

## **ORANGE COUNTY RESIDENTS' PARTICIPATION IN OUTDOOR RECREATION AND THEIR RECREATIONAL NEEDS**

**Conducted for the Harbors, Beaches and Parks Division of the Orange  
County Resources and Development Management Department**

**by Responsive Management**

**2006**

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## **EXECUTIVE SUMMARY**

This study was conducted for the Harbors, Beaches and Parks Division of the Orange County Resources and Development Management Department to determine Orange County residents' participation in outdoor recreation and their recreational needs. For the survey, the research team selected telephones as the preferred sampling medium because of the universality of telephone ownership. Responsive Management developed the telephone survey questionnaire cooperatively with HBP. Responsive Management conducted a pre-test of the questionnaire and made revisions to the questionnaire based on the pre-test. Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The survey was conducted in August 2006. Responsive Management obtained a total of 1,004 completed interviews.

The software used for data collection was Questionnaire Programming Language 4.1 (QPL). The analysis of data was performed using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management. Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of Orange County residents, the sampling error is at most plus or minus 3.09 percentage points.

## **GENERAL ATTENDANCE AT HBP PARK FACILITIES AND WAYS OF ATTENDING**

- About a quarter (27%) of Orange County residents had visited an HBP park facility in the past year. The most popular parks include Irvine Regional Park, Mile Square Regional Park, and Upper Newport Bay.
- Most HBP park users (64% of those who visited a park) had visited an HBP park within the month previous to the survey. Most often, respondents say their park trips are spontaneous (52% gave this answer), although 38% say that they plan their trips in advance, typically about a week in advance.
- An overwhelming majority of park users (91%) had not made reservations to use an HBP facility, while small percentages of residents used day-use reservations (6%) and overnight reservations (4%) at HBP facilities. The most common method for making reservations at an

HBP park was by telephone (48%), with on-line reservations (36%) and on-site reservations (16%) following.

- A substantial amount of Orange County residents (38%) relied on familiarity and past experience to choose the HBP facility they visited. A small percentage of respondents (11%) visited a park according to the recommendation of a friend, while 7% chose to visit based on an earlier sighting of the park while traveling.
  - The mean travel time to an HBP park facility is 18 minutes.
- A large majority of Orange County residents (79%) visited HBP park facilities with friends and family, while a much smaller percentage of park users visited on their own (17%).

#### **REASONS FOR NOT ATTENDING HBP PARK FACILITIES**

- The top reasons that non-visitors had not visited a park were a lack of time due to work obligations (29%), a lack of time due to family obligations (16%), and a general lack of desire to visit HBP parks (16%).

#### **REASONS TO ATTEND HBP PARK FACILITIES**

- Respondents were asked to rate on a scale of 0 to 10 the importance of various reasons for their most recent visit to an HBP park facility. The reasons included outdoor recreation, to enjoy nature, the opportunity to be with friends and family, and the opportunity to get away. The top rated reason to visit HBP parks was for outdoor recreation (mean rating of 8.22 out 10).
- Most visitors of HBP park facilities attended for casual, passive activities (61%), with just 15% of park users visiting specifically to engage in active sports.

#### **HBP PARK FACILITIES MOST FREQUENTLY ATTENDED AND PARK FACILITIES MOST RECENTLY ATTENDED**

- Respondents were asked to name the specific HBP facility they had visited the most in the 12 months prior to the survey. Irvine Regional Park led the list: 18% of those who visited an

HBP park named it as their most-visited park. The other top rated parks in this question were Mile Square Regional Park (13%) and Yorba Regional Park (8%).

- The survey also asked park visitors to name the HBP facility they visited most recently. Irvine Regional Park was again the top rated park, with 17% of park visitors naming it as their most recently visited park. The other parks most recently visited by Orange County residents were Mile Square Regional Park (11%), Upper Newport Bay (7%), and Laguna Niguel Regional Park (7%). Note that the survey was administered in August, which may have affected which parks residents most recently visited.

### **PARTICIPATION IN OUTDOOR RECREATION AT HBP PARK FACILITIES**

- The survey asked about participation in various outdoor recreation activities in the last 12 months, of which just two had participation rates of more than 60%: walking for pleasure (72%) and picnicking (61%). The other top rated activities were accompanying a child to a playground or tot lot (46%), swimming in the ocean (42%), and bicycling on a paved bikeway (35%).
- The activities with the highest mean days of participation among those who participated in the activity were jogging or running (mean of 32.1 days), walking for pleasure (31.3 days), walking a dog (31.0 days), and soccer (21.3 days).

### **INTEREST IN PARTICIPATING IN OUTDOOR RECREATION AT HBP PARK FACILITIES**

- Those who had previously visited an HBP park facility in the past 12 months were asked to indicate their interest in participating in various outdoor recreation activities at an HBP facility in the next 2 years. The activities in which the highest percentages of Orange County park users indicated future interest were walking for pleasure (90%), picnicking (82%), and attending a cultural event, such as a music festival (70%).
- Those who had not visited an HBP facility were also asked about their interest in activities. The activities in which the highest percentages of non-visitors indicated interest were

walking for pleasure (77%), picnicking (74%), and attending a cultural event, such as a music festival (67%).

- An analysis was run of actual participation among HBP park visitors against interest in participation to obtain a sense of latent demand for various activities. The only activity to have a notably higher latent demand than the others was attending a cultural event, such as a music festival. Other activities with relatively high latent demand are camping in a campground (43%), fishing in a freshwater lake (41%), accompanying a child taking a train ride (40%), hiking with a guide or naturalist (37%), and attending a classroom program (37%).

#### **CONSTRAINTS TO PARTICIPATING IN OUTDOOR RECREATION AT HBP PARK FACILITIES**

- The majority of HBP park users (57%) do not experience any major problems hindering their enjoyment of park facilities. Just 10% of park users identified overcrowding as a source of dissatisfaction on park visits.
- Nearly a third of Orange County residents (30%) indicated that nothing would encourage them to participate or to participate more actively in HBP park activities.
  - A fifth of respondents (20%) named more free time as a factor that would encourage them to participate in HBP park activities more often, while 15% of Orange County residents indicated that receiving more information about activities would likely encourage their involvement.

#### **ADDITIONAL PARKS VISITED BY ORANGE COUNTY RESIDENTS**

- Orange County residents were asked about their visits to City, State, and National Parks. A majority of Orange County residents (66%) visited a City park in the 12 months prior to the survey. More than a quarter of residents (28%) had visited a State or National park outside of Orange County, while 16% had visited a State or National park outside of California. State or National parks within Orange County were visited by 15% of respondents in the 12 months prior to the survey.

- Most Orange County residents (67%) do not personally, nor does anybody in their household, participate in an organized sporting league that uses a City park, HBP park, or schoolyard; otherwise, City parks (18%) and schoolyards (13%) are most commonly used for organized sporting leagues.
- The mean number of days for HBP park visits among those who visited an HBP park was 38.3, while the mean number of days for City park visits was 34.1. The mean number of days for State and National park visits among Orange County residents fell well below these averages, at 8.7.

### **AMENITIES USED AT HBP PARK FACILITIES**

- In general, less specialized amenities, such as restrooms and picnic tables, are the most used, while more specialized amenities, such as equestrian camping areas and radio-controlled glider areas, are used by lower percentages of Orange County residents. The top utilitarian amenities that are used at HBP park facilities are restrooms (used by 83% of park visitors), picnic tables (70%), family picnic areas (66%), and barbeque/fire rings (50%). The top aesthetic/recreational amenities used at HBP park facilities are beaches (68%), hiking trails (58%), scenic overlooks (58%), and bike trails (51%).

### **AMENITIES SOUGHT AT HBP PARK FACILITIES**

- Most Orange County residents appear to be satisfied with the HBP park system, as 80% said that HBP park facilities do *not* lack any features or facilities that they would like to see added.
  - In a follow-up question among those who said that they would like to see something added, respondents most commonly said that they would like to add restrooms to HBP parks.
- When asked about the specific park most recently visited, respondents again appear to be satisfied, as 78% say that the HBP park that they most recently visited does *not* lack any features or facilities that they would like to see added.



## **SATISFACTION WITH AND RATINGS OF HBP PARK FACILITIES AND RELATED ASPECTS OF HBP PARK FACILITIES**

- Overall, Orange County residents' ratings regarding HBP park facilities are positive: 97% of those who visited an HBP park facility are satisfied (mostly very satisfied) with their experiences at Orange County park facilities. Furthermore, 95% of them rated their most recent visit to an HBP park facility as excellent or good (with 58% saying excellent). Additionally, 90% rated the quality of appearance and cleanliness at the HBP park they most often visit as excellent or good, while only 1% rated it poor. Park rangers also are highly rated, with 57% of Orange County residents rating their performance as excellent or good, and only 1% giving a poor rating (note that 36% answered, "Don't know"). Likewise, HBP's on-site maintenance personnel are positively rated: 59% rated their performance as excellent or good, and only 1% gave a poor rating (31% did not know). Finally, satisfaction (58%) far exceeds dissatisfaction (6%) with current directional and interpretive signage at HBP parks.
- The survey asked Orange County residents to rate the HBP Division's performance in providing certain values of HBP park facilities. The mean ratings of Division performance in providing those values is at 7.0 or higher for eight of the nine values discussed, while the lowest mean is 6.3, well above the midpoint of 5. This demonstrates that the performance of the HBP Division is well regarded.
- Satisfaction (63%) far exceeds dissatisfaction (12%) with the current levels of access to wilderness areas in Orange County.
- Orange County residents overwhelmingly feel safe at HBP parks, as 98% felt safe on their last visit (with 81% saying *very* safe).
- Nearly half of Orange County residents (47%) say that there is about the right amount of HBP park facilities; otherwise, those saying that there are too few (33%) far exceed those saying that there are too many (2%). Additionally, Orange County residents more often

agree (63%) than disagree (17%) that current HBP park facilities meet the needs of Orange County residents.

- Although a majority of residents agree that current HBP park facilities meet the needs of Orange County residents, support (59%) for a bond measure to add more park facilities and/or to increase programs exceeded opposition (22%) by almost 3 to 1.
  - Support for a bond measure is positively correlated with the following characteristics:
    - thinks that Orange County has too few HBP park facilities and that current HBP park facilities do not meet the needs of Orange County residents
    - has children 17 or younger living in the household
    - age is median (48) or below
    - total household income before taxes last year is less than \$120,000
    - is renting place of residence
    - has lived in Orange County for median number of years (25) or less
    - has a post-doctorate degree
  - Opposition for a bond measure is positively correlated with the following characteristics:
    - thinks that Orange County has about the right amount of HBP park facilities
    - is retired
    - age is above the median (48)
    - does not have children 17 or younger living in the household
    - is white
    - has lived in Orange County for the median number of years (25) or more
    - total household income before taxes last year between \$120,000 or more
- Overall, 9% of those who used an HBP park in the past 12 months made reservations for at least one of their visits to a park (6% made a day-use reservation, and 4% made an overnight reservation—this sums to more than 9% because some people made more than one reservation). Overwhelmingly, those who made a reservation were satisfied with the reservation process (60% were *very* satisfied, and 32% were somewhat satisfied).
- About half of those who made a reservation did so by telephone (48%), and about a third did so on-line (36%), while a small percentage (16%) did so at the park itself.
- Despite the high satisfaction with HBP parks among Orange County residents, a substantial percentage (28%) of Orange County residents say that parking fees are too high; most commonly, however, they say that the fees are about right (40%).

- More Orange County residents say that current fees for annual passes are about right (32%) than say that they are too high (15%); note that more than half answered that they did not know.

### **RATINGS OF VALUES OF HBP PARK FACILITIES**

- The survey asked Orange County residents to rate the importance that various values of park facilities should be to the HBP Division. The top values of HBP park facilities include the protection of air and water quality (a mean of 9.4 in importance out of 10, with 73% rating its importance at a “10”), preservation of open spaces and scenic views (9.1 mean, 64% rating it “10”), and protection of wildlife (9.0 mean, 64% rating it “10”).

### **RATINGS OF HBP DIVISION STAFF PERFORMANCE IN PROVIDING VALUES OF HBP PARK FACILITIES**

- In follow-up questions, the survey asked Orange County residents to rate the HBP Division’s performance in providing those values just discussed. The top ratings of performance of the HBP Division in providing the values are for providing recreational opportunities (mean rating of performance of 8.1 out of 10, with 47% rating the performance at a “9” or “10”), contributing to residents’ good health (8.0 mean, 45% giving a “9” or “10”), and protecting wildlife (7.7 mean, 41% giving a “9” or “10”).

### **IMPORTANCE OF MAINTAINING HBP PARK FACILITIES**

- The survey asked Orange County residents to rate the importance of having the HBP Division provide and maintain various types of facilities. The top types of facilities that Orange County residents want the HBP Division to provide and maintain are beaches (mean rating of 9.3 out of 10, with 69% of residents rating the importance of beaches at a “10”) and wilderness parks and nature preserves (8.9 mean, with 59% giving a rating of “10”).

### **KNOWLEDGE OF HBP FACILITIES AND THE HBP DIVISION**

- Most Orange County residents (68%) know at least a little about HBP park facilities (27% know a great deal or moderate amount, and 41% know a little). Nonetheless, almost a third (31%) know nothing.

- Knowledge of the Harbors, Beaches and Parks Division (the agency itself) is less than knowledge of its facilities. While a slight majority (53%) know at least a little, nearly half (47%) know nothing.

#### **CONTACT WITH HBP DIVISION STAFF AND SATISFACTION WITH HBP DIVISION STAFF**

- A quarter of Orange County residents (25%) have had contact with the HBP Division or their staff or rangers. Most often, that contact was in-person at a park facility (72% of those who had contact), but telephone was an important contact medium (20%).
  - Typical reasons for contact include seeking information in general about a park, simple socializing, or seeking information about park regulations.
  - Satisfaction with the contact (among those who had contact) is very high: 88% were satisfied with their contact (with 67% being *very* satisfied), while only 7% were dissatisfied.
- Park rangers' performance is positively rated: 57% of Orange County residents rated rangers' performance as excellent or good, and only 1% gave a rating of poor (note that 36% answered, "Don't know").
- Similar ratings are given to HBP on-site maintenance personnel: 59% rated their performance as excellent or good, and only 1% gave a poor rating (31% did not know).
- Just more than 1 in 10 Orange County residents (11%) have visited the HBP Division website ([www.ocparks.com](http://www.ocparks.com)). Typical information or assistance sought from the website includes park locations, information about events, park reservations, and access fee information.

#### **STEWARDSHIP**

- A small, but not insubstantial, percentage of those who visited an HBP park (6%) volunteered time to help with a natural resource or outdoor recreation project at an HBP park facility in the past year. Meanwhile, 7% of Orange County residents say that they would be

very likely to volunteer their time in the next year (27% say very or somewhat likely, but decision-makers should not heavily count on the 20% who say only *somewhat* likely).

- Those who expressed likelihood in volunteering time in the future for a natural resource or outdoor recreation project are positively correlated with the following:
  - supports a bond measure to add more park facilities or to increase current HBP park programs, thinks that Orange County has too few HBP park facilities
  - has visited an HBP facility in the last 12 months
  - is a full-time student
  - volunteered time to help with a natural resource or outdoor recreation project at an HBP park facility in the past 12 months
  - age is median (48) or below
  - rents place of residence
  - knew a great deal or moderate amount about HBP park facilities before this survey
  - has children 17 or younger living in the household

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## **INTRODUCTION AND METHODOLOGY**

This study was conducted for the Harbors, Beaches and Parks Division (the HBP Division) of the Orange County Resources and Development Management Department to determine Orange County residents' participation in outdoor recreation and their recreational needs. The study entailed a telephone survey of Orange County residents. Specific aspects of the research methodology are discussed below.

For the survey, the research team selected telephones as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation. Responsive Management developed the telephone survey questionnaire cooperatively with the HBP Division. Responsive Management conducted a pre-test of the questionnaire and made revisions to the questionnaire based on the pre-test.

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

Responsive Management conducted the interviews Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time, using a five-callback design to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, interviewers placed subsequent calls on different days of the week and at different times of the day. Responsive Management conducted the survey in September 2006 and obtained a total of 1,004 completed interviews.

The software used for data collection was Questionnaire Programming Language 4.1 (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. The research team analyzed the data using Statistical Package for the Social Sciences software as well as proprietary software developed by Responsive Management.

For this report, a nonparametric analysis examined how the various responses related to behavioral, participatory and demographic characteristics. Responses for most questions in the survey were tested by means of z-scores for relationships to other questions in the survey. The analysis examined approximately 645 variables entailing 416,025 calculations. A positive z-score means that the response and characteristic are positively related; a negative z-score means that the response and characteristic are negatively related. A z-score that is equal to or greater than the absolute value of 3.30 indicates a relationship that is so strong that it would happen by chance only 1 out of 1,000 times. A z-score in the range of the absolute value of 2.58 to 3.29 indicates a relationship that is so strong that it would happen by chance only 1 out of 100 times. Finally, a z-score in the range of the absolute value of 1.96 to 2.57 indicates a relationship that is so strong that it would happen by chance only 5 out of 100 times. A z-score of less than the absolute value of 1.96 is not statistically significant.



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

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

where:

$n_1$  represents the number of observations in Group 1.

$n_2$  represents the number of observations in Group 2.

$p_1 = a/(a + b) = a/n_1$  and represents the proportion of observations in Group 1 that falls in Cell  $a$ . It is employed to estimate the population proportion  $\Pi_1$  (% of Group 1 who had specific characteristic).

$p_2 = c/(c + d) = c/n_2$  and represents the proportion of observations in Group 2 that falls in Cell  $c$ . It is employed to estimate the population proportion  $\Pi_2$  (% of Group 2 who had specific characteristic).

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

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

The following explains how to interpret the information provided by z-scores. The first question discussed in this report is used as the example for interpreting z-scores: whether the respondent had visited an HBP facility. Some of the important z-scores positively correlated with having visited an HBP facility in the past 12 months include:

- has children 17 or younger living at home
- is a stay-at-home parent
- is male
- also visited a State or National Park
- shows interest in hiking

This does not mean that an individual more likely to have visited an HBP facility has all of these characteristics, as each characteristic is examined independently. For instance, the first z-score result shown means that those who have children living at home are more likely than are those who do not have children living at home to have visited an HBP facility. This does not mean that all those who visited an HBP facility had children, as some obviously do not. It simply shows that those with children are more likely than those without to visit an HBP facility.

Likewise, males are more likely than are females to visit an HBP facility; those who visited a State or National Park are more likely than are those who did not visit such a park to visit an HBP facility; and those interested in hiking are more likely than are those who did not indicate an interest in hiking to visit an HBP facility.

It is also important to understand seemingly contradictory results. The example above shows that stay-at-home parents are more likely to visit parks than are those who did *not* indicate that they are stay-at-home parents. Males, too, are more likely than females to visit parks. This does *not* mean that most stay-at-home parents are males; instead, the z-scores are showing that two mostly separate subgroups are likely to visit HBP facilities: 1. stay-at-home parents, and 2. males. While these two groups may have some overlap, they probably do not for the most part. The z-scores, then, indicate that people from either of these groups are more likely than are those not in those groups to visit an HBP facility. In simple terms, this sample z-score shows that people with at least one, but probably not all, of the characteristics listed are positively correlated with visiting an HBP facility.

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of Orange County residents, the sampling error is at most plus or minus 3.09 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 3.09 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 1,004 and a population size of 2,077,870 Orange County residents.

#### Sampling error equation:

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

Where: B = maximum sampling error (as decimal)

$N_p$  = pop. size (i.e., total number who could be surveyed)

$N_s$  = sample size (i.e., total number of respondents surveyed)

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

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

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

## ATTENDANCE AT HBP PARK FACILITIES AND WAYS TO ATTEND HBP PARK FACILITIES

### GENERAL ATTENDANCE AT HBP PARK FACILITIES AND WAYS OF ATTENDING

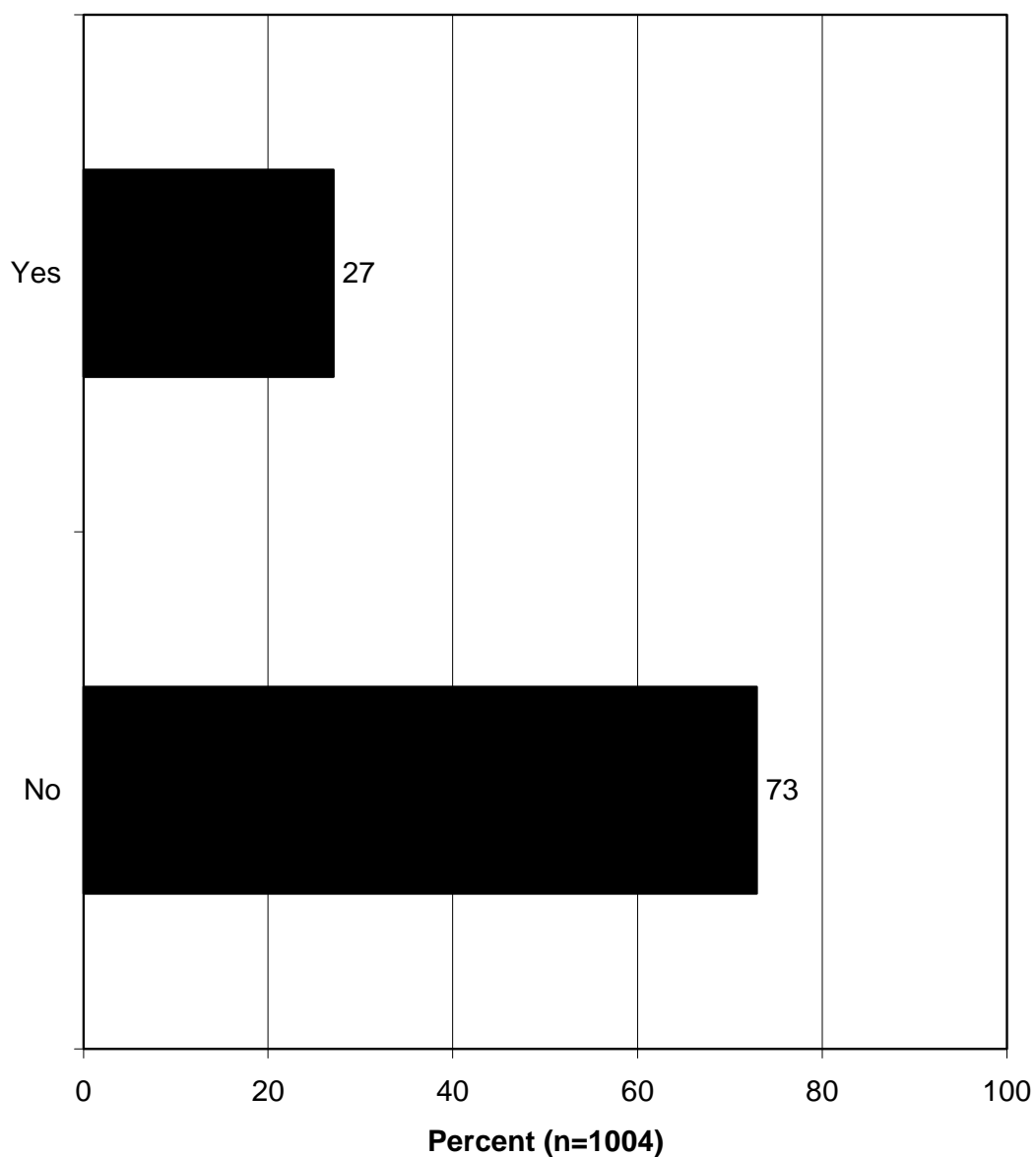
- Orange County residents were asked whether they had visited any HBP facilities in the last 12 months, including historical, regional, wilderness, and coastal parks. Just over a quarter of respondents (27%) had visited an HBP park facility, while a large majority of Orange County residents (73%) had not.
- The nonparametric analysis found that those who had visited an HBP facility in the previous 12 months were positively correlated with the characteristics and responses to the survey shown below. Note that an individual person may not have *all* of the characteristics indicated, but he/she likely has one or more of the following characteristics.
  - has children 17 or younger living at home
  - is at median age or younger
  - is a stay-at-home parent
  - has a post-graduate degree
  - total household income was \$120,000 or more
  - is male
  - participated in an organized sporting league
  - also visited a State or National Park
  - shows interest in one or more outdoor activities, particularly hiking, swimming in the ocean, bicycling, wildlife watching, ocean kayaking, walking, camping in a campground, rollerblading/skating, jogging, fishing, picnicking, and/or horseback riding
  - thinks current HBP facilities meet Orange County's needs
  - rates facilities' maintenance staff as excellent or good
  - thinks parking fees are about right
- Those who did *not* visit an HBP facility are correlated with the following characteristics and responses:
  - indicates knowing little or nothing about the HBP Division or HBP facilities prior to the survey
  - does not have children 17 or younger living at home
  - is retired
  - is above the median age
  - is female
- Irvine Regional Park was the HBP facility visited most frequently (27% of those who visited an HBP facility), with Mile Square Regional Park (14%) and Upper Newport Bay (14%)

following. Laguna Coast Wilderness Park (12%) and Laguna Niguel Regional Park (11%) had smaller, but not insubstantial, percentages of visitors.

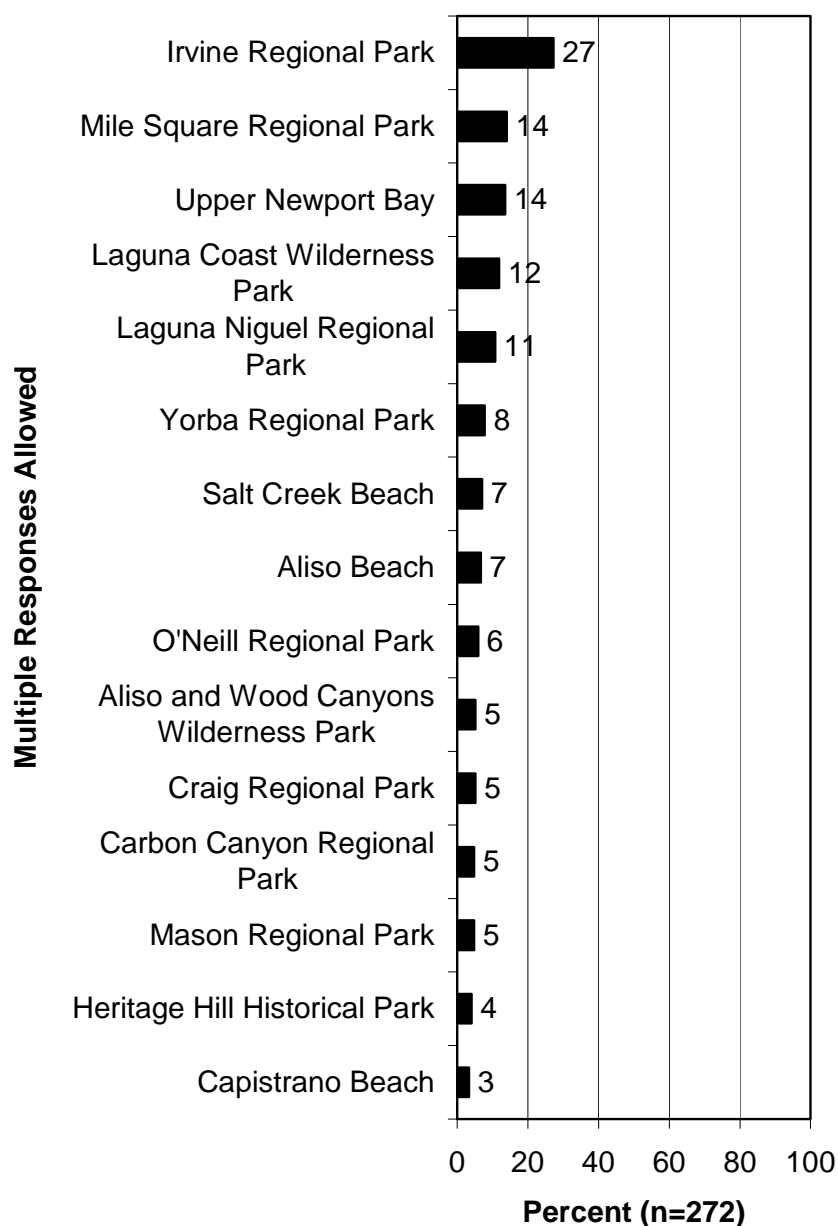
- HBP facilities visited the least by Orange County residents included Featherly Regional Park (1%), Orange County Zoo (1%), Arden Modjeska Historic Home & Garden (1%), and Yorba Cemetery (1%).
- Most users of HBP park facilities attended fairly recently. A majority of those residents who visited a park (64%) did so within a month of being asked on the survey. Just over a quarter of Orange County residents (26%) visited a park within the 3 months previous to the survey, while only 8% had gone more than 4 months prior to being asked.
- A majority of HBP park visitors (52%) visit facilities spontaneously and without prior planning, while 38% of residents plan their visits in advance. An additional, smaller percentage of respondents (10%) describe their HBP visits as being a combination of planning and spontaneous visiting.
- Those who planned their park visits in advance generally did so within a week of visiting (62%). Just over a fifth of Orange County residents (23%) used two weeks to a month to plan their visits in advance, while only 12% of respondents planned park visits several months or more in advance.
  - An overwhelming majority of park users (91%) had not made reservations to use an HBP facility, while small percentages of residents used day-use reservations (6%) and overnight reservations (4%) at HBP facilities.
  - The most common method for making reservations at an HBP park was by telephone (48%), with on-line reservations (36%) and on-site reservations (16%) following.
  - The nonparametric analysis found that those who planned their visits in advance are positively correlated with the following:
    - did the following activities: canoeing, using a shelter, and/or bicycling on a trail or mountain biking
    - did the following activities more than the median number of days: attending a sports events, and/or camping in a primitive area
    - total household income before taxes last year between \$60,000-\$119,999
    - has children 17 or younger living in the household

- one-way travel to visit an HBP park facility is above the median number of minutes
    - primarily visited HBP park facilities on an organized trip with special interest group
  - Those who made spontaneous visit to an HBP facility are positively correlated with the following:
    - did not use a shelter or picnic area in the past 12 months while visiting an HBP facility
    - Did not participate in canoeing in the past 12 months while visiting an HBP facility
    - primarily visits HBP park facilities for casual, passive activities
    - primarily visits HBP park facilities on own
    - age is above the median (48)
    - does not have children 17 or younger living in household
- A substantial percentage of Orange County residents (38%) relied on familiarity and past experience to choose the HBP facility they visited. A small percentage of respondents (11%) visited a park according to the recommendation of a friend, while 7% chose to visit based on an earlier sighting of the park while traveling.
- The mean travel time to an HBP park facility is 18 minutes.
- A large majority of Orange County residents (79%) visited HBP park facilities with friends and family, while a much smaller percentage of park users visited on their own (17%). Trips with special interest groups accounted for just 3% of HBP park visits.

**Q7. Have you visited any HBP facilities, including historical, regional, wilderness, or coastal parks in the last 12 months?**

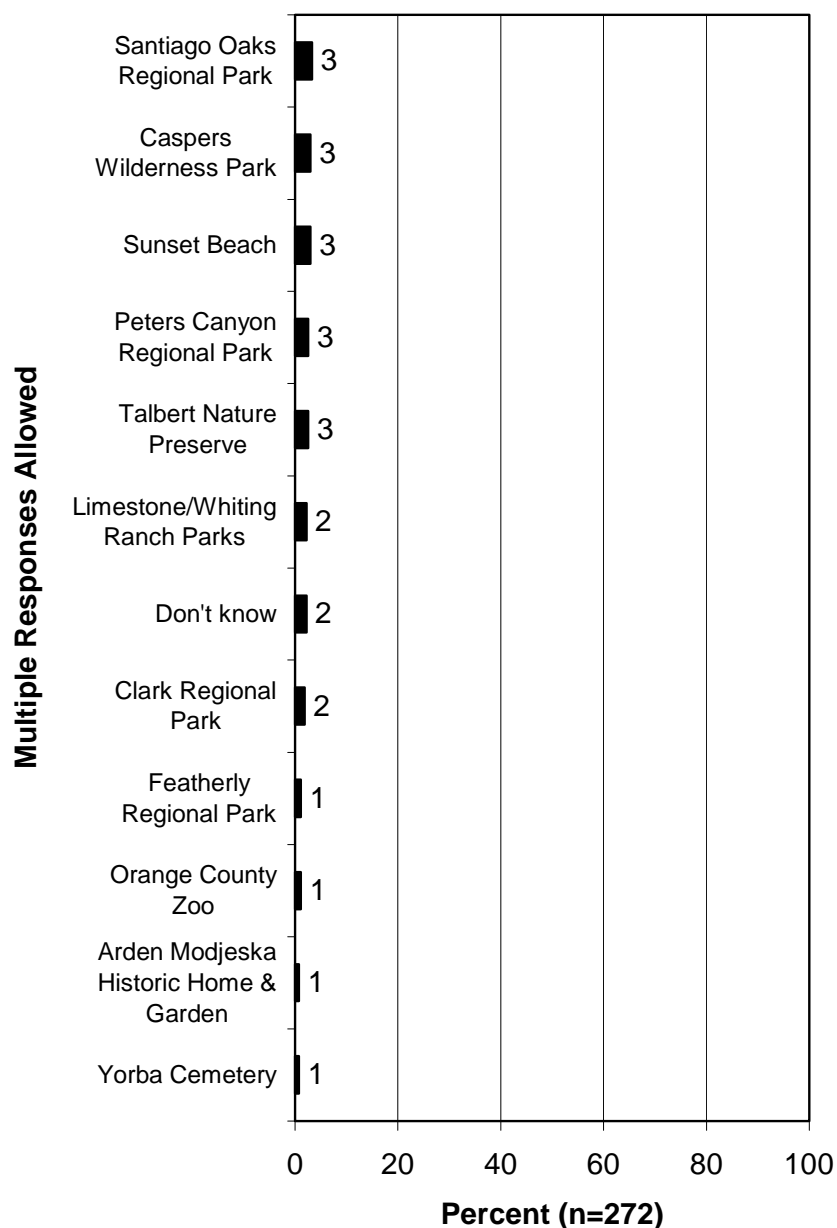


**Q10/12. Which HBP facilities, including historical, regional, wilderness, or coastal parks, have you visited in the last 12 months? (Asked of those who visited an HBP facility in the last 12 months.)**  
**(Part 1.)**

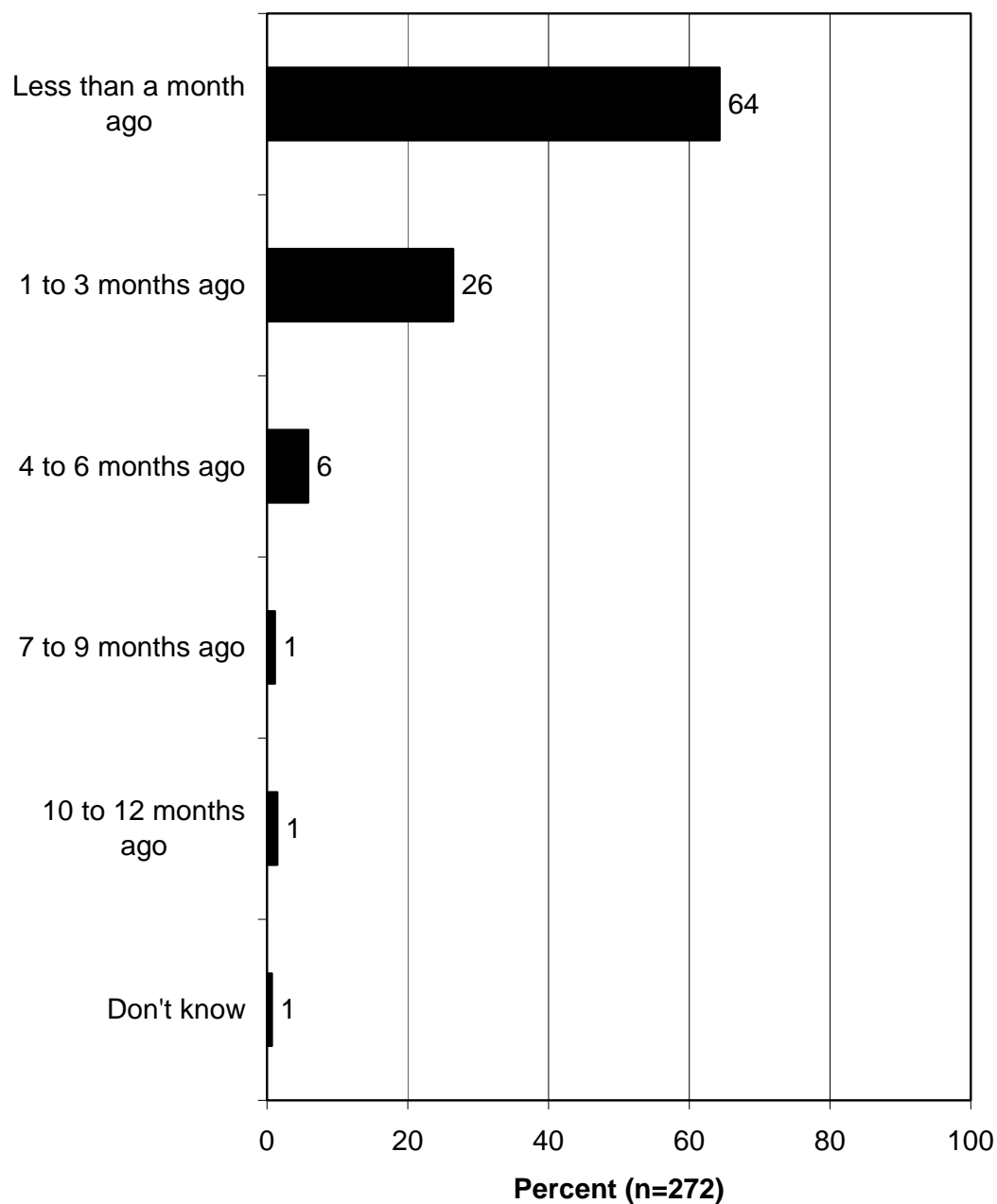




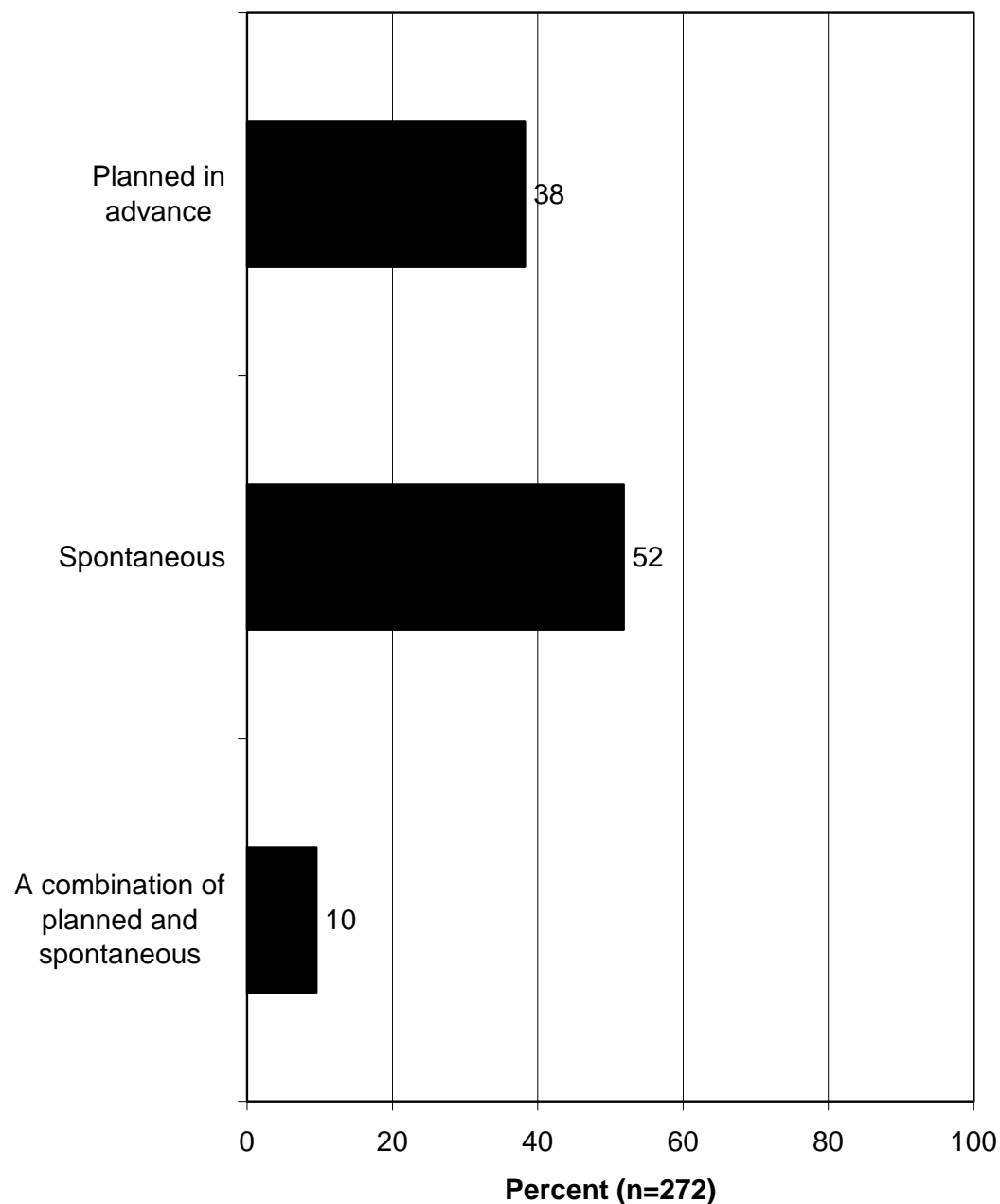
**Q10/12. Which HBP facilities, including historical, regional, wilderness, or coastal parks, have you visited in the last 12 months? (Asked of those who visited an HBP facility in the last 12 months.)**  
**(Part 2.)**



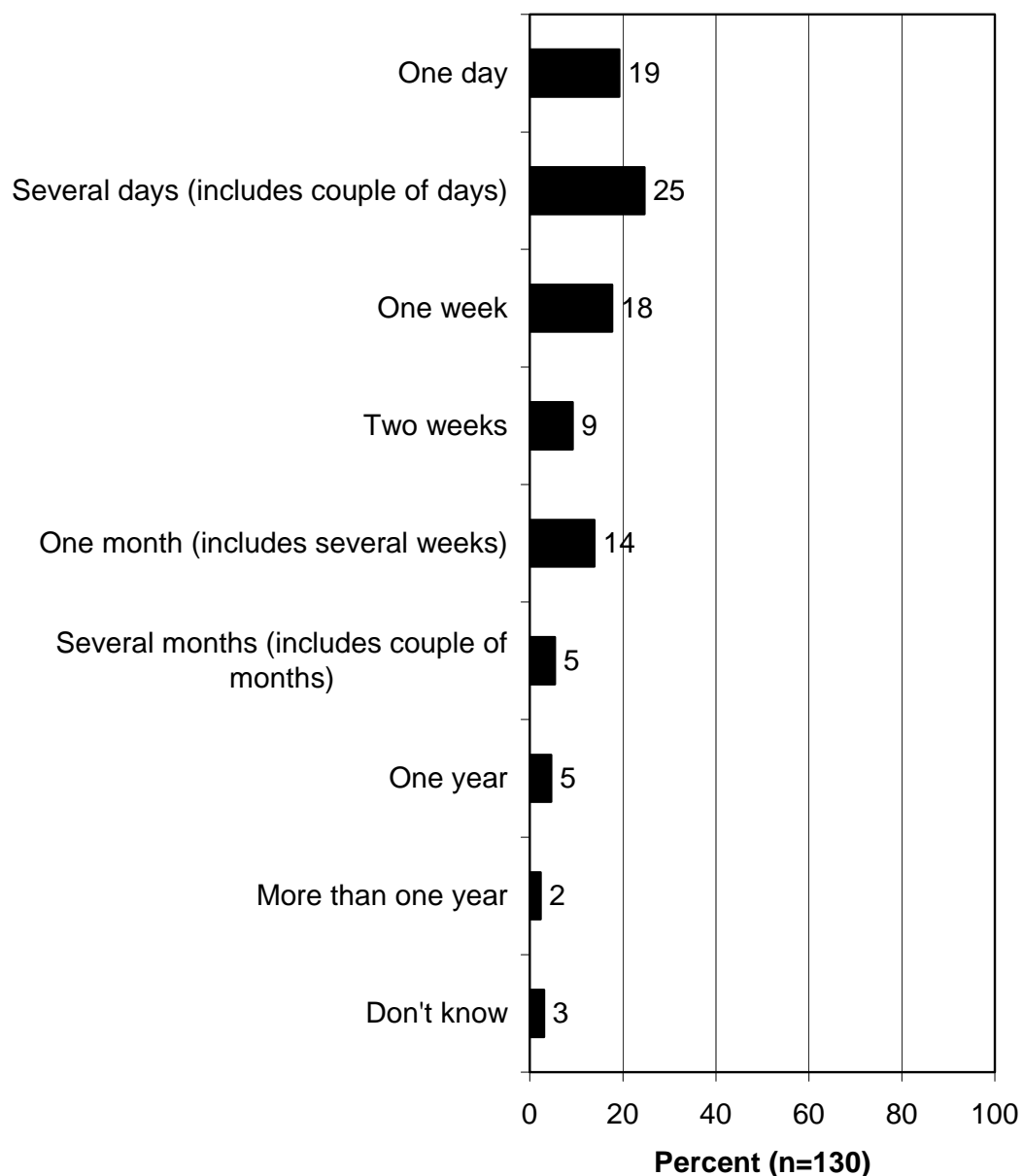
**Q159. How long ago was your most recent visit to an HBP park facility? (Asked of those who visited an HBP facility in the last 12 months.)**



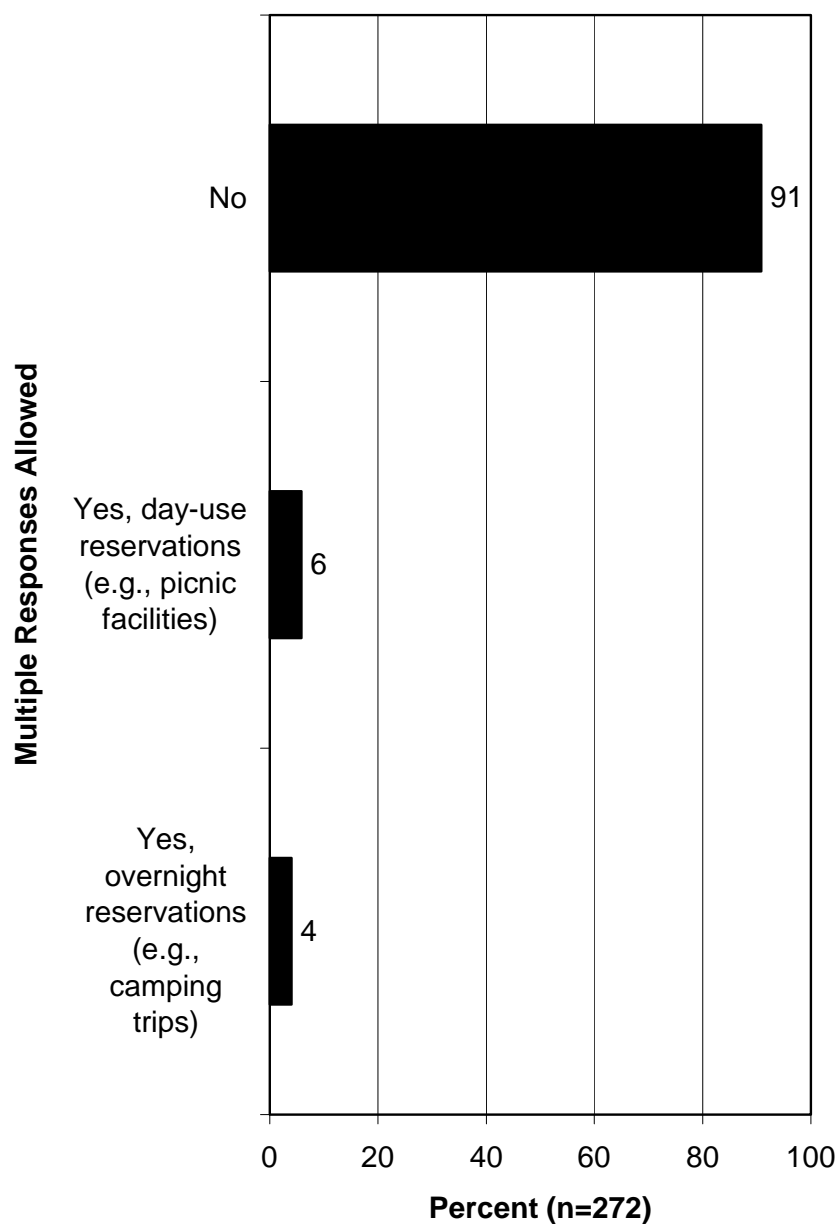
**Q160. Was your most recent visit to an HBP park facility planned in advance or spontaneous? (Asked of those who visited an HBP facility in the last 12 months.)**



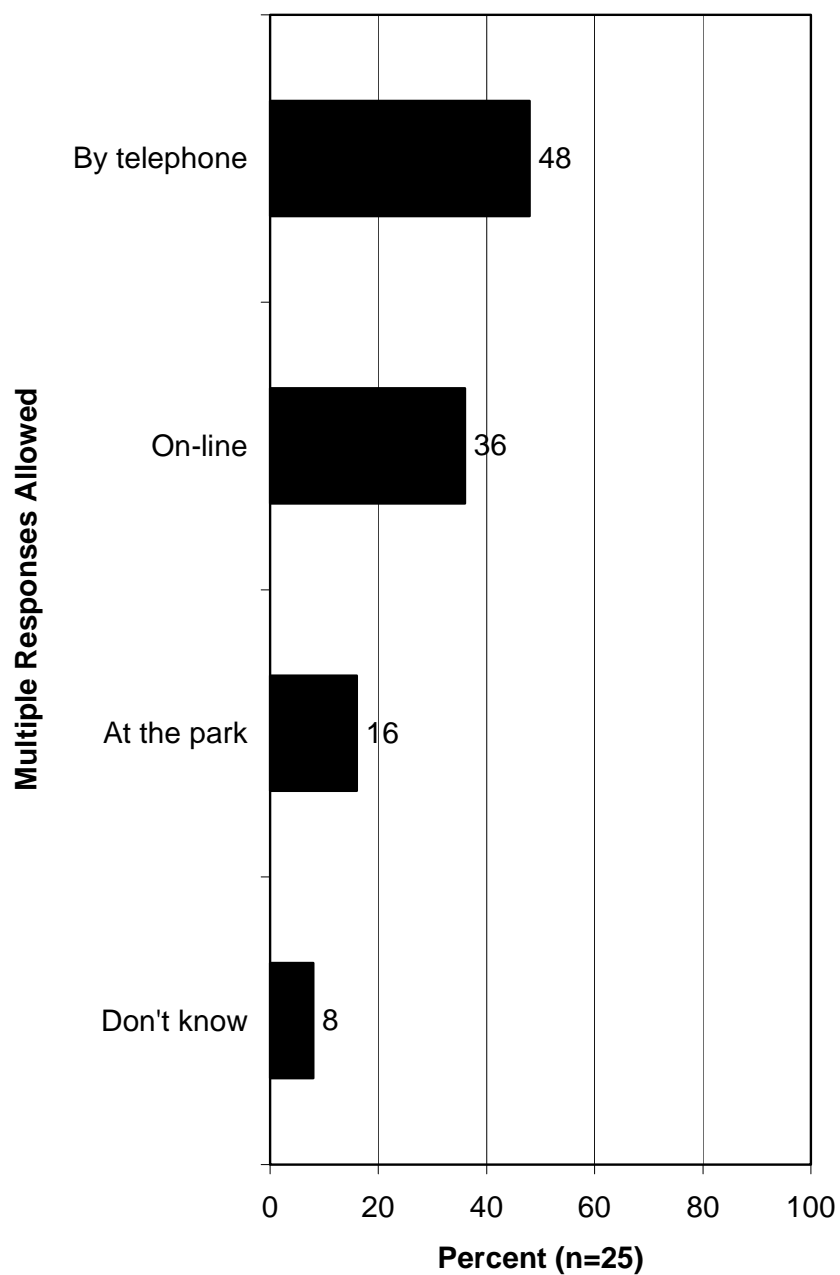
**Q161. Do you recall how far in advance your most recent visit to an HBP park facility was planned? (Asked of those who planned their visit in advance.)**



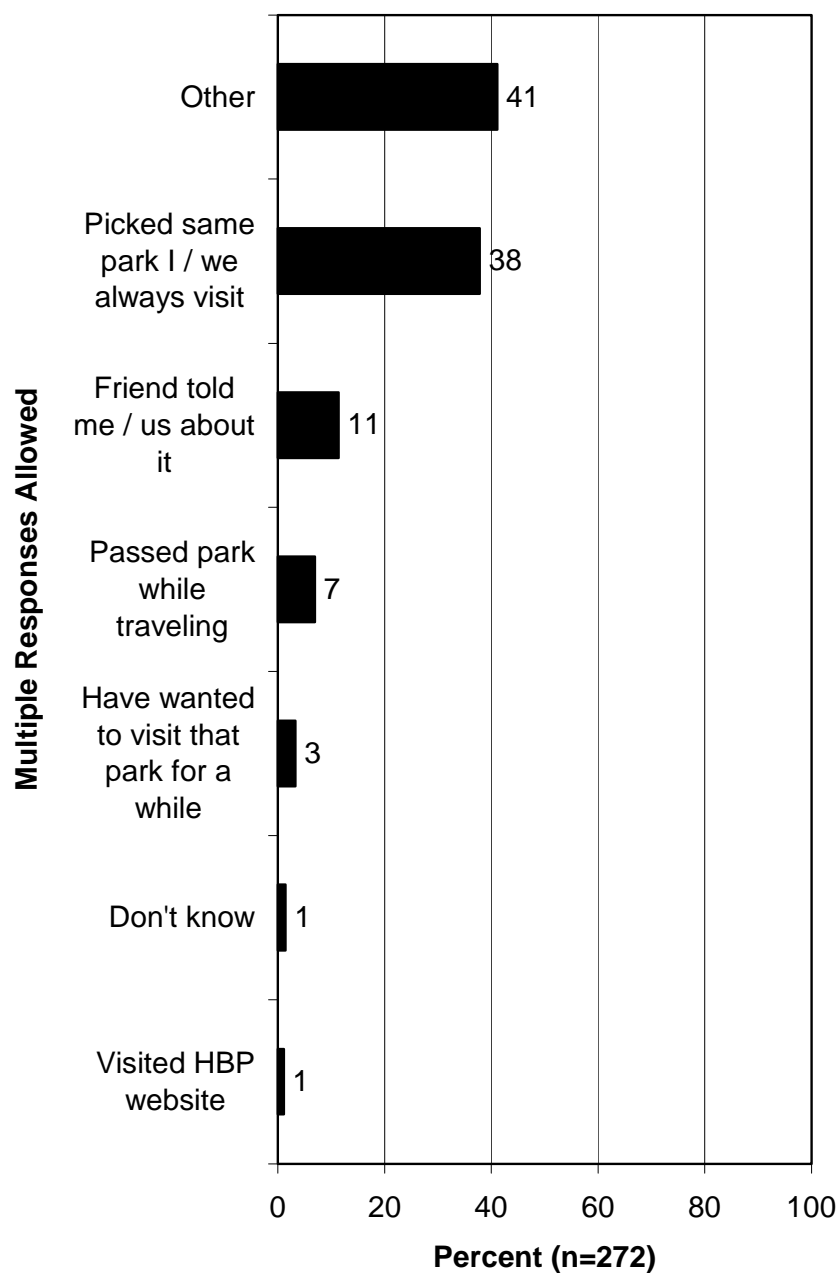
**Q186. Have you made reservations to use an HBP park facility in the last 12 months? (Asked of those who visited an HBP facility in the last 12 months.)**



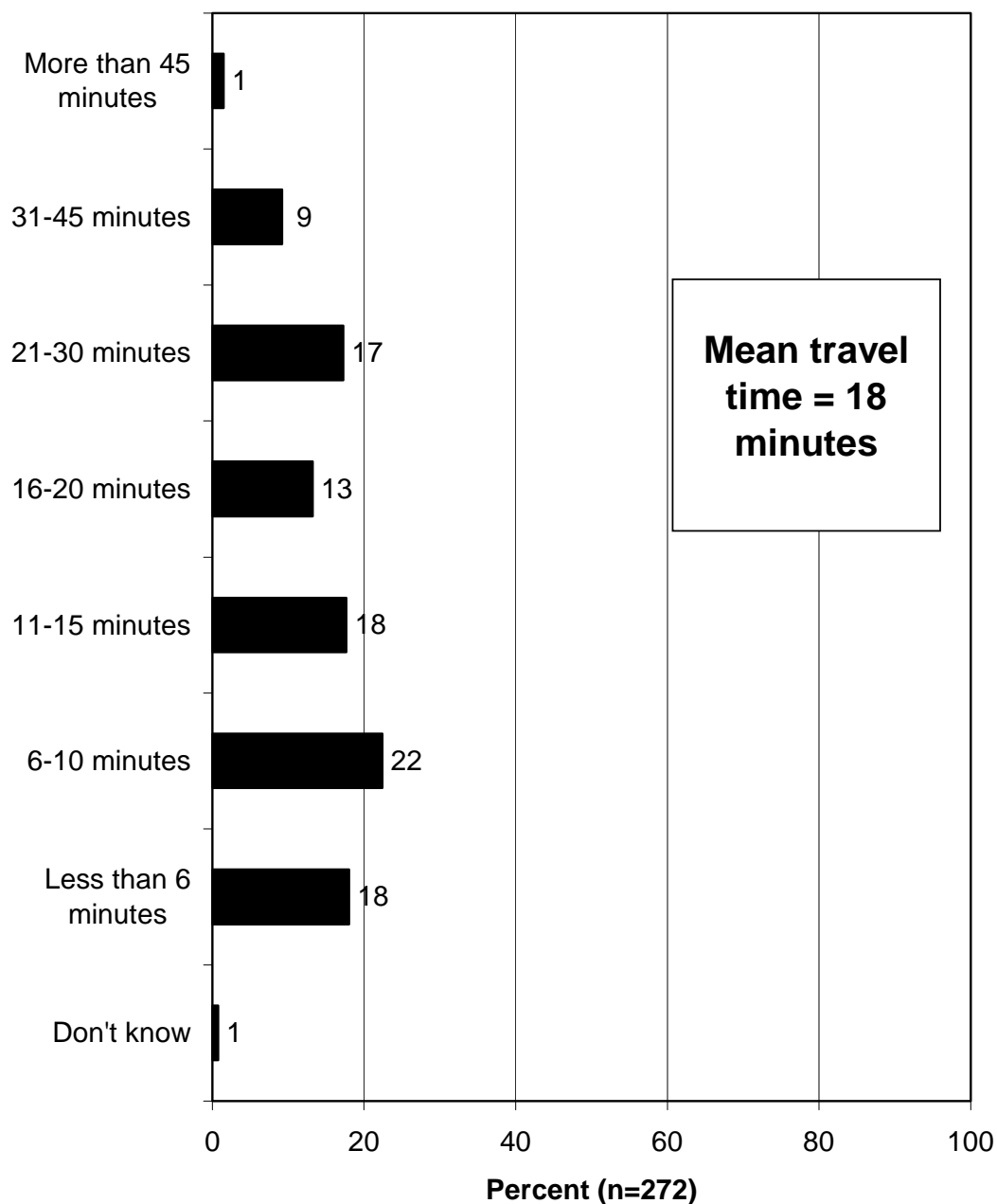
**Q194. Did you make your reservations on-line, by telephone, or at the park?**



**Q164. How did you decide which HBP park facility to visit? (Asked of those who visited an HBP facility in the last 12 months.)**

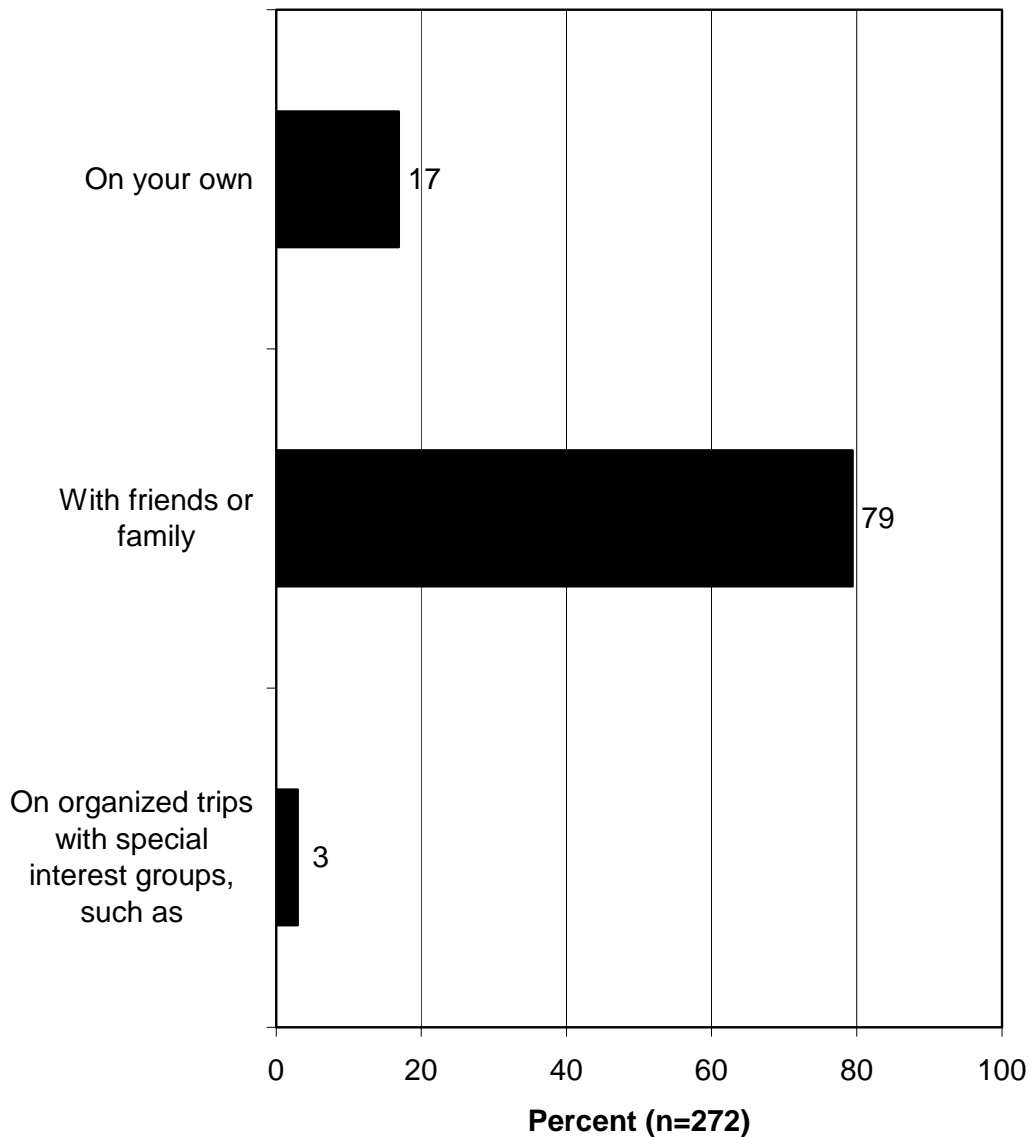


**Q179. How long, in minutes, do you generally travel one-way to visit an HBP park facility? (Asked of those who visited an HBP facility in the last 12 months.)**





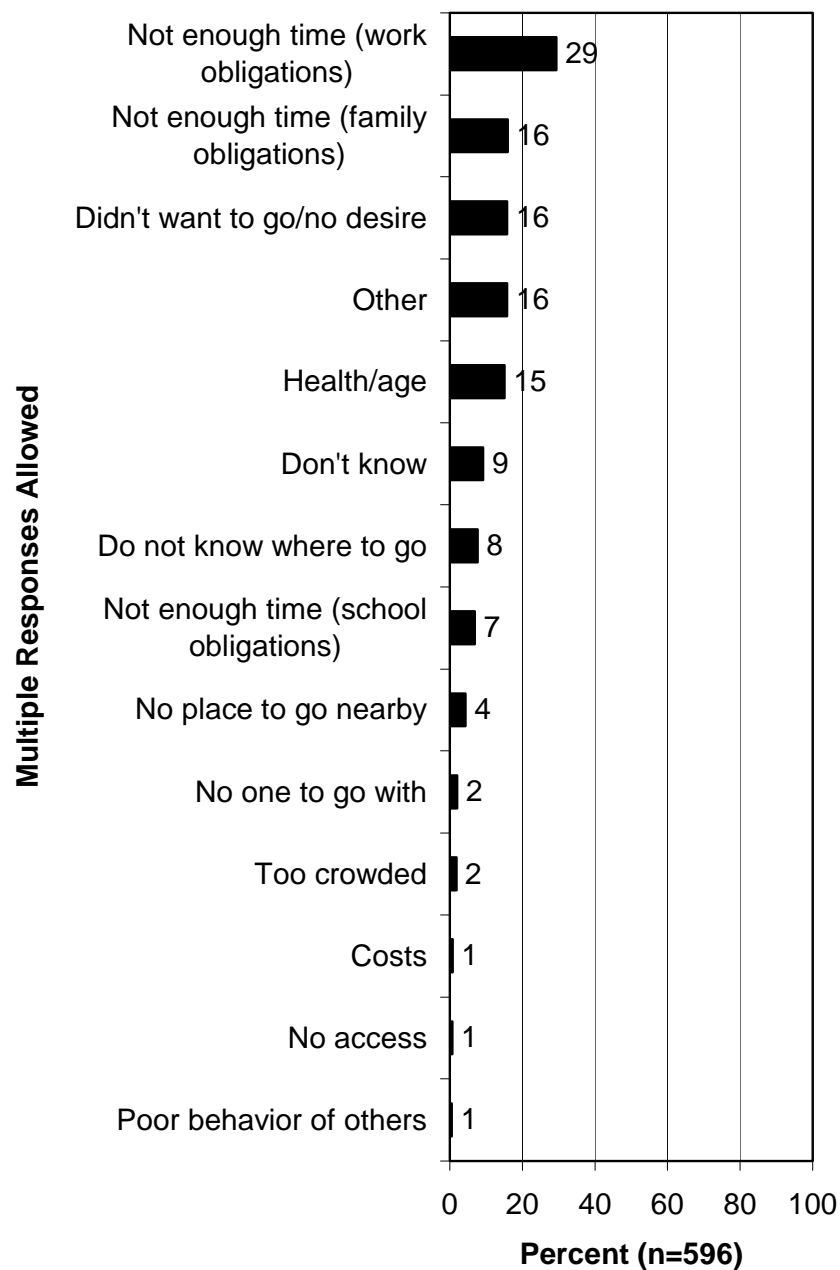
**Q181. There are many ways to visit HBP park facilities, including on your own, with friends or family, on organized trips with guides, or on organized trips with special interest groups, such as church groups or biking clubs. How do you primarily visit HBP park facilities? (Asked of those who visited an HBP facility in the last 12 months.)**



**REASONS FOR NOT ATTENDING HBP PARK FACILITIES**

- Respondents who had not visited an HBP facility were asked about the reasons why they had not visited. The top rated responses were a lack of time due to work obligations (29%), a lack of time due to family obligations (16%), and a general lack of desire to visit HBP parks (16%).

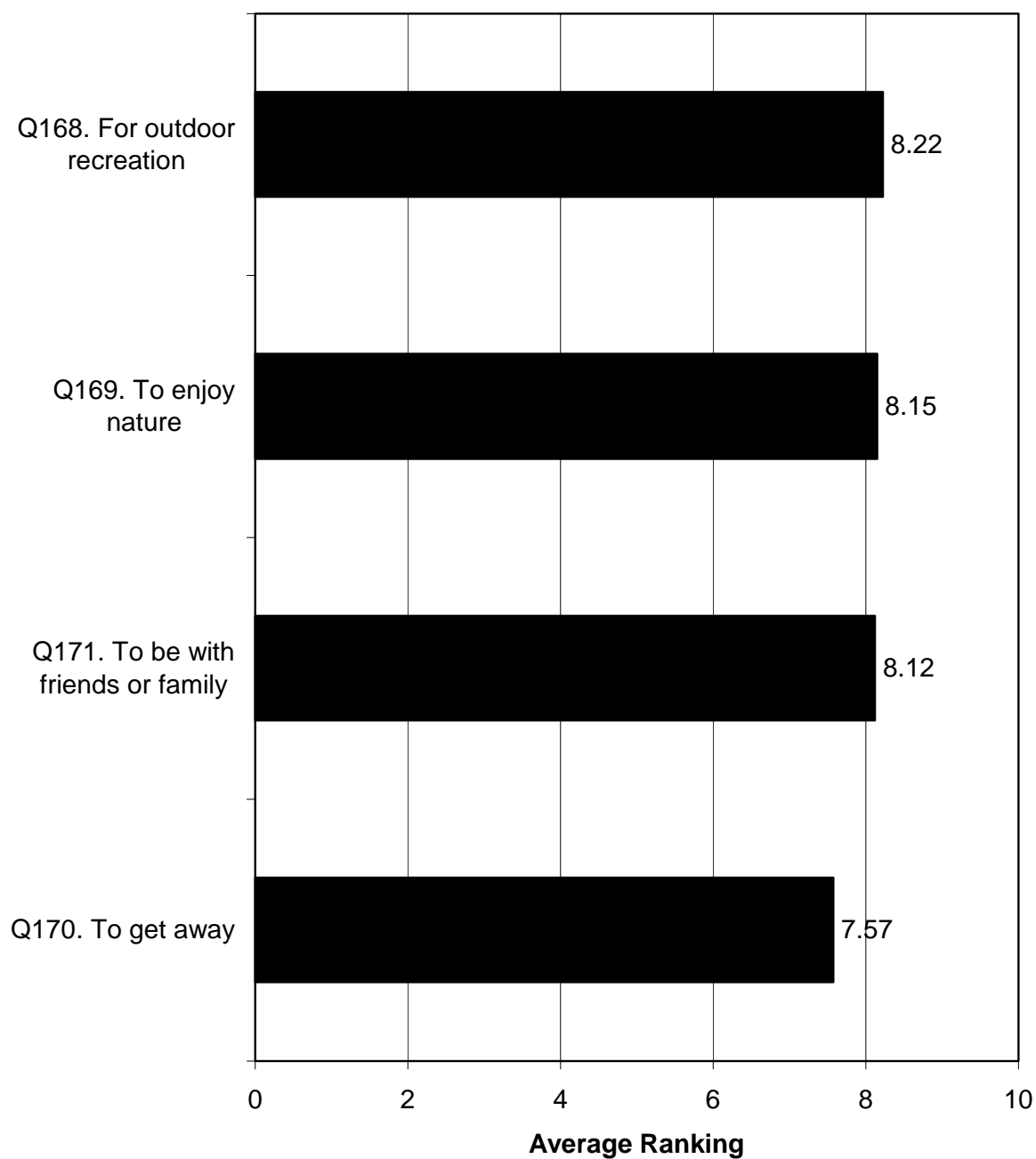
**Q18. What are the reasons you have not visited an HBP park facility? (Asked of those who had not visited an HBP park facility in the last 12 months.)**



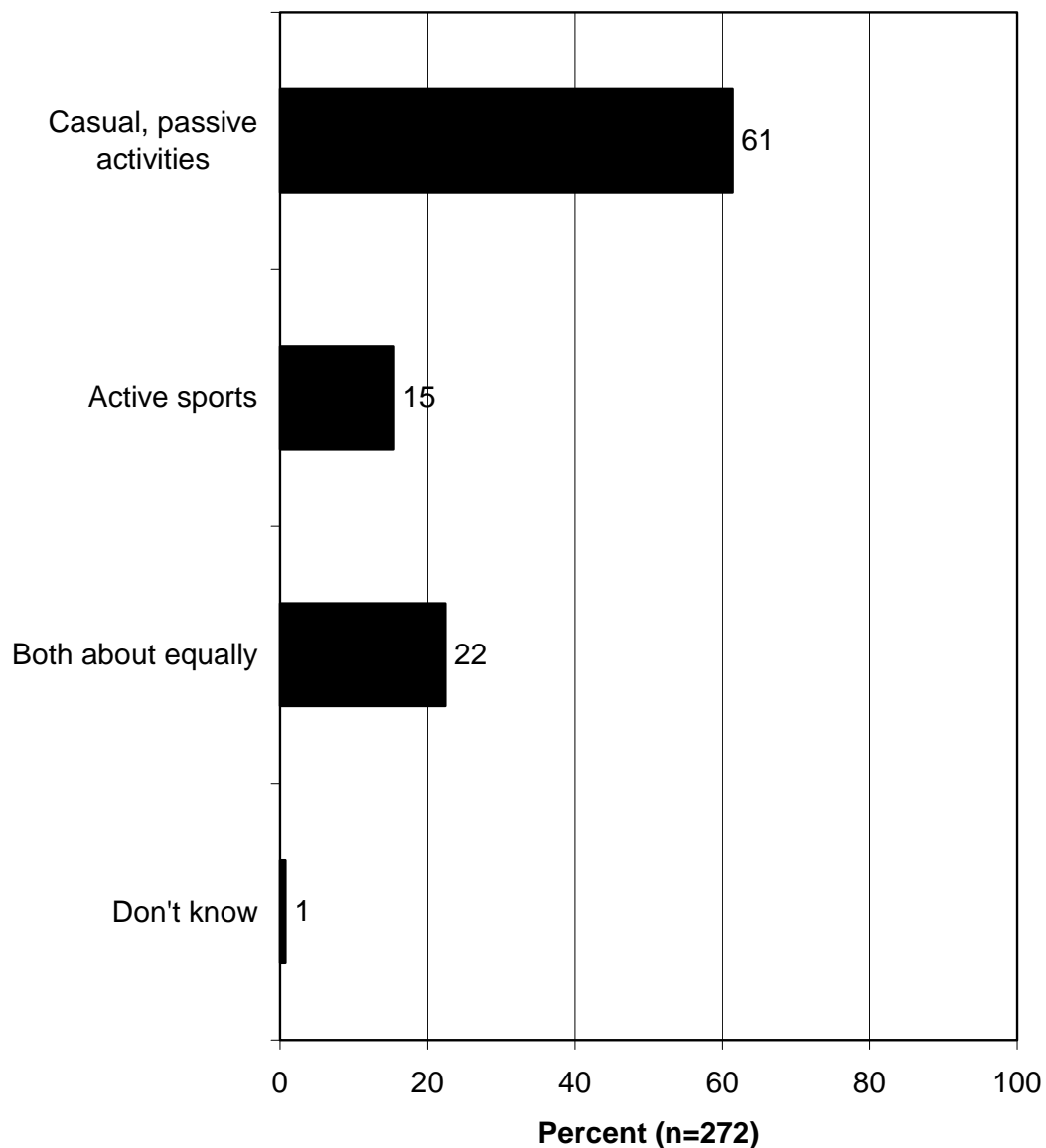
## REASONS TO ATTEND HBP PARK FACILITIES

- Respondents were asked to rate on a scale of 0 to 10 the importance of various reasons for their most recent visit to an HBP park facility. The reasons included outdoor recreation, to enjoy nature, the opportunity to be with friends and family, and the opportunity to get away. The top rated reason to visit HBP parks was for outdoor recreation (mean rating of 8.22 out of 10).
  - The lowest rated reason for an HBP facility visit was to get away (mean rating of 7.57 out of 10).
- Most visitors of HBP park facilities attended for casual, passive activities (61%), with just 15% of park users visiting specifically to engage in active sports.
  - Users describing their park activity as consisting about equally of both casual, passive activities and active sports accounted for 22% of respondents.
  - The nonparametric analysis found that those who primarily visit HBP facilities for casual, passive activities are positively correlated with the following:
    - visited Laguna Coast Wilderness Park or Santiago Oaks Regional Park
    - is female
    - primarily visits HBP park facilities with friends or family
    - the most recent visit to an HBP park facility was spontaneous
  - Those who primarily visit HBP facilities for active sports are positively correlated with the following:
    - visited Aliso and Wood Canyons Wilderness Park, Carbon Canyon Regional Park, and/or Sunset Harbour Marina
    - is male

**Mean ratings of importance of reasons for most recent HBP park facility visit. (Among those who visited an HBP facility in the last 12 months.)**



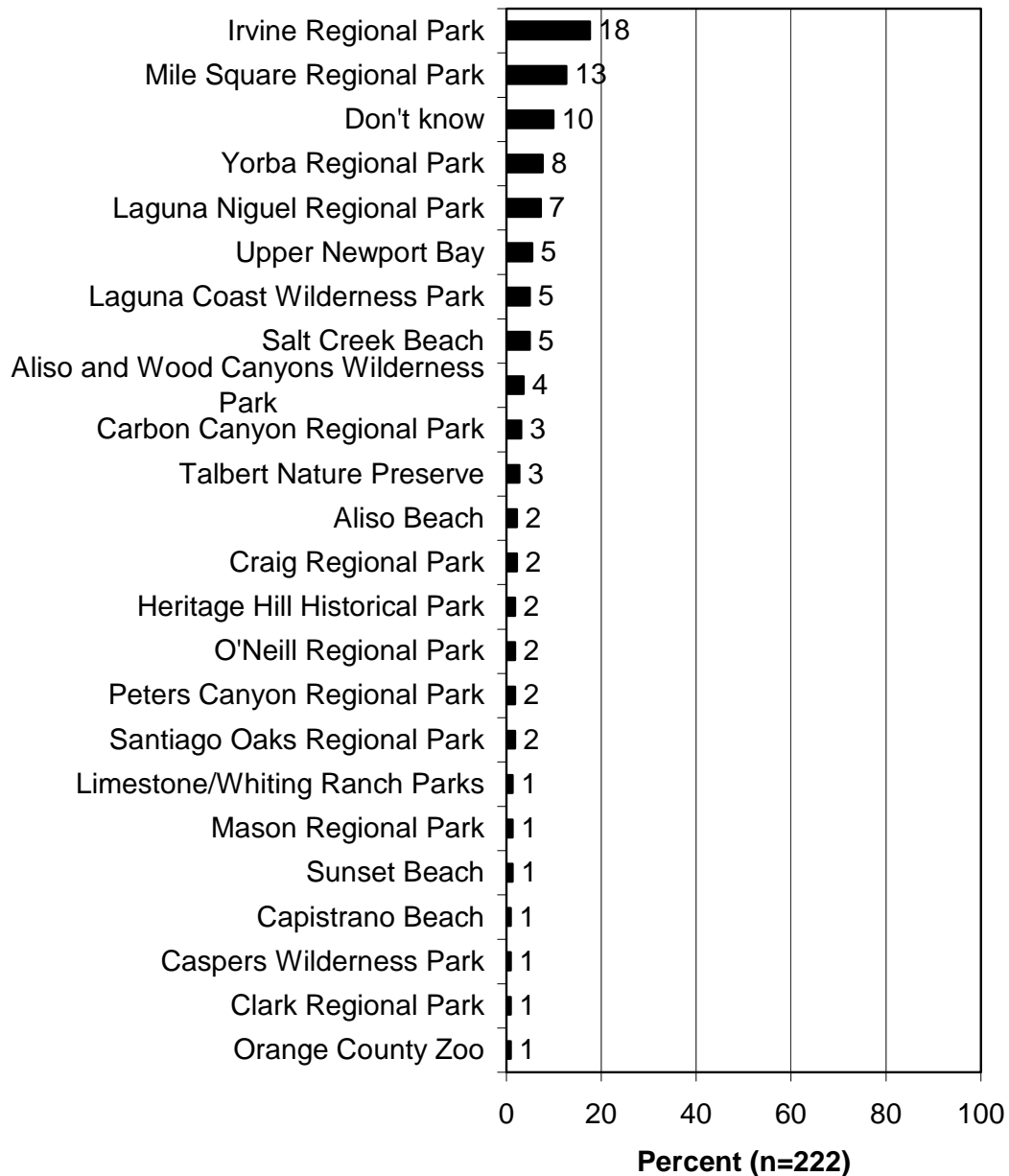
**Q180. Do you primarily visit HBP park facilities for casual, passive activities such as walking and picnicking, for active sports such as golf and running, or for both about equally? (Asked of those who visited an HBP facility in the last 12 months.)**



**HBP PARK FACILITIES MOST FREQUENTLY ATTENDED AND PARK FACILITIES MOST RECENTLY ATTENDED**

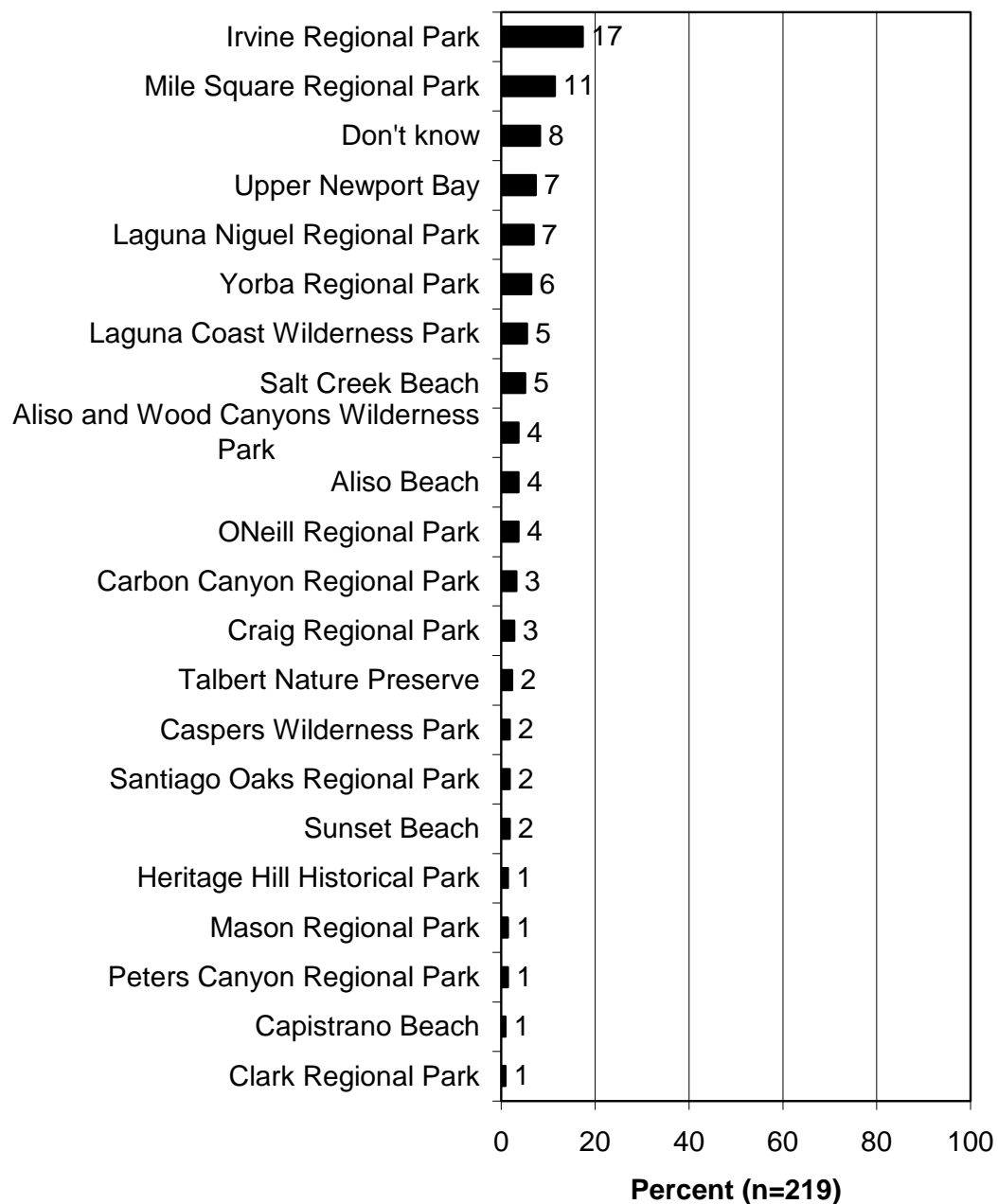
- Respondents were asked to name the specific HBP facility they had visited the most in the 12 months prior to the survey. Irvine Regional Park led the list: 18% of those who visited an HBP park named it as their most-visited park. The other top rated parks in this question were Mile Square Regional Park (13%) and Yorba Regional Park (8%).
  
- The survey also asked park visitors to name the HBP facility they visited most recently. Irvine Regional Park was again the top rated park, with 17% of park visitors naming it as their most recently visited park. The other parks most recently visited by Orange County residents were Mile Square Regional Park (11%), Upper Newport Bay (7%), and Laguna Niguel Regional Park (7%). Note that the survey was administered in August, which may have affected which parks residents visited.

**Q20-21. In the last 12 months, which specific HBP park facility did you visit the most? (Asked of those who visited an HBP facility in the last 12 months.)**





**Q156-157. Which specific HBP park facility did you visit most recently? (Asked of those who named an HBP-managed facility as park visited most in last 12 months.)**

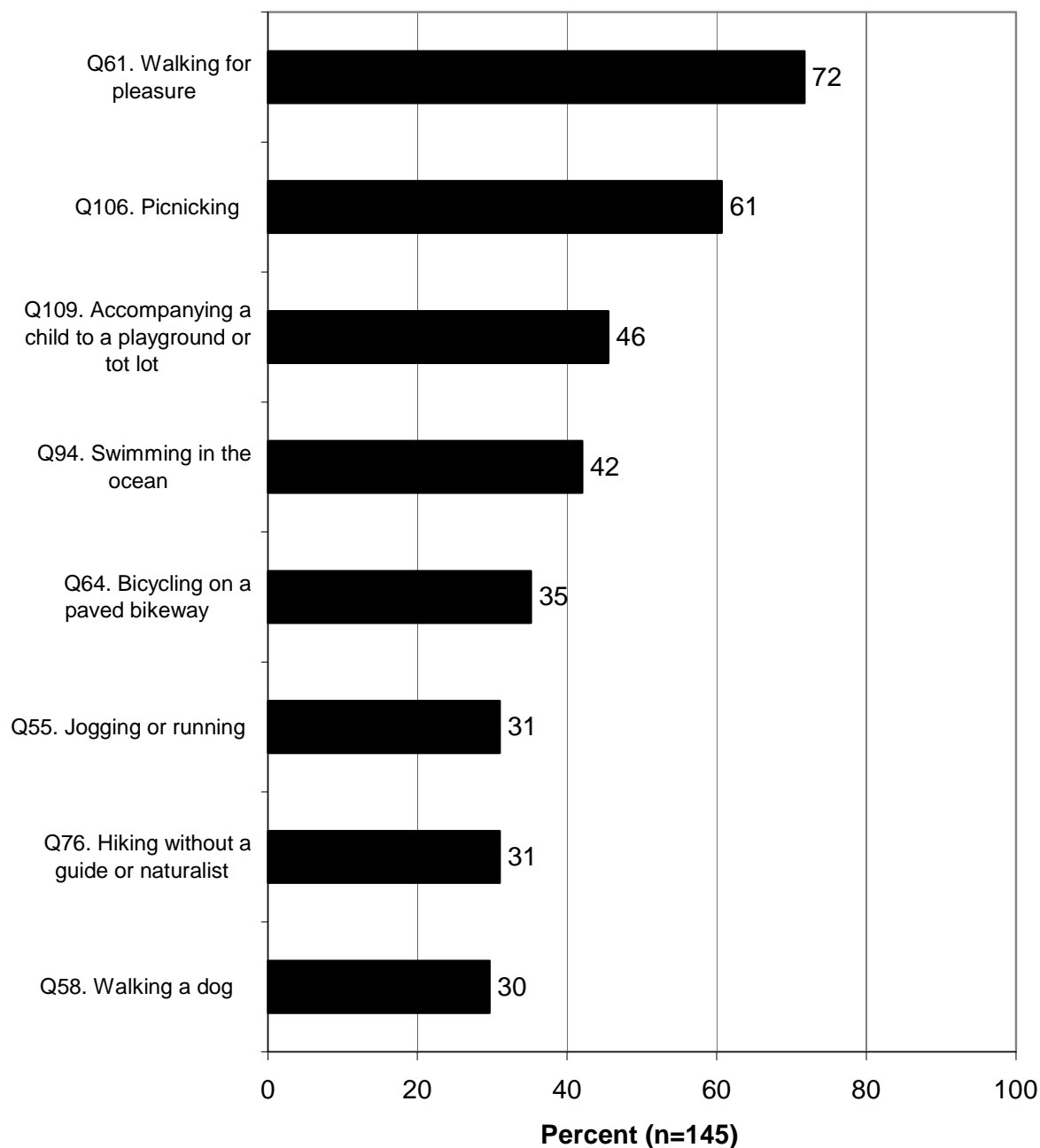


## PARTICIPATION IN OUTDOOR RECREATION AT HBP PARK FACILITIES

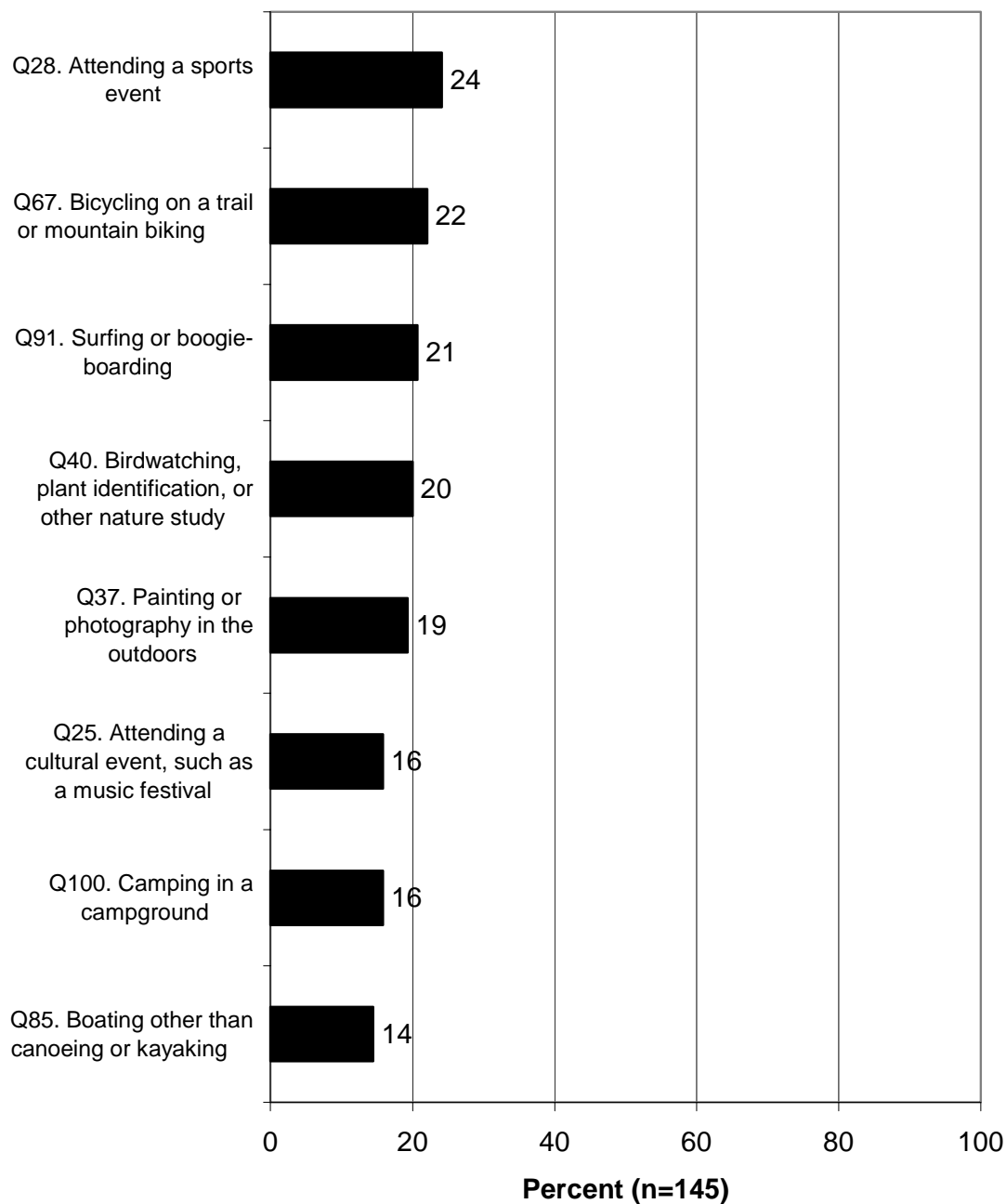
- The survey asked about participation in various outdoor recreation activities in the last 12 months, of which just two had participation rates of more than 60%: walking for pleasure (72%) and picnicking (61%). The other top rated activities were accompanying a child to a playground or tot lot (46%), swimming in the ocean (42%), and bicycling on a paved bikeway (35%). The activities with the lowest rates of participation were the more specialized activities, such as model sail-boating (1%), archery (1%), canoeing (3%), and hiking with a guide or naturalist (4%).
- The nonparametric analysis found that those who participated in the following activities were positively correlated with the following demographic characteristics
  - walking for pleasure: (no particular demographic characteristics show correlations)
  - picnicking: (no particular demographic characteristics show correlations)
  - taking a child to a tot lot/playground: has children 17 or younger living in the household, age is median (48) or below, is a stay-at-home parent, total household income before taxes last year between \$20,000 -\$59,999
  - biking on a paved bikeway: is white, place of residence is a townhouse
  - jogging or running: age is median (48) or below, place of residence is a townhouse, is a stay-at-home parent, has lived in Orange County for the median number of years (25) or less
  - hiking: has children 17 or younger living in household
  - birdwatching/nature study: total household income before taxes last year between \$60,000-\$119,999
- The nonparametric analysis found that those who participated in the following activities were positively correlated with having visited the following parks (this does *not* necessarily mean that the activity was done at that park, as many respondents participated in more than one activity and/or visited more than one park)
  - walking for pleasure: Aliso and Wood Canyons Wilderness Park
  - picnicking: Irvine Regional Park
  - taking a child to a tot lot/playground: (no particular parks show correlations)
  - biking on a paved bikeway: Carbon Canyon Regional Park
  - jogging or running: Irvine Regional Park
  - hiking: Aliso and Wood Canyons Wilderness Park, Upper Newport Bay, and Carbon Canyon Regional Park
  - birdwatching/nature study: O'Neill Regional Park, Santiago Oaks Regional Park, Heritage Hill Historical Park, Irvine Regional Park, Arden Modjeska Historic Home & Garden, Thomas F. Riley Wilderness, and Peters Canyon Regional Park

- The activities with the highest mean days of participation among those who participated in the activity were jogging or running (mean of 32.1 days), walking for pleasure (31.3 days), walking a dog (31.0 days), and soccer (21.3 days).
- The activities with the lowest mean days of participation among those who participated in the activity were attending interpretive programs (mean of 1.5 days), model sail-boating (2.0 days), and canoeing (2.5 days).

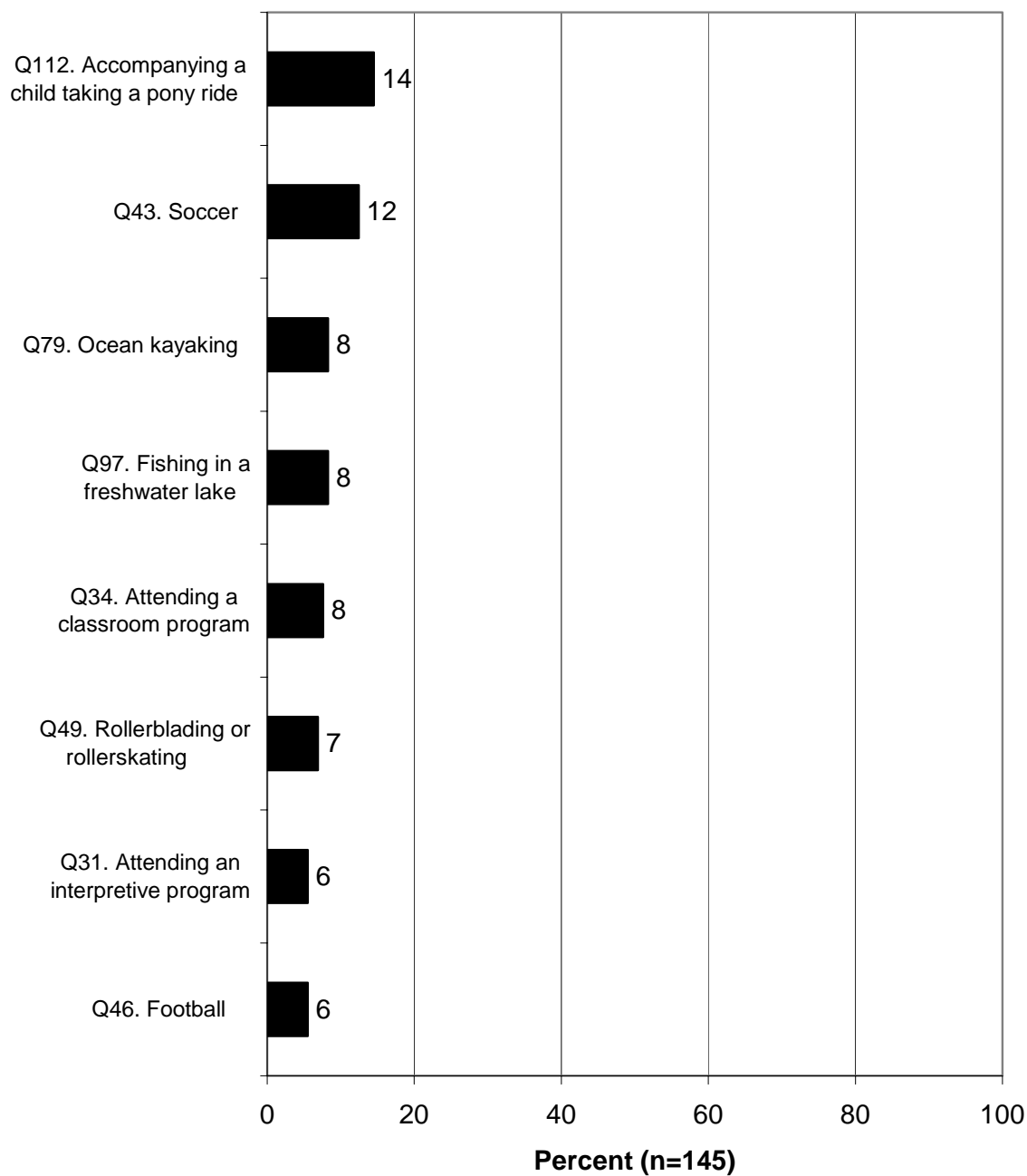
**Percent who participated in the following in the last  
12 months while visiting an HBP park facility.  
(Part 1.)**



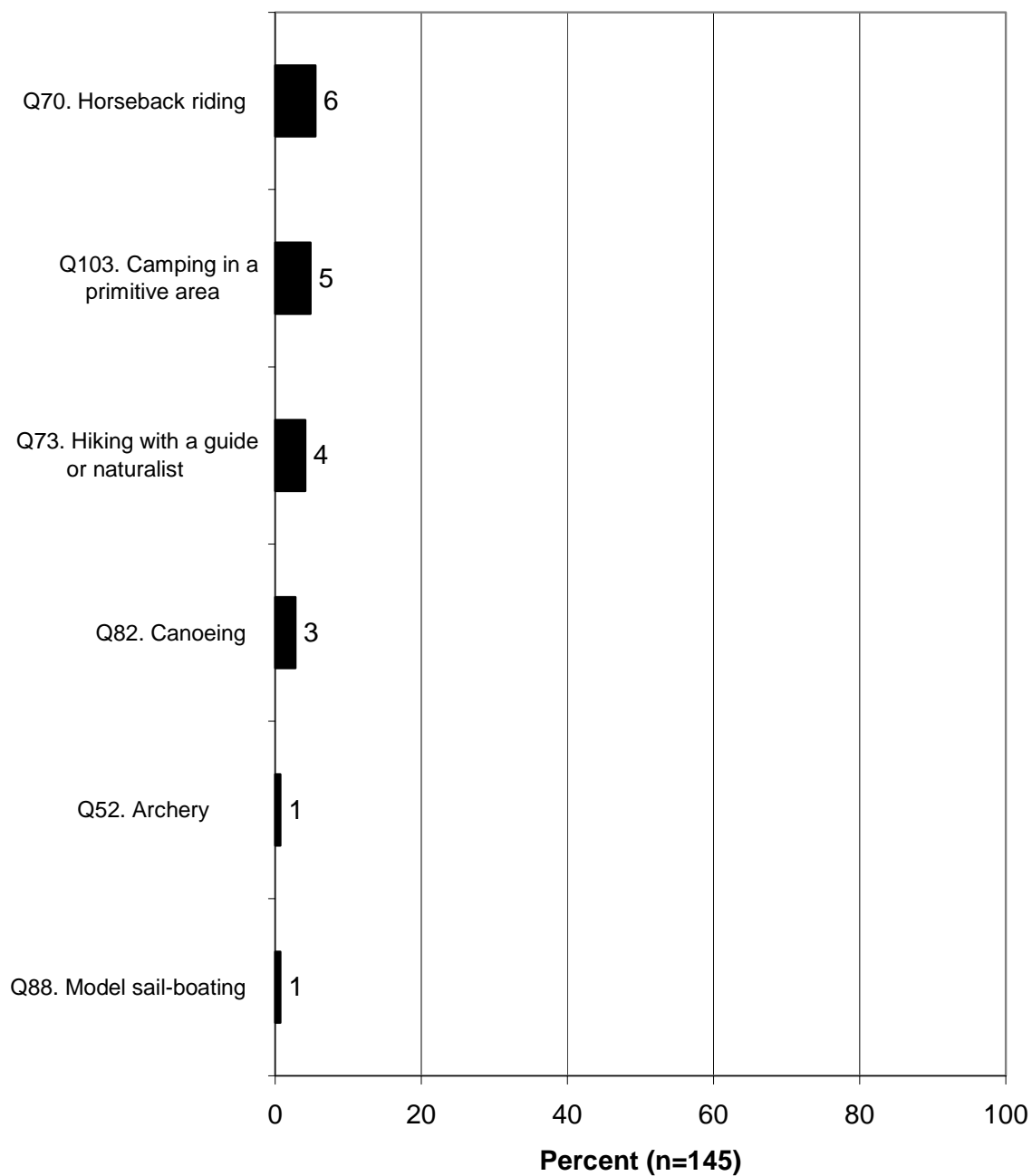
**Percent who participated in the following in the last  
12 months while visiting an HBP park facility.  
(Part 2.)**



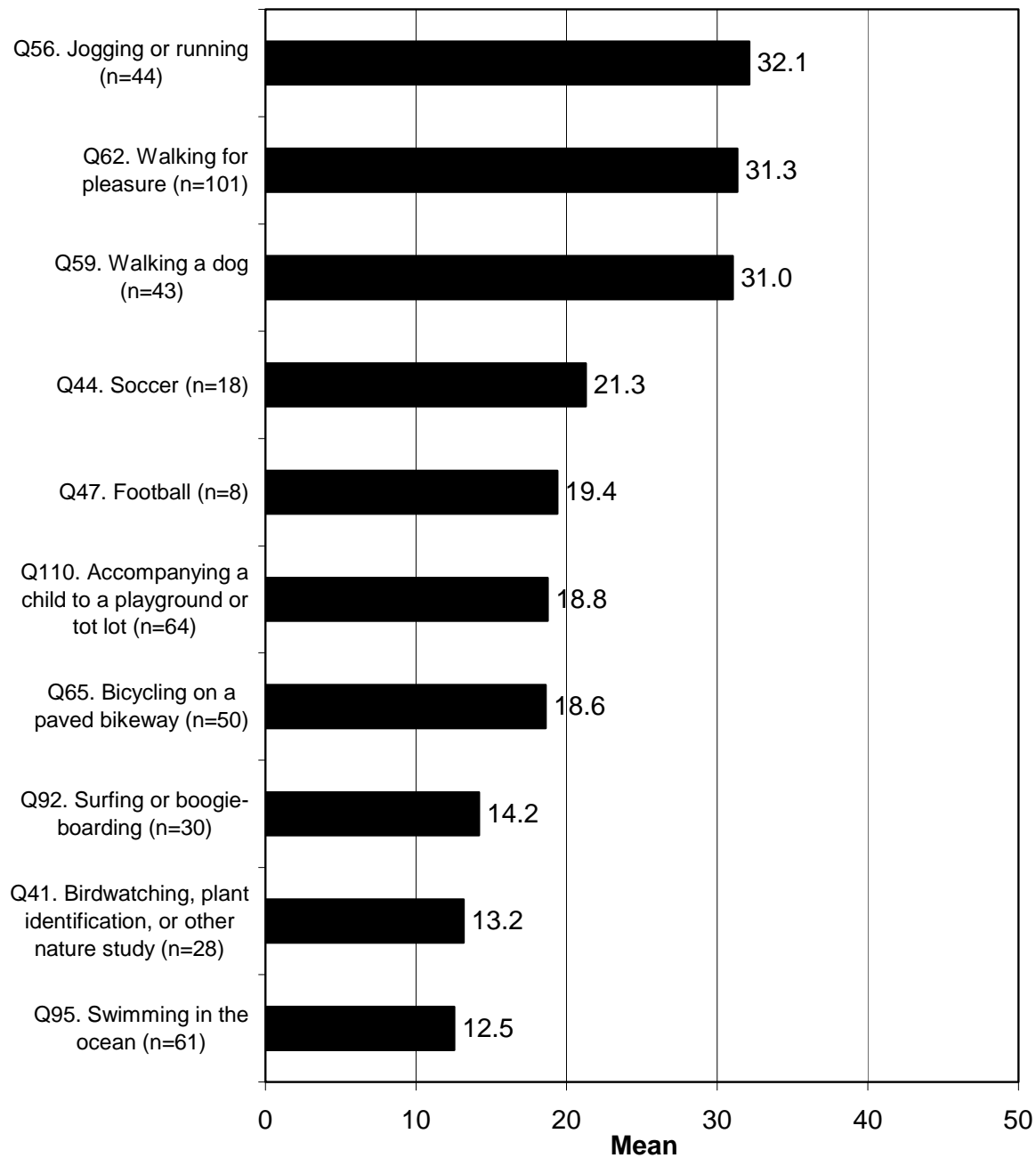
**Percent who participated in the following in the last  
12 months while visiting an HBP park facility.  
(Part 3.)**



**Percent who participated in the following in the last  
12 months while visiting an HBP park facility.  
(Part 4.)**

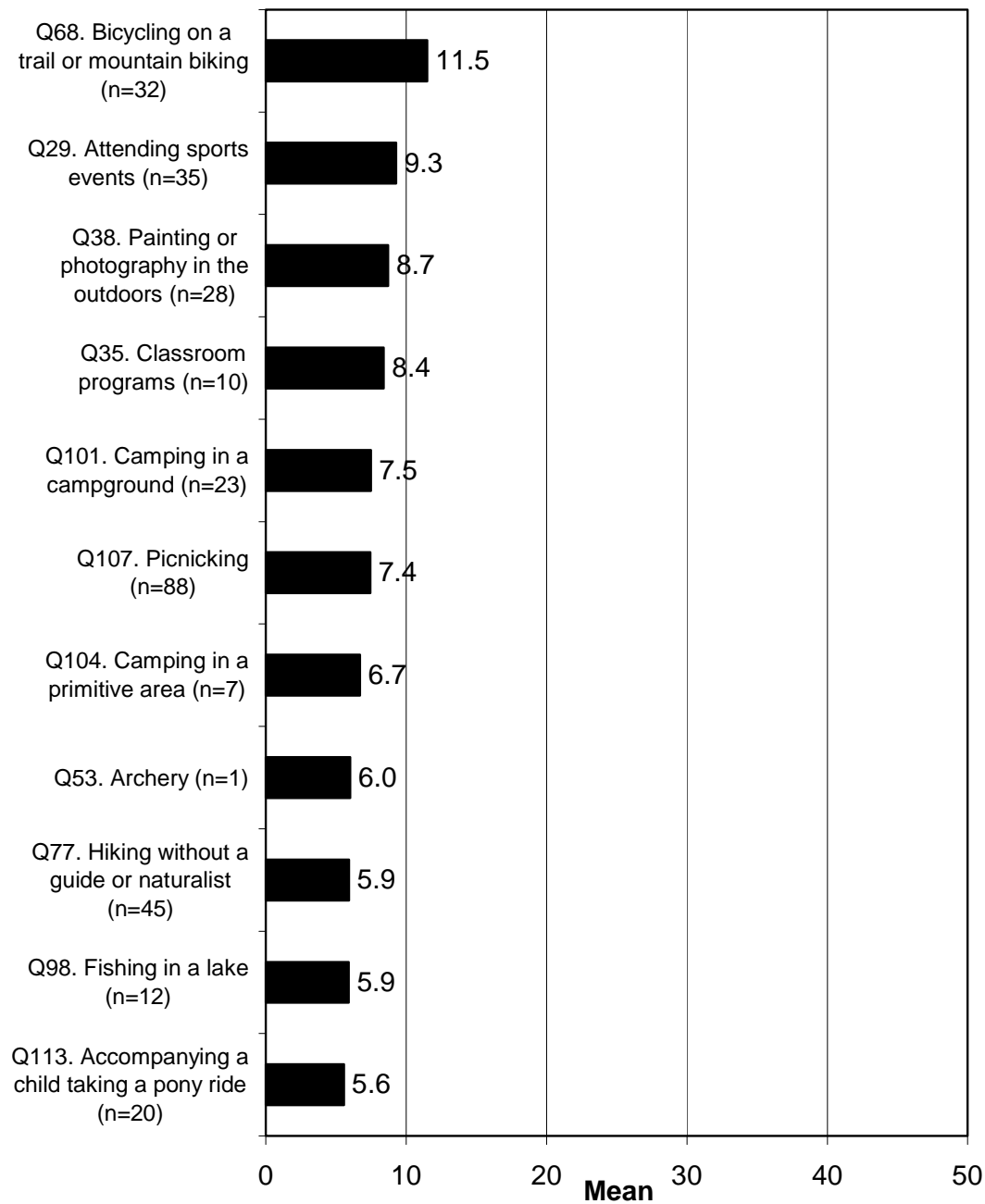


**Mean days participated in various activities at HBP  
park facilities. (Only among those who participated  
in stated activities. Excludes  
respondents who said "Don't know.")  
(Part 1.)**

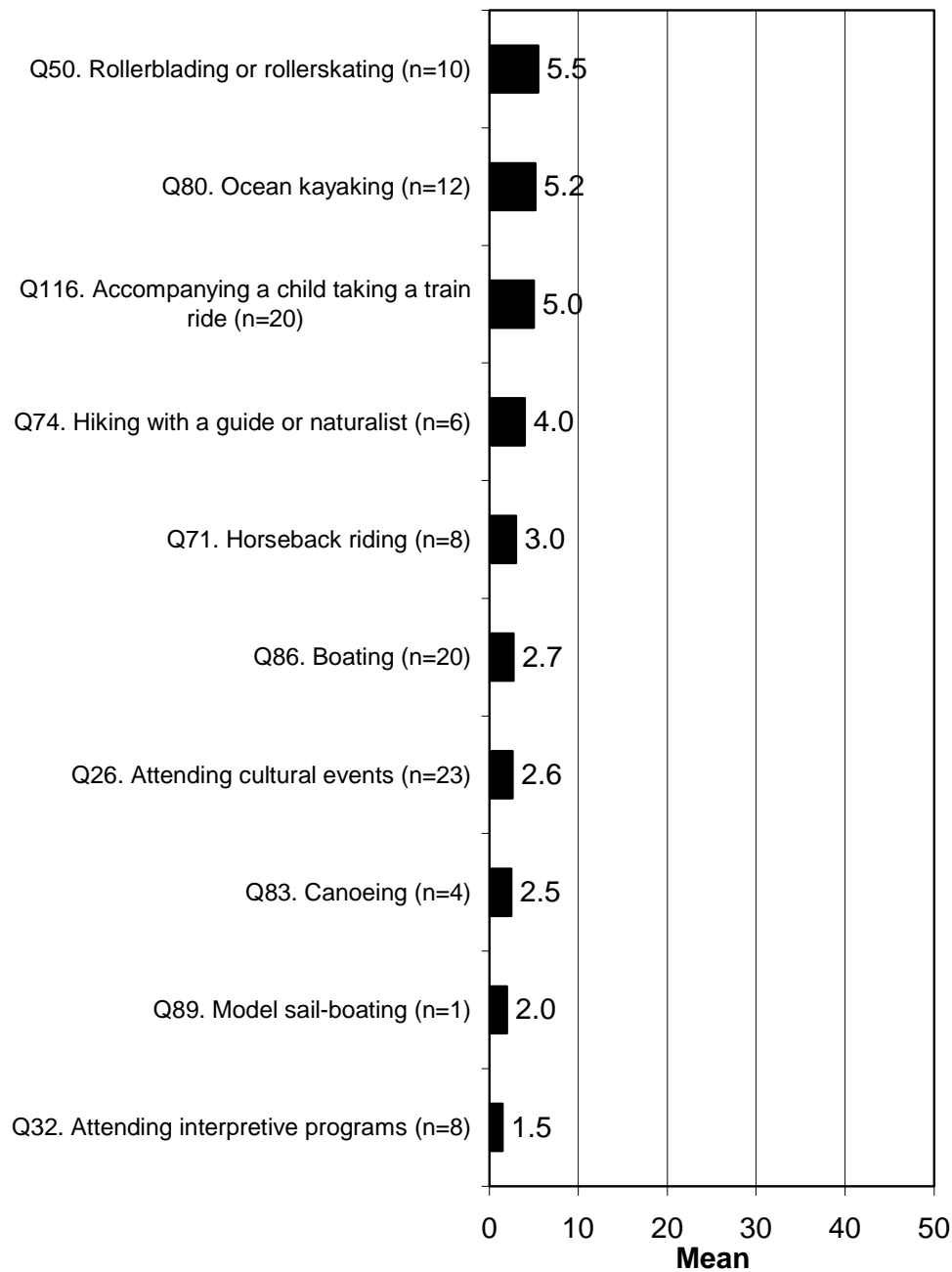




**Mean days participated in various activities at HBP  
park facilities. (Only among those who participated  
in stated activities. Excludes  
respondents who said "Don't know.")  
(Part 2.)**



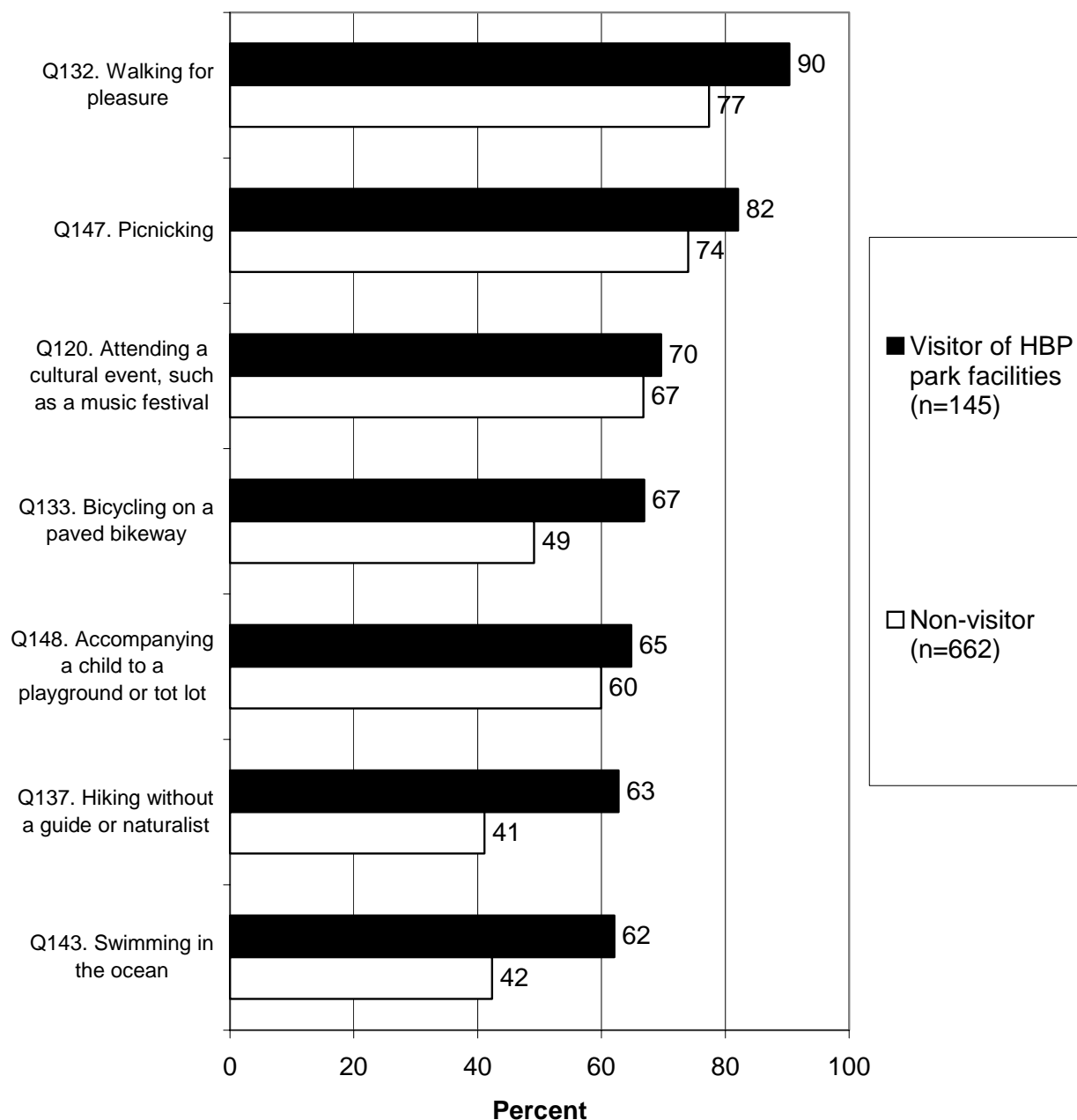
**Mean days participated in various activities at HBP  
park facilities. (Only among those who participated  
in stated activities. Excludes  
respondents who said "Don't know.")  
(Part 3.)**



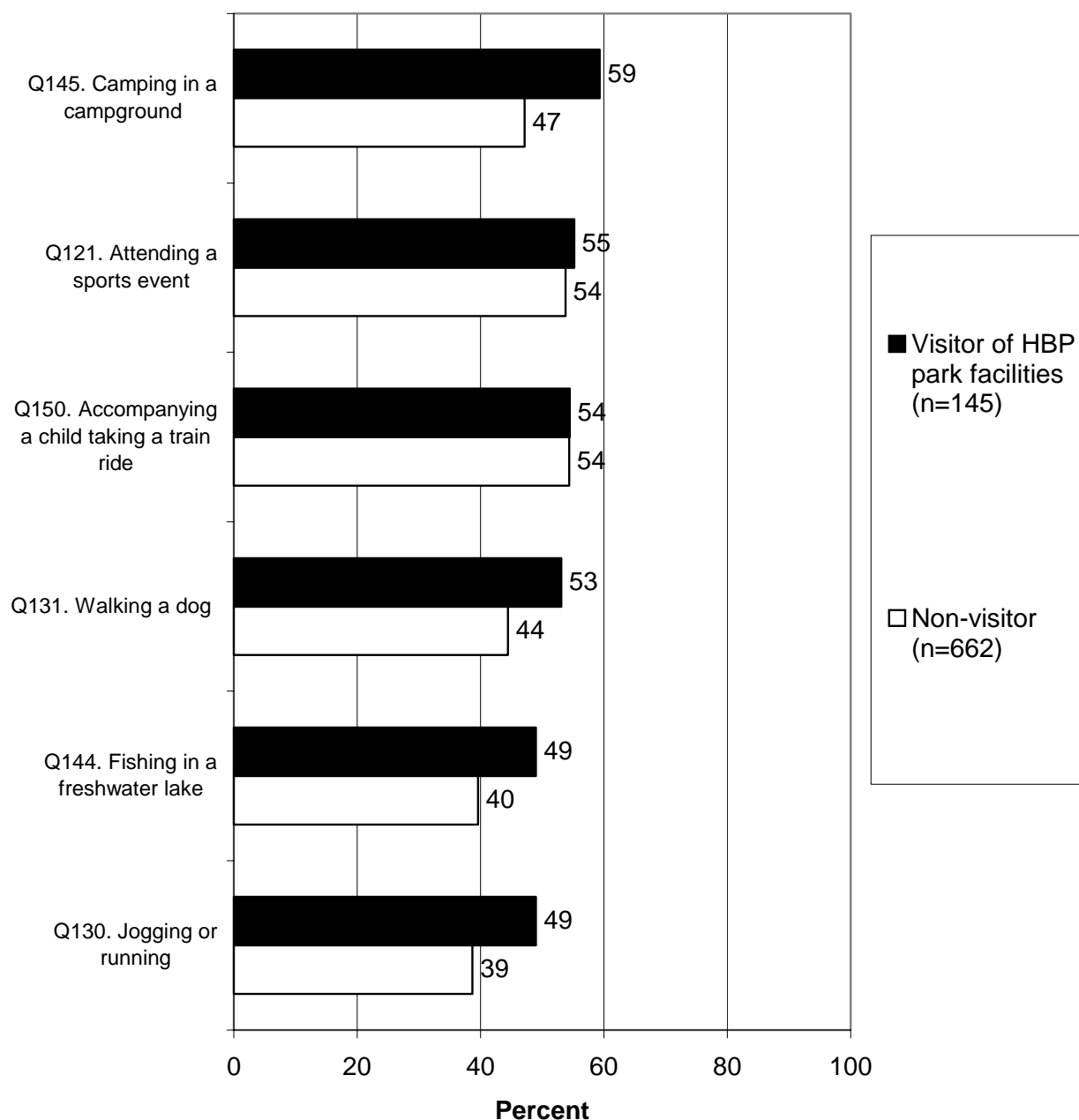
**INTEREST IN PARTICIPATING IN OUTDOOR RECREATION AT HBP PARK FACILITIES**

- Those who had previously visited an HBP park facility in the past 12 months were asked to indicate their interest in participating in various outdoor recreation activities at an HBP facility in the next 2 years. The activities in which the highest percentages of Orange County park users indicated future interest were walking for pleasure (90%), picnicking (82%), and attending a cultural event, such as a music festival (70%).
  - Activities in which park users indicated the lowest levels of interest for future participation were model sail-boating (12%), archery (16%), and football (26%).
- Those who had not visited an HBP facility were also asked about their interest in activities. The activities in which the highest percentages of non-visitors indicated interest were walking for pleasure (77%), picnicking (74%), and attending a cultural event, such as a music festival (67%).
- An analysis was run of actual participation among HBP park visitors against interest in participation to obtain a sense of latent demand for various activities. The only activity to have a notably higher latent demand than the others was attending a cultural event, such as a music festival. Other activities with relatively high latent demand are camping in a campground (43%), fishing in a freshwater lake (41%), accompanying a child taking a train ride (40%), hiking with a guide or naturalist (37%), and attending a classroom program (37%).

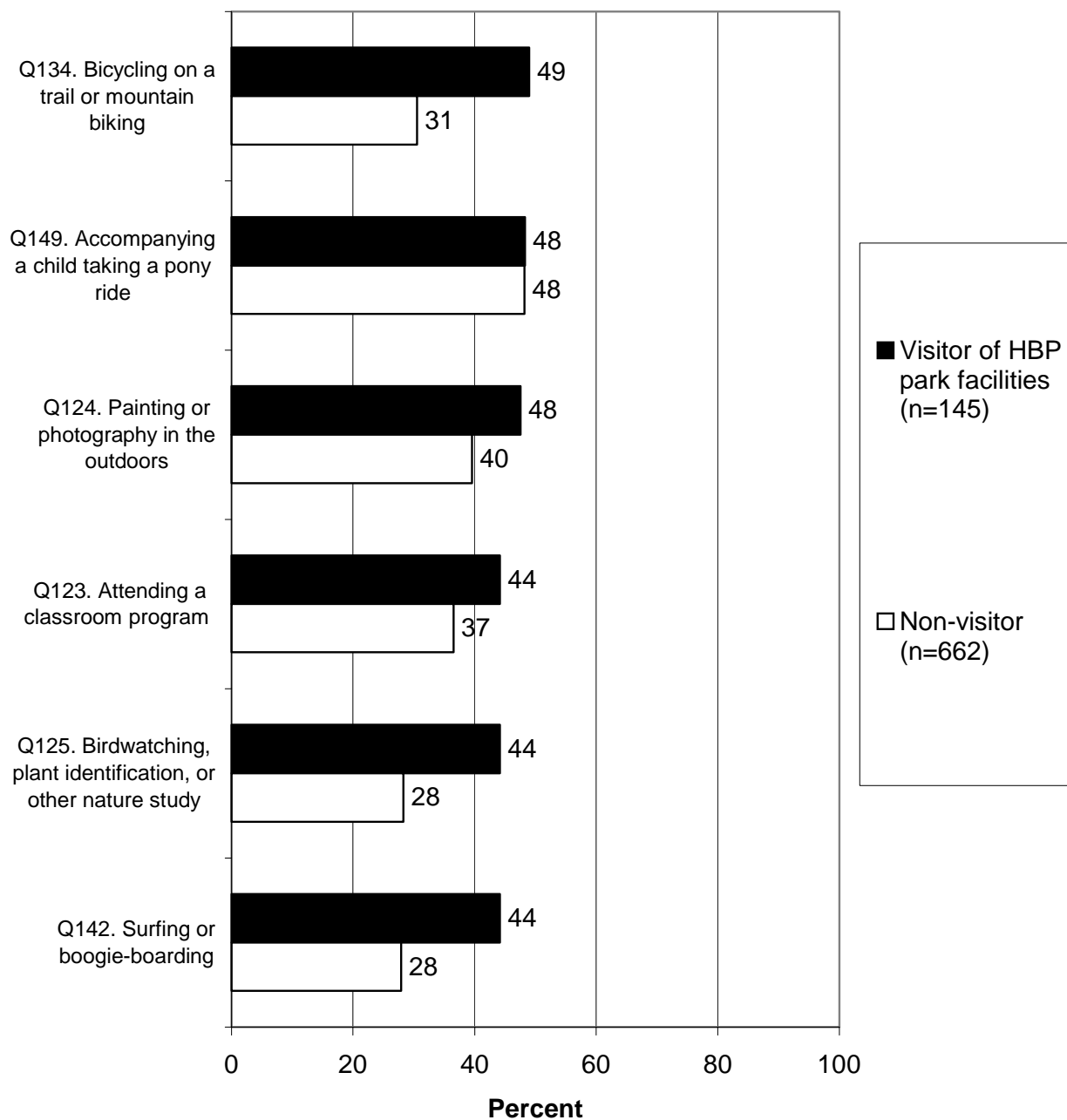
**Percent who indicated that they are very interested  
in participating in the following activities in the  
next 2 years at an  
HBP park facility.  
(Part 1.)**



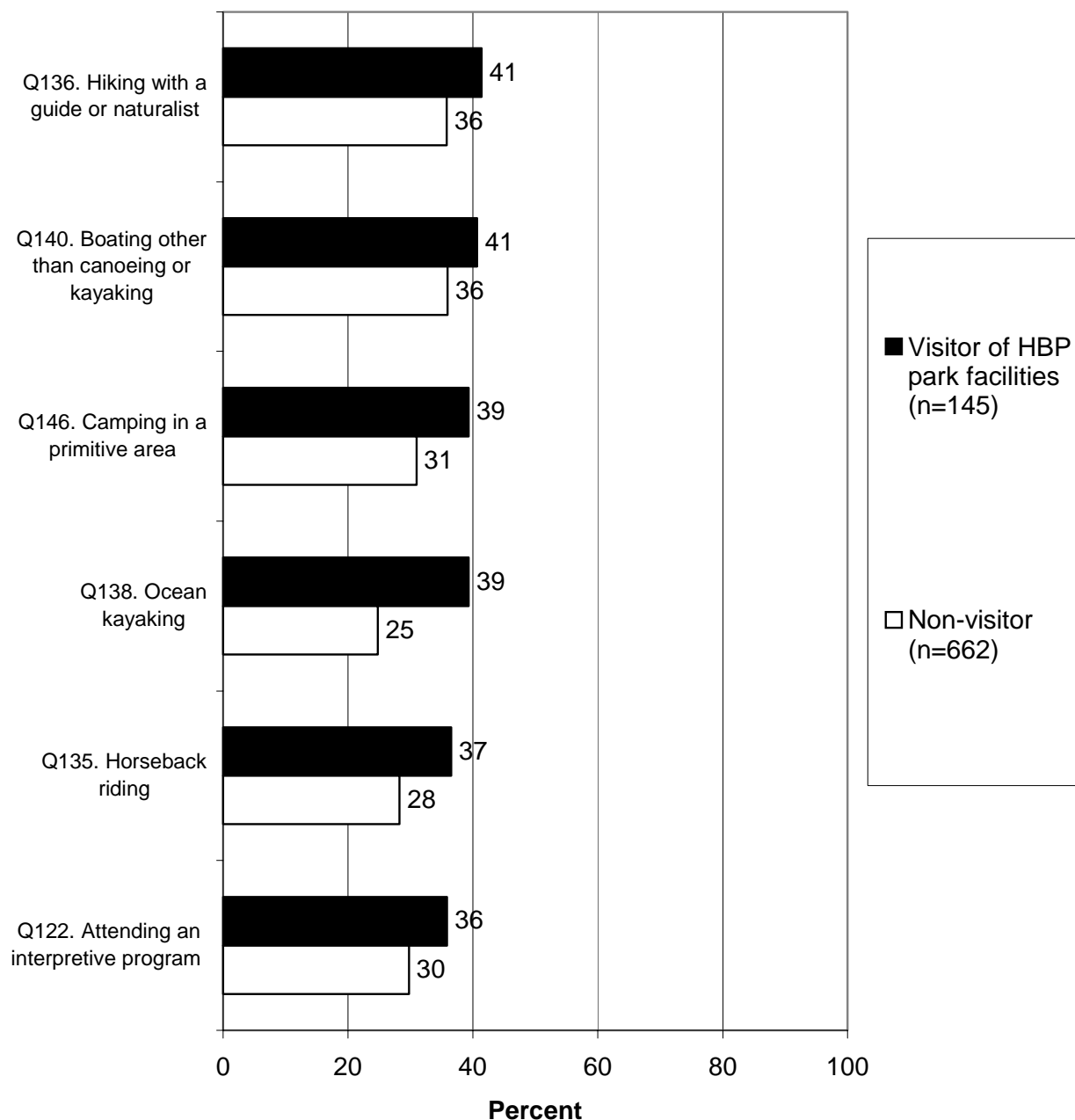
**Percent who indicated that they are very interested  
in participating in the following activities in the  
next 2 years at an  
HBP park facility.  
(Part 2.)**



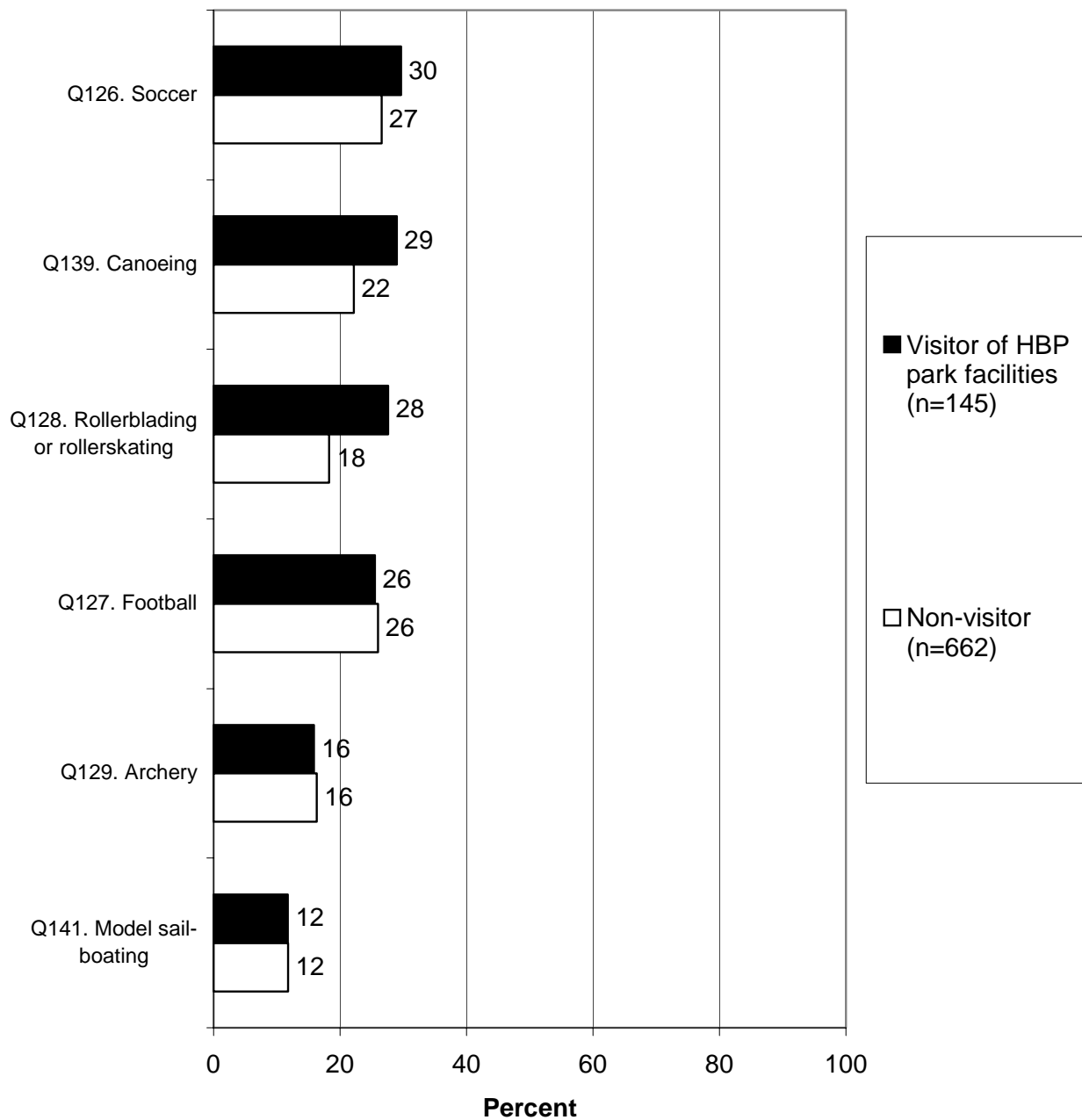
**Percent who indicated that they are very interested  
in participating in the following activities in the  
next 2 years at an  
HBP park facility.  
(Part 3.)**



**Percent who indicated that they are very interested  
in participating in the following activities in the  
next 2 years at an  
HBP park facility.  
(Part 4.)**

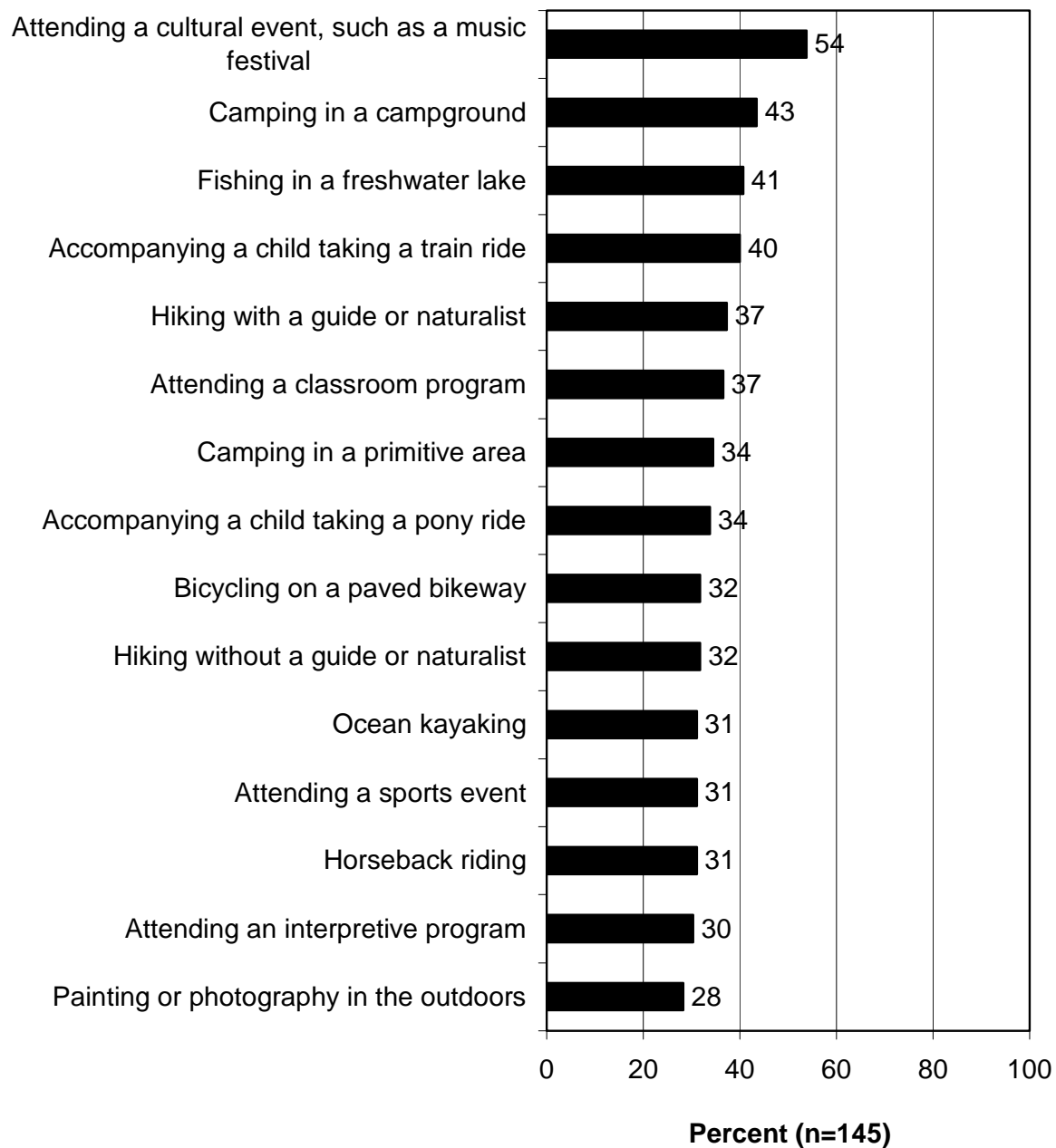


**Percent who indicated that they are very interested  
in participating in the following activities in the  
next 2 years at an  
HBP park facility.  
(Part 5.)**

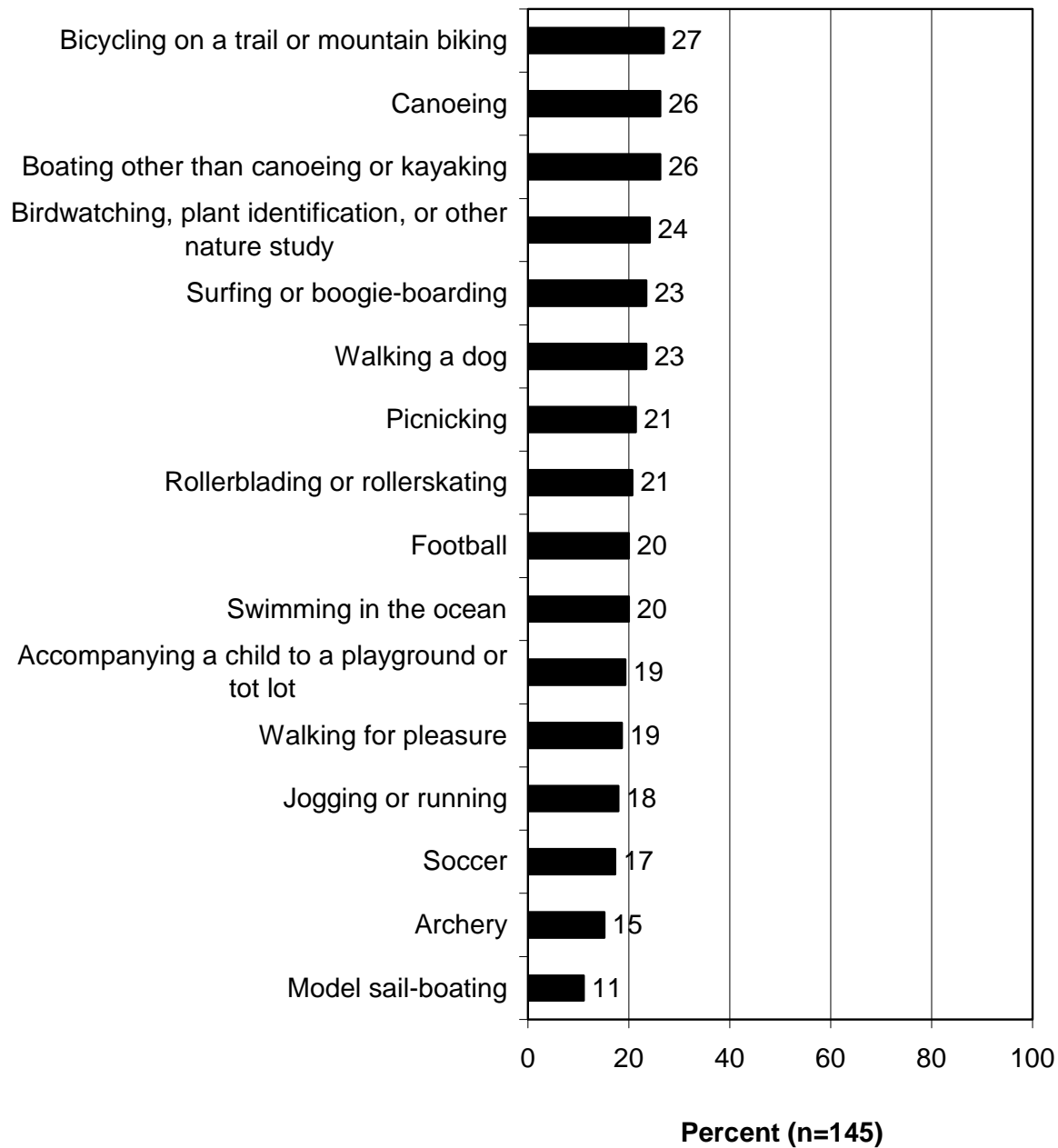




**Latent demand among park users for various activities at HBP park facilities (percent interested in participating minus percent who did participate in each activity).  
(Part 1.)**



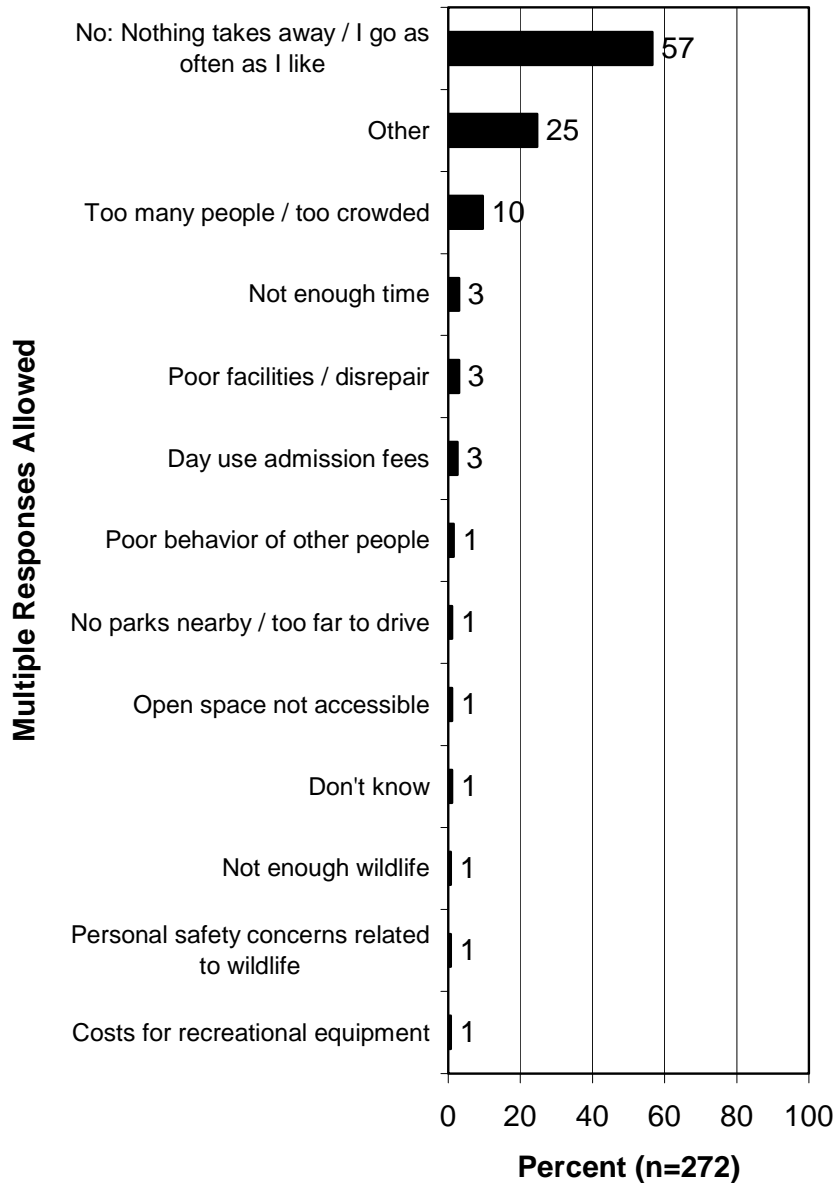
**Latent demand among park users for various activities at HBP park facilities (percent who plan to participate minus percent who did participate in each activity).  
(Part 2.)**



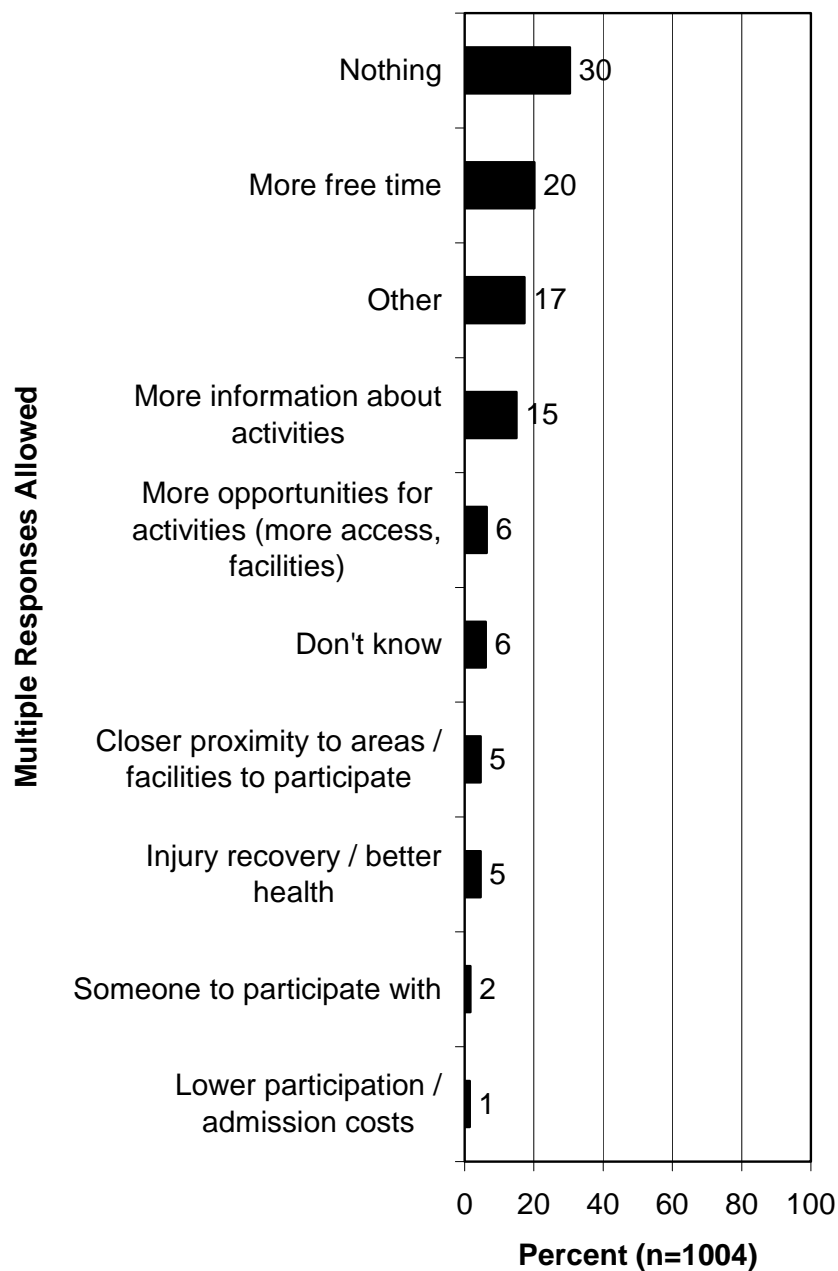
## **CONSTRAINTS TO PARTICIPATING IN OUTDOOR RECREATION AT HBP PARK FACILITIES**

- The majority of HBP park users (57%) do not experience any major problems hindering their enjoyment of park facilities. Just 10% of park users identified overcrowding as a source of dissatisfaction on park visits.
- Nearly a third of Orange County residents (30%) indicated that nothing would encourage them to participate or to participate more actively in HBP park activities.
  - A fifth of respondents (20%) named more free time as a factor that would encourage them to participate in HBP park activities more often, while 15% of Orange County residents indicated that receiving more information about activities would likely encourage their involvement.
  - Those who said that receiving more information about activities would likely encourage their involvement were positively correlated with the following characteristics:
    - not knowing where to go is a reason for not having visited an HBP facility in the last 12 months, and knew a little or nothing about HBP park facilities before this survey
    - the most recent visit to an HBP park facility was planned in advance
    - received or picked up a brochure when deciding on which HBP park facility to visit
    - has lived in Orange County the median number of years or less
    - age is median (48) or below
    - total household income before taxes last year was \$120,000 or more
    - has children 17 or younger living in the household

**Q251. In general, are there any things that take away from your satisfaction while visiting HBP park facilities, or cause you not to go as much as you'd like? (Asked of those who visited an HBP facility in the last 12 months.)**



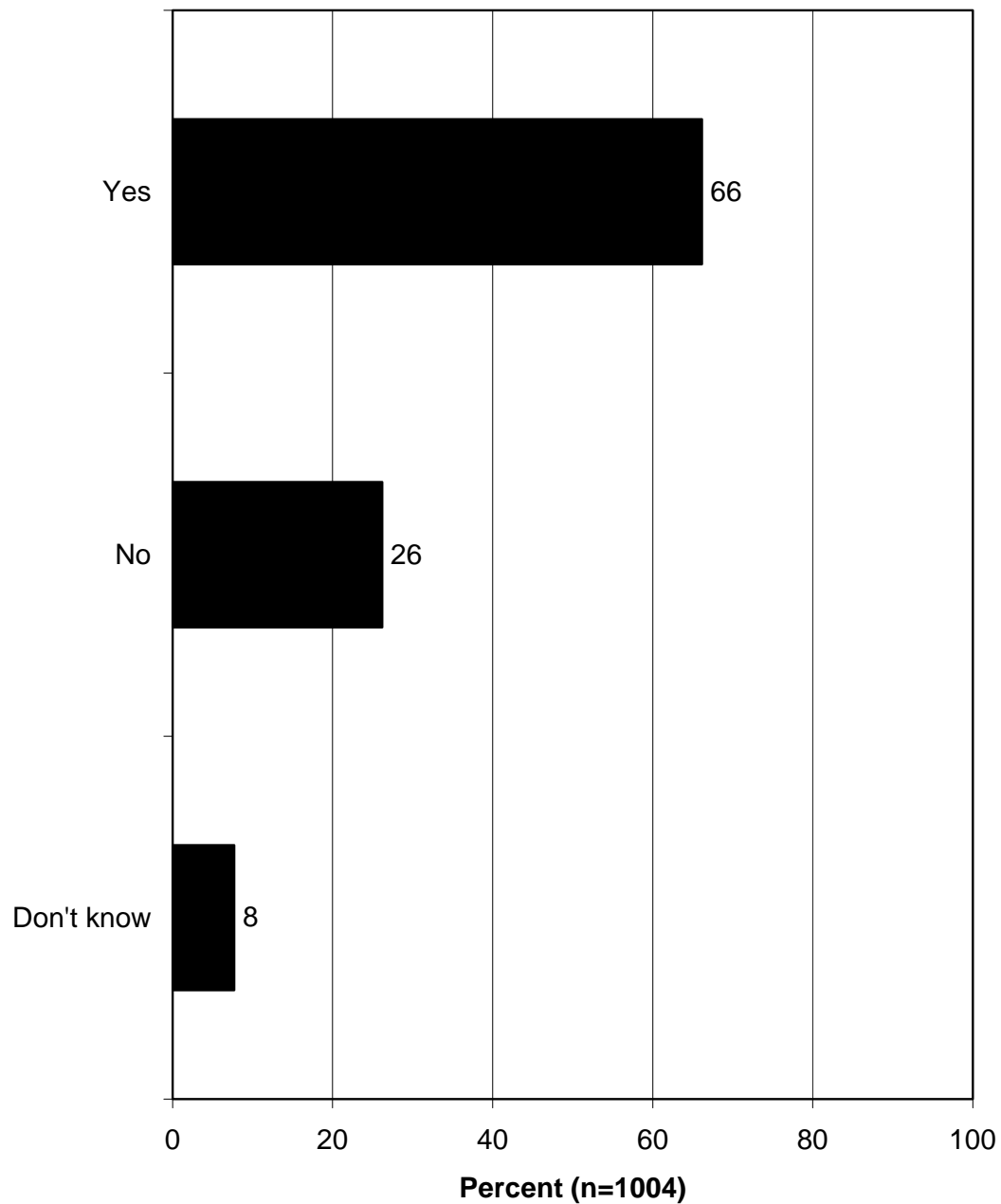
**Q255. What, if anything, would encourage you to participate or to participate more actively in HBP park activities?**



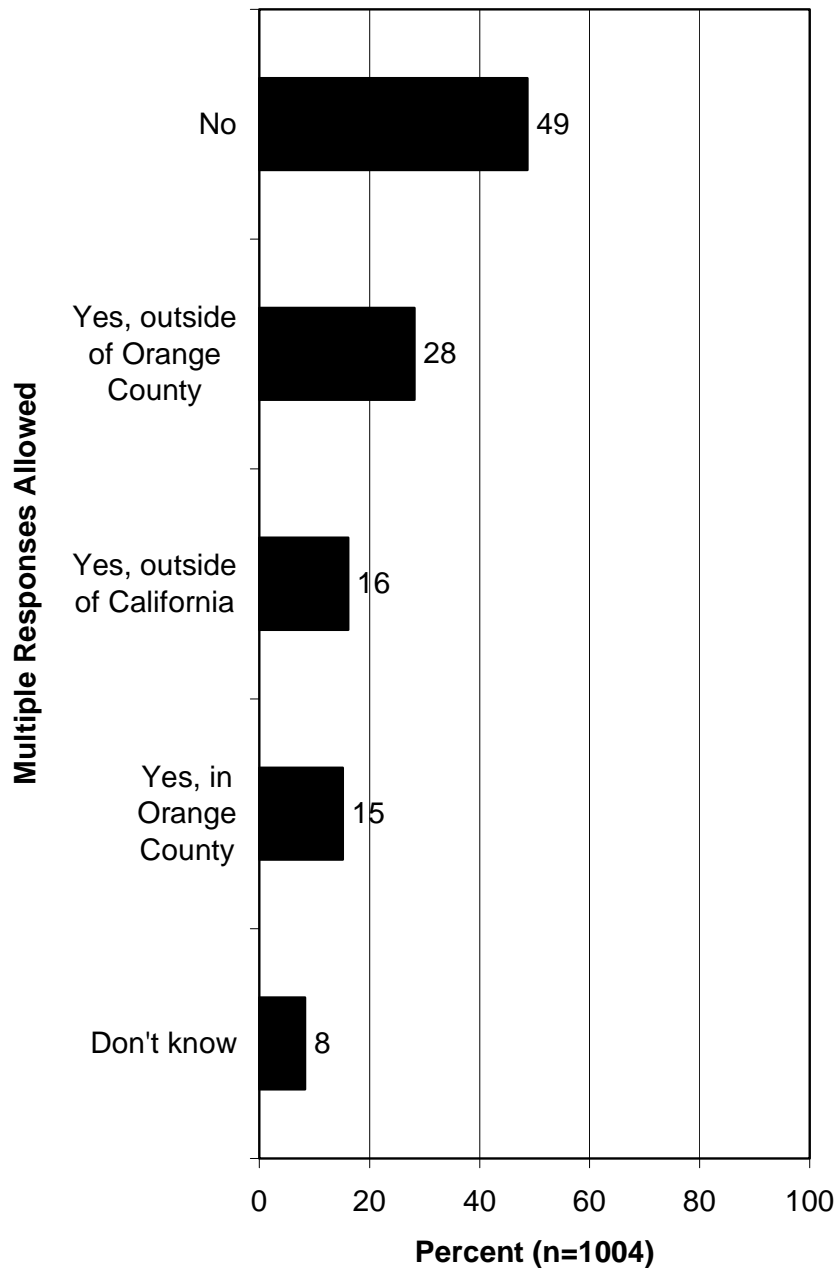
**ADDITIONAL PARKS VISITED BY ORANGE COUNTY RESIDENTS**

- Orange County residents were asked about their visits to City, State, and National Parks. A majority of Orange County residents (66%) visited a City park in the 12 months prior to the survey. More than a quarter of residents (28%) had visited a State or National park outside of Orange County, while 16% had visited a State or National park outside of California. State or National parks within Orange County were visited by 15% of respondents in the 12 months prior to the survey.
- Most Orange County residents (67%) do not personally, nor does anybody in their household, participate in an organized sporting league that uses a City park, HBP park, or schoolyard; otherwise, City parks (18%) and schoolyards (13%) are most commonly used for organized sporting leagues.
- The mean number of days for HBP park visits among those who visited an HBP park was 38.3, while the mean number of days for City park visits was 34.1. The mean number of days for State and National park visits among Orange County residents fell well below these averages, at 8.7.

**Q327. Have you visited a City park in Orange County within the last 12 months?**

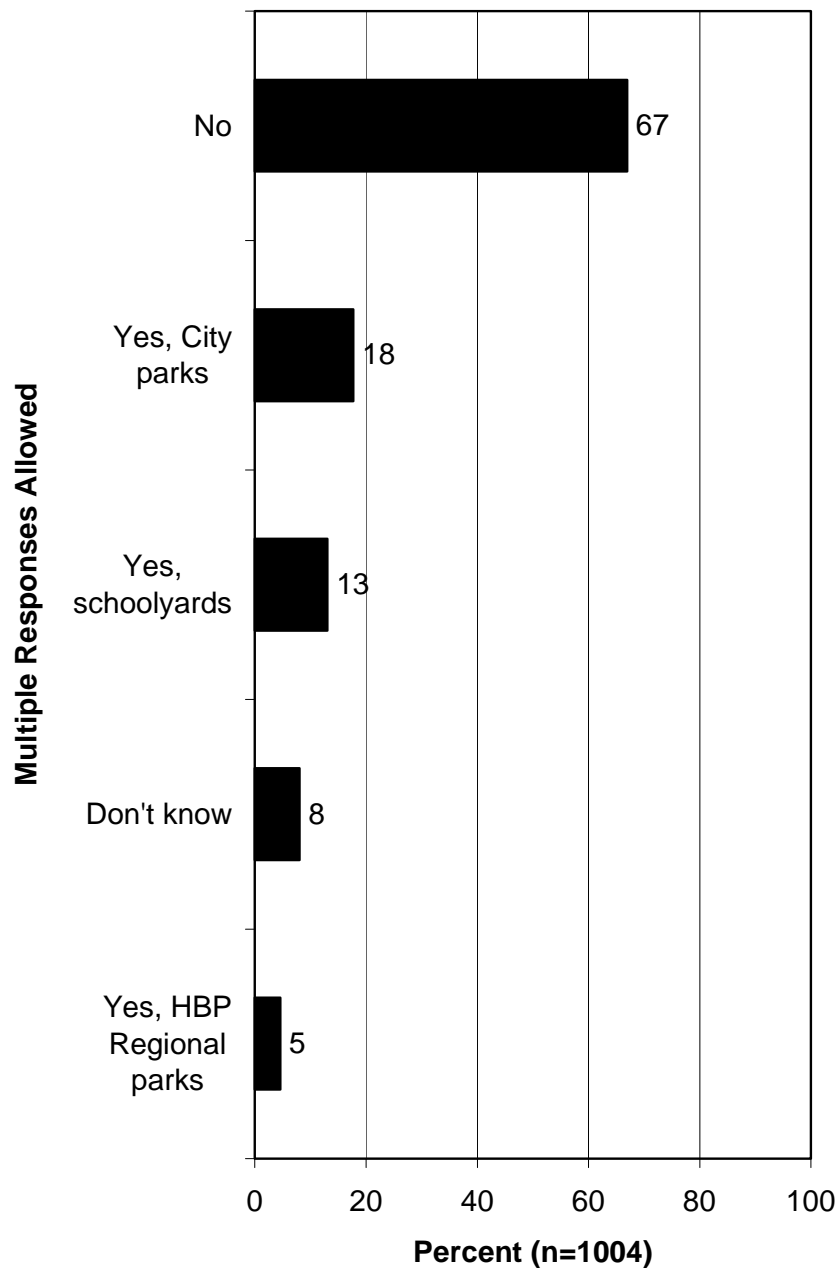


**Q335. Have you visited any State or National parks  
in the last 12 months in Orange County or  
anywhere else?**

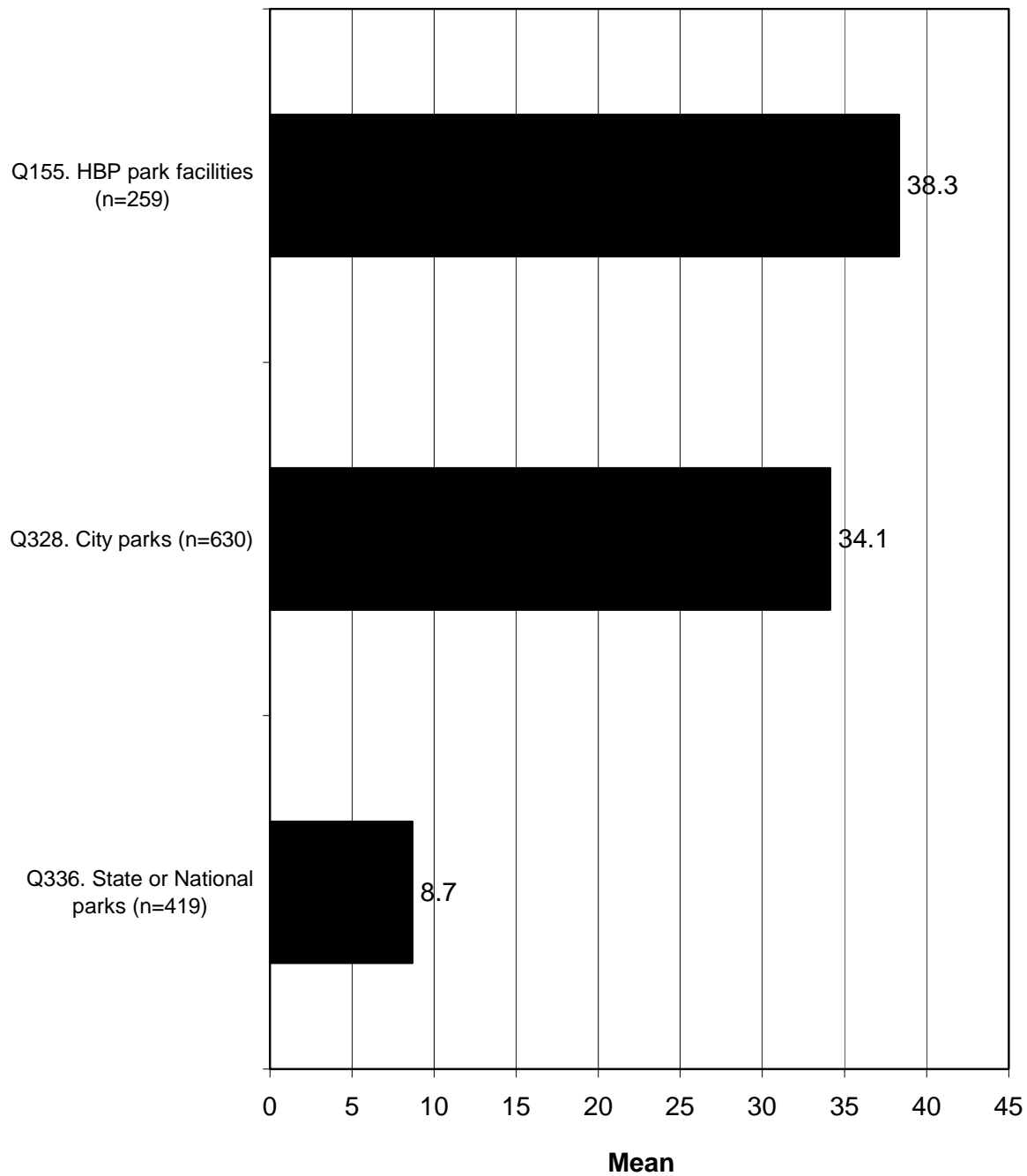




**Q332. Do you or does any member of your household currently participate in an organized sporting league that uses City parks, HBP Regional parks, or schoolyards for its fields?**



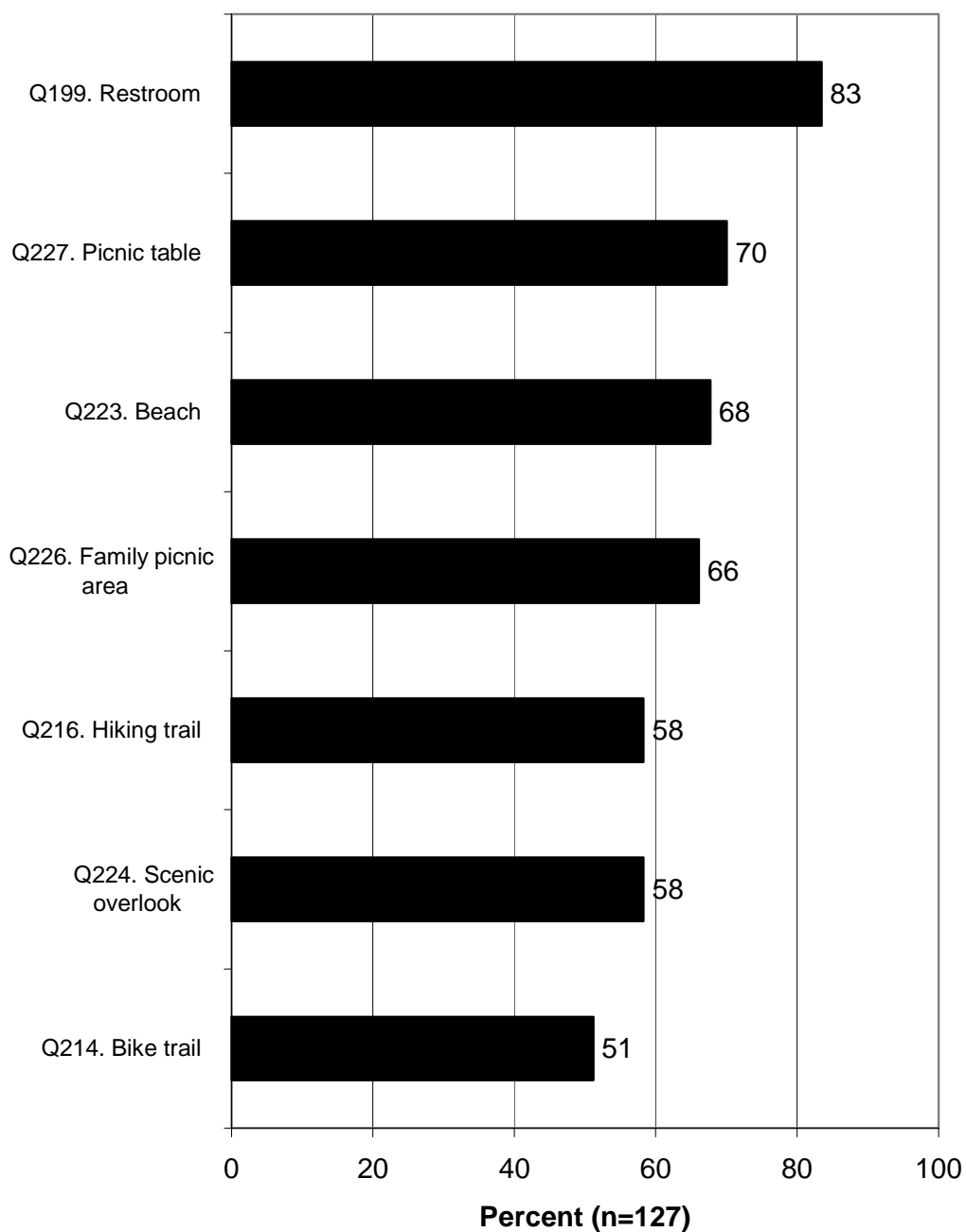
**Mean days visiting HBP, City, and State/National parks. (Excludes respondents who said "Don't know.")**



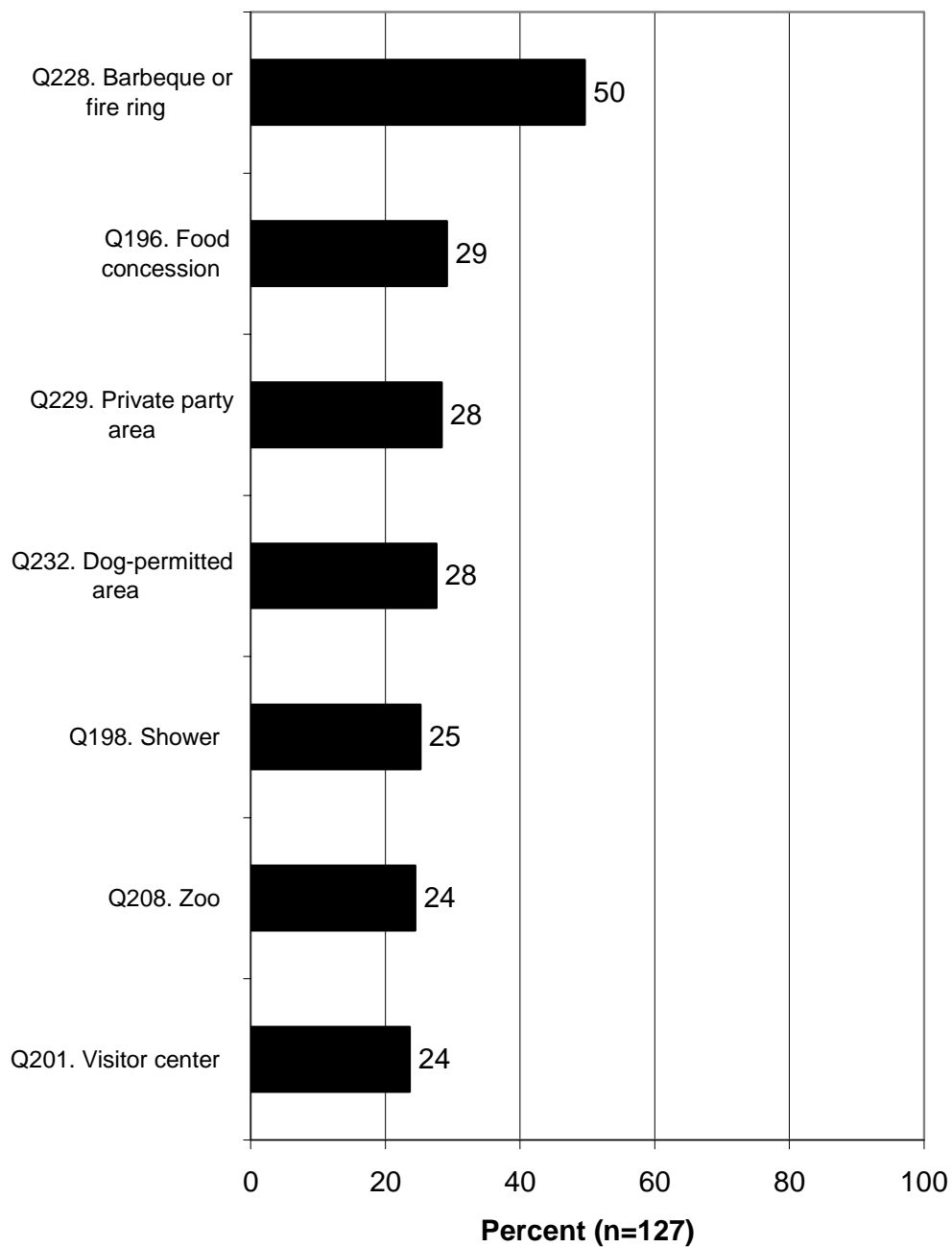
## **AMENITIES USED AT HBP PARK FACILITIES**

- The top utilitarian amenities that are used at HBP park facilities are restrooms (used by 83% of park visitors), picnic tables (70%), family picnic areas (66%), and barbeque/fire rings (50%). The top aesthetic/recreational amenities used at HBP park facilities are beaches (68%), hiking trails (58%), scenic overlooks (58%), and bike trails (51%). The complete listing of the percentage who use the various amenities is shown in the following graphs.
- In general, less specialized amenities, such as restrooms and picnic tables, are the most used, while more specialized amenities, such as equestrian camping areas and radio-controlled glider areas, are used by lower percentages of Orange County residents.

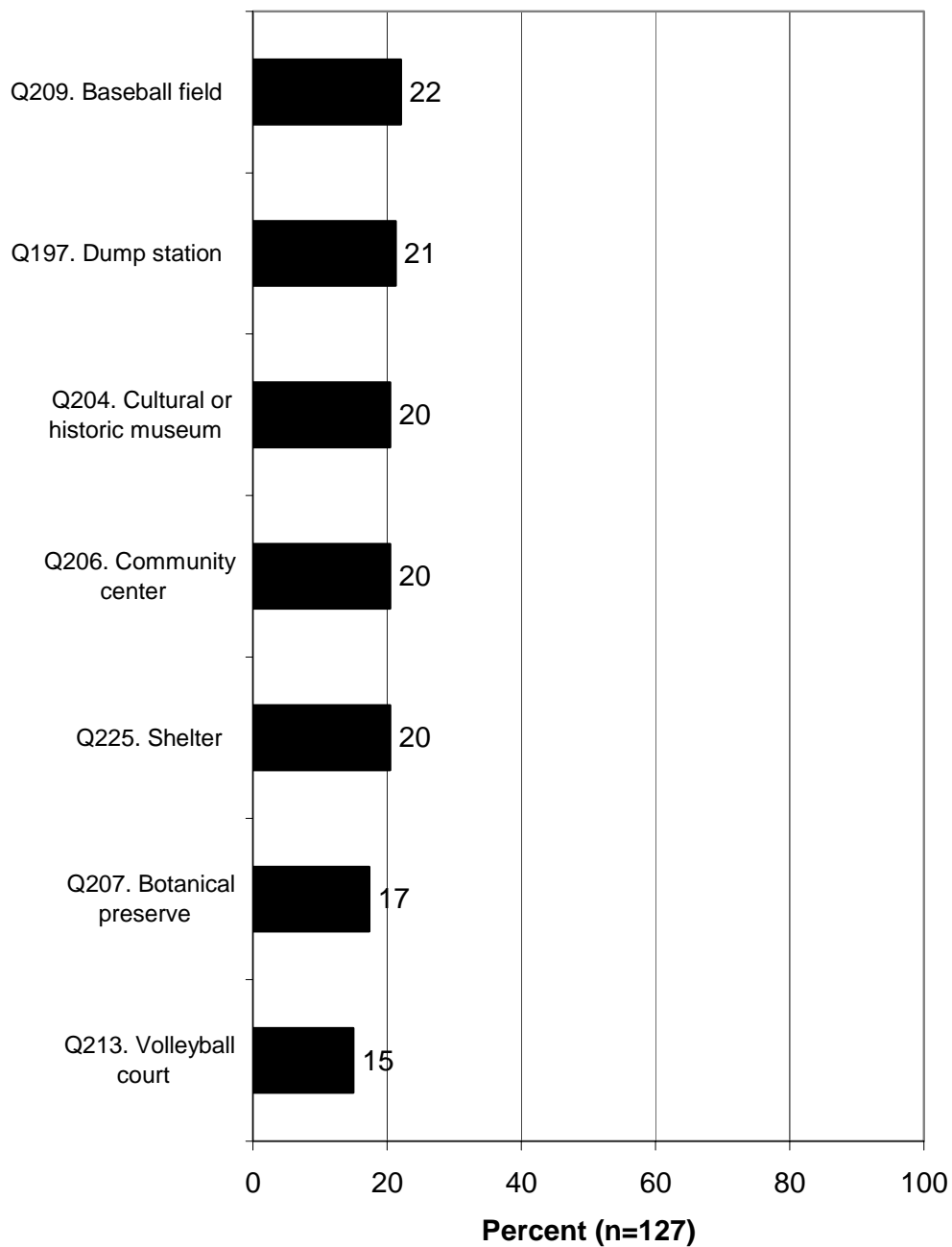
**Percent who used the following features while  
visiting HBP park facilities in the last 12 months.  
(Among those who visited an HBP facility in the  
last 12 months.)  
(Part 1.)**



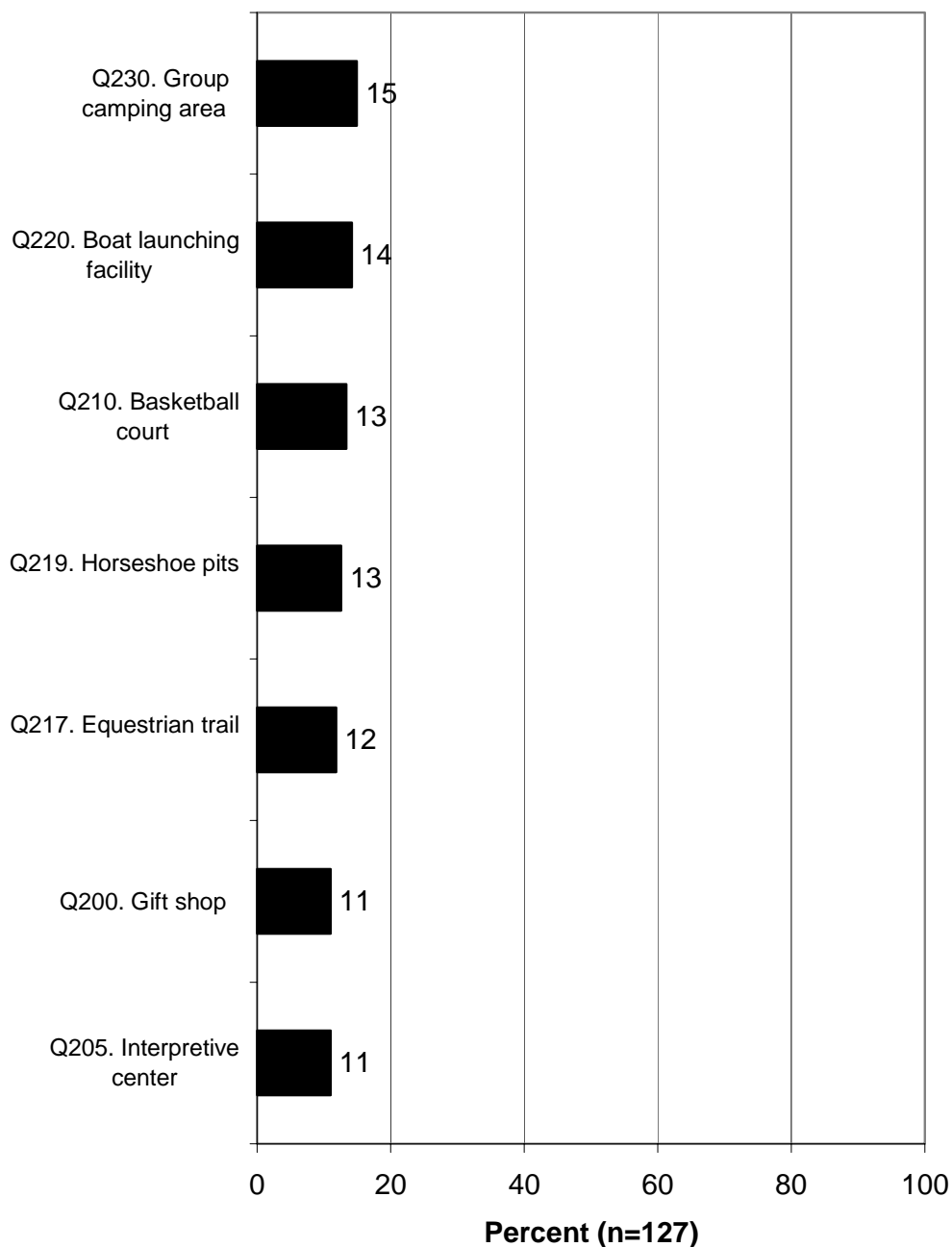
**Percent who used the following features while  
visiting HBP park facilities in the last 12 months.  
(Among those who visited an HBP facility in the  
last 12 months.)  
(Part 2.)**



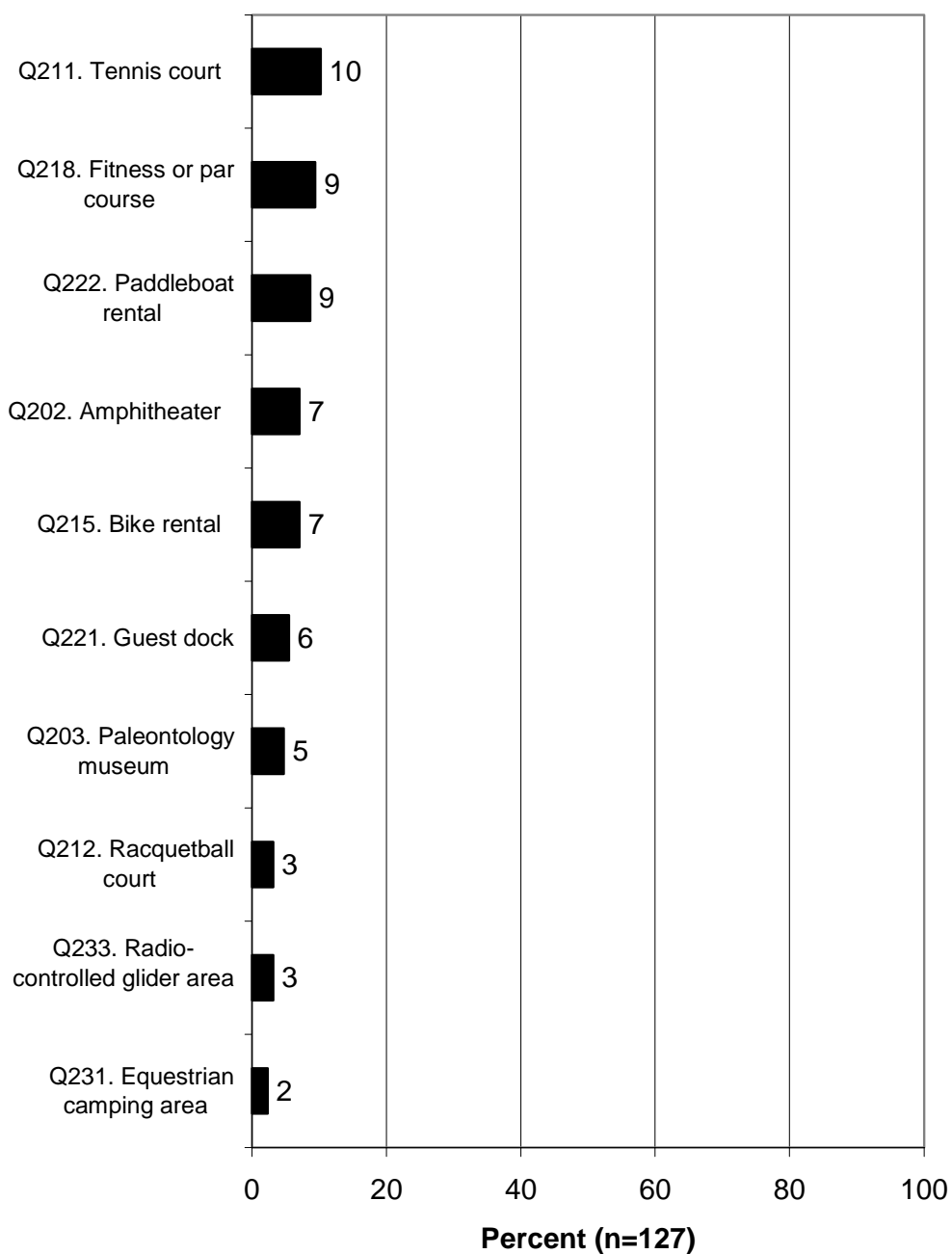
**Percent who used the following features while  
visiting HBP park facilities in the last 12 months.  
(Among those who visited an HBP facility in the  
last 12 months.)  
(Part 3.)**



**Percent who used the following features while  
visiting HBP park facilities in the last 12 months.  
(Among those who visited an HBP facility in the  
last 12 months.)  
(Part 4.)**



**Percent who used the following features while  
visiting HBP park facilities in the last 12 months.  
(Among those who visited an HBP facility in the  
last 12 months.)  
(Part 5.)**

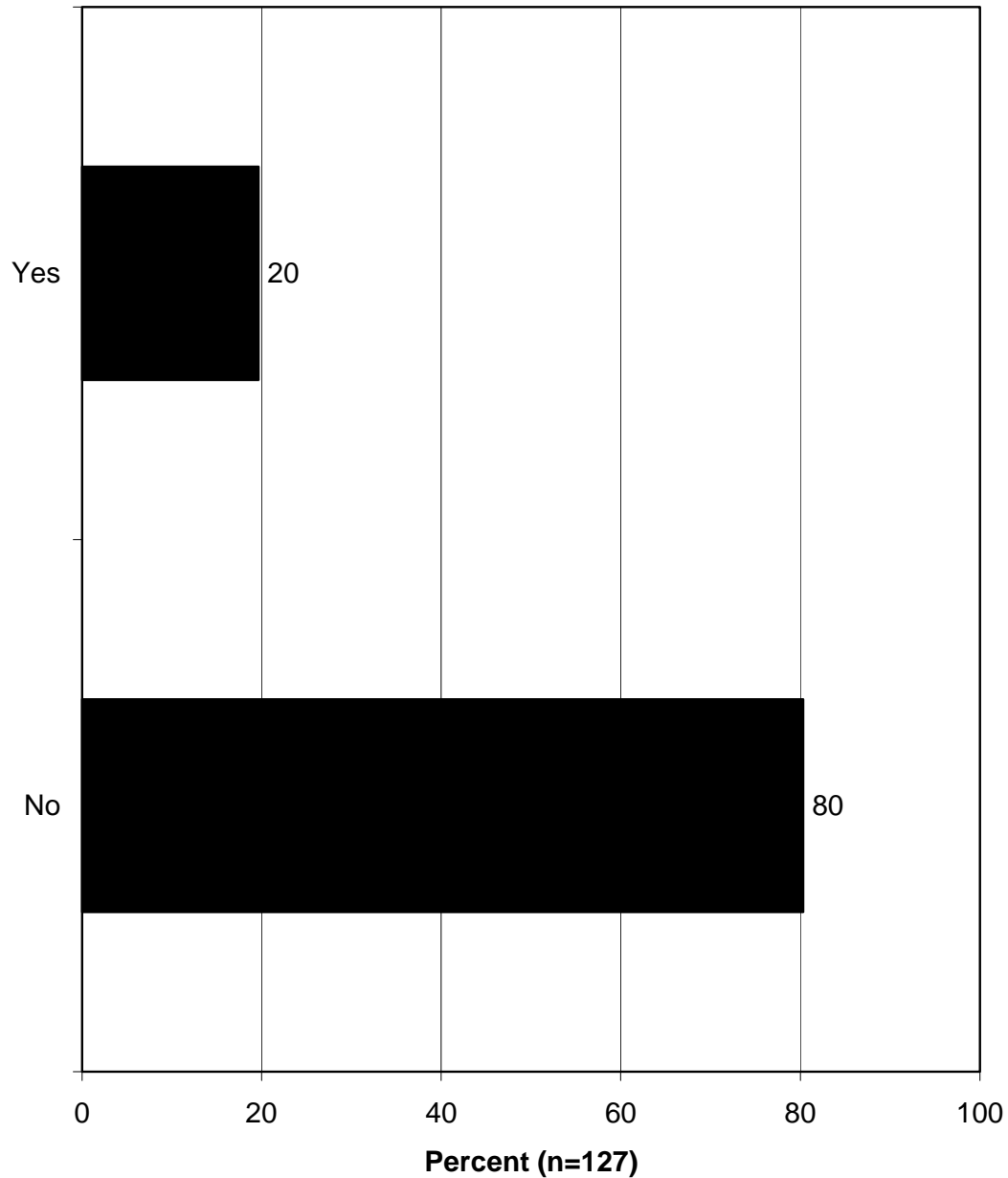




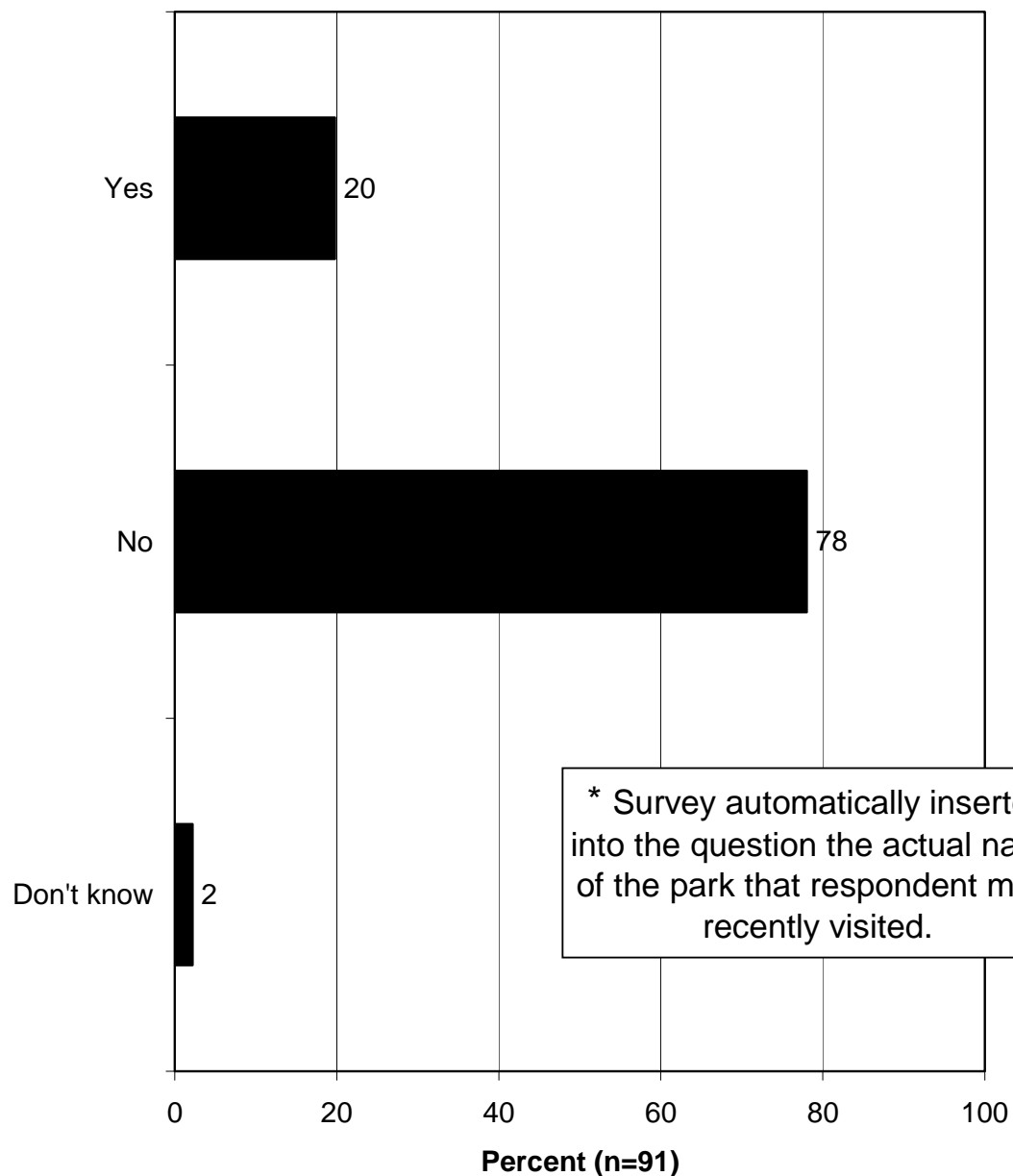
## AMENITIES SOUGHT AT HBP PARK FACILITIES

- Most Orange County residents appear to be satisfied with the HBP park system, as 80% said that HBP park facilities do *not* lack any features or facilities that they would like to see added.
  - In a follow-up question among those who said that they would like to see something added, respondents most commonly said that they would like to add restrooms to HBP parks; otherwise, no more than two respondents named any one feature or facility that needs to be added, such as food concessions, bike trails, or dump stations.
- When asked about the specific park most recently visited, respondents again appear to be satisfied, as 78% say that the HBP park that they most recently visited does *not* lack any features or facilities that they would like to see added.
  - The desired facilities that respondents would like to see added to the specific park they most recently visited are a scattershot of features and facilities, such as an amphitheater, dump stations, or interpretive centers, but no single feature or facility was named by more than one respondent in the follow-up question.

**Q234. In general, are HBP park facilities currently lacking any features or facilities that you would like to see added? (Asked of those who visited an HBP facility in the last 12 months.)**



**Q242. Is [PARK MOST RECENTLY VISITED]\*  
currently lacking any features or facilities that you  
would like to see added? (Asked of those who  
named an HBP park as their most recently visited  
park.)**



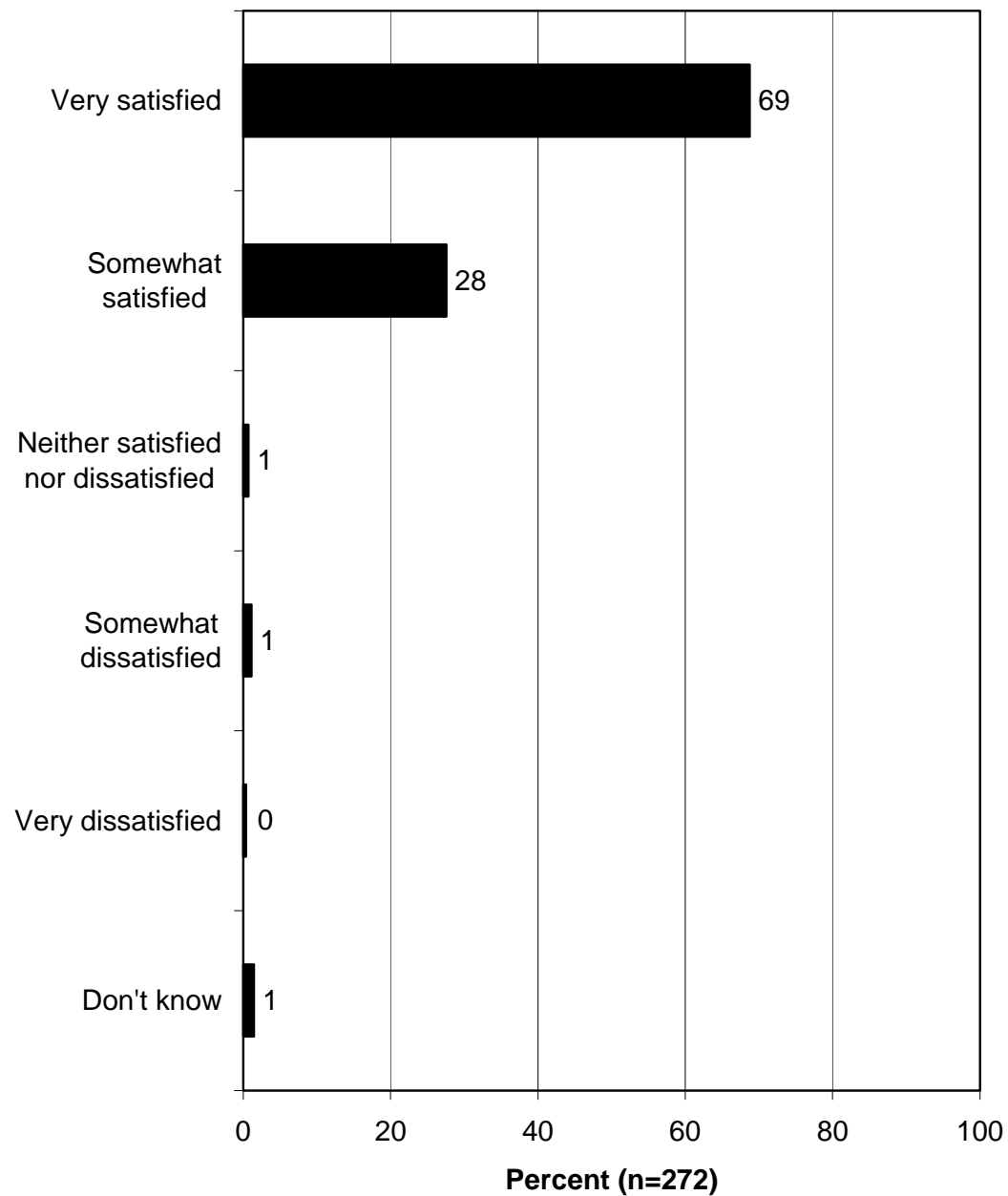
## SATISFACTION WITH AND RATINGS OF HBP PARK FACILITIES AND RELATED ASPECTS OF HBP PARK FACILITIES

- Overall, Orange County residents' ratings regarding HBP park facilities are positive: 97% of those who visited an HBP park facility are satisfied (mostly *very* satisfied) with their experiences at Orange County park facilities. Furthermore, 95% of them rated their *most recent visit* to an HBP park facility as excellent or good (with 58% saying excellent). Additionally, 90% rated the quality of appearance and cleanliness at the HBP park they most often visit as excellent or good, while only 1% rated it poor. Park rangers also are highly rated, with 57% of Orange County residents rating their performance as excellent or good, and only 1% giving a poor rating (note that 36% answered, "Don't know"). Likewise, HBP's on-site maintenance personnel are positively rated: 59% rated their performance as excellent or good, and only 1% gave a poor rating (31% did not know). Finally, satisfaction (58%) far exceeds dissatisfaction (6%) with current directional and interpretive signage at HBP parks.
- The survey asked Orange County residents to rate the HBP Division's performance in providing certain values of HBP park facilities. These results are discussed in detail in the section of this report titled, "Ratings of Values of HBP Park Facilities and Performance of Staff in Providing Those Values." Suffice it to say here that the mean ratings of Division performance in providing those values is at 7.0 or higher for eight of the nine values discussed, while the lowest mean is 6.3, well above the midpoint of 5. This demonstrates that the performance of the HBP Division is well regarded.
- Satisfaction (63%) far exceeds dissatisfaction (12%) with the current levels of access to wilderness areas in Orange County.
  - Common reasons for being satisfied include that the respondent had no problems or that the respondent says that access is easy.
  - Common reasons for dissatisfaction include lack of enough roads or trails, not being able to easily find roads and trails, or crowding at the access sites.

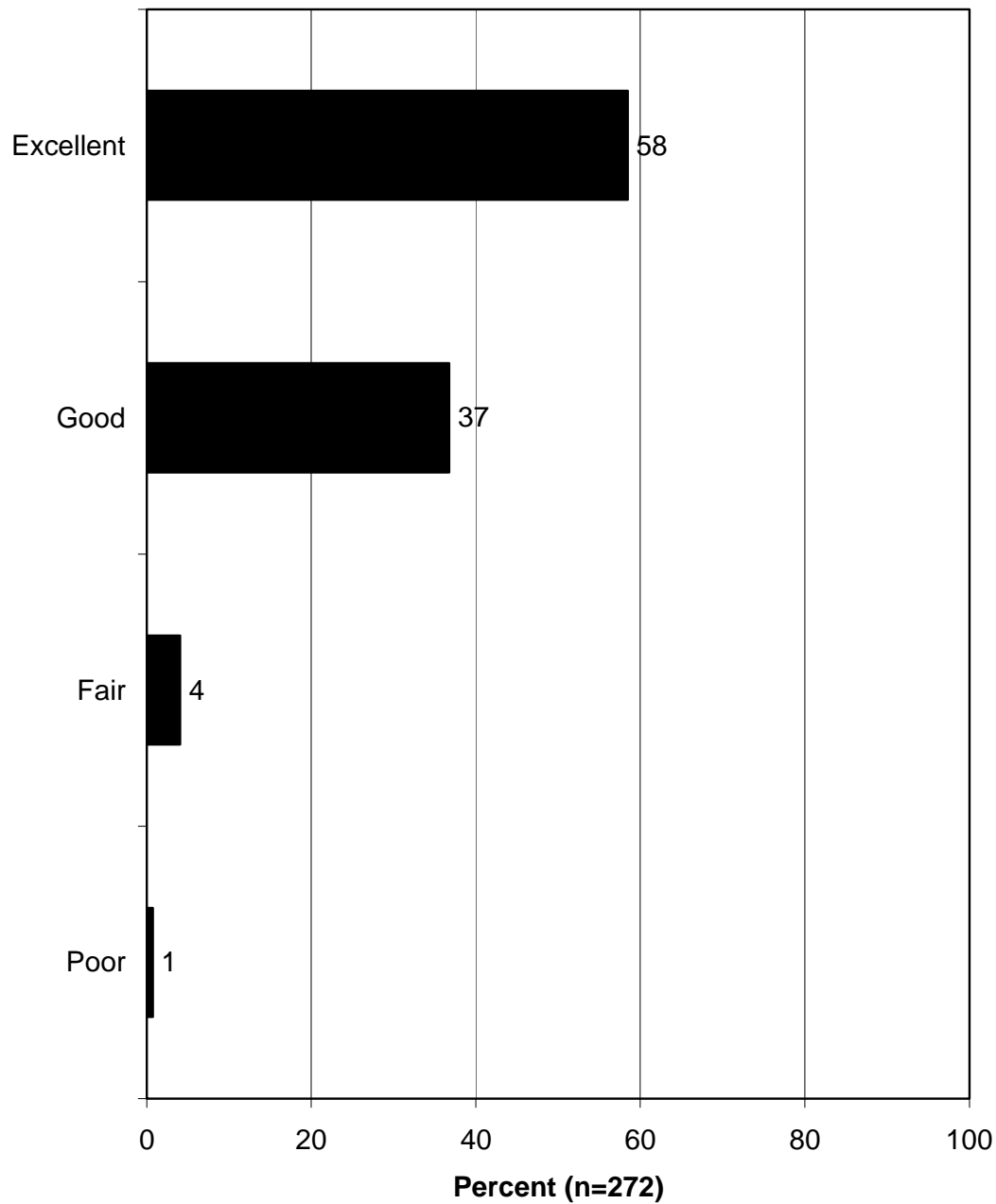
- Orange County residents overwhelmingly feel safe at HBP parks, as 98% felt safe on their last visit (with 81% saying *very safe*).
  - Common reasons for feeling safe include that the respondent encountered no problems or reasons to feel otherwise, that there were plenty of other park visitors, and the presence of park rangers.
  - The extremely low number of those who felt unsafe were asked for their reasons, and fear of wild animals and people acting suspiciously were the common reasons for feeling unsafe.
  
- Nearly half of Orange County residents (47%) say that there is about the right amount of HBP park facilities; otherwise, those saying that there are too few (33%) far exceed those saying that there are too many (2%). Additionally, Orange County residents more often agree (63%) than disagree (17%) that current HBP park facilities meet the needs of Orange County residents.
  - Although a majority of residents agree that current HBP park facilities meet the needs of Orange County residents, support (59%) for a bond measure to add more park facilities and/or to increase programs exceeded opposition (22%) by almost 3 to 1.
  - Those who said that there are too few HBP facilities are positively correlated with the following:
    - supports a bond measure to add more park facilities or to increase current HBP park programs
    - knew a great deal or moderate amount about the HBP Division before this survey, and knew a great deal or moderate amount about HBP park facilities before this survey
    - feels the current fees for parking in HBP park facilities are too low
    - has a post-graduate degree
    - has lived in Orange County for the median number of years (25) or more
    - is male
    - one-way travel to visit an HBP park facility is above the median number of minutes
  - Support for a bond measure is positively correlated with the following characteristics:
    - thinks that Orange County has too few HBP park facilities and that current HBP park facilities do not meet the needs of Orange County residents
    - has children 17 or younger living in the household
    - age is median (48) or below
    - total household income before taxes last year is less than \$120,000
    - is renting place of residence

- has lived in Orange County for median number of years (25) or less
    - has a post-doctorate degree
  - Opposition for a bond measure is positively correlated with the following characteristics:
    - thinks that Orange County has about the right amount of HBP park facilities
    - is retired
    - age is above the median (48)
    - does not have children 17 or younger living in the household
    - is white
    - has lived in Orange County for the median number of years (25) or more
    - total household income before taxes last year between \$120,000 or more
- Overall, 9% of those who used an HBP park in the past 12 months made reservations for at least one of their visits to a park (6% made a day-use reservation, and 4% made an overnight reservation—this sums to more than 9% because some people made more than one reservation). Overwhelmingly, those who made a reservation were satisfied with the reservation process (60% were *very* satisfied, and 32% were somewhat satisfied).
- About half of those who made a reservation did so by telephone (48%), and about a third did so on-line (36%), while a small percentage (16%) did so at the park itself.
- Despite the high satisfaction with HBP parks among Orange County residents, a substantial percentage (28%) of Orange County residents say that parking fees are too high; most commonly, however, they say that the fees are about right (40%).
- More Orange County residents say that current fees for annual passes are about right (32%) than say that they are too high (15%); note that more than half answered that they did not know.

**Q325. Overall, were you satisfied or dissatisfied with your experiences at Orange County park facilities? (Asked of those who visited an HBP facility in the last 12 months.)**

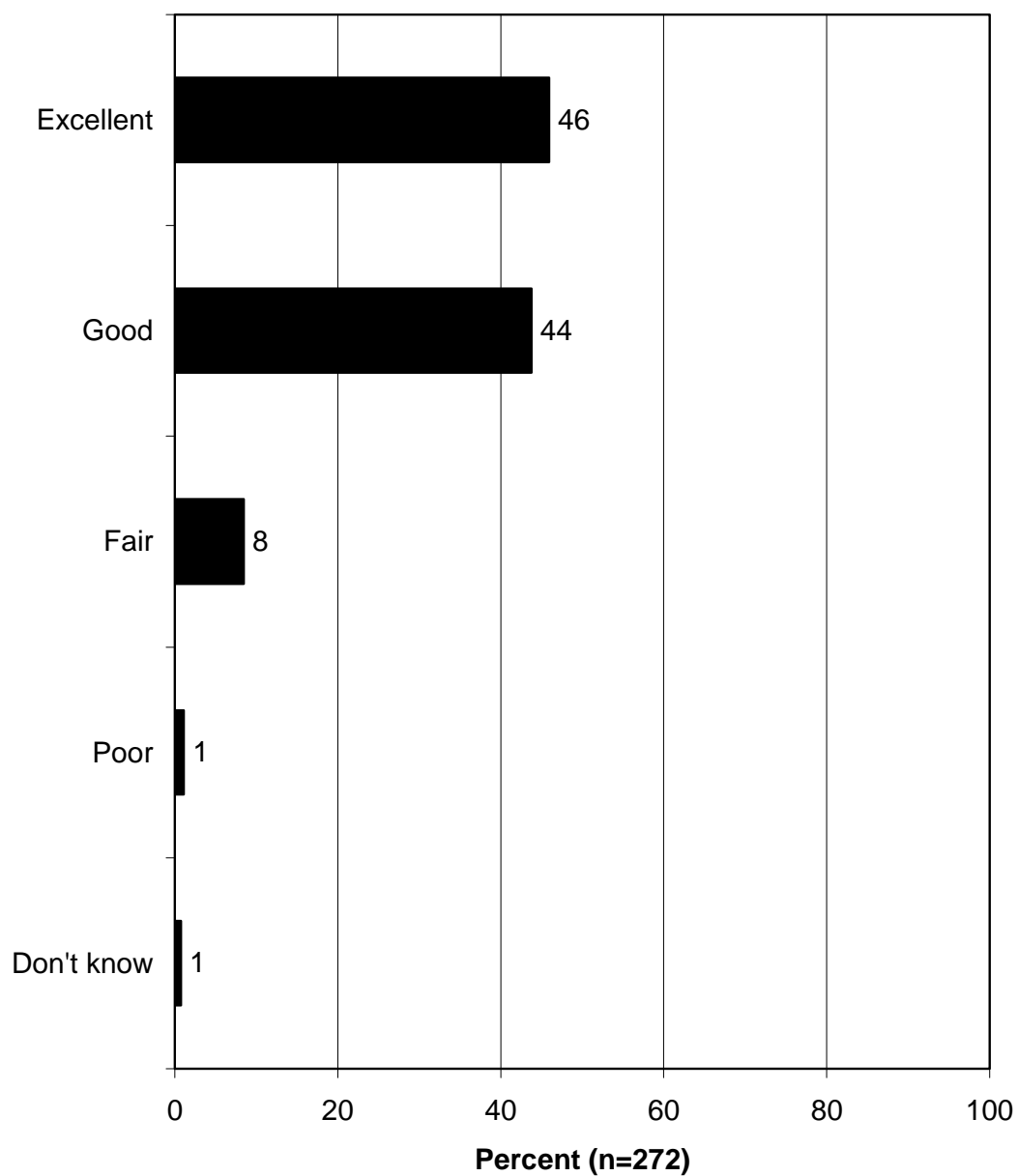


**Q166. Overall, would you rate your most recent visit to an HBP park facility as excellent, good, fair, or poor?  
(Asked of those who visited an HBP facility in the last 12 months.)**

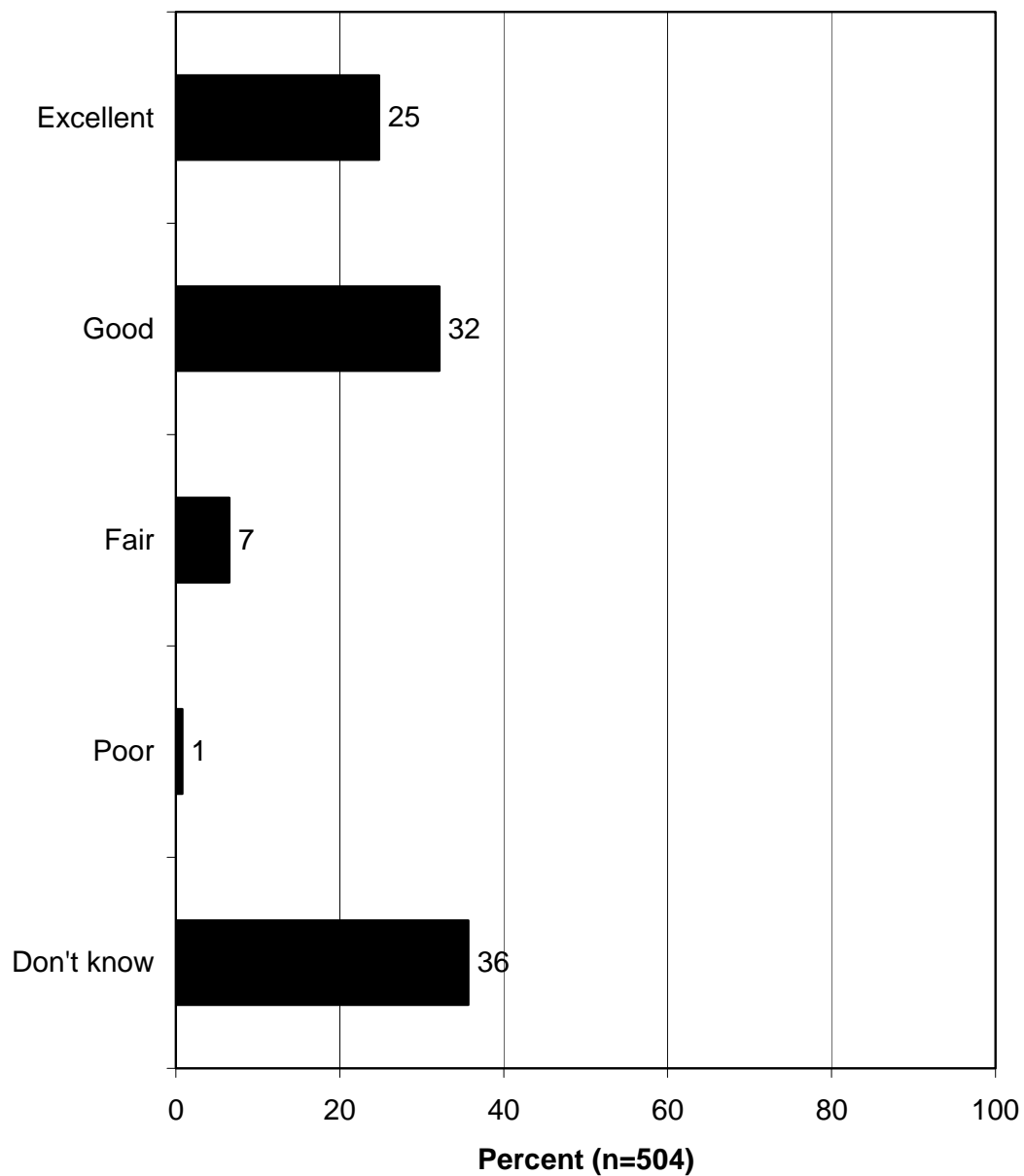




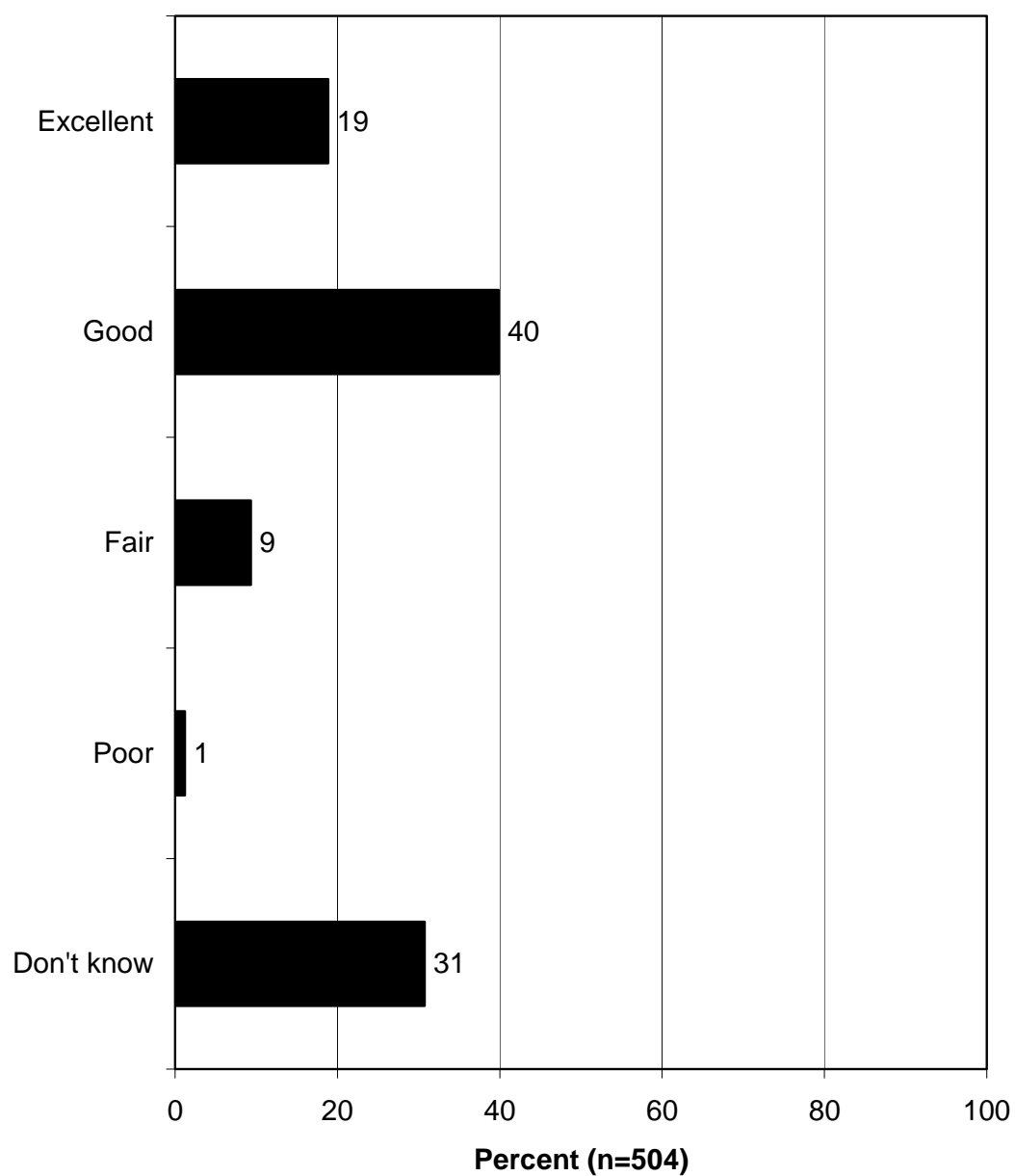
**Q288. In general, how would you rate the overall quality of appearance and cleanliness of the HBP park facilities you visit most often? (Asked of those who visited an HBP facility in the last 12 months.)**



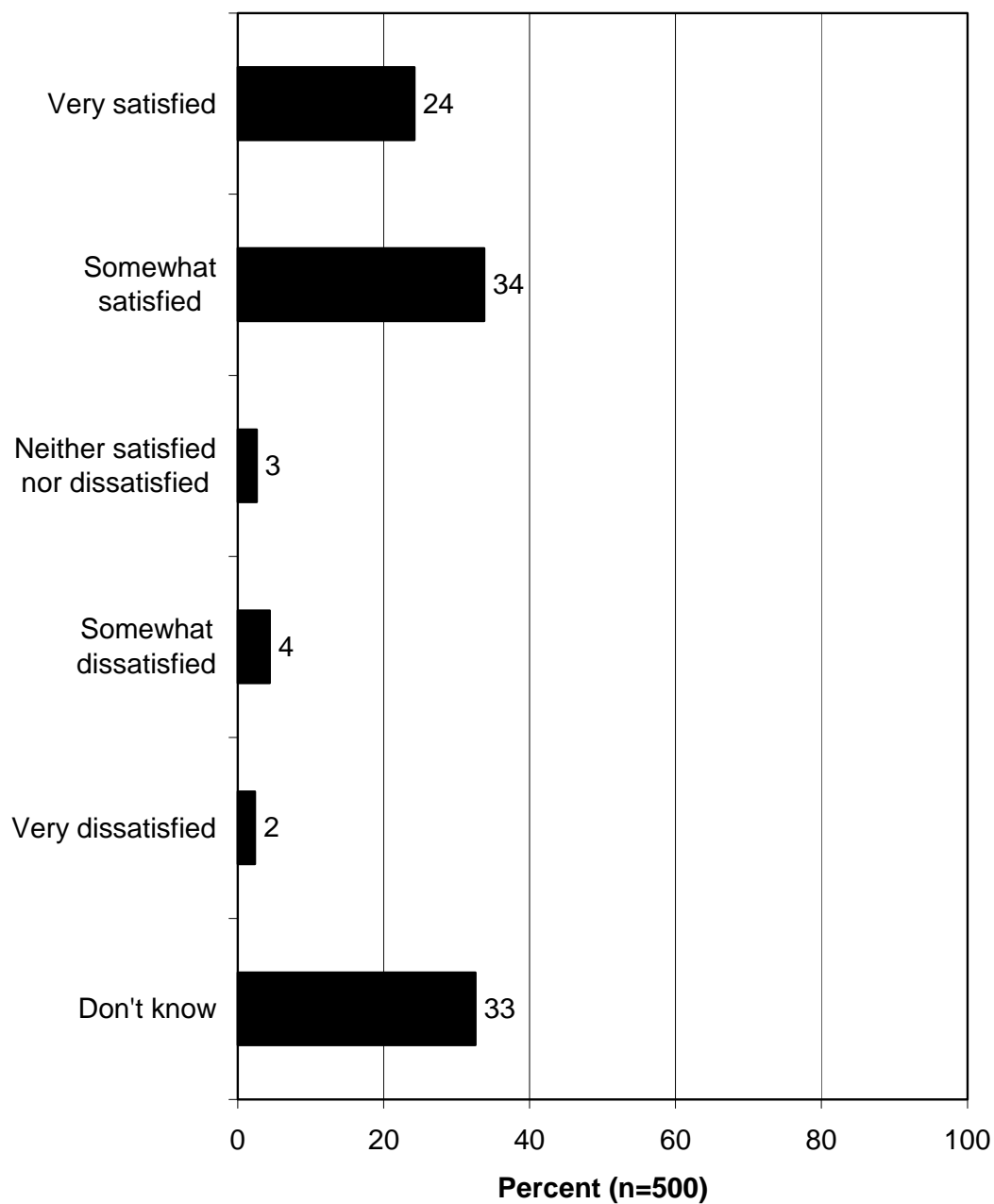
**Q305. How would you rate the overall performance of HBP park rangers? Would you say excellent, good, fair, or poor?**



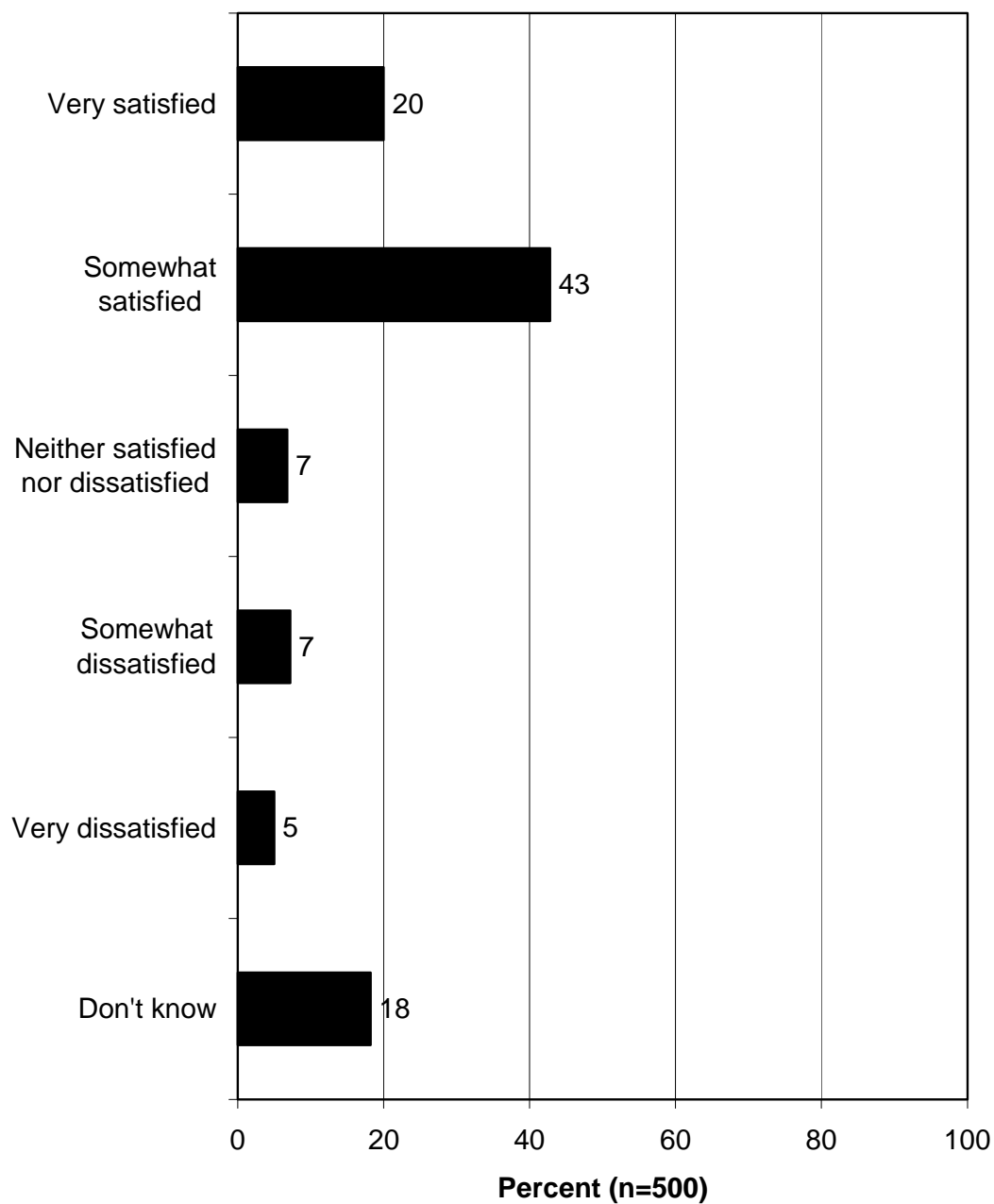
**Q306. How would you rate the overall performance of HBP's on-site maintenance personnel?**



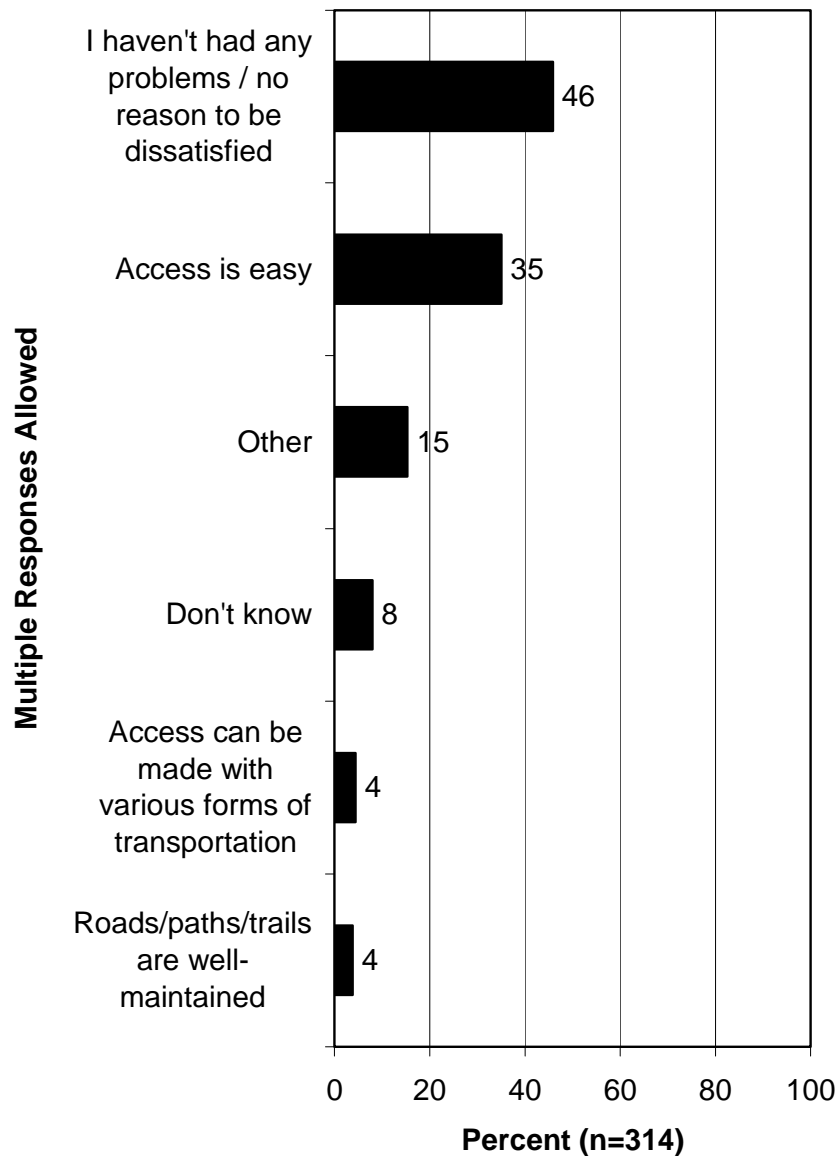
**Q304. How satisfied or dissatisfied are you with the current directional and interpretive signage at HBP parks?**



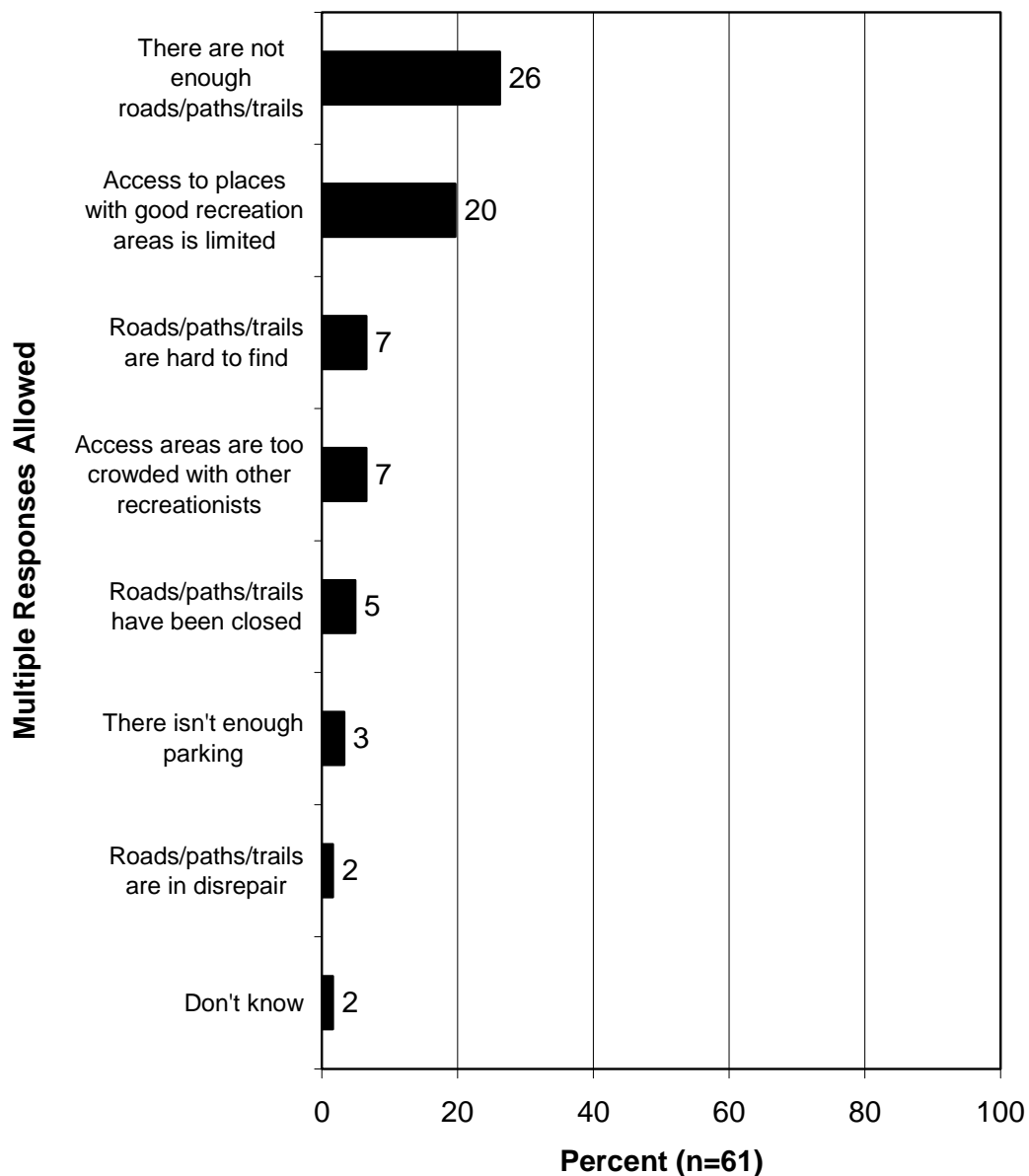
**Q295. How satisfied or dissatisfied are you with current levels of public access to wilderness areas in Orange County?**



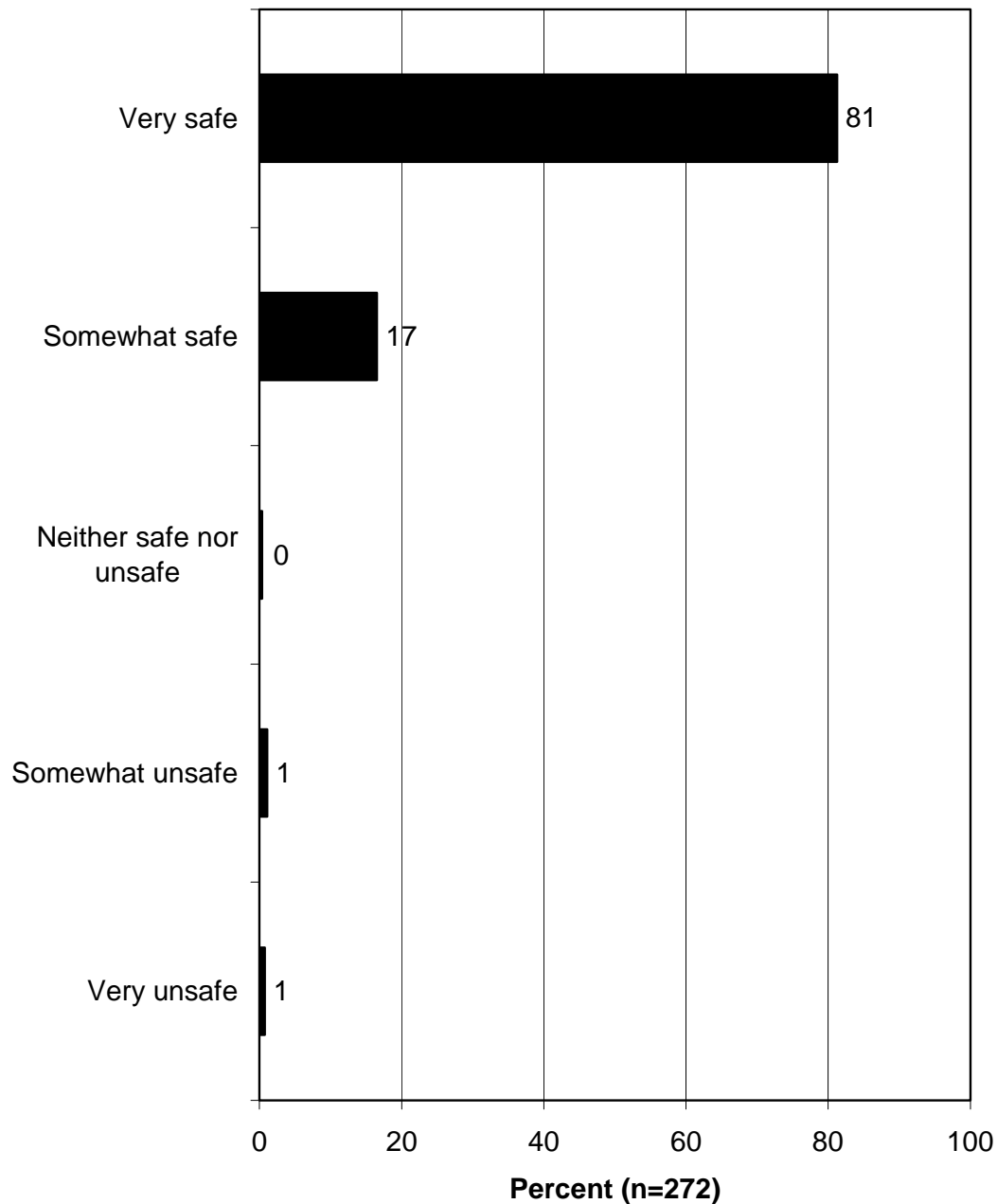
**Q298. Why are you satisfied with current levels of public access to wilderness areas in Orange County? (Asked of those who are satisfied with current levels of public access to wilderness areas in Orange County.)**



**Q302. Why are you dissatisfied with current levels of public access to wilderness areas in Orange County? (Asked of those who are dissatisfied with current levels of public access to wilderness areas in Orange County.)**

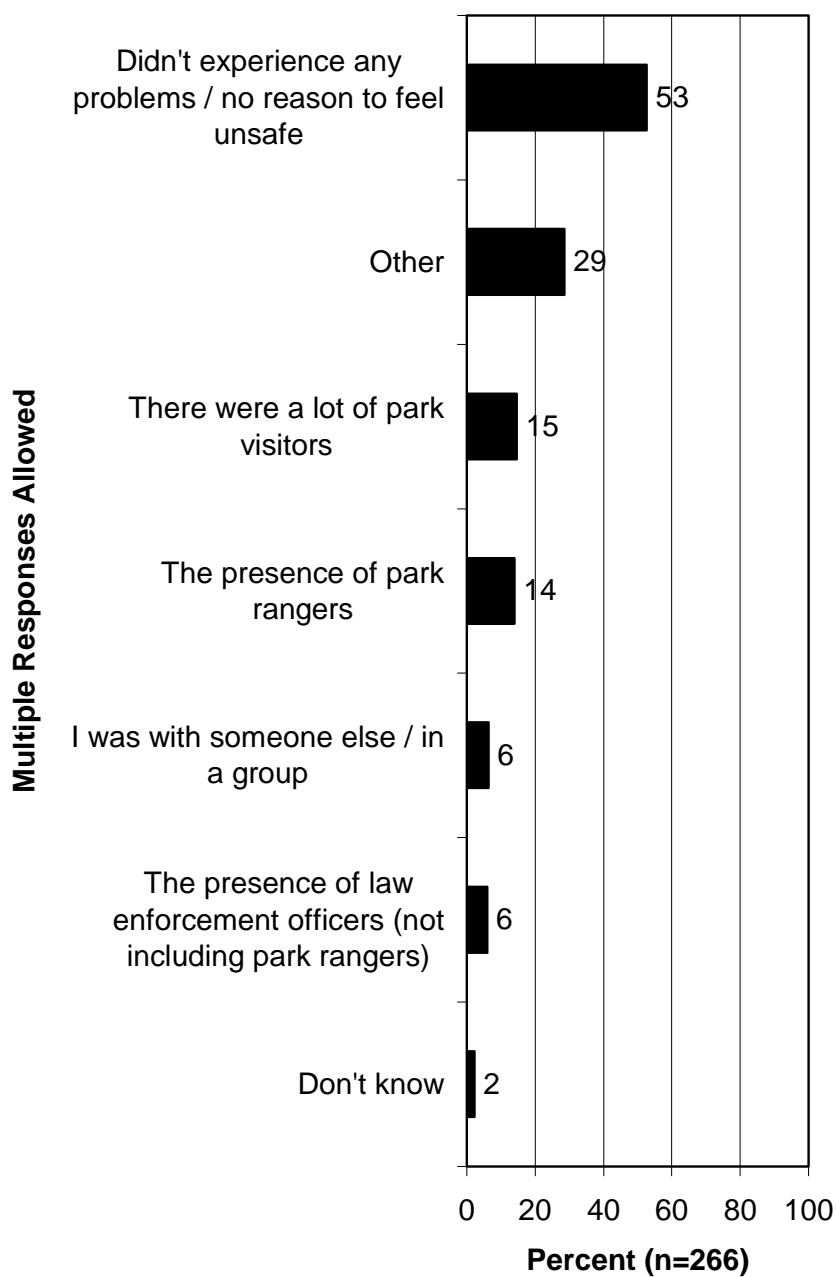


**Q172. On your most recent visit to an HBP park facility, how safe or unsafe did you feel? (Asked of those who visited an HBP facility in the last 12 months.)**

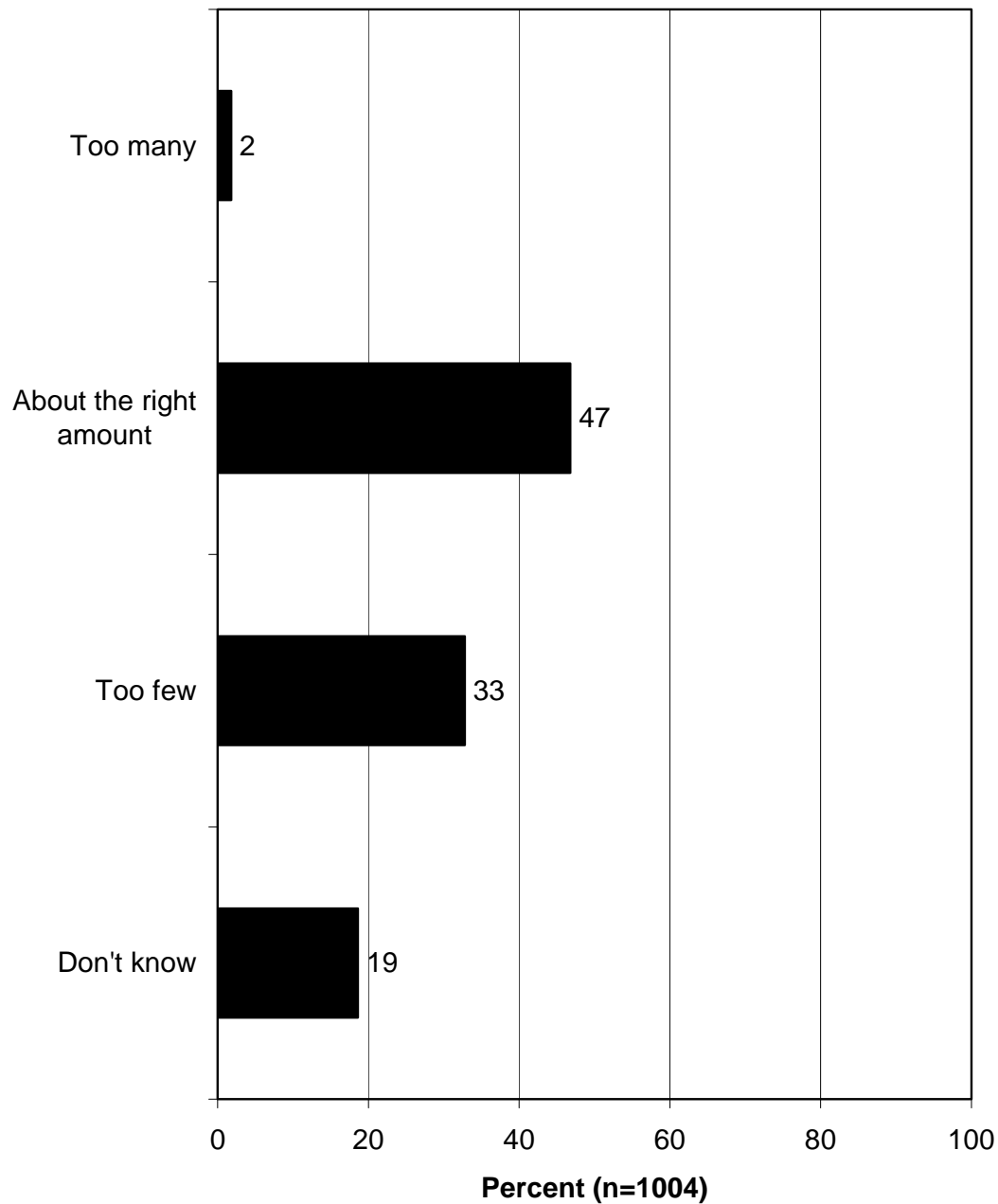




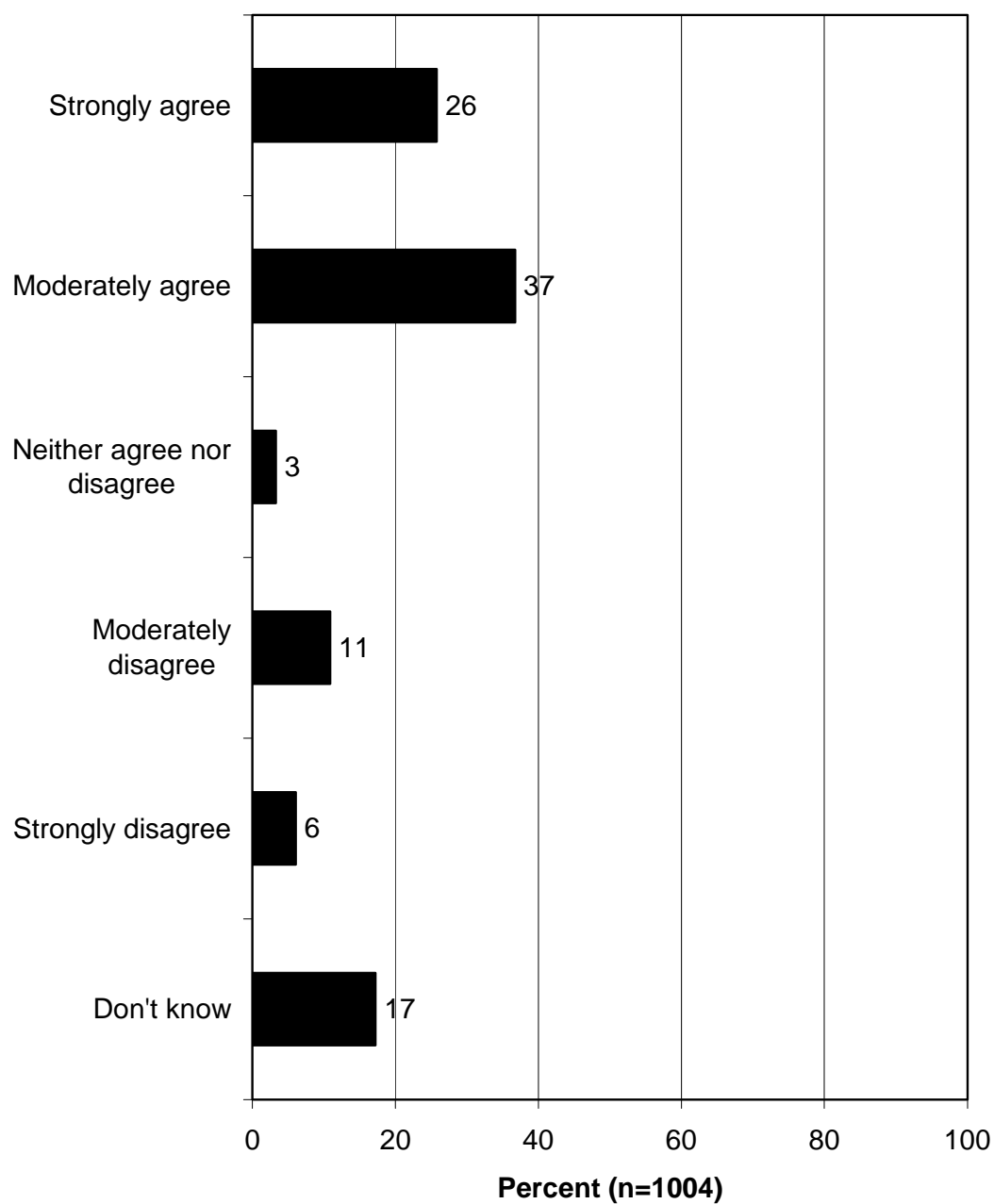
**Q175. Why did you feel safe? (Asked of those who felt safe on their most recent visit to an HBP facility.)**



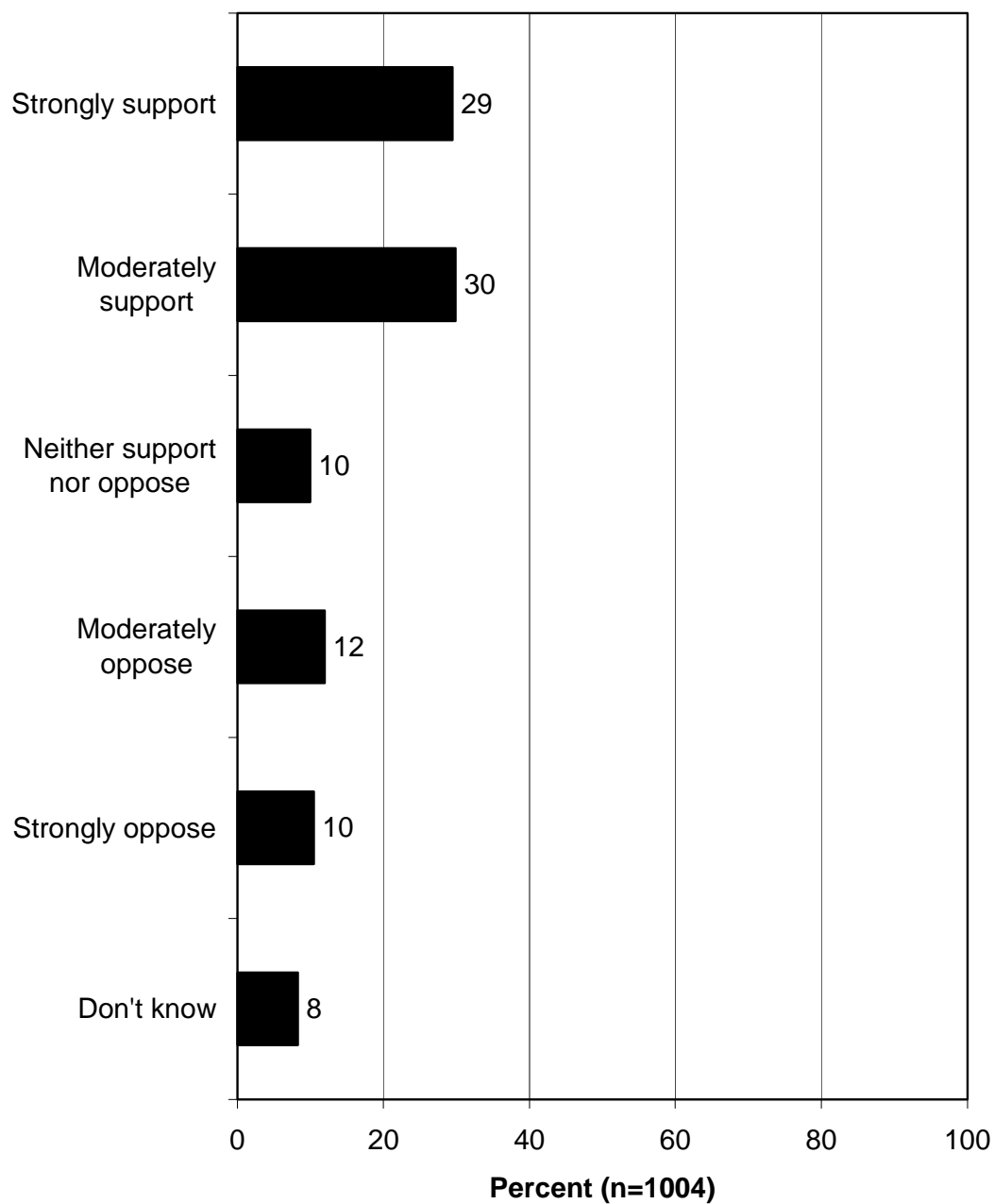
**Q289. Would you say Orange County has too many, about the right amount, or too few HBP park facilities?**



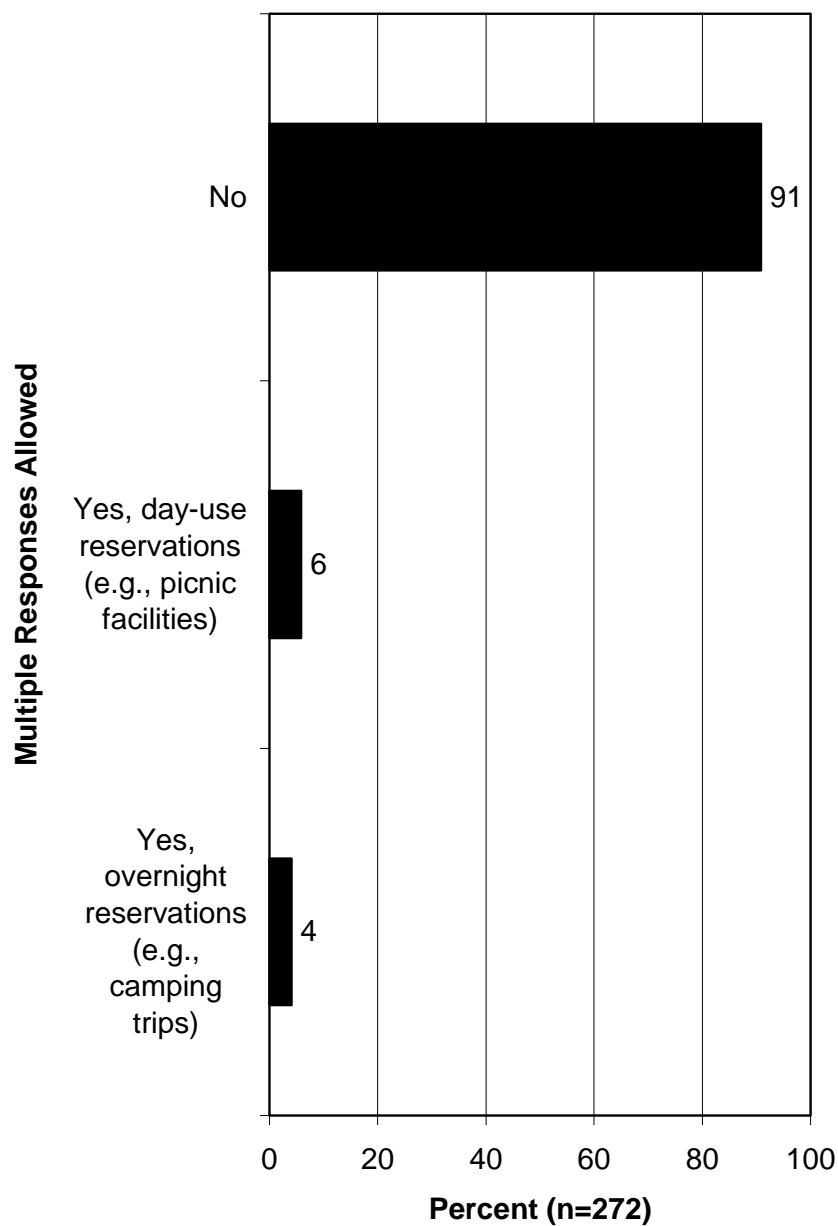
**Q290. Do you agree or disagree that current HBP park facilities meet the needs of Orange County residents?**



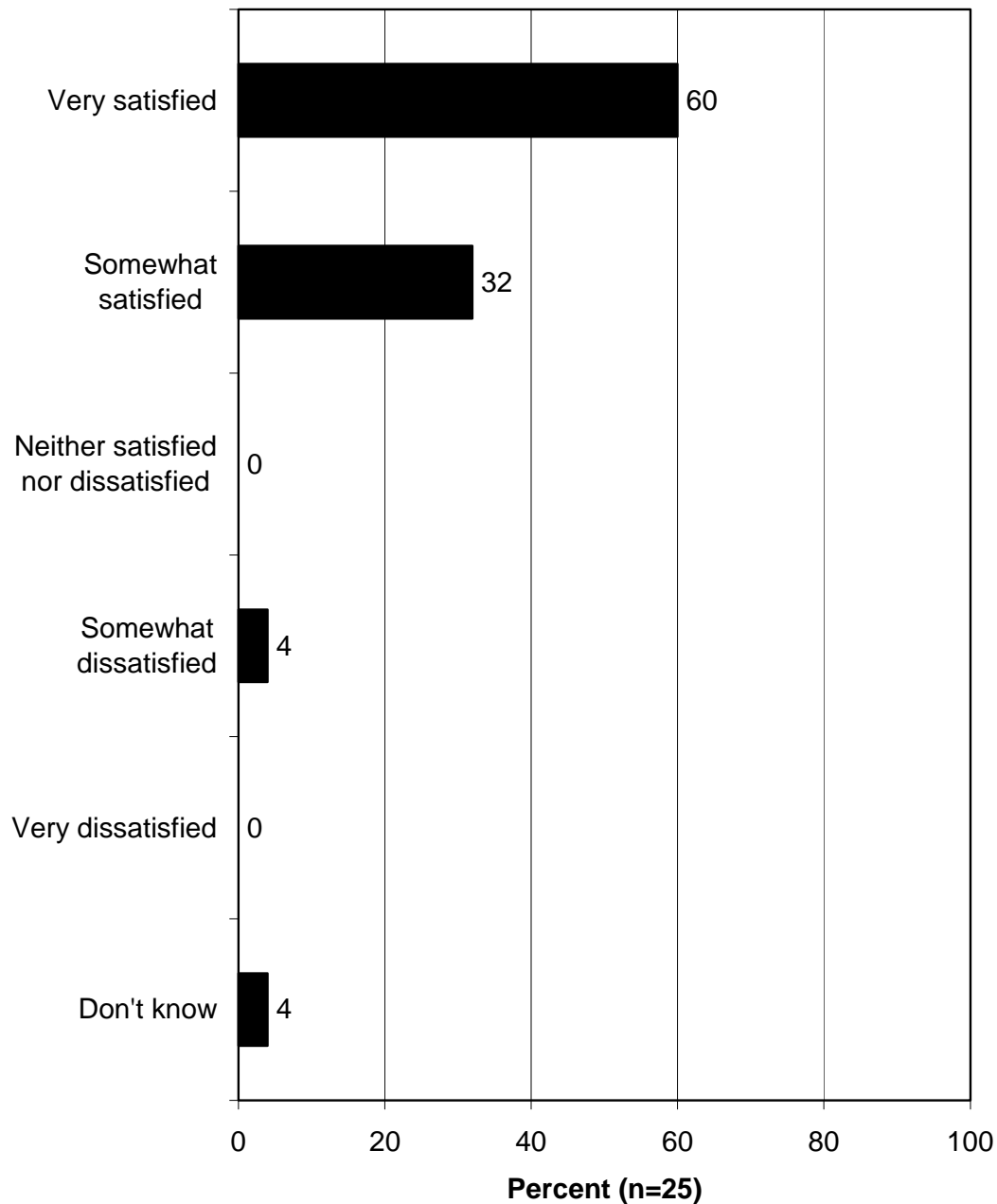
**Q291. Would you support or oppose a bond measure to add more park facilities or to increase current HBP park programs?**



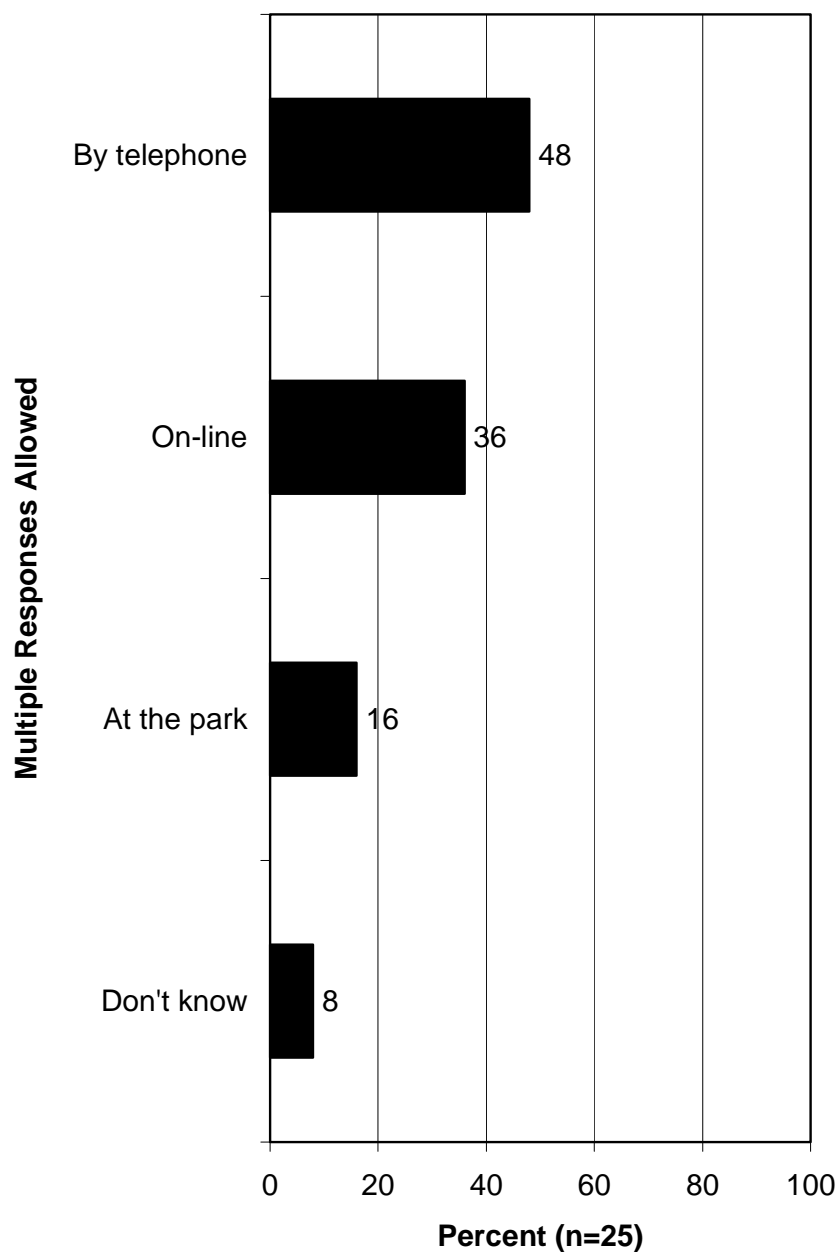
**Q186. Have you made reservations to use an HBP park facility in the last 12 months? (Asked of those who visited an HBP facility in the last 12 months.)**



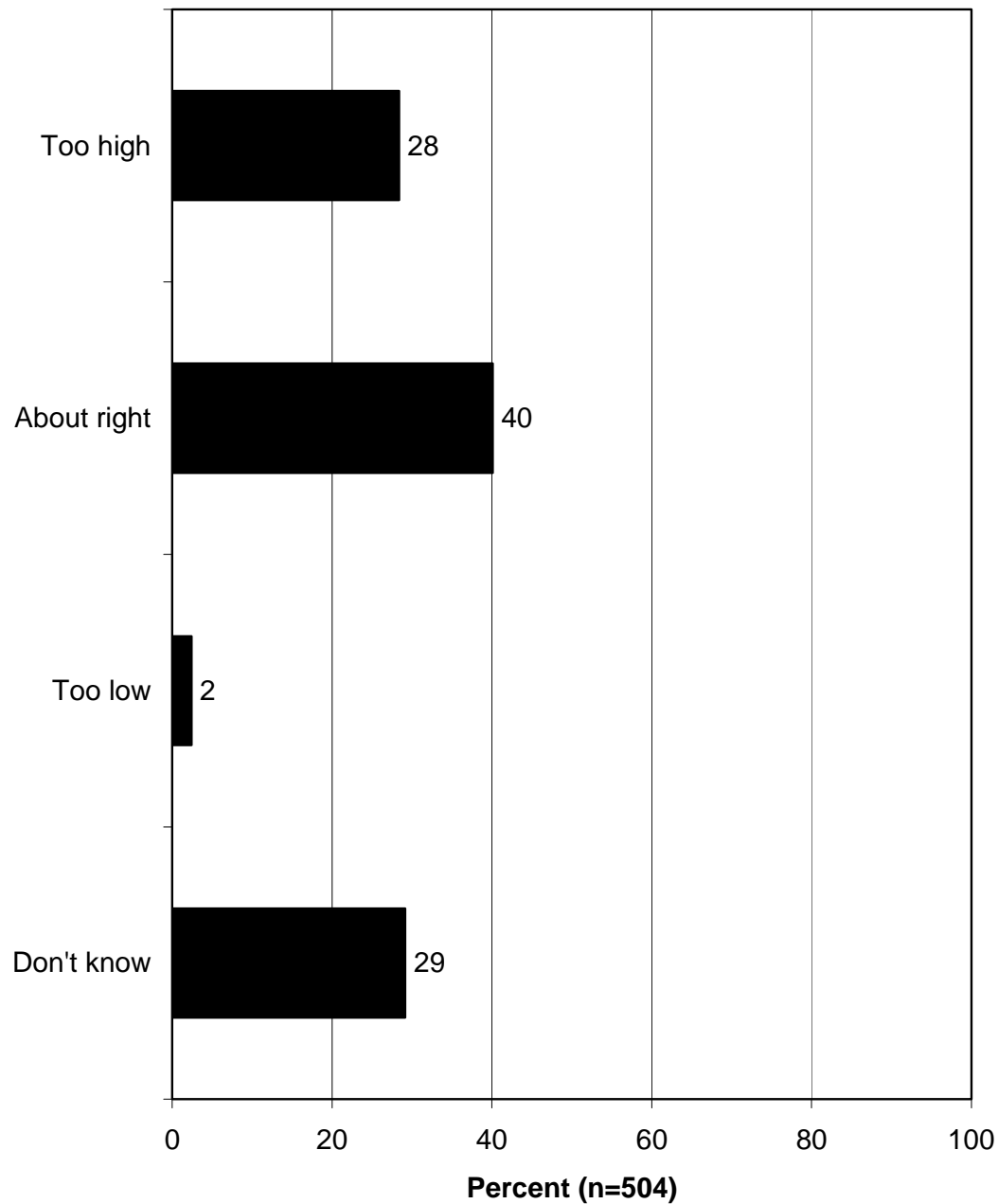
**Q187. How satisfied or dissatisfied were you with the process of making reservations for an HBP park facility? (Asked of those who made reservations for an HBP park facility in the last 12 months.)**



**Q194. Did you make your reservations on-line, by telephone, or at the park? (Asked of those who made reservations for an HBP park facility in the last 12 months.)**

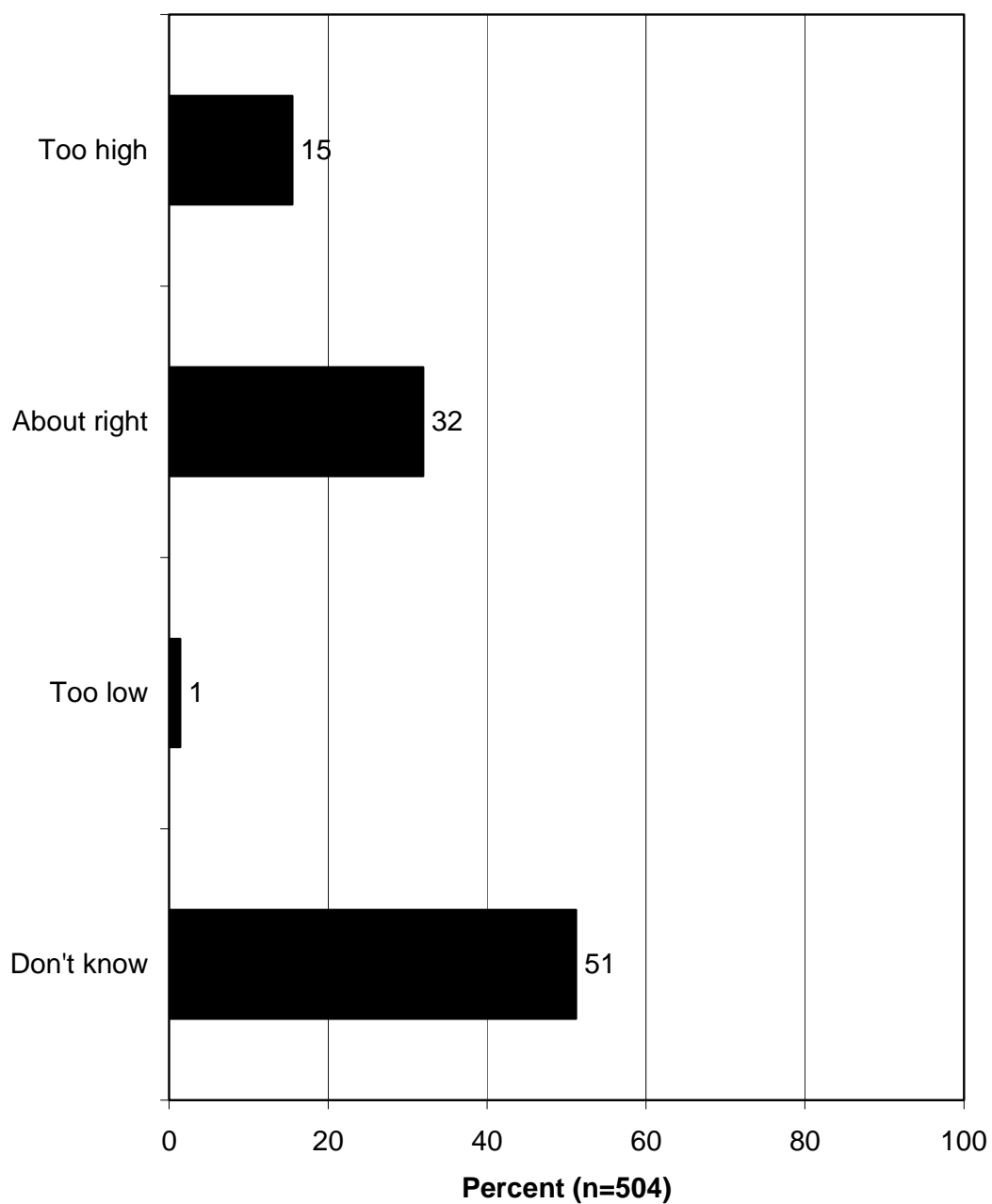


**Q293. Do you feel the current fees for parking in HBP park facilities are too high, about right, or too low?**





**Q294. Do you feel the current fees for annual passes for HBP park facilities are too high, about right, or too low?**

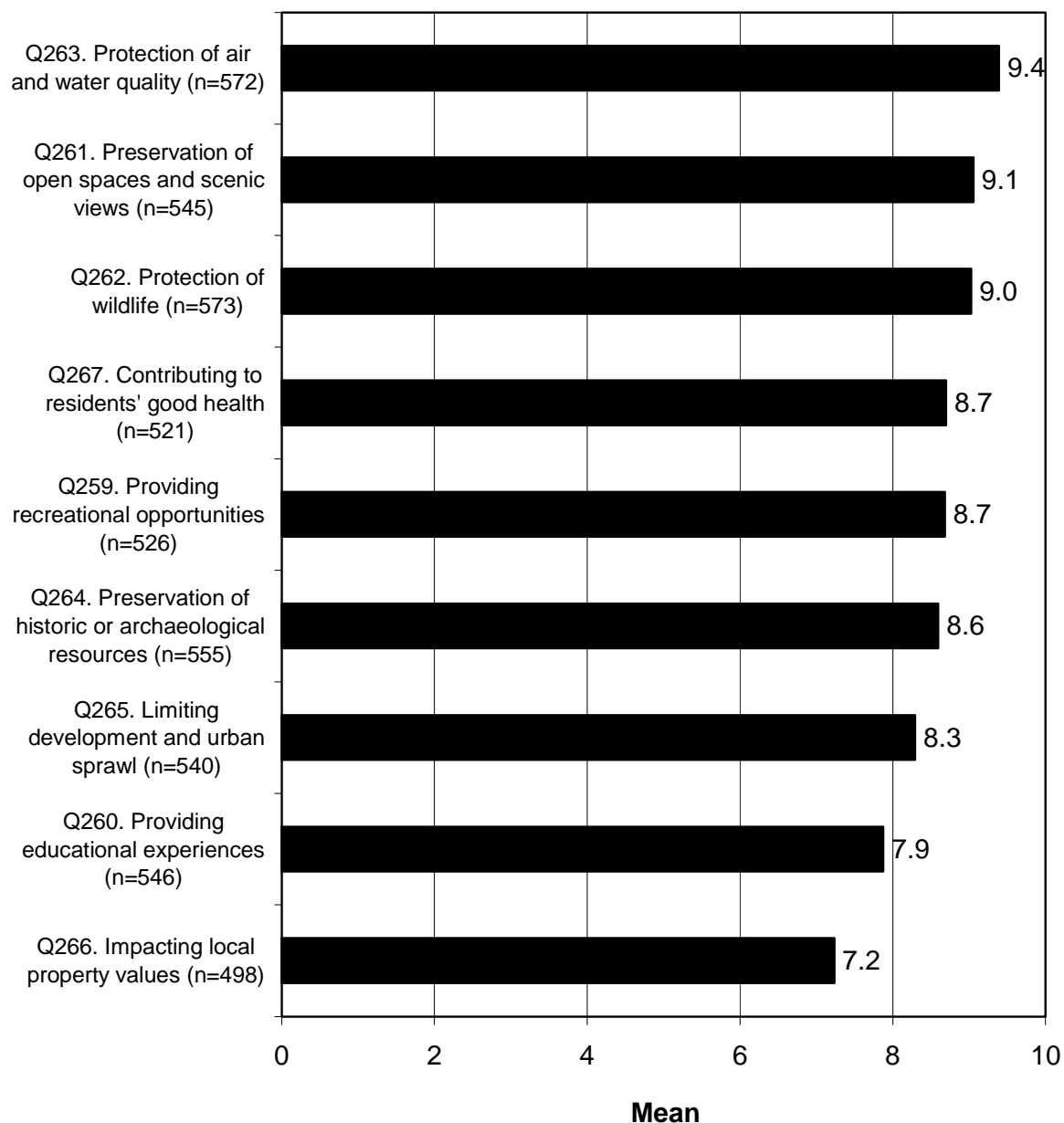


## **RATINGS OF VALUES OF HBP PARK FACILITIES AND PERFORMANCE OF STAFF IN PROVIDING THOSE VALUES**

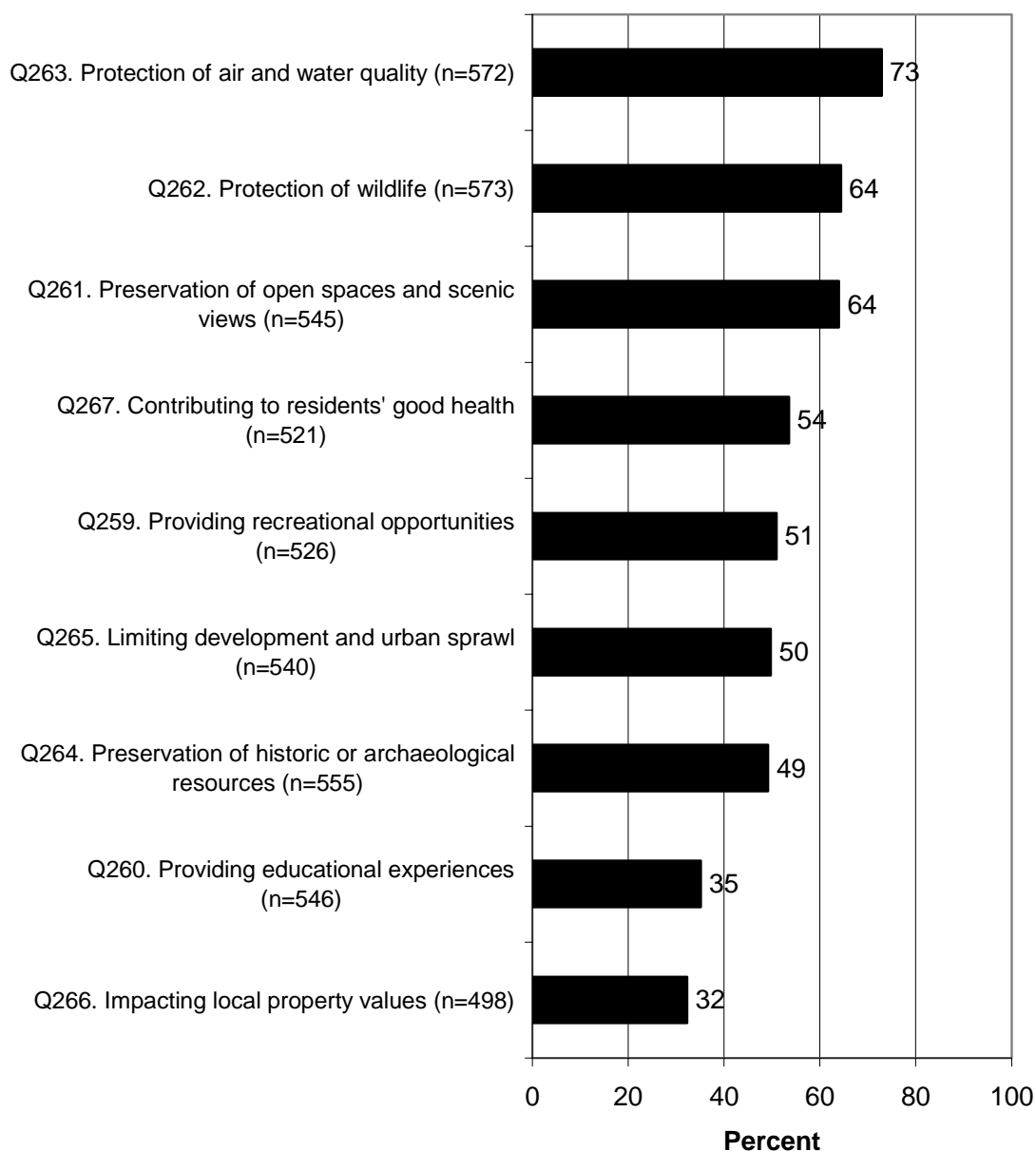
### **RATINGS OF VALUES OF HBP PARK FACILITIES**

- The survey asked Orange County residents to rate the importance that various values of park facilities should be to the HBP Division. The top values of HBP park facilities include the protection of air and water quality (a mean of 9.4 in importance out of 10, with 73% rating its importance at a “10”), preservation of open spaces and scenic views (9.1 mean, 64% rating it “10”), and protection of wildlife (9.0 mean, 64% rating it “10”).
  - The lowest value is the parks’ impact on local property values (7.2 mean, only 32% rating it “10”).

**Mean ratings of importance of park values that HBP facilities should have. (On a scale of 0 to 10, where 0 is not at all important and 10 is extremely important. Excludes respondents who said "Don't know.")**



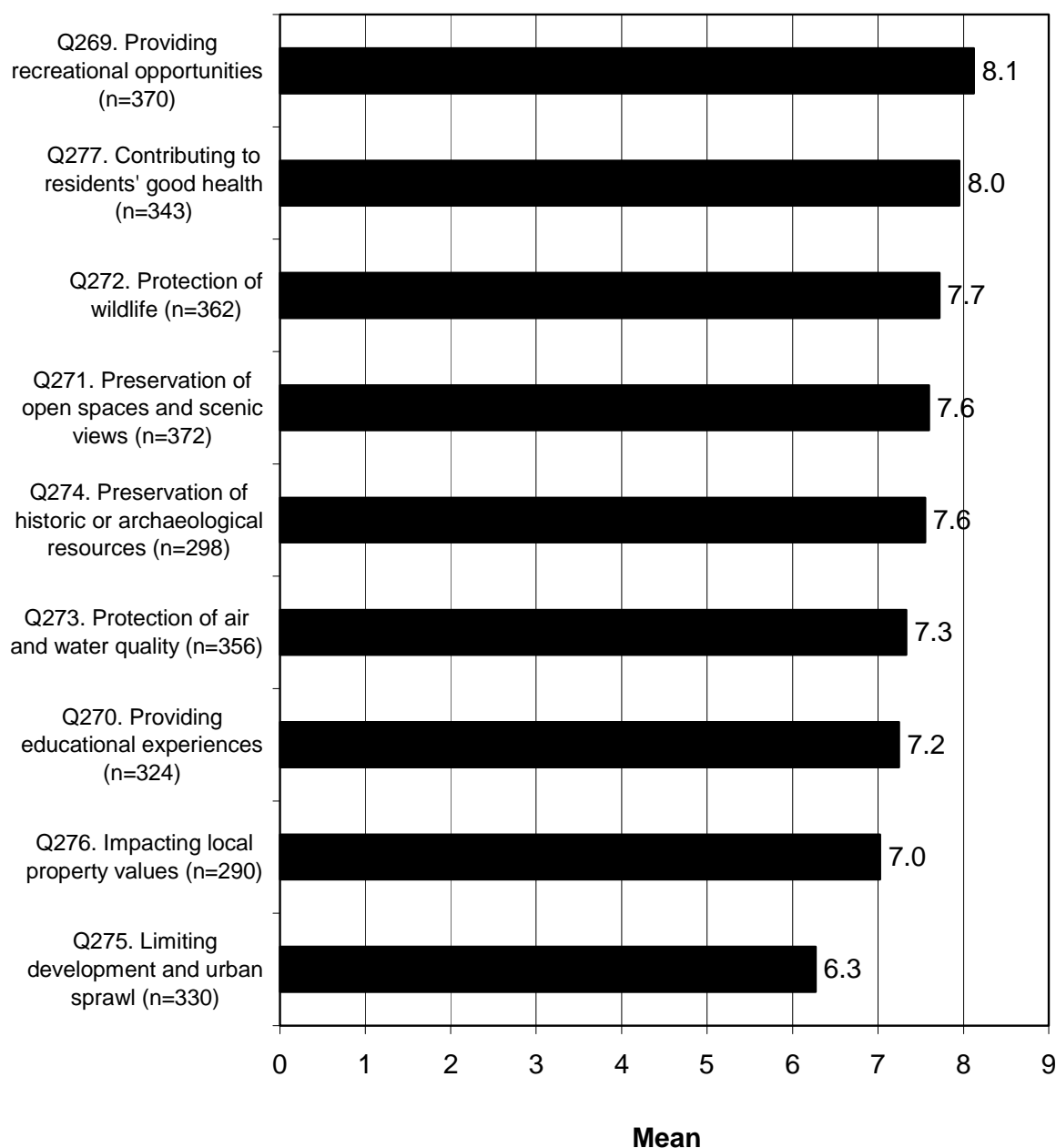
**Percent giving a rating of 10 in importance for  
each of the following values of HBP park facilities.  
(Among those who visited an HBP facility in the  
last 12 months.)**



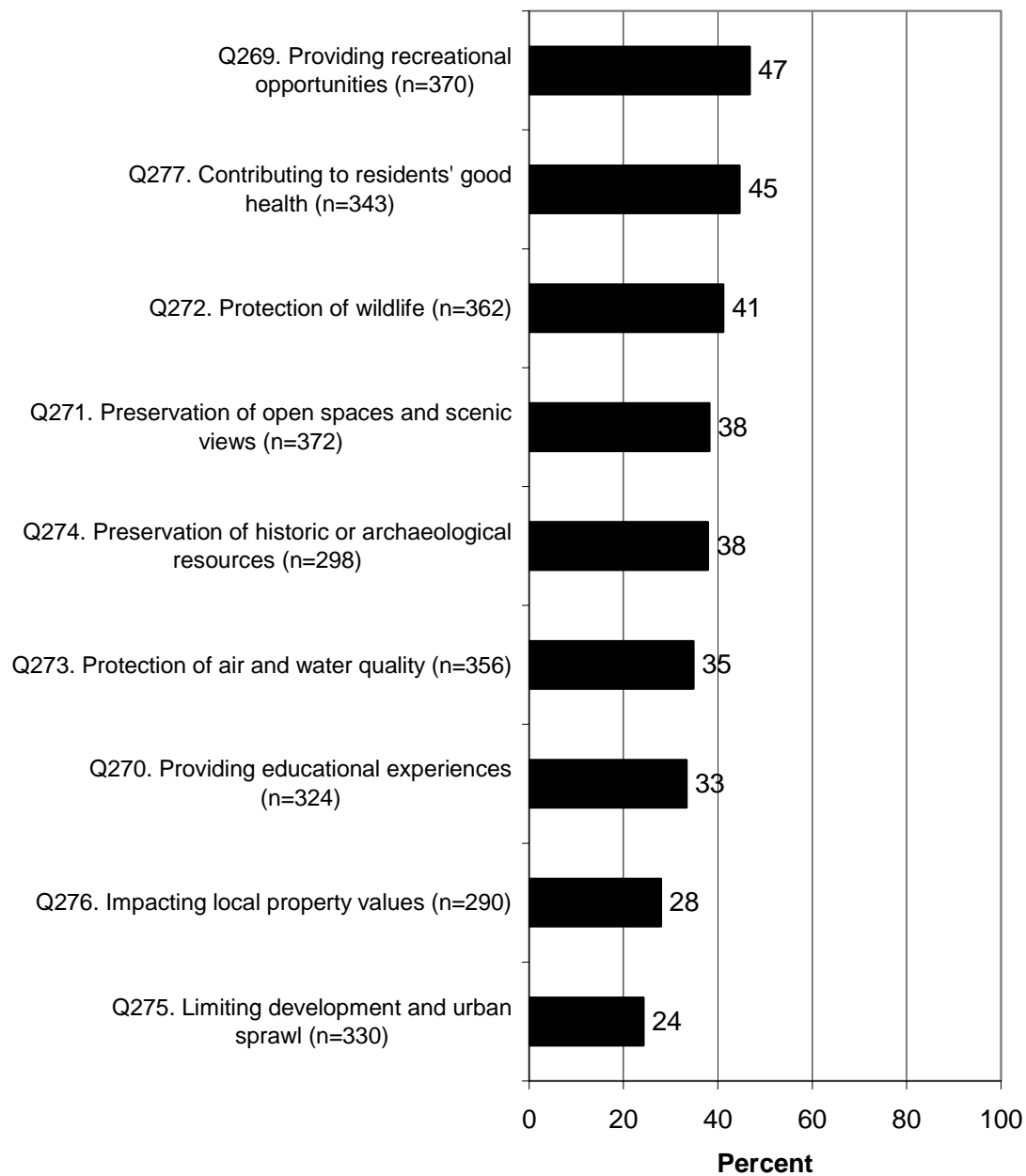
**RATINGS OF HBP DIVISION STAFF PERFORMANCE IN PROVIDING VALUES OF HBP PARK FACILITIES**

- In follow-up questions, the survey asked Orange County residents to rate the HBP Division's performance in providing those values just discussed. The top ratings of performance of the HBP Division in providing the values are for providing recreational opportunities (mean rating of performance of 8.1 out of 10, with 47% rating the performance at a "9" or "10"), contributing to residents' good health (8.0 mean, 45% giving a "9" or "10"), and protecting wildlife (7.7 mean, 41% giving a "9" or "10").
- The lowest performance rating is for limiting development and urban sprawl (6.3 mean, 24% giving a "9" or "10").

**Mean ratings of the Division's performance in  
providing values to HBP park facilities.  
(On a scale of 0 to 10, where 0 is poor and 10 is  
excellent. Excludes respondents who said "Don't  
know.")**



**Percent giving a rating of 9 or 10 in the Division's performance in providing the following values to HBP park facilities. (Among those who visited an HBP facility in the last 12 months.)**



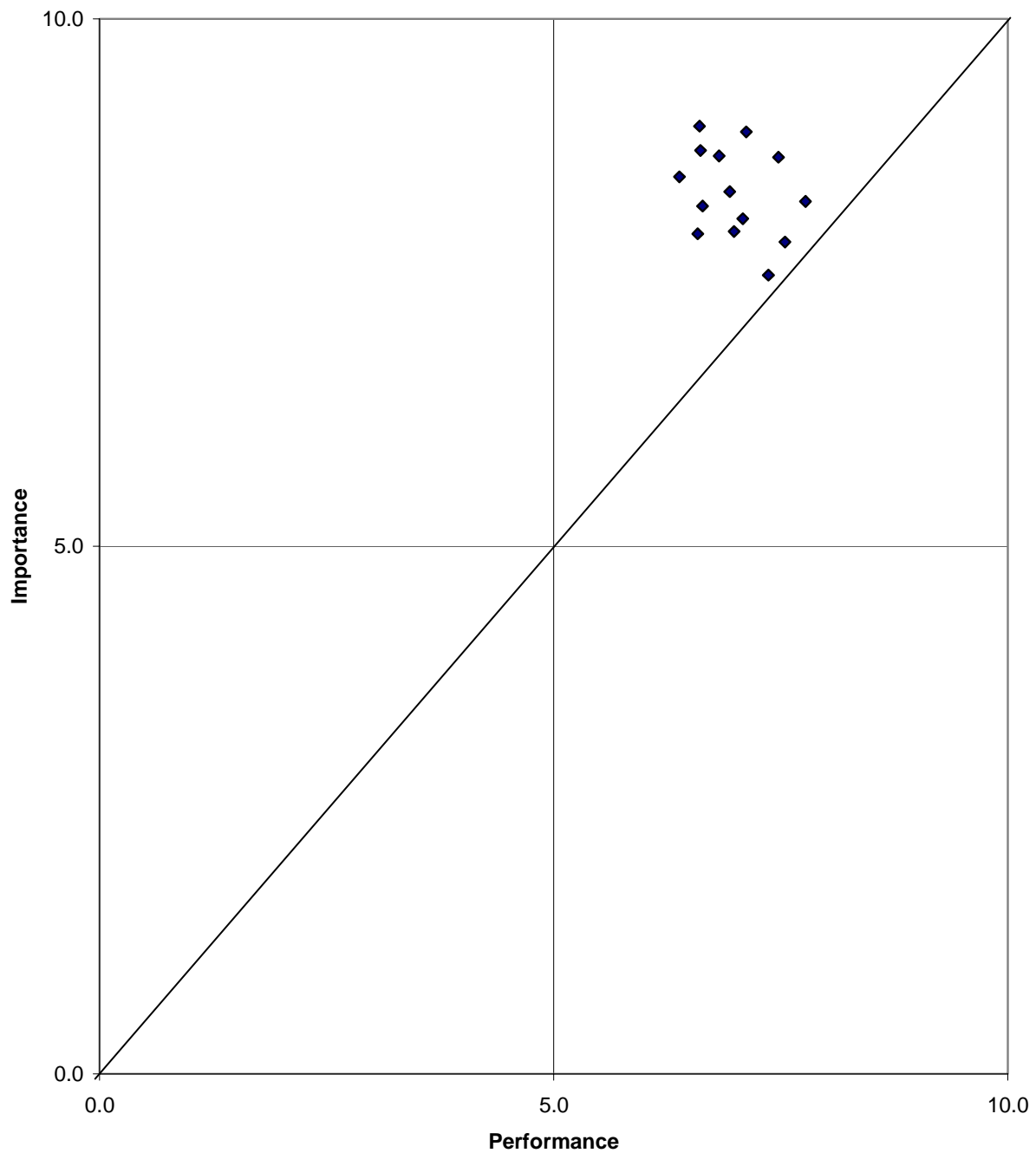
## **COMPARISON OF RATINGS OF IMPORTANCE OF VALUES AND HBP DIVISION STAFF PERFORMANCE IN PROVIDING THOSE VALUES**

- Scatterplots of ratings of importance on one axis and ratings of performance on the other axis show how performance relates to importance. Ideally, the higher that residents rate a value as important, hopefully, the higher that they would rate the HBP Division's performance at providing that value. Note that the diagonal line shows where importance equals performance (i.e., the x and y axes are the same). The scatterplots show that all the values are considered important, and the Division's performance is considered good at providing all values, as the first scatterplot shows that all the plots are in the upper right quadrant at high importance and high performance. The second scatterplot shows only a portion of the upper right quadrant and suggests that protecting air and water quality lags in performance, relative to importance, as does preserving open space and scenic views, protecting wildlife, and limiting development and urban sprawl.



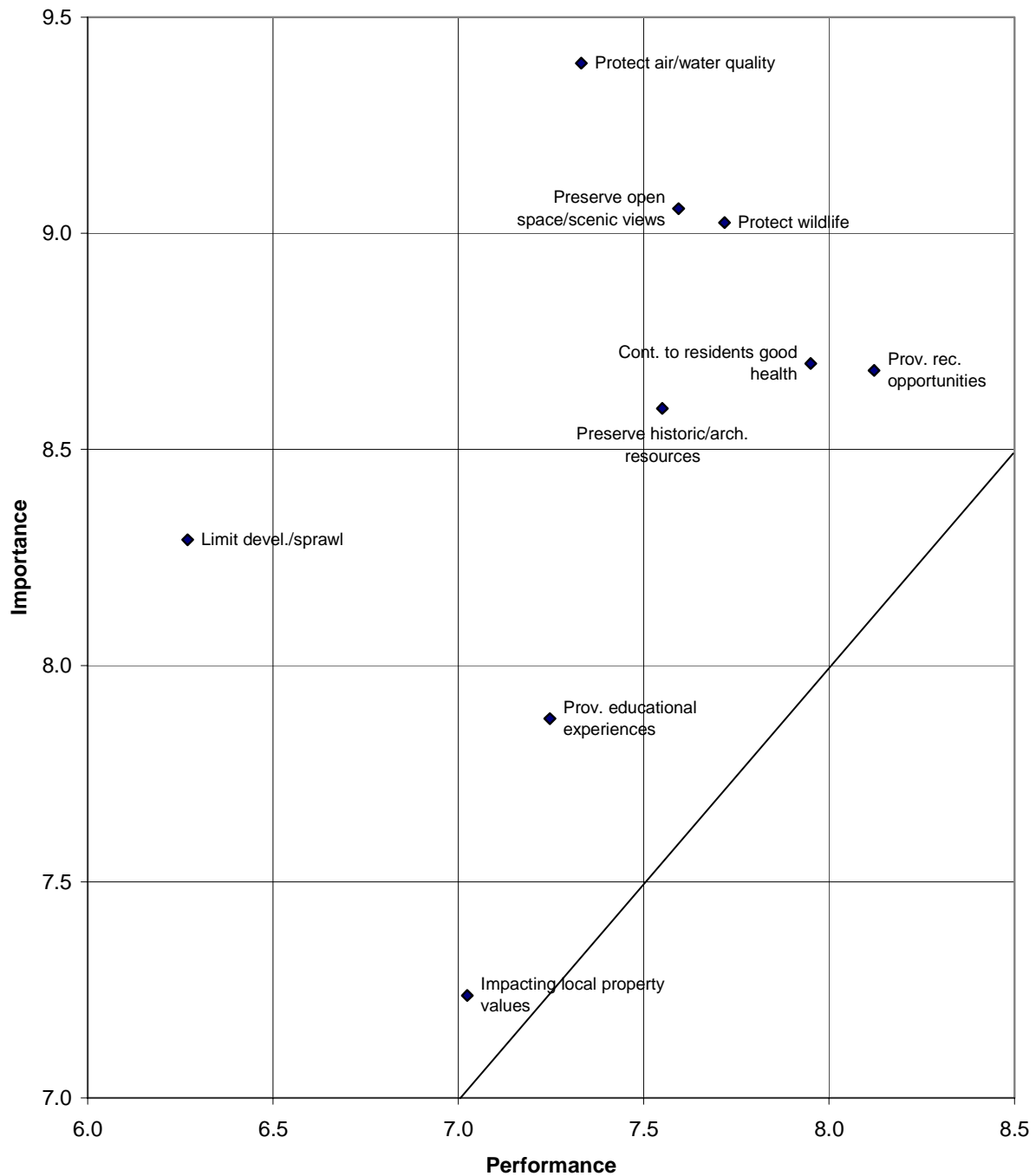
### Comparison of ratings of importance of values and performance of providing those values.

(Graph is correctly scaled.)



## Comparison of ratings of importance of values and performance of providing those values.

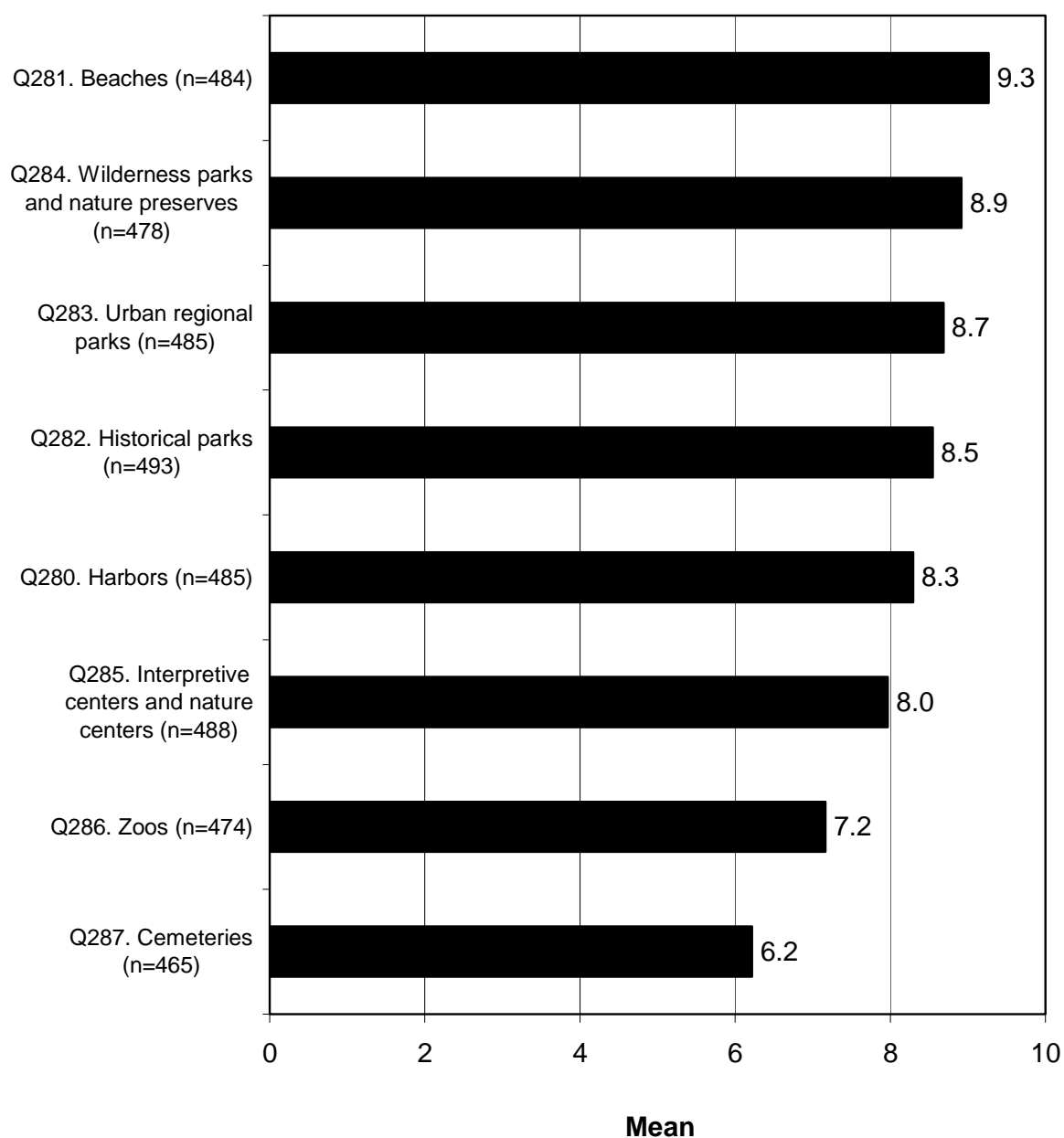
(Not graphed to scale for display purposes.)



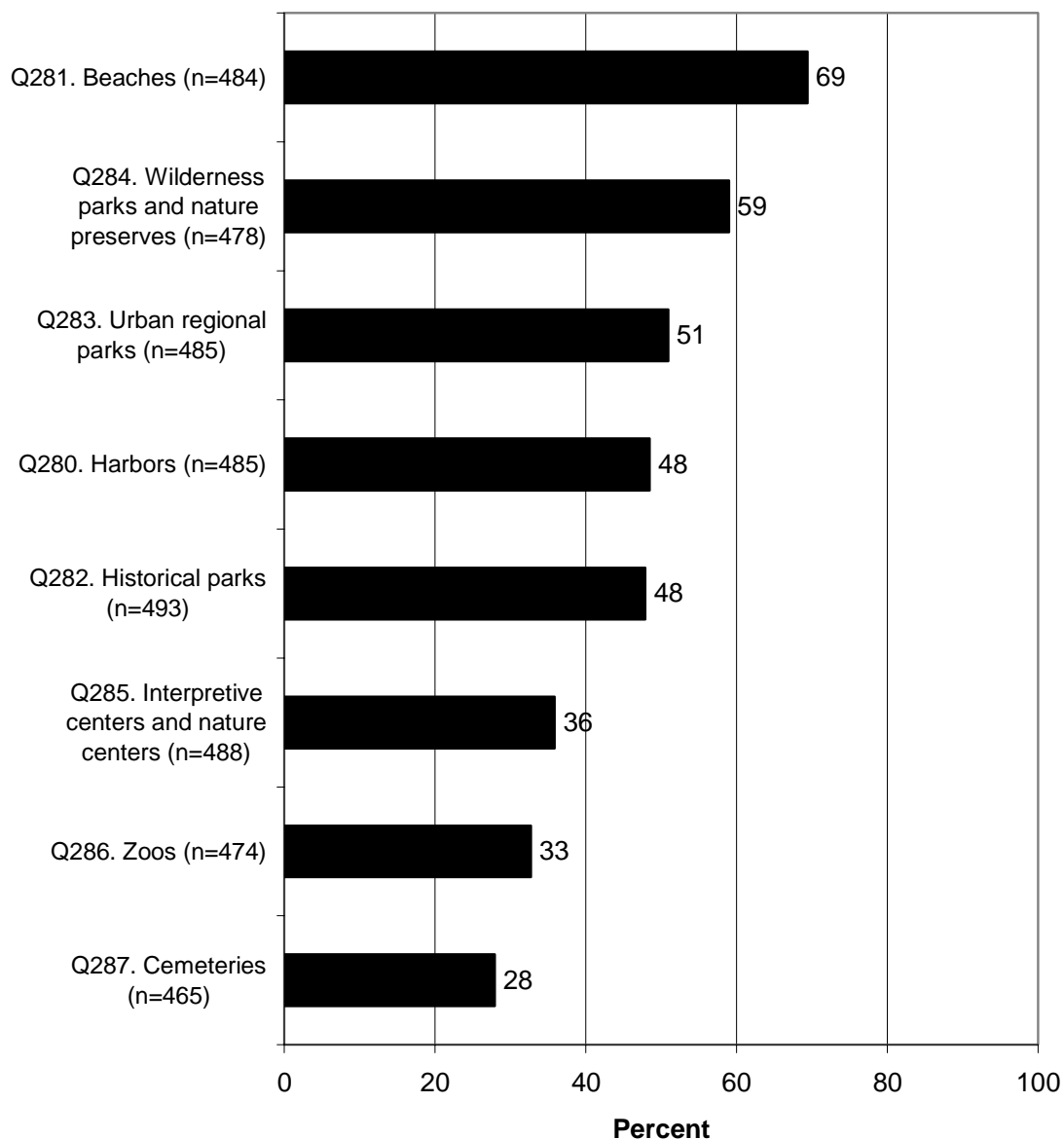
## **IMPORTANCE OF MAINTAINING HBP PARK FACILITIES**

- The survey asked Orange County residents to rate the importance of having the HBP Division provide and maintain various types of facilities. The top types of facilities that Orange County residents want the HBP Division to provide and maintain are beaches (mean rating of 9.3 out of 10, with 69% of residents rating the importance of beaches at a “10”) and wilderness parks and nature preserves (8.9 mean, with 59% giving a rating of “10”).
  - Zoos (7.2 mean, 33% giving a “10” rating) and cemeteries (6.2 mean, 28% giving a “10” rating) are at the bottom of the list of types of facilities about which the survey asked.

**Mean ratings of importance for HBP to provide and maintain various types of park facilities. (On a scale of 0 to 10, where 0 is not at all important and 10 is extremely important. Excludes respondents who said "Don't know.")**



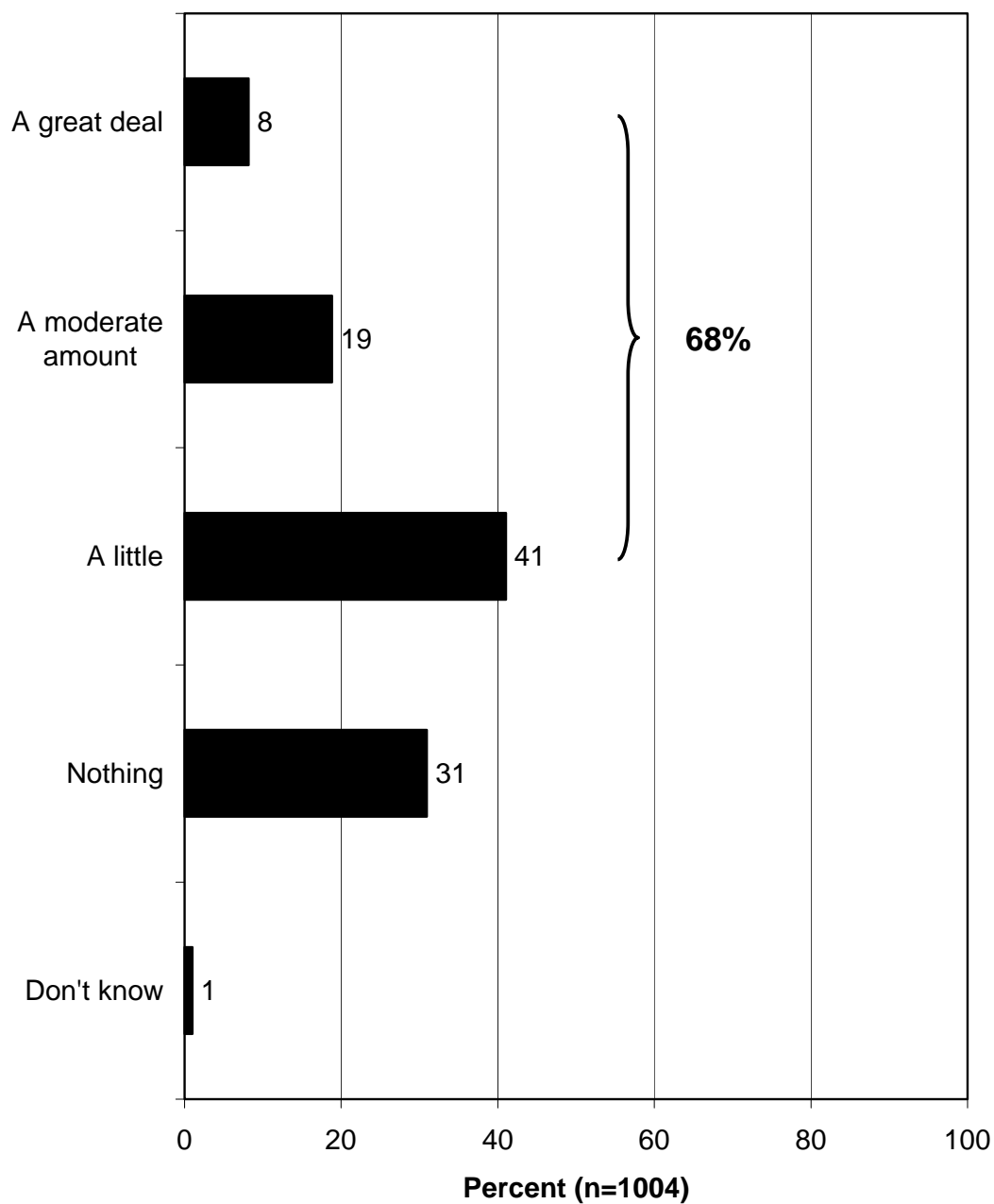
**Percent giving a rating of 10 in importance for HBP to provide and maintain each of the following types of park facilities. (Among those who visited an HBP facility in the last 12 months.)**



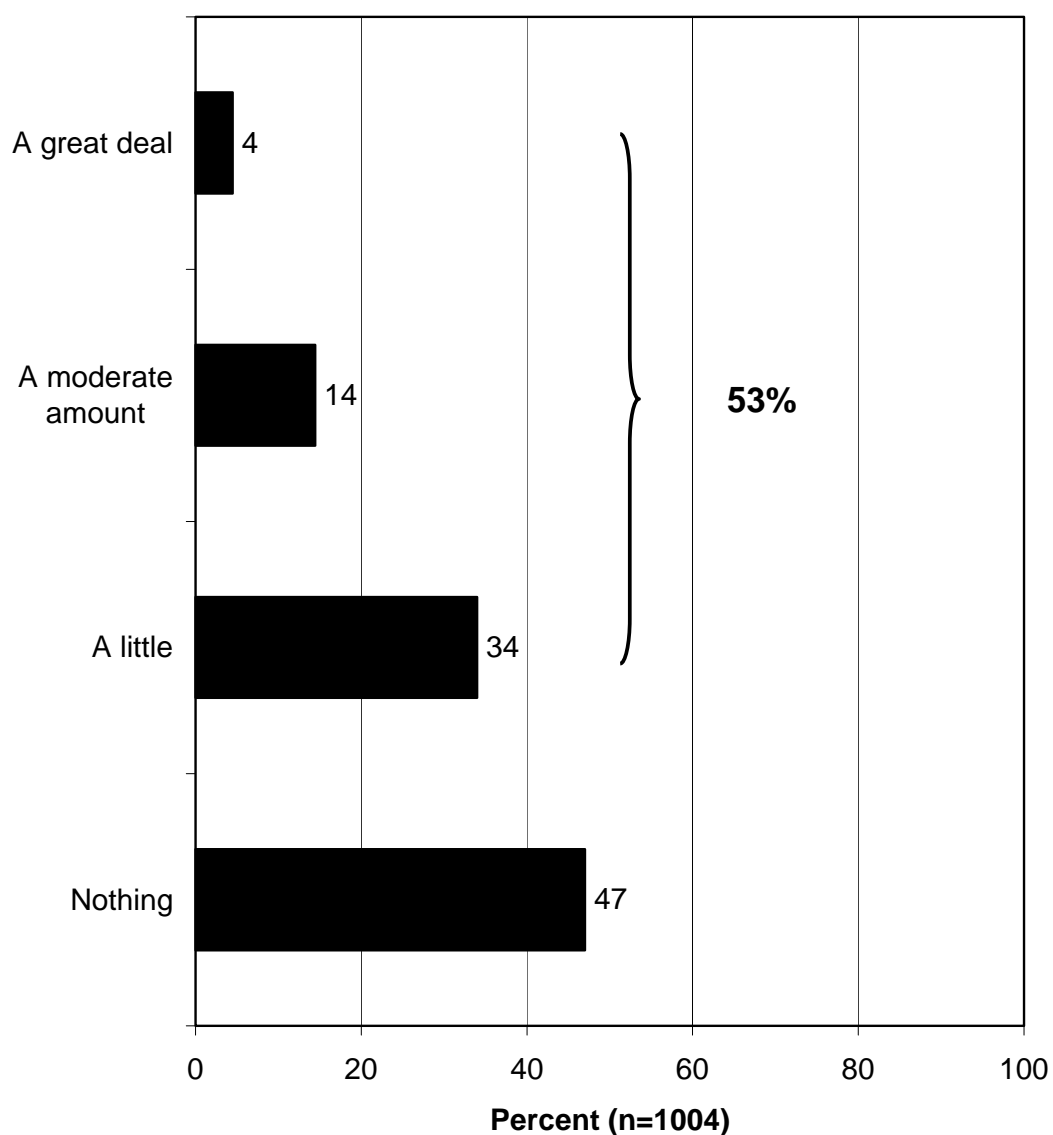
## KNOWLEDGE OF HBP FACILITIES AND THE HBP DIVISION

- Most Orange County residents (68%) know at least a little about HBP park facilities (27% know a great deal or moderate amount, and 41% know a little). Nonetheless, almost a third (31%) know nothing.
  - Those who knew only a little or nothing about HBP park facilities prior to the survey were positively correlated with the following:
    - not having visited an HBP facility, not having contacted the HBP Division, and not having visited its website
    - not having children 17 or younger living in the household
- Knowledge of the Harbors, Beaches and Parks Division (the agency itself) is less than knowledge of its facilities. While a slight majority (53%) know at least a little, nearly half (47%) know nothing.

**Q153. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about HBP park facilities?**



**Q154. The Orange County Harbors, Beaches and Parks Division is responsible for operating and managing the regional recreational facilities and historical and natural resources of Orange County. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about the Harbors, Beaches and Parks Division?**

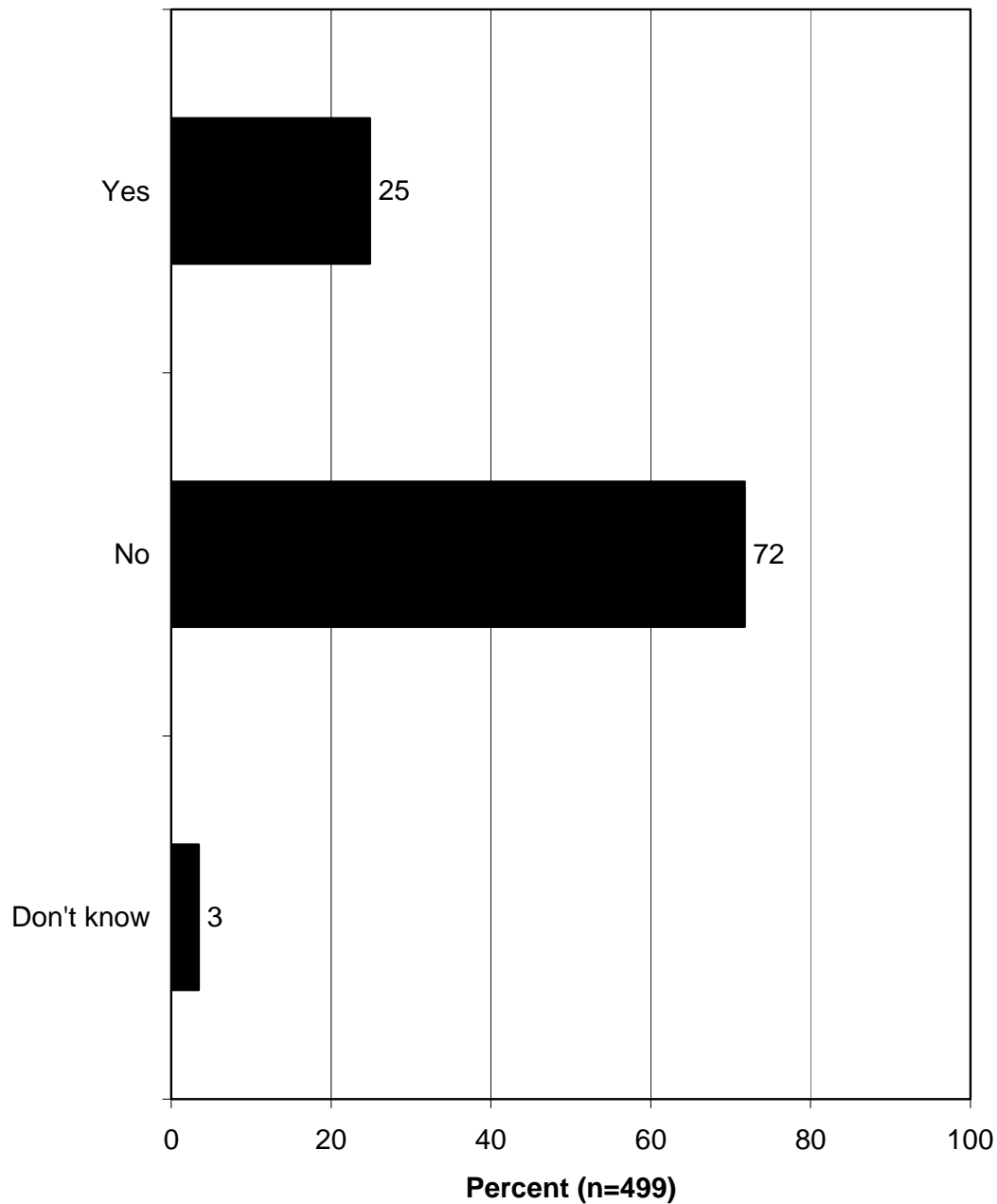




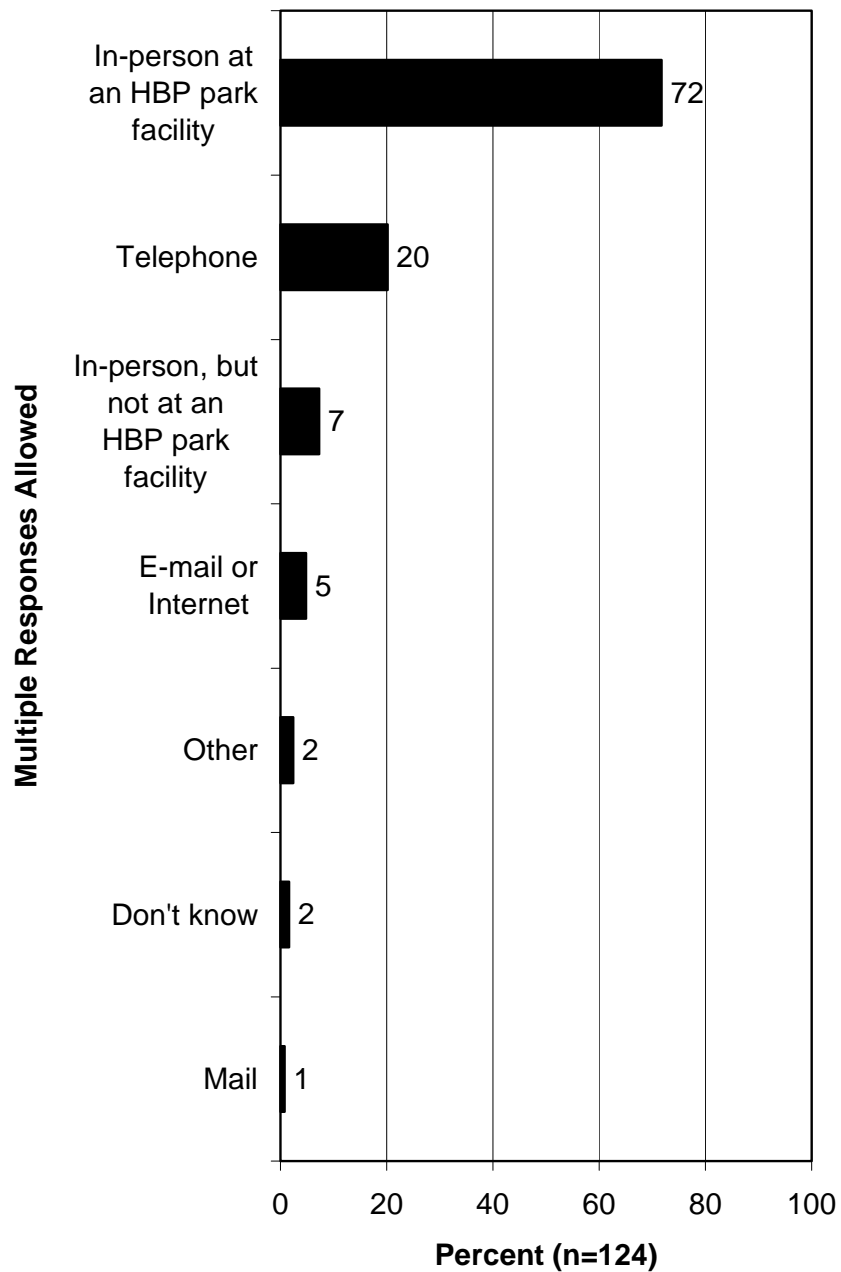
## CONTACT WITH HBP DIVISION STAFF AND SATISFACTION WITH HBP DIVISION STAFF

- A quarter of Orange County residents (25%) have had contact with the HBP Division or their staff or rangers. Most often, that contact was in-person at a park facility (72% of those who had contact), but telephone was an important contact medium (20%).
  - Typical reasons for contact include seeking information in general about a park, simple socializing, or seeking information about park regulations.
  - Satisfaction with the contact (among those who had contact) is very high: 88% were satisfied with their contact (with 67% being *very* satisfied), while only 7% were dissatisfied.
- Park rangers' performance is positively rated: 57% of Orange County residents rated rangers' performance as excellent or good, and only 1% gave a rating of poor (note that 36% answered, "Don't know"). (This graph was previously shown in the section of this report titled, "Satisfaction with and Ratings of HBP Park Facilities and Related Aspects of HBP Park Facilities.")
- Similar ratings are given to HBP on-site maintenance personnel: 59% rated their performance as excellent or good, and only 1% gave a poor rating (31% did not know). (This graph was previously shown in the section of this report titled, "Satisfaction with and Ratings of HBP Park Facilities and Related Aspects of HBP Park Facilities.")
- Just more than 1 in 10 Orange County residents (11%) have visited the HBP Division website ([www.ocparks.com](http://www.ocparks.com)). Typical information or assistance sought from the website includes park locations, information about events, park reservations, and access fee information.

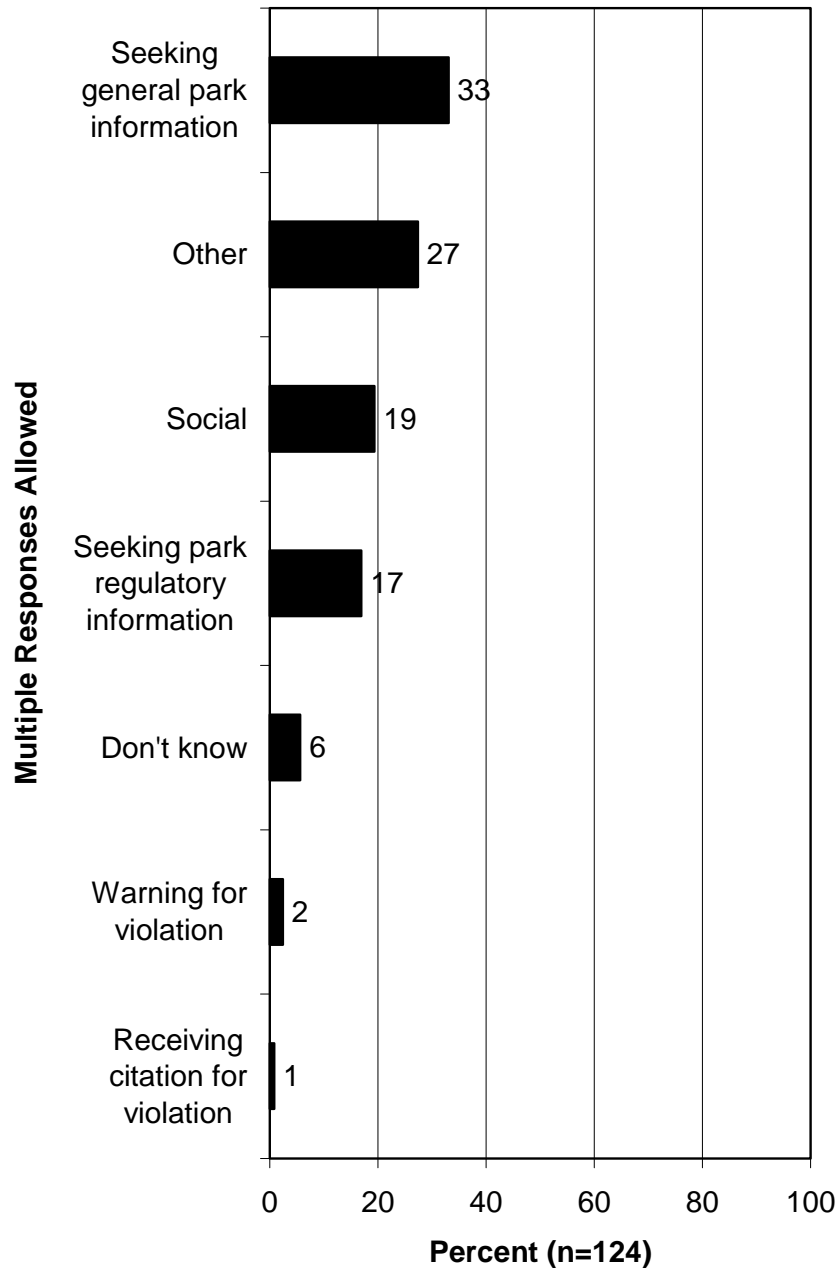
**Q310. Have you ever contacted the Harbors, Beaches and Parks Division, or come into contact with an HBP staff member or Ranger?**



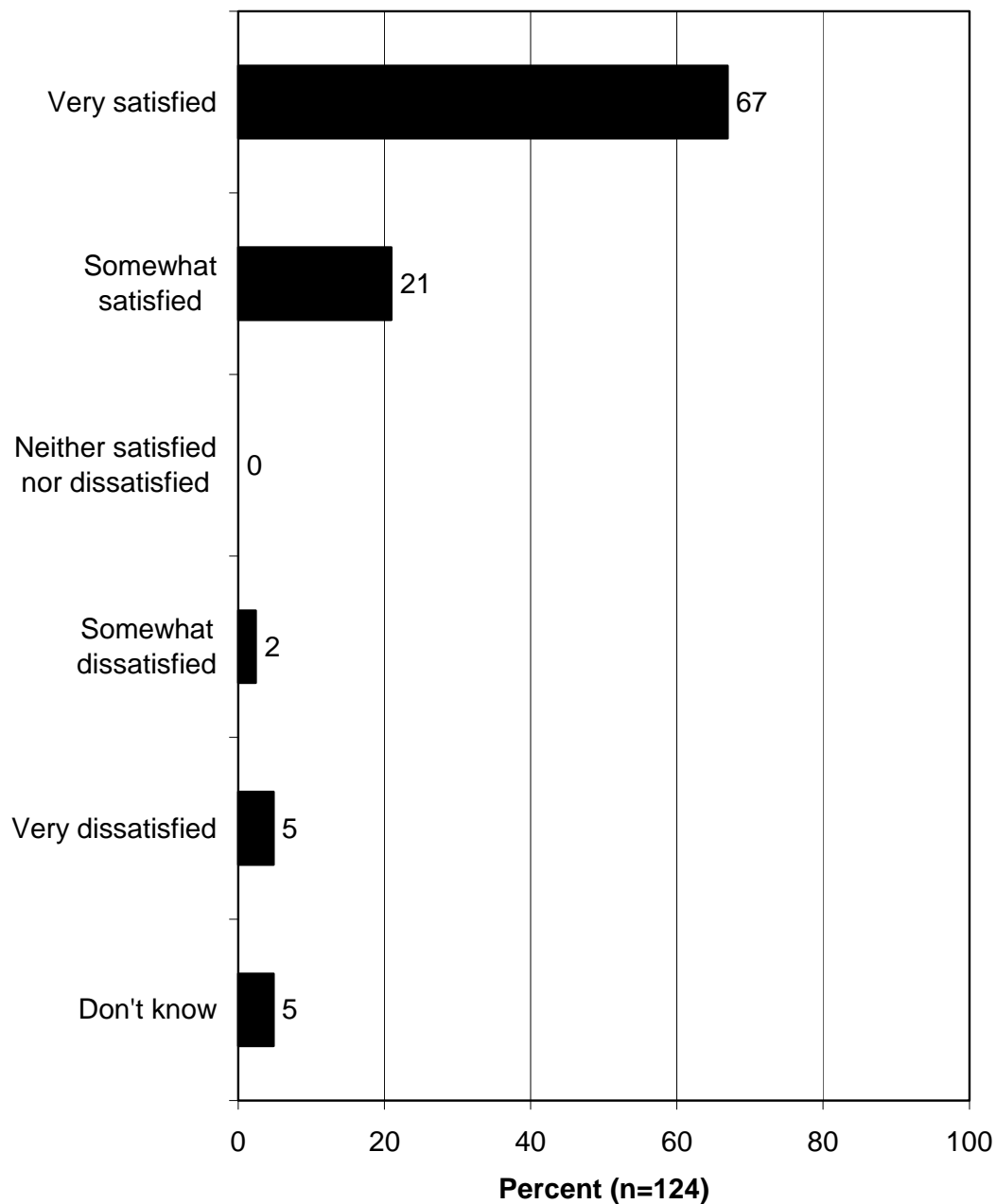
**Q313. How was the contact with the Harbors, Beaches and Parks Division made? (Asked of those who had contact with the Harbors, Beaches and Parks Division.)**



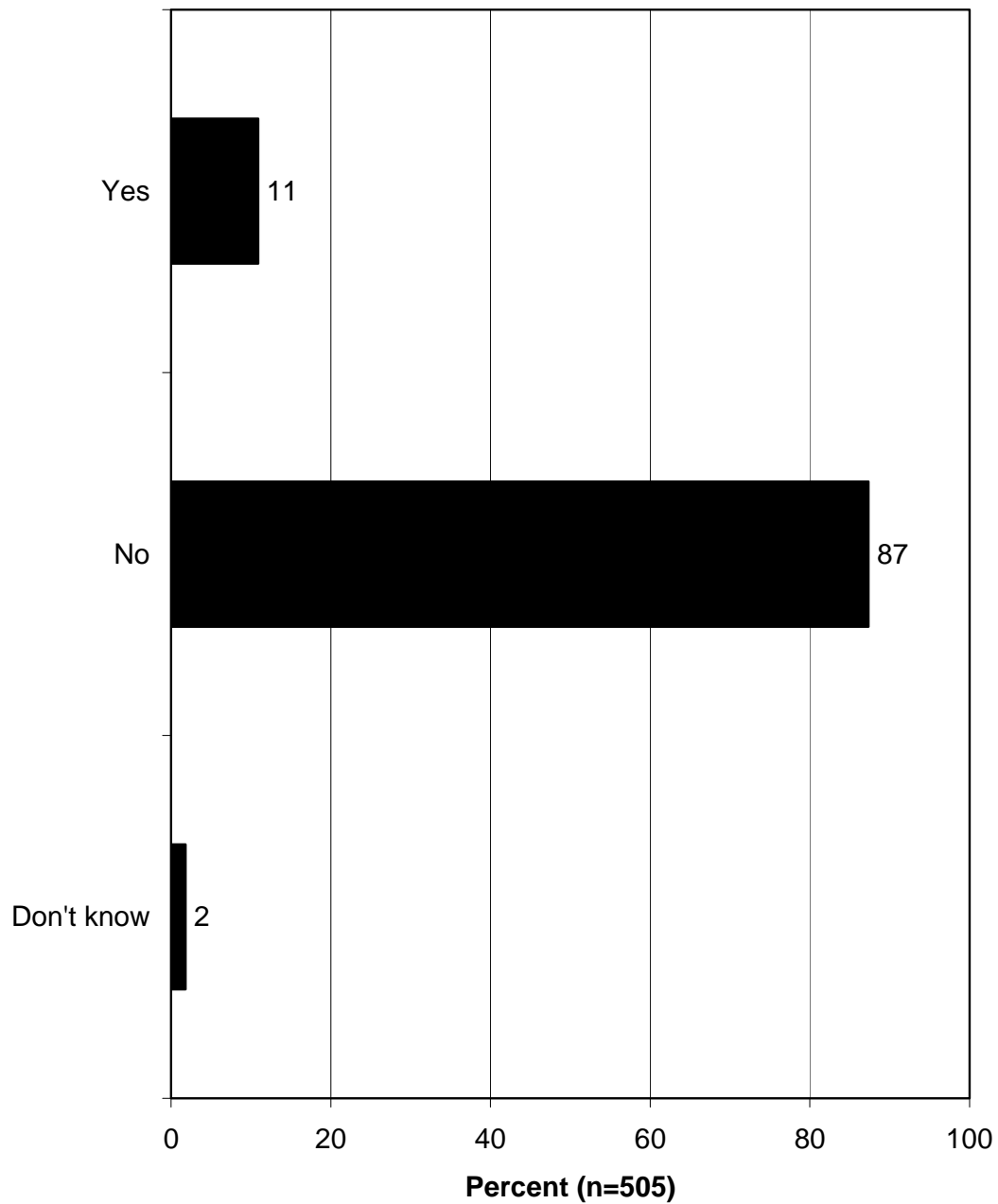
**Q317. What was the reason for your most recent contact with the Harbors, Beaches and Parks Division? (Asked of those who had contact with the Harbors, Beaches and Parks Division.)**



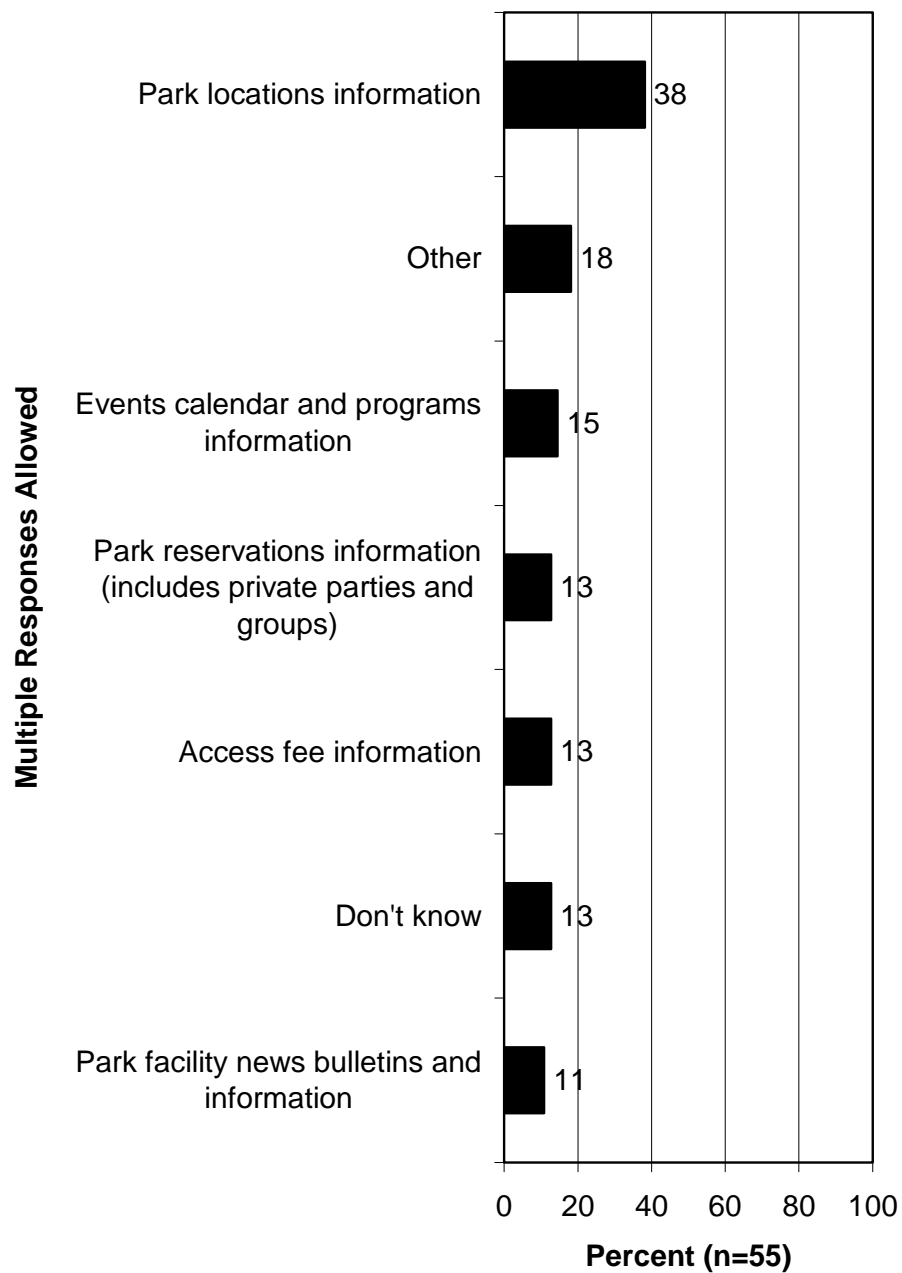
**Q319. How satisfied were you with your contact with the Harbors, Beaches and Parks Division? (Asked of those who had contact with the Harbors, Beaches and Parks Division.)**



**Q320. Have you ever visited the Orange County Harbors, Beaches and Parks Division website?**



**Q323. What kind of information or assistance were you seeking? (Asked of those who visited the Orange County Harbors, Beaches and Parks Division website.)**

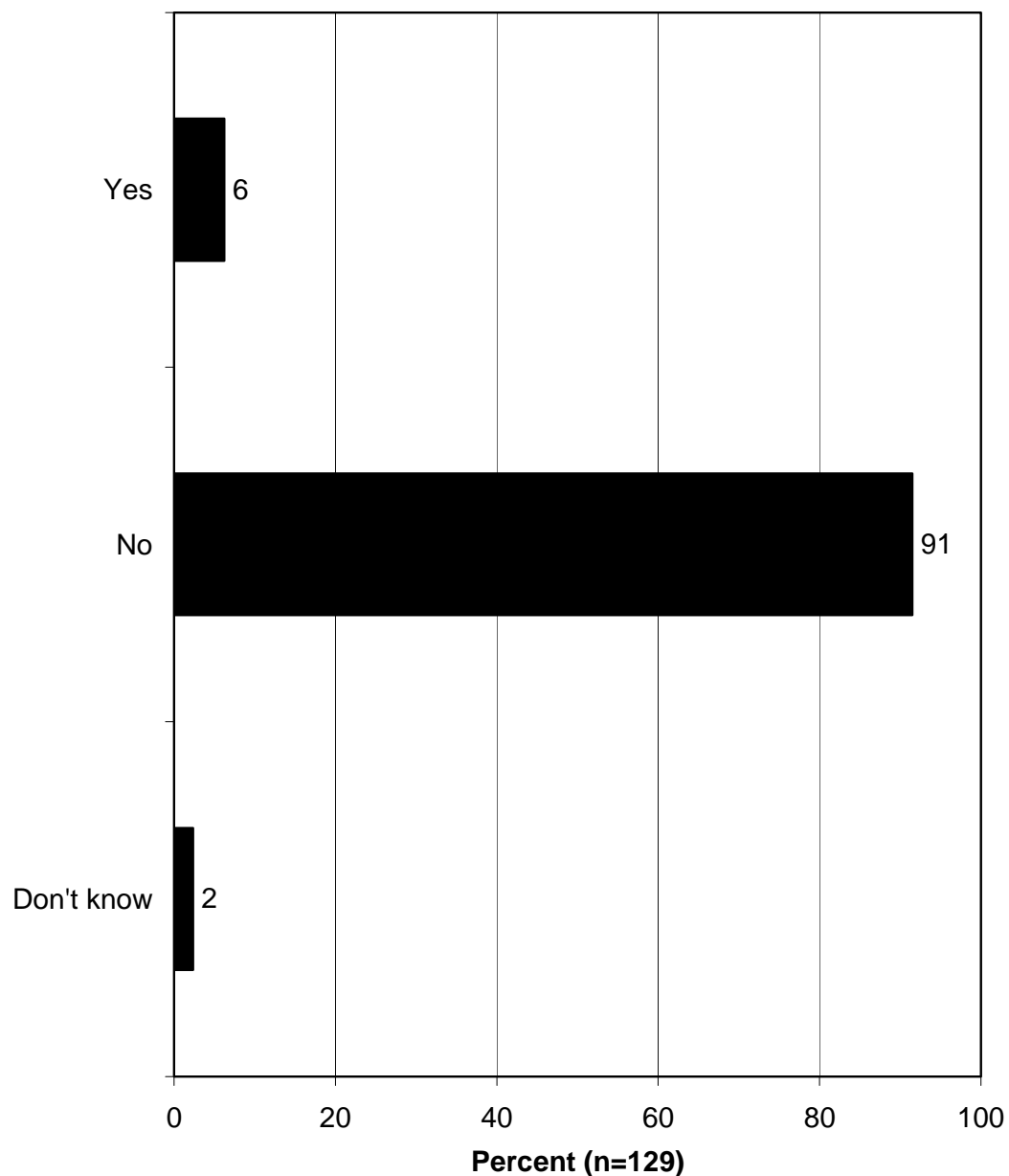


## STEWARDSHIP

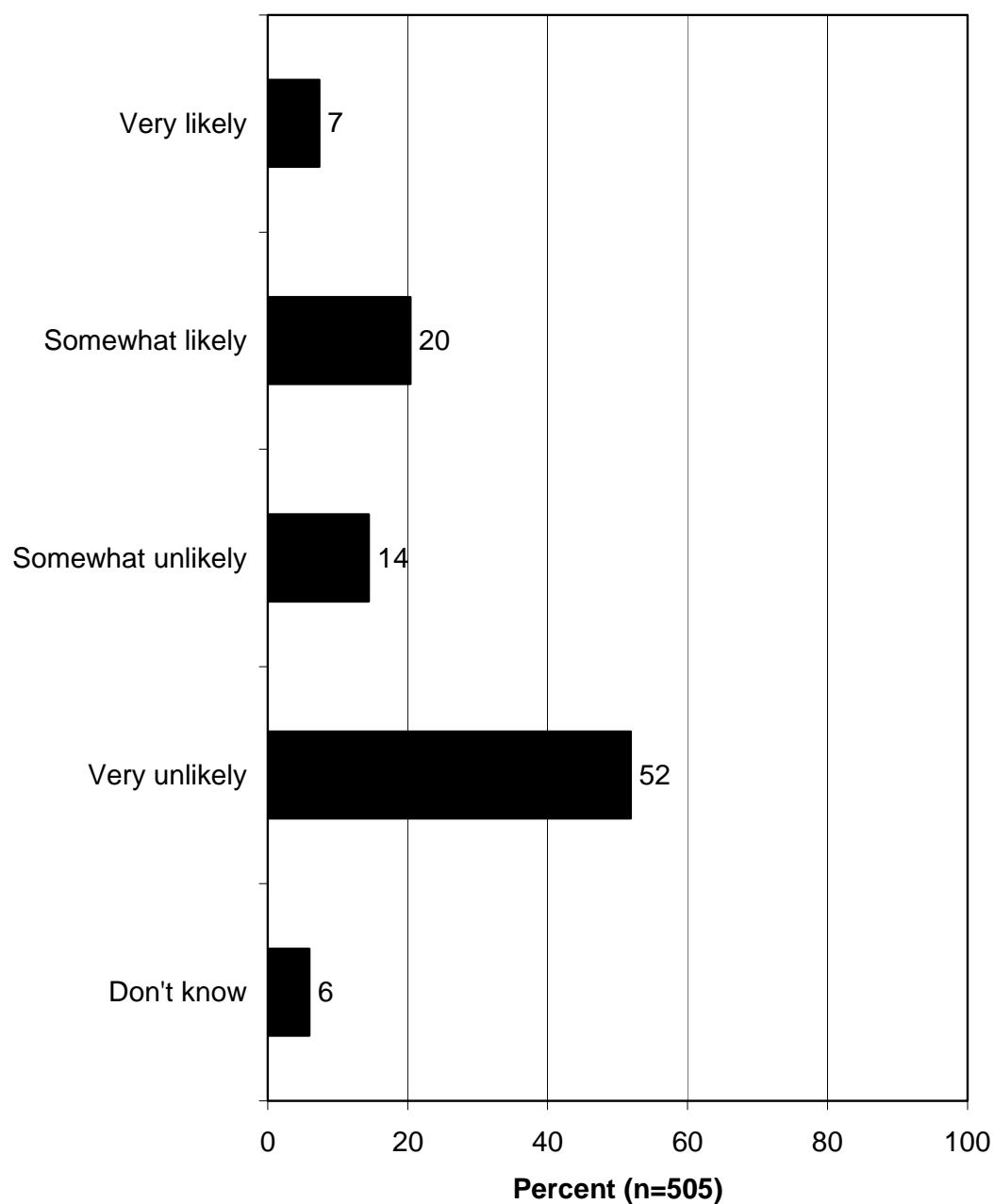
- A small, but not insubstantial, percentage of those who visited an HBP park (6%) volunteered time to help with a natural resource or outdoor recreation project at an HBP park facility in the past year. Meanwhile, 7% of Orange County residents say that they would be *very* likely to volunteer their time in the next year (27% say *very* or *somewhat* likely, but decision-makers should not heavily count on the 20% who say only *somewhat* likely).
- Those who expressed likelihood in volunteering time in the future for a natural resource or outdoor recreation project are positively correlated with the following:
  - supports a bond measure to add more park facilities or to increase current HBP park programs, thinks that Orange County has too few HBP park facilities
  - has visited an HBP facility in the last 12 months
  - is a full-time student
  - volunteered time to help with a natural resource or outdoor recreation project at an HBP park facility in the past 12 months
  - age is median (48) or below
  - rents place of residence
  - knew a great deal or moderate amount about HBP park facilities before this survey
  - has children 17 or younger living in the household



**Q308. Have you volunteered time to help with a natural resource or outdoor recreation project at an HBP park facility in the past 12 months? (Asked of those who visited an HBP facility in the last 12 months.)**



**Q309. How likely would you be to volunteer time to help with a natural resource or outdoor recreation project at an HBP park facility in the next 12 months?**



## **DEMOGRAPHIC AND OTHER CHARACTERISTICS**

- Note that the most important use of demographic data is in nonparametric analyses, which were discussed throughout this report. Nonetheless, the results of the demographic questions are discussed below.
- Consistent with the residential character of Orange County, residents most commonly consider their place of residence as a large city/urban area or a suburban area; almost none characterize their residence as rural. Also note that about 1 in 7 live in a gated community, and a few live in an equestrian community. Despite the urbanization of Orange County, the majority of residents live in a single-family detached house, and homeowners exceed renters by 3 to 1.
- The survey asked Orange County residents about where they grew up, with most of them saying that they grew up in a large city/urban area or a suburban area; very few grew up in a rural area.
- About three-quarters of Orange County residents have completed some college coursework, and about half have a Bachelors degree (some of those with additional post-graduate degrees as well). Most Orange County residents are currently employed, but a substantial portion (more than one-fifth) are retired. Household incomes follow a bell curve, in general, with the peak of the bell curve in the \$40,000 to \$59,999 category.
- Most Orange County residents consider themselves to be white; just more than 1 in 10 Orange County residents are of Latino or Hispanic origin (note that “white” and “Hispanic origin” are not mutually exclusive and were asked about in separate questions, as is done in the U.S. Census). Women slightly exceeded men in the study, consistent with Orange County, which has more women-headed households than men-headed households (because the general population sample used in this study was generated through households, it was expected that the study would have slightly more women than men). Finally, more than a third of Orange County residents have children living in their household.

- The nonparametric analysis provided insight into how certain subgroups within the population think, feel, and behave. Correlations between demographic characteristics and specific opinions and behaviors are shown below. The findings do not mean that all of the members of a particular group think, feel, or behave that way; only that they are more likely to do so than are those not in their subgroup.
- Men were associated with the following responses more often than were women:
    - Having visited an HBP facility in the past 12 months. Having visited, participated in, or used at an HBP facility (in order of strength of correlation) a group camping area, an interpretive center, a boat launching facility, a paleontology museum. Men also more often than women said the primary reason they visited an HBP facility was for active sports.
    - *Not* having used at an HBP facility a rental bicycle.
    - Indicating an interest in (in order of strength of correlation) camping in a primitive area, football, bicycling on a trail or mountain biking, fishing in a freshwater lake, archery, surfing or boogie-boarding, swimming in the ocean, attending a sports event, ocean kayaking, soccer, bicycling on a paved bikeway, jogging or running, hiking.
    - *Not* indicating an interest in (in order of strength of correlation) accompanying a child who took a train ride, attending a classroom program, walking for pleasure, accompanying a child to a playground or tot lot, birdwatching/nature study, accompanying a child who took a pony ride, picnicking.
    - Saying that lack of time because of work obligations was a reason for not visiting an HBP facility in the past 12 months; living in a townhouse; having a post-graduate degree.
  - Women, on the other hand, were associated with the following responses more often than were men (because the man-woman variable is perfectly dichotomous, many of the correlations are the exact opposite of women's correlations):
    - Having used a rental bicycle at an HBP facility. Women also more often than men said the primary reason they visited an HBP facility was for casual, passive activities.
    - Not having visited an HBP facility at all; not having visited, participated in, or used at an HBP facility (in order of strength of correlation) a group camping area, an interpretive center, a boat launching facility, paleontology museum.
    - Indicating an interest in (in order of strength of correlation) accompanying a child on a train ride, attending a classroom program, accompanying a child to a playground or tot lot, walking for pleasure, birdwatching/nature study, picnicking, taking a child on a pony ride.
    - Not indicating an interest in (in order of strength of correlation) camping in a primitive area, football, bicycling on a trail or mountain biking, archery, fishing in a freshwater lake, surfing or boogie-boarding, swimming in the ocean, ocean

- kayaking, attending a sports event, bicycling on a paved bikeway, soccer, jogging or running, hiking.
  - Being a stay-at-home parent; saying that lack of time because of family obligations was a reason for not visiting an HBP facility in the past 12 months; living in a single-family detached home; living in Orange County for more than the median number of years.
  - Getting information on park facilities to visit from friends.
  - Rating the importance of being with family and friends as a reason for their most recent visit to an HBP facility as very high.
- Those at or below the median age were associated with the following responses more often than were those above the median age:
  - Having visited an HBP facility in the past 12 months. Having visited, participated in, or used at an HBP facility (in order of strength of correlation) accompanying a child to a playground or tot lot, jogging or running, surfing or boogie-boarding, accompanying a child on a train ride, taking a child on a pony ride.
  - *Not* having participated in at an HBP facility painting or photography in the outdoors.
  - Indicating an interest in (in order of strength of correlation) jogging or running, surfing or boogie-boarding, bicycling on a trail or mountain biking, bicycling on a paved bikeway, soccer, swimming in the ocean, rollerblading or rollerskating, horseback riding, football, ocean kayaking, attending a sports event, hiking, camping in a primitive area, camping in a campground, canoeing, boating other than canoeing or kayaking, fishing in a freshwater lake, painting or photography in the outdoors, hiking with a guide, accompanying a child to a playground or tot lot, accompanying a child who took a pony ride, archery, picnicking, model sail-boating, accompanying a child who took a train ride, walking a dog, attending a classroom program, walking for pleasure.
  - Having children 17 or younger living at home; being a stay-at-home parent; living in Orange County the median number of years or less; renting place of residence; living in a garden-style apartment building or townhouse.
  - Indicating support for a bond measure to add more park facilities or to increase current HBP park programs.
- Those above the median age were associated with the following responses more often than were those at or below the median age (because the age variable is perfectly dichotomous, many of the correlations are the exact opposite of the younger group's correlations):
  - Having participated in at an HBP facility painting or photography in the outdoors. Indicating that last HBP park visit was spontaneous.
  - *Not* having visited an HBP facility in the past 12 months. *Not* having visited, participated in, or used at an HBP facility (in order of strength of correlation) accompanying a child to a playground or tot lot, jogging or running, surfing or

- boogie-boarding, accompanying a child on a train ride, taking a child on a pony ride.
  - *Not* indicating an interest in (in order of strength of correlation) jogging or running, surfing or boogie-boarding, bicycling on a trail or mountain biking, bicycling on a paved bikeway, soccer, swimming in the ocean, rollerblading or rollerskating, horseback riding, football, ocean kayaking, attending a sports event, hiking, camping in a primitive area, camping in a campground, canoeing, boating other than canoeing or kayaking, fishing in a freshwater lake, painting or photography in the outdoors, hiking with a guide, accompanying a child to a playground or tot lot, accompanying a child who took a pony ride, archery, picnicking, model sail-boating, accompanying a child who took a train ride, walking a dog, attending a classroom program, walking for pleasure.
  - Indicating opposition for a bond measure to add more park facilities or to increase current HBP park programs.
  - Being retired; not having children 17 or younger living in the household; living in Orange County for above the median years; saying that age/health are a reason for not visiting an HBP facility in the past 12 months; owning place of residence; being white or Caucasian; living in a single-family detached house; being disabled.
- Three types of housing had substantial percentages of Orange County residents living in them: garden style apartments (10%), townhouses (11%), and single-family detached houses (63%). Those who live in garden style apartments were associated with the following responses more often than were those *not* living in garden style apartments (including those in more dense living arrangements such as high-rises as well as those in less dense living arrangements such as single-family detached housing):
  - *Not* having visited an HBP facility in the past 12 months; saying that cost, distance, and time constraints because of school were constraints to participating in outdoor recreation at an HBP facility.
  - Indicating an interest in (in order of strength of correlation) model sailboating, jogging or running, football, soccer, horseback riding.
  - *Not* indicating an interest in (in order of strength of correlation) walking for pleasure, walking a dog.
  - Having a household income of less than \$60,000.
  - Being at or below the median age; living in Orange County for the median number of years or less.
- Those who live in townhouses were associated with the following responses more often than were those *not* living in townhouses (including those in more dense living arrangements such as high-rises as well as those in less dense living arrangements such as single-family detached housing):

- Saying that work and family obligations were a constraint to participating in outdoor recreation at an HBP facility. Having visited, participated in, or used at an HBP facility (in order of strength of correlation) jogging or running, a cultural or historic museum, bicycling on a paved bikeway.
  - *Not* participating in walking a dog at an HBP facility in the past 12 months.
  - Indicating an interest in (in order of strength of correlation) boating other than canoeing/kayaking, canoeing, bicycling on a paved bikeway, surfing or boogie-boarding, picnicking, rollerblading or rollerskating, ocean kayaking, bicycling on a trail or mountain biking.
  - Having a household income of less than \$60,000; not having children 17 or younger living at home; being male; being white or Caucasian; being the median age (48) or below.
- Those who live in single-family detached housing were associated with the following responses more often than were those *not* living in single-family detached housing (virtually all of whom are in more dense living arrangements):
  - Having visited, participated in, or used at an HBP facility (in order of strength of correlation) walking a dog, a visitor center, taking a child on a pony ride, an interpretive program, a hiking trail.
  - Indicating an interest in (in order of strength of correlation) walking a dog, walking for pleasure, hiking, attending a cultural event, taking a child on a pony ride.
  - *Not* indicating an interest in (in order of strength of correlation) jogging or running, rollerblading or rollerskating.
  - Having a household income of more than \$60,000; being white or Caucasian; having children 17 or younger living at home; being a stay-at-home parent; being above the median age (48); having a post-graduate degree; having lived in Orange County more than the median number of years; being female.

# SURVEY INSTRUMENT

## OC HBP STRATEGIC PLAN SURVEY

1. OCPARK

START

PRESS ENTER WHEN INTERVIEW BEGINS.

2. TIME WHEN PROGRAM WAS OPENED.

TIME1 1:1-5

\_\_\_\_\_

3. SURVEY NAME

SNAME 1:6

(CHECK ONLY ONE ANSWER)

|\_\_| 1. OCPARK

4. Hello, my name is \_\_\_\_\_. I'm calling on behalf of the Orange County Harbors, Beaches, and Parks Division (HBP) to ask for your opinions and experiences regarding parks in Orange County.

(MUST BE AN ORANGE COUNTY RESIDENT AT LEAST 16)

CONPER1 1:7-8

(CHECK ONLY ONE ANSWER)

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1. Correct person, good time to do survey (GO TO QUESTION 6)
2. Bad time/schedule recall (CB - do not save) (GO TO QUESTION 5)
3. AM, NA, BZ (do not save)
4. TM (GO TO QUESTION 372)
5. RF
6. NE (GO TO QUESTION 373)
7. DS
8. BG
9. DL
10. Bad Number (missing digit, begins with zero, etc.)

```

SKIP TO QUESTION 376

=====



OC HBP STRATEGIC PLAN SURVEY

Page 2

5. When would be a more convenient time to call you back?  
Thank you for your time.

WHENCALL

ENTER DAY AND TIME ON CALLSHEET (CB)

SKIP TO QUESTION 376

6. TIME WHEN INTERVIEW BEGAN.

TIME2 1:9-13

|\_|\_|\_|\_|\_|\_|\_|

7. Have you visited any HBP facilities, including historical,  
regional, wilderness, or coastal parks in the LAST 12 MONTHS?

(IF ASKED: This does NOT include City, State, or National parks.)

HBP12 1:14

(CHECK ONLY ONE ANSWER)

- |\_| 1. Invalid answer. Select another. (GO TO QUESTION 7)  
|\_| 2. Yes (GO TO QUESTION 10)  
|\_| 3. No  
|\_| 4. Don't know (GO TO QUESTION 10)

SKIP TO QUESTION 14

8. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS1

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 10

9. YOU DID NOT USE SPACE BAR.

NOSPAC1

PRESS ENTER TO TRY AGAIN.

OC HBP STRATEGIC PLAN SURVEY

Page 3

10. Which HBP facilities, including historical, regional, wilderness, or coastal parks, have you visited in the last 12 months?

(READ LIST AS NECESSARY; CHECK ALL THAT APPLY)

WHFAC1 1:15-31

(CHECK ALL THAT APPLY)

- ☐ 1. Aliso Beach
- ☐ 2. Aliso and Wood Canyons Wilderness Park
- ☐ 3. Arden Modjeska Historic Home & Garden
- ☐ 4. Capistrano Beach
- ☐ 5. Carbon Canyon Regional Park
- ☐ 6. Caspers Wilderness Park
- ☐ 7. Clark Regional Park
- ☐ 8. Craig Regional Park
- ☐ 9. Featherly Regional Park
- ☐ 10. George Key Ranch Historical Park
- ☐ 11. Harriett M. Wieder Regional Park
- ☐ 12. Heritage Hill Historical Park
- ☐ 13. Irvine Regional Park
- ☐ 14. Laguna Coast Wilderness Park
- ☐ 15. Laguna Niguel Regional Park
- ☐ 16. Limestone/Whiting Ranch Parks
- ☐ 17. CHECK HERE FOR MORE CHOICES (including other and don't know)

IF (#10 = 0) GO TO #9

IF (#10 @ 17) GO TO #12

SKIP TO QUESTION 14

=====

11. YOU DID NOT USE SPACE BAR.

NOSPAC2

PRESS ENTER TO TRY AGAIN.

OC HBP STRATEGIC PLAN SURVEY

Page 4

## 12. CONTINUED FROM PREVIOUS. (CHECK ALL PARKS VISITED IN PAST 12 MONTHS)

WHFAC2 1:32-49

(CHECK ALL THAT APPLY)

- ☐ 1. Mason Regional Park
- ☐ 2. Mile Square Regional Park
- ☐ 3. O'Neill Regional Park
- ☐ 4. Old Orange County Courthouse
- ☐ 5. Orange County Zoo
- ☐ 6. Peralta Adobe
- ☐ 7. Peters Canyon Regional Park
- ☐ 8. Salt Creek Beach
- ☐ 9. Santiago Oaks Regional Park
- ☐ 10. Sunset Beach
- ☐ 11. Sunset Harbour Marina
- ☐ 12. Talbert Nature Preserve
- ☐ 13. Thomas F. Riley Wilderness Park
- ☐ 14. Upper Newport Bay
- ☐ 15. Yorba Cemetery
- ☐ 16. Yorba Regional Park
- ☐ 17. Other
- ☐ 18. Don't know

IF (#12 = 0) GO TO #11

IF (#12 @ 18 AND (NOT (#12 = 131072))) GO TO #8

IF (#12 @ 18 AND (NOT (#10 = 65536))) GO TO #8

IF (#12 @ 17) GO TO #13

SKIP TO QUESTION 14

=====

## 13. ENTER OTHER HBP PARK FACILITY.

PARKST 2:1-240

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LOWEST VALUE = "A"

## 14. TIME CHECK.

TIME3 2:241-245

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OC HBP STRATEGIC PLAN SURVEY

Page 5

15. DETERMINES HBP PARK VISITORS.

PKCMP 2:246

(CHECK ONLY ONE ANSWER)

|\_\_| 1. HBP park visitor  
|\_\_| 2. Not an HBP park visitor (GO TO QUESTION 18)

COMPUTE IF (#7 = 2) 1  
COMPUTE IF (#7 = 4 AND (NOT ((#10 @ 17) AND (#12 @ 18)))) 1  
COMPUTE 2

SKIP TO QUESTION 20

=====

16. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS3

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 18

=====

17. YOU DID NOT USE SPACE BAR.

NOSPAC3

PRESS ENTER TO TRY AGAIN.

OC HBP STRATEGIC PLAN SURVEY

Page 6

18. What are the reasons you have NOT visited an HBP park facility?  
(DNR LIST; CHECK ALL THAT APPLY)

NOVIS 3:1-16

(CHECK ALL THAT APPLY)

- ☐ 1. Not enough time (work obligations)
- ☐ 2. Not enough time (family obligations)
- ☐ 3. Not enough time (school obligations)
- ☐ 4. No place to go nearby
- ☐ 5. No access
- ☐ 6. Do not know where to go
- ☐ 7. No one to go with
- ☐ 8. Too crowded
- ☐ 9. Poor behavior of others
- ☐ 10. Don't feel safe
- ☐ 11. Health/age
- ☐ 12. Pollution
- ☐ 13. Costs
- ☐ 14. Didn't want to go/no desire
- ☐ 15. Other
- ☐ 16. Don't know

IF (#18 = 0) GO TO #17

IF (#18 @ 16 AND (NOT (#18 = 32768))) GO TO #16

IF (#18 @ 15) GO TO #19

SKIP TO QUESTION 118

=====

19. ENTER OTHER REASON FOR NOT VISITING.

NOVISST 4:1-240

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SKIP TO QUESTION 118

=====

OC HBP STRATEGIC PLAN SURVEY

Page 7

20. In the last 12 months, which specific HBP park facility did you visit THE MOST? (READ LIST AS NECESSARY; CHOOSE ONLY ONE)

MSTPK1 4:241-242

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 20)
- ☐ 2. Aliso Beach
- ☐ 3. Aliso and Wood Canyons Wilderness Park
- ☐ 4. Arden Modjeska Historic Home & Garden
- ☐ 5. Capistrano Beach
- ☐ 6. Carbon Canyon Regional Park
- ☐ 7. Caspers Wilderness Park
- ☐ 8. Clark Regional Park
- ☐ 9. Craig Regional Park
- ☐ 10. Featherly Regional Park
- ☐ 11. George Key Ranch Historical Park
- ☐ 12. Harriett M. Wieder Regional Park
- ☐ 13. Heritage Hill Historical Park
- ☐ 14. Irvine Regional Park
- ☐ 15. Laguna Coast Wilderness Park
- ☐ 16. Laguna Niguel Regional Park
- ☐ 17. Limestone/Whiting Ranch Parks
- ☐ 18. ENTER HERE FOR MORE CHOICES (including other/don't know) (GO TO QUESTION 21)

SKIP TO QUESTION 23

=====

OC HBP STRATEGIC PLAN SURVEY

Page 8

21. CONTINUED FROM PREVIOUS. (ENTER THE PARK VISITED MOST IN PAST 12 MONTHS)  
MSTPK2 4:243-244

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 21)
- ☐ 2. Mason Regional Park
- ☐ 3. Mile Square Regional Park
- ☐ 4. O'Neill Regional Park
- ☐ 5. Old Orange County Courthouse
- ☐ 6. Orange County Zoo
- ☐ 7. Peralta Adobe
- ☐ 8. Peters Canyon Regional Park
- ☐ 9. Salt Creek Beach
- ☐ 10. Santiago Oaks Regional Park
- ☐ 11. Sunset Beach
- ☐ 12. Sunset Harbour Marina
- ☐ 13. Talbert Nature Preserve
- ☐ 14. Thomas F. Riley Wilderness Park
- ☐ 15. Upper Newport Bay
- ☐ 16. Yorba Cemetery
- ☐ 17. Yorba Regional Park
- ☐ 18. Other (GO TO QUESTION 22)
- ☐ 19. Don't know

SKIP TO QUESTION 23

=====

22. ENTER OTHER HBP PARK FACILITY VISITED MOST.

MSTPKST 5:1-240

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---

LOWEST VALUE = "A"

23. RANDOMIZES SECTIONS.

PTFTRAN 5:241

(CHECK ONLY ONE ANSWER)

- ☐ 1. prtint (GO TO QUESTION 24)
- ☐ 2. ftrint

SKIP TO QUESTION 151

=====

OC HBP STRATEGIC PLAN SURVEY

Page 9

24. Next, I'm going to read a list of outdoor activities. For each activity, please tell me if you have participated in it WHILE VISITING AN HBP PARK FACILITY IN THE LAST 12 MONTHS.

PRTINT

PRESS ENTER TO CONTINUE.

25. (What about) attending a cultural EVENT, such as a music festival? (Have you participated in this while visiting HBP park facilities in the last 12 months?)

CLTEVPRT 5:242

(CHECK ONLY ONE ANSWER)

- |\_\_| 1. Invalid answer. Select another. (GO TO QUESTION 25)  
 |\_\_| 2. Yes, while visiting HBP park facilities in the last 12 months  
 |\_\_| 3. No  
 |\_\_| 4. Don't know

IF (#25 = 2) GO TO #26

SKIP TO QUESTION 28

=====

26. How many days (have you participated in ATTENDING CULTURAL EVENTS at HBP park facilities in the last 12 months)?

CLTEVDAY 5:243-245

|\_\_|\_\_|\_\_| days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#26 &gt; 9) GO TO #27

SKIP TO QUESTION 28

=====

27. DID YOU MEAN TO ENTER #26?

CLTEVCHK 5:246

(CHECK ONLY ONE ANSWER)

- |\_\_| 1. Invalid answer. Select another. (GO TO QUESTION 27)  
 |\_\_| 2. Yes  
 |\_\_| 3. No (GO TO QUESTION 26)



OC HBP STRATEGIC PLAN SURVEY

Page 10

28. (What about) attending a sports event?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

(IF ASKED: To watch, NOT to participate)

SPTEVPRT 5:247

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 28)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#28 = 2) GO TO #29

SKIP TO QUESTION 31

29. How many days (have you participated in ATTENDING SPORTS  
EVENTS at HBP park facilities in the last 12 months)?

SPTEVDAY 5:248-250

days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#29 > 9) GO TO #30

SKIP TO QUESTION 31

30. DID YOU MEAN TO ENTER #29?

SPTEVCHK 6:1

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 30)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 29)

OC HBP STRATEGIC PLAN SURVEY

Page 11

31. (What about) attending an interpretive program?  
(Have you participated in this while visiting HBP park facilities in the last 12 months?)

(IF ASKED: Interpretive programs are displays, lessons, and activities that use images, audio and visual effects, and interactive exhibits.)

INTRPPRT 6:2

(CHECK ONLY ONE ANSWER)

- |\_\_| 1. Invalid answer. Select another. (GO TO QUESTION 31)  
|\_\_| 2. Yes, while visiting HBP park facilities in the last 12 months  
|\_\_| 3. No  
|\_\_| 4. Don't know

IF (#31 = 2) GO TO #32

SKIP TO QUESTION 34

=====

32. How many days (have you participated in ATTENDING INTERPRETIVE PROGRAMS at HBP park facilities in the last 12 months)?

INTRPDAY 6:3-5

|\_\_|\_\_|\_\_| days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#32 &gt; 9) GO TO #33

SKIP TO QUESTION 34

=====

33. DID YOU MEAN TO ENTER #32?

INTRPCHK 6:6

(CHECK ONLY ONE ANSWER)

- |\_\_| 1. Invalid answer. Select another. (GO TO QUESTION 33)  
|\_\_| 2. Yes  
|\_\_| 3. No (GO TO QUESTION 32)

OC HBP STRATEGIC PLAN SURVEY

Page 12

34. (What about) attending a classroom program?

(Have you participated in this while visiting HBP park facilities in the last 12 months?)

(IF ASKED: Classroom programs refer to group activities, including youth activities, held in classrooms.)

CLASSPRT 6:7

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 34)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#34 = 2) GO TO #35

SKIP TO QUESTION 37

=====

35. How many days (have you participated in CLASSROOM PROGRAMS at HBP park facilities in the last 12 months)?

CLASSDAY 6:8-10

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#35 &gt; 9) GO TO #36

SKIP TO QUESTION 37

=====

36. DID YOU MEAN TO ENTER #35?

CLASSCHK 6:11

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 36)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 35)

OC HBP STRATEGIC PLAN SURVEY

Page 13

37. (What about) painting or photography in the outdoors?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

PHOTOPRT 6:12

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 37)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#37 = 2) GO TO #38

SKIP TO QUESTION 40

=====

38. How many days (have you participated in PAINTING OR PHOTOGRAPHY  
IN THE OUTDOORS at HBP park facilities in the last 12 months)?

PHOTODAY 6:13-15

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#38 &gt; 9) GO TO #39

SKIP TO QUESTION 40

=====

39. DID YOU MEAN TO ENTER #38?

PHOTOCHK 6:16

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 39)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 38)

OC HBP STRATEGIC PLAN SURVEY

Page 14

40. (What about) birdwatching, plant identification, or other nature study?  
(Have you participated in this while visiting HBP park facilities in the last 12 months?)

BIRDPRT 6:17

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 40)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#40 = 2) GO TO #41

SKIP TO QUESTION 43

41. How many days (have you participated in BIRDWATCHING, PLANT IDENTIFICATION, OR OTHER NATURE STUDY at HBP park facilities in the last 12 months)?

BIRDDAY 6:18-20

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#41 &gt; 9) GO TO #42

SKIP TO QUESTION 43

42. DID YOU MEAN TO ENTER #41?

BIRDCHK 6:21

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 42)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 41)

OC HBP STRATEGIC PLAN SURVEY

Page 15

## 43. (What about) soccer?

(Have you participated in this while visiting HBP park facilities in the last 12 months?)

SOCRPRT 6:22

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 43)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

IF (#43 = 2) GO TO #44

SKIP TO QUESTION 46

=====

## 44. How many days (have you participated in SOCCER at HBP park facilities in the last 12 months)?

SOCRDAY 6:23-25

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#44 &gt; 9) GO TO #45

SKIP TO QUESTION 46

=====

## 45. DID YOU MEAN TO ENTER #44?

SOCRCHK 6:26

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 45)
- ☐ 2. Yes
- ☐ 3. No (GO TO QUESTION 44)

OC HBP STRATEGIC PLAN SURVEY

Page 16

46. (What about) football?

(Have you participated in this while visiting HBP park facilities in the last 12 months?)

FOOTBPRT 6:27

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 46)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

IF (#46 = 2) GO TO #47

SKIP TO QUESTION 49

=====

47. How many days (have you participated in FOOTBALL at HBP park facilities in the last 12 months)?

FOOTBDAY 6:28-30

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#47 &gt; 9) GO TO #48

SKIP TO QUESTION 49

=====

48. DID YOU MEAN TO ENTER #47?

FOOTBCHK 6:31

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 48)
- ☐ 2. Yes
- ☐ 3. No (GO TO QUESTION 47)

OC HBP STRATEGIC PLAN SURVEY

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49. (What about) rollerblading or rollerskating?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

ROLLRPRT 6:32

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 49)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#49 = 2) GO TO #50

SKIP TO QUESTION 52

=====

50. How many days (have you participated in ROLLERBLADING OR  
ROLLERSKATING at HBP park facilities in the last 12 months)?

ROLLRDAY 6:33-35

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#50 &gt; 9) GO TO #51

SKIP TO QUESTION 52

=====

51. DID YOU MEAN TO ENTER #50?

ROLLRCHK 6:36

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 51)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 50)



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52. (What about) archery?

(Have you participated in this while visiting HBP park facilities in the last 12 months?)

ARCHPRT 6:37

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 52)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

IF (#52 = 2) GO TO #53

SKIP TO QUESTION 55

=====

53. How many days (have you participated in ARCHERY at HBP park facilities in the last 12 months)?

ARCHDAY 6:38-40

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#53 &gt; 9) GO TO #54

SKIP TO QUESTION 55

=====

54. DID YOU MEAN TO ENTER #53?

ARCHCHK 6:41

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 54)
- ☐ 2. Yes
- ☐ 3. No (GO TO QUESTION 53)

OC HBP STRATEGIC PLAN SURVEY

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55. (What about) jogging or running?  
 (Have you participated in this while visiting HBP park  
 facilities in the last 12 months?)

RUNPRT 6:42

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 55)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#55 = 2) GO TO #56

SKIP TO QUESTION 58

=====

56. How many days (have you participated in JOGGING OR RUNNING  
 at HBP park facilities in the last 12 months)?

RUNDAY 6:43-45

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#56 &gt; 9) GO TO #57

57. DID YOU MEAN TO ENTER #56?

RUNCHK 6:46

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 57)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 56)

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58. (What about) walking a dog?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

WKDOGPRT 6:47

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 58)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#58 = 2) GO TO #59

SKIP TO QUESTION 61

=====

59. How many days (have you participated in WALKING A  
DOG at HBP park facilities in the last 12 months)?

WKDOGDAY 6:48-50

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#59 &gt; 9) GO TO #60

SKIP TO QUESTION 61

=====

60. DID YOU MEAN TO ENTER #59?

WKDOGCHK 6:51

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 60)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 59)

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61. (What about) walking for pleasure?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

WKPLSPRT 6:52

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 61)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#61 = 2) GO TO #62

SKIP TO QUESTION 64

=====

62. How many days (have you participated in WALKING FOR PLEASURE  
at HBP park facilities in the last 12 months)?

WKPLSDAY 6:53-55

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#62 &gt; 9) GO TO #63

SKIP TO QUESTION 64

=====

63. DID YOU MEAN TO ENTER #62?

WKPLSCHK 6:56

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 63)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 62)

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64. (What about) bicycling on a paved bikeway?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

BIKVPVPT 6:57

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 64)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#64 = 2) GO TO #65

SKIP TO QUESTION 67

=====

65. How many days (have you participated in BICYCLING ON A PAVED  
BIKEWAY at HBP park facilities in the last 12 months)?

BIKPVDAY 6:58-60

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#65 &gt; 9) GO TO #66

SKIP TO QUESTION 67

=====

66. DID YOU MEAN TO ENTER #65?

BIKPVCHK 6:61

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 66)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 65)

OC HBP STRATEGIC PLAN SURVEY

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67. (What about) bicycling on a trail or mountain biking?  
(Have you participated in this while visiting HBP park facilities in the last 12 months?)

(CLARIFY IF YES: On a non-paved trail?)  
(ONLY ENTER YES IF IT WAS ON A NON-PAVED TRAIL)

BIKMTprt 6:62

(CHECK ONLY ONE ANSWER)

- |\_\_| 1. Invalid answer. Select another. (GO TO QUESTION 67)  
|\_\_| 2. Yes, while visiting HBP park facilities in the last 12 months  
|\_\_| 3. No  
|\_\_| 4. Don't know

IF (#67 = 2) GO TO #68

SKIP TO QUESTION 70

=====

68. How many days (have you participated in BICYCLING ON A TRAIL OR MOUNTAIN BIKING at HBP park facilities in the last 12 months)?

BIKMTday 6:63-65

|\_\_|\_\_|\_\_| days

LOWEST VALUE = 1  
HIGHEST VALUE = 365

IF (#68 &gt; 9) GO TO #69

SKIP TO QUESTION 70

=====

69. DID YOU MEAN TO ENTER #68?

BIKMTchk 6:66

(CHECK ONLY ONE ANSWER)

- |\_\_| 1. Invalid answer. Select another. (GO TO QUESTION 69)  
|\_\_| 2. Yes  
|\_\_| 3. No (GO TO QUESTION 68)

OC HBP STRATEGIC PLAN SURVEY

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70. (What about) horseback riding?

(Have you participated in this while visiting HBP park facilities in the last 12 months?)

HORSEPRT 6:67

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 70)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

IF (#70 = 2) GO TO #71

SKIP TO QUESTION 73

=====

71. How many days (have you participated in HORSEBACK RIDING at HBP park facilities in the last 12 months)?

HORSEDAY 6:68-70

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#71 &gt; 9) GO TO #72

SKIP TO QUESTION 73

=====

72. DID YOU MEAN TO ENTER #71?

HORSECHK 6:71

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 72)
- ☐ 2. Yes
- ☐ 3. No (GO TO QUESTION 71)

OC HBP STRATEGIC PLAN SURVEY

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73. (What about) hiking WITH a guide or naturalist?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

HIKGDprt 6:72

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 73)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#73 = 2) GO TO #74

SKIP TO QUESTION 76

=====

74. How many days (have you participated in HIKING WITH A GUIDE  
OR NATURALIST at HBP park facilities in the last 12 months)?

HIKGDDay 6:73-75

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#74 &gt; 9) GO TO #75

SKIP TO QUESTION 76

=====

75. DID YOU MEAN TO ENTER #74?

HIKGDCHK 6:76

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 75)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 74)



OC HBP STRATEGIC PLAN SURVEY

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76. (What about) hiking WITHOUT a guide or naturalist?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

HIKNGPRT 6:77

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 76)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#76 = 2) GO TO #77

SKIP TO QUESTION 79

77. How many days (have you participated in HIKING WITHOUT A  
GUIDE OR NATURALIST at HBP park facilities in the last 12  
months)?

HIKNGDAY 6:78-80

   days

LOWEST VALUE = 1  
HIGHEST VALUE = 365

IF (#77 &gt; 9) GO TO #78

SKIP TO QUESTION 79

78. DID YOU MEAN TO ENTER #77?

HIKNGCHK 6:81

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 78)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 77)

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79. (What about) ocean kayaking?

(Have you participated in this while visiting HBP park facilities in the last 12 months?)

KAYAKPRT 6:82

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 79)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

IF (#79 = 2) GO TO #80

SKIP TO QUESTION 82

=====

80. How many days (have you participated in OCEAN KAYAKING at HBP park facilities in the last 12 months)?

KAYAKDAY 6:83-85

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#80 &gt; 9) GO TO #81

SKIP TO QUESTION 82

=====

81. DID YOU MEAN TO ENTER #80?

KAYAKCHK 6:86

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 81)
- ☐ 2. Yes
- ☐ 3. No (GO TO QUESTION 80)

OC HBP STRATEGIC PLAN SURVEY

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82. (What about) canoeing?

(Have you participated in this while visiting HBP park facilities in the last 12 months?)

CANOEPR 6:87

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 82)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#82 = 2) GO TO #83

SKIP TO QUESTION 85

=====

83. How many days (have you participated in CANOEING at HBP park facilities in the last 12 months)?

CANOEDAY 6:88-90

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#83 &gt; 9) GO TO #84

SKIP TO QUESTION 85

=====

84. DID YOU MEAN TO ENTER #83?

CANOECHK 6:91

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 84)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 83)

OC HBP STRATEGIC PLAN SURVEY

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85. (What about) boating OTHER THAN canoeing or kayaking?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

BOATPRT 6:92

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 85)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#85 = 2) GO TO #86

SKIP TO QUESTION 88

=====

86. How many days (have you participated in BOATING  
at HBP park facilities in the last 12 months)?

BOATDAY 6:93-95

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#86 &gt; 9) GO TO #87

SKIP TO QUESTION 88

=====

87. DID YOU MEAN TO ENTER #86?

BOATCHK 6:96

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 87)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 86)

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88. (What about) model sail-boating?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

MODSBPRT 6:97

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 88)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#88 = 2) GO TO #89

SKIP TO QUESTION 91

89. How many days (have you participated in MODEL SAIL-BOATING  
at HBP park facilities in the last 12 months)?

MODSBDAY 6:98-100

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#89 &gt; 9) GO TO #90

SKIP TO QUESTION 91

90. DID YOU MEAN TO ENTER #89?

MODSBCHK 6:101

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 90)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 89)

OC HBP STRATEGIC PLAN SURVEY

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91. (What about) surfing or boogie-boarding?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

SURFPRT 6:102

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 91)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#91 = 2) GO TO #92

SKIP TO QUESTION 94

=====

92. How many days (have you participated in SURFING OR  
BOOGIE-BOARDING at HBP park facilities in the last  
12 months)?

SURFDAY 6:103-105

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#92 &gt; 9) GO TO #93

SKIP TO QUESTION 94

=====

93. DID YOU MEAN TO ENTER #92?

SURFCHK 6:106

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 93)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 92)

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94. (What about) swimming in the ocean?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

SWIMOPRT 6:107

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 94)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#94 = 2) GO TO #95

SKIP TO QUESTION 97

=====

95. How many days (have you participated in SWIMMING IN THE  
OCEAN at HBP park facilities in the last 12 months)?

SWIMDAY 6:108-110

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#95 &gt; 9) GO TO #96

SKIP TO QUESTION 97

=====

96. DID YOU MEAN TO ENTER #95?

SWIMCHK 6:111

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 96)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 95)

OC HBP STRATEGIC PLAN SURVEY

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97. (What about) fishing in a freshwater lake?  
 (Have you participated in this while visiting HBP park  
 facilities in the last 12 months?)

FSLKPR 6:112

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 97)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#97 = 2) GO TO #98

SKIP TO QUESTION 100

=====

98. How many days (have you participated in FISHING IN A  
 LAKE at HBP park facilities in the last 12 months)?

FSLKDAY 6:113-115

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#98 &gt; 9) GO TO #99

SKIP TO QUESTION 100

=====

99. DID YOU MEAN TO ENTER #98?

FSLKCHK 6:116

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 99)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 98)



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100. (What about) camping in a campground?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

CMPGDPRT 6:117

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 100)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#100 = 2) GO TO #101

SKIP TO QUESTION 103

=====

101. How many days (have you participated in CAMPING IN A CAMPGROUND  
at HBP park facilities in the last 12 months)?

CMPGDDAY 6:118-120

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#101 &gt; 9) GO TO #102

SKIP TO QUESTION 103

=====

102. DID YOU MEAN TO ENTER #101?

CMPGDCHK 6:121

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 102)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 101)

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103. (What about) camping in a primitive area?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

CMPPRPRT 6:122

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 103)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

IF (#103 = 2) GO TO #104

SKIP TO QUESTION 106

104. How many days (have you participated in CAMPING IN A  
PRIMITIVE AREA at HBP park facilities in the last 12  
months)?

CMPPRDAY 6:123-125

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#104 &gt; 9) GO TO #105

SKIP TO QUESTION 106

105. DID YOU MEAN TO ENTER #104?

CMPPRCHK 6:126

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 105)
- ☐ 2. Yes
- ☐ 3. No (GO TO QUESTION 104)

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106. (What about) picnicking?

(Have you participated in this while visiting HBP park facilities in the last 12 months?)

PICPRT 6:127

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 106)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

IF (#106 = 2) GO TO #107

SKIP TO QUESTION 109

=====

107. How many days (have you participated in PICNICKING at HBP park facilities in the last 12 months)?

PICDAY 6:128-130

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#107 &gt; 9) GO TO #108

SKIP TO QUESTION 109

=====

108. DID YOU MEAN TO ENTER #107?

PICCHK 6:131

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 108)
- ☐ 2. Yes
- ☐ 3. No (GO TO QUESTION 107)

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109. (What about) accompanying a child to a playground or tot lot?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

PLYGDPRT 6:132

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 109)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

IF (#109 = 2) GO TO #110

SKIP TO QUESTION 112

=====

110. How many days (have you participated in ACCOMPANYING A CHILD  
TO A PLAYGROUND OR TOT LOT at HBP park facilities in the last  
12 months)?

PLYGDDAY 6:133-135

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#110 &gt; 9) GO TO #111

SKIP TO QUESTION 112

=====

111. DID YOU MEAN TO ENTER #110?

PLYGDCHK 6:136

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 111)
- ☐ 2. Yes
- ☐ 3. No (GO TO QUESTION 110)

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112. (What about) accompanying a child who took a pony ride?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

PONYPRT 6:137

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 112)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#112 = 2) GO TO #113

SKIP TO QUESTION 115

=====

113. How many days (have you participated in ACCOMPANYING A CHILD  
WHO TOOK A PONY RIDE at HBP park facilities in the last 12  
months)?

PONYDAY 6:138-140

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#113 &gt; 9) GO TO #114

SKIP TO QUESTION 115

=====

114. DID YOU MEAN TO ENTER #113?

PONYCHK 6:141

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 114)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 113)

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115. (What about) accompanying a child who took a train ride?  
(Have you participated in this while visiting HBP park  
facilities in the last 12 months?)

TRAINPRT 6:142

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 115)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

IF (#115 = 2) GO TO #116

SKIP TO QUESTION 118

116. How many days (have you participated in ACCOMPANYING A CHILD  
WHO TOOK A TRAIN RIDE at HBP park facilities in the last 12  
months)?

TRAINDAY 6:143-145

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#116 &gt; 9) GO TO #117

SKIP TO QUESTION 118

117. DID YOU MEAN TO ENTER #116?

TRAINCHK 6:146

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 117)  
☐ 2. Yes  
☐ 3. No (GO TO QUESTION 116)

118. DETERMINES QUESTION PHRASING.

FUTCMP 6:147

(CHECK ONLY ONE ANSWER)

- ☐ 1. the same  
☐ 2. a

COMPUTE IF (#15 = 1) 1

COMPUTE 2

OC HBP STRATEGIC PLAN SURVEY

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119. Next, I'm going to read #118 list of activities, and I'd like to know if you are very interested in participating in each in the next 2 years at HBP park facilities OR ANYWHERE ELSE.

FUTINT

PRESS ENTER TO CONTINUE.

120. (What about) attending a cultural EVENT, such as a music festival?

(Are you very interested in participating in this in the next 2 years at HBP park facilities OR ANYWHERE ELSE?)

CLTEVFUT 6:148

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 120)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

121. (What about) attending a sports event?

(Are you very interested in participating in this in the next 2 years at HBP park facilities OR ANYWHERE ELSE?)

(IF ASKED: To watch, NOT to participate)

SPTEVFUT 6:149

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 121)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

122. (What about) attending an interpretive program?

(Are you very interested in participating in this in the next 2 years at HBP park facilities OR ANYWHERE ELSE?)

(IF ASKED: Interpretive programs are displays, lessons, and activities that use images, audio and visual effects, and interactive exhibits.)

INTRPFUT 6:150

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 122)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

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123. (What about) attending a classroom program?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

(IF ASKED: Classroom programs refer to group activities,  
including youth activities, held in classrooms.)

CLASSFUT 6:151

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 123)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

124. (What about) painting or photography in the outdoors?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

PHOTOFUT 6:152

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 124)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

125. (What about) birdwatching, plant identification, or other  
nature study?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

BIRDFUT 6:153

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 125)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know



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126. (What about) soccer?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

SOCRFUT 6:154

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 126)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

127. (What about) football?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

FOOTBFUT 6:155

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 127)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

128. (What about) rollerblading or rollerskating?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

ROLLRFUT 6:156

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 128)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

129. (What about) archery?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

ARCHFUT 6:157

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 129)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

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130. (What about) jogging or running?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

RUNFUT 6:158

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 130)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

131. (What about) walking a dog?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

WKDOGFUT 6:159

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 131)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

132. (What about) walking for pleasure?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

WKPLSFUT 6:160

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 132)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

133. (What about) bicycling on a paved bikeway?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

BIKPVFUT 6:161

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 133)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

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134. (What about) bicycling on a trail or mountain biking?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

BIKMTFUT 6:162

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 134)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

135. (What about) horseback riding?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

HORSEFUT 6:163

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 135)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

136. (What about) hiking WITH a guide or naturalist?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

HIKGDFUT 6:164

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 136)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

137. (What about) hiking WITHOUT a guide or naturalist?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

HIKNGFUT 6:165

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 137)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

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138. (What about) ocean kayaking?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

KAYAKFUT 6:166

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 138)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

139. (What about) canoeing?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

CANOEFUT 6:167

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 139)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

140. (What about) boating OTHER THAN canoeing or kayaking?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

BOATFUT 6:168

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 140)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

141. (What about) model sail-boating?

(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

MODSBFUT 6:169

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 141)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

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142. (What about) surfing or boogie-boarding?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)  
SURFFUT 6:170

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 142)  
☐ 2. Yes  
☐ 3. No  
☐ 4. Don't know

143. (What about) swimming in the ocean?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)  
SWIMOFUT 6:171

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 143)  
☐ 2. Yes  
☐ 3. No  
☐ 4. Don't know

144. (What about) fishing in a freshwater lake?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)  
FSHLKFUT 6:172

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 144)  
☐ 2. Yes  
☐ 3. No  
☐ 4. Don't know

145. (What about) camping in a campground?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)  
CMPGDFUT 6:173

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 145)  
☐ 2. Yes  
☐ 3. No  
☐ 4. Don't know

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146. (What about) camping in a primitive area?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)  
CMPPRFUT 6:174

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 146)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

147. (What about) picnicking?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)  
PICFUT 6:175

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 147)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

148. (What about) accompanying a child to a playground or tot lot?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)  
PLYGDFUT 6:176

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 148)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

149. (What about) accompanying a child who took a pony ride?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)  
PONYFUT 6:177

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 149)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

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150. (What about) accompanying a child who took a train ride?  
(Are you very interested in participating in this in the  
next 2 years at HBP park facilities OR ANYWHERE ELSE?)

TRAINFUT 6:178

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 150)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

151. DETERMINES QUESTION PHRASING.

EXPCMP 6:179

(CHECK ONLY ONE ANSWER)

- ☐ 1. your experiences at HBP park facilities.
- ☐ 2. its parks system.

COMPUTE IF (#15 = 1) 1  
COMPUTE 2

152. Next, I'm going to ask some questions about  
your awareness of the Harbors, Beaches, and  
Parks Division and #151

AWRINT

PRESS ENTER TO CONTINUE.

153. Before this survey, would you say you knew a great deal,  
a moderate amount, a little, or nothing about HBP park  
facilities?

FACKNW 6:180

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 153)
- ☐ 2. A great deal
- ☐ 3. A moderate amount
- ☐ 4. A little
- ☐ 5. Nothing
- ☐ 6. Don't know

OC HBP STRATEGIC PLAN SURVEY

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154. Orange County Harbors, Beaches and Parks is responsible for operating and managing the regional recreational facilities and historical and natural resources of Orange County. Before this survey, would you say you knew a great deal, a moderate amount, a little, or nothing about HBP?

HBPKNW 6:181

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 154)
- ☐ 2. A great deal
- ☐ 3. A moderate amount
- ☐ 4. A little
- ☐ 5. Nothing
- ☐ 6. Don't know

IF (#15 = 2) GO TO #255

155. How many total days did you visit HBP park facilities during the last 12 months?

TTLDAYS 6:182-184

   days

LOWEST VALUE = 1

HIGHEST VALUE = 365



OC HBP STRATEGIC PLAN SURVEY

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156. Which specific HBP park facility did you visit MOST RECENTLY?  
(READ LIST AS NECESSARY; CHOOSE ONLY ONE)

RECPK1 6:185-186

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 156)
- ☐ 2. Aliso Beach
- ☐ 3. Aliso and Wood Canyons Wilderness Park
- ☐ 4. Arden Modjeska Historic Home & Garden
- ☐ 5. Capistrano Beach
- ☐ 6. Carbon Canyon Regional Park
- ☐ 7. Caspers Wilderness Park
- ☐ 8. Clark Regional Park
- ☐ 9. Craig Regional Park
- ☐ 10. Featherly Regional Park
- ☐ 11. George Key Ranch Historical Park
- ☐ 12. Harriett M. Wieder Regional Park
- ☐ 13. Heritage Hill Historical Park
- ☐ 14. Irvine Regional Park
- ☐ 15. Laguna Coast Wilderness Park
- ☐ 16. Laguna Niguel Regional Park
- ☐ 17. Limestone/Whiting Ranch Parks
- ☐ 18. ENTER HERE FOR MORE CHOICES (including other/don't know)(GO TO QUESTION 157)

SKIP TO QUESTION 159

=====

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157. CONTINUED FROM PREVIOUS. (ENTER THE PARK VISITED MOST RECENTLY)

RECPK2 6:187-188

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 157)
- ☐ 2. Mason Regional Park
- ☐ 3. Mile Square Regional Park
- ☐ 4. O'Neill Regional Park
- ☐ 5. Old Orange County Courthouse
- ☐ 6. Orange County Zoo
- ☐ 7. Peralta Adobe
- ☐ 8. Peters Canyon Regional Park
- ☐ 9. Salt Creek Beach
- ☐ 10. Santiago Oaks Regional Park
- ☐ 11. Sunset Beach
- ☐ 12. Sunset Harbour Marina
- ☐ 13. Talbert Nature Preserve
- ☐ 14. Thomas F. Riley Wilderness Park
- ☐ 15. Upper Newport Bay
- ☐ 16. Yorba Cemetery
- ☐ 17. Yorba Regional Park
- ☐ 18. Other (GO TO QUESTION 158)
- ☐ 19. Don't know

SKIP TO QUESTION 159

158. ENTER OTHER HBP PARK FACILITY VISITED MOST RECENTLY.

RECPKST 7:1-240

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LOWEST VALUE = "A"

159. How long ago was your most recent visit to an HBP park facility?

LONGAGO 7:241

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 159)
- ☐ 2. Less than a month ago
- ☐ 3. 1 to 3 months ago
- ☐ 4. 4 to 6 months ago
- ☐ 5. 7 to 9 months ago
- ☐ 6. 10 to 12 months ago
- ☐ 7. Don't know

OC HBP STRATEGIC PLAN SURVEY

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160. Was your most recent visit to an HBP park facility  
planned in advance or spontaneous?

PLNSPN 7:242

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 160)
- ☐ 2. Planned in advance (GO TO QUESTION 161)
- ☐ 3. Spontaneous
- ☐ 4. A combination of planned and spontaneous (GO TO QUESTION 161)
- ☐ 5. Don't know

SKIP TO QUESTION 164

161. Do you recall how far in advance your most recent  
visit to an HBP park facility was planned?

(READ LIST AS NECESSARY)

FARADV 7:243-244

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 161)
- ☐ 2. One day
- ☐ 3. Several days (includes couple of days)
- ☐ 4. One week
- ☐ 5. Two weeks
- ☐ 6. One month (includes several weeks)
- ☐ 7. Several months (includes couple of months)
- ☐ 8. One year
- ☐ 9. More than one year
- ☐ 10. Don't know

SKIP TO QUESTION 164

162. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS4

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 164

163. YOU DID NOT USE SPACE BAR.

NOSPAC4

PRESS ENTER TO TRY AGAIN.

OC HBP STRATEGIC PLAN SURVEY

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164. How did you decide which HBP park facility to visit?  
(DNR LIST; CHECK ALL THAT APPLY)

DECIDE 8:1-9

(CHECK ALL THAT APPLY)

- ☐ 1. Picked same park I / we always visit
- ☐ 2. Friend told me / us about it
- ☐ 3. Have wanted to visit that park for a while
- ☐ 4. Passed park while traveling
- ☐ 5. Received / picked up brochure
- ☐ 6. Visited HBP website
- ☐ 7. Called HBP toll-free information line
- ☐ 8. Other
- ☐ 9. Don't know

IF (#164 = 0) GO TO #163

IF (#164 @ 9 AND (NOT (#164 = 256))) GO TO #162

IF (#164 @ 8) GO TO #165

SKIP TO QUESTION 166

=====

165. ENTER OTHER RESPONSE.

DECIDEST 8:10-249

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166. Overall, would you rate your most recent visit to an  
HBP park facility as excellent, good, fair, or poor?

RECVIS 8:250

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 166)
- ☐ 2. Excellent
- ☐ 3. Good
- ☐ 4. Fair
- ☐ 5. Poor
- ☐ 6. Don't know

167. On a scale of 0 to 10, where 0 is not at all important and  
10 is extremely important, please rate how important each  
of the following reasons were for your most recent visit  
to an HBP park facility.

IMPINT

PRESS ENTER TO CONTINUE.

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168. (What about) for outdoor recreation?  
(How important was this as a reason for your most recent visit to an HBP park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)  
ORECIMP 9:1-2

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

169. (What about) to enjoy nature?  
(How important was this as a reason for your most recent visit to an HBP park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)  
NATIMP 9:3-4

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

170. (What about) to get away?  
(How important was this as a reason for your most recent visit to an HBP park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)  
AWAYIMP 9:5-6

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

171. (What about) to be with friends or family?  
(How important was this as a reason for your most recent visit to an HBP park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)  
FAFIMP 9:7-8

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

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172. On your most recent visit to an HBP park facility,  
how safe or unsafe did you feel?

SAFEVIS 9:9

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 172)
- ☐ 2. Very safe (GO TO QUESTION 175)
- ☐ 3. Somewhat safe (GO TO QUESTION 175)
- ☐ 4. Neither safe nor unsafe
- ☐ 5. Somewhat unsafe (GO TO QUESTION 177)
- ☐ 6. Very unsafe (GO TO QUESTION 177)
- ☐ 7. Don't know

SKIP TO QUESTION 179

=====

173. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS5

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 175

=====

174. YOU DID NOT USE SPACE BAR.

NOSPAC5

PRESS ENTER TO TRY AGAIN.

175. Why did you feel safe?

(DNR LIST; CHECK ALL THAT APPLY)

WHYSF 9:10-16

(CHECK ALL THAT APPLY)

- ☐ 1. Didn't experience any problems / no reason to feel unsafe
- ☐ 2. There were a lot of park visitors
- ☐ 3. I was with someone else / in a group
- ☐ 4. The presence of park rangers
- ☐ 5. The presence of law enforcement officers (not including park rangers)
- ☐ 6. Other
- ☐ 7. Don't know

IF (#175 = 0) GO TO #174

IF (#175 @ 7 AND (NOT (#175 = 64))) GO TO #173

IF (#175 @ 6) GO TO #176

SKIP TO QUESTION 179

=====

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176. ENTER OTHER REASON FOR FEELING SAFE.

WHYSFST 10:1-240

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SKIP TO QUESTION 179

=====

177. Why did you feel unsafe?

(DNR LIST; CHECK ALL THAT APPLY)

WHYUSF 10:241-242

(CHECK ONLY ONE ANSWER)

- ☐ 1. There were not enough lights
- ☐ 2. There were not enough signs
- ☐ 3. There were not enough park rangers / law enforcement officers
- ☐ 4. Trails were not well-marked
- ☐ 5. Dogs (including barking, off-leash, aggressive behavior)
- ☐ 6. Fear of wild animals
- ☐ 7. I saw suspicious people / behavior
- ☐ 8. I was approached by a suspicious person
- ☐ 9. Other
- ☐ 10. Don't know

IF (#177 @ 9) GO TO #178

SKIP TO QUESTION 179

=====

178. ENTER OTHER REASON FOR FEELING UNSAFE.

WHYUSFST 11:1-240

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179. How long, in minutes, do you generally travel ONE-WAY  
to visit an HBP park facility?

(ENTER IN MINUTES)

(EXAMPLE: IF RESPONDENT SAYS AN HOUR AND A HALF, ENTER "90")

ONEWAY 11:241-243

|\_|\_| minutes

LOWEST VALUE = 1

HIGHEST VALUE = 180

OC HBP STRATEGIC PLAN SURVEY

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180. Do you primarily visit HBP park facilities for casual, passive activities such as walking and picnicking, for active sports such as golf and running, or for both about equally?

CASACT 11:244

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 180)  
☐ 2. Casual, passive activities  
☐ 3. Active sports  
☐ 4. Both about equally  
☐ 5. Don't know

181. There are many ways to visit HBP park facilities, including on your own, with friends or family, on organized trips with guides, or on organized trips with special interest groups, such as church groups or biking clubs. How do you PRIMARILY visit HBP park facilities?

(CHOOSE ONLY ONE)

HOWVIS 11:245

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 181)  
☐ 2. On your own  
☐ 3. With friends or family  
☐ 4. On organized trips with guides  
☐ 5. On organized trips with special interest groups, such as (GO TO QUESTION 182)  
☐ 6. church groups or biking clubs (GO TO QUESTION 181)  
☐ 7. Don't know

SKIP TO QUESTION 186

=====

182. DETERMINES QUESTION PHRASING.

GRPCMP 11:246

(CHECK ONLY ONE ANSWER)

- ☐ 1. guide.  
☐ 2. special interest group.

COMPUTE IF (#181 = 4) 1  
 COMPUTE 2



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183. You indicated that you primarily visited an HBP park facility on an organized trip with a special interest group. What is the name of the group or club with which you typically visit?

NAMEGRP 12:1-240

LOWEST VALUE = "A"

SKIP TO QUESTION 186

184. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS6

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 186

185. YOU DID NOT USE SPACE BAR.

NOSPAC6

PRESS ENTER TO TRY AGAIN.

186. Have you made reservations to use an HBP park facility in the last 12 months?

(IF YES: Day-use or overnight?)

(CHECK ALL THAT APPLY)

REZERV 12:241-244

(CHECK ALL THAT APPLY)

- ☐ 1. Yes, day-use reservations (e.g., picnic facilities)  
☐ 2. Yes, overnight reservations (e.g., camping trips)  
☐ 3. No  
☐ 4. Don't know

IF (#186 = 0) GO TO #185

IF (#186 @ 3 AND (NOT (#186 = 4))) GO TO #184

IF (#186 @ 4 AND (NOT (#186 = 8))) GO TO #184

IF (#186 @ 1 OR #186 @ 2) GO TO #187

IF (#23 = 2) GO TO #195

SKIP TO QUESTION 251

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187. How satisfied or dissatisfied were you with the process  
of making reservations for an HBP park facility?

REZSAT 12:245

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 187)
- ☐ 2. Very satisfied
- ☐ 3. Somewhat satisfied
- ☐ 4. Neither satisfied nor dissatisfied
- ☐ 5. Somewhat dissatisfied (GO TO QUESTION 190)
- ☐ 6. Very dissatisfied (GO TO QUESTION 190)
- ☐ 7. Don't know

SKIP TO QUESTION 194

=====

188. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS7

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 190

=====

189. YOU DID NOT USE SPACE BAR.

NOSPAC7

PRESS ENTER TO TRY AGAIN.

190. Why were you dissatisfied with the process of making reservations?

DISREZ 12:246-250

(CHECK ALL THAT APPLY)

- ☐ 1. I was unable to reserve the facility I wanted at the appropriate time
- ☐ 2. The process took too long / was too complex
- ☐ 3. I didn't know whom to contact
- ☐ 4. Other
- ☐ 5. Don't know

IF (#190 = 0) GO TO #189

IF (#190 @ 5 AND (NOT (#190 = 16))) GO TO #188

IF (#190 @ 4) GO TO #191

SKIP TO QUESTION 194

=====

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191. ENTER OTHER RESPONSE.

DISREZST 13:1-240

SKIP TO QUESTION 194  
=====

192. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS8

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 194  
=====

193. YOU DID NOT USE SPACE BAR.

NOSPAC8

PRESS ENTER TO TRY AGAIN.

194. Did you make your reservations online, by phone,  
or at the park?

(CHECK ALL THAT APPLY)

REZHOW 13:241-244

(CHECK ALL THAT APPLY)

|                          |                |
|--------------------------|----------------|
| <input type="checkbox"/> | 1. Online      |
| <input type="checkbox"/> | 2. By phone    |
| <input type="checkbox"/> | 3. At the park |
| <input type="checkbox"/> | 4. Don't know  |

IF (#194 = 0) GO TO #193

IF (#194 @ 4 AND (NOT (#194 = 8))) GO TO #192

IF (#23 = 2) GO TO #195

SKIP TO QUESTION 251  
=====195. Next, I'm going to read a list of HBP park features. Please  
tell me if you have used each feature WHILE VISITING HBP  
PARK FACILITIES IN THE LAST 12 MONTHS.

FTRINT

PRESS ENTER TO CONTINUE.

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196. (What about) food concession?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

FOODCFTR 13:245

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 196)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

197. (What about a) dump station?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

DUMPFTR 13:246

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 197)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

198. (What about a) shower?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

SHOWRFTR 13:247

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 198)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

199. (What about a) restroom?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

RSTRFTR 13:248

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 199)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

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200. (What about a) gift shop?  
(Have you used this feature while visiting HBP park facilities in the last 12 months?)

GIFTFTR 13:249

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 200)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

201. (What about a) visitor center?  
(Have you used this feature while visiting HBP park facilities in the last 12 months?)

VSCTRFTR 13:250

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 201)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

202. (What about an) amphitheater?  
(Have you used this feature while visiting HBP park facilities in the last 12 months?)

AMPHIFTR 14:1

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 202)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

203. (What about a) paleontology museum?  
(Have you used this feature while visiting HBP park facilities in the last 12 months?)

PALEOFTR 14:2

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 203)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

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204. (What about a) cultural or historic museum?  
(Have you used this feature while visiting HBP park  
facilities in the last 12 months?)

MUSFTR 14:3

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 204)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

205. (What about an) interpretive center?  
(Have you used this feature while visiting HBP park  
facilities in the last 12 months?)

(IF ASKED: An interpretive center offers guidance through  
subject matter displays in the form of images, audio and  
visual effects.)

INTPCFTR 14:4

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 205)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

206. (What about a) community center?  
(Have you used this feature while visiting HBP park  
facilities in the last 12 months?)

CMCTRFTR 14:5

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 206)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

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207. (What about a) botanical preserve?  
(Have you used this feature while visiting HBP park  
facilities in the last 12 months?)

BOTANFTR 14:6

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 207)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

208. (What about a) zoo?  
(Have you used this feature while visiting HBP park  
facilities in the last 12 months?)

ZOOFTR 14:7

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 208)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

209. (What about a) baseball field?  
(Have you used this feature while visiting HBP park  
facilities in the last 12 months?)

BASEBFTR 14:8

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 209)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

210. (What about a) basketball court?  
(Have you used this feature while visiting HBP park  
facilities in the last 12 months?)

BBALLFTR 14:9

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 210)  
☐ 2. Yes, while visiting HBP park facilities in the last 12 months  
☐ 3. No  
☐ 4. Don't know

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211. (What about a) tennis court?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

TENISFTR 14:10

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 211)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

212. (What about a) racquetball court?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

RACQFTR 14:11

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 212)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

213. (What about a) volleyball court?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

VOLLYFTR 14:12

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 213)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

214. (What about a) bike trail?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

BIKEFTR 14:13

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 214)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know



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215. (What about) a bike rental?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

BIKRTFTR 14:14

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 215)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

216. (What about a) hiking trail?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

HIKTRFTR 14:15

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 216)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

217. (What about an) equestrian trail?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

EQTRLFTR 14:16

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 217)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

218. (What about a) fitness or par course?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

FITFTR 14:17

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 218)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

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219. (What about) horseshoe pits?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

HSHOEFTR 14:18

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 219)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

220. (What about a) boat launching facility?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

BOATLFTR 14:19

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 220)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

221. (What about a) guest dock?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

(IF ASKED: A pier where visitors can park boats, yachts, and other vessels.)

DOCKSFTR 14:20

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 221)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

222. (What about a) paddleboat rental?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

PADRTFTR 14:21

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 222)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

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223. (What about a) beach?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

BEACHFTR 14:22

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 223)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

224. (What about a) scenic overlook?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

OVERLFTR 14:23

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 224)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

225. (What about a) shelter?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

SHELTFTR 14:24

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 225)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

226. (What about a) family picnic area?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

PICARFTR 14:25

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 226)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

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227. (What about a) picnic table?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

TABLEFTR 14:26

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 227)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

228. (What about a) barbeque or fire ring?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

BBQFTR 14:27

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 228)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

229. (What about a) private party area?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

PRIVFTR 14:28

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 229)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

230. (What about a) group camping area?

(Have you used this feature while visiting HBP park facilities in the last 12 months?)

CFGFTR 14:29

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 230)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

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231. (What about an) equestrian camping area?  
(Have you used this feature while visiting HBP park  
facilities in the last 12 months?)

EQCMPFTR 14:30

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 231)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

232. (What about a) dog-permitted area?  
(Have you used this feature while visiting HBP park  
facilities in the last 12 months?)

DOGFTR 14:31

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 232)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

233. (What about a) radio-controlled glider area?  
(Have you used this feature while visiting HBP park  
facilities in the last 12 months?)

RDCTLFTR 14:32

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 233)
- ☐ 2. Yes, while visiting HBP park facilities in the last 12 months
- ☐ 3. No
- ☐ 4. Don't know

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234. In general, are HBP park facilities currently lacking any features or facilities that you would like to see added?

(IF ASKED: Includes existing features or facilities of which more are needed.)

GENANY 14:33

(CHECK ONLY ONE ANSWER)

- |\_\_| 1. Invalid answer. Select another. (GO TO QUESTION 234)  
 |\_\_| 2. Yes (GO TO QUESTION 235)  
 |\_\_| 3. No  
 |\_\_| 4. Don't know

SKIP TO QUESTION 241  
 =====

235. ENTER FEATURE CODES FROM CALL STATION ONE AT A TIME.  
 (What features or facilities would you like to see added to HBP park facilities?)

(ENTER 88 FOR OTHER; ? FOR DON'T KNOW)

GENFTR 14:34-35

|\_\_|\_\_|

LOWEST VALUE = 1

IF (#235 > 40 AND #235 < 88) GO TO #235  
 IF (#235 > 88) GO TO #235  
 IF (#235 = 88) GO TO #236  
 IF (#235 = MISSING) GO TO #241

SKIP TO QUESTION 237  
 =====

236. ENTER OTHER FEATURE.

GFTRST1 15:1-240

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LOWEST VALUE = "A"

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237. ENTER SECOND FEATURE CODE FROM CALL STATION.

(What features or facilities would you like to see added  
to HBP park facilities?)(ENTER 88 FOR OTHER; 77 FOR NO ADDITIONAL FEATURES; ? FOR DON'T KNOW)  
GENFTR2 15:241-242

|\_|\_|

LOWEST VALUE = 1

IF (#237 > 38 AND #237 < 77) GO TO #237  
IF (#237 > 77 AND #237 < 88) GO TO #237  
IF (#237 > 88) GO TO #237  
IF (#237 = 88) GO TO #238  
IF (#237 = 77) GO TO #241  
IF (#237 = MISSING) GO TO #241

SKIP TO QUESTION 239

=====

238. ENTER OTHER FEATURE.

GFTRST2 16:1-240

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LOWEST VALUE = "A"

239. ENTER THIRD FEATURE CODE FROM CALL STATION.

(What features or facilities would you like to see added  
to #241?)(ENTER 88 FOR OTHER; 77 FOR NO ADDITIONAL FEATURES; ? FOR DON'T KNOW)  
GENFTR3 16:241-242

|\_|\_|

LOWEST VALUE = 1

IF (#239 > 38 AND #239 < 77) GO TO #239  
IF (#239 > 77 AND #239 < 88) GO TO #239  
IF (#239 > 88) GO TO #239  
IF (#239 = 88) GO TO #240

SKIP TO QUESTION 241

=====

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240. ENTER OTHER FEATURE.

GFTRST3 17:1-240

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LOWEST VALUE = "A"



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241. DETERMINES PARK MOST RECENTLY VISITED.

RECCMP 17:241-242

(CHECK ONLY ONE ANSWER)

- ☐ 1. Aliso Beach
- ☐ 2. Aliso and Wood Canyons Wilderness Park
- ☐ 3. Arden Modjeska Historic Home & Garden
- ☐ 4. Capistrano Beach
- ☐ 5. Carbon Canyon Regional Park
- ☐ 6. Caspers Wilderness Park
- ☐ 7. Clark Regional Park
- ☐ 8. Craig Regional Park
- ☐ 9. Featherly Regional Park
- ☐ 10. George Key Ranch Historical Park
- ☐ 11. Harriett M. Wieder Regional Park
- ☐ 12. Heritage Hill Historical Park
- ☐ 13. Irvine Regional Park
- ☐ 14. Laguna Coast Wilderness Park
- ☐ 15. Laguna Niguel Regional Park
- ☐ 16. Limestone/Whiting Ranch Parks
- ☐ 17. Mason Regional Park
- ☐ 18. Mile Square Regional Park
- ☐ 19. O'Neill Regional Park
- ☐ 20. Old Orange County Courthouse
- ☐ 21. Orange County Zoo
- ☐ 22. Peralta Adobe
- ☐ 23. Peters Canyon Regional Park
- ☐ 24. Salt Creek Beach
- ☐ 25. Santiago Oaks Regional Park
- ☐ 26. Sunset Beach
- ☐ 27. Sunset Harbour Marina
- ☐ 28. Talbert Nature Preserve
- ☐ 29. Thomas F. Riley Wilderness Park
- ☐ 30. Upper Newport Bay
- ☐ 31. Yorba Cemetery
- ☐ 32. Yorba Regional Park
- ☐ 33.

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COMPUTE IF (#156 = 2) 1
COMPUTE IF (#156 = 3) 2
COMPUTE IF (#156 = 4) 3
COMPUTE IF (#156 = 5) 4
COMPUTE IF (#156 = 6) 5
COMPUTE IF (#156 = 7) 6
COMPUTE IF (#156 = 8) 7
COMPUTE IF (#156 = 9) 8
COMPUTE IF (#156 = 10) 9
COMPUTE IF (#156 = 11) 10
COMPUTE IF (#156 = 12) 11
COMPUTE IF (#156 = 13) 12
COMPUTE IF (#156 = 14) 13
COMPUTE IF (#156 = 15) 14
COMPUTE IF (#156 = 16) 15
COMPUTE IF (#156 = 17) 16
COMPUTE IF (#156 = 18 AND #157 = 2) 17
COMPUTE IF (#156 = 18 AND #157 = 3) 18
COMPUTE IF (#156 = 18 AND #157 = 4) 19
COMPUTE IF (#156 = 18 AND #157 = 5) 20
COMPUTE IF (#156 = 18 AND #157 = 6) 21
COMPUTE IF (#156 = 18 AND #157 = 7) 22
COMPUTE IF (#156 = 18 AND #157 = 8) 23
COMPUTE IF (#156 = 18 AND #157 = 9) 24
COMPUTE IF (#156 = 18 AND #157 = 10) 25
COMPUTE IF (#156 = 18 AND #157 = 11) 26
COMPUTE IF (#156 = 18 AND #157 = 12) 27
COMPUTE IF (#156 = 18 AND #157 = 13) 28
COMPUTE IF (#156 = 18 AND #157 = 14) 29
COMPUTE IF (#156 = 18 AND #157 = 15) 30
COMPUTE IF (#156 = 18 AND #157 = 16) 31
COMPUTE IF (#156 = 18 AND #157 = 17) 32
COMPUTE 33

```

IF (#241 = 33) GO TO #251

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242. Is #241 currently  
lacking any features or facilities that you  
would like to see added?

(IF ASKED: Includes existing features or facilities  
of which more are needed.)

LACKANY 17:243

(CHECK ONLY ONE ANSWER)

- |\_\_| 1. Invalid answer. Select another. (GO TO QUESTION 242)  
|\_\_| 2. Yes (GO TO QUESTION 243)  
|\_\_| 3. No  
|\_\_| 4. Don't know

SKIP TO QUESTION 251  
=====

243. ENTER FEATURE CODES FROM CALL STATION ONE AT A TIME.  
(What features or facilities would you like to see added  
to #241?)

(ENTER 88 FOR OTHER; ? FOR DON'T KNOW)

WHTFTR 17:244-245

|\_\_|\_\_|

LOWEST VALUE = 1

IF (#243 > 38 AND #243 < 88) GO TO #243

IF (#243 > 88) GO TO #243

IF (#243 = 88) GO TO #244

IF (#243 = MISSING) GO TO #251

SKIP TO QUESTION 245  
=====

244. ENTER OTHER FEATURE.

FTRST1 18:1-240

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LOWEST VALUE = "A"

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245. ENTER SECOND FEATURE CODE FROM CALL STATION.

(What features or facilities would you like to see added  
to #241?)(ENTER 88 FOR OTHER; 77 FOR NO ADDITIONAL FEATURES; ? FOR DON'T KNOW)  
WHTFTR2 18:241-242

|\_|\_|

LOWEST VALUE = 1

IF (#245 &gt; 38 AND #245 &lt; 77) GO TO #245

IF (#245 &gt; 77 AND #245 &lt; 88) GO TO #245

IF (#245 &gt; 88) GO TO #245

IF (#245 = 88) GO TO #246

IF (#245 = 77) GO TO #251

IF (#245 = MISSING) GO TO #251

SKIP TO QUESTION 247

=====

246. ENTER OTHER FEATURE.

FTRST2 19:1-240

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

LOWEST VALUE = "A"

247. ENTER THIRD FEATURE CODE FROM CALL STATION.

(What features or facilities would you like to see added  
to #241?)(ENTER 88 FOR OTHER; 77 FOR NO ADDITIONAL FEATURES; ? FOR DON'T KNOW)  
WHTFTR3 19:241-242

|\_|\_|

LOWEST VALUE = 1

IF (#247 &gt; 38 AND #247 &lt; 77) GO TO #247

IF (#247 &gt; 77 AND #247 &lt; 88) GO TO #247

IF (#247 &gt; 88) GO TO #247

IF (#247 = 88) GO TO #248

SKIP TO QUESTION 251

=====

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248. ENTER OTHER FEATURE.

FTRST3 20:1-240

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LOWEST VALUE = "A"

SKIP TO QUESTION 251

=====

249. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS9

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 251

=====

250. YOU DID NOT USE SPACE BAR.

NOSPAC9

PRESS ENTER TO TRY AGAIN.

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251. In general, are there any things that take away from your satisfaction while visiting HBP park facilities, or cause you not to go as much as you'd like? (DNR LIST; CHECK ALL THAT APPLY)

TKAWAY 21:1-17

(CHECK ALL THAT APPLY)

- ☐ 1. No: Nothing takes away / I go as often as I like
- ☐ 2. Not enough time
- ☐ 3. No parks nearby / too far to drive
- ☐ 4. Open space not accessible
- ☐ 5. Poor behavior of other people
- ☐ 6. Too many people / too crowded
- ☐ 7. Not enough wildlife
- ☐ 8. Personal safety concerns related to other humans
- ☐ 9. Personal safety concerns related to wildlife
- ☐ 10. Poor facilities / disrepair
- ☐ 11. Lack of facilities
- ☐ 12. Costs for recreational equipment
- ☐ 13. Day use admission fees
- ☐ 14. Overnight facility use fees
- ☐ 15. Health / age
- ☐ 16. Other
- ☐ 17. Don't know

IF (#251 = 0) GO TO #250

IF (#251 @ 17 AND (NOT (#251 = 65536))) GO TO #249

IF (#251 @ 16) GO TO #252

SKIP TO QUESTION 255

=====

252. ENTER OTHER RESPONSE.

TKAWAYST 22:1-240

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SKIP TO QUESTION 255

=====

253. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS10

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 255

=====

OC HBP STRATEGIC PLAN SURVEY

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254. YOU DID NOT USE SPACE BAR.

NOSPAC10

PRESS ENTER TO TRY AGAIN.

255. What, if anything, would encourage you to participate  
or to participate more actively in HBP park activities?  
(DNR LIST; CHECK ALL THAT APPLY)

ENCPRT 23:1-12

(CHECK ALL THAT APPLY)

- ☐ 1. Nothing
- ☐ 2. More free time
- ☐ 3. More opportunities for activities (more access, facilities)
- ☐ 4. Closer proximity to areas / facilities to participate
- ☐ 5. More information about activities
- ☐ 6. Lower participation / admission costs
- ☐ 7. Lower equipment / start-up costs
- ☐ 8. Lower gas prices
- ☐ 9. Injury recovery / better health
- ☐ 10. Someone to participate with
- ☐ 11. Other
- ☐ 12. Don't know

IF (#255 = 0) GO TO #254

IF (#255 @ 12 AND (NOT (#255 = 2048))) GO TO #253

IF (#255 @ 11) GO TO #256

SKIP TO QUESTION 257

=====

256. ENTER OTHER RESPONSE.

ENCPRTST 24:1-240

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257. On a scale of 0 to 10, where 0 is not at all important and  
10 is extremely important, please tell me how important each  
of the following values of park facilities SHOULD BE to HBP.

VLIINT

PRESS ENTER TO CONTINUE.

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258. RANDOMIZES QUESTIONS.

VLIRAN 24:241

(CHECK ONLY ONE ANSWER)

|\_\_| 1. recopvli (GO TO QUESTION 259)  
|\_\_| 2. eduvli (GO TO QUESTION 260)  
|\_\_| 3. scenvli (GO TO QUESTION 261)  
|\_\_| 4. wlifevli (GO TO QUESTION 262)  
|\_\_| 5. arh2ovli (GO TO QUESTION 263)  
|\_\_| 6. hisarvli (GO TO QUESTION 264)  
|\_\_| 7. limvli (GO TO QUESTION 265)  
|\_\_| 8. propvli (GO TO QUESTION 266)  
|\_\_| 9. hlthvli (GO TO QUESTION 267)

SKIP TO QUESTION 268

259. (What about) providing recreational opportunities?

(How important SHOULD this value of park facilities be to  
HBP on a scale of 0 to 10, where 0 is not at all important  
and 10 is extremely important?)

RECOPVLI 24:242-243

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 6) GO TO #268

260. (What about) providing educational experiences?

(How important SHOULD this value of park facilities be to  
HBP on a scale of 0 to 10, where 0 is not at all important  
and 10 is extremely important?)

EDUVLI 24:244-245

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 7) GO TO #268

OC HBP STRATEGIC PLAN SURVEY

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261. (What about) preservation of open spaces and scenic views?  
(How important SHOULD this value of park facilities be to  
HBP on a scale of 0 to 10, where 0 is not at all important  
and 10 is extremely important?)

SCENVLI 24:246-247

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 8) GO TO #268

262. (What about) protection of wildlife?  
(How important SHOULD this value of park facilities be to  
HBP on a scale of 0 to 10, where 0 is not at all important  
and 10 is extremely important?)

WLIFEVLI 24:248-249

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 9) GO TO #268

263. (What about) protection of air and water quality?  
(How important SHOULD this value of park facilities be to  
HBP on a scale of 0 to 10, where 0 is not at all important  
and 10 is extremely important?)

ARH2OVLI 25:1-2

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 1) GO TO #268



OC HBP STRATEGIC PLAN SURVEY

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264. (What about) preservation of historic or archaeological resources?

(How important SHOULD this value of park facilities be to HBP on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)

HISARVLI 25:3-4

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 2) GO TO #268

265. (What about) limiting development and urban sprawl?

(How important SHOULD this value of park facilities be to HBP on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)

LIMVLI 25:5-6

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 3) GO TO #268

266. (What about) impacting local property values?

(How important SHOULD this value of park facilities be to HBP on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)

PROPVLI 25:7-8

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 4) GO TO #268

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267. (What about) contributing to residents' good health?  
 (How important SHOULD this value of park facilities be to  
 HBP on a scale of 0 to 10, where 0 is not at all important  
 and 10 is extremely important?)

HLTHVLI 25:9-10

|\_|\_|

LOWEST VALUE = 0  
 HIGHEST VALUE = 10

IF (#258 = 5) GO TO #268

SKIP TO QUESTION 259

268. Now I'm going to list those same values, and I'd like  
 for you to rate the current PERFORMANCE of the Division  
 in providing those values to HBP park facilities on a  
 scale of 0 to 10, where 0 is poor and 10 is excellent.

VLPINT

PRESS ENTER TO CONTINUE.

IF (#258 = 1) GO TO #269  
 IF (#258 = 2) GO TO #270  
 IF (#258 = 3) GO TO #271  
 IF (#258 = 4) GO TO #272  
 IF (#258 = 5) GO TO #273  
 IF (#258 = 6) GO TO #274  
 IF (#258 = 7) GO TO #275  
 IF (#258 = 8) GO TO #276  
 IF (#258 = 9) GO TO #277

SKIP TO QUESTION 278

269. (What about) providing recreational opportunities?  
 (How do you rate the current PERFORMANCE of the Division  
 in providing this value to HBP park facilities on a scale  
 of 0 to 10, where 0 is poor and 10 is excellent?)

RECOPVLP 25:11-12

|\_|\_|

LOWEST VALUE = 0  
 HIGHEST VALUE = 10

IF (#258 = 6) GO TO #278

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270. (What about) providing educational experiences?  
(How do you rate the current PERFORMANCE of the Division  
in providing this value to HBP park facilities on a scale  
of 0 to 10, where 0 is poor and 10 is excellent?)  
EDUVLP 25:13-14

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 7) GO TO #278

271. (What about) preservation of open spaces and scenic views?  
(How do you rate the current PERFORMANCE of the Division  
in providing this value to HBP park facilities on a scale  
of 0 to 10, where 0 is poor and 10 is excellent?)  
SCENVLP 25:15-16

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 8) GO TO #278

272. (What about) protection of wildlife?  
(How do you rate the current PERFORMANCE of the Division  
in providing this value to HBP park facilities on a scale  
of 0 to 10, where 0 is poor and 10 is excellent?)  
WLIFEVLP 25:17-18

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 9) GO TO #278

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273. (What about) protection of air and water quality?  
(How do you rate the current PERFORMANCE of the Division  
in providing this value to HBP park facilities on a scale  
of 0 to 10, where 0 is poor and 10 is excellent?)  
ARH2OVLP 25:19-20

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 1) GO TO #278

274. (What about) preservation of historic or archaeological  
resources?  
(How do you rate the current PERFORMANCE of the Division  
in providing this value to HBP park facilities on a scale  
of 0 to 10, where 0 is poor and 10 is excellent?)  
HISARVLP 25:21-22

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 2) GO TO #278

275. (What about) limiting development and urban sprawl?  
(How do you rate the current PERFORMANCE of the Division  
in providing this value to HBP park facilities on a scale  
of 0 to 10, where 0 is poor and 10 is excellent?)  
LIMVLP 25:23-24

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#258 = 3) GO TO #278

OC HBP STRATEGIC PLAN SURVEY

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276. (What about) impacting local property values?  
(How do you rate the current PERFORMANCE of the Division  
in providing this value to HBP park facilities on a scale  
of 0 to 10, where 0 is poor and 10 is excellent?)  
PROPVL 25:25-26  
|\_|\_|\_|  
LOWEST VALUE = 0  
HIGHEST VALUE = 10  
IF (#258 = 4) GO TO #278

277. (What about) contributing to residents' good health?  
(How do you rate the current PERFORMANCE of the Division  
in providing this value to HBP park facilities on a scale  
of 0 to 10, where 0 is poor and 10 is excellent?)  
HLTHVL 25:27-28  
|\_|\_|\_|  
LOWEST VALUE = 0  
HIGHEST VALUE = 10  
IF (#258 = 5) GO TO #278  
SKIP TO QUESTION 269  
=====

278. Next, I'd like for you to tell me how important you  
think it SHOULD BE for HBP to provide and maintain  
the following types of park facilities on a scale  
of 0 to 10, where 0 is not at all important and 10  
is extremely important.  
FACIINT  
PRESS ENTER TO CONTINUE.

OC HBP STRATEGIC PLAN SURVEY

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279. RANDOMIZES QUESTIONS.

FACIRAN 25:29

(CHECK ONLY ONE ANSWER)

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|__| 1. hbrfaci (GO TO QUESTION 280)
|__| 2. bchfaci (GO TO QUESTION 281)
|__| 3. histfaci (GO TO QUESTION 282)
|__| 4. urbfaci (GO TO QUESTION 283)
|__| 5. prsvfaci (GO TO QUESTION 284)
|__| 6. intrfaci (GO TO QUESTION 285)
|__| 7. zoofaci (GO TO QUESTION 286)
|__| 8. cemfaci (GO TO QUESTION 287)

```

SKIP TO QUESTION 289

=====

280. (What about) harbors?

(How important do you think it SHOULD BE for HBP to provide and maintain this type of park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)

HBRFACI 25:30-31

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#279 = 6 AND #15 = 2) GO TO #289  
IF (#279 = 6) GO TO #288

281. (What about) beaches?

(How important do you think it SHOULD BE for HBP to provide and maintain this type of park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)

BCHFACI 25:32-33

|\_\_|\_\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#279 = 7 AND #15 = 2) GO TO #289  
IF (#279 = 7) GO TO #288

OC HBP STRATEGIC PLAN SURVEY

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## 282. (What about) historical parks?

(How important do you think it SHOULD BE for HBP to provide and maintain this type of park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)

HISTFACI 25:34-35

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#279 = 8 AND #15 = 2) GO TO #289  
IF (#279 = 8) GO TO #288

## 283. (What about) Urban Regional parks?

(How important do you think it SHOULD BE for HBP to provide and maintain this type of park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)

URBFACI 25:36-37

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#279 = 1 AND #15 = 2) GO TO #289  
IF (#279 = 1) GO TO #288

## 284. (What about) Wilderness parks and Nature Preserves?

(How important do you think it SHOULD BE for HBP to provide and maintain this type of park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)

PRSVFACI 25:38-39

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#279 = 2 AND #15 = 2) GO TO #289  
IF (#279 = 2) GO TO #288

OC HBP STRATEGIC PLAN SURVEY

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## 285. (What about) Interpretive Centers and Nature Centers?

(How important do you think it SHOULD BE for HBP to provide and maintain this type of park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)

(IF ASKED: An interpretive center offers guidance through subject matter displays in the form of images, audio and visual effects.)

INTRFACI 25:40-41

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#279 = 3 AND #15 = 2) GO TO #289  
IF (#279 = 3) GO TO #288

## 286. (What about) zoos?

(How important do you think it SHOULD BE for HBP to provide and maintain this type of park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)

ZOOFACI 25:42-43

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#279 = 4 AND #15 = 2) GO TO #289  
IF (#279 = 4) GO TO #288

## 287. (What about) cemeteries?

(How important do you think it SHOULD BE for HBP to provide and maintain this type of park facility on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?)

CEMFACI 25:44-45

|\_|\_|

LOWEST VALUE = 0  
HIGHEST VALUE = 10

IF (#279 = 5 AND #15 = 2) GO TO #289  
IF (#279 = 5) GO TO #288

SKIP TO QUESTION 280

=====



OC HBP STRATEGIC PLAN SURVEY

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288. In general, how would you rate the overall quality of appearance and cleanliness of the HBP park facilities you visit most often?

RATEFAC 25:46

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 288)
- ☐ 2. Excellent
- ☐ 3. Good
- ☐ 4. Fair
- ☐ 5. Poor
- ☐ 6. Don't know

289. Would you say Orange County has too many, about the right amount, or too few HBP park facilities?

OCAMT 25:47

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 289)
- ☐ 2. Too many
- ☐ 3. About the right amount
- ☐ 4. Too few
- ☐ 5. Don't know

290. Do you agree or disagree that current HBP park facilities meet the needs of Orange County residents?

MEETNEED 25:48

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 290)
- ☐ 2. Strongly agree
- ☐ 3. Moderately agree
- ☐ 4. Neither agree nor disagree
- ☐ 5. Moderately disagree
- ☐ 6. Strongly disagree
- ☐ 7. Don't know

OC HBP STRATEGIC PLAN SURVEY

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291. Would you support or oppose a bond measure to add more park facilities or to increase current HBP park programs?

BOND 25:49

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 291)
- ☐ 2. Strongly support
- ☐ 3. Moderately support
- ☐ 4. Neither support nor oppose
- ☐ 5. Moderately oppose
- ☐ 6. Strongly oppose
- ☐ 7. Don't know

292. RANDOMIZES QUESTIONS.

FEEACRAN 25:50

(CHECK ONLY ONE ANSWER)

- ☐ 1. parkfee (GO TO QUESTION 293)
- ☐ 2. access

SKIP TO QUESTION 295

293. Do you feel the current fees for parking in HBP park facilities are too high, about right, or too low?

PARKFEE 25:51

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 293)
- ☐ 2. Too high
- ☐ 3. About right
- ☐ 4. Too low
- ☐ 5. Don't know

OC HBP STRATEGIC PLAN SURVEY

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294. Do you feel the current fees for annual passes for HBP  
park facilities are too high, about right, or too low?  
PASSFEE 25:52

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 294)
- ☐ 2. Too high
- ☐ 3. About right
- ☐ 4. Too low
- ☐ 5. Don't know

SKIP TO QUESTION 305

295. How satisfied or dissatisfied are you with current levels  
of public access to wilderness areas in Orange County?  
ACCESS 25:53

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 295)
- ☐ 2. Very satisfied (GO TO QUESTION 298)
- ☐ 3. Somewhat satisfied (GO TO QUESTION 298)
- ☐ 4. Neither satisfied nor dissatisfied
- ☐ 5. Somewhat dissatisfied (GO TO QUESTION 302)
- ☐ 6. Very dissatisfied (GO TO QUESTION 302)
- ☐ 7. Don't know

SKIP TO QUESTION 304

296. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS11

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 298

297. YOU DID NOT USE SPACE BAR.

NOSPAC11

PRESS ENTER TO TRY AGAIN.

OC HBP STRATEGIC PLAN SURVEY

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298. Why are you satisfied with current levels of public  
access to wilderness areas in Orange County?  
(DNR LIST; CHECK ALL THAT APPLY)

SATACC 25:54-59

(CHECK ALL THAT APPLY)

- ☐ 1. I haven't had any problems / no reason to be dissatisfied
- ☐ 2. Access is easy
- ☐ 3. Access can be made with various forms of transportation
- ☐ 4. Roads/paths/trails are well-maintained
- ☐ 5. Other
- ☐ 6. Don't know

IF (#298 = 0) GO TO #297

IF (#298 @ 6 AND (NOT (#298 = 32))) GO TO #296

IF (#298 @ 5) GO TO #299

SKIP TO QUESTION 304

=====

299. ENTER OTHER RESPONSE.

SATACCST 26:1-240

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SKIP TO QUESTION 304

=====

300. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS12

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 302

=====

301. YOU DID NOT USE SPACE BAR.

NOSPAC12

PRESS ENTER TO TRY AGAIN.

OC HBP STRATEGIC PLAN SURVEY

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302. Why are you dissatisfied with current levels of public access to wilderness areas in Orange County?

(DNR LIST; CHECK ALL THAT APPLY)

DISACC 26:241-249

(CHECK ALL THAT APPLY)

- ☐ 1. There are not enough roads/paths/trails
- ☐ 2. There isn't enough parking
- ☐ 3. Roads/paths/trails have been closed
- ☐ 4. Roads/paths/trails are in disrepair
- ☐ 5. Roads/paths/trails are hard to find
- ☐ 6. Access areas are too crowded with other recreationists
- ☐ 7. Access to places with good recreation areas is limited
- ☐ 8. Other
- ☐ 9. Don't know

IF (#302 = 0) GO TO #301

IF (#302 @ 9 AND (NOT (#302 = 256))) GO TO #300

IF (#302 @ 8) GO TO #303

SKIP TO QUESTION 304

303. ENTER OTHER RESPONSE.

DISACCST 27:1-240

304. How satisfied or dissatisfied are you with the current directional and interpretive signage at HBP parks?

(IF ASKED: Interpretive refers to a teaching technique that combines facts with stimulating explanatory information.)

SIGNS 27:241

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 304)
- ☐ 2. Very satisfied
- ☐ 3. Somewhat satisfied
- ☐ 4. Neither satisfied nor dissatisfied
- ☐ 5. Somewhat dissatisfied
- ☐ 6. Very dissatisfied
- ☐ 7. Don't know

SKIP TO QUESTION 307

OC HBP STRATEGIC PLAN SURVEY

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305. How do rate the overall performance of HBP park rangers?  
Would you say excellent, good, fair, or poor?

RANGERS 27:242

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 305)
- ☐ 2. Excellent
- ☐ 3. Good
- ☐ 4. Fair
- ☐ 5. Poor
- ☐ 6. Don't know

306. How do rate the overall performance of HBP's on-site  
maintenance personnel? Would you say excellent, good,  
fair, or poor?

ONSITE 27:243

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 306)
- ☐ 2. Excellent
- ☐ 3. Good
- ☐ 4. Fair
- ☐ 5. Poor
- ☐ 6. Don't know

307. RANDOMIZES QUESTIONS.

VLCNTRAN 27:244

(CHECK ONLY ONE ANSWER)

- ☐ 1. volunteer
- ☐ 2. contact

IF (#307 = 1 AND #15 = 1) GO TO #308  
IF (#307 = 1) GO TO #309

SKIP TO QUESTION 310

=====

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308. Have you volunteered time to help with a natural resource or outdoor recreation project at an HBP park facility in the past 12 months?

VOLNTEER 27:245

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 308)  
☐ 2. Yes  
☐ 3. No  
☐ 4. Don't know

309. How likely would you be to volunteer time to help with a natural resource or outdoor recreation project at an HBP park facility in the next 12 months?

VOLLIK 27:246

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 309)  
☐ 2. Very likely  
☐ 3. Somewhat likely  
☐ 4. Somewhat unlikely  
☐ 5. Very unlikely  
☐ 6. Don't know

SKIP TO QUESTION 320

=====

310. Have you ever contacted the Harbors, Parks and Beaches Division, or come into contact with an HBP staff member or Ranger?

CONTACT 27:247

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 310)  
☐ 2. Yes  
☐ 3. No  
☐ 4. Don't know

IF (#310 = 2) GO TO #313

IF (#15 = 1) GO TO #325

SKIP TO QUESTION 326

=====

OC HBP STRATEGIC PLAN SURVEY

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311. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS13

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 313

=====

312. YOU DID NOT USE SPACE BAR.

NOSPAC13

PRESS ENTER TO TRY AGAIN.

313. How was the contact with the Harbors, Beaches and Parks  
Division made?

(READ LIST AS NECESSARY; CHECK ALL THAT APPLY)

HOWCNT 28:1-7

(CHECK ALL THAT APPLY)

- ☐ 1. In-person at an HBP park facility
- ☐ 2. In-person, but NOT at an HBP park facility
- ☐ 3. Mail
- ☐ 4. Telephone
- ☐ 5. E-mail or Internet
- ☐ 6. Other
- ☐ 7. Don't know

IF (#313 = 0) GO TO #312

IF (#313 @ 7 AND (NOT (#313 = 64))) GO TO #311

IF (#313 @ 6) GO TO #314

SKIP TO QUESTION 317

=====

314. ENTER OTHER MEANS OF CONTACT.

HOWCNTST 28:8-247

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SKIP TO QUESTION 317

=====

315. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS14

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 317

=====



OC HBP STRATEGIC PLAN SURVEY

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316. YOU DID NOT USE SPACE BAR.

NOSPAC14

PRESS ENTER TO TRY AGAIN.

317. What was the reason for your most recent contact  
with the Harbors, Beaches and Parks Division?  
(DNR LIST; CHECK ALL THAT APPLY)

WHYCNT 29:1-7

(CHECK ALL THAT APPLY)

- ☐ 1. Social
- ☐ 2. Seeking park regulatory information
- ☐ 3. Seeking general park information
- ☐ 4. Warning for violation
- ☐ 5. Receiving citation for violation
- ☐ 6. Other
- ☐ 7. Don't know

IF (#317 = 0) GO TO #316

IF (#317 @ 7 AND (NOT (#317 = 64))) GO TO #315

IF (#317 @ 6) GO TO #318

SKIP TO QUESTION 319

=====

318. ENTER OTHER REASON FOR MOST RECENT CONTACT.

WHYCNTST 29:8-247

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319. How satisfied were you with your contact with  
the Harbors, Beaches and Parks Division?

SATCNT 29:248

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 319)
- ☐ 2. Very satisfied
- ☐ 3. Somewhat satisfied
- ☐ 4. Neither satisfied nor dissatisfied
- ☐ 5. Somewhat dissatisfied
- ☐ 6. Very dissatisfied
- ☐ 7. Don't know

IF (#15 = 1) GO TO #325

SKIP TO QUESTION 326

=====

OC HBP STRATEGIC PLAN SURVEY

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320. Have you ever visited the Orange County Harbors,  
Beaches and Parks Division website?

VISWEB 29:249

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 320)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know

IF (#320 = 2) GO TO #323

IF (#15 = 1) GO TO #325

SKIP TO QUESTION 326

=====

321. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS15

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 323

=====

322. YOU DID NOT USE SPACE BAR.

NOSPAC15

PRESS ENTER TO TRY AGAIN.

323. What kind of information or assistance were you seeking?  
(DNR LIST; CHECK ALL THAT APPLY)

INFOSK 30:1-8

(CHECK ALL THAT APPLY)

- ☐ 1. Park reservations information (includes private parties and groups)
- ☐ 2. HBP Contact information
- ☐ 3. Park locations information
- ☐ 4. Park facility news bulletins and information
- ☐ 5. Events calendar and programs information
- ☐ 6. Access fee information
- ☐ 7. Other
- ☐ 8. Don't know

IF (#323 = 0) GO TO #322

IF (#323 @ 8 AND (NOT (#323 = 128))) GO TO #321

IF (#323 @ 7) GO TO #324

IF (#15 = 1) GO TO #325

SKIP TO QUESTION 326

=====

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324. ENTER OTHER KIND OF INFORMATION OR ASSISTANCE.

INFOSKST 30:9-248

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IF (#15 = 1) GO TO #325

SKIP TO QUESTION 326

=====

325. Overall, are you satisfied or dissatisfied with your experiences AT ORANGE COUNTY PARK FACILITIES?

RATEEXP 30:249

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 325)
- ☐ 2. Very satisfied
- ☐ 3. Somewhat satisfied
- ☐ 4. Neither satisfied nor dissatisfied
- ☐ 5. Somewhat dissatisfied
- ☐ 6. Very dissatisfied
- ☐ 7. Don't know

326. Great! We're just about through. The final questions are for background information and help us analyze the results.

DEMO

PRESS ENTER TO CONTINUE.

327. Have you visited a CITY park in Orange County within the last 12 months?

(IF ASKED: City Parks refer to parks for local use. They typically support activities such as ballfields, playgrounds, exercise trails, dog parks, and other activities for local residents.)

CITYPK 30:250

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 327)
- ☐ 2. Yes (GO TO QUESTION 328)
- ☐ 3. No
- ☐ 4. Don't know

SKIP TO QUESTION 332

=====

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328. How many total days did you visit City parks during  
the last 12 months?

(IF ASKED: City Parks refer to parks for local use. They typically  
support activities such as ballfields, playgrounds, exercise trails,  
dog parks, and other activities for local residents.)

CITYDAY 31:1-3

|\_|\_|\_| days

LOWEST VALUE = 1  
HIGHEST VALUE = 365

IF (#328 > 9) GO TO #329

SKIP TO QUESTION 332

329. DID YOU MEAN TO ENTER #328?

CITYCHK 31:4

(CHECK ONLY ONE ANSWER)

|\_| 1. Invalid answer. Select another. (GO TO QUESTION 329)  
|\_| 2. Yes  
|\_| 3. No (RETURN TO PREVIOUS QUESTION) (GO TO QUESTION 328)

SKIP TO QUESTION 332

330. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS99

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 332

331. YOU DID NOT USE SPACE BAR.

NOSPAC99

PRESS ENTER TO TRY AGAIN.

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332. Do you or does any member of your household currently participate in an organized sporting league that uses City parks, HBP Regional parks, or schoolyards for its fields?

(IF YES: Which does it use?)

(CHECK ALL THAT APPLY)

FLDUSE 31:5-9

(CHECK ALL THAT APPLY)

- ☐ 1. Yes, City parks
- ☐ 2. Yes, HBP Regional parks
- ☐ 3. Yes, schoolyards
- ☐ 4. No
- ☐ 5. Don't know

IF (#332 = 0) GO TO #331

IF (#332 @ 4 AND (NOT (#332 = 8))) GO TO #330

IF (#332 @ 5 AND (NOT (#332 = 16))) GO TO #330

SKIP TO QUESTION 335

=====

333. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS97

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 335

=====

334. YOU DID NOT USE SPACE BAR.

NOSPAC97

PRESS ENTER TO TRY AGAIN.

OC HBP STRATEGIC PLAN SURVEY

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335. Have you visited any State or National parks in the last 12 months in Orange County or anywhere else?

(CHECK ALL THAT APPLY)

OTHPK 31:10-14

(CHECK ALL THAT APPLY)

- ☐ 1. Yes, in Orange County
- ☐ 2. Yes, outside of Orange County
- ☐ 3. Yes, outside of California
- ☐ 4. No
- ☐ 5. Don't know

IF (#335 = 0) GO TO #334

IF (#335 @ 4 AND (NOT (#335 = 8))) GO TO #333

IF (#335 @ 5 AND (NOT (#335 = 16))) GO TO #333

IF (#335 @ 1 OR #335 @ 2 OR #335 @ 3) GO TO #336

SKIP TO QUESTION 338

=====

336. How many total days did you visit State or National parks during the last 12 months?

STNATDAY 31:15-17

days

LOWEST VALUE = 1

HIGHEST VALUE = 365

IF (#336 > 9) GO TO #337

SKIP TO QUESTION 338

=====

337. DID YOU MEAN TO ENTER #336?

STNATCHK 31:18

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 337)
- ☐ 2. Yes
- ☐ 3. No (RETURN TO PREVIOUS QUESTION) (GO TO QUESTION 336)

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

(CHOOSE ONLY ONE)

RESIDE 31:19

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 338)
- ☐ 2. Large city or urban area
- ☐ 3. Suburban area
- ☐ 4. Small city or town
- ☐ 5. Rural area on a farm or ranch
- ☐ 6. Rural area NOT on a farm or ranch
- ☐ 7. Don't know
- ☐ 8. Refused

SKIP TO QUESTION 341

339. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS98

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 341

340. YOU DID NOT USE SPACE BAR.

NOSPAC98

PRESS ENTER TO TRY AGAIN.

341. Do you live in a gated community or an equestrian community?

(CHECK ALL THAT APPLY)

GATED 31:20-24

(CHECK ALL THAT APPLY)

- ☐ 1. Yes, gated community
- ☐ 2. Yes, equestrian community
- ☐ 3. No
- ☐ 4. Don't Know
- ☐ 5. Refused

IF (#341 = 0) GO TO #340

IF (#341 @ 3 AND (NOT (#341 = 4))) GO TO #339

IF (#341 @ 4 AND (NOT (#341 = 8))) GO TO #339

IF (#341 @ 5 AND (NOT (#341 = 16))) GO TO #339

OC HBP STRATEGIC PLAN SURVEY

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342. Do you consider your place of residence to be in a high rise building, a garden-style apartment building, a townhouse, a duplex, a single-family detached home, or none of these?

REZTYP 31:25

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 342)
- ☐ 2. A high rise building
- ☐ 3. A garden-style apartment building
- ☐ 4. A townhouse
- ☐ 5. A duplex
- ☐ 6. A single-family detached home
- ☐ 7. Other
- ☐ 8. Don't know
- ☐ 9. Refused

343. Do you own or rent your place of residence?

OWNRENT 31:26

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 343)
- ☐ 2. Own
- ☐ 3. Rent
- ☐ 4. Occupy without cash rent
- ☐ 5. Don't know
- ☐ 6. Refused

344. How many years have you lived in Orange County?

(ENTER 888 FOR REFUSED; ? FOR DON'T KNOW)

(ROUND TO THE NEAREST YEAR; ANYTHING LESS THAN 6 MONTHS

ROUNDS TO ZERO)

(IF ASKED: Total number of years; does not have to be consecutive.)

YRSOC 31:27-29

|\_|\_|\_| years

LOWEST VALUE = 0

IF (#344 = 888) GO TO #347

IF (#344 &gt; 105) GO TO #344

IF (#344 = 88) GO TO #345

IF (#344 &gt; 79 OR #344 &lt; 12) GO TO #346

SKIP TO QUESTION 347

=====



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345. YOU ENTERED 88 YEARS. HAS THE RESPONDENT LIVED IN ORANGE  
COUNTY 88 YEARS OR DID YOU MEAN TO ENTER 888 FOR REFUSED?  
YRSCHEK1 31:30

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 345)
- ☐ 2. 88 years
- ☐ 3. Respondent refused (RET. PREVIOUS QUES. ENTER 888) (GO TO QUESTION 344)

SKIP TO QUESTION 347

=====

346. DID YOU MEAN TO ENTER #344?

YRSCHEK2 31:31

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 346)
- ☐ 2. Yes
- ☐ 3. No (RETURN TO PREVIOUS QUESTION) (GO TO QUESTION 344)

347. Would you say you GREW UP mostly in a large city,  
a suburban area, a small city or town, a rural  
area on a farm, or a rural area not on a farm?

GREWUP 31:32

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 347)
- ☐ 2. Large city or urban area
- ☐ 3. Suburban area
- ☐ 4. Small city or town
- ☐ 5. Rural area on a farm or ranch
- ☐ 6. Rural area NOT on a farm or ranch
- ☐ 7. Don't know
- ☐ 8. Refused

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348. What is the highest level of education you've completed?  
(READ LIST AS NECESSARY)

EDUCATE 31:33-34

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 348)
- ☐ 2. Not a high school graduate
- ☐ 3. High School graduate or equivalent
- ☐ 4. Some college or trade school, no degree
- ☐ 5. Associate degree or trade school degree
- ☐ 6. Bachelor's degree
- ☐ 7. Master's degree
- ☐ 8. Professional or doctorate degree (e.g., M.D. or Ph.D.)
- ☐ 9. Don't know
- ☐ 10. Refused

349. Are you presently employed (including self-employed),  
or are you a stay-at-home parent, full-time student,  
unemployed, disabled, or retired?

EMPLOYED 31:35

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 349)
- ☐ 2. Employed
- ☐ 3. Stay-at-home parent
- ☐ 4. Full-time student
- ☐ 5. Unemployed
- ☐ 6. Disabled
- ☐ 7. Retired
- ☐ 8. Don't know
- ☐ 9. Refused

350. Do you consider yourself to be of Hispanic or Latino origin?

HISPANIC 31:36

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 350)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know
- ☐ 5. Refused

SKIP TO QUESTION 353

=====

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351. YOU HAVE SELECTED INCONSISTENT ANSWERS.

INCONS16

PRESS ENTER TO TRY AGAIN.

SKIP TO QUESTION 353

=====

352. YOU DID NOT USE SPACE BAR.

NOSPAC16

PRESS ENTER TO TRY AGAIN.

353. What races or ethnic backgrounds do you consider yourself?  
Please name all that you think apply.

(READ LIST IF NECESSARY; CHECK ALL THAT APPLY)

RACES 31:37-52

(CHECK ALL THAT APPLY)

- ☐ 1. White or Caucasian
- ☐ 2. Black or African-American
- ☐ 3. Hispanic or Latino (includes Mexican, Central American, etc.)
- ☐ 4. Native American or Alaskan native or Aleutian
- ☐ 5. Korean
- ☐ 6. Japanese
- ☐ 7. Chinese
- ☐ 8. Filipino
- ☐ 9. Native Hawaiian or other Pacific Islander
- ☐ 10. Vietnamese
- ☐ 11. Middle Eastern
- ☐ 12. African (NOT African-American)
- ☐ 13. South Asian (from India, Pakistan, Bangladesh, etc.)
- ☐ 14. Other
- ☐ 15. Don't know
- ☐ 16. Refused

IF (#353 = 0) GO TO #352

IF (#353 @ 15 AND (NOT (#353 = 16384))) GO TO #351

IF (#353 @ 16 AND (NOT (#353 = 32768))) GO TO #351

IF (#353 @ 14) GO TO #354

SKIP TO QUESTION 355

=====

354. ENTER OTHER RACE.

RACESST 32:1-240

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355. Do you have any children 17 or younger living in your household?

CHILDREN 32:241

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 355)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. Don't know
- ☐ 5. Refused

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

INCOME 32:242-243

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 356)
- ☐ 2. Under \$20,000
- ☐ 3. \$20,000-\$39,999
- ☐ 4. \$40,000-\$59,999
- ☐ 5. \$60,000-\$79,999
- ☐ 6. \$80,000-\$99,999
- ☐ 7. \$100,000-\$119,999
- ☐ 8. \$120,000-\$139,999
- ☐ 9. \$140,000-\$159,999
- ☐ 10. \$160,000 or more
- ☐ 11. Don't know
- ☐ 12. Refused

357. May I ask your age?

(ENTER 888 FOR REFUSED; ? FOR DON'T KNOW)

AGE 32:244-246

|\_|\_|\_| years old

LOWEST VALUE = 16

IF (#357 = 888) GO TO #360  
 IF (#357 > 105) GO TO #357  
 IF (#357 = 88) GO TO #358  
 IF (#357 > 79) GO TO #359

SKIP TO QUESTION 360

=====

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358. YOU ENTERED 88 YEARS. IS THE RESPONDENT 88  
YEARS OLD OR DID YOU MEAN TO ENTER 888 FOR  
REFUSED?

AGECHECK1 32:247

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 358)  
☐ 2. 88 years old  
☐ 3. Respondent refused (RETURN TO AGE QUESTION AND ENTER 888) (GO TO QUESTION 357)

SKIP TO QUESTION 360

359. DID YOU MEAN TO ENTER #357?

AGECHECK2 32:248

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 359)  
☐ 2. Yes  
☐ 3. No (RETURN TO PREVIOUS QUESTION) (GO TO QUESTION 357)

360. TIME INTERVIEW WAS COMPLETED.

ENDTIME 33:1-5

☐☐☐☐☐☐

361. That's the end of the survey. Thanks for your time  
and cooperation. If you have any additional comments,  
I can record them here.  
(ENTER IN FIRST PERSON; ONLY ENTER RESPONDENT COMMENTS!)

END 33:6-245

362. ENTER ANY IMPORTANT NOTES ABOUT THE SURVEY.  
(e.g., explanation of abnormal data, inability to enter  
response to a question correctly)

NOTE 34:1-240

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363. OBSERVE AND RECORD RESPONDENT'S GENDER.

GENDER 34:241

(CHECK ONLY ONE ANSWER)

1. Invalid answer. Select another. (GO TO QUESTION 363)

2. Male

3. Female

4. Don't know

364. ENTER YOUR INITIALS.

INTVRINT 34:242-244

\_\_\_\_\_

LOWEST VALUE = "A"

365. ENTER THE AREA CODE AND TELEPHONE NUMBER OF NUMBER DIALED.

TELEPHON 35:1-10

| \_ | \_ | \_ | - | \_ | \_ | \_ | - | \_ | \_ | \_ | \_ |

LOWEST VALUE = 1

366. ZIP CODE (ENTER FROM CALL SHEET).

ZIP 35:11-15

\_\_\_\_\_

LOWEST VALUE = "0"

367. ENTER RM CASE NUMBER.

CASENO 35:16-21

|  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|
|  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|

LOWEST VALUE = 1

368. SAVE OR ERASE INTERVIEW.

ONLY ERASE IF THIS IS A PRACTICE INTERVIEW!

FINISH1 35:22

(CHECK ONLY ONE ANSWER)

```

| 1. Invalid answer. Select another. (GO TO QUESTION 368)
| 2. Save answers
| 3. Erase answers (GO TO QUESTION 375)
| 4. Terminate (TM) (GO TO QUESTION 372)
| 5. Person was not eligible (NE) (GO TO QUESTION 373)
| 6. Review answers (GO TO QUESTION 4)

```

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369. CHECK THE LENGTH OF THE INTERVIEW.

TIMECHECK 35:23

(CHECK ONLY ONE ANSWER)

☐ 1. Check (GO TO QUESTION 370)  
☐ 2. Real

COMPUTE IF ((#4 = 1) AND (#360 - #6) < 400) 1  
COMPUTE IF ((#4 = 1) AND (#360 - #6) > 1650) 1  
COMPUTE 2

SKIP TO QUESTION 374

370. IS THIS A REAL COMPLETED INTERVIEW?

PRACTICE 35:24

(CHECK ONLY ONE ANSWER)

☐ 1. Invalid answer. Select another. (GO TO QUESTION 370)  
☐ 2. Real completed interview  
☐ 3. Practice interview (Select erase answers on next screen) (GO TO QUESTION 368)  
☐ 4. Terminate (TM) (GO TO QUESTION 372)  
☐ 5. Person was not eligible (NE) (GO TO QUESTION 373)  
☐ 6. Review answers (GO TO QUESTION 4)

IF (((#4 = 1) AND (#360 - #6) &gt; 1500) AND #370 = 2) GO TO #371

SKIP TO QUESTION 374

371. WAS THIS INTERVIEW COMPLETED IN ONE PHONE  
CALL OR TWO PHONE CALLS?

STAGES 35:25

(CHECK ONLY ONE ANSWER)

☐ 1. One call  
☐ 2. Two calls

SKIP TO QUESTION 374

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372. SAVE AS TERMINATE OR REVIEW ANSWERS.

SURETM 35:26

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 372)
- ☐ 2. Save as TM
- ☐ 3. Review answers (GO TO QUESTION 4)

SKIP TO QUESTION 374

373. SAVE AS "NOT ELIGIBLE" OR REVIEW ANSWERS.

SURENE 35:27

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 373)
- ☐ 2. Save as NE
- ☐ 3. Review answers (GO TO QUESTION 4)

374. DETERMINES FINAL CALL STATUS.

CONPER 35:28-29

(CHECK ONLY ONE ANSWER)

- ☐ 1. Correct person, good time to do survey
- ☐ 2. Bad time/schedule recall
- ☐ 3. AM, NA, BZ
- ☐ 4. TM
- ☐ 5. RF
- ☐ 6. NE
- ☐ 7. DS
- ☐ 8. BG
- ☐ 9. DL
- ☐ 10. Bad Number (missing digit, begins with zero, etc.)

COMPUTE IF (#372 = 2) 4

COMPUTE IF (#373 = 2) 6

COMPUTE IF (#4 = 1) 1

COMPUTE IF (#4 = 2) 2

COMPUTE IF (#4 = 3) 3

COMPUTE IF (#4 = 4) 4

COMPUTE IF (#4 = 5) 5

COMPUTE IF (#4 = 6) 6

COMPUTE IF (#4 = 7) 7

COMPUTE IF (#4 = 8) 8

COMPUTE IF (#4 = 9) 9

COMPUTE IF (#4 = 10) 10

SKIP TO QUESTION 376



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375. ARE YOU SURE YOU WANT TO ERASE THIS INTERVIEW?  
ONLY ERASE IF THIS IS A PRACTICE INTERVIEW.

MAKESURE 35:30

(CHECK ONLY ONE ANSWER)

- ☐ 1. No, do not erase the answers (GO TO QUESTION 368)  
☐ 2. Yes, erase this interview

376. SAVE OR ERASE INTERVIEW.

FINISH 35:31

(CHECK ONLY ONE ANSWER)

- ☐ 1. Save  
☐ 2. Erase

COMPUTE IF (#375 = 2) 2  
COMPUTE IF (#4 = 2) 2  
COMPUTE IF (#4 = 3) 2  
COMPUTE 1

377. DATE CALL WAS MADE.

INTVDATE 35:32-39

-      
Year Month Day

378. DAY OF THE WEEK CALL WAS MADE.

DAY 35:40

(CHECK ONLY ONE ANSWER)

- ☐ 1. Sunday  
☐ 2. Monday  
☐ 3. Tuesday  
☐ 4. Wednesday  
☐ 5. Thursday  
☐ 6. Friday  
☐ 7. Saturday

COMPUTE (JDAYOFWEEK (TOJUL #377))

SAVE IF (#376 = 1)

## **ABOUT RESPONSIVE MANAGEMENT**

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

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

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

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

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

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

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

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