



# Niobrara National Scenic River Visitor Study

*Summer 2010*

Natural Resource Report NPS/NRPC/SSD/NRR—2011/P30/107056



**ON THE COVER**

Niobrara River

Photograph courtesy of Niobrara National Scenic River

# **Niobrara National Scenic River Visitor Study**

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## Executive Summary

This visitor study report profiles a systematic random sample of Niobrara National Scenic River (NSR) visitors during July 30 - August 7, 2010. A total of 526 questionnaires was distributed to visitor groups. Of those, 317 questionnaires were returned resulting in a 60.3% response rate.

<b>Group size and type</b>	Thirty-seven percent of visitor groups were in groups of four to six, 22% were in groups of ten or more, and 22% were in groups of one to three. Fifty-six percent of visitor groups were in family groups.
<b>State or country of residence</b>	United States visitors comprised 99% of total visitation during the survey period, with 70% from Nebraska and smaller proportions from 29 other states. Too few international visitors responded to provide reliable data.
<b>Frequency of visits</b>	Forty-six percent of visitors were visiting the park for the first time in their lifetime, and 83% were visiting for the first time in the past 12 months.
<b>Age, ethnicity, race, and education level</b>	Twenty-nine percent of visitors were ages 36-50 years, 23% were ages 15 years or younger, and 7% were ages 61 or older. Two percent were Hispanic or Latino. Ninety-seven percent of visitors were White and 3% were American Indian or Alaska Native. Thirty-eight percent of respondents had completed a bachelor's degree.
<b>Physical conditions</b>	Four percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities and services.
<b>Household income and size</b>	Twenty-four percent reported a household income of \$50,000-\$74,999 and 17% had an income of \$100,000-\$149,999. Thirty-three percent of respondents had two people in their household.
<b>Awareness of park management</b>	Thirty-five percent of visitor groups did not know who managed Niobrara NSR prior to their visit, and 32% thought it was managed by the National Park Service only.
<b>Information sources</b>	Most visitor groups (90%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through friends/relatives/word of mouth (72%), and most (95%) received the information they needed. To obtain information for a future visit, 64% of visitor groups would use the park website.
<b>Park website</b>	Thirty-four percent of visitor groups used the park website prior to or during their visit. Of those visitor groups that used the website, 47% rated it as "very helpful."
<b>Reason for visiting park</b>	For 68% of visitor groups, the park was a primary destination, and for 86%, the most common reason for visiting Niobrara NSR was to enjoy recreation in the park.
<b>Length of stay</b>	Of those visitor groups that stayed less than one day, 29% spent five to six hours visiting the park. Of those that spent more than one day, 50% spent two days visiting the park. The average length of stay was 41.5 hours or 1.7 days.

**Executive summary** (continued)

<b>Locations visited in the park</b>	The most common location visited was Smith Falls State Park (92%). The most common location that visitor groups visited first was Fort Niobrara NWR Launch Site (27%) and the most common location visited last was Brewer Bridge Landing (28%).
<b>Expected activities</b>	The most common activities visitor groups expected to participate in were canoeing/kayaking/rafting (64%) and tubing (60%). Fifteen percent of visitor groups expected, but were unable, to participate in an activity. The most common reason for not being able to participate was time constraints (47%).
<b>Activities on this visit</b>	The most common activities were tubing (58%) and enjoying natural quiet (58%), and the most important activity was tubing (50%).
<b>Crowding at park locations</b>	Nineteen percent of visitor groups felt more crowded than they expected on the river, and 17% felt more crowded than they expected, both in the campgrounds and on landings/boat launch areas.
<b>Visitor services and facilities</b>	The visitor service and facility most commonly used by visitor groups was the restrooms (87%), followed by the signs along the river (72%) and the park brochure/map (57%).
<b>Commercial/outfitter services and facilities</b>	The most commonly used commercial/outfitter services and facilities were the canoe/kayak/tube rental (85%) and restrooms (78%). Seventy-nine percent of visitor groups rented equipment from a commercial outfitter. Of the 74% of visitor groups that received the pre-trip safety and river orientation briefing, 92% felt it was adequate.
<b>Protecting park attributes and resources</b>	The highest combined proportions of “extremely important” and “very important” ratings of protecting park attributes and resources included clean water (90%) and scenic views (88%).
<b>Elements affecting experience</b>	For 62% of visitor groups, litter on the river detracted from their park experiences, and for 58%, visitors using poor river ethics detracted from their park experiences. For 75% of visitor groups, visitors using good river ethics added to their park experiences, and 67% found the signage along the river added to their park experiences.
<b>Ranger-led programs/activities</b>	Thirty-one percent of visitor groups were interested in attending ranger-led programs on a future visit to the park, of which 51% preferred a program length of 1/2 hour. The most commonly preferred topic to learn about was cliff and canyon rock formations, waterfalls and erosion effects (87%).
<b>Overall quality</b>	Most visitor groups (87%) rated the overall quality of facilities, services, and recreational opportunities at Niobrara NSR 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 Dr. Yen Le for overseeing the fieldwork, Jen Morse and the staff and volunteers of Niobrara National Scenic River for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

## **About the Authors**

Ariel Blotkamp is a Research Assistant with the Visitor Services Project. Dr. Yen Le is the Assistant Director of the Visitor Studies Project, and 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 Niobrara National Scenic River (NSR) in Valentine, NE, conducted July 30 - August 7, 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 Niobrara NSR describes the park: "The Niobrara National Scenic River is not just the premier recreation river in Nebraska. It is a unique crossroads where many species of plants and animals coexist unlike anywhere else. High water quality and the relatively free-flowing nature of the Niobrara support diverse life while unique fossil-filled sandstone cliffs host over 200 waterfalls" ([www.nps.gov/niob](http://www.nps.gov/niob), retrieved February, 2011).

## 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 a 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](http://www.psu.uidaho.edu/vsp/reports.htm) or by contacting the VSP office at (208) 885-7863.

## Presentation of the Results

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

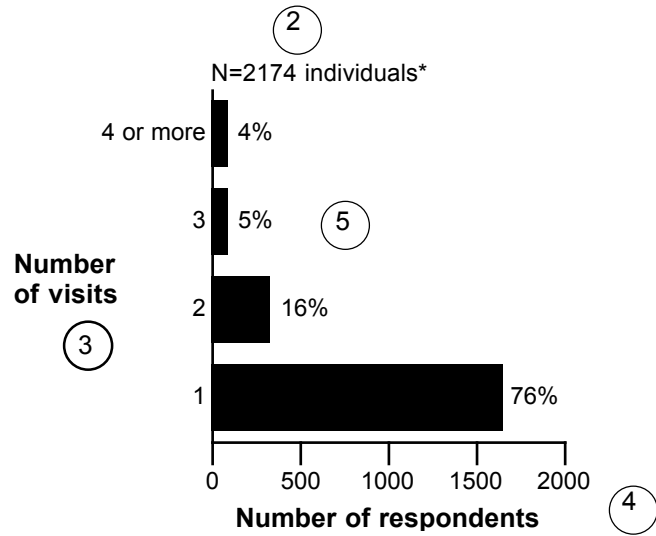
### SAMPLE

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*

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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 four sites during July 30 - August 7, 2010. Visitors were surveyed between the hours of 8 a.m. and 7 p.m. Table 1 shows the four locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 554 visitor groups were contacted, of which 526 groups (94.9%) accepted questionnaires. (The average acceptance rate for 228 VSP visitor studies conducted from 1988 through 2010 is 91.5%.) Questionnaires were completed and returned by 317 visitor groups resulting in a 60.3% response rate for this study. (The average response rate for the 228 VSP visitor studies is 72.6%.)

**Table 1.** Questionnaire distribution, summer 2010

Sampling site	Distributed		Returned	
	N	%	N	%
Fort Niobrara NWR Launch Site	160	30	101	32
Brewer Bridge	52	10	36	11
Rocky Ford	52	10	28	9
Smith Falls State Park	262	50	152	48
Total	526	100	317	100

#### *Questionnaire design*

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The Niobrara NSR 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 Niobrara NSR. 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 Niobrara NSR 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***

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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

<b>Mailing</b>	<b>Date</b>	<b>U.S.</b>	<b>International</b>	<b>Total</b>
Postcards	August 23, 2010	519	0	519
1 <sup>st</sup> Replacement	September 7, 2010	304	0	304
2 <sup>nd</sup> Replacement	September 28, 2010	262	0	262

## ***Data analysis***

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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***

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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 selected sites during the study period of July 30 - August 7, 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***

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The weather during the survey period was hot and sunny, with occasional rain and 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**

Five variables were used to check non-response bias: respondents' age, group size, group type, overall quality rating score, and level of education. There are potential non-response biases toward respondents at a higher age range, smaller family groups (see Tables 3 and 4). Younger survey participants who travelled in a larger group of friends were not as responsive to the survey and thus were underrepresented in the survey results. However, there were no significant differences between early and late responders in terms of level of education and overall quality rating (see Table 5). This indicates that while demographic information needs to be interpreted with caution, there was no evidence indicating differences in level of satisfaction. See Appendix 3 for more details on the non-response bias checking procedures.

**Table 3.** Comparison of respondents and nonrespondents in average age and group size

<b>Variable</b>	<b>Respondents</b>	<b>Nonrespondents</b>	<b>p-value (t-test)</b>
Age (years)	43.99 (N=316)	34.31 (N=200)	<0.001
Group size	7.39 (N=304)	8.62 (N=207)	0.045

**Table 4.** Comparison of respondents and nonrespondents in group type

<b>Group type</b>	<b>Respondents</b>	<b>Nonrespondents</b>	<b>p-value</b>
Alone	3	3	
Family	170	82	
Friends	59	49	
Family and friends	82	56	
Other	6	0	<0.001

**Table 5.** Comparison of respondents at different mailing waves

	<b>Before postcard</b>	<b>Between postcard and 1<sup>st</sup> replacement</b>	<b>After 1<sup>st</sup> replacement</b>	<b>p-value</b>
Education level (number of respondents in each category – Chi-square test)				
Some high school	1	0	1	
High school diploma/GED	14	9	3	
Some college	50	18	27	
Bachelor's degree	64	31	24	
Graduate degree	41	18	12	0.43
Overall quality (Average rating within each mailing wave – ANOVA)				
	4.27	4.24	4.30	0.888

# Results

## Group and Visitor Characteristics

### Visitor group size

**Question 21b**

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

**Results**

- 37% of visitors were in groups of 4 to 6 people (see Figure 1).
- 22% were in groups of 10 or more.
- 22% were in groups of 1 to 3.

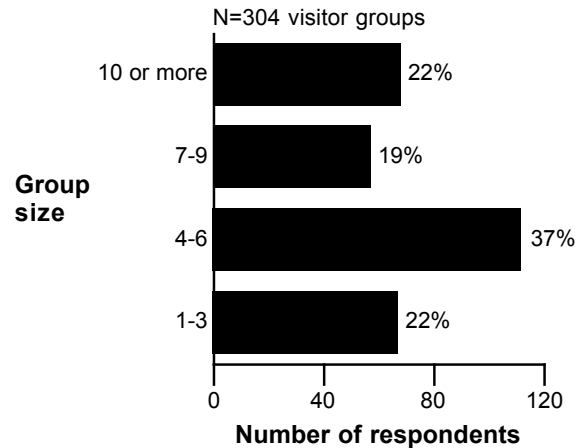


Figure 1. Visitor group size

### Visitor group type

**Question 21a**

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

**Results**

- 56% of visitor groups were with family members (see Figure 2).
- 27% were with family and friends.

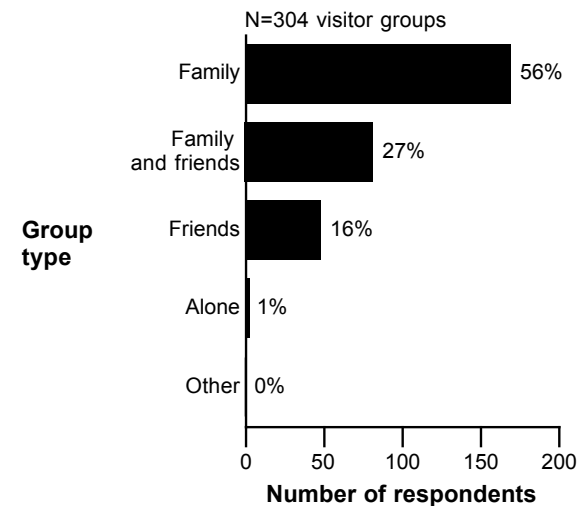


Figure 2. Visitor group type

\*total percentages do not equal 100 due to rounding

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

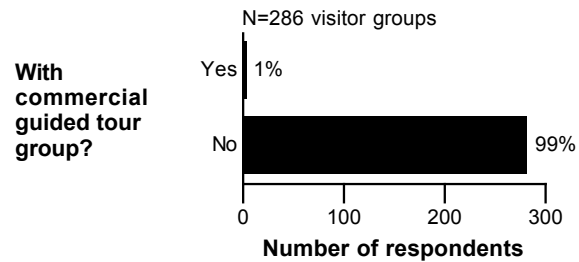
**Visitors with organized groups**

**Question 20a**

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

**Results**

- 1% of visitor groups were part of a commercial guided tour group (see Figure 3).



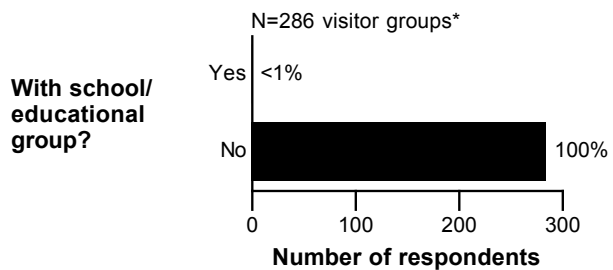
**Figure 3.** Visitors with a commercial guided tour group

**Question 20b**

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

**Results**

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



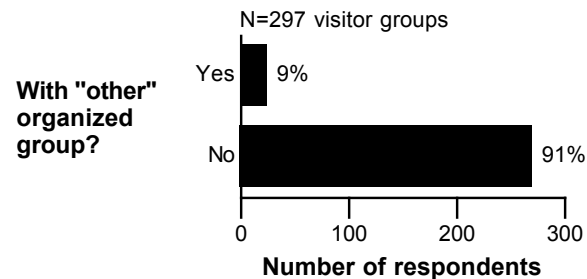
**Figure 4.** Visitors with a school/ educational group

**Question 20c**

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

**Results**

- 9% of visitor groups were with an “other” organized group (see Figure 5).



**Figure 5.** Visitors with an “other” organized group

\*total percentages do not equal 100 due to rounding

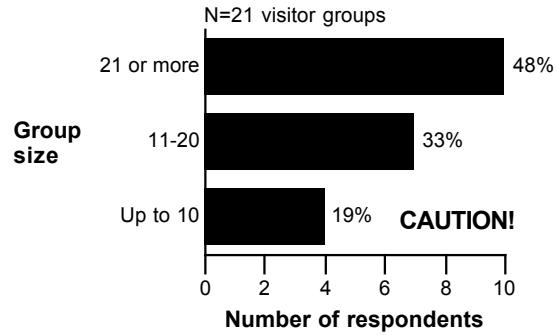
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Question 20d**

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).



**Figure 6.** 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 22b**

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

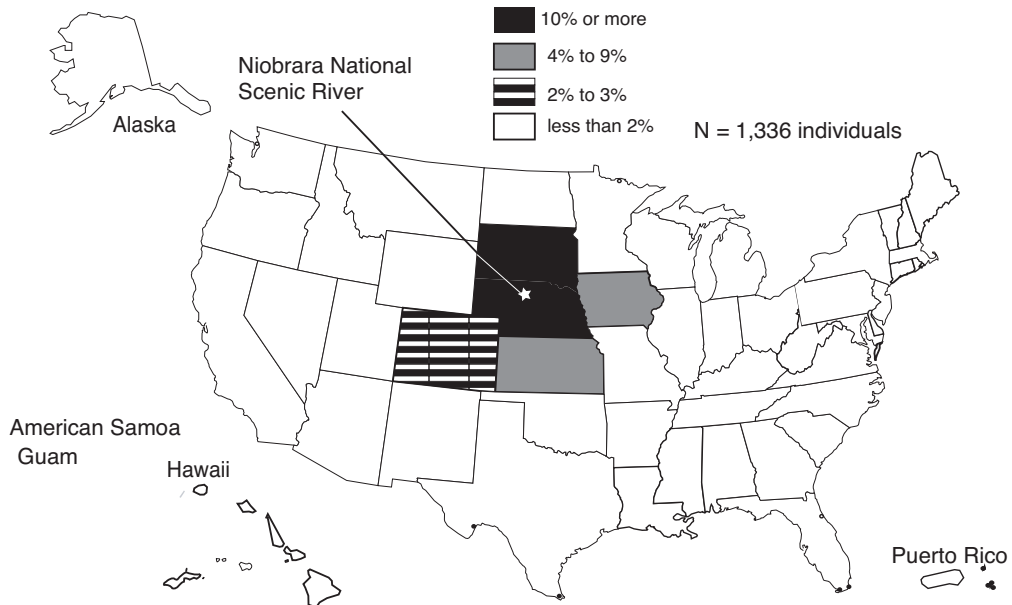
Note: Response was limited to seven members from each visitor group.

**Results**

- U.S. visitors were from 30 states and comprised 99% of total visitation to the park during the survey period.
- 70% of U.S. visitors came from Nebraska (see Table 6 and Figure 7).
- 10% came from South Dakota.
- Smaller proportions of U.S. visitors came from 28 other states.

**Table 6. United States visitors by state of residence\***

State	Number of visitors	Percent of U.S. visitors N=1,336 individuals	Percent of total visitors N=1,343 individuals
Nebraska	939	70	70
South Dakota	135	10	10
Iowa	77	6	6
Kansas	50	4	4
Colorado	25	2	2
Missouri	14	1	1
California	13	1	1
Illinois	11	1	1
Pennsylvania	8	1	1
21 other states	64	5	5



**Figure 7. 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 Nebraska and adjacent states by county of residence***

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

- Visitors from Nebraska and adjacent states were from 118 counties and comprised 92% of the total U.S. visitation to the park during the survey period.
- 16% came from Douglas County, NE (see Table 7).
- 13% came from Lancaster County, NE.
- Smaller proportions came from 116 other counties in adjacent states.

**Table 7.** Visitors from Nebraska and adjacent states by county of residence\*

County, State	Number of visitors	
	N=1,231 individuals	Percent
Douglas, NE	202	16
Lancaster, NE	163	13
Sarpy, NE	86	7
Cherry, NE	38	3
Pennington, SD	37	3
Madison, NE	32	3
Minnehaha, SD	25	2
Lincoln, NE	24	2
Buffalo, NE	19	2
Washington, NE	19	2
Woodbury, IA	19	2
Knox, NE	18	1
Platte, NE	18	1
Thurston, NE	18	1
Gage, NE	16	1
Hall, NE	16	1
Cedar, NE	14	1
Jefferson, NE	13	1
Saunders, NE	13	1
99 other counties	441	36

\*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 22b**

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 – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 8).

**Table 8.** International visitors by country of residence

**CAUTION!**

Country	Number of visitors	Percent of international visitors N=7 individuals	Percent of total visitors N=1,343 individuals
Italy	2	29	<1
Latvia	2	29	<1
Brazil	1	14	<1
China	1	14	<1
Germany	1	14	<1

\*total percentages do not equal 100 due to rounding

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

**Number of visits in past 12 months**

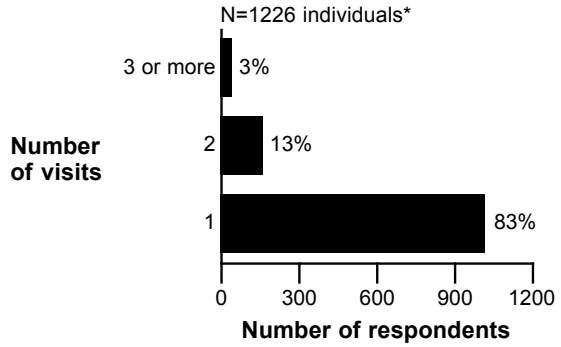
**Question 22c**

For you and your personal group on this visit, how many times have you visited Niobrara NSR in the past 12 months (including this visit)?

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

**Results**

- 83% of visitors were visiting the park for the first time in the past 12 months (see Figure 8).



**Figure 8.** Number of visits to park in past 12 months

**Number of lifetime visits**

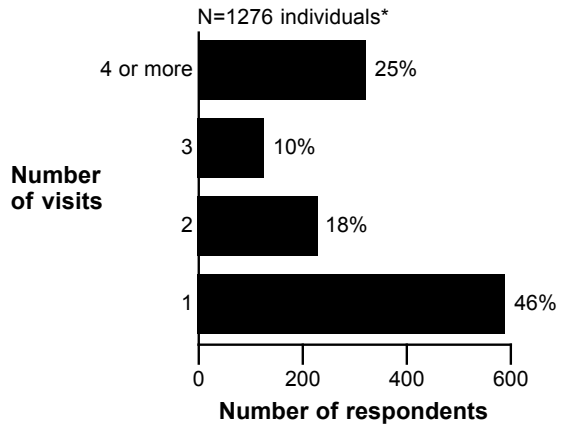
**Question 22d**

For you and your personal group on this visit, how many times have you visited Niobrara NSR in your lifetime (including this visit)?

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

**Results**

- 46% of visitors were visiting the park for the first time in their lifetime (see Figure 9).
- 25% had visited four or more times.



**Figure 9.** Number of visits to park in lifetime

\*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**

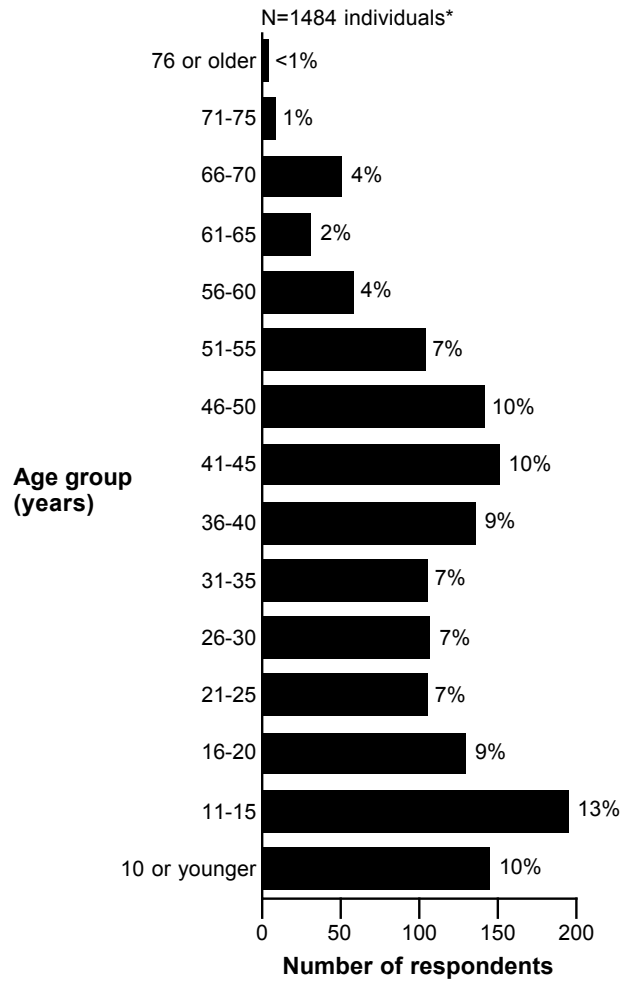
**Question 22a**

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 78 years.
- 29% of visitors were 36 to 50 years old (see Figure 10).
- 23% of visitors were in the 15 years or younger age group.
- 7% were 61 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**

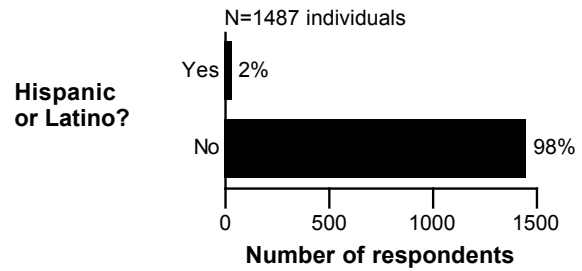
**Question 24a**

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

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

**Results**

- 2% of visitors were Hispanic or Latino (see Figure 11).



**Figure 11.** Visitors who were Hispanic or Latino

**Visitor race**

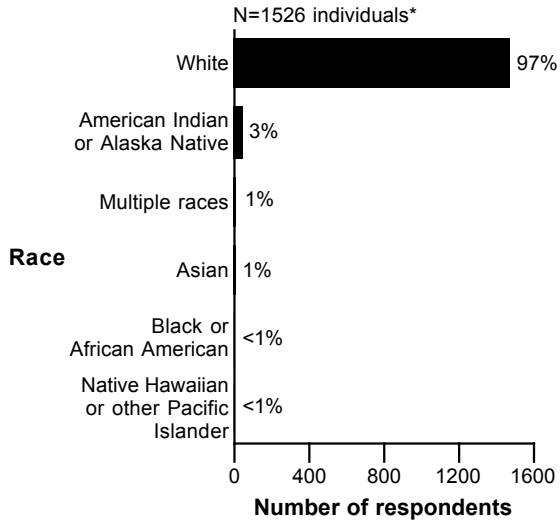
**Question 24b**

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**

- 97% of visitors were White (see Figure 12).
- 3% were American Indian or Alaska Native.



**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

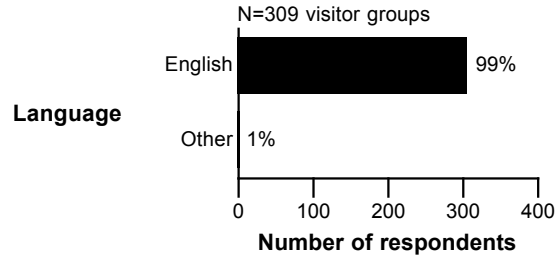
**Language used for speaking and reading**

**Question 25a**

When visiting an area such as Niobrara NSR, which languages do you and most members of your personal group prefer to use for speaking?

**Results**

- 99% of visitor groups reported English as their preferred language for speaking (see Figure 13).
- “Other” languages (1%) are listed in Table 9.



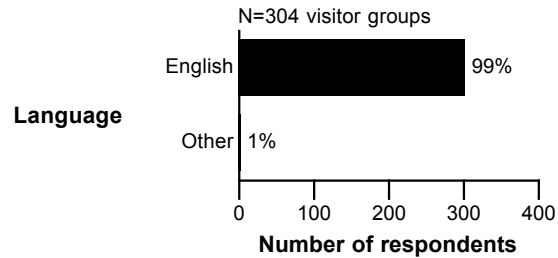
**Figure 13.** Language preferred for speaking

**Question 25b**

When visiting an area such as Niobrara NSR, which language do you and most members of your personal group prefer to use for reading?

**Results**

- 99% of visitor groups preferred English for reading (see Figure 14).
- “Other” languages (1%) are listed in Table 10.



**Figure 14.** Language preferred for reading

**Table 9.** Other languages preferred for speaking (N=3 comments) – **CAUTION!**

Language	Number of times mentioned
Spanish	2
Lakota	1

**Table 10.** Other languages preferred for reading (N=3 comments) – **CAUTION!**

Language	Number of times mentioned
Spanish	2
Lakota	1

\*total percentages do not equal 100 due to rounding

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

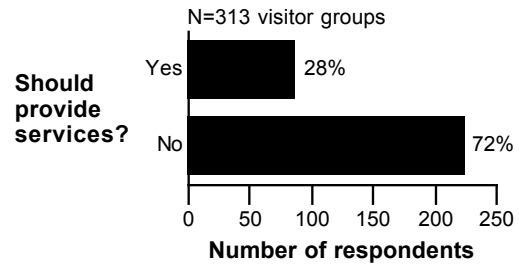
**Services in other languages**

**Question 25c**

In your opinion, what services in the park need to be provided in languages other than English? (Open-ended)

**Results**

- 28% of visitor groups indicated that services should be provided in languages other than English (see Figure 15).
- 24 visitor groups listed services that need to be provided in languages other than English (see Table 11).



**Figure 15.** Visitor groups that indicated services should be provided in languages other than English

**Table 11.** Services that need to be provided in languages other than English (N=28 comments; some visitor groups made more than one comment.) **CAUTION!**

Service	Number of times mentioned
Safety signs	5
Restrooms	4
Emergency/first aid	2
Everything	2
Maps	2
Signs	2
Website	2
Basic guidelines	1
Bridge to landing areas	1
Information about recreational opportunities in the park area	1
Loading areas	1
Outdoor exhibits	1
Park office	1
Printed materials	1
Rangers (customer service, safety)	1
River signs	1

\*total percentages do not equal 100 due to rounding

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

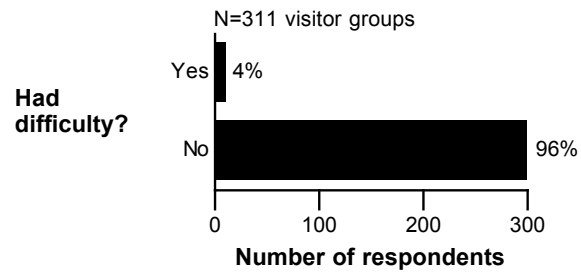
**Physical conditions**

**Question 19a**

On this visit, did anyone in your personal group have difficulty accessing or participating in any activities or services?

**Results**

- 4% of visitor groups had members who had difficulty accessing or participating in park activities or services (see Figure 16).



**Figure 16.** Visitor groups that had members who had difficulty accessing or participating in activities or services

**Question 19b**

If YES, what activities or services did the person(s) have difficulty accessing or participating in during this visit? (Open-ended)

**Results – Interpret with CAUTION!**

- 11 visitor groups commented on activities or services that were difficult to access or participate in (see Table 12).

**Table 12.** Activities or services that were difficult to access or participate in (N=11 comments) **CAUTION!**

Activity/service	Number of times mentioned
Waterfalls	2
Bathroom/shower house at Smith Falls	1
Finding beach/river access	1
Floating river	1
Going up bank of river	1
Hiking trails closed due to thinning of cedar trees	1
Missed Fort Falls - didn't see a sign	1
Tubing	1
Walking to Smith Falls	1
Huge flight of stairs to falls was difficult with 3 young children; unable to use stroller	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**

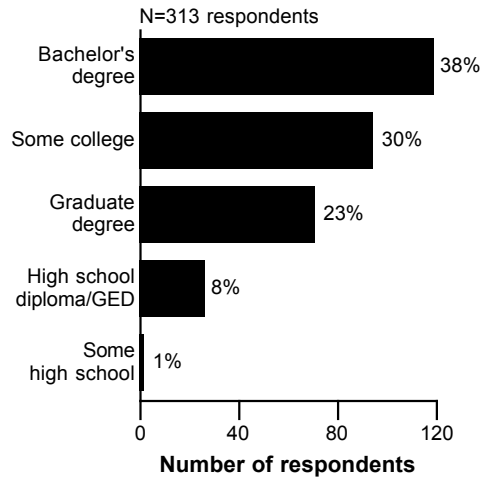
**Question 23**

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

**Results**

- 38% of respondents had a bachelor’s degree (see Figure 17).
- 30% had some college.

**Level of education**



**Figure 17.** 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

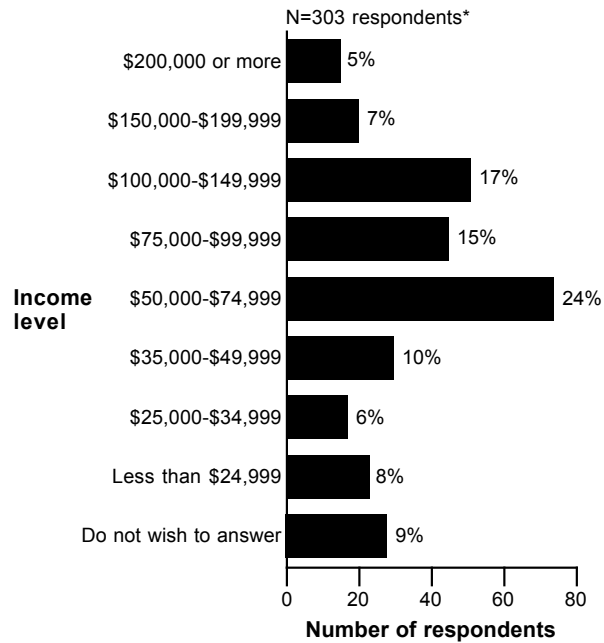
**Household income**

**Question 26a**

Which category best represents your annual household income?

**Results**

- 24% of respondents reported a household income of \$50,000-\$74,999 (see Figure 18).
- 17% had an income of \$100,000-\$149,999.



**Figure 18.** Annual household income

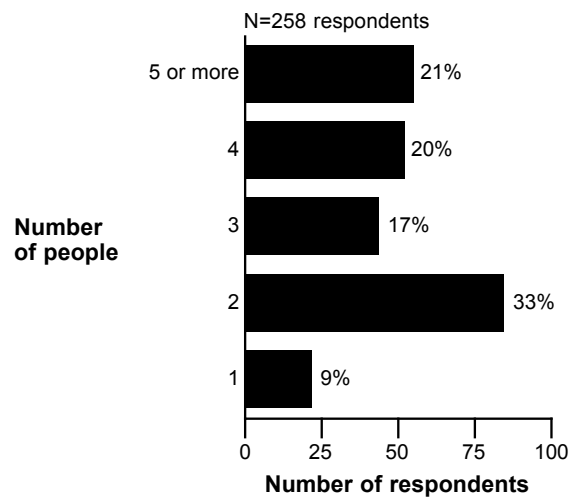
**Household size**

**Question 26b**

How many people are in your household?

**Results**

- 33% of respondents had two people in their household (see Figure 19).
- 21% had five or more people.



**Figure 19.** Number of people in household

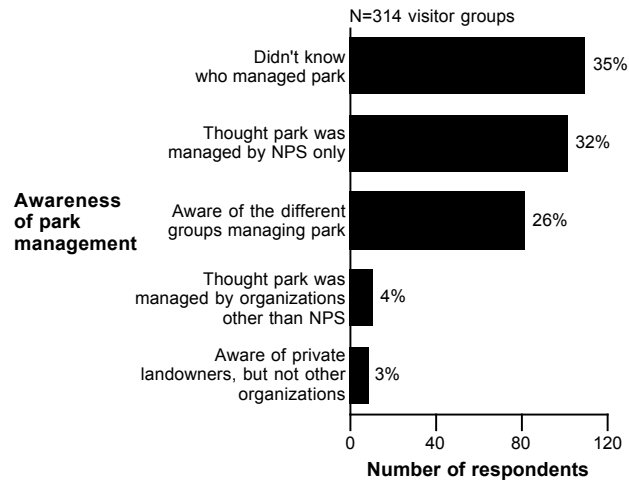
\*total percentages do not equal 100 due to rounding

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

**Awareness of park management**

**Question 4**

Niobrara NSR is managed by the National Park Service and the U.S. Fish and Wildlife Service through partnerships and agreements with various agencies and organizations such as The Niobrara Council, The Nebraska Game and Parks Commission, The Nature Conservancy, The Middle Niobrara Natural Resources District, and with the cooperation of private landowners. Prior to this visit, were you aware of the different entities that collaboratively administer this site?



**Figure 20.** Visitor groups that were aware of the different entities that administer the site

**Results**

- 35% of visitor groups did not know who managed Niobrara NSR prior to their visit (see Figure 20).
- 32% thought Niobrara NSR was managed by the National Park Service only.

\*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 Niobrara NSR?

#### Results

- 90% of visitor groups obtained information about Niobrara NSR prior to their visit (see Figure 21).
- As shown in Figure 22, among those visitor groups that obtained information about Niobrara NSR prior to their visit, the most common sources were:

72% Friends/relatives/word of mouth  
42% Previous visits

- “Other” sources (1%) were:

Grew up in Nebraska  
Live locally

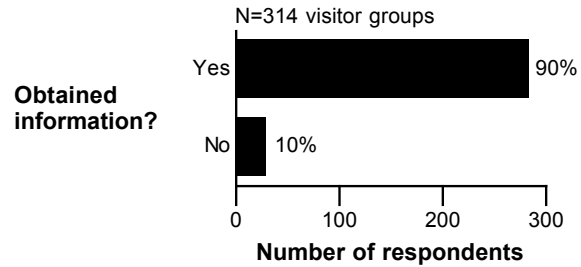


Figure 21. Visitor groups that obtained information about Niobrara NSR prior to visit

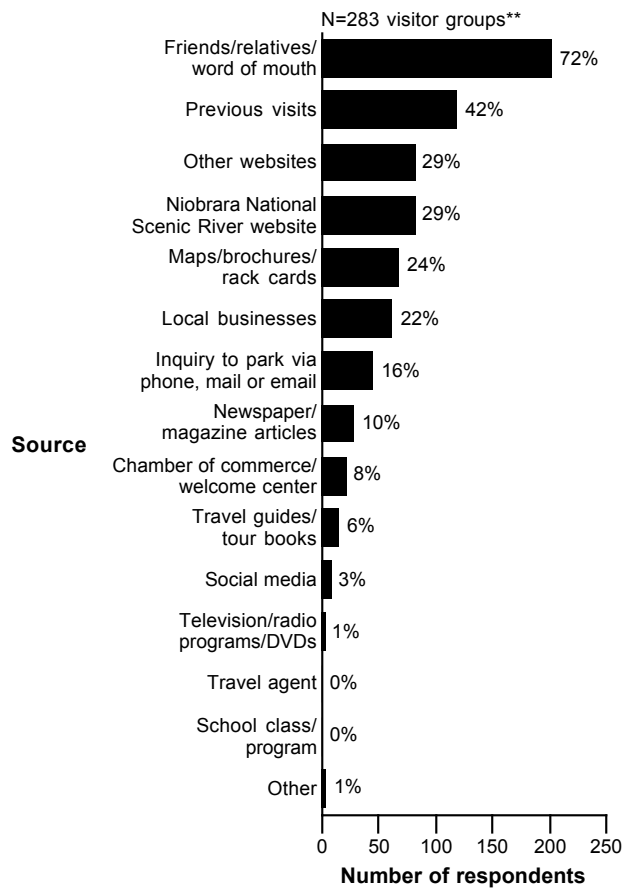


Figure 22. Sources of information used prior to visit

\*total percentages do not equal 100 due to rounding

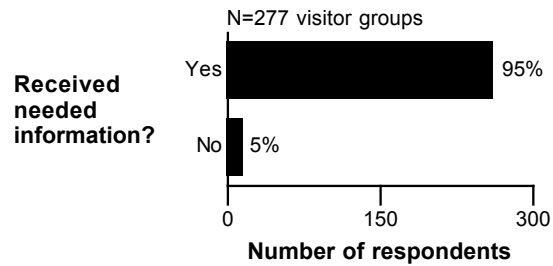
\*\*total percentages do not equal 100 because visitors could select more than one answer

**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**

- 95% of visitor groups received needed information prior to their visit (see Figure 23).



**Figure 23.** 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 – Interpret with CAUTION!**

- 12 visitor groups listed information they needed but was not available (see Table 13).

**Table 13.** Needed information

(N=15 comments; some visitor groups made more than one comment.) **CAUTION!**

Type of information	Number of times mentioned
Campground information (RV availability, reservations, etc.)	3
Amount of walking involved	1
Directions to campground	1
Information on parks and hiking trails around area	1
Internet availability in cabins	1
Map that shows waterfalls	1
More detailed information on Smith's Falls	1
More specific information on camping and tubing	1
National park brochure was not available at welcome center	1
Phone numbers	1
Restrooms and concessions along the way	1
Shuttle service (start times, etc.)	1
What to bring to tube	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**

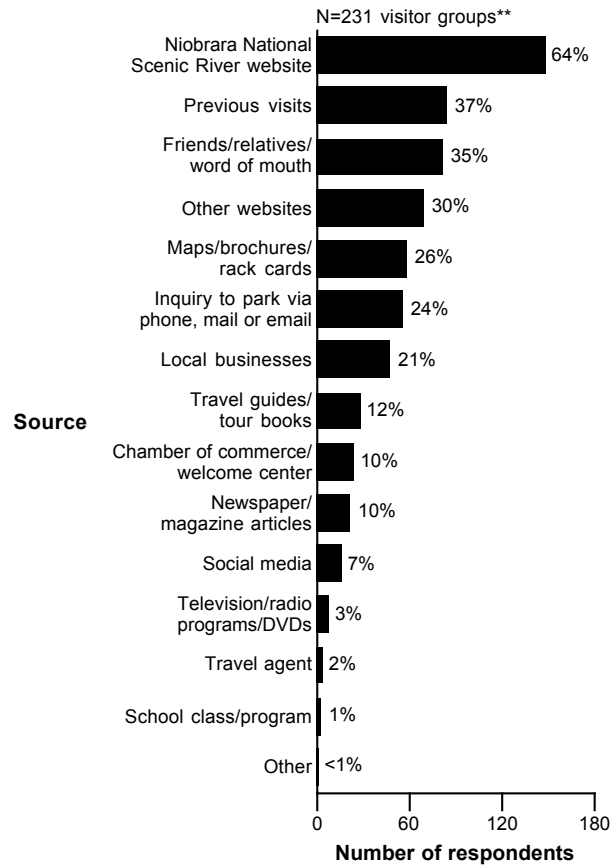
If you were to visit Niobrara NSR in the future, how would you and your personal group prefer to obtain information about the park?

**Results**

- As shown in Figure 24, visitor groups' most preferred sources of information for a future visit were:

64% Niobrara NSR website  
 37% Previous visits  
 35% Friends/relatives/word of mouth

- No "other" sources of information (<1%) were specified.



**Figure 24.** Sources of information 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

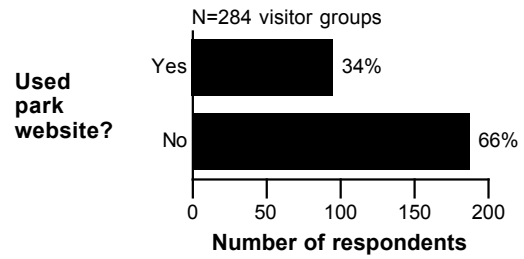
**Park website**

**Question 11a**

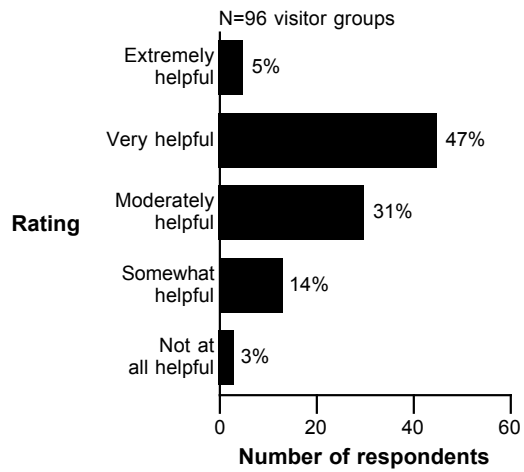
If you and your personal group used the park website (www.nps.gov/niob) prior to or during this visit, please rate how helpful the website was in planning your visit.

**Results**

- 34% of visitor groups used the park website prior to or during their visit (see Figure 25).
- Of those visitor groups that used the website, 47% rated it as “very helpful” (see Figure 26).
- 31% rated it as “moderately helpful.”



**Figure 25.** Visitor groups that used the park website



**Figure 26.** Helpfulness of park website

\*total percentages do not equal 100 due to rounding

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

**Question 11b**

If you rated the park website as “Not at all helpful” or “Somewhat helpful,” what would you suggest to improve the current website? (Open-ended)

**Results – Interpret with CAUTION!**

- 13 visitor groups made suggestions for improving the park website (see Table 14).

**Table 14.** Suggested improvements to the park website (N=18 comments; some visitor groups made more than one comment.) **CAUTION!**

<b>Type of information</b>	<b>Number of times mentioned</b>
More detailed information	2
Be able to make specific site reservations online	1
Better maps with locations and attractions	1
Floating time between locations	1
I had trouble finding what I want	1
I used Valentine's city site to get most information (on waterfalls and the parks)	1
Improve content	1
Links to cabins	1
List of camping spots available with RVs	1
Lists of sights and activities	1
Maps were difficult to download and print; need a better format	1
More graphics, images, and videos	1
Tell us how to go tubing	1
The photos showed just stereotypical behavior - need more compelling shots	1
Update directions so map of campsites have information about dumpsite	1
Virtual view of sites	1
What to expect and what to bring (water, dry bags, river rafting gauge levels)	1

\*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**

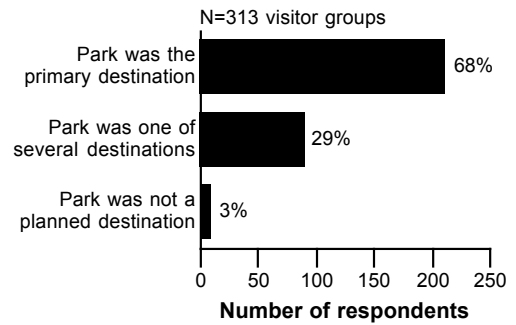
**Question 2a**

How did this visit to Niobrara NSR fit into your personal group's travel plans?

**Results**

- For 68% of visitor groups, Niobrara NSR was the primary destination (see Figure 27).
- For 29%, Niobrara NSR was one of several destinations.

**How visit fit into travel plans**



**Figure 27.** How visit to park fit into visitor groups' travel plans

**Question 2b**

If Niobrara NSR was not your primary destination, what was? (Open-ended)

**Results – Interpret with CAUTION!**

- 26 visitor groups listed primary destinations other than Niobrara NSR (see Table 15).

**Table 15.** Visitor groups' primary destinations, if not Niobrara NSR (N=26 comments) **CAUTION!**

Primary destination	Number of times mentioned
Black Hills, SD	6
South Dakota	3
Merritt Reservoir, NE	2
Badlands, SD	1
Custer State Park, SD	1
Derby, KS	1
Fort Robinson State Park, NE	1
Gordon, NE	1
Long Pine, NE	1
Minneapolis/St. Paul, MN	1
Mullen, NE	1
Nebraska	1
Niobrara Valley Nature Conservancy Preserve	1
Panora, IA	1
Rushville, NE	1
Smith Falls, NE	1
Theodore Roosevelt National Park, ND	1
Winner, SD	1

\*total percentages do not equal 100 due to rounding

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

**Reasons for visiting the park**

**Question 3**

On this trip, what were the reasons that you and your personal group came to Niobrara NSR?

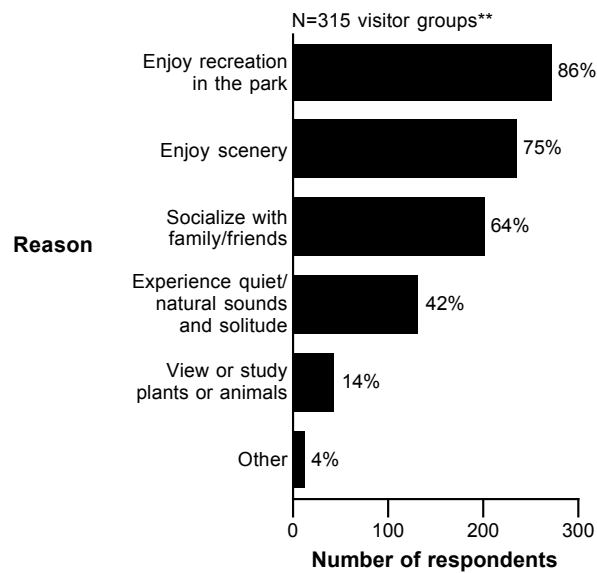
**Results**

- As shown in Figure 28, the most common reasons for visiting Niobrara NSR were:

- 86% Enjoy recreation in the park
- 75% Enjoy scenery
- 64% Socialize with family/friends

- “Other” reasons (4%) were:

- A getaway for the weekend
- Astronomy
- Cub Scout program
- Family reunion
- Obtain a National Park Passport stamp
- On national park tour
- Photography
- Scientific research
- To see what was available for a future visit
- Visit the Fort Niobrara Wilderness Area
- We were in the Sunshine Group
- Wrestling camp



**Figure 28.** Reasons for visiting Niobrara NSR

\*total percentages do not equal 100 due to rounding

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

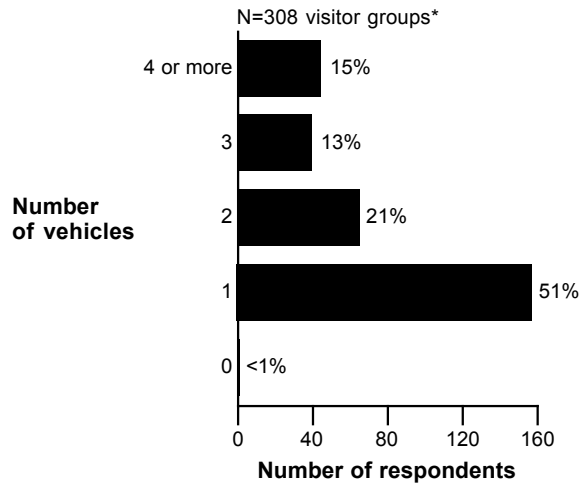
**Number of vehicles**

**Question 21c**

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

**Results**

- 51% of visitor groups used one vehicle to arrive at the park (see Figure 29).
- 21% used two vehicles.



**Figure 29.** 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

**Length of stay**

**Question 7**

On this visit, how much time in total (both on land and on the river) did you and your personal group spend visiting Niobrara NSR?

**Results**

Number of hours if less than 24 hours

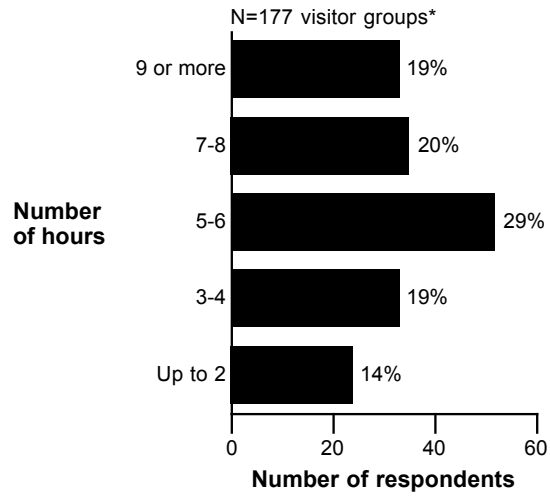
- 29% of visitor groups spent five to six hours visiting the park (see Figure 30).
- 20% spent seven to eight hours.
- The average length of stay for visitor groups that spent less than one day was 6.3 hours.

Number of days if 24 hours or more

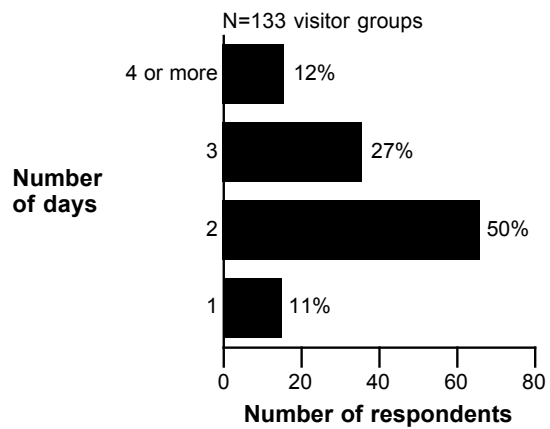
- 50% of visitor groups spent 2 days visiting the park (see Figure 31).
- The average length of stay for visitor groups that spent 24 hours or more was 3.7 days.

Average length of stay

- The average length of stay for all visitor groups was 41.5 hours, or 1.7 days.



**Figure 30.** Hours spent at the park



**Figure 31.** Days spent 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

**Locations visited**

**Question 5**

On the list below, please indicate all the locations at Niobrara NSR that you and your personal group visited during this visit.

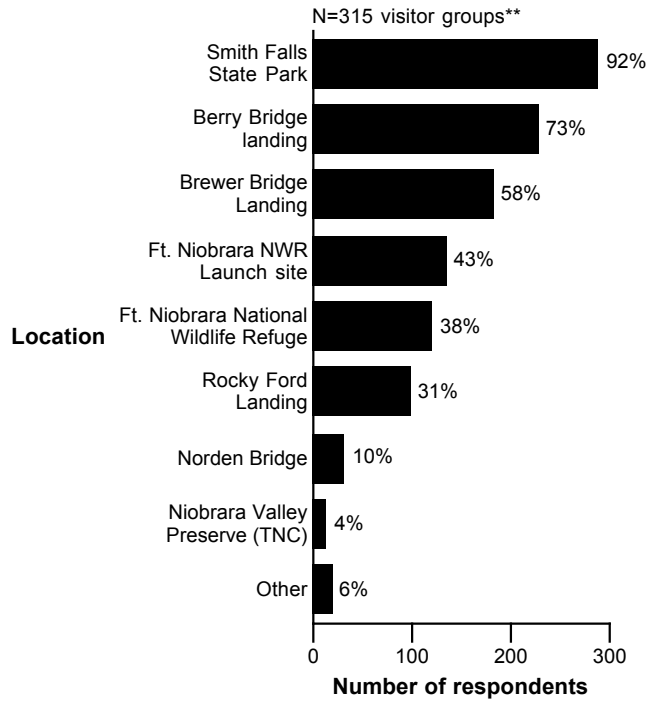
**Results**

- As shown in Figure 32, the most common locations that visitor groups visited were:

92% Smith Falls State Park  
 73% Berry Bridge Landing  
 58% Brewer Bridge Landing

- “Other” locations (6%) were:

Cedar Canyon  
 Cedar Creek Falls  
 Cowboy Trail  
 Fritz Landing  
 From the dam to Egelhoffs Narrows  
 Last Chance Landing  
 Merritt Reservoir  
 Peppermill  
 Rock Barn  
 Snake Falls  
 Stair Step Falls  
 Stan's Landing  
 Sunny Brook Camp  
 Valentine  
 Wildcat



**Figure 32.** Locations visited

\*total percentages do not equal 100 due to rounding

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

**Locations visited first**

**Question 6a**

Which location at Niobrara NSR did you and your group visit first?

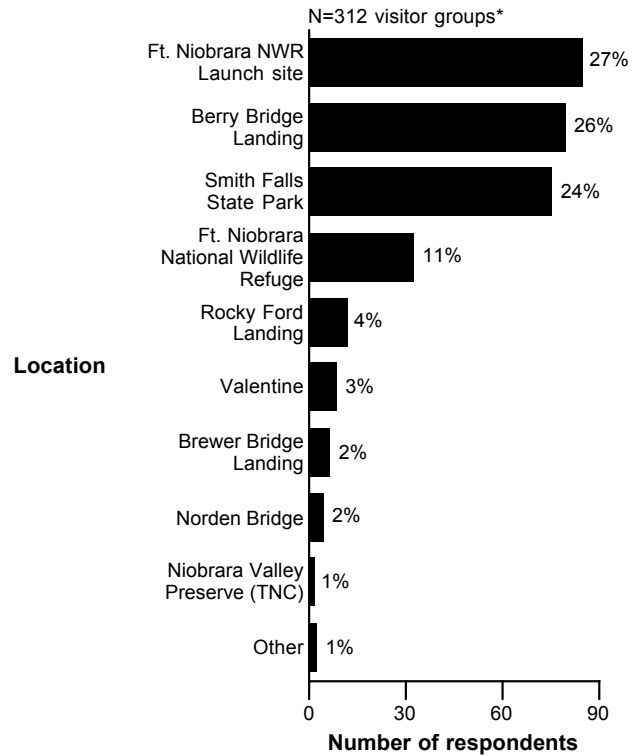
**Results**

- As shown in Figure 33, the most common locations that visitor groups visited first were:

- 27% Ft. Niobrara NWR Launch Site
- 26% Berry Bridge Landing
- 24% Smith Falls State Park

- “Other” locations (1%) visited first were:

- A bridge landing (unspecified)
- Allen Bridge
- Fritz Landing



**Figure 33.** Locations visited first

\*total percentages do not equal 100 due to rounding

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

**Locations visited last**

**Question 6b**

Which location at Niobrara NSR did you and your group visit last?

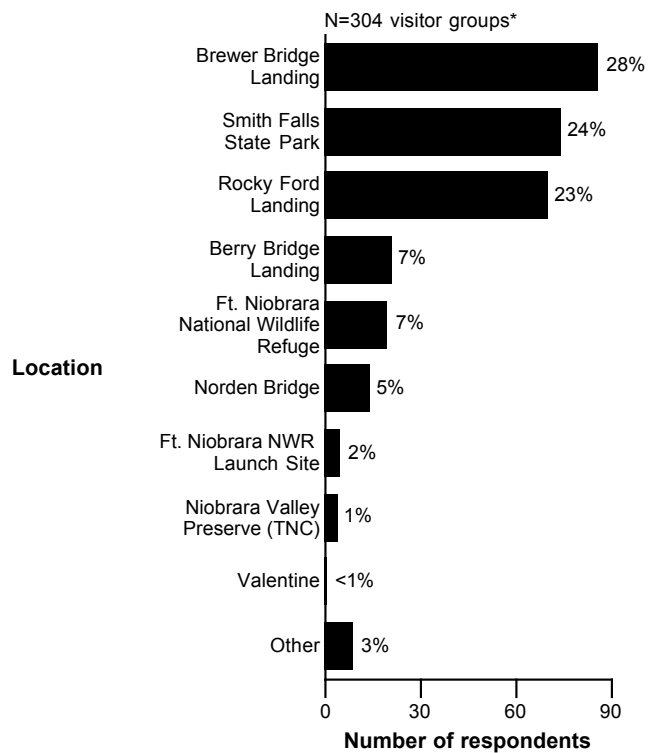
**Results**

- As shown in Figure 34, the most common locations that visitor groups visited last were:

28% Brewer Bridge Landing  
 24% Smith Falls State Park  
 23% Rocky Ford Landing

- “Other” locations (3%) visited last were:

Cedar Creek Falls  
 Cowboy Trail  
 Fritz Landing  
 Stan’s Landing  
 Stony  
 Wildcat



**Figure 34.** Locations visited last

\*total percentages do not equal 100 due to rounding

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

**Expected activities**

**Question 8a**

As you were planning your trip to Niobrara NSR, which activities did you and your personal group expect to include on this visit?

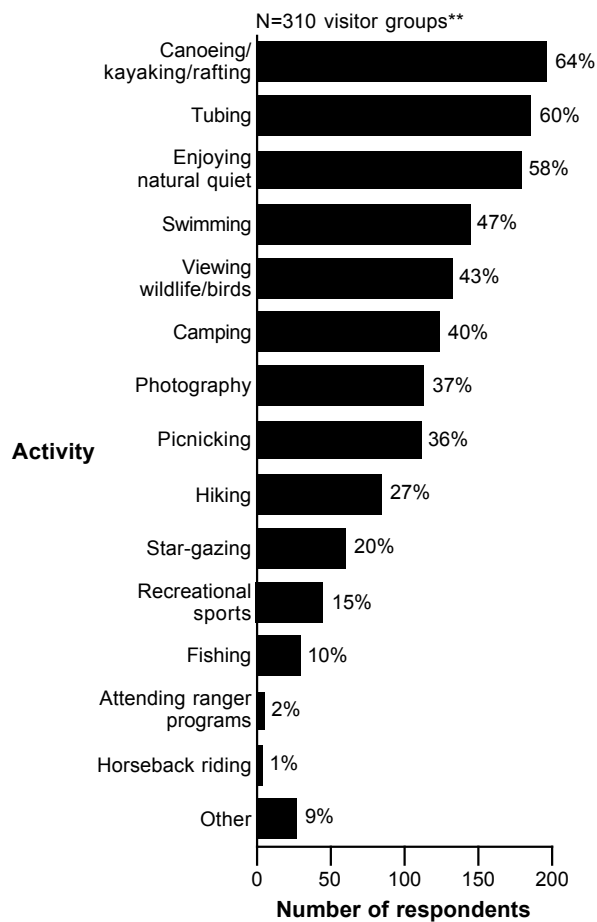
**Results**

- As shown in Figure 35, the most common activities in which visitor groups expected to participate were:

- 64% Canoeing/kayaking/rafting
- 60% Tubing
- 58% Enjoying natural quiet

- “Other” expected activities (9%) were:

- Biking
- Having a campfire
- Having a cookout
- Kids playing in streams/falls
- Looking at scenery
- Planning for the next trip
- Riding ATVs
- Socializing
- Viewing waterfalls
- Visiting relatives
- Working on service project



**Figure 35.** Expected activities

\*total percentages do not equal 100 due to rounding

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

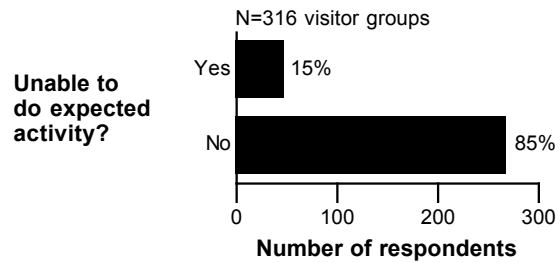


**Question 8d**

Were there any activities that you and your personal group had expected to do but were unable to do?

**Results**

- 15% of visitor groups expected to participate in activities, but were unable to (see Figure 36).



**Figure 36.** Visitor groups that expected, but were unable, to participate in activities

**Question 8e**

If YES, why weren't you able to do what you wanted to do?

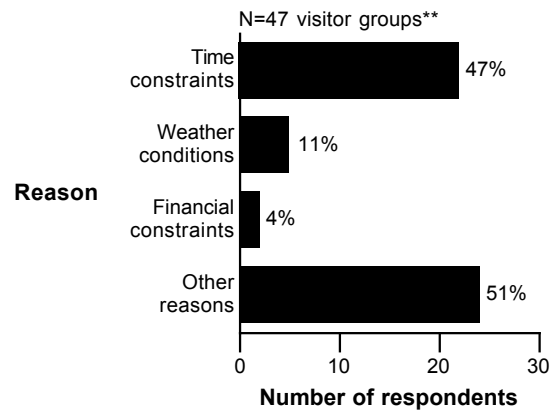
**Results**

- As shown in Figure 37, the most common reason for not being able to participate in expected activities was:

47% Time constraints

- "Other" reasons (51%) were:

- Couldn't find trail maps
- Couldn't find waterfalls
- Didn't like the ponds
- Forgot to buy waterproof camera for pictures
- Hiking trail was closed
- Low on gasoline
- No fishing in the river
- No one offered horseback riding
- Not adequately prepared
- Nothing available
- Personal illness
- Personal limitation
- Places closed
- Rowdy, loud crowd
- Too many people on river
- Too rocky to swim
- Too shallow to swim
- Took us longer to find information at site
- Unsure of where to go trout fishing
- Wanted to see bison



**Figure 37.** Reasons for not being able to participate in expected activities

\*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 8b**

On this visit, in which activities did you and your personal group participate at Niobrara NSR?

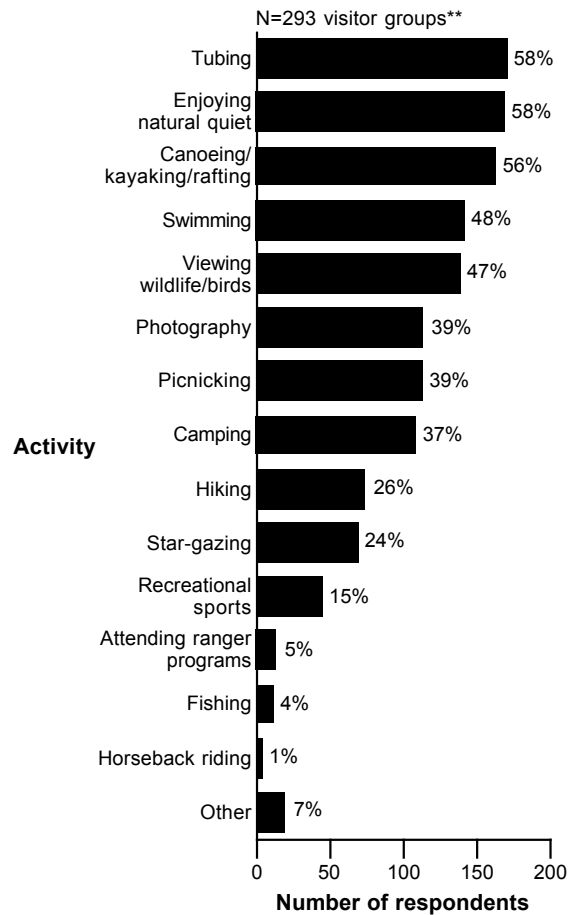
**Results**

- As shown in Figure 38, the most common activities in which visitor groups participated on this visit were:

- 58% Tubing
- 58% Enjoying natural quiet
- 56% Canoeing/kayaking/rafting

- “Other” activities (7%) were:

- Biking
- Having a campfire
- Looking at scenery
- Socializing
- Viewing waterfalls
- Visiting relatives
- Visiting with park staff
- Working on service project



**Figure 38.** 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 8c**

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

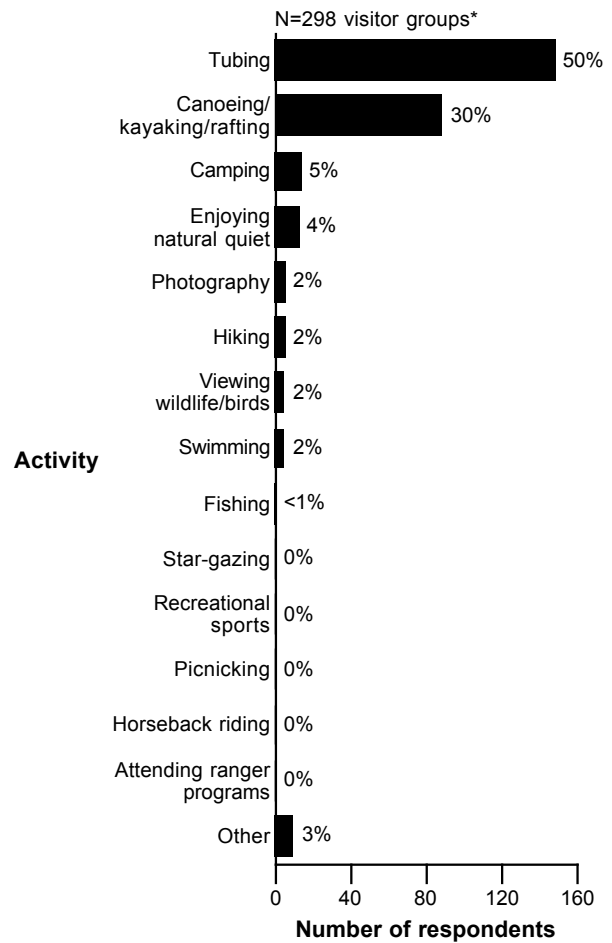
**Results**

- As shown in Figure 39, the most important activities listed by visitor groups were:

50% Tubing  
30% Canoeing/kayaking/rafting

- “Other” activities (3%) were:

Experiencing Smith Falls  
Viewing the falls  
Visiting relatives



**Figure 39.** Most important activities at Niobrara NSR

\*total percentages do not equal 100 due to rounding

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

### ***Crowding at park locations***

---

#### **Question 14**

On this visit to Niobrara NSR, compared to what you expected, how crowded did you and your personal group feel at the following locations?

#### **Results**

- Table 16 shows how crowded visitor groups felt at various park locations.

**Table 16.** Visitor groups' ratings of crowding at park locations  
(N=number of visitor groups that responded to each item)

<b>Location</b>	<b>N</b>	<b>Crowding rating (%)</b>				<b>Did not use/visit</b>	
		<b>Less than expected</b>	<b>About same as expected</b>	<b>More than expected</b>	<b>Did not know what to expect</b>	<b>N</b>	<b>%</b>
In campgrounds	168	27	49	17	7	139	45
On landings/boat launch areas	279	24	49	17	10	28	9
On the river	295	33	42	19	6	17	5
On roads	310	31	54	7	8	2	1
On trails	198	30	49	10	12	108	35

\*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, Resources, and Elements

### Visitor services and facilities used

#### Question 9a

Please indicate all the visitor services and facilities that you or your personal group used at Niobrara NSR during this visit.

#### Results

- As shown in Figure 40, the most common visitor services and facilities used by visitor groups were:

87% Restrooms  
 72% Signs along the river  
 57% Park brochure/map

- The least used service/facility was:

4% Access for people with disabilities

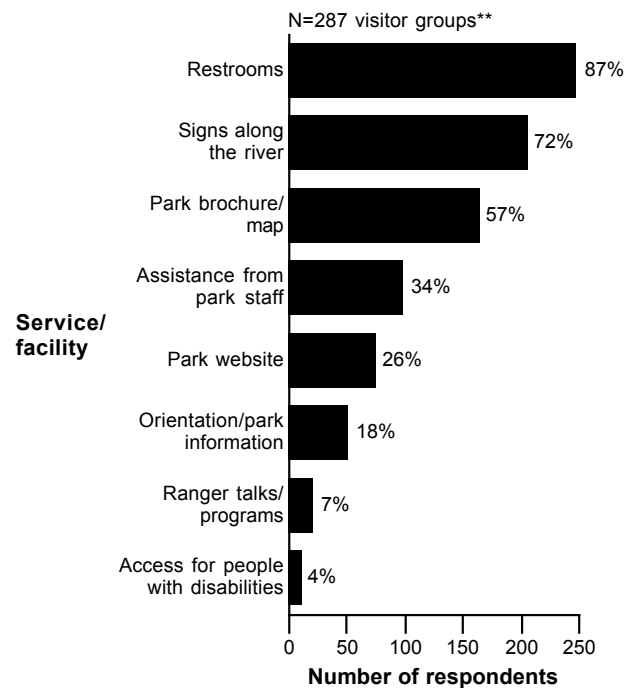


Figure 40. Visitor services and facilities used

\*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 9b**

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 41 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.

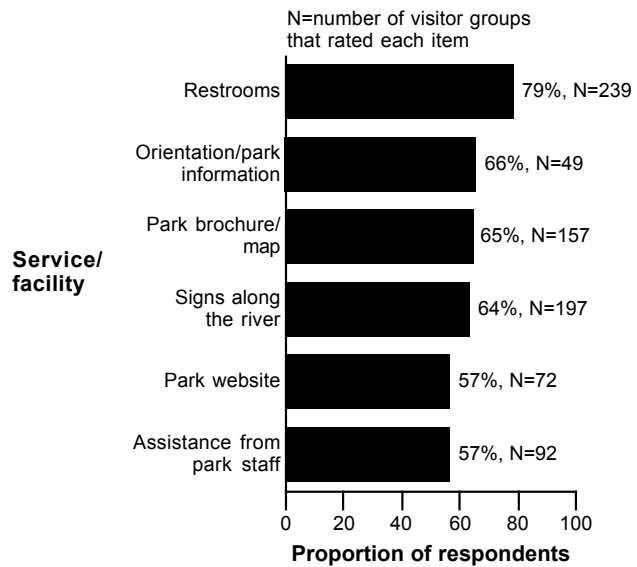
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 79% Restrooms
- 66% Orientation/park information
- 65% Park brochure/map

- Table 17 shows 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% Assistance from park staff



**Figure 41.** 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

**Table 17.** Importance ratings of each service and facility  
(N=number of visitors that rated each service and facility)

Service/facility	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Access for people with disabilities – <b>CAUTION!</b>	11	9	0	36	36	18
Assistance from park staff	92	5	13	25	32	25
Park brochure/ map	157	1	10	25	34	31
Orientation/park information	49	0	12	22	31	35
Park website	72	1	10	32	33	24
Ranger talks/programs – <b>CAUTION!</b>	19	5	16	42	26	11
Restrooms	239	2	5	14	30	49
Signs along the river	197	4	7	26	25	39

\*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 9c**

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**

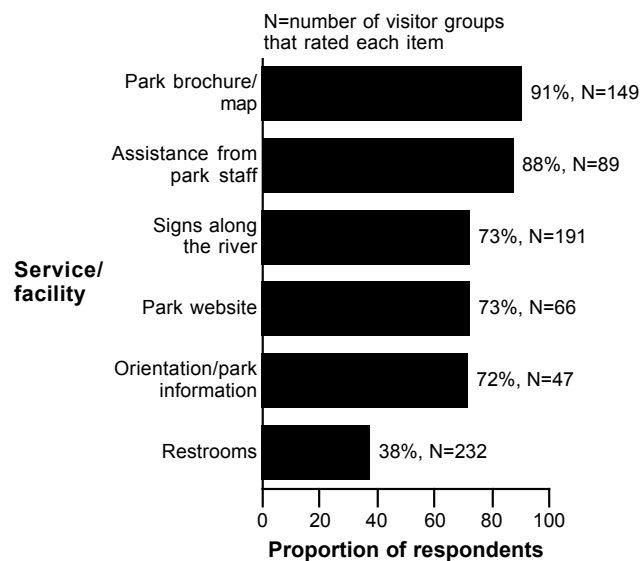
- Figure 42 shows the combined proportions of “very good” and “good” quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- The services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

91% Park brochure/map  
88% Assistance from park staff

- Table 18 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” quality rating that were rated by 30 or more visitor groups was:

11% Restrooms



**Figure 42.** Combined proportions of “very 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



**Table 18.** Quality ratings of each service and facility  
(N=number of visitors that rated each service and facility)

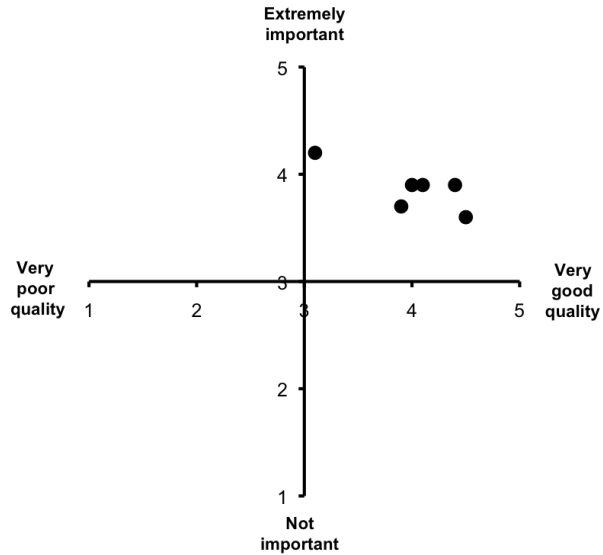
Service/facility	N	Rating (%)				
		Very poor	Poor	Average	Good	Very good
Access for people with disabilities – <b>CAUTION!</b>	9	11	0	22	22	44
Assistance from park staff	89	0	2	9	21	67
Park brochure/ map	149	1	1	7	41	50
Orientation/park information	47	4	4	19	21	51
Park website	66	2	5	21	44	29
Ranger talks/programs – <b>CAUTION!</b>	17	0	0	6	18	76
Restrooms	232	11	19	32	23	15
Signs along the river	191	2	7	19	36	37

\*total percentages do not equal 100 due to rounding

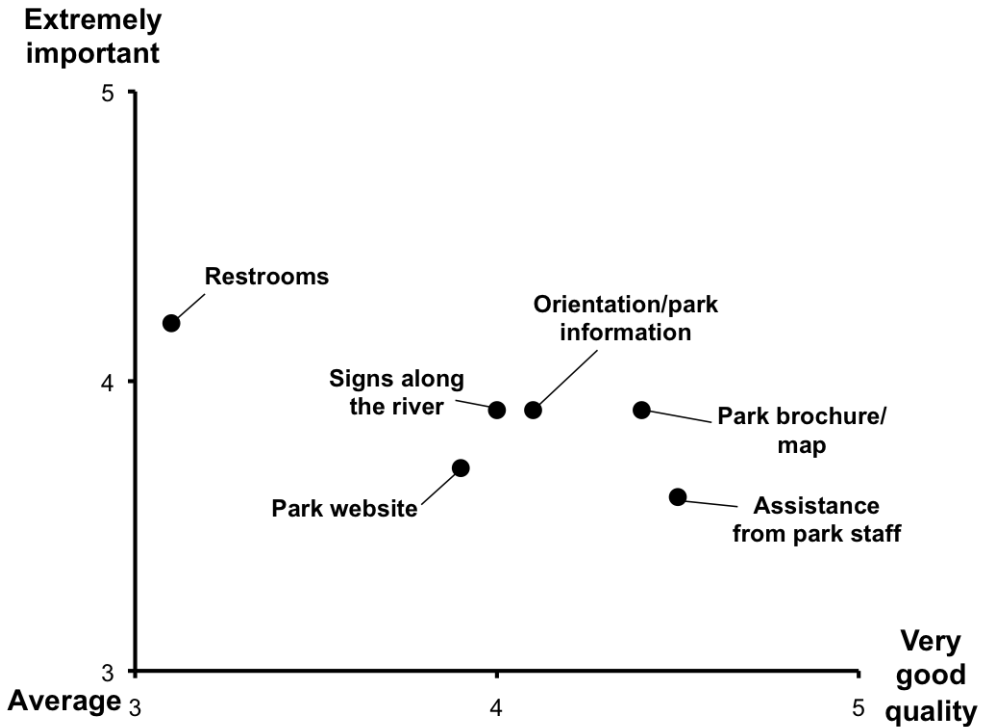
\*\*total percentages do not equal 100 because visitors could select more than one answer

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

- Figures 43 and 44 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 43.** Mean scores of importance and quality ratings of visitor services and facilities



**Figure 44.** Detail of Figure 43

\*total percentages do not equal 100 due to rounding

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

**Commercial/outfitter services and facilities used**

**Question 12b**

Please indicate all the commercial/outfitter services and facilities that you or your personal group used during this visit to Niobrara NSR.

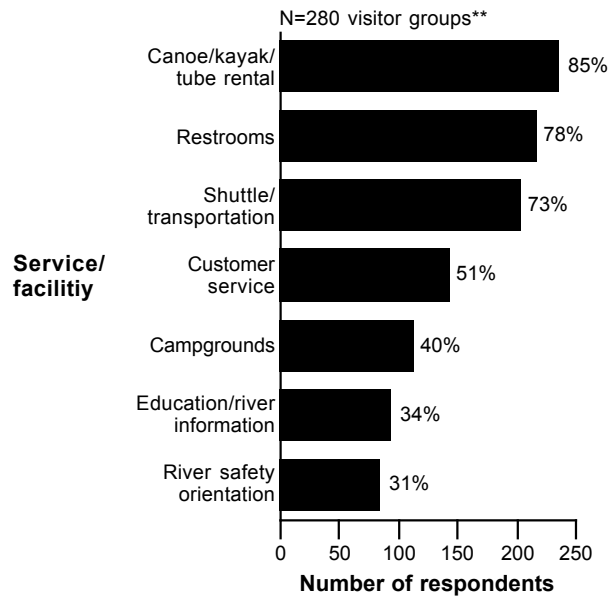
**Results**

- As shown in Figure 45, the most common commercial/outfitter services and facilities used by visitor groups were:

85% Canoe/kayak/tube rental  
 78% Restrooms  
 73% Shuttle/transportation

- The least used commercial/outfitter service and facility was:

31% River safety orientation



**Figure 45.** Commercial/outfitter 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 commercial/outfitter services and facilities**

**Question 12a**

Whether or not you used them on this visit, please rate the importance from 1-5 of the following commercial/outfitter services and facilities to you and your personal group.

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

**Results**

- Figure 46 shows the combined proportions of “extremely important” and “very important” ratings of commercial/outfitter services and facilities that were rated by 30 or more visitor groups.

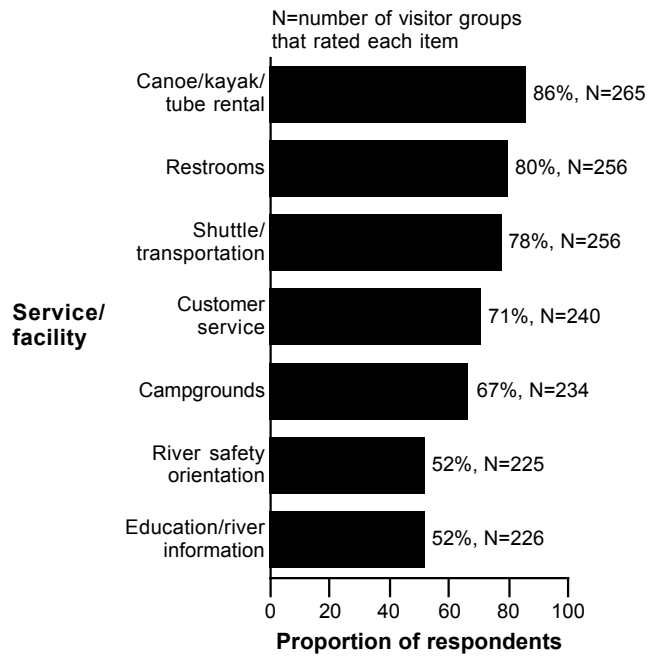
- The commercial/outfitter services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 86% Canoe/kayak/tube rental
- 80% Restrooms
- 78% Shuttle/transportation

- Table 19 shows 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:

- 11% Campgrounds



**Figure 46.** Combined proportions of “extremely important” and “very important” ratings of commercial/outfitter 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

**Table 19.** Importance ratings of each commercial service/outfitter service and facility (N=number of visitors that rated each service and facility)

Service/facility	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Campgrounds	234	11	6	15	32	35
Restrooms	256	1	4	14	30	50
Canoe/kayak/tube rental	265	5	2	7	26	60
Customer service	240	4	6	18	28	43
Education/river information	226	6	14	29	29	23
River safety orientation	225	10	15	24	25	27
Shuttle/transportation	256	7	5	10	32	46

\*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 commercial/outfitter services and facilities**

**Question 12c**

Finally, for only those commercial/outfitter 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

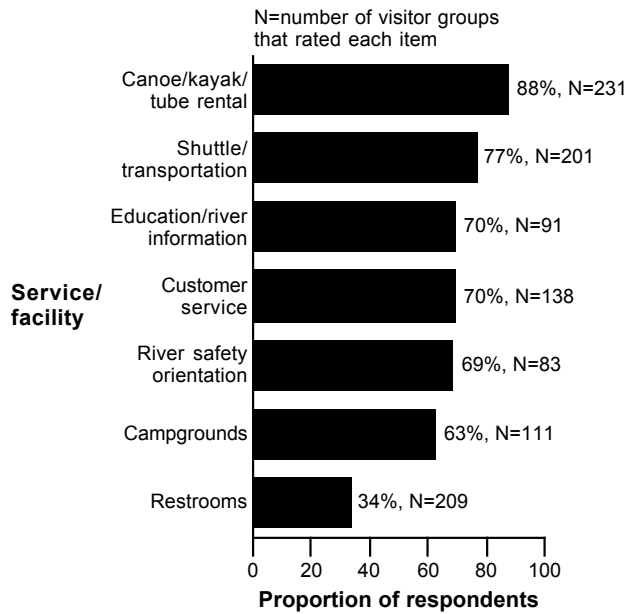
**Results**

- Figure 47 shows the combined proportions of “very good” and “good” quality ratings of commercial/outfitter services and facilities that were rated by 30 or more visitor groups.
- The commercial/outfitter services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

- 88% Canoe/kayak/tube rental
- 77% Shuttle/transportation

- Table 20 shows the quality ratings of each commercial/outfitter service and facility.
- The commercial/outfitter service and facility receiving the highest “very poor” quality rating that were rated by 30 or more visitor groups was:

- 11% Restrooms



**Figure 47.** Combined proportions of “very good” and “good” quality ratings of commercial/outfitter 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

**Table 20.** Quality ratings of each commercial service/outfitter service and facility (N=number of visitors that rated each service and facility)

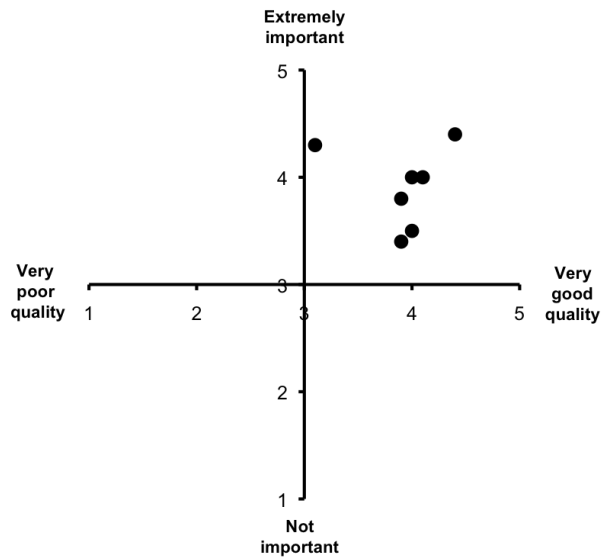
Service/facility	N	Rating (%)				
		Very poor	Poor	Average	Good	Very good
Campgrounds	111	2	4	32	28	35
Restrooms	209	11	18	38	22	12
Canoe/kayak/tube rental	231	0	3	10	38	50
Customer service	138	5	7	18	27	43
Education/river information	91	2	5	22	34	36
River safety orientation	83	4	7	20	35	34
Shuttle/transportation	201	1	6	15	38	39

\*total percentages do not equal 100 due to rounding

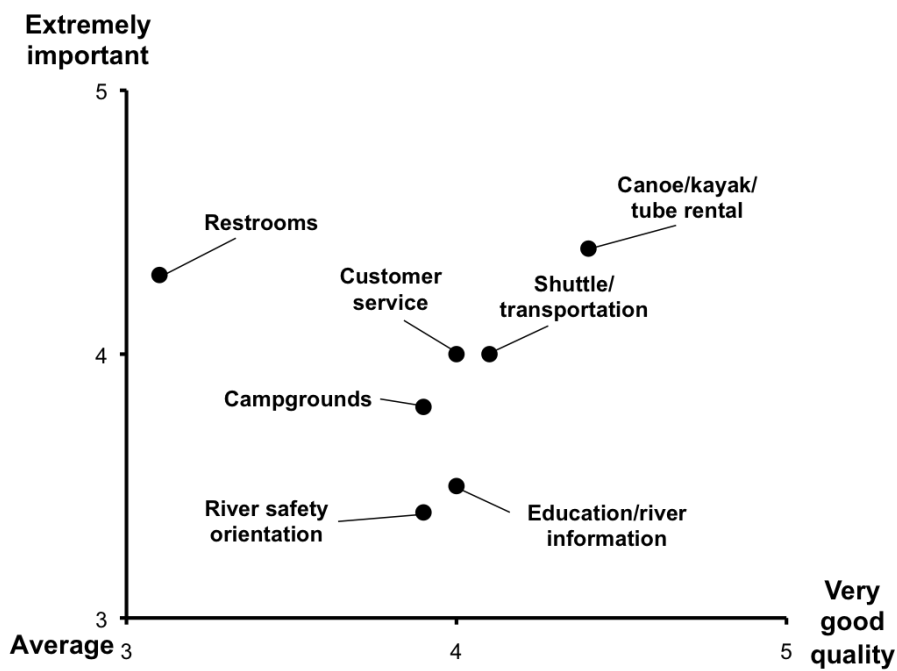
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Mean scores of importance and quality ratings of commercial/outfitter services and facilities**

- Figures 48 and 49 show the mean scores of importance and quality ratings of all commercial/outfitter services and facilities that were rated by 30 or more visitor groups.
- All commercial/outfitter services and facilities were rated above average.



**Figure 48.** Mean scores of importance and quality ratings of commercial/outfitter services and facilities



**Figure 49.** Detail of Figure 48

\*total percentages do not equal 100 due to rounding

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



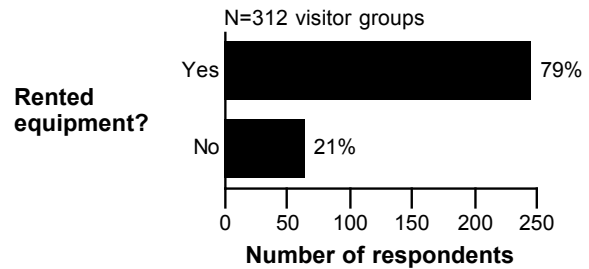
***Equipment rental from commercial outfitter***

**Question 15a**

Did you and your personal group rent any equipment (canoe, kayak, tube, tank, etc.) from a commercial outfitter?

**Results**

- 79% of visitor groups rented equipment from a commercial outfitter (see Figure 50).



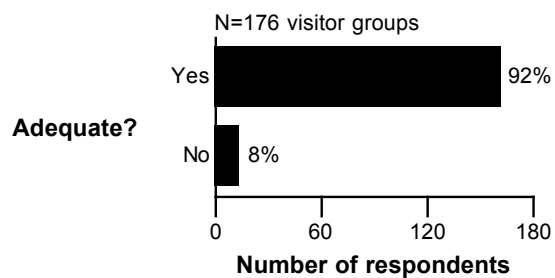
**Figure 50.** Visitor groups that rented equipment from a commercial outfitter

**Question 15b**

For you and your personal group, did you feel the pre-trip safety and river orientation briefing provided by the commercial outfitter was adequate?

**Results**

- 74% of visitor groups received the pre-trip safety and river orientation briefing.
- Of those visitor groups that did receive the pre-trip safety and river orientation briefing, 92% felt it was adequate (see Figure 51).



**Figure 51.** Visitor groups that felt the pre-trip safety and river orientation briefing was adequate

\*total percentages do not equal 100 due to rounding

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

**Question 15c**

If you answered "No," please explain.  
(Open-ended)

Results – Interpret with **CAUTION!**

- 15 visitor groups provided explanations as to why the pre-trip safety and river orientation briefing provided by the commercial outfitter was inadequate (see Table 21).

**Table 21.** Reasons why pre-trip safety and river orientation briefings were inadequate (N=17 comments; some visitor groups made more than one comment.) **CAUTION!**

Reason	Number of times mentioned
Outfitter did not provide orientation or briefing	3
Just told children must wear life vests and reminded where to exit river	2
Could have used a staff for pushing off sides and high spots	1
Did not explain alcohol policy	1
Did not explain to keep on wristbands	1
Did not care about safety	1
Fritz's Island was confusing; the outfitter told us to go to the right even though the sign said stay left	1
Having never been on the river, I was a little nervous on what constitutes a class one and two rapids	1
Need to point out their safety poster so they know we read it	1
Never gave tips on how to get out if you fall in or how to rescue others (Life jackets were tied to a separate tube)	1
No instructions for river hazards/emergencies	1
Poor directions	1
Read a brochure	1
Told us wrong landing to get off, so no transportation available	1

\*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 and resources**

**Question 16**

Niobrara NSR was established to preserve and protect natural features and scenery and visitor experiences that depend on these. On this visit, how important was the protection of the following to you and your personal group?

**Results**

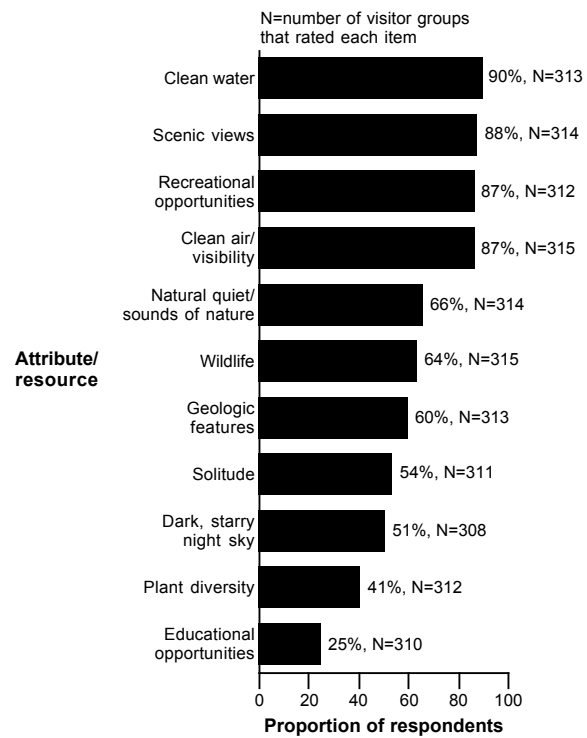
- As shown in Figure 52, the highest combined proportions of “extremely important” and “very important” ratings of park attributes and resources were:

- 90% Clean water
- 88% Scenic views
- 87% Recreational opportunities
- 87% Clean air/visibility

- Table 22 shows the importance ratings of park attributes and resources.

- The attribute/resource that received the highest “not important” rating was:

- 23% Educational opportunities



**Figure 52.** Combined proportions of “very important” and “important” ratings for protection of park attributes and resources

\*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.** Visitor ratings of importance of protecting park attributes and resources (N=number of visitors that rated each attribute/resource)

Attribute/resource	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air/visibility	315	<1	2	11	42	45
Clean water	313	0	2	9	38	52
Dark, starry night sky	308	21	6	23	26	25
Educational opportunities	310	23	23	29	17	8
Geologic features	313	4	8	29	35	25
Natural quiet/sounds of nature	314	2	8	24	36	30
Plant diversity	312	11	16	32	24	17
Recreational opportunities (floating, hiking, camping, etc.)	312	1	1	10	35	52
Scenic views	314	0	1	11	39	49
Solitude	311	8	9	30	30	24
Wildlife	315	3	11	23	36	28

\*total percentages do not equal 100 due to rounding

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

### ***How elements affected experience***

#### **Question 13**

During this visit to Niobrara NSR, please indicate how the following elements may have affected your personal group's park experience.

#### **Results**

- Table 23 shows a comparison of how different elements added to, detracted from, or had no effect on visitor groups' park experiences.

**Table 23.** How elements affected visitor groups' park experiences (N=number of visitors that rated each element)

Element	N	Detracted from	Effect (%)		Did not experience	
			No effect	Added to	N	%
Availability of ranger interpretive programs	116	2	66	33	190	62
Consumption of alcohol by other visitors	223	33	58	9	88	28
Development along the river (towers, houses, barns, etc.)	243	14	72	14	68	22
Litter on the river (glass, plastic, Styrofoam)	185	62	36	2	127	41
Noisy visitors	188	44	52	4	123	40
Nudity	90	34	54	11	219	71
Public access to the river	278	4	44	53	32	10
Ranger presence	242	4	40	56	66	21
Signage along the river	278	4	28	67	24	8
Visitors using good river ethics	281	<1	24	75	28	9
Visitors using poor river ethics	163	58	40	2	145	47

\*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

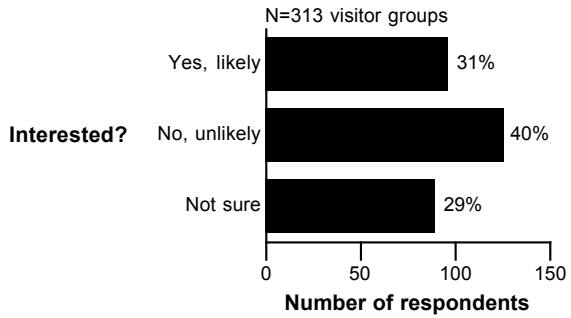
### Ranger-led programs

#### Question 17a

If you were to visit Niobrara NSR in the future, would you and your personal group be interested in attending ranger-led programs?

#### Results

- 31% of visitor groups would be interested in attending ranger-led programs on a future visit (see Figure 53).



**Figure 53.** Visitor groups that would be interested in attending ranger-led programs on a future visit

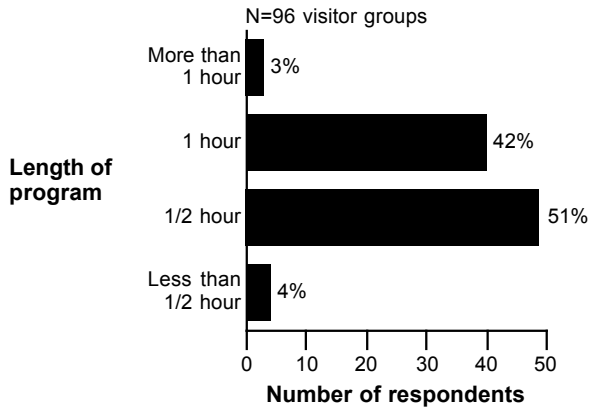
#### Question 17b

If YES, how long should the program be?

#### Results

- As shown in Figure 54, the most commonly preferred lengths of ranger-led programs were:

51% 1/2 hour  
42% 1 hour



**Figure 54.** Preferred length of ranger-led program

\*total percentages do not equal 100 due to rounding

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

**Topics to learn about on future visits**

**Question 18a**

If you were to visit Niobrara NSR in the future, which topics would you and your personal group be most interested in learning (or learning more) about?

**Results**

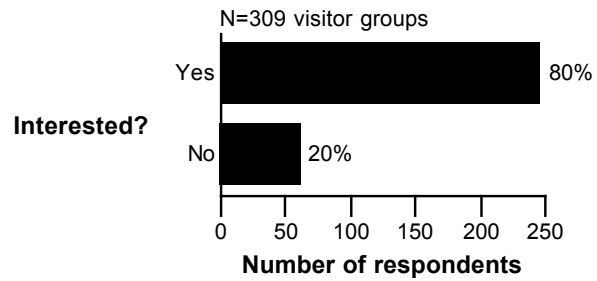
- 80% of visitor groups were interested in learning on a future visit (see Figure 55).

- As shown in Figure 56, for visitor groups that were interested in learning about the park, the most commonly preferred topics were:

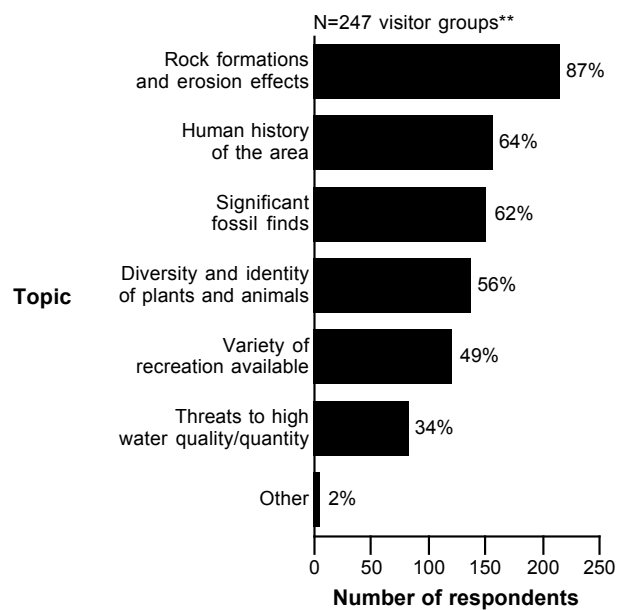
- 87% Rock formations and erosion effects
- 64% Human history of the area
- 62% Significant fossil finds

- “Other” topics (2%) were:

- Future goals of Niobrara NSR
- Night sky
- Preservation (no oil line)
- Rules on drinking alcohol on river
- Weather of the area



**Figure 55.** Visitor groups interested in learning on a future visit



**Figure 56.** 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

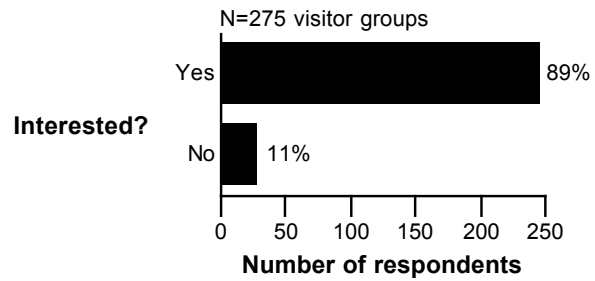
**Preferred methods to learn about the park**

**Question 18b**

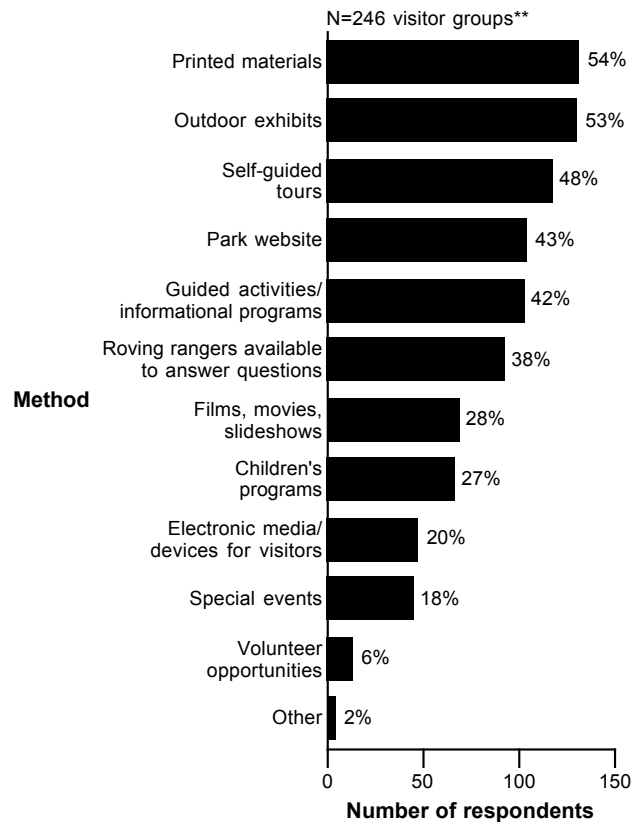
If you were to visit in the future, how would you and your personal group prefer to learn about the natural and cultural history of Niobrara NSR?

**Results**

- 89% of visitor groups were interested in learning about natural and cultural history of Niobrara NSR (see Figure 57).
- As shown in Figure 58, among those visitor groups that were interested in learning about the park’s natural and cultural history, the most commonly preferred methods were:
  - 54% Printed materials
  - 53% Outdoor exhibits
  - 48% Self-guided tours
- “Other” methods (2%) were:
  - Bus driver on way to landing
  - Hands-on activities
  - Jeep tours of area
  - Spelunking or cave tours



**Figure 57.** Visitor groups that were interested in learning about the park’s natural and cultural history



**Figure 58.** Preferred methods of learning

\*total percentages do not equal 100 due to rounding

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



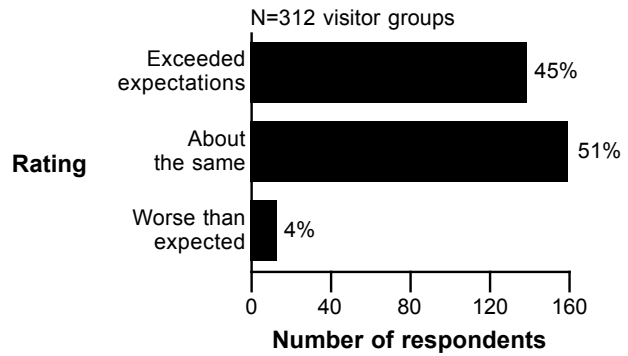
**Rating of experience compared to expectations**

**Question 10a**

Compared to what you and your personal group expected, how would you rate your overall experience at Niobrara NSR?

**Results**

- For 51% of visitor groups, their overall experience was about the same as what they expected (see Figure 59).
- For 45%, their overall experience exceeded expectations.



**Figure 59.** Visitor groups' rating of their experiences, compared to their expectations

\*total percentages do not equal 100 due to rounding

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

**Question 10b**

If this visit did not meet your expectations, what additional facilities or services should be provided to improve your experience?  
(Open-ended)

**Results**

- 46 visitor groups listed additional facilities or services that should be provided to improve their experience (see Table 24).

**Table 24.** Additional facilities or services that should be provided to improve visitor groups' experiences (N=64 comments; some visitor groups made more than one comment.)

Facility/service	Number of times mentioned
Cleaner restrooms	7
Improved restrooms at Smith Falls	6
Improved restrooms	4
More restrooms	3
Access for people with disabilities to various sites	2
Bathrooms and showers that work	2
Better trash maintenance (empty dumpsters/cans more frequently)	2
Cheaper showers	2
Improved shower facilities	2
Make it more family-friendly	2
More picnic tables	2
More trash cans	2
Prohibit or better control alcohol use	2
Add sinks with running water	1
Add site signs	1
Add water hydrants	1
Better roads	1
Cabins to rent at Smith Falls	1
Clear understanding of camping facilities and any exclusions (e.g., pets)	1
Improved landing area on south side of river by Smith Falls	1
Improved shower facilities at Smith Falls	1
Improvement of entry roads into the camping sites	1
Increased ranger presence	1
Keep it basic	1
Keep restrooms stocked with toilet paper	1
More camping facilities	1
More clearly designated restroom facilities from river	1
More helpful staff in store	1
More modern restrooms	1
More picnic tables at Smith Falls	1
More shade on walk trail	1
More shower facilities	1
More stopping areas	1
Prohibit people in falls at Smith Falls	1
Ranger presence/enforcement in campground	1
Take lights off timers in restrooms	1
Trash cans need improved at Cornell, Brewer's, and Smith Falls	1
Updated map and website	1
We had trouble with getting off/onto the river from private land owners like Stan's Landing, because we have private canoes	1

\*total percentages do not equal 100 due to rounding

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

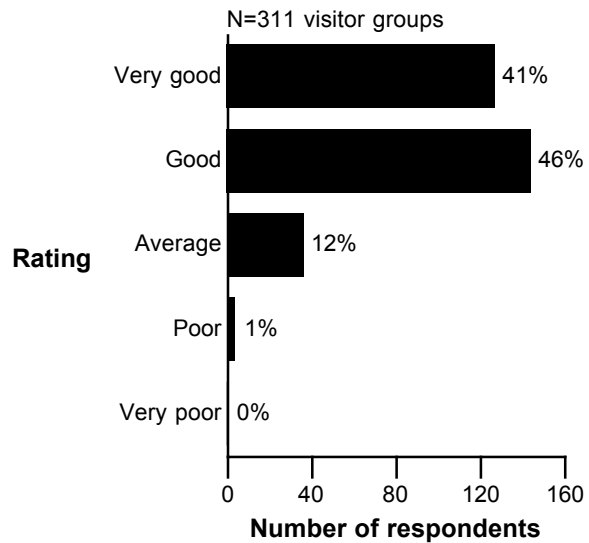
## Overall Quality

### Question 30

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Niobrara NSR during this visit?

#### Results

- 87% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 60).
- 1% of visitor groups rated the overall quality as “very poor” or “poor.”



**Figure 60.** 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

### *What visitor groups liked most*

---

#### Question 27a

On this visit, what did you and your personal group like most about your visit to Niobrara NSR?  
(Open-ended)

#### Results

- 94% of visitor groups (N=299) commented on what they liked most about their visit.
- Table 25 shows a summary of visitor comments followed by handwritten comments.

**Table 25.** What visitor groups liked most  
(N=461 comments; some visitor groups made more than one comment.)

Comment	Number of times mentioned
<b>PERSONNEL (&lt;1%)</b>	
Comment	1
<b>INTERPRETIVE SERVICES (&lt;1%)</b>	
Comment	1
<b>FACILITIES/MAINTENANCE (2%)</b>	
Cleanliness	3
Campground at Smith Falls	2
Other comments	3
<b>RESOURCE MANAGEMENT (1%)</b>	
Clean water	6
<b>GENERAL – Natural features (25%)</b>	
Smith Falls	35
River	23
Waterfalls	22
Environment/nature	12
Wildlife	9
Diversity of ecosystems/flora/fauna	5
The water	5
Water level	3
Other comments	2
<b>GENERAL – Recreational opportunities (33%)</b>	
Floating/tubing	83
Canoeing/kayaking	24
Camping	10
Hiking/trails	7
River recreation	7
Swimming	7
Viewing the stars	6
Rafting	5
Other comments	4

**Table 25.** What visitor groups liked most (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>GENERAL – Other (38%)</b>	
Scenery	41
Time with family	22
Relaxation	19
Peace and quiet	18
Beauty	14
Solitude	11
Time with friends	9
Not crowded	6
Everything	4
Nice/friendly people	4
Getting away/having nothing electronic	3
Weather	3
Sun and fun	2
Other comments	20

***What visitor groups liked least*****Question 27b**

On this visit, what did you and your personal group like least about your visit to Niobrara NSR? (Open-ended)

**Results**

- 73% of visitor groups (N=232) commented on what they liked least about their visit.
- Table 26 shows a summary of visitor comments followed by handwritten comments.

**Table 26.** What visitor groups liked least (N=270 comments; some visitor groups made more than one comment.)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (1%)</b>	
Personnel at Smith Falls	2
<b>INTERPRETIVE SERVICES (1%)</b>	
Comments	2
<b>FACILITIES/MAINTENANCE (38%)</b>	
Restrooms	20
Litter	14
Restrooms (dirty)	13
Bumpy/dusty roads	6
Restrooms in campground	5
Restroom at Smith Falls	4
Lack of signs	4
Campground	3
Lack of picnic tables	3
Showers	3
Restrooms (lack of supplies)	2
Restrooms (no running water)	2
Other comments	23
<b>POLICY/MANAGEMENT (3%)</b>	
Development on/near river	2
Other comments	7
<b>RESOURCE MANAGEMENT (&lt;1%)</b>	
Comment	1
<b>CONCESSION SERVICES (6%)</b>	
Customer service of our outfitter	6
The outfitters	3
Other comments	6
<b>GENERAL (51%)</b>	
Alcohol use/drunken people	34
Crowds	12

**Table 26.** What visitor groups liked least (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>GENERAL</b> (continued)	
Inappropriate/rude visitors	10
Nothing to dislike	10
Inclement weather	8
Lack of time	6
Lack of wildlife	6
Rocks in the river	5
Profanity from other visitors	4
Getting sprayed with people's squirt guns	3
Insects	3
Late night partiers	3
Public sex/nudity	3
Drive to get there	2
End of the trip/leaving	2
Long wait for pick up at end of trip	2
Other visitors	2
Partiers/college kids	2
Sunburn	2
Other	20

## ***Proposals for the future***

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### **Question 28**

If you were a manager planning for the future of Niobrara NSR, what would you propose? (Open-ended)

### **Results**

- 59% of visitor groups (N=188) responded to this question.
- Table 27 shows a summary of visitor comments followed by handwritten comments.

**Table 27.** Proposals for the future  
(N=243 comments; some visitor groups made more than one comment.)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>INTERPRETIVE SERVICES (5%)</b>	
Add interpretive information/opportunities	8
Add family oriented/kid programs	2
Other comments	4
<b>FACILITIES/MAINTENANCE (40%)</b>	
Improve restrooms	14
Improve road maintenance	7
Add more stops along the river for restrooms and trash	6
Add picnic tables/benches	5
Add restrooms	4
Improve general maintenance	4
Improve restroom maintenance	4
Improve the launching/landing sites	4
Pave roads	4
Add full RV hookups	3
Add trash cans	3
Improve showers	3
Improve signs	3
Add an information center	2
Add developed campgrounds	2
Add signs	2
Add signs along the river	2
Improve facilities	2
Other comments	23
<b>POLICIES/MANAGEMENT (35%)</b>	
Limit development/commercialism	10
Monitor/limit alcohol use on river	9
Ban alcohol use	7
Enforce littering laws/institute fines	5
Limit number of tubes allowed at a time	5
Advertise the area more	5



**Table 27.** Proposals for the future (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>POLICIES/MANAGEMENT (continued)</b>	
Add ranger presence	4
Create a volunteer group to pick up litter	3
Designate a family friendly area/ campground (with no alcohol allowed)	3
Enforce the park rules	3
Limit development along the river	3
Add public access	2
Add ranger presence on river	2
Don't micromanage or add more rules	2
Enforce the alcohol laws	2
Other comments	22
<b>RESOURCE MANAGEMENT (5%)</b>	
Keep it as natural as possible	8
Keep the water clean and pollution free	3
Other comment	1
<b>CONCESSION SERVICES (6%)</b>	
Improve outfitters	5
Other comments	9
<b>GENERAL COMMENTS (8%)</b>	
Keep doing what you're doing	14
Leave it alone	2
Other comments	3

**Additional comments****Question 29**

Is there anything else you and your personal group would like to tell us about your visit to Niobrara NSR?  
(Open-ended)

**Results**

- 40% of visitor groups (N=127) responded to this question.
- Table 28 shows a summary of visitor comments followed by handwritten comments.

**Table 28.** Additional comments

(N=194 comments; some visitor groups made more than one comment.)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (7%)</b>	
Friendly staff/rangers	5
Helpful rangers	3
Informative rangers	2
Other comments	3
<b>INTERPRETIVE SERVICES (3%)</b>	
Comments	5
<b>FACILITIES/MAINTENANCE (8%)</b>	
Too much litter	2
Very clean	2
Other comments	11
<b>POLICY/MANAGEMENT (9%)</b>	
Enforce public drunkenness and litter	3
Getting really crowded	2
Survey too long	2
Other comments	10
<b>RESOURCE MANAGEMENT (3%)</b>	
Keep it natural/preserve it	5
<b>CONCESSION SERVICES (4%)</b>	
Comments	8
<b>GENERAL (68%)</b>	
Enjoyed visit	49
Beautiful	24
Will return	13
Keep up the good work	4
Nebraska's gem	4
Thank you	4
Weekday visits more enjoyable than weekends	3
Enjoyed solitude	2
Nice people at Valentine	2
Smith Falls was amazing	2
Other comments	24

## **Visitor Comments**



## **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?

The VSP database website (<https://vsp.uidaho.edu>) allows for data searches and comparisons of data from one or more parks.

For more information please contact:

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College of Natural Resources  
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## 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). Because 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 then were 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 1<sup>st</sup> replacement, and the third wave contains surveys received after the 1<sup>st</sup> 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. There was no significant difference between respondents' and nonrespondents' group type.
4. Levels of education are not significantly different among early and late responders.
5. Overall quality ratings are not significantly different among early and late responders.

Tables 3 and 4 show significant differences in age, group size, and group type. However, there were no significant differences in overall quality rating, and level of education (See Table 5). While it is necessary to exercise some caution in interpreting visitor demographics, there is no evidence of potential bias in visitors' opinions about park operations.



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- Stoop, I. A. L. (2004). Surveying Non-respondents. *Field Methods*, 16 (1): 23.
- 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](http://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
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

### 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)

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

**1998 (continued)**

- 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

**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

**Visitor Services Project Publications (continued)****2002 (continued)**

- 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
- 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)

**2006 (continued)**

- 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)

**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
- 212. Perry's Victory & International Peace Memorial

## Visitor Services Project Publications (continued)

### 2009 (continued)

- 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
- 232. Fort Union National Monument
- 233. Curecanti National Recreation Area
- 234. Richmond National Battlefield
- 235. Rocky Mountain National Park
- 236. New Bedford Whaling National Historical Park
- 237. Wind Cave National Park
- 238. Niobrara National Scenic River

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



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