Appendix C: Trail User Survey
INTRODUCTION

In February 2012, Celilo Planning Studio distributed the online Trail User Group Survey. This survey aimed to collect data about how various recreation users experience the Columbia River Gorge: what they purchase, where they stop, and what they do. The responses from the survey were an important factor in the development of the recommendations in Connect Cascade Locks.

Although trail user priorities were critical in the development of recommendations, this was balanced against community priorities. Community priorities were identified by the Community Survey (Appendix D), public workshops (Appendix E), the public open house (Appendix F), and other community meetings and played an important role in determining the recommendations as well.

In total, the results of 1,102 respondents are analyzed in this report. An additional 189 individuals responded to the survey after the deadline and are not included in this report. Those responses may be included in future data analyses.

The survey was distributed through user group listservs and was advertised in several news sources, including The Hood River News, The Oregonian, and BikePortland.org. There is no response rate because we do not know how many individuals saw but chose not to take the survey.
The respondents participate in numerous recreational activities, with hiking, sightseeing, and road biking being the three most common.

When asked which activity they most commonly participate in, respondents overwhelmingly chose hiking, running, or walking. Other activities, such as sightseeing, mountain biking, and road biking are also frequent activities.

Which of the following activities have you ever done in the Gorge? [Select all that apply] (n=1,050)

- Day hiking, running, or walking
- Sightseeing
- Road biking (day trip)
- Wildlife viewing/bird watching
- Car camping (camping at an established campground)
- Backpacking (overnight hiking)
- Snow sports (skiing, snowshoeing)
- Mountain biking (day trip)
- Water sports (kayaking, canoeing, etc.)
- Fishing or hunting
- Wind sports (sailing, windsurfing, kiteboarding, etc.)
- Rock climbing
- Road biking (overnight trip)
- Disc golf
- Mountain biking (overnight trip)
- Horseback riding
- Backpacking (overnight hiking)
- Snow sports (skiing, snowshoeing)
- Car camping (camping at an established campground)
- Road biking (overnight trip)

*Other includes photography, swimming, geocaching and other less common activities.

Which recreational activity do you MOST FREQUENTLY do when you travel in the Columbia River Gorge? [Select one] (n=1,057)

- Day hiking, running, or walking
- Sightseeing
- Mountain biking (day trip)
- Road biking (day trip)
- Wind sports (sailing, windsurfing, kiteboarding, etc.)
- Water sports (kayaking, canoeing, etc.)
- Fishing or hunting
- Wildlife viewing/bird watching
- Other (please specify)
- Backpacking (overnight hiking)
- Snow sports (skiing, snowshoeing)
- Car camping (camping at an established campground)
- Road biking (overnight trip)

*Mountain biking (overnight trip), horseback riding, rock climbing, and disc golf had less than a 1% response rate.
ACCOMMODATIONS & TRAVEL BEHAVIOR

Visitors to the Columbia River Gorge enjoy a diversity of accommodations. Half of the respondents stated they had stayed in a campground in the Columbia River Gorge. More than a quarter have stayed at economy or mid-range hotels.

Nine out of ten people who visit the Columbia River Gorge travel with other people. Groups of two and three are the most common.

The respondents are frequent visitors to the Gorge. More than half of respondents reported that they visit the Gorge on a monthly basis.
After the city of Hood River, Cascade Locks is the most common place for visitors to stop for a purchase. The respondents tend to stop more in cities on the Oregon side of the Columbia River than on the Washington side. Our results could be skewed because of the large number of respondents who live in the Portland Metropolitan area. For those respondents, I-84 is the most convenient route to the Gorge and may explain why so many of the respondents stopped for purchases on the Oregon side of the river and not the Washington side.

Where did you stop for purchases on your most recent recreational trip in the Gorge? [Select all that apply] (n=1,045)
What kinds of goods did you purchase on your last recreational trip in the Columbia River Gorge? [Select all that apply] (n=868)

- Snack foods or beverages: 69%
- Restaurant meals: 63%
- Micro brews: 36%
- Gas: 34%
- Produce (apples, pears, lavender, honey): 28%
- Wine: 14%
- Bicycle equipment or accessories: 6%
- Other specialty items: 5%
- Fish (locally caught): 5%
- Art: 4%
- Hiking gear: 3%
- Equipment rentals: 1%

Food and drink are the most common purchases in the Gorge. Sixty-three percent of respondents purchased restaurant meals and 36% purchased microbrews. Produce and wine were also included among the most common purchases.
For several activities, more individuals said they would like to do the activity in the coming year than have done the activity in the past. This suggests that the interest in recreational activities is growing, particularly among the sports that need trails. For instance, in a previous question, 38% stated they have backpacked in the Gorge before. According to this question, 47% of respondents said they would like to go backpacking in the Gorge in the coming year. This suggests that the Gorge could attract roughly ten percent more of the respondents this year.

In the next year, which of the following recreational activities would you consider doing in the Columbia River Gorge? [Select all that apply] (n=1,017)

- Day hiking, running, or walking: 92%
- Sightseeing: 65%
- Road biking (day trip): 48%
- Backpacking (overnight hiking): 47%
- Car camping (camping at an established campground): 42%
- Wildlife viewing/birdwatching: 39%
- Water sports (kayaking, canoeing, etc.): 36%
- Mountain biking (day trip): 34%
- Snow sports (skiing, snowshoeing): 31%
- Wind sports (sailing, windsurfing, kiteboarding, etc.): 16%
- Fishing or hunting: 15%
- Rock climbing: 15%
- Road biking (overnight trip): 14%
- Disc golf: 10%
- Other: 10%
- Mountain biking (overnight trip): 10%
- Horseback riding: 7%
To attract more trail users to the Gorge, Cascade Locks should provide more trail options and trailhead amenities. Hiking trail options and restrooms at the trailhead top the list. Security, separated bike paths, and wayfinding signage are also important to the respondents.

**What parks and trails amenities would make you more likely to use the trails in the Gorge? [Select all that apply] (n=981)**

- More hiking trail options 39%
- Restrooms at trailheads 38%
- More secure trailheads 35%
- More separated paved bike paths 34%
- Better or more wayfinding signs 29%
- Better in-town connections to trailheads 27%
- More mountain biking trail options 24%
- Designated hiker/biker campgrounds 21%
- Off leash areas or pet-friendly parks 17%
- More water fill stations 17%
- More car parking near trailheads 16%
- Organized rides or hikes 12%
- Other 10%
- More bicycle parking 8%
- RV campgrounds 3%
- More equestrian trail options 2%
- Equestrian campgrounds 1%
Almost every respondent stated that trail maintenance is important to their enjoyment of the Columbia River Gorge. Connections to a larger trail system, wayfinding, and scenic overlooks are also very important among visitors and residents alike.
TRAIL USER PURCHASES

Trail users buy microbrews, snacks and restaurant meals at a high rate. For instance, more than 40% of hikers and road bikers purchased a snack on their last visit to the Gorge. This is a higher rate than many other visitors to the Gorge.

Not only do trail users shop in the Gorge, they shop in small towns along the way. For instance, more than half of overnight bicycle tourists stopped for a purchase in Cascade Locks.

When compared with people who participate in other recreation activities, trail users are more likely to stop in small towns in the Gorge and just as likely to stop in larger ones like Hood River.
What in-town amenities would you like to see more of when enjoying recreational activities in the Gorge? [Select all that apply] (n=841)

- Cafes/restaurants: 47%
- Bars/breweries: 38%
- Coffee shops: 33%
- Public transit access (in town or inter-city): 28%
- Health food stores: 25%
- Grocery stores: 22%
- Dog/pet-friendly establishments: 21%
- Visitor information: 21%
- Recreational outfitters (equipment rental and facilities): 19%
- Stores with bicycle repair equipment or services: 17%
- Hotels or inns: 13%
- Other: 8%
- Emergency care access: 8%

Considering the high frequency that trail users purchase food and drink, it is not surprising that they hope to see more cafes, restaurants, bars, breweries, and coffee shops in the Columbia River Gorge. Public transit access, health food stores, and grocery stores are some of the other in-town amenities visitors hope to see.
RESPONDENT DEMOGRAPHICS

Do you live in the Gorge year round?  
(n=1,096)  

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<tr>
<th>Percentage</th>
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Do you own property in the Gorge?  
(n=1,096)  

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<tr>
<th>Percentage</th>
<th>Yes</th>
<th>No</th>
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<td>100%</td>
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<td>0%</td>
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When looking at the survey results, certain considerations should be taken into account. More than 80% of the respondents do not live or own property in the Gorge.

The respondents have higher household incomes than the average resident of Cascade Locks, Portland, and the State of Oregon.

Annual household income of survey respondents  
(n=1,014)  

<table>
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<tr>
<th>Income Range</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Less than $20,000</td>
<td>9%</td>
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<tr>
<td>$20,000 - $39,999</td>
<td>13%</td>
</tr>
<tr>
<td>$40,000 - $59,999</td>
<td>18%</td>
</tr>
<tr>
<td>$60,000 - $79,999</td>
<td>17%</td>
</tr>
<tr>
<td>$80,000 or greater</td>
<td>43%</td>
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</table>
Moreover there were more male respondents than female respondents, and more than half of all respondents were over the age of 45. Although these are considerations, they are not necessarily inaccurate. Gorge visitors may mimic these demographic characteristics.

Gender of survey respondents
(n=1,001)

- Female, 41%
- Male, 59%

Age of survey respondents (n=998)
- Under 18: 0%
- 18-24: 4%
- 25-34: 23%
- 35-44: 19%
- 45-64: 43%
- 65 and older: 10%
**Default Question Block**

**Connect Cascade Locks Survey**

Thank you for volunteering to participate in the Connect Cascade Locks survey. The purpose of this 5-10 minute survey is to capture the needs and wants of outdoor recreationists in the Columbia River Gorge National Scenic Area. This survey is part of a larger planning process that will lead to greater recreation and economic opportunities in the community of Cascade Locks, Oregon.

If you have additional comments you feel were not captured by your responses to the survey question, a comment box is at the end of the survey.

This survey is being conducted by Celilo Planning Studio, comprised of Portland State University graduate planning students. If you have any questions or would like to be more involved in the planning process, please e-mail celiloplanning@gmail.com.

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**Do you live in the Columbia River Gorge?**

- Yes, and I live in the Columbia River Gorge year-round.
- Yes, but I do NOT live in the Columbia River Gorge year-round.
- No
- I would rather not say.

**Which of the following recreational activities have you ever done in the Columbia River Gorge? [Select all that apply]**

- Day hiking, running, or walking
- Backpacking (overnight hiking)
- Road biking (day trip)
- Road biking (overnight trip)
- Mountain biking (day trip)
- Mountain biking (overnight trip)
- Car camping (camping at an established campground)
- Sightseeing
- Horseback riding
- Water sports (kayaking, canoeing, etc.)
- Wind sports (sailing, windsurfing, kiteboarding, etc.)
- Rock climbing
- Wildlife viewing/bird watching
- Snow sports (skiing, snowshoeing)
- Disc golf
- Fishing or hunting
- Other (please specify)
- I have not done any of these activities in the Columbia River Gorge.

**Which recreational activity do you MOST FREQUENTLY do when you travel in the Columbia River Gorge? [Select one]**

- Day hiking, running, or walking
- Backpacking (overnight hiking)
- Road biking (day trip)
- Road biking (overnight trip)
- Mountain biking (day trip)
- Mountain biking (overnight trip)
- Car camping (camping at an established campground)
- Sightseeing
- Horseback riding
- Water sports (kayaking, canoeing, etc.)
- Wind sports (sailing, windsurfing, kiteboarding, etc.)
- Rock climbing
- Wildlife viewing/bird watching
- Snow sports (skiing, snowshoeing)
- Disc golf
- Fishing or hunting
- Other (please specify)
- I have not done any of these activities in the Columbia River Gorge.
If you have ever stayed overnight in the Columbia River Gorge, what kind of accommodations did you use? [Select all that apply]

- Campgrounds
- Yurts/cabins
- Hostels
- Economy or mid-range hotels
- High-end hotels or condos
- Bed & breakfasts
- The home of a friend or relative
- Other (please specify):

I have not spent the night in the Columbia River Gorge

How many people (in addition to yourself) did you travel with on your last recreational activity in the Columbia River Gorge?

- 0
- 1
- 2
- 3
- 4
- 5 or more

How often do you participate in recreational activities in the Columbia River Gorge?

- Very frequently (one or more times per week)
- Often (one or more times per month)
- Occasionally (less than once per month)

How do you get information about recreational opportunities in the Columbia River Gorge? [Select all that apply]

- Visitor information station or Chamber of Commerce
- Book
- Paper map
- Magazines or brochures
- Facebook
- Blogs
- Twitter
- Websites (please indicate which websites)
- Event calendars
- Travel Oregon
- Group listserv or e-mail list (please indicate which groups):
- Word of mouth
- Other (please specify):

Do you ever use Groupon, LivingSocial, Google Offers, or related online coupons or deals?

- Yes
- No

Where did you stop for purchases on your most recent recreational trip in the Columbia River Gorge? [Select all that apply]

- Corbett, Ore.
- Cascade Locks, Ore.
- Hood River, Ore.
- Mosier, Ore.
- The Dalles, Ore.
- North Bonneville, Wash.
- Stevenson, Wash.
- Carson, Wash.
- White Salmon/Bingler, Wash.
- Lynden, Wash.
- Belfair, Wash.
- Wishram, Wash.
- I did not stop for purchases on my most recent trip
- I stopped for purchases but do not remember where
- Other (please specify):

Please refer to the map below.

https://portlandstate.qualtrics.com/ControlPanel/Popup.php?PopType=SurveyPrintPreview&WID=_blank
What kinds of goods did you purchase on your last recreational trip in the Columbia River Gorge? [Select all that apply]

<table>
<thead>
<tr>
<th>Goods purchased</th>
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<tbody>
<tr>
<td>Snack foods or beverages</td>
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<td>Restaurant meals</td>
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<td>Bicycle equipment or accessories</td>
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<td>Hiking gear</td>
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<td>Equipment rentals</td>
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<tr>
<td>Fish (locally caught)</td>
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In the next year, which of the following recreational activities would you consider doing in the Columbia River Gorge? [Select all that apply]

<table>
<thead>
<tr>
<th>Activity</th>
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<tbody>
<tr>
<td>Day hiking, running, or walking</td>
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<tr>
<td>Backpacking (overnight hiking)</td>
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<td>Road biking (day trip)</td>
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<td>Road biking (overnight trip)</td>
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<td>Mountain biking (day trip)</td>
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<td>Mountain biking (overnight trip)</td>
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<td>Car camping (camping at an established campground)</td>
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<td>Sightseeing</td>
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<td>Horseback riding</td>
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What parks and trail amenities would make you more likely to use the hiking, biking, or equestrian trails in the Columbia River Gorge? [Select all that apply]

<table>
<thead>
<tr>
<th>Amenities offered</th>
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<tbody>
<tr>
<td>Better or more wayfinding signs</td>
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<tr>
<td>More hiking trail options</td>
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<td>More equestrian trail options</td>
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<td>More mountain biking trail options</td>
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<td>More separated paved bike paths</td>
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<td>More bicycle parking</td>
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<td>More water fill stations</td>
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<td>Restrooms at trailheads</td>
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<td>More secure trailheads</td>
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What in-town amenities would you like to see more of when enjoying recreational activities in the Columbia River Gorge? [Select all that apply]

<table>
<thead>
<tr>
<th>Amenities added</th>
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<tbody>
<tr>
<td>Hotels or inns</td>
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<td>Grocery stores</td>
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<td>Health food stores</td>
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<td>Cafes/restaurants</td>
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<td>Coffee shops</td>
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<td>Bars/breweries</td>
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<td>Recreational outfitters (equipment rental and facilities)</td>
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<td>Stores with bicycle repair equipment or services</td>
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<td>Visitor Information</td>
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<td>Emergency care access</td>
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<td>Public transit access (in town or inter-city)</td>
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<td>Dog/pet-friendly establishments</td>
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<td>Other (please specify)</td>
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Please rate the following resources and amenities in terms of importance to your overall enjoyment of the Columbia River Gorge.

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<thead>
<tr>
<th>Resource and Amenities</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
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<td>Trail maintenance</td>
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<td>Connections to larger trail system</td>
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<td>Disabled access to trails</td>
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<tr>
<td>Trailhead facilities (restrooms, water fountains, etc.)</td>
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<td>Wayfinding (maps, directional signs)</td>
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<td>Educational signs (history, natural sciences, etc)</td>
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<td>Availability of goods or services in town</td>
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<td>Wildlife viewing areas</td>
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<td>Scenic overlooks</td>
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<tr>
<td>Access to river corridors</td>
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<td>Organized youth activities</td>
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<tr>
<td>Festivals/Events</td>
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What is the zip code of your residence? (What zip code do you typically travel from when visiting the Columbia River Gorge?)

[Please enter 5-digit zip code.]

The following demographic questions will help us see how different characteristics are associated with different recreational activities.

What is your gender?

- Male
- Female
- I would rather not say

What is your annual household income?

- Less than $20,000
- $20,000 - $39,999
- $40,000 - $59,999
- $60,000 - $79,999
- $80,000 or greater
- I would rather not say

What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-64
- 65 and older
- I would rather not say

Please provide any additional comments that can help us improve hiking, road biking, mountain biking or other trail-related recreation in the Columbia River Gorge.

Thank you for your participation in the survey. Please click the forward arrow to submit your responses.

If you have any questions regarding how this survey is used or would like to get involved with the project, feel free to contact Celilo Planning Studio at celilo.planning@gmail.com

https://portland.state.qualtrics.com/ControlPanel/PopupUp.php?PopType=SurveyPrintPreview&SID=_blank