

Executive Summary

This visitor study profiles a systematic random sample of Lake Roosevelt National Recreation Area visitors during June 17 - July 18, 2016. A total of 1,818 questionnaires were distributed to visitor groups. Of those, 985 questionnaires were returned, resulting in a 54.2% response rate.

Group size and type	Thirty-four percent of visitor groups consisted of one or two people and 27% were visiting in groups of three or four. Fifty-seven percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 21 states and Guam and comprised 97% of total visitation during the survey period, with 94% from Washington. International visitors came from 2 different countries and comprised 2.6% of total visitation during the survey period.
Frequency of visits	For 37% of visitors, this was their first visit to the park in the past 12 months. Fifty percent of visitors have visited more than 10 times in their lifetime.
Age, ethnicity, race, and household income	Forty-six percent of visitors were 50 years old or older, 24% were between 31 and 50 years old, and 21% were 17 years old or younger. Two percent of visitors identified as Hispanic or Latino. Ninety-five percent of visitors identified as White. Thirty-eight percent of respondents reported an income level between \$50,000 and \$99,999.
Opinions and awareness regarding management issues	Fifty-three percent of visitor groups were aware that the park is managed by multiple entities. Seventy percent of visitor groups were aware of the purposes for conducting prescribed burns. Sixty-seven percent of visitor groups were not aware of fish advisories on their visit.
Sources of information	Fifty percent of visitor groups obtained information about the park prior to their visit. Some of the most common sources of information obtained prior to the visit were friends/relatives/word of mouth (57%), previous visits (53%), park website (40%), and maps/brochures (27%). Sixty percent of visitors said they would use the park website to obtain information for a future visit.
Travel plans and reasons for visiting the park	Eighty-seven percent of visitor groups' indicated that visiting the park was the primary reason for their trip. Reasons for visiting the park included water related recreational activities (85%), camping in developed campgrounds (37%), enjoy solitude/quiet (32%).
Transportation to the park	Forty-nine percent of visitor groups traveled to the park in one vehicle. Thirty-four percent of visitor groups traveled to the park in two or three vehicles.

Executive summary (continued)

Length of stay and overnight accommodations.	Sixty-seven percent of visitor groups visited the park on more than one day on this trip. Of those who visited on more than one day, 68% visited between three and seven days. Of those who only visited on one day, 59% spent six or more hours visiting the park. Fifty-one percent of visitors stayed overnight away from home on this trip. Of those who stayed overnight away from home, 77% stayed between two and seven nights. The most common accommodations used included RV/trailer camping (48%) and tent camping in developed campgrounds (31%).
Locations visited	The most popular developed sites visited by groups on this trip were Fort Spokane (31%), Porcupine Bay (24%), Spring Canyon (23%), and Keller Ferry (21%). The most popular areas on the lake this visit were from Fort Spokane East on the Spokane Arm (43%), from Keller Ferry to Fort Spokane (25%), and from Crescent Bay to Keller Ferry (25%).
Activities this visit	The most common activities visitor groups expected to participate in on this visit included fishing (62%), boating (61%), camping (56%), swimming (54%), and enjoying natural quiet (51%). The activities that visitor groups participated in included fishing (59%), boating (59%), camping (54%), enjoying natural quiet (50%), and swimming (49%). The primary activities that visitor groups listed for this visit included: fishing (33%), camping (27%), and boating (20%).
Services and facilities	Ninety-three percent of visitor groups did not have a physical condition that made it difficult to participate in activities or services on this visit. Services and facilities that visitor groups indicated were important to them include restrooms (84%), parking areas (82%), boat launches and marinas (80%), and public shoreline access (77%). The services and facilities that visitor groups rated highest in quality included boat launches and marinas (93%), Visitor Center (88%), assistance from staff (86%), and parking areas (85%).
Importance and effects of attributes, resources, and experiences on visit	The most important attributes, resources, and experiences for visitors included clean water (95%), recreational opportunities (85%), and clean air (82%). The elements that added to the visitors experience included public access to the lake (40%), visitors using good water ethics (34%), and signage for the area (32%).
Overall quality	Ninety percent of visitor groups rated the overall quality of the facilities, services, and recreational opportunities provided as “good” or “very good.”

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