Fort Larned
National Historic Site

Visitor Study

Summer 2009

University *of* **Idaho**
A LEGACY OF LEADING

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

Visitor Services Project

Fort Larned
National Historic Site

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Summer 2009

Park Studies Unit
Visitor Services Project
Report 209

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Visitor Services Project
Fort Larned National Historic Site
Report Summary

- This report describes the results of a visitor study at Fort Larned National Historic Site (NHS) during May 25 - June 27, 2009. A total of 340 questionnaires were distributed to visitor groups. Of those, 261 questionnaires were returned, resulting in a 76.8% response rate.

- This report profiles a systematic random sample of Fort Larned NHS. 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.

- Fifty-four percent of visitor groups were in groups of two and 23% were in groups of three or four. Seventy-five percent of visitor groups were in family groups.

- United States visitors comprised 97% of total visitors during the survey period, with 41% from Kansas, 8% from Colorado, and smaller proportions from 36 other states. International visitors were from six countries and comprised 3% of total visitation during the survey period, with 29% from Germany, 24% from Canada, and 19% from the United Kingdom. Smaller proportions came from three other countries.

- Fifty-nine percent of visitors were ages 41-70 years, 9% were 71 years or older, and 17% were ages 15 years or younger. Seven percent of visitor groups reported physical conditions that made it difficult to access or participate in park activities or services.

- Two percent of visitors were Hispanic or Latino. Ninety-eight percent of visitors were of White racial background and 2% were American Indian or Alaska Native.

- Seventy-five percent of visitors were visiting the park for the first time in their lifetime. Most visitors (95%) were visiting the park for the first time in the last 12 months. Ninety-four percent entered the park once during this visit. Ninety-four percent of visitor groups used one vehicle to arrive at the park.

- Forty-eight percent of visitor groups spent two hours visiting the park.

- For 43% of visitors groups, visiting Fort Larned NHS was the most common reason for visiting the area. For 44% of visitor groups, the primary reason for visiting the park was to take a self-guided tour of the historic buildings.

- Most visitor groups (77%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about Fort Larned NHS through maps/brochures (37%) and travel guides/tour books (32%). Sixty-nine percent indicated they would prefer to obtain information for a future visit from the park website.

- The most visited sites were the visitor center (93%), the museum (92%), and infantry barracks (91%).

- The most common visitor activities were taking a self-guided tour of historic buildings (92%), visiting the museum (76%), and general sightseeing (65%).

- Eighteen percent of visitor groups attended a ranger-led program or activity, and 88% indicated they would be interested in attending a ranger-led program in the future. Fifty-seven percent were interested in a program lasting one-half hour to an hour.

- Regarding what they learned during their park visit, 74% of visitor groups learned about the role of the Santa Fe Trail as well as how the government established authority. On a future visit, visitor groups indicated they would be interested in learning about cultural interactions among soldiers and civilians

(75%), how the Plains Indians culture was altered (74%), and the influence of the plains environment (74%).

- The visitor services and facilities most commonly used by visitor groups were the restrooms (79%) and the exhibits at the visitor center (76%). The information service and facility receiving the highest combined proportions of "extremely important" and "very important" ratings was the restrooms (98%). The information service and facility that received the highest combined proportions of "very good" and "good" quality ratings were the living history demonstrations (97%).

- Of those visitors (51%) who stayed overnight in the area (within 60 miles), 57% stayed one night, while 23% percent spent two nights. Of the visitors who stayed overnight in the area, 60% stayed in lodges, hotels, vacation rentals, B&B, etc.

- Eighty-three percent of visitor groups obtained support services in nearby communities with 52% obtaining services in Larned.

- The average group expenditure in the park and the surrounding area (within 60 miles) was $172, with a median (50% spent more and 50% spent less) of $100. The average total expenditure per person was $72. Sixty-six percent had two adults covered by expenditures and 74% had no children covered by expenditures.

- Most visitor groups (96%) rated the overall quality of services, facilities, and recreational opportunities at Fort Larned NHS as "very good" or "good." Less than one percent of visitor groups rated the overall quality as "very poor" or "poor."

the University of Idaho at (208) 885-7863 or the following website http://www.psu.uidaho.edu.

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(continued)

INTRODUCTION

This report describes the results of a visitor study at Fort Larned National Historic Site (NHS), conducted May 25 - June 27, 2009 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The National Park Service website for Fort Larned National Historic Site describes the park: "With nine beautifully restored buildings Fort Larned NHS gives you a chance to experience military life on the Santa Fe Trail. Established on the vast prairie in western Kansas, troops stationed at Fort Larned protected mail coaches, freighters and other Trail traffic. As the site of an Indian Agency, Fort Larned also was instrumental in maintaining friendly relations with Plains Indians" (Fort Larned National Historic Site, National Park Service, Department of the Interior website http://www.nps.gov/fols October, 2009).

Organization of the report

The report is organized into three sections.

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

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

Section 3: **Appendices**

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

Appendix 2: *Additional Analysis.* A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

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

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

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

Presentation of the results

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

SAMPLE 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!**" is shown on the graph to indicate the results may be unreliable.

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

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

3: Vertical information describes the response categories.

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

5: In most graphs, percentages provide additional information.

N=537 visitor groups

5 or more — 8%
4 — 3%
3 — 7%
2 — 12%
1 — 70%

Number of visits

Number of respondents

Figure 14: Number of visits to park in past 12 months
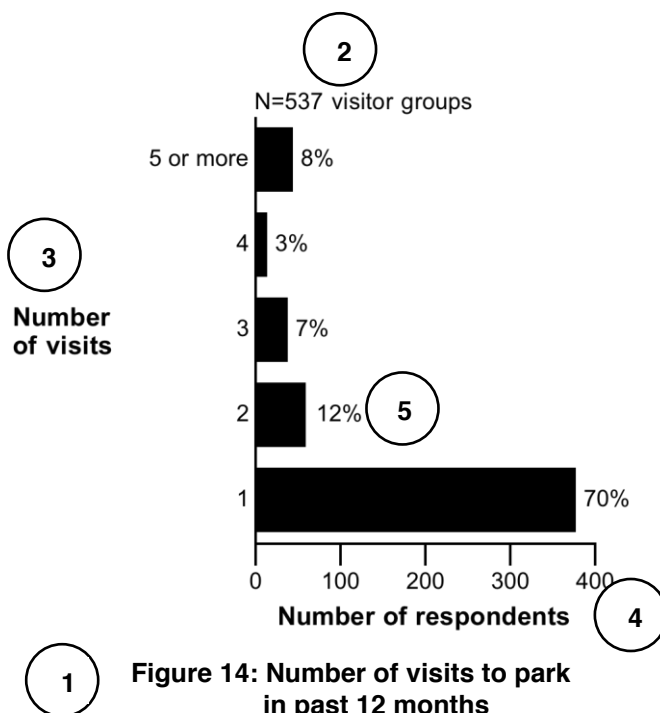
METHODS

Survey Design

Sample size and sampling plan

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

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at selected locations in Fort Larned NHS during May 25 - June 27, 2009. Table 1 shows the three locations, the number of questionnaires distributed at each location, and the response rate for each location. Visitors were surveyed between 8 a.m. and 5 p.m. During this survey, 352 visitor groups were contacted and 340 of these groups (96.6%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies is 91.4%). Questionnaires were completed and returned by 261 visitor groups resulting in a 76.8% response rate for this study. The average response rate for the 205 VSP visitor studies conducted from 1988 through 2008 was 74.2%.

Table 1: Questionnaire distribution
N_1=number of questionnaires distributed
N_2=number of questionnaires returned

	Distributed		Returned	
Sampling site	N_1	%	N_2	%
Bridge	116	34	94	36
Visitor center	209	61	158	61
Barracks HS-2	15	4	9	3
Total	340	100	261	100

Questionnaire design

The Fort Larned NHS 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 Fort Larned NHS. 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 Fort Larned NHS questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

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

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires. In order to distribute all 340 questionnaires, the survey period was extended. This resulted in a second round of follow-up mailings.

Table 2: Follow-up mailing distribution

Round 1 mailing	Date	U.S.	International	Total
Postcards	15 June 2009	109	4	113
1st Replacement	29 June 2009	43	1	44
2nd Replacement	17 July 2009	30	0	30
Round 2 mailing	Date	U.S.	International	Total
Postcards	29 June 2009	126	4	130
1st Replacement	13 July 2009	64	0	64
2nd Replacement	31 July 2009	45	0	45

Data Analysis

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

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.

2. The data reflect visitor use patterns to the selected sites during the study period of May 25 - June 27, 2009. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather during the survey period was generally sunny and warm during late May to middle June, with temperatures ranging from the 60s to mid-80s and winds ranging from 7 to 20 mph. During middle to late June, it became hot and breezy with temperatures from the mid-80s to high 90s and winds varying between 8 and 19 mph.

No special events occurred in the area that would affect the type and amount of visitation to the park.

Checking Non-response Bias

Four variables were used to check non-response bias: respondents' age, number of lifetime visits to the park, travel distance from home to the park, and overall quality rating score. There were no significant differences between early and late responders in age, number of lifetime visits and overall quality rating (see Table 3). However, the late respondents seem to live closer to the park, as their travel distance is significantly less than that of the early respondents. Thus the local visitation may be underrepresented and may need to be interpreted with caution. See Appendix 3 for more details on the non-response bias checking procedures.

Table 3: Comparison of respondents at different mailing waves

Variable	Before 1st replacement	Between 1st and 2nd replacement	After 2nd replacement	p-value (ANOVA)
Age (years)	55.63	53.26	54.54	0.540
Number of lifetime visits to the park	3	2	2	0.615
Travel distance to park (miles)	465.38	625.52	320.74	0.011
Overall quality rating (from 1 to 5 scale)	4.63	4.64	4.75	0.633

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RESULTS

Group and Visitor Characteristics

Visitor group size

Question 23b
> On this visit, how many people were in your personal group, including yourself?

Results
- 54% of visitors were in groups of two (see Figure 1).

- 23% were in groups of three or four.

N=258 visitor groups*

Group size

5 or more	10%
4	12%
3	11%
2	54%
1	12%

Number of respondents
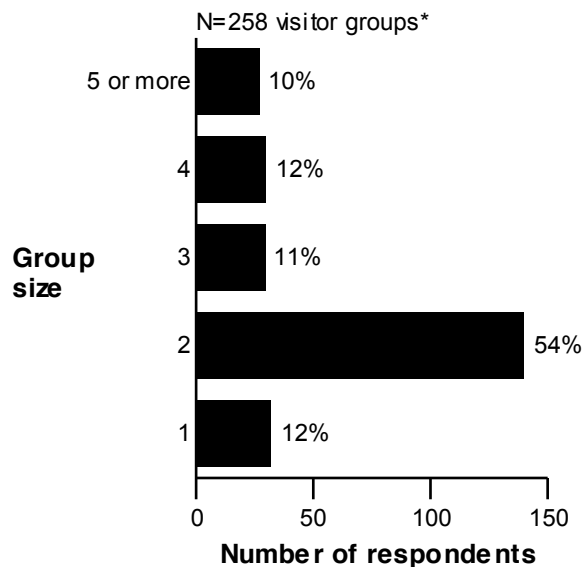
Figure 1: Visitor group size

Visitor group type

Question 23a
> On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results
- 75% of visitor groups were made up of family members (see Figure 2).

- 15% were alone.

- "Other" groups (1%) included:

    Science associates

N=257 visitor groups

Group type

Family	75%
Alone	15%
Friends	5%
Family and friends	4%
Other	1%

Number of respondents

Figure 2: Visitor group type

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

Visitors with organized groups

Question 22a
  On this visit, were you and
  your personal group part of a
  commercial guided tour
  group?

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

N=221 visitor groups

With commercial tour group?

Yes 1%

No 99%

Number of respondents

0   60   120   180   240
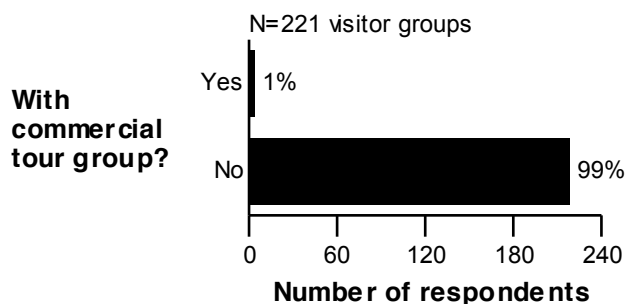
Figure 3: Visitors with a commercial guided tour group

Question 22b
  On this visit, were you and
  your personal group part of a
  school/educational group?

Results
  • 1% of visitor groups were
    part of a school/
    educational group (see
    Figure 4).

N=220 visitor groups

With school/ educational group?

Yes 1%

No 99%

Number of respondents

0   60   120   180   240
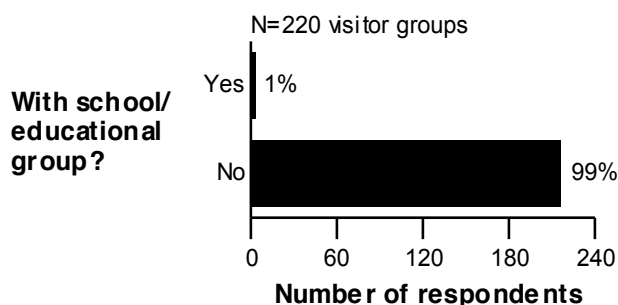
Figure 4: Visitors with a school/educational group

Question 22c
  On this visit, were you and
  your personal group part of a
  historical society/club?

Results
  • No visitor groups were
    traveling with a historical
    society/club (see
    Figure 5).

N=218 visitor groups

With historical society/club?

Yes 0%

No 100%

Number of respondents

0   60   120   180   240

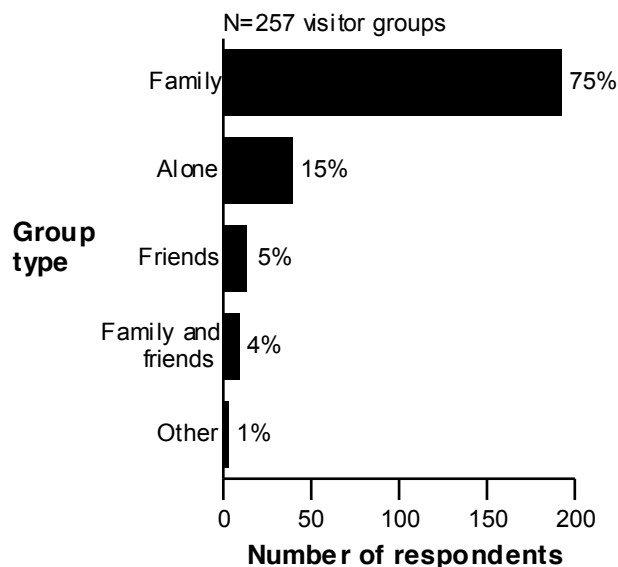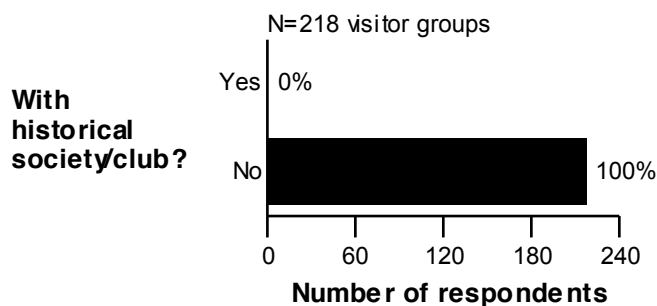**Figure 5: Visitors with a historical society/club**

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

Question 22d
On this visit, were you and your personal group part of an automobile (car/motorcycle) club?

Results
- 1% of visitor groups were part of an automobile (car/motorcycle) club (see Figure 6).

N=220 visitor groups

With automobile club?

Yes | 1%
No | 99%

Number of respondents
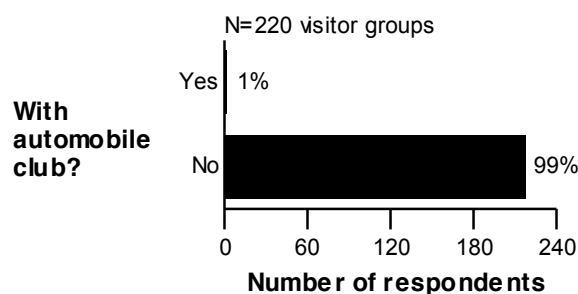
Figure 6: Visitors with an automobile (car/motorcycle) club

Question 22e
On this visit, were you and your personal group part of an other organized group (scouts, work, church)?

Results
- 2% of visitor groups were traveling with an other organized group (see Figure 7).

N=216 visitor groups

With other organized group?

Yes | 2%
No | 98%

Number of respondents
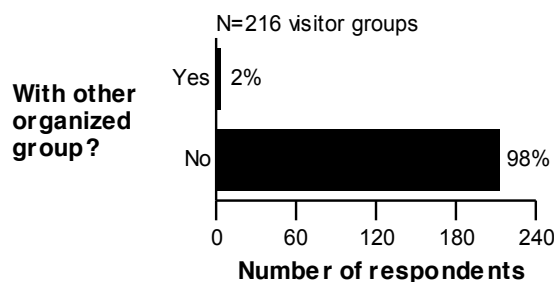
Figure 7: Visitors with an other organized group

Question 22f
If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret with **CAUTION!**

- Not enough visitor groups answered this question to provide reliable data (see Figure 8).

N=9 visitor groups*

Number in organized group

5 or more | 33%
4 | 22%
3 | 11%   **CAUTION!**
2 | 33%

Number of respondents

Figure 8: Organized group size

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

United States visitors by state of residence

Question 24b

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

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

Results

- U.S. visitors were from 38 states and comprised 97% of total visitation to the park during the survey period.

- 41% of U.S. visitors came from Kansas (see Table 4 and Map 1).

- Smaller proportions of U.S. visitors came from 37 other states.

Table 4: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=585 individuals	Percent of total visitors N=606 individuals
Kansas	238	41	39
Colorado	44	8	7
Missouri	32	5	5
California	25	4	4
Pennsylvania	22	4	4
Ohio	21	4	3
New Mexico	17	3	3
Oklahoma	15	3	2
Arizona	14	2	2
Illinois	14	2	2
Indiana	12	2	2
Texas	11	2	2
Nebraska	10	2	2
Massachusetts	9	2	1
24 other states	101	17	17

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 24b
> For you and your personal group on this visit, what is your country of residence?

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

Results – Interpret results with **CAUTION!**

- International visitors were from six countries and comprised 3% of total visitation to the park during the survey period (see Table 5).

Table 5: International visitors by country of residence*
CAUTION!

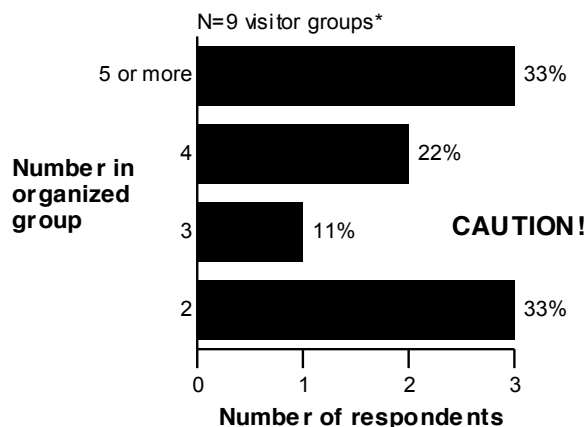| Country	Number of visitors	Percent of international visitors N=21 individuals	Percent of total visitors N=606 individuals
Germany	6	29	1
Canada	5	24	1
United Kingdom	4	19	1
Belgium	3	14	<1
Netherlands	2	10	<1
Afghanistan	1	5	<1

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

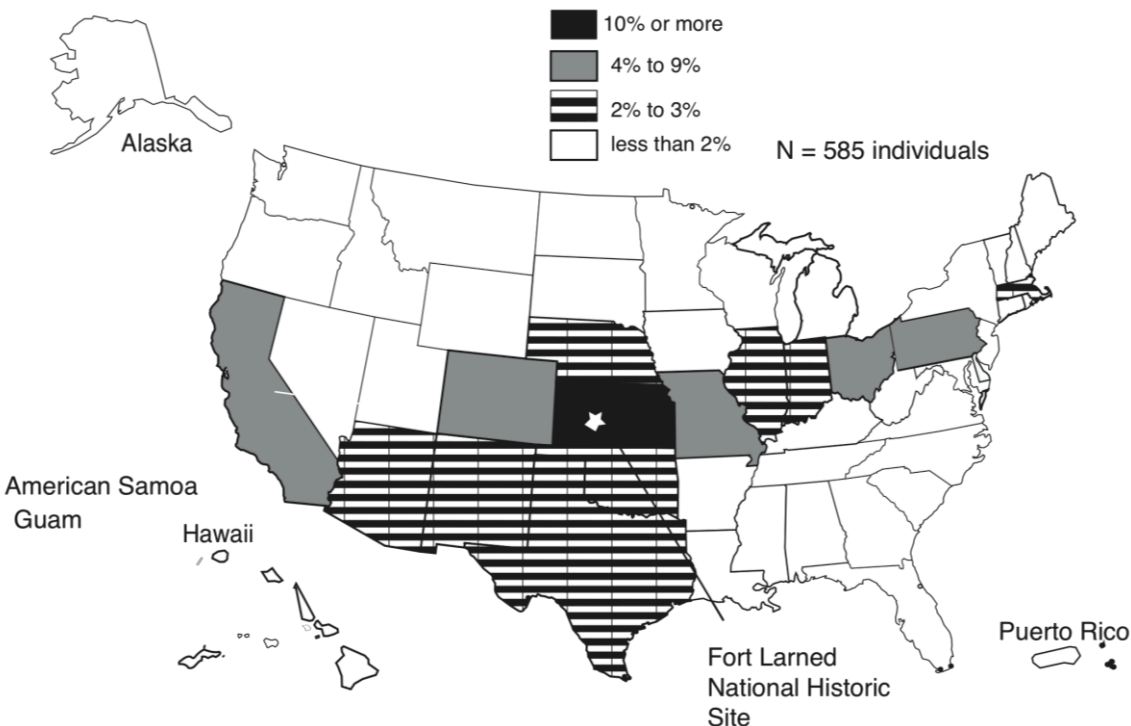## Number of visits to the park in the past 12 months

Question 24c
   For you and your personal group on this visit, how many times have you visited Fort Larned NHS in the last 12 months (including this visit)?

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

Results
   • 95% of visitors visited the park once in the last 12 months (see Figure 9).

   • 4% had visited the park two times in the last 12 months.

N=659 individuals
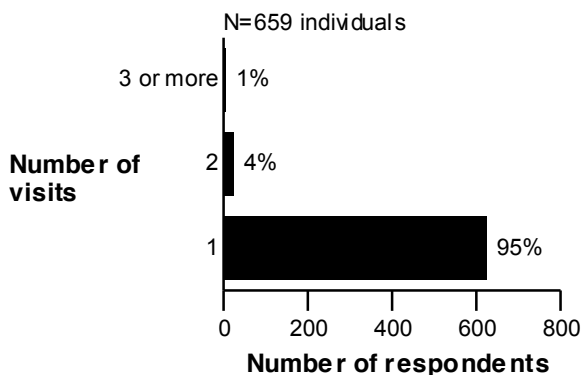
Figure 9: Number of visits to park in the last 12 months

Number of visits to the park in lifetime

Question 24d
   For you and your personal group on this visit, how many times have you visited Fort Larned NHS in your lifetime (including this visit)?

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

Results
   • 75% of visitors were first time visitors (see Figure 10).

   • 13% had visited the park three or more times in their lifetime.

N=659 individuals

Figure 10: Number of visits to park in lifetime

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

Visitor age

Question 24a
　　For you and your personal group on
　　this visit, what is your current age?

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

Results
- Visitor ages ranged from 1 to 88 years.

- 51% of visitors were between 41 and 65 years of age (see Figure 11).

- 17% of visitors were 15 years or younger.

- 17% of visitors 66 or older.

N=653 individuals

Age group (years)	Percentage
76 or older	4%
71-75	5%
66-70	8%
61-65	15%
56-60	12%
51-55	9%
46-50	9%
41-45	6%
36-40	3%
31-35	3%
26-30	3%
21-25	3%
16-20	3%
11-15	6%
10 or younger	11%

Number of respondents

Figure 11: Visitor age

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

Visitor ethnicity

Question 26a
> Are you or members of your personal group Hispanic or Latino?

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

Results
- 2% of visitors were Hispanic or Latino (see Figure 12).

N=612 Individuals

Hispanic or Latino?

Yes 2%

No 98%

Number of respondents
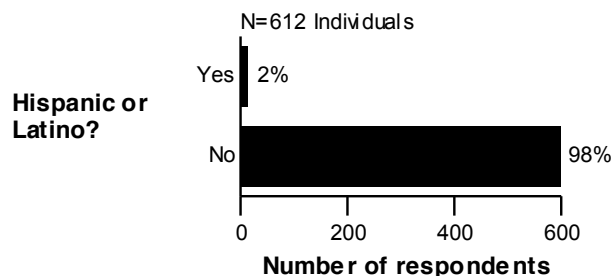
Figure 12: Visitors who were Hispanic or Latino

Visitor race

Question 26b
> What is your race? What is the race of each member of your personal group?

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

Results
- 98% of visitors were White (see Figure 13).

- 2% were American Indian or Alaska Native.

N=652 Individuals**

Race

White 98%

American Indian or Alaska Native 2%

Asian 1%

Native Hawaiian or other Pacific Islander 0%

Black or African American 0%

Number of respondents

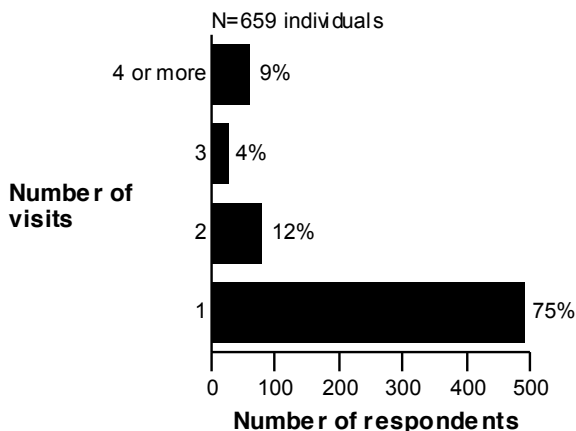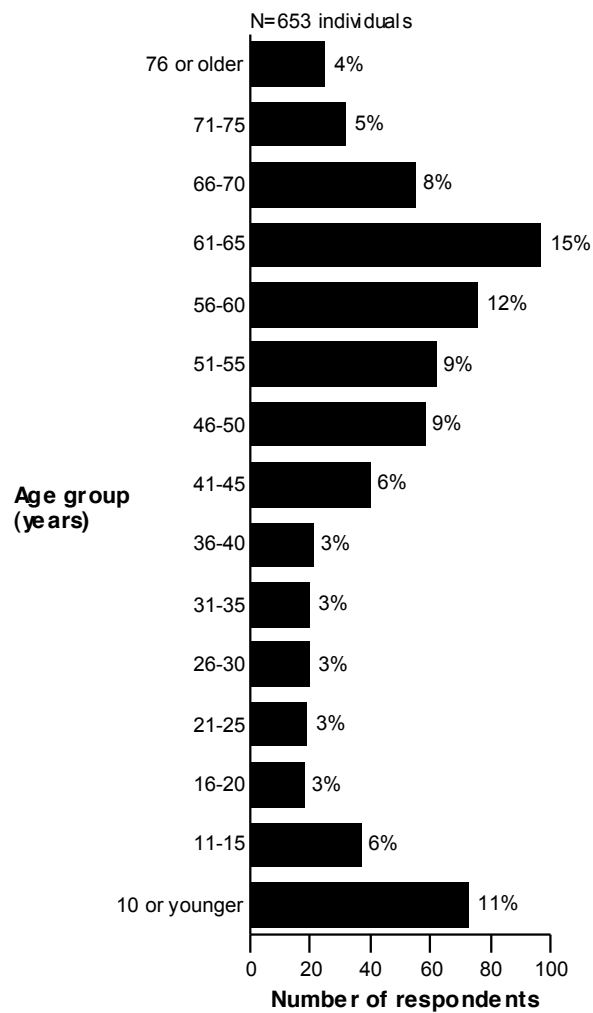**Figure 13: Visitor race**

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

Visitors with physical conditions/impairments

Question 25a

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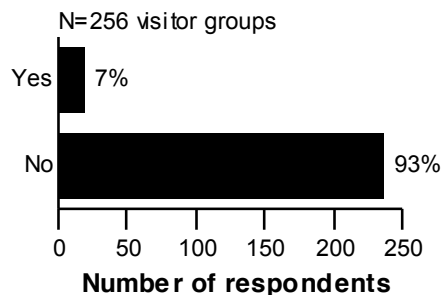
Results

- 7% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 14).

N=256 visitor groups

Figure 14: Visitor groups that had members with physical conditions

Question 25b

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

Results – Interpret with **CAUTION!**

- Eighteen visitor groups commented on the services and activities that were difficult to access or participate in (see Table 6).

Table 6: Services/activities that were difficult to access/participate in
N=19 comments;
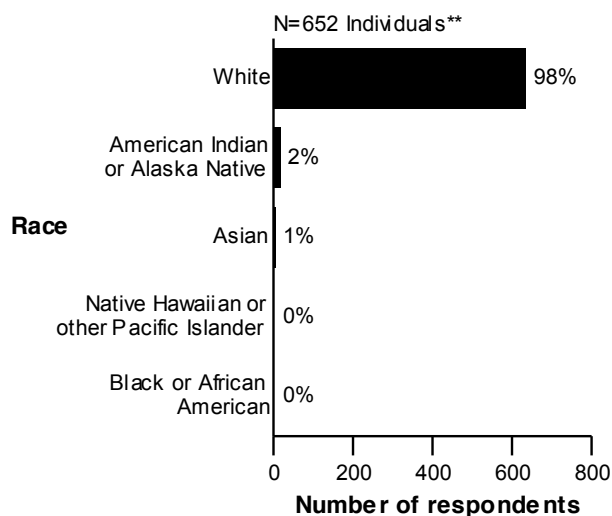one visitor group made more than one comment.
CAUTION!

Service	Number of times mentioned
Walking	8
Stairs without handrails	3
Gravel paths	3
Access difficulty for wheelchair	2
Access difficulty for walker/scooter	1
Access difficulty for stroller	1
Access to officer's quarters and across parade grounds	1

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

Awareness of NPS management

Question 4

Prior to your visit, were you and your personal group aware that Fort Larned NHS is a unit of the National Park System?

Results

- Prior to their visit, 59% of visitor groups were aware that Fort Larned NHS is part of the National Park System (see Figure 15).
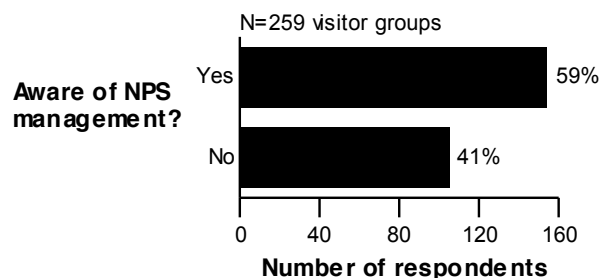
N=259 visitor groups

Aware of NPS management?

Yes ████████████████ 59%

No ██████████ 41%

0 40 80 120 160

Number of respondents

Figure 15: Visitor groups that were aware the park is a unit of the NPS

Information source used to learn of park's existence

Question 1

How did you and your personal group first learn about the existence of Fort Larned?

Results

- As shown in Figure 16, the most common sources of information first used to learn about the existence of the park were:

  31% Friends/relatives/word of mouth
  25% Saw signs on highway
  19% Travel guides/tour books

- The location where the Highway Travelers Information Station informational message was heard:

  East bound US-56 near Larned

- "Other" sources of information (26%) were:

  Books
  From area
  Map/atlas
  Mother's work
  NPS Passport book
  Possible research location
  Santa Fe Trail Association

N=259 visitor groups**

Source

Friends/relatives/ word of mouth — 31%
Saw signs on highway — 25%
Travel guides/ tour books — 19%
Brochure in Tourism Information Center — 14%
Personal research in western frontier history — 12%
History books/clubs — 11%
Park website — 9%
Kansas Highway Department Magazine — 6%
Other historical sites — 5%
Newspaper/magazine articles — 4%
Other websites — 3%
School class/program — 3%
Personal research in Native American history/culture — 3%
Television or radio programs — 2%
Heard message on Highway Travelers Information Station — <1%
Other — 26%

0 20 40 60 80

Number of respondents

Figure 16: Sources of information used to first learn of park's existence

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

Prior knowledge of Santa Fe Center and Trail Association

Question 2
 Prior to your visit, had you and your personal group ever heard of the following groups?

Results

Santa Fe Trail Center

- 39% of visitor groups had heard of the Santa Fe Trail Center (see Figure 17).

Santa Fe Trail Association

- 27% had heard of the Santa Fe Trail Association (see Figure 18).

N=256 visitor groups
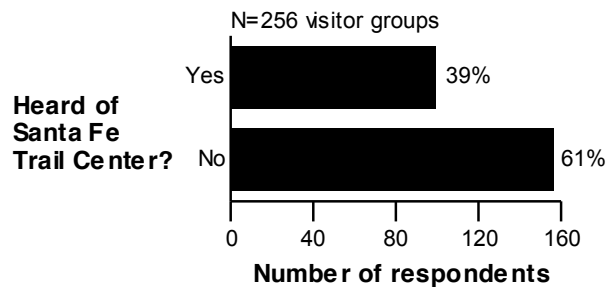
Figure 17: Visitor groups that heard of Santa Fe Trail Center

N=247 visitor groups

Figure 18: Visitor groups that heard of Santa Fe Trail Association

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

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 5a

Prior to your visit, how did you and your personal group obtain information about Fort Larned NHS?

Results

- 77% of visitor groups obtained information about Fort Larned NHS prior to their visit (see Figure 19).

- As shown in Figure 20, among those visitor groups that obtained information about Fort Larned NHS prior to their visit, the most common sources were:

  37% Maps/brochures
  32% Travel guides/tour books
  31% Previous visits

- "Other" sources (10%) were:

  Blacksmith at Cow Town Museum in Wichita
  Books
  Mother's work
  National Park Passport Book
  Recommended by Department of Defense research sponsor
  Santa Fe Trail Association Meeting

N=260 visitor groups
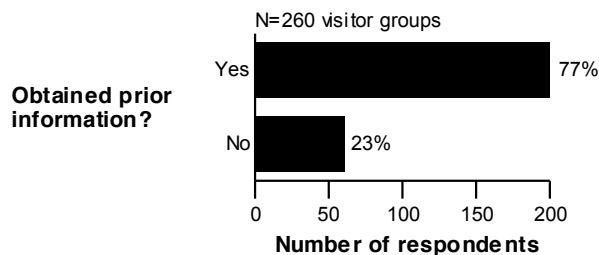
Figure 19: Visitor groups that obtained information about Fort Larned NHS prior to visit
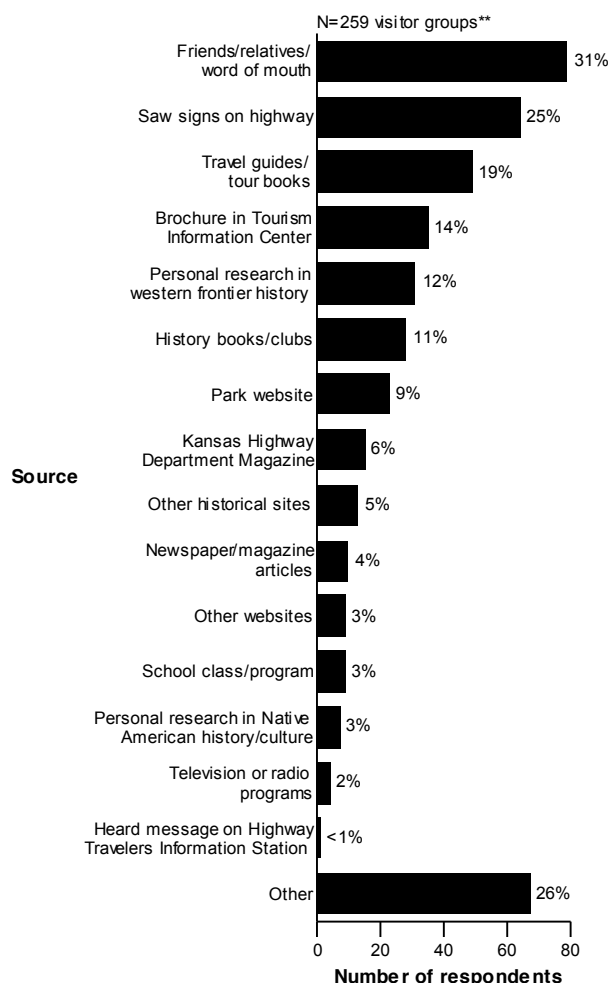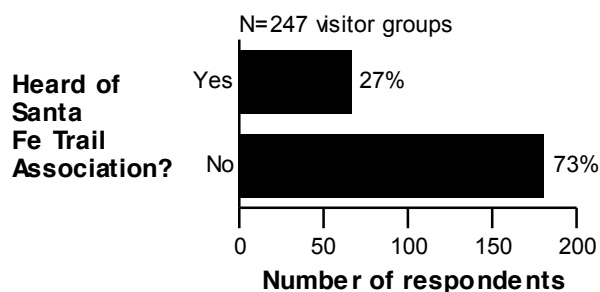
N=186 visitor groups**
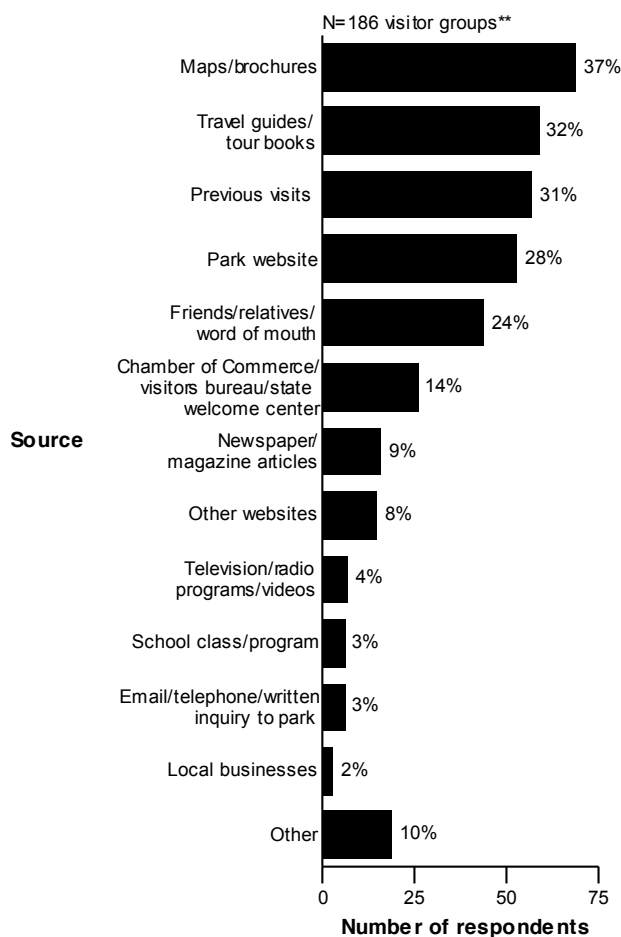
Figure 20: Sources of information used by visitor groups prior to visit

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

Question 5c
> From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

Results
- 95% of visitor groups received needed information prior to their visit (see Figure 21).

N=193 visitor groups

Received needed information?
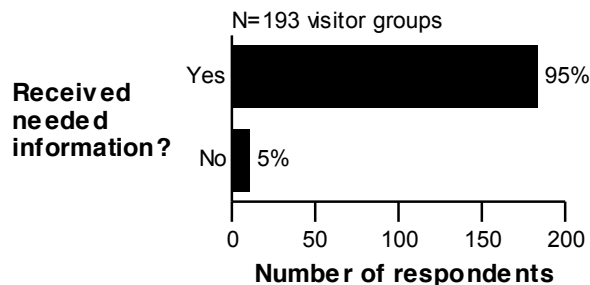
Figure 21: Visitor groups that received needed information prior to visit

Question 5d
> If NO, what type of park information did you and your personal group need that was not available? (open-ended)

Results **–** Interpret with **CAUTION!**
- Five visitor groups listed information they needed, but was not available (see Table 7).

Table 7: Information needed
N=5 comments
CAUTION!

Type of information	Number of times mentioned
Photos	2
Exact location	1
Junior Ranger program	1
More personal information	1

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

Information sources for future visit

Question 5b

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

Results

- As shown in Figure 22, the most common sources of information to use for a future visit were:

  69% Park website
  30% Maps/brochures
  27% Travel guides/tour books

N=188 visitor groups**

Source	
Park website	69%
Maps/brochures	30%
Travel guides/tour books	27%
Previous visits	23%
Chamber of Commerce/visitors bureau/state welcome center	22%
Friends/relatives/word of mouth	14%
Newspaper/magazine articles	13%
Other websites	12%
Email/telephone/written inquiry to park	11%
Television/radio programs/videos	8%
Local businesses	5%
School class/program	5%
Other	0%

Number of respondents

Figure 22: Sources of information preferred for a future visit

Park as destination

Question 3

How did your visit to Fort Larned NHS fit into your and your personal group's travel plans?

Results

- For 51% of visitor groups, Fort Larned NHS was one of several destinations (see Figure 23).

- For 27% of visitor groups, the park was not a planned destination.

N=261 visitor groups*

How visit fit into travel plans

One of several destinations	51%
Not a planned destination	27%
Primary destination	21%

Number of respondents

Figure 23: How visit to park fit into visitor groups' travel plans

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

Primary reason for visiting the area

Question 6
> On this trip, what was the primary reason that you and your personal group came to the Fort Larned NHS area?
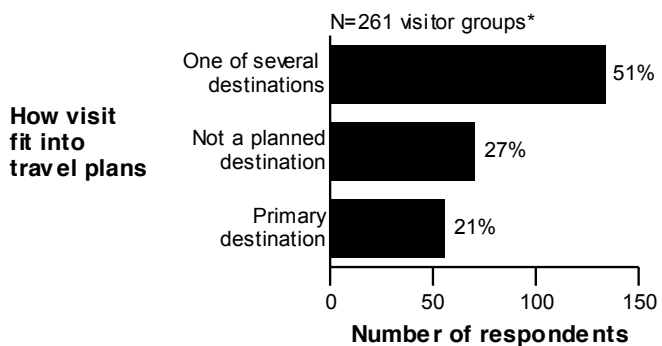
Results

- 11% of visitor groups were residents of the Fort Larned area (see Figure 24).

- For 43% of visitor groups, the primary reason for coming to the Fort Larned NHS area was to visit Fort Larned NHS (see Figure 25).

- "Other" reasons (24%) included:

  > Get National Park passport stamp
  > Get information on the 150th Anniversary
  > Meet friends at fort
  > On route of travel
  > Part of a tour
  > Personal interest
  > Purchase books
  > Return to childhood home
  > Santa Fe Trail trip
  > Stretch legs
  > Take family member to park
  > Travel to all national park units

N=260 visitor groups

Resident of area?

Yes 11%
No 89%

Number of respondents
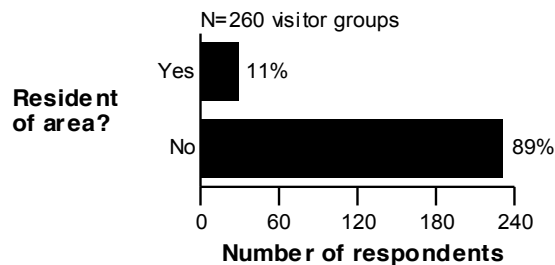
Figure 24: Residents of the Fort Larned area (within 60 miles)

N=226 visitor groups

Reason

Visit the park 43%
Visit friends/ relatives in the area 15%
Visit other attractions in the area 13%
Business 5%
Other 24%
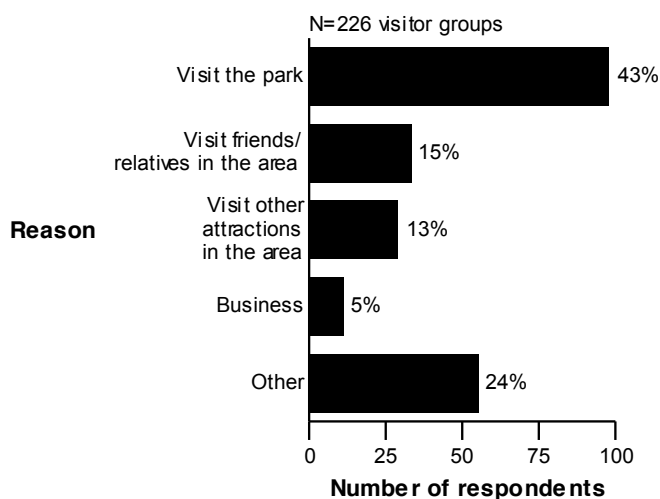
Number of respondents

Figure 25: Primary reason for visiting the area (within 60 miles) of Fort Larned NHS

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

Activity as primary reason for visiting the park

Question 10c

> Which one of the above activities was the primary reason you and your personal group visited Fort Larned NHS on this visit?

Results

- 44% of visitor groups' primary reason for visiting Fort Larned NHS was to take a self-guided tour of the historic buildings (see Figure 26).

- 21% of visitor groups came to Fort Larned NHS primarily for general sightseeing.

- "Other" primary reasons (17%) were:

> Conducting scientific research
> Conversing with park ranger and blacksmith
> Finding out about bringing a school group
> Getting a historical perspective
> Killing time
> Learning about history
> Learning about military history
> Learning about the fort
> Looking at books
> Obtaining National Park Passport stamp
> Participating in Junior Ranger program
> Passing through
> Seeing new additions
> Showing grandson the fort
> Teaching history to children
> Visiting all forts
> Visiting all national park units
> Visiting forts along Santa Fe Trail
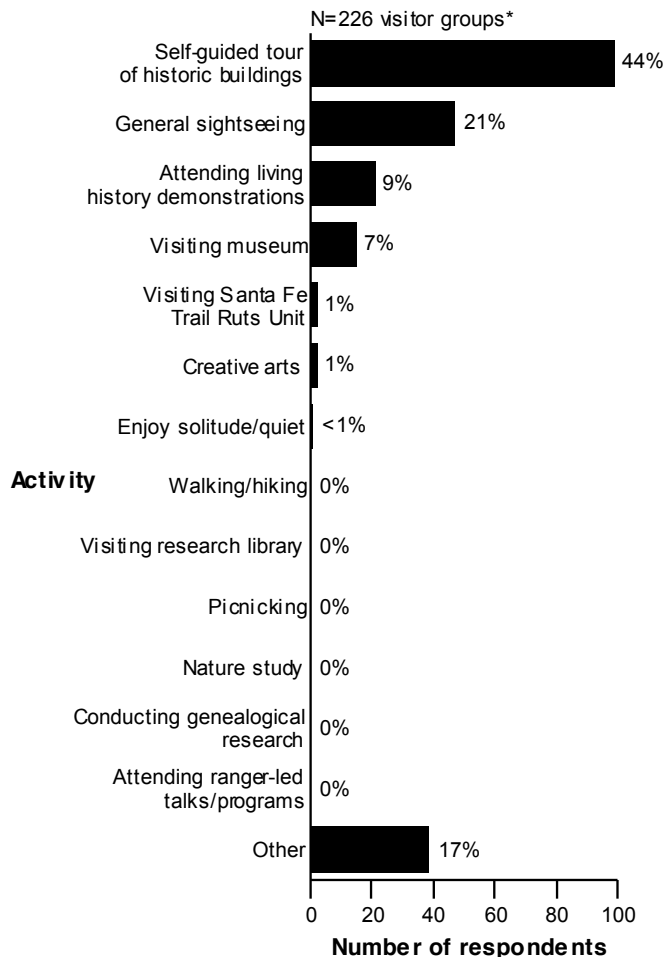> Visiting the blacksmith shop
> Watching the film

Figure 26: Primary reason for visiting Fort Larned NHS

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

Places stayed on night prior to visit

Question 8a

In what town/city did you and your personal group stay on the night before your arrival at Fort Larned NHS? If you stayed at home, please write the name of the city/town and state where you live. (open-ended)

Results

- Table 8 shows the towns/cities in which visitor groups stayed on the night prior to visiting Fort Larned NHS.

Table 8: Town/city in which visitor groups stayed on the night prior to visit

N=90 locations

Town/city and State	Number of times mentioned
Larned, KS	30
Dodge City, KS	24
Great Bend, KS	24
Garden City, KS	13
Hays, KS	13
Salina, KS	13
Wichita, KS	8
Kansas City, MO	6
Abilene, KS	5
Hutchinson, KS	5
Jetmore, KS	4
Topeka, KS	4
Kinsley, KS	3
Ness City, KS	3
Scott City, KS	3
Bison, KS	2
Council Grove, KS	2
Emporia, KS	2
Garfield, KS	2
Hanston, KS	2
La Crosse, KS	2
Manhattan, KS	2
Phillipsburg, KS	2
St John, KS	2
Sterling, KS	2
Wakeeney, KS	2
Wamego, KS	2
Albert, KS	1
Albuquerque, NM	1
Amarillo, TX	1
Ashland, NE	1
Assaria, KS	1
Bartlesville, OK	1
Beloit, KS	1
Boonville, MO	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 8: Town/city in which visitor groups stayed
on the night prior to visit**
(continued)

Town/city and State	Number of times mentioned
Buffalo, OK	1
Canton, KS	1
Centennial, CO	1
Colby, KS	1
Council Bluff, IA	1
Cripple Creek, CO	1
Denver, CO	1
Dorrance, KS	1
Elkhart, KS	1
Estes Park, CO	1
Greensburg, KS	1
Gyman, OK	1
Halstead, KS	1
Hoisington, KS	1
Holly, CO	1
Independence, MO	1
Inman, KS	1
Jefferson City, MO	1
Kanapolis, KS	1
Kismet, KS	1
La Junta, CO	1
Lake Pueblo, CO	1
Lake Scott State Park, KS	1
Lamar, CO	1
Leawood, KS	1
Lyons, KS	1
Macksville, KS	1
McCracken, KS	1
McPherson, KS	1
Mooreland, OK	1
Newton, KS	1
Oakley, KS	1
Olathe, KS	1
Pagosa Springs, CO	1
Park City, KS	1
Pawnee Rock, KS	1
Platte City, MO	1
Raymore, MO	1
Rozel, KS	1
Santa Fe, NM	1
Sayre, OK	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 8: Town/city in which visitor groups stayed
on the night prior to visit**
(continued)

Town/city and State	Number of times mentioned
Shawnee Mission, KS	1
Shawnee, KS	1
Shelton, NE	1
Stafford, KS	1
Stockton, KS	1
Timken, KS	1
Torrington, WY	1
Tribune, KS	1
Turon, KS	1
Victoria, KS	1
Wellsville, KS	1
Woodward, OK	1
Zenith, KS	1

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

Places stayed on night after visit

Question 8b
In what town/city did you and your personal group stay on the night after your departure from Fort Larned NHS? If you stayed at home, please write the name of the city/town and state where you live. (open-ended)

Results
• Table 9 shows the towns/cities in which visitor groups stayed on the night after leaving Fort Larned NHS.

Table 9: Town/city in which visitor groups stayed on the night after visit
N=112 locations

Town/city and State	Number of times mentioned
Dodge City, KS	21
Great Bend, KS	19
Larned, KS	14
Salina, KS	10
Wichita, KS	7
Colorado Springs, CO	6
Hays, KS	6
Topeka, KS	6
Hutchinson, KS	5
Kansas City, MO	5
La Junta, CO	5
Abilene, KS	4
Garden City, KS	4
Lamar, CO	4
Scott City, KS	4
St John, KS	4
Halstead, KS	3
Kinsley, KS	3
Manhattan, KS	3
McPherson, KS	3
Overland Park, KS	3
Ulysses, KS	3
Bison, KS	2
Columbia, MO	2
Council Grove, KS	2
Denver, CO	2
Garfield, KS	2
Hanston, KS	2
Independence, MO	2
Raton, NM	2
St Joseph, MO	2
Alamosa, CO	1
Albert, KS	1
Albuquerque, NM	1
Alva, OK	1
Assaria, KS	1
Basehor, KS	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: Town/city in which visitor groups stayed on the night after visit
(continued)

Town/city and State	Number of times mentioned
Bazine, KS	1
Beloit, KS	1
Bella Vista, AR	1
Billings, MT	1
Bloomington, IN	1
Boulder, CO	1
Branson, MO	1
Broomfield, CO	1
Canton, KS	1
Cedar Bluff State Park, KS	1
Cheney Reservoir, KS	1
Cimarron, KS	1
Clovis, NM	1
Colby, KS	1
Conway Springs, KS	1
Cottaquilla, KS	1
Derby, KS	1
Dorrance, KS	1
Drumright, OK	1
Durango, CO	1
El Dorado, KS	1
Emporia, KS	1
Fort Scott, KS	1
Fulton, MO	1
Garnett, KS	1
Grain Valley, MO	1
Hayes, KS	1
Hoisington, KS	1
Inman, KS	1
Jetmore, KS	1
John Martin Reservoir, CO	1
Junction City, KS	1
Kearney, NE	1
Kismet, KS	1
La Crosse, KS	1
Lakewood, CO	1
Laverne, OK	1
Lenexa, KS	1
Liberal, KS	1
Lincoln, KS	1
Lyndon, KS	1
Lyons, KS	1
Macksville, KS	1
Marquette, KS	1
Meade, KS	1
Moore, OK	1
Ness City, KS	1
New Bloomfield, MO	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: Town/city in which visitor groups stayed on the night after visit
(continued)

Town/city and State	Number of times mentioned
Oakley, KS	1
Oklahoma City, OK	1
Omaha, NE	1
Ottawa, KS	1
Paola, KS	1
Park City, KS	1
Pawnee Rock, KS	1
Prairie Village, KS	1
Raytown, MO	1
Rolla, KS	1
Rozel, KS	1
Scott, KS	1
Scotts Bluff, NE	1
Silver Lake, KS	1
Steamboat, CO	1
Sterling, KS	1
Strong City, KS	1
Sutton, NE	1
Syracuse, KS	1
Timken, KS	1
Troy, NE	1
Tucumcari, NM	1
Tulsa, OK	1
Udall, KS	1
Victoria, KS	1
York, NE	1
Zenith, KS	1

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

Communities in which services were obtained

Question 16a

In which communities did you and your personal group obtain support services (e.g., information, gas, food, lodging) for this visit to Fort Larned NHS?

Results

- 83% of visitor groups obtained services in nearby communities (see Figure 27).

- As shown in Figure 28, the communities where visitor groups most often obtained support services were:

  52% Larned
  32% Great Bend
  23% Dodge City

- "Other communities (14%) where supported services were obtained included:

  Abilene
  Bison
  Colby
  Ellsworth
  Emporia
  Hanston
  Hill City
  Jetmore
  Kinsley
  Kismet
  Lyons
  Macksville
  McPherson
  Ness City
  Nicodemus
  Scott City
  St. John
  Stafford
  Sterling
  Timken
  Ulysses
  Wakeeney
  Wichita
  Yoder

N=254 visitor groups
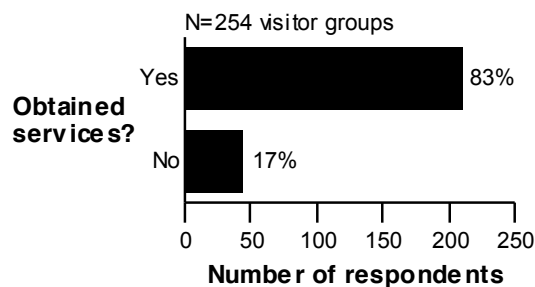
Figure 27: Visitor groups that obtained services in nearby communities
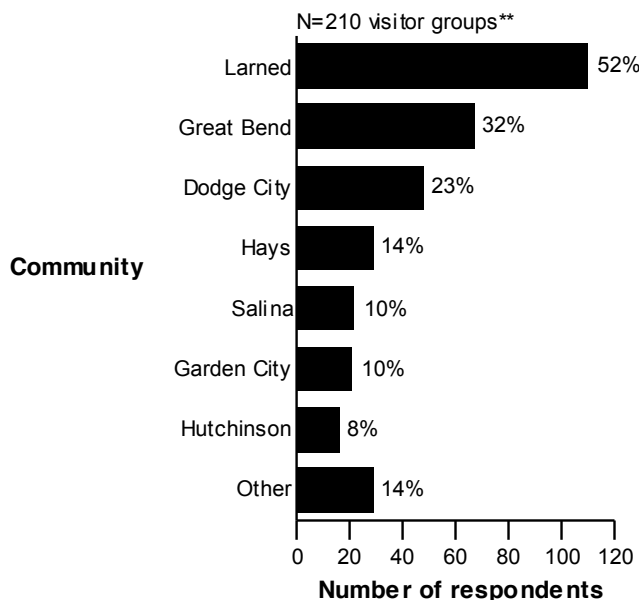
N=210 visitor groups**

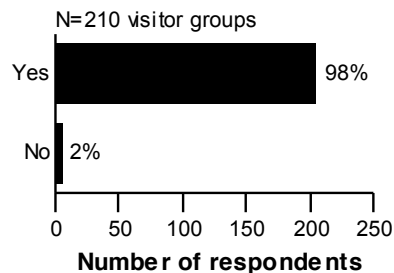**Figure 28: Communities in which support services were obtained**

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

Question 16b
Were you and your personal group able to obtain all of the services that you needed in these communities?

Results
- 98% of visitor groups received all needed services in nearby communities (see Figure 29).

N=210 visitor groups

Obtained all needed services?

Yes — 98%
No — 2%

0   50   100   150   200   250
Number of respondents

Figure 29: Visitor groups that obtained all needed services in nearby communities

Question 16c
If NO, what needed services were not available? (open-ended)

Results – Interpret with **CAUTION!**
- As shown in Table 10, seven visitor groups listed needed services that were not available.

Table 10: Services not available
N=7 comments
CAUTION!

Service	Comment	Number of times mentioned
Bookstore	Need a general bookstore	1
Food services	Need a sit-down family restaurant	1
	Few restaurant choices in Larned	1
	Need better breakfast and dinner	1
	Need a restaurant open on Sunday at lunchtime	1
RV park	Need more nice (not trashy looking) RV parks that are easy to find	1
Signs	Need signs on east side	1

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

Forms of transportation

Question 9

On this visit, which forms of transportation did you and your personal group use to travel between your overnight accommodations or home and Fort Larned NHS?

Results

- As shown in Figure 30, the most common forms of transportation used to travel to Fort Larned NHS were:

    89% private vehicle (car, SUV, pickup, RV, etc.)
    7% rental vehicle

- "Other" forms of transportation (1%) were:

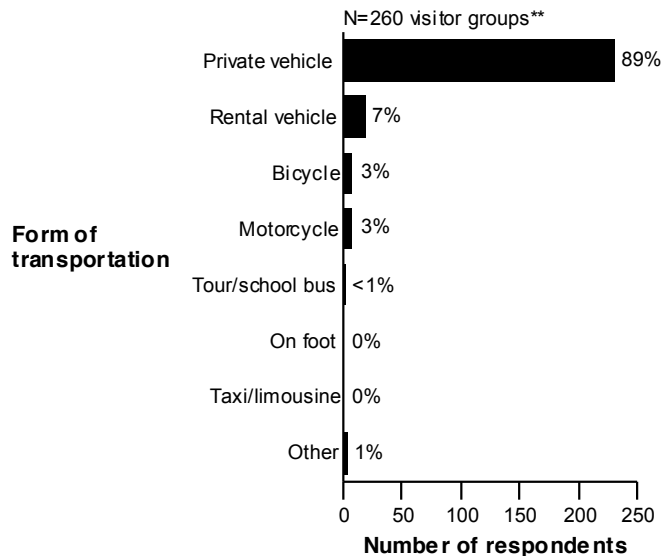   Support van for bike tour group
    U-Haul

N=260 visitor groups**

Form of transportation	
Private vehicle	89%
Rental vehicle	7%
Bicycle	3%
Motorcycle	3%
Tour/school bus	<1%
On foot	0%
Taxi/limousine	0%
Other	1%

Number of respondents

Figure 30: Forms of transportation used to travel to Fort Larned NHS

Number of vehicles

Question 23c

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

Results

- 94% of visitor groups used one vehicle to arrive at the park (see Figure 31).

- 5% used two vehicles.

N=255 visitor groups*

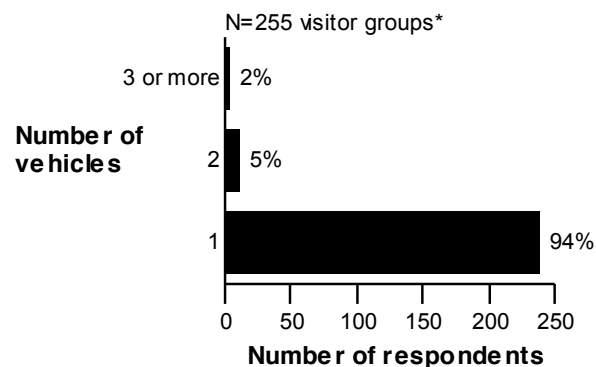| Number of vehicles	
3 or more	2%
2	5%
1	94%

Number of respondents

Figure 31: Number of vehicles used to arrive at the park

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

Number of park entries

Question 23d
> On this trip, how many times did you and your personal group enter the park?

Results
- 94% of visitor groups entered the park once (see Figure 32).

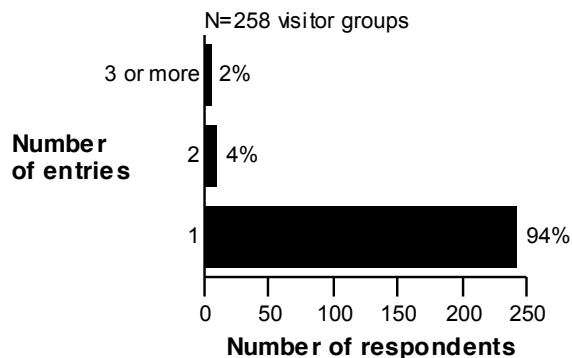- 6% entered the park two or more times.

Figure 32: Number of park entries

Overnight stays

Question 7a
> On this trip, did you and your personal group stay overnight away from your permanent residence in the Fort Larned NHS area (within 60 miles of the park)?

Results
- 51% of visitor groups stayed overnight away from their permanent residence, within 60 miles of the park (see Figure 33).
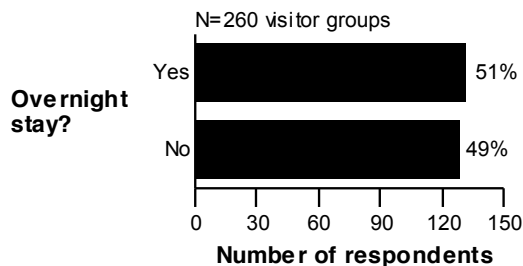
Figure 33: Visitor groups that stayed overnight away from permanent residence

Question 7b
> If YES, please list the number of nights you and your personal group stayed in the Fort Larned NHS area.

Results
- 57% of visitor groups stayed one night in the area (see Figure 34).

- 23% stayed two nights.

- 19% stayed three or more nights.

Figure 34: Number of nights in area

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

Overnight accommodations
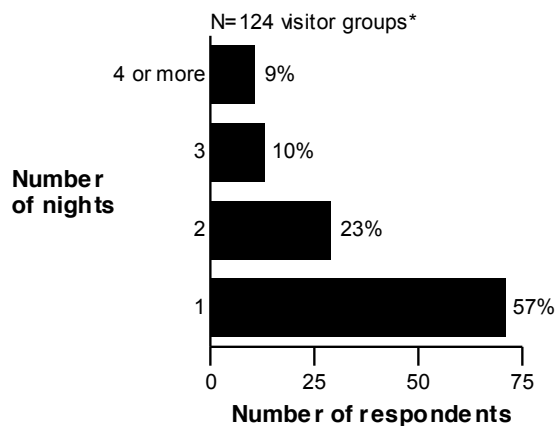
Question 7c

In which types of lodging did you and your personal group spend the night(s) in the area outside the park (within 60 miles of the park)?

Results

- 61% of visitor groups stayed in lodges, hotels, vacation rentals, B&B, etc. (see Figure 35).

- 15% stayed at the residence of friends or relatives.

- 15% were RV/trailer camping.

- "Other" types of lodging (5%) were:

  Church
  In car
  Tent camping in local
      neighborhoods
  Tenting with *Biking Across
      Kansas*

N=130 visitor groups**

Type of lodging

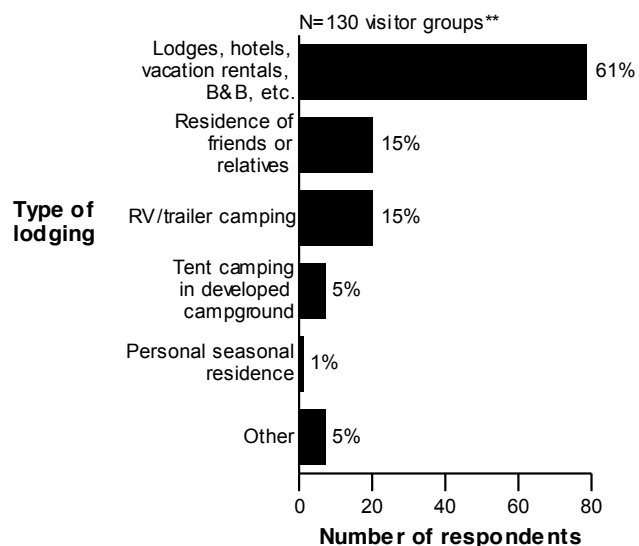| Type of lodging	Percentage
Lodges, hotels, vacation rentals, B&B, etc.	61%
Residence of friends or relatives	15%
RV/trailer camping	15%
Tent camping in developed campground	5%
Personal seasonal residence	1%
Other	5%

Number of respondents

Figure 35: Type of lodging in the area outside 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

33

Length of stay

Question 14a

On this visit, did you and your personal group visit Fort Larned NHS on more than one day?

Results

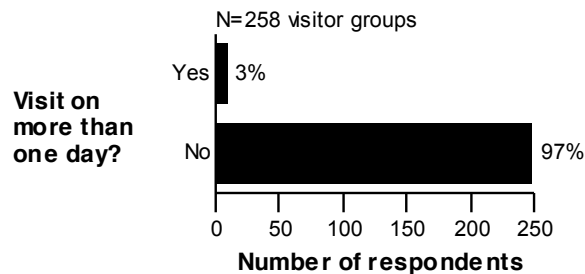- 3% of visitor groups visited Fort Larned NHS on more than one day (see Figure 36).

N=258 visitor groups

Visit on more than one day?

Yes 3%

No 97%

Number of respondents

Figure 36: Visitor groups that visited the park on more than one day

Question 14b:

How many hours in total did you and your personal group spend visiting Fort Larned NHS?

Results

- 48% of visitor groups spent two hours visiting Fort Larned NHS (see Figure 37).

- 27% spent three or more hours.

Average length of stay

- The average length of stay for all visitor groups was 2.2 hours.

N=258 visitor groups*

Number of hours

4 or more 9%

3 18%

2 48%

Up to 1 26%
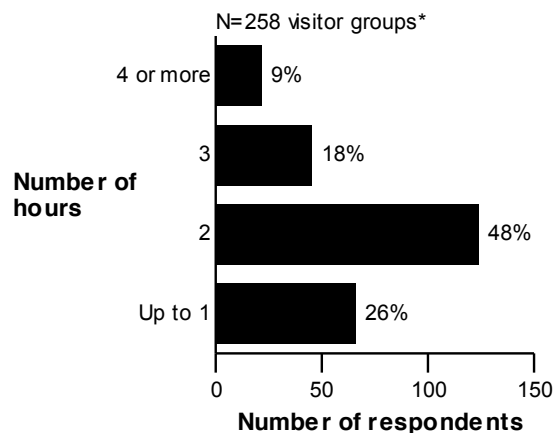
Number of respondents

Figure 37: Number of hours 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

Sites visited

Question 13a

On this visit to Fort Larned NHS, which park sites did you and your personal group visit?

Results

- As shown in Figure 38, the most commonly visited sites by visitor groups at Fort Larned were:

  93% Visitor center
  92% Museum
  91% Infantry barracks

- The least visited site was:

  3% Nature trail

- "Other" sites (6%) that were visited were:

  Artillery demonstration
  Bakery
  Cemetery
  Indian village
  Officer's quarters
  Paths
  Wood/leather shop
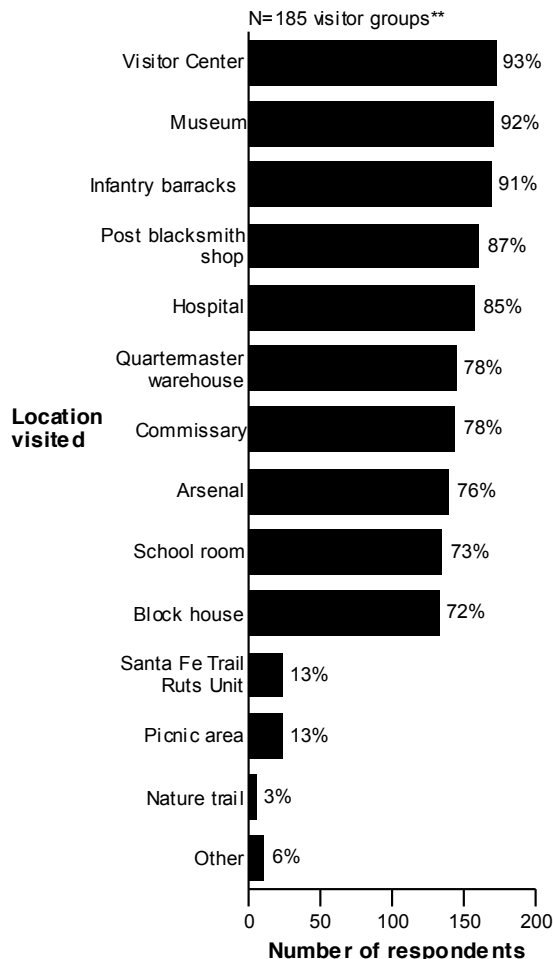
N=185 visitor groups**

Figure 38: Sites visited in 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

Activities on this visit

Question 10a
> On this visit, which activities did you and your personal group participate in within Fort Larned NHS?

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

  92% Self-guided tour of historic buildings
  76% Visiting museum
  65% General sightseeing

- "Other" activities (17%) were:

  Biking
  Conducting scientific research
  Conversing with a park ranger
  Finding out about bringing school group
  Going to the visitor center
  Killing time
  Learning about history
  Learning about military history
  Obtaining National Parks Passport stamp
  Participating in Junior Ranger program
  Purchasing books
  Seeing movie/film
  Seeing new additions
  Seeing the fort
  Seeing the slide show
  Showing a family member
  Teaching history to children
  Viewing historic buildings
  Visiting blacksmith shop
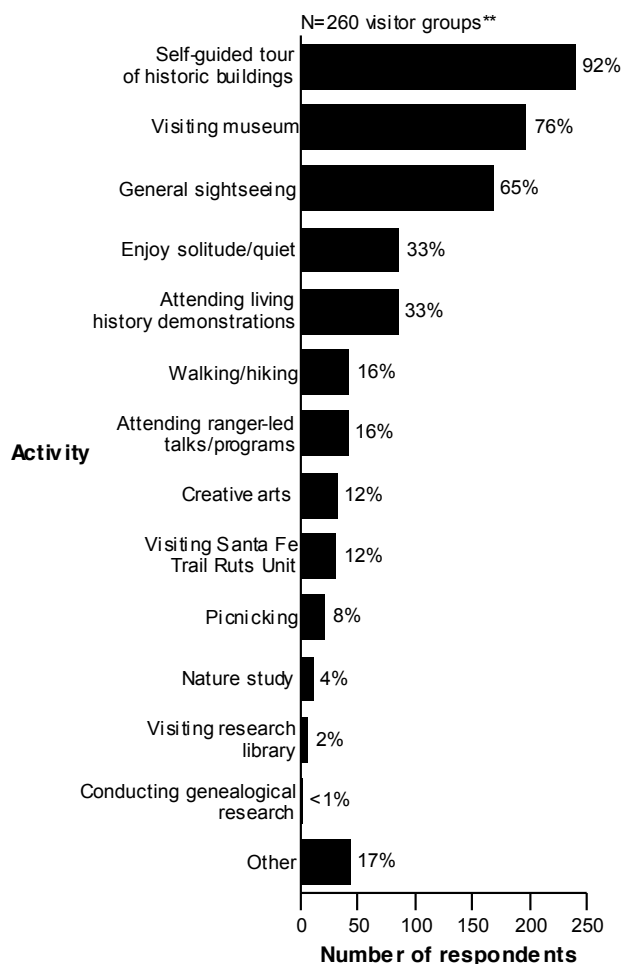 Visiting Indian Village

N=260 visitor groups**

Activity	Percent
Self-guided tour of historic buildings	92%
Visiting museum	76%
General sightseeing	65%
Enjoy solitude/quiet	33%
Attending living history demonstrations	33%
Walking/hiking	16%
Attending ranger-led talks/programs	16%
Creative arts	12%
Visiting Santa Fe Trail Ruts Unit	12%
Picnicking	8%
Nature study	4%
Visiting research library	2%
Conducting genealogical research	<1%
Other	17%

Number of respondents

Figure 39: Activities on this visit

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

Activities on future visit

Question 10b

If you were to visit the park in the future, in which activities would you and your personal group prefer to participate?

Results

- As shown in Figure 40, the most common activities in which visitors would prefer to participate during a future visit were:

  75% Attending living history demonstrations
  75% Self-guided tours of historic buildings
  64% Visiting museum

- "Other" activities (5%) were:

  Getting an historical perspective
  Going to the visitor center
  Going on horse carriage rides
  Junior Ranger program
  Obtaining National Parks Passport stamp
  Participating in events
  Purchasing books
  Seeing slide show
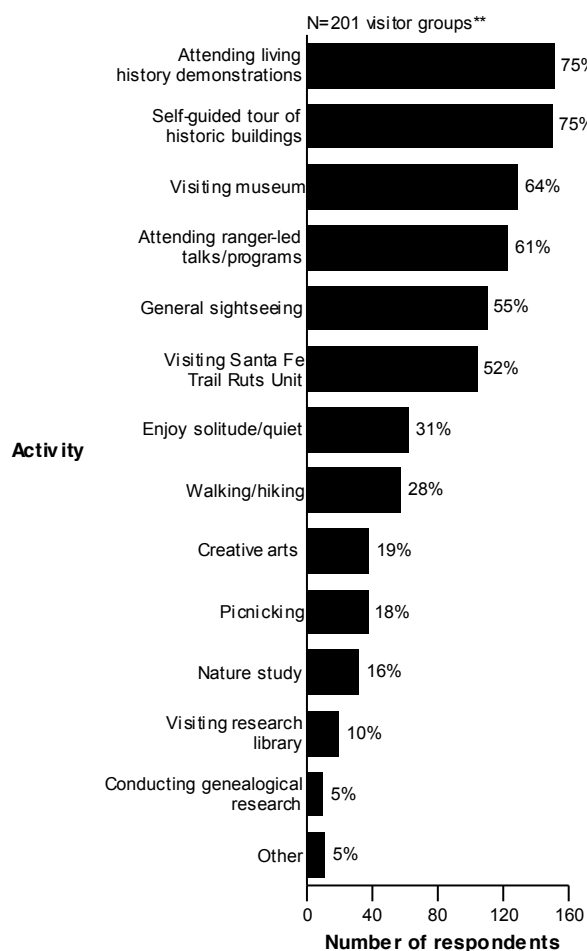 Viewing wagon ruts
  Watching video/film

N=201 visitor groups**

Activity	Percentage
Attending living history demonstrations	75%
Self-guided tour of historic buildings	75%
Visiting museum	64%
Attending ranger-led talks/programs	61%
General sightseeing	55%
Visiting Santa Fe Trail Ruts Unit	52%
Enjoy solitude/quiet	31%
Walking/hiking	28%
Creative arts	19%
Picnicking	18%
Nature study	16%
Visiting research library	10%
Conducting genealogical research	5%
Other	5%

Number of respondents

Figure 40: Activities on 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

Participation in interpretive programs

Question 11a

On this visit to Fort Larned NHS, did anyone in your personal group participate in any of the ranger-led talks/programs?

Results

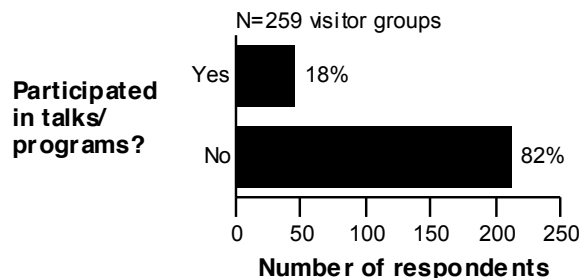- 18% of visitor groups participated in ranger-led talks/programs (see Figure 41).

N=259 visitor groups

Participated in talks/ programs?

Yes 18%

No 82%

0 50 100 150 200 250
Number of respondents

Figure 41: Visitor groups that participated in ranger-led talks/programs

Question 11b

If NO, what prevented you and your personal group from participating in ranger-led talks/programs?

Results

- As shown in Figure 42, the most common reasons for not participating in ranger-led talks/programs were:

    44% Were not aware of any ranger-led talks/programs offered at park
    43% Did not have time for this activity

- "Other" reasons for not participating (17%) were:

    Not available at right time
    None offered
    Rangers busy/unavailable
    Personal health/physical access issues
    Dog waiting in hot car
    No one was there
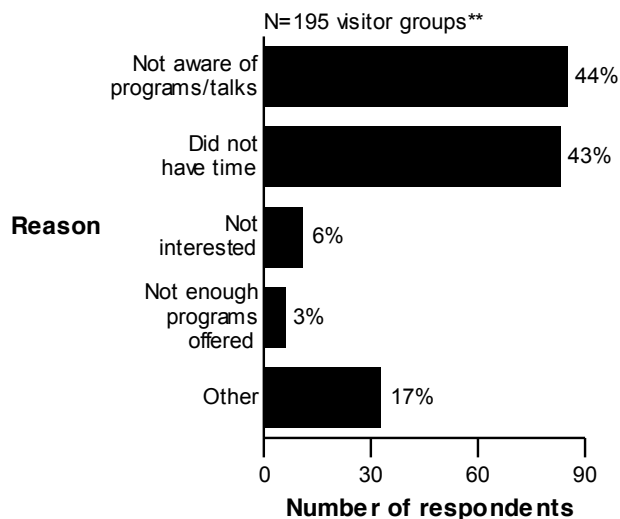   Participated in a program, but don't know if it was ranger-led

N=195 visitor groups**

Reason

Not aware of programs/talks 44%

Did not have time 43%

Not interested 6%

Not enough programs offered 3%

Other 17%

0 30 60 90
Number of respondents

Figure 42: Reasons that prevented visitor groups from participating in ranger-led talks/programs

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

Interpretive program preferences

Question 11c
  On a future visit, would you and your personal group be interested in attending ranger-led programs at Fort Larned NHS?

Results
  • 88% of visitor groups would be interested in participating in ranger-led programs on a future visit to Fort Larned NHS (see Figure 43).
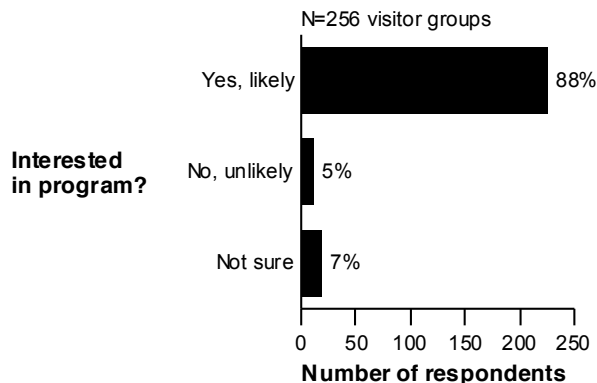
N=256 visitor groups

Figure 43: Visitor groups interested in attending ranger-led programs in the future

Question 11d
  If YES, what length of program would you and your personal group be most likely to attend?

Results
  • 57% of visitor groups would prefer a ranger-led program 1/2 to 1 hour long (see Figure 44).

  • 38% would prefer a ranger-led program less than 1/2 hour long.

  • No visitor groups specified an "other" preferred length of program.
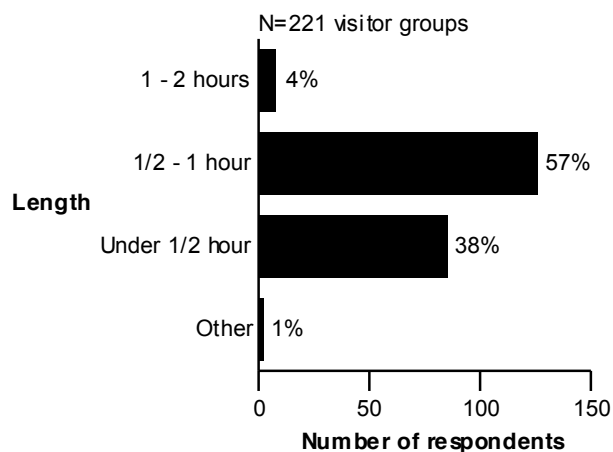
N=221 visitor groups

Figure 44: Preferred length of ranger-led program

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

Topics learned during this visit

Question 21a
> During this visit to Fort Larned NHS, which topics did you and your personal group learn about through exhibits, ranger-led programs, brochures, etc.?

Results
- As shown in Figure 45, the most common topics learned were:

  > 74% Role of Santa Fe Trail in trading, travel, commerce, and cultural exchange across the American West
  >
  > 74% How the U.S. government established its authority and control and extended its influence through Fort Larned and other military posts

- "Other" topics learned (12%) were:

  > 150th anniversary information
  > About the blacksmith shop
  > About firearms collection
  > Architecture/construction of the buildings
  > All forts were not necessarily defensive
  > Changes to the park since last visit in 1992
  > Common artillery for the time
  > Damage done by well intended but uninformed groups
  > Fort was not a walled fortification
  > Lifestyle of the soldiers
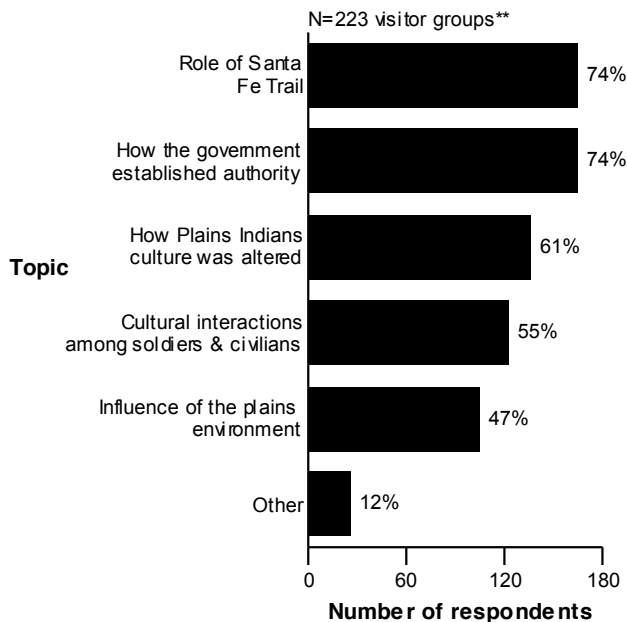
N=223 visitor groups**

Figure 45: Topics learned during 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

Topics to learn on future visit

Question 21b
> If you were to visit Fort Larned NHS in the future, which topics would you and your personal group like to learn (or learn more) about?

N=244 visitor groups

Interested in learning?

Yes — 96%

No — 4%

Number of respondents

Figure 46: Visitor groups interested in learning on future visit

Results

- 96% of visitor groups were interested in learning on a future visit (see Figure 46).

- As shown in Figure 47, the topic visitor groups were most interested in learning on a future visit was:

  75% Cultural interactions at Fort Larned and along the Santa Fe Trail among soldiers and civilians from a variety of ethnic and racial backgrounds

- "Other" topics visitor groups would like to learn about (12%) were:

  Buffalo soldiers
  Day-to-day operation of fort
  Firearms collection
  Further explanation of site
  Lifestyle of all residents (civilians, military, pioneers, Indians, etc.)
  Lifestyle of the soldiers
  More about the Plains Indians
  More of what I learned this time
  The Native American perspective
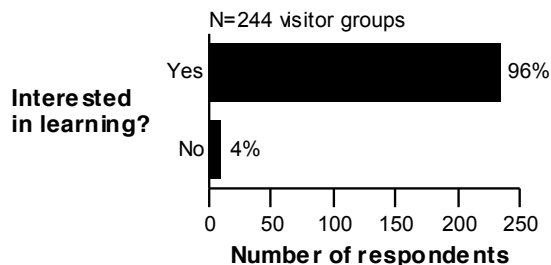 What their food tasted like

N=190 visitor groups**

Topic

Cultural interactions among soldiers & civilians — 75%

Influence of the plains environment — 74%

How Plains Indians culture were altered — 74%

Role of Santa Fe Trail — 71%

How the government established authority — 63%
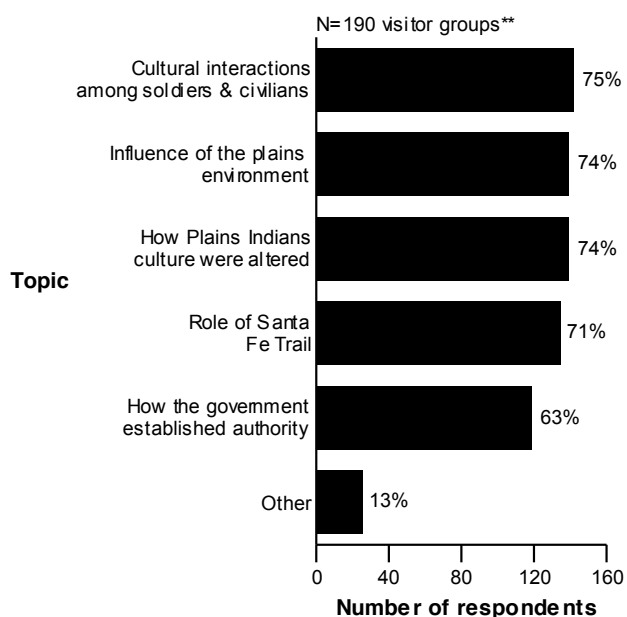
Other — 13%

Number of respondents

Figure 47: Topics visitor groups were interested in learning about on 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

Ratings of Visitor Services, Facilities, Attributes and Resources

Visitor services and facilities used

Question 18a
    Please indicate all visitor services
    and facilities that you or your
    personal group used at Fort Larned
    NHS during this visit.

Results

- As shown in Figure 48, the most
  commonly used visitor services
  and facilities were:

    79% Restrooms
    76% Visitor center exhibits
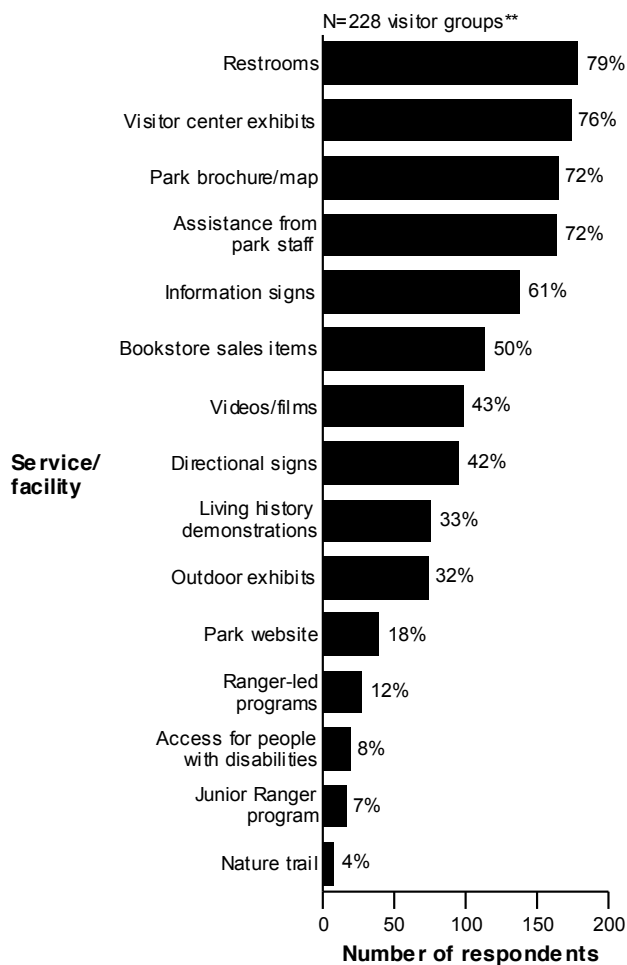   72% Park brochure/map

- The least used service/
  facility was:

    4% Nature trail

N=228 visitor groups**

Service/facility	Percent
Restrooms	79%
Visitor center exhibits	76%
Park brochure/map	72%
Assistance from park staff	72%
Information signs	61%
Bookstore sales items	50%
Videos/films	43%
Directional signs	42%
Living history demonstrations	33%
Outdoor exhibits	32%
Park website	18%
Ranger-led programs	12%
Access for people with disabilities	8%
Junior Ranger program	7%
Nature trail	4%

Number of respondents

**Figure 48: Visitor services and facilities
used**

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

Importance ratings of visitor services and facilities

Question 18b

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

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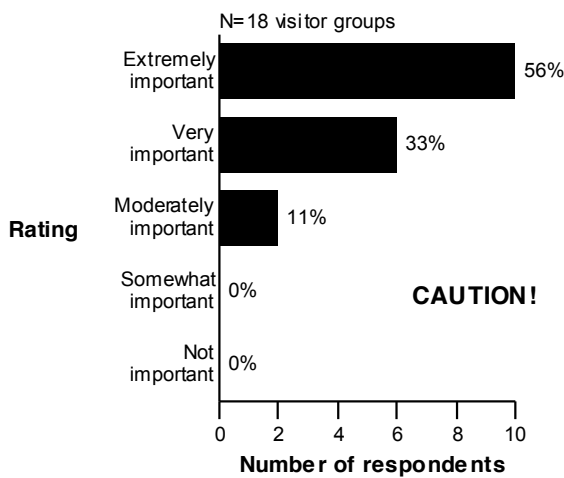   4=Very important
    5=Extremely important

Results

- Figure 49 shows the combined proportions of "extremely important" and "very important" ratings for visitor services and facilities that were rated by 30 or more visitor groups.

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

    98% Restrooms
    93% Outdoor exhibits
    92% Park website

- Figures 50 to 64 show the importance ratings for each service and facility.

- The service/facility receiving the highest "not important" rating that was rated by 30 or more visitor groups was:

    3% Bookstore sales items

N=number of visitor groups that rated each service/facility

Service/facility	
Restrooms	98%, N=165
Outdoor exhibits	93%, N=68
Park website	92%, N=37
Information signs	90%, N=131
Park brochure/map	88%, N=155
Directional signs	87%, N=92
Assistance from park staff	87%, N=154
Visitor center exhibits	86%, N=162
Living history demonstrations	86%, N=67
Videos/films	77%, N=92
Bookstore sales items	61%, N=105

Proportion of respondents

Figure 49: Combined proportions of "extremely important" and "very important" ratings of visitor services and facilities

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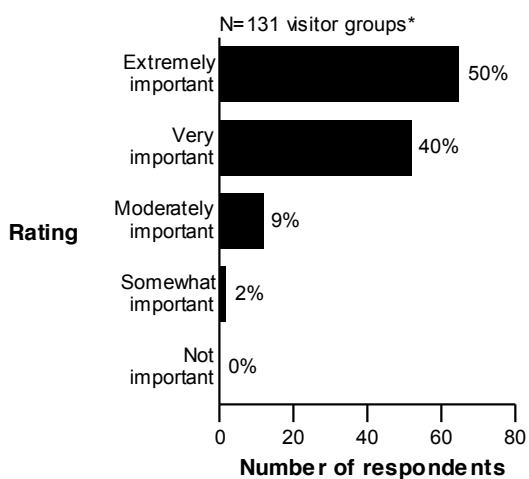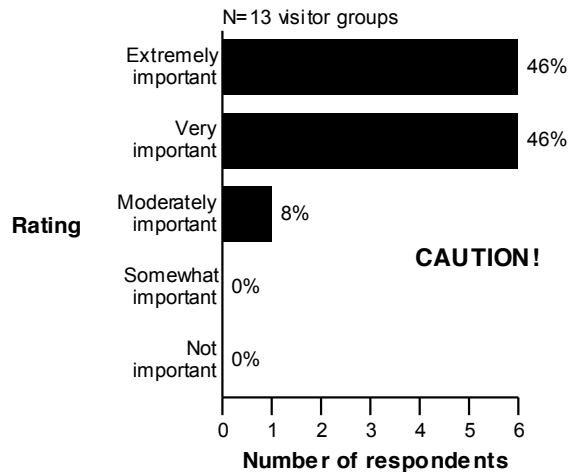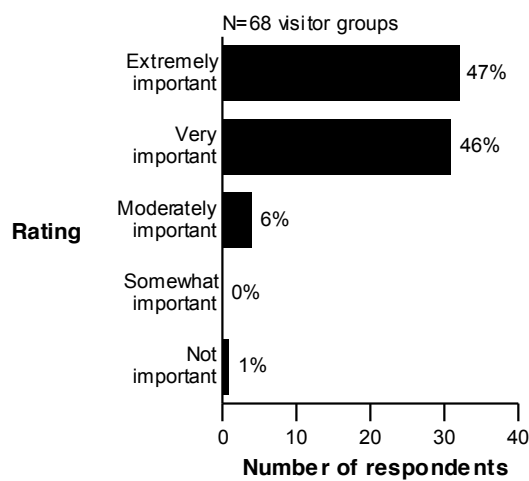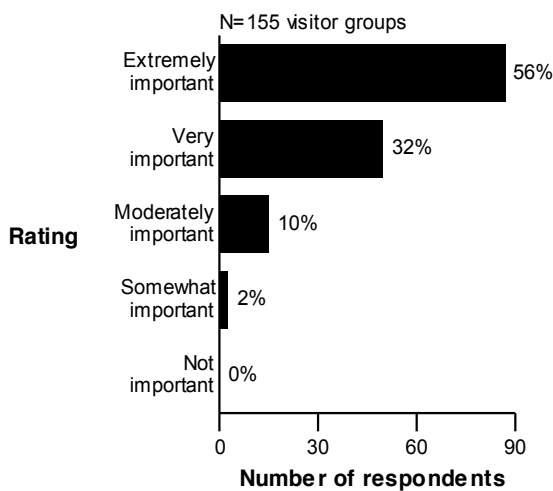**total percentages do not equal 100 because visitors could select more than one answer

N=18 visitor groups

Extremely important 56%
Very important 33%
Moderately important 11%
Somewhat important 0% **CAUTION!**
Not important 0%

Rating

Number of respondents

Figure 50: Importance of access for people with disabilities

N=105 visitor groups

Extremely important 20%
Very important 41%
Moderately important 25%
Somewhat important 11%
Not important 3%

Rating

Number of respondents
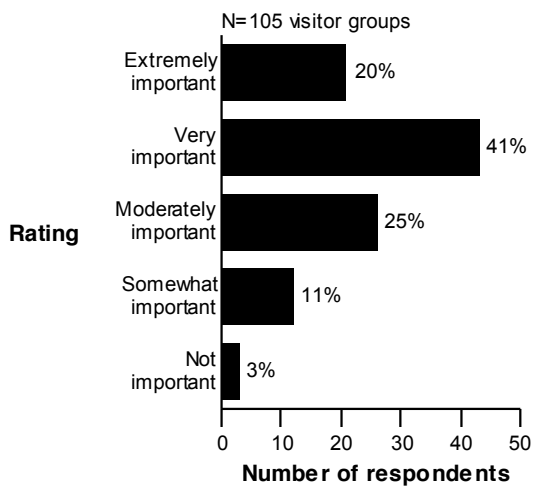
Figure 51: Importance bookstore sales items

N=154 visitor groups

Extremely important 47%
Very important 40%
Moderately important 11%
Somewhat important 1%
Not important 1%

Rating

Number of respondents
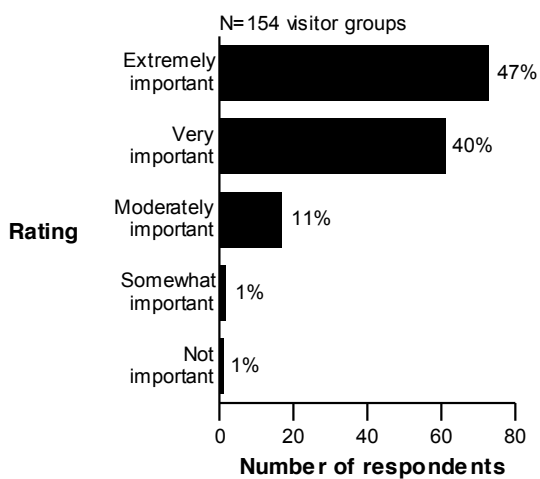
Figure 52: Importance of assistance from park staff

N=92 visitor groups

Extremely important 40%
Very important 47%
Moderately important 10%
Somewhat important 3%
Not important 0%

Rating

Number of respondents
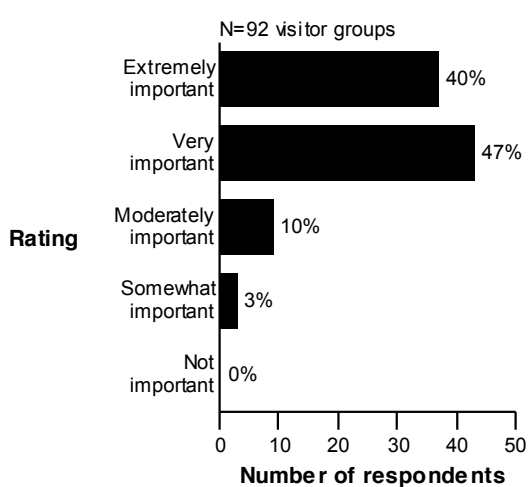
Figure 53: Importance of directional signs

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
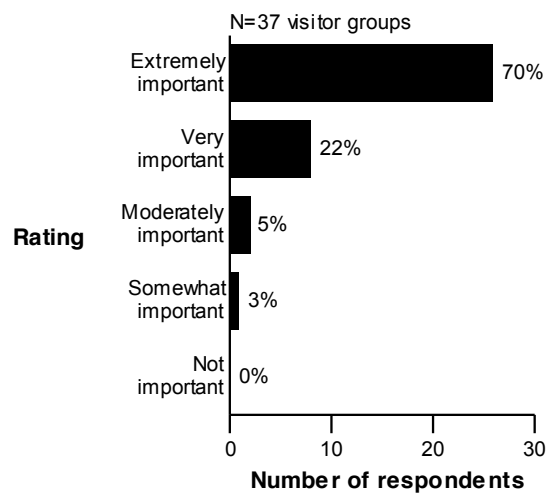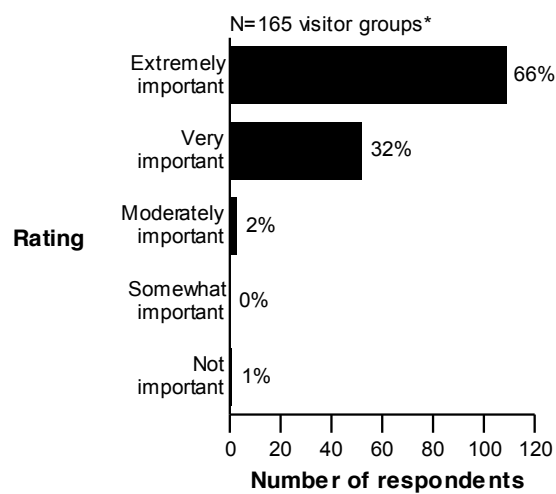
N=131 visitor groups*

Figure 54: Importance of information signs

N=13 visitor groups

CAUTION!

Figure 55: Importance of Junior Ranger program

N=67 visitor groups*
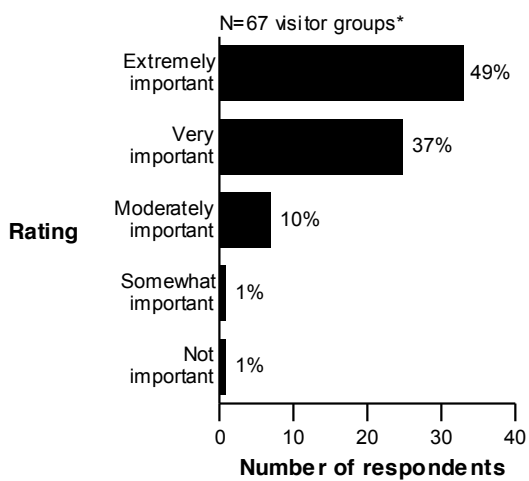
Figure 56: Importance of living history demonstrations

N=68 visitor groups

Figure 57: Importance of outdoor exhibits

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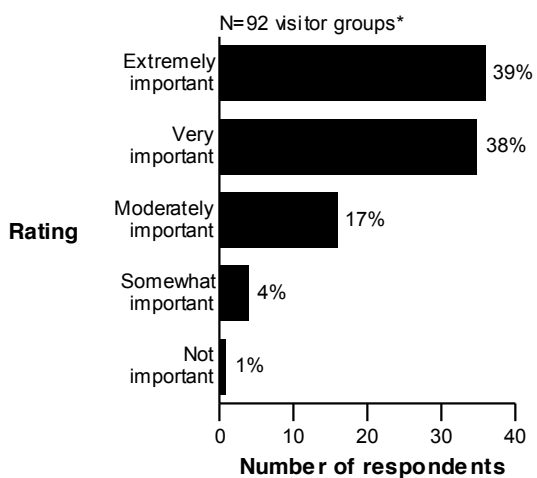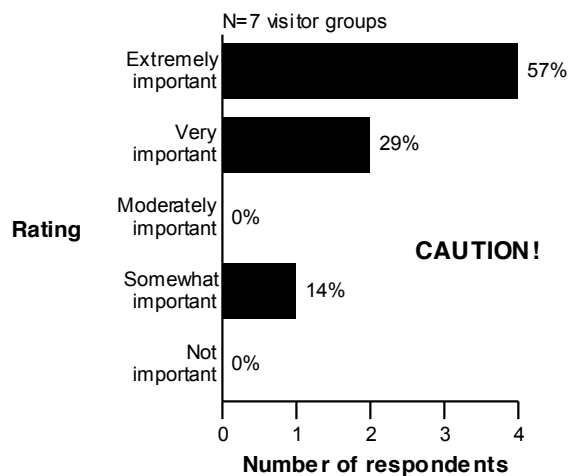**total percentages do not equal 100 because visitors could select more than one answer

N=155 visitor groups

Rating

Extremely important � 56%
Very important 32%
Moderately important 10%
Somewhat important 2%
Not important 0%

0   30   60   90
Number of respondents

Figure 58: Importance of park brochure/map

N=37 visitor groups

Rating

Extremely important 70%
Very important 22%
Moderately important 5%
Somewhat important 3%
Not important 0%

0   10   20   30
Number of respondents

Figure 59: Importance of park website: www.nps.gov/fols (used before or during visit)

N=26 visitor groups

Rating

Extremely important 50%
Very important 35%
Moderately important 15%
Somewhat important 0%
Not important 0%

CAUTION!

0   5   10   15
Number of respondents
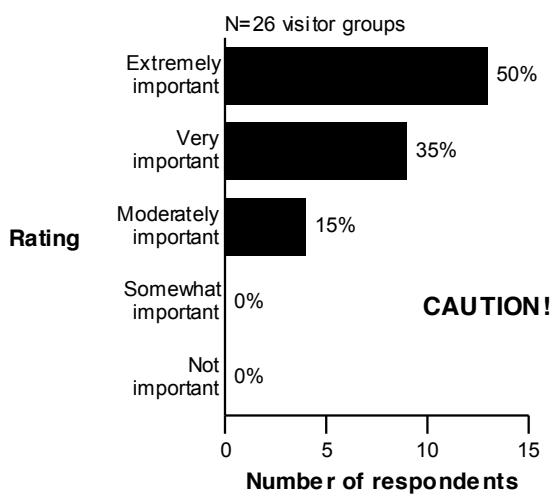
Figure 60: Importance of ranger-led programs

N=165 visitor groups*

Rating

Extremely important 66%
Very important 32%
Moderately important 2%
Somewhat important 0%
Not important 1%

0   20   40   60   80   100   120
Number of respondents

Figure 61: 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

N=92 visitor groups*

Figure 62: Importance of videos/films

N=7 visitor groups

CAUTION!

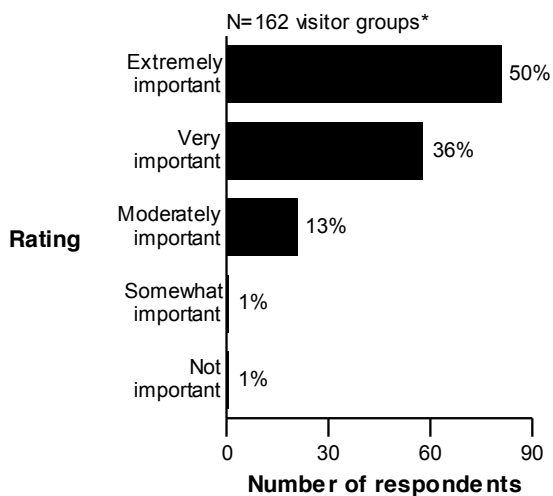**Figure 63: Importance of nature trail**

N=162 visitor groups*

Figure 64: Importance of visitor center exhibits

*total percentages do not equal 100 due to rounding
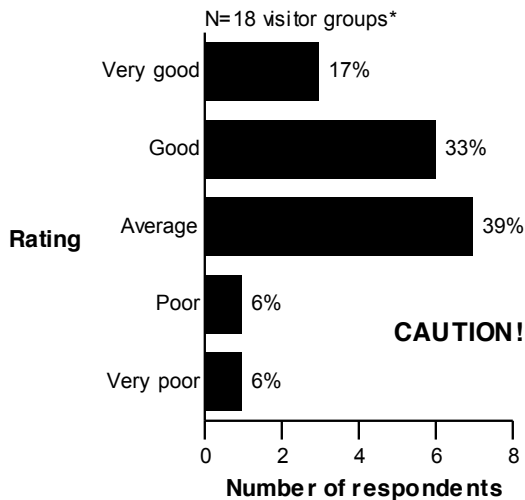**total percentages do not equal 100 because visitors could select more than one answer
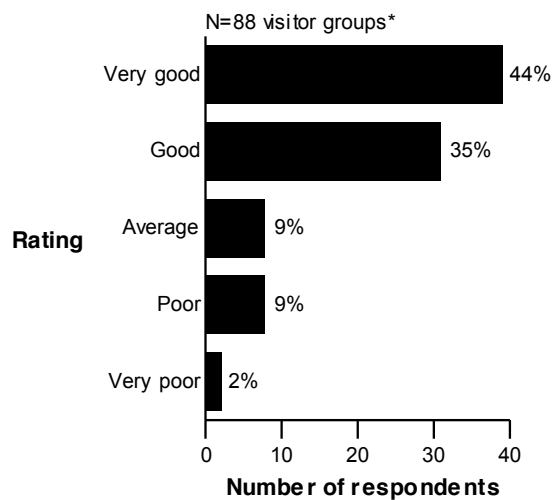
Quality ratings of visitor services and facilities

Question 18c
> Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

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

Results

- Figure 65 shows the combined proportions of "very good" and "good" quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

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

  > 97% Living history demonstrations
  > 96% Assistance from park staff
  > 95% Restrooms

- Figures 66 to 80 show the quality ratings for each service/facility.

- The services/facilities receiving the highest "very poor" quality rating that were rated by 30 or more visitor groups were:

  > 2% Information signs
  > 2% Directional signs

N=number of visitor groups
that rated each service/facility

Service/facility	
Living history demonstrations	97%, N=65
Assistance from park staff	96%, N=150
Restrooms	95%, N=159
Visitor center exhibits	94%, N=161
Park website	94%, N=35
Park brochure/map	89%, N=150
Bookstore sales items	86%, N=104
Outdoor exhibits	83%, N=66
Information signs	82%, N=129
Directional signs	79%, N=88
Park video/film	76%, N=92

Proportion of respondents

Figure 65: Combined proportions of "very good" and "good" quality ratings of visitor services/facilities

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

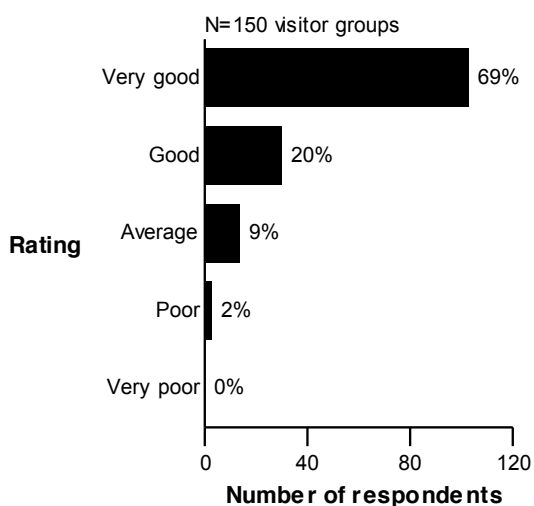N=18 visitor groups*

Rating

Very good	17%
Good	33%
Average	39%
Poor	6%
Very poor	6%

CAUTION!

Number of respondents

Figure 66: Quality of access for people with disabilities

N=104 visitor groups*

Rating

Very good	49%
Good	37%
Average	11%
Poor	4%
Very poor	0%

Number of respondents
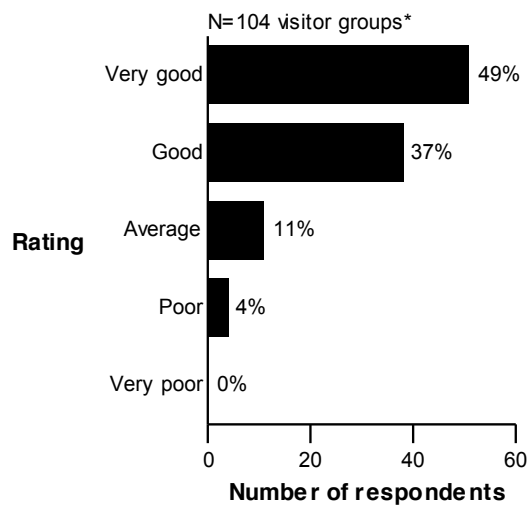
Figure 67: Quality of bookstore sales items

N=150 visitor groups*

Rating

Very good	79%
Good	17%
Average	3%
Poor	1%
Very poor	1%

Number of respondents
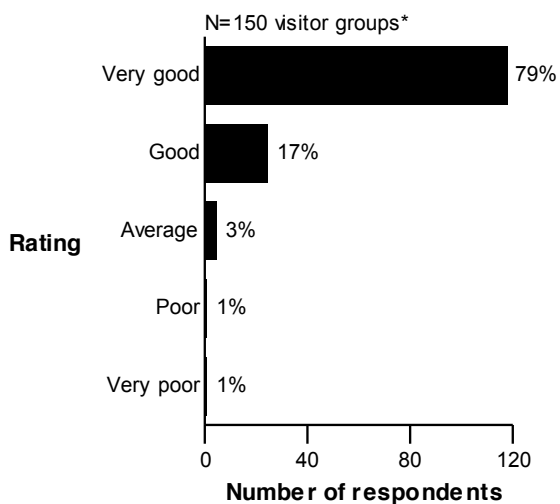
Figure 68: Quality of assistance from park staff

N=88 visitor groups*

Rating

Very good	44%
Good	35%
Average	9%
Poor	9%
Very poor	2%

Number of respondents

Figure 69: Quality of directional signs

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
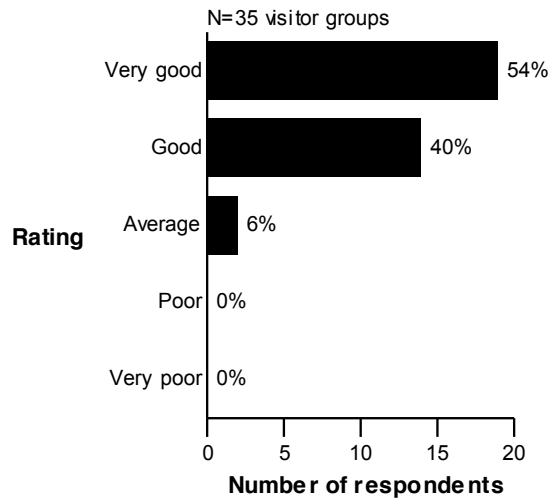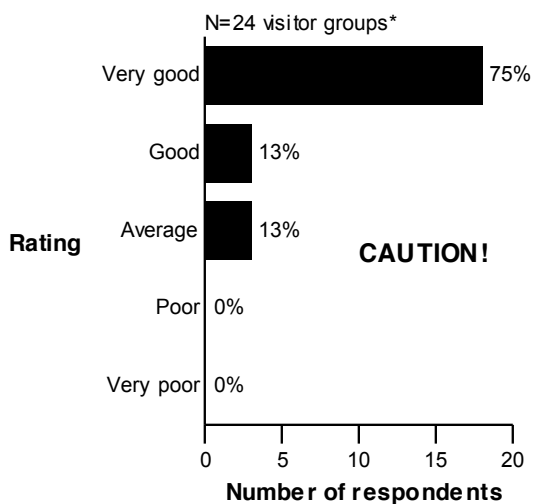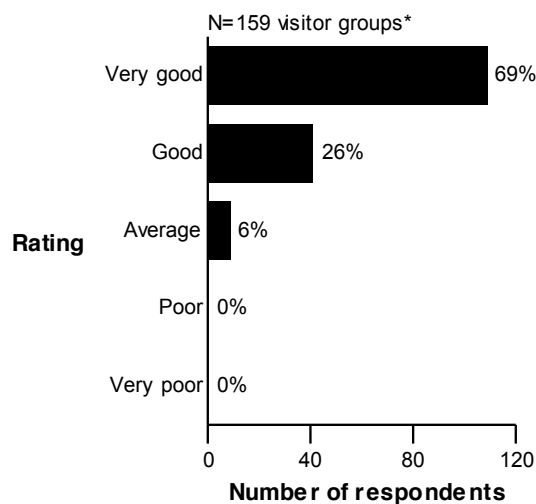
N=129 visitor groups
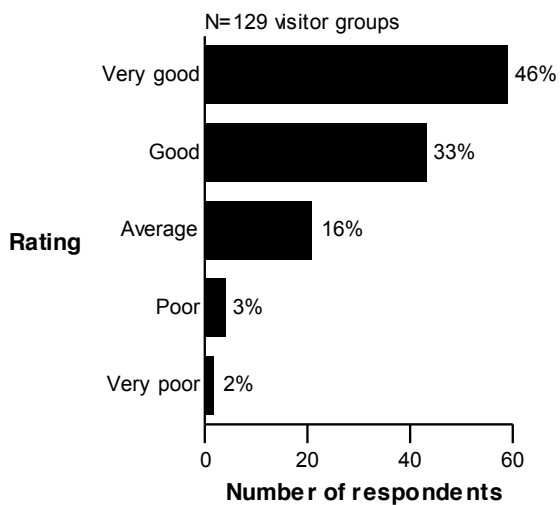
Figure 70: Quality of information signs

N=13 visitor groups*

CAUTION!
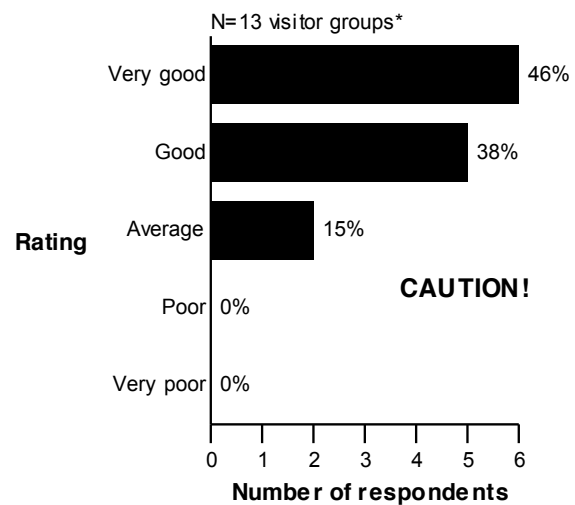
Figure 71: Quality of Junior Ranger program

N=65 visitor groups
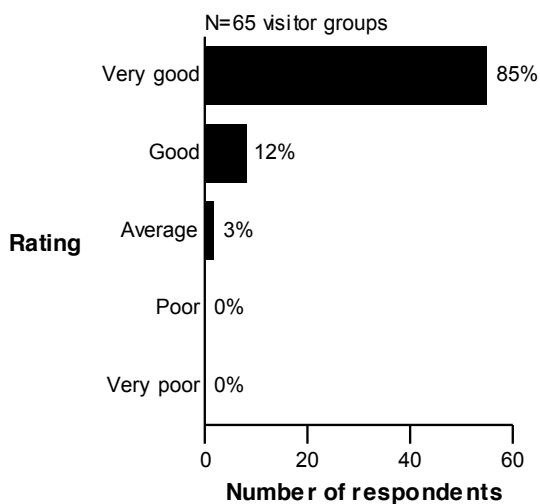
Figure 72: Quality of living history demonstrations

N=66 visitor groups
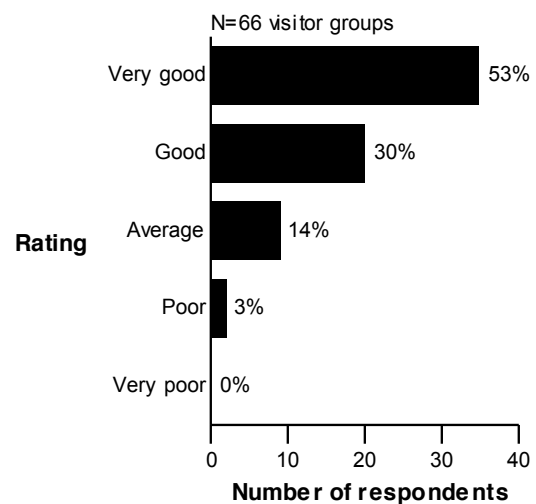
Figure 73: Quality of outdoor exhibits

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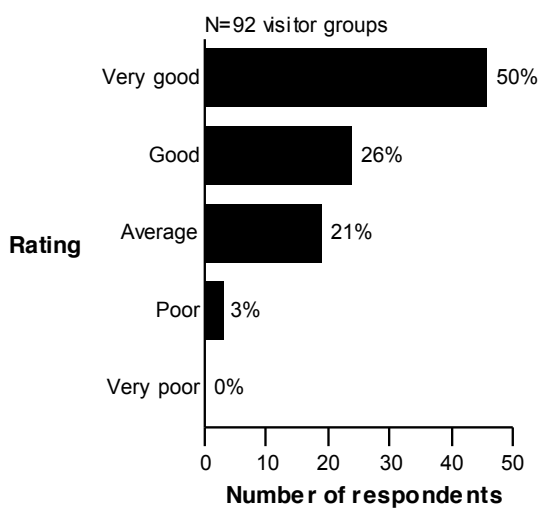**total percentages do not equal 100 because visitors could select more than one answer

N=150 visitor groups

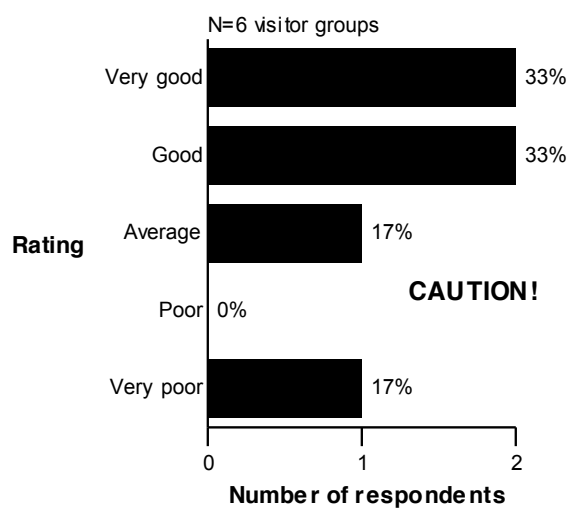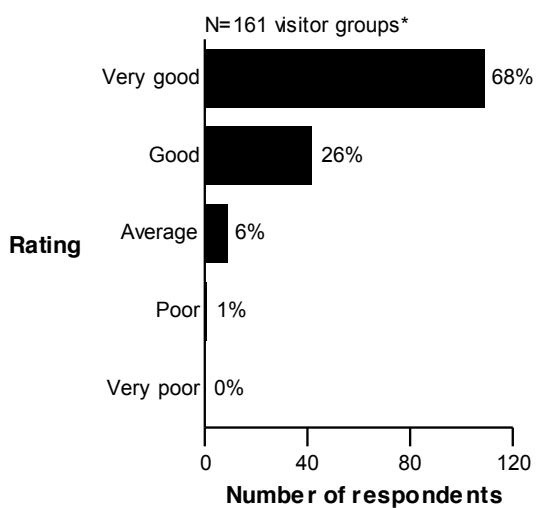Very good ████████████████ 69%

Good ████ 20%

Average ██ 9%

Poor █ 2%

Very poor 0%

Rating

Number of respondents
(0, 40, 80, 120)

Figure 74: Quality of park brochure/map

N=35 visitor groups

Very good ████████████████ 54%

Good ████████████ 40%

Average █ 6%

Poor 0%

Very poor 0%

Rating

Number of respondents
(0, 5, 10, 15, 20)

Figure 75: Quality of park website: www.nps.gov/fols (used before or during visit)

N=24 visitor groups*

Very good ████████████████ 75%

Good ██ 13%

Average ██ 13%   **CAUTION!**

Poor 0%

Very poor 0%

Rating

Number of respondents
(0, 5, 10, 15, 20)

Figure 76: Quality of ranger-led programs

N=159 visitor groups*

Very good ████████████████ 69%

Good ████ 26%

Average █ 6%

Poor 0%

Very poor 0%

Rating

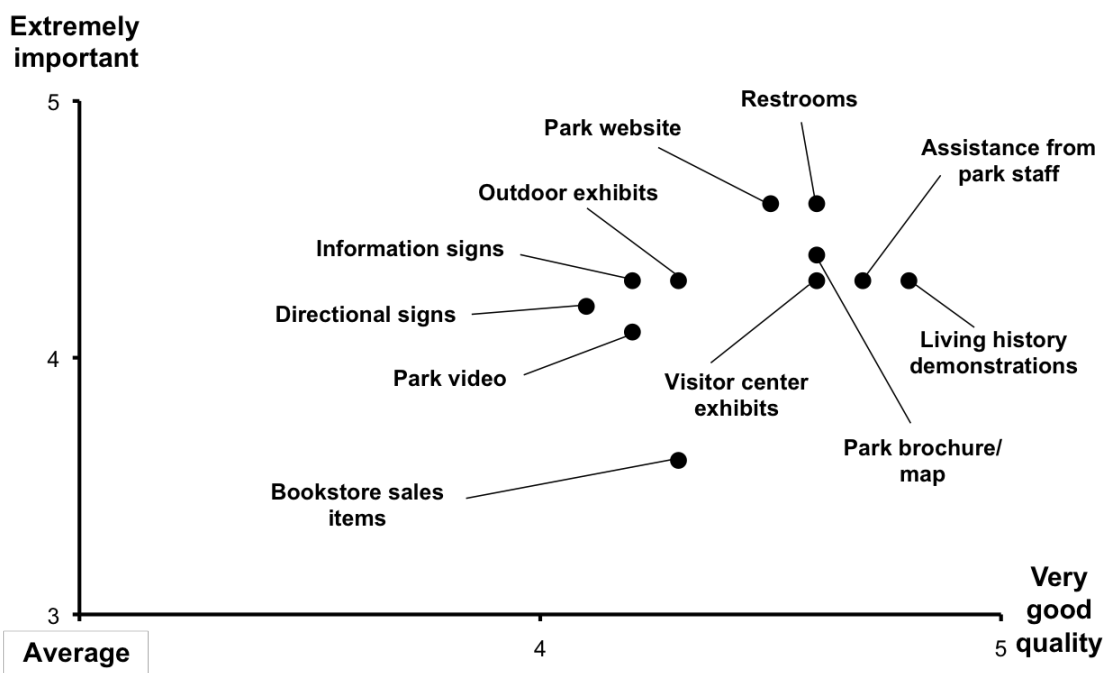Number of respondents
(0, 40, 80, 120)

Figure 77: 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

N=92 visitor groups

Rating	
Very good	50%
Good	26%
Average	21%
Poor	3%
Very poor	0%

Number of respondents

Figure 78: Quality of videos/films

N=6 visitor groups

Rating	
Very good	33%
Good	33%
Average	17%
Poor	0%
Very poor	17%

CAUTION!

Number of respondents

Figure 79: Quality of nature trail

N=161 visitor groups*

Rating	
Very good	68%
Good	26%
Average	6%
Poor	1%
Very poor	0%

Number of respondents

Figure 80: Quality of visitor center exhibits

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

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

- Figures 81 and 82 show the mean scores of importance and quality ratings for all services and facilities that were rated by 30 or more visitor groups.

- All visitor services and facilities were rated above average.
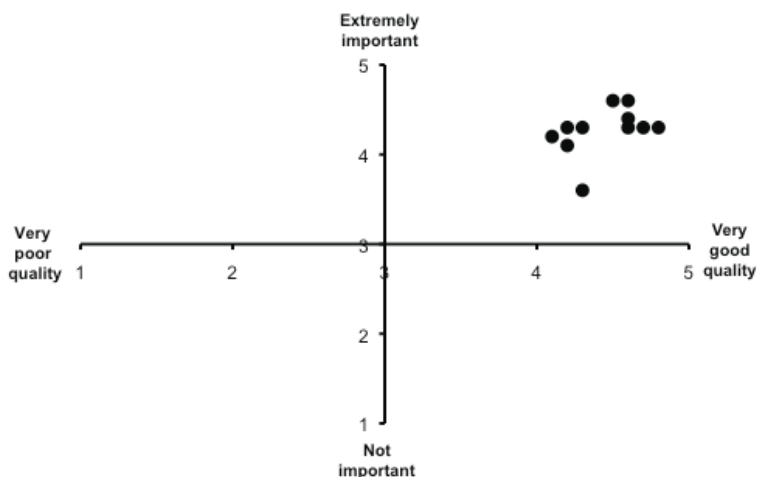
Figure 81: Mean scores of importance and quality ratings for visitor services/facilities

Figure 82: Detail of Figure 81

*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 services/facilities at places visited

Question 13b

For each place that you and your personal group visited, please rate the quality of the services/facilities provided.

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

Results

- Figure 83 shows the combined proportions of "very good" and "good" quality ratings for Fort Larned NHS services/facilities that were rated by 30 or more visitor groups.

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

    98% Museum
    97% Hospital
    97% Infantry barracks

- Figures 84 to 97 show the quality ratings for each service/facility.

- The services/facilities receiving the highest "very poor" and "poor" quality ratings that were rated by 30 or more visitor groups were:

    2% Arsenal
    2% Block house
    2% School room

N=number of visitor groups
that rated each service/facility

Service/facility	
Museum	98%, N=169
Hospital	97%, N=155
Infantry barracks	97%, N=165
Visitor center	96%, N=170
Quartermaster warehouse	95%, N=140
Commissary	95%, N=140
Arsenal	93%, N=136
Post blacksmith shop	93%, N=157
School room	89%, N=132
Block house	87%, N=131

Proportion of respondents
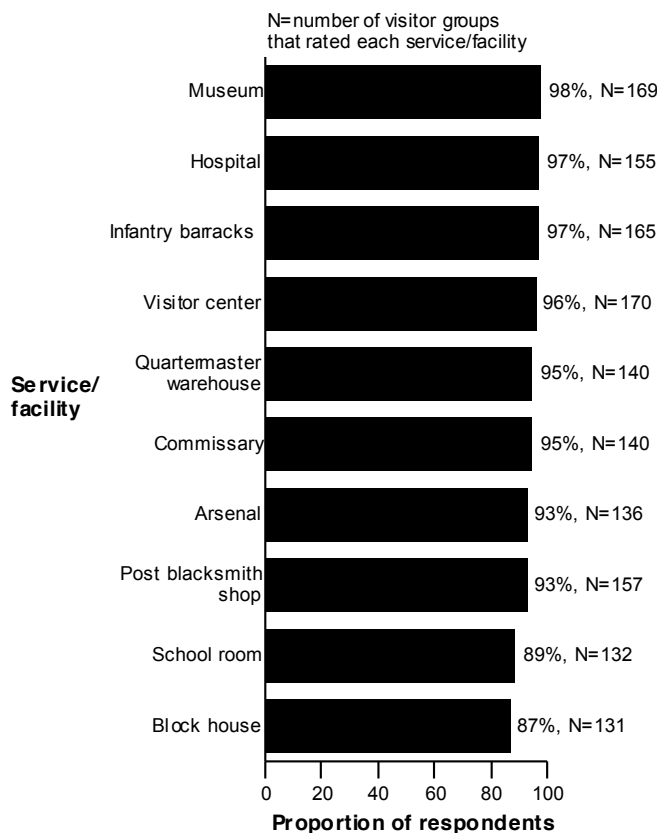
Figure 83: Combined proportions of "very good" and "good" quality ratings for services/facilities

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

N=170 visitor groups
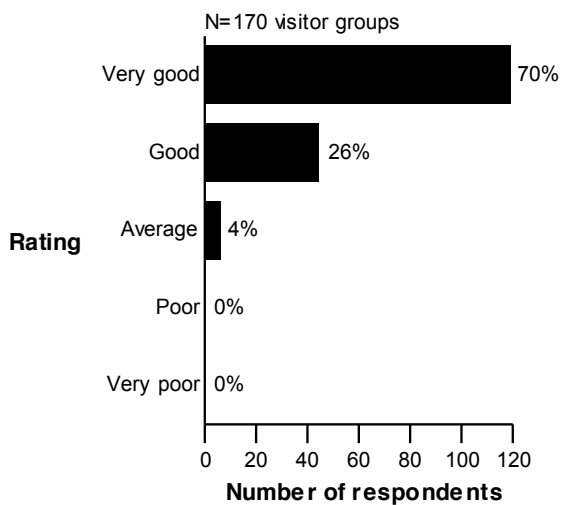
Figure 84: Quality of services/facilities at visitor center

N=169 visitor groups
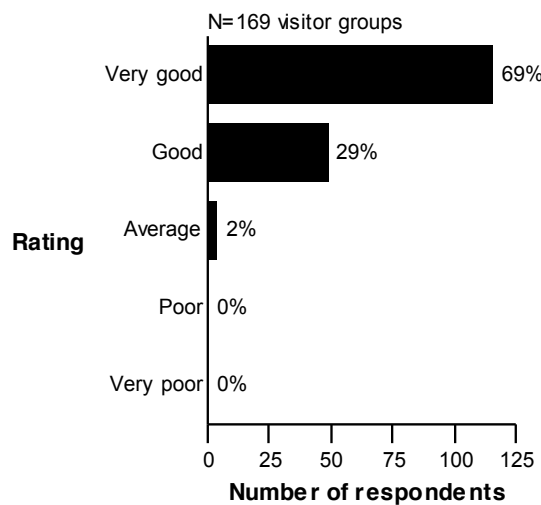
Figure 85: Quality of services/facilities at museum

N=140 visitor groups
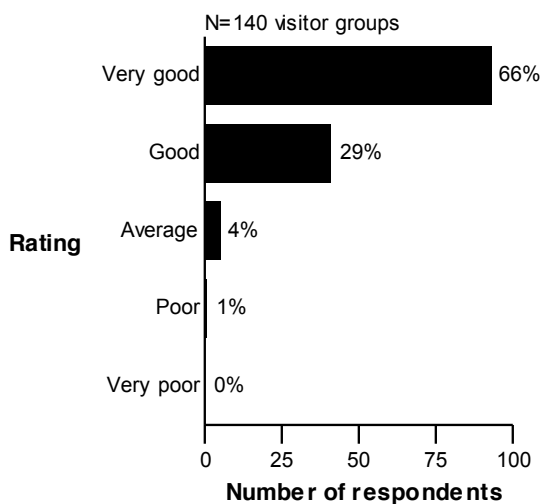
Figure 86: Quality of services/facilities at commissary
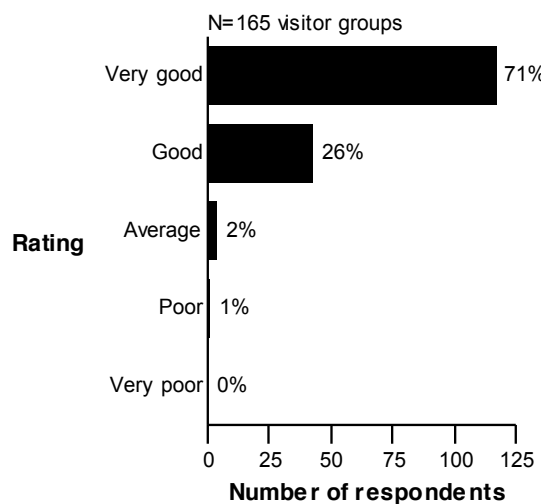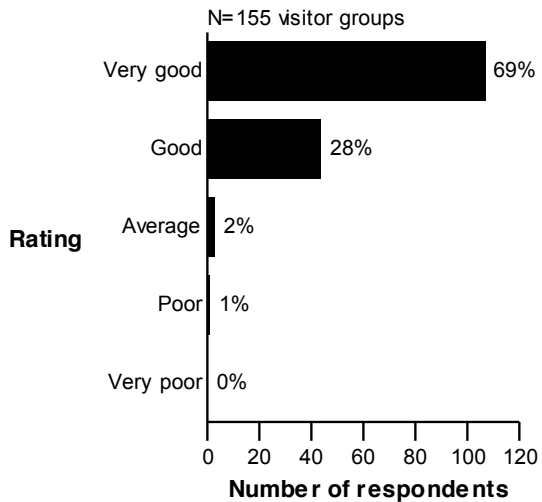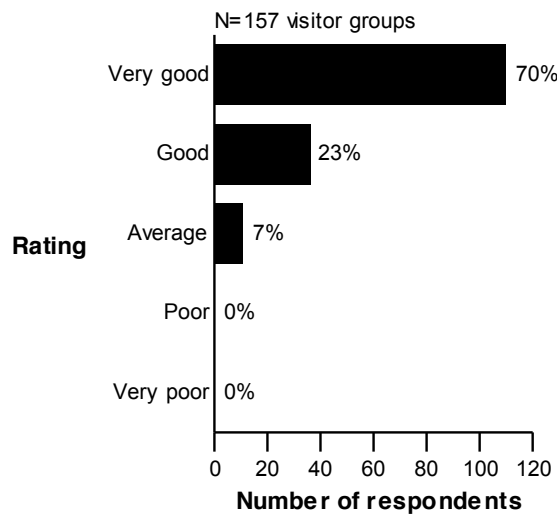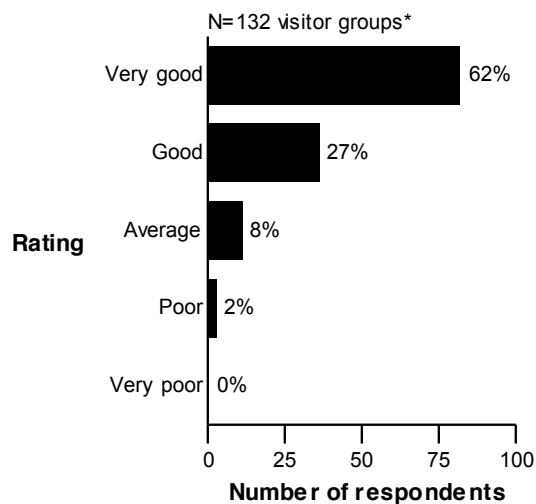
N=165 visitor groups

Figure 87: Quality of services/facilities at infantry barracks

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

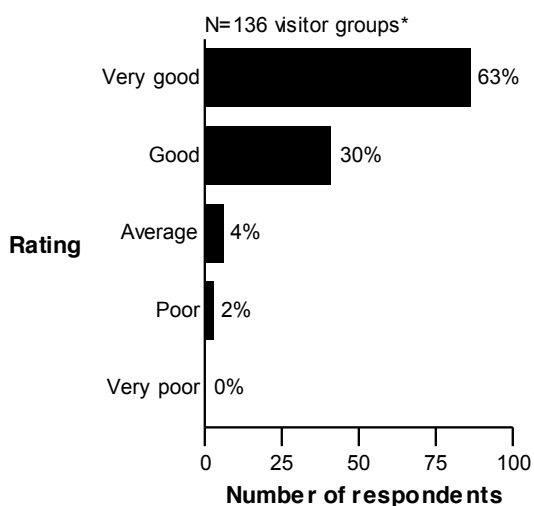N=155 visitor groups

Rating

Very good ████████████████ 69%

Good █████ 28%

Average ▌2%

Poor | 1%

Very poor | 0%

0   20   40   60   80   100   120
Number of respondents

Figure 88: Quality of services/facilities at hospital

N=157 visitor groups

Rating

Very good ████████████████ 70%

Good ████ 23%

Average █ 7%

Poor | 0%

Very poor | 0%

0   20   40   60   80   100   120
Number of respondents

Figure 89: Quality of services/facilities at post blacksmith shop

N=131 visitor groups

Rating

Very good ████████████████ 58%

Good ███████ 29%

Average ███ 11%

Poor ▌2%

Very poor | 0%

0   20   40   60   80
Number of respondents
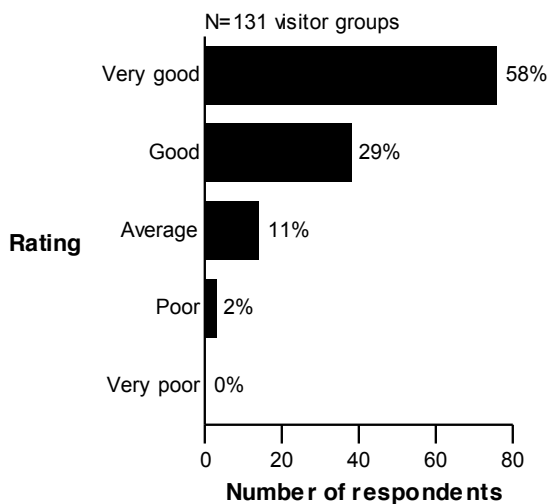
Figure 90: Quality of services/facilities at block house

N=132 visitor groups*

Rating

Very good ████████████████ 62%

Good ██████ 27%

Average ██ 8%

Poor ▌2%

Very poor | 0%

0   25   50   75   100
Number of respondents

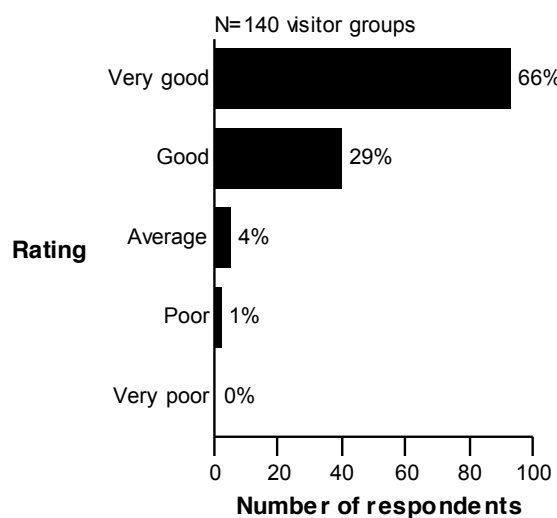**Figure 91: Quality of services/facilities at school room**

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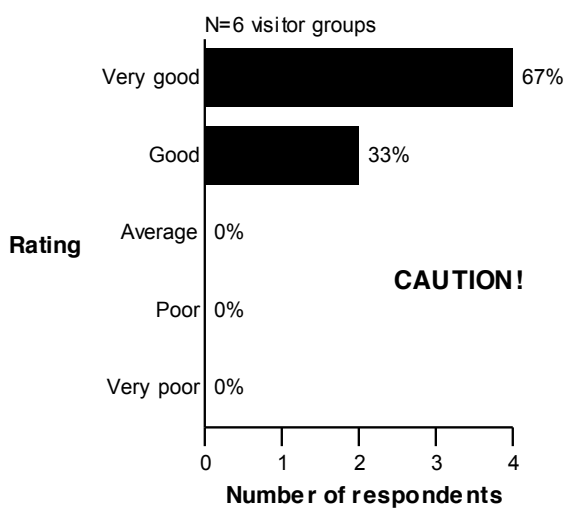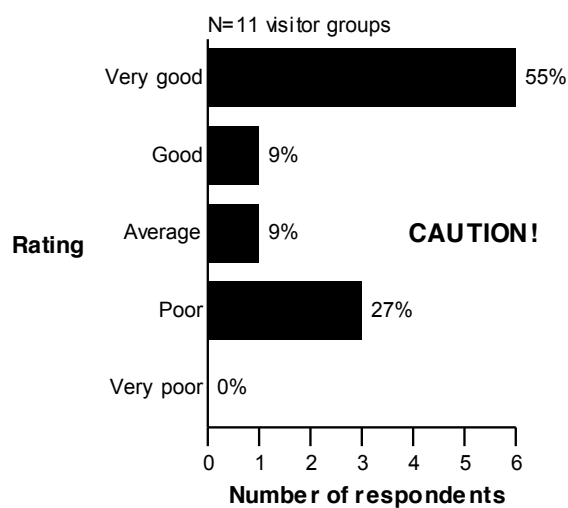**total percentages do not equal 100 because visitors could select more than one answer

N=136 visitor groups*

Very good ████████████████ 63%
Good ████████ 30%
Average █ 4%
Poor ▌ 2%
Very poor │ 0%

Rating

0   25   50   75   100
Number of respondents

Figure 92: Quality of services/facilities at arsenal

N=22 visitor groups*

Very good ████████████████ 73%
Good █ 14%
Average █ 14%   **CAUTION!**
Poor │ 0%
Very poor │ 0%

Rating

0   5   10   15   20
Number of respondents
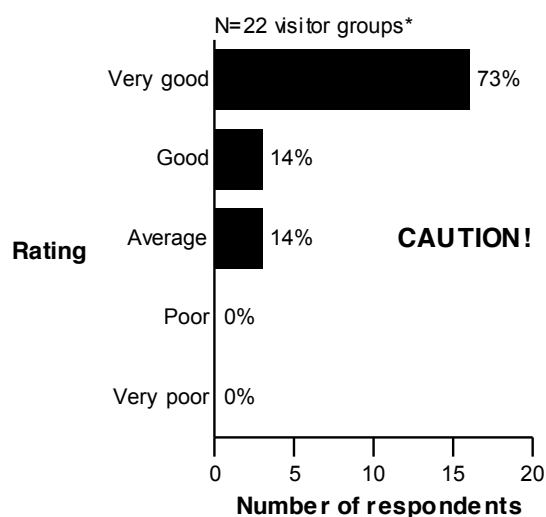
Figure 93: Quality of services/facilities at picnic area

N=23 visitor groups*

Very good ██████████████ 57%
Good █████ 26%
Average ██ 9%   **CAUTION!**
Poor ██ 9%
Very poor │ 0%

Rating

0   5   10   15
Number of respondents
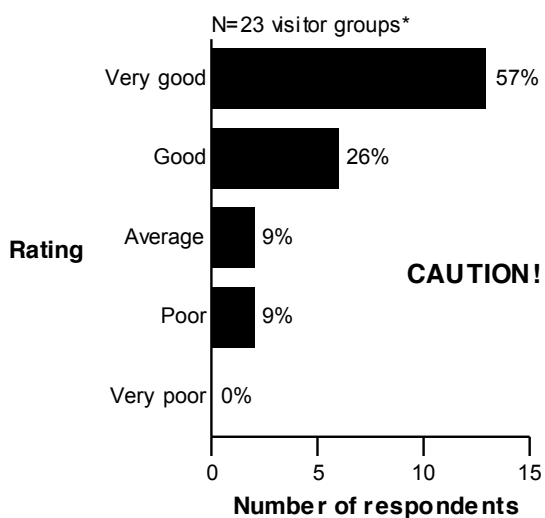
Figure 94: Quality of services/facilities at Santa Fe Trail Ruts Unit

N=140 visitor groups

Very good ████████████████ 66%
Good ████████ 29%
Average █ 4%
Poor ▌ 1%
Very poor │ 0%

Rating

0   20   40   60   80   100
Number of respondents

Figure 95: Quality of services/facilities at quartermaster warehouse

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

N=6 visitor groups

Very good ████████████████ 67%

Good ████ 33%

Average | 0%

Rating   **CAUTION!**

Poor | 0%

Very poor | 0%

0   1   2   3   4

Number of respondents

Figure 96: Quality of services/facilities at nature trail

N=11 visitor groups

Very good ████████████████ 55%

Good █ 9%

Average █ 9%

Rating   **CAUTION!**

Poor ███ 27%

Very poor | 0%

0   1   2   3   4   5   6

Number of respondents

Figure 97: Quality of services/facilities at other locations

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

Question 13c
    Please explain any ratings of "poor" or "very poor." (open-ended)

Results - Interpret results with **CAUTION!**
- Fourteen visitor groups gave explanations of "poor" or "very poor" rating (see Table 12).

Table 11: Explanation of "poor" or "very poor" ratings
N=39 comments;
some visitors made more than one comment.
CAUTION!

Explanation	Location	Number of times mentioned
Inadequate signs	Arsenal	2
	Block house	2
	Commissary	1
	Santa Fe Trail Ruts Unit	1
	School room	1
	Quartermaster warehouse	1
	Infantry barracks	1
	Cemetery	1
	Hospital	1
Items should be identified	Arsenal	1
	Quartermaster warehouse	1
Ignored by staff	Visitor center	1
	Museum	1
	Commissary	1
	Infantry barracks	1
	Hospital	1
	Post blacksmith shop	1
	School room	1
	Arsenal	1
	Quartermaster warehouse	1
Orientation film outdated	Museum	1
Poor flow of exhibits	Museum	1
No information provided/unaware	Santa Fe Trail Ruts Unit	3
	Nature trail	3
	Picnic area	2
School had too new of things	School room	1
The rocks are difficult for wheelchairs	Paths	1
Weedy	Santa Fe Trail Ruts Unit	1
Weren't able to see or go inside; need informational plaques	Officer's residence	1
Would have liked to see into jail pit	Unknown location	1

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

Importance of protecting park resources/attributes

Question 15

It is the National Park Service's responsibility to protect Fort Larned NHS's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to you and your personal group?

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

Results

- As shown in Figure 98, the highest combined proportions of "extremely important" and "very important" ratings were:

  96% Historic sites and buildings
  95% Repair of historical structures
  86% Clean water
  85% Clean air (visibility)

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

  15% Recreational opportunities

- Table 12 shows the importance ratings of park resources/attributes.

N=number of visitor groups that rated each resource/attribute
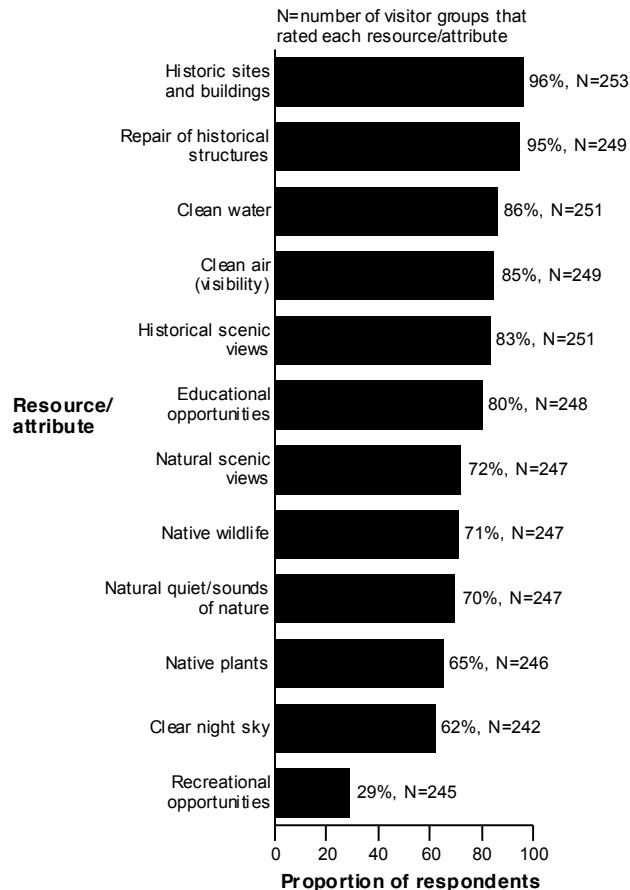
Figure 98: Combined proportions of "extremely important" and "very important" ratings of park resources/attributes

*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: Visitor ratings of importance of protecting park resources/attributes
N=number of visitor groups that rated each resource/attribute

Rating (%)

Resource/attribute	N	Not important	Somewhat important	Moderately important	Somewhat important	Extremely important
Clean air (visibility)	249	2	4	10	42	43
Clean water	251	1	2	11	36	50
Clear night sky	242	9	8	21	33	29
Educational opportunities	248	1	2	17	40	40
Historic sites and buildings	253	0	0	5	24	72
Native plants	246	1	7	26	35	30
Native wildlife	247	2	5	21	37	34
Repair/maintenance of historical structures	249	<1	1	3	31	64
Natural quiet/sounds of nature	247	4	4	23	38	32
Recreational opportunities	245	15	20	36	18	11
Historical scenic views	251	<1	3	14	39	44
Natural scenic views	247	1	5	21	38	34

*total percentages do not equal 100 due to rounding
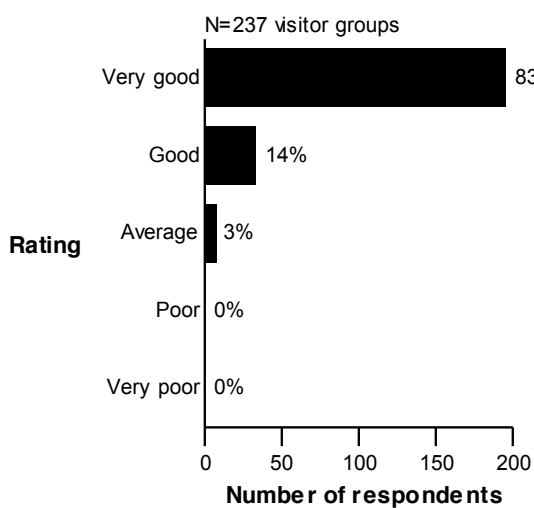**total percentages do not equal 100 because visitors could select more than one answer
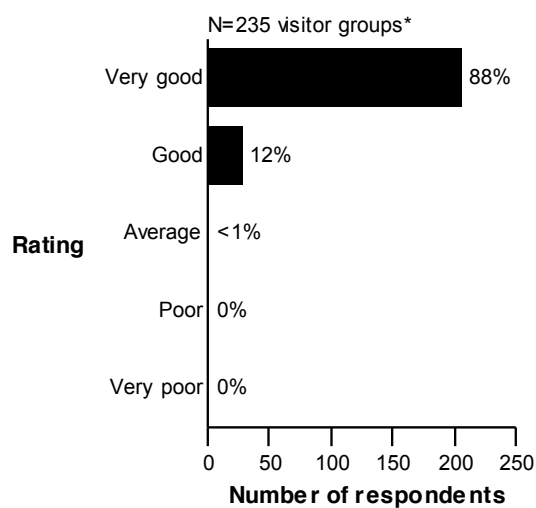
Personal interaction with park employees

Question 12a

> During this visit to Fort Larned NHS, did you and your personal group have any personal interaction with park employees outside a ranger-led program?

Results

- 92% of visitor groups had a personal interaction with a park employee outside of a ranger-led program (see Figure 99).

N=260 visitor groups

Personal interaction?

Yes — 92%

No — 8%

Number of respondents
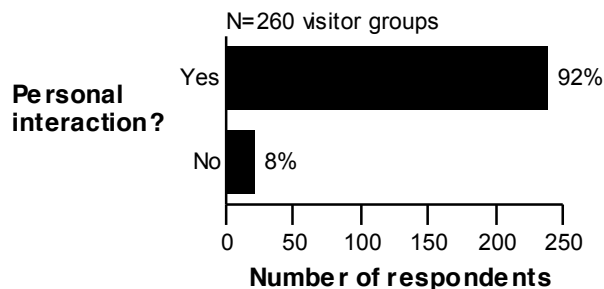
Figure 99: Personal interaction with park employees outside of a ranger-led program

Question 12b

> If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park employee.
>
> 1=Very poor
> 2=Poor
> 3=Average
> 4=Good
> 5=Very good

Results

- Figure 100 shows the combined proportions of "very good" and "good" quality ratings of interaction with park employees.

- The element that received the highest combined proportions of "very good" and "good" was:

  100% Courteousness

- Figures 101 to 103 show visitor ratings for different elements of their interaction with park employees.

- No elements received a rating of "very poor" or "poor."

N=number of visitors that rated each item

Rating

Courteousness — 100%, N=235

Helpfulness — 97%, N=237

Quality of information provided — 96%, N=238

Proportion of respondents

Figure 100: Combined proportions of "very good" and "good" quality ratings for interaction with park employees

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

N=237 visitor groups

Rating	
Very good	83%
Good	14%
Average	3%
Poor	0%
Very poor	0%

Number of respondents

Figure 101: Quality of interaction with park employee: Helpfulness

N=235 visitor groups*

Rating	
Very good	88%
Good	12%
Average	<1%
Poor	0%
Very poor	0%

Number of respondents

Figure 102: Quality of interaction with park employee: Courteousness

N=238 visitor groups

Rating	
Very good	79%
Good	17%
Average	4%
Poor	0%
Very poor	0%

Number of respondents
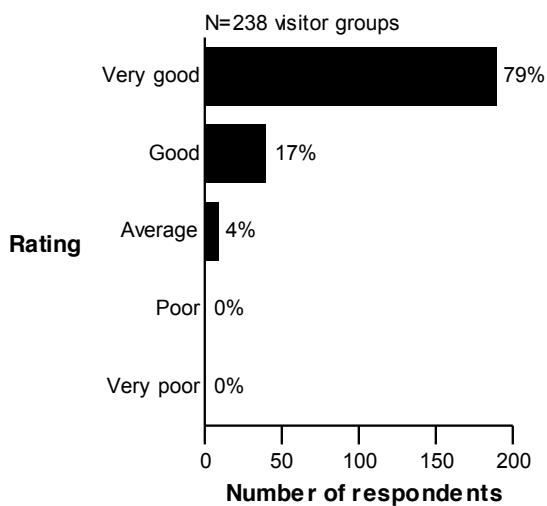
Figure 103: Quality of interaction with park employee: Information provided

*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 the park

Question 17

For you and your personal group, please estimate all expenditures for the items listed below for this visit to Fort Larned NHS (within 60 miles).

Results

- 46% of visitor groups spent $1-$100 (see Figure 104).

- 37% spent between $101 and $300.

- The average visitor group expenditure was $172.

- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $100.

- Average total expenditure per person (per capita) was $72.

- As shown in Figure 105, the largest proportions of total expenditures inside and outside the park were:

    32% Lodges, hotels, motels, cabins, B&B, etc.
    19% Restaurants and bars
    17% Gas and oil

N=233 visitor groups

Amount spent

- $301 or more 12%
- $201-300 10%
- $101-200 27%
- $1-100 46%
- Spent no money 5%

Number of respondents
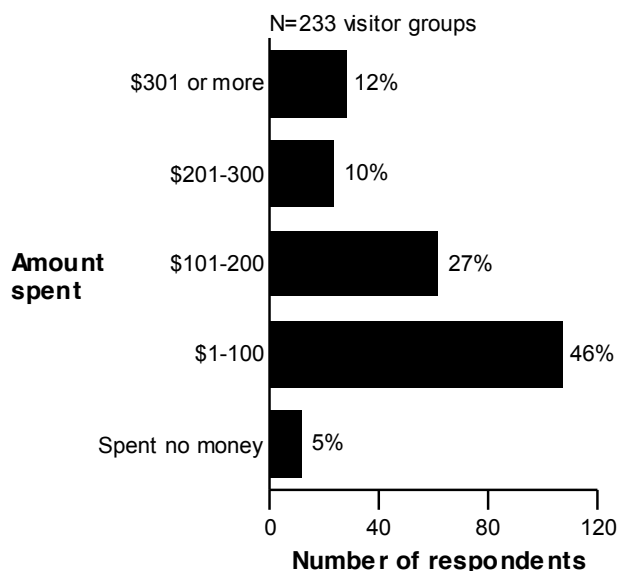
Figure 104: Total expenditures inside and outside the park

N=233 visitor groups

Guide fees and charges (<1%)
Camping fees and charges (2%)
Restaurants and bars (19%)
Groceries and takeout food (5%)
Lodges, hotels, motels, cabins, B&B, etc. (32%)
Gas and oil (17%)
Other transportation expenses (9%)
Donations (5%)
All other purchases (9%)
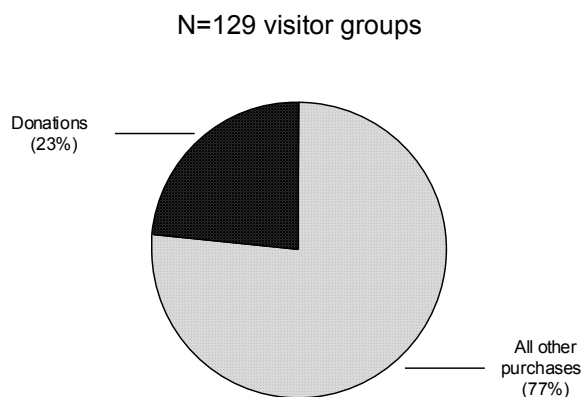Admission, recreation, entertainment fees (3%)
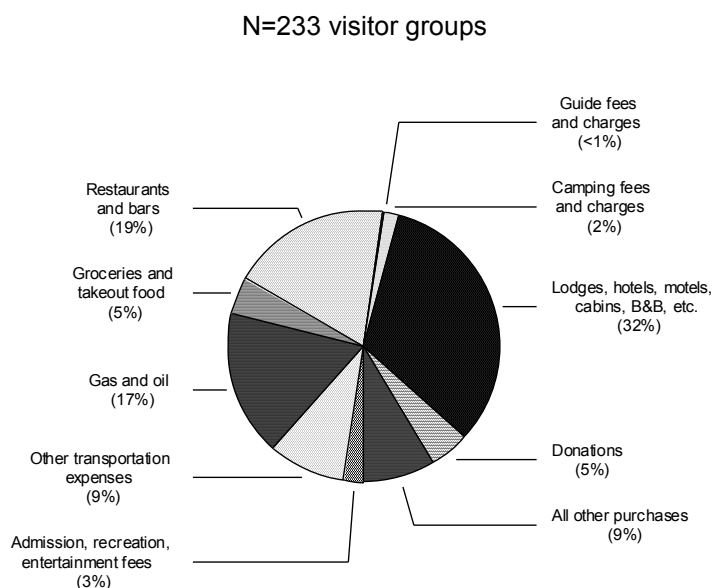
Figure 105: Proportions of total expenditures inside and outside the park

*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 17c
> How many adults (18 years or older) do these expenses cover?

Results

- 66% of visitor groups had two adults covered by expenditures (see Figure 106).

- 18% had one adult.

- 16% had three or more adults.

N=235 visitor groups
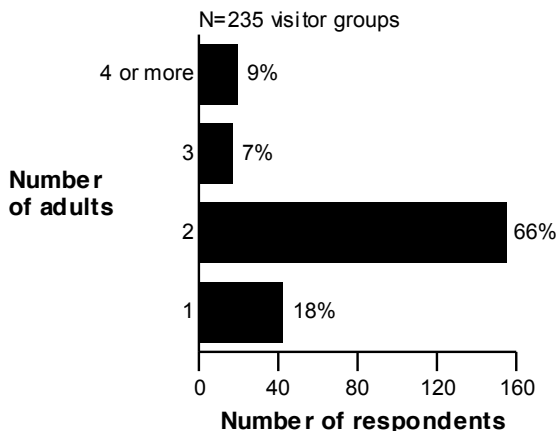
Figure 106: Number of adults covered by expenditures

Number of children covered by expenditures

Question 17c
> How many children (under 18 years) do these expenses cover?

Results

- 74% of visitor groups did not have any children covered by expenditures (see Figure 107).

- 11% had one child.

N=227 visitor groups
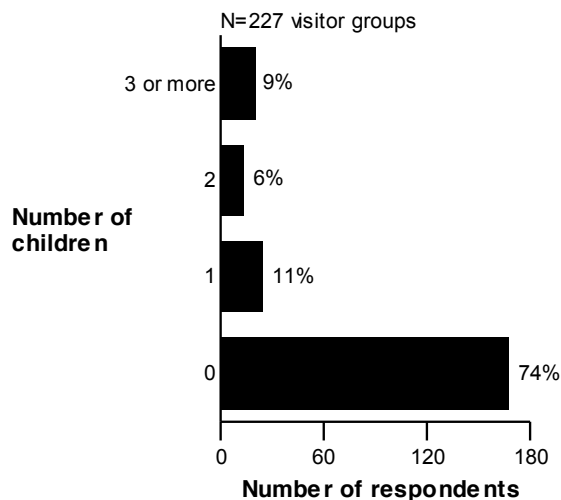
Figure 107: Number of children covered by expenditures

*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 the park

Question 17a
    Please list your group's total
    expenditures inside Fort Larned
    NHS.

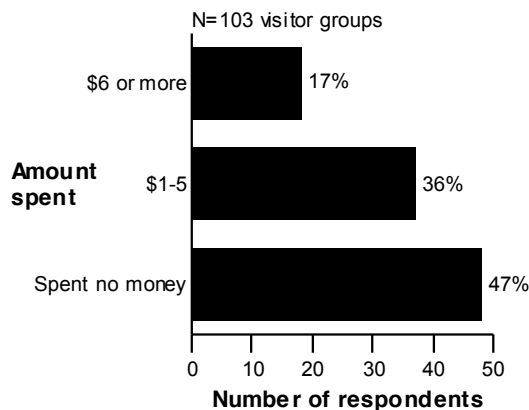Note: Surrounding area residents should
        only include expenditures that were
        just for this trip to Fort Larned NHS.

Results

- 31% of visitor groups did not spend
  any money inside the park (see
  Figure 108).

- 27% spent $1-$10 inside the
  park.

- The average visitor group
  expenditure inside the park
  was $13.

- The median expenditure (50%
  of groups spent more and 50%
  of groups spent less) was $8.

- Average total expenditure per
  person (per capita) was $8.

- As shown in Figure 109, the
  largest proportion of total
  expenditures inside the park
  was:

    77% All other purchases

N=129 visitor groups
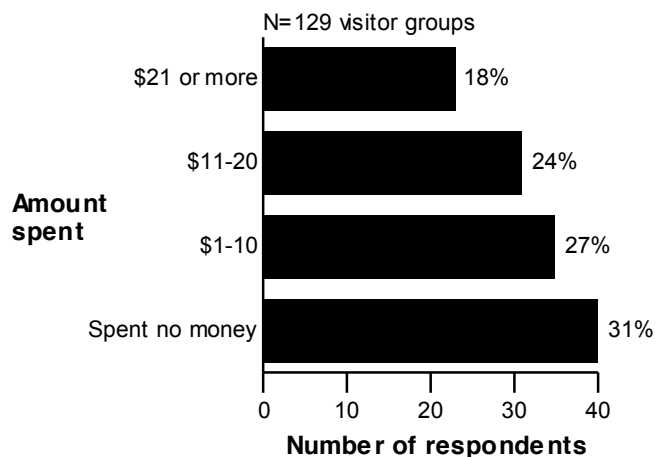
Figure 108: Total expenditures inside the park

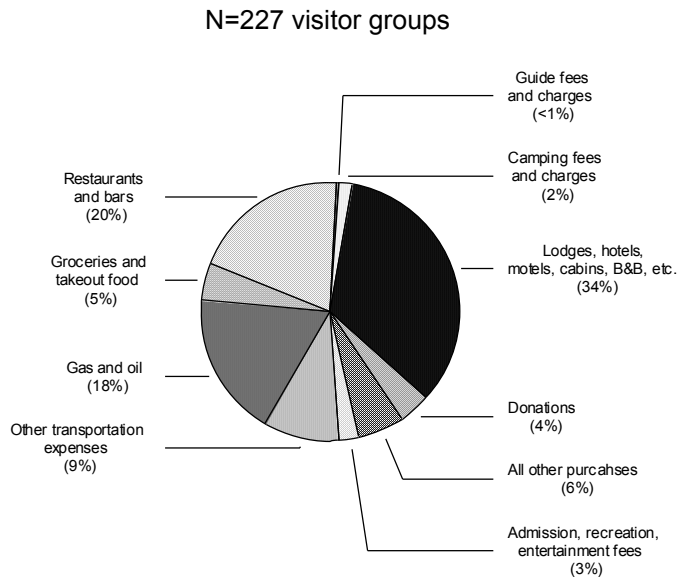N=129 visitor groups

**Figure 109: Proportions of total 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

All other purchases (souvenirs, books, sporting goods, clothing, etc.)

- 48% of visitor groups spent $1-$25 on all other purchases inside the park (see Figure 110).

- 40% did not spend any money on all other purchases.

N=119 visitor groups
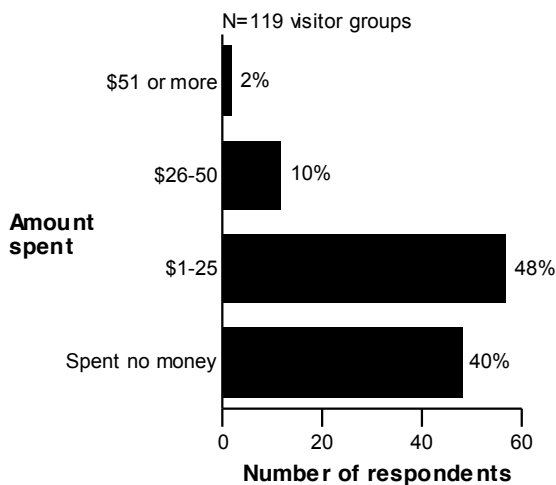
Figure 110:   Expenditures for all other purchases inside the park

Donations

- 47% of visitor groups did not donate any money inside the park (see Figure 111).

- 36% donated $1-$5.

N=103 visitor groups

Figure 111:   Amount donated 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 the park

Question 17b
Please list your group's total expenditures in the area outside the park (within 60 miles of the park).

Note: Area residents should only include expenditures that were directly related to this trip to Fort Larned NHS.

Results

- 44% of visitor groups spent $1-$100 (see Figure 112).

- 37% spent between $101 and $300.

- 11% spent over $300.

- The average visitor group expenditure outside the park was $169.

- The median expenditure (50% of groups spent more and 50% of groups spent less) was $100.

- Average total expenditure per person (per capita) was $77.

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

  34% Lodges, hotels, motels, cabins, B&B, etc.
  20% Restaurants and bars
  18% Gas and oil

N=227 visitor groups*
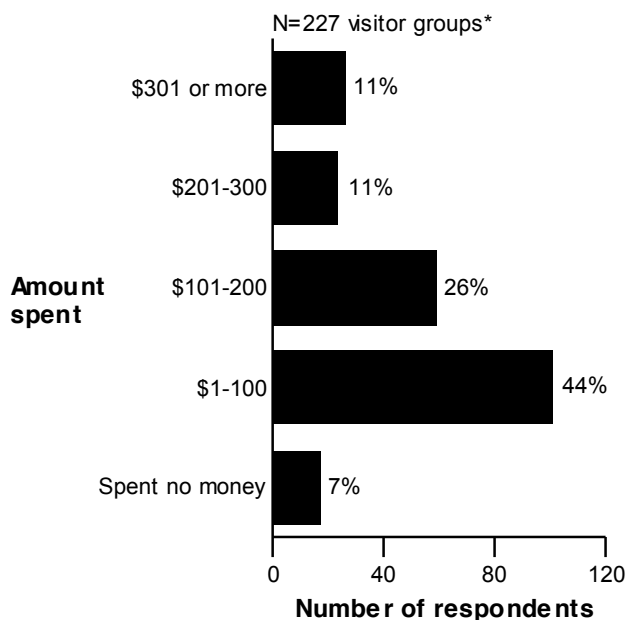
Figure 112: Total expenditures outside the park

N=227 visitor groups

Figure 113: Proportions of total expenditures outside 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

Lodges, hotels, motels, cabins, B&B, etc.

- 45% of visitor groups did not spend any money on lodging outside the park (see Figure 114).

- 35% spent $1-$100.

N=170 visitor groups
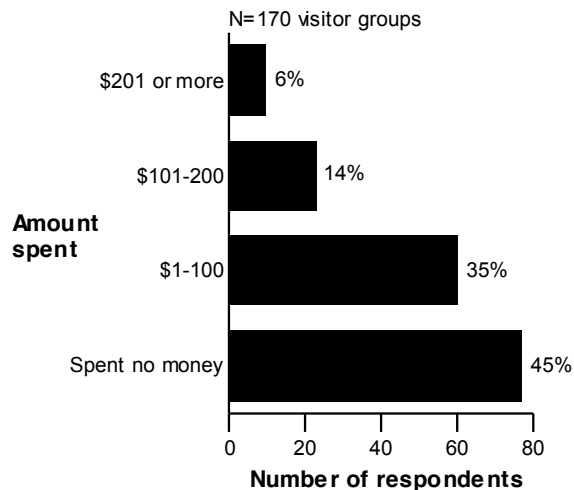
Figure 114: Expenditures for lodging outside the park

Camping fees and charges

- 84% of visitor groups did not spend any money on camping fees and charges outside the park (see Figure 115).
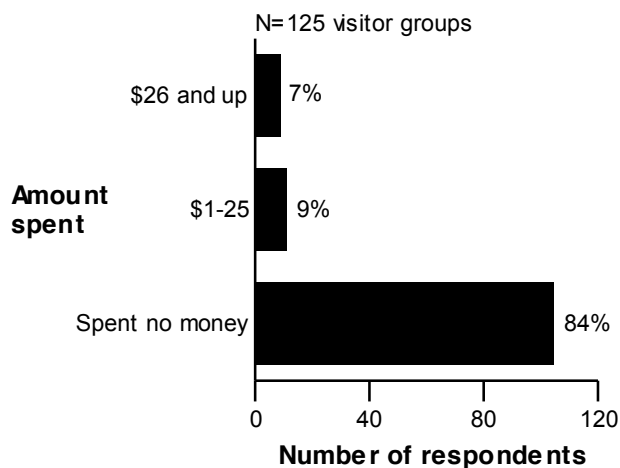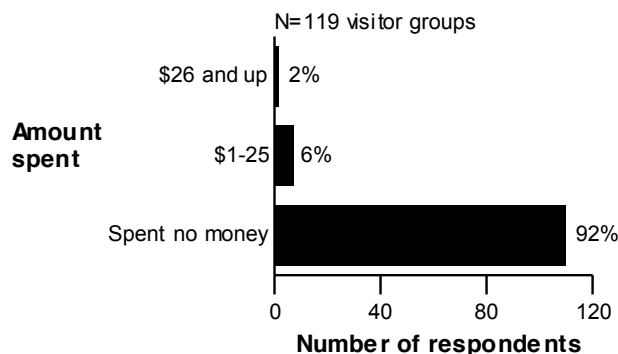
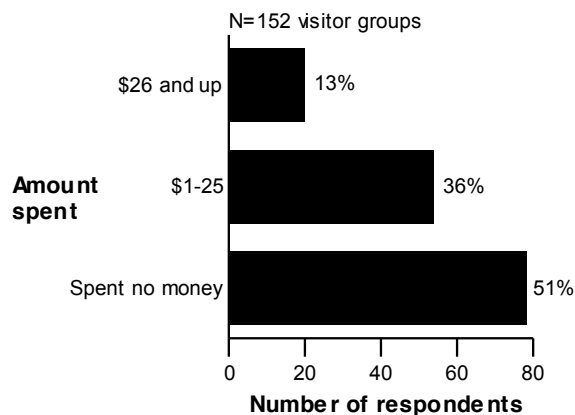- 9% spent $1-$25.

N=125 visitor groups

Figure 115: Expenditures for camping fees and charges outside 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

Guide fees and charges

- 92% of visitor groups did not spend any money on guide fees and charges outside the park (see Figure 116).

- 6% spent $1-25.

N=119 visitor groups

Amount spent

$26 and up   2%

$1-25   6%

Spent no money   92%

Number of respondents

Figure 116: Expenditures for guide fees and charges outside the park

Restaurants and bars

- 34% of visitor groups spent $1-$25 on restaurants and bars outside the park (see Figure 117).

- 26% spent $26-$50.

- 25% spent no money.

N=188 visitor groups

Amount spent

$51 and up   15%

$26-50   26%

$1-25   34%

Spent no money   25%

Number of respondents
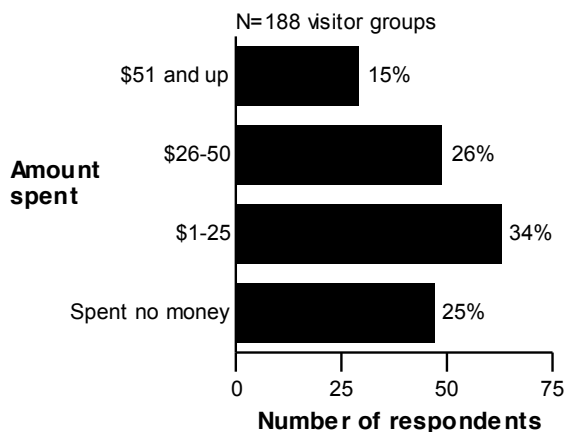
Figure 117: Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 51% of visitor groups did not spend any money on groceries and takeout food outside the park (see Figure 118).

- 36% spent $1-$25.

N=152 visitor groups

Amount spent

$26 and up   13%

$1-25   36%

Spent no money   51%

Number of respondents

Figure 118: Expenditures for groceries and takeout food outside 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

Gas and oil (auto, RV, boat, etc.)

- 41% of visitor groups spent $26-$50 on gas and oil outside the park (see Figure 119).
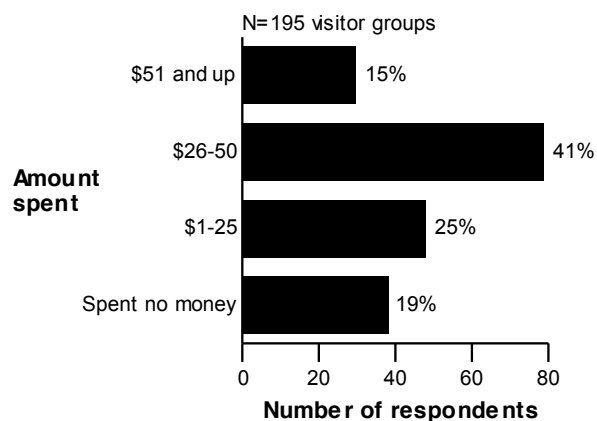
- 25% spent $1-25.

N=195 visitor groups

Figure 119:　Expenditures for gas and oil outside the park

Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)

- 95% of visitor groups did not spend any money on other transportation expenses outside the park (see Figure 120).
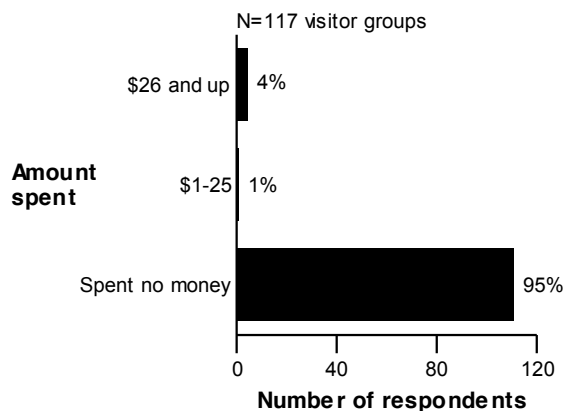
N=117 visitor groups

Figure 120:　Expenditures for other transportation expenses outside 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

Admission, recreation, entertainment fees

- 70% of visitor groups did not spend any money on admission, recreation, and entertainment fees outside the park (see Figure 121).

- 20% spent $1-$25.
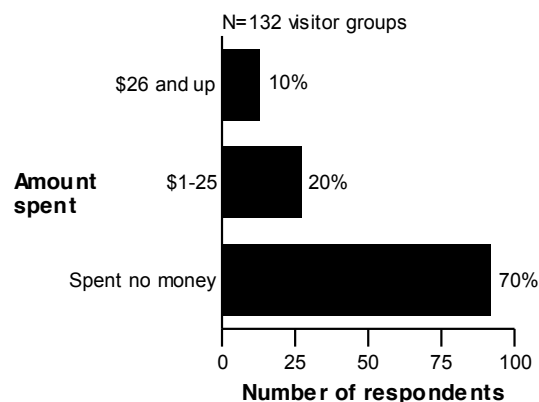
Figure 121: Expenditures for admission, recreation, and entertainment fees outside the park

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)

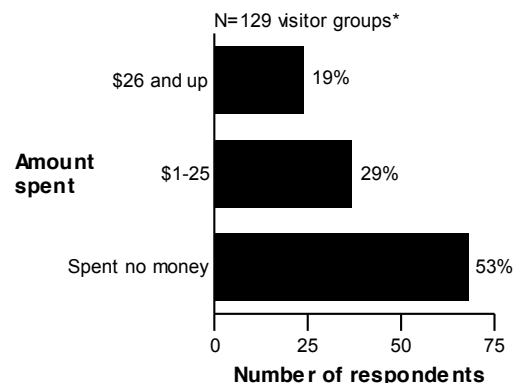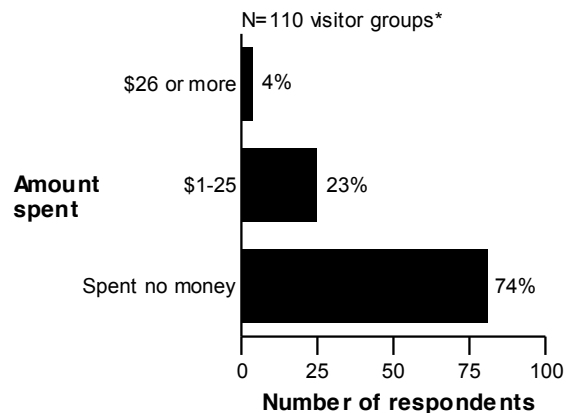- 53% of visitor groups did not spend any money on other purchases outside the park (see Figure 122).

- 29% spent $1-$25.

Figure 122: Expenditures for all other purchases outside the park

Donations

- 74% of visitor groups did not donate any money outside the park (see Figure 123).

- 23% spent $1-$25.

Figure 123: Expenditures for donations outside 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

Overall Quality

Question 20
Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Fort Larned NHS during this visit?

Results
- 96% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as "very good" or "good" (see Figure 124).
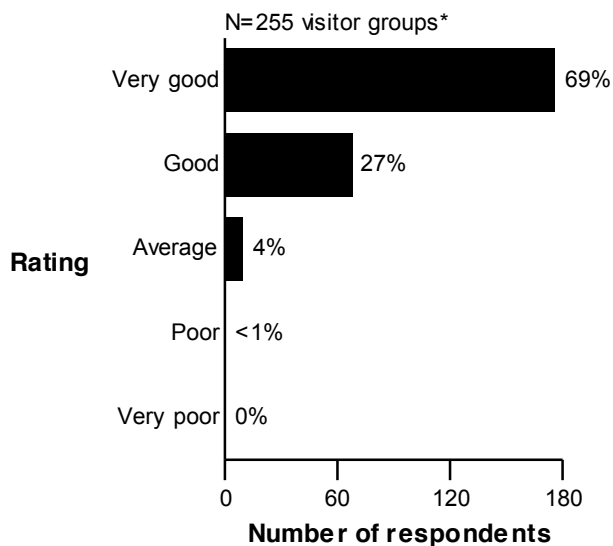
- Fewer than 1% rated the quality as "very poor" or "poor."

N=255 visitor groups*

Very good ██████████████████████ 69%

Good █████ 27%

Average █ 4%

Poor <1%

Very poor 0%

Rating

0   60   120   180

Number of respondents

Figure 124:   Overall quality rating of facilities, services, and recreational opportunities

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

Visitor Comments

National significance of park

Question 19
Fort Larned NHS was established because of its significance to the nation. In your opinion, what is the national significance of the park? (open-ended)

Results
- 73% of visitor groups (N=191) responded to this question.

- Table 13 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 13: National significance of park
N=224 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
General historical significance	25
Representation/example of time period	17
Historical preservation	18
Historic significance of westward expansion	16
Historic importance to nation and to the west	15
Education for children and future generations	11
Education about western expansion/establishment	10
Fort's role in protection of pioneers/settlers	10
History of Santa Fe Trail	10
National heritage	8
Negative impact on American Indians	8
Protect/preserve Santa Fe Trail	8
Show role/importance of military	8
To remember history/keep history alive	8
Teach/preserve history of Kansas	6
One of the nicest, most well-kept forts	5
Protect historic buildings	5
Educational opportunity	4
Relationships between whites and American Indians	4
Very significant	4
Represents strength of pioneers/struggle to survive	3
Significance of American Indians	3
Conflicts with American Indians	2
Historic significance to soldiers and their families	2
Preservation for future	2
Other comments	12

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

Planning for the future

Question 27
If you were a manager planning for the future of Fort Larned NHS, what would you and your personal group propose? (open-ended)

Results
- 52% of visitor groups (N=135) responded to this question.

- Table 14 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 14: Planning for the future
N=198 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
INTERPRETIVE SERVICES	
More living history demonstrations	19
Have more informational signs	14
Provide more ranger-led programs	8
Update film	6
Have reenactments	5
Add audio/visual components to the exhibits	4
More information for self-guided tour	3
Add ambient sounds at the site	2
Add more exhibits	2
Give out more information about the fort	2
More emphasis on Santa Fe Trail	2
Provide audio tour	2
Other comments	23
FACILITIES/MAINTENANCE	
Restore buildings	8
Keep up maintaining the site	7
Continue building maintenance	4
Better direction from the parking lot to visitor center	2
Better signage for wagon ruts	2
Put out more benches	2
Other comments	7
POLICIES/MANAGEMENT	
Keep it as it is	14
Advertise the site more	9

Table 14: Planning for the future
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT (continued)	
Open the commanding officer's house	4
Open all buildings	3
Improve accessibility	2
Keep the park staffed	2
Keep the surrounding area open	2
Other comments	12
CONCESSION SERVICES	
Have a settler's wagon ride for recreation	3
Serve or have samples of authentic food	2
Other comments	5
RESOURCE MANAGEMENT	
Comments	2
GENERAL COMMENTS	
Keep up the good work	6
Other comments	4

Additional comments

Question 28
Is there anything else you and your personal group would like to tell us about your visit to Fort Larned NHS? (open-ended)

Results
- 54% of visitor groups (N=140) responded to this question.

- Table 15 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 15: Additional comments
N=252 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
The staff was accommodating	9
The staff was friendly	3
Volunteers were great	2
Other comments	6
INTERPRETIVE SERVICES	
Blacksmith was great/enjoyed demonstration	9
Educational experience	7
Exhibits were good quality	7
Need more informational signs	5
Reenactments were great	4
Memorial Day weekend activities were great	3
Need more information on wagon ruts	3
Bookstore needs more variety	3
Enjoyed historic exhibits	2
Need more information about American Indians	2
Bookstore was good	2
Other comments	26
FACILITIES/MAINTENANCE	
Facility is well-maintained	15
Location/view helped set the scene	3
Restoration is excellent	3
Facility is excellent	2
Other comments	9
POLICIES/MANAGEMENT	
Advertise more	4
Didn't like the survey/survey questions	3
Other comments	6

Table 15: Additional comments
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Enjoyed visit	37
It was a great experience	15
Plan to return	10
Thank you	7
Visit was informative/interesting	5
The best/one of the best NPS sites	6
Beautiful site	5
Needed more time to see the site	3
A good family time	2
A great national park	2
A hidden treasure	2
Enjoyed authenticity	2
Hospital was a favorite	2
Peaceful site	2
Plan to bring grandchildren	2
Other comments	12

APPENDICES

Appendix 1: The Questionnaire

OMB Approval 1024-0224 (NPS# 09-012)
Expiration date: 05/01/2010

United States Department of the Interior

NATIONAL PARK SERVICE
Fort Larned National Historic Site
1767 KS Hwy 156
Larned, KS 67550-9321

IN REPLY REFER TO:

May – June 2009

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Fort Larned National Historic Site. This information will assist us in our efforts to better manage this park and to serve you, our visitor.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Kevin McMurry
Superintendent

DIRECTIONS

At the end of your visit:

1) Please have the selected individual complete this questionnaire.
2) Answer the questions carefully since each question is different.
3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ●   Not like this: ⊘   ⊗   ⊘

4) Seal it with the stickers provided.
5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your personal group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Fort Larned National Historic Site

NOTE: In this questionnaire, your **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. How did you and your personal group **first** learn about the existence of Fort Larned? Please mark (●) all that apply.

○ Friends/relatives/word of mouth   ○ School class/program

○ Television or radio programs   ○ Park website

○ History books/clubs   ○ Other website

○ Travel guides/tour books (such as AAA, etc.)   ○ Other historical sites

○ Brochure in Tourism Information Center

○ Kansas Highway Department Magazine

○ Newspaper/magazine articles (other than Kansas Highway Department)

○ Personal research/study in western frontier history

○ Personal research/study in Native American history/culture

○ Saw signs on highway

○ Heard message on Highway Travelers Information Station

    Please specify where _____

○ Other (Please specify) _____

2. Prior to your visit, had you and your personal group ever heard of the following groups? Please mark (●) one.

Santa Fe Trail Center   ○ Yes   ○ No

Santa Fe Trail Association   ○ Yes   ○ No

3. How did your visit to Fort Larned National Historic Site (NHS) fit into your and your personal group's travel plans? Please mark (●) one.

○ Fort Larned NHS was primary destination

○ Fort Larned NHS was one of several destinations

○ Fort Larned NHS was not a planned destination

---

4. Prior to your visit, were you and your personal group aware that Fort Larned NHS is a unit of the National Park System? Please mark (●) one.

○ Yes   ○ No

5. a) Prior to your visit, how did you and your personal group obtain information about Fort Larned NHS? Please mark (●) all that apply in column (a).

b) If you were to visit Fort Larned NHS in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) all that apply in column (b).

a) **Prior to this visit**   b) **Prior to future visits**

○ Did not obtain information prior to visit → **Go to part b of this question**

a) Prior to this visit	b) Prior to future visits	
○	○	Previous visits
○	○	Friends/relatives/word of mouth
○	○	Travel guides/tour books (such as AAA, etc.)
○	○	Maps/brochures
○	○	Newspaper/magazine articles
○	○	E-mail/telephone/written inquiry to park
○	○	Television/radio programs/videos
○	○	Fort Larned NHS website: www.nps.gov/fols
○	○	Other websites
○	○	School class/program
○	○	Local businesses (hotels/motels/restaurants, etc.)
○	○	Chamber of commerce/visitors bureau/state welcome center
○	○	Other (Please specify below)

This visit _____ Future visit _____

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

○ No   ○ Yes → **Go to Question 6**

d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

Fort Larned National Historic Site Visitor Study

6. On this trip, what was the **primary** reason that you and your personal group came to the Fort Larned NHS **area**? Please mark (●) **one.**

○ Resident of the area (within 60 miles of the park) → **Go to Question 7**

○ Visit Fort Larned NHS

○ Visit other attractions in the area

○ Visit friends/relatives in the area

○ Business

○ Other (Please specify) _____

7. a) On this trip, did you and your personal group stay overnight **away from your permanent residence** in the Fort Larned NHS area (within 60 miles of the park)?

○ Yes   ○ No → **Go to Question 8**

b) If YES, please list the number of nights you and your personal group stayed in the Fort Larned NHS **area.**

_____ Number of nights within 60 miles of the park

c) In which types of lodging did you and your personal group spend the night(s) in the area outside the park (within 60 miles of the park)? Please mark (●) **all** that apply.

○ Lodges, hotels, vacation rentals, B&B, etc.

○ RV/trailer camping

○ Tent camping in developed campground

○ Personal seasonal residence

○ Residence of friends or relatives

○ Other (Please specify) _____

8. a) In what town/city did you and your personal group stay on the **night before your arrival** at Fort Larned NHS? If you stayed at home, please write the name of the city/town and state where you live.

Nearest city/town _____ State _____

b) In what town/city did you and your group stay on the **night after your departure** from Fort Larned NHS? If you stayed at home, please write the name of the city/town and state where you live.

Nearest city/town _____ State _____

Fort Larned National Historic Site Visitor Study

9. On this visit, which forms of transportation did you and your personal group use to travel between your overnight accommodations or home and Fort Larned NHS? Please mark (●) **all** that apply.

○ Private vehicle (car, SUV, pickup, RV, etc.)

○ Rental vehicle   ○ Tour/school bus   ○ Bicycle

○ Taxi/limousine   ○ Motorcycle   ○ On foot

○ Other (Please specify) _____

10. a) On this visit, which activities did you and your personal group participate in within Fort Larned NHS? Please mark (●) **all** that apply in column (a).

b) If you were to visit the park in the future, in which activities would you and your personal group prefer to participate? Please mark (●) **all** that apply in column (b).

	a) **Activities on this visit**	b) **Activities on future visit**
Self-guided tour of historic buildings	○	○
Attending living history demonstrations	○	○
Attending ranger-led talks/programs	○	○
Conducting genealogical research	○	○
Creative arts (photography/drawing/painting/writing)	○	○
Enjoying solitude/quiet	○	○
General sightseeing	○	○
Nature study (birdwatching/wildlife viewing/stargazing)	○	○
Picnicking	○	○
Visiting museum	○	○
Visiting research library	○	○
Visiting Santa Fe Trail Ruts Unit	○	○
Walking/hiking	○	○
Other (Please specify below)	○	○

This visit _____   Future visit _____

Fort Larned National Historic Site Visitor Study

c) Which **one** of the above activities was the primary reason you and your personal group visited Fort Larned NHS on this visit? Please list only **one.**

_____

11. a) On this visit to Fort Larned NHS, did anyone in your personal group participate in any of the ranger-led talks/programs?

○ No   ○ Yes ➜ **Go to part c of this question**

b) If NO, what prevented you and your personal group from participating in ranger-led talks/programs? Please mark (●) **all that apply.**

○ Not interested

○ Did not have time for this activity

○ Were not aware of any ranger-led talks/programs offered at park

○ Not enough programs offered

○ Other (Please specify) _____

c) On a future visit, would you and your personal group be interested in attending ranger-led programs at Fort Larned NHS?

○ Yes, likely   ○ No, unlikely   ○ Not sure

d) If YES, what length of program would you and your personal group be most likely to attend? Please mark (●) **only one.**

○ Under 1/2 hour   ○ Other (Please specify below)

○ 1/2 – 1 hour

○ 1 – 2 hours   _____

12. a) During this visit to Fort Larned NHS, did you and your personal group have any personal interaction with park employees outside a ranger-led program?

○ Yes   ○ No ➜ **Go to Question 13**

b) If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park employee. Please mark (●) **one** response for each item.

	Very poor	Poor	Average	Good	Very good
Helpfulness	○	○	○	○	○
Courteousness	○	○	○	○	○
Quality of information provided	○	○	○	○	○

Fort Larned National Historic Site Visitor Study

13. a) On this visit to Fort Larned NHS, which park sites did you and your personal group visit? Please mark (●) **all that apply in column (a).**

b) For each place that you and your personal group **visited**, please rate the quality of the services/facilities provided. Mark (●) **one answer for each location.**

a) Location visited		b) Quality of service/facility provided				
		Very poor	Poor	Average	Good	Very good
○	Visitor center	○	○	○	○	○
○	Museum	○	○	○	○	○
○	Commissary	○	○	○	○	○
○	Infantry barracks	○	○	○	○	○
○	Hospital	○	○	○	○	○
○	Post blacksmith shop	○	○	○	○	○
○	Block house	○	○	○	○	○
○	Hospital	○	○	○	○	○
○	School room	○	○	○	○	○
○	Arsenal	○	○	○	○	○
○	Picnic area	○	○	○	○	○
○	Santa Fe Trail Ruts Unit	○	○	○	○	○
○	Quartermaster warehouse	○	○	○	○	○
○	Nature trail	○	○	○	○	○
○	Other (Please specify)	○	○	○	○	○

c) Please explain any ratings of "poor" or "very poor."

_____

14. a) On this visit, did you and your personal group visit Fort Larned NHS on more than one day?

○ Yes   ○ No

b) How many hours in **total** did you and your personal group spend visiting Fort Larned NHS?

_____ Total number of hours (Please list the partial hours as 1/4, 1/2, 3/4.)

Fort Larned National Historic Site Visitor Study

15. It is the National Park Service's responsibility to protect Fort Larned NHS's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to you and your personal group? Please mark (●) one answer for each resource/attribute.

Resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	○	○	○	○	○
Clean water	○	○	○	○	○
Clear night sky	○	○	○	○	○
Educational opportunities	○	○	○	○	○
Historic sites and buildings	○	○	○	○	○
Native plants	○	○	○	○	○
Native wildlife	○	○	○	○	○
Repair/maintenance of historical structures	○	○	○	○	○
Natural quiet/sounds of nature	○	○	○	○	○
Recreational opportunities	○	○	○	○	○
Historical scenic views	○	○	○	○	○
Natural scenic views	○	○	○	○	○

16. a) In which communities did you and your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Fort Larned NHS? Please mark (●) all that apply.

○ None → **Go to Question 17**
○ Larned   ○ Hays   ○ Hutchinson
○ Great Bend   ○ Dodge City   ○ Salina
○ Garden City   ○ Other (Please specify) _____

b) Were you and your personal group able to obtain all of the services that you needed in these communities?

○ No
○ Yes → **Go to Question 17**

Fort Larned National Historic Site Visitor Study

c) If NO, what needed services were not available?

Service (List) _____   Comments (Please be specific)
_____
_____

17. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Fort Larned NHS **area** (within 60 miles of the park). **Please write "0" if no money was spent in a particular category.**

a) Please list your group's total expenditures inside Fort Larned NHS.

b) Please list your group's total expenditures in the **area** outside the park (within 60 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Fort Larned NHS .

	EXPENDITURES	
	a) Inside park	**b) Outside park**
Lodges, hotels, motels, cabins, B&B, etc.	N/A	$ _____
Camping fees and charges	N/A	$ _____
Guide fees and charges	N/A	$ _____
Restaurants and bars	N/A	$ _____
Groceries and takeout food	N/A	$ _____
Gas and oil (auto, RV, boat, etc.)	N/A	$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	N/A	$ _____
Admission, recreation, entertainment fees	N/A	$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	$ _____	$ _____
Donations	$ _____	$ _____

c) How many people do the above expenses cover?

_____ Adults (18 years or over)   _____ Children (under 18 years)

Please write "0" if no children were covered by the expenditures.

18. a) Please mark (●) **all** the visitor services and facilities that you or your personal group **used** at Fort Larned NHS during this visit.

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

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

	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	**c) If used, what quality?** 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
a) Visitor services/facilities used Mark (●)		
○ Access for people with disabilities	____	____
○ Bookstore sales items (selection, price, etc.)	____	____
○ Assistance from park staff	____	____
○ Directional signs	____	____
○ Information signs	____	____
○ Junior Ranger program	____	____
○ Living history demonstrations	____	____
○ Outdoor exhibits	____	____
○ Park brochure/map	____	____
○ Park website: www.nps.gov/fols used before or during visit	____	____
○ Ranger-led programs	____	____
○ Restrooms	____	____
○ Videos/films	____	____
○ Nature trail	____	____
○ Visitor center exhibits	____	____

19. Fort Larned NHS was established because of its significance to the nation. In your opinion, what is the national significance of the park?

_____

_____

20. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Fort Larned NHS during this visit? Please mark (●) **one.**

Very poor	Poor	Average	Good	Very good
○	○	○	○	○

21. a) During this visit to Fort Larned NHS, which topics did you and your personal group learn about through exhibits, ranger-led programs, brochures, etc.? Please mark (●) **all** that apply in column (a).

b) If you were to visit Fort Larned NHS in the future, which topics would you and your personal group like to learn (or learn more) about? Please mark (●) **all** that apply in column (b).

a) This visit		**b) Future visit**
	Not interested in learning on a future visit	○
○	Role of Santa Fe Trail in trading, travel, commerce and cultural exchange across the American West	○
○	How the U.S. government established its authority and control and extended its influence through Fort Larned and other military posts	○
○	How the Plains Indians culture and lifestyle were irreversibly altered by encroaching non-native people	○
○	Cultural interactions at Fort Larned and along the Santa Fe Trail among soldiers and civilians from a variety of ethnic and racial backgrounds	○
○	Influence of the plains environment on its inhabitants, and how they altered the plains	○
○	Other (Please specify) _____	○

22. On this visit, were you and your personal group part of the following types of organized groups?

		Yes	No
a) Commercial guided tour group		○	○
b) School/educational group		○	○
c) Historical society/club		○	○
d) Automobile (car/motorcycle) club		○	○
e) Other (scouts, work, church)		○	○

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

_____ Number of people in organized group

Fort Larned National Historic Site Visitor Study

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

○ Alone   ○ Friends

○ Family   ○ Family and friends

○ Other (Please specify) _____

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

_____ Number of people in personal group

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

_____ Number of vehicles

d) On this trip, how many times did you and your personal group enter the park?

_____ Number of times entered

24. For you and your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c & d) Number of visits to Fort Larned NHS (including this visit) Last 12 months	Lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

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

○ Yes   ○ No ➔ **Go on to Question 26**

b) If YES, what services or activities were difficult to access/participate in?

_____

Fort Larned National Historic Site Visitor Study

26. a) Are you or members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	○	○	○	○	○	○	○
No, not Hispanic or Latino	○	○	○	○	○	○	○

b) What is your race? What is the race of each member of your personal group? Please mark (●) **one or more** for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	○	○	○	○	○	○	○
Asian	○	○	○	○	○	○	○
Black or African American	○	○	○	○	○	○	○
Native Hawaiian or other Pacific Islander	○	○	○	○	○	○	○
White	○	○	○	○	○	○	○

27. If you were a manager planning for the future of Fort Larned NHS what would you and your personal group propose?

_____

_____

_____

28. Is there anything else you and your personal group would like to tell us about your visit to Fort Larned NHS?

_____

_____

_____

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

⚛ Printed on recycled paper

Appendix 2: Additional Analysis

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

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

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

For more information please contact:

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

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

Appendix 3: Decision Rules for Checking Non-response Bias

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

Respondents were categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the 1st replacement is mailed, the second wave is between 1st and 2nd replacement, and the third wave contains surveys received after the 2nd replacement. Analysis of variance was used to detect differences in visitor ages, number of lifetime visits, distance traveled to the park, and overall quality rating scores among different mailing waves. If the p-value is greater than 0.05, the difference is judged to be insignificant.

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

1. Respondents of different mailing waves have the same average age.
2. On average respondents of different mailing waves have the same number of lifetime visits to the park.
3. On average respondents of different mailing waves traveled the same distance to the park.
4. Respondents of different mailing waves have the same average satisfaction scores.

Table 3 shows no significant difference in any of these variables. This indicates that the results were not biased toward any group of visitors. Therefore, non-response bias is judged to be insignificant.

References

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

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

Appendix 4: Visitor Services Project Publications

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

1982
1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983
2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985
5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986
7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987
10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988
17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

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

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

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

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

Visitor Services Project Publications (continued)

1993

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

1994

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

1995

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

1996

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

1996 (continued)

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

1997

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

1998

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

1999

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

Visitor Services Project Publications (continued)

2000
118. Haleakala National Park (spring)
119. White House Tour and White House
     Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

2001
125. Biscayne National Park (spring)
126. Colonial National Historical Park
     (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

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

2003
141. Gateway National Recreation Area: Floyd
     Bennett Field (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages National
     Historic Site
149. Fort Stanwix National Monument
150. Arches National Park

2003 continued
151. Mojave National Preserve (fall)

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

2005
163. Congaree National Park (spring)
164. San Francisco Maritime National Historical
     Park (spring)
165. Lincoln Home National Historic Site
166. Chickasaw National Recreation Area
167. Timpanogos Cave National Monument
168. Yosemite National Park
169. Fort Sumter National Monument
170. Harpers Ferry National Historical Park
171. Cuyahoga Valley National Park
172. Johnstown Flood National Memorial
173. Nicodemus National Historic Site

2006
174. Kings Mountain National Military Park
     (spring)
175. John Fitzgerald Kennedy National Historic
     Site
176. Devils Postpile National Monument
177. Mammoth Cave National Park
178. Yellowstone National Park
179. Monocacy National Battlefield
180. Denali National Park & Preserve
181. Golden Spike National Historic Site
182. Katmai National Park and Preserve
183. Zion National Park (spring and fall)

Visitor Services Project Publications (continued)

2007
184.1. Big Cypress National Preserve (spring)
184.2. Big Cypress National Preserve (ORV
     Permit Holder/Camp Owner)
185. Hawaii Volcanoes National Park (spring)
186. Glen Canyon National Recreation Area
     (spring and summer)
187. Lava Beds National Monument
188. John Muir National Historic Site
189. Fort Union Trading Post NHS
190. Fort Donelson National Battlefield
191. Agate Fossil Beds National Monument
192. Mount Rushmore National Memorial
193. Ebey's Landing National Historical
     Reserve
194. Rainbow Bridge National Monument
195. Independence National Historical Park
196. Minute Man National Historical Park

2008
197. Blue Ridge Parkway (fall and summer)
198. Yosemite National Park
199. Everglades National Park (winter and
     spring)
200. Horseshoe Bend National Military Park
     (spring)
201. Carl Sandburg Home National Historic
     Site (spring)
202. Fire Island National Seashore resident
     (spring)
203. Fire Island National Seashore visitor
204. Capitol Reef National Park
205.1 Great Smoky Mountains National Park
     (summer)
205.2 Great Smoky Mountains National Park
     (fall)
206. Grand Teton National Park
207. Herbert Hoover National Historic Site
208. City of Rocks National Reserve

2009
209. Fort Larned National Historic Site

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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