

# VISITOR ANALYSIS

## HAYSTACK ROCK AWARENESS PROGRAM



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[www.ci.cannon-beach.or.us/HRAP](http://www.ci.cannon-beach.or.us/HRAP)



### ABOUT THE STUDY

During the summer of 2018 Sea Grant Scholar, Dylan Rosanzky, administered a human dimensions survey in and around Oregon to assess the composition of visitors to Haystack Rock in Cannon Beach, Oregon. These are his results.

### WHO ARE THEY?



48.14%

VISITORS BETWEEN THE AGES OF 35 AND 54



75%

FEMALE VISITORS

50%

VISITORS FROM OUTSIDE OREGON



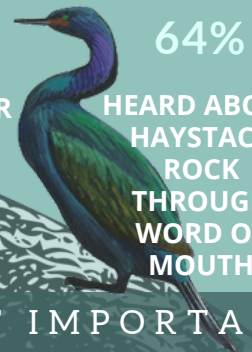
37%

VISITED OVER 10 TIMES



64%

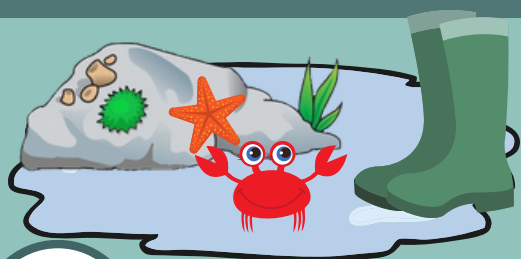
HEARD ABOUT HAYSTACK ROCK THROUGH WORD OF MOUTH



### WHY DO THEY COME?

### HOW DID WE DO?

### IS IT IMPORTANT?



54%

COME FOR TIDEPOOLING

56%

WERE AWARE OF HRAP BEFORE TAKING THE SURVEY

80%

FOUND OUR SIGNAGE BENEFICIAL

95%

AGREE OR STRONGLY AGREE IT IS NECESSARY TO PROTECT HAYSTACK ROCK



34%

COME FOR BIRDING

96.75%

HAD A GOOD OR GREAT EXPERIENCE AT HAYSTACK ROCK!

92%

AGREE OR STRONGLY AGREE MORE EDUCATIONAL PROGRAMS LIKE HRAP ARE NEEDED ALONG THE COAST