



Hagerman Fossil Beds National Monument Visitor Study

Summer 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/822



ON THE COVER

At an overlook with views of the cliffs where the fossils were deposited, a park ranger highlights the diversity of fossils found here to a school group.

Photograph courtesy of Hagerman Fossil Beds National Monument

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Executive Summary

This visitor study report profiles a systematic random sample of Hagerman Fossil Beds National Monument (NM) visitors during August 4-24, 2013. A total of 348 questionnaires were distributed to visitor groups. Of those, 225 questionnaires were returned, resulting in a 64.7% response rate.

Group size and type	Sixty percent of visitor groups consisted of one or two people and 29% were in groups of three or four people. Seventy-seven percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 36 states and comprised 96% of total visitation during the survey period, with 23% from Idaho, 15% from Washington, and 12% from California. Four percent of visitor groups were residents of the area (within 50 miles of the park). There were too few international visitors to provide reliable data.
Frequency of visits	For 88% of visitors, this was their first visit in their lifetime, while 9% had visited two or three times.
Age, ethnicity, race, educational level, and income level	Thirty-two percent of visitors were ages 56-70 years, 28% were 31-55 years old, 22% were ages 15 years or younger, and 11% were 71 years or older. Five percent were Hispanic or Latino. Ninety-three percent of visitors were White, 2% were Asian, and 2% were Native Hawaiian or other Pacific Islander. Thirty-nine percent of respondents had completed a graduate degree and 37% had a bachelor's degree. Twenty-two percent of respondents reported an income level of \$50,000-\$74,999 and 21% had an income of \$75,000-\$99,999.
Information sources	Most visitor groups (77%) obtained information about the park prior to their visit most often through the Hagerman Fossil Beds NM website (43%), maps/brochures (41%), and travel guides/tour books (25%). Most visitor groups (82%) received the information they needed. Seventy-three percent of visitor groups prefer to use the Hagerman Fossil Beds NM website to obtain information for a future visit.
Park as destination	During the on-site interview, 62% of visitor groups said the park was one of several destinations and for 27%, the park was not a planned destination.
Primary reason for visiting the area	For 27% of visitor groups, visiting the park was the primary reason non-resident group members visited the area.
Services used in nearby communities	Fifty-five percent of visitor groups obtained support services in nearby communities. The communities most often used included Hagerman, ID (45%) and Twin Falls, ID (41%). The services most often used included food in Twin Falls, ID (82%), gas in Twin Falls, ID (79%), and food in Hagerman, ID (62%). Most visitor groups (98%) were able to obtain needed services.
Transportation	Sixty-six percent of non-resident visitor groups used a car to travel most of the distance from their home to the park area (within 50 miles of the park) and 21% used a SUV/truck/van. Ninety-five percent of visitor groups used one vehicle to arrive at the park, while 5% used two vehicles.

Executive Summary (continued)

Number of park entries	Eighty-six percent of visitor groups entered the park once, while 11% entered twice on this visit.
Likelihood of visiting park at another time if unable to visit on this trip	Sixty-four percent of respondents would likely visit Hagerman Fossil Beds NM at another time if they had been unable to visit on this trip.
Overnight stays	Forty-seven percent of visitor groups stayed overnight in the area within 50 miles of the park, of which 57% stayed one night and 33% stayed two or three nights. Fifty-eight percent of visitor groups stayed in lodges, motels, rented condos/homes, cabins, or bed & breakfasts and 27% were RV/trailer camping.
Length of visit	Eighty-three percent of visitor groups spent one hour visiting the visitor center. Seventy-three percent of visitor groups spent one hour visiting overlooks and trails. Eighty percent of visitor groups spent one or two hours in the park, while 17% spent three or more hours. The average length of stay was 1.7 hours.
Local attractions visited	Seventy-six percent of visitor groups visited other local attractions on this visit. Of those visitor groups that visited other local attractions, 54% visited Craters of the Moon NM, 39% visited Shoshone Falls, and 25% visited Minidoka NHS.
Sources used to obtain information about Minidoka NHS	Of the visitor groups that visited Minidoka NHS on this visit, the most common sources used to obtain information about Minidoka NHS were exhibits (26%), park websites (21%), and park staff (10%).
Difficulty finding way to Minidoka NHS	Nineteen percent of visitor groups had difficulty finding their way to Minidoka NHS.
Sites visited	The most common sites visited in the park were the visitor center (91%), Snake River Overlook (65%), and Oregon Trail Overlook and interpretive trail (58%).
Activities on this visit	The most common activities were visiting the visitor center (87%), viewing Hagerman exhibits including fossils (86%), and stopping at scenic overlooks (67%). The most common activities that were the primary reason for visiting the park were viewing Hagerman exhibits including fossils (41%) and visiting the visitor center (27%).
Activities on future visits	The most common activities to participate in on future visits were visiting the visitor center (77%), viewing Hagerman exhibits including fossils (77%), attending ranger-led talks/programs/tours (71%), and stopping at scenic overlooks (70%).
Ranger-led programs/talks	Fourteen percent of visitor groups participated in ranger-led programs/talks.

Executive Summary (continued)

Topics learned on this visit	Topics visitor groups most often learned about were the fossils (91%), current and historic paleontological work (81%), and geology of the area (65%). The highest combined proportions of “extremely interested” and “very interested” ratings of selected park topics included fossils (69%), Oregon Trail (67%), and geology of the area (63%).
Protecting park resources and attributes	The highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included preservation of paleontological/archeological artifacts (93%), historic site – Oregon Trail (82%), and native wildlife (81%).
Expenditures	The average visitor group expenditure (inside and outside the park within 50 miles of the park) was \$167. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$77. The average total expenditure per person (per capita) was \$72. Ten percent of respondents had forgone income to make this trip.
Ranger-led programs/talks on a future visit	Seventy-three percent of visitor groups were interested in attending ranger-led programs/talks on a future visit to the park. Of those visitor groups interested in attending ranger-led programs/talks, the most preferred program length was 1/2 - 1 hour (71%). The most preferred time of day to attend a program was 10am to noon (51%).
Methods of learning about the park on a future visit	Most visitor groups (97%) were interested in learning about the cultural and natural history of the park. Of those visitor groups interested in learning about the park, the most preferred methods were films, movies, and videos (74%), indoor exhibits (72%), and trailside exhibits (72%).
Items available for purchase at the bookstore on a future visit	The most common items visitor groups would like to have available for purchase at the visitor center bookstore on a future were souvenir items (60%) and additional publications (60%).
Overall quality	Many visitor groups (74%) rated the overall quality of facilities, services, and recreational opportunities at Hagerman Fossil Beds NM as “very good” or “good.” Less than 7% of visitor groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Marc Manni for compiling the report, Margaret Littlejohn for overseeing the fieldwork, the staff and volunteers of Hagerman Fossil Beds NM for assisting with the survey, and Matthew Strawn and Brian Quigley for data processing.

About the Authors

Marc Manni is the Research Team Supervisor for the Visitor Services Project. Yen Le, Ph.D., is Director of the Visitor Services Project, Park Studies Unit, Department of Conservation Social Sciences, at the University of Idaho.

Introduction

This report describes the results of a visitor study at Hagerman Fossil Beds NM in Hagerman, Idaho, conducted August 4-24, 2013 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Hagerman Fossil Beds NM, “Hagerman is home to over two hundred different species of fossil plants and animals: including Sabertooth Cat, Mastodon, Bear, Camel, Ground Sloth, and many other species. Over 3,000 new fossil fragments are found each year. The Oregon Trail crosses the southern portion of Hagerman Fossil Beds. The Monument is one of only four units in the National Park System that contains parts of the Oregon National Historic Trail.” (www.nps.gov/hafo, retrieved May 2014).

Organization of the Report

This 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 a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

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

Appendix 2. *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision rules for Checking Non-response Bias*. An explanation of how the non-response bias was determined.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

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 the total percentages do not equal 100 due to rounding.

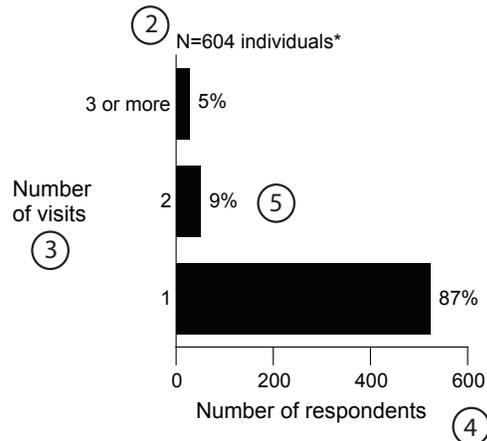
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

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

5. In most graphs, percentages provide additional information.

Example 1



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

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 method, the sample size was calculated based on the park's visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at three sites during August 4-24, 2013. Visitors were surveyed between the hours of 9 a.m. and 8 p.m. Table 1 shows the three locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 367 visitor groups were contacted and 348 of these groups (94.8%) accepted questionnaires. (The average acceptance rate for 290 VSP visitor studies conducted from 1988 through 2013 is 91.3%.) Questionnaires were completed and returned by 225 respondents, resulting in a 64.7% response rate for this study. (The average response rate for the 290 VSP visitor studies is 71.6%.)

Table 1. Questionnaire distribution

Sampling site	Distributed		Returned		Returned*
	N	%	N	% by site	% of total
Visitor Center	335	96	217	65	96
Overlook	11	3	7	64	3
Minidoka NHS	2	1	1	50	<1
Total	348	100	225		99

* total percentages do not equal 100 due to rounding

Questionnaire design

The Hagerman Fossil Beds NM questionnaire was developed through conference calls between the park and VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Hagerman Fossil Beds NM. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Hagerman Fossil Beds NM questionnaire. However, all questions followed Office 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, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit and return it using the Business Reply Mail envelope provided.

Two weeks following each survey round, 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 each survey round. Seven weeks after each survey round, a second replacement questionnaire was mailed to participants who had not returned their questionnaires.

The survey dates were extended until all questionnaires were passed out, resulting in two rounds of replacement mailings.

Table 2. Follow-up mailing distribution

Round 1				
(August 4-10, 2013)	Date mailed	U.S.	International	Total
Postcards	August 26, 2013	150	7	157
1 st replacement	September 10, 2013	127	6	133
2 nd replacement	September 30, 2013	83	0	83
Round 2				
(August 11-24, 2013)	Date mailed	U.S.	International	Total
Postcards	September 10, 2013	171	10	181
1 st replacement	September 24, 2013	100	7	107
2 nd replacement	October 15, 2013	78	0	78

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and statistics were calculated using Statistical Analysis Software® (SAS) and IBM SPSS Statistics.

Limitations

As with 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 their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of August 4-24, 2013. 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. When 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 ranged from warm, hot, and sunny with temperatures in the mid 90s to cool, breezy, and overcast. There were periods of smoke from a nearby wildfire.

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

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and distance from participant's home to Hagerman, ID. Respondents and non-respondents were found to be insignificantly different except for average age (see Table 3 - Table 6). Respondents at younger age ranges (especially 45 and younger) may be underrepresented in the survey results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	55.31 (N=224)	51.14 (N=120)	0.008
Group size	2.91 (N=225)	3.13 (N=122)	0.313

Table 4. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	20 (9%)	10 (8%)	0.794
Family	170 (77%)	96 (79%)	
Friends	17 (8%)	7 (6%)	
Family and friends	13 (6%)	8 (7%)	

Table 5. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	24 (11%)	13 (11%)	0.314
Park as one of several destinations	141 (64%)	67 (57%)	
Not a planned destination	54 (25%)	38 (32%)	

Table 6. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 200 miles	50 (23%)	35 (31%)	0.066
201 miles or more	160 (73%)	70 (61%)	
International visitors	8 (4%)	9 (8%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 19b

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

Results

- 60% of visitor groups consisted of one or two people (see Figure 1).
- 29% were in groups of three or four.
- 10% were in groups of five or more.

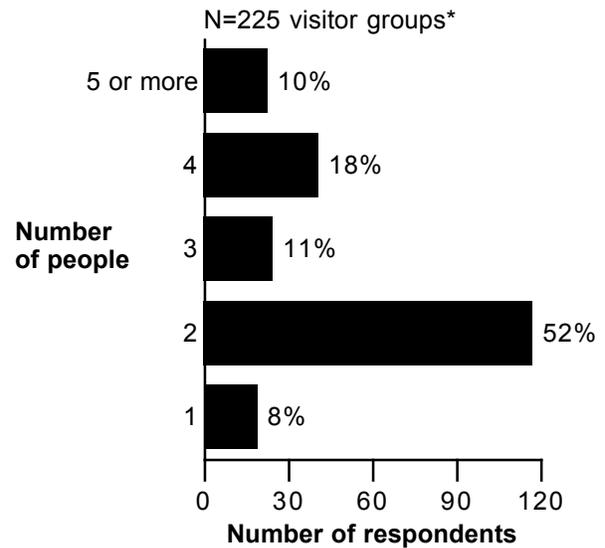


Figure 1. Visitor group size

Visitor group type

Question 19a

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

Results

- 77% of visitor groups consisted of family groups (see Figure 2).
- 9% were alone.
- 8% were with friends.
- “Other” group type (1%) was:

Gold Wing Road Riders Association

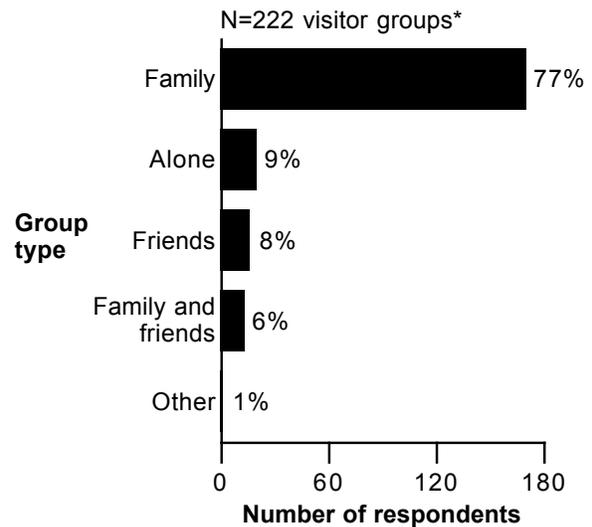


Figure 2. Visitor group type

*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 18a

On this visit, was your personal group with a commercial guided tour group?

Results

- No visitor groups were with a commercial guided tour group (see Figure 3).

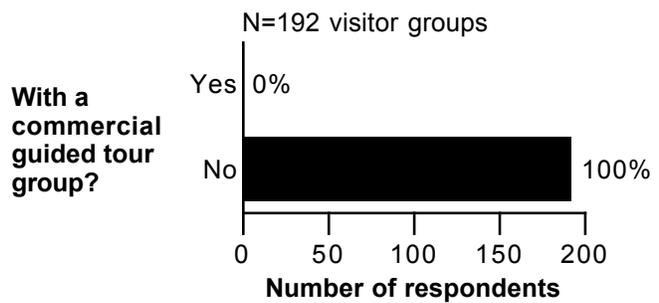


Figure 3. Visitors with a commercial guided tour group

Question 18b

On this visit, was your personal group with a Road Scholar group (i.e. elderhostel)?

Results

- No visitor groups were with a Road Scholar group (see Figure 4).

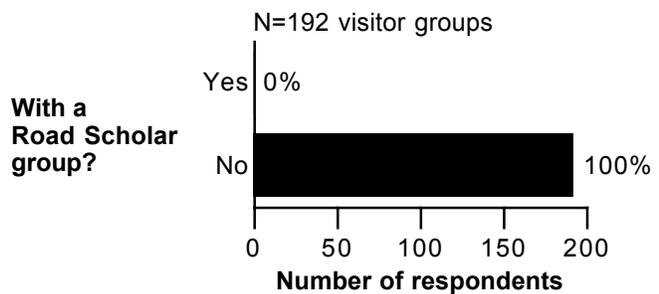


Figure 4. Visitors with a Road Scholar group

Question 18c

On this visit, was your personal group with a school/educational group?

Results

- No visitor groups were with a school/educational group (see Figure 5).

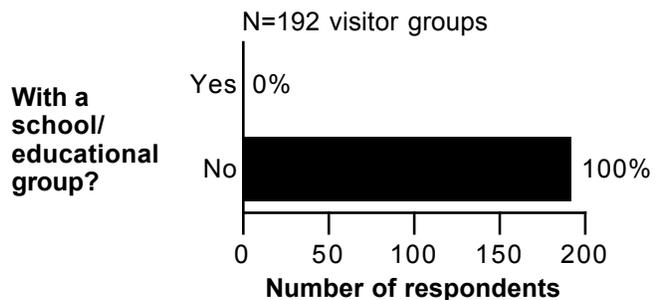


Figure 5. Visitors with a school/educational group

*total percentages do not equal 100 due to rounding

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

Question 18d

On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

Results

- 2% of visitor groups were with an “other” organized group (see Figure 6).

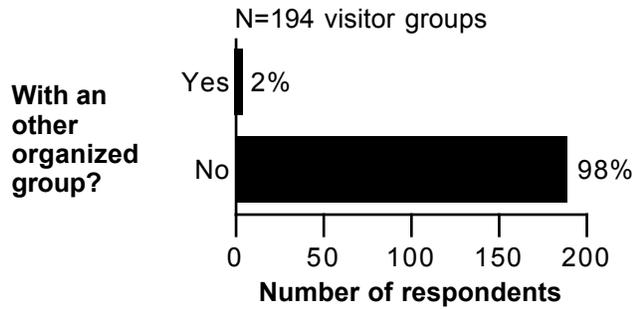


Figure 6. Visitors with an “other” organized group

Question 18e

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

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 7).

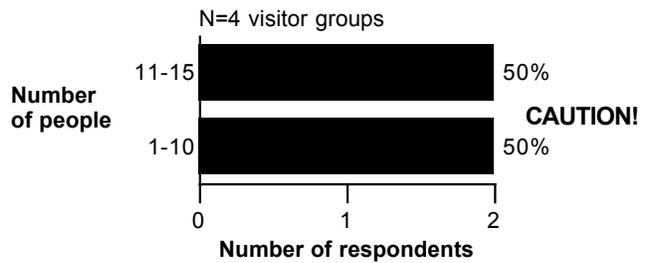


Figure 7. Organized group size

*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 21b

For your personal group on this visit, what is each member's state of residence?

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

Results

- U.S. visitors were from 36 states and comprised 96% of total visitation to the park during the survey period.
- 23% of U.S. visitors came from Idaho (see Table 7 and Figure 8).
- 15% came from Washington.
- 12% were from California.
- Smaller proportions came from 33 other states.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=537 individuals*	Percent of total visitors N=557 individuals
Idaho	125	23	22
Washington	78	15	14
California	67	12	12
Oregon	47	9	8
Utah	36	7	6
Nevada	16	3	3
Colorado	15	3	3
Minnesota	14	3	3
Texas	14	3	3
Florida	12	2	2
Arizona	9	2	2
Illinois	9	2	2
Pennsylvania	9	2	2
23 other states	86	16	15

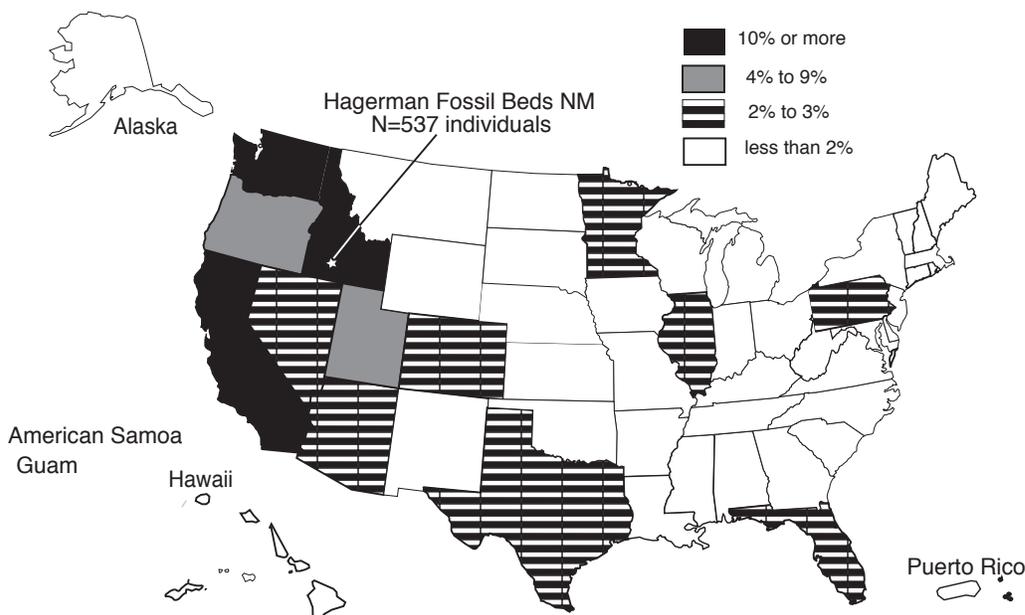


Figure 8. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

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

Visitors from Idaho and adjacent states by county of residence

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

Table 8. Visitors from Idaho and adjacent states by county of residence

Results

- Visitors from Idaho and adjacent states were from 52 counties and comprised 57% of the total U.S. visitation to the park during the survey period.
- 13% came from Ada County, ID (see Table 8).
- 9% came from King County, WA.
- 8% came from Twin Falls County, ID.
- Small proportions of visitors came from 49 other counties in Idaho and adjacent states.

County, State	Number of visitors N=306 individuals	Percent*
Ada, ID	41	13
King, WA	28	9
Twin Falls, ID	25	8
Kitsap, WA	14	5
Multnomah, OR	13	4
Blaine, ID	10	3
Davis, UT	10	3
Salt Lake, UT	9	3
Snohomish, WA	9	3
Canyon, ID	8	3
Clark, NV	8	3
Elmore, ID	7	2
Pierce, WA	7	2
Tooele, UT	7	2
Cassia, ID	6	2
Clackamas, OR	6	2
Latah, ID	6	2
Washington, OR	6	2
Custer, ID	5	2
Grays Harbor, WA	5	2
Jerome, ID	5	2
Yakima, WA	5	2
30 other counties	66	22

Residents of the area

Question 2a

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

Results

- For 4% of visitor groups, all members were area residents (see Figure 9).

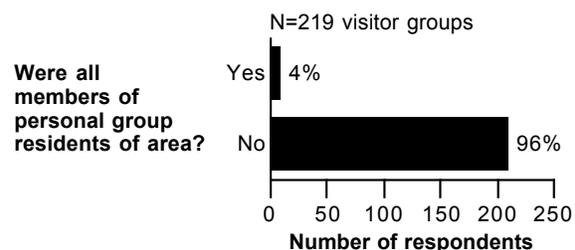


Figure 9. Visitor groups that were comprised of area residents only

*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 21b
For your personal group on this visit, what is each member’s country of residence?

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 9).

Table 9. International visitors by country of residence – **CAUTION!**

Country	Number of visitors	Percent of international visitors N=20 individuals*	Percent of total visitors N=557 individuals
Canada	5	25	1
Germany	5	25	1
Netherlands	5	25	1
France	2	10	<1
Austria	1	5	<1
New Zealand	1	5	<1
United Kingdom	1	5	<1

Number of visits to park in lifetime

Question 21c
For your personal group on this visit, how many times has each member visited Hagerman Fossil Beds NM in their lifetime (including this visit)?

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

Results

- 88% of visitors were visiting the park for the first time (see Figure 10).
- 9% visited two or three times.

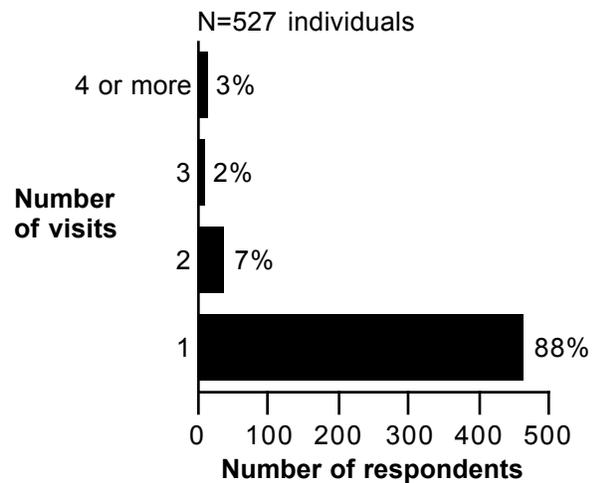


Figure 10. Number of visits to park in lifetime

*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 21a

For your personal group on this visit, what is each member’s current age?

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

Results

- Visitor ages ranged from 1 to 88 years.
- 32% of visitors were 56 to 70 years old (see Figure 11).
- 28% were 31 to 55 years old.
- 22% were 15 years or younger.
- 11% were 71 years or older.

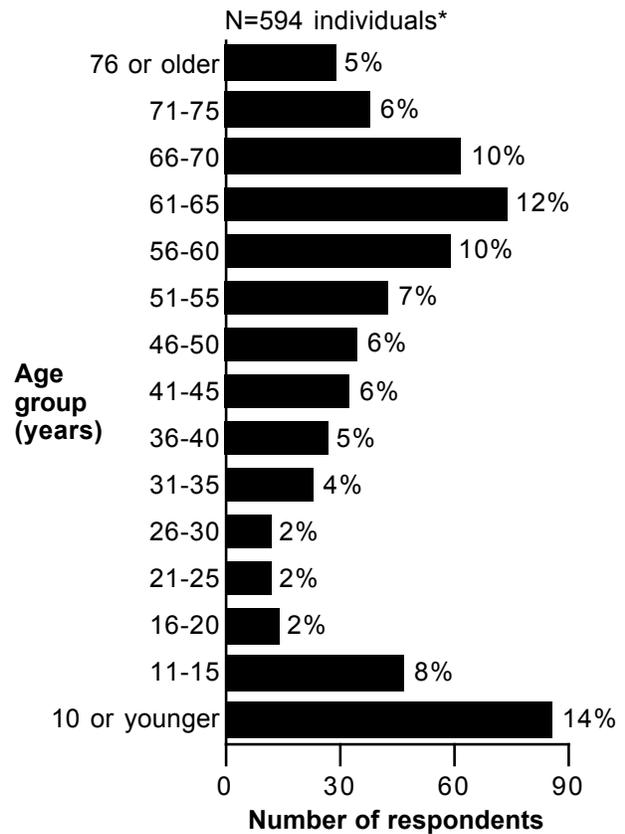


Figure 11. Visitor age

*total percentages do not equal 100 due to rounding

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

Visitors of Hispanic or Latino ethnicity

Question 22a

Are members of your personal group Hispanic or Latino?

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

Results

- 5% of visitors were Hispanic or Latino (see Figure 12).

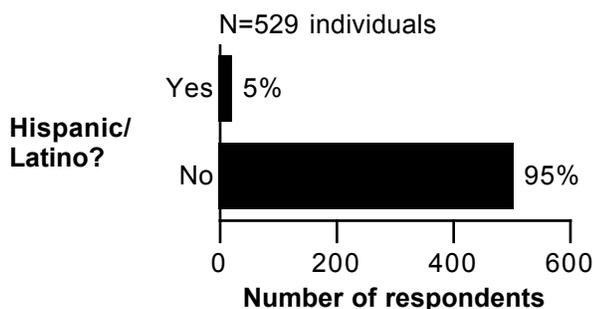


Figure 12. Visitors of Hispanic or Latino ethnicity

Visitor race

Question 22b

What is the race of each member of your personal group?

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

Results

- 93% of visitors were White (see Figure 13).
- 2% were Asian.
- 2% were Native Hawaiian or other Pacific Islander.
- 1% were Black or African American.
- 1% were More than one race.
- <1% were American Indian or Alaska Native.

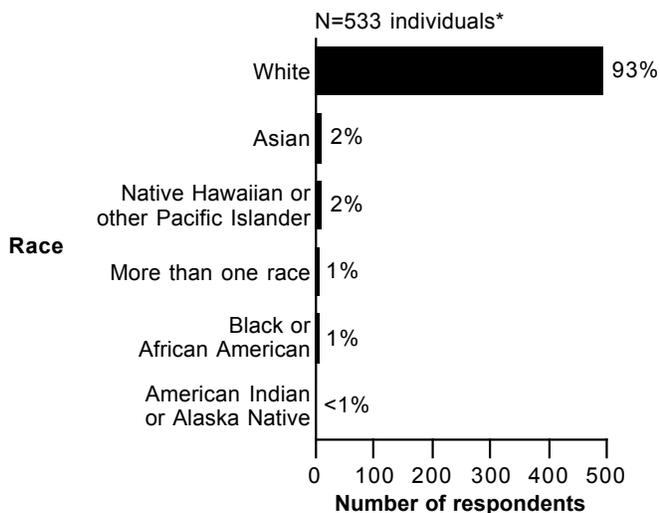


Figure 13. Visitor race

*total percentages do not equal 100 due to rounding

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

Respondent level of education

Question 17

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

Results

- 39% of respondents had a graduate degree (see Figure 14).
- 37% had a bachelor's degree.

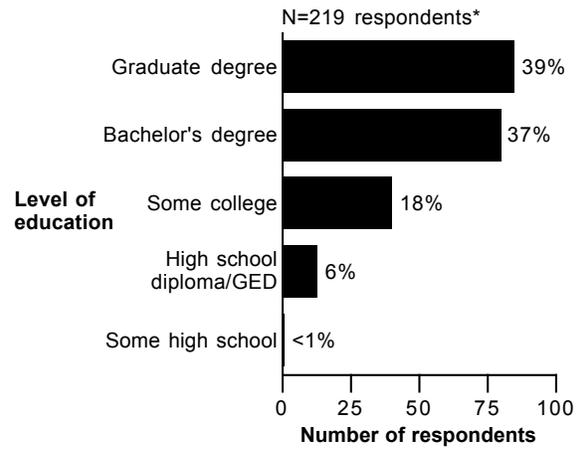


Figure 14. Respondent level of education

*total percentages do not equal 100 due to rounding

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

Respondent household income

Question 20a

For you only, which category best represents your annual household income?

Results

- 22% of respondents reported a household income of \$50,000-\$74,999 (see Figure 15).
- 21% had an income of \$75,000-\$99,999.
- 21% had an income of \$75,000-\$99,999.

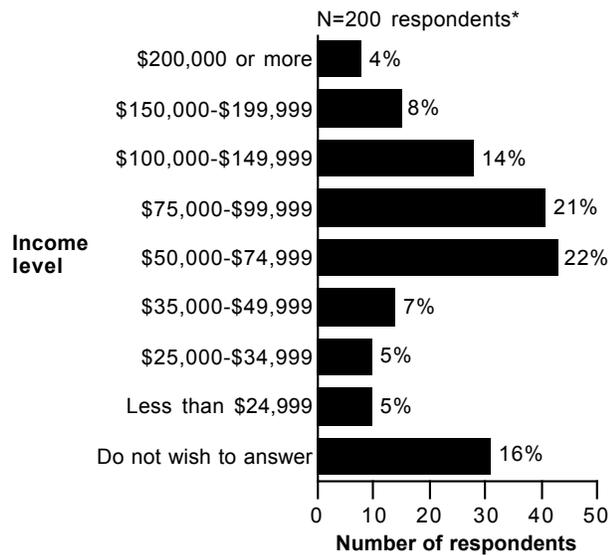


Figure 15. Respondent household income

Respondent household size

Question 20b

How many people are in your household?

Results

- 65% of respondents had one or two people in their household (see Figure 16).
- 28% had three or four people.
- 7% had five or more people.

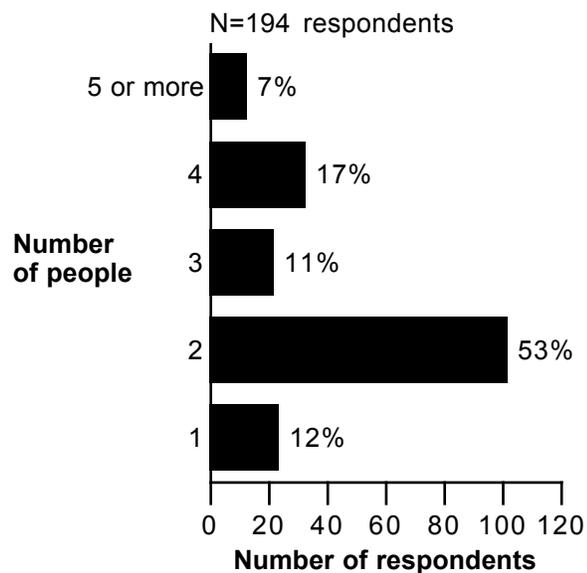


Figure 16. Respondent household size

*total percentages do not equal 100 due to rounding

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

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did your personal group obtain information about Hagerman Fossil Beds NM?

Results

- 77% of visitor groups obtained information about Hagerman Fossil Beds NM prior to their visit (see Figure 17).
- As shown in Figure 18, among those visitor groups that obtained information about Hagerman Fossil Beds NM prior to their visit, the most used sources were:

- 43% Hagerman Fossil Beds NM website
- 41% Maps/brochures
- 25% Travel guides/tour books
- 19% Friends/relatives/word of mouth

- “Other” sources of information (18%) were:

- Drove by
- Internet
- Latah Museum
- Live locally
- National Parks and Conservation Association
- NPS Passport book
- Road/highway signs

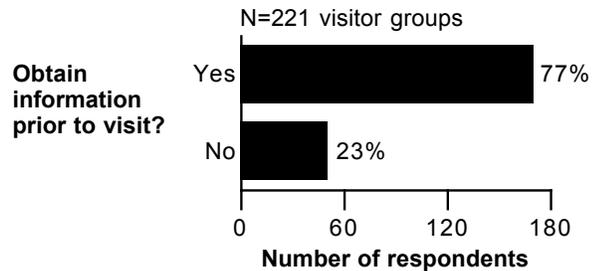


Figure 17. Visitor groups that obtained information prior to visit

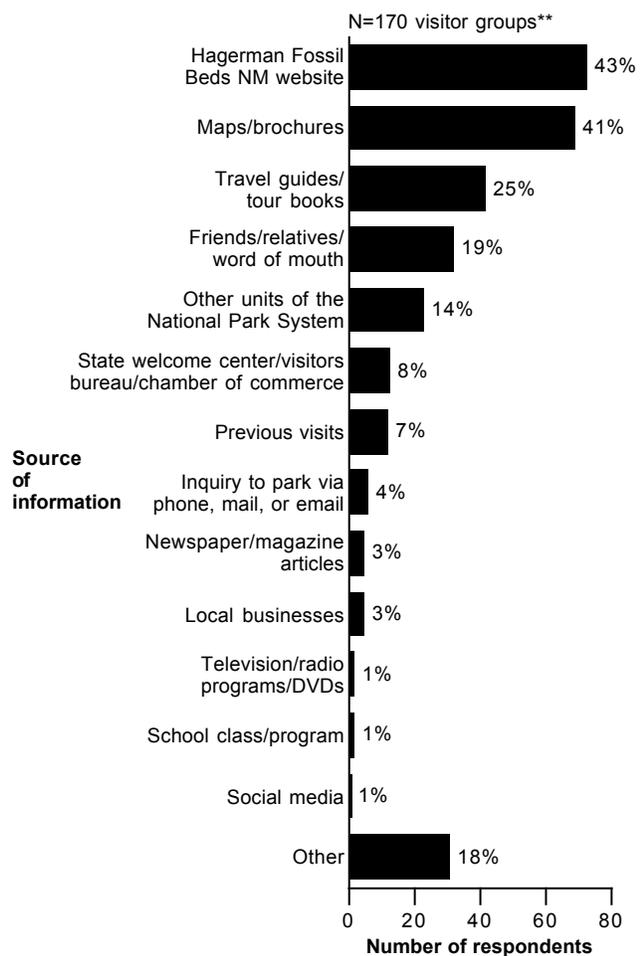


Figure 18. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

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

Question 1c

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

Results

- 82% of visitor groups received needed information prior to their visit (see Figure 19).

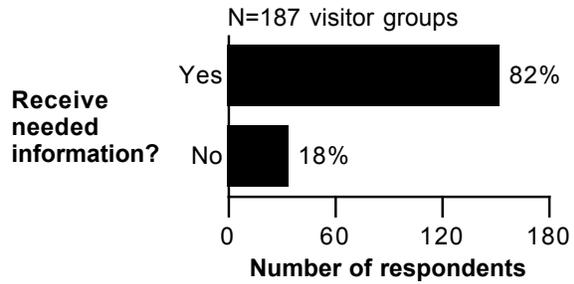


Figure 19. Visitor groups that received needed information prior to their visit

Question 1d

If NO, what type of park information did your personal group need that was not available? (Open-ended)

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Table 10).

Table 10. Needed information that was not available (N=29 comments; some visitor groups made more than one comment) – **CAUTION!**

Needed information	Number of times mentioned
More information on park/activities	6
No fossils outside museum	4
Better signage	3
Directions	3
Visitor center and dig area are far apart	3
Unaware of park	2
Advertised as an auto tour - but a lot of walking required. Disabled person not able to access.	1
Few fossils in museum	1
How long it was there	1
Information was confusing	1
Parking availability	1
Part of the markers were damaged and not replaced	1
Ranger was unfamiliar with area	1
Website advertising in BC and AB Canada	1

*total percentages do not equal 100 due to rounding

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

Information sources for future visit

Question 1b

If you were to visit Hagerman Fossil Beds NM in the future, how would your personal group prefer to obtain information about the park?

Results

- As shown in Figure 20, visitor groups' most preferred sources of information for a future visit were:

- 73% Hagerman Fossil Beds NM website
- 42% Travel guides/tour books
- 33% Maps/brochures
- 26% State welcome center/visitors bureau/chamber of commerce

- “Other” sources of information (3%) were:

- Email
- Internet

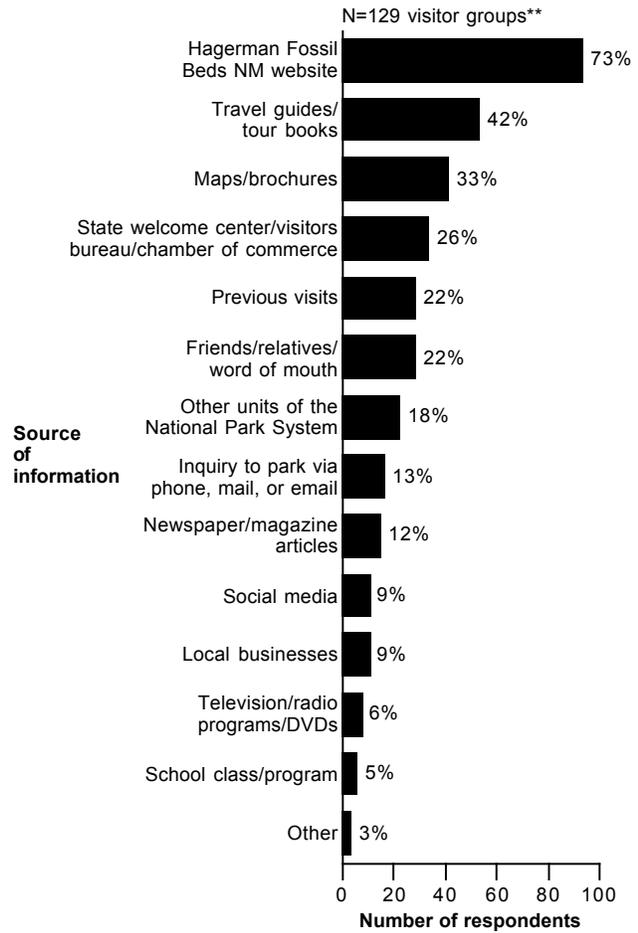


Figure 20. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

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

Park as destination

Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to Hagerman Fossil Beds NM fit into your personal group’s travel plans?”

Results

- 62% of visitor groups said Hagerman Fossil Beds NM was one of several destinations (see Figure 21).
- 27% said the park was not a planned destination.
- 11% said the park was their primary destination.

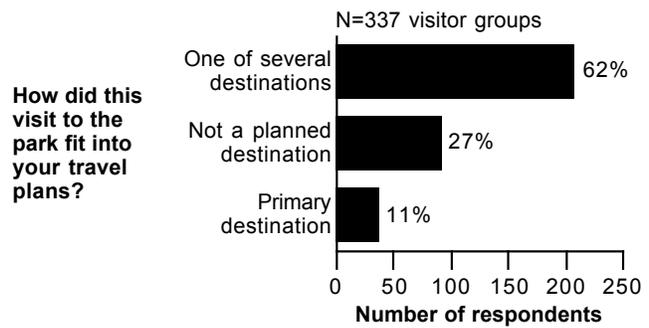


Figure 21. How visit to park fit into visitor groups' travel plans

Primary reason nonresident visitors visited the park area

Question 2b

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

Results

- For 27% of visitor groups, visiting the park was the primary reason non-resident group members visited the area (see Figure 22).

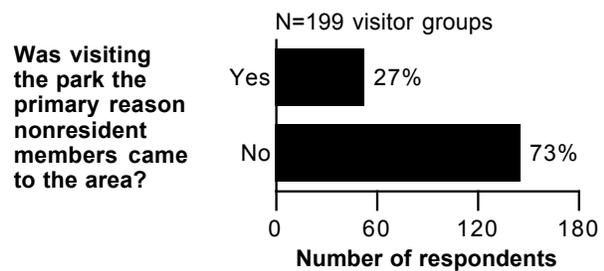


Figure 22. Primary reason nonresident members visited the park area

*total percentages do not equal 100 due to rounding

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

Services used in nearby communities

Question 5a

In which communities did your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Hagerman Fossil Beds NM?

Results

- 55% of visitor groups needed support services on this visit (see Figure 23).
- As shown in Figure 24, the communities most commonly used to obtain support services were:
 - 45% Hagerman, ID
 - 41% Twin Falls, ID
- “Other” communities (36%) are shown in Table 11.

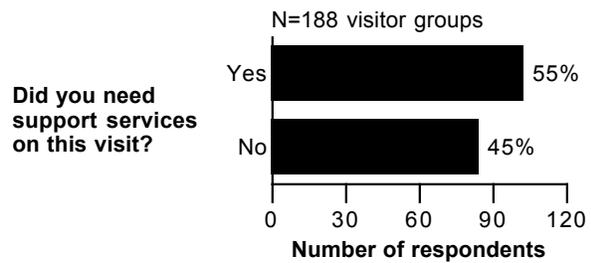


Figure 23. Visitor groups that needed support services on this visit

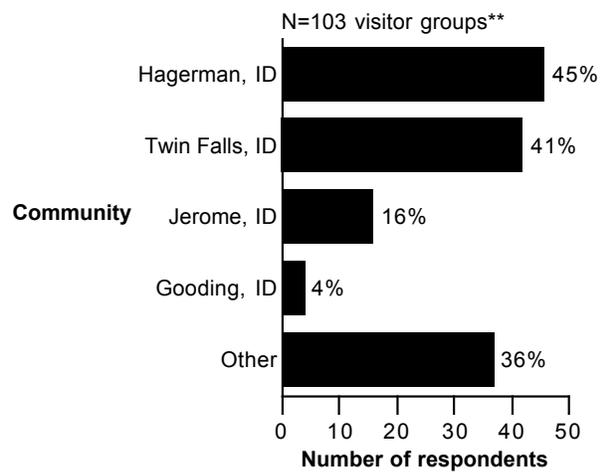


Figure 24. Communities in which visitor groups obtained support services

*total percentages do not equal 100 due to rounding

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

Table 11. Other communities were support serviced were obtained (N=41 comments)

Community	Number of times mentioned
Buhl, ID	8
Boise, ID	5
Glenns Ferry, ID	4
Mountain Home, ID	4
Arco, ID	2
Bliss, ID	2
Burley, ID	2
Meridian, ID	2
Shoshone, ID	2
Alma, ID	1
Carey, ID	1
Eden, ID	1
Fairfield, ID	1
Filer, ID	1
Idaho Falls, ID	1
Miracle Hot Springs	1
Ontario, OR	1
Pocatello, ID	1
Three Creek area	1

*total percentages do not equal 100 due to rounding

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

Question 5b

What services did your personal group use in these communities?

Results

- As shown in Table 12, the support services most commonly used were:

82% Food in Twin Falls, ID
 79% Gas in Twin Falls, ID
 62% Food in Hagerman, ID

Table 12. Support serviced used

Community	N	Information	Service used %*		
			Gas	Food	Lodging
Gooding, ID – CAUTION!	4	25	75	25	0
Hagerman, ID	37	68	35	62	38
Jerome, ID – CAUTION!	13	23	77	46	54
Twin Falls, ID	34	32	79	82	56
Other – CAUTION!	27	26	70	74	59

Question 5c

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

Results

- 98% of visitor groups were able to obtain needed services (see Figure 25).

Able to obtain needed services?

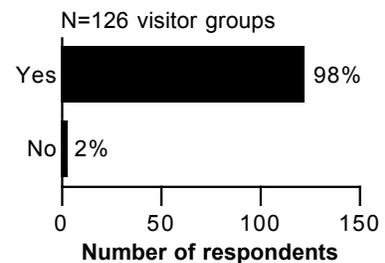


Figure 25. Visitor groups that were able to obtain needed services

*total percentages do not equal 100 due to rounding

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

Question 5d

If NO, what needed services were not available? (Open-ended)

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 13).

Table 13. Needed services that were not available (N=3 comments) – **CAUTION!**

Needed service	Comment	Number of times mentioned
Directions	Difficulty finding Hagerman Fossil Beds National Monument - Internet directions were incorrect	1
Directions	Difficulty finding visitor center from road	1
Lodging	Difficulty finding affordable lodging	1

*total percentages do not equal 100 due to rounding

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

Transportation

Question 2c

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)?

Results

- 66% of nonresident visitor group members used a car to travel most of the distance from their home to the Hagerman Fossil Beds NM area (see Figure 26).
- 21% used a SUV/truck/van.
- No “other” method of transportation (1%) was specified.

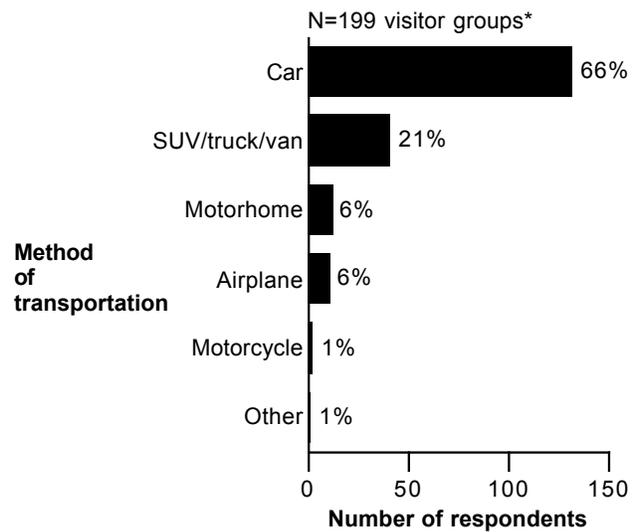


Figure 26. Method of transportation

Number of vehicles

Question 19c

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

Results

- 95% of visitor groups used one vehicle to arrive at the park (see Figure 27).
- 5% used two vehicles.

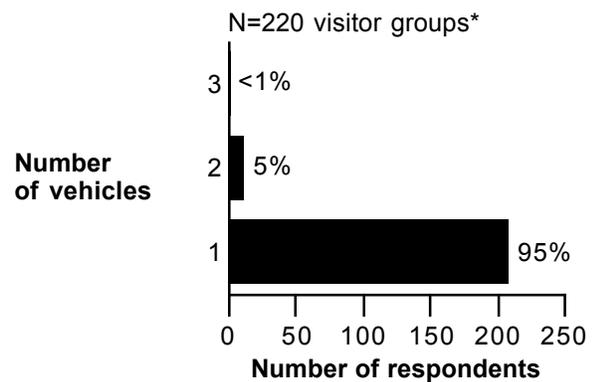


Figure 27. Number of vehicles used to arrive at the park

*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 19d

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

Results

- 86% of visitor groups entered the park one time (see Figure 28).
- 11% entered twice.

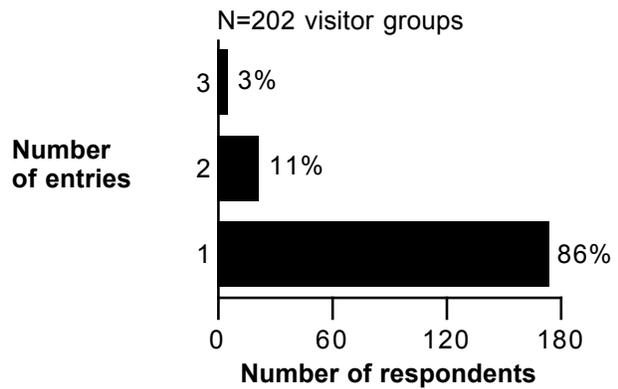


Figure 28. Number of park entries

Likelihood of visiting the park at another time if unable to visit on this trip

Question 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?

Results

- 64% of respondents would likely visit Hagerman Fossil Beds NM at another time if they had been unable to visit on this trip (see Figure 29).

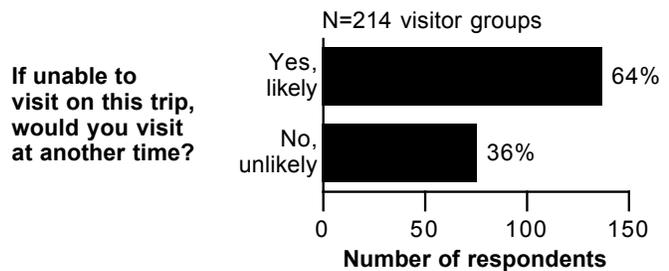


Figure 29. Visitor groups that would likely visit the park at another time if they had been unable to visit on this trip

*total percentages do not equal 100 due to rounding

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

Overnight stays

Question 6a

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)?

Results

- 47% of visitor groups stayed overnight away from home in the area within 50 miles of the park (see Figure 30).

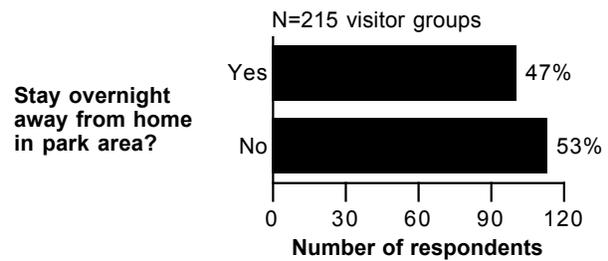


Figure 30. Visitor groups that stayed overnight away from home in the area (within 50 miles of the park)

Question 6b

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

Results

- 57% of visitor groups stayed one night in the area within 50 miles of the park (see Figure 31).
- 33% stayed two or three nights.
- 10% spent four or more nights.

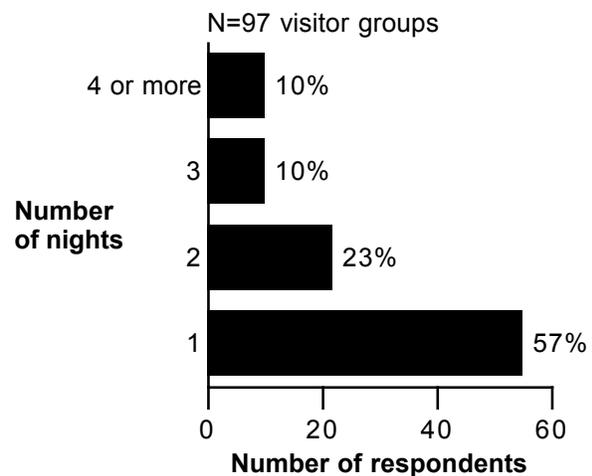


Figure 31. Number of nights spent in the area (within 50 miles of the park)

*total percentages do not equal 100 due to rounding

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

Accommodations used in the local area outside the park

Question 6c

In which type(s) of accommodations did your personal group spend the night(s) in the local area (within 50 miles of the park)?

Results

- As shown in Figure 32, among those visitor groups that stayed overnight in the area outside the park, the most common types of accommodations were:

58% Lodge, motel, rented condo/home, cabin, or bed & breakfast

27% RV/trailer camping

- “Other” types of accommodations (2%) were:

Along river
Boise Hostel

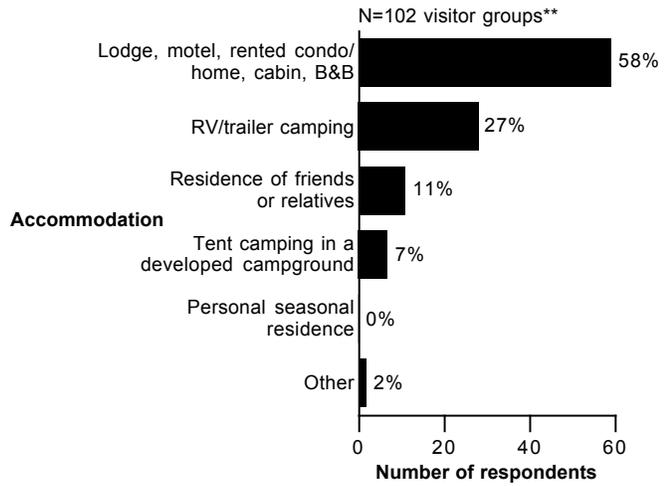


Figure 32. Accommodations used in the local area (within 50 miles of the park)

*total percentages do not equal 100 due to rounding

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

Length of stay at park sites

Question 7

On this visit, how much time did your personal group spend visiting the following sites at Hagerman Fossil Beds NM?

Results

Number of hours spent visiting Hagerman Fossils Beds NM Visitor Center

- 83% of visitor groups spent one hour visiting the visitor center (see Figure 33).
- 9% spent less than one hour.
- 7% spent two hours.
- The average length of time spent at the visitor center was 0.9 hours.

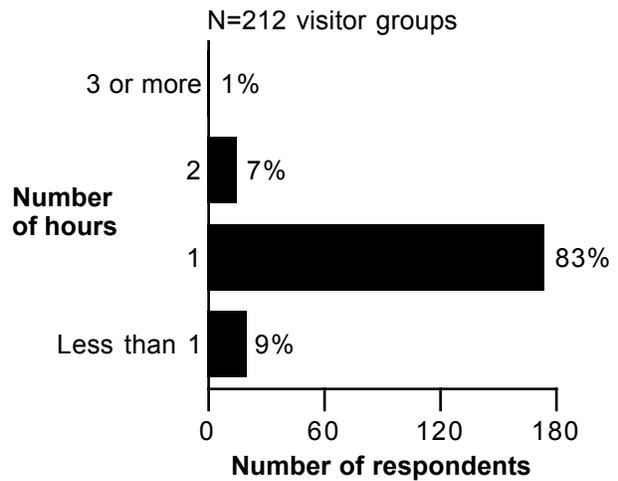


Figure 33. Number of hours spent at Hagerman Fossil Beds NM Visitor Center

Number of hours spent at visitor overlooks and trails

- 73% of visitor groups spent one hour visiting overlooks and trails (see Figure 34).
- 18% spent two hours.
- 6% spent less than one hour.
- The average length of time spent at visitor overlooks and trails was 1 hour.

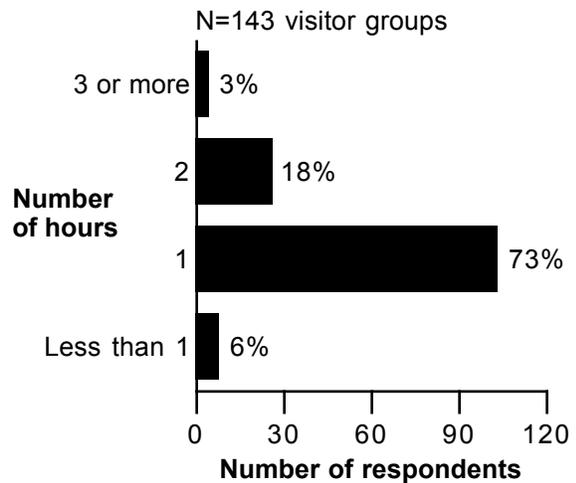


Figure 34. Number of hours spent at visitor overlooks and trails

*total percentages do not equal 100 due to rounding

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

Total hours spent at Hagerman Fossil Beds NM

- 43% of visitor groups spent one hour visiting the park (see Figure 35).
- 37% spent two hours.
- 17% spent three or more hours.
- The average length of time spent in the park was 1.7 hours.

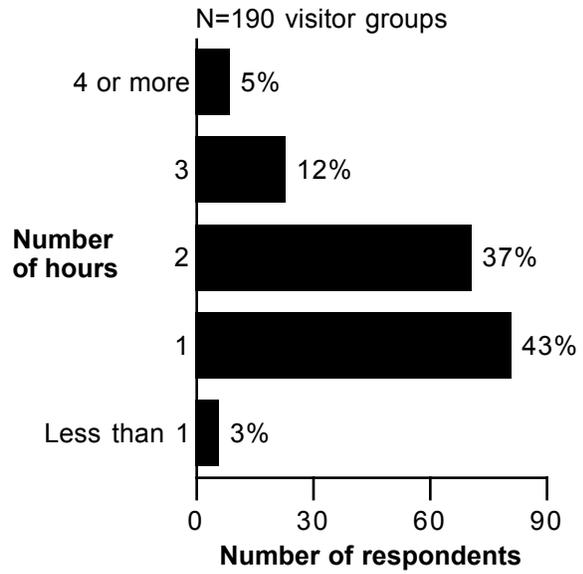


Figure 35. Total number of hours spent at Hagerman Fossil Beds NM

*total percentages do not equal 100 due to rounding

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

Local attractions visited

Question 3

Which other attractions in the local area did your personal group visit?

Results

- 24% of visitor groups only visited Hagerman Fossils Beds NM on this visit (see Figure 36).
- As shown in Figure 37, the local attractions most commonly visited were:
 - 54% Craters of the Moon National Monument
 - 39% Shoshone Falls
 - 25% Minidoka National Historic Site
 - 20% Hagerman National Fish Hatchery
- “Other” local attractions (26%) are shown in Table 14.

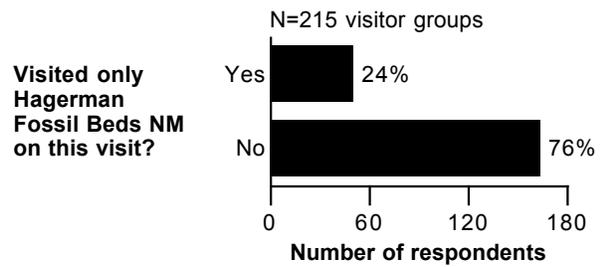


Figure 36. Visitor groups that only visited Hagerman Fossils Beds NM on this visit

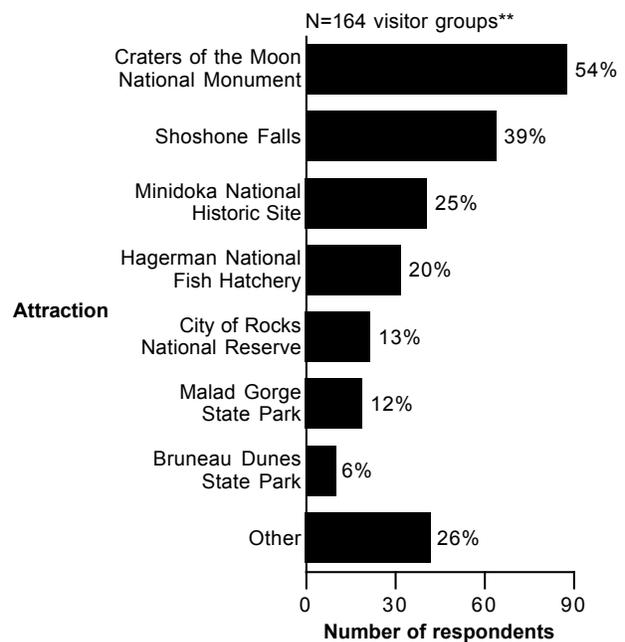


Figure 37. Local attractions visited

*total percentages do not equal 100 due to rounding

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

Table 14. “Other” local attractions
(N=49 comments; some visitor groups made more than one comment)

Attraction	Number of times mentioned
Thousand Springs	6
Twin Falls, ID	5
Balanced Rock State Park	3
Miracle Hot Springs	3
Yellowstone National Park	3
Birds of Prey Center	2
Hell's Canyon	2
Oregon Trail	2
Ritter Island Park	2
Snake River	2
Thousand Spring Resort	2
Alligator Farm	1
Banbury Hot Springs	1
Boise, ID	1
Box Canyon	1
Coffee bar down the street	1
Crater Lake National Park	1
Dinosaur National Monument	1
Experimental Breeder Reactor Number 1	1
Great Basin National Park	1
Idaho Rocky Mountain Ranch, Stanley, ID	1
Idaho State Fish Hatchery	1
Idaho's Mammoth Cave	1
Jarbridge Canyon	1
Malad River	1
Shoshone Ice Caves	1
Snake River Birds of Prey Conservation Area	1
Stanley, ID	1

*total percentages do not equal 100 due to rounding

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

Question 4a

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

Results

- As shown in Figure 38, the most common sources of information were:

26% Exhibits
 21% Park websites
 10% Park staff

- “Other” sources of information (44%) are shown in Table 15.

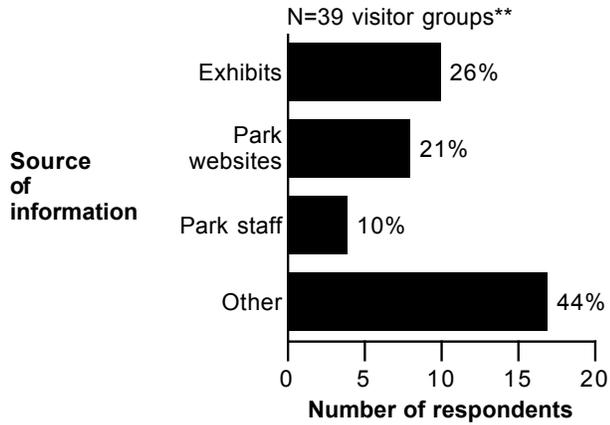


Figure 38. Sources of information used for obtaining information about Minidoka NHS

Table 15. Other sources of information used for obtaining information about Minidoka NHS (N=28 comments; some visitor groups made more than one comment) – **CAUTION!**

Source of information	Number of times mentioned
Maps	6
National Park Passport book	6
Travel guides/publications	5
Prior knowledge	3
Word of mouth	2
Manzanar NHS	1
Road signs	1
TV documentary	1
Visited Heart Mountain Internment Center in WY	1
We went to Minidoka first	1
Work with Japanese American group re: school curriculum	1

*total percentages do not equal 100 due to rounding

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

Question 4b

Did you have difficulty finding your way to Minidoka NHS?

Results

- 19% of visitor groups had difficulty finding their way to Minidoka NHS (see Figure 39).

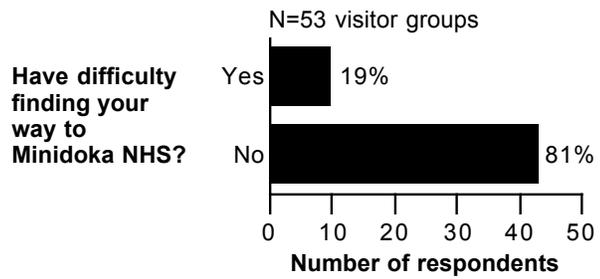


Figure 39. Visitor groups that had difficulty finding their way to Minidoka NHS

Question 4c

If YES, what problems did you have?
(Open-ended)

Results – Interpret results with CAUTION!

- Not enough visitors responded to this question to provide reliable results (see Table 16).

Table 16. Problems finding Minidoka NHS
(N=15 comments; one visitor group made more than one comment) – **CAUTION!**

Problem	Number of times mentioned
Few/no signs	5
Need better/clearer signage	3
Unable to locate it	3
Got good directions and map from NPS visitor center	1
GPS coordinates would have helped	1
Had help from people in grocery store in Eden	1
It was unclear that the park/monument and visitor center were not in the same spot	1

*total percentages do not equal 100 due to rounding

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

Sites visited in the park

Question 9

On this visit to Hagerman Fossil Beds NM, please indicate all the sites within the park that your personal group visited.

Results

- As shown in Figure 40, the sites most commonly visited by visitor groups at Hagerman Fossil Beds NM were:

- 91% Visitor Center
- 65% Snake River Overlook
- 58% Oregon Trail Overlook and interpretive trail

- The least visited site was:
33% Emigrant Trail
- “Other” sites (7%) visited are shown in Table 17.

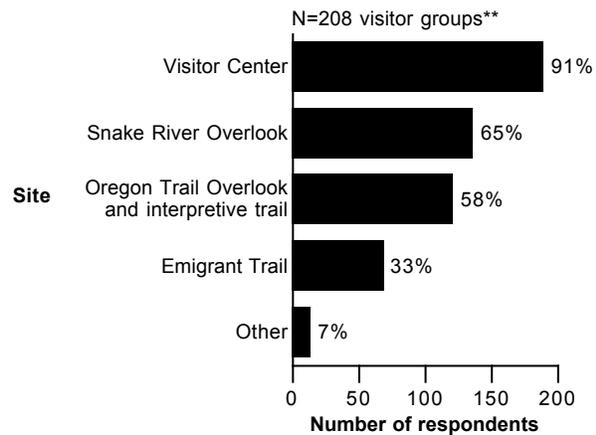


Figure 40. Sites visited in the park

Table 17. Other sites visited in the park

(N=22 comments; some visitor groups made more than one comment) – **CAUTION!**

Site	Number of times mentioned
One-lane bridge	4
Owsley Bridge	3
Gridley Island Bridge	2
Bell Rapids Dock	1
Lower Salmon Falls Dam	1
Minidoka NHS	1
Miracle Hot Springs	1
Outside trestle	1
Reservoir	1
Rest area	1
River Road Buhl Overlook Route 30	1
Thousand Springs	1
Thousand Springs Overlook	1
Twin Falls	1
Upper Salmon Falls Dam	1
Wetlands	1

*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 12a

On this visit, in which activities did your personal group participate within Hagerman Fossil Beds NM?

Results

- As shown in Figure 41, the most common activities in which visitor groups participated on this visit were:

- 87% Visiting visitor center
- 86% Viewing Hagerman exhibits, including fossils
- 67% Stopping at scenic overlooks

- “Other” activities (14%) are shown in Table 18.

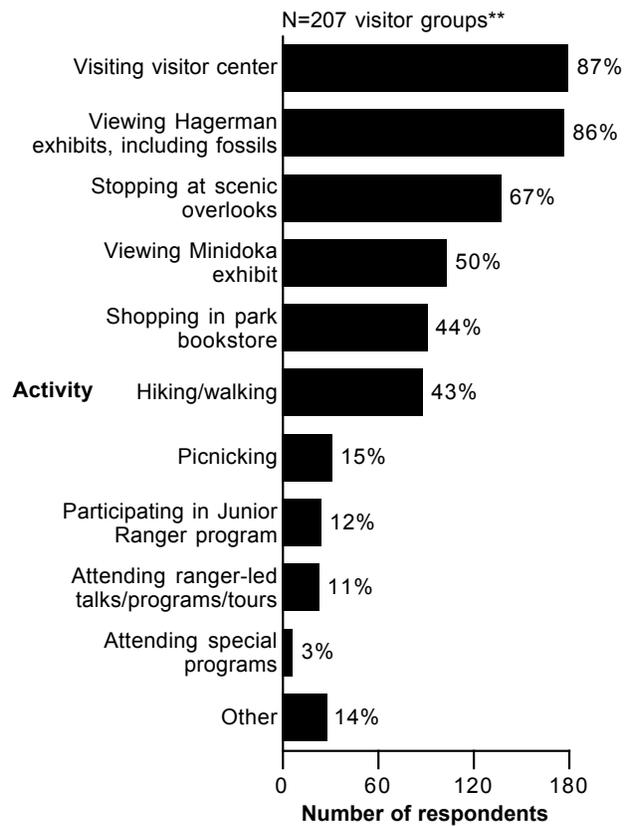


Figure 41. Activities on this visit

*total percentages do not equal 100 due to rounding

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

Table 18. Other activities on this visit
(N=32 comments; some visitor groups made more than one comment)

Activity	Number of times mentioned
View film	10
Stamp passport book	3
View fossil beds	3
Look at Oregon Trail	2
Talk to rangers	2
Digging out fossils in sand box - matching to picture	1
Gain information for future trip	1
Gather information on the area	1
Learn about geology	1
Learn more about horse	1
Listen to a creation scientist's view of origins	1
See Oregon Trail demonstration	1
Spend time at Miracle Hot Springs	1
Visit Minidoka site	1
Visit my friend Ranger Laura	1
Visit park sites	1
Visit Snake River	1

*total percentages do not equal 100 due to rounding

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

Activity that was primary reason for visit

Question 12c

Which one of the above activities was the primary reason your personal group visited Hagerman Fossil Beds NM on this visit?

Results

- As shown in Figure 42, the most common activities that were the primary reason for the visiting the park were:

41% Viewing Hagerman exhibits, including fossils
 27% Visiting visitor center

- “Other” activities (12%) were:

Gain information for future trip
 Gather information on the area
 Learn about geology
 Learn more about horse
 Listen to a creation scientist’s view of origins
 Look at Oregon Trail
 Stamp passport book
 View fossil beds
 View Hagerman Horse fossil
 Visit my friend Ranger Laura
 Visit park sites



Figure 42. Activity that was primary reason for 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

Activities on future visits

Question 12b

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

Results

- As shown in Figure 43, the most common activities in which visitor groups would prefer to participate on future visits were:

- 77% Visiting visitor center
- 77% Viewing Hagerman exhibits, including fossils
- 71% Attending ranger-led talks/programs/tours
- 70% Stopping at scenic overlooks

- “Other” activities (7%) were:

- Hands on learning
- Learn about geology
- Look for fossils
- See dig site where fossils collected
- Visit Balance Rock
- Visit fossil beds
- Visit Minidoka site

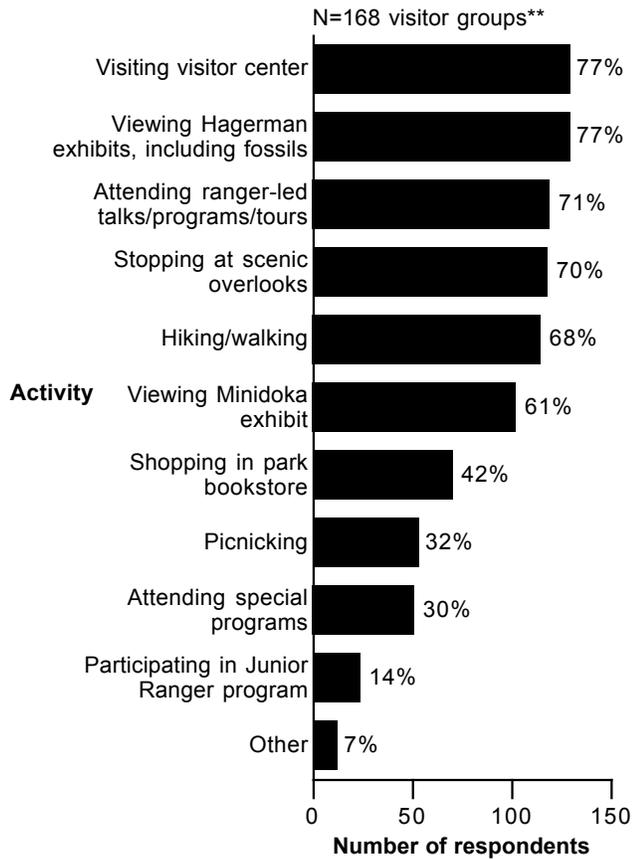


Figure 43. Activities on future visits

*total percentages do not equal 100 due to rounding

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

Ranger-led programs/talks

Question 8a

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

Results

- 14% of visitor groups participated in ranger-led programs/talks (see Figure 44).

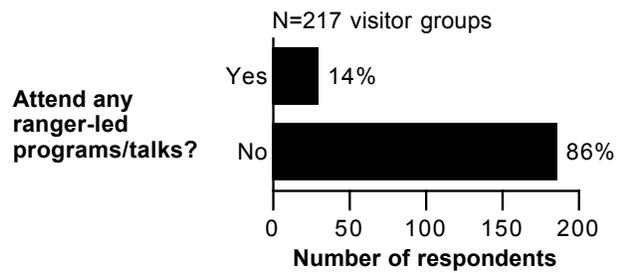


Figure 44. Visitor groups that attended ranger-led programs/talks

Question 8b

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

Results – Interpret results with CAUTION!

- Not enough visitors responded to this question to provide reliable results (see Table 19).

Table 19. Ranger-led programs/talks (N=28 comments; one visitor group made more than one comment) – **CAUTION!**

Program/talk	Number of times mentioned
Film	15
Oregon Trail talk	4
Visitor center/museum informational talk	3
Patio talk	2
Talk and film	2
Sun viewing	1
We did meet a ranger at overlook - very informative	1

*total percentages do not equal 100 due to rounding

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

Question 8c

If YES, please rate the length of the ranger-led program/talk.

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 20).

Question 8d

If YES, please rate the topics discussed during the ranger-led program/talk.

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 20).

Table 20. Ratings of the ranger-led programs/talks length of program and topics discussed (N=25 visitor groups) – **CAUTION!**

Program/talk	c) Program length (%)				d) Topics discussed (%)		
	N	Too short	About right	Too long	N	Of interest	Not of interest
Film/video	14	0	100	0	14	100	0
Oregon Trail talk	4	0	100	0	4	100	0
Patio talk	2	0	100	0	2	100	0
Sun viewing	1	0	100	0	1	100	0
Visitor center program	1	0	100	0	1	100	0
Visitor center museum talk	2	0	100	0	3	100	0
Wagon trail essentials	1	0	100	0	1	100	0

Question 8e

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

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 45).

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

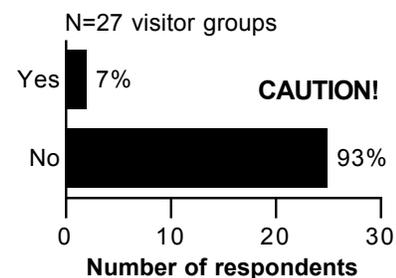


Figure 45. Visitor groups that indicated aspects of the story needed strengthening

*total percentages do not equal 100 due to rounding

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

Question 8f

Please specify which aspect of the story needs strengthening.

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 21).

Table 21. Aspects of the park story that need strengthening (N=5 comments; some visitor groups made more than one comment) – **CAUTION!**

Aspect	Number of times mentioned
Current archaeological digs/discoveries	1
Images in movie out of focus	1
More about flora/fauna	1
More about Oregon Trail	1
More on Minidoka National Historic Site	1

*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 on this visit

Question 11a

Hagerman Fossil Beds NM presents various topics through interpretive media such as exhibits, trailside signs, films, brochure, ranger programs, etc. Please indicate all the topics that your personal group learned about via the interpretive media during this visit to Hagerman Fossil Beds NM.

Results

- As shown in Figure 46, the most common selected park topics visitor groups learned about on this visit were:

- 91% Fossils
- 81% Current and historic paleontological work
- 65% Geology of the area

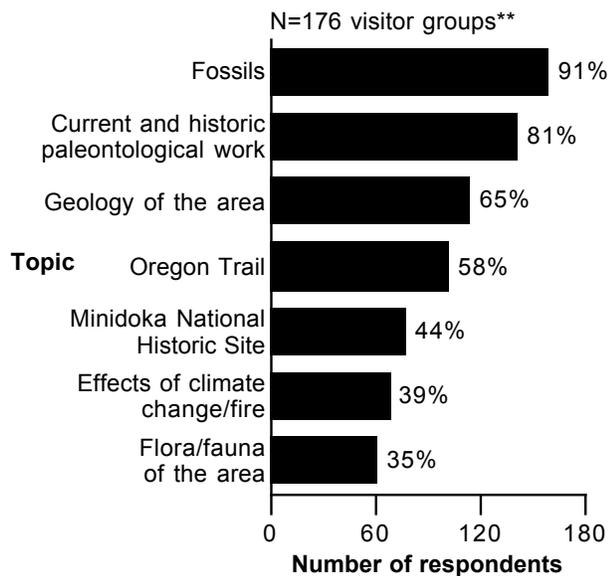


Figure 46. Visitor groups that learned about selected park topics on this visit

Question 11b

Please indicate how interested were you in learning about these topics.

Results

- As shown in Figure 47, the highest combined proportions of “extremely interested” and “very interested” ratings of selected park topics included:

- 69% Fossils
- 67% Oregon Trail
- 63% Geology of the area

- The selected park topics receiving the highest “not interested” rating was:

- 4% Flora/fauna of the area

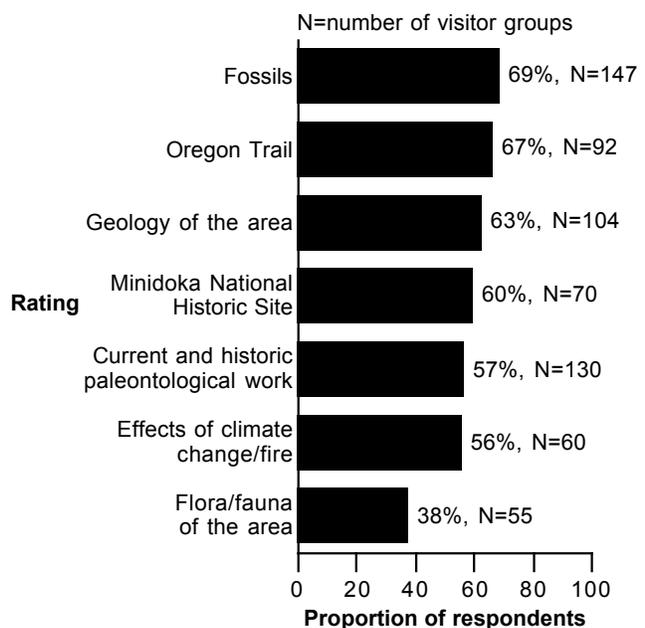


Figure 47. Combined proportions of “extremely interested” and “very interested” ratings of selected park topics

*total percentages do not equal 100 due to rounding

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

Question 11b

Please indicate how interested were you in learning about these topics.

Question 11c

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

Current and historic paleontological work

Results

Level of interest in topic

- 57% of visitor groups were “extremely interested” or “very interested” in current and historic paleontological work (see Figure 48).
- 36% were “moderately interested.”

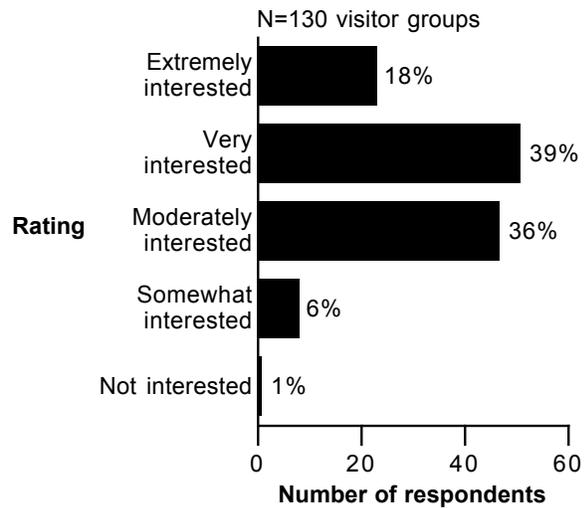


Figure 48. Level of interest in current and historic paleontological work

Amount of information received

- 74% of visitor groups felt the amount of information received about the current and historic paleontological work was “about right” (see Figure 49).
- 19% felt they received “some, but not enough” information.

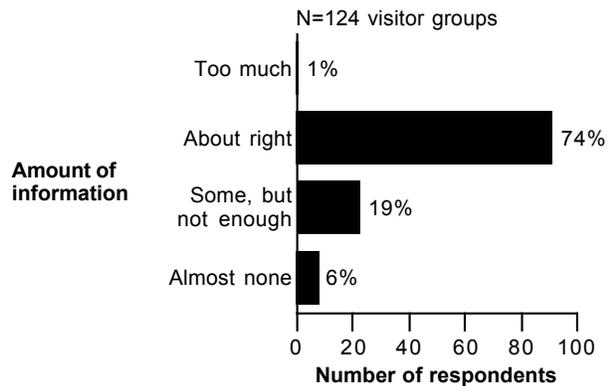


Figure 49. Amount of information received about current and historic paleontological work

*total percentages do not equal 100 due to rounding

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

Effects of climate change/fire

Results

Level of interest in topic

- 56% of visitor groups were “extremely interested” or “very interested” in effects of climate change/fire (see Figure 50).
- 28% were “moderately interested.”

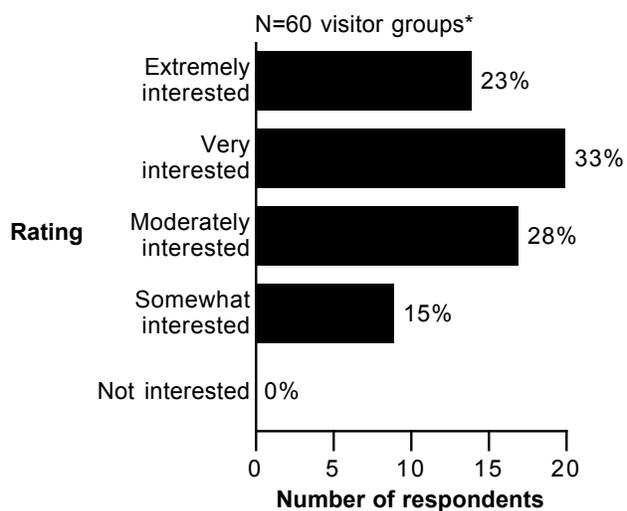


Figure 50. Level of interest in effects of climate change/fire

Amount of information received

- 73% of visitor groups felt the amount of information received about the effects of climate change/fire was “about right” (see Figure 51).
- 14% felt they received “some, but not enough” information.

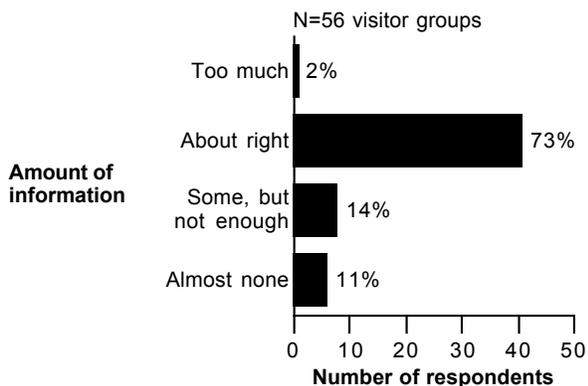


Figure 51. Amount of information received about effects of climate change/fire

*total percentages do not equal 100 due to rounding

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

Flora/fauna of the area

Results

Level of interest in topic

- 38% of visitor groups were “extremely interested” or “very interested” in the flora/fauna of the area (see Figure 52).
- 35% were “moderately interested.”

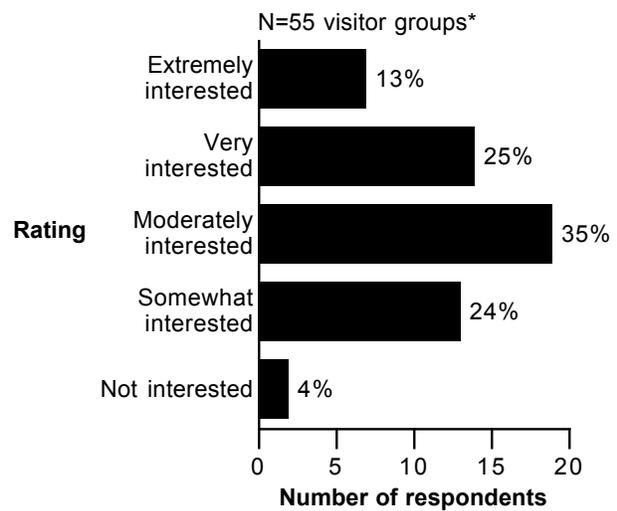


Figure 52. Level of interest in flora/fauna of the area

Amount of information received

- 69% of visitor groups felt the amount of information received about the flora/fauna of the area was “about right” (see Figure 53).
- 17% felt they received “some, but not enough” information.

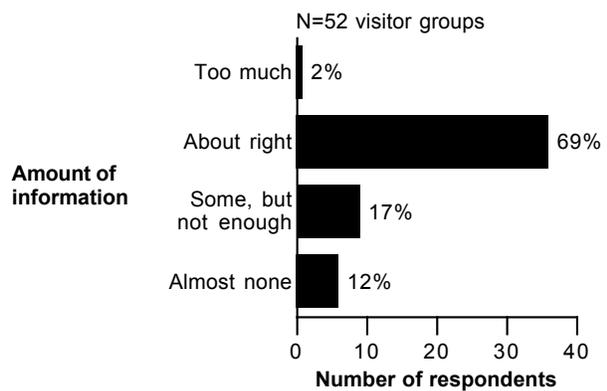


Figure 53. Amount of information received about flora/fauna of the area

*total percentages do not equal 100 due to rounding

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

Fossils

Results

Level of interest in topic

- 69% of visitor groups were “extremely interested” or “very interested” in fossils (see Figure 54).
- 26% were “moderately interested.”

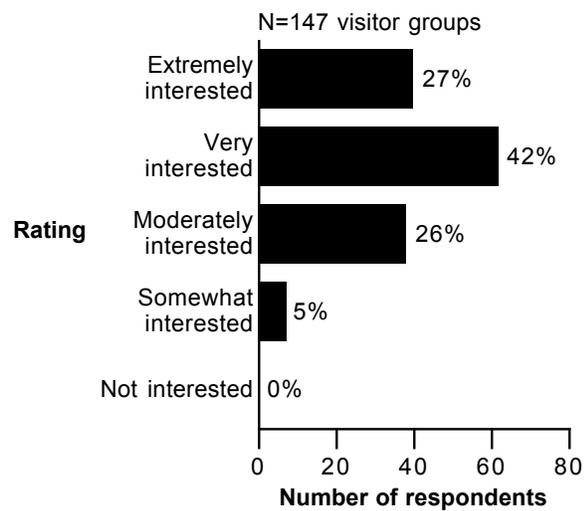


Figure 54. Level of interest in fossils

Amount of information received

- 74% of visitor groups felt the amount of information received about fossils was “about right” (see Figure 55).
- 22% felt they received “some, but not enough” information.

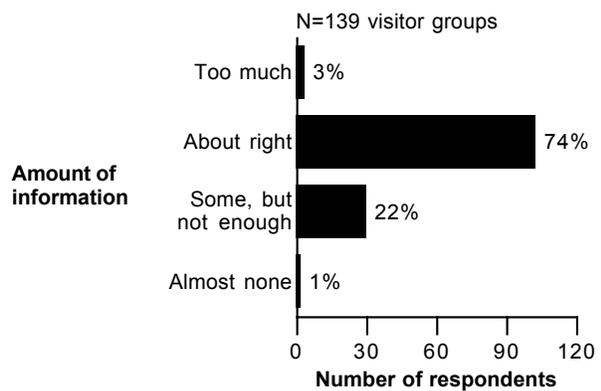


Figure 55. Amount of information received about fossils

*total percentages do not equal 100 due to rounding

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

Geology of the area

Results

Level of interest in topic

- 63% of visitor groups were “extremely interested” or “very interested” in geology of the area (see Figure 56).
- 29% were “moderately interested.”

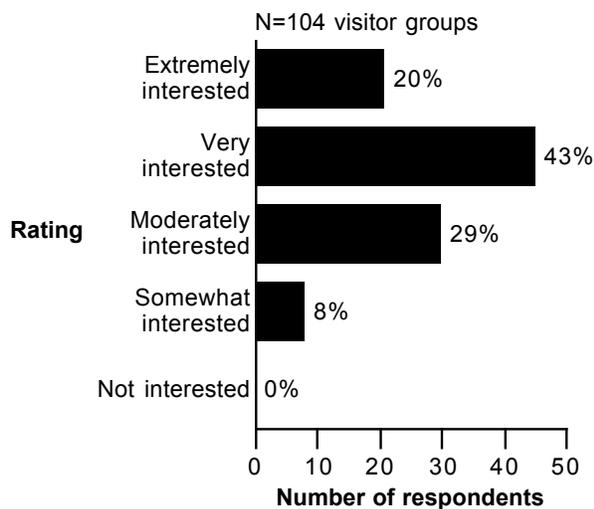


Figure 56. Level of interest in the geology of the area

Amount of information received

- 75% of visitor groups felt the amount of information received about the geology of the area was “about right” (see Figure 57).
- 20% felt they received “some, but not enough” information.

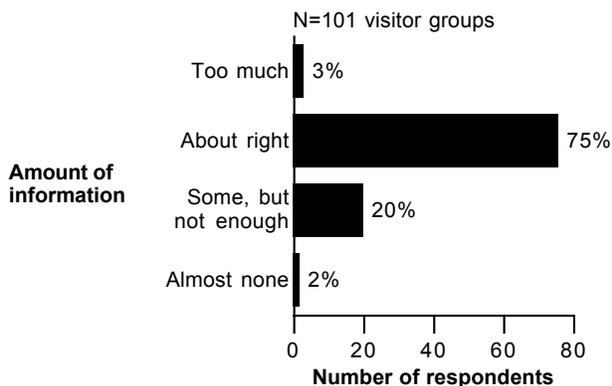


Figure 57. Amount of information received about the geology of the area

*total percentages do not equal 100 due to rounding

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

Minidoka NHS

Results

Level of interest in topic

- 60% of visitor groups were “extremely interested” or “very interested” in Minidoka NHS (see Figure 58).
- 24% were “moderately interested.”

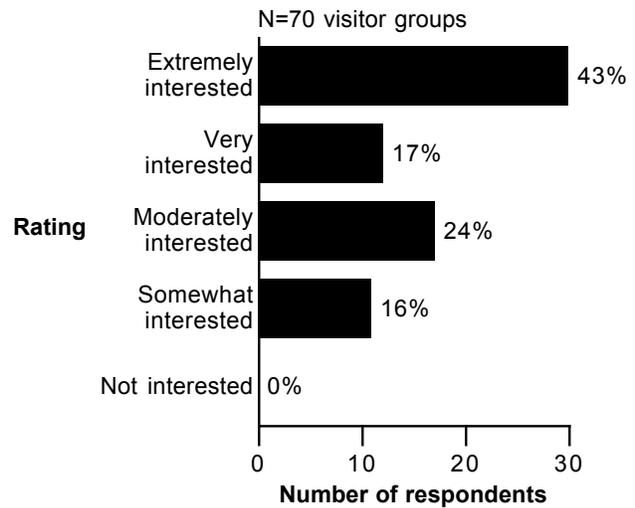


Figure 58. Level of interest in Minidoka NHS

Amount of information received

- 59% of visitor groups felt the amount of information received about Minidoka NHS was “about right” (see Figure 59).
- 38% felt they received “some, but not enough” information.

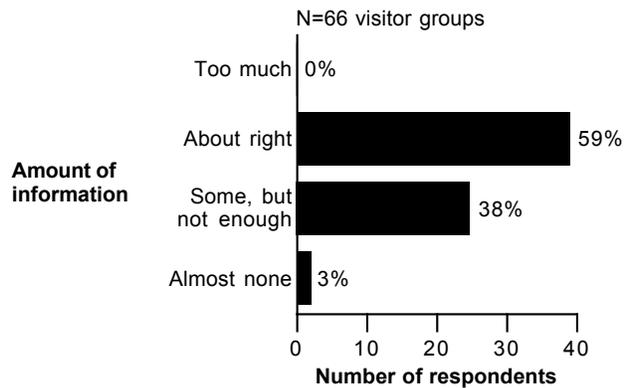


Figure 59. Amount of information received about Minidoka NHS

*total percentages do not equal 100 due to rounding

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

Oregon Trail

Results

Level of interest in topic

- 67% of visitor groups were “extremely interested” or “very interested” in the Oregon Trail (see Figure 60).
- 24% were “moderately interested.”

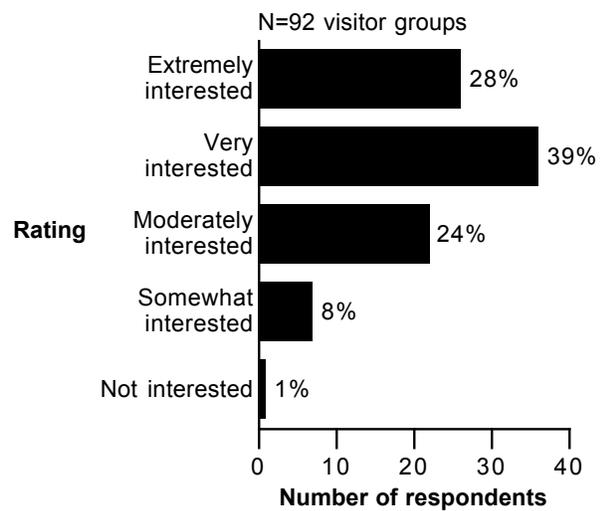


Figure 60. Level of interest in the Oregon Trail

Amount of information received

- 63% of visitor groups felt the amount of information received about the Oregon Trail was “about right” (see Figure 61).
- 30% felt they received “some, but not enough” information.

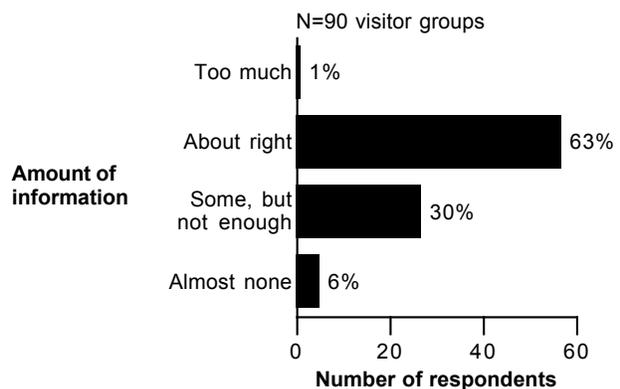


Figure 61. Amount of information received about the Oregon Trail

*total percentages do not equal 100 due to rounding

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

Question 11d

Which topics presented at Hagerman Fossil Beds NM need to be emphasized or strengthened? (Open-ended)

Results

- 36% of visitor groups (N=80) responded to this question.
- Table 22 shows topics that need to be strengthened.

Table 22. Topics that need to be strengthened (N=122 comments; some visitor groups made more than one comment)

Topic	Number of times mentioned
Minidoka National Historic Site	20
Oregon Trail	17
Fossils/fossil beds	16
Paleontological work	15
Geology of the area	10
All topics fine	7
Fossils in situ	7
All topics need strengthening	5
Improve/update film	4
Effects of climate change/fire	3
Flora/fauna of the area	3
Exhibits too small	2
Hagerman Horse	2
Archaeology	1
Availability of tours to groups	1
Better mile markers/overlook signs	1
Educational materials for children	1
History	1
Local attributes	1
Maps	1
Narratives	1
Nice to see a work site	1
Preservation and future generations	1
Public awareness of such a wonderful site	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 and attributes

Question 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?

Results

- As shown in Figure 62, the highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included:

- 93% Preservation of paleontological/ archeological artifacts
- 82% Historic site – Oregon Trail
- 81% Native wildlife

- The resource/attribute receiving the highest “not at all important” rating was:

8% Dark, starry night sky

- Table 23 shows the importance ratings of park resources and attributes.

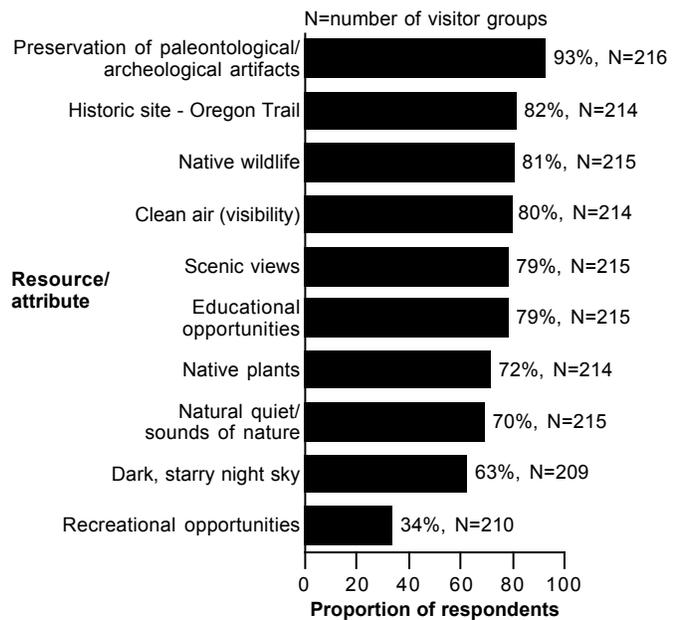


Figure 62. Combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes

*total percentages do not equal 100 due to rounding

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

Table 23. Visitor rating of importance of protecting park resources and attributes (N=number of visitors groups)

Resource/attribute	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	214	2	3	15	39	41
Dark, starry night sky	209	8	8	22	31	32
Educational opportunities	215	<1	1	19	46	33
Historic site – Oregon Trail	214	1	<1	17	41	41
Native plants	214	1	9	18	40	32
Native wildlife	215	<1	4	14	42	39
Natural quiet/sounds of nature	215	1	9	20	34	36
Preservation of paleontological/ archeological artifacts	216	<1	1	6	30	63
Recreational opportunities	210	5	19	42	22	12
Scenic views	215	<1	3	18	40	39

*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 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).

Results

- 54% of visitor groups spent \$1-\$200 (see Figure 63).
- 25% spent \$201 or more.
- 21% spent no money.
- The average visitor group expenditure was \$167.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$77.
- The average total expenditure per person (per capita) was \$72.
- As shown in Figure 64, the largest proportions of total expenditures inside and outside the park were:

- 29% Lodge, hotel, motel, cabin, B&B, etc.
- 22% Gas and oil
- 17% Restaurants and bars

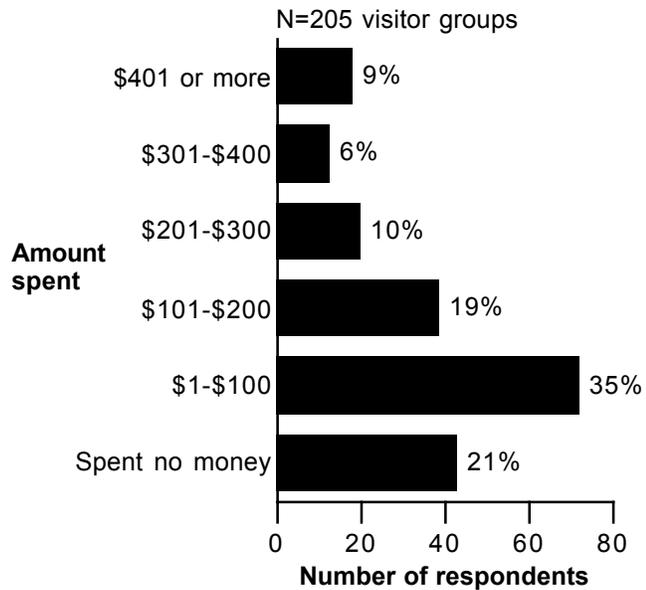


Figure 63. Total expenditures inside and outside the park

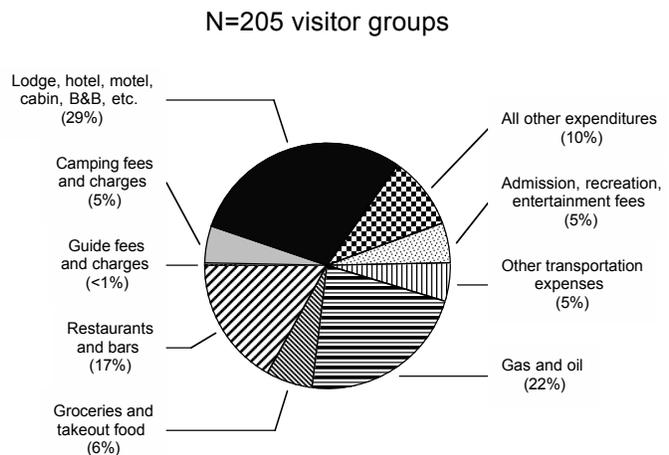


Figure 64. Proportions of total expenditures inside and outside the park

*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 16c

How many adults (18 years or older) do these expenses cover?

Results

- 75% of visitor groups had two adults covered by expenditures (see Figure 65).
- 13% had one adult covered by expenditures.
- 12% had three or more adults covered by expenditures.

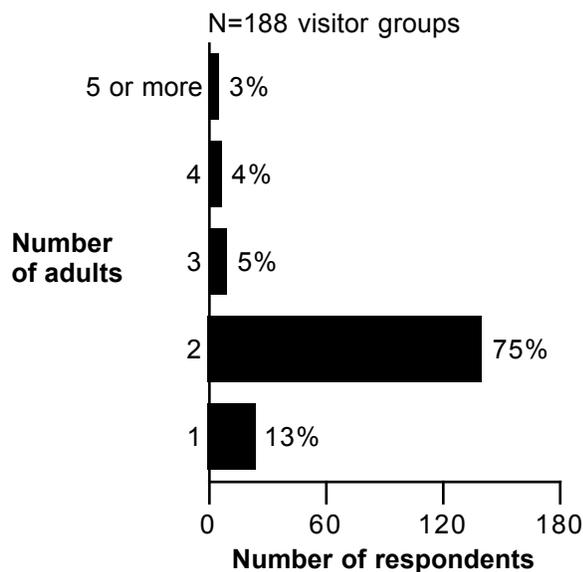


Figure 65. Number of adults covered by expenditures

Number of children covered by expenditures

Question 16c

How many children (under 18 years) do these expenses cover?

Results

- 63% of visitor groups had no children covered by expenditures (see Figure 66).
- 29% had one or two children covered by expenditures.
- 8% had three or more children covered by expenditures.

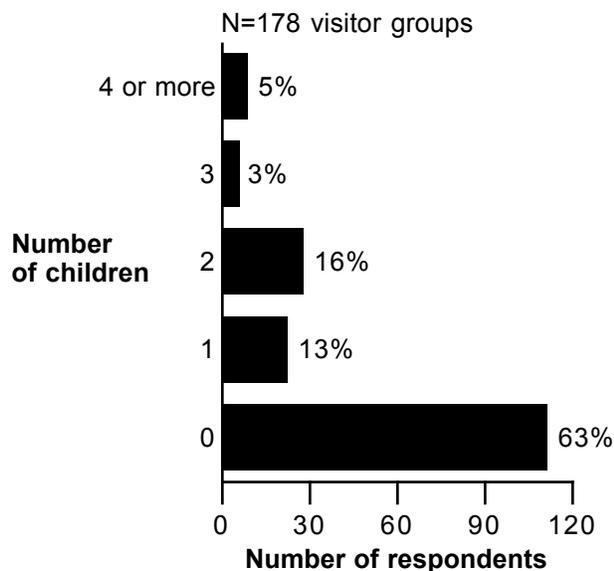


Figure 66. Number of children covered by expenditures

*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 16a

Please list your personal group’s total expenditures inside Hagerman Fossil Beds NM.

Note: “All other expenditures” was the only spending category inside the park.

Results

- 65% of visitor groups spent no money on “all other expenditures” (souvenirs, books, postcards, clothing, donations, etc.) inside the park (see Figure 67).
- 32% spent \$1-\$50.
- The average visitor group expenditure inside the park was \$7.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$0.
- The average total expenditure per person (per capita) was \$7.

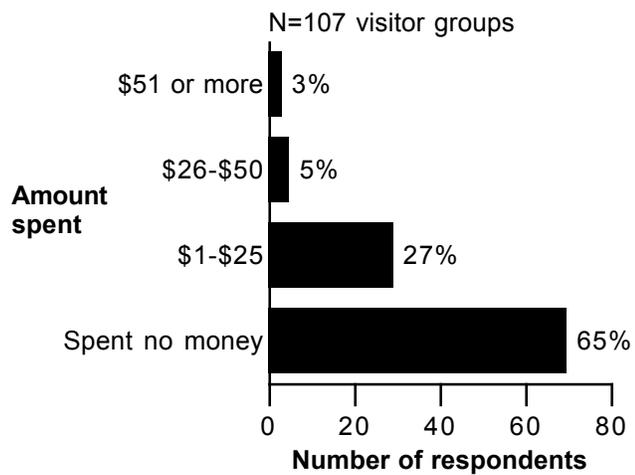


Figure 67. Expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Expenditures outside the park

Question 16b

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

Results

- 52% of visitor groups spent \$1-\$200 (see Figure 68).
- 25% spent \$201 or more.
- 22% spent no money.
- The average visitor group expenditure outside the park was \$175.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$85.
- The average total expenditure per person (per capita) was \$88.
- As shown in Figure 69, the largest proportions of total expenditures outside the park were:

- 30% Lodge, hotel, motel, cabin, B&B, etc.
- 23% Gas and oil
- 17% Restaurants and bars

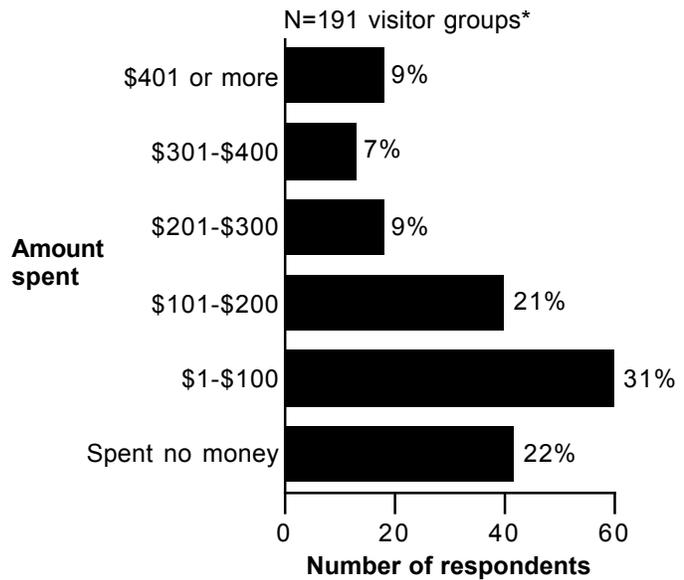


Figure 68. Total expenditures outside the park

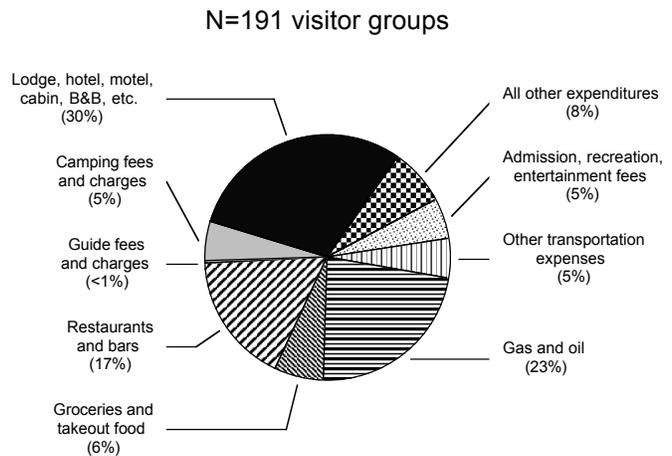


Figure 69. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

Lodge, hotel, motel, cabin, B&B, etc.

- 47% of visitor groups spent no money on lodging outside the park (see Figure 70).
- 45% spent \$1-\$200.

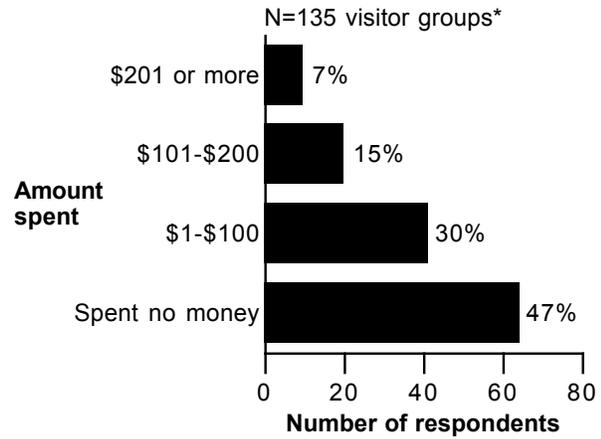


Figure 70. Expenditures for lodging outside the park

Camping fees and charges

- 70% of visitor groups spent no money on camping fees and charges outside the park (see Figure 71).
- 27% spent \$1-\$100.

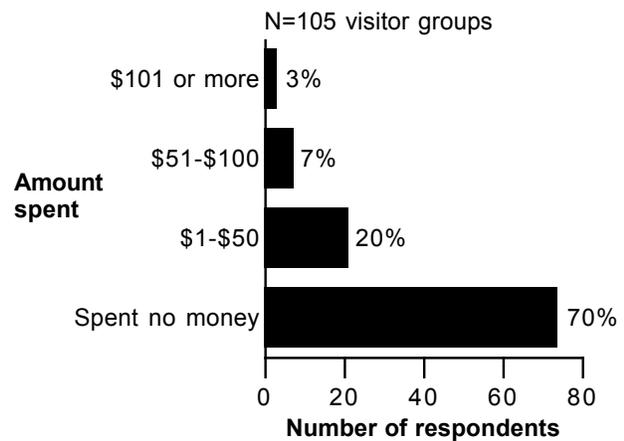


Figure 71. Expenditures for camping fees and charges outside the park

*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

- 98% of visitor groups spent no money on guide fees and charges outside the park (see Figure 72).

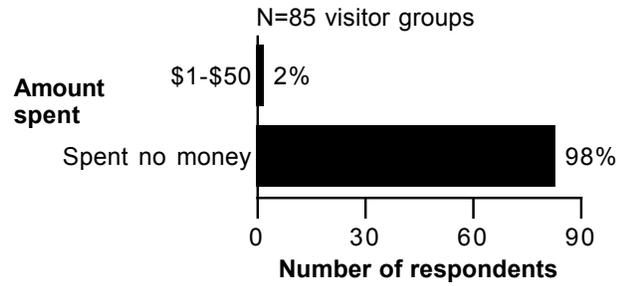


Figure 72. Expenditures for guide fees and charges outside the park

Restaurants and bars

- 53% of visitor groups spent \$1-\$100 on restaurants and bars outside the park (see Figure 73).
- 38% spent no money.

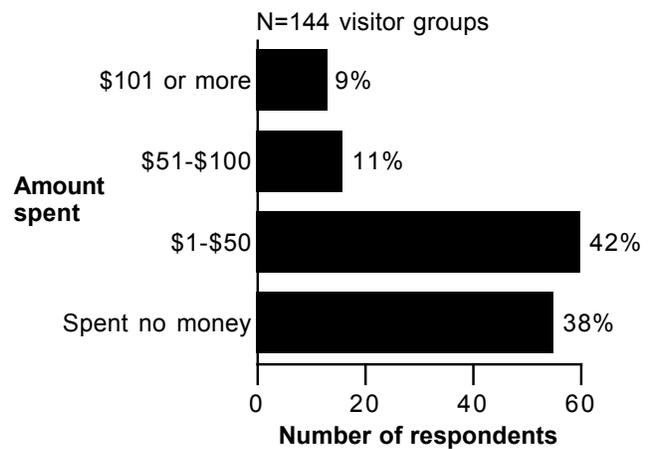


Figure 73. Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 52% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 74).
- 39% spent \$1-\$50.

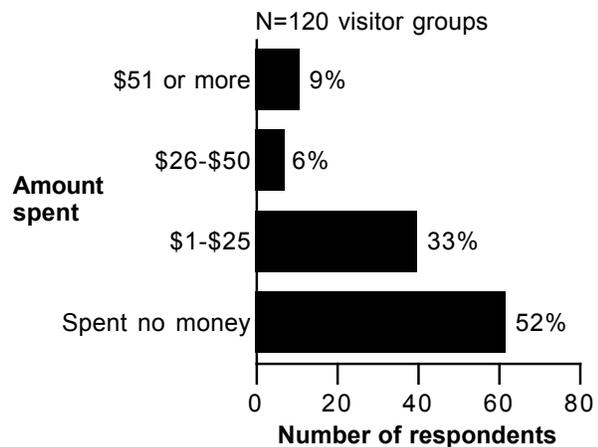


Figure 74. Expenditures for groceries and takeout food outside the park

*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.)

- 62% of visitor groups spent \$1-\$100 on gas and oil outside the park (see Figure 75).
- 30% spent no money.

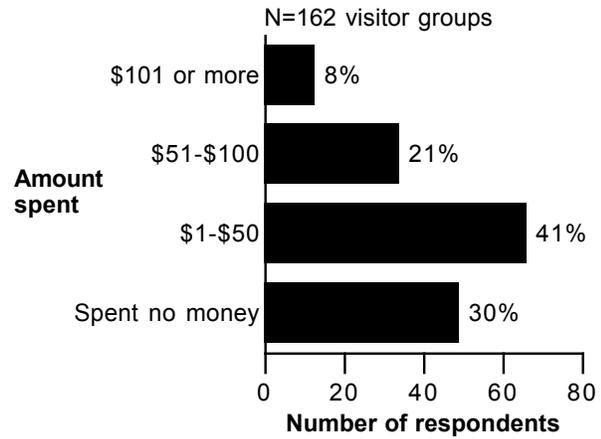


Figure 75. Expenditures for gas and oil outside the park

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

- 93% of visitor groups spent no money on other transportation outside the park (see Figure 76).
- 5% spent \$101 or more.

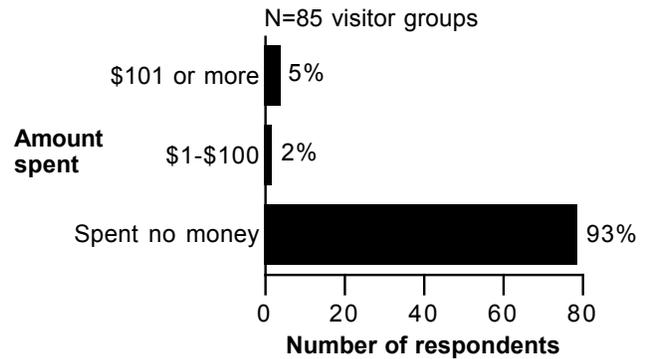


Figure 76. Expenditures for other transportation outside the park

*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, and entertainment fees

- 74% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 77).
- 19% spent \$1-\$50.

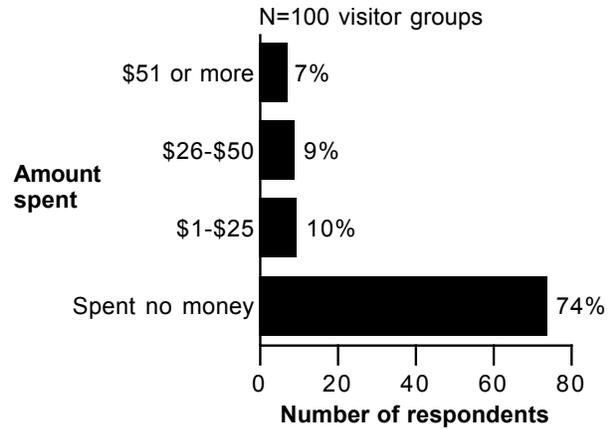


Figure 77. Expenditures for admission, recreation, and entertainment fees outside the park

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 50% of visitor groups spent no money on all other purchases outside the park (see Figure 78).
- 43% spent \$1-\$50.

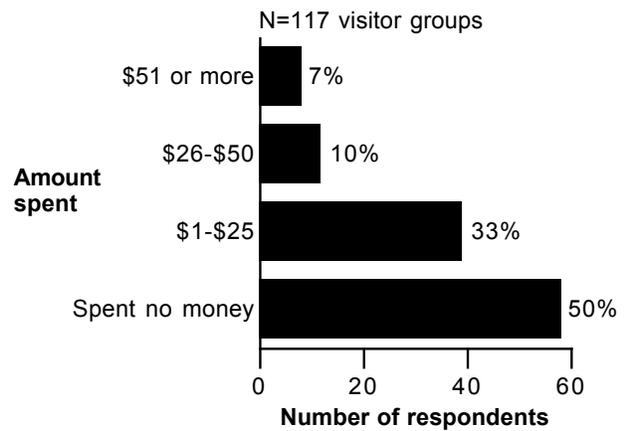


Figure 78. Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

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

Income forgone to make this trip

Question 20c

How much income did your household forgo to make this trip (due to taking unpaid time off from work)?

Results

- 10% of respondents had forgone income to make this trip (see Figure 79).
- Not enough visitor groups responded to this question to provide reliable results (see Figure 80). Interpret results with **CAUTION!**

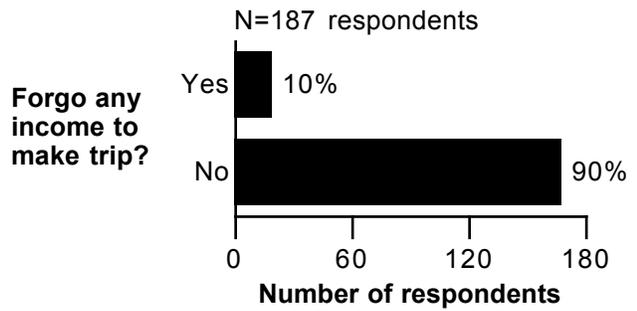


Figure 79. Respondents that had forgone income to make this trip

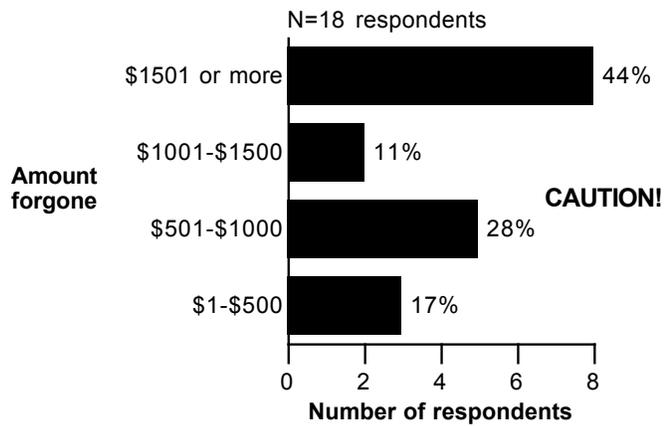


Figure 80. Income forgone to make this trip

*total percentages do not equal 100 due to rounding

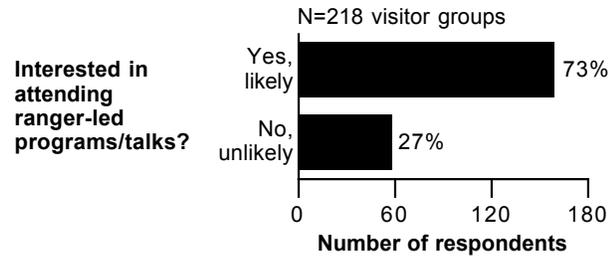
**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Ranger-led programs/talks on a future visit

Question 10a

If your personal group were to visit Hagerman Fossil Beds NM in the future, would you be interested in attending ranger-led programs/talks?



Results

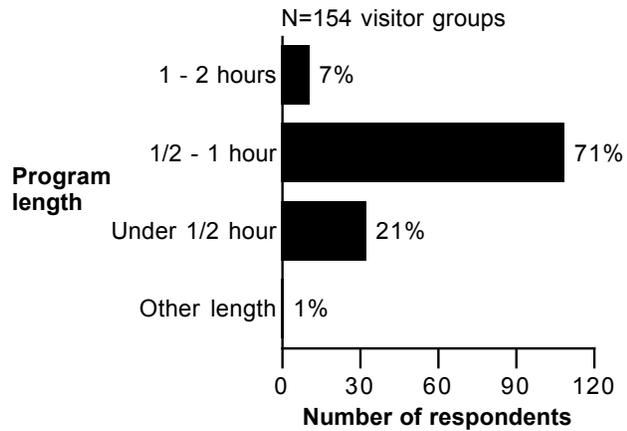
- 73% of visitor groups were interested in attending ranger-led programs/talks on a future visit to the park (see Figure 81).

Figure 81. Visitor groups that were interested in participating in ranger-led programs/talks on a future visit

Preferred length of ranger-led programs/talks

Question 10b

If YES, what length of program would you like to attend?



Results

- 71% of visitor groups preferred a program length of 1/2 - 1 hour (see Figure 82).
- 21% preferred a program length of under 1/2 hour.
- “Other” preferred program lengths (1%) were:

Half day
Programs of different lengths

Figure 82. Preferred length of ranger-led programs/talks

*total percentages do not equal 100 due to rounding

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

Preferred time of day to attend ranger-led programs/talks

Question 10c

What time of day would be most suitable for your personal group to attend a ranger-led program/talk?

Results

- 51% of visitor groups preferred a program time of 10am to noon (see Figure 83).
- 22% preferred a program time of noon to 2pm.
- 12% preferred a program time of 8am to 10am.
- “Other” preferred times (6%) were:
 - Any time
 - Later in day if hot

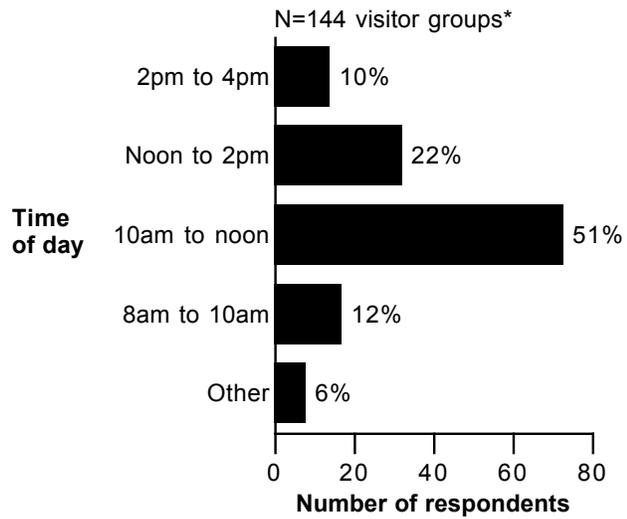


Figure 83. Preferred time of day to attend ranger-led programs/talks

*total percentages do not equal 100 due to rounding

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

Preferred methods to learn about the park

Question 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?

Results

- 97% of visitor groups were interested in learning about the cultural and natural history of Hagerman Fossil Beds NM on a future visit (see Figure 84).

- As shown in Figure 85, among those visitor groups that were interested in learning about the park, the most common methods to learn were:

- 74% Films, movies, videos
- 72% Indoor exhibits
- 72% Trailside exhibits
- 68% Roadside exhibits

- “Other” method (<1%) was:

Virtual reality glasses

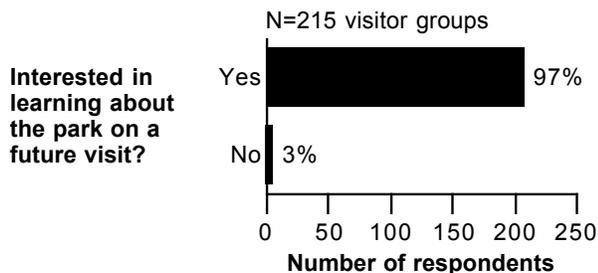


Figure 84. Visitor groups that were interested in learning about the cultural and natural history of Hagerman Fossil Beds NM on a future visit

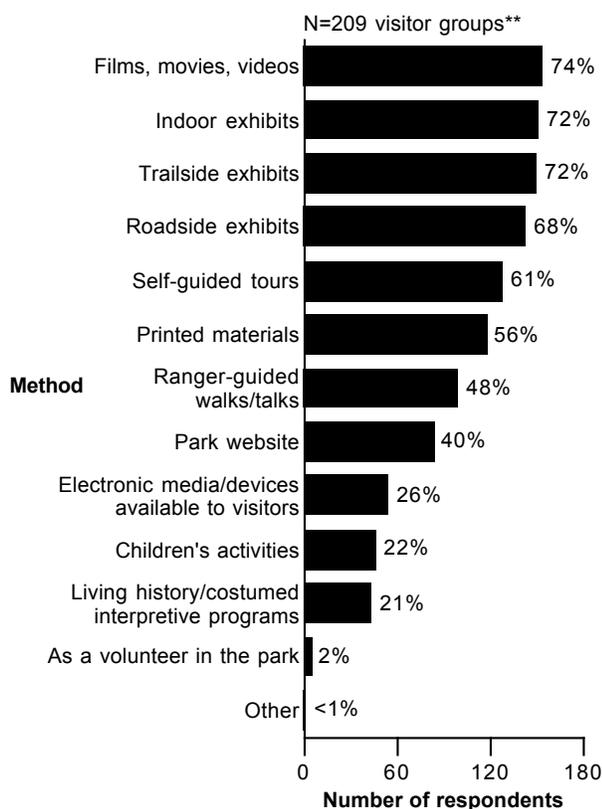


Figure 85. Preferred methods for learning about the cultural and natural history of Hagerman Fossil Beds NM on a future visit

*total percentages do not equal 100 due to rounding

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

Items available for purchase at the visitor center bookstore on a future visit

Question 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?

Results

- As shown in Figure 86, the most common items visitor groups would like to have available for purchase at the visitor center bookstore on a future visit were:

- 60% Souvenir items
- 60% Additional publications

- Table 24 shows the topics of additional publications available for purchase on a future visit.

- “Other” items (9%) were:

- DVD copy of movie
- Historical map of major fossil finds
- Passport stamp
- Snacks
- Stickers
- Toys
- Yearly stickers for passport books

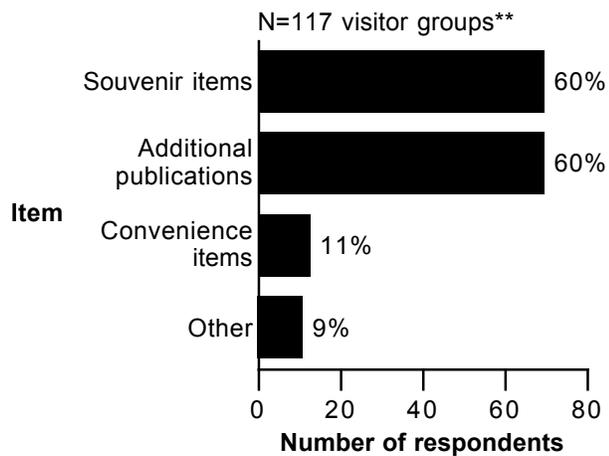


Figure 86. Items for purchase at visitor center bookstore on a future visit

Table 24. Topics of additional publications available for purchase on a future visit (N=27 comments; some visitor groups made more than one comment) – **CAUTION!**

Topic	Number of times mentioned
Fossils	5
Geology	5
Minidoka	5
History of area	3
Hagerman fossils	2
Paleontology	2
Children's books	1
Locations Hot Springs of Idaho	1
Period of Japanese citizen internment	1
Pre-history	1
Regional monuments and parks	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 25 shows the preferred topics of additional publications available for purchase on a future visit.

Table 25. Other items available for purchase on a future visit (N=9 comments) – **CAUTION!**

Item	Number of times mentioned
Passport stamp	4
DVD copy of movie	1
Historical map of major fossil finds	1
Snacks	1
Toys	1
Yearly stickers for passport books	1

*total percentages do not equal 100 due to rounding

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

Overall Quality

Question 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?

Results

- 74% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 87).
- Less than 7% of visitor groups rated the quality as “very poor” or “poor.”

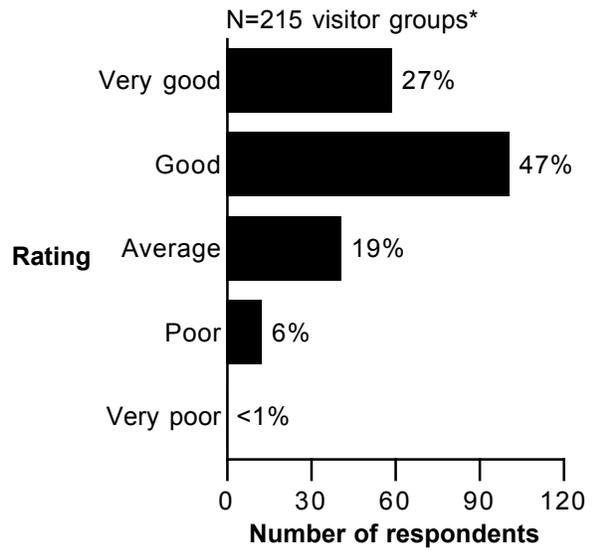


Figure 87. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comment Summaries

Additional comments

Question 24

Is there anything else your personal group would like to tell us about your visit to Hagerman Fossil Beds NM? (Open-ended)

Results

- 46% of visitor groups (N=103) responded to this question.
- Table 26 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 26. Additional comments
(N=186 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (19%)	
Park staff was helpful	10
Park staff was excellent	8
Park staff was friendly	8
Park staff was knowledgeable	7
Park staff was personable	3
INTERPRETIVE SERVICES (32%)	
Would like to see fossils up close	8
Visitor center great	4
Enjoyed seeing/learning about Hagerman Horse	3
Expand Minidoka exhibit	3
Film good	3
Need guided tour of fossil beds	3
Need more information on local archaeology	3
Enjoyed Minidoka exhibit	2
Exhibits good	2
Good kids area in visitor center	2
More exhibits	2
Need better map	2
Post ranger talk times on website	2
Other	21

Table 26. Additional comments (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (13%)	
Improve/replace signage	12
Hard to find	3
Better identification markers of visible ruts	2
Need better highway signage coming from East	2
RV parking at Hagerman/Minidoka is lacking	2
Other	4
POLICY/MANAGEMENT (12%)	
Visitor center needs to be at fossil bed site	5
Expand/improve visitor center	4
More publicity	4
Monument too spread out	4
Develop Minidoka National Historic Site	2
Other	3
GENERAL (23%)	
Enjoyed visit	9
Wish for more time	7
Thank you	5
Disappointed	4
Will return	2
Other	16

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 11d

Which topics presented at Hagerman Fossil Beds NM need to be emphasized or strengthened?
(Open-ended)

- Actually the information presented was fine
- Additional information about paleontological work. More info about the life of Hagerman Horse.
- All
- All of the above, I teach 4th grade
- All of them. The exhibits are small and the movie was corny and lame. The paleontologist was stiff and not interesting in the movies.
- Archaeology
- Being a UMNH docent, I would have liked to see more in situ if possible of where fossils found and perhaps if any left, to see in situ. How about a display of Hagerman Horse as compared to predecessors of horse ancient to present?
- Better mile markers and overlook signs would be helpful
- Both marked above
- Both the geology and the Oregon Trail along the river are of interest to me
- Current paleontological work - what/where. Film seemed dated.
- Everything. There were no ranger programs the day I visited, and the information at the visitor center is simply inadequate.
- Exhibits on site where fossils are extant - like Dinosaur National Monument
- Fossils
- Fossils
- Fossils and geology were good. Others need improvement.
- Fossils beds then videos, maps, narratives since access to fossil sites is limited. The movie was elementary, but the geologic history fossils and peoples referred to over time was staggering.
- Fossils, geology, history
- Fossils. Almost nothing about them, which is strange for place with the word 'fossil' in the name.
- Future of digs
- Geological history
- Geology and current paleontological work - actual dig sites
- Great museum. Loved talking to the ranger cleaning the signs on overlook - she gave us tons of information and answered a lot of questions that the signs did not cover.
- Had trouble with interpretive signs. 'Where' was what signs talk about was hard to figure out.
- Heart Mountain has a great visitor center to tell the story of the Japanese internment. Minidoka's information is surely lacking in comparison.
- History of discovery. Minidoka - more information about the Japanese people after their release. What happened next?
- I would have liked to know for certain if I was looking in the right place for Oregon Trail ruts. Also, someone interested in fossils would be severely disappointed to be told they had no chance to get close to fossils on the ground. The quantity of fossils available in the visitor center is not worth traveling far for.

- I'd like to see more about current/ongoing work
- Internment camp
- It seemed like good basic information
- It was great
- Local attributes
- Minidoka
- Minidoka - strengthened
- Minidoka NHS
- Minidoka NHS and Oregon Trail
- Minidoka site needs more work
- Minidoka was great. Need rangers on site to answer questions.
- Minidoka, Oregon Trail, Paleontological work
- Minidoka. Educational materials for children.
- [Minidoka NHS] Main reason we came. At current visitor center - upgrade from photographs on wall - need a visitor center on site
- More about the fossil beds at the monument - went there for that not the Oregon Trail, but loved seeing the actual trail
- More complete presentation of Minidoka internment camp history and artifacts
- More fossils on view, more geology information
- More information about fossils - kinds, where found, chance to see real dig
- More information on current work
- More information on Oregon Trail/Emigrant Trail - i.e. lot of wagons, food stuffs, deaths, why they traveled
- More paleontology, please. There was plenty, but I like it.
- More photos of fossil bed - hard to see - would be great to see closer up
- Natural resources today (e.g. birding, fish, mining)
- Nice to see a work site
- Oregon Trail
- Oregon Trail - especially how to identify
- Oregon Trail artifacts, identification of sites where visitors can view fossils
- Oregon Trail better marked. More information about geology. Video was good.
- Oregon Trail information
- Oregon Trail rut identification
- Oregon Trail, geology
- Oregon Trail. Minidoka - marked 3 because previously visited Manzanar NHS so already learned a lot, otherwise the information would have been a 2.
- Paleontological work
- Perhaps the fragility of the dig sites. What excavations are going on now? How are the digs funded? Who may dig? How are fossils treated?
- Preservation and future generations
- Public awareness of such a wonderful site
- Redo the movie. How was the horse discovered? Tell us more about the camel. Where are the fossil finds? Are there fossil exhibits in situ? Why not?
- That you actually do not see the fossil beds - walk to them
- The availability of tours to groups. Geology of the area - where to go to find more HS.

- The Minidoka exhibit could be greatly expanded. It really seemed stuck off in the corner as an afterthought.
- Very small exhibit - not much to see
- Visitor center very nice and accessible but crowded - not sure what was fossil and what was re-created
- We didn't have enough time to explore the fossil bed
- We heard about each above but only left us wanting more to visit the separate sites
- We liked all, just would like to know more about all things above
- We thought we would see the fossil sites, but didn't go
- We were unaware of the Minidoka site and would of liked to have made time for it
- What strikes me is how the current history since the manifest destiny proclamation has really changed the landscape so quickly/dams/cities/wind power but in terms of geologic time it's wafer thin... It would really be a great point to make that animals 2 million years ago had 3 choices to survive the changing climate: 1) Adapt, 2) Migrate, 3) Become extinct. We are the new animal on the chopping block.
- What was there was terrific, but would like to see more information on paleontological work, geology of the area and fossils
- Wish they would have had more examples of digs out at the sites, maybe more statues on stuff to help draw you in
- Would really like to have been able to see fossils being unearthed in fossil areas
- Would value more information on the geology of the entire area

Question 24

Is there anything else your personal group would like to tell us about your visit to Hagerman Fossil Beds NM? (Open-ended)

- A good stop with grandkids on the way to Three Creek
- Advertised as an auto tour and as a fossil monument area. No fossils on tour. No knowledge of this fact until last 2 sentences in brochure and not in AAA tour book at all. Points of interest not marked (some) were. Site open 24/7, but visitor center closed at 5pm. Not able to see as arrived 15 minutes prior so disabled person not able to get in in time. Please note - people working at visitor center friendly and helpful. Would not visit in the future - big disappointment.
- At visitor center they asked if we have seen the beds - we didn't understand we could go there
- Better signage for visitor center
- Development of Minidoka site is important
- Did get to watch a video about the area and Bonneville Lake, was very interesting. Would have liked to have had a ranger tour of the fossil beds. Also would like to see the museum open.
- Difficult to find/get to when coming from east on interstate - needs clear markings/turnoffs going west
- Difficulty in finding site. Poor signs to direct one to go to visitor center to find out location of self guided tour.
- Enjoyed seeing the Hagerman Horse at the visitor center
- Enjoyed the area. Might have spent more time if we weren't on a schedule.
- Enjoyed the kid's area inside. Would have been nice to have some direction from ranger to educate kids on some of the items.
- Enjoying the book Secrets of the Magic Valley and Hagerman Horses. Excellent help in the gift shop. You need a better map at the monument.
- We are a senior aged couple traveling from Okanogan, WA to Crawford, CO. The idea of fossil beds intrigued us.
- For the purpose of this survey, I have to say I'm having trouble differentiating between the Hagerman exhibit and the Minidoka exhibit, so I'm not sure how accurate my responses are
- Fossil beds - very disappointing. Minidoka – amazing. Wish this much care and effort was spent on the fossils too.
- Glad to finally visit after many years knowing about but when visiting Idaho we are constrained to taking care of elderly parents
- Great park. We loved the history of Minidoka. The staff was very knowledgeable. Loved the movie.
- Great visitor center
- Guided tour to see fossil beds. Interpretive trail thru fossil excavation areas. Maybe have partially exposed fossils behind glass. Permanent, larger Minidoka display.
- Hello, Okay - you're really pertinacious with your questionnaire. But I think I'm not representative. I call myself an NPS-nerd. That means: I want to visit all the NPS-sites and especially want to collect the NPS-brochures (Official Map and Guide). I've been visiting a lot of these sites (nearly all west of the Rocky Mountains) and very seldom been disappointed. At the visitor center you learn about nature, culture, history, and other aspects. There are often well maintained trails and roadside exhibits, and when I leave the site I mostly think: 'It was worth the visit.' Hagerman Fossil Beds National Monument was just on my way from Oregon to Utah. For me it's a minor attraction, there is nothing to see and little to do - but I needed the brochure. And then the unexpected happened: Minidoka National Historic Site. It was fascinating to learn about a part of American history I never heard about before. I was very surprised to see that these camps existed and that all these people had been interned, even fenced in, for that long time. It was very moving to study exhibits in the visitor center. I think it needs a lot of courage for you Americans to work on that part of your history, but it should not be forgotten. As we Germans should not forget

our past that has been so disastrous for millions of people. I think Minidoka National Historic Site should have its own visitor center (to my great disappointment there is not even an official map and guide available at the time of my visit, and I don't know how to get one in future), and the site should be more promoted. It deserves a better treatment. All the best.

- Helpful and friendly staff
- I did not know about Minidoka and will visit that area soon, and plan to spend at least one day, maybe more. My grandkids are visiting next week and I was scouting for places to visit with them. We will be back next week.
- I have been getting my national parks passbook stamped so we are visiting national parks and monuments
- I only went to visitor center not even sure where park is
- I thought the visitor center was more than adequate
- I took my grandchildren primarily to Yellowstone and wanted to see Oregon Trail sites. Using AAA maps I discovered your site. Had difficulty finding it. I asked at three trailer parks and chamber of commerce and no one knew much about you. I wish I had known about the Emigrant Trail and Oregon Trail sites close by. It would be very interesting to see the dig site, but I'm sure that presents security (of the fossils) problems.
- I was extremely disappointed with my visit. I liked seeing the Hagerman Horse, but I expected much more from one of the major Pleistocene fossil sites. A new visitor center/museum is essential - the one at Fossil Butte, WY is excellent.
- I was very underwhelmed by the visitor center and the park website did not clearly indicate where the sites were relative to the center. The center needs to be improved to attract visitors. Also more promotion.
- I wish we could have stayed longer and seen more of the park and area. We were passing through, staying one night in Pocatello and I wanted to go since it was close by. Next time my little ones will be older and if we're in the area again we'll try to see more. Traveling and sightseeing with very young children is hard.
- I would have liked to have had the visitor center closer to an attraction, whether fossil, geological or historical. Also, better signage would have helped - we weren't sure where the Oregon Trail ruts were.
- I would have liked to spend more time there. We were passing through so didn't do any outdoor stuff - just went to the visitor center.
- If we were truly a race blind society - we wouldn't ask this question. It offends me that it is asked at all.
- In-depth information on archaeological methods, information on who, when did excavations, and preservation. I was rushing to get to Sun Valley, otherwise I would have stayed longer on Oregon Trail walk.
- In the future we would like to go on hike in the monument. We would also have picnics. A large visitor center would be good with full size skeletons of all the animals that can be found at the monument.
- It is pretty evident that the main function of the national monument designation is to keep tourists out of the fossil beds
- It was a lovely visit
- It was a very tiring trip. We had been driving from Salt Lake City and everyone was hungry and tired. Thanks. Your customer service at the center was superb.
- Junior Ranger program was a huge hit. We now want to go to Craters of the Moon and do the same.
- Just that you should make it totally clear where to begin visit, with a sign more clearly marked by the road
- Lady at visitor center (survey lady) was excellent

- Loved the dinner cruise
- Loved the Hagerman Horse fossil. Visited family in Kuna. We are from Phoenix. We purchased two children's books. Flexibility in programming is important when on a long road trip.
- Maintain trail better. Too many tumbleweeds in path. Better identification markers of visible ruts.
- Minidoka needs more
- More about actual digs and plans for the future
- More information about historical animals in the area would be interesting
- My friend and I went to the visitor center - she bought a video to share when she got home. While there I visited the Hunt Home open during WWII. It was very good.
- Need better signage to locate visitor center
- Need sign coming from east on interstate instead of having to backtrack from Bliss. Has changed very little since early 90's when visited before.
- Nice video and displays at visitor center. Rangers were very helpful, knowledgeable, and friendly.
- Nice visitor center, but wish it were closer to fossil beds. Did not visit fossil beds because of distance and timing.
- Not well advertised or publicized. This site and fossils are true treasures.
- Park rangers were very personable and helpful
- Passed the visitor center twice before finding it - need better signage. Signage at Snake River did not match well with what we were looking at. No signage at Oregon Trail Overlook. A lot of driving for only two field sites.
- Please finish the Minidoka exhibit
- Please post signage/directions at I-84 exit and along the way (mileage). Would have loved to see something in situ. Enjoyed Oregon Trail hike. As a bonus and for the first time, learned about Minidoka. Didn't have time on this to visit Minidoka NHS, but found out about it here and was very interested to go. I will go on a future trip to area.
- Please put in some picnic tables and benches - especially at the overlook. Birding information would be great - so near the raptor area.
- Ranger for program was very good and knew her stuff. She made it fun and engaging for everyone. (Ranger Deanna)
- Rangers very knowledgeable, friendly, and helpful. Great, short visit. More fossils.
- Rangers were very nice. Would have been nice to know times of ranger talks on website ahead of time.
- RV parking at Minidoka is lacking. Information kiosks on Oregon Trail could be improved.
- Signs - easy to read and follow. Public awareness. Better signs. Many that live in Idaho have never heard of Hagerman Fossil beds.
- Staff was great. Very positive.
- Thanks. Guide at visitor center excellent. Learned much.
- The history of the horse
- The new female ranger was great. Just arrived two weeks prior. Very personable and dynamic. Helpful. She is great for the park system.
- The sign said fossil bed and Bell Rapid. We did not see either.
- The two rangers were so friendly, knowledgeable, and excellent park service reps
- This survey is way too long
- Understand opportunity to expand. Ranger-led talk times need to be on web.
- Very disappointed because the signs from the freeway made it out to be able to see actual fossil beds
- Very friendly and helpful rangers. Good kid activities in the visitor center.

- Very friendly staff
- Very friendly, great place to stop off on road trip - would have liked a bit of outside attractions/education
- Very helpful ranger. Thank you. Please plant more trees for shade at ranger station in Hagerman.
- Very interested to come back
- Very pleasant experience, visitor center personnel were great, wish they had souvenirs to buy
- Very small visitor center. Disappointed the beds were not on that site. We wanted to see Oregon Trail, fossil beds and the Minidoka site. We were unaware of the possibilities until we came to the museum. We were just passing through and were disappointed we could not spend more time. Everything was very spread out.
- Visit would have been more meaningful/enjoyable if the visitor center was on site. We were very lucky to run into Ms. Ash out at Minidoka. She was a wealth of information. Please thank her for her time.
- Visited on return trip from Yellowstone National Park
- Visitor center great. Self-guided tour, brochure was good, but trail and roadside exhibits are faded and/or shot at. These should be replaced. Also the Oregon Trail markers for the wagon ruts were not replaced after the fire a couple of years ago. My visitors would have found this interesting to look at, while walking the half-mile loop trail. Did not visit Minidoka National Historic Site due to time constraints on this trip, but will in future, as we are interested in it.
- Was very enjoyable and informative
- We could not find ruts on the trail and would have liked to. The Minidoka exhibit was like going into a very neglected and sad orphanage.
- We didn't allow enough time. Didn't understand the size of the National Monument. Next time I will allow half a day.
- We enjoyed our visit and stay; however, with a little one, a cooler time would be better and guided tours would be helpful. Better planning on my part.
- We enjoyed seeing all of it. We would come back in the future to learn more if we do come in that area. Thank you.
- We had a great time and loved all the fossils and displays you had in the visitor center. Please put in even more. We'd love to participate in a ranger guided day hike through the fossil fields. We'll even help dig. We really liked your ranger from DC? GA?
- We had no idea that such a small visitor center could hold such a wealth of geology, fossils, and history
- We have missed a true opportunity for this national monument. Not having access to where the fossils are excavated is unacceptable. The visitor center step-by-step process of how fossils are excavated describes how important it is for scientists to document the material and environment around the fossils. Without the context, the fossils lose much of their meaning. I was very disappointed walking on the trails to learn from signage to visit the visitor center to see fossils. I imagine that this national monument is amazing, but the public is not a part of it. My hope is to return one day and find that you have found a safe way to bring the public to the treasure. Recommendations/ideas: Move visitor center into park. River tour with binoculars (can you see fossils safely from river?). Virtual reality glasses (allow a person to be there safely). Talk to Yellowstone about how to safely get people around dangerous conditions/environment. How do you protect scientists that are excavating? Thanks for the opportunity to give feedback.
- We saw a film at the visitor center but purchased another that was much more interesting. Perhaps post times and show both (or more) films.
- We saw it on the map and planned to stop, thinking we would be walking on trail where fossils were found. Somehow visiting from an overlook is not exciting. We did not know that the Oregon Trail was part of the package, who and when found the horse? Is there current work? I really have not learned much of the history of the fossil beds. I love national parks and national monuments. This

- one was disappointing. We expected to walk to see fossils in situ. We didn't expect to be so far away from the action.
- We stopped by on a road trip across the country. We did not plan to stop there, but our hotel had a brochure on it.
 - We were pulling a 5th wheel trailer - parking was a problem
 - We were really impressed by the attention given us by the man and young woman rangers
 - Well, a little disappointed that we're unable to see the fossil beds. We specifically planned 2-3 hours detour to see the beds (not what we envisioned).
 - Wish there were self-tour packages for groups traveling in the area - to help travelers know what opportunities are in the area
 - Wish we could see the fossils closer in the park
 - Wish we had more time and came earlier in the day when cooler
 - Wonderful staff. Very knowledgeable. Thank you.
 - Would have liked to see an actual excavation site or at least more visual information on how the fossils are located and excavated and then cleaned up
 - You should advertise in western Canada. We had no idea any of this existed.
 - Your country is beautiful however your local maps and identifying signs to parks and views are terrible. Spent more time trying to find locations than in them. Malad closed too early. Fix your signs, more, bigger, closer.
 - Your summer temporary ranger was excellent. I can't recall her name, but she was from Atlanta and going to school at Auburn.

Appendix 1: The Questionnaire



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: www.nps.gov/hafo
<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"/>	<input type="radio"/>	Other, this visit (Specify) _____
<input type="radio"/>	<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 or 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) Community	Information			b) Services used		
	Gas	Food	Lodging	Gas	Food	Lodging
<input type="radio"/> Gooding, ID	<input type="radio"/>					
<input type="radio"/> Hagerman, ID	<input type="radio"/>					
<input type="radio"/> Jerome, ID	<input type="radio"/>					
<input type="radio"/> Twin Falls, ID	<input type="radio"/>					
<input type="radio"/> Other (Specify below) _____	<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 1/4, 1/2, 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.

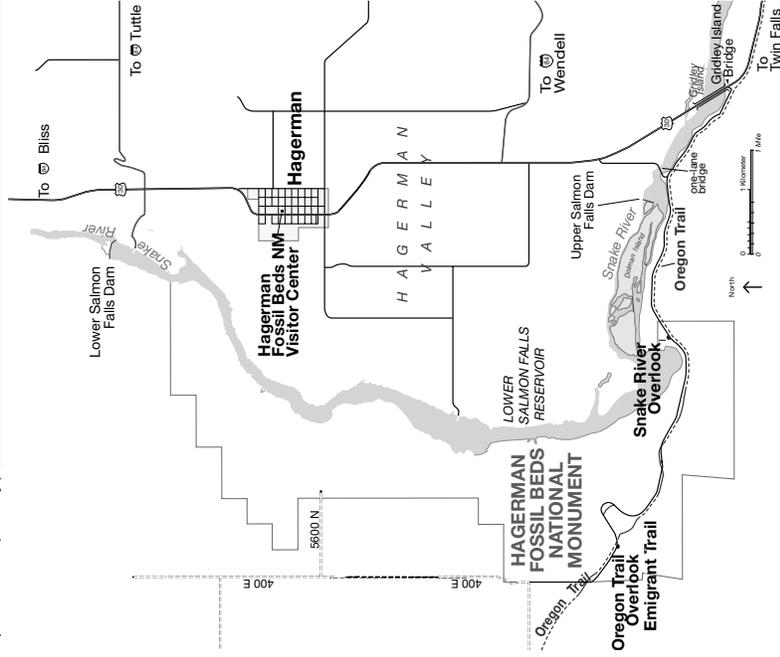
Please rate the following aspects of this program/talk. Please mark (●) one for each.

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



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) Learned about topic	b) Interest in topic 1=Not interested 2=Somewhat interested 3=Moderately interested 4=Very interested 5=Extremely interested	c) Amount of information received 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"/>	<input type="radio"/>	Other—this visit (Specify) _____
<input type="radio"/>	<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.

Resource/attribute	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 As a volunteer in the park
- Indoor exhibits Children's activities
- Roadside exhibits Ranger-guided walks/talks
- Trailside exhibits Self-guided tours
- Living history/costumed interpretive programs
- Park website: 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) _____

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.

EXPENDITURES
a) Inside park b) Outside park

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**.

- Some high school
- Bachelor's degree
- High school diploma/GED
- Graduate degree
- 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 Yes No
- b) Road Scholar group (i.e. elderhostel) Yes No
- c) School/educational group Yes No
- d) Other (scouts, work, church, etc.) Yes 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 (●) **one**.

- 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 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

20. a) For you only, which category best represents your annual **household** income? Please mark (●) **one**.

- Less than \$24,999
- \$50,000-\$74,999
- \$150,000-\$199,999
- \$25,000-\$34,999
- \$75,000-\$99,999
- \$200,000 or more
- \$35,000-\$49,999
- \$100,000-\$149,999
- Do not wish to answer

b) How many people are in your household? _____ Number of people

c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) "None" or specify the amount forgone.

- None **OR** Amount forgone \$ _____

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

a) Current age _____ c) Number of visits to Hagerman Fossil Beds NM (including this visit) Lifetime _____

b) U.S. ZIP code or name of country other than U.S. _____

Yourself _____

Member #2 _____

Member #3 _____

Member #4 _____

Member #5 _____

Member #6 _____

Member #7 _____

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

	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>					
No, not Hispanic or Latino	<input type="radio"/>					

Yes, Hispanic or Latino

No, not Hispanic or Latino

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 NIM 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 NIM?

25. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Hagerman Fossil Beds NIM 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.

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VISITOR SERVICES PROJECT
PARK STUDIES UNIT
COLLEGE OF NATURAL RESOURCES
UNIVERSITY OF IDAHO
875 PERIMETER DRIVE
MOSCOW ID 83843-9960

Appendix 2: Additional Analysis

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

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

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

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

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, we used five variable group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and visitor's place of residence proximity to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor's place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and non-respondent's average age and group size. The p-values represent the significance levels of these tests. If the p-value is greater than 0.05, the two groups are judged to be insignificantly different.

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

1. Respondents from different group types are equally represented
2. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park
3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park
4. Average age of respondents – average age of non-respondents = 0
5. Average group size of respondents – average group size of non-respondents = 0

As shown in Table 3 to Table 6, the p-value for respondent/non-respondent comparisons for age is less than 0.05, indicating significant differences between respondents and non-respondents. The differences, however, were not found in other variables with the p-values are greater than 0.05. The non-response bias is judged to be insignificant.

References

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