



U.S. Department of the Interior

National Park Service  
Social Science Program  
Visitor Services Project



# Hagerman Fossil Beds National Monument Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE  
Hagerman Fossil Beds National Monument  
PO Box 570  
Hagerman, ID 83332

IN REPLY REFER TO:

August 2013

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Hagerman Fossil Beds National Monument. This information will assist us in our efforts to better manage this park and to serve you.

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 in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Director Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,

JoAnn Blalack  
Acting Superintendent

**DIRECTIONS**

At the end of your visit:

1. Please have the selected individual (at least 16 years old) 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**. Please do not use pencil,

Like this:  Not like this:

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by Hagerman Fossil Beds National Monument. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

## Your Visit To Hagerman Fossil Beds National Monument

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

1. a) Prior to this visit, how did your personal group obtain information about Hagerman Fossil Beds National Monument (NM)? Please mark (●) **all** that apply in column (a).

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

- b) If you were to visit Hagerman Fossil Beds NM in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Hagerman Fossil Beds NM website: <a href="http://www.nps.gov/hafo">www.nps.gov/hafo</a>
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System (NPS)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (AAA, Fodor's, hiking, climbing, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

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

No                       Yes → **Go to Question 2**

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

2. a) Was every member in your personal group a resident of the Hagerman Fossil Beds NM **area** (within 50 miles of the park)?

No                       Yes → **Go to Question 3**

- b) Was visiting Hagerman Fossil Beds NM the primary reason nonresident members of your personal group came to the area?

No                       Yes

- c) For the nonresident members of your personal group, what was the method of transportation used to travel most of the distance from home to the Hagerman Fossil Beds NM **area** (within 50 miles of the park)? Please mark (●) only **one**.

Car                       Motorcycle                       SUV/truck/van

Motorhome                       Airplane

Other (Please specify) \_\_\_\_\_

3. Which other attractions in the local area did your personal group visit? Please mark (●) all that apply.

Visited only Hagerman Fossil Beds NM → **Go to Question 5**

City of Rocks National Reserve                       Bruneau Dunes State Park

Craters of the Moon Nat. Monument                       Malad Gorge State Park

Hagerman National Fish Hatchery                       Shoshone Falls

Minidoka National Historic Site (NHS)

Other (Please specify) \_\_\_\_\_

4. a) If you visited Minidoka NHS on this visit, how did your personal group find out about Minidoka NHS?

Exhibits at Hagerman Fossil Beds NM

Park staff at Hagerman Fossil Beds NM

Park websites: [www.nps.gov/hafo](http://www.nps.gov/hafo) or [www.nps.gov/miin](http://www.nps.gov/miin)

Other (Please specify) \_\_\_\_\_

b) Did you have difficulty finding your way to Minidoka NHS?

Yes  No → **Go Question 5**

c) If YES, what problems did you have? \_\_\_\_\_  
\_\_\_\_\_

5. a) In which communities did your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Hagerman Fossil Beds NM? Please mark (●) **all** that apply.

Did not need support services → **Go to Question 6**

b) What services did your personal group use in these communities? Please mark (●) **all** that apply.

a) <b>Community</b>	b) <b>Services used</b>			
	Information	Gas	Food	Lodging
<input type="radio"/> Gooding, ID	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Hagerman, ID	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Jerome, ID	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Twin Falls, ID	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other (Specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

No  Yes → **Go to Question 6**

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

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

6. a) On this trip, did your personal group stay overnight away from home in the Hagerman Fossil Beds NM **area** (within 50 miles of the park)?

Yes  No → **Go to Question 7**

- b) If YES, please list the number of nights your personal group stayed in Hagerman Fossil Beds NM **area** (within 50 miles of park).

\_\_\_\_\_ Number of nights in Hagerman Fossil Beds NM **area**

- c) In which type(s) of accommodations did your personal group spend the night(s) in the local **area** (within 50 miles of the park)? Please mark (●) **all** that apply.

- Lodge, motel, rented condo/home, cabin, B&B
- Residence of friends or relatives
- RV/trailer camping
- Tent camping in a developed campground
- Personal seasonal residence
- Other (Please specify) \_\_\_\_\_

7. On this visit, how much time did your personal group spend visiting the following sites at Hagerman Fossil Beds NM? Please list partial hours as  $\frac{1}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ . If you did not spend any time, please write "0".

\_\_\_\_\_ Number of hours at Hagerman Fossil Beds NM Visitor Center

\_\_\_\_\_ Number of hours at visitor overlooks and trails

\_\_\_\_\_ **Total** number of hours at Hagerman Fossil Beds NM

8. a) On this visit to Hagerman Fossil Beds NM, did your personal group attend any ranger-led programs/talks?

- Yes                       No → **Go to Question 9**

- b) If YES, please list one ranger-led program/talk that you attended on this visit.

\_\_\_\_\_

Please rate the following aspects of this program/talk. Please mark (●) **one** for each.

- c) Program/talk length     Too short     About right     Too long

- d) Topics discussed in program/talk     Of interest     Not of interest

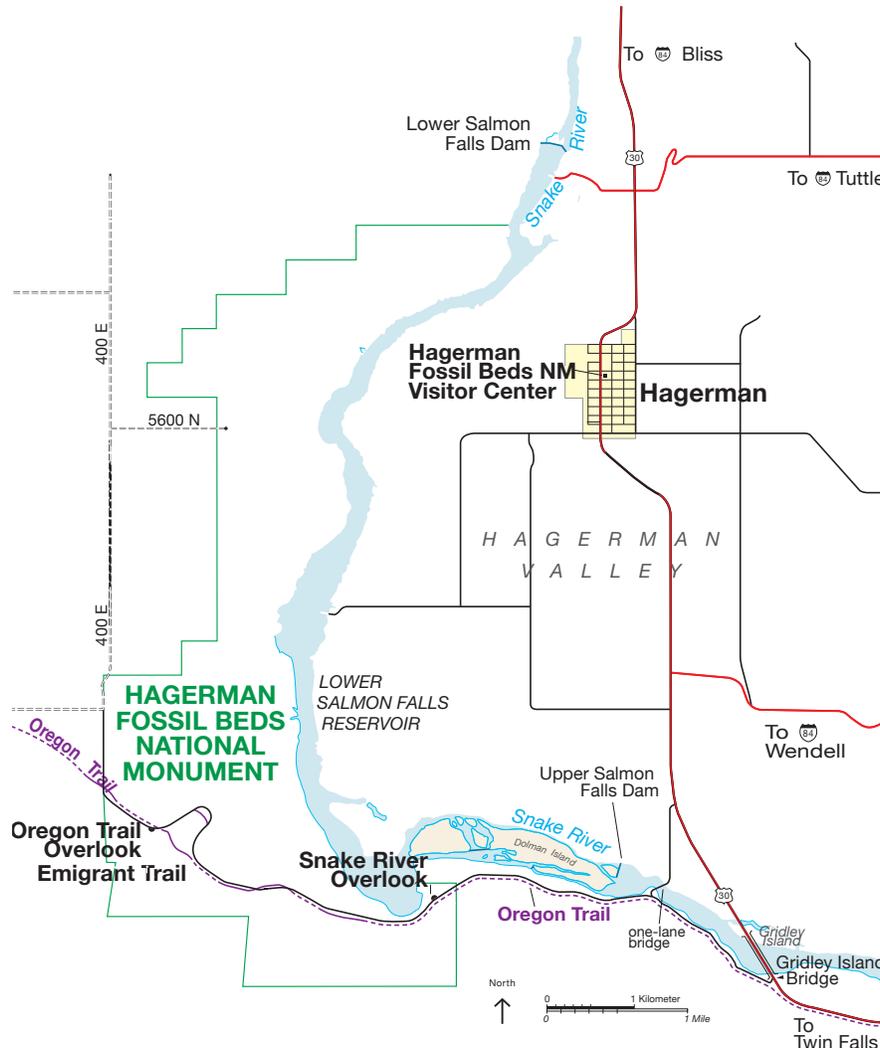
- e) Is there any aspect of the story that needs to be strengthened?

- No                               Yes → f) Please be specific. \_\_\_\_\_

\_\_\_\_\_

9. On this visit to Hagerman Fossil Beds NM, please mark (●) all the sites within the park that your personal group visited. Use the map below to help you locate the sites you visited.

- Emigrant Trail
- Oregon Trail Overlook and interpretive trail
- Other (Please specify) \_\_\_\_\_
- Snake River Overlook
- Visitor Center



10. a) If your personal group were to visit Hagerman Fossil Beds NM in the future, would you be interested in attending ranger-led programs/talks? Please mark (●) **one**.

- Yes, likely       No, unlikely → **Go to Question 11**

- b) If YES, what length of program would you like to attend? Please mark (●) **one**.

- Under 1/2 hour       1/2 - 1 hour       1 - 2 hours
- Other length (Please specify) \_\_\_\_\_

c) What time of day would be most suitable for your personal group to attend a ranger-led program/talk? Please mark (●) **one**.

- Between 8am and 10am
- Between 10am and noon
- Between noon to 2pm
- Between 2pm to 4pm
- Between 8pm and 10pm
- Other (Specify) \_\_\_\_\_

11. Hagerman Fossil Beds NM presents various topics through interpretive media such as exhibits, trailside signs, films, brochure, ranger programs, etc.

a) Please mark (●) **all** the topics that your personal group learned about via the interpretive media during this visit to Hagerman Fossil Beds NM.

b) How interested were you in learning about these topics? Please rate level of interest for each topic from 1 to 5.

c) For only those topics that you learned about, please rate (from 1-4) the amount of information that you received.

a) <b>Learned about topic</b>	<b>Topic</b>	b) <b>Interest in topic</b> 1=Not interested 2=Somewhat interested 3=Moderately interested 4=Very interested 5=Extremely interested	c) <b>Amount of information received</b> 1=Almost none 2=Some, but not enough 3=About right 4=Too much
<input type="radio"/>	Current and historic paleontological work	_____	_____
<input type="radio"/>	Effects of climate change/fire	_____	_____
<input type="radio"/>	Flora/fauna of the area	_____	_____
<input type="radio"/>	Fossils	_____	_____
<input type="radio"/>	Geology of the area	_____	_____
<input type="radio"/>	Minidoka National Historic Site	_____	_____
<input type="radio"/>	Oregon Trail	_____	_____

d) Which topics presented at Hagerman Fossil Beds NM need to be emphasized or strengthened?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

12. a) On this visit, in which activities did your personal group participate within Hagerman Fossil Beds NM? Please mark (●) **all** that apply in column (a).

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

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs/tours
<input type="radio"/>	<input type="radio"/>	Attending special programs
<input type="radio"/>	<input type="radio"/>	Hiking/walking
<input type="radio"/>	<input type="radio"/>	Participating in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Shopping in park bookstore (at visitor center)
<input type="radio"/>	<input type="radio"/>	Stopping at scenic overlooks
<input type="radio"/>	<input type="radio"/>	Viewing Hagerman exhibits, including fossils
<input type="radio"/>	<input type="radio"/>	Viewing Minidoka exhibit (at Hagerman Fossil Beds NM Visitor Center)
<input type="radio"/>	<input type="radio"/>	Visiting visitor center
<input type="radio"/>	n/a	Other—this visit (Specify) _____
n/a	<input type="radio"/>	Other—future visit (Specify) _____

c) Which one of the above activities was the **primary** reason your personal group visited Hagerman Fossil Beds NM on this visit? Please list **one** response.

\_\_\_\_\_

13. If you were to visit Hagerman Fossil Beds NM in the future, which items would your personal group like to have available for purchase at the visitor center bookstore? Please mark (●) **all** that apply.

- Additional publications (books, brochures, etc.)  
List subject that you are interested in \_\_\_\_\_
- Convenience items (disposable cameras, batteries, etc.)
- Souvenir items (tee shirts, etc.)
- Other (Please specify) \_\_\_\_\_

14. It is the National Park Service’s responsibility to protect Hagerman Fossil Beds NM’s natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to your personal group? Please mark (●) **one** answer for each resource/attribute.

<b>Resource/attribute</b>	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>				
Dark, starry night sky	<input type="radio"/>				
Educational opportunities	<input type="radio"/>				
Historic site - Oregon Trail	<input type="radio"/>				
Native plants	<input type="radio"/>				
Native wildlife	<input type="radio"/>				
Natural quiet/sounds of nature	<input type="radio"/>				
Preservation of paleontological/ archeological artifacts	<input type="radio"/>				
Recreational opportunities	<input type="radio"/>				
Scenic views	<input type="radio"/>				

15. If you were to visit Hagerman Fossil Beds NM in the future, how would your personal group prefer to learn about the park’s cultural and natural history? Please mark (●) **all** that apply.

- Not interested in learning about the park → **Go to Question 16**
- Films, movies, videos
- Indoor exhibits
- Roadside exhibits
- Trailside exhibits
- Living history/costumed interpretive programs
- Park website: [www.nps.gov/hafo](http://www.nps.gov/hafo)
- Printed materials (brochures, books, maps, etc.)
- Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer tours, audio, etc.)
- Other (Please specify) \_\_\_\_\_
- As a volunteer in the park
- Children’s activities
- Ranger-guided walks/talks
- Self-guided tours

16. For your personal group, please estimate all expenditures for the items listed below for this visit to Hagerman Fossil Beds NM and the surrounding **area** (within 50 miles of park). **Please write "0" if no money was spent in a particular category.**

a) Please list your personal group's total expenditures inside Hagerman Fossil Beds NM.

b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 50 miles of park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Hagerman Fossil Beds NM.

	<b>EXPENDITURES</b>	
	<b>a) Inside park</b>	<b>b) Outside park</b>
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, hotel, motel, cabin, 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 expenditures (souvenirs, books, postcards, clothing, donations, etc.)	\$ _____	\$ _____

c) How many people do the above expenses cover? Please write "0" if no children were covered by the expenditures.

\_\_\_\_\_ Adults (18 years or over)

\_\_\_\_\_ Children (under 18 years)

17. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

- |   |   |
|---|---|
| <input type="radio"/> Some high school        | <input type="radio"/> Bachelor's degree |
| <input type="radio"/> High school diploma/GED | <input type="radio"/> Graduate degree   |
| <input type="radio"/> Some college            |   |

18. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

- |  |                           |                          |
|--|---------------------------|--------------------------|
| a) Commercial guided tour group          | <input type="radio"/> Yes | <input type="radio"/> No |
| b) Road Scholar group (i.e. elderhostel) | <input type="radio"/> Yes | <input type="radio"/> No |
| c) School/educational group              | <input type="radio"/> Yes | <input type="radio"/> No |
| d) Other (scouts, work, church, etc.)    | <input type="radio"/> Yes | <input type="radio"/> No |

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

\_\_\_\_\_ Number of people in organized group

19. a) On this visit, what type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) only **one**.

- |  |  |
|--|--|
| <input type="radio"/> Alone                        | <input type="radio"/> Friends            |
| <input type="radio"/> Family                       | <input type="radio"/> Family and friends |
| <input type="radio"/> 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 your personal group use to arrive at the park? If you did not arrive by vehicle please write "0".

\_\_\_\_\_ Number of vehicles

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

\_\_\_\_\_ Number of entries



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

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>						
Asian	<input type="radio"/>						
Black or African American	<input type="radio"/>						
Native Hawaiian or other Pacific Islander	<input type="radio"/>						
White	<input type="radio"/>						

23. For you only, if you had been unable to visit Hagerman Fossil Beds NM on this trip, would you have visited at another time?

- No, unlikely
- Yes, likely

24. Is there anything else your personal group would like to tell us about your visit to Hagerman Fossil Beds NM?

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25. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Hagerman Fossil Beds NM during this visit? Please mark (●) **one**.

- Very poor
- Poor
- Average
- Good
- Very good

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

**OFFICIAL BUSINESS**

**Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
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