



Black Canyon of the Gunnison National Park Visitor Study

Summer 2010

Natural Resource Report NPS/NRPC/SSD/NRR—2011/144/106894



ON THE COVER

Photograph courtesy of Black Canyon of the Gunnison National Park

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Nancy C. Holmes, Ariel Blotkamp, Steven J. Hollenhorst

Visitor Services Project
Park Studies Unit
University of Idaho
Moscow, ID 83844-1139

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Executive Summary

- This report describes the results of a visitor study at Black Canyon of the Gunnison National Park (NP) during June 26 - July 2, 2010. A total of 667 questionnaires were distributed to visitor groups. Of those, 459 questionnaires were returned resulting in a 68.8% response rate.
- This report profiles a systematic random sample of Black Canyon of the Gunnison NP visitors. Most results are presented in graphs and frequency tables.
- Fifty-one percent of visitor groups were in groups of two and 29% were in groups of three or four. Seventy-one percent of visitor groups were in family groups.
- United States visitors comprised 95% of total visitation during the survey period, with 33% from Colorado and smaller proportions from 45 other states. International visitors were from 18 countries and comprised 5% of the visitation, with 17% from Belgium, 16% from Germany, and 13% from Switzerland.
- Seventy-one percent of visitors were visiting the park for the first time in their lifetime and 18% visited less than once per year.
- Forty-five percent of visitors were ages 46 - 65 years, 15% were ages 15 years or younger, and 13% were ages 66 or older. Thirty-seven percent of respondents had a bachelor's degree.
- Most visitor groups (84%) obtained information about the park prior to their visit, of which most obtained information about the park through friends/relatives/word of mouth (41%) and the Black Canyon of the Gunnison NP website (41%). Ninety-two percent received the information they needed. To obtain information for a future visit, 77% of visitor groups would use the park website.
- For 51% of non-resident visitor groups, the primary reason for visiting the park area (within 20 miles) was to visit Black Canyon of the Gunnison NP. The average length of stay in the park area was 57 hours, or 2.4 days and the average length of stay in the park was 16 hours, or 0.7 days.
- Gunnison Point was visited by 74% of visitor groups. The most common activity was general sightseeing (87%); the most important activity was also general sightseeing (44%).
- Fifty-six percent of visitor groups walked/hiked trails during their visit and 39% were interested in additional trails.
- The visitor service and facility most commonly used by visitor groups was the restrooms (81%).
- Most visitor groups (90%) rated the overall quality of facilities, services, and recreational opportunities at Black Canyon of the Gunnison NP as "very good" or "good." One percent of groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Margaret Littlejohn for overseeing the fieldwork, Chad Kooistra, Amanda Halverson, Cindi Jette, and the staff and volunteers of Black Canyon of the Gunnison National Park for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

About the Authors

Nancy Holmes and Ariel Blotkamp are Research Assistants with the Visitor Services Project. Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho.

Introduction

This report describes the results of a visitor study at Black Canyon of the Gunnison National Park (NP) conducted June 26 - July 2, 2010 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The National Park Service website for Black Canyon of the Gunnison NP describes the park: “The Black Canyon of the Gunnison's unique and spectacular landscape was formed slowly by the action of water and rock scouring down through hard Proterozoic crystalline rock. No other canyon in North America combines the narrow opening, sheer walls, and startling depths offered by the Black Canyon of the Gunnison” (www.nps.gov/blca, retrieved December, 2010).

Organization of the Report

The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: **Appendices**

Appendix 1: *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis*. A list of sample questions for cross-references and cross-comparisons. Comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report.

Appendix 3: *Decision rules for checking non-response bias*. An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications*. A complete list of publications by the VSP. Copies of these reports can be obtained by visiting the website: www.psu.uidaho.edu/vsp/reports.htm or by contacting the VSP office at (208) 885-7863.

Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the Results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

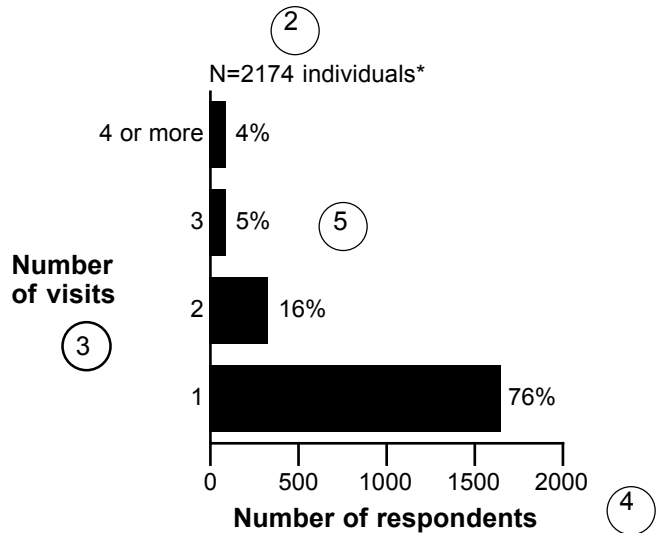
SAMPLE

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "CAUTION!" is shown on the graph to indicate the results may be unreliable.

* appears when total percentages do not equal 100 due to rounding.

**appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.
4. Horizontal information shows the number or proportions of responses in each category.
5. In most graphs, percentages provide additional information.



1 **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at selected locations during June 26 - July 2, 2010. Visitors were surveyed between the hours of 8 a.m. and 6 p.m. Table 1 shows the three locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 750 visitor groups were contacted and 667 of these groups (88.9%) accepted questionnaires. The average acceptance rate for 211 VSP visitor studies conducted from 1988 through 2009 is 91.8%. Questionnaires were completed and returned by 459 visitor groups resulting in a 68.8% response rate for this study. The average response rate for the 211 VSP visitor studies is 73.5%.

Table 1. Questionnaire distribution, summer 2010

Sampling site	Distributed		Returned	
	N	%	N	%
Tomichi Point	425	64	300	65
East Portal	100	15	59	13
North Rim	142	21	100	22
Total	667	100	459	100

Questionnaire design

The Black Canyon of the Gunnison NP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Black Canyon of the Gunnison NP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Black Canyon of the Gunnison NP questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys, thus the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first-class postage stamp.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	July 20, 2010	599	40	639
1 st Replacement	August 3, 2010	303	21	324
2 nd Replacement	August 23, 2010	240	0	240

Data analysis

Returned questionnaires were coded and the visitor responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of June 26 - July 2, 2010. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period was generally hot and sunny, with some overcast skies and occasional severe thunderstorms. No special events occurred in the area that would have affected the type and the amount of visitation to the park.

Checking non-response bias

Four variables were used to check non-response bias: respondents' age, group size, overall quality rating score, and level of education. Participants at higher age ranges may be more responsive to the survey, but there was no significant difference in group size (see Table 3). There were no significant differences between early and late responders in terms of level of education and overall quality rating (see Table 4). See Appendix 3 for more details on the non-response bias checking procedures.

Table 3. Comparison of respondents and nonrespondents

Variable	Respondents	Nonrespondents	p-value (t-test)
Age (years)	52.07 (N=459)	45.42 (N=206)	0.012
Group size	2.83 (N=455)	3.20 (N=204)	<0.001

Table 4. Comparison of respondents at different mailing waves

Variable	Before postcard	Between postcard and 1st replacement	After 1st replacement	p-value
Education level (number of respondents in each category – Chi-square test)				
Some high school	1	1	2	
High school diploma/GED	18	5	12	
Some college	44	11	35	
Bachelor's degree	99	29	39	
Graduate degree	99	17	38	0.107
Overall quality (Average rating within each mailing wave – ANOVA)				
	4.41	4.42	4.37	0.135

Results

Group and Visitor Characteristics

Visitor group size

Question 23b

On this visit, how many people were in your personal group, including yourself?

Results

- 51% of visitors were in groups of two (see Figure 1).
- 29% were in groups of three or four.

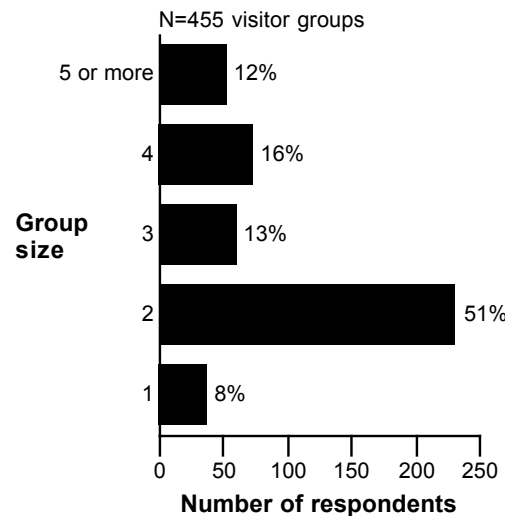


Figure 1. Visitor group size

Visitor group type

Question 23a

On this visit, which kind of personal group (not guided tour/school/climbing/other organized group) were you with?

Results

- 71% of visitor groups were made up of family members (see Figure 2).
- 12% were with friends.
- One “other” group type (<1%) was listed:

Research group

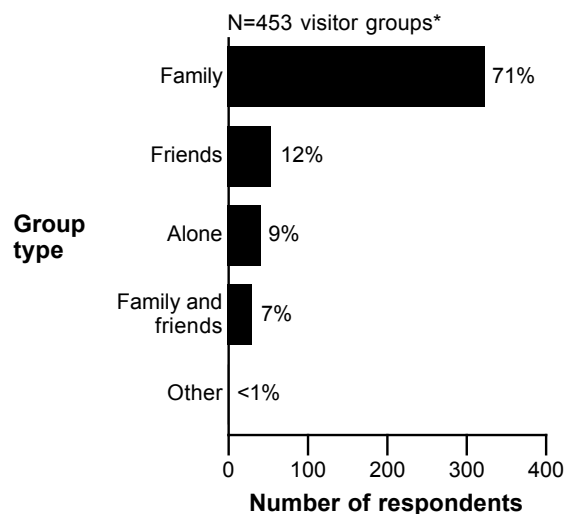


Figure 2. Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 22a

On this visit, were you and your personal group with a commercial guided tour group?

Results

- No visitor groups were with a commercial guided tour group (see Figure 3).

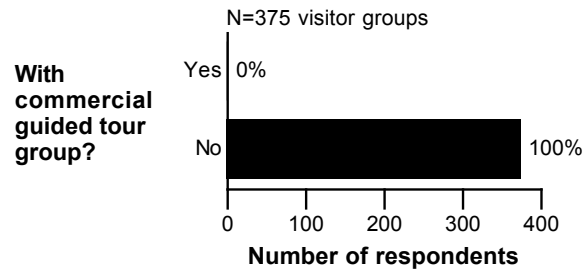


Figure 3. Visitors with a commercial guided tour group

Question 22b

On this visit, were you and your personal group with a school/ educational group?

Results

- Less than 1% of visitor groups were with a school/educational group (see Figure 4).

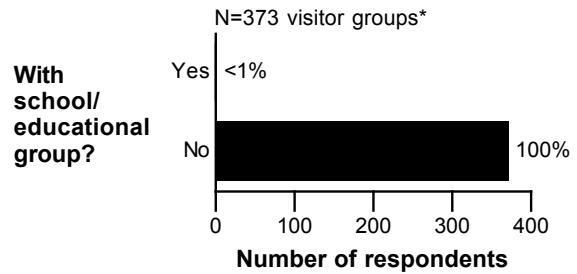


Figure 4. Visitors with a school/educational group

Question 22c

On this visit, were you and your personal group with a climbing group?

Results

- Less than 1% of visitor groups were with a climbing group (see Figure 5).

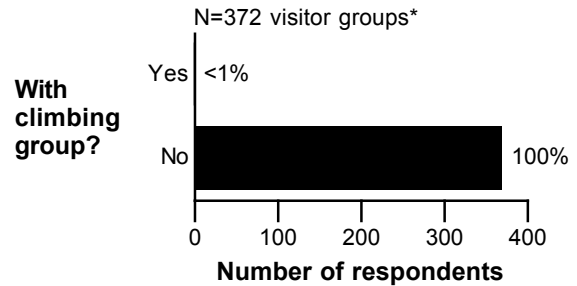


Figure 5. Visitors with a climbing group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 22d

On this visit, were you and your personal group with an “other” organized group (business, church, scout, etc.)?

Results

- 3% of visitor groups were with an “other” organized group (see Figure 6).

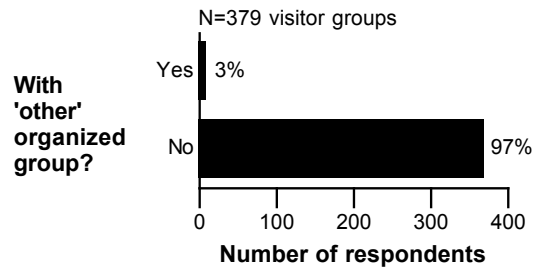


Figure 6. Visitors with an “other” organized group

Question 22e

If you were with one of these organized groups, how many people, including yourself, were in this organized group?

Results - Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 7).

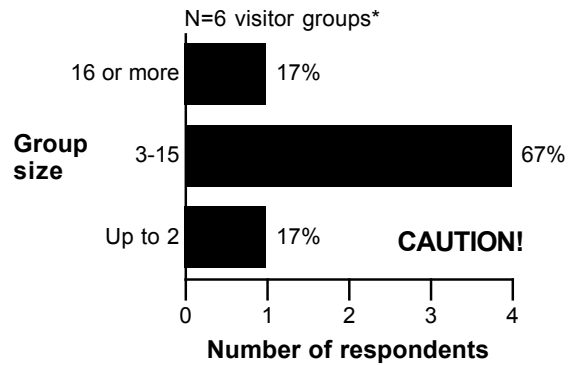


Figure 7. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 24b

For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 46 states and comprised 95% of total visitation to the park during the survey period.
- 33% of U.S. visitors came from Colorado (see Table 5 and Figure 8).
- 10% came from Texas.
- 9% came from California.
- Smaller proportions of U.S. visitors came from 43 other states.

Table 5. United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=1123 individuals	Percent of total visitors N=1186 individuals
Colorado	373	33	31
Texas	113	10	10
California	100	9	8
Arizona	39	3	3
Illinois	38	3	3
Kansas	30	3	3
Florida	26	2	2
Indiana	21	2	2
Virginia	21	2	2
Oklahoma	19	2	2
Kentucky	18	2	2
Missouri	18	2	2
Ohio	18	2	2
Utah	18	2	2
Minnesota	17	2	1
New York	17	2	1
North Carolina	17	2	1
29 other states	220	20	19

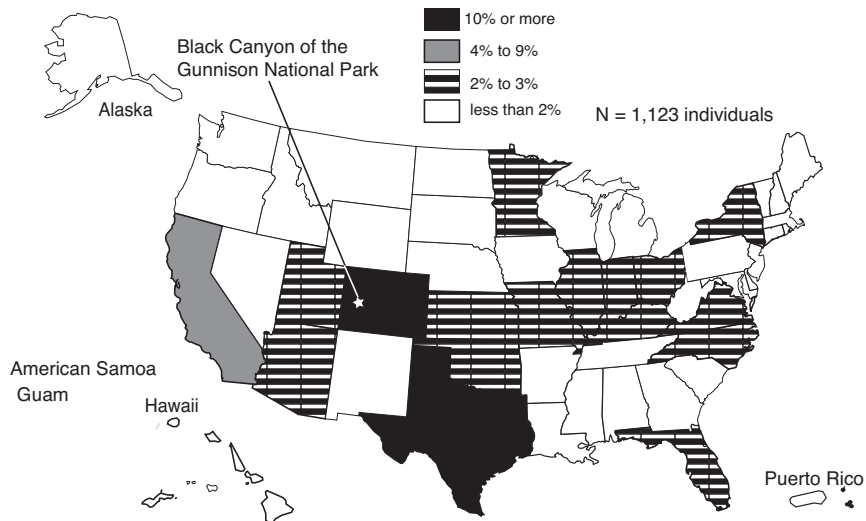


Figure 8. Proportions of United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors from Colorado and adjacent states

- Visitors from Colorado and adjacent states were from 61 counties and comprised 44% of the total U.S. visitation to the park during the survey period
- 5% came from Arapahoe County (see Table 6).
- 4% came from Montrose County.
- Smaller proportions came from 59 other counties.

Table 6. Visitors from Colorado and adjacent states by county of residence*

County, State	Number of visitors N=491 individuals	Percent
Arapahoe, CO	50	5
Montrose, CO	43	4
Mesa, CO	38	3
Jefferson, CO	33	3
El Paso, CO	29	3
Delta, CO	26	2
Denver, CO	26	2
Larimer, CO	26	2
Boulder, CO	23	2
Gunnison, CO	17	2
Maricopa, AZ	15	1
Pima, AZ	15	1
Johnson, KS	12	1
Adams, CO	10	1
Weld, CO	10	1
Bernalillo, NM	8	1
Douglas, CO	8	1
Broomfield, CO	7	1
Salt Lake, UT	7	1
Garfield, CO	6	1
Teller, CO	6	1
40 other counties	76	15

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence**Question 24b**

For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results

- International visitors were from 18 countries and comprised 5% of total visitation to the park during the survey period.
- 17% of international visitors came from Belgium (see Table 7).
- 16% came from Germany.
- 13% came from Switzerland.
- Smaller proportions of international visitors came from 15 other countries.

Table 7. International visitors by country of residence*

Country	Number of visitors	Percent of international visitors N=63 individuals	Percent of total visitors N=1186 individuals
Belgium	11	17	1
Germany	10	16	1
Switzerland	8	13	1
Netherlands	7	11	1
Australia	3	5	<1
China	3	5	<1
Czech Republic	3	5	<1
United Kingdom	3	5	<1
Austria	2	3	<1
Brazil	2	3	<1
Canada	2	3	<1
France	2	3	<1
Sweden	2	3	<1
Colombia	1	2	<1
Ireland	1	2	<1
Russia	1	2	<1
Singapore	1	2	<1
South Africa	1	2	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Frequency of visit

Question 24c

For you and your personal group on this visit, how frequently have you visited the Black Canyon of the Gunnison NP (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- For 71% of visitors, this was their first visit to Black Canyon of the Gunnison NP (see Figure 9).
- 18% visited less than 1 time/year.
- 9% visited from 1-11 times/year.

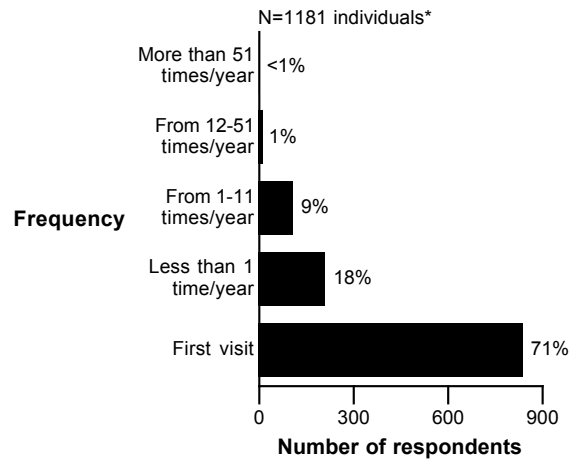


Figure 9. Frequency of visit to Black Canyon of the Gunnison NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 24a

For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 97 years.
- 45% of visitors were 46 to 65 years old (see Figure 10).
- 15% of visitors were in the 15 years or younger age group.
- 13% were 66 or older.

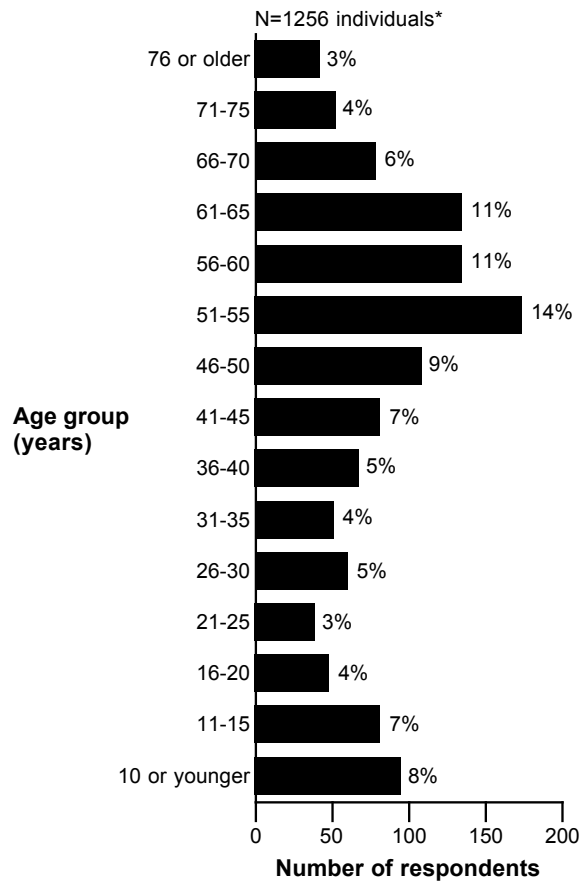


Figure 10. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor ethnicity

Question 27a

Are you or members of your personal group Hispanic or Latino?

Note: Response was limited to seven members from each visitor group.

Results

- 5% of visitors were Hispanic or Latino (see Figure 11).

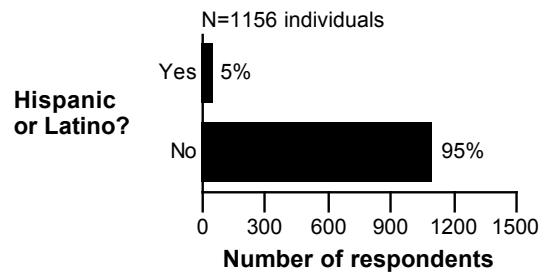


Figure 11. Visitors who were Hispanic or Latino

Visitor race

Question 27b

What is your race? What is the race of each member of your personal group?

Note: Response was limited to seven members from each visitor group.

Results

- 94% of visitors were White (see Figure 12).
- 3% were Asian.

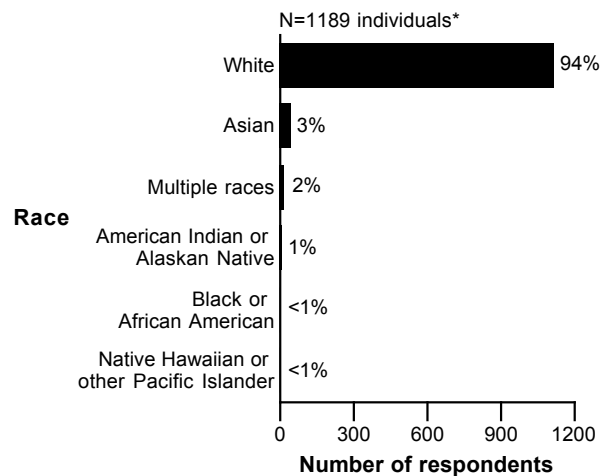


Figure 12. Visitor race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Language used for speaking and reading

Question 26a

When visiting an area such as Black Canyon of the Gunnison NP, which language(s) do you and most members of your personal group prefer to use for speaking?

Results

- 96% of visitor groups reported English as their preferred language for speaking (see Figure 13).
- Other languages (4%) are listed in Table 8.

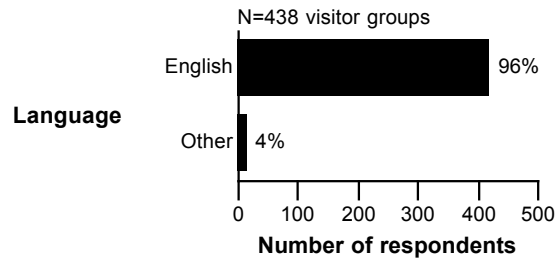


Figure 13. Language preferred for speaking

Question 26b

When visiting an area such as Black Canyon of the Gunnison NP, which language(s) do you and most members of your personal group prefer to use for reading?

Results

- 96% of visitor groups preferred English for reading (see Figure 14).
- Other languages (4%) are listed in Table 9.

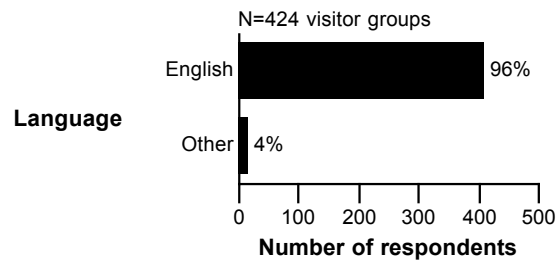


Figure 14. Language preferred for reading

Table 8. Other languages preferred for speaking (N=14 comments) – **CAUTION!**

Language	Number of times mentioned
German	6
Czech	1
Dutch	1
French	1
Hindi	1
Korean	1
Portuguese	1
Slovak	1
Spanish	1

Table 9. Other languages preferred for reading (N=12 comments) – **CAUTION!**

Language	Number of times mentioned
German	5
Czech	1
Dutch	1
French	1
Hindi	1
Korean	1
Portuguese	1
Spanish	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent level of education

Question 28

For you only, what is the highest level of education you have completed?

Results

- 37% of respondents had a bachelor’s degree (see Figure 15).
- 34% had a graduate degree.
- 20% had some college.

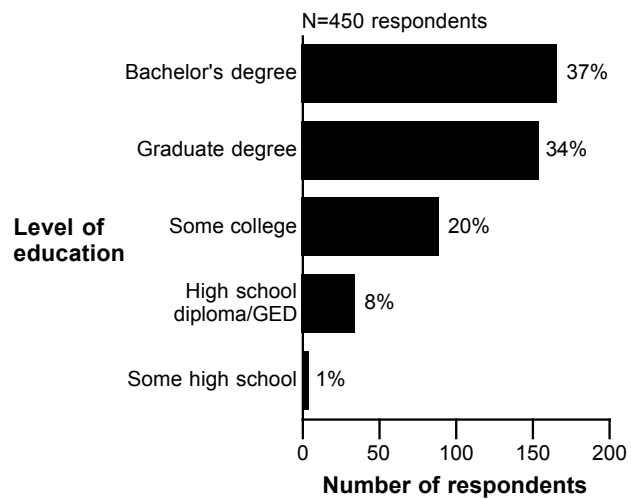


Figure 15. Respondent level of education

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions

Question 25a

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

Results

- 16% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 16).

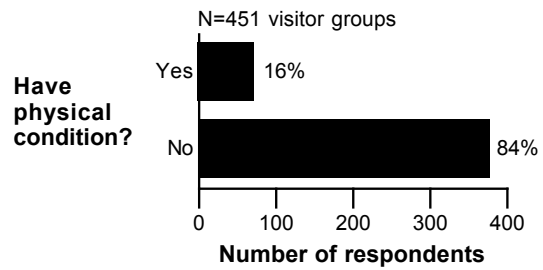


Figure 16. Visitor groups that had members with physical conditions

Question 25b

If YES, what services or activities were difficult to access/participate in? (Open-ended)

Results

- 63 visitor groups commented on the services and activities that were difficult to access or participate in (see Table 10).

Table 10. Services/activities that were difficult to access/participate in (N=63 comments)

Service	Number of times mentioned
Walking	17
Hiking	14
Trails	12
Accessing overlooks	6
Stairs/steps	4
Climbing hills	3
Rock climbing	2
Access to river	1
Boat tour access	1
Campground access	1
Camping	1
Restrooms	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did you and your personal group obtain information about Black Canyon of the Gunnison NP?

Results

- 84% of visitor groups obtained information about Black Canyon of the Gunnison NP prior to their visit (see Figure 17).
- As shown in Figure 18, among those visitor groups that obtained information about Black Canyon of the Gunnison NP prior to their visit, the most common sources were:

41% Friends/relatives/word of mouth
 41% Black Canyon of the Gunnison NP website
 39% Maps/brochures

- “Other” sources (5%) were:

Books about Black Canyon
 Climbing books
 Colorado geology book
 Ken Burns: National Parks
 Mistaken Identity
 National Geographic
 Picture on a calendar
 Then and Now Exhibit
 Visited Montrose

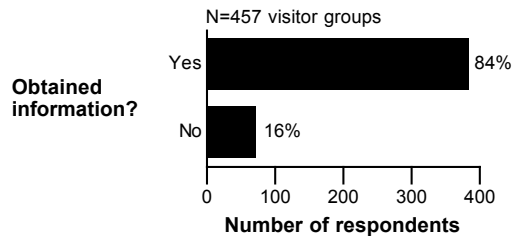


Figure 17. Visitor groups that obtained information about Black Canyon of the Gunnison NP prior to visit

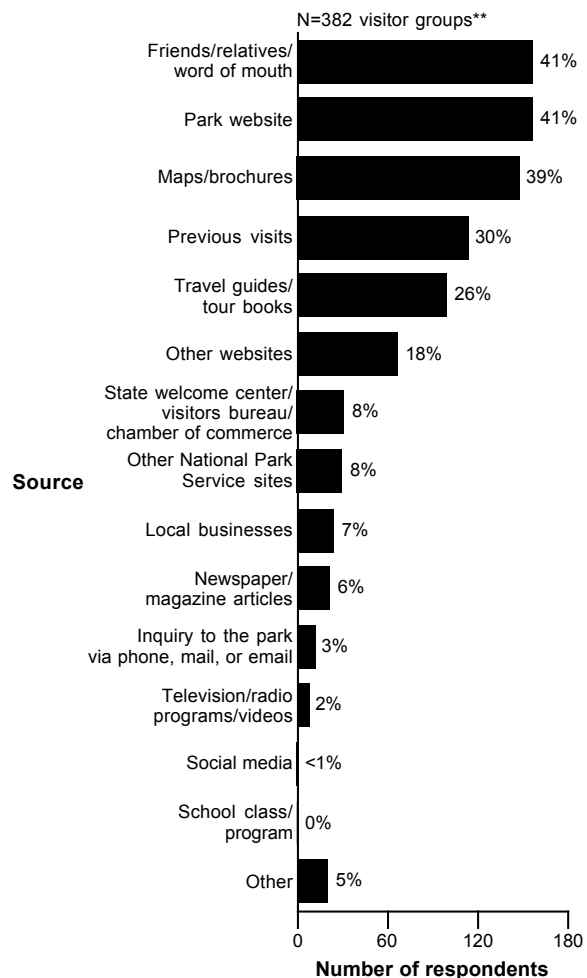


Figure 18. Sources of information used prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 1c

From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

Results

- 92% of visitor groups received needed information prior to their visit (see Figure 19).

Received needed information?

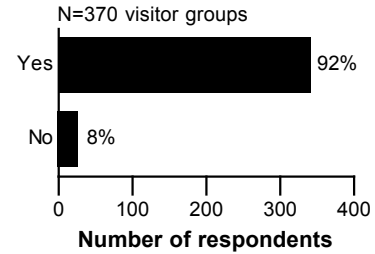


Figure 19. Visitor groups that received needed information prior to their visit

Question 1d

If NO, what type of park information did you and your personal group need that was not available? (Open-ended)

Results

- 27 visitor groups listed information they needed but was not available (see Table 11).

Table 11. Needed information that was not available (N=36 comments; some visitor groups made more than one comment.)

Type of information	Number of times mentioned
More hiking trail information	5
Entrance fees	4
Good North Rim map/access information	3
Camping information	2
Park map	2
Availability of overflow RV parking	1
Brochure and map	1
Clear pet rules	1
Details regarding entry points, points of interest	1
Distance from Gunnison	1
Drives	1
Exit information on other side	1
Facilities at North Rim	1
Food service	1
History	1
Just where to go	1
More specific information about rim roads and access points	1
Photo of park	1
Programs	1
Ranger programs	1
Reservations for camping, campground information, fees, nearest services	1
Size of camping sites	1
Time required to drive through	1
Times open/close	1
Travel time/directions from Aspen	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Information sources for future visit

Question 1b

If you were to visit Black Canyon of the Gunnison NP in the future, how would you and your personal group prefer to obtain information about the park?

Results

- As shown in Figure 20, visitor groups' most preferred sources of information for a future visit were:

77% Black Canyon of the Gunnison NP website
 36% Maps/brochures
 28% Previous visits

- "Other" preferred sources of information (3%) were:

Flashing neon signs
 Ranger station visitor center
 Visitor center
 West State extension classes

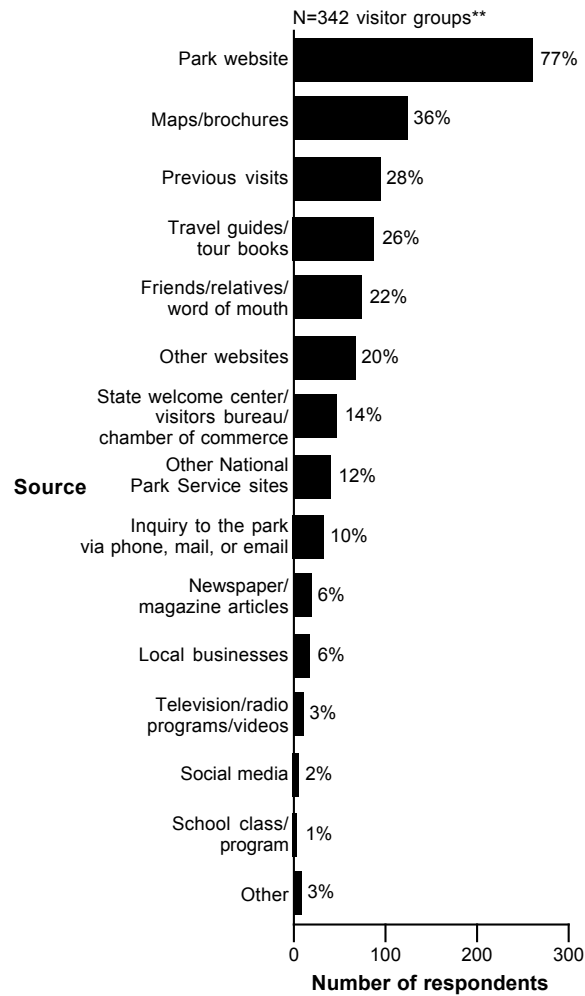


Figure 20. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question 4

How did this visit to Black Canyon of the Gunnison NP fit into your group's travel plans?

Results

- For 64% of visitor groups, Black Canyon of the Gunnison NP was one of several destinations (see Figure 21).
- 22% indicated that the park was not a planned destination.

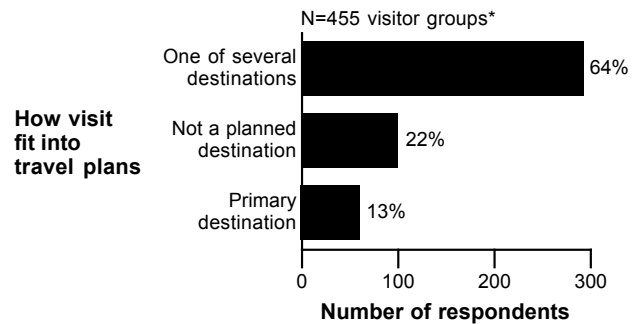


Figure 21. How visit to park fit into visitor groups' travel plans

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting park area

Question 5

On this trip, what was the primary reason that you and your personal group came to the Black Canyon of the Gunnison NP area?

Results

- 3% of visitor groups were residents of the area within 20 miles of the park (see Figure 22).
- As shown in Figure 23, the primary reasons for visiting the Black Canyon of the Gunnison NP area among non-resident visitor groups were:

51% Visit the park
 18% Traveling through - unplanned visit

- “Other” primary reasons (5%) were:

- Bicycle tour of Colorado
- Biological research at Rocky Mountain Biological Laboratory
- Camping at Crawford
- Check out camping and fishing
- College tour, Gunnison
- Cooler climate
- Fires near Rocky Mountain National Park made us change plans
- Fishing
- Grew up in this area
- Local motorcycle gathering
- Looking for place to spend night
- Planning future visits
- Recommended by staff at another park
- Resident of area (within 40 miles)
- Round trip and have time
- Staying in Gunnison
- Suggested by family
- Trail crew
- Trying to visit all national areas
- Utah/Colorado H.O.G. rally
- V-Strom gathering

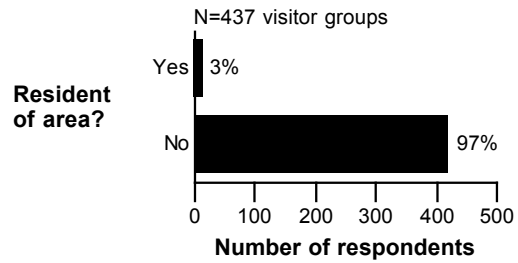


Figure 22. Residents of the area (within 20 miles of the park)

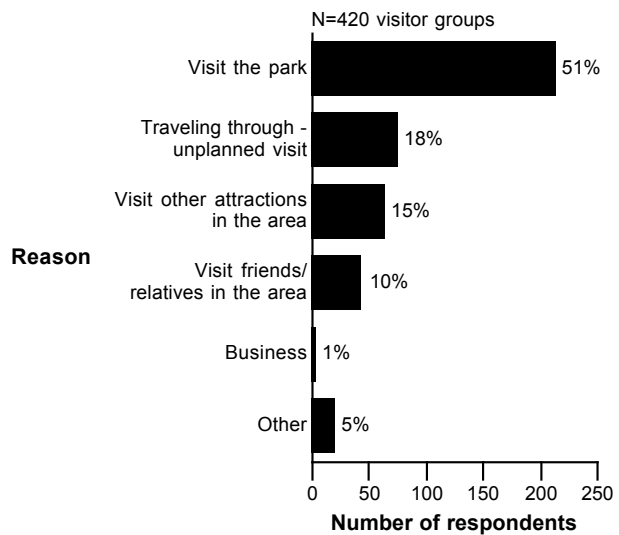


Figure 23. Primary reason for visiting the Black Canyon of the Gunnison NP area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Adequacy of directional signs

Question 9

On this visit, were the signs directing you and your personal group to and around Black Canyon of the Gunnison NP adequate?

Results

a. Signs on U.S. Highway 50

- 86% of visitor groups found the signs on U.S. Highway 50 directing them to the park adequate (see Figure 24).

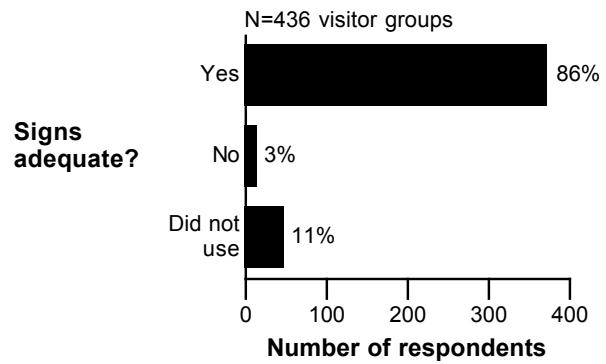


Figure 24. Visitor groups' opinions on adequacy of signs on U.S. Highway 50

b. Signs on State Highways 347 or 92

- 61% of visitor groups found the signs on State Highway 347 or 92 directing them to the park adequate (see Figure 25).

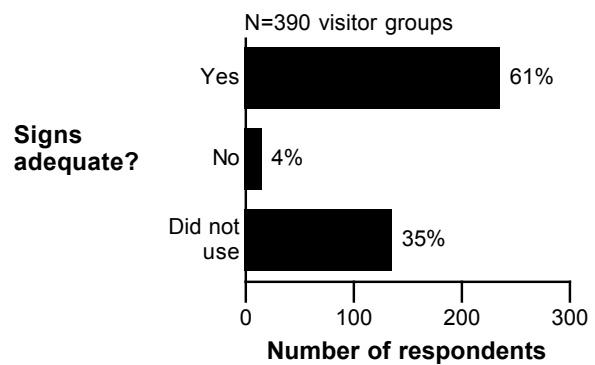


Figure 25. Visitor groups' opinions on adequacy of signs on State Highway 347 or 92

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

c. Signs on county roads leading to north rim

- 46% of visitor groups found the signs on county roads leading to north rim adequate (see Figure 26).

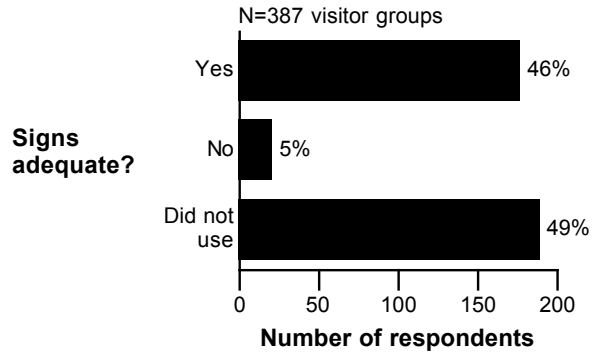


Figure 26. Visitor groups' opinions on adequacy of signs on county roads leading to north rim

d. Signs inside the park

- 94% of visitor groups found the signs inside the park adequate (see Figure 27).

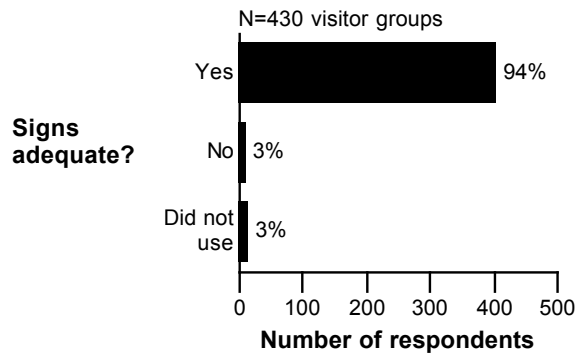


Figure 27. Visitor groups' opinions on adequacy of signs inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 9e

If you answered NO to any of the above, please explain. (Open-ended)

Results

- 32 visitor groups commented on problems with directional signs (see Table 12).

Table 12. Comments on directional signs
(N=51 comments; some visitor groups made more than one comment.)

Sign type	Comment	Number of times mentioned
U.S. Highway 50 (N=12)	Need indication of miles until site/route	2
	Not enough signs	2
	Did not mention gravel roads only	1
	Didn't see any signs	1
	Difficult to find	1
	Followed GPS and felt lost	1
	Got lost several times	1
	No signs till we arrived at Route 347	1
	The signs did not mention paved roads	1
The signs did not mention primary entrances	1	
State Highway 347 or 92 (N=10)	Did not know I would be limited to one side of the park	1
	Difficult to find	1
	Followed GPS and felt lost	1
	Got lost several times	1
	More signs in Gunnison needed	1
	Need indication of miles until site/route	1
	No signs to overlooks from Pulpit Rock to Dragon Point	1
	No visible sign for East Portal as leaving park	1
	Not enough signs	1
	Signs were not clear	1
County roads leading to north rim (N=17)	Signs too small	3
	Not enough signs	2
	Color of signs made them hard to see	1
	Description of South Portal needed	1
	Difficult to find	1
	Followed GPS and felt lost	1
	Got lost on the way to entrance	1
	Got lost several times	1
	Missed one turn on unpaved road	1
	Need indication of miles till site/route	1
	No sign at fork in road on Fruitland Mesa coming from Crawford	1
	Signs returning to Highway 92 very poor	1
	Signs were not clear	1
Small signs on road to North Rim	1	

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 12. Comments on directional signs (continued)

Sign type	Comment	Number of times mentioned
Signs inside the park (N=12)	Color of signs made them hard to see	1
	Difficult to find	1
	Followed GPS and felt lost	1
	Got lost several times	1
	More signs needed on overviews	1
	No sign for visitor center coming out of campground	1
	Not enough signs	1
	Saw East Portal sign because we knew it was there	1
	Signs too small	1
	The Delta side of canyon is poorly marked	1
	The signs didn't depict access to drive around the park	1
	Went to bottom and missed turn - didn't see sign.	1

Number of vehicles

Question 3

On this visit, how many vehicles did you and your personal group use to arrive at the park?

Results

- 93% of visitor groups used one vehicle to arrive at the park (see Figure 28).

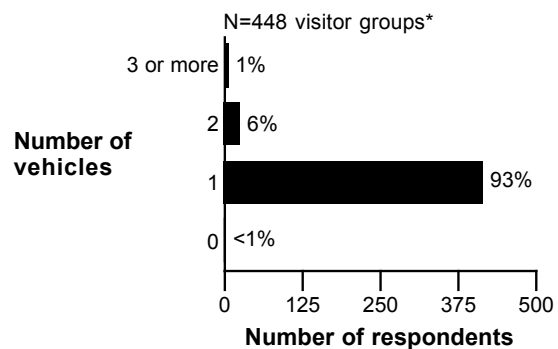


Figure 28. Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Use of park campground

Question 7a

On this trip, did you and your personal group camp inside Black Canyon of the Gunnison NP?

Results

- 76% of visitor groups were day users, and did not camp inside the park (see Figure 29).

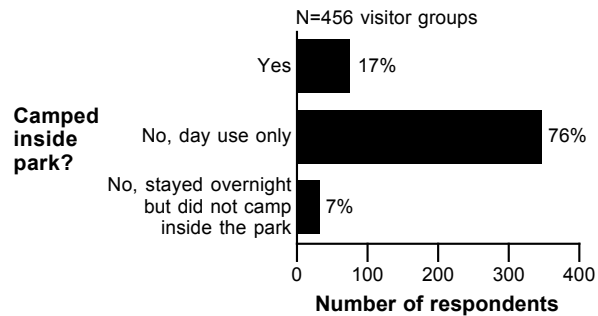


Figure 29. Visitor groups that camped inside Black Canyon of the Gunnison NP

Question 7b

If you and your personal group did not camp inside Black Canyon of the Gunnison NP, why not?

Results

- As shown in Figure 30, the most common reasons visitor groups did not camp inside the park were:
 - 13% Location not convenient
 - 13% Lack of desired campsite type
- “Other” reasons (84%) are listed in Table 13.

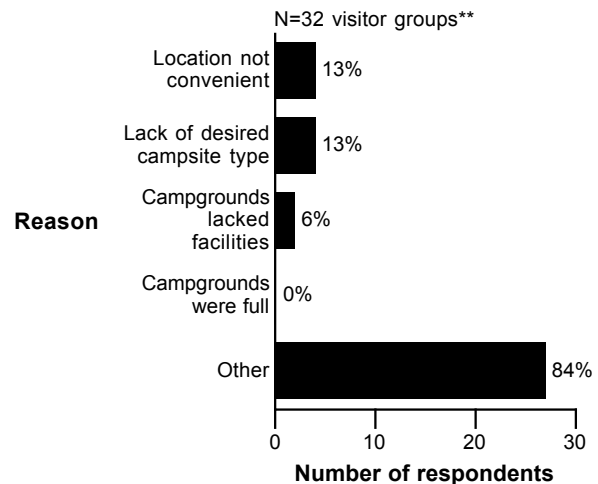


Figure 30. Reasons visitor groups did not camp inside Black Canyon of the Gunnison NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 13. “Other” reasons for not using the park campground
(N=59 comments)

Reason	Number of times mentioned
Stayed in motel/hotel	11
Did not plan for camping	8
Not campers	7
Traveling/passing through	6
Prefer motel/hotel to camping	4
Live in area	2
Not a planned overnight stay	2
Already camped in Gunnison	1
Arrived late in the evening	1
Camped at Silver Jack Reservoir	1
Couldn't find host or information	1
Dinosaurs in Fruita	1
Durango	1
From Los Angeles	1
Lazy F Ranch	1
Like to primitive camp for free	1
No cabins	1
Other arrangements	1
Rig too large	1
RV	1
Stayed at hotel, have children too young to camp	1
Stayed at nearby Lodgepole campground	1
Staying in Montrose	1
Traveling on motorcycle	1
Vineyards	1
We did not camp	1
We stayed at Ridgeway State Park as planned	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 7c

If the campgrounds lacked desired campsite types or facilities, what is it that you and your personal group needed that was not available? (Open-ended)

Results – Interpret with **CAUTION!**

- 9 visitor groups provided desired campsite types or facilities that were not available (see Table 14).

Table 14. Desired campsite types or facilities that were unavailable (N=16 comments; some visitors made more than one comment.) **CAUTION!**

Campsite type or facility	Number of times mentioned
Electrical sites	4
Water	3
Showers	2
Drinks	1
Heat	1
Ice	1
RV hookups	1
RV sites not as described on phone/website	1
RV sites too small	1
Sewer	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay in park

Question 6a

On this visit, how long did you and your personal group spend visiting Black Canyon of the Gunnison NP?

Results

Number of hours if less than 24 hours

- 45% of visitor groups spent 2-3 hours visiting the park (see Figure 31).
- 25% spent 4-5 hours.
- The average length of stay for visitor groups that spent less than 24 hours was 3.9 hours.

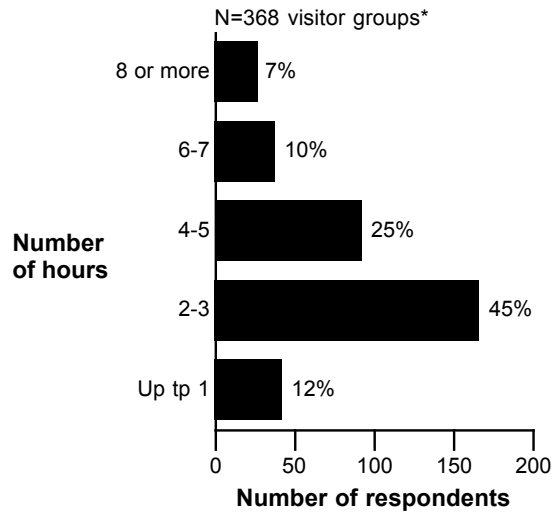


Figure 31. Hours spent at the park

Number of days if 24 hours or more

- 58% of visitor groups spent 2 days visiting the park (see Figure 32).
- 32% spent 3 or more days.
- The average length of stay for visitor groups that spent 24 hours or more was 2.9 days.

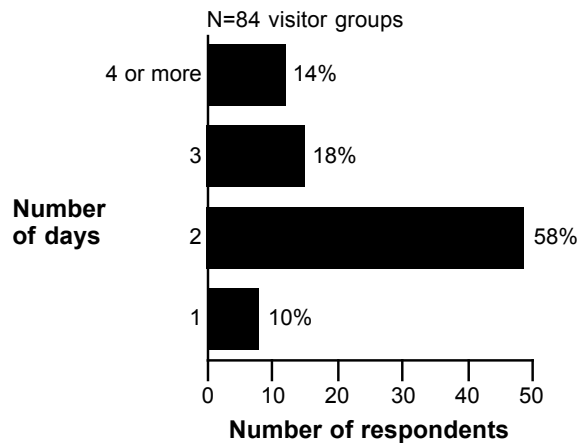


Figure 32. Days spent at the park

Average length of stay

- The average length of stay for all visitor groups was 16 hours, or 0.7 days.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay in park area

Question 6b

How long did you and your personal group stay in the Black Canyon of the Gunnison NP area (within a 60-mile radius of Montrose)?

Results

- 9% of visitors groups were residents of the area (see Figure 33).

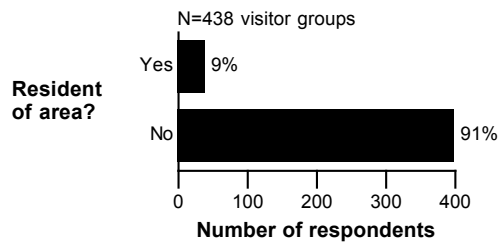


Figure 33. Visitor groups that were residents of the area

Number of hours if less than 24 hours

- 27% spent 8 or more hours visiting the area (see Figure 34).
- 26% of visitor groups spent 2-3 hours.
- The average length of stay for visitor groups that spent less than one day was 6.5 hours.

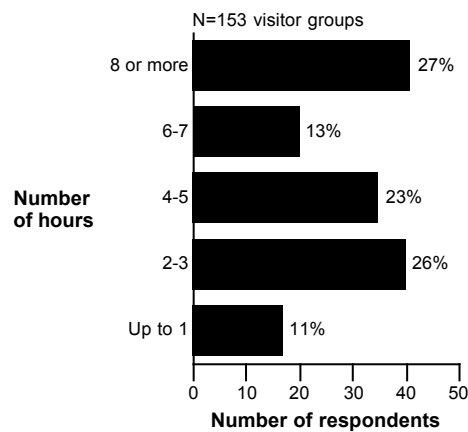


Figure 34. Hours spent in the park area (within a 60-mile radius of Montrose)

Number of days if 24 hours or more

- 30% of visitor groups spent 2 days visiting the area (see Figure 35).
- 20% spent one day.
- The average length of stay in the park area for visitor groups that spent 24 hours or more was 3.7 days.

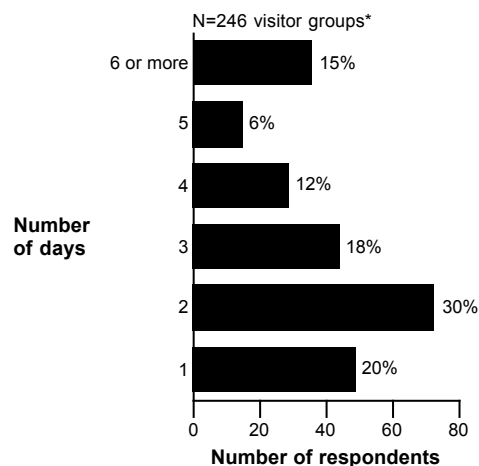


Figure 35. Days spent in the park area (within a 60-mile radius of Montrose)

Average length of stay

- The average length of stay in the park area for all visitor groups was 57 hours, or 2.4 days.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited in the park

Question 10

On this visit to Black Canyon of the Gunnison NP, which of the following sites did you and your personal group visit?

Results

- As shown in Figure 36, the most commonly visited sites by visitor groups at Black Canyon of the Gunnison NP were:
 - 74% Gunnison Point
 - 57% Painted Wall View
 - 57% Tomichi Point
- The least visited sites were:
 - 9% Exclamation Point
 - 3% Inner Canyon/Backcountry route
- Inner Canyon/Backcountry routes (3%) were:
 - Gunnison Route
 - Gunnison Trail
 - Inner Canyon
 - Inner Canyon Road
 - Long Gulch
 - River access
 - Trail by Narrows and Balanced Rock View
- "Other" sites (3%) were:
 - Amphitheater
 - All pull-off sites
 - Dead Horse Trail beyond
 - Drove down to river
 - Green Mountain
 - Oak Flat Trail
 - Picnic area south near river
 - Pine Creek Trail
 - Curecanti Trail

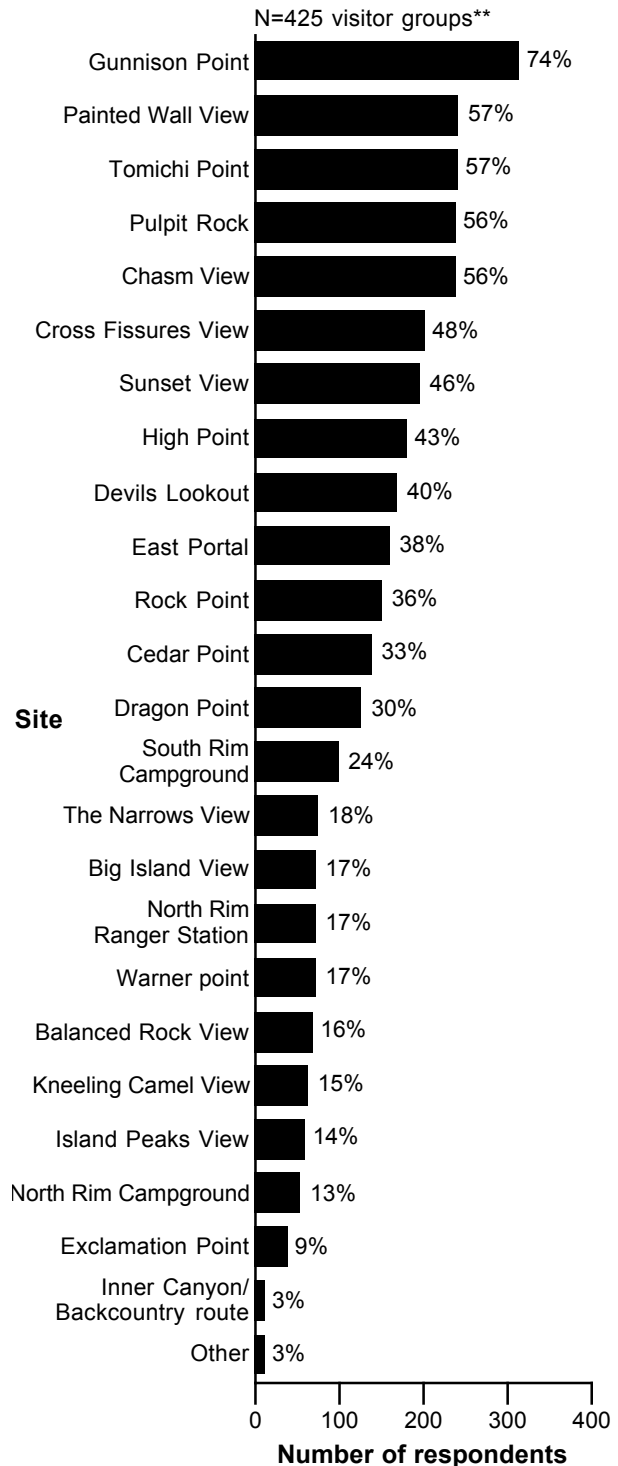


Figure 36. Sites visited within Black Canyon of the Gunnison NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited in the area

Question 8

Which other local and regional attractions did you and your personal group visit on this trip to Black Canyon of the Gunnison NP?

Results

- 74% of visitor groups visited other local and regional attractions (see Figure 37).
- As shown in Figure 38, of visitor groups that visited other local and regional attractions, the most common sites were:
 - 47% Ouray
 - 26% Telluride
- Table 15 shows “other” local and regional attractions (25%) visited.

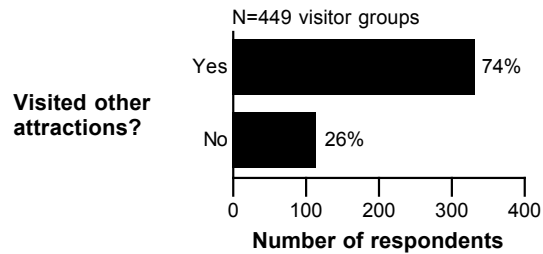


Figure 37. Visitor groups that visited other local and regional attractions

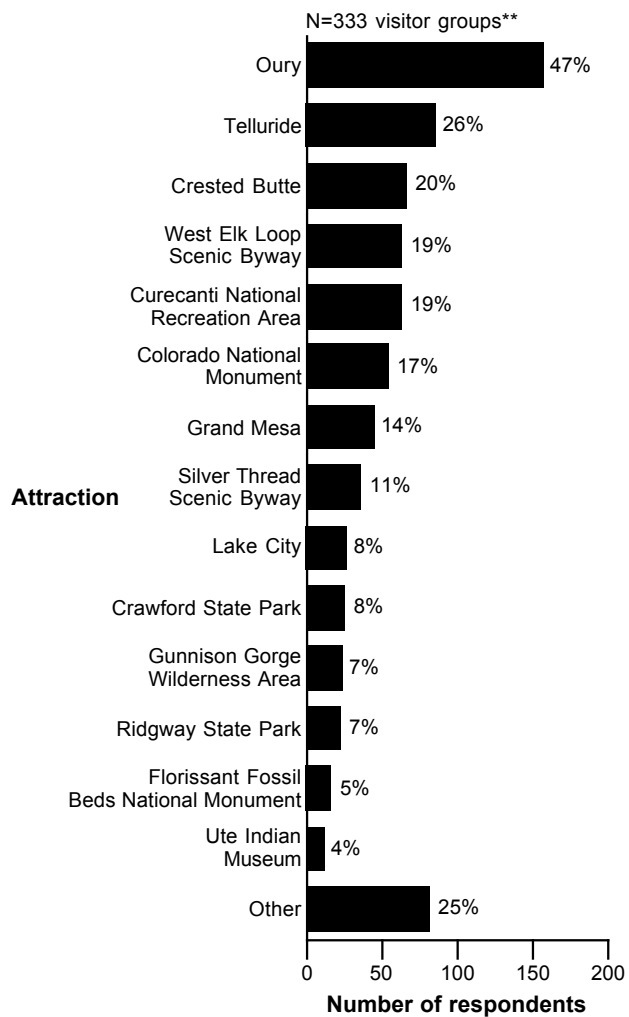


Figure 38. Other local and regional attractions

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15. Other local and regional attractions visited
(N=116 comments)

Attraction	Number of times mentioned
Mesa Verde	10
Silverton	8
Durango	6
Great Sand Dunes National Park	6
Gunnison	5
Arches National Park	4
Dinosaur National Monument	3
Royal Gorge	3
4-WD roads/trails	2
Box Canyon Falls	2
Canyonlands National Park	2
Cimarron	2
Cortez	2
Fishing	2
Garden of Gods	2
Glenwood Springs	2
Golden Belt Scenic Byway	2
Marble	2
Rocky Mountain National Park	2
Silver Jack Reservoir	2
Uncompahgre National Forest	2
Almont	1
Alpine Loop	1
Arkansas River	1
Aspen	1
Bicycle tour of Colorado	1
Boulder	1
Canyon City	1
Cave of Winds in Colorado Springs	1
Cedaredge Pioneer Museum	1
Crawford	1
D-S Railroad	1
Durango (train)	1
Eleven Mile State Park	1
Flaming Gorge	1
Four Corners	1
Grand Teton National Park	1
Great Basin National Park	1
Gunnison National Forest	1
Handies Peak	1
Indian Creek	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 15. Other local and regional attractions visited (continued)

Attraction	Number of times mentioned
Kebler Pass	1
Maroon Bells	1
Moab	1
Montrose	1
Montrose fly shop	1
Montrose movie theater	1
Morrow Dam	1
Mueller State Park	1
Museum of the Mountain West	1
Ophir Pass	1
Pagosa Springs	1
Palisade wine country	1
Paonia - Cherry Days Festival	1
Pikes Peak	1
Railroad trips	1
Red Cloud	1
Redstone	1
San Juan Skyway	1
Scenery	1
Silverton	1
Steamboat	1
Taylor Reservoir	1
Wine tours in Paonia	1
Woods Lake	1
Yankee Boy Basin	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 12a

On this visit, in which activities did you and your personal group participate within Black Canyon of the Gunnison NP?

Results

- As shown in Figure 39, the most common activities in which visitor groups participated were:

- 87% General sightseeing
- 85% Taking scenic drives
- 40% Day hiking

- “Other” activities (5%) were:

- Boat ride on Gunnison River
- Cycling
- Film at visitor center
- Junior Ranger program
- Night Explorer
- Read signs at viewpoints
- Stargazing
- Talk to ranger at Tomichi Point
- Telescope viewing
- Visitor center
- Walk dog

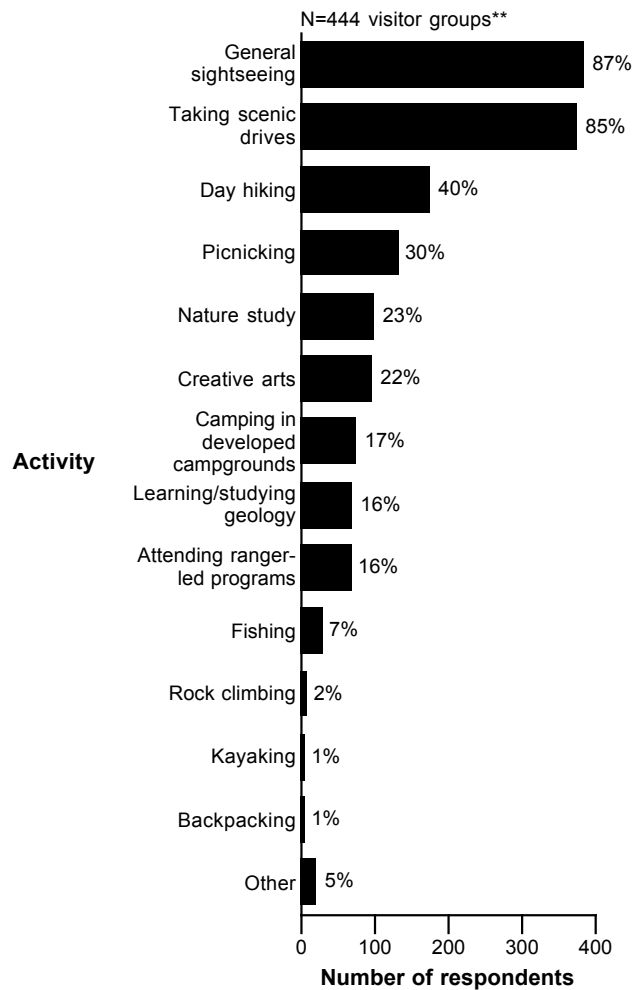


Figure 39. Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Most important activity

Question 12c

Which one of the above activities was most important to you and your personal group on this visit to Black Canyon of the Gunnison NP?

Results

- As shown in Figure 40, the most important activities listed by visitor groups were:

44% General sightseeing
 21% Taking scenic drives
 15% Day hiking

- “Other” activities (2%) were:

Cycling
 Boat ride on the Gunnison Visitor center

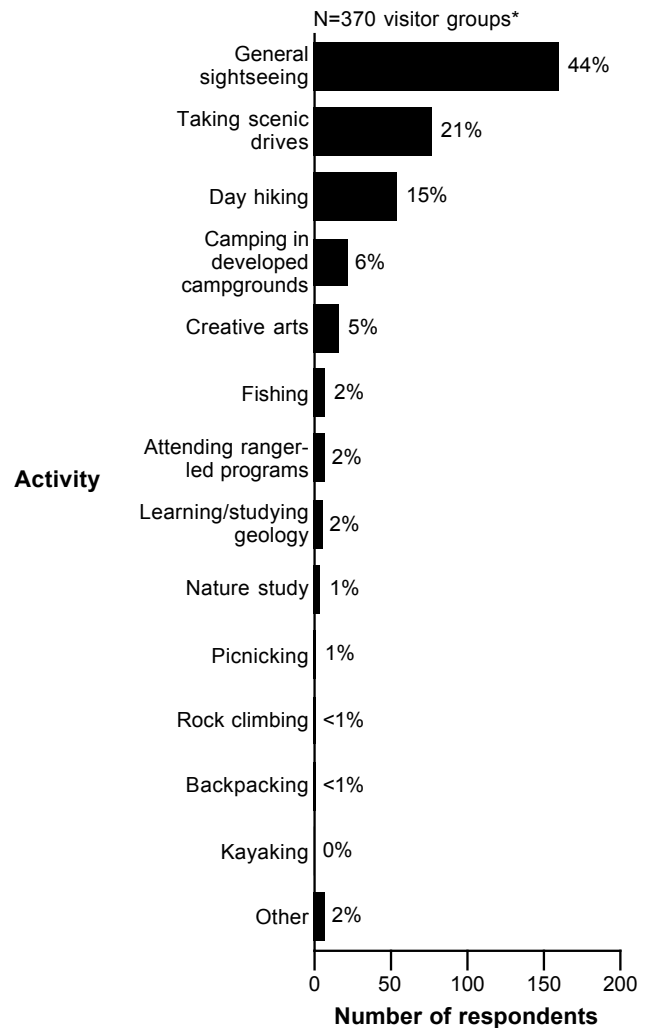


Figure 40. Most important activities at Black Canyon of the Gunnison NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Services/facilities that would enhance participation

Question 12d

What services and/or facilities would enhance participation in the visitors' "most important activity"? (Open-ended)

Results

- 152 visitor groups suggested services/facilities that would enhance their participation in the "most important activity" (see Table 16).

Table 16. Services/facilities that would enhance participation in visitor groups' most important activities (N=158 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
Not in need of enhancement	37
Ranger-led program/activities	7
More trails	6
More access to drinking water	5
Maintained trails that go into the canyon	5
Larger RV/trailer sites with plug-ins	4
Showers	4
More geology information/explanation	3
Better signs	2
Day hiking	2
Don't over-develop	2
Food services	2
Having park rangers available for us to ask questions	2
Improve roads	2
More information on trails	2
More restrooms	2
Places to buy food/water	2
"Scenic drives of Colorado" map	2
Visitor center	2
A bridge between two sites	1
Add plant species signs	1
Beautiful lookouts	1
Better weather	1
Boating	1
Distance to look-out points	1
Dump station	1
Field guides to flora/fauna	1
Fish-cleaners	1
Flushing toilets	1
Frequent, multiple programs	1
Good interpretive signs	1
Guard rails on North Rim road and North Rim overlooks	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 16. Services/facilities that would enhance participation (continued)

Comment	Number of times mentioned
Guest speakers at overlooks	1
Handicap nature trail	1
Hiking trails	1
Improve hiking trails	1
Interpretive signs with canyon info: height, width, depth	1
Knowledge of trails and trail heads	1
Labeling some representative rocks at the view point	1
Large scale mock-up of rock types in canyon wall	1
Lessons in fly fishing and other fishing information	1
Long rim hike	1
Longer hikes	1
Lookouts with telescopes	1
Maps available	1
More activities for children	1
More bear boxes in campsites	1
More diverse trails	1
More facilities in campground	1
More guides	1
More knowledgeable rangers	1
More movies	1
More novice rock climbing	1
More roads along the rim	1
More shade for picnicking	1
More sightseeing spots	1
More signs with history, geology, etc.	1
More sites that are safe for children to hike	1
More stops	1
More trails allowing leashed dogs	1
More well-maintained campsites	1
Names of trees/plants	1
No more paved roads	1
Occasional benches, resting/viewing areas	1
Ornithologist-led bird walks	1
Pave the North Rim drive	1
Photograph exhibition	1
Pictorials of geologic history	1
Program for adults, too	1
Ranger directions without paying	1
Rate the sites, i.e. 1 star, 2 star, 3 star	1
Restaurant/lodge/hotel	1
Restaurants	1
Roadside stop descriptions in a brochure	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 16. Services/facilities that would enhance participation (continued)

Comment	Number of times mentioned
Running water in restrooms	1
Sell Colorado fishing licenses	1
Signage should be clearer for fishing areas at East Portal	1
Tell visitors to bring own water	1
Tour	1
Trail guide including tree age	1
Trail guides on North Rim	1
Trailhead with specific information of items along the hike	1
Trim shrubs that block canyon view	1
Wheelchair paths to viewpoints	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on future visits

Question 12b

If you were to visit Black Canyon of the Gunnison NP in the future, in which activities would you and your personal group prefer to participate?

Results

- As shown in Figure 41, the most common activities in which visitor groups would prefer to participate on future visits were:

73% Taking scenic drives
 71% General sightseeing
 66% Day hiking

- “Other” activities (5%) were:

Astronomy
 Biking/mountain biking
 Birding with an ornithologist-trained ranger
 Cross-country skiing
 Handicap facilities
 Movie/film at visitor center
 Multi-day/backpacking
 Primitive camping
 Snowshoeing
 Spend entire day or more

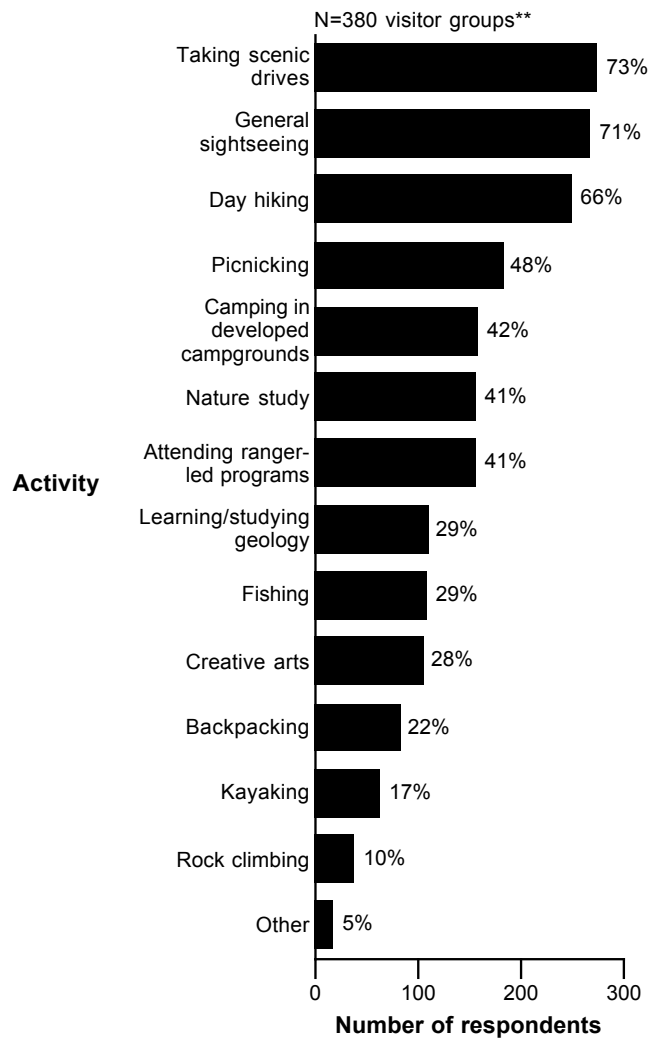


Figure 41. Activities on future visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Use of park trails

Question 11a

On this visit, did you and your personal group walk/hike any trail?

Results

- 56% of visitor groups walked/hiked trails on this visit (see Figure 42).

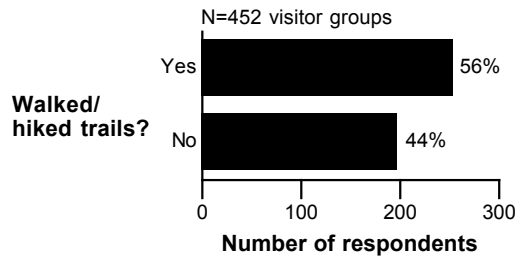


Figure 42. Visitor groups that walked/hiked trails

Question 11b

If NO, why not?

Results

- As shown in Figure 43, visitor groups' most common reasons for not walking/hiking trails were:
 - 35% Interested in other activities
 - 27% Physical constraints
- Table 17 shows "other" reasons (35%) that visitor groups listed for not walking/hiking trails.

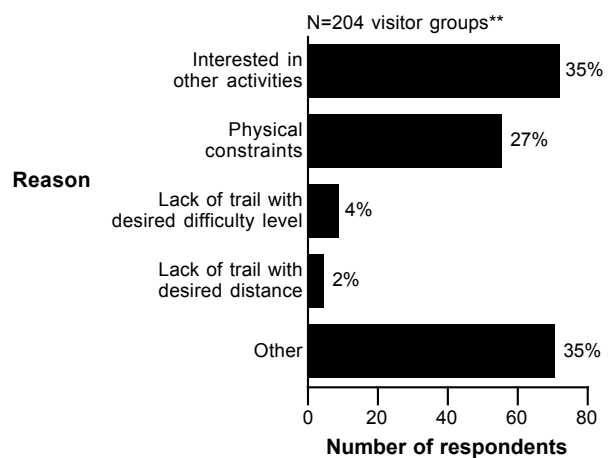


Figure 43. Reasons why visitor groups did not walk/hike any trail

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 17. “Other” reasons for not walking/hiking trails
(N=76 comments)

Reason	Number of times mentioned
Lack of time	48
Weather	5
Did not intend to	4
Children with us	4
No gear/not prepared to	3
Didn't see any trails	2
Don't know that hiking is possible	1
Had pet with us	1
Hiked Curecanti so we were tired	1
Not enough information	1
Not enough parking for Warner Point hike	1
Park is set up to drive and stop or to hike to bottom	1
Park was not appealing	1
Plenty of view points near parking	1
Visitor center	1
Wrong way	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 11c

If Black Canyon of the Gunnison NP does not have the trails with desired distances and difficulty levels, would you and your personal group be interested in having the park add such trails?

Results

- 39% of visitor groups would be interested in having the park add trails with desired distances and difficulty levels (see Figure 44).

Interested in additional trails?

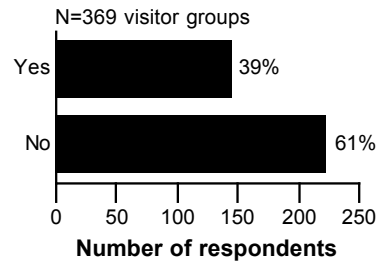


Figure 44. Visitor groups that would be interested in having the park add trails

Question 11d

If YES, please indicate a preferred distance. Please be specific. (Open-ended)

Results

- 122 visitor groups listed a preferred distance for a trail (see Table 18).

Table 18. Desired distances of trails (N=122 comments)

Distance	Number of times mentioned
1 mile	16
2 miles	11
1-2 miles	8
5 miles	8
1-3 miles	7
2-3 miles	7
3 miles	5
.5 mile	5
10 miles	4
4 miles	4
2-4 miles	3
2-5 miles	3
20 miles	3
3-7 miles	3
5-10 miles	3
6 miles	3
.25 mile	2
1.5 miles	2
10-15 miles	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 18. Desired distances of trails (continued)

Distance	Number of times mentioned
3-4 miles	2
3-5 miles	2
.5-3 miles	1
.5 to 2 miles	1
1-1.5 miles	1
15 miles	1
2-8 miles	1
3 miles	1
3 or more miles	1
4-5 miles	1
5-8 miles	1
50 feet	1
6-10 miles	1
7 miles	1
8 miles	1
8-10 miles	1
Longer rim hike	1
No preference	5

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 11d

If YES, please indicate a preferred difficulty level. (Open-ended)

Results

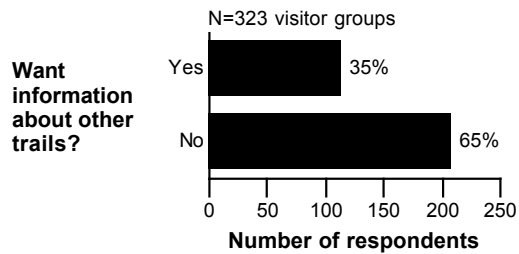
- 129 visitor groups listed a preferred difficulty level for a trail (see Table 19).

Table 19. Desired level of trail difficulty (N=135 comments; some visitor groups made more than one comment.)

Level of difficulty	Number of times mentioned
Moderate	63
Easy	26
Easy to moderate	13
Difficult	8
No preference	7
Moderate to strenuous	9
Strenuous	2
Wheelchair accessible	2
2500 ft. elevation gain	1
Hike the river	1
More upward hiking	1
Very difficult	1
With stairs	1

Question 11e

If Black Canyon of the Gunnison NP does not have trails with desired distance and difficulty levels, would you and your personal group be interested in information about other trails in the area outside of the park with these desired features?



Results

- 35% of visitor groups would be interested in information about other trails outside the park (see Figure 45).

Figure 45. Visitor groups that would be interested in information about trails outside of the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Rock climbing

Question 13a

Did anyone in your personal group participate in rock climbing in Black Canyon of the Gunnison NP on this visit or past visit(s)?

Results

- 1% of visitor groups participated in rock climbing on this visit or past visits (see Figure 46).

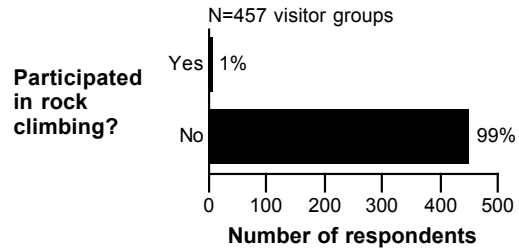


Figure 46. Visitor groups that participated in rock climbing

Question 13a

If YES, when have you participated in climbing activities?

Results – CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 47).

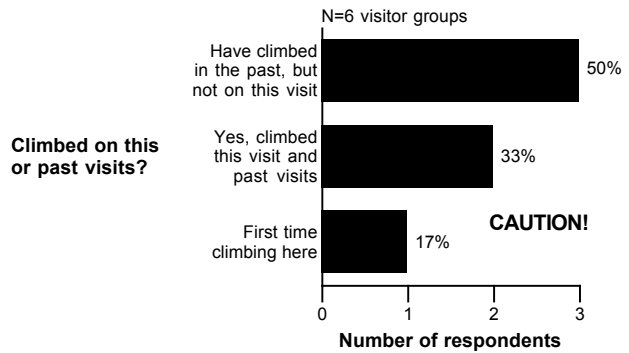


Figure 47. Visitor groups participated in rock climbing on this or past visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13b

Where is your group's preferred area to climb in Black Canyon of the Gunnison NP?

Results – CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 48).
- Table 20 shows visitor groups' preferred areas for climbing.

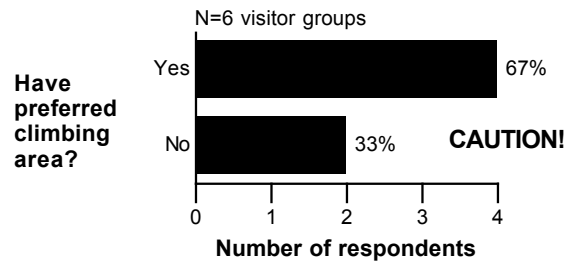


Figure 48. Visitor groups that have a preferred climbing area

Table 20. Visitor groups' preferred areas to climb – **CAUTION!**
(N=3 comments)

Climbing area	Number of times mentioned
By Pulpit Rock	1
North Rim	1
Outcropping at overlooks	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13c

Has anyone in your personal group ever developed a new climbing route in Black Canyon of the Gunnison NP?

Results – CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 49).

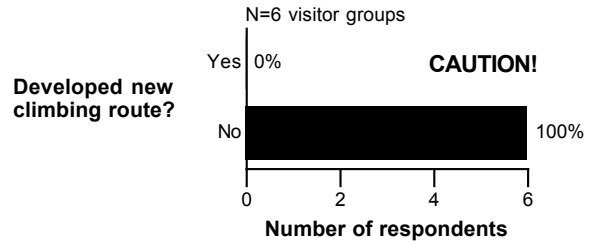


Figure 49. Visitor groups that have developed a new climbing route in the park

Question 13d

Has anyone in your personal group ever climbed in Curecanti National Recreation Area?

Results

- 1% of visitor groups have climbed in Curecanti National Recreation Area (see Figure 50).

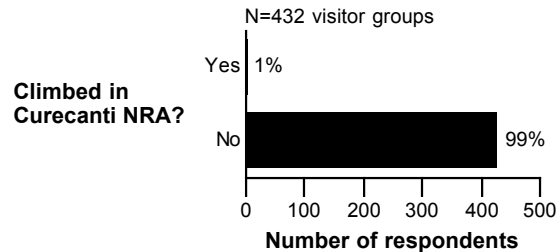


Figure 50. Visitor groups that have climbed in Curecanti National Recreation Area

Ice climbing

Question 13e

Has anyone in your personal group ever participated in ice climbing in either Black Canyon of the Gunnison NP or Curecanti National Recreation Area?

Results

- Less than 1% of visitor groups have participated in ice climbing in either Black Canyon of the Gunnison NP or Curecanti National Recreation Area (see Figure 51).

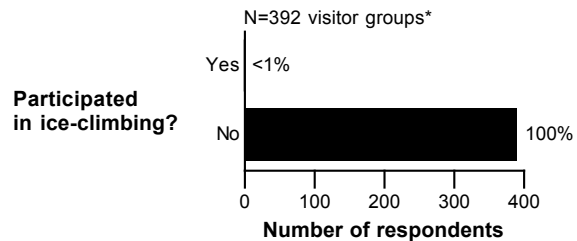


Figure 51. Visitor groups that have participated in ice climbing in either Black Canyon of the Gunnison NP or Curecanti National Recreation Area

Question 13f

Please list the location of the approach trail used to gain access to the ice climbing area. (Open-ended)

Results

- No visitor groups provided locations of the approach trails used to gain access to the ice climbing area.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Rules/regulations

Question 2a

Prior to this visit, were you and your personal group aware of the following rules/regulations at Black Canyon of the Gunnison NP?

Results

- Table 21 shows visitor groups that were aware of rules/regulations prior to their visit.

Question 2b

Did you and your personal group learn or learn more (via publications, signs, talking to the park staff, etc.) about these rules/regulations during this visit to the Black Canyon of the Gunnison NP?

Results

- Table 21 also shows the visitor groups that learned or learned more about these rules/regulations during their visit.

Table 21. Visitor groups that were aware of or learned/learned more about rules/regulations during this visit

(N=number of visitor groups that responded to each item)

a) Aware prior to visit?			Rules/regulations	b) Learned/learned more about during visit?		
N	Yes %	No %		N	Yes %	No %
445	82	18	An entrance fee is required to enter Black Canyon of the Gunnison NP	292	51	49
415	48	52	Permits are required for hiking, climbing, and kayaking below the canyon rim	339	59	41
405	18	82	Gold medal fishing regulations apply	343	29	71
406	49	51	Certain restrictions apply for firearms	331	29	71
218	55	45	Campsites can be reserved through a national reservation system	327	30	70
430	80	20	Collecting any material (e.g., wood, wildflowers, rocks, historic artifacts) is prohibited	305	36	64

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 2c

How did you and your personal group learn or learn more about the above rules/regulations on this visit?

Results

- 72% of visitor groups learned or learned more about rules/regulations on this visit (see Figure 52).
- As shown in Figure 53, the most common methods visitor groups used to learn or learn more about rules/regulations were:

- 62% Signs
- 45% Visitor center exhibits
- 43% Ranger/park staff

- “Other” methods (6%) were:

- Common sense
- Experience
- General knowledge of national park policies
- Gunnison River boat trip
- Pamphlet from ranger station
- Park website
- Ranger station
- This questionnaire
- Travel guide
- Websites
- Word of mouth

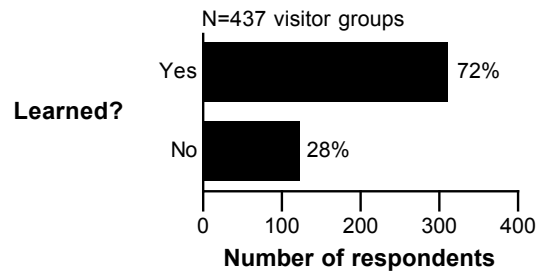


Figure 52. Visitor groups that learned/learned more about rules/regulations on this visit

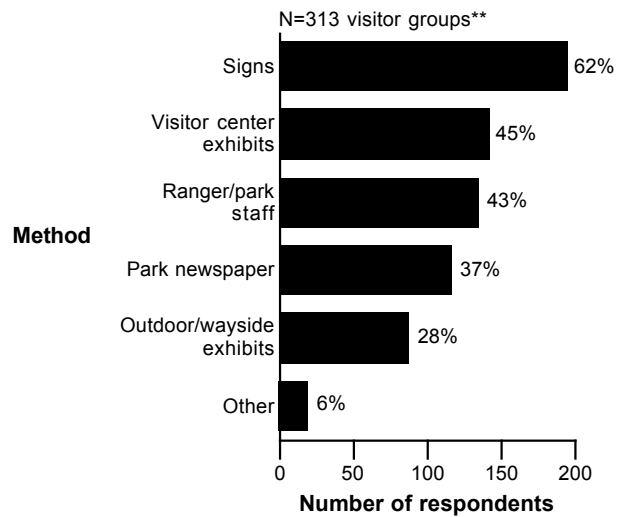


Figure 53. Methods that visitor groups used to learn/learn more about rules/regulations

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Opinions about safety

Question 15a

Please indicate how safe you and your personal group felt in the following locations during this visit to Black Canyon of the Gunnison NP.

Results

Overlooks

- 73% of visitor groups felt “very safe” at overlooks (see Figure 54).
- 15% felt “somewhat safe.”

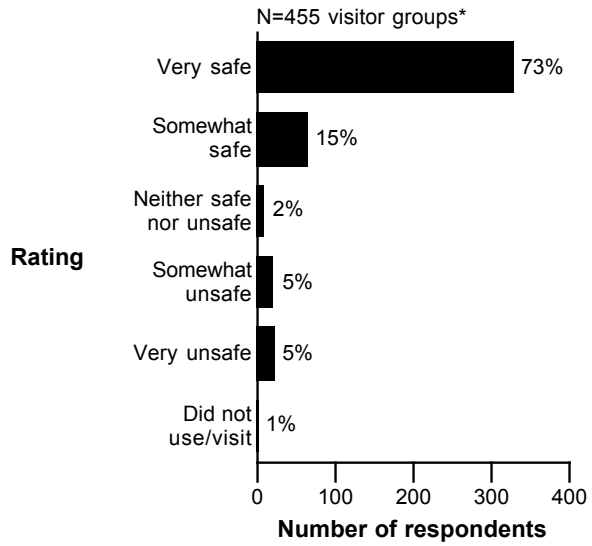


Figure 54. Visitor groups' feeling of safety at overlooks

Campsites

- 26% of visitor groups felt “very safe” in campsites (see Figure 55).

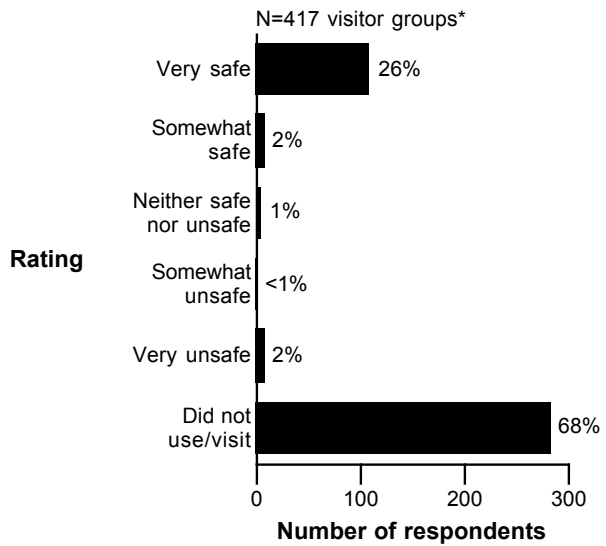


Figure 55. Visitor groups' feeling of safety in campsites

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Parking areas

- 90% of visitor groups felt “very safe” in parking areas (see Figure 56).

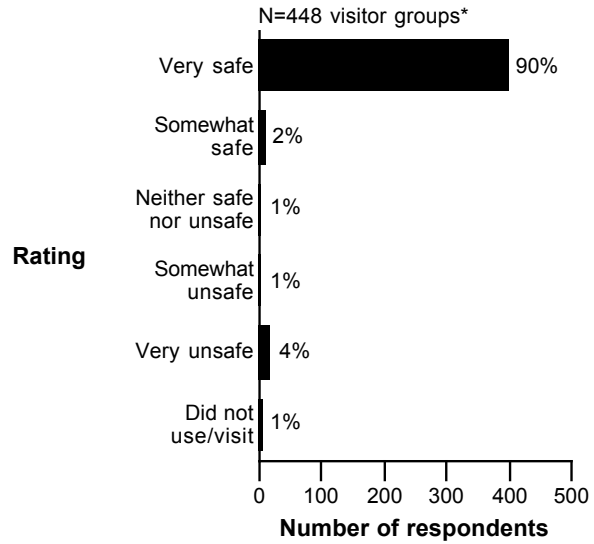


Figure 56. Visitor groups' feeling of safety in parking areas

On roads

- 77% of visitor groups felt “very safe” on roads (see Figure 57).
- 15% felt “somewhat safe.”

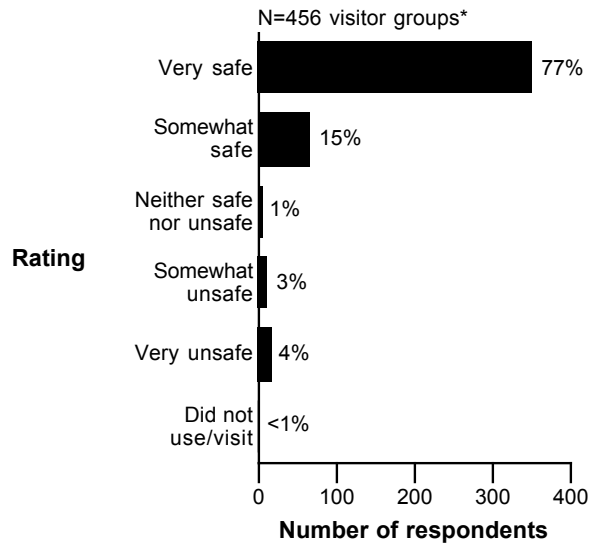


Figure 57. Visitor groups' feeling of safety on roads

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

On trails

- 54% of visitor groups felt “very safe” on trails (see Figure 58).
- 11% felt “somewhat safe.”

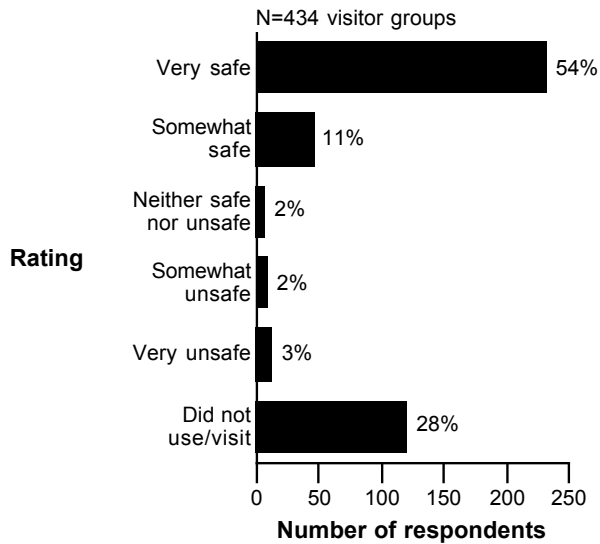


Figure 58. Visitor groups' feeling of safety on trails

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 15b

If you marked that you felt “very unsafe” or “somewhat unsafe” for any of the above locations, please explain where and why. (Open-ended)

Results

- 45 visitor groups responded to this question.
- Table 22 shows visitor groups’ reasons for feeling unsafe.

Table 22. Reasons for feeling unsafe
(N=50 comments; some visitor groups made more than one comment.)

Location	Reason	Number of times mentioned
At overlooks	Dangerous with children	6
	Fear of heights	3
	Guard rails seemed inadequate/old	3
	Lack of railings/fences	3
	Dragon Point - no fence/railing	2
	Bears	1
	Exclamation Point - long drop, no railing	1
	Lightning	1
	No other people around	1
	North Rim – possible rattlesnake	1
	North Rim – Ancient Overlook drop offs	1
	Open trail next to canyon	1
	Railings not high enough	1
	Warner Point - put fence on the edge of overlook	1
	Worn down trails	1
In campsites	Black bear at campsite	1
	South Rim campground - brush was too close to tables	1
On roads	Add warning signs on curves when pedestrian/turn-outs are ahead	1
	Adjacent to canyon	1
	Curves	1
	Drive to East Portal - narrow roads, guard rails	1
	Gravel roads were a slight concern	1
	Need guard rails	1
	Not well marked	1
	Sharp curves without guide bar	1
	Need guard rails in narrow and steep areas	1
	Narrow road with falling rocks	1
	Inattentive drivers	1
	Too narrow	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 22. Reasons for feeling unsafe (continued)

On trails	Gunnison - rough trail	1
	Paths	1
	Too easy to go off trail	1
	Trail to Inner Canyon - precarious and too steep trail	1
	Close to edge	1
	Had 3 year old with us	1
	With small children - steep cliffs, no guard rails	1
	Hiked alone and felt a little unsafe - drop-offs and security	1
Visitor center	Cars filled up trailer parking, we parked our trailer precariously	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, and Resources

Visitor services and facilities used

Question 18a

Please indicate all the visitor services and facilities that you or your personal group used during this visit to Black Canyon of the Gunnison NP.

Results

- As shown in Figure 59, the most common visitor services and facilities used by visitor groups were:

81% Restrooms
 78% Park brochure/map
 69% Visitor center

- The least used service/facility was:

4% Junior Ranger program

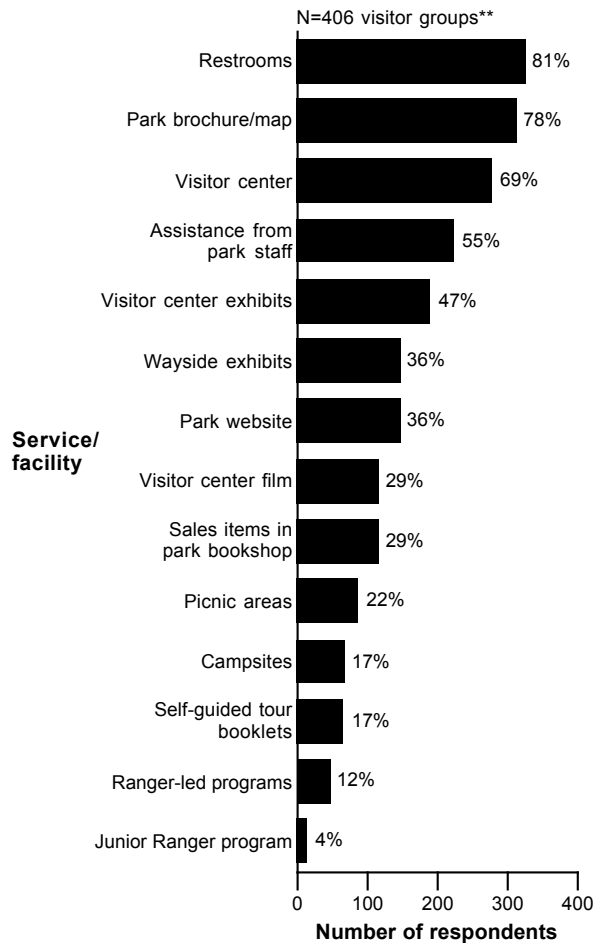


Figure 59. Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 18b

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1-5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 60 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 99% Campsites
- 89% Restrooms
- 84% Park brochure/map

- Figures 61 to 74 show the importance ratings of each service and facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

- 5% Sales items in park bookshop

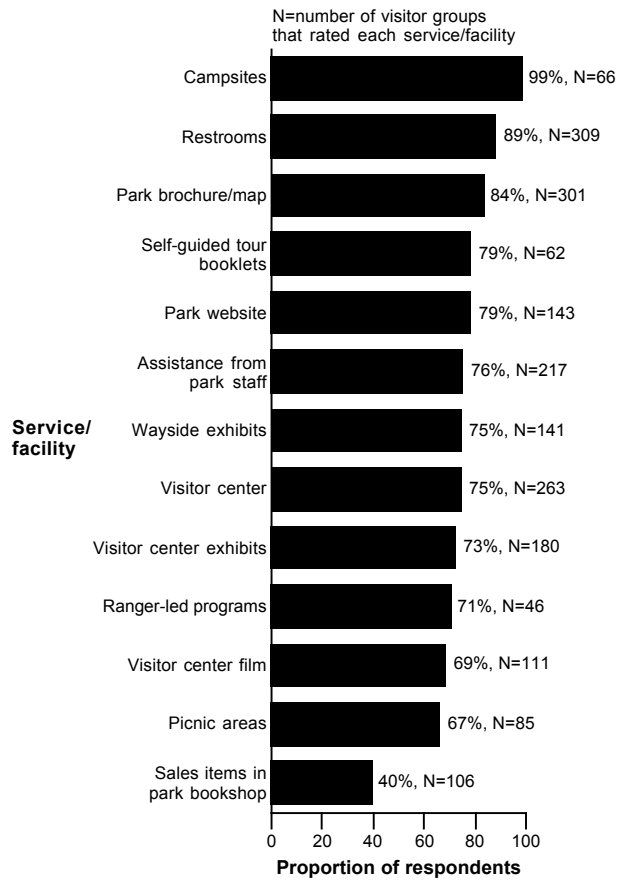


Figure 60. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

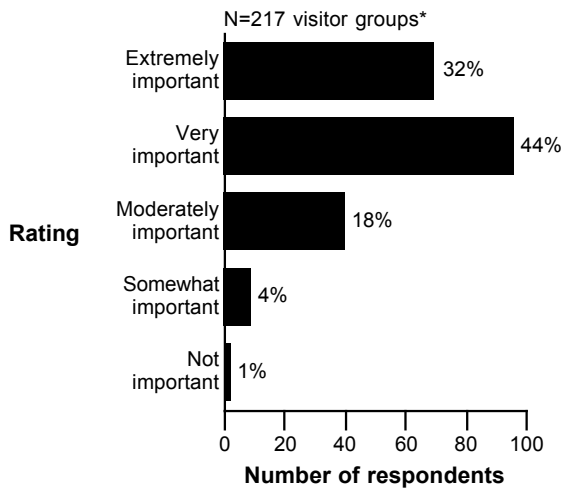


Figure 61. Importance of assistance from park staff

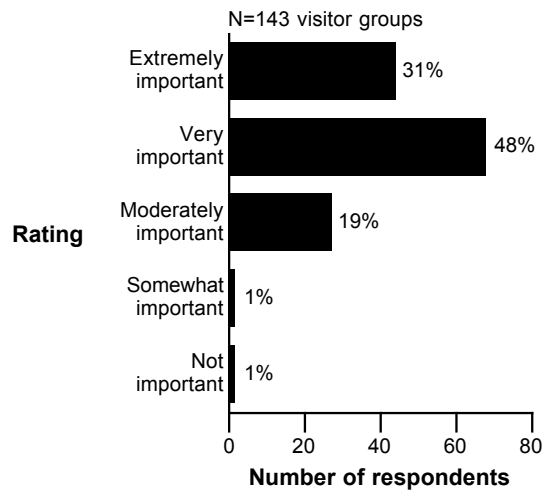


Figure 62. Importance of park website: www.nps.gov/blca (used before or during visit)

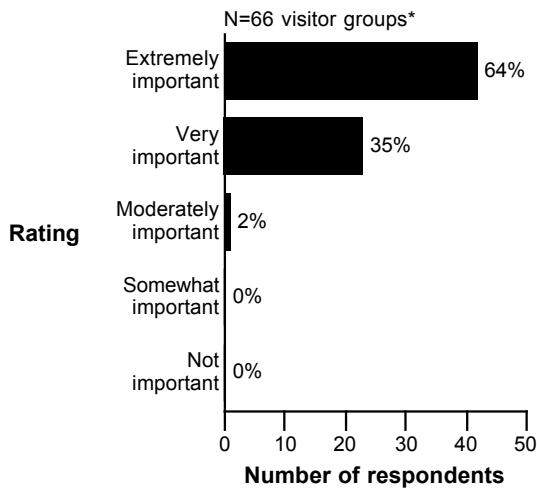


Figure 63. Importance of campsites

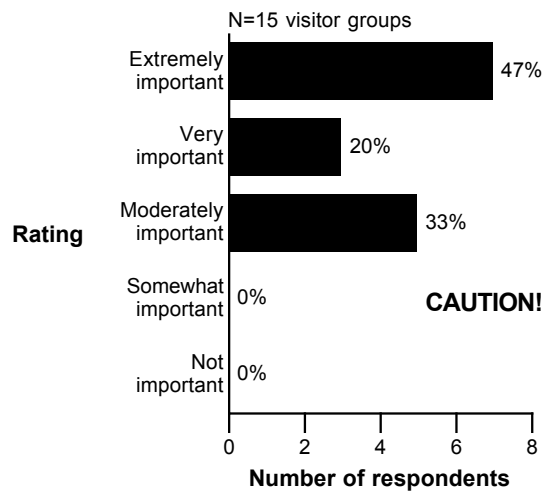


Figure 64. Importance of Junior Ranger program

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

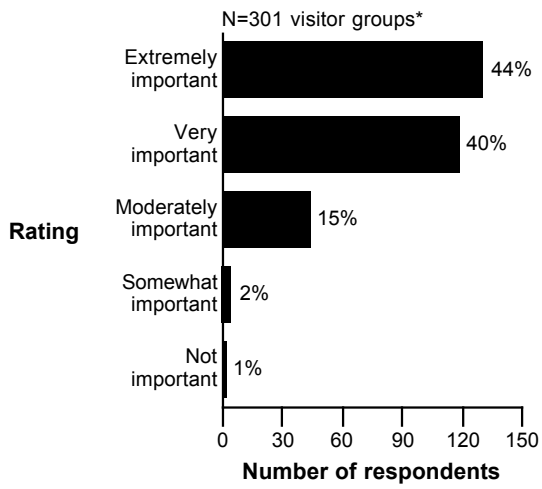


Figure 65. Importance of park brochure/ map

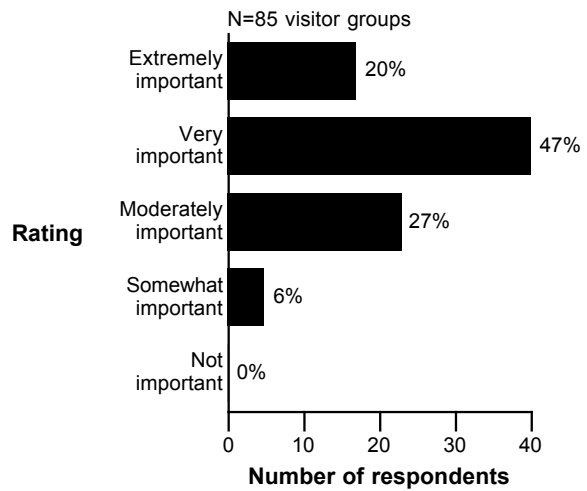


Figure 66. Importance of picnic areas

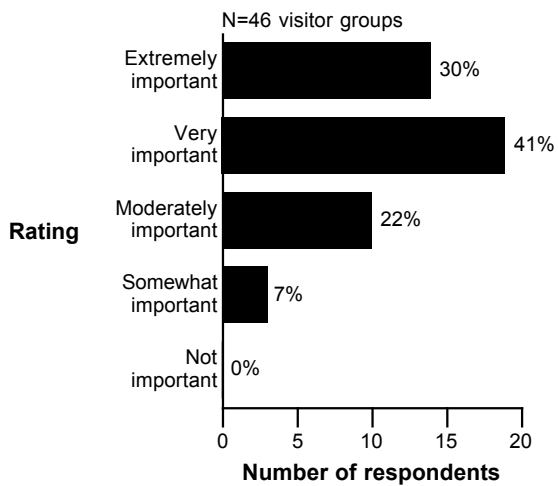


Figure 67. Importance of ranger-led programs

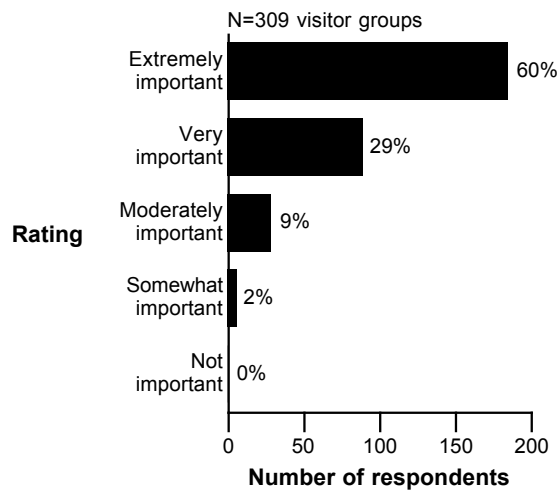


Figure 68. Importance of restrooms

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

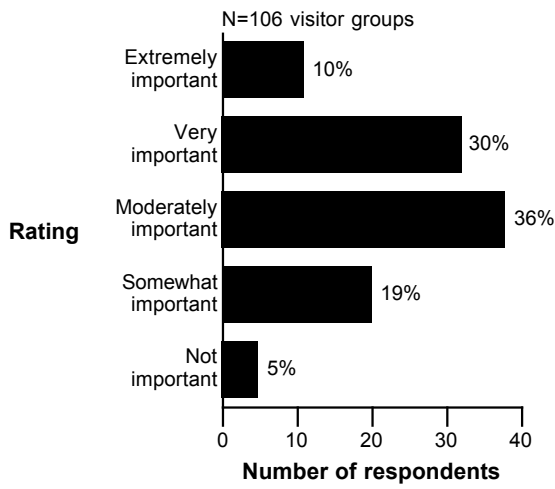


Figure 69. Importance of sales items in park bookshop (selection, price, etc.)

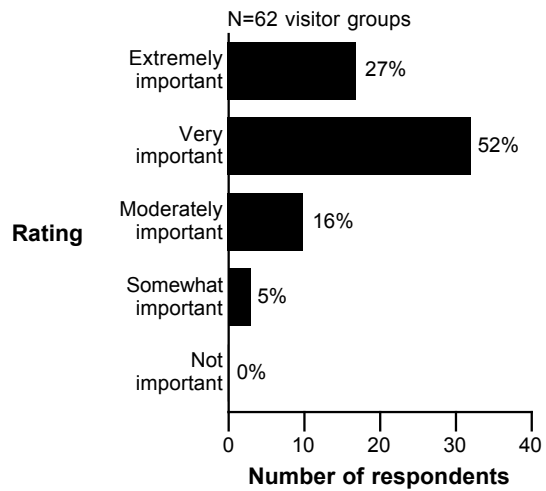


Figure 70. Importance of self-guided tour booklets

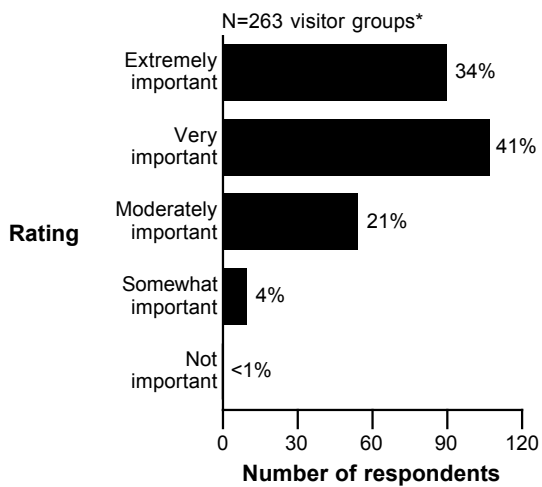


Figure 71. Importance of visitor center

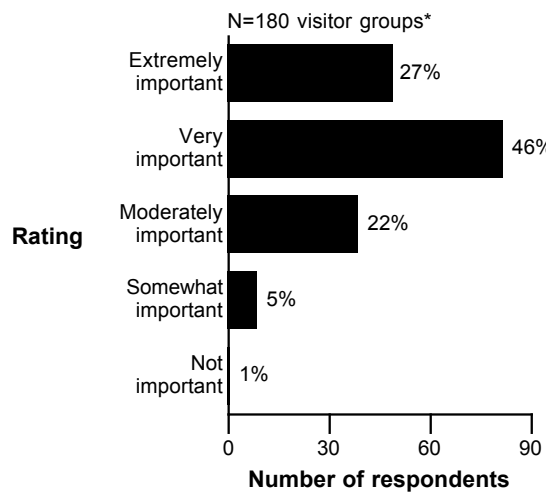


Figure 72. Importance of visitor center exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

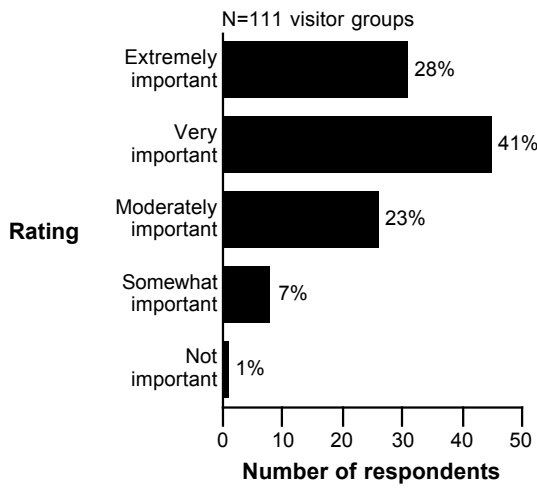


Figure 73. Importance of visitor center film

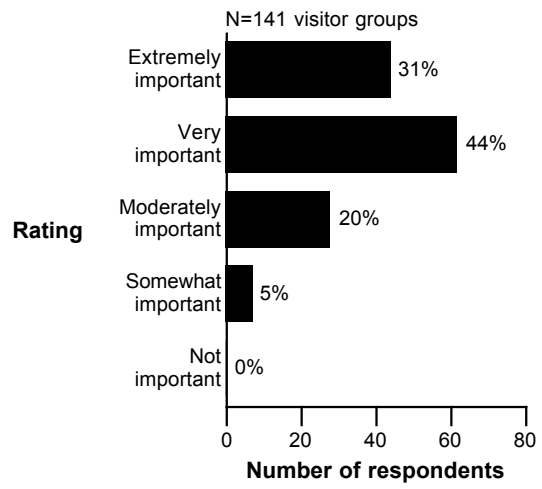


Figure 74. Importance of wayside exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 18c

Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 75 shows the combined proportions of “very good” and “good” quality ratings of visitor services and facilities rated by 30 or more visitor groups.
- The services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 94% Park brochure/map
 - 92% Assistance from park staff
 - 91% Ranger-led programs
- Figures 76 to 89 show the quality ratings of each service and facility.
- The services/facilities receiving the highest “very poor” quality ratings that were rated by 30 or more visitor groups were:
 - 2% Ranger-led programs
 - 2% Self-guided tour booklets

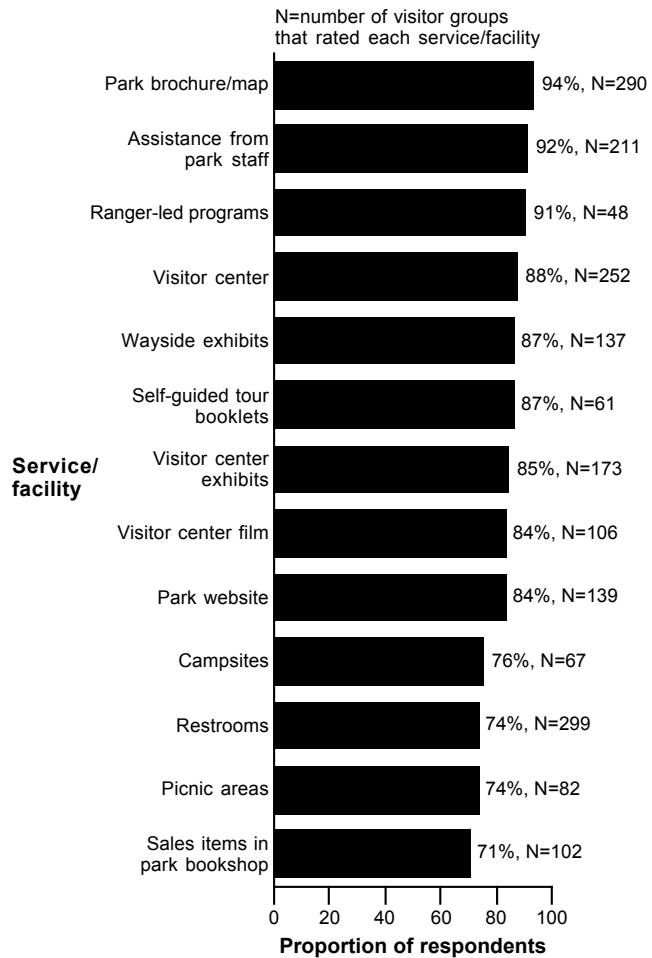


Figure 75. Combined proportions of “extremely good” and “good” quality ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

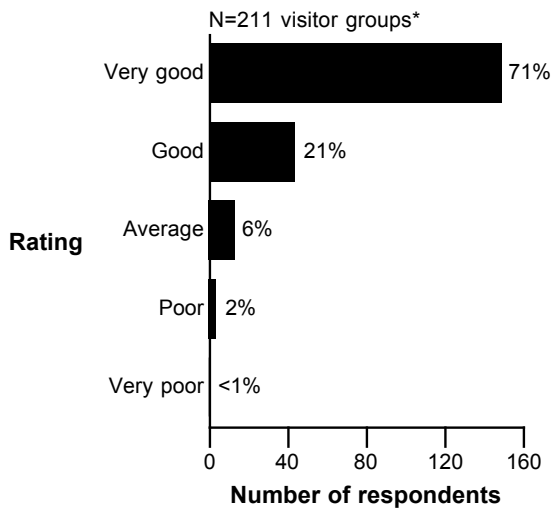


Figure 76. Quality of assistance from park staff

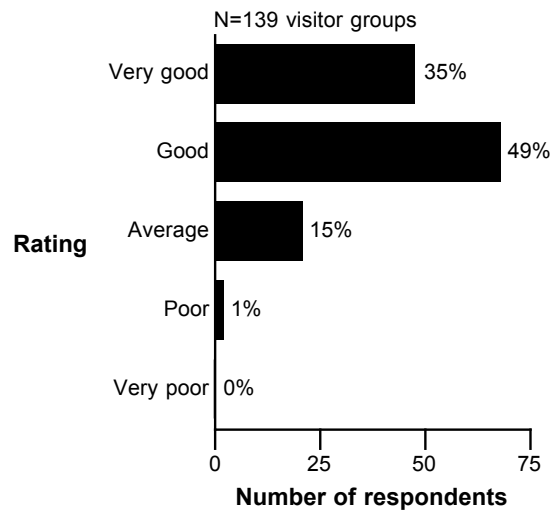


Figure 77. Quality of Black Canyon of the Gunnison NP website: www.nps.gov/blca (used before or during visit)

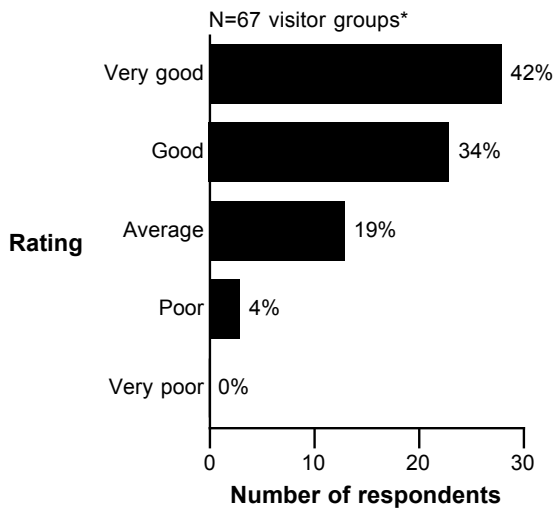


Figure 78. Quality of campsites

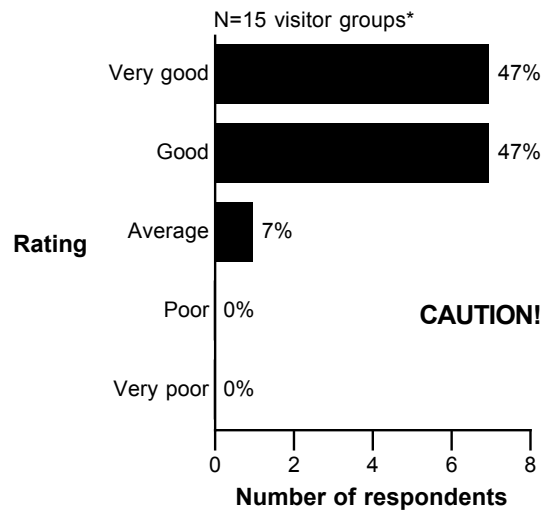


Figure 79. Quality of Junior Ranger program

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

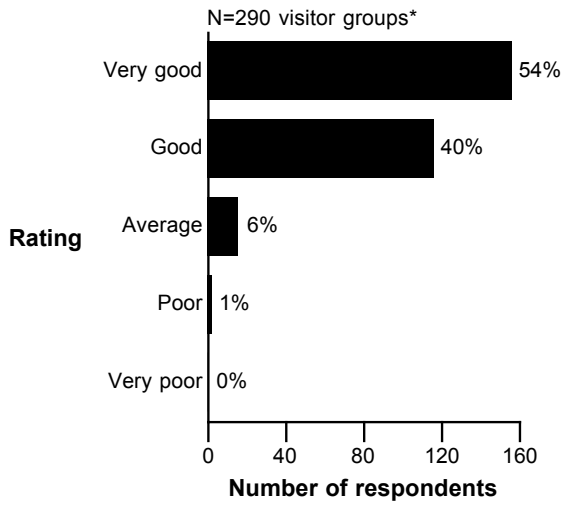


Figure 80. Quality of park brochure/map

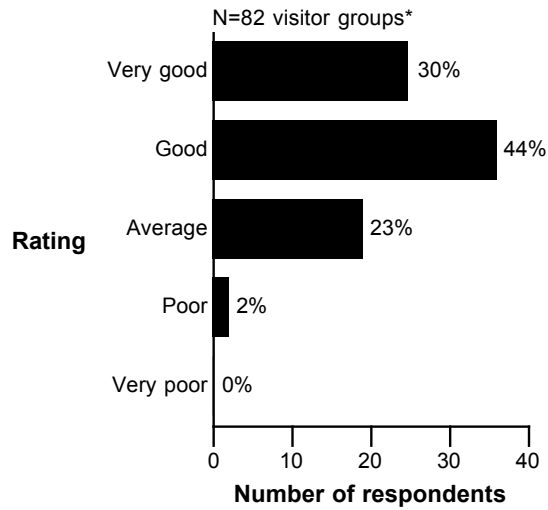


Figure 81. Quality of picnic areas

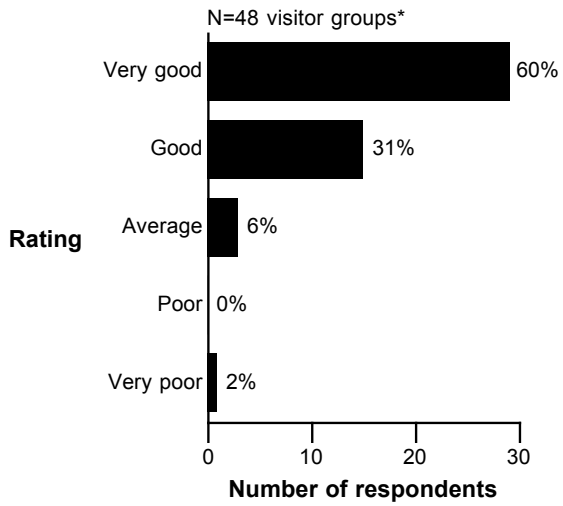


Figure 82. Quality of ranger-led programs

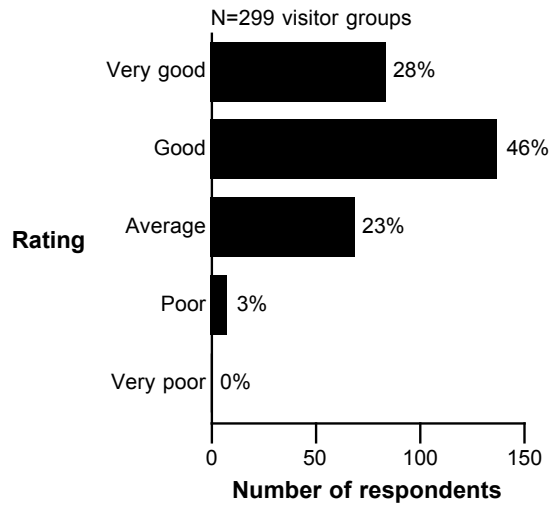


Figure 83. Quality of restrooms

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

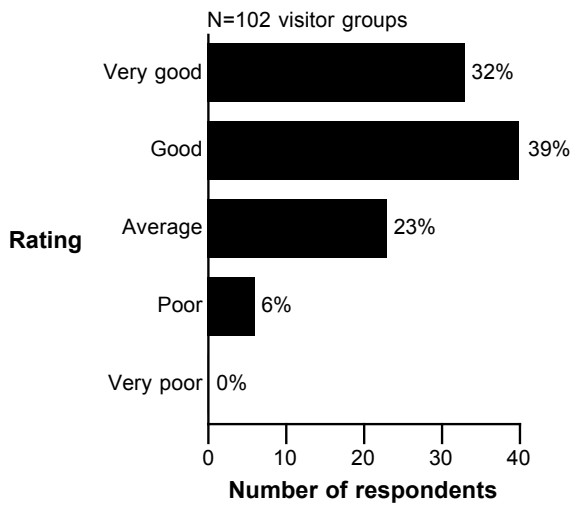


Figure 84. Quality of sales items in park bookshop (selection, price, etc.)

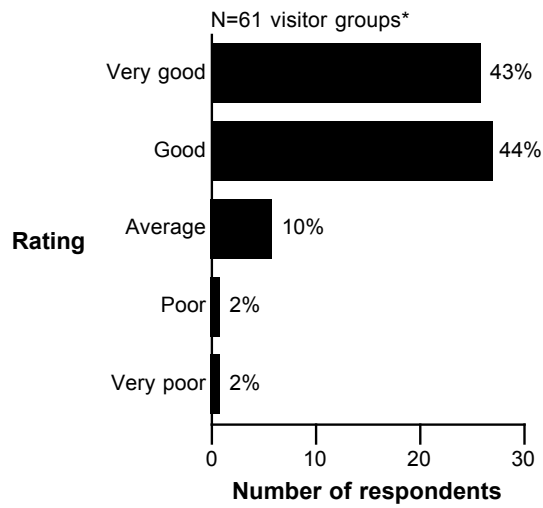


Figure 85. Quality of self-guided tour booklets

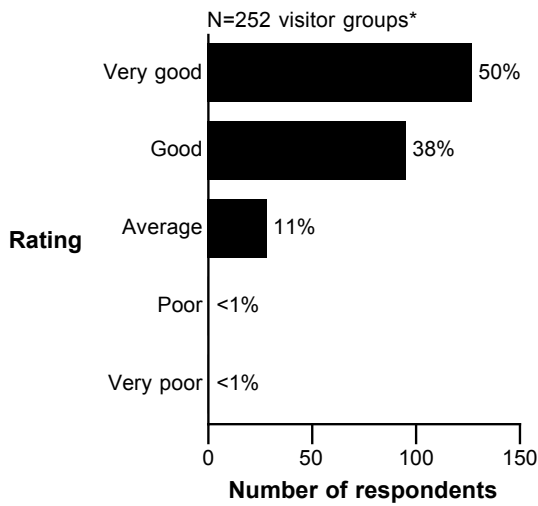


Figure 86. Quality of visitor center

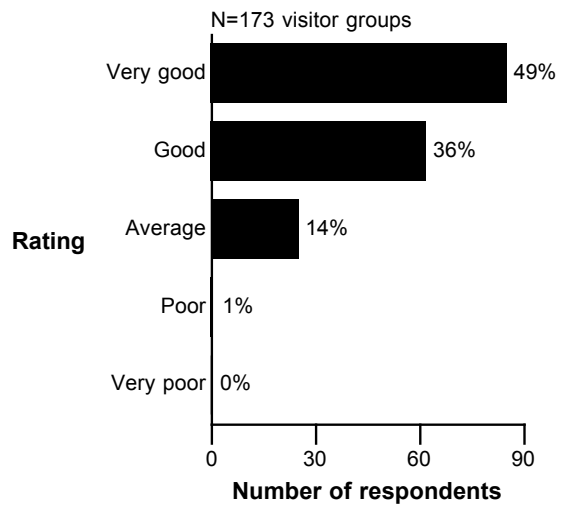


Figure 87. Quality of visitor center exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

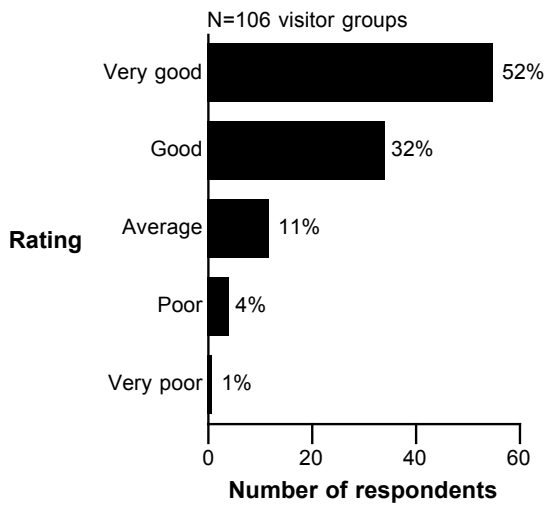


Figure 88. Quality of visitor center film

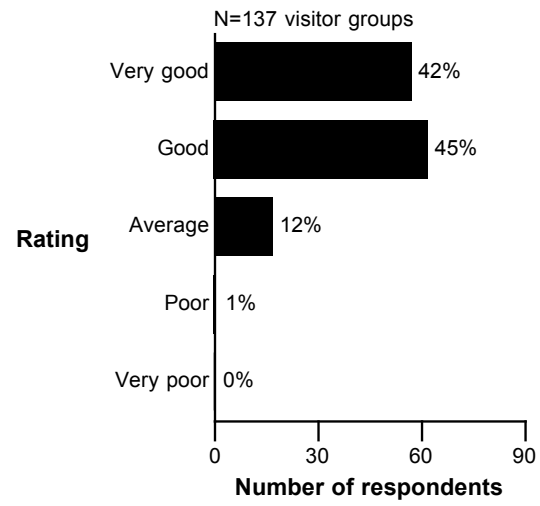


Figure 89. Quality of wayside exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figures 90 and 91 show the mean scores of importance and quality ratings of all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.

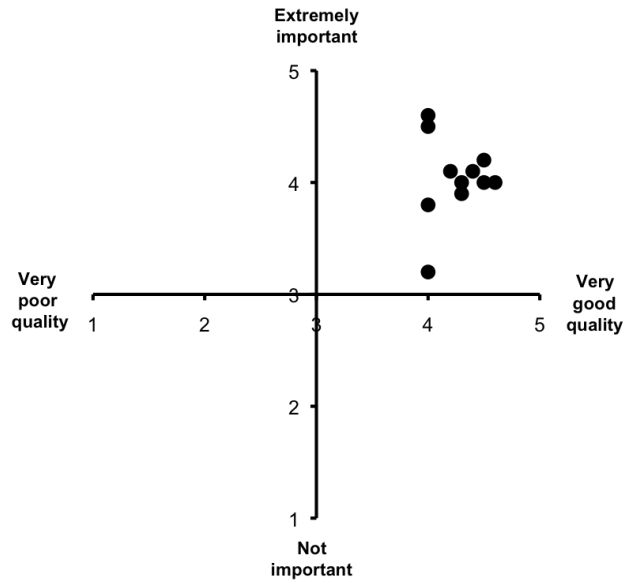


Figure 90. Mean scores of importance and quality ratings of visitor services and facilities

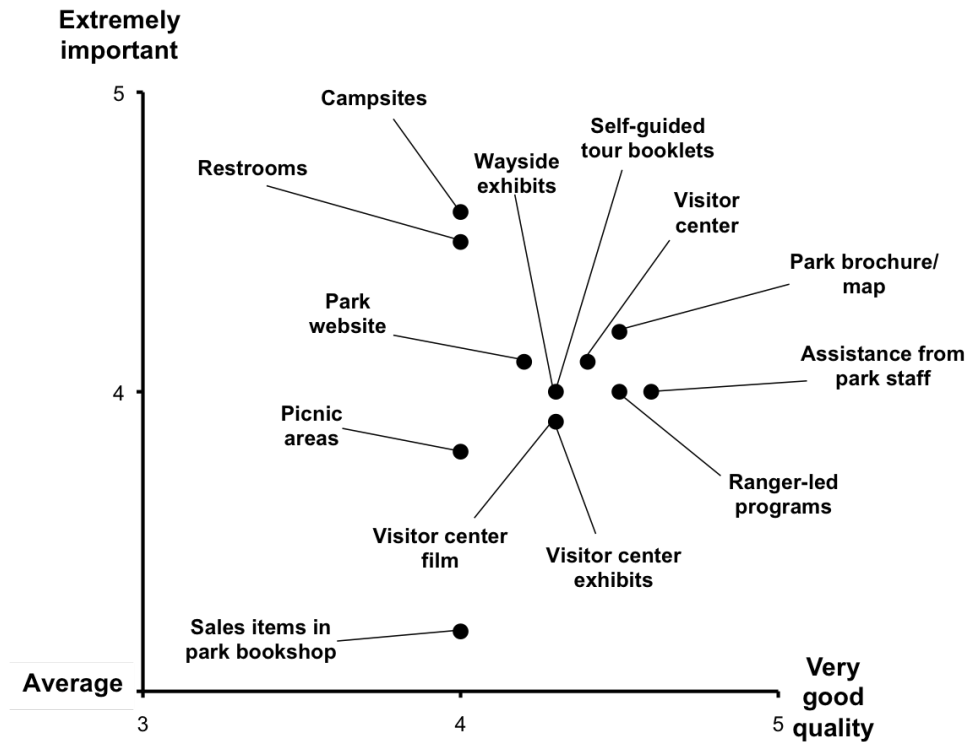


Figure 91. Detail of Figure 90

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance of protecting park attributes/resources/experiences

Question 16

It is the National Park Service's responsibility to protect Black Canyon of the Gunnison NP's natural, scenic and cultural resources and visitor experiences that depend on these. How important is protection of the following to you and your personal group?

Results

- As shown in Figure 92, the highest combined proportions of "extremely important" and "very important" ratings were:

- 94% Clean water
- 94% Clean air (visibility)
- 89% Scenic views without development
- 89% Natural quiet/sounds of nature

- Table 23 shows the importance ratings of park attributes/resources/experiences.

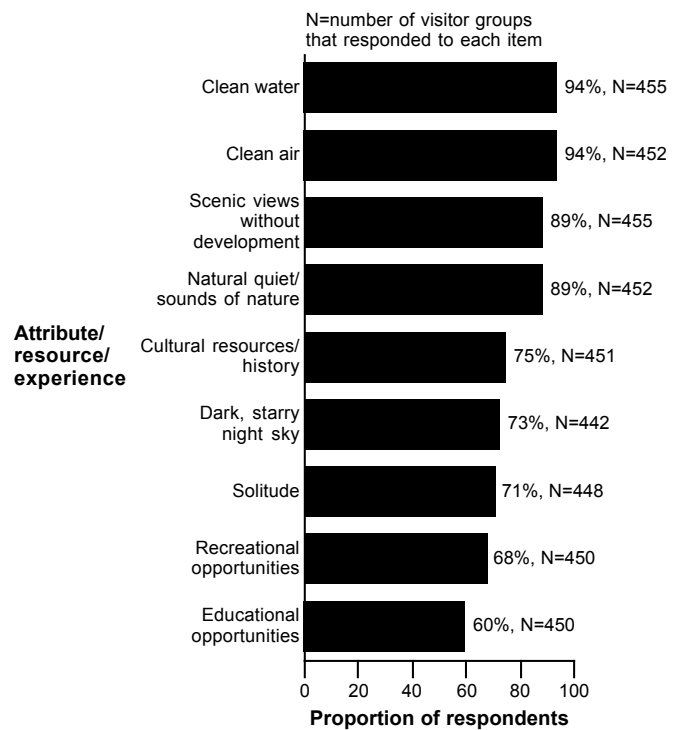


Figure 92. Combined proportions of "extremely important" and "very important" ratings of protection of park attributes/resources/experiences

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 23. Visitor groups' ratings of importance of protecting park attributes/resources/experiences (N=number of visitor groups that rated each attribute/resource/experience)

Attribute/resource/experience	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	452	1	1	4	42	52
Clean water	455	1	<1	4	35	59
Cultural resources/history	451	1	4	20	46	29
Dark, starry night sky	442	6	6	14	38	35
Educational opportunities	450	3	9	28	43	17
Natural quiet/sounds of nature	452	<1	2	9	45	44
Recreational opportunities (fishing, hiking, climbing, etc.)	450	4	5	22	37	31
Scenic view without development	455	1	2	8	34	55
Solitude	448	2	8	19	38	33

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Interpretive programs for future visits

Question 20

If you were to visit Black Canyon of the Gunnison NP in the future, which types of interpretive programs would you and your personal group like to attend to learn about the cultural and natural aspects of the park?

Results

- 82% of visitor groups were interested in interpretive programs on a future visit (see Figure 93).

- As shown in Figure 94, among those visitor groups that were interested in interpretive programs, the most preferred programs were:

- 58% Self-guided with materials
- 48% Astronomy programs
- 47% Ranger-led walks

- “Other” types (2%) were:

- Geology
- Guided bicycle tour
- History
- Ornithological
- Podcasts
- Reenactments or Chatauquas

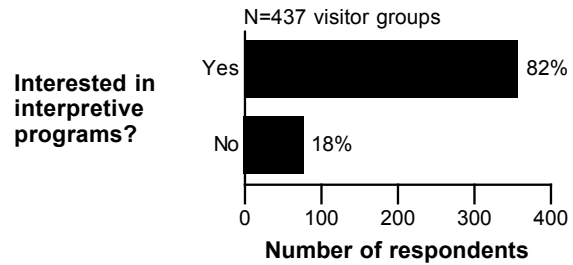


Figure 93. Visitor groups that were interested in interpretive programs on a future visit

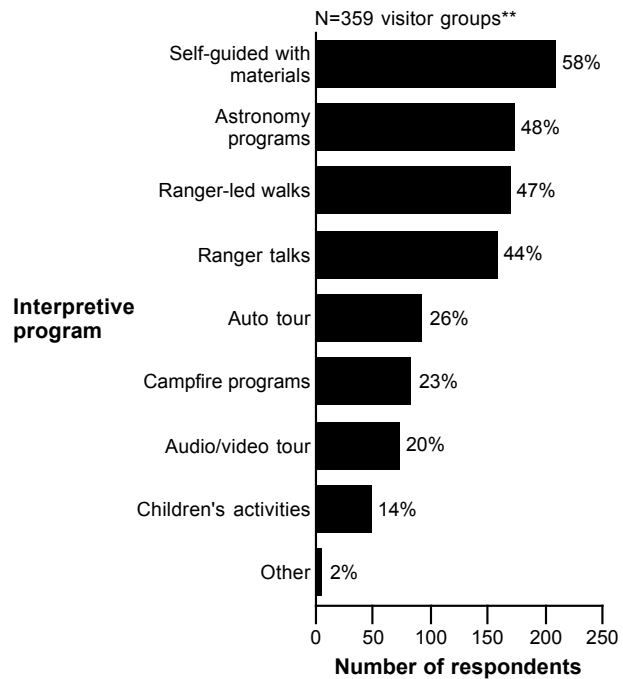


Figure 94. Preferred type of interpretive program

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferred topics

Question 19

If you were to visit Black Canyon of the Gunnison NP in the future, which topics would you and your personal groups like to learn (or learn more) about?

Results

- 91% of visitor groups were interested in learning about the park on a future visit (see Figure 95).
- As shown in Figure 96 the most common topics in which visitor groups were interested were:

- 70% History
- 70% Geology
- 62% Plants and animals

- “Other” topics (3%) were:

- Star gazing/astromony
- Budget/funding
- Children's activities
- Effects of dams on river erosion and ecosystem
- Fishing information
- How to get to the north side
- Kayaking
- Raptors
- Size (depth, width, length)
- The East Portal

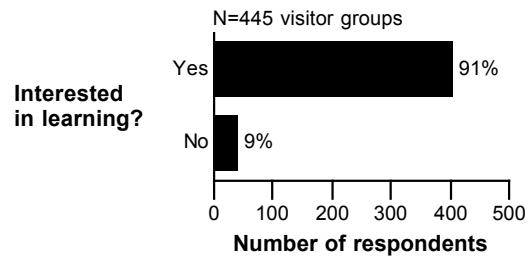


Figure 95. Visitor groups that were interested in learning about the park on a future visit

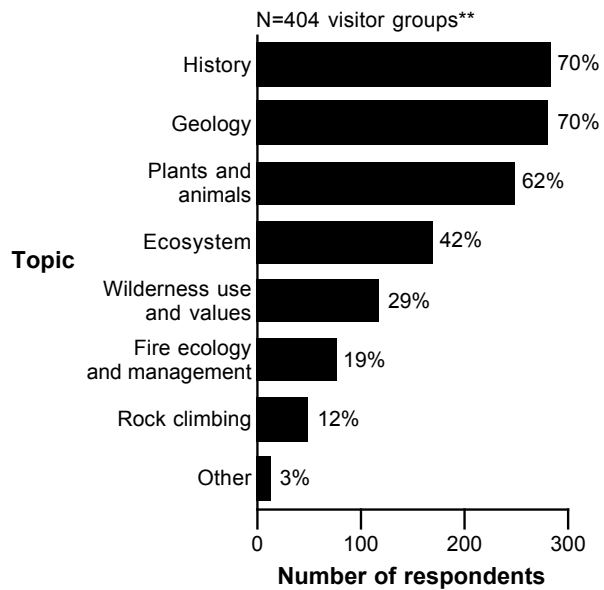


Figure 96. Preferred topics

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Future commercial services

Question 14

If you were to visit Black Canyon of the Gunnison NP in the future, which of the following commercial services would you and your group like to have available?

Results

- 47% of visitor groups were interested in commercial services (see Figure 97).
- As shown in Figure 98, the most common commercial services that visitor groups would like to have available were:
 - 56% Restaurant/food service
 - 42% Souvenir/gift shop
 - 40% Camp store
- “Other” commercial services (10%) were:
 - Gas station
 - Lodge
 - Showers
 - A kiosk selling cold water by High Point
 - Available drinking water
 - Boat
 - Bus
 - Easy access boat tour
 - Flushing toilets
 - Ice at a few campsites
 - Kayaking tours
 - Laundry service at a few campsites
 - Lodging in the park
 - Rock climbing tours
 - Running water bathrooms
 - Selected plant stands for sale; money to benefit the park
 - Sewer at campsites
 - Transport to East Portal
 - Water at campsites

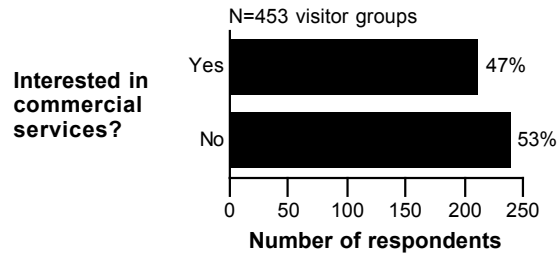


Figure 97. Visitor groups that were interested in commercial services

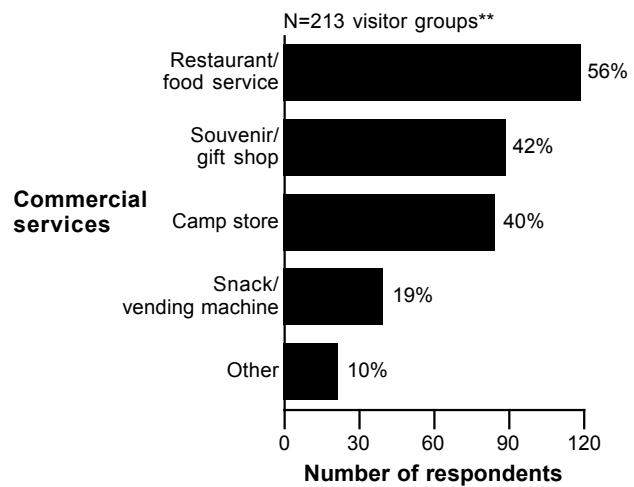


Figure 98. Types of commercial services desired on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 21

Overall, how would you and your personal group rate the quality of the facilities, services, and recreational opportunities at Black Canyon of the Gunnison NP during this visit?

Results

- 90% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 99).
- 1% of visitor groups rated the quality as “very poor” or “poor.”

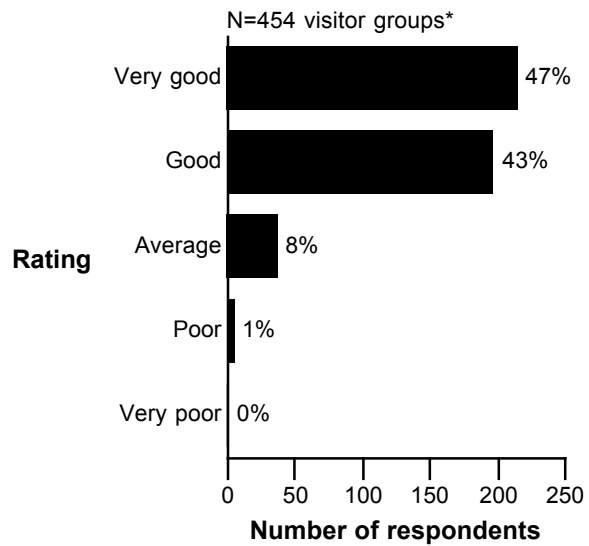


Figure 99. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

Park story to share with family and friends

Question 17

Please list one aspect of the park's story that you might share with family and friends. (Open-ended)

Results

- 57% of visitor groups (N=316) listed an aspect of the park story to share with family and friends.
- Table 24 shows a summary of visitor comments. A complete copy of hand-written comments can be found in the Visitor Comments Appendix.

Table 24. One aspect of park's story to share (N=413) comments; some visitor groups made more than one comment.)

Story	Number of times mentioned
Scenery/scenic views	52
Beauty	36
Depth/narrowness of canyon	32
Gunnison Tunnel	26
Creation of the canyon	20
Geological history	17
Early exploration	14
Sheerness of cliffs	11
Colors/patterns of rock	10
Comparison to other canyons	10
Hiking opportunities	10
River and the power of it	9
Rocks	9
National Monument re-designated as National Park	8
Painted Wall	8
Railroad attempt through canyon	8
Road down to the bottom	8
Awesomeness	7
Descent and elevation drop of river	7
Photographic opportunities	7
Torrence/Fellows Expedition	7
Initial survey of the river and canyon	6
Analogies to describe depth	4
Dam history	4
Film in visitor center	4
History of the park name	4
Wildlife sightings	4
Camping opportunities	3
Erosion rate	3
History	3
Quietness	3
Ranger-led programs	3
Reverend Warner activities	3
Climbing opportunities	2
Fishing	2
Great sunset	2
Gunnison River boat ride	2

Table 24. One aspect of park's story to share (continued)

Story	Number of times mentioned
Information on interpretive signs	2
North Rim	2
Remoteness/solitude	2
Seeing rocks fall	2
Unexpected canyon within the rolling land	2
2-hour drive from North Rim to South Rim	1
Astronomy/starry night sky	1
Beyond pictures	1
Blue-green color of the water	1
Campsite was invaded by additional campers twice	1
Childhood memories	1
Clean facilities	1
Clean restrooms	1
Difference between canyon and erosion	1
Ease of getting around	1
East Portal	1
Education	1
Elevation drop facts	1
Employees' investment in the community	1
Everything	1
Exceptional host/hostess	1
First people end to end travelers	1
Flow rates of the river	1
Hanging valleys carved before river redirection to carve the canyon	1
Herbert Hoover designation as National Monument	1
How it was discovered by Gunnison	1
Lightening storm	1
No crowds	1
No maintained trail to bottom of canyon	1
Nothing in particular	1
Original difficulties of access to this area	1
Picnicking	1
Plants	1
Postcards	1
River expedition story from visitor center film	1
Road around the rim	1
Rugged and completely wild nature of the canyon	1
Things to see/do in the park	1
Volunteer had sun scope set up	1
Worth visiting	1

Planning for the future

Question 29

If you were a manager planning for the future of Black Canyon of the Gunnison NP, what would you and your personal group propose? (Open-ended)

Results

- 50% of visitor groups (N=230) responded to this question.
- Table 25 shows a summary of visitor comments. A complete copy of handwritten comments can be found in the Visitor Comments Appendix.

Table 25. Planning for the future (N=316 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (<1%)	
Comments	2
INTERPRETIVE SERVICES (17%)	
Provide more ranger-led activities	10
Add interpretive signs	5
Provide self-guided audio tour of the park	5
Educate visitors about the park	4
Provide more ranger-led children's activities	4
Expand visitor center	3
Add roving rangers to answer questions	2
Better advertised ranger-led programs	2
Provide more information about things to do/see in park	2
Provide more information on the map	2
Other comments	17
FACILITIES/MAINTENANCE (30%)	
More hiking trails	12
Improve directional signs in park	9
Improve trail down to river	6
Continue maintaining existing facilities	4
Increase size of campgrounds/campsites	4
Add restrooms	3
Improve access to river	3
Improve directional signs to the park	3
Improve recycling program	3
Add a lodge	2
Add bridge across canyon	2
Add picnic tables/benches	2
Add RV park with hookups	2
Better maintained roads	2
Get running water	2
Improve campground	2
Improve disabled/elderly access to view points	2

Table 25. Planning for the future (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Increase driving access to river	2
Install shower facilities	2
Pave roads to North Rim	2
Provide real restrooms (not pit toilets)	2
Other comments	22
POLICIES/MANAGEMENT (16%)	
Keep it wild/pristine	22
Restrict development/commercialism	20
More publicity	18
Be more dog-friendly	4
Promote alternative transportation	4
Keep North Rim small and quiet	3
Install shuttle system to East Portal	2
Reduce daily entrance fee	2
Other comments	17
RESOURCE MANAGEMENT (<1%)	
Comment	1
CONCESSIONS (10%)	
Add restaurants/snack bars	12
Add camp store that sells firewood/ice	4
Add lodging options	4
Provide equipment rentals	2
Other comments	8
GENERAL COMMENTS (27%)	
Keep as is	29
Other comments	13

Additional comments

Question 30

Is there anything else you and your personal group would like to tell us about your visit to Black Canyon of the Gunnison NP? (Open-ended)

Results

- 46% of visitor groups (N=211) responded to this question.
- Table 26 shows a summary of visitor comments. A complete copy of handwritten comments can be found in the Visitor Comments Appendix.

Table 26. Additional comments
(N=339 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
PERSONNEL (6%)	
Friendly rangers	3
Great campground staff	3
Helpful rangers	3
Informative rangers	3
Better train/educate staff	2
Other comments	5
INTERPRETIVE SERVICES (5%)	
Enjoyed ranger-led astronomy program	2
Great movie in the visitor center	2
Other comments	12
FACILITIES/MAINTENANCE (11%)	
Well-maintained/clean park	6
Nice restrooms	3
Nice visitor center at South Rim	3
Appreciate great facilities	2
Better marked trails	2
Increase handicapped access	2
Roads are well-maintained	2
Other comments	17
POLICIES/MANAGEMENT (9%)	
Keep North Rim undeveloped/quiet	7
Increase publicity	4
Keep uncrowded	4
Restrict commercialism	3
Decrease entrance fee	2
Make park more dog-friendly	2
Other comments	9

Table 26. Additional comments (continued)

Comment	Number of times mentioned
GENERAL COMMENTS (70%)	
Enjoyed visit	61
Beautiful	40
Thank you	19
Will return	17
Love the park	16
Great park	9
Ran out of time	9
Awesome/awe inspiring	7
A pleasant surprise	6
Worth the drive and time	6
Comparable to other parks (like Grand Canyon)	4
Enjoyed solitude	4
Keep doing what you're doing	4
Have been coming to park for years	3
Park is a well-kept secret/understated	3
Disappointed in North Rim	2
Exceeded expectations	2
Great hiking opportunities	2
Had good wildlife encounter	2
Will tell others about park	2
Other comments	18

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience, and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

For more information please contact:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83844-1139

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to the general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Filion 1976; Dey 1997). Since non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002) and Groves (2000) also suggest that saliency of topic has an effect on response rate. In this visitor study, visitor satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

Respondents and nonrespondents were compared using age and group size. Independent sample T-test was used to test the difference between respondents and nonrespondents. Respondents were then categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the postcards were mailed, the second wave is between postcard and 1st replacement, and the third wave contains surveys received after the 1st replacement. A Chi-square test was used to detect the difference in education levels at different mailing waves and an ANOVA was used to test the difference in overall rating score. The hypothesis was that group types are equally represented. If the p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Therefore, the hypotheses for checking non-response bias are:

1. There was no significant difference between respondents' and nonrespondents' average age.
2. There was no significant difference between respondents' and nonrespondents' average group size.
3. Respondents of different education levels are equally represented in different mailing waves.
4. Overall quality ratings are not significantly different among early and late responders.

Tables 3 and 4 show no significant differences in group size, overall quality ratings, and level of education. However, there was a significant difference in average age between respondents and nonrespondents. Sometimes a younger person in the group accepted the questionnaire but an older person in the group actually completed it. This may cause discrepancies in age. While it is necessary to exercise some caution in interpreting visitor demographic, there is no evidence of potential bias in visitors' opinions about park operations.

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- Van Kenhove, P., Wijnen, K., and De Wulf, K. (2002). The Influence of Topic Involvement on Mail-Survey Response Behavior. *Psychology and Marketing*, Vol 19 (3): 293-301.

Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu.vsp.reports.htm. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

1989 (continued)

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

Visitor Services Project Publications (continued)**1993**

- 54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
- 55. Santa Monica Mountains National Recreation Area (spring)
- 56. Whitman Mission National Historic Site
- 57. Sitka National Historical Park
- 58. Indiana Dunes National Lakeshore
- 59. Redwood National Park
- 60. Channel Islands National Park
- 61. Pecos National Historical Park
- 62. Canyon de Chelly National Monument
- 63. Bryce Canyon National Park (fall)

1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)

1996 (continued)

- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Park (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park (fall)
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park

Visitor Services Project Publications (continued)**2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield (fall)

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

2003 (continued)

- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

2005

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

2006

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Preserve
- 183. Zion National Park (spring and fall)

Visitor Services Project Publications (continued)**2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186. Glen Canyon National Recreation Area (spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post NHS
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

2008

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park (winter)
- 199. Everglades National Park (winter and spring)
- 200. Horseshoe Bend National Military Park (spring)
- 201. Carl Sandburg Home National Historic Site (spring)
- 202. Fire Island National Seashore resident (spring)
- 203. Fire Island National Seashore visitor
- 204. Capitol Reef National Park
- 205.1 Great Smoky Mountains National Park (summer)
- 205.2 Great Smoky Mountains National Park (fall)
- 206. Grand Teton National Park
- 207. Herbert Hoover National Historic Site
- 208. City of Rocks National Reserve

2009

- 209. Fort Larned National Historic Site
- 210. Homestead National Monument of America
- 211. Minuteman Missile National Historic Site

2009 (continued)

- 212. Perry's Victory & International Peace Memorial
- 213. Women's Rights National Historical Park
- 214. Klondike Gold Rush National Historical Park Unit -Seattle
- 215. Yosemite National Park
- 216. Sleeping Bear Dunes National Lakeshore
- 217. James A. Garfield National Historic Site
- 218. Boston National Historical Park
- 219. Bryce Canyon National Park
- 220. Indiana Dunes National Lakeshore
- 221. Acadia National Park
- 222. Laurance S. Rockefeller Preserve
- 223. Martin Van Buren National Historic Site

2010

- 224.1 Death Valley National Park (fall)
- 224.2 Death Valley National Park (spring)
- 225. San Juan National Historic Site (spring)
- 226. Ninety Six National Historic Site (spring)
- 227. Kalaupapa National Historical Park
- 228. Little River Canyon National Preserve
- 229. George Washington Carver National Monument
- 230. Chattahoochee River National Recreation Area
- 231. Black Canyon of the Gunnison National Park

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.

Visitor Comments Appendix

This section contains complete visitor comments for open-ended questions and is bound separately due to its size.

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island communities.

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**National Park Service
U.S. Department of the Interior**



**Natural Resource Program Center
1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525**

www.nature.nps.gov