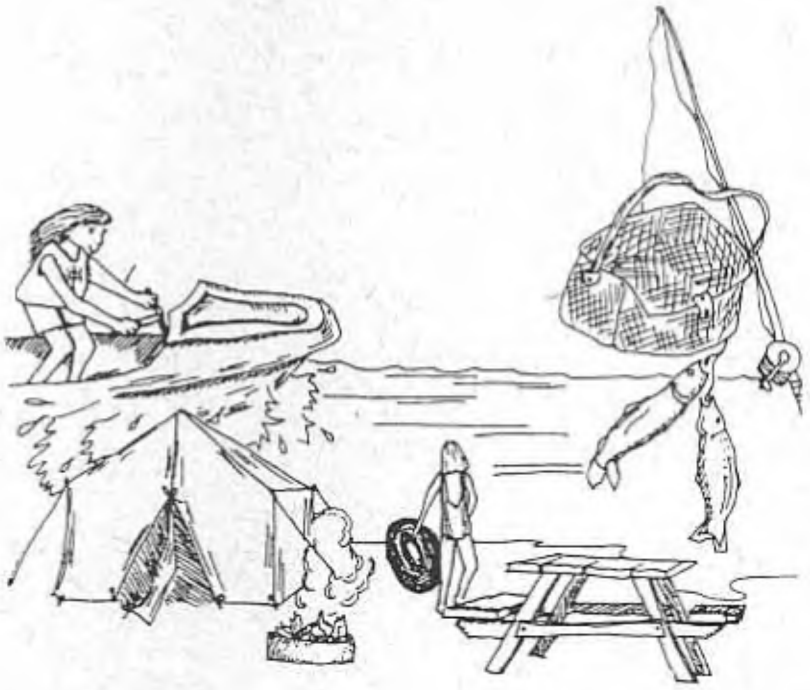


Whiskeytown National Recreation Area Visitor Study

Summer 1998

Report 107

Visitor Services Project

Cooperative Park Studies Unit

University of Idaho

Whiskeytown National Recreation Area

Visitor Study

Summer 1998

Chris Hoffman
and
Michael Meehan

Visitor Services Project
Report 107

June 1999

Chris Hoffman, a former Research Associate with the Visitor Services Project (VSP) at the Cooperative Park Studies Unit, University of Idaho conducted the fieldwork and wrote the draft report. Michael Meehan, Research Support Scientist with the VSP completed the final report. The VSP would like to thank Undral Batsukh and the staff and volunteers of Whiskeytown National Recreation Area for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project

Whiskeytown National Recreation Area

Report Summary

- This report describes the results of a visitor study at Whiskeytown National Recreation Area (NRA) during July 20-26, 1998. A total of 784 questionnaires were distributed to visitors. Visitors returned 486 questionnaires for a 62% response rate.
- This report profiles Whiskeytown NRA visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Fifty-four percent of the visitor groups were family groups. Twenty-seven percent of visitor groups were groups of two. Forty-four percent of visitors were aged 1-25.
- Twenty-two percent of visitors were making their first visits to Whiskeytown NRA. Eighty-eight percent of the visitor groups spent less than a day at the park and 4% spent two or three days. Of those groups that spent less than a day at the park, 19% spent seven hours or more.
- United States visitors were from California (90%), Oregon (3%), and 27 other states. Among Whiskeytown NRA visitors, 2% were international visitors. They were from Germany (41%), England (24%), and Switzerland (16%), and 3 other countries.
- On this visit, the most common activities were swimming/sunbathing (74%), picnicking (42%) and motorboating (25%). On previous visits, the most common activities were swimming/sunbathing (79%), picnicking (69%) and motorboating (53%).
- On this visit, the most commonly visited places were the visitor center (37%), Brandy Creek Beach (33%) and Brandy Creek Marina (24%). On previous visits, the most commonly visited places were Brandy Creek Beach (71%), Oak Bottom Beach (66%) and the visitor center (64%).
- Eighty-four percent of visitor groups indicated that scenic views were either "extremely important" or "very important" to their visit. Seventy-seven percent of groups rated solitude and quiet as "extremely important" or "very important" to their visit, and 74% indicated that plants and animals were "extremely important" or "very important" to their visit.
- With regard to the use, importance and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The services and facilities most used by 457 visitor groups were restrooms (84%) and parking areas (75%). According to visitors, the most important services and facilities were lifeguards (93% of 45 respondents) and boat launches (93% of 139 respondents). The highest quality services and facilities were parking areas (83% of 325 respondents), roads (83% of 250 respondents) and garbage collection (83% of 203 respondents).
- The information services most used by 277 visitor groups were road signs (69%) and information from park staff (46%). According to visitors, the most important information services were road signs (87% of 190 respondents) and other informational brochures (84% of 32 respondents). The highest quality information services were other brochures (95% of 33 respondents) and the park brochure/map (92% of 99 respondents).
- The median visitor group expenditure within fifty miles of Whiskeytown NRA was $34.50. Of the total expenditures by groups within fifty miles of Whiskeytown NRA, 58% was for food, 29% was for travel, and 13% was for "other" items, such as recreation, film, and gifts.
- Eighty-four percent of visitor groups rated the overall quality of visitor services at Whiskeytown NRA as "very good" or "good." No visitor groups rated services as "very poor." Visitors made many additional comments.

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.

TABLE OF CONTENTS

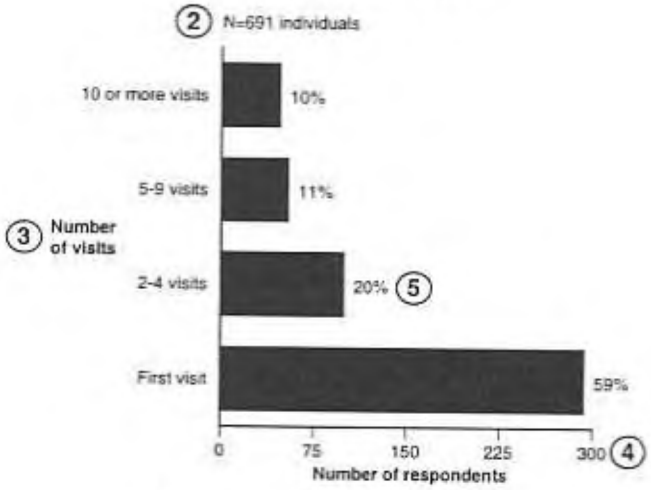
INTRODUCTION

This report describes the results of a study of visitors at Whiskeytown National Recreation Area (NRA). This visitor study was conducted July 20-26, 1998 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

The ***Methods*** section discusses the procedures and limitations of the study. The ***Results*** section includes a summary of visitor comments. An ***Additional Analysis*** page is included which will help managers request additional analyses. The final section includes a copy of the ***Questionnaire***. An appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.

SAMPLE ONLY



1 **Figure 4: Number of visits**

1: The figure title describes the graph's information.

2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.

3: Vertical information describes categories.

4: Horizontal information shows the number or proportions in each category.

5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at Whiskeytown NRA during the period from July 20-26, 1998. Visitors were sampled at a total of six locations (see Table 1) within Whiskeytown NRA. At two locations, the Whiskeytown Dam "pull-off" and the Oak Bottom access road, visitor groups were pulled over in their vehicles.

Table 1: Questionnaire distribution locations

Location:	Questionnaires distributed	
	Number	%
Whiskeytown Dam "pull-off"	234	30
Visitor Center	211	27
Oak Bottom access road	149	19
Whiskey Creek boat launch	152	19
Carr Powerhouse	22	3
Tower House Historical District	16	2
GRAND TOTAL	784	100

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was used to determine group size, group type, and the age of the adult who would complete the questionnaire. This individual was then given a questionnaire and asked his or her name, address, and telephone number in order to mail them a reminder/thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit, then return it by mail in a postage-prepaid return envelope.

Two weeks following the survey a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the initial interview. Eight weeks after the survey a second replacement questionnaire was mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information entered into a computer using a standard statistical software package. Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 482 visitor groups, Figure 3 presents data for 1,756 individuals. A note above each graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, while WHISKEYTOWN NRA visitors returned 486 questionnaires, Figure 1 shows data for only 482 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations, which should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 20-26, 1998. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word **"CAUTION!"** is included in the graph, figure or table.

Special Conditions

During the study week, weather conditions were fairly typical of July with very hot, sunny days. Lightning in the backcountry during the evening of July 22nd started a small fire. The fire was contained the following day.

RESULTS

Visitors contacted

At Whiskeytown National Recreation Area, 858 visitor groups were contacted, and 784 of these groups (93%) agreed to participate in the survey. Questionnaires were completed and returned by 486 visitor groups, resulting in a 62% response rate for this study.

Table 2 compares age and group size information collected from both the total sample of visitors contacted and those who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	769	40.4	474	43.1
Group size	767	4.9	482	4.9

Demographics

Figure 1 shows visitor group sizes, which ranged from one person to 75 people. Twenty-seven percent of visitor groups consisted of two people, while another 15% were people visiting in groups of four. Fifty-four percent of visitor groups were made up of family members, 21% were made up of family and friends, and 11% were made up of friends (see Figure 2). Groups listing themselves as "other" for group type included church groups and Girl Scout groups.

As shown by Figure 3, 20% of visitors were in the 11-20 age group and another 21% of visitor were in the 36-45 age group. Another 19% of visitors were in the 10 or younger age group. Twenty-two percent of visitors were making their first visit to Whiskeytown NRA while the majority of visitors (78%) had visited Whiskeytown NRA previously (see Figure 4).

International visitors comprised 2% of Whiskeytown NRA visitors (see Table 3). The largest proportions of United States visitors were from California (90%) and Oregon (3%). Smaller proportions of U.S. visitors came from another twenty-seven states (see Map 1 and Table 4).

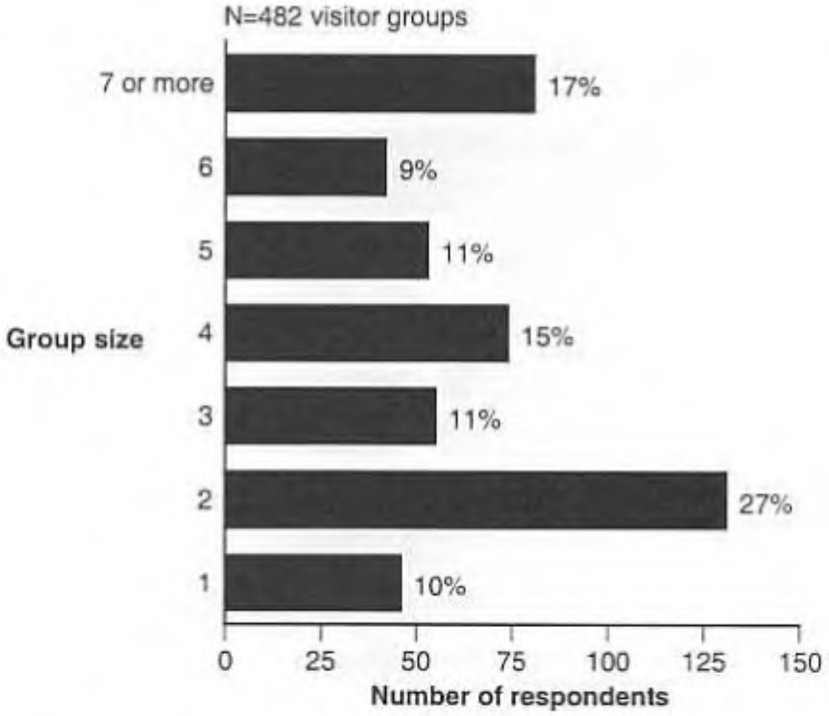


Figure 1: Visitor group sizes

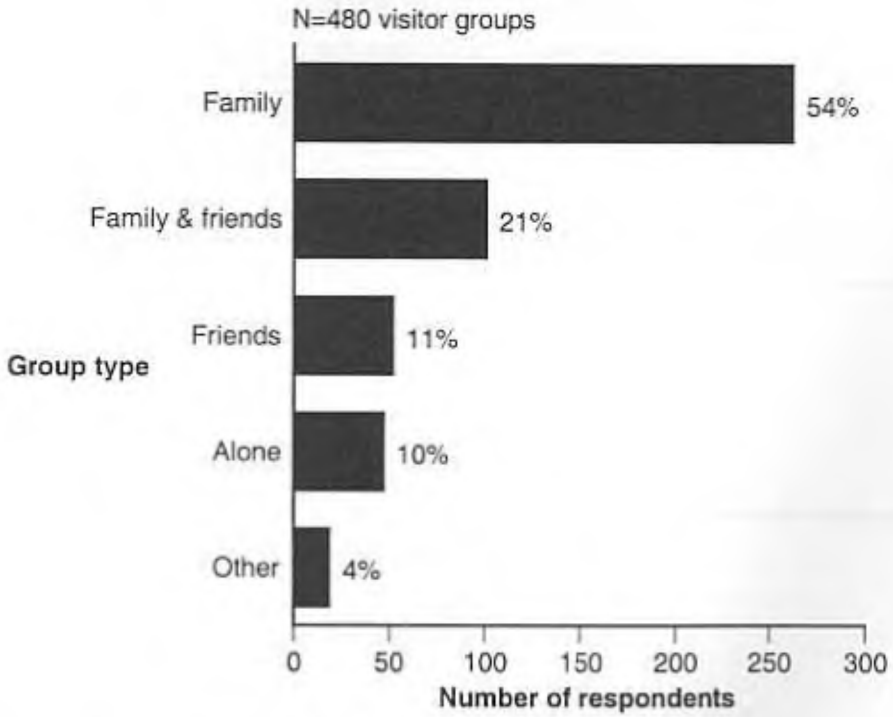


Figure 2: Visitor group types

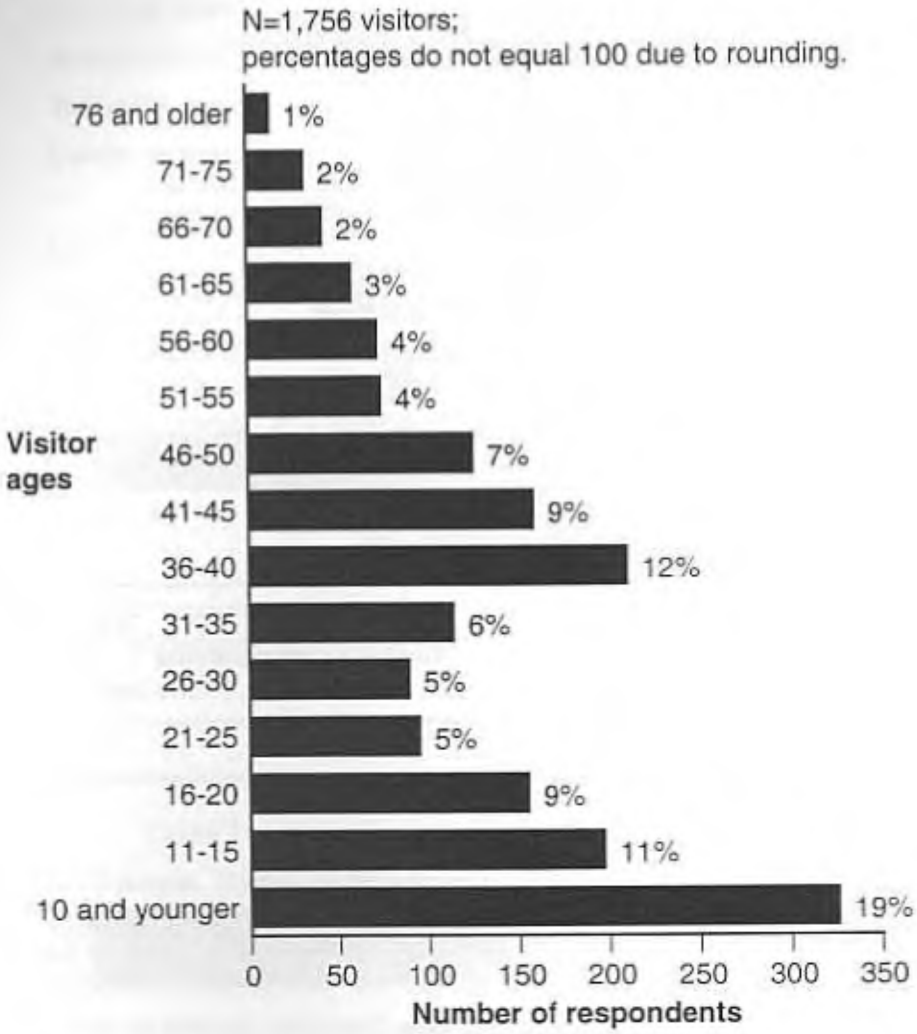


Figure 3: Visitor ages

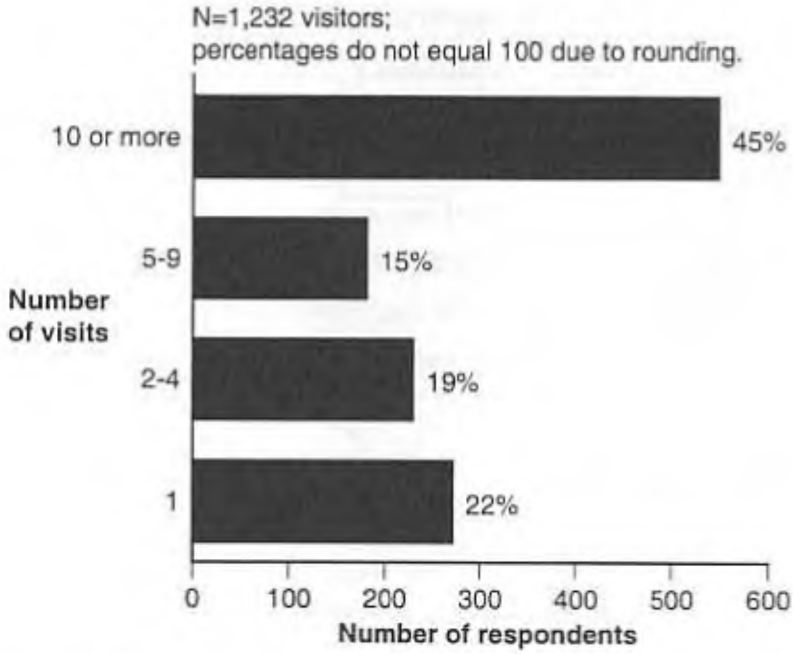
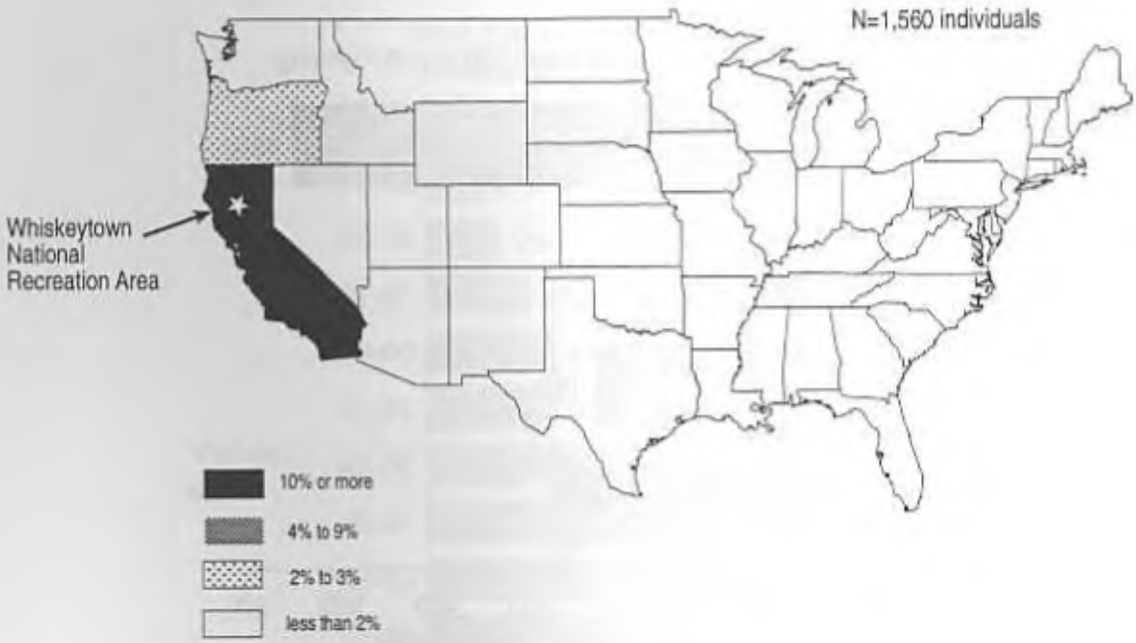


Figure 4: Number of visits to Whiskeytown National Recreation Area

Table 3: International visitors by country of residence
N=37 individuals; percentages do not equal 100 due to rounding.

State	Number of individuals	Percent of Int'l visitors	Percent of total visitors
Germany	15	40	1
England	9	24	1
Switzerland	6	16	<1
Canada	3	8	<1
India	2	5	<1
Norway	2	5	<1



Map 1: Proportion of United States visitors by state of residence

Table 4: United States visitors by state of residence

N=1,560 individuals;
percentages do not equal 100 due to rounding.

Number of State	Percent of individuals	Percent of U.S. visitors	total visitors
California	1,402	90	88
Oregon	44	3	3
Washington	14	1	1
Nevada	12	1	1
Kentucky	7	<1	<1
Idaho	5	<1	<1
Pennsylvania	5	<1	<1
Tennessee	5	<1	<1
Utah	5	<1	<1
Louisiana	4	<1	<1
Maryland	4	<1	<1
Montana	4	<1	<1
Arizona	3	<1	<1
Oklahoma	3	<1	<1
15 other states	22	1	1

Length of visit/previous visits

Visitor groups were asked how much time they spent at Whiskeytown NRA. Eighty-eight percent of visitor groups spent less than one day, 4% spent two or three days and another 2% spent seven or more days (see Figure 5). Of the groups that spent less than a day at the park, 52% reported that they spent from one to four hours at the park while 19% spent seven hours or more (see Figure 6).

Visitor groups were asked to indicate the seasons during which they have previously visited Whiskeytown NRA. As shown by Figure 7, 97% of visitor groups have previously visited during the summer, and 60% have visited in the spring.

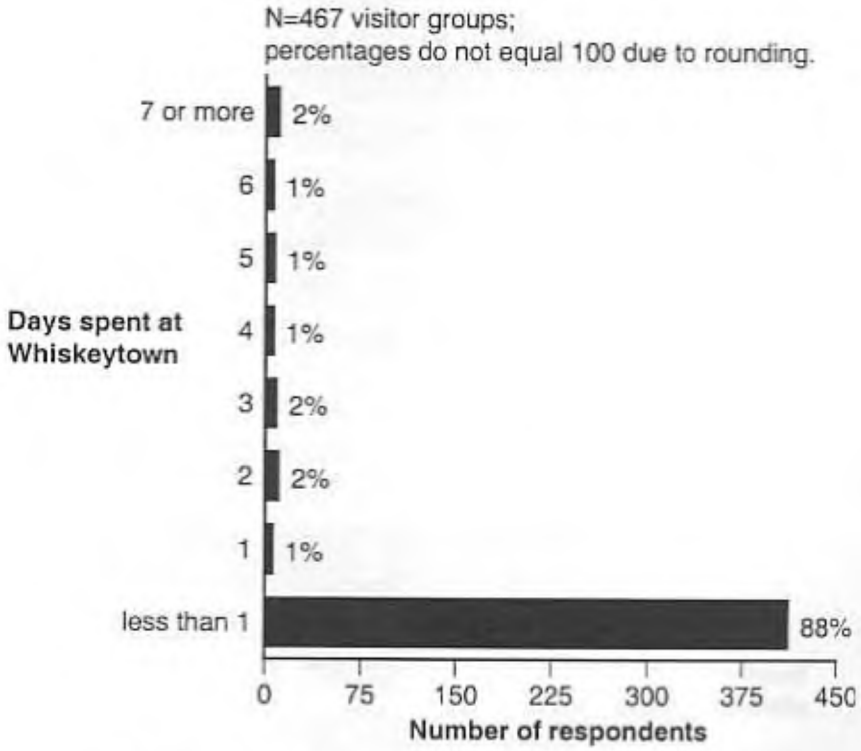


Figure 5: Days spent at Whiskeytown NRA

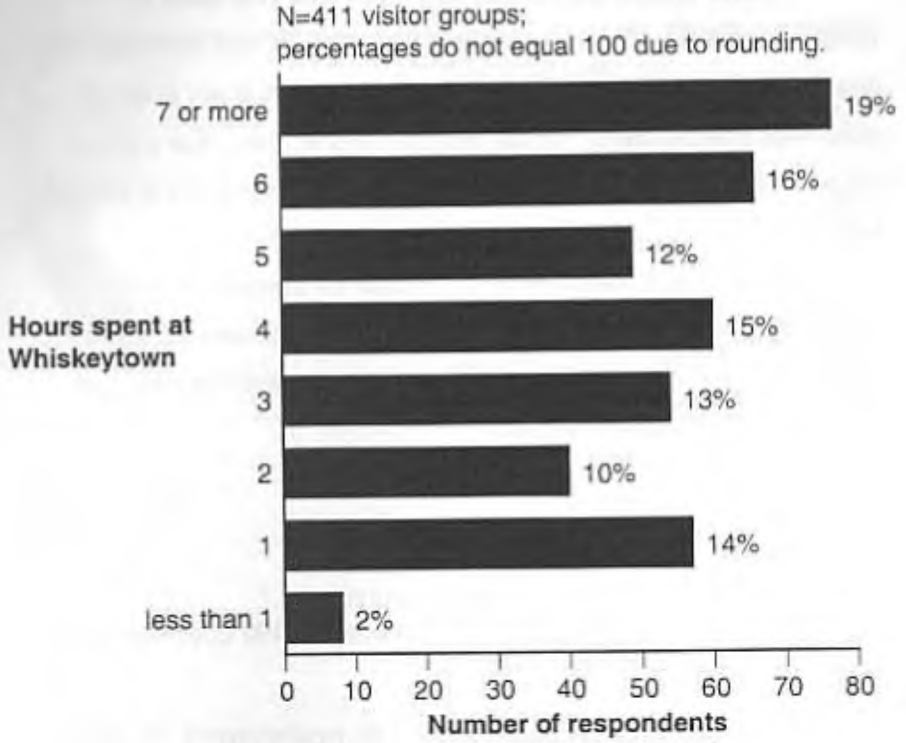


Figure 6: Hours spent at Whiskeytown NRA

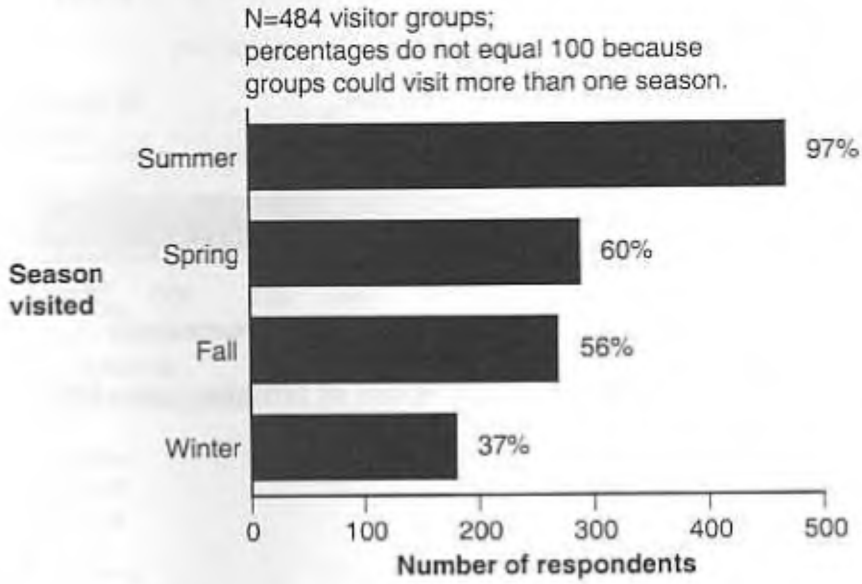


Figure 7: Seasons visited on past visits

Activities – this visit and past visits

Figure 8 shows the percentages of visitor groups that participated in a variety of activities at Whiskeytown NRA. The most common activities on this visit as well as previous visits were swimming/ sunbathing (74%, 79%), picnicking (42%, 69%), and motorboating (25%, 53%), respectively (see figures 8 & 9). The least common visitor activity was horseback riding (1%). Visitor groups participated in a number of "other" activities including enjoying the scenery, taking pictures, and driving through the park. On previous visits, "other" activities included canoeing, panning for gold, and scuba diving.

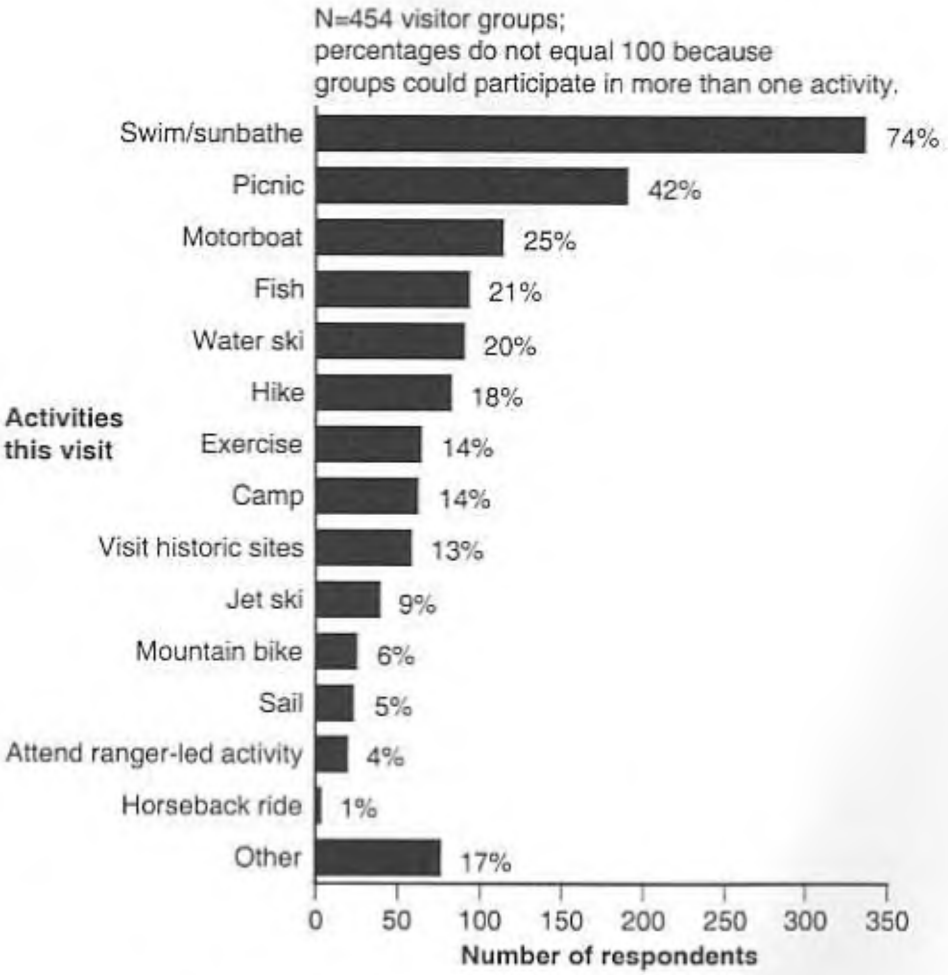


Figure 8: Visitor activities on this visit

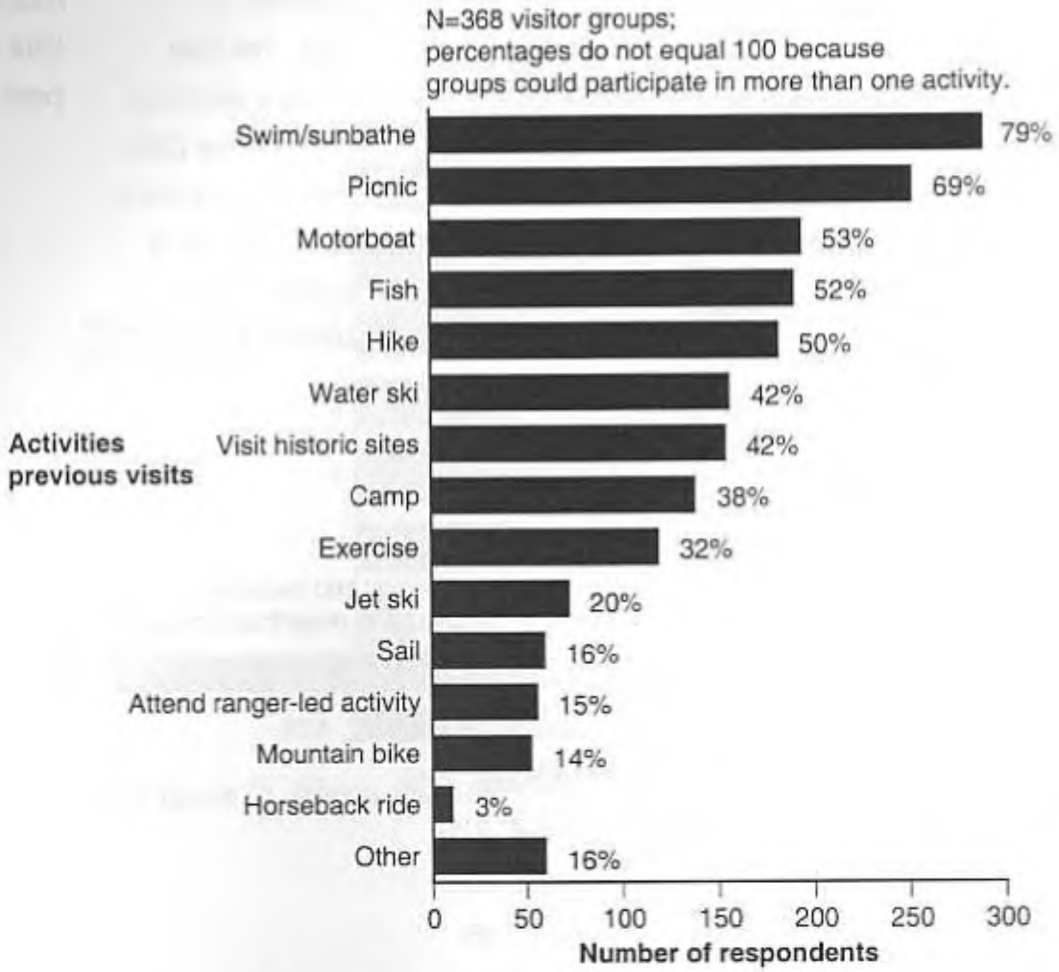


Figure 9: Visitor activities on past visits

Awareness of NPS administration

Visitor groups were asked if they were aware, prior to their visit, that Whiskeytown NRA was administered by the National Park Service. Most visitor groups (81%) were aware that Whiskeytown NRA is administered by the NPS, 15% were not aware, and 5% were not sure (see Figure 10).

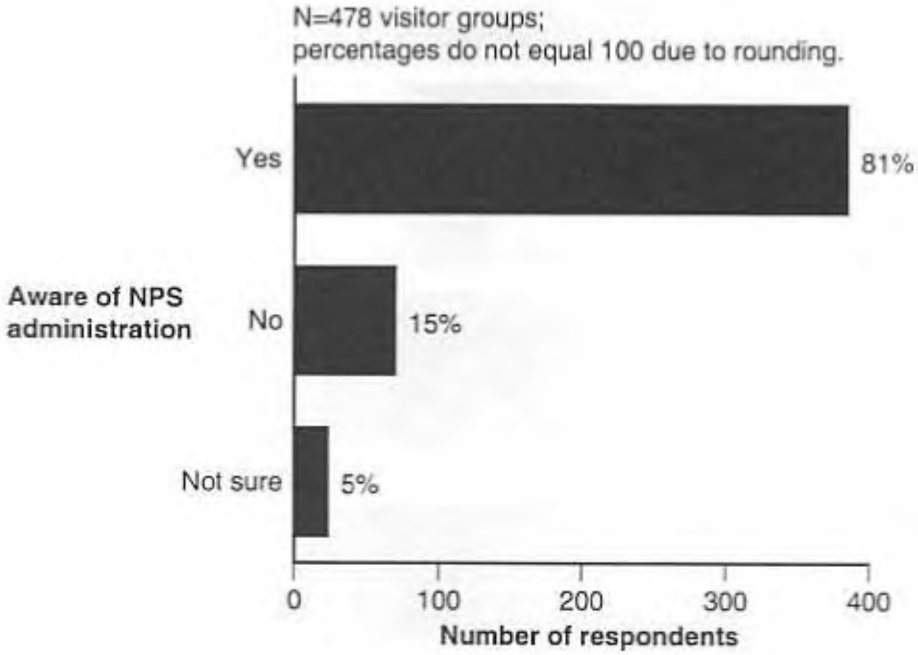


Figure 10: Awareness of NPS administration

Visiting the visitor center

Visitor groups were asked if they visited the visitor center on this visit. Sixty percent of visitor groups did not visit the visitor center, while 40% indicated they did visit the visitor center (see Figure 11).

Those groups that visited the visitor center were asked to indicate their reasons for doing so. As shown by Figure 12, the most common reasons for visiting the visitor center were using the restrooms (50%), obtaining information from park staff (46%), and viewing the exhibits (39%). The least common reason for visiting the visitor center was to use the telephone (8%). "Other" reasons for visiting the visitor center included looking at the lake, taking a group picture, and meeting friends.

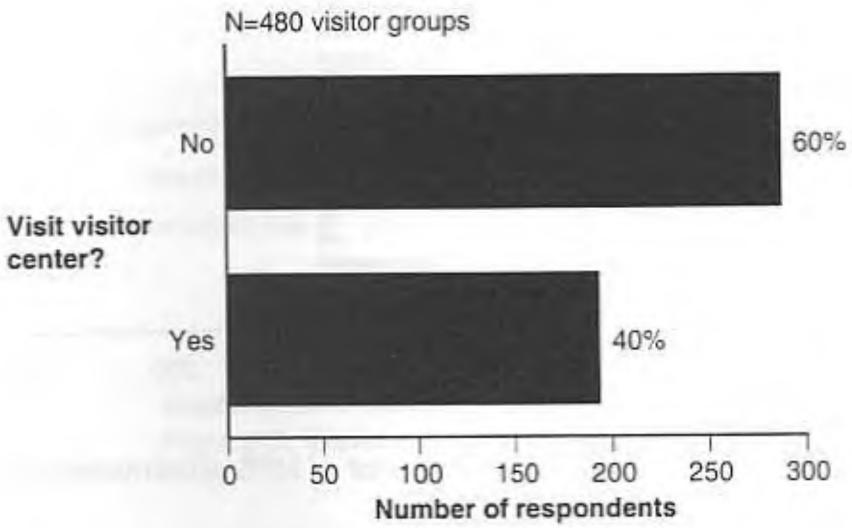


Figure 11: Visitor center use

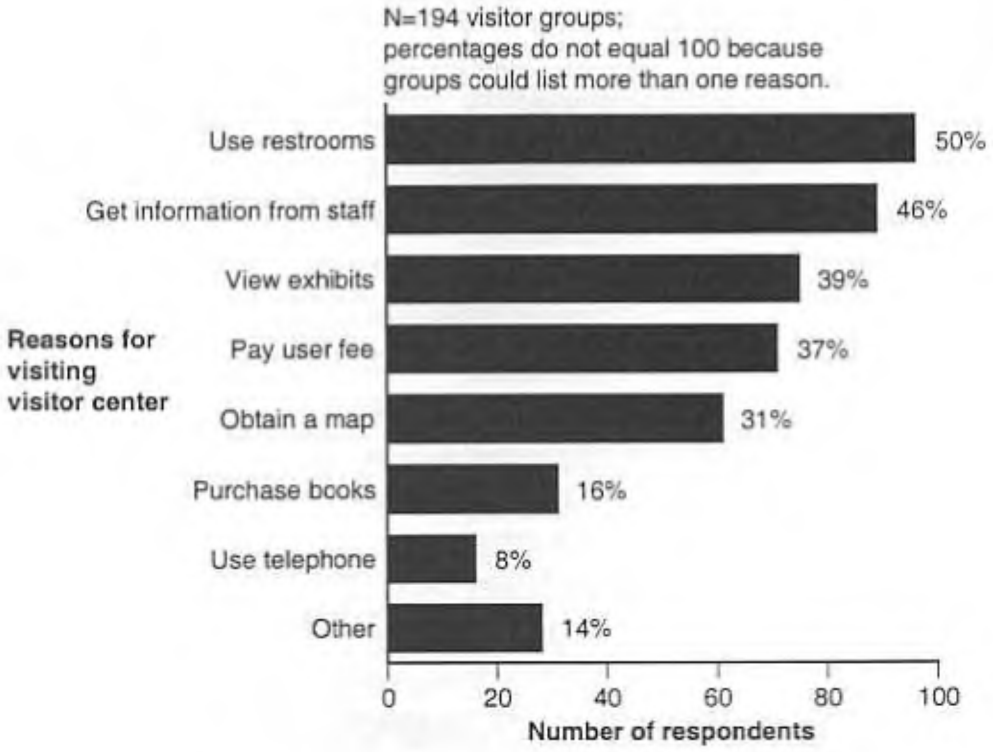


Figure 12: Reasons for visiting the visitor center

Places visited – this visit and past visits

Visitor groups were asked to indicate the places that they had visited during their visit to Whiskeytown NRA. As is shown by Figure 13, the most commonly visited places were the visitor center (37%), Brandy Creek Beach (33%), and Brandy Creek Marina (24%). The least visited places were Backcountry Zone A and N.E.E.D. Camp (both 3%). "Other" places visited by groups during this visit included Shasta-Bally, Glory Hole, and the Kennedy Memorial.

During previous visits, the most commonly visited places included Brandy Creek Beach (71%), Oak Bottom Beach (66%), and the visitor center (64%), as shown by Figure 14. The least visited place on previous visits was Backcountry Zone A (17%). "Other" places visited on previous visits included Sheep Camp, Shasta-Bally, and Davis Gulch.

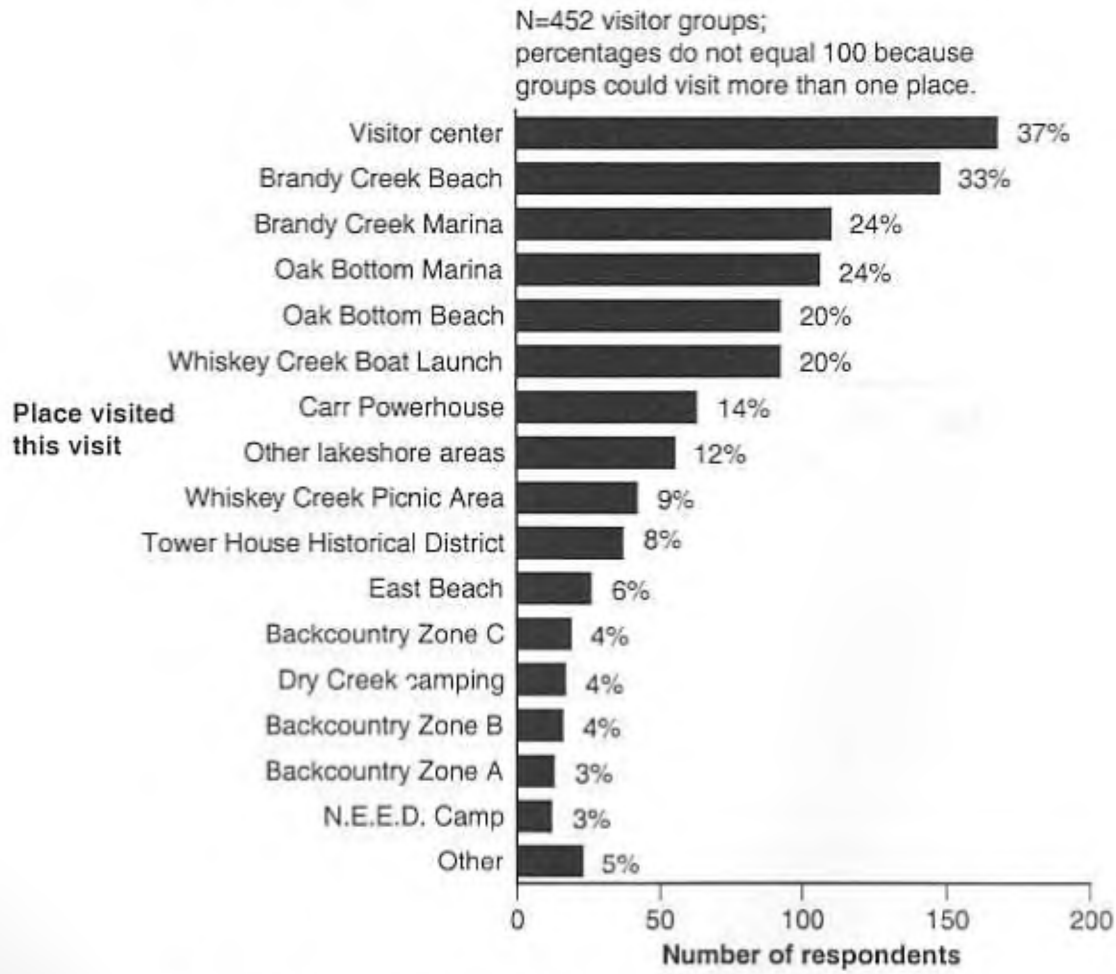


Figure 13: Places visited this visit

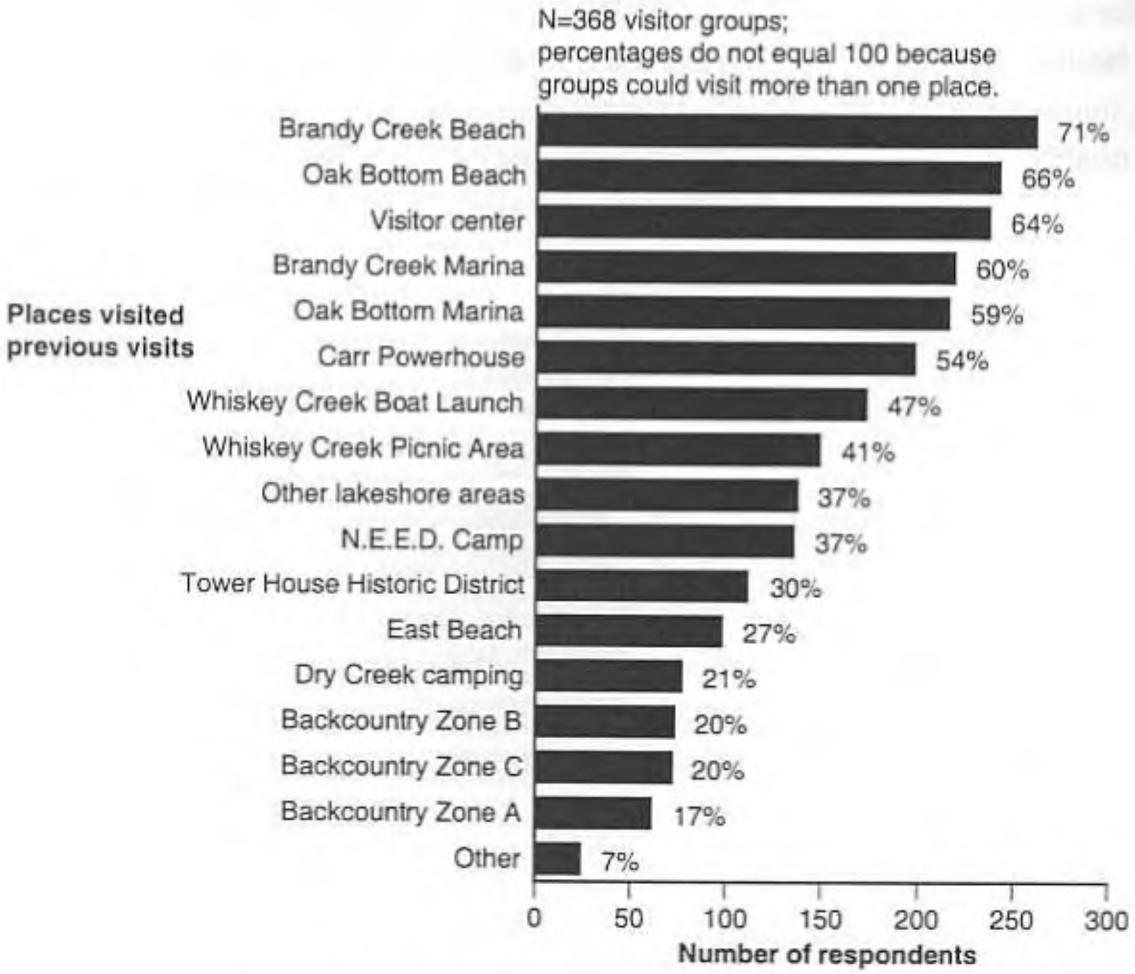


Figure 14: Places visited previous visits

Visitor services and facilities: Use, importance and quality

Visitor groups were asked to note the park services and facilities they used during their visit to Whiskeytown NRA. As is shown by Figure 15, the services and facilities most commonly used by visitor groups were restrooms (84%), parking areas (75%), roads (57%), and garbage collection (46%). The least used service was emergency services (2%).

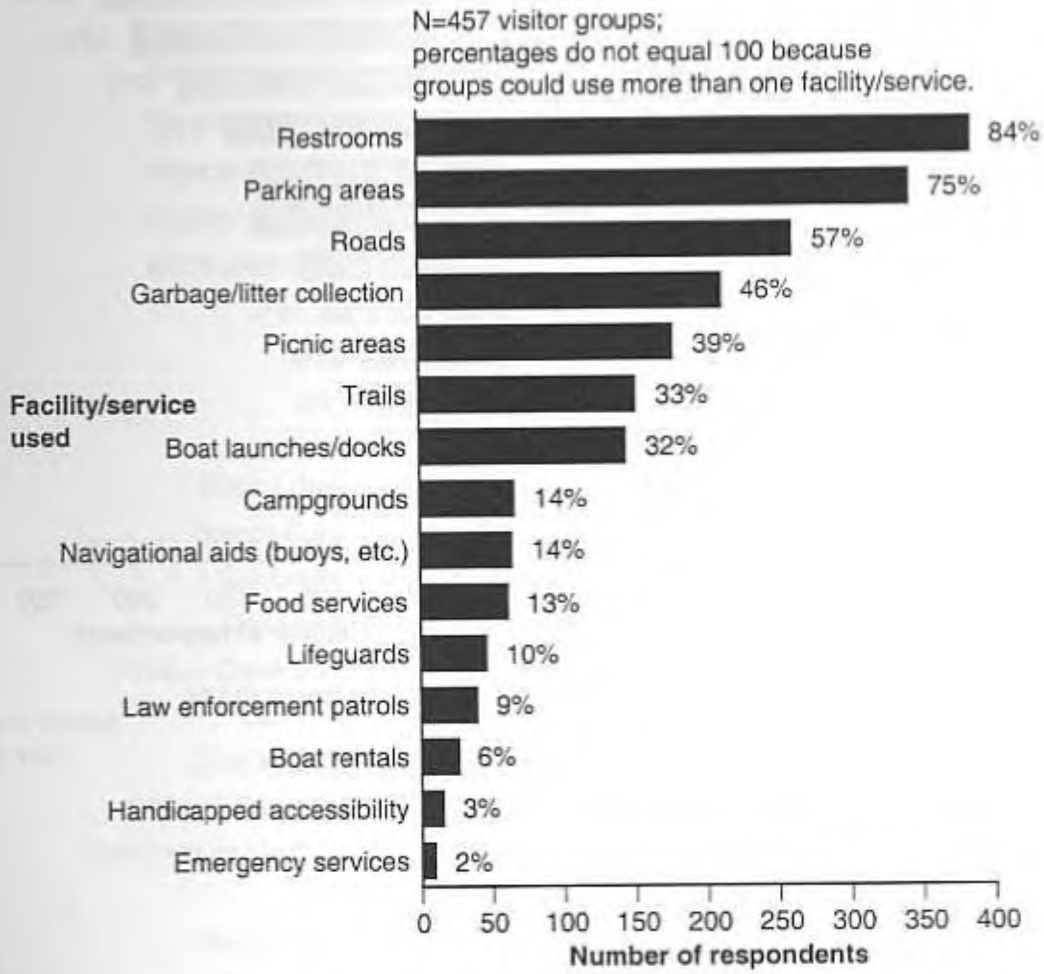


Figure 15: Services and facilities used

Visitor groups rated the importance and quality of each of the services and facilities they used. The following five point scales were used in the questionnaire:

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

Figure 16 shows the average importance and quality ratings for visitor services. An average score was determined for each service based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grid shown in Figure 16. All services were rated as above "average" both in importance and quality. It should be noted that Whiskeytown NRA handicapped access, boat rentals, and emergency services were not rated by enough people to provide reliable data.

Figures 17-31 show the importance ratings that were provided by visitor groups for each of the individual services. Those services receiving the highest proportion of "extremely important" or "very important" ratings included boat launches and lifeguards (both 93%), restrooms (92%), and navigational aids (91%). The service area with the largest percentage of "not important" responses was for law enforcement (5%).

Figures 32-46 show the quality ratings that were provided by visitor groups for each of the individual services. Those services receiving the highest proportion of "very good" or "good" ratings included parking areas, roads, and garbage collection (all 83%), and boat launches (79%). The highest proportion of "very poor" ratings was for law enforcement (24%).

Figure 47 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.

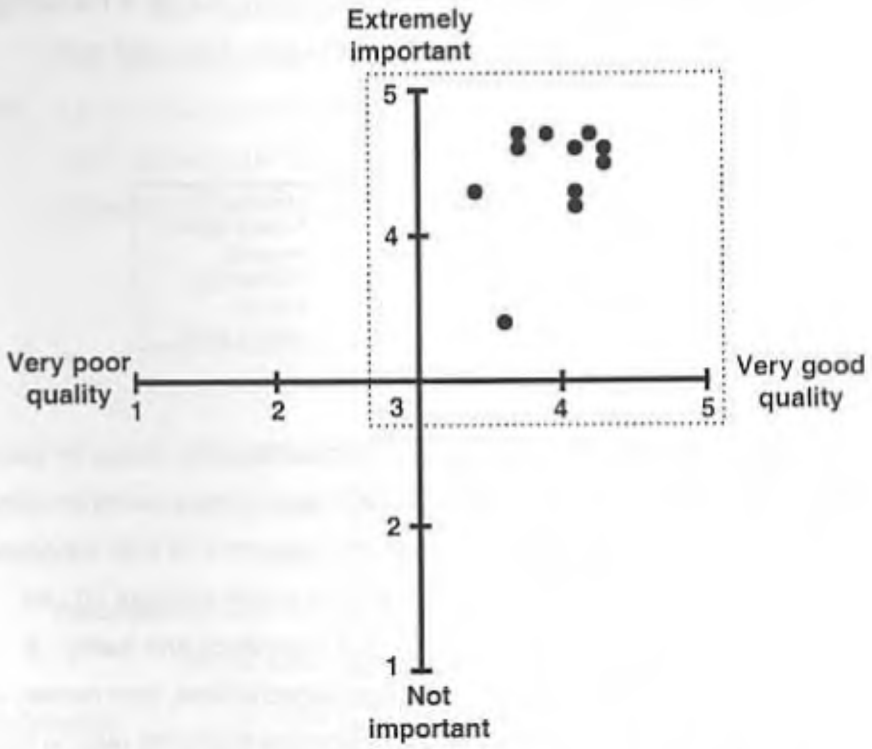


Figure 16: Average ratings of service and facility importance and quality

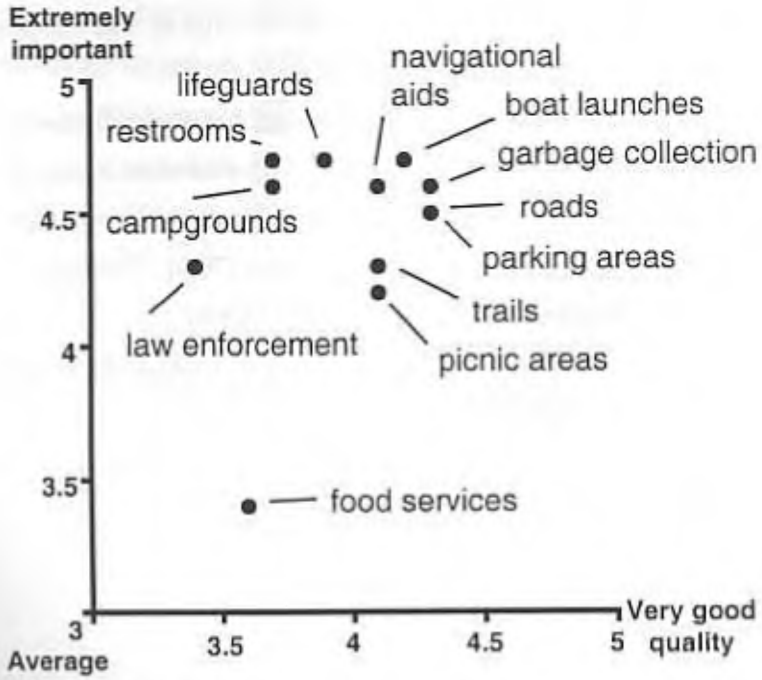


Figure 16: Detail

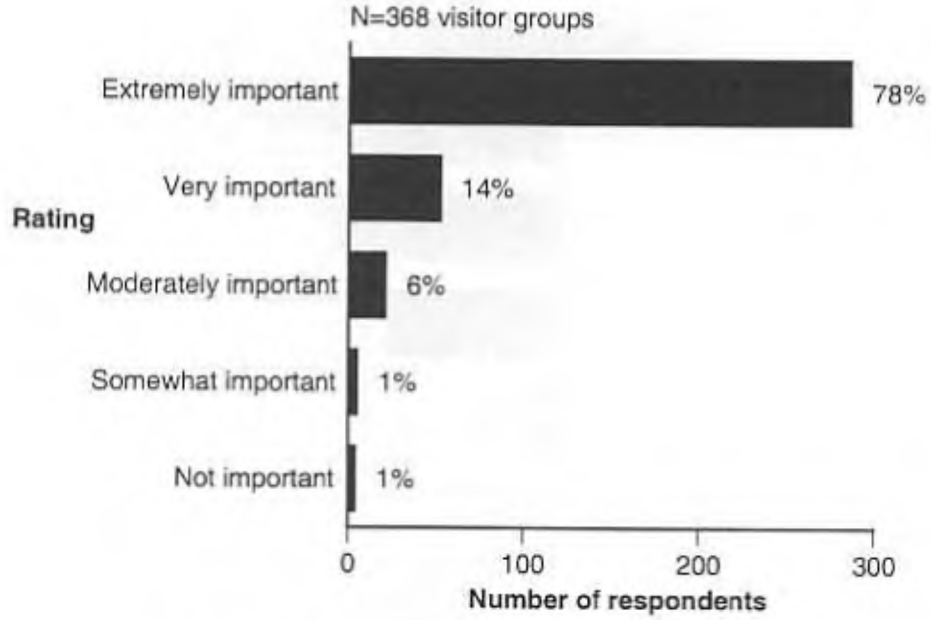


Figure 17: Importance of restrooms

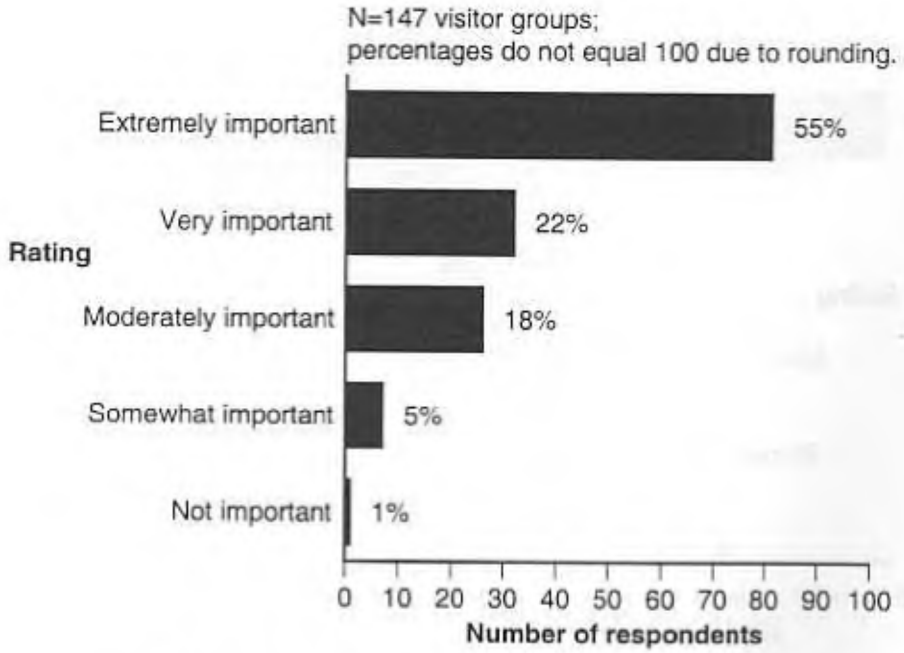


Figure 18: Importance of trails

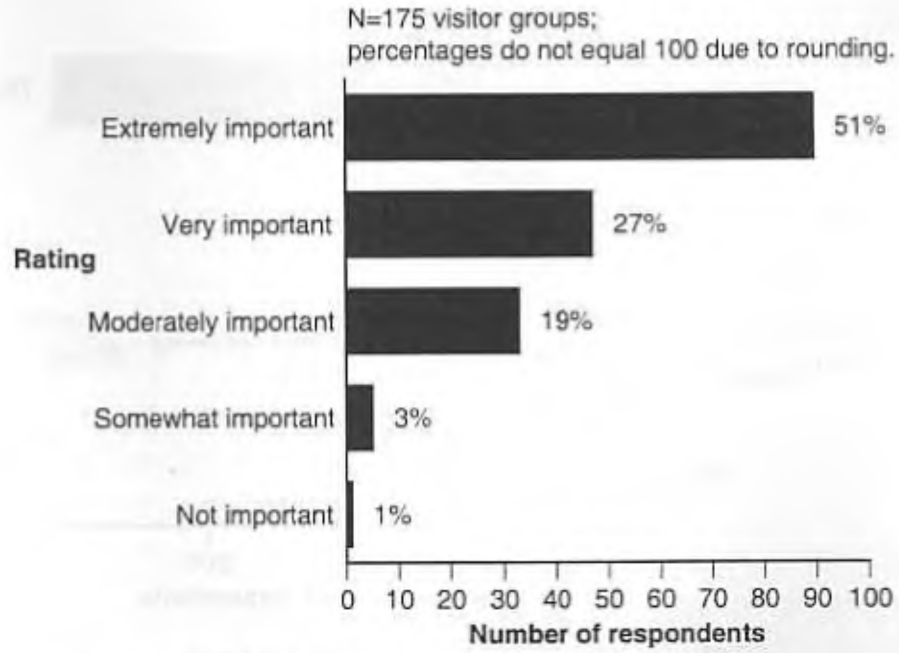


Figure 19: Importance of picnic areas

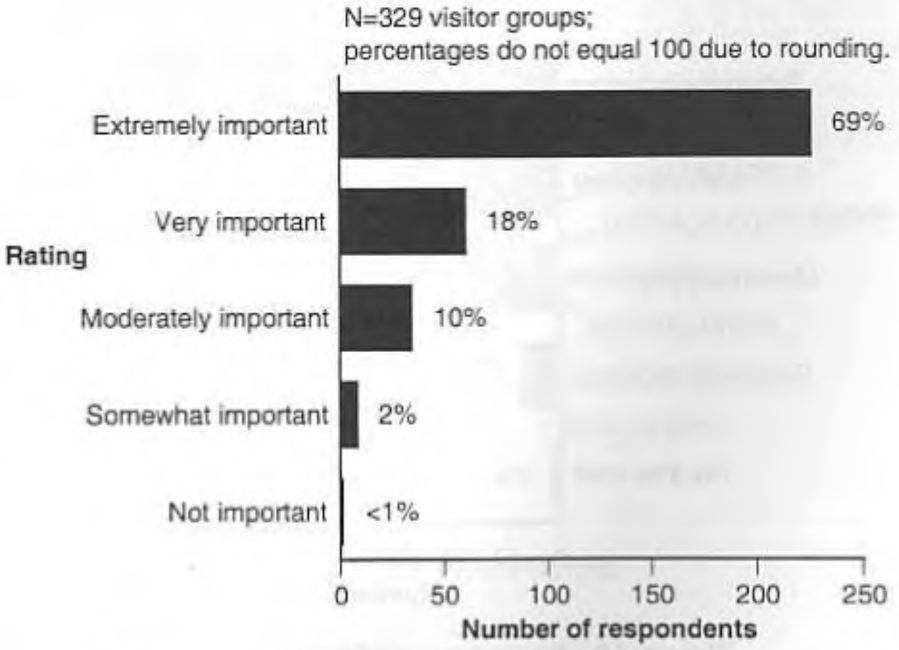


Figure 20: Importance of parking areas

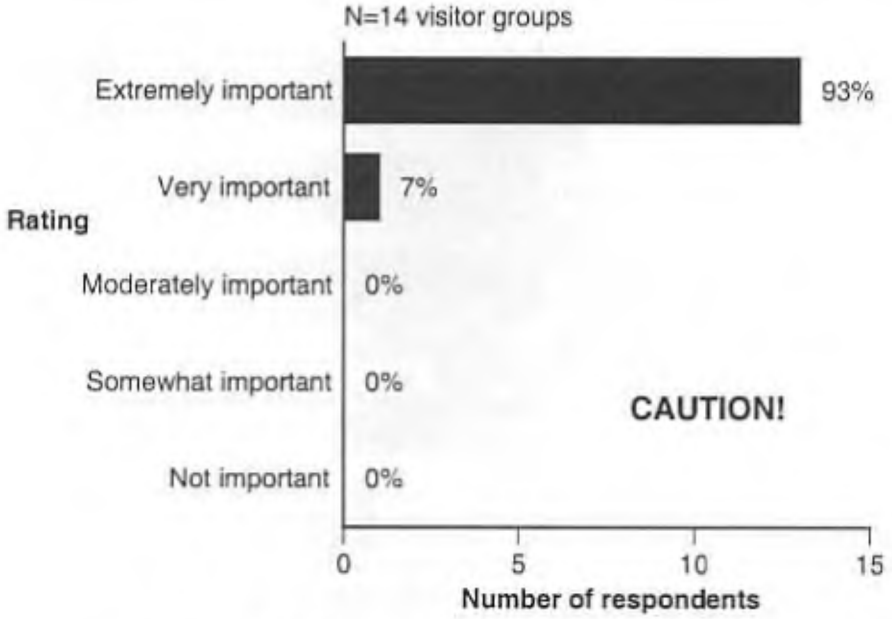


Figure 21: Importance of handicapped accessibility

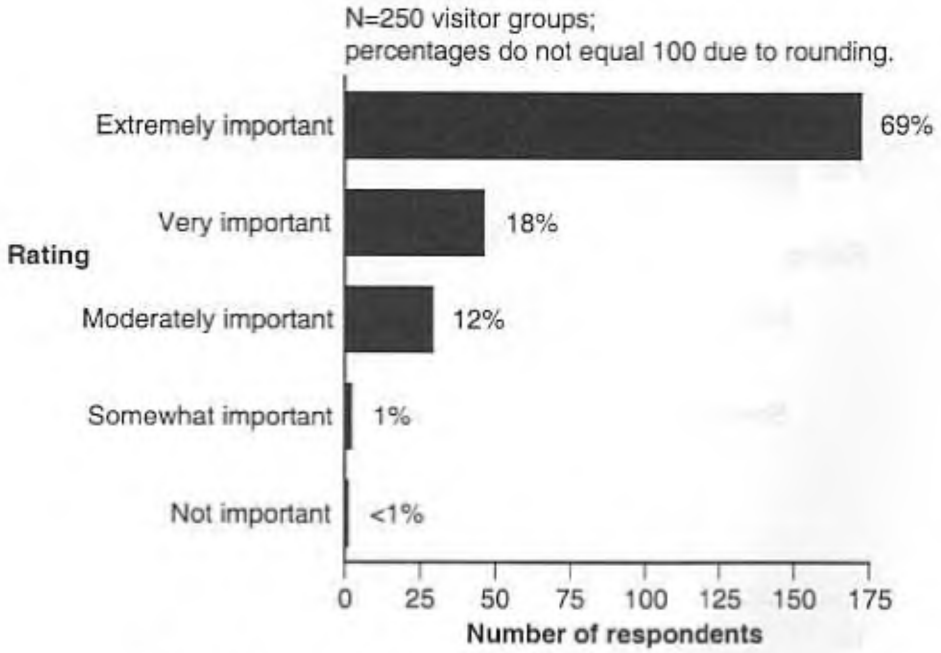


Figure 22: Importance of roads

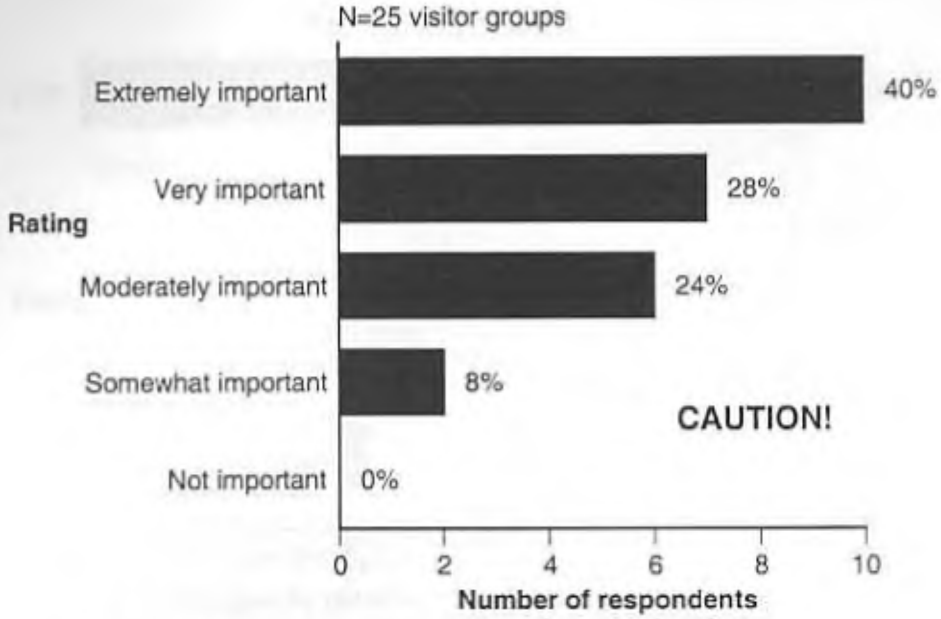


Figure 23: Importance of boat rentals

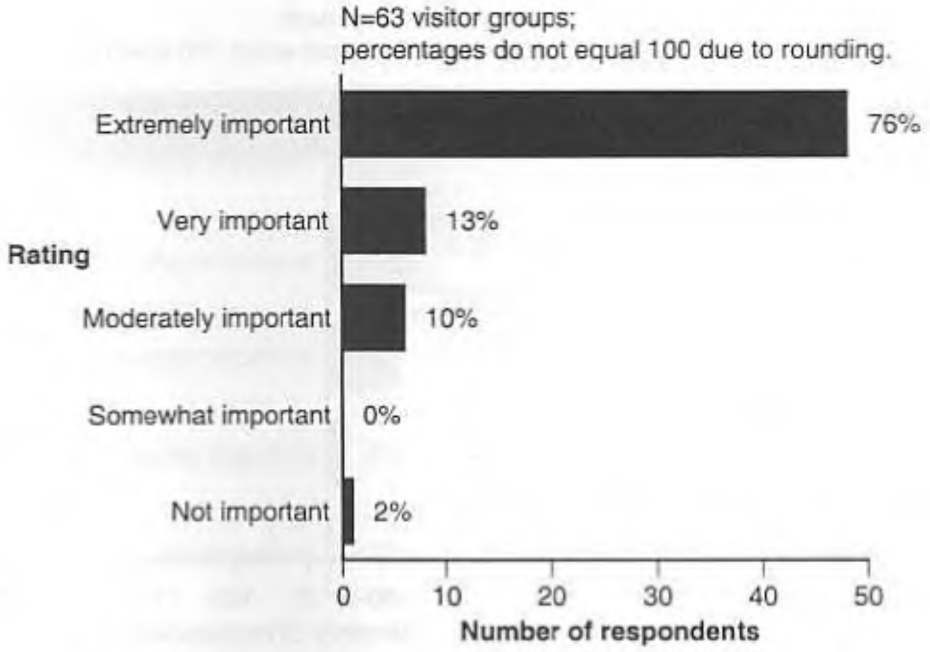


Figure 24: Importance of campgrounds

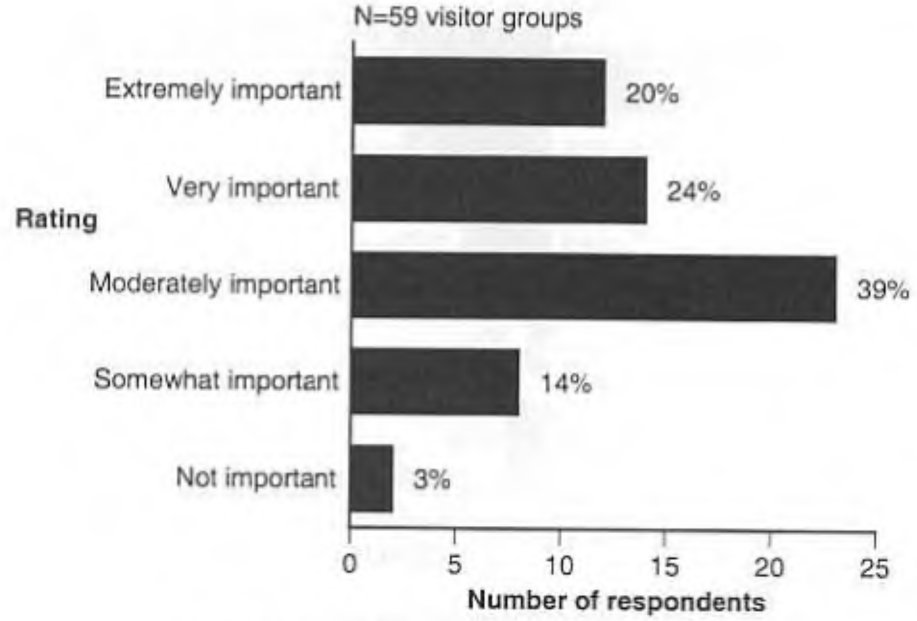


Figure 25: Importance of food services

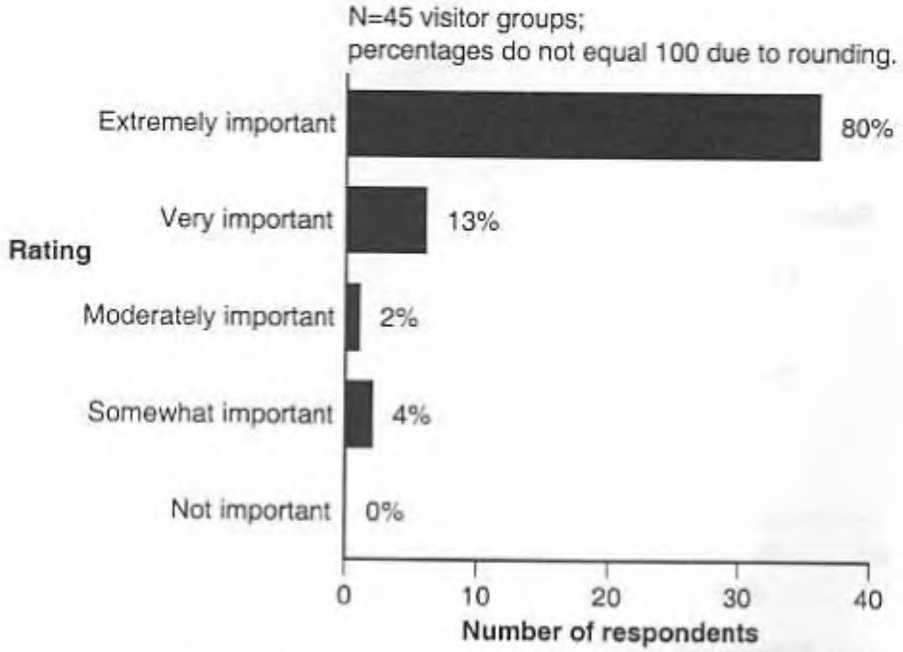


Figure 26: Importance of lifeguards

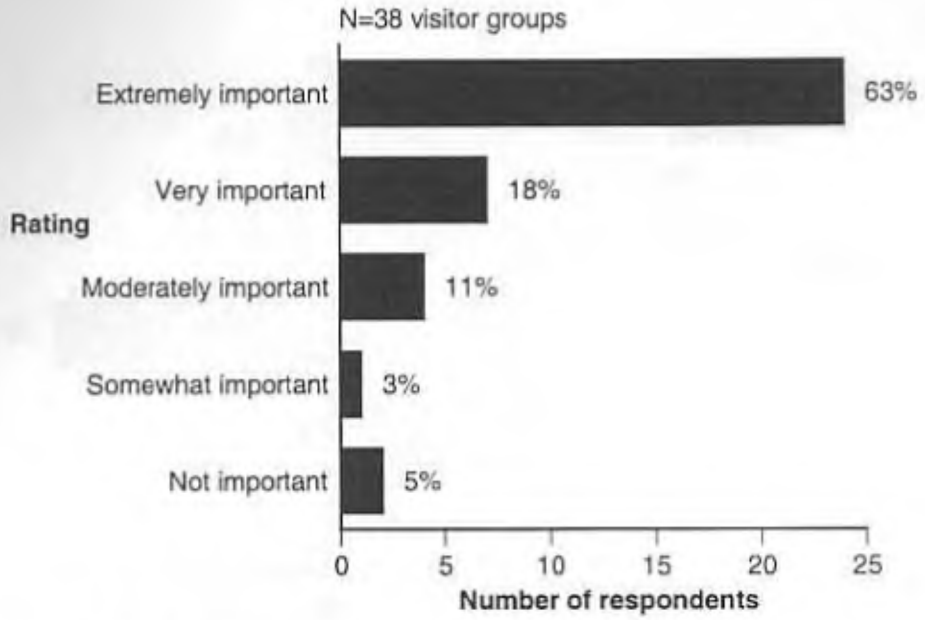


Figure 27: Importance of law enforcement patrols

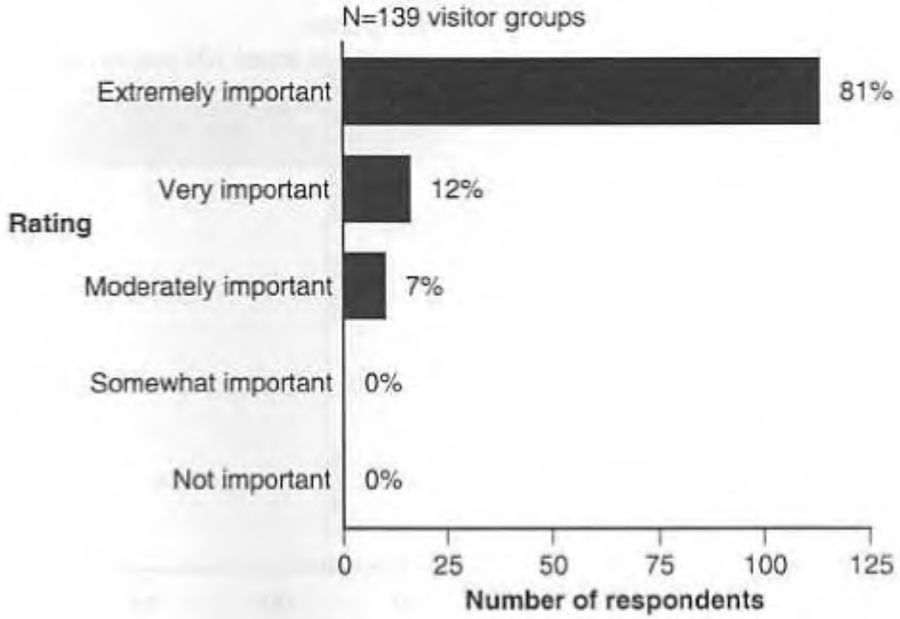


Figure 28: Importance of boat launches/docks

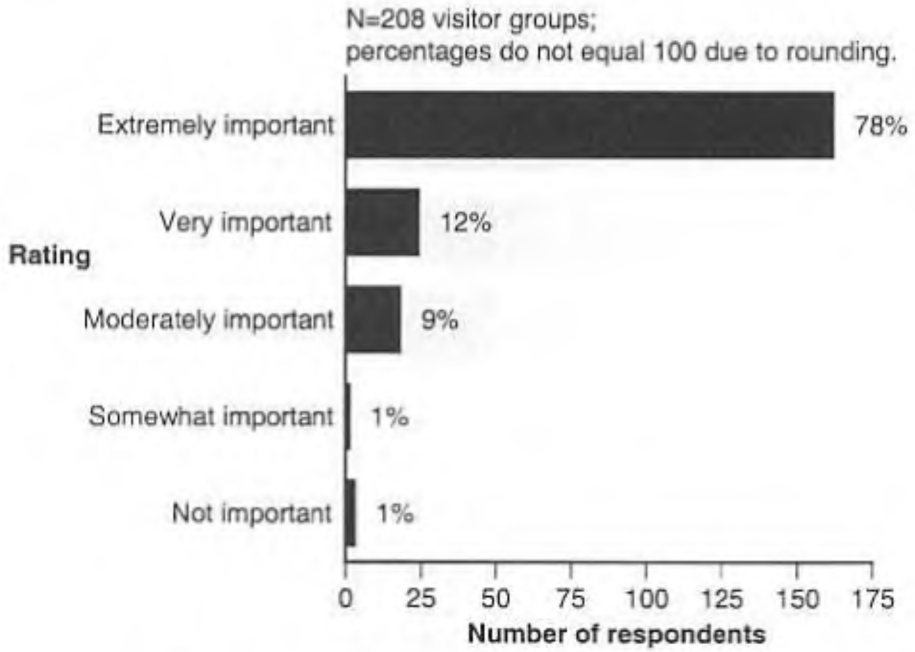


Figure 29: Importance of garbage/litter collection

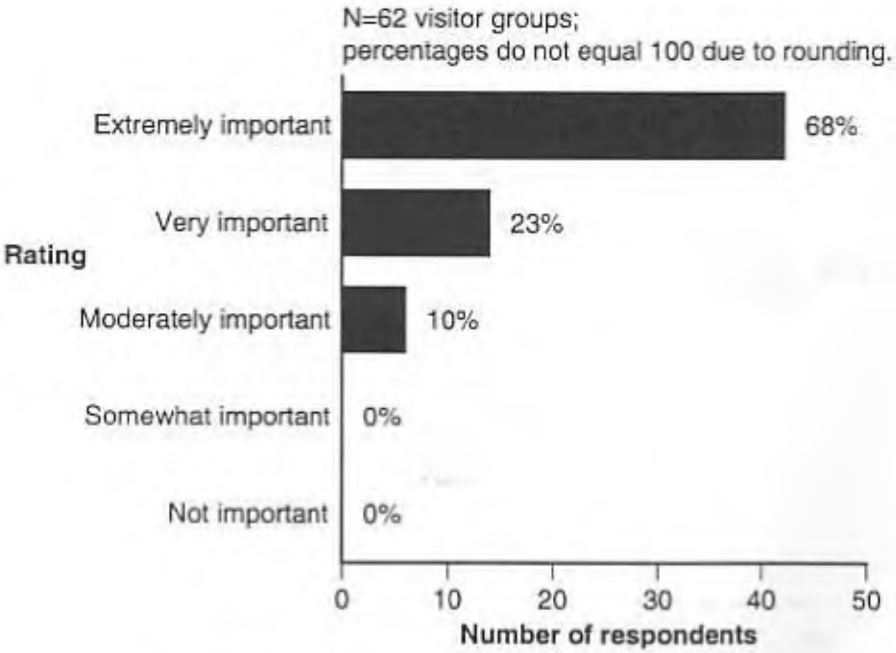


Figure 30: Importance of navigational aids (buoys, etc.)

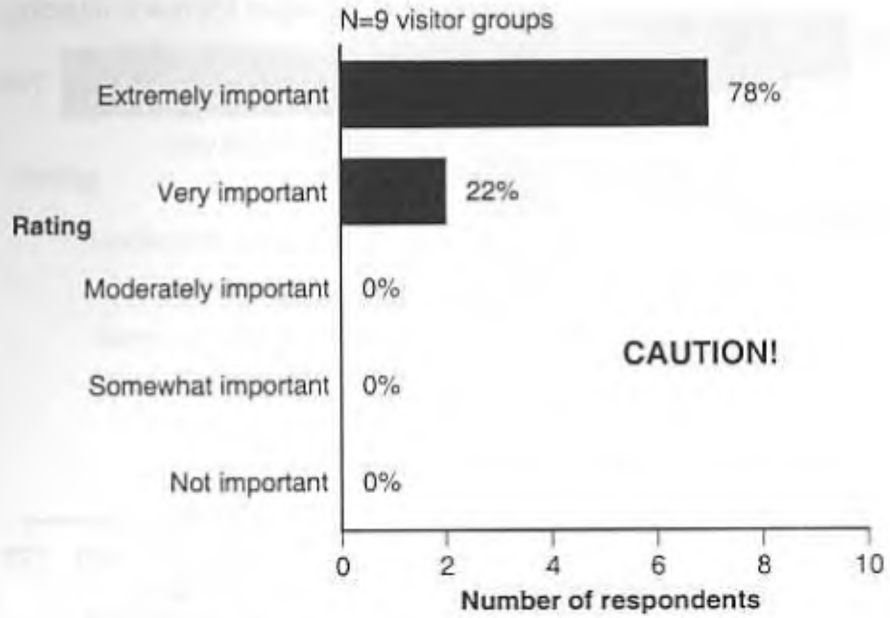


Figure 31: Importance of emergency services

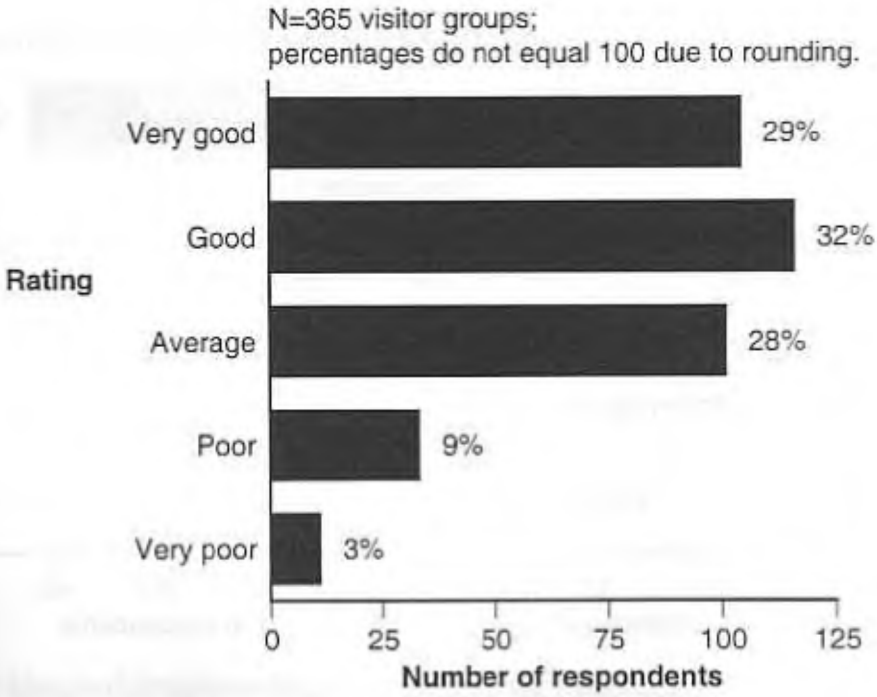


Figure 32: Quality of restrooms

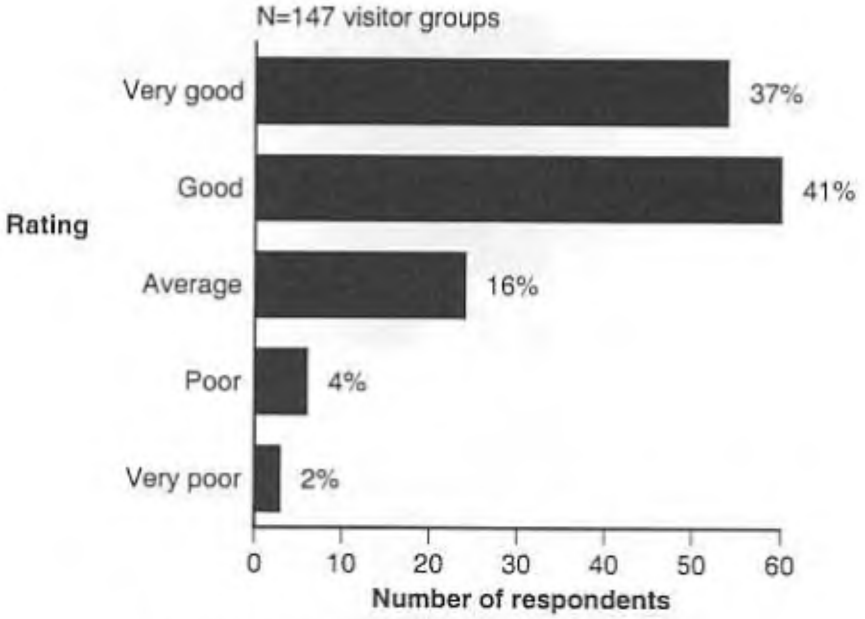


Figure 33: Quality of trails

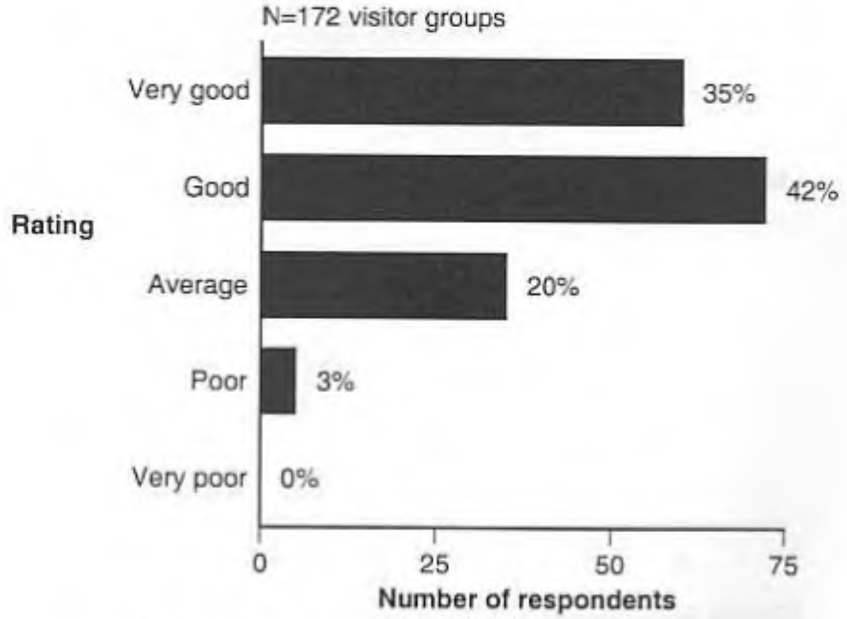


Figure 34: Quality of picnic areas

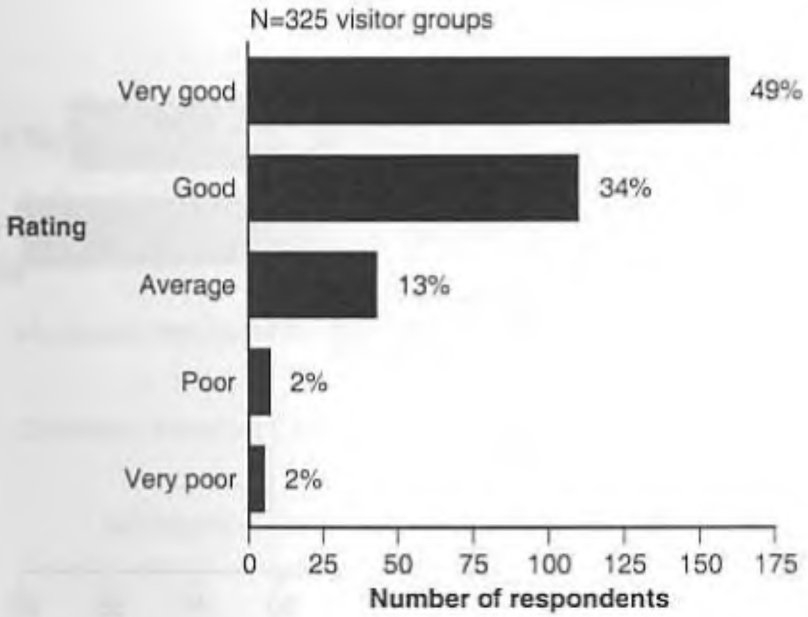


Figure 35: Quality of parking areas

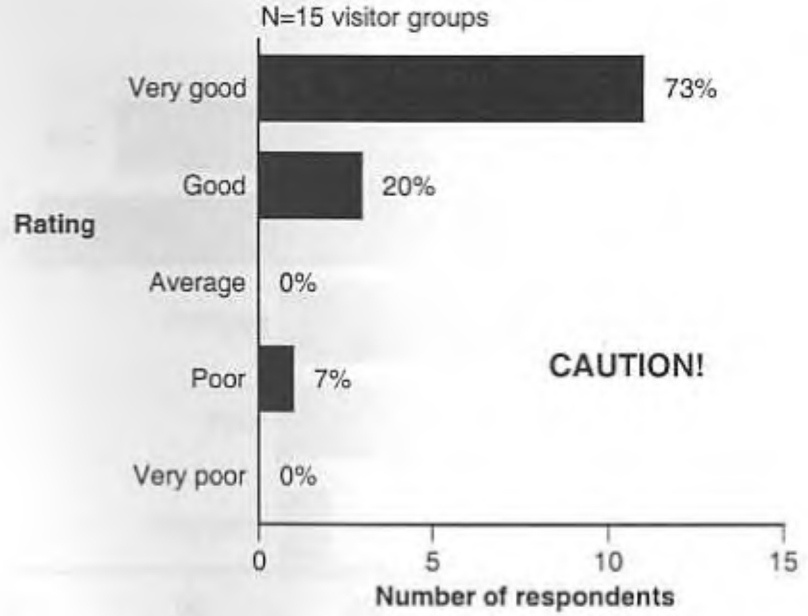


Figure 36: Quality of handicapped accessibility

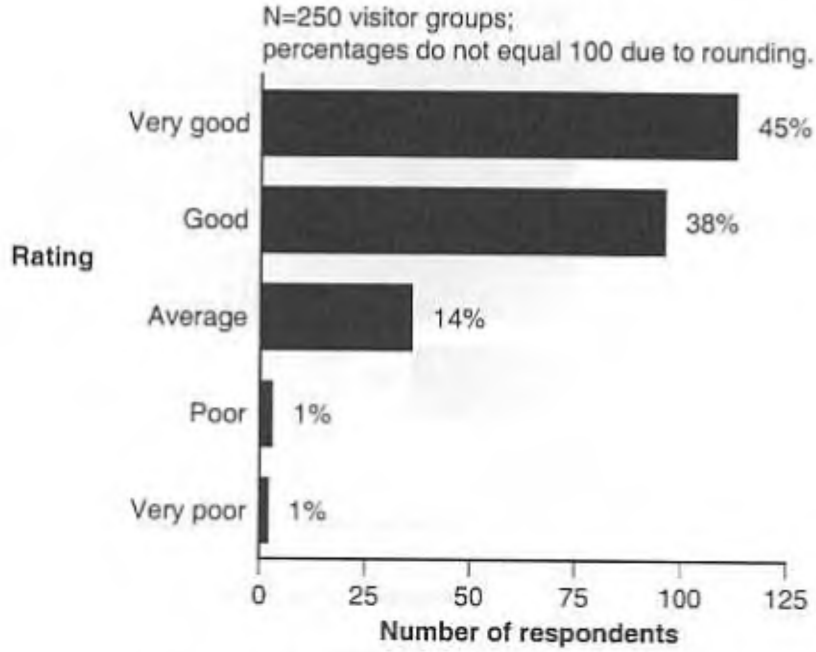


Figure 37: Quality of roads

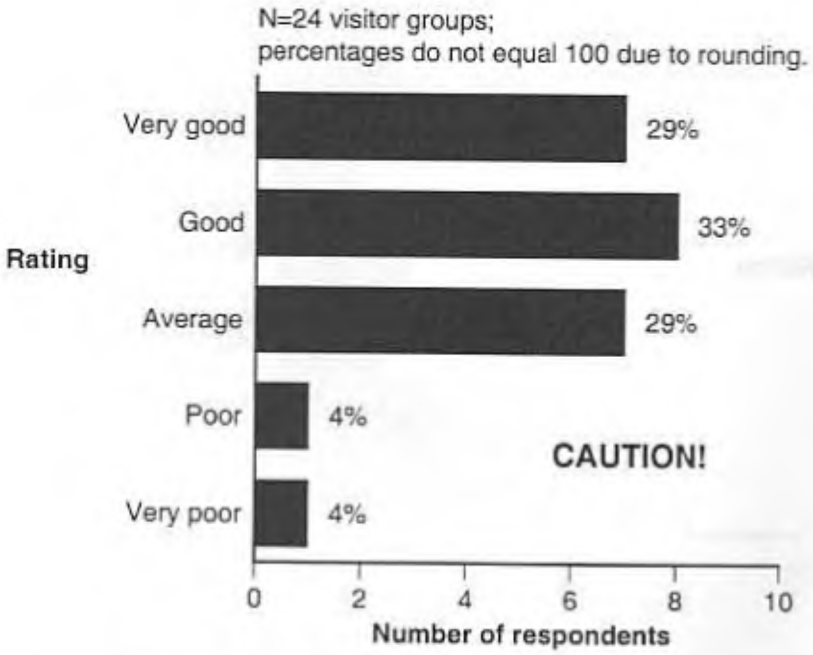


Figure 38: Quality of boat rentals

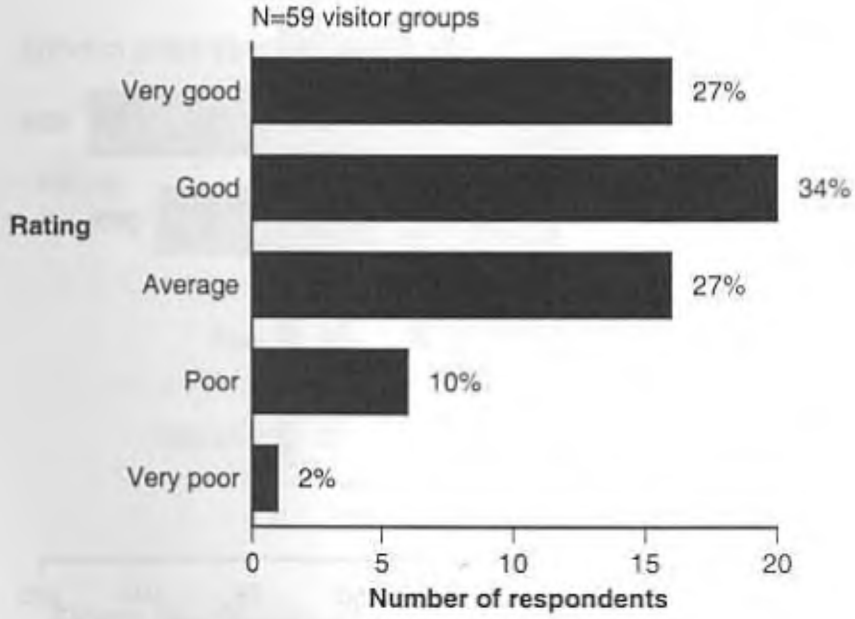


Figure 39: Quality of campgrounds

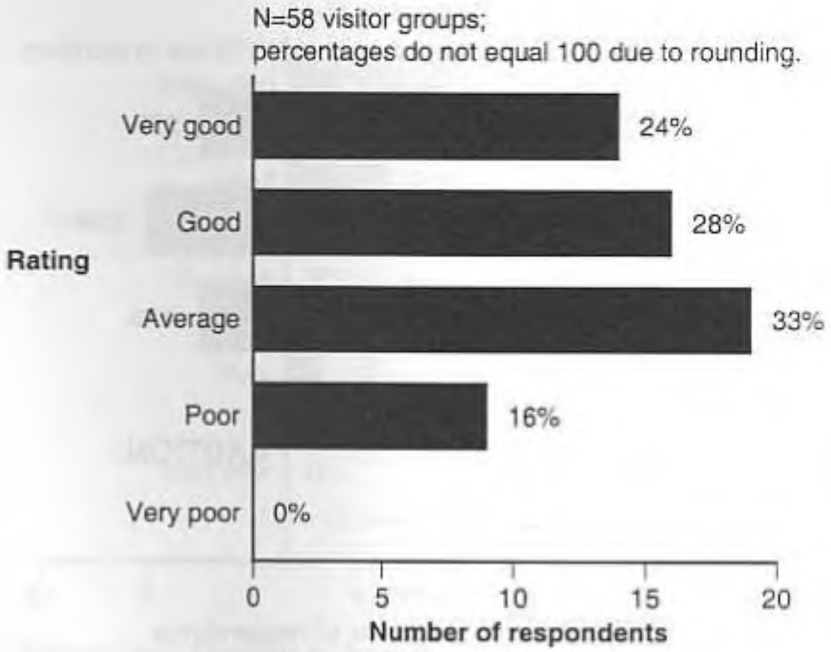


Figure 40: Quality of food services

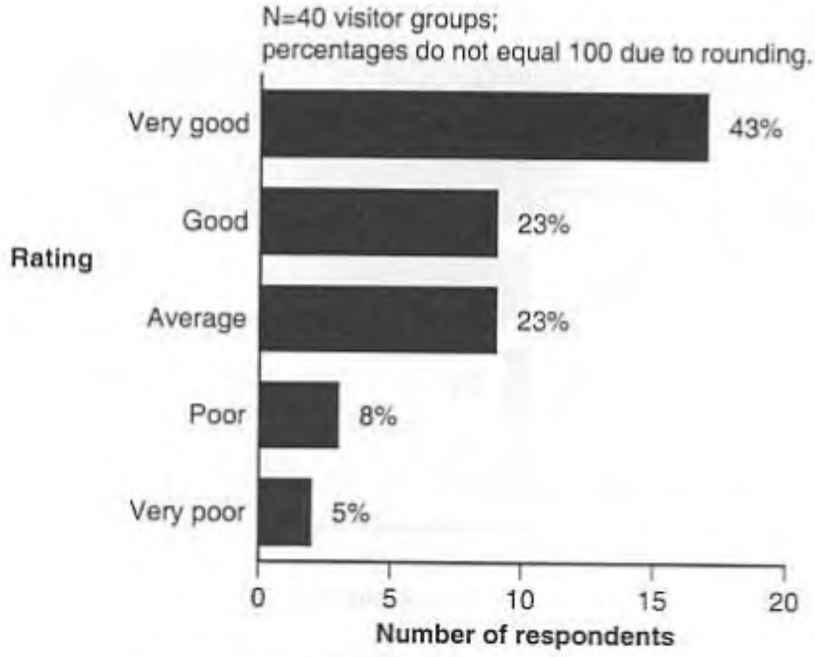


Figure 41: Quality of lifeguards

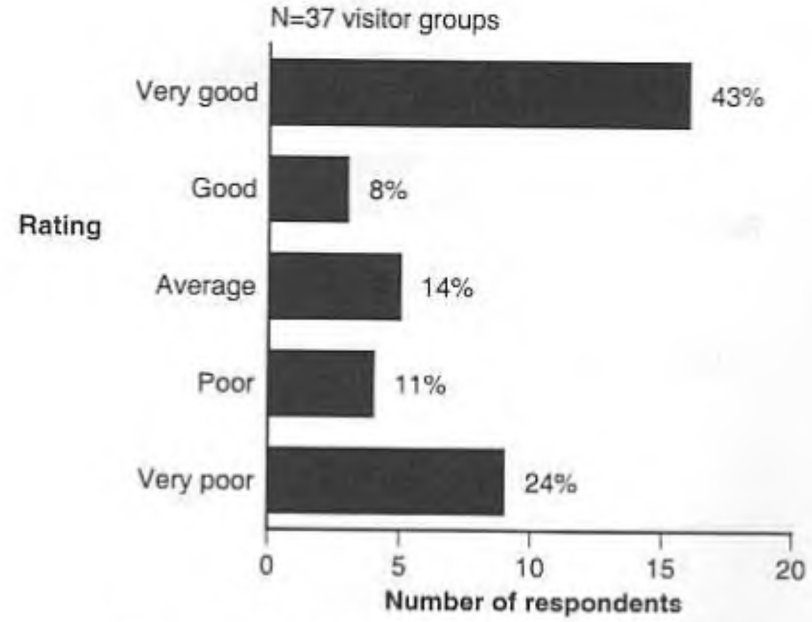


Figure 42: Quality of law enforcement patrols

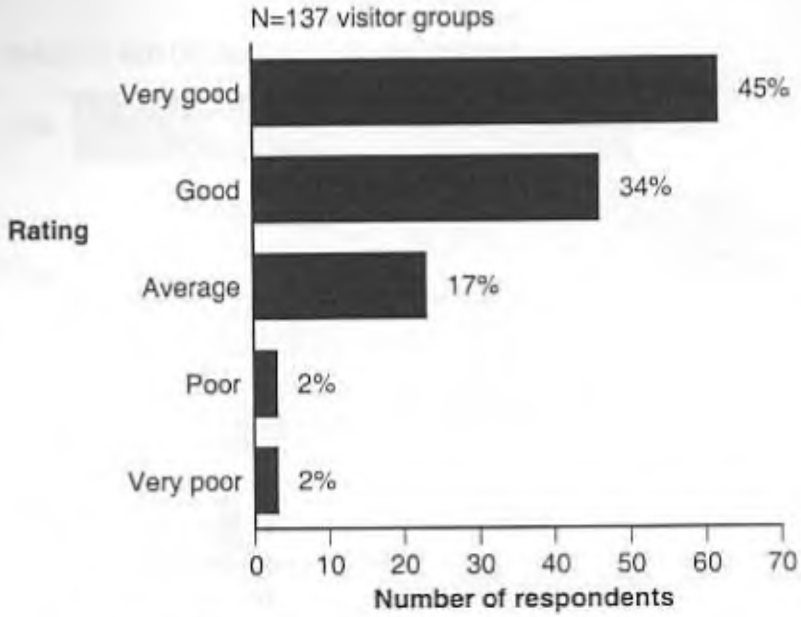


Figure 43: Quality of boat launches/docks

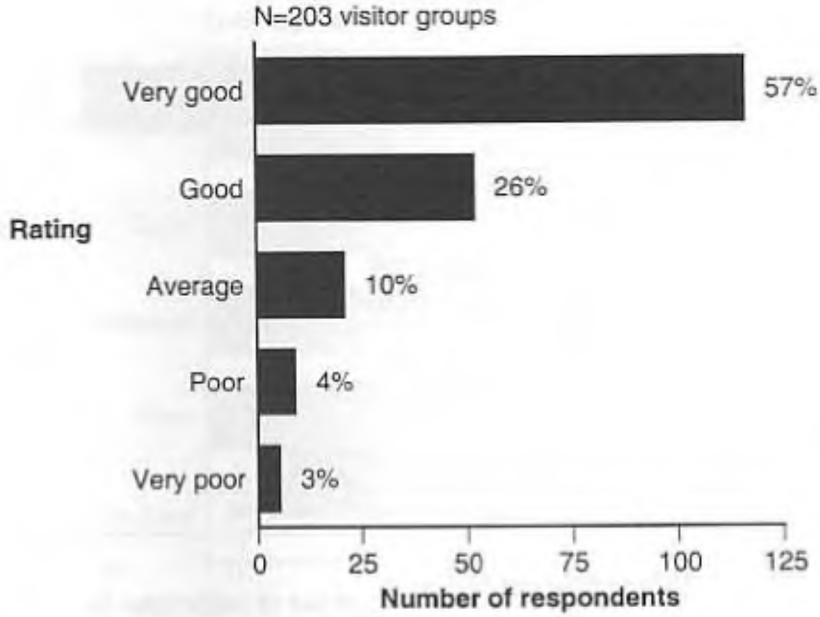


Figure 44: Quality of garbage/litter collection

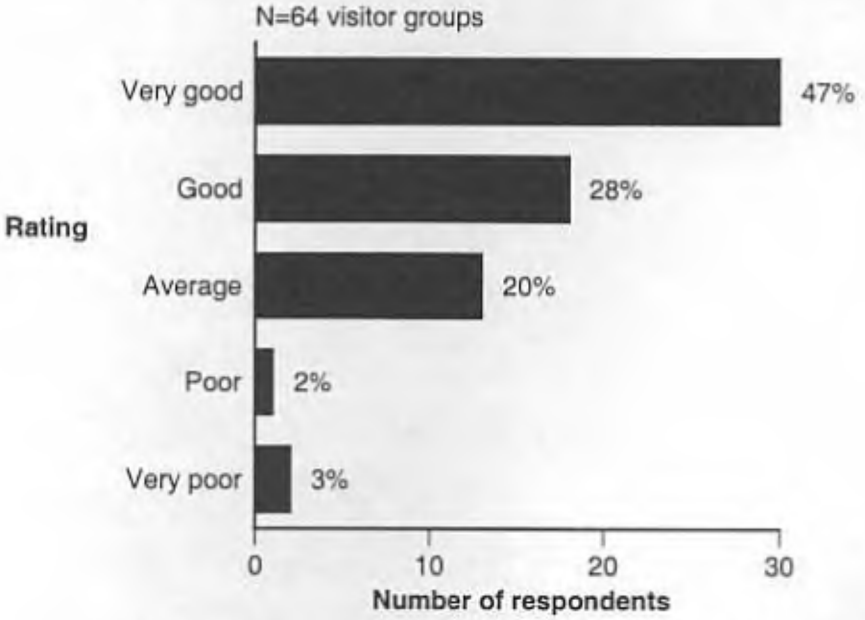


Figure 45: Quality of navigational aids (buoys, etc.)

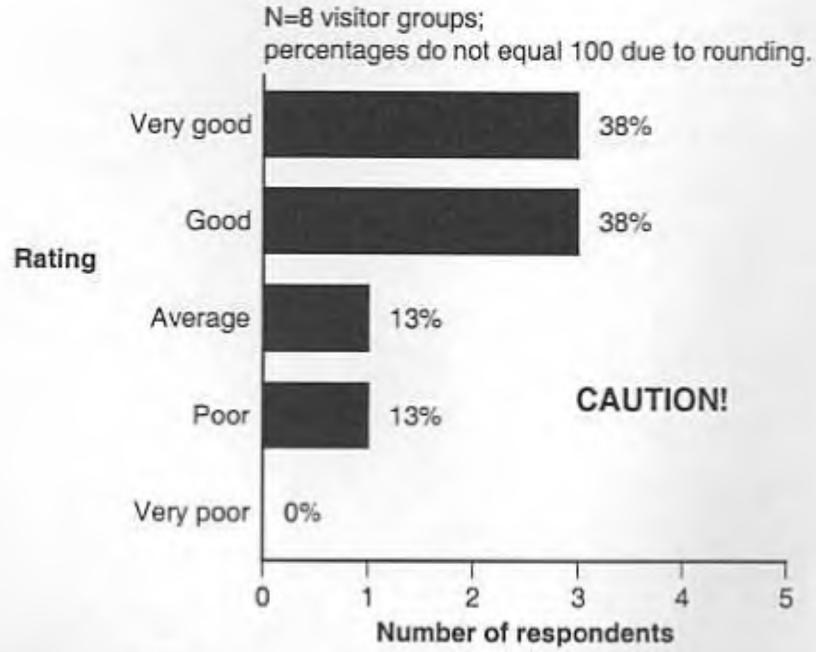


Figure 46: Quality of emergency services

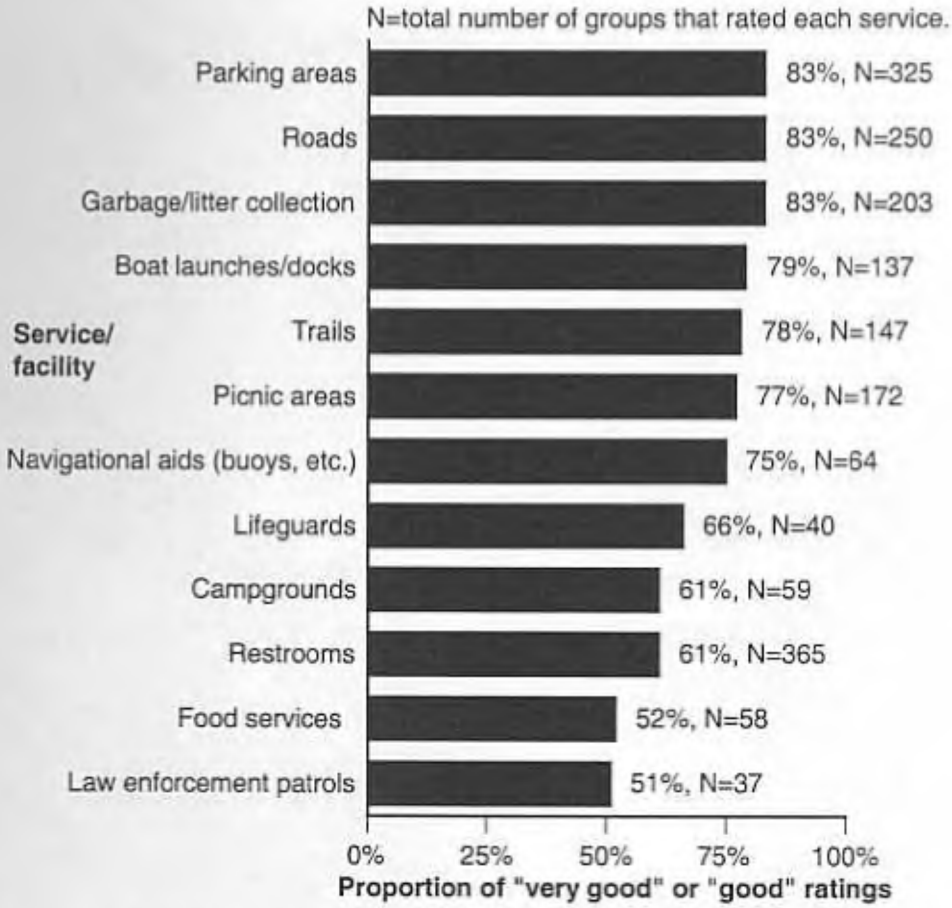


Figure 47: Combined proportions of "very good" or "good" quality ratings for services

Information services: use, importance and quality

Visitor groups were asked to note the information services they used during their visit to Whiskeytown NRA. As shown by Figure 48, the information services that were most commonly used by visitor groups were road signs (69%), information from park staff (46%), the park brochure/map (37%) and trail signs (28%). The least used information service was ranger-led programs (7%).

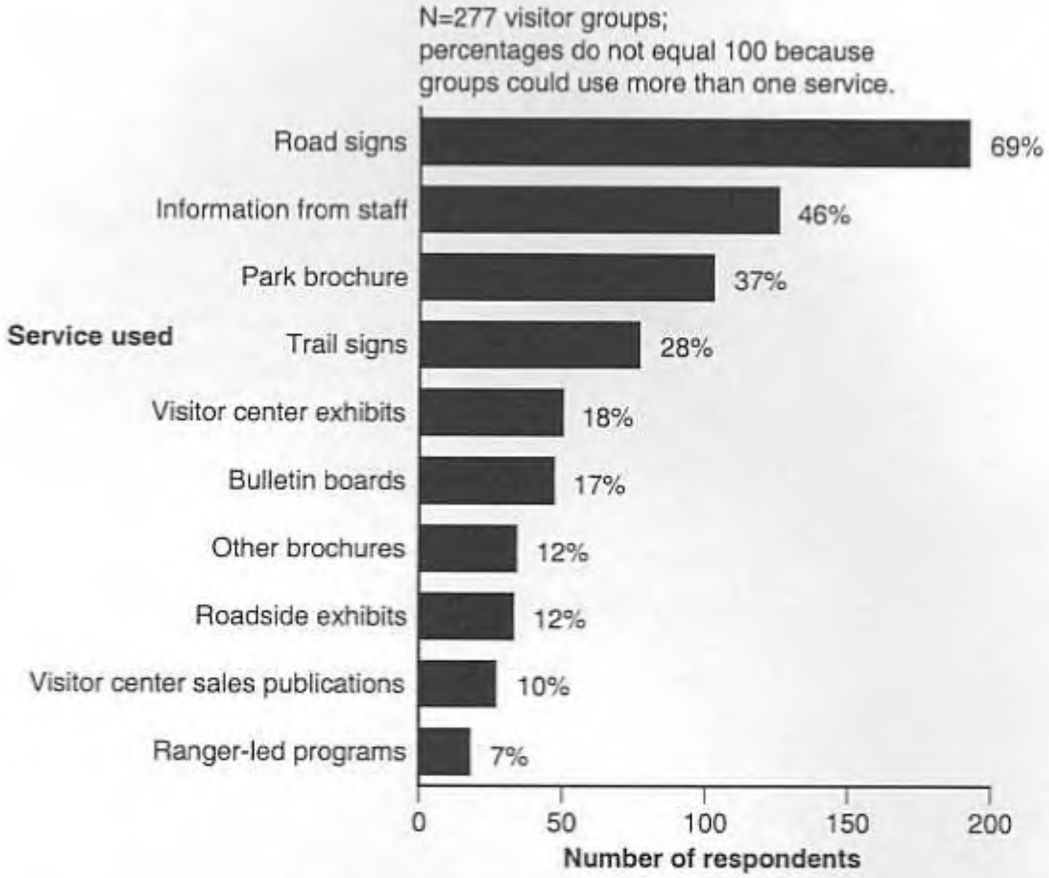


Figure 48: Information services used

Visitor groups rated the importance and quality of each of the information services they used. The following five point scales were used in the questionnaire:

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

Figure 49 shows the average importance and quality ratings for information services. An average score was determined for each service based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grid shown in Figure 49. All services were rated as above "average" both in importance and quality. It should be noted that visitor center sales publications and ranger-led programs were not rated by enough people to provide reliable data.

Figures 50-59 show the importance ratings that were provided by visitor groups for each of the individual information services. Those services receiving the highest proportion of "extremely important" or "very important" ratings included road signs (87%), park brochure/map (86%), other informational brochures(84%), and trail signs (83%). The highest proportion of "not important" ratings was for trail signs (3%).

Figures 60-69 show the quality ratings that were provided by visitor groups for each of the individual services. Those services receiving the highest proportion of "very good" or "good" ratings included other informational brochures (95%), the park brochure/map (92%) and information from park staff (87%). The highest proportion of "very poor" ratings was for trail signs (7%).

Figure 70 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.

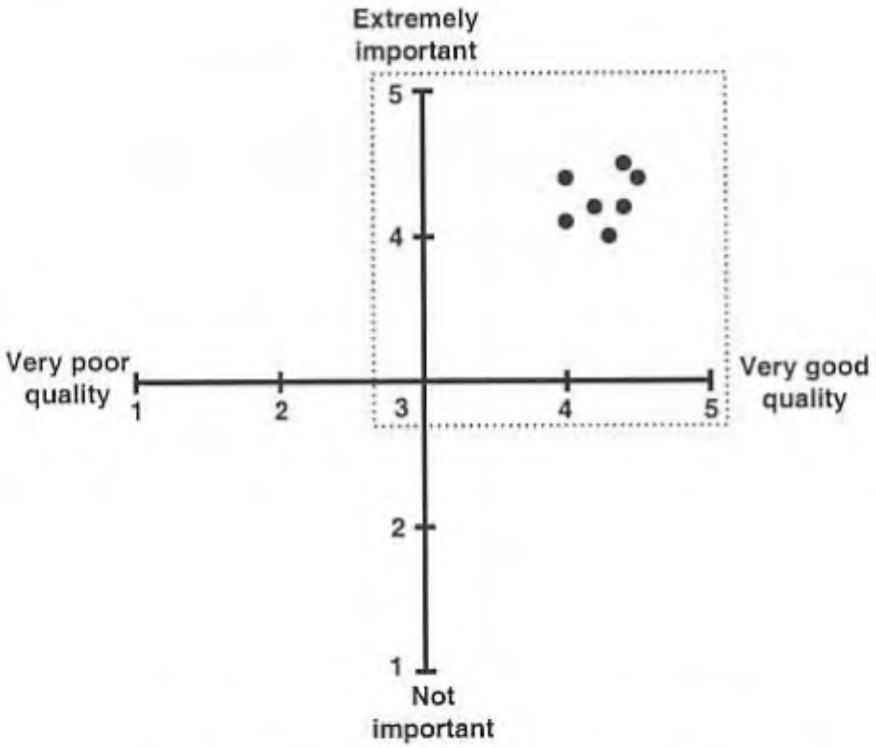


Figure 49: Average ratings of informational service importance and quality

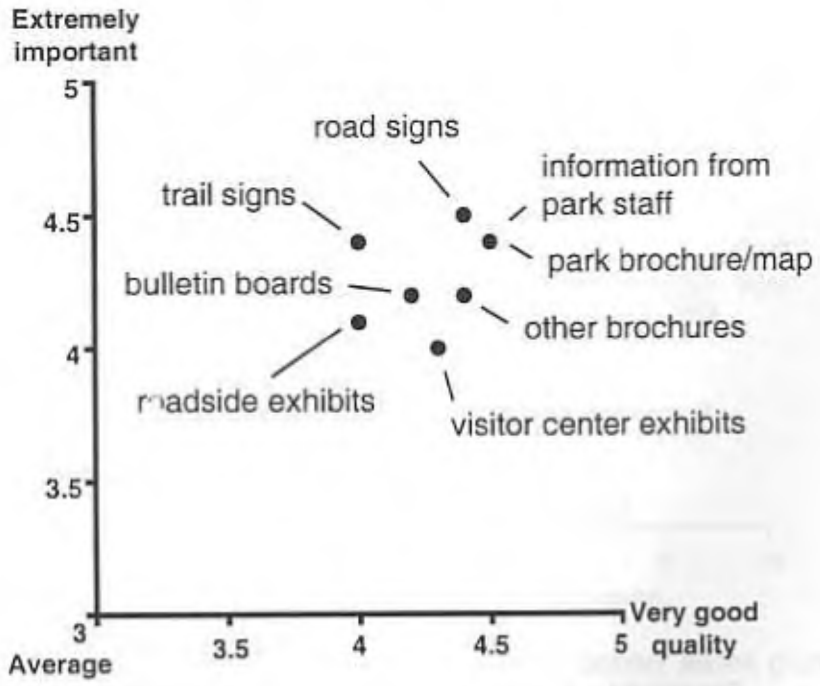


Figure 49: Detail

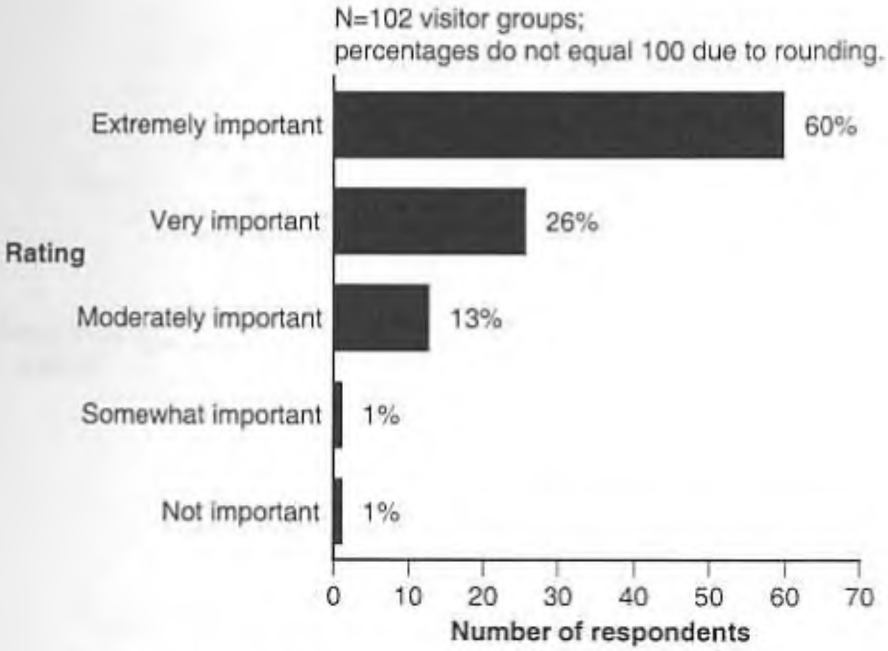


Figure 50: Importance of park brochure/map

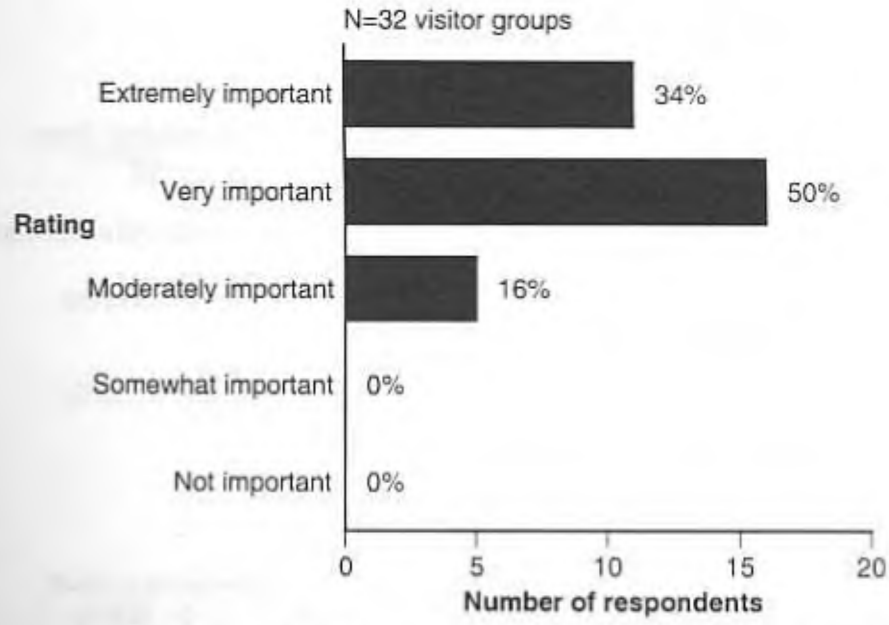


Figure 51: Importance of other informational brochures

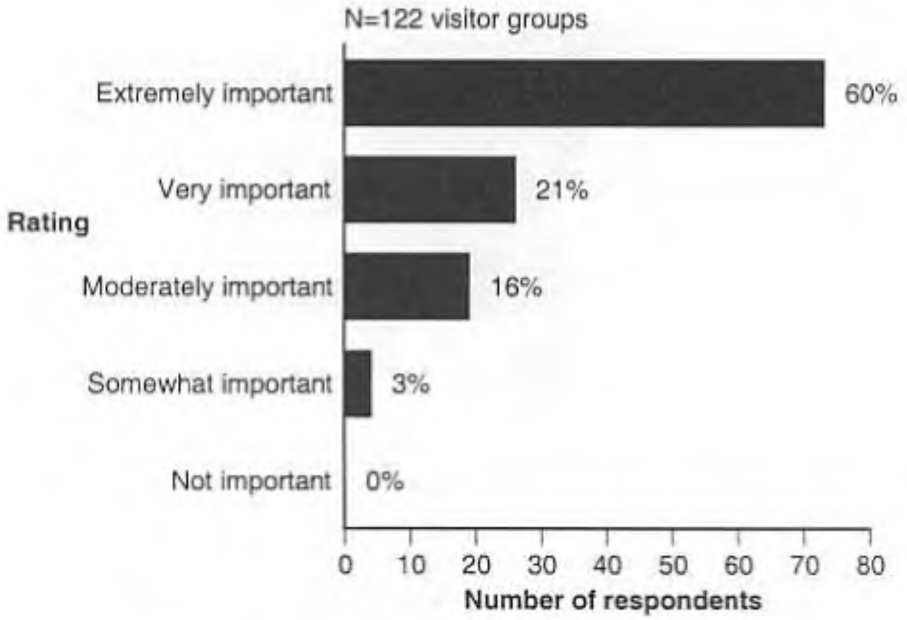


Figure 52: Importance of information from park staff

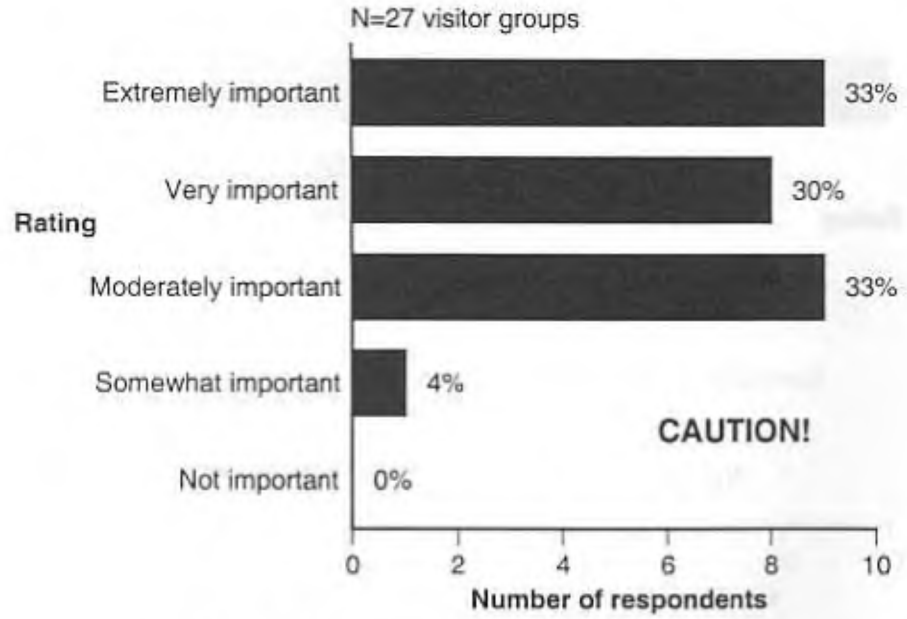


Figure 53: Importance of visitor center sales publications

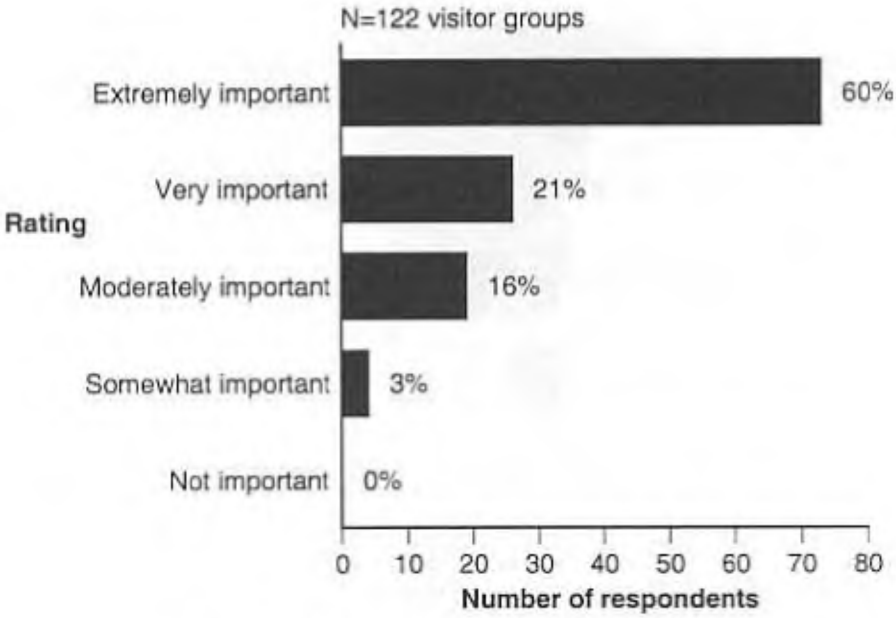


Figure 52: Importance of information from park staff

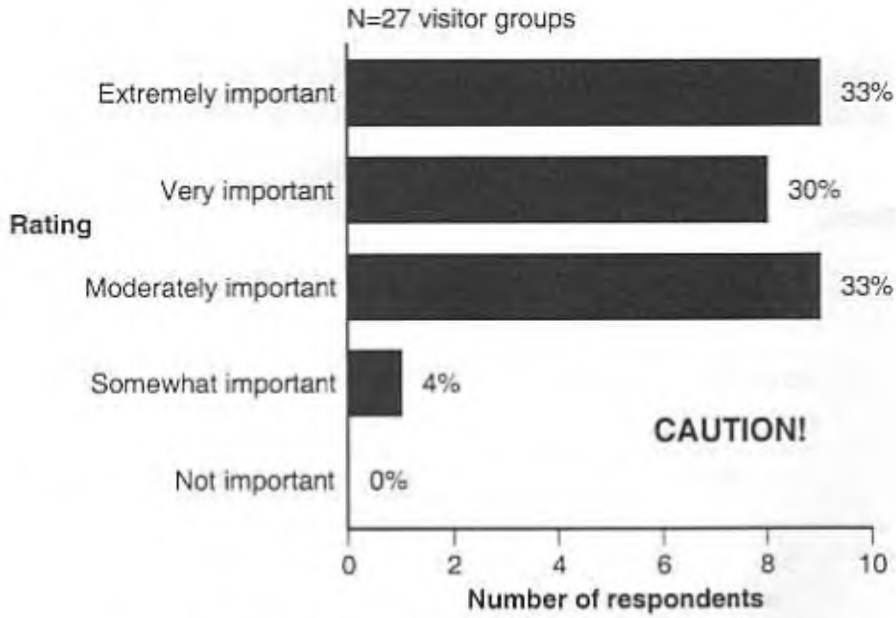


Figure 53: Importance of visitor center sales publications

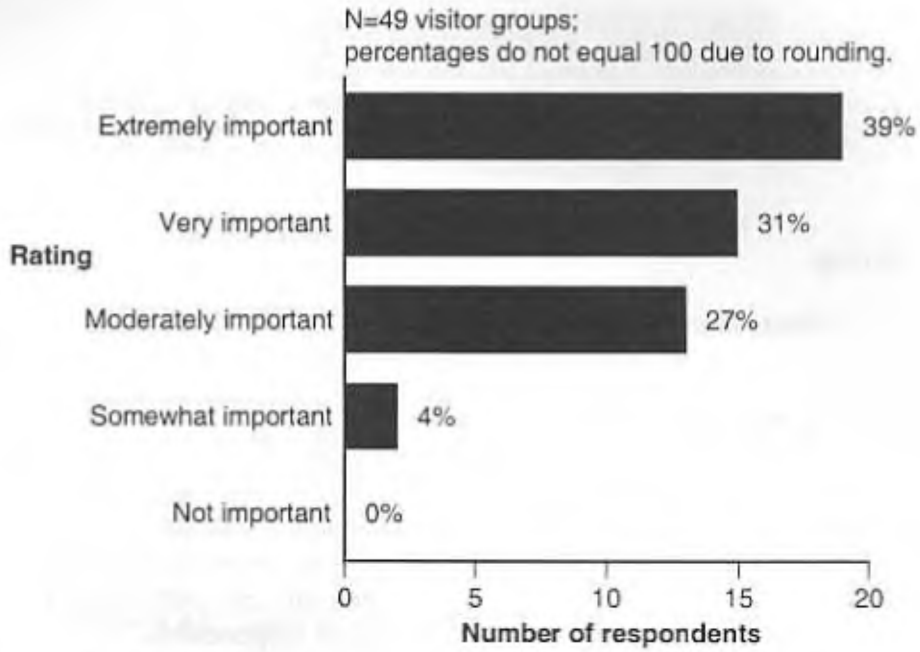


Figure 54: Importance of visitor center exhibits

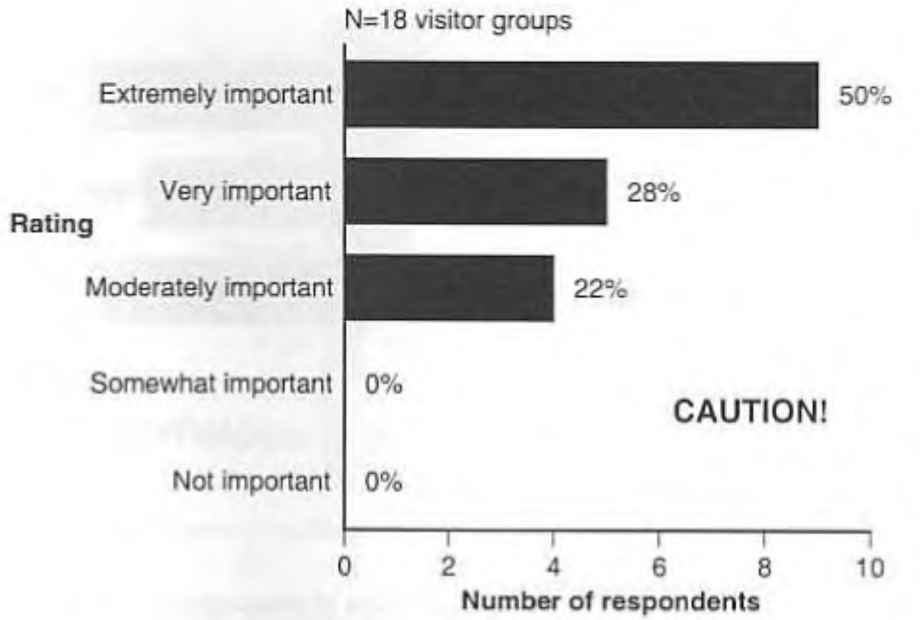


Figure 55: Importance of ranger-led programs

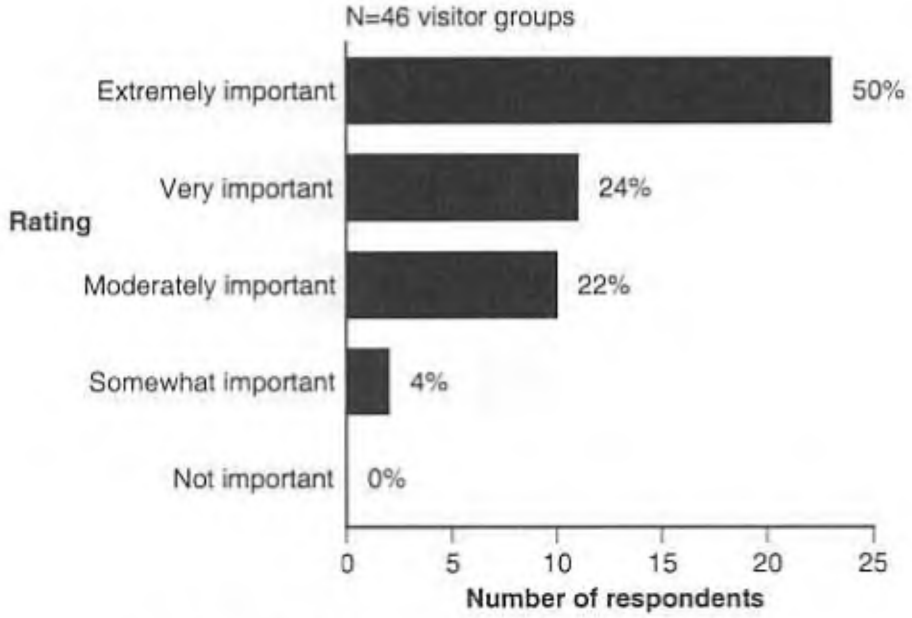


Figure 56: Importance of bulletin boards

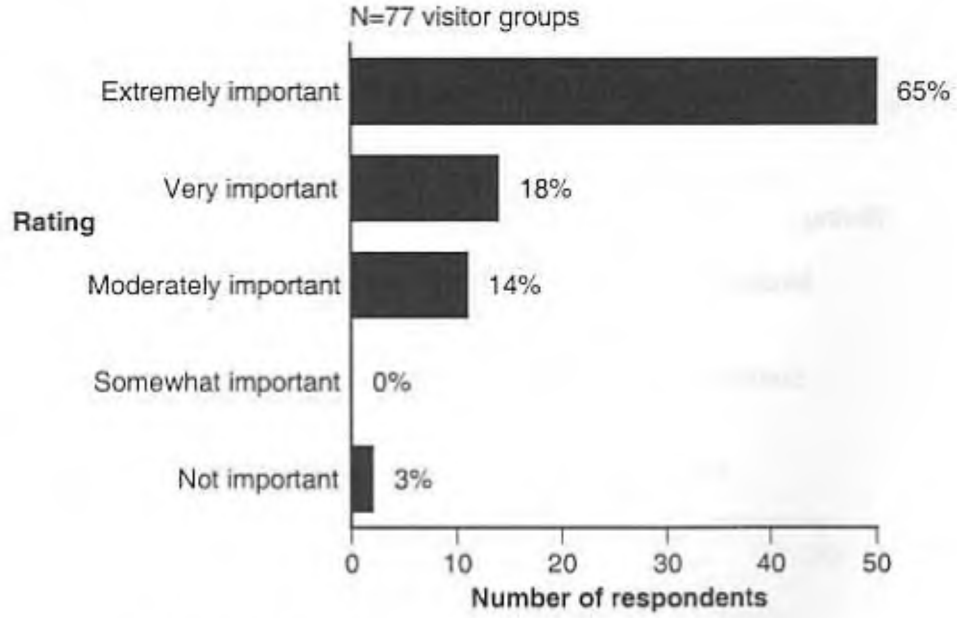


Figure 57: Importance of trail signs

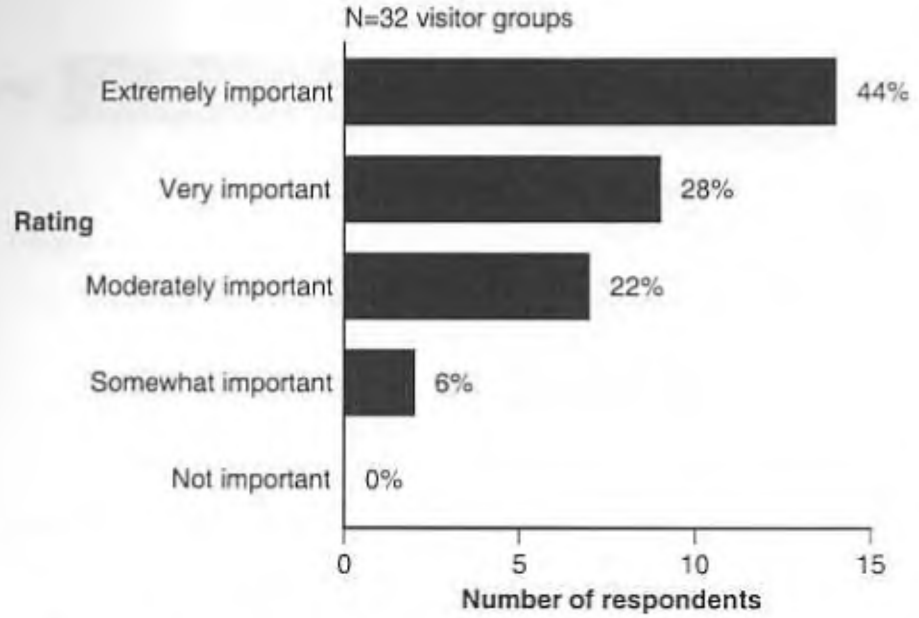


Figure 58: Importance of roadside exhibits

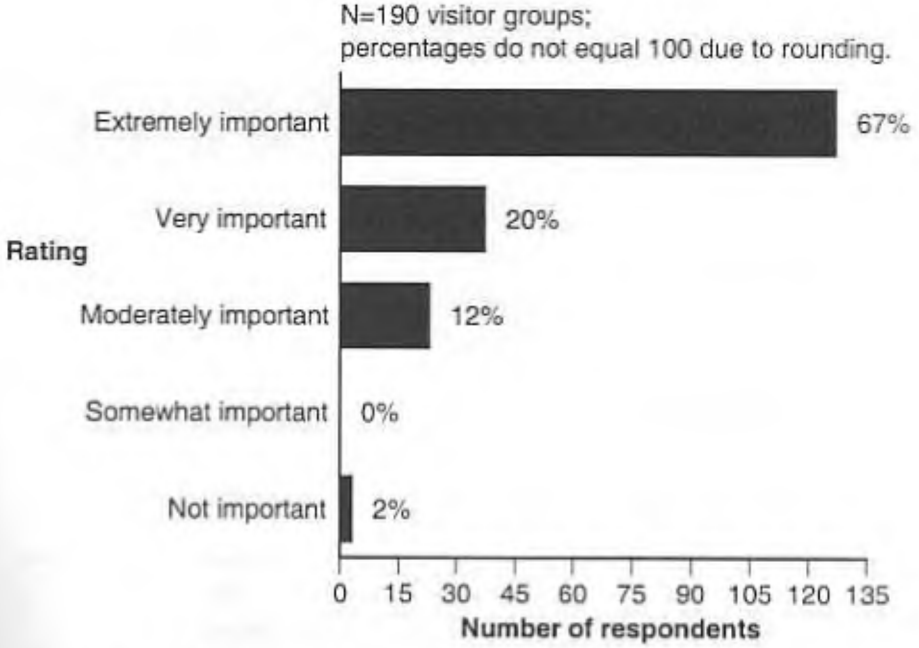


Figure 59: Importance of road signs

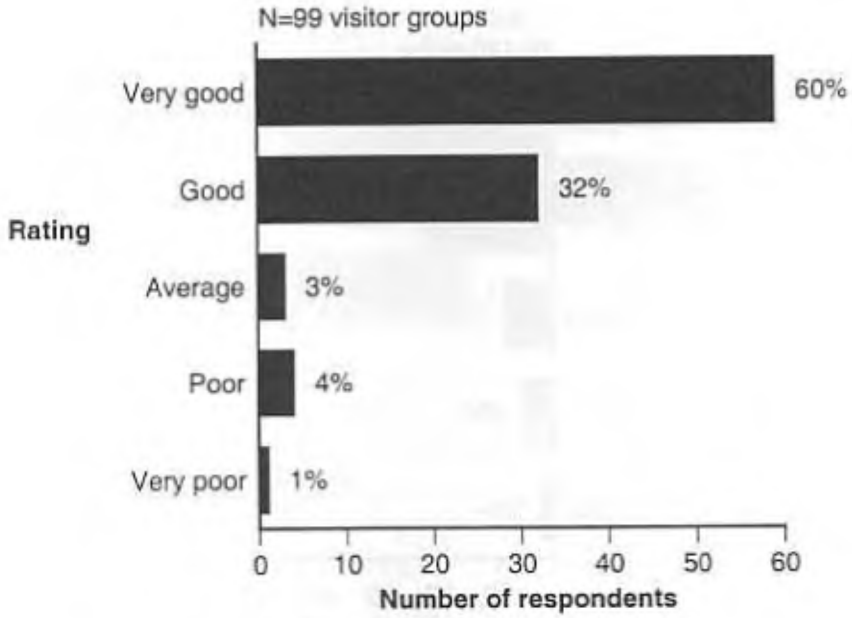


Figure 60: Quality of park brochure/map

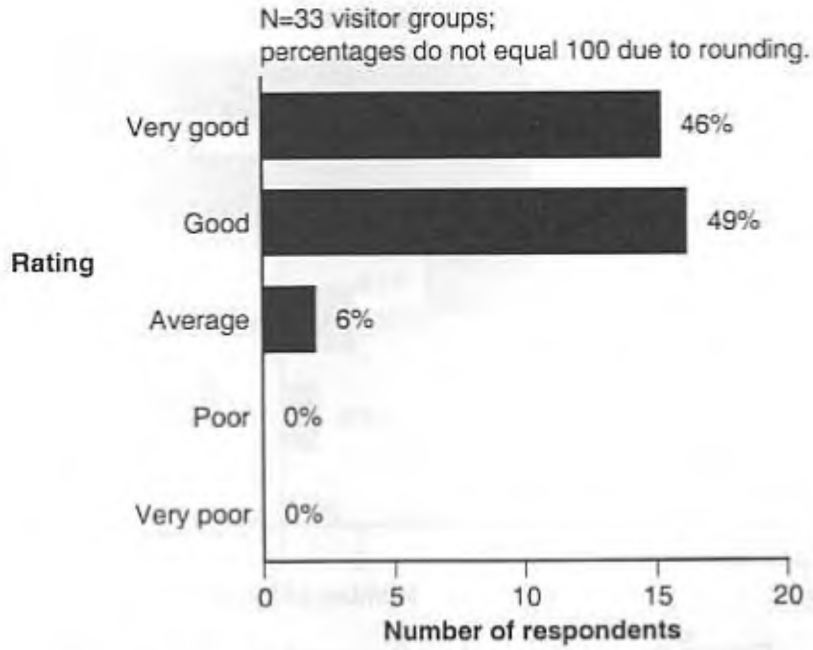


Figure 61: Quality of other informational brochures

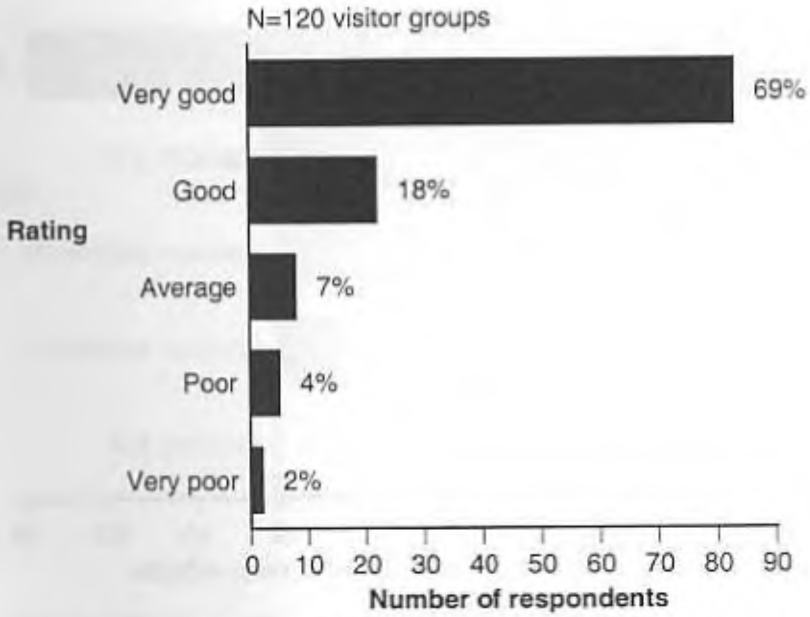


Figure 62: Quality of information from park staff

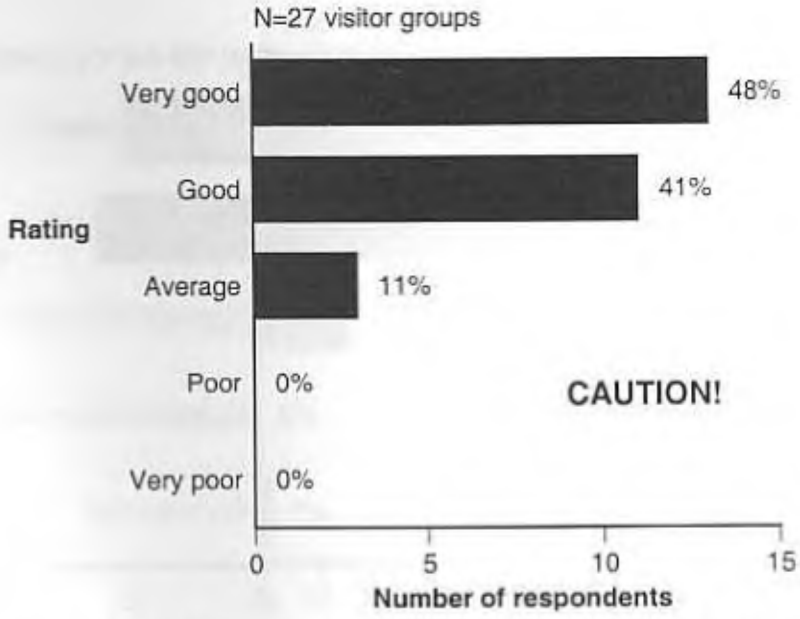


Figure 63: Quality of visitor center sales publications

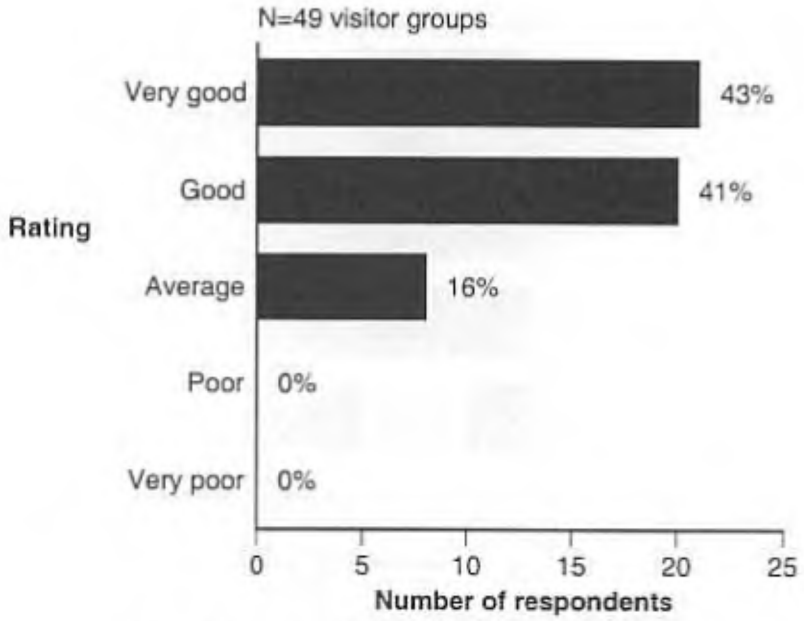


Figure 64: Quality of visitor center exhibits

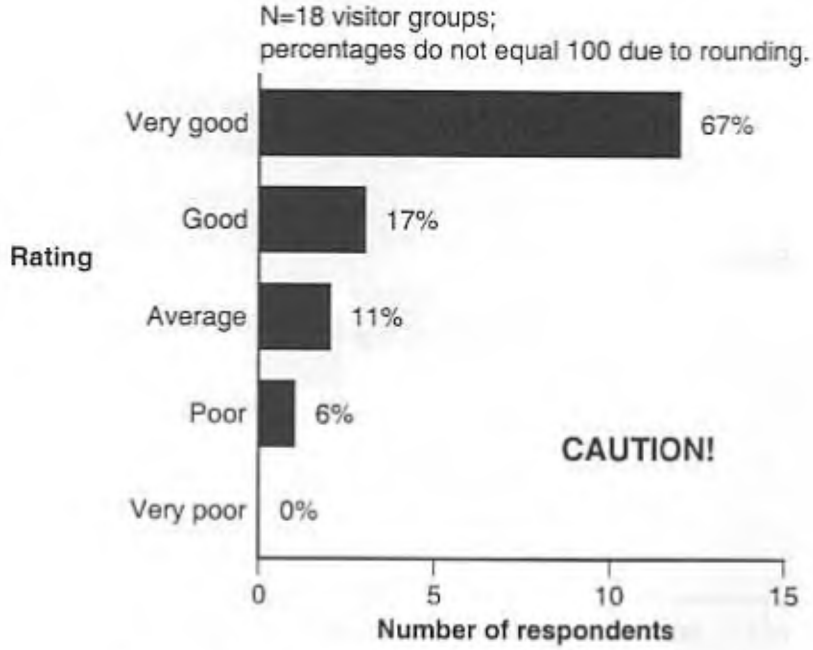


Figure 65: Quality of ranger-led programs

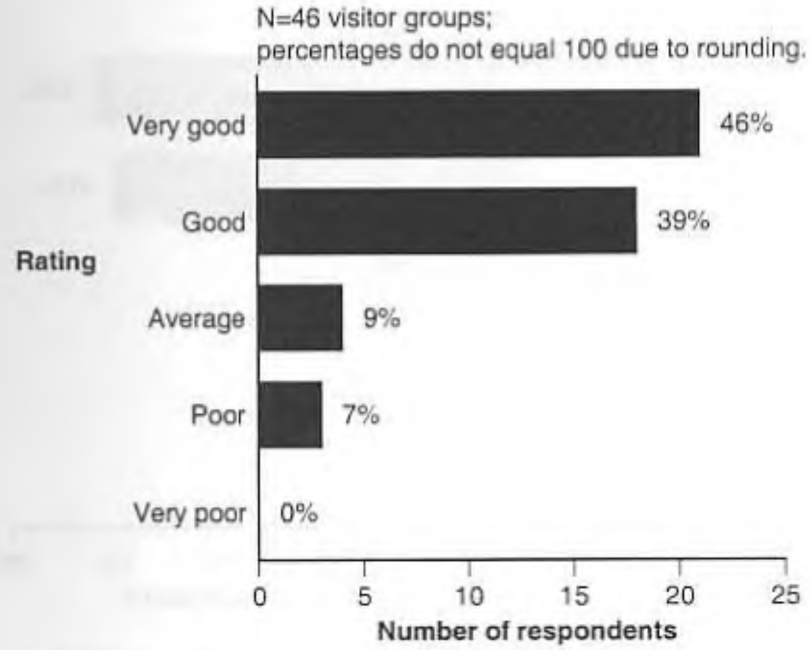


Figure 66: Quality of bulletin boards

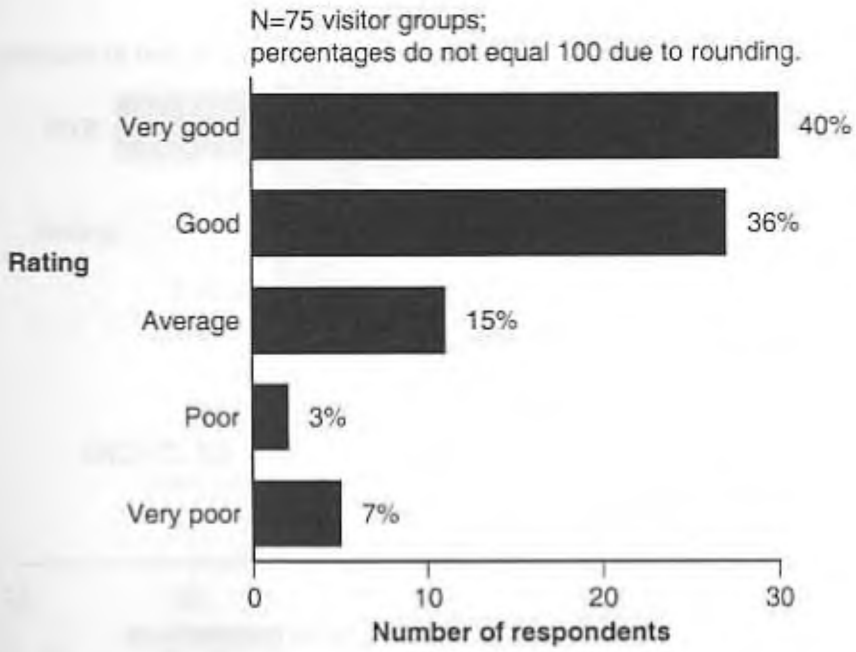


Figure 67: Quality of trail signs

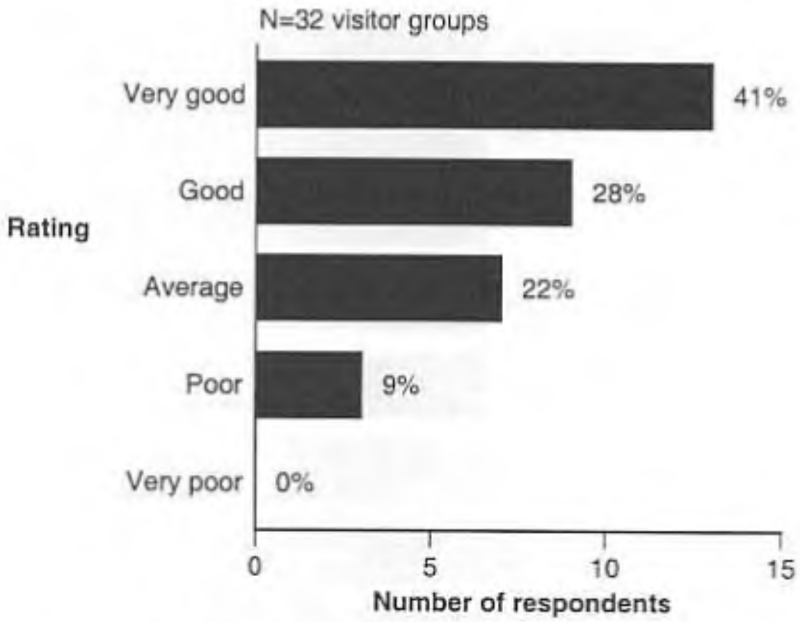


Figure 68: Quality of roadside exhibits

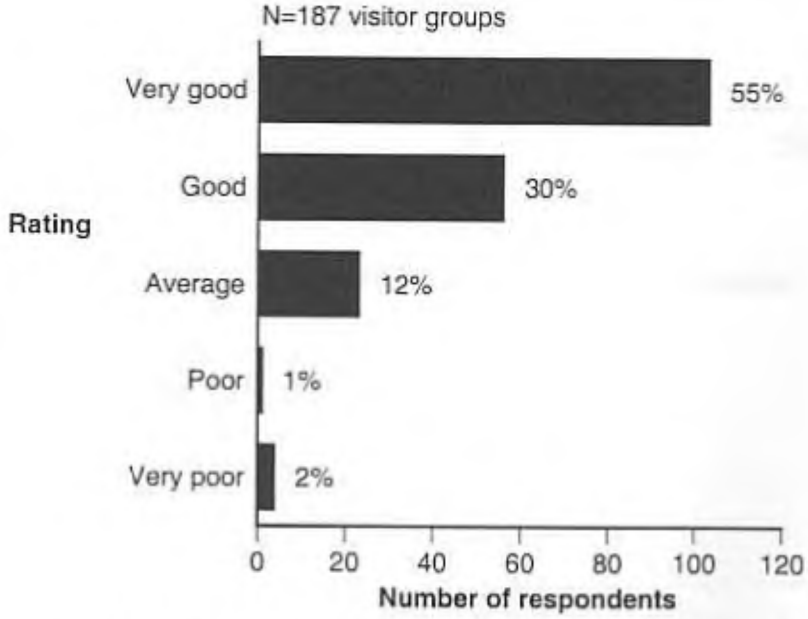


Figure 69: Quality of road signs

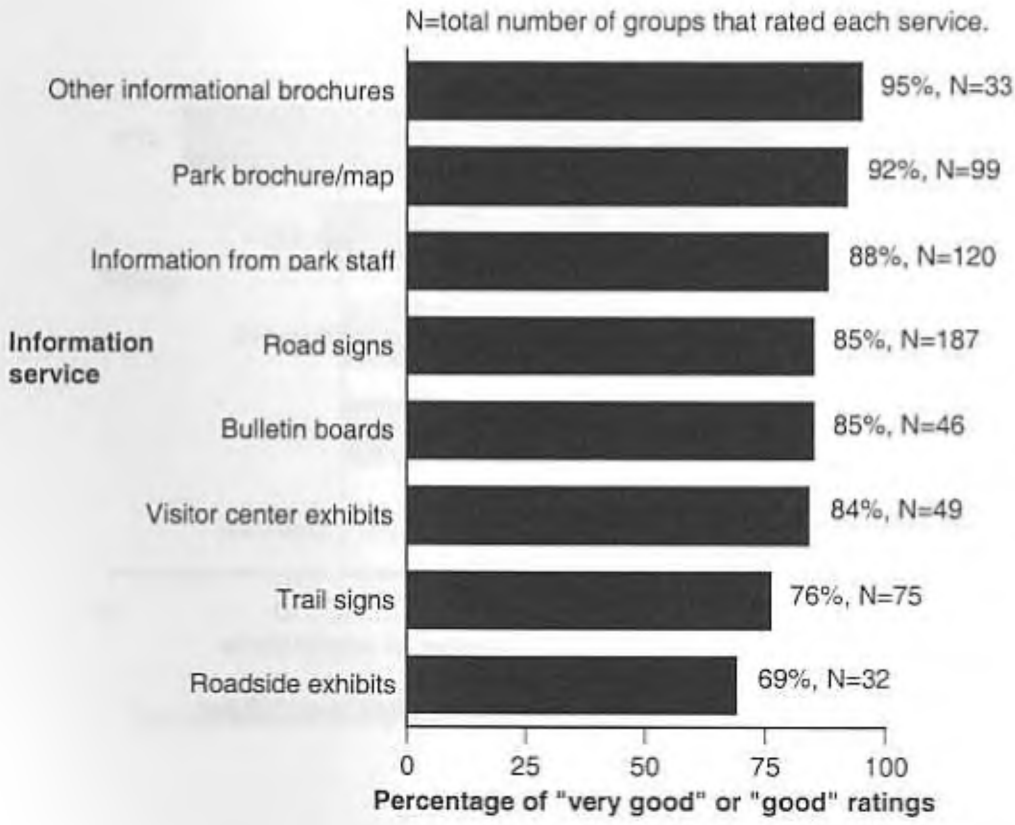


Figure 70: Combined percentages of "very good" or "good" quality ratings for information services

Importance of features or qualities

Visitor groups were asked to rate the importance of certain features or qualities during this visit to NRA. Figures 71-78 show the importance ratings that were provided by visitor groups for each of the individual features or qualities. The features or qualities that received the highest "very important" to "extremely important" ratings were scenic views (84%), solitude and quiet (77%), plants and animals (74%), and non-motorized water recreation (72%). The highest "not important" rating was for motorized water recreation (25%).

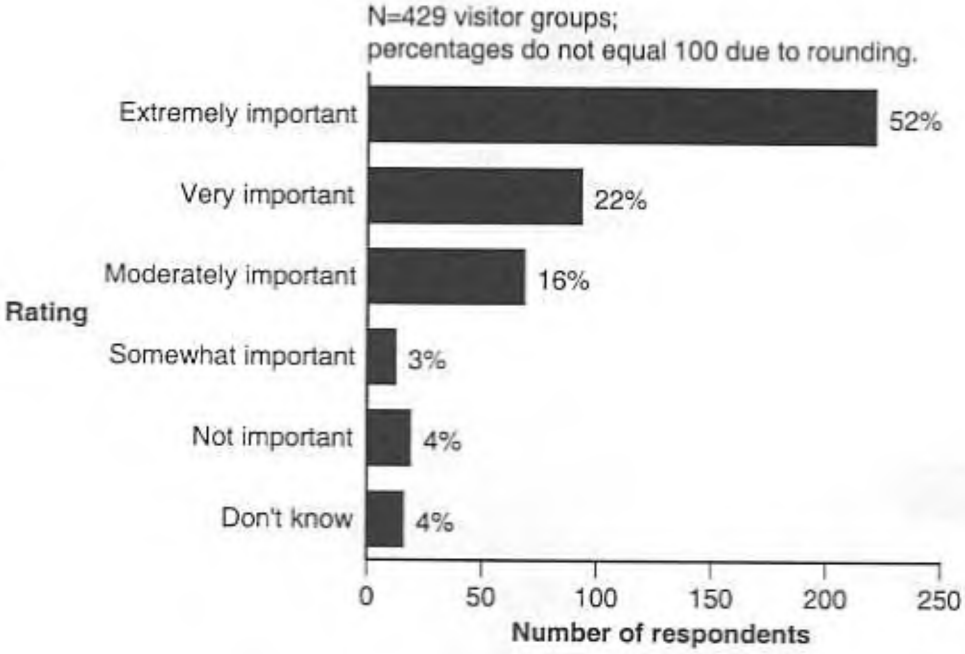


Figure 71: Importance of plants and animals

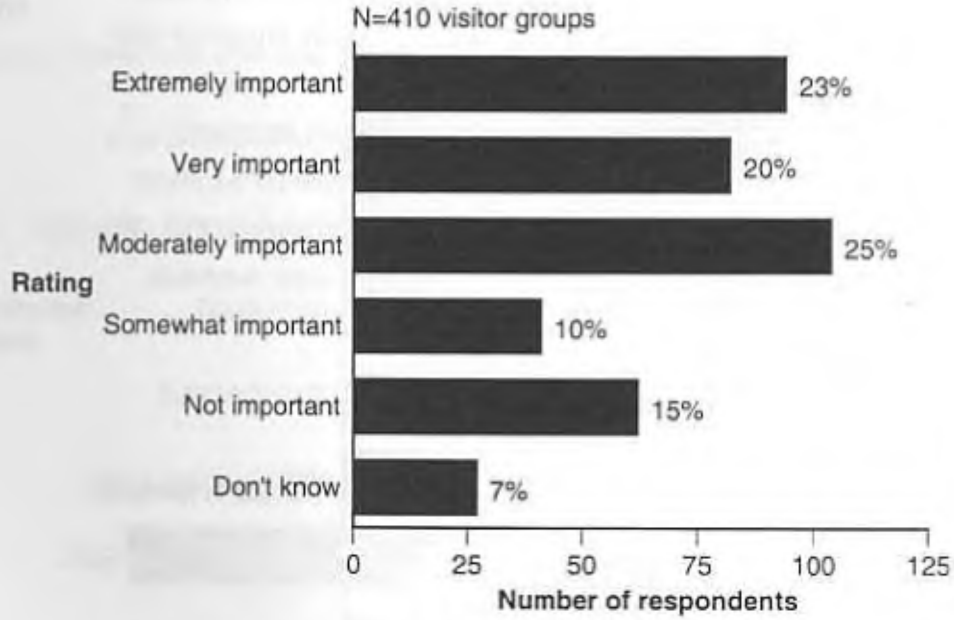


Figure 72: Importance of historic sites

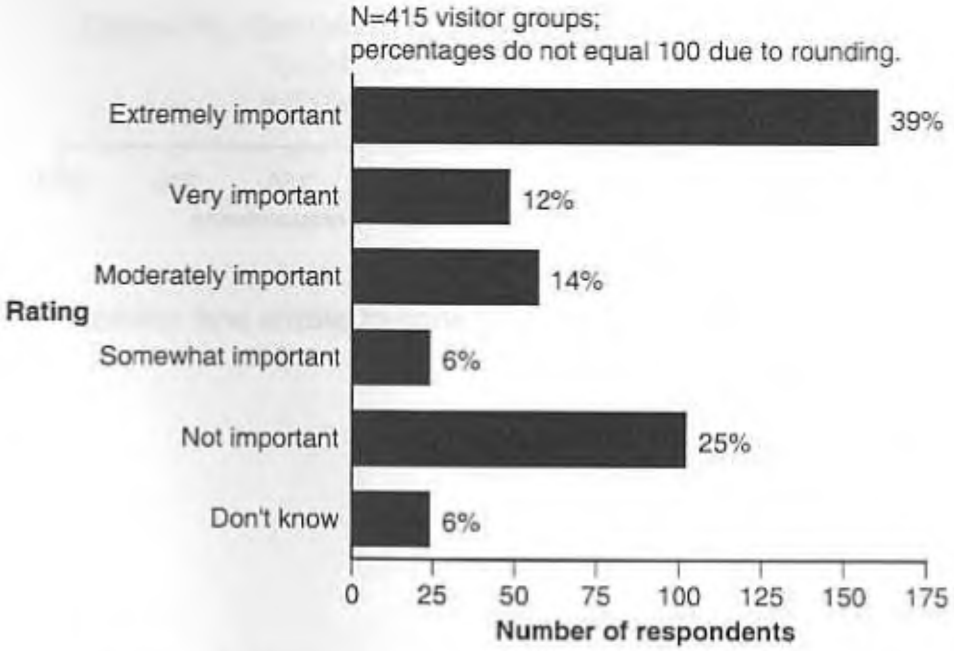


Figure 73: Importance of motorized water recreation

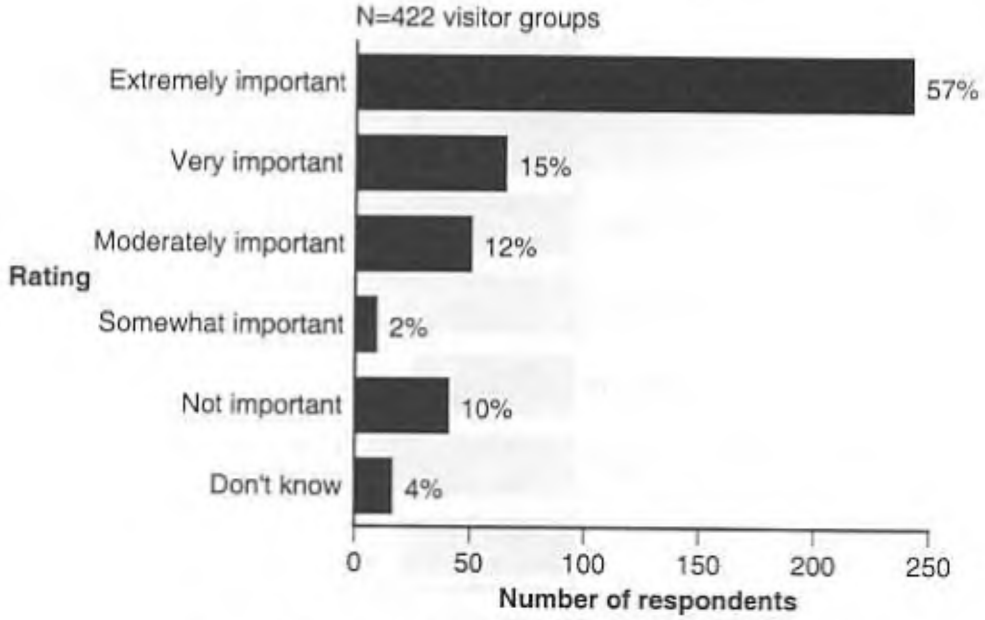


Figure 74: Importance of non-motorized water recreation

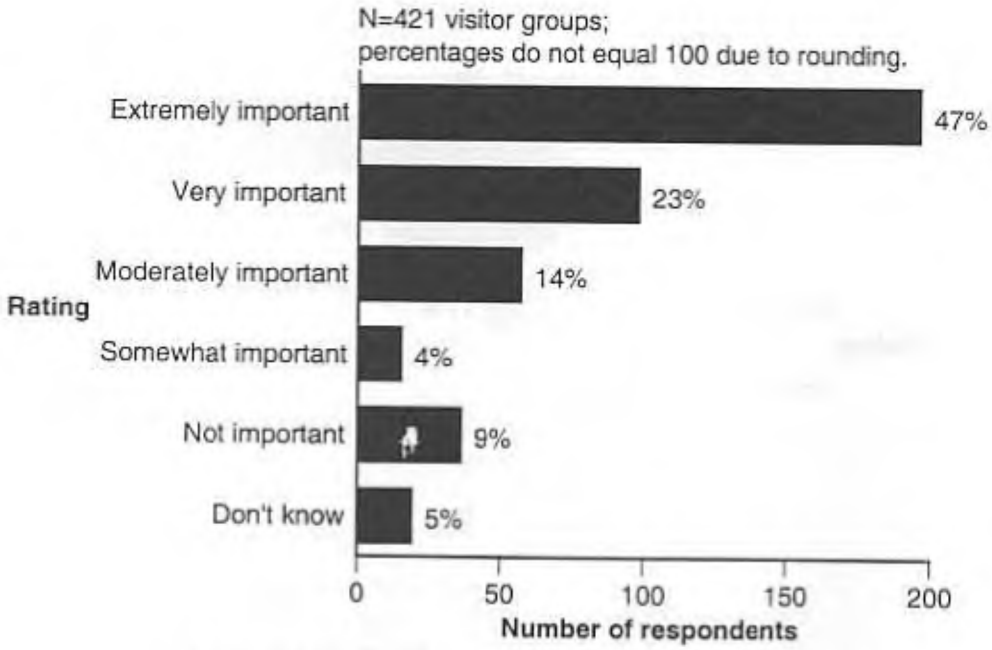


Figure 75: Importance of frontcountry recreation

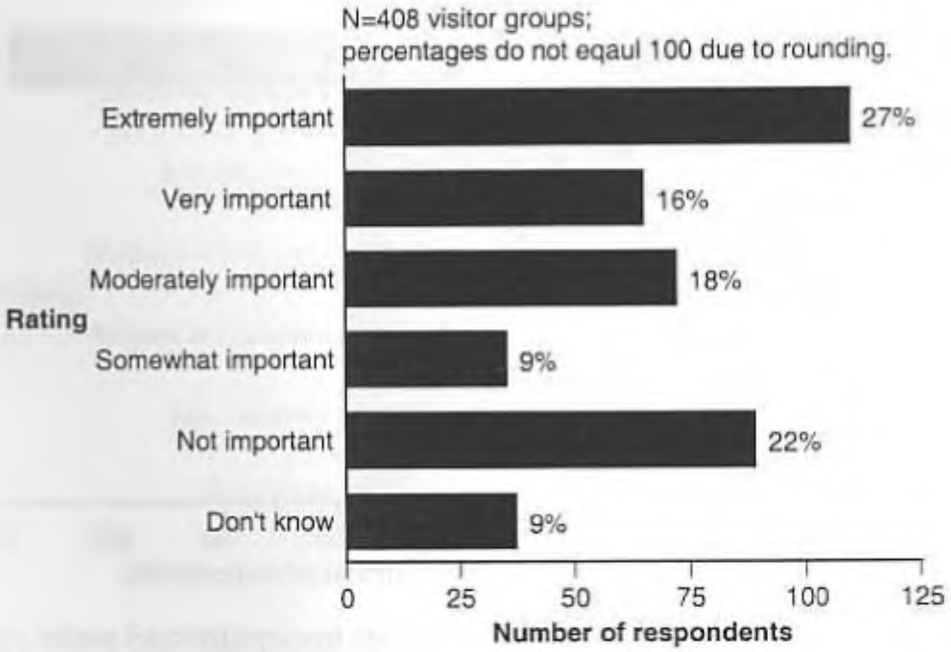


Figure 76: Importance of backcountry recreation

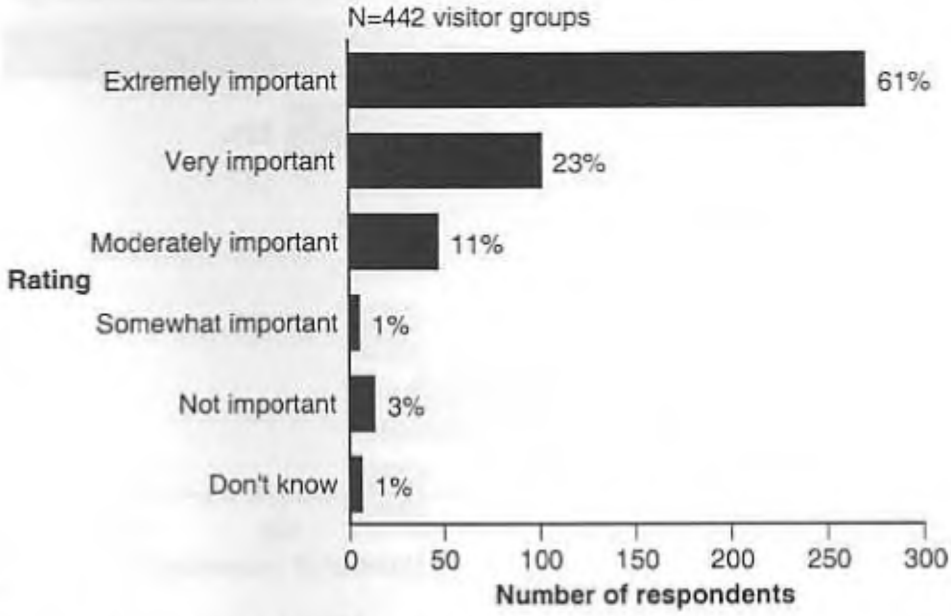


Figure 77: Importance of scenic views

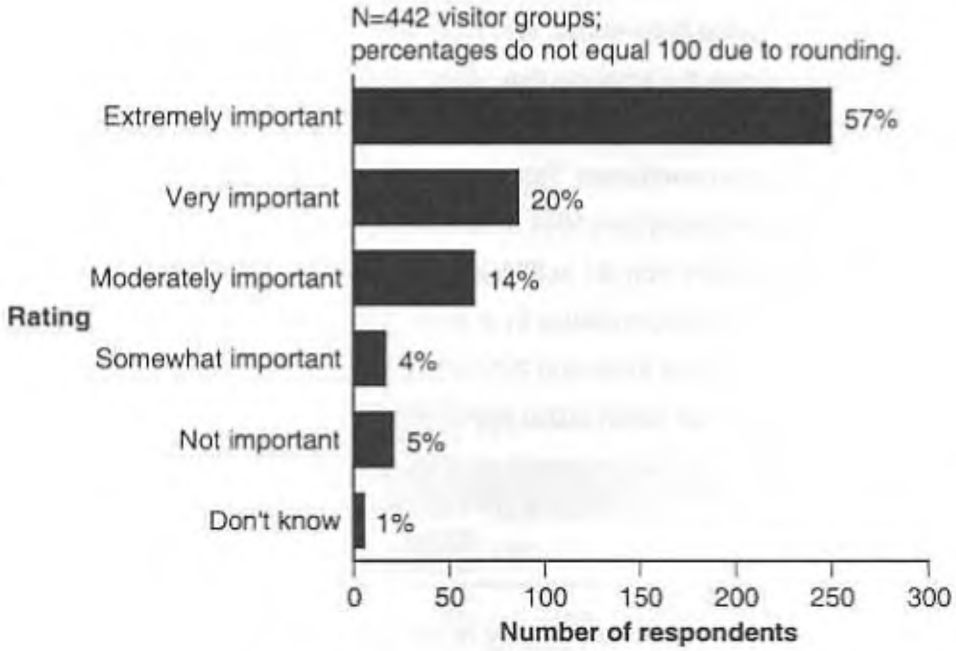


Figure 78: Importance of solitude and quiet

Expenditures

Visitor groups were asked to state the amount of money they spent during this trip in the area around Whiskeytown NRA (within 50 miles of the park including Weaverville, Red Bluff, and Redding). Groups were asked to indicate the amounts they spent for lodging, travel, food and "other" items (such as souvenirs, gifts and film).

Total expenditures: Thirteen percent of visitor groups spent no money in the Whiskeytown NRA area (see Figure 79). Fifty-one percent of the groups spent from $1 to $50, and another 12% spent from $51 to $100. Of the total expenditures by groups, 37% was for food, 19% was for lodging, 18% was for travel and 26% was for "other" items (see Figure 80).

The average visitor group expenditure during this visit was $114. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $30. The average per capita expenditure was $30.

Lodging: Sixty-nine percent of visitor groups spent no money on lodging in the Whiskeytown NRA area, while 13% of the groups spent from $1 to $50 (see Figure 81).

Travel: Seventeen percent of visitor groups spent no money on travel in the Whiskeytown NRA area, while 75% of the groups spent from $1 to $50 (see Figure 82).

Food: Twenty-two percent of visitor groups spent no money on food in the Whiskeytown NRA area, while 60% of the groups spent from $1 to $50 (see Figure 83).

"Other" items: Forty-eight percent of visitor groups spent no money on "other" items (such as souvenirs, film and gifts) in the Whiskeytown NRA area, while 43% of the groups spent from $1 to $50 (see Figure 84).

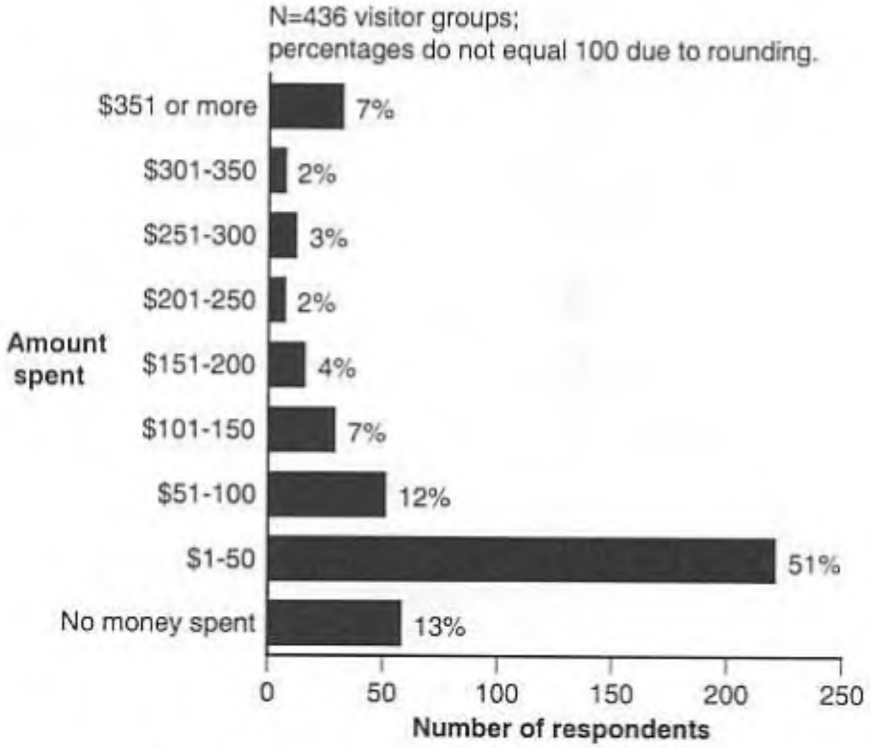


Figure 79: Total expenditures in the Whiskeytown NRA area

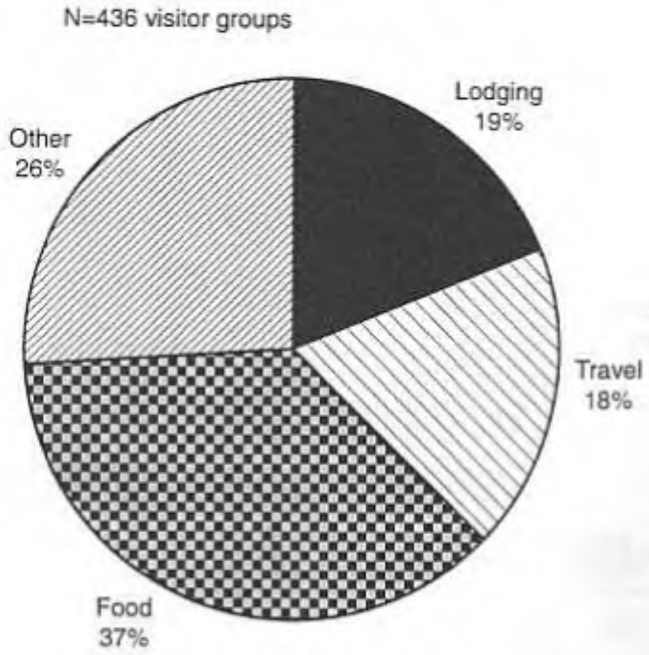


Figure 80: Proportion of expenditures in the Whiskeytown NRA area

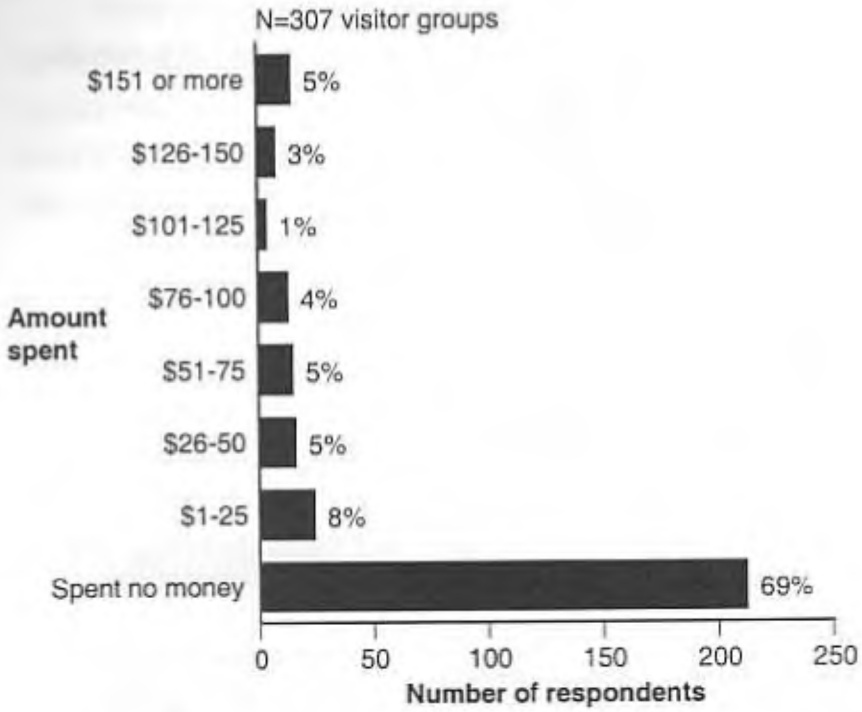


Figure 81: Expenditures for lodging in the Whiskeytown NRA area

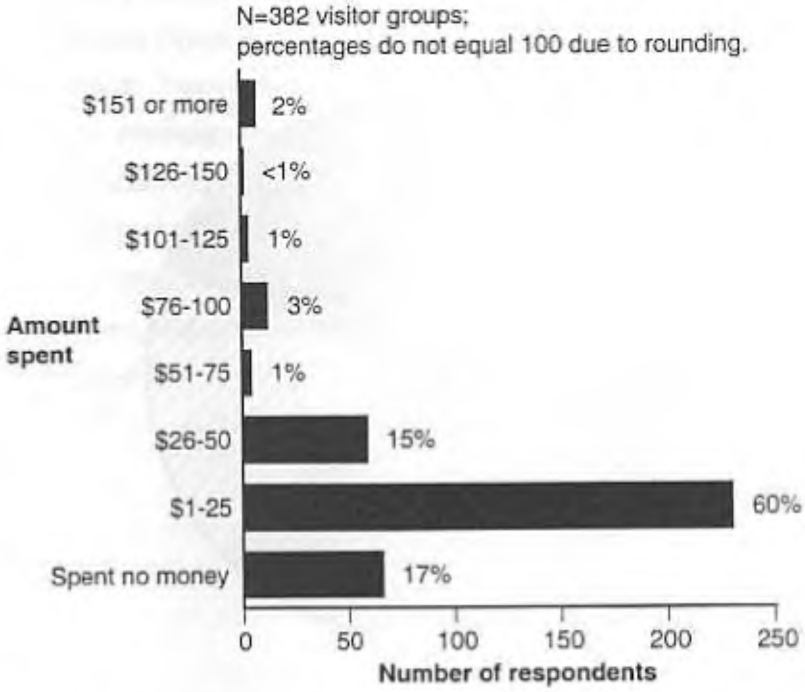


Figure 82: Expenditures for travel in the Whiskeytown NRA area

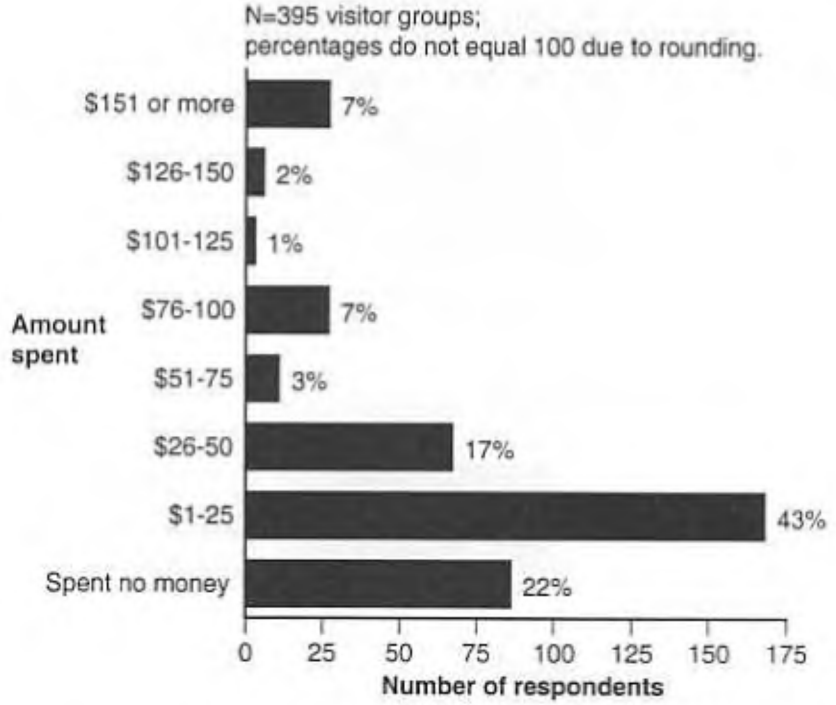


Figure 83: Expenditures for food in the Whiskeytown NRA area

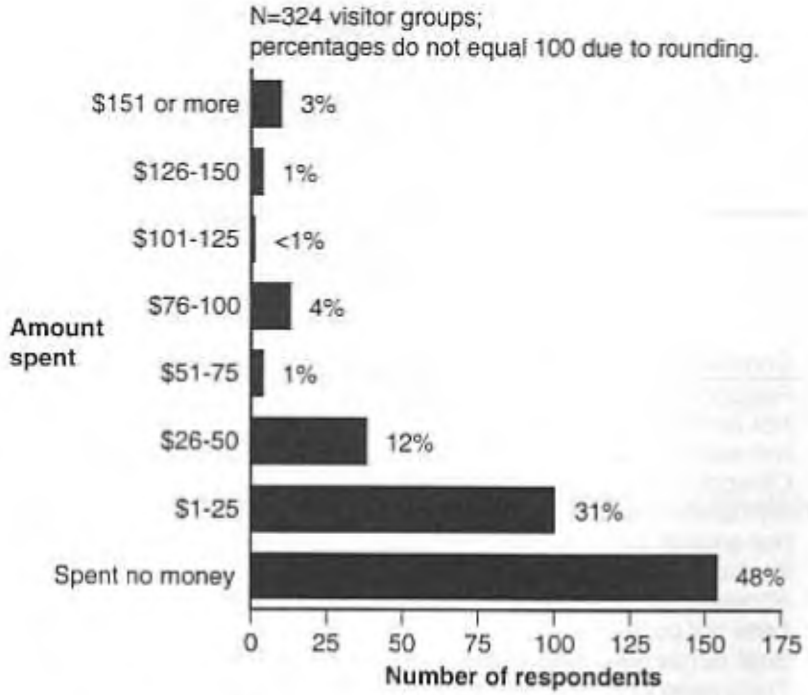


Figure 84: Expenditures for "other" items in the Whiskeytown NRA area

Adequacy of facilities

Visitor groups were asked if the facilities at Whiskeytown NRA (restrooms, beaches, campgrounds, etc.) were adequate for the purposes of their visit to the park. As shown by Figure 85, most visitor groups (90%) indicated that facilities were adequate, while only10% said they were not (see Figure 85). Visitors who found the facilities to be inadequate were asked to explain why they were not. For explanations listed by visitor groups, see Table 5.

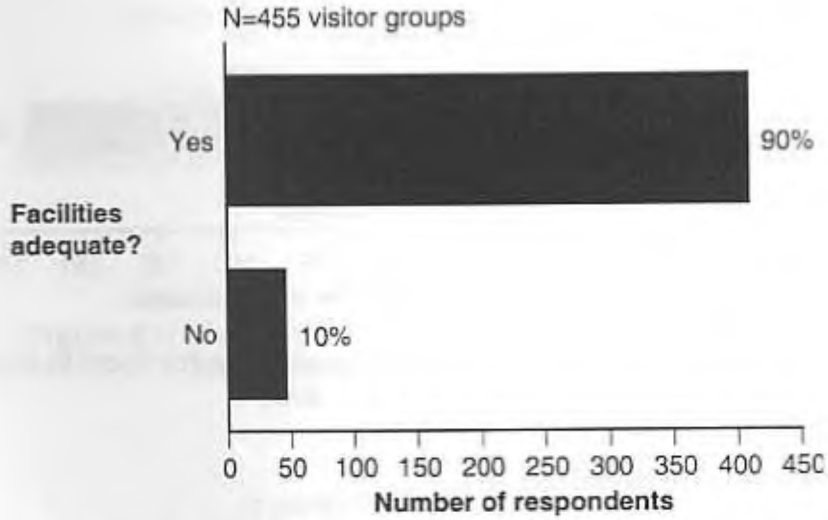


Figure 85: Are Whiskeytown NRA facilities adequate?

Table 5: Why facilities were inadequate
N=73 comments

Comment	Number of times mentioned
Restrooms dirty	15
Not enough garbage cans	6
Not enough parking	5
Campgrounds need improvement	5
RV camping areas inadequate	4
Not enough picnic areas	4
Restrooms needed supplies	3
Showers did not work	3
Fees not posted	3
Boat ramps need improvement	3
Trails need regular maintenance	2
Not enough handicapped parking	2
Other comments	20

Need or want additional information

Visitor groups were asked if they needed or wanted additional information but were unable to obtain it during their visit to Whiskeytown National Recreation Area. As shown by Figure 86, most visitor groups (93%) did not want or need additional information, while 8% indicated they did want or need additional information and were unable to obtain it. Those who wanted or needed additional information were asked to indicate the type of information. The information these groups wanted or needed is listed in Table 6.

Those who responded that they wanted or needed additional information, but were unable to obtain it were also asked to indicate the methods with which they would have liked to receive the information. Figure 87 shows that receiving information from a park staff person (47%) and from brochures or other types of publications (41%) were the most commonly listed methods. "Other" methods to receive information listed by visitor groups included website, trail signs, and bigger signs.

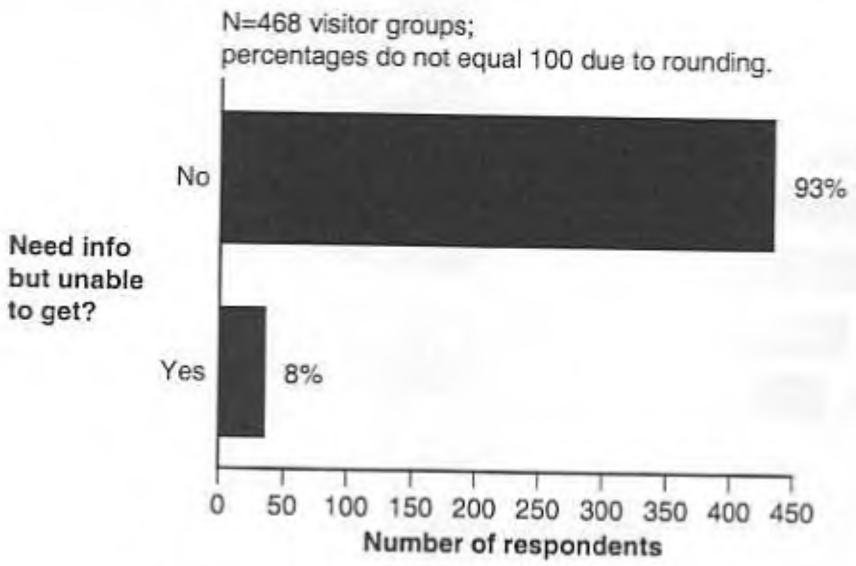


Figure 86: Need or want additional information?

Table 6: Information needed

N=27 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Driving Directions within NRA	3
Map of the area	4
Camping information	3
Making group camping reservations	3
Sailboat rentals	2
Permits and regulations	2
Other comments	10

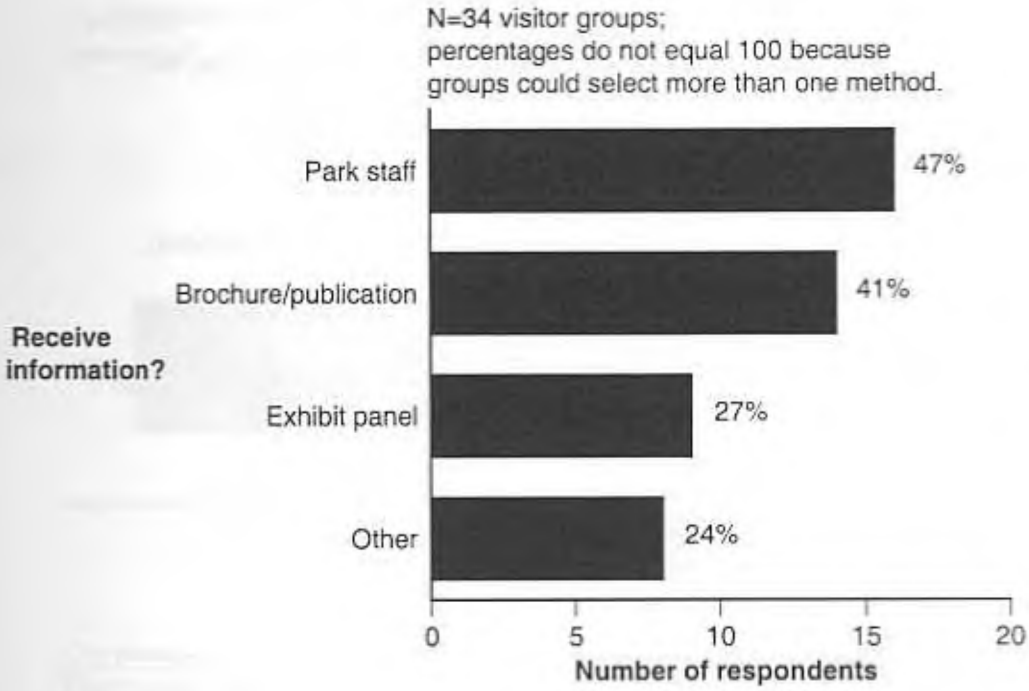


Figure 87: Methods preferred to receive information

Subjects of interest for future visits

Visitor groups were asked to indicate the subjects they would be interested in learning about on a future visit. Twenty percent of respondents indicated they were not interested in learning about the park on future visits. As shown by Figure 88, the most commonly listed subjects were wildlife management (64%), gold rush history (59%), and ecosystems (55%). The least commonly listed subject listed by groups was fire management (27%). "Other" subjects groups were interested in learning about on a future visit included boating safety, history of Whiskeytown, and astronomy.

Visitor groups were also asked to indicate how they would prefer to learn about the park's natural and cultural resources on a future visit to Whiskeytown NRA. The most commonly listed preferences for learning about park resources included printed materials (58%), roadside exhibits (46%), and visitor center exhibits (42%), as shown by Figure 89. The least commonly listed preference for learning about park resources was audio-visual programs (20%). Groups listed a number of "other" preferences for learning about park resources. These included newsletters, websites, and educational exhibits.

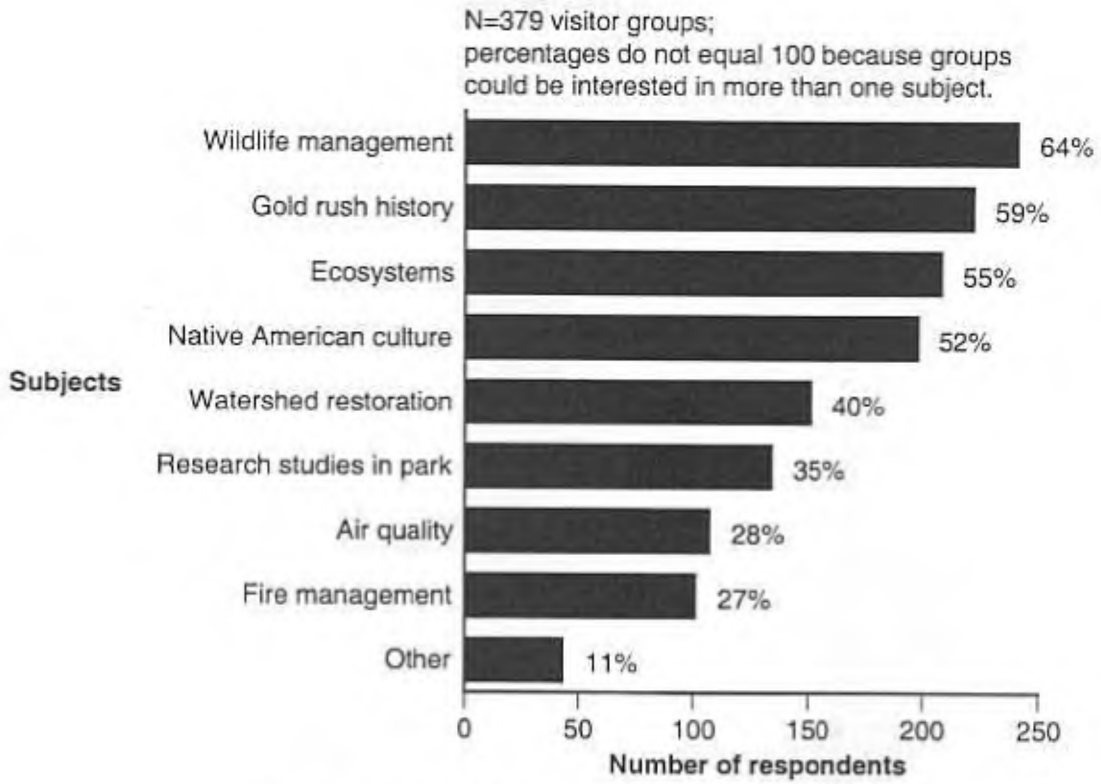


Figure 88: Subjects of interest on future visits

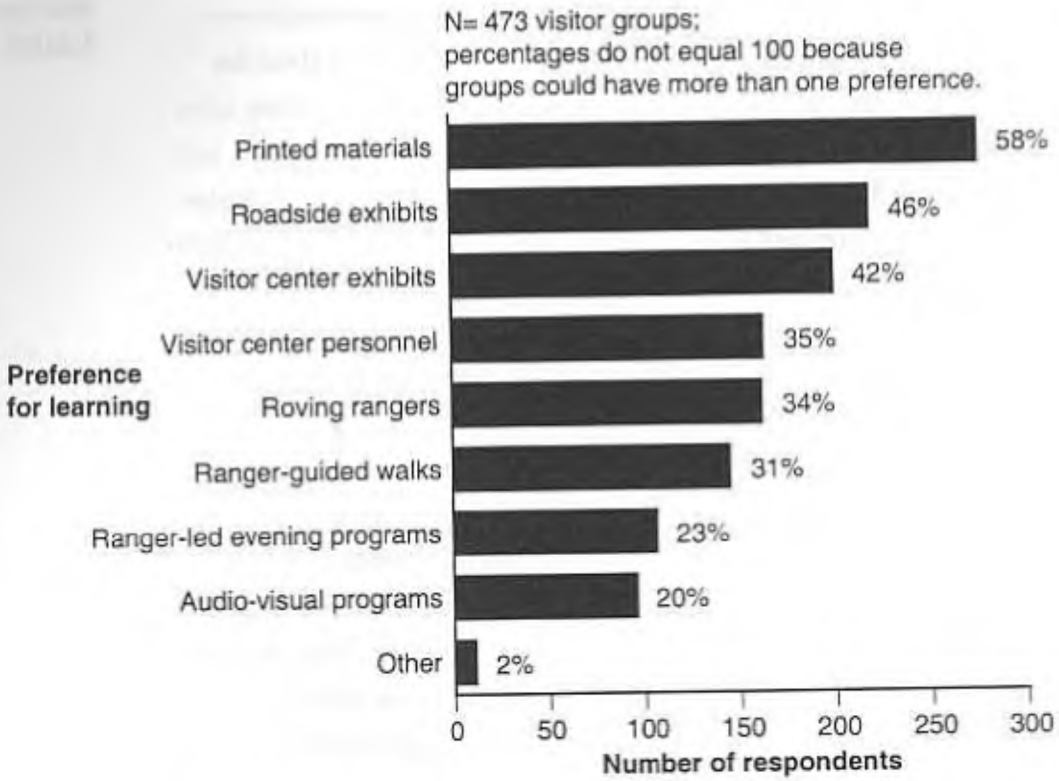


Figure 89: Preferences for learning about park's resources

Opinions about fees

Visitors were given the following information in the questionnaire, "The park has recently begun charging a fee for use of the park's facilities such as beaches, boat ramps, trails, and picnic areas. For what projects would you like to see these funds utilized?" Responses to this question are listed in Table 7.

Table 7: Projects funded by new fee

N=611 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
Maintenance	83
Trails	40
Would rather fees were discontinued	37
Park improvements	35
Restrooms	35
Cleaning	31
Create more beaches	27
More picnic areas	24
More rangers	23
Camping areas	21
Clean up driftwood	20
Add sand to beaches	18
Security	17
Wildlife preservation	17
Boat launches	17
Clean up trash	17
More lifeguards	12
Water quality	11
Boat patrols	11
Opportunities for solitude	10
Police personal watercraft	9
Plant fish	6
Water safety education	5
Shoreline campgrounds	5
Showers	5
Lower fees	5
Road improvement	5
Educational tours	4
More parking	3
More garbage cans	3
Conflict management training for park staff	3
Get rid of personal watercraft	3
Poison oak eradication	2
Trail signs	2
Wildlife research	2
Exhibits	2
Payroll	2
Staffed fee payment areas	2
Expansion	2
Other comments	35

Visitors' activities that interfered with visit

Visitors were asked, "During this visit, did other visitors and their activities interfere with, or cause you to feel unsafe during your visit to Whiskeytown National Recreation Area?" As shown in Figure 90, most visitors (82%) said other visitors did not interfere with their visit or cause them to feel unsafe during their visit, while 18% of visitor groups said other visitors did interfere with their visit or cause them to feel unsafe. These groups listed the ways they felt they were interfered with or made to feel unsafe (see Table 8).

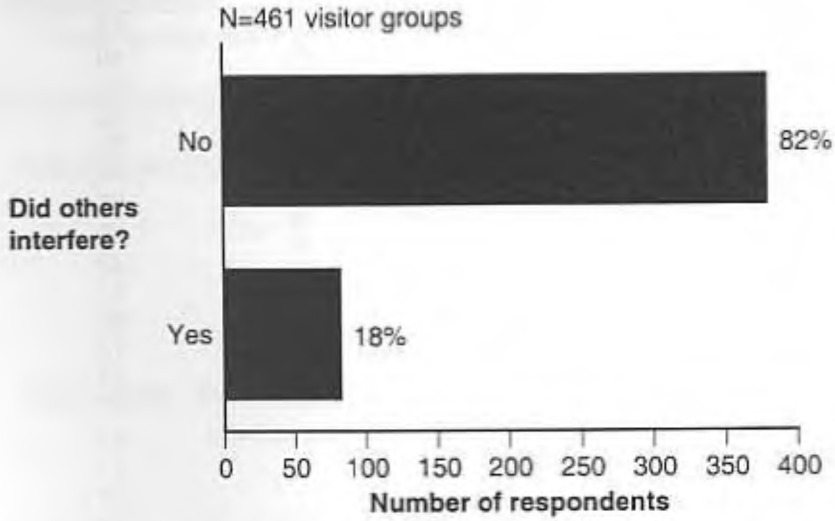


Figure 90: Did visitors/activities interfere with visit?

Table 8: Interfered with/felt unsafe
N=75 comments

Number of Comment	times mentioned
Personal watercraft	30
Poor boating safety/etiquette	14
Campers not observing "quiet hours"	4
Noisy motor boats	3
Unattended pets	3
Alcohol use	2
Bears	2
Speeding	2
Rude people	2
Loud music	2
Other comments	11

Future facilities and services

Visitor groups were asked if they, on a future visit to Whiskeytown NRA, would like to see more, less, or the present numbers of the following facilities and services: Restrooms; camping opportunities; swim beaches; picnic areas; trails; signs (road and trail); parking areas; boat launches/ramps; law enforcement patrols; ranger-led programs; exhibits; and information services (brochures, visitor center hours, etc.). As shown in Figures 91-102, over 50% of visitor groups indicated that the present number of each of the facilities and services listed in the survey was "OK". The only exceptions were for exhibits (47%), camping opportunities (44%), and ranger-led programs (41%).

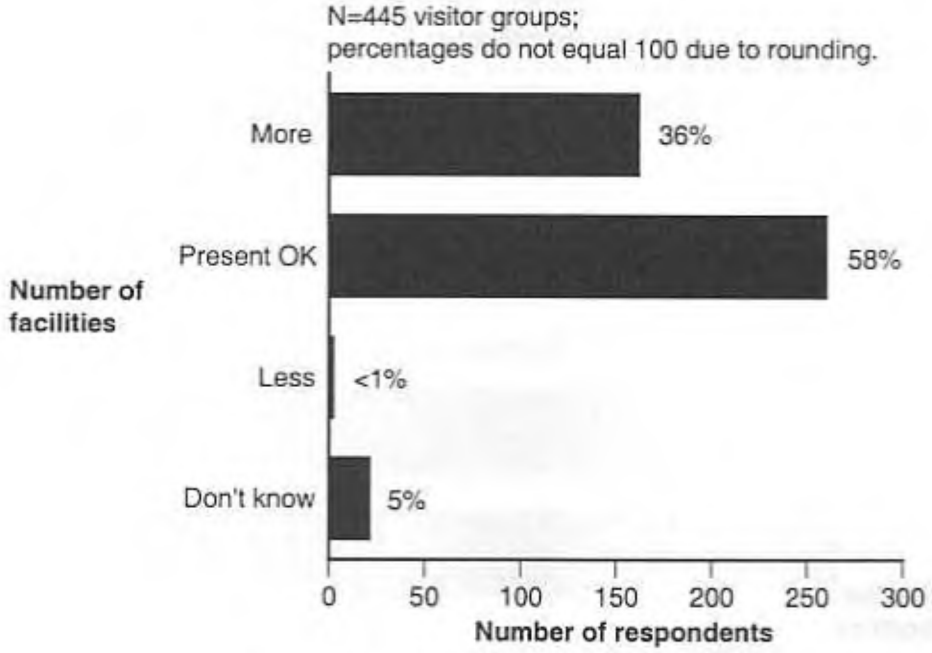


Figure 91: Present number of restrooms

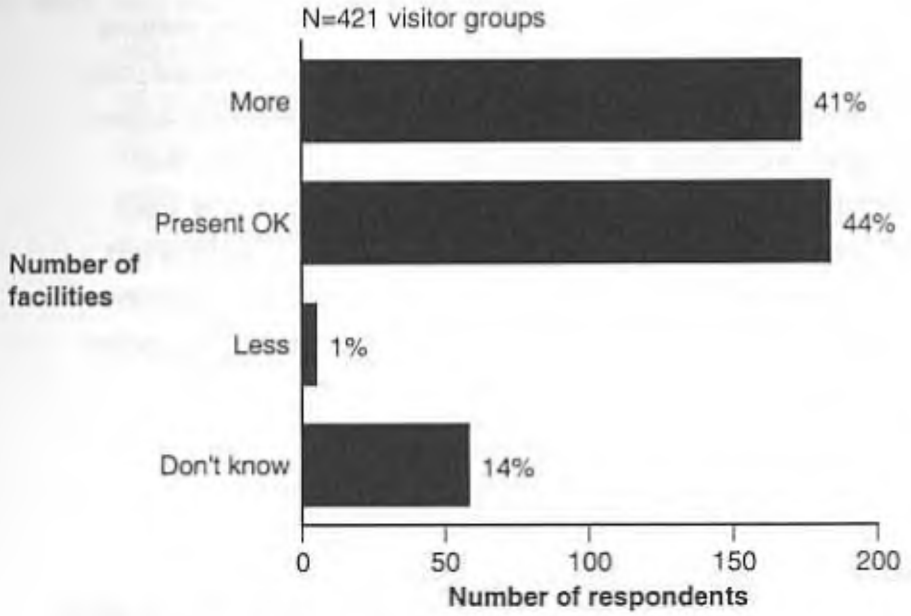


Figure 92: Present number of camping opportunities

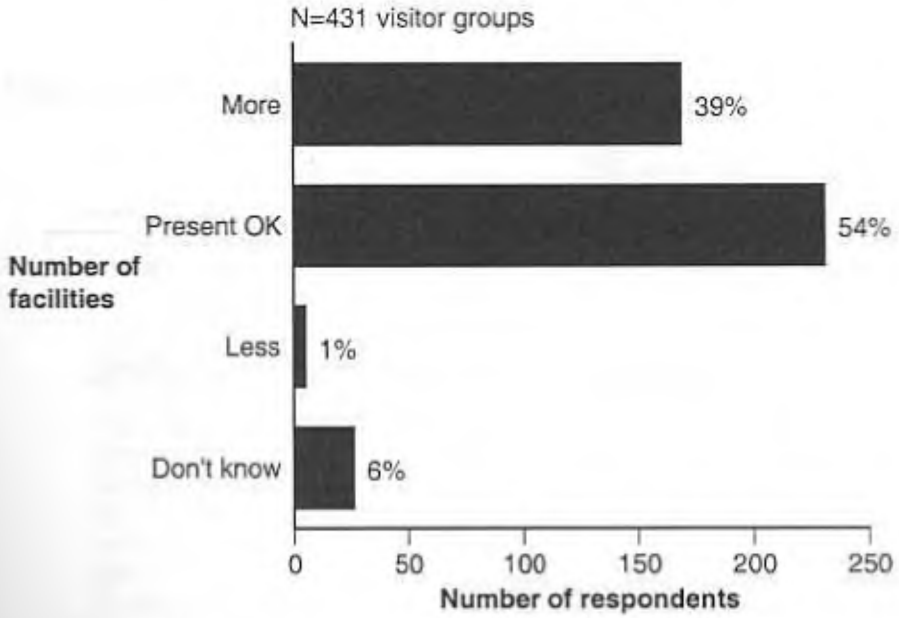


Figure 93: Present number of swim beaches

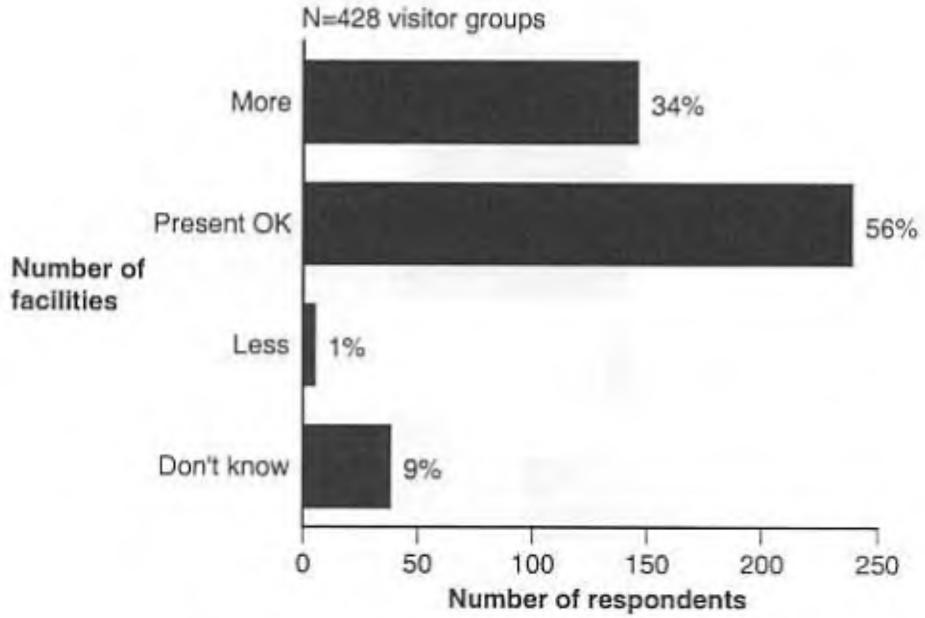


Figure 94: Present number of picnic areas

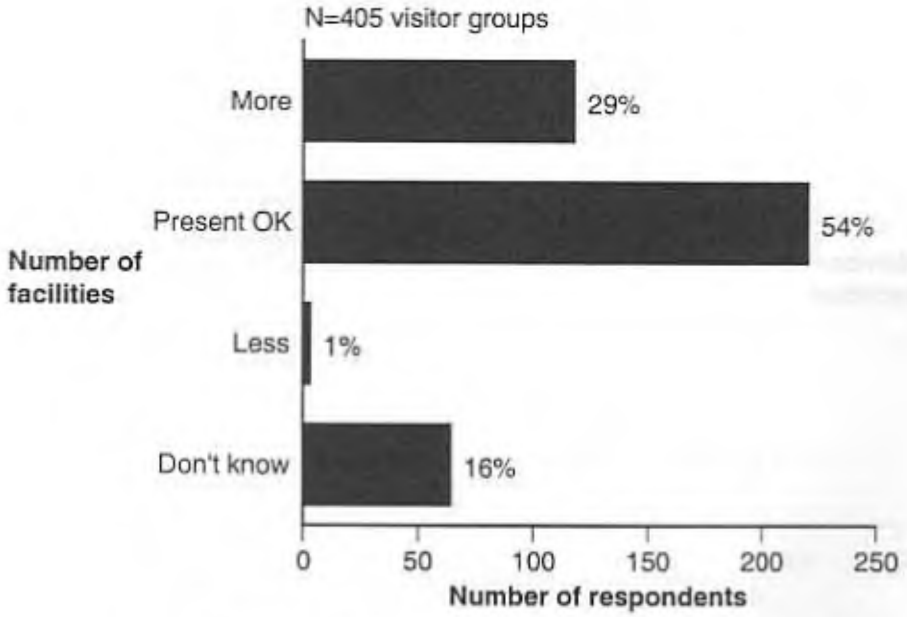


Figure 95: Present number of trails

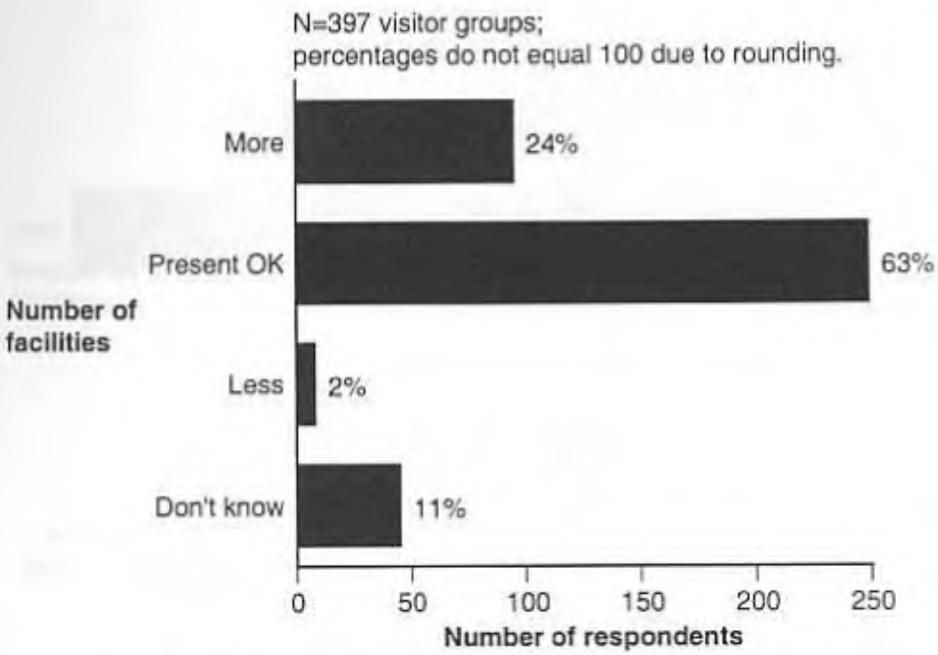


Figure 96: Present number of signs (road and trail)

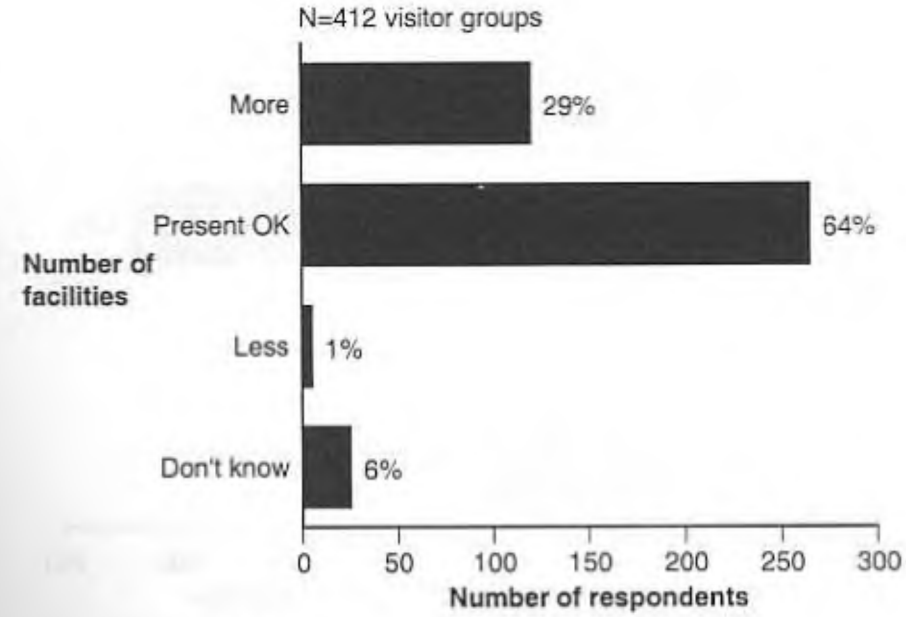


Figure 97: Present number of parking areas

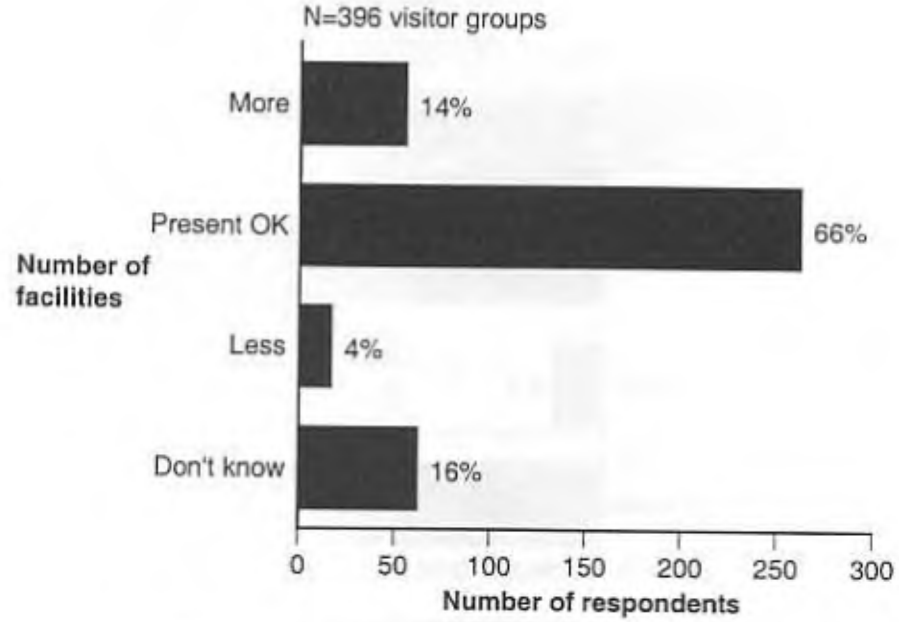


Figure 98: Present number of boat launches/ramps

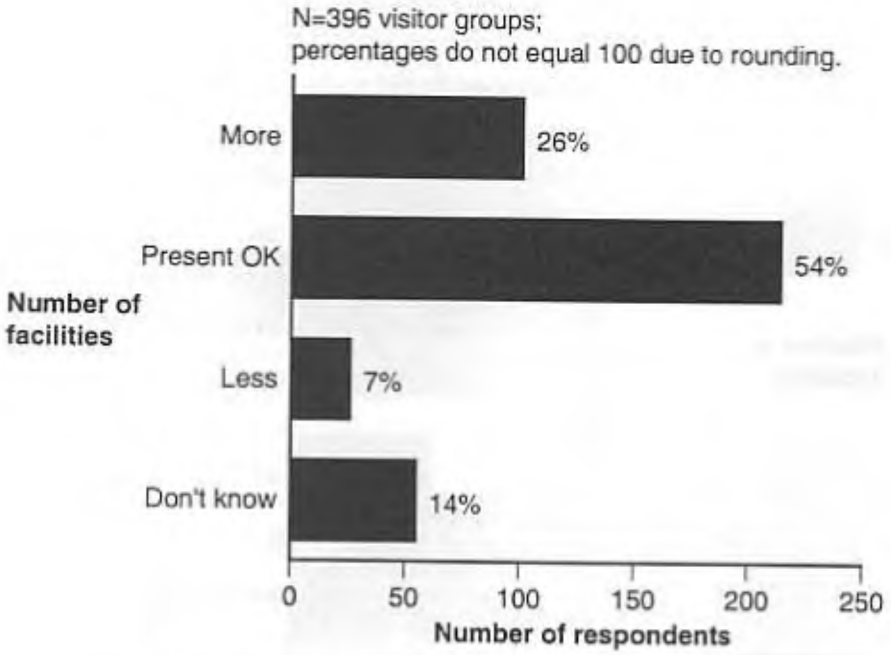


Figure 99: Present number of law enforcement patrols

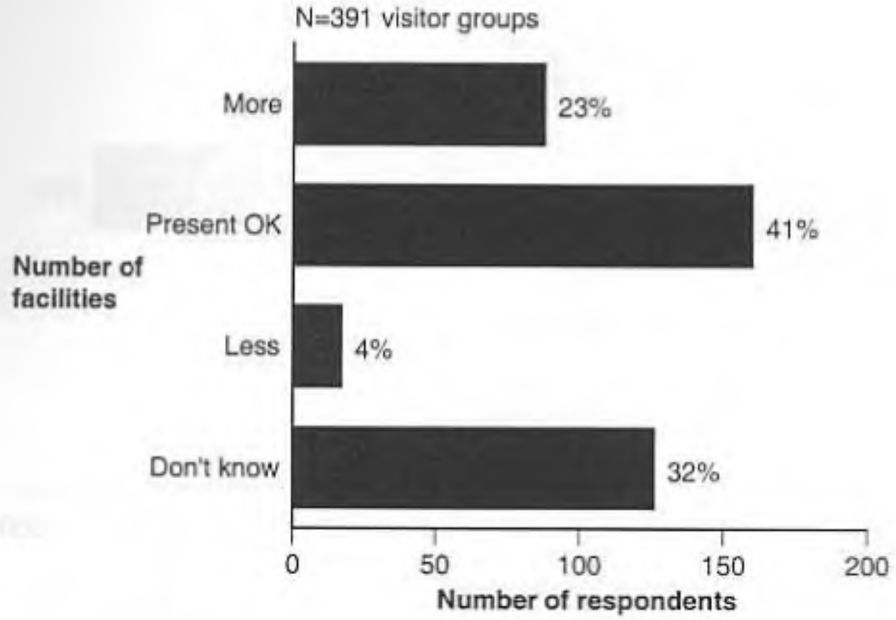


Figure 100: Present number of ranger-led programs

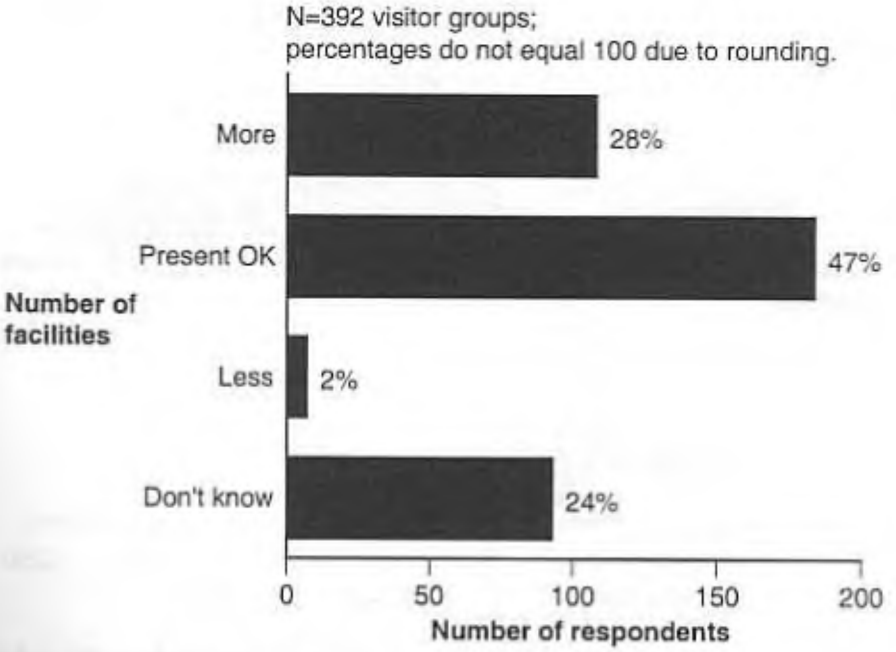


Figure 101: Present number of exhibits

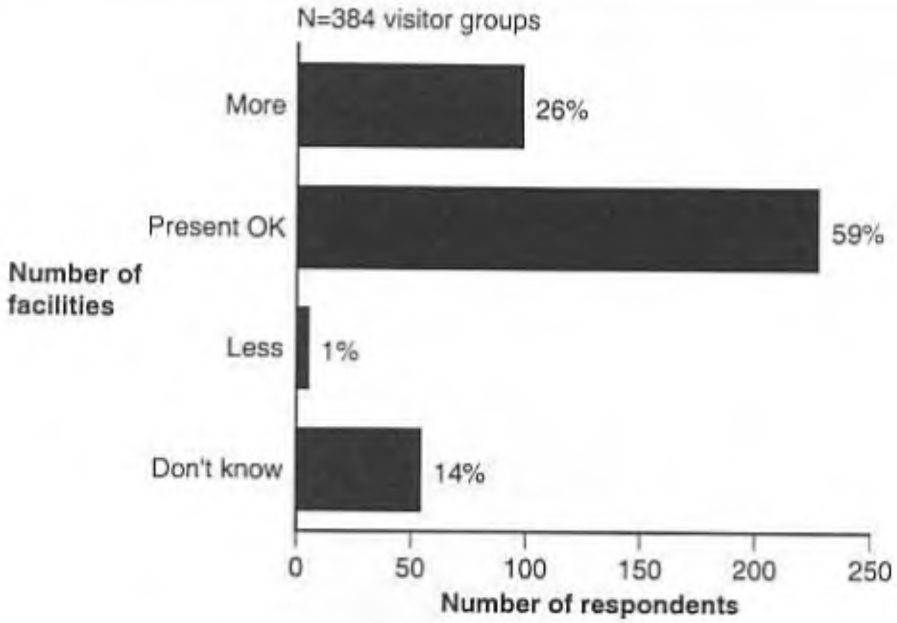


Figure 102: Present number of information services

Management proposal

Visitor groups were asked if they would support a management proposal that would restrict activities in certain areas, but would reduce conflicts between incompatible uses. Forty-six percent of groups responded in support this proposal, 24% said they would not support this proposal, 19% said they needed more information, and 11% said they were not sure if they would support the proposal (see Figure 103).

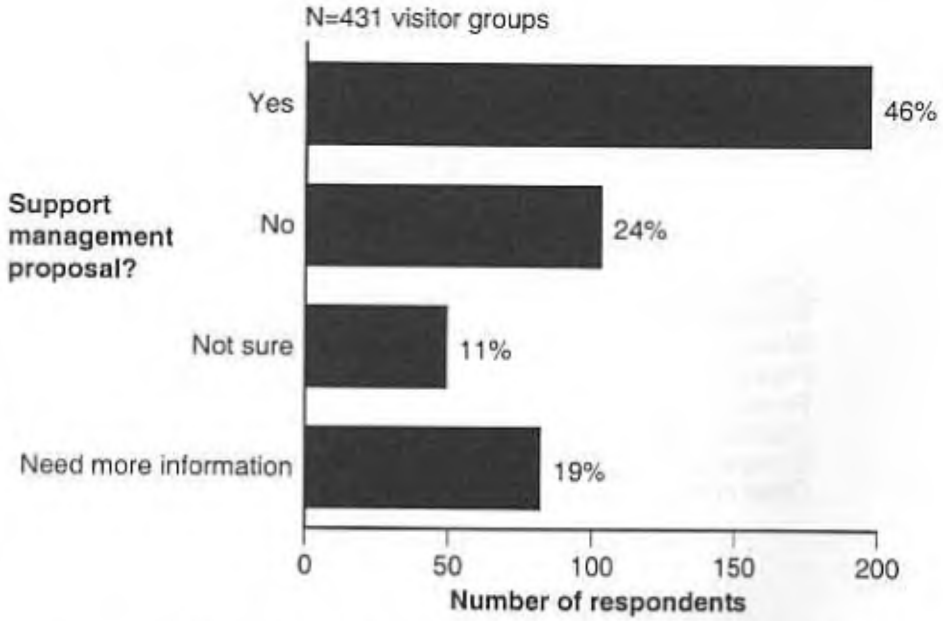


Figure 103: Support management proposal

Understand Whiskeytown NRA establishment

Visitor groups were asked if they understood why Whiskeytown NRA was established as a unit of the National Park System. Forty-seven percent of visitor groups did not understand why Whiskeytown NRA was established, 32% were unsure, and 21% indicated that they did understand (see Figure 104).

Those visitor groups who said they did understand were asked to indicate why Whiskeytown NRA was created. As shown in Table 9, visitor groups made many comments concerning the park's establishment.

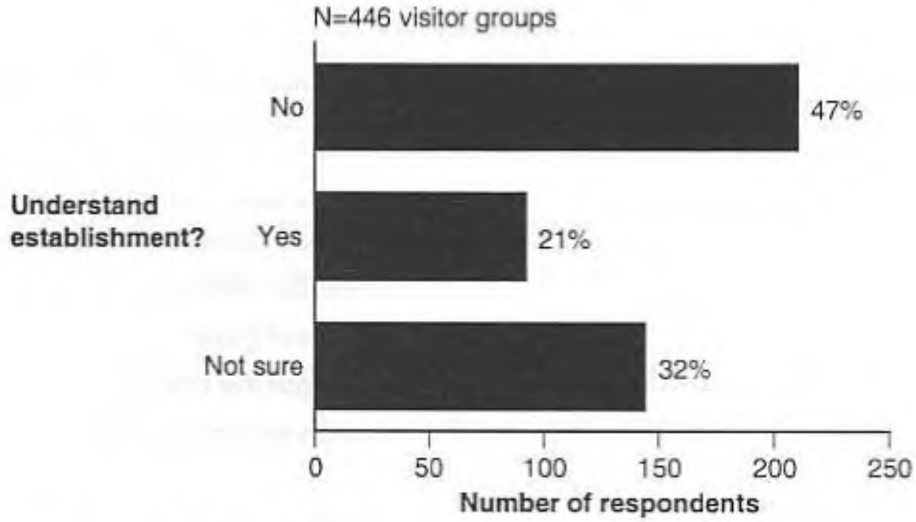


Figure 104: Understand why Whiskeytown NRA was established?

Table 9: Why was Whiskeytown NRA created?
N=110 comments

Comment	Number of times mentioned
Recreation	43
Watershed protection	34
Preservation	20
Power	5
Irrigation	2
Ecosystem protection	2
Other comments	4

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at Whiskeytown National Recreation Area during this visit. Most visitor groups (84%) rated services as "very good" or "good" (see Figure 105). No visitor rated services as "very poor."

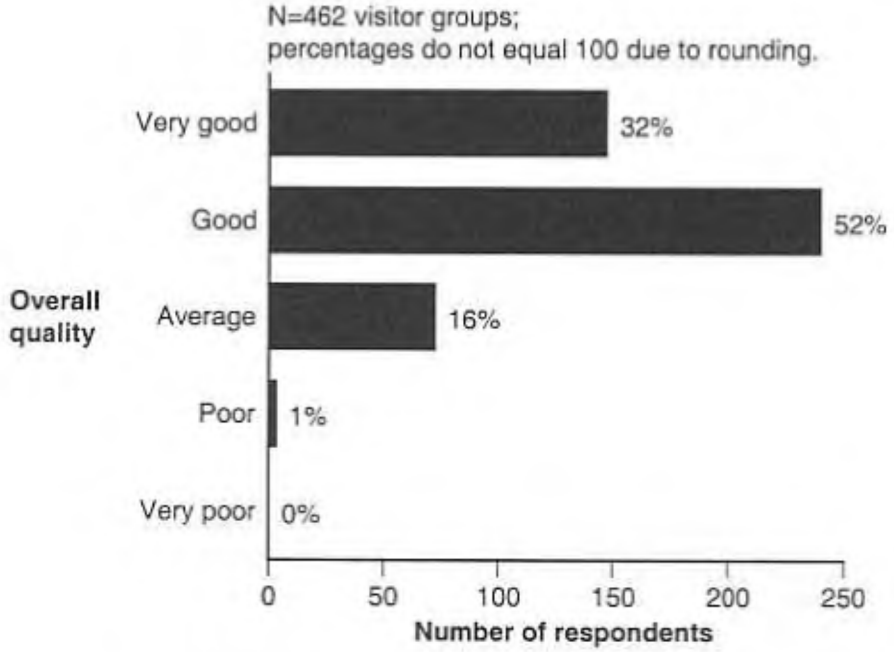


Figure 105: Overall quality of visitor services

What visitors liked most

Visitor groups were asked "What did you like most about your visit to Whiskeytown National Recreation Area?" Eighty-seven percent of visitor groups (425 groups) responded to this question. A summary of their responses is listed below in Table 10 and complete copies of visitor responses are contained in the appendix.

Table 10: What visitors like most

N=601 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff polite and helpful	10
Lifeguards	2
INTERPRETIVE SERVICES	
Visitor center book selection	3
Historic District Tour	2
Camden House	2
FACILITIES/MAINTENANCE	
Clean	19
Beach	15
Picnic areas	11
Restrooms	10
Trails	7
Campsites	3
Boat launches	3
Parking at boat launches	2
Other comments	5
POLICIES	
Lake is "full"	4
Other comments	2
RESOURCE MANAGEMENT	
Clean water	71
Swimming	61
Not overcrowded	23
Boating	17
Accessibility	15
Recreation	9
Fishing	9
Biking	7
Wildlife	7
Walking/hiking	6
Sailing	6
Water-skiing	5
Jet-skiing	4
Panning for gold	2
Other comments	8

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Beauty	75
Scenery	61
The lake	24
Quiet	20
Relaxation	16
Great for children	13
Friends and family	11
Open space	5
Fresh air	5
Everything	5
Feel safe	5
Friendliness of people	4
Other comments	7

What visitors liked least

Visitor groups were asked "What did you like least about your visit to Whiskeytown National Recreation Area?" Seventy-two percent of visitor groups (348 groups) responded to this question. A summary of their responses is listed below in Table 11 and complete copies of visitor responses are contained in the appendix.

Table 11: What visitors like least

N=356 comments

Comment	Number of times mentioned
PERSONNEL	
Inconsiderate rangers	4
Lack of park staff present	3
Other comments	5
FACILITIES/MAINTENANCE	
Trash	16
Dirty restrooms	15
Parking inadequate	7
Marina and ramp too small	4
Not enough picnic tables	4
Parking areas at boat launches too small	4
Oak Bottom Beach dirty	3
Launch in bad shape	3
Dirty trails	3
RV parking area	3
Traffic	3
Signs about fees too small	2
Campsites too close together	2
Brandy Creek unsanitary	2
Uneven ground in picnic areas	2
Other comments	22
POLICIES	
Fees	54
Rude people on jet skis	20
Noise of watercraft	20
Jet skis in swimming area	10
Noisy campers	5
Gas in water	3
Too many watercraft	3
Had to pay full price for 1/2 day	2
Other comments	16

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Overcrowded areas	20
Beaches too rocky	8
Bears	8
Not enough beach	3
Other comments	15
GENERAL IMPRESSIONS	
Everything was okay	41
Didn't like survey	2
Long walk to beach	2
Other comments	17

Planning for the future

Visitor groups were asked "If you were a park manager planning for the future of Whiskeytown National Recreation Area, what would you propose? Please be specific." Sixty-three percent of visitor groups (305 groups) responded to this question. A summary of their responses is listed in Table 12 and complete copies of visitor responses are contained in the appendix.

Table 12: Planning for the future

N=566 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
More lifeguards	9
More boat patrols	8
Roving rangers to answer questions	7
24 hour law enforcement at campgrounds	5
Patrol bear problem areas at night	3
More foot patrols on beaches	2
Rangers could be friendlier	2
Staff available to fix fee machines	2
Other comments	3
INTERPRETIVE SERVICES	
Expand ranger-led programs	12
Develop environmental education programs	7
Promote local awareness	4
Ranger programs for youth groups	3
Promote awareness of divers	2
Other comments	6
FACILITIES/MAINTENANCE	
More picnic tables near beaches	20
More campgrounds for general public	20
Smaller beaches for boater access	15
More maintenance/cleaning	14
More paved parking	13
Bigger boat launches	10
More attractive, separate RV area	8
Campgrounds close to water	7
Check/clean restrooms hourly	7
Free showers	7
More drinking water access	7
More restrooms/porta-potties	6
Need more trash cans	6
Address trash issue	6
More shaded parking areas	5
More bike trails	4
Address fee machine problems	4
Volunteers or prisoners for cleaning/maintenance	4
Large swim area in closed to motor vehicles	3
Trail improvement	3

Comment	Number of times mentioned
FACILITIES AND MAINTENANCE (cont'd)	
More backcountry campsites	2
Mirrors in bathrooms	2
Better beaches	2
More horse trails	2
Other comments	17
POLICIES	
Ban personal watercraft	21
Restrict personal watercraft to certain areas	21
Enforce existing regulations	20
Discontinue fees	17
Lower fees	11
Ban all motorized watercraft	9
Limit horsepower on boats	8
Encourage respect of others	5
Restrict horses to Backcountry Zone A	4
Reduce rate pass for locals	4
Keep restrictions to a minimum	3
Make paying fees user friendly	3
No alcoholic beverages	3
Restrict use of off-road motor vehicles	3
Need area for dogs	2
Do not segregate uses	2
Do not limit personal watercraft	2
No wake zones/quiet areas	2
Fees for motorized use on lake	2
No 2-stroke motors	2
Allow boaters to spend nights on boats	2
More camping/picnicking on islands	2
Discounts for families	2
Implement noise law	2
Need warning about theft	2
Other comments	19
RESOURCE MANAGEMENT	
Leave area "as is"/maintain current management strategy	17
Personal watercraft pollute air/water/noise	11
Emphasis on water quality	10
Stock more fish	4
Park is well managed	2
Plant more trees	2
Keep park from getting overcrowded/overdeveloped	4
Encourage packing out garbage	2
Promote "don't feed wildlife" message	2
Cut back poison ivy overgrowth	2
Other comments	26

Comment	Number of times mentioned
CONCESSIONS	
More variety of rentals	5
Restaurant/eating facility	4
General store closer to campgrounds	3
Day camp for kids	2
Expand/upgrade marina	2
Lower cost of rentals	2
Lodge/overnight accommodations	2
Ice machine in campgrounds	2
Other comments	9
GENERAL IMPRESSIONS	
Enjoy Whiskeytown NRA	3
Wish Whiskeytown was like it was 20 years ago	2
Other comments	6

Comment summary

Forty-five percent of visitor groups (220 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Whiskeytown National Recreation Area are summarized below (see Table 13). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 13: Additional comments

N=299 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers could be friendlier	3
More ranger patrols	3
Park rangers friendly and helpful	2
Visitor center didn't have information I wanted	2
Other comments	5
INTERPRETIVE SERVICES	
Ranger-guided tour/jr. ranger program excellent	2
Better description of/directions to campgrounds	2
Other comments	3
FACILITIES AND MAINTENANCE	
All areas clean/well-kept	5
More/better bear lockers	2
Better trail markers/signs	2
Fee machines need improvement	2
More litter clean-up	2
More shaded parking areas	2
More water fountains	2
Campgrounds/noisy need more patrols	11
Other comments	
RESOURCE MANAGEMENT	
Keep park clean and natural	6
Bear problem may keep me from visiting in future	3
Deer problem due to people feeding them	2
Horses causing impacts in backcountry	2
Keep management "as is"	2
Motors polluting water	2
Other comments	11

Comment	Number of times mentioned
POLICIES	
Eliminate fees/taxes should pay for improvements	6
Fees have not lead to improvements	5
Fees have been used to make improvements	4
Locals should pay lower fees	4
Ban personal watercraft	3
Visit less because of fees	3
Allow dogs in more places	2
Fee waivers for disabled, elderly, poor	2
Would be disappointed if PWC/motors are banned	2
Enforce current regulations	2
Annual pass should be good for 12 months	2
Other comments	10
CONCESSIONS	
Comments	2
GENERAL IMPRESSIONS	
Enjoyed visit	47
Beautiful, peaceful	25
Annual visit	16
Thank you	14
Plan to return	14
Our family's favorite place	13
Lake is wonderful local resource	8
Keep up the good work	6
Enjoyed the clean water	4
Saw bears	2
Hot	2
Glad of different options for recreation	2
Other comments	21

Whiskeytown National Recreation Area
Additional Analysis
VSP Report 107

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

Additional Analysis

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/ service/ facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Aware of NPS administration
- Hours spent in park
- Days spent in park
- Seasons visited in the past
- Visit the visitor center
- Reasons for visiting visitor center
- Visitor activities (present and past)
- Places visited (present and past)
- Need/want additional information
- Method of receiving information
- Group size
- Group type
- Age
- State of residence
- Country of residence
- Previous visits
- Visitor service/facility use
- Visitor servide/facility importance
- Visitor service/facility quality
- Information service use
- Information service importance
- Information service quality
- Park facility adequacy
- Feature or quality importance
- Expenditures in area
- Subjects of interest
- Preference for learning
- Present number of facilities
- Support usage zoning
- Opinions about fee projects
- Interfered with or felt unsafe
- Understand park establishment
- Overall quality rating

Database

The VSP database is currently being revised to allow easier access to the data. To obtain database information or to make queries of the VSP database, please call or BAX the numbers below.

Phone/send requests to:

Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

Phone: 208-885-2819
FAX: 208-885-4261
cc:Mail: VSP Database NP--PNR
e-mail: vspdatabase@uidaho.edu

QUESTIONNAIRE

Whiskeytown National Recreation Area Visitor Study

The Visitor Services Project

OFFICIAL BUSINESS

Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

OMB Approval 1024-0000
Expiration Date: 00-00-99

United States Department of the Interior
NATIONAL PARK SERVICE
WHISKEYTOWN UNIT
WHISKEYTOWN-SHASTA-TRINITY NATIONAL RECREATION AREA
P.O. BOX 188
WHISKEYTOWN, CA 96095-0188
IN REPLY REFER TO:

A54

July, 1998

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to the Whiskeytown Unit of the Whiskeytown-Shasta-Trinity National Recreation Area. This will assist us in our efforts to better manage the Whiskeytown Unit, and to serve you, the visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take a few minutes of your time during or after your visit.

When your visit is over, please complete the questionnaire. Seal it with the sticker provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83844-1133.

We appreciate your help.

Sincerely,

David A. Pugh
Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:
16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement:
Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Office of Information and Regulatory Affairs of OMB, Attention Desk Officer for the Interior Department, Office of Management and Budget, Washington, D.C. 20503; and to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

PLEASE GO ON TO NEXT PAGE

VISITING WHISKEYTOWN NATIONAL RECREATION AREA

1. Prior to your visit, were you aware that Whiskeytown National Recreation Area is administered by the National Park Service?

   _____ YES _____ NO _____ NOT SURE

2. On this trip, how much time did you and your group spend in Whiskeytown National Recreation Area?

   If **less** than 24 hours: _____ NUMBER OF HOURS

   If 24 hours or **more**: _____ NUMBER OF DAYS
   (Please list partial days as 1/4, 1/2, etc.)

3. Please circle all of the seasons during which you have visited Whiskeytown National Recreation Area in the past.

   SPRING (April-May) SUMMER (June-August) FALL (September-November) WINTER (December-March)

4. a) On this visit to Whiskeytown National Recreation Area, did you go to the visitor center?

   _____ YES _____ NO ➡ **GO ON TO QUESTION 5**

   ⬇

   b) If YES, what were your reasons for visiting the visitor center? Please check (√) **all** that apply.

   _____ OBTAIN INFORMATION FROM PARK STAFF
   _____ VIEW THE EXHIBITS
   _____ OBTAIN A MAP
   _____ USE THE RESTROOMS
   _____ USE THE TELEPHONE
   _____ PURCHASE BOOKS AND SALES ITEMS
   _____ PAY USER FEE / PURCHASE PARK PASS
   _____ OTHER (Please specify _____)

5. a) On the list below, please check (√) **all** of the activities that you and your group participated in **during this visit** to Whiskeytown.

   b) On the list below, please check (√) **all** of the activities that you and your group have participated in **during previous visits** to Whiskeytown.

a) This visit (√)		b) Previous visits (√)
_____	ATTEND RANGER-LED ACTIVITY (Interpretive talks, guided walks, etc.)	_____
_____	VISIT HISTORIC SITES	_____
_____	SWIM / SUNBATHE	_____
_____	FISH	_____
_____	SAIL	_____
_____	JET SKI	_____
_____	MOTORBOAT	_____
_____	WATER SKI	_____
_____	HIKE	_____
_____	CAMP	_____
_____	HORSEBACK RIDE	_____
_____	MOUNTAIN BIKE	_____
_____	EXERCISE (run, walk, etc.)	_____
_____	PICNIC	_____
_____	OTHER - Please describe below:	_____
(_____) this visit		(_____) previous visits

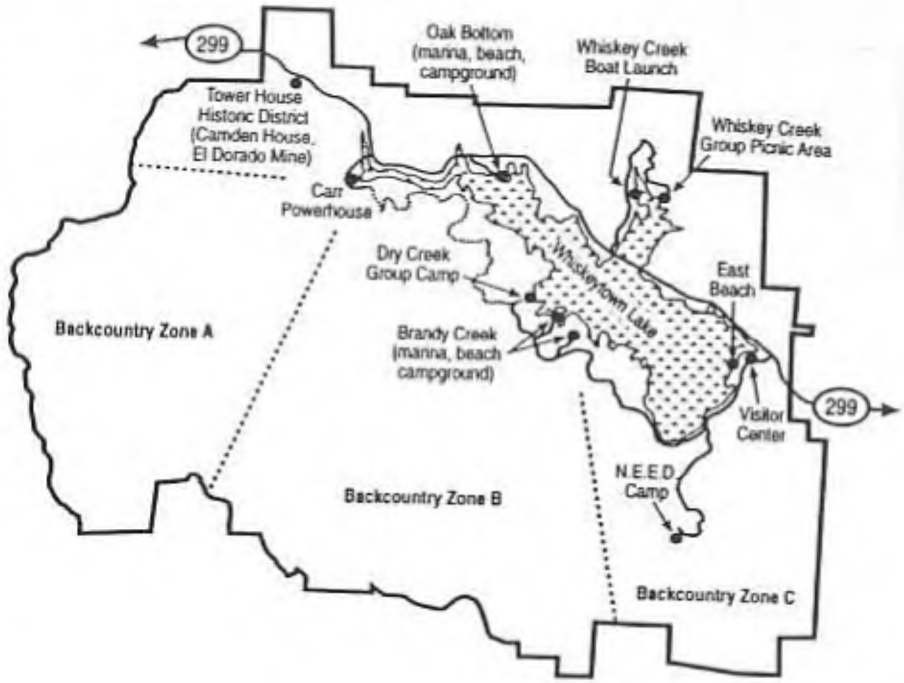
PLEASE GO ON TO NEXT PAGE ➡

6. a) On the list below, please check (√) **all** of the places that you and your group visited **during this visit** to Whiskeytown. Use the map to help you locate where you traveled.

b) On the list below, please check (√) **all** of the places that you and your group have visited **during previous visits** to Whiskeytown. Use the map to help you locate where you traveled.

a) This visit (√)	b) Previous visits (√)
_____ VISITOR CENTER	_____
_____ TOWER HOUSE HISTORIC DISTRICT (Camden House, El Dorado Mine)	_____
_____ CARR POWERHOUSE	_____
_____ DRY CREEK GROUP CAMPING AREA	_____
_____ BRANDY CREEK MARINA	_____
_____ BRANDY CREEK BEACH	_____
_____ EAST BEACH	_____
_____ WHISKEY CREEK GROUP PICNIC AREA	_____
_____ WHISKEY CREEK BOAT LAUNCH	_____
_____ OAK BOTTOM BEACH	_____
_____ OAK BOTTOM MARINA	_____
_____ OTHER LAKESHORE AREAS (Third Pond, Spring Creek, the dam area, etc.)	_____
_____ N.E.E.D. CAMP	_____
_____ BACKCOUNTRY ZONE A	_____
_____ BACKCOUNTRY ZONE B	_____
_____ BACKCOUNTRY ZONE C	_____
_____ OTHER - Please describe below:	_____
(_____) this visit	(_____) previous visits

Whiskeytown Unit
Whiskeytown-Shasta-Trinity National Recreation Area



7. a) At any time during your visit, did you and your group need or want additional information about the park but were unable to obtain it?

_____ YES _____ NO → **GO ON TO QUESTION 8**

b) If YES, what was the information you needed?

_____

c) By what method would you have liked to receive the information?

_____ PARK STAFF PERSON

_____ EXHIBIT PANEL

_____ BROCHURE OR OTHER TYPE OF PUBLICATION

_____ OTHER (Please specify _____)

PLEASE GO ON TO NEXT PAGE →

YOU AND YOUR OPINIONS

8. On this visit, how many people were in your **immediate** group, including yourself?

_____ NUMBER OF PEOPLE

9. On this visit, what kind of group were you with? Please check (√) only **one**.

_____ ALONE

_____ FAMILY

_____ FRIENDS

_____ FAMILY AND FRIENDS

_____ OTHER (Please describe:_____)

10. For you and each member of your group on this visit, please indicate:

	CURRENT AGE	U.S. ZIP CODE OR NAME OF FOREIGN COUNTRY	NUMBER OF VISITS MADE TO THIS PARK (INCLUDING THIS VISIT)
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

11. a) Please check (√) the visitor services and facilities which you or your group **used** at Whiskeytown National Recreation Area during this visit.

b) Next, for only those services and facilities which you or your group used, please rate their **importance** from 1-5.

c) Finally, for only those services and facilities which you or your group used, please rate their **quality** from 1-5.

a) Used facility/service in Whiskeytown NRA? Check (√)	**b) If used, how important?** Not important 1 2 3 4 5 Extremely important	**c) If used, what quality?** Very poor 1 2 3 4 5 Very good
_____ RESTROOMS	_____	_____
_____ TRAILS	_____	_____
_____ PICNIC AREAS	_____	_____
_____ PARKING AREAS	_____	_____
_____ HANDICAPPED ACCESSIBILITY	_____	_____
_____ ROADS	_____	_____
_____ BOAT RENTALS	_____	_____
_____ CAMPGROUNDS	_____	_____
_____ FOOD SERVICES	_____	_____
_____ LIFEGUARDS	_____	_____
_____ LAW ENFORCEMENT PATROLS	_____	_____
_____ BOAT LAUNCHES / DOCKS	_____	_____
_____ GARBAGE/ LITTER COLLECTION	_____	_____
_____ NAVIGATIONAL AIDS (buoys, etc.)	_____	_____
_____ EMERGENCY SERVICES	_____	_____

PLEASE GO ON TO NEXT PAGE ➡

12. a) Please check (√) the information services which you or your group **used** at Whiskeytown National Recreation Area during this visit.

    b) Next, for only those information services which you or your group used, please rate their **importance** from 1-5.

    c) Finally, for only those information services which you or your group used, please rate their **quality** from 1-5.

a) Used information service in Whiskeytown NRA? Check (√)	**b) If used, how important?** Not important 1 2 3 4 5 Extremely important	**c) If used, what quality?** Very poor 1 2 3 4 5 Very good
_____ PARK BROCHURE / MAP	_____	_____
_____ OTHER INFORMATIONAL BROCHURES	_____	_____
_____ INFORMATION FROM PARK STAFF	_____	_____
_____ VISITOR CENTER SALES PUBLICATIONS	_____	_____
_____ VISITOR CENTER EXHIBITS	_____	_____
_____ RANGER-LED PROGRAMS	_____	_____
_____ BULLETIN BOARDS	_____	_____
_____ TRAIL SIGNS	_____	_____
_____ ROADSIDE EXHIBITS	_____	_____
_____ ROAD SIGNS	_____	_____

13. a) Were the facilities at Whiskeytown National Recreation Area (restrooms, beaches, campgrounds, boat launches, etc.) adequate for the purposes of your visit to the park?

    _____ NO _____ YES ➡ **GO ON TO QUESTION 14**

    ⬇

    b) If NO, please explain why the facilities were not adequate.

    _____

    _____

    _____

14. For each of the following features or qualities of Whiskeytown National Recreation Area, please rate its importance (from 1 to 5) to you and your group during this visit. Please circle **one** answer for each feature or quality.

How important?	**Not important**				**Extremely important**	**Don't know**
PLANTS AND ANIMALS	1	2	3	4	5	0
HISTORIC SITES	1	2	3	4	5	0
MOTORIZED WATER RECREATION (motorboating, jet skiing, waterskiing, etc.)	1	2	3	4	5	0
NON-MOTORIZED WATER RECREATION (swimming, sailing, canoeing, SCUBA, etc.)	1	2	3	4	5	0
FRONTCOUNTRY RECREATION (picnicking, camping at campground, etc.)	1	2	3	4	5	0
BACKCOUNTRY RECREATION (hiking, backpacking, horseback riding, etc.)	1	2	3	4	5	0
SCENIC VIEWS	1	2	3	4	5	0
SOLITUDE AND QUIET	1	2	3	4	5	0

15. During this trip, how much money (for lodging, travel, food, and other items) did you and your group spend in the **area** around Whiskeytown National Recreation Area (within 50 miles of the park including Weaverville, Red Bluff, and Redding)? Please write "0" if you and your group did not spend any money.

    Local residents should only include expenditures that were **directly related** to this visit to the park.

	Money spent within 50 miles of Whiskeytown
LODGING (hotel, motel, campsite, etc.)	$_____
TRAVEL (gas, bus fare, etc.)	$_____
FOOD (restaurant, groceries, etc.)	$_____
OTHER (recreation, film, gifts, etc.)	$_____

PLEASE GO ON TO NEXT PAGE ➡

16. On a future visit to Whiskeytown National Recreation Area, what subjects would you be most interested in learning about? Please check (√) **all** that apply.

_____ NOT INTERESTED IN LEARNING ABOUT PARK → **GO ON TO QUESTION 17**

_____ GOLD RUSH HISTORY

_____ NATIVE AMERICAN CULTURE

_____ ECOSYSTEMS (plants, animals, etc.)

_____ RESEARCH STUDIES IN PARK

_____ WATERSHED RESTORATION / WATER QUALITY

_____ FIRE MANAGEMENT / PRESCRIBED BURNING

_____ AIR QUALITY

_____ WILDLIFE MANAGEMENT

_____ OTHER (Please specify _____)

17. On a future visit to Whiskeytown National Recreation Area, how would you and your group prefer to learn about the park's natural and cultural resources? Please check (√) **all** that apply.

_____ PRINTED MATERIALS (books, brochures, maps, etc.)

_____ AUDIO-VISUAL PROGRAMS (videos, movies, slide shows, etc.)

_____ RANGER-GUIDED WALKS / TOURS

_____ RANGER-LED EVENING PROGRAMS AT CAMPGROUND

_____ ROVING RANGERS AVAILABLE TO ANSWER QUESTIONS

_____ VISITOR CENTER PERSONNEL

_____ VISITOR CENTER EXHIBITS

_____ ROADSIDE / TRAILSIDE EXHIBITS

_____ OTHER (Please specify _____)

18. Whiskeytown National Recreation Area managers are planning visitor services and facilities for the future. Please check (√) whether you would like to see more, less, or the present number of the following services and facilities on a future visit.

Facility	More	Present OK	Less	Don't know
RESTROOMS	____	____	____	____
CAMPING OPPORTUNITIES	____	____	____	____
SWIM BEACHES	____	____	____	____
PICNIC AREAS	____	____	____	____
TRAILS	____	____	____	____
SIGNS (road and trail)	____	____	____	____
PARKING AREAS	____	____	____	____
BOAT LAUNCHES / RAMPS	____	____	____	____
LAW ENFORCEMENT PATROLS	____	____	____	____
RANGER-LED PROGRAMS	____	____	____	____
EXHIBITS	____	____	____	____
INFORMATION SERVICES (brochures, visitor center hours, etc.)	____	____	____	____

19. Whiskeytown National Recreation Area managers are considering a proposal to reserve certain parts of the park for certain uses. For example, some areas would be reserved for non-motorized water recreation while other areas would be reserved for motorized water recreation. This proposal would restrict activities to certain areas, but would reduce conflicts between incompatible uses. Would you support this proposal?

_____ YES _____ NO _____ NOT SURE _____ NEED MORE INFORMATION

PLEASE GO ON TO NEXT PAGE ➡

20. The park has recently begun charging a fee for use of the park's facilities such as beaches, boat ramps, trails, and picnic areas. For what projects would you like to see these funds utilized?

21. a) During this visit, did other visitors and their activities interfere with, or cause you to feel unsafe during, your visit to Whiskeytown National Recreation Area?

____ YES ____ NO → **GO ON TO QUESTION 22**

b) If YES, how?

22. a) Do you understand why this park was established as a unit of the National Park System?

____ YES ____ NO ____ NOT SURE → **GO ON TO QUESTION 23**

b) If YES, why was the park created?

23. What did you like **most** about your visit to Whiskeytown National Recreation Area?

24. What did you like **least** about your visit to Whiskeytown National Recreation Area?

25. Overall, how would you rate the quality of the visitor services and facilities provided to you and your group at Whiskeytown National Recreation Area during this visit? Please circle only **one**.

VERY GOOD GOOD AVERAGE POOR VERY POOR

26. If you were a manager planning for the future of Whiskeytown National Recreation Area, what would you propose? Please be specific.

27. Is there anything else you and your group would like to tell us about your visit to Whiskeytown National Recreation Area?

Thank you for your help! Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox.

Printed on recycled paper

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI CPSU. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park (AK)
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)

64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995

74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996

84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park (summer)
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)

1997

92. Great Smoky Mountains National Park (summer & fall)
93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historical Park (spring)
96. Lincoln Boyhood Home National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998

101. Jean Lafitte National Historical Park & Preserve (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park (AK)
107. Whiskeytown National Recreation Area

For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7863.