

**Maricopa County
Parks and Recreation Department
2018-2019 Visitor Study**



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2018-2019 Maricopa County Parks Visitor Study

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Executive Summary

This study was done in cooperation with the Maricopa County Parks and Recreation Department (MCPRD) and the School of Community Resources & Development at Arizona State University (ASU). The study, administered from June 2018 to March 2019, was implemented to conduct a visitor survey in the Maricopa County Parks System. The study included eight (8) MCPRD parks within the greater Phoenix metropolitan area: Lake Pleasant Regional Park, Cave Creek Regional Park, Estrella Mountain Regional Park, McDowell Mountain Regional Park, Spur Cross Ranch Conservation Area, San Tan Mountain Regional Park, Utery Mountain Regional Park, and White Tank Mountain Regional Park. The survey was designed to collect visitor information regarding perceptions of service and facility quality, activity preferences, setting and facility preferences, benefits sought and realized, attitudes toward park fees and demographics. This is a follow-up and comparison to park visitor surveys for 2005-2006, 2007-2008, and 2012-2013 completed by ASU. This report presents an analysis of onsite visitor surveys collected by MCPRD employees at each of the eight (8) parks throughout the study period as well as longer, offsite surveys completed by participants and mailed back to the ASU researchers. The following executive summary presents key findings from the study.

The 2018-19 study saw a significant decrease in the number of onsite survey refusals. However, onsite participants were much less willing to complete an offsite survey than in previous years. The onsite response rate rose to 96.2 percent. This number is likely higher than the real response rate as Spur Cross Ranch Conservation Area and Utery Mountain Regional Park did not return any non-response forms. For more information, see Table 1.1. This may begin to explain why the trend of decreasing onsite response rate was reversed in the 2018-19 study. The decreasing response rate for the offsite survey continued though, with only 33.9 percent of onsite participants responding. This is down from 48.9 percent in 2012-13 but still above the 31.8 percent in 2007-08.

Given the lack of non-response forms, it is difficult to draw true conclusions on how representative the offsite survey was of the actual visitor population. This, coupled with the low response rate, should be kept in mind when reading and interpreting the results from the offsite survey.

The following presents key findings from the onsite and offsite surveys.

- Regional parks are becoming even more popular for residents who live near the park, a trend that has only increased since the 2012-13 study. The average distance traveled to get to the park was significantly less in 2018-19 compared to the previous studies. However, the average number of annual visits in 2018-19 was cut in half in comparison to the previous two (2) iterations of the study. (Table 1.3 and Table 1.7)
- Only about 40 percent of visitors were aware of the Maricopa Trail. However, over 75 percent of users said that they currently use, have used, or plan to use the trail in the future. (Table 1.18A)
- Average trip expenditure of Maricopa County Park visitors increased by about \$80.00 since the previous study to \$237.41. While many of the visitors were local, they still mentioned spending money on additional equipment and other luxuries to better enjoy their trip to the park. In addition, there were out of town visitors who spent more money on transportation and lodgings. (Table 2.7)

- In 2018-19, respondents felt that operations and maintenance funding should come equally from taxes and user fees. This is a reversal of the 2012-13 trend that saw a rise in support for mostly user fees. This category fell by over 10 percent in this study compared to 2012-13. (Table 2.13)
- Overall, visitors are very satisfied with their trip to the Maricopa County Parks. Satisfaction questions on both the onsite and offsite questionnaires indicated that satisfaction is high and has increased since the 2012-13 study.

Several new items/statements were added to existing onsite and offsite questions for the 2018-19 study. Key findings from the new items/statements include:

- Less than 10 percent of respondents participated in kayaking or paddle crafting at Lake Pleasant Regional Park.
- Primary trails and directional signs were the top five (5) in most important and best performing existing facilities. (Table 2.5A)
- Visitors felt that interpretive exhibits and secondary trails were not as important as other existing facilities (Table 2.5A)
- Mountain bike obstacle course was in the top five (5) facilities that visitors would definitely use. Visitors did not feel that they would definitely use an event venue. (Table 2.8A)
- Self-led activities with a downloadable 9+ podcast was not very desirable to visitors as an information and education delivery method (Table 2.12A)

In addition to the new items/statements, several new questions were added to both the onsite and offsite questionnaires. Key findings from the new questions include:

- Visitors most commonly found out about the parks through the internet, friends and family members, or local knowledge. (Table 1.4)
- In addition to satisfaction with their visit to the park, respondents indicated high satisfaction with their primary activity and the services and facilities offered for that primary activity. (Table 1.11)
- Only 17 percent of respondents were annual pass holders. (Table 1.13)
- About one-fourth of visitors said they would be very likely to purchase a 6-month pass. Some parks indicated a higher interest than others, with White Tank Mountain Regional Park having the highest support (28.0 percent) and McDowell Mountain Regional Park having the lowest (11.3 percent). (Table 1.14)
- Visitors showed a high interest in programs on animals, archaeology and history, astronomy, health and fitness, geology, and plants. (Table 2.11)

Chapter 3 represents analyses similar to those conducted in the 2012-2013 Maricopa County Parks Visitor Study. It presents a segmentation analysis of select onsite and offsite questions based on the visitors' primary activity during the visit in which they were surveyed. Visitor profiles for sixteen (16) recreational activities were included in the analysis of onsite questions, while three (3) activities were analyzed with the offsite questions. The following presents the key findings from the segmentation analysis:

- Visitors who were there primarily to swim were almost all return visitors. Visitors that indicated mountain biking, boating, and attending programs also were mostly return visitors. Half of visitors who were there to walk, drive and sightsee, and experience nature were there for the first time.
- On average, during a year, runners/joggers and mountain bikers visit the park more than any other user type, travel the farthest miles on the trails, were some of the most likely to visit the park again, and were the most likely to visit alone. These two (2) user segments also had the highest awareness and use or intended use of the Maricopa Trail. (Tables 3.4, 3.8, 3.12, 3.15, 3.16, 3.18)
- Runners/joggers and mountain bikers were the most likely to be annual pass holders but had lower interest in a 6-month pass. (Tables 3.11, 3.12)
- Swimmers and runners/joggers were the youngest park visitors. Drivers/Sightseers and those there for a nature experience were the oldest. Swimmers and boaters traveled in the largest groups. (Tables 3.17, 3.19)
- Males made up the vast majority of participants in mountain biking, especially when compared to hikers and walkers, which were primarily females. (Table 3.37)
- Hikers and mountain bikers visited the park to improve their physical health, enjoy physical exercise, and observe the scenic beauty. Walkers visited the park to enjoy the solitude, observe the scenic beauty, and enjoy the sounds and smell of nature. (Table 3.26)
- Walkers spent the most money, with hikers as a close second. Walkers especially spent money on lodging and food, meals, and drinks. (Table 3.27)
- Mountain bikers showed the highest interest in a mountain bike obstacle course. Hikers and walkers showed the most interest in wildlife viewing areas or blinds. (Table 3.28)
- Hikers showed the most interest in programs on health and fitness, plants, and geology. Walkers showed the most interest in programs on astronomy, geology, and archaeology and history. Mountain bikers showed the most interest in programs on outdoor skills, health and fitness, and animals. Overall, mountain bikers showed lower interest in programs. (Table 3.29)
- All user segments felt that the current park hours were convenient for them. Walkers and hikers agreed the most that they would use the park more during the winter season if hours were extended later into the evening. (3.20)

- Hikers felt the most strongly that operation and maintenance fees should come equally from taxes and user fees. Walkers felt that it should come mostly from user fees and mountain bikers were divided between the two (2) options. (3.33)

Introduction and Methods

The MCPRD staff and ASU researchers worked cooperatively to develop two (2) visitor surveys that addressed the specific needs of the MCPRD: a short onsite questionnaire and a longer offsite questionnaire that was either mailback or online. The questions for both were based on previous iterations of this survey conducted at the eight (8) MCPRD parks by ASU in the past. These questions consisted of Likert-type questions, which use a series of numerical options to measure attitudes, as well as open-ended responses. The shorter, on-site questionnaire contained 19 questions, and the longer, offsite questionnaire contained 29 questions.

Once the surveys were created, the questions and survey protocols were submitted for approval by Arizona State University's Institutional Review Board (IRB). IRB clearance was received prior to the start of the study. Questions were pre-tested among ASU students to ensure the questions were easy to comprehend and that the surveys could be completed within the designated time.

Sampling Plan

Sampling occurred over 12-months at Lake Pleasant Regional Park and 6-months at the remaining seven (7) parks (Cave Creek Regional Park, Estrella Mountain Regional Park, McDowell Mountain Regional Park, Spur Cross Ranch Conservation Area, San Tan Mountain Regional Park, Utery Mountain Regional Park, and White Tank Mountain Regional Park). This sampling time frame was divided into sampling seasons to ensure some form of comparability with previous studies. These seasons are as below:

- Spring: April, May, and June
- Summer: July and August, September
- Fall: October, November, and December
- Winter: January, February, and March

Surveying at Lake Pleasant Regional Park occurred over all four (4) seasons beginning in Spring 2018 and ending in Winter 2019. Surveying at the remaining parks (i.e., except Lake Pleasant Regional Park) occurred over the 6-month Fall and Winter sampling seasons (i.e., October 2017 to March 2019). Sampling was extended by one month (i.e. until the end of April) for Lake Pleasant Regional Park and San Tan Mountain Regional Park to extend the response numbers. In April, ten (10) onsite surveys were collected at San Tan and four (4) at Lake Pleasant. Surveying during each sampling season occurred over both weekend days and weekdays, with approximately two-thirds of the sample drawn from weekend days. Each survey day was assigned one (1) of two (2) time periods: 8:00 a.m. to 4:00 p.m. or 11:30 a.m. to dark. These time frames were chosen by MCPRD. Visitors were then intercepted during that randomly selected block of time. Sampling days were also randomly stratified by day of the week. After the first group of participants was selected, every n^{th} group or person was selected to participate in the survey.

Instrument Administration

The study included both a short onsite questionnaire administered by employees and/or volunteers, and a longer online/mail questionnaire. Survey administrators were trained by the Principal Investigator in cooperation with MCPRD staff. The Principle Investigator and lead graduate student went to the MCPRD headquarters at Lake Pleasant Regional Park to hold a training session. At the session, park staff were trained on every aspect of onsite surveying including using sampling intervals, avoiding sampling

bias, and how to handle all types of interviewing situations, especially emphasize the safety of the visitors and the interviewers. The training was conducted with the assistance of a PowerPoint presentation and a written handout created by ASU. This handout is provided at the end of this report. (see Appendix K)

A potential respondent for the questionnaire was identified by a survey administrator onsite using an introductory statement and screening questions to ensure that the visitor was eligible to participate. These questions were asked to ensure that the participant was at least 18 years of age, visiting the park for recreational use, and not a park host or employee. Once the respondent answered the screening question and was been found to be eligible for the study, the survey administrator provided a brief description of the study and requested the visitor's participation in a five-minute onsite, self-administered questionnaire.

If the respondent said no, then the survey administrator recorded gender, group size and if possible, noted the reason for the refusal. Visitors who agreed to participate in the survey were provided a clipboard with a paper copy of the onsite questionnaire, and the survey administrator was available to answer questions. The survey administrator collected the clipboard once the visitor had completed the questionnaire. Each visitor that completed the onsite questionnaire was given a free day-use pass for the park that they completed the survey at.

Once the visitor completed the onsite survey, the survey administrator then asked if the visitor would like to take a longer online/mail survey at their convenience. The survey administrator then provided a brief description of this longer survey, its purpose, and stressed its voluntary nature. If the visitor declined, their reason for declining this longer survey (if given) was recorded. If they agreed, then the respondent was offered either a hard copy of the longer mail-back survey or given the option to provide their email for an online version to be emailed to them. If they choose the email method, their email was recorded, but no other identifying information was noted except for the number of the onsite paper survey they took. All visitors who completed an offsite survey were entered into a drawing to receive a free year-long park entry pass. One pass was given out for each of the eight (8) parks. Quality control was ensured by monitoring interviewers in the field, and by checking their paperwork at the end of each survey day.

Data Analysis

The onsite surveys were collected by MCPRD and sent to ASU for inputting, and the mailback offsite surveys were mailed to ASU. The online offsite questionnaires were all completed using Qualtrics. The offsite questionnaire was recreated in Qualtrics, and an anonymous link to the questionnaire was emailed out to all respondents who indicated an interest in taking the offsite survey online. A reminder email to complete the questionnaire was sent out every week for three (3) weeks following the initial email. Participants had the option to decline any further involvement or emails from the study.

All of the paper copies of both the onsite and longer offsite questionnaires were inputted by the lead graduate student and trained undergraduates into an electronic database at ASU. The longer online questionnaires were uploaded to the same ASU database. The lead graduate student combined the two (2) datasets for the mailback offsite questionnaires and the online offsite questionnaires into one (1) database for all analysis purposes. The data for both the onsite and offsite questionnaires were organized by park and then cleaned and checked for accuracy. All quantitative data analysis was conducted using the Statistical Package for the Social Sciences (SPSS – version 23.0). The qualitative data was organized using Microsoft Excel 2016. Respondent comments were presented verbatim to maintain data integrity.

Chapter 1

Onsite Survey Results

This chapter presents the results from the onsite survey conducted at Cave Creek Regional Park, Estrella Mountain Regional Park, Lake Pleasant Regional Park, McDowell Mountain Regional Park, San Tan Mountain Regional Park, Spur Cross Ranch Conservation Area, Utery Mountain Regional Park, and White Tank Mountain Regional Park. The purpose of the onsite survey was to gather basic recreation activity behavior, group user information, and general demographics from the park visitor population at the eight (8) parks from May 2018 until April 2019. Specific objectives of the onsite survey (see Appendix A) were to provide the following information: (a) has the visitor been to this park before, and if so, how many times in the past 12 months, (b) how the park was discovered, (c) is the park a primary destination for the visitor's trip, (d) day or overnight use, (e) miles traveled, (g) number of activities participated in (26 possible), (h) primary activity, (i) number of miles hiked/ridden today, (j) satisfaction with activities and facilities, (k) awareness of on-line reservation system, (l) prevalence of annual pass holders, (m) interest in 6-month pass, (n) preferred method of information, (o) plans to return to park, (p) awareness of Maricopa Trail, (q) respondent's age, (r) respondent's ZIP code, (s) type of people accompanying the respondent (family, friends, etc.), (t) number of people the visitor is accompanied to the park by age and (n) respondent's race/ethnicity. Some of these questions differ from the previous iterations of the survey. These questions, therefore, do not include response data for previous years.

RESPONSE RATE FOR ONSITE SURVEYS

All of the onsite survey participants were interviewed in a face-to-face format by volunteers or employees of each respective park. This allowed the interviewer to clarify any ambiguities or questions the participant may have encountered while participating in the onsite study. The interview format increased the likelihood of soliciting valid responses from the study participants by allowing two-way communication and opportunities for clarification. A total of 2,313 visitors were contacted in the eight (8) parks over a 12-month sampling period for Lake Pleasant and a 6-month sampling period for the remaining seven (7) parks. Overall, 2,204 agreed to complete the onsite interview resulting in a 95.3 percent onsite response rate. However, it is important to note that given the lack of non-response forms from Spur Cross Ranch Conservation Area and Utery Mountain Regional Park, the actual response rate is likely lower. Onsite surveys were completed by 254 individuals at Cave Creek Regional Park, 361 at Estrella Mountain Regional Park, 172 at Lake Pleasant Regional Park, 173 at McDowell Mountain Regional Park, 353 at San Tan Mountain Regional Park, 276 at Spur Cross Ranch Conservation Area, 351 at Utery Mountain Regional Park and 264 at White Tank Mountain Regional Park. Table 1.1 reports the number of contacts, number of refusals, and the onsite response rate by each park. The non-response forms were not completed for Spur Cross and Utery Mountain, resulting in a lack of response rates for those parks.

Table 1.1A Total Onsite Response Rate

Park	Total # of Onsite Contacts	# of Onsite Refusals	# of Completed Onsite Surveys	Onsite Response Rate (2018-19)	Onsite Response Rate (2012-13)	Onsite Response Rate (2007-08)	Onsite Response Rate (2005-06)
Cave Creek Regional Park	273	19	254	93.0%	88.7%	94.1%	96.9%
Estrella Mountain Regional Park	374	13	361	96.5%	81.6%	95.4%	99.2%
Lake Pleasant Regional Park	180	8	172	95.6%	88.1%	93.5%	91.6%
McDowell Mountain Regional Park	206	33	173	84.0%	98.6%	94.2%	98.8%
San Tan Mountain Regional Park	372	19	353	94.9%	92.1%	94.3%	100.0%
Spur Cross Ranch Conservation Area	N/A	N/A	276	N/A	95.1%	93.4%	100.0%
Usery Mountain Regional Park	N/A	N/A	351	N/A	83.1%	93.8%	97.7%
White Tank Mountain Regional Park	281	17	264	94.0%	77.7%	88.4%	98.3%
Total*	2313	109	2204	95.3%	87.6%	93.3%	94.5%

*The totals and response rate were calculated by substituting the number of completed onsite surveys into the total onsite contact category from both Spur Cross and Usery since both parks were missing non-response data (i.e. the total number of onsite contacts for Spur Cross was set at 276 and the total number of onsite refusals was set at 0). The other six (6) parks were treated normally. Therefore, the represented totals and response rate are likely higher than the actual values.

Table 1.1B Confidence Intervals by Park (Onsite Survey)

	95% C. I.
Cave Creek Regional Park	+/- 1.63
Estrella Mountain Regional Park	+/- 0.96
Lake Pleasant Regional Park	+/- 1.58
McDowell Mountain Regional Park	+/- 2.99
San Tan Mountain Regional Park	+/- 1.18
Spur Cross Ranch Regional Park	NA
Usery Mountain Regional Park	NA
White Tank Mountain Regional Park	+/- 1.49
Overall	+/- 0.45

Confidence intervals cannot be calculated for Spur Cross Ranch and Usery Mountain given the missing data for total number of onsite contacts

SUMMARY OF ONSITE SURVEY RESULTS

Visitor Demographics

- There is a certain amount of diversity among the visitors, but similar to the 2012-13 study, the most typical park visitor was 49 years old and white. (Tables 1.19, 1.24A)
- The racial/ethnic diversity of the park users showed that white respondents comprised 86.9 percent of the sample and Hispanics were the largest minority group comprising 6.8 percent of the overall sample. (Table 1.24A)
- Just as in 2012-13, Arizona residents comprise 85.4 percent of all Maricopa County Park users. Less than 10 percent of all park visitors from Arizona live outside of the Phoenix metropolitan area. The cities of Phoenix, Mesa, and Gilbert reported the highest rates of participation in the metropolitan area. (Table 1.20)

Visitor Behavior

- Approximately 62 percent of the visitors contacted were return visitors. The park being visited was the primary destination of 87.5 percent of the visitors. (Tables 1.2, 1.5)
- The typical Maricopa County park user visits a Maricopa County park approximately ten (10) times a year, during the day (day use), and stays for approximately 2.7 hours. (Tables 1.3, 1.6A)
- The most common ways that visitors found out about the park they were visiting was the internet, through friends or family members, word of mouth, or local information. (Table 1.4)
- On average, visitors traveled 34 miles to the park. Visitors traveled the farthest to reach Cave Creek (80 miles) and the shortest distance to San Tan Mountain (15 miles). Overall, the most frequent distance traveled (mode) was 10 miles. (Table 1.7)

- The most participated in activities among Maricopa County park visitors, in order of magnitude, are trail hiking (76.3%), walking for pleasure (48.8%), photography (29.4%), nature experience (23.5%), watching wildlife (20.1%) and utilizing the nature center (16.6%). (Table 1.8A)
- The most common primary activities were trail hiking (60.5%), walking for pleasure (9.4%), and mountain biking (7.3%), photography (2.4%), running/jogging (2.2%), and RV camping (2.2%). (Table 1.9A)
- The 2018-19 onsite survey participants were asked if they had used the trails at all, and if so, approximately how many miles they had gone on the trails. Overall, participants who indicated they had used the trails traveled an average of 4.37 miles on them. (Table 1.10A)
- In the 2018-19 study, visitors were asked to express their satisfaction with four (4) statements. Visitors averaged between extremely satisfied and very satisfied for their primary activity and the services and facilities offered for that activity. Visitors also felt between extremely satisfied and very satisfied with their overall visit to the park. (Table 1.11)
- Overall, 32.3 percent of visitors were aware of the online reservation system. Cave Creek visitors indicated the highest awareness (40.5%) while San Tan Mountain visitors were the least aware. (25.4%). (Table 1.12)
- Only 17 percent of visitors were annual pass holders. New to the 2018-19 study, 23.9 percent of visitors said that they would be very likely to purchase a 6-month pass for the parks. 40.0 percent were somewhat likely they would purchase one, and 36.1 percent said that it was not at all likely they would purchase one. (Tables 1.13, 1.14)
- Overall, visitors preferred information from MCPRD through email (52.5%) and social media (14.4%) the most. Park visitors most frequently preferred email across all parks. (Table 1.15A)
- Approximately 86.5 percent of visitors indicated they planned to make a return visit to the park they were at, while 1.7 percent was not planning on making a return visit and 11.8 percent were not sure. Travel distance was the most frequent reason visitors indicated why they would not be making a return trip or were not sure. (Tables 1.16A, 1.17A)
- About 40 percent of visitors indicated that they were aware of the Maricopa Trail. About 77 percent of users then indicated that they use, have used, or plan to use the trail in the future. (Table 1.18A)
- The typical Maricopa County park user visited the park with one (1) other person (group size), most commonly a family member. (Tables 1.22A, 1.21A)

COMPARISONS BETWEEN THE 2006, 2008, 2013, & 2019 SURVEY RESULTS

Visitor Demographics

- The average age of park visitors has, despite some small decreases over the years, gradually increased on average from 48.1 years in 2006 to 49.5 years in 2019. (Table 1.19)
- The racial/ethnic diversity of the minority park users has decreased since the 2006 survey from 17.5 percent to 13.1 percent in 2019. Similarly, Hispanic representation has fallen steadily since 2006. The largest decrease occurred between the 2006 and 2008 studies, with Hispanic representation falling from 13.1 percent to 8.4 percent. The representation in 2019 has fallen to only 6.8 percent. American Indian visitation, which had fallen from 1.1 percent in 2006 to 0.2 percent in 2008, has since increased overall. American Indian visitation was comparable in the 2019 study at 1.2 percent. African American representation decreased from 2.0 percent in 2008 to 1.6 percent in 2018-19. Asian representation increased from 1.5 percent in 2008 to 2.0 percent in 2018-19. (Tables 1.24A, 1.24B, 1.24C, 1.24D)
- The average group size has decreased overall since the 2006 study. At that time, average group size was 2.89. Group size decreased by almost 0.40 people over the course of the 2008 and 2013 studies. Group size has rebounded somewhat in the 2019 study with an average size of 2.58 people. Once again, Lake Pleasant was the park with the highest group size. (Tables 1.23, 1.19A, 1.19B, 1.19C, 1.19D)
- The 2006 survey showed a significant decline in out-of-state visitors and the percentage of visitors from the cities of Phoenix, Glendale, Mesa, and other in-state visitors. The City of Phoenix has seen declines in each subsequent study year, including 2019. Visitors from Glendale dropped to almost half of 2013 levels in 2019. Mesa, Scottsdale, and Queen Creek increased in 2008 but declined in 2013 and 2019. Gilbert decreased slightly in 2019 and Cave Creek/Carefree visitation dropped significantly in 2019 to less than half of previous years. Other in-state visitors and out of state visitors remained relatively unchanged from 2006 to 2008. Both other in-state visitors and out of country visitors in 2019 have more than doubled since 2013. (Table 1.20)

Visitor Behavior

- Repeat visitation at the county parks rose from 76.7 percent in 2006 to 79.3 percent in 2008 but has since fallen in each successive iteration of the study. The 2019 study had the lowest level of repeat visitors when compared to all previous iterations of the study at only 61.5 percent. In 2013, Utery Mountain Regional Park and Cave Creek Mountain Regional Park had the highest level of repeat use. In 2019, Utery Mountain had the second highest level of repeat use, with White Tank Mountain having the most repeat visitors. (Table 1.2)
- The average number of visits by a visitor over the last 12 months had consistently increased between the 2006 and 2013 studies. The average number of visits rose from 10.2 visits in 2006 to 19.1 visits.

The annual number of visits in 2019 fell sharply since this high to only 10.3 visits per year. (Table 1.3)

- The percentage of visitors that reported that the county park was their primary destination has fallen since the 2006 study. In 2006, 93.6 percent of visitors indicated that the county park was their primary destination. This has since decreased 6.9 percent to only 86.7 percent of visitors in 2019. In 2013, visitors to Estrella Mountain and White Tank Mountain most frequently reported the parks were their primary destination. In 2019, visitors to McDowell Mountain and San Tan Mountain most frequently reported the parks were their primary destination (Table 1.5)
- On average, there has been a significant decline in the number of miles visitors travel to reach the county parks. In 2006 visitors traveled an average of 207 miles to reach the park. Since then, that number has fallen steadily to only 34 miles in 2019. The mode, the number of a mile traveled most frequently listed by participants, stay consistent from 2006 to 2008 at 20 miles, and drops to 10 miles in 2013 and 2019. (Table 1.7)
- Overall, overnight visitation has been decreasing at the county parks. The average percent of visitors staying overnight was 31.3 percent in 2006. This dropped to an average of 14.2 percent from 2008-2013. Overnight visitation is at its absolute lowest level in 2019 at only 4.1 percent. However, while the number of people staying overnight has decreased over the years, the number of nights those visitors stay has increased from a low of 4.2 nights in 2013 to a high of 7.2 nights in 2019. Given the fall in overnight use, the number of users indicating day use has increased substantially from only 68.7 percent in 2006 to 95.9 percent in 2019. (Tables 1.6A, 1.6B, 1.6C, 1.6D)
- Overall, trail hiking is consistently one of the top two (2) recreational activities participated in at the parks across studies. Other common activities across the years include walking for pleasure, RV camping, mountain biking, and photography. In 2019, trail hiking was once again the most participated in activity and walking for pleasure remained in the top five (5). Watching wildlife returned to the top five (5) in 2019, and RV camping fell out of the top 5. (Tables 1.8A, 1.8B, 1.8C, 1.6D)
- Awareness of the Maricopa Trail rose between 2013 and 2019 from about 25 percent in 2013 to about 40 percent in 2019. Usage increased as well from about 71 percent in 2013 to about 77 percent in 2019. (Tables 1.18A, 1.18B)

Table 1.2 reports the percentage of visitors who had visited that park on a previous visit. White Tank Mountain Regional Park had the highest percentage of repeat visitors (79.3%), while Estrella Mountain Regional Park had the greatest number of first-time visitors (47.1%). The average number of visits by respondents over the past 12 months is presented in Table 1.3 for each park. San Tan Regional Park had the greatest average of visits at 16.4. The most common way that respondents found out about the park is presented in Table 1.4. This question was newly added to the 2018-2019 survey. The percentage of visitors who reported the park they visited as the primary destination of their trip is presented in Table 1.5. San Tan Regional Park was the primary destination of 91.5 percent of the visitors contacted in that park.

Table 1.2 Returning to the Park

Maricopa County Park:	Returning Visitors (2018-19)	Returning Visitors (2012-13)	Returning Visitors (2007-08)	Returning Visitors (2005-2006)
	Percent	Percent	Percent	Percent
Cave Creek R.P.	52.4	79.7	78.3	70.8
Estrella M.R.P.	47.2	77.9	70.0	82.0
Lake Pleasant R.P.	72.8	77.6	81.5	82.3
McDowell M.R.P.	55.6	78.0	82.4	77.8
San Tan M.R.P.	66.2	79.1	77.7	55.6
Spur Cross Ranch C.A.	51.1	70.8	79.9	69.9
Usery M.R.P.	71.8	83.5	83.8	75.4
White Tank M.R.P.	79.5	74.1	79.0	79.5
Total	61.8	77.7	79.3	76.7

Q1: Have you been to this park before this current trip?

Table 1.3 Average Number of Visits in Past 12 Months

Maricopa County Park:	Average Number of Visits (2018-19)	Average Number of Visits (2012-13)	Average Number of Visits (2007-08)	Average Number of Visits (2005-06)
	Mean	Mean	Mean	Mean
Cave Creek R.P.	6.9	30.5	18.9	10.1
Estrella M.R.P.	9.8	19.9	13.0	6.0
Lake Pleasant R.P.	6.8	6.9	9.7	8.3
McDowell M.R.P.	8.6	21.4	14.6	11.3
San Tan M.R.P.	16.4	28.5	22.0	15.2
Spur Cross Ranch C.A.	13.5	11.6	20.2	8.3
Usery M.R.P.	8.7	22.6	24.0	13.6
White Tank M.R.P.	9.5	16.0	6.2	8.4
Total	10.4	19.1	16.0	10.2

Q1b: If yes, how many times have you previously visited this park in the past 12 months, including this trip?

Table 1.4 Discovery of the Park

Cave Creek R.P.	Frequency	Percent
Internet	83	31.7
Friend	31	11.8
Locals	28	10.7
Family Member	17	6.5
Word of Mouth	16	6.1
Total	175	66.8

Q2: How did you find out about the park?

Estrella M.R.P.	Frequency	Percent
Internet	110	30.0
Locals	43	11.7
Friend	41	11.2
Drove By	25	6.8
Family Member	24	6.5
Total	243	66.2

Q2: How did you find out about the park?

Lake Pleasant R.P.	Frequency	Percent
Friend	30	17.2
Locals	27	15.5
Internet	26	14.9
Family Member	18	10.3
Word of Mouth	15	8.6
Total	116	66.5

Q2: How did you find out about the park?

McDowell M.R.P.	Frequency	Percent
Friend	50	28.9
Internet	32	18.5
Family Member	11	6.4
Drove By	8	4.6
Locals	8	4.6
Total	109	63.0

Q2: How did you find out about the park?

San Tan M.R.P.	Frequency	Percent
Locals	75	21.2
Internet	74	21.0
Friend	67	19.0
Family Member	44	12.5
Word of Mouth	21	5.9
Total	281	79.6

Q2: How did you find out about the park?

Spur Cross Ranch C.A.	Frequency	Percent
Friend	74	26.1
Internet	43	15.1
Locals	42	14.8
All Trails	25	8.8
Family Member	16	5.4
Total	200	70.2

Q2: How did you find out about the park?

Usery M.R.P.	Frequency	Percent
Friend	71	20.2
Internet	58	16.5
Family Member	50	14.2
Locals	47	13.4
Word of Mouth	21	6.0
Total	247	70.3

Q2: How did you find out about the park?

White Tank M.R.P.	Frequency	Percent
Locals	67	25.2
Friend	60	22.6
Internet	34	12.8
Family Member	30	11.3
Word of Mouth	15	5.6
Total	206	77.5

Q2: How did you find out about the park?

Note: Question 2 is new to the 2018-2019 study.

Table 1.5 Primary Trip Destination

Maricopa County Park:	Primary Destination (2018-19)	Primary Destination (2012-13)	Primary Destination (2007-08)	Primary Destination (2005-06)
	Percent	Percent	Percent	Percent
Cave Creek R.P.	88.4	91.9	92.0	90.5
Estrella M.R.P.	79.3	97.5	95.1	97.6
Lake Pleasant R.P.	87.1	92.9	91.8	95.1
McDowell M.R.P.	92.4	94.2	98.0	91.8
San Tan M.R.P.	92.3	95.7	97.9	93.6
Spur Cross Ranch C.A.	90.1	94.8	95.2	92.8
Usery M.R.P.	88.3	93.5	97.8	89.8
White Tank M.R.P.	84.6	96.1	94.7	96.2
Total	87.5	94.5	95.2	93.6

Q3: Is this park the primary destination for your trip?

Percent represents respondents who indicated it was their primary destination

The percentage distribution of day use versus overnight use is presented in Table 1.6. Overall, 95.9 percent of system-wide visitors were day users. The parks with the highest percentage of overnight users are Lake Pleasant (10.5%) and Cave Creek (10.1%).

Table 1.6A Use Type (2018-2019)

Maricopa County Park:	Day Use	Number of Hours	Overnight Use	Number of Nights
	Percent	Mean	Percent	Mean
Cave Creek R.P.	89.6	2.96	10.4	10.19
Estrella M.R.P.	97.8	2.66	2.2	4.00
Lake Pleasant R.P.	89.3	3.55	10.7	5.74
McDowell M.R.P.	91.8	3.02	8.2	4.50
San Tan M.R.P.	99.4	2.46	0.6	0.00
Spur Cross Ranch C.A.	98.1	2.82	1.9	14.00
Usery M.R.P.	98.9	2.33	1.1	13.80
White Tank M.R.P.	95.1	2.74	4.9	4.08
Total	95.9	2.72	4.1	7.22

Q4: How long was/will your stay (be) in this park during this visit?

Table 1.6B Use Type (2012-2013)

Maricopa County Park:	Day Use	Number of Hours	Overnight Use	Number of Nights
	Percent	Mean	Percent	Mean
Cave Creek R.P.	91.0	2.24	9.0	6.84
Estrella M.R.P.	97.1	2.29	2.9	2.67
Lake Pleasant R.P.	35.2	4.37	64.8	3.00
McDowell M.R.P.	92.8	2.97	7.2	7.38
San Tan M.R.P.	100.0	1.80	0.0	0.0
Spur Cross Ranch C.A.	100.0	3.33	0.0	0.0
Usery M.R.P.	89.2	2.19	10.8	10.00
White Tank M.R.P.	98.0	2.48	2.0	3.20
Total	85.6	2.46	14.4	4.22

Q4: How long was/will your stay (be) in this park during this visit?

Table 1.6C Use Type (2007-2008)

Maricopa County Park:	Day Use	Number of Hours	Overnight Use	Number of Nights
	Percent	Mean	Percent	Mean
Cave Creek R.P.	84.6	2.33	15.4	7.78
Estrella M.R.P.	92.1	3.93	7.9	2.84
Lake Pleasant R.P.	65.7	4.37	34.3	3.38
McDowell M.R.P.	78.5	2.66	21.5	13.50
San Tan M.R.P.	100.0	2.69	0.0	0.0
Spur Cross Ranch C.A.	100.0	2.51	0.0	0.0
Usery M.R.P.	86.0	2.46	14.0	9.50
White Tank M.R.P.	90.1	3.06	9.9	2.54
Total	86.1	2.97	13.9	6.72

Q4: How long was/will your stay (be) in this park during this visit?

Table 1.6D Use Type (2005-2006)

Maricopa County Park:	Day Use	Number of Hours	Overnight Use	Number of Nights
	Percent	Mean	Percent	Mean
Cave Creek R.P.	62.8	2.41	37.2	7.80
Estrella M.R.P.	86.4	4.83	13.6	6.61
Lake Pleasant R.P.	41.9	5.01	58.1	3.93
McDowell M.R.P.	49.4	2.76	50.6	11.41
San Tan M.R.P.	68.7	2.65	31.3	NA
Spur Cross Ranch C.A.	100.0	2.49	0.0	0.0
Usery M.R.P.	67.2	2.91	32.8	8.71
White Tank M.R.P.	83.6	3.59	16.4	4.69
Total	68.7	3.46	31.3	7.15

Q4: How long was/will your stay (be) in this park during this visit?

Table 1.7 Miles Traveled

Maricopa County Park:	Miles Traveled (2018-19)		Miles Traveled (2012-13)		Miles Traveled (2007-08)		Miles Traveled (2005-06)	
	Mean	Mode	Mean	Mode	Mean	Mode	Mean	Mode
Cave Creek R.P.	82.67	20.00	88.85	5.00	171.35	10.00	291.32	15.00
Estrella M.R.P.	32.43	10.00	36.34	5.0/10.0	91.35	10.00	67.38	10.00
Lake Pleasant R.P.	38.79	30.00	114.06	20.00	162.77	20.00	137.29	20.00
McDowell M.R.P.	52.32	20.00	81.38	20.0/30.0	199.94	20.00	452.99	30.00
San Tan M.R.P.	15.29	10.00	10.06	5.00	23.41	10.00	36.68	5.00
Spur Cross Ranch C.A.	17.72	10.00	14.39	5.00	124.68	10.00	17.66	10.00
Usery M.R.P.	35.45	10.00	97.08	10.00	243.38	15.00	353.94	10.00
White Tank M.R.P.	19.11	10.00	19.07	10.00	132.73	20.00	115.24	10.00
Total	34.59	10.00	61.07	10.00	150.53	20.00	206.86	20.00

Q5: Approximately how many miles did you travel to get to this park?

Table 1.8A below presents the percentage distribution for activity participation in each of the parks and the overall total. The five (5) most participated in activities system-wide were trail hiking, walking for pleasure, photography, nature experience, and watching wildlife. The top five (5) activities in each park are denoted with an asterisk (*), and new items with a dagger (†).

Table 1.8A Visitor Activities within County Park (2018-2019)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
Activity:	%	%	%	%	%	%	%	%	%
Trail hiking *	82.3	71.2	32.0	54.9	87.5	93.8	81.8	80.3	76.3
Walking for pleasure *	40.6	46.3	41.3	31.8	52.4	51.8	53.6	62.1	48.8
Running/ jogging	4.7	3.9	4.1	8.7	11.0	7.2	7.7	9.8	7.3
Horseback riding	4.3	6.1	3.5	0.0	3.1	1.4	0.6	3.4	2.9
Mountain biking	5.9	3.9	2.9	47.4	11.6	3.3	6.6	8.3	9.6
Photography *	31.9	25.2	29.1	22.5	27.2	25.4	38.2	32.6	29.4
Driving: sightseeing	13.4	14.1	29.1	10.4	2.8	5.4	15.1	16.3	12.4
RV camping	11.4	1.4	10.5	8.1	0.0	0.7	2.6	5.3	4.1
Tent camping	0.8	2.5	7.0	2.3	0.3	1.4	0.3	2.7	1.8
Picnicking	9.4	11.1	25.0	4.6	4.2	2.9	12.5	9.1	9.3
Boating	0.4	0.6	15.7	0.0	0.0	0.4	1.1	1.1	1.7
Swimming	0.0	0.3	44.8	0.6	0.6	1.1	0.9	1.1	4.1
Fishing	0.8	0.8	14.0	0.6	0.3	0.7	0.6	1.1	1.7
Kayaking [†]	0.8	0.6	7.6	0.6	0.3	1.1	0.9	0.4	1.2
Paddle crafting [†]	0.0	0.0	6.4	0.0	0.3	0.0	0.0	0.0	0.5
Riding personal watercraft	NA	NA	NA	NA	NA	NA	NA	NA	NA
Waterskiing/wakeboarding	0.0	0.3	5.2	0.0	0.0	0.0	0.3	0.4	0.5
Scuba diving	0.0	0.3	2.3	0.0	0.0	0.4	0.3	0.0	0.3
Attending a park program	6.7	7.2	3.5	0.0	1.4	5.1	1.7	2.7	3.7
Attending a special event	2.8	1.9	2.9	0.6	2.3	1.4	1.4	2.3	2.0
Attending a party	NA	NA	NA	NA	NA	NA	NA	NA	NA
Visiting historical sites	7.5	6.9	11.6	4.0	2.3	9.8	2.8	10.2	6.5
Utilizing nature center	35.0	23.8	14.5	12.1	17.3	0.4	7.7	20.8	16.6
Nature experience *	27.6	24.4	23.8	15.6	21.2	23.2	25.1	25.0	23.5
Watching wildlife *	29.9	19.9	19.8	15.0	16.4	17.8	20.2	21.6	20.1
Bird watching	18.1	14.4	11.6	8.7	7.6	14.5	15.7	9.5	12.7
Geocaching	NA	NA	NA	NA	NA	NA	NA	NA	NA
Playgrounds	0.0	5.8	1.7	0.6	0.6	0.4	4.3	5.3	2.6
Archery	0.4	10.2	1.2	0.0	1.4	1.1	3.4	0.4	2.8
Other	10.2	5.0	9.8	3.5	1.4	0.7	2.3	8.3	7.9
Hunting	NA	NA	NA	NA	NA	NA	NA	NA	NA
Backpacking	NA	NA	NA	NA	NA	NA	NA	NA	NA
Rock climbing	NA	NA	NA	NA	NA	NA	NA	NA	NA

Q6: Please indicate which activities from the card that your group will or did participate in during your current visit to this park.

The top five activities in each park are denoted with an asterisk (*), new items with a dagger (†).

NA represents items that were present in previous iterations of the survey but were removed from this version

Note that water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

Table 1.8B Visitor Activities within County Park (2012-2013)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
Activity:	%	%	%	%	%	%	%	%	%
Trail hiking	94.3*	82.4*	30.6*	29.2*	74.9*	99.1*	81.8*	89.8*	*71.1
Walking for pleasure	13.7*	9.8*	21.7	5.3	25.1*	10.8*	20.3*	15.1*	*15.5
Running/ jogging	7.5*	7.8*	2.5	5.3	10.2*	1.9	11.3*	9.8*	6.8
Horseback riding	1.9	2.0	0.0	7.2*	3.2	0.0	2.2	0.0	2.0
Mountain biking	7.1*	8.3*	2.8	58.9*	16.6*	0.5	4.3	9.3	*12.9
Photography	11.3*	6.4	13.2	6.7*	25.1*	18.9*	20.3*	11.2*	*14.1
Driving: sightseeing	1.9	1.0	12.5	0.0	2.1	0.5	4.8	3.4	3.7
RV camping	8.5*	1.0	50.9*	5.7	0.0	0.0	9.5	0.5	*11.4
Tent camping	0.5	2.0	18.1	1.4	0.0	0.0	1.3	2.0	3.8
Picnicking	3.8	14.7*	29.5*	3.8	0.0	3.8	6.5	19.0*	11.0
Boating	0.0	0.0	28.8	0.0	0.0	0.0	0.0	0.0	4.7
Swimming	0.0	0.0	45.6*	0.0	0.0	0.0	0.0	0.5	7.4
Fishing	0.0	0.0	30.6*	0.0	0.0	0.0	0.0	0.0	5.0
Riding personal watercraft	0.0	0.0	10.0	0.0	0.0	0.0	0.0	0.0	1.6
Waterskiing/wakeboarding	0.0	0.0	8.2	0.0	0.0	0.0	0.0	0.0	1.3
Scuba diving	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.5
Attending a park program	0.5	2.0	0.7	0.5	1.6	10.4*	4.3	0.0	2.5
Attending a special event	0.0	0.5	1.1	9.6*	0.0	0.5	1.7	0.5	1.7
Attending a party	0.0	0.5	0.7	0.5	0.0	0.0	0.4	0.5	0.3
Visiting historical sites	0.9	0.0	2.1	1.0	0.5	3.8	0.4	1.5	1.3
Using nature center	7.1*	2.0	5.0	2.9	10.2*	0.0	6.1	3.9	4.6
Nature study	0.5	0.0	0.4	1.0	3.7	2.4	2.6	2.0	1.5
Watching wildlife	6.1	3.4	14.9	6.2	8.6	15.6*	14.7*	6.3	9.8
Birding	2.8	1.5	2.5	1.9	3.2	0.9	3.9	1.0	2.2
Geocaching	0.0	0.0	0.0	0.5	0.0	0.0	0.0	2.0	0.3
Archery	0.0	0.5	0.4	0.0	0.0	0.0	6.9	0.0	1.0
Hunting	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Playgrounds	1.4	1.5	2.5	0.5	0.0	0.0	0.9	6.8	1.7
Other	1.9	2.5	20.3	1.9	0.0	2.4	7.8	2.0	5.6
Backpacking	NA	NA	NA	NA	NA	NA	NA	NA	NA
Rock climbing	NA	NA	NA	NA	NA	NA	NA	NA	NA

Q6: Please indicate which activities from the card that your group will or did participate in during your current visit to this park.

The top five activities in each park are denoted with an asterisk (*).

NA represents items that were present in previous iterations of the survey but were removed from this version

Note that water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

Table 1.8C Visitor Activities Within County Park (2007-2008)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
Activity:	%	%	%	%	%	%	%	%	%
Backpacking	4.3	0.9	0.7	2.3	2.0	5.9	3.3	1.2	2.6
Birding	8.3	0.4	2.3	5.0	0.5	8.2	4.0	6.0	4.5
Horseback riding	3.2	*12.8	0.3	4.2	*22.3	9.8	1.1	2.8	6.3
Trail hiking	*81.8	*21.1	14.9	*28.0	*51.8	*87.8	*79.8	*65.9	*53.6
Walking for pleasure	*16.7	7.9	11.3	*13.0	6.6	*12.9	7.0	15.1	11.4
Picnicking	*17.0	*34.4	*20.3	10.7	3.6	5.9	9.2	*29.9	*16.5
Nature study	8.3	2.2	4.0	5.0	*20.3	*14.9	*36.0	*18.3	13.5
Watching wildlife	13.8	4.8	10.9	*12.6	*23.4	*20.0	*23.2	14.3	*15.3
Running/ jogging	7.5	0.4	0.0	3.4	2.5	4.7	2.2	1.2	2.7
Mountain biking	7.1	2.2	2.0	*61.3	9.1	3.9	4.0	*19.0	*13.7
RV camping	*14.2	1.8	*28.8	*19.2	0.5	0.0	12.1	3.6	10.9
Attending a park program	1.6	7.0	0.7	3.1	10.2	4.7	4.4	1.6	3.9
Attending a special event	2.4	*18.5	0.3	0.8	*16.2	0.8	2.6	15.1	6.4
Attending a party	3.6	5.3	0.7	0.8	1.5	0.4	0.4	1.2	1.6
Tent camping	1.2	5.3	5.6	2.7	0.5	1.2	0.7	2.4	2.5
Hunting	0.8	0.0	0.7	0.0	1.0	0.0	1.5	2.8	0.8
Photography	*14.2	6.2	7.9	11.1	15.7	*19.3	*30.5	*23.4	*16.1
Rock climbing	0.8	0.0	1.0	0.0	0.5	0.0	0.4	1.2	0.5
Visiting historical sites	1.2	0.0	1.0	1.5	4.1	5.9	0.7	2.0	2.0
Driving: sightseeing	3.2	2.6	15.2	5.0	2.0	2.4	1.1	8.7	5.3
Scuba diving	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.2
Swimming	0.0	0.0	*23.2	0.0	0.0	0.0	0.0	0.0	3.5
Boating	0.0	0.0	*46.0	0.0	0.0	0.0	0.0	0.0	6.9
Fishing	0.0	0.0	*26.6	0.0	0.0	0.0	0.0	0.0	4.0
Riding personal watercraft	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.0	0.9
Waterskiing	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.0	0.9
Using visitor center	1.2	0.0	19.9	5.7	11.7	0.4	1.1	15.1	7.1
Other	11.1	*28.6	19.2	11.5	6.1	2.0	*20.2	7.5	13.5

Q8: Please indicate which activities from the card that your group will or did participate in during your current visit to this park.

The top five activities in each park are denoted with an asterisk (*).

NA represents items that were present in previous iterations of the survey but were removed from this version

Note that water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

Table 1.8D Visitor Activities Within County Park (2005-2006)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
Activity:	%	%	%	%	%	%	%	%	%
Backpacking	3.2	0.0	3.1	1.6	11.1	0.0	4.7	1.4	1.9
Birding	10.3	0.4	4.9	17.1	4.8	2.6	18.0	4.8	9.4
Horseback riding	6.3	0.4	0.0	2.3	*27.0	0.7	1.6	2.0	2.8
Trail hiking	*75.9	*15.2	15.3	*49.8	*61.9	*88.9	*75.4	*67.9	*52.6
Walking for pleasure	*34.4	*16.0	*23.8	*38.9	*46.0	*20.9	*40.2	*33.8	*30.7
Picnicking	*21.7	*76.0	*33.3	19.8	17.5	1.3	*25.8	*50.2	*34.0
Nature study	16.2	2.4	9.2	15.2	20.6	*11.3	20.7	10.6	12.5
Watching wildlife	*33.6	3.6	19.3	*37.7	*38.1	*12.4	10.6	*21.5	*25.1
Mountain biking	6.7	0.8	2.1	*54.1	17.5	0.0	9.4	4.1	11.5
RV camping	*33.6	2.0	*44.3	*45.5	0.0	0.0	*29.7	10.6	*24.8
Attending a park program	6.3	0.0	5.6	10.5	12.7	0.0	6.3	0.7	4.5
Attending a special event	2.8	7.2	1.8	3.9	9.5	0.0	5.1	2.7	3.7
Attending a party	2.4	*13.2	0.9	1.6	0.0	0.0	2.0	3.4	2.3
Tent camping	4.0	10.0	12.2	3.9	4.8	0.0	3.1	4.8	5.9
Hunting	0.4	0.0	0.0	0.4	1.6	0.0	0.0	1.7	0.4
Photography	28.4	2.8	18.3	30.0	*27.0	*9.2	*33.2	*16.4	20.5
Visiting historical sites	6.3	0.8	3.7	8.6	4.8	1.3	8.6	6.1	5.2
Driving: sightseeing	15.0	2.0	10.7	19.5	0.0	0.0	16.4	10.9	10.9
Scuba diving	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.1
Swimming	0.0	0.0	*31.5	0.0	0.0	0.0	0.0	0.0	5.7
Boating	0.0	0.0	*43.7	0.0	0.0	0.0	0.0	0.0	7.8
Fishing	0.0	0.0	*37.7	0.0	0.0	0.0	0.0	0.0	6.9
Riding personal watercraft	0.0	0.0	7.4	0.0	0.0	0.0	0.0	0.0	1.3
Waterskiing	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	1.7
Other	20.9	*18.8	23.3	19.1	3.2	6.5	15.6	9.6	16.5

Q8: Please indicate which activities from the card that your group will or did participate in during your current visit to this park.

Note: The top five activities in each park are denoted with an asterisk (*).

NA represents items that were present in previous iterations of the survey but were removed from this version

Note that water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

In addition to asking about all the recreation activities participated in, each respondent was asked to indicate which activity was their primary activity. The results are presented in Table 1.9A. The five (5) most important primary activities, system-wide, were trail hiking, walking for pleasure, mountain biking, photography, RV camping, and running/jogging. The top five (5) primary activities in each park are denoted with an asterisk (*).

Table 1.9A Primary Visitor Activity Within County Park (2018-2019)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
Activity:	%	%	%	%	%	%	%	%	%
Trail hiking *	68.1	53.7	14.5	35.8	72.0	82.2	67.0	61.7	60.5
Walking for pleasure *	7.9	14.1	6.4	5.8	10.2	4.7	8.3	14.4	9.4
Running/ jogging *	0.8	1.7	1.7	4.0	4.2	2.2	1.1	1.9	2.2
Horseback riding	2.0	1.9	1.7	0.0	1.7	0.7	0.0	1.5	1.2
Mountain biking *	5.5	1.9	1.2	42.2	9.3	2.2	4.3	4.2	7.3
Photography *	1.2	2.2	3.5	1.7	0.8	0.7	6.0	2.7	2.4
Driving: sightseeing	2.0	3.3	8.1	0.6	0.0	0.0	2.8	1.1	2.0
RV camping *	6.5	0.8	8.0	1.7	0.0	0.0	0.9	3.0	2.2
Tent camping	0.0	1.1	2.3	1.2	0.0	0.4	0.0	0.4	0.5
Picnicking	0.0	1.4	3.4	0.0	0.3	0.0	2.0	1.1	1.0
Boating	0.0	0.0	12.1	0.0	0.0	0.0	0.0	0.0	0.9
Swimming	0.0	0.0	25.9	0.0	0.0	0.0	0.0	0.0	2.0
Fishing	0.0	0.3	8.6	0.0	0.0	0.0	0.0	0.4	0.8
Kayaking	0.0	0.0	4.6	0.0	0.0	0.0	0.0	0.8	0.4
Paddle crafting	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.2
Waterskiing/wakeboarding	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.1
Scuba diving	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.2
Attending a park program	1.9	3.0	1.1	0.0	0.0	1.4	0.3	0.0	1.0
Attending a special event	0.4	0.5	1.1	0.6	1.1	0.0	0.3	0.4	0.5
Visiting historical sites	0.4	0.3	1.1	0.0	0.3	1.4	0.0	0.4	0.4
Utilizing nature center	1.1	0.8	1.1	0.0	0.0	0.0	0.0	1.1	0.5
Nature experience	2.3	1.4	6.3	1.2	0.6	1.8	3.1	1.9	2.1
Watching wildlife	0.4	0.5	1.1	0.0	0.6	0.0	0.0	1.1	0.4
Bird watching	1.9	3.3	2.3	0.6	0.0	0.0	1.7	0.4	1.4
Playgrounds	0.0	1.6	1.1	0.0	0.0	0.0	0.6	0.4	0.5
Archery	0.0	6.8	1.1	0.0	0.3	0.0	2.8	0.0	1.7
Other	3.1	3.0	9.2	2.9	0.8	0.7	1.7	5.6	3.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q7: Which of the above activities do you consider your primary activity?

Note that water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

Table 1.9B Primary Visitor Activity Within County Park (2012-2013)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
Activity:	%	%	%	%	%	%	%	%	%
Trail hiking	84.4*	73.7*	8.4*	22.6*	66.7*	87.7*	69.1*	76.6*	*59.1
Walking for pleasure	1.4*	1.5	0.0	0.0	6.5*	1.5*	0.9	1.5*	1.5
Running/ jogging	2.4*	3.7*	0.0	1.9	5.9*	0.9*	5.7*	3.4*	*2.8
Horseback riding	0.5	1.5	0.0	7.2*	3.2*	0.0	1.7	0.0	1.7
Mountain biking	3.3*	7.3*	0.0	56.7*	15.6*	0.5	1.7	3.9*	*10.5
Photography	0.0	0.0	0.0	0.5	1.1	0.0	0.4	0.0	0.2
Driving: sightseeing	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.5	0.3
RV camping	4.7*	1.0	35.6*	1.4	0.0	0.0	5.7*	0.5	*7.4
Tent camping	0.0	0.5	7.6	0.5	0.0	0.0	1.3	1.0	1.6
Picnicking	0.9	7.3*	3.3	0.5	0.0	0.0	0.0	10.2*	*2.7
Boating	0.0	0.0	9.8*	0.0	0.0	0.0	0.0	0.0	1.6
Swimming	0.0	0.0	8.7*	0.0	0.0	0.0	0.0	0.0	1.4
Fishing	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.8
Riding personal watercraft	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.3
Waterskiing/wakeboarding	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.2
Scuba diving	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.4
Attending a park program	0.0	0.0	0.4	0.0	0.5	8.0*	1.3	0.0	1.3
Attending a special event	0.0	0.0	0.4	5.8*	0.0	0.0	0.4	0.5	0.9
Attending a party	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.1
Visiting historical sites	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.1
Using nature center	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Nature study	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watching wildlife	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birding	0.0	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.1
Geocaching	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1
Archery	0.0	0.5	0.0	0.0	0.0	0.0	7.0*	0.0	1.0
Playgrounds	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other	1.4	1.5	12.7*	2.4*	0.0	1.4*	4.8*	1.0	3.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q7: Which of the above activities do you consider your primary activity?

Note that water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

Table 1.9C Primary Visitor Activity Within County Park (2007-2008)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
Activity:	%	%	%	%	%	%	%	%	%
Backpacking	0.4	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.1
Birding	0.4	0.0	0.0	0.4	0.0	1.2	0.0	0.4	0.2
Horseback riding	2.0	4.8	0.0	*4.2	*21.8	*3.5	0.4	1.2	4.6
Trail hiking	*61.3	*13.7	1.3	*9.2	*42.6	*80.0	*64.7	*44.4	*39.0
Walking for pleasure	1.2	2.2	1.0	1.5	1.0	1.2	0.4	1.6	0.3
Picnicking	*4.8	*22.5	6.0	1.1	0.0	0.0	0.4	*7.1	*5.1
Nature study	0.0	0.0	0.0	0.4	0.0	*2.4	0.4	6.3	1.2
Watching wildlife	0.0	0.0	1.0	0.0	0.5	0.0	0.0	0.0	0.1
Running/ jogging	2.8	0.0	0.0	0.8	1.0	0.8	0.7	0.4	0.8
Mountain biking	*5.5	1.8	0.0	*57.1	*7.1	1.6	*2.2	*8.7	*10.5
RV camping	*12.7	0.9	*18.5	*16.5	0.5	0.0	*8.5	2.4	*8.1
Attending a park program	0.8	*5.3	0.0	2.3	*5.6	*2.0	*3.7	0.0	2.3
Attending a special event	0.4	*15.4	0.3	0.8	*13.2	0.0	0.7	*10.7	4.6
Attending a party	0.4	3.1	0.0	0.0	0.5	0.0	0.0	1.2	0.6
Tent camping	0.4	3.5	2.7	1.1	0.0	0.4	0.4	0.4	1.1
Hunting	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.2
Photography	0.4	0.0	1.0	0.0	0.5	0.8	0.4	0.0	0.5
Rock climbing	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visiting historical sites	0.0	0.0	0.3	0.0	2.0	0.0	0.0	0.4	0.3
Driving: sightseeing	0.4	1.7	*10.6	2.3	1.0	0.0	0.4	3.2	2.7
Scuba diving	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.1
Swimming	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.5
Boating	0.0	0.0	*29.8	0.0	0.0	0.0	0.0	0.0	4.7
Fishing	0.0	0.0	*7.6	0.0	0.0	0.0	0.0	0.0	1.1
Riding personal watercraft	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.5
Waterskiing	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Using visitor center	0.0	0.0	1.3	0.0	0.5	0.0	0.0	2.8	0.6
Other	*6.1	*25.1	*10.0	2.3	2.2	*5.3	*16.7	*6.8	*10.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q9: Which of the above activities do you consider your primary activity?

Note that water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

Table 1.9D Primary Visitor Activity Within County Park (2005-2006)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
Activity:	%	%	%	%	%	%	%	%	%
Backpacking	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.2
Birding	2.0	0.0	0.0	0.8	0.0	0.0	0.8	0.0	0.7
Horseback riding	2.0	0.4	0.0	1.9	25.4	0.7	1.2	1.7	2.4
Trail hiking	53.4	3.6	1.8	16.7	49.2	81.0	51.6	47.4	*47.2
Walking for pleasure	2.4	2.0	1.5	2.7	7.9	7.8	2.7	5.1	4.7
Picnicking	2.0	62.8	5.2	0.4	0.0	0.0	6.6	21.8	*19.4
Nature study	0.0	0.0	0.0	0.0	1.6	0.7	0.0	0.3	0.2
Watching wildlife	0.0	0.0	0.3	1.2	0.0	0.0	0.0	0.0	0.3
Mountain biking	1.6	0.4	0.0	43.6	7.9	0.0	3.9	2.0	*10.2
RV camping	17.4	0.8	20.5	12.8	0.0	0.0	11.7	6.5	*14.3
Attending a nature program	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.1
Attending a special event	0.0	3.2	0.0	1.9	1.6	0.0	2.3	0.0	1.5
Attending a party	1.6	9.6	0.6	1.2	0.0	0.0	0.8	3.1	3.3
Tent camping	1.6	5.6	6.7	1.6	0.0	0.0	1.6	2.0	3.9
Hunting	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Photography	0.0	0.4	0.3	0.8	0.0	1.3	0.8	0.0	0.6
Visiting historical sites	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.1
Driving: sightseeing	1.6	0.8	3.1	0.8	0.0	0.0	1.6	4.8	2.6
Scuba diving	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swimming	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.7
Boating	0.0	0.0	26.0	0.0	0.0	0.0	0.0	0.0	6.0
Fishing	0.0	0.0	12.2	0.0	0.0	0.0	0.0	0.0	2.8
Riding personal watercraft	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.4
Waterskiing	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.4
Other	11.9	10.4	14.1	12.1	3.2	5.9	10.5	4.4	*13.7
Total	100	100	100	100	100	100	100	100	100

Q9: Which of the above activities do you consider your primary activity?

Note that water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

Table 1.10A Miles on Trails by Primary Activity (2018-2019)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
Activity:	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Trail hiking	4.07	3.36	2.31	5.29	4.11	4.44	3.16	3.71	3.86
Walking for pleasure	2.81	2.68	1.17	2.75	3.01	2.13	2.35	2.71	2.63
Running/ jogging	5.00	6.33	1.60	14.50	8.65	2.83	3.50	6.50	7.83
Horseback riding	5.50	3.25	NA	NA	4.25	NA	NA	5.33	4.23
Mountain biking	7.00	5.20	NA	16.89	7.59	8.05	8.25	8.00	12.68
Photography	NA	1.40	1.50	3.00	2.75	5.00	1.78	0.78	1.79
Driving: sightseeing	NA	NA	0.42	NA	NA	NA	0.75	NA	0.40
RV camping	4.25	12.00	3.60	12.50	NA	NA	0.50	2.50	4.66
Tent camping	NA	2.50	NA	3.00	NA	NA	NA	NA	2.20
Picnicking	NA	0.25	4.00	NA	NA	NA	NA	4.00	2.08
Boating	NA	NA	NA	NA	NA	NA	NA	NA	NA
Swimming	NA	NA	1.88	NA	NA	NA	NA	NA	1.88
Fishing	NA	1.00	3.00	NA	NA	NA	NA	NA	2.60
Kayaking [†]	NA	NA	3.00	NA	NA	NA	NA	3.00	3.00
Paddle crafting [†]	NA	NA	NA	NA	NA	NA	NA	NA	NA
Waterskiing/wakeboarding	NA	NA	NA	NA	NA	NA	NA	NA	NA
Scuba diving	NA	NA	NA	NA	NA	NA	NA	NA	NA
Attending a park program	1.85	1.75	NA	NA	NA	1.88	1.00	NA	1.75
Attending a special event	NA	NA	NA	NA	1.00	NA	5.00	NA	1.8
Visiting historical sites	8.00	NA	NA	NA	5.10	3.00	NA	2.50	4.32
Utilizing nature center	NA	1.00	NA	NA	NA	NA	NA	2.00	1.67
Nature experience	2.17	2.17	1.33	2.00	4.50	2.50	2.42	2.00	2.13
Watching wildlife	NA	NA	NA	NA	NA	NA	NA	NA	NA
Bird watching	1.13	2.21	1.00	2.00	NA	5.00	2.00	NA	2.32
Playgrounds	NA	1.17	NA	NA	NA	NA	NA	NA	1.17
Archery	NA	1.63	NA	NA	NA	NA	1.50	NA	1.56
Other	2.50	1.00	1.00	6.00	3.25	5.00	1.75	3.50	3.03
Total for all users indicating trail use mileage	4.07	3.05	1.76	11.14	4.35	4.44	3.15	3.62	4.35

Q7b: If you used the trails today, approximately how many miles did you hike/ride?

Table 1.10B Miles on Trails by Primary Activity (2012-2013)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
Activity:	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Trail hiking	4.54	3.62	3.57	5.59	3.71	3.70	3.52	3.24	3.82
Walking for pleasure	1.33	1.50	NA	NA	3.17	2.67	1.00	1.25	2.40
Running/ jogging	6.84	9.17	NA	13.75	3.83	3.50	4.89	7.40	6.59
Horseback riding	4.00*	5.67	NA	6.77	7.50	NA	7.00	NA	6.74
Mountain biking	7.42	9.83	NA	19.31	7.83	25.00	13.00	8.63	15.72
Photography	NA	NA	NA	2.00	2.00	NA	2.00	NA	2.00
Driving: sightseeing	NA	NA	2.00	NA	NA	NA	NA	NA	2.00
RV camping	3.99	NA	1.77	NA	NA	NA	3.96	2.00	2.80
Tent camping	NA	5.00	2.50	30.00	NA	NA	1.00	2.50	5.67
Picnicking	4.50	2.08	1.50	NA	NA	NA	NA	3.03	2.81
Boating	NA	NA	1.00	NA	NA	NA	NA	NA	1.00
Swimming	NA	NA	1.00	NA	NA	NA	NA	NA	1.00
Fishing	NA	NA	2.00	NA	NA	NA	NA	NA	2.00
Riding personal watercraft	NA	NA	NA	NA	NA	NA	NA	NA	NA
Waterskiing/wakeboarding	NA	NA	NA	NA	NA	NA	NA	NA	NA
Scuba diving	NA	NA	NA	NA	NA	NA	NA	NA	NA
Attending a park program	NA	NA	NA	NA	2.00	2.31	NA	NA	2.29
Attending a special event	NA	NA	NA	9.50	NA	NA	3.00	NA	7.33
Attending a party	NA	NA	NA	NA	NA	NA	NA	NA	NA
Visiting historical sites	NA	NA	NA	NA	NA	NA	NA	NA	NA
Using nature center	NA	NA	NA	NA	NA	NA	NA	NA	NA
nature study	NA	NA	NA	NA	NA	NA	NA	NA	NA
Watching wildlife	NA	NA	NA	NA	NA	NA	NA	NA	NA
Birding	NA	1.00	NA	NA	NA	NA	NA	NA	1.00
Geocaching	NA	NA	NA	NA	NA	NA	NA	NA	NA
Archery	NA	NA	NA	NA	NA	NA	NA	NA	NA
Playgrounds	0.50	NA	NA	NA	NA	NA	NA	NA	0.50
Other	3.50	NA	2.17	6.40	NA	2.50	2.50	1.00	2.68
Total for all users indicating trail use mileage	4.60	4.14	2.52	14.49	4.47	3.66	3.79	3.55	5.39

Q7b: If you used the trails today, approximately how many miles did you hike/ride?

Table 1.11 is a modified and expanded question added to the 2018-2019 study. In 2012-2013, only satisfaction with overall visit was asked. Three (3) additional satisfaction items were added to this iteration.

Table 1.11 Visitor Satisfaction (2018-19) Based on User Segments

Maricopa County Park:	Primary Activity ¹	Services Offered ²⁺	Facilities Offered ³	Your Visit Overall ⁴
	Mean ⁵	Mean	Mean	Mean
Cave Creek Regional Park	1.16	1.16	1.19	1.14
Estrella Mountain Regional Park	1.27	1.27	1.24	1.24
Lake Pleasant Regional Park	1.48	1.55	1.54	1.44
McDowell Mountain Regional Park	1.13	1.16	1.14	1.11
San Tan Mountain Regional Park	1.14	1.17	1.15	1.13
Spur Cross Conservation Area	1.23	1.23	1.27	1.21
Usery Mountain Regional Park	1.22	1.24	1.23	1.20
White Tank Mountain Regional Park	1.21	1.25	1.24	1.20
Total	1.22	1.24	1.24	1.20

Q8: How satisfied were you with the following?

¹Your primary activity

²The services offered for that activity

³The facilities offered for that activity

⁴Your visit to this county park

⁵Average level of satisfaction of each park, 1= Extremely satisfied, 2= Very satisfied, 3= Fairly satisfied, 4= Slightly satisfied, and 5= Not at all satisfied

Table 1.12A Online Reservation System (2018-2019)

Maricopa County Park:	Yes	No
	%	%
Cave Creek Regional Park	40.5	59.5
Estrella Mountain Regional Park	34.6	65.4
Lake Pleasant Regional Park	35.3	64.7
McDowell Mountain Regional Park	37.4	62.6
San Tan Mountain Regional Park	25.4	74.6
Spur Cross Conservation Area	26.3	73.7
Usery Mountain Regional Park	30.0	70.0
White Tank Mountain Regional Park	34.7	65.3
Total	32.3	67.7

Q9: Are you aware Maricopa County Parks has an on-line reservation system?

Note: Question 9 was reworded for the 2018-2019 study.

Table 1.12B Online Reservation System (2012-2013)

Maricopa County Park:	Yes	No
	%	%
Cave Creek Regional Park	34.3	65.7
Estrella Mountain Regional Park	24.5	75.5
Lake Pleasant Regional Park	65.8	34.2
McDowell Mountain Regional Park	38.3	61.7
San Tan Mountain Regional Park	18.7	81.3
Spur Cross Conservation Area	24.9	75.1
Usery Mountain Regional Park	44.8	55.2
White Tank Mountain Regional Park	29.1	70.9
Total	36.8	63.2

Q9: Are you aware we have an on-line reservation system for campsites?

Tables 1.13 and 1.14 present the results of two (2) new questions added to the 2018-2019 study on the prevalence of annual pass holders and interest in a 6-month pass. Over three-fourths of visitors were not annual pass holders, and visitors were divided on their interest in a 6-month pass.

Table 1.13 Annual Pass Holder

Maricopa County Park:	Yes	No
	%	%
Cave Creek Regional Park	22.6	77.4
Estrella Mountain Regional Park	13.1	86.9
Lake Pleasant Regional Park	3.5	96.5
McDowell Mountain Regional Park	6.9	93.1
San Tan Mountain Regional Park	29.6	70.4
Spur Cross Conservation Area	15.3	84.7
Usery Mountain Regional Park	13.3	86.7
White Tank Mountain Regional Park	22.5	77.5
Total	17.0	83.0

Q10: Are you an annual pass holder?

Table 1.14 Interest 6-Month Pass

Maricopa County Park:	Not at all likely	Somewhat likely	Very likely
	%	%	%
Cave Creek Regional Park	42.0	35.9	22.0
Estrella Mountain Regional Park	33.2	43.6	23.2
Lake Pleasant Regional Park	38.7	39.3	22.1
McDowell Mountain Regional Park	41.9	46.9	11.3
San Tan Mountain Regional Park	41.5	30.4	28.1
Spur Cross Conservation Area	36.0	41.5	22.4
Usery Mountain Regional Park	26.7	46.5	26.7
White Tank Mountain Regional Park	34.3	37.8	28.0
Total	36.1	40.0	23.9

Q11: Current visitors can purchase an annual pass that allows unlimited day use entrance for \$85. If a 6-month pass were offered for \$50 how likely are you to purchase the 6-month pass?

Table 1.15 shows the most preferred sources of information for respondents. In Table 1.16, respondents were asked if they planned on returning to the park. Furthermore, Table 1.17 lists the reasons why visitors were not planning to return or were not sure.

Table 1.15A Information Source (2018-2019)

Maricopa County Park:	Information Source						Total
	Email	Social Media	County Park Website	Postal Mail	Brochures at Park	Other	
	%	%	%	%	%	%	
Cave Creek Regional Park	51.1	11.2	15.7	4.9	15.2	1.8	100.0
Estrella Mountain Regional Park	51.3	10.9	13.2	10.5	13.5	0.7	100.0
Lake Pleasant Regional Park	47.9	20.5	17.1	3.4	11.0	0.0	100.0
McDowell Mountain Regional Park	50.0	13.9	18.8	1.4	15.3	0.7	100.0
San Tan Mountain Regional Park	51.9	16.6	15.3	3.2	12.7	0.3	100.0
Spur Cross Conservation Area	56.3	18.6	10.5	4.5	9.7	0.4	100.0
Usery Mountain Regional Park	56.8	12.3	12.9	3.2	13.6	1.3	100.0
White Tank Mountain Regional Park	50.9	13.7	13.7	5.6	14.5	1.7	100.0
Total	52.5	14.4	14.2	4.9	13.2	0.9	100.0

Q12: How would you like to receive information from us?

Table 1.15B Information Source (2012-2013)

Maricopa County Park:	Information Source						Total
	Email	Social Media	County Park Website	Postal Mail	Brochures at Park	Other	
	%	%	%	%	%	%	
Cave Creek Regional Park	38.0	1.9	43.2	1.0	7.2	8.7	100.0
Estrella Mountain Regional Park	29.2	3.5	47.4	4.0	12.9	3.0	100.0
Lake Pleasant Regional Park	41.5	3.3	38.5	5.1	5.8	5.8	100.0
McDowell Mountain Regional Park	43.7	5.8	36.5	2.4	8.7	2.9	100.0
San Tan Mountain Regional Park	56.3	5.0	23.2	1.7	8.8	5.0	100.0
Spur Cross Conservation Area	42.9	1.9	41.3	2.4	4.3	7.2	100.0
Usery Mountain Regional Park	58.7	2.6	25.1	2.6	6.2	4.8	100.0
White Tank Mountain Regional Park	29.2	6.4	45.8	3.9	11.3	3.4	100.0
Total	42.4	3.7	37.7	3.0	8.0	5.2	100.0

Q10: How would you like to receive information from us?

Table 1.16A Return Visit (2018-2019)

Maricopa County Park:	Yes	No	Not Sure
	%	%	%
Cave Creek Regional Park	77.5	0.4	22.1
Estrella Mountain Regional Park	84.1	3.2	12.8
Lake Pleasant Regional Park	91.6	1.8	6.6
McDowell Mountain Regional Park	87.0	1.2	11.8
San Tan Mountain Regional Park	88.2	2.0	9.8
Spur Cross Conservation Area	85.6	1.1	13.4
Usery Mountain Regional Park	90.3	0.9	8.9
White Tank Mountain Regional Park	88.8	2.7	8.5
Total	86.5	1.7	11.8

Q13a: Are you planning to make a return visit to this park?

Table 1.16B Return Visit (2012-2013)

Maricopa County Park:	Yes	No	Not Sure
	%	%	%
Cave Creek Regional Park	95.8	0.9	3.3
Estrella Mountain Regional Park	94.5	1.0	4.5
Lake Pleasant Regional Park	94.3	2.8	2.8
McDowell Mountain Regional Park	94.2	1.0	4.8
San Tan Mountain Regional Park	97.3	1.1	1.6
Spur Cross Conservation Area	95.2	2.4	2.4
Usery Mountain Regional Park	96.1	1.8	2.2
White Tank Mountain Regional Park	92.6	1.0	6.4
Total	95.0	1.6	3.5

Q12: Are you planning to make a return visit to this park?

Table 1.17A If no or not sure, Why (2018-2019)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
	N=55	N=41	N=25	N=21	N=53	N=38	N=31	N=24	N=296
	%	%	%	%	%	%	%	%	%
Safety concerns	0.0	0.0	4.0	0.0	1.9	2.6	0.0	0.0	1.0
Staff issues	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Limited recreation opportunities	0.0	4.1	8.0	0.0	1.9	0.0	0.0	0.0	1.7
Poor/inadequate facilities	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.3
Poor/no programs	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	0.7
Trails not adequate	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Cleanliness/maintenance issue	1.8	0.0	4.0	0.0	1.9	0.0	0.0	0.0	1.0
High park user fees	1.8	2.0	4.0	0.0	1.9	5.3	9.7	0.0	3.0
Travel distance	38.2	42.9	20.0	23.8	47.2	52.6	38.7	37.5	39.9
Time restraint	29.1	32.7	24.0	42.9	17.0	13.2	19.4	41.7	26.0
Other	29.1	16.3	24.0	33.3	28.3	26.3	32.3	20.8	26.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q13b: Are you planning to make a return visit to this park? **If no or not sure**, why?

N represents the total number of responses for this question for each county park.

Table 1.17B If no or not sure, Why (2012-2013)

	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
	N=6	N=16	N=10	N=12	N=5	N=10	N=8	N=16	N=83
	%	%	%	%	%	%	%	%	%
Safety concerns	0.0	0.0	0.0	8.3	0.0	0.0	0.0	0.0	1.2
Staff issues	0.0	0.0	10.0	0.0	0.0	0.0	0.0	0.0	1.2
Limited recreation opportunities	0.0	18.6	0.0	0.0	0.0	0.0	12.5	0.0	4.8
Poor/inadequate facilities	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Poor/no programs	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trails not adequate	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Cleanliness/maintenance issue	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Cost	0.0	0.0	0.0	8.3	20.0	0.0	12.5	6.3	4.8
Travel distance	50.0	56.2	40.0	66.8	60.0	60.0	62.5	81.1	61.5
Time restraint	0.0	0.0	0.0	8.3	0.0	10.0	0.0	0.0	2.4
Other	50.0	6.3	50.0	8.3	20.0	30.0	12.5	12.6	20.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q12b: Are you planning to make a return visit to this park? **If no or not sure**, why?

N represents the total number of responses for this question for each county park.

Table 1.18 shows the findings from an updated question for the 2018-2019 study on awareness and use of the Maricopa Trail.

Table 1.18A Maricopa Trail (2018-2019)

	Aware		Plan to use	
	Yes	No	Yes	No
Maricopa County Park	Percent	Percent	Percent	Percent
Cave Creek R.P.	46.5	53.5	82.7	17.3
Estrella M.R.P.	39.8	60.2	70.9	29.1
Lake Pleasant R.P.	29.8	70.2	56.8	43.2
McDowell M.R.P.	41.6	58.4	79.4	20.6
San Tan M.R.P.	31.7	68.3	80.7	19.3
Spur Cross Ranch C.A.	49.1	50.9	87.5	12.5
Usery M.R.P.	33.4	66.6	75.2	24.8
White Tank M.R.P.	43.5	56.5	78.6	21.4
Total	39.3	60.7	77.1	22.9

Q14a: The Maricopa Trail is a 310-mile Regional trail that links the 10 Regional county parks. The trail is currently 98% complete. Are you aware of the trail?

Q14b: Do you currently use, have you used, or do you plan to use it in the future?

Note: Question 14 was updated for the 2018-2019 study.

Table 1.18B Maricopa Trail (2012-2013)

	Aware (2012-2013)		Plan to use (2012-2013)	
	Yes	No	Yes	No
Maricopa County Park	Percent	Percent	Percent	Percent
Cave Creek R.P.	37.3	62.7	78.3	21.7
Estrella M.R.P.	19.4	80.6	78.6	21.4
Lake Pleasant R.P.	6.6	93.4	52.5	47.5
McDowell M.R.P.	27.0	73.0	90.6	9.4
San Tan M.R.P.	20.6	79.4	70.0	30.0
Spur Cross Ranch C.A.	47.7	52.3	61.0	39.0
Usery M.R.P.	16.4	83.6	80.4	19.6
White Tank M.R.P.	28.9	71.1	69.8	30.2
Total	24.7	75.3	71.3	28.7

Q18A: The Maricopa Trail is a 240 mile regional trail that links the 10 regional county parks. Are you aware of the trail?

Q18B: Do you use or plan to use it in the future?

The last six (6) tables report group characteristics and general demographics of the visitors that completed the onsite survey.

Table 1.19 Visitor's Age

Maricopa County Park:	Visitors Age (2018-19)	Visitors Age (2012-13)	Visitors Age (2007-08)	Visitors Age (2005-06)
	Mean	Mean	Mean	Mean
Cave Creek Regional Park	55.67	52.04	49.97	50.68
Estrella Mountain Regional Park	50.35	42.47	42.47	36.68
Lake Pleasant Regional Park	41.68	46.16	46.86	45.59
McDowell Mountain Regional Park	48.87	46.75	45.91	51.82
San Tan Mountain Regional Park	50.05	45.77	45.27	44.25
Spur Cross Ranch C.A.	47.61	52.07	50.47	53.34
Usery Mountain Regional Park	48.13	49.66	46.60	52.46
White Tank Mountain Regional Park	50.93	43.43	47.72	49.46
Total	49.49	47.34	46.98	48.07

Q15: What is your age?

Table 1.20 Visitor Residence

City:	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Ranch C.A.	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total (18-19)	Total (12-13)	Total (07-08) ¹	Total (05-06)
	%	%	%	%	%	%	%	%	%	%	%	%
Apache Junction	0.0	0.0	0.0	0.0	0.3	0.0	1.7	0.0	0.3	0.7	1.0	0.5
Avondale	0.0	11.0	1.8	0.6	0.0	0.4	0.0	2.4	2.3	2.6	1.8	3.7
Buckeye	0.0	3.1	2.4	0.0	0.0	0.0	0.0	2.0	0.9	1.2	1.6	1.3
Chandler	1.7	0.9	1.8	3.8	11.4	0.7	2.6	0.8	3.3	2.8	3.2	2.4
Cave Creek/ Carefree	9.7	0.0	1.2	1.2	0.0	16.0	0.3	0.4	3.8	6.7	6.7	4.7
El Mirage	0.0	0.3	1.2	0.0	0.0	0.4	0.0	2.8	0.5	0.9	NA	NA
Fountain Hills	0.4	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.3	1.3	2.3	0.9
Gilbert	1.3	0.3	0.6	4.5	14.1	0.7	11.4	0.0	4.8	5.3	4.2	1.9
Glendale	3.8	1.5	8.5	0.0	0.0	2.2	0.6	6.0	2.4	4.9	3.4	4.9
Goodyear	0.0	17.4	2.4	0.0	0.0	0.0	0.0	5.2	3.5	3.5	2.6	2.3
Laveen	0.0	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.3	0.8	NA	NA
Litchfield Park*	0.0	2.4	0.0	0.0	0.0	0.0	0.0	2.4	0.7	1.5	NA	NA
Mesa	0.8	0.0	1.2	6.4	1.5	0.0	42.0	0.0	7.8	7.9	9.4	6.8
Peoria	2.5	0.9	7.9	1.9	0.0	3.4	0.0	4.8	2.2	2.6	2.9	3.5
Phoenix	15.5	9.2	28.7	21.0	0.6	28.4	1.7	6.0	11.8	16.0	16.7	17.3
Queen Creek	0.0	0.3	0.0	0.6	17.6	0.0	0.6	0.0	3.1	5.1	5.6	1.8
Scottsdale	13.9	0.6	1.2	12.7	0.0	11.9	1.5	0.0	4.5	8.5	8.7	6.5
Sun City	4.2	0.9	2.4	4.5	0.0	1.1	0.0	6.9	2.1	2.3	1.5	2.5
Surprise	2.5	3.4	7.3	0.0	0.0	0.7	0.0	21.4	3.8	3.1	4.2	4.4
Tempe	0.4	0.0	2.4	3.2	0.9	0.7	1.7	0.0	1.0	1.4	1.5	1.6
Other: In-state	2.1	4.6	7.3	3.8	16.4	5.6	2.3	8.1	6.6	6.3	10.8	10.1
Other: Out of state	33.2	34.9	19.5	30.6	30.2	22.4	28.3	29.0	29.0	12.6	10.4	10.5
Other: Out of Country	8.0	7.0	0.6	1.9	7.0	3.0	5.2	1.6	4.8	2.0	1.5	2.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q16: What is the zip code of your permanent home residence?

Table 1.21A Group Type (2018-2019)

Maricopa County Park:	Group type (percent):						
	Alone	Family only	Friends only	Friends & family	Organized group	Other	Total
Cave Creek R.P.	13.4	57.7	19.5	6.9	1.2	1.2	100.0
Estrella M.R.P.	14.8	58.8	14.5	9.6	2.3	0.0	100.0
Lake Pleasant R.P.	10.2	46.7	21.6	19.2	0.6	1.8	100.0
McDowell M.R.P.	15.4	40.1	30.2	9.3	4.9	0.0	100.0
San Tan M.R.P.	15.4	53.8	19.4	9.1	2.0	0.3	100.0
Spur Cross Ranch C.A.	19.1	41.5	31.3	7.4	0.7	0.0	100.0
Usery M.R.P.	22.9	52.4	16.3	8.3	0.0	0.0	100.0
White Tank M.R.P.	11.2	59.7	17.4	7.8	3.1	0.8	100.0
Total	15.9	52.4	20.4	9.2	1.7	0.4	100.0

Q17: Are you visiting the park today with...?

Table 1.21B Group Type (2012-2013)

Maricopa County Park:	Group type (percent):						
	Alone	Family only	Friends only	Friends & family	Organized group	Other	Total
Cave Creek R.P.	21.3	44.5	27.5	6.2	0.5	0.0	100.0
Estrella M.R.P.	28.5	39.0	24.5	5.5	2.5	0.0	100.0
Lake Pleasant R.P.	5.7	49.5	16.8	26.2	1.8	0.0	100.0
McDowell M.R.P.	31.4	32.4	26.6	7.2	2.4	0.0	100.0
San Tan M.R.P.	22.0	55.4	16.7	4.8	1.1	0.0	100.0
Spur Cross Ranch C.A.	17.6	42.9	30.0	7.6	1.9	0.0	100.0
Usery M.R.P.	18.7	39.4	25.5	9.5	5.6	1.3	100.0
White Tank M.R.P.	16.9	49.3	23.8	9.5	0.5	0.0	100.0
Total	19.6	44.1	23.7	10.3	2.1	0.2	100.0

Q15: Are you visiting the park today with...?

Table 1.21C Group Type (2007-2008)

Maricopa County Park:	Group type (percent):						
	Alone	Family only	Friends only	Friends & family	Organized group	Other	Total
Cave Creek R.P.	23.3	42.7	22.9	9.5	1.6	0.0	100.0
Estrella M.R.P.	12.8	39.6	9.7	26.9	10.6	0.4	100.0
Lake Pleasant R.P.	6.7	57.6	13.5	22.2	0.0	0.0	100.0
McDowell M.R.P.	33.2	40.5	20.8	5.5	0.0	0.0	100.0
San Tan M.R.P.	25.4	42.1	23.4	8.6	0.5	0.0	100.0
Spur Cross Ranch C.A.	18.9	44.1	23.2	11.8	2.0	0.0	100.0
Usery M.R.P.	33.5	37.5	17.1	9.3	2.6	0.0	100.0
White Tank M.R.P.	17.5	55.6	15.1	10.3	1.5	0.0	100.0
Total	21.2	45.3	18.1	13.1	2.2	0.1	100.0

Q11: Are you visiting the park today with...?

Table 1.21D Group Type (2005-2006)

Maricopa County Park:	Group type (percent):						
	Alone	Family only	Friends only	Friends & family	Organized group	Other	Total
Cave Creek R.P.	16.3	54.8	20.2	4.4	4.4	0.0	100.0
Estrella M.R.P.	2.8	61.4	5.2	21.7	8.8	0.0	100.0
Lake Pleasant R.P.	3.1	59.5	12.3	23.9	0.9	0.3	100.0
McDowell M.R.P.	18.0	50.0	14.5	11.3	5.5	0.8	100.0
San Tan M.R.P.	11.3	45.4	25.8	11.3	4.8	1.6	100.0
Spur Cross Ranch C.A.	29.4	35.3	25.5	9.2	0.7	0.0	100.0
Usery M.R.P.	11.1	55.7	16.6	10.3	5.5	0.8	100.0
White Tank M.R.P.	10.0	57.0	16.8	13.7	2.4	0.0	100.0
Total	11.6	54.4	15.6	14.1	4.1	0.3	100.0

Q11: Are you visiting the park today with...?

Table 1.22A Number of Persons in Vehicle (2018-2019)

Maricopa County Park:	Group size (percent):												Mean
	1	2	3	4	5	6	7	8	9	10-20	21+	Total	
Cave Creek R.P.	15.2	59.7	9.1	8.2	3.3	2.5	1.6	0.0	0.0	0.4	0.0	100.0	2.44
Estrella M.R.P.	14.4	42.6	13.8	15.0	10.3	2.9	0.9	0.0	0.0	0.0	0.0	100.0	2.76
Lake Pleasant R.P.	13.6	35.1	16.2	17.5	7.1	5.2	3.9	0.6	0.0	0.6	0.0	100.0	3.08
McDowell M.R.P.	23.1	48.1	7.5	13.8	1.9	1.9	0.0	3.1	0.0	0.6	0.0	100.0	2.49
San Tan M.R.P.	17.7	39.5	14.7	17.1	6.2	2.1	1.8	0.6	0.0	0.3	0.0	100.0	2.73
Spur Cross Ranch C.A.	27.5	49.8	9.4	8.3	3.4	0.8	0.8	0.0	0.0	0.0	0.0	100.0	2.15
Usery M.R.P.	23.1	50.3	12.9	9.0	0.9	1.8	1.5	0.6	0.0	0.0	0.0	100.0	2.28
White Tank M.R.P.	14.8	42.6	16.0	12.3	7.0	3.3	1.6	1.2	0.0	1.2	0.0	100.0	2.87
Total	18.8	46.1	12.7	12.5	5.1	2.4	1.4	0.6	0.0	0.2	0.0	100.0	2.58

Q18a: How many people are in your vehicle today, including yourself?

Table 1.22B Number of Persons in Vehicle (2012-2013)

Maricopa County Park:	Group size (percent):												Mean
	1	2	3	4	5	6	7	8	9	10-20	21+	Total	
Cave Creek R.P.	26.4	49.6	13.2	8.0	0.9	0.0	1.4	0.5	0.0	0.0	0.0	100.0	2.16
Estrella M.R.P.	31.5	39.9	13.8	7.4	3.4	1.5	1.0	0.0	0.0	1.5	0.0	100.0	2.31
Lake Pleasant R.P.	10.0	40.0	17.1	12.1	7.1	3.9	2.1	2.1	1.1	4.1	0.4	100.0	3.47
McDowell M.R.P.	38.0	40.3	12.0	7.7	0.5	0.5	0.0	1.0	0.0	0.0	0.0	100.0	1.99
San Tan M.R.P.	24.1	53.5	10.7	8.0	2.1	1.1	0.5	0.0	0.0	0.0	0.0	100.0	2.16
Spur Cross Ranch C.A.	21.0	51.0	13.7	9.0	3.8	0.5	0.5	0.0	0.0	0.5	0.0	100.0	2.31
Usery M.R.P.	22.9	47.3	12.1	11.3	1.3	2.6	0.4	1.3	0.4	0.4	0.0	100.0	2.43
White Tank M.R.P.	17.1	42.9	12.2	10.2	7.8	3.9	2.4	1.5	0.0	2.0	0.0	100.0	2.92
Total	23.3	45.3	13.3	9.3	3.4	1.8	1.1	0.9	0.2	1.3	0.1	100.0	2.51

Q16A: How many people are in your vehicle today, including yourself?

Table 1.22C Number of Persons in Vehicle (2007-2008)

Maricopa County Park:	Group size (percent):												Mean
	1	2	3	4	5	6	7	8	9	10-20	21+	Total	
Cave Creek R.P.	27.8	52.8	9.9	2.8	2.0	0.0	0.4	1.2	0.0	0.8	2.3	100.0	2.79
Estrella M.R.P.	15.0	26.9	15.9	19.8	7.9	6.6	3.1	2.2	0.9	0.9	0.8	100.0	4.02
Lake Pleasant R.P.	7.7	41.0	14.7	18.0	10.3	4.6	1.7	1.0	0.7	0.3	0.0	100.0	3.15
McDowell M.R.P.	38.2	47.1	6.9	3.9	2.7	0.4	0.4	0.4	0.0	0.0	0.0	100.0	1.90
San Tan M.R.P.	28.4	43.1	13.2	7.1	3.6	4.1	0.5	0.0	0.0	0.0	0.0	100.0	2.28
Spur Cross Ranch C.A.	21.4	45.6	14.3	12.7	2.4	2.0	1.2	0.4	0.0	0.0	0.0	100.0	2.42
Usery M.R.P.	34.6	34.6	13.2	8.1	4.8	2.2	0.7	1.4	0.4	0.0	0.0	100.0	2.33
White Tank M.R.P.	18.7	35.5	12.7	18.7	8.0	3.6	2.0	0.0	0.8	0.0	0.0	100.0	2.85
Total	23.8	41.0	12.6	11.5	5.3	2.9	1.2	0.8	0.3	0.2	0.4	100.0	2.72

Q10a: How many people are in your vehicle today, including yourself?

Table 1.22D Number of Persons in Vehicle (2005-2006)

Maricopa County Park:	Group size (percent):												Mean
	1	2	3	4	5	6	7	8	9	10-20	21+	Total	
Cave Creek R.P.	18.6	60.9	10.3	7.5	1.2	0.4	1.2	0.0	0.0	0.0	0.0	100.0	2.18
Estrella M.R.P.	6.0	14.8	10.8	18.8	22.0	13.6	7.6	4.4	0.8	0.1	0.0	100.0	4.42
Lake Pleasant R.P.	5.5	41.0	14.4	18.7	8.3	5.8	3.7	1.2	1.2	0.3	0.0	100.0	3.31
McDowell M.R.P.	20.7	62.1	8.2	7.0	1.2	0.0	0.8	0.0	0.0	0.0	0.0	100.0	2.10
San Tan M.R.P.	17.5	46.0	11.1	11.1	4.8	6.3	1.6	1.6	0.0	0.0	0.0	100.0	2.73
Spur Cross Ranch C.A.	31.4	47.1	11.8	9.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0	100.0	2.01
Usery M.R.P.	14.5	59.6	8.2	10.6	2.7	2.7	0.4	0.8	0.0	0.0	0.4	100.0	2.64
White Tank M.R.P.	12.1	36.0	11.1	23.9	77.6	6.6	1.7	0.0	0.3	0.6	0.0	100.0	3.14
Total	14.3	45.6	10.8	14.2	6.6	4.6	2.3	1.0	0.4	0.4	0.1	100.0	2.89

Q10a: How many people are in your vehicle today, including yourself?

Table 1.23A Number of Persons in Vehicle by Age Group (2018-2019)

Maricopa County Park:	10 or less	11 to 21 years	21 to 34 years	35-49 years	50 to 64 years	65 years or over	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cave Creek R.P.	4.7	14.3	5.0	37.6	10.9	27.6	100.0
Estrella M.R.P.	11.5	21.5	10.2	23.0	13.5	20.3	100.0
Lake Pleasant R.P.	13.7	22.4	13.7	14.9	22.0	13.3	100.0
McDowell M.R.P.	5.2	29.0	5.2	31.9	13.8	14.8	100.0
San Tan M.R.P.	15.5	23.3	6.6	26.2	11.9	17.5	100.0
Spur Cross Ranch C.A.	7.9	19.1	3.9	30.6	20.6	17.9	100.0
Usery M.R.P.	9.1	20.2	8.7	23.1	21.2	17.6	100.0
White Tank M.R.P.	11.9	15.7	13.7	19.8	16.8	22.1	100.0
Total	10.5	20.3	8.5	25.5	16.0	19.2	100.0

Q18b: Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

Table 1.23B Number of Persons in Vehicle by Age Group (2012-2013)

Maricopa County Park:	10 or less	11 to 21 years	21 to 34 years	35-49 years	50 to 64 years	65 years or over	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cave Creek R.P.	4.7	3.3	12.1	22.8	39.5	17.6	100.0
Estrella M.R.P.	6.6	8.3	27.9	30.1	19.2	7.9	100.0
Lake Pleasant R.P.	17.2	11.6	16.8	26.9	19.7	7.8	100.0
McDowell M.R.P.	3.0	3.6	15.2	36.5	31.5	10.2	100.0
San Tan M.R.P.	8.5	6.1	18.8	31.9	25.5	9.4	100.0
Spur Cross Ranch C.A.	3.5	5.2	10.4	20.5	41.3	19.1	100.0
Usery M.R.P.	8.5	6.7	15.5	18.5	36.1	14.7	100.0
White Tank M.R.P.	13.4	12.0	21.0	25.8	19.2	8.6	100.0
Total (mean)	9.3	7.7	17.3	26.2	27.8	11.7	100.0

Q16b: Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

Table 1.23C Number of Persons in Vehicle by Age Group (2007-2008)

Maricopa County Park:	10 or less	11 to 21 years	21 to 34 years	35-49 years	50 to 64 years	65 years or over	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cave Creek R.P.	0.20	0.20	0.46	0.81	0.79	0.34	2.8
Estrella M.R.P.	1.35	0.56	0.72	0.64	0.59	0.16	4.02
Lake Pleasant R.P.	0.44	0.42	0.60	0.76	0.67	0.22	3.11
McDowell M.R.P.	0.08	0.11	0.35	0.68	0.42	0.27	1.91
San Tan M.R.P.	0.28	0.24	0.40	0.65	0.49	0.23	2.29
Spur Cross Ranch C.A.	0.09	0.09	0.31	0.64	0.87	0.37	2.37
Usery M.R.P.	0.30	0.25	0.41	0.55	0.59	0.23	2.33
White Tank M.R.P.	0.40	0.40	0.46	0.65	0.52	0.44	2.87
Total (mean)	0.38	0.28	0.46	0.67	0.62	0.28	2.69

Q10b: Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

Table 1.23D Number of Persons in Vehicle by Age Group (2005-2006)

Maricopa County Park:	10 or less	11 to 21 years	21 to 34 years	35-49 years	50 to 64 years	65 years or over	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cave Creek R.P.	0.15	0.08	0.24	0.68	0.70	0.70	2.56
Estrella M.R.P.	1.38	0.70	1.06	0.70	0.28	0.90	5.02
Lake Pleasant R.P.	0.57	0.39	0.70	0.84	0.52	0.31	3.33
McDowell M.R.P.	0.11	0.11	0.21	0.60	0.63	0.42	2.65
San Tan M.R.P.	0.48	0.29	0.32	0.90	0.63	0.11	2.73
Spur Cross Ranch C.A.	0.07	0.05	0.16	0.41	0.93	0.37	1.99
Usery M.R.P.	0.15	0.16	0.31	0.53	0.77	0.46	2.38
White Tank M.R.P.	0.45	0.34	0.47	0.63	0.63	0.52	3.04
Total	0.44	0.28	0.47	0.66	0.62	0.35	2.82

Q10b: Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

Table 1.24A Visitor Race/Ethnicity (2018-2019)

Maricopa County Park:	Race/Ethnicity (percent):						
	White	African American	Asian	American Indian	Hispanic	Other	Total
Cave Creek R.P.	94.0	0.4	1.3	0.4	3.0	0.9	100.0
Estrella M.R.P.	80.1	3.4	3.4	2.6	9.1	1.4	100.0
Lake Pleasant R.P.	75.6	2.5	3.8	1.3	15.0	1.9	100.0
McDowell M.R.P.	92.5	0.0	1.9	0.0	5.0	0.6	100.0
San Tan M.R.P.	90.1	1.2	1.8	0.9	5.6	0.6	100.0
Spur Cross Ranch C.A.	92.4	0.8	1.1	1.5	3.8	0.4	100.0
Usery M.R.P.	88.2	0.9	0.9	1.2	7.4	1.5	100.0
White Tank M.R.P.	81.3	2.8	2.4	0.8	7.2	5.6	100.0
Total	86.9	1.6	2.0	1.2	6.8	1.6	100.0

Q19: What culture do you identify with?

Table 1.24B Visitor Race/Ethnicity (2012-2013)

Maricopa County Park:	Race/Ethnicity (percent):						
	White	African American	Asian	American Indian	Hispanic	Other	Total
Cave Creek R.P.	96.6	1.0	1.0	0.0	1.4	0.0	100.0
Estrella M.R.P.	72.4	3.4	2.0	2.5	19.7	0.0	100.0
Lake Pleasant R.P.	79.6	1.8	3.6	1.4	12.5	1.1	100.0
McDowell M.R.P.	93.5	2.0	0.0	1.0	3.0	0.5	100.0
San Tan M.R.P.	86.9	2.2	1.6	1.6	7.7	0.0	100.0
Spur Cross Ranch C.A.	97.5	0.5	0.5	0.5	1.0	0.0	100.0
Usery M.R.P.	92.9	1.8	1.3	0.0	3.6	0.4	100.0
White Tank M.R.P.	81.8	3.4	1.5	1.5	11.3	0.5	100.0
Total	87.3	2.0	1.5	1.1	7.7	0.4	100.0

Q17: Are you?

Table 1.24C Visitor Race/Ethnicity (2007-2008)

Maricopa County Park:	Race/Ethnicity (percent):						
	White	African American	Asian	American Indian	Hispanic	Other	Total
Cave Creek R.P.	96.4	1.2	0.4	0.0	0.8	1.2	100.0
Estrella M.R.P.	52.1	2.3	2.3	1.4	40.5	1.4	100.0
Lake Pleasant R.P.	82.7	2.3	2.7	0.3	9.7	2.3	100.0
McDowell M.R.P.	93.4	0.4	0.0	0.0	3.9	2.3	100.0
San Tan M.R.P.	93.9	1.0	2.0	0.0	1.6	1.5	100.0
Spur Cross Ranch C.A.	96.0	0.4	1.6	0.4	0.4	1.2	100.0
Usery M.R.P.	93.7	1.9	1.5	0.0	0.7	2.2	100.0
White Tank M.R.P.	82.8	2.0	1.2	0.0	11.6	2.4	100.0
Total	86.8	1.4	1.4	0.2	8.4	1.8	100.0

Q14: Are you?

Table 1.24D Visitor Race/Ethnicity (2005-2006)

Maricopa County Park:	Race/Ethnicity (percent):						
	White	African American	Asian	American Indian	Hispanic	Other	Total
Cave Creek R.P.	96.0	0.0	2.0	0.4	1.2	0.4	100.0
Estrella M.R.P.	25.6	0.8	0.0	3.2	68.0	2.4	100.0
Lake Pleasant R.P.	86.2	0.9	0.3	1.5	9.8	1.2	100.0
McDowell M.R.P.	96.9	0.8	0.4	0.4	0.8	0.8	100.0
San Tan M.R.P.	90.5	4.8	0.0	0.0	3.2	1.6	100.0
Spur Cross Ranch C.A.	98.7	0.0	0.0	0.0	0.0	1.3	100.0
Usery M.R.P.	94.1	0.8	0.8	0.8	1.2	1.2	100.0
White Tank M.R.P.	82.5	0.7	1.0	1.0	10.3	4.5	100.0
Total	82.5	0.8	0.7	1.1	13.1	1.9	100.0

Q14: Are you?

CHAPTER 2

OFFSITE SURVEY RESULTS

This chapter presents results of the offsite surveys conducted with visitors from Cave Creek Regional Park, Estrella Mountain Regional Park, Lake Pleasant Regional Park, McDowell Mountain Regional Park, San Tan Mountain Regional Park, Spur Cross Ranch Conservation Area, Utery Mountain Regional Park, and White Tank Mountain Regional Park. The visitors selected for the offsite survey had previously agreed to be part of the study when identified during the onsite sampling periods. The purpose of the offsite survey was to seek more in-depth information about the visitors using the Maricopa County Parks system between May 2018 and May 2019. This chapter presents the response rates and data analysis for the offsite survey for the eight (8) individual parks and the overall County Parks system. A total of 1,427 of the 2,204 onsite visitors took an offsite survey (64.7 percent). Of those 1,427, 119 visitors returned the mailback questionnaire, and 365 visitors returned the email questionnaire. When combined, there was an overall adjusted offsite survey response rate of 33.9% percent presented in Table 2.1. Specific park offsite response rates are displayed in Table 2.2. Consistent with the 2012-2013 and the 2007-08 study, Cave Creek Regional Park demonstrated the highest offsite response rate at 52.9 percent, while White Tank Mountain Regional Park demonstrated the lowest at 22.7 percent. The reminder of this chapter presents the offsite survey results in approximately the same order as the questions that are in the survey instrument (see Appendix C).

Table 2.1 Adjusted Offsite Response Rate

Offsite Surveys Accepted	Returned Offsites	Total Adjusted Offsite Response Rate (2018-19)	Total Adjusted Offsite Response Rate (2012-13)	Total Adjusted Offsite Response Rate (2007-08)	Total Adjusted Offsite Response Rate (2005-06)
1427	484	33.9%	43.9%	31.8%	44.5%

Table 2.2 Adjusted Offsite Response Rate by Park

Park	Completed Onsite Surveys	Offsite Surveys Accepted	Offsite Acceptance Rate	Completed Offsites	Offsite Response Rate (2018-19)	Offsite Response Rate (2012-13)	Offsite Response Rate (2007-08)	Offsite Response Rate (2005-06)
Cave Creek R.P.	254	155	61.0%	82	52.9%	60.5%	45.2%	49.6%
Estrella M.R.P.	361	192	53.2%	68	35.4%	29.2%	21.8%	13.4%
Lake Pleasant R.P.	172	145	84.3%	46	31.7%	36.0%	32.5%	41.2%
McDowell M.R.P.	173	76	43.9%	21	27.6%	40.7%	32.6%	50.6%
San Tan M.R.P.	353	258	73.1%	83	32.3%	48.6%	26.2%	27.9%
Spur Cross Ranch C.A.	276	174	63.0%	61	35.1%	48.4%	38.0%	52.6%
Usery M.R.P.	351	264	75.2%	86	32.6%	52.5%	28.6%	58.0%
White Tank M.R.P.	264	163	61.7%	37	22.7%	44.5%	28.5%	50.2%
Total	2204	1427	64.7%	484	33.9%	43.9%	31.8%	44.5%

The onsite respondents who agreed to participate in the offsite survey were given the option of providing their email for an online version of the offsite questionnaire or were provided a copy of the ten-page offsite questionnaire and asked to complete and return it in the self-addressed postage-paid envelope provided. The specific objectives of the offsite survey were to provide information in the following areas:

- a) level of satisfaction with park visit
- b) perceived overall quality of park visited
- c) approximate number of visits made to this county park
- d) importance of park facilities in contributing to a park experience and the facility's performance
- e) important of park services to the park experience and that service's performance
- f) reasons for visiting the park
- g) estimated expenditure for this trip to the park
- h) anticipated use of existing and future facilities
- i) opinions pertaining to selected management issues
- j) likelihood of returning to the park
- k) interest in park programs
- l) which information and education delivery methods are utilized and desirable and the quality of these methods
- m) opinions on sources of funding
- n) awareness of other existing Maricopa County Parks and if they have visited the parks in the past five years
- o) opinions on management and user fee issues
- p) use of social media
- q) what information sources are easiest for visitors to find out about County Park services and opportunities
- r) experience using the online reservation system
- s) Basic demographic questions

Selected data from the information section above are presented in sequential order as results in this chapter. A complete presentation of these overall, countywide results and the results for each park are presented in detail in Appendices B through J at the end of this report.

SUMMARY OF OFFSITE SURVEY RESULTS

Demographics

- The offsite respondents were 63.8 percent female, and the average age of the offsite respondents was 53.73 years of age. (Tables 2.19, 2.21)
- Approximately 65 percent of the offsite respondents were married. (Table 2.20)
- A total of 6.7 percent of the offsite respondents reported that they have a person with a disability living in their household. (Table 2.22)
- The average offsite respondent had 0.71 children and 2.16 adults living in their household. (2.23)
- The typical offsite respondent had attained 15.12 years of education (four (4) years of college), and 42.4% of the respondents were employed full-time. (Tables 2.24, 2.25A)
- The income levels of the offsite respondents were fairly well distributed, with 97.9 percent of respondents having an income of 30,000 or greater. Of the respondents, 25.6% reports that their household earns over \$120,000 a year, 14.6% report earnings to be between \$45,001 and \$60,000, 12.0% report earnings to be between \$60,001 and \$75,000, 10.1% report their earnings to be between \$105,001 and \$120,00, and 6.3% said they earn between \$30,001 and \$45,000. (Table 2.26A)

Satisfaction/Quality

- 72.3 percent of the Maricopa County Park visitors participating in the mailback survey reported being extremely satisfied with their recent trip and based on that visit, 71.9 percent reported the overall quality of the park as excellent. (Table 2.3A)
- 78.3% of the offsite respondents stated that they definitely will visit that Maricopa County Park again and another 13.6% said they probably would visit again. (Table 2.10)

Importance/Performance of Facilities and Services

- Visitor responses suggested that trail signs were the most important existing facility to visitors. The other top five (5) facilities were restrooms, primary trails, parking availability, and directional signs. (Table 2.4A)
- The existing facilities that received the best performance ratings from visitors were boat ramps, the nature/visitor center, parking availability, primary trails, and park campsites. (Table 2.4A)
- The services most important to Maricopa County Park visitors were park maintenance, trail conditions, facility cleanliness, park information, and park maps. (Table 2.5A)
- The services that performed the best were park maintenance, facility cleanliness, trail conditions, staffed nature center, and park maps (Table 2.5A)

Reasons for Visiting

- Park users visited parks for a host of reasons. The most important reasons for visiting Maricopa County Parks were to observe the scenic beauty, enjoy physical exercise, to experience the open space, to improve my physical health, and to relax. (Table 2.6)

Trip Expenditures

- On the average, including everything from lodging and food to entrance fees and permits, a visitor spent about \$237.41 for a trip to a Maricopa County Park. (Table 2.7)
- Visitors most frequently spent money on lodging, food, meals, and drinks, recreation equipment, and other miscellaneous items such as the annual pass. (Table 2.7)

Desired Facilities and Programs

- The facilities most desired by Maricopa County Park users were wildlife viewing areas or blinds, restaurants/snack bars, outdoor exercise/circuit course, event venue, and zipline. (Table 2.8A)
- The park programs most desirable to Maricopa County Park users were on plants, geology, health and fitness, astronomy, archaeology and history, and animals. (Table 2.11)

Attitudes Toward Management Issues and Fees

- A majority of respondents felt that the current entrance fee is a good value for the benefits. About 50 percent of respondents also felt that entrance fees could be increased occasionally to keep up with inflation but that they should still be kept to a minimum. Only about 40 percent of respondents said they would support a dedicated property tax to support the park system (Table 2.15)
- Of the statements regarding management issues, the two (2) statements respondents were in the most agreement with were: the current hours of this park are convenient for me, and park access through the main entrance and trailheads is adequate to meet the needs of the public. Overall, the statement respondents disagreed most with was: conflicts among different types of users on the trail is a significant problem in this park. (Table 2.9)
- The majority of respondents felt that operation and maintenance funds should come equally from taxes and user fees (41.3%) when considering the proper balance between taxes and user fees for generating park operating funds. (Table 2.13)

County Park Awareness and Visitation

- 78.3 percent of visitors said they would definitely visit that park again in the next 12 months. (Table 2.10)
- The responses from the offsite survey participants suggested that some Maricopa Parks are more popular than others. Maricopa County Park users were not aware of all of the existing park and recreation areas offered by Maricopa County Parks. They were most aware of Lake Pleasant, McDowell Mountain Regional Parks, and White Tank Mountain. They were least aware of Adobe Dam Regional Park. More than half of the respondents were also unaware of the Buckeye Hills Regional Park, Hassayampa River Preserve, and Spur Cross Ranch Conservation Area. (Table 2.14)
- Respondents visited McDowell Mountain, Cave Creek, and Lake Pleasant the most. Less than 15 percent of respondents had visited Adobe Dam, Buckeye Hills, or Hassayampa River Preserve. (Table 2.14)

Desired Information Sources

- When planning to visit a Maricopa County Park the information sources users desired most were computer-based information (Internet), particularly the county website, highway/road signs, brochures picked up at each county park and visitor information centers/museums. (Table 2.17)
- In terms of social media applications, respondents most frequently use social networks. The second most common application was photo sharing, such as Instagram and Snapchat. (Table 2.16)
- While visiting a Maricopa County Park, the preferred delivery methods for education and information among visitors are written materials, self-led activities, self-explained exhibits in a nature center, and guided tours/hikes. (Table 2.12A)
- Only 15.8 percent of visitors had used the online reservation system. However, of those that had used it, 98.6 percent said that it was easy to use. (Table 2.18A)

COMPARISONS BETWEEN THE 2006, 2008, 2013 AND 2019 OFFSITE SURVEY RESULTS

Demographics

- The gender characteristics of the mail survey respondents have been consistently changing over time. In the 2006 study, the percentage of female respondents was 54.7 percent. Since then the number of female respondents has increased further each year to its highest level of 63.8 percent in 2019. Overall, the average age of respondents has stayed about the same across the survey iterations. The average age was about 54 in 2006. It then fell slightly to about 53.5 in 2008 and 2013. The average age stayed similar in the 2019 study at about 53.7. (Table 2.19)

- The percentage of offsite respondents who reported having a married status has been somewhat inconsistent throughout the different studies but has an overall average of 73.2 percent. Its highest level was in 2006 at 80 percent and its lowest level is in 2019 at only 65 percent. The percentage of offsite respondents who reported a person with disabilities living in the respondent's household has similarly risen and fallen throughout the studies. The average over all the study iteration is 6.6 percent. The highest level was in 2006 at 7.8 percent and the lowest was in 2013 at 4.3 percent. The 2019 study fell in the middle at 6.7 percent. (Tables 2.20, 2.22)
- The average number of children decreased slightly between 2006 and 2008 from 0.46 children per household to 0.43 children. Since 2008, the average number of children has risen steadily to its highest level of 0.71 children in 2019. The average number of adults in the household has risen slightly from 2006 (2.14 adults) to 2019 (2.16 adults) with a slight dip in the average number in 2008 (1.95 adults). (Table 2.23)
- Prior to the 2019 study, the education level of respondents had increased consecutively for each of the previous three (3) iterations of the study. Education level had increased steadily from 15.11 (2006) to 15.30 (2008), and 15.73 (nearly four (4) years of college) in 2013. In 2019, the education level fell slightly to 15.12 years. This is around three (3) years of college. (Table 2.24)
- The percentage of respondents that report a full-time employment status has wavered over the study iterations. Full-time employment rose from 42.6 percent in 2006 to 47.1 percent in 2008 and then to 50.8 percent in 2013. Since then, the number of respondents who are employed full-time fell to only 42.4% in 2019. (Tables 2.25A, 2.25B, 2.25C, 2.25D)
- In the most recent studies, offsite respondents reported considerably more income. For example, in 2006, about 49% of the respondents reported an income of \$75,000 or more – this had increased to 58.7% in 2013. Income level spiked sharply in 2019, with 70.7% of respondents making over \$75,000 a year. Over 25% of respondents reported earning more than \$120,000 a year. (Tables 2.26A, 2.26B, 2.26C, 2.26D)

Satisfaction/Quality

- The overall satisfaction of the park visitor stayed the same between the 2006 and 2008 studies (mean of 4.42). During this time, satisfaction was the strongest in Cave Creek and Lake Pleasant Regional Parks while satisfaction decreased in Estrella Regional Park in 2006 and dropped even further in the 2008 study. In the 2013 study, every park saw an increase in satisfaction, with Estrella Mountain and Utery Mountain increasing the most. Overall satisfaction increased to 4.52 in 2013. Satisfaction increased quite a bit in 2019, to 4.70 overall. All of the parks saw increases in satisfaction. (Tables 2.3A, 2.3B, 2.3C, 2.3D)
- Offsite respondents have reported a higher intention to return to the park each year since the 2006 survey. In 2019, over three-fourths of respondents said that they would definitely visit that park again (78.3%). (Table 2.10)
- The reported overall quality of parks based upon the most recent visit to the park in which respondents were surveyed has increased over the study years from 4.46 in 2008 to 4.59 in 2013. The 2019 study

showed a large increase in overall park quality at 4.70. The only park to have a decrease in quality was Estrella Mountain. (Tables 2.3A, 2.3B, 2.3C, 2.3D)

Importance/Performance of Facilities and Services

- The 2006 respondents placed great importance on park campsites, visitor centers, and outdoor amphitheaters. The five (5) most important park facilities remained unchanged from 2006 in 2008. In 2013, trail mileage signs were among the top five (5) while the remainder of the most important facilities/services stayed consistent with the previous two (2) studies. In 2019, trail signs and restrooms were again in the top five most important. However, for this study, a newly added item, primary trails, was in the top five (5). (Tables 2.4A, 2.4B, 2.4C, 2.4D)
- The highest park facility performance ratings in 2006 were in park campsites, information display or kiosks, and visitor centers. In 2008, boat ramps replaced restrooms in the list of top five (5) facilities rated by performance. Boat ramps dropped out of the top five (5) in 2013 and were replaced by the nature/visitor center. Boat ramps were back in the top five (5) for 2019. Primary trails, which was newly added to the 2019 study, was in the top five (5) as well. (Tables 2.4A, 2.4B, 2.4C, 2.4D)
- The 2006 respondents placed great importance on park staff's service in the areas of staff courtesy, park programs, park information, and staff availability. In 2008, greater importance was placed on law enforcement than in 2006. In 2013, a new service added to the study, park maps, replaced law enforcement as a top five (5) important service. In the 2019 study, map maps were once again in the top five (5). The least important service in 2019 was merchandise, food/beverage sales. (Tables 2.5A, 2.5B, 2.5C, 2.6D)
- The highest staff performance ratings in 2006 were demonstrated in the areas of park information, park programs, staff courtesy, facility cleanliness, and park security/law enforcement. In order of rank, the five highest-rated areas of staff performance in 2008 were staff courtesy, park maintenance, facility cleanliness, park interpretive programs, and park information. In 2013, staffed entry station and park maps replaced park interpretive programs and park information in the top five (5). However, all services had a higher rated performance in 2013 compared to 2008. All services again had a high rating in 2019, with the lowest score being 2.87 for Wi-Fi. Resource management and protection, while important, did not make the top five (5) in performance for 2019. (Tables 2.5A, 2.5B, 2.5C, 2.6D)

Reasons for Visiting

- The top-rated motives in 2006 were: observe the scenic beauty, to relax and enjoy the solitude. To observe the scenic beauty remained the number one reason for visiting in 2008 and 2013. However, improve my physical health and a new item added to the 2013 study, to experience the open space, replaced to relax and enjoy the solitude as one of the top-rated motives in 2013 compared to 2008. Overall, only to develop my skills and abilities and to learn more about the area's culture and history decreased from 2006 to 2008, but interestingly, all reasons for visiting the parks decreased slightly in the 2013 study. In 2019, respondents visited the park increasingly for physical reasons. Both to enjoy physical exercise and to improve my physical health were in the top five (5). (Table 2.6)

Trip Expenditures

- The park average trip expenditure decreased from \$221.30 in 2006 to \$171.27 in 2008. The average dollar amount spent and the percentage of visitors spending in those categories decreased for all categories except entrance fees, permits, and licenses in 2008. This decreasing trend continued again in 2013 as average trip expenditure overall fell to \$157.63; however, average spending on lodging and fees increased slightly. Spending at the park increased significantly to \$237.41 in 2019. However, many respondents seemed to include expenses related to their trip in entirety rather than just that MCPRD trip or included general equipment costs, such as the cost of the car they drove there. Some obvious outliers were removed. This should be kept in mind when addressing this high value. (Table 2.7)

Desired Facilities and Services

- The facilities that increased the most in the desirability of use by the 2006 respondents were conference facilities, sewage disposal sites, shaded playgrounds, RV or trailer hook-ups, sports fields/facilities, and water play areas. In 2008 only equestrian/horse, shooting range and multi-use trails saw a slight increase in desirability. The majority of facilities that had been among the top five (5) desired facilities in previous studies were removed from the 2013 study, as the need for these facilities had been addressed. In their place, three (3) new facilities emerged in the top five (5) for 2013: wildlife viewing areas or blinds, outdoor exercise/circuit course, and zipline. Nine (9) items were dropped from the 2013 survey, and two (2) new items were added for the 2019 study: event venue and mountain bike obstacle course. Event venue was one of the most desired facilities for 2019. (Tables 2.8A, 2.8B, 2.8C, 2.8D)
- The services that increased the most in the desirability of use by the 2006 respondents were park seminars, marine equipment rentals, park programs, annual camping passes, gift/curio shops, and payment by credit cards. The 2008 respondents found payment by credit cards, park programs, special events, restaurants/snack bars, and park seminars to be the five (5) most desirable in terms of use. However, overall, all services were rated as less desirable in terms of used compared to the 2006 study. Similar to the desired park facilities, several of the previously most desirable park services were removed from the 2013 study, as the county had addressed the demands. In their place, three (3) newly added services emerged among the most desirable: special interest programming, outdoor education seminars, and guided tours/programs. Park programs and special events remained in the top five (5). In 2019, this question was replaced with another item focusing on interest in specific park programs. Respondents were most interested in programs focusing on plants, geology, health and fitness, astronomy, archaeology and history, and animals. (Table 2.11)

Attitudes Toward Management Issues and Fees

- The 2006 and 2008 respondents reported similar levels of agreement and support for the value of the current annual pass, a future increase of \$1 in the entrance fee and the entrance fee level at that park. In the 2013 study, these statements were removed from the questionnaire and replaced with several new statements. Of the new statements added, the two (2) statements respondents were in the most agreement with were: I would recommend this park to my family and friends, and park access through

the main entrance and trailheads is adequate to meet the needs of the public. Overall, the statement respondents disagreed most with was: conflicts among different types of users on the trail is a significant problem in this park. Respondents in 2019 felt very similar to respondents in 2013. An additional item was added to the 2019 study that looked at interest in extended morning park hours for the winter months. Respondents felt that extending the hours in the morning was more desirable than extending them in the evening during the winter. As in the 2013 study, respondents still felt that conflicts amongst users were not a problem. (Table 2.9)

- In general, park awareness exhibited mixed results in 2006, depending on the park. The greatest increases in awareness were at Spur Cross Ranch, San Tan Mountain, and Cave Creek Regional Parks. Awareness decreased slightly at Estrella Mountain and Adobe Dam Regional Parks. The 2008 respondents showed a greater awareness of all parks except Utery Mountain Regional Park. In 2013 respondents were less aware of all parks except the Desert Outdoor Center and San Tan Mountain. In 2019, respondents were fairly aware of all the parks except for Adobe Dam and Buckeye Hills. (Table 2.14)
- The 2006 respondents were slightly more supportive of using user fees to fund the operation of the parks. In 2008, the trend was reversed, and more support was given to using taxes to fund the operation of the parks. This changed in 2013, where respondents were more supportive of using mostly user fees than in any previous study. This support fell in 2019 by over 10%. The most common category in 2019 was equally from taxes and user fees. (Table 2.13)

Desired Information Sources

- When planning to visit a Maricopa County Park, respondents have increasingly indicated they were more likely to use a computer-based information source over the years and has been the most consistently desired source of information trend across all four (4) studies. In 2013, the county park website was added to the list of information sources and was indicated as the second easiest way to find out about services and opportunities at the parks, after computer-based information (internet). Once again in 2019, the internet was the easiest to use, and the park website was the second easiest. Also similar to 2013, the Tribune newspaper, Chamber of Commerce, motor club publications and trade shows were the least desired information sources. (Table 2.17)
- While visiting a Maricopa County Park in 2006, the most preferred methods for education and information among visitors are written materials, self-led activities, scheduled ranger-led programs, and self-explained exhibits. The top three (3) delivery methods remained the same in the 2008 study, however, guided tours/hikes was reported as more preferred than scheduled ranger-led programs or self-explained exhibits. With the exception of guided tours/hikes being rated slightly more desirable than self-explained exhibits, the 2013 study was consistent with the 2008 study. In the 2019 study, the top methods were the same, but guided tours/hikes were once again slightly less desirable than self-explained exhibits. (Tables 2.12A, 2.12B, 2.12C, 2.12D)

Table 2.3A Satisfaction with park, rating of overall park quality and total number of visits (2018-2019)

Maricopa County Park:	Satisfaction						Quality						Mean # of visits ³
	Not at all satisfied	Slightly satisfied	Fairly satisfied	Very satisfied	Extremely satisfied	Mean ¹	Very poor	Poor	Average	Good	Excellent	Mean ²	
Cave Creek R.P.	0.0	0.0	0.0	14.8	85.2	4.85	0.0	0.0	0.0	18.5	81.5	4.81	7.18
Estrella M.R.P.	0.0	0.0	4.5	31.3	64.2	4.60	0.0	0.0	6.0	37.3	56.7	4.51	4.78
Lake Pleasant R.P.	0.0	0.0	6.4	31.9	61.7	4.55	0.0	0.0	2.1	27.7	70.2	4.68	8.64
McDowell M.R.P.	0.0	0.0	0.0	23.8	76.2	4.76	0.0	0.0	0.0	23.8	76.2	4.76	5.47
San Tan M.R.P.	0.0	0.0	3.7	23.2	73.2	4.70	0.0	1.2	0.0	28.9	69.9	4.67	13.38
Spur Cross Ranch C.A.	0.0	0.0	1.6	27.9	70.5	4.69	0.0	0.0	0.0	27.9	72.1	4.72	13.22
Usery M.R.P.	0.0	0.0	0.0	29.1	70.9	4.71	0.0	0.0	1.2	25.9	72.9	4.72	8.56
White Tank M.R.P.	0.0	0.0	2.8	22.2	775.0	4.72	0.0	0.0	0.0	19.4	80.6	4.81	8.19
Total	0.0	0.0	2.3	25.4	72.3	4.70	0.0	0.2	1.2	26.6	71.9	4.70	9.18

Q1: Overall, how satisfied are you with your recent visit to this county park?

Q2: Based upon your visit, how would you rate the overall quality of this park?

Q3: Approximately how many total visits have you made to this county park?

¹ Average level of satisfaction of each park. 1=Not at all satisfied, 2= Slightly satisfied, 3= Fairly satisfied, 4= Very satisfied and 5= Extremely satisfied;

² Average quality rating of each park. 1= Very poor, 2= Poor, 3= Average, 4=Good, 5=Excellent

³ Average number of total visits to each park.

Table 2.3B Satisfaction with park, rating of overall park quality and total number of visits (2012-2013)

Maricopa County Park:	Satisfaction						Quality						Mean number of visits ³
	Not at all satisfied	Slightly satisfied	Fairly satisfied	Very satisfied	Extremely satisfied	Mean ¹	Very poor	Poor	Average	Good	Excellent	Mean ²	
Cave Creek R.P.	0.0	0.0	7.8	39.3	52.9	4.45	0.0	0.0	0.0	34.6	65.4	4.65	17.25
Estrella M.R.P.	0.0	0.0	9.7	32.2	58.1	4.48	0.0	0.0	9.7	29.0	61.3	4.52	16.19
Lake Pleasant R.P.	1.6	0.0	4.8	53.3	40.3	4.31	1.6	0.0	6.5	41.9	50.0	4.39	5.98
McDowell M.R.P.	0.0	0.0	0.0	27.0	73.0	4.73	2.7	0.0	5.4	13.5	78.4	4.65	25.03
San Tan M.R.P.	0.0	0.0	0.0	45.7	54.3	4.54	2.9	2.9	0.0	22.8	71.4	4.57	22.67
Spur Cross Ranch C.A.	0.0	0.0	2.3	39.6	58.1	4.56	2.3	2.3	0.0	32.6	62.8	4.51	7.80
Usery M.R.P.	0.0	0.0	0.0	36.1	63.9	4.64	1.6	0.0	0.0	24.6	73.8	4.69	16.32
White Tank M.R.P.	0.0	0.0	2.2	39.1	58.7	4.57	0.0	0.0	9.7	29.0	61.3	4.76	16.78
Total	0.2	0.0	3.3	39.9	56.6	4.52	1.4	0.5	2.5	28.8	66.8	4.59	15.31

Q1: Overall, how satisfied are you with your recent visit to this county park?

Q2: Based upon your visit, how would you rate the overall quality of this park?

Q3: Approximately how many total visits have you made to this county park?

¹ Average level of satisfaction of each park. 1=Not at all satisfied, 2= Slightly satisfied, 3= Fairly satisfied, 4= Very satisfied and 5= Extremely satisfied;

² Average quality rating of each park. 1= Very poor, 2= Poor, 3= Average, 4=Good, 5=Excellent

³ Average number of total visits to each park.

Table 2.3C Satisfaction with park, rating of overall park quality and total number of visits (2007-2008)

Maricopa County Park:	Satisfaction						Quality						Mean number of visits ³
	Not at all satisfied	Slightly satisfied	Fairly satisfied	Very satisfied	Extremely satisfied	Mean ¹	Very poor	Poor	Average	Good	Excellent	Mean ²	
Cave Creek R.P.	0.0	0.0	2.1	39.4	58.5	4.56	1.1	0.0	0.0	27.6	71.3	4.68	21.87
Estrella M.R.P.	0.0	7.1	9.5	33.4	50.0	4.26	0.0	7.1	11.9	33.4	47.6	4.21	14.91
Lake Pleasant R.P.	0.0	3.5	15.1	47.7	33.7	4.12	1.2	1.2	18.6	46.5	32.5	4.08	6.83
McDowell M.R.P.	0.0	1.4	2.8	26.8	69.0	4.63	0.0	0.0	2.8	25.4	71.8	4.69	20.82
San Tan M.R.P.	0.0	0.0	4.4	55.6	40.0	4.36	2.2	0.0	4.4	53.4	40.0	4.29	28.39
Spur Cross Ranch C.A.	0.0	0.0	3.8	40.5	55.7	4.52	0.0	0.0	2.5	39.2	58.3	4.56	9.56
Usery M.R.P.	1.5	0.0	4.5	42.5	51.5	4.42	2.9	0.0	5.9	35.3	55.9	4.41	24.79
White Tank M.R.P.	0.0	0.0	6.2	46.9	46.9	4.41	0.0	0.0	0.0	35.9	64.1	4.64	10.84
Total	0.2	1.3	6.0	41.3	51.2	4.42	0.9	0.7	5.6	36.5	56.3	4.46	16.63

Q1: Overall, how satisfied are you with your recent visit to this county park?

Q2: Based upon your visit, how would you rate the overall quality of this park?

Q3: Approximately how many total visits have you made to this county park?

¹ Average level of satisfaction of each park. 1=Not at all satisfied, 2= Slightly satisfied, 3= Fairly satisfied, 4= Very satisfied and 5= Extremely satisfied;

² Average quality rating of each park. 1= Very poor, 2= Poor, 3= Average, 4=Good, 5=Excellent

³ Average number of total visits to each park.

Table 2.3D Satisfaction with park, rating of overall park quality and total number of visits (2005-2006)

Maricopa County Park:	Satisfaction						Quality						Mean number of visits ³
	Not at all satisfied	Slightly satisfied	Fairly satisfied	Very satisfied	Extremely satisfied	Mean ¹	Very poor	Poor	Average	Good	Excellent	Mean ²	
Cave Creek R.P.	0.0	0.0	1.7	35.7	63.6	4.61	1.7	0.0	0.9	18.4	78.9	4.73	26.41
Estrella M.R.P.	0.0	3.6	32.1	50.0	41.3	3.75	0.0	3.6	25.0	46.4	25.0	3.93	17.96
Lake Pleasant R.P.	0.0	2.5	12.5	55.8	29.2	4.11	0.0	2.5	4.2	52.5	40.8	4.32	29.69
McDowell M.R.P.	0.0	0.0	3.3	39.2	57.5	4.54	0.8	0.0	1.7	25.6	71.9	4.65	25.81
San Tan M.R.P.	0.0	0.7	6.5	43.2	49.6	4.29	0.0	5.9	23.5	41.2	29.4	3.94	16.71
Spur Cross Ranch C.A.	0.0	0.0	1.4	37.1	61.4	4.60	1.4	0.0	7.0	25.4	66.2	4.55	8.87
Usery M.R.P.	0.0	0.0	5.0	43.6	51.4	4.46	0.0	0.0	2.8	32.6	64.5	4.62	36.15
White Tank M.R.P.	0.0	0.8	5.5	44.5	49.2	4.42	0.0	0.0	3.1	46.4	62.5	4.59	24.01
Total	0.0	0.7	6.5	43.2	49.6	4.42	0.5	0.7	4.3	32.8	61.6	4.54	26.09

Q1: Overall, how satisfied are you with your recent visit to this county park?

Q2: Based upon your visit, how would you rate the overall quality of this park?

Q3: Approximately how many total visits have you made to this county park?

¹ Average level of satisfaction of each park. 1=Not at all satisfied, 2= Slightly satisfied, 3= Fairly satisfied, 4= Very satisfied and 5= Extremely satisfied;

² Average quality rating of each park. 1= Very poor, 2= Poor, 3= Average, 4=Good, 5=Excellent

³ Average number of total visits to each park.

Table 2.4A Importance of park facilities and each park's performance in providing the facilities (2018-2019)

		Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Facilities:		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Park campsites	Importance ¹	2.15	2.26	3.00	2.53	1.89	1.48	2.15	2.32	2.21
	Performance ²	3.47	2.60	3.41	3.50	3.00	3.20	3.00	3.00	*3.20
Restrooms	Importance	3.55	3.54	3.51	3.62	3.67	3.19	3.54	3.69	*3.53
	Performance	3.57	3.13	3.32	3.25	2.96	2.67	2.98	3.13	3.12
Showers	Importance	1.69	1.55	2.26	1.88	1.56	1.23	1.95	1.86	1.76
	Performance	3.38	2.50	3.36	4.00	1.00	2.80	2.69	3.50	3.04
Parking availability	Importance	3.56	3.58	3.48	3.48	3.49	3.31	3.53	3.56	*3.50
	Performance	3.66	3.37	3.29	3.25	2.94	3.10	2.85	3.31	*3.21
Boat ramps	Importance	1.15	1.18	2.80	1.00	1.27	1.12	1.34	1.40	1.46
	Performance	3.00	3.00	3.41	NA	NA	3.50	3.00	3.00	*3.31
Playground	Importance	1.63	2.23	1.97	1.89	1.61	1.15	1.98	2.25	1.84
	Performance	3.00	2.82	3.14	3.25	3.00	3.33	2.80	2.78	2.94
Individual Shaded picnic areas	Importance	2.58	2.93	2.83	2.89	2.52	1.91	2.83	3.17	2.68
	Performance	3.30	2.93	3.32	2.86	2.70	2.76	2.87	2.90	3.00
Group shaded picnic areas	Importance	2.17	2.45	2.33	2.44	2.17	1.73	2.48	2.83	2.30
	Performance	3.45	2.88	3.20	3.00	2.44	2.68	2.95	2.75	2.96
Nature/Visitor center	Importance	3.29	3.42	3.07	3.14	3.10	2.25	3.04	3.38	3.10
	Performance	3.67	3.35	3.36	3.33	3.03	2.63	3.00	3.20	*3.25
Trail signs	Importance	3.75	3.76	3.20	3.80	3.62	3.69	3.69	3.71	*3.66
	Performance	3.41	3.12	3.18	3.13	3.03	3.04	2.79	3.00	3.09
Interpretive signs	Importance	3.15	3.45	2.91	3.05	2.94	2.80	3.04	3.29	3.08
	Performance	3.03	2.82	3.21	2.92	2.48	2.39	2.75	2.67	2.79
Park roads	Importance	3.34	3.41	3.49	3.38	3.10	2.75	3.22	3.54	3.25
	Performance	3.61	3.25	3.38	3.25	3.05	2.89	2.98	3.33	3.21
Barrier-free trails	Importance	3.13	3.18	2.84	3.39	2.89	2.79	2.97	3.24	3.20
	Performance	3.60	3.08	3.23	3.17	3.00	3.00	2.93	3.21	3.15
Primary trails †	Importance	3.60	3.53	3.00	3.71	3.51	3.60	3.51	3.56	*3.51
	Performance	3.62	3.22	3.18	3.33	3.11	3.29	3.03	3.31	*3.27
Secondary trails †	Importance	3.33	3.24	2.84	3.48	3.29	3.45	3.18	3.38	3.26
	Performance	3.53	3.05	3.04	3.22	2.97	2.97	2.91	3.07	3.08
Multi-use trails	Importance	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Performance	NA	NA	NA	NA	NA	NA	NA	NA	NA
Competitive tracks	Importance	1.61	1.89	1.87	2.29	2.11	1.45	1.87	2.12	1.87
	Performance	3.25	3.00	2.86	3.33	2.70	3.50	2.64	2.86	2.90
Equestrian facilities	Importance	1.61	1.71	1.78	1.25	1.71	1.53	1.52	2.00	1.64
	Performance	3.22	2.86	3.00	3.00	2.63	2.92	2.77	2.60	2.88

Information display/kiosks	Importance	2.99	3.19	2.73	3.15	3.04	2.83	2.92	3.00	2.98
	Performance	3.37	3.09	3.24	3.14	2.93	2.75	2.84	3.00	3.04
Outdoor amphitheater	Importance	1.94	2.16	2.03	1.94	1.75	1.46	1.92	2.19	1.91
	Performance	3.38	2.83	3.23	3.00	2.38	3.25	2.73	3.33	3.05
Animal exhibits	Importance	2.62	2.79	2.50	2.37	2.54	1.98	2.37	2.73	2.50
	Performance	3.22	2.97	3.18	3.40	2.79	2.43	2.79	3.07	2.98
Directional signs [†]	Importance	3.49	3.47	3.36	3.48	3.48	3.22	3.31	3.69	*3.42
	Performance	3.43	2.90	3.23	3.11	2.91	2.84	2.84	3.17	3.03
Interpretive exhibits [†]	Importance	2.60	2.95	2.60	2.89	2.69	2.16	2.65	2.94	2.66
	Performance	3.33	2.73	3.19	3.25	2.92	2.43	2.76	3.07	2.97

Q4: This question address **park facilities** and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "*Doesn't Apply*."

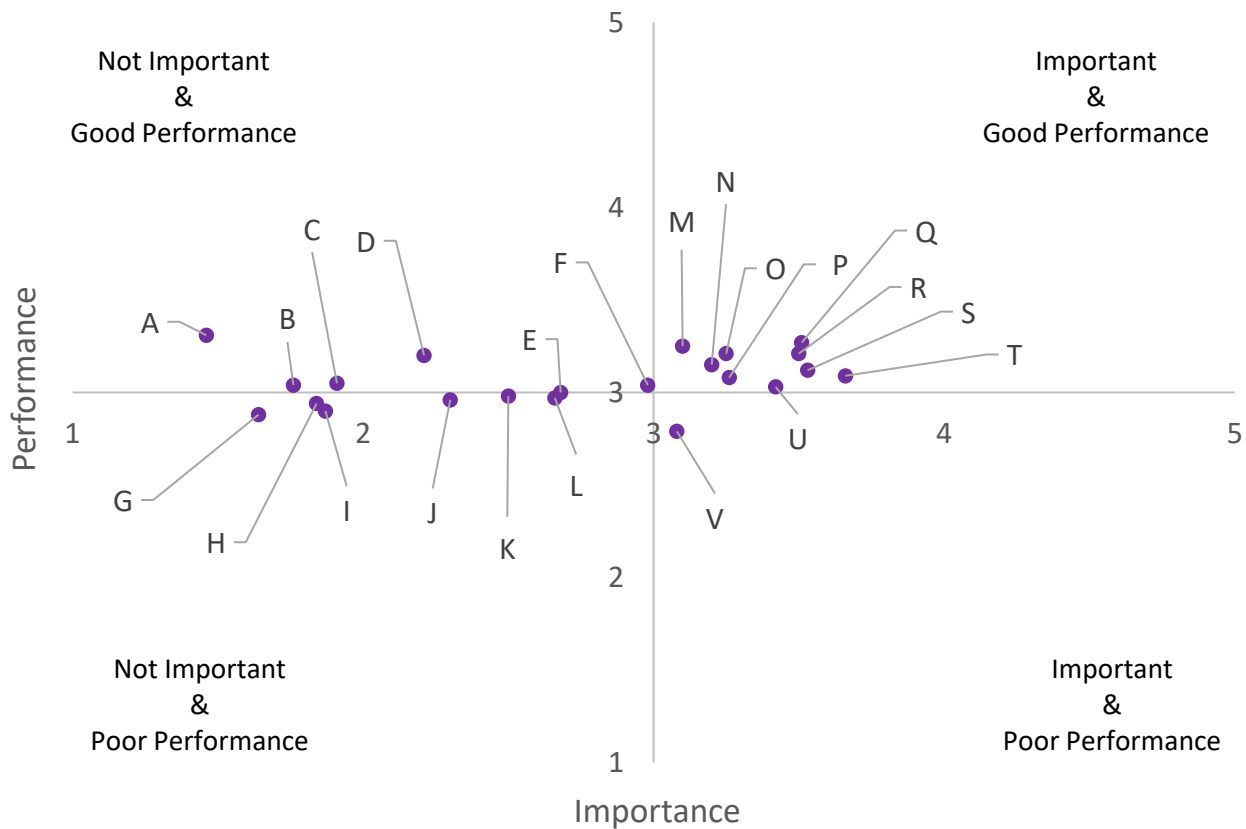
¹1= Not at all important, 4= Extremely important / ²1= Poor, 2=Fair, 3=Good, 4=Excellent, and DA= Doesn't Apply

Notes: The top five facilities used overall are denoted with an asterisk (*).

New items are denoted with a [†]

Water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

Figure 2.1 Graphic of Importance and Performance of Facilities



A = Boat Ramps, **B** = Showers, **C** = Outdoor Amphitheater, **D** = Park Campsites, **E** = Individual Shaded picnic areas, **F** = Information display/kiosks, **G** = Equestrian facilities, **H** = Playground, **I** = Competitive Tracks, **J** = Group shaded picnic areas, **K** = Animal Exhibits, **L** = Interpretive Exhibits, **M** = Nature/Visitor center, **N** = Barrier-free Trails, **O** = Park Roads, **P** = Secondary Trails, **Q** = Primary Trails, **R** = Parking Availability, **S** = Restrooms, **T** = Trail Signs, **U** = Directional Signs, **V** = Interpretive Signs

Table 2.4B Importance of park facilities and each park's performance in providing the facilities (2012-2013)

		Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Facilities:		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Park campsites	Importance ¹	1.72	2.28	3.43	2.61	1.68	1.31	2.17	2.13	2.26
	Performance ²	3.79	2.92	3.37	3.50	4.00	2.00	3.62	3.31	*3.43
Restrooms	Importance	3.51	3.45	3.66	3.71	3.51	3.49	3.67	3.68	*3.60
	Performance	3.61	3.21	3.03	3.58	3.45	3.08	3.49	3.55	3.37
Showers	Importance	1.74	2.04	2.87	2.72	1.45	1.18	1.94	1.82	2.04
	Performance	3.92	2.60	2.80	3.52	4.00	1.00	3.18	3.20	3.16
Parking availability	Importance	3.57	3.45	3.47	3.46	3.51	3.36	3.50	3.61	*3.49
	Performance	3.85	3.73	3.29	3.70	3.48	3.37	3.25	3.67	*3.52
Boat ramps	Importance	1.34	1.23	2.26	1.44	1.13	1.07	1.35	1.19	1.47
	Performance	3.25	NA	3.52	3.67	4.00	1.00	2.75	NA	3.39
Playground	Importance	1.72	1.86	2.05	1.60	1.35	1.17	1.62	1.83	1.70
	Performance	3.69	3.18	2.96	3.36	2.50	2.00	3.40	3.44	3.27
Shaded picnic sites	Importance	2.70	2.70	3.20	2.66	2.41	2.44	2.75	3.04	2.78
	Performance	3.38	3.32	3.24	3.08	2.58	2.95	3.22	3.43	3.21
Nature/Visitor center	Importance	2.65	2.83	2.82	2.65	2.64	2.29	2.84	3.02	2.74
	Performance	3.66	3.55	3.27	3.59	3.25	2.25	3.71	3.54	*3.47
Trail mileage signs	Importance	3.43	3.45	2.75	3.28	3.37	3.29	3.24	3.56	*3.26
	Performance	2.83	2.86	2.86	3.15	2.93	2.76	2.87	3.30	2.95
Interpretive signs	Importance	2.79	2.93	2.83	2.83	3.00	2.68	2.91	3.04	2.87
	Performance	2.56	2.50	2.83	2.97	2.52	2.23	2.69	3.17	2.72
Park roads	Importance	3.24	3.39	3.38	3.22	2.68	2.64	3.36	3.48	*3.20
	Performance	3.63	3.79	3.37	3.54	3.36	2.71	3.52	3.60	*3.46
Multi-use trails	Importance	3.14	3.39	2.73	3.74	3.26	2.51	3.39	2.81	*3.08
	Performance	3.40	3.68	3.06	3.63	3.54	3.29	3.54	3.47	*3.45
Competitive tracks	Importance	1.76	1.93	1.52	3.09	1.73	1.15	2.02	1.58	1.82
	Performance	3.31	3.36	2.63	3.82	2.83	3.00	3.07	3.33	3.34
Equestrian facilities	Importance	1.49	1.79	1.44	1.61	1.50	1.34	1.37	1.40	1.47
	Performance	3.24	3.33	2.38	3.58	3.36	3.07	2.60	3.00	3.15
Information display/kiosks	Importance	2.96	2.81	2.55	2.79	2.71	2.83	2.74	3.02	2.79
	Performance	3.25	3.04	2.88	3.46	3.04	2.91	3.00	3.12	3.08
Outdoor amphitheater	Importance	1.72	1.62	1.84	1.80	1.55	1.31	1.75	2.00	1.72
	Performance	3.53	3.17	3.10	3.14	3.00	1.50	3.38	3.20	3.17
Animal exhibits	Importance	2.15	2.00	2.18	2.25	2.16	1.74	2.39	2.55	2.20
	Performance	2.91	3.31	3.00	3.21	3.21	1.00	3.19	3.35	3.10
Access for disabled	Importance	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Performance	NA	NA	NA	NA	NA	NA	NA	NA	NA

(Continued)

Q4: This question address **park facilities** and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "*Doesn't Apply*."

¹1= Not at all important, 4= Extremely important / ²1= Poor, 2=Fair, 3=Good, 4=Excellent, and DA= Doesn't Apply

Notes: The top five facilities used overall are denoted with an asterisk (*).

Water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

Table 2.4C Importance of park facilities and each park's performance in providing the facilities (2007-2008)

		Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Facilities:		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Park campsites	Importance ¹	2.21	2.47	2.97	2.82	2.07	1.53	2.23	2.21	2.35
	Performance ²	3.58	3.16	3.22	3.53	2.50	2.75	3.48	3.43	*3.37
Information display/kiosks	Importance	2.80	2.98	2.86	3.07	2.76	3.13	2.51	3.05	2.90
	Performance	3.16	3.12	3.00	3.17	3.20	3.01	3.00	3.26	3.11
Restrooms	Importance	3.56	3.72	3.62	3.57	3.43	2.97	3.56	3.64	*3.50
	Performance	3.57	3.11	2.80	3.56	3.44	2.27	3.41	3.57	3.20
Access for disabled	Importance	1.99	2.35	2.37	2.19	2.38	1.67	1.81	2.06	2.07
	Performance	3.28	3.12	3.02	3.31	2.87	1.62	3.33	3.14	3.02
Boat ramps	Importance	1.31	1.72	3.17	1.27	1.22	1.04	1.28	1.31	1.69
	Performance	2.75	3.12	3.44	3.00	0.00	4.00	3.50	2.50	*3.33
Playground	Importance	1.92	2.81	1.83	1.55	1.50	1.09	1.47	2.08	1.76
	Performance	3.36	3.54	2.44	3.00	1.33	2.50	3.17	3.27	3.13
Shaded picnic sites	Importance	2.90	3.32	3.18	3.20	2.85	2.03	2.89	3.07	2.92
	Performance	3.35	3.49	2.95	3.04	2.00	1.85	3.26	3.54	3.08
Visitor center	Importance	2.33	3.08	2.85	2.48	2.89	1.91	2.16	2.89	2.54
	Performance	2.93	3.16	3.31	3.15	3.34	2.06	3.17	3.17	3.13
Park signs	Importance	3.34	3.56	3.45	3.36	3.30	3.07	3.09	3.41	*3.31
	Performance	3.34	3.19	3.09	3.34	3.14	2.91	3.29	3.32	3.20
Park roads	Importance	3.29	3.50	3.60	3.43	2.85	2.57	3.23	3.48	*3.26
	Performance	3.66	3.55	3.24	3.60	3.22	2.86	3.58	3.47	*3.40
Multiuse trails	Importance	3.45	3.43	2.73	3.47	3.38	2.89	3.23	3.59	*3.25
	Performance	3.59	3.33	2.94	3.60	3.27	3.20	3.41	3.55	*3.39
Competitive tracks	Importance	1.58	2.26	1.62	2.84	1.64	1.32	1.59	1.96	1.85
	Performance	3.38	3.33	2.44	3.64	2.25	2.83	2.88	3.29	3.24
Outdoor amphitheater	Importance	1.60	2.16	1.81	1.76	1.82	1.30	1.60	1.68	1.69
	Performance	3.33	3.19	2.67	2.73	2.00	2.00	2.67	2.85	2.81
Equestrian facilities	Importance	1.60	2.29	1.71	1.48	2.72	1.48	1.44	1.45	1.70
	Performance	3.39	3.21	2.95	3.22	2.96	3.18	3.42	3.17	3.18
Parking availability	Importance	3.58	3.66	3.60	3.62	3.46	3.32	3.33	3.61	*3.52
	Performance	3.72	3.60	3.27	3.66	3.02	3.12	3.11	3.51	*3.39

Q4: This question address **park facilities** and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "*Doesn't Apply*."

¹1= Not at all important to 4= Extremely important

²1= Poor, 2=Fair, 3=Good, 4=Excellent, and DA= Doesn't Apply

Note: The top five facilities used overall are denoted with an asterisk (*).

Water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

Table 2.4D Importance of park facilities and each park's performance in providing the facilities (2005-2006)

		Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Facilities		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Park campsites	Importance ¹	2.64	3.16	3.24	3.26	2.24	1.30	2.85	2.44	2.78
	Performance ²	3.84	3.07	3.26	3.76	1.50	3.33	3.57	3.51	*3.53
Information display/kiosks	Importance	2.92	3.00	2.71	2.89	2.59	3.19	2.76	3.06	2.90
	Performance	3.16	2.80	2.71	3.29	2.85	3.14	3.01	3.29	3.10
Restrooms	Importance	3.48	3.89	3.57	3.41	3.24	3.29	3.46	3.66	*3.50
	Performance	3.68	3.16	23.92	3.65	3.69	2.73	3.43	3.39	*3.34
Access for disabled	Importance	1.87	2.64	2.48	1.98	2.00	1.68	2.21	2.44	2.16
	Performance	3.47	3.44	3.07	3.32	3.29	1.75	3.15	3.23	3.13
Boat ramps	Importance	1.27	1.53	3.00	1.20	1.00	1.13	1.52	1.34	1.66
	Performance	2.83	3.17	3.40	3.00	3.00	0.00	3.00	2.75	3.26
Playground	Importance	1.80	3.20	2.03	1.81	1.47	1.24	1.75	2.17	1.80
	Performance	3.49	2.288	2.65	3.40	1.67	1.00	3.68	3.18	3.15
Shaded picnic sites	Importance	2.74	3.74	3.15	2.36	2.25	2.10	2.90	3.34	2.86
	Performance	3.14	2.77	3.15	2.85	2.00	1.47	3.33	3.39	3.10
Visitor center	Importance	2.24	2.81	2.64	2.43	2.50	2.24	2.35	2.97	2.53
	Performance	3.03	2.93	3.10	3.18	3.69	.204	2.52	3.25	3.04
Park signs	Importance	3.18	3.33	3.35	3.18	2.88	3.26	3.12	3.51	*3.26
	Performance	3.27	3.37	3.05	3.35	2.79	3.01	3.30	3.39	3.24
Park roads	Importance	3.30	3.42	3.50	3.27	2.44	2.71	3.33	3.50	*3.29
	Performance	3.63	3.11	3.33	3.54	3.15	2.98	3.54	3.50	*3.46
Hiking trails	Importance	3.22	3.08	2.66	3.53	3.25	3.07	3.31	3.31	*3.20
	Performance	3.52	2.90	3.31	3.77	3.13	3.46	3.57	3.43	*3.51
Competitive tracks	Importance	1.42	1.82	1.65	2.25	1.63	1.37	1.58	1.69	1.70
	Performance	2.80	2.92	2.50	3.72	2.33	2.00	2.93	3.19	3.16
Outdoor amphitheater	Importance	1.56	2.04	1.76	1.89	1.64	1.47	1.72	1.92	1.76
	Performance	2.45	3.00	2.65	2.77	2.00	1.67	2.75	2.91	2.69
Equestrian facilities	Importance	1.06	2.08	1.38	1.39	2.18	1.54	1.45	1.70	1.55
	Performance	3.20	2.33	2.32	3.26	3.22	3.21	3.00	3.12	3.06
Parking availability	Importance	3.46	3.56	3.59	2.98	3.41	3.51	3.34	3.50	*3.38
	Performance	3.68	3.32	3.05	3.60	2.93	3.27	3.48	3.56	*3.44

Q4: This question address **park facilities** and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "*Doesn't Apply*."

¹1= Not at all important to 4= Extremely important

²1= Poor, 2=Fair, 3=Good, 4=Excellent, and DA= Doesn't Apply

Note: The top five facilities used overall are denoted with an asterisk (*).

Water-based activities are available only at Lake Pleasant. If indicated at other parks, the researchers did not delete out those cases in order to maintain the integrity of the data.

Table 2.5A Importance of park services and each park staff's performance in providing the services (2018-2019)

		Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Service:		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Wi-Fi	Importance ¹	2.28	2.25	2.18	2.42	1.92	1.83	2.16	2.52	2.16
	Performance ²	3.11	3.00	3.07	2.83	3.38	2.00	2.80	2.69	2.87
Mobile apps	Importance	2.20	2.06	2.16	2.11	2.06	1.73	2.00	2.38	2.07
	Performance	3.40	3.00	3.00	3.33	3.39	2.67	2.75	3.29	3.13
Staffed nature center	Importance	3.18	3.29	2.57	2.84	3.00	1.98	2.82	3.39	2.92
	Performance	3.84	3.82	3.54	3.83	3.71	3.24	3.57	3.72	*3.69
Trail conditions	Importance	3.65	3.68	3.02	3.90	3.79	3.48	3.52	3.81	*3.60
	Performance	3.77	3.50	3.45	3.81	3.68	3.56	3.64	3.77	*3.64
Park interpretive programs	Importance	2.54	3.05	2.39	2.28	2.60	2.56	2.54	2.90	2.63
	Performance	3.61	3.55	3.47	3.33	3.51	3.44	3.50	3.30	3.50
Park maintenance	Importance	3.78	3.73	3.61	3.71	3.69	3.47	3.50	3.82	*3.65
	Performance	3.82	3.50	3.51	3.90	3.70	3.58	3.55	3.81	*3.65
Park information	Importance	3.56	3.64	3.27	3.50	3.56	3.21	3.38	3.58	*3.47
	Performance	3.71	3.44	3.45	3.62	3.69	3.41	3.50	3.62	3.56
Law enforcement presence	Importance	2.69	2.63	3.12	2.50	2.39	2.12	2.40	2.91	2.56
	Performance	3.17	2.65	3.24	2.67	3.09	2.35	2.72	3.00	2.90
Facility cleanliness	Importance	3.74	3.73	3.61	3.62	3.63	3.30	3.56	3.76	*3.62
	Performance	3.84	3.64	3.45	3.81	3.76	3.35	3.54	3.62	*3.64
Staff availability	Importance	3.15	3.19	3.10	3.20	3.15	2.47	2.86	3.33	3.03
	Performance	3.69	3.58	3.38	3.65	3.73	3.21	3.40	3.58	3.53
Staffed entry station	Importance	2.80	2.74	3.05	2.80	3.07	2.00	2.81	3.22	2.80
	Performance	3.59	3.66	3.57	3.75	3.70	3.13	3.62	3.62	3.59
Resource protection/management	Importance	3.49	3.55	3.15	3.65	3.38	3.29	3.35	3.62	3.42
	Performance	3.58	3.41	3.43	3.43	3.54	3.55	3.35	3.38	3.47
Merchandise, food/beverage sales	Importance	2.12	2.05	2.47	2.28	2.14	1.48	1.91	2.38	2.06
	Performance	3.46	3.21	3.22	3.44	3.19	2.93	3.02	3.08	3.20
Park maps	Importance	3.53	3.60	3.17	3.33	3.51	3.40	3.31	3.67	*3.45
	Performance	3.75	3.50	3.27	3.53	3.77	3.42	3.59	3.65	*3.59
Customer service	Importance	3.35	3.30	3.24	3.05	3.31	2.60	3.15	3.42	3.19
	Performance	3.87	3.83	3.50	3.84	3.83	3.59	3.60	3.69	3.73

Q5: This question address **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the parks staff in providing those services. If the service doesn't exist at this park or you do not know about the service quality, please circle "*Doesn't Apply.*"

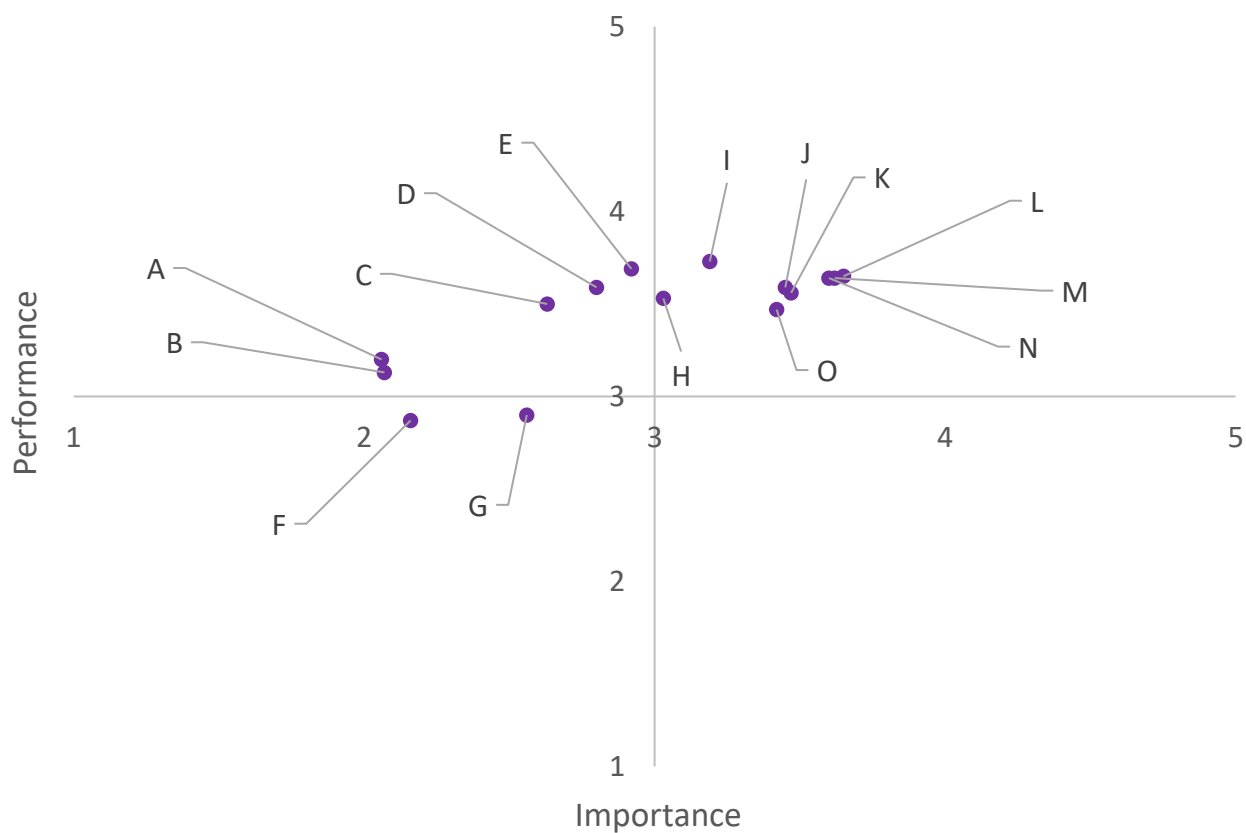
¹1= Not at all important to 4=Extremely important

²1=Poor, 2=Fair, 3=Good, 4=Excellent, and DA=Doesn't Apply

Note: The wording for this question was changed for 2018-2019

Top five services overall are denoted with an asterisk (*)

Figure 2.2 Graphic of Importance and Performance of Facilities



A = Merchandise, food/beverage sales, **B** = Mobile apps, **C** = Park interpretive programs, **D** = Staffed entry station, **E** = Staffed nature center, **F** = Wi-Fi, **G** = Law enforcement presence, **H** = Staff availability, **I** = Customer service, **J** = Park maps, **K** = Park information, **L** = Park maintenance, **M** = Facility cleanliness, **N** = Trail conditions, **O** = Resource protection/ management

Table 2.5B Importance of park services and each park staff's performance in providing the services (2012-2013)

		Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Service:		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Staff courtesy	Importance ¹	3.60	3.52	3.68	3.54	3.71	3.23	3.63	3.60	*3.58
	Performance ²	3.76	3.74	3.63	3.94	3.91	3.72	3.88	3.74	*3.79
Park interpretive programs	Importance	2.71	2.37	2.40	2.25	2.56	2.55	2.48	2.88	2.53
	Performance	3.47	3.36	2.87	3.62	3.55	3.70	3.50	3.48	3.43
Park maintenance	Importance	3.73	3.61	3.84	3.65	3.71	3.42	3.78	3.72	*3.70
	Performance	3.63	3.55	3.23	3.75	3.77	3.58	3.75	3.64	*3.60
Park information	Importance	3.48	3.60	3.48	3.47	3.47	3.19	3.59	3.55	*3.48
	Performance	3.49	3.45	3.29	3.44	3.67	3.28	3.56	3.53	3.46
Law enforcement	Importance	3.22	3.35	3.51	3.29	2.91	2.92	3.21	3.27	3.23
	Performance	3.50	3.43	3.27	3.19	3.33	3.14	3.18	3.40	3.30
Facility cleanliness	Importance	3.69	3.74	3.77	3.86	3.56	3.49	3.83	3.72	*3.72
	Performance	3.62	3.57	3.05	3.74	3.65	3.41	3.64	3.82	*3.54
Staff availability	Importance	2.79	2.97	3.27	2.56	2.97	2.48	3.18	2.87	2.92
	Performance	3.45	3.12	3.02	3.37	3.39	3.38	3.39	3.33	3.29
Staffed entry station	Importance	2.59	3.06	3.24	2.16	3.06	1.66	3.17	2.78	2.77
	Performance	3.58	3.31	3.41	3.52	3.59	2.85	3.72	3.53	*3.51
Resource protection/mgmt..	Importance	3.37	3.48	3.37	3.53	3.15	3.05	3.31	3.40	3.33
	Performance	3.47	3.50	3.03	3.54	3.67	3.40	3.56	3.56	3.45
Merchandise, food/beverage sales	Importance	1.65	2.04	2.55	1.65	1.54	1.32	1.77	1.72	1.82
	Performance	3.19	2.56	2.94	2.63	3.43	NA	3.18	3.06	2.98
Park maps	Importance	3.37	3.70	3.48	3.49	3.57	3.48	3.47	3.60	*3.51
	Performance	3.64	3.40	3.39	3.50	3.67	3.59	3.60	3.59	*3.55

Q5: This question address **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the parks staff in providing those services. If the service doesn't exist at this park or you do not know about the service quality, please circle "Doesn't Apply."

¹1= Not at all important to 4=Extremely important

²1=Poor, 2=Fair, 3=Good, 4=Excellent, and DA=Doesn't Apply

Note: Top five services overall are denoted with an asterisk (*)

Table 2.5C Importance of park services and each park staff's performance in providing the services (2007-2008)

		Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Service:		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Staff courtesy	Importance ¹	3.42	3.64	3.52	3.53	3.36	3.17	3.56	3.42	*3.45
	Performance ²	3.67	3.69	3.47	3.70	3.82	3.81	3.73	3.61	*3.67
Park interpretive programs	Importance	2.30	2.81	2.17	2.42	2.47	2.56	2.43	2.43	2.43
	Performance	3.50	3.46	2.97	3.25	3.32	3.49	3.32	3.19	*3.32
Park maintenance	Importance	3.59	3.64	3.78	3.70	3.50	3.40	3.58	3.59	*3.60
	Performance	3.69	3.44	3.20	3.67	3.51	3.44	3.48	3.52	*3.50
Park information	Importance	3.40	3.50	3.42	3.42	3.24	3.31	3.21	3.41	*3.36
	Performance	3.34	3.44	3.08	3.42	3.28	3.11	3.38	3.25	*3.27
Law enforcement	Importance	3.11	3.46	3.48	3.17	3.16	2.82	3.05	3.30	*3.19
	Performance	3.27	3.33	2.97	3.15	3.24	3.19	3.24	3.31	3.19
Facility cleanliness	Importance	3.72	3.84	3.82	3.80	3.51	3.48	3.73	3.65	*3.70
	Performance	3.65	3.67	2.87	3.75	3.61	3.22	3.53	3.50	*3.45
Staff availability	Importance	2.70	3.29	3.09	3.06	2.90	2.28	2.89	2.93	2.87
	Performance	3.09	3.38	2.87	3.20	3.46	2.90	3.24	3.14	3.14
Staffed entry station	Importance	2.32	2.97	3.22	2.51	2.64	1.55	3.00	2.66	2.58
	Performance	3.28	3.35	3.28	2.92	3.52	2.15	3.53	3.32	3.26

Q5: This question address **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the parks staff in providing those services. If the service doesn't exist at this park or you do not know about the service quality, please circle "*Doesn't Apply*."

¹1= Not at all important to 4=Extremely important

²1=Poor, 2=Fair, 3=Good, 4=Excellent, and DA=Doesn't Apply

Note: Top five services overall are denoted with an asterisk (*).

Table 2.5D Importance of park services and each park staff's performance in providing the services (2005-2006)

		Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Service:		Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Staff courtesy	Importance ¹	3.40	3.32	3.82	3.46	3.53	3.41	3.43	3.54	*3.51
	Performance ²	3.82	3.44	3.33	3.84	3.92	3.90	3.79	3.68	*3.71
Park programs	Importance	2.42	2.65	2.23	2.46	2.71	2.88	2.54	2.77	2.54
	Performance	3.37	3.23	2.88	3.39	3.00	3.52	3.24	3.22	3.27
Park maintenance	Importance	3.72	3.62	3.63	3.64	3.47	3.57	3.58	3.73	*3.64
	Performance	3.79	2.96	3.11	3.75	3.36	3.43	3.59	3.53	*3.53
Park information	Importance	3.25	3.50	3.30	3.34	3.20	3.44	3.38	3.49	*3.67
	Performance	3.38	3.17	3.01	3.49	3.25	3.31	3.43	3.42	*3.34
Park security/ law enforcement	Importance	3.24	3.31	3.48	3.29	3.44	3.23	3.33	3.46	*3.35
	Performance	3.45	3.13	2.95	3.48	3.50	3.27	3.28	3.38	*3.29
Facility cleanliness	Importance	3.75	3.73	3.75	3.80	3.60	3.58	3.69	3.74	*3.72
	Performance	3.74	3.07	3.00	3.77	3.92	3.49	3.16	3.59	*3.53
Staff availability	Importance	2.81	3.08	3.21	3.97	3.13	2.18	3.03	3.18	3.02
	Performance	3.27	3.78	2.75	3.41	3.69	3.13	3.36	3.21	3.19

Q5: This question address **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the parks staff in providing those services. If the service doesn't exist at this park or you do not know about the service quality, please circle "*Doesn't Apply*."

¹1= Not at all important to 4=Extremely important

²1=Poor, 2=Fair, 3=Good, 4=Excellent, and DA=Doesn't Apply

Note: Top five services overall are denoted with an asterisk (*).

Table 2.6 Reasons for visiting County Parks

	Not at all important	Slightly important	Important	Extremely important	Overall (2018-19)	Overall (2012-13)	Overall (2007-08)	Overall (2005-06)
I visit this park to:	Percent	Percent	Percent	Percent	Mean ¹	Mean ¹	Mean ¹	Mean ¹
Have an inexpensive recreation experience	3.2	8.2	33.0	55.6	3.41	3.39	3.48	3.22
Improve my physical health	2.1	4.4	33.8	59.7	*3.51	*3.54	3.55	3.14
Enjoy the solitude	1.5	6.9	34.5	57.1	3.47	3.42	*3.67	*3.48
Be with others who enjoy the same things I do	8.8	16.8	38.0	36.3	3.02	2.97	3.18	2.98
Be with friends and family	4.4	10.5	37.1	48.0	3.29	3.38	3.44	3.30
Learn more about nature	2.7	18.5	43.2	35.6	3.12	2.89	3.06	2.89
Enjoy desirable climate	1.7	4.9	42.0	51.5	3.43	3.34	3.50	NA
Feel in control of my life	15.0	15.2	35.1	34.7	2.89	2.67	2.96	2.79
Enjoy physical exercise	1.7	4.4	31.4	62.5	*3.55	*3.60	*3.62	*3.35
Test my skills and abilities	9.0	27.5	30.9	32.6	2.87	2.87	2.94	2.42
Relax	0.4	6.1	39.8	53.7	*3.47	3.43	*3.65	*3.60
Observe the scenic beauty	0.6	1.1	25.5	72.8	*3.70	*3.74	*3.85	*3.72
Get away from my everyday responsibilities for awhile	4.0	11.2	32.4	52.4	3.33	3.37	3.52	*3.42
Enjoy the sounds and smells of nature	0.4	3.2	29.7	66.7	3.63	*3.56	*3.69	2.27
Develop my skills and abilities	9.7	24.8	34.9	30.7	2.87	2.85	2.92	*3.42
Help reduce or release built up tensions	5.9	16.2	35.8	42.1	3.14	3.11	3.26	2.49
Learn more about the area's culture and history	4.2	20.0	42.7	33.1	3.05	2.76	2.91	3.00
Be in the desert	3.8	14.3	37.6	44.3	3.22	3.02	3.26	2.79
Do something exciting	3.8	18.8	42.2	35.2	3.09	2.98	3.11	2.94
To experience or do something new	3.6	16.0	44.1	36.3	3.13	2.92	3.06	2.85
To experience the open space	1.3	4.8	33.0	60.9	*3.54	*3.54	NA	NA
To get away from civilization for a while	2.3	7.8	35.7	54.2	3.42	3.43	NA	NA
Enjoy wildlife	1.9	8.8	33.8	55.5	3.43	3.38	3.58	NA

Q6: People visit county parks for many reasons. How important are each of the following reasons to you when visiting this park?

¹1=Not at all important, 2=Slightly important, 3=Important, and 4=Extremely important

Note: The top five reasons overall are denoted with an asterisk (*).

Table 2.7 Money spent on an average trip to the County Parks

	2018-2019		2012-2013		2007-2008		2005-2006	
	Dollar amount	Visitors spending in this category	Dollar amount	Visitors spending in this category	Dollar amount	Visitors spending in this category	Dollar amount	Visitors spending in this category
	Mean	Percent	Mean	Percent	Mean	Percent	Mean	Percent
Lodging (hotels, campground, etc.)	\$38.45	10.6%	\$34.53	15.8%	\$28.38	19.4%	\$59.41	34.2%
Shopping & gifts (clothing, gifts, souvenirs, etc.)	\$14.88	29.5%	\$10.99	12.3%	\$13.20	12.2%	\$20.52	18.6%
Food, meals & drink (restaurants, taverns, groceries, etc.)	\$37.61	37.5%	\$32.30	40.9%	\$38.71	49.7%	\$64.43	59.4%
Tourist services (jeep tours/rentals, museums, outfitters, horseback riding, boat rentals, tours, etc.)	\$10.20	5.2%	\$1.31	1.9%	\$2.50	2.8%	\$5.89	5.2%
Recreation equipment purchases (tents, camping gear)	\$37.93	13.8%	\$21.00	12.8%	\$27.52	10.9%	NA	NA
Gas and transportation costs	\$30.04	78.9%	\$34.72	76.7%	\$40.63	79.9%	\$52.56	83.0%
Entrance fees, permits & licenses	\$18.50	80.9%	\$18.14	75.1%	\$14.57	75.7%	\$13.37	70.8%
Other	\$49.80	4.1%	\$4.64	5.6%	\$5.76	5.6%	\$5.12	6.3%
Total	\$237.41		\$157.63		\$171.27		\$221.30	

Q7: Please estimate the amount of money you and your group spent on your most recent trip to this Maricopa county Park. Include only those expenditures (credit or cash) made related to your trip.

Note: Persons reported no spending in a category counted at \$0.

Two outliers were excluded from this particular question: one who put \$30,000 under equipment purchases, and one who put \$500 for airfare under the other category.

Table 2.8A Use of facilities by participant and family (2018-2019)

	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Facilities:	Mean ¹	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Individual site sewer at camp sites	2.34	2.51	1.92	2.21	2.57	2.67	2.48	2.44	2.43
Off-highway vehicle areas	2.45	2.53	2.00	2.56	2.45	2.68	2.40	2.45	2.44
Cabin/room accommodations	2.35	2.28	2.10	2.11	2.30	2.49	2.45	2.26	2.32
Restaurants/snack bars	1.88	1.94	1.55	2.11	2.01	2.30	2.14	1.88	*1.99
Event venue [†]	2.15	1.98	1.84	2.12	2.19	2.45	2.20	2.16	*2.15
Mountain bike obstacle course [†]	2.67	2.44	2.29	2.35	2.44	2.74	2.44	2.52	2.51
Pedestrian (aerial or ground) obstacle course	2.45	2.08	1.95	2.25	2.22	2.50	2.19	2.06	2.23
Wildlife viewing areas or blinds	1.65	1.54	1.67	1.53	1.65	1.83	1.55	1.51	*1.63
Outdoor exercise/circuit course	2.14	1.90	1.92	1.94	2.03	2.26	1.95	2.00	*2.03
Zipline	2.51	2.00	1.86	2.40	2.14	2.45	2.15	2.13	*2.20
Off-leash dog area	2.48	2.29	2.12	2.29	2.36	2.21	2.35	2.53	2.34
Other (fill-in)	1.50	1.00	1.00	NA	1.44	1.33	1.00	2.00	1.28
Archery ranges	NA	NA	NA	NA	NA	NA	NA	NA	NA
Competitive tracks	NA	NA	NA	NA	NA	NA	NA	NA	NA
Shooting ranges	NA	NA	NA	NA	NA	NA	NA	NA	NA
Sports fields/facilities	NA	NA	NA	NA	NA	NA	NA	NA	NA
Shaded playgrounds	NA	NA	NA	NA	NA	NA	NA	NA	NA
Shaded picnic area	NA	NA	NA	NA	NA	NA	NA	NA	NA
Shower facilities	NA	NA	NA	NA	NA	NA	NA	NA	NA
Equestrian/horse facilities	NA	NA	NA	NA	NA	NA	NA	NA	NA
Visitor/nature centers	NA	NA	NA	NA	NA	NA	NA	NA	NA
Conference facilities	NA	NA	NA	NA	NA	NA	NA	NA	NA
RV or trailer hook-up	NA	NA	NA	NA	NA	NA	NA	NA	NA
Camping sites	NA	NA	NA	NA	NA	NA	NA	NA	NA
Information kiosks	NA	NA	NA	NA	NA	NA	NA	NA	NA
Multi-use trails	NA	NA	NA	NA	NA	NA	NA	NA	NA
Outdoor amphitheater	NA	NA	NA	NA	NA	NA	NA	NA	NA
Shaded picnic areas	NA	NA	NA	NA	NA	NA	NA	NA	NA
Trial signage (signs)	NA	NA	NA	NA	NA	NA	NA	NA	NA
Playgrounds	NA	NA	NA	NA	NA	NA	NA	NA	NA

Q8: The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided?

¹1=I would definitely use, 2=I may use, and 3=I definitely would not use

Note: The top five facilities for future use overall are denoted with an asterisk (*).
 NA represents items that were asked in previous iterations of the survey but were removed for this iteration

Table 2.8B Use of facilities by participant and family (2012-2013)

	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Facilities:	Mean ¹	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Camping sites	2.36	2.30	1.32	1.74	2.30	2.67	2.07	2.19	2.08
Off-highway vehicle areas	2.44	2.54	2.17	2.53	2.68	2.62	2.44	2.69	2.49
Cabin/room accommodations	2.56	2.39	2.36	2.48	2.55	2.54	2.49	2.51	2.48
Restaurants/snack bars	2.13	1.92	1.74	2.24	2.42	2.29	2.11	2.07	2.09
Visitor/nature centers	1.69	1.63	1.65	1.54	1.56	1.67	1.58	1.46	*1.60
Conference facilities	2.82	2.78	2.80	2.69	3.03	2.80	2.65	2.74	2.78
RV or trailer hook-up	2.60	2.70	1.58	2.31	2.88	2.91	2.43	2.63	2.45
Sewage disposal sites	2.60	2.75	1.68	2.30	3.00	2.85	2.51	2.61	2.47
Shower facilities	2.49	2.46	1.57	1.86	2.71	2.73	2.25	2.40	2.26
Equestrian/horse facilities	2.50	2.58	2.66	2.66	2.84	2.71	2.83	2.56	2.67
Archery ranges	2.64	2.35	2.57	2.62	2.61	2.74	2.35	2.34	2.53
Competitive tracks	2.59	2.46	2.80	1.67	2.67	2.90	2.47	2.70	2.55
Shooting ranges	2.59	2.15	2.24	2.49	2.60	2.76	2.26	2.51	2.44
Sports fields/facilities	2.50	2.42	2.57	2.44	2.91	2.76	2.35	2.62	2.56
Shaded playgrounds	2.33	2.35	2.14	2.38	2.73	2.59	2.20	2.16	2.33
Shaded picnic area	1.92	1.71	1.47	1.63	1.86	1.88	1.74	1.60	*1.71
Wildlife viewing areas or blinds	1.77	1.64	1.79	1.74	1.88	1.81	1.68	1.63	*1.74
Outdoor exercise/circuit course	1.96	1.74	2.09	1.69	2.03	2.48	1.72	2.02	*1.97
Zipline	2.13	1.88	2.08	2.14	2.09	2.28	1.91	1.98	*2.06
Off-leash dog area	2.36	2.00	2.16	2.22	2.31	2.59	2.20	2.44	2.29
Other (fill-in)	1.00	1.00	1.00	1.00	1.00	NA	1.00	1.00	1.00
Information kiosks	NA	NA	NA	NA	NA	NA	NA	NA	NA
Multi-use trails	NA	NA	NA	NA	NA	NA	NA	NA	NA
Outdoor amphitheater	NA	NA	NA	NA	NA	NA	NA	NA	NA
Shaded picnic areas	NA	NA	NA	NA	NA	NA	NA	NA	NA
Trial signage (signs)	NA	NA	NA	NA	NA	NA	NA	NA	NA
Playgrounds	NA	NA	NA	NA	NA	NA	NA	NA	NA

Q8: The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided?

¹1=I would definitely use, 2=I may use, and 3=I definitely would not use

Note: The top five facilities for future use overall are denoted with an asterisk (*).

NA represents items that were asked in previous iterations of the survey but were removed for this iteration

Table 2.8C Use of facilities by participant and family (2007-2008)

	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Facilities:	Mean ¹	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Camping sites	1.97	1.92	1.58	1.71	2.12	2.39	1.75	1.90	1.91
Off-highway vehicle areas	2.43	2.15	1.98	2.27	2.40	2.43	2.39	2.41	2.31
Cabin/room accommodations	2.35	2.15	1.99	2.46	2.37	2.48	2.48	2.31	2.33
Playgrounds	2.35	2.07	2.14	2.48	2.23	2.68	2.61	2.37	2.39
Visitor/information centers	1.65	1.61	1.61	1.80	1.64	1.71	1.72	1.57	*1.67
Conference facilities	2.52	2.59	2.40	2.46	2.37	2.54	2.58	2.50	2.50
RV or trailer hook-up	2.35	2.51	1.75	1.94	2.41	2.72	2.20	2.41	2.27
Sewage disposal sites	2.33	2.46	1.71	2.03	2.44	2.68	2.20	2.45	2.27
Shower facilities	2.17	2.32	1.74	1.62	2.33	2.51	2.08	2.10	2.09
Equestrian/horse facilities	2.33	2.26	2.42	2.51	2.21	2.43	2.71	2.44	2.43
Information kiosks	1.60	2.02	1.63	1.72	1.73	1.55	1.75	1.48	*1.66
Restaurants/snack bars	2.08	1.79	1.65	1.84	2.10	2.20	2.02	1.89	1.95
Competitive tracks	2.48	2.24	2.25	1.75	2.39	2.44	2.60	2.15	2.29
Shooting ranges	2.52	2.25	2.22	2.39	2.41	2.56	2.17	2.50	2.39
Multi-use trails	1.33	1.48	1.72	1.43	1.37	1.53	1.54	1.41	1.48
Outdoor amphitheater	2.03	2.11	2.09	2.12	1.95	2.25	2.12	1.91	2.08
Shaded picnic areas	1.61	1.39	1.47	1.59	1.61	1.77	1.60	1.42	*1.57
Trial signage (signs)	1.21	1.25	1.54	1.38	1.14	1.21	1.28	1.24	*1.29
Sports fields/facilities	2.24	2.14	2.20	2.30	2.43	2.59	2.28	2.34	2.32
Shaded playgrounds	2.20	1.88	2.09	2.31	2.24	2.65	2.64	2.19	2.30
Other (fill-in)	1.40	1.88	1.57	2.20	1.00	1.73	1.20	1.00	*1.57

Q8: The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided?

¹1=I would definitely use, 2=I may use, and 3=I definitely would not use

Note: The top five facilities used overall are denoted with an asterisk (*).

Table 2.8D Use of facilities by participant and family (2005-2006)

	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
Facilities:	Mean ¹	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Camping sites	1.83	1.41	1.40	1.38	1.81	2.44	1.61	1.41	*1.69
Off-highway vehicle areas	2.29	1.71	1.963	2.25	2.81	2.46	2.21	1.71	2.22
Cabin/room accommodations	2.39	1.63	2.03	2.47	2.81	2.59	2.28	1.63	2.27
Playgrounds	2.34	1.50	2.14	3.27	2.44	2.65	2.37	1.50	2.26
Visitor/information centers	1.76	1.74	1.73	1.72	1.63	1.54	1.73	1.74	*1.68
Conference facilities	2.53	1.82	2.23	2.50	2.25	2.52	2.49	2.29	2.39
RV or trailer hook-up	1.95	1.70	1.50	1.64	2.63	2.77	1.95	2.17	1.95
Sewage disposal sites	1.89	1.52	1.49	1.68	2.56	2.66	1.90	2.12	1.92
Shower facilities	1.99	1.89	1.65	1.61	2.38	2.73	1.90	1.94	*1.91
Equestrian/horse facilities	2.35	1.44	2.43	2.64	2.25	2.51	2.58	2.40	2.46
Water play areas	2.11	1.43	1.74	2.31	1.94	2.58	2.19	1.92	2.08
Restaurants/snack bars	2.03	2.04	1.57	1.94	2.13	2.43	1.99	1.89	1.92
Mountain bike trails	2.54	1.82	2.20	2.07	2.63	2.73	2.41	2.44	2.37
Shooting ranges	2.50	1.50	2.09	2.47	2.56	2.76	2.49	2.59	2.44
Trailheads/trails	1.48	1.93	1.81	1.26	1.44	1.65	1.53	1.52	*1.53
Outdoor amphitheater	2.13	1.93	2.02	1.94	2.06	2.18	1.85	1.85	1.94
Shaded picnic areas	1.62	1.19	1.45	1.66	1.75	1.75	1.50	1.33	*1.52
Golf courses	2.51	2.25	2.33	2.54	2.69	2.70	2.67	2.36	2.45
Sports fields/facilities	2.44	1.81	2.21	2.46	2.38	2.69	2.24	2.22	2.33
Shaded playgrounds	2.30	1.39	2.11	2.30	2.13	2.53	2.28	2.01	2.20

Q8: The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided?

¹1=I would definitely use, 2=I may use, and 3=I definitely would not use

Note: The top five facilities used overall are denoted with an asterisk (*).

Table 2.9 Management issues in the County Parks/Areas

	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total (2018-19)	Total (2012-13)	Total (2007-08)	Total (2005-06)
Statements:	Mean ¹	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
The current hours of this park are convenient for me	3.47	3.39	3.44	3.43	3.49	3.47	3.39	3.56	3.45	3.44	3.47	3.53
I would use the park more during the summer season if hours were extended later into the evening	2.46	2.64	2.47	2.43	2.68	2.57	2.50	2.56	2.55	2.45	NA	NA
I would use the park more during the winter season if hours were extended earlier into the morning	2.46	2.56	2.52	2.48	2.54	2.33	2.47	2.46	2.48	NA	NA	NA
I would use the park more during the winter season if hours were extended later into the evening	2.30	2.52	2.52	2.48	2.49	2.24	2.49	2.46	2.43	2.38	NA	NA
Park access through the main entrance and trailheads is adequate to meet the needs of the public	3.46	3.24	3.27	3.45	3.38	3.36	3.41	3.39	3.37	3.38	NA	NA
The entrance fee at this park offers a good value	3.38	3.13	3.40	3.38	3.43	3.51	3.27	3.42	3.36	3.30	3.34	3.37
I would recommend this park to my family and friends	3.68	3.52	3.56	3.86	3.62	3.80	3.58	3.77	3.35	3.63	NA	NA
Conflicts among different types of users on the trail is a significant problem in this park	1.97	1.88	1.98	2.00	2.05	1.85	1.95	2.06	1.96	1.89	NA	NA
More Regional trails are needed	2.64	2.66	2.34	3.05	2.80	2.60	2.67	2.58	2.66	2.70	NA	NA
We need more Regional parks in Maricopa County	3.09	3.09	2.86	3.05	2.95	2.93	2.94	2.89	2.98	2.93	NA	NA
I would use trails specifically designated for a single activity, such as hiking, mountain biking, equestrian, etc.	3.36	3.22	2.75	3.52	3.27	3.00	3.15	3.25	3.18	NA	NA	NA
Observing drones during my park visit would have a negative impact on my visit	3.43	3.21	3.00	3.25	3.19	3.54	3.14	3.23	3.25	NA	NA	NA
I would use trails if they were open after dark	NA	NA	NA	NA	NA	NA	NA	NA	NA	2.28	NA	NA

This park is isolated from surrounding development	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	3.25	3.22
I would support at \$1 increase in the entrance fee if the money went to additional park facilities/services	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	3.02	3.06
I think the current annual pass fee is a good value	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	3.18	3.16
I would support a senior citizen entrance fee discount	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	3.43	3.50
This park is a good place to hold a company or family event	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	3.02	NA

Q9: The following is a list of statements describing some management issues in this park. Please indicate the degree to which you agree or disagree with each statement.

¹1= Strongly disagree, 2=Disagree, 3=Agree, and 4=Strongly agree

NA represents items that were present in previous iterations of the survey but were removed from this version

Table 2.10 Possibility of Return Visit

Maricopa County Park:	Definitely will not visit	Might visit	Probably will visit	Definitely will visit	2018-2019	2012-2013	2007-2008	2005-2006
	Percent	Percent	Percent	Percent	Mean ¹	Mean ¹	Mean ¹	Mean ¹
Cave Creek R.P.	2.7	4.0	12.0	81.3	1.28	1.29	1.33	1.49
Estrella M.R.P.	0.0	15.2	15.2	69.7	1.45	1.29	1.42	1.48
Lake Pleasant R.P.	0.0	2.3	20.5	77.3	1.25	1.31	1.34	1.27
McDowell M.R.P.	0.0	5.6	22.2	72.2	1.33	1.08	1.48	1.39
San Tan M.R.P.	1.3	6.3	17.5	75.0	1.34	1.15	1.27	1.21
Spur Cross Ranch C.A.	0.0	10.3	6.9	82.8	1.28	1.39	1.35	1.41
Usery M.R.P.	0.0	6.3	11.4	82.3	1.24	1.32	1.34	1.65
White Tank M.R.P.	0.0	8.3	8.3	83.3	1.25	1.32	1.34	1.14
Total	0.7	7.5	13.6	78.3	1.30	1.28	1.36	1.43

Q10: What is the likelihood that you, or members of your household will visit this park again in the next 12 months?

¹ Average possibility of a return to park. 1= Definitely will visit, 2= Probably will visit, 3= Might visit, 4= Definitely will not visit

Table 2.11 Interest in Park Programs

	Cave Creek R.P.		Estrella M.R.P.		Lake Pleasant R.P.		McDowell M.R.P.		San Tan M.R.P.		Spur Cross Ranch C.A.		Usery M.R.P.		White Tanks M.R.P.		Total	
Programs:	Idk ¹	M ²	idk	M	Idk	M	Idk	M	Idk	M	Idk	M	Idk	M	Idk	M	Idk	M
Volunteer Events	3	1.9	4	1.9	3	1.6	0	2.0	1	1.9	2	1.9	0	1.8	0	1.9	13	1.9
Animals	0	2.4	1	2.5	0	2.3	0	2.2	0	2.3	1	2.4	0	2.3	0	2.3	2	2.4
Aquatics	3	1.5	1	1.7	1	2.1	0	1.5	0	1.5	3	1.5	0	1.6	0	1.7	8	1.6
Archaeology and History	1	2.4	1	2.5	2	2.1	0	2.3	0	2.4	0	2.5	0	2.2	0	2.4	4	2.4
Astronomy	0	2.4	0	2.5	2	2.3	0	2.2	0	2.4	1	2.4	0	2.4	0	2.4	3	2.4
Parks Commission	8	1.7	7	1.5	5	1.6	0	1.4	0	1.5	5	1.6	0	1.4	0	1.4	25	1.5
Entertainment and Social Skills	3	1.6	2	1.8	4	1.8	0	1.5	0	1.6	1	1.4	0	1.5	0	1.6	10	1.6
Health and Fitness	0	2.4	1	2.4	0	2.1	0	2.5	0	2.5	1	2.4	0	2.4	0	2.4	2	2.4
Geology	1	2.4	1	2.5	1	2.1	0	2.6	0	2.3	0	2.5	0	2.2	0	2.4	3	2.4
Outdoor skills	0	2.3	1	2.3	2	2.2	0	2.4	0	2.2	1	2.4	0	2.3	0	2.3	4	2.3
Plants	0	2.5	1	2.5	1	2.2	0	2.5	0	2.4	0	2.6	0	2.4	0	2.4	2	2.4

Q11: How interested are you in the following types of park programs?

¹ Idk = represents the number of participants who responded, 'I don't know.'

² M = Mean score for all participants who expressed opinions other than 'I don't know' 1= Not at all interested, 2= Somewhat interested, and 3= Very interested

This question was newly added to the 2018-19 study

Table 2.12A Preferred information and education delivery methods (2018-2019)

	Awareness ¹		Utilized ²		Desirable ³
	Yes	No	Yes	No	Mean ⁴
	Percent	Percent	Percent	Percent	
Scheduled programs by a park ranger	58.0	42.0	31.1	68.9	2.22
Written materials I can take with me such as maps, brochures and information sheets	91.5	8.5	88.2	11.8	2.68
Self-led activities such as reading road signs or a self-guided nature hike with signs/ pamphlets to tell me what is there	64.5	35.5	55.2	44.8	2.53
Video, computer programs in a nature center	21.7	78.3	13.1	86.9	1.69
Live wildlife cams in a nature center	12.6	87.4	9.0	91.0	2.17
PowerPoint presentations that accompany a lecture	12.0	88.0	5.8	94.2	1.65
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of a visitor center or museum	4.6	95.4	3.5	96.5	1.63
Self-explained exhibits in a nature center	60.0	40.0	55.5	44.5	2.25
Self-led activities with a downloadable 9+ podcast [†]	4.8	95.2	4.2	95.8	1.62
Living history presentations	12.9	87.1	8.9	91.1	1.95
Guided tours/hikes	49.9	50.1	29.1	70.9	2.24
Other	15.6	84.4	4.3	95.7	1.81

Q12: We would like to know which park information and education delivery methods you used and would find most desirable in this park. 1- Are you aware of this method in the park? 2- Have you used this method in this park? 3-How desirable is this delivery method to you for future visits to this park?

⁴1=Not at all desirable, 2=Somewhat desirable, 3=Very desirable

The wording for some items was changed slightly for the 2018-19 study

New items are denoted with a [†]

Table 2.12B Preferred information and education delivery methods (2012-2013)

	Awareness ¹		Utilized ²		Desirable ³
	Yes	No	Yes	No	
	Percent	Percent	Percent	Percent	Mean ⁴
Scheduled presentation by a park ranger	51.3	48.7	22.6	77.4	2.01
Written materials I can take with me such as maps, brochures and information sheets	91.1	8.9	86.4	13.6	2.71
Self led activities such as reading road signs or a self guided nature hike with signs/ pamphlets to tell me what is there	63.4	36.6	53.5	46.5	2.49
Video or computer programs in a nature center	12.0	88.0	4.8	95.2	1.61
Live wildlife cams in a nature center	5.7	94.3	2.9	97.1	1.90
Slide program that accompany a lecture	11.1	88.9	4.6	95.4	1.72
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of a visitor center or museum	2.2	97.8	2.0	98.0	1.56
Self explained exhibits in a nature center	46.4	53.6	39.6	60.4	2.13
Living history presentations	16.6	83.4	10.3	89.7	1.95
Guided tours/hikes	49.6	50.4	21.6	78.4	2.08
Other	66.7	33.3	66.7	33.3	2.80

Q14: We would like to know which park information and education delivery methods you used and would find most desirable in this park. 1- Are you aware of this method in the park? 2- Have you used this method in this park? 3-How desirable is this delivery method to you for future visits to this park?

⁴1=Not at all desirable, 2=Somewhat desirable, 3=Very desirable

Table 2.12C Preferred information and education delivery methods (2007-2008)

	Awareness ¹		Utilized ²		Desirable ³
	Yes	No	Yes	No	Mean ⁴
	Percent	Percent	Percent	Percent	
Scheduled presentation by a park ranger	45.6	54.4	22.1	77.9	2.03
Written materials I can take with me such as maps, brochures and information sheets	81.2	18.8	77.2	22.6	2.65
Self led activities such as reading road signs or a self guided nature hike with signs/ pamphlets to tell me what is there	50.3	49.7	44.2	55.8	2.49
Video or computer programs in a visitor center or museum	7.5	92.5	5.7	94.3	1.74
Slide program that accompany a lecture	5.2	94.8	4.4	95.6	1.67
Audio programs such as cassette tapes that I can listen to while driving, or audio messages as a part of a visitor center or museum	1.9	98.1	2.0	98.0	1.54
Self explained exhibits in a visitor center or museum's exhibits	21.8	78.2	18.5	81.5	2.06
Living history presentations	10.2	89.8	7.6	92.4	1.92
Guided tours/hikes	43.4	56.6	20.5	79.5	2.09
Other	12.5	87.5	9.1	90.9	2.41

Q13: We would like to know which park information and education delivery methods you used and would find most desirable in this park. 1- Are you aware of this method in the park? 2- Have you used this method in this park? 3-How desirable is this delivery method to you for future visits to this park?

⁴1=Not at all desirable, 2=Somewhat desirable, 3=Very desirable

Table 2.12D Preferred information and education delivery methods (2005-2006)

Delivery method:	2005-2006	
	Frequency	Percent
Scheduled presentation by a park ranger	394	57.2
Written materials I can take with me such as maps, brochures and information sheets	675	92.7
Self led activities such as reading road signs or a self guided nature hike with signs/ pamphlets to tell me what is there	552	77.2
Video or computer programs in a visitor center or museum	221	32.8
Slide program that accompany a lecture	155	23.6
Audio programs such as cassette tapes that I can listen to while driving, or audio messages as a part of a visitor center or museum	118	18.0
Self explained exhibits in a visitor center or museum's exhibits	399	56.8
Living history presentations	227	33.8
Guided tours/hikes	378	55.0
Other	14	2.2

Q13: To help you learn more while visiting a Maricopa County park, which information and education delivery methods would you find most enjoyable and desirable?

Table 2.13 Preferences on operating and maintenance funding sources

	2018-2019		2012-2013		2007-2008		2005-2006	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Entirely from taxes	11	2.4	1	0.3	10	1.8	11	1.5
Mostly taxes	79	17.0	31	8.6	122	22.8	148	20.2
Equally from taxes and user fees	192	41.3	140	38.6	252	47.0	354	48.4
Mostly user fees	118	25.4	139	38.4	88	16.4	129	17.6
Entirely user fees	9	1.9	3	0.8	9	1.7	12	1.6
Don't know	56	12.0	48	13.3	55	10.3	77	10.5
Total	465	100.0	362	100.0	536	100.0	731	100.0

Q13: As you may know, the funds needed to operate and maintain county parks come mainly from user fees collected at the site, and approximately 10% of the budget comes from the County General fund. In your opinion, what is the proper balance between taxes and user fees for generating park operating funds?

Table 2.14 Awareness and Visitation of MCPRD Parks

Maricopa County Park or Recreation Area:	Awareness ¹		Visitation ²	
	Yes	No	Yes	No
	Percent	Percent	Percent	Percent
Adobe Dam Regional Park	22.4	77.6	4.0	96.0
Buckeye Hills Regional Park	25.1	74.9	5.4	94.6
Cave Creek Regional Park	66.7	33.3	45.3	54.7
Desert Outdoor Center at Lake Pleasant Regional Park	53.3	46.7	26.8	73.2
Estrella Mtn. Regional Park	64.8	35.2	31.9	68.1
Hassayampa River Preserve	37.4	62.6	13.1	86.9
Lake Pleasant Regional Park	75.2	24.8	43.5	56.5
McDowell Mtn. Regional Park	69.9	30.1	45.5	54.5
San Tan Mtn. Regional Park	57.4	42.6	33.2	66.8
Spur Cross Ranch Conservation Area	43.8	56.2	29.3	70.7
Usery Mtn. Regional Park	63.3	36.7	45.0	55.0
White Tank Mtn. Regional Park	67.9	32.1	36.4	63.6

Q14: Below is a list of all Maricopa County Regional Parks. ¹ – Are you aware of each park? ² – Have you visited that park/area in the last two years?

Table 2.15 Management and user fee issues in the Maricopa County Parks System

	Strongly Disagree	Disagree	Agree	Strongly agree	2018-2019	2012-2013	2007-2008	2005-2006
	Percent	Percent	Percent	Percent	Mean ¹	Mean	Mean	Mean
The current entrance fee is a good value for the benefits I receive from using this park	0.4	5.4	42.9	51.3	3.45	3.36	NA	NA
Entrance fees should be increased occasionally to keep up with inflation and increases in operating costs	4.5	25.5	49.1	20.8	2.86	2.77	3.03	2.99
Entrance fees should be kept at a minimum to encourage use of Regional parks	1.9	12.1	50.9	35.1	3.19	3.24	3.30	3.26
I would be willing to pay a program fee for educational programs & workshops if offered in Regional parks.	6.7	23.9	49.1	20.3	2.83	2.73	NA	NA
I would support a dedicated property tax to support the county Regional parks system.	7.8	27.8	40.9	23.5	2.80	2.55	NA	NA
Park user fees should pay for <u>all</u> of the parks operations and maintenance costs with no funding coming from Maricopa County	NA	NA	NA	NA	NA	1.85	NA	NA
Maricopa County Regional parks should be funded by Maricopa County	NA	NA	NA	NA	NA	2.85	NA	NA
Regional parks are a service that should continue to be funded by the Maricopa County Board of Supervisors	NA	NA	NA	NA	NA	NA	3.53	3.56
We need more Regional parks	NA	NA	NA	NA	NA	NA	3.16	3.15
I would be willing to pay a user fee for educational programs and workshops if offered in Regional parks	NA	NA	NA	NA	NA	NA	2.59	2.68
I would support a modest property tax to support the county Regional parks system	NA	NA	NA	NA	NA	NA	2.59	2.73
Hunting is an appropriate activity in county parks	NA	NA	NA	NA	NA	NA	1.61	NA
Rock climbing is an appropriate activity in county parks	NA	NA	NA	NA	NA	NA	2.86	NA

Q15: The following is a list of statements describing management and user fee issues in the Maricopa county parks System. Please indicate the degree to which you agree or disagree with each of the statements.

¹1=Strongly disagree, 2=Disagree, 3=Agree and 4=Strongly agree

NA represents items that were present in previous iterations of the survey but were removed from this version

Table 2.16 A Social media sources when planning to visit parks (2018-2019)

Social Media Application:	I never use	I rarely use	I sometimes use	I always use	
	%	%	%	%	Mean¹
Blogs	61.7	22.3	14.3	1.7	1.56
Micro-blogs (Twitter/Tumblr)	70.3	15.7	9.7	4.3	1.48
Social networks (Facebook/LinkedIn)	25.5	13.1	29.8	31.7	2.68
Digital video (YouTube/Vimeo)	27.4	22.2	38.5	12.0	2.35
Bookmarking (Pinterest/Stumble Upon)	52.7	16.3	23.3	7.7	1.86
Photo sharing (Instagram/Snapchat)	49.5	14.1	18.6	17.8	2.05
Wiki's (Wikipedia/Wikispaces)	36.0	19.9	33.6	10.5	2.19
Mobile Apps	19.0	15.8	40.7	24.5	2.71
Other	58.6	3.4	8.6	29.3	2.09

Q16: Which social media applications do you use to receive information on a regular basis?

¹ 1 = I never use, 2 = I rarely use, 3 = I sometimes use, and 4 = I always use

Table 2.16B Social media sources when planning to visit parks (2012-2013)

Social Media Application:	I never use	I rarely use	I sometimes use	I always use	
	%	%	%	%	Mean
Blogs	63.7	19.3	15.0	2.0	1.55
Micro-blogs (Twitter/Tumblr)	75.3	14.3	9.0	1.4	1.37
Social networks (Facebook/LinkedIn)	37.3	13.2	28.0	21.5	2.34
Digital video (YouTube/Vimeo)	38.0	22.7	34.6	4.7	2.06
Bookmarking (Digg/Delicious/Stumble Upon)	74.0	16.4	8.5	1.1	1.37
Photo sharing (Flickr/Photobucket)	68.2	22.0	8.4	1.4	1.43
Wiki's (Wikipedia/Wikispaces)	43.1	23.2	24.6	9.1	1.99
Mobile Apps	39.3	15.9	30.9	13.9	2.19
Other	10.0	0.0	0.0	90.0	3.70

Q21: Which social media applications do you use to receive information on a regular basis?

Table 2.17 Information sources when planning to visit parks

Information source:	I would definitely use	I may use	I definitely would not use	I don't know	2018-19	2012-13	2007-08	2005-06
	Percent	Percent	Percent	Percent	Mean ¹	Mean	Mean	Mean
Chamber of Commerce	4.5	28.4	46.3	20.8	2.53	2.52	2.44	2.23
Visitor information centers/museum	40.9	47.1	7.7	4.3	*1.65	1.78	1.73	1.67
Place on state highway map	28.2	51.2	13.8	6.9	1.85	1.88	1.68	1.61
Highway/road signs	45.9	45.3	5.6	3.2	*1.58	1.62	1.49	1.49
Books, magazines	24.6	53.3	14.9	7.1	1.90	1.87	1.77	1.70
Computer based information (internet)	76.7	18.0	3.6	1.7	*1.26	1.25	1.32	1.37
Mobile application	37.3	42.5	12.3	8.0	1.73	NA	NA	NA
Sporting goods/outdoor stores	17.0	54.7	19.0	9.3	2.02	2.10	2.00	2.04
Telephoning specific park sites	13.8	45.9	27.8	12.5	2.16	2.06	1.91	1.81
Brochures picked-up at each County Park	46.3	45.2	5.4	3.0	*1.58	1.56	1.58	1.48
Local radio stations	9.3	39.2	40.1	11.4	2.35	2.33	2.26	2.22
Arizona Office of Tourism brochures	14.5	50.8	25.5	9.3	2.12	2.09	2.05	1.90
Arizona Highways magazine	19.4	43.8	29.1	7.8	2.11	1.99	1.92	1.89
Newspapers	9.5	35.3	47.5	7.7	2.41	2.16	2.11	1.96
Motor club publications	4.8	26.6	57.1	11.5	2.59	2.49	2.44	2.33
Trade shows (outdoor and travel)	6.3	28.9	51.9	12.9	2.52	2.50	2.44	2.39
AAA Travel Office	10.8	27.1	50.9	11.3	2.45	2.32	2.30	2.27
Information at hotels/resorts	13.1	48.7	31.0	7.1	2.19	2.26	2.26	2.23
Park website	71.8	23.2	3.4	1.5	*1.31	1.28	NA	NA
Social networks	29.9	37.7	24.5	7.8	1.94	2.17	NA	NA
Subscriber electronic email	23.7	40.3	25.9	10.1	2.02	2.02	NA	NA
Tribune newspaper	NA	NA	NA	NA	NA	2.63	2.53	2.43
Toll-free number	NA	NA	NA	NA	NA	2.06	NA	NA
Information via telephone at Department headquarters	NA	NA	NA	NA	NA	NA	2.08	1.69
Other	9.3	14.0	9.3	67.4	2.00	1.00	1.74	1.19

Q17: When planning a visit to Maricopa County Parks, what method would be easiest for you to find out about the services and opportunities in County Parks?

¹1=I would definitely use, 2=I may use, and 3=I definitely would not use

NA represents items that were present in previous iterations of the survey but were removed from this version

Table 2.18A Online Reservation System (2018-2019)

Maricopa County Park:	Have you used Percent		Easy to use Percent	
	Yes	No	Yes	No
Cave Creek R.P.	17.7	82.3	92.9	7.1
Estrella M.R.P.	16.9	83.1	100.0	0.0
Lake Pleasant R.P.	33.3	66.7	100.0	0.0
McDowell M.R.P.	20.0	80.0	100.0	0.0
San Tan M.R.P.	8.4	91.6	100.0	0.0
Spur Cross Ranch C.A.	13.1	86.9	100.0	0.0
Usery M.R.P.	11.6	88.4	100.0	0.0
White Tank M.R.P.	16.7	83.3	100.0	0.0
Total	15.8	84.2	98.6	1.4

Q18a&b: Have you used the online reservation system? If yes, was it easy to use?

Table 2.18B Online Reservation System (2012-2013)

Maricopa County Park:	Have you used Percent		Easy to use Percent	
	Yes	No	Yes	No
Cave Creek R.P.	15.7	84.3	84.5	12.5
Estrella M.R.P.	19.4	80.6	100.0	0.0
Lake Pleasant R.P.	58.1	41.9	97.2	2.8
McDowell M.R.P.	27.0	73.0	100.0	0.0
San Tan M.R.P.	12.5	87.5	100.0	0.0
Spur Cross Ranch C.A.	6.8	93.2	75.0	25.0
Usery M.R.P.	19.7	80.3	100.0	0.0
White Tank M.R.P.	10.9	89.1	80.0	20.0
Total	23.1	76.9	95.3	4.7

Q22A&B: Have you used the online reservation system? If yes, was it easy to use?

Table 2.19 Gender of offsite respondents

Maricopa County Park:	Gender (2018-19)		Gender (2012-13)		Gender (2007-08)		Gender (2005-06)	
	Male	Female	Male	Female	Male	Female	Male	Female
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cave Creek R.P.	33.3	66.7	32.7	67.3	39.4	60.6	42.2	57.8
Estrella M.R.P.	36.4	63.6	48.4	51.6	25.6	74.4	35.7	64.3
Lake Pleasant R.P.	39.5	60.5	27.0	73.0	51.2	48.8	55.1	41.9
McDowell M.R.P.	38.1	61.9	51.4	48.6	60.9	39.1	52.1	47.9
San Tan M.R.P.	44.3	55.7	40.6	59.4	40.0	60.0	47.1	52.9
Spur Cross Ranch C.A.	32.8	67.2	34.1	65.9	37.5	62.5	29.6	70.4
Usery M.R.P.	33.3	66.7	47.5	52.5	55.9	44.1	44.0	56.0
White Tank M.R.P.	31.4	68.6	25.5	74.5	45.9	54.1	45.0	55.0
Total	36.2	63.8	37.3	62.7	45.4	54.6	45.3	54.7

Q19: What gender do you associate with?

Table 2.20 Marital status of offsite respondents

Maricopa County Park:	2018-2019		2012-2013		2007-2008		2005-2006	
	Yes	No	Yes	No	Yes	No	Yes	No
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cave Creek R.P.	65.0	35.0	78.8	21.2	63.0	37.0	82.6	17.4
Estrella M.R.P.	80.6	19.4	61.3	38.7	60.5	39.5	78.6	21.4
Lake Pleasant R.P.	76.2	23.8	80.6	19.4	76.2	23.8	85.7	14.3
McDowell M.R.P.	81.0	19.0	81.1	18.9	67.6	32.4	81.7	18.3
San Tan M.R.P.	82.7	17.3	81.8	18.2	82.2	17.8	69.0	31.0
Spur Cross Ranch C.A.	61.7	38.3	66.7	33.3	78.5	21.5	58.8	41.2
Usery M.R.P.	68.7	31.3	83.6	16.4	70.6	29.4	85.8	14.2
White Tank M.R.P.	73.0	27.0	68.1	31.9	75.4	24.6	73.6	26.4
Total	65.0	35.0	76.2	23.8	71.7	28.3	80.0	20.0

Q20: Are you married?

Table 2.21 Visitors age of offsite respondents

Maricopa County Park:	Visitors Age (2018-19)	Visitors Age (2012-13)	Visitors Age (2007-08)	Visitors Age (2005-06)
	Mean	Mean	Mean	Mean
Cave Creek Regional Park	57.59	54.50	55.58	52.98
Estrella Mountain Regional Park	52.94	47.55	47.81	44.61
Lake Pleasant Regional Park	50.45	54.37	49.58	51.77
McDowell Mountain Regional Park	51.86	51.89	52.58	54.82
San Tan Mountain Regional Park	53.93	51.48	54.00	46.17
Spur Cross Ranch Conservation Area	54.43	56.98	53.75	55.24
Usery Mountain Regional Park	50.86	51.69	57.19	56.83
White Tank Mountain Regional Park	56.69	53.55	58.97	56.10
Total	53.73	53.07	53.86	54.10

Q21: What is your age (in years)?

Table 2.22 Persons with disabilities living in respondent's household

Maricopa County Park:	2018-2019		2012-2013		2007-2008		2005-2006	
	Yes	No	Yes	No	Yes	No	Yes	No
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cave Creek R.P.	6.3	93.8	1.9	98.1	3.2	96.8	4.3	95.7
Estrella M.R.P.	6.0	94.0	3.2	96.8	7.0	93.0	18.5	81.5
Lake Pleasant R.P.	17.8	82.2	4.8	95.2	14.5	85.5	15.3	84.7
McDowell M.R.P.	0.0	100.0	5.4	94.6	7.2	92.8	5.0	95.0
San Tan M.R.P.	3.7	96.3	5.9	94.1	13.3	86.7	5.9	94.1
Spur Cross Ranch C.A.	10.0	90.0	2.3	97.7	5.0	95.0	4.2	95.8
Usery M.R.P.	4.7	95.3	4.9	95.1	7.4	92.6	7.1	92.9
White Tank M.R.P.	5.4	94.6	6.4	93.6	6.6	93.4	7.8	92.2
Total	6.7	93.3	4.3	95.7	7.7	92.3	7.8	92.2

Q22a: Is there an individual in your household with a physical or mental disability who requires special recreation services?

Table 2.23 Number of children and adults living in respondent's household

Maricopa County Park:	2018-2019		2012-2013		2007-2008		2005-2006	
	Number of Children	Number of Adults	Number of Children	Number of Adults	Number of Children	Number of Adults	Number of Children	Number of Adults
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Cave Creek R.P.	0.10	2.13	0.54	2.13	0.21	1.89	0.41	2.21
Estrella M.R.P.	0.85	2.34	0.52	1.97	1.19	1.88	1.71	2.63
Lake Pleasant R.P.	0.73	2.35	0.54	2.17	0.69	1.90	0.78	2.31
McDowell M.R.P.	0.38	2.05	0.42	2.11	0.38	1.86	0.34	1.96
San Tan M.R.P.	0.52	2.19	0.62	1.82	0.45	2.25	0.76	2.12
Spur Cross Ranch C.A.	0.31	1.86	0.35	1.98	0.11	1.89	0.25	2.10
Usery M.R.P.	1.72	2.10	0.42	2.05	0.25	1.93	0.23	2.12
White Tank M.R.P.	0.65	2.24	0.57	2.13	0.53	2.17	0.35	2.05
Total	0.71	2.16	0.49	2.06	0.43	1.95	0.46	2.14

Q23: How many children, 17 years of age or younger, are in your household?

Q24: How many adults, 18 years of age or older, including yourself are in your household?

Table 2.24 Educational level of respondents

Maricopa County Park:	Years of education 2018-2019	Years of education 2012-2013	Years of education 2007-2008	Years of education 2005-2006
	Mean	Mean	Mean	Mean
Cave Creek R.P.	15.53	16.00	15.63	15.33
Estrella M.R.P.	15.02	16.13	14.98	13.64
Lake Pleasant R.P.	13.74	14.97	14.44	14.19
McDowell M.R.P.	15.11	16.16	15.33	15.39
San Tan M.R.P.	15.19	15.43	15.33	16.31
Spur Cross Ranch C.A.	15.19	16.36	16.22	16.14
Usery M.R.P.	15.01	15.85	15.28	15.14
White Tank M.R.P.	16.26	15.28	15.03	15.08
Total	15.12	15.73	15.30	15.11

Q25: Please indicate the highest level of education you have attained.

Table 2.25A Employment status (2018-2019)

Maricopa County Park:	Full-time	Part-time	Un-employed	Retired	Student	Home-maker	Other
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cave Creek R.P.	46.3	11.0	1.2	39.0	0.0	3.7	0.0
Estrella M.R.P.	36.8	10.3	1.5	32.4	1.5	13.2	5.9
Lake Pleasant R.P.	47.8	10.9	2.2	30.4	2.2	4.3	4.3
McDowell M.R.P.	61.9	9.5	4.8	19.0	0.0	4.8	0.0
San Tan M.R.P.	36.1	13.3	3.6	36.1	0.0	9.6	2.4
Spur Cross Ranch C.A.	39.3	11.5	1.6	39.3	3.3	4.9	3.3
Usery M.R.P.	44.2	11.6	1.2	33.7	5.8	4.7	1.2
White Tank M.R.P.	40.5	8.1	2.7	40.5	2.7	0.0	0.0
Total	42.4	11.2	2.1	35.1	2.1	6.2	2.3

Q26: Are you currently:

Note: Respondents could select multiple statuses

Table 2.25B Employment status (2012-2013)

Maricopa County Park:	Full-time	Part-time	Un-employed	Retired	Student	Home-maker	Other
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cave Creek R.P.	49.0	10.2	2.0	46.9	2.0	8.2	4.2
Estrella M.R.P.	64.5	10.0	0.0	26.7	6.7	6.7	3.3
Lake Pleasant R.P.	38.1	12.7	6.3	44.4	6.3	11.1	6.3
McDowell M.R.P.	59.5	10.8	5.4	24.3	2.7	5.4	5.4
San Tan M.R.P.	60.0	10.0	3.3	23.3	10.0	0.0	3.3
Spur Cross Ranch C.A.	38.6	13.6	6.8	43.2	0.0	6.8	0.0
Usery M.R.P.	57.4	4.9	6.6	24.6	1.6	8.2	1.6
White Tank M.R.P.	51.1	6.4	4.3	31.9	4.3	8.5	0.0
Total	50.8	9.7	4.7	34.3	3.9	7.5	3.1

Q30: Are you...?

Note: Respondents could select multiple statuses

Table 2.25C Employment status (2007-2008)

Maricopa County Park:	Full-time	Part-time	Un-employed	Retired	Student	Home-maker	Other
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cave Creek R.P.	38.7	19.4	2.2	34.4	2.2	5.4	5.4
Estrella M.R.P.	39.5	16.3	7.0	30.2	9.3	11.6	4.7
Lake Pleasant R.P.	58.3	7.1	2.4	27.4	3.6	14.3	3.6
McDowell M.R.P.	49.3	8.7	0.0	39.1	1.4	1.4	2.9
San Tan M.R.P.	53.3	6.7	4.4	31.1	0.0	2.2	2.2
Spur Cross Ranch C.A.	50.0	11.2	2.5	32.5	1.2	2.5	5.1
Usery M.R.P.	50.0	13.2	2.9	33.8	1.5	4.4	2.9
White Tank M.R.P.	36.1	8.2	3.3	45.9	6.6	6.6	3.3
Total	47.1	11.6	2.8	34.3	2.9	6.1	3.9

Q23: Are you...?

Note: Respondents could select multiple statuses

Table 2.25D Employment status (2005-2006)

Maricopa County Park:	Full-time	Part-time	Un-employed	Retired	Student	Home-maker	Other	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Cave Creek R.P.	35.1	13.2	1.8	37.7	0.9	6.1	5.3	100.0
Estrella M.R.P.	60.7	3.6	0.0	17.9	3.6	10.7	3.6	100.0
Lake Pleasant R.P.	53.0	12.0	0.9	31.6	0.0	0.0	2.6	100.0
McDowell M.R.P.	47.5	53.0	0.8	44.2	10.0	1.7	0.8	100.0
San Tan M.R.P.	76.5	0.0	0.0	17.6	0.0	5.9	0.0	100.0
Spur Cross Ranch C.A.	38.6	14.3	0.0	34.3	0.0	2.9	10.0	100.0
Usery M.R.P.	36.2	6.4	3.5	47.5	0.0	5.0	1.4	100.0
White Tank M.R.P.	35.9	9.4	3.1	46.1	0.0	5.5	0.0	100.0
Total	42.6	9.1	1.8	39.6	0.3	3.9	2.7	100.0

Q23: Are you...?

Table 2.26A Income level (2018-2019)

Income:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
\$15,000 or less	5.3	3.5	2.4	0.0	0.0	0.0	2.7	0.0	2.1
\$15,001- \$30,000	0.0	3.5	9.5	0.0	5.4	3.7	6.8	3.3	4.2
\$30,001-\$45,000	6.7	5.3	7.1	0.0	4.1	5.6	11.0	6.7	6.3
\$45,001-\$60,000	6.7	26.3	19.0	14.3	18.9	9.3	9.6	16.7	14.6
\$60,001-\$75,000	10.7	12.3	11.9	0.0	13.5	13.0	16.4	6.7	12.0
\$75,001-\$90,000	20.0	12.3	11.9	4.8	16.2	11.1	9.6	26.7	14.3
\$90,001-\$105,000	13.3	7.0	7.1	23.8	8.1	14.8	13.7	0.0	10.8
\$105,001-\$120,000	10.7	8.8	2.4	19.0	10.8	5.6	11.0	20.0	10.1
More than \$120,000	26.7	21.1	28.6	38.1	23.0	37.0	19.2	20.0	25.6

Q27: What statement best described your total annual household income for the last calendar year?

Table 2.26B Income level (2012-2013)

Income:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
\$15,000 or less	0.0	6.9	3.3	2.9	0.0	0.0	1.7	6.5	2.6
\$15,001- \$30,000	0.0	3.5	14.8	2.9	3.7	4.7	8.7	4.3	6.2
\$30,001-\$45,000	8.7	6.9	4.9	2.9	11.1	14.3	1.7	10.9	7.3
\$45,001-\$60,000	6.5	13.8	21.3	11.4	11.1	14.3	13.8	17.5	14.2
\$60,001-\$75,000	10.9	17.2	13.1	5.7	18.5	2.4	8.6	15.2	11.0
\$75,001-\$90,000	21.7	13.8	9.8	11.4	11.1	14.3	17.2	15.2	14.5
\$90,001-\$105,000	10.9	24.1	13.1	14.3	14.8	2.4	13.8	6.5	11.9
\$105,001-\$120,000	15.2	3.5	4.9	17.1	7.5	4.7	10.4	4.3	8.5
More than \$120,000	26.1	10.3	14.8	31.4	22.2	42.9	24.1	19.6	23.8

Q31: What statement best described your total annual household income for the last calendar year?

Table 2.26C Income level (2007-2008)

Income:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
\$15,000 or less	2.5	5.1	2.5	0.0	2.4	1.4	3.3	1.8	2.2
\$15,001- \$30,000	5.1	28.2	13.6	4.4	9.5	2.7	1.6	7.3	8.0
\$30,001-\$45,000	12.7	20.4	6.2	16.2	16.7	9.6	8.2	18.2	12.7
\$45,001-\$60,000	7.6	7.7	13.6	8.8	11.9	9.6	23.0	21.8	12.9
\$60,001-\$75,000	16.5	10.3	17.3	7.4	11.9	11.0	9.8	20.0	13.3
\$75,001-\$90,000	13.9	2.6	14.8	8.8	14.3	12.3	16.4	9.1	12.0
\$90,001-\$105,000	7.6	10.3	11.1	17.6	9.5	6.8	11.5	5.5	10.0
\$105,001-\$120,000	10.1	7.7	8.6	11.8	7.1	8.2	16.4	3.6	9.4
More than \$120,000	24.0	7.7	12.3	25.0	16.7	38.4	9.8	12.7	19.5

Q24: What statement best described your total annual household income for the last calendar year?

Table 2.26D Income level (2005-2006)

Income:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
\$15,000 or less	1.0	3.7	3.7	1.0	0.0	0.0	1.6	2.6	1.8
\$15,001- \$30,000	8.0	25.9	5.6	4.0	0.0	6.6	7.2	11.2	7.8
\$30,001-\$45,000	11.0	18.5	11.1	11.0	7.1	1.6	11.2	18.5	10.8
\$45,001-\$60,000	15.0	14.8	21.3	18.0	21.4	9.8	23.2	14.8	17.5
\$60,001-\$75,000	14.0	7.4	9.3	15.0	28.6	13.1	13.6	18.1	14.0
\$75,001-\$90,000	13.0	11.1	12.0	13.0	21.4	13.1	13.6	19.0	14.1
\$90,001-\$105,000	6.0	11.1	18.5	10.0	7.1	6.6	6.4	6.9	9.2
\$105,001-\$120,000	8.0	3.7	2.8	10.0	7.1	14.8	4.8	7.8	7.2
More than \$120,000	24.0	3.7	15.7	18.0	7.1	34.4	18.4	7.8	17.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q24: What statement best described your total annual household income for the last calendar year?

Chapter 3

USER TYPE PROFILES

INTRODUCTION

This chapter presents the 2019 results of select onsite and offsite questions analyzed based on primary activity. Respondents were placed into activity types based on which activity they identified as their primary activity during the current park visit. To provide more meaningful results, only activities in which at least ten (10) visitors selected the activity as their primary activity were included in the analysis. For the onsite analysis, results are presented for archery, birding, boating, driving/sightseeing, fishing, trail hiking, horseback riding, mountain biking, Nature experience, photography, picnic, program, running/jogging, camping, swimming, and walking. For this analysis, RV campers and tent campers were combined into one category “campers.” Since the user types are based on primary activity, analysis of the offsite questions by user segment hinged on the number of respondents who returned the offsite within each primary activity grouping. Three (3) user types; hikers, mountain bikers, and walkers returned enough offsite surveys to be included in the analysis.

Tables 3.1 through 3.21 present select questions from the onsite questionnaire comparing the results broken down by select user segment. User types were determined based on the activity visitors selected as their primary activity during their park visit, as shown in Table 3.1. Only primary activities with a sample greater than ten (10) were included in the analysis. Within the tables, an NA means that no respondent indicated that activity as their primary activity and thus there was no data. A 0.0 means that for that specific question, no one indicated that response.

Table 3.1 Types Based on Primary Activity

Activity:	Completed Onsite
	Frequency
Hikers	1333
Mountain Bikers	135
Walkers	181
Campers ¹	47
Photography	43
Swimming	36
Driving/Sightseers	34
Runners/Joggers	34
Nature Experience	33
Archers	28
Birding	21
Horseback Riders	21
Boaters	19
Program Attendees	18
Picnickers	15
Fishers	11

¹Note: Campers segment included RV and tent campers.

As Table 3.2 shows, while several visitors participated in the activities listed in Table 3.1, they did not indicate the activities as their primary activity, and thus were not included in the analysis.

Table 3.2 Total Number of Visitors Indicating Any Amount of Participation in the Most Frequently Listed Primary Activities

Activity:	Total Participation
	Frequency
Hikers	1683
Mountain Bikers	211
Walkers	1076
Campers ¹	131
Photography	647
Swimming	90
Driving/Sightseers	274
Runners/Joggers	160
Nature Experience	519
Archers	61
Birding	280
Horseback Riders	65
Boaters	38
Program Attendees	43
Picnickers	206
Fishers	38

Table 3.3 Returning to the Park Based on User Types

Activity:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Hikers	54.1	49.2	60.0	35.0	66.5	52.2	69.4	80.4	60.6
Mountain Bikers	44.4	50.0	NA	77.1	90.9	80.0	100.0	77.8	78.2
Walkers	41.2	29.5	75.0	25.0	40.6	25.0	70.8	80.0	49.4
Campers ¹	58.3	85.7	58.3	40.0	NA	0.0	50.0	50.0	57.4
Photography	0.0	14.3	100.0	50.0	50.0	0.0	61.1	85.7	57.1
Swimming	NA	NA	91.4	NA	NA	NA	NA	NA	91.4
Driving/Sightseers	25.0	37.5	54.5	0.0	NA	NA	66.7	100.0	50.0
Runners/Joggers	100.0	75.0	100.0	100.0	81.8	0.0	66.7	100.0	79.4
Nature Experience	50.0	25.0	55.6	100.0	100.0	0.0	66.7	33.3	50.0
Archers	NA	68.4	NA	NA	NA	NA	88.9	NA	75.0
Birding	100.0	36.4	50.0	0.0	NA	50.0	100.0	NA	52.4
Horseback Riders	50.0	28.6	100.0	NA	50.0	100.0	NA	100.0	57.1
Boaters	NA	NA	88.9	NA	NA	NA	NA	NA	88.9
Program Attendees	80.0	62.5	NA	NA	NA	100.0	100.0	NA	77.8
Picnickers	NA	33.3	66.7	NA	100.0	NA	66.7	100.0	66.7
Fishers	NA	0.0	55.6	NA	NA	NA	NA	NA	50.0
All onsite participants	51.5	47.1	71.3	54.3	66.0	49.6	70.9	79.3	61.5

Q1a: Have you been to this park before this current trip?

Table 3.4 Average Number of Visits in Past 12 Months Based on User Types

Activity:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Hikers	7.6	12.1	3.9	3.2	13.8	14.8	8.7	8.9	10.7
Mountain Bikers	14.8	16.7	NA	7.9	36.3	4.3	30.6	25.1	17.0
Walkers	2.3	1.4	1.5	2.5	9.9	3.5	8.6	3.2	4.6
Campers ¹	1.8	35.5	4.4	2.0	NA	NA	1.0	14.8	10.8
Photography	NA	6.0	2.3	2.0	2.0	NA	2.5	11.8	4.6
Swimming	NA	NA	6.0	NA	NA	NA	NA	NA	6.0
Driving/Sightseers	6.0	2.7	1.7	NA	NA	NA	3.0	3.0	2.6
Runners/Joggers	10.5	2.7	1.0	57.5	56.0	NA	6.0	43.8	40.8
Nature Experience	3.0	4.0	2.1	1.0	NA	1.0	2.2	6.0	2.4
Archers	NA	2.7	NA	NA	NA	NA	13.3	NA	6.4
Birding	1.5	3.4	20.0	0.0	NA	3.0	13.7	NA	6.5
Horseback Riders	1.5	5.5	3.0	NA	11.5	NA	NA	20.3	10.2
Boaters	NA	NA	14.8	NA	NA	NA	NA	NA	14.8
Program Attendees	13.5	1.6	NA	NA	NA	2.8	2.0	NA	5.4
Picnickers	NA	NA	10.0	NA	2.0	NA	4.0	4.0	5.1
Fishers	NA	NA	11.6	NA	NA	NA	NA	NA	11.6
All onsite participants	6.8	9.7	6.7	8.6	16.4	13.3	8.7	9.5	10.3

Q1b: If yes, how many times have you previously visited this park in the past 12 months, including this trip?

Table 3.5 Primary Trip Destination Based on User Types

Activity:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Hikers	91.3	85.3	88.0	88.3	92.9	92.9	89.3	86.1	89.8
Mountain Bikers	87.5	83.3	NA	98.6	95.5	80.0	100.0	88.9	95.5
Walkers	77.8	67.4	62.5	87.5	90.6	66.7	87.5	88.6	80.0
Campers ¹	100.0	85.7	66.7	80.0	NA	100.0	100.0	50.0	78.7
Photography	100.0	100.0	100.0	50.0	50.0	100.0	94.7	85.7	90.7
Swimming	NA	NA	97.1	NA	NA	NA	NA	NA	97.1
Driving/Sightseers	66.7	25.0	72.7	100.0	NA	NA	55.6	100.0	57.6
Runners/Joggers	100.0	75.0	100.0	100.0	90.9	66.7	100.0	100.0	91.2
Nature Experience	100.0	100.0	88.9	0.0	0.0	50.0	88.9	33.3	78.8
Archers	NA	100.0	NA	NA	NA	NA	77.8	NA	92.9
Birding	100.0	54.5	100.0	0.0	NA	50.0	66.7	NA	60.0
Horseback Riders	50.0	57.1	100.0	NA	100.0	100.0	NA	100.0	76.2
Boaters	NA	NA	89.5	NA	NA	NA	NA	NA	89.5
Program Attendees	100.0	75.0	NA	NA	NA	75.0	100.0	NA	83.3
Picnickers	NA	66.7	100.0	NA	100.0	NA	66.7	100.0	80.0
Fishers	NA	0.0	70.0	NA	NA	NA	NA	NA	63.6
All onsite participants	87.8	78.5	86.8	91.3	91.5	89.8	88.0	82.7	86.7

Q3: Is this park the primary destination for your trip?

Table 3.6 Use Type (2012-2013) Based on User Types

Activity:	Day Use	Number of Hours	Overnight Use	Number of Nights
	Percent	Mean	Percent	Mean
Hikers	97.8	2.72	2.2	11.50
Mountain Bikers	94.7	2.62	5.3	4.71
Walkers	97.8	2.42	2.2	8.20
Campers ¹	25.5	1.94	74.5	4.81
Photography	97.7	2.50	2.3	1.00
Swimming	94.4	4.27	5.6	1.00
Driving/Sightseers	97.1	1.77	2.9	NA
Runners/Joggers	100.0	2.79	0.0	0.0
Nature Experience	96.9	2.62	3.1	10.0
Archers	100.0	2.31	0.0	0.0
Birding	100.0	3.05	0.0	0.0
Horseback Riders	100.0	3.06	0.0	0.0
Boaters	83.3	5.82	16.7	14.67
Program Attendees	94.4	2.43	5.6	0.0
Picnickers	100.0	3.88	0.0	0.0
Fishers	100.0	1.77	0.0	0.0
All onsite participants	68.7	3.46	31.3	7.15

Q4: How long was/will your stay (be) in this park during this visit?

The data was checked, and 25% of respondents who put camping as their primary activity indicated that they were there for day use. This may have stemmed from confusion as to whether they were using the park that day versus only there just for the day.

Table 3.7 Miles Traveled Based on User Types

Activity:	Miles traveled to arrive at park	
	Mean	Mode
Hikers	32.34	10.0
Mountain Bikers	44.37	20.0
Walkers	27.15	10.0
Campers ¹	167.07	30.0
Photography	18.45	15.0
Swimming	31.21	30.0
Driving/Sightseers	22.47	30.0
Runners/Joggers	16.01	30.0
Nature Experience	19.96	15.0
Archers	16.57	10.0
Birding	15.90	10.0
Horseback Riders	66.75	10.0
Boaters	31.22	15.0
Program Attendees	15.53	5.0
Picnickers	17.40	10.0
Fishers	33.73	30.0
All onsite participants	34.33	10.00

Q5: Approximately how many miles did you travel to get to this park?
 One outlier was removed from the category Driving/Sightseers.

Table 3.8 Miles on Trails Based on User Types

Activity:	Cave Creek Regional Park	Estrella Mountain Regional Park.	Lake Pleasant Regional Park	McDowell Mtn. Regional Park	San Tan Mountain Regional Park	Spur Cross Regional Park	Usery Mountain Regional Park	White Tank Mtn. Regional Park	Total
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Hikers	4.24	3.38	2.31	5.29	4.11	4.49	3.16	3.71	3.89
Mountain Bikers	7.00	5.20	NA	16.88	7.59	8.05	8.25	8.00	12.68
Runners/Joggers	5.00	6.33	1.60	14.50	8.65	2.83	3.50	6.50	7.83
Horseback Riders	5.50	2.90	NA	NA	4.25	NA	NA	5.33	4.18
Walkers	2.81	2.68	1.17	2.75	3.01	2.15	2.35	2.71	2.64
Program Attendees	1.85	1.75	NA	NA	NA	1.88	1.00	NA	1.75
All onsite participants	4.07	3.05	1.76	11.14	4.35	4.44	3.15	3.62	4.35

Q7b: If you used the trails today, approximately how many miles did you hike/ride?

Table 3.9 Visitor Satisfaction Based on User Types

Activity:	Primary Activity ¹	Services Offered ²⁺	Facilities Offered ³	Your Visit Overall ⁴
	Mean ⁵	Mean	Mean	Mean
Hikers	1.19	1.20	1.20	1.17
Mountain Bikers	1.23	1.22	1.20	1.18
Walkers	1.28	1.32	1.29	1.28
Campers ¹	1.22	1.25	1.30	1.20
Photography	1.26	1.24	1.27	1.22
Swimming	1.48	1.52	1.59	1.50
Driving/Sightseers	1.29	1.24	1.21	1.27
Runners/Joggers	1.18	1.13	1.22	1.13
Nature Experience	1.42	1.60	1.53	1.43
Archers	1.00	1.07	1.07	1.00
Birding	1.29	1.38	1.33	1.33
Horseback Riders	1.10	1.05	1.05	1.05
Boaters	1.35	1.35	1.24	1.29
Program Attendees	1.11	1.22	1.22	1.17
Picnickers	1.20	1.27	1.27	1.20
Fishers	2.64	2.45	2.73	2.27
All onsite participants	1.22	1.24	1.24	1.20

Q8: How satisfied were you with the following?

¹Your primary activity

²The services offered for that activity

³The facilities offered for that activity

⁴Your visit to this county park

⁵Average level of satisfaction of each park, 1= Not at all satisfied, 2= Slightly satisfied, 3= Fairly satisfied,

4= Very satisfied, and 5= extremely satisfied

Table 3.10 Are Aware of the Online Reservation System

Activity:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Hikers	35.1	31.9	48.0	33.9	25.1	26.2	29.1	32.3	30.0
Mountain Bikers	55.6	66.7	NA	38.0	39.1	40.0	41.7	33.3	40.7
Walkers	33.3	25.0	12.5	25.0	15.6	16.7	25.0	40.0	26.0
Campers ¹	NA	100.0	91.7	100.0	NA	0.0	50.0	87.5	91.5
Photography	0.0	42.9	0.0	50.0	50.0	0.0	21.1	57.1	30.2
Swimming	NA	NA	36.1	NA	NA	NA	NA	NA	36.1
Driving/Sightseers	50.0	25.0	36.4	100.0	NA	NA	22.2	0.0	32.4
Runners/Joggers	50.0	75.0	100.0	50.0	36.4	33.3	33.3	25.0	44.1
Nature Experience	25.0	25.0	22.2	0.0	0.0	0.0	77.8	100.0	33.3
Archers	NA	36.8	NA	NA	NA	NA	44.4	NA	39.3
Birding	0.0	63.6	0.0	0.0	NA	50.0	0.0	NA	38.1
Horseback Riders	50.0	28.6	0.0	NA	25.0	100.0	NA	25.0	33.3
Boaters	NA	NA	41.2	NA	NA	NA	NA	NA	41.2
Program Attendees	60.0	25.0	NA	NA	NA	50.0	0.0	NA	38.9
Picnickers	NA	33.3	33.3	NA	0.0	NA	16.7	50.0	26.7
Fishers	NA	0.0	30.0	NA	NA	NA	NA	NA	27.3
All onsite participants	40.5	34.6	35.3	37.4	25.4	26.3	30.0	34.7	32.3

Q9: Are you aware Maricopa County Parks has an on-line reservation system?

Table 3.11 Are an Annual Pass Holder

Activity:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Hikers	26.3	15.6	4.0	6.5	28.6	16.0	12.1	23.0	19.2
Mountain Bikers	44.4	33.3	NA	4.2	69.6	0.0	33.3	22.2	23.0
Walkers	16.7	6.8	0.0	25.0	9.4	8.3	25.0	20.0	13.8
Campers ¹	8.3	28.6	0.0	20.0	NA	0.0	0.0	12.5	10.6
Photography	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	2.3
Swimming	NA	NA	0.0	NA	NA	NA	NA	NA	0.0
Driving/Sightseers	25.0	0.0	9.1	100.0	NA	NA	11.1	0.0	11.8
Runners/Joggers	50.0	0.0	0.0	16.7	54.5	0.0	33.3	100.0	38.2
Nature Experience	0.0	0.0	0.0	0.0	0.0	0.0	22.2	0.0	6.1
Archers	NA	0.0	NA	NA	NA	NA	22.2	NA	7.1
Birding	0.0	18.2	0.0	0.0	NA	0.0	33.3	NA	14.3
Horseback Riders	0.0	0.0	0.0	NA	25.0	0.0	NA	40.0	14.3
Boaters	NA	NA	10.5	NA	NA	NA	NA	NA	10.5
Program Attendees	0.0	12.5	NA	NA	NA	25.0	0.0	NA	11.1
Picnickers	NA	0.0	0.0	NA	0.0	NA	0.0	0.0	0.0
Fishers	NA	0.0	20.0	NA	NA	NA	NA	NA	18.2
All onsite participants	22.6	13.1	3.5	6.9	29.6	15.3	13.3	22.5	17.0

Q10: Are you an annual pass holder?

Table 3.12 Has Interest in 6-Month Pass

Activity:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Percent ¹	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Hikers	26.3	23.4	18.2	14.0	28.7	22.3	29.6	30.1	26.0
Mountain Bikers	22.2	0.0	NA	12.3	45.5	40.0	41.7	22.2	23.0
Walkers	11.1	14.3	12.5	0.0	25.0	16.7	27.3	18.2	17.7
Campers ¹	8.3	28.6	25.0	0.0	NA	0.0	0.0	25.0	17.4
Photography	0.0	42.9	25.0	0.0	0.0	0.0	15.8	28.6	20.9
Swimming	NA	NA	17.1	NA	NA	NA	NA	NA	17.1
Driving/Sightseers	0.0	25.0	9.1	0.0	NA	NA	11.1	100.0	14.7
Runners/Joggers	50.0	0.0	0.0	16.7	27.3	33.3	0.0	25.0	21.2
Nature Experience	0.0	25.0	37.5	0.0	0.0	0.0	22.2	50.0	22.6
Archers	NA	5.3	NA	NA	NA	NA	33.3	NA	14.3
Birding	0.0	36.4	50.0	0.0	NA	0.0	33.3	NA	30.0
Horseback Riders	0.0	57.1	0.0	NA	25.0	0.0	NA	0.0	25.0
Boaters	NA	NA	16.7	NA	NA	NA	NA	NA	16.7
Program Attendees	25.0	50.0	NA	NA	NA	75.0	0.0	50.0	47.1
Picnickers	33.3	NA	33.3	NA	100.0	NA	0.0	50.0	26.7
Fishers	NA	0.0	22.2	NA	NA	NA	NA	NA	20.0
All onsite participants	22.0	23.2	22.1	11.3	28.1	22.4	26.7	28.0	23.9

Q11: Current visitors can purchase an annual pass that allows unlimited day use entrance for \$85. If a 6-month pass were offered for \$50, how likely are you to purchase the 6-month pass?

¹Percent of respondents who answered 'Very likely'

Table 3.13 Information Source Based on User Types

Activity:	Information Source						Total Percent
	Email	Social Media	County Park Website	Postal Mail	Brochures at Park	Other	
	Percent	Percent	Percent	Percent	Percent	Percent	
Hikers	53.6	14.1	13.1	4.8	13.9	0.5	100.0
Mountain Bikers	47.9	16.0	21.8	0.8	12.6	0.8	100.0
Walkers	53.6	13.2	11.3	3.3	15.9	2.6	100.0
Campers ¹	53.5	18.6	16.3	2.3	9.3	0.0	100.0
Photography	6.67	15.4	5.1	2.6	10.3	0.0	100.0
Swimming	46.9	37.5	6.3	0.0	9.4	0.0	100.0
Driving/Sightseers	36.7	6.7	23.3	13.3	16.7	3.3	100.0
Runners/Joggers	54.5	18.2	18.2	3.0	6.1	0.0	100.0
Nature Experience	36.0	20.0	20.0	0.0	20.0	4.0	100.0
Archers	70.4	7.4	18.5	3.7	0.0	0.0	100.0
Birding	63.2	5.3	5.3	5.3	21.1	0.0	100.0
Horseback Riders	16.7	16.7	16.7	27.8	22.2	0.0	100.0
Boaters	64.7	23.5	11.8	0.0	0.0	0.0	100.0
Program Attendees	43.8	12.5	18.8	12.5	6.3	6.3	100.0
Picnickers	50.0	8.3	16.7	16.7	8.3	0.0	100.0
Fishers	33.3	11.1	11.1	22.2	22.2	0.0	100.0
All onsite participants	52.5	14.4	14.2	4.9	13.2	0.9	100.0

Q12: How would you like to receive information from us?

Table 3.14 Return Visit Based on User Types

Activity:	Yes	No	Not Sure
	%	%	%
Hikers	86.3	1.7	12.0
Mountain Bikers	98.4	0.0	1.6
Walkers	80.2	2.3	17.5
Campers ¹	86.7	0.0	13.3
Photography	95.3	0.0	4.7
Swimming	100.0	0.0	0.0
Driving/Sightseers	61.8	8.8	29.4
Runners/Joggers	94.1	0.0	5.9
Nature Experience	75.0	12.5	12.5
Archers	92.9	0.0	7.1
Birding	100.0	0.0	0.0
Horseback Riders	78.9	0.0	21.1
Boaters	94.7	0.0	5.3
Program Attendees	88.2	5.9	5.9
Picnickers	86.7	0.0	13.3
Fishers	80.0	0.0	20.0
All onsite participants	86.5	1.7	11.8

Q13: Are you planning to make a return visit to this park?

Table 3.15 Has Awareness of Maricopa Trail

Activity:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Hikers	45.2	43.2	37.5	31.6	32.5	49.6	33.8	41.5	40.0
Mountain Bikers	77.8	50.0	NA	47.7	36.4	100.0	66.7	66.7	53.2
Walkers	27.8	26.8	0.0	50.0	15.6	33.3	29.2	36.4	27.3
Campers ¹	66.7	42.9	41.7	50.0	NA	0.0	50.0	37.5	47.8
Photography	0.0	14.3	50.0	50.0	50.0	0.0	15.8	57.1	27.9
Swimming	NA	NA	14.3	NA	NA	NA	NA	NA	14.3
Driving/Sightseers	75.0	75.0	18.2	0.0	NA	NA	22.2	100.0	41.2
Runners/Joggers	100.0	75.0	0.0	66.7	60.0	0.0	100.0	50.0	60.6
Nature Experience	75.0	50.0	44.4	0.0	0.0	0.0	44.4	33.3	42.4
Archers	NA	31.6	NA	NA	NA	NA	22.2	NA	28.6
Birding	100.0	45.5	50.0	0.0	NA	0.0	33.3	NA	45.0
Horseback Riders	33.3	28.6	0.0	NA	25.0	100.0	NA	50.0	35.0
Boaters	NA	NA	47.1	NA	NA	NA	NA	NA	47.1
Program Attendees	50.0	0.0	NA	NA	NA	75.0	100.0	NA	35.3
Picnickers	NA	66.7	0.0	NA	0.0	NA	0.0	50.0	20.0
Fishers	NA	0.0	22.2	NA	NA	NA	NA	NA	20.0
All onsite participants	46.5	39.8	29.8	41.6	31.7	49.1	33.4	43.5	39.3

Q14a: The Maricopa Trail is a 310-mile Regional trail that links the 10 Regional county parks. The trail is currently 98% complete. **Are you aware of the trail?**

Table 3.16 Used, Have Used, or Will Use Maricopa Trail

Activity:	Cave Creek R.P.	Estrella M.R.P.	Lake Pleasant R.P.	McDowell M.R.P.	San Tan M.R.P.	Spur Cross Ranch C.A.	Usery M.R.P.	White Tanks M.R.P.	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Hikers	84.3	76.3	80.0	73.9	82.5	89.1	82.1	78.9	82.2
Mountain Bikers	88.9	75.0	NA	89.8	85.7	100.0	100.0	100.0	90.4
Walkers	73.3	63.6	62.5	50.0	71.4	63.6	45.0	72.0	64.2
Campers ¹	100.0	66.7	36.4	66.7	NA	100.0	100.0	85.7	71.8
Photography	NA	50.0	100.0	50.0	50.0	100.0	50.0	80.0	58.8
Swimming	NA	NA	56.3	NA	NA	NA	NA	NA	56.3
Driving/Sightseers	100.0	62.5	33.3	0.0	NA	NA	62.5	100.0	60.0
Runners/Joggers	100.0	66.7	100.0	83.3	100.0	100.0	100.0	100.0	92.6
Nature Experience	75.0	33.3	55.6	0.0	0.0	0.0	83.3	100.0	58.6
Archers	NA	70.6	NA	NA	NA	NA	50.0	NA	64.0
Birding	100.0	55.6	50.0	100.0	NA	0.0	0.0	35.3	60.0
Horseback Riders	66.7	57.1	100.0	NA	66.7	100.0	NA	100.0	73.7
Boaters	NA	NA	35.3	NA	NA	NA	NA	NA	35.3
Program Attendees	100.0	42.9	NA	NA	NA	75.0	0.0	NA	62.5
Picnickers	NA	33.3	100.0	NA	100.0	NA	33.3	50.0	53.3
Fishers	NA	0.0	71.4	NA	NA	NA	NA	NA	62.5
All onsite participants	82.7	70.9	56.8	79.4	80.7	87.5	75.2	78.6	77.1

Q14b: The Maricopa Trail is a 310-mile Regional trail that links the 10 Regional county parks. The trail is currently 98% complete. **Do you currently use, have you used, or do you plan to use it in the future?**

Table 3.17 Visitor's Age Based on User Types

Activity:	Visitors Age
	Mean
Hikers	50.55
Mountain Bikers	45.65
Walkers	51.83
Campers ¹	52.89
Photography	47.02
Swimming	28.18
Driving/Sightseers	63.67
Runners/Joggers	44.71
Nature Experience	53.18
Archers	41.75
Birding	57.30
Horseback Riders	51.42
Boaters	44.47
Program Attendees	54.94
Picnickers	47.73
Fishers	45.33
All onsite participants	49.49

Q15: What is your age?

Table 3.18 Group Type Based on User Types

Activity:	Group type (percent):						
	Alone	Family only	Friends only	Friends & family	Organized group	Other	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Hikers	14.9	53.7	21.0	8.9	1.1	0.4	100.0
Mountain Bikers	33.1	24.4	33.1	6.3	3.1	0.0	100.0
Walkers	11.3	65.5	13.6	7.9	1.1	0.6	100.0
Campers ¹	4.3	67.4	4.3	19.6	4.3	0.0	100.0
Photography	11.6	60.5	18.6	4.7	2.3	2.3	100.0
Swimming	5.7	40.0	28.6	25.7	0.0	0.0	100.0
Driving/Sightseers	12.1	60.6	12.1	15.2	0.0	0.0	100.0
Runners/Joggers	60.6	15.2	15.2	6.1	3.0	0.0	100.0
Nature Experience	25.0	56.3	9.4	9.4	0.0	0.0	100.0
Archers	23.1	53.8	11.5	7.7	3.8	0.0	100.0
Birding	20.0	45.0	20.0	5.0	10.0	0.0	100.0
Horseback Riders	20.0	45.0	20.0	10.0	5.0	0.0	100.0
Boaters	10.5	47.4	15.8	26.3	0.0	0.0	100.0
Program Attendees	23.5	35.3	23.5	11.8	5.9	0.0	100.0
Picnickers	6.7	33.3	40.0	20.0	0.0	0.0	100.0
Fishers	30.0	60.0	0.0	10.0	0.0	0.0	100.0
All onsite participants	15.9	52.4	20.4	9.2	1.7	0.4	100.0

Q17: Are you visiting the park today with...?

Table 3.19 Number of Persons in Vehicle by Group Type Based on User Types

Activity:	Group size (percent):												Mean
	1	2	3	4	5	6	7	8	9	10-20	21+	Total	
Hikers	17.6	49.6	12.0	12.0	4.9	1.5	1.3	0.8	0.0	0.4	0.0	100.0	2.53
Mountain Bikers	39.7	43.8	7.4	7.4	0.8	0.0	0.8	0.0	0.0	0.0	0.0	100.0	1.89
Walkers	13.5	45.0	17.5	15.2	5.3	1.8	1.2	0.0	0.0	0.6	0.0	100.0	2.70
Campers ¹	4.5	61.4	4.5	13.6	2.3	9.1	2.3	2.3	0.0	0.0	0.0	100.0	2.95
Photography	19.5	43.9	14.6	7.3	7.3	4.9	2.4	0.0	0.0	0.0	0.0	100.0	2.63
Swimming	6.7	33.3	10.0	16.7	16.7	10.0	6.7	0.0	0.0	0.0	0.0	100.0	3.60
Driving/Sightseers	9.4	31.3	25.0	25.0	3.1	3.1	3.1	0.0	0.0	0.0	0.0	100.0	3.03
Runners/Joggers	62.5	18.8	0.0	12.5	3.1	3.1	0.0	0.0	0.0	0.0	0.0	100.0	1.84
Nature Experience	24.2	27.3	15.2	15.2	12.1	3.0	3.0	0.0	0.0	0.0	0.0	100.0	2.85
Archers	22.2	25.9	22.2	18.5	11.1	0.0	0.0	0.0	0.0	0.0	0.0	100.0	2.70
Birding	22.2	61.1	5.6	5.6	5.6	0.0	0.0	0.0	0.0	0.0	0.0	100.0	2.11
Horseback Riders	26.3	36.8	5.3	5.3	21.1	5.3	0.0	0.0	0.0	0.0	0.0	100.0	2.74
Boaters	12.5	37.5	12.5	12.5	6.3	12.5	0.0	0.0	0.0	6.3	0.0	100.0	3.44
Program Attendees	29.4	35.3	17.6	0.0	0.0	11.8	0.0	0.0	0.0	5.9	0.0	100.0	3.12
Picnickers	7.1	28.6	7.1	42.9	7.1	7.1	0.0	0.0	0.0	0.0	0.0	100.0	3.36
Fishers	14.3	42.9	28.6	0.0	14.3	0.0	0.0	0.0	0.0	0.0	0.0	100.0	2.57
All onsite participants	18.8	46.1	12.7	12.5	5.1	2.4	1.4	0.6	0.0	0.2	0.0	100.0	2.58

Q18a: How many people are in your vehicle today, including yourself?

Table 3.20 Percent of People in Vehicle by Age Group Based on User Types

Activity:	10 or less	11 to 21 years	21 to 34 years	35 to 49 years	50 to 64 years	65 years or over	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Hikers	10.3	19.2	7.2	27.1	16.1	20.1	100.0
Mountain Bikers	4.2	35.9	9.9	25.4	16.2	8.5	100.0
Walkers	11.3	18.5	8.7	24.4	14.2	22.9	100.0
Campers ¹	11.6	21.7	10.1	36.2	5.8	14.4	100.0
Photography	12.5	21.9	4.7	18.8	25.0	17.2	100.0
Swimming	19.6	17.9	25.0	7.1	30.3	0.0	100.0
Driving/Sightseers	4.0	12.0	4.0	24.0	10.0	46.0	100.0
Runners/Joggers	10.5	31.6	10.5	13.2	23.7	10.5	100.0
Nature Experience	6.0	20.0	12.0	24.0	12.0	26.0	100.0
Archers	21.2	36.5	13.5	7.6	15.4	5.8	100.0
Birding	4.8	9.5	0.0	47.6	9.5	28.6	100.0
Horseback Riders	3.1	15.6	18.8	28.1	18.8	15.6	100.0
Boaters	19.4	22.2	16.7	19.4	16.7	5.6	100.0
Program Attendees	4.5	27.3	9.1	36.4	4.5	18.2	100.0
Picnickers	8.7	17.4	17.4	4.3	21.7	30.4	100.0
Fishers	23.1	23.1	23.1	0.0	15.4	15.4	100.0
All onsite participants	10.5	20.3	8.5	25.5	16.0	19.2	100.0

Q18b: Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

Table 3.21 Visitor Race/Ethnicity Based on User Types

Activity:	Race/Ethnicity (percent):						
	White	African American	Asian	American Indian	Hispanic	Other	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Hikers	89.2	1.3	1.6	1.3	5.7	1.0	100.0
Mountain Bikers	89.3	0.8	2.5	0.0	6.6	0.8	100.0
Walkers	85.5	1.7	2.3	1.7	6.9	1.7	100.0
Campers ¹	87.0	0.0	4.3	0.0	8.7	0.0	100.0
Photography	76.7	2.3	0.0	2.3	11.6	7.0	100.0
Swimming	56.3	0.0	2.8	0.0	40.6	0.0	100.0
Driving/Sightseers	97.0	0.0	0.0	0.0	3.0	0.0	100.0
Runners/Joggers	69.7	0.0	6.1	3.0	15.2	6.1	100.0
Nature Experience	90.3	0.0	0.0	0.0	9.7	0.0	100.0
Archers	63.0	3.7	3.7	3.7	14.8	11.1	100.0
Birding	100.0	0.0	0.0	0.0	0.0	0.0	100.0
Horseback Riders	95.0	0.0	5.0	0.0	0.0	0.0	100.0
Boaters	77.8	5.6	0.0	5.6	11.1	0.0	100.0
Program Attendees	88.2	5.9	5.9	0.0	0.0	0.0	100.0
Picnickers	73.3	6.7	0.0	0.0	13.3	6.7	100.0
Fishers	60.0	10.0	20.0	0.0	10.0	0.0	100.0
All onsite participants	86.9	1.6	2.0	1.2	6.8	1.6	100.0

Q19: What culture do you identify with?

Tables 3.22 through 3.44 present select questions from the offsite questionnaire comparing the results broken down by select user segment. As with the onsite types, only primary activities with a sample greater than ten were included in the analysis.

Activity:	Returned Offsite
	Frequency
Hikers	267
Walking	26
Mountain Bikers	19

Table 3.22 Satisfaction with park, rating of overall park quality and total number of visits based on user types

Activity:	Satisfaction						Quality						Mean number of visits ³
	Not at all satisfied	Slightly satisfied	Fairly satisfied	Very satisfied	Extremely satisfied	Mean ¹	Very poor	Poor	Average	Good	Excellent	Mean ²	
Hikers	0.0	0.0	3.8	19.2	76.9	4.72	0.0	0.0	0.0	11.5	88.5	4.74	9.36
Walkers	0.0	0.0	1.5	24.5	74.0	4.42	0.0	0.0	1.1	23.4	75.5	4.47	19.63
Mountain Bikers	0.0	0.0	15.8	26.3	57.9	4.73	0.0	5.3	5.3	26.3	63.2	4.88	5.04
All Offsite Respondents	0.2	0.0	3.3	39.9	56.6	4.52	1.4	0.5	2.5	28.8	66.8	4.59	15.31

Q1: Overall, how satisfied are you with your recent visit to this county park?

Q2: Based upon your visit, how would you rate the overall quality of this park?

Q3: Approximately how many total visits have you made to this county park?

¹ Average level of satisfaction of each park. 1=Not at all satisfied, 2= Slightly satisfied, 3= Fairly satisfied, 4= Very satisfied and 5= Extremely satisfied;

² Average quality rating of each park. 1= Very poor, 2= Poor, 3= Average, 4=Good, 5=Excellent

³ Average number of total visits to each park.

Table 3.23 Possibility of Return Visit based on user types

Activity:	Definitely will visit	Probably will visit	Might visit	Definitely will not visit	Mean ¹
	Percent	Percent	Percent	Percent	
Hikers	79.1	11.5	8.7	0.8	3.69
Walkers	60.0	20.0	16.0	4.0	3.36
Mountain Bikers	93.8	6.3	0.0	0.0	3.94
All Offsite Respondents	78.3	13.6	7.5	0.7	3.70

Q10: What is the likelihood that you or members of your household, will visit this park again in the next 12 months?

¹ Average possibility of return to park. 1= Definitely will not visit, 2= Might visit, 3= Probably will visit, 4= Definitely will visit

Table 3.24 Importance of park facilities and each park's performance in providing the facilities based on user types

		Hikers	Walkers	Mountain Bikers	All Offsites
Facilities:		Mean	Mean	Mean	Mean
Park campsites	Importance ¹	1.86	2.00	1.93	2.21
	Performance ²	3.14	3.33	3.00	*3.20
Restrooms	Importance	3.16	3.11	3.09	*3.53
	Performance	3.05	3.23	3.00	3.12
Showers	Importance	1.50	1.40	1.64	1.76
	Performance	3.18	NA	NA	3.04
Parking availability	Importance	3.23	3.08	3.10	*3.50
	Performance	3.16	3.36	3.13	*3.21
Boat ramps	Importance	1.26	1.50	1.22	1.46
	Performance	3.30	4.00	NA	*3.31
Playground	Importance	1.61	1.62	1.08	1.84
	Performance	2.95	3.50	3.00	2.94
Individual Shaded picnic areas	Importance	2.34	2.74	2.25	2.68
	Performance	3.03	2.92	2.83	3.00
Group shaded picnic areas	Importance	2.07	2.32	2.14	2.30
	Performance	2.99	2.80	2.50	2.96
Nature/Visitor center	Importance	2.72	3.06	2.47	3.10
	Performance	3.23	3.30	3.33	*3.25
Trail signs	Importance	3.38	3.00	3.29	*3.66
	Performance	3.09	3.12	3.11	3.09
Interpretive signs	Importance	2.75	2.92	2.43	3.08
	Performance	2.70	2.88	3.17	2.79
Park roads	Importance	2.90	3.06	2.64	3.25
	Performance	3.17	3.40	3.25	3.21
Barrier-free trails	Importance	2.60	3.13	2.80	3.20
	Performance	3.12	3.00	3.25	3.15
Primary trails †	Importance	3.21	3.23	3.14	*3.51
	Performance	3.27	3.44	3.11	*3.27
Secondary trails †	Importance	3.00	3.00	3.00	3.26
	Performance	3.08	3.25	3.09	3.08
Competitive tracks	Importance	1.74	1.88	2.00	1.87
	Performance	3.03	2.86	3.00	2.90
Equestrian facilities	Importance	1.59	1.53	1.43	1.64
	Performance	2.92	2.50	3.00	2.88
Information display/kiosks	Importance	2.66	2.89	2.53	2.98
	Performance	2.99	3.12	3.29	3.04
Outdoor amphitheater	Importance	1.85	1.95	1.73	1.91
	Performance	2.91	3.20	3.00	3.05

Animal exhibits	Importance	2.27	2.28	2.12	2.50
	Performance	2.93	3.09	2.67	2.98
Directional signs [†]	Importance	3.03	3.00	2.92	*3.42
	Performance	3.03	3.00	2.91	3.03
Interpretive exhibits [†]	Importance	2.43	2.262	2.07	2.66
	Performance	2.94	3.00	3.00	2.97

Q4: This question address **park facilities** and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "*Doesn't Apply*."

¹1= Not at all important to 4= Extremely important²1= Poor, 2=Fair, 3=Good, 4=Excellent, and DA= Doesn't Apply

Note: The top five facilities used overall are denoted with an asterisk (*).

Table 3.25 Importance of park services and each park's performance in providing the services based on user types

		Hikers	Walkers	Mountain Bikers	All Offsites
Service:		Mean	Mean	Mean	Mean
Wi-Fi	Importance ¹	2.69	2.96	1.53	2.16
	Performance ²	2.86	3.33	3.50	2.87
Mobile apps	Importance	2.66	2.67	1.89	2.07
	Performance	3.23	3.50	3.50	3.13
Staffed nature center	Importance	3.02	3.33	2.84	2.92
	Performance	3.71	3.86	3.76	*3.69
Trail conditions	Importance	3.66	3.83	3.84	*3.60
	Performance	3.68	3.76	3.72	*3.64
Park interpretive programs	Importance	2.77	3.17	2.53	2.63
	Performance	3.52	3.59	3.73	3.50
Park maintenance	Importance	3.67	3.83	3.84	*3.65
	Performance	3.70	3.75	3.78	*3.65
Park information	Importance	3.49	3.57	3.37	*3.47
	Performance	3.62	3.71	3.71	3.56
Law enforcement presence	Importance	2.64	3.00	2.79	2.56
	Performance	2.90	3.17	3.29	2.90
Facility cleanliness	Importance	3.65	3.62	3.63	*3.62
	Performance	3.67	3.67	3.83	*3.64
Staff availability	Importance	3.04	3.46	3.05	3.03
	Performance	3.55	3.71	3.72	3.53
Staffed entry station	Importance	2.79	3.50	2.84	2.80
	Performance	3.62	3.75	3.75	3.59
Resource protection/management	Importance	3.53	3.48	3.58	3.42
	Performance	3.51	3.63	3.55	3.47
Merchandise, food/beverage sales	Importance	2.27	2.46	2.37	2.06
	Performance	3.22	3.40	3.33	3.20
Park maps	Importance	3.55	3.58	3.00	*3.45
	Performance	3.64	3.79	3.65	*3.59
Customer service	Importance	3.25	3.35	3.16	3.19
	Performance	3.74	3.83	3.94	3.73

Q5: This question address **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the parks staff in providing those services. If the service doesn't exist at this park or you do not know about the service quality, please circle "*Doesn't Apply*."

¹1= Not at all important to 4=Extremely important

²1=Poor, 2=Fair, 3=Good, 4=Excellent, and DA=Doesn't Apply

Note: The wording for this question was changed for 2018-2019

Top five services overall are denoted with an asterisk (*)

Table 3.26 Reasons for visiting County Parks

	Hikers	Walkers	Mountain Bikers	All Offsites
I visit this park to:	Mean ¹	Mean	Mean	Mean
Have an inexpensive recreation experience	3.40	3.60	3.50	3.41
Improve my physical health	3.61	3.56	3.67	*3.51
Enjoy the solitude	3.51	3.76	3.44	3.47
Be with others who enjoy the same things I do	3.06	2.76	3.22	3.02
Be with friends and family	3.29	3.28	3.56	3.29
Learn more about nature	3.14	3.28	2.83	3.12
Enjoy desirable climate	3.47	3.60	3.28	3.43
Feel in control of my life	2.95	2.68	3.11	2.89
Enjoy physical exercise	3.67	3.52	3.78	*3.55
Test my skills and abilities	2.98	2.76	3.50	2.87
Relax	3.46	3.48	3.33	*3.47
Observe the scenic beauty	3.73	3.75	3.67	*3.70
Get away from my everyday responsibilities for awhile	3.36	3.28	3.44	3.33
Enjoy the sounds and smells of nature	3.66	3.68	3.56	3.63
Develop my skills and abilities	2.96	2.84	3.50	2.87
Help reduce or release built up tensions	3.17	3.04	3.41	3.14
Learn more about the area's culture and history	3.13	3.16	2.61	3.05
Be in the desert	3.29	3.36	3.39	3.22
Do something exciting	3.13	3.04	3.50	3.09
To experience or do something new	3.19	3.20	3.11	3.13
To experience the open space	3.55	3.52	3.67	*3.54
To get away from civilization for a while	3.45	3.24	3.50	3.42
Enjoy wildlife	3.44	3.44	3.17	3.43

Q6: People visit county parks for many reasons. How important are each of the following reasons to you when visiting this park?

¹1=Not at all important, 2=Slightly important, 3=Important, and 4=Extremely important

Note: The top five reasons overall are denoted with an asterisk (*).

Table 3.27 Money spent on an average trip to the County Parks based on user types

	Hikers	Walkers	Mountain Bikers	All Offsites
	Mean	Mean	Mean	Mean
Lodging (hotels, campground, etc.)	\$44.24	\$79.35	\$17.65	\$38.45
Shopping & gifts (clothing, gifts, souvenirs, etc.)	\$18.09	\$19.39	\$5.47	\$14.88
Food, meals & drink (restaurants, taverns, groceries, etc.)	\$39.17	\$49.07	\$8.94	\$37.61
Tourist services (jeep tours/rentals, museums, outfitters, horseback riding, boat rentals, tours, etc.)	\$8.85	\$41.30	\$0.00	\$10.20
Recreation equipment purchases (tents, camping gear)	\$37.37	\$4.35	\$54.41	\$37.93
Gas and transportation costs	\$30.69	\$22.26	\$11.29	\$30.04
Entrance fees, permits & licenses	\$18.48	\$11.43	\$30.82	\$18.50
Other	\$63.63	\$52.50	\$3.00	\$49.80
Total	\$260.52	\$279.65	\$131.58	\$237.41

Q7: Please estimate the amount of money you and your group spent on your most recent trip to this Maricopa county Park. Include only those expenditures (credit or cash) made related to your trip.

Note: Persons reported no spending in a category counted at \$0.

Table 3.28 Use of facilities by participant and family based on user types

	Hikers	Walkers	Mountain Bikers	All Offsites
Facilities:	Mean ¹	Mean	Mean	Mean
Individual site sewer at camp sites	2.73	2.76	3.11	*2.63
Off-highway vehicle areas	2.60	2.52	2.39	*2.55
Cabin/room accommodations	2.52	2.36	2.28	*2.42
Restaurants/snack bars	2.15	2.20	2.11	2.08
Event venue [†]	2.39	2.44	2.39	2.27
Mountain bike obstacle course [†]	2.68	2.68	1.33	*2.54
Pedestrian (aerial or ground) obstacle course	2.37	2.20	2.17	2.29
Wildlife viewing areas or blinds	1.77	1.72	2.00	1.72
Outdoor exercise/circuit course	2.15	2.32	1.72	2.09
Zipline	2.29	2.44	2.33	2.26
Off-leash dog area	2.53	2.28	2.11	2.43
Other (fill-in)	3.19	3.00	1.75	*3.02

Q8: The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided?

¹1=I would definitely use, 2=I may use, and 3=I definitely would not use

Note: The top five facilities for future use overall are denoted with an asterisk (*).

Table 3.29 Interest in Park Programs

	Hikers		Walkers		Mountain Bikers		All Offsites	
Programs:	Idk ¹	M ²	Idk	M	Idk	M	Idk	M
Volunteer Events	4	1.88	1	1.68	0	2.13	13	1.9
Animals	1	2.28	0	2.48	0	2.24	2	2.4
Aquatics	5	1.55	0	1.70	0	1.47	8	1.6
Archaeology and History	1	2.38	0	2.50	0	2.00	4	2.4
Astronomy	1	2.39	0	2.57	0	2.00	3	2.4
Parks Commission	9	1.53	0	1.68	0	1.54	25	1.5
Entertainment and Social Skills	5	1.59	0	1.64	0	1.73	10	1.6
Health and Fitness	1	2.48	0	2.41	0	2.29	2	2.4
Geology	1	2.41	0	2.57	0	2.12	3	2.4
Outdoor skills	1	2.31	0	2.09	0	2.59	4	2.3
Plants	0	2.44	0	2.58	0	2.12	2	2.4

Q11: How interested are you in the following types of park programs?

¹ Idk = represents the number of participants who responded 'I don't know'

² M = Mean score for all participants who expressed opinions other than 'I don't know' 1= Not at all interested, 2= Somewhat interested, and 3= Very interested

This question was newly added to the 2018-19 study

Table 3.30 Management issues in the County Parks/Areas based on user types

	Hikers	Walkers	Mountain Bikers	All Offsites
Statements:	Mean ¹	Mean	Mean	Mean
The current hours of this park are convenient for me	3.42	3.44	3.50	3.45
I would use the park more during the summer season if hours were extended later into the evening	2.56	2.63	3.00	2.55
I would use the park more during the winter season if hours were extended earlier into the morning	2.50	2.44	2.67	2.48
I would use the park more during the winter season if hours were extended later into the evening	2.43	2.40	2.56	2.43
Park access through the main entrance and trailheads is adequate to meet the needs of the public	3.39	3.52	3.33	3.37
The entrance fee at this park offers a good value	3.36	3.36	3.22	3.36
I would recommend this park to my family and friends	3.68	3.60	3.61	3.35
Conflicts among different types of users on the trail is a significant problem in this park	1.96	2.00	2.06	1.96
More Regional trails are needed	2.71	2.56	3.17	2.66
We need more Regional parks in Maricopa County	2.95	2.84	3.06	2.98
I would use trails specifically designated for a single activity, such as hiking, mountain biking, equestrian, etc.	3.19	3.24	3.83	3.18
Observing drones during my park visit would have a negative impact on my visit	3.27	3.08	2.53	3.25

Q9: The following is a list of statements describing some management issues in this park. Please indicate the degree to which you agree or disagree with each statement.

¹1= Strongly disagree, 2=Disagree, 3=Agree, and 4=Strongly agree

Table 3.31A Preferred information and education delivery methods based on user types (Hikers)

Hikers:	Awareness ¹		Utilized ²		Desirable ³
	Yes	No	Yes	No	Mean ⁴
	Percent	Percent	Percent	Percent	
Scheduled programs by a park ranger	57.1	42.9	29.3	70.7	2.21
Written materials I can take with me such as maps, brochures and information sheets	90.5	9.5	89.4	10.6	2.74
Self-led activities such as reading road signs or a self-guided nature hike with signs/ pamphlets to tell me what is there	63.1	36.9	57.3	42.7	2.52
Video, computer programs in a nature center	23.0	77.0	13.9	86.1	1.69
Live wildlife cams in a nature center	13.5	86.5	9.4	90.6	2.13
PowerPoint presentations that accompany a lecture	11.6	88.4	6.0	94.0	1.67
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of a visitor center or museum	5.5	94.5	3.8	96.2	1.61
Self-explained exhibits in a nature center	58.1	41.9	52.7	47.3	2.21
Self-led activities with a downloadable 9+ podcast [†]	3.5	96.5	3.4	96.6	1.60
Living history presentations	12.3	87.7	8.1	91.9	1.95
Guided tours/hikes	50.2	49.8	29.0	71.0	2.24
Other	20.0	80.0	8.0	92.0	1.66

Q12: We would like to know which park information and education deliver methods you used and would find most desirable in this park. 1- Are you aware of this method in the park? 2- Have you used this method in this park? 3-How desirable is this delivery method to you for future visits to this park?

⁴1=Not at all desirable, 2=Somewhat desirable, 3=Very desirable

The wording for some items was changed slightly for the 2018-19 study

New items are denoted with a [†]

Table 3.31B Preferred information and education delivery methods based on user types (Walkers)

Walkers:	Awareness ¹		Utilized ²		Desirable ³
	Yes	No	Yes	No	
	Percent	Percent	Percent	Percent	Mean ⁴
Scheduled programs by a park ranger	54.2	45.8	26.1	73.9	2.26
Written materials I can take with me such as maps, brochures and information sheets	100.0	0.0	91.3	8.7	2.78
Self-led activities such as reading road signs or a self-guided nature hike with signs/ pamphlets to tell me what is there	75.0	25.0	63.6	36.4	2.68
Video, computer programs in a nature center	29.2	70.8	18.2	81.8	1.86
Live wildlife cams in a nature center	12.5	87.5	4.5	95.5	2.32
PowerPoint presentations that accompany a lecture	12.5	87.5	4.8	95.2	1.86
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of a visitor center or museum	4.2	95.8	4.5	95.5	1.77
Self-explained exhibits in a nature center	75.0	25.0	77.3	22.7	2.36
Self-led activities with a downloadable 9+ podcast [†]	8.3	91.7	4.5	95.5	1.86
Living history presentations	17.4	82.6	14.3	85.7	2.09
Guided tours/hikes	45.8	54.2	22.7	77.3	2.52
Other	NA	NA	NA	NA	NA

Q12: We would like to know which park information and education deliver methods you used and would find most desirable in this park. 1- Are you aware of this method in the park? 2- Have you used this method in this park? 3-How desirable is this delivery method to you for future visits to this park?

⁴1=Not at all desirable, 2=Somewhat desirable, 3=Very desirable

The wording for some items was changed slightly for the 2018-19 study

New items are denoted with a [†]

**Table 3.31C Preferred information and education delivery methods based on user types
(Mountain Bikers)**

Mountain Bikers:	Awareness ¹		Utilized ²		Desirable ³
	Yes	No	Yes	No	
	Percent	Percent	Percent	Percent	Mean ⁴
Scheduled programs by a park ranger	70.6	29.4	23.5	76.5	2.24
Written materials I can take with me such as maps, brochures and information sheets	94.1	5.9	88.2	11.8	2.47
Self-led activities such as reading road signs or a self-guided nature hike with signs/ pamphlets to tell me what is there	76.5	23.5	64.7	35.3	2.53
Video, computer programs in a nature center	29.4	70.6	11.8	88.2	1.82
Live wildlife cams in a nature center	11.8	88.2	11.8	88.2	1.88
PowerPoint presentations that accompany a lecture	0.0	100.0	0.0	100.0	1.59
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of a visitor center or museum	0.0	100.0	0.0	100.0	1.56
Self-explained exhibits in a nature center	52.9	47.1	52.9	47.1	2.12
Self-led activities with a downloadable 9+ podcast [†]	5.9	94.1	5.9	94.1	1.56
Living history presentations	5.9	94.1	11.8	88.2	1.69
Guided tours/hikes	41.2	58.8	29.4	70.6	2.35
Other	NA	NA	NA	NA	NA

Q12: We would like to know which park information and education deliver methods you used and would find most desirable in this park. 1- Are you aware of this method in the park? 2- Have you used this method in this park? 3-How desirable is this delivery method to you for future visits to this park?

⁴1=Not at all desirable, 2=Somewhat desirable, 3=Very desirable

The wording for some items was changed slightly for the 20188-19 study

New items are denoted with a [†]

Table 3.32 Management and user fee issues in the Maricopa County Parks System based on user types

	Hikers	Walkers	Mountain Bikers	All Offsites
	Mean ¹	Mean	Mean	Mean
The current entrance fee is a good value for the benefits I receive from using this park	1.54	1.64	1.50	3.45
Entrance fees should be increased occasionally to keep up with inflation and increases in operating costs	2.15	2.08	2.22	2.86
Entrance fees should be kept at a minimum to encourage use of Regional parks	1.78	1.68	1.78	3.19
I would be willing to pay a program fee for educational programs & workshops if offered in Regional parks.	2.17	2.00	2.39	2.83
I would support a dedicated property tax to support the county Regional parks system.	2.20	2.52	1.81	2.80

Q15: The following is a list of statements describing management and user fee issues in the Maricopa county parks System. Please indicate the degree to which you agree or disagree with each of the statements.

¹1=Strongly disagree, 2=Disagree, 3=Agree and 4=Strongly agree

Table 3.33 Preferences on operating and maintenance funding sources based on user types

	Hikers	Walkers	Mountain Bikers	All Offsites
	Percent	Percent	Percent	Percent
Entirely from taxes	1.9	4.2	5.6	2.4
Mostly taxes	17.5	4.2	22.2	17.0
Equally from taxes and user fees	43.6	29.2	27.8	41.3
Mostly user fees	25.7	33.3	27.8	25.4
Entirely user fees	1.6	0.0	0.0	1.9
Don't know	9.7	29.2	16.7	12.0
Total	100.0	100.0	100.0	100.0

Q13: As you may know, the funds needed to operate and maintain county parks come mainly from user fees collected at the site and approximately 10% of the budget comes from the County General fund. In your opinion, what is the proper balance between taxes and user fees for generating park operating funds?

Table 3.34 Information sources when planning to visit parks based on user types

	Hikers	Walkers	Mountain Bikers	All Offsites
Information Source:	Mean ¹	Mean	Mean	Mean
Chamber of Commerce	2.50	2.50	2.71	2.53
Visitor information centers/museum	1.66	1.72	1.73	1.65
Place on state highway map	1.86	1.79	2.07	1.85
Highway/road signs	1.59	1.52	1.80	1.58
Books, magazines	1.88	1.72	2.00	1.90
Computer based information (internet)	1.24	1.20	1.22	1.26
Mobile application	1.67	2.04	1.47	1.73
Sporting goods/outdoor stores	2.03	2.29	1.63	2.02
Telephoning specific park sites	2.16	2.20	1.94	2.16
Brochures picked-up at each County Park	1.56	1.61	1.63	1.58
Local radio stations	2.40	2.50	2.27	2.35
Arizona Office of Tourism brochures	2.09	2.13	2.18	2.12
Arizona Highways magazine	2.09	2.05	2.07	2.11
Newspapers	2.39	2.50	2.29	2.41
Motor club publications	2.59	2.71	2.71	2.59
Trade shows (outdoor and travel)	2.52	2.57	2.67	2.52
AAA Travel Office	2.42	2.50	2.64	2.45
Information at hotels/resorts	2.16	2.08	2.43	2.19
Park website	1.31	1.48	1.22	1.31
Social networks	1.98	2.17	1.88	1.94
Subscriber electronic email	2.02	2.18	1.79	2.02
Other	2.00	2.00	NA	2.00

Q17: When planning a visit to Maricopa County Parks, what method would be easiest for you to find out about the services and opportunities in County Parks?

¹1=I would definitely use, 2=I may use, and 3=I definitely would not use

Table 3.35 Information sources when planning to visit parks

	Hikers	Walkers	Mountain Bikers	All Offsites
Social Media Application:	Mean ¹	Mean	Mean	Mean
Blogs	1.60	1.46	1.17	1.56
Micro-blogs (Twitter/Tumblr)	1.52	1.42	1.33	1.48
Social networks (Facebook/LinkedIn)	2.67	2.48	2.61	2.68
Digital video (YouTube/Vimeo)	2.41	2.24	2.11	2.35
Bookmarking (Pinterest/Stumble Upon)	1.95	1.92	1.44	1.86
Photo sharing (Instagram/Snapchat)	2.01	2.16	1.94	2.05
Wiki's (Wikipedia/Wikispaces)	2.18	2.20	2.00	2.19
Mobile Apps	2.74	2.4	2.72	2.71
Other	2.13	1.60	3.25	2.09

Q16: Which social media applications do you use to receive information on a regular basis?

¹ 1 = I never use, 2 = I rarely use, 3 = I sometimes use, and 4 = I always use

Table 3.36 Online reservation system based on user types

Activity:	Have you used Percent		Easy to use Percent	
	Yes	No	Yes	No
Hikers	12.1	87.9	100.0	0.0
Walkers	16.0	84.0	100.0	0.0
Mountain Bikers	11.1	88.9	100.0	0.0
All Offsite Respondents	15.8	84.2	98.6	1.4

Q18a&b: Have you used the online reservation system? If yes, was it easy to use?

Table 3.37 Gender of offsite respondents based on user types

Activity:	Gender	
	Male	Female
	Percent	Percent
Hikers	33.1	66.9
Walkers	36.0	64.0
Mountain Bikers	64.7	35.3
All Offsite Respondents	36.2	63.8

Q19: What gender do you associate with?

Table 3.38 Marital status of offsite respondents based on user types

Activity:	Yes	No
	Percent	Percent
Hikers	71.4	28.6
Campers	80.8	19.2
Mountain Bikers	77.8	22.2
All Offsite Respondents	65.0	35.0

Q20: Are you married?

Table 3.39 Visitors age of offsite respondents based on user types

Activity:	Visitors Age
	Mean
Hikers	54.46
Walkers	53.62
Mountain Bikers	49.72
All Offsite Respondents	53.73

Q21: What is your age?

Table 3.40 Persons with disabilities living in respondent's household based on user types

Activity:	Yes	No
	Percent	Percent
Hikers	4.6	95.4
Walkers	11.5	88.5
Mountain Bikers	0.0	100.0
All Offsite Respondents	6.7	93.3

Q22a: Is there an individual in your household with a physical or mental disability who requires special recreation services?

Table 3.41 Number of children and adults living in respondent's household based on user types

Activity:	Number of Children	Number of Adults
	Mean	Mean
Hikers	0.37	2.15
Walkers	0.58	2.46
Mountain Bikers	0.53	2.06
All Offsite Respondents	0.71	2.16

Q23a: How many children, 17 years of age or younger, are in your household?

Q24: How many adults, 18 years of age or older, including yourself are in your household?

Table 3.42 Educational level of respondents based on user types

Activity:	Years of education
	Mean
Hikers	15.26
Walkers	13.58
Mountain Bikers	15.33
All Offsite Respondents	15.12

Q25: Please indicate the highest level of education you have attained.

Table 3.43 Employment status based on user types

Activity:	Full-time	Part-time	Un-employed	Retired	Student	Home-maker	Other
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Hikers	38.6	11.2	1.5	40.4	1.9	6.0	0.4
Walkers	46.2	0.0	11.5	26.9	0.0	15.4	0.0
Mountain Bikers	78.9	5.3	0.0	5.3	0.0	0.0	0.0
All Offsite Respondents	42.4	11.2	2.1	35.1	2.1	6.2	2.3

Q26: Are you currently:

Note: Respondents could select multiple statuses

Table 3.44 Income level based on user types

	Hikers	Walkers	Mountain Bikers	All Offsite Respondents
Income Level:	Percent	Percent	Percent	Percent
\$15,000 or less	2.1	4.3	0.0	2.1
\$15,001- \$30,000	3.0	4.3	0.0	4.2
\$30,001-\$45,000	4.7	13.0	0.0	6.3
\$45,001-\$60,000	14.4	17.4	23.5	14.6
\$60,001-\$75,000	14.0	8.7	17.6	12.0
\$75,001-\$90,000	14.0	8.7	5.9	14.3
\$90,001-\$105,000	13.6	4.3	11.8	10.8
\$105,001-\$120,000	10.2	8.7	11.8	10.1
More than \$120,000	24.2	30.4	29.4	25.6

Q27: What statement best described your total annual household income for the last calendar year?

APPENDIX B

OVERALL COUNTYWIDE RESULTS

MARICOPA COUNTY PARK VISITOR STUDY ARIZONA STATE UNIVERSITY

1. Have you been to this park before this current trip? (✓ *one box*) ☐ Yes **61.8%** ☐ No **38.2%**

(If **yes**, how many times have you previously visited this park in the past 12 months, including the current visit?)
10.4 times

2. How did you find out about the park? **(see Table 1.4, Ch. 1)**

3. Is this park the primary destination for your trip today? (✓ *one box*) ☐ Yes **87.5%** ☐ No **12.5%**

4. How long was/will your stay (be) in this park during this visit? (✓ *one box and complete item*)

☐ Day use only: **95.9%** How many hours today? **2.72**

☐ Overnight use: **4.1%** How many nights? **7.22**

5. Approximately how many miles did you travel today to get to this park? **34.59** miles

6. Please indicate which activities your group will or did participate in during your current visit to this park. (✓ *all that apply*)

76.3% trail hiking
48.8% walking for pleasure
7.3% running/ jogging
2.9% horseback riding
9.6% mountain biking
29.4% photography
12.4% driving: sightseeing
4.1% RV camping
1.8% tent camping
9.3% picnicking

1.7% boating
4.1% swimming
1.7% fishing
1.2% kayaking
0.5% paddle crafting
0.5% water skiing/wakeboarding
0.3% scuba diving
3.7% attending a park program
2.0% attending a special event
7.9% other (see end of individual park Appendix)

6.5% visiting historical sites
16.6% utilizing nature center
23.5% nature experience
20.1% watching wildlife
12.7% bird watching
2.6% playgrounds
2.8% archery

7. Which of the above activities do you consider your primary activity? (**see Table 1.9A, Ch. 1**)

If you used the trails today, approximately how many miles did you hike/ride? **4.37**

8. How satisfied were you with the following?

Statement:	Extremely satisfied %	Very satisfied %	Fairly satisfied %	Slightly satisfied %	Not at all satisfied %
Your primary activity	84.3	12.6	1.2	0.7	1.3
The services offered for that activity	82.9	13.3	1.9	0.6	1.3
The facilities offered for that activity	83.9	11.9	2.1	0.6	1.5
Your visit to this county park	85.9	11.2	1.1	0.6	1.3

9. Are you aware that Maricopa County Parks has an on-line reservation system? ☐ Yes **32.3%** ☐ No **67.7%**

10. Are you an annual pass holder? ☐ Yes **17.0%** ☐ No **83.0%**

Overall Countywide Results

11. Currently visitors can purchase an annual pass that allows unlimited day use entrance for \$85. If a 6-month pass were offered for \$50 how likely are you to purchase the 6-month pass? (*√ one box*)
☐ Not at all likely **36.1%** ☐ Somewhat Likely **40.0%** ☐ Very Likely **23.9%**

12. How would you like to receive information from us? (*√ the most preferred*)
52.5% email **14.4%** social media (Facebook/Twitter, etc) **14.2%** county parks website
4.9% postal mail **13.2%** brochures at park **0.9%** other _____

13. Are you planning to make a return visit to this park? ☐ Yes **86.5%** ☐ No **1.7%** ☐ Not Sure **11.8%**

If no or not sure, why?

<u>1.0%</u> safety concerns	<u>0.0%</u> staff issues	<u>1.7%</u> limited recreation opportunities
<u>0.3%</u> poor/inadequate facilities	<u>0.3%</u> trails not adequate	<u>0.7%</u> poor/no programs
<u>1.0%</u> cleanliness/maintenance issues	<u>3.0%</u> high park user fees	<u>39.9%</u> travel distance
<u>26.0%</u> time restraints	<u>26.0%</u> other _____	

14. The Maricopa Trail is a 310-mile regional trail that links the 10 regional county parks. The trail is currently 98% complete.

Are you aware of the trail? ☐ Yes **39.3%** ☐ No **60.7%**

Do you currently use, have you used, or do you plan use it in the future? ☐ Yes **77.1%** ☐ No **22.9%**

15. What is your age? **49.49** _____

16. What is the zip code of your permanent home residence? **(see Table 1.21, Ch. 1)** _____

17. Are you visiting the park today (*√ one*):
15.9% alone **9.2%** with family and friends
52.4% with family only **1.7%** with an organized group (e.g. school group)
20.4% with friend(s) only **0.4%** _____ other

18. How many people are in your vehicle today, including yourself? **2.58** _____

Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

<u>10.5%</u> 10 or less years	<u>20.3%</u> 11 to 20 years	<u>8.5%</u> 21 to 34 years
<u>25.5%</u> 35 to 49 years	<u>16.0%</u> 50 to 64 years	<u>19.2%</u> 65 years and over

19. What culture do you identify with? (*√ one*)

☐ White <u>86.9%</u>	☐ American Indian <u>1.2%</u>	☐ Asian <u>2.0%</u>
☐ African American <u>1.6%</u>	☐ Hispanic <u>6.8%</u>	☐ Other _____ <u>1.6%</u>

Thank you for completing this survey, we appreciate your help!

Overall Countywide Results

First, we would like to ask you some questions about your recent visit to the county regional park where you received this survey.

1. Overall, how satisfied are you with your recent visit to this county park? (✓ one box)

72.3%
25.4%
2.3%
0.0%
0.0%

☐ Extremely satisfied
 ☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Slightly satisfied
 ☐ Not at all satisfied

If not satisfied, please tell us why: (see end of individual park Appendix)

2. Based upon your visit, how would you rate the overall quality of this park? (✓ one box)

0.0%
0.2%
1.2%
26.6%
71.9%

☐ Very poor
 ☐ Poor
 ☐ Average
 ☐ Good
 ☐ Excellent

3. Approximately how many total visits have you made to this county park in the past year? (fill in number)
mean = 9.18 visits

4. This question addresses **park facilities**, and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "Doesn't Apply."

Park Services:	IMPORTANCE TO YOU				PARK PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Park campsites	38.7	19.0	23.9	18.4	0.2	1.3	11.6	5.3	81.6
Restrooms	0.6	4.3	35.3	59.7	1.5	5.3	31.9	14.5	46.8
Showers	56.1	20.6	14.2	9.0	0.6	1.1	5.3	2.8	90.2
Parking availability	0.8	3.6	39.5	56.1	0.6	3.0	38.2	16.5	41.8
Boat ramps	76.4	7.9	8.7	7.0	0.0	0.4	3.8	2.6	93.2
Playground	52.0	20.4	17.9	9.4	0.6	2.1	13.2	2.3	81.7
Individual shaded picnic areas	16.5	22.5	36.5	24.4	1.5	5.5	29.6	8.5	54.9
Group shaded picnic areas	29.2	28.1	25.8	16.9	1.3	5.3	23.7	6.4	63.3
Nature/Visitor center	5.1	15.8	42.4	36.7	0.6	3.0	26.3	15.5	54.7
Trail signs	1.7	4.1	20.0	74.2	0.6	7.0	42.3	14.22	35.9
Interpretive signs (i.e., wildlife, plants, history, etc.)	2.6	19.7	44.3	33.4	3.4	15.0	37.6	8.0	35.9
Park roads	1.5	10.8	48.2	39.5	0.6	2.7	37.8	16.2	42.6
Barrier-free trails	8.9	16.6	37.5	37.0	0.4	3.4	31.9	11.3	52.9
Primary trails	1.1	4.5	36.5	58.0	0.2	1.9	32.8	16.3	48.7
Secondary trails	2.2	11.5	43.7	42.6	0.2	5.8	37.0	10.7	46.4
Competitive tracks	49.6	24.4	15.5	10.6	0.9	2.4	9.0	2.6	85.2
Equestrian facilities	62.2	17.6	14.0	6.3	0.9	3.0	12.0	2.6	81.6
Information display or kiosk	6.7	18.3	45.0	30.0	0.2	7.0	40.5	9.6	42.6
Outdoor amphitheater	42.1	29.5	22.9	5.5	1.1	1.7	10.2	4.7	82.3
Animal exhibits	17.3	31.1	34.9	16.6	1.3	6.5	25.5	8.4	58.3
Directional signs (inside park)	1.9	6.8	37.8	53.5	0.8	7.4	43.5	11.3	36.9
Interpretive exhibits	12.4	27.7	40.6	19.3	0.9	6.0	26.8	6.4	59.9
Other: <u>see end of individual Appendix</u>	12.1	6.1	24.2	57.6	1.4	0.0	6.2	1.4	91.0

Overall Countywide Results

5. This question addresses **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the park staff in providing those services. If the service does not exist at this park or you do not know about the service quality, please circle “Doesn’t Apply.”

I visit parks to:	Not at all Important %	Slightly Important %	Important %	Extremely Important %
Have an inexpensive recreation experience	3.2	8.2	33.0	55.6
Improve my physical health	2.1	4.4	33.8	59.7
Enjoy the solitude	1.5	6.9	34.5	57.1
Be with others who enjoy the same things I do	8.8	16.8	38.0	36.3
Be with friends or family	4.4	10.5	37.1	48.0
Learn more about nature	2.7	18.5	43.2	35.6
Enjoy desirable climate	1.7	4.9	42.0	51.5
Feel in control of my life	15.0	15.2	35.1	34.7
Enjoy physical exercise	1.7	4.4	31.4	62.5
Test my skills and abilities	9.0	27.5	30.9	32.6
Relax	0.4	6.1	39.8	53.7
Observe the scenic beauty	0.6	1.1	25.5	72.8
Get away from my everyday responsibilities for awhile	4.0	11.2	32.4	52.4
Enjoy the sounds and smells of nature	0.4	3.2	29.7	66.7
Develop my skills and abilities	9.7	24.8	34.9	30.7
Help reduce or release some built up tensions	5.9	16.2	35.8	42.1
Learn more about the area’s culture and history	4.2	20.0	42.7	33.1
Be in the desert	3.8	14.3	37.6	44.3
Do something exciting	3.8	18.8	42.2	35.2
To experience or do something new	3.6	16.0	44.1	36.3
To experience the open space	1.3	4.8	33.0	60.9
To get away from civilization for awhile	2.3	7.8	35.7	54.2
Enjoy wildlife	1.9	8.8	33.8	55.5

6. People visit county parks for many reasons. How important are each of the following reasons to you when visiting this Park? (circle one response for each statement)

Park Services:	IMPORTANCE TO YOU				STAFF PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Wi-Fi	39.2	24.9	16.9	19.0	4.8	2.8	10.8	8.9	72.7
Mobile apps	38.4	28.2	21.6	11.8	2.0	2.2	8.7	9.0	78.2
Staffed nature center	10.5	20.6	35.7	33.2	1.3	2.0	17.2	61.5	18.0
Trail conditions	1.7	3.1	28.4	66.8	0.6	2.4	27.0	64.5	5.6
Park interpretive programs	14.3	27.3	39.9	18.5	0.9	2.4	22.0	33.0	41.7
Park maintenance	0.7	1.7	29.4	68.2	0.4	1.5	29.7	65.6	2.8
Park information	1.3	3.9	41.4	53.4	0.4	2.2	37.5	58.1	1.7
Law enforcement presence	14.9	30.2	39.3	15.6	3.2	10.7	17.6	12.7	55.8
Facility cleanliness	0.7	2.9	30.5	65.9	0.4	2.4	29.0	64.6	3.6
Staff availability	4.4	20.6	42.5	32.5	1.3	4.1	32.5	57.8	4.3
Staffed entry station	13.3	22.0	36.6	28.2	1.1	3.7	26.7	59.5	9.1
Resource protection/management	3.0	7.1	35.3	54.6	0.7	3.9	27.5	38.0	29.9
Merchandise, food/beverage sales	34.0	34.7	22.5	8.9	1.5	6.7	25.3	20.3	46.2
Park maps	1.5	7.8	34.8	55.9	0.6	4.3	28.5	61.8	4.7
Customer service	4.2	16.0	35.9	43.9	0.4	0.4	22.7	68.4	8.0

Overall Countywide Results

7. Please estimate the amount of money you and your group spent on your most recent trip to this Maricopa County Park. Include only expenditures (cash or credit) made related to your trip. *(estimate the amount for each category)*

Lodging (hotels, campgrounds, etc.)	\$ <u>\$38.45</u>
Shopping & Gifts (clothing, gifts, souvenirs, etc.)	\$ <u>\$14.88</u>
Food, Meals, and Drink (restaurants, taverns, groceries, snacks, etc.)	\$ <u>\$37.61</u>
Tourist Services (jeep tours/rentals, museums, outfitters, horseback riding, boat rentals, tours, etc.)	\$ <u>\$10.20</u>
Recreation Equipment Purchases (camping gear, hiking/biking gear, etc)	\$ <u>\$37.93</u>
Gas and Transportation Costs	\$ <u>\$30.04</u>
Entrance Fees, Permits and Licenses	\$ <u>\$18.50</u>
Other (please specify) <u>(see end of individual park Appendix)</u>	\$ <u>\$49.80</u>

Next, we would like to ask you some questions about your preferences concerning future visits to this Park.

8. The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided? *(please circle one response for each item)*

Facility:	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Individual site sewer at camp sites	13.2	17.0	45.4	24.4
Off-highway vehicle areas	10.4	27.8	49.3	12.5
Cabin/room accommodations	11.8	36.6	40.4	11.2
Restaurants/snack bars	19.8	55.5	18.6	6.1
Event venue	12.4	49.8	25.5	12.2
Mountain bike obstacle course	11.4	22.1	57.3	9.3
Pedestrian (aerial or ground) obstacle course	16.8	36.8	38.0	8.4
Wildlife viewing areas or blinds	41.2	47.1	5.9	5.9
Outdoor exercise/circuit course	21.6	47.0	24.5	6.9
Zipline	18.9	36.1	37.8	7.1
Off-leash dog area	17.3	24.3	47.0	11.4
Other (specify): <u>(see end of individual park Appendix)</u>	28.0	6.0	2.0	64.0

Overall Countywide Results

9. The following is a list of statements describing some management issues in this Park. Please indicate the degree to which you agree or disagree with each statement. *(please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current hours of this park are convenient for me	47.9	49.6	2.1	0.4
I would use the park more during the summer season if hours were extended later into the evening	14.3	34.6	43.2	8.0
I would use the park more during the winter season if hours were extended earlier into the morning	11.8	31.3	50.1	6.9
I would use the park more during the winter season if hours were extended later into the evening	9.0	32.2	51.7	7.1
Park access through the main entrance and trailheads is adequate to meet the needs of the public	44.4	49.3	5.3	1.1
The entrance fee at this park offers a good value.	43.0	50.2	6.1	0.6
I would recommend this park to my family and friends	66.0	32.9	0.6	0.4
Conflicts among different types of users on the trail is a significant problem in this park	3.9	10.3	64.0	21.8
More regional trails are needed	12.9	45.5	36.1	5.6
We need more regional parks in Maricopa County	24.3	52.1	21.0	2.6
I would use trails specifically designated for a single activity, such as hiking, mountain biking, equestrian, etc.	38.2	45.4	13.0	3.4
Observing drones during my park visit would have a negative impact on my visit	51.1	26.7	18.8	3.4

10. What is the likelihood that you, or members of your household, will visit this park again in the next 12 months?

☐ **0.7%** Definitely will not visit
 ☐ **7.5%** Might visit
 ☐ **13.6%** Probably will visit
 ☐ **78.3%** Definitely will visit

11. How interested are you in the following types of park programs?

	Not at all interested %	Somewhat interested %	Very Interested %	I don't know %
Volunteer Events	30.9	48.6	17.4	3.1
Animals	11.7	41.3	46.5	0.4
Aquatics	54.0	26.0	18.1	1.9
Archaeology and History	12.1	39.4	47.6	0.9
Astronomy	10.4	41.0	47.9	0.7
Parks Commission	53.6	30.9	8.6	6.9
Entertainment and Social Skills	51.8	31.6	14.1	2.4
Health and Fitness	11.8	37.1	50.7	0.4
Geology	10.2	42.5	46.7	0.7
Outdoor Skills	12.7	44.3	42.1	0.9
Plants	9.3	40.0	50.2	0.4

Overall Countywide Results

12. We would like to know which park information and education delivery methods you used and would find most desirable in this park? *(please circle the appropriate ratings below)*

Delivery Methods	Are you aware of this method in this park? (✓ one)		Have you used this method in this park? (✓ one)		How desirable is this delivery method to you for future visits to this park? (circle one answer)		
	Yes %	No %	Yes %	No %	Not at all desirable %	Somewhat desirable %	Very desirable %
Scheduled programs by a park ranger	58.0	42.0	31.1	68.9	14.6	49.2	36.2
Written materials I can take with me such as maps, brochures and information sheets	91.5	8.5	88.2	11.8	4.1	24.2	71.7
Self-led activities such as reading road signs or a self-guided nature hike with signs/pamphlets to tell me what is there	64.5	35.5	55.2	44.8	6.0	35.4	58.6
Video, computer programs in a nature center	21.7	78.3	13.1	86.9	42.4	45.9	11.7
Live wildlife cams in a nature center	12.6	87.4	9.0	91.0	19.3	44.5	36.2
PowerPoint presentations that accompany a lecture	12.0	88.0	5.8	94.2	47.5	40.2	12.2
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of nature center exhibits	4.6	95.4	3.5	96.5	48.9	39.1	11.9
Self-explained exhibits in a nature center	60.0	40.0	55.5	44.5	13.2	48.8	38.0
Self-led activities with a downloadable 9+ podcast	4.8	95.2	4.2	95.8	49.4	38.8	11.8
Living history presentations	12.9	87.1	8.9	91.1	27.6	49.8	22.7
Guided tours/hikes	49.9	50.1	29.1	70.9	15.8	44.3	39.9
Other (specify): <u>(see end of individual park Appendix)</u>	15.6	84.4	4.3	95.7	47.5	23.7	28.8

We would like to know how aware you are of our other Maricopa County Parks

13. As you may know, the funds needed to operate and maintain county parks come mainly from user fees collected at the site and approximately 10% of the budget comes from the County General fund. In your opinion, what is the proper balance between taxes and user fees for generating park operating funds? *(please ✓ the response that best reflects your opinion about the proper source of funding)*

- ☐ **2.4%** Entirely from Taxes
 ☐ **17.0%** Mostly Taxes
 ☐ **41.3%** Equally from Taxes & User Fees
 ☐ **25.4%** Mostly User Fees
 ☐ **1.9%** Entirely from User Fees
 ☐ **12.0%** Don't Know

Overall Countywide Results

14. Below is a list of all Maricopa County Regional Parks. **First**, are you aware of each park? **Second**, have you visited that park/area in the last two years? *(Please circle the appropriate rating for each park)*

Maricopa County Park or Recreation Area	Are you aware of this park? (✓ one)		Have you visited in the past 2 years? (✓ one)	
	Yes %	No %	Yes %	No %
Adobe Dam Regional Park	22.4	77.6	4.0	96.0
Buckeye Hills Regional Park	25.1	74.9	5.4	94.6
Cave Creek Regional Park	66.7	33.3	45.3	54.7
<u>Desert Outdoor Center</u> at Lake Pleasant Regional Park	53.3	46.7	26.8	73.2
Estrella Mtn. Regional Park	64.8	35.2	31.9	68.1
Hassayampa River Preserve	37.4	62.6	13.1	86.9
Lake Pleasant Regional Park	75.2	24.8	43.5	56.5
McDowell Mtn. Regional Park	69.9	30.1	45.5	54.5
San Tan Mtn. Regional Park	57.4	42.6	33.2	66.8
Spur Cross Ranch Conservation Area	43.8	56.2	29.3	70.7
Usery Mtn. Regional Park	63.3	36.7	45.0	55.0
White Tank Mtn. Regional Park	67.9	32.1	36.4	63.6

15. The following is a list of statements describing funding and user fee issues in the Maricopa County Parks System. Currently user fees are the primary source of funding for park operations and maintenance. Please indicate the degree to which you agree or disagree with each of the statements. *(Please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current entrance fee is a good value for the benefits I receive from using this park	51.3	42.9	5.4	0.4
Entrance fees should be increased occasionally to keep up with inflation & increases in operating costs	20.8	49.1	25.5	4.5
Entrance fees should be kept at a minimum to encourage use of regional parks	35.1	50.9	12.1	1.9
I would be willing to pay a program fee for educational programs & workshops if offered in regional parks	20.3	49.1	23.9	6.7
I would support a dedicated property tax to support the county regional parks system	23.5	40.9	27.8	7.8

16. Which social media applications do you use to receive information on a regular basis?

Social Media Application	I never use %	I rarely use %	I sometimes use %	I always use %
Blogs	61.7	22.3	14.3	1.7
Micro-blogs (Twitter/Tumblr/Reddit)	70.3	15.7	9.7	4.3
Social networks (Facebook/LinkedIn)	25.5	13.1	29.8	31.7
Digital video (YouTube/Vimeo)	27.4	22.2	38.5	12.0
Bookmarking (Pinterest/Stumble Upon)	52.7	16.3	23.3	7.7
Photo sharing (Instagram/Snapchat)	49.5	14.1	18.6	17.8
Wiki's (Wikipedia/Wikispaces)	36.0	19.9	33.6	10.5
Mobile Apps	19.0	15.8	40.7	24.5
Other (specify) <u>(see end of individual park Appendix)</u>	58.6	3.4	8.6	29.3

Overall Countywide Results

17. When planning a visit to Maricopa County Parks, what method would be easiest for you to find out about the services and opportunities in County Parks? *(please circle one response for each item)*

Information Source	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Chamber of Commerce	4.5	28.4	46.3	20.8
Visitor information centers/museums	40.9	47.1	7.7	4.3
Place on state highway map	28.2	51.2	13.8	6.9
Highway/road signs	45.9	45.3	5.6	3.2
Books, magazines	24.6	53.3	14.9	7.1
Computer based information (Internet)	76.7	18.0	3.6	1.7
Mobile application	37.3	42.5	12.3	8.0
Sporting goods/outdoor stores	17.0	54.7	19.0	9.3
Telephoning specific park sites	13.8	45.9	27.8	12.5
Brochures picked-up at each County Park	46.3	45.2	5.4	3.0
Local radio stations	9.3	39.2	40.1	11.4
Arizona Office of Tourism brochures	14.5	50.8	25.5	9.3
Arizona Highways Magazine	19.4	43.8	29.1	7.8
Newspapers	9.5	35.3	47.5	7.7
Motor club publications	4.8	26.6	57.1	11.5
Trade shows (outdoor and travel)	6.3	28.9	51.99	12.9
AAA Travel Office	10.8	27.1	50.9	11.3
Information at hotels/resorts	13.1	48.7	31.0	7.1
Park website	71.8	23.2	3.4	1.5
Social networks	29.9	37.7	24.5	7.8
Subscriber electronic newsletters	23.7	40.3	25.9	10.1
Other (specify) <u>(see end of individual park Appendix)</u>	9.3	14.0	9.3	67.4

18. Have you used the online reservation system? ☐ Yes **15.8%** ☐ No **84.2%**

If yes, was it easy to use? ☐ Yes **98.6%** ☐ No **1.4%**

If not easy to use, what difficulties did you experience with the reservation system?
(see end of individual park Appendix)

The final section of this survey asks for descriptive information about you and your household. This data will be kept in strictest confidence and used for statistical purposes only.

19. What gender do you associate with? **Female: 63.8% Male: 36.2%**

20. Are you married? (✓ one) Yes ☐ **72.8%** No ☐ **27.2%**

21. What is your age? (please fill in the blank) **mean = 53.73** years

22. Is there an individual in your household with a physical or mental disability who requires special recreation services? (✓ one response) Yes ☐ **6.7%** No ☐ **93.3%**

If yes, please answer 'a' and 'b' below.

- a. Please identify the type of disability (e.g. mobility, hearing, sight, etc.).
(see end of individual park Appendix)

Overall Countywide Results

- b. What county park improvements would help make future visits by this disabled person, mentioned above, more enjoyable?

(see end of individual park Appendix)

23. How many children, 17 years of age or younger, are in your household?

(fill in the blank) mean = 0.71 (Number of children)

If you do have children, what Maricopa County Park facility or program improvements would make visits more enjoyable for your children?

(see end of individual park Appendix)

24. How many adults (18 years of age or older), including yourself, are in your household? (please fill in the blank)

mean = 2.16 (Number of adults, including yourself)

25. Please indicate the highest level of education you have attained. (please circle one number)

<u>7.6%</u>	<u>10.5%</u>	<u>53.9%</u>	<u>28.0%</u>
Jr. High	High School	College	Graduate School
6 7 8	9 10 11 12	13 14 15 16	17 18+

26. Are you currently: (please ✓ all that apply)

42.4% Employed, full-time

2.1% Unemployed

11.2% Employed, part-time

35.1% Retired

6.2% Homemaker/Homecare

2.1% Student

2.3% Other: ____

27. What statement best describes your total annual household income for the last calendar year? (✓ one)

2.1% □ \$15,000 or less

14.6% □ \$45,001 - \$60,000

10.8% □ \$90,001 - \$105,000

4.2% □ \$15,001 - \$30,000

12.0% □ \$60,001 - \$75,000

10.1% □ \$105,001 - \$120,000

6.3% □ \$30,001 - \$45,000

14.3% □ \$75,001 - \$90,000

25.6% □ more than \$120,000

28. As you think about the park where you received this survey, what is/are the most important improvement(s) that park managers could make to enhance your visits in the future?

(see end of individual park Appendix)

30. Is there anything else you would like to share with the managers of Maricopa County Parks?

(see end of individual park Appendix)

**Thanks for completing this survey.
Please place it in the pre-stamped envelope and mail it today!**

APPENDIX C

CAVE CREEK REGIONAL PARK RESULTS

MARICOPA COUNTY PARK VISITOR STUDY ARIZONA STATE UNIVERSITY

1. Have you been to this park before this current trip? (✓ *one box*) ☐ Yes 52.4% ☐ No 47.6%
- (If **yes**, how many times have you previously visited this park in the past 12 months, including the current visit?)
6.9 times
2. How did you find out about the park? (see Table 1.4, Ch. 1)
3. Is this park the primary destination for your trip today? (✓ *one box*) ☐ Yes 88.4% ☐ No 11.6%
4. How long was/will your stay (be) in this park during this visit? (✓ *one box and complete item*)
- ☐ Day use only: 89.6% How many hours today? 2.96
- ☐ Overnight use: 10.4% How many nights? 10.19
5. Approximately how many miles did you travel today to get to this park? 82.67 miles
6. Please indicate which activities your group will or did participate in during your current visit to this park. (✓ *all that apply*)
- | | | |
|-----------------------------------|---|---------------------------------------|
| <u>82.3%</u> trail hiking | <u>0.4%</u> boating | <u>7.5%</u> visiting historical sites |
| <u>40.6%</u> walking for pleasure | <u>0.0%</u> swimming | <u>35.0%</u> utilizing nature center |
| <u>4.7%</u> running/ jogging | <u>0.8%</u> fishing | <u>27.6%</u> nature experience |
| <u>4.3%</u> horseback riding | <u>0.8%</u> kayaking | <u>29.9%</u> watching wildlife |
| <u>5.9%</u> mountain biking | <u>0.0%</u> paddle crafting | <u>18.1%</u> bird watching |
| <u>31.9%</u> photography | <u>0.0%</u> water skiing/wakeboarding | <u>0.0%</u> playgrounds |
| <u>13.4%</u> driving: sightseeing | <u>0.0%</u> scuba diving | <u>0.4%</u> archery |
| <u>11.4%</u> RV camping | <u>6.7%</u> attending a park program | |
| <u>0.8%</u> tent camping | <u>2.8%</u> attending a special event | |
| <u>9.4%</u> picnicking | <u>10.2</u> other (see end of individual park Appendix) | |
7. Which of the above activities do you consider your primary activity? (see Table 1.9A, Ch. 1)
- If you used the trails today, approximately how many miles did you hike/ride? 4.21
8. How satisfied were you with the following?
- | Statement: | Extremely
satisfied
% | Very
satisfied
% | Fairly
satisfied
% | Slightly
satisfied
% | Not at all
satisfied
% |
|--|-----------------------------|------------------------|--------------------------|----------------------------|------------------------------|
| Your primary activity | 88.8 | 9.1 | 0.4 | 0.8 | 0.8 |
| The services offered for that activity | 88.4 | 9.4 | 0.9 | 0.4 | 0.9 |
| The facilities offered for that activity | 88.1 | 7.6 | 2.5 | 0.4 | 1.3 |
| Your visit to this county park | 89.8 | 8.1 | 0.8 | 0.4 | 0.8 |
9. Are you aware that Maricopa County Parks has an on-line reservation system? ☐ Yes 40.5% ☐ No 59.5%
10. Are you an annual pass holder? ☐ Yes 22.6% ☐ No 77.4%

Cave Creek Regional Park Results

11. Currently visitors can purchase an annual pass that allows unlimited day use entrance for \$85. If a 6-month pass were offered for \$50 how likely are you to purchase the 6-month pass? (*√ one box*)
☐ Not at all likely **42.0%** ☐ Somewhat Likely **35.9%** ☐ Very Likely **22.0%**

12. How would you like to receive information from us? (*√ the most preferred*)
51.1% email **11.2%** social media (Facebook/Twitter, etc) **15.7%** county parks website
4.9% postal mail **15.2%** brochures at park **1.8%** other _____

13. Are you planning to make a return visit to this park? ☐ Yes **77.5%** ☐ No **0.4%** ☐ Not Sure **22.1%**

If no or not sure, why?

<u>0.0%</u> safety concerns	<u>0.0%</u> staff issues	<u>0.0%</u> limited recreation opportunities
<u>0.0%</u> poor/inadequate facilities	<u>0.0%</u> trails not adequate	<u>0.0%</u> poor/no programs
<u>1.8%</u> cleanliness/maintenance issues	<u>1.8%</u> high park user fees	<u>38.2%</u> travel distance
<u>29.1%</u> time restraints	<u>29.1%</u> other _____	

14. The Maricopa Trail is a 310-mile regional trail that links the 10 regional county parks. The trail is currently 98% complete.

Are you aware of the trail? ☐ Yes **46.5%** ☐ No **53.5%**

Do you currently use, have you used, or do you plan use it in the future? ☐ Yes **82.7%** ☐ No **17.3%**

15. What is your age? **55.67**_____

16. What is the zip code of your permanent home residence? **(see Table 1.21, Ch. 1)**_____

17. Are you visiting the park today (*√ one*):
13.4% alone **6.9%** with family and friends
57.7% with family only **1.2%** with an organized group (e.g. school group)
19.5% with friend(s) only **1.2%** _____ other

18. How many people are in your vehicle today, including yourself? **2.44**_____

Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

<u>4.7%</u> 10 or less years	<u>14.3%</u> 11 to 20 years	<u>5.0%</u> 21 to 34 years
<u>37.6%</u> 35 to 49 years	<u>10.9%</u> 50 to 64 years	<u>27.6%</u> 65 years and over

19. What culture do you identify with? (*√ one*)

☐ White <u>94.0%</u>	☐ American Indian <u>0.4%</u>	☐ Asian <u>1.3%</u>
☐ African American <u>0.4%</u>	☐ Hispanic <u>3.0%</u>	☐ Other _____ <u>0.9%</u>

Thank you for completing this survey, we appreciate your help!

Cave Creek Regional Park Results

First, we would like to ask you some questions about your recent visit to the county regional park where you received this survey.

1. Overall, how satisfied are you with your recent visit to this county park? (✓ one box)

85.2%
14.8%
0.0%
0.0%
0.0%

☐ Extremely satisfied
 ☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Slightly satisfied
 ☐ Not at all satisfied

If not satisfied, please tell us why: (see end of individual park Appendix)

2. Based upon your visit, how would you rate the overall quality of this park? (✓ one box)

0.0%
0.0%
0.0%
18.5%
81.5%

☐ Very poor
 ☐ Poor
 ☐ Average
 ☐ Good
 ☐ Excellent

3. Approximately how many total visits have you made to this county park in the past year? (fill in number)

mean = 7.18 visits

4. This question addresses **park facilities**, and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "Doesn't Apply."

Park Services:	IMPORTANCE TO YOU				PARK PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Park campsites	40.0	20.0	21.7	18.3	0.0	1.3	10.3	12.8	75.6
Restrooms	0.0	3.8	32.9	63.3	0.0	1.3	24.1	36.7	38.0
Showers	62.1	12.1	17.2	8.6	0.0	1.3	3.9	5.3	89.5
Parking availability	0.0	3.8	32.5	63.7	0.0	0.0	22.1	42.9	35.1
Boat ramps	88.9	6.7	2.2	2.2	0.0	0.0	1.3	0.0	98.7
Playground	60.7	18.0	16.4	4.9	1.3	1.3	17.1	3.9	76.3
Individual shaded picnic areas	16.4	24.7	39.7	19.2	2.6	3.9	23.7	26.3	43.4
Group shaded picnic areas	29.0	36.2	20.3	14.5	0.0	2.6	17.1	21.1	59.2
Nature/Visitor center	0.0	9.9	46.9	43.2	0.0	2.6	15.6	44.2	37.7
Trail signs	1.3	1.3	13.9	83.5	0.0	5.2	32.5	35.1	27.3
Interpretive signs (i.e., wildlife, plants, history, etc.)	0.0	16.3	48.8	35.0	1.3	15.6	39.0	20.8	23.4
Park roads	0.0	4.9	51.9	43.2	0.0	1.3	23.4	41.6	33.8
Barrier-free trails	9.2	9.2	36.8	44.7	0.0	1.4	19.2	34.2	45.2
Primary trails	0.0	0.0	35.0	65.0	0.0	1.3	22.1	41.6	35.1
Secondary trails	1.3	6.7	45.3	46.7	0.0	4.0	17.3	32.0	46.7
Competitive tracks	61.8	23.6	3.6	10.9	0.0	1.4	5.4	4.1	89.2
Equestrian facilities	62.1	15.5	19.0	3.4	0.0	1.3	15.8	6.6	76.3
Information display or kiosk	9.1	11.7	46.8	32.5	0.0	1.3	37.3	25.3	36.0
Outdoor amphitheater	45.7	22.9	20.0	11.4	0.0	1.3	17.3	13.3	68.0
Animal exhibits	10.5	32.9	36.8	19.7	0.0	4.1	35.1	16.2	44.6
Directional signs (inside park)	2.5	3.8	31.3	62.5	0.0	3.9	30.3	32.9	32.9
Interpretive exhibits	12.2	32.4	35.1	20.3	0.0	2.7	26.7	18.7	52.0
Other: <u>see end of individual Appendix</u>	25.0	0.0	25.9	50.0	0.0	0.0	5.9	5.9	88.2

Cave Creek Regional Park Results

5. This question addresses **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the park staff in providing those services. If the service does not exist at this park or you do not know about the service quality, please circle “Doesn’t Apply.”

Park Services:	IMPORTANCE TO YOU				STAFF PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Wi-Fi	35.3	25.0	16.2	23.5	6.6	0.0	13.2	17.1	63.2
Mobile apps	34.8	27.3	21.2	16.7	2.7	0.0	12.0	18.7	66.7
Staffed nature center	1.3	16.9	44.2	37.7	0.0	2.6	10.4	87.0	0.0
Trail conditions	1.3	1.3	29.1	68.4	0.0	2.6	17.9	78.2	0.0
Park interpretive programs	15.5	36.6	26.8	21.1	1.3	0.0	16.9	35.1	46.8
Park maintenance	0.0	0.0	22.1	77.9	0.0	1.3	14.5	81.6	2.6
Park information	1.3	1.3	38.0	59.5	0.0	1.3	26.0	72.7	0.0
Law enforcement presence	11.1	27.8	41.7	19.4	2.6	5.2	14.3	16.9	61.0
Facility cleanliness	0.0	0.0	25.6	74.4	0.0	1.3	13.0	85.7	0.0
Staff availability	2.6	19.2	38.5	39.7	0.0	3.9	22.1	71.4	2.6
Staffed entry station	16.5	17.7	35.4	30.4	2.6	2.6	26.0	63.6	5.2
Resource protection/management	4.2	4.2	30.6	61.1	0.0	4.0	18.7	41.3	36.0
Merchandise, food/beverage sales	28.4	41.9	18.9	10.8	0.0	6.6	15.8	31.6	46.1
Park maps	1.3	3.8	35.4	59.5	0.0	0.0	24.4	74.4	1.3
Customer service	5.2	11.7	26.0	57.1	0.0	0.0	11.8	80.3	7.9

6. People visit county parks for many reasons. How important are each of the following reasons to you when visiting this Park? (circle one response for each statement)

I visit parks to:	Not at all Important %	Slightly Important %	Important %	Extremely Important %
Have an inexpensive recreation experience	3.8	11.4	24.1	60.8
Improve my physical health	0.0	3.8	24.1	72.2
Enjoy the solitude	2.5	7.6	26.6	63.3
Be with others who enjoy the same things I do	6.3	13.9	34.2	45.6
Be with friends or family	5.0	8.8	31.3	55.0
Learn more about nature	1.3	16.5	36.7	45.6
Enjoy desirable climate	0.0	3.8	30.4	65.8
Feel in control of my life	15.2	12.7	27.8	44.3
Enjoy physical exercise	0.0	2.5	26.6	70.9
Test my skills and abilities	10.1	35.4	16.5	38.0
Relax	0.0	6.3	30.4	63.3
Observe the scenic beauty	0.0	0.0	17.7	82.3
Get away from my everyday responsibilities for awhile	2.5	11.4	25.3	60.8
Enjoy the sounds and smells of nature	1.3	1.3	20.3	77.2
Develop my skills and abilities	13.9	26.6	25.3	34.2
Help reduce or release some built up tensions	5.1	19.0	26.6	49.4
Learn more about the area's culture and history	0.0	19.2	43.6	37.2
Be in the desert	3.8	11.3	31.3	53.8
Do something exciting	3.8	21.5	41.8	32.9
To experience or do something new	5.1	10.1	40.5	44.3
To experience the open space	1.3	3.8	22.8	72.2
To get away from civilization for awhile	2.5	6.3	31.6	59.5
Enjoy wildlife	1.3	5.0	30.0	63.7

Cave Creek Regional Park Results

7. Please estimate the amount of money you and your group spent on your most recent trip to this Maricopa County Park. Include only expenditures (cash or credit) made related to your trip. *(estimate the amount for each category)*

Lodging (hotels, campgrounds, etc.)	\$ <u>38.24</u>
Shopping & Gifts (clothing, gifts, souvenirs, etc.)	\$ <u>14.00</u>
Food, Meals, and Drink (restaurants, taverns, groceries, snacks, etc.)	\$ <u>30.58</u>
Tourist Services (jeep tours/rentals, museums, outfitters, horseback riding, boat rentals, tours, etc.)	\$ <u>2.64</u>
Recreation Equipment Purchases (camping gear, hiking/biking gear, etc)	\$ <u>66.34</u>
Gas and Transportation Costs	\$ <u>24.16</u>
Entrance Fees, Permits and Licenses	\$ <u>23.32</u>
Other (please specify) <u>(see end of individual park Appendix)</u>	\$ <u>46.00</u>

Next, we would like to ask you some questions about your preferences concerning future visits to this Park.

8. The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided? *(please circle one response for each item)*

Facility:	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Individual site sewer at camp sites	18.8	16.3	46.3	18.8
Off-highway vehicle areas	10.0	30.0	51.2	8.8
Cabin/room accommodations	8.9	41.8	40.5	8.9
Restaurants/snack bars	25.6	55.1	14.1	5.1
Event venue	14.1	51.3	28.2	6.4
Mountain bike obstacle course	6.3	18.8	68.8	6.3
Pedestrian (aerial or ground) obstacle course	11.3	26.3	51.2	11.3
Wildlife viewing areas or blinds	41.3	47.5	7.5	3.8
Outdoor exercise/circuit course	17.5	46.3	31.3	5.0
Zipline	8.8	27.5	56.3	7.5
Off-leash dog area	11.3	25.0	55.0	8.8
Other (specify): <u>(see end of individual park Appendix)</u>	7.7	7.7	0.0	84.6

Cave Creek Regional Park Results

9. The following is a list of statements describing some management issues in this Park. Please indicate the degree to which you agree or disagree with each statement. *(please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current hours of this park are convenient for me	50.6	45.5	3.9	0.0
I would use the park more during the summer season if hours were extended later into the evening	7.9	38.2	46.1	7.9
I would use the park more during the winter season if hours were extended earlier into the morning	11.8	27.6	55.3	5.3
I would use the park more during the winter season if hours were extended later into the evening	7.9	21.1	64.5	6.6
Park access through the main entrance and trailheads is adequate to meet the needs of the public	48.1	50.6	1.3	0.0
The entrance fee at this park offers a good value.	45.5	49.4	3.9	1.3
I would recommend this park to my family and friends	67.5	32.5	0.0	0.0
Conflicts among different types of users on the trail is a significant problem in this park	3.9	10.5	64.5	21.1
More regional trails are needed	12.0	45.3	37.3	5.3
We need more regional parks in Maricopa County	28.4	54.1	16.2	1.4
I would use trails specifically designated for a single activity, such as hiking, mountain biking, equestrian, etc.	51.3	35.5	10.5	2.6
Observing drones during my park visit would have a negative impact on my visit	58.4	28.6	10.4	2.6

10. What is the likelihood that you, or members of your household, will visit this park again in the next 12 months?

☐ **2.7%** Definitely will not visit
 ☐ **4.0%** Might visit
 ☐ **12.0%** Probably will visit
 ☐ **81.3%** Definitely will visit

11. How interested are you in the following types of park programs?

	Not at all interested %	Somewhat interested %	Very Interested %	I don't know %
Volunteer Events	28.2	52.1	15.5	4.2
Animals	8.0	41.3	50.7	0.0
Aquatics	63.9	116.7	15.3	4.2
Archaeology and History	11.8	34.2	52.6	1.3
Astronomy	6.7	49.3	44.0	0.0
Parks Commission	42.4	33.3	12.1	12.1
Entertainment and Social Skills	54.3	24.3	17.1	4.3
Health and Fitness	9.2	39.5	51.3	0.0
Geology	9.2	38.2	51.3	1.3
Outdoor Skills	11.0	45.2	43.8	0.0
Plants	6.8	41.9	51.4	0.0

Cave Creek Regional Park Results

12. We would like to know which park information and education delivery methods you used and would find most desirable in this park? *(please circle the appropriate ratings below)*

Delivery Methods	Are you aware of this method in this park? (✓ one)		Have you used this method in this park? (✓ one)		How desirable is this delivery method to you for future visits to this park? (circle one answer)		
	Yes %	No %	Yes %	No %	Not at all desirable %	Somewhat desirable %	Very desirable %
Scheduled programs by a park ranger	66.7	33.3	35.1	64.9	12.3	47.9	39.7
Written materials I can take with me such as maps, brochures and information sheets	97.4	2.6	96.0	4.0	1.4	23.0	75.7
Self-led activities such as reading road signs or a self-guided nature hike with signs/pamphlets to tell me what is there	65.3	34.7	59.7	40.3	2.8	30.6	66.7
Video, computer programs in a nature center	29.3	70.7	8.2	91.8	40.8	50.7	8.5
Live wildlife cams in a nature center	24.0	76.0	15.5	84.5	7.0	49.3	43.7
PowerPoint presentations that accompany a lecture	17.8	82.2	6.9	93.1	39.1	53.6	7.2
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of nature center exhibits	5.3	94.7	1.4	98.6	50.7	39.4	9.9
Self-explained exhibits in a nature center	86.7	13.3	79.7	20.3	6.8	41.1	52.1
Self-led activities with a downloadable 9+ podcast	4.0	96.0	4.2	95.8	53.5	33.8	12.7
Living history presentations	20.0	80.0	18.1	81.9	18.3	52.1	29.6
Guided tours/hikes	54.7	45.3	25.7	74.3	10.0	54.3	35.7
Other (specify): <u>(see end of individual park Appendix)</u>	40.0	60.0	0.0	100.0	28.6	42.9	28.6

We would like to know how aware you are of our other Maricopa County Parks

13. As you may know, the funds needed to operate and maintain county parks come mainly from user fees collected at the site and approximately 10% of the budget comes from the County General fund. In your opinion, what is the proper balance between taxes and user fees for generating park operating funds? *(please ✓ the response that best reflects your opinion about the proper source of funding)*

- ☐ **0.0%** Entirely from Taxes
 ☐ **19.7%** Mostly Taxes
 ☐ **55.3%** Equally from Taxes & User Fees
 ☐ **18.4%** Mostly User Fees
 ☐ **0.0%** Entirely from User Fees
 ☐ **6.6%** Don't Know

Cave Creek Regional Park Results

14. Below is a list of all Maricopa County Regional Parks. **First**, are you aware of each park? **Second**, have you visited that park/area in the last two years? *(Please circle the appropriate rating for each park)*

Maricopa County Park or Recreation Area	Are you aware of this park? (✓ one)		Have you visited in the past 2 years? (✓ one)	
	Yes %	No %	Yes %	No %
Adobe Dam Regional Park	31.6	68.4	5.3	94.7
Buckeye Hills Regional Park	26.0	74.0	4.0	96.0
Cave Creek Regional Park	98.7	1.3	94.8	5.2
<u>Desert Outdoor Center</u> at Lake Pleasant Regional Park	60.5	39.5	39.0	61.0
Estrella Mtn. Regional Park	51.9	48.1	10.4	89.6
Hassayampa River Preserve	47.4	52.6	18.2	81.8
Lake Pleasant Regional Park	86.8	13.2	59.2	40.8
McDowell Mtn. Regional Park	73.1	26.9	45.5	54.5
San Tan Mtn. Regional Park	44.2	55.8	9.5	90.5
Spur Cross Ranch Conservation Area	72.4	27.6	47.4	52.6
Usery Mtn. Regional Park	58.4	41.6	31.2	68.8
White Tank Mtn. Regional Park	64.5	35.5	29.9	70.1

15. The following is a list of statements describing funding and user fee issues in the Maricopa County Parks System. Currently user fees are the primary source of funding for park operations and maintenance. Please indicate the degree to which you agree or disagree with each of the statements. *(Please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current entrance fee is a good value for the benefits I receive from using this park	53.8	41.0	3.8	1.3
Entrance fees should be increased occasionally to keep up with inflation & increases in operating costs	24.4	50.0	25.6	0.0
Entrance fees should be kept at a minimum to encourage use of regional parks	26.9	50.0	23.1	0.0
I would be willing to pay a program fee for educational programs & workshops if offered in regional parks	26.0	49.4	29.5	5.2
I would support a dedicated property tax to support the county regional parks system	26.0	40.3	29.9	3.9

16. Which social media applications do you use to receive information on a regular basis?

Social Media Application	I never use %	I rarely use %	I sometimes use %	I always use %
Blogs	63.2	17.1	14.5	5.3
Micro-blogs (Twitter/Tumblr/Reddit)	74.0	13.0	10.4	2.6
Social networks (Facebook/LinkedIn)	20.8	11.7	32.5	35.1
Digital video (YouTube/Vimeo)	24.7	19.5	41.6	14.3
Bookmarking (Pinterest/Stumble Upon)	49.4	11.7	29.9	9.1
Photo sharing (Instagram/Snapchat)	49.4	11.7	22.1	16.9
Wiki's (Wikipedia/Wikispaces)	31.2	19.5	37.7	11.7
Mobile Apps	14.3	11.7	44.2	29.9
Other (specify) <u>(see end of individual park Appendix)</u>	71.4	0.0	14.3	14.3

Cave Creek Regional Park Results

17. When planning a visit to Maricopa County Parks, what method would be easiest for you to find out about the services and opportunities in County Parks? *(please circle one response for each item)*

Information Source	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Chamber of Commerce	5.3	28.0	58.7	8.0
Visitor information centers/museums	46.1	42.1	11.8	0.0
Place on state highway map	30.3	48.7	18.4	2.6
Highway/road signs	45.3	41.3	13.3	0.0
Books, magazines	36.4	49.4	13.0	1.3
Computer based information (Internet)	81.8	14.3	3.9	0.0
Mobile application	42.7	45.3	9.3	2.7
Sporting goods/outdoor stores	23.7	48.7	21.1	6.6
Telephoning specific park sites	15.8	44.8	32.9	6.6
Brochures picked-up at each County Park	53.3	37.3	8.0	1.3
Local radio stations	9.2	46.1	40.8	3.9
Arizona Office of Tourism brochures	19.7	48.7	28.9	2.6
Arizona Highways Magazine	22.4	40.8	31.6	5.3
Newspapers	15.8	34.2	47.4	2.6
Motor club publications	10.5	28.9	55.3	5.3
Trade shows (outdoor and travel)	11.8	27.6	56.6	3.9
AAA Travel Office	12.0	32.0	52.0	4.0
Information at hotels/resorts	14.5	42.1	39.5	3.9
Park website	81.8	15.6	2.6	0.0
Social networks	24.0	46.7	26.7	2.7
Subscriber electronic newsletters	27.6	40.8	26.3	5.3
Other (specify) <u>(see end of individual park Appendix)</u>	0.0	25.0	25.0	50.0

18. Have you used the online reservation system? ☐ Yes **17.7%** ☐ No **82.3%**

If yes, was it easy to use? ☐ Yes **92.9%** ☐ No **7.1%**

If not easy to use, what difficulties did you experience with the reservation system?
(see end of individual park Appendix)

The final section of this survey asks for descriptive information about you and your household. This data will be kept in strictest confidence and used for statistical purposes only.

19. What gender do you associate with? **Female: 66.7% Male: 33.3%**

20. Are you married? (✓ one) Yes ☐ **65.0%** No ☐ **35.0%**

21. What is your age? (please fill in the blank) **mean = 57.59** years

22. Is there an individual in your household with a physical or mental disability who requires special recreation services? (✓ one response) Yes ☐ **6.3%** No ☐ **93.7%**

If yes, please answer 'a' and 'b' below.

- a. Please identify the type of disability (e.g. mobility, hearing, sight, etc.).

Cave Creek Regional Park Results

(see end of individual park Appendix)

- b. What county park improvements would help make future visits by this disabled person, mentioned above, more enjoyable?

(see end of individual park Appendix)

23. How many children, 17 years of age or younger, are in your household?

(fill in the blank) mean = 0.10 (Number of children)

If you do have children, what Maricopa County Park facility or program improvements would make visits more enjoyable for your children?

(see end of individual park Appendix)

24. How many adults (18 years of age or older), including yourself, are in your household? (please fill in the blank)

mean = 2.13 (Number of adults, including yourself)

25. Please indicate the highest level of education you have attained. (please circle one number)

<u>3.4%</u>	<u>3.4%</u>	<u>76.4%</u>	<u>17.0%</u>
Jr. High	High School	College	Graduate School
6 7 8	9 10 11 12	13 14 15 16	17 18+

26. Are you currently: (please ✓ all that apply)

46.3% Employed, full-time

1.2% Unemployed

11.0% Employed, part-time

39.0% Retired

3.7% Homemaker/Homecare

0.0% Student

0.0% Other: ____

27. What statement best describes your total annual household income for the last calendar year? (✓ one)

2.1% □ \$15,000 or less

14.6% □ \$45,001 - \$60,000

10.8% □ \$90,001 - \$105,000

4.2% □ \$15,001 - \$30,000

12.0% □ \$60,001 - \$75,000

10.1% □ \$105,001 - \$120,000

6.3% □ \$30,001 - \$45,000

14.3% □ \$75,001 - \$90,000

25.6% □ more than \$120,000

28. As you think about the park where you received this survey, what is/are the most important improvement(s)

that park managers could make to enhance your visits in the future?

(see end of individual park Appendix)

31. Is there anything else you would like to share with the managers of Maricopa County Parks?

(see end of individual park Appendix)

Thanks for completing this survey.
Please place it in the pre-stamped envelope and mail it today!

APPENDIX D

ESTRELLA MOUNTAIN REGIONAL PARK RESULTS

MARICOPA COUNTY PARK VISITOR STUDY

ARIZONA STATE UNIVERSITY

1. Have you been to this park before this current trip? (✓ *one box*) ☐ Yes 47.2% ☐ No 52.8%

(If **yes**, how many times have you previously visited this park in the past 12 months, including the current visit?)
9.8 times

2. How did you find out about the park? (see Table 1.4, Ch. 1)

3. Is this park the primary destination for your trip today? (✓ *one box*) ☐ Yes 79.3% ☐ No 20.7%

4. How long was/will your stay (be) in this park during this visit? (✓ *one box and complete item*)

☐ Day use only: 97.8% How many hours today? 2.66

☐ Overnight use: 2.2% How many nights? 4.00

5. Approximately how many miles did you travel today to get to this park? 32.43 miles

6. Please indicate which activities your group will or did participate in during your current visit to this park. (✓ *all that apply*)

71.2% trail hiking
46.3% walking for pleasure
3.9% running/ jogging
6.1% horseback riding
3.9% mountain biking
25.2% photography
14.1% driving: sightseeing
1.4% RV camping
2.5% tent camping
11.1% picnicking

0.6% boating
0.3% swimming
0.8% fishing
0.6% kayaking
0.0% paddle crafting
0.3% water skiing/wakeboarding
0.3% scuba diving
7.2% attending a park program
1.9% attending a special event
5.0% other (see end of individual park Appendix)

6.9% visiting historical sites
23.8% utilizing nature center
24.4% nature experience
19.9% watching wildlife
14.4% bird watching
5.8% playgrounds
10.2% archery

7. Which of the above activities do you consider your primary activity? (see Table 1.9A, Ch. 1)

If you used the trails today, approximately how many miles did you hike/ride? 3.05

8. How satisfied were you with the following?

Statement:	Extremely satisfied %	Very satisfied %	Fairly satisfied %	Slightly satisfied %	Not at all satisfied %
Your primary activity	81.2	13.9	2.6	1.2	1.2
The services offered for that activity	81.1	13.9	2.9	0.9	1.2
The facilities offered for that activity	83.2	12.6	2.1	0.9	1.2
Your visit to this county park	83.3	12.6	1.8	1.2	1.2

9. Are you aware that Maricopa County Parks has an on-line reservation system? ☐ Yes 34.6% ☐ No 65.4%

10. Are you an annual pass holder? ☐ Yes 13.1% ☐ No 86.9%

Estrella Mountain Regional Park Results

11. Currently visitors can purchase an annual pass that allows unlimited day use entrance for \$85. If a 6-month pass were offered for \$50 how likely are you to purchase the 6-month pass? (*√ one box*)
☐ Not at all likely **33.2%** ☐ Somewhat Likely **43.6%** ☐ Very Likely **23.2%**

12. How would you like to receive information from us? (*√ the most preferred*)
51.3% email **10.9%** social media (Facebook/Twitter, etc) **13.2%** county parks website
10.5% postal mail **13.5%** brochures at park **0.7%** other _____

13. Are you planning to make a return visit to this park? ☐ Yes **84.1%** ☐ No **3.2%** ☐ Not Sure **12.8%**

If no or not sure, why?

<u>0.0%</u> safety concerns	<u>0.0%</u> staff issues	<u>4.1%</u> limited recreation opportunities
<u>0.0%</u> poor/inadequate facilities	<u>2.0%</u> trails not adequate	<u>0.0%</u> poor/no programs
<u>0.0%</u> cleanliness/maintenance issues	<u>2.0%</u> high park user fees	<u>42.9%</u> travel distance
<u>32.7%</u> time restraints	<u>16.3%</u> other _____	

14. The Maricopa Trail is a 310-mile regional trail that links the 10 regional county parks. The trail is currently 98% complete.

Are you aware of the trail? ☐ Yes **39.8%** ☐ No **60.2%**

Do you currently use, have you used, or do you plan use it in the future? ☐ Yes **70.9%** ☐ No **29.1%**

15. What is your age? **50.35**_____

16. What is the zip code of your permanent home residence? **(see Table 1.21, Ch. 1)**_____

17. Are you visiting the park today (*√ one*):
14.8% alone **9.6%** with family and friends
58.8% with family only **2.3%** with an organized group (e.g. school group)
14.5% with friend(s) only **0.0%** _____ other

18. How many people are in your vehicle today, including yourself? **2.76**_____

Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

<u>11.5%</u> 10 or less years	<u>21.5%</u> 11 to 20 years	<u>10.2%</u> 21 to 34 years
<u>23.0%</u> 35 to 49 years	<u>13.5%</u> 50 to 64 years	<u>20.3%</u> 65 years and over

19. What culture do you identify with? (*√ one*)

☐ White <u>80.1%</u>	☐ American Indian <u>2.6%</u>	☐ Asian <u>3.4%</u>
☐ African American <u>3.4%</u>	☐ Hispanic <u>9.1%</u>	☐ Other _____ <u>1.4%</u>

Thank you for completing this survey, we appreciate your help!

First, we would like to ask you some questions about your recent visit to the county regional park where you received this survey.

1. Overall, how satisfied are you with your recent visit to this county park? (✓ one box)

63.2%
32.4%
4.4%
0.0%
0.0%

☐ Extremely satisfied
 ☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Slightly satisfied
 ☐ Not at all satisfied

If not satisfied, please tell us why: (see end of individual park Appendix)

2. Based upon your visit, how would you rate the overall quality of this park? (✓ one box)

0.0%
0.0%
5.9%
38.2%
55.9%

☐ Very poor
 ☐ Poor
 ☐ Average
 ☐ Good
 ☐ Excellent

3. Approximately how many total visits have you made to this county park in the past year? (fill in number)
- mean = 4.78 visits

4. This question addresses **park facilities**, and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "Doesn't Apply."

Park Services:	IMPORTANCE TO YOU				PARK PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Park campsites	38.1	16.7	26.2	19.0	1.5	3.0	10.4	0.0	85.1
Restrooms	0.0	7.7	30.8	61.5	0.0	7.4	33.8	14.7	44.1
Showers	64.3	21.4	9.5	4.8	0.0	1.5	1.5	0.0	97.1
Parking availability	0.0	0.0	42.4	57.6	0.0	1.5	35.8	23.9	38.8
Boat ramps	88.2	8.8	0.0	2.9	0.0	0.0	1.5	0.0	98.5
Playground	13.3	29.2	25.0	14.6	1.5	4.4	16.2	2.9	75.0
Individual shaded picnic areas	13.6	15.3	35.6	35.6	1.5	5.9	27.9	5.9	58.8
Group shaded picnic areas	26.4	24.5	26.4	22.6	4.4	1.5	25.0	5.9	63.2
Nature/Visitor center	0.0	9.0	40.3	50.7	0.0	5.9	26.5	26.5	41.2
Trail signs	1.5	3.0	13.6	81.8	0.0	8.8	45.6	17.6	27.9
Interpretive signs (i.e., wildlife, plants, history, etc.)	1.5	6.0	38.8	53.7	7.5	11.9	41.8	13.4	25.4
Park roads	0.0	8.8	41.2	50.0	1.5	1.5	41.2	20.6	35.3
Barrier-free trails	6.2	12.3	38.5	43.1	1.5	4.4	41.2	11.8	41.2
Primary trails	0.0	4.4	38.2	57.4	0.0	4.4	44.1	19.1	32.4
Secondary trails	1.5	13.2	45.6	39.7	0.0	7.4	42.6	10.3	39.7
Competitive tracks	46.8	27.7	14.9	10.6	1.5	0.0	11.9	3.0	83.6
Equestrian facilities	57.1	19.0	19.0	4.8	0.0	1.5	9.0	0.0	89.6
Information display or kiosk	3.0	14.9	41.8	40.3	0.0	5.9	47.1	11.8	35.3
Outdoor amphitheater	31.4	27.5	35.3	5.9	2.9	1.5	8.8	4.4	82.4
Animal exhibits	8.2	26.2	44.3	21.3	3.0	9.0	28.4	13.4	46.3
Directional signs (inside park)	1.5	7.4	33.8	57.4	0.0	16.2	45.6	8.8	29.4
Interpretive exhibits	3.2	27.4	40.3	29.0	1.5	13.4	25.4	4.5	55.2
Other: <u>see end of individual Appendix</u>	0.0	0.0	16.7	83.3	NA	NA	NA	NA	NA

Estrella Mountain Regional Park Results

5. This question addresses **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the park staff in providing those services. If the service does not exist at this park or you do not know about the service quality, please circle “Doesn’t Apply.”

Park Services:	IMPORTANCE TO YOU				STAFF PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Wi-Fi	33.9	25.0	23.2	17.9	1.6	4.7	9.4	7.8	76.6
Mobile apps	35.8	30.2	26.4	7.5	0.0	1.6	10.9	1.6	85.9
Staffed nature center	3.0	9.1	43.9	43.9	0.0	1.6	15.9	81.0	1.6
Trail conditions	0.0	1.5	28.8	69.7	0.0	6.2	35.4	52.3	6.2
Park interpretive programs	4.9	18.0	44.3	32.8	0.0	4.6	20.0	40.0	35.4
Park maintenance	0.0	0.0	27.3	72.7	0.0	3.1	41.5	50.8	4.6
Park information	0.0	1.5	32.8	65.7	0.0	7.7	41.5	50.8	0.0
Law enforcement presence	13.6	28.8	39.0	18.6	1.5	10.8	15.4	3.1	69.2
Facility cleanliness	0.0	1.5	24.2	74.2	0.0	1.5	33.8	64.6	0.0
Staff availability	1.5	14.9	46.3	37.3	1.5	4.6	29.2	64.6	0.0
Staffed entry station	13.8	21.5	41.5	23.1	0.0	1.5	29.2	60.0	9.2
Resource protection/management	0.0	6.7	31.7	61.7	0.0	6.2	21.5	29.2	43.1
Merchandise, food/beverage sales	32.3	38.7	21.0	8.1	1.5	6.2	30.8	21.5	40.0
Park maps	0.0	9.0	22.4	68.7	0.0	9.2	30.8	56.9	3.1
Customer service	1.5	14.9	35.8	47.8	0.0	0.0	18.5	81.5	0.0

6. People visit county parks for many reasons. How important are each of the following reasons to you when visiting this Park? (circle one response for each statement)

I visit parks to:	Not at all Important %	Slightly Important %	Important %	Extremely Important %
Have an inexpensive recreation experience	1.5	6.0	22.4	70.1
Improve my physical health	1.5	6.0	38.8	53.7
Enjoy the solitude	1.5	9.0	34.3	55.2
Be with others who enjoy the same things I do	7.5	26.9	41.8	23.9
Be with friends or family	3.0	14.9	35.8	46.3
Learn more about nature	4.5	6.0	50.7	38.8
Enjoy desirable climate	0.0	4.5	53.7	41.8
Feel in control of my life	16.4	19.4	35.8	28.4
Enjoy physical exercise	3.0	9.1	34.8	53.0
Test my skills and abilities	14.9	26.9	31.3	26.9
Relax	0.0	9.0	41.8	49.3
Observe the scenic beauty	0.0	3.0	26.9	70.1
Get away from my everyday responsibilities for awhile	1.5	13.4	37.3	47.8
Enjoy the sounds and smells of nature	0.0	6.0	31.3	62.7
Develop my skills and abilities	9.0	34.3	34.3	22.4
Help reduce or release some built up tensions	6.0	22.4	41.8	29.9
Learn more about the area's culture and history	3.0	11.9	49.3	35.8
Be in the desert	6.0	16.4	41.8	35.8
Do something exciting	0.0	27.3	43.9	28.8
To experience or do something new	4.5	11.9	47.8	35.8
To experience the open space	0.0	4.5	37.3	58.2
To get away from civilization for awhile	3.0	10.4	34.3	52.2
Enjoy wildlife	1.5	9.1	37.9	51.5

Estrella Mountain Regional Park Results

7. Please estimate the amount of money you and your group spent on your most recent trip to this Maricopa County Park. Include only expenditures (cash or credit) made related to your trip. *(estimate the amount for each category)*

Lodging (hotels, campgrounds, etc.)	\$ <u>27.45</u>
Shopping & Gifts (clothing, gifts, souvenirs, etc.)	\$ <u>16.23</u>
Food, Meals, and Drink (restaurants, taverns, groceries, snacks, etc.)	\$ <u>28.15</u>
Tourist Services (jeep tours/rentals, museums, outfitters, horseback riding, boat rentals, tours, etc.)	\$ <u>15.35</u>
Recreation Equipment Purchases (camping gear, hiking/biking gear, etc)	\$ <u>3.64</u>
Gas and Transportation Costs	\$ <u>31.00</u>
Entrance Fees, Permits and Licenses	\$ <u>13.95</u>
Other (please specify) <u>(see end of individual park Appendix)</u>	\$ <u>52.50</u>

Next, we would like to ask you some questions about your preferences concerning future visits to this Park.

8. The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided? *(please circle one response for each item)*

Facility:	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Individual site sewer at camp sites	12.1	13.6	51.5	22.7
Off-highway vehicle areas	6.1	28.8	51.5	13.6
Cabin/room accommodations	9.1	48.5	34.8	7.6
Restaurants/snack bars	20.9	59.7	14.9	4.5
Event venue	17.9	58.2	16.4	7.5
Mountain bike obstacle course	11.9	26.9	52.2	9.0
Pedestrian (aerial or ground) obstacle course	19.4	46.3	26.9	7.5
Wildlife viewing areas or blinds	49.3	43.3	4.5	3.0
Outdoor exercise/circuit course	26.9	49.3	17.9	6.0
Zipline	22.4	52.2	22.4	3.0
Off-leash dog area	15.4	29.2	40.0	15.4
Other (specify): <u>(see end of individual park Appendix)</u>	42.9	0.0	0.0	57.1

Estrella Mountain Regional Park Results

9. The following is a list of statements describing some management issues in this Park. Please indicate the degree to which you agree or disagree with each statement. *(please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current hours of this park are convenient for me	41.8	55.2	3.0	0.0
I would use the park more during the summer season if hours were extended later into the evening	16.7	36.4	40.9	6.1
I would use the park more during the winter season if hours were extended earlier into the morning	12.1	39.4	40.9	7.6
I would use the park more during the winter season if hours were extended later into the evening	12.1	34.8	45.5	7.6
Park access through the main entrance and trailheads is adequate to meet the needs of the public	31.3	62.7	4.5	1.5
The entrance fee at this park offers a good value.	25.4	64.2	9.0	1.5
I would recommend this park to my family and friends	52.2	47.8	0.0	0.0
Conflicts among different types of users on the trail is a significant problem in this park	0.0	9.0	70.1	20.9
More regional trails are needed	9.0	47.8	43.3	0.0
We need more regional parks in Maricopa County	32.8	43.3	23.9	0.0
I would use trails specifically designated for a single activity, such as hiking, mountain biking, equestrian, etc.	35.8	50.7	13.4	0.0
Observing drones during my park visit would have a negative impact on my visit	46.3	29.9	22.4	1.5

10. What is the likelihood that you, or members of your household, will visit this park again in the next 12 months?

☐ **0.0%** Definitely will not visit
 ☐ **15.2%** Might visit
 ☐ **15.2%** Probably will visit
 ☐ **69.7%** Definitely will visit

11. How interested are you in the following types of park programs?

	Not at all interested %	Somewhat interested %	Very Interested %	I don't know %
Volunteer Events	29.5	44.3	19.7	6.6
Animals	10.9	31.3	56.3	1.6
Aquatics	44.3	37.7	16.4	1.6
Archaeology and History	6.2	35.4	56.9	1.5
Astronomy	6.2	33.8	60.0	0.0
Parks Commission	48.1	33.3	5.6	13.0
Entertainment and Social Skills	36.7	40.0	20.0	3.3
Health and Fitness	12.5	39.1	46.9	1.6
Geology	4.7	43.8	50.0	1.6
Outdoor Skills	4.8	57.1	36.5	1.6
Plants	4.6	43.1	50.8	1.5

Estrella Mountain Regional Park Results

12. We would like to know which park information and education delivery methods you used and would find most desirable in this park? *(please circle the appropriate ratings below)*

Delivery Methods	Are you aware of this method in this park? (✓ one)		Have you used this method in this park? (✓ one)		How desirable is this delivery method to you for future visits to this park? (circle one answer)		
	Yes %	No %	Yes %	No %	Not at all desirable %	Somewhat desirable %	Very desirable %
Scheduled programs by a park ranger	65.6	34.4	41.9	58.1	5.1	47.5	47.5
Written materials I can take with me such as maps, brochures and information sheets	93.8	6.3	89.1	10.9	1.7	18.6	79.7
Self-led activities such as reading road signs or a self-guided nature hike with signs/pamphlets to tell me what is there	70.3	29.7	56.3	43.8	3.3	30.0	66.7
Video, computer programs in a nature center	23.4	76.6	16.4	83.6	25.4	50.8	23.7
Live wildlife cams in a nature center	11.1	88.9	6.8	93.2	12.3	42.1	45.6
PowerPoint presentations that accompany a lecture	9.2	90.8	4.9	95.1	41.4	39.7	19.0
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of nature center exhibits	4.6	95.4	3.3	96.7	32.8	50.0	17.2
Self-explained exhibits in a nature center	81.5	18.5	74.2	25.8	5.2	48.3	46.6
Self-led activities with a downloadable 9+ podcast	7.7	92.3	4.9	95.1	40.7	47.5	11.9
Living history presentations	13.8	86.2	9.8	90.2	16.9	54.2	28.8
Guided tours/hikes	60.0	40.0	37.7	62.3	8.5	33.9	57.6
Other (specify): <u>(see end of individual park Appendix)</u>	12.5	87.5	16.7	83.3	50.0	0.0	50.0

We would like to know how aware you are of our other Maricopa County Parks

13. As you may know, the funds needed to operate and maintain county parks come mainly from user fees collected at the site and approximately 10% of the budget comes from the County General fund. In your opinion, what is the proper balance between taxes and user fees for generating park operating funds? *(please ✓ the response that best reflects your opinion about the proper source of funding)*

- ☐ **1.5%** Entirely from Taxes
 ☐ **24.2%** Mostly Taxes
 ☐ **33.3%** Equally from Taxes & User Fees
 ☐ **18.2%** Mostly User Fees
 ☐ **3.0%** Entirely from User Fees
 ☐ **19.7%** Don't Know

Estrella Mountain Regional Park Results

14. Below is a list of all Maricopa County Regional Parks. **First**, are you aware of each park? **Second**, have you visited that park/area in the last two years? *(Please circle the appropriate rating for each park)*

Maricopa County Park or Recreation Area	Are you aware of this park? (✓ one)		Have you visited in the past 2 years? (✓ one)	
	Yes %	No %	Yes %	No %
Adobe Dam Regional Park	25.0	75.0	8.3	91.7
Buckeye Hills Regional Park	39.1	60.9	13.3	86.7
Cave Creek Regional Park	57.8	42.2	30.2	69.8
<u>Desert Outdoor Center</u> at Lake Pleasant Regional Park	43.8	56.3	21.5	78.5
Estrella Mtn. Regional Park	98.4	1.6	95.3	4.7
Hassayampa River Preserve	43.8	56.3	17.7	82.3
Lake Pleasant Regional Park	70.3	29.7	42.9	57.1
McDowell Mtn. Regional Park	59.4	40.6	33.3	66.7
San Tan Mtn. Regional Park	49.2	50.8	22.6	77.4
Spur Cross Ranch Conservation Area	28.1	71.9	14.8	85.2
Usery Mtn. Regional Park	52.3	47.7	21.0	79.0
White Tank Mtn. Regional Park	79.7	20.3	60.9	39.1

15. The following is a list of statements describing funding and user fee issues in the Maricopa County Parks System. Currently user fees are the primary source of funding for park operations and maintenance. Please indicate the degree to which you agree or disagree with each of the statements. *(Please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current entrance fee is a good value for the benefits I receive from using this park	43.3	47.8	9.0	0.0
Entrance fees should be increased occasionally to keep up with inflation & increases in operating costs	22.4	47.8	25.4	4.5
Entrance fees should be kept at a minimum to encourage use of regional parks	40.3	46.3	10.4	3.0
I would be willing to pay a program fee for educational programs & workshops if offered in regional parks	20.9	49.3	23.9	6.0
I would support a dedicated property tax to support the county regional parks system	24.6	44.6	21.5	9.2

16. Which social media applications do you use to receive information on a regular basis?

Social Media Application	I never use %	I rarely use %	I sometimes use %	I always use %
Blogs	57.6	19.7	21.2	1.5
Micro-blogs (Twitter/Tumblr/Reddit)	69.7	16.7	7.6	6.1
Social networks (Facebook/LinkedIn)	29.9	10.4	22.4	37.3
Digital video (YouTube/Vimeo)	22.4	14.9	49.3	13.4
Bookmarking (Pinterest/Stumble Upon)	58.2	11.9	20.9	9.0
Photo sharing (Instagram/Snapchat)	50.7	19.4	10.4	19.4
Wiki's (Wikipedia/Wikispaces)	35.8	10.4	41.8	11.9
Mobile Apps	16.4	14.9	43.3	25.4
Other (specify) <u>(see end of individual park Appendix)</u>	50.0	0.0	10.0	40.0

Estrella Mountain Regional Park Results

17. When planning a visit to Maricopa County Parks, what method would be easiest for you to find out about the services and opportunities in County Parks? *(please circle one response for each item)*

Information Source	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Chamber of Commerce	1.5	27.3	48.5	22.7
Visitor information centers/museums	46.3	46.3	3.0	4.5
Place on state highway map	26.9	52.2	11.9	9.0
Highway/road signs	47.8	41.8	4.5	6.0
Books, magazines	22.7	56.1	7.6	13.6
Computer based information (Internet)	82.1	14.9	0.0	3.0
Mobile application	27.3	42.4	16.7	13.6
Sporting goods/outdoor stores	6.0	52.2	25.4	16.4
Telephoning specific park sites	10.4	41.8	32.8	14.9
Brochures picked-up at each County Park	47.0	47.0	0.0	6.1
Local radio stations	14.9	26.9	46.3	11.9
Arizona Office of Tourism brochures	12.1	45.5	28.8	13.6
Arizona Highways Magazine	13.4	43.3	29.9	13.4
Newspapers	7.5	34.3	47.8	10.4
Motor club publications	3.0	22.7	56.1	18.2
Trade shows (outdoor and travel)	4.5	20.9	55.2	19.4
AAA Travel Office	10.6	18.2	50.0	21.2
Information at hotels/resorts	21.2	42.4	30.3	6.1
Park website	78.5	13.8	3.1	4.6
Social networks	24.2	37.9	24.2	13.6
Subscriber electronic newsletters	27.3	33.3	19.7	19.7
Other (specify) <u>(see end of individual park Appendix)</u>	0.0	0.0	0.0	100.0

18. Have you used the online reservation system? ☐ Yes **16.9%** ☐ No **83.1%**

If yes, was it easy to use? ☐ Yes **100.0%** ☐ No **0.0%**

If not easy to use, what difficulties did you experience with the reservation system?
(see end of individual park Appendix)

The final section of this survey asks for descriptive information about you and your household. This data will be kept in strictest confidence and used for statistical purposes only.

19. What gender do you associate with? **Female: 63.6% Male: 36.4%**

20. Are you married? (✓ one) Yes ☐ **80.6%** No ☐ **19.4%**

21. What is your age? (please fill in the blank) **mean = 52.94** years

22. Is there an individual in your household with a physical or mental disability who requires special recreation services? (✓ one response) Yes ☐ **6.0%** No ☐ **94.0%**

If yes, please answer 'a' and 'b' below.

- a. Please identify the type of disability (e.g. mobility, hearing, sight, etc.).

(see end of individual park Appendix)

- b. What county park improvements would help make future visits by this disabled person, mentioned above, more enjoyable?

(see end of individual park Appendix)

23. How many children, 17 years of age or younger, are in your household?

(fill in the blank) mean = 0.85 (Number of children)

If you do have children, what Maricopa County Park facility or program improvements would make visits more enjoyable for your children?

(see end of individual park Appendix)

24. How many adults (18 years of age or older), including yourself, are in your household? (please fill in the blank)

mean = 2.34 (Number of adults, including yourself)

25. Please indicate the highest level of education you have attained. (please circle one number)

<u>8.0%</u>	<u>6.0%</u>	<u>60.0%</u>	<u>26.0%</u>
Jr. High	High School	College	Graduate School
6 7 8	9 10 11 12	13 14 15 16	17 18+

26. Are you currently: (please ✓ all that apply)

36.7% Employed, full-time

32.4% Retired

10.3% Employed, part-time

1.5% Student

13.2% Homemaker/Homecar
e

1.5% Unemployed

5.9% Other: ____

27. What statement best describes your total annual household income for the last calendar year? (✓ one)

3.5% □ \$15,000 or less

26.3% □ \$45,001 - \$60,000

7.0% □ \$90,001 - \$105,000

3.5% □ \$15,001 - \$30,000

12.3% □ \$60,001 - \$75,000

8.8% □ \$105,001 - \$120,000

5.3% □ \$30,001 - \$45,000

12.3% □ \$75,001 - \$90,000

21.1% □ more than \$120,000

28. As you think about the park where you received this survey, what is/are the most important improvement(s)

that park managers could make to enhance your visits in the future?

(see end of individual park Appendix)

32. Is there anything else you would like to share with the managers of Maricopa County Parks?

(see end of individual park Appendix)

Thanks for completing this survey.
Please place it in the pre-stamped envelope and mail it today!

APPENDIX E

LAKE PLEASANT REGIONAL PARK RESULTS

MARICOPA COUNTY PARK VISITOR STUDY ARIZONA STATE UNIVERSITY

1. Have you been to this park before this current trip? (✓ *one box*) ☐ Yes 72.8% ☐ No 27.2%

(If **yes**, how many times have you previously visited this park in the past 12 months, including the current visit?)
6.8 times
2. How did you find out about the park? (see Table 1.4, Ch. 1)
3. Is this park the primary destination for your trip today? (✓ *one box*) ☐ Yes 87.1% ☐ No 12.9%
4. How long was/will your stay (be) in this park during this visit? (✓ *one box and complete item*)

☐ Day use only: 89.3% How many hours today? 3.55
☐ Overnight use: 10.7% How many nights? 5.74
5. Approximately how many miles did you travel today to get to this park? 38.79 miles
6. Please indicate which activities your group will or did participate in during your current visit to this park. (✓ *all that apply*)

<u>32.0%</u> trail hiking	<u>15.7%</u> boating	<u>11.6%</u> visiting historical sites
<u>41.3%</u> walking for pleasure	<u>44.8%</u> swimming	<u>14.5%</u> utilizing nature center
<u>4.1%</u> running/ jogging	<u>14.0%</u> fishing	<u>23.8%</u> nature experience
<u>3.5%</u> horseback riding	<u>7.6%</u> kayaking	<u>19.8%</u> watching wildlife
<u>2.9%</u> mountain biking	<u>6.4%</u> paddle crafting	<u>11.6%</u> bird watching
<u>29.1%</u> photography	<u>5.2%</u> water skiing/wakeboarding	<u>1.7%</u> playgrounds
<u>29.1%</u> driving: sightseeing	<u>2.3%</u> scuba diving	<u>1.2%</u> archery
<u>10.5%</u> RV camping	<u>3.5%</u> attending a park program	
<u>7.0%</u> tent camping	<u>2.9%</u> attending a special event	
<u>25.0%</u> picnicking	<u>9.8%</u> other (see end of individual park Appendix)	
7. Which of the above activities do you consider your primary activity? (see Table 1.9A, Ch. 1)

If you used the trails today, approximately how many miles did you hike/ride? 1.76
8. How satisfied were you with the following?

Statement:	Extremely satisfied %	Very satisfied %	Fairly satisfied %	Slightly satisfied %	Not at all satisfied %
Your primary activity	65.0	27.5	3.8	2.5	1.3
The services offered for that activity	62.3	27.7	5.0	3.1	1.9
The facilities offered for that activity	67.7	20.3	5.1	3.8	3.2
Your visit to this county park	68.4	24.1	4.4	1.9	1.3
9. Are you aware that Maricopa County Parks has an on-line reservation system? ☐ Yes 35.3% ☐ No 64.7%
10. Are you an annual pass holder? ☐ Yes 3.5% ☐ No 96.5%

Lake Pleasant Regional Park Results

11. Currently visitors can purchase an annual pass that allows unlimited day use entrance for \$85. If a 6-month pass were offered for \$50 how likely are you to purchase the 6-month pass? (*√ one box*)

☐ Not at all likely **38.7%** ☐ Somewhat Likely **39.3%** ☐ Very Likely **22.1%**

12. How would you like to receive information from us? (*√ the most preferred*)

47.9% email **20.5%** social media (Facebook/Twitter, etc) **17.1%** county parks website
3.4% postal mail **11.0%** brochures at park **0.0%** other _____

13. Are you planning to make a return visit to this park? ☐ Yes **91.6%** ☐ No **1.8%** ☐ Not Sure **6.6%**

If no or not sure, why?

<u>4.0%</u> safety concerns	<u>0.0%</u> staff issues	<u>8.0%</u> limited recreation opportunities
<u>4.0%</u> poor/inadequate facilities	<u>0.0%</u> trails not adequate	<u>8.0%</u> poor/no programs
<u>4.0%</u> cleanliness/maintenance issues	<u>4.0%</u> high park user fees	<u>20.0%</u> travel distance
<u>24.0%</u> time restraints	<u>24.0%</u> other _____	

14. The Maricopa Trail is a 310-mile regional trail that links the 10 regional county parks. The trail is currently 98% complete.

Are you aware of the trail? ☐ Yes **29.8%** ☐ No **70.2%**

Do you currently use, have you used, or do you plan use it in the future? ☐ Yes **56.8%** ☐ No **43.2%**

15. What is your age? **41.68**_____

16. What is the zip code of your permanent home residence? **(see Table 1.21, Ch. 1)**_____

17. Are you visiting the park today (*√ one*):

<u>10.2%</u> alone	<u>19.2%</u> with family and friends
<u>46.7%</u> with family only	<u>0.6%</u> with an organized group (e.g. school group)
<u>21.6%</u> with friend(s) only	<u>1.8%</u> _____ other

18. How many people are in your vehicle today, including yourself? **3.08**_____

Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

<u>13.7%</u> 10 or less years	<u>22.4%</u> 11 to 20 years	<u>13.7%</u> 21 to 34 years
<u>14.9%</u> 35 to 49 years	<u>22.0%</u> 50 to 64 years	<u>13.3%</u> 65 years and over

19. What culture do you identify with? (*√ one*)

☐ White <u>75.6%</u>	☐ American Indian <u>1.3%</u>	☐ Asian <u>3.8%</u>
☐ African American <u>2.5%</u>	☐ Hispanic <u>15.0%</u>	☐ Other _____ <u>1.9%</u>

Thank you for completing this survey, we appreciate your help!

First, we would like to ask you some questions about your recent visit to the county regional park where you received this survey.

1. Overall, how satisfied are you with your recent visit to this county park? (✓ one box)

63.0%
30.4%
6.5%
0.0%
0.0%

☐ Extremely satisfied
 ☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Slightly satisfied
 ☐ Not at all satisfied

If not satisfied, please tell us why: (see end of individual park Appendix)

2. Based upon your visit, how would you rate the overall quality of this park? (✓ one box)

0.0%
0.0%
2.2%
26.1%
71.7%

☐ Very poor
 ☐ Poor
 ☐ Average
 ☐ Good
 ☐ Excellent

3. Approximately how many total visits have you made to this county park in the past year? (fill in number)
mean = 8.64 visits

4. This question addresses **park facilities**, and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "Doesn't Apply."

Park Services:	IMPORTANCE TO YOU				PARK PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Park campsites	12.5	15.0	32.5	40.0	0.0	2.2	24.4	22.2	51.1
Restrooms	0.0	9.3	30.2	60.5	0.0	6.7	33.3	28.9	31.1
Showers	36.8	18.4	26.3	18.4	0.0	2.3	15.9	13.6	68.2
Parking availability	0.0	7.1	38.1	54.8	0.0	4.4	44.4	26.7	24.4
Boat ramps	25.7	8.6	25.7	40.0	0.0	4.4	20.0	24.4	51.1
Playground	51.4	16.2	16.2	16.2	0.0	4.7	18.6	9.3	67.4
Individual shaded picnic areas	19.5	9.8	39.0	31.7	0.0	2.3	38.6	22.7	36.4
Group shaded picnic areas	35.9	23.1	12.8	28.2	0.0	4.4	26.7	13.3	55.6
Nature/Visitor center	8.9	15.6	35.6	40.0	0.0	4.4	26.7	24.4	44.4
Trail signs	6.7	17.8	24.4	51.1	0.0	6.8	47.7	20.5	25.0
Interpretive signs (i.e., wildlife, plants, history, etc.)	6.8	25.0	38.6	29.5	0.0	4.4	40.0	17.8	37.8
Park roads	0.0	4.4	42.2	53.3	0.0	4.4	37.8	33.3	24.4
Barrier-free trails	14.0	20.9	32.6	32.6	0.0	4.4	28.9	15.6	51.1
Primary trails	9.1	18.2	36.4	36.4	0.0	6.7	37.8	17.8	37.8
Secondary trails	9.1	27.3	34.1	29.5	0.0	9.1	40.9	11.4	38.6
Competitive tracks	53.8	23.1	5.1	17.9	0.0	13.6	9.1	9.1	68.2
Equestrian facilities	61.1	16.7	5.6	16.7	0.0	9.1	6.8	9.1	75.0
Information display or kiosk	9.1	36.4	27.3	27.3	0.0	2.3	38.6	15.9	43.2
Outdoor amphitheater	35.0	40.0	12.5	12.5	0.0	6.8	9.1	13.6	70.5
Animal exhibits	20.5	29.5	29.5	20.5	0.0	9.5	23.8	19.0	47.6
Directional signs (inside park)	0.0	11.1	42.2	46.7	0.0	2.2	55.6	20.0	22.2
Interpretive exhibits	18.6	25.6	32.5	23.3	0.0	4.7	30.2	14.0	51.2
Other: <u>see end of individual Appendix</u>	11.1	22.2	11.1	55.6	10.0	0.0	20.0	0.0	70.0

Lake Pleasant Regional Park Results

5. This question addresses **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the park staff in providing those services. If the service does not exist at this park or you do not know about the service quality, please circle “Doesn’t Apply.”

Park Services:	IMPORTANCE TO YOU				STAFF PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Wi-Fi	42.1	23.7	7.9	26.3	7.1	0.0	11.9	16.7	64.3
Mobile apps	39.5	26.3	13.2	21.1	4.8	2.4	11.9	11.9	69.0
Staffed nature center	20.0	25.0	32.5	22.5	2.4	4.9	12.2	46.3	34.1
Trail conditions	12.5	12.5	35.0	40.0	2.4	4.8	19.0	40.5	33.3
Park interpretive programs	26.3	21.1	39.5	13.2	2.4	0.0	17.1	26.8	53.7
Park maintenance	2.4	0.0	31.7	65.9	2.4	2.4	33.3	54.8	7.1
Park information	4.9	7.3	43.9	43.9	2.4	0.0	42.9	47.6	7.1
Law enforcement presence	4.9	17.1	39.0	39.0	4.8	4.8	28.6	31.0	31.0
Facility cleanliness	2.4	0.0	31.7	65.9	2.4	2.4	38.1	50.0	7.1
Staff availability	7.3	7.3	53.7	31.7	4.9	2.4	34.1	46.3	12.2
Staffed entry station	9.8	19.5	26.8	43.9	2.4	2.4	28.6	64.3	2.4
Resource protection/management	7.5	12.5	37.5	42.5	2.5	5.0	22.5	40.0	30.0
Merchandise, food/beverage sales	17.5	27.5	45.0	10.0	2.4	4.9	26.8	22.0	43.9
Park maps	7.3	12.2	36.6	43.9	2.4	9.8	36.6	39.0	12.2
Customer service	4.9	17.1	26.8	51.2	2.4	2.4	31.7	53.7	9.8

6. People visit county parks for many reasons. How important are each of the following reasons to you when visiting this Park? (circle one response for each statement)

I visit parks to:	Not at all Important %	Slightly Important %	Important %	Extremely Important %
Have an inexpensive recreation experience	4.5	11.4	34.1	50.0
Improve my physical health	13.6	11.4	36.4	38.6
Enjoy the solitude	4.7	16.3	37.2	41.9
Be with others who enjoy the same things I do	9.1	6.8	47.7	36.4
Be with friends or family	2.3	2.3	45.5	50.0
Learn more about nature	4.5	31.8	40.9	22.7
Enjoy desirable climate	2.3	4.5	50.0	43.2
Feel in control of my life	20.5	6.8	45.5	27.3
Enjoy physical exercise	11.4	13.6	38.6	36.4
Test my skills and abilities	25.0	20.5	29.5	25.0
Relax	2.3	2.3	36.4	59.1
Observe the scenic beauty	2.3	0.0	30.2	67.4
Get away from my everyday responsibilities for awhile	6.8	9.1	25.0	59.1
Enjoy the sounds and smells of nature	2.3	4.5	36.4	56.8
Develop my skills and abilities	20.5	25.0	25.0	29.5
Help reduce or release some built up tensions	6.8	18.2	29.5	45.5
Learn more about the area's culture and history	13.6	15.9	40.9	29.5
Be in the desert	9.1	25.0	34.1	31.8
Do something exciting	4.5	9.1	47.7	38.6
To experience or do something new	6.8	18.2	43.2	31.8
To experience the open space	4.5	6.8	31.8	56.8
To get away from civilization for awhile	4.5	9.1	29.5	56.8
Enjoy wildlife	2.3	13.6	36.4	47.7

Lake Pleasant Regional Park Results

7. Please estimate the amount of money you and your group spent on your most recent trip to this Maricopa County Park. Include only expenditures (cash or credit) made related to your trip. *(estimate the amount for each category)*

Lodging (hotels, campgrounds, etc.)	\$ <u>26.55</u>
Shopping & Gifts (clothing, gifts, souvenirs, etc.)	\$ <u>8.21</u>
Food, Meals, and Drink (restaurants, taverns, groceries, snacks, etc.)	\$ <u>69.32</u>
Tourist Services (jeep tours/rentals, museums, outfitters, horseback riding, boat rentals, tours, etc.)	\$ <u>34.95</u>
Recreation Equipment Purchases (camping gear, hiking/biking gear, etc)	\$ <u>100.00</u>
Gas and Transportation Costs	\$ <u>27.50</u>
Entrance Fees, Permits and Licenses	\$ <u>15.74</u>
Other (please specify) <u>(see end of individual park Appendix)</u>	\$ <u>102.00</u>

Next, we would like to ask you some questions about your preferences concerning future visits to this Park.

8. The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided? *(please circle one response for each item)*

Facility:	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Individual site sewer at camp sites	28.9	33.3	22.2	15.6
Off-highway vehicle areas	26.7	28.9	26.7	17.8
Cabin/room accommodations	22.2	37.8	31.1	8.9
Restaurants/snack bars	48.9	44.4	4.4	2.2
Event venue	22.2	53.3	8.9	15.6
Mountain bike obstacle course	20.0	24.4	46.7	8.9
Pedestrian (aerial or ground) obstacle course	31.1	33.3	26.7	8.9
Wildlife viewing areas or blinds	38.6	52.33	6.8	2.3
Outdoor exercise/circuit course	28.9	37.8	22.2	11.1
Zipline	36.4	38.6	22.7	2.3
Off-leash dog area	31.8	18.2	43.2	6.8
Other (specify): <u>(see end of individual park Appendix)</u>	57.1	0.0	0.0	42.9

Lake Pleasant Regional Park Results

9. The following is a list of statements describing some management issues in this Park. Please indicate the degree to which you agree or disagree with each statement. *(please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current hours of this park are convenient for me	46.7	51.1	2.2	0.0
I would use the park more during the summer season if hours were extended later into the evening	13.3	33.3	40.0	13.3
I would use the park more during the winter season if hours were extended earlier into the morning	13.6	29.5	52.3	4.5
I would use the park more during the winter season if hours were extended later into the evening	11.4	34.1	50.0	4.5
Park access through the main entrance and trailheads is adequate to meet the needs of the public	40.0	48.9	8.9	2.2
The entrance fee at this park offers a good value.	46.7	46.7	6.7	0.0
I would recommend this park to my family and friends	60.0	37.8	0.0	2.2
Conflicts among different types of users on the trail is a significant problem in this park	9.3	4.7	60.5	25.6
More regional trails are needed	9.1	27.3	52.3	11.4
We need more regional parks in Maricopa County	14.3	61.9	19.0	4.8
I would use trails specifically designated for a single activity, such as hiking, mountain biking, equestrian, etc.	18.2	45.5	29.5	6.8
Observing drones during my park visit would have a negative impact on my visit	40.9	22.7	31.8	4.5

10. What is the likelihood that you, or members of your household, will visit this park again in the next 12 months?

☐ **0.0%** Definitely will not visit
 ☐ **2.3%** Might visit
 ☐ **20.5%** Probably will visit
 ☐ **77.3%** Definitely will visit

11. How interested are you in the following types of park programs?

	Not at all interested %	Somewhat interested %	Very Interested %	I don't know %
Volunteer Events	48.8	32.6	11.6	7.0
Animals	22.7	29.5	47.7	0.0
Aquatics	22.2	40.0	35.6	2.2
Archaeology and History	20.0	42.2	33.3	4.4
Astronomy	14.0	37.2	44.2	4.7
Parks Commission	52.6	18.4	15.8	13.2
Entertainment and Social Skills	40.5	26.2	23.8	9.5
Health and Fitness	24.4	42.2	33.3	0.0
Geology	17.8	53.3	26.7	2.2
Outdoor Skills	17.8	42.2	35.6	4.4
Plants	24.4	33.3	40.0	2.2

Lake Pleasant Regional Park Results

12. We would like to know which park information and education delivery methods you used and would find most desirable in this park? *(please circle the appropriate ratings below)*

Delivery Methods	Are you aware of this method in this park? (✓ one)		Have you used this method in this park? (✓ one)		How desirable is this delivery method to you for future visits to this park? (circle one answer)		
	Yes %	No %	Yes %	No %	Not at all desirable %	Somewhat desirable %	Very desirable %
Scheduled programs by a park ranger	36.4	63.6	4.8	95.2	23.8	54.8	21.4
Written materials I can take with me such as maps, brochures and information sheets	88.4	11.6	73.8	26.2	7.1	31.0	61.9
Self-led activities such as reading road signs or a self-guided nature hike with signs/pamphlets to tell me what is there	62.8	37.2	41.5	58.5	9.8	36.6	53.7
Video, computer programs in a nature center	23.3	76.7	7.3	92.7	46.2	38.5	15.4
Live wildlife cams in a nature center	16.7	83.3	5.0	95.0	25.0	35.0	40.0
PowerPoint presentations that accompany a lecture	16.7	83.3	5.0	95.0	57.5	35.0	7.5
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of nature center exhibits	14.3	85.7	5.1	94.9	48.8	36.6	14.6
Self-explained exhibits in a nature center	43.9	56.1	32.4	67.6	17.5	45.0	37.5
Self-led activities with a downloadable 9+ podcast	14.0	86.0	5.1	94.9	51.2	31.7	17.1
Living history presentations	16.3	83.7	5.1	94.9	31.7	56.1	12.2
Guided tours/hikes	32.6	67.4	10.0	90.0	28.6	45.2	26.2
Other (specify): <u>(see end of individual park Appendix)</u>	25.0	75.0	0.0	100.0	33.3	16.7	50.0

We would like to know how aware you are of our other Maricopa County Parks

13. As you may know, the funds needed to operate and maintain county parks come mainly from user fees collected at the site and approximately 10% of the budget comes from the County General fund. In your opinion, what is the proper balance between taxes and user fees for generating park operating funds? *(please ✓ the response that best reflects your opinion about the proper source of funding)*

- ☐ **0.0%** Entirely from Taxes
 ☐ **13.6%** Mostly Taxes
 ☐ **52.3%** Equally from Taxes & User Fees
 ☐ **15.9%** Mostly User Fees
 ☐ **4.5%** Entirely from User Fees
 ☐ **13.6%** Don't Know

Lake Pleasant Regional Park Results

14. Below is a list of all Maricopa County Regional Parks. **First**, are you aware of each park? **Second**, have you visited that park/area in the last two years? *(Please circle the appropriate rating for each park)*

Maricopa County Park or Recreation Area	Are you aware of this park? (✓ one)		Have you visited in the past 2 years? (✓ one)	
	Yes %	No %	Yes %	No %
Adobe Dam Regional Park	17.8	82.2	5.6	94.4
Buckeye Hills Regional Park	22.2	77.8	5.4	94.6
Cave Creek Regional Park	48.8	51.2	34.2	65.8
<u>Desert Outdoor Center</u> at Lake Pleasant Regional Park	84.1	15.9	65.0	35.0
Estrella Mtn. Regional Park	53.3	46.7	23.7	76.3
Hassayampa River Preserve	33.3	66.7	8.1	91.9
Lake Pleasant Regional Park	100.0	0.0	95.2	4.8
McDowell Mtn. Regional Park	51.1	48.9	23.7	76.3
San Tan Mtn. Regional Park	24.4	75.6	11.1	88.9
Spur Cross Ranch Conservation Area	18.2	81.8	7.9	92.1
Usery Mtn. Regional Park	22.7	77.3	11.4	88.6
White Tank Mtn. Regional Park	71.1	28.9	59.0	41.0

15. The following is a list of statements describing funding and user fee issues in the Maricopa County Parks System. Currently user fees are the primary source of funding for park operations and maintenance. Please indicate the degree to which you agree or disagree with each of the statements. *(Please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current entrance fee is a good value for the benefits I receive from using this park	51.1	40.0	8.9	0.0
Entrance fees should be increased occasionally to keep up with inflation & increases in operating costs	24.4	44.4	24.4	6.7
Entrance fees should be kept at a minimum to encourage use of regional parks	28.9	57.8	6.7	6.7
I would be willing to pay a program fee for educational programs & workshops if offered in regional parks	22.2	42.2	28.9	6.7
I would support a dedicated property tax to support the county regional parks system	24.4	40.0	24.4	11.1

16. Which social media applications do you use to receive information on a regular basis?

Social Media Application	I never use %	I rarely use %	I sometimes use %	I always use %
Blogs	68.9	22.2	8.9	0.0
Micro-blogs (Twitter/Tumblr/Reddit)	72.7	18.2	4.5	4.5
Social networks (Facebook/LinkedIn)	29.5	15.9	27.3	27.3
3Digital video (YouTube/Vimeo)	40.9	22.7	29.5	6.8
Bookmarking (Pinterest/Stumble Upon)	54.5	22.7	20.5	2.3
Photo sharing (Instagram/Snapchat)	51.1	8.9	13.3	26.7
Wiki's (Wikipedia/Wikispaces)	46.7	26.7	17.8	8.9
Mobile Apps	37.8	15.6	31.1	15.6
Other (specify) <u>(see end of individual park Appendix)</u>	71.4	0.0	14.3	14.3

Lake Pleasant Regional Park Results

17. When planning a visit to Maricopa County Parks, what method would be easiest for you to find out about the services and opportunities in County Parks? *(please circle one response for each item)*

Information Source	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Chamber of Commerce	4.5	31.8	50.0	13.6
Visitor information centers/museums	40.9	38.6	13.6	6.8
Place on state highway map	43.2	43.2	11.4	2.3
Highway/road signs	57.8	37.8	2.2	2.2
Books, magazines	20.5	50.0	27.3	2.3
Computer based information (Internet)	57.8	31.1	6.7	4.4
Mobile application	35.6	40.0	15.6	8.9
Sporting goods/outdoor stores	22.2	53.3	15.6	8.9
Telephoning specific park sites	20.5	34.1	27.3	18.2
Brochures picked-up at each County Park	34.9	48.8	9.3	7.0
Local radio stations	13.3	44.4	35.6	6.7
Arizona Office of Tourism brochures	17.8	51.1	22.2	8.9
Arizona Highways Magazine	17.8	44.4	31.1	6.7
Newspapers	11.1	26.7	55.6	6.7
Motor club publications	2.2	26.7	60.0	11.1
Trade shows (outdoor and travel)	4.5	38.6	45.5	11.4
AAA Travel Office	11.4	27.3	47.7	13.6
Information at hotels/resorts	15.9	54.5	25.0	4.5
Park website	55.6	31.1	8.9	4.4
Social networks	46.7	28.9	13.3	11.1
Subscriber electronic newsletters	15.6	46.7	28.9	8.9
Other (specify) <u>(see end of individual park Appendix)</u>	25.0	0.0	0.0	75.0

18. Have you used the online reservation system? ☐ Yes **33.3%** ☐ No **66.7%**

If yes, was it easy to use? ☐ Yes **100.0%** ☐ No **0.0%**

If not easy to use, what difficulties did you experience with the reservation system?
(see end of individual park Appendix)

The final section of this survey asks for descriptive information about you and your household. This data will be kept in strictest confidence and used for statistical purposes only.

19. What gender do you associate with? **Female: 60.5% Male: 39.5%**

20. Are you married? (✓ one) Yes ☐ **76.2%** No ☐ **23.8%**

21. What is your age? (please fill in the blank) **mean = 50.45** years

22. Is there an individual in your household with a physical or mental disability who requires special recreation services? (✓ one response) Yes ☐ **17.8%** No ☐ **82.2%**

If yes, please answer 'a' and 'b' below.

- a. Please identify the type of disability (e.g. mobility, hearing, sight, etc.).

Lake Pleasant Regional Park Results

(see end of individual park Appendix)

- b. What county park improvements would help make future visits by this disabled person, mentioned above, more enjoyable?

(see end of individual park Appendix)

23. How many children, 17 years of age or younger, are in your household?

(fill in the blank) mean = 0.73 (Number of children)

If you do have children, what Maricopa County Park facility or program improvements would make visits more enjoyable for your children?

(see end of individual park Appendix)

24. How many adults (18 years of age or older), including yourself, are in your household? (please fill in the blank)

mean = 2.35 (Number of adults, including yourself)

25. Please indicate the highest level of education you have attained. (please circle one number)

<u>8.7%</u>	<u>22.9%</u>	<u>54.3%</u>	<u>14.4%</u>
Jr. High	High School	College	Graduate School
6 7 8	9 10 11 12	13 14 15 16	17 18+

26. Are you currently: (please ✓ all that apply)

47.8% Employed, full-time

2.2% Unemployed

10.9% Employed, part-time

30.4% Retired

4.3% Homemaker/Homecare

2.2% Student

4.3% Other: ____

27. What statement best describes your total annual household income for the last calendar year? (✓ one)

2.4% □ \$15,000 or less

19.0% □ \$45,001 - \$60,000

7.1% □ \$90,001 - \$105,000

9.5% □ \$15,001 - \$30,000

11.9% □ \$60,001 - \$75,000

2.4% □ \$105,001 - \$120,000

7.1% □ \$30,001 - \$45,000

11.9% □ \$75,001 - \$90,000

28.6% □ more than \$120,000

28. As you think about the park where you received this survey, what is/are the most important improvement(s)

that park managers could make to enhance your visits in the future?

(see end of individual park Appendix)

33. Is there anything else you would like to share with the managers of Maricopa County Parks?

(see end of individual park Appendix)

Thanks for completing this survey.
Please place it in the pre-stamped envelope and mail it today!

APPENDIX F

MCDOWELL MOUNTAIN REGIONAL PARK RESULTS

MARICOPA COUNTY PARK VISITOR STUDY

ARIZONA STATE UNIVERSITY

1. Have you been to this park before this current trip? (✓ *one box*) ☐ Yes 55.6% ☐ No 44.4%

(If **yes**, how many times have you previously visited this park in the past 12 months, including the current visit?)
8.6 times

2. How did you find out about the park? (see Table 1.4, Ch. 1)

3. Is this park the primary destination for your trip today? (✓ *one box*) ☐ Yes 92.4% ☐ No 7.6%

4. How long was/will your stay (be) in this park during this visit? (✓ *one box and complete item*)

☐ Day use only: 91.8% How many hours today? 3.02

☐ Overnight use: 8.2% How many nights? 4.50

5. Approximately how many miles did you travel today to get to this park? 52.32 miles

6. Please indicate which activities your group will or did participate in during your current visit to this park. (✓ *all that apply*)

54.9% trail hiking
31.8% walking for pleasure
8.7% running/ jogging
0.0% horseback riding
47.4% mountain biking
22.5% photography
10.4% driving: sightseeing
8.1% RV camping
2.3% tent camping
4.6% picnicking

0.0% boating
0.6% swimming
0.6% fishing
0.6% kayaking
0.0% paddle crafting
0.0% water skiing/wakeboarding
0.0% scuba diving
0.0% attending a park program
0.6% attending a special event
3.5% other (see end of individual park Appendix)

4.0% visiting historical sites
12.1% utilizing nature center
15.6% nature experience
15.0% watching wildlife
8.7% bird watching
0.6% playgrounds
0.0% archery

7. Which of the above activities do you consider your primary activity? (see Table 1.9A, Ch. 1)

If you used the trails today, approximately how many miles did you hike/ride? 11.14

8. How satisfied were you with the following?

Statement:	Extremely satisfied %	Very satisfied %	Fairly satisfied %	Slightly satisfied %	Not at all satisfied %
Your primary activity	87.6	11.8	0.6	0.0	0.0
The services offered for that activity	85.1	13.7	1.2	0.0	0.0
The facilities offered for that activity	87.4	11.4	1.2	0.0	0.0
Your visit to this county park	89.7	9.7	0.6	0.0	0.0

9. Are you aware that Maricopa County Parks has an on-line reservation system? ☐ Yes 37.4% ☐ No 62.6%

10. Are you an annual pass holder? ☐ Yes 6.9% ☐ No 93.1%

McDowell Mountain Regional Park Results

11. Currently visitors can purchase an annual pass that allows unlimited day use entrance for \$85. If a 6-month pass were offered for \$50 how likely are you to purchase the 6-month pass? (*√ one box*)

☐ Not at all likely **41.9%** ☐ Somewhat Likely **46.9%** ☐ Very Likely **11.3%**

12. How would you like to receive information from us? (*√ the most preferred*)

50.0% email **13.9%** social media (Facebook/Twitter, etc) **18.8%** county parks website
1.4% postal mail **15.3%** brochures at park **0.7%** other _____

13. Are you planning to make a return visit to this park? ☐ Yes **87.0%** ☐ No **1.2%** ☐ Not Sure **11.8%**

If no or not sure, why?

<u>0.0%</u> safety concerns	<u>0.0%</u> staff issues	<u>0.0%</u> limited recreation opportunities
<u>0.0%</u> poor/inadequate facilities	<u>0.0%</u> trails not adequate	<u>0.0%</u> poor/no programs
<u>0.0%</u> cleanliness/maintenance issues	<u>0.0%</u> high park user fees	<u>23.8%</u> travel distance
<u>42.9%</u> time restraints	<u>33.3%</u> other _____	

14. The Maricopa Trail is a 310-mile regional trail that links the 10 regional county parks. The trail is currently 98% complete.

Are you aware of the trail? ☐ Yes **41.6%** ☐ No **58.4%**

Do you currently use, have you used, or do you plan use it in the future? ☐ Yes **79.4%** ☐ No **20.6%**

15. What is your age? **48.87**_____

16. What is the zip code of your permanent home residence? **(see Table 1.21, Ch. 1)**_____

17. Are you visiting the park today (*√ one*):

<u>15.4%</u> alone	<u>9.3%</u> with family and friends
<u>40.1%</u> with family only	<u>4.9%</u> with an organized group (e.g. school group)
<u>30.2%</u> with friend(s) only	<u>0.0%</u> _____ other

18. How many people are in your vehicle today, including yourself? **2.49**_____

Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

<u>5.2%</u> 10 or less years	<u>29.0%</u> 11 to 20 years	<u>5.2%</u> 21 to 34 years
<u>31.9%</u> 35 to 49 years	<u>13.8%</u> 50 to 64 years	<u>14.8%</u> 65 years and over

19. What culture do you identify with? (*√ one*)

☐ White <u>92.5%</u>	☐ American Indian <u>0.0%</u>	☐ Asian <u>1.9%</u>
☐ African American <u>0.0%</u>	☐ Hispanic <u>5.0%</u>	☐ Other _____ <u>0.6%</u>

Thank you for completing this survey, we appreciate your help!

First, we would like to ask you some questions about your recent visit to the county regional park where you received this survey.

1. Overall, how satisfied are you with your recent visit to this county park? (✓ one box)

76.2%
23.8%
0.0%
0.0%
0.0%

☐ Extremely satisfied
 ☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Slightly satisfied
 ☐ Not at all satisfied

If not satisfied, please tell us why: (see end of individual park Appendix)

2. Based upon your visit, how would you rate the overall quality of this park? (✓ one box)

0.0%
0.0%
0.0%
23.8%
76.2%

☐ Very poor
 ☐ Poor
 ☐ Average
 ☐ Good
 ☐ Excellent

3. Approximately how many total visits have you made to this county park in the past year? (fill in number)
- mean = 5.47 visits

4. This question addresses **park facilities**, and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "Doesn't Apply."

Park Services:	IMPORTANCE TO YOU				PARK PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Park campsites	26.7	20.0	26.7	26.7	0.0	0.0	9.5	9.5	81.0
Restrooms	0.0	0.0	38.1	61.9	0.0	0.0	28.6	9.5	61.9
Showers	47.1	23.5	23.5	5.9	0.0	0.0	0.0	4.8	95.2
Parking availability	0.0	4.8	42.9	52.4	0.0	0.0	28.6	9.5	61.9
Boat ramps	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
Playground	44.4	33.3	11.1	11.1	0.0	0.0	14.3	4.8	81.0
Individual shaded picnic areas	11.1	22.2	33.3	33.3	0.0	9.5	19.0	4.8	66.7
Group shaded picnic areas	16.7	33.3	38.9	11.1	0.0	4.8	19.0	4.8	71.4
Nature/Visitor center	0.0	23.8	38.1	38.1	0.0	0.0	19.0	9.5	71.4
Trail signs	0.0	0.0	20.0	80.0	0.0	0.0	33.3	4.8	61.9
Interpretive signs (i.e., wildlife, plants, history, etc.)	0.0	19.0	57.1	23.8	0.0	4.8	57.1	0.0	38.1
Park roads	0.0	9.5	42.9	47.6	0.0	0.0	28.6	9.5	61.9
Barrier-free trails	11.1	0.0	27.8	61.1	0.0	4.8	14.3	9.5	71.4
Primary trails	0.0	4.8	19.0	76.2	0.0	0.0	19.0	9.5	71.4
Secondary trails	0.0	14.3	23.8	61.9	0.0	0.0	33.3	9.5	57.1
Competitive tracks	41.2	11.8	23.5	23.5	0.0	0.0	9.5	4.8	85.7
Equestrian facilities	87.5	6.3	0.0	6.3	0.0	0.0	5.0	0.0	95.0
Information display or kiosk	0.0	20.0	45.0	35.0	0.0	0.0	28.6	4.8	66.7
Outdoor amphitheater	37.5	31.3	31.3	0.0	0.0	0.0	4.8	0.0	95.2
Animal exhibits	21.1	26.3	47.4	5.3	0.0	0.0	14.3	9.5	76.2
Directional signs (inside park)	0.0	4.8	42.9	52.4	0.0	0.0	40.0	5.0	55.0
Interpretive exhibits	0.0	21.1	68.4	10.5	0.0	0.0	15.0	5.0	80.0
Other: <u>see end of individual Appendix</u>	0.0	25.0	25.0	50.0	0.0	0.0	0.0	0.0	100.0

McDowell Mountain Regional Park Results

5. This question addresses **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the park staff in providing those services. If the service does not exist at this park or you do not know about the service quality, please circle “Doesn’t Apply.”

Park Services:	IMPORTANCE TO YOU				STAFF PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Wi-Fi	36.8	10.5	26.3	26.3	0.0	9.5	14.3	4.8	71.4
Mobile apps	42.1	21.1	21.1	15.8	0.0	4.8	0.0	9.5	85.7
Staffed nature center	5.3	31.6	36.8	26.3	0.0	0.0	15.0	75.0	10.0
Trail conditions	0.0	0.0	9.5	90.5	0.0	0.0	19.0	81.0	0.0
Park interpretive programs	22.2	38.9	27.8	11.1	0.0	0.0	28.6	14.3	57.1
Park maintenance	0.0	0.0	28.6	71.4	0.0	0.0	9.5	85.7	4.8
Park information	0.0	0.0	50.0	50.0	0.0	4.8	28.6	66.7	0.0
Law enforcement presence	15.0	35.0	35.0	15.0	0.0	9.5	19.0	0.0	71.4
Facility cleanliness	0.0	4.8	28.6	66.7	0.0	0.0	19.0	81.0	0.0
Staff availability	5.0	10.0	45.0	40.0	0.0	0.0	33.3	61.9	4.8
Staffed entry station	0.0	30.0	60.0	10.0	0.0	4.8	14.3	76.2	4.8
Resource protection/management	0.0	0.0	35.0	65.0	0.0	4.8	28.6	33.3	33.3
Merchandise, food/beverage sales	33.3	16.7	38.9	11.1	0.0	0.0	23.8	19.0	57.1
Park maps	0.0	9.5	47.6	42.9	0.0	9.5	23.8	57.1	9.5
Customer service	4.8	23.8	33.3	38.1	0.0	0.0	15.0	80.0	5.0

6. People visit county parks for many reasons. How important are each of the following reasons to you when visiting this Park? (circle one response for each statement)

I visit parks to:	Not at all Important %	Slightly Important %	Important %	Extremely Important %
Have an inexpensive recreation experience	4.8	14.3	33.3	47.6
Improve my physical health	0.0	4.8	28.6	66.7
Enjoy the solitude	0.0	9.5	33.3	57.1
Be with others who enjoy the same things I do	14.3	4.8	52.4	28.6
Be with friends or family	9.5	9.5	33.3	47.6
Learn more about nature	4.8	14.3	57.1	23.8
Enjoy desirable climate	5.0	5.0	40.0	50.0
Feel in control of my life	19.0	19.0	28.6	33.3
Enjoy physical exercise	0.0	4.8	23.8	71.4
Test my skills and abilities	4.8	9.5	52.4	33.3
Relax	0.0	15.0	20.0	65.0
Observe the scenic beauty	4.8	0.0	19.0	76.2
Get away from my everyday responsibilities for awhile	4.8	4.8	28.6	61.9
Enjoy the sounds and smells of nature	0.0	9.5	14.3	76.2
Develop my skills and abilities	4.8	14.3	52.4	28.6
Help reduce or release some built up tensions	4.8	9.5	23.8	61.9
Learn more about the area's culture and history	4.8	19.0	47.6	28.6
Be in the desert	0.0	23.8	23.8	52.4
Do something exciting	0.0	9.5	57.1	33.3
To experience or do something new	5.0	15.0	45.0	35.0
To experience the open space	0.0	0.0	23.8	76.2
To get away from civilization for awhile	0.0	9.5	28.6	61.9
Enjoy wildlife	0.0	19.0	28.6	52.4

McDowell Mountain Regional Park Results

7. Please estimate the amount of money you and your group spent on your most recent trip to this Maricopa County Park. Include only expenditures (cash or credit) made related to your trip. *(estimate the amount for each category)*

Lodging (hotels, campgrounds, etc.)	\$ <u>103.13</u>
Shopping & Gifts (clothing, gifts, souvenirs, etc.)	\$ <u>16.35</u>
Food, Meals, and Drink (restaurants, taverns, groceries, snacks, etc.)	\$ <u>41.88</u>
Tourist Services (jeep tours/rentals, museums, outfitters, horseback riding, boat rentals, tours, etc.)	\$ <u>0.00</u>
Recreation Equipment Purchases (camping gear, hiking/biking gear, etc)	\$ <u>38.21</u>
Gas and Transportation Costs	\$ <u>33.71</u>
Entrance Fees, Permits and Licenses	\$ <u>21.46</u>
Other (please specify) <u>(see end of individual park Appendix)</u>	\$ <u>0.00</u>

Next, we would like to ask you some questions about your preferences concerning future visits to this Park.

8. The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided? *(please circle one response for each item)*

Facility:	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Individual site sewer at camp sites	19.0	14.3	33.3	33.3
Off-highway vehicle areas	0.0	33.3	42.9	23.8
Cabin/room accommodations	14.3	47.6	23.8	14.3
Restaurants/snack bars	10.0	60.0	20.0	10.0
Event venue	14.3	42.9	23.8	19.0
Mountain bike obstacle course	19.0	14.3	47.6	19.0
Pedestrian (aerial or ground) obstacle course	9.5	38.1	28.6	23.8
Wildlife viewing areas or blinds	38.1	42.9	0.0	19.0
Outdoor exercise/circuit course	23.8	38.1	19.0	19.0
Zipline	14.3	14.3	42.9	28.6
Off-leash dog area	9.5	38.1	33.3	19.0
Other (specify): <u>(see end of individual park Appendix)</u>	0.0	0.0	0.0	100.0

McDowell Mountain Regional Park Results

9. The following is a list of statements describing some management issues in this Park. Please indicate the degree to which you agree or disagree with each statement. *(please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current hours of this park are convenient for me	42.9	57.1	0.0	0.0
I would use the park more during the summer season if hours were extended later into the evening	4.8	42.9	42.9	9.5
I would use the park more during the winter season if hours were extended earlier into the morning	9.5	38.1	42.9	9.5
I would use the park more during the winter season if hours were extended later into the evening	9.5	38.1	42.9	9.5
Park access through the main entrance and trailheads is adequate to meet the needs of the public	50.0	45.0	5.0	0.0
The entrance fee at this park offers a good value.	42.9	52.4	4.8	0.0
I would recommend this park to my family and friends	85.7	14.3	0.0	0.0
Conflicts among different types of users on the trail is a significant problem in this park	0.0	9.5	81.0	9.5
More regional trails are needed	25.0	55.0	20.0	0.0
We need more regional parks in Maricopa County	28.6	47.6	23.8	0.0
I would use trails specifically designated for a single activity, such as hiking, mountain biking, equestrian, etc.	61.9	33.3	4.8	0.0
Observing drones during my park visit would have a negative impact on my visit	45.0	35.0	20.0	0.0

10. What is the likelihood that you, or members of your household, will visit this park again in the next 12 months?

☐ **0.0%** Definitely will not visit
 ☐ **5.6%** Might visit
 ☐ **22.2%** Probably will visit
 ☐ **72.2%** Definitely will visit

11. How interested are you in the following types of park programs?

	Not at all interested %	Somewhat interested %	Very Interested %	I don't know %
Volunteer Events	23.5	52.9	23.5	0.0
Animals	11.8	58.8	29.4	0.0
Aquatics	62.5	25.0	12.5	0.0
Archaeology and History	11.1	44.4	44.4	0.0
Astronomy	11.1	55.6	33.3	0.0
Parks Commission	66.7	26.7	6.7	0.0
Entertainment and Social Skills	58.8	29.4	11.8	0.0
Health and Fitness	18.8	12.5	68.8	0.0
Geology	0.0	37.5	62.5	0.0
Outdoor Skills	12.5	31.3	56.3	0.0
Plants	0.0	52.9	47.1	0.0

McDowell Mountain Regional Park Results

12. We would like to know which park information and education delivery methods you used and would find most desirable in this park? *(please circle the appropriate ratings below)*

Delivery Methods	Are you aware of this method in this park? (✓ one)		Have you used this method in this park? (✓ one)		How desirable is this delivery method to you for future visits to this park? (circle one answer)		
	Yes %	No %	Yes %	No %	Not at all desirable %	Somewhat desirable %	Very desirable %
Scheduled programs by a park ranger	44.4	55.6	29.4	70.6	0.0	68.8	31.3
Written materials I can take with me such as maps, brochures and information sheets	94.4	5.6	88.2	11.8	5.9	29.4	64.7
Self-led activities such as reading road signs or a self-guided nature hike with signs/pamphlets to tell me what is there	83.3	16.7	62.5	37.5	6.3	31.3	62.5
Video, computer programs in a nature center	5.6	94.4	5.9	94.1	46.7	53.3	0.0
Live wildlife cams in a nature center	11.1	88.9	17.6	82.4	13.3	66.7	20.0
PowerPoint presentations that accompany a lecture	16.7	83.3	11.8	88.2	42.9	50.0	7.1
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of nature center exhibits	0.0	100.0	5.9	94.1	50.0	42.9	7.1
Self-explained exhibits in a nature center	66.7	33.3	62.5	37.5	13.3	33.3	53.3
Self-led activities with a downloadable 9+ podcast	5.6	94.4	11.8	88.2	26.7	60.0	13.3
Living history presentations	22.2	77.8	12.5	87.5	21.4	42.9	35.7
Guided tours/hikes	29.4	70.6	18.8	81.3	14.3	42.9	42.9
Other (specify): (see end of individual park Appendix)	0.0	100.0	0.0	100.0	0.0	0.0	100.0

We would like to know how aware you are of our other Maricopa County Parks

13. As you may know, the funds needed to operate and maintain county parks come mainly from user fees collected at the site and approximately 10% of the budget comes from the County General fund. In your opinion, what is the proper balance between taxes and user fees for generating park operating funds? *(please ✓ the response that best reflects your opinion about the proper source of funding)*

☐ **0.0%** Entirely from Taxes
 ☐ **21.1%** Mostly Taxes
 ☐ **47.4%** Equally from Taxes & User Fees
 ☐ **26.3%** Mostly User Fees
 ☐ **0.0%** Entirely from User Fees
 ☐ **5.3%** Don't Know

McDowell Mountain Regional Park Results

14. Below is a list of all Maricopa County Regional Parks. **First**, are you aware of each park? **Second**, have you visited that park/area in the last two years? *(Please circle the appropriate rating for each park)*

Maricopa County Park or Recreation Area	Are you aware of this park? (✓ one)		Have you visited in the past 2 years? (✓ one)	
	Yes %	No %	Yes %	No %
Adobe Dam Regional Park	10.5	89.5	0.0	100.0
Buckeye Hills Regional Park	15.8	84.2	5.3	94.7
Cave Creek Regional Park	73.7	26.3	42.1	57.9
<u>Desert Outdoor Center</u> at Lake Pleasant Regional Park	47.4	52.6	11.1	88.9
Estrella Mtn. Regional Park	78.9	21.1	36.8	63.2
Hassayampa River Preserve	21.1	78.9	11.1	88.9
Lake Pleasant Regional Park	63.2	36.8	11.1	88.9
McDowell Mtn. Regional Park	100.0	0.0	100.0	0.0
San Tan Mtn. Regional Park	61.1	38.9	33.3	66.7
Spur Cross Ranch Conservation Area	42.1	57.9	31.6	68.4
Usery Mtn. Regional Park	89.5	10.5	52.6	47.4
White Tank Mtn. Regional Park	78.9	21.1	21.1	78.9

15. The following is a list of statements describing funding and user fee issues in the Maricopa County Parks System. Currently user fees are the primary source of funding for park operations and maintenance. Please indicate the degree to which you agree or disagree with each of the statements. *(Please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current entrance fee is a good value for the benefits I receive from using this park	68.4	31.6	0.0	0.0
Entrance fees should be increased occasionally to keep up with inflation & increases in operating costs	26.3	57.9	15.8	0.0
Entrance fees should be kept at a minimum to encourage use of regional parks	26.3	68.4	5.3	0.0
I would be willing to pay a program fee for educational programs & workshops if offered in regional parks	26.3	36.8	26.3	10.5
I would support a dedicated property tax to support the county regional parks system	47.4	42.1	10.5	0.0

16. Which social media applications do you use to receive information on a regular basis?

Social Media Application	I never use %	I rarely use %	I sometimes use %	I always use %
Blogs	61.1	22.2	16.7	0.0
Micro-blogs (Twitter/Tumblr/Reddit)	68.4	15.8	5.3	10.5
Social networks (Facebook/LinkedIn)	10.0	15.0	40.0	35.0
3Digital video (YouTube/Vimeo)	20.0	30.0	45.0	5.0
Bookmarking (Pinterest/Stumble Upon)	52.6	15.8	26.3	5.3
Photo sharing (Instagram/Snapchat)	42.1	21.1	26.3	10.5
Wiki's (Wikipedia/Wikispaces)	15.8	5.3	57.9	21.1
Mobile Apps	5.0	15.0	40.0	40.0
Other (specify) <u>(see end of individual park Appendix)</u>	50.0	0.0	0.0	50.0

McDowell Mountain Regional Park Results

17. When planning a visit to Maricopa County Parks, what method would be easiest for you to find out about the services and opportunities in County Parks? *(please circle one response for each item)*

Information Source	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Chamber of Commerce	5.6	27.8	44.4	22.2
Visitor information centers/museums	52.6	36.8	10.5	0.0
Place on state highway map	36.8	47.4	10.5	5.3
Highway/road signs	52.6	42.1	5.3	0.0
Books, magazines	26.3	52.6	15.8	5.3
Computer based information (Internet)	94.4	5.6	0.0	0.0
Mobile application	42.1	42.1	5.3	10.5
Sporting goods/outdoor stores	16.7	61.1	11.1	11.1
Telephoning specific park sites	16.7	50.0	27.8	5.6
Brochures picked-up at each County Park	66.7	22.2	5.6	5.6
Local radio stations	27.8	66.7	0.0	5.6
Arizona Office of Tourism brochures	16.7	27.8	44.4	11.1
Arizona Highways Magazine	22.2	50.0	22.2	5.6
Newspapers	5.6	38.9	50.0	5.6
Motor club publications	0.0	22.2	66.7	11.1
Trade shows (outdoor and travel)	0.0	16.7	72.2	11.1
AAA Travel Office	0.0	11.1	72.2	16.7
Information at hotels/resorts	5.6	38.9	38.9	16.7
Park website	83.3	16.7	0.0	0.0
Social networks	42.1	26.3	31.6	0.0
Subscriber electronic newsletters	33.3	44.4	16.7	5.6
Other (specify) <u>(see end of individual park Appendix)</u>	0.0	0.0	0.0	100.0

18. Have you used the online reservation system? ☐ Yes **20.0%** ☐ No **80.0%**

If yes, was it easy to use? ☐ Yes **100.0%** ☐ No **0.0%**

If not easy to use, what difficulties did you experience with the reservation system?
(see end of individual park Appendix)

The final section of this survey asks for descriptive information about you and your household. This data will be kept in strictest confidence and used for statistical purposes only.

19. What gender do you associate with? **Female: 61.9% Male: 38.1%**

20. Are you married? (✓ one) Yes ☐ **81.0%** No ☐ **19.0%**

21. What is your age? (please fill in the blank) **mean = 51.86** years

22. Is there an individual in your household with a physical or mental disability who requires special recreation services? (✓ one response) Yes ☐ **0.0%** No ☐ **100.0%**

If yes, please answer 'a' and 'b' below.

a. Please identify the type of disability (e.g. mobility, hearing, sight, etc.).

McDowell Mountain Regional Park Results

(see end of individual park Appendix)

- b. What county park improvements would help make future visits by this disabled person, mentioned above, more enjoyable?

(see end of individual park Appendix)

23. How many children, 17 years of age or younger, are in your household?

(fill in the blank) mean = 0.38 (Number of children)

If you do have children, what Maricopa County Park facility or program improvements would make visits more enjoyable for your children?

(see end of individual park Appendix)

24. How many adults (18 years of age or older), including yourself, are in your household? (please fill in the blank)

mean = 2.05 (Number of adults, including yourself)

25. Please indicate the highest level of education you have attained. (please circle one number)

<u>16.7%</u>	<u>5.6%</u>	<u>44.5%</u>	<u>33.4%</u>
Jr. High	High School	College	Graduate School
6 7 8	9 10 11 12	13 14 15 16	17 18+

26. Are you currently: (please ✓ all that apply)

61.9% Employed, full-time

19.0% Retired

9.5% Employed, part-time

0.0% Student

4.8% Homemaker/Homecare

4.8% Unemployed

0.0% Other: ____

27. What statement best describes your total annual household income for the last calendar year? (✓ one)

0.0% □ \$15,000 or less

14.3% □ \$45,001 - \$60,000

23.8% □ \$90,001 - \$105,000

0.0% □ \$15,001 - \$30,000

0.0% □ \$60,001 - \$75,000

19.0% □ \$105,001 - \$120,000

0.0% □ \$30,001 - \$45,000

4.8% □ \$75,001 - \$90,000

38.1% □ more than \$120,000

28. As you think about the park where you received this survey, what is/are the most important improvement(s)

that park managers could make to enhance your visits in the future?

(see end of individual park Appendix)

34. Is there anything else you would like to share with the managers of Maricopa County Parks?

(see end of individual park Appendix)

Thanks for completing this survey.
Please place it in the pre-stamped envelope and mail it today!

APPENDIX G

SAN TAN MOUNTAIN REGIONAL PARK RESULTS

MARICOPA COUNTY PARK VISITOR STUDY

ARIZONA STATE UNIVERSITY

1. Have you been to this park before this current trip? (✓ *one box*) ☐ Yes **66.2%** ☐ No **33.8%**

(If **yes**, how many times have you previously visited this park in the past 12 months, including the current visit?)
16.4 times

2. How did you find out about the park? (see Table 1.4, Ch. 1)

3. Is this park the primary destination for your trip today? (✓ *one box*) ☐ Yes **92.3%** ☐ No **7.7%**

4. How long was/will your stay (be) in this park during this visit? (✓ *one box and complete item*)

☐ Day use only: **99.4%** How many hours today? **2.46**

☐ Overnight use: **0.6%** How many nights? **0.00**

5. Approximately how many miles did you travel today to get to this park? 15.29 miles

6. Please indicate which activities your group will or did participate in during your current visit to this park. (✓ *all that apply*)

87.5% trail hiking
52.4% walking for pleasure
11.0% running/ jogging
3.1% horseback riding
11.6% mountain biking
27.2% photography
2.8% driving: sightseeing
0.0% RV camping
0.3% tent camping
4.2% picnicking

0.0% boating
0.6% swimming
0.3% fishing
0.3% kayaking
0.3% paddle crafting
0.0% water skiing/wakeboarding
0.0% scuba diving
1.4% attending a park program
2.3% attending a special event
1.4% other (see end of individual park Appendix)

2.3% visiting historical sites
17.3% utilizing nature center
21.2% nature experience
16.4% watching wildlife
7.6% bird watching
0.6% playgrounds
1.4% archery

7. Which of the above activities do you consider your primary activity? (see Table 1.9A, Ch. 1)

If you used the trails today, approximately how many miles did you hike/ride? 4.35

8. How satisfied were you with the following?

Statement:	Extremely satisfied %	Very satisfied %	Fairly satisfied %	Slightly satisfied %	Not at all satisfied %
Your primary activity	88.3	10.0	1.1	0.3	0.3
The services offered for that activity	86.8	10.6	2.1	0.3	0.3
The facilities offered for that activity	88.0	9.6	1.8	0.3	0.3
Your visit to this county park	89.2	9.0	1.2	0.3	0.3

9. Are you aware that Maricopa County Parks has an on-line reservation system? ☐ Yes **25.4%** ☐ No **74.6%**

10. Are you an annual pass holder? ☐ Yes **29.6%** ☐ No **70.4%**

San Tan Mountain Regional Park Results

11. Currently visitors can purchase an annual pass that allows unlimited day use entrance for \$85. If a 6-month pass were offered for \$50 how likely are you to purchase the 6-month pass? (*√ one box*)

☐ Not at all likely **41.5%** ☐ Somewhat Likely **30.4%** ☐ Very Likely **28.1%**

12. How would you like to receive information from us? (*√ the most preferred*)

51.9% email **16.6%** social media (Facebook/Twitter, etc) **15.3%** county parks website
3.2% postal mail **12.7%** brochures at park **0.3%** other _____

13. Are you planning to make a return visit to this park? ☐ Yes **88.2%** ☐ No **2.0%** ☐ Not Sure **9.8%**

If no or not sure, why?

<u>1.9%</u> safety concerns	<u>0.0%</u> staff issues	<u>1.9%</u> limited recreation opportunities
<u>0.0%</u> poor/inadequate facilities	<u>0.0%</u> trails not adequate	<u>0.0%</u> poor/no programs
<u>1.9%</u> cleanliness/maintenance issues	<u>1.9%</u> high park user fees	<u>47.2%</u> travel distance
<u>17.0%</u> time restraints	<u>28.3%</u> other _____	

14. The Maricopa Trail is a 310-mile regional trail that links the 10 regional county parks. The trail is currently 98% complete.

Are you aware of the trail? ☐ Yes **31.7%** ☐ No **68.3%**

Do you currently use, have you used, or do you plan use it in the future? ☐ Yes **80.7%** ☐ No **19.3%**

15. What is your age? **50.05**_____

16. What is the zip code of your permanent home residence? **(see Table 1.21, Ch. 1)**_____

17. Are you visiting the park today (*√ one*):

<u>15.4%</u> alone	<u>9.1%</u> with family and friends
<u>53.8%</u> with family only	<u>2.0%</u> with an organized group (e.g. school group)
<u>19.4%</u> with friend(s) only	<u>0.3%</u> _____ other

18. How many people are in your vehicle today, including yourself? **2.73**_____

Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

<u>15.5%</u> 10 or less years	<u>23.3%</u> 11 to 20 years	<u>6.6%</u> 21 to 34 years
<u>26.2%</u> 35 to 49 years	<u>11.9%</u> 50 to 64 years	<u>17.5%</u> 65 years and over

19. What culture do you identify with? (*√ one*)

☐ White <u>90.1%</u>	☐ American Indian <u>0.9%</u>	☐ Asian <u>1.8%</u>
☐ African American <u>1.2%</u>	☐ Hispanic <u>5.6%</u>	☐ Other _____ <u>0.6%</u>

Thank you for completing this survey, we appreciate your help!

First, we would like to ask you some questions about your recent visit to the county regional park where you received this survey.

1. Overall, how satisfied are you with your recent visit to this county park? (✓ one box)

73.2%
23.2%
3.7%
0.0%
0.0%

☐ Extremely satisfied
 ☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Slightly satisfied
 ☐ Not at all satisfied

If not satisfied, please tell us why: (see end of individual park Appendix)

2. Based upon your visit, how would you rate the overall quality of this park? (✓ one box)

0.0%
1.2%
0.0%
28.9%
69.9%

☐ Very poor
 ☐ Poor
 ☐ Average
 ☐ Good
 ☐ Excellent

3. Approximately how many total visits have you made to this county park in the past year? (fill in number)
mean = 13.38 visits

4. This question addresses **park facilities**, and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "Doesn't Apply."

Park Services:	IMPORTANCE TO YOU				PARK PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Park campsites	48.6	27.0	10.8	13.5	0.0	1.2	3.7	1.2	93.8
Restrooms	0.0	2.6	28.2	69.2	1.2	2.5	22.2	3.7	70.4
Showers	65.9	19.5	7.3	7.3	1.3	0.0	0.0	0.0	98.8
Parking availability	1.3	2.5	42.5	53.8	0.0	3.7	38.3	1.2	56.8
Boat ramps	83.3	6.7	10.0	0.0	0.0	0.0	0.0	0.0	100.0
Playground	63.9	19.4	8.3	8.3	0.0	0.0	1.3	0.0	98.7
Individual shaded picnic areas	14.3	33.3	38.1	14.3	1.2	6.2	21.0	0.0	71.6
Group shaded picnic areas	32.8	29.3	25.9	12.1	1.3	8.9	10.1	0.0	79.7
Nature/Visitor center	3.8	15.0	48.8	32.5	0.0	1.2	39.5	2.5	56.8
Trail signs	1.3	5.2	23.4	70.1	0.0	2.5	42.0	3.7	51.9
Interpretive signs (i.e., wildlife, plants, history, etc.)	5.2	24.7	41.6	28.6	4.9	17.3	29.6	0.0	48.1
Park roads	1.4	19.2	47.9	31.5	0.0	0.0	45.7	2.5	51.9
Barrier-free trails	8.1	21.6	43.2	27.0	1.3	1.3	28.7	3.8	65.0
Primary trails	1.3	3.8	37.5	57.5	0.0	1.3	28.7	5.0	65.0
Secondary trails	1.3	7.6	51.9	39.2	0.0	3.8	38.8	2.5	55.0
Competitive tracks	37.1	27.4	22.6	12.9	1.3	1.3	10.0	9.9	87.5
Equestrian facilities	55.2	25.9	12.1	6.9	1.3	6.4	16.7	0.0	75.6
Information display or kiosk	7.4	13.6	46.9	32.1	0.0	7.5	42.5	3.8	46.3
Outdoor amphitheater	48.2	30.4	19.6	1.8	2.5	1.2	6.2	0.0	90.1
Animal exhibits	14.5	31.6	39.5	14.5	2.5	7.5	35.0	2.5	52.5
Directional signs (inside park)	0.0	3.8	44.3	51.9	0.0	7.4	43.2	2.5	46.9
Interpretive exhibits	13.0	23.4	45.5	18.2	0.0	4.9	39.5	1.2	54.3
Other: <u>see end of individual Appendix</u>	50.0	0.0	0.0	50.0	0.0	0.0	3.3	0.0	96.7

San Tan Mountain Regional Park Results

5. This question addresses **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the park staff in providing those services. If the service does not exist at this park or you do not know about the service quality, please circle “Doesn’t Apply.”

Park Services:	IMPORTANCE TO YOU				STAFF PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Wi-Fi	47.7	24.6	15.4	12.3	0.0	1.2	7.2	7.2	84.3
Mobile apps	36.9	30.8	21.5	10.8	0.0	1.2	11.0	9.8	78.0
Staffed nature center	7.8	22.1	32.5	37.7	1.2	2.4	17.1	68.3	11.0
Trail conditions	0.0	1.2	18.5	80.2	1.2	1.2	25.3	71.1	1.2
Park interpretive programs	14.7	28.0	40.0	17.3	0.0	2.4	25.3	33.7	38.6
Park maintenance	0.0	2.5	25.9	71.6	0.0	1.2	27.7	69.9	1.2
Park information	2.5	1.2	34.6	61.7	0.0	0.0	30.5	68.3	1.2
Law enforcement presence	17.1	39.5	30.3	13.2	0.0	10.8	15.7	14.5	59.0
Facility cleanliness	0.0	2.5	32.1	65.4	0.0	2.4	19.3	78.3	0.0
Staff availability	2.5	20.0	37.5	40.0	0.0	1.2	24.4	73.2	1.2
Staffed entry station	3.8	25.0	31.3	40.0	0.0	3.6	21.7	69.9	4.8
Resource protection/management	5.1	6.4	33.3	55.1	1.2	2.4	27.7	47.0	21.7
Merchandise, food/beverage sales	29.5	37.2	23.1	10.3	0.0	8.4	39.8	21.7	30.1
Park maps	2.5	4.9	32.1	60.5	0.0	1.2	20.5	75.9	2.4
Customer service	1.3	12.8	39.7	46.2	0.0	0.0	16.9	79.5	3.6

6. People visit county parks for many reasons. How important are each of the following reasons to you when visiting this Park? (circle one response for each statement)

I visit parks to:	Not at all Important %	Slightly Important %	Important %	Extremely Important %
Have an inexpensive recreation experience	2.4	4.9	43.9	48.8
Improve my physical health	0.0	2.4	30.1	67.5
Enjoy the solitude	0.0	3.6	37.3	59.0
Be with others who enjoy the same things I do	6.0	18.1	28.9	47.0
Be with friends or family	2.4	7.2	36.1	54.2
Learn more about nature	1.2	24.4	37.8	36.6
Enjoy desirable climate	2.4	4.8	38.6	54.2
Feel in control of my life	17.1	8.5	39.0	35.4
Enjoy physical exercise	0.0	1.2	32.5	66.3
Test my skills and abilities	4.8	32.5	25.3	37.3
Relax	0.0	3.6	51.8	44.6
Observe the scenic beauty	0.0	2.4	31.3	66.3
Get away from my everyday responsibilities for awhile	4.9	8.5	39.0	47.6
Enjoy the sounds and smells of nature	0.0	2.5	35.8	61.7
Develop my skills and abilities	7.2	20.5	41.0	31.3
Help reduce or release some built up tensions	3.7	11.0	39.0	46.3
Learn more about the area's culture and history	4.8	24.1	37.3	33.7
Be in the desert	2.4	13.3	41.0	43.4
Do something exciting	7.3	17.1	39.0	36.6
To experience or do something new	2.4	18.1	42.2	37.3
To experience the open space	2.4	6.0	33.7	57.8
To get away from civilization for awhile	3.7	9.8	31.7	54.9
Enjoy wildlife	4.8	10.8	28.9	55.4

San Tan Mountain Regional Park Results

7. Please estimate the amount of money you and your group spent on your most recent trip to this Maricopa County Park. Include only expenditures (cash or credit) made related to your trip. *(estimate the amount for each category)*

Lodging (hotels, campgrounds, etc.)	\$ <u>6.36</u>
Shopping & Gifts (clothing, gifts, souvenirs, etc.)	\$ <u>17.06</u>
Food, Meals, and Drink (restaurants, taverns, groceries, snacks, etc.)	\$ <u>31.48</u>
Tourist Services (jeep tours/rentals, museums, outfitters, horseback riding, boat rentals, tours, etc.)	\$ <u>4.17</u>
Recreation Equipment Purchases (camping gear, hiking/biking gear, etc)	\$ <u>14.32</u>
Gas and Transportation Costs	\$ <u>32.88</u>
Entrance Fees, Permits and Licenses	\$ <u>17.79</u>
Other (please specify) <u>(see end of individual park Appendix)</u>	\$ <u>85.00</u>

Next, we would like to ask you some questions about your preferences concerning future visits to this Park.

8. The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided? *(please circle one response for each item)*

Facility:	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Individual site sewer at camp sites	8.4	16.9	53.0	21.7
Off-highway vehicle areas	16.0	18.5	56.8	8.6
Cabin/room accommodations	18.1	28.9	45.8	7.2
Restaurants/snack bars	16.9	57.8	18.1	7.2
Event venue	9.6	50.6	26.5	13.3
Mountain bike obstacle course	16.9	16.9	56.6	9.6
Pedestrian (aerial or ground) obstacle course	13.4	43.9	32.9	9.8
Wildlife viewing areas or blinds	38.6	48.2	6.0	7.2
Outdoor exercise/circuit course	24.1	42.2	26.5	7.2
Zipline	20.5	38.6	33.7	7.2
Off-leash dog area	20.5	15.7	51.8	12.0
Other (specify): <u>(see end of individual park Appendix)</u>	27.3	9.1	4.5	59.1

San Tan Mountain Regional Park Results

9. The following is a list of statements describing some management issues in this Park. Please indicate the degree to which you agree or disagree with each statement. *(please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current hours of this park are convenient for me	53.7	42.7	2.4	1.2
I would use the park more during the summer season if hours were extended later into the evening	21.0	30.9	43.2	4.9
I would use the park more during the winter season if hours were extended earlier into the morning	17.1	24.4	53.7	4.9
I would use the park more during the winter season if hours were extended later into the evening	9.8	34.1	51.2	4.9
Park access through the main entrance and trailheads is adequate to meet the needs of the public	46.3	46.3	6.1	1.2
The entrance fee at this park offers a good value.	48.8	46.3	3.7	1.2
I would recommend this park to my family and friends	65.9	31.7	1.2	1.2
Conflicts among different types of users on the trail is a significant problem in this park	7.3	14.6	53.7	24.4
More regional trails are needed	19.5	48.8	24.4	7.3
We need more regional parks in Maricopa County	21.5	54.4	21.5	2.5
I would use trails specifically designated for a single activity, such as hiking, mountain biking, equestrian, etc.	43.2	44.4	8.6	3.7
Observing drones during my park visit would have a negative impact on my visit	44.4	32.1	21.0	2.5

10. What is the likelihood that you, or members of your household, will visit this park again in the next 12 months?

☐ **1.3%** Definitely will not visit
 ☐ **6.3%** Might visit
 ☐ **17.5%** Probably will visit
 ☐ **75.0%** Definitely will visit

11. How interested are you in the following types of park programs?

	Not at all interested %	Somewhat interested %	Very Interested %	I don't know %
Volunteer Events	27.0	54.0	17.5	1.6
Animals	12.3	45.2	42.5	0.0
Aquatics	65.7	19.4	14.9	0.0
Archaeology and History	9.3	44.0	46.7	0.0
Astronomy	10.7	44.0	45.3	0.0
Parks Commission	57.3	35.2	7.4	0.0
Entertainment and Social Skills	50.7	38.8	10.4	0.0
Health and Fitness	10.7	25.3	64.0	0.0
Geology	10.5	44.7	44.7	0.0
Outdoor Skills	17.1	44.7	38.2	0.0
Plants	8.0	45.3	46.7	0.0

12. We would like to know which park information and education delivery methods you used and would find most desirable in this park? *(please circle the appropriate ratings below)*

Delivery Methods	Are you aware of this method in this park? (✓ one)		Have you used this method in this park? (✓ one)		How desirable is this delivery method to you for future visits to this park? (circle one answer)		
	Yes %	No %	Yes %	No %	Not at all desirable %	Somewhat desirable %	Very desirable %
Scheduled programs by a park ranger	54.9	45.1	24.1	75.9	14.3	53.2	32.5
Written materials I can take with me such as maps, brochures and information sheets	92.7	7.3	91.1	8.9	5.1	24.4	70.5
Self-led activities such as reading road signs or a self-guided nature hike with signs/pamphlets to tell me what is there	61.7	38.3	54.4	45.6	9.1	33.8	57.1
Video, computer programs in a nature center	34.1	65.9	28.2	71.8	37.2	48.7	14.1
Live wildlife cams in a nature center	7.5	92.5	3.8	96.2	21.1	43.4	35.5
PowerPoint presentations that accompany a lecture	9.9	90.1	2.6	97.4	44.9	38.5	16.7
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of nature center exhibits	3.7	96.3	2.6	97.4	50.0	34.2	15.8
Self-explained exhibits in a nature center	70.4	29.6	69.7	30.3	9.0	48.7	42.3
Self-led activities with a downloadable 9+ podcast	1.2	98.8	3.8	96.2	51.9	36.4	11.7
Living history presentations	8.6	91.4	5.2	94.8	33.3	42.7	24.0
Guided tours/hikes	47.6	52.4	22.1	77.9	19.5	42.9	37.7
Other (specify): (see end of individual park Appendix)	9.1	90.9	0.0	100.0	60.0	26.7	13.3

We would like to know how aware you are of our other Maricopa County Parks

13. As you may know, the funds needed to operate and maintain county parks come mainly from user fees collected at the site and approximately 10% of the budget comes from the County General fund. In your opinion, what is the proper balance between taxes and user fees for generating park operating funds? *(please ✓ the response that best reflects your opinion about the proper source of funding)*

- ☐ **4.9%** Entirely from Taxes
 ☐ **8.5%** Mostly Taxes
 ☐ **29.3%** Equally from Taxes & User Fees
 ☐ **36.6%** Mostly User Fees
 ☐ **2.4%** Entirely from User Fees
 ☐ **18.3%** Don't Know

San Tan Mountain Regional Park Results

14. Below is a list of all Maricopa County Regional Parks. **First**, are you aware of each park? **Second**, have you visited that park/area in the last two years? *(Please circle the appropriate rating for each park)*

Maricopa County Park or Recreation Area	Are you aware of this park? (✓ one)		Have you visited in the past 2 years? (✓ one)	
	Yes %	No %	Yes %	No %
Adobe Dam Regional Park	19.0	81.0	2.7	97.3
Buckeye Hills Regional Park	19.5	80.5	2.7	97.3
Cave Creek Regional Park	56.4	43.6	22.1	77.9
<u>Desert Outdoor Center</u> at Lake Pleasant Regional Park	37.2	62.8	12.0	88.0
Estrella Mtn. Regional Park	52.6	47.4	13.3	86.7
Hassayampa River Preserve	24.4	75.6	0.0	100.0
Lake Pleasant Regional Park	55.7	44.3	21.3	78.7
McDowell Mtn. Regional Park	65.8	34.2	33.8	66.2
San Tan Mtn. Regional Park	97.5	2.5	94.9	5.1
Spur Cross Ranch Conservation Area	25.3	74.7	9.1	90.9
Usery Mtn. Regional Park	75.0	25.0	61.0	39.0
White Tank Mtn. Regional Park	44.7	55.3	6.8	93.2

15. The following is a list of statements describing funding and user fee issues in the Maricopa County Parks System. Currently user fees are the primary source of funding for park operations and maintenance. Please indicate the degree to which you agree or disagree with each of the statements. *(Please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current entrance fee is a good value for the benefits I receive from using this park	51.9	43.2	4.9	0.0
Entrance fees should be increased occasionally to keep up with inflation & increases in operating costs	22.2	53.1	18.5	6.2
Entrance fees should be kept at a minimum to encourage use of regional parks	32.1	55.6	9.9	2.5
I would be willing to pay a program fee for educational programs & workshops if offered in regional parks	19.8	46.9	30.9	2.5
I would support a dedicated property tax to support the county regional parks system	20.0	31.3	40.0	8.8

16. Which social media applications do you use to receive information on a regular basis?

Social Media Application	I never use %	I rarely use %	I sometimes use %	I always use %
Blogs	75.3	13.6	8.6	2.5
Micro-blogs (Twitter/Tumblr/Reddit)	77.8	12.3	7.4	2.5
Social networks (Facebook/LinkedIn)	27.2	9.9	37.0	25.9
3Digital video (YouTube/Vimeo)	39.5	25.9	27.2	7.4
Bookmarking (Pinterest/Stumble Upon)	60.5	13.6	19.8	6.2
Photo sharing (Instagram/Snapchat)	56.3	11.3	20.0	12.5
Wiki's (Wikipedia/Wikispaces)	46.3	18.8	26.3	8.8
Mobile Apps	27.2	17.3	29.6	25.9
Other (specify) <u>(see end of individual park Appendix)</u>	58.3	8.3	8.3	25.0

San Tan Mountain Regional Park Results

17. When planning a visit to Maricopa County Parks, what method would be easiest for you to find out about the services and opportunities in County Parks? *(please circle one response for each item)*

Information Source	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Chamber of Commerce	2.5	38.8	32.5	26.3
Visitor information centers/museums	40.7	49.4	4.9	4.9
Place on state highway map	25.9	51.9	14.8	7.4
Highway/road signs	40.0	50.0	6.3	3.8
Books, magazines	23.5	54.3	12.3	9.9
Computer based information (Internet)	80.2	16.0	3.7	0.0
Mobile application	41.3	38.8	13.8	6.3
Sporting goods/outdoor stores	25.0	50.0	18.8	6.3
Telephoning specific park sites	10.0	50.0	26.3	13.8
Brochures picked-up at each County Park	50.6	44.4	3.7	1.2
Local radio stations	11.3	41.3	35.0	12.5
Arizona Office of Tourism brochures	20.0	51.2	17.5	11.3
Arizona Highways Magazine	18.8	46.3	26.3	8.8
Newspapers	7.4	38.3	45.7	8.6
Motor club publications	5.1	29.1	53.2	12.7
Trade shows (outdoor and travel)	7.5	32.5	47.5	12.5
AAA Travel Office	13.8	31.3	46.3	8.8
Information at hotels/resorts	14.6	48.8	30.5	6.1
Park website	66.7	29.6	3.7	0.0
Social networks	25.6	43.6	24.4	6.4
Subscriber electronic newsletters	18.5	34.6	35.8	11.1
Other (specify) <u>(see end of individual park Appendix)</u>	11.1	11.1	22.2	55.6

18. Have you used the online reservation system? ☐ Yes **8.4%** ☐ No **91.6%**

If yes, was it easy to use? ☐ Yes **100.0%** ☐ No **0.0%**

If not easy to use, what difficulties did you experience with the reservation system?
(see end of individual park Appendix)

The final section of this survey asks for descriptive information about you and your household. This data will be kept in strictest confidence and used for statistical purposes only.

19. What gender do you associate with? **Female: 55.7% Male: 44.3%**

20. Are you married? (✓ one) Yes ☐ **82.7%** No ☐ **17.3%**

21. What is your age? (please fill in the blank) **mean = 53.93** years

22. Is there an individual in your household with a physical or mental disability who requires special recreation services? (✓ one response) Yes ☐ **3.7%** No ☐ **96.3%**

If yes, please answer 'a' and 'b' below.

- a. Please identify the type of disability (e.g. mobility, hearing, sight, etc.).

San Tan Mountain Regional Park Results

(see end of individual park Appendix)

- b. What county park improvements would help make future visits by this disabled person, mentioned above, more enjoyable?

(see end of individual park Appendix)

23. How many children, 17 years of age or younger, are in your household?

(fill in the blank) mean = 0.52 (Number of children)

If you do have children, what Maricopa County Park facility or program improvements would make visits more enjoyable for your children?

(see end of individual park Appendix)

24. How many adults (18 years of age or older), including yourself, are in your household? (please fill in the blank)

mean = 2.19 (Number of adults, including yourself)

25. Please indicate the highest level of education you have attained. (please circle one number)

<u>6.4%</u>	<u>14.5%</u>	<u>48.5%</u>	<u>30.6%</u>
Jr. High	High School	College	Graduate School
6 7 8	9 10 11 12	13 14 15 16	17 18+

26. Are you currently: (please ✓ all that apply)

36.1% Employed, full-time

3.6% Unemployed

13.3% Employed, part-time

36.1% Retired

9.6% Homemaker/Homecare

0.0% Student

2.4% Other: ____

27. What statement best describes your total annual household income for the last calendar year? (✓ one)

0.0% □ \$15,000 or less

18.9% □ \$45,001 - \$60,000

8.1% □ \$90,001 - \$105,000

5.4% □ \$15,001 - \$30,000

13.5% □ \$60,001 - \$75,000

10.8% □ \$105,001 - \$120,000

4.1% □ \$30,001 - \$45,000

16.2% □ \$75,001 - \$90,000

23.0% □ more than \$120,000

28. As you think about the park where you received this survey, what is/are the most important improvement(s)

that park managers could make to enhance your visits in the future?

(see end of individual park Appendix)

35. Is there anything else you would like to share with the managers of Maricopa County Parks?

(see end of individual park Appendix)

Thanks for completing this survey.
Please place it in the pre-stamped envelope and mail it today!

APPENDIX H

SPUR CROSS RANCH CONSERVATION AREA RESULTS

MARICOPA COUNTY PARK VISITOR STUDY ARIZONA STATE UNIVERSITY

1. Have you been to this park before this current trip? (✓ *one box*) ☐ Yes **51.1%** ☐ No **48.9%**

(If **yes**, how many times have you previously visited this park in the past 12 months, including the current visit?)
13.5 times

2. How did you find out about the park? (see Table 1.4, Ch. 1)

3. Is this park the primary destination for your trip today? (✓ *one box*) ☐ Yes **90.1%** ☐ No **9.9%**

4. How long was/will your stay (be) in this park during this visit? (✓ *one box and complete item*)

☐ Day use only: **98.1%** How many hours today? **2.82**

☐ Overnight use: **1.9%** How many nights? **14.00**

5. Approximately how many miles did you travel today to get to this park? 17.72 miles

6. Please indicate which activities your group will or did participate in during your current visit to this park. (✓ *all that apply*)

93.8% trail hiking
51.8% walking for pleasure
7.2% running/ jogging
1.4% horseback riding
3.3% mountain biking
25.4% photography
5.4% driving: sightseeing
0.7% RV camping
1.4% tent camping
2.9% picnicking

0.4% boating
1.1% swimming
0.7% fishing
1.1% kayaking
0.0% paddle crafting
0.0% water skiing/wakeboarding
0.4% scuba diving
5.1% attending a park program
1.4% attending a special event
0.7% other (see end of individual park Appendix)

9.8% visiting historical sites
0.4% utilizing nature center
23.2% nature experience
17.8% watching wildlife
14.5% bird watching
0.4% playgrounds
1.1% archery

7. Which of the above activities do you consider your primary activity? (see Table 1.9A, Ch. 1)

If you used the trails today, approximately how many miles did you hike/ride? 4.50

8. How satisfied were you with the following?

Statement:	Extremely satisfied %	Very satisfied %	Fairly satisfied %	Slightly satisfied %	Not at all satisfied %
Your primary activity	85.9	11.0	0.0	0.4	2.7
The services offered for that activity	85.1	11.6	0.8	0.0	2.4
The facilities offered for that activity	82.3	13.3	2.0	0.0	2.4
Your visit to this county park	86.4	11.2	0.0	0.0	2.4

9. Are you aware that Maricopa County Parks has an on-line reservation system? ☐ Yes **26.3%** ☐ No **73.7%**

10. Are you an annual pass holder? ☐ Yes **15.3%** ☐ No **84.7%**

Spur Cross Ranch Conservation Area Results

11. Currently visitors can purchase an annual pass that allows unlimited day use entrance for \$85. If a 6-month pass were offered for \$50 how likely are you to purchase the 6-month pass? (*√ one box*)

☐ Not at all likely **36.0%** ☐ Somewhat Likely **41.5%** ☐ Very Likely **22.4%**

12. How would you like to receive information from us? (*√ the most preferred*)

56.3% email **18.6%** social media (Facebook/Twitter, etc) **10.5%** county parks website
4.5% postal mail **9.7%** brochures at park **0.4%** other _____

13. Are you planning to make a return visit to this park? ☐ Yes **85.6%** ☐ No **1.1%** ☐ Not Sure **13.4%**

If no or not sure, why?

<u>2.6%</u> safety concerns	<u>0.0%</u> staff issues	<u>0.0%</u> limited recreation opportunities
<u>0.0%</u> poor/inadequate facilities	<u>0.0%</u> trails not adequate	<u>0.0%</u> poor/no programs
<u>0.0%</u> cleanliness/maintenance issues	<u>5.3%</u> high park user fees	<u>52.6%</u> travel distance
<u>13.2%</u> time restraints	<u>26.3%</u> other _____	

14. The Maricopa Trail is a 310-mile regional trail that links the 10 regional county parks. The trail is currently 98% complete.

Are you aware of the trail? ☐ Yes **49.1%** ☐ No **50.9%**

Do you currently use, have you used, or do you plan use it in the future? ☐ Yes **87.5%** ☐ No **12.5%**

15. What is your age? **47.61**_____

16. What is the zip code of your permanent home residence? **(see Table 1.21, Ch. 1)**_____

17. Are you visiting the park today (*√ one*):

<u>19.1%</u> alone	<u>7.4%</u> with family and friends
<u>41.5%</u> with family only	<u>0.7%</u> with an organized group (e.g. school group)
<u>31.3%</u> with friend(s) only	<u>0.0%</u> _____ other

18. How many people are in your vehicle today, including yourself? **2.15**_____

Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

<u>7.9%</u> 10 or less years	<u>19.1%</u> 11 to 20 years	<u>3.9%</u> 21 to 34 years
<u>30.6%</u> 35 to 49 years	<u>20.6%</u> 50 to 64 years	<u>17.9%</u> 65 years and over

19. What culture do you identify with? (*√ one*)

☐ White <u>92.4%</u>	☐ American Indian <u>1.5%</u>	☐ Asian <u>1.1%</u>
☐ African American <u>0.8%</u>	☐ Hispanic <u>3.8%</u>	☐ Other _____ <u>0.4%</u>

Thank you for completing this survey, we appreciate your help!

First, we would like to ask you some questions about your recent visit to the county regional park where you received this survey.

1. Overall, how satisfied are you with your recent visit to this county park? (✓ one box)

70.5%
27.9%
1.6%
0.0%
0.0%

☐ Extremely satisfied
 ☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Slightly satisfied
 ☐ Not at all satisfied

If not satisfied, please tell us why: (see end of individual park Appendix)

2. Based upon your visit, how would you rate the overall quality of this park? (✓ one box)

0.0%
0.0%
0.0%
27.9%
72.1%

☐ Very poor
 ☐ Poor
 ☐ Average
 ☐ Good
 ☐ Excellent

3. Approximately how many total visits have you made to this county park in the past year? (fill in number)

mean = 13.22 visits

4. This question addresses **park facilities**, and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "Doesn't Apply."

Park Services:	IMPORTANCE TO YOU				PARK PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Park campsites	72.4	10.3	13.8	3.4	0.0	0.0	6.7	1.7	91.7
Restrooms	1.8	8.8	57.9	31.6	10.0	18.3	33.3	13.3	25.0
Showers	83.3	13.3	0.0	3.3	1.7	0.0	5.0	1.7	91.7
Parking availability	3.3	4.9	49.2	42.6	1.6	4.9	45.9	14.8	32.8
Boat ramps	92.0	4.0	4.0	0.0	0.0	0.0	1.7	1.7	96.7
Playground	87.9	9.1	3.0	0.0	0.0	0.0	33.3	1.6	95.1
Individual shaded picnic areas	37.2	39.5	18.6	4.7	3.4	5.1	15.3	5.1	71.2
Group shaded picnic areas	52.3	27.3	15.9	4.5	3.3	9.8	18.0	4.9	63.9
Nature/Visitor center	25.0	37.5	25.0	12.5	5.0	5.0	18.3	3.3	68.3
Trail signs	1.7	3.4	19.0	75.9	3.3	6.6	49.2	16.4	24.6
Interpretive signs (i.e., wildlife, plants, history, etc.)	0.0	40.0	40.0	20.0	6.7	23.3	21.7	3.3	45.0
Park roads	10.5	21.1	50.9	17.5	3.3	10.0	40.0	10.0	36.7
Barrier-free trails	11.3	34.0	18.9	35.8	0.0	6.8	30.5	6.8	55.9
Primary trails	0.0	3.4	32.8	63.8	1.7	0.0	35.0	20.0	43.3
Secondary trails	0.0	5.2	44.8	50.0	1.7	8.5	42.4	10.2	37.3
Competitive tracks	75.0	12.5	5.0	7.5	0.0	0.0	1.7	1.7	96.7
Equestrian facilities	66.7	17.8	11.1	4.4	1.6	1.6	13.1	3.3	80.3
Information display or kiosk	12.1	17.2	46.6	24.1	1.6	16.4	27.9	6.6	47.5
Outdoor amphitheater	63.4	26.8	9.8	0.0	0.0	0.0	4.9	1.6	93.4
Animal exhibits	33.3	40.0	22.2	4.4	3.4	3.4	1.7	3.4	88.1
Directional signs (inside park)	5.0	10.0	43.3	41.7	5.0	6.7	43.3	6.7	38.3
Interpretive exhibits	26.5	38.8	26.5	8.2	1.7	5.0	3.3	1.7	88.3
Other: <u>see end of individual Appendix</u>	0.0	0.0	50.0	50.0	6.7	0.0	0.0	0.0	93.3

Spur Cross Ranch Conservation Area Results

5. This question addresses **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the park staff in providing those services. If the service does not exist at this park or you do not know about the service quality, please circle “Doesn’t Apply.”

Park Services:	IMPORTANCE TO YOU				STAFF PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Wi-Fi	43.5	34.8	17.4	4.3	14.8	1.6	4.9	4.9	73.8
Mobile apps	50.0	29.5	18.2	2.3	5.1	1.7	1.7	6.8	84.7
Staffed nature center	35.4	37.5	20.8	6.3	6.7	0.0	11.7	23.3	58.3
Trail conditions	1.7	3.3	40.0	50.0	1.6	3.3	32.8	62.3	0.0
Park interpretive programs	16.7	25.9	42.6	14.8	3.3	4.9	13.1	37.7	41.0
Park maintenance	1.7	3.3	41.7	53.3	1.6	1.6	32.8	62.3	1.6
Park information	1.8	8.8	56.1	33.3	1.7	3.4	44.8	46.6	3.4
Law enforcement presence	25.0	40.4	32.7	1.9	9.8	11.5	9.8	6.6	62.3
Facility cleanliness	1.8	10.7	42.9	44.6	1.6	9.8	29.5	42.6	16.4
Staff availability	12.1	41.4	34.5	12.1	3.3	13.1	37.7	39.3	6.6
Staffed entry station	38.2	30.9	23.6	7.3	3.3	13.1	19.7	27.9	36.1
Resource protection/management	3.6	10.9	38.2	47.3	1.6	3.3	19.7	44.3	31.1
Merchandise, food/beverage sales	68.8	18.8	8.3	4.2	3.3	3.3	8.3	8.3	76.7
Park maps	0.0	10.3	39.7	50.0	3.3	9.8	26.2	57.4	3.3
Customer service	17.0	24.5	39.6	18.9	1.6	0.0	24.6	45.9	27.9

6. People visit county parks for many reasons. How important are each of the following reasons to you when visiting this Park? (circle one response for each statement)

I visit parks to:	Not at all Important %	Slightly Important %	Important %	Extremely Important %
Have an inexpensive recreation experience	3.3	11.7	38.3	46.7
Improve my physical health	0.0	1.6	36.1	62.3
Enjoy the solitude	0.0	3.3	29.5	67.2
Be with others who enjoy the same things I do	9.8	18.0	39.3	32.8
Be with friends or family	4.9	18.0	39.3	37.7
Learn more about nature	0.0	16.4	44.3	39.3
Enjoy desirable climate	3.3	4.9	45.9	45.9
Feel in control of my life	13.1	18.0	34.4	34.4
Enjoy physical exercise	0.0	0.0	26.2	73.8
Test my skills and abilities	1.6	27.9	39.3	31.1
Relax	0.0	4.9	45.9	49.2
Observe the scenic beauty	0.0	0.0	19.7	80.3
Get away from my everyday responsibilities for awhile	1.6	14.8	34.4	49.2
Enjoy the sounds and smells of nature	0.0	1.6	29.5	68.9
Develop my skills and abilities	6.6	24.6	36.1	32.8
Help reduce or release some built up tensions	6.6	14.8	37.7	41.0
Learn more about the area's culture and history	0.0	19.7	39.3	41.0
Be in the desert	1.6	9.8	39.3	49.2
Do something exciting	3.3	19.7	39.3	37.7
To experience or do something new	3.3	14.8	49.2	32.8
To experience the open space	0.0	4.9	29.5	65.6
To get away from civilization for awhile	0.0	4.9	42.6	52.5
Enjoy wildlife	0.0	0.0	37.7	62.3

Spur Cross Ranch Conservation Area Results

7. Please estimate the amount of money you and your group spent on your most recent trip to this Maricopa County Park. Include only expenditures (cash or credit) made related to your trip. *(estimate the amount for each category)*

Lodging (hotels, campgrounds, etc.)	\$ <u>100.20</u>
Shopping & Gifts (clothing, gifts, souvenirs, etc.)	\$ <u>25.20</u>
Food, Meals, and Drink (restaurants, taverns, groceries, snacks, etc.)	\$ <u>55.49</u>
Tourist Services (jeep tours/rentals, museums, outfitters, horseback riding, boat rentals, tours, etc.)	\$ <u>13.73</u>
Recreation Equipment Purchases (camping gear, hiking/biking gear, etc)	\$ <u>19.37</u>
Gas and Transportation Costs	\$ <u>52.54</u>
Entrance Fees, Permits and Licenses	\$ <u>12.39</u>
Other (please specify) <u>(see end of individual park Appendix)</u>	\$ <u>3.00</u>

Next, we would like to ask you some questions about your preferences concerning future visits to this Park.

8. The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided? *(please circle one response for each item)*

Facility:	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Individual site sewer at camp sites	6.7	10.0	53.3	30.0
Off-highway vehicle areas	3.3	21.7	63.3	11.7
Cabin/room accommodations	6.7	31.7	50.0	11.7
Restaurants/snack bars	3.3	58.3	31.7	6.7
Event venue	8.5	30.5	47.5	13.6
Mountain bike obstacle course	3.4	17.2	72.4	6.9
Pedestrian (aerial or ground) obstacle course	6.7	35.0	55.0	3.3
Wildlife viewing areas or blinds	26.7	51.7	11.7	10.0
Outdoor exercise/circuit course	10.0	50.0	35.0	5.0
Zipline	8.3	35.0	50.0	6.7
Off-leash dog area	23.3	26.7	43.3	6.7
Other (specify): <u>(see end of individual park Appendix)</u>	40.0	20.0	0.0	40.0

Spur Cross Ranch Conservation Area Results

9. The following is a list of statements describing some management issues in this Park. Please indicate the degree to which you agree or disagree with each statement. *(please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current hours of this park are convenient for me	50.8	47.5	0.0	1.7
I would use the park more during the summer season if hours were extended later into the evening	16.1	33.9	41.1	8.9
I would use the park more during the winter season if hours were extended earlier into the morning	6.9	31.0	50.0	12.1
I would use the park more during the winter season if hours were extended later into the evening	5.2	27.6	53.4	13.8
Park access through the main entrance and trailheads is adequate to meet the needs of the public	49.2	40.7	6.8	3.4
The entrance fee at this park offers a good value.	54.2	42.4	3.4	0.0
I would recommend this park to my family and friends	81.4	16.9	1.7	0.0
Conflicts among different types of users on the trail is a significant problem in this park	1.7	11.9	55.9	30.5
More regional trails are needed	12.1	43.1	37.9	6.9
We need more regional parks in Maricopa County	20.7	56.9	17.2	5.2
I would use trails specifically designated for a single activity, such as hiking, mountain biking, equestrian, etc.	25.4	55.9	11.9	6.8
Observing drones during my park visit would have a negative impact on my visit	66.1	23.7	8.5	1.7

10. What is the likelihood that you, or members of your household, will visit this park again in the next 12 months?

☐ **0.0%** Definitely will not visit
 ☐ **10.3%** Might visit
 ☐ **6.9%** Probably will visit
 ☐ **82.8%** Definitely will visit

11. How interested are you in the following types of park programs?

	Not at all interested %	Somewhat interested %	Very Interested %	I don't know %
Volunteer Events	31.6	42.1	22.8	3.5
Animals	15.8	29.8	52.6	1.8
Aquatics	63.0	18.5	13.0	5.6
Archaeology and History	12.3	22.8	64.9	0.0
Astronomy	12.5	39.3	46.4	1.8
Parks Commission	47.8	26.1	15.2	10.9
Entertainment and Social Skills	69.2	17.3	11.5	1.9
Health and Fitness	10.3	36.2	51.7	1.7
Geology	10.5	26.3	63.2	0.0
Outdoor Skills	8.6	37.9	51.7	1.7
Plants	10.5	21.1	68.4	0.0

Spur Cross Ranch Conservation Area Results

12. We would like to know which park information and education delivery methods you used and would find most desirable in this park? *(please circle the appropriate ratings below)*

Delivery Methods	Are you aware of this method in this park? (✓ one)		Have you used this method in this park? (✓ one)		How desirable is this delivery method to you for future visits to this park? (circle one answer)		
	Yes %	No %	Yes %	No %	Not at all desirable %	Somewhat desirable %	Very desirable %
Scheduled programs by a park ranger	61.7	38.3	50.8	49.2	13.6	39.0	47.5
Written materials I can take with me such as maps, brochures and information sheets	83.3	16.7	83.1	16.9	3.4	33.9	62.7
Self-led activities such as reading road signs or a self-guided nature hike with signs/pamphlets to tell me what is there	56.7	43.3	53.4	46.6	8.6	37.9	53.4
Video, computer programs in a nature center	6.7	93.3	8.8	91.2	64.3	33.9	1.8
Live wildlife cams in a nature center	18.3	81.7	20.7	79.3	36.8	36.8	26.3
PowerPoint presentations that accompany a lecture	6.8	93.2	7.1	92.9	60.0	30.9	9.1
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of nature center exhibits	3.4	96.6	3.5	96.5	62.5	30.4	7.1
Self-explained exhibits in a nature center	16.7	83.3	15.8	84.2	28.6	57.1	14.3
Self-led activities with a downloadable 9+ podcast	3.3	96.7	3.6	96.4	58.2	38.2	3.6
Living history presentations	6.8	93.2	5.4	94.6	22.8	66.7	10.5
Guided tours/hikes	66.7	33.3	55.9	44.1	13.8	34.5	51.7
Other (specify): (see end of individual park Appendix)	20.0	80.0	25.0	75.0	80.0	0.0	20.0

We would like to know how aware you are of our other Maricopa County Parks

13. As you may know, the funds needed to operate and maintain county parks come mainly from user fees collected at the site and approximately 10% of the budget comes from the County General fund. In your opinion, what is the proper balance between taxes and user fees for generating park operating funds? *(please ✓ the response that best reflects your opinion about the proper source of funding)*

- ☐ **5.0%** Entirely from Taxes
 ☐ **20.0%** Mostly Taxes
 ☐ **40.0%** Equally from Taxes & User Fees
 ☐ **25.0%** Mostly User Fees
 ☐ **1.7%** Entirely from User Fees
 ☐ **8.3%** Don't Know

Spur Cross Ranch Conservation Area Results

14. Below is a list of all Maricopa County Regional Parks. **First**, are you aware of each park? **Second**, have you visited that park/area in the last two years? *(Please circle the appropriate rating for each park)*

Maricopa County Park or Recreation Area	Are you aware of this park? (✓ one)		Have you visited in the past 2 years? (✓ one)	
	Yes %	No %	Yes %	No %
Adobe Dam Regional Park	25.4	74.6	5.9	94.1
Buckeye Hills Regional Park	20.3	79.7	3.9	96.1
Cave Creek Regional Park	83.1	16.9	75.9	24.1
<u>Desert Outdoor Center</u> at Lake Pleasant Regional Park	64.4	35.6	36.4	63.6
Estrella Mtn. Regional Park	65.0	35.0	22.8	77.2
Hassayampa River Preserve	45.6	54.4	25.0	75.0
Lake Pleasant Regional Park	86.7	13.3	58.6	41.4
McDowell Mtn. Regional Park	93.2	6.8	65.5	34.5
San Tan Mtn. Regional Park	46.6	53.4	13.0	87.0
Spur Cross Ranch Conservation Area	93.3	6.7	93.2	6.8
Usery Mtn. Regional Park	56.1	43.9	22.2	77.8
White Tank Mtn. Regional Park	75.0	25.0	36.2	63.8

15. The following is a list of statements describing funding and user fee issues in the Maricopa County Parks System. Currently user fees are the primary source of funding for park operations and maintenance. Please indicate the degree to which you agree or disagree with each of the statements. *(Please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current entrance fee is a good value for the benefits I receive from using this park	54.2	39.0	6.8	0.0
Entrance fees should be increased occasionally to keep up with inflation & increases in operating costs	23.7	42.4	30.5	3.4
Entrance fees should be kept at a minimum to encourage use of regional parks	39.7	48.3	12.1	0.0
I would be willing to pay a program fee for educational programs & workshops if offered in regional parks	15.3	64.4	13.6	6.8
I would support a dedicated property tax to support the county regional parks system	24.1	44.8	17.2	13.8

16. Which social media applications do you use to receive information on a regular basis?

Social Media Application	I never use %	I rarely use %	I sometimes use %	I always use %
Blogs	51.7	32.8	15.5	0.0
Micro-blogs (Twitter/Tumblr/Reddit)	63.8	17.2	13.8	5.2
Social networks (Facebook/LinkedIn)	27.1	15.3	23.7	33.9
3Digital video (YouTube/Vimeo)	26.7	35.0	28.3	10.0
Bookmarking (Pinterest/Stumble Upon)	43.3	26.7	18.3	11.7
Photo sharing (Instagram/Snapchat)	48.3	13.3	20.0	18.3
Wiki's (Wikipedia/Wikispaces)	31.7	31.7	31.7	5.0
Mobile Apps	10.0	16.7	50.0	23.3
Other (specify) <u>(see end of individual park Appendix)</u>	20.0	20.0	0.0	60.0

Spur Cross Ranch Conservation Area Results

17. When planning a visit to Maricopa County Parks, what method would be easiest for you to find out about the services and opportunities in County Parks? *(please circle one response for each item)*

Information Source	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Chamber of Commerce	10.0	21.7	41.7	26.7
Visitor information centers/museums	39.0	49.2	5.1	6.8
Place on state highway map	28.8	50.8	10.2	10.2
Highway/road signs	40.0	56.7	1.7	1.7
Books, magazines	21.7	56.7	15.0	6.7
Computer based information (Internet)	71.7	21.7	3.3	3.3
Mobile application	33.3	43.3	15.0	8.3
Sporting goods/outdoor stores	10.0	65.0	13.3	11.7
Telephoning specific park sites	18.3	41.7	26.7	13.3
Brochures picked-up at each County Park	38.3	53.3	6.7	1.7
Local radio stations	5.1	40.7	44.1	10.2
Arizona Office of Tourism brochures	10.0	53.3	30.0	6.7
Arizona Highways Magazine	21.7	48.3	26.7	3.3
Newspapers	15.0	33.3	45.0	6.7
Motor club publications	6.7	25.0	56.7	11.7
Trade shows (outdoor and travel)	8.3	28.3	50.0	13.3
AAA Travel Office	13.3	31.7	48.3	6.7
Information at hotels/resorts	11.7	60.0	23.3	5.0
Park website	75.0	23.3	1.3	0.0
Social networks	30.5	30.5	33.9	5.1
Subscriber electronic newsletters	30.0	45.0	18.3	6.7
Other (specify) <u>(see end of individual park Appendix)</u>	33.3	33.3	0.0	33.3

18. Have you used the online reservation system? ☐ Yes **13.1%** ☐ No **86.9%**

If yes, was it easy to use? ☐ Yes **100.0%** ☐ No **0.0%**

If not easy to use, what difficulties did you experience with the reservation system?
(see end of individual park Appendix)

The final section of this survey asks for descriptive information about you and your household. This data will be kept in strictest confidence and used for statistical purposes only.

19. What gender do you associate with? **Female: 67.2% Male: 32.8%**

20. Are you married? (✓ one) Yes ☐ **61.7%** No ☐ **38.3%**

21. What is your age? (please fill in the blank) **mean = 54.43** years

22. Is there an individual in your household with a physical or mental disability who requires special recreation services? (✓ one response) Yes ☐ **10.0%** No ☐ **90.0%**

If yes, please answer 'a' and 'b' below.

- a. Please identify the type of disability (e.g. mobility, hearing, sight, etc.).

Spur Cross Ranch Conservation Area Results

(see end of individual park Appendix)

- b. What county park improvements would help make future visits by this disabled person, mentioned above, more enjoyable?

(see end of individual park Appendix)

23. How many children, 17 years of age or younger, are in your household?

(fill in the blank) mean = 0.31 (Number of children)

If you do have children, what Maricopa County Park facility or program improvements would make visits more enjoyable for your children?

(see end of individual park Appendix)

24. How many adults (18 years of age or older), including yourself, are in your household? (please fill in the blank)

mean = 1.86 (Number of adults, including yourself)

25. Please indicate the highest level of education you have attained. (please circle one number)

<u>6.4%</u>	<u>14.5%</u>	<u>48.5%</u>	<u>30.6%</u>
Jr. High	High School	College	Graduate School
6 7 8	9 10 11 12	13 14 15 16	17 18+

26. Are you currently: (please ✓ all that apply)

39.3% Employed, full-time

1.6% Unemployed

11.5% Employed, part-time

39.3% Retired

4.9% Homemaker/Homecare

3.3% Student

3.3% Other: ____

27. What statement best describes your total annual household income for the last calendar year? (✓ one)

0.0% □ \$15,000 or less

9.3% □ \$45,001 - \$60,000

14.8% □ \$90,001 - \$105,000

3.7% □ \$15,001 - \$30,000

13.0% □ \$60,001 - \$75,000

5.6% □ \$105,001 - \$120,000

5.6% □ \$30,001 - \$45,000

11.1% □ \$75,001 - \$90,000

37.0% □ more than \$120,000

28. As you think about the park where you received this survey, what is/are the most important improvement(s) that park managers could make to enhance your visits in the future?

(see end of individual park Appendix)

36. Is there anything else you would like to share with the managers of Maricopa County Parks?

(see end of individual park Appendix)

Thanks for completing this survey.
Please place it in the pre-stamped envelope and mail it today!

APPENDIX I

USERY MOUNTAIN REGIONAL PARK RESULTS

MARICOPA COUNTY PARK VISITOR STUDY

ARIZONA STATE UNIVERSITY

1. Have you been to this park before this current trip? (✓ *one box*) ☐ Yes **71.8%** ☐ No **28.2%**

(If **yes**, how many times have you previously visited this park in the past 12 months, including the current visit?)
8.7 times

2. How did you find out about the park? **(see Table 1.4, Ch. 1)**

3. Is this park the primary destination for your trip today? (✓ *one box*) ☐ Yes **88.3%** ☐ No **11.7%**

4. How long was/will your stay (be) in this park during this visit? (✓ *one box and complete item*)

☐ Day use only: **98.9%** How many hours today? **2.33**

☐ Overnight use: **1.1%** How many nights? **13.80**

5. Approximately how many miles did you travel today to get to this park? **35.45** miles

6. Please indicate which activities your group will or did participate in during your current visit to this park. (✓ *all that apply*)

81.8% trail hiking
53.6% walking for pleasure
7.7% running/ jogging
0.6% horseback riding
6.6% mountain biking
38.2% photography
15.1% driving: sightseeing
2.6% RV camping
0.3% tent camping
12.5% picnicking

1.1% boating
0.9% swimming
0.6% fishing
0.9% kayaking
0.0% paddle crafting
0.3% water skiing/wakeboarding
0.3% scuba diving
1.7% attending a park program
1.4% attending a special event
2.3% other (see end of individual park Appendix)

2.8% visiting historical sites
7.7% utilizing nature center
25.1% nature experience
20.2% watching wildlife
15.7% bird watching
4.3% playgrounds
3.4% archery

7. Which of the above activities do you consider your primary activity? (**see Table 1.9A, Ch. 1**)

If you used the trails today, approximately how many miles did you hike/ride? **3.15**

8. How satisfied were you with the following?

Statement:	Extremely satisfied %	Very satisfied %	Fairly satisfied %	Slightly satisfied %	Not at all satisfied %
Your primary activity	86.0	11.1	0.3	0.6	2.0
The services offered for that activity	84.5	11.6	1.2	0.6	2.1
The facilities offered for that activity	85.4	10.4	1.8	0.3	2.1
Your visit to this county park	87.9	9.5	0.0	0.6	2.1

9. Are you aware that Maricopa County Parks has an on-line reservation system? ☐ Yes **30.0%** ☐ No **70.0%**

10. Are you an annual pass holder? ☐ Yes **13.3%** ☐ No **86.7%**

Usery Mountain Regional Park Results

11. Currently visitors can purchase an annual pass that allows unlimited day use entrance for \$85. If a 6-month pass were offered for \$50 how likely are you to purchase the 6-month pass? (*√ one box*)

☐ Not at all likely **26.7%** ☐ Somewhat Likely **46.5%** ☐ Very Likely **26.7%**

12. How would you like to receive information from us? (*√ the most preferred*)

56.8% email **12.3%** social media (Facebook/Twitter, etc) **12.9%** county parks website
3.2% postal mail **13.6%** brochures at park **1.3%** other _____

13. Are you planning to make a return visit to this park? ☐ Yes **90.3%** ☐ No **0.9%** ☐ Not Sure **8.9%**

If no or not sure, why?

<u>0.0%</u> safety concerns	<u>0.0%</u> staff issues	<u>0.0%</u> limited recreation opportunities
<u>0.0%</u> poor/inadequate facilities	<u>0.0%</u> trails not adequate	<u>0.0%</u> poor/no programs
<u>0.0%</u> cleanliness/maintenance issues	<u>9.7%</u> high park user fees	<u>38.7%</u> travel distance
<u>19.4%</u> time restraints	<u>32.3%</u> other _____	

14. The Maricopa Trail is a 310-mile regional trail that links the 10 regional county parks. The trail is currently 98% complete.

Are you aware of the trail? ☐ Yes **33.4%** ☐ No **66.6%**

Do you currently use, have you used, or do you plan use it in the future? ☐ Yes **75.2%** ☐ No **24.8%**

15. What is your age? **48.13**_____

16. What is the zip code of your permanent home residence? **(see Table 1.21, Ch. 1)**_____

17. Are you visiting the park today (*√ one*):

<u>22.9%</u> alone	<u>8.3%</u> with family and friends
<u>52.4%</u> with family only	<u>0.0%</u> with an organized group (e.g. school group)
<u>16.3%</u> with friend(s) only	<u>0.0%</u> _____ other

18. How many people are in your vehicle today, including yourself? **2.28**_____

Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

<u>9.1%</u> 10 or less years	<u>20.2%</u> 11 to 20 years	<u>8.7%</u> 21 to 34 years
<u>23.1%</u> 35 to 49 years	<u>21.2%</u> 50 to 64 years	<u>17.6%</u> 65 years and over

19. What culture do you identify with? (*√ one*)

☐ White <u>88.2%</u>	☐ American Indian <u>1.2%</u>	☐ Asian <u>0.9%</u>
☐ African American <u>0.9%</u>	☐ Hispanic <u>7.4%</u>	☐ Other _____ <u>1.5%</u>

Thank you for completing this survey, we appreciate your help!

Usery Mountain Regional Park Results

First, we would like to ask you some questions about your recent visit to the county regional park where you received this survey.

1. Overall, how satisfied are you with your recent visit to this county park? (✓ one box)

70.9%
29.1%
0.0%
0.0%
0.0%

☐ Extremely satisfied
 ☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Slightly satisfied
 ☐ Not at all satisfied

If not satisfied, please tell us why: (see end of individual park Appendix)

2. Based upon your visit, how would you rate the overall quality of this park? (✓ one box)

0.0%
0.0%
1.2%
25.9%
72.9%

☐ Very poor
 ☐ Poor
 ☐ Average
 ☐ Good
 ☐ Excellent

3. Approximately how many total visits have you made to this county park in the past year? (fill in number)
mean = 8.56 visits

4. This question addresses **park facilities**, and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "Doesn't Apply."

Park Services:	IMPORTANCE TO YOU				PARK PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Park campsites	40.0	18.3	28.3	13.3	0.0	0.0	19.8	0.0	80.2
Restrooms	2.4	1.2	36.5	60.0	0.0	2.3	45.3	1.2	51.2
Showers	14.9	32.3	14.5	11.3	1.2	2.4	11.8	0.0	84.7
Parking availability	1.2	3.5	36.5	58.8	2.3	5.8	53.5	1.2	37.2
Boat ramps	77.1	11.4	11.4	0.0	0.0	0.0	4.7	0.0	95.3
Playground	45.2	21.0	24.2	9.7	1.2	2.3	19.8	0.0	76.7
Individual shaded picnic areas	11.5	19.2	43.6	25.6	1.2	5.9	45.9	1.2	45.9
Group shaded picnic areas	19.2	30.1	34.2	16.4	0.0	2.3	40.7	0.0	57.0
Nature/Visitor center	3.8	17.7	49.4	29.1	0.0	1.2	34.1	1.2	63.5
Trail signs	1.2	1.2	24.7	72.8	1.2	10.6	50.6	0.0	37.6
Interpretive signs (i.e., wildlife, plants, history, etc.)	3.7	18.3	48.8	29.3	2.3	12.8	50.0	1.2	33.7
Park roads	0.0	10.8	56.6	32.5	0.0	2.3	50.0	1.2	46.5
Barrier-free trails	7.8	16.9	45.5	29.9	0.0	3.5	48.2	0.0	48.2
Primary trails	0.0	4.9	39.0	56.1	0.0	0.0	42.4	1.2	56.5
Secondary trails	3.6	12.0	47.0	37.3	0.0	5.9	47.1	1.2	45.9
Competitive tracks	41.3	33.3	22.2	3.2	1.2	3.5	11.8	0.0	83.5
Equestrian facilities	66.7	16.7	15.0	1.7	1.2	1.2	12.9	0.0	84.7
Information display or kiosk	3.6	24.1	49.4	22.9	0.0	10.7	47.6	1.2	40.5
Outdoor amphitheater	38.1	33.3	27.0	1.6	1.2	2.4	14.3	0.0	82.1
Animal exhibits	25.0	30.3	27.6	17.1	0.0	8.2	24.7	1.2	65.9
Directional signs (inside park)	3.6	9.5	39.3	47.6	1.2	9.4	54.1	1.2	34.1
Interpretive exhibits	12.2	27.0	44.6	16.2	2.4	7.1	34.1	1.2	55.3
Other: <u>see end of individual Appendix</u>	9.1	9.1	18.2	63.6	0.0	0.0	11.4	0.0	88.6

Usery Mountain Regional Park Results

5. This question addresses **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the park staff in providing those services. If the service does not exist at this park or you do not know about the service quality, please circle “Doesn’t Apply.”

Park Services:	IMPORTANCE TO YOU				STAFF PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Wi-Fi	40.6	23.2	15.9	20.3	3.7	2.5	13.6	4.9	75.3
Mobile apps	40.6	27.5	23.2	8.7	2.5	4.9	7.4	4.9	80.2
Staffed nature center	14.3	18.2	39.0	28.6	0.0	2.4	27.7	45.8	24.1
Trail conditions	1.3	5.0	33.8	60.0	0.0	0.0	34.9	61.4	3.6
Park interpretive programs	16.2	27.0	43.2	13.5	0.0	1.2	29.6	33.3	35.8
Park maintenance	1.3	5.0	36.3	57.5	0.0	1.2	42.2	56.6	0.0
Park information	0.0	7.6	46.8	45.6	0.0	1.2	47.6	51.2	0.0
Law enforcement presence	20.5	25.6	47.4	6.4	3.6	18.1	19.3	10.8	48.2
Facility cleanliness	1.3	2.5	35.4	60.8	0.0	0.0	44.6	53.0	2.4
Staff availability	5.1	25.3	48.1	21.5	1.2	3.7	45.1	43.9	6.1
Staffed entry station	10.1	20.3	48.1	21.5	0.0	1.2	34.6	61.7	2.5
Resource protection/management	1.3	8.9	43.0	46.8	0.0	3.7	43.9	31.7	20.7
Merchandise, food/beverage sales	41.3	33.3	18.7	6.7	1.2	10.8	22.9	14.5	50.6
Park maps	1.3	11.3	42.5	45.0	0.0	0.0	38.6	55.4	6.0
Customer service	1.3	17.7	45.6	35.4	0.0	0.0	37.8	57.3	4.9

6. People visit county parks for many reasons. How important are each of the following reasons to you when visiting this Park? (circle one response for each statement)

I visit parks to:	Not at all Important %	Slightly Important %	Important %	Extremely Important %
Have an inexpensive recreation experience	3.6	6.0	35.7	54.8
Improve my physical health	3.5	4.7	43.5	48.2
Enjoy the solitude	2.4	3.5	44.7	49.4
Be with others who enjoy the same things I do	12.9	22.4	34.1	30.6
Be with friends or family	5.9	10.6	42.4	41.2
Learn more about nature	5.9	22.4	44.7	27.1
Enjoy desirable climate	2.4	7.1	41.2	49.4
Feel in control of my life	12.0	20.5	36.1	31.3
Enjoy physical exercise	1.2	3.5	37.6	57.6
Test my skills and abilities	5.9	24.7	38.8	30.6
Relax	0.0	7.1	41.2	51.8
Observe the scenic beauty	1.2	0.0	31.0	67.9
Get away from my everyday responsibilities for awhile	4.7	9.4	35.3	50.6
Enjoy the sounds and smells of nature	0.0	1.2	35.3	63.5
Develop my skills and abilities	7.1	23.5	40.0	29.4
Help reduce or release some built up tensions	7.1	16.5	37.6	38.8
Learn more about the area's culture and history	7.1	27.1	44.7	21.2
Be in the desert	3.6	10.7	45.2	40.5
Do something exciting	3.5	20.0	47.1	29.4
To experience or do something new	2.4	22.6	44.0	31.0
To experience the open space	1.2	4.7	44.7	49.4
To get away from civilization for awhile	2.4	8.3	42.9	46.4
Enjoy wildlife	1.2	11.8	38.8	48.2

Usery Mountain Regional Park Results

7. Please estimate the amount of money you and your group spent on your most recent trip to this Maricopa County Park. Include only expenditures (cash or credit) made related to your trip. *(estimate the amount for each category)*

Lodging (hotels, campgrounds, etc.)	\$ <u>26.00</u>
Shopping & Gifts (clothing, gifts, souvenirs, etc.)	\$ <u>14.88</u>
Food, Meals, and Drink (restaurants, taverns, groceries, snacks, etc.)	\$ <u>37.11</u>
Tourist Services (jeep tours/rentals, museums, outfitters, horseback riding, boat rentals, tours, etc.)	\$ <u>4.23</u>
Recreation Equipment Purchases (camping gear, hiking/biking gear, etc)	\$ <u>31.31</u>
Gas and Transportation Costs	\$ <u>21.77</u>
Entrance Fees, Permits and Licenses	\$ <u>20.70</u>
Other (please specify) <u>(see end of individual park Appendix)</u>	\$ <u>16.50</u>

Next, we would like to ask you some questions about your preferences concerning future visits to this Park.

8. The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided? *(please circle one response for each item)*

Facility:	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Individual site sewer at camp sites	9.4	16.5	42.4	31.8
Off-highway vehicle areas	12.0	28.9	47.0	12.0
Cabin/room accommodations	5.9	32.9	42.4	18.8
Restaurants/snack bars	11.8	56.5	24.7	7.1
Event venue	9.4	48.2	25.9	16.5
Mountain bike obstacle course	10.6	29.4	50.6	9.4
Pedestrian (aerial or ground) obstacle course	21.2	34.1	38.8	5.9
Wildlife viewing areas or blinds	47.1	42.4	4.7	5.9
Outdoor exercise/circuit course	21.2	55.3	16.5	7.1
Zipline	23.5	32.9	37.6	5.9
Off-leash dog area	16.5	24.7	47.1	11.8
Other (specify): <u>(see end of individual park Appendix)</u>	27.3	0.0	0.0	72.7

Usery Mountain Regional Park Results

9. The following is a list of statements describing some management issues in this Park. Please indicate the degree to which you agree or disagree with each statement. *(please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current hours of this park are convenient for me	40.0	58.8	1.2	0.0
I would use the park more during the summer season if hours were extended later into the evening	14.3	29.8	47.6	8.3
I would use the park more during the winter season if hours were extended earlier into the morning	9.4	35.3	48.2	7.1
I would use the park more during the winter season if hours were extended later into the evening	7.1	39.3	48.8	4.8
Park access through the main entrance and trailheads is adequate to meet the needs of the public	47.1	47.1	5.9	0.0
The entrance fee at this park offers a good value.	35.3	56.5	8.2	0.0
I would recommend this park to my family and friends	58.8	40.0	1.2	0.0
Conflicts among different types of users on the trail is a significant problem in this park	2.4	8.4	71.1	18.1
More regional trails are needed	10.7	48.8	36.9	3.6
We need more regional parks in Maricopa County	23.5	49.4	24.7	2.4
I would use trails specifically designated for a single activity, such as hiking, mountain biking, equestrian, etc.	34.1	48.2	16.5	1.2
Observing drones during my park visit would have a negative impact on my visit	49.4	21.2	23.5	5.9

10. What is the likelihood that you, or members of your household, will visit this park again in the next 12 months?

☐ **0.0%** Definitely will not visit
 ☐ **6.3%** Might visit
 ☐ **11.4%** Probably will visit
 ☐ **82.3%** Definitely will visit

11. How interested are you in the following types of park programs?

	Not at all interested %	Somewhat interested %	Very Interested %	I don't know %
Volunteer Events	32.4	52.1	15.5	0.0
Animals	6.3	56.3	37.5	0.0
Aquatics	54.2	29.2	16.7	0.0
Archaeology and History	14.5	55.4	30.1	0.0
Astronomy	13.1	38.1	48.8	0.0
Parks Commission	66.7	30.2	3.2	0.0
Entertainment and Social Skills	55.7	35.7	8.6	0.0
Health and Fitness	10.1	41.8	48.1	0.0
Geology	13.3	50.6	36.1	0.0
Outdoor Skills	16.9	38.6	44.6	0.0
Plants	10.7	40.5	48.8	0.0

Usery Mountain Regional Park Results

12. We would like to know which park information and education delivery methods you used and would find most desirable in this park? *(please circle the appropriate ratings below)*

Delivery Methods	Are you aware of this method in this park? (✓ one)		Have you used this method in this park? (✓ one)		How desirable is this delivery method to you for future visits to this park? (circle one answer)		
	Yes %	No %	Yes %	No %	Not at all desirable %	Somewhat desirable %	Very desirable %
Scheduled programs by a park ranger	59.0	41.0	30.0	70.0	23.8	45.0	31.3
Written materials I can take with me such as maps, brochures and information sheets	89.0	11.0	86.4	13.6	6.2	17.3	76.5
Self-led activities such as reading road signs or a self-guided nature hike with signs/pamphlets to tell me what is there	68.3	31.7	57.0	43.0	5.1	40.5	54.4
Video, computer programs in a nature center	16.0	84.0	9.0	91.0	45.5	45.5	9.1
Live wildlife cams in a nature center	4.9	95.1	1.3	98.7	23.1	44.9	32.1
PowerPoint presentations that accompany a lecture	9.8	90.2	6.3	93.7	53.2	35.4	11.4
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of nature center exhibits	1.2	98.8	2.6	97.4	48.1	43.0	8.9
Self-explained exhibits in a nature center	50.0	50.0	44.3	55.7	17.5	51.2	31.3
Self-led activities with a downloadable 9+ podcast	4.9	95.1	3.8	96.2	51.9	32.9	15.2
Living history presentations	11.0	89.0	6.5	93.5	40.5	39.2	20.3
Guided tours/hikes	43.9	56.1	26.6	73.4	17.5	50.0	32.5
Other (specify): (see end of individual park Appendix)	12.5	87.5	0.0	100.0	43.8	31.3	25.0

We would like to know how aware you are of our other Maricopa County Parks

13. As you may know, the funds needed to operate and maintain county parks come mainly from user fees collected at the site and approximately 10% of the budget comes from the County General fund. In your opinion, what is the proper balance between taxes and user fees for generating park operating funds? *(please ✓ the response that best reflects your opinion about the proper source of funding)*

- ☐ **2.4%** Entirely from Taxes
 ☐ **14.3%** Mostly Taxes
 ☐ **40.5%** Equally from Taxes & User Fees
 ☐ **33.3%** Mostly User Fees
 ☐ **0.0%** Entirely from User Fees
 ☐ **9.5%** Don't Know

Usery Mountain Regional Park Results

14. Below is a list of all Maricopa County Regional Parks. **First**, are you aware of each park? **Second**, have you visited that park/area in the last two years? *(Please circle the appropriate rating for each park)*

Maricopa County Park or Recreation Area	Are you aware of this park? (✓ one)		Have you visited in the past 2 years? (✓ one)	
	Yes %	No %	Yes %	No %
Adobe Dam Regional Park	19.3	80.7	1.3	98.7
Buckeye Hills Regional Park	22.9	77.1	1.3	98.7
Cave Creek Regional Park	60.2	39.8	26.6	73.4
<u>Desert Outdoor Center</u> at Lake Pleasant Regional Park	45.8	54.2	11.5	88.5
Estrella Mtn. Regional Park	59.0	41.0	19.0	81.0
Hassayampa River Preserve	33.7	66.3	8.9	91.1
Lake Pleasant Regional Park	63.4	36.6	18.5	81.5
McDowell Mtn. Regional Park	74.7	25.3	56.3	43.8
San Tan Mtn. Regional Park	74.4	25.6	39.0	61.0
Spur Cross Ranch Conservation Area	33.8	66.3	9.1	90.9
Usery Mtn. Regional Park	98.8	1.2	97.6	2.4
White Tank Mtn. Regional Park	62.7	37.3	16.5	83.5

15. The following is a list of statements describing funding and user fee issues in the Maricopa County Parks System. Currently user fees are the primary source of funding for park operations and maintenance. Please indicate the degree to which you agree or disagree with each of the statements. *(Please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current entrance fee is a good value for the benefits I receive from using this park	45.1	51.2	2.4	1.2
Entrance fees should be increased occasionally to keep up with inflation & increases in operating costs	8.5	58.5	29.3	3.7
Entrance fees should be kept at a minimum to encourage use of regional parks	37.8	50.0	9.8	2.4
I would be willing to pay a program fee for educational programs & workshops if offered in regional parks	9.8	52.4	26.8	11.0
I would support a dedicated property tax to support the county regional parks system	13.4	47.6	35.3	3.7

16. Which social media applications do you use to receive information on a regular basis?

Social Media Application	I never use %	I rarely use %	I sometimes use %	I always use %
Blogs	57.8	25.3	15.7	1.2
Micro-blogs (Twitter/Tumblr/Reddit)	67.5	18.1	9.6	4.8
Social networks (Facebook/LinkedIn)	25.3	13.3	30.1	31.3
3Digital video (YouTube/Vimeo)	18.1	20.5	39.8	21.7
Bookmarking (Pinterest/Stumble Upon)	47.0	18.1	25.3	9.6
Photo sharing (Instagram/Snapchat)	42.2	12.0	21.7	24.1
Wiki's (Wikipedia/Wikispaces)	30.1	24.1	36.1	9.6
Mobile Apps	16.9	19.3	45.8	18.1
Other (specify) <u>(see end of individual park Appendix)</u>	70.0	0.0	10.0	20.0

Usery Mountain Regional Park Results

17. When planning a visit to Maricopa County Parks, what method would be easiest for you to find out about the services and opportunities in County Parks? *(please circle one response for each item)*

Information Source	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Chamber of Commerce	4.8	27.7	48.2	19.3
Visitor information centers/museums	36.1	57.8	4.8	1.2
Place on state highway map	22.9	59.0	12.0	6.0
Highway/road signs	51.2	43.9	2.4	2.4
Books, magazines	24.7	51.9	17.3	6.2
Computer based information (Internet)	79.5	19.3	0.0	1.2
Mobile application	36.1	49.4	9.6	4.8
Sporting goods/outdoor stores	14.5	60.2	18.1	7.2
Telephoning specific park sites	10.8	54.2	26.5	8.4
Brochures picked-up at each County Park	41.0	55.4	3.6	0.0
Local radio stations	7.2	37.3	39.8	15.7
Arizona Office of Tourism brochures	11.0	56.1	22.0	11.0
Arizona Highways Magazine	24.1	37.3	32.5	6.0
Newspapers	2.4	39.0	52.4	6.1
Motor club publications	2.4	22.0	67.1	8.5
Trade shows (outdoor and travel)	2.4	226.5	56.6	14.5
AAA Travel Office	4.8	25.3	56.6	13.3
Information at hotels/resorts	7.3	50.0	34.1	8.5
Park website	72.3	24.1	2.4	1.2
Social networks	33.7	34.9	24.1	7.2
Subscriber electronic newsletters	20.7	43.9	29.3	6.1
Other (specify) <u>(see end of individual park Appendix)</u>	11.1	22.2	11.1	55.6

18. Have you used the online reservation system? ☐ Yes **16.6%** ☐ No **88.4%**

If yes, was it easy to use? ☐ Yes **100.0%** ☐ No **0.0%**

If not easy to use, what difficulties did you experience with the reservation system?
(see end of individual park Appendix)

The final section of this survey asks for descriptive information about you and your household. This data will be kept in strictest confidence and used for statistical purposes only.

19. What gender do you associate with? **Female: 66.7% Male: 33.3%**

20. Are you married? (✓ one) Yes ☐ **68.7%** No ☐ **31.3%**

21. What is your age? (please fill in the blank) **mean = 50.86** years

22. Is there an individual in your household with a physical or mental disability who requires special recreation services? (✓ one response) Yes ☐ **4.7%** No ☐ **95.3%**

If yes, please answer 'a' and 'b' below.

- a. Please identify the type of disability (e.g. mobility, hearing, sight, etc.).

(see end of individual park Appendix)

Usery Mountain Regional Park Results

- b. What county park improvements would help make future visits by this disabled person, mentioned above, more enjoyable?

(see end of individual park Appendix)

23. How many children, 17 years of age or younger, are in your household?

(fill in the blank) mean = 1.72 (Number of children)

If you do have children, what Maricopa County Park facility or program improvements would make visits more enjoyable for your children?

(see end of individual park Appendix)

24. How many adults (18 years of age or older), including yourself, are in your household? (please fill in the blank)

mean = 2.10 (Number of adults, including yourself)

25. Please indicate the highest level of education you have attained. (please circle one number)

<u>7.0%</u>	<u>14.1%</u>	<u>46.5%</u>	<u>32.3%</u>
Jr. High	High School	College	Graduate School
6 7 8	9 10 11 12	13 14 15 16	17 18+

26. Are you currently: (please ✓ all that apply)

44.2% Employed, full-time

1.2% Unemployed

11.6% Employed, part-time

33.7% Retired

4.7% Homemaker/Homecare

5.8% Student

1.2% Other: ____

27. What statement best describes your total annual household income for the last calendar year? (✓ one)

2.7% □ \$15,000 or less

9.6% □ \$45,001 - \$60,000

13.7% □ \$90,001 - \$105,000

6.8% □ \$15,001 - \$30,000

16.4% □ \$60,001 - \$75,000

11.0% □ \$105,001 - \$120,000

11.0% □ \$30,001 - \$45,000

9.6% □ \$75,001 - \$90,000

19.2% □ more than \$120,000

28. As you think about the park where you received this survey, what is/are the most important improvement(s)

that park managers could make to enhance your visits in the future?

(see end of individual park Appendix)

37. Is there anything else you would like to share with the managers of Maricopa County Parks?

(see end of individual park Appendix)

Thanks for completing this survey.
Please place it in the pre-stamped envelope and mail it today!

APPENDIX J

WHITE TANK MOUNTAIN REGIONAL PARK RESULTS

MARICOPA COUNTY PARK VISITOR STUDY

ARIZONA STATE UNIVERSITY

1. Have you been to this park before this current trip? (✓ *one box*) ☐ Yes 79.5% ☐ No 20.5%

(If **yes**, how many times have you previously visited this park in the past 12 months, including the current visit?)
9.5 times

2. How did you find out about the park? (see Table 1.4, Ch. 1)

3. Is this park the primary destination for your trip today? (✓ *one box*) ☐ Yes 84.6% ☐ No 15.4%

4. How long was/will your stay (be) in this park during this visit? (✓ *one box and complete item*)

☐ Day use only: 95.1% How many hours today? 2.74

☐ Overnight use: 4.9% How many nights? 4.08

5. Approximately how many miles did you travel today to get to this park? 19.11 miles

6. Please indicate which activities your group will or did participate in during your current visit to this park. (✓ *all that apply*)

80.3% trail hiking
62.1% walking for pleasure
9.8% running/ jogging
3.4% horseback riding
8.3% mountain biking
32.6% photography
16.3% driving: sightseeing
5.3% RV camping
2.7% tent camping
9.1% picnicking

1.1% boating
1.1% swimming
1.1% fishing
0.4% kayaking
0.0% paddle crafting
0.4% water skiing/wakeboarding
0.0% scuba diving
2.7% attending a park program
2.3% attending a special event
8.3% other (see end of individual park Appendix)

10.2% visiting historical sites
20.8% utilizing nature center
25.0% nature experience
21.6% watching wildlife
9.5% bird watching
5.3% playgrounds
0.4% archery

7. Which of the above activities do you consider your primary activity? (see Table 1.9A, Ch. 1)

If you used the trails today, approximately how many miles did you hike/ride? 3.62

8. How satisfied were you with the following?

Statement:	Extremely satisfied %	Very satisfied %	Fairly satisfied %	Slightly satisfied %	Not at all satisfied %
Your primary activity	84.7	12.4	1.2	0.0	1.6
The services offered for that activity	82.3	13.9	1.7	0.4	1.7
The facilities offered for that activity	82.9	13.8	1.7	0.0	1.7
Your visit to this county park	86.4	10.7	0.8	0.4	1.7

9. Are you aware that Maricopa County Parks has an on-line reservation system? ☐ Yes 34.7% ☐ No 65.3%

10. Are you an annual pass holder? ☐ Yes 22.5% ☐ No 77.5%

White Tank Mountain Regional Park Results

11. Currently visitors can purchase an annual pass that allows unlimited day use entrance for \$85. If a 6-month pass were offered for \$50 how likely are you to purchase the 6-month pass? (*√ one box*)

☐ Not at all likely **36.1%** ☐ Somewhat Likely **40.0%** ☐ Very Likely **23.9%**

12. How would you like to receive information from us? (*√ the most preferred*)

50.9% email **13.7%** social media (Facebook/Twitter, etc) **13.7%** county parks website
5.6% postal mail **14.5%** brochures at park **1.7%** other _____

13. Are you planning to make a return visit to this park? ☐ Yes **86.5%** ☐ No **1.7%** ☐ Not Sure **11.8%**

If no or not sure, why?

<u>0.0%</u> safety concerns	<u>0.0%</u> staff issues	<u>0.0%</u> limited recreation opportunities
<u>0.0%</u> poor/inadequate facilities	<u>0.0%</u> trails not adequate	<u>0.0%</u> poor/no programs
<u>0.0%</u> cleanliness/maintenance issues	<u>0.0%</u> high park user fees	<u>37.5%</u> travel distance
<u>41.7%</u> time restraints	<u>20.8%</u> other _____	

14. The Maricopa Trail is a 310-mile regional trail that links the 10 regional county parks. The trail is currently 98% complete.

Are you aware of the trail? ☐ Yes **43.5%** ☐ No **56.5%**

Do you currently use, have you used, or do you plan use it in the future? ☐ Yes **78.6%** ☐ No **21.4%**

15. What is your age? **50.93**_____

16. What is the zip code of your permanent home residence? **(see Table 1.21, Ch. 1)**_____

17. Are you visiting the park today (*√ one*):

<u>11.2%</u> alone	<u>7.8%</u> with family and friends
<u>59.7%</u> with family only	<u>3.1%</u> with an organized group (e.g. school group)
<u>17.4%</u> with friend(s) only	<u>0.8%</u> _____ other

18. How many people are in your vehicle today, including yourself? **2.87**_____

Including yourself, how many people, traveling in your vehicle, are in each of the following age categories?

<u>11.9%</u> 10 or less years	<u>15.7%</u> 11 to 20 years	<u>13.7%</u> 21 to 34 years
<u>19.8%</u> 35 to 49 years	<u>16.8%</u> 50 to 64 years	<u>22.1%</u> 65 years and over

19. What culture do you identify with? (*√ one*)

☐ White <u>81.3%</u>	☐ American Indian <u>0.8%</u>	☐ Asian <u>2.0%</u>
☐ African American <u>2.8%</u>	☐ Hispanic <u>7.2%</u>	☐ Other _____ <u>5.6%</u>

Thank you for completing this survey, we appreciate your help!

First, we would like to ask you some questions about your recent visit to the county regional park where you received this survey.

1. Overall, how satisfied are you with your recent visit to this county park? (✓ one box)

75.0%
22.2%
2.8%
0.0%
0.0%

☐ Extremely satisfied
 ☐ Very satisfied
 ☐ Fairly satisfied
 ☐ Slightly satisfied
 ☐ Not at all satisfied

If not satisfied, please tell us why: (see end of individual park Appendix)

2. Based upon your visit, how would you rate the overall quality of this park? (✓ one box)

0.0%
0.0%
0.0%
19.4%
80.6%

☐ Very poor
 ☐ Poor
 ☐ Average
 ☐ Good
 ☐ Excellent

3. Approximately how many total visits have you made to this county park in the past year? (fill in number)
mean = 8.19 visits

4. This question addresses **park facilities**, and has two parts. **First**, rate how important the facility is in contributing to your park experience. **Then**, rate the park's performance in providing that facility. If the facility does not exist at this park or you do not know about the facility quality, please circle "Doesn't Apply."

Park Services:	IMPORTANCE TO YOU				PARK PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Park campsites	27.3	27.3	31.8	13.6	0.0	2.8	8.3	2.8	86.1
Restrooms	0.0	0.0	30.6	69.4	0.0	2.8	33.3	8.3	55.6
Showers	50.0	22.7	18.2	9.1	0.0	0.0	2.8	2.8	94.4
Parking availability	0.0	5.6	33.3	61.1	0.0	0.0	25.0	11.1	63.9
Boat ramps	73.3	13.3	13.3	0.0	0.0	0.0	5.9	0.0	94.1
Playground	33.3	20.8	33.3	12.5	0.0	5.7	20.0	0.0	74.3
Individual shaded picnic areas	10.0	10.0	33.3	46.7	0.0	8.3	44.4	2.8	44.4
Group shaded picnic areas	16.7	13.3	40.0	30.0	0.0	11.1	33.3	0.0	55.6
Nature/Visitor center	2.9	5.9	41.2	50.0	0.0	2.9	17.1	8.6	71.4
Trail signs	0.0	2.9	22.9	74.3	0.0	13.9	25.0	13.9	47.2
Interpretive signs (i.e., wildlife, plants, history, etc.)	2.9	8.6	45.7	42.9	0.0	25.0	27.8	5.6	41.7
Park roads	0.0	2.9	40.0	57.1	0.0	2.8	16.7	13.9	66.7
Barrier-free trails	5.9	5.9	47.1	41.2	0.0	2.8	25.0	11.1	61.1
Primary trails	0.0	0.0	44.4	55.6	0.0	2.8	19.4	13.9	63.9
Secondary trails	0.0	14.7	32.4	52.9	0.0	5.6	27.8	8.3	58.3
Competitive tracks	38.5	19.2	34.6	7.7	2.8	0.0	13.9	2.8	80.6
Equestrian facilities	52.4	9.5	23.8	14.3	2.8	2.8	5.6	2.8	86.1
Information display or kiosk	5.9	14.7	52.9	26.5	0.0	5.6	44.4	5.6	44.4
Outdoor amphitheater	30.8	26.9	34.6	7.7	0.0	0.0	11.1	5.6	83.3
Animal exhibits	10.0	30.0	36.7	23.3	0.0	5.7	28.6	8.6	57.1
Directional signs (inside park)	0.0	2.8	25.0	72.2	0.0	5.6	30.6	13.9	50.0
Interpretive exhibits	6.5	19.4	48.4	25.8	0.0	5.7	25.7	8.6	60.0
Other: <u>see end of individual Appendix</u>	0.0	0.0	0.0	100.0	0.0	0.0	6.3	6.3	87.5

White Tank Mountain Regional Park Results

5. This question addresses **park services**, and also has two parts. **First**, rate how important the service is in contributing to your park experience. **Then**, rate the performance of the park staff in providing those services. If the service does not exist at this park or you do not know about the service quality, please circle “Doesn’t Apply.”

Park Services:	IMPORTANCE TO YOU				STAFF PERFORMANCE				
	Not at all Important %	Slightly Important %	Important %	Extremely Important %	Poor %	Fair %	Good %	Excellent %	Doesn't Apply %
Wi-Fi	27.6	24.1	17.2	31.0	2.9	11.8	17.6	5.9	61.8
Mobile apps	26.9	26.9	26.9	19.2	0.0	2.9	8.8	8.8	79.4
Staffed nature center	0.0	18.2	24.2	57.6	0.0	0.0	26.5	67.6	5.9
Trail conditions	0.0	0.0	19.4	80.6	0.0	0.0	20.6	70.6	8.8
Park interpretive programs	0.0	26.7	56.7	16.7	0.0	5.9	29.4	23.5	41.2
Park maintenance	0.0	0.0	18.2	81.8	0.0	0.0	17.6	76.5	5.9
Park information	0.0	3.0	36.4	60.6	0.0	0.0	35.3	58.8	5.9
Law enforcement presence	3.1	25.0	50.0	21.9	2.9	11.8	29.4	17.6	38.2
Facility cleanliness	0.0	3.0	18.2	78.8	0.0	0.0	35.3	58.8	5.9
Staff availability	0.0	12.1	42.4	45.5	0.0	0.0	39.4	54.5	6.1
Staffed entry station	6.3	12.5	34.4	46.9	0.0	0.0	35.3	58.8	5.9
Resource protection/management	0.0	3.1	31.3	65.6	0.0	2.9	38.2	29.4	29.4
Merchandise, food/beverage sales	12.5	50.0	25.0	12.5	5.9	5.9	35.3	23.5	29.4
Park maps	0.0	3.0	27.3	69.7	0.0	2.9	26.5	61.8	8.8
Customer service	0.0	12.1	33.3	54.5	0.0	2.9	23.5	67.6	5.9

6. People visit county parks for many reasons. How important are each of the following reasons to you when visiting this Park? (circle one response for each statement)

I visit parks to:	Not at all Important %	Slightly Important %	Important %	Extremely Important %
Have an inexpensive recreation experience	2.8	5.6	30.6	61.1
Improve my physical health	0.0	2.8	27.8	69.4
Enjoy the solitude	0.0	11.1	27.8	61.1
Be with others who enjoy the same things I do	8.3	5.6	47.2	38.9
Be with friends or family	5.6	11.1	30.6	52.8
Learn more about nature	0.0	13.9	44.4	41.7
Enjoy desirable climate	0.0	2.9	40.0	57.1
Feel in control of my life	8.3	19.4	30.6	41.7
Enjoy physical exercise	0.0	5.6	22.2	72.2
Test my skills and abilities	8.3	25.0	30.6	36.1
Relax	2.8	5.6	30.6	61.1
Observe the scenic beauty	0.0	2.8	22.2	75.0
Get away from my everyday responsibilities for awhile	8.3	16.7	25.0	50.0
Enjoy the sounds and smells of nature	0.0	5.6	22.2	72.2
Develop my skills and abilities	8.3	22.2	30.6	38.9
Help reduce or release some built up tensions	8.3	13.9	44.4	33.3
Learn more about the area's culture and history	2.8	16.7	41.7	38.9
Be in the desert	2.8	16.7	27.8	52.8
Do something exciting	5.6	13.9	25.0	55.6
To experience or do something new	0.0	16.7	41.7	41.7
To experience the open space	0.0	5.6	30.6	63.9
To get away from civilization for awhile	0.0	2.8	38.9	58.3
Enjoy wildlife	2.8	8.3	27.8	61.1

White Tank Mountain Regional Park Results

7. Please estimate the amount of money you and your group spent on your most recent trip to this Maricopa County Park. Include only expenditures (cash or credit) made related to your trip. *(estimate the amount for each category)*

Lodging (hotels, campgrounds, etc.)	\$ <u>42.39</u>
Shopping & Gifts (clothing, gifts, souvenirs, etc.)	\$ <u>13.61</u>
Food, Meals, and Drink (restaurants, taverns, groceries, snacks, etc.)	\$ <u>9.81</u>
Tourist Services (jeep tours/rentals, museums, outfitters, horseback riding, boat rentals, tours, etc.)	\$ <u>4.55</u>
Recreation Equipment Purchases (camping gear, hiking/biking gear, etc)	\$ <u>1.90</u>
Gas and Transportation Costs	\$ <u>14.24</u>
Entrance Fees, Permits and Licenses	\$ <u>25.54</u>
Other (please specify) <u>(see end of individual park Appendix)</u>	\$ <u>57.33</u>

Next, we would like to ask you some questions about your preferences concerning future visits to this Park.

8. The items below list **facilities** that may or may not exist in this Maricopa County Park. To what degree would you, or members of your household, likely use each facility in the future, if it were to be provided? *(please circle one response for each item)*

Facility:	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Individual site sewer at camp sites	11.1	19.4	44.4	25.0
Off-highway vehicle areas	0.0	45.7	37.1	17.1
Cabin/room accommodations	16.7	30.6	38.9	13.9
Restaurants/snack bars	27.8	47.2	16.7	8.3
Event venue	5.6	63.9	19.4	11.1
Mountain bike obstacle course	8.3	25.0	52.8	13.9
Pedestrian (aerial or ground) obstacle course	25.0	38.9	30.6	5.6
Wildlife viewing areas or blinds	47.2	50.0	0.0	2.8
Outdoor exercise/circuit course	25.0	47.2	25.0	2.8
Zipline	19.4	38.9	30.6	11.1
Off-leash dog area	5.6	27.8	50.0	16.7
Other (specify): <u>(see end of individual park Appendix)</u>	12.5	12.5	12.5	62.5

White Tank Mountain Regional Park Results

9. The following is a list of statements describing some management issues in this Park. Please indicate the degree to which you agree or disagree with each statement. *(please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current hours of this park are convenient for me	58.3	38.9	2.8	0.0
I would use the park more during the summer season if hours were extended later into the evening	11.8	41.2	38.2	8.8
I would use the park more during the winter season if hours were extended earlier into the morning	11.4	28.6	54.3	5.7
I would use the park more during the winter season if hours were extended later into the evening	11.4	31.4	48.6	8.6
Park access through the main entrance and trailheads is adequate to meet the needs of the public	44.4	50.0	5.6	0.0
The entrance fee at this park offers a good value.	52.8	36.1	11.1	0.0
I would recommend this park to my family and friends	77.1	22.9	0.0	0.0
Conflicts among different types of users on the trail is a significant problem in this park	5.6	11.1	66.7	16.7
More regional trails are needed	11.1	47.2	30.6	11.1
We need more regional parks in Maricopa County	22.9	48.6	22.9	5.7
I would use trails specifically designated for a single activity, such as hiking, mountain biking, equestrian, etc.	44.4	41.7	8.3	5.6
Observing drones during my park visit would have a negative impact on my visit	54.3	22.9	14.3	8.6

10. What is the likelihood that you, or members of your household, will visit this park again in the next 12 months?

☐ **0.0%** Definitely will not visit
 ☐ **8.3%** Might visit
 ☐ **8.3%** Probably will visit
 ☐ **83.3%** Definitely will visit

11. How interested are you in the following types of park programs?

	Not at all interested %	Somewhat interested %	Very Interested %	I don't know %
Volunteer Events	22.6	61.3	16.1	0.0
Animals	11.4	42.9	45.7	0.0
Aquatics	51.5	24.2	24.2	0.0
Archaeology and History	14.3	31.4	54.3	0.0
Astronomy	11.4	37.1	51.4	0.0
Parks Commission	57.7	42.3	0.0	0.0
Entertainment and Social Skills	51.5	39.4	9.1	0.0
Health and Fitness	5.7	48.6	45.7	0.0
Geology	8.6	40.0	51.4	0.0
Outdoor Skills	11.4	51.4	37.1	0.0
Plants	5.7	51.4	42.9	0.0

White Tank Mountain Regional Park Results

12. We would like to know which park information and education delivery methods you used and would find most desirable in this park? *(please circle the appropriate ratings below)*

Delivery Methods	Are you aware of this method in this park? (✓ one)		Have you used this method in this park? (✓ one)		How desirable is this delivery method to you for future visits to this park? (circle one answer)		
	Yes %	No %	Yes %	No %	Not at all desirable %	Somewhat desirable %	Very desirable %
Scheduled programs by a park ranger	58.8	41.2	19.4	80.6	12.9	58.1	29.0
Written materials I can take with me such as maps, brochures and information sheets	94.1	5.9	93.5	6.5	3.1	25.0	71.9
Self-led activities such as reading road signs or a self-guided nature hike with signs/pamphlets to tell me what is there	54.5	45.5	58.1	41.9	3.1	43.8	53.1
Video, computer programs in a nature center	18.2	81.8	9.7	90.3	37.5	46.9	15.6
Live wildlife cams in a nature center	6.1	93.9	9.7	90.3	9.7	54.8	35.5
PowerPoint presentations that accompany a lecture	16.1	83.9	6.9	93.1	37.5	46.9	15.6
Audio programs such as CDs or MP3's that I can listen to while driving, or audio messages as a part of nature center exhibits	6.1	93.9	9.7	90.3	50.0	37.5	12.5
Self-explained exhibits in a nature center	51.5	48.5	50.0	50.0	9.4	59.4	31.3
Self-led activities with a downloadable 9+ podcast	0.0	100.0	0.0	100.0	35.7	57.1	7.1
Living history presentations	12.1	87.9	9.7	90.3	28.1	43.8	28.1
Guided tours/hikes	42.4	57.6	22.6	77.4	16.1	48.4	35.5
Other (specify): (see end of individual park Appendix)	0.0	100.0	0.0	100.0	33.3	33.3	33.3

We would like to know how aware you are of our other Maricopa County Parks

13. As you may know, the funds needed to operate and maintain county parks come mainly from user fees collected at the site and approximately 10% of the budget comes from the County General fund. In your opinion, what is the proper balance between taxes and user fees for generating park operating funds? *(please ✓ the response that best reflects your opinion about the proper source of funding)*

- ☐ **2.9%** Entirely from Taxes
 ☐ **20.6%** Mostly Taxes
 ☐ **41.2%** Equally from Taxes & User Fees
 ☐ **20.6%** Mostly User Fees
 ☐ **5.9%** Entirely from User Fees
 ☐ **8.8%** Don't Know

White Tank Mountain Regional Park Results

14. Below is a list of all Maricopa County Regional Parks. **First**, are you aware of each park? **Second**, have you visited that park/area in the last two years? *(Please circle the appropriate rating for each park)*

Maricopa County Park or Recreation Area	Are you aware of this park? (✓ one)		Have you visited in the past 2 years? (✓ one)	
	Yes %	No %	Yes %	No %
Adobe Dam Regional Park	20.0	80.0	0.0	100.0
Buckeye Hills Regional Park	31.4	68.6	12.5	87.5
Cave Creek Regional Park	40.0	60.0	18.2	81.8
<u>Desert Outdoor Center</u> at Lake Pleasant Regional Park	54.3	45.7	25.0	75.0
Estrella Mtn. Regional Park	79.4	20.6	54.5	45.5
Hassayampa River Preserve	42.9	57.1	20.6	79.4
Lake Pleasant Regional Park	85.7	14.3	45.5	54.5
McDowell Mtn. Regional Park	48.6	51.4	28.1	71.9
San Tan Mtn. Regional Park	26.5	73.5	0.0	100.0
Spur Cross Ranch Conservation Area	22.9	77.1	18.2	81.8
Usery Mtn. Regional Park	31.4	68.6	21.2	78.8
White Tank Mtn. Regional Park	94.3	5.7	97.1	2.9

15. The following is a list of statements describing funding and user fee issues in the Maricopa County Parks System. Currently user fees are the primary source of funding for park operations and maintenance. Please indicate the degree to which you agree or disagree with each of the statements. *(Please circle one response for each statement)*

Statements:	Strongly Agree %	Agree %	Disagree %	Strongly Disagree %
The current entrance fee is a good value for the benefits I receive from using this park	60.0	34.3	5.7	0.0
Entrance fees should be increased occasionally to keep up with inflation & increases in operating costs	22.9	31.4	31.4	14.3
Entrance fees should be kept at a minimum to encourage use of regional parks	50.0	38.2	11.8	0.0
I would be willing to pay a program fee for educational programs & workshops if offered in regional parks	35.3	35.3	20.6	8.8
I would support a dedicated property tax to support the county regional parks system	32.4	35.3	20.6	11.8

16. Which social media applications do you use to receive information on a regular basis?

Social Media Application	I never use %	I rarely use %	I sometimes use %	I always use %
Blogs	51.4	34.3	14.3	0.0
Micro-blogs (Twitter/Tumblr/Reddit)	61.1	16.7	19.4	2.8
Social networks (Facebook/LinkedIn)	25.0	19.4	27.8	27.8
3Digital video (YouTube/Vimeo)	25.0	1.1	58.3	5.6
Bookmarking (Pinterest/Stumble Upon)	58.3	11.1	27.8	2.8
Photo sharing (Instagram/Snapchat)	52.8	25.0	16.7	5.6
Wiki's (Wikipedia/Wikispaces)	41.7	11.1	30.6	16.7
Mobile Apps	19.4	13.9	38.9	27.8
Other (specify) <u>(see end of individual park Appendix)</u>	60.0	0.0	0.0	40.0

White Tank Mountain Regional Park Results

17. When planning a visit to Maricopa County Parks, what method would be easiest for you to find out about the services and opportunities in County Parks? *(please circle one response for each item)*

Information Source	I would definitely use %	I may use %	I definitely would not use %	I don't know %
Chamber of Commerce	2.8	16.7	47.2	33.3
Visitor information centers/museums	27.8	41.7	16.7	13.9
Place on state highway map	19.4	47.2	19.4	13.9
Highway/road signs	36.1	44.4	8.3	11.1
Books, magazines	14.3	57.1	17.1	11.4
Computer based information (Internet)	63.9	16.7	11.1	8.3
Mobile application	44.4	30.6	8.3	16.7
Sporting goods/outdoor stores	17.1	51.4	22.9	8.6
Telephoning specific park sites	13.9	47.2	16.7	22.2
Brochures picked-up at each County Park	50.0	30.6	11.1	8.3
Local radio stations	5.6	44.4	25.0	25.0
Arizona Office of Tourism brochures	5.6	58.3	25.0	11.1
Arizona Highways Magazine	11.4	48.6	25.7	14.3
Newspapers	11.1	36.1	33.3	19.4
Motor club publications	2.8	38.9	41.7	16.7
Trade shows (outdoor and travel)	5.6	38.9	36.1	19.4
AAA Travel Office	16.7	27.8	44.4	11.1
Information at hotels/resorts	8.3	50.0	25.0	16.7
Park website	58.3	33.3	5.6	2.8
Social networks	25.0	41.7	16.7	16.7
Subscriber electronic newsletters	22.2	38.9	19.4	19.4
Other (specify) <u>(see end of individual park Appendix)</u>	0.0	16.7	0.0	83.3

18. Have you used the online reservation system? ☐ Yes **16.7%** ☐ No **88.3%**

If yes, was it easy to use? ☐ Yes **100.0%** ☐ No **0.0%**

If not easy to use, what difficulties did you experience with the reservation system?
(see end of individual park Appendix)

The final section of this survey asks for descriptive information about you and your household. This data will be kept in strictest confidence and used for statistical purposes only.

19. What gender do you associate with? **Female: 68.6% Male: 31.4%**

20. Are you married? (✓ one) Yes ☐ **73.0%** No ☐ **27.0%**

21. What is your age? (please fill in the blank) **mean = 56.69** years

22. Is there an individual in your household with a physical or mental disability who requires special recreation services? (✓ one response) Yes ☐ **5.4%** No ☐ **94.6%**

If yes, please answer 'a' and 'b' below.

- a. Please identify the type of disability (e.g. mobility, hearing, sight, etc.).

(see end of individual park Appendix)

White Tank Mountain Regional Park Results

- b. What county park improvements would help make future visits by this disabled person, mentioned above, more enjoyable?

(see end of individual park Appendix)

23. How many children, 17 years of age or younger, are in your household?

(fill in the blank) mean = 0.65 (Number of children)

If you do have children, what Maricopa County Park facility or program improvements would make visits more enjoyable for your children?

(see end of individual park Appendix)

24. How many adults (18 years of age or older), including yourself, are in your household? (please fill in the blank)

mean = 2.24 (Number of adults, including yourself)

25. Please indicate the highest level of education you have attained. (please circle one number)

<u>7.4%</u>	<u>7.4%</u>	<u>51.8%</u>	<u>40.7%</u>
Jr. High	High School	College	Graduate School
6 7 8	9 10 11 12	13 14 15 16	17 18+

26. Are you currently: (please ✓ all that apply)

40.5% Employed, full-time

40.5% Retired

8.1% Employed, part-time

2.7% Student

0.0% Homemaker/Homecare

2.7% Unemployed

0.0% Other: ____

27. What statement best describes your total annual household income for the last calendar year? (✓ one)

0.0% □ \$15,000 or less

16.7% □ \$45,001 - \$60,000

0.0% □ \$90,001 - \$105,000

3.3% □ \$15,001 - \$30,000

6.7% □ \$60,001 - \$75,000

20.0% □ \$105,001 - \$120,000

6.7% □ \$30,001 - \$45,000

26.7% □ \$75,001 - \$90,000

20.0% □ more than \$120,000

28. As you think about the park where you received this survey, what is/are the most important improvement(s)

that park managers could make to enhance your visits in the future?

(see end of individual park Appendix)

38. Is there anything else you would like to share with the managers of Maricopa County Parks?

(see end of individual park Appendix)

Thanks for completing this survey.
Please place it in the pre-stamped envelope and mail it today!