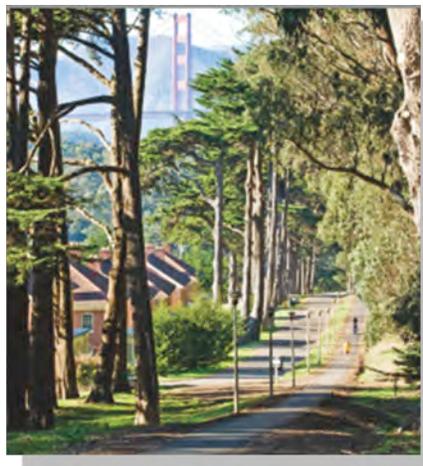


Final Report

Summer-Fall 2008 Phase 1 Visitor Survey and Counts, At Crissy Field, Presidio and Ocean Beach Sites; Golden Gate National Recreation Area



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Executive Summary

The Golden Gate National Recreation Area (GGNRA) and the Presidio Trust (PR) formed a Partnership with Golden Gate National Parks Conservancy (GGNPC) to develop and to fund a research effort focused on three national park sites in San Francisco: Crissy Field (CF), the Presidio (TPR) and Ocean Beach (OB). A panel of national social science experts was convened to advise the partners on an approach to research design for these different sites. The design included the development of a two-phased survey method including an initial intercept survey with an option for a Phase 2 follow-up telephone survey for more in-depth visitor input. The purpose of the Phase 1 intercept survey was to provide a population profile; including a more thorough understanding of who visits the parks, use patterns, their likes and dislikes, and also a preliminary understanding of their visitor experience. The Phase 1 survey is the focus of this report. This research had to satisfy three basic objectives: 1) Intercept visitors in the park and administer the Phase 1 survey; 2) ask respondents for permission to contact them for the subsequent Phase 2 telephone survey and record respondent contact information; and 3) count the total number of visitors passing the survey location during surveying periods.

Thirty eight survey administration locations were utilized. Surveying took place between 7:30 a.m. and 7:30 p.m. and surveying started July 23, 2008 and ended September 14, 2008. The final result was 2,748 completed surveys. Data were analyzed and split into five different *data analysis site groupings*: Crissy Field (7 locations), Presidio Total (22 locations), Presidio A (9 locations), Presidio B (13 locations), and Ocean Beach (16 locations). Total visitor count was 55,739, with Crissy Field having by far the greatest number of visitors. A complete profile of respondent characteristics is presented. This includes information on residence (91% -USA), gender, race (82% - White), ethnicity (7.5% Hispanic), household income, education level (78% college or graduate/professional degree), if they had a physical condition that made it difficult to access the park (3.3%) and if they actually had access difficulty. The survey also provided statistics on park visitation characteristics with data such as, prior visitation (51% visited at least 11 times in past year), length of visit (mean 1.5 hours), type of group, average group size (2.7 persons) and age of respondents. Also gathered were data on method of transportation to park (48% by auto and 7% by public transportation), if they visited other attractions (27%), information sources used to plan trip (57% past experience), if they attended a special event at the park site (6.6% did), activities participated in and primary reason for visit (walking, jogging and dog walking were top three reasons). Respondents were asked if they used a park trail (34%) and trail name, if they used visitor facilities or services (25%) and the name, the quality rating of these facilities/services (41% - very good) and level of crowding (62% - not at all). A final segment of the survey had open-ended questions seeking data on what the respondent liked most (views of nature, weather/fog and sunset/sun were top three) and liked least about their experience (cold/foggy weather, trash/graffiti, and cars/traffic were most frequent). A final part of the survey asked for suggestions to improve their park experience (more/cleaner restrooms, pickup trash, and improve trail/road condition were top three). Suggestions were significantly different among five site groupings, primary reason for visiting, group type, respondent residence, race and household income.

Comparisons were made among the five data analysis site groupings (CF, PR-A, PR-B, TPR and OB) to determine if there were significant differences. CF respondents, compared to the other site groupings, were more likely to be: White racial group; speak English at home; highest

education levels; highest household income; traveling with their family; arriving by auto; visiting Warming Hut and Golden Gate Bridge and a visitors center; walking, dog walking, and jogging; use a trail; rate facility or service quality highest; and feel more crowded. In contrast, CF respondents were less likely to be: A resident of the USA; African American; person with a physical condition that made access difficult; on a longer visit; traveling alone; part of a school group; arrive by public transportation; biking on roads and relaxing outdoors; visiting the Cliff House and Officers Club; rating facilities and services as poor; and feeling not at all crowded. They more frequently liked: Views of nature and walking opportunities; and were less likely to cite as dislikes: Sunset, ocean waves, and beach. CF respondents were more likely to cite: Crowds, more types/hours of food providers, bikes a problem, and want dogs on leash. They more likely suggested nothing needed, more types/hours of food providers, and water fountains; and were less likely to suggest trash pickup or improve trail/road.

Presidio A site grouping respondents, compared to other site groupings, were more likely to be: Residents of another country; have internet access at home; a large group; visiting other parts of the Presidio, Golden Gate Bridge, and Fisherman's Wharf; picnicking, taking photographs; walking; using the Warming Hut; and citing park as extremely crowded. They more frequently liked: Views of nature; views of Golden Gate Bridge and good place for walking. Their dislikes were more likely to be: Cold foggy weather; crowds; other visitors; and bikes. Dislikes were less likely to be trash, car exhaust/traffic, and poor trail or building conditions. PR-A visitors were more likely to suggest: Nothing is needed; more food service/hours; keep dogs on leash; need nature/visitors center; and least likely to suggest pickup trash and add bike lanes/trails.

Respondents of Presidio B site grouping, compared to others, were more likely to be: Older visitors; USA residents, White respondents, persons with a physical condition making access difficult; have a mobility access problem; the most frequent visitor; on the longest site visit; traveling alone; jogging, and bike riding on roads; visiting the Officers Club, Sports Basement, Crissy Field, and Muir Woods; use newspapers and internet for park information; attend an event; primarily visiting for biking on roads, jogging, hiking, biking on trails, and attending events; use a trail; and use a facility or service such as a visitor's center, café, Crissy Field Center, and Officers Club. They are most likely to state a like such as: Outdoors in nature, quiet peaceful, un-crowded; and less likely to state a good place for walking, ocean waves, views of the bridge and fresh air. Dislikes, compared to other sites, were more likely to be: Car traffic/exhaust, lack of info on area, proposed changes to area; and less likely to cite cold/foggy weather, trash/graffiti, more bathrooms or restrooms unclean. Suggestions from PR-A visitors were more likely to be: Improved signs/directions; keep it the way it is/no museum; and add bike lanes/trails/racks. They were less likely to suggest: Better trash pickup and keep dogs on leash.

The "Total Presidio" site grouping, consisting of sites in PR-A and PR-B, had respondent totals that were close to survey averages because together they made up the greatest number of respondents. However, these respondents were more likely than OB respondents to be: Older; have an education level of four year university degree or higher; have household incomes above \$100,000; have walked or jogged to the park site; visited the bridge; coming primarily to walk dog, hike, bike on trails, and use trail. They were more likely to enjoy: Views of nature, Golden Gate Bridge; and less likely to cite sunset, ocean waves and un-crowded (again, compared to OB). Dislikes, compared to OB, were more likely to be: Cold foggy weather; crowds and bikes a problem. They were less likely to cite: Trash/cleanliness; car exhaust/traffic; sidewalk/trail

conditions; and poor building conditions. Total Presidio respondents were more likely to suggest: Need nothing, need more food types/hours, add bike lanes/trails/racks, keep dogs on leash, and need nature/visitors center; and less likely to suggest need restrooms and trash pickup.

Ocean Beach had the second greatest number of visitors among the three data collection sites. OB respondents were more likely to be: Male; young adults; a USA resident; African American or Asian; of Spanish or Hispanic ethnicity; a person with a physical condition that made access difficult; actually have difficulty assessing park facilities and services; visiting with friends; taking public transportation to the park; visiting other attractions such as Golden Gate Park; using past experience as a source of park information; attending an event; surfboarding, relaxing on beach, enjoying views; using Park Chalet, Golden Gate Park, and restrooms; and feeling not at all crowded. OB respondents were more likely to cite as most liked the weather/fog, sunsets/sun, ocean and waves, fresh air, and beach; and least likely to mention views of nature, outdoors in nature and views of Golden Gate Bridge. More likely complaints from visitors to Ocean Beach were cleanliness, trash and graffiti, no bathroom/urine smell, poor building/wall conditions/maintenance, and wildlife issues/droppings; while less likely to be cited were cold/foggy weather, car exhaust/traffic, crowds, bikes a problem, dogs on leash, lack info on area, and changes to area. OB respondents more frequently suggested more/cleaner restrooms, clean/pickup trash, and more often suggested planting trees/native flora; and they were less likely to suggest nothing needed, more food types, improved signs/directions, keep it the way it is, more water fountains, add bike lanes/trails/racks, and need nature/visitors center/interpretation. It is clear that OB facilities and services were considered in greatest need for improvement.

When all of the special survey design considerations by national and local experts, the thorough implementation strategies, and non-response checks are considered they strongly suggest that, despite a lower than projected response rate, the survey findings accurately represent visitors to the GGNRA sites analyzed during the survey period. The significant differences between the five site groupings present challenges to managers because they suggest unique administration, visitor satisfaction efforts, resource protection and budget allocations are needed for each. There have been substantial efforts made by Partner agencies to make the park more relevant and used by all types of people. Although survey respondents were similar to San Francisco residents in terms of age, percent with children, and household income, and GGNRA visitors are more racially diverse than Yosemite National Park visitors; GGNRA visitors are still much more likely to be White and have higher education levels than City or State residents. This suggests that additional efforts are needed to encourage use of the park by all. Findings also suggest that Partners must employ a wider variety of information and communication strategies. Data indicates GGNRA is more of a health/fitness-in-the-outdoors type destination, compared to Yosemite being more of a sightseeing multiday nature activity destination and this impacts management decision making in myriad ways. Crowding does not yet appear to be a significant issue among the majority of GGNRA visitors. Taken as a whole, GGNRA facility and service quality ratings are nearly equal to Yosemite, which supports past Partner efforts at improving and maintaining facilities and services in an open-access park like GGNRA. But these data also highlight how much lower quality ratings are for Ocean Beach, and suggests that more management attention and funding are required in this park district. Survey findings also illustrate the significant challenges of managing the park sites to maximize visitor experience due to the strong, varied, often contradictory, interests and suggestions of park visitors.

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Introduction

Crissy Field, Ocean Beach and the Presidio are within the Golden Gate National Recreation Area (GGNRA). These park sites receive high levels of public use. The National Park Service estimates more than a million people per year visit Crissy Field (CF) and Ocean Beach (OB), and the non-coastal areas of the Presidio (PR) managed by the Presidio Trust. Figure 1 shows the location of these three districts within GGNRA. Although research studies have been done with GGNRA visitors; this has focused on Marin County park site and Alcatraz, with some limited studies on visitor use in San Mateo County. The Golden Gate National Parks Conservancy (GGNPC), National Park Service (NPS) and the Presidio Trust (PRT) were interested in developing a more standardized approach with common visitor use datasets across its park sites, that could be beneficial for each of the partners to better understand their visitor use. It was hoped these data would further inform park planning, programming and management, show change over time, and as a result improvements made and management actions taken.

In 2007, The Golden Gate National Recreation Area (GGNRA) and the Presidio Trust (PRT) formed a Partnership with Golden Gate National Parks Conservancy (GGNPC) to develop and to fund a research effort focused on three national park sites in San Francisco: Crissy Field, the Presidio, and Ocean Beach. A panel of national social science experts was convened to advise the partners on an approach to research design for these different sites. The design included the development of a two-phased survey method including an initial intercept survey with an option for a follow-up telephone survey for more in-depth visitor input. The purpose of the Phase 1 intercept survey was to provide a visitor population profile; including a more thorough understanding of who visits the parks, use patterns, their likes and dislikes, and also a preliminary understanding of their visitor experience. The Phase 1 survey is the focus of this report. The Phase 2 telephone survey was designed to gather more detailed information on visitor experiences, satisfaction, and opinions about park management. The Phase 2 survey results are analyzed and provided in a separate report by Dr. Fred Solop of Northern Arizona University.

The national design panel also recommended sampling protocols to accurately gather data from visitors. The Partners contracted with Dr. Patrick Tierney and Dr. Nina Roberts in the Department of Recreation, Parks and Tourism at San Francisco State University (SFSU) to implement the Phase 1 survey by developing a site specific survey sampling plan, conduct visitor surveys, and analyze the data collected. These two surveys and related data collection procedures were submitted by the NPS and were approved by the federal Office of Business Management (OMB) in July 2008. This report describes the methods used and presents the research findings.

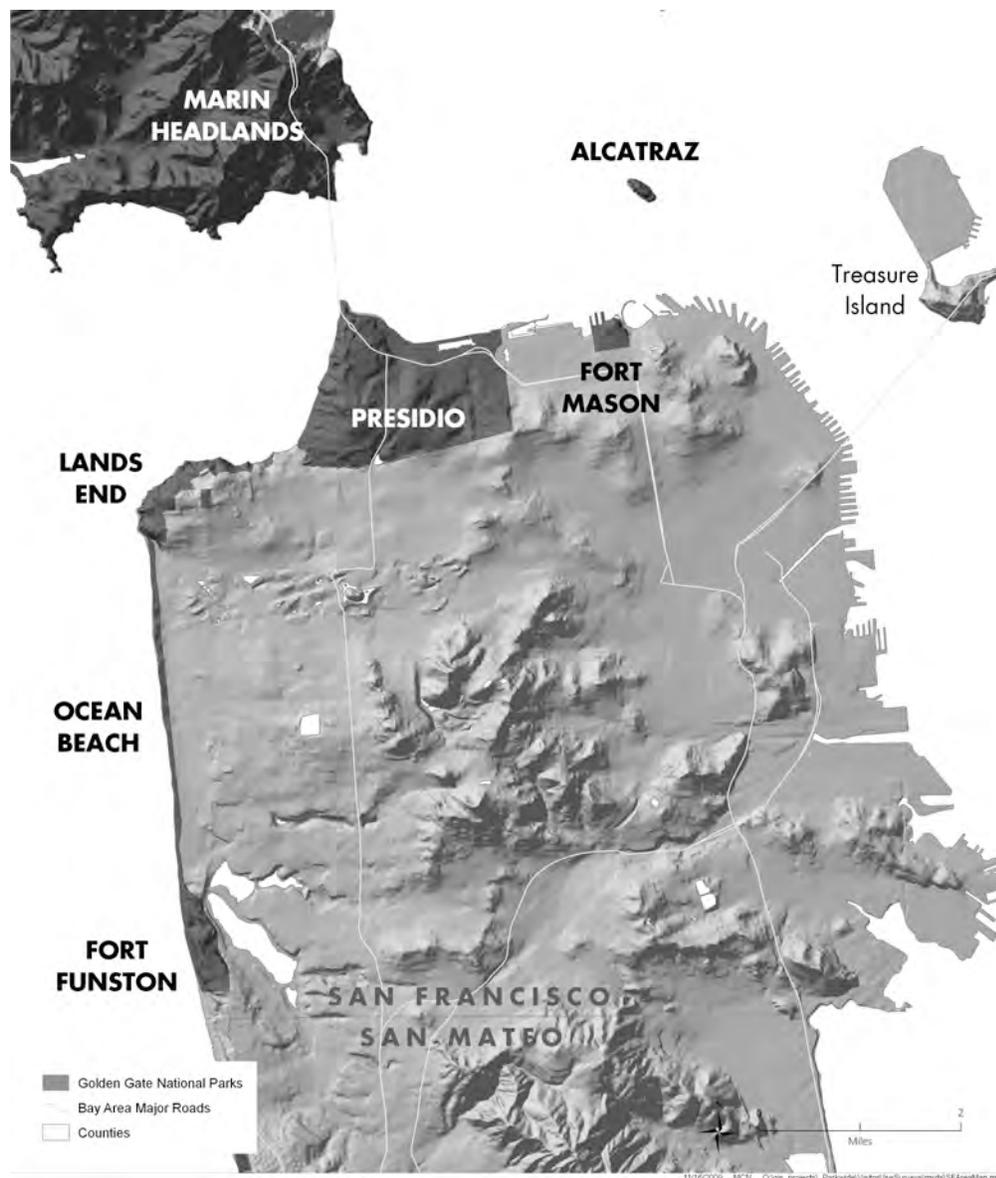
Specific study objectives for the Phase 1 intercept survey were as follows:

1. Gather baseline data on visitor use and experience, and develop a population profile of visitors at each site.
2. Assess visitor experiences and capacity concerns at each site.
3. Study the relationship between use levels, and other demographic and activity levels.
4. Evaluate existing visitor opportunities and gather visitor input on potential activities, programs, and changes.

5. Gather respondent contact information for those agreeing to the Phase 2 survey.
6. Count the total number of visitors passing by each survey point.
7. Institute quality control procedures to ensure consistent, accurate data collection and entry into a database.
8. Analyze Phase 1 survey data and visitor counts. Present findings in a written report and in a verbal presentation to sponsoring agencies.

This report describes the methods employed in collecting and analyzing the Phase 1 survey, gathering visitor approval and contact information for the Phase 2 survey, and the visitor counts. Appendix A in this report provides the Phase 1 survey and survey introduction, as well as, a contact card used to record Phase 2 contact information. The reader is referred to the separate Data Addendum for lengthy verbatim responses to open-ended questions in the Phase 1 survey.

Figure 1. Study Area—Presidio and Ocean Beach



Methods

The efforts by SFSU had to satisfy three basic needs: 1) Administer the approved Phase 1 survey and record observations at the time of survey completion; 2) ask respondents for permission to contact them for the subsequent Phase 2 telephone survey and record respondent contact information; and 3) count the total number of visitors passing the survey location during surveying periods.

Survey Instrument

The Phase 1 survey instrument, shown in Appendix A, was developed by the Partners with assistance from the survey design panel and SFSU and then approved by OMB. The survey shown in the Appendix has the same questions with a few very minor changes in introductory language from that approved by OMB. Data were collected on respondent prior visitation, length of the visit, group characteristics, trip characteristics, attractions within and outside of the park visited that day, information sources used for the visit, events and activities participated in, primary reason for visit, trails, facilities and services used, including overall quality of them and how crowded the respondent felt at the park site. Another section of the survey gleaned what the respondents liked most and least about their visit to the park site, as well as any suggestions on how their experience at the park site could be improved. The final survey section gathered data on the respondent residence, if they had internet access at home, their race, if they are Spanish, Hispanic or Latino, and any language spoken at home other than English. Respondents were also queried if anyone in their group had a physical condition that made it difficult to access or participate in park activities or services, the specific activities or services with difficulty in access, and problems encountered, if any. Demographic data on year born, formal education level and respondent household income completed the types of data collected during the survey.

Sampling and Data Collection

The SFSU research team developed an implementation strategy based on the guidelines given by the Partners and national design panel that were approved by the Partners and OMB. Since this was, to some extent, an experimental process, some adjustments in how and where the surveys were administered occurred during the survey period. Any adjustments were kept to an absolute minimum, made in keeping with the national design panel guiding principles and fell within the OMB approved actions. Appendix D contains a chronological listing of adjustments made in the survey or administration of it during the entire survey period.

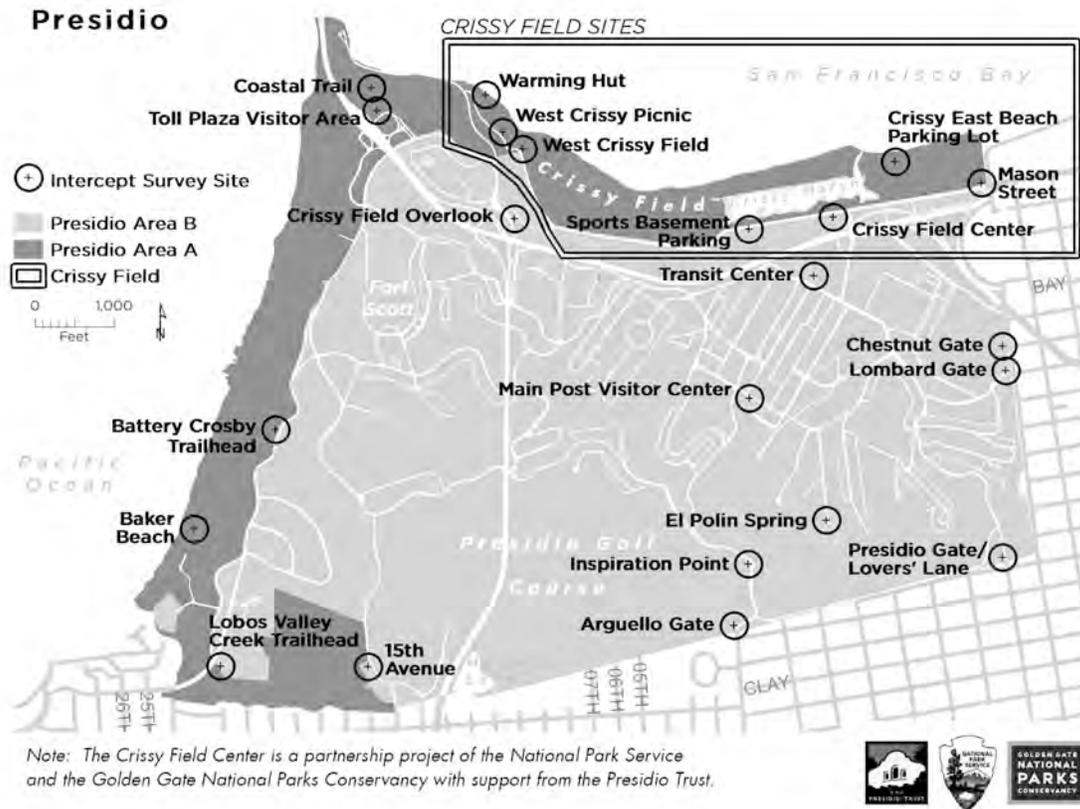
A goal of at least 960 completed Phase 1 surveys at each of the three park sites (CF, PR, OB), or 2,880 for the total research project, was established by the national team and Partners in consultation with SFSU. This number of surveys would provide a sample that would be representative of park visitors and would allow for an adequate number of respondents who would agree to complete Phase 2 surveys, as well as manage and not exceed the limited budget available.

The survey instrument and introductory statement were available in English, Spanish and Mandarin. Translation of the survey was done by professional translation services and back-translated to ensure proper translation. The SFSU survey team contained some members who were bilingual in English and Spanish or Mandarin. Bilingual staff were initially positioned at locations where non-English speaking visitors were most likely to be encountered. A total of 32

survey administration locations were initially selected by the Partners in the three study sites (Crissy Field, Presidio, and Ocean Beach). These locations were chosen because they were considered to be representative of the type of uses in the three study sites. An additional six survey locations were added to the original list based on field observations and early data collection results to enhance data collection effectiveness and representativeness. Several sites were tried and later dropped due to very low visitor levels. This brought the total number of data collection sites to 38. Figure 2 shows all the exact *data collection locations* at Crissy Field and the Presidio, both initial sites and those subsequently added. The figure also illustrates the *data analysis site groupings* (described later in the report). Figure 3 shows specific data collection locations at Ocean Beach. Detailed photos of each collection location are provided in the Data Addendum.

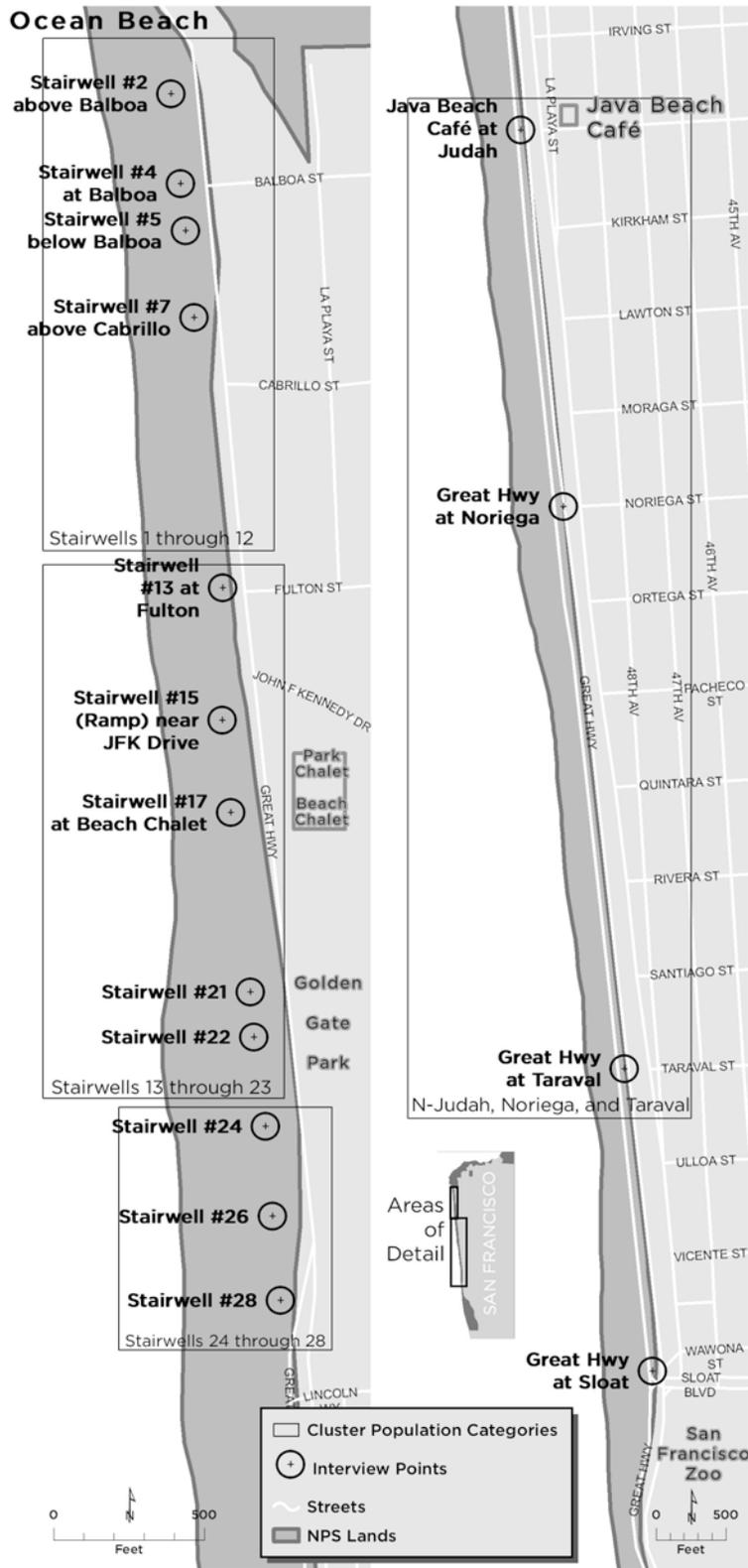
Three sampling periods in a day were established to represent the range of park visitors during daylight hours. The three-hour sampling periods were morning 7:30-10:30, mid-day 11:30-14:30 and evening 16:30-19:30. A sampling rule established by the national team, and strictly followed throughout the research, was that there were an equal number of surveying periods on weekends and weekdays. Weekends were defined as beginning with the evening data collection period on Friday and ending with the evening shift on Sunday. Over the entire sampling period there were a total of 14 weekday and 14 weekend sampling periods (28 survey periods per location). During weekday survey periods each location received five morning survey periods (one for each Monday, Tuesday, Wednesday, Thursday, and Friday), five afternoon survey periods (one for each Monday, Tuesday, Wednesday, Thursday, and Friday) and four evening survey periods (one for each Monday, Tuesday, Wednesday, and Thursday). During weekend survey periods each survey location had four morning survey periods (two on Saturday and two on Sunday), four afternoon survey periods (two each on Saturday and Sunday) and six evening survey periods (two on Friday, two on Saturday, and two on Sunday). The ultimate sampling days and times for the CF and PR locations were randomly assigned over the entire survey period prior to data collection, using the procedure described above to eliminate sampling bias.

Figure 2. Crissy Field and Presidio Data Collection Locations



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Figure 3. Ocean Beach Data Collection Locations



At OB locations a different sampling distribution was used because there was adequate field data on the amount and timing of visitor use at clusters of surveying locations. This allowed sampling dates and times to be distributed based on average number of visitors to each cluster (2 or more nearby locations with similar visitation patterns). Locations within clusters were randomly interchanged to allow for equal representation. At stairwells # 13-23 there were eight weekday and six weekend survey periods. At stairwells #1-12 there were two weekday and three weekend data collection periods. For stairwells #24-28 there were three weekday and two weekend survey periods. At the Judah, Noriega and Taraval locations there were only two weekends. At the Sloat Street survey location data was gathered on one weekday and one weekend. Data were collected regardless of weather conditions. The surveying system and pre-testing of the instrument was conducted on July 21, 2008, along with interceptor training. Phase 1 survey administration started July 23, 2008 and ended September 14, 2008.

Some data collection locations were very busy, while other locations had relatively few visitors. A minimum number of completed surveys goal for a sampling period, for each survey location, had to be established to work with these use level differences. This was done in order to get enough completed surveys to make the 2,880 target for the entire project. The completion goal was nine per three hour surveying period per location. Likewise, an upper limit goal on the number of completed surveys in a survey period was also needed because acquiring a large number of completes well above the 2,880 target would escalate the subsequent data entry cost and potentially exceed the budget, and additional completes would not greatly add to the accuracy of the results. Therefore, a survey “interval” (frequency) was established for each location, based on how busy it was, prior to the start of data collection.

A random systematic sampling procedure was employed. A survey interval of one consisted of contacting every “survey unit” that passed the location as soon as the SFSU interceptor had finished giving a survey to the previous survey unit. A survey unit was defined as one adult (who appeared over 18 years) in a group of visitors who were traveling together, who was not working in the park at that time. If the visitor did not want to complete the survey then the interceptor approached the next group and every survey unit until a visitor agreed to complete the Phase 1 survey. This one or “every group” intercept interval was used at locations with a lower number of visitors per hour (1-30). An interval of five was where the interceptor let four survey units go by and approached the fifth survey unit to complete the survey. In the final version of the sampling, as soon as they gave the survey to the willing respondent (they did not wait for the previous respondent to finish their survey) they would start counting for the interval again. An interval of five was used at locations with moderate visitation (31-75 persons per hour). An interval of ten was where the interceptor contacted the 10th survey unit to pass the location. A tenth interval was employed at busy locations (more than 75 visitors per hour). At the beginning of the surveying project coordinators (described later) could adjust the survey interval based on hourly visitation. After the initial two weeks of data collection the interval was set for each intercept site, regardless of weather or fluctuations in visitation for the duration of the data collection period.

Once the correct survey unit was determined then the trained interceptor from SFSU, dressed in a GGNRA shirt/jacket with a SFSU name badge, would say the official “survey introduction” that was approved by the Partners and OMB, as shown in Appendix A. No variation or adlibbing was allowed from this official version. The final version of the introduction asked them to complete a two-part survey consisting of the intercept survey and a contact card for the follow-

up Phase 2 survey. If the visitor wanted more detailed information about the survey purpose or sponsor, then a standard “survey information” sheet was given to the visitor (see Appendix). Interceptors were not allowed to answer questions or give their personal opinions about park issues or management. Each survey had a unique number on the front page. This unique identifier was also written on the contact card by the interceptor prior to giving it to the visitor thereby ensuring that the survey and contact card were accurately linked for subsequent data entry purposes. If a visitor agreed to complete the survey, the interceptor gave them a clipboard with the survey and contact card attached and a pencil. The interceptor then instructed participants to return the completed survey and card to them before they left the area. Upon completion of the survey and contact card, the interceptor gave the official “survey ending,” thanking the respondent and offered to give them a gift of a GGNRA Trails Forever pin or luggage tag. The interceptor then recorded the survey number and user observations on the official “contact log.” The contact log is shown in the Appendix.

If the visitor was not willing to complete the survey, ignored the interceptor question, or did not stop, then they were considered a “refusal” and recorded as such on the contact log. The interceptor recorded some observational data about the non-respondent on the contact log. Therefore, information on both accepted surveys, with their associated number, and refusals were recorded on the contact log. Refusal data were later used to determine if certain types of park visitors or visitors at certain locations were much more likely to refuse the survey and, therefore, may be under-represented in the survey findings (see Appendix F).

Visitor Counts

Visitor counts were conducted during allocated survey periods. The interceptor from SFSU also conducted visitor counts at low to moderate visitation locations. Another staff member, or counter, was used to count all visitors passing the site at high visitation locations on weekends, freeing up the interceptor to concentrate on surveying. Counts were collected on mechanical “thumb counters” and this count was recorded on the contact log every hour during the survey.

Data Entry

The data collected in the Phase 1 surveys was entered into a specially programmed Excel spreadsheet located on laptops in a locked office in the Presidio provided by the Partners. The data entry program was set up so all acceptable data values and allowable data ranges were shown. It was programmed so out-of-range entries were not allowed without management override. Data from contact cards were entered into a separate Excel database. Contact card data were emailed to the Phase 2 contractor within 48 business hours of collection. Data files were backed-up daily.

Project Management

Overall project management, sample design, and SFSU staff training was conducted by Dr. Tierney and Dr. Roberts. Staff scheduling and assuring each survey period was staffed properly was conducted by two “project coordinators,” Steven Rossi and Alan Kwok. In addition to interceptor and counter scheduling, the project coordinator also conducted daily quality assurance procedures and compiled a daily survey completion report, outlining daily and up-to-date survey completions. They were responsible for emailing entered contact card data to the Phase 2 contractor within 48 business hours of collecting the data. They also managed data entry.

Quality Assurance

Quality assurance (QA) and quality control (QC) were very important elements of this study. QA and QC policies included the project coordinator (PC) who spot-checked each surveyor during each sample period at each sampling location to resolve any issues or problems; and to verify required data was being entered correctly onto required forms, ensured a unique survey number has been assigned to completed surveys, and counted the number of completed surveys. A sample of surveys was checked by the PC at the end of each sampling period and from each sampling point to ascertain if forms were completed properly, and to determine number of completes and refusals. At the end of the day the PC confirmed or delivered completed surveys and forms to the data entry office. He also verified and ensured that contact cards from the previous day were entered accurately and sent to the follow-up contractor. Data entry QA/QC measures included: Only three trained data entry specialists and the two PC's were allowed to enter data. The PC conducted spot checks during data entry days to ensure worker performance was up to standards. At these spot checks, the PC looked at a sample of surveys that had been recently entered and compared the actual survey responses with the data entered. The PC also collaborated with the data entry specialists and resolved any differences in coding of responses to open-ended questions. Out-of-range checks were done manually for closed-ended questions at the time of data entry. The Excel data entry software used was programmed to prohibit out-of-range entry.

The PCs communicated with Dr. Tierney or Dr. Roberts on a daily basis about the number of completes and status of daily activities. Drs. Tierney or Roberts communicated at least weekly with the Partners about progress on the surveys, including an update on the number of completed intercepts by site for the week and to-date.

Data Analysis

Once data were entered into the database it was checked by the PC (see QA/AC above). At the end of the data collection period a master Phase 1 survey database was created and data were cleaned using frequency programs to check for duplicate survey numbers and doubled checked for out of range data entry. Corrections were made by going back to original surveys in some cases. The end result was a clean database with 2,748 completed surveys. This database was used to run the data analysis. An additional step was included for Dr. Tierney, with assistance from Steven Rossi, to conduct a content analysis of each response for open-ended questions to identify and code them for common themes or categories of responses that emerged. Dr. Tierney reviewed all content analysis coding to ensure consistency and accuracy.

The Partners wanted the results presented in different location groupings for the data analysis and presentation than were used in the original data collection phase. The data analysis site groupings for Crissy Field (7 locations), Presidio Total (22 locations), Presidio A (9 locations), Presidio B (13 locations), and Ocean Beach (16 locations) were presented earlier in Figure 2 and 3 and are shown later in Table 2. These data analysis site groupings were used in all subsequent data analysis and reports.

SPSS version 16.0 was the statistical software package used to analyze survey data. Analysis consisted of frequency and descriptive program applications and associated charts. Cross tabulation and Chi-square analysis were employed to show differences in survey variables between the site groupings and if these were significantly different. A significant difference is

considered when the Chi-square significance is less than or equal to 0.05. The complete listing of all verbatim responses to open-ended questions is presented in the separate Data Addendum.

Results

Response Rates and Visitor Counts

During the data collection period a total of 10,344 visitors were contacted for the Phase 1 survey. The survey was completed by 2,748 persons or 96.4% of our target of 2,880. Table 1 shows that the Crissy Field and Ocean Beach data collection sites exceeded the target while the Presidio had 78.8%. The Presidio data collection site grouping did not achieve its goal of 950 completes due primarily to the fact that these locations did not have the volume of visitors of the other site groupings, for example 13% less than Ocean Beach. Another factor was the types of visitors at the Presidio were more likely to be bike riders and joggers, than at the other groupings, and the contact logs showed that these types of visitors are less likely to stop and complete the survey.

The overall response rate for the survey was 26.6%. This response rate was due primarily to the difficulty of intercepting active recreationists on site. For example, 37% of non-respondents were persons bicycling or jogging and they were less likely to stop. But analysis of non-respondent and comparable respondent data suggests there are no significant differences in non-response rates between data collection sites. In addition, respondent and observable non-respondents characteristics do not appear to be significantly different. This suggests that the survey reasonably well represents all types of visitor's at all three data collection sites. Other factors that support the representativeness of the data collected involve the carefully designed sampling procedures identified by the national social science expert panel and carried out by the SFSU team that included: Use of a systematic random sample of visitors; collection of data at 38 sites; data gathering during morning, mid-day and evening periods; a five week data collection period during the traditionally highest visitation period; similar number of survey shifts on weekends/weekdays; randomly assigning sampling days and times; having the survey available in three languages; and strict quality control protocols enforced by supervisors. In addition, the large number of completed surveys overall (2,748) as well as the significant number of samples at each data collection site (minimum of 749) provides a 95% confidence level at + or - 5%. However, the reader should keep in mind that non-respondents were somewhat more likely to be male, joggers or bicyclists, and they tended to come from a smaller group. Appendix F provides additional information on non-respondents.

A grand total of 1,731 contact cards were completed for an average 63% completion rate. These data were electronically forwarded to the Phase 2 contractor. Contact card data is integrated into the survey findings presented here.

The total visitor count for all sampling periods was 55,739 persons. Crissy Field had by far the greatest number of visitors at 28,174, followed by 14,405 at Ocean Beach and 13,160 at the Presidio data collection sites.

Table 1. Summary of Data Collected, Response Rates and Visitor Counts, By Data Collection Site Grouping, Phase 1 Survey

<u>Statistic</u>	<u>Data Collection Site Groupings</u>			
	<u>Total</u>	<u>CF</u>	<u>Presidio</u>	<u>Ocean B</u>
Total # of groups/persons contacted	10,344	4,038	2,959	3,347
Total # of persons completing Phase 1 survey	2748	1044	749	955
Response rate	26.6%	25.9%	25.3%	28.5%
Percent of target completed (based on 950 completes/location)	96.4%	109.9%	78.8%	100.5%
Number of refusals	7596	2994	2210	2392
Total completed contact cards	1,731	654	452	625
Percentage of completed contact cards	63.0%	62.6%	60.3%	65.4%
Percent of target completed (based on 624 completes/location)	92.5%	104.8%	72.4%	100.2%
Total visitor counts	55,739	28,174	13,160	14,405

The table above displays responses by *data collection site grouping*. Table 2 and all subsequent data analysis graphics present results by *data analysis site grouping*, as requested by the Partners.

Key Findings:

- A total of 2,748 completed surveys were achieved (one of those with unknown location)
- This number of responses provides a 95% confidence interval of + or - 5%.
- Visitor counts totaled 55,739 persons during all surveying periods
- Crissy Field had nearly twice the number of visitors, compared to Presidio or Ocean Beach

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Table 2. Survey Location, Number of Surveys and Data Analysis Site Groupings

Survey Location	Frequency	Percent	Crissy Field	Presidio A	Presidio B	Total Presidio	Ocean Beach
Mason Street	272	9.9	X	X		X	
Crissy East Parking	184	6.7	X	X		X	
Crissy Field Center	47	1.7	X		X	X	
Sports Basement	70	2.5	X		X	X	
West Crissy Field	162	5.9	X	X		X	
Warming Hut	262	9.5	X	X		X	
West Crissy Picnic Area	38	1.4	X	X		X	
Battery Crosby Trailhead	79	2.9		X		X	
Baker Beach	102	3.7		X		X	
Lobos Valley Creek	7	.3			X	X	
Main Post Visitors Center	74	2.7			X	X	
Transit Center	55	2.0			X	X	
Lombard Gate	40	1.5			X	X	
El Polin Spring	33	1.2			X	X	
Lovers Lane/Presidio Gate	75	2.7			X	X	
Arguello Gate	90	3.3			X	X	
Toll Plaza	39	1.4		X		X	
Coastal Trail	92	3.3		X		X	
15th Ave.	3	.1			X	X	
Chestnut Gate	7	.3			X	X	
Inspiration Point	46	1.7			X	X	
Crissy Field Overlook	20	.7			X	X	
Stairwell #2 Above Balboa	51	1.9					X
Stairwell #4 Above Balboa	80	2.9					X
Stairwell #5 Below Balboa	87	3.2					X
Stairwell #7 Above Cabrillo	45	1.6					X
Stairwell #13 At Fulton	72	2.6					X
Stairwell #15 Near JFK Dr	132	4.8					X
Stairwell #17 Beach Chalet	143	5.2					X
Stairwell #21	106	3.9					X
Stairwell #22	50	1.8					X
Stairwell #24	53	1.9					X
Stairwell #26	41	1.5					X
Stairwell #28	35	1.3					X
Java Beach Cafe At Judah	17	.6					X
Great Highway At Noriega	16	.6					X
Great Highway At Taraval	8	.3					X
Great Highway At Sloat	14	.5					X
Total	2747	100.0					
Missing Location	1	.0	0	0	0	0	0
	2748	100.0	998	1230	566	1796	951

Key Findings (for table on previous page):

- The Presidio A site grouping had the largest number of completed surveys (1,230), followed by Crissy Field (998), Ocean Beach (951) and Presidio B (566).
- The Crissy Field data collection grouping has locations in PR-A and PR-B, so is not a unique set of sites. Thus, frequency of CF data is provided, but CF data can not be analyzed via Chi-square tests in subsequent data analysis. Only PR-A, PR-B and OB can be analyzed for significant differences between sites although description data is available for all five data analysis sites.

Number of surveys completed by data collection site grouping and day of week

Table 3. Number of Surveys by Site Grouping*

	Frequency	Percent
Crissy Field	998	(37.7)
Presidio A	1230	(44.3)
Presidio B	566	(21.1)
Total Presidio	1796	65.4
Ocean Beach	951	34.6
Missing Location	1	0.0
Total	2748	100.0

* Presidio A Group + Presidio B Group= Total Presidio.
Crissy Field group has some locations from A and B.

Figure 4. Number of Surveys By Site Grouping

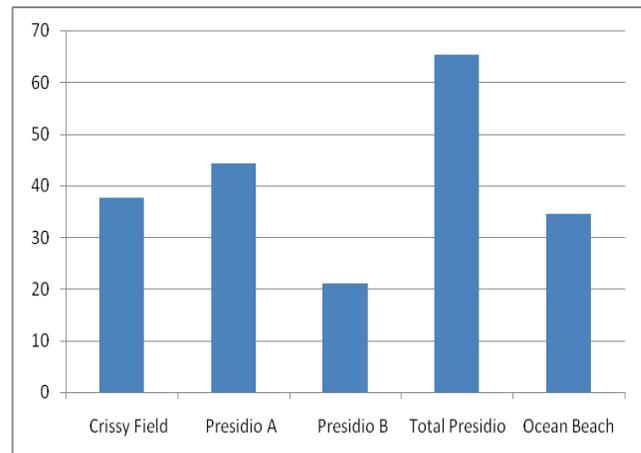
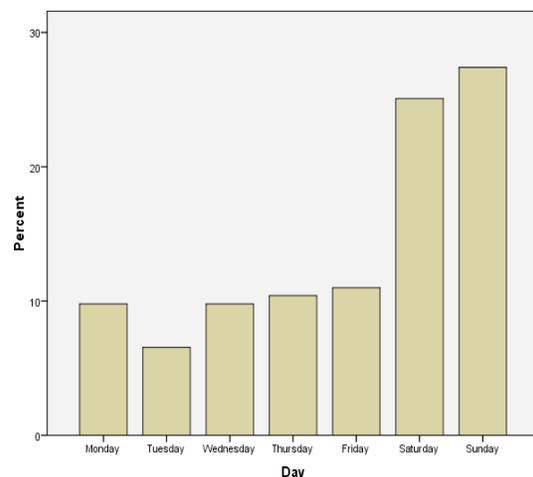


Table 4. Surveys By Day Of Week

Day	Frequency	Percent
Monday	269	9.8
Tuesday	180	6.6
Wednesday	269	9.8
Thursday	286	10.4
Friday	302	11.0
Saturday	689	25.1
Sunday	753	27.4
Total	2748	100.0

Figure 5. Surveys By Day Of Week



Key Findings (for tables on previous page):

- The Total Presidio site grouping had 65.4% and OB 34.6% of completed surveys.
- The greatest number of surveys was collected on Sunday (27%) and Saturday (25%)
- Data suggest that Sunday has much more visitation than any weekday (4 times more than Tuesday)

Number of surveys completed by weekend/weekday and time period

Table 5. Weekend Survey Day

Weekend	Frequency	Percent
No	1220	44.4
Yes	1528	55.6
Total	2748	100.0

Figure 6. Weekend Survey Day

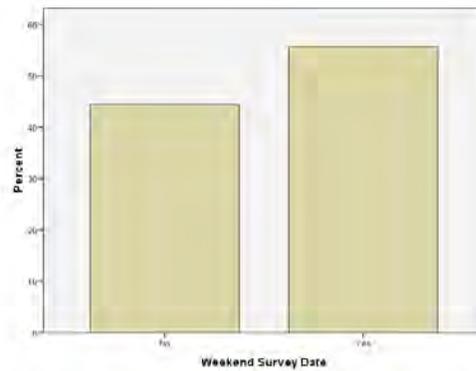
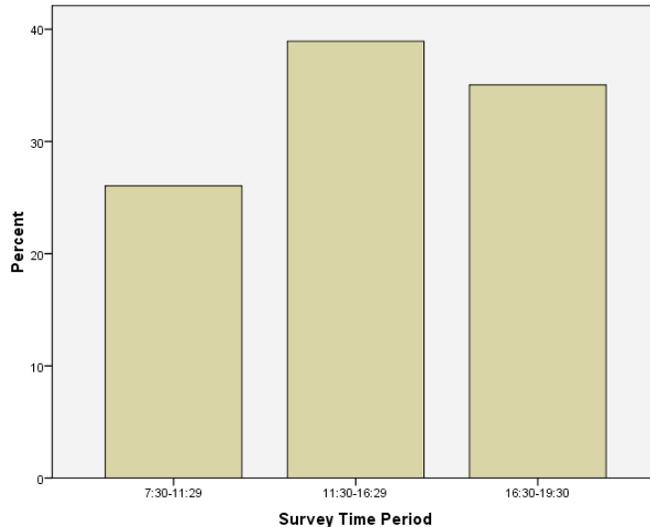


Table 6. Survey Time Periods *

Survey Time	Frequency	Percent
7:30-11:29	710	26.0
11:30-16:29	1060	38.8
16:30-19:30	964	35.3
Total	2734	100.0

Figure 7. Time Period Survey Completed



* Regular scheduled surveying times were:

Period #1 7:30-10:30

Period #2 11:30-14:30

Period #3 16:30-19:30

Other times between 7:30 and 19:30 were for transportation to new survey sites and employee breaks. About 2% of surveys collected fell outside these standard survey times (usually right before or after the shift). Time periods in this table were expanded beyond standard collection times to capture these responses.

Key Findings:

- Surveys collected on weekends made up 56% of the total, suggesting that weekday visitors opinions are well represented in the survey data
- The greatest number of completed surveys were gathered between the time period of 11:30 - 16:29 (39%), followed by 16:30-19:30 (35%) and 7:30-11:29 (26%).

- Survey findings on time of data collection are in agreement with previous GGNRA research that has found the mid morning to early afternoon is the busiest visitation period.

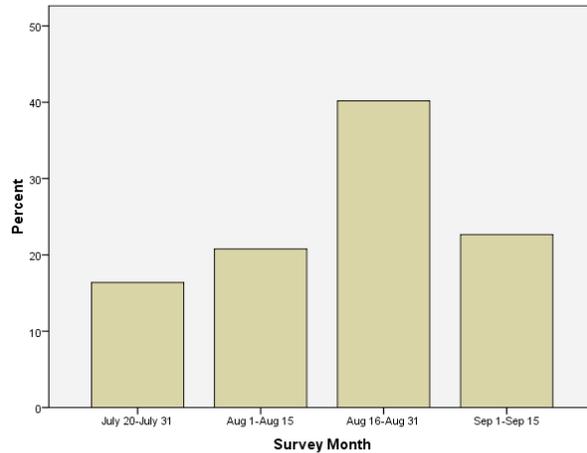
Number of surveys completed bi-monthly

Table 7. Bi-Month Surveys Collected

Period	Frequency	Percent
July 20-July 31	450	16.4
Aug 1-Aug 15	571	20.8
Aug 16-Aug 31	1104	40.2
Sep 1-Sep 15	623	22.7
Total	2748	100.0

Note. Data collection from July 23 and ended Sep 14, 2008.

Figure 8. Bi-Month Surveys Collected



Key Findings:

- Surveys were gathered starting in late July and ending in mid September.
- The period of Aug 16-31 had by far the most completed surveys (40.2%), followed by Sept 1-15 (22.7%), Aug 1-15 (20.8%) and July 20-31 (16.4%)
- Findings suggest there is a large end of summer visitation peak from Aug. 16-31
- Data collection was completed during what Partners believe are the most of the heavy use periods of the year

Visitor Characteristics

Observations by the trained interceptors or survey questions provided data on respondent gender, age, residence, race, language spoken at home, internet access at home, physical condition that makes access difficult and difficulty in accessing survey site facilities and services. Data are presented for the total survey and the five survey site groupings. When there are significant differences ($p=.05$ or less) between data analysis site groupings it is noted at bottom of the table.

Respondent Gender

Survey personnel recorded respondent's gender when a completed survey was returned. There was no separate question for gender. The observed gender of respondents is reported below.

Key Findings:

- Slightly more males (52.8%) than females (47.2%) completed the survey
- This suggests good representation of both genders in survey results
- There were substantial differences in gender composition among sites
- Crissy Field had more female (52%) than male (48%) respondents.
- Ocean Beach had greatest percentage of males (55.8%) and least females (44.2%)

Figure 9. Respondent Gender

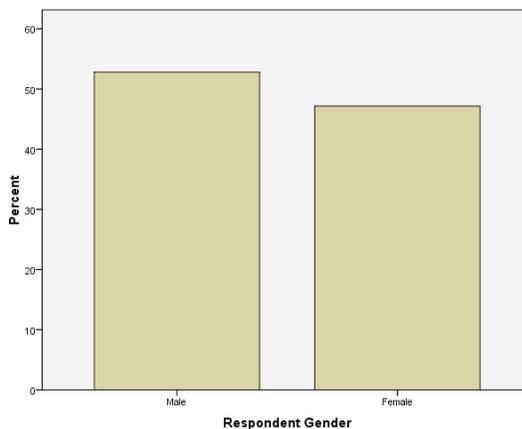


Table 8. Respondent Gender By Survey Site Grouping

		Survey Site Grouping						Total
		CF	PR- A	PR-B	Total PR	OB		
Gender	Male	Count	474	626	288	914	530	1444
		% within Survey Site	48.0	51.0%	51.7%	51.2	55.8%	52.8%
	Female	Count	513	602	269	871	420	1291
		% within Survey Site	52.0	49.0%	48.3%	48.8	44.2%	47.2%
Total		Count	987	1228	557	1785	950	2735
		% within Survey Site	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance =0.07 between Presidio A and Presidio B and Ocean Beach groupings. A significance value of 0.05 or less is considered a significant difference, so there are no significant differences between the three site groupings.

CF= Crissy Field; PR-A= Presidio A sites; PR-B= Presidio B sites; Total PR= All Presidio sites combined;

OB= Ocean Beach; Total= All data collection sites.

Note. Thirteen surveys had no gender recorded.

In what year were you born?

A survey question asked respondents to provide the year they were born, which was later used to calculate their age.

Key Findings:

- There is a wide representation of age groups in survey respondents
- Over 81% of respondents were between the ages of 20 and 59 years
- The most frequent age group was 30-39 (23.8%), followed by 40-49 (20.6%)
- There were significant differences in respondent age between sites
- Crissy Field and Presidio B were more likely to have older visitors than OB

Figure 10. Respondent Age Range

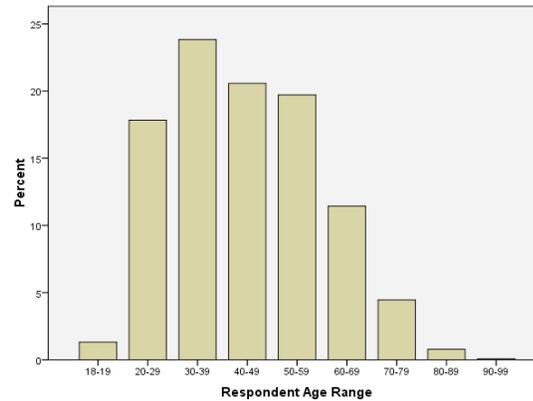


Table 9. Respondent Age By Survey Site Grouping

			Survey Site Grouping					
			CF	PR-A	PR-B	Total PR	OB	Total
Age	18-19	Count	4	7	5	12	20	32
		% within Survey Site	.4%	.6%	1.0%	.7%	2.4%	1.3%
	20-29	Count	143	204	80	284	153	437
		% within Survey Site	15.9%	18.4%	16.2%	17.7%	18.0%	17.8%
	30-39	Count	215	275	124	399	185	584
		% within Survey Site	23.9%	24.8%	25.1%	24.9%	21.8%	23.8%
	40-49	Count	194	247	88	335	169	504
		% within Survey Site	21.6%	22.3%	17.8%	20.9%	19.9%	20.6%
	50-59	Count	165	196	110	307	176	482
		% within Survey Site	18.4%	17.7%	22.3%	19.2%	20.8%	19.7%
	60-69	Count	124	128	50	178	102	280
		% within Survey Site	13.8%	11.6%	10.1%	11.1%	12.0%	11.4%
	70-79	Count	45	42	30	72	37	109
		% within Survey Site	5.0%	3.8%	6.1%	4.5%	4.4%	4.5%
	80-89	Count	8	8	7	15	4	19
		% within Survey Site	.9%	.7%	1.4%	.9%	.5%	.8%
	90-99	Count	0	0	0	0	2	2
		% within Survey Site	.0%	.0%	.0%	.0%	.2%	.1%
Total		Count	898	1107	494	1602	848	2449
		% within Survey Site	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.04 between all site groupings.

Note. A total of 299 respondents did not provide the year they were born.

Do you live in the United States?

Key Findings:

- Across all survey sites more than 91% of respondents were from the United States
- There are significant differences in USA residency between the survey site groupings
- The percentage of USA residents was highest at OB (94.4%) and Presidio-B (92.6%)
- Presidio-A had the highest percentage of international visitors (12%). This grouping includes the Golden Gate Bridge Toll Plaza, popular with international visitors and motor coach operators with international clientele.
- Almost 10% of CF respondents were not USA residents, this contrasts with 5.6% for OB respondents

Figure 11. Respondent Is USA Resident

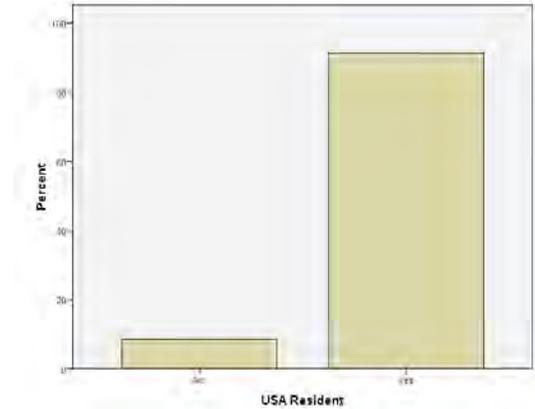


Table 10. Respondent Is USA Resident By Survey Site Grouping

Resident		Survey Site Grouping					
		CF	PR- A	PR-B	Total PR	OB	Total
Yes	Count	889	1081	515	1597	897	2494
	% within Survey Site	90.1%	88.0%	92.6%	89.5%	94.4%	91.2%
No	Count	98	147	41	188	53	241
	% within Survey Site	9.9	12.0%	7.4%	10.5%	5.6%	8.8%
Total	Count	987	1228	556	1785	950	2735
	% within Survey Site	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance =0.00 between Presidio A and Presidio B and Ocean Beach groupings. A significance value of 0.05 or less is considered a significant difference

Note. USA residence data is missing on 13 respondents.

Do you live in the United States?

Respondents from the United States were asked to provide a residential zip code. International respondents were asked to name their country of residence.

Table 11. Respondent Residence By Zip Code

Residence Area	Frequency	Percent
San Francisco City/County	1069	59.1
Zip Code Borders Park ¹	(651)	(36.0)
Other SF Zip Codes	(418)	(23.1)
SF Bay Area Other Than SF ²	234	12.9
Calif. Other Than SF Bay Area	124	6.8
Other States	184	10.1
Outside of USA ³	220	11.1
Total With Zip Codes	1831	100.0

¹ Zip Codes 94115, 94116, 94117, 94118, 94121, 94122, 94123, 94129, 94132

² Includes Alameda, Contra Costa, Santa Clara, San Mateo and Marin Counties

³ Int'l figures are derived from another question.

Note. Zip code or country data is missing for 917 respondents

Figure 12. Respondent Residence

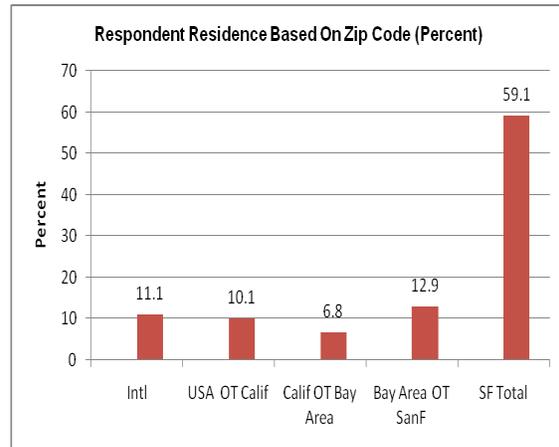
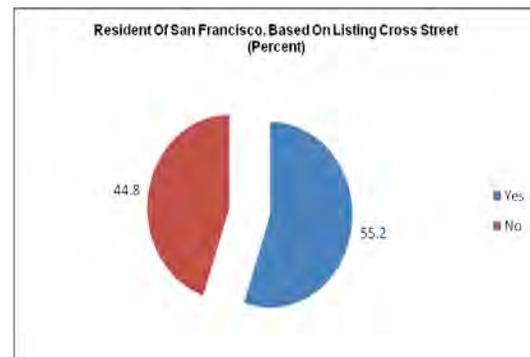


Table 12. Resident Of San Francisco (based on listing a cross street)

	Frequency	Percent
Yes	1518	55.2
No	1230	44.8
Total	2748	100.0

Note. See Data Addendum for listing of cross streets.

Figure 13. Resident Of San Francisco



Key Findings:

- Nearly 79% of all visitors were from somewhere in California, 72% from the Bay Area and 6.8% were from California but outside the Bay Area.
- Almost 60% of all survey respondents were from San Francisco city or county, and 36% of these San Francisco residents lived in zip codes adjacent to the parks (see table for adjacent zip codes).

- Visitors from other U.S. states (10.1%) and international visitors (11.1%) made up the balance of those respondents providing zip codes or countries of residence.
- There were more int'l respondents (11.1%) than residents from another state (10.1%), reflecting San Francisco's strong draw as an int'l destination.

Do you currently have Internet/Web access in your home?

Key Findings:

- Internet access at home was very high (91%) among all survey respondents
- There were significant differences between site groupings in internet access
- OB had the lowest percentage of web access (88.9%) while CF had the highest (93%)
- These high percentages support efforts to strengthen park and partner websites as well as efforts to connect with individuals, families, and group via the internet.

Figure 14. Internet Access At Home

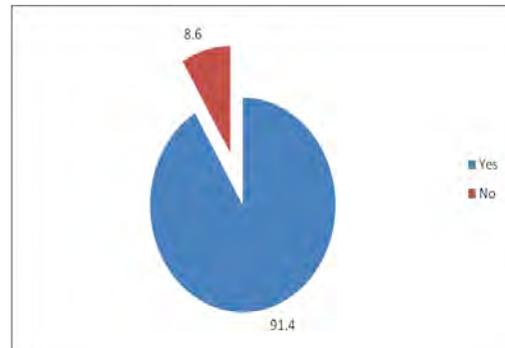


Table 13. Respondent Has Internet Access By Survey Site Grouping

			Survey Site Grouping					
			CF	PR- A	PR-B	Total PR	OB	Total
Internet Access at Home	No	Count	65	77	47	124	94	218
		% within Survey Site	7.0%	6.8%	9.1%	7.5%	10.7%	8.6%
	Yes	Count	858	1049	465	1514	778	2292
		% within Survey Site	93.0%	93.2%	91.4%	92.5%	88.9%	91.4%
	Total	Count	923	1126	512	1638	872	2510
		% within Survey Site	100.0%	100.0%	1.3%	100.0%	.3%	100.0%

Chi-square significance =0.04 between Presidio A and Presidio B and Ocean Beach groupings.

Note. CF survey sites are found in both PR-A and PR-B and are included in Total PR. Total equals Total PR + OB.

Are you Spanish, Hispanic, or Latino? Check one.

To comply with the new categories as represented in the 2000 Census, information was collected using the revised government standards. Respondents are asked about their race/ethnicity in two separate questions. First, “Are you Spanish, Hispanic, or Latino?” based on national origin. Second, respondents had the option to check one or more of the standard racial categories as noted on the following page.

Key Findings:

- About 7.5% of all respondents were Spanish, Hispanic or Latino. This contrasts with 14.1% in the 2000 Census of San Francisco.
- There were no significant differences in being Spanish, Hispanic or Latino among the survey site groupings.
- Ocean Beach had the greatest percentage of Spanish, Hispanic or Latino (8.9%) while CF (5.9%) had the lowest.

Figure 15. Respondent Is Spanish, Hispanic Or Latino

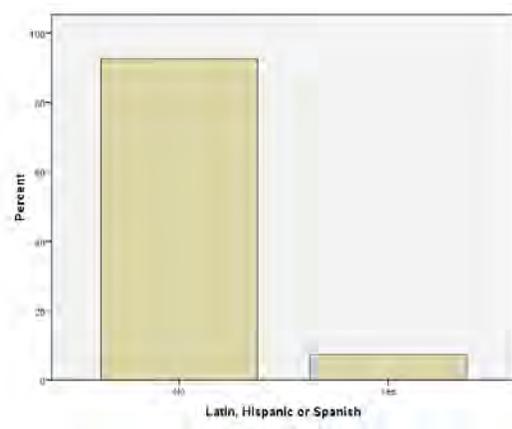


Table 14. Respondent Is Spanish, Hispanic Or Latino, By Site Grouping and All Survey Responses

			Survey Site Grouping					Total
			CF	PR-A	PR-B	Total PR	OB	
Latino, Hispanic, Spanish	No	Count	865	1045	482	1528	787	2314
		% within Survey Site	94.1%	93.0%	93.8%	93.2%	91.1%	92.5%
	Yes	Count	54	79	32	111	77	188
		% within Survey Site	5.9%	7.0%	6.2%	6.8%	8.9%	7.5%
	Total	Count	919	1124	514	1639	864	2502
		% within Survey Site	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.133 between Presidio A and Presidio B and Ocean Beach groupings.

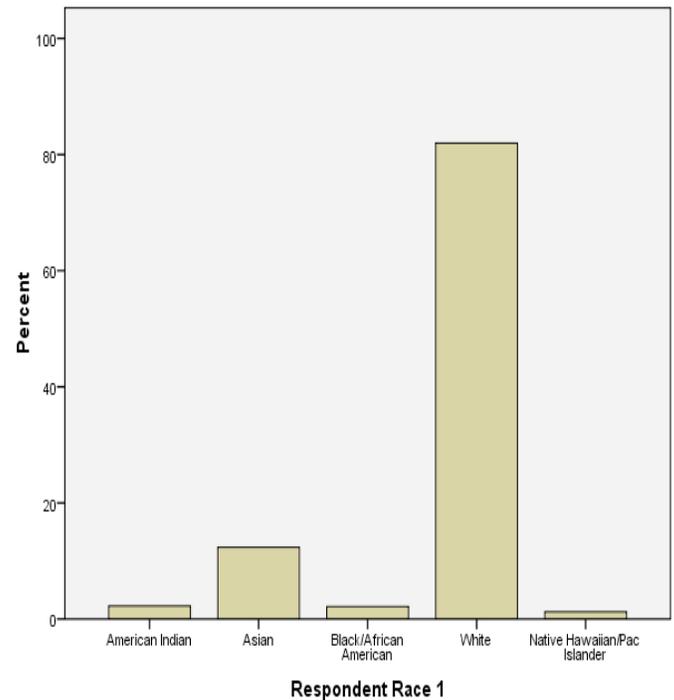
What is your race? (check one or more)

Respondents were asked to select from five racial categories (based on the Government Census standard) listed as follows: American Indian/Alaska Native Asian/Asian-American, Black/African American, White, and Native Hawaiian/Pacific Islander. Respondents could select more than one category. The variable called “Single Identifier” was the single racial group checked by respondents. When respondents checked two or three race categories they are described as “Mixed Race.” No respondents checked more than three race categories. Mixed race responses are shown below as provided by respondents. Subsequent analyses in the report are based only on the race single identifier variable.

Table 15. Respondent First Race Identifier And Mixed Race*

<i>One Race / Single Identifier</i>	Frequency	Percent
American Indian	54	2.3%
Asian	296	12.3
Black/African American	52	2.2
White	1965	82.0
Native Hawaiian/Pacific Islander	30	1.3
Total First Recorded Race	2397	100%
<i>Mixed Race Responses</i>		
Asian & White	47	47.5%
American Indian & White	14	14.1
Black/African American & White	12	12.1
Native Hawaiian/P.I. & White	8	8.1
Hawaiian-P.I. & White	4	4.0
Asian & Native Hawaiian / P.I.	4	4.0
American Indian / White / Hawaiian-P.I.	3	3.0
Asian / Amer. Indian / White	3	3.0
Amer. Indian & Black	2	2.0
Amer. Indian & Asian	1	1.0
Asian / Amer. Indian / Hawaiian-P.I.	1	1.0
Total more than one race	99	100%
Total First Identifier and Mixed	2496	100%

Figure 16. Respondent First Race Identifier



* Respondents could identify up to five racial categories, per Government standards. Shown are the first race checked and a breakdown of all other responses for mixed-race groups. Mixed race responses are ordered by frequency, yet arrangement of category within mixed race groups are in no particular order.

Key Findings (Race):

- Respondents from the White racial group made up 82% of the total, followed by Asian (12.3%), American Indian (2.3%), Black/African American (2.2%) and Native Hawaiian-Pacific Islander (1.3%)
- Respondents identifying themselves as mixed race made up 3.9% of total responses); the highest response category was Asian and White mix followed by American Indian/White.
- Study findings on race of visitors are similar to other previous park studies, suggesting a higher percentage of White race visitors than the regional population (White race made up 49.7% of San Francisco’s population in the 2000 Census)

What is your race? (By Survey Analysis Site Grouping)

First listed race responses were disaggregated among the five survey site groupings

Table 16. Respondent First Race Identifier By Survey Site Grouping and All Survey Responses

Respondent Race		Survey Site Grouping Primary					All Responses
		CF	PR-A	PR-B	Total PR	OB	
American Indian	Count	25	24	12	36	18	54
	% within Survey Site	2.4%	2.2%	2.4%	2.3%	2.2%	2.3%
Asian	Count	95	124	51	175	120	295
	% within Survey Site	10.7%	11.4%	10.3%	11.1%	14.7%	12.3%
Black African American	Count	8	11	8	19	33	52
	% within Survey Site	.9%	1.0%	1.6%	1.2%	4.0%	2.2%
White	Count	759	912	421	1333	632	1965
	% within Survey Site	85.4%	84.2%	84.7%	84.3%	77.5%	82.0%
Native Hawaiian Pacific Islander	Count	6	12	5	17	13	30
	% within Survey Site	.7%	1.1%	1.0%	1.1%	1.6%	1.3%
Total	Count	889	1083	497	1580	816	2396
	% within Survey Site	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.00 between the PR-A, PR-B and OB site groupings.

Note. A total of 352 respondents did not indicate a racial group. CF has locations in both PR-A and PR-B. Total PR = PR-A +PR-B. All responses = Total PR+OB.

Key Findings:

- There are significant differences in respondent race between PR-A, PR-B and OB
- The White racial group made up 77.5% of the OB respondents, in contrast to 85.4% of CF, 84.7% of PR-B and 84.2% of PR-A.
- Asian (14.7%) and African American (4.0%) respondents were more likely to be found at OB compared to CF (10.7% and 0.9% respectively) and at other site groupings.
- OB is the most racially diverse site grouping and CF and PR-A are the least

What language (if any other than English) is frequently spoken in your home?

Key Findings:

- A total of 21.1% of respondents frequently spoke a language other than English at home.
- There were no significant differences between survey site groupings for both the entire survey and among respondents who are USA residents only

Figure 17. Language, Other Than English, Spoken At Home

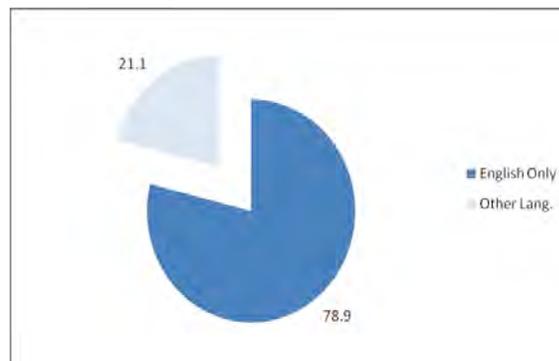


Table 17. Language, Other Than English, Spoken At Home By Site Grouping, All Respondents

		Survey Site Grouping Primary					
		CF	PR-A	PR-B	Total PR	OB	Total
Only English	Count	751	878	418	1296	687	1983
	% within Survey Site	81.2%	77.7%	81.8%	79.0%	78.9%	78.9%
Other Language	Count	174	252	93	345	185	530
	% within Survey Site	18.8%	22.3%	18.2%	21.0%	21.2%	21.1%
Total	Count	925	1130	511	1641	872	2513
	% within Survey Site	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.133 between Presidio A and Presidio B and Ocean Beach groupings.

Table 18. Language, Other Than English, Spoken At Home By Site Grouping, United States Residents Only

		Survey Site Grouping Primary					
		CF	PR-A	PR-B	Total PR	OB	Total
Only English	Count		820	399	1219	660	1879
	% within Survey Site	84.8%	88.2%	84.5%	83.0%	80.9%	82.2%
Other Language	Count		177	73	250	156	406
	% within Survey Site	15.2%	11.8%	15.5%	17.0%	21.1%	17.8%
Total	Count		997	472	1469	816	2285
	% within Survey Site	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.12 between Presidio A and Presidio B and Ocean Beach groupings.

What language (if any other than English) is frequently spoken in your home?

Table 19 provides a brief summary of the most frequently spoken languages other than English. For a complete list of languages and the frequency reported by respondents see Addendum.

Table 19. Most Frequent Languages Spoken At Home Other Than English, All Respondents

Language Frequently Spoken At Home	Survey Site Grouping Primary					
	CF n=925	PR-A n=1130	PR-B n=511	Total PR n=1641	OB n=872	Total n=2513
Spanish	5.4%	6.1%	6.3%	6.2%	6.0%	6.1%
Chinese	2.2%	2.2%	2.5%	2.4%	4.9%	3.2%
French	2.6%	3.2%	2.2%	2.7%	2.8%	2.8%
German	2.1%	2.9%	1.6%	2.3%	1.7%	2.2%
Japanese	0.0%	0.1%	0.4%	0.2%	0.1%	0.2%
Other Languages	6.6%	7.8%	5.3%	6.6%	5.7%	6.6%

Chi-square significance = 0.01 between Presidio A and Presidio B and Ocean Beach groupings.

Key Findings:

- One hundred seventy four respondents reported 43 different languages spoken at home
- The most frequently spoken languages, other than English, were Spanish (6.1%), Chinese (3.2%), French (2.8%), German (2.2%) and Japanese (0.2%).
- There were significant differences in language spoken at home between site groupings
- Presidio Area A had the largest percentage of other-than-English language speakers, except for Ocean Beach that had more Chinese speakers.
- The diversity of languages spoken and the fact that no one language makes up a large percentage of speakers (with the possible exception of Spanish) makes it more challenging for management to communicate with a significant number of park visitors.

Do you or anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Key Findings:

- A total of 3.3% of respondents had someone in their personal group with a condition that made it difficult to access park activities or services.
- There were significant differences between the site groupings
- OB (4.6%) was more likely to have persons with a physical condition and CF (2.0%) and PR-A (2.1%) were the least likely.

Figure 18. Physical Condition Makes It Difficult To Access Park Activities/Services

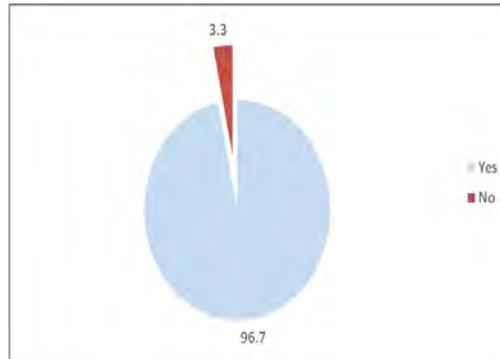


Table 20. Person With Physical Condition That Makes It Difficult To Access Park Activities Or Services, By Site Grouping

			Survey Site Grouping Primary					
			CF	PR-A	PR-B	Total PR	OB	Total
Has Physical Condition	No	Count	897	1100	485	1585	824	2409
		% within Survey Site	98.0%	97.9%	96.6%	97.5%	95.4%	96.7%
	Yes	Count	18	24	17	41	40	81
		% within Survey Site	2.0%	2.1%	3.4%	2.5%	4.6%	3.3%
	Total	Count	915	1124	502	1626	864	2490
		% within Survey Site	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.01 between Presidio A and Presidio B and Ocean Beach groupings.

If yes (had physical condition that limited access), on this visit, what activities or services did you or the person(s) have difficulty accessing or participating in? Please be specific.

This was an open-ended question. Results in table below are just the percent of respondents with physical condition that made access difficult who described any activity or service.

Key Findings:

- Over 72% of respondents who had a person with a physical condition limiting access reported it was difficult for this person to access park activities/services.
- The 49 persons indicating access difficulty represents 1.8% of all 2,748 respondents.
- There were significant differences between site groupings.
- OB had the greatest percentage of persons with access difficulty (88.9%), followed by CF (75.0%), PR-B (64.7%) and PR-A (58.3%).

Figure 19. Percent With Condition Had Difficulty Accessing Or Participating In Park Activities Or Services

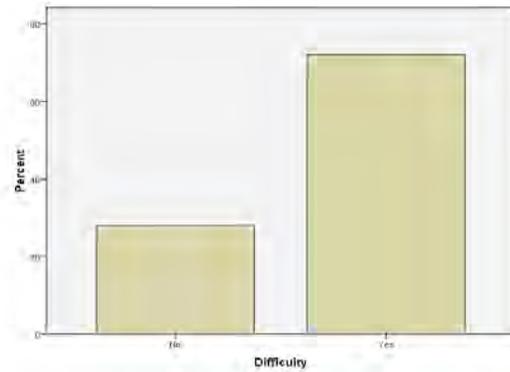


Table 21. Percent With Condition Who Had Difficulty Accessing Park Facility/Service By Site Grouping

			Survey Site Grouping Primary					
			CF	PR-A	PR-B	Total PR	OB	Total
Has Physical Condition	No (19)	Count	3	10	6	16	3	19
		% within Survey Site	25.0%	41.7%	35.3%	29.0%	11.1%	27.9%
	Yes (49)	Count	9	14	11	25	24	49
		% within Survey Site	75.0%	58.3%	64.7%	61.0%	88.9%	72.1%
	Total (68)	Count	12	24	17	41	27	68
		% within Survey Site	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.04 between Presidio A and Presidio B and Ocean Beach groupings.

Note. There are 13 missing response to this question.

If yes (had physical condition that limited access), on this visit, what activities or services did you or the person(s) have difficulty accessing or participating in? Please be specific.

This was an open-ended question. Responses were content analyzed. See complete list of respondent activity/service with difficult access in Addendum.

Table 22. Park Activity Or Service With Difficult Access (Content Analyzed)*

Activity Or Service With Difficult Access	Frequency	Percent
Trail surface cracked, uneven	6	23.1
Beach access	4	15.4
Walking up hills	4	15.4
Seeing signs (blind)	3	11.6
Difficulty with stairs	3	11.6
No/inadequate handicapped parking	2	7.7
Can't hear program	2	7.7
Picnic area long ways from parking lot	1	3.8
Allergic reaction to yellow flowers on trails	1	3.8
Total	26	100.0

Key Findings:

- The most frequently cited park activity or services with difficult access were: Trail surfaces (23.1%), beach access (15.4%), walking up hills (15.4%), seeing signs (11.6%), difficulty with stairs (11.6%), inadequate handicap parking (7.7%) and can't hear program (7.7%)
- Findings suggest the park and its partners should focus on removing mobility barriers compared to other barriers.

**Because of the physical condition, what specific problems did you or the person(s) have?
Please mark all that apply.**

Responses to this question were provided by persons citing a condition that affected access to park facilities or services. Respondents could identify more than one problem.

Table 23. Type of Difficulty Accessing Park Facility/Service By Site Grouping

			Survey Site Grouping Primary					Total
			CF	PR-A	PR-B	Total PR	OB	
Type of Difficulty	Hearing	Count	1	1	0	1	1	2
		% within Survey Site	10.0%	7.7%	0%	3.5%	5.0%	4.4%
	Visual	Count	1	1	0	1	2	3
		% within Survey Site	10.0%	7.7%	0%	3.4	10.0%	6.7%
	Mobility	Count	8	11	11	22	15	37
		% within Survey Site	80.0%	84.6%	91.7%	88.2%	75.0%	82.5%
	Other	Count	0	0	1	1	2	3
		% within Survey Site	0%	0%	8.3%	4.1%	10.0%	6.7%
	Total	Count	10	13	12	25	20	45

Note. A total of 4 respondents who cited a physical condition did not list a type of difficulty. Chi square is not available.

Key Findings:

- The overwhelming majority (82.5%) of access difficulty was related to mobility.
- Visual difficulties made up 6.7%, other difficulties 6.7% and hearing 4.4%.
- There were no significant differences in type of difficulties between site groupings. This may have been somewhat related to the small number of difficulties cited.
- OB had twice the total number of difficulties cited (20) compared to CF (10).
- CF had the least number of mobility difficulties (8), while OB had the most (15).

What is the highest level of formal education you have completed? Mark only one.

Key Findings:

- The vast majority of all survey respondents had high education levels, with 78.8% having a four year college, professional or graduate degree, this compares with 45.0% for San Francisco in 2000 Census.
- The most frequent respondent education levels were graduate or professional degree (40.9%) and four year college degree (37.9%).
- Only 6% of respondents had not attended college
- There were significant differences in education level between site groupings.
- Over 84% of CF and 82% of PR-A and PR-B respondents had undergraduate, graduate or professional degree, compared to 72% at OB.

Figure 20. Respondent Education Level

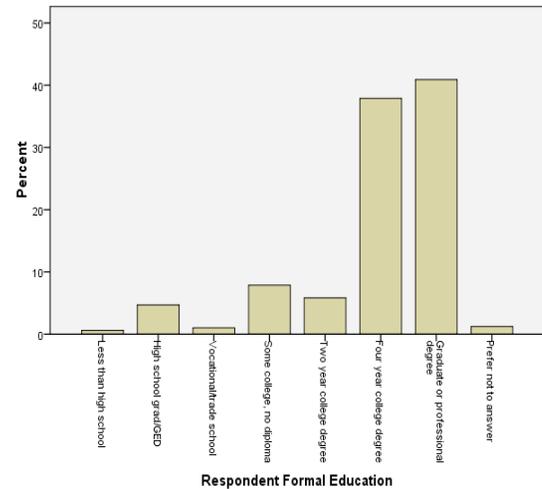


Table 24. Respondent Formal Education Level By Site Grouping

Education	Total Sample		Responses by Survey Site Grouping				
	Frequency	Total	CF n=924	PR-A n=1135	PR-B n=519	Total PR n=1654	OB n=886
Less than high school	15	.6%	.2%	.2%	.6%	.3%	1.1%
High school grad/GED	119	4.7%	2.6%	3.8%	2.3%	3.3%	7.2%
Vocational/trade school	26	1.0%	.6%	.9%	1.5%	1.1%	.9%
Some college, no diploma	200	7.9%	6.1%	6.3%	6.4%	6.3%	10.8%
Two year college degree	148	5.8%	4.9%	5.1%	5.4%	5.2%	7.0%
Four year college degree	963	37.9%	38.4%	39.7%	42.6%	40.6%	32.8%
Graduate or professional	1039	40.9%	46.2%	42.7%	39.5%	41.8%	39.3%
Prefer not to answer	31	1.2%	.1%	1.3%	1.7%	1.5%	.8%
Total	2541	100%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

Note. Education level is missing in 207 cases.

Which of the following categories best describes your total annual household income for the last calendar year?

Key Findings:

- There were a wide variety of respondent household income levels
- The most frequent respondent income level was \$50-99,999 (25.3%), followed by a level of \$150,000 or more (19.4%). The median household income from SF in the 2000 Census was \$55,221.
- Only 8.6% of respondents had incomes of less than \$25,000 per year
- There were significant differences between site groupings
- Over 43% of CF respondents had incomes of \$100,000 or more, 39% at PR-A and PR-B, compared to OB with 29% at that level

Figure 21. Respondent Household Income

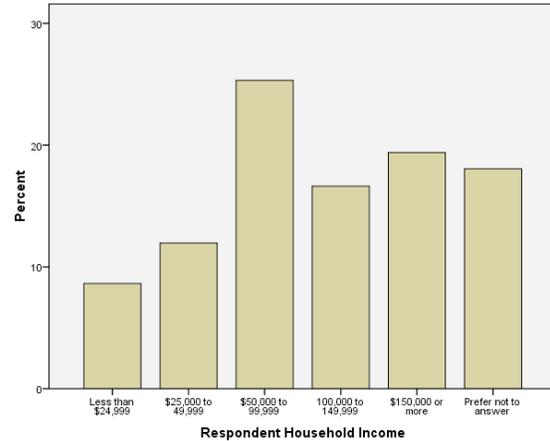


Table 25. Respondent Household Income By Site Grouping

Household Income	Total Sample		Survey Site Groupings				
	Frequency	Percent	CF n=909	PR-A n=1117	PR-B n=494	Total PR n=1611	OB n=853
Less than \$24,999	213	8.6%	5.5%	7.0%	5.7%	6.6%	12.5%
\$25,000 to 49,999	295	12.0%	10.0%	10.3%	10.9%	10.5%	14.8%
\$50,000 to 99,999	624	25.3%	23.2%	25.2%	23.5%	24.7%	26.5%
100,000 to 149,999	410	16.6%	17.4%	15.5%	16.8%	15.9%	18.1%
\$150,000 or more	478	19.4%	26.3%	23.9%	22.3%	23.4%	11.7%
Prefer not to answer	445	18.1%	17.6%	18.1%	20.9%	18.9%	16.4%
Total	2464	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

Note. Slight discrepancies between the frequencies and percentages in the total sample and the site survey groupings may occur because not every respondent at a particular site survey location answered every question.

Park Visitation Patterns

Including today, how many times have you visited this park site in the last 12 months?

Key Findings:

- Overall, the majority of respondents visited the park sites quite frequently
- About 51% had visited more than 11 times in the last 12 months
- Only 5.2% were visiting for the first time and 20.8% were on their second visit
- The average respondent had visited 61.2 times in the last 12 months
- Data suggests usually heavy visitation by repeat visitors, compared to more remote parks.
- There were significant differences in prior visitation between site groupings
- PR-B respondents were the most frequent visitors, with a mean of 82.8 prior visits, compared to PR-A with 53.6 prior visits

Figure 22. Prior Visits Last 12 Months

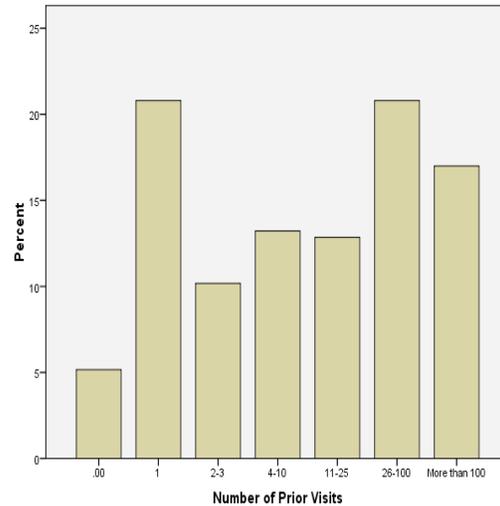


Table 26. Number Of Prior Visits By Site Grouping

Prior Visits, Last 12 Months	Total Sample		Survey Site Groupings				
	Frequency	Percent	CF	PR-A	PR-B	Total PR	OB
0	137	5.2	4.8%	4.5%	5.2%	4.7%	6.0%
1	552	20.8	22.2%	26.0%	19.0%	23.8%	15.2%
2-3	270	10.2	9.1%	10.6%	9.1%	10.1%	10.3%
4-10	351	13.2	10.8%	11.2%	12.9%	11.7%	16.1%
11-25	341	12.8	13.3%	11.8%	10.7%	11.5%	15.4%
26-100	552	20.8	23.5%	21.2%	19.8%	20.8%	20.8%
More than 100	451	17.0	16.2%	14.7%	23.3%	17.4%	16.3%
Total	2654	100.0	100.0%	100.0%	100.0%	100.0%	100.0%
Mean number prior visits	61.2	NA	58.8	53.6	82.8	68.2	58.3

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

NA=not applicable

How many times have you visited this park site in the last 12 months (By residence)?

Data was derived from domestic resident zip code and international resident country.

Table 27. Number Of Prior Visits By Respondent Residence

Prior Visits	Respondent Residence					
	SF Total n=651	Bay Area OT SF n=234	Calif OT BayA n=124	USA OT Calif n=184	Intl n=220	Total n=1831
0	3.6	5.6	6.8	7.1	5.6	5.2
1	3.4	23.5	41.5	63.0	74.9	20.8
2-10	28.3	39.3	44.1	25.3	15.8	10.2
11-100	48.2	29.5	5.1	3.8	2.3	13.2
100+	16.5	2.1	2.5	0	1.4	12.9

Chi-square significance = 0.00 OT= Other Than

Note. A total of 917 cases are missing because they either did not provide a zip code, country listing or a number of prior visits

Key Findings:

- San Francisco residents were many times more likely to have prior visits than others.
- There are significant differences in number of prior visits by respondent residence.
- SF residents had the great number of prior trips to study area (64% had 11 or more trips), in contrast to USA residents outside CA (3.8%) and International visitors (3.7%).

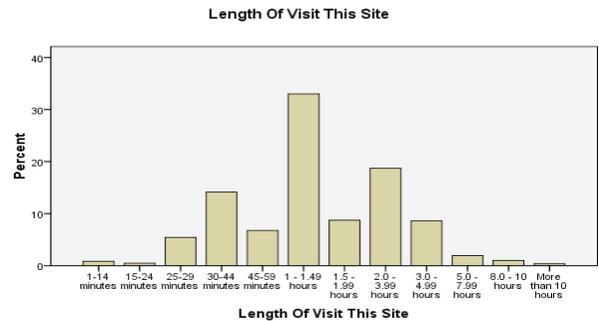
On this visit, how long did you and/or your group stay at this park site today? Please list partial hours as 1/4, 1/2, or 3/4.

Survey had a line to list hours and another line to list number of minutes. Fifteen minutes was considered 1/4 hour.

Table 28. Length Of Visit At Park Site Today

	Frequency	Percent
1-14 minutes	23	.9
15-24 minutes	12	.4
25-29 minutes	146	5.4
30-44 minutes	379	14.1
45-59 minutes	181	6.7
1 - 1.49 hours	886	33.0
1.5 - 1.99 hours	234	8.7
2.0 - 3.99 hours	502	18.7
3.0 - 4.99 hours	231	8.6
5.0 - 7.99 hours	52	1.9
8.0 - 10 hours	27	1.0
More than 10 hours	10	.4
Total	2683	100.0
Average (mean) length of stay	1.54 hrs	

Figure 23. Length of Site Visit



Key Findings:

- The mean average length of visit in the park site was 1.54 hours.
- About 69% of respondents spent between 1/2 to 4 hours in the park sites.
- Less than 1% spent more than 10 hours in the park. This day trip focus may be due to the limited camping and overnight accommodations available inside the park sites surveyed.
- Just over 27% of respondents spent less than one hour, and 60.5% spent less than 1.5 hours at the park site.

Table 29. Length Of Stay At Park Site By Site Grouping

Length of Stay	Survey Site Grouping Primary					
	CF n=990	PR-A n=1211	PR-B n=542	Total PR n=1753	OB n=929	Total n=2682
1-14 minutes	.8%	.7%	.7%	.7	1.1	.9
15-24 minutes	.4%	.6%	.4%	.5	.3	.4
25-29 minutes	3.9%	4.1%	7.2%	5.1	6.1	5.4
30-44 minutes	11.4%	12.4%	12.0%	12.3	17.7	14.1
45-59 minutes	5.8%	5.9%	7.0%	6.3	7.6	6.7
1 - 1.49 hours	37.4%	35.6%	29.9%	33.8	31.5	33.0
1.5 - 1.99 hours	10.7%	9.8%	8.7%	9.5	7.2	8.7
2.0 - 3.99 hours	20.8%	19.2%	19.6%	19.3	17.7	18.7
3.0 - 4.99 hours	6.9%	8.6%	8.9%	8.7	8.5	8.6
5.0 - 7.99 hours	1.3%	2.3%	1.7%	2.1	1.6	1.9
8.0 - 10 hours	.6%	.7%	2.8%	1.4	.3	1.0
More than 10 hours	0%	0%	1.3%	.4	.3	.4
Mean length of stay (hours)	1.43	1.50	1.81	1.60	1.42	1.54

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

Key Findings:

- There are significant differences in length of stay between site groupings.
- Average length of stay ranged from 1.81 hours at PR-B to 1.43 hours at CF and 1.42 hours at OB.
- Events and more cultural activities at PR-B may account for this longer length of stay.

On this visit, what kind of personal group (not guided tour/school group/other organized group) are you with? Please mark one.

Key Findings:

- 42.5% of all respondents visited the park alone, 29.7% visited with their family and 18.8% visited with friends.
- Less than 5% of all respondents visited with other groups.
- The majority (52.5%) were with a group consisting of family and/or friends.
- The percentage of visitors coming alone is usually high compared to more remote parks.
- Crissy Field had the highest percentage of family group visitors (32.2%) along with Presidio A (32.0%).
- Ocean Beach and Crissy Field had higher number of respondents who visited with friends (18.9% and 18.5% respectively).

Figure 24. Type Of Personal Group

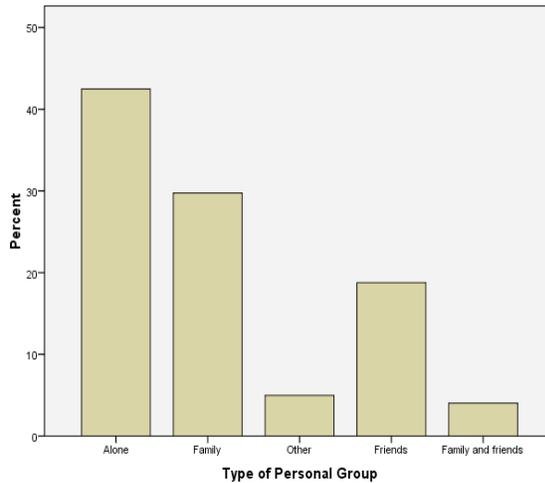


Table 30. Personal Group Type by Survey Site Grouping

Personal Group Type	Total Survey		Survey Site Grouping				
	Frequency	Percent	CF n=993	PR-A n=1224	PR-B n=564	Total PR n=1788	OB n=942
Alone	1160	42.5%	40.9%	38.4%	50.9%	42.3%	42.8%
Family	811	29.7%	32.2%	32.0%	26.8%	30.4%	28.5%
Other	136	5.0%	4.8%	4.8%	5.7%	5.1%	4.8%
Friends	513	18.8%	18.5%	20.2%	15.6%	18.7%	18.9%
Family and Friends	110	4.0%	3.5%	4.6%	1.1%	3.5%	5.1%
Total	2730	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

Note. Discrepancies between the frequencies and percentages in the total survey and the survey site groupings may occur because a particular intercept survey point could be included in more than one survey site grouping or because not every respondent answered the every question. A total of 14 cases are missing.

How many people are in your personal group today, including yourself?

Key Findings:

- 42% of all respondents visited the parks with only one person in their group, 35% were in 2-person groups and 16% had 3 to 5 people in their groups.
- Less than 3% of all respondents had 6 or more people in their groups and only 1% of visitors were in group of 26 or more.
- The mean group size was 2.69 persons.
- There were significant differences in group size between site groupings.
- PR-B visitors were most likely to be alone, while those at PR-A were least likely to be alone and mostly likely to have groups of 6-25.

Figure 25. Number In Personal Group

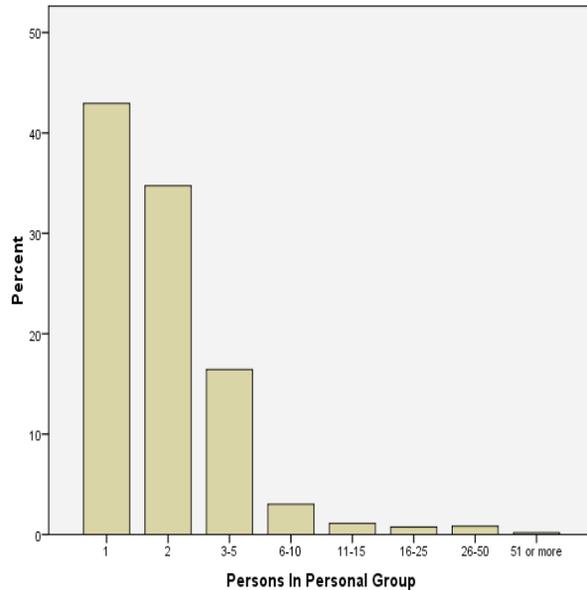


Table 31. Number of Persons In Personal Group By Site Grouping

Number In Personal Group	All Respondents		Responses by Survey Site Grouping				
	Frequency	Percent	CF n=980	PR-A n=1205	PR-B n=552	Total PR n=1757	OB n=925
1	1152	42.9	41.2	39.0%	51.3%	42.8%	43.1%
2	932	34.7	36.1	35.6%	31.9%	34.5%	35.2%
3-5	441	16.4	17.0	18.0%	12.5%	16.3%	16.8%
6-10	81	3.0	2.6	3.3%	2.4%	3.0%	3.0%
11-15	30	1.1	1.4	1.4%	.7%	1.2%	1.0%
16-25	20	.7	.6	1.1%	.7%	1.0%	.3%
26-50	22	.8	.7	1.3%	.2%	1.0%	.5%
51 or more	5	.2	.3	.2%	.4%	.3%	0%
Average In Group	2683	100.0	2.7	3.1	2.3	2.9	2.4
Average Size	2.69						

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

Please place a number in each box, indicating the number of people in your group within each of these age ranges:

Under age 6	6-12 years	13-18 years	19 – 24 years	25 – 34 years	35- 44 years	45 – 54 years	55 – 64 years	65 – 74 years	75 or older
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Key Findings:

- About 70% or more of all respondents were between the ages of 25-54.
- Respondents from ages of 25-34 were the largest group, with 20.0%, ages of 35-44 had 19.1%, and 45-54 age group had 17.3%.
- Less than 5% of all respondents were in age groups 6-12, 13-18 years of age.
- This shows relatively few visitors (12.9% total) were children, but this is similar to the 2000 Census for San Francisco where 14.5% of the population included youths under age 18.
- There were no significant differences in visitor age among the site groupings.

Figure 26. Ages Of Persons In Groups

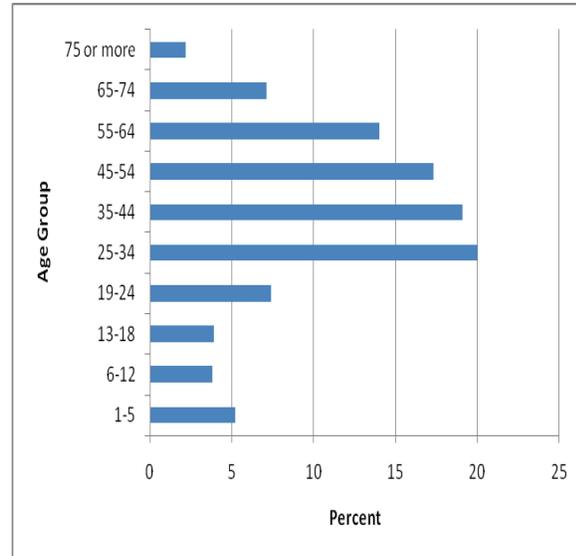


Table 32. Ages of Persons In Personal Group By Site Grouping

Years	Survey Site Grouping					
	CF n=	PR-A n=1107	PR-B n=494	Total PR n=1601	OB n=848	Total n=2449
1-5	5.4%	5.5%	4.9%	5.3%	4.9%	5.2%
6-12	4.5%	4.7%	2.4%	4.0%	3.4%	3.8%
13-18	3.4%	3.9%	3.2%	3.7%	4.2%	3.9%
19-24	5.8%	7.0%	5.6%	6.6%	9.1%	7.4%
25-34	19.2%	21.2%	20.4%	21.0%	18.0%	20.0%
35-44	19.1%	19.2%	20.4%	19.6%	18.4%	19.1%
45-54	16.9%	16.8%	17.8%	17.0%	17.7%	17.3%
55-64	14.7%	13.2%	14.3%	13.6%	14.9%	14.0%
65-74	8.5%	6.7%	8.3%	7.1%	7.1%	7.1%
75 or more	2.5%	1.9%	2.8%	2.2%	2.2%	2.2%

Chi Square not significant.

Are you and/or your personal group with any of the following groups? Mark yes or no for each option.

Table 33. Part Of Other Organized Group

Group Type	Frequency	Percent
School Group	33	1.3
Commercial Group	13	0.5
Other Group	113	4.3
Not Part Of School, Com. Or Other Group	2444	93.9
Total	2603	100.0

Figure 27. Part Of Other Organized Group

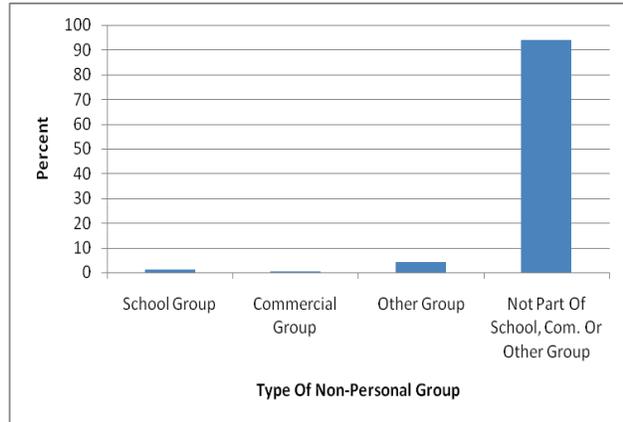


Table 33a. Other Group Types By Site Grouping

Personal Group Type	Survey Site Grouping					
	CF n=998	PR-A n=1173	PR-B n=533	Total PR n=1706	OB n=896	Total n=2602
School Group	0.7%	0.7%	1.4%	1.0%	1.6%	1.2%
Commercial Group	0.4%	0.7%	0.2%	0.5%	0.4%	0.5%
Other Group	3.5%	3.3%	6.3%	2.1%	7.7%	4.2%
Not Part Of School, Com. Or Other Group	95.3%	95.4%	92.2%	96.3%	90.2%	94.1%

Chi square not significant.

Key Findings:

- The majority (93.9%) of all respondents were not part of a School, Commercial or Other type of group.
- Less than 1% of respondents were part of a commercial group
- Respondents part of a school group made up 1.2%
- There were no significant differences in other group type between site groupings

What forms of transportation did you and/or your group use to arrive at the park site today? (please check all that apply)

Respondents could have identified up to three transportation types. The first table provided shows the sum of all transportation types given. The next tables only show the first listed transportation listed.

Table 34. Types Of Transportation Used To Park Site, All Transportation Options Listed*

	Frequency	Percent
Drove auto	1360	47.6
Walked/jogged	899	31.4
Rode bike	327	11.4
Public transportation	219	7.7
Group bus	15	0.5
Other way	40	1.4
Total	2860	100.0

* Respondents could have used more than one transportation type, so total percent is different from table below.

Figure 28. Types Of Transportation Used

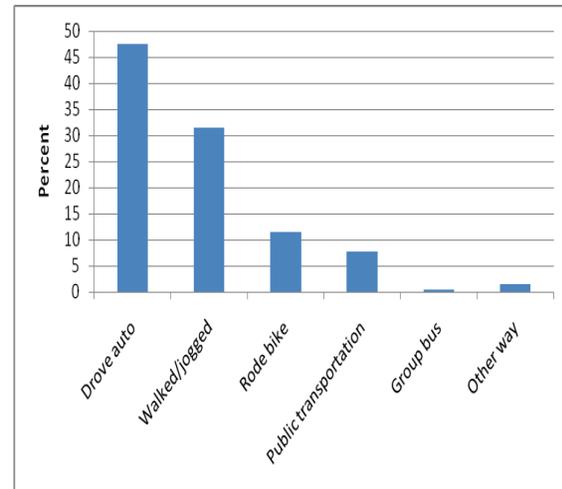


Table 35. First Listed Transportation Used By All Respondents, By Survey Site Groupings

Transportation Used	Responses by Survey Site Grouping					
	CF n=973	PR-A n=1196	PR-B n=548	Total PR n=1745	OB n=898	Total* n=2643
Drove auto	54.5	54.2%	40.0%	49.7%	54.3%	51.3%
Walked/jogged	34.0	31.5%	38.3%	33.6%	25.9%	31.0%
Rode biked	5.3	7.7%	14.8%	9.9%	10.7%	10.2%
Public transportation	3.4	4.4%	5.3%	4.7%	7.5%	5.6%
Group bus	.4	.8%	.2%	.6%	.2%	.5%
Other way	1.3	1.3%	1.5%	1.4%	1.3%	1.4%
Total	100.0	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

* In tables 34 and 35 respondents could have identified more than one transportation type, but table 35 only shows the first listed transportation option. Therefore, total percent in table 35 is different from table 34.

Key Findings:

- Overall, the most popular method of transportation to the park was driving the auto (47.6%), 31.4% of all respondents walked/jogged and 11.4% rode their bikes.
- About 8% of respondents took public transportation for at least part of their trip to park.
- Over 50% of visitors to Crissy Field, Presidio A and Ocean Beach arrive by driving.
- Presidio B had the largest number of walkers/joggers (38.3%) and bike riders (14.8%).
- Ocean Beach had the largest number of public transportation users (7.5%).

Table 36. First Listed Transportation Used By Respondent Household Income*

Transportation Used	Total Survey		Survey Responses by Respondent Household Income				
	Frequency	Percent	< \$25 n=207	\$25 to 49 n=286	\$50 to 99 n=604	\$100 to 149 n=391	\$150 > n=473
Drove auto	1360	51.7%	42.0%	46.2%	55.1%	55.5%	51.7%
Walked/jogged	899	30.9%	30.9%	24.8%	28.0%	30.4%	30.9%
Rode biked	327	10.1%	11.6%	18.5%	9.8%	8.4%	10.1%
Public transportation	219	5.5%	13.0%	8.7%	5.3%	3.6%	5.5%
Group bus	15	1.4%	1.4%	1.0%	1.5%	1.5%	1.4%
Other way	40	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	2860	51.7%	42.0%	46.2%	55.1%	55.5%	51.7%

Chi square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

* This table only shows the first listed transportation option. Therefore, total percent in this table is different from the table showing all transportation options listed.

Key Findings:

- There were significant differences in first listed transportation used among household income levels.
- Respondents with incomes either less than \$25,000 or more than \$150,000 (30.9% respectively) were more likely to walk or jog.
- The largest group of bike users included respondents with incomes between \$25,000 and \$49,999 (18.5%).
- The respondents most likely to use public transportation were those with incomes of less than \$25,000 (13%).

What forms of transportation did you and/or your group use to arrive at the park site today? (Respondents supplied response to transit route and arrived another way).

If the respondent used public transportation, then they were asked to provide the public transit route number used. If they listed “other” transportation used they were asked to describe it.

Table 37. Public Transit Route Used To Park Site

	Frequency	Percent
1	4	2.7
18	2	1.4
2	2	1.4
21	2	1.4
22	1	0.7
28	15	10.3
29	10	6.8
3	2	1.4
30	18	12.3
31	10	6.8
38	6	4.1
4	1	0.7
43	11	7.5
45	2	1.4
47	1	0.7
48 L	1	0.7
5	20	13.7
71	2	1.4
BART	8	5.5
Cable Car	1	0.7
Caltrain	1	0.7
Ferry	1	0.7
Golden Gate Transit-80	1	0.7
L	2	1.4
N Judah	15	10.3
Presidio-Go	5	3.4
Train to San Francisco	1	0.7
Total	146	100.0

Table 38. Other Types Of Transportation To Park Site

	Frequency	Percent*
Cab	16	34.0
Jogged	19	40.4
Roller blades	4	8.6
School bus	1	2.1
Skateboard	2	4.2
Tour bus	5	10.7
Total		100.0

* Includes only those listing an “other transportation”

Key Findings:

- Routes: 5 (13.7%), 30 (12.3%), 28 and N Judah (10.3%) were the most popular public transportation.
- About 5.5% used BART
- Other forms of transportation listed by respondents jogged to park sites, took a cab, tour and school bus and skateboard or roller blade.
- Public transit routes used most often for PR-A were # 30, #28 and BART; for PR-B they were #43, 28 and 29; for TPR they were #30, #28 and #43; and for OB they were N-Judah, #5, #38;

List any other park sites, museums, or attractions visited.

Figure 29. Visited Other Park Sites

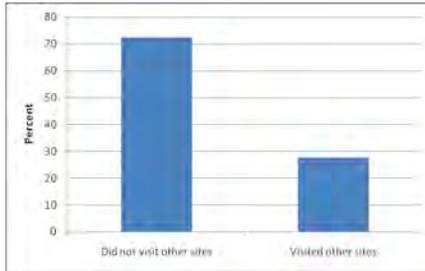


Table 39. Visited Other Attraction By Survey Site Grouping

Visited Other Attraction In Or Outside Park	Survey Site Grouping					
	CF n=958	PR-A n=1175	PR-B n=539	Total PR n=1714	OB n=876	Total n=2590
Did not visit other sites	72.9%	73.0%	73.1%	73.0%	71.3%	72.5%
Visited other sites	27.1%	27.0%	26.9%	27.0%	28.7%	27.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.67.

Table 40. Most Popular Attractions

Attraction	Percent n=701
Golden Gate Park*	17.3
Presidio, Other Places Not Shown On List	9.7
Golden Gate Bridge	9.1
DeYoung Museum	5.2
Palace of Legion of Honor	5.1
Warming Hut	4.4
Exploratorium	3.7
Fisherman's Wharf	3.7
Crissy Field	2.7
Ft Point	2.7
Marin Headlands	1.7
Alcatraz	1.6
Sports Basement	1.6
Cliff House	1.6
Muir Woods	1.0
Ocean Beach	1.0
Officers Club	1.0

* These include any response with Golden Gate Park, or any responses indicating it was located in Golden Gate City Park. So responses may refer to either the city or national park.

Key Findings:

- Over 27% of all respondents visited other sites or attractions during their park trip.
- The most popular attractions were “Golden Gate Park,” Presidio (sites not shown on list), Golden Gate Bridge, DeYoung Museum, Palace of Legion of Honor, Warming Hut, Exploratorium, and Fisherman’s Wharf.

Table 41. Most Popular Attractions By Site Grouping (Percent)

Attraction	Survey Site Grouping Primary (Percent)					
	CF n=260	PR-A n=316	PR-B n=143	Total PR n=459	OB n=242	Total n=701
Golden Gate Park (City & Nat'l)	3.5	6.0	4.9	5.4	39.3	17.3
Golden Gate Bridge	13.1	13.3	9.8	11.6	3.3	9.1
Palace of Legion of Honor	6.9	6.6	4.9	5.8	3.3	5.1
Warming Hut	11.5	8.9	2.1	5.5	0	4.4
Sports Basement	3.8	1.3	4.9	3.1	0	1.6
Alcatraz	1.2	2.5	1.4	2.0	0.4	1.6
DeYoung Museum	2.3	3.2	2.8	3.0	9.5	5.2
Cliff House	.4	0.3	0.7	0.5	3.7	1.6
Crissy Field	1.2	1.9	8.4	5.1	0.4	2.7
Exploratorium	8.5	6.6	3.5	5.7	0	3.7
Fisherman's Wharf/Pier 39	3.5	5.7	3.5	23	1.2	3.7
Marin Headlands	1.5	2.5	2.1	2.3	0.4	1.7
Muir Woods	0	0	3.5	1.7	0.8	1.0
Presidio (other than listed)	.8	12.0	13.3	12.6	4.5	9.7
Other Part of GGNRA	.4	0	1.4	0.7	4.5	1.9
Visitors Center	3.8	0	1.4	0.7	0.4	0.4
Beach Chalet	.4	0.3	0	0.1	2.0	0.9
Ross Indian Exhibit	1.5	0	0	0	2.5	0.9
Ocean Beach	0	0.3	2.1	1.6	1.2	1.0
Ft Point	3.8	3.8	2.8	3.5	0.4	2.4
Officers Club	0.4	0.3	4.2	1.5	0	1.0
Maritime Museum/Ships	1.5	1.6	0	1.1	0	0.7
Other	25.0	22.8	22.4	22.7	22.4	22.2

Chi Square significance= .000 between PR-A, PR-B and OB site groupings.

Key Findings:

- There are significant differences in attractions visited between site groupings.
- CF respondents were more likely to visit Warming Hut, Exploratorium, Golden Gate Bridge, and a Visitors Center.
- PR-A respondents more likely frequented the other parts of the Presidio, Golden Gate Bridge, Warming Hut, and Fisherman's Wharf.
- PR-B respondents were more probable to visit other parts of the Presidio, Officers Club, Sports Basement, Crissy Field, and Muir Woods.
- OB respondents were significantly more likely to visit Golden Gate (city) Park, and more likely to see the DeYoung Museum, other parts of GGNRA, and the Ross Indian Exhibit.

How did you and/or your group get information about the park site? (please list specific sources)

Responses to this open ended question were content analyzed and similar response categories identified and used in data tables.

Table 42. Sources Of Information About Park Site (Content Analyzed)

	Frequency	Percent
Live here, past experience	958	56.7
Friend/relative/visitor referral	164	9.6
Saw it, discovered it	132	7.8
Guidebook	89	5.3
Internet, web, Google maps	88	5.2
Map	67	4.0
Newspaper	45	2.6
Other business referral	23	1.4
Sign/bulletin board	17	1.1
Hotel/hostel	16	1.0
Brochure	15	0.8
Event	14	0.7
Visitor center/NPS staff	11	0.6
GGNPC newsletter/email	10	0.6
TV/Movie	10	0.6
School	6	0.4
Tour group	6	0.4
GGNRA website	5	0.3
Visitors Bureau	3	0.2
Other	12	0.7
Total	1691	100.0

Note. For a lengthy listing of park sites and attractions visited on this trip see Appendix.

Key Findings:

- The majority of respondents (56.7%) knew about the park from past experiences and from living in the area.
- Other popular methods of getting information about the park were Friend/Relative/Visitor Referral (9.6%), Saw it, Discovered it (7.8%), Guidebook (5.3%), Internet, Web, Google Maps (5.2%), Map (4.0%), and Newspaper (2.6%).
- Less than 1% got their information from sources like Visitor Centers, GGNRA Website.
- Only a very small percentage of respondents used information from Partners. This suggests the need to use non-Partner sources to communicate with visitors.

Table 43. Sources of Information By Survey Site Grouping

Sources of Information	Survey Site Grouping Primary					
	CF n=620	PR-A n=773	PR-B n=328	Total PR n=1101	OB n=589	Total n=1690
Live here, past experience	53.4%	50.6%	54.0%	51.5%	66.2%	56.7%
Friend/relative/visitor referral	11.3%	11.1%	7.9%	10.2%	8.8%	9.7%
Saw it, discovered it	9.2%	9.3%	6.7%	8.6%	6.3%	7.8%
Guidebook	5.2%	6.9%	4.9%	6.3%	3.4%	5.3%
Internet, web, Google maps	5.8%	6.0%	8.2%	6.6%	2.5%	5.2%
Map	2.9%	3.9%	3.4%	3.7%	4.4%	4.0%
Newspaper	2.4%	2.2%	4.3%	2.8%	2.4%	2.7%
Other business referral	1.6%	1.7%	2.1%	1.8%	.5%	1.4%
Sign/bulletin board	1.3%	1.3%	1.2%	1.3%	.5%	1.0%
Hotel/Hostel	1.0%	1.0%	.9%	1.0%	.8%	.9%
Brochure	.8%	.9%	1.5%	1.1%	.5%	.9%
Event	1.5%	1.3%	.6%	1.1%	.3%	.8%
Visitor Center/NPS Staff	.3%	.5%	.3%	.5%	1.0%	.7%
TV/Movie	.5%	.6%	1.2%	.8%	.2%	.6%
GGNPC newsletter/email	1.5%	.9%	.9%	.9%		.6%
School	.5%	.5%	.6%	.5%		.4%
Tour group	.5%	.6%	.3%	.5%		.4%
GGNRA website	.2%	.3%		.2%	.5%	.3%
Visitors Bureau	.2%	.3%		.2%	.2%	.2%
Other	.2%	.1%	.9%	.4%	1.4%	.7%
Total		100.0%	100.0%		100.0%	100.0%

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

Key Findings:

- There were significant differences in information sources among site groupings.
- OB respondents were more likely, and PR-A respondents were least likely, to use past experience than at other groupings.
- PR-B respondents, that are more frequently local residents coming for cultural events, were more likely to use newspapers and the internet for information.
- PR-A respondents, who are more likely to be int'l and non-Bay Area residents, were least likely to use past experience, and more likely to use friend referrals, guidebooks, and the internet, as well as just discovering it.

Table 44. Sources of Information By First Listed Transportation Used

Sources of Information	Drove/Rode In Car n=872	Walked n=511	Biked n=177	Public Transit n=96	Total n=1689
Live here, past experience	59.1	61.1	55.9	25.0	56.7%
Friend/relative/visitor referral	11.7	8.8	4.5	7.3	9.7%
Saw it, discovered it	7.0	9.0	9.0	4.2	7.8%
Guidebook	3.7	4.9	4.5	20.8	5.3%
Internet, web, Google maps	7.0	2.5	5.1	3.1	5.2%
Map	2.3	4.3	4.5	17.7	4.0%
Newspaper	3.2	2.3	1.1	3.1	2.7%
Other business referral	.8	.8	5.1	0	1.4%
Sign/bulletin board	.7	2.0	0	1.0	1.0%
Hotel/Hostel	.2	.4	2.8	4.2	.9%
Brochure	.6	.8	.6	5.2	.9%
Event	.7	.2	.6	2.1	.8%
Visitor Center/NPS Staff	.2	1.2	0	2.1	.7%

Chi-square significance = 0.00

Key Findings:

- There are significant differences in information sources by first listed transportation used.
- Locals and people who have past experience are much more likely to walk (61.1%) or drive (59.1%) to the park sites, while people who take Public Transit are less likely to live here (25%).
- Respondents who have been referred by friends or other visitors are more likely to drive (11.7%) than all other modes of transportation.
- Public Transit users are significantly more likely to use Guidebooks (20.8%) and Maps (17.7%) than any other transportation group.

On this visit, did you and/or your personal group attend a special event (such as cultural events, music, movies, etc.)? If yes, please name or describe.

If the respondents attended an event then they were asked to describe the event. The open ended responses were content analyzed.

Table 45. Attended Special Event On This Visit

	Frequency	Percent
No	2423	93.4
Yes	172	6.6
Total	2595	100.0

Figure 30. Attended Special Event

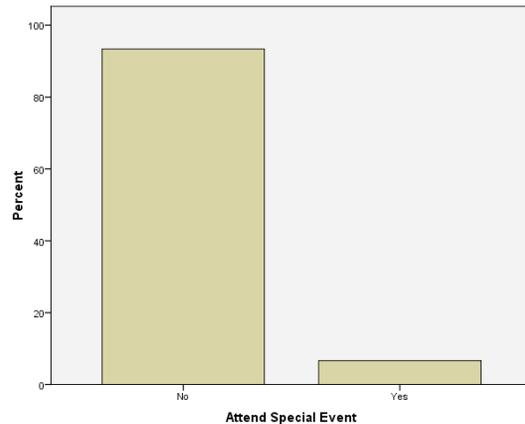


Table 46. Attended Special Event By Site Grouping

Attend Special Event	Survey Site Grouping					
	CF n=	PR-A n=1175	PR-B n=534	Total PR n=1709	OB n=885	Total n=2594
No	93.5%	94.4%	92.5%	93.7%	92.7%	93.4%
Yes	6.5%	5.6%	7.5%	6.3%	7.3%	6.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.20 between Presidio A and Presidio B and Ocean Beach groupings.

Key Findings:

- Over 6.6% of respondents were attending a special event during their visit.
- There were no significant differences between attending event and site grouping, although PR-B respondents were more likely to attend an event (7.5%).

Table 47. Most Frequently Listed Special Events Attended (Content Analyzed)*

Special Event Name	Frequency
Buffalo Bill/Indian statues	19
Sail Festival/ Parade of Tall Ships	12
Red Cross Exhibit	8
Chihuly art exhibit at the DeYoung Museum	7
Eco-awareness globes	5
Outside Lands Festival	5
Tour of El Polin Spring	5

* A total of 157 respondents (5.7% of total) listed a special event.
See appendix for complete list.

Key Findings:

- Although the majority of respondents did not attend special events while visiting the parks, those that did most frequented the Buffalo Bill/Indian statues, the Sail Festival/Parade of Tall Ships, Red Cross Exhibit, and the Chihuly exhibit at the DeYoung.

What activities did you participate in today while at this park site today? (Check all that apply)

Respondents were presented with a list of land, water, nature-based and other activities to select. There was space to describe other activities not presented. Up to six activities were recorded.

Table 48. Activities Participated In Today At Park Site (Rank Order)*

Activity	Frequency	Percent
Walk	1990	25.6
Relax outdoors	719	9.3
Enjoy family and friends	476	6.1
Running/jogging	390	5.0
Enjoy views	370	4.8
Relax on beach	358	4.6
Hike	286	3.7
Bike on roads	266	3.7
Walk dog/pet	272	3.6
Explore outdoors	260	3.6
Bird watching	227	3.0
Nature walk	188	2.6
Bike on trails	186	2.6
Photograph/art	186	2.6
Wildlife viewing	185	2.6
Picnicking	123	1.7
Meditation/solitude	98	1.4
Beach activities	93	1.3
Wading/swimming	87	1.2
Visit historic site	65	0.9
Taking scenic drive	64	0.9
Sunbathing	55	0.8
Surf boarding	47	0.7
Group exercise	43	0.6
Attend event	36	0.5
Play soccer	33	0.5
Tide pooling	26	0.4
Fishing	12	0.2
Attend program	10	0.1
Camping	8	0.1
Ride horse	3	0.1
Other land activity	10	0.1
Other water activity	1	0.0
Other activity	108	1.5
Total activities mentioned	7752	100.0

Key Findings:

- Walking is, by far, the most frequently reported activity participated in at the park sites. 25.6% of all respondents said that they walked, almost three times the amount of the 2nd most popular activity; relaxing outdoors (9.3%).
- Other popular activities were: Enjoying family and friends (6.1%) Running/jogging (5.0%), Enjoying views (4.8%) and Relaxing on the beach (4.6%).
- Hiking, biking on roads, walking dog, exploring outdoors, bird watching, nature walk, bike on trails, photography/art, and wildlife viewing were reported by between 2-3% of respondents.
- Less than 0.5% of respondents were horse riding, camping, attending a program, fishing or tide pooling.
- It is important to note that these statistics do not represent importance of the activity, on popularity.

* Respondents had up to six activities to list. This table is the sum of all activities mentioned.

What activities did you participate in today while at this park site today? (continued)

Table 49. Most Frequently Mentioned “Other” Activities (Content Analyzed)

Land Activities	Water Activities	Nature-based	Other Activities
Bonfire (2)	Bay cruise (2)	Bird Watching (3)	Exercise (29)
Warming Hut Coffee (3)	Kite-boarding (2)	Presidio Stewards volunteer (1)	Golden Gate Bridge (10)
Eating (5)	Sailing (2)	Collecting sea shells (2)	Kite-boarding (3)
Exercise (4)		Looking for a butterfly species (1)	Flying kite (4)
People-watching (4)			Solitude/Meditation (6)
Children at playground (3)			Nude recreation (3)
Rollerblading (5)			
Shopping (3)			
Visit Warming Hut (3)			
Volleyball (2)			

* For a complete long list of Other Activities see Appendix

Key Findings:

- This table is associated with the preceding table and reflects only the 1.5% of respondents who identified “Other Activities” while at the park site. Keep in mind that this entire table reflects only 108 responses out of a 7,752 response data set.
- The most frequently mentioned other activities were solitude/meditation, rollerblading, and eating.

Which ONE activity that you participated in was your primary reason for visiting today?

Respondents were asked to list the primary reason for visiting from the previous list of activities. This is a better measure of activity importance to the visitor than the previous question.

Table 50. Primary Reason For Visiting By Site Grouping (Percent)

Primary Activity	Survey Site Grouping					
	CF n=831	PR-A n=1027	PR-B n=471	Total PR n=1498	OB n=796	Total n=2294
Walk	40.7	37.4	22.7	32.8	31.5	32.3
Running/jogging	11.1	9.4	11.0	9.9	8.9	9.6
Walk dog/pet	13.0	10.8	11.9	11.1	6.7	9.6
Bike on roads	2.4	3.4	10.8	5.7	4.8	5.4
Enjoy views	3.2	3.4	3.4	3.0	4.0	3.4
Relax outdoors	2.2	2.6	3.0	2.7	3.9	3.1
Hike	1.1	2.9	4.5	3.4	1.8	2.8
Relax on beach	.8	1.4	1.4	1.0	5.0	2.4
Bike on trails	2.2	2.4	3.0	2.6	1.5	2.2
Photograph/art	2.0	2.4	1.7	2.2	.8	1.7
Attend event	1.7	.8	3.4	1.6	1.6	1.6
Picnicking	1.4	2.6	.4	1.9	.4	1.4
Enjoy family and friends	1.1	1.7	.6	1.3	.6	1.1
Surf boarding	0	0	0	0	3.1	1.1
Explore outdoors	.2	.5	.5	.5	1.5	.8
Meditation/solitude	.1	.2	.2	.2	1.5	.7
Nature walk	.6	.4	.6	.5	.5	.5
Wading/swimming	.4	.4	.4	.4	.6	.5
Taking scenic drive	.2	.4	1.3	.7	.1	.5
Visit historic site	0	.4	1.1	.6	.1	.4
Group exercise	.4	.4	1.1	.6	.1	.4
Bird watching	0	0	1.1	.3	.3	.3
Fishing	.6	.7	0	.5	0	.3
Attend program	.2	0	1.7	.5	0	.3
Beach activities	0	.2	0	.1	.3	.2
Sunbathing	0	.3	.2	.3	.1	.2
Wildlife viewing	0	0	.2	.1	.1	.1
Play soccer	0	0	.2	.1	.3	.1
Tide pooling	.1	.1	0	.1	.1	.1
Camping	0	0	0	0	.1	.1

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

Key Findings continue on the next page.

Key Findings:

- Walking (32.3%), jogging (9.6%), walking dog (9.6%), biking on roads (5.4%), enjoying views (3.4%), relaxing outdoors (3.1%), hiking (2.1%) and relaxing on the beach (2.4%), biking on trails (2.2%) and photography/art (1.7%) were the top ten primary reasons for visiting by respondents.
- These primary activities are a mix of behaviors associated with urban parks and natural areas.
- Many of these activities are associated with physical fitness of people and their pets.
- Cultural activities, such as attending events or photography/art were also important.
- Primary activities ranking lowest were camping, tide pooling, playing soccer, wildlife viewing, and sunbathing. The low ranking of wildlife viewing is somewhat surprising given the large size of the park and observation opportunities.
- More than 32% of all respondents choose walking as their primary reason for their visit.
- There are significant differences in primary activity by site grouping.
- CF respondents were more likely, compared to all respondents, to undertake walking (40.7%), dog walking (13%), and running/jogging (11.1%); and less likely to bike on roads (2.4% and relax outdoors (2.2%).
- PR-A respondents were more likely to be picnicking (2.6%), photograph/art (2.4%), walking (37.4%); and less likely to bike on roads (3.4%) and relax on beach (1.4%).
- PR-B respondents were more likely biking on roads (10.8%), jogging (11.0%), hiking (4.5%), biking on trails (3%), and attending events (3.4%); but were less likely to walk (22.7%) and relax on beach (1.4%).
- OB survey respondents were more likely to relax on beach (5.0%), enjoy views (4%), relax outdoors (3.9%), and surf board (3.1%); and less likely to walk dog (6.7%) or bike on trails (1.8%).

Figure 31. Primary Reason For Visiting Park Site Today, All Respondents

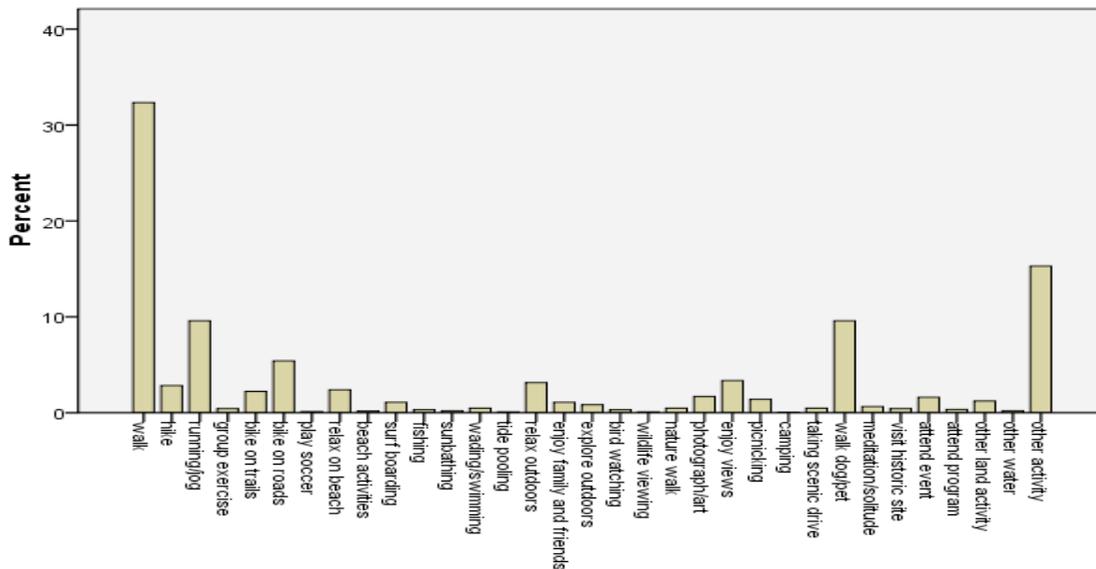


Table 51. Primary Reason For Visiting By Household Income (Percent)

Primary Activity	Household Income						Total n=2091
	<\$25 n=184	\$25-49 n=256	\$50-99 n=526	\$100-149 n=336	\$150> n=419	Did Not Answer n=370	
Walk	23.4%	25.8%	34.8%	33.0%	32.5%	na	32.3%
Running/jogging	9.8%	6.2%	6.8%	14.0%	14.3%	na	9.6%
Walk dog/pet	2.2%	7.4%	7.8%	8.9%	16.9%	na	9.6%
Bike on roads	4.3%	9.4%	4.8%	3.0%	5.0%	na	5.4%
Enjoy views	3.8%	7.0%	3.2%	1.8%	2.4%	na	3.4%
Relax outdoors	5.4%	3.9%	1.9%	4.8%	2.4%	na	3.1%
Hike	2.2%	3.9%	3.2%	3.3%	2.6%	na	2.8%
Relax on beach	7.1%	1.6%	2.1%	2.7%	1.9%	na	2.4%
Bike on trails	2.7%	3.5%	2.7%	3.0%	.7%	na	2.2%
Photograph/art	2.7%	2.7%	2.3%	.6%	.5%	na	1.7%
Attend event	1.1%	2.7%	1.9%	1.9%	1.0%	na	1.6%
Picnicking	1.6%	.8%	1.5%	1.5%	1.4%	na	1.4%
Enjoy family and friends	2.2%	.8%	1.1%	.6%	1.7%	na	1.1%
Surf boarding	2.2%	1.6%	1.0%	.9%	.7%	na	1.1%

Chi-square significance = 0.00. na=data not available

Key Findings:

- There were significant differences in primary activity with household income level.
- Those respondents with the lowest income were more likely to relax outdoors (5.4%), relax on beach (7.1%), and enjoy family and friends (2.2%); and significantly less likely to walk (23.4%), walk their dog (2.2%), and bike on roads (4.3%).
- Those with the highest income (\$150,000 or more) were more likely to jog (14.3%) and walk dog (16.9%); and least likely to enjoy views (2.4%), relax outdoors (2.4%) and bike on trails (0.7%).
- Respondents with \$50-99,000 income were more likely to walk (34.8%) and bike on trails (2.7%); and less likely to jog (6.8%), walk dog (7.8%), and relax outdoors (1.9%).
- Findings suggest that income is an important factor related to primary reason for visiting the park.

On this visit to the park site, did you use any park trails today?

Key Findings:

- Over 34% of respondents used a park trail during their visit.
- There were significant differences in trail use by site grouping.
- OB respondents were significantly less likely to use a trail (14.8%) compared to PR-B (46.0%) and the other groupings.
- All the Presidio groupings had similar levels of trail use.

Figure 32. Used Park Trail Today

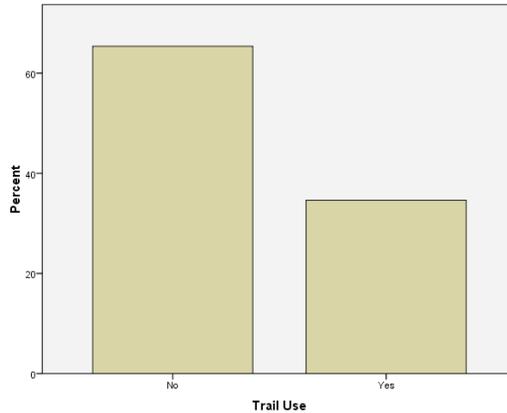


Table 52. Used A Trail Today At Park Site By Site Grouping

Trail Used	Total Sample	Responses by Survey Site Groupings					
	Frequency	CF n=951	PR-A n=1178	PR-B n=531	Total PR n=1709	OB n=891	Total n=2600
No	1701	54.9%	55.6%	54.0%	54.1%	85.2%	65.4%
Yes	900	45.1%	44.4%	46.0%	45.2%	14.8%	34.6%
Total	2465	100.0%	100.0%	100.0%	100.0%	100.0%	100%

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

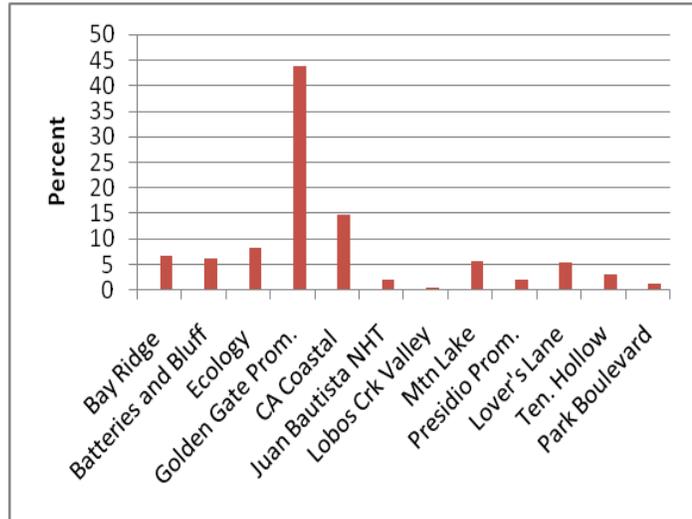
**On this visit to the park site, did you use any park trails today? (continued)
If yes, please use the numbers from the trail map board to identify.**

Respondents were provided with a map of trails with survey. They could list up to 5 trails.

Table 53. All Trails Used

Trail	Freq.	Percent
Bay Ridge	46	6.7%
Batteries and Bluff	42	6.1%
Ecology	58	8.4%
Golden Gate Prom.	303	43.9%
CA Coastal	102	14.8%
Juan Bautista NHT	14	2.0%
Lobos Crk Valley	3	0.4%
Mtn Lake	40	5.8%
Presidio Prom.	15	2.2%
Lover's Lane	37	5.4%
Ten. Hollow	22	3.2%
Park Boulevard	8	1.2%
Total	690	100.0%

Figure 33. All Trails Used



Key Findings:

- The Golden Gate Promenade had by far the greatest trail use (53% of all trail use).
- The next most popular trails were CA Coastal (14.8%), Ecology (8.4%), and Bay Ridge (6.7%).
- Trails with the least use were Lobos Creek (0.4%) and Park Boulevard (1.2%).

Table 54. First Mentioned Trail Used By Site Grouping*

Trail Used	Total Responses		Responses by Survey Site Groupings				
	Frequency n=547	Percent	CF n=679	PR-A n=383	PR-B n=149	Total PR n=532	OB n=15
Golden Gate Promenade	293	53.6	84.3%	69.5%	16.1%	54.4%	20.0%
CA Coastal Trail	75	13.7	8.5%	15.4%	6.0%	12.8%	46.7%
Ecology Trail	38	6.9	.6%	1.6%	20.8%	6.9%	6.7%
Batteries and Bluff Trail	37	6.8	1.9%	8.4%	3.4%	6.9%	0%
Bay Area Ridge Trail	30	5.5	2.8%	3.1%	10.1%	5.3%	20.0%
Mountain Lake Trail	24	4.4	.6%	.3%	15.4%	4.5%	0%
Lover's Lane	23	4.2	.6%	.3%	14.8%	4.3%	0%
Tennessee Hollow Trail	9	1.6	.9%	.5%	4.7%	1.7%	0%
Presidio Promenade	8	1.5	.6%	.5%	3.4%	1.3%	6.7%
Buatista Nat'l Hist. Trail	6	1.1	0%	.5%	2.7%	1.1%	0%
Lobos Creek Valley Trail	2	.4	0%	0%	1.3%	.4%	0%
Park Boulevard Trail	2	.4	0%	0%	1.3%	.4%	0%

Chi-square significance = 0.00 between first mentioned trail for Presidio A and Presidio B and Ocean Beach groupings. CF has locations in both PR-A and PR-B. Total PR = PR-A +PR-B. All responses = Total PR+OB.

* This table only contains data on first trail mentioned. Table 53 has data from all trails mentioned. Therefore the total response frequency and percentages are different.

Key Findings:

- There were significant differences between trail uses by site grouping.
- Trail use by CF respondents was dominated by the Golden Gate Promenade (84.3%) and all other trail use was less than for the total survey.
- PR-A respondents were more likely to use the Golden Gate Promenade (69.5%) and the Batteries and Bluff Trail (8.4%); while less likely to use all the other trails.
- There were five trails of somewhat similar use level for PR-B respondents, with the Ecology Trail (20%), GG Promenade (16.1%), Mountain Lake (15.4%), Lovers Lane (14.8%), and Bay Area Ridge Trail (10.1%) being most popular.
- Ocean Beach respondents were more likely to use the Coastal Trail by (46.7%), the Bay Area Ridge Trail (20.0%), and the Presidio Promenade (6.7%); and less likely to use the GG Promenade (20%) and Batteries to Bluff Trail (0%).
- These trail use levels were not unexpected based on the locations of the trails and the percentage of total survey respondents that were intercepted at a particular survey location. However, these data do provide a better sense of the magnitude of trail use.

Please list all the visitor services and facilities (e.g., historic sites, visitor centers, restaurants, recreation facilities) that you used during your visit to the park today?

Respondents were first asked if they used any visitor services or facilities during their visit and then to list those used. Up to four services/facilities could be listed.

Key Findings:

- Over 25% of all respondents used a visitor service or facility during their visit.
- There were significant differences in facility and service use among groupings.
- OB respondents were significantly less likely to use a facility or service (14.0%), compared to CF (35.2%) or PR-B (34.8%).

Figure 34. Used Service Or Facility

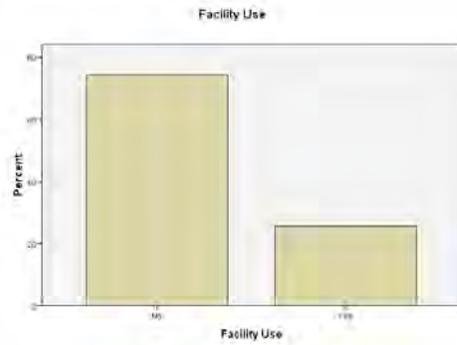


Table 55. Used Facility Or Service At Park By Survey Site Grouping

Facility Use		Survey Site Grouping					
		CF	PR- A	PR-B	Total PR	OB	Total
No	Count	586	782	318	1100	689	1789
	% within Survey Site	64.8%	70.2%	65.2%	68.6%	86.0%	74.4%
Yes	Count	319	332	170	502	112	614
	% within Survey Site	35.2%	29.8%	34.8%	31.4%	14.0%	25.6%
Total	Count	93	1114	418	1532	801	2403
	% within Survey Site	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

Table 56. Actual Facility or Service Used During Visit By Site Grouping

Trail Used	Total Responses		Responses by Survey Site Groupings				
	Frequency n=577	Percent	CF n=679	PR-A n=383	PR-B n=149	Total PR n=532	OB n=15
Restrooms	189	32.8%	32.3%	39.6%	14.3%	31.3%	39.2%
Warming Hut	134	23.2%	39.4%	36.4%	11.0%	28.4%	0%
Visitors Center	43	7.5%	4.5%	4.4%	18.2%	8.8%	1.0%
Beach/Park Chalet	35	6.1%	5.8%	1.2%	3.2%	1.9%	25.6%
Restaurant/Cafe	32	5.5%	3.9%	2.8%	11.0%	5.5%	5.9%
Crissy Field Center	23	4.0%	5.8%	1.9%	11.0%	4.8%	0%
Cliff House	16	2.8%	0%	.6%	0%	.4%	13.7%
Officers Club	13	2.2%	0%	.3%	7.8%	2.7%	0%
Water Fountain	11	1.9%	2.9%	3.1%	.6%	2.3%	0%
Sports Basement	10	1.7%	2.9%	1.2%	3.9%	2.1%	0%
Trail	7	1.2%	.6%	.6%	0%	.4%	4.9%
Historic Buildings/Batteries	7	1.2%	1.0%	1.9%	.6%	1.5%	0%
YMCA	6	1.0%	.3%	.3%	3.2%	1.3%	0%
Presidio Buildings	5	.9%	0%	.6%	1.3%	1.0%	1.0%
Parking lot	4	.7%	.3%	.9%	0%	1.0%	1.0%
Pier/Fisherman's Wharf	4	.7%	1.0%	1.2%	0%	.1%	0%
Facilities in Golden Gate Park	3	.5%	0%	0%	0%	2.9%	2.9%
Faralon/NMS Center	2	.3%	0%	0%	1.3%	.1%	0%

Note. Respondents could identify up to five facilities.

Chi-square significance = 0.00 between first mentioned trail for Presidio A and Presidio B and Ocean Beach groupings.

CF has locations in both PR-A and PR-B. Total PR = PR-A +PR-B. All responses = Total PR+OB.

Key Findings:

- The overall most popular facilities/services were restroom (32.8%), the Warming Hut (23.2%), visitor center (7.5%), Beach/Park Chalet (6.1%), and cafes (5.5%).
- The least frequently mentioned facilities/services in GGNRA were Faralon NMS center, Presidio buildings, and YMCA, all with 1.0% or less of respondents using them.
- There again were significant differences in facility/service use by site grouping.
- CF respondents were more likely to use Warming Hut (39.4%), Crissy Field Center (5.8%), and water fountains (2.9%); and were less likely to use visitor's center (4.5%), Cliff House (0%) and Officers Club (0%).
- PR-A respondents tended to use the Warming Hut (36.4%) and water fountains (3.1%); and were less likely to use visitor center (4.4%) and Beach/Park Chalet (1.2).
- PR-B entries showed more use of visitors center (18.0%), café (11.0%) and Crissy Field Center (11.0%), Officers Club (7.8%), and Sports Basement (1.9%); and less of restrooms (14.3%), Warming Hut, (11.0%), Park Chalet (3.2%), and Cliff House (0%).

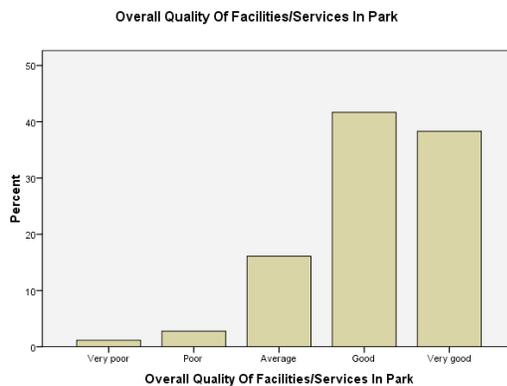
- OB respondents were more likely to use Park/Beach Chalet (25.6 %), restrooms (39.2%), and facilities in Golden Gate (city) Park (2.9%); and were less likely to use Warming Hut (0%), Crissy Field Center (1.0%), Officers Club (0%), and water fountains (0%).

Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and/or your group at this park during this visit? Please circle one.

Table 57. Overall Quality Rating Of Visitor Facilities, Services And Recreational Opportunities Provided During This Visit

	Frequency	Percent
Very poor	27	1.3
Poor	65	2.8
Average	376	16.0
Good	977	41.7
Very Good	898	38.3
Total	2343	100.0

Figure 35. Overall Quality Rating



Key Findings:

- Right at 38.3% rated the quality of the visitor facilities/services as Very Good, 41% as Good, 16% Average, 2.8% as Poor and 1.3 as Very Poor.
- This means over 80% of the 2,343 respondents thought park site facilities/service were good or better.

Table 58. Overall Quality Of Facilities/Services By Site Grouping

			Survey Site Grouping					
			CF	PR-A	PR-B	Total PR	OB	Total
Overall Quality of Facilities/Services in Park	Very Poor	Count	1	3	4	9	20	27
		% within Survey Site	0.1%	.3%	.8%	.5%	2.6%	1.2%
	Poor	Count	8	13	0	13	52	65
		% within Survey Site	0.9%	1.2%	0%	0.8%	6.7%	2.8%
	Average	Count	59	99	38	137	239	376
		% within Survey Site	6.7%	9.2%	7.7%	8.1%	31.0%	16.0%
	Good	Count	369	467	208	675	302	977
		% within Survey Site	41.7%	43.4%	41.9%	42.7%	39.2%	41.7%
	Very Good	Count	448	494	246	740	158	898
		% within Survey Site	50.6%	45.9%	49.6%	47.7%	20.5%	38.3%
	Total	Count	885	1076	496	1572	771	2343
		% within Survey Site	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.
 CF has locations in both PR-A and PR-B. Total PR = PR-A +PR-B. All responses = Total PR+OB.

Key Findings:

- There were significant differences in reported quality of facilities/services among sites.
- Ocean Beach facilities were rated significantly lower than all the other sites, with 9.3% rating them poor or very poor versus 59.7% as good or very good.
- In contrast, 91.5% of PR-B facilities/services were rated good to very good and only 0.8% as poor or very poor.
- All the Presidio sites were rated relatively similar in quality.
- Findings clearly suggest that OB needs improved maintenance, as well as more/better quality facilities, compared to all the other site groupings.

Table 59. Overall Quality of Facility/Services By Most Frequently Mentioned Primary Reason For Visiting (Percent)

Primary Activity	Very Poor n=22	Poor n=55	Average n=303	Good n=822	Very Good n=780	Total n=1982
Walk	1.1	2.7	14.8	37.5	44.0	100.0%
Running/jogging	1.0	4.0	14.5	41.5	39.0	100.0%
Walk dog/pet	0	2.1	12.4	38.3	47.2	100.0%
Bike on roads	2.9	0	12.6	48.5	35.9	100.0%
Enjoy views	1.6	9.5	23.8	39.7	25.4	100.0%
Relax outdoors	0	8.1	17.7	41.9	32.3	100.0%
Hike	0	0	11.9	42.4	45.8	100.0%
Relax on beach	0	4.2	27.1	43.8	25.0	100.0%
Bike on trails	0	2.4	9.5	59.5	28.6	100.0%
Photograph/art	0	0	5.9	67.6	26.5	100.0%
Total Respondents	1.1	2.8	15.3	41.5	39.4	100.0%

Chi-square significance = 0.01

Key Findings:

- There were significant differences in quality of facilities/services based on primary reason for visiting park site.
- Respondents who wanted to enjoy views (11.1%) and relax outdoors (8.1%) were more likely than any other primary use groups to rate facilities/services as poor or very poor.
- Those most likely to rate facilities/services as good or very good were those interested in photography/art (94.1%), hikers (88.2%), bicyclists on trails (88.1%), dog walkers (85.5%), and road bikers (84.4%), compared to those respondents wanting to enjoy views (65.1%) and relax on beach (70.9%).

Please indicate how crowded you felt at park site today? (Please mark only one response.)

This question provided a check-box scale numbered from 1-9, with 1-2 described as Not At All Crowded, 3-4 Slightly Crowded, 6-7 Moderately Crowded and 8-9 Extremely Crowded.

Key Findings:

- Overall, 62.1% of respondents felt the park site was not at all crowded, 17.8% slightly, 5.5% neither, 13.3% moderately, and 1.3% extremely crowded.
- There were significant differences in crowding among site groupings.
- The sites most likely to cite extremely crowded were CF (2.7%) and PR-A (2.5%).
- Sites most likely to report not at all crowded were OB (74.3%) and PR-B (69.0%).

Figure 36. Level Of Crowding At Park Site

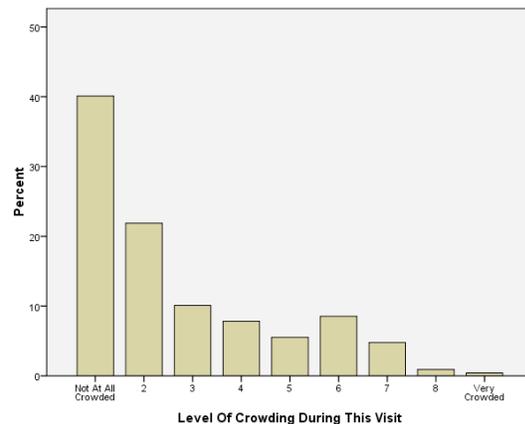


Table 60. Level Of Crowding During Visit By Site Grouping

Level of Crowding	Total Survey		Responses by Survey Site Grouping (Percent)					
	Frequency	Percent	CF n=979	PR-A n=1202	PR-B n=541	Total PR n=1743	OB n=904	Total n=2647
1 Not At All Crowded	1062	40.1	26.3	30.8	47.0	35.8	48.5	40.1
2 Not At All Crowded	579	21.9	19.9	18.9	22.0	19.8	25.8	21.9
3 Slightly Crowded	267	10.1	11.8	11.7	8.7	10.8	8.6	10.0
4 Slightly Crowded	207	7.8	9.6	9.2	6.8	8.4	6.6	7.8
5 No Label	146	5.5	7.8	7.0	4.8	6.3	4.0	5.5
6 Moderately Crowded	226	8.5	14.2	12.2	7.8	10.8	4.1	8.5
7 Moderately Crowded	126	4.8	7.7	7.7	2.6	6.1	2.2	4.8
8 Extremely Crowded	24	0.9	1.9	1.8	0.2	1.3	0.1	0.9
9 Extremely Crowded	11	0.4	0.8	0.7	0.2	0.6	0.1	0.4
Total	2648	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

Table 61. Overall Quality Of Facilities/Service By Reported Level Of Crowding

			Level of Crowding					Total
			1-2 Not At All Crowded	3-4 Slightly Crowded	5 Not Labeled	6-7 Moderately Crowded	8-9 Extremely Crowded	
Overall Quality of Facilities/ Services in Park	Very Poor	Count	17	7	0	0	0	24
		% within Survey Site	1.2%	1.7%	0.0%	0.0%	0.0%	1.0%
	Poor	Count	48	6	3	7	0	64
		% within Survey Site	3.4%	1.4%	2.3%	3.8%	0.0%	2.8%
	Average	Count	236	74	22	33	6	371
		% within Survey Site	16.7%	17.5%	16.4%	17.7%	18.8%	16.0%
	Good	Count	679	182	54	146	8	969
		% within Survey Site	48.2%	43.1%	40.3%	45.2%	25.0%	41.7%
	Very Good	Count	430	153	55	137	18	893
		% within Survey Site	30.5%	36.3%	41.0%	42.4%	56.3%	38.5%
	Total	Count	1410	422	134	323	32	2321
		% within Survey Site	100%	100%	100%	100%	100%	100.0%

Chi-square significance is 0.02.

Key Findings:

- Respondents who rated quality of facilities as very poor were more likely to be those who said it was not at all (1.2%) or slightly crowded (1.7%), compared to those who said it was moderately or extremely crowded (0.0% each).
- Respondents who rated quality of facilities/services as very good were more likely to be those who stated it was extremely (56.3%) or moderately crowded (42.4%), compared to those who indicated it was not at all crowded (30.5%).
- Findings on the effect of crowding on quality rating suggest as it gets more crowded the higher the rating.
- This is counter to findings in more remote national parks. This may be the result of those locations that were most popular (CF) also had the best quality facilities/services and those least crowded (OB) had the poorest quality facilities.

Liked Most, Least and Suggestions

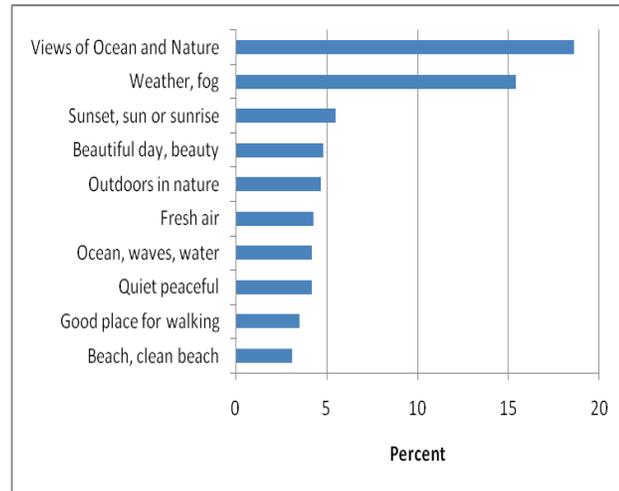
What did you like most about your visit to this park site today?

Respondents were asked this as an open ended question. Data were content analyzed.

Table 62. Respondent Most Liked About Visit To Park Site (Content Analyzed)

	Frequency	Percent
Views of nature	475	18.6
Weather, fog	393	15.4
Sunset, sun or sunrise	140	5.5
Beautiful day, beauty	122	4.8
Outdoors in nature	119	4.7
Fresh air	110	4.3
Ocean, waves, water	108	4.2
Quiet peaceful	107	4.2
Good place for walking	89	3.5
Beach, clean beach	79	3.1
Trails, promenade	65	2.5
Un-crowded	65	2.5
It is clean, or unclean	55	2.2
Views of Golden Gate Bridge	53	2.1
Open space, freedom	44	1.7
Art exhibits/ events in park	43	1.7
People I see	40	1.6
Wildlife	39	1.5
Good place to walk dog	38	1.5
Everything	29	1.1
Relaxing	22	.9
Infrastructure	21	.8
Easy convenient	25	1.0
Place for family, friends	20	.8
Good place to jog	18	.7
Learning about history	16	.6
Solitude, being alone	16	.6
Parking was available	15	.6
Good Place for Biking	14	.5
Good place for water sports	14	.5
Atmosphere, good feeling	12	.5
Meeting surveyor, survey	10	.4
<i>Table continues in next column</i>		

Figure 37. Top Ten Most Liked About Visit



* For a lengthy verbatim list of respondent most liked things see Appendix

Table 62. Respondent Most Liked About Visit To Park Site (Continued)

Sounds, smells of nature	9	.4
Spiritual place	9	.4
Visit come most days	6	.2
Healthy place	4	.2
It's a safe place	3	.1
Lack of commercialism	2	.1
Liked no dogs in area	2	.1
Other	104	4.1
Total	2555	100.0

* For list most liked items see Appendix.

Key Findings:

- By far the most liked about visit were views of nature, weather/fog, followed by sun/sunset, beautiful day, outdoors in nature, and fresh air.

Table 63. First Mentioned Respondent Most Liked About Visit By Site Grouping

Liked Most About Visit	Survey Site Grouping					
	CF n=998	PR-A n=1159	PR-B n=512	Total PR n=1671	OB n=883	All Sites n=2554
Views of Nature	21.5%	24.1%	17.6%	22.1%	11.9%	18.6%
Weather, fog	15.9%	14.1%	12.1%	13.5%	19.0%	15.4%
Sunset, sun or sunrise	3.2%	3.5%	2.1%	3.1%	10.1%	5.5%
Beautiful day, beauty	4.7%	4.6%	7.8%	5.6%	3.3%	4.8%
Outdoors in nature	5.4%	4.8%	9.0%	6.1%	1.9%	4.7%
Fresh air	4.5%	3.5%	2.0%	3.1%	6.7%	4.3%
Ocean, waves, water	1.3%	1.7%	.2%	1.3%	9.9%	4.2%
Quiet peaceful	3.1%	3.4%	5.9%	4.2%	4.3%	4.2%
Good place for walking	4.4%	4.3%	1.8%	3.5%	3.4%	3.5%
Beach, clean beach	1.9%	2.7%	.6%	2.0%	5.1%	3.1%
Un-crowded	1.3%	1.6%	4.3%	2.4%	2.8%	2.5%
It is clean, or unclean	2.8%	2.5%	1.2%	2.1%	2.3%	2.2%
Views of Golden Gate Bridge	2.7%	4.3%	.6%	3.2%	0.0%	2.1%

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.
 CF has locations in both PR-A and PR-B. Total PR = PR-A +PR-B. All responses = Total PR+OB.

Key Findings:

- CF respondents were more likely to cite as most liked its views of nature and good place for walking; and less likely sunset, ocean waves, beach and un-crowded.
- Compared to all respondents, PR-A respondents were more likely to cite as most liked its views of nature, views of GG Bridge, and a good place for walking; and less likely sunset, ocean waves and un-crowded.
- PR-B respondents were more likely to cite as most liked its outdoors in nature, quiet peaceful and un-crowded; and less likely to cite sunset, good place for walking, ocean waves, views of the GG Bridge, and fresh air.
- Ocean Beach respondents were more likely to cite as most liked its weather/fog, sunsets/sun, ocean/ waves, fresh air, and beach; and least likely views of nature, outdoors in nature, and views of the GG Bridge.

What did you like least about your visit to park today?

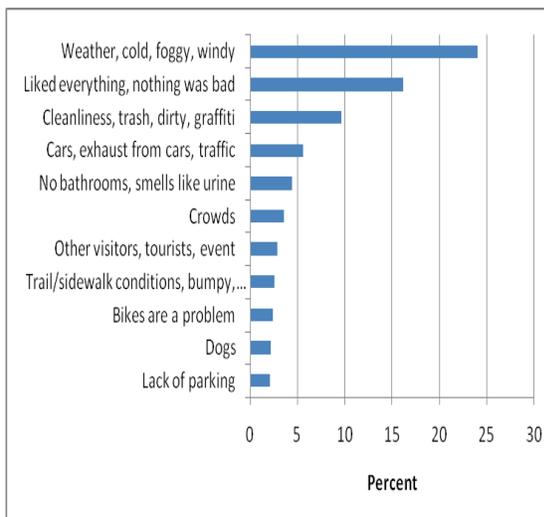
Respondents were asked this as an open ended question. Data were content analyzed.

Table 64. Respondent Liked Least About Visit To Park Site (Content Analyzed)

Liked Least	Frequency	Percent
Weather, cold, foggy, windy	397	24.0
Liked everything, noting was bad	267	16.2
Cleanliness, trash, dirty, graffiti	158	9.6
Cars, exhaust from cars, traffic	92	5.6
No bathrooms, smells like urine	73	4.4
Crowds	60	3.6
Other visitors, tourists, event	48	2.9
Trail/sidewalk conditions, bumpy, rough surface	43	2.6
Bikes are a problem	39	2.4
Dogs	37	2.2
Lack of parking	34	2.1
Lack of info on area	31	1.9
Wildlife issues, jellyfish, bird droppings	24	1.5
Poor building conditions, walls crumbling, maintenance	23	1.4
Changes to area, trail changes/improvements	23	1.4
Restrooms unclean	21	1.3
Off leash dog	20	1.2
Sand covering trail, blowing sand	20	1.2
Art exhibits	17	1.0
More public transit needed	15	.9
Lack food facilities	13	.8
The visitor survey	13	.8
Limited time to spend	11	.7
Water is too cold	10	.6
Lack bike racks, bike facilities	10	.6
Homeless persons	7	.4
Firepits are ugly, condition of firepits	7	.4

Table continues in column to right.

Figure 38. Top Ten Liked Least About Visit



* For a lengthy verbatim list of respondent least liked about visit see Appendix

Table 64. Respondent Liked Least About Visit To Park Site (Content Analyzed) – *continued*

Lack of water fountains	6	.4
Police presence, ranger truck on beach	6	.4
Plants removed, trees cut, ice plant removed	6	.4
Lack places for dogs off leash	5	.3
Dead or injured wildlife	5	.3
Conditions not good for sport/activity	4	.2
Oil spill residue on beach, black sand	4	.2
Not green, no flowers	3	.2
No showers to wash off sand/feet	3	.2
Other	97	5.9
Total	1653	100.0

Key Findings:

- The least popular things about visiting the parks were the cold/foggy/windy weather, trash/dirty/graffiti, cars/exhaust/traffic, and lack of bathrooms/smell of urine.
- The second most common comment was respondents liked everything and said that nothing was bad.

Table 65. First Mentioned Thing Respondent Liked Least About Visit By Site Grouping

Liked Least About	Survey Site Grouping					
	CF n=554	PR-A n=712	PR-B n=282	Total PR n=994	OB n=658	Total n=1652
Weather, cold, foggy, windy	29.2%	31.0%	17.0%	27.1%	19.3%	24.0%
Liked everything, noting was bad	19.1%	18.1%	17.4%	17.9%	13.5%	16.2%
Cleanliness, trash, dirty, graffiti	2.2%	2.8%	1.4%	5.1%	20.4%	9.6%
Cars, exhaust from cars, traffic	3.8%	2.8%	20.2%	7.7%	2.3%	5.6%
No bathrooms, smells like urine	2.2%	2.7%	.4%	2.0%	8.1%	4.4%
Crowds	7.2%	6.2%	4.3%	5.6%	.6%	3.6%
Other visitors, tourists, event	3.1%	3.4%	2.1%	3.0%	2.7%	2.9%
Trail/sidewalk conditions, bumpy, rough surface	1.4%	1.7%	2.1%	1.8%	3.8%	2.6%
Bikes are a problem	5.1%	3.8%	2.5%	3.4%	.8%	2.4%
Dogs	3.8%	3.2%	1.8%	2.8%	1.4%	2.2%
Lack of parking	2.3%	2.7%	1.1%	2.2%	1.8%	2.1%
Lack of info on area	1.3%	1.5%	6.0%	2.8%	.5%	1.9%
Wildlife issues, jellyfish, bird droppings	.5%	.4%	.4%	.4%	3.0%	1.5%
Changes to area, trail changes/improvements	.7%	1.1%	4.3%	2.0%	.5%	1.4%
Poor building conditions, walls crumbling, maintenance	.5%	.3%	1.4%	.6%	2.6%	1.4%
Restrooms unclean	2.9%	2.2%	.7%	1.8%	.5%	1.3%

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

CF has locations in both PR-A and PR-B. Total PR = PR-A +PR-B. All responses = Total PR+OB.

Key Findings:

- There are significant differences in least liked things among site groupings.
- CF respondents were more likely to cite least liked as crowds, bikes a problem, and dogs. However, a large number (19.1%) liked everything and felt that nothing was bad.
- PR-A respondents were more likely to cite cold/fog/windy, crowds, other visitors, and bikes as dislikes; while they were less likely to cite cleanliness/trash, cars exhaust/traffic, sidewalk/trail conditions and poor building conditions.
- PR-B respondents cited more frequently cars/exhaust/traffic, lack of info on area, and proposed changes/improvements to area; while they were less likely to cite cold/foggy weather, cleanliness/trash/graffiti, no bathrooms, and restrooms unclean.
- The most common complaints from visitors to Ocean Beach was the cleanliness, trash and graffiti, no bathroom/urine smell, poor building/wall conditions/maintenance, and wildlife issues/droppings; while least likely to cite were cold/foggy weather, car exhaust/traffic, crowds, bikes a problem, dogs, lack info on area, and changes to area.
- Overall facility concerns that park management could address include, in rank order, cleanliness/trash/dirty/ graffiti, car traffic, no bathrooms, trail/road conditions, lack of parking, and lack of information on area.
- Of the five site groupings OB appears to have more visitor concerns that could be addressed by management than the others.

Do you have suggestions on how today’s experience at this park site could be improved?

Respondents were asked this as an open ended question. Data were content analyzed.

Table 66. Respondent Suggestions To Improve Experience At Park Site (Content Analyzed)*

	Frequency	Percent
Need restrooms, clean them	119	11.3
Clean up, pick up trash	110	10.5
Nothing needed, keep up good work	88	8.4
Improve trail, sidewalk, road	65	6.2
More food, types of food, food carts, longer hours	52	5.0
Improved directions, signs, trail markers	49	4.7
Better trash collection, more cans, recycling	43	4.1
Keep it way it is, don't develop, no museum	41	3.9
More water fountains	37	3.5
Keep dogs on leash, cite for off leash, no dogs	35	3.3
Revegetation, plant trees, native flora	33	3.1
Add bike lanes/trails/racks	29	2.8
Nature/visitors center, history/nature interpretation	28	2.7
Fix/clean sea wall, stairs	21	2.0
Control vehicles/Segways on sidewalks, vehicle traffic	21	2.0
Keep it safe, improve safety, more police	21	2.0
Allow dogs off-leash, more dog access	19	1.8
Better, more parking	19	1.8
Improved public transit, frequency, more stops	18	1.7
Benches, picnic tables, BBQs	16	1.5
Enforce rules	15	1.4
Separate walkers and bikes	15	1.4
No events, concerts, art, globes in park	12	1.1
Need more things to do, festivals, build museum	10	1.0
Need foot wash, showers	9	.9
Need more firepits, firepits have helped	6	.6
Stop bonfires, remove firepits, enforcement	6	.6
Too many people, limit group size	4	.4
Remove graffiti	3	.3
Need other warming huts	2	.2
Improve accessibility for disabled	2	.2
More horseback riding	2	.2
Need playground for kids	2	.2
Less police presence	2	.2
Other	94	9.0
Total	1050	100.0

* For a complete list of suggestions see Appendix.

Key Findings (from table on the preceding page):

- About 38% of all respondents made a suggestion.
- Most frequent suggestions were: Need more/clean restrooms (11.3%), pickup trash (10.5%), improve trail/road (6.2%), more types of food and longer hours (5.0%), and improved directions/signs/trail markers (4.7%).
- About 8.4% of respondents stated nothing was needed and keep up the good work.
- Least frequently mentioned suggestions were less police presence, need kids playground, more horse riding, improve access for disabled, need other warming huts.

Table 67. Most Frequent Suggestions For Improving Experience By Site Grouping

Suggestions On How Experience Could Be Improved	Survey Site Grouping					
	CF n=998	PR-A n=402	PR-B n=189	Total PR n=591	OB n=459	Total n=1050
Restrooms	8.1%	8.2%	2.1%	6.3%	17.9%	11.3%
Clean up, pick up trash	2.2%	4.0%	.5%	2.9%	20.3%	10.5%
Nothing, keep up good work	10.0%	10.9%	6.9%	9.6%	6.8%	8.4%
Improve trail, sidewalk, road	4.4%	5.0%	5.3%	5.1%	7.6%	6.2%
More food, types of food, carts, longer hours	9.4%	8.2%	4.2%	6.9%	2.4%	5.0%
Improved directions, signs, trail markers	3.8%	5.5%	9.5%	6.8%	2.0%	4.7%
Better trash collection, more cans, recycling	2.2%	3.2%	5.3%	3.9%	4.4%	4.1%
Keep it way it is, don't develop, no museum	4.1%	4.0%	10.6%	6.1%	1.1%	3.9%
More water fountains	6.9%	6.0%	4.8%	5.6%	.9%	3.5%
Keep dogs on leash, cite for off leash, no dogs	6.2%	5.0%	1.6%	3.9%	2.6%	3.3%
Revegetation, plant trees, native flora	2.5%	2.7%	3.2%	2.9%	3.5%	3.1%
Add bike lanes/trails, bike racks	1.6%	1.7%	7.4%	3.6%	1.7%	2.8%
Need nature/visitors center, history/nature interpretation	3.1%	3.7%	3.7%	3.7%	1.3%	2.7%

Chi-square significance = 0.00 between Presidio A and Presidio B and Ocean Beach groupings.

CF has locations in both PR-A and PR-B. Total PR = PR-A +PR-B. All responses = Total PR+OB.

Key Findings:

- There were significant differences in suggestions among site groupings.
- CF respondents were more likely to cite nothing needed, more types of food needed, more water fountains, and keep dogs on leash; and less likely to state clean/pickup trash, improve trail, or better trash collection/recycling.
- PR-A visitors were more likely to cite nothing needed, more food types/hours, keep dogs on leash, and need nature/visitors center; and were least likely to cite clean/pickup trash and add bike lanes/trails.
- PR-B respondents more frequently stated improved directions/signs/trail markers, better trash collection/recycling, keep it the way it is/no museum, and add bike lanes/trails/racks; they were less likely to suggest cleanup/pickup trash and keep dogs on leash.
- OB respondents significantly more frequently suggested more/cleaner restrooms, clean/pickup trash, and more often suggested planting trees/native flora; and they were less likely to suggest nothing needed, more food types, improved signs/directions, keep it

the way it is, more water fountains, add bike lanes/trails/racks, and need nature/visitors center/interpretation.

Table 68. Most Frequent Suggestions For Improving Experience By Top Five Reasons For Visiting Park Site.

Suggestions On How Experience Could Be Improved	Most Frequently Cited Primary Reason For Visiting					
	Walking n=288	Running n=81	Walk Dog n=91	Road Bike n=49	Enjoy Views n=29	Total Respondents n=916
Restrooms	11.8	8.6	7.7	6.1	6.9	11.3
Clean up, pick up trash	11.1	7.4	11.0	6.1	6.9	10.5
Nothing, keep up good work	9.7	3.7	7.7	2.0	27.6	8.4
Improve trail, sidewalk, road	5.2	11.1	5.5	14.3	6.9	6.2
More food, types of food, carts, longer hours	5.6	1.2	2.2	4.1	6.9	5.0
Improved directions, signs, trail markers	4.2	4.9	4.4	6.1	10.3	4.7
Better trash collection, more cans, recycling	4.2	3.7	14.3	6.1	0	4.1
Keep it way it is, don't develop, no museum	3.1	1.2	3.3	8.2	3.4	3.9
More water fountains	3.5	8.6	0.0	0	3.4	3.5
Keep dogs on leash, cite for off leash, no dogs	3.8	4.9	1.1	0	3.4	3.3
Revegetation, plant trees, native flora	3.8	2.5	0	0	3.4	3.1
Add bike lanes/trails, bike racks	2.1	2.5	0	22.4	0	2.8
Need nature/visitors center, history/nature interpretation	2.1%	0.0	0	2.0	3.4	2.7%
Other, See Notes Below	2.8% ¹	4.9% ²	16.5% ³	8.2% ⁴	3.4% ⁵	2.0% ⁶

¹ Fix/clean sea wall, stairs ² Need more things to do ³ Allow dogs off-leash, more dog access ⁴ Control road traffic, limit Segways on sidewalks ⁵ Better/more parking ⁶ Keep it safe, improve safety, and more police

Key Findings:

- Walkers were more likely to suggest nothing/keep up good work, re-vegetating with trees and native flora, and fix seawall; and least likely to suggest improve trail/road conditions.
- Runners were more likely to suggest more improve trail/sidewalk conditions, water fountains, more things to do, and stricter dog-leash rules; they were least likely to suggest restrooms, cleanup trash, more food types, and keep it the way it is.
- Dog walkers suggested allow dogs off leash/more dog access, better trash cleanup, and trash collection; they were least likely to want more restrooms, more food types, more water fountains, cite dogs off leash/no dogs.
- Road bikers strongly suggested adding bike lane/trails/racks, improve trails/sidewalk, keep the park the way it is, control road traffic, and limit Segways on sidewalks; and they were least likely to cite restroom, clean up trash, nothing needed, water fountains, keep dogs on leash, and re-vegetation.
- Respondents who enjoy the views suggest doing nothing, improve directions/signs/trail markers, better parking, and more food options; they were least likely to state more restrooms, better trash pickup/collection, and add bike lanes.

Table 69. Most Frequent Suggestions For Improving Experience By Personal Group Type

Suggestions To Improve Experience	Personal Group Type					
	Alone n=457	Family n=283	Other n=50	Friends n= 204	Family & Friends n=53	Total Respondents n=1047
Restrooms	9.4%	13.1%	12.0%	10.3%	22.6%	11.3%
Clean up, pick up trash	10.9%	11.0%	6.0%	10.8%	5.7%	10.5%
Nothing, keep up good work	9.0%	7.8%	4.0%	7.8%	13.2%	8.4%
Improve trail, sidewalk, road	6.3%	5.7%	8.0%	6.9%	1.9%	6.2%
More food, types of food, carts, longer hours	4.4%	6.7%	4.0%	3.4%	7.5%	5.0%
Improved directions, signs, trail markers	3.5%	6.4%	4.0%	6.4%	0%	4.7%
Better trash collection, more cans, recycling	5.0%	2.5%	8.0%	3.9%	1.9%	4.1%
Keep it way it is, don't develop, no museum	5.5%	2.5%	4.0%	2.5%	3.8%	3.9%
More water fountains	4.8%	2.1%	4.0%	4.4%	0%	3.5%
Keep dogs on leash, cite for off leash, no dogs	3.7%	3.9%	0%	2.0%	5.7%	3.3%
Revegetation, plant trees, native flora	2.6%	3.5%	4.0%	4.4%	0%	3.1%
Add bike lanes/trails, bike racks	3.0%	3.2%	2.0%	2.5%	0%	2.8%
Need nature/visitors center, history/nature interpretation	1.8%	4.2%	10.0%	1.5%	0%	2.7%
Other Improvement See Notes Below	2.4% ¹	2.5% ²	4.0% ³	2.9% ⁴	3.8% ⁵	2.0% ⁶

Chi-square significance = 0.01 between personal group types.

¹ Allow dogs off-leash, more dog access. ² Fix/clean sea walls, stairs ³ Need more benches, picnic tables, BBQs. ⁴ Improved public transit, frequency, more stops ⁵ Need more benches, picnic tables, BBQs. ⁶ Keep it safe, improve safety, more police

Key Findings:

- Respondents visiting alone were more likely to support keep it the way it is and more water fountains; while less likely to mention need restrooms or nature/visitors center.
- Family groups were more likely to suggest would like to cleaner restrooms, more food types, improved signs/directions, fix sea walls, and more nature/interpretive centers; while less likely to suggest better trash collection and keep it the way it is.
- Friend groups were more probable to suggest improved signs/directions and more public transportation; and less likely to want more food types and want nature/visitors center.
- Family and friends groups were more likely to suggest restrooms, nothing needed, more food types, keep dogs on leash, need more benches, and picnic tables; while less likely to suggest clean up trash, improve trail/sidewalk, improved directions, better trash collection, and more water fountains.

Table 70. Most Frequent Suggestions For Improving Experience By Respondent Residence

Suggestions On How Experience Could Be Improved	Respondent Residence						Total Respondents n=711
	Adjacent Resident n=293	SF Resident n=176	Bay Area OT SF n=78	Calif OT Bay Area n=51	Other States n=54	Int'l% n=59	
Restrooms	13.78	10.8	11.5%	11.8%	11.1%	5.1%	11.3%
Clean up, pick up trash	13.0	7.4	7.7%	13.7%	3.7%	5.1%	10.5%
Nothing, keep up good work	6.1	5.1	15.4%	13.7%	9.3%	1.7%	8.4%
Improve trail, sidewalk, road	6.8	4.5	9.0%	2.0%	1.9%	5.1%	6.2%
More food, types of food, carts, longer hours	2.7	4.0	6.4%	2.0%	16.7%	6.8%	5.0%
Improved directions, signs, trail markers	3.4	3.4	1.3%	11.8%	14.8%	15.3%	4.7%
Better trash collection, more cans, recycling	5.5	5.1	2.6%	0%	0%	3.4%	4.1%
Keep it way it is, don't develop, no museum	3.1	7.4	1.3%	2.0%	1.9%	0%	3.9%
More water fountains	4.4	6.2	1.3%	2.0%	7.4%	0%	3.5%
Keep dogs on leash, cite for off leash, no dogs	3.1	5.1	2.6%	0%	0%	1.7%	3.3%
Revegetation, plant trees, native flora	1.7	2.8	6.4%	0%	1.9%	0%	3.1%
Add bike lanes/trails, bike racks	2.7	4.5	3.8%	2.0%	1.9%	3.4%	2.8%
Need nature/visitors center, history/nature interpretation	0.7	1.7	3.8%	9.8%	9.3%	6.8%	2.7%
Other Improvement See Notes Below	2.7% ¹	3.4% ²	5.1% ³	3.9% ⁴	3.7% ⁵	11.9% ⁶	2.0%

Note: Many respondents did not provide a zip code (which was used to derive domestic respondent residence), so total number of responses is smaller in this table in the previous tables. Chi square was not possible for this table. OT- Other than

¹ Fix/clean sea wall, stairs. Same value was also: Keep it safe, improve safety, more police. ² Keep it safe, improve safety, more police. ³ Allow dogs off-leash, more dog access ⁴ Better more parking. Same value was also: Separate walkers and bikers.

⁵ Separate bikes and walkers. ⁶ Improve public transportation. ⁷ Keep it safe, improve safety, more police.

Key Findings:

- Adjacent residents were more likely to suggest better restrooms, clean up trash, better recycling, more water fountains, and to fix seawall/stairs; but were less likely to want nothing needed, more food types, improved signs, re-vegetation, and visitor/nature center.
- Bay Area other than San Francisco respondents were more likely to suggest nothing needed, improve sidewalk, re-vegetation, nature/visitors center, and allow dogs off leash.
- California residents, other than the Bay Area more often suggested improved signs/directions, nothing needed, need nature/visitors center, and better parking; while they less often suggested improve trail/sidewalk, more food types, better trash removal, keep it way it is, keep dogs on leash, and re-vegetation.
- Respondents from other states, wanted more food types, water fountains, nature/visitors center, and to separate bikes and walkers.

- International respondents suggested improved directions/sign, keep it safe/more police, need visitors/nature center; and less likely to suggest nothing, restrooms, and pickup trash.

Table 71. Most Frequent Suggestions For Improving Experience By Number Prior Visits In Past Twelve Months

Suggestions On How Experience Could Be Improved	Number Of Prior Visits In Last 12 Months					Total Respondents n=1020
	0 Visits n=46	1 Visit n=145	2-10 n=219	11-100 n=397	101 or More n=213	
Restrooms	15.2%	9.7%	13.7%	10.3%	11.3%	11.3%
Clean up, pick up trash	10.9%	6.9%	12.3%	11.1%	9.9%	10.5%
Nothing, keep up good work	10.9%	7.6%	10.0%	8.1%	7.0%	8.4%
Improve trail, sidewalk, road	15.2%	2.8%	5.0%	7.8%	5.2%	6.2%
More food, types of food, carts, longer hours	0%	9.7%	7.3%	4.5%	1.4%	5.0%
Improved directions, signs, trail markers	10.9%	15.2%	5.5%	1.8%	1.4%	4.7%
Better trash collection, more cans, recycling	0%	1.4%	1.4%	4.0%	9.4%	4.1%
Keep it way it is, don't develop, no museum	2.2%	0%	1.4%	5.3%	6.6%	3.9%
More water fountains	0%	3.4%	4.1%	3.8%	3.3%	3.5%
Keep dogs on leash, cite for off leash, no dogs	.7%	.7%	1.8%	4.3%	5.2%	3.3%
Revegetation, plant trees, native flora	2.2%	3.4%	4.6%	3.0%	1.9%	3.1%
Add bike lanes/trails, bike racks	4.3%	1.9%	2.8%	3.5%	1.9%	2.8%
Need nature/visitors center, history/nature interpretation	0%	6.9%	2.7%	2.0%	1.9%	2.7%
Other Improvement						
See Notes Below	3.4% ¹	4.8% ²	3.2% ³	3.5% ⁴	5.2% ⁵	2.0%

Chi square probability = .015.

¹ Fix/clean sea wall, stairs. Same value was also: Control vehicle traffic, Segways on sidewalk ² Improve public transit, frequency more stops ³ Add more bike lanes/ trails, racks ⁴ Allow dogs off-leash. Same value was also: Fix/clean sea wall, stairs.

⁵ Keep it safe, improve safety, and more police

Key Findings:

- There were significant differences in suggestions among level of prior visits.
- Respondents who had never visited before were more likely to suggest restrooms, improved trails/sidewalks, improved directions/signs, add bike lanes, and fix sea wall; while less likely to want more food types, water fountains, better trash collection, keep it the way it is, and keep dogs on leash.

- Respondents who had visited 101 or more times were more likely to suggest better trash collection, keep it the way it is, keep dogs on leash, and keep it safe/more police; while less likely to suggest nothing needed, more food types, improve signs/directions, re-vegetation, and add bike lanes.

Table 72. Most Frequent Suggestions For Improving Experience By Respondent Race

Suggestions On How Experience Could Be Improved	Respondent Race					
	American Indian n=22	Asian American n=124	Black African American n=18	White n=738	Native Hawaiian n=16	Total n=918
Restrooms	13.3%	13.7%	11.1%	11.1%	31.2%	11.8%
Clean up, pick up trash	9.1%	13.7%	11.1%	9.6%	12.5%	10.5%
Nothing, keep up good work	4.5%	7.3%	5.6%	8.1%	0%	7.7%
Improve trail, sidewalk, road	4.5%	8.1%	5.6%	6.2%	0%	6.3%
More food, types of food, carts, longer hours	0%	4.8%	5.6%	5.6%	0%	5.2%
Improved directions, signs, trail markers	0%	4.8%	5.6%	4.7%	0%	4.2%
Better trash collection, more cans, recycling	4.5%	5.6%	0%	4.5%	0%	4.2%
Keep it way it is, don't develop, no museum	4.5%	0.8%	0%	4.2%	12.5%	3.8%
More water fountains	4.5%	2.4%	0%	4.2%	6.2%	3.9%
Keep dogs on leash, cite for off leash, no dogs	0%	3.2%	0%	3.4%	0%	3.2%
Revegetation, plant trees, native flora	4.5%	3.2%	11.1%	2.7%	0%	2.9%
Add bike lanes/trails, bike racks	4.5%	4.8%	5.6%	2.4%	0%	2.8%
Need nature/visitors center, history/nature interpretation	0%	0.8%	0%	2.7%	0%	2.3%
Other, See Notes Below	4.5% ¹	4.8% ²	5.6% ³	2.4% ⁴	7.7% ⁵	2.0%

Chi-square significance = 0.003 between race categories. ¹ Better/more parking. ² Better/more parking. ³ Stop bonfires, remove firepits. Same value was also: Enforce rules; and need other warming hut ⁴ Allow dogs off-leash. Same value was also: Control traffic, Segways on trails. ⁵ Need more benches, picnic tables, grills. Same value was also: Need more things to do; Improve public transit; Need more fire pits, fire pits have helped

Key Findings:

- There were significant differences in suggestions between respondents race.
- American Indians were more likely to suggest restrooms. But caution sample size is small.
- Asian Americans were more likely to suggest restrooms, pickup trash, improve trails, better trash collection, add bike lanes, and more parking; while less likely to suggest keep it the way it is and need nature/visitors center.

- African Americans were more likely to suggest re-vegetation and stop bonfires; while less likely to want restrooms. Caution, small sample size.
- White respondents were more likely to suggest nothing/keep up good work and allow dogs off leash; while slightly less likely to suggest pickup trash.
- Native Hawaiians strongly suggested keeping the park the way it is, more restrooms, water fountains, picnic tables, and grills; and less likely to suggest nothing needed, improve trails, more food. Caution, small sample size.

Table 73. Most Frequent Suggestions For Improving Experience By Household Income

Suggestion	Household Income					Total Survey n=947
	<\$25 n=84	\$25-49,999 n=113	\$50-99,999 n=231	\$100-149,999 n=166	\$150,000+ n=182	
Restrooms	10.7%	22.1%	12.6%	7.8%	11.0%	11.7%
Clean up, pick up trash	13.1%	9.7%	12.1%	10.2%	7.1%	10.8%
Nothing, keep up good work	7.1%	7.1%	8.2%	12.7%	6.0%	7.9%
Improve road, sidewalk, road	7.1%	4.4%	7.4%	5.4%	8.2%	6.3%
More food, types of food/hours	3.6%	6.2%	4.3%	7.2%	3.8%	5.2%
Improved directions/signs	0.0%	1.8%	6.1%	6.6%	3.3%	4.6%
Better trash collection/recycling	4.8%	.9%	5.6%	3.0%	6.0%	4.3%
More water fountains	7.1%	2.7%	3.5%	5.4%	2.2%	3.7%
Keep it way it is, don't develop	1.2%	1.8%	3.9%	1.8%	4.4%	3.4%
Keep dogs on leash, cite off leash	1.2%	.9%	3.9%	3.0%	4.4%	3.3%
Re-vegetate, plant trees	1.2%	4.4%	2.2%	3.0%	2.2%	2.7%
Add bike lanes/trails, bike racks	2.4%	6.2%	1.7%	2.4%	3.3%	2.7%
Visitors center, interpretation	2.4%	4.4%	1.7%	1.2%	3.3%	2.4%
Fix/clean sea wall, stairs	4.8%	.9%	2.2%	.6%	2.2%	2.1%
Keep it safe, improve safety	4.8%	2.7%	.9%	0.0%	2.7%	1.9%
Improved public transit, frequency	3.6%	0.0%	2.2%	1.8%	2.2%	1.8%
Better, more parking	0.0%	0.0%	3.9%	1.2%	2.2%	1.7%
Need benches/picnic tables/BBQs	1.2%	.9%	.9%	.6%	2.2%	1.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi square significance = .012. A total of 171 respondents did not provide income data.

Key Findings:

- Lowest income respondents, compared to the survey total, were more likely to suggest more water fountains, improve safety/keep safe, fix stairs/seawall, improve public transit, and clean/pickup trash. They were less likely to want improved directions/signs, keep way it is.
- Respondents with a middle income (\$50-99,000) were more likely to suggest clean/pickup trash, improve directions/signs, improve road/sidewalk, and more cans/recycling. They were less likely to want more food types/hours.
- Highest income respondents, compared to survey total, were more likely to suggest improve road/sidewalk and better trash collection/recycling. They were less likely to suggest clean/pickup trash, nothing, and more food types/hours.

Table 74. Most Frequent Suggestions For Improving Experience By Non-White, Low Income Respondents, In Comparison To Other Respondents

Suggestion For Improvement	Non-White Low Income* n=153	White Not Low Income n=765
More/cleaner restrooms	16.3%	11.0%
Clean up, pick up trash	13.1%	9.7%
Improve trail, sidewalk, road	6.5%	6.3%
Nothing, keep up good work	5.9%	8.1%
Better more parking	5.2%	1.2%
Re-vegetation, plant trees, native flora	4.6%	2.6%
Better trash collection, more cans, recycling	4.6%	4.4%
Add bike lanes/trails/racks	4.6%	2.5%
More food, types of food, carts, longer hours	3.9%	5.5%
More water fountains	3.3%	3.9%
More benches, picnic tables	2.0%	1.3%
Keep it way it is	2.0%	4.2%
Keep dogs on leash	2.0%	3.4%
Keep it safe, improve safety, more police	1.3%	1.8%
Need more things to do	1.3%	0.9%
Need more fire pits	1.3%	0.4%
Improve public transit, frequency, more stops	0.0%	2.1%

Chi square significance=.006

* Respondents are other race besides White and with household income of less than \$50,000.

Key Findings:

- Non-White low income respondents, compared to the White not low income respondents, were more likely to suggest more/cleaner restrooms, clean/pickup trash, more/better parking, re-vegetation/plant trees, and add bike lanes/trails/racks.
- White non-low income respondents were more likely to suggest nothing/keep up good work, more food types/hours, keep it the way it is, and keep dogs on leash.

Key Findings by Site Grouping

The Phase 1 visitor survey results present comprehensive data on visitor characteristics, their park visitation patterns, and suggestions for management at three popular areas of Golden Gate National Recreation Area for the busy summer period of July 23 through September 14, 2008. The total of 2,748 completed surveys provides a 95% confidence level at plus or minus 5% at the total study level of analysis, and at the level of data analysis grouping. Results are summarized below for each of the five site groupings, Crissy Field, Presidio A, Presidio B, Total Presidio, and Ocean Beach, as well as for the overall study.

Overall Study Area Summary

Survey Totals and Counts

- A total of 2,748 completed surveys were achieved.
- Visitor counts totaled 55,739 persons during all surveying periods.
- Crissy Field had nearly twice the number of visitors (28,174), compared to Ocean Beach (14,405) and total Presidio (13,160).
- Sunday was the busiest day, with four times more respondents than Tuesday.
- The greatest number of completed surveys were gathered between the time period of 11:30 - 14:30 (39%), followed by 16:29-19:30 (35%) and 7:30-11:29 (26%).
- The period of Aug 16-31 had by far the most completed surveys (40.2%), followed by Sept 1-15 (22.7%), Aug 1-15 (20.8%) and July 20-31 (16.4%).

Respondent Characteristics

- Slightly more males (52.8%) than females (47.2%) completed the survey.
- The most frequent age group (all respondents were adults) was 30-39 (23.8%), followed by 40-49 (20.6%). But there was a wide age representation among visitors.
- Across all survey sites 91% of respondents stated they were residents of the USA.
- Based on zip code, 60% of visitors were from San Francisco, 72% the Bay Area, and 79% somewhere in CA. Only 6.8% were from CA outside the Bay Area and 10.1% from other states.
- Respondents from the White racial group made up 82% of the total (White race made up 49.7% of San Francisco's population in the 2000 Census), followed by Asian (12.3%), American Indian (2.3%), Black/African American (2.2%), and Native Hawaiian- Pacific Islander (1.3%).
- About 7.5% of all respondents were Spanish, Hispanic or Latino. This contrasts with 14.1% in the 2000 Census of San Francisco.
- A total of 21.1% of respondents frequently spoke a language other than English at home
- The most frequently spoken languages, other than English, were Spanish (6.1%), Chinese (3.2%), French (2.8%), German (2.2%), and Japanese (0.2%).
- A total of 3.3% of respondents had someone in their personal group with a condition that made it difficult to access park activities or services.
- Over 72% of respondents who had a person with a physical condition limiting access reported it was difficult for this person to access park activities/services at that park site.
- The 49 persons indicating access difficulty represents 1.8% of all 2,748 respondents.
- The overwhelming majority (82.5%) of access difficulty was related to mobility, visual difficulties made up 6.7%, other difficulties 6.7%, and hearing 4.4%.

- The most frequently cited park activities or services with difficult access were: Trail surfaces (23.1%), beach access (15.4%), walking up hills (15.4%), seeing signs (11.6%), difficulty with stairs (11.6%), inadequate handicap parking (7.7%), and can't hear program (7.7%).
- Internet access at home was very high (91%) among all survey respondents.
- Respondents had high education levels, with 78.8% having a four year college, professional or graduate degree, this compares with 45.0% for San Francisco in 2000 Census.
- There were a wide variety of respondent household income levels.
- The most frequent income level was \$50-99,999 (25.3%), followed by a level of \$150,000 or more (19.4%). The median household income from SF in the 2000 Census was \$55,221.

Park Visitation Patterns

- Overall, the majority of respondents visited the park sites quite frequently.
- About 51% had visited more than 11 times in the last 12 months.
- Only 5.2% were visiting for the first time and 20.8% were on their second visit.
- The mean average length of visit in the park site was 1.5 hours.
- About 69% of respondents spent between ½ to 4 hours in the park sites.
- Less than 1% spent more than 10 hours in the park, 27% spent less than one hour.
- About 42% visited the park alone, 29.7% with family and 19% visited with friends.
- Less than 1% of respondents were part of a commercial group and school groups made up 1.2%.
- 42% visited alone, 35% with 2 persons and 16% had 3 to 5 people in their group.
- Less than 3% had 6 or more people and only 1% of visitors were in groups of 26 or more.
- The mean group size was 2.7 persons.
- About 70% of all respondents were between the ages of 25-54.
- Ages of 25-34 made up 20.0%, ages of 35-44 had 19.1%, and 45-54 age groups had 17.3%.
- Less than 5% of all respondents were in age groups 6-12, 13-18 years of age.
- Overall, the most popular method of transportation to the park was private auto (47.6%), 31.4% of all respondents walked/jogged and 11.4% were riding a bike.
- About 8% of respondents took public transportation for at least part of their trip to park.
- Over 27% of all respondents visited other sites or attractions during their park trip.
- The most popular attractions were "Golden Gate Park," Presidio (Not shown on list), Golden Gate Bridge, DeYoung Museum, the Legion of Honor museum, Warming Hut, Exploratorium, and Fisherman's Wharf.
- The majority of respondents (56.7%) knew the park from past experience/living in area.
- Other popular methods of getting information about the park were friend/relative/visitor referral (9.6%), saw it or "discovered it" (7.8%), guidebook (5.3%), internet/web/Google maps (5.2%), map (4.0%) and newspaper (2.6%).
- Less than 1% got their information from visitor centers or GGNRA website, respectively.
- Over 6.6% of respondents were attending a special event during their visit.
- Walking is, by far, the most frequently reported activity participated in during visit (25.6%), almost three times the amount of the 2nd most popular activity; relaxing outdoors (9.3%).
- Other popular activities were: Enjoying family and friends (6.1%), running/jogging (5.0%), enjoying views (4.8%), and relaxing on the beach (4.6%).
- Hiking, biking on roads, walking dog, exploring outdoors, bird watching, nature walk, bike on trails, photography/art, and wildlife viewing showed between 2-3% of respondents.
- Respondents were asked the primary activity/reason for visiting, and the rankings of these activities were very different from a list of any activities participated in.

- Walking (32.3%), jogging (9.6%), walking dog (9.6%), biking on roads (5.4%), enjoying views (3.4%), relaxing outdoors (3.1%), hiking (2.1%), relaxing on the beach (2.4%), biking on trails (2.2%), and photography/art (1.7%) were the top ten primary reasons.
- About 34% of respondents used a park trail during their visit.
- The Golden Gate Promenade had by far the greatest trail use (53% of all trail use).
- The next most popular trails were CA Coastal (14.8%), Ecology (8.4%), and Bay Ridge (6.7%).
- About 25% of all respondents used a visitor service or facility during their visit.
- The overall most popular facilities/services were restrooms (32.8%), the Warming Hut (23.2%), visitor center (7.5%), Beach/Park Chalet (6.1%), and cafes (5.5%).
- Right at 38% rated quality of the visitor facilities/services as very good, 41% as good, 16% average, 2.8% as poor, and only 1.3% as very poor.
- This means over 80% of respondents thought park site facilities/service were good or better.
- Overall, 62.1% of respondents felt the park site was not at all crowded, 17.8% slightly, 5.5% neither, 13.3% moderately, and 1.3% extremely crowded.
- Respondents who rated quality of facilities/services as very good were more likely to be those who stated it was extremely (56.3%) or moderately crowded (42.4%), compared to those who indicated it was not at all crowded (30.5%).

Respondent Likes, Dislikes and Suggestions

- By far the most liked about their visit were views of nature (18.6%), weather/fog (15.4%), followed by sun/sunset (5.5%), beautiful day (4.8%), outdoors in nature (4.7%), and fresh air.
- The least liked things about the park visit were the cold/foggy/windy weather (24.0%), trash/dirty/graffiti (9.6%), cars/exhaust/traffic (5.6%), and lack of bathrooms/smell of urine.
- The second most common dislike comment was respondents liked everything and said that nothing was bad (16.2%).
- Most frequent suggestions were: Need more/clean restrooms (11.3%), pickup trash (10.5%), improve trail/road (6.2%), more types of food/longer hours (5.0%), and improved directions/signs/trail markers (4.7%).
- About 8.4% of respondents stated nothing was needed and keep up the good work.
- Least frequently mentioned suggestions were less police presence, need kid's playground, more horse riding, improve access for disabled, and need other warming huts.

Summary of Differences in Crissy Field Compared to Other Site Groupings

Survey Totals and Counts

- Crissy Field had nearly twice the number of visitors, compared to Presidio or Ocean Beach.
- The Crissy Field data collection grouping has locations in PR-A and PR-B, so is not a unique set of sites.

Respondent Characteristics

- Crissy Field had more female (52%) than male (48%) respondents.
- Crissy Field was more likely to have older visitors than OB.
- Almost 10% of CF respondents were not USA residents this contrasts with 5.6% for OB.
- CF had the highest (93%) percentage with web access (88.9%) while OB had the lowest.
- The White racial group made up 85.4% of CF respondents, in contrast to 77.5% at OB.
- CF and PR-A were the least racially diverse site grouping and OB is the most.
- CF (5.9%) had the lowest percentage of Spanish, Hispanic or Latino (8.9%) while Ocean Beach had the greatest.
- About 15% of CF respondents spoke another language at home other than English.
- CF (2.0%) and PR-A (2.1%) were the least likely to have persons with a physical condition that made access difficult.
- CF (75.0%) had the lowest percentage of persons who reported access difficulty, compared to OB (88.9%). Exactly 80% of CF difficulties were mobility related.
- Over 84% of CF respondents had undergraduate, graduate, or professional degrees compared to 72% at OB.
- Over 43% of CF respondents had incomes of \$100,000 or more (39% at PR-A and PR-B and 29% at OB).
- The mean number of prior visits for CF respondents was 58.8, compared to 82.8 for PR-B.
- Average length of stay was 1.43 hours at CF compared to 1.81 hours at PR-B.
- CF had highest percentage of family group visitors (32.2%) and visited with friends (18.5%).
- About 77.3% of CF visitors were alone or with one other person, compared to 83% at PR-B.
- CF respondents had similar age composition to the other sites.
- CF had the lowest percentage of respondents who were part of a school group.
- Around 50% of visitors to Crissy Field, Presidio A, and Ocean Beach arrived by automobile.
- CF respondents were more likely to visit Warming Hut, Exploratorium, Golden Gate Bridge, and a Visitors Center.
- Popular methods of getting information among CF respondents were: Past experience (53%) friend/relative/visitor referral (11.3%), saw it/discovered it (9.2%), Guidebook (5.3%), Internet/Web/Google Maps (5.8%), Map (2.9%), and Newspaper (2.4%).
- CF respondents were more likely, compared to all respondents, to undertake walking (40.7%), dog walking (13%), and running/jogging (11.1%); and less likely to bike on roads (2.4%) and relax outdoors (2.2%).
- Almost half (45.1%) of CF respondents used a trail, compared to 34.6% overall.
- Trail use by CF respondents was dominated by the Golden Gate Promenade (84.3%) and all other trail use was less than for the total survey.
- CF respondents were more likely to use Warming Hut (39.4%), Crissy Field Center (5.8%), and water fountains (2.9%); and were less likely to use visitor center (4.5%), Cliff House (0%), and Officers Club (0%).
- CF and PR-A had the lowest percentage of very poor or poor facility/service ratings.
- CF had the highest percentage of extremely (2.7%) or moderately crowded (21.9%).

Respondent Likes, Dislikes and Suggestions

- CF respondents were more likely to cite as most liked the views of nature (21.5%) and good place for walking (4.4%); and less likely the sunset, ocean waves, beach, and un-crowded.
- CF respondents were more likely to cite least liked as crowds, bikes a problem, and dogs. However, a large number (19.1%) liked everything and felt that nothing was bad.
- CF respondents were more likely to suggest nothing needed, more types of food needed, more water fountains, and keep dogs on leash; and less likely to state clean/pickup trash, improve trail, or better trash collection/recycling.

Summary of Differences In Presidio-A Compared to Other Site Groupings

Survey Totals and Counts

- No visitor count data are available at this time for only the Presidio-A data analysis site grouping because the PR-A data analysis grouping is spread between CF and Presidio data collection site groupings.
- There were 1,230 completed surveys from respondents at PR-A locations.

Respondent Characteristics

- 51% of PR-A data analysis site grouping respondents were male and 49% female.
- PR-A respondent age patterns were similar to the overall study findings.
- PR-A respondents were most likely to not be residents of the USA (12.0%).
- The highest level of internet access at home was from PR-A respondents (93.2%).
- The White racial group made up 84.2% of PR-A respondents, in contrast to 77.5% of OB.
- Racial patterns for PR-A were similar to CF and PR-B.
- The percentage of PR-A Spanish, Hispanic or Latino respondents was 7.0%.
- Over 22% of PR-A respondents spoke a language at home other than English.
- German and French were slightly more likely to be spoken, compared to other sites.
- PR-A (2.1%) and CF (2.0%) were the least likely to have persons with a physical condition that limited access, compared to OB (4.6%).
- PR-A respondents were least likely to cite having difficulty accessing park facilities.
- 82% of PR-A respondents had undergraduate, graduate, or professional degree, compared to 72% at OB.
- About 39% at PR-B, compared to 29% at OB, had household income of \$100,000+.
- PR-A respondents were the least frequent visitors with 53.6 prior visits compared to PR-B, with a mean of 82.8 prior visits.
- Average length of stay was 1.50 hours at PR-A, compared to 1.42 hours at OB.
- PR-A had the second highest percentage of family group visitors (32.0%) and the lowest percentage of visitors being alone (38.4%).
- PR-A had the greatest percentage of groups sized 16-50 (2.4%).
- Children 1-12 were most likely among PR-A respondents (10.2%).
- PR-A respondents were least likely to be school groups (0.7%) and most likely to be a commercial group (0.7%).
- Over 54% of visitors to Presidio A and Ocean Beach arrive by in a private auto.
- 73% visited other sites in their trip.
- PR-A respondents more likely frequented the other parts of the Presidio, Golden Gate Bridge, Warming Hut, and Fisherman's Wharf.
- PR-A respondents were least likely to use past experience, and more likely to use friend referrals, guidebooks, and the internet, as well as just discovering it.
- Respondents from PR-A were least likely to attend a special event.
- PR-A respondents were more likely to be picnicking (2.6%), photograph/art (2.4%), walking (37.4%); and less likely to bike on roads (3.4%) and relax on beach (1.4%).
- Use of any trail was similar for PR-A (44.4%), CF and PR-B.
- PR-A respondents were more likely to use the Golden Gate Promenade (69.5%) and the Batteries and Bluff Trail (8.4%); while less likely to be use all the other trails.
- Respondents at PR-A were less likely to use faculties/services (29.8%) than at CF or PR-B.
- PR-A respondents tended to more often use the Warming Hut (36.4%) and water fountains (3.1%); and were less likely to use visitor center (4.4%) and Beach/Park Chalet (1.2).

- Facility ratings for PR-A were similar to CF and PR-B, but much better than OB.
- The sites where respondents were most likely to cite extremely crowded were PR-A (2.7%) and PR-B (2.5%).

Respondent Likes, Dislikes and Suggestions

- PR-A respondents were more likely to cite as most liked its views of nature, views of GG Bridge, and a good place for walking, compared to all respondents; and less likely sunset, ocean waves and un-crowded.
- PR-A respondents were more likely to cite as dislikes the cold/fog/windy, crowds, other visitors, and bikes; while they were less likely to cite cleanliness/trash, cars exhaust/traffic, sidewalk/trail conditions, and poor building conditions.
- Respondents from PR-A were more likely to cite nothing needed, more food types/hours, keep dogs on leash, and need nature/visitors center; and were least likely to cite clean/pickup trash and add bike lanes/trails.

Summary of Differences In Presidio-B Compared to Other Site Groupings

Survey Totals and Counts

- No visitor count data is available for only the Presidio-B data analysis site grouping because the PR-B data analysis grouping is spread between the CF and Presidio data collection site groupings.
- There were 566 completed surveys from respondents at PR-B locations. This data suggests PR-B has considerably lower use levels than CF, PR-A and OB.

Respondent Characteristics

- 52% of PR-B data analysis site grouping respondents were male and 48% female.
- Presidio-B and Crissy Field were more likely to have older visitors than OB.
- About 38% were 50 years or older.
- The percentage of USA residents was highest at OB (94.4%) and Presidio-B (92.6%).
- Just over 91% of PR-B respondents had internet access at home.
- PR-B had the highest percentage of White respondents (94.7%).
- CF (5.9%) and PR-B (6.2%) had lowest percentage of Spanish or Hispanic respondents.
- PR-B had similar levels of languages other than English spoken at home.
- PR-B respondents were second most likely (4.6%) to have persons with a physical condition that restricted access.
- Over 64% of those at PR-B with a condition that limited access, had difficulty accessing a park facility or service on their visit.
- Respondents were much more likely to cite a mobility difficulty in PR-B than other sites.
- Over 82% of PR-B respondents had a college or graduate degree, similar to CF.
- About 39% of PR-B respondents had incomes of \$100,000 or more, compared to OB with 29% at that level.
- PR-B respondents were the most frequent visitors, with a mean of 82.8 prior visits, compared to PR-A with 53.6 prior visits.
- Average length of stay was greatest at PR-B (1.81 hours), compared to at OB (1.42 hours).
- PR-B had the highest percentage of alone respondents (50.9%) and lowest percentage with family and friends (1.1%).
- There were no significant differences in visitor age among the site groupings. Over 40% were between the ages of 25-44.
- PR-B respondents were more likely to be part of an “other” group.
- Presidio B had the largest number of walkers/joggers (38.3%) and bike riders (14.8%).
- PR-B respondents were more probable to visit other parts of the Presidio, Officers Club, Sports Basement, Crissy Field, and Muir Woods.
- PR-B respondents were more likely to use newspapers and the internet for information.
- There were no significant differences between attending event and site grouping, although PR-B respondents were more likely to attend an event (7.5%).
- Respondents from PR-B primary reasons for visiting were more likely biking on roads (10.8%), jogging (11.0%), hiking (4.5%), biking on trails (3%), and attending events (3.4%); but were less likely to walk (22.7%) and relax on beach (1.4%).
- PR-B respondents were significantly more likely to use a trail (46.0%) compared to OB (14.8%) and the other groupings.
- There were five trails of somewhat similar use level for PR-B respondents, with the Ecology Trail (20%), GG Promenade (16.1%), Mountain Lake (15.4%), Lovers Lane (14.8%), and Bay Area Ridge Trail (10.1%) being most popular.

- PR-B (34.8%) respondents were significantly more likely to use a facility or service compared to OB (14.0%), but about the same as CF (35.2%).
- PR-B entries showed more use of visitors center (18.0%), café (11.0%), Crissy Field Center (11.0%), Officers Club (7.8%), and Sports Basement (1.9%); and less of restrooms (14.3%), Warming Hut (11.0%), Park Chalet (3.2%), and Cliff House (0%).
- Over 91% of PR-B respondents rated facilities/services as good to very good and only 0.8% as poor or very poor. This is similar to CF and PR-A, but much better than OB.
- The sites most likely to cite extremely crowded were PR-A (2.7%) and PR-B (2.5%).

Likes, Dislikes and Suggestions

- PR-B respondents were more likely to cite as most liked being outdoors in nature, quiet peaceful, and un-crowded; and less likely to cite sunset, good place for walking, ocean waves, views of the GG Bridge, and fresh air.
- PR-B respondents cited more frequently cars/exhaust/traffic, lack of info on area, and proposed changes/improvements to area; while they were less likely to cite cold/foggy weather, cleanliness/trash/graffiti, no bathrooms, and restrooms unclean.
- PR-B respondents more frequently stated improved directions/signs/trail markers, better trash collection/recycling, keep it the way it is/no museum, and add bike lanes/trails/racks; they were less likely to suggest cleanup/pickup trash and keep dogs on leash.

Summary of Differences in Total Presidio Compared to Other Site Groupings

Survey Totals and Counts

- There were 749 surveys collected from Total Presidio (TPR) data collection site grouping. This compares to 1,044 at CF and 955 at OB.
- Data suggests TPR has considerably lower use levels than CF or OB.

Respondent Characteristics

- 51% of TPR data analysis site grouping respondents were male and 49% female.
- The TPR respondents were least likely to be 18-19 years compared to CF and OB, other age range percentages were similar.
- Nearly 90% of those responding at TPR were residents of the USA.
- Internet access at home was somewhat greater (92.5%) compared to the survey total (91.4%).
- The White racial group made up 83.4% of the TPR respondents, in contrast to 77.5% at OB.
- Asian (11.1%) and African American (1.2%) respondents were least likely to be found at TPR compared to PR-A (11.4%) and at OB (14.7%).
- About 7% of TPR respondents identified themselves as Spanish, Hispanic or Latino.
- TPR respondents spoke a language other than English at the study average (21%).
- Right at 2.5% of TPR respondents had persons with physical condition that makes it difficult to access park activities or services.
- A total of 61% of TPR respondents with a physical condition had difficulty accessing park facilities or services, which was considerable less than OB (88.9%).
- Mobility difficulty was the most frequently mentioned access problem (88.2%).
- TPR respondents were more likely than the average to have education level of four year degree or graduate/professional degree (82.4%).
- They also were more likely to have household incomes of \$100,000 or more (39.3%).

Park Visitation Patterns

- TPR respondents had visited the park site an average of 68.2 times in the last year, and for 28.5% it was their first or second visit.
- The average TPR respondent visit was 1.6 hours, compared to 1.5 for the total study.
- 72.7% of TPR visitors were alone or with their family.
- Average group size at TPR was 2.9 persons, compared to 2.3 for PR-B.
- TPR respondents tended to have fewer children (8.3% from 1-12 years) compared to the total study (9.0%).
- TPR respondents were from school groups (1.0%) and other groups (2.1%).
- Respondents from TPR were more likely to have walked/jogged to the park site (33.6%) and less likely to have ridden in an auto.
- A total of 73.0% of TPR respondents did not visit other attractions, similar to total study.
- TPR respondents were much more likely to have visited the Golden Gate Bridge (11.6%) and less likely to stop in Golden Gate City Park (5.4%) compared to OB respondents (3.3% and 39.3% respectively).
- Presidio visitors were more likely to have received information about the park from friends or relatives (10.2%) and less likely to learned about the park from past experience (51.5%).
- TPR respondents were about average for attending a special event (6.3%).
- The primary reason for visiting was more likely walking dog (11.1%), hiking (3.4%), and biking on trails (2.6%) and less likely to be relaxing on the beach (1.0%).
- TPR respondents were much more likely to use a trail (45.2%) than study total (34.6%).

- The Golden Gate Promenade was used by 54.4% of TPR respondents.
- 31.4% used a facility or service at the park site.
- Of those responding, 31.4% used restrooms, 28.4% the Warming Hut, and 8.8% a visitor's center.
- Over 90% of TPR respondents rated facility quality as good or very good.
- At least 55% of respondents stated level of crowding was not at all crowded versus 61% for the overall study.

Likes, Dislikes and Suggestions

- TPR respondents were more likely to cite as most liked its views of nature and views of GG Bridge, compared to all respondents; and less likely sunset, ocean waves and un-crowded.
- Respondents from TPR were more likely to cite as a dislike having cold/fog/windy weather, crowds, and bikes; while they were less likely to cite cleanliness/trash, cars exhaust/traffic, sidewalk/trail, and building conditions, compared to study average.
- Visitors to TPR were more likely to suggest nothing needed, more food types/hours, add bike lanes/trails, keep dogs on leash, and need nature/visitors center; and were least likely to cite need restrooms and clean/pickup trash.

Summary of Differences in Ocean Beach Compared to Other Site Groupings

Survey Totals and Counts

- There were 955 surveys collected from the Ocean Beach data collection site grouping. This compares to 1,044 at CF and 749 at TPR.
- OB had larger visitor counts (14,405) than Presidio (13,260), but less than CF (28,174).

Respondent Characteristics

- OB had the greatest percentage of males (55.8%) of all sites (52.8% total survey).
- Respondents at OB were the most likely to be young adults 18-29 (20.4%).
- The percentage of USA residents was highest at OB (94.4%) and Presidio-B (92.6%).
- Lack of internet access at home was most likely (10.7%) found at OB.
- The White racial group made up 77.5% of the OB respondents, in contrast to 85.4% of CF, 84.7% of PR-B, and 84.2% of PR-A.
- Asian (14.7%) and African American (4.0%) respondents were more likely found at OB.
- Ocean Beach had greatest percentage of Spanish, Hispanic or Latino (8.9%) respondents.
- There were no significant differences in speaking other language at home besides English between OB and other survey sites.
- Ocean Beach had the largest percentage of Chinese speakers.
- OB (4.6%) was more likely to have persons with a physical condition that made access difficult of any grouping compared to CF (2.0%).
- Of visitors with a condition that made access difficult, OB had the greatest percentage of persons with access difficulty (88.9%).
- OB had greater percentage of visitors with hearing and visual conditions affecting access.
- Just 72% at OB had undergraduate, graduate, or professional degrees, compared to 84% at CF and 82% at PR-A and PR-B.
- OB respondents had lowest incomes, with 29% with incomes of \$100,000 or more compared with 43% of CF respondents and 39% at PR-A and PR-B.

Park Visitation Patterns

- Average number of prior visits for OB respondents was 58.3%, compared to 61.2% overall.
- The OB respondents had the lowest mean length of stay (1.42 hours).
- OB and CF had higher percentage of respondents who visited with friends (18.9% and 18.5% respectively) and lowest with family (28.5% and 29.7% respectively).
- Number of persons in personal group was similar to other site groupings.
- There was no significant difference between ages of persons in group at OB and other sites.
- OB had the largest percentage of “other” groups.
- Respondents from OB were most likely to use public transportation (7.5%) and least likely to have walked or jogged (25.9%).
- The most likely to visit other attractions during their visit were OB respondents (28.7%).
- OB respondents were significantly more likely to visit Golden Gate Park and much less likely to visit the Golden Gate Bridge or Crissy Field.
- OB respondents were more likely, and PR-A respondents were least likely, to use past experience as the source of park information.
- PR-B (7.5%) and OB (7.3%) respondents were most likely to attend a special event.
- OB survey respondents were more likely to relax on beach (5.0%), enjoy views (4%), relax outdoors (3.9%), and surfboard (3.1%); and less likely to walk dog (6.7%) or bike trails (1.8%).

- OB respondents were significantly less likely to use trails (14.8%) compared other groupings.
- They were most likely to use the Coastal (46.7%) and the Bay Area Ridge Trails (20.0%).
- OB respondents were significantly less likely to use a facility or service (14.0%).
- OB respondents were more likely to use Park/Beach Chalet (25.6 %), restrooms (39.2%), and facilities in Golden Gate (city) Park (2.9%); and were less likely to use Warming Hut (0%), Crissy Field Center (1.0%), Officers Club (0%), and water fountains (0%).
- Ocean Beach facilities were rated significantly lower in quality than all the other sites, with 9% rated poor-very poor and 59% as good-very good (4% and 81% for total survey).
- Sites most likely to report not at all crowded were OB (74.3%) and PR-B (69.0%).

Likes, Dislikes and Suggestions

- OB respondents were more likely to cite as most liked its weather/fog, sunsets/sun, ocean and waves, fresh air, and beach; and least likely views of nature, outdoors in nature, and views of the GG Bridge.
- More likely complaints from visitors to Ocean Beach were cleanliness, trash and graffiti, no bathroom/urine smell, poor building/wall conditions/maintenance, and wildlife issues/droppings; while less likely to be cited were cold/foggy weather, car exhaust/traffic, crowds, bikes a problem, dogs on leash, lack info on area, and changes to area.
- OB respondents more frequently suggested more/cleaner restrooms, clean/pickup trash, and planting trees/native flora; and they were less likely to suggest nothing needed, more food types, improved signs/directions, keep it the way it is, more water fountains, add bike lanes/trails/racks, and need nature/visitors center/interpretation.

Conclusions

The intercepting and surveying of visitors at thirty eight locations in the Crissy Field, Presidio and Ocean Beach districts of Golden Gate National Recreation Area (GGNRA) provided a wealth of data on visitor profiles, trip characteristics, visitor likes/dislikes, and suggestions for improvement. After data were analyzed and results disaggregated into Crissy Field, Presidio Total, Presidio A, Presidio B, and Ocean Beach *data analysis site groupings* the findings provided comprehensive perspectives on each of these unique areas and if/how they differ.

There were two significant challenges with gathering detailed and representative information on park visitors to these areas in GGNRA; compared to other visitor surveys at more rural national parks where surveys can be given out at park entrance gates or parking lots when all visitors are stopped. First, GGNRA study areas are bordered by the City of San Francisco; there are no entrance gates and visitors can enter the park from hundreds of locations and enter the park by a variety of modes. This required the use of an intercept type survey method that entails stopping the visitor while they are in the park, versus approaching them when they are stopped at an entrance station. A second challenge was to get all visitors to stop so they could be invited to answer the survey. This was primarily difficult because visitors were often engaged in active recreation, such as bicycling and jogging, and did not want to stop. In order to adequately address these expected concerns a national panel of social science research experts, GGNRA managers familiar with the areas, and SFSU recreation researchers who had conducted similar studies in GGNRA, were utilized to design the survey methods instrument and how it would be implemented in the field. To ensure accuracy and representativeness of the data, visitors were randomly intercepted at 38 locations that have users who are representative of the types of visitors to the park. In addition, a much larger number of surveys were sought and completed (2,748), compared to other national park visitor surveys, to increase the accuracy of the results overall and for each of the study site groupings. For example, the 2005 Yosemite National Park Visitor Survey was based on 718 completed surveys. In order to check if survey respondents were significantly different from non-respondents, trained surveyors recorded observational data about non-respondents and this was used later with similar respondent data to check for non-response bias. The non-response bias check suggested there are no significant differences between those visitors who did and did not respond, although non-respondents were more likely to be bicyclists, joggers and from smaller groups. When all of these factors are considered they strongly suggest that the survey findings accurately represent visitors to the GGNRA sites analyzed, during the summer and fall survey periods.

Earlier sections of this report provide detailed results from the five data analysis site groupings. The most striking findings in comparing the five sites were how Crissy Field had twice the number of visitors of any other site, was more likely to have respondents who were international, had higher income and education levels, had the shortest length of visit, more likely to be walking or dog walking, gave the highest facilities quality ratings, but cited it as the most crowded site. The Presidio-A respondents were similar to those of Crissy Field except that they were even more likely to be international, from a large group, with children, least frequent prior visitors, less likely to use facilities/services and more likely to cite it being crowded. The Presidio-B site grouping was clearly the least visited, respondents were most likely to be older, local residents, White, cite mobility difficulty, the most frequent visitors, with the longest length of stay, traveling alone, be joggers or bike riders, and attend an event. Ocean Beach was very

unique in many ways compared to the other data collection sites. OB respondents were more likely to be male, young adults, USA residents, Asian or African American, with a physical condition that limited access, and had lowest education and income levels. Their visit was more likely the shortest length of any group, more likely to use public transportation, visit other attractions, use past experience for information, relax on the beach or surf, most likely to rate facilities/service quality as poor, and perceived the lowest level of crowding. These identified differences between the five site groupings present challenges to managers because they suggest unique administration, visitor satisfaction efforts, resource protection and budget allocations are needed.

Two other key questions are if current visitors to the GGNRA areas are different from those of other parks that been surveyed, and if respondents are different from residents of the area and the state. Three other sets of data were compared to illustrate how the current study respondents and park visitors in their personal group differ from: 1) Respondents to a recent visitor survey done in another part of GGNRA; 2) U.S. Census Bureau data from 2007 for the City/County of San Francisco and State of California; and 3) from visitors to another national park in California. Comparisons between these data sets are limited because only a small number of socio-economic variables are comparable. The first comparison is with a recent survey done in the Headlands District of GGNRA across the Golden Gate Bridge in Marin County titled "Trail Use and Strategies to Reduce Social Trails; Point Bonita and North Rodeo Beach Study Areas, Headlands District, Golden Gate National Recreation Area." Table 75 below shows key socio-economic data from the current study respondents and data from the Headlands survey. Current survey respondents are similar to Headlands users, in being Hispanic or Latino (8% versus 5%) and racial profiles are almost identical. But they are somewhat less likely to have a Bachelor's Degree or higher (72% versus 84%). These data suggest visitors to these San Francisco and Marin County park components are quite similar in terms of their demographics.

Table 75. Socio-Economic Data Comparison of GGNRA Survey and 2006 Headlands Survey Results

Socio-Economic Characteristic	GGNRA Survey	Marin Trails Survey*
Hispanic/Latino	(Respondents) 8%	5%
Race		
White	(Respondents) 82%	82%
Black/African American	(Respondents) 2%	2%
Asian	(Respondents) 12%	13%
American Indian	(Respondents) 2%	1%
Native Hawaiian Pac Islander	(Respondents) 1%	1%
Bachelor's Degree or Higher	(Respondents) 72%	84%

* Source: "Trail Use and Strategies to Reduce Social Trails; Point Bonita and North Rodeo Beach Study Areas, Headlands District, Golden Gate National Recreation Area." By P. Tierney, 2007.

The next comparisons are setup to determine if key socio-economic data on visitors to the study sites in GGNRA are similar to local or state residents? These comparisons are between socio-economic characteristics of the GGNRA survey respondents and 2007 U.S. Census Bureau data on the residents of the City/County of San Francisco and the State of California. Table 76 illustrates that park visitors are significantly different from local and state residents in several ways. For example, GGNRA survey respondents are more likely to be White (82%) and less likely to be African American (2%) or Asian (12%) than the City population (58%, 7% and 32%, respectively). Race of GGNRA survey respondents is closer to the state figures (77%, 7% and 12%, respectively). GGNRA respondents are also much more likely to have a bachelor's degree or higher education level (72%) compared to adults in the city (45%) and state (27%). Current survey respondents were similar in median household income (\$50-99,000) compared to the San Francisco (\$67,000) and California (\$60,000). The percentage of respondents with children under 18 years in their personal group (14%) was the same as the City households with children (14%), but less than the state (26%). This comparison suggests survey respondents were similar to city residents in terms of age, percent with children and household income. But GGNRA visitors are much more likely to be White and had higher education levels.

Table 76. Socio-Economic Data Comparison of GGNRA Survey Results, Versus 2007 San Francisco County and State of California Census

Socio-Economic Characteristic		GGNRA Survey	San Francisco*	State of California*
Ages 65 or Older	(Visitors)	9%	14%	11%
< 18 Years Old	(Visitors)	13%	14%	26%
Hispanic/Latino	(Respondents)	8%	14%	36%
Race				
White	(Respondents)	82%	58%	77%
Black/African Am.	(Respondents)	2%	7%	7%
Asian	(Respondents)	12%	32%	12%
Nat. Hawaiian Pac Islander	(Respondents)	1%	1%	<1%
Bachelor's Degree or More	(Respondents)	72%	45%	27%
Median Household Income	(Respondents)	\$50-99,000	\$67,333	\$59,928

* Source: 2007 Census Quick Facts, San Francisco City/County; <http://quickfacts.census.gov/qfd/states/06/06075.html>

The final comparison seeks to determine if the GGNRA visitor characteristics, trip profiles and trip ratings were similar to those in another well known national park in California that is in a more non-urban setting. A 2005 socio-economic survey of visitors at entrance stations in Yosemite National Park was used to show how GGNRA visitors are distinct in their characteristics, trip features, or ratings of the park. Table 77 illustrates that GGNRA visitors are much more likely to be California residents (79%) than Yosemite visitors (57%). In fact, 59% of GGNRA visitors resided in San Francisco and 36% adjacent to the park boundary. These data show the great extent to which GGNRA visitation is from local residents. Yosemite has twice the percentage of international visitors (18%) versus GGNRA (9%), suggesting GGNRA is less of an international destination than a top tier national park. GGNRA respondents are vastly more likely to be frequent visitors with only 5% being first time visitors in last 12 months, compared

to 81% of Yosemite respondents. The percentage of respondents who were Hispanic or Latino was the same (8%) for both GGNRA and Yosemite. But GGNRA respondents were more racially diverse with the percentage of visitors who are a non-White racial category being greater (18%) than for Yosemite (12%). These data suggest that GGNRA are more likely than Yosemite visitors to be local and state residents, frequent visitors and more racially diverse.

Table 77. Comparison of Survey Results; 2008 GGNRA Visitor Survey and 2005 Yosemite National Park Visitor Survey

Respondent Characteristic	GGNRA Survey	Yosemite Survey ¹
First Park Trip In Last 12 Months	5%	81%
Traveled Alone to Park	42%	6%
California Resident	79% ³	57%
Other State Resident	12%	25%
International Resident	9%	18%
Respondent Age 50 or Less	66	71%
Hispanic/Latino	8%	8%
Non-White Race	18%	12%
Information Source 1	Past Experience 57%	Past Experience 57%
Information Source 2	Friends/Relatives 10%	Friends/Relatives 45%
Information Source 3	Saw/Discovered It 8%	NPS Website 40%
Information Source 4	Guidebook 5%	Guidebook 38%
Visit Primary Reason 1	Walk/Hike 36%	Sightsee/Scenic Drive 60%
Visit Primary Reason 2	Run/Jog 10%	Day Hike 20%
Visit Primary Reason 3	Walk Dog 10%	Camp- Developed Sites 5%
Visit Primary Reason 4	Bike On Roads 5%	Art/Photography 4%
Median Length of Stay In Park	1.5 Hrs	2 Days
Not At All Crowded	62%	4%
Very Crowded	1%	15%
Overall Facility/Service Quality		
Very Good	38%	39%
Good	42%	49%
Average	16%	11%
Poor	3%	1%
Very Poor	1%	<1%
Number of Completed Surveys	2,748	718
Total Response Rate ²	26%	59%

¹ Source: Yosemite National Park Visitors Study, 2005. University of Idaho. Visitors given survey at entrance station.

² Surveys completed divided by number of visitors contacted.

³ A total of 59% of GGNRA respondents resided in San Francisco and 36% lived near park.

A related question is if GGNRA respondents had different trip characteristics than Yosemite visitors. Table 77 shows that the most frequently used information source used to plan their park

trip, prior visits, was equally likely at GGNRA and Yosemite (57% each). Referrals by friends/relatives, the second most common information source, were much less frequently cited for GGNRA (10%) versus Yosemite (45%). Another significant difference in information sources used to plan their trip was related to use of the park's website. Over 40% of Yosemite respondents used the Yosemite website, while only 5% of GGNRA respondents used the internet. GGNRA respondents were more likely to just discover the park (8%) and make an unplanned trip. Guidebooks were the fourth most common information source at each park, but Yosemite visitors were much more likely to use those (38%) versus GGNRA visitors (5%). It is clear that the majority of GGNRA respondents used fewer information sources and relied more heavily on past experience to plan their visit. This suggests that the GGNRA Partners must employ a wider variety of information and communication sources than Yosemite staff, who have an entrance stations and large internet use to disseminate information.

Visitors to GGNRA are staying a much shorter time in the park, on average 1.5 hours, versus Yosemite visitors who stayed a median average of 2 days. There are no overnight accommodations in GGNRA, other than one small limited use campground. GGNRA is clearly more of a partial day destination versus the multiday status of Yosemite.

The primary reasons for visiting GGNRA are also significantly different from Yosemite. GGNRA respondents were more likely to be there for walking or hiking (36%), running or jogging (10%), walking a dog (10%), or biking on roads (5%); as compared to sightseeing/scenic drive (60%), day hikes (20%), camping (5%), and art/photography (4%) at Yosemite. Data suggests that GGNRA is more of a health/fitness-in-the-outdoors type destination, while Yosemite is a more of a sightseeing multiday nature activity destination. It is surprising how few GGNRA respondents cited viewing scenery or wildlife as a primary reason for visiting. This may occur because the dominant GGNRA user types are local and Bay Area residents, who frequently visit the park and are more familiar with it than visitors are visitors of Yosemite.

Surveys identified perceived crowding levels for both GGNRA and Yosemite. Over 62% of GGNRA respondents stated their visit was *not at all crowded* and only 1% reported it was *very crowded*. This does significantly contrast with Yosemite respondents where only 4% stated it was *not at all crowded* while 15% reported it was *very crowded*. Findings suggest that GGNRA respondents feel much less crowded than does the average visitor to Yosemite. Why do GGNRA respondents who are visiting a park located next to a large city perceive their visit to be less crowded than respondents in a remote park like Yosemite? One possible explanation is differences in expectations about their visit. Yosemite visitors go to the park to get away from their generally congested urban residential/work environment for a scenic drive or walk and are often surprised by how crowded some parts of the park are, such as Yosemite Valley. In contrast, GGNRA respondents, being frequent visitors and primary local and regional residents living in a dense urban corridor, are accustomed to city congestion, have a higher crowding threshold for an urban park and desire the markedly less populated GGNRA environment. Therefore, they do not perceive GGNRA as being as crowded as compared to where they live or work. Due to the many entry and exit points GGNRA use maybe spread out (except possibly at the Toll Plaza area) and not as concentrated as in Yosemite. Another possible explanation is that the primary reasons why GGNRA respondents visit the park are less affected by crowding than are those of Yosemite respondents. A final reason may be that for GGNRA respondents there are no other better, nearby substitute locations for their average 1.5 hour park activity and they therefore view the level of crowding as acceptable.

The overall quality rating of facilities and services by visitors in both GGNRA and Yosemite are also shown in Table 77. Nearly equal numbers of visitors from both parks gave an overall rating of *very good* (38-39%). However, more Yosemite visitors gave park facilities a *good* rating (49%) than at GGNRA (42%). GGNRA had more visitors who rated overall quality as *average* (16%), *poor* (3%) or, *very poor* (1%) than did Yosemite visitors (10%, 1%, and <1%, respectively). A lower facility and service quality rating was especially noticeable at the Ocean Beach site grouping where respondents rated them *average* (31%), *poor* (7%) or *very poor* (3%). These data suggest that, taken as a whole, GGNRA facility and service quality is just slightly lower than Yosemite, but that Ocean Beach is significantly lower in quality ratings.

In summary, three of the five data analysis site locations (Ocean Beach, Presidio B, and Crissy Field/Presidio A) are distinct in terms of many of their visitors, trip characteristics and respondent likes, dislikes, and suggestions for improvement. This suggests individualized management priorities, strategies and budgeting are required in each. A comparison with a recent GGNRA visitor survey from the Headlands District in Marin County suggests the overall socio-economic characteristics of visitors from this Marin County park area are quite similar to those of the current research. Another question was if GGNRA visitors in the study area are similar on select socio-economic characteristics to residents of San Francisco City/County and to the overall State of California. GGNRA respondents were similar to local residents in terms of age, percent with children and median household income. But survey respondents were significantly different in likelihood of being White and having higher education levels. GGNRA respondents were much less likely to be Hispanic or Latino than the state population. A final comparison was between select visitor and trip characteristics and quality ratings from this research with those from the 2005 Visitor Study in Yosemite National Park. These data suggest that GGNRA visitors are more likely than Yosemite visitors to be local and state residents, frequent visitors and more racially diverse. It was also clear that the majority of GGNRA respondents used fewer information sources and relied more heavily on past experience to plan their visit than in Yosemite. Median length of stay was vastly different, with GGNRA visitors staying an average of 1.5 hours, while the typical Yosemite visitor stayed two days in the park. GGNRA is clearly more of a partial day destination versus the multiday status of Yosemite. Data on the primary reason for the park visit suggests that GGNRA is more of a health/fitness-in-the-outdoors type destination, while Yosemite is more of a sightseeing multiday nature activity destination. Findings also suggest that GGNRA respondents feel much less crowded than does the average visitor to Yosemite. Data on the quality of facilities and services suggests that, taken as a whole, GGNRA facility and service quality is just slightly lower than Yosemite, but that Ocean Beach is significantly lower in quality ratings.

When all of the special survey design considerations by national and local experts, the thorough implementation strategies and non-response checks are considered they strongly suggest that, despite a lower than expected response rate, the survey findings accurately represent visitors to the GGNRA sites analyzed during the survey periods. The significant differences between the five site groupings present challenges to managers because they suggest unique administration, visitor satisfaction efforts, resource protection, and budget allocations are needed for each. There have been substantial efforts made by Partner agencies to make the park more relevant and used by all types of people. Although survey respondents were similar to city residents in terms of age, percent with children, and household income, and GGNRA visitors are more racially diverse than Yosemite National Park visitors; GGNRA visitors are still much more likely to be White

and have higher education levels than City or State residents. This suggests that additional efforts are needed to encourage use of the park by all. Findings also suggest that the GGNRA Partners must employ a wider variety of information and communication strategies. Data indicates that GGNRA is more of a health/fitness-in-the-outdoors type destination, compared to Yosemite being more of a sightseeing multiday activity nature destination and this impacts management decision making in myriad ways. Crowding does not yet appear to be a significant issue among the majority of GGNRA visitors. Taken as a whole, GGNRA facility and service quality ratings are almost equal to Yosemite, which supports past Partner efforts at improving and maintaining facilities and services in an open-access park like GGNRA. But these data also highlight how much lower quality ratings are for Ocean Beach, and suggest that more management attention and funding are required in this park district.