



Cuyamaca Rancho State Park General Plan Overview of the 2012 On-line Visitor Survey

About the 2012 On-line Visitor Survey

The visitor survey was conducted to help gauge and understand current visitor demographics and use of Cuyamaca Rancho State Park (CRSP), as well as perceptions and preferences about park facilities, activities and programs. Additional visitor information is being gathered at General Plan public meetings and by reviewing data such as visitor register entries and other California State Parks visitor surveys. Together, this information is being used to identify current issues and help formulate General Plan proposals.

The on-line visitor survey was open between 9/7/2012 and 11/7/2012. Invitations to participate in the survey were emailed to 3,416 CRSP campers who had registered on ReserveAmerica (camping reservation system) from 4/1/2012 to 8/31/2012. People were also invited to take the survey via the General Plan webpage and at the October 3, 2012 General Plan meeting. A total of 83 people attended this meeting and were invited to either take the on-line survey during the break-out sessions or to take the survey from home.

The total number of survey respondents was 1,457: 80.4% were campers and 19.6% were day trip visitors. These respondents are a small sampling and not necessarily a representational sample of park visitors. Between 1996 and 2011, the average annual attendance was 475,472 (354,645 for Day Use and for 120,828 Camping). Nonetheless, the responses provide an opportunity to gain insight to some of the park's visitors and their needs and desires.

Tips for reviewing the survey responses

The responses to the 2012 On-line Visitor Survey total 248 pages. When reviewing this rather large document, keep the following in mind:

- Question 1 (*Have you ever visited Cuyamaca Rancho State Park?*): this question required a 'Yes' response in order to proceed with the rest of the survey. For the 129 people who responded 'No,' the survey ended here.
- Question 7 (*Did you camp or were you on a day trip to Cuyamaca Rancho State Park when you last visited?*): for those responding 'Day trip,' the next questions were 8-11. For those responding 'Camping,' the next questions were 12-18.
- Pages 22 through 115 are the zip code responses. See the following pages for the two color-coded maps that were created based on this data.
- Pages 115 through 205 show the responses to any question that provided for an 'other' type of response.
- Pages 207 through 248 are the responses to Question 28 (*Is there anything else you would like to tell us about Cuyamaca Rancho State Park or about the California State Park System as a whole? If so, please respond below.*).