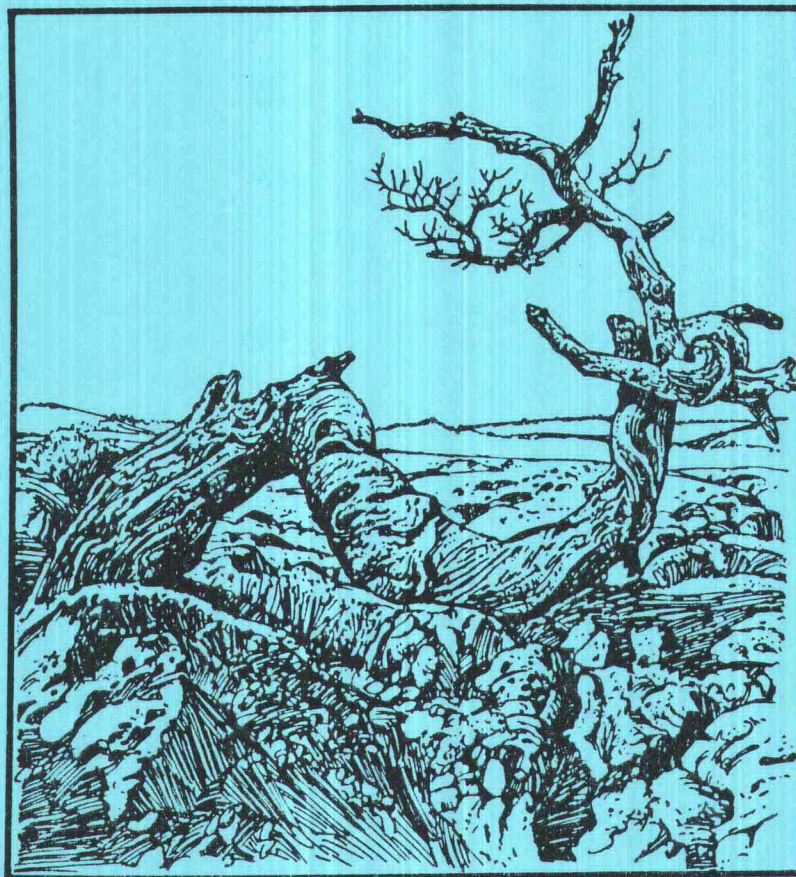


D-26
Vol. 1 of 2

Visitor Services Project
**Craters of the Moon
National Monument**

Volume 1 of 2



J. Dawson

Visitor Services Project Report 20
Cooperative Park Studies Unit



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Visitor Services Project

Craters of the Moon

National Monument

Volume 1 of 2

Gary E. Machlis
Dana E. Dolsen
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VSP Report 20

February 1989

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Visitor Services Project
Craters of the Moon National Monument
Report Summary

- This report describes the results of a visitor study conducted at Craters of the Moon National Monument during the week of June 26 - July 2, 1988. Questionnaires were given to 358 visitor groups and 303 were returned, an 85% response rate.
- The report provides a profile of the people who visited Craters of the Moon. Their general comments about the monument are found in Volume 2 of the report; this volume has a summary of their comments.
- Visitors were most likely to be in family groups of two to four people. Seventy-seven percent were making their first visit to Craters of the Moon. The majority of visitors came from California, Idaho, and Oregon. Eighteen percent were foreign visitors.
- Most visitors stayed two to three hours. Visiting the visitor center, viewing the overlooks/pullouts, and photography were the most common activities.
- The sites that received the greatest proportion of all visitors were the Big Craters/Spatter Cones (81%), visitor center (79%), Cave Area (64%), North Crater Flow (58%), Inferno Cone (56%), North Crater and the Cinder Cone (54%).
- Prior to their visit, 52% of the visitors had received their information about the park from maps. Sixty-eight percent of the visitors who used the park folder and map felt that it was extremely useful.
- Seventy-nine percent of the visitors visited the visitor center. Most felt that the exhibits and the visitor center film were very to extremely useful.
- Visitors made many general comments about their visit to the monument.

For more information about the Visitor Services Project, please contact Dr. Gary Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

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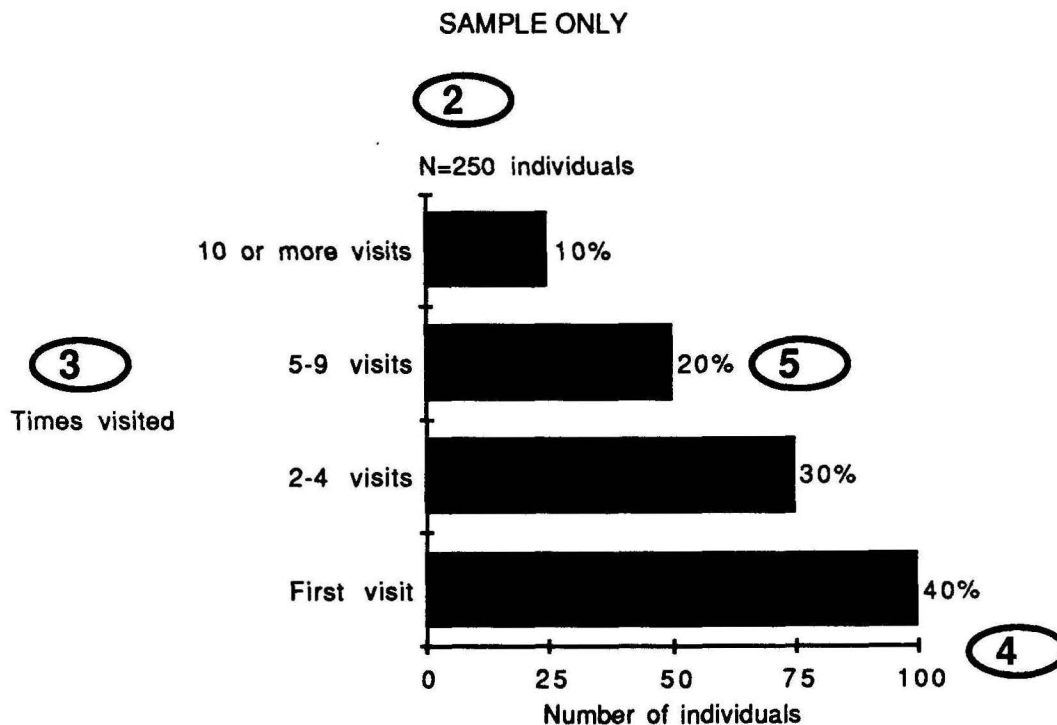
INTRODUCTION

This report describes the results of a visitor survey at Craters of the Moon National Monument (referred to as 'Craters of the Moon'). It was conducted the week of June 26-July 2, 1988 by the Cooperative Park Studies Unit at the University of Idaho, as a part of the Visitor Services Project. A list of Visitor Services Project publications is included on the inside back cover of this report.

After this introduction, the Methods are presented, along with the limitations to the study. The Results follow, including a summary of visitor comments. Next, a Menu for Further Analysis is provided to help managers in requesting additional analyses. Finally, the Appendix contains the questionnaire used. Volume 2 of this report contains the unedited comments made by visitors who returned the questionnaires.

Many of the graphs in this report are like the example on the following page. The large numbers refer to explanations below the graph.

Introduction (continued)



(1) **Figure 4: Number of visits**

- 1: The figure title provides a general description of the information contained in the graph.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use caution when interpreting any data where the sample size is less than 30 as the conclusions may be unreliable.
- 3: The vertical information describes categories.
- 4: The horizontal information shows the number of items that fall into each category. In some graphs, proportions are shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Front-end interviews were administered and questionnaires were distributed to a sample of randomly selected visitors entering the Craters of the Moon fee area during June 25-July 2, 1988. Visitors completed the questionnaire during their trip and then returned it by mail. Returned questionnaires were analyzed and this report developed.

Questionnaire design

The questionnaire asked visitors to record where they went, what they did and how they got information about the monument prior to their visit. Visitors were also asked which services they used and to rate the usefulness of the services used. In addition, they were asked to rate the importance of some of the monument's attractions (see Appendix for a copy of the questionnaire). Space was provided for respondents' comments. The questionnaire followed the standard format used in previous Visitor Services Project studies.

Sampling

Visitors were contacted at the entrance station into the fee area of the national monument. Sampling consisted of choosing a visitor group based upon a predetermined interval of entering vehicles. Thus every 4th vehicle which entered into the fee area was approached and that visitor group was asked to participate.

The sample size was based upon 1987 vehicle entry counts, the monument's operating hours and staff availability. A total of 358 questionnaires were distributed.

Questionnaire administration

Visitor groups were greeted, introduced to the study and asked to participate. If they agreed, a front-end interview was held. Front-end interviews consisted of asking three short questions: type of group, the number of people in the group and the age of the adult who would complete the questionnaire. This designated person was asked to give a name, address and telephone number so that a thank you postcard could be sent; the card also reminded visitors to return the questionnaire in the mail.

Methods (continued)

Data analysis

Two weeks after questionnaire distribution a postcard was mailed to all visitors thanking them for their participation in the study and asking them to return the questionnaire in the mail if they had not already done so.

Questionnaires arriving within the ten week period were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and on individual group members. Therefore, the sample size ('N'), varies from figure to figure. For example, Figure 1 shows information on 303 respondents representing visitor groups, while Figure 3 shows information on 880 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions in the questionnaire, 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 303 questionnaires were returned, Figure 5 shows data for only 62 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. For example, it is possible that some of the visitors' activities occurred outside of the monument, and they may not have understood to report only those activities done within the monument.

Limitations

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

1. All visitors were asked to record sites visited and activities, however, it is not possible to know whether their responses reflect actual behavior. This disadvantage is applicable to all such studies and is reduced by having visitors fill out the questionnaire as they visit the monument.
2. The data reflect the use patterns of visitors during the designated study period of June 26-July 2. The results do not necessarily apply to visitors using the monument during different times of the year.

RESULTS

A. Visitors contacted

Four hundred and eleven visitor groups were contacted, and 358 agreed to participate. Thus, the acceptance rate was 87%. Three hundred and three of the visitor groups completed and returned their questionnaires, an 85% response rate. The acceptance rate is lower than the average acceptance rate of previous Visitor Services Project surveys. The response rate is considerably higher than the average of previous studies.

Table 1 shows a comparison of information collected from both the total sample of visitors contacted and the final sample of visitors who returned their questionnaires. Non-response bias was insignificant.

Table 1: Comparison of total sample* and actual respondents**

	Total sample	Actual respondents
Average age of respondent	N=358	N=303
Number of years	45.3	46.0
Average group size	N=357	N=303
Number of people	3.5	3.4

* All visitors who accepted questionnaires.

** All visitors who returned questionnaires.

B. Characteristics

Figure 1 shows the group sizes, which ranged from one to 35 people. The most common group size was two people. Nearly four-fifths of the visitors came in family groups, as shown in Figure 2; couples represent a common visitor population.

Figure 3 shows a wide range of age groups; the most common were visitors over the age of sixty-two and children under the age of 11. For 77% of the visitors, this was their first visit to Craters of the Moon, although Figure 4 shows a small but significant amount of returnees (4%), who have visited the park many times.

Visitors came from many different locations within the United States. Nineteen percent of all visitors were from foreign countries (see Map 1 and Table 2); 24% of foreign visitors were from Canada, 24% were from Germany and 20% from Switzerland. Map 2 shows that most U.S. visitors originated from the six states around Craters of the Moon (i.e. Idaho, California, Colorado, Oregon, Washington and Wyoming).

B. Characteristics (continued)

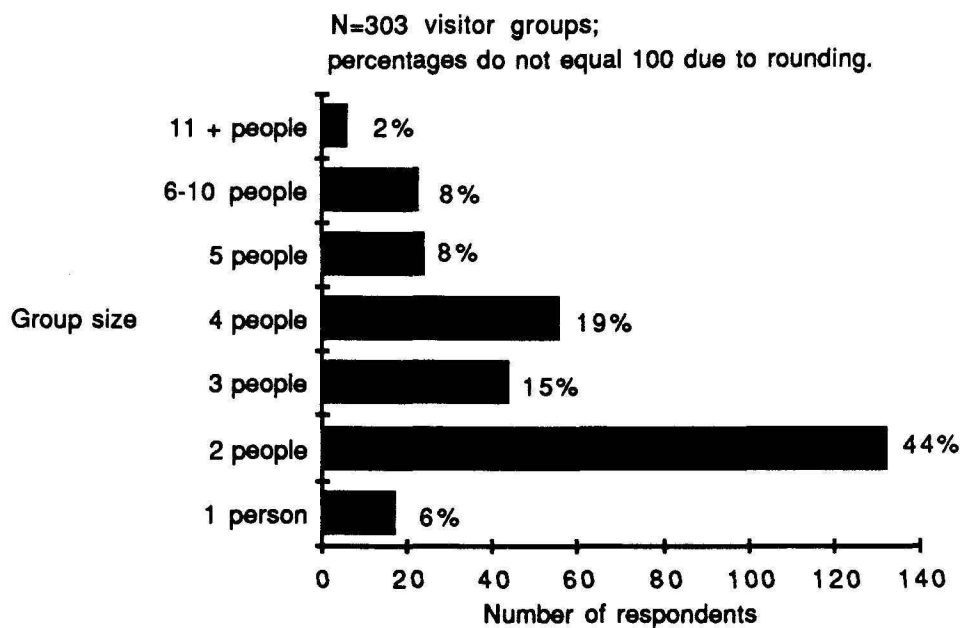


Figure 1: Visitor group sizes

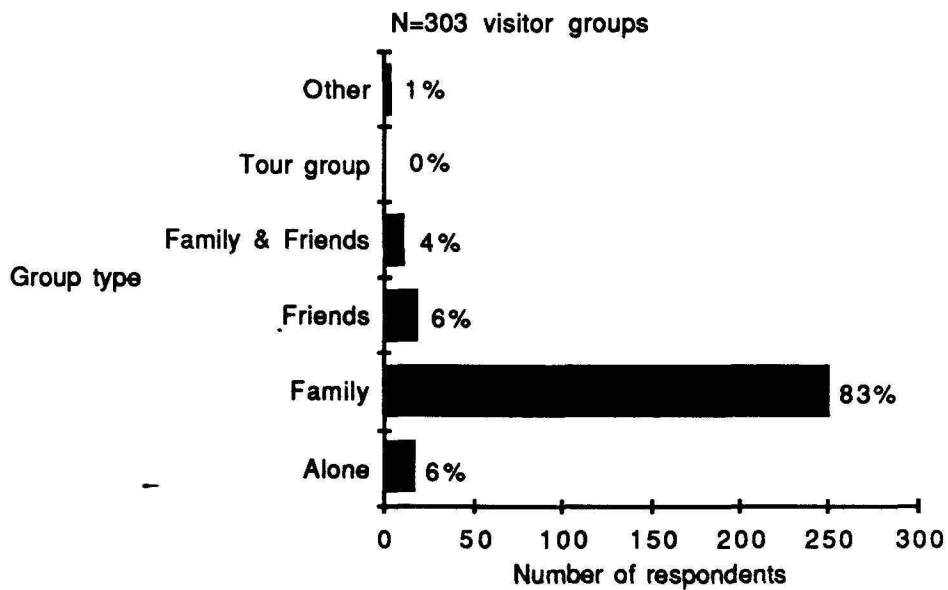
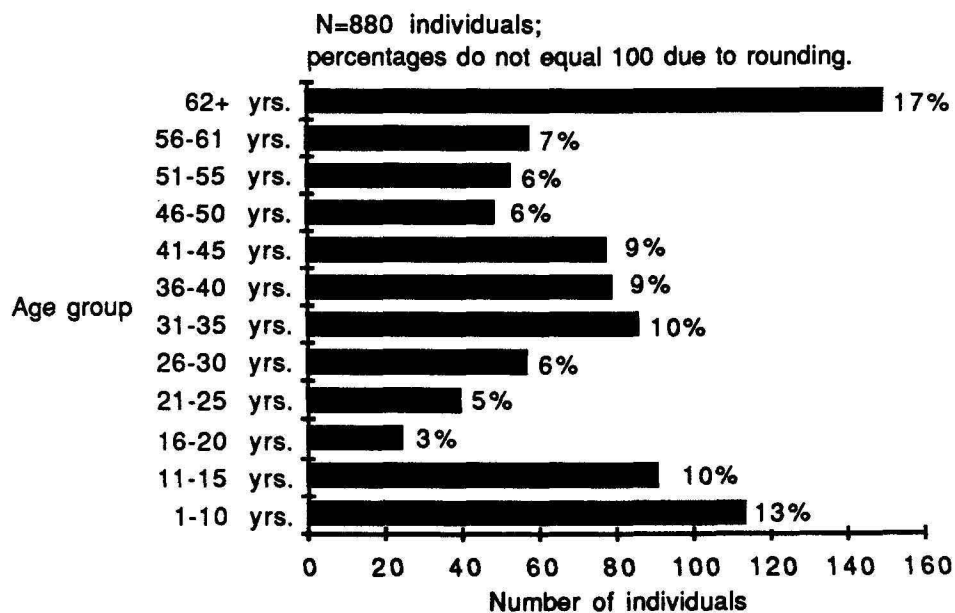
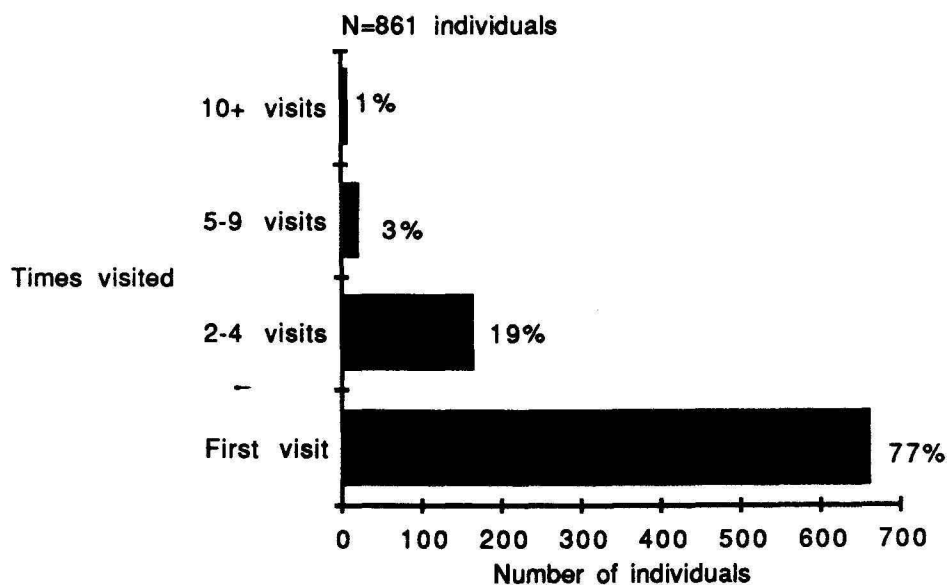
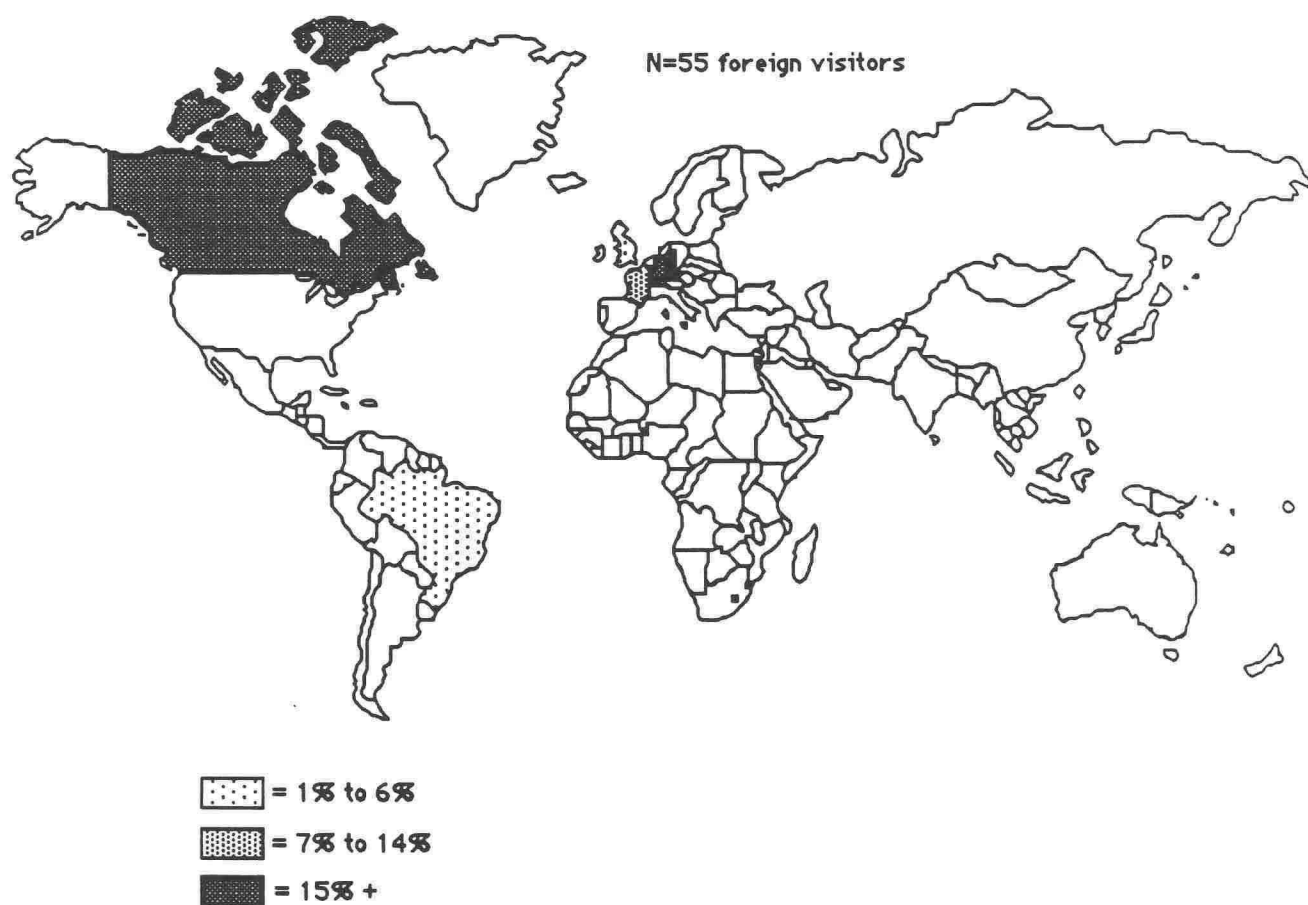


Figure 2: Visitor group types

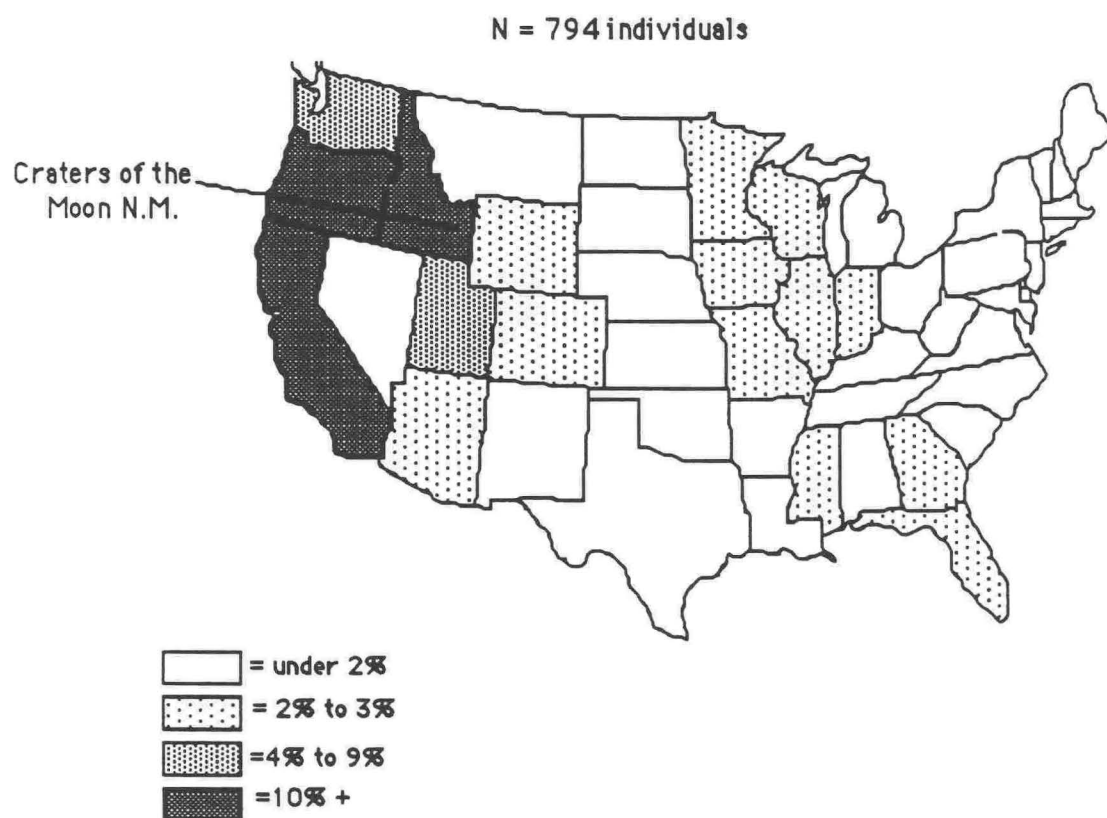
B. Characteristics (continued)**Figure 3: Visitor ages****Figure 4: Number of visits**

B. Characteristics (continued)**Map 1: Proportion of foreign visitors by country**

B. Characteristics (continued)**Table 2: Proportion of visitors from foreign countries**

N= 58 foreign visitors;
percentages do not equal 100 due to rounding.

Country	Number of Individuals	% of foreign visitors
<u>Africa</u>	<u>5</u>	<u>9</u>
Israel	5	
<u>Asia</u>	<u>2</u>	<u>3</u>
Philippines	2	
<u>Europe</u>	<u>32</u>	<u>55</u>
England	2	
France	5	
Switzerland	11	
West Germany	14	
<u>North America</u>	<u>14</u>	<u>25</u>
Canada	14	
<u>South America</u>	<u>5</u>	<u>9</u>
Brazil	5	

B. Characteristics (continued)**Map 2: Proportion of visitors from each state**

C. Length of stay

Figure 5 illustrates that most overnight visitors stayed only one night (79%). Figure 6 shows 84% of the day visitors stayed for two hours or more.

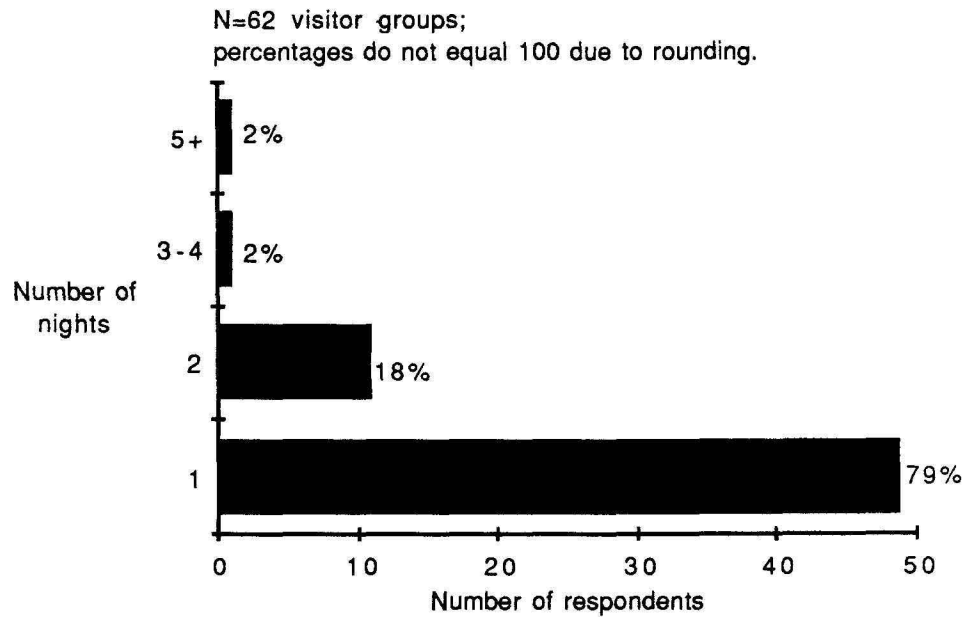


Figure 5: Number of nights visitors stayed

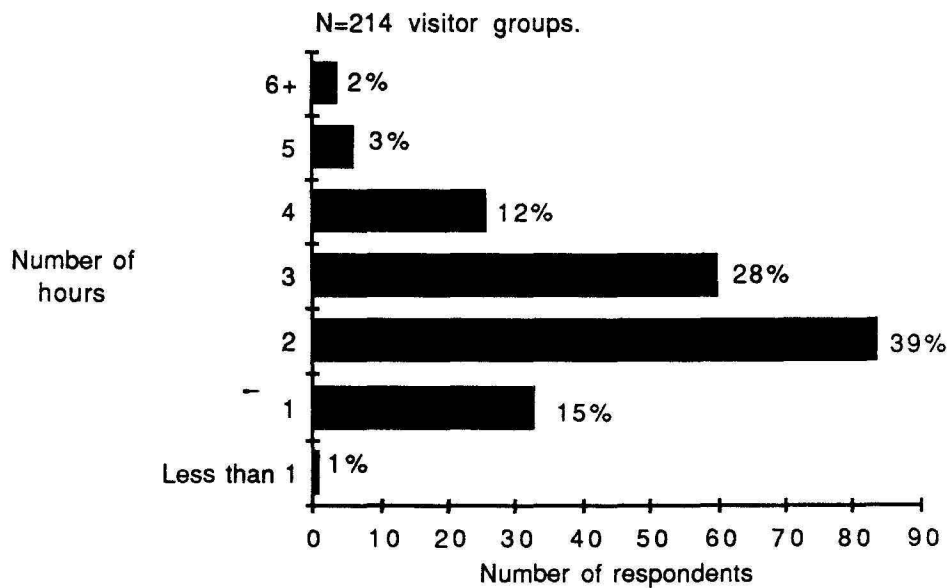


Figure 6: Number of hours visitors stayed

D. Activities

Figure 7 shows the proportion of visitor groups who engaged in each activity during their visit. Activities pursued by the majority of visitor groups included viewing at the overlooks and pullouts (82%), visiting the visitor center (79%), photography (79%), hiking under an hour (46%), and hiking over an hour (42%).

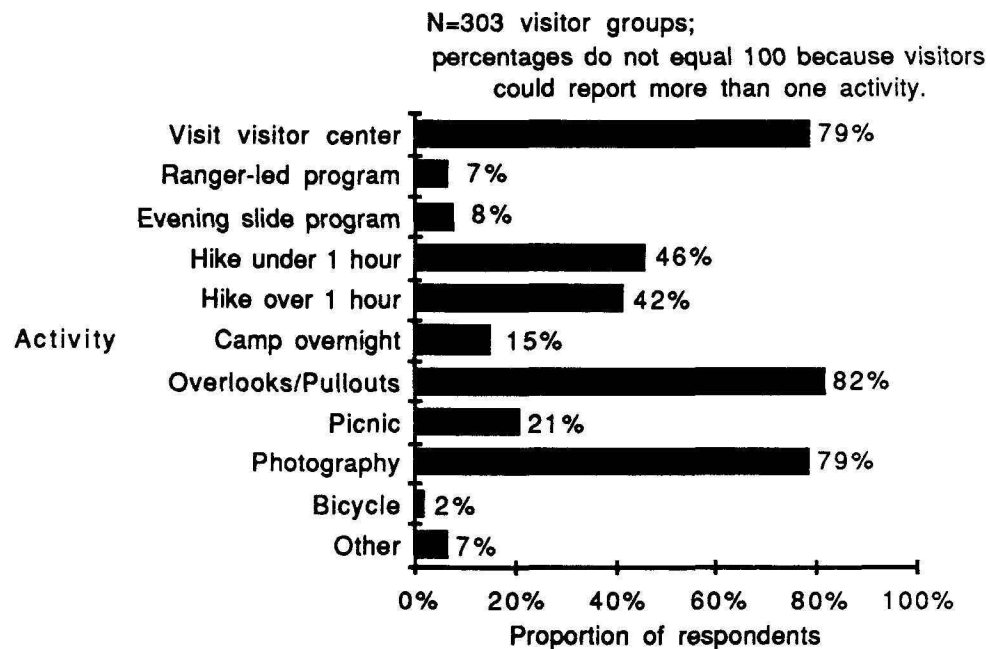


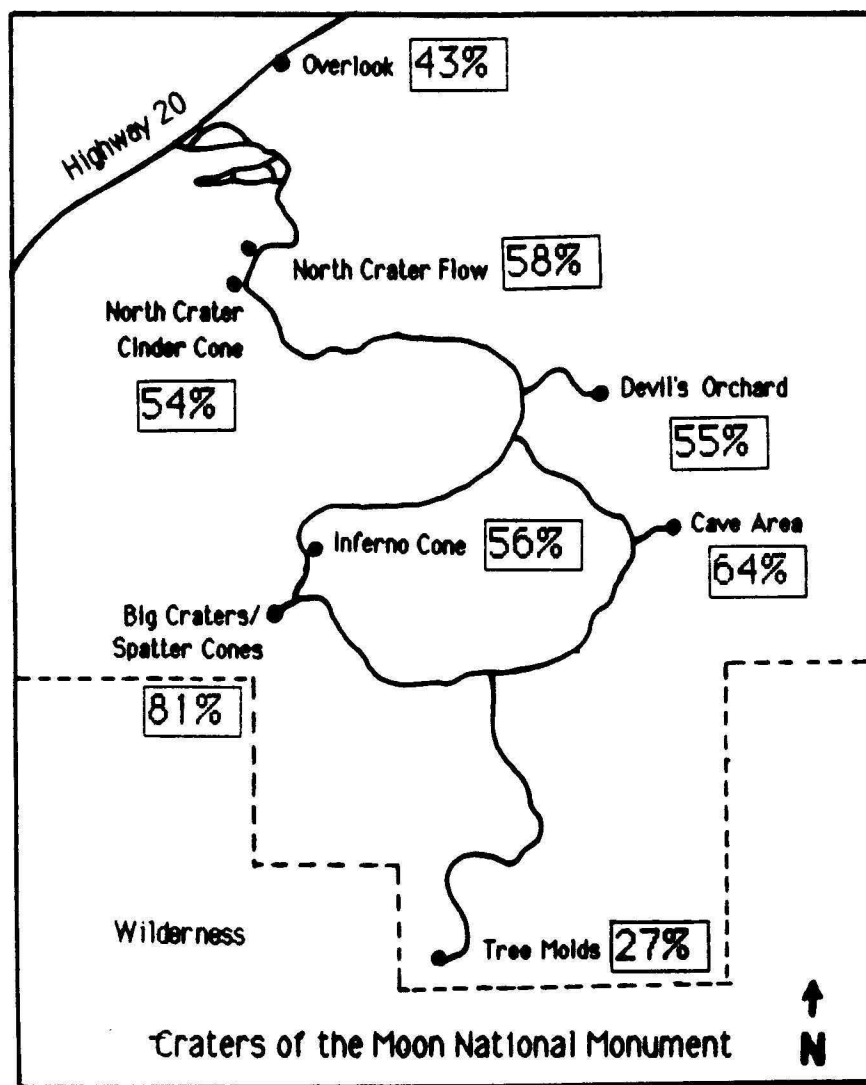
Figure 7: Proportion of visitor groups participating in each activity

E. Locations

Map 3 shows the proportion of visitor groups that stopped at each site. The largest proportion of visitor groups stopped at Big Craters/Spatter Cones (81%), Cave Area (64%), North Crater Flow (58%), Devil's Orchard (55%), Inferno Cone (56%), North Crater Cinder Cone (54%), while the fewest number visited Tree Molds (27%).

N = 303 visitor groups;

percentages do not equal 100 because visitors could visit more than one site.



Map 3: Proportion of visitor groups who stopped at each site

F. Information sources prior to visit

The survey asked visitors how they obtained information about Craters of the Moon prior to their visit. Fifty-two percent of the visitor groups obtained their information from maps, while 38% received information from travel guides/tour books, followed by advice from relatives and friends (34%), and from previous visits (30%).

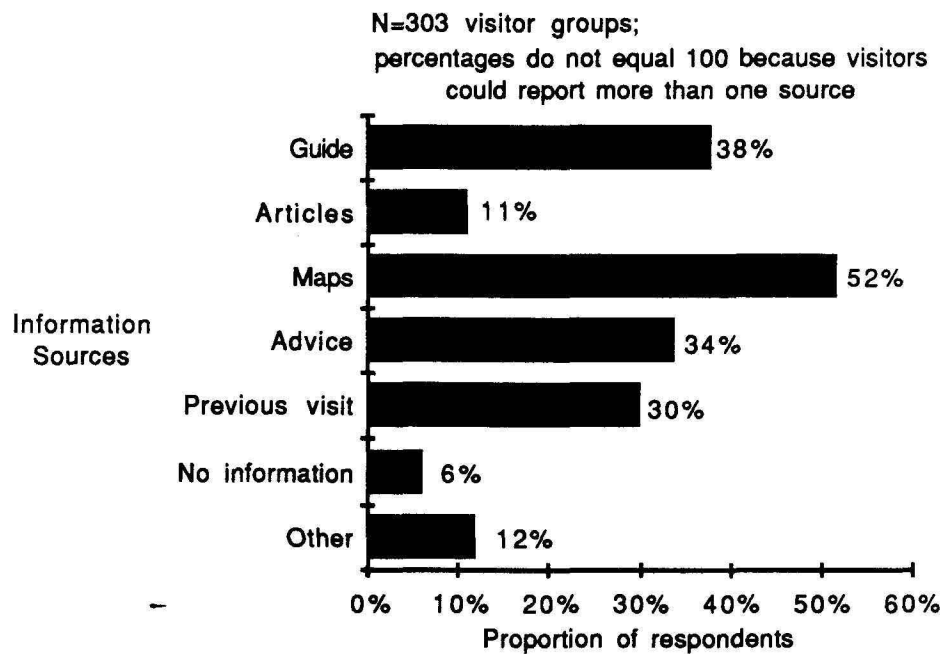


Figure 8: Information sources prior to visit

G. Importance ratings of park features

Visitors were asked how important the following park features were to their visit: rock formations, natural forest, scenic views, wildlife, solitude, clean (fresh) air, park rangers, scientific study, and interpretive programs. A five point scale was provided: 1= extremely important, 2= very important, 3= important, 4= somewhat important, and 5= not important.

Figures 9-17 show that visitors rated several features from very to extremely useful: rock formations (79%), scenic views (82%), wildlife (51%), clean (fresh) air (73%). The visitors also rated several features from not important to somewhat important: solitude (39%), park rangers (35%), scientific study (42%), and interpretive programs (42%).

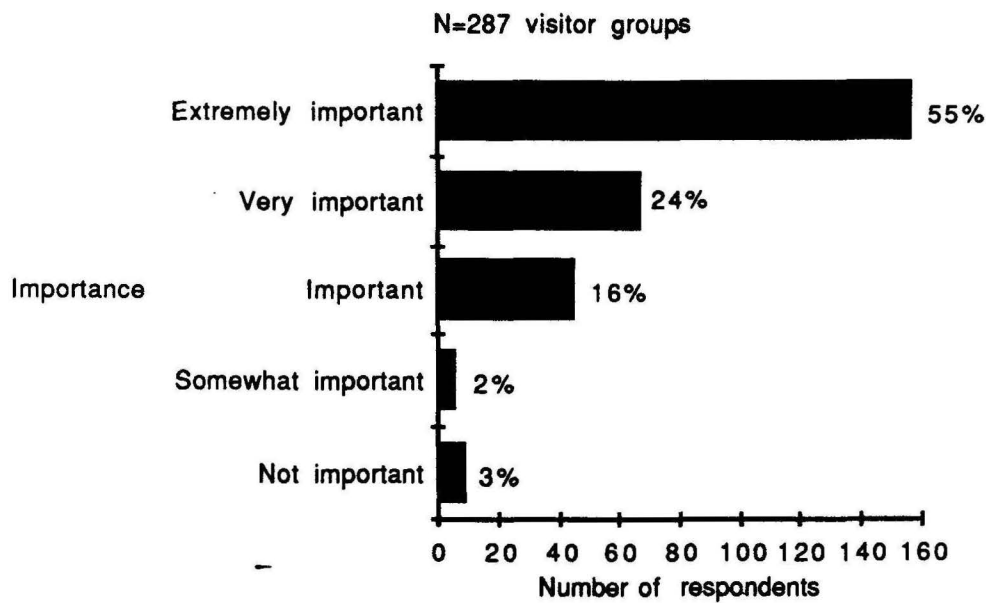


Figure 9: Importance ratings of rock formations

G. Park features (continued)

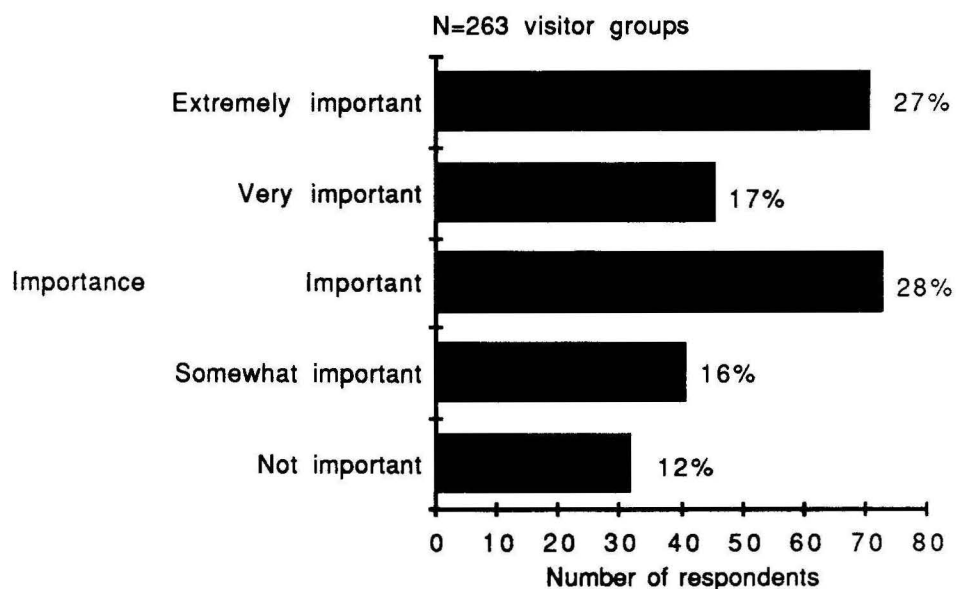


Figure 10: Importance ratings of natural forest

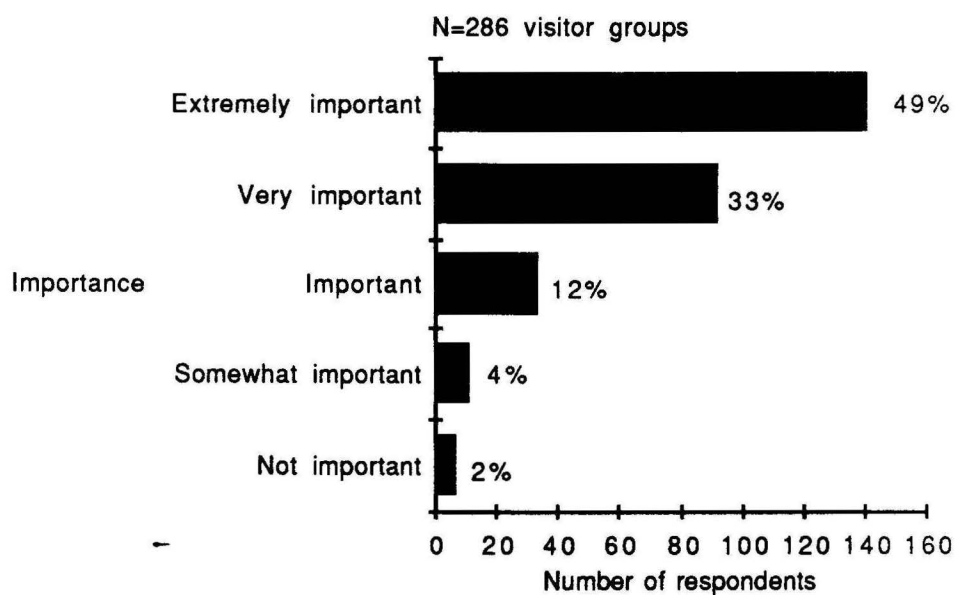
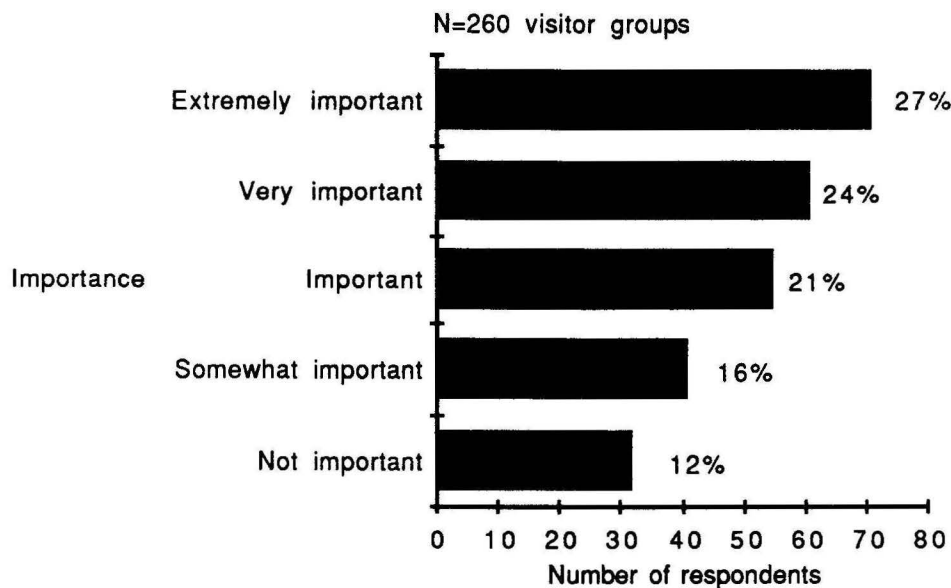
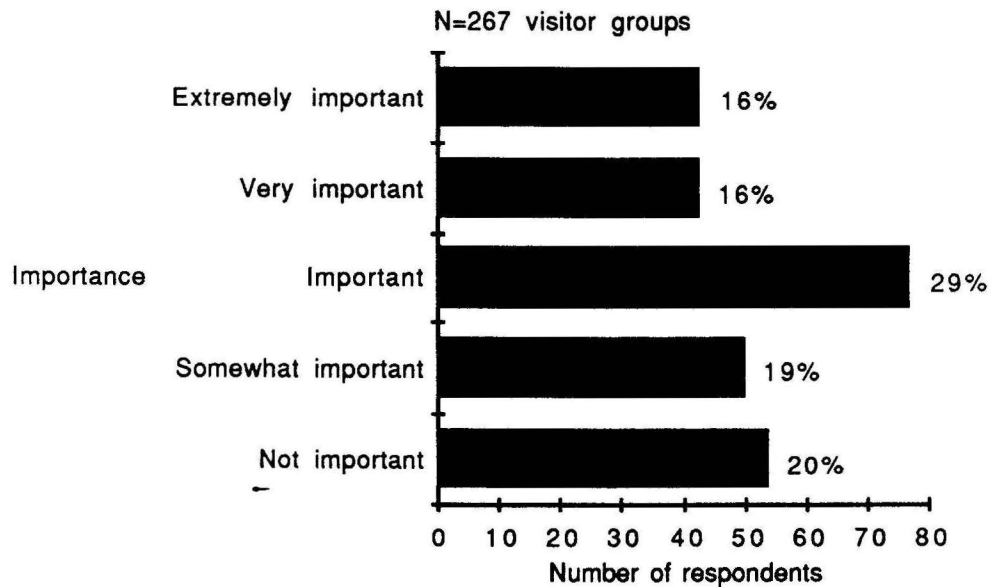


Figure 11: Importance ratings of scenic views

G. Park features (continued)**Figure 12: Importance ratings of wildlife****Figure 13: Importance ratings of solitude**

G. Park features (continued)

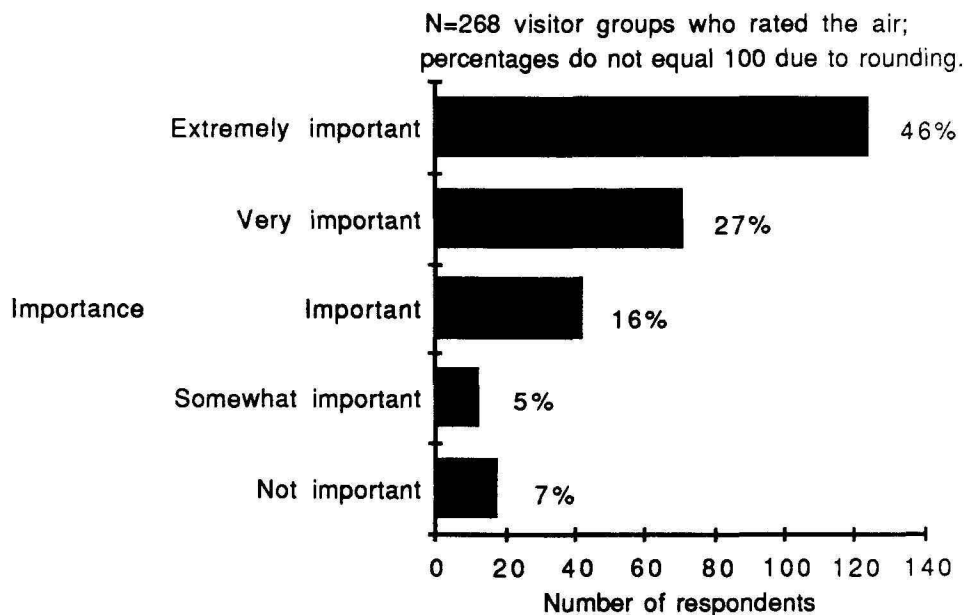


Figure 14: Importance ratings of clean (fresh) air

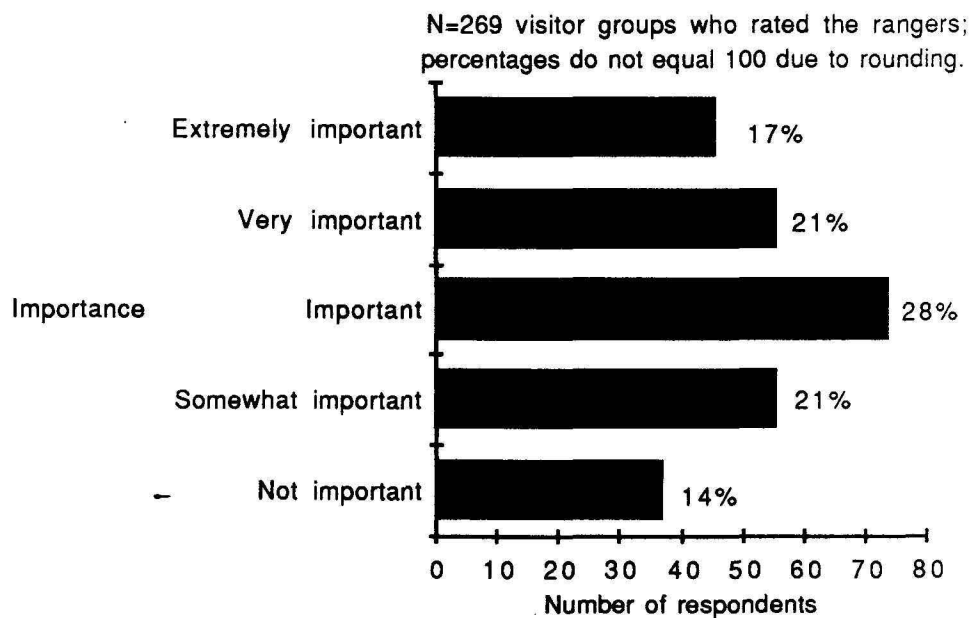
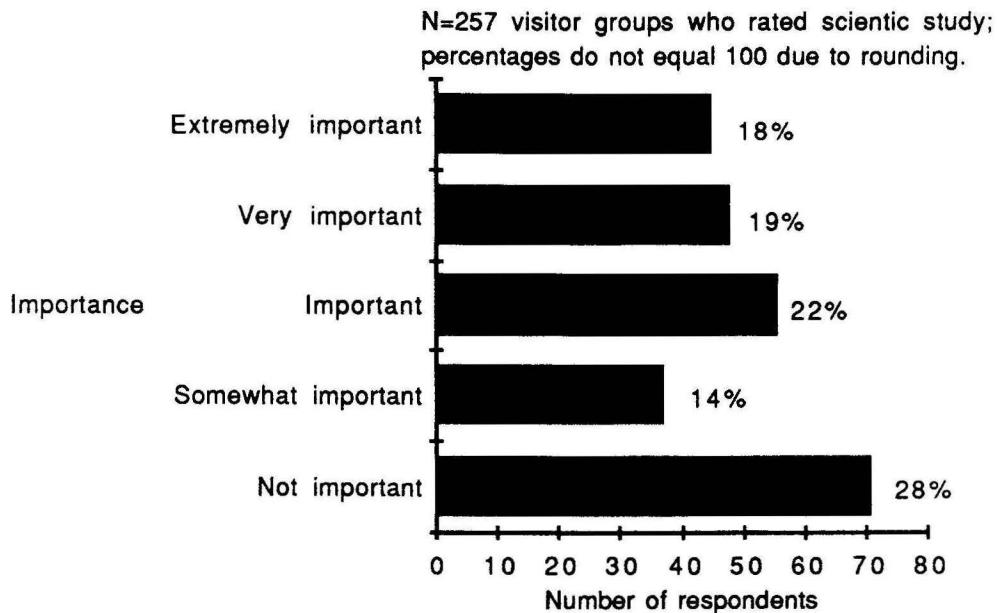
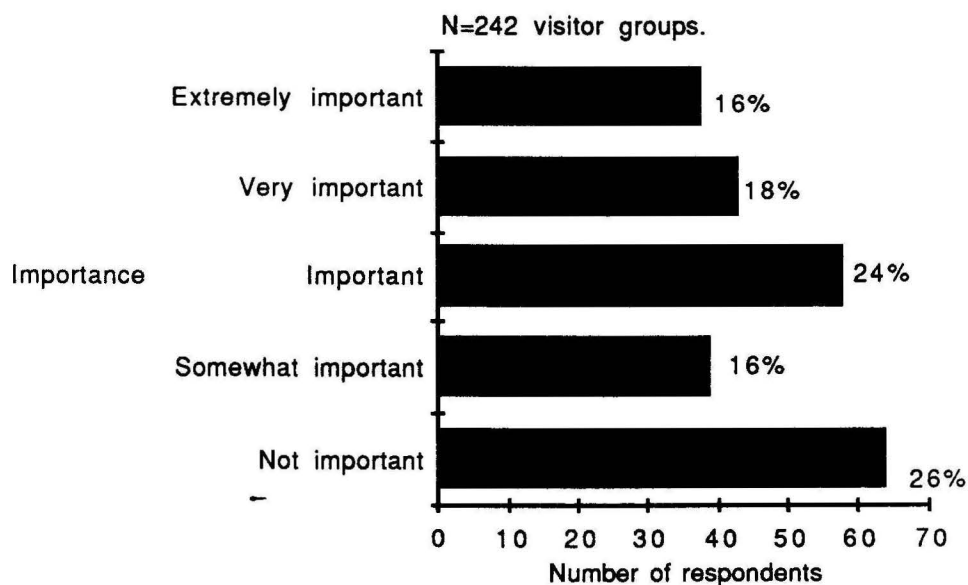


Figure 15: Importance ratings of park rangers

G. Park features (continued)**Figure 16: Importance ratings of scientific study****Figure 17: Importance of interpretive programs**

H. Visitor use of Interpretive services

Visitors were asked which interpretive services they used at Craters of the Moon. Figure 18 shows that 91% of the visitors used the park folder and map. Other highly used interpretive services included visitor center exhibits (77%), the self-guided trails (75%), and roadside exhibits (58%).

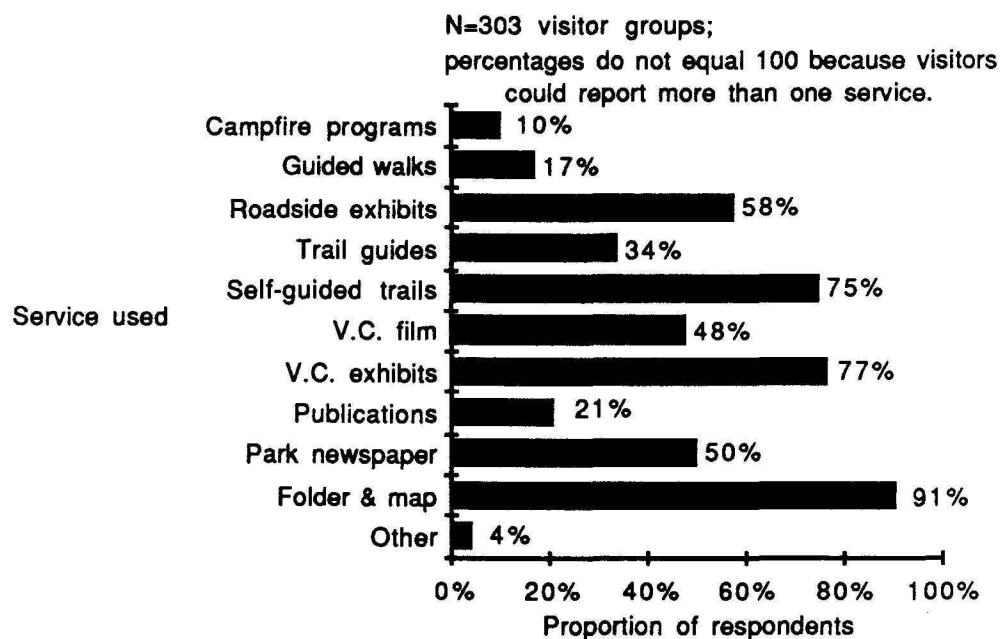


Figure 18: Visitor use of interpretive services

I. Usefulness ratings of Interpretive services

Visitors that used interpretive services were asked to rate how useful those services were to them. A five-point scale was provided: 1= extremely useful, 2= very useful, 3= moderately useful, 4= somewhat useful, 5= not useful. Figures 19-28 show that visitors commonly rated several services from very to extremely useful: park folder and map (89%), park publications (72%), visitor center exhibits (78%), visitor center film (75%), self-guided trails (83%), trail guides (80%), roadside exhibits (76%), guided walks (79%), and evening campfire programs (73%).

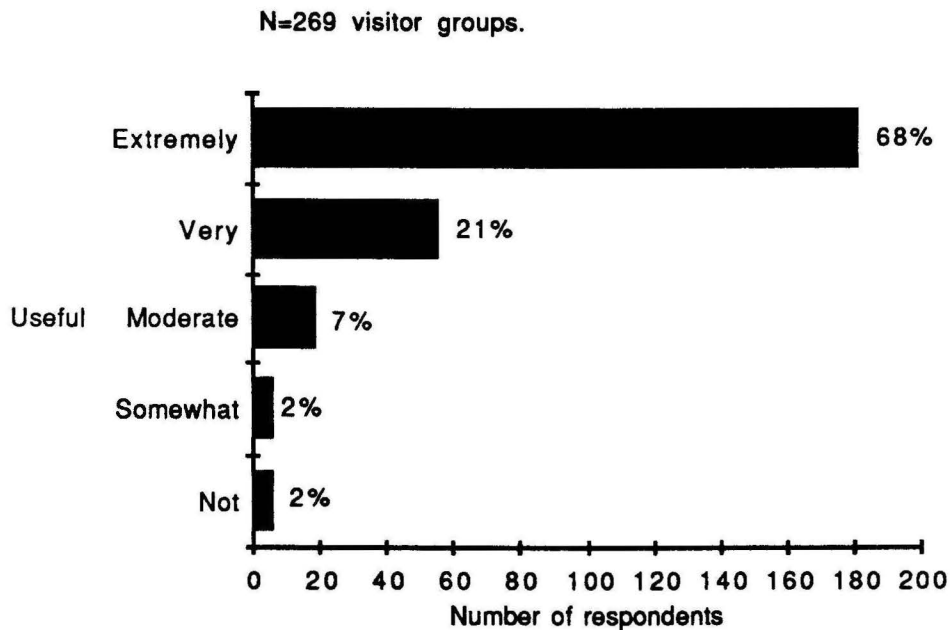


Figure 19: Usefulness of park folder & map

I. Usefulness of Interpretive services (continued)

N=144 visitor groups.

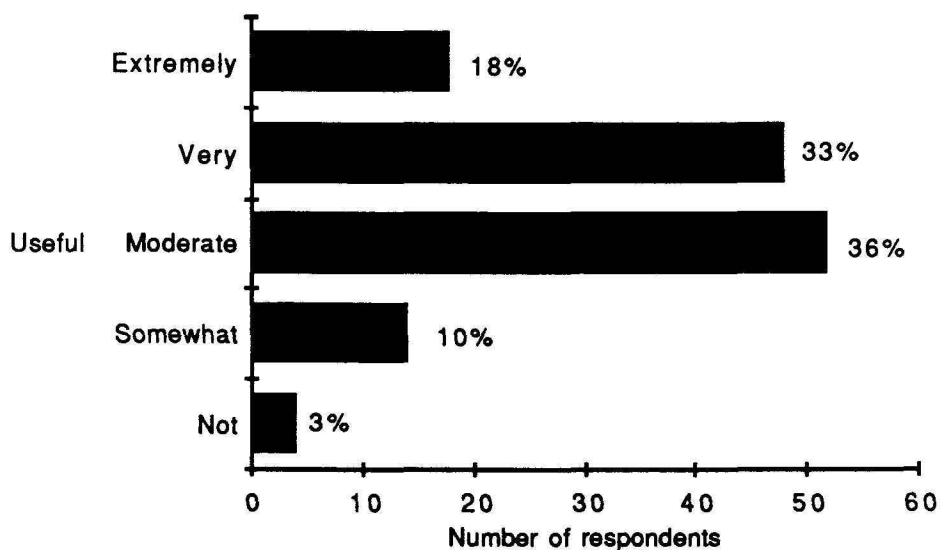


Figure 20: Usefulness of park newspaper

N=62 visitor groups;
percentages do not equal 100 due to rounding.

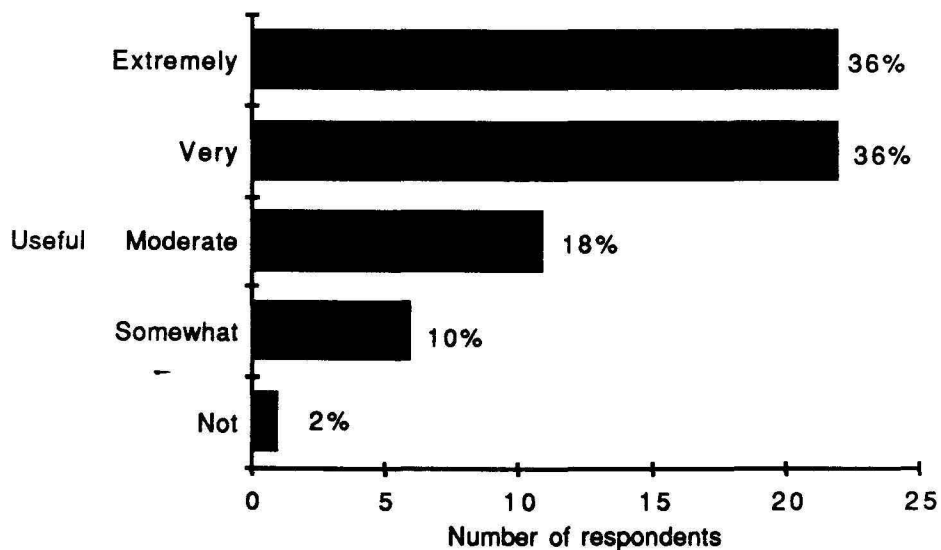
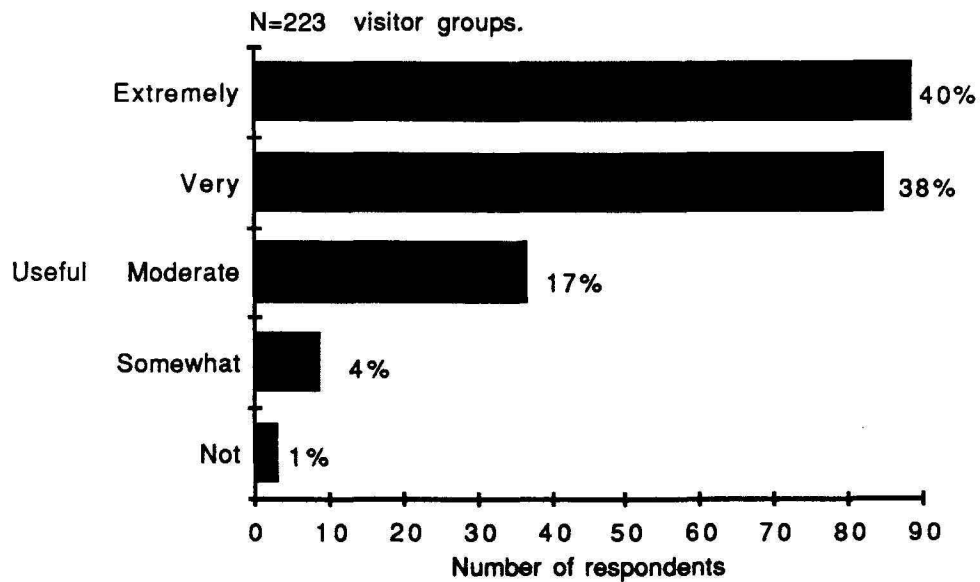
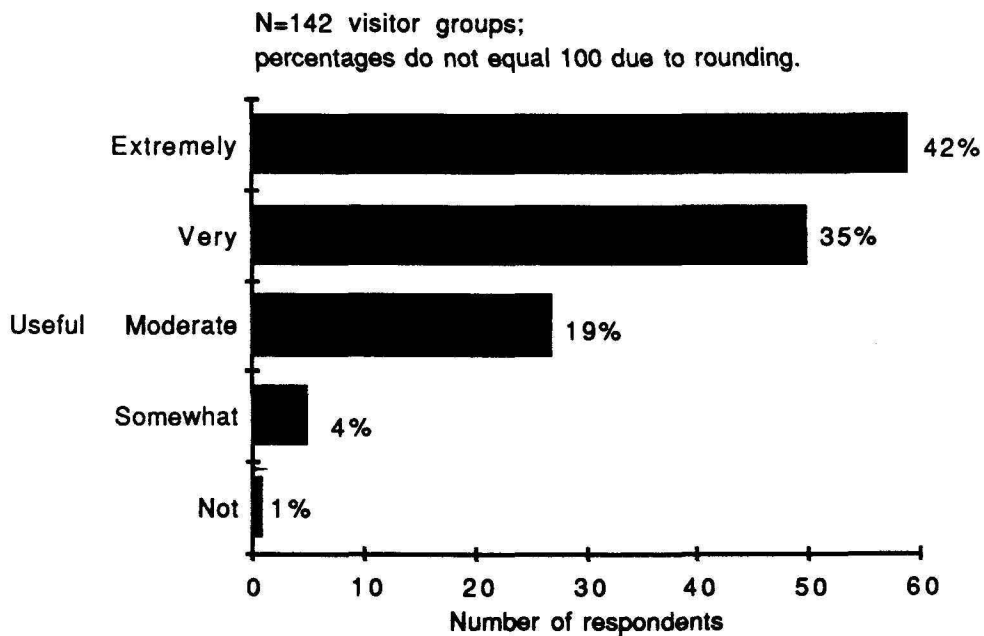
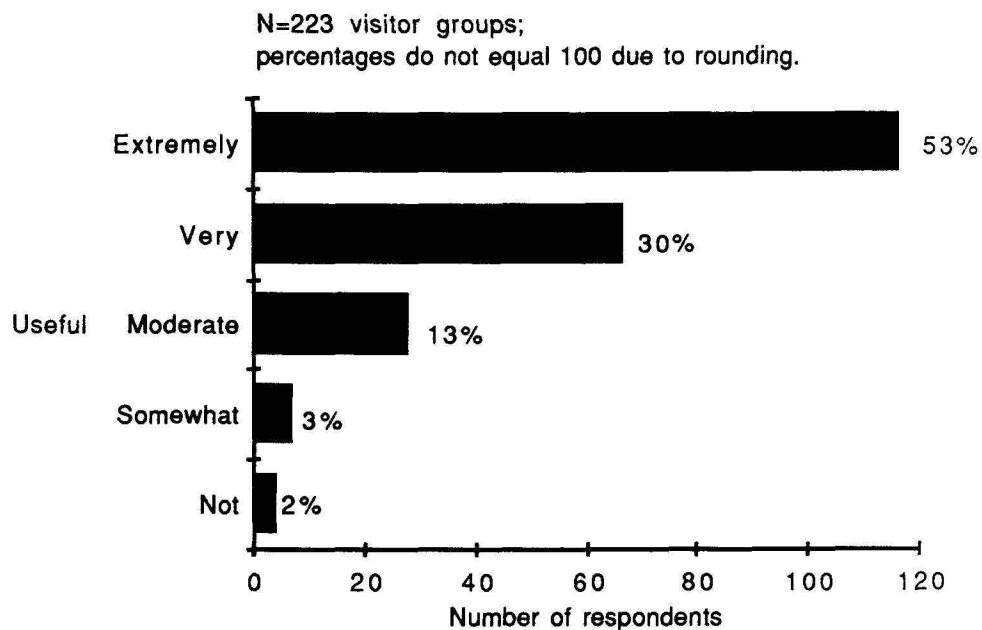
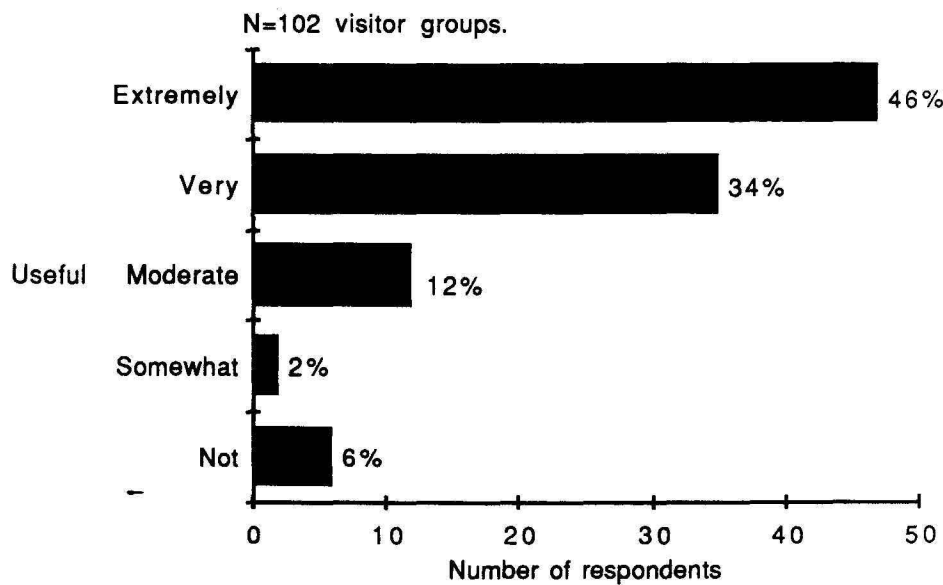
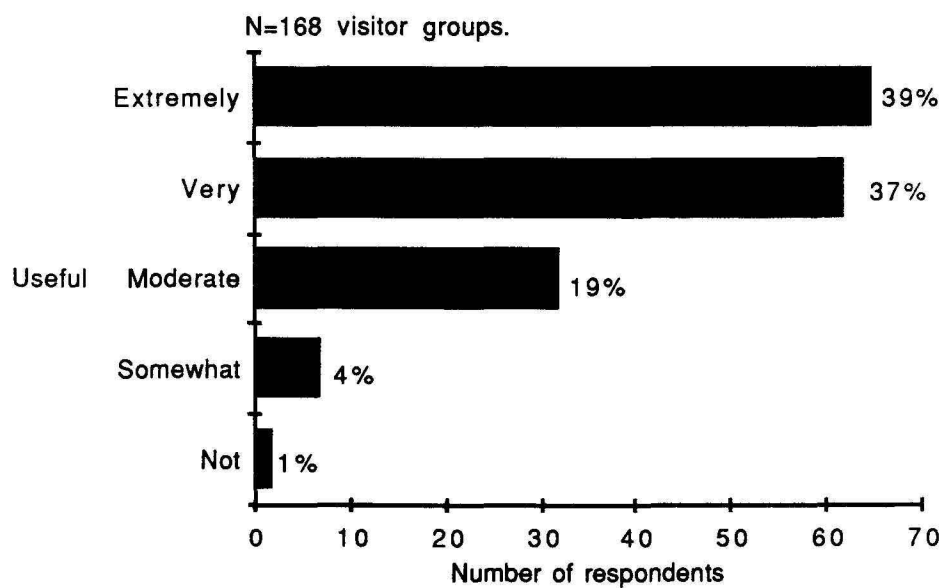
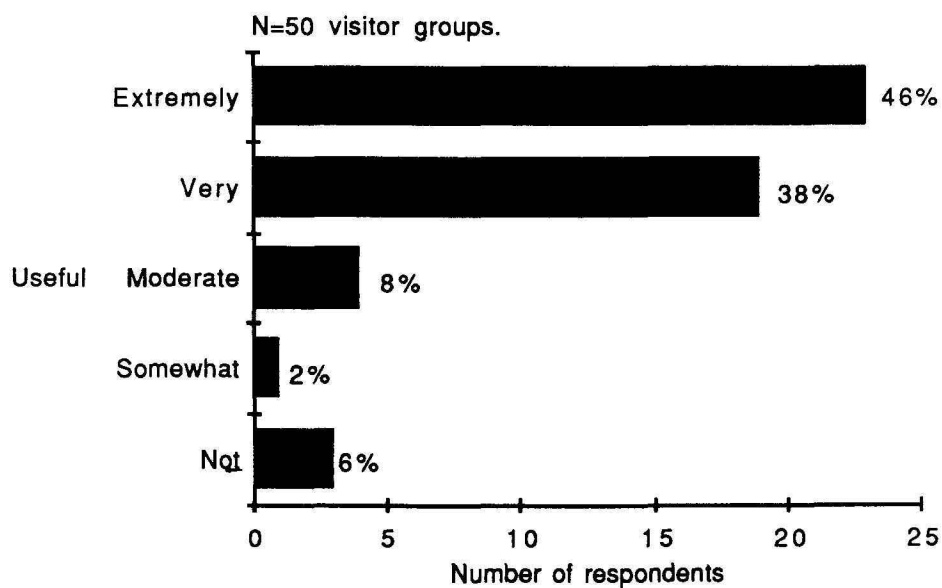


Figure 21: Usefulness of park publications

I. Usefulness of Interpretive services (continued)**Figure 22: Usefulness of visitor center exhibits****Figure 23: Usefulness of visitor center film**

I. Usefulness of Interpretive services (continued)**Figure 24: Usefulness of self-guided trails****Figure 25: Usefulness of trail guides**

I. Usefulness of interpretive services (continued)**Figure 26: Usefulness of roadside exhibits****Figure 27: Usefulness of guided walks**

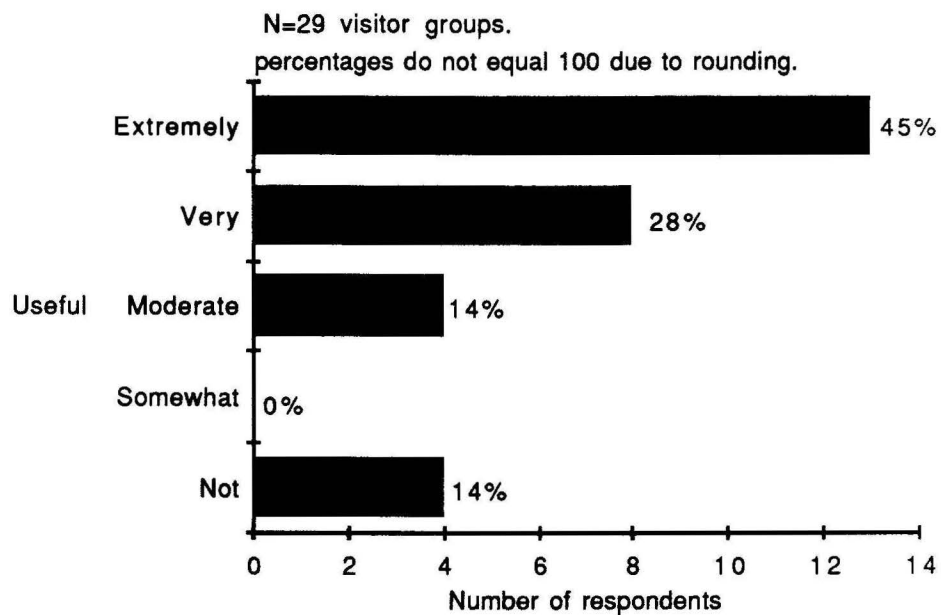
I. Usefulness of Interpretive services (continued)

Figure 28: Usefulness of evening campfire programs

J. Areas walked or hiked

Visitors were asked to indicate at which areas of Craters of the Moon they walked or hiked. Figure 29 shows that most visitors walked or hiked at Crater/Spatter Cones (67%) and the Cave Area (55%).

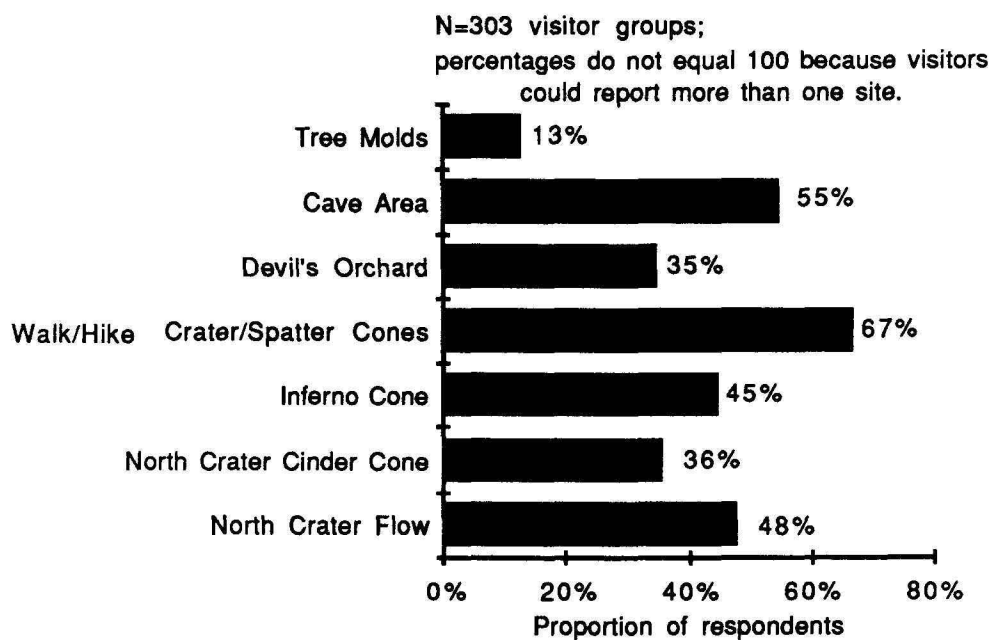


Figure 29: Proportion of visitors who walked/hiked at each site

K. Visitors who entered the wilderness area

If visitors walked or hiked at Tree Molds, they were asked if they entered the wilderness portion of Craters of the Moon. Figure 30 shows that 57% of the visitors entered, 24% did not enter, and 19% were unsure whether they had entered or not.

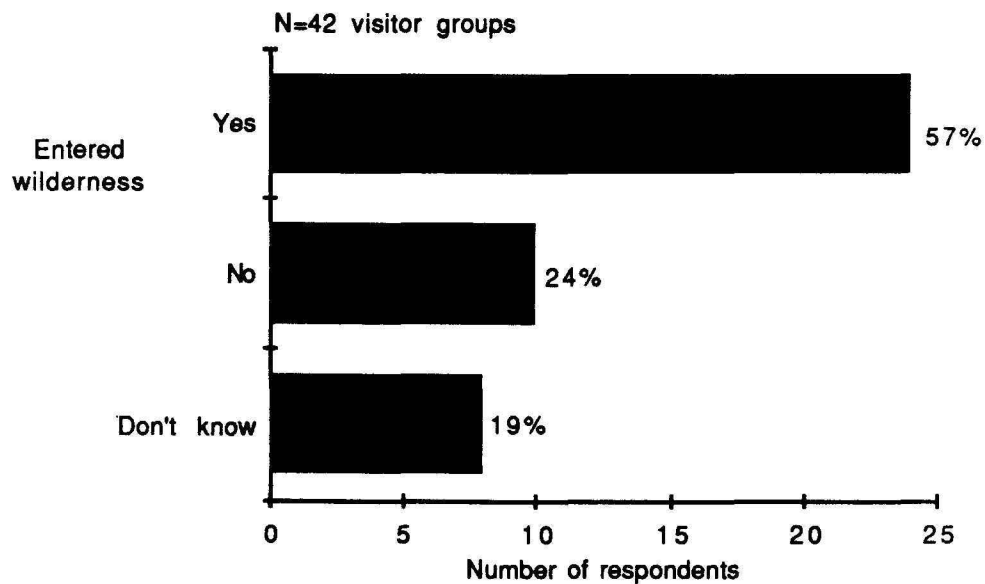


Figure 30: Visitors who entered the wilderness

L. Visitor origins on their arrival day

Visitors were asked where they started their trip on the day they arrived at Craters of the Moon. Table 3 shows the state from which visitor groups arrived; 68% of the visitor groups arrived from Idaho. Table 4 shows the largest proportion of visitors (10% each) started at Boise and Idaho Falls.

Table 3: State of visitor origins on their arrival day

N=293 visitor groups;

percentages do not equal 100 due to rounding.

<u>State</u>	<u>Number of respondents</u>	<u>%</u>
Idaho	199	68
Wyoming	47	16
Montana	19	7
Nevada	10	4
Utah	9	3
Oregon	8	3
Other states	0	0

Table 4: Places of visitor origin on their arrival day

N=297 visitor groups

<u>Place of Origin</u>	<u>Number of respondents</u>	<u>%</u>
Boise	30	10
Idaho Falls	29	10
West Yellowstone	24	8
Twin Falls	21	7
Jackson	20	7
Pocatello	16	6
Arco	9	3
Ketchum	9	3
Rexburg	8	3
Sun Valley	6	2
Other places	<6 respondents per place	41

M. Visitor departure day destinations

Visitors were asked their planned destination for the day they left Craters of the Moon.

Table 5 shows their state destinations; 69% were staying in Idaho that day. Table 6 shows that the largest proportions of visitors planned to travel to Boise, Idaho Falls and West Yellowstone.

Table 5: Destination states on the day of departure

N=285 visitor groups		
<u>State</u>	<u>Number of respondents</u>	<u>%</u>
Idaho	197	69
Wyoming	37	13
Oregon	23	8
Montana	15	5
Utah	6	2
Nevada	5	2
Other states	2	1

Table 6: Visitor destinations on their departure day

N=286 visitor groups		
<u>Destination</u>	<u>Number of respondents</u>	<u>%</u>
Boise	34	12
Idaho Falls	30	11
West Yellowstone	30	11
Ketchum	15	5
Pocatello	15	5
Twin Falls	15	5
Jackson	11	4
Sun Valley	9	3
Arco	8	3
Mountain Home	8	3
Challis	5	2
Stanley	5	2
Other places	<5 respondents per place	34

N. Management suggestion summary

Visitors were asked "If you were planning for the future of Craters of the Moon National Monument, what would you propose? Please be as specific as possible."* Their comments are summarized below.

Comment	Number
PERSONNEL	8
Park	8
More rangers needed	4
Rangers need to be more helpful	3
More volunteers needed	1
INTERPRETIVE SERVICES	68
Personal	8
Walks, talks, programs	8
More guided tours and programs needed	7
School programs needed	1
Nonpersonal	60
Printed media	19
Better trail guides	11
Park folders needed in nearby towns	2
More information on Tree Molds	2
Do not charge for trail guides	2
Brochures and maps should show restrooms	1
Condense newspaper	1
Visitor center	34
Rent flashlights at visitor center	15
More geologic exhibits	7
Need wildlife and botany exhibit	6
More detailed film	2
More exhibits	1
Larger theater and screen	1
Update photos	1
More information about astronaut training	1
Outside signs and exhibits	7
More descriptive signs	6
Multilingual signs needed	1

* N=308 comments. Many visitors made more than one comment.

N. Management suggestion summary (continued)

FACILITIES AND MAINTENANCE	141
Man-made	131
Campsite and picnic area	28
Improve level of RV campsites	5
More RV campsites	4
Showers needed	4
More campsites	3
Dumpsites needed	3
More picnic areas	2
Do not increase number of campsites	1
Remove campsites	1
Remove hookups	1
More bathrooms at campsites	1
Pave campsites	1
Playground for kids at campsites	1
Add larger loop for trailers	1
Roads and trails	62
Better trail markers and signs	19
Repair roads	11
Make trails accessible to handicapped	8
More trails	5
More roads	4
Better directional signs outside of park	3
Less roads and walkways	3
More loop trails	2
More walkways	2
Tramway needed	1
More parking	1
More pullouts	1
Bike paths needed	1
Exit needed at other end of park	1
Improve walkways	1
Keep visitors from parking on roads	1
General	51
More water fountains	14
Food service needed	11
Gift shop needed	7
More shaded areas	6
Keep it clean	3
Rest benches needed	2
Put soap in restrooms	2
Restrooms smell	1
Restrooms for handicapped needed	1
Shelves and hooks needed for restrooms	1
Lockers needed in restrooms	1
Trash cans at all sites	1
Lodge needed	1

N. Management suggestion summary (continued)

Natural	10
Caves and cones	10
Light caves	2
Make accessible to handicapped	2
Remove garbage from Spatter Cone	1
Reduce human impact on Inferno Cone	1
Check-in box at caves	1
Make more caves accessible	1
Open wilderness area to use	1
Issue cave permits	1
 GENERAL COMMENTS	 91
Make no changes	45
No opinion	10
Limit public access	7
More park advertisement	7
Allow visitors to take a souvenir rock	5
Stop people from taking souvenirs	4
Rename the site	2
Video of site needed	1
No off road vehicles	1
Liked wilderness area	1
Continue research and development	1
Need something for kids	1
Provide simple means to see park	1
Don't publicize park	1
Heavy fines for littering	1
Keep dogs from park	1
Lower fee	1
Rent bikes	1

O. Comment summary - Introduction

Volume 2 of this report contains unedited comments made by the visitors. A summary of these comments appears below, and is included in Volume 2. Some comments offer specific suggestions regarding what visitors like or dislike, while others contain general impressions. A wide variety of topics are discussed, including natural features, facilities, interpretation services, personnel and maintenance.

O. Comment summary: PERSONNEL

Visitors' answers to question 12: "Is there anything else you would like to tell us about your visit to Craters of the Moon National Monument ?"

Comment	Number
PERSONNEL	25
Park	25
Park staff friendly or helpful	14
Park staff courteous and pleasant	5
Quality of rangers good	5
Ranger services not needed	1
INTERPRETIVE SERVICES	36
Personal	7
Walks, talks, programs	7
Evening programs enjoyable	2
Enjoyed guided tour	2
Evening talk was informative	1
Unaware of guided walks	1
Programs for children needed	1
Nonpersonal	29
Printed media	11
Need Craters of the Moon brochures at other national parks	2
Trail guides important	1
Idaho Travel Guide not very helpful	1
Brochure excellent	1
Numbers on map and questionnaire disagree	1
Remove all interpretive material	1
Information available without being overwhelming	1
Self-guided walk informative	1
Numbers on park map helped	1
Area needs more publicity	1
Visitor center	13
Excellent	3
Improve visitor center	1
Improve visitor center exhibits	1
Exhibits excellent	1
Liked photos in visitor center	1
More history on formations needed	1
More local history exhibits needed	1
More information about astronaut training in area needed	1
Would like to bid on driftwood in visitor center	1
Need more photos in visitor center for those who can't hike	1
Missed film	1

* N = 358 comments. Many visitors made more than one comment.

O. Comment summary: INTERPRETIVE SERVICES (continued)

Outside signs and exhibits	5
Impressed with signs on vegetation growing out of rocks	1
Missed Devil's Orchard because of stolen sign	1
Had difficulty in finding Surprise Cave because of signs	1
Site signs informative	1
Geology information abundant	1

FACILITIES AND MAINTENANCE 77**Man-made 32**

Campground and picnic area	21
Enjoyed campsite	6
Campsite neat and clean	4
Could not find level campsite for motorhome	1
Registration system efficient and clear	1
Campsite area interesting	1
No sanitary dumpsites available	1
Expand campsite	1
Liked campsite and picnic area separated	1
Another restroom needed at far end of campsite	1
Liked picnic area	1
Need metal shades over picnic tables	1
Change paint on picnic tables	1
Dogs should not be leashed to picnic tables	1

Roads and trails	11
Fix cracks in road	2
Road signs good	1
Amount of road just right	1
Road fits well with surroundings	1
Loop road beautifully landscaped	1
Prohibit large travel trailers on roads	1
Trails easy to walk on	1
Allow dogs on trails	1
Good trails	1
Bigger parking lots needed	1

Natural Features

Caves and cones	32
Compared favorably to other lava flow areas seen	6
Enjoyed lava flowers	5
Need mileage figures on cave and trail heads	3
Need map at each cave entrance	2
Allow people into Spatter Cones regardless of erosion	2
Craters well kept	3
More signs needed in caves to warn about sharp rocks	1
Enjoyed undeveloped caves	1
Caves were interesting	1
Liked Boy Scout Cave	1
Disappointed visitors cannot walk through Indian Tunnel	1
Could not find Buffalo Cave	1

O. Comment summary: FACILITIES AND MAINTENANCE (continued)**Caves and cones (continued)**

Cinder cone hike difficult on a hot day	1
Enjoyed Inferno Cone	1
Interested in how activity in cones are measured	1
Enjoyed long hike to top of Inferno Cone	1
Children like climbing into caves	1

General

	13
Park clean	6
Miss rustic cabins	2
Need better toilet paper	1
Liked restrooms at various stops	1
Do not allow concessioners	1
Park needs playground for children	1
Park needssnack bar	1

GENERAL IMPRESSIONS

203

Enjoyed visit	32
Park interesting	26
Hope to come again	22
Wish more time for visit	22
Fascinating and unique park	18
Just passing through	7
Beautiful park	6
Park well managed	4
No development necessary	4
Cold andwindy	3
Glad park is being preserved and studied	3
Scenery excellent	3
Pleased to have visited	3
Park excellent and wonderful	3
Should be a national park	2
Liked balance of public access and preservation	2
Better to see than read in book	2
Worth visiting	2
Disappointed	2
Hot visit	2
Happy park is available for public to see and understand	1
Well kept secret	1
Appreciated quiet	1
Park over rated	1
Keep up good work	1
Pleasant visit —	1
Excellent spot for children	1
Vast area	1
Liked exploring alone	1
Had lots of time	1
Vans and campers should pay more than cars	1
Spectacular	1
Reminded of badlands	1
Government should not spend money to preserve park	1
Showcase for NPS	1
Highlight of trip	1
Great national monument	1

O. Comment summary: GENERAL IMPRESSIONS (continued)

Liked underground air conditioning	1
Open more areas to public	1
Give rock samples to rock hounds	1
Area well arranged to show natural features	1
Impressed with everything	1
Craters of the Moon is more versatile than other parks	1
Lack of trees made a beautiful moonscape at night	1
Refreshing	1
Will recommend to friends	1
Lots of people	1
Interested in Moon Walk	1
Saw wildlife	1
Surprised so much to see and do	1
Wanted to take a rock but didn't	1
Husband was in beginning of space program	1
What can we do to keep Wisconsin wilderness wild	1
Park unnoticed	1
Need flashlights	1

NATIONAL PARK SERVICE 8

NPS does good job	2
Glad NPS preserves areas	2
Entry fees should go into national parks	1
National parks well worth the cost to the tax payer	1
Entrance fees too low	1
More funding for NPS recommended	1

VISITOR SERVICES PROJECT 9

Appreciate opportunity to express opinions	3
Continue surveys regularly	1
Hope this is being done in all national parks	1
Questionnaire well written	1
Questionnaire too long	1
Hope answers useful	1
Liked interviewer	1

MENU FOR FURTHER ANALYSIS

This report contains only some of the information that can be provided by the results of this study. By combining characteristics such as site visited, group size, day visited and so forth, many further analyses can be made. Park personnel may wish to see other tables, graphs, and maps in order to learn more about the visitors. This menu is provided so that further data can be easily ordered. Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics at a time. For example, if knowledge is desired about which activities a particular age group engaged in, a comparison of activity by age group could be requested; if knowledge about which interpretive services were used the most by group types is required, a comparison of interpretive services by group type could be requested.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, if knowledge is desired about the different activities of visitors to each site by age group, a comparison of (activity by site visited) by age group could be requested; if knowledge about which age groups were repeat visitors and from which states, a comparison of (age group by times visited) by state could be requested.

In the first section of the sample order form found on the next page is a complete list of the characteristics for which information was collected from the visitors to your park. Below this list is a series of two blanks that are provided for specifying the variables that are to be requested in two-way comparisons. Simply select the two variables of interest from the list and write their names in the spaces provided. Blank order forms are provided for tearing out and completing, as shown in the sample.

Should a three-way comparison be required, the next section of the order form provides blanks for specifying each of the three characteristics of interest. Simply write down the names of those specific variables required for each comparison requested. For example, if a comparison of activity by group type by age group is required, each of these variables should be listed in the space provided on the order form.

SAMPLE

**Analysis Order Form
Visitor Services Project
Report 20 (Craters of the Moon)**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two way and three way comparisons.

- | | | |
|----------------|---------------------------------------|------------------------------|
| • Entry day | • Length of stay(days). | • Day destination |
| • Entry time | • Length of stay(hours) | • Source of information |
| • Site visited | • Age | • Interpretive services used |
| • Activity | • Residence | • Walk/hike sites |
| • Group size | • Number of visits | • Walk/hike wilderness |
| • Group type | • Origin on entry day | • Features' importance |
| | • Usefulness of Interpretive programs | |

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

Group type by site visited
by _____
by _____

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

Group type by site visited by activity
by _____ by _____
by _____ by _____

Special instructions (It may be helpful to know
what format you need, the purpose for
the information, and so forth)

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

**Analysis Order Form
Visitor Services Project
Report 20 (Craters of the Moon)**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

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| • Group size | • Number of visits | • Walk/hike wilderness |
| • Group type | • Origin on entry day | • Features' importance |
| | • Usefulness of Interpretive programs | |

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

_____ by _____
_____ by _____
_____ by _____

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

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions _____

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College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

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Report 20 (Craters of the Moon)**

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Person requesting analysis: _____

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| • Group size | • Number of visits | • Walk/hike wilderness |
| • Group type | • Origin on entry day | • Features' importance |
| | • Usefulness of Interpretive programs | |

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

_____ by _____
_____ by _____
_____ by _____

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

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions _____

Mail to:
**Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843**

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Visitor Services Project
Report 20 (Craters of the Moon)**

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Person requesting analysis: _____

Phone number (commercial): _____

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| • Group size | • Number of visits | • Walk/hike wilderness |
| • Group type | • Origin on entry day | • Features' importance |
| | • Usefulness of Interpretive programs | |

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

_____ by _____
_____ by _____
_____ by _____

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

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions _____

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

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

_____ by _____
_____ by _____
_____ by _____

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

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions _____

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

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

_____ by _____
_____ by _____
_____ by _____

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

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions _____

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College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

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

_____ by _____
_____ by _____
_____ by _____

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

_____ by _____ by _____
_____ by _____ by _____
_____ by _____ by _____

Special instructions _____

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

APPENDIX

Questionnaire

Craters of the Moon Visitor Study



J. DAWSON

**The
Visitor Services
Project**



United States Department of the Interior

NATIONAL PARK SERVICE

Craters of the Moon National Monument

P. O. Box 29

Arco, Idaho 83213



June 1987

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the activities that visitors to Craters of the Moon National Monument enjoy, the places they visit within the monument, and to more accurately count visitors.

This questionnaire is only being given to a select number of visitors, so your participation is very important! It should only take a few minutes of your time during your visit to Craters of the Moon.

When your visit is over, please complete the questionnaire. Then, seal it with the sticker provided on the last page and simply drop it in any U.S. mailbox.

If you have any questions, please contact Dr. Gary E. Machlis, Sociology Project Leader, Cooperative Park Studies Unit, University of Idaho, Moscow, Idaho 83843.

We appreciate your help.

Sincerely,

Robert Scott
Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U. S. mailbox.

IMPORTANT

When did you first enter Craters of the Moon National Monument this visit?

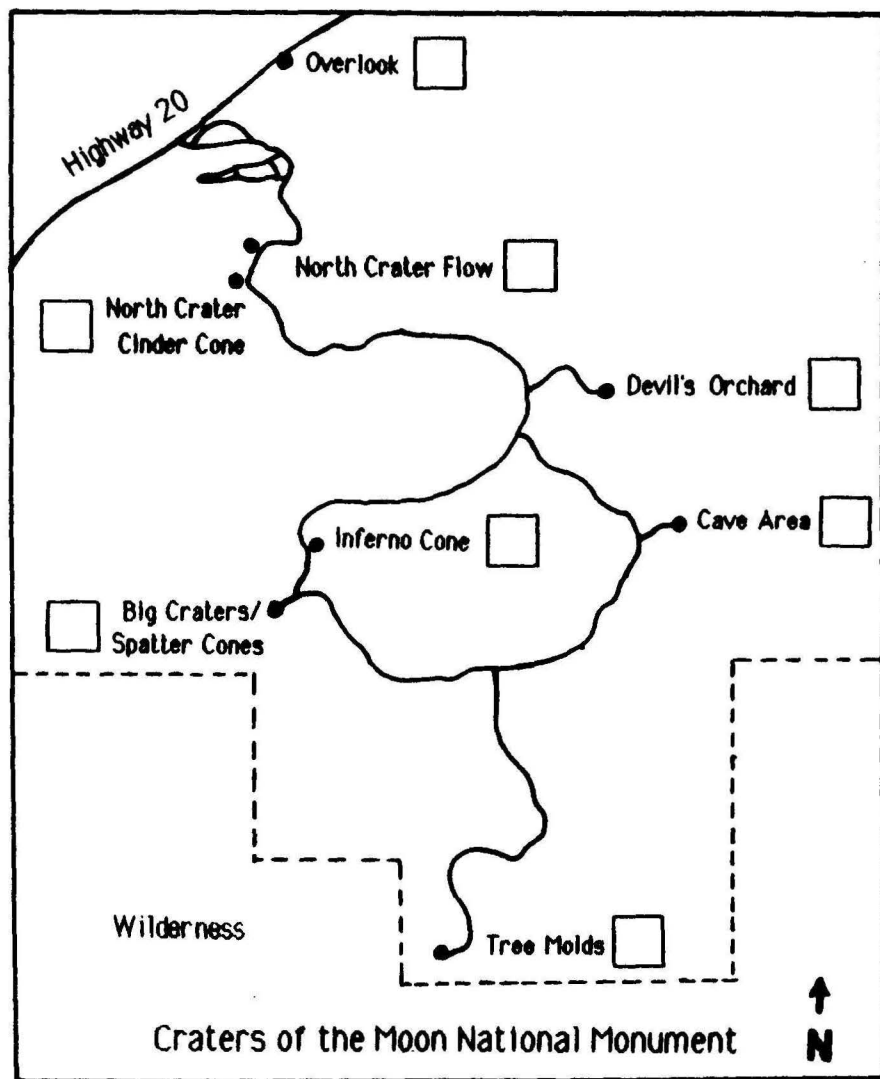
_____ DAY OF THE WEEK (M, T, W, Th, F, S, Su)

TIME OF DAY _____ a.m. OR _____ p.m.

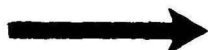
PLEASE GO ON TO NEXT PAGE

PLACES YOU VISITED

On the map below, please indicate the places you and your group visited in Craters of the Moon National Monument. Simply check (✓) the box beside each place you visited. If you did not visit any of these places, please go on to page 5.



PLEASE GO ON TO NEXT PAGE



YOUR ACTIVITIES

On the list below, please check (✓) the activities that you or your group did while visiting Craters of the Moon National Monument. (Please check all that apply.)

- ☐ PICNIC
- ☐ CAMP OVERNIGHT
- ☐ HIKE UNDER 1 HOUR
- ☐ HIKE OVER 1 HOUR
- ☐ VISIT THE VISITOR CENTER
- ☐ STOP AT OVERLOOKS AND PULLOUTS
- ☐ BICYCLE
- ☐ PHOTOGRAPH
- ☐ ATTEND RANGER-LED PROGRAM
- ☐ ATTEND EVENING SLIDE PROGRAM
- ☐ OTHER (Please describe: _____)

YOU AND YOUR OPINIONS

We hope you enjoyed your visit to Craters of the Moon National Monument. Below are several questions that will help us learn about the people who participated in the study and their thoughts about the monument.

1. Did you stay overnight in, or in the vicinity of Craters of the Moon National Monument this visit?

_____ YES  If so, how many nights did you stay?

_____ NUMBER OF NIGHTS

_____ NO  If not, how many hours did you spend in Craters of the Moon National Monument?

_____ NUMBER OF HOURS

2. How many people were in your group?

_____ NUMBER OF PEOPLE

3. What kind of group were you with?

_____ ALONE

_____ FAMILY

_____ FRIENDS

_____ FAMILY AND FRIENDS

_____ GUIDED TOUR GROUP

_____ OTHER (Please describe: _____)

_____)

4. For yourself and each member of your group, please indicate:

- 1) your age on your last birthday,
- 2) the zip code of your permanent residence (if you are from a country other than the United States, please give the name of that country), and
- 3) the number of times you have visited Craters of the Moon National Monument including this visit.

	AGE	ZIP CODE (country)	* TIMES VISITED
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
additional members:	_____		

5. Where did you start your trip on the day you arrived in Craters of the Moon National Monument?

_____ NEAREST TOWN

_____ STATE

6. Where is your planned destination for the day you leave Craters of the Moon National Monument?

_____ NEAREST TOWN

_____ STATE

7. Prior to this visit, how did you and your group get information about Craters of the Moon National Monument? (Please check all that apply.)

- ☐ TRAVEL GUIDE/TOUR BOOK
☐ NEWSPAPER/MAGAZINE ARTICLES
☐ MAPS
☐ ADVICE FROM FRIENDS OR RELATIVES
☐ PREVIOUS VISIT(S)
☐ DID NOT GET INFORMATION PRIOR TO VISIT
☐ OTHER (Please describe: _____)

8. How important to you and your group were the following things during your visit to Craters of the Moon National Monument? Please mark each item from 1 to 5 (1=EXTREMELY IMPORTANT, 2=VERY IMPORTANT, 3=IMPORTANT, 4=SOMEWHAT IMPORTANT, 5=NOT IMPORTANT).

- | | |
|--|--|
| ☐ ROCK FORMATIONS | ☐ NATURAL FOREST |
| ☐ SCENIC VIEWS | ☐ WILDLIFE |
| ☐ SOLITUDE | ☐ CLEAN (FRESH) AIR |
| ☐ PARK RANGERS | ☐ SCIENTIFIC STUDY |
| ☐ INTERPRETIVE PROGRAMS | |

9. a. During this visit did you use any of the following information or services at Craters of the Moon National Monument? (Please check all that apply.)

b. How useful were the services you used? (Please mark each service you checked from 1 to 5 (1=EXTREMELY USEFUL, 2=VERY USEFUL, 3=MODERATELY USEFUL, 4=SOMEWHAT USEFUL, 5=NOT USEFUL) in the column on the right.)

Use Service? (✓)	Rating? (*)
☐ PARK FOLDER AND MAP	
☐ PARK NEWSPAPER	
☐ PUBLICATIONS	
☐ VISITOR CENTER EXHIBITS	
☐ VISITOR CENTER FILM	
☐ SELF-GUIDED TRAILS	
☐ TRAIL GUIDES	
☐ ROADSIDE EXHIBITS	
☐ GUIDED WALKS	
☐ EVENING CAMPFIRE PROGRAMS	
☐ OTHER (Please describe: _____)	

STAMP

OFFICIAL BUSINESS

Cooperative Park Studies Unit
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho 83843

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

<u>Report #</u>	<u>Title</u>
1.	Mapping interpretive services: A pilot study at Grand Teton National Park, 1983.
2.	Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984.
3.	Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984.
4.	Mapping visitor populations: A pilot study at Yellowstone National Park, 1984.
5.	North Cascades National Park Service Complex, 1985.
6.	Crater Lake National Park, 1986.
7.	Gettysburg National Military Park, 1987.
8.	Independence National Historical Park, 1987.
9.	Valley Forge National Historical Park, 1987.
10.	Colonial National Historical Park, 1988.
11.	Grand Teton National Park, 1988.
12.	Harpers Ferry National Historical Park, 1988.
13.	Mesa Verde National Park, 1988.
14.	Shenandoah National Park, 1988.
15.	Yellowstone National Park, 1988.
16.	Independence National Historical Park: Four Seasons Study, 1988.
17.	Glen Canyon National Recreation Area, 1989.
18.	Denali National Park and Preserve, 1989.
19.	Bryce Canyon National Park, 1989.
20.	Craters of the Moon National Monument, 1989.

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 83843 or call (208) 885-7129.