Effigy Mounds
National Monument
Visitor Study

Summer 2004

Report 159

University of Idaho

Park Studies Unit

Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

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Visitor Services Project
Report 159

April 2005

Visitor Services Project
Effigy Mounds National Monument
Report Summary

This report describes the results of a visitor study at Effigy Mounds National Monument (NM) during July 25-31, 2004. A total of 380 questionnaires were distributed to visitor groups. Visitor groups returned 293 questionnaires for a 77% response rate.

This report profiles Effigy Mounds NM visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.

Forty-four percent of visitor groups had two people and 25% were groups of three or four. Sixty-four percent of the visitor groups were family groups. Fifty-six percent of visitors were aged 36-65 years and 25% were aged 15 years or younger. Most visitors were not with a guided tour group (93%), home school group (99%), or other educational group (100%).

There was not enough data to provide reliable information about international visitors. United States visitors were from Iowa (40%), Wisconsin (16%), Minnesota (11%), and 32 other states.

Prior to this visit, visitor groups most often obtained information about Effigy Mounds NM through previous visits (42%), maps/brochures (34%), and friends/relatives/word of mouth (31%). Most groups (85%) received the information they needed about the park.

Primary reasons for visiting the Effigy Mounds NM area included visiting other attractions in the area (30%) and visiting Effigy Mounds NM (24%). On this visit, the most common activities inside the monument were visiting the visitor center (96%) and viewing museum exhibits (81%). The most common activities in the area outside the monument (within 50 miles) were dining (62%) and taking a scenic drive (51%).

The average visitor group expenditure in Effigy Mounds NM was $149. The median visitor group expenditure (50% of group spent more, 50% spent less) was $85. The average per capita expenditure was $59.

In regard to use, importance, and quality of park services and facilities, it is important to note the number of visitor groups that responded to each question. The most used visitor services and facilities by the 257 respondents included park brochure/map (87%), visitor center exhibits (81%), and parking (81%). The visitor services and facilities that received the highest combined proportions of "extremely important" and "very important" ratings included parking (98%, N=197) and assistance from visitor center staff (85%, N=150). Park brochure/map (94%, N=193), assistance from visitor center staff (94%, N=136), and parking (94%, N=182) were the services that received the highest combined proportions of "very good" and "good" quality ratings.

The most common methods that visitor groups preferred to use on a future visit to learn about cultural and natural history of park included other printed materials (54%) and ranger-led walks/tours (50%).

Most visitor groups (98%) rated the overall quality of visitor services at Effigy Mounds NM as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor" or "poor."

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INTRODUCTION

This report describes the results of a visitor study at Effigy Mounds National Monument (NM). This visitor study was conducted from July 25-31, 2004 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire.** The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.

SAMPLE ONLY

(2) N=691 individuals

10 or more   10%

(3) **Number of visits**   5-9   11%

2-4   20% (5)

1   59%

0   100   200   300   400   500 (4)
Number of respondents
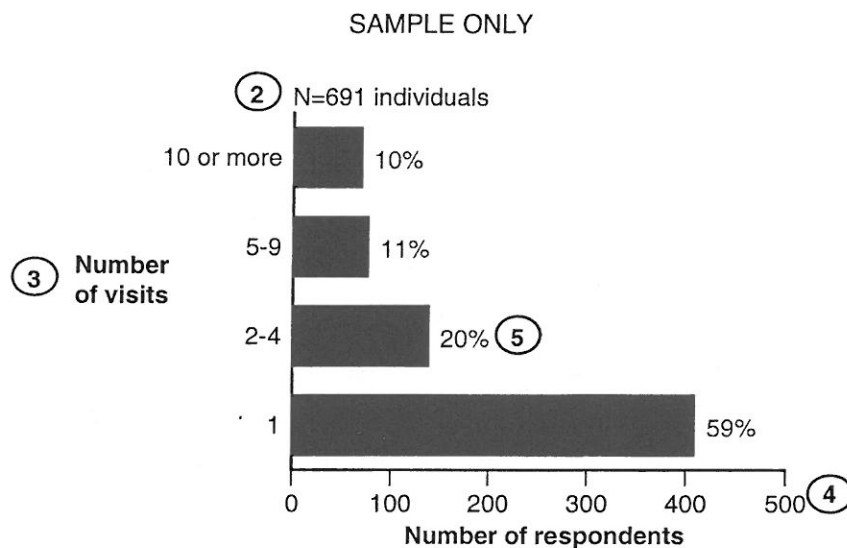
(1) **Figure 4: Number of visits**

1: The figure title describes the graph's information.

2: Listed above the graph, the "N" shows the number of visitors responding to the question.
Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.

3: Vertical information describes responses categories.

4: Horizontal information shows the number or proportions of responses in each category.

5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). The Effigy Mounds NM 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; others were customized for Effigy Mounds NM. Many questions asked visitors to choose answers from a list that was provided, often with an open-ended option, while others were completely open-ended.

Interviews were conducted, and 380 questionnaires were distributed to a sample of visitor groups who arrived at Effigy Mounds NM during the period from July 25-31, 2004. Ninety-five percent of the questionnaires were distributed at the visitor center (N=361), 3% were distributed at Sny Magill boat access (N=12), and 2% were distributed on the ranger-led Moonlight Walk from visitor center (N=7). These locations were selected by park staff and the proportion of questionnaire distributed was based on park visitation statistics.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was used to determine group size, group type, and the age of the group member (at least 16 years of age) who would complete the questionnaire. These individuals were then asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups if needed. Visitor groups were given a questionnaire and asked to complete it after their visit and then return it by mail. The questionnaires were pre-addressed and stamped.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. 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 were mailed to visitors who still had not yet returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System

(SAS). Frequency distribution and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized.

Sample size, missing data, and reporting items

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N") varies from figure to figure. For example, while Figure 1 shows information for 288 visitor groups, Figure 6 presents data for 863 individuals. A note above each graph or table specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Effigy Mounds NM visitors returned 293 questionnaires, Figure 1 shows data for only 288 respondents.

Questions answered incorrectly due to carelessness, misunderstood directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

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

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire <u>soon after they visit</u> the monument.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 25-31, 2004. The results 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, or table.

Special conditions

Weather conditions during the study period were typical for the Effigy Mounds NM area during July. The weather was mostly sunny, warm, and clear skies with an occasionally partly cloudy day.

RESULTS

Visitor groups contacted

At Effigy Mounds NM, 400 visitor groups were contacted and 380 of these groups (95%) accepted questionnaires. Questionnaires were completed and returned by 293 visitor groups, resulting in a 77% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors, who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Average	N	Average
Age of respondents	369	46.6	288	49.0
Group size	379	3.0	288	3.4

Demographics

Group size: Figure 1 shows visitor group sizes, which ranged from one person to 35 people. Forty-four percent of visitor groups consisted of two people, while another 25% had three or four people.

Group type: Sixty-four percent of visitor groups were made up of family members and 13% traveled alone (see Figure 2). "Other" group types included Girl Scout group, co-workers, and significant others. Seven percent of visitor groups visited Effigy Mounds NM with a guided tour group while 93% were not with a guided tour group (see Figure 3). One percent of visitor groups was a home school group, as shown in Figure 4. Less than one percent of visitors were with other school/educational groups (see Figure 5).

Visitor age: Fifty percent of the visitors were in the 36-60 age group and 25% were 15 years or younger (see Figure 6).

Visitor gender: Fifty percent of visitors were male and 50% were female, as shown in Figure 7.

Number of times visiting Effigy Mounds NM: Most visitors (89%) visited the park for the first time, while 5% visited twice and 6% visited 3 or more times in the past

12 months (see Figure 8). Sixty-seven percent of visitors also reported this was the first visit to Effigy Mounds NM in their lifetime, 13% visitors visited twice, and 15% visited four or more times (see Figure 9).

Visitor level of education: Thirty-one percent of visitors held a bachelor's degree, 24% were high school graduate/GED, and 20% had some college education, as shown in Figure 10.

Visitors with disabilities/impairments: Most visitor groups (93%) did not have any members with disabilities/impairments that affected their visit to Effigy Mounds NM (see Figure 11). Visitor groups who had members with disabilities/impairments were then asked to report the types of disabilities. Not enough visitor groups replied to this question to provide reliable data (see Figure 12). "Other" disabilities included sprained ankle and pulmonary problem. Figure 13 shows the proportions of visitor groups who encountered access problems because of the disabilities/impairments on this visit to Effigy Mounds NM area. Visitors with disabilities/impairment were also asked whether they encountered access problem inside or outside of the park. Not enough visitor groups responded to provide reliable data (see Figure 14).

International visitors: Two percent of visitor groups were international (see Table 2). However, there were not enough international visitors to provide reliable data.

U.S. visitors: The largest proportions of United States visitors were from Iowa (40%), Wisconsin (16%), and Minnesota (11%), as shown in Map 1 and Table 3. Smaller proportions of U.S. visitors came from 32 other states.

N=288 visitor groups;
percentages do not equal 100 due to rounding.
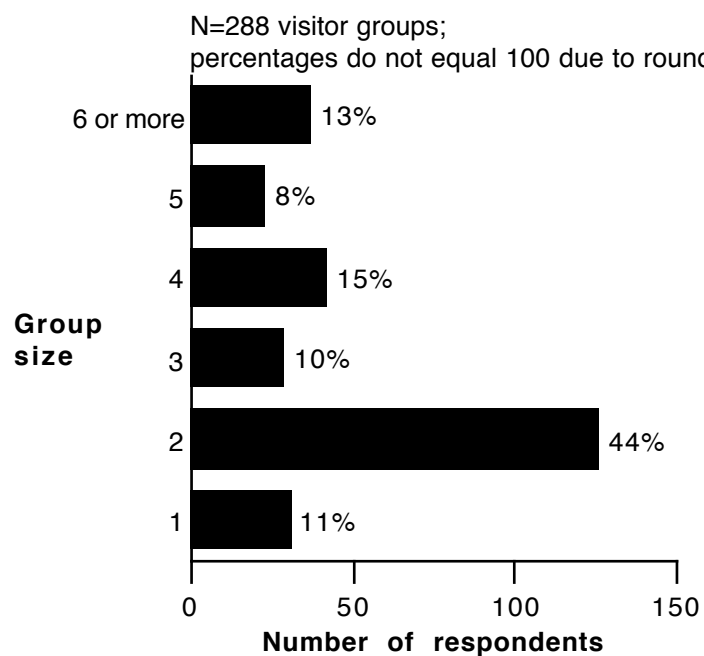
Figure 1: Visitor group size

N=292 visitor groups
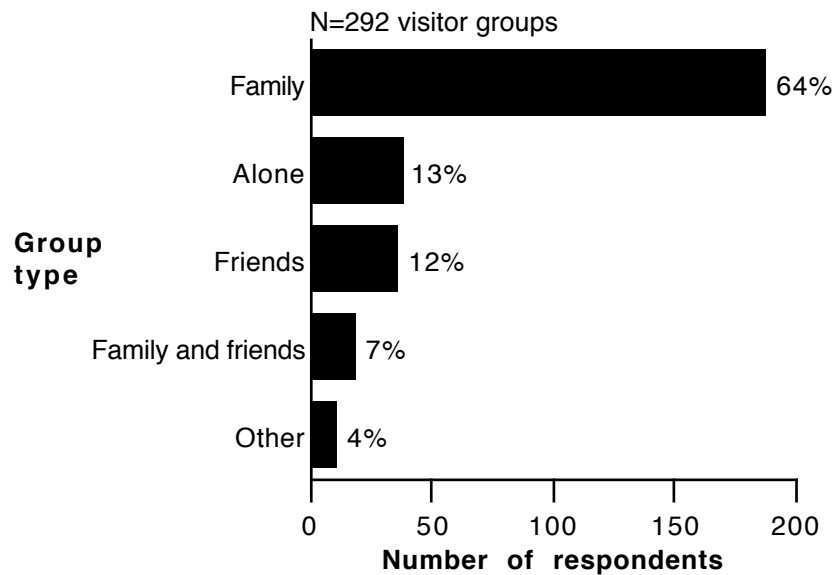
Figure 2: Visitor group type

N=275 visitor groups

Were you with
a tour group?

Yes ▮ 7%

No ▮▮▮▮▮ 93%

0   50   100 150 200 250 300
Number of respondents
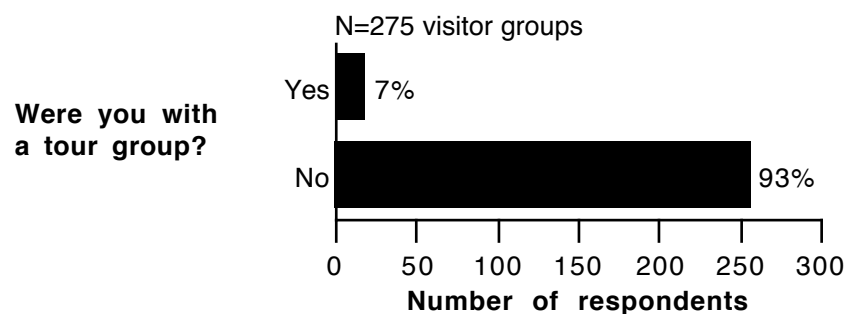
Figure 3: Visitors traveling with a guided tour group

N=269 visitor groups

Were you with a
home school group?

Yes | 1%

No ▮▮▮▮▮ 99%

0   50   100 150 200 250 300
Number of respondents
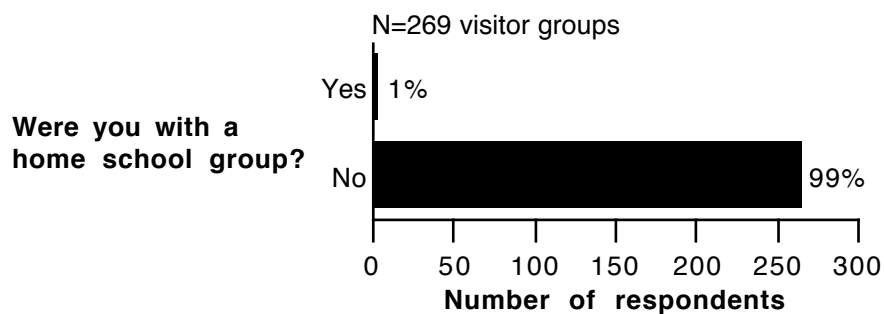
Figure 4: Visitors traveling with a home school group

N=267 visitor groups;
percentages do not equal 100 due to rounding.

Were you with
other educational/
school group?

Yes | <1%

No ▮▮▮▮▮ 100%

0   50   100 150 200 250 300
Number of respondents
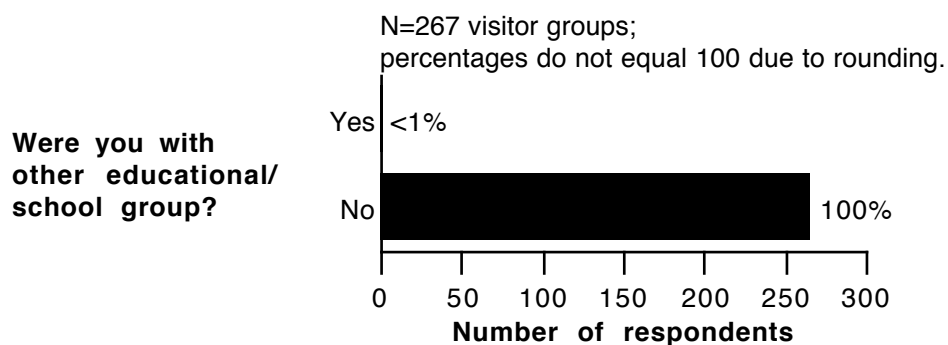
Figure 5: Visitors traveling with other educational/school group

N=863 individuals

Age group (years)	
76 or older	1%
71-75	2%
66-70	5%
61-65	6%
56-60	8%
51-55	10%
46-50	12%
41-45	10%
36-40	10%
31-35	4%
26-30	2%
21-25	2%
16-20	3%
11-15	11%
10 or younger	14%

Number of respondents

Figure 6: Visitor ages

N=876 individuals

Gender	
Female	50%
Male	50%
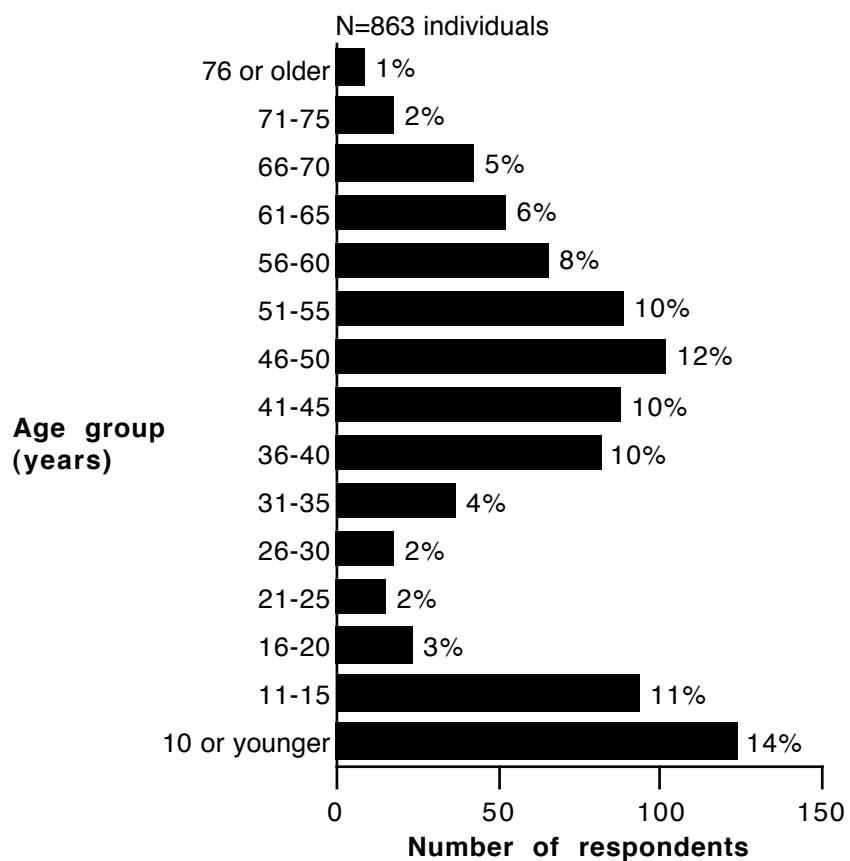
Number of respondents

Figure 7: Visitor gender

N=727 individuals

Number of visits

3 or more | 6%
2 | 5%
1 | 89%

0 100 200 300 400 500 600 700
Number of respondents
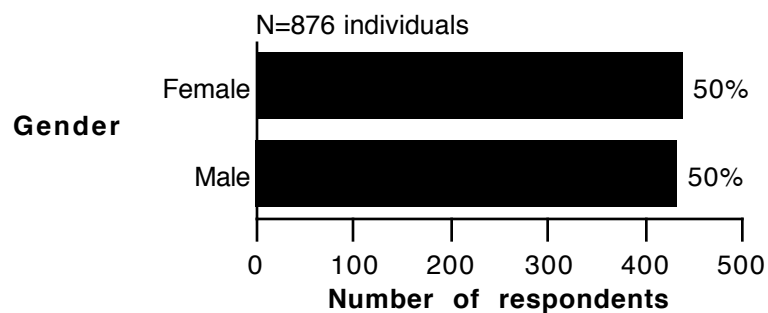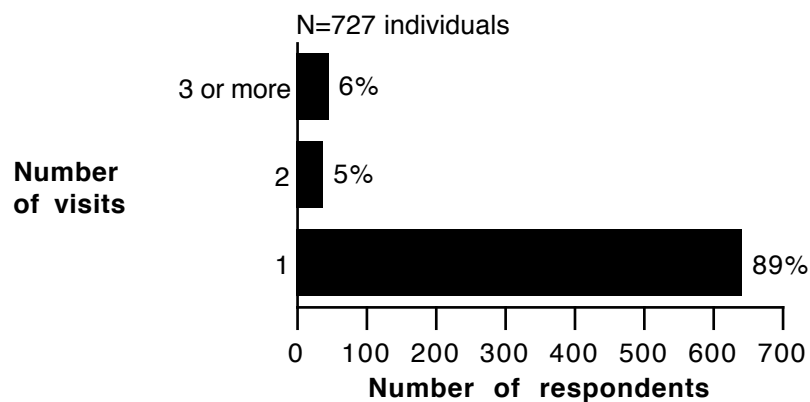
Figure 8: Number of visits in the past 12 months (including this visit)

N=741 individuals;
percentages do not equal 100 due to rounding.

Number of visits

4 or more | 15%
3 | 6%
2 | 13%
1 | 67%

0 100 200 300 400 500
Number of respondents
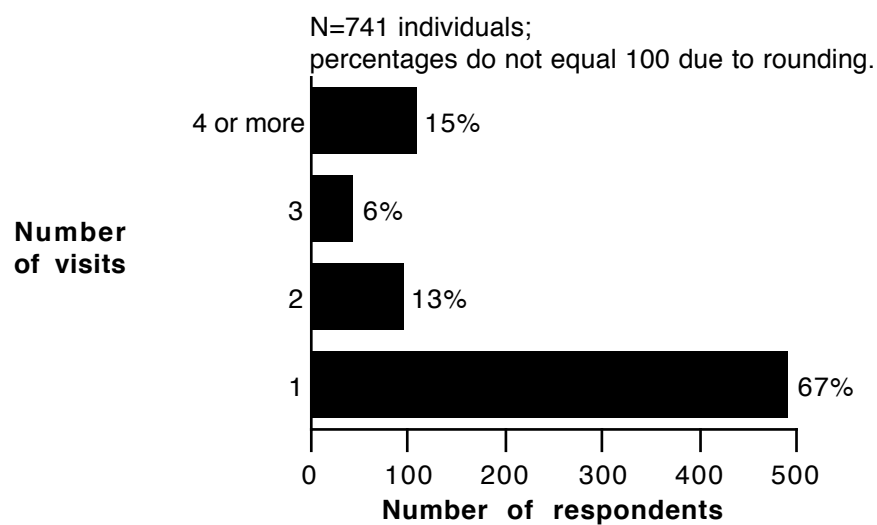
Figure 9: Number of visits in visitor lifetime (including this visit)

N=631 individuals;
percentages do not equal 100 due to rounding.

Level of education

Doctoral degree	4%
Masters degree	15%
Bachelor's degree	31%
Some college	20%
High school graduate/GED	24%
Some high school	5%

Number of respondents
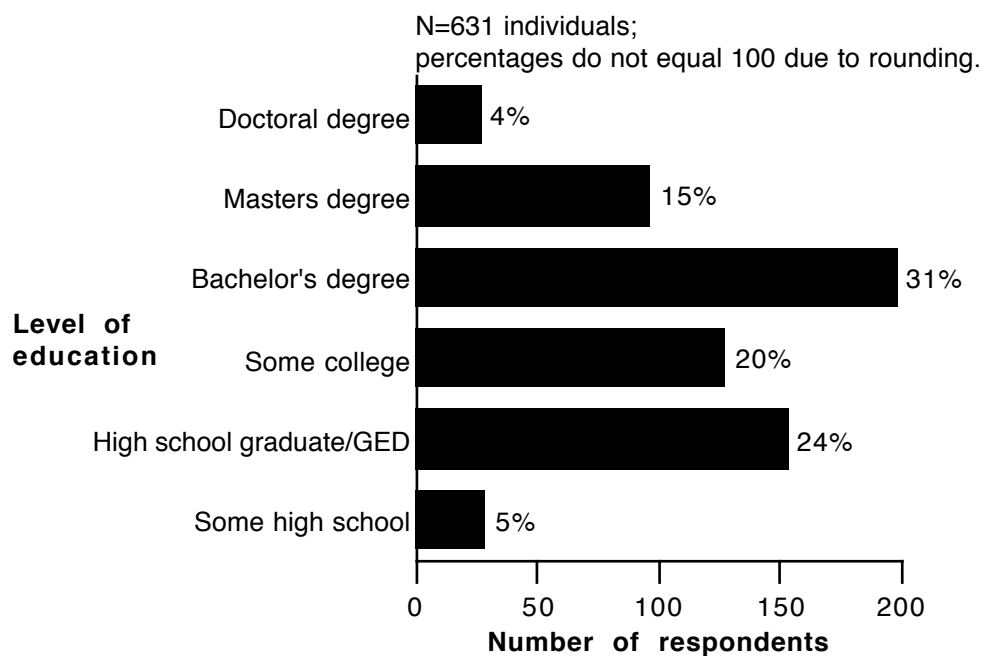
Figure 10: Visitor level of education

N=284 visitor groups

Group members with disabilities?

Yes	7%
No	93%

Number of respondents
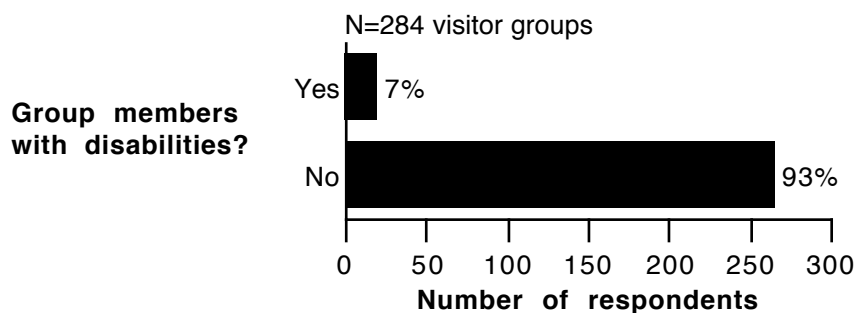
Figure 11: Visitor groups with disabilities/impairments that affected their ability to visit Effigy Mounds NM

N=21 visitor groups;
percentages do not equal 100 because visitors
could have more than one disability/impairment.
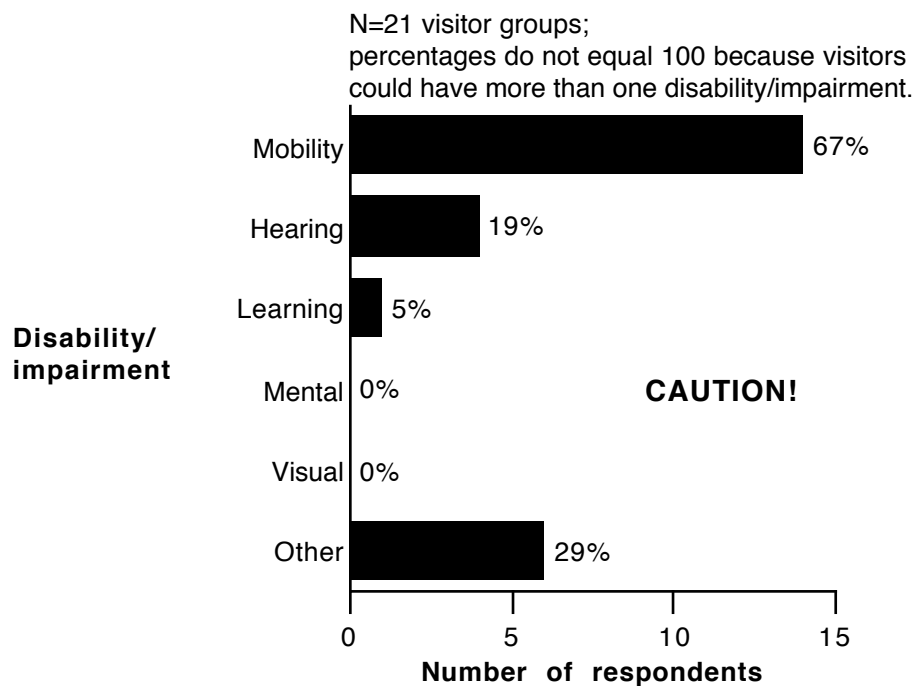
Figure 12: Types of visitor disabilities
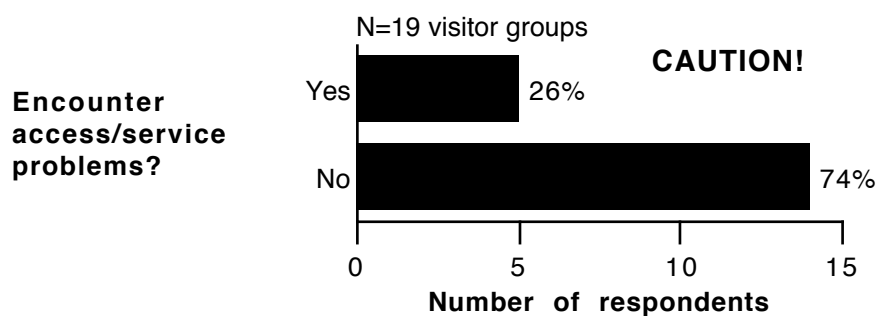
**Figure 13: Visitors who encountered access/service
problems at park due to disabilities/impairments**

N=4 visitor groups

Where were
the problems?

In Effigy Mounds NM [████████████████████] 100%

Outside park | 0%   CAUTION!

0   1   2   3   4

Number of respondents
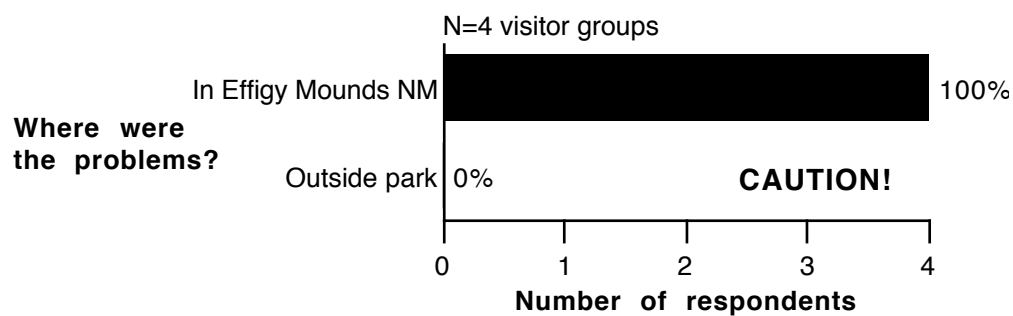
**Figure 14: Place where visitors with disabilities/impairments
encountered access/service problems**

Table 2: International visitors by country of residence
percentages may not equal 100 due to rounding.
CAUTION!

Country	Number of individuals	Percent of international visitors N=13 individuals	Percent of total visitors N=807 individuals
England	4	31	<1
Germany	3	23	<1
Switzerland	3	23	<1
Australia	2	15	<1
New Zealand	1	8	<1
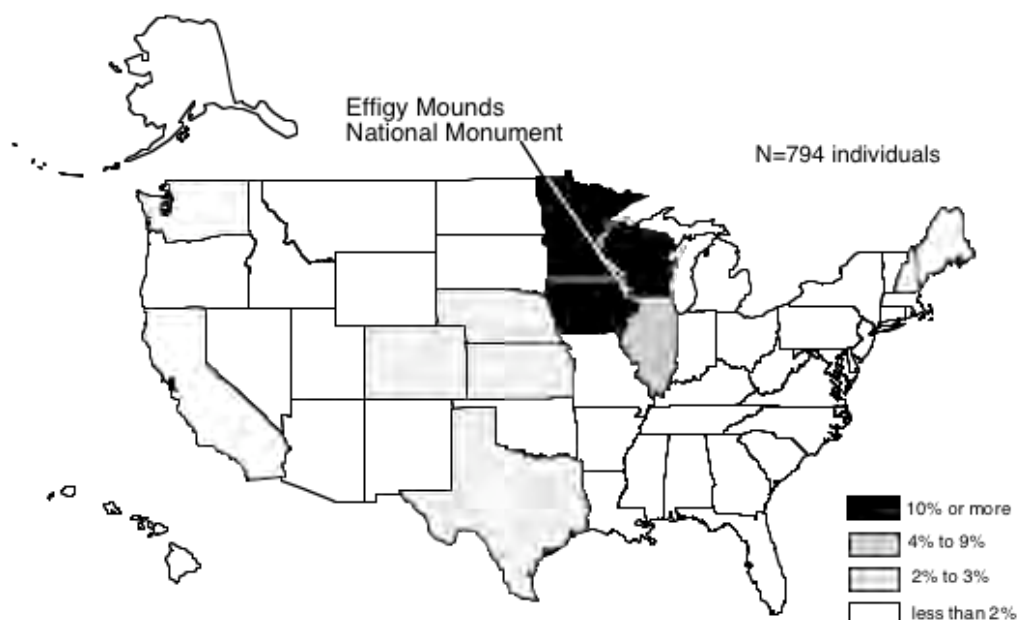
Map 1: Proportion of United States visitors by state of residence

Table 3: United States visitors by state of residence
percentages may not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=794 individuals	Percent of total visitors N=807 individuals
Iowa	319	40	40
Wisconsin	126	16	16
Minnesota	88	11	11
Illinois	69	9	9
Kansas	16	2	2
Texas	16	2	2
Colorado	13	2	2
Nebraska	12	2	1
Pennsylvania	11	1	1
New York	11	1	1
Washington	10	1	1
South Dakota	9	1	1
Kentucky	8	1	1
California	7	1	1
Arizona	6	1	1
Massachusetts	6	1	1
Ohio	6	1	1
Tennessee	6	1	1
Florida	5	1	1
Indiana	5	1	1
Missouri	5	1	1
New Jersey	5	1	1
13 other states	35	4	4

Visitor awareness

Visitor groups were asked a series of questions regarding their awareness about the management of Effigy Mounds NM. First, visitor groups were asked, "Prior to your visit, were you and your group aware that Effigy Mounds NM is managed by the National Park Service?" As shown in Figure 15, more than one-half of visitor groups (57%) were aware that Effigy Mounds NM is managed by the National Park Service. However, 38% were not aware and 5% were "not sure."

Visitor groups were also asked if they were aware of the U.S. Fish and Wildlife Service's Upper Mississippi Refuge that is adjacent to Effigy Mounds NM. Most visitor groups (71%) were not aware, 26% were aware of this fact and 3% were "not sure," as shown in Figure 16.
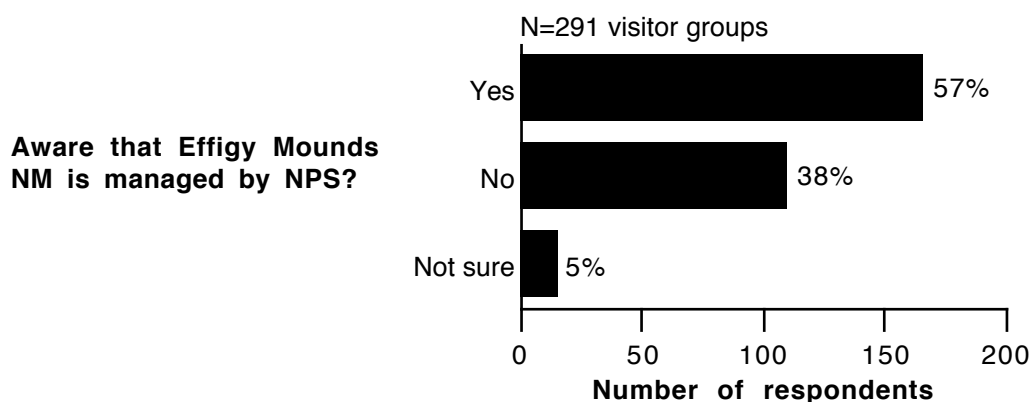
Figure 15: Visitor awareness of the monument management
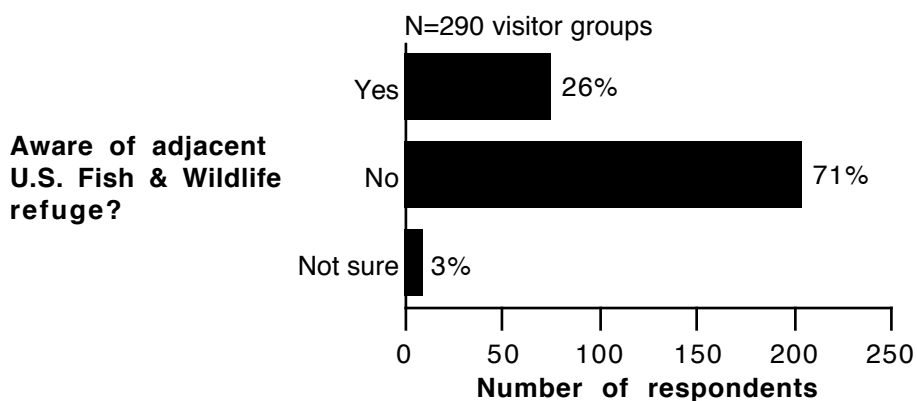
Figure 16: Visitor awareness of the U.S. Fish and Wildlife Service's Upper Mississippi Refuge adjacent to monument

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Visitor familiarity with park
Visitor opinions about national significance of park

Visitor familiarity with park: Prior to this visit to Effigy Mounds NM, most visitor groups (77%) had heard of the monument, 21% had not heard of the monument, and 2% were "not sure," as shown in Figure 17. Visitor groups who had heard of Effigy Mounds NM were then asked if they knew the meaning of the name "Effigy Mounds." Seventy percent of visitor groups knew the meaning of the name, while 25% did not know and another 6% were "not sure," as shown in Figure 18.

Visitor groups who did not know or were not sure about the meaning of the name "Effigy Mounds" were then asked to report why it was not clear to them. The reasons included unfamiliar with, or did not know about, or was confused about the meaning of the word "effigy," did not know how it was related to the Indian burial ground, never heard of the term, and had no information about park.

Visitor opinions about national significance of park: Visitor groups were also asked if they aware of the national significance of Effigy Mounds NM, prior to this visit. Fifty-eight percent of visitor groups were aware of the national significance of the monument, as shown in Figure 19. However, 37% were not aware and 6% were "not sure." Seventy-five percent of visitor groups (N=160 groups) provided comments about the national significance of Effigy Mounds NM. Table 4 lists visitor comments.

Figure 17: Visitor groups who had heard of Effigy Mounds NM

N=218 visitor groups;
percentages do not equal 100 due to rounding

**Did you know
the meaning of
"Effigy Mounds?"**

Yes — 70%
No — 25%
Not sure — 6%

Number of respondents
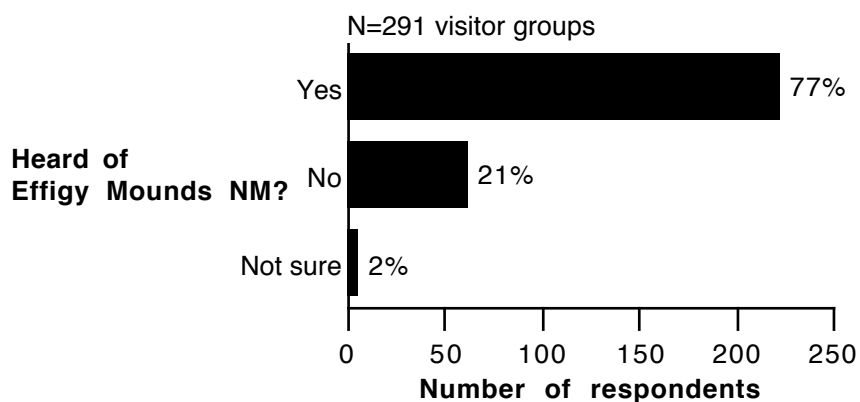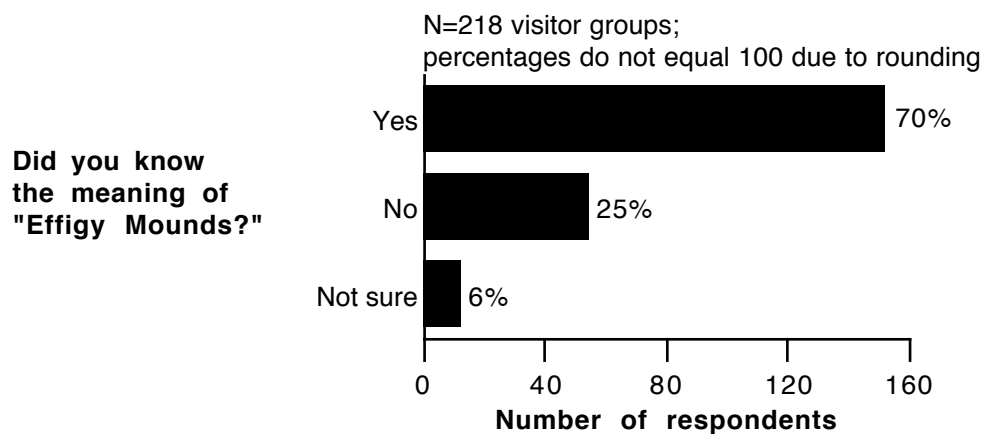
**Figure 18: Visitor groups who knew the meaning of the name
"Effigy Mounds"**

N=199 visitor groups;
percentages do not equal 100 due to rounding.

**Aware of
national significance
of monument?**

Yes — 58%
No — 37%
Not sure — 6%

Number of respondents
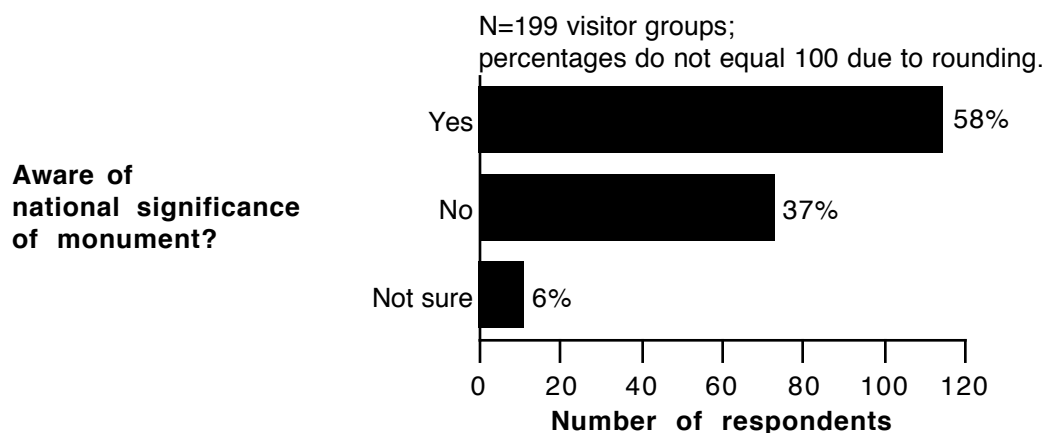
**Figure 19: Visitor awareness of the national significance of Effigy
Mounds NM**

Table 4: National significance of Effigy Mounds NM
N=199 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
One of few archeological sites that is still intact with large quantity and variety of mounds	24
Native American history	23
Preserve artifacts of early American culture	18
Provide live educational information about history	18
High historical/archeological value	18
Sacred burial grounds	15
Part of our history	15
Preserve historical heritage	13
Preservation of natural resources	11
Historical site	9
A link between the past and the future	6
A way to understand and respect Native Americans	6
Still do not know	4
Highly significant	3
No national significance	2
Other comments	14

Sources of information

Most visitor groups (83%) obtained information about Effigy Mounds NM prior to their visit, while 17% did not receive any information (see Figure 20). The most common sources of information used by visitor groups included previous visits (42%), maps/brochures (34%), and friends/relatives/word of mouth (31%), as shown in Figure 21. "Other" sources of information included road signs, National Park Passport book, living in the area, used to live in the area, flyers at Wyalusing State Park and Dewey State Park, and school classes.

Visitor groups who obtained information about Effigy Mounds NM prior to this visit were then asked whether they received the needed information. Most visitor groups (85%) reported that they received the information they needed (see Figure 22). However, 8% of visitor groups reported that they did not receive the information they needed and 7% were "not sure."

The information that visitor groups needed but were unable to obtain included accessibility for RV's, accessibility for handicapped persons, hours of operation, detailed map, detailed information about facility, explanation of the animal-shaped mounds, walking/hiking distances, and difficulty level of climbing/walking.

N=291 visitor groups

Obtain information prior to this visit?

Yes 83%

No 17%

0   50   100   150   200   250
Number of respondents
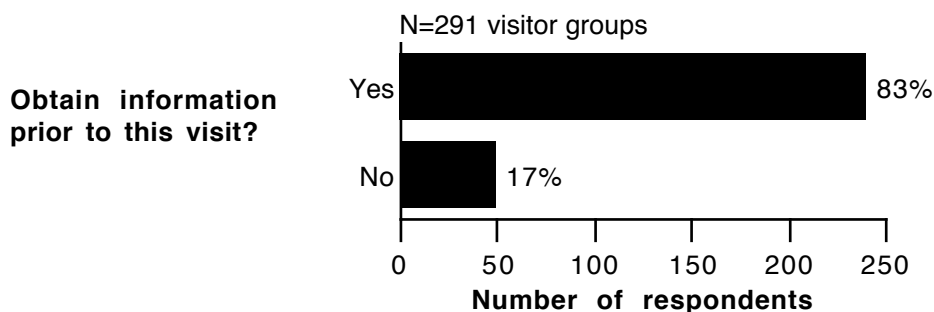
Figure 20: Visitors who obtained information about Effigy Mounds NM prior to this visit

N=241 visitor groups;
percentages do not equal 100 because visitor
groups could use more than one source.

Source	
Previous visits	42%
Maps/brochures	34%
Friends/relatives/word of mouth	31%
Travel guides/tour books	20%
Internet NPS website	13%
Newspaper/magazine articles	9%
State welcome center/Chamber of Commerce	7%
Other national park unit	5%
Internet-other website	2%
TV/radio programs/videos	2%
E-mail inquiry to park	1%
Telephone/written inquiry to park	1%
Other	13%

Number of respondents

Figure 21: Sources of information used by visitor groups prior to this visit

N=235 visitor groups

Received needed information?	
Yes	85%
No	8%
Not sure	7%

Number of respondents
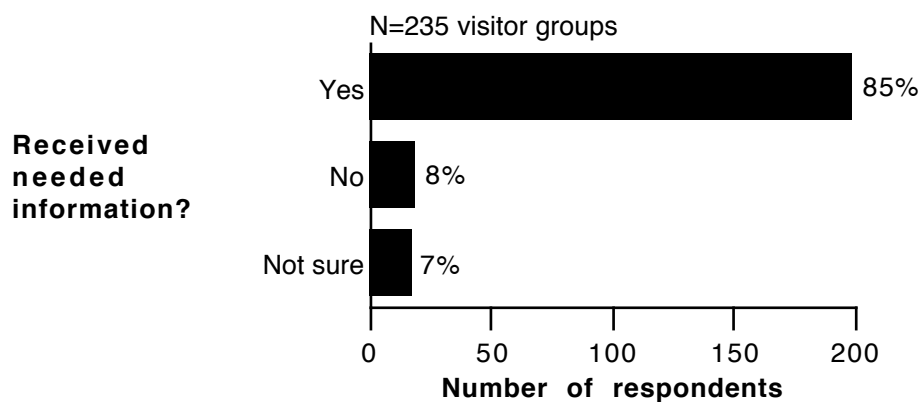
Figure 22: Visitor groups who received needed information prior to this visit

Primary reason for visiting the area

Most visitor groups (87%) were not residents of the Effigy Mounds NM area (within 50 miles) and 13% were residents of the area, as shown in Figure 23. Visitor groups who were not residents were then asked to report their primary reason for visiting the area. Thirty percent of visitor groups reported that visiting other attractions in the area was their primary reason for visiting Effigy Mounds NM area (see Figure 24). Other primary reasons for visiting included visiting Effigy Mounds NM (24%) and recreation (16%). The least mentioned primary reason was to study other cultural history (<1%).

N=268 visitor groups
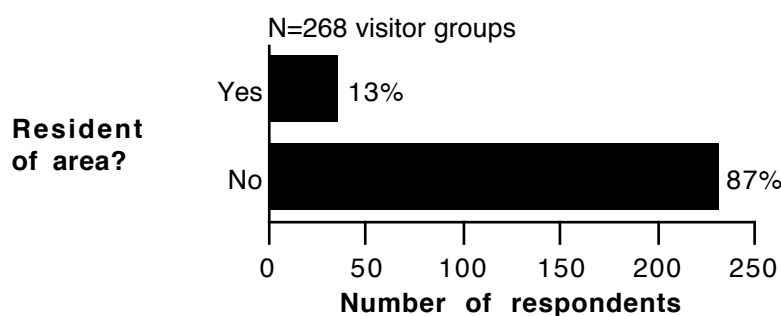
Figure 23: Visitor groups who were residents of the Effigy Mounds NM area (within 50 miles)

N=232 visitor groups;
percentages do not equal 100 due to rounding
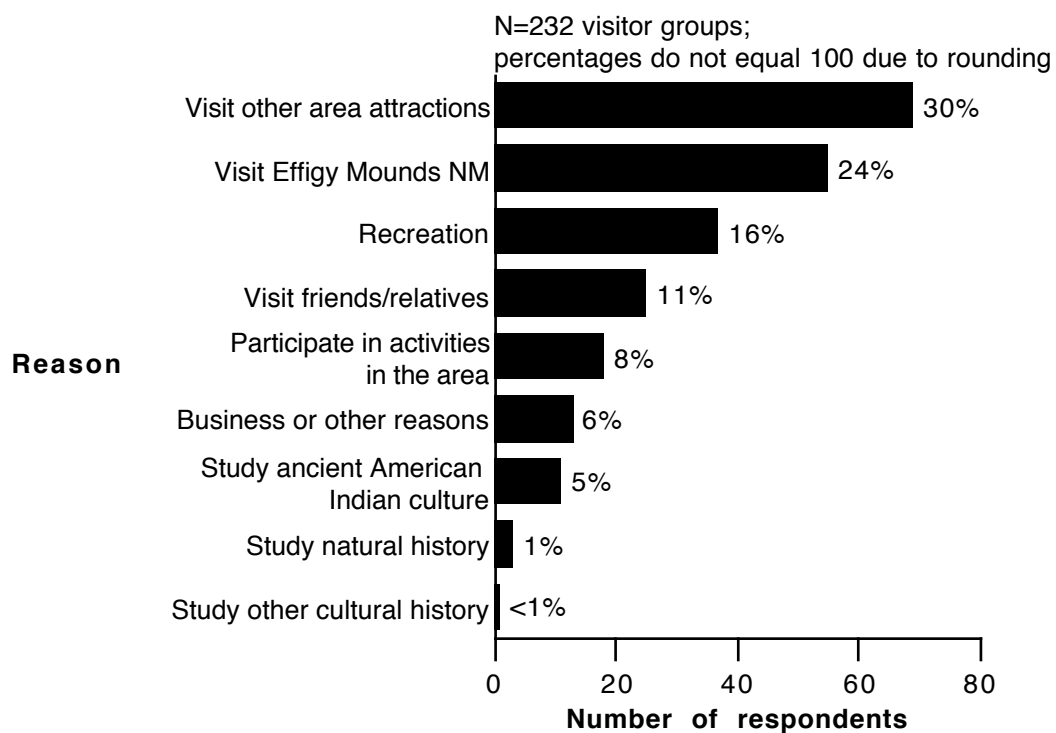
**Figure 24: Primary reason for visiting the Effigy Mounds NM
area (within 50 miles of the monument)**

**Travel plans
Decision to visit Effigy Mounds NM**

Forty-eight percent of visitor groups reported that Effigy Mounds NM was one of several destinations in their travel plan (see Figure 25). Effigy Mounds NM was not a planned destination for 32% of visitor groups and 20% reported that Effigy Mounds NM was their primary destination.

Fifty-seven percent of visitor groups reported that the male head of their household was the person who made decision to visit Effigy Mounds NM, while 42% of visitor groups indicated the decision maker was the female head of household (see Figure 26). "Other" decision makers included brother, sister, son, daughter, group decision, both male and female head of household, family voted, friend, single visitor made decision for him/herself, leader of Girl Scout group, and no decision was made in advance.

Thirty-five percent of visitor groups made the decision to visit Effigy Mounds NM less than a month ago, as shown in Figure 27. Twenty-eight percent of visitor groups made the decision after arriving in Effigy Mounds NM area, 14% made the decision two to six months ago, and 13% made the decision after seeing the sign/parking lot/visitor center.
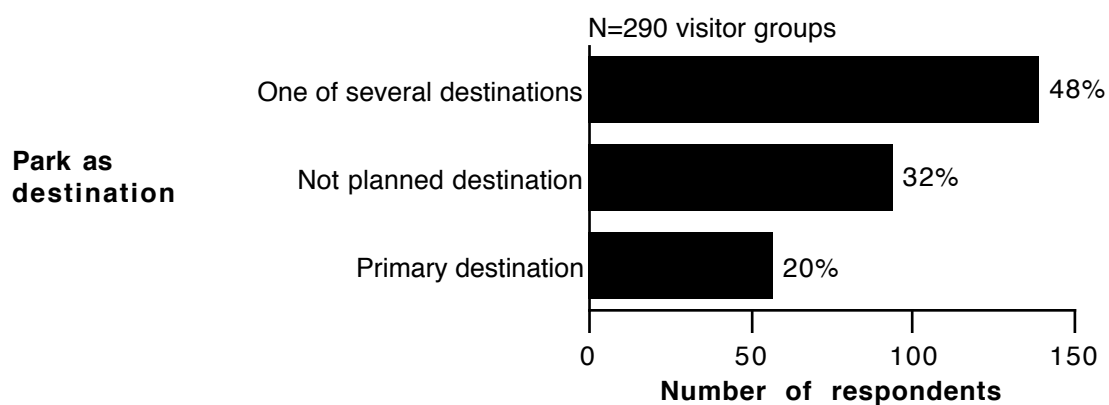
Figure 25: Visitor travel plan

N=287 visitor groups;
percentages do not equal 100 because visitor
groups may have more than one decision maker.

Male head of household ████████████████ 57%

Female head of household ███████████ 42%

**Decision
maker**

Tour director | 1%

Other ████ 18%

0   50   100   150   200
Number of respondents
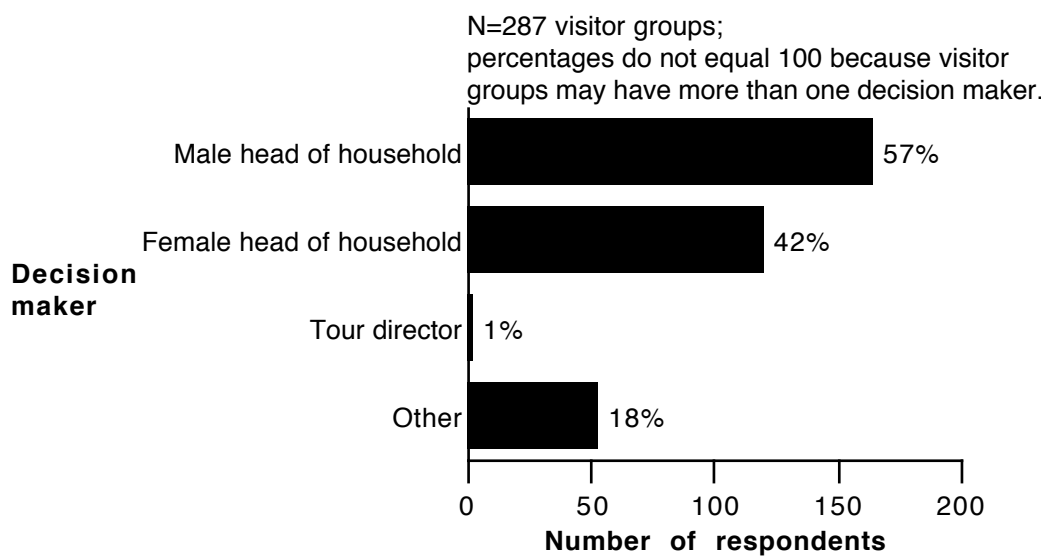
Figure 26: Group decision maker

N=285 visitor groups;
percentages do not equal 100 due to rounding.

1 year ago or more ███ 8%

7-11 months ago | 1%

2-6 months ago █████ 14%

**Timing of decision
to visit park**

Less than one month ago ████████████ 35%

After arriving in Effigy Mounds
NM area ██████████ 28%

After seeing the sign/parking
lot/visitor center ████ 13%

0   20   40   60   80   100
Number of respondents
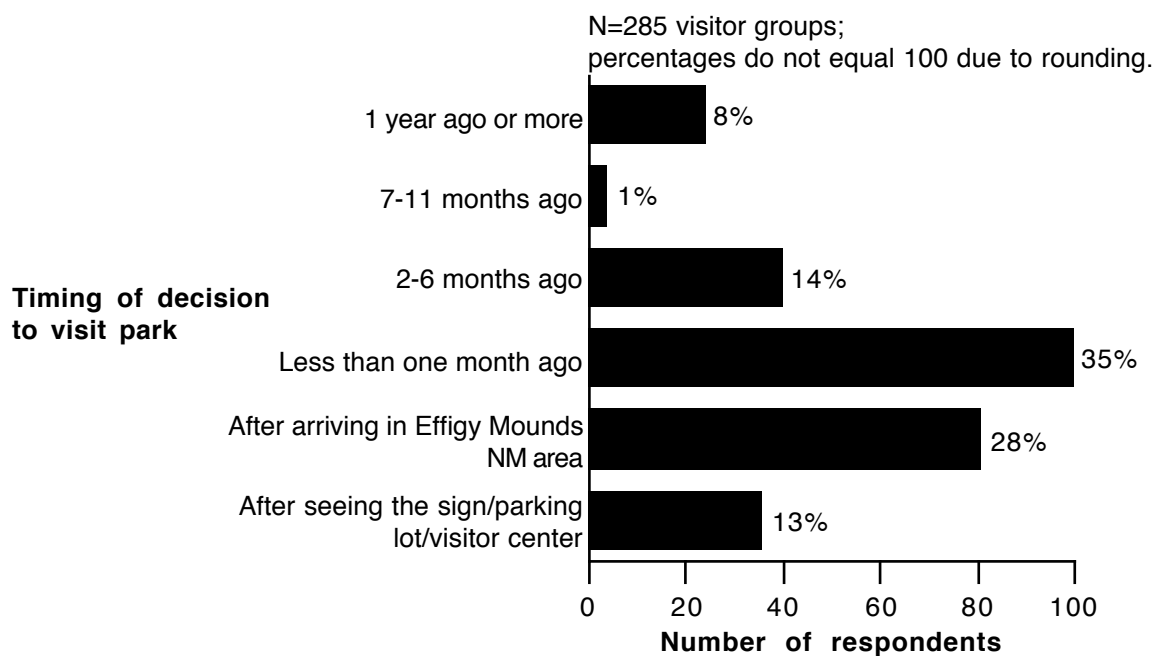
Figure 27: Timing of decision to visit Effigy Mounds NM

> # Forms of transportation
> # Travel route
> # Adequacy of road directional signs

Forms of transportation: Visitor groups were asked to report forms of transportation that they used to arrive at Effigy Mounds NM on this trip. The most common forms of transportation were private vehicles (94%), followed by rental vehicle (4%), as shown in Figure 28. No visitor groups used train, airplane/bus tour package, or commercial tour bus. "Other" forms of transportation included bicycles, school bus, and Cassville ferry.

Travel route: Travel routes that visitor groups most used to arrive at Effigy Mounds NM included U.S. Highway 18/52 (39%), Iowa Country Road X56 (39%), and Iowa State Highway 76 (35%), as shown in Figure 29. Most visitor groups (95%) did not have any difficulty locating the park or units of the park (see Figure 30).

Adequacy of road directional signs: Of those having difficulties locating the park, a separate set of questions were asked to rate the adequacy of the signs directing them to the monument. Figures 31, 32, and 33 show visitor opinions about adequacy of signs on interstates, on state highways, and in communities. Not enough visitor groups answered this question to provide reliable data. If signs or any other reason caused visitors difficulty in locating the park, visitor groups were asked to provide the reasons. The reasons included lack of signs and signs crossing the Mississippi from Prairie du Chien were too small.

N=288 visitor groups;
percentages do not equal 100 because visitor
groups could use more than one transportation.

**Forms of
transportation**

Form	Percentage
Private vehicle	94%
Rental vehicle	4%
Airplane	1%
River boats	<1%
Train	0%
Airplane/bus tour package	0%
Commercial tour bus	0%
Other	3%

Number of respondents
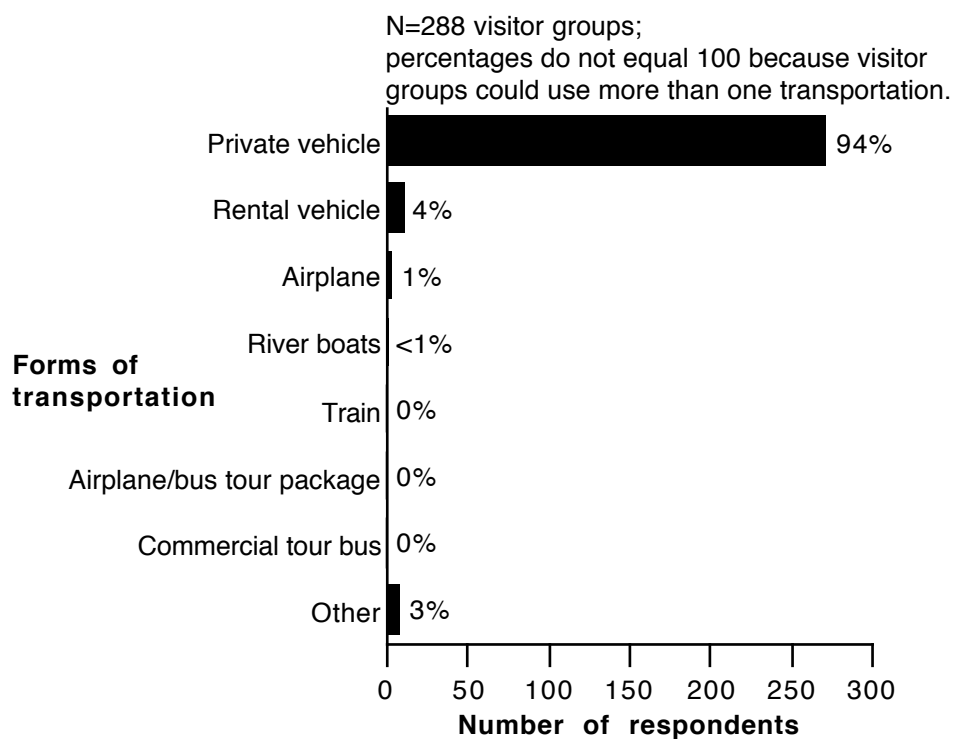
Figure 28: Forms of transportation

N=278 visitor groups;
percentages do not equal 100 because visitor
groups could use more than one travel route.

**Travel
route**

Route	Percentage
U.S. Highway 18/52	39%
Iowa County Road X56	39%
Iowa State Highway 76	35%
Wisconsin State Highway 35	11%
Wisconsin State Highway 60	6%
Wisconsin State Highway 27	4%

Number of respondents
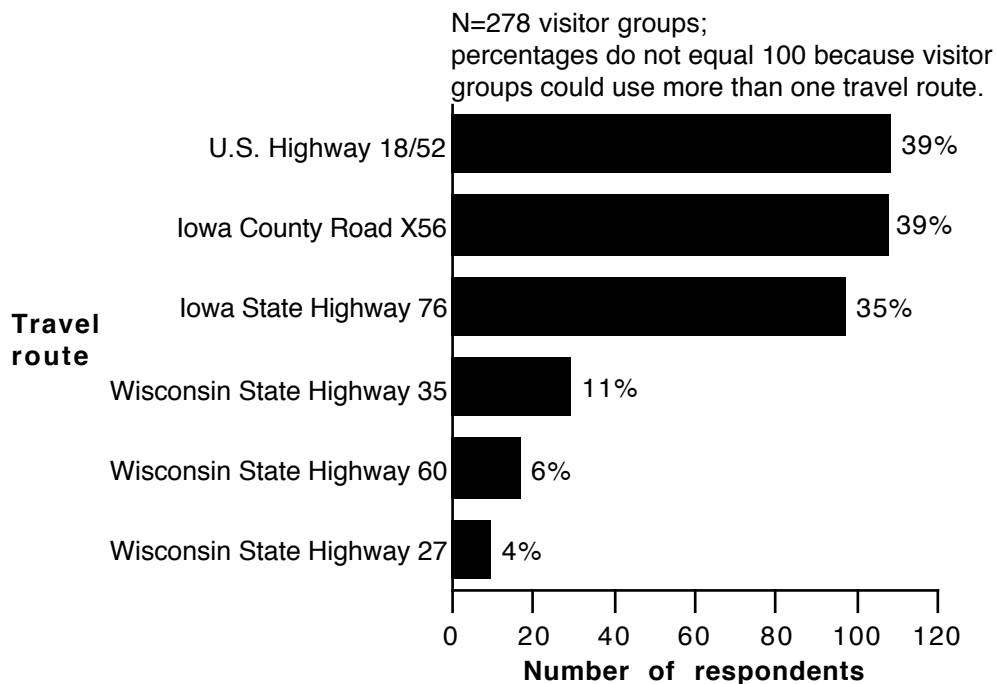
Figure 29: Travel route used to arrive at Effigy Mounds NM

N=285 visitor groups

Difficulty locating park?

Yes 5%

No 95%

0   50   100 150 200 250 300
Number of respondents
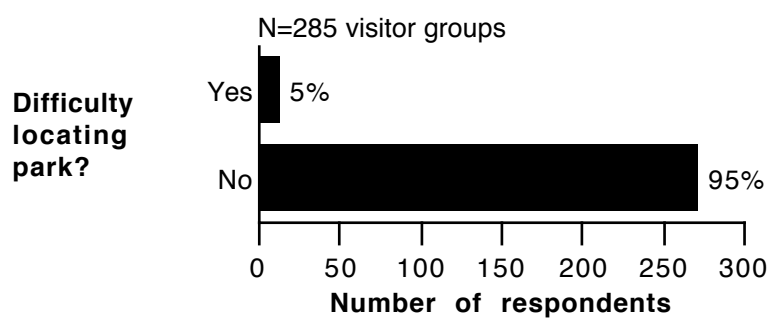
Figure 30: Visitors who had difficulty locating Effigy Mounds NM

N=9 visitor groups; percentages do not equal 100 due to rounding.

Yes 22%

CAUTION!

Signs adequate?

No 33%

Not sure 44%

0   1   2   3   4
Number of respondents
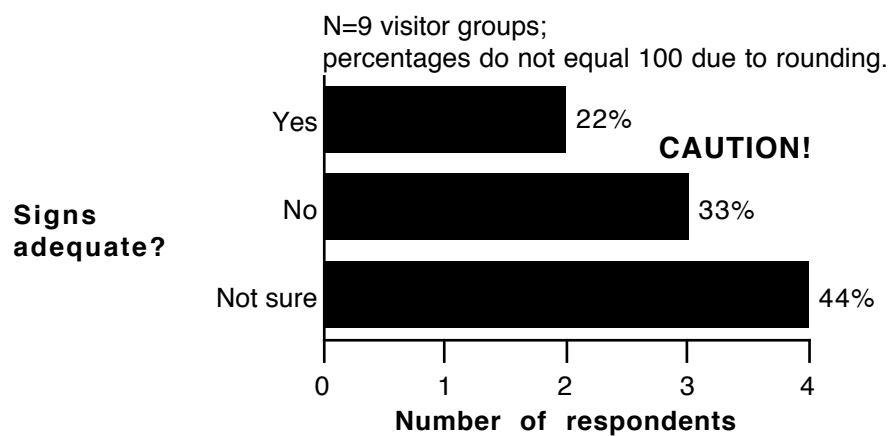
Figure 31: Adequacy of signs on interstates

N=13 visitor groups

Signs adequate?

Yes — 54%

No — 31%

Not sure — 15%   **CAUTION!**

0 1 2 3 4 5 6 7

Number of respondents
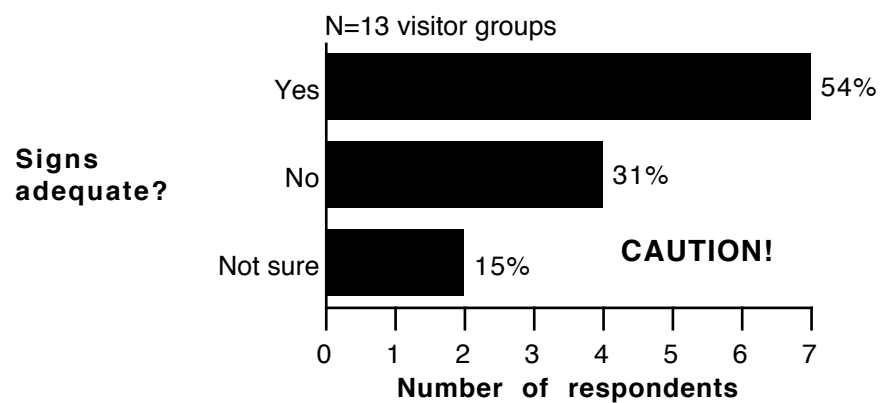
Figure 32: Adequacy of signs on state highway

N=11 visitor groups;
percentages do not equal 100 due to rounding.

Signs adequate?

Yes — 36%

No — 45%

Not sure — 18%   **CAUTION!**

0 1 2 3 4 5

Number of respondents
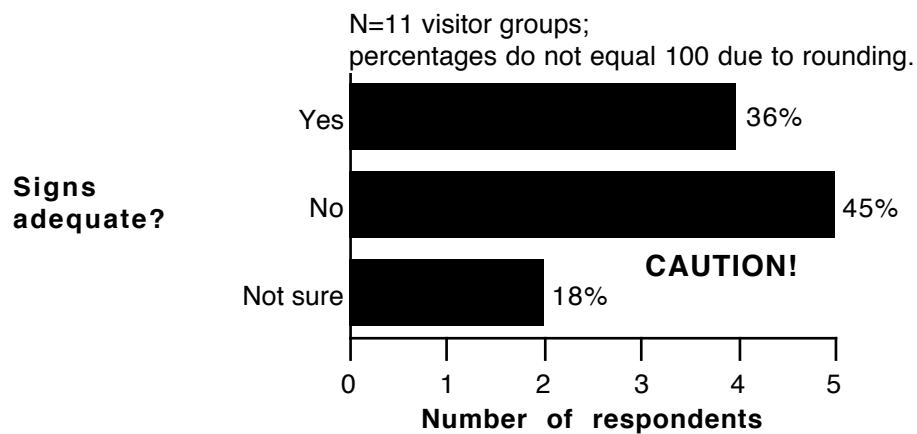
Figure 33: Adequacy of signs in communities

Places visited

In addition to Effigy Mounds NM, visitor groups were asked if they visited other places within 50 miles of the monument. Pikes Peak State Park (47%) and Cabela's (34%) were the most common places in the area that visitor groups visited, as shown in Figure 34. The least visited places were Seed Savers Exchange (1%), Fort Crawford NHL (5%), Blackhawk Recreational Area (5%), and Osborne Nature Center (5%). "Other" places that visitor group visited are listed in Table 5.

N=218 visitor groups;
percentages do not equal 100 because visitor groups could visit more than one place.

Place	
Pikes Peak State Park	47%
Cabela's	34%
Isle of Capri Casino	17%
Villa Louis State Historic	16%
Spook Cave	13%
Wyalusing State Park	13%
Yellow River State Forest	12%
Waukon	8%
USFWS Upper Mississippi Refuge	7%
Vesterhiem Museum	6%
Osborne Nature Center	5%
Blackhawk Recreational Area	5%
Ft. Crawford NHL	5%
Ion Exchange/ Seed Savers Exchange	1%
Other	28%

Number of respondents

Figure 34: Places visited within 50 miles of the monument

Table 5: Other places visited in the area

N=70 places;
some visitor groups visited more than one place.

Place	Number of times mentioned
McGregor, IA	8
Decorah, IA	5
Mississippi River Museum	4
Bily Clocks	3
Boat on Mississippi	3
Cassville, WI	3
Kickapoo Indian Caverns, WI	3
Locks and dams in the area	3
Antique shops in the area	2
Backbone State Park	2
Burn Oaks, IA	2
Dubuque, IA	2
Guttenberg, IA	2
Marquette, MI	2
Nelson Dewey State Park, WI	2
Nordic Fest in IA	2
Prairie Du Chien, WI	2
Spillville, IA	2
Spring Green, WI	2
Amana Colonies, IA	1
Amish settlement, IL	1
Balltown, IA	1
Bloody Run Creek trout fishing, MI	1
Blues Fest in WI	1
Crystal Lake Cave, IA	1
Dickeyville Grotto, WI	1
Field of Dreams farm, IA	1
Great River Bluffs State Park, MN	1
Laura Ingalls Wilder home at Burn Oaks, IA	1
La Crosse, WI	1
Madison Company Bicycles, WI	1
Millville, IA	1
Niagara Cave, MN	1
Paradise Valley Campground	1
Platteville Mining Museum, WI	1
Postville, IA	1
Lansing, IA	1
Sabula, IA	1

Archeological sites visited

Visitor groups were asked if they visited other archeological sites such as Cahokia Mounds State Historic Site and Hopewell Culture National Historical Park in the past. As shown in Figure 35, most visitor groups (73%) had not visited other archeological sites in the past, 24% visited these sites, and 4% were "not sure."

Visitor groups who reported that they had visited other archeological sites in the past were then asked to compare these sites with Effigy Mounds NM. Table 6 lists the comments from 64 visitor groups.

N=284 visitor groups;
percentages do not equal 100 due to rounding.
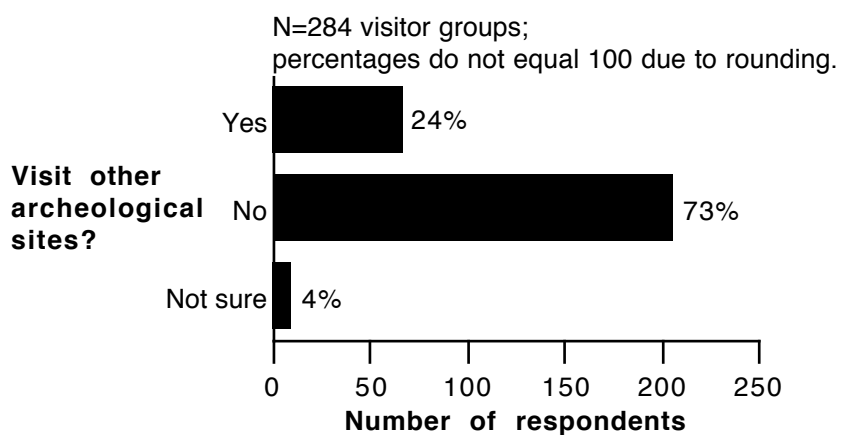
Figure 35: Visitors who visited other archeological sites

Table 6: Visitor comparison of Effigy Mounds NM with other archeological sites visited
N=90 comments;
some visitor groups made more than one comment.

Comments	Number of times mentioned
Smaller than other sites	10
Well maintained	7
Better trails with good markings and informative signs	7
Very similar	5
In a more natural setting	5
Very well laid out	5
Each site has its own unique feature, cannot compare	4
All sites are excellent	4
Less displays in the museum/visitor center than other sites	4
Knowledgeable staff	4
Closer access to the mounds	4
Nice visitor center	4
Less crowded	3
Mounds were too far off the road, hard to access	3
Larger amount of mounds and more variety than other sites	3
Like the dinosaur dig better	2
Visited other sites too long ago to remember	2
More friendly	2
Other comments	12

<div style="border:1px solid black">

Length of visit
Number of vehicles

</div>

Length of visit: On this visit, 70% of visitor groups spent two or three hours visiting Effigy Mounds NM and 15% spent up to one hour, as shown in Figure 36. Most visitor groups (93%) did not visit Effigy Mounds NM on more than one day (see Figure 37). Visitor groups who visited the monument on more than one day were then asked to report number of days they stayed. Not enough visitors replied to provide reliable data (see Figure 38).

Number of vehicles: On this visit, most visitor groups (90%) arrived at Effigy Mounds NM in one vehicle (see Figure 39). Nine percent of visitor groups used two more vehicles and 1% of visitor groups arrived at the monument on foot or by bicycles.

N=286 visitor groups;
percentages do not equal 100 due to rounding.
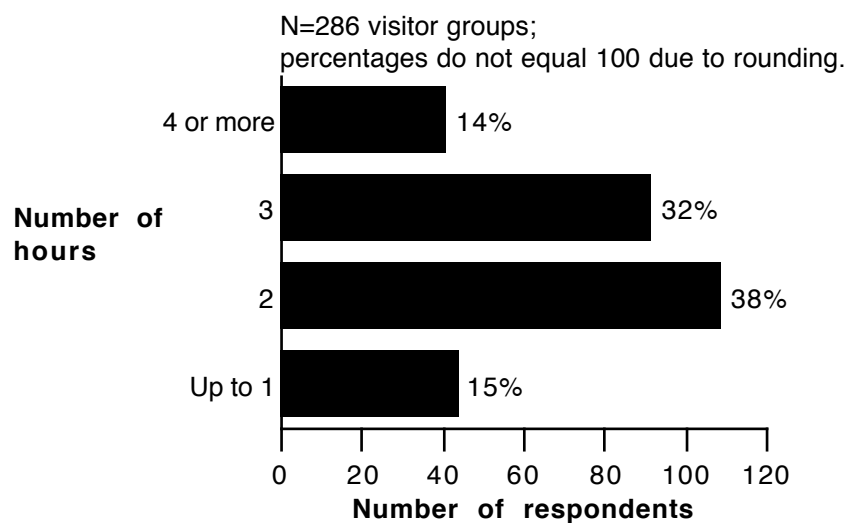
Figure 36: Number of hours spent visiting Effigy Mounds NM

N=287 visitor groups

Visit on more than one day?

Yes ▮ 7%

No ████████████████████ 93%

0   50   100   150   200   250   300
Number of respondents
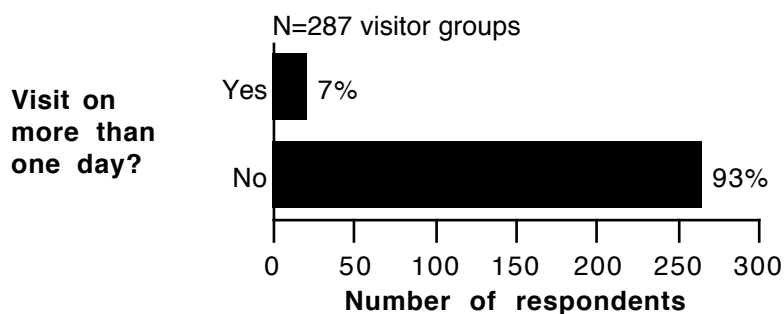
Figure 37: Visitor groups who visited on more than one day

N=21 visitor groups

Number of days

4 ▮ 10%

3 ██ 19%

CAUTION!

2 ██████████ 71%

0   5   10   15
Number of respondents
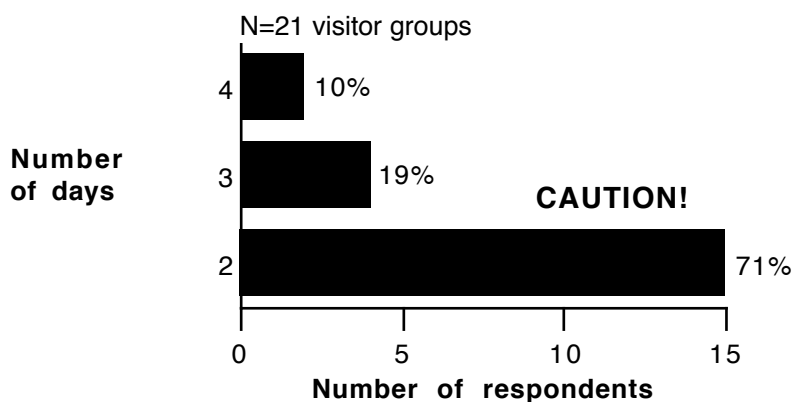
Figure 38: Number of days stayed by groups who visited one more than one day

N=288 visitor groups

Number of vehicles

2 or more ▮ 9%

1 ████████████████████ 90%

0 | 1%

0   50   100   150   200   250   300
Number of respondents
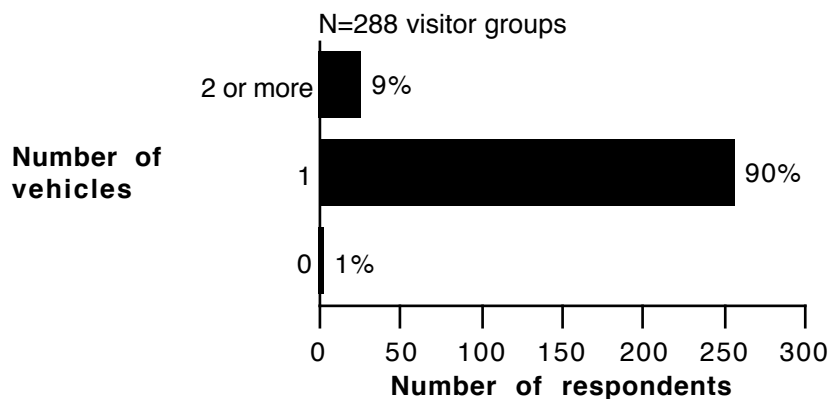
Figure 39: Number of vehicles used by visitor groups to arrive at park

Activities inside and outside monument

Inside Effigy Mounds NM: On this visit, the most common activities were visiting visitor center (96%), viewing museum exhibits (81%), and observing Indian mounds (75%), as shown in Figure 40. The least common activity was viewing sunsets (3%). "Other" activities included picnicking, participating in Moonlight walk/hike, conducting entomological study, talking with other visitors, identifying plants, using restroom, and seeing rangers' demonstrations of how the atlatl was used.

Outside Effigy Mounds NM (within 50 miles): The most common activities were dining (62%), taking scenic drives (51%), and shopping (42%), as shown in Figure 41. The least common activity was watching audiovisual presentations (2%). "Other" activities included fishing, bicycling, looking for rock shops, attending Prairie Dog Blues Festival, visiting Spook Cave Winery, attending Nordic Fest, attending jazz festival, camping at Great River Bluffs State Park, and swimming in Wisconsin River.

N=287 visitor groups;
percentages do not equal 100 because groups
could participate in more than one activity.

Activity	
Visiting visitor center	96%
Viewing museum exhibits	81%
Observing Indian mounds	75%
Self-guided walks/hikes	72%
Watching audiovisual presentations	55%
Photography	36%
Nature study/viewing wildlife	26%
Taking ranger/naturalist guided walks/talks	23%
Birdwatching	22%
Exercising	17%
Shopping	9%
Boating/canoeing	4%
Viewing sunsets	3%
Other	6%

Number of respondents (0 50 100 150 200 250 300)

Figure 40: Visitor activities inside monument

N=195 visitor groups;
percentages do not equal 100 because groups
could participate in more than one activity.

Activity	
Dining	62%
Taking scenic drives	51%
Shopping	42%
Camping	33%
Self-guided walks/hikes	30%
Photography	25%
Viewing sunsets	19%
Birdwatching	17%
Exercising	16%
Nature study/view wildlife	15%
Boating/canoeing	12%
Observing Indian mounds	11%
Visiting visitor center	10%
Viewing museum exhibits	8%
Taking ranger/naturalist guided walks/talks	4%
Watching audiovisual presentations	2%
Other	10%

Number of respondents

(x-axis: 0 20 40 60 80 100 120)

Figure 41: Visitor activity outside monument (within 50 miles)

Sites visited

On this visit to Effigy Mounds NM, most visitor groups visited the visitor center (95%), Little Bear Mound Group (69%), and Fire Point (63%), as shown in Figure 42. The least visited site was Heritage Addition (1%). "Other" sites visited included Yellow River Bottomlands, boat ramp, and visiting sites with Moonlight hike.

N=286 visitor groups;
percentages do not equal 100 because visitor groups could visit more than one site.

Site	Percentage
Visitor center	95%
Little Bear Mound Group	69%
Fire Point	63%
Eagle Rock	59%
Great Bear Mound Group	50%
Twin Views	25%
Third scenic view	15%
Yellow River Bridge Trail	15%
Prairie restoration	11%
Hanging Rock	6%
Marching Bear Mound Group	4%
Mississippi River boat launch	4%
Marching Bear Trail	3%
Founders Pond	3%
Nezekaw Point Overlook	3%
Sny Magill Mound group and boat access	2%
Compound Mound Group	2%
Heritage Addition	1%
Other	2%

Number of respondents

Figure 42: Sites visited

Overnight accommodations
Location stayed on the night before and after visiting the monument

Visitor groups were asked a series of questions concerning their overnight accommodations in the Effigy Mounds NM area (within 50 miles). First, visitor groups were asked if they stayed overnight away from home in the area. Over one-half (52%) of visitor groups stayed, while 48% did not stay overnight (see Figure 43). Of those who stayed overnight away from home, 41% stayed one night, 28% stayed two nights, and 17% stayed three nights (see Figure 44).

The most prevalent accommodations that visitor groups used were lodges, hotels, motels, cabins, rented condos, or Bed and Breakfasts (49%), followed by tent camping in developed campgrounds (22%), as shown in Figure 45. "Other" types of lodging included houseboats, group camps, and Luther College Dormitory.

Visitor groups who stayed overnight away from home were then asked to report the place they stayed on the night before arriving and the night after departing from Effigy Mounds NM area. Tables 7 and 8 list the places visitors stayed.
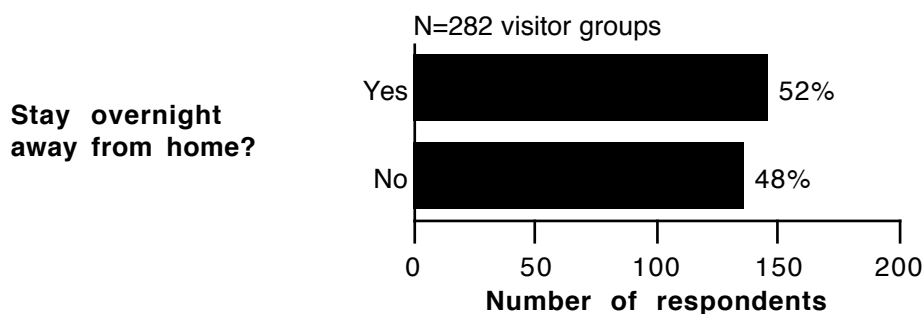
Figure 43: Visitor groups who stayed overnight away from home in the Effigy Mounds NM area (within 50 miles)

N=145 visitor groups

Number of nights

4 or more	14%
3	17%
2	28%
1	41%

Number of respondents
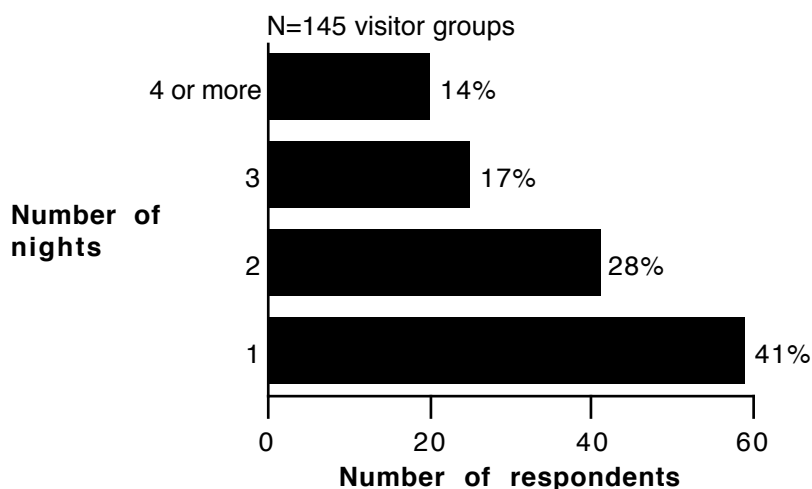
Figure 44: Number of nights stayed overnight in the area

N=148 visitor groups;
percentages do not equal 100 because groups
could use more than one type of lodging.

Type of lodging

Lodge/motel/hotel/cabin, etc.	49%
Tent camping in developed campground	22%
RV/trailer camping	18%
Residence of friends or relatives	9%
Personal seasonal residence	2%
Backcountry campsite	1%
Other	3%

Number of respondents
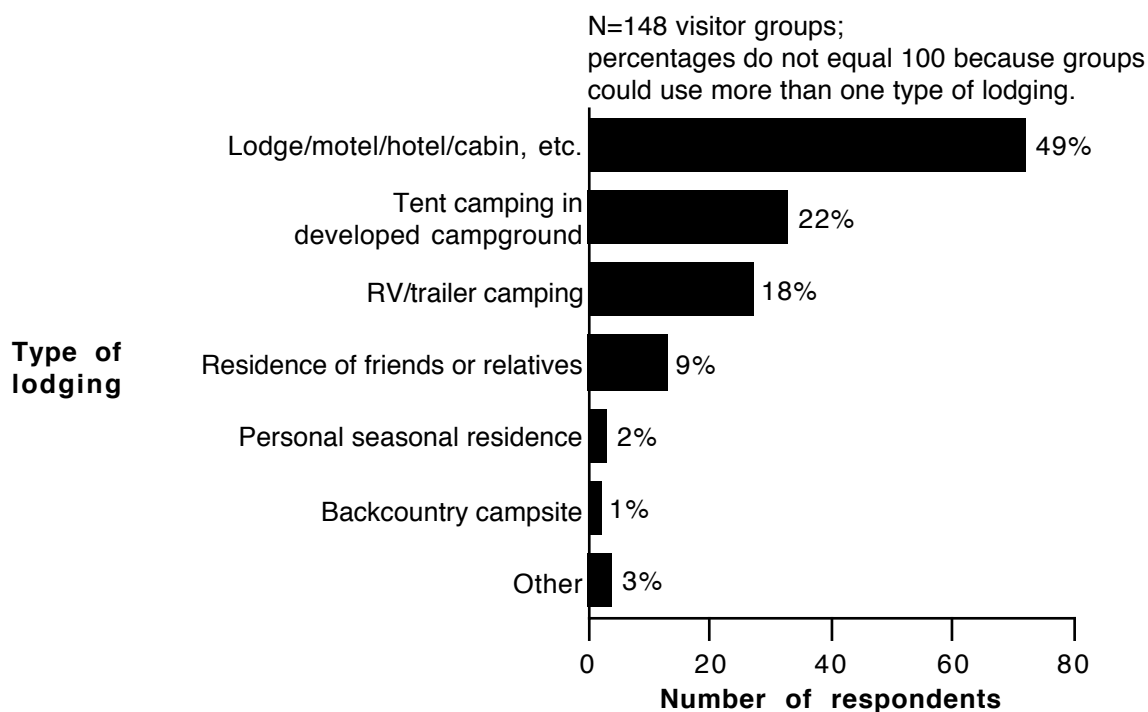
**Figure 45: Type of lodging visitor groups used in the area
(within 50 miles)**

Table 7: Places visitor groups stayed on the night before arriving at Effigy Mounds NM

N=156 places

Town/city and state	Number of times mentioned
Prairie du Chien, WI	29
McGregor, IA	11
Dubuque, IA	7
Madison, WI	6
Wyalusing State Park, WI	6
Decorah, IA	5
Pikes Peak, IA	5
Harpers Ferry, IA	4
Lansing, IA	4
Marquette, IA	4
Waukon, IA	4
Des Moines, IA	3
Yellow River Forest, IA	3
Backbone State Park, IA	2
Cedar Falls, IA	2
De Soto, WI	2
Dells, WI	2
Guttenburg, IA	2
Iowa City, IA	2
La Crosse, WI	2
Postville, IA	2
Strawberry Point, IA	2
Alleman, IA	1
Alma, WI	1
Blaine, MN	1
Caledonia, MN	1
Cassville, WI	1
Charles City, IA	1
Cincinnati, OH	1
Clayton, IA	1
Clear Lake, IA	1
Cresco, IA	1
Dewitt, IA	1
Dyersville, IA	1
Edgewood, IA	1
Elon, IA	1
Ferrysville, WI	1

Table 7: Places visitor groups stayed on the night before arriving at Effigy Mounds NM
(continued)

Town/city and state	Number of times mentioned
Forestville, MN	1
Galena, IL	1
Garnerville, IA	1
Hill Point, IA	1
Jefferson, SD	1
La Crescent, MN	1
La Crosse, WI	1
Le Roy, MN	1
Lime Springs, IA	1
Milwaukee, WI	1
Minneapolis, MN	1
Nauvoo, IL	1
New Hampton, IA	1
Nodine, MN	1
Oelwein, IA	1
Paradise Valley Campground, IA	1
Pearl City, IL	1
Platteville, WI	1
Prophetstown, IL	1
Richland Center, WI	1
Spring Green, WI	1
St. Lucas, IA	1
St. Cloud, MN	1
St. Paul, MN	1
Tomah, WI	1
Urbana, IL	1
Waterloo, IA	1
Waukesha, WI	1
Wauwatosa, WI	1
Winona, MN	1
Wisconsin Dells, WI	1
Woodman, WI	1

Table 8: Places visitor groups stayed on the night after departing from Effigy Mounds NM

N=155 places

Town/city and state	Number of times mentioned
Prairie du Chien, WI	17
Decorah, IA	12
Dubuque, IA	7
McGregor, IA	7
Wyalusing State Park, WI	7
La Crosse, WI	5
Madison, WI	5
Cedar Falls, IA	3
Pikes Peak, WI	3
Backbone State Park, IA	2
Cassville, WI	2
De Soto, WI	2
Edgewood, IA	2
Ferryville, WI	2
Galena, IL	2
Guttenburg, IA	2
Harpers Ferry, IA	2
St. Paul, WI	2
Strawberry Point, IA	2
Yellow River Forest, IA	2
Albert Lea, MN	1
Allamaken, IA	1
Austin, WI	1
Bagley, WI	1
Benard, IA	1
Caledonia, MN	1
Camanche, IA	1
Chamberlain, SD	1
Charles City, IA	1
Chicago, IL	1
Cincinnati, OH	1
Clear Lake, IA	1
Cresco, IA	1
Crown Point, IN	1
Des Moines, IL	1
Eastmen, WI	1
Exira, IA	1

**Table 8: Places visitor groups stayed on the night
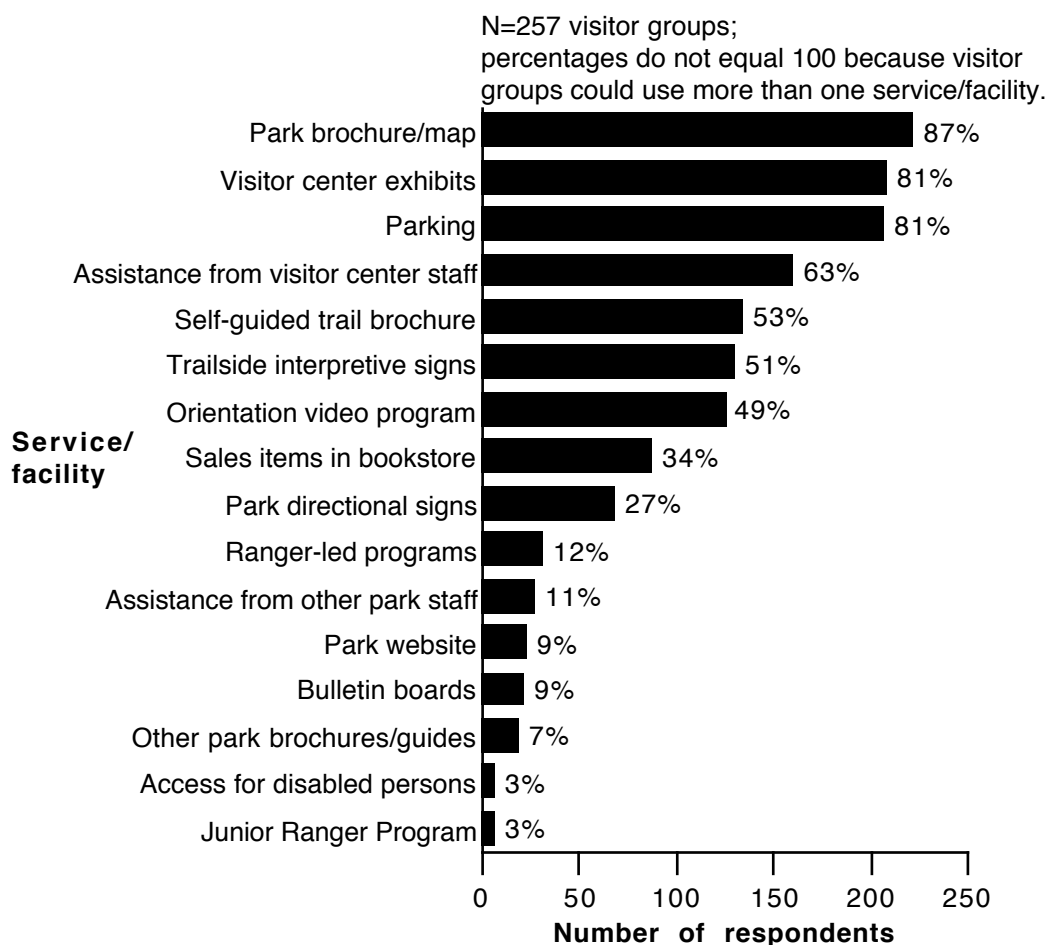after departing from Effigy Mounds NM**
(continued)

Town/city and state	Number of times mentioned
Freeport, FL	1
Galesburg, IN	1
Hartford, WI	1
Hubbard, IA	1
Independence, IA	1
Jackson, WI	1
Janesville, WI	1
La Farge, WI	1
La Crescent, MN	1
Lafayette, IN	1
Lagrange, WI	1
Lansing, IA	1
Lime Springs, IA	1
Marion, IA	1
Marquette, IA	1
Mason City, IA	1
Mineral Point, WI	1
Minneapolis, MN	1
Minnesota City, MI	1
Monticello, IA	1
Nevada, IA	1
New Hampton, IA	1
Nodine, MN	1
Osage, IA	1
Owatonna, MI	1
Paradise Valley Campground, IA	1
Parkersburg, IA	1
Pipestone, MN	1
Pittsville, WI	1
Platteville, WI	1
Prophetstown, IL	1
Pulmounty, MN	1
Red Wing, MI	1
Ridland Center, WI	1
Riverside, IA	1
Rice Lake, WI	1

Table 8: Places visitor groups stayed on the night after departing from Effigy Mounds NM
(continued)

Town/city and state	Number of times mentioned
Rochester, MN	1
Rock Island, IL	1
St. Lucas, IA	1
Sumner, IA	1
Sycamore, IA	1
Waterloo, IA	1
Waukesha, WI	1
Waukon, IA	1
Webster City, IA	1
Wildcat Mountains State Park, WI	1
Wisconsin Dells, WI	1
Woodman, WI	1
Worthington, MN	1
Yucaipa, WI	1

Visitor services and facilities: use

Visitors were asked to note the visitor services and facilities they used during this visit to Effigy Mounds NM. The most used services and facilities included the park brochure/map (87%), parking areas (81%), and visitor center exhibits (81%), as shown in Figure 46. The least used services were access for disabled persons (3%) and Junior Ranger Program (3%).

N=257 visitor groups;
percentages do not equal 100 because visitor groups could use more than one service/facility.

Service/facility	Percent
Park brochure/map	87%
Visitor center exhibits	81%
Parking	81%
Assistance from visitor center staff	63%
Self-guided trail brochure	53%
Trailside interpretive signs	51%
Orientation video program	49%
Sales items in bookstore	34%
Park directional signs	27%
Ranger-led programs	12%
Assistance from other park staff	11%
Park website	9%
Bulletin boards	9%
Other park brochures/guides	7%
Access for disabled persons	3%
Junior Ranger Program	3%

Number of respondents

Figure 46: Visitor services and facilities used

Visitor services and facilities: importance and quality

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five-point scales were used in the questionnaire.

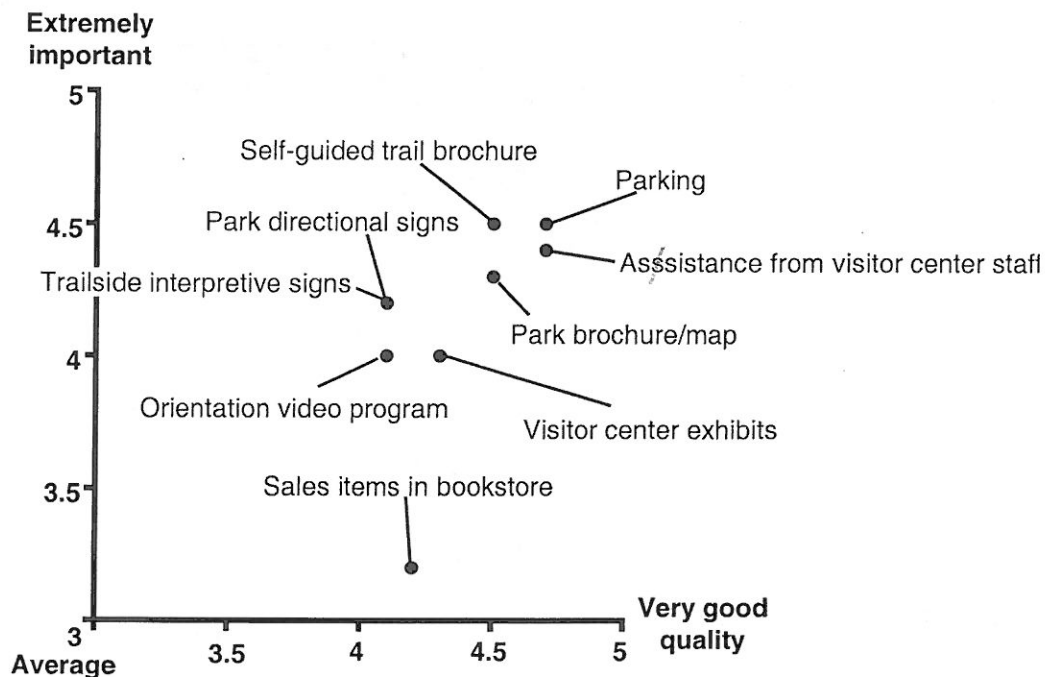| IMPORTANCE	QUALITY
5=Extremely important	5=Very good
4=Very important	4=Good
3=Moderately important	3=Average
2=Somewhat important	2=Poor
1=Not important	1=Very poor

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 47 and 48 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: Other park brochures/guides, assistance from other park staff, ranger-led programs, Junior Ranger Program, bulletin boards, access for disabled persons, and park website were not rated by enough visitors to provide reliable data.

Figures 49-64 show the importance ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest combined proportions of "extremely important" and "very important" ratings included parking (87%, N=197) and assistance from visitor center staff (85%, N=150), as shown in Figure 65. The highest "not important" rating was for sales items in bookstore (8%, N=79).
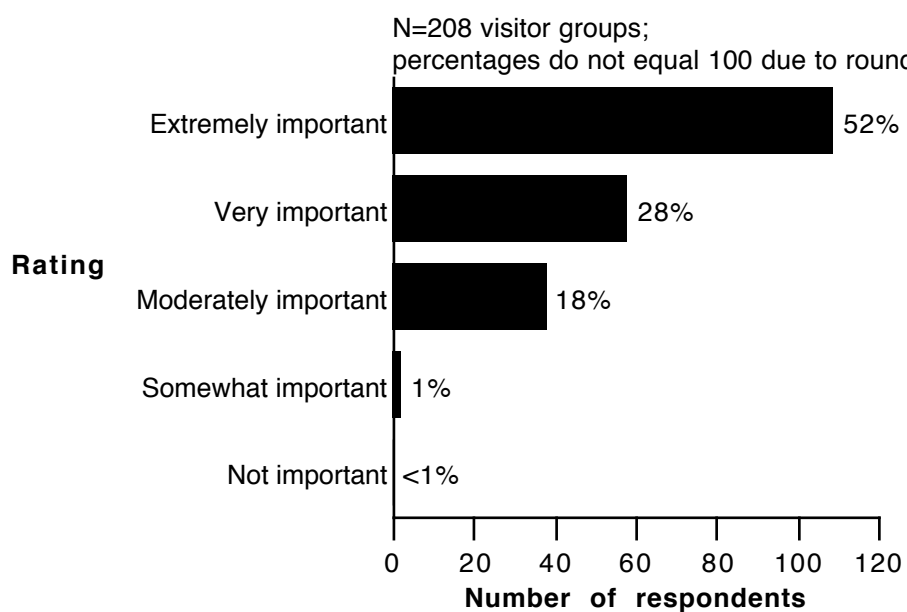
Figures 66-81 show the quality ratings that were provided by visitor groups for each of the services/facilities.The services/facilities receiving the highest combined proportions of "very good" and "good" ratings included park brochure/map (94%, N=193), assistance from visitor center staff (94%, N=136), and parking (94%, N=182), as shown in Figure 82. The service/facility receiving the highest "very poor" rating by visitor groups was park directional signs-outside park (5%, N=62).
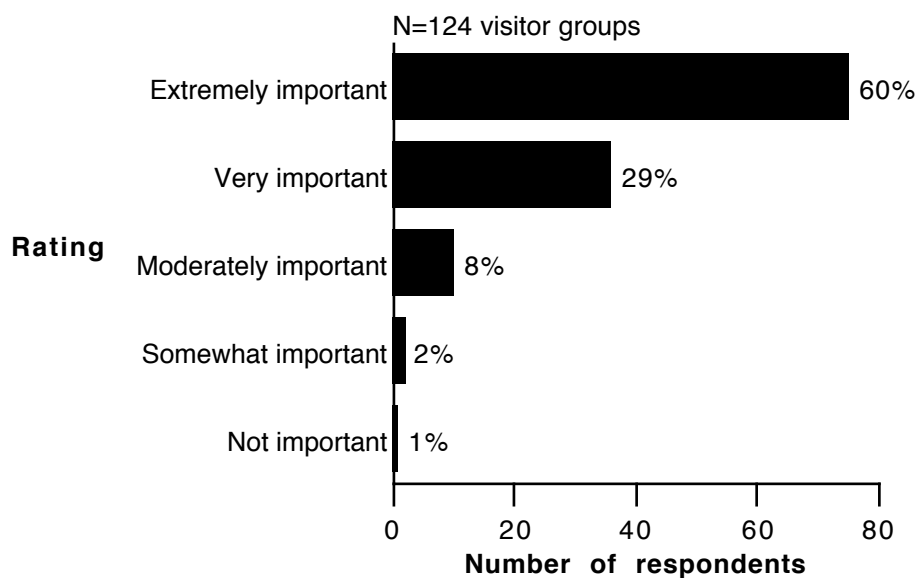
Extremely important

5

← See enlargement below

4

Very poor quality   **Very good quality**

1   2   3   4   5

2

1

Not important
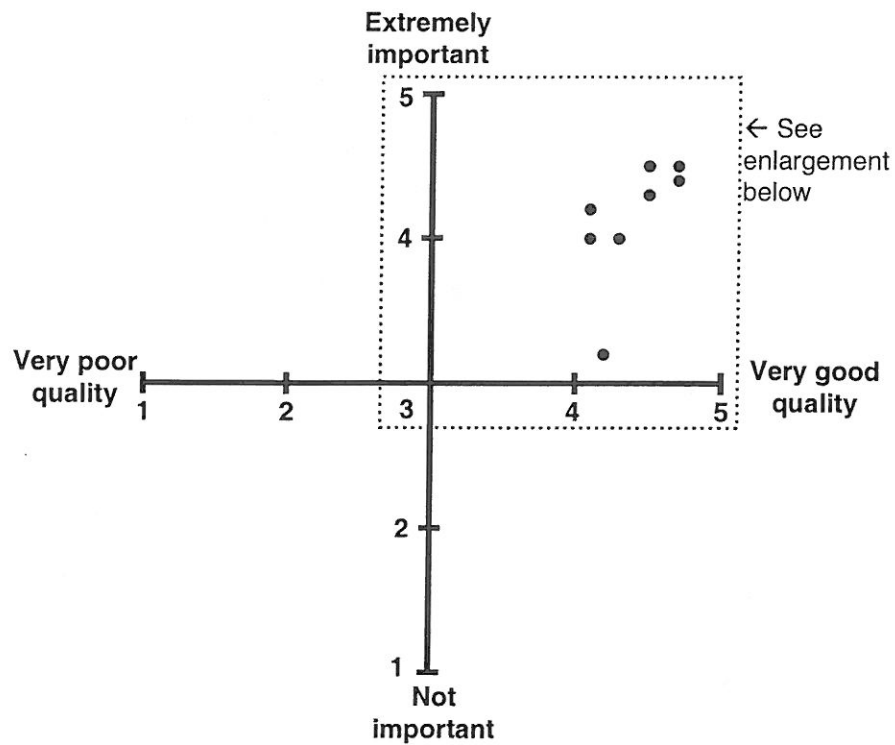
Figure 47: Average importance and quality ratings for visitor services and facilities

Extremely important

5

Self-guided trail brochure

Parking

4.5

Park directional signs

Asssistance from visitor center staff

Trailside interpretive signs

Park brochure/map

4

Orientation video program

Visitor center exhibits

3.5

Sales items in bookstore

3

Average   3.5   4   4.5   5   **Very good quality**

Figure 48: Detail of Figure 47

N=208 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important	52%
Very important	28%
Moderately important	18%
Somewhat important	1%
Not important	<1%

Number of respondents

Figure 49: Importance of park brochure/map

N=124 visitor groups

Rating

Extremely important	60%
Very important	29%
Moderately important	8%
Somewhat important	2%
Not important	1%

Number of respondents

Figure 50: Importance of self-guided trail brochure

N=15 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important ████████████████ 53%

Very important ███ 13%

Moderately important █████████ 33%

CAUTION!

Somewhat important | 0%

Not important | 0%

0   2   4   6   8   10

Number of respondents
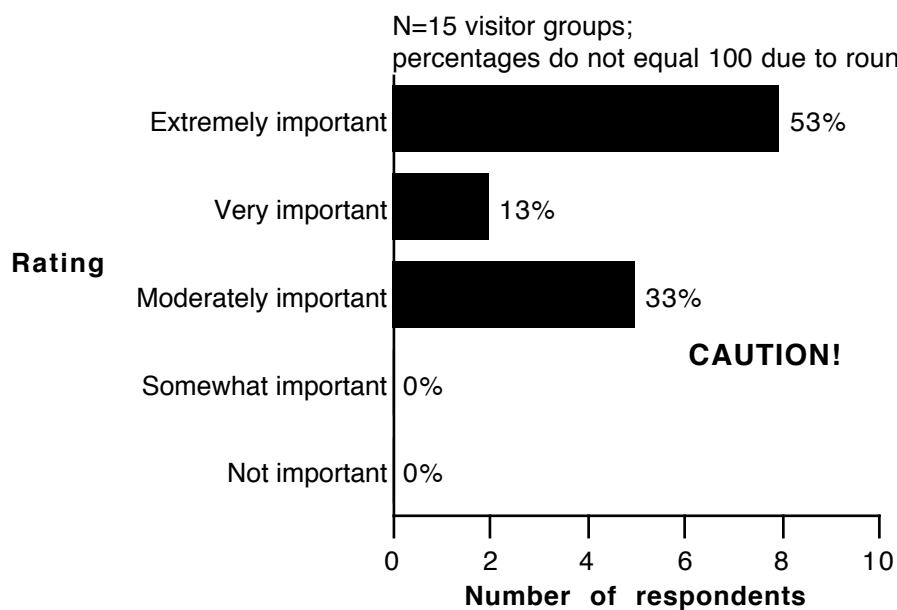
Figure 51: Importance of other park brochures/guides

N=120 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important ██████████████████ 35%

Very important █████████████████ 33%

Moderately important ████████████ 23%

Somewhat important ████ 8%

Not important | 0%

0   10   20   30   40   50

Number of respondents
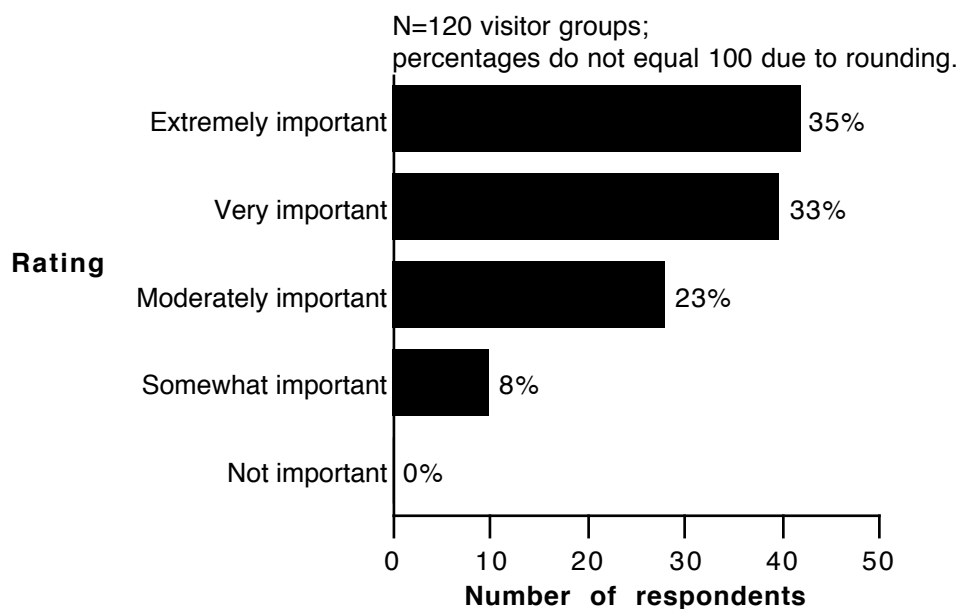
Figure 52: Importance of orientation video program

N=199 visitor groups;
percentages do not equal 100 due to rounding.
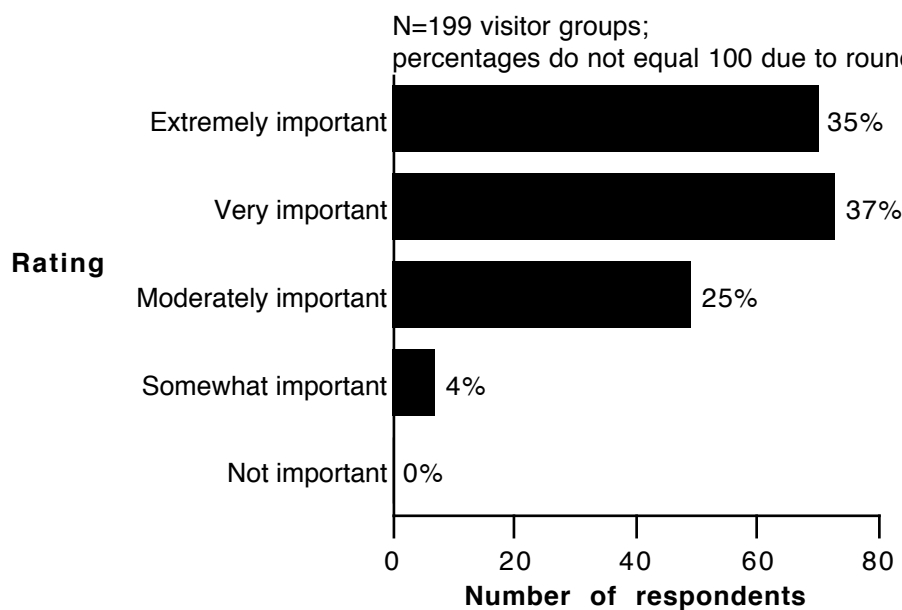
Figure 53: Importance of visitor center exhibits

N=79 visitor groups;
percentages do not equal 100 due to rounding.
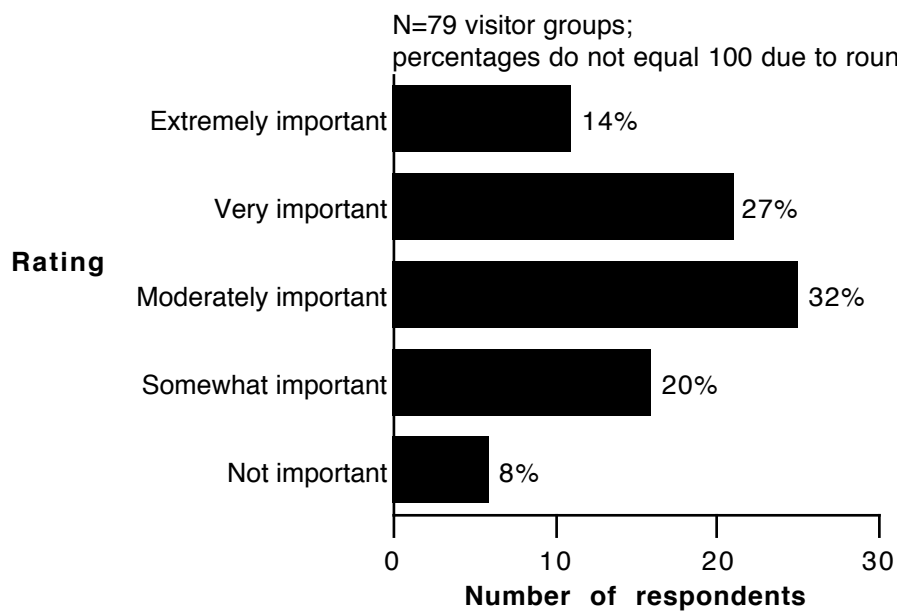
Figure 54: Importance of sales items in bookstore

N=150 visitor groups;
percentages do not equal 100 due to rounding.
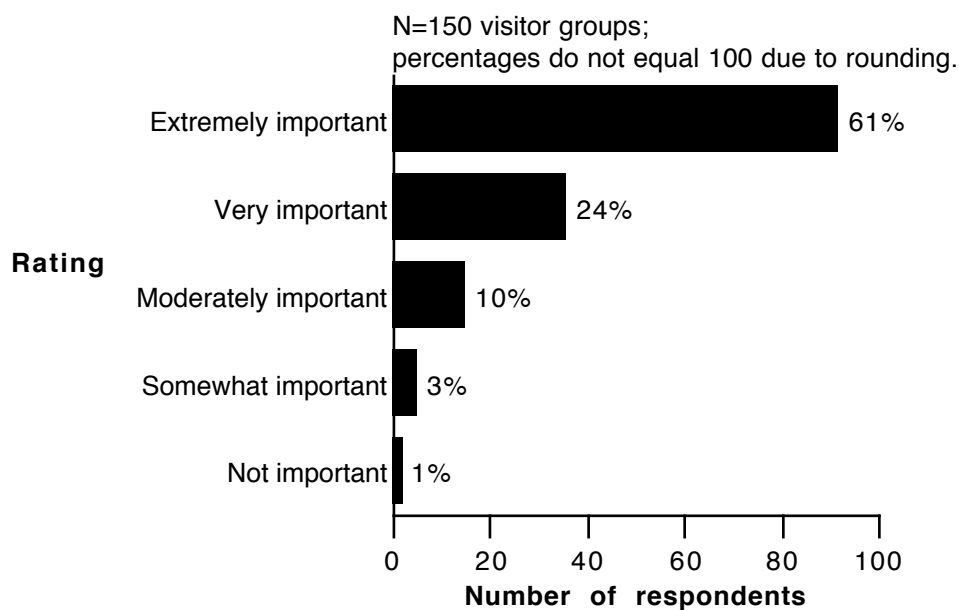
Figure 55: Importance of assistance from visitor center staff

N=26 visitor groups

CAUTION!
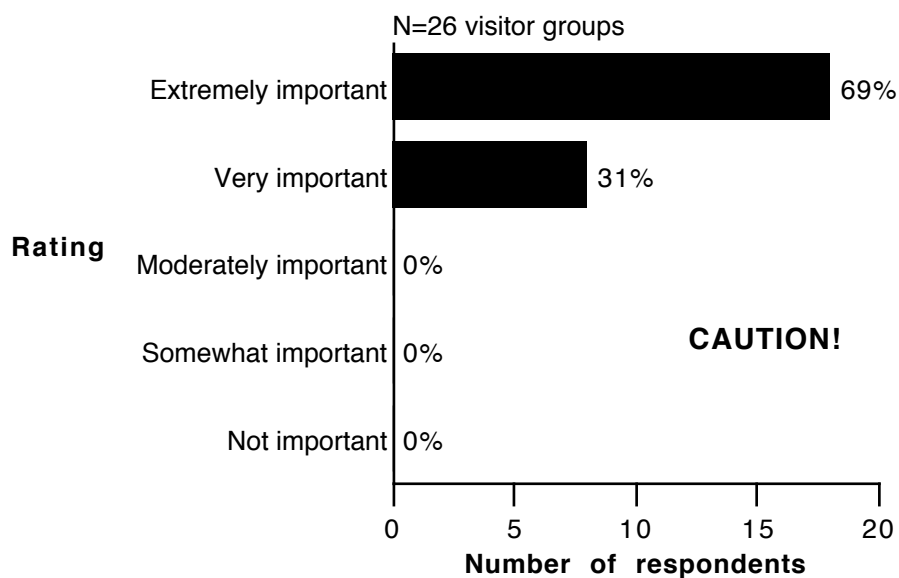
Figure 56: Importance of assistance from other park staff

N=32 visitor groups

Extremely important ████████████████████████ 84%

Very important | 0%

Rating

Moderately important ██ 13%

Somewhat important | 0%

Not important █ 3%

0   10   20   30

Number of respondents
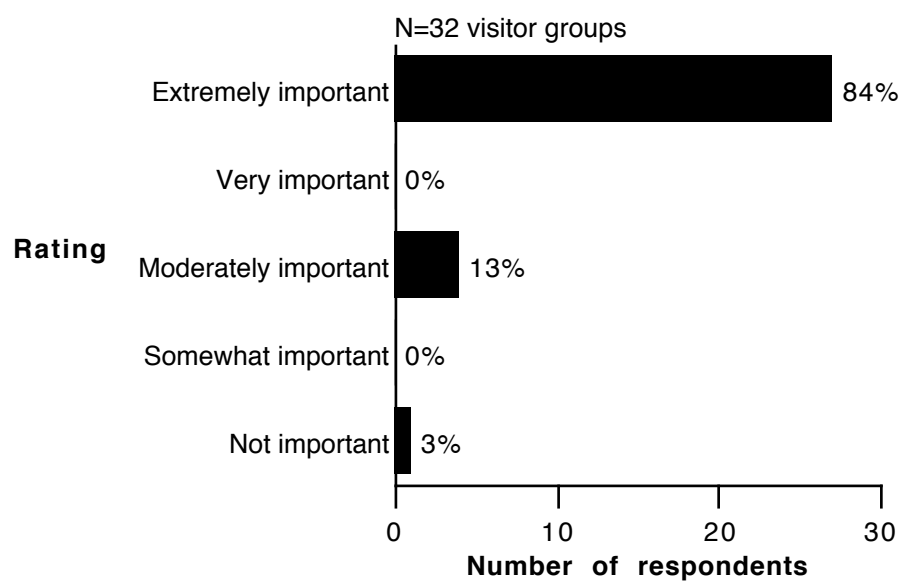
Figure 57: Importance of ranger-led programs

N=7 visitor groups

Extremely important ████████████████████████ 86%

Very important ██ 14%

Rating

Moderately important | 0%

Somewhat important | 0%   **CAUTION!**

Not important | 0%

0   1   2   3   4   5   6

Number of respondents
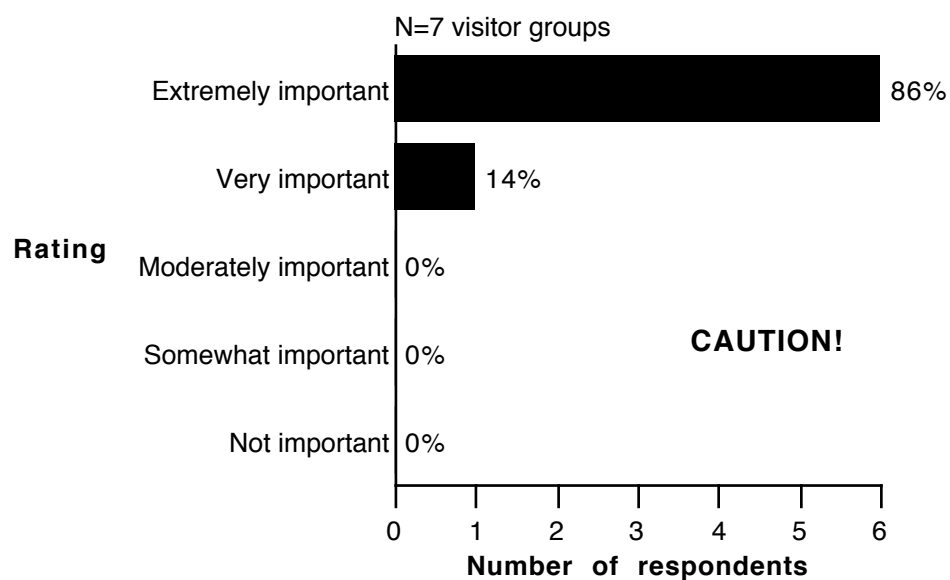
Figure 58: Importance of Junior Ranger Program

N=22 visitor groups

Rating	
Extremely important	23%
Very important	36%
Moderately important	23%
Somewhat important	18% **CAUTION!**
Not important	0%

Number of respondents (0, 2, 4, 6, 8, 10)
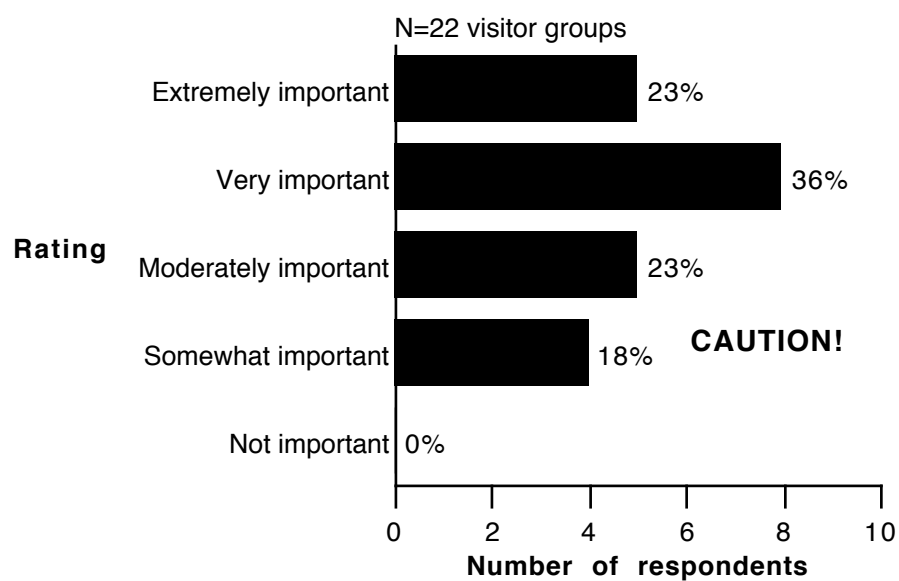
Figure 59: Importance of bulletin boards

N=124 visitor groups

Rating	
Extremely important	46%
Very important	32%
Moderately important	19%
Somewhat important	3%
Not important	0%

Number of respondents (0, 20, 40, 60)
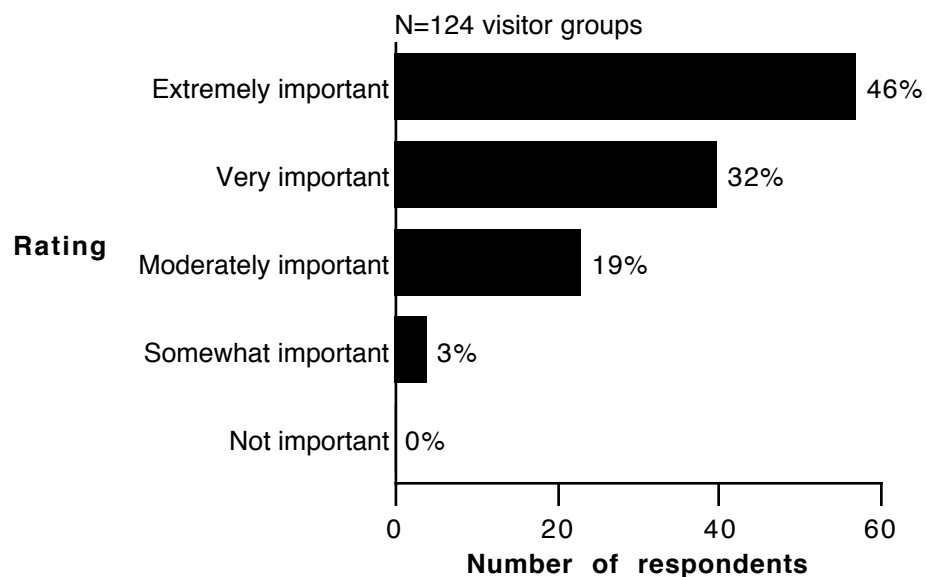
Figure 60: Importance of trailside interpretive signs

N=66 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Extremely important	55%
Very important	26%
Moderately important	14%
Somewhat important	2%
Not important	5%

0   10   20   30   40
Number of respondents
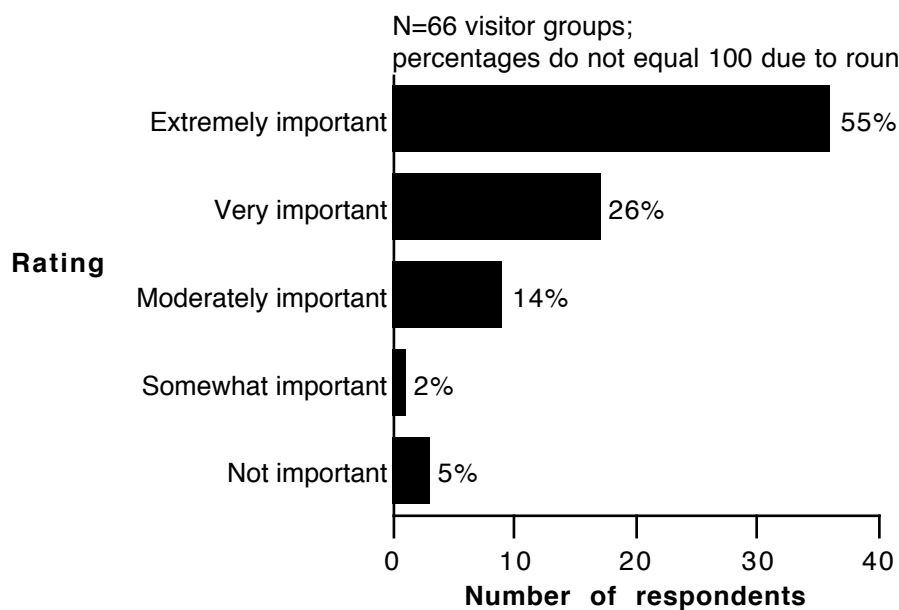
Figure 61: Importance of park directional signs (outside park)

N=6 visitor groups

Rating

Extremely important	100%
Very important	0%
Moderately important	0%
Somewhat important	0%
Not important	0%

CAUTION!

0   2   4   6   8
Number of respondents
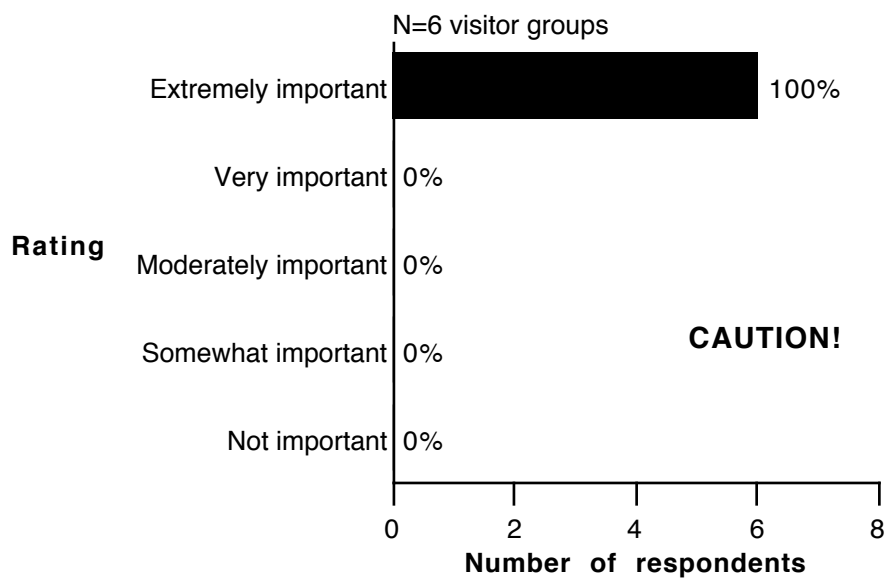
Figure 62: Importance of access for disabled persons

N=197 visitor groups;
percentages do not equal 100 due to rounding.

Extremely important ████████████████████ 66%

Very important ██████ 21%

Rating

Moderately important ███ 10%

Somewhat important █ 3%

Not important | 1%

0   50   100   150

Number of respondents
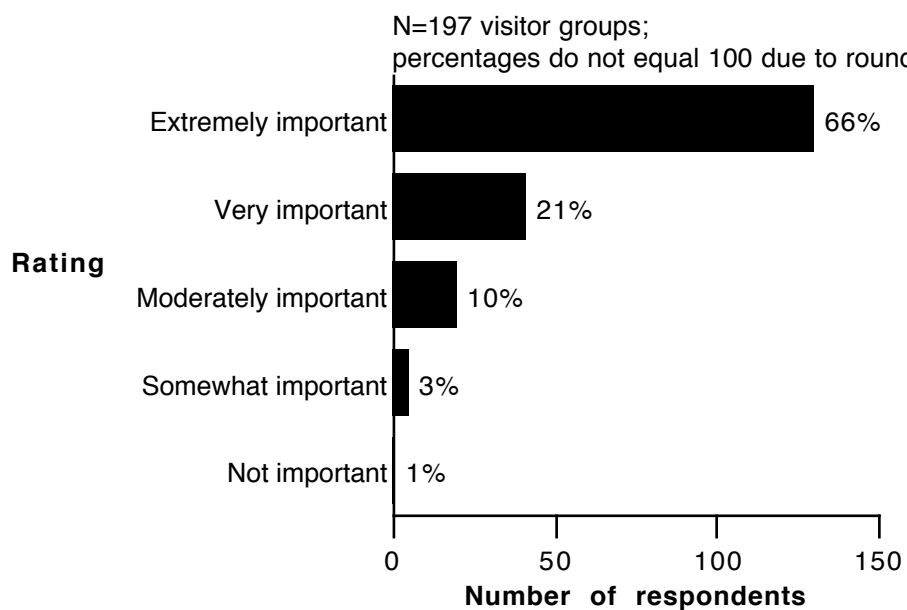
Figure 63: Importance of parking

N=24 visitor groups

Extremely important ████████████ 50%

Very important █ 4%

Rating

Moderately important ███████ 29%

Somewhat important ███ 13%   **CAUTION!**

Not important █ 4%

0   5   10   15

Number of respondents
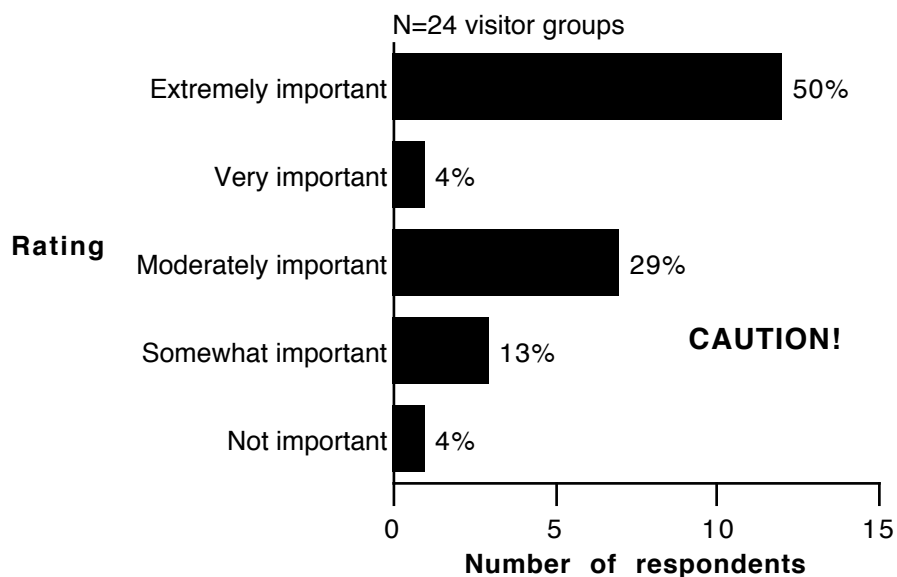
Figure 64: Importance of park website

N=total number of groups who rated each service/facility.
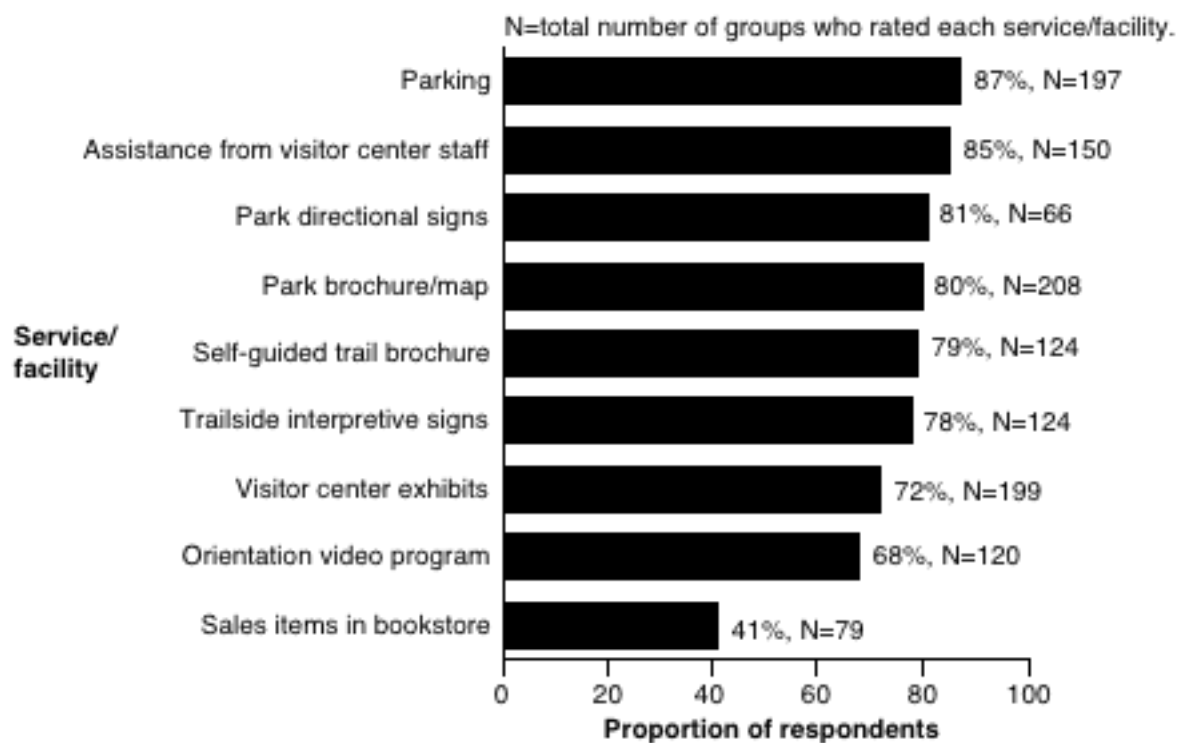
Figure 65: Combined proportions of "extremely important" and "very important" ratings for visitor services and facilities
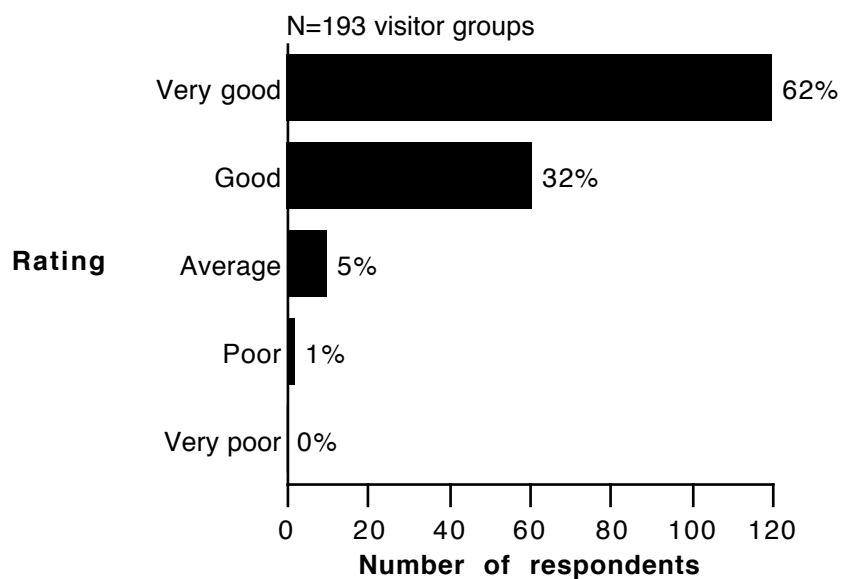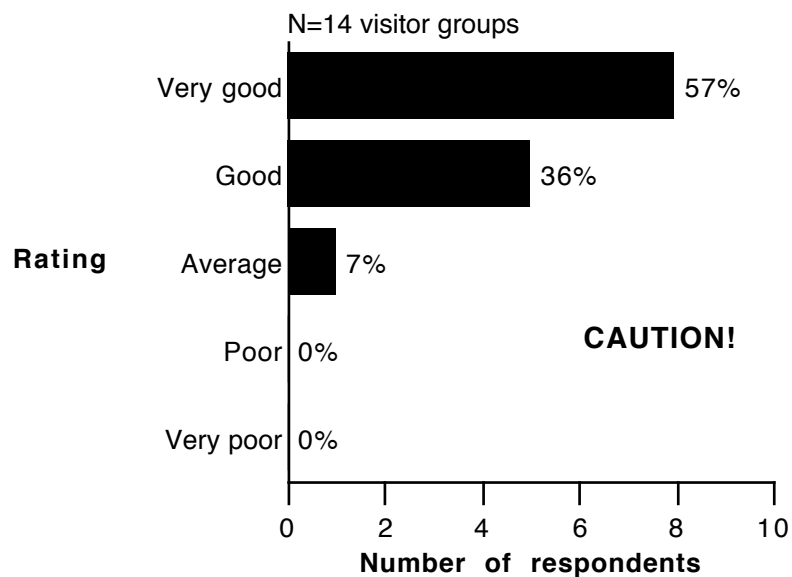
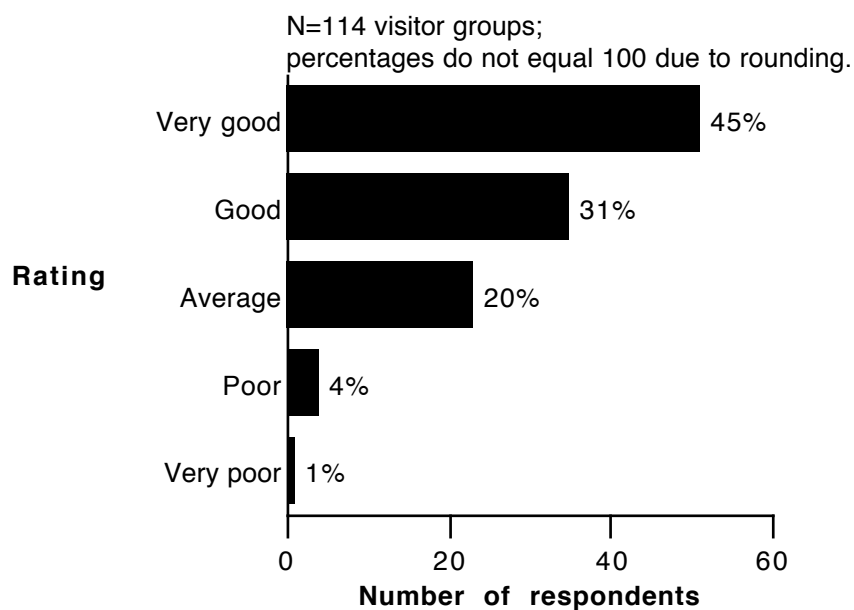

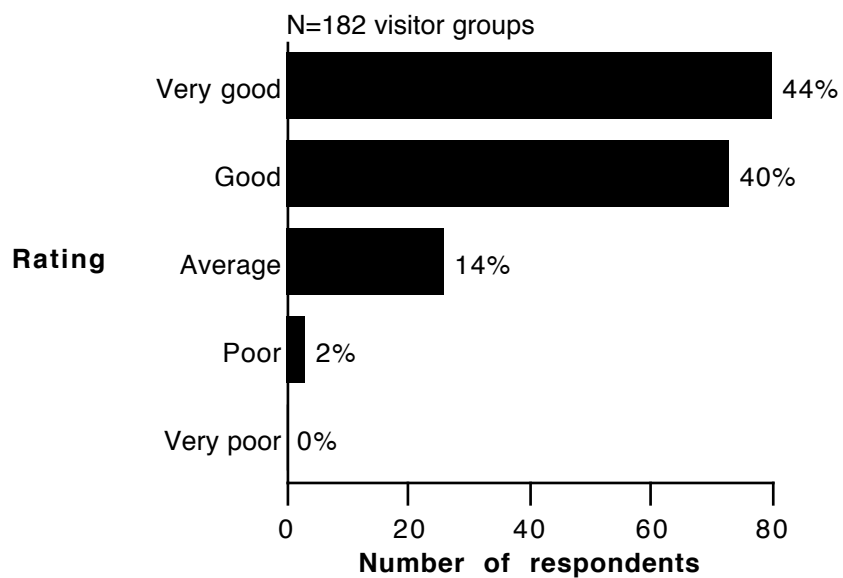**Figure 66: Quality of park brochure/map**

N=113 visitor groups

Rating	
Very good	65%
Good	25%
Average	7%
Poor	2%
Very poor	1%

Number of respondents
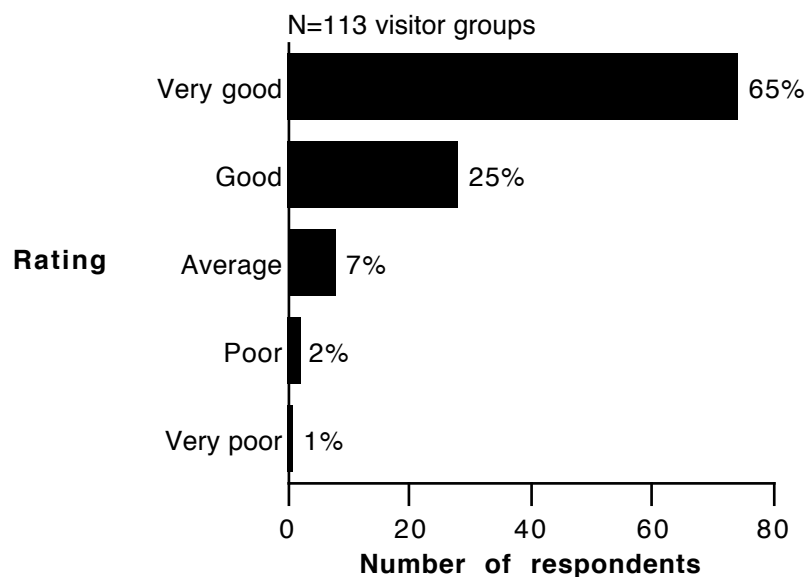
Figure 67: Quality of self-guided trail brochure

N=14 visitor groups

Rating	
Very good	57%
Good	36%
Average	7%
Poor	0%
Very poor	0%

CAUTION!

Number of respondents

Figure 68: Quality of other park brochures/guides

N=114 visitor groups;
percentages do not equal 100 due to rounding.

Figure 69: Quality of orientation video program

N=182 visitor groups

Figure 70: Quality of visitor center exhibits

N=74 visitor groups

Very good ████████████████ 49%

Good ████████ 28%

Average ██████ 20%

Poor █ 3%

Very poor | 0%

Rating

0   10   20   30   40

Number of respondents
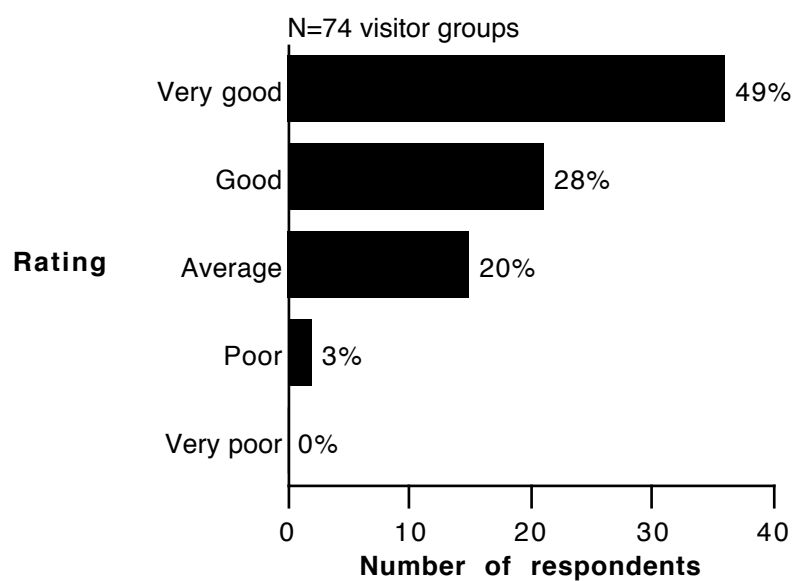
Figure 71: Quality of sales items in bookstore

N=136 visitor groups

Very good ████████████████████ 74%

Good ████ 20%

Average █ 4%

Poor | 1%

Very poor | 1%

Rating

0   20   40   60   80   100   120

Number of respondents
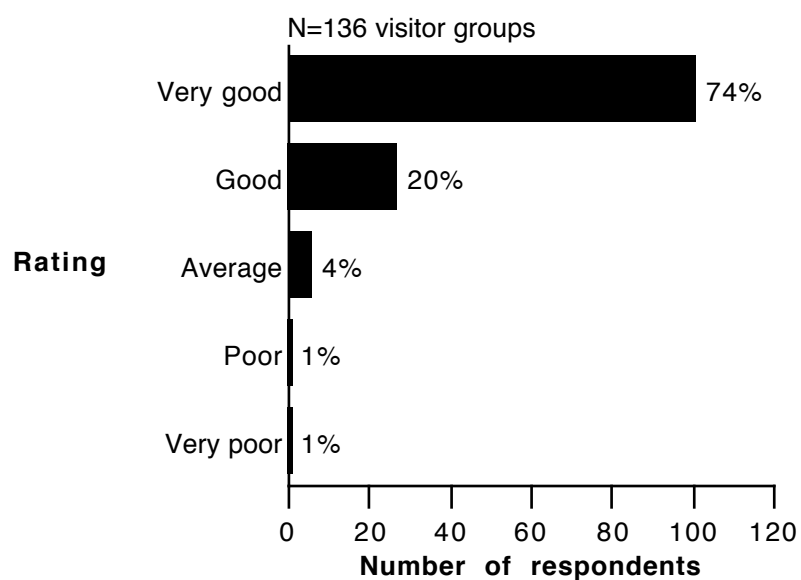
Figure 72: Quality of assistance from visitor center staff

N=25 visitor groups

Very good ████████████████████ 84%

Good ████ 16%

Rating Average │ 0%

Poor │ 0%   **CAUTION!**

Very poor │ 0%
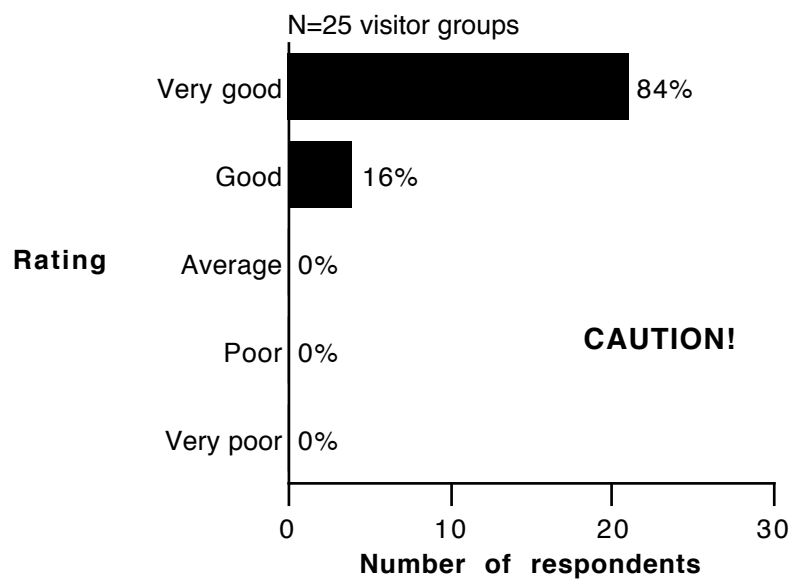
0   10   20   30

Number of respondents

Figure 73: Quality of assistance from other park staff

N=27 visitor groups

Very good ████████████████████ 74%

Good ████ 15%

Rating Average ███ 11%

Poor │ 0%   **CAUTION!**

Very poor │ 0%

0   5   10   15   20

Number of respondents
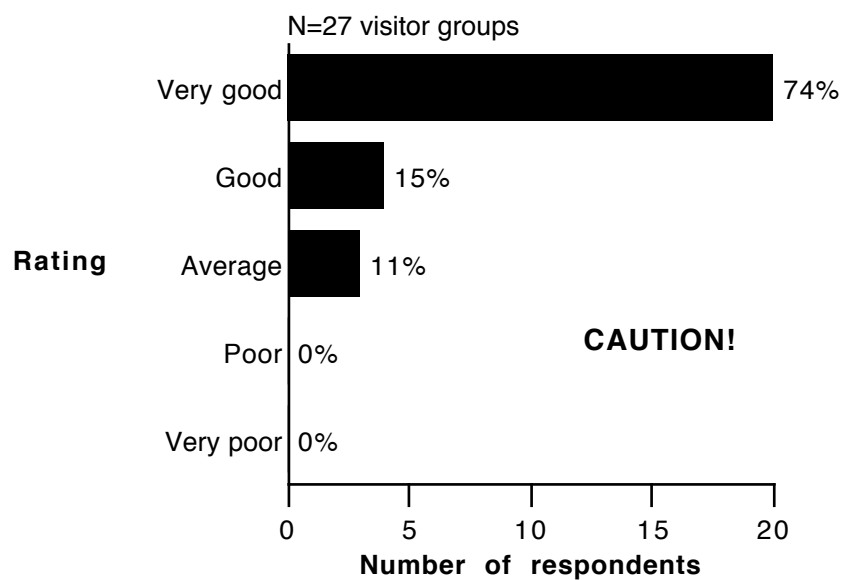
Figure 74: Quality of ranger-led programs

N=6 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Very good — 67%

Good — 17%

Average — 17%

Poor — 0%

Very poor — 0%

CAUTION!

Number of respondents
(0, 1, 2, 3, 4)
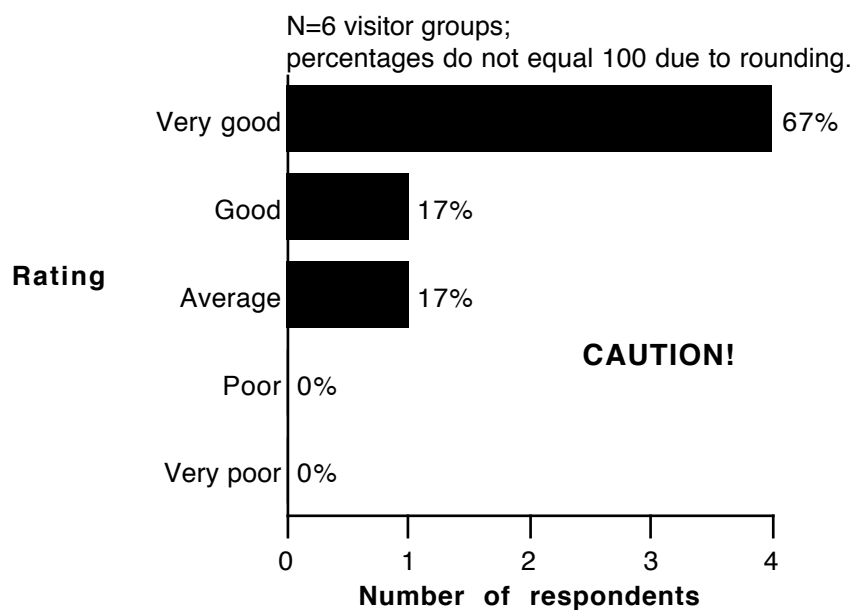
Figure 75: Quality of Junior Ranger Program

N=21 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Very good — 48%

Good — 24%

Average — 29%

Poor — 0%

Very poor — 0%

CAUTION!

Number of respondents
(0, 2, 4, 6, 8, 10)
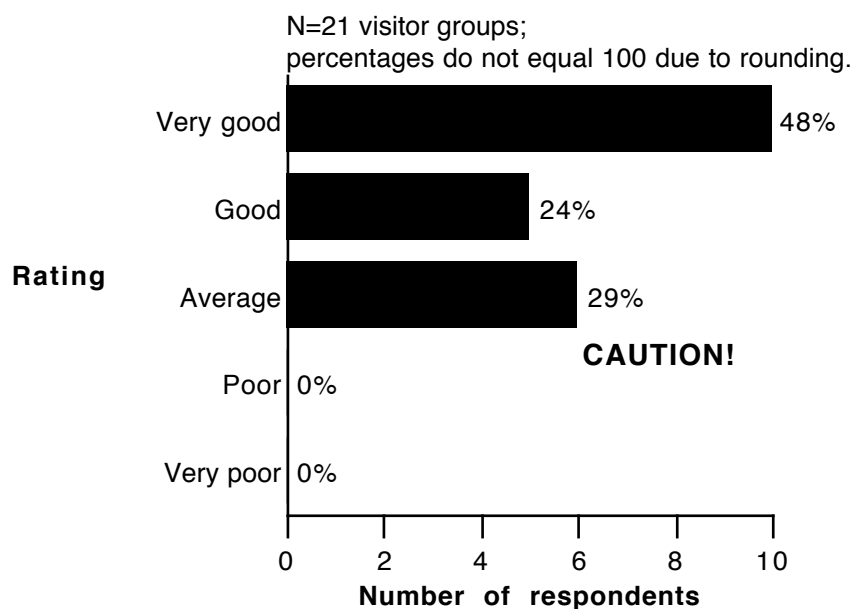
Figure 76: Quality of bulletin boards

N=117 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Very good	42%
Good	32%
Average	20%
Poor	6%
Very poor	1%

0   10   20   30   40   50
Number of respondents
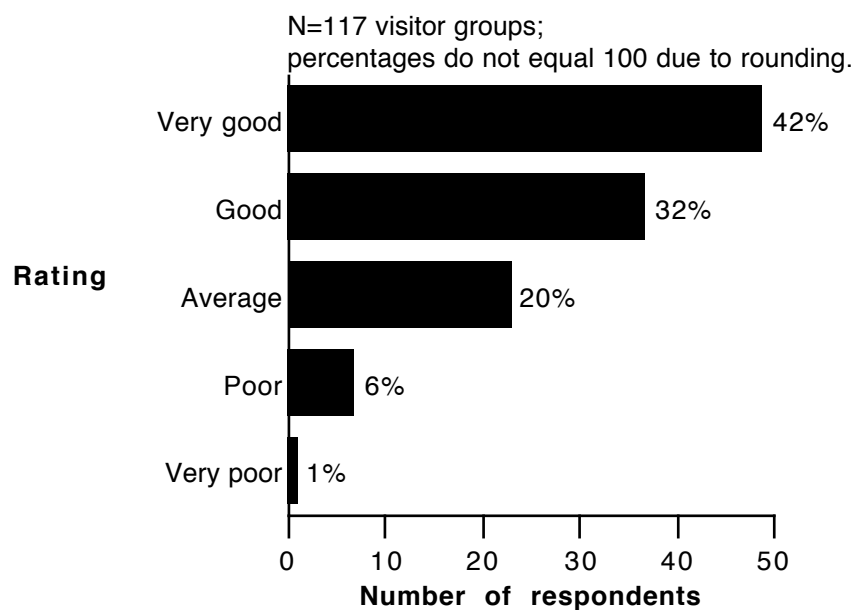
Figure 77: Quality of trailside interpretive signs

N=62 visitor groups

Rating

Very good	48%
Good	31%
Average	10%
Poor	6%
Very poor	5%

0   10   20   30
Number of respondents
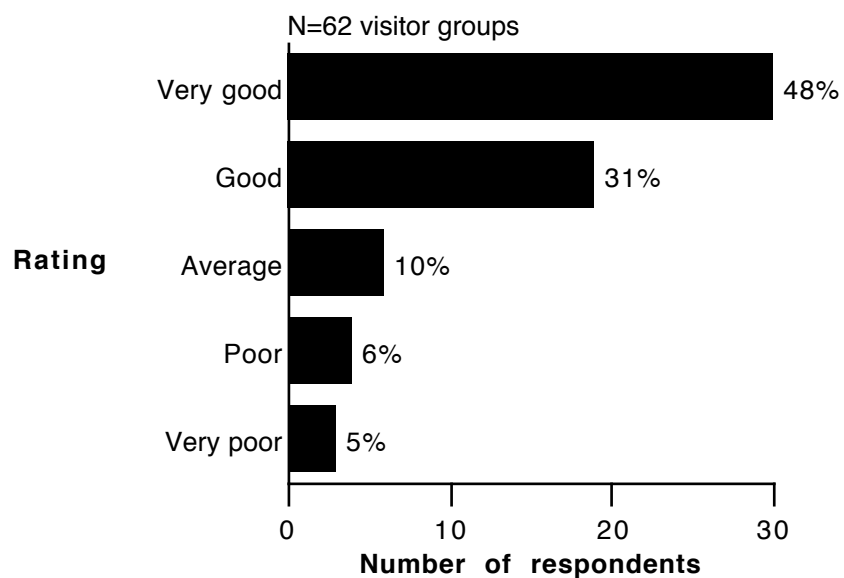
Figure 78: Quality of park directional signs (outside park)

N=7 visitor groups

Rating

Very good	86%
Good	14%
Average	0%
Poor	0%
Very poor	0%

CAUTION!

0   1   2   3   4   5   6
Number of respondents
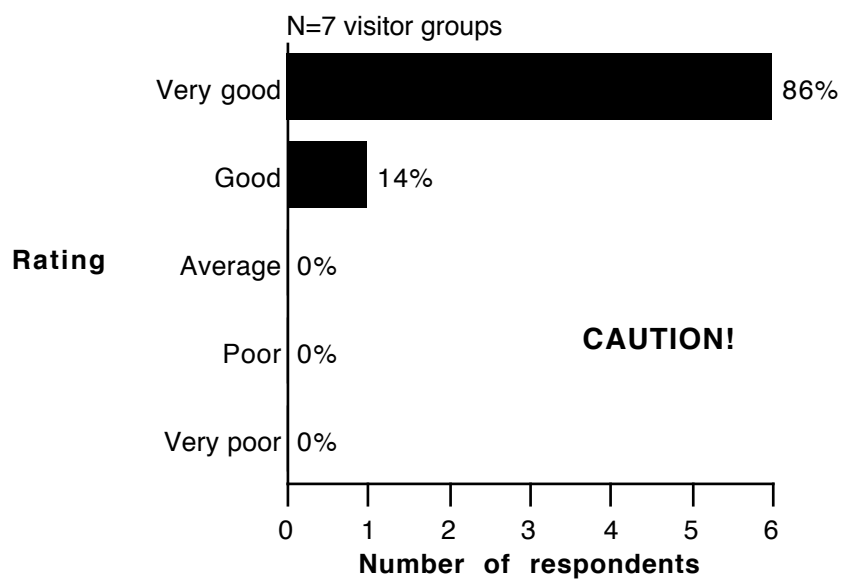
Figure 79: Quality of access for disabled persons

N=182 visitor groups;
percentages do not equal 100 due to rounding.

Rating

Very good	74%
Good	20%
Average	5%
Poor	0%
Very poor	0%

0   20   40   60   80   100   120   140
Number of respondents
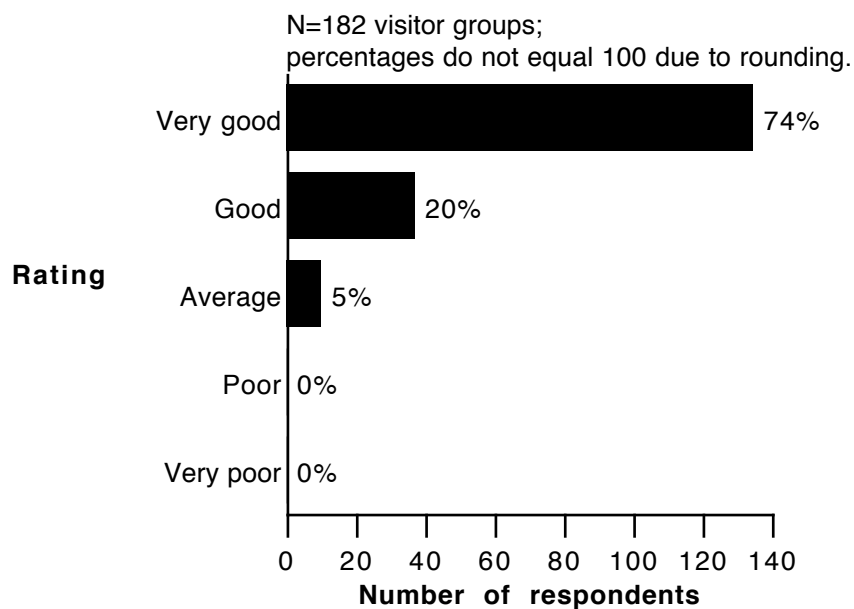
Figure 80: Quality of parking

N=21 visitor groups

Rating		
Very good		43%
Good		33%
Average		19%
Poor		5%
Very poor		0%

CAUTION!

0   2   4   6   8   10

Number of respondents
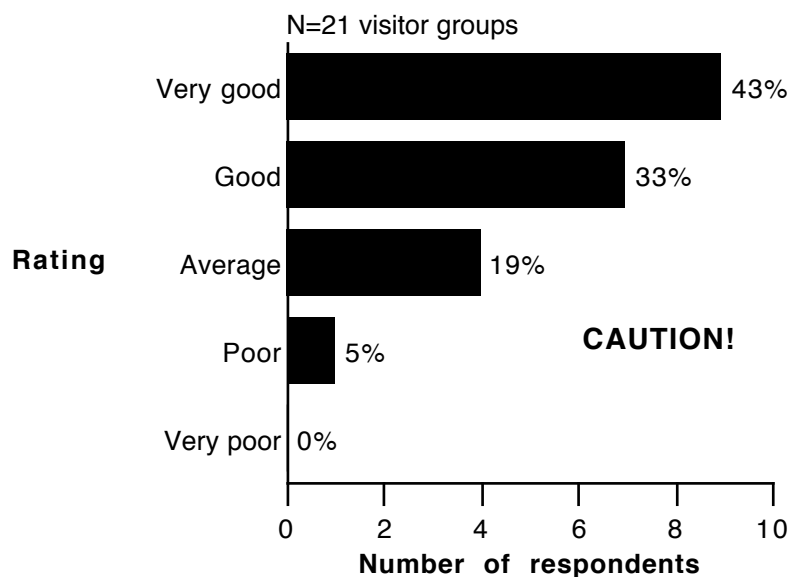
Figure 81: Quality of park website

N=total number of groups who rated each service.

Service/ facility		
Park brochure/map		94%, N=193
Assistance from visitor center staff		94%, N=136
Parking		94%, N=182
Self-guided trail brochure		90%, N=113
Visitor center exhibits		84%, N=182
Park directional signs		79%, N=62
Sales items in bookstore		77%, N=74
Orientation video program		76%, N=114
Trailside interpretive signs		74%, N=117

0   20   40   60   80   100

Proportion of respondents

**Figure 82: Combined proportions of "very good" and "good"
quality ratings for visitor services and facilities**

Importance of selected park resources/attributes

It is the National Park Service's responsibility to protect Effigy Mounds NM's natural and cultural resources/attributes. Visitors were asked to rate the importance of selected park resources/attributes. Table 9 shows the ratings for each resource/attribute and Figure 83 shows the combined proportions of "extremely important" and "very important" ratings. Scenic views (96%), water quality (93%), and archeological/historic sites (92%) were the resources/attributes that received the highest combined proportions of "extremely important" and "very important" ratings. Sny Magill boat access (13%) was the service that received the highest "not important" rating.

Table 9: Importance ratings for selected resources/attributes
N=number of visitor groups who rated each resource/attribute;
percentages may not equal 100 due to rounding.

Resource/attribute	N	Rating (%)					
		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know
Archeological and historic sites	287	67	25	4	1	1	2
Native plants and animals	285	58	31	8	2	1	1
Free flowing sections of the Yellow River	283	44	26	10	1	1	18
Sny Magill boat access	278	15	9	17	12	13	34
Water quality	284	71	22	3	1	<1	2
Scenic views	284	69	27	3	1	1	0
Opportunities for solitude	283	53	30	11	2	2	1

N=total number of groups who rated each resource/attribute.
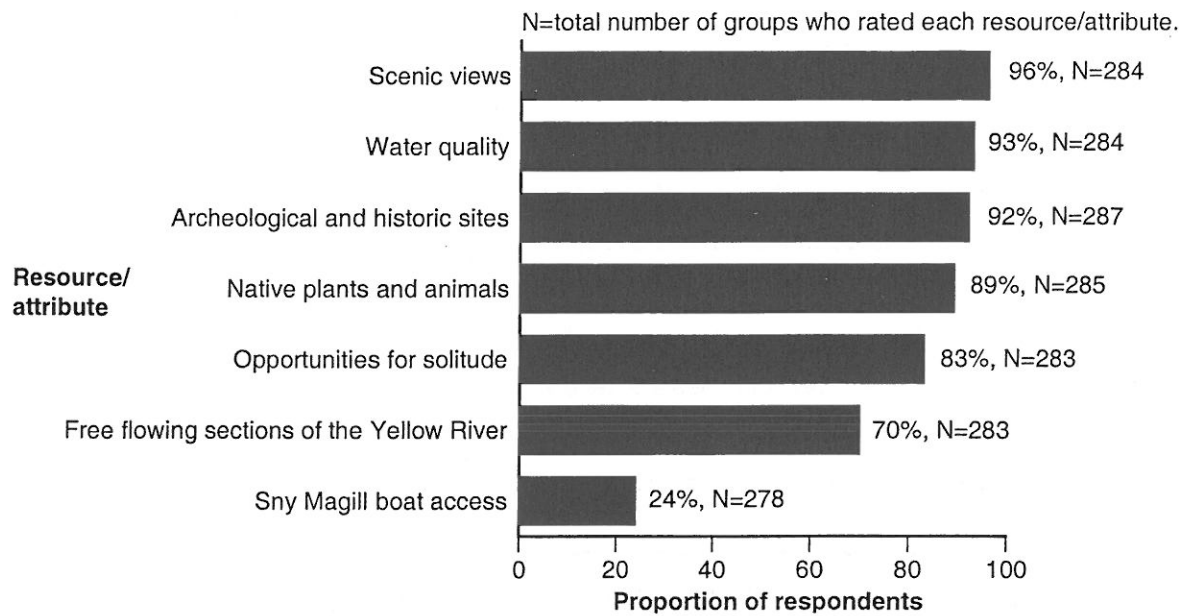
Figure 83: Combined proportions of "extremely important" and "very important" ratings for selected resources/attributes
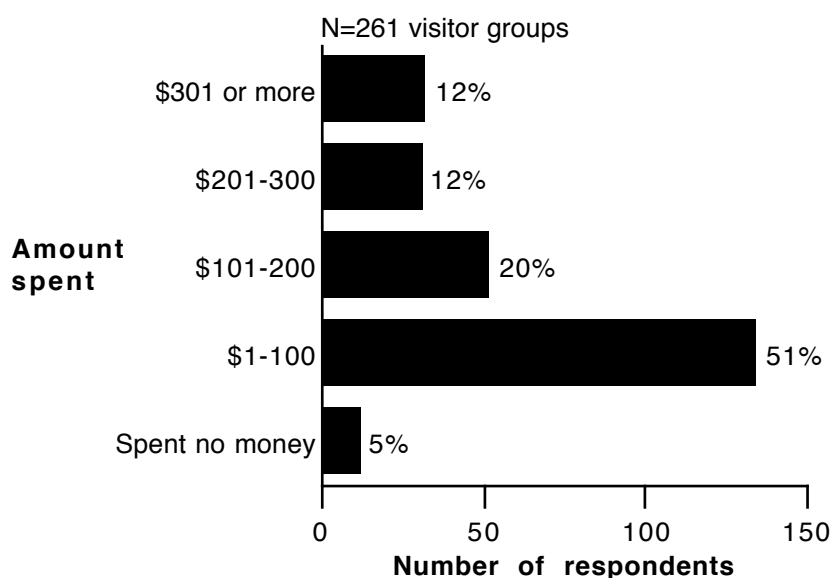
Total expenditures inside and outside park

Visitor groups were asked to list the amount of money they spent on their visit to Effigy Mounds NM. Groups were asked to list the amounts they spent for lodging; camping fees; guide fees; restaurants and bars; groceries and takeout food; gas and oil; other transportation expenses; admission, recreation, and entertainment fees; all other purchases; and donations.

For total expenditures inside and outside of Effigy Mounds NM, 51% of visitor groups spent between $1 and $100 during their visit and 20% spent between $101 and $200 (see Figure 84). The greatest proportions of expenditures were for hotels, motels, cabins, etc. (24%), followed by restaurants and bars (20%), as shown in Figure 85.

The average visitor group expenditure during the visit was $149. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $85. The average per capita expenditure was $59.
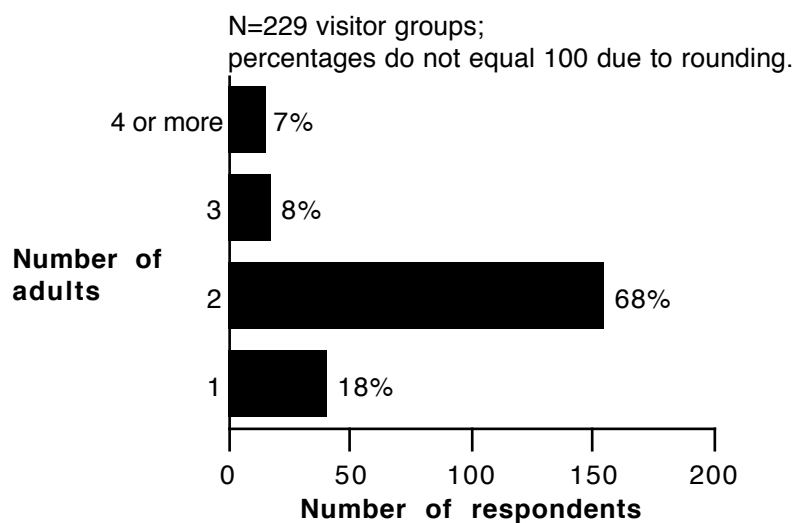
Visitor groups were asked to list how many adults (18 years or older) and children (under 18 years) were covered by their expenditures. Sixty-eight percent of visitor groups had two adults, while 18% had one adult (see Figure 86). Figure 87 shows that 34% of groups had two children and 29% had three or more children covered by the expenditures. Fifteen percent of visitor groups did not visit with children.
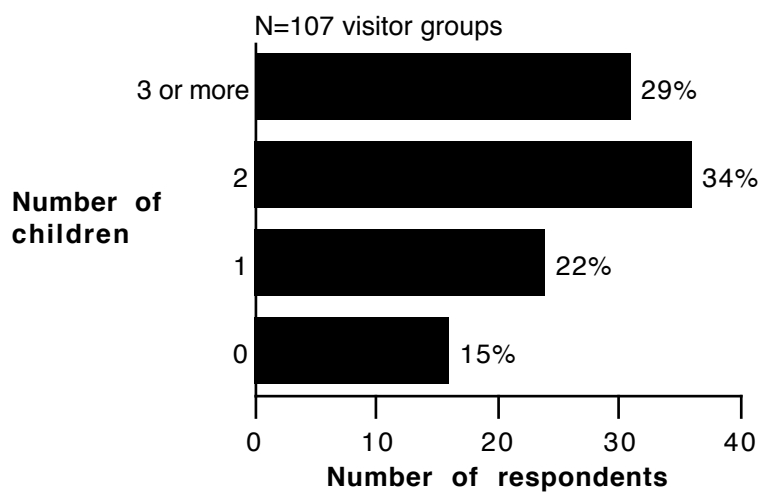

Figure 84: Total expenditures inside and outside of park during this visit to Effigy Mounds NM

N=261 visitor groups;
percentages do not equal to 100 due to rounding.

All other purchases
(11%)

Donations (1%)

Hotels, motels, cabins,
B&B, etc. (24%)

Admission, recreation,
entertainment fees (9%)

Other transportation
expenses (3%)

Camping fees and
charges (5%)

Gas and oil (14%)

Guide fees and
charges (<1%)

Groceries and takeout food
(10%)

Restaurants and bars
(20%)
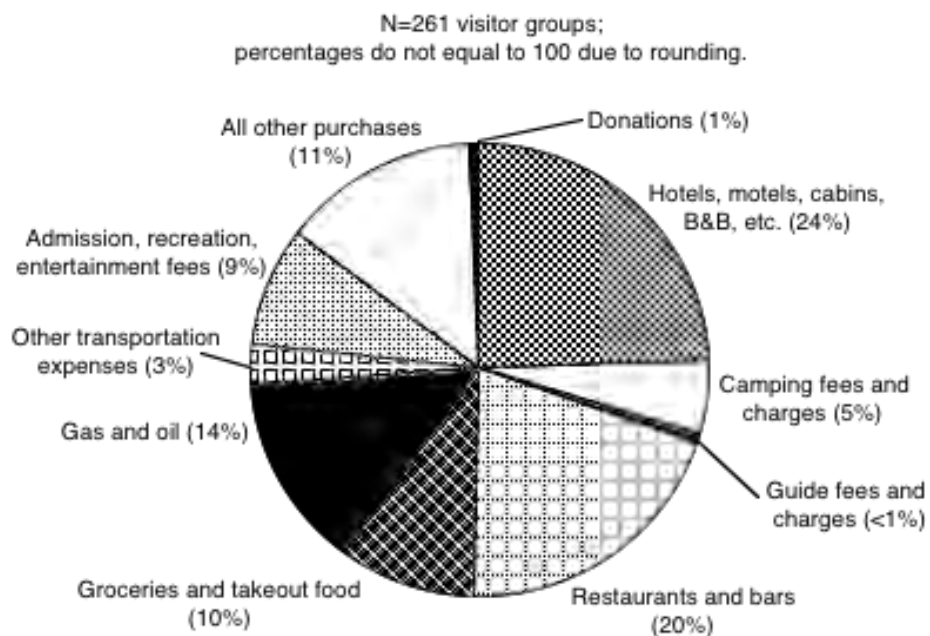
**Figure 85: Proportions of total expenditures in and out of park
during this visit to Effigy Mounds NM**

N=229 visitor groups;
percentages do not equal 100 due to rounding.

4 or more   7%

3   8%

**Number of
adults**

2   68%

1   18%

0   50   100   150   200
Number of respondents

Figure 86: Number of adults covered by expenditures

N=107 visitor groups

Figure 87: Number of children covered by expenditures

Expenditures inside park

Total expenditures inside park: Fifty-seven percent of visitor groups spent up to $10, 14% spent between $11 and $20, and 13% did not spend any money (see Figure 88). All other purchases accounted for 56% of total expenditures inside Effigy Mounds NM, followed by admission, recreation, and entertainment fees (40%), and another 4% was for donations (see Figure 89).

The average <u>visitor</u> <u>group</u> expenditure inside park during this visit was $13. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $5. The average <u>per</u> <u>capita</u> expenditure was $6.

Admission, recreation, and entertainment inside park: Seventy-one percent spent up to $10 and 20% spent no money (see Figure 90).

All other purchases inside park: Forty-six percent of visitor groups spent no money and 25% spent up to $10 (see Figure 91).
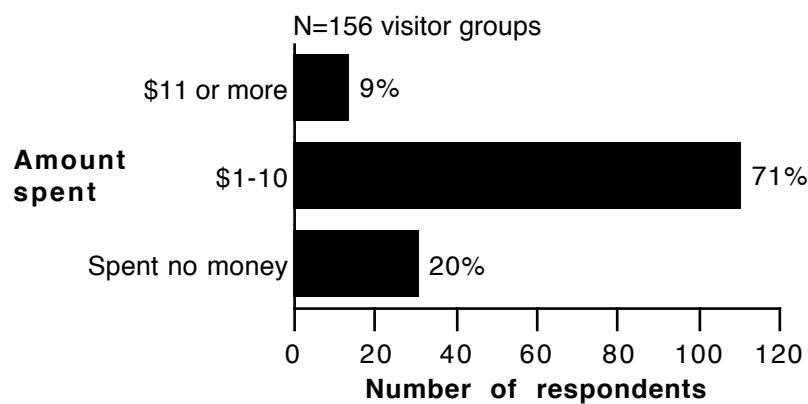
Donations inside park: Most visitor groups (80%) did not donate any money and 20% donated up to $10 (see Figure 92).
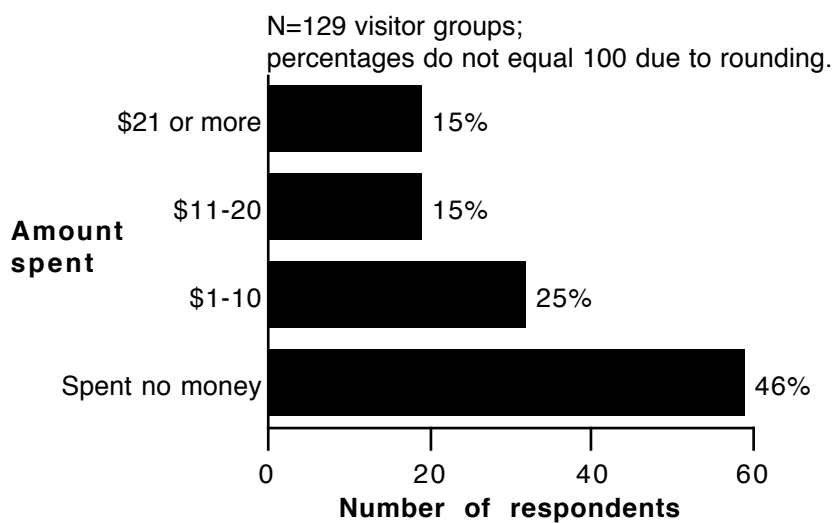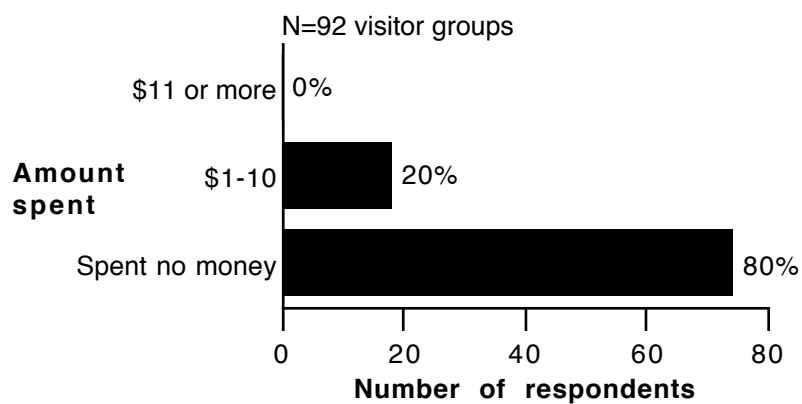
N=183 visitor groups
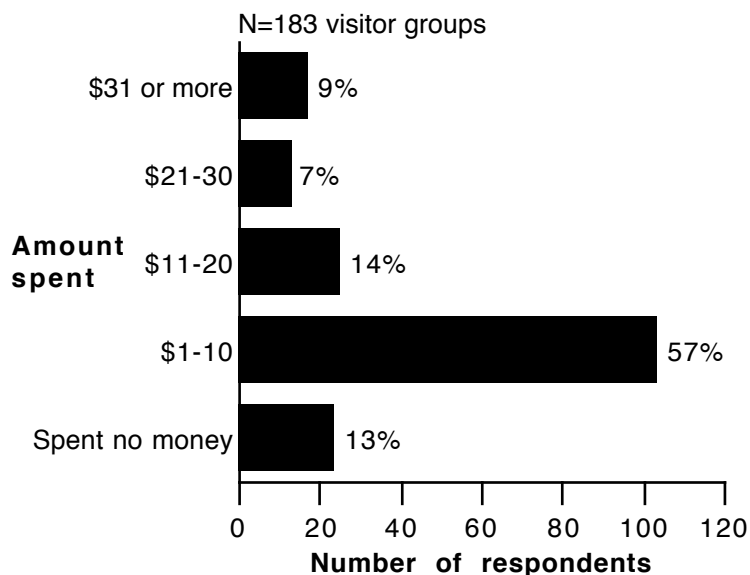
Figure 88: Total expenditures inside park

N=183 visitor groups

Donations (4%)

Admission, recreation,
entertainment fees (40%)

All other purchases
(56%)
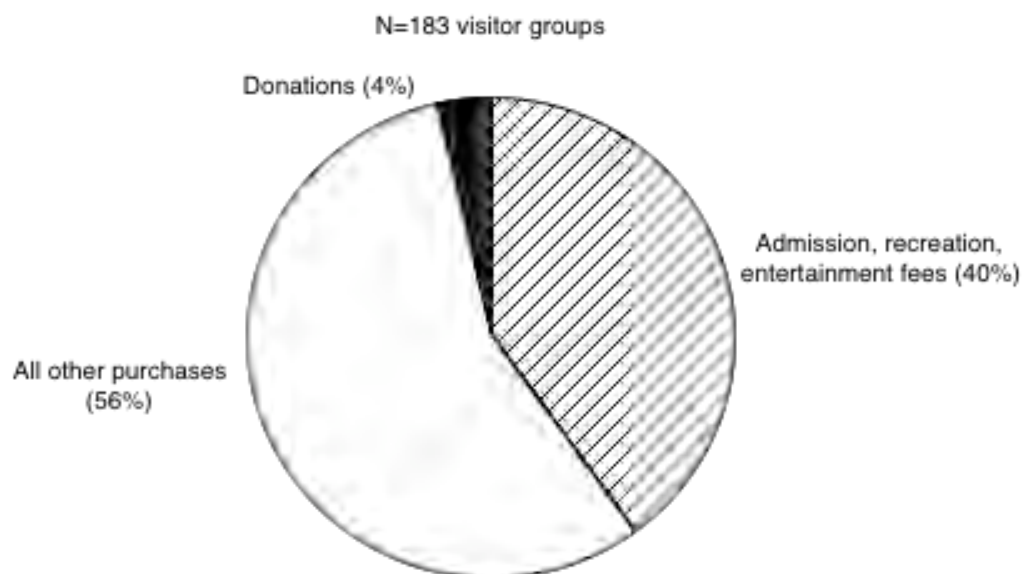
Figure 89: Proportions of expenditures inside park

N=156 visitor groups

$11 or more   9%

**Amount
spent** $1-10   71%

Spent no money   20%

0   20   40   60   80   100   120

Number of respondents

**Figure 90: Expenditures for admission, recreation, and
entertainment fees inside park**

N=129 visitor groups;
percentages do not equal 100 due to rounding.

Figure 91: Expenditures for all other purchases inside park

N=92 visitor groups

Figure 92: Expenditures for donations inside park

Expenditures outside park

Total expenditures in the area outside park (within 50 miles): Forty-nine percent of visitor groups spent up to $100 and another 25% spent $201 or more outside the park, on this visit to Effigy Mounds NM (see Figure 93). The largest proportions of expenditures outside Effigy Mounds NM were hotels, motels, cabins, B&B. etc. (26%), restaurants and bars (22%), and gas and oil (15%), as shown in Figure 94.

The average <u>visitor</u> <u>group</u> expenditure outside park during this visit was $151. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $82. The average <u>per</u> <u>capita</u> expenditure was $65.

Hotels, motels, cabins, B&B, etc. outside park: Over one-half of visitor groups (56%) spent no money, 19% spent between $51 and $100, and another 19% spent $101 or more (see Figure 95).

Camping fees and charges outside park: Sixty percent of visitor groups spent no money and 20% spent between $26 and $50 on this visit (see Figure 96).

Guide fees and charges outside park: Most visitor groups (91%) spent no money and 6% spent up to $25 (see Figure 97).

Restaurants and bars outside park: Thirty-three percent of visitor groups spent between $26 and $50, 27% spent up to $25, and 21% spent no money, as shown in Figure 98.

Groceries and takeout food outside park: Forty-two percent of visitor groups spent no money and 36% spent up to $25 (see Figure 99).

Gas and oil outside park: Forty percent of visitor groups spent up to $25 and 28% spent between $26 and $50, as shown in Figure 100.

Other transportation expenses outside park: Most visitor groups (88%) spent no money and 8% spent $26 or more, as shown in Figure 101.

Admission, recreation, and entertainment fees outside park: Fifty-six percent of visitor groups spent no money and 23% spent up to $25 (see Figure 102).

All other purchases outside park: Over one-half of visitor groups (53%) spent no money and 22% spent up to $25, as shown in Figure 103.

Donations outside park: Most visitor groups (85%) did not donate any money and 14% donated up to $25 (see Figure 104).

N=243 visitor groups

Amount spent

$201 or more	25%
$101-200	18%
$1-100	49%
Spent no money	8%

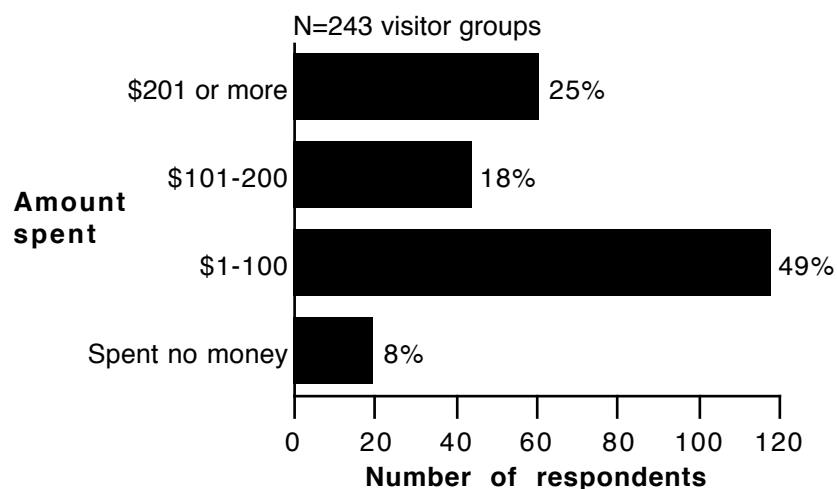0   20   40   60   80   100   120

Number of respondents

Figure 93: Total expenditures outside park (within 50 miles)

N=243 visitor groups;
percentages do not equal to 100 due to rounding.

All other purchases (11%)

Donations (1%)

Admission, recreation, entertainment fees (7%)

Hotels, motels, cabins, B&B, etc. (26%)

Other transportation expenses (3%)

Gas and oil (15%)

Camping fees and charges (6%)

Guide fees and charges (<1%)

Groceries and takeout food (10%)

Restaurants and bars (22%)
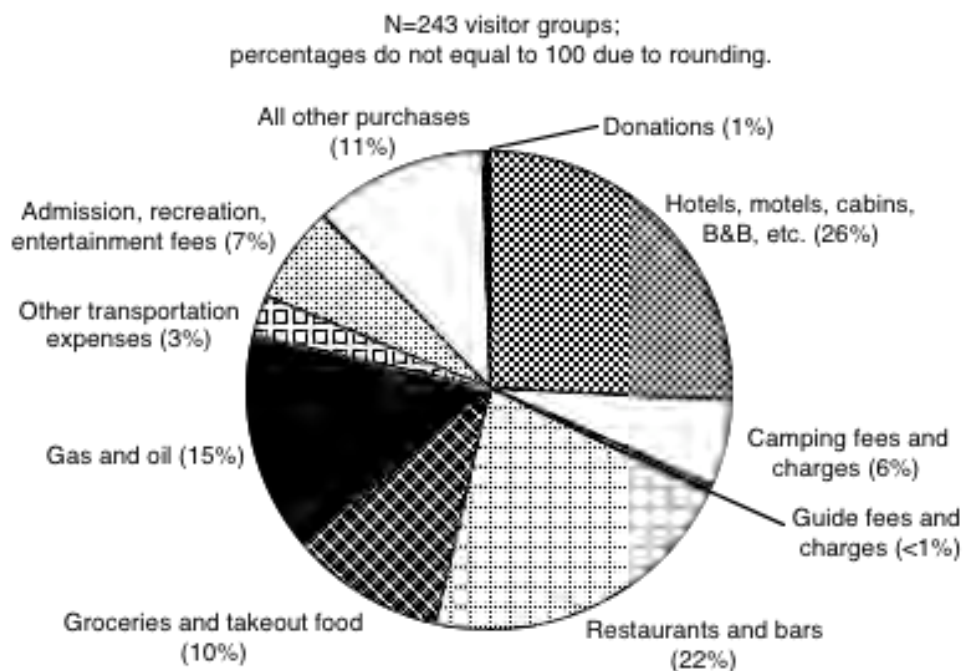
Figure 94: Proportions of total expenditures outside park

N=161 visitor groups

Amount spent

$101 or more — 19%

$51-100 — 19%

$1-50 — 6%

Spent no money — 56%

0   20   40   60   80   100

Number of respondents
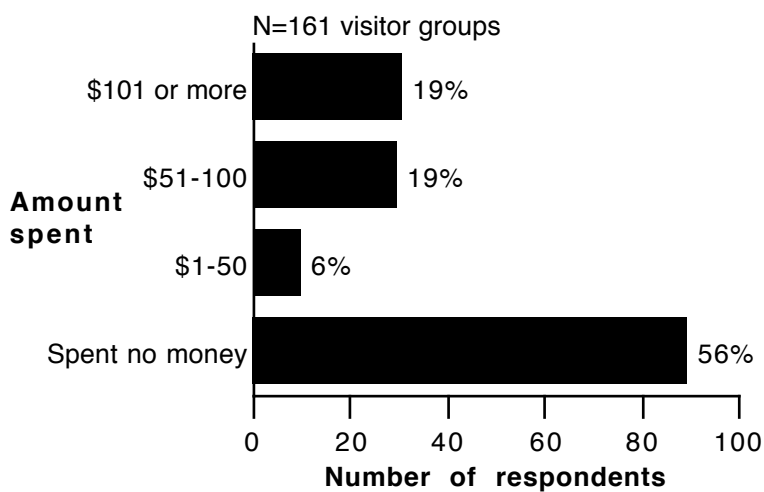
Figure 95: Expenditures for hotels, motels, cabins, B&B, etc. outside park

N=148 visitor groups

Amount spent

$51 or more — 5%

$26-50 — 20%

$1-25 — 15%

Spent no money — 60%

0   20   40   60   80   100

Number of respondents
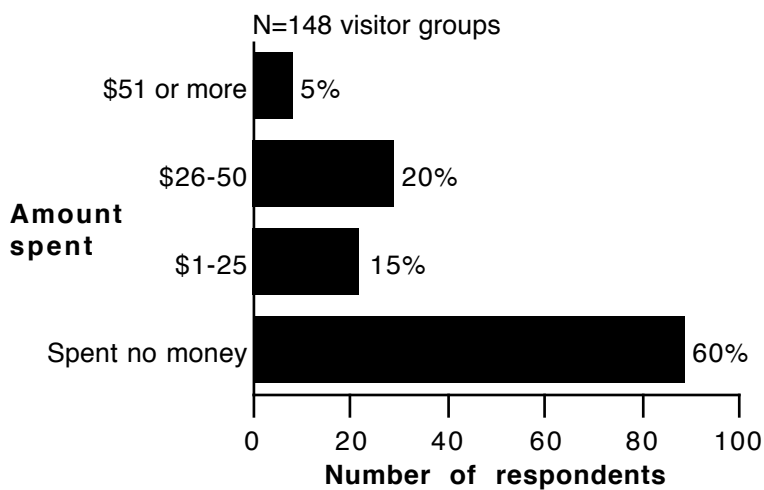
Figure 96: Expenditures for camping fees and charges outside park

N=113 visitor groups
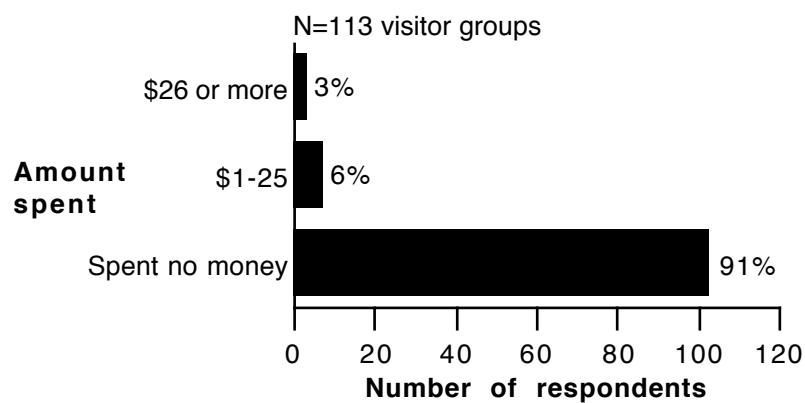
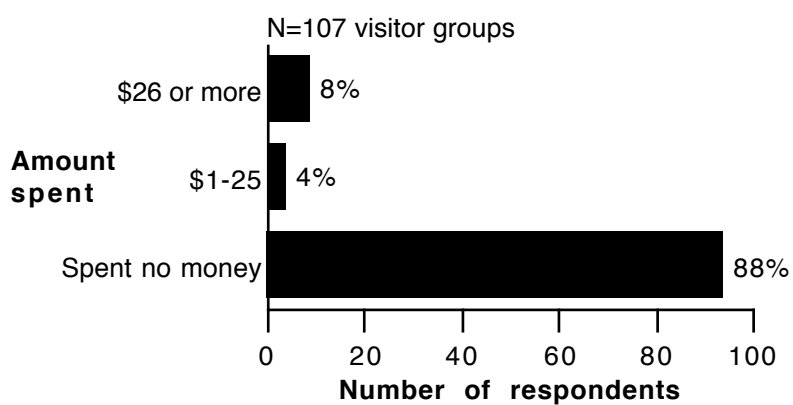**Figure 97: Expenditures for guide fees and charges outside park**

N=196 visitor groups;
percentages do not equal 100 due to rounding.
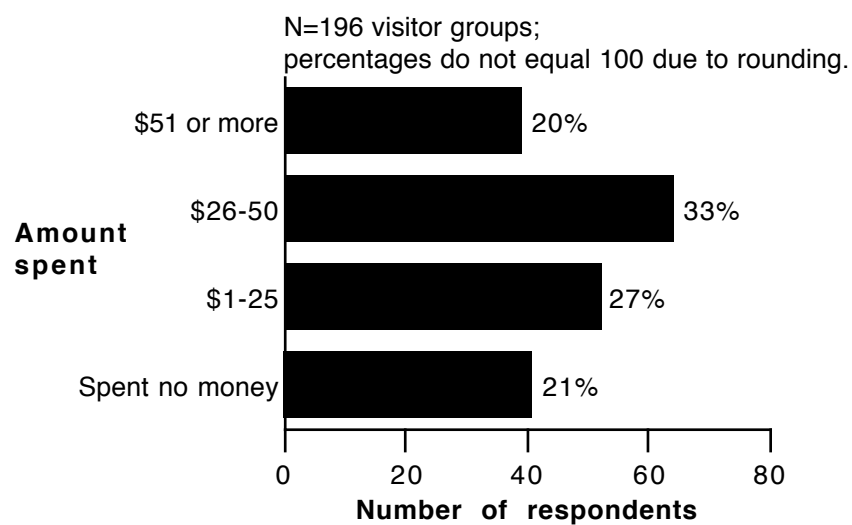
Figure 98: Expenditures for restaurants and bars outside park

N=170 visitor groups;
percentages do not equal 100 due to rounding.
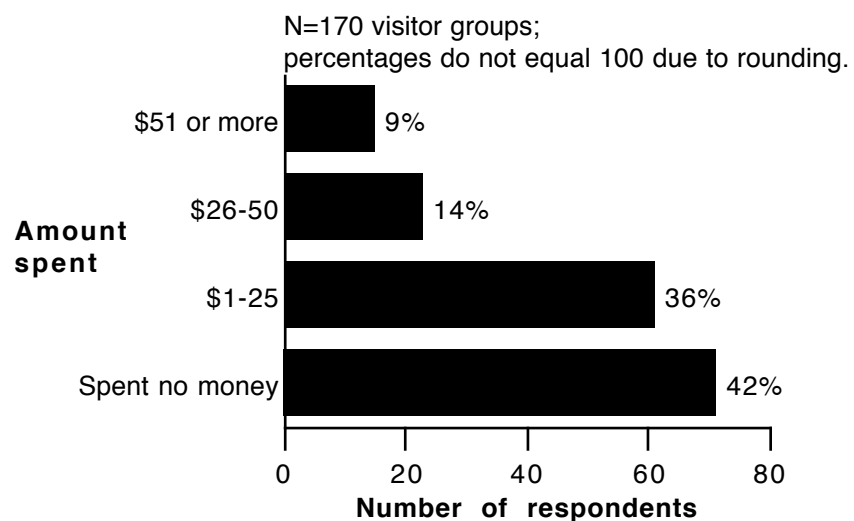
**Figure 99: Expenditures for groceries and takeout food
outside park**

N=192 visitor groups;
percentages do not equal 100 due to rounding.
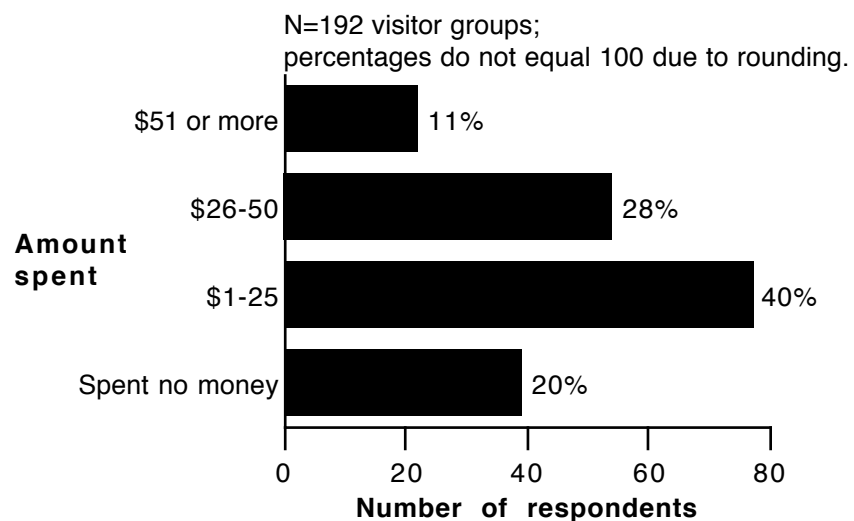
Figure 100: Expenditures for gas and oil outside park

N=107 visitor groups

Amount spent

$26 or more ■ 8%

$1-25 ▌4%

Spent no money ████████ 88%

0   20   40   60   80   100
Number of respondents

**Figure 101: Expenditures for other transportation
expenses outside park**

N=122 visitor groups

Amount spent

$26 or more ███ 21%

$1-25 ███ 23%

Spent no money ███████ 56%

0   20   40   60   80
Number of respondents
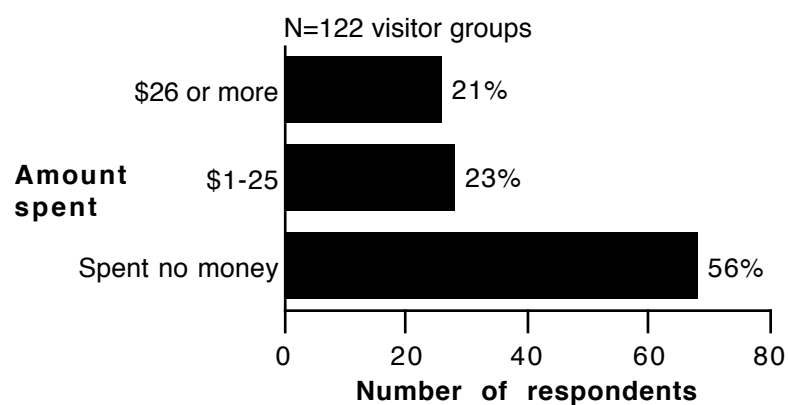
**Figure 102: Expenditures for admission, recreation, and
entertainment fees outside park**

N=127 visitor groups
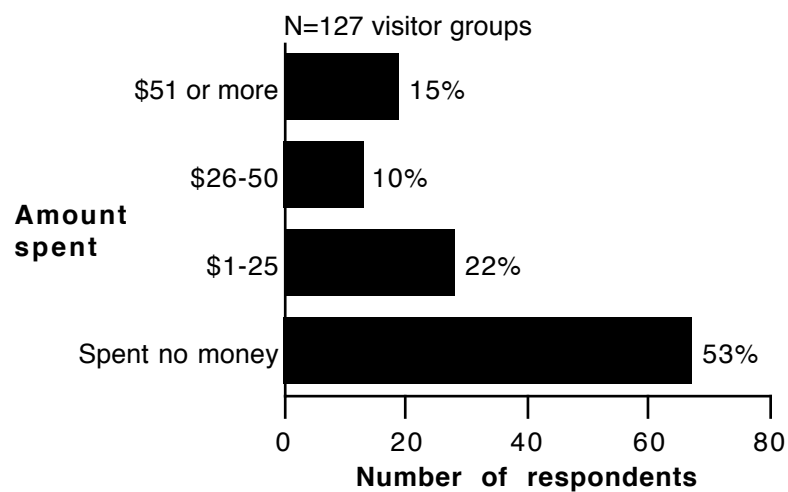
Figure 103: Expenditures for all other purchases outside park
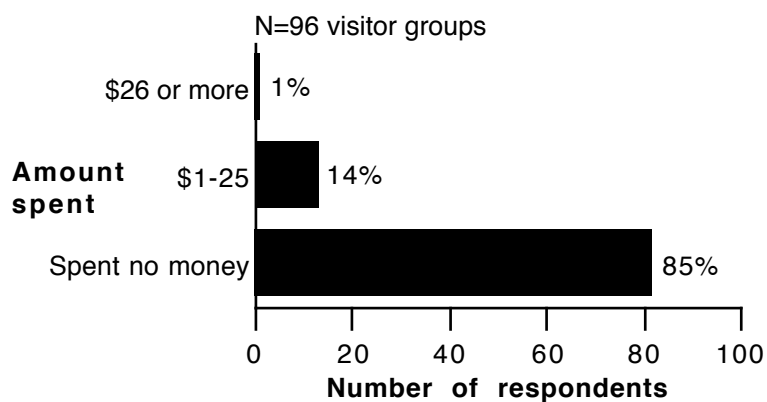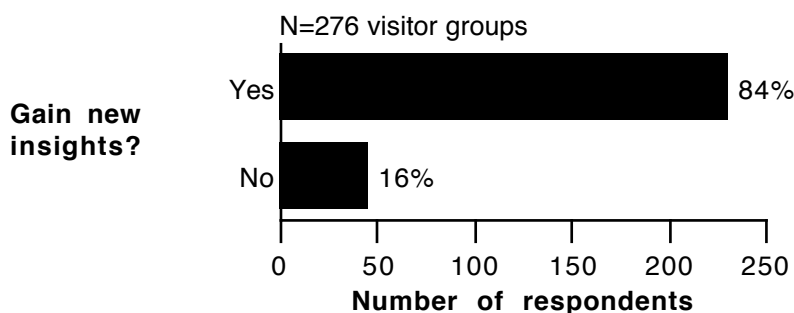
N=96 visitor groups

Figure 104: Expenditures for donations outside park

Visitor understanding improvement

Visitor groups were asked, "As a result of your visit to Effigy Mounds NM, have you gained new insights into the culture/people that built the mounds?" As shown in Figure 105, most visitor groups (84%) reported that their understanding had improved as a result of this visit to Effigy Mounds NM while 16% did not gain any new insights into the culture/people that built the mounds.

Visitor groups were then asked to explain what they had learned during this visit. Table 10 lists the comments from 69% of visitor groups (N=172 groups).

N=276 visitor groups

Gain new insights?

Yes — 84%

No — 16%

Number of respondents

Figure 105: Visitor understanding improvement after visiting Effigy Mounds NM
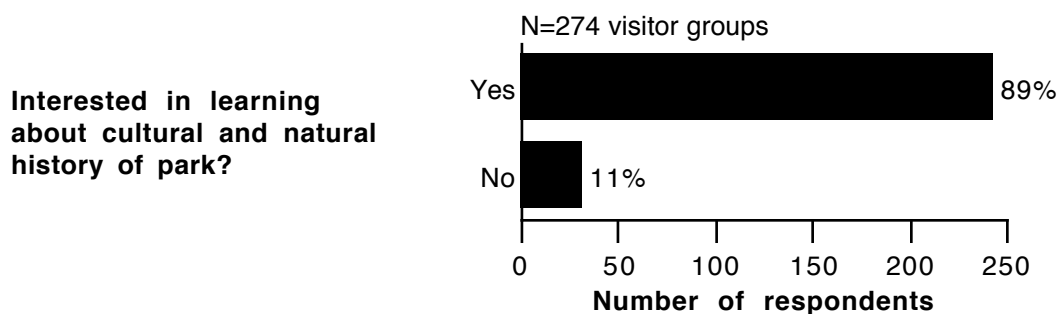
Table 10: New insights that visitors learned as a result of this visit
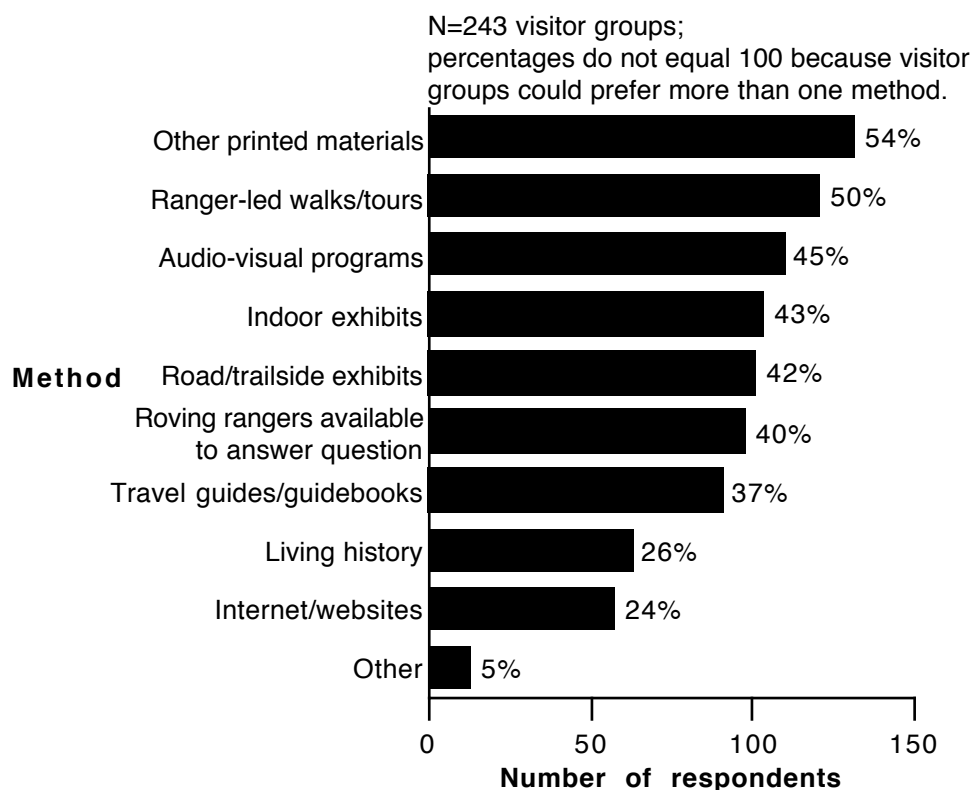N=214 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
History of different native cultures residing in region	31
Were not aware the age of these mounds	18
Learned more about everyday life of the mound builders	12
Learned how ancient people showed respect for their dead	10
Learned to appreciate the local culture and importance of preservation	10
Not all mounds are burial mounds	9
Were not aware of the existence of mounds in this part of the U.S.	8
Learned that these mounds were built by ancient people, not the Native American groups we think of today.	7
They were spiritual people with great respect/connection to nature	7
Theory of how and why the mounds were built	7
Learned about the amount of labor to built these mounds	6
Did not know much about mounds before this visit	5
Contents of mounds	4
Mounds were built through different generations	4
Learned more than I knew before	4
The mounds were created by/with conscious planning and organization	4
Unknown why mound building stopped	3
Did not realize how many mounds were destroyed	3
We still don't know much about these people	3
Views of river archeological history	3
How sacred this area is to Native Americans	3
Learned who discovered the mounds	2
Definition of "effigy mounds"	2
Ancient hunting technique by using the atlatl	2
Identification of native plants	2
Evidence of trade	2
Relationship between native and non-native cultures	2
Life before the American Indians as we were never taught this before	2
Other comments	39

Learning method preference

       Most visitor groups (89%) reported that they were interested in learning about cultural and natural history of Effigy Mounds NM on a future visit while 11% were not interested, as shown in Figure 106. Visitor groups who were interested in learning were then asked to report methods that they would prefer to use. Other printed materials (54%), ranger-led walks/tours (60%), and audio-visual programs (45%) were the methods that visitor groups preferred to use the most, as shown in Figure 107. "Other" learning preferences included self-guided tour, TV shows on Travel Channel or Discovery Channel, hands-on activity, and re-enactment programs.

Interested in learning about cultural and natural history of park?

N=274 visitor groups

Yes ████████████████████ 89%

No ██ 11%

0   50   100   150   200   250

Number of respondents

Figure 106: Visitor groups who were interested in learning about cultural and natural history of park on a future visit

N=243 visitor groups;
percentages do not equal 100 because visitor
groups could prefer more than one method.

Method	
Other printed materials	54%
Ranger-led walks/tours	50%
Audio-visual programs	45%
Indoor exhibits	43%
Road/trailside exhibits	42%
Roving rangers available to answer question	40%
Travel guides/guidebooks	37%
Living history	26%
Internet/websites	24%
Other	5%

Number of respondents

**Figure 107: Preferred methods of learning about the cultural
and natural history of Effigy Mounds NM on a future visit**

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of visitor services on this visit to Effigy Mounds NM. Most visitor groups (98%) rated the overall quality as "very good" or "good," as shown in Figure 108. No visitor groups rated the overall quality as "very poor" or "poor."

N=276 visitor groups;
percentages do not equal 100 due to rounding.
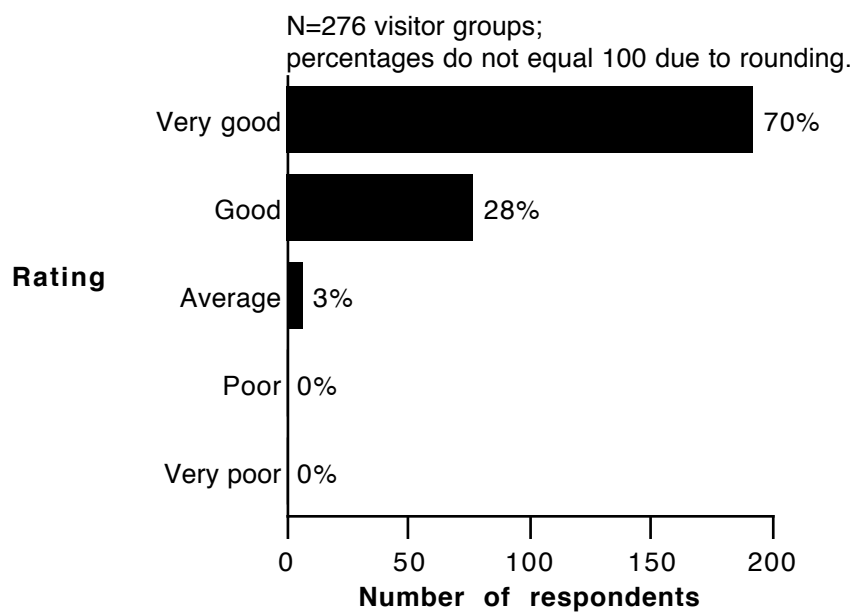
Figure 108: Overall quality of visitor services

Planning for the future

Visitor groups were asked to provide suggestions for the future of Effigy Mounds NM. Forty-seven percent of visitor groups (N=139 groups) responded to this question. A summary of their responses is listed below in Table 11 and complete copies of visitor comments are contained in the appendix.

Table 11: Planning for the future
N=177 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Have roving rangers available to answer questions	2
Other comment	1
INTERPRETIVE SERVICES	
More interpretive signs on trails	11
Focus on public education about significance of monument	10
More archeological information on findings	6
More in-depth information about people who built mounds	6
Living history programs	5
Upgrade movie/audio-visual presentation	4
Better information at trailheads about length and difficulty	3
Hands-on activities for children	2
Other comments	9
FACILITIES/MAINTENANCE	
Add more trails	13
Better access to mounds for people with mobility problems	9
Add a watch tower to observe full view	6
Fix boat ramp	4
Add picnic area	4
More campgrounds	3
Add benches/rest stops along the trails	3
Provide forms of transportation to top of the hill	2
Do not place wood chips on trails	2
Other comments	4
POLICIES/MANAGEMENT	
Continue efforts on preservation	9
Advertise more about monument	8
Control use of river	3
Other comments	4

Table 10: Planning for the future
(continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Create non-motorized vehicles buffer zone to reduce traffic noise from highways	5
Continue adding more land to monument	4
Keep it as natural as possible	4
Mow or outline more mounds	2
Other comments	5
GENERAL IMPRESSIONS	
Do not know enough about area to make recommendation	12
Keep up the good work	10
Other comments	2

Additional comments

Fifty percent of visitor groups (N=147 groups) wrote additional comments. Their comments about Effigy Mounds NM are summarized below (see Table 12). Complete copies of visitor comments are also included in the appendix.

Table 11: Additional comments
N=208 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers were very friendly and helpful	17
Park staff were knowledgeable	9
Other comments	2
INTERPRETIVE SERVICES	
Very informative and educational	10
Interesting	7
More detail information about accessibility to mounds	7
Good plant identification tags	5
Excellent evening ranger-led program	4
Some plant identification signs were not clear	2
Some words used on interpretive signs were not clearly explained	2
Other comments	2
FACILITY/MAINTENANCE	
Well maintained trails	14
Well kept park	8
Disappointed that trail to Hanging Rock was closed	4
Clean park	2
Appreciate boardwalk	2
Improved trail markers which show distance and difficulty	2
Other comments	9
POLICIES/MANAGEMENT	
Appreciate low admission fee	2
Other comments	3

Table 11: Additional comments
(continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Comments	3
GENERAL COMMENTS	
Enjoyed visit	26
Beautiful	12
Will be back to explore more	8
Wish we had more time	7
Keep up the good work	5
Did not have enough time to finish guided tour	3
Very impressed	2
Other comments	29

ADDITIONAL ANALYSIS
Effigy Mounds National Monument
VSP Report 159

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address, and phone number in the request.

Visitor awareness of park management	Forms of transportation	Number of visits in the last 12 months
Visitor awareness of the U.S. Wildlife Service's Upper Mississippi adjacent to park	Activities inside park during this visit	Number of visits in lifetime
Sources of information prior to visit	Activities outside park during this	Visitor highest level of education
Visitor received needed information	Length of visit	Visitors with disability
Visitor understanding of park name	Sites visited	Number of nights stayed away from home in the area
Visitor understanding of national significance of park	Visitor services/facilities used	Types of lodging
Group decision maker	Importance of visitor services/facilities	Preferred method of learning
Timing of decision to visit park	Quality of visitor services/facilities	Total expenditures
Visitor travel plan	Overall quality of visitor services	Expenditures inside park
Primary reason to visit park	Group type	Expenditures outside park
Travel route	Group size	Number of adults covered by the expenditures
Visitors with difficulty locating park	Number of vehicles per group	Number of children covered by the expenditures
Adequacy of directional road signs	Gender	Visitor understanding improvement
Places visited in the area	Age	Importance of selected park resources/attributes
Visitors who visited other archeological sites	Zip code/state of residence	

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QUESTIONNAIRE

VISITOR SERVICES PROJECT PUBLICATIONS

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. 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 Preserve (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 (summer & 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 & Preserve (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999

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

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

VISITOR SERVICES PROJECT PUBLICATIONS (continued)

2002
131. Everglades National Park
132. Dry Tortugas National Park
133. Pinnacles National Monument
134. Great Sand Dunes National Monument &
     Preserve
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras National
     Seashore, Ft. Raleigh National Historic Site and
     Wright Brothers National Memorial)
137. Sequoia & Kings Canyon National Parks and
     Sequoia National Forest
138. Catoctin Mountain Park
139. Hopewell Furnace National Historic Site
140. Stones River National Battlefield

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
156. Dayton Aviation Heritage National Historical Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument.

For more information about the Visitor Services Project, please visit the
University of Idaho, Park Studies Unit website: www.psu.uidaho.edu