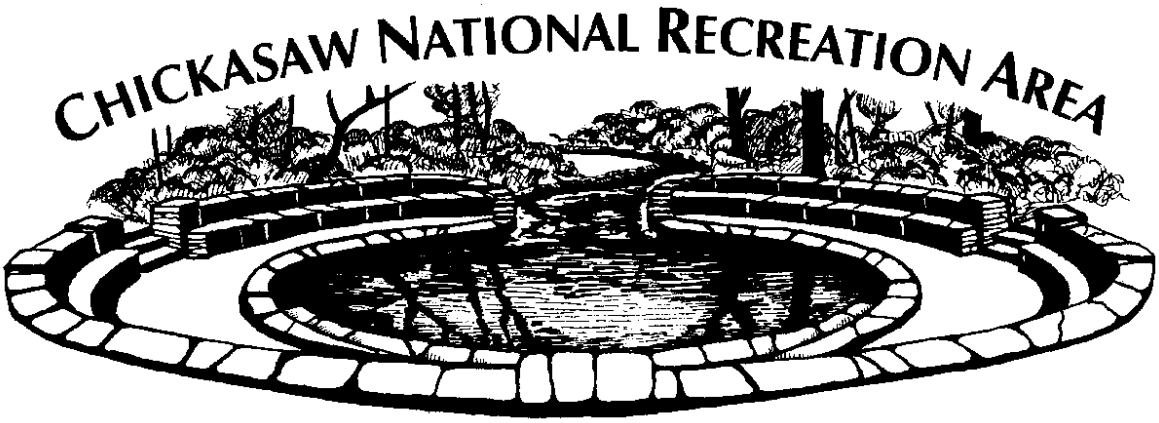
Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project




# Chickasaw National Recreation Area Visitor Study

Summer 2005

University of Idaho
Park Studies Unit
Visitor Services Project
Report 166

**Social Science Program**
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**Summer 2005**

**Park Studies Unit**
**Visitor Services Project**
**Report 166**

March 2006

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Marc Manni is a National Park Service VSP Research Assistant, and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Brian Forist and the staff and volunteers of Chickasaw National Recreation Area for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

**Visitor Services Project**

# Chickasaw National Recreation Area

**Report Summary**

- This report describes the results of a visitor study at Chickasaw National Recreation Area (NRA) during July 1-10, 2005. A total of 883 questionnaires were distributed to visitor groups. Of those, 475 questionnaires were returned resulting in a 53.8% response rate.
- This report profiles a random sample of Chickasaw NRA visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Twenty-five percent of visitor groups were in groups of seven or more, 21% were in groups of two, and 20% were groups of three. Fifty-eight percent of the visitor groups were family groups. Forty-nine percent of visitors were ages 26-55 years and 26% were ages 15 or younger.
- United States visitors were from Oklahoma (39%), Texas (15%), and 15 other states. International visitors, comprising 1% of the total visitation, were from China (54%), Japan (23%), and Mexico (23%).
- Twenty-one percent of visitors visited Chickasaw NRA for the first time in their life and 38% visited once in the past 12 months. Thirty-one percent of visitors (16 years or older) had a high school diploma/GED and 27% had some college.
- Prior to this visit, visitor groups most often obtained information about Chickasaw NRA through previous visits (42%) and friends/relatives/word of mouth (27%). Fourteen percent of visitor groups did not obtain any information about the park before their visit. Most groups (87%) received the information they needed about the park.
- Fifty-four percent of visitor groups' primary reason for traveling to the Chickasaw NRA area (within 50 miles of park) was to visit Chickasaw NRA. On this visit, the most common activities were swimming (79%), hiking/walking (51%), and picnicking (50%).
- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used information services/ facilities by the 325 visitor groups included park brochure/map (60%) and Nature Center living exhibits (53%). The information services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included Nature Center information desk (88%, N=120), roving rangers (87%, N=73), and assistance from park staff (86%, N=152). The information services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included assistance from park staff (89%, N=150), Nature Center information desk (88%, N=120), and Nature Center non-living exhibits (87%, N=145).
- The most used visitor services/facilities by the 435 visitor groups included parking (85%) and restrooms (80%). The visitor services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included campgrounds (97%, N=138), restrooms (96%, N=332), and boat launches (96%, N=167). The visitor services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included boat launches (91%, N=163) and campgrounds (91%, N=135).
- The average of total expenditures in and outside the park (within 50 miles of park) per visitor group was $243. The median visitor group expenditure (50% of groups spent more, 50% of group spent less) was $114. The average per capita expenditure was $50.
- Most visitor groups (90%) rated the overall quality of services, facilities, and recreational opportunities at Chickasaw NRA as "very good" or "good." One percent of groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho or at the following website http://www.psu.uidaho.edu

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# INTRODUCTION

This report describes the results of a visitor study conducted at Chickasaw NRA during July 1-10, 2005 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit (PSU) at the University of Idaho.

## Organization of the report

The report is organized into three sections.

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

Section 2: ***Results***. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire. Instead, the results are presented in the following order:

- *Demographics*
- *Information Prior to Visit*
- *Information During Visit*
- *Ratings of the Park Services, Facilities, Elements, Attributes, Resources, Qualities, and Value for Fee Paid*
- *Expenditures* (**only** presented if the questionnaire included expenditure questions)
- *Information about Future Preferences*
- *Overall Quality*
- *Visitor Comments*

Section 3: **Appendices**

Appendix 1: The *Questionnaire* contains a copy of the original questionnaire distributed to groups.

Appendix 2: *Additional Analysis* contains a list of options for cross references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after this study is published.

Appendix 3: *Decision Rules for Checking Non-response Bias*

Appendix 4: *Visitor Services Project Publications* contains a complete list of publications by the PSU. Copies of these reports can be obtained by contacting PSU office or visiting the website: http://www.psu.uidaho.edu/vsp/reports.htm.

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

## Presentation of the results

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

SAMPLE ONLY

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

2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, **CAUTION!** on the graph shows the results may be unreliable.

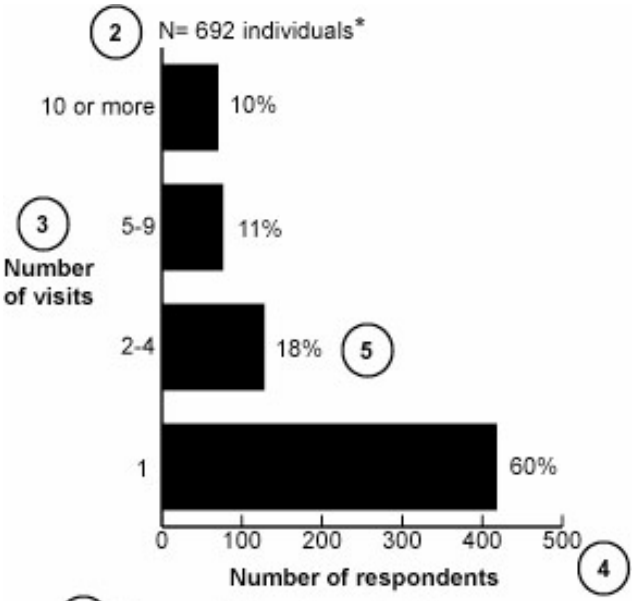
* appears when total percentages do not equal 100 due to rounding.

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

3: Vertical information describes the response categories.

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

5: In most graphs, percentages provide additional information.




1 Figure 4: Number of visits

# METHODS

## Survey Design

### Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). Based on this methodology, the sample size was calculated based on park visitation statistics of previous years. To minimize coverage error, the sample size was also determined to provide adequate information about specific park sites if requested.

Brief interviews were conducted with visitor groups, and 883 questionnaires were distributed to a random sample of visitor groups who arrived at Chickasaw NRA during the period from July 1-10, 2005. Table 1 shows the numbers of questionnaires distributed at each park site. These sampling locations were selected based on park visitation statistics and advice from park staff.

**Table 1: Questionnaire distribution location**
N=number of questionnaires distributed

| Sampling site | N | Percent |
|---|---|---|
| Travertine Nature Center/Little Niagara (picnic area) | 210 | 24 |
| Bromide/Veterans Lake (picnic areas, boat ramps, campgrounds | 94 | 10 |
| Buckhorn (picnic areas, campgrounds, boat ramps) | 272 | 31 |
| The Point (picnic areas, campgrounds, boat ramps) | 225 | 26 |
| Guy Sandy (picnic areas, campgrounds, boat ramps) | 82 | 9 |
| Total | 883 | 100 |

### Questionnaire design

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

No pilot study was conducted to test the Chickasaw NRA questionnaire. However, all questions followed OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and proven.

## Survey procedure

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 asked for their names, addresses, and telephone numbers in order to mail them a reminder/ thank you postcard and follow-ups. Visitor groups were given a questionnaire, asked to complete it after their visit, and then return it by mail. The questionnaires were pre-addressed and affixed with a U.S. First Class postage stamp.

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

# Data Analysis

Returned questionnaires were coded and the information was entered into a computer using standard statistical software packages—Statistical Analysis System (SAS) and Statistical Package for the Social Sciences (SPSS). Descriptive statistics and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

## Limitations

This study has some limitations that should be considered when interpreting the results.

1. This was a self-administered survey. In addition, the respondents filled out the questionnaire after the visit, which may result in poor recall of the visit details. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 1-10, 2005. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word **"CAUTION!"** is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

## Special Conditions

The survey distribution period included the 4th of July weekend. This may have substantially increased park visitation. The weather ranged from partly cloudy with morning showers to hot and sunny with temperatures in the 90s.

## Checking Non-response Bias

At Chickasaw NRA, 956 visitor groups were contacted and 883 of these groups (92%) accepted the questionnaire. Questionnaires were completed and returned by 475 visitor groups, resulting in a 53.8% response rate for this study. The two variables used to check non-response bias were age of the group member who actually completed the questionnaire and group size.

The results show that there is no significant difference between respondent and non-respondent ages and group sizes. Therefore, the non-response bias was judged to be insignificant and the data of this study is a good representation of a larger population of visitors to Chickasaw NRA. See Appendix 3 for more details of the non-response bias checking procedure.

**Table 2: Comparison of respondents and non-respondents**

| | Respondent | | Non-respondent | | p-value |
|---|---|---|---|---|---|
| Variable | N | Average | N | Average | (t-test) |
| Age | 448 | 45.4 | 402 | 38.3 | 0.222 |
| Group size | 467 | 5.6 | 393 | 6.2 | 0.185 |

Both p-values are greater than 0.05; therefore, non-response bias was judged to be insignificant.

# RESULTS

## Demographics

### Visitor gender

Question 21
For you and your group, what is your gender?

Note: Response was limited to seven members of each personal group.

Results
- 50% of visitors were male (see Figure 1).
- 50% were female.

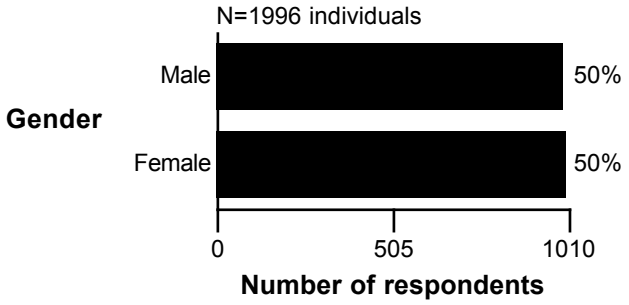



**Figure 1: Visitor gender**

### Visitor age

Question 21
For your and your group, what is your current age?

Note: Response was limited to seven members of each personal group.

Results
- Visitor ages ranged from 1 to 95 years old.
- 26% of visitors were 15 years or younger (see Figure 2).
- 49% were in the 26-55 age group.
- 5% were 66 years or older.

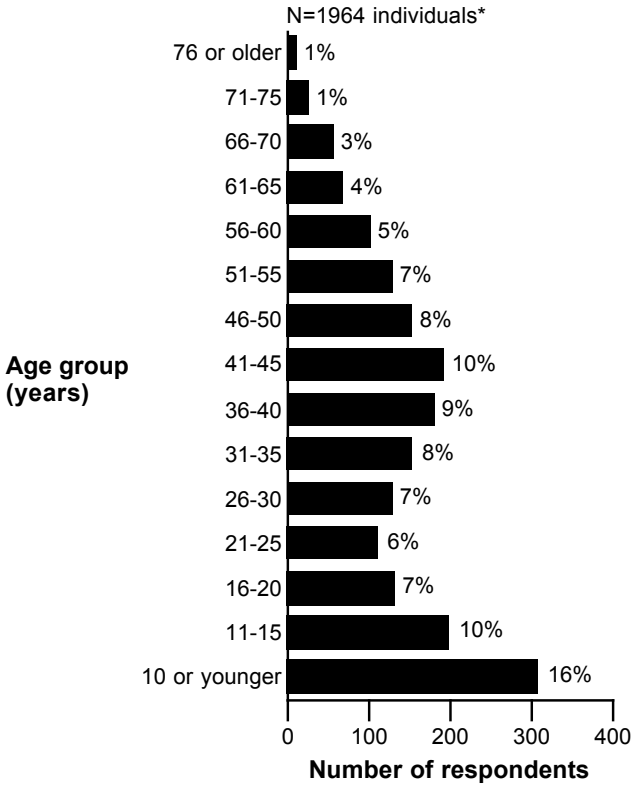



**Figure 2: Visitor age**

* total percentages do not equal 100 due to rounding

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

## Respondent ethnicity

Question 22a

For you only, are you Spanish, Hispanic, or Latino?

Results

- 5% of respondents were Spanish, Hispanic or Latino (see Figure 3).

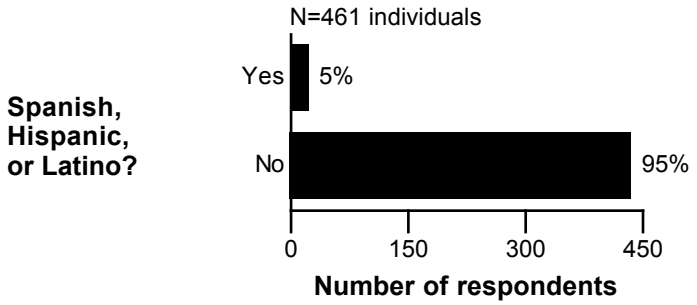



**Figure 3: Respondent ethnicity**

## Respondent race

Question 22b

For you only, which of these categories best indicates your race?

Results

- 93% of respondents were White (see Figure 4).
- 12% were American Indian/Alaska Native

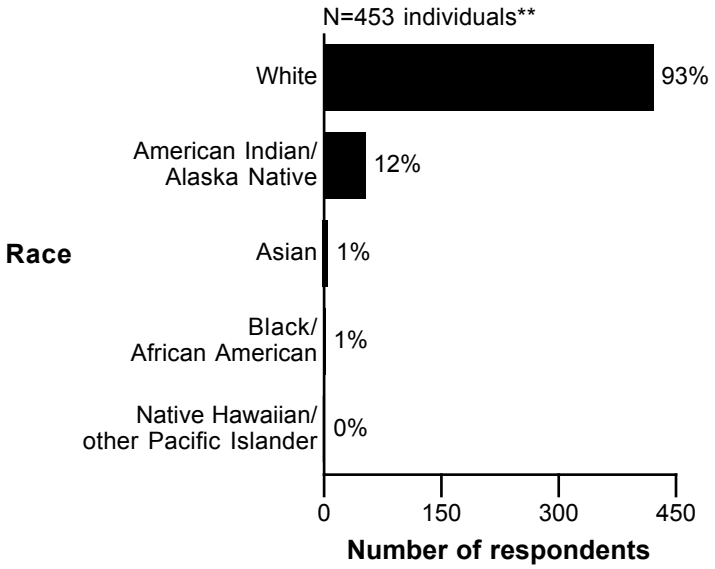



**Figure 4: Respondent race**

* total percentages do not equal 100 due to rounding

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

## Preferred languages for speaking and reading

Question 23a

What is the one language you and your group prefer to speak and read? (open-ended question)

Results

- 97% percent of visitor groups preferred to speak English (see Figure 5).
- 97% percent of visitor groups preferred to read English (see Figure 6).

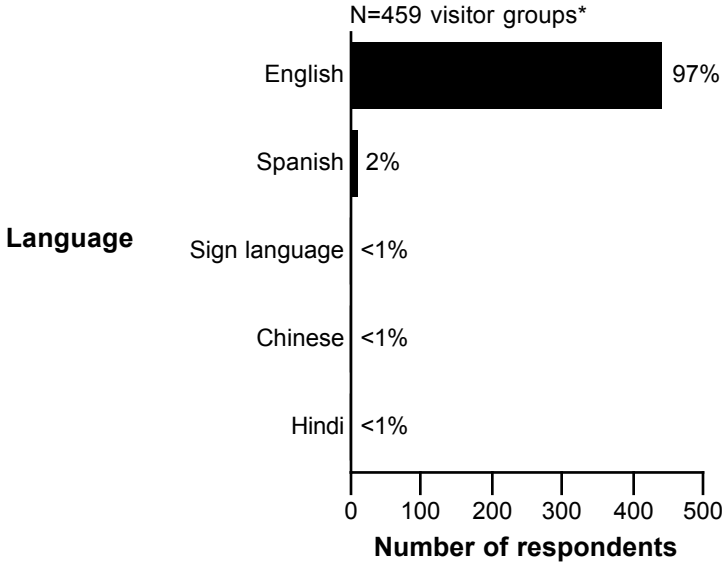



**Figure 5: Preferred language for speaking**

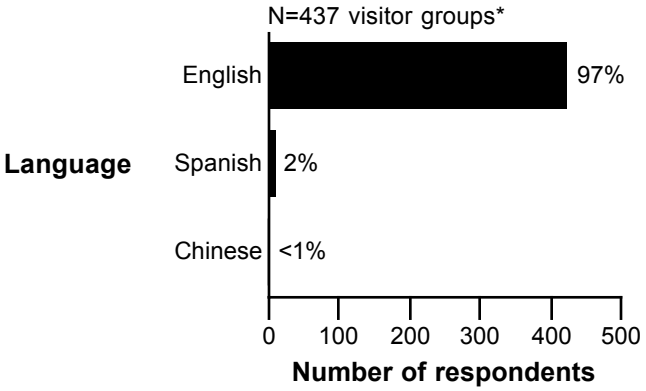



**Figure 6: Preferred language for reading**

* total percentages do not equal 100 due to rounding

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

## Services visitors would like translated into other languages

Question 23b

What services in the park would you like to have provided in languages other than English? (open-ended question)

Results

- 91% of visitor groups who responded (N=207) did not want any park services provided in languages other than English.
- Park services that visitor groups (9%) would like provided in languages other than English included:

  All park services
  All park attraction signs
  Educational signs
  Emergency shelter signs
  Traffic regulatory signs
  Nature and ecology literature
  Maps/brochures
  Park rules

## Visitor level of education

Question 25

For you and each group member (age 16 or over) on this visit, please indicate the highest level of education completed.

Note: Response was limited to seven members of each personal group.

Results

- 31% of visitors held a high school diploma/GED (see Figure 7).
- 27% had some college.
- 20% held a Bachelor's degree.

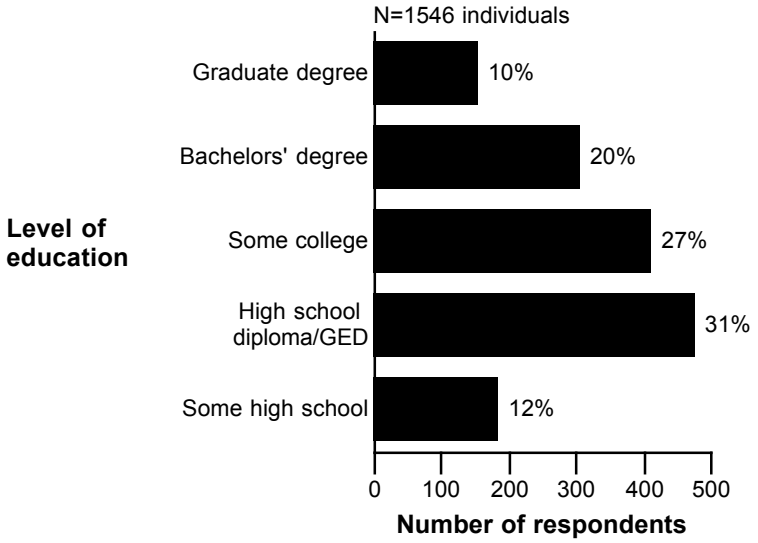



**Figure 7: Visitor level of education**

* total percentages do not equal 100 due to rounding

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

## Visitors with disabilities/impairments

Question 24a

Does anyone in your group have any disabilities/impairments that affected their visit to Chickasaw NRA?

Results

- 12% of visitor groups had members with disabilities or impairments that affected their park experience (see Figure 8).

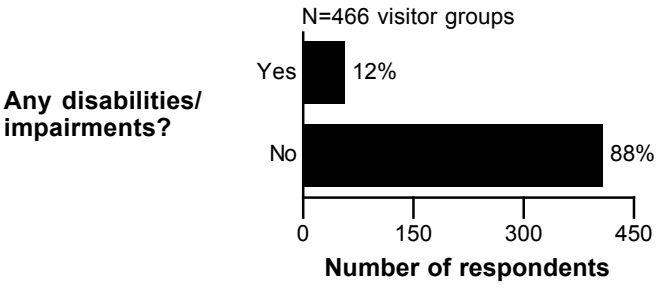



**Figure 8: Visitors with disabilities/impairments**

Question 24b

If YES, what kind of disability/impairment?

Results

- As shown in Figure 9, the most often mentioned disabilities/impairments were:

  87% Mobility

  27% Hearing

- "Other" types of disabilities (8%) that visitor groups listed included:

  Arachnophobia
  Cerebral Palsy
  Neck injury

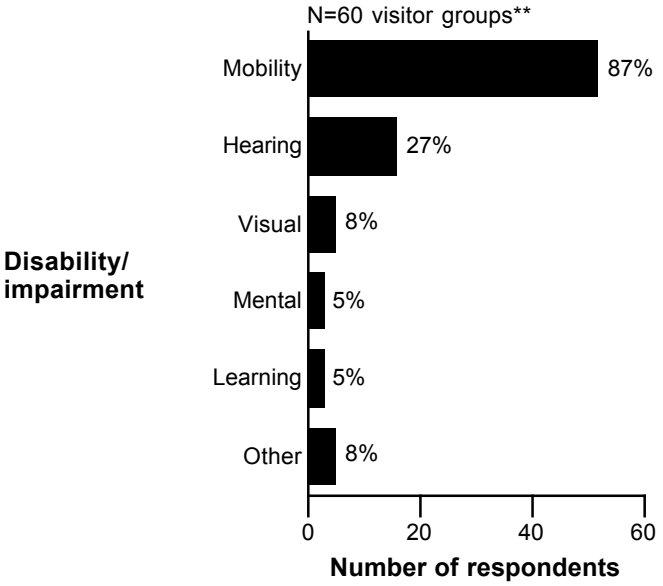



**Figure 9: Type of disability**

* total percentages do not equal 100 due to rounding

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

Question 24c

Because of the disability/impairment, did you and your group encounter any access or service problems during this visit to Chickasaw NRA?

Results

- 13% of visitor groups that had members with disabilities/impairments encountered access or service problems (see Figure 10).

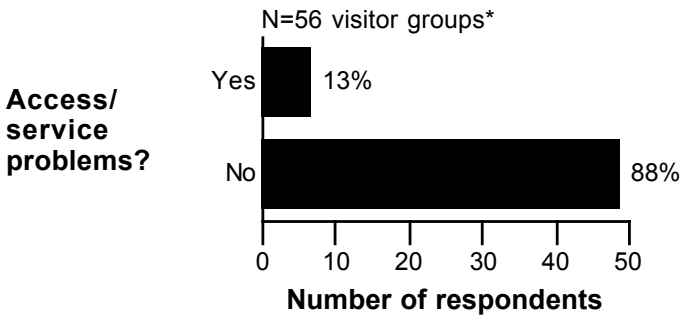



**Figure 10: Visitors who encountered access or service problems due to disabilities/impairments**

---

Question 24d

If YES, please offer suggestions for improvement. (open-ended question)

Results

- Suggestions for improvement include:

  Easier access to water at some locations
  Place to wash hands
  More comfortable places to sit
  Larger and more accessible restrooms in picnic areas
  Restrooms that are accessible by cars
  Restrooms not located at top of hill
  Wheelchair ramps into campsites

* total percentages do not equal 100 due to rounding

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

## United States visitors by state of residence

Question 21
For you and your group, what is your state of residence?

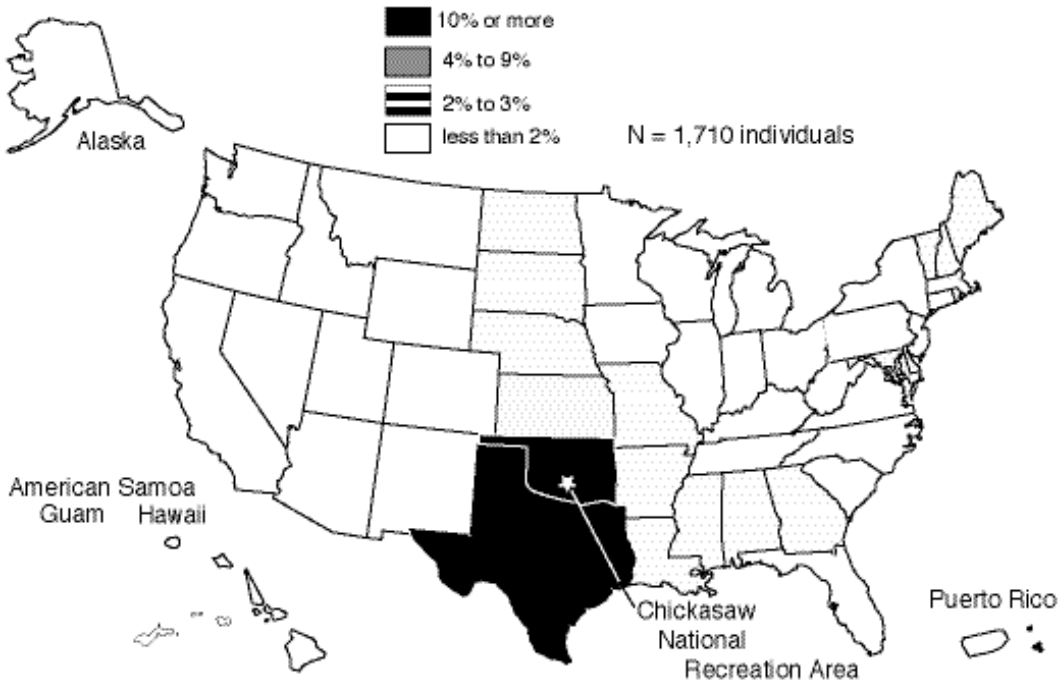
Note: Response was limited to seven members of each personal group.

Results

- U.S. visitors comprised 99% of the total visitation to Chickasaw NRA (see Table 3 and Map 1).
- 81% of U.S. visitors came from Oklahoma.
- 15% came from Texas.
- Smaller proportions came from 14 other states.

**Table 3: United States visitors by state of residence***

| State | Number of visitors | Percent of U.S. visitors N=1,710 individuals | Percent of total visitors N=1,723 individuals |
|---|---|---|---|
| Oklahoma | 1,378 | 81 | 80 |
| Texas | 257 | 15 | 15 |
| Kansas | 21 | 1 | 1 |
| Illinois | 9 | 1 | 1 |
| 12 other states | 45 | 3 | 3 |




**Map 1: Proportions of United States visitors by state of residence**

* total percentages do not equal 100 due to rounding

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

## International visitors by country of residence

Question 21
For you and your group, what is your country of residence?

Note: Response was limited to seven members of each personal group.

Results Interpret with **CAUTION!**

- As shown in Table 4, international visitors comprised 1% of total visitation to Chickasaw NRA.

**Table 4: International visitors by country of residence**
Interpret with **CAUTION!**

| Country | Number of visitors | Percent of international visitors N=13 Individuals | Percent of total visitors N=1,723 individuals |
|---|---|---|---|
| China | 7 | 54 | <1 |
| Japan | 3 | 23 | <1 |
| Mexico | 3 | 23 | <1 |

* total percentages do not equal 100 due to rounding

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

## Number of visits to Chickasaw NRA in the past 12 months

Question 21
How many times have you visited the park in the past 12 months (including this visit)?

Note: Response was limited to seven members of each personal group.

Results
- 50% of visitors visited the park 2-10 times in the past 12 months (see Figure 11).
- 38% visited the park once in the past 12 months.

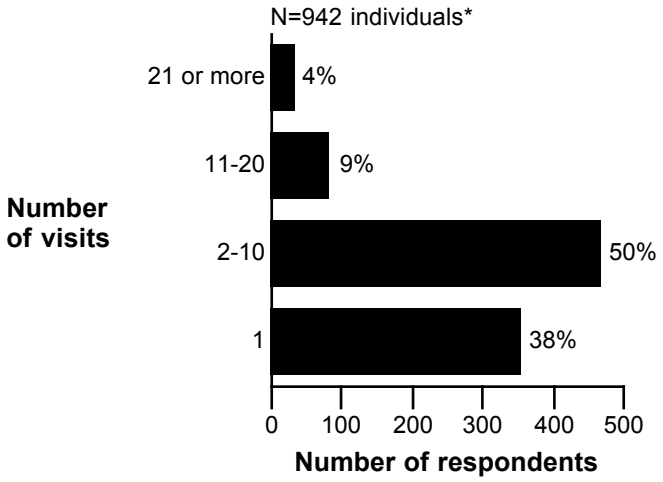



**Figure 11: Number visits to the park in past 12 months (including this visit)**

## Number of visits to Chickasaw NRA in lifetime

Question 21
How many times have you visited the park in your lifetime (including this visit)?

Note: Response was limited to seven members of each personal group.

Results
- 34% of visitors visited the park 2-10 times in their lifetime (see Figure 12).
- 33% visited the park 21 or more times.
- 21% visited the park for the first time.

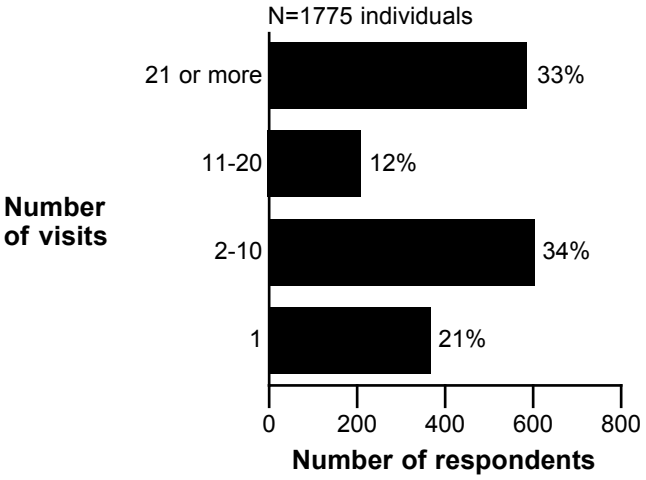



**Figure 12: Number of visits to the park in visitor lifetime (including this visit)**

* total percentages do not equal 100 due to rounding

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

## Visitor group size

Question
How many people in your personal group?

Note: This question was not asked on the questionnaire, but was asked during the two-minute contact interview conducted with each visitor group.

Results
- Visitor group sizes ranged from one person to 100 people.
- 25% had seven or more people (see Figure 13).
- 20% had five or six people.
- 31% had three or four people.
- 21% consisted of two people.

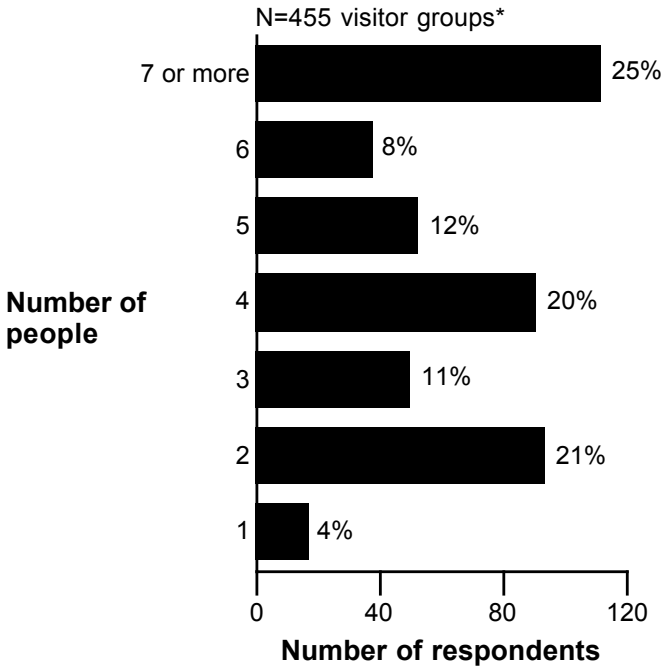



**Figure 13: Visitor group size**

## Visitor group type

Question 20
On this visit, what kind of personal group (not guided tour/school group) were you with?

Results
- 58% of visitor groups were made up of family members (see Figure 14).
- 29% were with family & friends.
- "Other" personal groups (2%) included:

  Family Resources Day Camp
  Fishing club
  Summer camp
  University of Oklahoma Concrete Canoe team

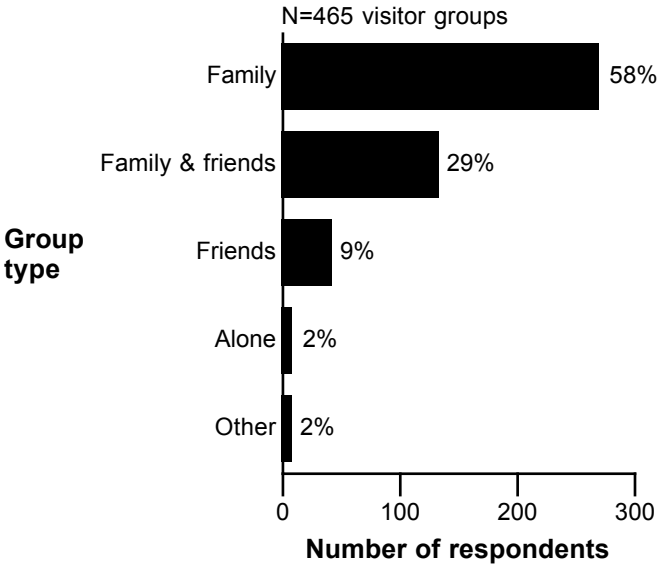



**Figure 14: Visitor group type**

* total percentages do not equal 100 due to rounding

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

# Information Prior to Visit

## Sources of information prior to visit

Question 2a

Prior to this visit, how did you and your group obtain information about Chickasaw NRA?

Results

- 14% of visitor groups did not obtain any information about the park prior to their visit (see Figure 15).

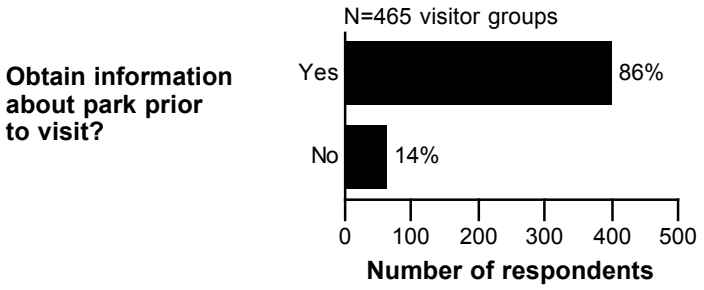



**Figure 15: Visitors who obtained information about park prior to this visit**

- As shown in Figure 16, of those who obtained some information (86%), the most common sources of information included:

  76% Previous visits

  48% Friends/relatives/word of mouth

- "Other" sources of information (11%) included:

  Live in area
  Long time visitors
  Own a nearby RV lot/cabin
  Family lives in area
  Information center at state border
  Church club members
  Fishing tournament
  Saw signs while driving by

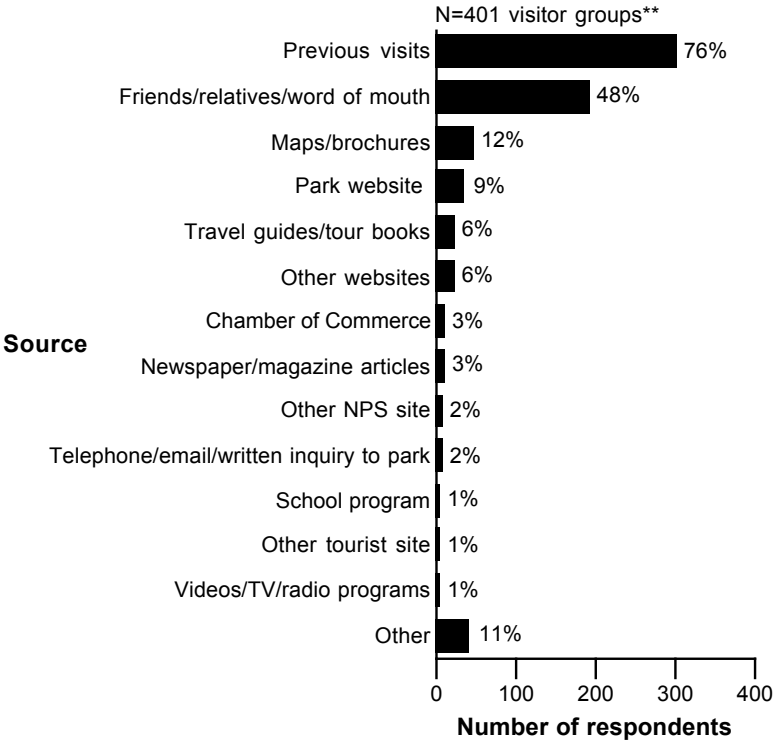



**Figure 16: Sources of information used by visitor groups prior to this visit**

* total percentages do not equal 100 due to rounding

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

Question 2b

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

Results

- 87% of visitor groups obtained information they needed to prepare for this trip to Chickasaw NRA (see Figure 17).

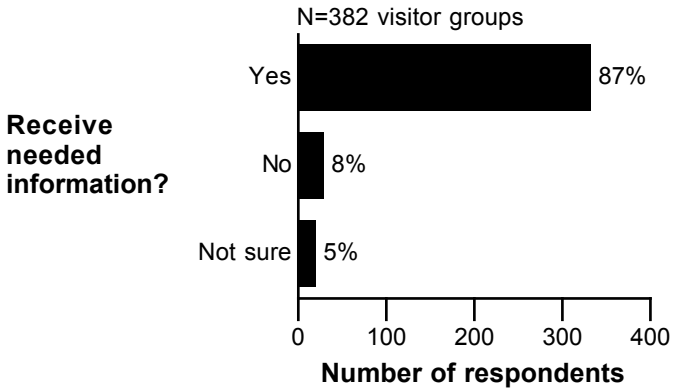



**Figure 17: Visitor groups who obtained needed information prior to this visit to Chickasaw NRA**

Question 2c

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

Results

- Additional information that visitor groups needed but was not available through these sources included:

  Boating information (docking, passes, ramps)
  Camping information (availability, fees, reservations)
  Children's activities
  Day use fees
  Directions
  General park information (hours of operation, rules)
  Maps of area/park/online maps
  Swimming information (directions, locations)

## Visitor awareness of management by National Park Service

Question 1

Prior to this visit, were you and your group aware that Chickasaw NRA is managed as a unit of the National Park System?

Results

- 71% of visitor groups were aware that the park is managed as a unit of the National Park System (see Figure 18).

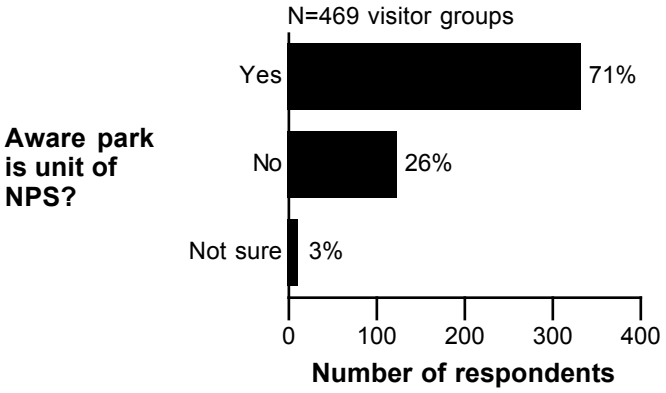



**Figure 18: Awareness that Chickasaw NRA is managed as a unit of the National Park System**

* total percentages do not equal 100 due to rounding

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

# Information During Visit

## Primary reason for visiting Chickasaw NRA area

Question 3

On this trip, what was the primary reason that you and your group visited the Chickasaw NRA area (within 50 miles of the park)?

Results

- 24% of visitor groups were residents of the local area (see Figure 19).
- Of those who were not residents, 54% of visitor groups reported that visiting the park was their primary reason for visiting the area (see Figure 20).
- 22% had "other" primary reasons for visiting (see Table 5).

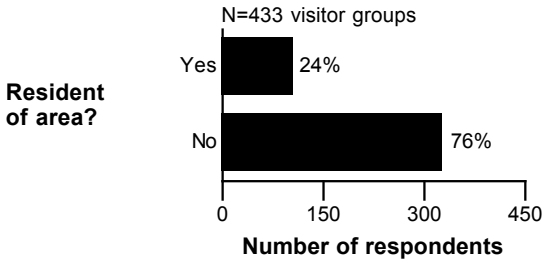



**Figure 19: Resident of area (within 50 miles of the park)**

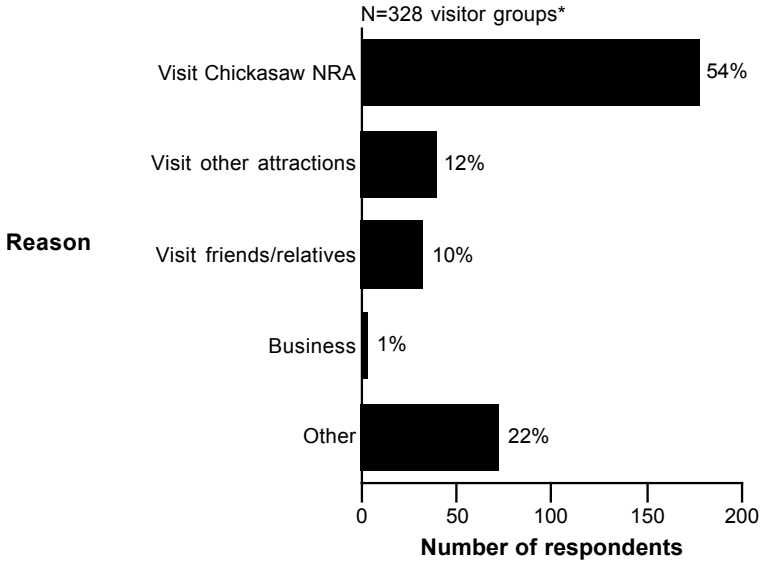



**Figure 20: Primary reason for visiting the Chickasaw NRA area (within 50 miles of the park)**

* total percentages do not equal 100 due to rounding

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

**Table 5: "Other" primary reasons for visiting the Chickasaw NRA area (within 50 miles of the park)**
N=90 comments

| Service | Number of times mentioned |
|---|---|
| Own nearby RV/seasonal property | 16 |
| Family reunion | 11 |
| Camping | 7 |
| Visit lake | 7 |
| Boating | 6 |
| Vacation | 6 |
| Jet skiing | 3 |
| Passing through | 3 |
| Relaxation | 3 |
| Stay in RV park | 3 |
| Stay in B&B | 2 |
| Fishing | 2 |
| Fun | 2 |
| Picnicking | 2 |
| Recreation | 2 |
| Relatives visiting area | 2 |
| Swimming | 2 |
| Turner Falls crowded | 2 |
| Water skiing | 2 |
| Dentist appointment | 1 |
| Fireworks | 1 |
| Look around | 1 |
| Nature center | 1 |
| Photography | 1 |
| Shopping | 1 |
| Urban getaway | 1 |

## Overnight accommodations

Question 8a

On this visit, did you and your group stay overnight away from home, either in Chickasaw NRA or within 50 miles of Chickasaw NRA?

Results

- 58% of visitor groups stayed overnight away from home in the park or within 50 miles of the park (see Figure 21).

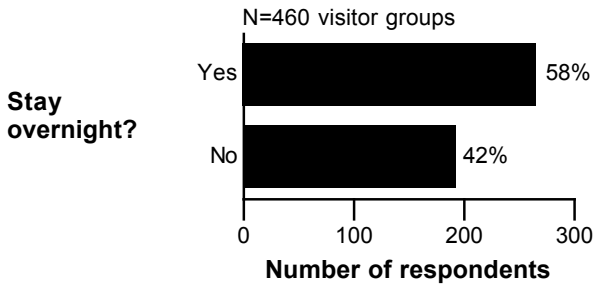



**Figure 21: Overnight stay away from home**

* total percentages do not equal 100 due to rounding

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

Question 8b

Please list the number of nights you and your group stayed inside the park.

Results

- 49% of visitor groups stayed overnight two or three nights (see Figure 22).
- 23% spent five or more nights.

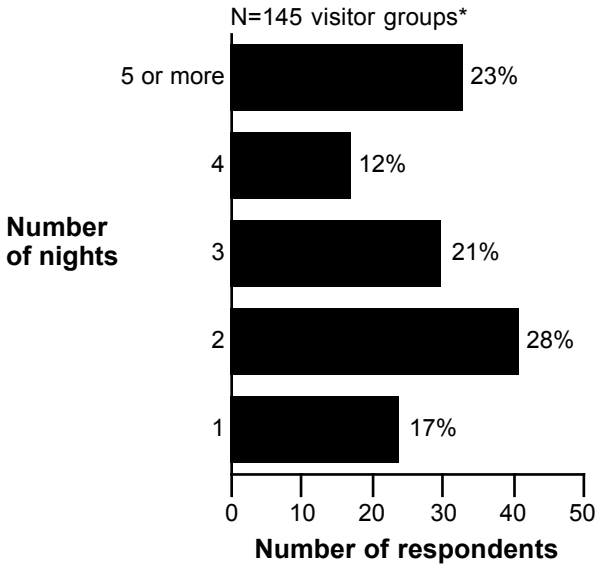



**Figure 22: Number of nights stayed overnight in park**

Question 8b

Please list the number of nights you and your group stayed outside park (within 50-miles).

Results

- 54% of visitor groups stayed overnight two or three nights (see Figure 23).
- 23% spent one night.

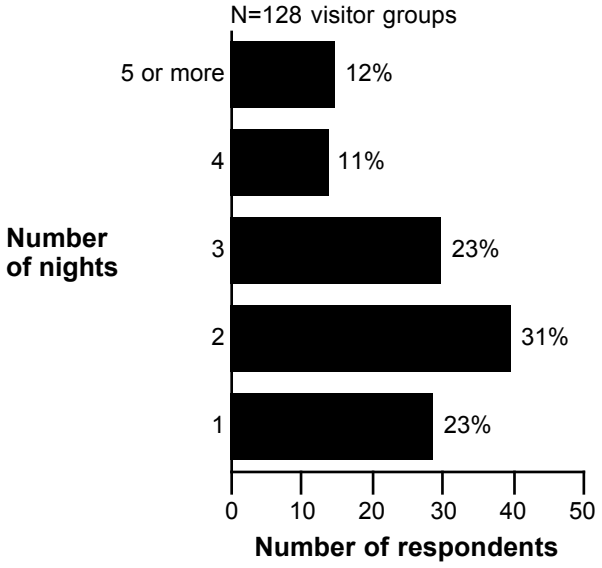



**Figure 23: Number of nights stayed overnight outside park (within 50-miles)**

* total percentages do not equal 100 due to rounding

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

Question 8c

In what type of lodging did you and your group spend the night(s) at Chickasaw NRA?

Results

- 67% of visitor groups stayed overnight tent camping in a developed campground (see Figure 24).
- "Other" types of lodging (3%) included:

  Boat on lake
  Camper
  Lake trailer

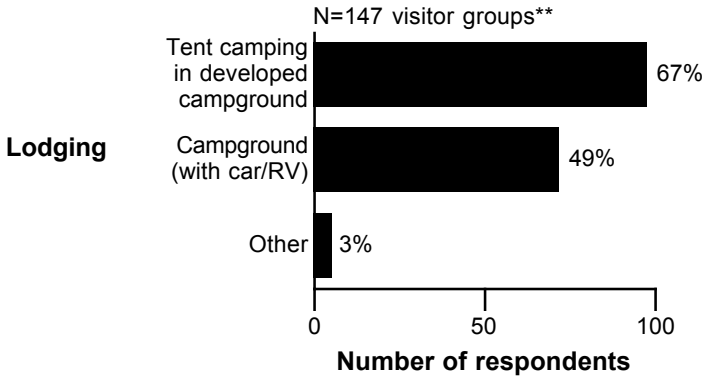



**Figure 24: Type of lodging within the park**

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Question 8d

For the area within 50 miles, in what type of lodging did you and your group spend the night(s)?

Results

- 40% of visitor groups stayed overnight in a lodge, motel, cabin, etc. (see Figure 25).
- 33% stayed overnight in a personal seasonal residence.
- "Other" types of lodging (10%) included:

  Highway rest area
  Private lot with trailer

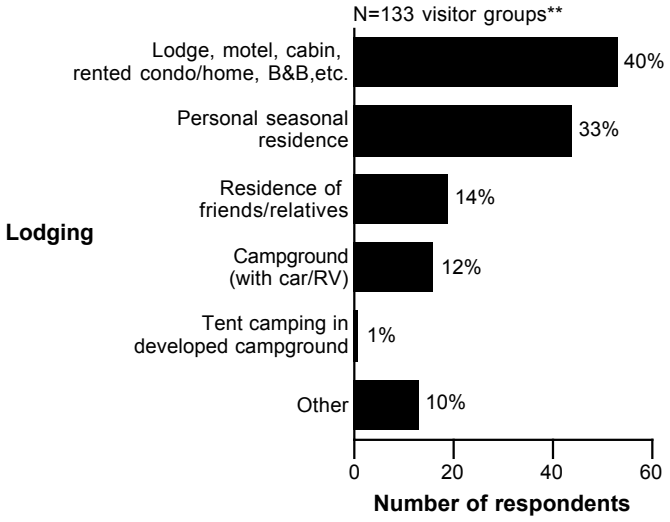


**Figure 25: Type of lodging in the area (within 50 miles of the park)**

* total percentages do not equal 100 due to rounding

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

## Town/city where visitor groups began their trip on day they visited Chickasaw NRA

Question 4a

Where did your trip begin on the day you visited Chickasaw NRA?

Results

- 14% of visitor groups began their trip from Sulphur, OK (see Table 6).
- 13% began their trip from Oklahoma City, OK.

**Table 6: Town/city where visitor groups began their trip on the day they visited Chickasaw NRA**

N=452 visitor groups

| Town/city | State | Visitor groups | Percent of respondents |
|---|---|---|---|
| Sulphur | OK | 63 | 14 |
| Oklahoma City | OK | 59 | 13 |
| Norman | OK | 32 | 7 |
| Davis | OK | 23 | 5 |
| Ada | OK | 21 | 5 |
| Ardmore | OK | 14 | 3 |
| Pauls Valley | OK | 12 | 3 |
| Dallas | TX | 11 | 2 |
| Moore | OK | 10 | 2 |
| Purcell | OK | 10 | 2 |
| Shawnee | OK | 10 | 2 |
| Yukon | OK | 9 | 2 |
| Duncan | OK | 8 | 2 |
| Wynnewood | OK | 8 | 2 |
| Fort Worth | TX | 7 | 2 |
| Midwest City | OK | 6 | 1 |
| Stratford | OK | 6 | 1 |
| Blanchard | OK | 5 | 1 |
| Elmore City | OK | 5 | 1 |
| Tecumseh | OK | 5 | 1 |
| Wichita Falls | TX | 5 | 1 |
| Flower Mound | TX | 4 | 1 |
| Marlow | OK | 4 | 1 |
| Del City | OK | 3 | 1 |
| Edmond | OK | 3 | 1 |
| Lexington | OK | 3 | 1 |
| Mustang | OK | 3 | 1 |
| Plano | TX | 3 | 1 |
| Seminole | OK | 3 | 1 |
| Turner Falls | OK | 3 | 1 |
| Tuttle | OK | 3 | 1 |
| Austin | TX | 2 | <1 |
| Chickasaw | OK | 2 | <1 |
| Choctaw | OK | 2 | <1 |
| Denton | TX | 2 | <1 |
| Dickson | OK | 2 | <1 |
| Five Lakes, Sulphur | OK | 2 | <1 |
| Guy Sandy | OK | 2 | <1 |
| King Fisher | OK | 2 | <1 |
| Madill | OK | 2 | <1 |
| McLoud | OK | 2 | <1 |
| Mill Creek | OK | 2 | <1 |

* total percentages do not equal 100 due to rounding

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

**Table 6: Town/city where visitor groups began their trip on the day they visited Chickasaw NRA**
(continued)

| Town/city | State | Visitor groups | Percent of respondents |
|---|---|---|---|
| Noble | OK | 2 | <1 |
| Roff | OK | 2 | <1 |
| St. Louis | OK | 2 | <1 |
| Allen | TX | 1 | <1 |
| Allen | OK | 1 | <1 |
| Altus | OK | 1 | <1 |
| Amarillo | TX | 1 | <1 |
| Arbuckle | OK | 1 | <1 |
| Arcadia | OK | 1 | <1 |
| Arlington | TX | 1 | <1 |
| Asher | OK | 1 | <1 |
| Chandler | OK | 1 | <1 |
| Cleburne | TX | 1 | <1 |
| Coppell | TX | 1 | <1 |
| Dale | OK | 1 | <1 |
| Daughter | OK | 1 | <1 |
| Dibble | OK | 1 | <1 |
| Driftwood | TX | 1 | <1 |
| Enid | OK | 1 | <1 |
| Fitstown | OK | 1 | <1 |
| Fitzhugh | OK | 1 | <1 |
| Fox | OK | 1 | <1 |
| Francis | OK | 1 | <1 |
| Fort Cobb | OK | 1 | <1 |
| Garden City | KS | 1 | <1 |
| Goldsby | OK | 1 | <1 |
| Guthrie | OK | 1 | <1 |
| Hennepin | OK | 1 | <1 |
| Hinton | OK | 1 | <1 |
| Holdenville | OK | 1 | <1 |
| Hollister | OK | 1 | <1 |
| Irving | TX | 1 | <1 |
| Joshua | TX | 1 | <1 |
| Kansas City | KS | 1 | <1 |
| Kingston | OK | 1 | <1 |
| Konawa | OK | 1 | <1 |
| Lindsay | OK | 1 | <1 |
| Lovington | NM | 1 | <1 |
| Marlow | OK | 1 | <1 |
| Maud | OK | 1 | <1 |
| Maysville | OK | 1 | <1 |
| Muskogee | OK | 1 | <1 |
| Newalla | OK | 1 | <1 |
| Newcastle | OK | 1 | <1 |

* total percentages do not equal 100 due to rounding

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

**Table 6: Town/city where visitor groups began their trip on the day they visited Chickasaw NRA**
(continued)

| Town/city | State | Visitor groups | Percent of respondents |
|---|---|---|---|
| Onea City | OR | 1 | <1 |
| Paoli | OK | 1 | <1 |
| Paris | TX | 1 | <1 |
| Piedmont | OK | 1 | <1 |
| Plainview | TX | 1 | <1 |
| Point | TX | 1 | <1 |
| Ponca City | OK | 1 | <1 |
| Poolesville | OK | 1 | <1 |
| Salina | KS | 1 | <1 |
| San Antonio | TX | 1 | <1 |
| Sasakwa | OK | 1 | <1 |
| Sherman | TX | 1 | <1 |
| Stillwater | OK | 1 | <1 |
| Temple | TX | 1 | <1 |
| Texoma | OK | 1 | <1 |
| Tishomingo | OK | 1 | <1 |
| Tonkawa | OK | 1 | <1 |
| Walters | OK | 1 | <1 |
| Waukomis | OK | 1 | <1 |
| Whitesboro | TX | 1 | <1 |
| Wilson | OK | 1 | <1 |
| Wylie | TX | 1 | <1 |

* total percentages do not equal 100 due to rounding

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

## Planned destination on the day visitor groups departed from Chickasaw NRA

Question 4a

Where was your planned destination on the day you left Chickasaw NRA?

Results

- 18% of visitor groups departed for Sulphur, OK on the day they left the park (see Table 7).
- 13% departed for Oklahoma City, OK.

**Table 7: Planned destination on the day visitor groups departed from Chickasaw NRA**

N=425 visitor groups

| Town/city | State | Visitor groups | Percent of respondents |
|---|---|---|---|
| Sulphur | OK | 75 | 18 |
| Oklahoma City | OK | 56 | 13 |
| Norman | OK | 25 | 6 |
| Davis | OK | 24 | 6 |
| Ada | OK | 11 | 3 |
| Ardmore | OK | 10 | 2 |
| Pauls Valley | OK | 9 | 2 |
| Purcell | OK | 9 | 2 |
| Shawnee | OK | 9 | 2 |
| Dallas | OK | 8 | 2 |
| Duncan | OK | 8 | 2 |
| Arbuckle Lake, Sulphur | OK | 7 | 2 |
| Chickasaw NRA | OK | 7 | 2 |
| Moore | OK | 7 | 2 |
| Wynnewood | OK | 7 | 2 |
| Yukon | OK | 6 | 1 |
| Edmond | OK | 5 | 1 |
| Elmore City | OK | 5 | 1 |
| Fort Worth | TX | 5 | 1 |
| Turner Falls | OK | 5 | 1 |
| Blanchard | OK | 4 | 1 |
| Marlow | OK | 4 | 1 |
| Midwest City | OK | 4 | 1 |
| Stratford | OK | 4 | 1 |
| Choctaw | OK | 3 | 1 |
| Flower Mound | TX | 3 | 1 |
| Mustang | OK | 3 | 1 |
| Tuttle | OK | 3 | 1 |
| Altus | OK | 2 | <1 |
| Cedar Blue | OK | 2 | <1 |
| Del City | OK | 2 | <1 |
| Dibble | OK | 2 | <1 |
| Dickson | OK | 2 | <1 |
| Five Lakes, Sulphur | OK | 2 | <1 |
| King Fisher | OK | 2 | <1 |
| Lexington | OK | 2 | <1 |
| Lovington | NM | 2 | <1 |
| Mill Creek | OK | 2 | <1 |
| Noble | OK | 2 | <1 |
| Plano | TX | 2 | <1 |
| Roff | OK | 2 | <1 |
| Seminole | OK | 2 | <1 |

* total percentages do not equal 100 due to rounding

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

**Table 7: Planned destination on the day visitor groups departed from Chickasaw NRA**
(continued)

| Town/city | State | Visitor groups | Percent of respondents |
|---|---|---|---|
| Sherman | TX | 2 | <1 |
| St. Louis | OK | 2 | <1 |
| Tecumseh | OK | 2 | <1 |
| Tishomingo | OK | 2 | <1 |
| Wichita Falls | TX | 2 | <1 |
| Wilson | OK | 2 | <1 |
| Allen | TX | 1 | <1 |
| Amarillo | TX | 1 | <1 |
| Apache | OK | 1 | <1 |
| Arcadia | OK | 1 | <1 |
| Arlington | TX | 1 | <1 |
| Asher | OK | 1 | <1 |
| Bethany | OK | 1 | <1 |
| Broken Arrow | OK | 1 | <1 |
| Buckhorn | OK | 1 | <1 |
| Chandler | OK | 1 | <1 |
| Chicago | IL | 1 | <1 |
| Coppell | TX | 1 | <1 |
| Dale | OK | 1 | <1 |
| Denton | TX | 1 | <1 |
| Dublin | TX | 1 | <1 |
| Enid | OK | 1 | <1 |
| Eustace | TX | 1 | <1 |
| Fitzhugh | OK | 1 | <1 |
| Fort Cobb | OK | 1 | <1 |
| Fox | OK | 1 | <1 |
| Francis | OK | 1 | <1 |
| Grove | OK | 1 | <1 |
| Helena | OK | 1 | <1 |
| Hennepin | OK | 1 | <1 |
| Holdenville | OK | 1 | <1 |
| Hollister | OK | 1 | <1 |
| Irving | TX | 1 | <1 |
| Joshua | TX | 1 | <1 |
| Kansas City | KS | 1 | <1 |
| Kingston | OK | 1 | <1 |
| Lake Texoma | OK | 1 | <1 |
| Lindsay | OK | 1 | <1 |
| Madill | OK | 1 | <1 |
| Magnolia | TX | 1 | <1 |
| Maysville | OK | 1 | <1 |
| Muskogee | OK | 1 | <1 |
| Newalla | OK | 1 | <1 |
| Newcastle | OK | 1 | <1 |

* total percentages do not equal 100 due to rounding

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

**Table 7: Planned destination on the day visitor groups departed from Chickasaw NRA**
(continued)

| Town/city | State | Visitor groups | Percent of respondents |
|---|---|---|---|
| Onea City | OR | 1 | <1 |
| Paoli | OK | 1 | <1 |
| Piedmont | OK | 1 | <1 |
| Plainview | TX | 1 | <1 |
| Ponca City | OK | 1 | <1 |
| Poolesville | OK | 1 | <1 |
| Richardson | TX | 1 | <1 |
| Rockwall | TX | 1 | <1 |
| Rowlett | TX | 1 | <1 |
| Sasakwa | OK | 1 | <1 |
| Savannah | GA | 1 | <1 |
| Stillwater | OK | 1 | <1 |
| Sulphur Springs | TX | 1 | <1 |
| Temple | TX | 1 | <1 |
| Tonkawa | OK | 1 | <1 |
| Topeka | KS | 1 | <1 |
| Tucumcari | NM | 1 | <1 |
| Tulsa | OK | 1 | <1 |
| Walters | OK | 1 | <1 |
| Whitesboro | TX | 1 | <1 |
| Wichita | KS | 1 | <1 |

* total percentages do not equal 100 due to rounding

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

## Services used in "gateway" communities

Question 9a

What services did you and your group use within the "gateway" communities of Sulphur, Davis, Ada, and Ardmore that were specifically related to this park visit?

Results

- 83% of visitor groups used services in "gateway" communities (see Figure 26).
- 73% purchased gasoline (see Figure 27).
- 67% ate a meal.
- 54% shopped.
- "Other" services (11%) used are listed in Table 8.

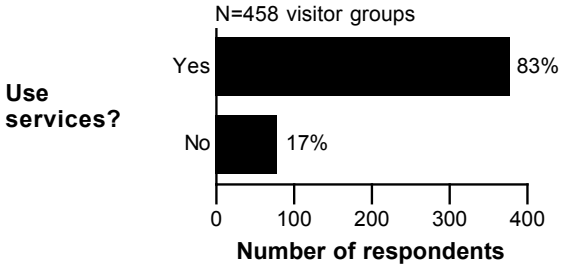


**Figure 26: Visitors who used services in "gateway" communities**

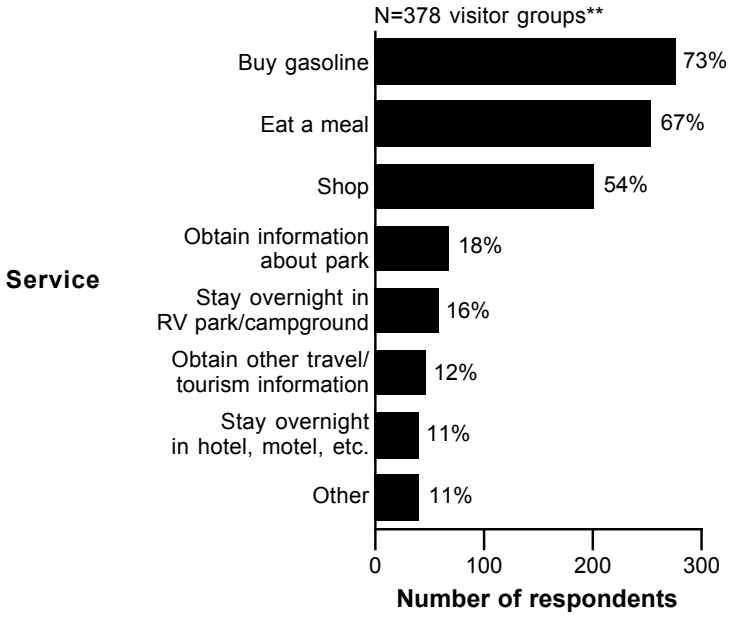


**Figure 27: Services used in "gateway" communities**

* total percentages do not equal 100 due to rounding

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

**Table 8: Services used in "gateway" communities of Sulphur, Davis, Ada, and Ardmore**
N=41 comments

| Service | Number of times mentioned |
|---|---|
| Purchase groceries | 10 |
| Casino | 5 |
| Purchase bait | 3 |
| Purchase ice | 2 |
| Hospital/ER visit | 2 |
| Play golf | 2 |
| Use laundromat | 2 |
| Use shower | 1 |
| Use clean restrooms | 1 |
| Purchase picnic supplies | 1 |
| Purchase donuts | 1 |
| Purchase map of Lake Arbuckle | 1 |
| Purchase supplies | 1 |
| Purchase Golden Age pass | 1 |
| Paid lake fees | 1 |
| Rent movies | 1 |
| Drink at local bar | 1 |
| Recreation | 1 |
| Dentist | 1 |
| Firewood | 1 |
| Look for a place to live | 1 |
| Housing market - vacation home | 1 |

* total percentages do not equal 100 due to rounding

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

Question 9b
Do you have any comments about the services used in "gateway" communities? (open-ended question)

Results
- Comments are listed in Table 9.

**Table 9: Visitor comments on services used in "gateway" communities of Sulphur, Davis, Ada, and Ardmore**
N=97 comments;
some visitor groups made more than one comment.

| Service | | Comment | Number of times mentioned |
|---|---|---|---|
| **CAMPING** | Campsites | Need more camping areas with access to swimming areas | 2 |
| | | Need more campsites with electricity available | 2 |
| | | Campsites had reserved on them with no one in them. | 1 |
| | | Not enough campsites closer to bathrooms | 1 |
| | | Very nice campsite | 1 |
| | RV campsites | Not very convenient on lake | 1 |
| | | RV areas need to be more accommodating to longer RV's | 1 |
| | Camp host | Your camp host was rude and impatient, always showed up 3 to 4 times a day before check out time wondering if we were going to pay for lots for extra time - telling us we have too many cars | 1 |
| | RV camp host | Excellent, friendly host | 1 |
| | Cabins, inns, guest ranches | Allow to drive by at least to view for future. They would not allow any viewing due to 'privacy for customers.' They said go to website. What if I don't have access to, or know how to use net? | 1 |
| | Noise | Noisy neighbors at 12 a.m. - no ranger enforcing quiet hours in fact - no ranger drove through while we were there, terribly disappointed | 1 |
| | Tow away zones | Last year (2004) 4th of July our car and trailer were towed away. There were no signs designating a no parking area and other cars/trailers have & still do park where we were. It cost us $300.00 that weekend - we were disgusted. We are considering a different lake where guests are welcome. Up until that point we have been using this lake for 5 years. | 1 |
| **CUSTOMER SERVICES** | People | Everyone we spoke to in the communities were extremely nice and helpful | 3 |
| | Chamber of Commerce | Very helpful | 1 |
| | Information | People were very nice | 1 |
| | Rangers | Rangers were rude | 1 |

* total percentages do not equal 100 due to rounding

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

**Table 9: Visitor comments on services used in "gateway" communities of Sulphur, Davis, Ada, and Ardmore**
(continued)

| Service | | Comment | Number of times mentioned |
|---|---|---|---|
| **GAS** | Gas | Need gas station closer to the lake | 5 |
| | | Prices too high | 3 |
| | | Excellent | 1 |
| | | Good gas prices in Davis | 1 |
| | | Need greater than 89 octane near Point area | 1 |
| | Boat gas | There is no marina available on the lake | 1 |
| | | Gas not very convenient on lake | 1 |
| | | Need marina on Arbuckle | 1 |
| | Propane gas | Could not get empty propane tank refilled on Sundays | 1 |
| **GENERAL COMMENTS** | | Everything was great | 4 |
| | | All adequate | 1 |
| | | Sulphur is a lovely town | 1 |
| | Emergency Room Sulphur | Excellent; plus ambulance service from Davis to Sulphur | 1 |
| | Hospital | Friendly | 1 |
| **HOTEL/ MOTEL** | Chickasaw Motel | Loud- moved 3 times, plumbing leaks, smelly | 1 |
| | Motel | Good stay | 1 |
| | | Not the cleanest place | 1 |
| **INFORMATION** | Directions | Need directions to a swimming beach | 1 |
| | Information | We always visit the nature center | 1 |
| | Tourism information | Needs to be more available | 1 |
| **LAKE** | | Excellent | 1 |
| | | Very clean | 1 |
| | | Very nice. Love Arbuckle Lake | 1 |
| | | Sad about the water signs - can't get in the water - dirty | 1 |
| **PARK** | Management | Park is nice/beautiful | 2 |
| | Maintenance | Parks were very clean | 1 |
| | Handicap parking spaces | Need more handicap spaces | 1 |
| | Trash pickup | They kept trash picked up good | 1 |
| **RESTAURANTS** | | Good meals at Poor Girls Café | 2 |
| | | Great place/Best ice cream | 2 |
| **RESTROOMS** | | Campgrounds need showers | 3 |
| | | Bathrooms are filthy at tent campgrounds | 1 |
| | | Bathrooms are kept clean | 1 |
| | | Bathrooms were filthy | 1 |
| | | Needs closer bathroom at Buckhorn Pavilion | 1 |

* total percentages do not equal 100 due to rounding

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

**Table 9: Visitor comments on services used in "gateway" communities of Sulphur, Davis, Ada, and Ardmore**
(continued)

| Service | | Comment | Number of times mentioned |
|---|---|---|---|
| **RESTAURANTS** | Restaurants | Availability of restaurants/food needs to be closer to the lake | 2 |
| | | Would like a good place to eat in Sulphur | 2 |
| | | Limited variety | 2 |
| | | Needs more clean non-ethnic restaurants - no fast food. Most sit down restaurants in Sulphur are filthy and disgusting. | 1 |
| | | Sulphur needs more restaurants other than fast food | 1 |
| | | Excellent | 1 |
| | | Good | 1 |
| | | Mexican dinner - excellent | 1 |
| | | Very good selection of places | 1 |
| | Sonic in Sulphur | Great drinks | 1 |
| | Davis Subway | Good service | 1 |
| | Chickasaw Inn AGST | Excellent chicken fry stake at Chickasaw Inn AGST | 1 |
| | Babes in Davis | Excellent tamales | 1 |
| **SHOPS** | Bait shop | Difficult to locate a bait shop | 2 |
| | Grocery store | We understand that Munis is small community, with a small grocery store. However the selection was a little thin. We were looking for a whole chicken and we found there was not a wide variety. A good meal is essential to a good campout. | 1 |
| | Dollar Store | Employees were very kind | 1 |
| | Wal-Mart | Employees were very kind | 1 |
| | | Workers were rude | 1 |
| | | Wal-Mart too far from camp sites | 1 |
| | | Sulphur Wal-Mart sucks! | 1 |
| | | Very good | 1 |
| | | Insufficient type amenities I.e., party lights, tent lights, BBQ grill meat | 1 |
| | | Prices great at Davis Wal-Mart | 1 |
| **ICE** | | Out of ice Sunday | 1 |
| **GENERAL COMMENTS** | Emergency Room Sulphur Hospital | Everything was great | 4 |
| | | All adequate | 1 |
| | | Sulphur is a lovely town | 1 |
| | | Excellent; plus ambulance service from Davis to Sulphur | 1 |
| | | Friendly | 1 |

* total percentages do not equal 100 due to rounding

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

Question 9c

What services did you and your group need that were not available in these communities? (open-ended question)

Results

- 23% of visitor groups (N=110) made comments (see Table 10).

**Table 10: Visitor comments on services needed but not available in "gateway" communities of Sulphur, Davis, Ada, and Ardmore**
N=194 comments;
some visitor groups made more than one comment.

| Comment | Number of times mentioned |
|---|---|
| Nothing, didn't need services | 114 |
| Marina services (gas, repairs, supplies) | 13 |
| Showers in the park | 6 |
| Bait shop/live bait | 5 |
| Electricity/electrical hook ups | 5 |
| Ice | 5 |
| More restaurants | 4 |
| Better restaurants | 3 |
| Convenience store | 3 |
| Park maps/trail guides | 3 |
| Potable water | 3 |
| Adequate signage/directions for visitors | 2 |
| Better restrooms | 2 |
| Boat rental | 2 |
| Horseback riding rental | 2 |
| Liquor store | 2 |
| Access to lake | 1 |
| Camping supplies | 1 |
| Closer restrooms | 1 |
| Easier reservation system for RVs | 1 |
| More ranger presence | 1 |
| More restrooms | 1 |
| More shopping choices | 1 |
| More space in the park for RVs | 1 |
| Motel choices | 1 |
| Museum | 1 |
| Nightlife | 1 |
| Place to clean fish | 1 |
| Purchase gas | 1 |
| Purchase newspaper | 1 |
| Restaurants accessible by water on the lake | 1 |
| Super Wal-Mart | 1 |
| Tourist information | 1 |
| Trash cans at every picnic table | 1 |
| Where to purchase season lake pass | 1 |
| Wireless Internet access | 1 |

* total percentages do not equal 100 due to rounding

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

## Adequacy of directional signs

Question 5

Were the signs directing you to Chickasaw NRA adequate?

Results

**Signs on interstates**

- 69% of visitor groups felt the directional signs on interstates were adequate (see Figure 28).

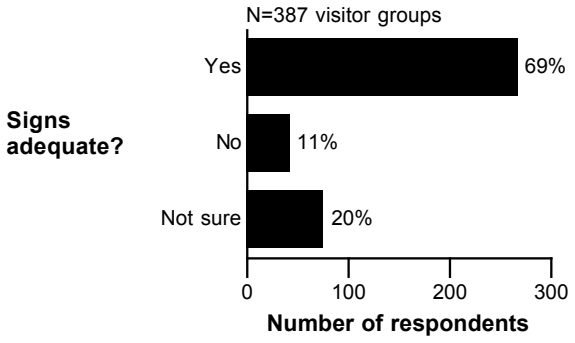


**Figure 28: Adequacy of directional signs on interstates**

**Signs on state highways**

- 72% of visitor groups felt the directional signs on state highways were adequate (see Figure 29).

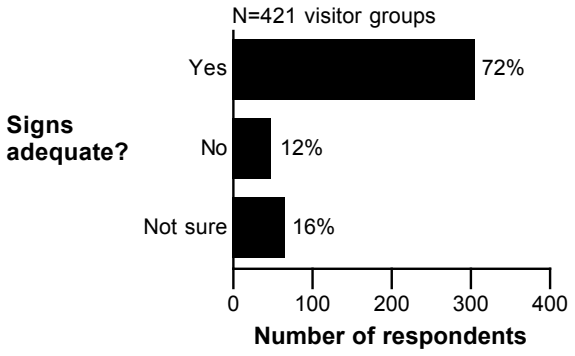


**Figure 29: Adequacy of directional signs on state highways**

**Signs in communities**

- 76% of visitor groups felt the directional signs in communities were adequate (see Figure 30).

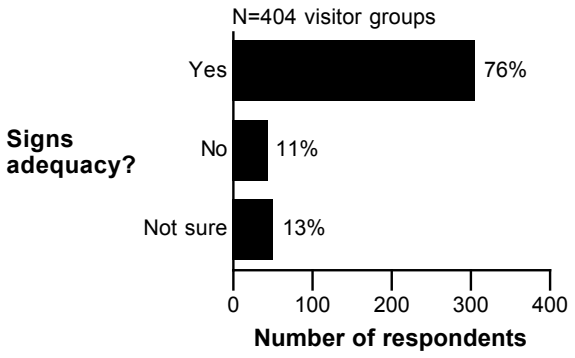


**Figure 30: Adequacy of directional signs in communities**

* total percentages do not equal 100 due to rounding

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

## Number of vehicles used

Question 6b

For this visit, please list the number of vehicles in which you and your group arrived.

Results

- 54% arrived in one vehicle (see Figure 31).
- 25% arrived in two vehicles.

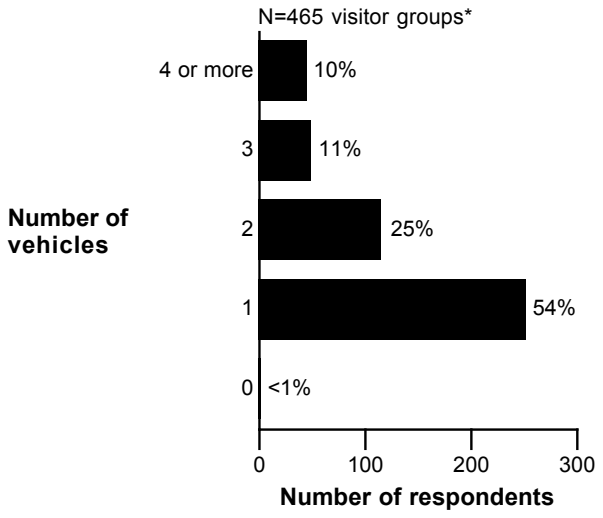


**Figure 31: Number of vehicles used by visitor groups on this visit**

* total percentages do not equal 100 due to rounding

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

## Recreational vehicles

Question 7a

On this visit, did you and your group drive a recreational vehicle (RV) to Chickasaw NRA?

Results

- 7% of visitor groups drove an RV to the park (see Figure 32).

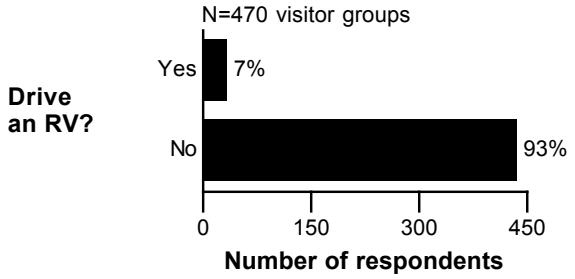


**Figure 32: Recreational vehicles used by visitor groups on this visit**

Question 7b

If YES, how long was it?

Results Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable data (see Figure 33).

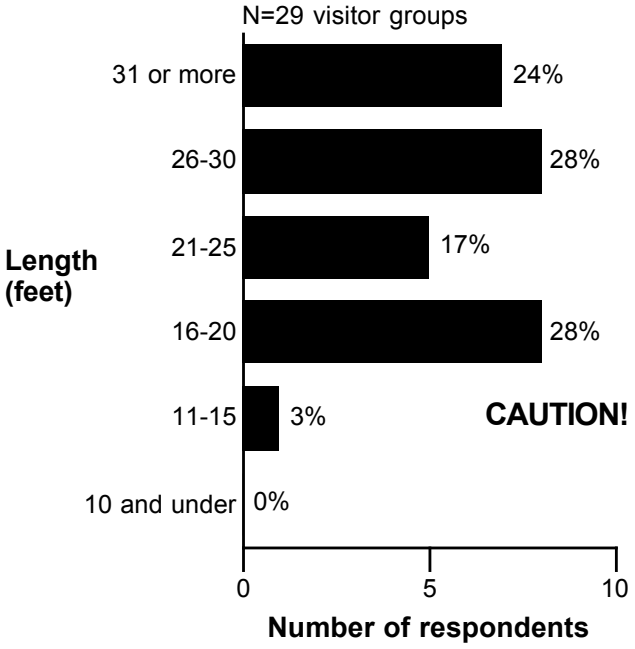


**Figure 33: Length of recreational vehicle**

* total percentages do not equal 100 due to rounding

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

Question 7c

Were you and your group in a vehicle or recreational vehicle towing a trailer or another vehicle?

Results

- 35% of visitor groups were in a vehicle or recreational vehicle towing a trailer or another vehicle (see Figure 34).

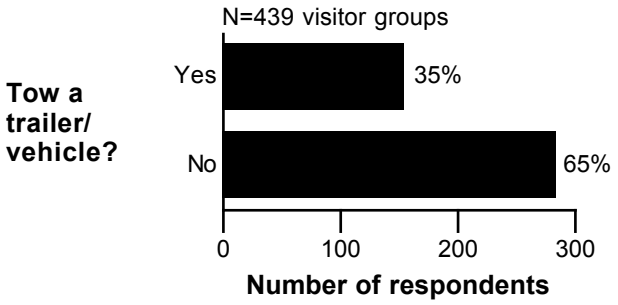


**Figure 34: Visitors groups towing a trailer or another vehicle**

Question 7d

If YES, how long was it?

Results

- 35% of towed vehicles were 16-20 feet in length (see Figure 35).
- 27% were 21-25 feet in length.

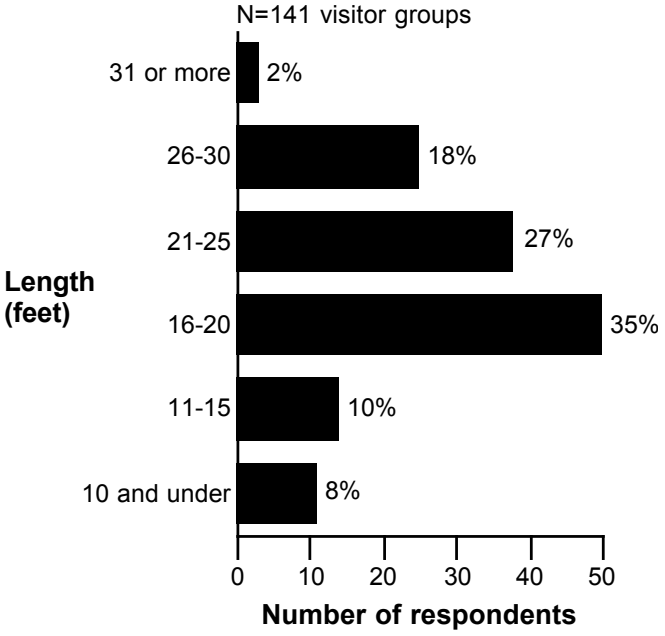


**Figure 35: Length of trailer or other towed vehicle**

* total percentages do not equal 100 due to rounding

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

## Parking

Question 15a
On this visit to Chickasaw NRA, did you and your group experience any parking problems?

Results
- 14% of visitor groups experienced parking problems (see Figure 36).

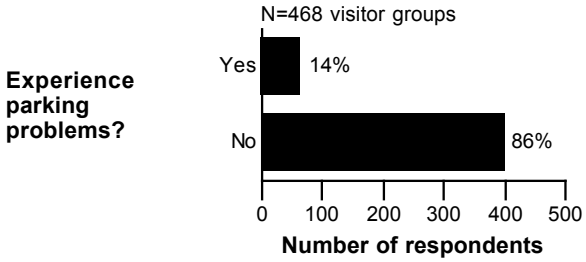


**Figure 36: Parking problems in the park**

Question 15b
If YES, where were the problems? (open-ended question)

Results
- 78% of visitor groups (N=57) made comments (see Table 11).

Question 15c
What parking problems did you encounter? (open-ended question)

Results
- 70% of visitor groups (N=51) made comments (see Table 11).

**Table 11: Parking problems experienced by visitor groups**
N=67 comments;
some visitor groups made more than one comment.

| Location | Parking problem | Number of times mentioned |
|---|---|---|
| Bath house | No parking, places all full | 1 |
| Buckhorn | Not enough parking spaces | 1 |
| Buckhorn boat launch | Not enough parking spaces | 3 |
| | Autos parked in trailer parking spaces | 1 |
| | Even with restriping people are not parking correctly | 1 |
| | Nearly penned in the east parking lot | 1 |
| | Not enough room to park travel trailer, truck, boat trailer | 1 |
| Buckhorn campground | Not enough parking spaces | 1 |
| Buckhorn Loop A | People with boats, trailer parking parallel and taking up 7-8 diagonal parking spots | 1 |
| Buckhorn Loop C | Not enough parking spaces | 1 |
| | There were too many with boats and vehicles | 1 |
| Campground C-7 | Not enough parking spaces | 1 |
| Campground Loop B | Not enough parking spaces | 1 |
| Cold Springs | Difficult to park small trailer | 1 |
| Goddard Youth Camp/ Rock Bridge | Not enough parking spaces | 1 |

* total percentages do not equal 100 due to rounding

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

**Table 11: Parking problems experienced by visitor groups**
(continued)

| Location | Parking problem | Number of times mentioned |
|---|---|---|
| Guy Sandy | Not enough parking spaces | 2 |
| | No place to park | 1 |
| Guy Sandy Campground | I think we should be able to drive our cars down to unload | 1 |
| Guy Sandy boat launch | Boats getting out of water and no place to park to unload boat | 1 |
| | Could not backup, too many boats | 1 |
| Little Niagara | Not enough parking spaces | 2 |
| | No place to park | 1 |
| | Too many cars on July 4th weekend | 1 |
| Rock Creek Campground | The limit of two vehicles per campsite. We were forced to purchase an adjacent campground. | 1 |
| Sunset Beach | Not enough parking spaces | 1 |
| The Point | Not enough parking spaces | 2 |
| | No place to park | 1 |
| | Poor roads | 1 |
| The Point swimming area | No place to park | 2 |
| | Not enough parking spaces | 2 |
| Veterans Lake | No parking spaces | 1 |
| Veterans Lake boat ramp | Not enough shady places | 1 |
| Unspecified boat launch | Not enough room to park travel trailer, truck, boat trailer | 3 |
| | Boat trailers left in vehicle parking | 1 |
| | Too crowded | 1 |
| Unspecified campground | Not enough parking spaces | 4 |
| | Not enough room to park travel trailer, truck, boat trailer | 4 |
| | In front of our campsite. People parked in the parking space reserved for our site. They were there 1.5 days. | 1 |
| | Other cars were parked in our campsite spaces | 1 |
| | Vehicle & boats on side roads, hard to drive through | 1 |
| | Users would fill our spaces while we were at beach | 1 |
| Unspecified location | Not enough parking spaces | 2 |
| | Not enough parking places for large family "family reunions" | 1 |
| | Not enough shady places | 1 |
| | Parking meter was broken | 1 |
| | RV areas not easily accessible to longer RV's | 1 |
| | Too crowded | 1 |
| Unspecified picnic area | Too crowded | 1 |
| | Too many cars, ranger asked us to move some | 1 |
| | Vehicle & boats on side roads, hard to drive through | 1 |
| Unspecified swimming area | No parking spaces | 1 |

* total percentages do not equal 100 due to rounding

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

## Length of visit

### Hours

Question 14
On this visit, how long did you and your group stay at Chickasaw NRA?

Results
- 77% of visitor groups visited four or more hours (see Figure 37).
- 51% spent six or more hours.

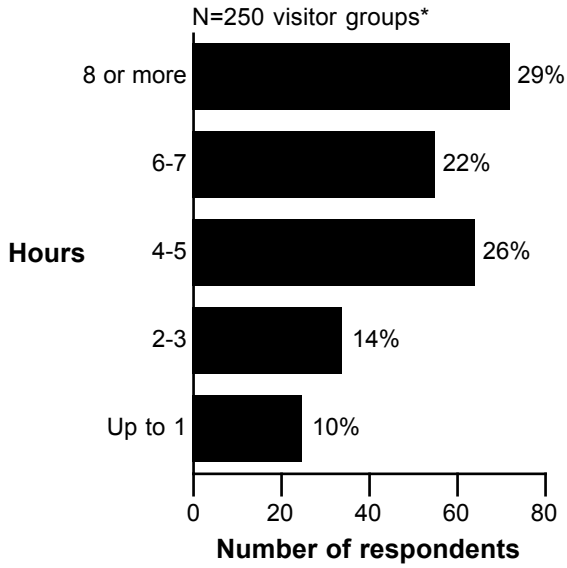


**Figure 37: Number of hours visiting the park**

### Days

Question 14
On this visit, how long did you and your group stay at Chickasaw NRA?

Results
- 58% of visitor groups visited two or three days (see Figure 38).
- 21% spent five or more days.

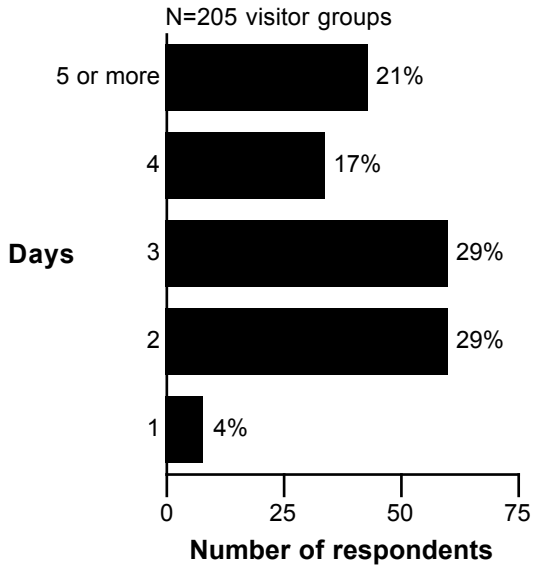


**Figure 38: Number of days visiting the park**

* total percentages do not equal 100 due to rounding

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

## Number of park entries

Question 6a

Please list the number of times you and your group entered the park on this visit.

Results

- 47% of visitor groups entered the park once (see Figure 39).
- 28% entered two or three times.
- 25% entered four or more times.

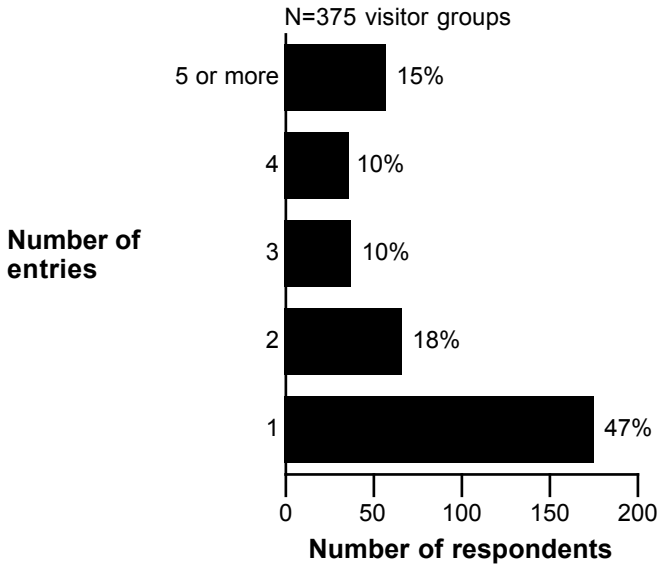


**Figure 39: Number of park entries**

* total percentages do not equal 100 due to rounding

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

## Sites visited in Platt District

Question 12a

For this visit, please check all the sites in Platt District that you and your group visited at Chickasaw NRA.

Results

- 72% of visitor groups visited Little Niagara (see Figure 40).
- 63% visited Travertine Nature Center.
- 61% visited swimming areas without lifeguards.
- "Other" sites (5%) visited included:

  Bromide Pavilion
  Bromide Hill
  Rock Creek
  Cedar Blue
  Travertine Island
  Baking trails
  Streams

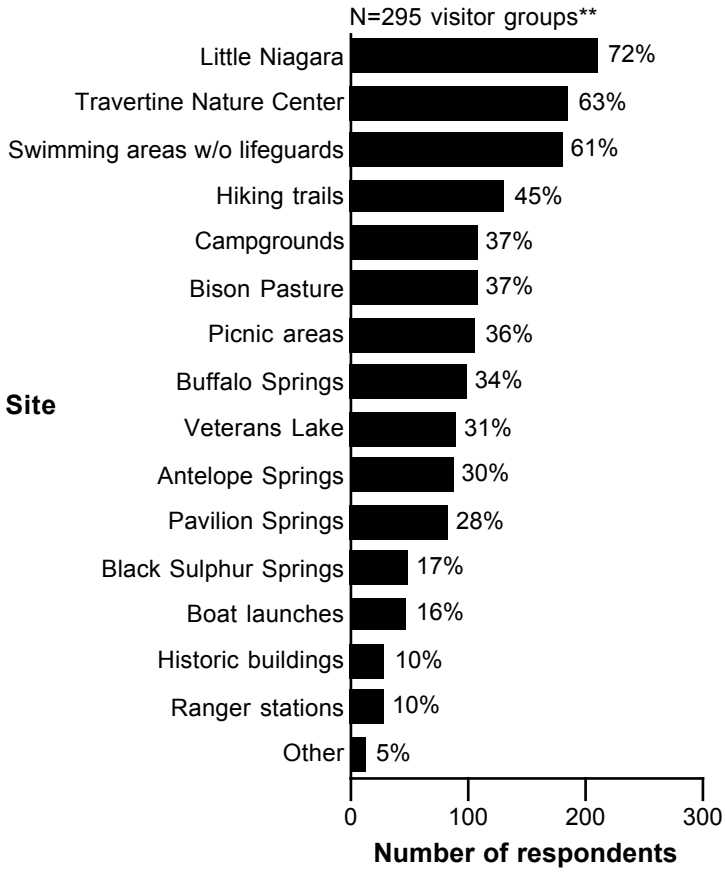


**Figure 40: Sites visited in Platt District**

* total percentages do not equal 100 due to rounding

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

## Sites visited in Arbuckle District

Question 12b

For this visit, please check all the sites in Arbuckle District that you and your group visited at Chickasaw NRA

Results

- 55% of visitor groups visited swimming areas without lifeguards (see Figure 41).
- 51% visited Buckhorn.
- 48% visited boat launches.
- 46% visited The Point.
- "Other" sites (2%) visited included:

  The cliffs
  Bike trails
  Streams

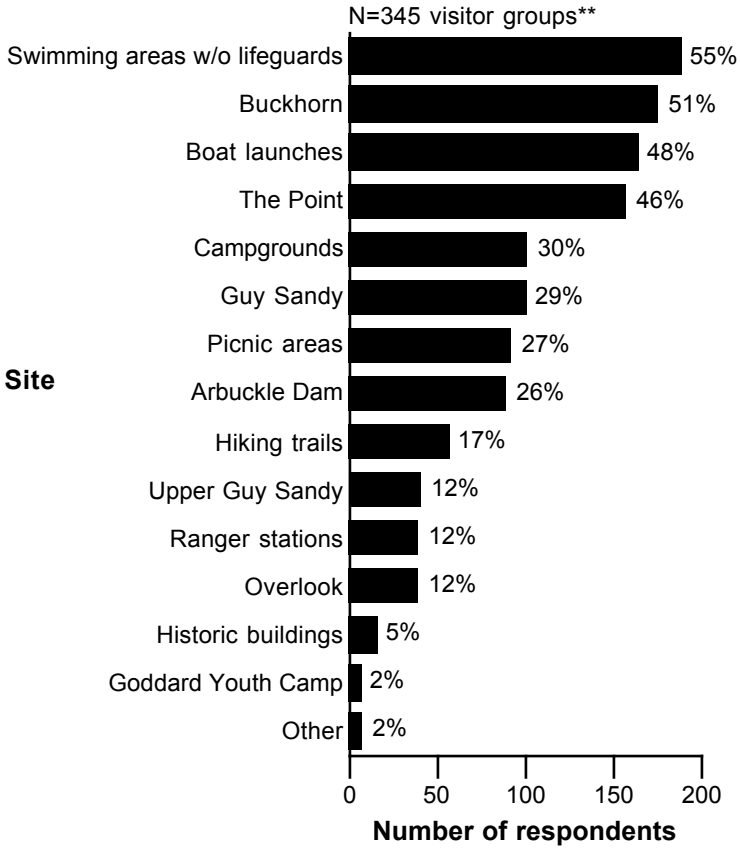


**Figure 41: Sites visited in Arbuckle District**

* total percentages do not equal 100 due to rounding

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

## Activities

Question 11

On this visit to Chickasaw NRA, what activities did you and your group participate in?

Results

- As shown in Figure 42, the most common activities on this visit included:

  79% Swimming

  51% Hiking/walking

  50% Picnicking

- The least common activity was:

  <1% Hunting

- "Other" activities (7%) included:

  Family fun
  Jet skiing, inner tubing, wake boarding
  Listening to music in park
  Puppet show
  Purchase Golden Age pass
  Reptile program
  Reunion with friends
  Sightseeing
  Stargazing
  Visiting nature center

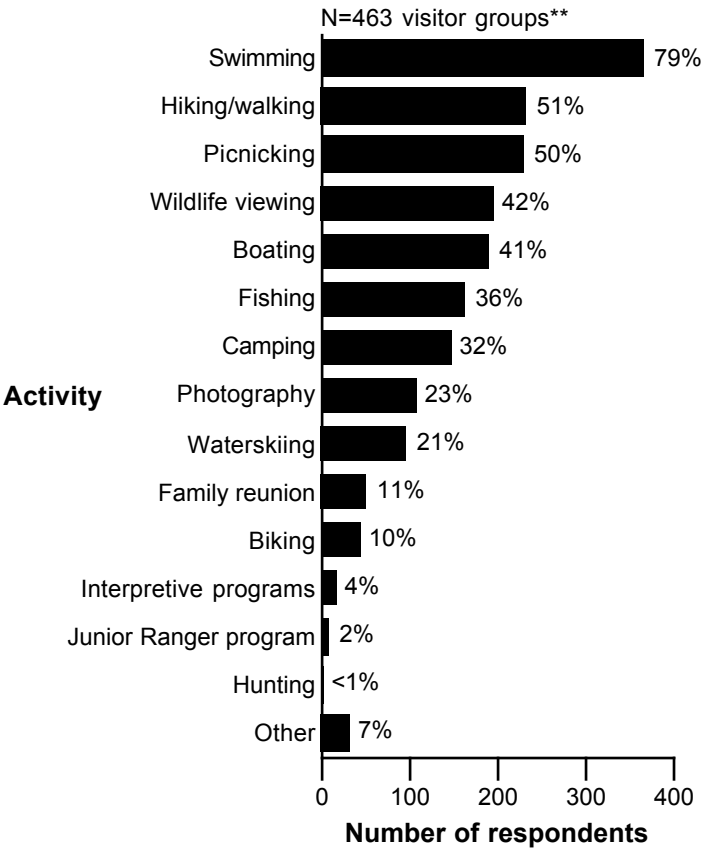


**Figure 42: Visitor activities on this visit**

* total percentages do not equal 100 due to rounding

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

# Ratings of Park Services, Facilities, Attributes, and Resources

## Information services and facilities used

Question 17a

Please check all of the information services and facilities that you and your group used during this visit to Chickasaw NRA.

Results

- As shown in Figure 43, the most used information services/facilities included:

  60% Park brochure/map

  53% Nature Center living exhibits

- The least used service/facility was:

  4% Junior Ranger program

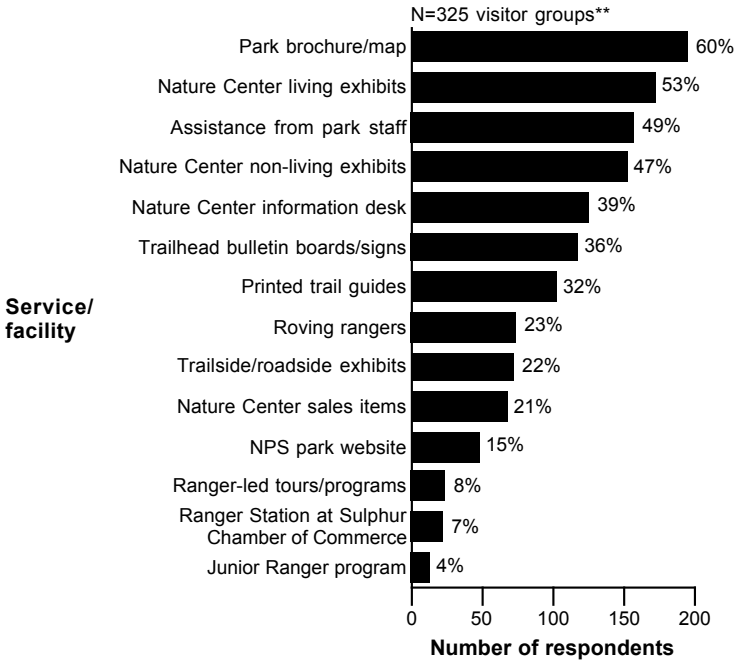


**Figure 43: Visitor information services and facilities used**

* total percentages do not equal 100 due to rounding

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

## Importance ratings of information services and facilities

Question 17b

For only those services and facilities that you or your group used, please rate their importance from 1 to 5.

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

Results

- Figure 44 shows the combined proportions of "extremely important" and "very important" ratings of information services and facilities that were rated by enough visitor groups (N≥30).
- The services/facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  88% Nature Center information desk

  87% Roving rangers

  86% Assistance from park staff
- Figures 45 to 58 show the importance ratings of information services and facilities.
- The service/facility receiving the highest "not important" rating was:

  5% Nature Center sales items

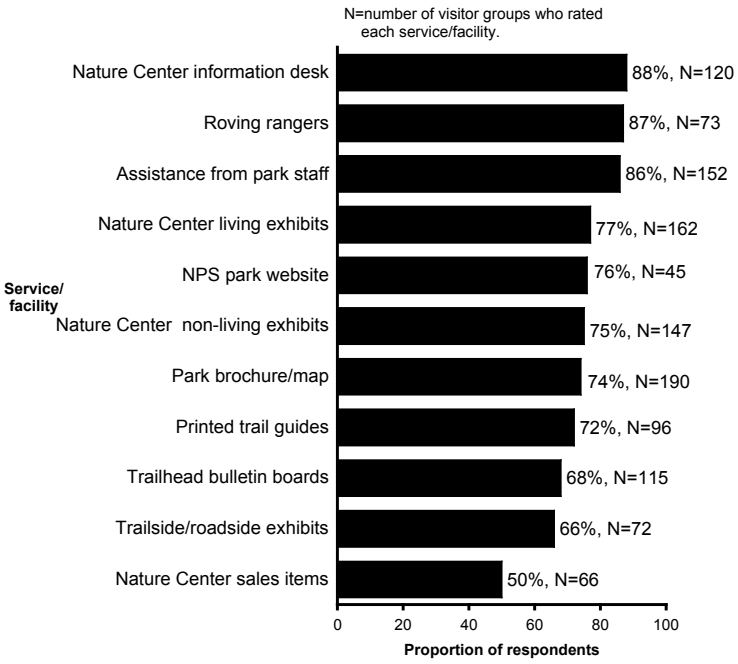


**Figure 44: Combined proportions of "extremely important" and "very important" ratings of information services and facilities**

* total percentages do not equal 100 due to rounding

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

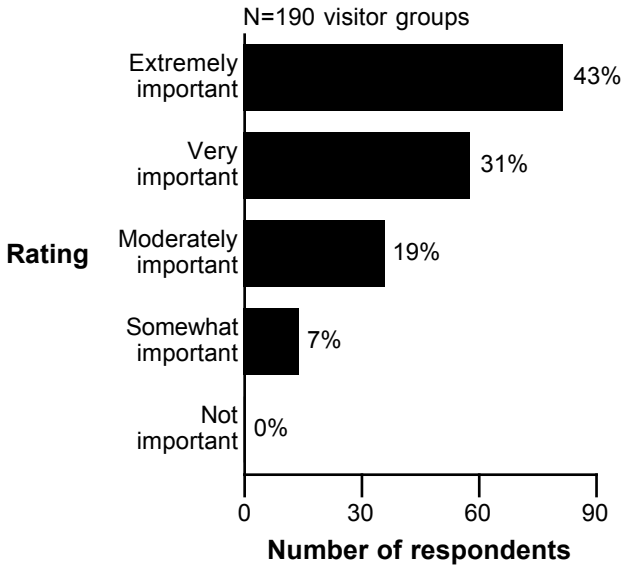


**Figure 45: Importance of park brochure/map**

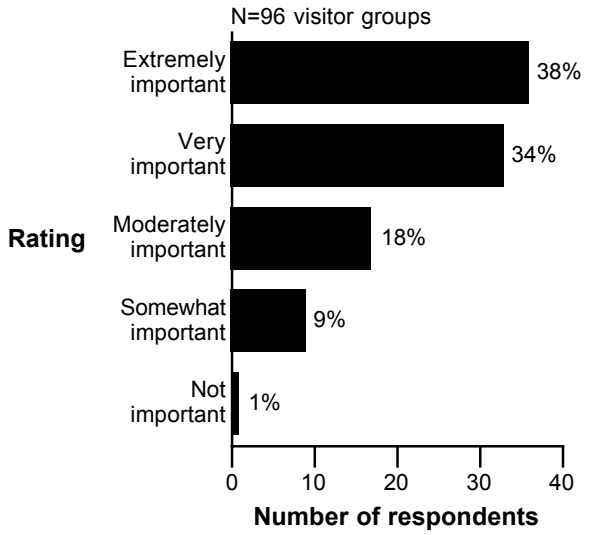


**Figure 46: Importance of printed trail guides**

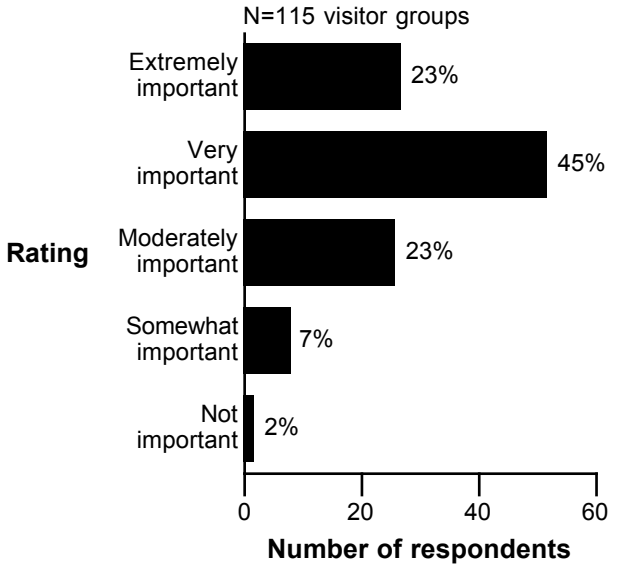


**Figure 47: Importance of trailhead bulletin boards/signs**

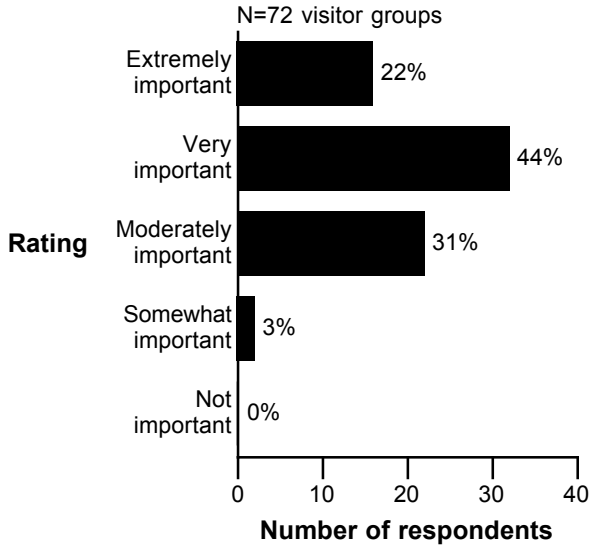


**Figure 48: Importance of trailside/roadside exhibits**

* total percentages do not equal 100 due to rounding

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

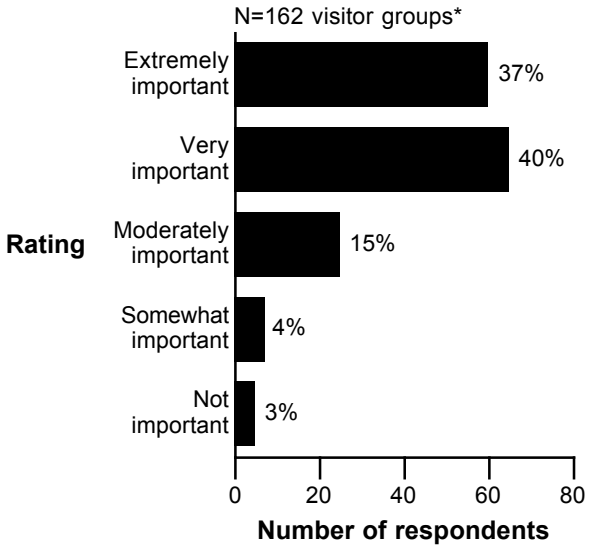


**Figure 49: Importance of Nature Center living exhibits**

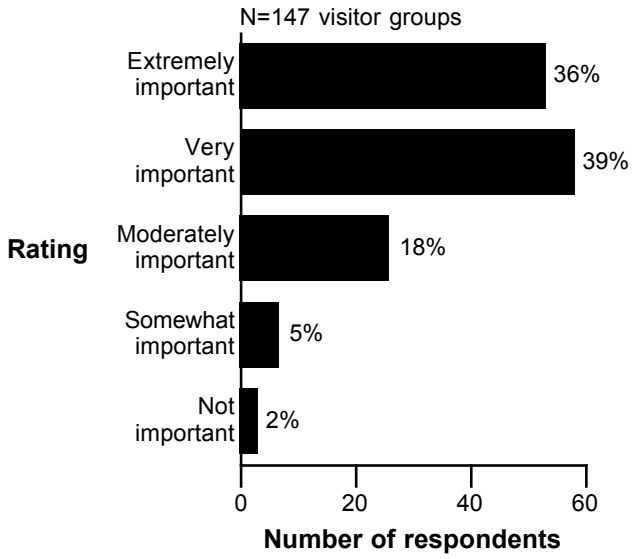


**Figure 50: Importance of Nature Center non-living exhibits**

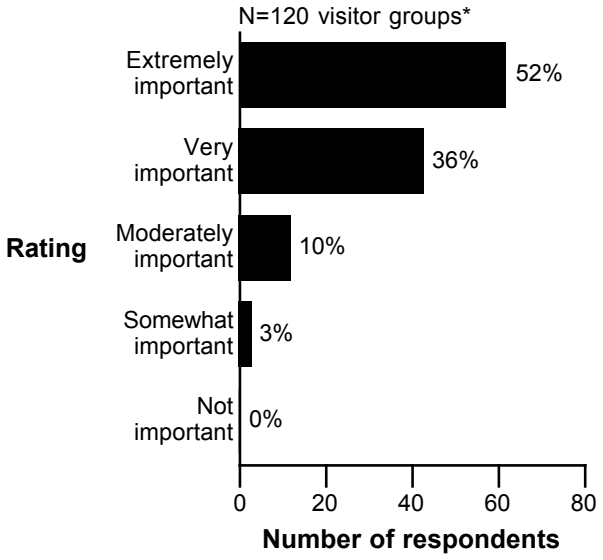


**Figure 51: Importance of Nature Center information desk**

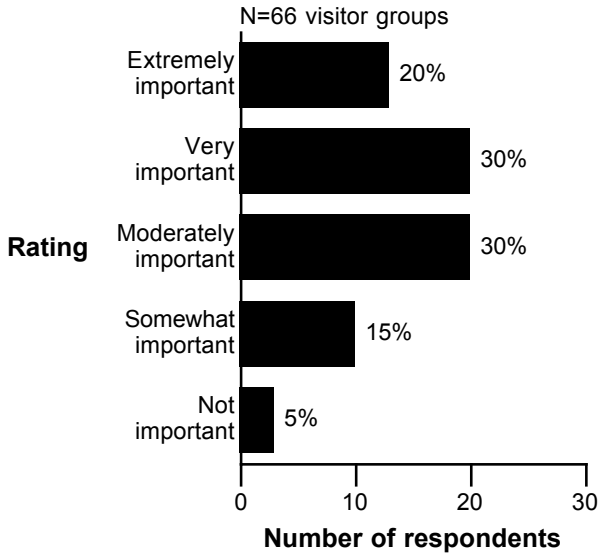


**Figure 52: Importance of Nature Center sales items**

* total percentages do not equal 100 due to rounding

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

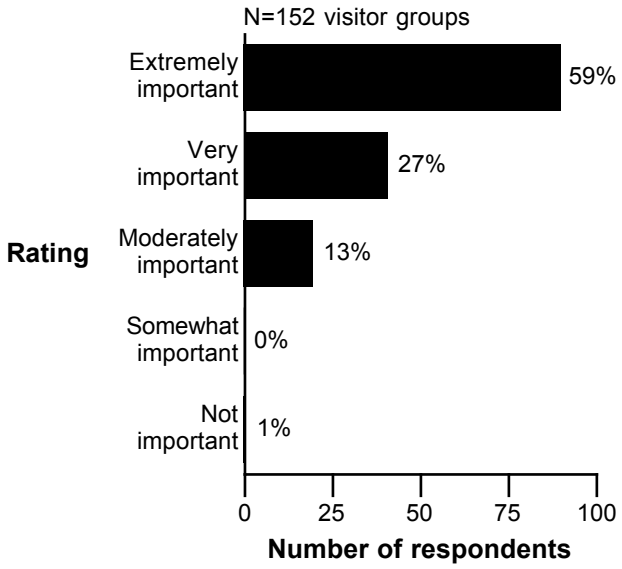


**Figure 53: Importance of assistance from park staff**

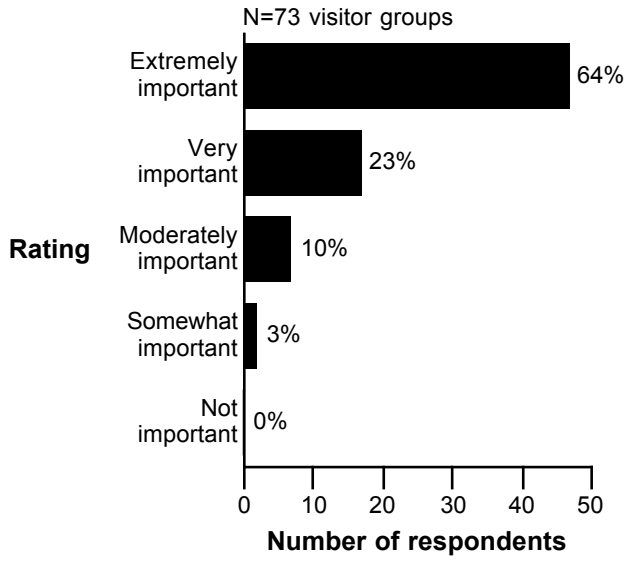


**Figure 54: Importance of roving rangers**

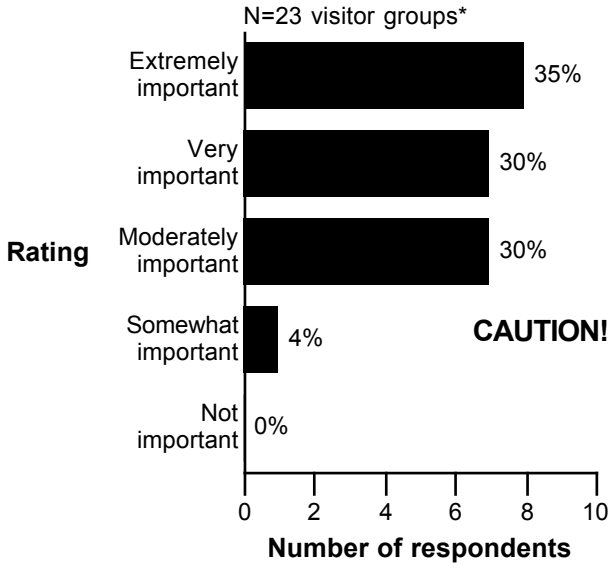


**Figure 55: Importance of ranger-led tours/ programs**

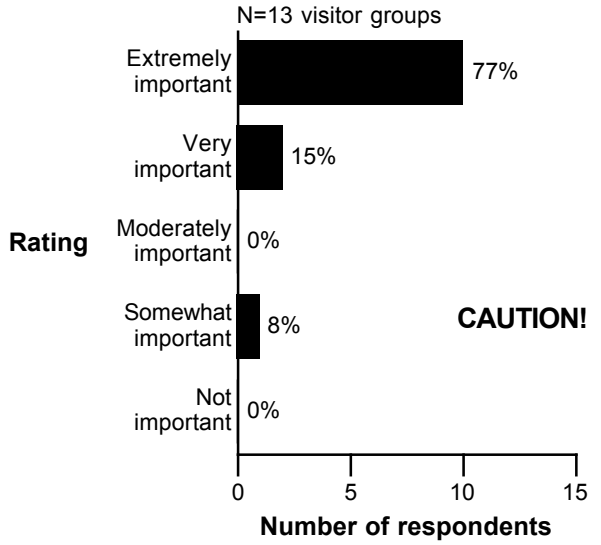


**Figure 56: Importance of Junior Ranger program**

* total percentages do not equal 100 due to rounding

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

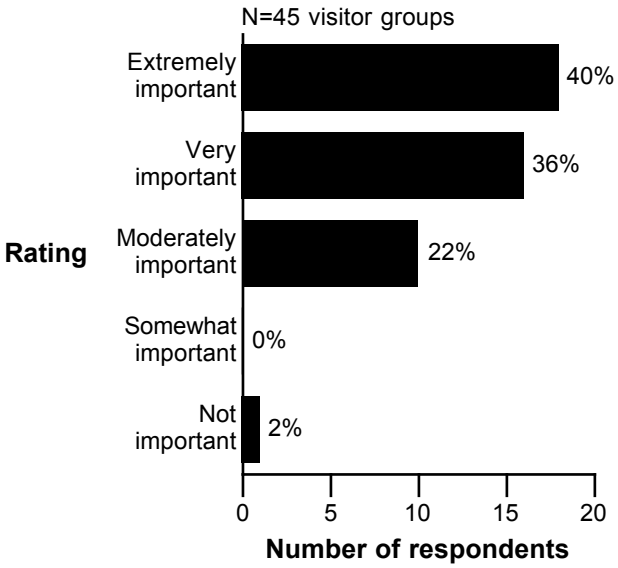


**Figure 57: Importance of NPS park website (used before or during visit)**

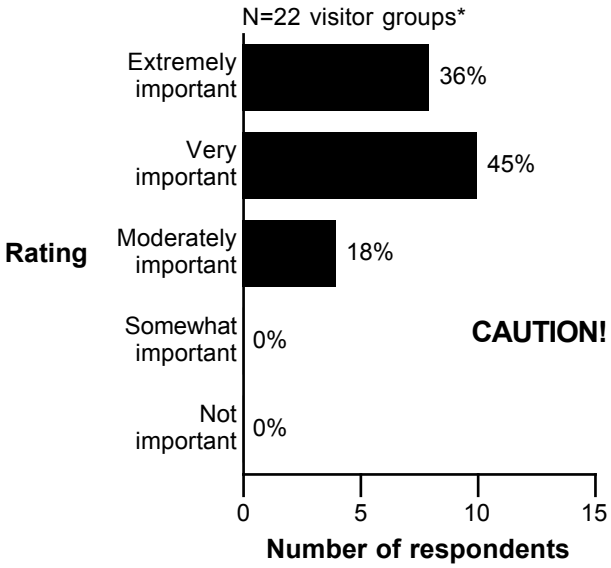


**Figure 58: Importance of Ranger Station at Sulphur Chamber of Commerce office**

* total percentages do not equal 100 due to rounding

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

## Quality ratings of information services and facilities

Question 17c

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

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

Results

- Figure 59 shows the combined proportions of "very good" and "good" quality ratings of information services and facilities that were rated by enough visitor groups (N≥30).
- The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were:

  89% Assistance from park staff

  88% Nature Center information desk

  87% Nature Center non-living exhibits

- Figures 60 to 73 show the quality ratings of information services and facilities.
- The service/facility receiving the highest "very poor" quality rating was:

  5% Quality of roving rangers

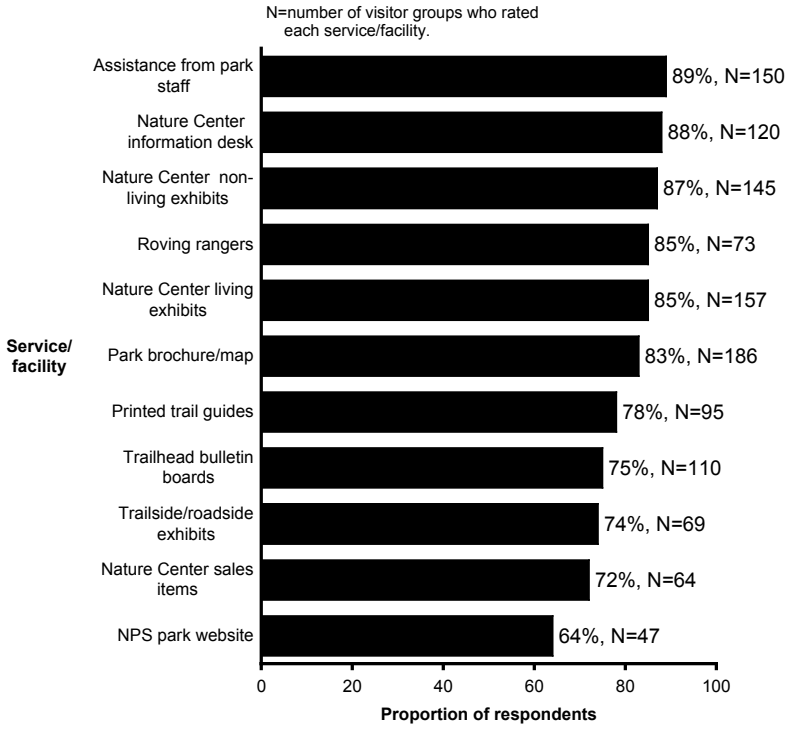


**Figure 59: Combined proportions of "very good" and "good" quality ratings of information services and facilities**

* total percentages do not equal 100 due to rounding

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

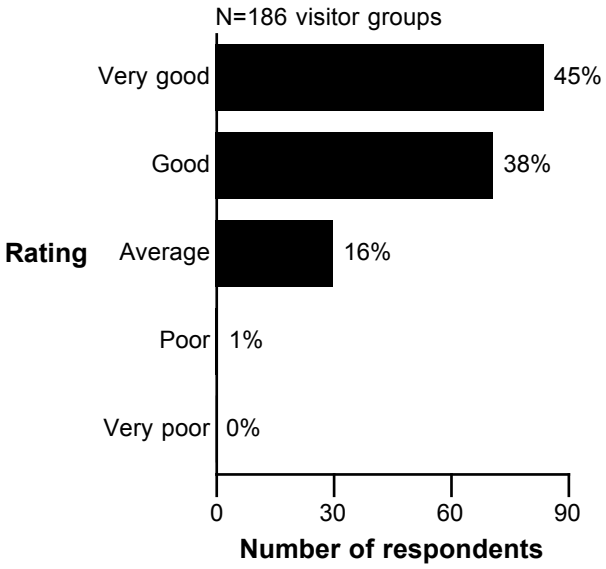


**Figure 60: Quality of park brochure/map**

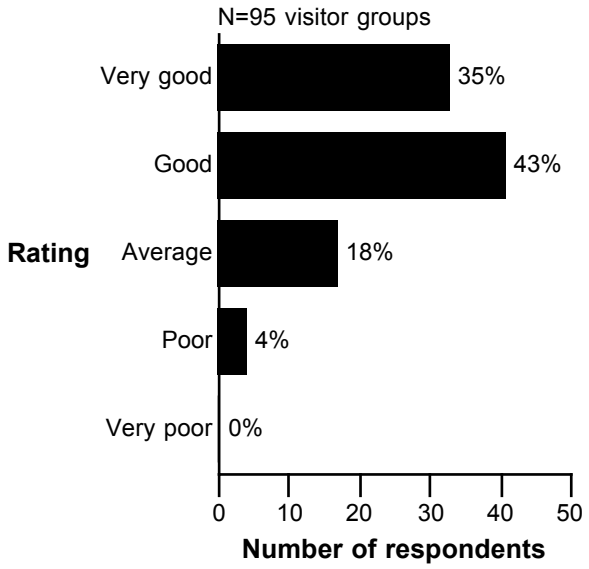


**Figure 61: Quality of printed trail guides**

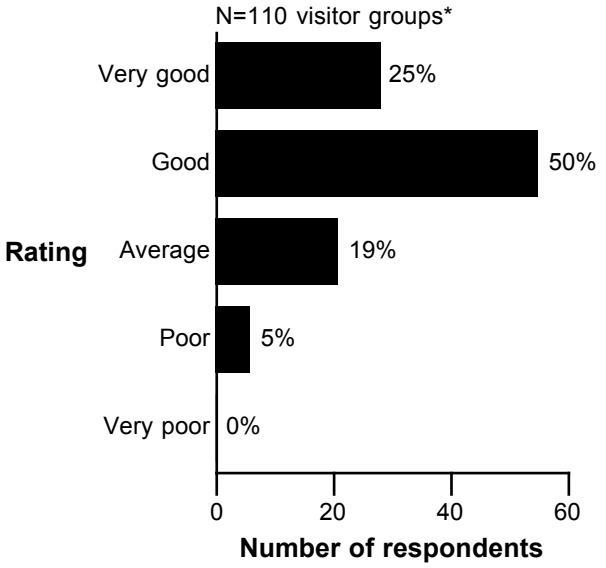


**Figure 62: Quality of trailhead bulletin boards/signs**

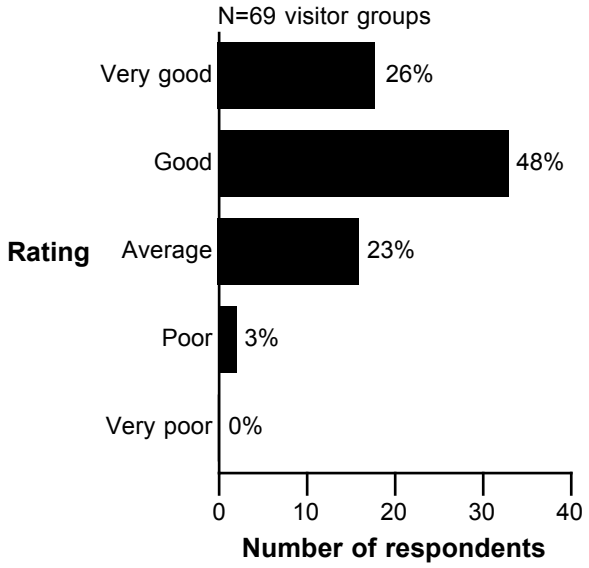


**Figure 63: Quality of trailside/roadside exhibits**

* total percentages do not equal 100 due to rounding

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

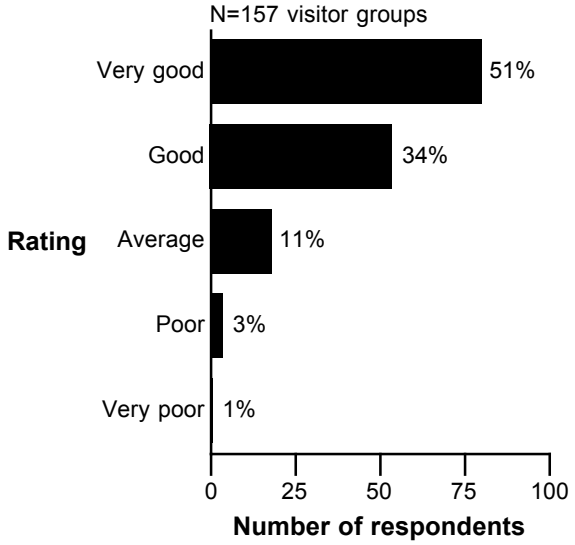


**Figure 64: Quality of Nature Center living exhibits**

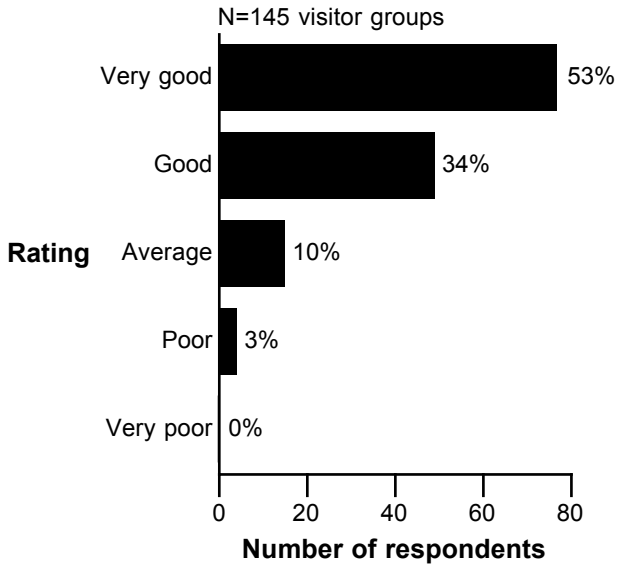


**Figure 65: Quality of Nature Center non-living exhibits**

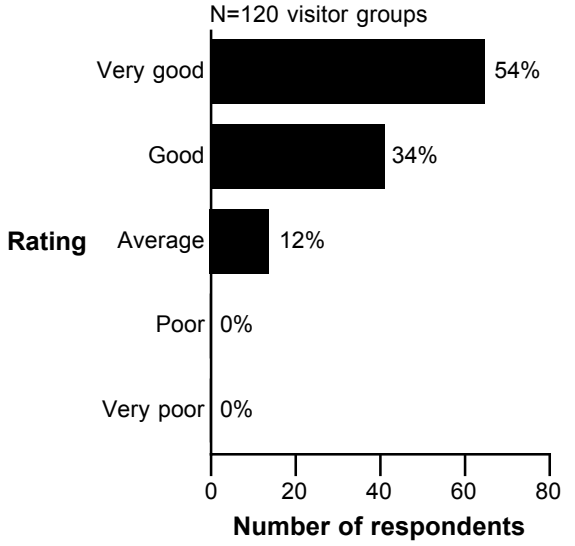


**Figure 66: Quality of Nature Center information desk**

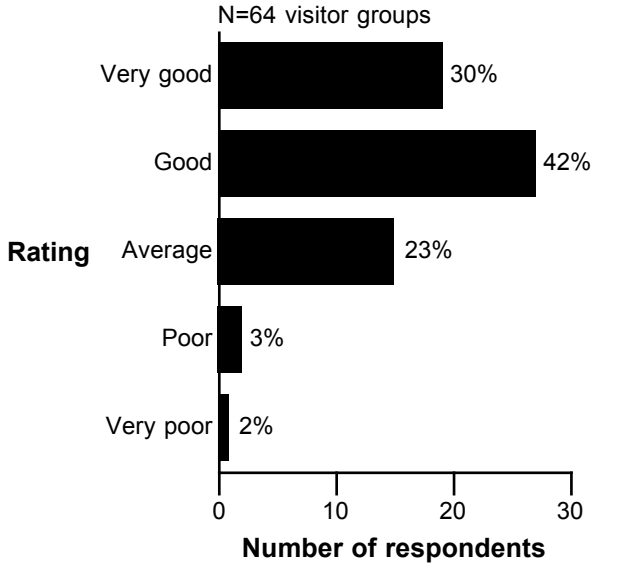


**Figure 67: Quality of Nature Center sales items**

* total percentages do not equal 100 due to rounding

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

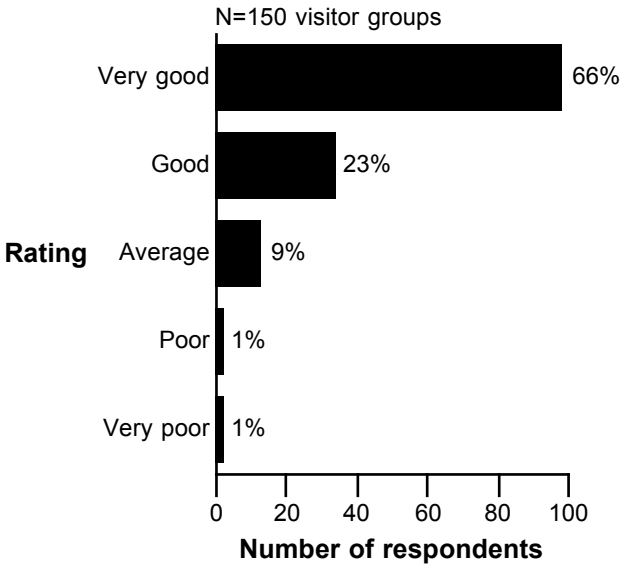


**Figure 68: Quality of assistance from park staff**

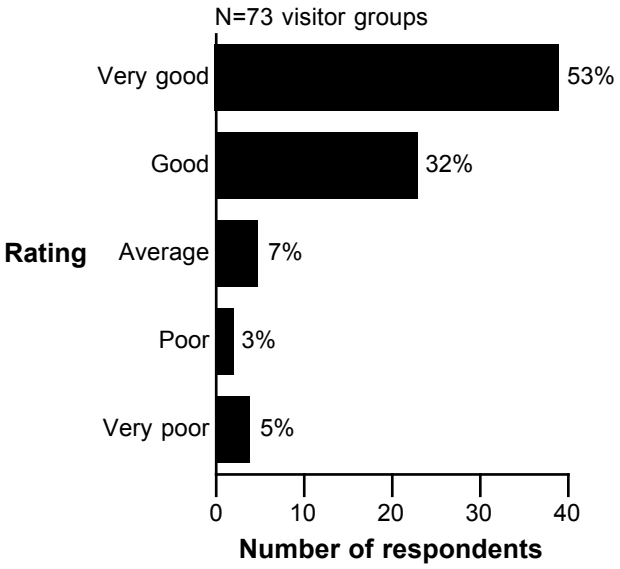


**Figure 69: Quality of roving rangers**

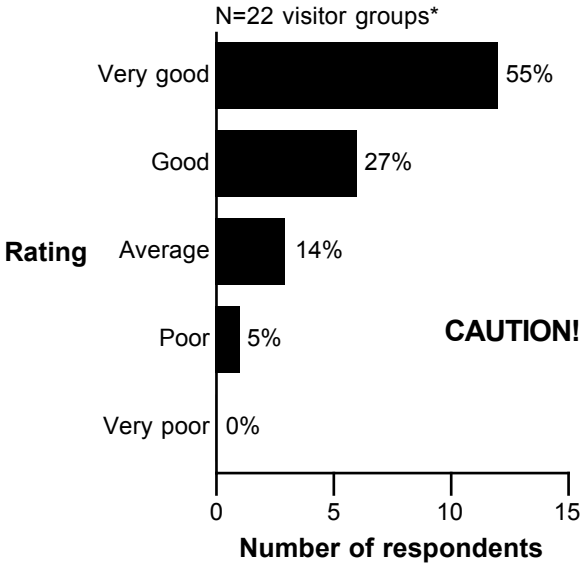


**Figure 70: Quality of ranger-led tours/programs**

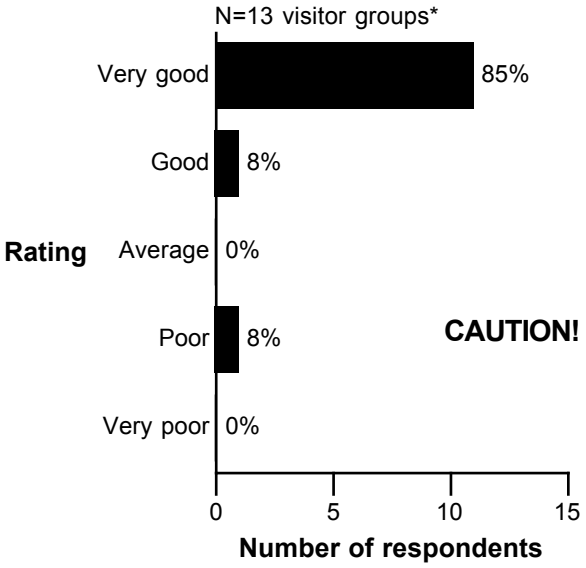


**Figure 71: Quality of Junior Ranger program**

* total percentages do not equal 100 due to rounding

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

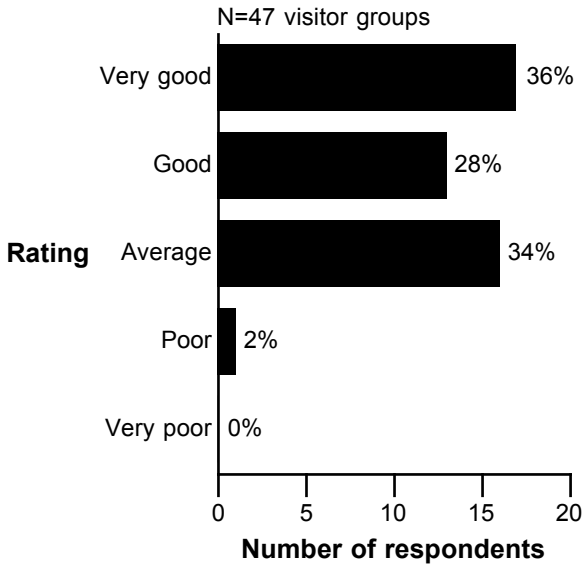


**Figure 72: Quality of NPS park website (used before or during visit)**

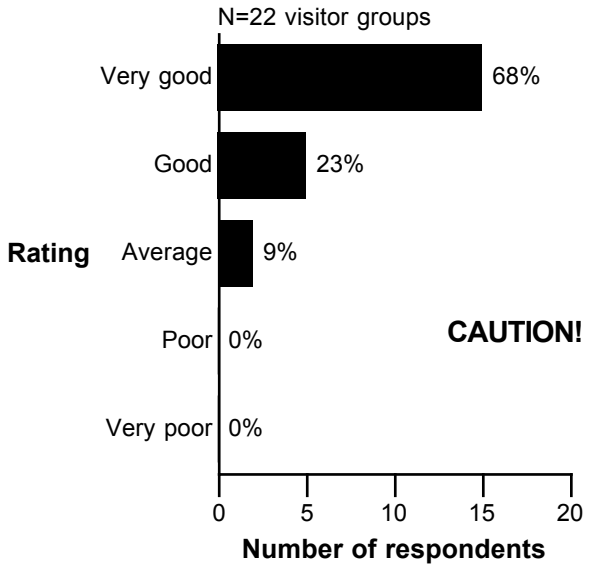


**Figure 73: Quality of Ranger Station at Sulphur Chamber of Commerce office**

* total percentages do not equal 100 due to rounding

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

## Means of importance and quality ratings of information services and facilities

- Figures 74 and 75 show the means of importance and quality ratings of information services and facilities that were rated by enough visitor groups (N≥30).
- All information services and facilities were rated above average in importance and quality.

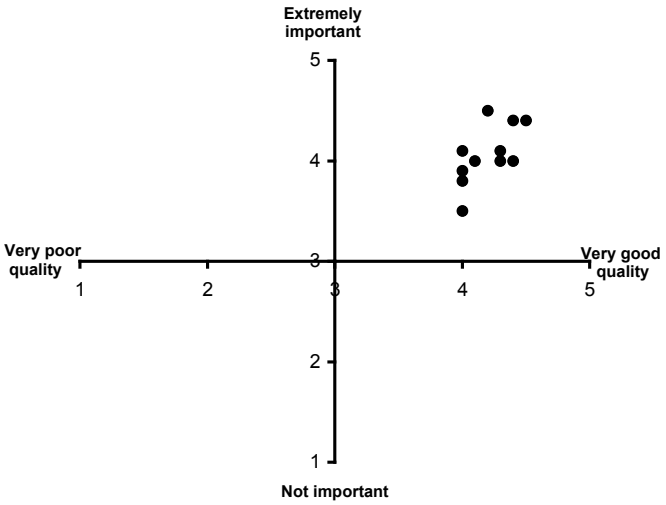


**Figure 74: Means of importance and quality ratings of information services and facilities**

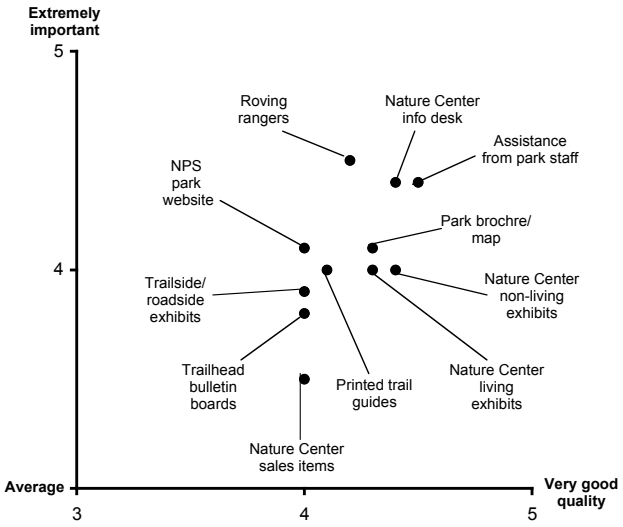


**Figure 75: Detail of Figure 74**

* total percentages do not equal 100 due to rounding

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

## Visitor services and facilities used

Question 18a

Please check all of the visitor services and facilities that you or your group used during this visit to Chickasaw NRA.

Results

- As shown in Figure 76, the most used visitor services and facilities included:

  85% Parking

  80% Restrooms

  61% Directional signs (in park)

- The least used service/facility was:

  5% Access for disabled persons

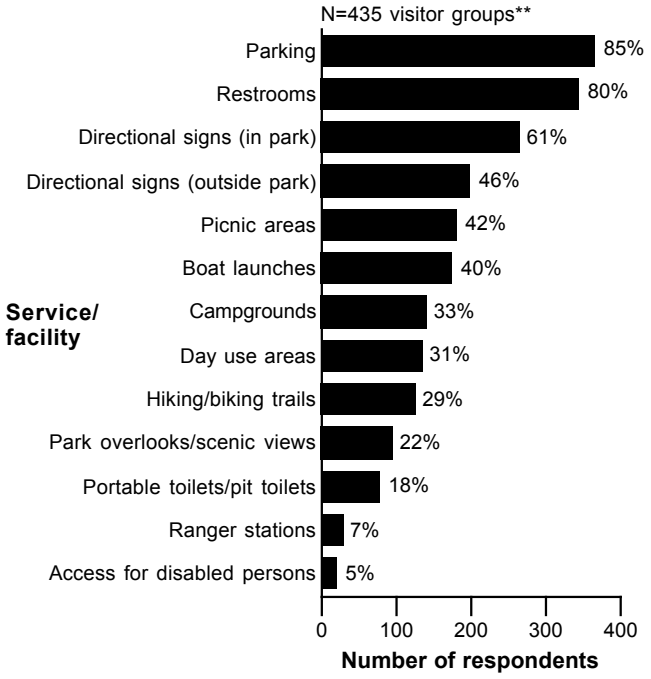


**Figure 76: Visitor services and facilities used**

* total percentages do not equal 100 due to rounding

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

## Importance ratings of visitor services and facilities

Question 18b

For only those services and facilities that you or your group used, please rate their importance from 1 to 5.

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

Results

- Figure 77 shows the combined proportions of "extremely important" and "very important" ratings of visitor services and facilities that were rated by enough visitor groups (N≥30).
- The services/facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  97% Campgrounds

  96% Restrooms

  96% Boat launches

- Figures 78 to 90 show the importance ratings of visitor services and facilities.
- The service/facility receiving the highest "not important" rating was:

  2% Park overlooks/scenic views

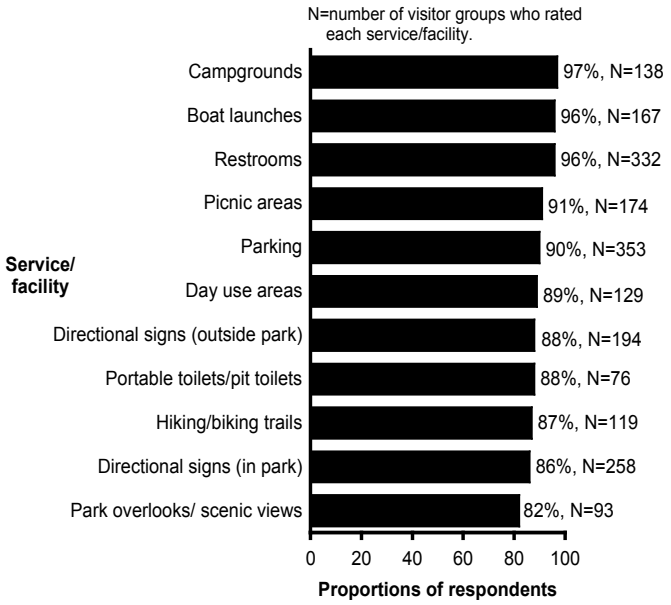


**Figure 77: Combined proportions of "extremely important" and "very important" ratings of visitor services and facilities**

* total percentages do not equal 100 due to rounding

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

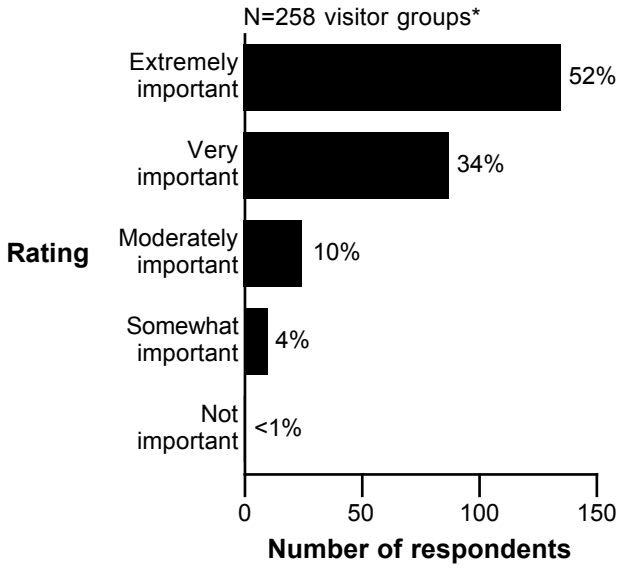


**Figure 78: Importance of directional signs (in park)**

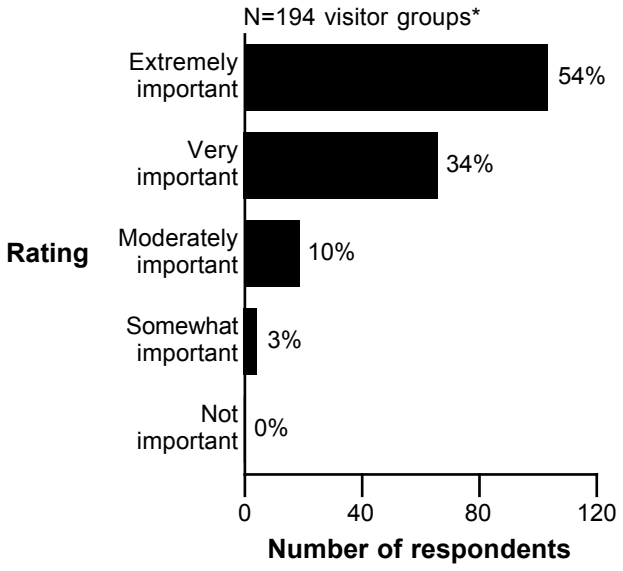


**Figure 79: Importance of directional signs (outside park)**

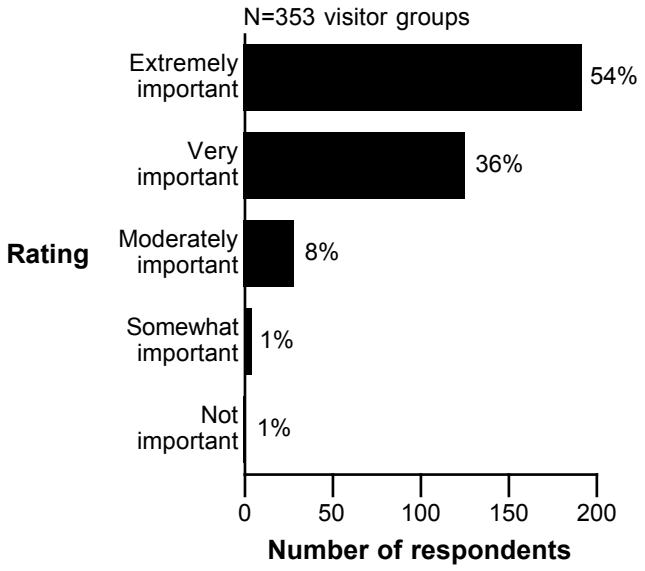


**Figure 80: Importance of parking**

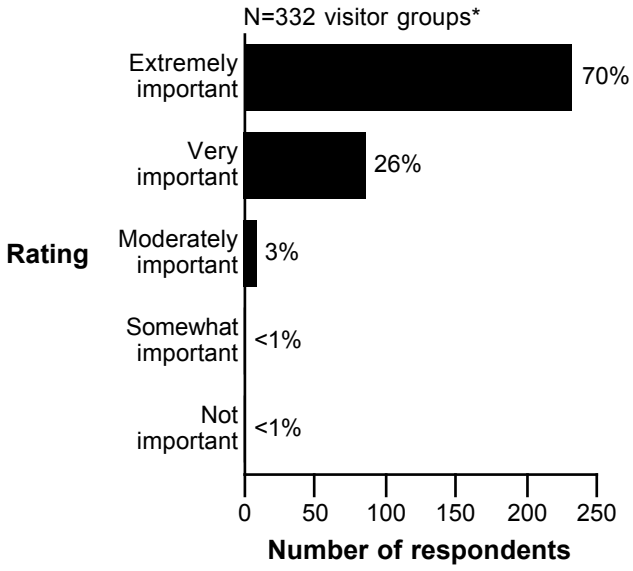


**Figure 81: Importance of restrooms**

* total percentages do not equal 100 due to rounding

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

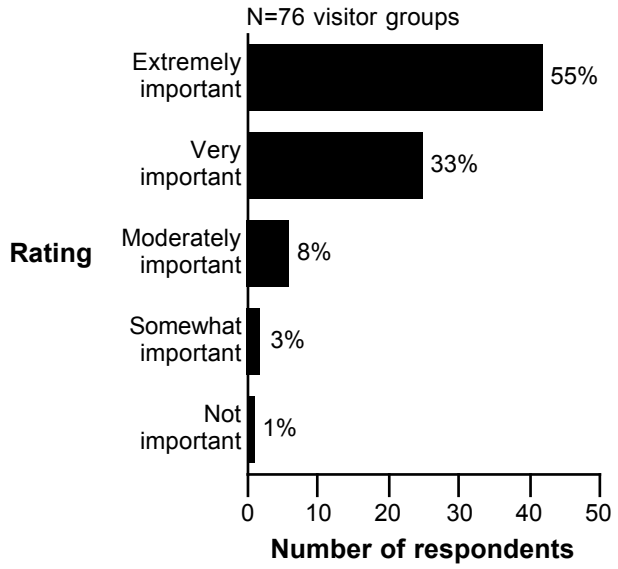


**Figure 82: Importance of portable toilets/pit toilets**

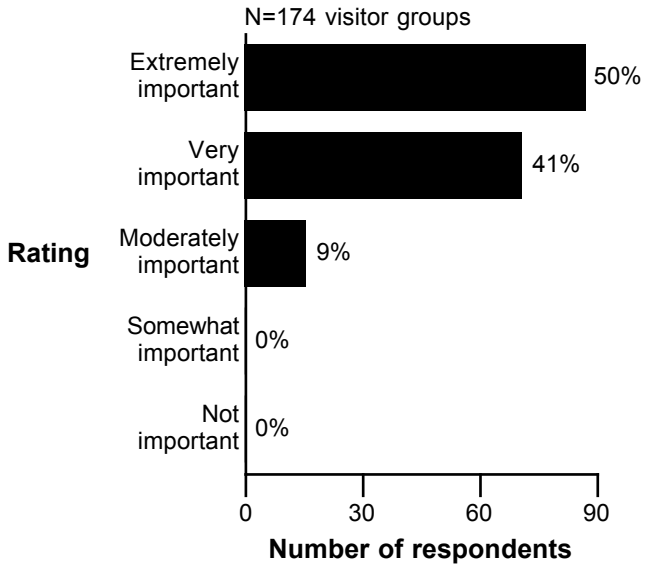


**Figure 83: Importance of picnic areas**

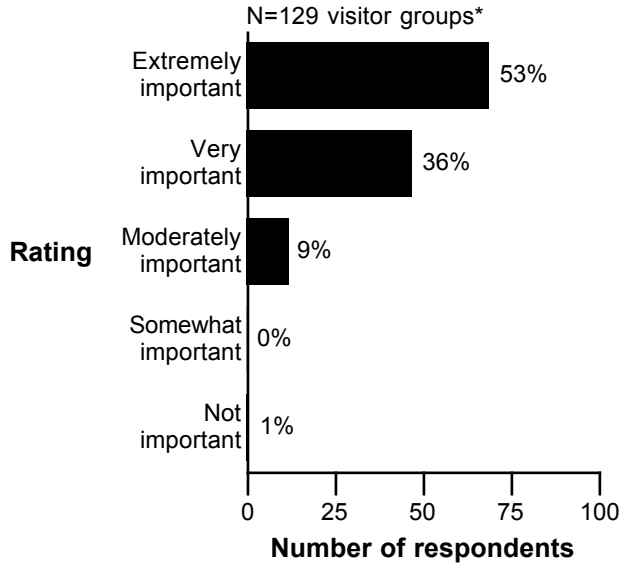


**Figure 84: Importance of day use areas**

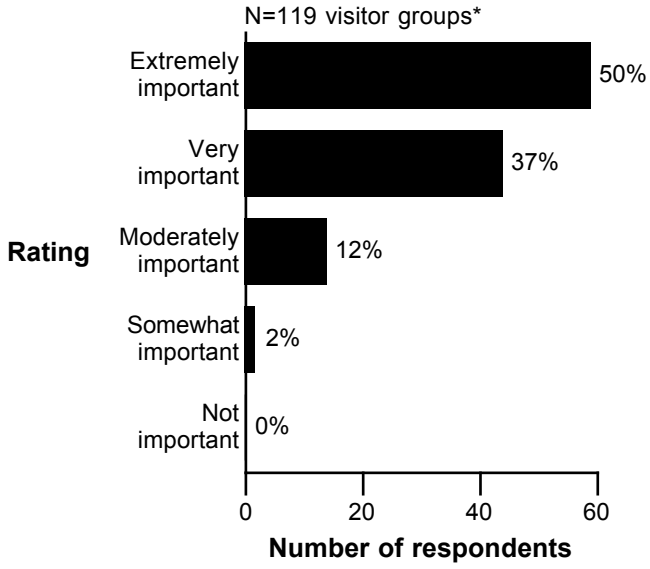


**Figure 85: Importance of hiking/biking trails**

* total percentages do not equal 100 due to rounding

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

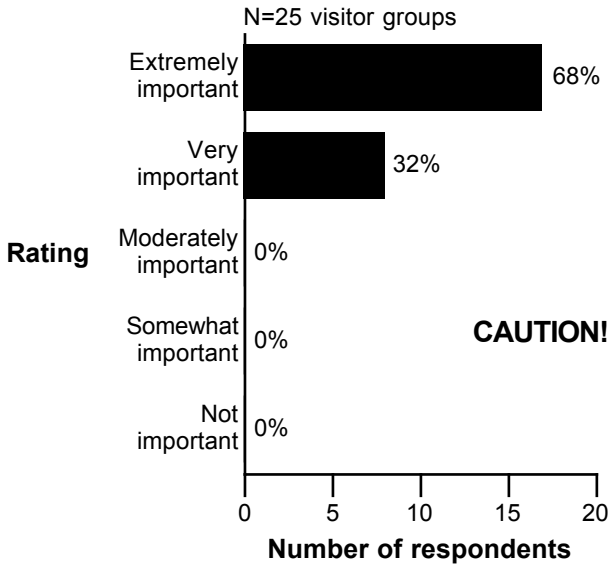


**Figure 86: Importance of ranger stations**

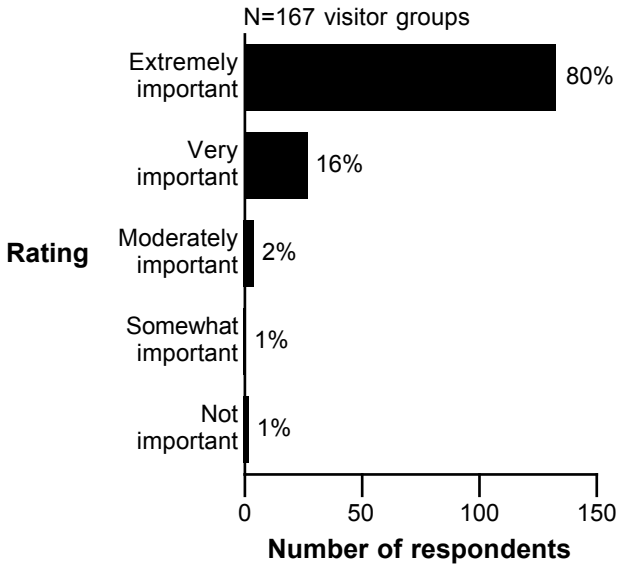


**Figure 87: Importance of boat launches**

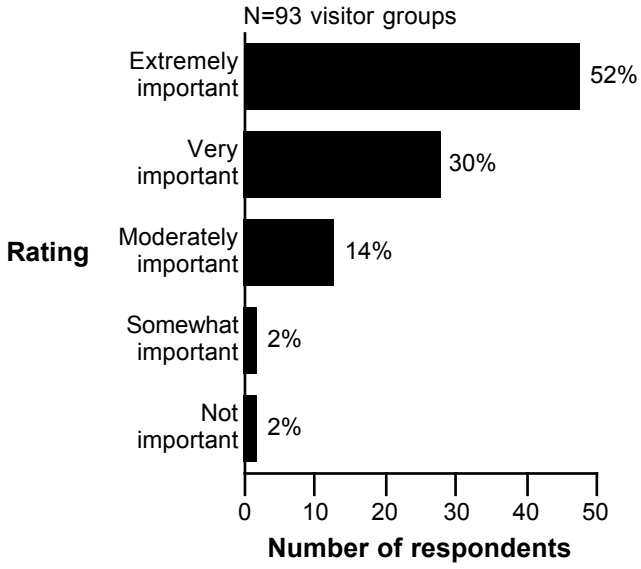


**Figure 88: Importance of park overlooks/ scenic views**

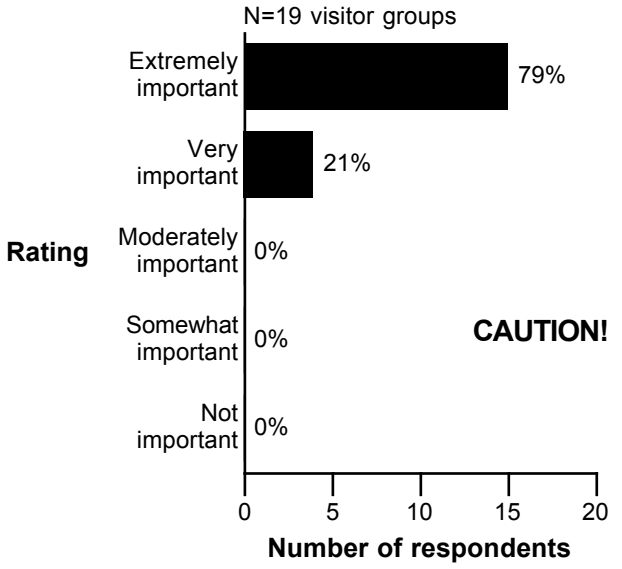


**Figure 89: Importance of access for disabled persons**

* total percentages do not equal 100 due to rounding

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

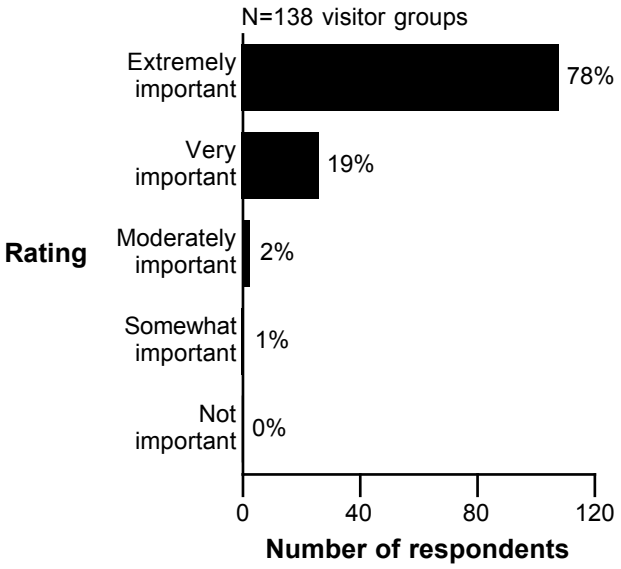


**Figure 90: Importance of campgrounds**

* total percentages do not equal 100 due to rounding

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

## Quality ratings of visitor services and facilities

Question 18c

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

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

Results

- Figure 91 shows the combined proportions of "very good" and "good" quality ratings of visitor services and facilities that were rated by enough visitor groups (N≥30).
- The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were:

  91% Boat launches

  91% Campgrounds

  88% Hiking/biking trails

- Figures 92 to 104 show the quality ratings of visitor services and facilities.
- The service/facility receiving the highest "very poor" rating was:

  14% Portable toilets/pit toilets

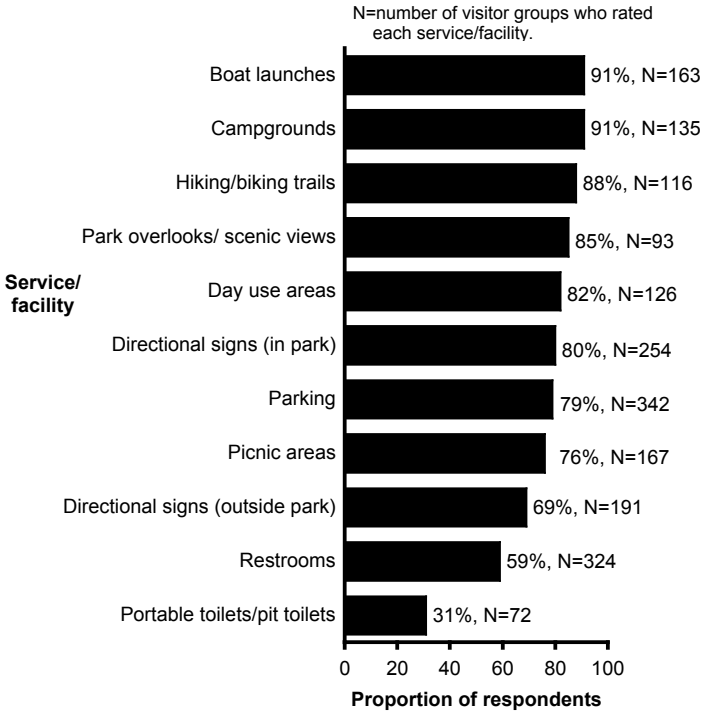


**Figure 91: Combined proportions of "very good" and "good" quality ratings of visitor services and facilities**

* total percentages do not equal 100 due to rounding

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

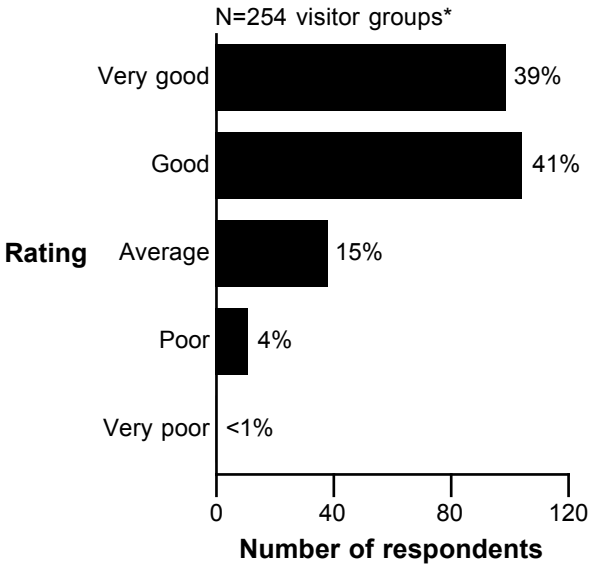


**Figure 92: Quality of directional signs (in park)**

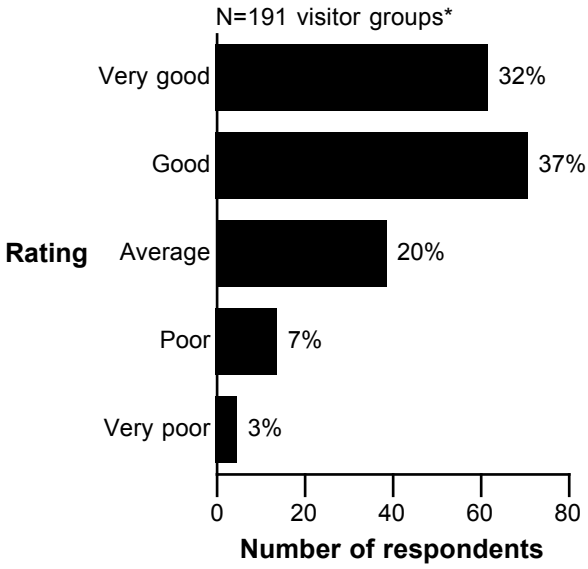


**Figure 93: Quality of directional signs (outside park)**

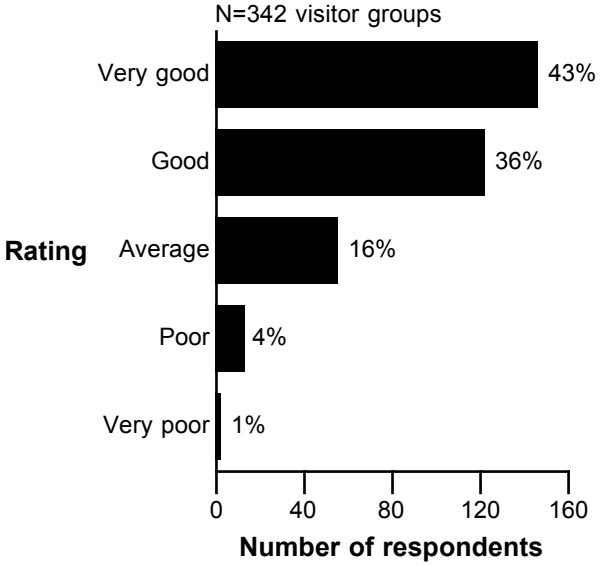


**Figure 94: Quality of parking**

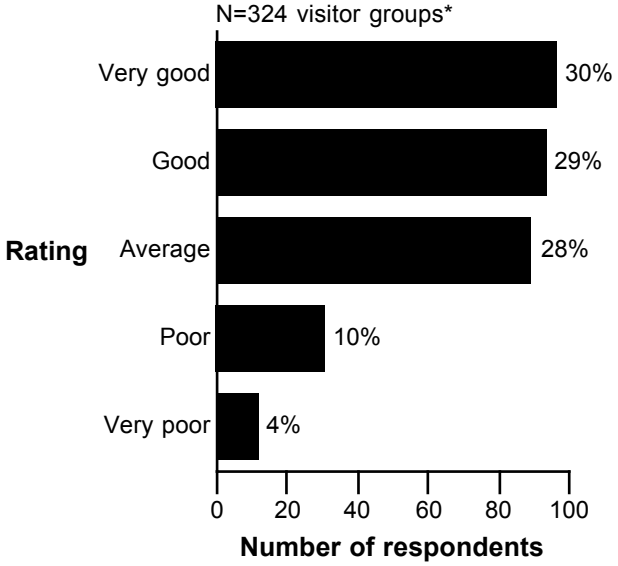


**Figure 95: Quality of restrooms**

* total percentages do not equal 100 due to rounding

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

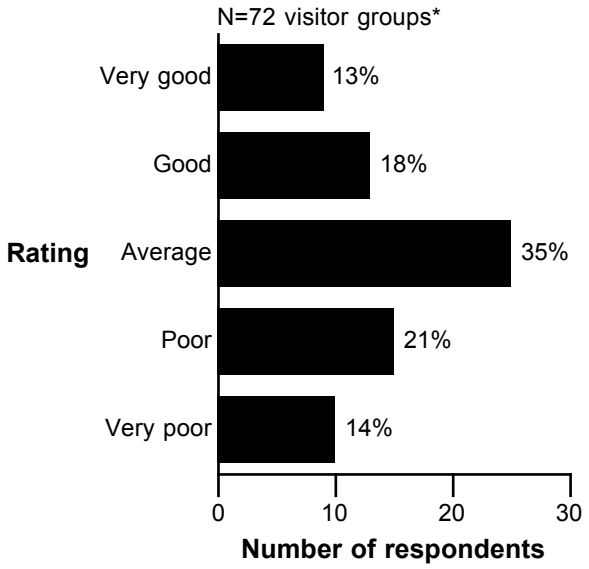


**Figure 96: Quality of portable toilets/pit toilets**

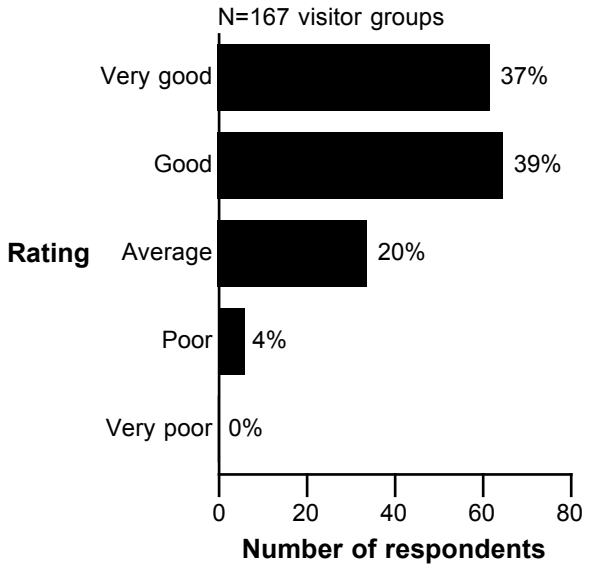


**Figure 97: Quality of picnic areas**

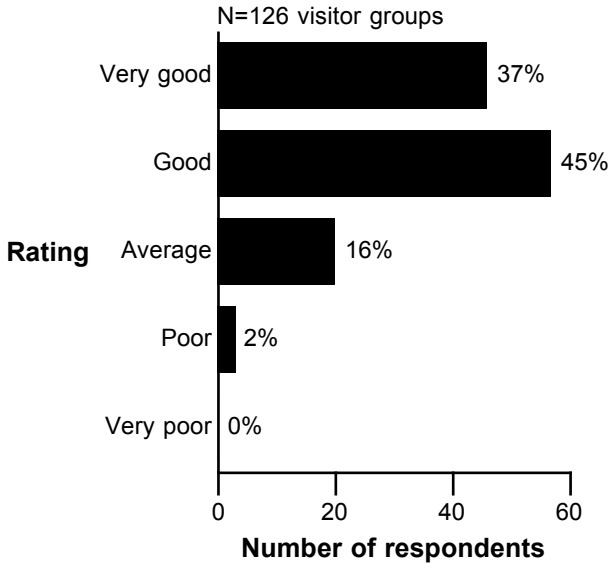


**Figure 98: Quality of day use areas**

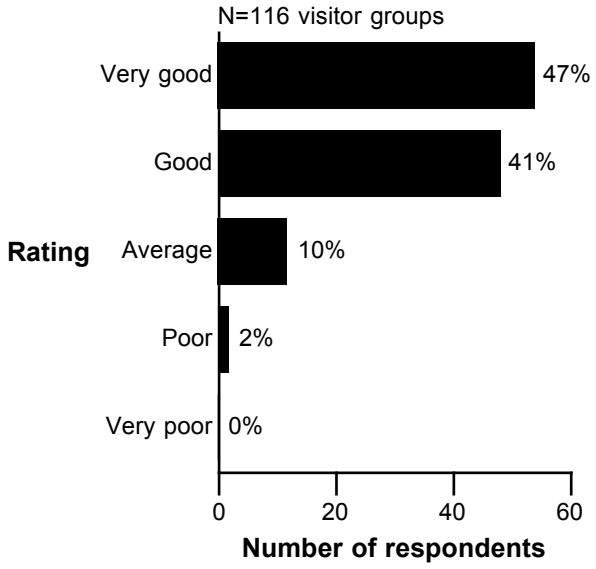


**Figure 99: Quality of hiking/biking areas**

* total percentages do not equal 100 due to rounding

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

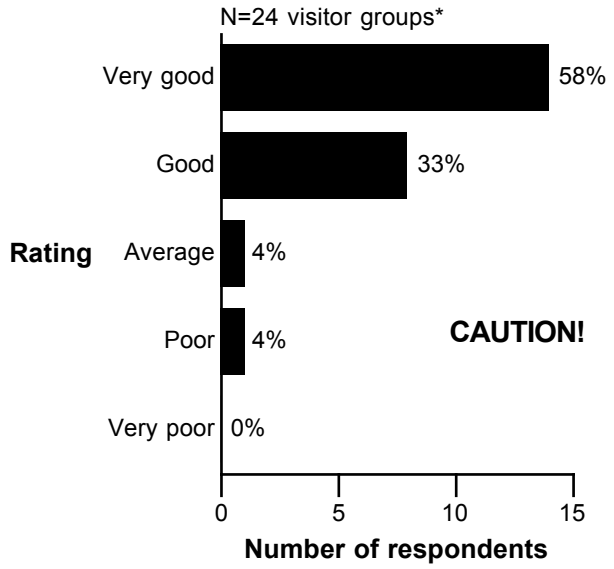


**Figure 100: Quality of ranger stations**

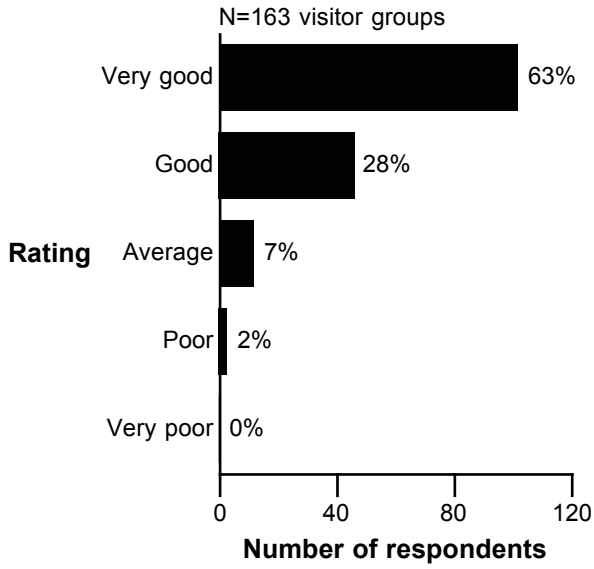


**Figure 101: Quality of boat launches**

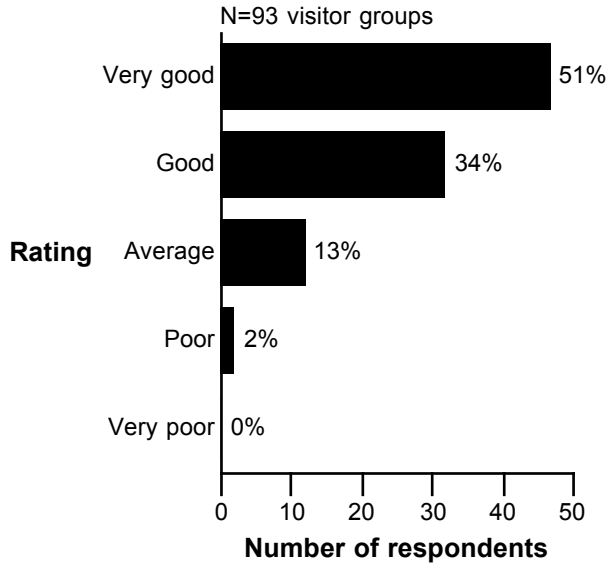


**Figure 102: Quality of park overlooks/scenic areas**

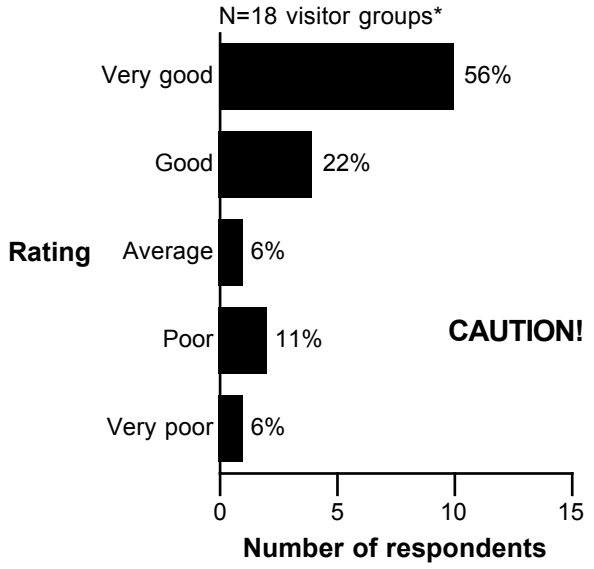


**Figure 103: Quality of access for disabled persons**

* total percentages do not equal 100 due to rounding

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

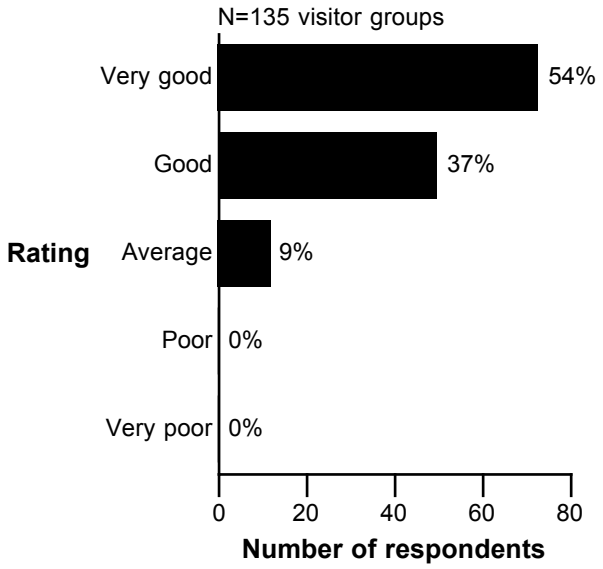


**Figure 104: Quality of campgrounds**

* total percentages do not equal 100 due to rounding

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

## Means of importance and quality ratings of visitor services and facilities

- Figures 105 and 106 show the means of importance and quality ratings of visitor services and facilities that were rated by enough visitor groups (N≥30)
- All visitor services and facilities were rated above average in importance and quality with the exception of portable toilets/pit toilets which was rated slightly lower than average in quality.

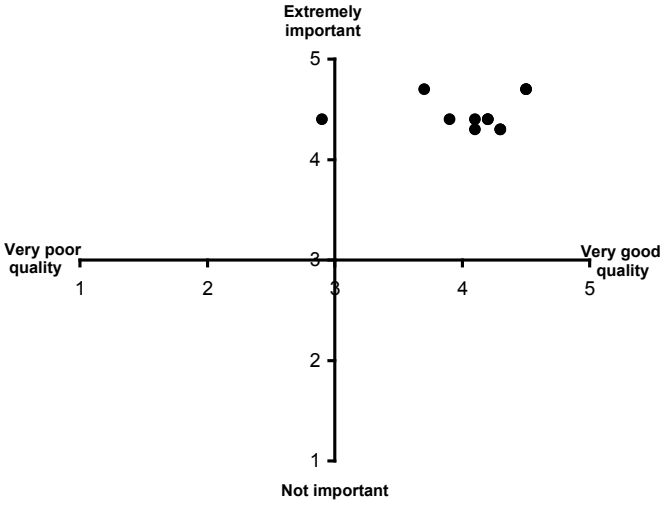


**Figure 105: Means of importance and quality ratings of visitor services and facilities**

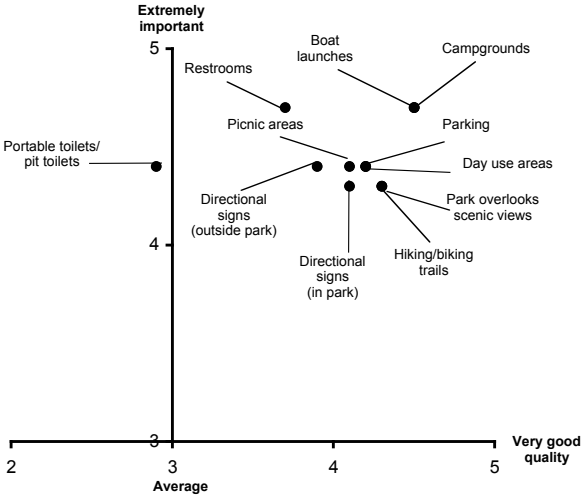


**Figure 106: Detail of Figure 105**

* total percentages do not equal 100 due to rounding

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

## Protection of park resources and qualities

Question 16

It is the National Park Service's responsibility to protect the natural, scenic, and cultural resources at Chickasaw NRA while providing for public enjoyment. How important are the following resources and qualities in the park to you?

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

Results

- Figure 107 shows the combined proportions of "extremely important" and "very important" ratings of park resources and qualities that were rated by enough visitor groups (N≥30).
- The park resources and qualities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  97% Clean water

  95% Clean air

  88% Recreational opportunities

- As shown in Table 12, the resources and qualities receiving the highest "not important" ratings were:

  7% American Indian culture

  7% Night sky/stargazing

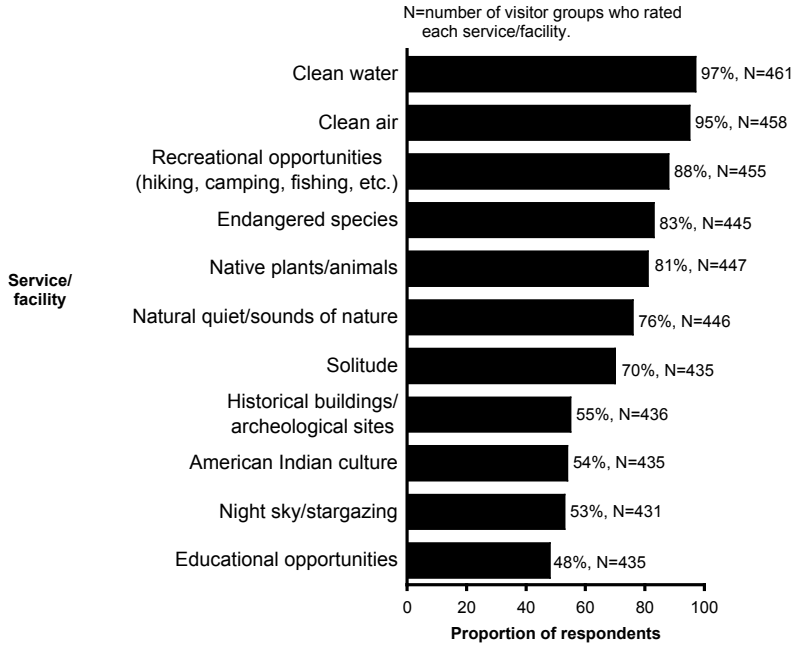


**Figure 107: Combined proportions of "extremely important" and "very important" ratings of selected park resources and qualities**

* total percentages do not equal 100 due to rounding

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

**Table 12: Protection of park resources and qualities***
N=number of visitor groups who rated each element;

| | | Rating (%) | | | | | |
|---|---|---|---|---|---|---|---|
| **Resource/quality** | N | Not important | Somewhat important | Moderately important | Very important | Extremely important | Don't know |
| Native plants/animals | 447 | 2 | 3 | 15 | 36 | 45 | 9 |
| Endangered species | 445 | 2 | 4 | 10 | 27 | 56 | 10 |
| Clean air | 458 | <1 | 1 | 3 | 29 | 66 | 3 |
| Clean water | 461 | 1 | 0 | 2 | 21 | 76 | 3 |
| Solitude | 435 | 3 | 5 | 22 | 34 | 36 | 16 |
| Natural quiet/sounds of nature | 446 | 2 | 4 | 18 | 35 | 41 | 9 |
| Educational opportunities | 435 | 6 | 14 | 33 | 29 | 19 | 16 |
| Recreational opportunities (hiking, camping, fishing, etc.) | 455 | 1 | 2 | 10 | 38 | 50 | 5 |
| Historical buildings/archeological sites | 436 | 5 | 10 | 30 | 31 | 24 | 21 |
| American Indian culture | 435 | 7 | 12 | 27 | 31 | 23 | 20 |
| Night sky/stargazing | 431 | 7 | 13 | 27 | 29 | 24 | 24 |

* total percentages do not equal 100 due to rounding

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

# Expenditures

## Total expenditures inside and outside of park

Question 27
For you and your group, please report all expenditures for the items listed below for this visit to Chickasaw NRA and the area (within a 50-mile drive of park). Please write "0" if no money was spent in a particular category.

Note: Surrounding area residents should only include expenditures that were directly related to this visit to Chickasaw NRA.

Results

- 43% of visitor groups spent up to $100 (see Figure 108).
- 34% spent $201 or more.
- 20% spent between $101-200.
- The average visitor group expenditure was $243.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was $114.
- Average total expenditure per person (per capita) was $50.
- As shown in Figure 109, the largest proportions of total expenditures in and outside the park were:

  28% Groceries and takeout food

  20% Gas and oil

  17% Restaurants and bars

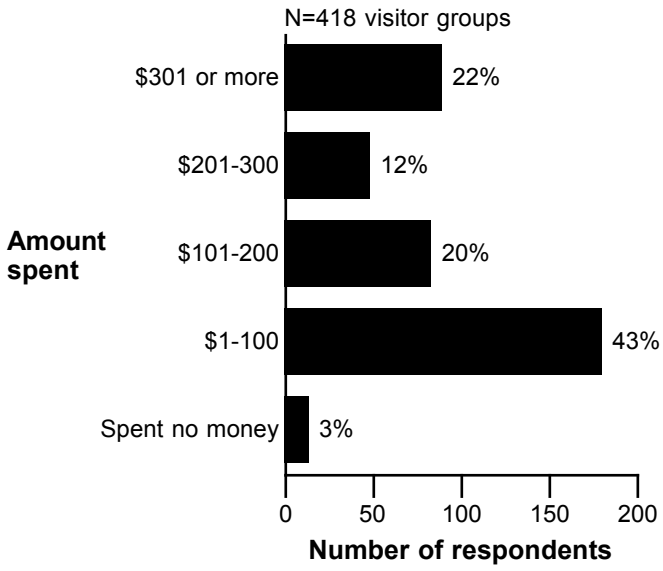


**Figure 108: Total expenditures inside and outside of the park**

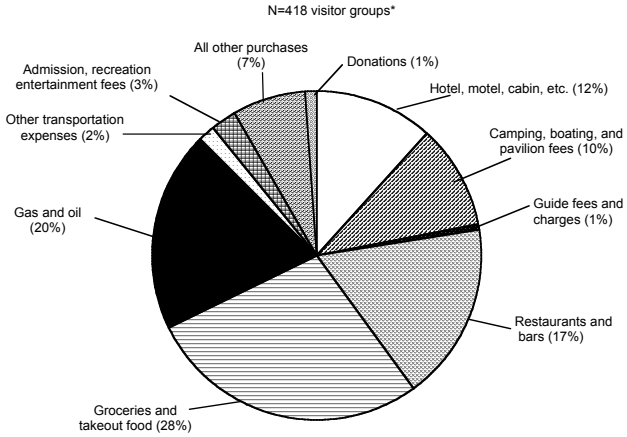


**Figure 109: Proportions of total expenditures inside and outside of the park**

* total percentages do not equal 100 due to rounding

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

## Number of adults covered by expenditures

Question 27c
How many adults do these expenses cover?

Results
- 50% of visitor groups had two adults covered by expenditures (see Figure 110).
- 20% had five more adults covered by expenditures.

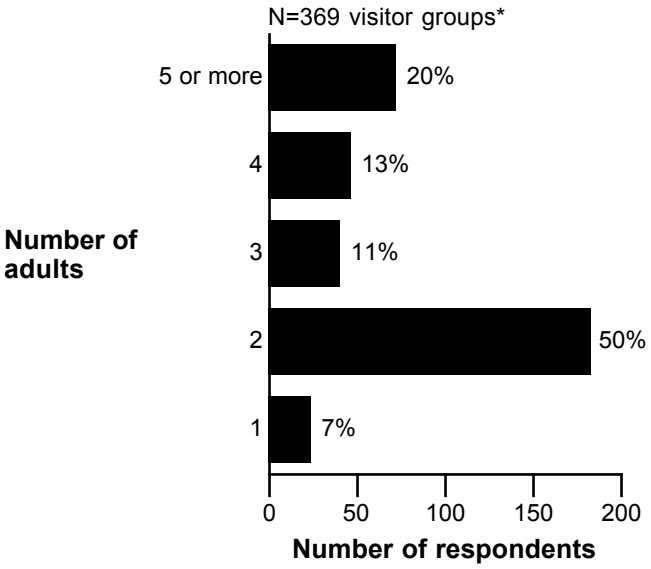


**Figure 110: Number of adults covered by expenditures**

## Number of children covered by expenditures

Question 27c
How many children do these expenses cover?

Results
- 54% had one or two children covered by expenditures (see Figure 111).
- 18% had three children covered by expenditures.

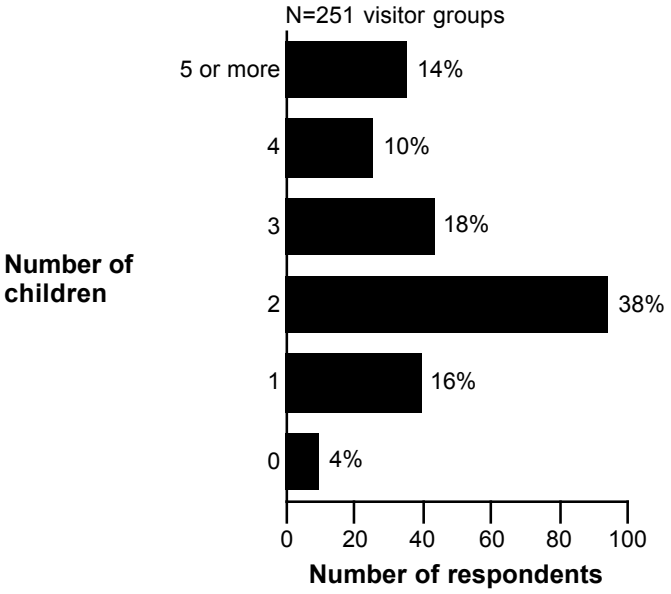


**Figure 111: Number of children covered by expenditures**

* total percentages do not equal 100 due to rounding

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

## Expenditures inside park

Question 27a

Please list your group's total expenditures inside Chickasaw NRA.

Results

- 39% of visitor groups spent up to $25 inside the park (see Figure 112).
- 38% spent $26 or more.
- 23% did not spend any money.
- The average visitor group expenditure inside the park was $36.
- The median expenditure (50% of visitor groups spent more and 50% of visitor groups spent less) inside the park was $16.
- Average expenditure inside the park per visitor (per capita) was $9.

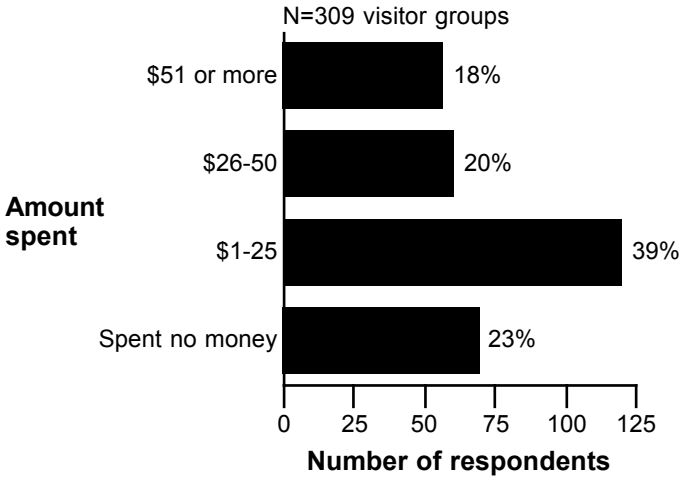


**Figure 112: Total expenditures inside the park**

- As shown in Figure 113, the largest proportions of total expenditures inside the park were:

  77% Camping, boating, and pavilion fees

  12% All other purchases

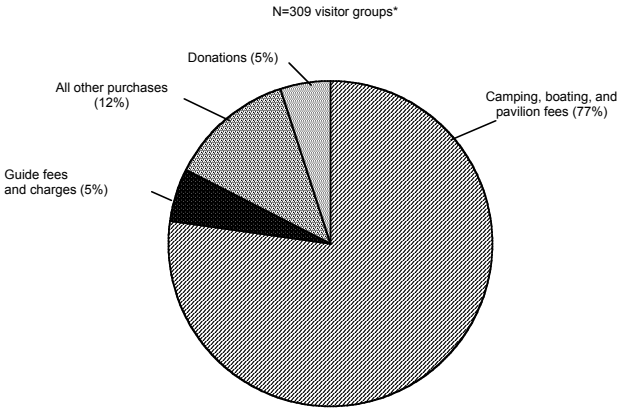


**Figure 113: Proportions of expenditures inside the park**

* total percentages do not equal 100 due to rounding

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

Camping, boating, and pavilion fees

- 37% of visitor groups spent up to $25 (see Figure 114).
- 34% spent $26 or more.

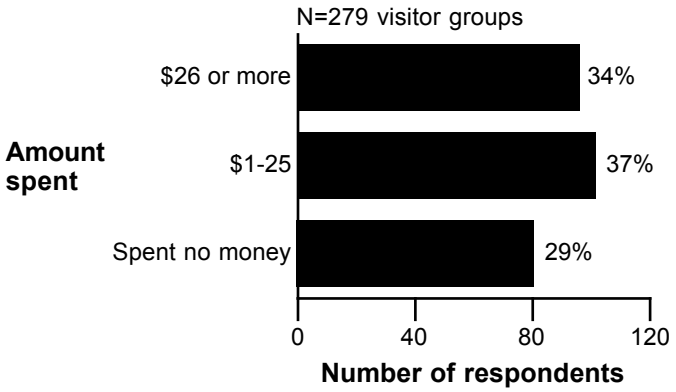


**Figure 114: Expenditures for all other purchases inside the park**

Guide fees

- 93% of visitor groups did not spend any money (see Figure 115).

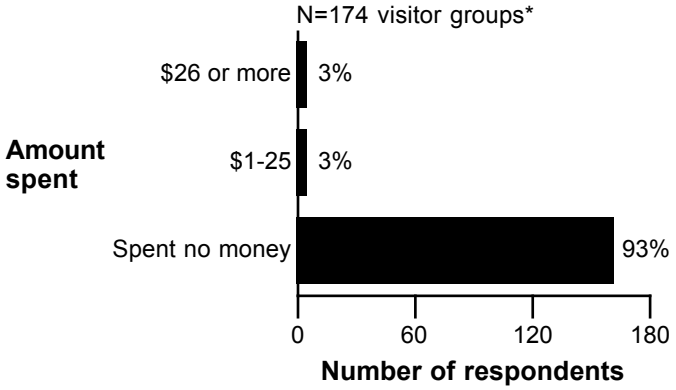


**Figure 115: Expenditures for guide fees inside the park**

* total percentages do not equal 100 due to rounding

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

All other purchases

- 70% of visitor groups did not spend any money (see Figure 116).
- 20% spent up to $25.

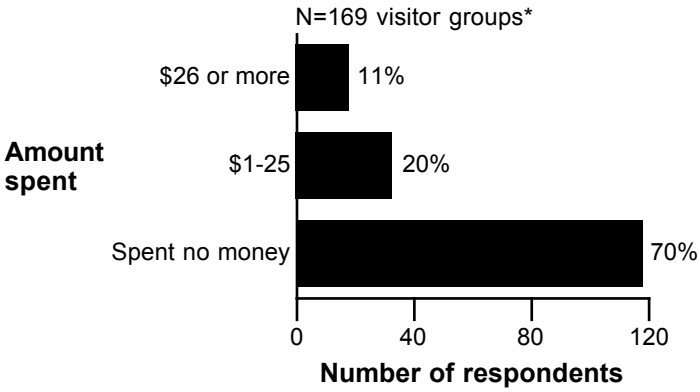


**Figure 116: Expenditures for all other purchases inside the park**

Donations

- 83% of visitor groups did not spend any money (see Figure 117).
- 15% spent up to $25.

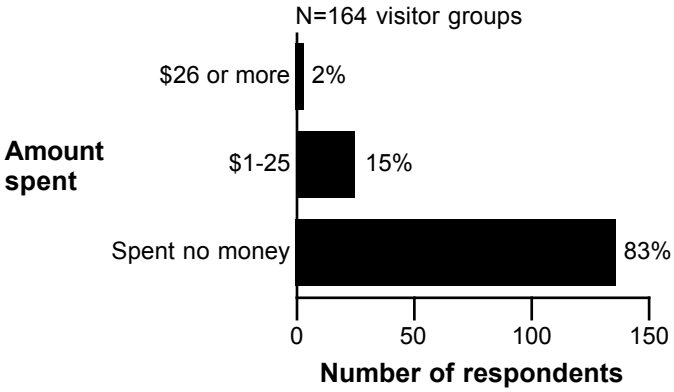


**Figure 117: Expenditures for donations inside the park**

* total percentages do not equal 100 due to rounding

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

## Expenditures outside park (within 50 miles)

Question 27b

Please list your group's total expenditures outside the park (within 50 miles).

Results

- 48% of visitor groups spent up to $100 (see Figure 118).
- 30% spent $101 - $300.
- 19% spent $301 or more.
- The average visitor group expenditure outside park was $222.
- The median expenditure (50% of groups spent more and 50% spent less) outside the park was $100.
- The average expenditure per visitor (per capita) was $46.

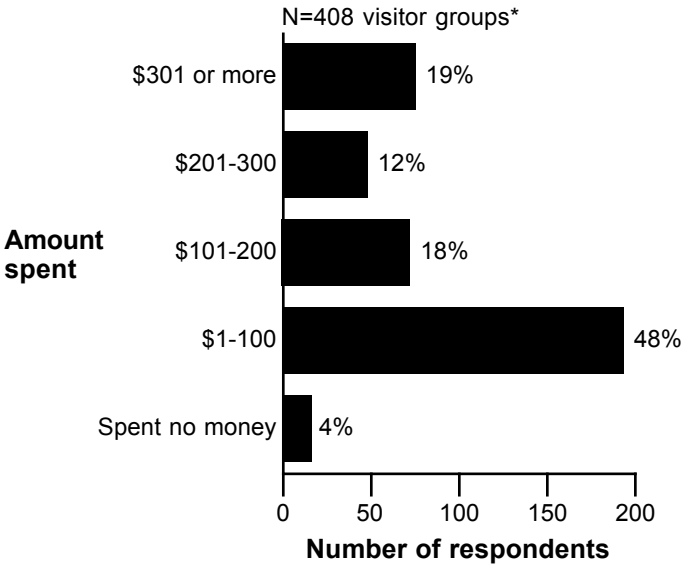


**Figure 118: Expenditures outside park (within 50 miles)**

- As shown in Figure 119, the largest proportions of total expenditures outside park (within 50 miles) were:

  31% groceries and takeout food

  22% gas and oil

  20% restaurants and bars

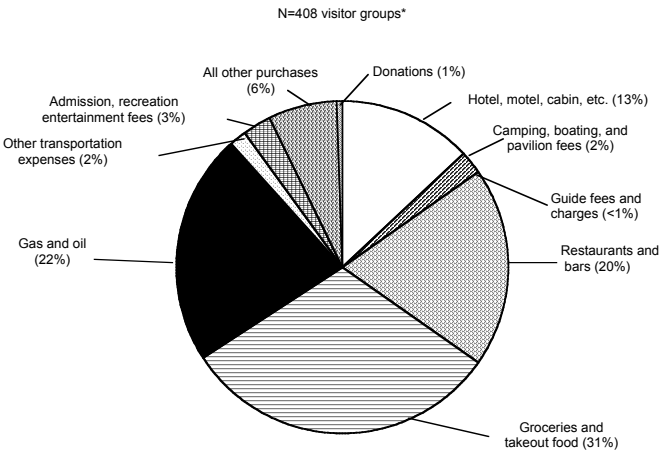


**Figure 119: Proportions of expenditures outside park (within 50 miles)**

* total percentages do not equal 100 due to rounding

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

Hotels, motels, cabins, B&B, etc.

- 77% of visitor groups did not spend any money (see Figure 120).

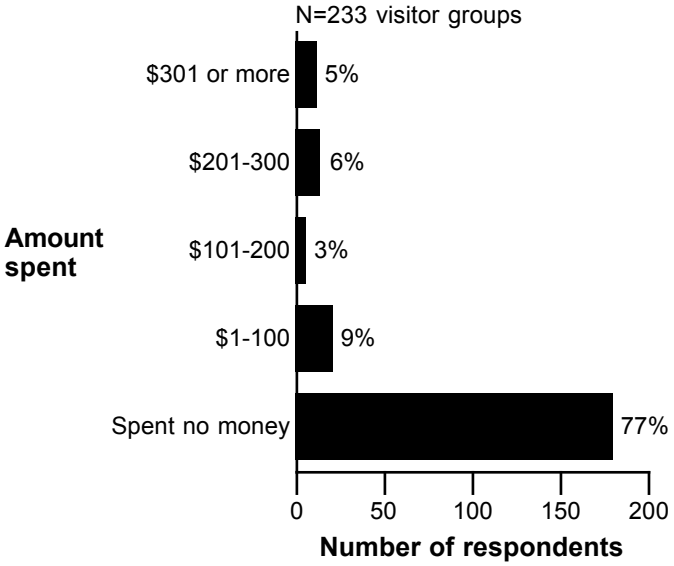


**Figure 120: Expenditures for hotels, motels, cabins, B&B, etc. outside park (within 50 miles)**

Camping fees and charges

- 83% of visitor groups did not spend any money (see Figure 121).

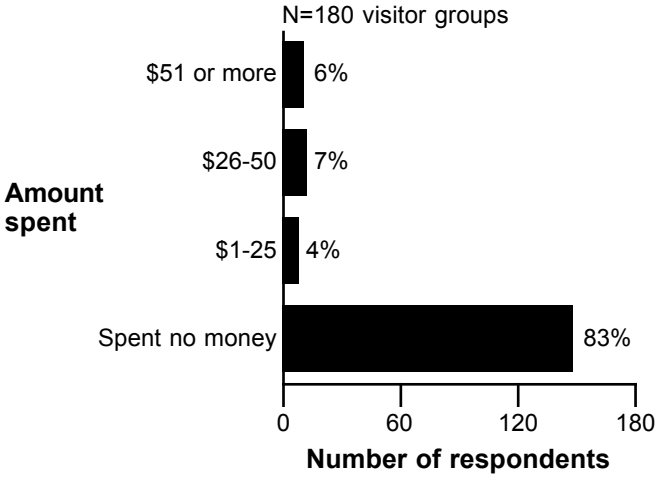


**Figure 121: Expenditures for camping fees and charges outside park (within 50 miles)**

* total percentages do not equal 100 due to rounding

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

Guide fees and charges

- 99% of visitor groups did not spend any money (see Figure 122).

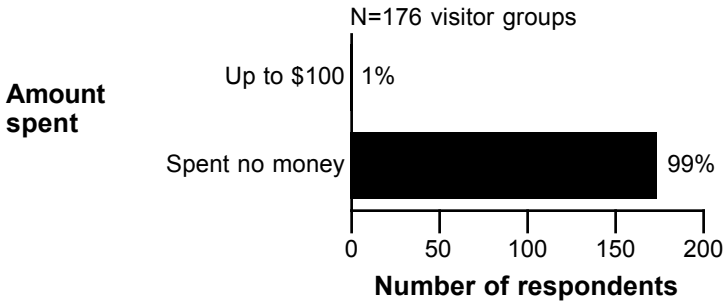


**Figure 122: Expenditures for guide fees and charges outside park (within 50 miles)**

Restaurants and bars

- 43% of visitor groups spent up to $50 (see Figure 123).
- 35% did not spend any money.
- 22% spent $51 or more.

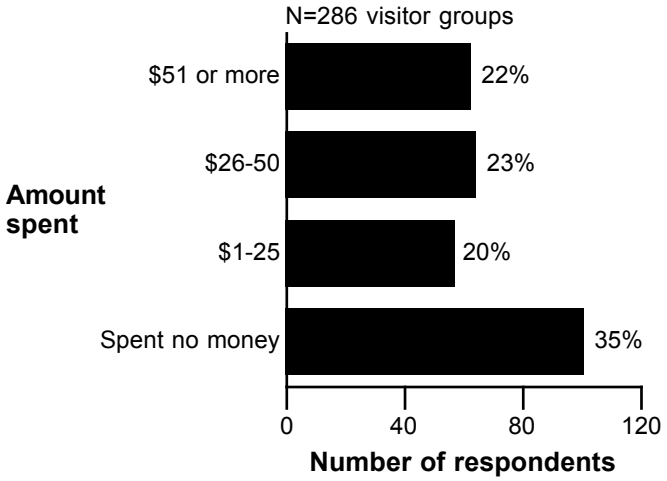


**Figure 123: Expenditures for restaurants and bars outside park (within 50 miles)**

* total percentages do not equal 100 due to rounding

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

Groceries and take out food

- 54% of visitor groups spent up to $50 (see Figure 124).
- 35% spent $51 or more.
- 11% did not spend any money.

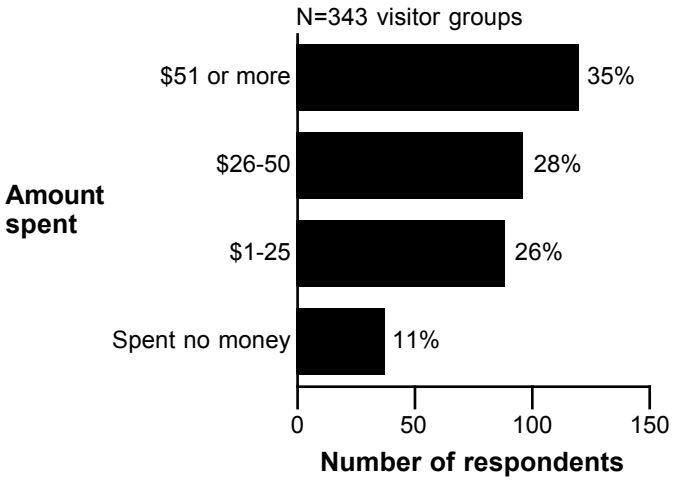


**Figure 124: Expenditures for groceries and takeout food outside park (within 50 miles)**

Gas and oil

- 59% of visitor groups spent up to $50 (see Figure 125).
- 29% spent $51 or more.
- 12% did not spend any money.

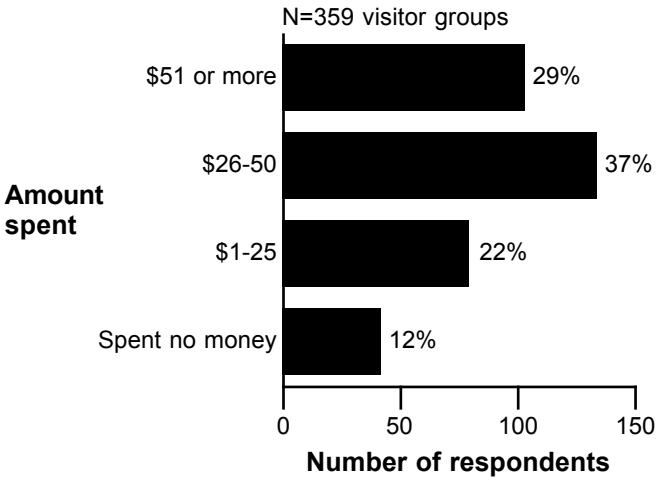


**Figure 125: Expenditures for gas and oil outside park (within 50 miles)**

* total percentages do not equal 100 due to rounding

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

Other transportations expenses

- 92% of visitor groups did not spend any money (see Figure 126).

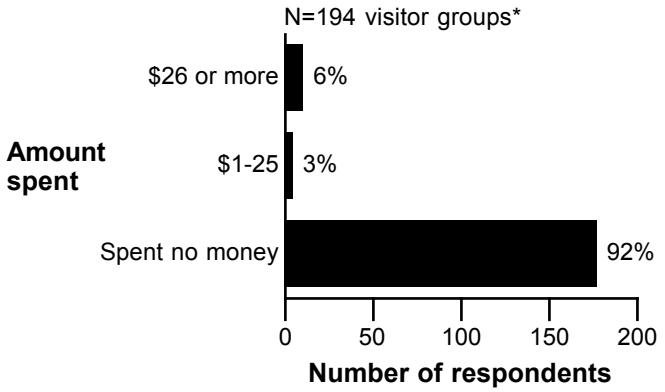


**Figure 126: Expenditures for other transportation expenses outside park (within 50 miles)**

Admission, recreation, and entertainment fees

- 76% of visitor groups did not spend any money (see Figure 127).

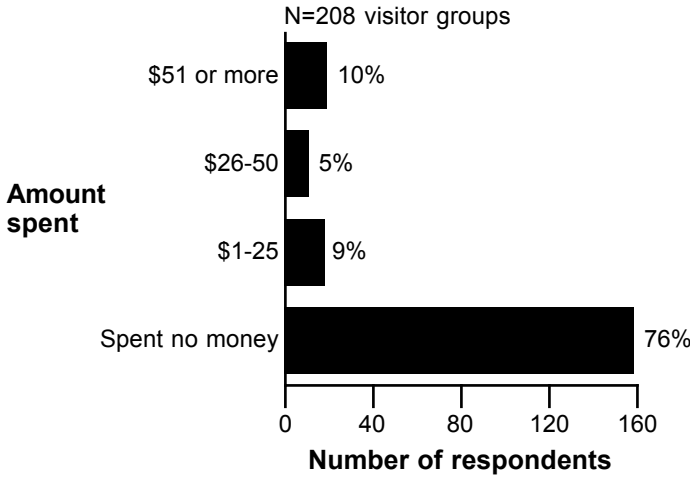


**Figure 127: Expenditures for admission, recreation, and entertainment fees outside park (within 50 miles)**

* total percentages do not equal 100 due to rounding

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

All other purchases

- 55% of visitor groups did not spend any money (see Figure 128).
- 22% spent up to $25.

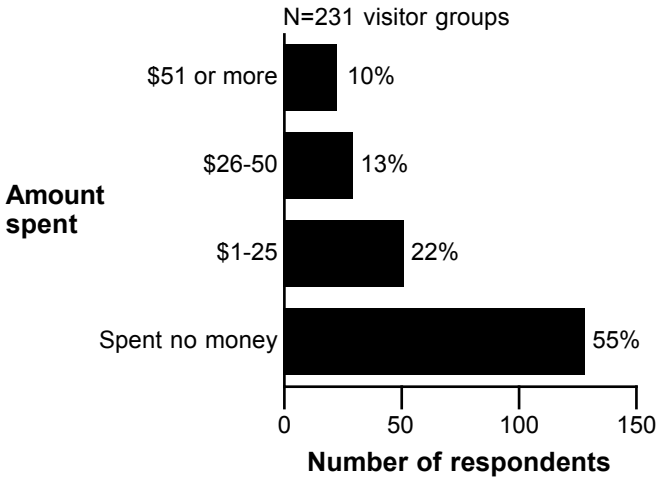


**Figure 128: Expenditures for all other purchases outside park (within 50 miles)**

Donations

- 91% of visitor groups did not spend any money (see Figure 129).

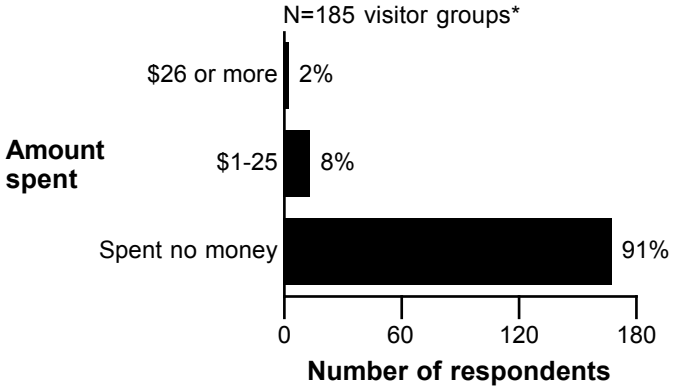


**Figure 129: Expenditures for donations outside park (within 50 miles)**

* total percentages do not equal 100 due to rounding

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

# Information about Future Preferences

## Preferred commercial services on a future visit

Question 10

What commercial services would you and your group like to have available in Chickasaw NRA on a future visit?

Results

- 42% of visitors indicated interest in a sit-down restaurant (see Figure 130).
- 40% were interested in marina services (gas, oil, boating supplies).
- "Other" services (11%) mentioned are listed in Table 13.

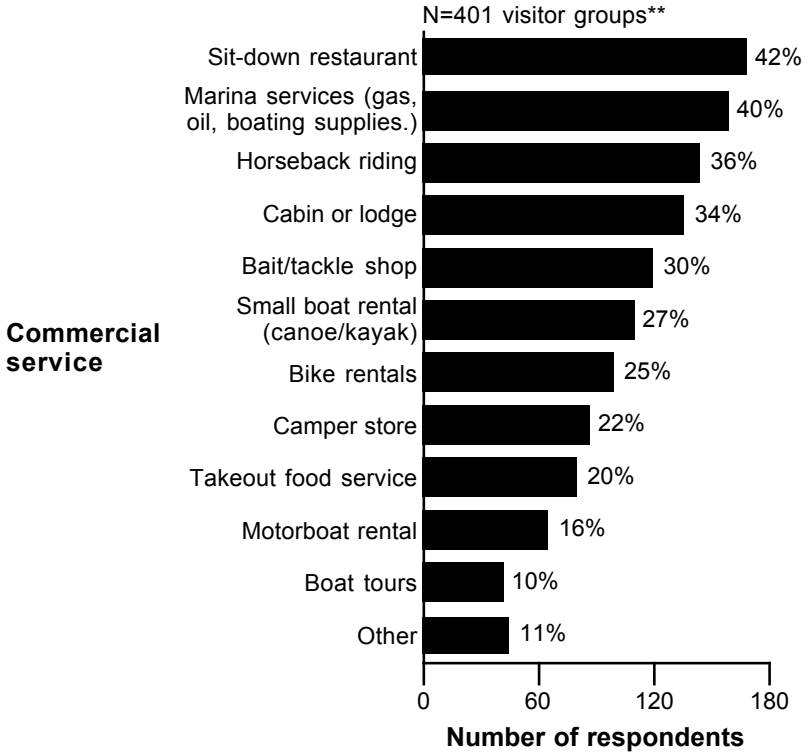


**Figure 130: Commercial services available on a future visit**

* total percentages do not equal 100 due to rounding

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

**Table 13: Other commercial services desired on a future visit**
N=43 comments

| Comment | Number of times mentioned |
|---|---|
| None | 5 |
| Boat slips | 5 |
| Ice/ice machine | 4 |
| Shower facilities | 3 |
| Jet ski rental | 3 |
| Paddle boat rental | 2 |
| RV campsites with water & electricity | 2 |
| More RV spaces | 1 |
| Laundromat | 1 |
| Restrooms | 1 |
| Internet hookup | 1 |
| Ecology education | 1 |
| Firework display over the lake | 1 |
| Guided tours | 1 |
| Shooting range | 1 |
| Bike trails | 1 |
| Hiking trails | 1 |
| Tent rental | 1 |
| Inner tube rentals | 1 |
| Sail boat rental | 1 |
| Directions to fishing areas | 1 |
| User fee for lake | 1 |
| Sandy beaches | 1 |
| More water sports | 1 |
| Volleyball and tetherball | 1 |
| Water ski course | 1 |

* total percentages do not equal 100 due to rounding

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

## Subjects to learn about on a future visit

Question 13

On a future visit, what subjects would you and your group prefer to learn about at Chickasaw NRA?

Results

- 78% of visitors were interested in learning (see Figure 131).
- As shown in Figure 132, of those who were interested in learning, the subjects most often mentioned included:

  58% Natural history/ecology

  55% Recreational opportunities

  50% Native American heritage

- "Other" subjects (6%) included:

  Fish/fish habitat
  Wildlife/wildlife habitat
  Plant life
  Tree species
  Stargazing

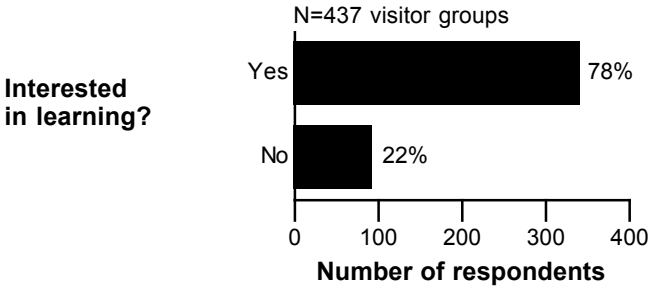


**Figure 131: Visitor groups interested in learning about subjects on a future visit**

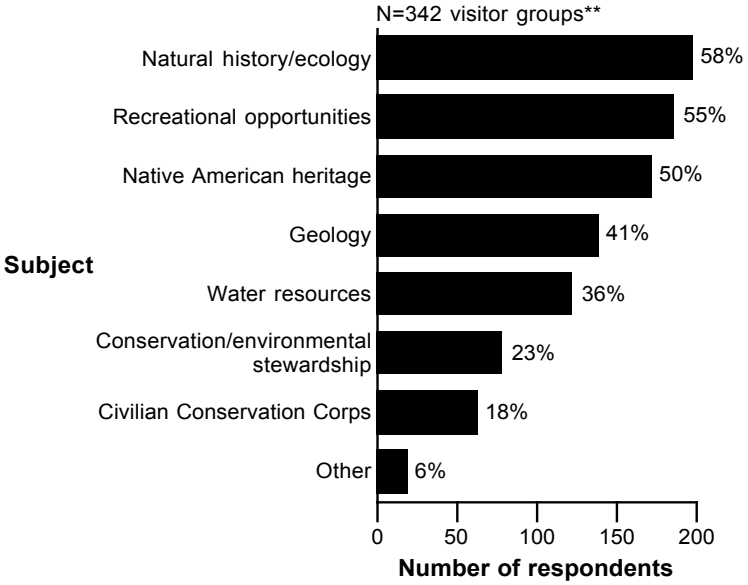


**Figure 132: Subjects to learn about on a future visit**

* total percentages do not equal 100 due to rounding

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

## Overall Quality

Question 19

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

Results

- 90% of visitor groups rated the overall quality as “very good” or "good" (see Figure 133).
- 1% rated the overall quality as “very poor” or “poor.”

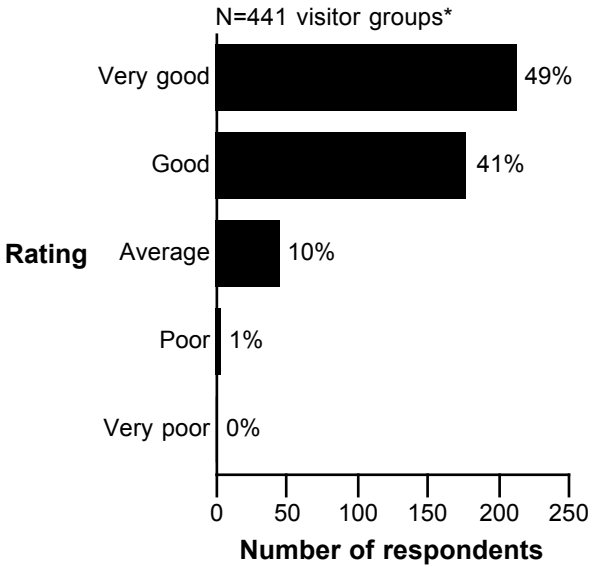


**Figure 133: Overall quality of visitor facilities, services, and recreational opportunities**

* total percentages do not equal 100 due to rounding

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

# Visitor Comments

## Planning for the future

Question 26

If you were a manager planning for the future of Chickasaw NRA, what would you propose? (open-ended question)

Results

- 55% of visitor groups (N=260) provided comments about the future of Chickasaw NRA.
- Table 14 shows the summary of visitor comments. Complete comments are in the Visitor Comments Appendix.

**Table 14: Planning for the future**
N=521 comments;
some visitor groups made more than one comment.

| Comment | Number of times mentioned |
|---|---|
| **PERSONNEL** | |
| More ranger presence | 9 |
| 24-hour ranger presence | 4 |
| More ranger patrols in campgrounds, on lake, and after 10 p.m. | 3 |
| Other comment | 1 |
| **INTERPRETIVE SERVICES** | |
| More ranger/docent interpretive talks | 5 |
| Improve park map (directions, lakes, trails) | 3 |
| More live exhibits at nature center | 3 |
| Upgrade/develop nature center | 3 |
| Advertise park more | 2 |
| Boat tours | 2 |
| Boating safety and ethics classes | 2 |
| Expand nature center with more exhibits | 2 |
| More activities for small children | 2 |
| More animal mount exhibits | 2 |
| More nature programs | 2 |
| More recreational activities for teens/kids | 2 |
| Native American demonstrations/more education about Native Americans | 2 |
| Promote the historical nature of the area | 2 |
| Signs to identify animals, plants, trees, geology, park features) | 2 |
| Other comments | 7 |
| **FACILITIES/MAINTENANCE** | |
| Shower facilities in campgrounds | 21 |
| Electric/water hookups in campgrounds/RV sites | 18 |
| Cleaner restrooms | 12 |
| More cabins/lodges | 9 |

**Table 14: Planning for the future**
(continued)

| Comment | Number of times mentioned |
|---|---|
| **FACILITIES/MAINTENANCE** (continued) | |
| More swimming areas | 9 |
| Better maintenance of restrooms (soap, toilet paper, paper towels, lighting, etc.) | 8 |
| Improve/better restrooms | 8 |
| More cabins/RVs to rent/campsites closer to water | 6 |
| More playgrounds | 6 |
| More restroom facilities | 6 |
| More parking | 5 |
| More trash receptacles in picnic areas/campgrounds | 5 |
| Better/deeper boat ramps | 4 |
| Improve picnic facilities | 4 |
| Keep park clean | 4 |
| More camping areas for RVs | 4 |
| More fire pits/grills in campgrounds/picnic areas | 4 |
| Put more sand on beach/create more sandy beach areas | 4 |
| More potable drinking water | 4 |
| AC in cabins/buildings | 3 |
| Clean up areas along campgrounds, roads, shorelines, trails | 3 |
| Clean up beaches/swimming areas | 3 |
| Improve hiking trails (widen, signs) | 3 |
| More camping areas | 3 |
| More covered/enclosed picnic areas | 3 |
| More picnic areas closer to the water | 3 |
| More picnic tables | 3 |
| Repair/cleanout fountains | 3 |
| Volunteers to pick up trash | 3 |
| Add a slalom water ski/wakeboard course | 2 |
| Add benches at various locations | 2 |
| Areas for rock climbing/ATVing | 2 |
| Better brush maintenance along trails | 2 |
| Better parking | 2 |
| Better wheelchair access to restrooms/water's edge | 2 |
| Changing facilities by swimming areas | 2 |
| Improve roads | 2 |
| Better directional signs from highway | 2 |
| Better directional signs in park to sites | 2 |
| Incentive programs to pick up trash | 2 |
| Larger trash receptacles | 2 |
| More accessible restrooms | 2 |
| More docks and boat slips | 2 |
| Restore rundown areas of park | 2 |
| Shower facilities near beaches | 2 |
| Spray for spiders and other bugs in the facilities | 2 |
| Use Roundup on poison ivy along trails | 2 |
| Other comments | 34 |

**Table 14: Planning for the future**
(continued)

| Comment | Number of times mentioned |
|---|---|
| **POLICIES/MANAGEMENT** | |
| Ban use of jet skis/personal watercraft | 15 |
| Better enforcement of park rules | 4 |
| Limit use of jet skis/personal watercraft | 4 |
| Ban use of alcohol in park | 3 |
| Better enforcement of quiet hours | 3 |
| Eliminate campsite reservation system - make them first come, first served | 3 |
| No commercial development | 3 |
| Do not overdevelop the park | 2 |
| Change park name back to Platt National Park | 2 |
| Continue use of jet skis/personal watercraft | 2 |
| Fines for littering | 2 |
| Keep the park as is | 2 |
| Limit number of boats | 2 |
| Maintain level of services | 2 |
| Improve/expand services | 2 |
| Other comments | 13 |
| **RESOURCE MANAGEMENT** | |
| More signs (speed limit, one way only, no littering, park rules, hours of operation) | 6 |
| Keep park natural | 4 |
| More potable drinking water | 4 |
| Preserve natural beauty of park | 4 |
| Access to firewood without destroying natural resources | 2 |
| Advertise park more | 2 |
| Control bee problem in picnic areas | 2 |
| Improve water quality of lake | 2 |
| Reduce crowding in park | 2 |
| Stock lake with fish | 2 |
| Other comments | 14 |
| **CONCESSION SERVICES** | |
| Marina with services (gas, boating supplies, etc.) | 31 |
| Restaurant | 18 |
| Camper store | 8 |
| Convenience store | 8 |
| More activities - horseback riding | 8 |

**Table 14: Planning for the future**
(continued)

| Comment | Number of times mentioned |
|---|---|
| **CONCESSION SERVICES** (continued) | |
| Motor boat rental | 7 |
| Bait/tackle shop | 6 |
| Entertainment/casinos/tourist attractions | 3 |
| Mobile (boat/van) store for boaters/campers | 3 |
| Small boat rental | 3 |
| Gift/souvenir shop | 2 |
| Golf course and lodge | 2 |
| Bike rental | 2 |
| Canoe rental | 2 |
| Grocery store | 2 |
| Paddle boat rental | 2 |
| Takeout food service | 2 |
| Other comments | 9 |

## Additional comments

Question 28

Is there anything else you would like to tell us about your visit to Chickasaw NRA? (open-ended question)

Results

- 50% of visitor groups (N=236) responded with additional comments.
- Table 15 shows a summary of the comments. Complete comments are in the Visitor Comments Appendix.

**Table 15: Additional comments**
N=457 comments;
some visitor groups made more than one comment.

| Comment | Number of times mentioned |
|---|---|
| **PERSONNEL** | |
| Friendly rangers/staff | 7 |
| Friendly & helpful camp hosts | 4 |
| Knowledgeable rangers/staff | 3 |
| Increased ranger presence appreciated | 2 |
| Not enough ranger presence | 2 |
| Other comments | 6 |
| **INTERPRETIVE SERVICES** | |
| Enjoyed guided hike | 2 |
| Enjoyed nature center | 2 |
| Inadequate signage | 2 |
| Other comments | 6 |
| **FACILITIES/MAINTENANCE** | |
| Park is clean | 13 |
| Excellent campgrounds | 6 |
| Need more showers | 6 |
| Excellent boat ramps | 4 |
| Restrooms are clean | 4 |
| Excellent facilities | 3 |
| Restrooms need cleaning | 3 |
| Restrooms need maintenance | 3 |
| Campground need more lighting around restrooms | 2 |
| Excellent restroom facilities | 2 |
| Litter on trails | 2 |
| Need more trash cans | 2 |
| Remove slick moss from boat ramps | 2 |
| Other comments | 28 |
| **POLICIES/MANAGEMENT** | |
| Ban use of jet skis/personal watercraft | 6 |
| Improve advanced reservations system | 5 |
| Need to enforce quiet hours | 4 |
| Other camper's music was too loud | 3 |

**Table 15: Additional comments**
(continued)

| Comment | Number of times mentioned |
|---|---|
| **POLICIES/MANAGEMENT** (continued) | |
| Want to renew annual boat fee by mail/unable to get tags from ranger | 2 |
| Other comments | 18 |
| **RESOURCE MANAGEMENT** | |
| Lake is clean | 11 |
| Park is overcrowded | 5 |
| Concerned about bacteria levels in water | 4 |
| Other comments | 9 |
| **CONCESSION SERVICES** | |
| Bring in a marina | 3 |
| Don't bring in a marina | 3 |
| Other comments | 3 |
| **GENERAL COMMENTS** | |
| Enjoyed visit | 55 |
| Park is excellent place to visit | 39 |
| Repeat visitor | 35 |
| Thank you | 20 |
| Park is beautiful | 14 |
| Will return | 14 |
| Enjoyed lake | 9 |
| Keep up the good work | 8 |
| Enjoy the "sameness" of park from year to year | 6 |
| Enjoyed swimming/wading | 6 |
| Lake is beautiful | 6 |
| Enjoyed Arbuckle Lake | 5 |
| My favorite place/lake | 5 |
| Will recommend park to others | 4 |
| A relaxing visit | 3 |
| Excellent campgrounds | 3 |
| Park is peaceful/serene | 3 |
| Purchased RV lot because enjoyed park | 3 |
| Dissatisfied with visit | 2 |
| Enjoy naturalness of park | 2 |
| Enjoyed camping | 2 |
| Great lake for boating | 2 |
| Great place for photos | 2 |
| Lake is beautiful | 2 |
| Not sure of return visit | 2 |
| People are friendly | 2 |
| Springs are excellent | 2 |
| Other comments | 9 |

# APPENDICES

## Appendix 1: The Questionnaire

# Appendix 2: Additional Analysis

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 programs/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Awareness of unit of NPS
- Sources of information prior to visit
- Ability to obtain needed information
- Primary reason for visiting the area
- Adequacy of directional signs
- Number of park entries
- Number of vehicles
- Recreational vehicles
- Length of recreational vehicles
- Towed trailer/other vehicle
- Length of towed trailer/other vehicle
- Overnight stay away from home
- Number of nights in/outside of park
- Type of lodging
- Services in "gateway" communities
- Future commercial services
- Activities participated in during this visit
- Sites visited
- Subjects to learn about on future visit
- Length of visit
- Experience parking problems
- Importance of protecting park qualities/resources
- Information services and facilities used
- Importance of information services and facilities
- Quality of information services and facilities
- Visitor services and facilities used
- Importance of visitor services and facilities
- Quality of visitor services and facilities
- Overall quality of visitor facilities, services, and recreational opportunities
- Group type
- Visitor gender
- Visitor age
- Zip code/state of residence
- Country of residence
- Number visits to the park in past 12 months
- Number of visits to the park in lifetime
- Respondent ethnicity
- Respondent race
- Visitors with disabilities/ impairments
- Type of disability/impairment
- Encounter access/service problems due to disability/impairments
- Visitor level of education
- Total expenditures in and outside park
- Total expenditures in park
- Total expenditures outside park
- Number of adults covered by expenditures
- Number of children covered by expenditures

For more information please contact:
Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83844-1139

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

## Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Stoop 2004). In this study, group size and age of the group member (at least 16 years old) completing the survey were the two variables that were used to check for non-response bias.

Two-independent sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05 the two groups are judged to be insignificantly different. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification.

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

1. Average age of respondents – average age of non-respondents $\leq 5$
2. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 2, the p-values for both of these tests are greater than 0.05 indicating insignificant difference between respondents and non-respondents. Thus, non-response bias is judged to be insignificant.

*References*

Filion F. L. (Winter 1975-Winter 1976) Estimating Bias due to Non-response in Mail Surveys. *Public Opinion Quarterly*, Vol. 39 (4): 482-492.

Dey, E.L. (1997) Working with Low Survey Response Rates: The Efficacy of Weighting Adjustment. *Research in Higher Education*, 38(2): 215-227.

Dillman D. A. (2000) *Mail and Internet Surveys: The Tailored Design Method*, 2nd Edition, New York: John Wiley and Sons, Inc.

Dillman D. A. and Carley-Baxter L. R. (2000) *Structural determinants of survey response rate over a 12 year period*, 1988-1999, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.

Goudy, W. J. (1976) Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol. 40 (3): 360-369.

Mayer C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967) A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol. 30 (4): 637-646.

Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S: John Wiley and Sons, Inc.

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

## Appendix 4: 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

**1989 (continued)**
24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

**1990**
28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

**1991**
38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

**1992**
45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

**1993**
54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)

## Visitor Services Project Publications (continued)

**1993 (continued)**
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

**1994**
64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

**1995**
74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

**1996**
84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
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

## Visitor Services Project Publications (continued)

**1999 (continued)**
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

**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)

**2003 (continued)**
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages National Historic Site
149. Fort Stanwix National Monument
150. Arches National Park
151. Mojave National Preserve (fall)

**2004**
152. Joshua Tree National Park (spring)
153. New River Gorge National River
154. George Washington Birthplace National Monument
155. Craters of the Moon National Monument & Preserve
156. Dayton Aviation Heritage National Historical Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument
160. Saint-Gaudens National Historic Site
161. Manzanar National Historic Site
162. John Day Fossil Beds National Monument

**2005**
163. Congaree National Park
164. San Francisco Maritime National Historical Park
165. Lincoln Home National Historic Site
166. Chickasaw National Recreation Area

For more information about the Visitor Services Project, please contact University of Idaho Park Studies Unit at http://www.psu.uidaho.edu

# Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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