs; Drag-Alongs; and Couch Potatoes. The pie chart below shows the relative proportion of each type as a percentage of the population of Washington State residents.



Happy Campers have stayed overnight at a park in the past 2 years (not in an RV) and are very interested in future park visits. Happy Campers tend to be upper-middle-class, younger than 45 years old, and have children and/or pets. They feel very comfortable with various aspects of state parks and tend to be very satisfied with their experiences at state parks. Happy Campers commonly live in large city/urban/suburban areas in King, Pierce, or Snohomish Counties, and have been Washington residents for the median or fewer years.

Motorhomers have stayed overnight at a park in the past 2 years in an RV and are very interested in future park visits. Motorhomers typically incorporate visits to state parks on weekends or vacations, and are most likely 45 to 64 years old. Like Happy Campers, Motorhomers feel very comfortable with various aspects of state parks and tend to be very

satisfied with their experiences at state parks. They commonly live in small cities/towns/rural areas, and are unlikely to live in King, Pierce, or Snohomish Counties. Motorhomers have pets and have typically been Washington residents for the median or more years.

Day Trippers have visited a park in the past 2 years but not overnight; they too are very interested in future park visits. They may need information about state parks as well as reassurances of the recreation and restroom facilities available at parks. Day Trippers are commonly younger than 45 years old, have at least a Bachelor's degree, and usually have been Washington residents for the median or fewer years. Though fairly satisfied with their experiences at state parks, Day Trippers would like state parks to provide more staff assistance to those unfamiliar with parks.

Wannabes have either never visited a park or have visited but not in the past 2 years; however, they are interested in future park visits. They typically are non-white and without pets, and have been Washington residents for the median or fewer years. Wannabes do not typically know a lot about state parks and, as such, do not feel comfortable with their various aspects. Wannabes would be more likely to visit state parks if they knew Rangers were on duty, and were convinced of the overall safety.

Tag-Alongs have visited a park in the past 2 years but are only somewhat interested in future visits. They do not typically think of their households as being very physically active, and their families do not usually incorporate visits to state parks on weekends or vacations. Tag-Alongs do not feel comfortable with various aspects of state parks, nor do they tend to feel strongly about state parks in general.

Drag-Alongs are older and have visited a park in the past 2 years, but are not at all interested in future visits. Proximity to parks tends not to influence their decisions to visit. They typically do not feel comfortable around other park visitors. Though Drag-Alongs may be encouraged to visit again, they need to be fully convinced of safety at parks.

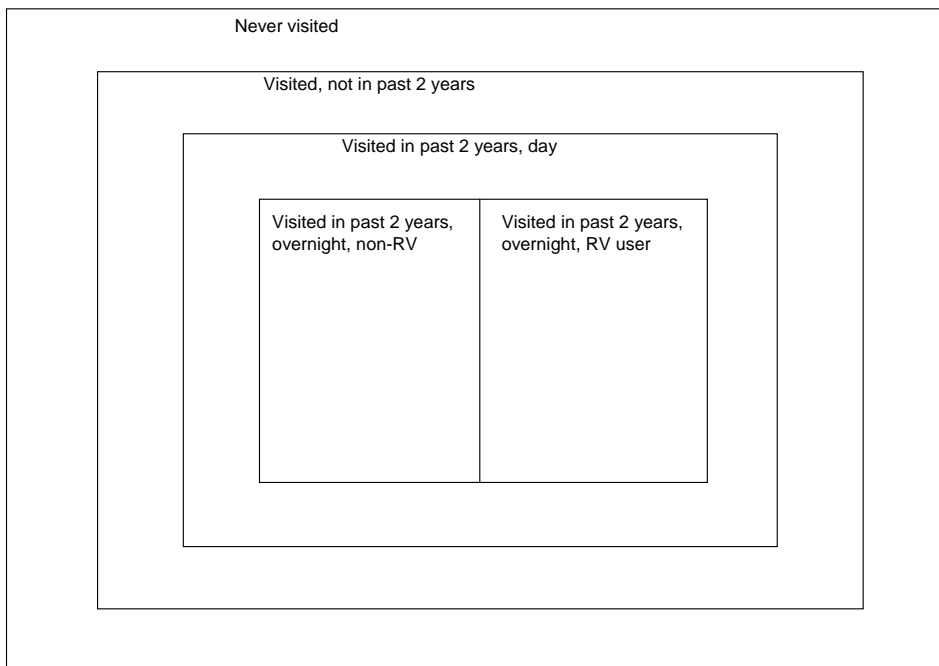
Couch Potatoes have either never visited a park or have visited but not in the past 2 years; however, they are not at all interested in future park visits. They are older, without children or pets, have been Washington residents for more than the median number of years, and typically do not have a Bachelor's degree. They do not know a lot about state parks and generally do not consider them to be important.

HOW TYPOLOGIES DEVELOPED

To create the typologies, three variables were used: visitation data (never visited a park; visited, but not in past 2 years; visited in past 2 years but did not stay overnight; overnight visitor in the past 2 years), type of overnight shelter used (RV; non-RV), and interest data (very interested, somewhat interested, not at all interested).

A graphical representation of the typologies starts with how the entire population is categorized according to the variables chosen (visitation, type overnight shelter, and interest). The Venn diagram below shows the entire population categorized by visitation and type of overnight shelter; note that the areas within each rectangle representing a visitation/shelter type are not in scale (i.e., their relative areas do not correspond to relative populations).

Venn Diagram of Population Categorized by Visitation and Overnight Shelter



The following is a Venn diagram that shows the entire population categorized into the three types of interest. Again, the sizes of the areas do not correspond to their proportions.

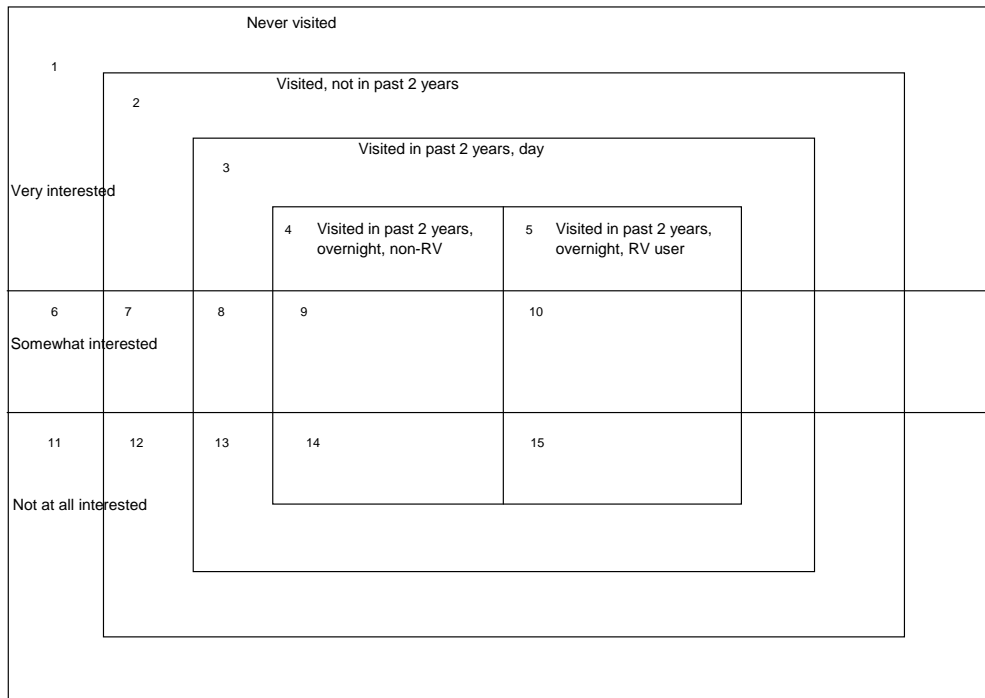
Venn Diagram of Population Categorized by Interest in Visiting a Park



These three variables represented in the two Venn diagrams, when the Venn diagrams are superimposed, produce 15 discreet categories of people within the entire population, as shown in the final Venn diagram and tabulation that follow. This final Venn diagram and tabulation suggest seven typologies. (Note that some of these discreet categories shown in the final Venn diagram are put together into a single typology.) These typologies are as follows, shown in general order from more avid to less avid:

- Happy Campers: Stayed overnight in past 2 years not in RV, is very interested.
- Motorhomers: Stayed overnight in past 2 years in RV, is very interested.
- Day Trippers: Visited past 2 years, not overnight, is very interested.
- Wannabes: Never visited but is very or somewhat interested; visited, but not in past 2 years, is very or somewhat interested.
- Tag-Alongs: Visited in past 2 years (regardless of overnight or not), is somewhat interested.
- Drag-Alongs: Visited in past 2 years (regardless of overnight or not), is not at all interested.
- Couch Potatoes: Never visited, not at all interested; visited, but not in past 2 years, not at all interested.

Final Venn Diagram Showing Categories Based on All Variables



Tabulation of Typologies and Key to Venn Diagram

| VISITATION | TYPE OVERNIGHT VISIT | INTEREST | TYOLOGY | NUMBER IN VENN DIAGRAM |
|---|--|---|---------|------------------------|
| <ul style="list-style-type: none"> ○ Never visited ○ Visited, but not in past 2 years ○ Visited in past 2 years, day (i.e., not overnight) ○ Visited in past 2 years and stayed overnight | <ul style="list-style-type: none"> ○ RV ○ Non-RV | <ul style="list-style-type: none"> ○ Very interested ○ Somewhat interested ○ Not at all interested | | |
| Never visited | NA | Very interested | W | 1 |
| Visited, but not in past 2 years | NA | Very interested | W | 2 |
| Visited in past 2 years, day | NA | Very interested | DT | 3 |
| Visited in past 2 years, stayed overnight | Non-RV | Very interested | HC | 4 |
| Visited in past 2 years, stayed overnight | RV | Very interested | MH | 5 |
| Never visited | NA | Somewhat interested | W | 6 |
| Visited, but not in past 2 years | NA | Somewhat interested | W | 7 |
| Visited in past 2 years, day | NA | Somewhat interested | TA | 8 |
| Visited in past 2 years, stayed overnight | Non-RV | Somewhat interested | TA | 9 |
| Visited in past 2 years, stayed overnight | RV | Somewhat interested | TA | 10 |
| Never visited | NA | Not at all interested | CP | 11 |
| Visited, but not in past 2 years | NA | Not at all interested | CP | 12 |
| Visited in past 2 years, day | NA | Not at all interested | DA | 13 |
| Visited in past 2 years, stayed overnight | Non-RV | Not at all interested | DA | 14 |
| Visited in past 2 years, stayed overnight | RV | Not at all interested | DA | 15 |

Key

HC = Happy Camper MH = Motorhomer DT = Day Tripper
 W = Wannabe TA = Tag-Along DA = Drag-Along
 CP = Couch Potato

Once these typologies were developed, a nonparametric analysis was run of these typologies to help assess the utility of targeted each market, as well as the specific needs of each market. The first part of the analysis simply looks at the proportion of the population made up of these typologies. The tabulation below shows the number and percentage of recreationists in each typology.

Number and Percent of Total Population in Each Typology

| TYPOLGY | NUMBER IN SAMPLE | WEIGHTED PERCENT |
|--|-------------------------|-------------------------|
| Happy Camper | 145 | 14.2 |
| Motorhomer | 107 | 8.5 |
| Day Tripper | 435 | 39.6 |
| Wannabe | 221 | 19.1 |
| Tag-Along | 134 | 11.1 |
| Drag-Along | 27 | 1.8 |
| Couch Potato | 89 | 5.8 |
| <i>SUB TOTAL</i> | <i>1,158</i> | <i>100.0</i> |
| <i>(Answered "Don't know" to any of the key variables and could not be categorized.)</i> | 66 | NA |
| TOTAL | 1,224 | NA |

In the typologies listed in the tabulation above, the first three are excellent targets for marketing, and they represent 62% of the population in Washington State. The Wannabes and the Tag-Alongs are in the second tier toward which marketing efforts would be efficacious. Finally, the Drag-Alongs and Couch Potatoes are the least priority for marketing, as they are simply not likely to go, regardless of efforts to get them to do so.

For each typology, the bullets that follow present findings of the nonparametric analysis—in short, the bullets show some of the characteristics and needs associated with the various typologies and the associated strategies to market to them. For each characteristic mentioned, the group is more likely to have some members with that characteristic than those not in the group. For instance, using the Happy Campers as an example, one of the demographic variables associated with Happy Campers is that they have children in the household. This does not mean that *all* Happy Campers have children (some undoubtedly do not); it simply means that Happy

Campers are more likely than those who are *not* Happy Campers (i.e., in any other group) to have children in their household. In the following findings of the nonparametric analysis, the sub-bullets discuss the following, in order:

- Demographic characteristics
 - Comfort levels with various aspects of state parks, knowledge levels, and self-rated likelihood he/she would enjoy state parks
 - Things that would pique interest in visiting state parks
 - Wants and desires (or lack thereof) regarding state parks
 - Ratings of and grades given to state parks
 - Opinions on parks' role in quality of life and importance of state parks in Washington
- **Happy Camper:** This group is likely to go to a state park; emphasize the experiences and activities offered; this group has adequate information about state parks.
- Agrees family often incorporates visit to a state park on weekends or vacations, has been a Washington resident the median or fewer years, has children in household, household income is \$80,000 or higher, is younger than 45 years old, household has a pet, lives in King, Pierce, or Snohomish Counties, considers place of residence to be a large city/urban area or suburban area.
 - Feels very comfortable with various aspects of state parks (the types of experiences offered, amount of travel to get there, overall costs of visiting a park, activities offered, being around nature and wildlife in a state park); knows a lot about state parks, says enjoys or would enjoy state parks a lot.
 - No positive correlations were found regarding this group and things that would pique interest.
 - No positive correlations were found regarding this group and wants and desires (or lack thereof) regarding state parks.
 - Gave positive grades (quality of service of state park employees, quality of facilities, overall satisfaction with state parks), strongly agrees state parks takes good care of its natural and cultural resources, strongly agrees state parks spends taxpayers' money wisely, strongly agrees Commission does a good job managing the system.

- Strongly agrees having a well-funded state park system is important to quality of life in Washington, thinks it is very important that legislature set aside funds for buying new land for parks.
- **Motorhomer:** This group is likely to go to a state park; emphasize the experiences and activities offered; this group has adequate information about state parks.
- Agrees family often incorporates visit to a state park on weekends or vacations, has been a Washington resident the more than the median number of years, household has a pet, considers place of residence to be a small city/town or rural area, does not live in King, Pierce, or Snohomish Counties, is 45 to 64 years old, describes level of household as very physically active.
 - Feels very comfortable with various aspects of state parks (the types of experiences offered, being around nature and wildlife in a state park, amount of travel to get there, activities offered); knows a lot about state parks, was very aware of Centennial 2013 Plan, says enjoys or would enjoy state parks a lot.
 - No positive correlations were found regarding this group and things that would pique interest.
 - No positive correlations were found regarding this group and wants and desires (or lack thereof) regarding state parks.
 - Gave positive grades (quality of service of state park employees, overall satisfaction with state parks, quality of facilities), strongly agrees state parks takes good care of its natural and cultural resources, strongly agrees Commission does a good job managing the system.
 - Strongly agrees having a well-funded state park system is important to quality of life in Washington.
- **Day Tripper:** This group is likely to visit a state park, but may need a little encouragement to do so; emphasize the natural experience and the wildlife at parks; may need information

about state parks and the facilities therein; wants to be assured that state parks have recreation and restroom facilities.

- Agrees family often incorporates visit to a state park on weekends or vacations, is younger than 45 years old, describes level of household as very physically active, has at least a Bachelor's degree, has been a Washington resident the median or fewer years.
 - Feels very comfortable with various aspects of state parks (amount of travel to get there, overall costs of visiting a park, being around nature and wildlife in a state park, being around other visitors while in state parks, the types of experiences offered, activities offered); says enjoys or would enjoy state parks a lot.
 - Agrees variety of animals found at state parks increases his/her interest in visiting, agrees variety of activities available at state parks increases his/her interest in visiting.
 - Wants state parks to provide more staff assistance to those unfamiliar with state parks, wants state parks to provide more recreation facilities, wants state parks to provide more restroom facilities.
 - Gave positive grades (quality of facilities, overall satisfaction with state parks), strongly agrees state parks spends taxpayers' money wisely, strongly agrees Commission does a good job managing the system, strongly agrees state parks takes good care of its natural and cultural resources.
 - Thinks it is very important that legislature set aside funds for buying new land for parks, strongly agrees having a well-funded state park system is important to quality of life in Washington, thinks it is very important that legislature set aside funds for needed repairs at existing parks, would support a state park system that included private or corporate support.
- **Wannabe:** This group is somewhat less likely than the above groups to visit a state park, but they show some interest and could be encouraged to do so; needs to be made more comfortable about travel distance to go to a state park and the activities offered there—needs more information about state parks, particularly those parks close to them and the activities that they can do there; wants to be assured of safety at state parks.
- Does not agree family often incorporates visit to a state park on weekends or vacations, household does not have a pet, did not describe level of household as very physically

active, is non-white, did not describe level of childhood activity as very physically active, has been a Washington resident the median or fewer years.

- Does not feel very comfortable with various aspects of state parks (amount of travel to get there, the types of experiences offered, being around nature and wildlife in a state park, being around other visitors while in state parks, activities offered, overall costs of visiting a park); does not know a lot about state parks.
 - Agrees knowing Rangers will be on duty at state parks increases his/her interest in visiting.
 - No positive correlations were found regarding this group and wants and desires (or lack thereof) regarding state parks.
 - Did not give positive grades (quality of facilities, quality of service of state park employees, overall satisfaction with state parks), does not strongly agree Commission does a good job managing the system, does not strongly agree state parks takes good care of its natural and cultural resources, does not strongly agree state parks spends taxpayers' money wisely.
 - Does not strongly agree having a well-funded state park system is important to quality of life in Washington, did not think it is very important that legislature set aside funds for buying new land for parks.
- **Tag-Along:** This group does not show much likelihood of visiting a state park, and should not be broadly targeted; it appears their previous experience visiting state parks was accompanying others (they indicated that they have visited a state park, but not recently), and they may visit again in a similar context.
- Does not agree family often incorporates visit to a state park on weekends or vacations, did not describe level of household as very physically active.
 - Does not feel very comfortable with various aspects of state parks (overall costs of visiting a park, the types of experiences offered, being around nature and wildlife in a state park, amount of travel to get there).
 - No positive correlations were found regarding this group and things that would pique interest.

- No positive correlations were found regarding this group and wants and desires (or lack thereof) regarding state parks.
 - Did not give positive grades (quality of facilities, overall satisfaction with state parks), does not strongly agree state parks spends taxpayers' money wisely, does not strongly agree state parks takes good care of its natural and cultural resources, does not strongly agree Commission does a good job managing the system.
 - Does not strongly agree having a well-funded state park system is important to quality of life in Washington, did not think it is very important that legislature set aside funds for needed repairs at existing parks, did not think it is very important that legislature set aside funds for buying new land for parks, does not support a state park system that included private or corporate support.
- **Drag-Along:** This group does not show much likelihood at all of visiting a state park, and should not be broadly targeted; their previous experience visiting state parks is minimal, they may visit again if encouraged by others or in the context of an event that they want to attend—if they are dragged along; they need to be assured that state parks are safe; this is an older group.
- Does not agree family often incorporates visit to a state park on weekends or vacations, is 65 years old or older, has been a Washington resident the more than the median number of years.
 - Does not feel very comfortable being around other visitors while in state parks.
 - No positive correlations were found regarding this group and things that would pique interest.
 - Did *not* agree he/she would visit state parks more if he/she lived closer to one.
 - No positive correlations were found regarding this group and grades/ratings.
 - No positive correlations were found regarding this group and opinions on parks' role in quality of life and importance of state parks in Washington.

- **Couch Potato:** This group is not at all likely to visit a state park; there is little that would encourage them to visit a state park.
- Does not agree family often incorporates visit to a state park on weekends or vacations, is 65 years old or older, has been a Washington resident the more than the median number of years, does not have children in household, household does not have a pet, does not have a Bachelor's degree.
 - Does not feel very comfortable with various aspects of state parks (the types of experiences offered, activities offered, amount of travel to get there, overall costs of visiting a park); did not say enjoys or would enjoy state parks a lot, does not know a lot about state parks.
 - Did *not* agree variety of animals found at state parks increases his/her interest in visiting, did *not* agree variety of activities available at state parks increases his/her interest in visiting, did *not* agree knowing Rangers will be on duty at state parks increases his/her interest in visiting.
 - Did *not* agree he/she would visit state parks more if he/she had more information about them, did *not* agree he/she would visit state parks more if he/she lived closer to one.
 - Did not give positive grades (quality of facilities, quality of service of state park employees), does not strongly agree Commission does a good job managing the system.
 - Does not strongly agree having a well-funded state park system is important to quality of life in Washington, did not think it is very important that legislature set aside funds for buying new land for parks, did not think it is very important that legislature set aside funds for needed repairs at existing parks.

SURVEY QUESTIONS TABULATION AND INDEX

Note that some questions were not asked of all respondents; QPL automatically skipped respondents over those questions that did not apply. For instance, Q16 asked, “In general, how safe did you feel during your last visit to a Washington State Park?” The follow-up question (Q19) was asked only of those who answered that they felt unsafe during their last park visit: “Why did you feel unsafe during your last visit to a Washington State Park?” Also, some “question” numbers were internal coding for QPL, which is why some question numbers are skipped entirely from the tabulation (e.g., questions 1-6, 8, 10).

Italic page numbers refer to the graph(s) of the question. The Executive Summary and Appendices A and B were not included in the index.

MAIN SURVEY

| QUESTION | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
|--|---|-------------------------------------|
| Q7. Are you a Washington resident at least 18 years old? [Screener question.] | NA | NA |
| Q9. Have you visited a Washington State Park within the past 2 years? | Visitation To State Parks and Use of State Park Facilities AND Appendix A: Analyses by Ethnicity | <i>9, 11, 14</i> |
| Q11. Have you ever visited a Washington State Park? | Visitation To State Parks and Use of State Park Facilities AND Appendix A: Analyses by Ethnicity | <i>9, 13</i> |
| Q12. What was the last Washington State Park you visited in the past 2 years? | Visitation To State Parks and Use of State Park Facilities AND Appendix A: Analyses by Ethnicity | <i>9, 15</i> |
| Q15. What season of the year was your last visit to a Washington State Park? | Visitation To State Parks and Use of State Park Facilities | <i>10, 16</i> |
| Q16. In general, how safe did you feel during your last visit to a Washington State Park? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Appendix A: Analyses by Ethnicity | <i>55, 83, 85</i> |
| Q19. Why did you feel unsafe during your last visit to a Washington State Park? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | <i>55, 84</i> |
| Q21. Did you stay overnight in a Washington State Park in the past 2 years? | Visitation To State Parks and Use of State Park Facilities AND Appendix A: Analyses by Ethnicity | <i>9, 12</i> |
| Q24. During your overnight visits to a Washington State Park in the past 2 years, have you ever stayed in a tent, recreational vehicle, yurt or platform tent, cabin, rental vacation house, environmental learning center, or something else (other)? [Interviewer checked all that applied.] | Visitation To State Parks and Use of State Park Facilities AND Appendix A: Analyses by Ethnicity | <i>10, 17, 18</i> |

| QUESTION | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
|--|--|-------------------------------------|
| Q27. On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the tent site you last stayed in at a Washington State Park during an overnight visit? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 51, 63-66 |
| Q31. On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the RV site you last stayed in at a Washington State Park during an overnight visit? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 51, 63-66 |
| Q35. On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the yurt or platform tent you last stayed in at a Washington State Park during an overnight visit? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 51, 63-65 |
| Q39. On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the cabin you last stayed in at a Washington State Park during an overnight visit? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 51, 63-65 |
| Q43. On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the rental vacation house you last stayed in at a Washington State Park during an overnight visit? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 51, 63-65 |
| Q47. On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the environmental learning center you last stayed in at a Washington State Park during an overnight visit? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 51, 63-65 |
| Q54. Have you visited any other parks in the past 2 years, not including neighborhood parks? and Q57. What other parks have you visited in the past 2 years? [Q54 and Q57 were used simply to cross-check the State Park list posted in the call station to ensure that correct data on State Park visits were entered.] | NA | NA |
| Q69. How interested are you in renting a cabin with one or more rooms in a State Park in the next 2 years? | Interest in Visiting State Parks and in Using Various State Park Facilities | 35, 40, 41 |
| Q71. How interested are you in participating in the introductory camping program? [The program was previously explained to respondents.] | Interest in Visiting State Parks and in Using Various State Park Facilities | 35, 42, 43, 44 |
| Q73. On a school grading scale of A+ through E-, how would you rate your overall satisfaction with Washington State Parks? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 50, 56, 61 |
| Q77. Why did you rate your overall satisfaction with Washington State Parks as [grade given in Q73] | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 50, 57-60 |

| QUESTION | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
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| Q78. On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the quality of service provided by Washington State Park employees? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 50, 56, 62 |
| Q81. On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the quality of the facilities of Washington State Parks? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 50, 56, 51, 62 |
| Q84. How much would you say you know about State Parks? | Knowledge of State Parks | 46, 47 |
| Q87. [Would you say you/Do you think you would] enjoy State Parks a lot, a little, or not at all? [The particular wording used in the question depended upon previous responses.] | Motivations for and Constraints to Visiting State Parks AND Appendix A: Analyses by Ethnicity | 20, 22, 23 |
| Q88. What are the main reasons[you do not/you do not think you would] enjoy State Parks? [The particular wording used in the question depended upon previous responses.] | Motivations for and Constraints to Visiting State Parks | 20, 24 |
| Q89. How interested would you say you are in visiting a State Park in the next 2 years? | Interest in Visiting State Parks and in Using Various State Park Facilities AND Motivations for and Constraints to Visiting State Parks AND Appendix A: Analyses by Ethnicity | 20, 34, 36 |
| Q90. What are the main reasons you are not interested in visiting a State Park? | Motivations for and Constraints to Visiting State Parks | 20, 26 |
| Q91. How comfortable do you feel around nature and wildlife in a State Park? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Appendix A: Analyses by Ethnicity | 52, 67-70 |
| Q92. How comfortable do you feel around the other visitors while in a State Park? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Appendix A: Analyses by Ethnicity | 52, 67-70 |
| Q93. How comfortable do you feel with your knowledge of State Parks? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Appendix A: Analyses by Ethnicity | 52, 67-70 |
| Q94. How comfortable do you feel with the types of experiences offered at State Parks? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Appendix A: Analyses by Ethnicity | 52, 67-70 |

| QUESTION | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
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| Q95. How comfortable do you feel with the activities offered at State Parks? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Appendix A: Analyses by Ethnicity | 52, 67-70 |
| Q96. How comfortable do you feel with the overall costs of visiting a State Park? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Funding for State Parks and Opinions on Partnerships for State Parks AND Appendix A: Analyses by Ethnicity | 52, 67-70, 101, 106 |
| Q97. How comfortable do you feel with the amount of travel it takes for you to visit a State Park? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Appendix A: Analyses by Ethnicity | 52, 67-70 |
| Q100. My family often incorporates a visit to a State Park on weekends or during vacations. (Do you agree or disagree with this statement?) | Visitation To State Parks and Use of State Park Facilities | 10, 19 |
| Q101. I would visit State Parks more often if I lived closer to one. (Do you agree or disagree with this statement?) | Motivations for and Constraints to Visiting State Parks AND Appendix A: Analyses by Ethnicity | 20, 27 |
| Q102. I would visit State Parks more often if I had more information about them. (Do you agree or disagree with this statement?) | Motivations for and Constraints to Visiting State Parks AND Knowledge of State Parks AND Appendix A: Analyses by Ethnicity | 21, 28 |
| Q103. I would visit State Parks more often if other family members wanted to do so. (Do you agree or disagree with this statement?) | Motivations for and Constraints to Visiting State Parks AND Appendix A: Analyses by Ethnicity | 21, 29 |
| Q104. I know little about State Parks. (Do you agree or disagree with this statement?) | Knowledge of State Parks | 46, 48 |
| Q105. I have little desire to visit State Parks. (Do you agree or disagree with this statement?) | Interest in Visiting State Parks and in Using Various State Park Facilities | 34, 37 |
| Q106. State Parks should provide more recreation facilities. (Do you agree or disagree with this statement?) | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 54, 79-82 |
| Q107. State parks should provide more restroom facilities. (Do you agree or disagree with this statement?) | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 54, 79-82 |
| Q108. State parks should provide more staff assistance to those unfamiliar with the park. (Do you agree or disagree with this statement?) | Knowledge of State Parks AND Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Appendix A: Analyses by Ethnicity | 46, 49, 54, 79-82 |

| QUESTION | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
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| Q109. The variety of animals found at State Parks, such as large and small mammals, birds, fish, and reptiles, increases my interest in visiting a State Park. (Do you agree or disagree with this statement?) | Interest in Visiting State Parks and in Using Various State Park Facilities AND Appendix A: Analyses by Ethnicity | 34, 38 |
| Q110. The variety of activities available at State Parks increases my interest in visiting a State Park. (Do you agree or disagree with this statement?) | Interest in Visiting State Parks and in Using Various State Park Facilities AND Appendix A: Analyses by Ethnicity | 34, 39 |
| Q111. Knowing that state park rangers will be on duty increases my interest in visiting a State Park. (Do you agree or disagree with this statement?) | Interest in Visiting State Parks and in Using Various State Park Facilities AND Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Appendix A: Analyses by Ethnicity | 35, 45, 55 |
| Q114. On a school grading scale of A+ through E-, how would you rate your overall satisfaction with the quality of service provided by Washington state park rangers? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 50, 56 |
| Q117. Do you agree or disagree that the presence of park rangers improves the quality of your State Park visit? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Appendix A: Analyses by Ethnicity | 55, 86 |
| Q118. Within the past 2 years, have you had any personal contact with a Park Ranger while visiting a State Park? | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers | 88, 90 |
| Q120. Would you agree or disagree that the park rangers you came in contact with in State Parks were courteous? | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers | 88, 91-94 |
| Q121. Would you agree or disagree that the park rangers you came in contact with in State Parks were friendly? | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers | 88, 91-94 |
| Q122. Would you agree or disagree that the park rangers you came in contact with in State Parks were knowledgeable? | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers | 88, 91-94 |
| Q123. Would you agree or disagree that the park rangers you came in contact with in State Parks were professional? | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers | 88, 91-94 |
| Q124. Would you agree or disagree that the park rangers you came in contact with in State Parks were helpful? | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers | 88, 91-94 |
| Q125. In general, how comfortable do you feel about approaching a Park Ranger for assistance in a State Park? | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers AND Appendix A: Analyses by Ethnicity | 88, 95 |

| QUESTION | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
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| Q130. What about interpretation, which includes answering questions about the park, history, plants, animals, and other features as well as giving campfire talks and programs? (Do you think this effort is very important, somewhat important, somewhat unimportant, or very unimportant?) | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers | 89, 96-99 |
| Q131. What about law enforcement, which includes keeping the peace, patrolling State Parks, explaining rules, giving warnings, issuing citations, evicting troublemakers, search and rescue efforts, and first aid? (Do you think this effort is very important, somewhat important, somewhat unimportant, or very unimportant?) | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers | 89, 96-99 |
| Q132. What about maintenance, which includes keeping State Park grounds and structures safe and attractive, cleaning restrooms and showers, ensuring that water, power, and sewage systems work? (Do you think this effort is very important, somewhat important, somewhat unimportant, or very unimportant?) | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers | 89, 96-99 |
| Q133. What about resource protection, which includes preserving plants, animals, and natural features, removing harmful plants, preventing resource destruction and overuse? (Do you think this effort is very important, somewhat important, somewhat unimportant, or very unimportant?) | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers | 89, 96-99 |
| Q134. What about park management, which includes registering campers, explaining procedures, supervising staff, and operating the park and its facilities within its budget? (Do you think this effort is very important, somewhat important, somewhat unimportant, or very unimportant?) | Contact with and Opinions on Park Rangers and Importance of Efforts of Park Rangers | 89, 96-99 |
| Q138. Do you agree or disagree that gas prices influenced the number of trips you took or the distance you were willing to travel to visit Washington State Parks in the past 2 years? | Motivations for and Constraints to Visiting State Parks AND Appendix A: Analyses by Ethnicity | 21, 30, 33 |
| Q139. How likely are gas prices to influence the number of trips or the distance you are willing to travel to visit Washington State Parks this summer? | Motivations for and Constraints to Visiting State Parks | 21, 31 |
| Q140. Do you agree or disagree that during your visits to State Parks you learn ways to take better care of the environment where you live? | Stewardship of Natural Resources and State Parks | 137, 138 |
| Q142. Have you heard about global warming or climate change prior to this survey? | Stewardship of Natural Resources and State Parks | 137, 139 |
| Q143. How often would you say you discuss environmental, global warming, or climate change issues with your family? | Stewardship of Natural Resources and State Parks | 137, 140 |

| QUESTION | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
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| Q144. In the past 2 years, have you or members of your household made any changes to your daily routine or household management in an effort to reduce the amount of greenhouse gas emissions you produce, such as carpooling or driving less? | Stewardship of Natural Resources and State Parks | 137, 141 |
| Q146. Prior to this survey, how aware were you of the Washington State Parks and Recreation Commission's Centennial 2013 Plan? | Awareness of and Support for the Commission's Centennial 2013 Plan | 121, 123, 127 |
| Q147. In general, do you support or oppose the Centennial 2013 Plan? | Awareness of and Support for the Commission's Centennial 2013 Plan | 121, 124, 127 |
| Q150. The first goal of the Centennial Plan is for citizens to understand and support the care of their State Parks and environment. Is this goal very important, somewhat important, somewhat unimportant, or very unimportant to you personally? | Awareness of and Support for the Commission's Centennial 2013 Plan | 121-122, 129-132, 133, 136 |
| Q151. The second goal of the Centennial Plan is for citizens to be able to connect with Washington's heritage and pursue personal health. (Is this goal very important, somewhat important, somewhat unimportant, or very unimportant to you personally?) | Awareness of and Support for the Commission's Centennial 2013 Plan | 121-122, 129-132, 133, 136 |
| Q152. The third goal of the Centennial Plan is for citizens to be confident that their taxes are used wisely. (Is this goal very important, somewhat important, somewhat unimportant, or very unimportant to you personally?) | Awareness of and Support for the Commission's Centennial 2013 Plan | 121-122, 129-132, 134, 136 |
| Q153. The fourth goal of the Centennial Plan is for citizens to have safe and modern parks. (Is this goal very important, somewhat important, somewhat unimportant, or very unimportant to you personally?) | Awareness of and Support for the Commission's Centennial 2013 Plan | 121-122, 129-132, 134, 136 |
| Q154. The fifth goal of the Centennial Plan is for citizens to help improve their parks and recreation. (Is this goal very important, somewhat important, somewhat unimportant, or very unimportant to you personally?) | Awareness of and Support for the Commission's Centennial 2013 Plan | 121-122, 129-132, 135, 136 |
| Q155. The sixth goal of the Centennial Plan is for citizens to know that innovation and accountability will sustain their State Parks. (Is this goal very important, somewhat important, somewhat unimportant, or very unimportant to you personally?) | Awareness of and Support for the Commission's Centennial 2013 Plan | 121-122, 129-132, 135, 136 |
| Q156. I have just asked you about the importance of the goals of the Centennial 2013 Plan. After hearing about these goals, would you say you support or oppose the Centennial 2013 Plan in general? | Awareness of and Support for the Commission's Centennial 2013 Plan | 121, 125, 128 |
| Q157. Why do you oppose the Centennial 2013 Plan? | Awareness of and Support for the Commission's Centennial 2013 Plan | 121, 126 |

| QUESTION | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
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| Q160. The Washington State Parks and Recreation Commission does a good job managing the park system. (Do you agree or disagree with this statement?) | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 52, 71, 77 |
| Q161. The Washington State Park system is adequately funded. (Do you agree or disagree with this statement?) | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Funding for State Parks and Opinions on Partnerships for State Parks | 52, 72, 77, 100 |
| Q162. The Washington State Park system spends taxpayer money wisely. (Do you agree or disagree with this statement?) | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Funding for State Parks and Opinions on Partnerships for State Parks | 52, 73, 78, 101 |
| Q163. The Washington State Parks and Recreation Commission takes good care of its natural and cultural resources. (Do you agree or disagree with this statement?) | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks AND Stewardship of Natural Resources and State Parks | 52, 53, 74, 78, 137 |
| Q164. Do you agree or disagree that having a well-funded State Park system is important to the quality of life in Washington State? | Funding for State Parks and Opinions on Partnerships for State Parks | 100, 104-105 |
| Q166. In your opinion, how important is it that the state legislature set aside funds for buying new land for parks when it becomes available? | Funding for State Parks and Opinions on Partnerships for State Parks | 101-102, 107, 109 |
| Q167. In your opinion, how important is it that the state legislature set aside funds for needed repairs at existing parks? | Funding for State Parks and Opinions on Partnerships for State Parks | 101-102, 108, 109 |
| Q168. Would you support or oppose a State Park system funding plan that includes private or corporate financial support? | Funding for State Parks and Opinions on Partnerships for State Parks | 102, 110, 112 |
| Q169. If a business sponsored a Washington State Park, would your view of that business become more favorable or less favorable? | Funding for State Parks and Opinions on Partnerships for State Parks | 102, 111, 112 |
| Q173. Prior to this survey, how aware were you that the State Park special design license plates were available? [The license plates were previously explained to the respondent.] | Funding for State Parks and Opinions on Partnerships for State Parks | 103, 113 |
| Q174. Do you or someone in your household own a set of State Park special design license plates for a vehicle? | Funding for State Parks and Opinions on Partnerships for State Parks | 103, 115 |
| Q175. Have you seen the State Park special design license plate on a vehicle other than one that belongs to you or someone in your household? | Funding for State Parks and Opinions on Partnerships for State Parks | 103, 114 |
| Q176. Do you or someone in your household currently have any other special design license plates? | Funding for State Parks and Opinions on Partnerships for State Parks | 103, 117 |

| QUESTION | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
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| Q177. How interested would you say you are in buying State Park special design license plates the next time you renew your plates? | Funding for State Parks and Opinions on Partnerships for State Parks | 103, 116 |
| Q179. Prior to this survey, how aware were you that motorists could make a donation to State Parks when renewing license plate tabs? [The donation program was previously explained to the respondents.] | Funding for State Parks and Opinions on Partnerships for State Parks | 103, 118 |
| Q180. Have you made a donation to State Parks when renewing your license plate tabs this year? | Funding for State Parks and Opinions on Partnerships for State Parks | 103, 119 |
| Q181. How interested would you say you are in making a donation the next time you renew your license plate tabs? | Funding for State Parks and Opinions on Partnerships for State Parks | 103, 120 |
| Q183. In what county do you live? | Demographic Data | 143-144, 155 |
| Q184. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch? | Demographic Data | 144, 156 |
| Q185. Do you have your own access to private lands for outdoor recreation, such as at a farm, vacation home, timeshare membership or through friends or family? | Demographic Data AND Appendix A: Analyses by Ethnicity | 150, 167-168 |
| Q186. Are you currently a registered voter? | Demographic Data | 148-149, 163 |
| Q187. What is the highest level of education you have completed? | Demographic Data | 145, 157 |
| Q188. Which of these categories best describes your total household income before taxes last year? | Demographic Data | 145-146, 158 |
| Q189. Including yourself, how many people age 18 or older do you have living in your household? | Demographic Data | 146, 159 |
| Q191. How many children, age 17 or younger, do you have living in your household? | Demographic Data | 147, 160 |
| Q194. How many children age 12 or younger do you have living in your household? | Demographic Data | 147, 161 |
| Q199. Do you or does anyone living in your household have a pet? | Demographic Data | 151, 169, 171 |
| Q202. What types of pets do you or those living in your household have? | Demographic Data | 151, 170, 171 |
| Q203. How would you describe the overall level of physical activity of people living in your household? | Demographic Data | 149-150, 164-165 |
| Q204. How active would you say you were as a child in outdoor activities, such as hiking, camping, fishing, and water activities? | Demographic Data | 149, 166 |
| Q205. Do you or anyone living in your household own a lap-top computer? | Demographic Data | 151, 172 |
| Q208. What races or ethnic backgrounds do you consider yourself, and please mention all that apply? | Demographic Data | 143, 154 |
| Q210. How many years have you been a Washington resident? | Demographic Data | 148, 162 |

| QUESTION | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
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| Q213. May I ask your age? | Demographic Data | 142-143, 152 |
| Q220. Observe and record respondent's gender. | Demographic Data | 143, 153 |

SUPPLEMENTAL SURVEY

| QUESTION (the "s" indicates that the question is from the supplemental survey) | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
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| 12s. The Washington State Parks and Recreation Commission does a good job managing the park system. (Do you agree or disagree with this statement?) | NA | NA |
| 13s. The Washington State Park system is adequately funded. (Do you agree or disagree with this statement?) | NA | NA |
| 14s. The Washington State Park system spends taxpayer money wisely. (Do you agree or disagree with this statement?) | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 52, 75 |
| 16s. Why do you disagree that the Washington State Park system spends taxpayer money wisely? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 52, 76 |
| 17s. Can you recall any particular incidents that have reflected unfavorably on the Washington State Parks system? | Ratings of State Parks Facilities and Services, Opinions on Safety, and Ratings of Comfort Levels Regarding Various Aspects of State Parks | 55, 87 |
| 18s. Have you visited a Washington state park within the past 2 years? | NA | NA |
| 19s. What is the main reason that you haven't visited a Washington state park in the last 2 years? | Motivations for and Constraints to Visiting State Parks | 20, 25 |
| 20s. Have you ever visited a Washington state park? | NA | NA |
| 21s. Did you stay overnight in a Washington state park in the past 2 years? | NA | NA |
| 24s. During your overnight visits to a Washington state park in the past 2 years, have you ever stayed in a tent, recreational vehicle, yurt or platform tent, cabin, rental vacation house, environmental learning center, or something else? | NA | NA |
| 26s. Do you agree or disagree that gas prices influenced the number of trips you took or the distance you were willing to travel to visit Washington state parks in the past 2 years? | NA | NA |

| QUESTION (the "s" indicates that the question is from the supplemental survey) | SECTION(S) IN WHICH QUESTION DISCUSSED | PAGE(S) ON WHICH QUESTION DISCUSSED |
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| 27s. How likely are gas prices to influence the number of trips or the distance you are willing to travel to visit Washington state parks this summer? | NA | NA |
| 30s. How will gas prices influence the number of trips or the distance you are willing to travel to visit Washington state parks this summer? | Motivations for and Constraints to Visiting State Parks | 21, 32 |
| 33s. In what county do you live? | NA | NA |
| 34s. Do you have your own access to private lands for outdoor recreation, such as at a farm, vacation home, timeshare membership or through friends or family? | NA | NA |
| 35s. Are you currently a registered voter? | NA | NA |
| 36s. What is the highest level of education you have completed? | NA | NA |
| 37s. Which of these categories best describes your total household income before taxes last year? | NA | NA |
| 38s. Including yourself, how many people age 18 or older do you have living in your household? | NA | NA |
| 40s. How many children, age 17 or younger, do you have living in your household? | NA | NA |
| 43s. How many children age 12 or younger do you have living in your household? | NA | NA |
| 48s. How would you describe the overall level of physical activity of people living in your household? | NA | NA |
| 51s. What races or ethnic backgrounds do you consider yourself, and please mention all that apply? | NA | NA |
| 53s. How many years have you been a Washington resident? | NA | NA |
| 56s. May I ask your age? | NA | NA |
| 62s. Observe and record respondent's gender. | NA | NA |

ABOUT RESPONSIVE MANAGEMENT

Responsive Management is a nationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Its mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing its in-house, full-service, computer-assisted telephone and mail survey center with 45 professional interviewers, Responsive Management has conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communications plans, need assessments, and program evaluations on natural resource and outdoor recreation issues.

Clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, and most of the top conservation organizations. Responsive Management also collects attitude and opinion data for many of the nation's top universities, including the University of Southern California, Virginia Tech, Colorado State University, Auburn, Texas Tech, the University of California—Davis, Michigan State University, the University of Florida, North Carolina State University, Penn State, West Virginia University, and others.

Among the wide range of work Responsive Management has completed during the past 20 years are studies on how the general population values natural resources and outdoor recreation, and their opinions on and attitudes toward an array of natural resource-related issues. Responsive Management has conducted dozens of studies of selected groups of outdoor recreationists, including anglers, boaters, hunters, wildlife watchers, birdwatchers, park visitors, historic site visitors, hikers, and campers, as well as selected groups within the general population, such as landowners, farmers, urban and rural residents, women, senior citizens, children, Hispanics, Asians, and African-Americans. Responsive Management has conducted studies on environmental education, endangered species, waterfowl, wetlands, water quality, and the reintroduction of numerous species such as wolves, grizzly bears, the California condor, and the Florida panther.

Responsive Management has conducted research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their memberships and donations. Responsive Management has conducted major agency and organizational program needs assessments and helped develop more effective programs based upon a solid foundation of fact. Responsive Management has developed Web sites for natural resource organizations, conducted training workshops on the human dimensions of natural resources, and presented numerous studies each year in presentations and as keynote speakers at major natural resource, outdoor recreation, conservation, and environmental conferences and meetings.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management routinely conducts surveys in Spanish and has also conducted surveys and focus groups in Chinese, Korean, Japanese, and Vietnamese.

Responsive Management's research has been featured in most of the nation's major media, including CNN, ESPN, *The Washington Times*, *The New York Times*, *Newsweek*, *The Wall Street Journal*, and on the front pages of *The Washington Post* and *USA Today*.

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