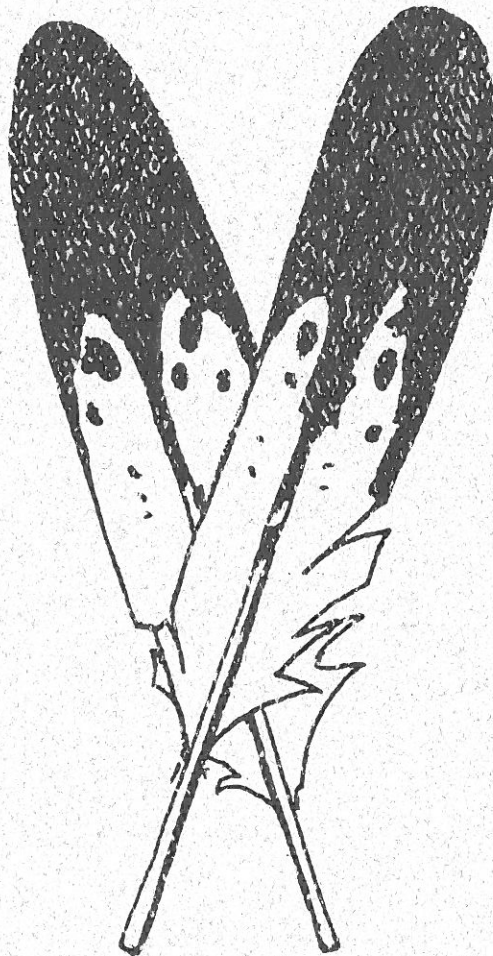

Visitor Services Project
Nez Perce
National Historical Park



Visitor Services Project Report 68
Cooperative Park Studies Unit



Visitor Services Project Nez Perce National Historical Park

Margaret Littlejohn

Report 68

May 1995

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Jeannie Harvey, David Smith, Francis Achana, Emma Kossman, Kristin FitzGerald, Teresa Hathaway, Andy Anderson and the staff at Nez Perce National Historical Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Visitor Services Project Nez Perce National Historical Park

Report Summary

- This report describes the results of a visitor study at Nez Perce National Historical Park during July 17-23, 1994. A total of 1178 questionnaires were distributed and 899 returned, a 76% response rate.
- This report profiles Nez Perce visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (69%). Groups often consisted of two people (50%); over one-fourth were three or four people (27%). The most common visitor ages were 46-70 years old (32%), and 15 years or younger (18%). Most (79%) were first time visitors to the park. International visitors comprised 4% of all visitors. Twenty-eight percent of international visitors came from Canada and 27% from Germany. United States visitors came from Idaho (18%), Washington (15%), California (13%), Oregon (13%) and 44 other states.
- Common activities for visitors were visiting the visitor center (76%), learning Nez Perce history (52%), taking photographs (46%) and visiting historical or archeological sites (41%). Most visitors stayed two hours or less at the site where they received the questionnaire.
- Almost two-thirds of the visitors (64%) cited learning Nez Perce history as a reason for visiting the park. Seventy-four percent of visitors said they visited to learn about history. Two topics were of primary interest: history of the Nez Perce region and the Nez Perce tribe and people, each selected by 69% of the visitors.
- Over one-third of the visitors (36%) had received no information about the park prior to their visit. Previous visits, maps and brochures were the most used sources of information.
- The most visited park sites were Lolo Pass Visitor Center area (32%), Big Hole Battlefield (31%), White Bird Battlefield (29%), and Spalding (21%).
- The most used services were the visitor center exhibits (75%), park brochure/map (63%) and information from park employees (51%). Ranger-led programs/tours was the service which received the highest ratings in importance and quality.
- The most used facilities were the highway historical signs (71%), highway directional signs to park sites (65%) and restrooms (63%). Interpretive trail signs was the service which received the highest ratings in importance and quality.
- In the future, the educational subjects visitors would most like to learn about are history of the Nez Perce, Lewis and Clark Expedition, the Nez Perce War of 1877 and pioneers/settlers. Half of the visitors (50%) said they would like more contact with the Nez Perce tribe/people in the future.
- Visitors' most frequent starting locations on the day they received the questionnaire were Lewiston, Idaho; Missoula, Montana and Joseph, Oregon. These three towns were also visitors' most often listed destinations on the day they received the questionnaire.
- Visitors made many additional comments.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844-1133 or call (208) 885-7129.

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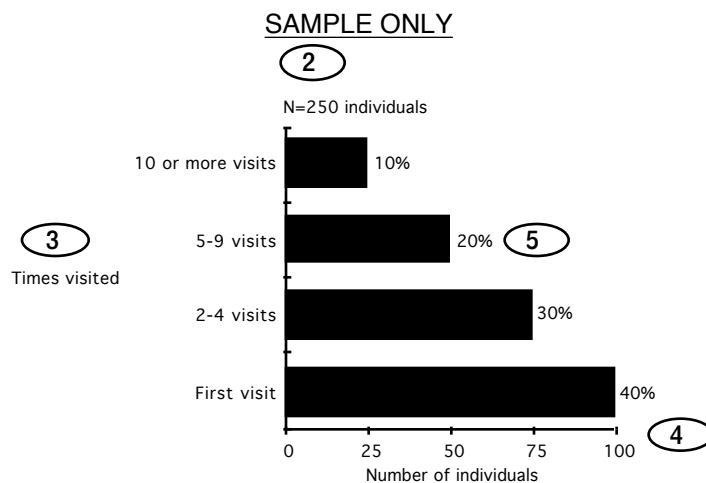
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INTRODUCTION

This report describes the results of a study of visitors to Nez Perce National Historical Park (referred to as "Nez Perce"). This visitor study was conducted July 17-23, 1994. The study was conducted by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. A Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

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



1 Figure 4: Number of visits

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

Interviews were conducted and questionnaires distributed to a sample of visitors using Nez Perce National Historical Park during July 17-23, 1994. Visitors completed the questionnaire during or after their trip and then returned it by mail.

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they stopped at various locations in the park: Spalding Visitor Center and picnic area, White Bird wayside exhibit and auto tour, Old Chief Joseph's Gravesite, Big Hole Battlefield, Bear Paw Battlefield, U.S. Forest Service Lolo Pass Visitor Center, East Kamiah, and Canoe Camp.

A total of 1178 questionnaires were distributed at eight locations (see Table 1). The proportion of questionnaires distributed at each location was based on estimates of the proportion of total visitation to each location during the previous July. Table 1 also shows the number and proportion of questionnaires returned from each location. The table shows the response rate (number of questionnaires returned compared to those distributed) for each location.

Table 1: Number and proportion of questionnaires distributed and returned at each location

Distribution location	Questionnaires distributed		Questionnaires returned		Response rate
	Number	% of total	Number	% of total	%
Spalding Visitor Center/picnic area	277	24	206	23	74
White Bird wayside exhibit/auto tour	263	22	189	21	72
Big Hole Battlefield	260	22	207	23	80
U.S. Forest Service Lolo Pass Visitor Center	160	14	123	14	77
Old Chief Joseph's Gravesite	140	12	115	13	82
Bear Paw Battlefield	42	4	35	4	83
Canoe Camp	22	2	14	2	64
East Kamiah	15	1	10	1	67
GRAND TOTAL	1178	101%	899	101%	76%

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the stamped questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, second replacement questionnaires were mailed to a random sample of the visitors who had not returned their questionnaires.

**Questionnaire
design and
administration
(continued)**

Returned questionnaires were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Data analysis

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 892 groups, Figure 3 presents data for 2453 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 899 questionnaires were returned, Figure 1 shows data for only 892 respondents.

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

**Sample size,
missing data
and
reporting
errors**

Limitations

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

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 17-23, 1994. The results do not necessarily apply to visitors using other sites in the park or to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

**Special
Conditions**

The week of July 17-23, 1994 was extremely hot throughout much of the area of Nez Perce National Historical Park. The temperatures, which exceeded 100°F. in some locations, may have affected what visitors did, whether they stopped at some sites, or the length of time they stayed.

RESULTS

A total of 1,253 visitor groups were contacted; 94% accepted questionnaires. Eight hundred and ninety-nine visitor groups completed and returned their questionnaires, a 76% response rate. **Visitors contacted**

Table 2 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias was insignificant.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	1177	47.3	884	48.5
Group size	1171	3.7	892	3.7

Figure 1 shows group sizes, which varied from one person to 75 people. Fifty percent of visitors came in groups of two people; 27% came in groups of three or four. Sixty-nine percent of visitors came in family groups (see Figure 2). "Other" groups included co-workers, elder hostel, Indian Health Board, and a raft trip group. **Demographics**

Figure 3 shows the varied age groups; the most common was visitors aged 46-70 (32%). Children aged 15 or younger made up 18% of the visitors. Most visitors (79%) were visiting Nez Perce for the first time (see Figure 4).

Visitors from foreign countries comprised 4% of all visitation. Map 1 and Table 3 show that most international visitors came from Canada (28%) and Germany (27%). Most United States visitors came from Idaho (18%), Washington (15%), California (13%) and Oregon (13%) with smaller proportions from 44 other states (see Map 2 and Table 4).

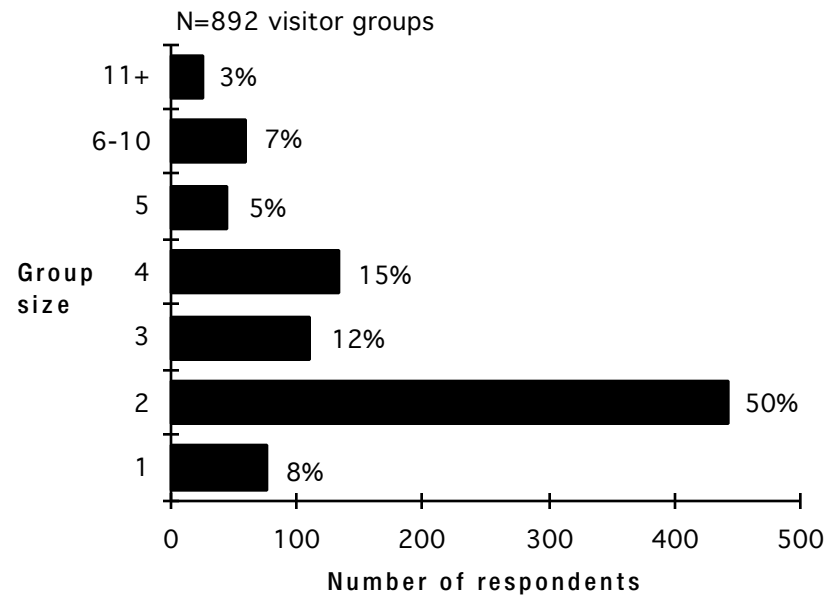


Figure 1: Visitor group sizes

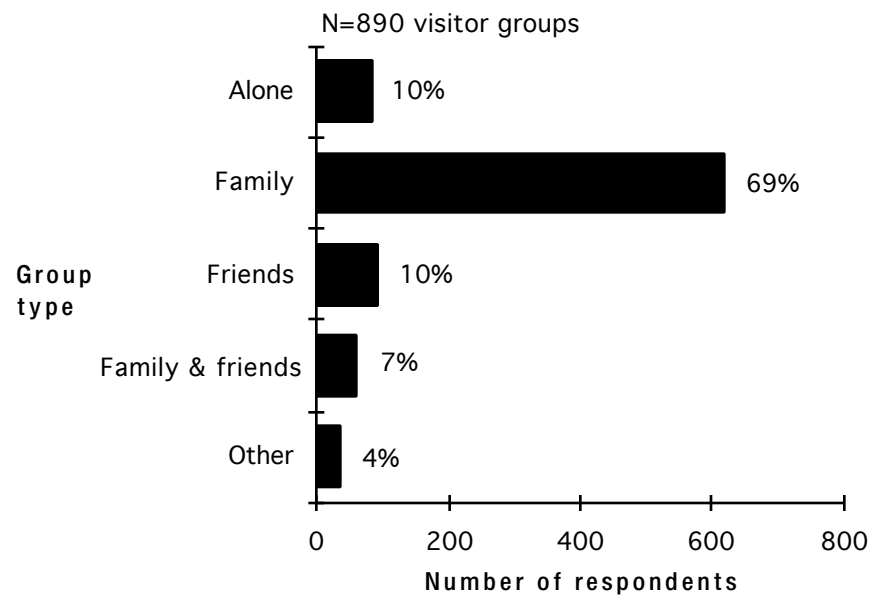


Figure 2: Visitor group types

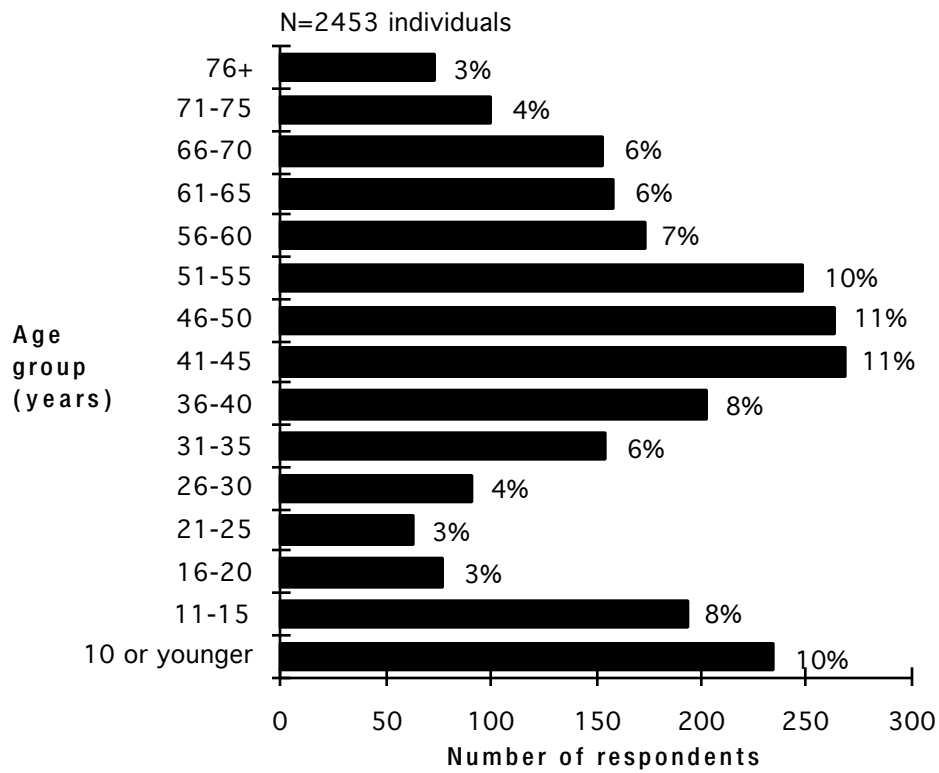


Figure 3: Visitor ages

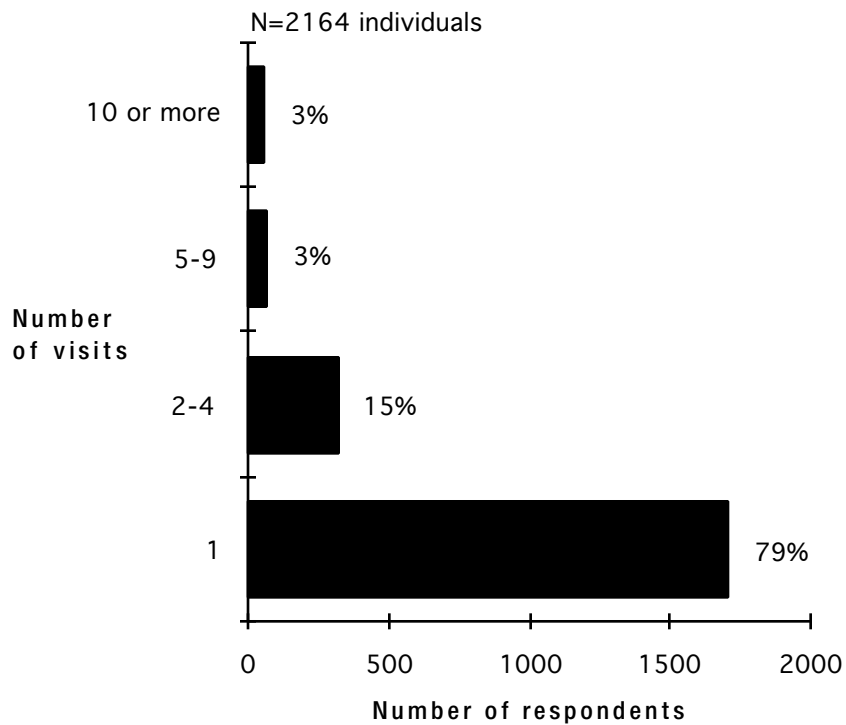
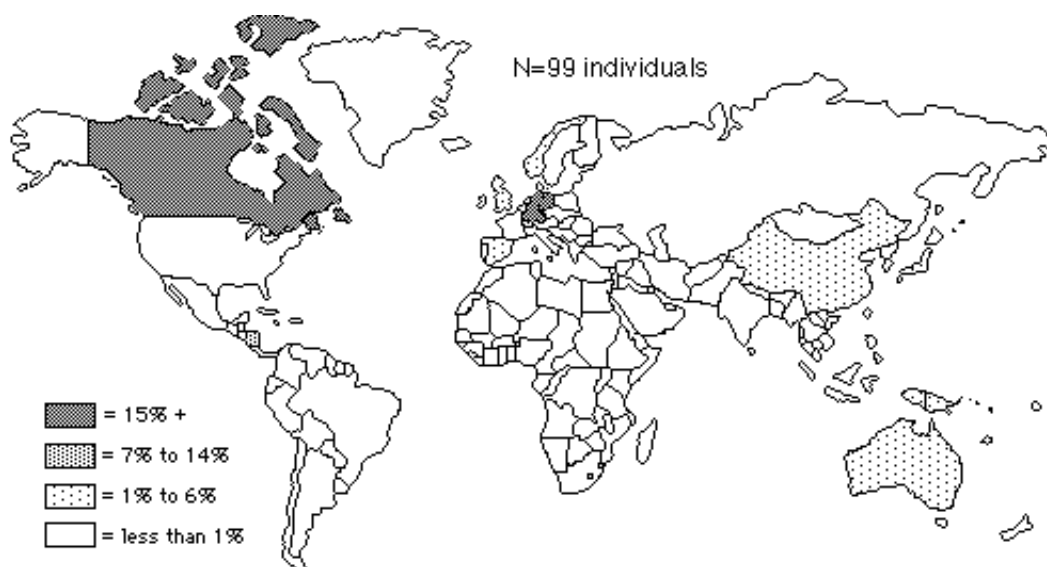


Figure 4: Number of visits

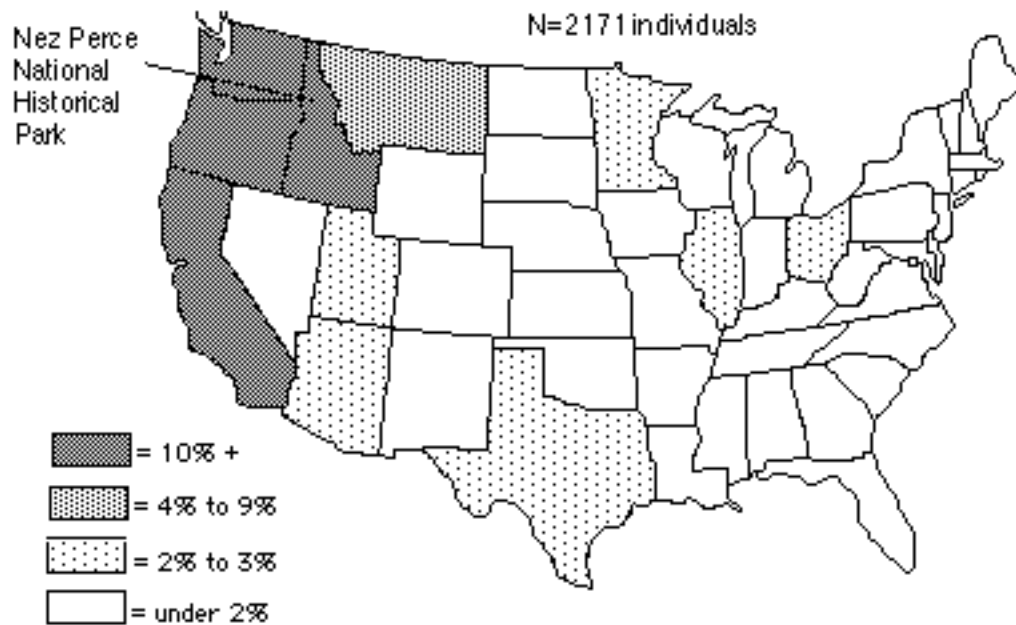


Map 1: Proportion of international visitors by country

Table 3: Visitors by country of residence

N=99 individuals;
percentages do not equal 100 due to rounding.

Country	Number of individuals	% of international visitors
Canada	28	28
Germany	27	27
Costa Rica	9	9
Switzerland	9	9
United Kingdom	7	7
Australia	6	6
Norway	6	6
Belgium	2	2
China	2	2
Japan	1	1
New Zealand	1	1
Spain	1	1



Map 2: Proportion of visitors from each state

Table 4: Proportion of visitors from each state

N=2171 individuals

State	Number of individuals	% of U.S. visitors
Idaho	384	18
Washington	326	15
California	287	13
Oregon	279	13
Montana	171	8
Texas	48	2
Utah	43	2
Illinois	42	2
Ohio	38	2
Minnesota	37	2
Arizona	35	2
Michigan	31	1
Colorado	30	1
New York	28	1
Florida	26	1
Wisconsin	26	1
Virginia	24	1
Nevada	22	1
N. Carolina	19	1
Pennsylvania	18	1
Missouri	16	1
Nebraska	16	1
Other states (26) + Washington, D.C.	225	10

Length of stay

Visitors were asked how much time they stayed at the Nez Perce site where they received the questionnaire on this visit. Over three-fourths of the visitors (89%) stayed up to two hours (see Figure 5). Of those staying less than one hour, most (83%) stayed up to one-half hour (see Figure 6).

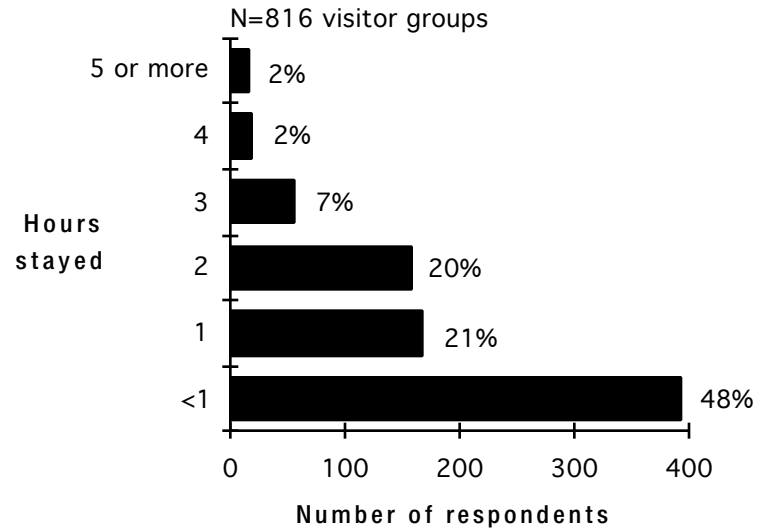


Figure 5: Length of stay (hours)

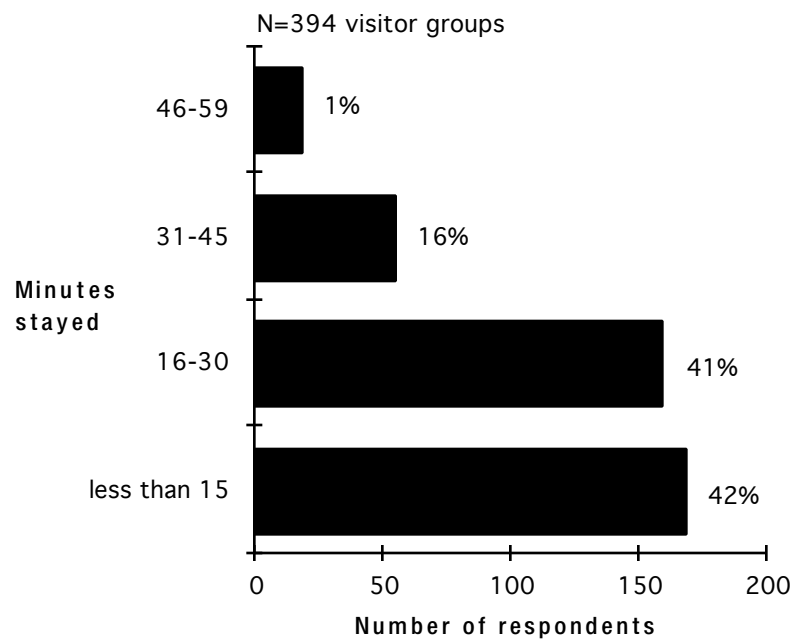


Figure 6: Length of stay (less than one hour)

Figure 7 shows the proportion of visitor groups who participated in various activities during this visit. Common activities were visiting the visitor center (76%), learning Nez Perce history (52%), taking photographs (46%) and visiting historical/archeological sites (41%). Twelve percent of the visitors described "other" activities they pursued, such as driving through, watching a video, using restrooms, talking to a ranger, camping, attending a tribal presentation, and resting.

Activities

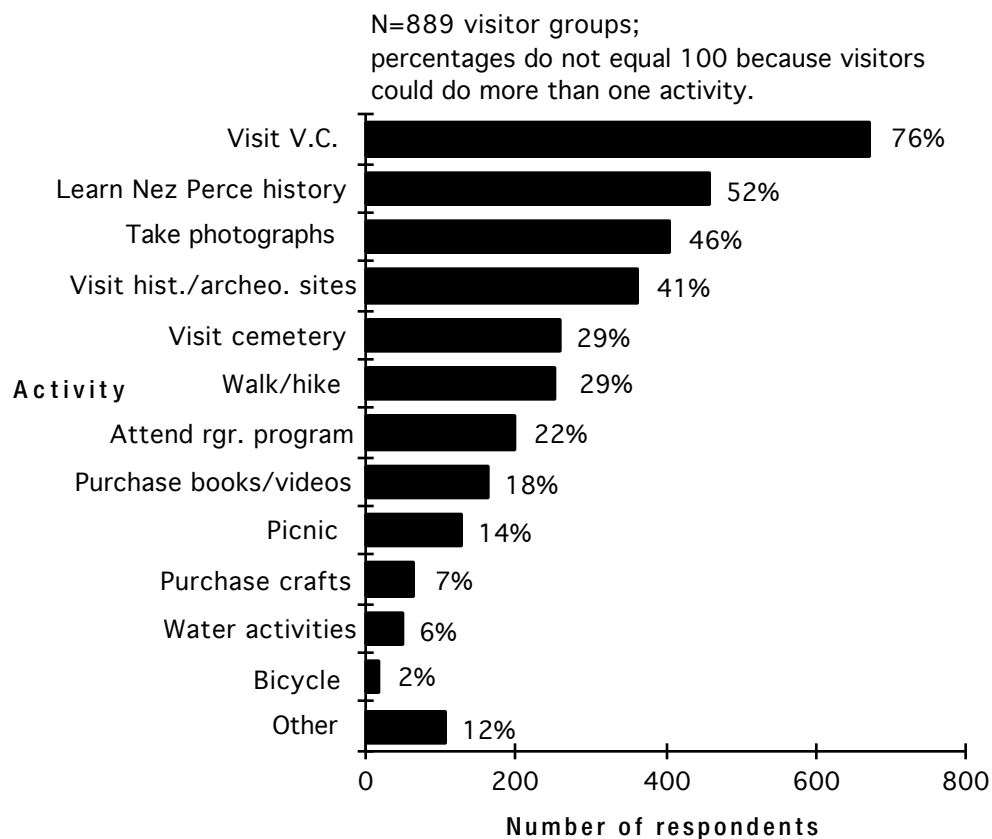


Figure 7: Visitor activities

**Reasons
for visit**

Visitors were asked their reasons for visiting Nez Perce on this visit. The most often identified reasons included learning about Nez Perce history and culture (64%) and taking a travel break (41%), as shown in Figure 8. "Other" reasons included out of curiosity to see what was there, driving by, to learn about Battle of Big Hole, visit the Old Chief Joseph's Monument, view scenery, to show children the site, and on a work group outing.

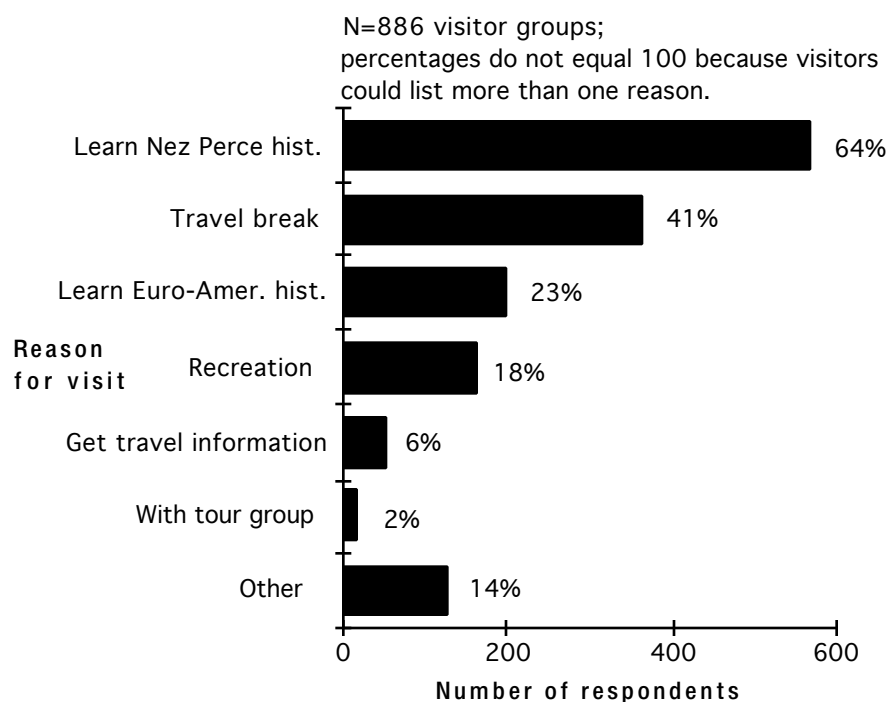


Figure 8: Reasons for visit

Many visitors (74%) said they visited to learn more about history (see Figure 9). Nineteen percent did not visit to learn history and 7% were not sure. Visitors who visited to learn more about history were asked to identify their primary areas of interest in Nez Perce history. Most visitors (69%) were primarily interested in an introduction to Nez Perce history and the Nez Perce Tribe/people (see Figure 10). "Other" subjects visitors identified included: Chief Joseph, military history, Battle of Big Hole, and interest in general history.

Interest in history; primary areas of interest

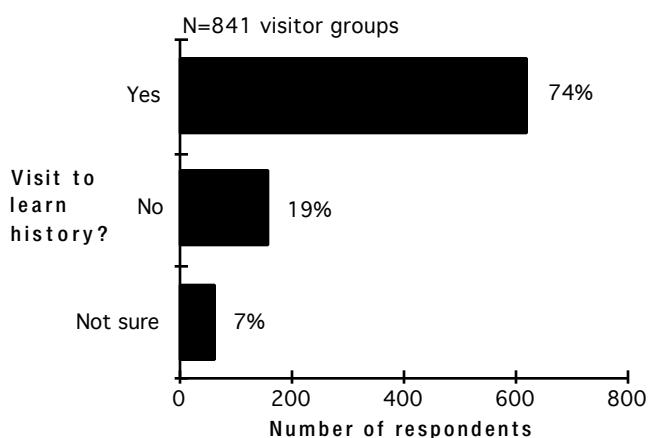


Figure 9: Proportion of visitors who visited to learn history

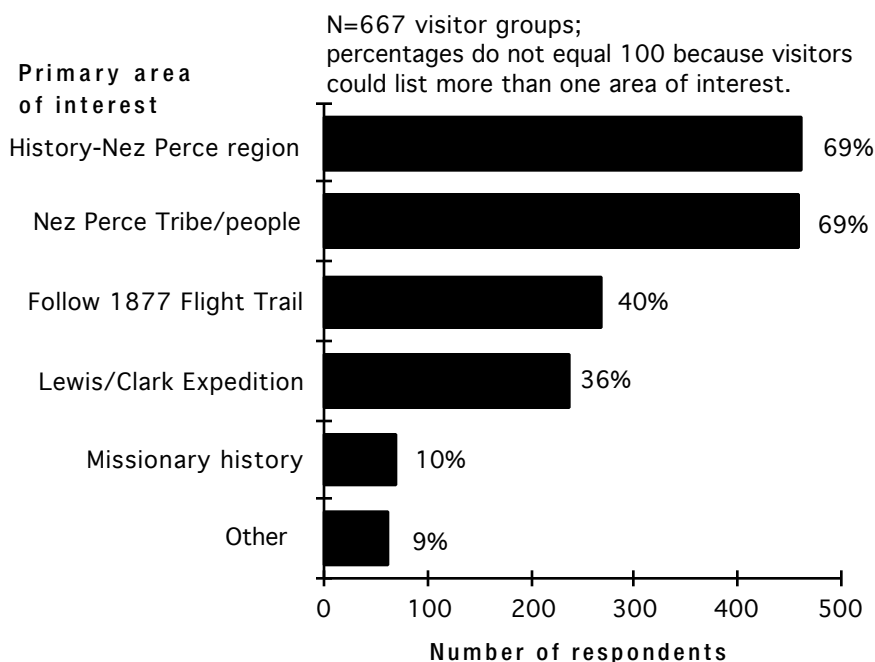


Figure 10: Primary areas of interest

Source of information

Visitors were asked "Prior to your visit, how did you and your group obtain information about Nez Perce National Historical Park?" More than one third (36%) did not receive any information prior to their visit. Sources included previous visits (23%), maps and brochures (22%) and friends and relatives (18%), as shown in Figure 11. "Other" sources of information included sign along the road, living or growing up in the area, school, chamber of commerce, history book, and museum.

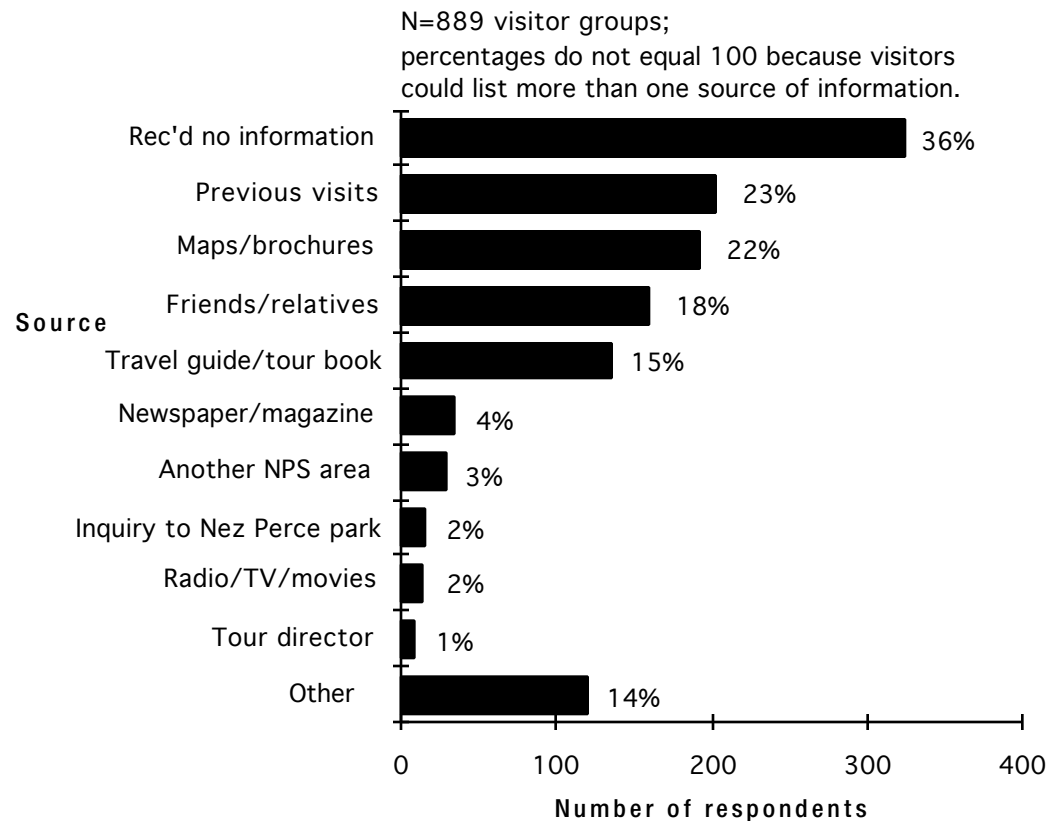


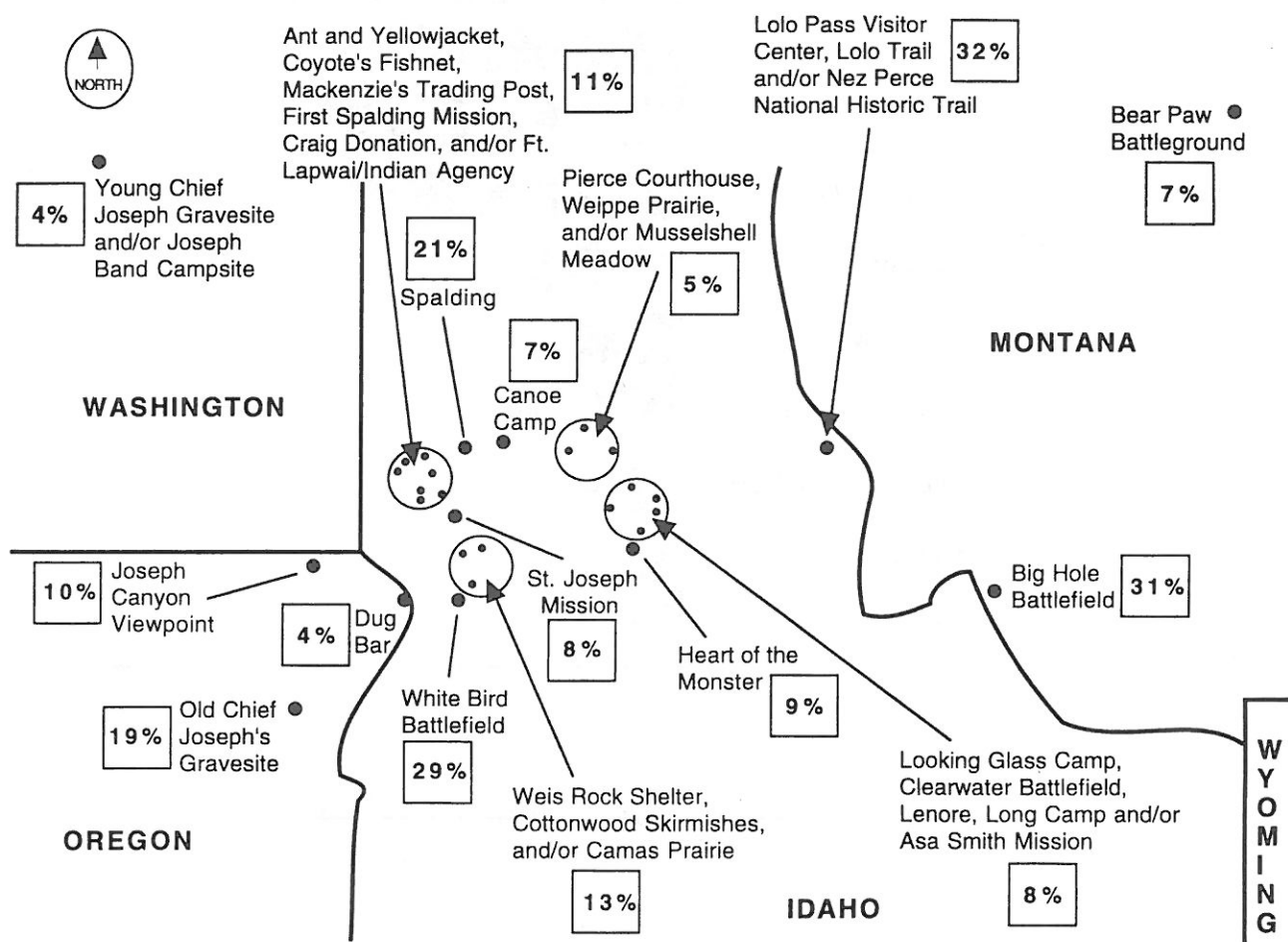
Figure 11: Sources of information

The park sites or groups of sites which were most visited were Lolo Pass Visitor Center, Lolo Trail and/or Nez Perce National Historic Trail (32%), Big Hole Battlefield, (31%), White Bird Battlefield (29%), Spalding (21%) and Old Chief Joseph's Gravesite (19%), as shown in Map 3. The least visited site was Young Chief Joseph Gravesite and/or Joseph Band Campsite (4%).

Park sites visited

Map 3: Park sites visited

N=839 visitor groups;
percentages do not equal 100 because visitors could visit more than one site.



**Visitor
services:
use,
importance
and quality**

The visitor services and facilities most used by visitors were the visitor center (75%), park brochure/map (63%), information from park employees (51%), and visitor center movie/video (46%), as shown in Figure 12. The least used service was the St. Joseph's Mission tour (2%).

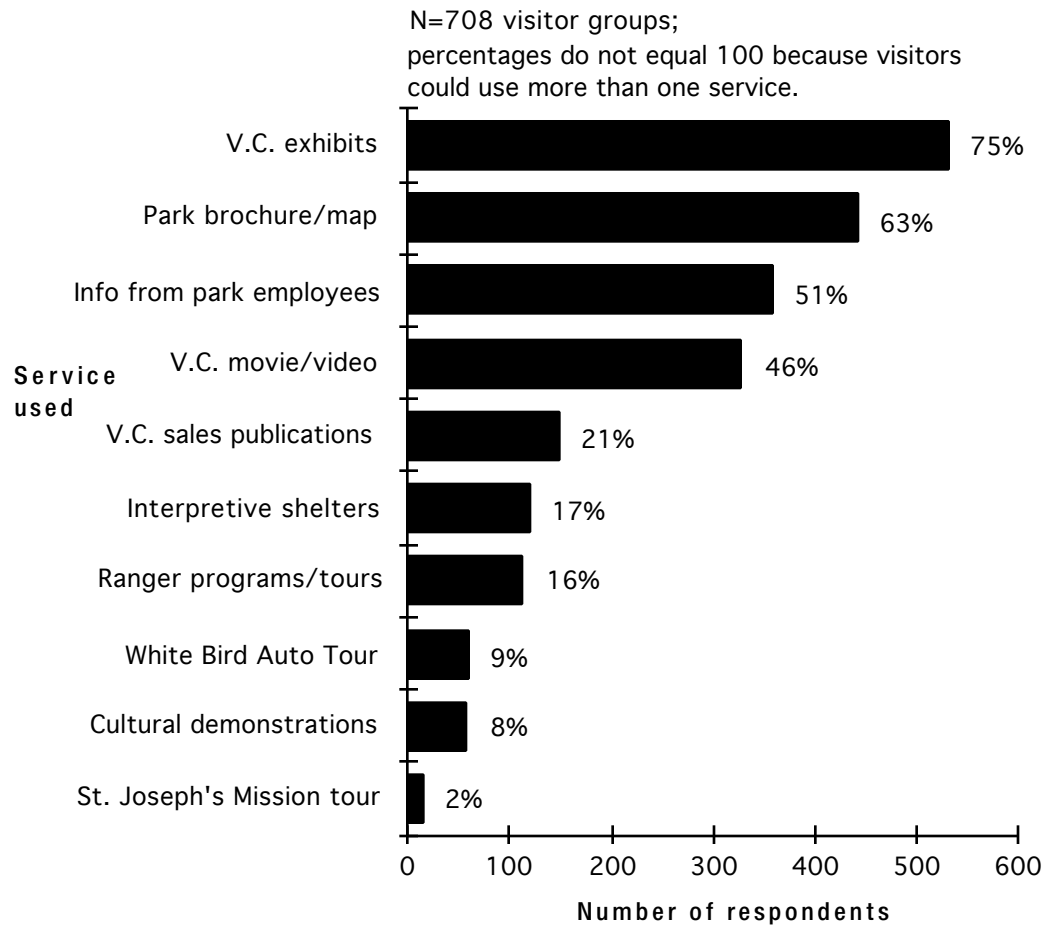


Figure 12: Use of visitor services

Visitors rated the importance and quality of each of the visitor services and facilities they used. They used a five point scale (see boxes below).

IMPORTANCE
1=extremely important
2=very important
3=moderately important
4=somewhat important
5=not important

QUALITY
1=very good
2=good
3=average
4=poor
5=very poor

Figure 13 shows the average importance and quality ratings for each service or facility. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 13. All services and facilities were rated above average in importance and quality. NOTE: the Saint Joseph Mission tour was not rated by enough people to provide reliable information.

Figures 14-23 show that several services or facilities received the highest "very important" to "extremely important" ratings: ranger-led programs/tours (86%) and interpretive shelters (78%). The highest "not important" rating was for the visitor center sales publications (9%).

Figures 24-33 show that several services were given high "good" to "very good" quality ratings: ranger-led programs/tours (89%), information from park employees (84%), park brochure/map (83%) and visitor center exhibits (83%). The services which received the highest "very poor" quality ratings were information from park employees, ranger-led programs/tours, and visitor center sales publications (each 6%).

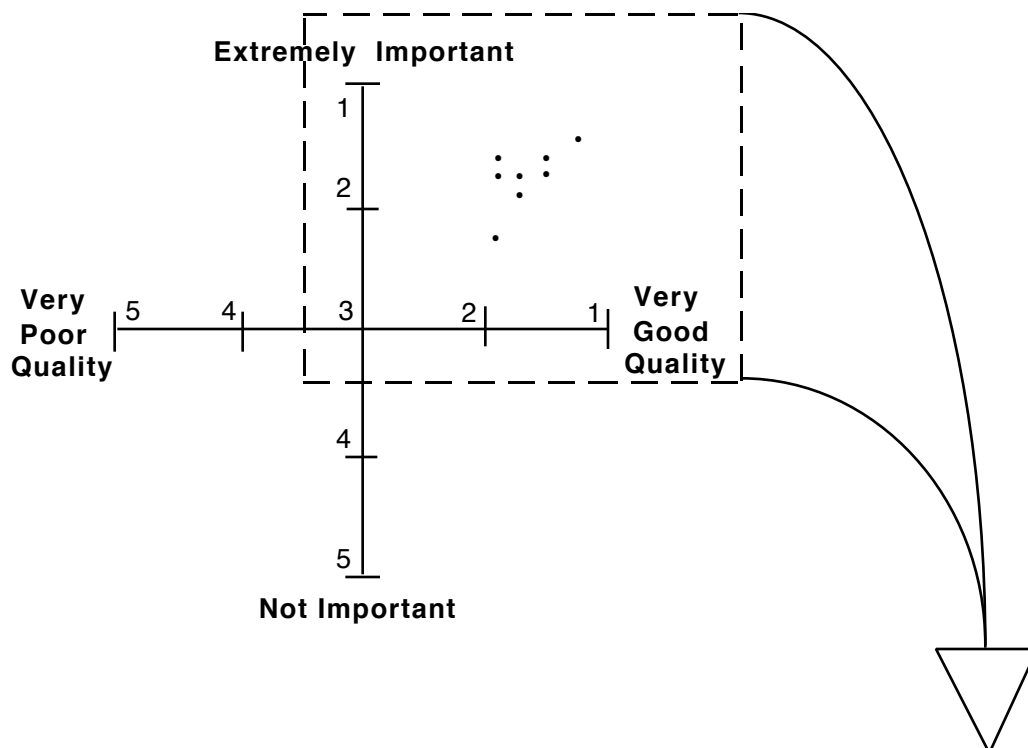


Figure 13: Average ratings of visitor service importance and quality

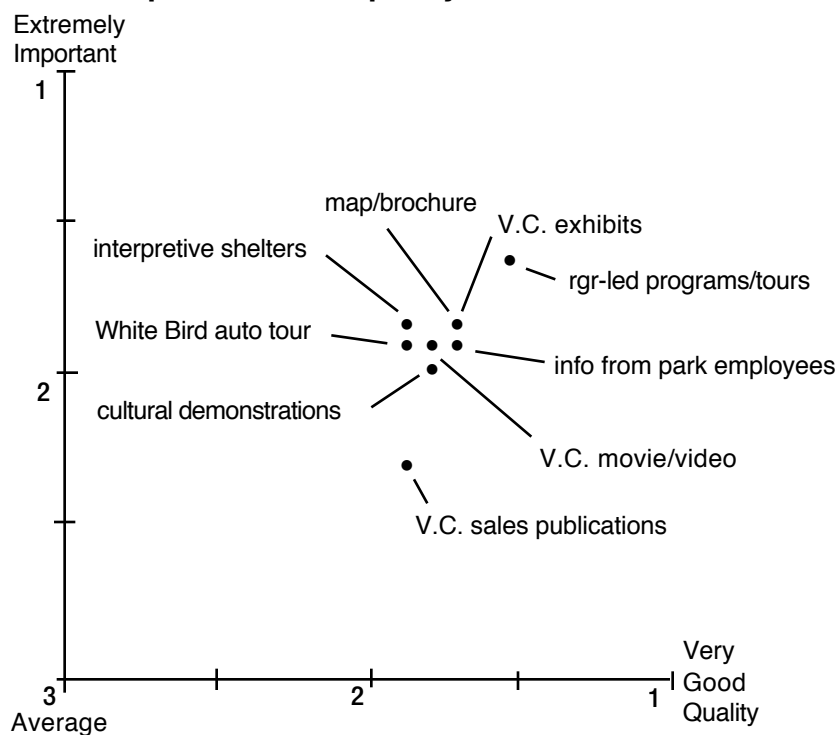


Figure 13: Detail

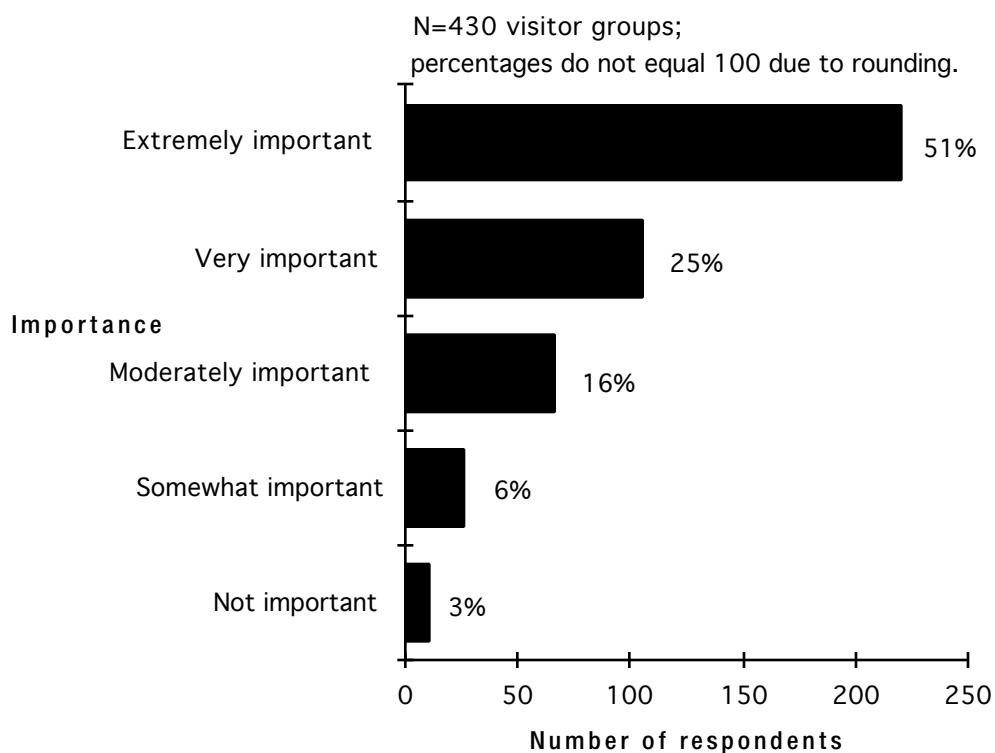


Figure 14: Importance of park brochure/map

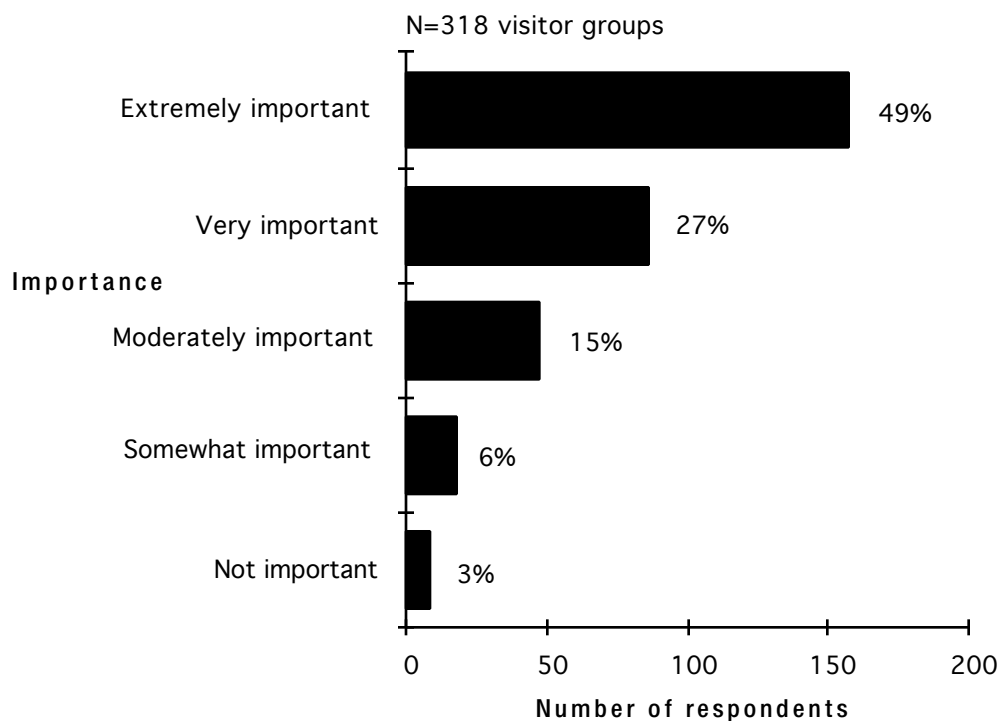


Figure 15: Importance of visitor center movie/video

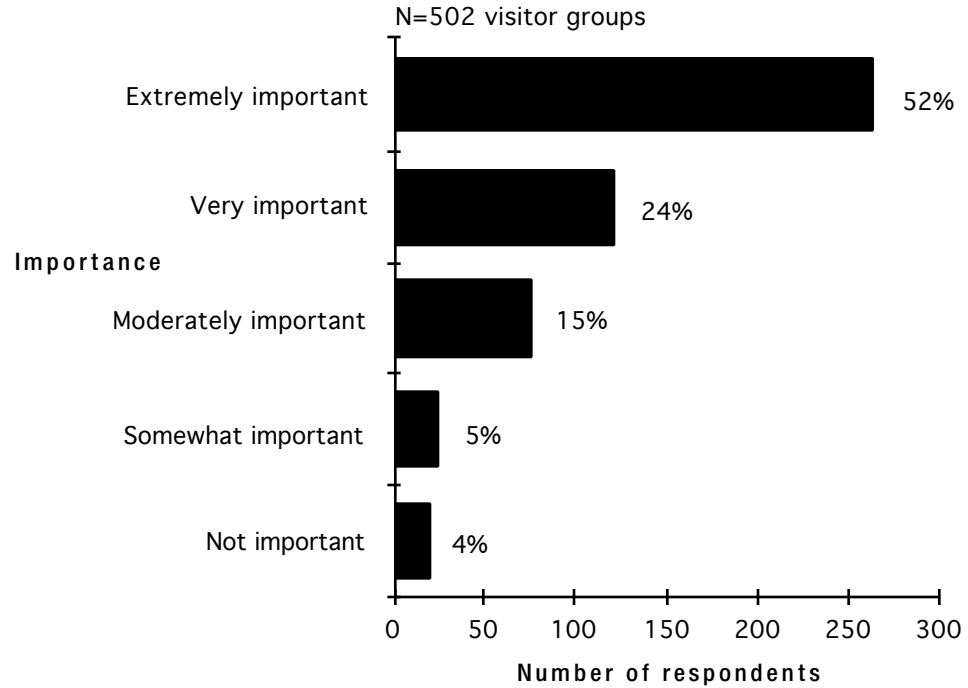


Figure 16: Importance of visitor center exhibits

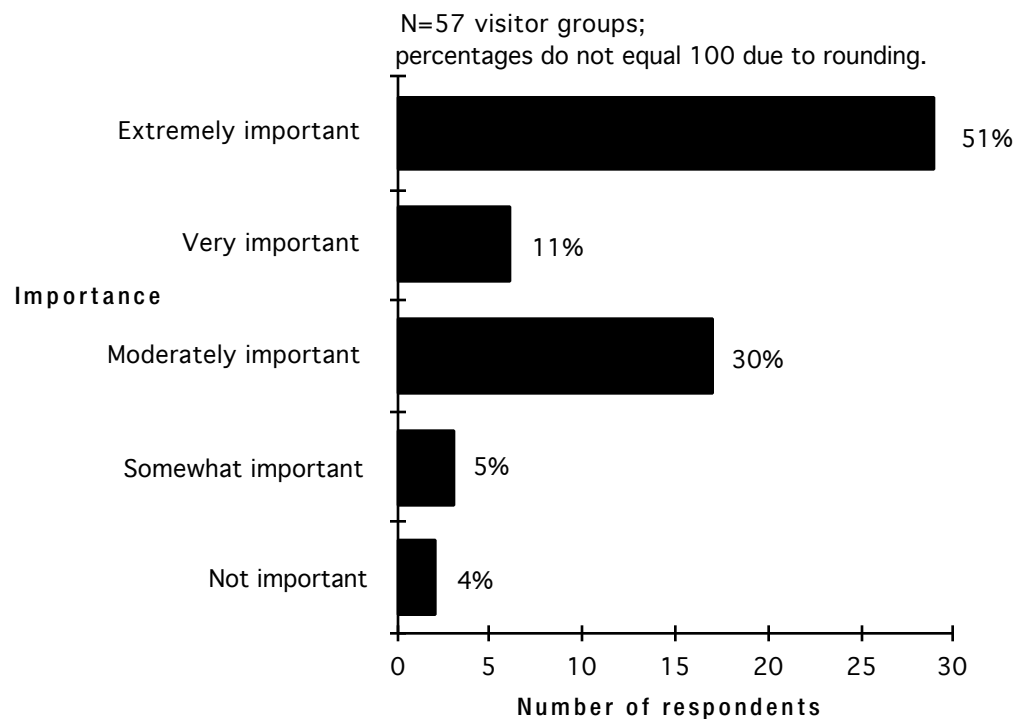


Figure 17: Importance of cultural demonstrations

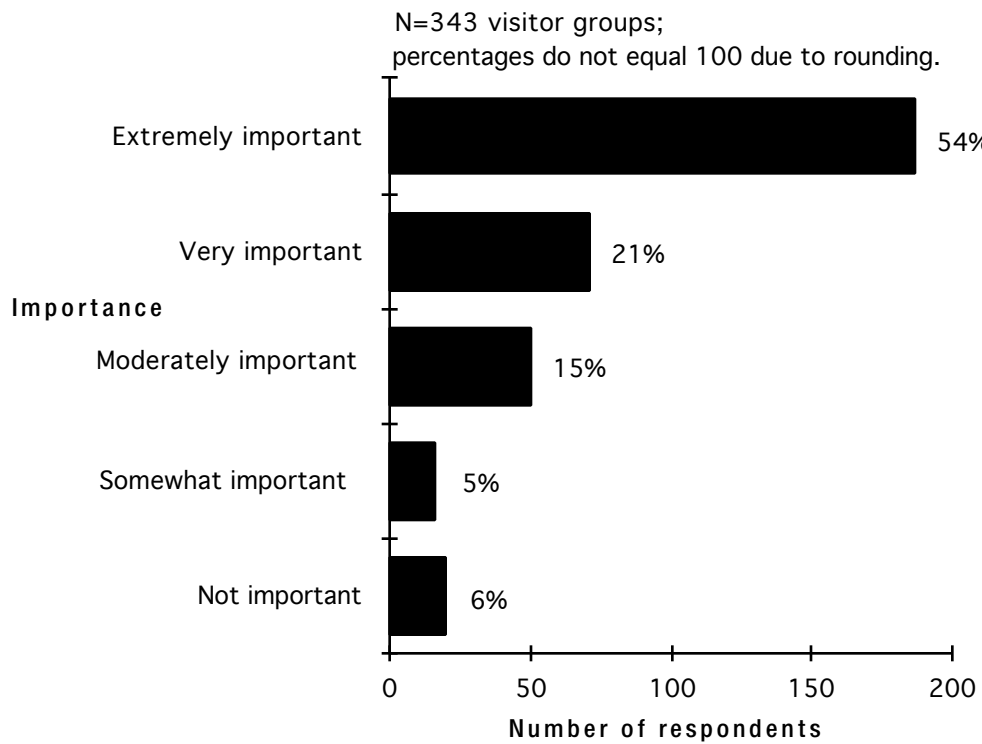


Figure 18: Importance of information from park employees

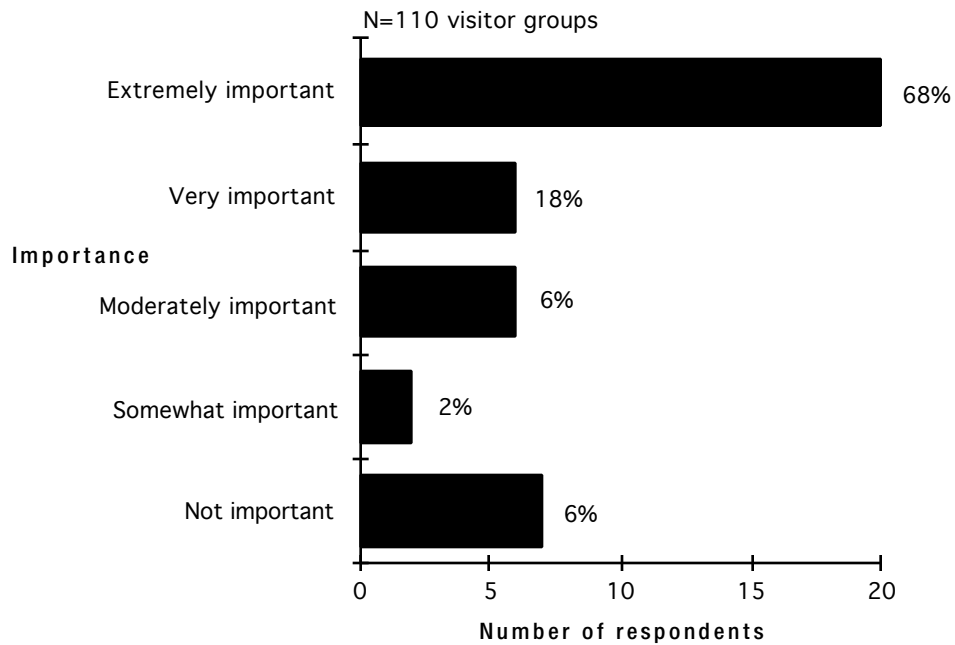


Figure 19: Importance of ranger programs/tours

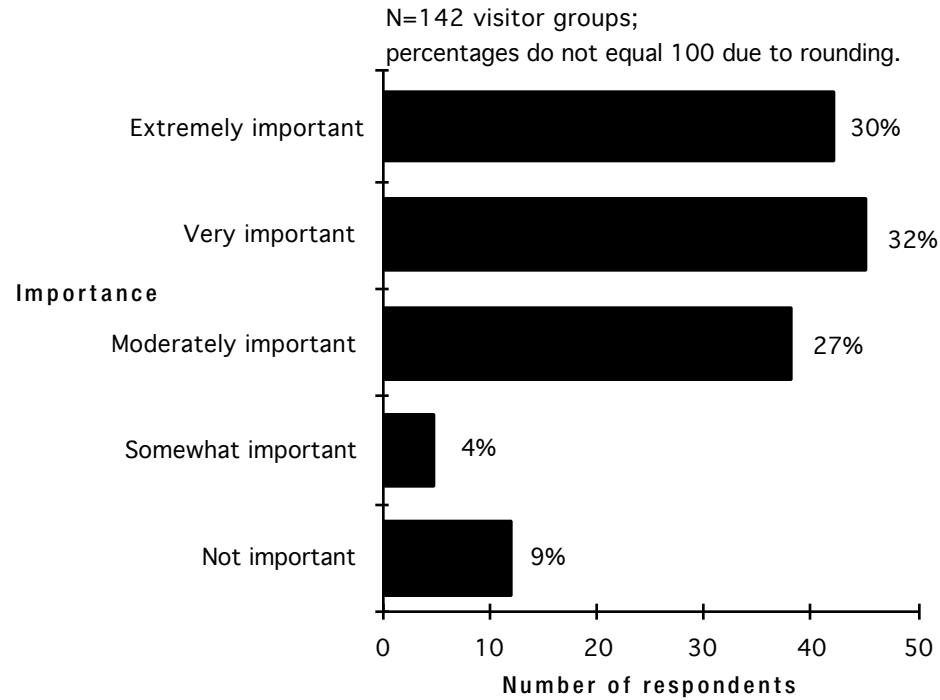


Figure 20: Importance of visitor center sales publications

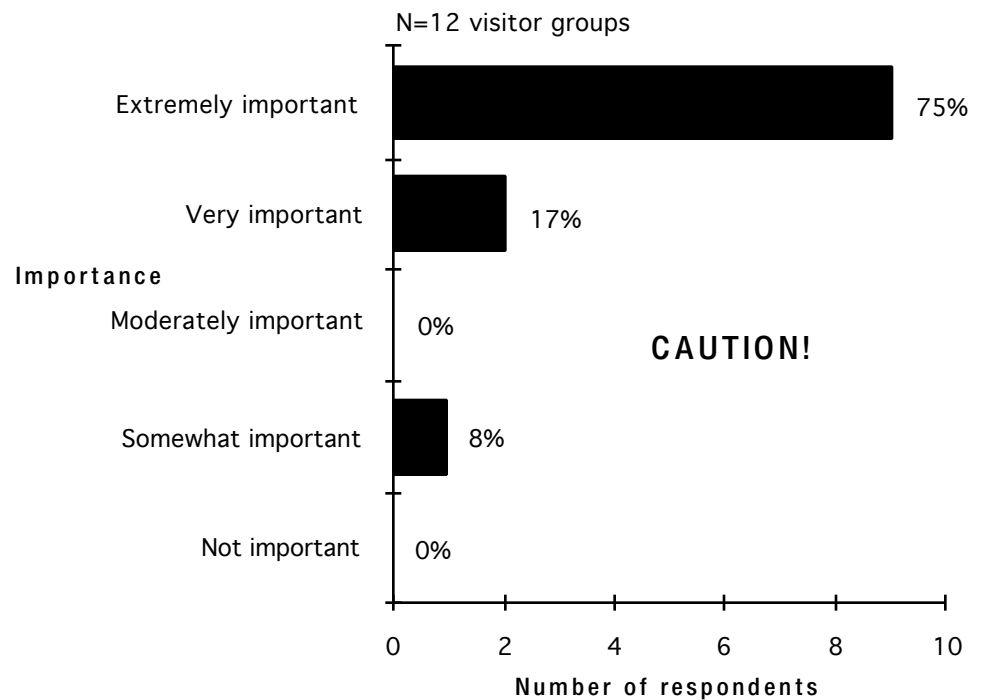


Figure 21: Importance of St. Joseph Mission tour

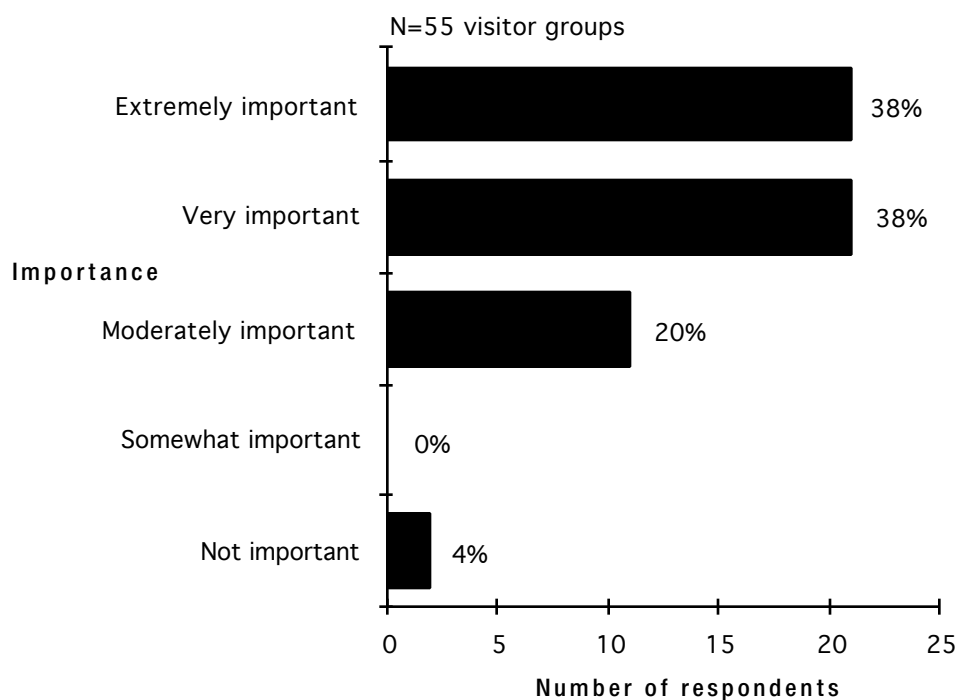


Figure 22: Importance of White Bird Auto Tour

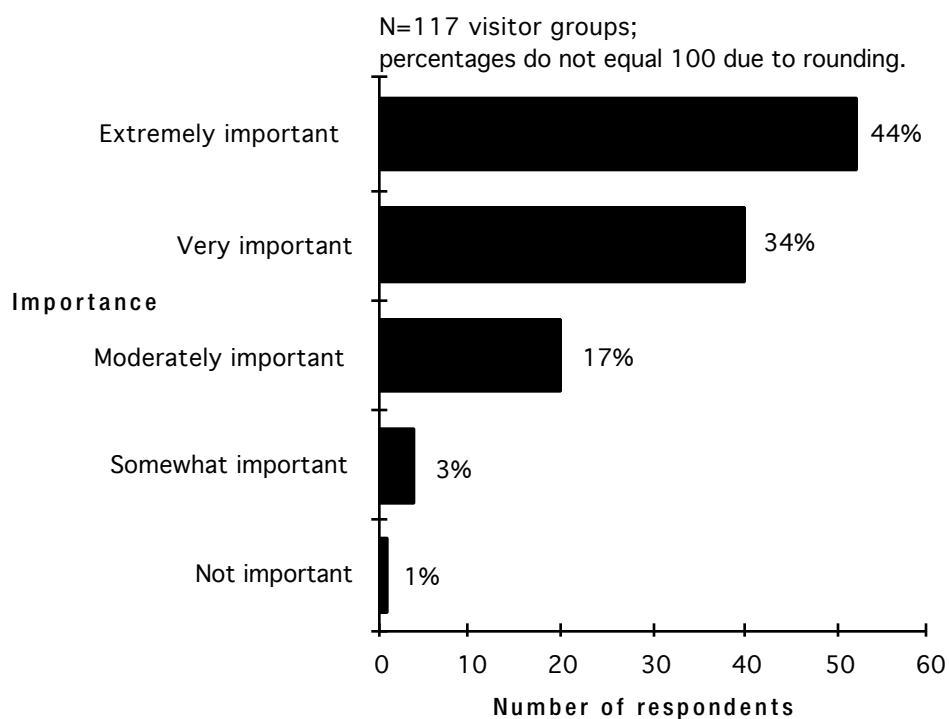


Figure 23: Importance of interpretive shelters

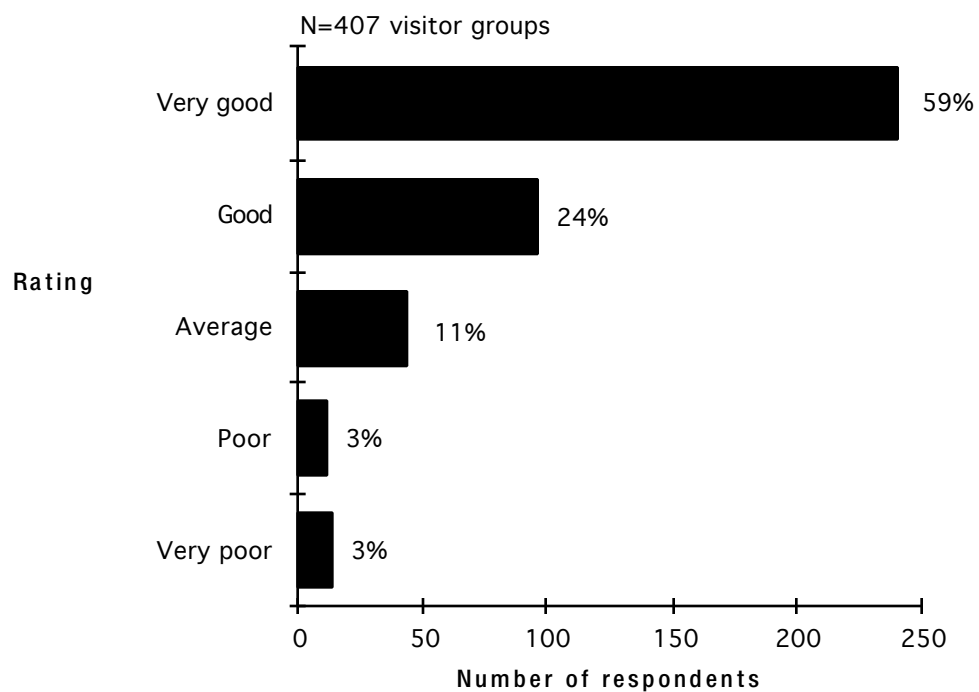


Figure 24: Quality of park brochure/map

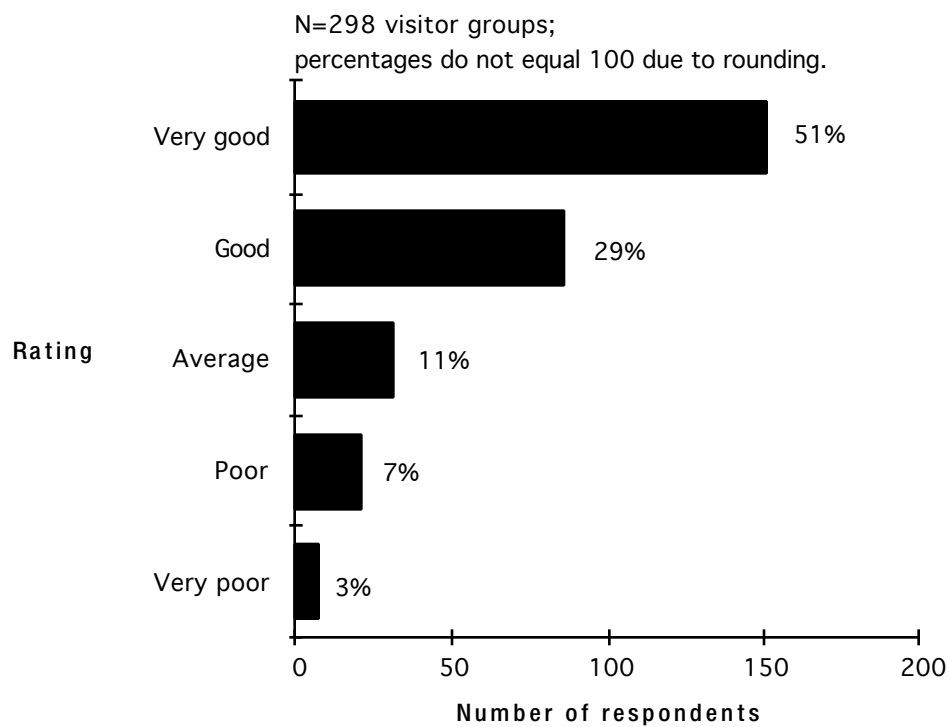


Figure 25: Quality of visitor center movie/video

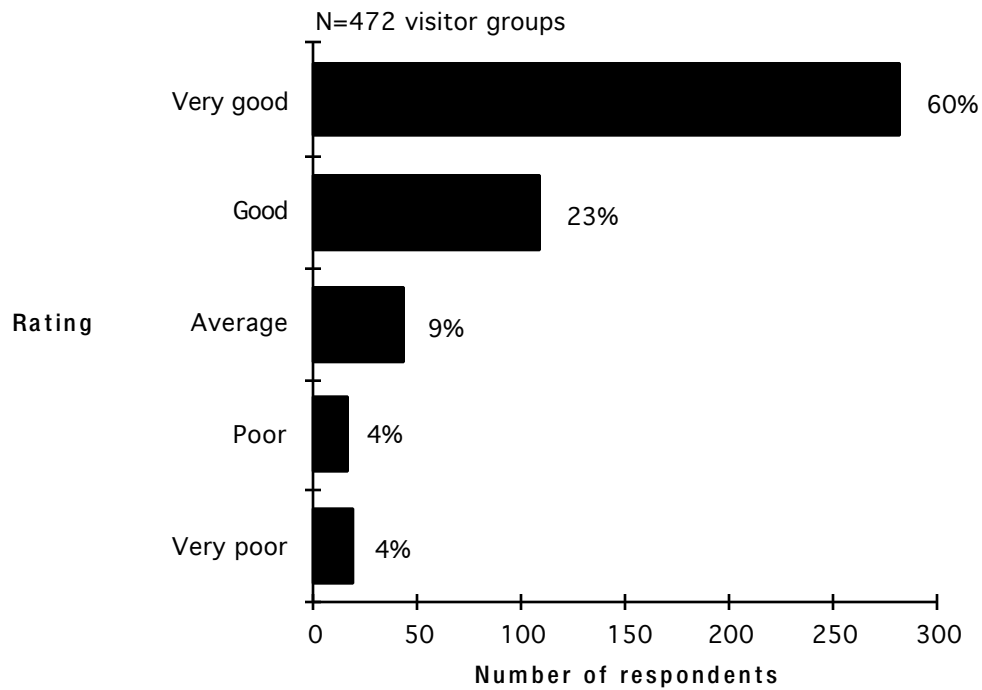


Figure 26: Quality of visitor center exhibits

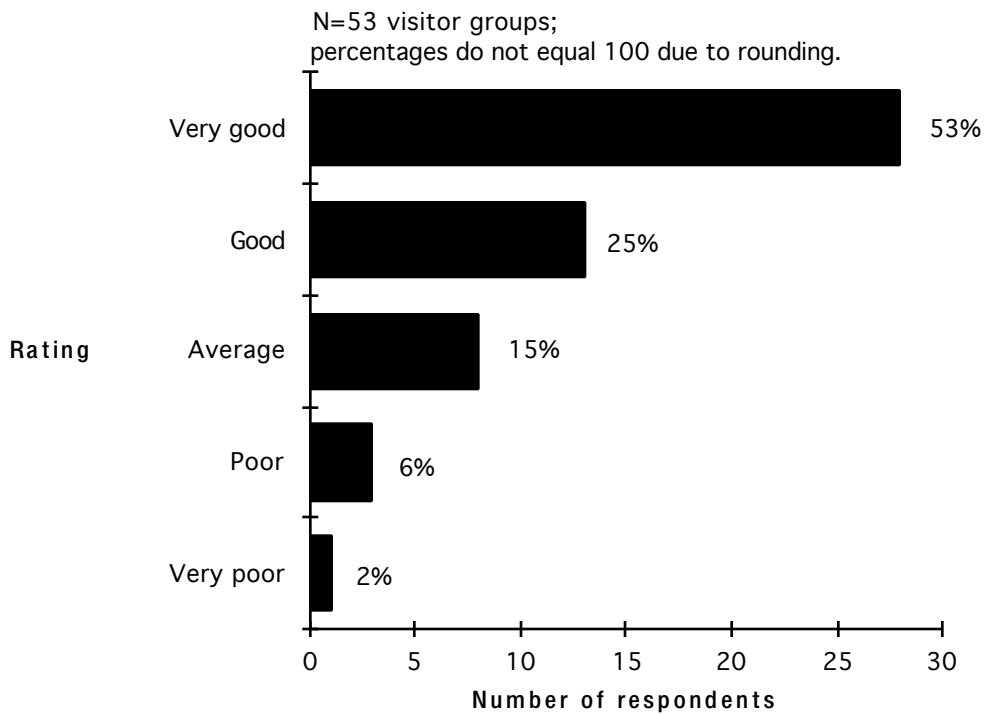


Figure 27: Quality of cultural demonstrations

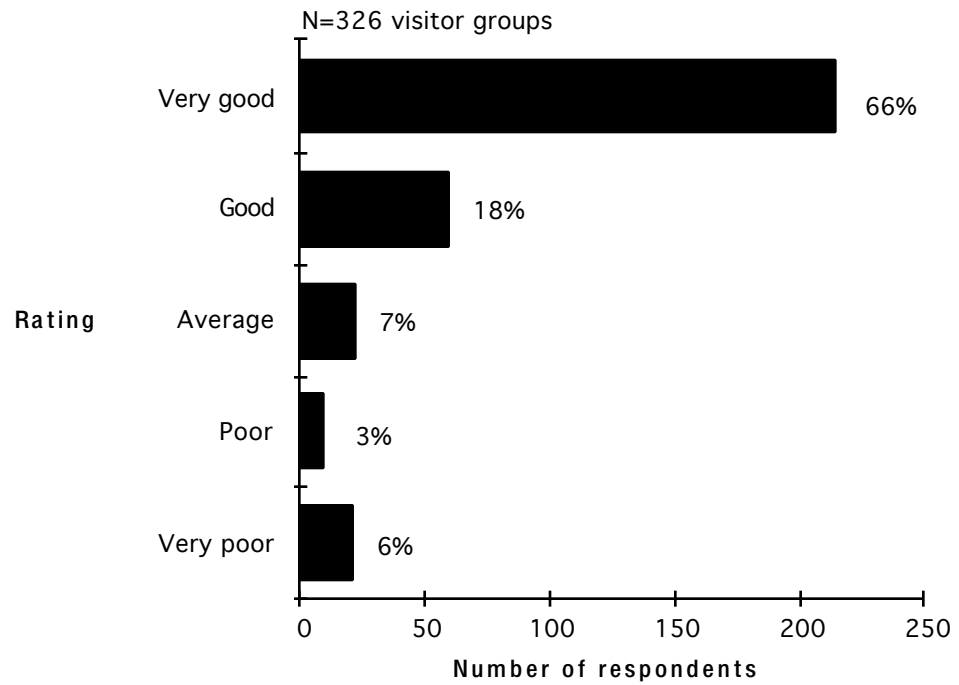


Figure 28: Quality of information from park employees

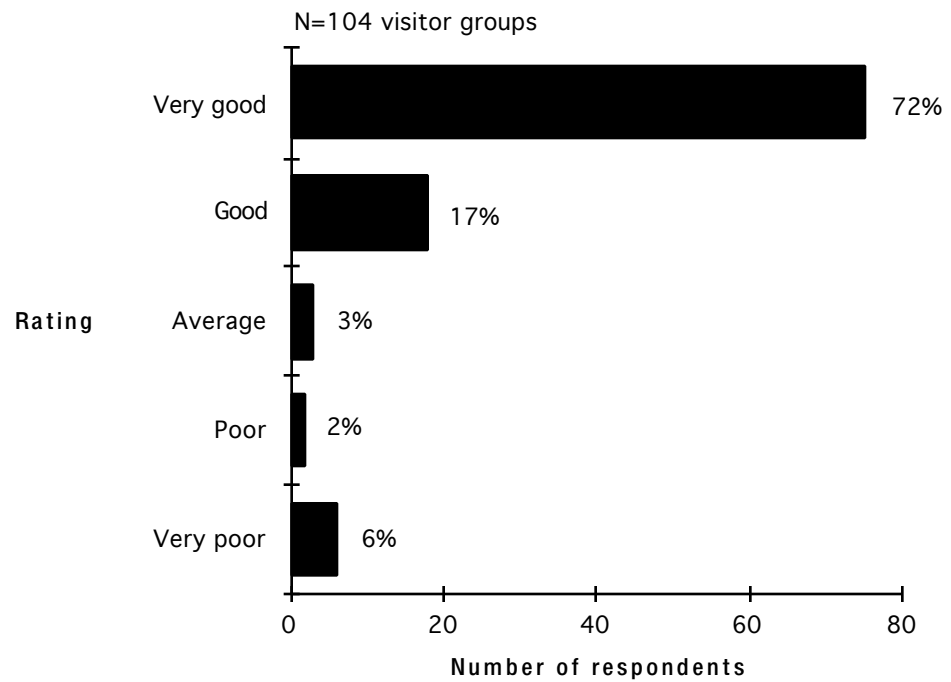


Figure 29: Quality of ranger programs/tours

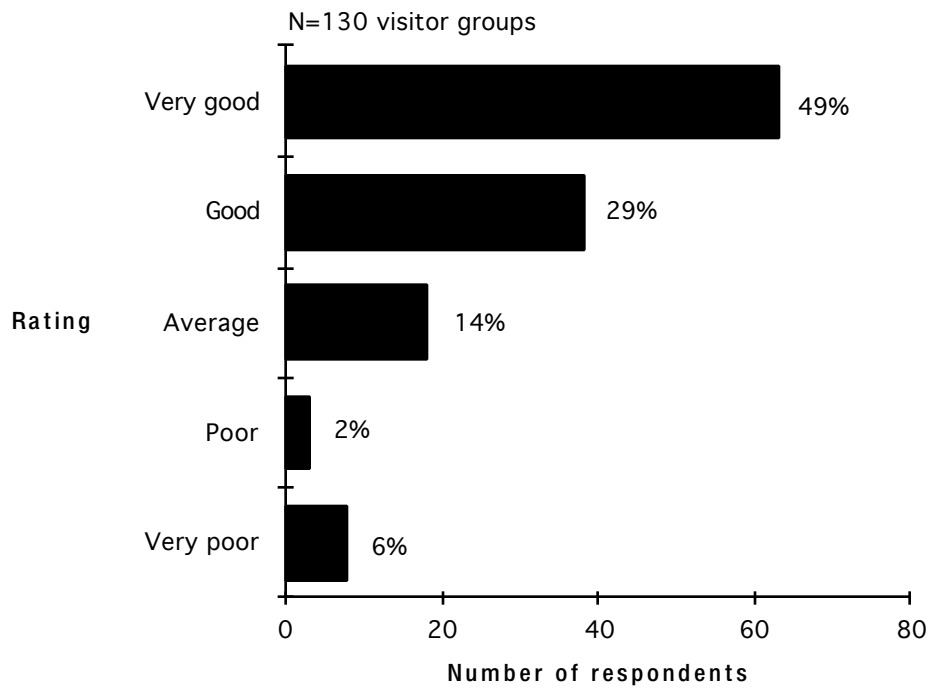


Figure 30: Quality of visitor center sales publications

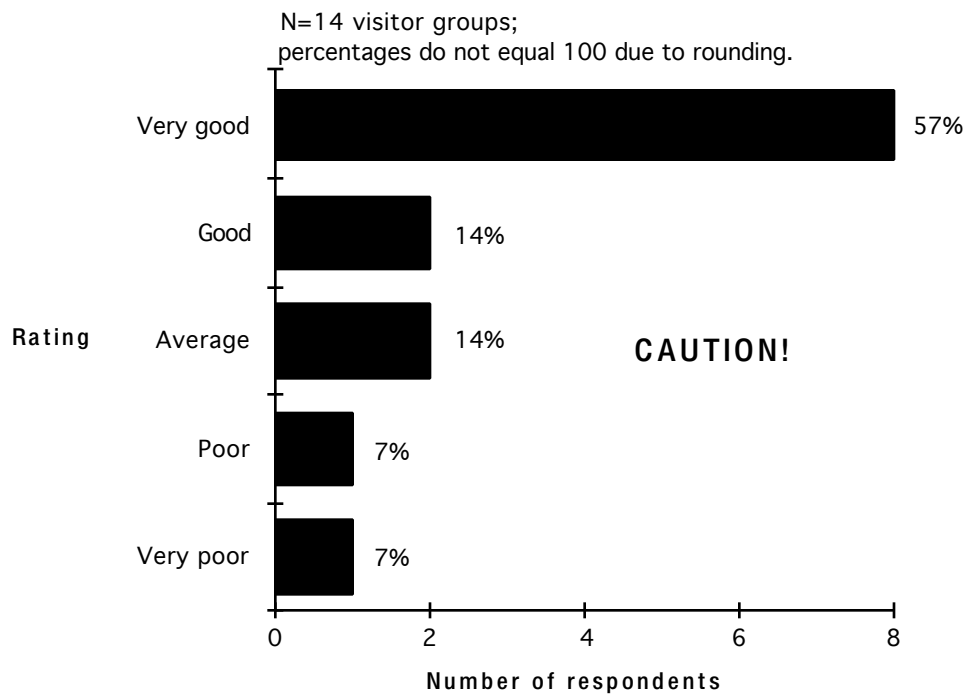


Figure 31: Quality of St. Joseph Mission tour

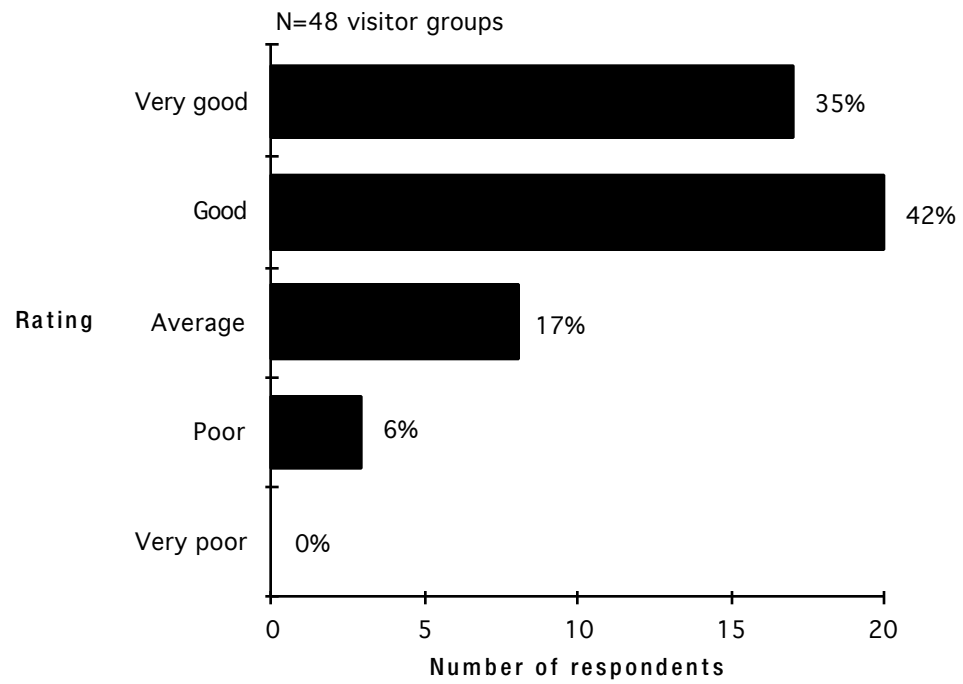


Figure 32: Quality of White Bird Auto Tour

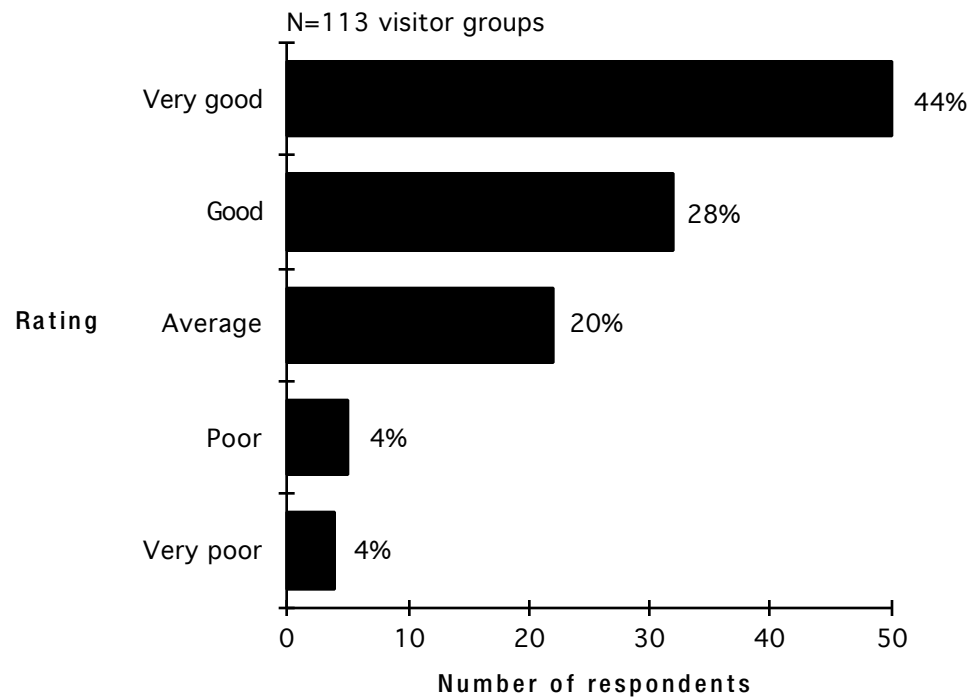


Figure 33: Quality of interpretive shelters

The visitor facilities most used by visitors were the highway historical signs (71%), highway signs to park sites (65%), and restrooms (64%), as shown in Figure 34. The least used service was handicapped access (3%).

**Visitor
facilities:
use,
importance
and quality**

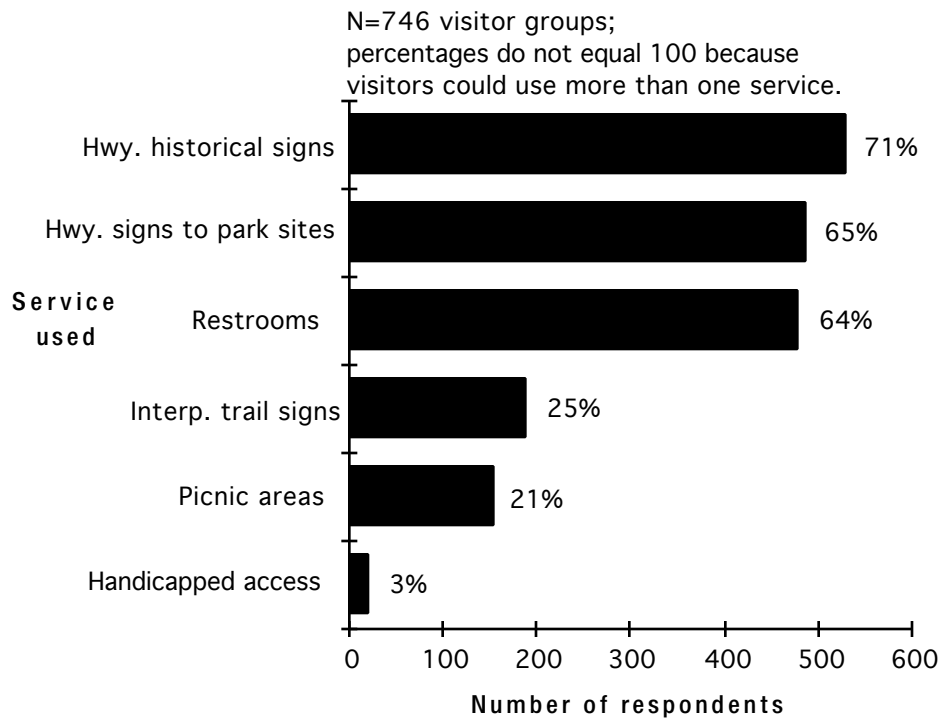


Figure 34: Use of visitor facilities

Visitors rated the importance and quality of each of the visitor services and facilities they used. They used a five point scale (see boxes below).

IMPORTANCE 1=extremely important 2=very important 3=moderately important 4=somewhat important 5=not important	QUALITY 1=very good 2=good 3=average 4=poor 5=very poor
--	--

Figure 35 shows the average importance and quality ratings for each service or facility. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 35. All services and facilities were rated above average in importance and quality.

NOTE: handicapped access was not rated by enough people to provide reliable information.

Figures 36-41 show that several facilities received the highest "very important" to "extremely important" ratings: interpretive trail signs (86%), highway directional signs to park sites (81%) and highway historical signs (80%). The highest "not important" rating was for picnic areas (5%).

Figures 42-47 show that several facilities were given high "good" to "very good" quality ratings: interpretive trail signs (83%) and restrooms (80%). The service receiving the highest "very poor" quality rating was picnic areas (6%).

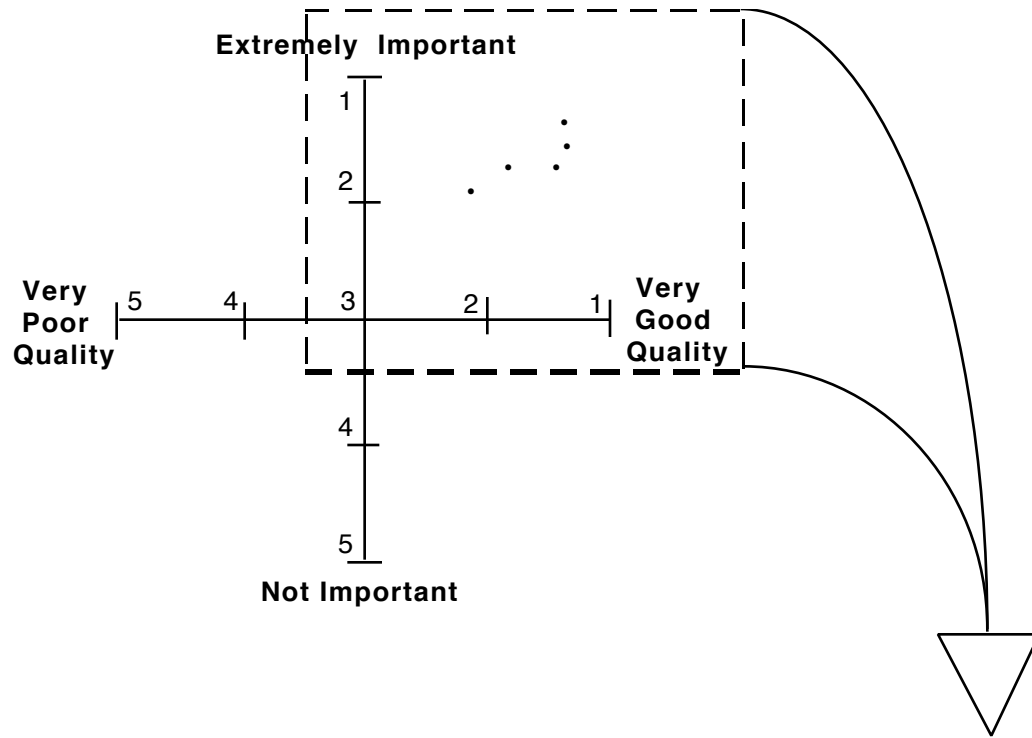


Figure 35: Average ratings of visitor service importance and quality

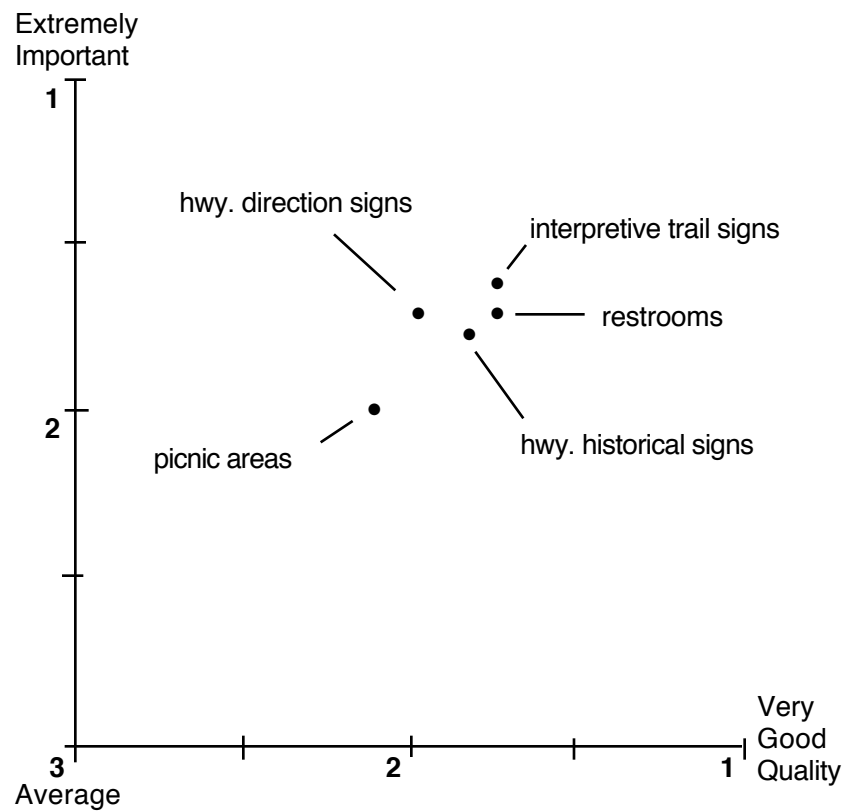


Figure 35: Detail

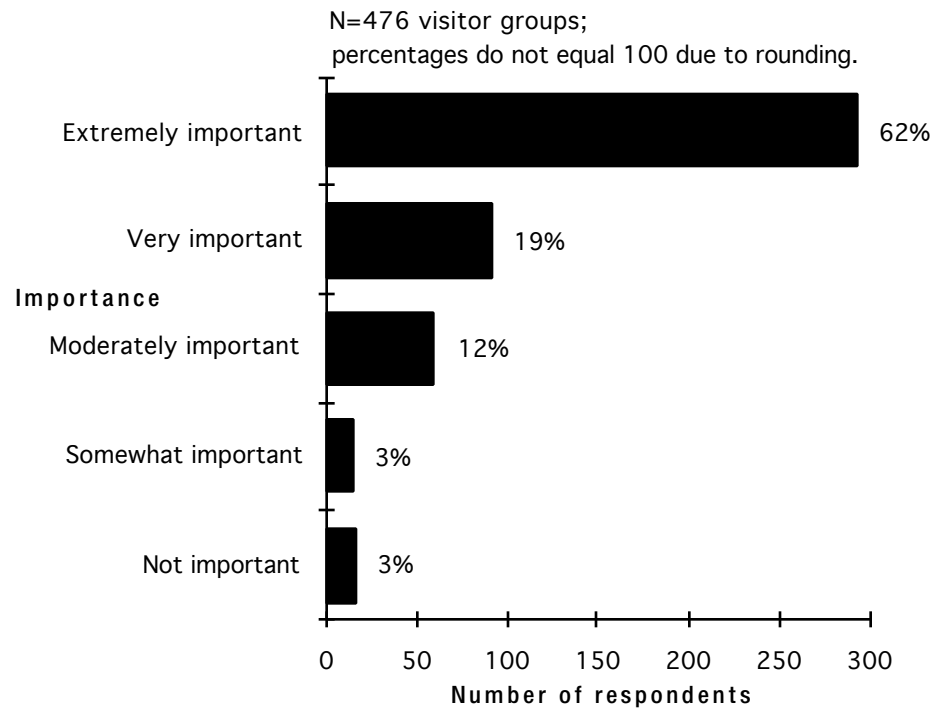


Figure 36: Importance of highway directional signs to park sites

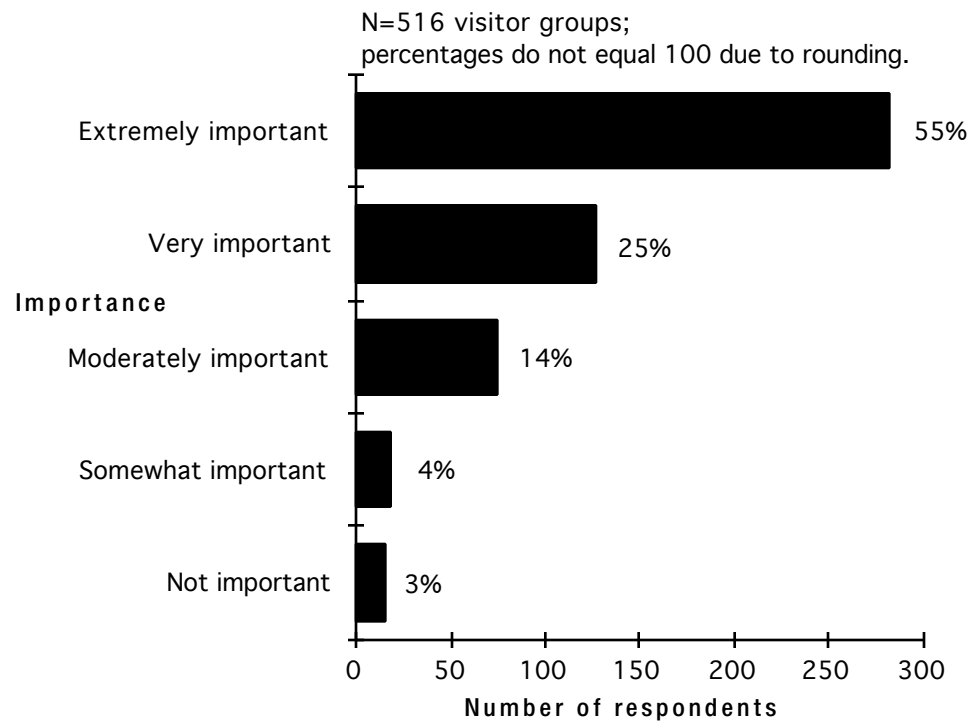


Figure 37: Importance of highway historical signs

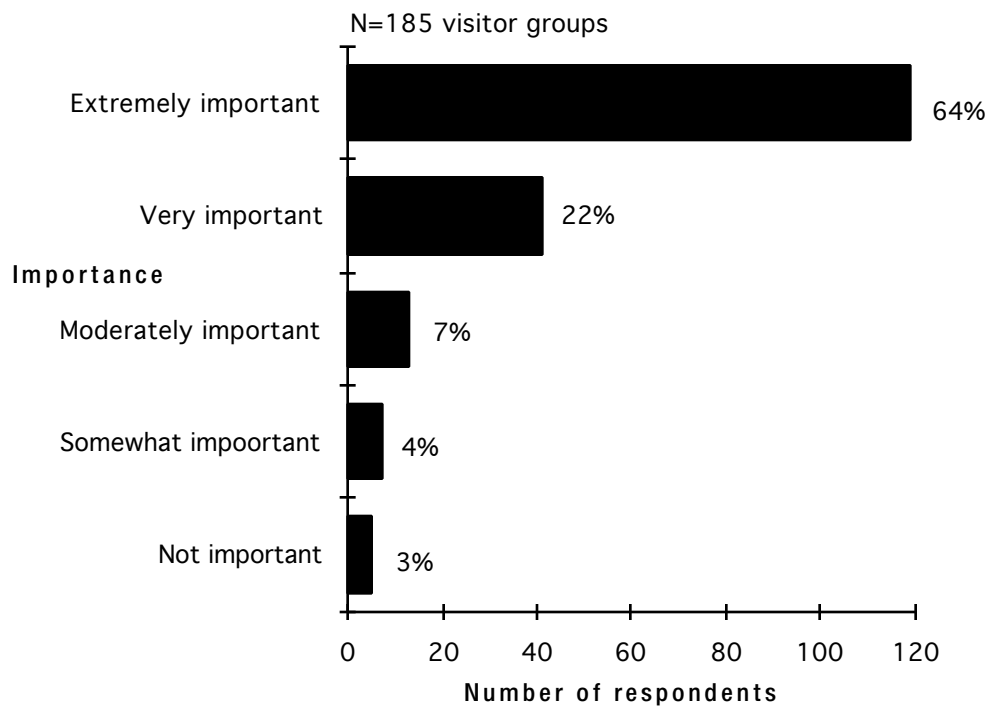


Figure 38: Importance of interpretive trail signs

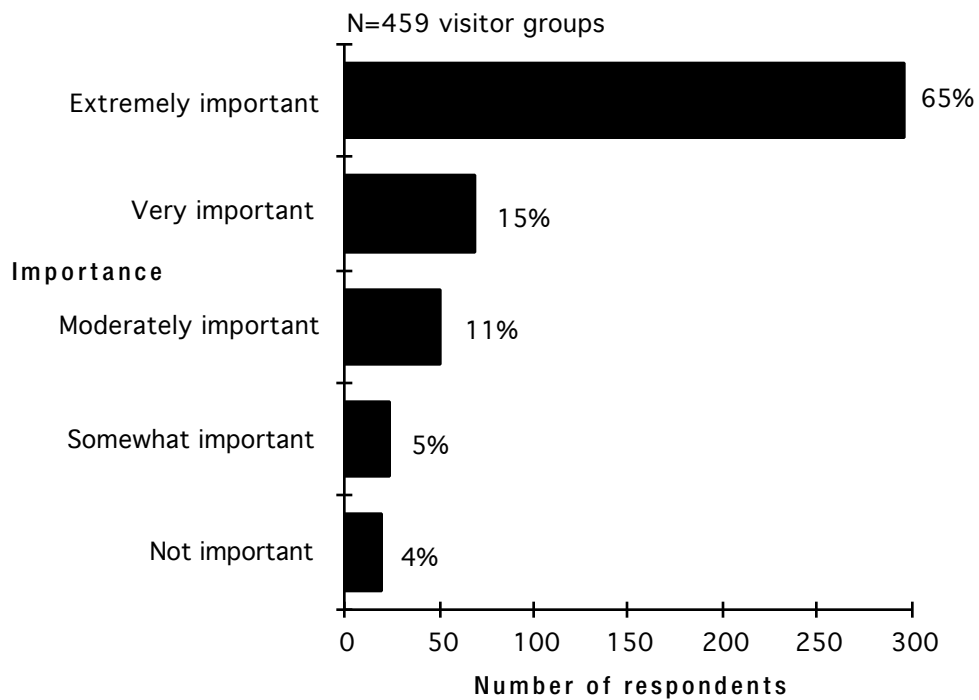


Figure 39: Importance of restrooms

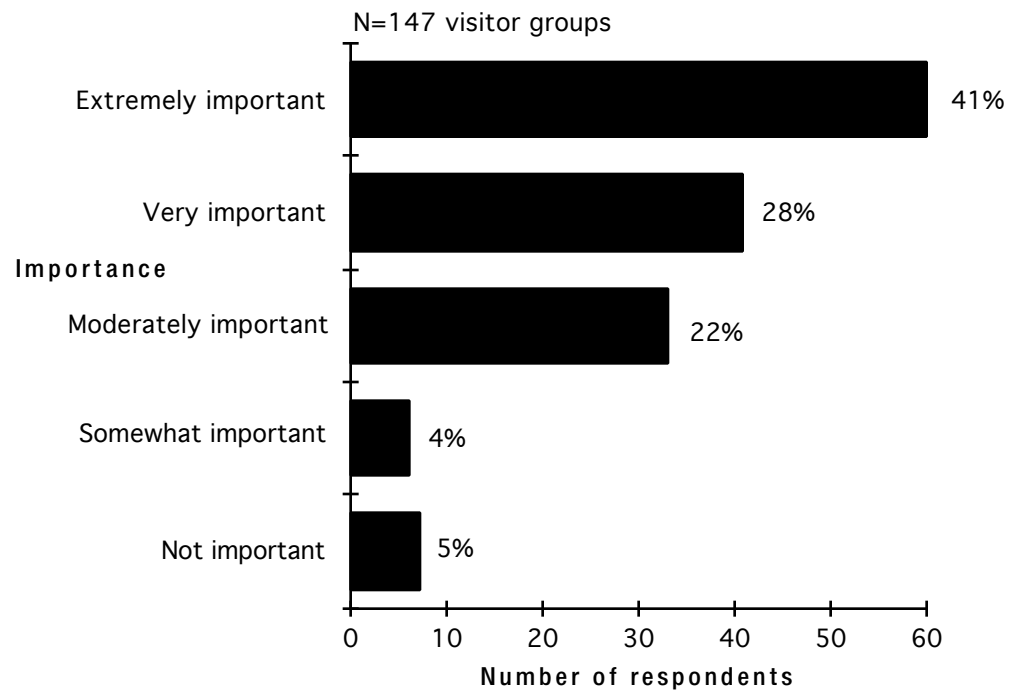


Figure 40: Importance of picnic areas

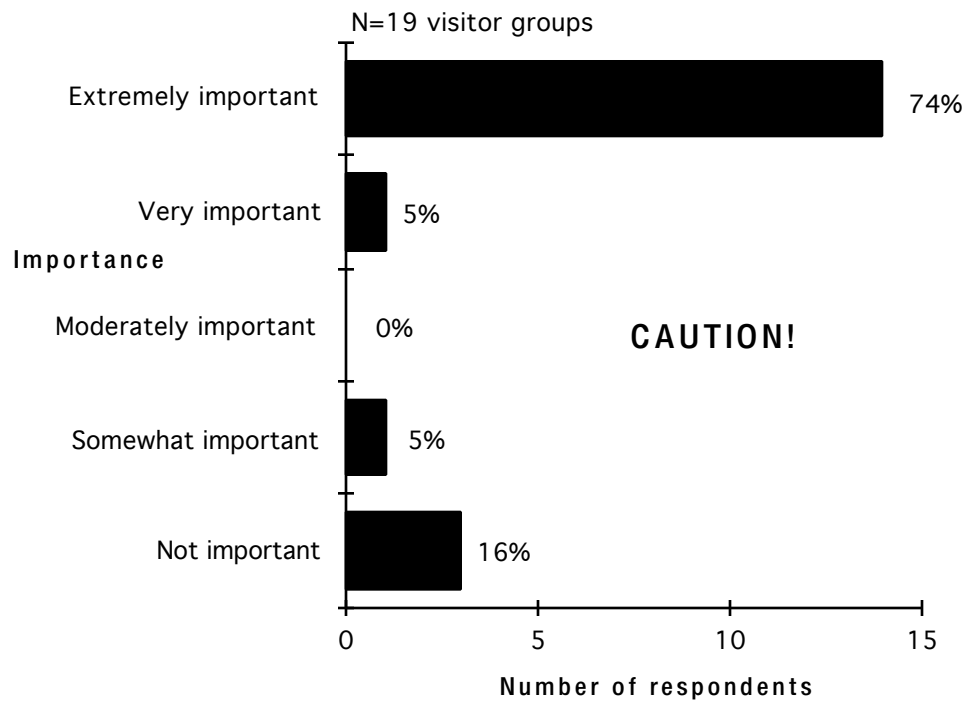


Figure 41: Importance of handicapped access

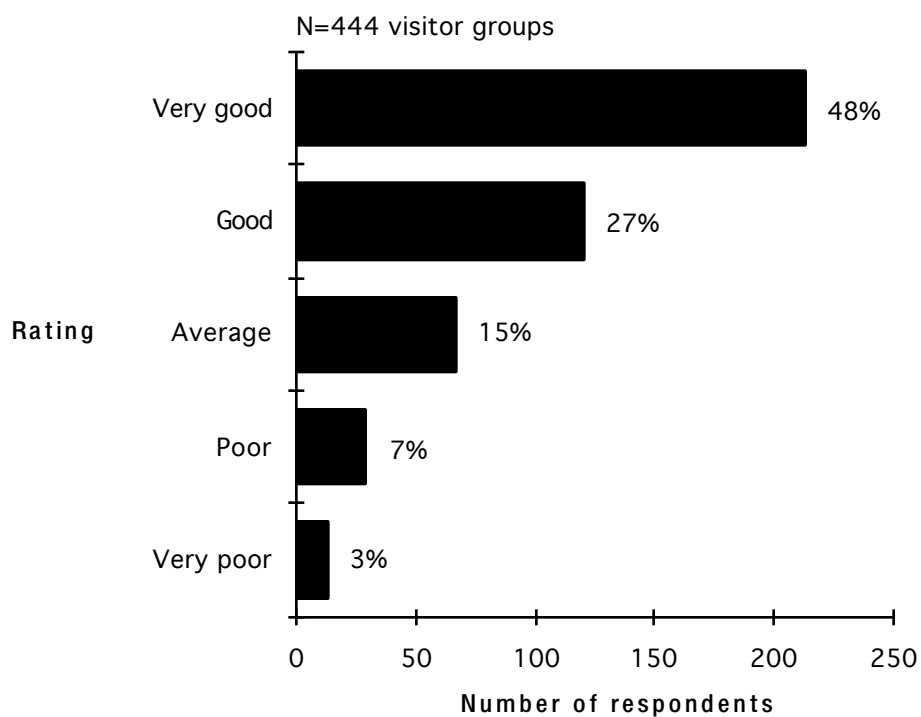


Figure 42: Quality of highway directional signs to park sites

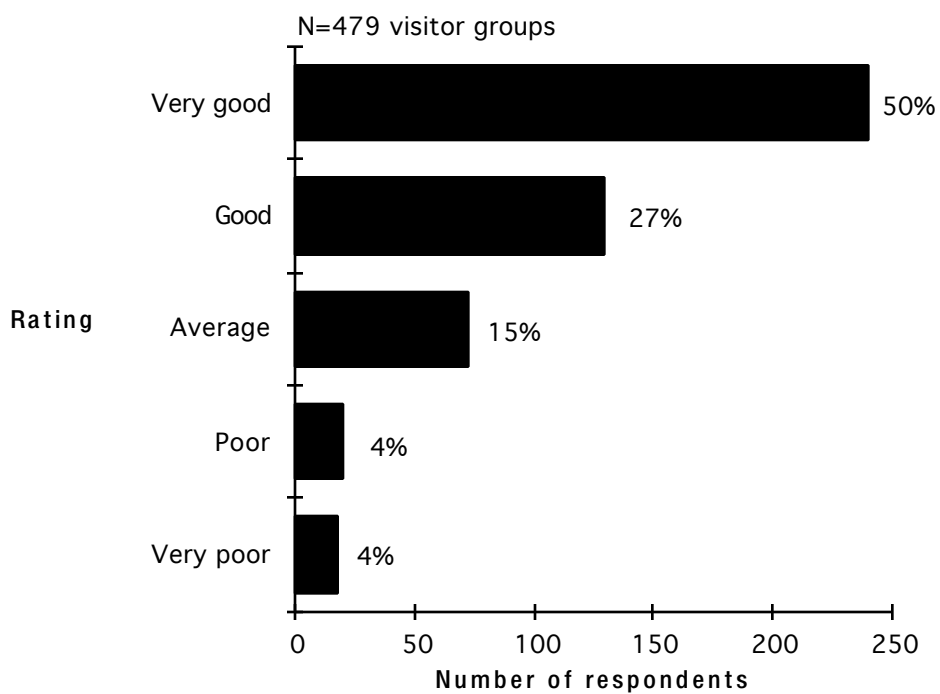


Figure 43: Quality of highway historical signs

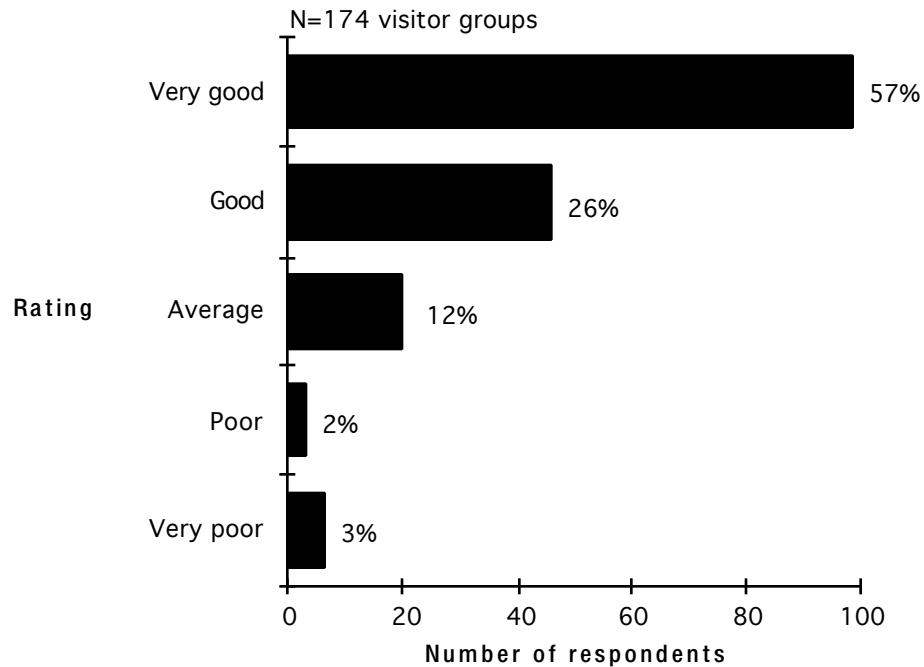


Figure 44: Quality of interpretive trail signs

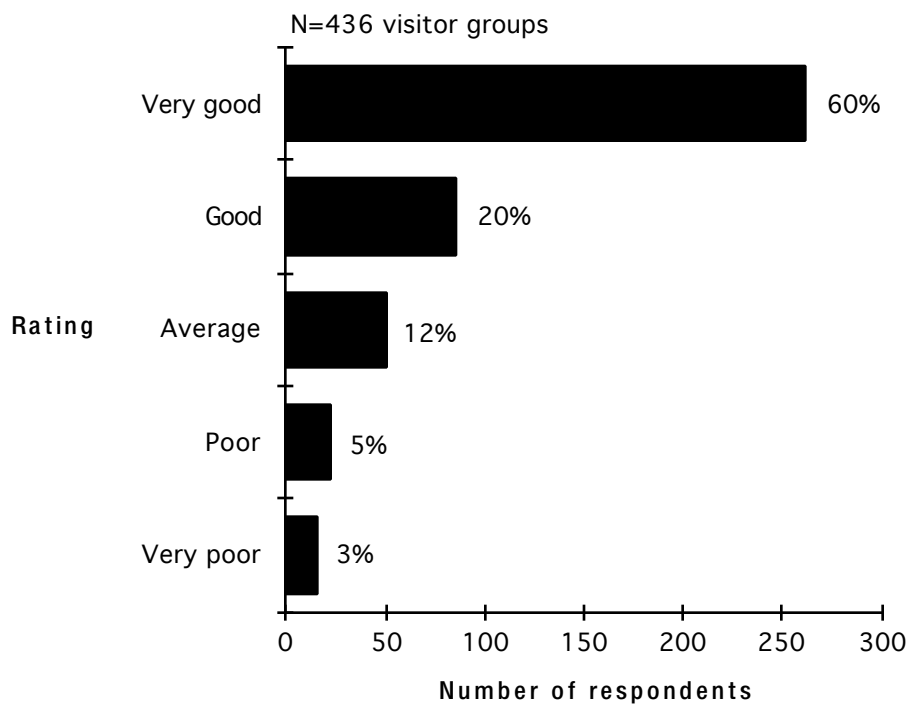


Figure 45: Quality of restrooms

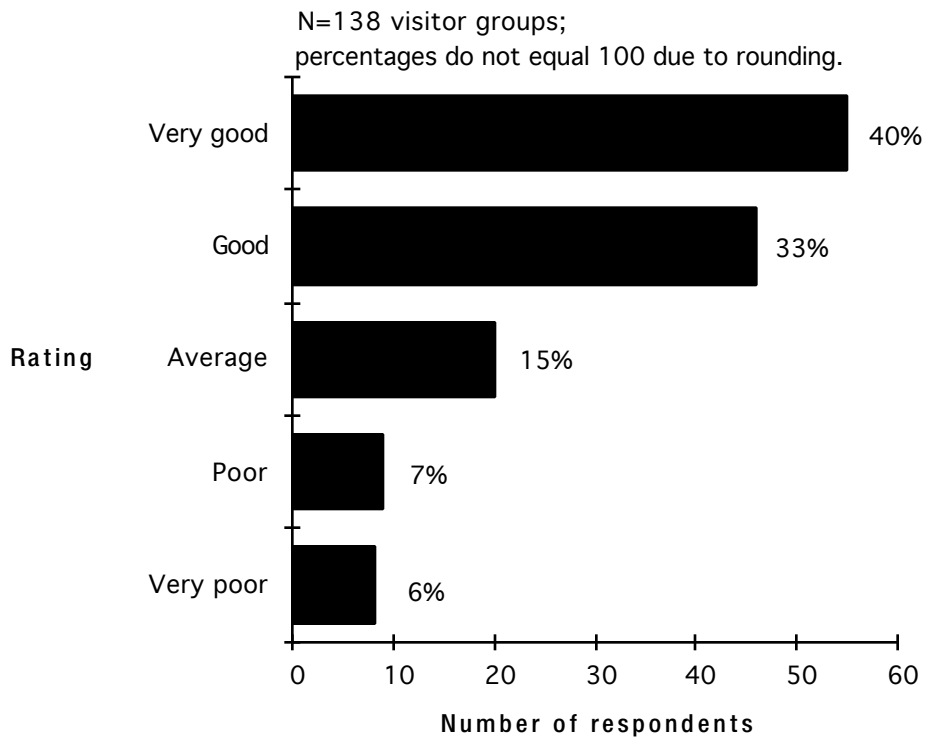


Figure 46: Quality of picnic areas

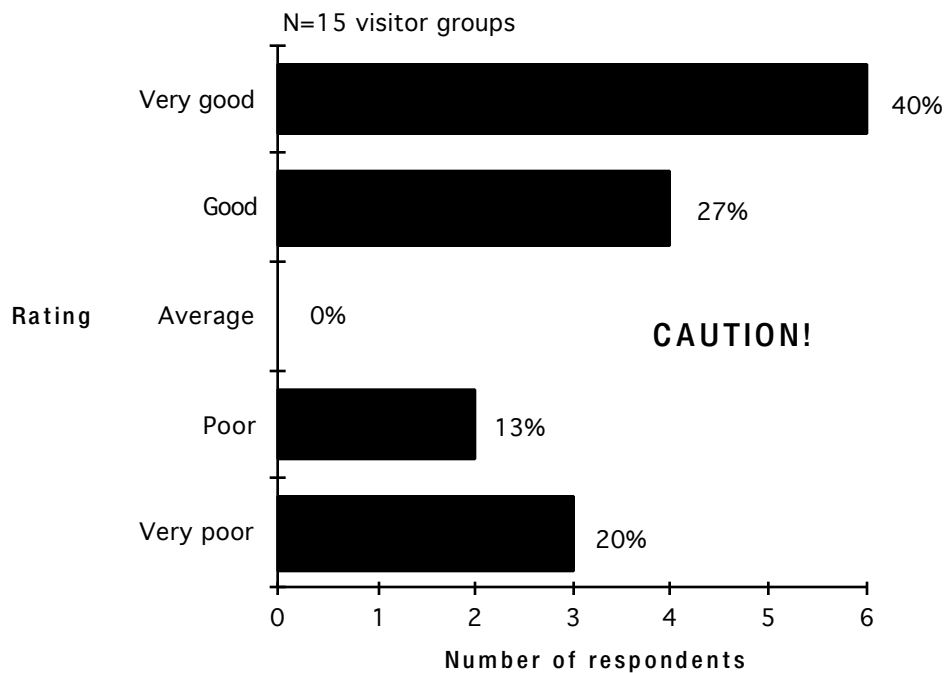


Figure 47: Quality of handicapped access

**Educational
subjects
preferred
for the
future**

Visitors were asked what subjects they would like to have addressed in Nez Perce exhibits and programs in the future. Almost three-fourths of the visitors (74%) want to learn more about the history of the Nez Perce. Subjects also listed were the Lewis and Clark expedition (61%), the Nez Perce War of 1877 (56%), and pioneers/ settlers (52%), as shown in Figure 48. Proportionately, the missionary period was the least requested subject, listed by 23% of the visitors. "Other" subjects listed were socio-economic conditions of the Nez Perce, Chief Joseph, and other aspects of Nez Perce history and culture.

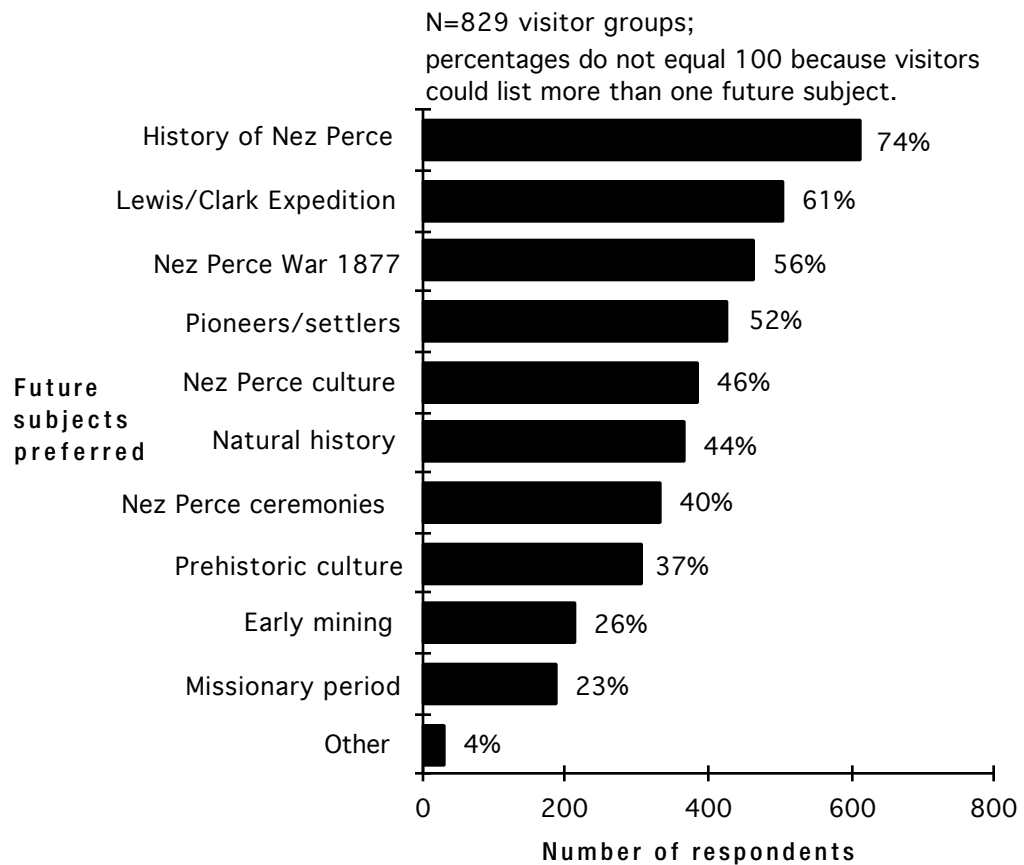


Figure 48: Educational subjects preferred for the future

Visitors were asked the nearest town and state to where they started their trip on the day they received the questionnaire (see Table 5). Visitors were also asked to list their planned destination on the day they received the questionnaire (see Table 6).

**Starting
locations;
planned
destinations**

Table 5: Starting locations on day visitors received questionnaire

N=794 responses

Town/State	Number of times mentioned
Lewiston, ID	82
Missoula, MT	61
Joseph, OR	59
Boise, ID	44
Moscow, ID	27
Lolo, MT	23
McCall, ID	20
Hamilton, MT	20
Lapwai, ID	18
Dillon, MT	16
Chinook, MT	15
Wallowa, OR	15
Wisdom, MT	13
Grangeville, ID	11
Kamiah, ID	11
Orofino, ID	11
Havre, MT	11
Clarkston, WA	11
Spokane, WA	11
Butte, MT	10
Helena, MT	10
Riggins, ID	9
Salmon, ID	9
Enterprise, OR	9
Lowell, ID	8
Anaconda, MT	8
West Yellowstone, MT	8
Baker City, OR	7
Ontario, OR	7
Jackson, MT	7
Stevensville, MT	7
Pullman, WA	7
Winchester, ID	6
Couer d'Alene, ID	5
Powell, ID	5
White Bird, ID	5
LeGrande, OR	5
Walla Walla, WA	5
Stanley, ID	4
Bozeman, MT	4
Darby, MT	4
Deer Lodge, MT	4
Kalispell, MT	4

Sula, MT	4
Cascade, ID	3
Cottonwood, ID	3
Culdesac, ID	3
Elk City, ID	3
North Fork, ID	3
Spalding, ID	3
Troy, ID	3
Twin Falls, ID	3
Big Fork, MT	3
Sheridan, MT	3
Pendleton, OR	3
Pasco, WA	3
Seattle, WA	3
Donnelly, ID	2
Kooskia, ID	2
Lenore, ID	2
Lucille, ID	2
Nampa, ID	2
Sandpoint, ID	2
Billings, MT	2
Lewistown, MT	2
Madison, MT	2
Red Lodge, MT	2
Corvallis, OR	2
Imnaha, OR	2
Clinton, WA	2
Other places	89

Table 6: Planned destinations on day visitors received questionnaire

N=732 responses

Town/State	Number of times mentioned
Lewiston, ID	75
Joseph, OR	52
Missoula, MT	43
Boise, ID	34
Wisdom, MT	31
Moscow, ID	24
Spalding, ID	20
Couer d'Alene, ID	16
Spokane, WA	16
Grangeville, ID	15
Salmon, ID	15
McCall, ID	13
Orofino, ID	13
Lolo, MT	13
Lapwai, ID	12
Riggins, ID	12
Chinook, MT	11
Dillon, MT	11
Wallowa, OR	11
Hamilton, MT	10
Kamiah, ID	9
Butte, MT	9

Clarkston, WA	9
Pullman, WA	9
White Bird, ID	7
Darby, MT	7
Walla Walla, WA	7
Lowell, ID	6
Havre, MT	6
Seattle, WA	6
Pendleton, OR	6
Challis, ID	5
Sula, MT	5
LeGrande, OR	5
Stanley, ID	5
Sandpoint, ID	4
Billings, MT	4
Deer Lodge, MT	4
Jackson, MT	4
Homestead, OR	4
Imnaha, OR	4
Portland, OR	4
Cascade, ID	3
Council, ID	3
Ketchum, ID	3
Kooskia, ID	3
Nampa, ID	3
Bannack, MT	3
Helena, MT	3
Kalispell, MT	3
Polson, MT	3
Stevensville, MT	3
Virginia City, MT	3
Reno, NV	3
Baker City, OR	3
Bend, OR	3
Ontario, OR	3
Moses Lake, WA	3
Yellowstone, WY	3
Elk City, ID	2
New Meadows, ID	2
Payette, ID	2
Twin Falls, ID	2
Weippe, ID	2
Weiser, ID	2
Anaconda, MT	2
Big Sky, MT	2
Cleveland, MT	2
Corvallis, MT	2
Fairmont, MT	2
West Yellowstone, MT	2
Whitefish, MT	2
Whitehall, MT	2
Halfway, OR	2
The Dalles, OR	2
Vale, OR	2
Dayton, WA	2
Kennewick, WA	2
Other places	67

**Preferences
for future Nez
Perce Tribal
contact;
types of tribal
activities**

Visitors were asked whether they would like more contact with the Nez Perce tribe/people in the future. Half of the visitors (50%) said they would like more contact with Nez Perce tribe/people in the future (see Figure 49). Thirty-eight percent said they didn't know and 12% said did not want more contact with the Nez Perce.

Visitors were asked "If available, what kinds of tribal-led activities would you like to participate in?" Table 7 shows what activities visitors are most interested in

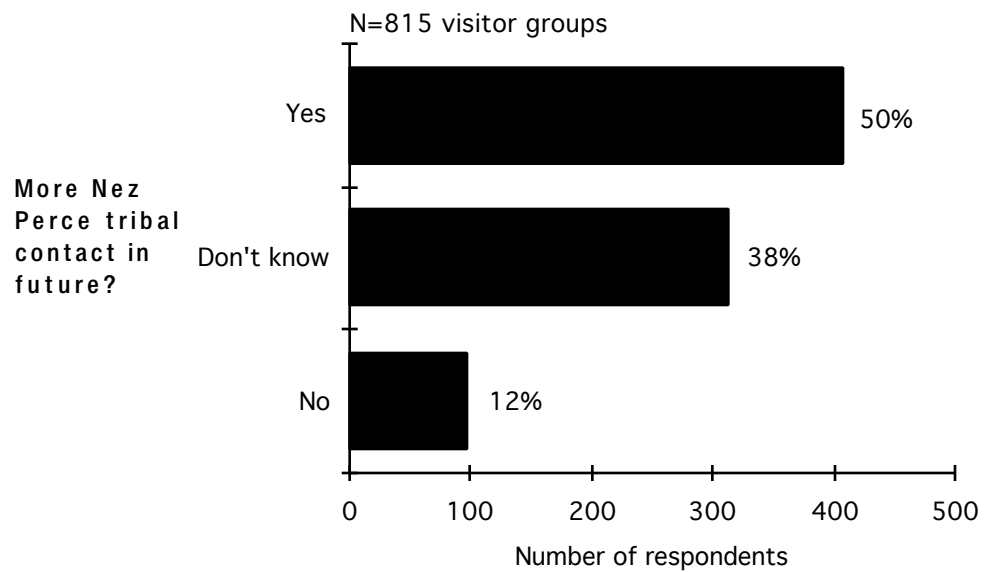


Figure 49: Future tribal contact

Table 7: Tribal-led activities preferred

N=509 topics; many visitors made more than one comment.

Comment	Number of times mentioned
Arts and crafts demonstrations	64
More history from the Nez Perce perspective	58
Legends/stories	51
Ceremonies	37
Pow-wow	35
Music/dancing	34
Nez Perce culture	32
Question and answer sessions	27
Daily life activities	26
Recent history	21
Food gathering/preparation	16
Anything	15
Sample foods	12
Re-enactments	11
Guided tours	9
Use of plants/animals	9
Flint knapping	7
Use of herbal medicines	6
Appaloosa horse demonstrations	6
Teepee building	4
Sweat lodge	4
Religion	3
Future of the tribe	3
Don't know	3
Replication of Nez Perce village	3
Teach Nez Perce language	2
Archeology	2
Philosophy	2
Children's activities	2
Other comments	12

What visitors liked most Visitors were asked what they like most about their visit to Nez Perce National Historical Park. A summary of their comments is listed below and in the appendix.

Visitors' likes

N=757 comments; many visitors made more than one comment.

Comment	Number of times mentioned
---------	---------------------------

PERSONNEL

Staff friendly, helpful	47
-------------------------	----

INTERPRETIVE SERVICES

Exhibits/displays	108
Movie/video/slide presentations	60
Interpretive signs	28
Ranger presentations	27
Museum	16
Interpretive hiking trails	9
Visit educational	5
Children's hands-on table	5
Maps	4
Brochures	3
Talking with tribal members	3
Self-guided tour	2
Historical photographs	2
White Bird Visitor Center	2
Big Hole Visitor Center	2
Lolo Visitor Center	2
Visitor center sales items	2
Other comment	1

FACILITIES AND MAINTENANCE

Visitor facilities	14
Picnic area	6
Restrooms	3
Roads	2
Other comments	2

RESOURCE MANAGEMENT

Battle sites	27
Old Chief Joseph's Gravesite	17
Little commercialization	6
Cemetery at Spalding	3
Heart of the Monster	2
Other comment	1

VISITOR SERVICES PROJECT

VSP ranger friendly/helpful	2
-----------------------------	---

GENERAL IMPRESSIONS

Scenery/beauty	110
General history	72
Nez Perce history	62
Information available	29
Quiet/relaxing	16
Nez Perce culture	14
Everything	10
Nez Perce arts and crafts	9
Convenient access	7
Lewis and Clark history	5
No crowds	3
Wallowa Lake	2
Following Nez Perce trail	2
Other comments	3

What visitors liked least Visitors were asked what they liked least about their visit to Nez Perce National Historic Park. A summary of their comments is listed below and in the appendix.

Visitors' dislikes

N=395 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Few Nez Perce employees	12
Staff unhelpful/rude	6
Lolo Visitor Center understaffed	2
Other comment	1
INTERPRETIVE SERVICES	
Lack of information	22
Lack of information at Old Chief Joseph's Gravesite	18
Movie/video/slide presentation	14
Museum	5
Not enough information about Nez Perce culture	4
Lack of exhibits	3
Ranger-led presentations	3
Raise video screen higher	2
Poor interpretive signs	2
Confusing maps	2
Other comments	5
FACILITIES AND MAINTENANCE	
Lack of restrooms	13
No running water	6
Road construction	6
Restroom conditions	6
Parking	4
Parking too far from museum	4
No picnic areas	4
Litter	4
Landscape around museum	4
Trails too long	2
Other comments	8
RESOURCE MANAGEMENT	
Grounds around Old Chief Joseph's Gravesite	16
Clear cuts	4
No camping	2

POLICIES

Dogs not allowed on trails	2
Other comments	3

VISITOR SERVICES PROJECT

Filling out this survey	2
-------------------------	---

GENERAL IMPRESSIONS

Weather	76
Nothing	72
Not enough time to spend	36
Insects	6
Learning what happened to the Nez Perce	3
Crowds	2
Other comments	7

Planning for the future

Visitors were asked "If you were planning for the future of Nez Perce National Historical Park, what would you propose? Please be specific." A summary of their responses is listed below and in the appendix.

Planning for the future

N=506 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Employ Native Americans	34
More rangers at each site to answer questions	2
INTERPRETIVE SERVICES	
Non-personal	
More information at Old Chief Joseph's Gravesite	26
More exhibits/displays	20
Advertise park more	18
More interpretive signs	17
Reconstruct a Nez Perce village	15
Show more from the Nez Perce perspective	15
More maps/brochures	14
Provide better information about other Nez Perce park sites	12
Sell more Nez Perce crafts and music	11
Improve exhibits/displays	11
More information on contemporary Nez Perce life	11
Provide more Nez Perce historical information	10
Provide better map of Nez Perce park sites	10
Expand museum at Spalding	9
Emphasize Nez Perce culture	8
Emphasize natural history	8
Improve movie/video/slide presentations	8
Keep trail guides stocked	7
Expand interpretive walking trails	7
More outdoor exhibits	5
More educational programs	5
Provide more information	5
More hands-on displays for children	4
Expand bookstore sales items	4
Provide more history of Lewis and Clark	4
Provide audio tape about Nez Perce trail	3
Provide information about Appaloosa horses	2
More historical photographs	2
Personal	
Interpretive programs given by tribal members	19
More demonstrations/re-enactments	18
Offer more activities	14
Offer guided tours/programs	10
Music/dance performances	2
Other comments	6

FACILITIES AND MAINTENANCE

Improve grounds around Old Chief Joseph's Gravesite	13
Improve restrooms	11
Improve landscape	10
Handicap access on trails	6
Better highway directional signs	5
More parking	4
Improve grounds around museum	2
Provide running water	2
Provide dump stations	2
Expand White Bird Visitor Center	2
Improve walking trails	2
Other comments	10

POLICIES

Enforce littering regulations	6
Stay open longer	4
Recycle	2
Other comment	1

RESOURCE MANAGEMENT

Preserve park	16
Offer more camping	5
Less development	4

GENERAL IMPRESSIONS

Don't change anything	11
Provide food services	8
Other comment	4

**Comment
Summary**

Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

Visitor Comment Summary

N=545 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff/rangers helpful, friendly	62
INTERPRETIVE SERVICES	
Enjoyed exhibits/displays	18
Not enough information	8
Great museum	5
Improve exhibits	2
Enjoyed visitor center	2
Enjoyed historic photographs	2
Other comments	7
FACILITIES AND MAINTENANCE	
Well maintained	14
Grounds not maintained at Old Chief Joseph's Gravesite	8
Improve landscaping	6
Other comments	5
POLICIES	
Comments	3
RESOURCE MANAGEMENT	
Preserve park	19
Other comments	3
GENERAL IMPRESSIONS	
Enjoyed visit	80
Thank you	56
Educational/informational	32

Moved by the experience	31
Keep up the good work	25
Enjoyed history	21
Not enough time to spend	20
Will return	19
Looking forward to visiting other Nez Perce sites	16
Interesting for all ages	10
Beautiful	10
Well managed	9
Lack of respect at Old Chief Joseph's Gravesite	9
Never heard of the Nez Perce before	7
Visit often	7
Found park by chance	6
Lolo Pass visitor center closed too early	5
Didn't realize this was a national park site	4
Live close by	3
Set up fund for Nez Perce tribe	2
Other comments	9

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the sites visited by first time visitors, request a comparison of sites visited by first time visitors; to learn about the visitors' use of sales items by their primary areas of interest request a comparison of use of visitor center sales items by primary area of interest.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about first time visitors' reasons for visiting and the sites they visited, request a comparison of reasons for visiting by first time visitors by sites visited; to learn about visitors who took ranger-led programs/tours, their quality rating of the tours and their proposed future educational subjects, request a comparison of use of ranger-led programs/tours by quality of ranger-led tours by future educational subjects.

Consult the list of characteristics for Nez Perce visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

Visitor Services Project Analysis Order Form Nez Perce National Historical Park Report 68

Date of request: ____/____/____

Person requesting analysis/Title: _____

Phone number (commercial): _____

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all those listed in the questionnaire.

- | | | |
|---------------------------|------------------------------|---------------------------------|
| • Source of information | • State/country of residence | • Facility used |
| • Length of visit | • Number of visits | • Importance of facility |
| • Activities | • Learn about history | • Quality of facility |
| • Reason for visit | • Primary area of interest | • Future educational subjects |
| • Forms of transportation | • Sites visited | • Starting location |
| • Group size | • Service used | • Planned destination |
| • Group type | • Importance of service | • Future contact with Nez Perce |
| • Age | • Quality of service | |

Two-way comparisons (write in the appropriate variables from the above list).

sites visited by first time visitors
by _____
by _____

Three-way comparisons (write in the appropriate variables from the above list)

reason for visit by first time visitor by sites visited
by _____
by _____

Special instructions: Tell us the reason you need the information, what you are trying to find out, etc.

Mail to:

Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

Visitor Services Project Analysis Order Form
Nez Perce National Historical Park
Report 68

Date of request: ____/____/____

Person requesting analysis/Title: _____

Phone number (commercial): _____

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible--you may select a single program/service/facility instead of all those listed in the questionnaire.

- | | | |
|---------------------------|------------------------------|---------------------------------|
| • Source of information | • State/country of residence | • Facility used |
| • Length of visit | • Number of visits | • Importance of facility |
| • Activities | • Learn about history | • Quality of facility |
| • Reason for visit | • Primary area of interest | • Future educational subjects |
| • Forms of transportation | • Sites visited | • Starting location |
| • Group size | • Service used | • Planned destination |
| • Group type | • Importance of service | • Future contact with Nez Perce |
| • Age | • Quality of service | |

Two-way comparisons (write in the appropriate variables from the above list)

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (write in the appropriate variables from the above list)

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions _____

Mail to:

Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133

QUESTIONNAIRE

NPS D-39

May 1995



Printed on recycled paper

Visitor Services Project Nez Perce National Historical Park

Appendix 2 of 2

Visitor Services Project Report 68
Cooperative Park Studies Unit



Visitor Services Project Nez Perce National Historical Park

Appendix 2 of 2

Margaret Littlejohn

Report 68

May 1995

This volume contains a summary of visitors' comments for Question 15, 16 and 17. The summary is followed by their unedited comments.

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Jeannie Harvey, David Smith, Francis Achana, Emma Kossman, Kristin FitzGerald, Teresa Hathaway, Andy Anderson and the staff at Nez Perce National Historical Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

Table 7: Tribal-led activities preferred

N=509 topics; many visitors made more than one comment.

Comment	Number of times mentioned
Arts and crafts demonstrations	64
More history from the Nez Perce perspective	58
Legends/stories	51
Ceremonies	37
Pow-wow	35
Music/dancing	34
Nez Perce culture	32
Question and answer sessions	27
Daily life activities	26
Recent history	21
Food gathering/preparation	16
Anything	15
Sample foods	12
Re-enactments	11
Guided tours	9
Use of plants/animals	9
Flint knapping	7
Use of herbal medicines	6
Appaloosa horse demonstrations	6
Teepee building	4
Sweat lodge	4
Religion	3
Future of the tribe	3
Don't know	3
Replication of Nez Perce village	3
Teach Nez Perce language	2
Archeology	2
Philosophy	2
Children's activities	2
Other comments	12

Visitors' likes

N=757 comments; many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Staff friendly, helpful	47
-------------------------	----

INTERPRETIVE SERVICES

Exhibits/displays	108
Movie/video/slide presentations	60
Interpretive signs	28
Ranger presentations	27
Museum	16
Interpretive hiking trails	9
Visit educational	5
Children's hands-on table	5
Maps	4
Brochures	3
Talking with tribal members	3
Self-guided tour	2
Historical photographs	2
White Bird Visitor Center	2
Big Hole Visitor Center	2
Lolo Visitor Center	2
Visitor center sales items	2
Other comment	1

FACILITIES AND MAINTENANCE

Visitor facilities	14
Picnic area	6
Restrooms	3
Roads	2
Other comments	2

RESOURCE MANAGEMENT

Battle sites	27
Old Chief Joseph's Gravesite	17
Little commercialization	6
Cemetery at Spalding	3
Heart of the Monster	2
Other comment	1

VISITOR SERVICES PROJECT

VSP ranger friendly/helpful	2
-----------------------------	---

GENERAL IMPRESSIONS

Scenery/beauty	110
General history	72
Nez Perce history	62
Information available	29
Quiet/relaxing	16
Nez Perce culture	14
Everything	10
Nez Perce arts and crafts	9
Convenient access	7
Lewis and Clark history	5
No crowds	3
Wallowa Lake	2
Following Nez Perce trail	2
Other comments	3

Visitors' dislikes

N=395 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Few Nez Perce employees	12
Staff unhelpful/rude	6
Lolo Visitor Center understaffed	2
Other comment	1
INTERPRETIVE SERVICES	
Lack of information	22
Lack of information at Old Chief Joseph's Gravesite	18
Movie/video/slide presentation	14
Museum	5
Not enough information about Nez Perce culture	4
Lack of exhibits	3
Ranger-led presentations	3
Raise video screen higher	2
Poor interpretive signs	2
Confusing maps	2
Other comments	5
FACILITIES AND MAINTENANCE	
Lack of restrooms	13
No running water	6
Road construction	6
Restroom conditions	6
Parking	4
Parking too far from museum	4
No picnic areas	4
Litter	4
Landscape around museum	4
Trails too long	2
Other comments	8
RESOURCE MANAGEMENT	
Grounds around Old Chief Joseph's Gravesite	16
Clear cuts	4
No camping	2
POLICIES	
Dogs not allowed on trails	2
Other comments	3

VISITOR SERVICES PROJECT

Filling out this survey	2
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GENERAL IMPRESSIONS

Weather	76
Nothing	72
Not enough time to spend	36
Insects	6
Learning what happened to the Nez Perce	3
Crowds	2
Other comments	7

Planning for the future

N=506 comments; many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Employ Native Americans	34
More rangers at each site to answer questions	2
INTERPRETIVE SERVICES	
Non-personal	
More information at Old Chief Joseph's Gravesite	26
More exhibits/displays	20
Advertise park more	18
More interpretive signs	17
Reconstruct a Nez Perce village	15
Show more from the Nez Perce perspective	15
More maps/brochures	14
Provide better information about other Nez Perce park sites	12
Sell more Nez Perce crafts and music	11
Improve exhibits/displays	11
More information on contemporary Nez Perce life	11
Provide more Nez Perce historical information	10
Provide better map of Nez Perce park sites	10
Expand museum at Spalding	9
Emphasize Nez Perce culture	8
Emphasize natural history	8
Improve movie/video/slide presentations	8
Keep trail guides stocked	7
Expand interpretive walking trails	7
More outdoor exhibits	5
More educational programs	5
Provide more information	5
More hands-on displays for children	4
Expand bookstore sales items	4
Provide more history of Lewis and Clark	4
Provide audio tape about Nez Perce trail	3
Provide information about Appaloosa horses	2
More historical photographs	2
Personal	
Interpretive programs given by tribal members	19
More demonstrations/re-enactments	18
Offer more activities	14
Offer guided tours/programs	10
Music/dance performances	2
Other comments	6

FACILITIES AND MAINTENANCE

Improve grounds around Old Chief Joseph's Gravesite	13
Improve restrooms	11
Improve landscape	10
Handicap access on trails	6
Better highway directional signs	5
More parking	4
Improve grounds around museum	2
Provide running water	2
Provide dump stations	2
Expand White Bird Visitor Center	2
Improve walking trails	2
Other comments	10

POLICIES

Enforce littering regulations	6
Stay open longer	4
Recycle	2
Other comment	1

RESOURCE MANAGEMENT

Preserve park	16
Offer more camping	5
Less development	4

GENERAL IMPRESSIONS

Don't change anything	11
Provide food services	8
Other comment	4

Visitor comment summary

N=545 comments; many visitors made more than one comment.

Comment	Number of times mentioned
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PERSONNEL

Staff/rangers helpful, friendly	62
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INTERPRETIVE SERVICES

Enjoyed exhibits/displays	18
Not enough information	8
Great museum	5
Improve exhibits	2
Enjoyed visitor center	2
Enjoyed historic photographs	2
Other comments	7

FACILITIES AND MAINTENANCE

Well maintained	14
Grounds not maintained at Old Chief Joseph's Gravesite	8
Improve landscaping	6
Other comments	5

POLICIES

Comments	3
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RESOURCE MANAGEMENT

Preserve park	19
Other comments	3

GENERAL IMPRESSIONS

Enjoyed visit	80
Thank you	56
Educational/informational	32
Moved by the experience	31
Keep up the good work	25
Enjoyed history	21
Not enough time to spend	20
Will return	19
Looking forward to visiting other Nez Perce sites	16
Interesting for all ages	10
Beautiful	10
Well managed	9
Lack of respect at Old Chief Joseph's Gravesite	9

Never heard of the Nez Perce before	7
Visit often	7
Found park by chance	6
Lolo Pass visitor center closed too early	5
Didn't realize this was a national park site	4
Live close by	3
Set up fund for Nez Perce tribe	2
Other comments	9