

**A STATEWIDE TELEPHONE SURVEY
OF UTAH RESIDENTS' ATTITUDES TOWARD UTAH STATE PARKS**

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Department of Natural Resources
State of Utah

IORT Professional Report PR2005-01

June 1, 2005

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Mission of the Institute for Outdoor Recreation and Tourism:

The Institute for Outdoor Recreation and Tourism (IORT) conducts a program of research, extension, and teaching for the benefit of the people of Utah, our country, and the world, directed at improving our understanding of the relationships between outdoor recreation and tourism, natural resources management, community economic vitality, and quality of life.

Through statewide collaboration and cooperation, IORT will be a source for the creation, communication, and transfer of knowledge on resource-based recreation and tourism issues affecting social, economic, and environmental systems, in order to assist Utah's citizens in making decisions that enhance both community and resource sustainability.

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A STATEWIDE TELEPHONE SURVEY OF UTAH RESIDENTS' ATTITUDES TOWARD UTAH STATE PARKS

Executive Summary

Utah State University's Institute for Outdoor Recreation and Tourism (IORT), working collaboratively with the State Division of Parks and Recreation (Utah State Parks), conducted a statewide telephone survey of Utah residents' attitudes toward State Parks. The main purpose was to examine public opinion to generate empirical information to help evaluate Utah State Parks policies and incorporate this information into the development of the agency's strategic plan. IORT and Utah State Parks developed survey questions to determine: 1) residents' knowledge and awareness of State Parks; 2) residents' support and vision for State Parks; 3) visitor use and preferences, including a focus on differences among Utah's seven Planning Districts; 4) support and preferences for funding the operation and development of State Parks including willingness to pay fees; and 5) visitor demographics. Valley Research, Inc. in Salt Lake City, Utah, was contracted to conduct the actual telephone survey. IORT analyzed the data and prepared this final report.

Research Methods

The interview instrument was pilot tested, some minor modifications were made, and then a random sample of household telephone numbers was selected for the telephone survey, stratified by the seven, multi-county Planning Districts in the state. From September to October, 2004, 285 telephone interviews were conducted in each of the seven Planning Districts, proportionately divided based on individual counties' population percentage within a Planning District. In each household contacted, an adult, 18 years or older, was asked to participate in the interview, and these interviews averaging between six and nine minutes. This sampling approach was selected in order to facilitate data analysis at both a statewide and Planning District level. Of 3,260 personal telephone contacts made to households statewide, 1,995 completed the telephone survey, for a response rate of 61.2%. Statewide results are accurate to $\pm 2.2\%$ and Planning District results are accurate to $\pm 5.7\%$, with both at the 95% confidence level.

Visitor Use, Visitation, and Satisfaction with Utah State Parks

The results of the Statewide Telephone Survey indicate that Utah residents take advantage of the recreation opportunities offered by State Parks, with 88% statewide indicating they had visited a State Park (Park Users) in the past (the other 12% are considered Non-Users of State Parks, with 8.5% indicating they had not visited and 3.5% unsure). Park Users seem to span all age groups, with an average age of about 45 years old, and appear to have higher levels of education and income than Non-Users. Non-Users are more likely to be female than male, and results also suggest that Utahns with Hispanic or Latino backgrounds and those of non-white race are under-represented as State Parks Users (5% of Park Users are Latino or Hispanic and about 4% of Park Users are non-white—Black or African American, Asian, Native Hawaiian or other Pacific Islander, American Indian or Alaska Native, some combination, or other). Park Users also visited more than one State Park, with about 88% visiting more than three State

Parks. They also visited State Parks regularly, with about three-quarters indicating they had visited a State Park in the past year with an average of about four visits. Park Users are satisfied with their visits, with about three-quarters saying they were very satisfied or satisfied with their State Parks experiences. In the seven Planning Districts, the largest percents of Park Users were in the Southeast (97.2%), Five County (94%), Mountainland (93.7%), and Six County (91.9%). The largest percents of Non-Users were in the Uintah Basin (15.1%), Wasatch Front (14.8%), and Bear River (11.6%).

Support for Utah State Parks

Both State Parks Users and Non-Users were asked about their level of agreement with four statements regarding perceived personal benefits (availability of State Parks, benefits associated with State Parks, importance of historic and heritage sites managed by State Parks, and recreation opportunities provided by State Parks) and one statement related to State Parks closures. Almost 94% of Utahns strongly agree or agree that the availability of their State Parks is personally important. Slightly over 92% strongly agree or agree that the preservation of Utah's historic and heritage sites managed by Utah State Parks is personally important. Utahns definitely believe they receive benefits from State Parks, implied by almost 82% who disagree or strongly disagree that they receive little or no benefit from State Parks. Similarly, recreational opportunities provided by Utah State Parks are definitely important, as implied by almost 87% who disagree or strongly disagree that such opportunities are not important. And finally, even in tough economic times and budget cuts, almost three-quarters of Utahns (73.3%) disagree or strongly disagree that certain parks not used as much should be closed.

Visitors' Perceived Importance and Satisfaction with Utah State Parks Management

State Park Users were asked to rate how important and how satisfied they were with 13 different management services and products, such as facilities, available recreation opportunities, information materials and educational programs, and three other items, all related to the quality of their State Park experiences. Park Users rated most of these items as moderately or extremely important, and they were also satisfied with most of these. This indicates that, generally, Utah State Parks is doing a very good job in meeting customer needs and expectations related to the quality of State Parks experiences. Items rated as highest in importance were Availability of Restrooms, Safety and Security, Historic Sites, and Availability of Day Use Facilities. All of these items were also given high satisfaction ratings by Park Users, suggesting that Utah State Parks "keep up the good work" in these areas. Items rated lowest in importance were Availability of Commercial Concessions and Motorized Use Trails. These two items were the most distinctive "low priority" items in the Importance-Satisfaction framework. The other seven items were very close to the mean responses for both importance and satisfaction, suggesting generally high performance by State Parks and no clear mandate for changing management priorities. However, there were three items that more than 10% of Park Users rated as being moderately or extremely important and not satisfied or only slightly satisfied: Ability to Reserve Campgrounds (15.1%); Availability of Restrooms (12.6%); and Motorized Use Trails (11.3%). Depending on the visitors and conditions in a specific State Park, these are items that may need more management attention.

Preferences for Funding the Operation and Development of Utah State Parks

Both State Park-Users and Non-Users were asked eight questions regarding their general support for or opposition to different strategies to generate funds for Utah State Parks operations and development. Statewide, a majority of Utahns support or strongly support the allocation of additional public funds from taxes and registration fees, an increase in camping fees, and an increase in entrance fees as different strategies to increase funding for State Parks. When asked about a tax increase with generated revenues earmarked for funding State Parks, the results are somewhat mixed. Although almost half (49.2%) said they would support or strongly support such a tax increase, 42.7% would oppose or strongly oppose such a strategy, and about 8% are neutral. There is strong opposition to increasing the cost of annual senior citizen passes by \$20 (60.4% opposing or strongly opposing), and even stronger opposition to eliminating senior discounts altogether (83.8% opposing or strongly opposing). It is evident Utahns have mixed views on new “point-of-use” fees. Statewide, about 70% would be willing to pay a nominal fee of \$1 to \$5 for educational programs they attend in addition to paying the park entrance fee. However, about 65% said they would not pay a separate camping fee in addition to paying the park entrance fee.

Attracting More Visitors to Utah State Parks

Respondents who had not visited a State Park (Non-Users) were asked “What could Utah State Parks offer to get you to visit?” The majority of these Non-Users (52.7%) said they didn’t know, said “Nothing,” or said “Keep the parks the same.” About 47% (87 of the Non-Users) gave 178 responses that were categorized into 1) need better information; 2) not enough time to visit; 3) personal factors; 4) lower entrance fees, discounts, or free services; 5) improve facilities; 6) more fun/activities to do; 7) improve services; 8) location of parks; 9) other factors; and 10) miscellaneous. Personal factors that are known to constrain park visitation were evident with about 16% of Non-Users saying either they didn’t have enough time, didn’t have a lot of money, or didn’t get out a lot. About 17% referred to improving information about State Parks, 16% wanted more and better advertising, and about the same percent mentioned specific items they wanted to be informed about such as fees, park features, and location of State Parks. More than 10% had concerns with entrance fees or passes. Another 10.7% referred to needed facility improvements including better parking, cabins or nearby housing, restrooms, and more campgrounds. Other responses generally referred to having fun outdoor recreation opportunities (6.7%), improving or offering different services (5.6%), and ten responses (5.6%) centered on remoteness of State Parks, with five respondents saying they would visit if the parks were closer.

Respondents who had visited a State Park (Park Users) were asked, “What should Utah State Parks offer that they presently don’t?” Almost half (49.4%) said they did not know (23.7%) or nothing more than what is currently offered (25.7%). The other 916 users gave a total of 1,514 responses that were categorized into 1) facilities improvement; 2) service improvement; 3) fees/passes; 4) information about parks; 5) interpretive improvement; 6) general statements; 7) decrease restrictions; 8) fun; 9) increase restrictions; 10) government controls; 11) aesthetic improvement; 12) preservation of natural and cultural areas; and 13) miscellaneous. Around 40% referred to some sort of

facility improvements, mentioning improving or building more restrooms (10%), more trash cans or dump stations (2.0%), and improvements to picnic areas (1.5%). Almost 9% of the responses had to do with camping or overnight accommodations, including improved camping, offering showers or laundry facilities, and alternative overnight accommodations such as yurts or cabins. Other facility improvement responses included motorized and non-motorized trails (8.1%), other amenities such as drinking fountains or telephones (3.2%), access improvements for seniors and people with disabilities (2.8%), parking and transportation (2.7%), concessions (2.4%), and improved water access (1.7%). Another 17% mentioned some sort of improvement to services offered. Nearly 6% of these had to do with improving maintenance items like cleaner restrooms, fixing roads and trails, and better trash removal. Another 5.4% offered suggestions for improving staff, such as having more polite, knowledgeable, and visible personnel. About 3% specifically mentioned items having to do with law enforcement or safety, and another 2% spoke to problems with making reservations. Other responses included those referring to fees and passes (12.0%), information outreach (7.7%), interpretive/educational program improvements (6.8%), decreasing restrictions (2.3%), increasing restrictions (1.7%), aesthetic improvements (0.9%), and preservation of natural or cultural areas (0.8%).

Implications and Recommendations

- It is important for the future viability of Utah State Parks that information related to visitor use, perceived benefits, and satisfaction be made known to the State Legislature, County Commissioners, local governments, and residents throughout the state. 88% of Utahns regularly visit Utah State Parks and about 75% are very satisfied or satisfied with their State Parks experiences. Large majorities throughout the state strongly agree or agree that the availability of State Parks and related recreational opportunities are important, and believe they definitely receive a variety of benefits from their State Parks. In addition, even in tough economic times and budget cuts, almost three-quarters of Utahns disagree or strongly disagree that certain parks should be closed just because they are not used as much as other higher visitation parks. Especially important is increasing the State Legislature's awareness of the value and importance Utah citizens place on State Parks in order to secure adequate and continuing annual state-appropriated revenue streams for operations and development.
- Utah's ethnic minorities, such as those of Hispanic or Latino backgrounds and those of non-white race, are under-represented as State Parks Users. Research has shown there are inherent challenges in reaching minority households for telephone surveys, as quite a few minority households do not have telephones. This phenomenon may explain why minorities were under-represented in the survey sample. However, if Utah State Parks desires to increase minority visitation, it would seem appropriate to identify minority communities throughout the state, especially those with nearby access to specific State Parks, and meet with representative stakeholder groups, perhaps in a focus group format, to determine their State Parks needs, expectations, and constraints to visitation, and how Utah State Parks can address these issues. For example, other research has shown that Hispanics and Latinos have a preference for

developed park facilities that are conducive to large family and social gatherings, tend to have more transportation constraints, and experience prejudice more than white visitors.

- Over 90% of Utahns strongly agree or agree that the preservation of Utah's historic and heritage sites managed by Utah State Parks is personally important. Additionally, about 70% of Utahns would be willing to pay a nominal fee of \$1 to \$5 for educational programs in addition to the park entrance fee. Such educational programs can interpret the natural and cultural resources of Utah State Parks for visitors, and thus enhance their visitation experience. Based on these findings, it would seem the opportunity exists for Utah State Parks to develop collaborative partnerships with natural and cultural history interest groups, Native Americans, and other minority groups, to all be involved in the interpretation of our natural and cultural resources for the benefit of all citizens.
- The majority of Park Users stated most of the 13 management items related to visitor services and products were moderately or extremely important, and they were satisfied with most of these. However, these results give a "macro" picture of visitors' perceived importance and satisfaction with the various items related to the quality of their State Parks experiences, and therefore these cannot be tied specifically to any individual State Park. In order to continue to meet visitor needs and expectations in the future at a "micro" level, Utah State Parks should develop and administer an abbreviated Importance/Satisfaction survey instrument (perhaps based on the instrument used for this statewide telephone survey) tailored for each State Park. This would enable State Park managers to collect relevant information related to specific visitor needs and expectations at each park, and such information would be useful in making management decisions to improve visitor services.
- Related to funding issues, statewide, a majority of Utahns support or strongly support the allocation of additional public funds from taxes and registration fees, an increase in camping fees, and an increase in entrance fees as different strategies to increase funding for State Parks. Although Utahns have mixed feelings with respect to a tax increase with generated revenues earmarked for funding State Parks, almost half said they would support or strongly support this as a funding strategy. Evident is the acceptance by Utahns that State Parks are valuable and important, and need continued funding. This support should allow Utah State Parks to "experiment" with different funding strategies in the future (similar to efforts associated with the federal Fee Demonstration Project) in order to develop a variety of revenue streams that could be implemented at local, regional, and statewide levels. Such additional revenue streams would enhance annual state-appropriated funding and help ensure the long-term viability of Utah State Parks. Utah State Parks must carefully consider any changes related to increasing the cost of annual senior citizen passes or eliminating senior discounts altogether, as there is strong opposition to both throughout the state. However, it may be possible to engage senior citizen groups in different regions of the state to inform them of the funding challenges faced by Utah State Parks in order to develop appropriate funding strategies that are more acceptable.

- With respect to attracting more Non-Users to Utah State Parks in the future, personal factors known to constrain park visitation are evident (not enough time, not enough money, no interest, etc.), and there may or may not be much that can be done to change these constraints on personal levels. But, just as Utah's ethnic minorities are under-represented as State Parks visitors, there are other under-represented groups in different regions of the state, such as seniors, people with disabilities, and those with lower household incomes. Again, one strategy to increase park visitation by such groups is to meet with representative stakeholder groups to determine their State Parks needs, expectations, and constraints to visitation, and how Utah State Parks can address these issues, and it would seem to be appropriate to do this at both local and regional levels in the state. Additionally, as identified by Non-Users, there is a need for better information dissemination on Utah State Parks with these under-represented groups, providing information on recreational opportunities available, special park features and scenery, location and access, fees/passes, etc. If funds are available, a Utah State Parks media promotion could be developed that targets these under-represented groups, along with other residents in a region or the state as a whole. Additionally, some innovative strategies and programs may also be developed to increase visitation, such as special passes, free days if you're over 60 years old, special events and programs targeted to special groups, free transportation, "Bring a friend to your favorite State Park," etc. Local park managers and staff are probably in the best position to develop such innovations, but would need to collaborate more with representative stakeholder groups. Local park managers and staff should be supported and encouraged by Utah State Parks administration to be innovative and experiment, and successes need to be shared with all within the agency.
- Utah State Parks Users gave many suggestions for improving their State Parks experiences, related very generally to improving facilities and services. Certainly some of these suggestions could be examined more closely, developed further, and eventually implemented at certain State Parks. But, this reinforces the need for better information from visitors about their State Parks experiences. Again, in order to meet this need, Utah State Parks should develop and administer an abbreviated Importance/Satisfaction survey instrument tailored for each State Park. This would enable State Park managers to collect relevant information related to specific visitor needs and expectations at each park, and such information would be useful in making management decisions to improve visitor services.

A STATEWIDE TELEPHONE SURVEY OF UTAH RESIDENTS' ATTITUDES TOWARD UTAH STATE PARKS

Introduction

The Division of Parks and Recreation (Utah State Parks), Department of Natural Resources, State of Utah, identified the need to assess residents' opinions about and attitudes towards State Parks in order to incorporate empirical information into the development of the agency's strategic plan. Currently the Utah State Parks system consists of 41 State Parks of three different types: recreation, heritage, and scenic. Utah State University's Institute for Outdoor Recreation and Tourism (IORT) was charged with the task of conducting a statewide telephone survey of Utah residents' attitudes toward State Parks.

The purpose of the statewide telephone survey was to examine public opinion about Utah State Parks with the primary purpose of generating empirical data and information to help evaluate Utah State Park policies. Working collaboratively, Utah State Parks and IORT developed survey questions to determine: 1) residents' knowledge and awareness of State Parks; 2) residents' support and vision for State Parks; 3) visitor use and preferences, including a focus on differences among Utah's seven Planning Districts; 4) support and preferences for funding the operation and development of State Parks including willingness to pay fees; and 5) visitor demographics. A copy of the survey instrument is in Appendix A.

Survey Research Methods

USU's Institute for Outdoor Recreation and Tourism designed the questions for the telephone survey with input from Utah State Park planners. Valley Research, Inc. in Salt Lake City, Utah, was contracted to conduct the actual telephone survey. The interview instrument was pilot tested, and based on the researchers' monitoring of these initial pilot interviews, some minor modifications to the interview instrument were made. Then, a random sample of household telephone numbers was selected for the telephone survey, stratified by the seven, multi-county Planning Districts in the state (Figure 1 and Figure 2). In each of the seven Planning Districts, 285 telephone interviews were conducted, proportionately divided based on individual counties' population percentage within a Planning District. In each household contacted, an adult, 18 years or older, was asked to participate in the interview. From September to October, 2004, a total of 1,995 telephone interviews were conducted statewide in the seven Planning Districts, with interviews averaging between six and nine minutes. This sampling approach was selected in order to facilitate data analysis at both a statewide and Planning District level. See Table 1 for the seven Planning Districts, counties within each Planning District, population figures, and number of telephone interviews completed.

Figure 1: The State of Utah's Seven Multi-County Planning Districts

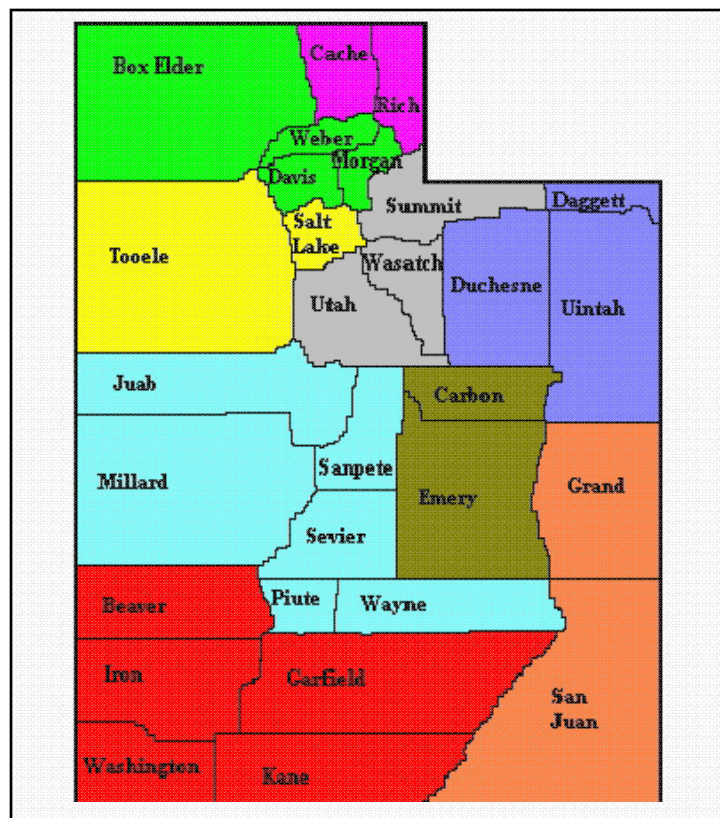
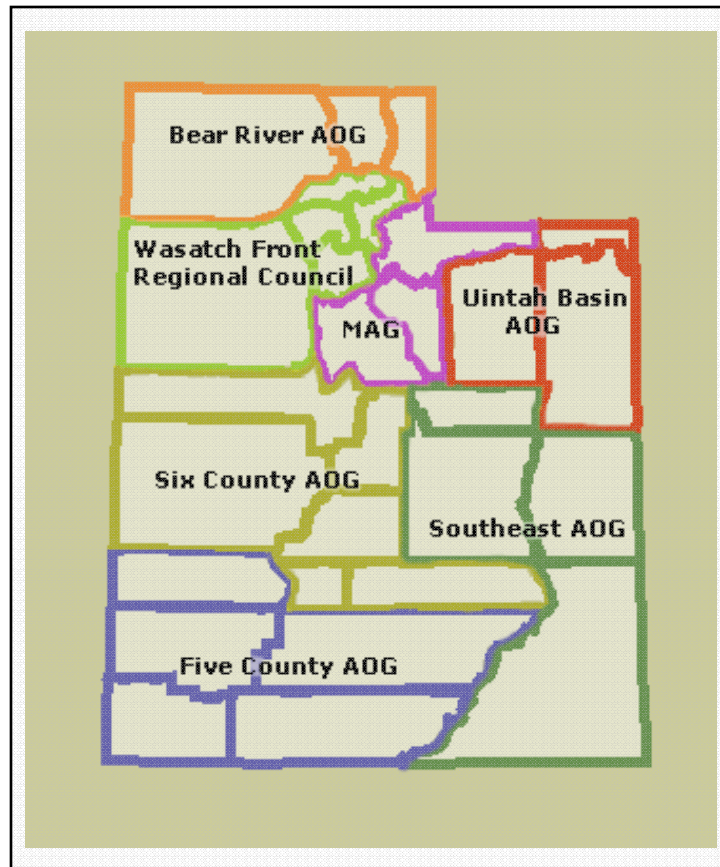


Figure 2: The State of Utah's 29 Counties

**Table 1: Utah's Planning Districts, Counties, Populations,
and Number of Telephone Interviews Completed**

Planning Districts	Total Adult Population¹ (% of Statewide Population)	County Adult Population¹ (% of District)	Interviews Completed (% of Total for District)
BEAR RIVER	91,399 (6.0%)		285 (100.0%)
Box Elder County		27,319 (29.9%)	85 (29.8%)
Cache County		62,798 (68.7%)	196 (68.8%)
Rich County		1,282 (1.4%)	4 (1.4%)
WASATCH FRONT	946,410 (62.5%)		285 (100.0%)
Davis County		155,031 (16.4%)	46 (16.1%)
Morgan County		4,486 (0.5%)	1 (0.4%)
Salt Lake County		624,804 (66.0%)	189 (66.3%)
Tooele County		26,482 (2.8%)	8 (2.8%)
Weber County		135,607 (14.3%)	41 (14.4%)
MOUNTAINLAND	273,932 (18.1%)		285 (100.0%)
Summit County		20,873 (7.7%)	22 (7.7%)
Utah County		243,049 (88.7%)	253 (88.8%)
Wasatch County		10,010 (3.7%)	10 (3.5%)
UINTAH BASIN	26,285 (1.7%)		285 (100.0%)
Daggett County		707 (2.7%)	8 (2.8%)
Duchesne County		9,086 (34.6%)	98 (34.4%)
Uintah County		16,492 (62.7%)	179 (62.8%)
SIX COUNTY	43,082 (2.8%)		285 (100.0%)
Juab County		5,061 (11.7%)	33 (11.6%)
Millard County		7,779 (18.1%)	51 (17.9%)
Piute County		994 (2.3%)	7 (2.5%)
Sanpete County		15,209 (35.3%)	101 (35.4%)
Sevier County		12,342 (28.6%)	82 (28.8%)
Wayne County		1,697 (3.9%)	11 (3.9%)
SOUTHEAST	36,514 (2.4%)		285 (100.0%)
Carbon County		14,548 (39.8%)	114 (40.0%)
Emery County		7,017 (19.2%)	55 (19.3%)
Grand County		6,203 (17.0%)	48 (16.8%)
San Juan County		8,746 (23.9%)	68 (23.9%)
FIVE COUNTY	96,849 (6.4%)		285 (100.0%)
Beaver County		3,994 (4.1%)	12 (4.2%)
Garfield County		3,190 (3.3%)	9 (3.2%)
Iron County		23,232 (24.0%)	68 (23.9%)
Kane County		4,269 (4.4%)	13 (4.6%)
Washington County		62,164 (64.2%)	183 (64.2%)

¹Population figures based on the 2000 Census, U.S. Census Bureau

Response Rate

According to information provided by Valley Research, Inc., of 3,260 personal telephone contacts made to households statewide, 1,995 adults agreed to participate and completed the telephone survey, for a response rate of 61.2% (Table 2).

Table 2: Telephone Survey Sample Compliance Rate

Group	Number	Percentage of Group
Number of dialings completed to usable residential numbers	15,894	100%
Non-final dispositions ¹	12,634	79.5% of potential contacts
Personal contacts	3,260	100% of personal contacts
Refusals ²	1,265	38.8% non-compliance rate
Completed surveys	1,995	61.2% compliance rate

¹This includes no answer, busy signal, answering machine, and call back.

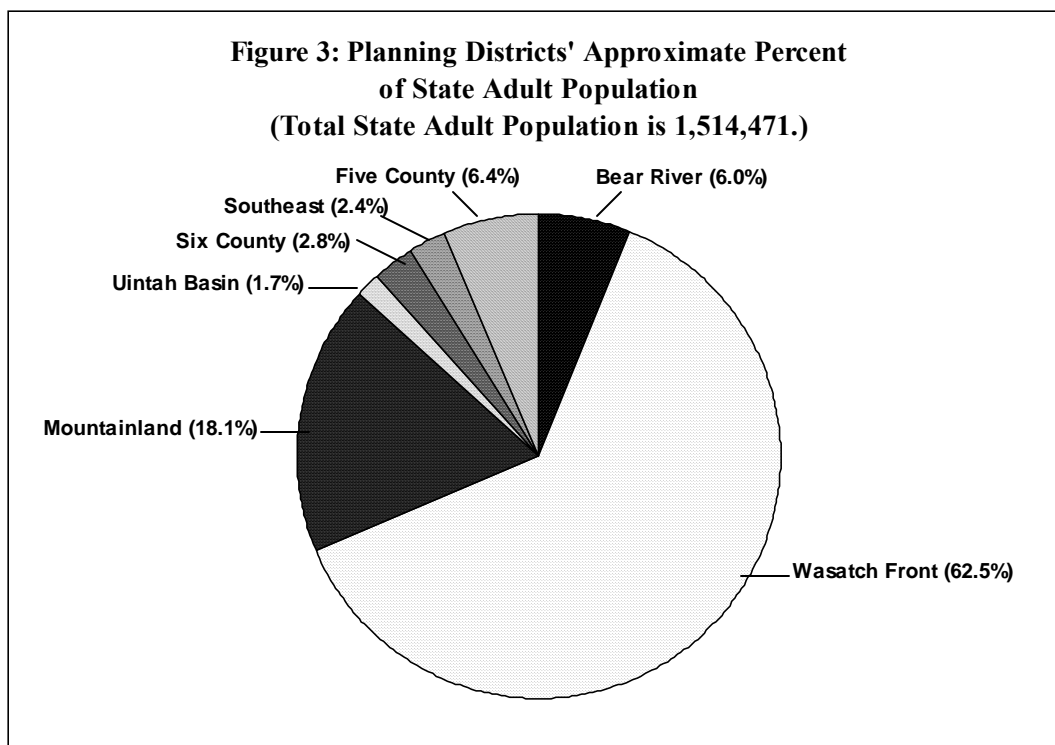
²This includes initial refusal (1,012), mid-interview refusal (88), and language barrier (165).

Analysis, Sample Size, and Weighting Rationale

IORT research scientists utilized IORT laboratory computers and the Statistical Package for Social Sciences (SPSS) software package to analyze data generated from the telephone survey. The data for each question in the survey are presented for the state as a whole (statewide) and for each Planning District.

In order for the sample to be representative of the population of each Planning District, a required sample size (n) of 285 for each district was calculated using a statistical level of accuracy formula. This sample size is based on a 60% response rate of a random sample from a large population and provides results with a 95% confidence level and about a plus/minus 5.7% confidence interval. This means for Planning District data, 95% of the time the sample results will be within plus or minus 5.7% of the true population results. The statewide confidence interval is $\pm 2.2\%$ at the 95% confidence level.

Although representative of the Planning Districts, one shortcoming of this sampling approach is that one can not simply combine the data from all the districts to provide statewide summary results, as certain Planning Districts would be under- or over-represented because the district populations are not all equal. For example, as shown in Table 1, the total adult population of the five counties in the Wasatch Front Planning District (at a total adult population of 946,410), comprises slightly more than 62% of Utah's population, whereas the Bear River and Five County Planning Districts each contain around 6% of the state's adult population (see Figure 3. Combining the Planning District data sets into one statewide data set, without adjusting for the district population differences, would result in the Wasatch Front Planning District being under-represented (a sample of 285 respondents representing 946,410 adult residents) and the Six County Planning District being over-represented (a sample of 285 respondents representing 43,082 adult residents).



In order to correct for this in the *statewide results only*, simple multipliers or “weights” are used to calculate averages and sums. Data from the Bear River District (pop. 91,399) is weighted by a factor of 1.000 and Five County Planning District (96,849 in population) are weighted by a factor of 1.059. Data from the Wasatch Front Planning District, with a population close to 946,410, about ten times greater than the Bear River or Five County Planning Districts, are weighted by a factor of 10.354. Following the same logic, Mountainland Planning District data are weighted by a factor of 2.996, Uintah Basin Planning District data by a factor of 0.287, Six County Planning District data by a factor of 0.470, and Southeast Planning District data by a factor of 0.400. In this report, these weighted results are presented only for the overall statewide results (with a weighted *n* totaling 4,721), and not for the individual Planning District results (seven each with a *n* of 285 for a total of 1,995).

The following tables and figures presented in this report contain frequencies of responses and percentages (%) for statewide weighted data, along with data for the individual Planning Districts. Means that are presented represent averages. When medians are presented, the median figure represents the mid-point of the data, and therefore 50% of the responses are above the figure and 50% of the responses are below the figure.

General State Parks Use

Summary

Utah residents take advantage of the recreation opportunities offered by State Parks with 88% indicating they had visited a State Park. Park visitors seem to span all age groups. However, non-visitors are more likely to be female than male. It should be noted that the telephone survey was a sample of adults, 18 years and older, living in Utah, so the opinions of younger residents and non-residents who visit State Parks were not examined. The results also suggest that Utahns with Hispanic or Latino backgrounds and those of non-white race are not utilizing their State Parks to the extent they can. Also, visitors to State Parks appear to have higher levels of education and income than those who do not visit.

“Filter” Question for Survey Participants

The first question asked of telephone survey participants was, “Have you ever visited a Utah State Park?” This question functioned as a “filter” question in order to determine whether the respondent was a Park User, answering Yes, or Non-User of Parks, answering No or Unsure. Then, depending on the survey participant’s response of Yes, No, or Unsure, specific survey questions were asked for either a User or Non-User of Parks. The survey instrument used for the statewide telephone poll for both Park Users and Non-Users of Parks is in Appendix A of this report. Statewide, 88% of the survey respondents were Park Users and 12% were Non-Users of Parks (Table 3). In the seven Planning Districts, the largest percents of Park Users were in the Southeast (97.2%), Five County (94%), Mountainland (93.7%), and Six County (91.9%). The largest percents of Non-Users were in the Uintah Basin (15.1%), Wasatch Front (14.8%), and Bear River (11.6%).

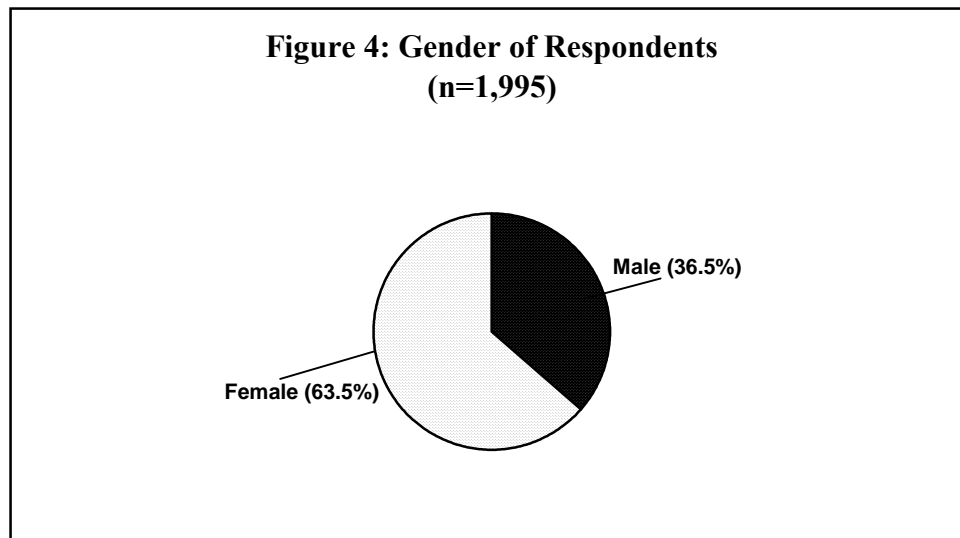
Table 3: Have you ever visited a State Park?

Statewide and Planning Districts	Responses		
	Yes	No	Unsure
Statewide	88.0%	8.5%	3.5%
Bear River	88.4%	9.5%	2.1%
Wasatch Front	85.3%	10.2%	4.6%
Mountainland	93.7%	4.9%	1.4%
Uintah Basin	84.9%	10.9%	4.2%
Six County	91.9%	3.5%	4.6%
Southeast	97.2%	1.8%	1.1%
Five County	94.0%	5.3%	0.7%

Demographic Characteristics

Gender and Age of Respondents

As shown on Figure 4 63.5% of the respondents were female and 36.5% were male. This discrepancy from the population average (50.5% female and 49.5% male per 1990 U.S. Census data for adult Utah residents) may be due to the effect that females in a household are more likely to answer the telephone or more likely to respond to an unsolicited telephone survey. It is interesting to note that those who had visited a State Park closely reflected the overall respondent percentages (61.8% female and 38.2% male), but female non-visitors (82.4%) were almost five times greater than male non-visitors (17.4%).



For State Park Users statewide, the average age is about 45 years old compared to about 42 years old for Non-Users of Parks. In the different Planning Districts, the average age of Park Users ranges from a low of 42.8 years old in the Mountainland Planning District to a high of 50.5 years in the Five County Planning District. Among Non-Users of Parks, the average age ranges from almost 28 years old in the Mountainland Planning District to almost 48 years old in the Five County Planning District (Table 4).

Statewide, almost 60% of State Park Users are younger than 50 years old with slightly over 40% being 50 years or older. Of Park Users under 50 years old, 20.5% are 18-29 years old, 21.3% are 30-39 years old, and 18.0% are 40-49 years old. For Park Users over 50 years old, 18.8% are 50-59 years old, 10.4% are 60-69 years old, and 11.0% are 70 years or older. Among Non-Users of Parks statewide, slightly over two-thirds (68.6%) are under 50 years of age, with the 18-29 year old group at 23.9%, 30-39 years olds at 21.9%, and 40-49 year olds at 23.0%. This means close to one-third of Non-Users (31.2%) are 50 years or older, with 50-59 year olds at 18.5%, 60-69 years olds at 6.2%, and those 70 years or older at 11%.

Comparing the telephone sample respondents with state population data from the 2000 Census shows the 18 to 24 age group is under represented in the sample (10.0% of

respondents compared to the state population of 21.0%). Respondents of other ages are more representative. For example, 42.5% of respondents were in the 25 to 44 year old sample, with the state population being 41.4% for these ages; 31.9% of the respondents were 45 to 64 years old (state population at 25.1%), and 15.6% of respondents were 65 or older (state population at 12.6%). However, state park visitation by adults at various ages is similar to State Park Users found in the statewide sample (Table 3; 88.0% of respondents visiting State Parks), with 86.8% of the 18 to 24 year group visiting State Parks, 85.8% of 25 to 44 year olds visiting, 88.7% of 45 to 64 year olds visiting, and 92.6% 65 years or older visiting.

Table 4: Age of Park Users and Non-Users of Parks.

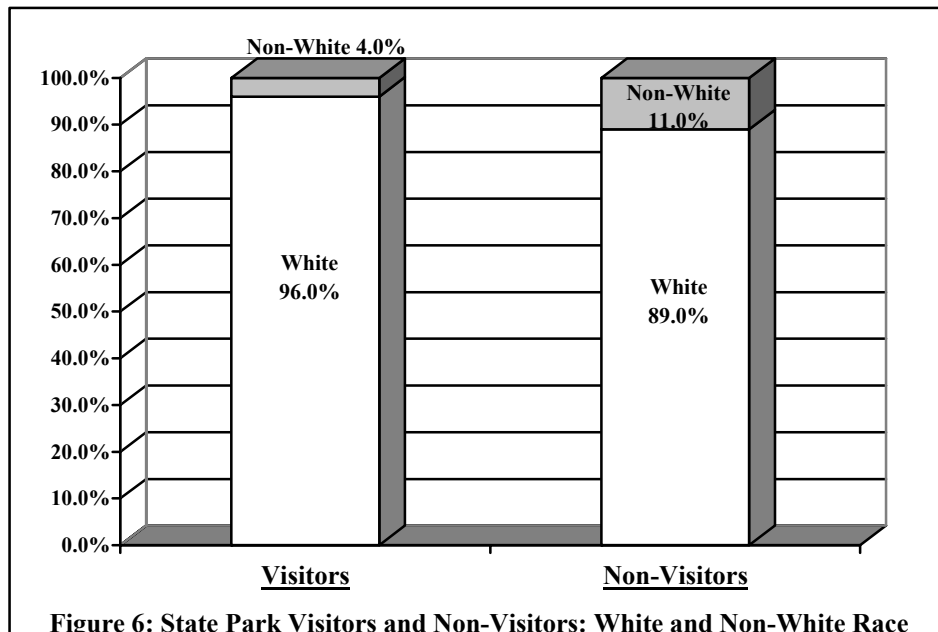
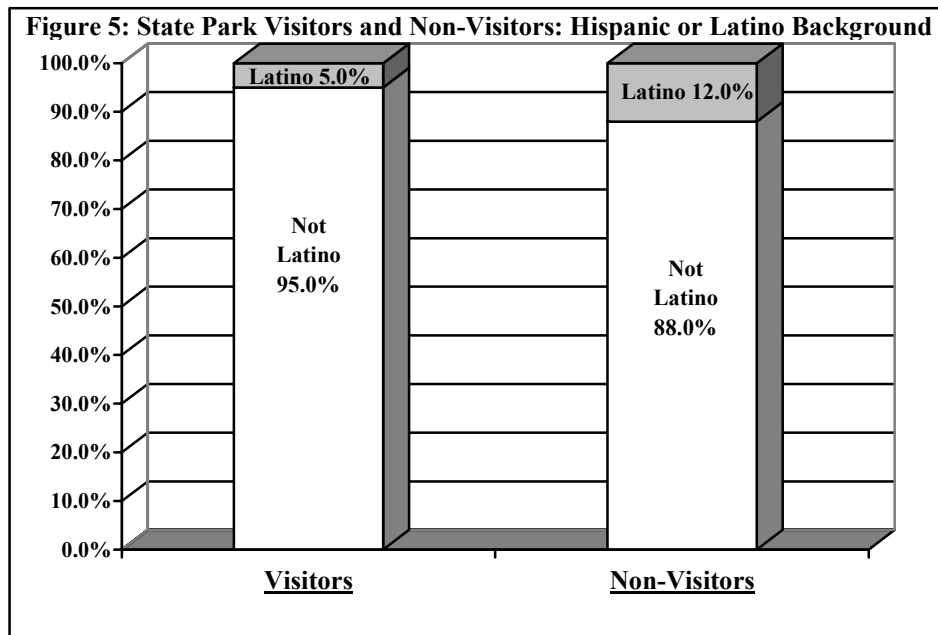
		<i>Bear River</i>	<i>Wasatch Front</i>	<i>Mountainland</i>	<i>Uintah Basin</i>	<i>Six County</i>	<i>Southeast</i>	<i>Five County</i>	<i>Statewide Weighted</i>
Mean years	Park User	44.5	45.5	42.8	46.2	47.8	45.3	50.5	45.3
	Non-User	35.6	44.3	27.7	42.3	48.3	32.3	47.8	42.1
Median years	Park User	42.0	42.0	41.0	47.0	48.0	45.0	53.0	44.0
	Non-User	30.0	43.0	25.5	44.0	50.0	28.5	47.5	40.0
18-29 years old	Park User	25.2%	18.8%	26.3%	19.5%	15.4%	19.0%	17.6%	20.5%
	Non-User	48.5%	16.7%	66.7%	27.9%	19.0%	62.5%	18.8%	23.9%
30-39 years old	Park User	18.7%	23.1%	21.4%	14.0%	14.2%	17.9%	13.4%	21.3%
	Non-User	27.3%	21.4%	27.8%	14.0%	23.8%	12.5%	12.5%	21.9%
40-49 years old	Park User	19.5%	17.5%	17.6%	22.5%	25.4%	23.0%	15.7%	18.0%
	Non-User	12.1%	26.2%	5.6%	25.6%	4.8%	25.0%	25.0%	23.0%
50-59 years old	Park User	11.8%	20.1%	17.2%	23.3%	21.5%	21.2%	15.3%	18.8%
	Non-User	6.1%	21.4%	0.0%	23.3%	19.0%	0.0%	25.0%	18.5%
60-69 years old	Park User	15.0%	9.0%	9.9%	13.1%	13.8%	10.6%	18.4%	10.4%
	Non-User	3.0%	7.1%	0.0%	4.7%	23.8%	0.0%	0.0%	6.2%
70 years or older	Park User	9.8%	11.5%	7.6%	7.6%	9.6%	8.4%	19.5%	11.0%
	Non-User	3.0%	7.1%	0.0%	4.7%	9.5%	0.0%	18.8%	6.5%

There are some noticeable and interesting regional differences in the ages of Park Users and Non-Users of Parks:

- Well over half of Park Users in six of the seven Planning Districts are younger than 50 years old (Mountainland at 65.3%, Bear River at 63.4%, Southeast at 59.8%, Wasatch Front at 59.4%, Uintah Basin at 56.0%, and Six County at 55.1%). In the Five County Planning District, 46.8% of Park Users are younger than 50 years old.
- In all of seven of the Planning Districts, over one-half of adult Park Users are 40 years and older; and in three of the Planning Districts, over two-thirds of adult Park Users are 40 years and older (Mountainland at 52.3%, Bear River at 56.1%, Wasatch Front at 58.1%, Southeast at 63.1%, Uintah Basin at 66.5%, Five County at 69.0%, and Six County at 70.4%). Well over one-third of Park Users are 50 years old or older in six of the Planning Districts (Mountainland at 34.7%, Bear River at 36.6%, Southeast at 40.2%, Wasatch Front at 40.6%, Uintah Basin at 44.0%, Six County at 44.9%), and in the Five County Planning District over half of Park Users (53.2%) are 50 years or older.
- In the Five County Planning District, Park Users are more evenly distributed with respect to age with close to one-sixth being represented in each of the six age categories. However, in Five County, there is higher park use in the 60-69 age category (18.4%) and 70 years or older age category (11.0%) than in the other six Planning Districts. In the Five County, over one-half (53.2%) of Park Users are 50 years old or older, and well over one-third (37.9%) of Park Users are 60 years old or older. In the other six Planning Districts, Park Users 60 years or older are less than 25%.
- In the Bear River Planning District, 25.2% of Park Users are 18-29 years old, 18.7% are 30-39 years old, and 19.5% are 40-49 years old. Thus, over 25% of adult Park Users in the Bear River Planning District are under 30 years old, over 40% are under 40 years old, and about 65% are under 50 years old. The Wasatch Front and Mountainland Planning Districts also show similar trends of park use.
- It should be noted that percentages shown for Non-Users of Parks for the planning districts can be misleading when making inferences about the larger Planning District adult population. The number of Non-Users was relatively small in each Planning District (Bear River n=33; Wasatch Front n=42; Mountainland n= 8; Uintah Basin n= 3; Six County n=23; Southeast n=8; and Five County n=17). For instance, the largest percent of 18-29 Non-Users of Parks is 62.5% in the Southeast Planning District, but this is only five of the eight Non-Users.

Ethnicity/Race

Respondents were asked if they were of Hispanic or Latino background. As shown in Figure 5, 5% of State Park visitors are Latino or Hispanic, and 12% of non-visitors in the sample are Latino or Hispanic. The 2000 U.S. Census reports that 9.0% of Utahns are Hispanic or Latino. Respondents were then asked what race they belonged to. Figure 6 shows that about 4% of visitors are non-white (Black or African American, Asian, Native Hawaiian or other Pacific Islander, American Indian or Alaska Native, some combination, or other) while about 11% of non-visitors are non-white. This compares to the U.S. Census data of 10.8% non-white Utah residents. These data suggest that Latinos and people of non-white race are under represented as Utah State Park visitors.



Level of Formal Education

When asked about their highest level of formal education respondents have completed, only 1.6% indicated they had not completed high school (Figure 7). Of the 53.6% holding a post high school degree, 10.6% had an associate's degree, 27.0% a college degree, and 16.0% a graduate or professional degree. Those respondents who indicated they had visited a State Park tended to have a similar distribution of formal education levels as shown in Figure 7. However, those who had not visited a state park were less likely to have graduate degrees (6.6%) and college degrees (21.8%), and more likely to have high school degrees (28.7%).

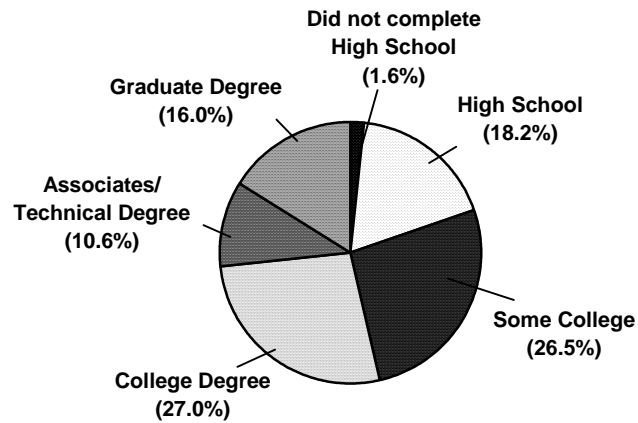


Figure 7: Highest Level of Education Completed
(weighted n=4721)

Yearly Household Income

When respondents were asked the amount of their yearly household income (Table 5), slightly less than one-third (30.7%) refused to provide this information. Statewide, for those who gave an amount (69.3%), 46.7% indicated their household income as being under \$50,000, almost one-quarter (24.8%) had income between \$50,000 and \$70,000, and 28.5% had income of \$70,000 or more. Differences in yearly household income are evident when comparing Park Users and Non-Users. For example, only 45.2% of Park Users had incomes under \$50,000 compared to 58.4% of Non-Users. Although Park Users and Non-Users are comparable in the \$50,000 to \$70,000 household income category (25% of Park Users compared to 24.2% of Non-Users), almost 30% of Park Users (29.9%) had household incomes of \$70,000 or more, compared to 17.5% of Non-Users. Even more striking, 15.1% of Park Users had household incomes of \$100,000 or more, compared to only 8.6% of Non-Users. Based on these results, Park Users are more likely to have higher annual household incomes than Non-Users.

Table 5: Yearly Household Income Statewide

Household Income	Percentage of All Respondents ¹	Park Users	Non-Users
Less than \$10,000	0.6%	0.5%	0.8%
\$10,000-\$19,999	6.2%	5.6%	10.1%
\$20,000-\$29,999	11.5%	10.9%	17.3%
\$30,000-\$39,999	15.6%	15.0%	19.7%
\$40,000-\$49,000	12.8%	13.1%	10.4%
\$50,000-\$59,999	15.8%	15.9%	15.4%
\$60,000-\$69,999	9.0%	9.1%	8.8%
\$70,000-\$79,000	7.5%	8.0%	2.9%
\$80,000-\$89,000	3.8%	3.9%	3.2%
\$90,000-\$99,000	2.9%	2.9%	2.8%
\$100,000 or more	14.3%	15.1%	8.6%
Total	100.0%	100.0%	100.0%

¹30.7% of respondents refused to provide information on household income and these refusals were treated as missing data. Thus, percentages in this column are from 69.3% of respondents.

State Park Visitation and Visitor Satisfaction

Summary

Respondents who visited State Parks are more likely to have visited a number of parks, with about 88% who have visited more than one or two State Parks. These visitors also tend to visit State Parks regularly, with about three-quarters indicating they had visited a State Park in the previous year with an average of about four visits. In general, these visitors are satisfied with their visits, with about three-quarters saying they were very satisfied or satisfied with their State Parks experiences.

Number of State Parks Visited and Number of Visits

As mentioned previously, about 88% of the respondents indicated they had visited a State Park. These State Park Visitors were then asked, “How many Utah State Parks have you visited?” As shown in Table 6, the median value of the responses was five or six State Parks visited in each of the Planning Districts, with slightly over one-fifth of visitors statewide (20.6%) indicating visiting five or six State Parks. The Planning Districts with visitors indicating the highest percentage of visiting more than six State Parks are Mountainland (49.1%), Wasatch Front (46.6%), Five County (46.0%), and Six County (44.6%), followed by Bear River (41.6%), Southeast (39.9%), and Uintah Basin (38.8%) with lesser percentages. Note also that statewide, over one-quarter of the respondents (27%) indicated visiting more than ten State Parks, ranging from a low of 19.4% of respondents in the Uintah Basin Planning District to a high of 29.4% in the Five County Planning District.

Table 6: How many Utah State Parks have you visited?

	State-wide	Bear River	Wasatch Front	Mountain-land	Uintah Basin	Six County	Southeast	Five County
Mean	9.6	9.0	10.0	9.0	8.1	9.3	9.0	9.6
Median	6.0	5.0	6.0	6.0	5.0	6.0	5.0	6.0
1 to 2	11.2%	12.8%	10.9%	10.3%	16.9%	11.2%	18.5%	10.9%
3 to 4	21.8%	26.9%	22.7%	17.1%	23.6%	20.5%	18.9%	23.8%
5 to 6	20.6%	18.6%	19.7%	23.6%	20.7%	23.6%	22.5%	19.2%
7 to 8	5.0%	4.1%	4.6%	6.5%	6.3%	8.1%	4.7%	3.0%
9 to 10	14.5%	9.9%	13.9%	18.6%	13.1%	12.8%	13.1%	13.6%
11 to 15	9.9%	14.0%	8.4%	12.2%	7.6%	10.1%	6.5%	14.3%
> 15	17.1%	13.6%	19.7%	11.8%	11.8%	13.6%	15.6%	15.1%

State Park visitors were then asked, “How many times have you visited Utah State Parks in the past 12 months?” As shown in Table 7, statewide, somewhat less than three-quarters (73.1%) of these visitors said they had visited one or more times in the past year

and about one-quarter (26.9%) said they had not gone to a State Park in the past year. The Planning Districts with the highest percentage of one or more State Park visits by residents in the previous 12 months are Five County at 81.3%, followed by Uintah Basin at 79.3% and Mountainland at 78.4%. In the other four Planning Districts, one or more visits in the past year are closer to 70% (Bear River at 69.7%); Wasatch Front at 70.7%; Six County at 72.1%; Southeast at 73.6%).

In Table 7, mean, median, and percentages for number of visits in the previous year are calculated for only those visitors who indicated one or more visits. The median values for each of the Planning Districts are either two or three. More than 20% in the Southeast and Five County Planning districts indicated more than five visits in the past year. Around one-third of respondents in all but one of the Planning Districts indicated three to five visits (Uintah Basin is the exception with 27.2%).

Table 7: How many times have you visited Utah State Parks in the past 12 months?

# of Times Visited	State-wide	Bear River	Wasatch Front	Mountain-land	Uintah Basin	Six County	Southeast	Five County
≥1	73.1%	69.7%	70.7%	78.4%	79.3%	72.1%	73.6%	81.3%
None	26.9%	30.3%	29.3%	21.6%	20.7%	27.9%	26.4%	18.7%
Mean	4.2	3.9	4.1	4.1	4.5	4.0	5.6	4.9
Median	3.0	3.0	3.0	2.0	2.0	3.0	3.0	3.0
1	21.4%	20.0%	20.5%	23.2%	25.7%	23.8%	22.1%	22.9%
2	28.3%	29.7%	29.2%	29.0%	28.8%	25.4%	24.5%	21.1%
3 to 5	32.4%	34.3%	32.2%	31.4%	27.2%	35.4%	32.4%	35.3%
6 to 12	13.1%	12.0%	13.5%	12.6%	11.5%	10.6%	13.7%	13.8%
> 12	4.8%	4.0%	4.7%	3.9%	6.8%	4.8%	7.4%	6.9%

Visitor Satisfaction with State Parks

State Park visitors were then asked how satisfied they were with their State Park visits in general. As shown in Table 8, statewide, well over one-half (56.3%) of State Park visitors were very satisfied and over three-quarters (76.2%) were satisfied or very satisfied. This, of course, is reflected in the Planning District results, ranging from a high of 78.2% of visitors indicating they were very satisfied or satisfied in the Wasatch Front to a low of 65.3% indicating such satisfaction in Five County. Statewide, about one-fifth of State Park visitors are somewhat satisfied. Statewide, only 3.2% of State Park visitors indicated they were either very dissatisfied, dissatisfied, or somewhat dissatisfied. The Five County Planning District had the highest percentage of respondents (6.4%) in these three dissatisfaction response categories, followed by Southeast at 4.6%, Mountainland at 4.1%, Uintah Basin at 3.7%, Six County at 3.4%, and Bear River and Wasatch Front both at 2.4%.

Table 8: Satisfaction Level with Utah State Park Visits

Planning Districts	Responses					
	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Somewhat Satisfied	Satisfied	Very Satisfied
Statewide	0.8%	0.5%	1.9%	20.6%	19.9%	56.3%
Bear River	0.8%	0.4%	1.2%	21.1%	15.1%	61.4%
Wasatch Front	0.8%	0.0%	1.6%	19.3%	21.4%	56.8%
Mountainland	0.4%	1.5%	2.2%	19.9%	21.3%	54.7%
Uintah Basin	1.2%	0.4%	2.1%	25.2%	14.5%	56.6%
Six County	1.5%	0.4%	1.5%	26.5%	13.8%	56.2%
Southeast	0.7%	0.7%	3.2%	23.1%	13.0%	59.2%
Five County	1.5%	1.9%	3.0%	28.3%	14.0%	51.3%

Support for Utah State Parks

Summary

Both State Parks visitors and non-visitors were asked about their level of agreement with four statements regarding perceived personal benefits (availability of State Parks, benefits associated with State Parks, importance of historic and heritage sites managed by State Parks, and recreation opportunities provided by State Parks) and one statement related to State Parks closures. Respondents indicated their levels of agreement by stating they Strongly Agree (5 on a 5-point Likert scale), Agree (4 on the scale), were Neutral (3 on the scale), Disagree (2 on the scale), or Strongly Disagree (1 on the scale). Table 9 shows the weighted statewide means for respondents' level of agreement with each of the five statements. Table 10 summarizes the statewide results of respondents indicating their level of agreement with each of the five statements. These results indicate that for Utahns, the availability of their State Parks is personally important, with almost 94% strongly agreeing or agreeing (mean of 4.53 between Agree and Strongly Agree). Slightly over 92% strongly agree or agree that the preservation of Utah's historic and heritage sites managed by Utah State Parks is personally important (mean of 4.51 between Agree and Strongly Agree). Utahns definitely believe they receive benefits from State Parks, implied by almost 82% indicating their disagreement or strong disagreement that they receive little or no benefit from State Parks (mean of 1.87 between Disagree and Strongly Disagree). Similarly, recreational opportunities provided by Utah State Parks are definitely important, as implied by almost 87% of respondents indicating their disagreement or strong disagreement with the statement that such opportunities are not important (mean of 1.73 between Disagree and Strongly Disagree). And finally, even in tough economic times and budget cuts, almost three-quarters of adult residents (73.3%) disagree or strongly disagree that certain parks not used as much should be closed (mean of 2.15).

Table 9:
Respondents' Level of Agreement with Perceived Benefits and State Parks Closures¹

Statement	Mean Level of Agreement
a. Availability of State Parks in Utah is important to me.	4.53
b. I personally receive little or no benefit from State Parks in Utah.	1.87
c. Preservation of Utah's historic and heritage sites managed by Utah State Parks is important to me.	4.51
d. Recreational opportunities provided by Utah State Parks are not important to my family and me.	1.73
e. During hard economic times and budget cuts, certain State Parks not used as much should be closed.	2.15

¹ Mean values calculated from a scale where Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, and Strongly Disagree = 1. Weighted n for statements a – e = 4718, 4700, 4715, 4717, 4713, respectively.

Table 10: Statewide Summary Results of Levels of Agreement with Statements

Statement	Responses				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Availability is important	61.1%	32.8%	4.0%	1.5%	0.6%
Preservation of heritage is important	62.9%	29.2%	4.7%	2.7%	0.5%
Recreation opportunities are not important	3.5%	4.8%	4.8%	35.1%	51.8%
Receive little or no benefit	3.3%	7.7%	7.3%	36.5%	45.2%
Budget cuts close parks	2.5%	15.3%	8.9%	41.6%	31.7%

When comparing the level of agreement by park users and non-users on these statements (Table 11), non-users also recognize the benefits that State Parks offer, even though they may not be personally taking advantage of those benefits. Almost 80% of non-users strongly agree or agree that the availability of State Parks in Utah is personally important. Over 88% strongly agree or agree that the preservation of Utah's historic and heritage sites managed by Utah State Parks is personally important. Interestingly, recreational opportunities provided by Utah State Parks are definitely important to non-users, as implied by over 75% of respondents indicating their disagreement or strong disagreement with the statement that such opportunities are not important. Similarly, a majority of non-users (58.3%) definitely believe they receive benefits from State Parks, implied by indicating their disagreement or strong disagreement that they receive little or no benefit from State Parks. And finally, even in tough economic times and budget cuts, more than 70% of non-users (71.7%) disagree or strongly disagree that certain parks not used as much should be closed.

Table 11: Statewide Summary Comparison Between Users and Non-Users of State Parks on Their Levels of Agreement with Statements

Statements		Responses				
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Availability is important	User	65.3%	30.7%	2.3%	1.1%	0.6%
	Non-User	30.6%	48.4%	16.2%	4.6%	0.2%
Preservation of heritage is important	User	65.1%	27.4%	4.2%	2.8%	0.5%
	Non-User	46.4%	42.0%	9.1%	2.5%	0.0%
Recreation opportunities not important	User	3.4%	4.0%	4.1%	34.5%	53.9%
	Non-User	4.5%	10.3%	9.8%	38.8%	36.6%
Receive little benefit	User	2.7%	6.1%	6.3%	35.8%	49.1%
	Non-User	7.8%	19.2%	14.6%	41.6%	16.7%
Budget cuts close parks	User	2.0%	15.1%	9.4%	41.2%	32.3%
	Non-User	6.4%	16.6%	5.4%	44.3%	27.4%

Data presented in the following tables summarize the results of respondents' levels of agreement with these statements by Planning Districts and weighted statewide results, as well as comparing the statewide weighted results of park visitors (users) and non-visitors (non-users).

Availability of State Parks in Utah is important to me.

Tables 12 and 13 show results from the statement "Availability of State Parks in Utah is important to me." Statewide, about 94% strongly agreed or agreed that availability of State Parks are important, with similar results across all seven Planning Districts. When examining the results comparing users and non-users, some interesting differences emerge. About double the percent of users strongly agreed with the statement than non-users. However, 79.0% of non-users indicated strongly agree or agree (compared to 96.0% of users) and there was a higher percentage of non-users that indicated they were neutral (16.2% compared of 2.3% of users) or disagreed (4.6% compared to 1.1%) (Table 13).

Table 12: Availability of State Parks in Utah is important to me.

Planning Districts	Responses				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Statewide	61.1%	32.8%	4.0%	1.5%	0.6%
Bear River	59.5%	35.9%	3.2%	1.1%	0.4%
Wasatch Front	60.0%	33.3%	4.2%	1.8%	0.7%
Mountainland	63.9%	31.9%	3.5%	0.7%	0.0%
Uintah Basin	55.1%	37.5%	3.5%	1.8%	2.1%
Six County	63.0%	31.0%	3.5%	2.1%	0.4%
Southeast	57.1%	37.9%	3.2%	1.4%	0.4%
Five County	68.4%	25.3%	4.6%	1.1%	0.7%

**Table 13: Bivariate Comparison Between State Park Users and Non-Users:
Availability of State Parks in Utah is important to me.**

Park User/ Non-User	Responses				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
User	65.3%	30.7%	2.3%	1.1%	0.6%
Non-User	30.6%	48.4%	16.2%	4.6%	0.2%

I personally receive little or no benefit from Utah State Parks.

The next statement was negatively worded as “I personally receive little or no benefit from Utah State Parks.” Statewide, 81.7% disagreed or strongly disagreed with this statement (Table 14). The highest level of disagreement was in the Wasatch Front Planning District (83.1%) with the lower percentage in Five County (71.8%), Six County (73.7%), and Southeast (75.0%) Planning Districts. About 9% of users agreed or strongly agreed they personally receive little or no benefits compared to 27.0% of non-users (Table 15). However, even though they had not visited a State Park, 58.3% of non-users disagreed or strongly disagreed with this statement, compared to 84.9% for users. In other words, the implication is a majority of non-users and almost 85% of users perceive personal benefits from Utah State Parks.

Table 14: I personally receive little or no benefit from Utah State Parks.

Planning Districts	Responses				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Statewide	3.3%	7.7%	7.3%	36.5%	45.2%
Bear River	3.2%	7.4%	7.4%	41.5%	40.4%
Wasatch Front	2.8%	6.7%	7.4%	35.9%	47.2%
Mountainland	2.8%	8.8%	5.6%	37.9%	44.9%
Uintah Basin	2.8%	12.1%	7.8%	41.3%	35.9%
Six County	6.0%	11.4%	8.9%	34.2%	39.5%
Southeast	6.8%	10.8%	7.5%	40.9%	34.1%
Five County	7.4%	11.0%	9.9%	32.2%	39.6%

**Table 15: Bivariate Comparison Between State Park Users and Non-Users:
I personally receive little or no benefit from Utah State Parks.**

Park User/ Non-User	Responses				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
User	2.7%	6.1%	6.3%	35.8%	49.1%
Non-User	7.8%	19.2%	14.6%	41.6%	16.7%

Preservation of Utah’s historic and heritage sites is important to me.

Respondents were asked their level of agreement about the statement “Preservation of Utah’s historic and heritage sites managed by Utah State Parks is important to me.” As shown in Table 16, a large majority statewide (92.1%) strongly agreed or agreed. Similar results are found across each of the Planning Districts. It is interesting to note that though 46.4% of non-users agreed with the statement (compared to 65.1% of users), nearly the same percent of non-users (88.4%) agreed or strongly agreed compared to users (92.5%) (Table 17).

Table 16: Preservation of Utah’s historic and heritage sites is important to me.

Planning Districts	Responses				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Statewide	62.9%	29.2%	4.7%	2.7%	0.5%
Bear River	57.2%	38.5%	3.2%	1.1%	0.0%
Wasatch Front	65.6%	25.3%	5.3%	3.5%	0.4%
Mountainland	56.5%	37.9%	3.2%	1.4%	1.1%
Uintah Basin	55.8%	35.3%	6.0%	2.1%	0.7%
Six County	61.7%	32.3%	3.9%	0.7%	1.4%
Southeast	55.2%	37.0%	5.0%	2.8%	0.0%
Five County	64.8%	28.2%	5.6%	1.4%	0.0%

**Table 17: Bivariate Comparison Between State Park Users and Non-Users:
Preservation of Utah’s historic and heritage sites is important to me**

Park User/ Non-User	Responses				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
User	65.1%	27.4%	4.2%	2.8%	0.5%
Non-User	46.4%	42.0%	9.1%	2.5%	0.0%

Recreation opportunities provided by

Utah State Parks are not important to my family and me.

The next statement was also negatively worded: “Recreational opportunities provided by Utah State Parks are not important to my family and me.” Table 18 shows statewide, only 8.3% strongly agreed or agreed compared to 86.9% who strongly disagreed or disagreed. The two Planning Districts with the highest percentage of respondents strongly agreeing or agreeing were Six County (18.1%) and Five County (16.9%). There are greater contrasts in the results comparing users and non-users (Table 19) with twice the percentage of non-users (14.8%) agreeing or strongly agreeing than users (7.4%). It should be noted, however, that about three-quarters of the non-users disagreed or strongly disagreed that the recreational opportunities provided by the State Parks are not important to them and their families.

**Table 18: Recreation opportunities provided by
Utah State Parks are not important to my family and me.**

Planning Districts	Responses				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Statewide	3.5%	4.8%	4.8%	35.1%	51.8%
Bear River	2.5%	5.6%	3.5%	40.8%	47.5%
Wasatch Front	2.8%	4.6%	4.6%	33.7%	54.4%
Mountainland	3.5%	2.8%	5.6%	38.2%	49.8%
Uintah Basin	5.0%	6.0%	3.5%	39.4%	46.1%
Six County	7.1%	11.0%	3.9%	33.7%	44.3%
Southeast	3.2%	7.8%	5.0%	44.7%	39.4%
Five County	9.5%	7.4%	7.0%	29.8%	46.3%

**Table 19: Bivariate Comparison Between State Park Users and Non-Users:
Recreational opportunities provided by Utah State Parks
are not important to my family and me.**

Park User/ Non-User	Responses				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
User	3.4%	4.0%	4.1%	34.5%	53.9%
Non-User	4.5%	10.3%	9.8%	38.8%	36.6%

***During hard economic times and budget cuts,
certain parks not used as much should be closed.***

The last agree-disagree statement dealt with park closures: “During hard economic times and budget cuts, certain parks not used as much should be closed.” Statewide nearly three-quarters (73.3%) disagreed or strongly disagreed with this statement (Table 20). When comparing those who agreed or strongly agreed in the different planning districts, Bear River had the highest percentage (29.0%) followed by Five County (20.2%), Six County (17.9%), Wasatch Front (17.6%), Uintah Basin (15.9%), Mountainland (15.1%), and Southeast (11.8%). Contrasts between users and non-users are not as strong, with 17.1% of the users agreeing or strongly agreeing compared to 23.0% of the non-users (Table 21). It is interesting to note the percent of users that were neutral (9.4%) was greater than non-users (5.4%).

**Table 20: During hard economic times and budget cuts,
certain parks not used as much should be closed.**

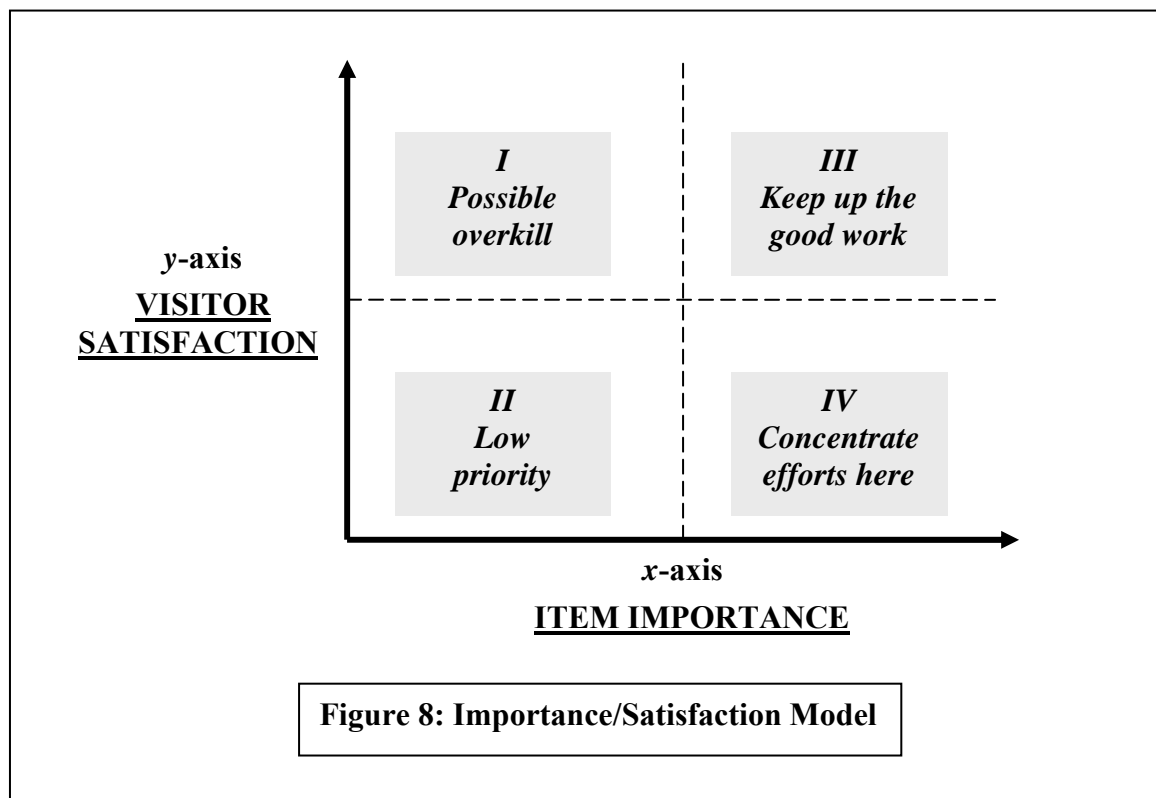
Planning Districts	Responses				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Statewide	2.5%	15.3%	8.9%	41.6%	31.7%
Bear River	2.5%	26.5%	7.1%	43.8%	20.1%
Wasatch Front	2.5%	15.1%	6.3%	40.7%	35.4%
Mountainland	0.4%	14.7%	15.8%	41.8%	27.4%
Uintah Basin	2.5%	13.4%	14.8%	47.0%	22.3%
Six County	4.2%	13.7%	13.0%	41.5%	27.5%
Southeast	4.3%	7.5%	12.5%	48.4%	27.4%
Five County	7.4%	12.8%	12.1%	43.6%	24.1%

**Table 21: Bivariate Comparison Between State Park Users and Non-Users:
During hard economic times and budget cuts,
certain parks not used as much should be closed.**

Park User/ Non-User	Responses				
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
User	2.0%	15.1%	9.4%	41.2%	32.3%
Non-User	6.4%	16.6%	5.4%	44.3%	27.4%

Visitors' Perceived Importance and Satisfaction with Utah State Parks Management

It is important for public agencies to determine customer needs and assess their own performance in meeting those needs. A way to determine desired expectations and outcomes is to ask customers to rate the importance of a management item and rate how satisfied they were with that item. Figure 8 is a graphical representation of importance plotted with satisfaction with performance. The *x*-axis represents importance rating increasing from right to left and the *y*-axis is satisfaction rating increasing from bottom to top. The area in the graph is divided into quadrants representing: low importance, high satisfaction (I); low importance, low satisfaction (II); high importance, high satisfaction (III); and high importance, low satisfaction (IV).



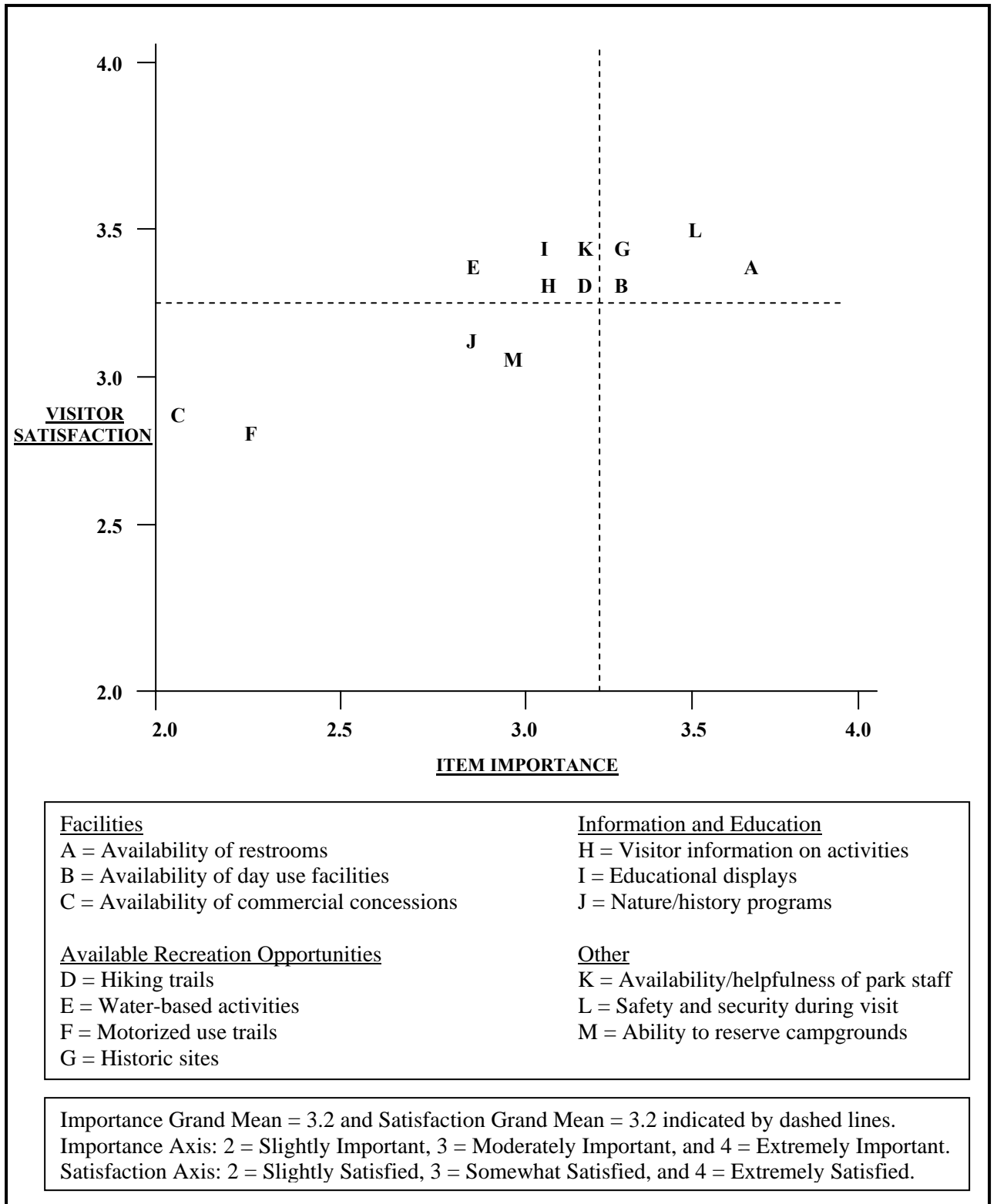
This model can be a useful tool for gathering and interpreting data to assist management agencies in their prioritization of visitor services/products and needs related to infrastructure and facility development. Management items ratings that fall within Quadrant I (low importance, high satisfaction) are services/products perceived in customers' minds as being of low importance or priority, but their satisfaction, and by implication perceived benefits received, are relatively high. Therefore, management efforts directed at these items may be "possible overkill." Items in Quadrant II are perceived by visitors as having "low priority," and consequently their perceived satisfaction and benefits received are low. However, it should be noted that although such services/products may have low importance in customers' assessment, the management agency, driven by its philosophy or mandate, may perceive these as higher. In such a case, it would fall on management to work on changing customer perception. Items

ratings in Quadrant III (high importance, high satisfaction) mean that services/products occupy a high importance/priority level in customers' minds, with high levels of satisfaction and perceived benefits, and thus public expectations are being met. Management should "keep up the good work" in these areas. Quadrant IV (high importance, low satisfaction) services/products occupy high perceived importance/priority, but the customers are not satisfied nor do they perceive receiving expected benefits. Therefore, management should "concentrate efforts here." Focusing on improving those services/products and resultant customer benefits will most likely foster more positive public perception of management.

In the Statewide Telephone Survey, State Park Users were asked to rate how important 13 different management services and products, such as facilities, available recreation opportunities, information materials and educational programs, and three other items, all related to the quality of their State Park experiences. A four-point Likert Scale was used for the importance rating, with 4 = Extremely Important, 3 = Moderately Important, 2 = Slightly Important, and 1 = Not Important at All. Additionally, respondents had the opportunity to express No Opinion = 0, since they may not have had particular experience with an item or just had no opinion as to an item's perceived importance. They were then asked to rate how satisfied they were with each of the items, again utilizing a four-point Likert Scale with 4 = Extremely Satisfied, 3 = Somewhat Satisfied, 2 = Slightly Satisfied, and 1 = Not Satisfied at All. Again, respondents could also indicate Not Applicable if they did not have particular experience with an item, and therefore were unable to express their level of satisfaction.

As illustrated in Figure 9, overall, the majority of Park Users rated most of these items as moderately or extremely important, and they were satisfied with most of these, as the plotting of the 13 items' Importance/Satisfaction is generally in Quadrant III representing high importance-high satisfaction. Note in the figure that the dashed lines represent the Grand Means for both Item Importance (3.2 representing Moderately Important) and Visitor Satisfaction (3.2 representing Somewhat Satisfied), and these are computed by taking the sample means of both for each of the 13 items and combining these into a Grand Mean for the total of all samples. This indicates that, generally, Utah State Parks is doing a very good job in meeting customer needs and expectations related to the quality of State Parks experiences. Items rated as highest in importance were Availability of Restrooms, Safety and Security, Historic Sites, and Availability of Day Use Facilities. All of these items were also given high satisfaction ratings by Park Users, suggesting that Utah State Parks "keep up the good work" in these areas. Items rated lowest in importance were Availability of Commercial Concessions and Motorized Use Trails. These two items were the most distinctive "low priority" items in the Importance-Satisfaction framework. The other seven items were very close to the mean responses for both importance and satisfaction, suggesting generally high performance by State Parks and no clear mandate for changing management priorities. These are statewide results, weighted to better reflect the population within the different regions of the state. Because of this, these results give a "macro" picture of visitors' perceived importance and satisfaction with the various items related to the quality of their State Parks experiences, and therefore these cannot be tied specifically to any individual State Park.

Figure 9: Importance/Satisfaction with 13 State Park Management Items



Following Figure 9, each of the 13 items is examined in more detail with respect to visitors' perceived importance and satisfaction.

Facilities

Availability of Restrooms

The availability of restrooms (Table 22) is considered important by State Park visitors, as over 95% of the respondents stated availability was either extremely important (83.8%) or moderately important (12.9%). Most respondents were satisfied (43.7% somewhat satisfied; 42.4% extremely satisfied) with the availability of restrooms. However, about 12% of the respondents stated restrooms were extremely important and they were either not satisfied or only slightly satisfied. This management item received the fewest “no opinion” (weighted n = 18) responses to the importance questions.

Table 22: Importance/Satisfaction – Availability of Restrooms¹

Weighted n = 4,064		Importance ²			
		Not Important (0.5%)	Slightly Important (2.6%)	Moderately Important (12.9%)	Extremely Important (83.8%)
Satisfaction	Not Satisfied (3.5%)	4 0.1%	11 0.3%	13 0.3%	113 2.8%
	Slightly Satisfied (10.2%)	2 0.0%	30 0.7%	43 1.1%	343 8.4%
	Somewhat Satisfied (43.7%)	14 0.3%	42 1.0%	302 7.4%	1421 35.0%
	Extremely Satisfied (42.4%)	5 0.1%	26 0.6%	166 4.1%	1529 37.6%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 4,137 (18 = no opinion) with not important = 1.0%, slightly important = 2.6%, moderately important = 12.7%, and extremely important = 83.6%.

Availability of Day-Use Facilities

In general, the availability of day-use facilities does not appear to be a major statewide issue. Most respondents stated the availability of day-use facilities (Table 23) was either moderately important (24.2%) or extremely important (70.2%). In addition, over 90% of the respondents stated they were either somewhat or extremely satisfied with the availability of day-use facilities.

Table 23: Importance/Satisfaction – Availability of Day-Use Facilities¹

Weighted n = 4,008		Importance ²			
		Not Important (1.6%)	Slightly Important (4.0%)	Moderately Important (24.2%)	Extremely Important (70.2%)
Satisfaction	Not Satisfied (1.8%)	5 0.1%	13 0.3%	3 0.1%	53 1.3%
	Slightly Satisfied (7.1%)	12 0.3%	27 0.7%	93 2.3%	151 3.8%
	Somewhat Satisfied (41.0%)	25 0.6%	55 1.4%	561 14.0%	1003 25.0%
	Extremely Satisfied (50.1%)	23 0.6%	64 1.6%	311 7.8%	1609 40.1%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 4,088 (67 = no opinion) with not important = 2.0%, slightly important = 4.0%, moderately important = 24.4%, and extremely important = 69.5%.

Availability of Commercial Concessions

Table 24 shows how respondents view the importance and their satisfaction with the availability of commercial concessions in State Parks. In general, the availability of commercial concessions appears to be of less importance statewide than many of the other items. Less than 50% (44.9%) of the respondents stated this was either moderately or extremely important. In fact, nearly one-quarter of the respondents stated it was not important (the highest proportion of all items). In addition, a proportion (n = 206 of the weighted sample) of the respondents had “no opinion” about the importance of commercial concessions.

Table 24: Importance/Satisfaction – Availability of Commercial Concessions¹

Weighted n = 3,013		Importance ²			
		Not Important (24.1%)	Slightly Important (29.1%)	Moderately Important (35.5%)	Extremely Important (11.4%)
Satisfaction	Not Satisfied (10.0%)	187 6.2%	42 1.4%	43 1.4%	29 1.0%
	Slightly Satisfied (20.4%)	112 3.7%	295 9.8%	145 4.8%	63 2.1%
	Somewhat Satisfied (47.5%)	296 9.8%	351 11.6%	674 22.4%	109 3.6%
	Extremely Satisfied (22.1%)	130 4.3%	188 6.2%	208 6.9%	141 4.7%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 3,949 (206 = no opinion) with not important = 34.1%, slightly important = 26.3%, moderately important = 30.7%, and extremely important = 8.9%.

Available Recreation Opportunities

Hiking Trails

The availability of hiking trails (Table 25) was also rated as important with about 85% of the respondents citing this as moderately or extremely important and slightly over 90% being somewhat satisfied or extremely satisfied. Less than 1% of the respondents stated both the availability of hiking trails is extremely important and they were not satisfied or slightly satisfied.

Table 25: Importance/Satisfaction – Hiking Trails¹

Weighted n = 3,677		Importance²			
		Not Important (4.2%)	Slightly Important (5.6%)	Moderately Important (26.4%)	Extremely Important (63.8%)
Satisfaction	Not Satisfied (2.2%)	46 1.3%	3 0.1%	1 0.0%	30 0.8%
	Slightly Satisfied (7.4%)	38 1.0%	59 1.6%	92 2.5%	84 2.3%
	Somewhat Satisfied (38.0%)	55 1.5%	115 3.1%	562 15.3%	664 18.1%
	Extremely Satisfied (52.4%)	16 0.4%	28 0.8%	318 8.6%	1566 42.6%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 4,009 (146 = no opinion) with not important = 7.3%, slightly important = 6.3%, moderately important = 26.8%, and extremely important = 59.5%.

Water-Based Activities

Over three-quarters of the survey respondents stated water-based activities (Table 26) were either moderately or extremely important. Also, nearly 85% of the respondents were either moderately or extremely satisfied with the water based activities in the state. In fact, about one-quarter of the total weighted respondents stated they thought water based activities were extremely important and they were extremely satisfied. This item did receive a relatively high proportion (weighted n = 260) of “no opinion” responses to the importance question.

Table 26: Importance/Satisfaction – Water-Based Activities¹

Weighted n = 3,233		Importance ²			
		Not Important (5.1%)	Slightly Important (13.0%)	Moderately Important (37.7%)	Extremely Important (44.2%)
Satisfaction	Not Satisfied (5.1%)	88 2.7%	3 0.1%	35 1.1%	40 1.2%
	Slightly Satisfied (10.7%)	26 0.8%	108 3.3%	121 3.7%	92 2.8%
	Somewhat Satisfied (45.6%)	40 1.2%	227 7.0%	709 21.9%	497 15.4%
	Extremely Satisfied (38.6%)	12 0.4%	82 2.5%	353 10.9%	800 24.7%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 3,895 (260 = no opinion) with not important = 11.1%, slightly important = 15.6%, moderately important = 35.1%, and extremely important = 38.1%.

Motorized Use Trails

Close to 70% of the respondents stated motorized use trails (Table 27) were moderately or extremely important, and somewhat more than 70% were either somewhat satisfied or extremely satisfied. About 9% of the respondents stated this item was extremely important and they were either not satisfied or only slightly satisfied. It is important to note that this item received the highest proportion of individuals (over 10%) who stated they had “no opinion” (weighted n = 438) about the importance of motorized use trails.

Table 27: Importance/Satisfaction – Motorized Use Trails¹

Weighted n = 2,595		Importance ²			
		Not Important (16.3%)	Slightly Important (13.9%)	Moderately Important (28.2%)	Extremely Important (41.5%)
Satisfaction	Not Satisfied (14.7%)	255 9.8%	32 1.2%	16 0.6%	80 3.1%
	Slightly Satisfied (12.8%)	45 1.7%	91 3.5%	50 1.9%	147 5.7%
	Somewhat Satisfied (43.2%)	111 4.3%	162 6.2%	453 17.5%	394 15.2%
	Extremely Satisfied (29.2%)	12 0.5%	78 3.0%	214 8.2%	455 17.5%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 3,717 (438 = no opinion) with not important = 31.7%, slightly important = 14.4%, moderately important = 22.5%, and extremely important = 31.4%.

Historic Sites

Over 90% of the respondents stated historic sites (Table 28) were of moderate or extreme importance, and also expressed being somewhat satisfied or extremely satisfied. In fact, a relatively high proportion (69.4%) of the respondents cited historic sites as being extremely important. A substantial number (43.4%) of the respondents stated historic sites were extremely important and they were extremely satisfied with them.

Table 28: Importance/Satisfaction – Historic Sites¹

Weighted n = 3,916		Importance ²			
		Not Important (1.6%)	Slightly Important (5.9%)	Moderately Important (23.1%)	Extremely Important (69.4%)
Satisfaction	Not Satisfied (1.3%)	17 0.4%	1 0.0%	5 0.1%	27 0.7%
	Slightly Satisfied (6.1%)	6 0.2%	67 1.7%	52 1.3%	115 2.9%
	Somewhat Satisfied (41.1%)	26 0.7%	120 3.1%	587 15.0%	875 22.3%
	Extremely Satisfied (51.5%)	13 0.3%	43 1.1%	262 6.7%	1700 43.4%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 4,110 (45 = no opinion) with not important = 2.0%, slightly important = 6.5%, moderately important = 22.9%, and extremely important = 68.6%.

Information and Education

Visitor Information on Park Activities and Resources

Visitor information on park activities and resources (Table 29) was cited by about (50.9%) of the respondents as being extremely important, and almost 86% expressed being somewhat satisfied or extremely satisfied. About 15% stated this item was not important or slightly important. Slightly over 14% of the respondents stated they were either slightly or not satisfied with visitor information on park activities and resources.

Table 29:
Importance/Satisfaction – Visitor Information on Park Activities and Resources¹

Weighted n = 3,902		Importance ²			
		Not Important (3.0%)	Slightly Important (9.7%)	Moderately Important (36.3%)	Extremely Important (50.9%)
Satisfaction	Not Satisfied (3.5%)	17 0.4%	39 1.0%	24 0.6%	58 1.5%
	Slightly Satisfied (10.7%)	40 1.0%	139 3.6%	126 3.2%	114 2.9%
	Somewhat Satisfied (47.5%)	49 1.3%	147 3.8%	903 23.1%	756 19.4%
	Extremely Satisfied (38.2%)	13 0.3%	55 1.4%	364 9.3%	1058 27.1%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 4,091 (64 = no opinion) with not important = 4.4%, slightly important = 9.5%, moderately important = 36.6%, and extremely important = 49.5%.

Educational Displays

In general, most respondents believe educational displays (Table 30) are either moderately important (39.9%) or extremely important (50.1%). A little less than half (45.9%) were extremely satisfied with the educational displays in the State Parks. And 42.8% responded they were somewhat satisfied. Most of the respondents were somewhat or extremely satisfied as only 1.8% stated they were not satisfied with the educational displays.

Table 30: Importance/Satisfaction – Educational Displays¹

Weighted n = 3,925		Importance ²			
		Not Important (1.6%)	Slightly Important (8.3%)	Moderately Important (39.9%)	Extremely Important (50.1%)
Satisfaction	Not Satisfied (1.8%)	16 0.4%	6 0.2%	24 0.6%	25 0.6%
	Slightly Satisfied (9.5%)	9 0.2%	97 2.5%	151 3.8%	116 3.0%
	Somewhat Satisfied (42.8%)	27 0.7%	123 3.1%	912 23.2%	616 15.7%
	Extremely Satisfied (45.9%)	12 0.3%	101 2.6%	480 12.2%	1210 30.8%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 4,089 (66 = no opinion) with not important = 3.1%, slightly important = 8.6%, moderately important = 39.4%, and extremely important = 49.0%.

Programs on Nature, History, or Area Resources

Respondents were asked about the importance of and their satisfaction with programs on nature, history, or area resources (Table 31). Over 80% cited this as moderately or extremely important. 53.2% of the respondents stated they were somewhat satisfied and 31.4% stated they were extremely satisfied.

Table 31:

Importance/Satisfaction – Programs on Nature, History, or Area Resources¹

Weighted n = 3,564		Importance²			
		Not Important (3.6%)	Slightly Important (12.7%)	Moderately Important (43.7%)	Extremely Important (40.0%)
Satisfaction	Not Satisfied (2.3%)	31 0.9%	20 0.6%	9 0.3%	23 0.6%
	Slightly Satisfied (13.1%)	26 0.7%	186 5.2%	156 4.4%	99 2.8%
	Somewhat Satisfied (53.2%)	66 1.9%	196 5.5%	1065 29.9%	568 15.9%
	Extremely Satisfied (31.4%)	6 0.2%	51 1.4%	327 9.2%	735 20.6%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 3,935 (220 = no opinion) with not important = 6.4%, slightly important = 13.8%, moderately important = 42.1%, and extremely important = 37.7%.

Other

Availability and Helpfulness of Park Staff

The availability and helpfulness of park staff (Table 32) was cited by about half (52.1%) of the respondents as being extremely important. In addition, another 35.9% of the respondents felt it was moderately important. The results also show that over 85% of the respondents were either somewhat or extremely satisfied with the availability and helpfulness of park staff.

Table 32: Importance/Satisfaction – Availability and Helpfulness of Park Staff¹

Weighted n = 3,887		Importance ²			
		Not Important (3.3%)	Slightly Important (8.7%)	Moderately Important (35.9%)	Extremely Important (52.1%)
Satisfaction	Not Satisfied (3.6%)	37 1.0%	5 0.1%	15 0.4%	81 2.1%
	Slightly Satisfied (8.9%)	14 0.4%	95 2.4%	145 3.7%	93 2.4%
	Somewhat Satisfied (42.6%)	59 1.5%	166 4.3%	796 20.5%	634 16.3%
	Extremely Satisfied (44.9%)	20 0.5%	72 1.9%	438 11.3%	1217 31.3%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 4,017 (138 = no opinion) with not important = 4.1%, slightly important = 9.3%, moderately important = 35.7%, and extremely important = 50.9%.

Safety and Security During Visit

Safety and security was found to be moderately or extremely important by over 90% of the respondents (Table 33). A little more than 90% of the respondents stated they were either moderately satisfied or extremely satisfied. Therefore, a large majority of the respondents felt this item was moderately or extremely important and were either somewhat or extremely satisfied and.

Table 33: Importance/Satisfaction – Safety and Security During Visit¹

Weighted n = 4,028		Importance ²			
		Not Important (2.0%)	Slightly Important (5.0%)	Moderately Important (20.4%)	Extremely Important (72.6%)
Satisfaction	Not Satisfied (2.0%)	16 0.4%	1 0.0%	10 0.2%	55 1.4%
	Slightly Satisfied (6.8%)	0 0.0%	53 1.3%	38 0.9%	182 4.5%
	Somewhat Satisfied (34.5%)	35 0.9%	50 1.2%	388 9.6%	916 22.7%
	Extremely Satisfied (56.7%)	28 0.7%	99 2.5%	385 9.6%	1772 44.0%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 4,108 (48 = no opinion) with not important = 2.7%, slightly important = 5.0%, moderately important = 20.4%, and extremely important = 72.0%.

Ability to Reserve Campgrounds

Over 20% of the respondents stated they were slightly satisfied or not satisfied with the ability to reserve campgrounds (Table 34). This is important as a majority (57.2%) stated it was extremely important. It is important to note though about 80% were either somewhat or extremely satisfied. However, this item did have the highest percentage of respondents who stated that the item was extremely important and they were not satisfied (still only 3.6%). It should also be noted this item received a relatively high number of “no opinion” responses to the importance question.

Table 34: Importance/Satisfaction – Ability to Reserve Campgrounds¹

Weighted n = 3,141		Importance ²			
		Not Important (3.9%)	Slightly Important (7.1%)	Moderately Important (24.4%)	Extremely Important (64.5%)
Satisfaction	Not Satisfied (5.9%)	42 1.3%	8 0.3%	24 0.8%	112 3.6%
	Slightly Satisfied (14.4%)	17 0.5%	99 3.2%	93 3.0%	244 7.8%
	Somewhat Satisfied (45.9%)	58 1.8%	84 2.7%	434 13.8%	865 27.5%
	Extremely Satisfied (33.8%)	7 0.2%	33 1.1%	215 6.8%	806 25.7%

¹ Weighted amounts shown are valid responses to both importance and satisfaction questions.

² Respondents who indicated the importance of this item, but were unable to indicate their satisfaction because of limited experience during their visits, and therefore could say Not Applicable, are not included in this table. These are represented by a weighted n = 3,900 (256 = no opinion) with not important = 8.9%, slightly important = 8.2%, moderately important = 25.7%, and extremely important = 57.2%.

Overview

Another way to look at this data is presented in Table 35, showing the percent of respondents who stated items were either extremely or moderately important and they were either not satisfied or only slightly satisfied. There are three items that more than 10% of Park Users rated as being moderately or extremely important and not satisfied or only slightly satisfied: Ability to Reserve Campgrounds (15.1%); Availability of Restrooms (12.6%); and Motorized Use Trails (11.3%). Depending on the visitors and conditions in a specific State Park, these are items that may need more management attention.

Table 35:
Percent of Respondents Indicating Items Are Moderately or Extremely Important *and* Who Are Not Satisfied or Slightly Satisfied with Management Items.

Management Item	Percent
Ability to reserve campgrounds	15.2%
Availability of restrooms	12.6%
Motorized use trails	11.3%
Availability of commercial concessions	9.3 %
Water-based activities	8.8%
Availability and helpfulness of park staff	8.6%
Visitor information on park activities and resources	8.2%
Programs on nature, history, or area resources	8.1%
Educational displays	8.0%
Availability of day-use facilities	7.5%
Safety and security during visit	7.0%
Hiking trails	5.6%
Historic sites	5.0%

Overall, these Importance-Satisfaction results indicate Utah State Parks is doing a very good job providing quality experiences for State Parks visitors. Continued improvements in certain areas, such as the campground reservation system for example, can help retain and even expand the State Parks customer base in the arena of increasing competition for Utah residents' outdoor recreation activities and associated leisure spending.

Preferences for Funding the Operation and Development of Utah State Parks

Summary

Both Park-Users and Non-Users were asked eight questions regarding their general support for or opposition to different strategies to generate funds for Utah State Parks operations and development. These questions are stated below:

Question: Would you support or oppose?

1. Allocation of additional public funds from taxes and registration fees for Utah State Parks?
2. Tax increase if the additional money would be used for Utah State Parks?
3. Increase in park entrance fees to increase funding for Utah State Parks?
4. Increase in camping fees to provide additional funding for Utah State Parks?
5. \$20 increase in the \$35 Annual Senior Pass?
6. Eliminating the Senior citizen discount entirely?

Question: Would you say Yes or No?

7. Would you be willing to pay a separate fee of \$1 to \$5, in addition to the basic park entrance fee, to participate in educational programs about various topics related to the parks?
8. Should campers in Utah State Parks pay an entrance fee in addition to the camping fee?

Statewide, a majority of respondents support or strongly support the allocation of additional public funds from taxes and registration fees, an increase in camping fees, and an increase in entrance fees as different strategies to increase funding for State Parks. When asked about a tax increase with generated revenues earmarked for funding State Parks, the results are somewhat mixed. Although almost half (49.2%) said they would support or strongly support such a tax increase, 42.7% would oppose or strongly oppose, and about 8% are neutral on this strategy. There is strong opposition to increasing the cost of annual senior citizen passes by \$20 (60.4% opposing or strongly opposing), and even stronger opposition to eliminating senior discounts altogether (83.8% opposing or strongly opposing). Comparing the last two questions regarding new fees, it is evident Utahns have mixed views on “point-of-use” fees. Statewide, about 70% would be willing to pay a nominal fee of \$1 to \$5 for educational programs in addition to the park entrance fee. However, about 65% said they would not pay a separate camping fee in addition to the park entrance fee.

The following tables present the weighted statewide summary results from these questions, along with comparisons of respondents who had visited State Parks (users) with those who had not (non-users).

Table 36 shows the six funding strategies items listed from highest to lowest level of support. Statewide, a majority of respondents support the allocation of additional public funds from taxes and registration fees, with somewhat less than three-quarters (62.5%) supporting or strongly supporting. Somewhat less than one-quarter (24.1%) oppose or strongly oppose, and about 13% are neutral or have no opinion on this funding strategy. Majorities also support both an increase in camping fees and an increase in entrance fees as different strategies to increase funding for State Parks, but at somewhat lesser levels of support (56.8% and 54.2% respectively, supporting or strongly supporting). Noted too is the opposition to these strategies (at 37.7% and 41.7% respectively, opposing or strongly opposing), but there are lesser percentages of those who are neutral or with no opinion on this strategy (5.6% and 4.7% respectively). When asked about a tax increase with generated revenues earmarked for funding State Parks, the results are somewhat mixed. Although almost half (49.2%) said they would support or strongly support such a tax increase, 42.7% would oppose or strongly oppose, and about 8% are neutral on this strategy. There is strong opposition to increasing the cost of annual senior citizen passes by \$20, with 60.4% opposing or strongly opposing, although somewhat over one-third support or strongly support such an increase and 8% are neutral or have no opinion. There is even stronger opposition to eliminating senior discounts altogether, with almost 84% opposing or strongly opposing and only 13% supporting or strongly supporting.

Table 36: Statewide Summary of Funding Strategies

Question	Responses				
	Strongly Support	Support	Oppose	Strongly Oppose	Neutral/No Opinion
Allocation of additional public funds from existing tax and registration fees	21.3%	41.2%	14.9%	9.2%	13.4%
Increase camping fee	13.6%	43.2%	22.8%	14.9%	5.6%
Increase entrance fee	14.6%	39.6%	24.1%	17.0%	4.7%
Tax increase for State Parks	10.4%	38.8%	26.7%	16.0%	8.0%
Increase senior pass cost	11.7%	24.5%	34.3%	26.1%	3.4%
Eliminate senior discount	5.8%	7.2%	37.9%	45.9%	3.2%

Table 37: Statewide Summary of Additional Fees

	Responses			
	Definitely Yes	Yes	No	Definitely No
Educational program fee	23.8%	47.6%	18.7%	9.9%
Entrance fee for campers	12.6%	22.7%	37.2%	27.4%

Comparing the last two questions regarding new fees, it is evident Utahns have mixed views on “point-of-use” fees (Table 37). Statewide, about 70% would be willing to pay a nominal fee of \$1 to \$5 for educational programs in addition to the park entrance fee, but

37.3% oppose or strongly oppose this additional fee. Conversely, about 65% said they would not pay a separate camping fee in addition to the park entrance fee, although about 35% said they would pay a separate camping fee.

In comparing Park Users and Non-Users statewide (Table 38), although majorities of both users and non-users support the allocation of additional public funds and increasing camping and entrance fees, the strength of support is somewhat less pronounced among non-users. For example, although 64% of users support or strongly support the allocation of additional public funds as a strategy to increase funding for Utah State Parks, only 51.4% of non-users express such support, with close to 13% of non-users being neutral or having no opinion. With respect to increasing camping fees and entrance fees, users and non-users are more similar, with 56.9% of users and 56.4% of non-users supporting or strongly supporting increases in camping fees, and 54.3% of users and 53.3% of non-users supporting increases in entrance fees. With respect to a tax increase, there is more of an even split between users and non-users, as 50.4% of users support or strongly support such an increase, but 49.8% of non-users oppose or strongly oppose such an increase. Note also that users and non-users who are neutral or have no opinion on the tax increase strategy range from about 8-10%. The strength of opposition to increasing the cost of senior passes is about equal among users and non-users, with about 60% of both groups opposing or strongly opposing this strategy. The strength of opposition to eliminating the senior discount entirely is also about equal for both users and non-users, but stronger, with about 84% of both users and non-users opposing or strongly opposing this strategy.

Table 38:
Statewide Summary Comparison Between
Users and Non-Users for Funding Items

		Responses				
		Strongly Support	Support	Oppose	Strongly Oppose	Neutral/ No Opinion
Allocation of additional public funds	User	21.9%	42.1%	14.4%	8.2%	13.5%
	Non-User	16.6%	34.8%	18.7%	16.9%	12.9%
Increase camping fee	User	14.1%	42.8%	22.9%	14.9%	5.3%
	Non-User	10.2%	46.2%	21.5%	14.8%	7.2%
Increase entrance fee	User	15.3%	39.0%	23.5%	17.4%	4.7%
	Non-User	9.0%	44.3%	28.8%	13.7%	4.3%
Tax increase for State Parks	User	10.9%	39.5%	26.2%	15.5%	7.8%
	Non-User	6.5%	33.9%	30.2%	19.6%	9.8%
Increase senior pass cost	User	12.0%	24.1%	34.4%	25.9%	3.5%
	Non-User	9.2%	26.7%	33.5%	27.4%	3.1%
Eliminate senior discount	User	5.8%	7.6%	37.2%	46.5%	3.0%
	Non-User	6.4%	4.7%	42.7%	41.2%	5.0%

Looking at the last two questions regarding new fees, both users and non-users are similar in their responses (Table 39). Statewide, with willingness to pay a nominal fee of \$1 to \$5 for educational programs in addition to the park entrance fee, interestingly, about 77% of non-users said yes or definitely yes compared to about 71% of users. Almost two-thirds of users (65.8%) said no or definitely no to paying a separate camping fee in addition to the park entrance fee, compared to about 59% of non-users saying no or definitely no.

Table 39:
Statewide Summary Comparison Between Users and Non-Users for Additional Fees

		Responses			
		Definitely Yes	Yes	No	Definitely No
Educational program fee	User	23.3%	47.4%	18.6%	10.7%
	Non-User	27.3%	49.3%	19.7%	3.7%
Entrance fee for campers	User	12.3%	21.9%	37.6%	28.2%
	Non-User	15.2%	29.0%	33.9%	21.9%

The following tables present the results from these questions comparing weighted statewide and Planning District data.

Allocation of Additional Public Funds

The first question asked was “Would you strongly support, support, oppose, or strongly oppose the allocation of additional funds from existing sales tax receipts and OHV/boat registration fees to increase funding for Utah State Parks?” The question was premised by the statement that park operations are funded by about one-third from sales tax receipts and another one-fourth from OHV/boat registration fees. As shown on Table 40, majorities in all Planning Districts indicated support, and support outweighed opposition by a factor of about two to one (statewide 62.5% indicated strongly support or support compared to 24.1% who said strongly oppose or oppose). Highest level of support was in the Five County (66.3%), Bear River (66.1%), and Wasatch Front (63.2%) Planning Districts. Lowest percent of support was in the Six County Planning District with 56.5% indicating strongly support or support and 31.8% saying strongly oppose or oppose.

Table 40:

Would you support the allocation of additional public funds from existing sales tax and OHV/boat registration fees to increase funding for Utah State Parks?

Planning Districts	Responses				
	Strongly Support	Support	Oppose	Strongly Oppose	Neutral/ No Opinion
Statewide	21.3%	41.2%	14.9%	9.2%	13.4%
Bear River	15.9%	50.2%	16.6%	8.1%	9.2%
Wasatch Front	23.9%	39.3%	13.0%	9.5%	14.4%
Mountainland	16.9%	42.3%	18.7%	8.1%	14.1%
Uintah Basin	14.8%	42.8%	19.8%	12.7%	9.9%
Six County	13.6%	42.9%	23.2%	8.6%	11.8%
Southeast	18.9%	41.3%	18.1%	10.3%	11.4%
Five County	19.3%	47.0%	15.1%	10.2%	8.4%

Tax Increase

There was a lesser degree of support when respondents were asked about a tax increase if the additional money would be used for Utah State Parks. Statewide, slightly less than one-half (49.2%) said they would strongly support or support such a tax increase compared to 43.7% who said oppose or strongly oppose (Table 41). Comparing the different Planning Districts shows some interesting contrasts. The Wasatch Front and Southeast Planning Districts had greater support than opposition (Wasatch Front: 52.0% support and 40.7% oppose; Southeast: 49.9% support and 41.6% oppose). Two of the Planning Districts had about an equal percent who indicated support and opposition (Mountainland: 45.2% support and 44.6% oppose; Five County: 44.9% support and 46.8% oppose). The other three districts had larger percentages of opposition than support (Six County: 38.3% support and 53.2% oppose; Uintah Basin: 39.5% support and 48.4% oppose; Bear River 44.8% support and 48.4% oppose).

Table 41:
Would you support a tax increase
if the additional money would be used for Utah State Parks?

Planning Districts	Responses				
	Strongly Support	Support	Oppose	Strongly Oppose	Neutral/ No Opinion
Statewide	10.4%	38.8%	26.7%	16.0%	8.0%
Bear River	8.8%	36.0%	29.7%	18.7%	6.7%
Wasatch Front	11.6%	40.4%	25.3%	15.4%	7.4%
Mountainland	7.0%	38.2%	29.5%	15.1%	10.2%
Uintah Basin	7.8%	31.7%	28.1%	20.3%	12.1%
Six County	9.2%	29.1%	36.2%	17.0%	8.5%
Southeast	10.0%	39.9%	29.9%	11.7%	8.5%
Five County	11.0%	33.9%	24.7%	21.9%	8.5%

Increase in Entrance Fees

Respondents were asked about their level of support for or opposition to “An increase in the \$5 to \$9 entrance fees to increase funding for Utah State Parks.” They were told about 40% of the operating budget is currently funded by fees collected at the parks. As shown in Table 42, more than one-half (54.5%) statewide strongly support or support a fee increase compared to 41.1% who indicated they strongly oppose or oppose. Majorities in all but two of the seven Planning Districts strongly support or support an increase in entrance fees. Somewhat less than one-half of respondents in Six County (49.5%) and about 46% in Five County indicated support, with a slight majority in Five County (50.2%) indicating opposition to an increase in entrance fees.

Table 42:
Would you support an increase in
the \$5-\$9 entrance fee to increase funding Utah State Parks?

Planning Districts	Responses				
	Strongly Support	Support	Oppose	Strongly Oppose	Neutral/ No Opinion
Statewide	14.6%	39.6%	24.1%	17.0%	4.7%
Bear River	9.5%	44.5%	26.9%	14.1%	4.9%
Wasatch Front	15.4%	39.6%	23.9%	17.2%	3.9%
Mountainland	14.4%	40.7%	21.4%	16.5%	7.0%
Uintah Basin	16.3%	35.3%	20.1%	19.1%	9.2%
Six County	12.1%	37.4%	27.8%	17.1%	5.7%
Southeast	13.2%	39.6%	30.0%	11.1%	6.1%
Five County	12.6%	33.3%	29.5%	20.7%	3.9%

Increase in Camping Fees

When asked about an increase in the \$10 to \$18 camping fee, results were similar to responses to an increase in entrance fees, with 56.8% statewide indicating strong support or support and 37.7% saying they strongly oppose or oppose (Table 43). Majorities in all but two of the seven Planning Districts strongly support or support an increase in camping fees. The Southeast Planning District had 49.6% strongly supporting or supporting compared to 41.8% opposing or strongly opposing. In the Uintah Basin and Six County Planning Districts there were higher levels of opposition than support (Uintah Basin with 46.8% opposing compared to 44.5% supporting; Six County with 48.5% opposing compared to 45% supporting).

Table 43:

Would you support an increase in the \$10-\$18 camping fee to provide additional funding for Utah State Parks?

Planning Districts	Responses				
	Strongly Support	Support	Oppose	Strongly Oppose	Neutral/ No Opinion
Statewide	13.6%	43.2%	22.8%	14.9%	5.6%
Bear River	10.6%	44.9%	31.1%	9.5%	3.9%
Wasatch Front	15.4%	43.2%	20.7%	15.4%	5.3%
Mountainland	10.5%	45.3%	23.5%	14.4%	6.3%
Uintah Basin	8.1%	36.4%	28.3%	18.0%	9.2%
Six County	9.9%	35.1%	33.3%	15.2%	6.4%
Southeast	9.6%	40.0%	30.0%	11.8%	8.6%
Five County	12.0%	42.4%	24.4%	15.9%	5.3%

Increase in the \$35 Annual Senior Pass

The respondents were then told that the annual State Parks pass for senior citizens is about half the cost of the regular annual pass, and were asked if they “Would strongly support, support, oppose, or strongly oppose a \$20 increase in the annual senior pass.” Statewide, 60.4% said they strongly oppose or oppose such an increase. Opposition is fairly consistent in six of the seven Planning Districts, ranging from 59.2% in Mountainland to 69.1% in Six County (Table 44). The exception is Bear River where 52.3% of respondents strongly support or support such an increase in the cost of the annual senior pass and 45.2% strongly oppose or oppose such an increase.

Table 44: Would you support a \$20 increase in the \$35 annual senior pass?

Planning Districts	Responses				
	Strongly Support	Support	Oppose	Strongly Oppose	Neutral/ No Opinion
Statewide	11.7%	24.5%	34.3%	26.1%	3.4%
Bear River	13.1%	39.2%	30.4%	14.8%	2.5%
Wasatch Front	12.6%	23.2%	34.0%	27.4%	2.8%
Mountainland	9.9%	25.4%	37.0%	22.2%	5.6%
Uintah Basin	5.0%	21.7%	33.8%	34.2%	5.3%
Six County	7.4%	20.0%	42.1%	27.0%	3.5%
Southeast	10.0%	24.2%	42.7%	17.8%	5.3%
Five County	10.5%	23.5%	26.7%	36.1%	3.2%

Eliminating the Senior Citizen Discount Entirely

Respondents were then asked if they supported or opposed eliminating the senior citizen discount entirely. There was even less support for this than an increase in the cost of the annual senior pass. Statewide, almost 84% indicated their opposition or strong opposition to this strategy, with only 13.0% indicating their strong support or support (Table 45). Opposition ranged from a high of 86.3% in Mountainland to a low of 82.3% in Five County.

Table 45: Would you support eliminating the senior citizen discount entirely?

Planning Districts	Responses				
	Strongly Support	Support	Oppose	Strongly Oppose	Neutral/ No Opinion
Statewide	5.8%	7.2%	37.9%	45.9%	3.2%
Bear River	4.6%	7.4%	43.1%	42.4%	2.5%
Wasatch Front	6.3%	7.7%	35.1%	47.7%	3.2%
Mountainland	4.2%	5.6%	46.5%	39.8%	3.9%
Uintah Basin	2.8%	6.4%	39.4%	45.7%	5.7%
Six County	5.3%	6.7%	41.1%	44.6%	2.5%
Southeast	4.3%	8.9%	45.2%	39.1%	2.5%
Five County	8.5%	6.4%	31.2%	51.1%	2.8%

Paying a Separate Fee for Educational Programs

Respondents were told, “Many of Utah State Parks provide educational programs about various topics related to the parks” and that “usually the park entrance fees do not cover the cost of these programs.” Then they were asked if they “would be willing to pay a separate fee of \$1 to \$5, in addition to the basic entrance fee, to participate in such programs.” As shown in Table 46, a large majority statewide (71.4%) said they would pay a separate fee (definitely yes or yes). Willingness to pay ranged from a high of 73.9% in Five County Planning District to a low of 65.1% in the Uintah Basin Planning District. In three of the seven Planning Districts, about one-third indicated they would not be willing to pay an additional fee to participate in educational programs (Bear River 34.3%, Uintah Basin 34.9%, and Six County 33.1%).

Table 46:

Would you be willing to pay a separate fee of \$1-\$5, in addition to the basic entrance fee, to participate in Utah State Park educational programs?

Planning Districts	Responses			
	Definitely Yes	Yes	No	Definitely No
Statewide	23.8%	47.6%	18.7%	9.9%
Bear River	15.0%	50.7%	23.7%	10.6%
Wasatch Front	27.5%	45.0%	17.9%	9.6%
Mountainland	15.1%	54.5%	19.4%	11.1%
Uintah Basin	19.7%	45.4%	21.9%	13.0%
Six County	17.7%	49.2%	23.3%	9.8%
Southeast	18.8%	54.2%	19.9%	7.0%
Five County	25.5%	48.4%	17.5%	8.7%

Campers Paying an Entrance Fee in Addition to a Camping Fee

The last question asked was premised by telling respondents, “National Parks typically charge campers both an entrance fee and a camping fee, but Utah State Parks do not charge an entrance fee for campers.” The respondents were then asked whether campers in Utah State Parks should pay an entrance fee in addition to the camping fee they are already paying. As shown in Table 47, almost a two-thirds majority of respondents statewide do not want the campers to pay an entrance fee (64.6% indicated no or definitely no). Close to three-quarters in Uintah Basin (75.8%) and Six County (75.0%) Planning Districts said no or definitely no, and in the other Planning Districts, no responses ranged from 65.1% in Southeast to 61.4% in Five County.

Table 47:
Should campers in Utah State Parks pay
an entrance fee in addition to the camping fee?

Planning Districts	Responses			
	Definitely Yes	Yes	No	Definitely No
Statewide	12.6%	22.7%	37.2%	27.4%
Bear River	7.7%	30.7%	43.8%	17.9%
Wasatch Front	14.8%	21.4%	33.6%	30.3%
Mountainland	9.1%	24.1%	43.8%	23.0%
Uintah Basin	7.8%	16.4%	45.7%	30.1%
Six County	7.3%	17.8%	49.5%	25.5%
Southeast	9.5%	25.5%	43.6%	21.5%
Five County	11.2%	27.3%	37.8%	23.6%

Attracting More Visitors to Utah State Parks

Overview

Respondents who had not visited a State Park (Non-Users) were asked “What could Utah State Parks offer to get you to visit?” These respondents were “probed” by the interviewer for up to three responses. The majority of these respondents (52.7%) said they didn’t know, said “Nothing,” or said “Keep the parks the same.” About 47% of these respondents (87 of the non-users) gave 178 responses that were categorized into 1) need better information; 2) not enough time to visit; 3) personal factors; 4) lower entrance fees, discounts, or free services; 5) improve facilities; 6) more fun/activities to do; 7) improve services; 8) location of parks; 9) other factors; and 10) miscellaneous. Respondents who had visited a State Park (Park Users) were asked, “What should Utah State Parks offer that they presently don’t?” and were “probed” by the interviewer for up to three responses. Almost half (49.4%) said they did not know (23.7%) or nothing more than what is currently offered (25.7%). The other 916 users (50.6%) gave a total of 1,514 responses that were categorized into 1) facilities improvement; 2) service improvement; 3) fees/passes; 4) information about parks; 5) interpretive improvement; 6) general statements; 7) decrease restrictions; 8) fun; 9) increase restrictions; 10) government controls; 11) aesthetic improvement; 12) preservation of natural and cultural areas; and 13) miscellaneous.

Non-Users of State Parks

The 184 respondents who said they had not visited a State Park were asked: “What could Utah State Parks offer to get you to visit?” More than half of these (52.7%) could not think of anything or did not know (29.3%), and the other 23.4% said to do nothing or keep the State Parks the way they are. The other 87 non-users gave a total of 178 responses (see Appendix B).

About 17% (n = 31) of these responses referred to improving information about State Parks. Almost one-sixth (16.1%) of the 87 non-users referred to more or better advertising and the same number mentioned specific items they would like to be informed about such as fees, park features, and location of State Parks. Another 30 respondents indicated they did not have enough time to visit State Parks. Other personal factors that constrain visiting State Parks included six respondents saying they did not have enough money and the same number indicating they did not get out a lot.

More than 10% of the respondents had concerns with entrance fees or passes. Seven respondents (8.0%) mentioned lowering entrance fees and another six said they would go if it was free. Another 10.7% of responses referred to facility improvements including better parking, cabins or nearby housing, restrooms, and more camping. Other responses generally referred to having fun outdoor recreation opportunities (6.7%), improving or offering different services (5.6%), and ten responses (5.6%) centered on remoteness of State Parks with five respondents saying they would visit if the parks were closer.

State Parks Users

The 1,811 respondents (90.8%) who said they had visited a State Park were also asked: “What should Utah State Parks offer that they presently don’t?” Almost half (49.4%) said they did not know (23.7%) or nothing more than what is currently offered (25.7%). The other 916 users gave a total of 1,514 responses (see Appendix B).

Around 40% of the responses (n = 637) referred to some sort of facility improvements. More than 10% of the respondents mentioned improving or building more restrooms, 2.0% talked about more trash cans or dump stations, and another 1.5% mentioned improvements to picnic areas. Almost 9% of the responses about facility improvements had to do with camping or overnight accommodations including improved camping, offering showers or laundry facilities, and alternative overnight accommodations such as yurts or cabins. Other facility improvement responses included motorized and non-motorized trails (8.1%), other amenities such as drinking fountains or telephones (3.2%), access improvements for seniors and people with disabilities (2.8%), parking and transportation (2.7%), concessions (2.4%), and improved water access (1.7%).

Another 17% of the responses (n = 262) mentioned some sort of improvement to services offered. Nearly 6% of the responses had to do with improving maintenance items like cleaner restrooms, fixing roads and trails, and better trash removal. Another 5.4% responses offered suggestions for improving staff such as having more polite, knowledgeable, and visible personnel. About 3% specifically mentioned items having to do with law enforcement or safety, and another 2% spoke to problems having to do with making reservations.

Other responses included those referring to fees and passes (12.0%), information outreach (7.7%), and interpretive/educational program improvements (6.8%), decreasing restrictions (2.3%), increasing restrictions (1.7%), aesthetic improvements (0.9%), and preservation of natural or cultural areas (0.8%).

Appendix A

Telephone Survey Instrument

Statewide Telephone Survey
of Utah Residents' Opinions and Attitudes About State Parks

Introduction

Hello, my name is _____. I am calling on behalf of Utah State University's Institute for Outdoor Recreation and Tourism. We are conducting a statewide telephone poll to gather citizen opinions about State Parks in Utah. The results will provide input for Utah State Parks' planning and help improve the quality of state parks for residents and visitors alike.

Am I speaking with an adult, 18 years or older, in your household? [Yes/No; if No, request to speak to an adult, 18 years or older; then repeat Introduction start]

Your opinions are important to us. Your answers to our questions will be kept strictly confidential. Participation is voluntary and you may stop the interview at anytime. Do you have a few minutes to answer some questions? [Yes/No; if No, ask if there is a more convenient time to call back?]

Citizen Knowledge/Awareness of State Parks

1. Utah is famous for having many *national* parks such as Zion, Bryce, and Arches. But Utah also has 41 state parks, including historical sites, recreational areas, lakes, and natural areas. Have you ever visited a Utah State Park?

_____ Yes

_____ No

_____ Unsure [If no or unsure, skip to current question 1a]

1a. [If No or Unsure ask]

What could Utah State Parks offer to get you to visit? _____

Can you think of anything else? [Probe for up to three responses]

[Then skip to Question #8]

2. Approximately, how many Utah State Parks have you visited? _____

3. How many times have you visited Utah State Parks in the past 12 months?

_____ times

4. In general, how satisfied were you with your Utah State Parks visits?

6
Very
Satisfied

5
Satisfied

4
Somewhat
Satisfied

3
Somewhat
Dissatisfied

2
Dissatisfied

1
Very
Dissatisfied

5. I'm going to read some items related to quality state park experiences. Please rate how important each is for you personally. The ratings for these items are extremely important (4), moderately important (3), slightly important (2), and not important at all (1). [Rotate categories]

	Extremely Important	Moderately Important	Slightly Important	Not Important At All	No Opinion
<u>Facilities</u>					
Availability of restrooms	4	3	2	1	0
Availability of day-use facilities (ex. If asked: picnic areas, restrooms, visitor centers, boat ramps, etc.)	4	3	2	1	0
Availability of commercial concessions (rentals, retail items, etc.)	4	3	2	1	0
<u>Available Recreation Opportunities</u>					
Hiking trails	4	3	2	1	0
Water-based activities	4	3	2	1	0
Motorized use trails	4	3	2	1	0
Historic sites	4	3	2	1	0
<u>Information and Education</u>					
Visitor information about park activities and resources	4	3	2	1	0
Educational displays at park visitor centers or facilities	4	3	2	1	0
Programs on nature, history, or area resources	4	3	2	1	0
<u>Other</u>					
Availability and helpfulness of park staff	4	3	2	1	0
Safety and security during visit	4	3	2	1	0
Ability to reserve campgrounds	4	3	2	1	0

6. Now, using the same list of items, how would you rate your overall satisfaction during your state parks experience(s)?

The ratings for these items are extremely satisfied (4), somewhat satisfied (3), slightly satisfied (2), and not satisfied at all (1). Circle Not Applicable (0) if the respondent did not encounter the item during the visit(s). [Rotate categories]

	Extremely Satisfied	Somewhat Satisfied	Slightly Satisfied	Not Satisfied At All	Not Applicable
<u>Facilities</u>					
Availability of restrooms	4	3	2	1	0
Availability of day-use facilities (ex. If asked: picnic areas, restrooms, visitor centers, boat ramps, etc.)	4	3	2	1	0
Availability of commercial concessions (rentals, retail items, etc.)	4	3	2	1	0
<u>Available Recreation Opportunities</u>					
Hiking trails	4	3	2	1	0
Water-based activities	4	3	2	1	0
Motorized use trails	4	3	2	1	0
Historic sites	4	3	2	1	0
<u>Information and Education</u>					
Visitor information about park activities, and resources	4	3	2	1	0
Educational displays at park visitor centers or facilities	4	3	2	1	0
Programs on nature, history, or area resources	4	3	2	1	0
<u>Other</u>					
Availability and helpfulness of park staff	4	3	2	1	0
Safety and security during visit	4	3	2	1	0
Ability to reserve campgrounds	4	3	2	1	0

7. What should Utah State Parks offer that they presently don't? _____

Can you think of anything else? [Probe for up to three responses]

Citizen Support/Vision for State Parks

8. Please indicate the extent to which you agree or disagree with each of the following statements using **Strongly Agree, Agree, Neutral, Disagree, or Strongly Disagree**:
- a. Availability of state parks in Utah is important to me. Would you say Strongly Agree, Agree, Neutral, Disagree, or Strongly Disagree. **[Repeat about half way through.]**
 - b. I personally receive little or no benefit from state parks in Utah.
 - c. Preservation of Utah's historic and heritage sites managed by Utah State Parks is important to me. **[Examples if asked: native American and pioneer heritage sites]**
 - d. Recreational opportunities provided by Utah State Parks are not important to my family and me.
 - e. During hard economic times and budget cuts, certain parks not used as much should be closed.

Support and Preferences for Funding the Operation and Development of State Parks

9. About one-third of State Park operations are funded from sales tax receipts and another quarter from OHV and boat registration fees. Would you strongly support, support, oppose, or strongly oppose the allocation of additional public funds from *existing* sales tax and OHV/boat registration fees to increase funding for Utah State Parks?

- ☐ Strongly Support
- ☐ Support
- ☐ Oppose
- ☐ Strongly Oppose
- ☐ Neutral/No Opinion

10. Would you strongly support, support, oppose, or strongly oppose a tax *increase* if the additional money would be used for Utah State Parks?

- ☐ Strongly Support
- ☐ Support
- ☐ Oppose
- ☐ Strongly Oppose
- ☐ Neutral/No Opinion

11. Currently, about 40% of the Division's operating budget is funded by fees collected at the park. Would you strongly support, support, oppose, or strongly oppose an increase in the \$5-\$9 entrance fees to increase funding Utah State Parks?

- ☐ Strongly Support
- ☐ Support
- ☐ Oppose
- ☐ Strongly Oppose
- ☐ Neutral/No Opinion

12. Would you strongly support, support, oppose, or strongly oppose an increase in the \$10-\$18 camping fees to provide additional funding for Utah State Parks?

- ☐ Strongly Support
- ☐ Support
- ☐ Neutral
- ☐ Oppose
- ☐ Strongly Oppose
- ☐ Neutral/No Opinion

13. The annual park pass for senior citizens is half the cost of the regular annual pass. Would you strongly support, support, oppose, or strongly oppose a \$20 increase in the \$35 annual senior pass

- ☐ Strongly Support
- ☐ Support
- ☐ Oppose
- ☐ Strongly Oppose
- ☐ Neutral/No Opinion

14. Would you strongly support, support, oppose, or strongly oppose eliminating the senior citizen discount entirely?

- ☐ Strongly Support
- ☐ Support
- ☐ Oppose
- ☐ Strongly Oppose
- ☐ Neutral/No Opinion

15. Many of Utah's state parks provide educational programs about various topics related to the parks. Usually the park entrance fees do not cover the costs of these programs. Would you be willing to pay a separate fee of \$1 to \$5, in addition to the basic entrance fee, to participate in such a program? Would you say definitely yes, yes, no, or definitely no?

- ☐ Definitely Yes
- ☐ Yes
- ☐ No
- ☐ Definitely No
- ☐ Don't Know

16. National Parks typically charge campers both an entrance fee and a camping fee but Utah state parks do not charge an entrance fee for campers. Should campers in Utah State Parks pay an entrance fee in addition to the camping fee? Would you say definitely yes, yes, no, or definitely no?

- ☐ Definitely Yes
- ☐ Yes
- ☐ No
- ☐ Definitely No
- ☐ Don't Know

Visitor Demographics

17. Gender: Male ____ Female ____ [INTERVIEWER: Record Gender]

[With refusal to answer any of the following questions, say “Your answers to these last few questions will help us to describe and compare our telephone poll respondents throughout the state. Again, your answers will be kept strictly confidential.]

The following questions are for classification purposes only.

18. Are you of Hispanic or Latino background?

- ____ Yes
- ____ No
- ____ Don't Know
- ____ Refuse

19. Which one of these groups would you say best represents your race?

[Read Responses]

- 1 White
- 2 Black or African American
- 3 Asian
- 4 Native Hawaiian or other Pacific Islander
- 5 American Indian or Alaska Native
- 6 Some combination of the above [Specify], or
- 7 Something else [Specify]
- 8 DK
- 9 REF

20. What is your age? _____

21. What is your zip code? _____

22. What is your yearly household income?

- ____ Under \$10,000
- ____ \$10,000 to \$19,999
- ____ \$20,000 to \$29,999
- ____ \$30,000 to \$39,999
- ____ \$40,000 to \$49,999
- ____ \$50,000 to \$59,999
- ____ \$60,000 to \$69,999
- ____ \$70,000 to \$79,999
- ____ \$80,000 to \$89,999
- ____ \$90,000 to \$99,999
- ____ \$Above \$100,000

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

- ☐ Did not complete High School
- ☐ High School
- ☐ Some College
- ☐ College degree
- ☐ Associate's/technical degree
- ☐ Graduate/Professional degree

[Closing] These are all the questions I have. Thank you for your time.

[INTERVIEWER: Record County]

Appendix B

Qualitative Responses

State Parks Non-Users: What could Utah State Parks offer to get you to visit?

Figures in parentheses represent the *n* for the response. Percentages of individual reasons are the percent of respondents. Percentages of Don't Know and Nothing categories are the percent of the total number of responses (184 non-visitors with 275 responses). Percentages in the other categories are calculated using respondents who said something other than Don't Know or Nothing (87 respondents with 178 responses). Up to three responses were coded for each respondent. Responses without a *n* in parentheses or percentages are single comments. All responses are individual, and therefore are not weighted statewide results.

DON'T KNOW (54) [29.3%]

Don't know. (49) [26.6%]

I don't know where the state parks are. (3) [1.6%]

Don't know ... new here. (2) [1.1%]

NOTHING – KEEP THE SAME (43) [23.4%]

Nothing really/good already. (34) [18.5%]

I will visit a park sometime in the near future. (2) [1.1%]

The scenery is good enough for me. (2) [1.1%]

Keeping things status quo.

I just need to get out there.

If I am interested in it, I will go.

They offer enough as it is.

They do offer the services we want.

Information About Parks (31) [17.4%]

More/better advertising. (14) [16.1%]

More information about state parks (costs, park features, and location). (14) [16.1%]

Website advertising. (2) [2.3%]

Utah needs to designate what the State Parks are.

Not Enough Time (30) [16.9%]

I don't have enough time. (30) [34.5%]

Personal Factors (26) [14.6%]

Not enough money. (6) [6.9%]

I just don't get out a whole lot. (6) [6.9%]

I'm not interested. (4) [4.6%]

I am too old to go. (3) [3.4%]

No transportation to get there. (3) [3.4%]

I am single and alone.

I don't go to parks period.

I just haven't got around to it.

We mostly baby-sit grandkids.

Entrance Fees/Passes (19) [10.7%]

Lower entrance fees. (7) [8.0%]
Free. (6) [6.9%]
Low priced family passes. (2) [2.3%]
Discounts for seniors.
Free campgrounds.
Lower prices for camping facilities.
Passes for the disabled.

Facilities Improvement (19) [10.7%]

Good recreational vehicle parking/better places to park. (3) [3.4%]
Available cabins or nearby housing facilities. (3) [3.4%]
Restrooms. (3) [3.4%]
More camping facilities. (2) [2.3%]
Handicap accessibility. (2) [2.3%]
Bathrooms open when I need them.
Food.
Easy access from the highways.
Access to water to launch a boat.
More areas with drinking water.
Provide ATV trails.

Fun (12) [6.7%]

Better fishing. (3) [3.4%]
More things for kids to do. (2) [2.3%]
Camping.
Fun for the whole family.
Make them family friendly.
Make them more recreational.
Seeing more animals
Get away from the city. More nature.
They're not open to vehicles that destroy the environment.

Service Improvement (10) [5.6%]

Increased security. (2) [2.3%]
Take better care of them. (2) [2.3%]
Open more hours.
Open on Sunday.
Have park rangers.
Cleaner restrooms.
Easier reservations.
Make them cleaner.

Location (10) [5.6%]

Closer. (5) [5.7%]

Not as close as National Parks.

They are somewhat remote.

More locations.

More reasonable placement.

Easy access to park.

Interpretive Improvement (5) [2.8%]

More educational but entertaining activities for children. (3) [3.4%]

Historical sites that are marked well.

Education about nature and why parks are good.

Other Factors (5) [2.8%]

Have less government control. (2) [2.3%]

Lower price of gas.

Fewer rules.

They are too crowded.

Miscellaneous (11) [6.2%]

There's not really anything they can offer to help me. (2) [2.3%]

I just got back from Yellowstone.

I did go to Dinosaur Park. Is that a state park?

The scenery is good enough for me.

We take them for granted.

I have a trailer and a jeep.

I like the national parks.

You can't do much.

You can't offer me anything.

State Parks Users: What should Utah State Parks offer that they presently don't?

Figures in parentheses represent the *n* for the response. Percentages of individual reasons are the percent of respondents. Percentages of Don't Know and Nothing categories are the percent of the total number of responses (1,811 visitors with 2,405 responses). Percentages in the other categories are calculated using respondents who said something other than Don't Know or Nothing (916 respondents with 1,514 responses). Up to three responses were coded for each respondent. Responses without a *n* in parentheses or percentages are single comments. All responses are individual, and therefore are not weighted statewide results.

DON'T KNOW (430) [23.7%]

Don't know/no opinion/no idea/no suggestions/haven't thought about it/not sure/no comment/haven't been for so long can't answer/can't answer. (430) [23.7%]

NOTHING (465) [25.7%]

Nothing/nothing comes to mind/can't think of anything. (295) [16.3%]

Satisfied already/ doing a good job/ fine the way they are/ couldn't offer more. (112) [6.2%]

No/not really. (32) [1.77%]

None. (26) [1.4%]

FACILITIES IMPROVEMENT (637) [42.0%]

Rest Areas (restrooms, picnic areas, etc.) and Dump Stations (152) [10.0%]

Restrooms

Improved and more restrooms—fully functioning, equipped, more accessible. (93) [10.2%]

Heated bathrooms or toilet seats. (2) [0.22%]

Bathrooms closer to the better sites – particularly at night. (2) [0.22%]

More available restrooms for hiking and ATV areas.

Maybe nice mirrors in the bathrooms...unlike the reflective tins.

More toilet tissue.

Deeper sinks.

Antibacterial towelettes.

Put porta-potties out at Five Mile pass.

Trash

More and bigger trash cans/dumpsters/dump stations. (18) [2.0%]

Picnic Areas

Improved and more picnic tables and areas. (14) [1.53%]

Picnic areas that you don't have to pay for.

More covered eating areas.

Covered picnic benches at the beginning of the trail.

Better places to pull off to picnic.

Shade

More shade for people. (5) [0.55%]

More shade trees. (2) [0.22%]

Plant trees at Jordanelle area for shade.

Rest Areas

More rest areas. (4) [0.44%]

More scenic lookouts.

Campgrounds/Overnight Accommodations (133) [8.78%]

Campground Accessibility and Availability

Improved/more available large, private, less rocky, shaded campsites/campgrounds.

(65) [7.1%]

Bigger and more spaces for RVs with full hook-ups. (9) [0.99%]

More availability to camp on short notice. (3) [0.33%]

More “first come, first serve” camping available. (2) [0.22%]

Faster access to campsites.

Be able to go camping without paying or having reservations.

Quit blocking off campgrounds at different parts of the lakes.

More ease at finding campgrounds.

More camping on the lakes.

More remote camping.

Let people camp out in the forest – even without campgrounds.

Not enough camping down by Dead Horse Point-Moab.

Have campsites where you can put your trailer for the whole summer.

Availability for horses in campgrounds.

Showers, Laundry Facilities, and Other Services

More showers. (21) [2.3%]

Fire wood. (3) [0.33%]

Pressure regulators on the showers especially at Jordanelle Reservoir.

More showers at the Great Salt Lake.

More laundry facilities.

Washroom facilities close to campgrounds.

More campgrounds with electricity.

Stand for Dutch oven.

Fires for cooking.

Alternative and Improved Overnight Accommodations

Teepees, yurts, one room cabins. (7) [0.76%]

More places to stay/accommodations (4) [0.44%]

Hotel rooms.

Better overnight facilities.

Trails (122) [8.1%]

Motorized Trails

- Open more roads/trails and keep roads open for OHV access. (54) [5.9%]
- Stop closing down trails/keep access open. (5) [0.55%]
- Separate the motorized trails from the non-motorized trails (2) [0.22%]
- Family oriented trails for four-wheeling.
- RV trails.
- Don't like trails for motorcycles by campers.

Non-Motorized Trails

- More mountain bike trails. (13) [1.75%]
- More non-motorized –hiking/biking trails. (11) [1.2%]
- More horse trails. (4)[0.44%]
- More hiking trails. (2) [0.22%]
- More running trails.
- Little biker-oriented.
- More recreational hikes.

Trail Improvements and Accessibility

- More accessibility to back country trails. (2) [0.22%]
- Pave the Burr Trail out of Boulder City or gravel it.
- Need three foot wide trails that go up Big Red Mountain by Ivans, Utah.
- Scooter hiking trail accessibility.
- More trails for wheelchairs.
- Access to the wilderness areas.
- Access to some of the northern parks where there is really winter.
- Should reserve a trail by permit to hike.
- Need more long sidewalks for bikers, skaters, roller bladders, etc.
- More safety rails on hiking trails where it is higher and needed.
- More benches along streams and rivers, natural benches like rocks and trees.
- Many trails are missing markers.
- More identification on trails.
- More warning signs for approaching dangerous areas.

General Statement

- More and better trails. (10) [1.2%]

Amenities (49) [3.23%]

- Drinking water (more of it, cleaner, more readily available, etc.). (32) [3.5%]
- More water drinking fountains. (7) [0.76%]
- Electricity. (3) [0.33%]
- Telephone access (for public use and for emergencies). (3) [0.33%]
- Drinking fountains on hiking trails. (2) [0.22%]
- Internet access.
- Don't need modern amenities – just fine in the rough.

Seniors and People with Disabilities (43) [2.84%]

Handicap accessibility for facilities, trails, etc. (34) [3.7%]

More accessibility for old people. (2) [0.22%]

Provide wheelchairs for those with disabilities.

Some way to get vehicle into places that old people can't.

Small ride around park for old people because they can't walk.

Open up a little more of the wilderness with access to senior citizens.

Not shutting down access roads for elderly people not hiking.

I was unsatisfied that they didn't have anything for seniors. They cater to younger hikers.

They should have benches around for seniors so they don't have to sit down illegally on big rocks.

Parking/Roads/Transportation (41) [2.7%]

Parking (more, improved, etc.). (17) [1.9%]

Easier access for getting into and around the park. (6) [0.66%]

Better roads. (5) [0.55%]

More gas stations/gasoline convenient. (2) [0.22%]

Trams for parking. (2) [0.22%]

Shuttle systems so there are not cars everywhere in the park. (2) [0.22%]

Not being able to park near the water at Huntington State Park, even when you pay.

Transportation.

Better road conditions during winter.

Easier routes to scenic views.

More maps along the roads.

Clearer destination signs.

Need road signs for park.

Concessions (36) [2.38%]

More concessions/stores (vending machines, food, beer, gift shops, etc.). (22) [2.4%]

More onsite bike, snowmobile, wave runner, boat, etc. rentals. (7) [0.76%]

Prices too high for renting and buying food. (2) [0.22%]

I don't think they should have commercial things/no concession stands. (2) [0.22%]

Just have some soda pop (no vending machines).

Fishing supplies.

Wide brimmed hats/sun protection/water should be available.

Water Access (25) [1.65%]

More access to water (rivers, fishing areas, beaches.) (4) [0.44%]

More and better boat ramps. (3) [0.33%]

They should offer boat slips. (3) [0.33%]

Longer boat ramps. (2) [0.22%]

More and better beaches. (2) [0.22%]

More docking areas.

Better docks at lakes—Fish Lake has three marinas, privately owned, outdated – three people and the slip sinks.

Another marina at Bear Lake.
Easy access for fishing.
Better fishing access for disabled.
Lack of natural water.
More water in the lakes.
Boat ramps have been a problem accessing due to lack of water.
More swimming facilities.
More places for kids to swim.
Separate area for wave runners or don't allow them at all.

Other Recreational and Group Activity Facilities (18) [1.19%]

Designated fireplaces/community barbeque pits/better and more fire pits. (5) [0.55%]
Playgrounds for children. (4) [0.44%]
More golf. (3) [0.33%]
More recreational areas. (2) [0.22%]
Amphitheaters for telling people things.
More group activity availability.
More rifle ranges.
Volleyball net area.

Other (18) [1.19%]

Keep facilities nice and up to date/upgrade/add more. (11) [1.2%]
Better pet facilities. (2) [0.22%]
More access for people with dogs.
More accessible to school children.
Make sure all water lines are covered up so people don't trip over them.
Places to keep horses.
No more facilities.

SERVICE IMPROVEMENT (MAINTENANCE, LAW ENFORCEMENT, STAFF, ETC.)
(262) [17.3%]

Maintenance (89) [5.88%]

Restrooms and Rest Areas

Restrooms need to be cleaner and in better shape and well supplied. (30) [3.28%]
Restrooms at Strawberry Reservoir are filthy. (2) [0.22%]
Double up on restroom clean-up during the holidays.
Maintain rest areas better.

General

Keep maintenance up/needs to be cleaner. (18) [1.97%]
Maintenance of Palisades was poor.

Roads and Trails

Increased and improved trail maintenance/and continuous upgrading. (8) [0.87%]
Road maintenance. (7) [0.76%]
Maintain four-wheel recreation areas – mostly in northern Utah.
Maintain Skyline Drive area and the Great Western Trail.
Keep up the current billboards at trailheads, and update on trail changes.
Improve off-road accessibility.

Trash

Trash removal and garbage/litter pick up. (9) [0.98%]

Other Maintenance Improvements

More focus on the care of campgrounds/cleaner campgrounds (4) [0.44%]
Daily upkeep of boat ramps.
Work on lakes.
More widespread wild river management.
Let them log out the dead wood.

Staff Improvement (81) [5.35%]

Need better and more polite/helpful/knowledgeable personnel or staff. (36) [3.93%]
More available/visible/approachable park staff and rangers. (17) [1.86%]
Better and more park guides. (5) [0.55%]
Less staff. (3) [0.33%]
More rangers and staff to tell history of parks. (2) [0.22%]
Education of staff. (2) [0.22%]
More service for what you pay for. (2) [0.22%]
More handsome rangers.
Younger looking guides.
Getting information from ranger when you enter the park.
Better looking female attendants.
More people who are knowledgeable about wildlife.
Professional, knowledgeable, courteous people to give tour at site.
Better fishing guides.
Have a lifeguard.
Campground keepers should be medically trained.
More people-oriented.
More people to answer the phones.

Negative Experiences

Rangers get over zealous – they don't make people feel welcome.
Less curt and unfriendly rangers.
Jordanelle Park staff are really rude.

Law Enforcement and Safety Measures (45) [2.97%]

Law Enforcement

More security – more rangers, more security in campgrounds, etc. (15) [1.64%]
More police and patrol. (5) [0.55%]
Enforcement of the rules. (3) [0.33%]
More cops on the water – more patrolling. (3) [0.33%]
More supervision and involvement in activities. (2) [0.22%]
More strict with boating.
Keep motorized traffic on designated roads.
More people to monitor the riders; now they have one fellow to monitor 5,000 riders.
Licensing boat drivers.
Patrols to look for people on the road/trails that are stuck in the snow.
Keep vandalism down.
More unauthorized motorized use controls.
You can't get off your horse without getting a ticket.
Less police.
Didn't want to clean up the area after 4-5 people because he was "plastered;" they need to monitor people more.

Safety Measures

Too many boats on the water.
Flag down rules for boaters.
More safety on trails.
First Aid Station.
A way to contact a ranger in case you get stuck or lost in the wilderness, like a GPS you can rent.
More animal control.

Reservation Services (34) [2.25%]

Reservation problems (need local phone number, need own system, difficulty reaching park staff – should be able to reserve parks in own town). (24) [2.62%]
Be able to make reservations online. (7) [0.76%]
Should not be charged a non-refundable reservation fee/cheaper reservation fees. (3) [0.33%]

Operational Hours (10) [0.66%]

Open up more/longer hours. (3) [0.33%]
More year-round access. (2) [0.22%]
Open on time. (2) [0.22%]
Good admission hours.
Keep concessions open—don't close them down so much.
More seasonal stuff that's not just summer.

Other Services (3) [0.2%]

Fishing licenses for sale right when you enter the park.
Increase availability of guide services.
A toll free interactive communication device.

FEES/PASSES (182) [12.02%]

Fees

Lower the fees. (60) [6.55%]
Utah residents/locals should receive free or reduced entrance fees. (24) [2.62%]
Should be free. (14) [1.53%]
Lower campground rates. (6) [0.66%]
More day use without charge or for cheaper rate. (5) [0.55%]
Free days. (4) [0.44%]
Free or low cost parking. (4) [0.44%]
Should not charge just to go into Snow Canyon. (3) [0.33%]
Provide free access to some areas. (2) [0.22%]
Non-fee area to go fishing. (2) [0.22%]
Group/family rates. (2) [0.22%]
Tax high income people, but charge lower income folks very little.
No fee entries to water.
Better weekly rates.
Less than \$20 for just driving through.
Drive through and short term stay prices.
Cut back on making everything a pay off area; wherever you go you have to pay.
I have to pay to ride my bike in everyday – I shouldn't have to.
Explain the necessity of fees.
Reinstate the cost.
High fees.
Do overall things for general public at a low cost.
I do not see fees spent on specific areas I go to and where I go is where I want to see the fees spent.
I don't like the budget – I would like to see the money spent somewhere else.

Passes

Bring back fun tags/senior discounts. (21) [2.3%]
Annual/seasonal park pass to go to all the parks. (10) [1.1%]
More discounts/punch passes. (6) [0.66%]
If you buy season pass, you should get discount on camping. (2) [0.22%]
Quit promising senior fun passes to the seniors if they are going to take them away.
An annual National and State Park pass; that would be nice if I could use them both.
Family pass where you can visit one state park and within a reasonable time you can visit another.
Free pass to all state parks for the handicapped.

INFORMATION ABOUT PARKS (116) [7.66%]

More information/public awareness on where they are/what's available/the history/trails, etc. (36) [3.93%]
More advertising/publicized more/more media. (26) [2.84%]
Better and more websites with easy access (details about parks, maps, trails and regulations). (14) [1.53%]
More literature and information on specific hikes, four-wheel trails, dangers of hiking, and weather. (6) [0.66%]
More information on finding wildlife, water conservation, nature, fishing conditions, etc. (5) [0.55%]
More information at the downtown visitors center or around town (like supermarket). (3) [0.33%]
Sign information displays in parks and along highways/more signs. (3) [0.33%]
More information on campgrounds and where to call for reservations. (2) [0.22%]
Pamphlet with all the parks in Utah showing what each one has to offer. (2) [0.22%]
Need number to call to know when they are open and closed/a one source phone number. (2) [0.22%]
More visitor information. (2) [0.22%]
Dates of special upcoming activities.
More information on fire prevention.
More information on government funding.
Water information and tablets for water purifying.
Weather report for out-of-towners, climate changes and the dangers.
More information on what's available by mail or at local recreation department.
Information booths.
Ability to e-mail questions.
Brochures would help even if you had to give them back.
State Park listing.
Print current changes in building.
Less postings of billboards.
Advertisement to let people know when their cut-off times for campgrounds are.
Make the schools more aware of state parks for educational purposes.
Promote entire park rather than just what you see when you enter.

INTERPRETIVE IMPROVEMENT (103) [6.8%]

Historical and Educational Programs/Activities/Displays (83) [5.48%]

Historical Interpretation

More historical preservation, markers, sites. (11) [1.2%]
More natural history/education for the public. (4) [0.44%]
I think that modern day historic sites are just as important as Native American sites – pioneer sites.
Historical markers should be more non-biased and accurate.
More education for kids in school about historical sites.
You can take the bus and they explain history to you.

Programs related to historical facts of the various areas being visited.
More things to impress people from out of the country – like more historical displays.
More explanation of historical areas and these are not being preserved and maintained.

Educational displays and tours/classes

More and better guided tours (historical, hikes, school field trips). (20) [2.18%]
Offer better and more educational resources (programs/displays). (14) [1.53%]
More education to the public on leaving camp sites clean/classes on low impact camping. (2) [0.22%]
More child friendly exhibits.
Share information about parks to Boy Scouts
More signs to tell you the different kinds of birds and animals and trees in the park – more pictures.
Teach people how to use the land.
More education of small watercraft vehicles.
More education on the importance of State Parks.
More education for visitors not from the area.
More self-guided tours.
More nature classes.
More interpretive trails.

Programs

More summer programs (i.e., junior ranger programs) and hands on experiences for kids. (6) [0.66%]
Leave No Trace and Adopt a Trail programs.
Campfire programs.
Volunteer programs.
Availability of youth service projects.
Recycling programs.

Other Educational Resources and Needs

Visitor Centers. (2) [0.22%]
Improve wildlife and geological information.
Imax presentation or video presentation.

Maps/Brochures (15) [1.0%]

Provide clearer, detailed, scaled maps for hiking/4wheeling/and maps of all the off-road trails. (8) [0.87%]
More literature, maps and pamphlets. (2) [0.22%]
More safety tips on being out there. (2) [0.22%]
More free maps.
More interpretive materials.
Educational brochures, displays, maps.

Signage (5) [0.33%]

Better signage. (3) [0.33%]
More Braille signs.
Some of the directions weren't very well marked.

GENERAL STATEMENTS (40) [2.64%]

More State Parks. (16) [1.75%]
Need to be larger parks. (4) [0.44%]
Should be more available. (3) [0.33%]
I just think they should improve on what they've already got. (3) [0.33%]
Availability of all the parks in Utah. (2) [0.22%]
I think that they offer too much. (2) [0.22%]
Accessibility.
Don't close the ones we have.
More parks that aren't water-based.
More sport-related parks.
Better, visitor-oriented.
It is important to preserve the beautiful parks as much as possible.
Senior citizen issues.
Just so that they will continue so that the younger generation will be able to experience it.
More diverse—there should be specific places for specific things.
Make them more enticing.

DECREASE RESTRICTIONS (35) [2.3%]

Less restrictions/rules. (5) [0.55%]
More access. (5) [0.55%]
More freedom. (3) [0.33%]
More availability to the public – I think they try to almost overrule them. (2) [0.22%]
If they over-regulate they take the fun and experience away/quit regulating so much. (2) [0.22%]
Allow pets again. (2) [0.22%]
Less restrictions on trails, number of people in groups.
More open land.
More availability, less permits.
Less restrictions for overnight use – stop closing camping areas.
Get rid of the feeling that nobody should be there.
Building fires.
Be able to take your dog to places like Zion.
Let kids fish with bait.
Be able to use four wheelers in the winter time.
Allow free enterprise, like allowing people to sell worms for bait.
Security is good but I don't think we should be locked in or out.
We got ticketed for having too many vehicles, I think that rule should be changed.

When I went whitewater rafting they tried to regulate the water.
Everywhere you go you are being policed.
Everything is always blocked.
Raise the keep length for small mouth bass.

FUN (27) [1.78%]

More water activities. (5) [0.55%]
More and better fishing. (5) [0.55%]
More activities for kids. (4) [0.44%]
More variety of things to do. (2) [0.22%]
Swimming. (2) [0.22%]
Stock water with more big fish.
Backcountry recreation.
More all age activities.
Hunting.
Horse riding.
Cliff jumping into lakes.
Scuba diving designated areas.
Four wheelers.
You can get free fishing poles – it would be great.

INCREASE RESTRICTIONS (25) [1.65%]

Get rid of motorized vehicles and trails. (5) [0.55%]
No commercial activities. (3) [0.33%]
Too crowded. (3) [0.33%]
Limited entrance. (2) [0.22%]
Limit on number of campers. (2) [0.22%]
Not build so many houses/the fewer structures or buildings, the better. (2) [0.22%]
Limit number of boating activities.
A plan for motorized trails – I'm down in Moab and they are tearing up the countryside.
Reserve certain days of the motorized use trails so there is less motorized use of the trails.
Designate certain days for foot and horse traffic only.
Reduce the use of ATVs in some parks.
Restricted to those who are just there to camp.
More restrictions on camper's behavior and cleanliness.
That people bring their dogs is the only complaint I have.

GOVERNMENT CONTROLS (19) [1.25%]

More money put into the park/needs more financing and funding. (3) [0.33%]
Offer less help of the governmental people because they offend me.
Put the Forest Service back in charge and get rid of the corporations.
More park funds stay here in Utah.
More control over the water (as far as the lakes go).
More congress activity.
Less interference from local and federal government.
Getting too many parks in Utah.
Should not sell off parks.
Government turn downs.
Government cost money to actually follow.
Cooperation with state and BLM and National Forest management, just work together.
Utah should get some money from National Park Service since they're on Utah lands.
Funds should be given equally to all State Parks.
Turn them over to the counties.
Put money into the state parks so people can see how beautiful everything is.
Too much control on lands that could be used for other purposes.

AESTHETIC IMPROVEMENT (13) [0.85%]

More trees. (4) [0.44%]
The appearance of Palisades was very shoddy.
Peacefulness.
Less cattle grazing on hiking trails.
Keep livestock out of the State Parks.
I'd like to see more wildlife.
Guarantees to see animals.
ATV trails in balance with park scenic condition.
More secluded.
Do something about the pines, the needle bitten pines – burn the pines and let the sun in.

PRESERVATION OF NATURAL AREAS/CULTURE (12) [0.79%]

The less, the better – leave it as natural as possible. (4) [0.44%]
Keep parks in pristine condition, but still allow people to visit them.
I think we know what we need to do by taking care of the land.
Needs to be more wilderness instead of so commercialized.
Preserve the Indian writings in the Nine Mile Canyon.
Preserve historic sights.
More private areas with less traffic – more nature.
Should be able to not see anybody.
More wilderness parks.

MISCELLANEOUS (23) [1.52%]

More free stuff. (2) [0.22%]
There are some water-based parks, there is some room for improvement.
Positive attitude towards motorized vehicles.
Planning.
People with handicaps to be able to use the parks without being penalized.
Not good enough for pet.
More notoriety.
More geological features.
They should let fiddlers come to Bryce.
Take people's comments seriously.
Talk to someone for each area.
A job.
More employment.
Forest Service in Uintah Mountains destroyed some cabins I would like to have seen.
The location of parks.
Some sort of compromise.
People need to be more cautious.
It should be available to the tourists.
Less voice of environmentalists.
More pride, more resources.
Some of them could monitor from destruction of the areas.
Reserve our own water at our parks – do not give it away.

UNCLEAR (20) [1.32%]

Population explosion taking place – people building cabins.
We just go camping.
There was a limit to how many vehicles were allowed in a certain place you are in at the park.
New review.
Need more people.
More responsible motorized trailheads.
At will campgrounds...
More warning to know.
More low water rates.
Need more pavelean.
Oil.
Laughter.
Higher experiences in lower Utah.
Probably the commercial usage and service.
And parks.
Lemington town has the burn pits. The Mormon's first fire bricks. It is a very historical place.
Available at these parks for leisure pleasure.

More coverage of parks in some of the parts of the state.

Drive through.

Keep as many as possible; ATVs, jet skis and motorcycles should be banned.