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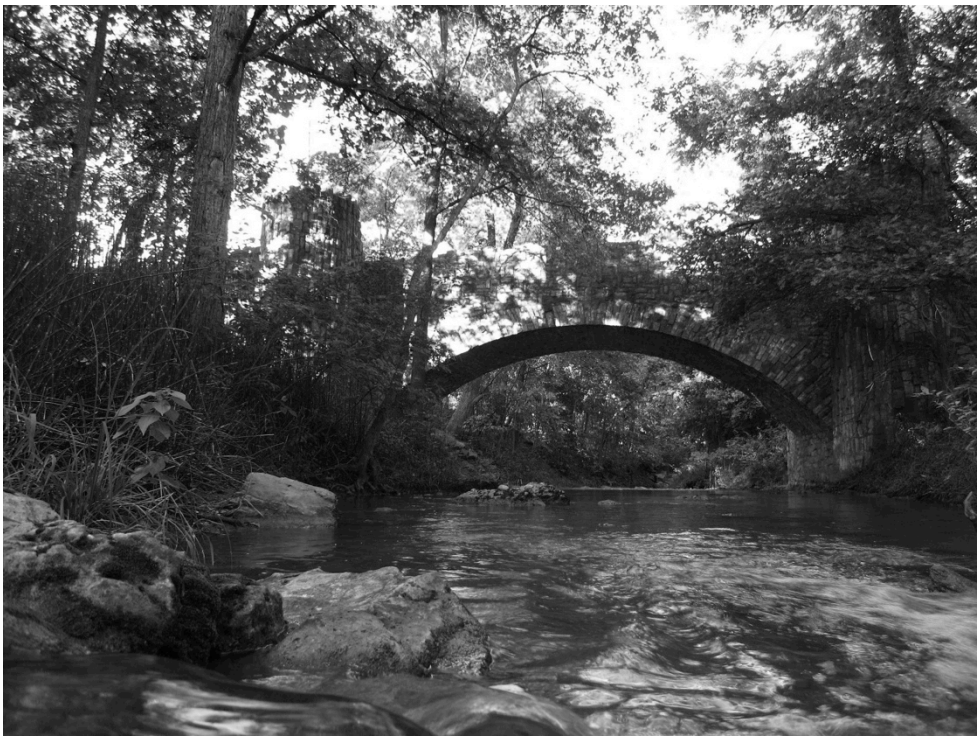
Chickasaw National Recreation Area Visitor Study

Summer 2012

Natural Resource Report NPS/NRSS/EQD/NRR—2013/652



ON THE COVER
Lincoln Bridge
Photograph courtesy of Chickasaw National Recreation Area

Chickasaw National Recreation Area Visitor Study

Summer 2012

Natural Resource Report NPS/NRSS/EQD/NRR—2013/652

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National Park Service
Natural Resource Stewardship and Science
Fort Collins, Colorado

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Executive Summary

This visitor study report profiles a systematic random sample of Chickasaw National Recreation Area (NRA) visitors during June 12-18, 2012. A total of 687 questionnaires were distributed to visitor groups. Of those, 279 questionnaires were returned, resulting in a 40.6% response rate.

Group size and type Forty-four percent of visitor groups consisted of five or more people and 19% consisted of two people. Sixty percent of visitor groups consisted of family groups.

State or country of residence United States visitors were from 14 states and comprised almost 100% of total visitation during the survey period, with 89% from Oklahoma. Thirty-seven percent of visitor groups were residents of the area (within 50 miles of the park). International visitors were from 2 countries and comprised less than 1% of total visitation during the survey period.

Frequency of visits Thirty-six percent of visitors visited the park five or more times in the past 12 months and for 31% this was their first visit. Forty-five percent had visited 21 or more times in their lifetime.

Gender, age, language used Fifty-one percent of visitors were female. Twenty-seven percent of visitors were ages 15 years or younger, 26% were 21-40 years, 18% were 56-70 years, and 3% were 71 years or older. Most visitor groups preferred English for speaking (89%) and reading (91%).

Awareness of park prior to visit Most visitor groups (82%) were aware that Chickasaw NRA is a unit of the National Park System prior to their visit.

Park as destination During the on-site interview, 90% of visitor groups indicated that the park was their primary destination, and 6% indicated the park was one of several destinations.

Primary reason for visiting the area For 65% of visitor groups, Chickasaw NRA was the primary reason for visiting the area.

Services used in nearby communities Seventy-five percent of visitor groups obtained support services in the "gateway" communities of Sulphur, Davis, Ada, and Ardmore. The services most often used included buy gasoline (73%), eat a meal (69%), and shop (57%).

Transportation Fifty-eight percent of visitors used one vehicle to arrive at the park. Six percent of visitor groups drove a recreational vehicle and 35% were in a vehicle pulling a trailer or another vehicle.

Number of entries On this trip, 49% of visitor groups entered the park once, 19% percent entered two times.

Overnight stays Forty-nine percent of visitor groups stayed overnight inside Chickasaw NRA or in the nearby area (within 50 miles of the park). Of these, 32% stayed two nights inside the park and 25% stayed four or more nights in the area. Inside the park, 59% of visitor groups tent camped in a developed campground. In the area outside the park, 29% stayed in a lodge, hotel, motel, vacation rental or bed and breakfast.

Executive Summary (continued)

Length of stay	Of the visitor groups that spent less than 24 hours in the park, the average length of stay was 4.3 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 9.1 days. The average length of stay for all visitor groups was 84.26 hours, or 3.5 days.
Sites visited	The most commonly visited sites in the Platt District were Little Niagara (67%), Travertine Nature Center (59%), and swimming areas without lifeguards (55%). The most commonly visited sites in the Arbuckle District were Lake of the Arbuckles (58%), Buckhorn (49%), and boat launches (47%).
Activities on this visit	The most common activities were swimming (66%), walking/hiking (49%), and picnicking (40%).
Activities on a future visit	Sixty-six percent of visitor groups were interested in swimming on future visits and 58% were interested in camping. Most visitor groups (82%) were interested in learning about the park on future visits.
Information services and facilities	The information services and facilities most commonly used by visitor groups were Nature Center exhibits (other than living) (54%), Nature Center living exhibits (52%), and park brochure/map (51%).
Visitor services and facilities	The visitor services and facilities most commonly used by visitor groups were restrooms (72%), parking (69%), and directional signs in park (47%).
Protecting park attributes, resources, and experiences	The highest combined proportions of “extremely important” and “very important” ratings for the importance of protecting park attributes and resources included clean water (98%), clean air/visibility (92%), and recreational opportunities (85%).
Expenditures	The average visitor group expenditure (inside and outside the park within 50 miles) was $187. The median group expenditure (50% of groups spent more and 50% of groups spent less) was $68, and the average total expenditure per person (per capita) was $51.
Commercial services on a future visit	Seventy-two percent of visitor groups were interested in commercial services on future visits. Of those, 46% would like to have a sit-down restaurant available and 46% would like a bait/tackle shop.
Overall quality	Most visitor groups (92%) rated the overall quality of facilities, services, and recreational opportunities at Chickasaw NRA as “very good” or “good.” One percent of groups rated the overall quality as “poor.”

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

Acknowledgements

We thank Ally Begly for compiling the report, Philip Cook for overseeing the fieldwork, Ron Parker, the staff and volunteers of Chickasaw NRA for assisting with the survey, and David Vollmer and Matthew Strawn for data processing.

About the Authors

Ally Begly is a research assistant for the Visitor Services Project. Philip Cook is a research associate with the Park Studies Unit, Yen Le, Ph.D., is Director of the Visitor Services Project at the University of Idaho, and Steven Hollenhorst, Ph.D., was the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho, at the time of the fieldwork.

Introduction

This report describes the results of a visitor study at Chickasaw NRA in Sulphur, OK, conducted June 12-18, 2012 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Chickasaw NRA: "At Chickasaw National Recreation Area the power of place is evident to even the casual observer: cool creeks flowing over travertine terraces; the silhouette of a great blue heron perched on the shore of the Lake of the Arbuckles; families reuniting in historic campgrounds; local residents coming to fill jugs with mineral water; and the idyllic escape so many find through visits… Visitors to Chickasaw 'get two parks in one' – the Platt Historic District and the Lake of the Arbuckles, where they enjoy swimming, boating, hiking, and cycling…. Chickasaw National Recreation Area has a diversity of natural resources. These unique flora, fauna, waters, and geological formations have withstood the external pressures of human-made and natural pressures The combination of these resources has created an area unlike any other in the surrounding region." (www.nps.gov/chic/index.htm, retrieved November 2012).

Organization of the Report

This report is organized into three sections.

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

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

Section 3: **Appendices**
Appendix 1. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

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

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

Presentation of the Results

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

Key

1. The figure title describes the graph's information.

2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

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

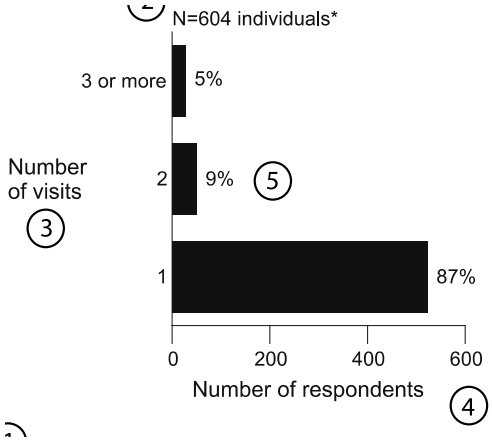
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

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

5. In most graphs, percentages provide additional information.

Example 1



Methods

Survey Design and Procedures

Sample size and sampling plan

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

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at five sites during June 12-18, 2012. Visitors were surveyed between the hours of 8 a.m. and 8 p.m. Table 1 shows the five locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 754 visitor groups were contacted and 687 of these groups (91%) accepted questionnaires. (The average acceptance rate for 250 VSP visitor studies conducted from 1988 through 2011 is 91.5%.) Questionnaires were completed and returned by 279 respondents, resulting in a 40.6% response rate for this study. (The average response rate for the 250 VSP visitor studies is 72.3%.)

Table 1. Questionnaire distribution

	Distributed		Returned		Returned
Sampling site	N	%	N	% by site	% of total
Buckhorn Area	155	23	68	24	
Guy Sandy Area	95	14	52	19	
The Point Area	131	19	45	16	
Travertine Nature Area	196	29	71	25	
Veterans Lake Area	110	16	43	15	
Total	687	101*	279	99*	

*total percentages do not equal 100 due to rounding

Questionnaire design

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

No pilot study was conducted to test the Chickasaw NRA questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to participants who had not returned their questionnaires. Thirteen weeks after the survey, a third round of replacement questionnaires was mailed to participants who had not returned their questionnaires.

Table 2. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	July 3, 2012	598	2	600
1st replacement	July 18, 2012	440	2	442
2nd replacement	August 7, 2012	404	0	404
3rd replacement	September 17, 2012	345	0	345

Data analysis

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

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

Limitations

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

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

2. The data reflect visitor use patterns at the selected sites during the study period of June 12-18, 2012. The results present a 'snapshot in time' and do not necessarily apply to visitors during other times of the year.

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

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

Special conditions

The weather during the survey period varied from overcast and rainy to hot and sunny. There were several instances of wind and one late afternoon storm. No special events occurred in the area that would have affected the type and amount of visitation to the park.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and participant travel distance to the park. Respondents and non-respondents were significantly different in terms of average age and group type and were not different in terms of group size, the park being the primary destination, and distance from home to the park (see Tables 3 - 6). The results indicate some biases occurred due to nonresponse. Visitors at younger age ranges (especially 40 and younger), and visitors traveling with friends were under-represented in the survey results. See Appendix 3 for more details on the non-response bias checking procedures.

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

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	50.17 (N=278)	40.37 (N=393)	<0.001
Group size	4.94 (N=270)	5.76 (N=395)	0.108

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

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	21 (8%)	20 (5%)	
Family	162 (60%)	262 (68%)	
Friends	20 (7%)	59 (15%)	
Family and friends	66 (25%)	57 (14%)	
			<0.001

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

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	234 (91%)	336 (89%)	
Park as one of several destinations	16 (6%)	25 (7%)	
Unplanned visit	6 (2%)	16 (4%)	
			0.426

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

Distance	Respondents	Non-respondents	p-value (chi-square)
Within 50 miles	122 (46%)	151 (43%)	
51-100 miles	111 (42%)	148 (43%)	
101-200 miles	18 (7%)	33 (10%)	
201 miles or more	13 (5%)	10 (3%)	
International visitors	0 (0%)	2 (1%)	
			0.317

Results

Group and Visitor Characteristics

Visitor group size

Question 20b
On this visit, how many people were in your personal group, including yourself?

Results
- 44% of visitor groups consisted of five or more people (see Figure 1).
- 19% were in groups of two.

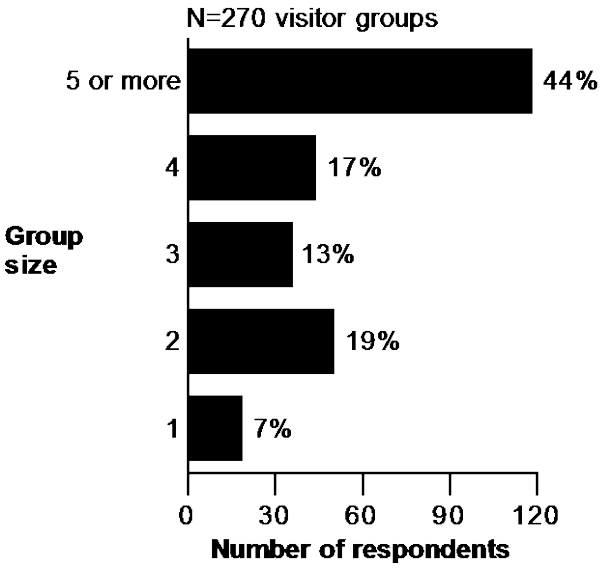


Figure 1. Visitor group size

Visitor group type

Question 20a
On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

Results
- 60% of visitor groups consisted of family members (see Figure 2).
- 25% were with family and friends.

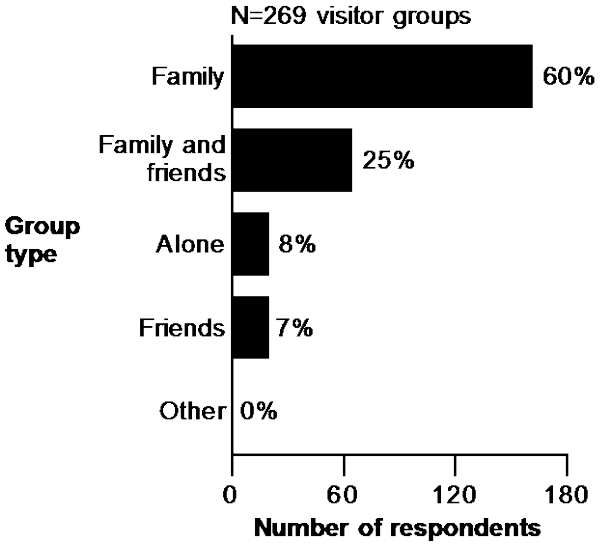


Figure 2. Visitor group type

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

Visitors with organized groups

Question 19a

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

Results

- 1% of visitor groups were with a commercial guided tour group (see Figure 3).

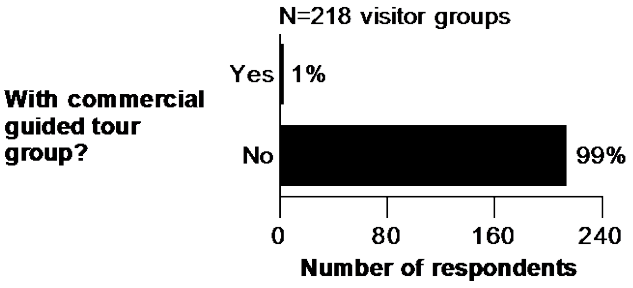


Figure 3. Visitors with a commercial guided tour group

Question 19b

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

Results

- 2% of visitor groups were with a school/educational group (see Figure 4).

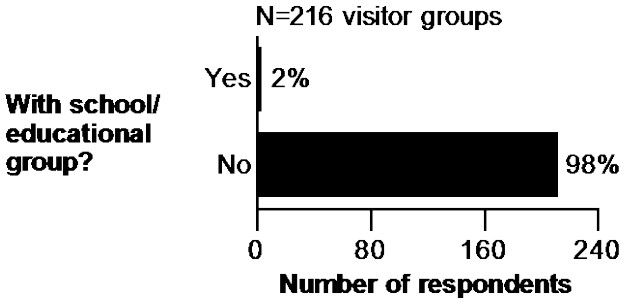


Figure 4. Visitors with a school/educational group

Question 19c

On this visit, was your personal group with an "other" organized group?

Results

- 11% of visitor groups were with an "other" organized group (see Figure 5).
- "Other" organized groups were:

  Boy Scouts
  Chemical dependency treatment center
  Church
  Park guided tour
  Private
  Tribal program

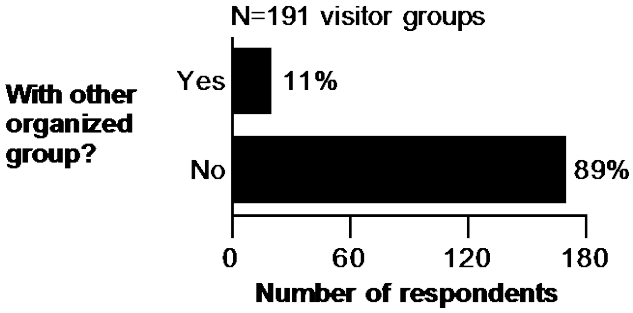


Figure 5. Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

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

Question 19d

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

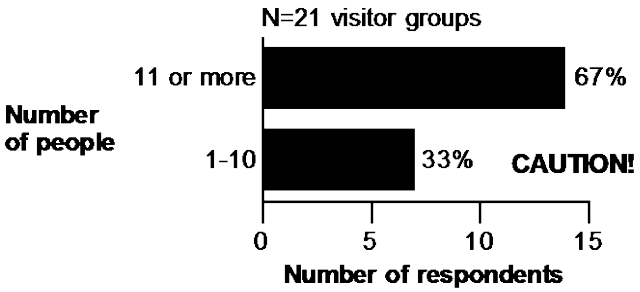


Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

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

United States visitors by state of residence

Question 21c

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

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

Results

- U.S. visitors were from 14 states and comprised almost 100% of total visitation to the park during the survey period.
- 89% of U.S. visitors came from Oklahoma (see Table 7 and Figure 7).
- 8% came from Texas.
- Smaller proportions came from 12 other states.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=940 individuals*	Percent of total visitors N=943 individuals
Oklahoma	832	89	88
Texas	71	8	8
Kansas	6	1	1
North Carolina	6	1	1
Indiana	5	1	1
Iowa	4	<1	<1
California	3	<1	<1
Florida	3	<1	<1
Nebraska	3	<1	<1
Illinois	2	<1	<1
Missouri	2	<1	<1
Arkansas	1	<1	<1
Louisiana	1	<1	<1
Wisconsin	1	<1	<1

Figure 7. United States visitors by state of residence

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

Visitors from Oklahoma and adjacent states by county of residence

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

Results

- Visitors from Oklahoma and adjacent states were from 48 counties and comprised 96% of the total U.S. visitation to the park during the survey period.
- 21% came from Oklahoma County, OK (see Table 8).
- 15% came from Murray County, OK.
- Small proportions of visitors came from 46 other counties in Oklahoma and adjacent states.

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

County, State	Number of visitors N=904 individuals	Percent*
Oklahoma, OK	186	21
Murray, OK	137	15
Garvin, OK	94	10
Pontotoc, OK	91	10
Cleveland, OK	66	7
Pottawatomie, OK	50	6
McClain, OK	27	3
Carter, OK	24	3
Stephens, OK	24	3
Canadian, OK	22	2
Grady, OK	22	2
Denton, TX	17	2
Seminole, OK	14	2
35 other counties	130	14

Resident of the area

Question 2a

Were all members of your personal group residents of the Chickasaw NRA area (within 50 miles of the park)?

Results

- For 37% of visitor groups, all members were residents of the area (see Figure 8).

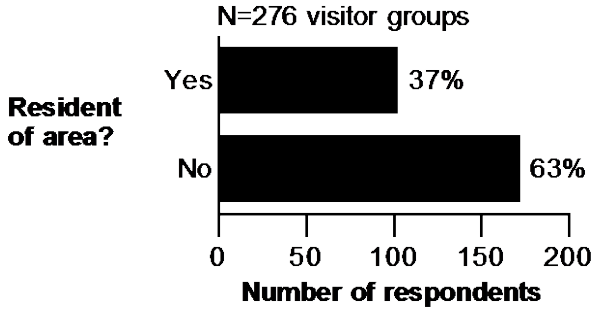


Figure 8. Residents of the area (within 50 miles of Chickasaw NRA)

*total percentages do not equal 100 due to rounding

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

Question 21c

For your personal group on this visit, what is your country of residence?

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

Results – Interpret with **CAUTION!**

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

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

Country	Number of visitors	Percent of international visitors N=3 individuals	Percent of total visitors N=943 individuals
South Korea	2	67	<1
Venezuela	1	33	<1

*total percentages do not equal 100 due to rounding

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

Number of visits to Chickasaw NRA in past 12 months

Question 21d

For your personal group on this visit, how many times have you visited Chickasaw NRA in the past 12 months (including this visit)?

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

Results

- 36% of visitors visited the park five or more times in the past 12 months (see Figure 9).
- 31% visited once.
- 25% visited two or three times.

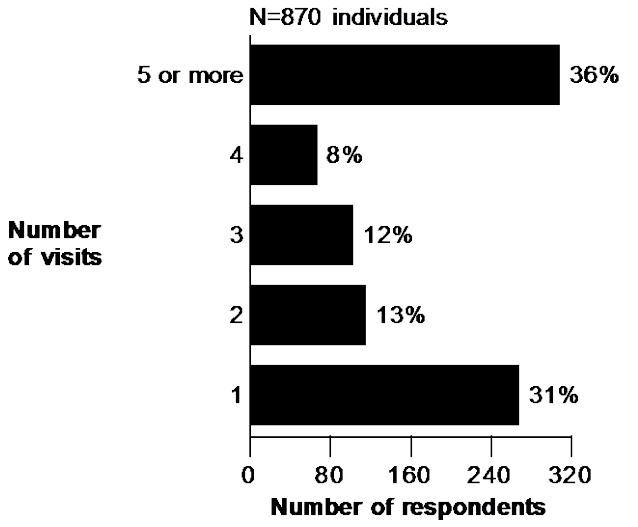


Figure 9. Number of visits to park in past 12 months

Number of visits to Chickasaw NRA in lifetime

Question 21e

For your personal group on this visit, how many times have you visited Chickasaw NRA in your lifetime (including this visit)?

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

Results

- 45% of visitors visited the park 21 or more times in their lifetime (see Figure 10).
- 28% visited 2-10 times.

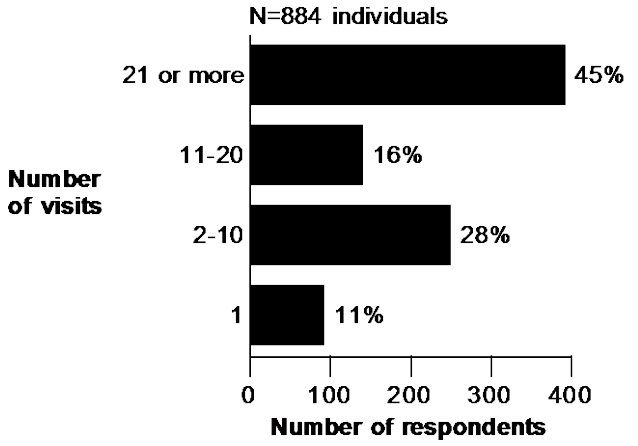


Figure 10. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

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

Visitor age

Question 21e

For your personal group on this visit, what is your current age?

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

Results

- Visitor ages ranged from 1 to 85 years.
- 27% of visitors were 15 years or younger (see Figure 11).
- 26% were 21 to 40 years old.
- 21% were 41-55 years old.
- 18% were 56 to 70 years old

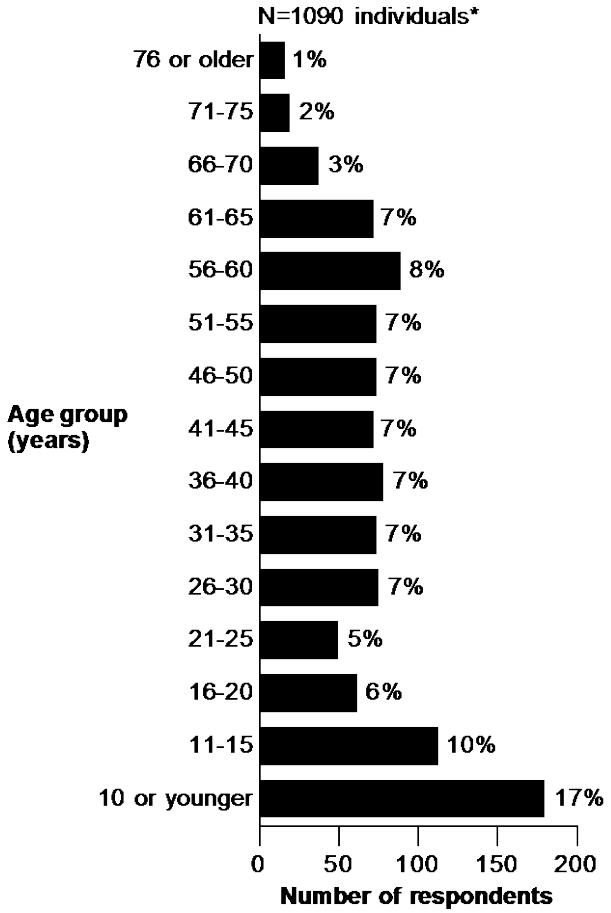


Figure 11. Visitor age

Visitor gender

Question 21a

For your personal group on this visit, what is your gender?

Results

- 51% of individuals were female (see Figure 12).

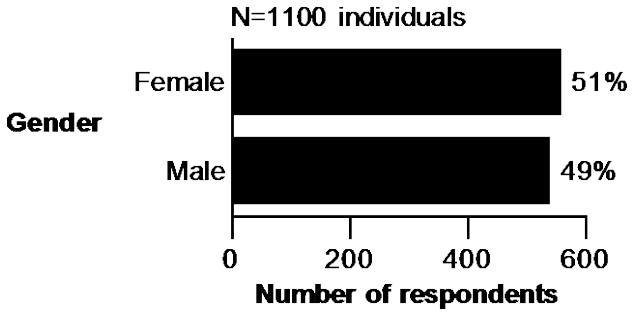


Figure 12. Visitor gender

*total percentages do not equal 100 due to rounding

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

Language used for speaking and reading

Question 15a

When visiting an area such as Chickasaw NRA, which language(s) do most members of your personal group prefer to use for speaking?

Results

- 89% of visitor groups preferred English for speaking (see Figure 13).
- "Other" languages (8%) are listed in Table 10.

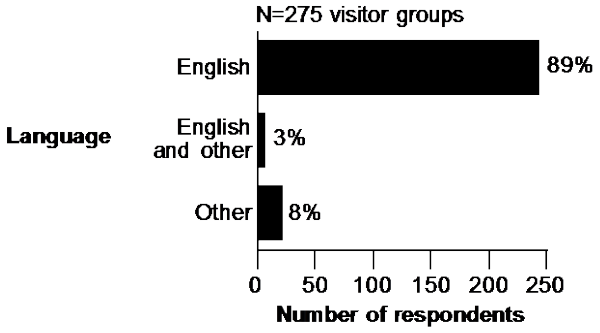


Figure 13. Language preferred for speaking

Question 15b

When visiting an area such as Chickasaw NRA, which language(s) do most members of your personal group prefer to use for reading?

Results

- 91% of visitor groups preferred English for reading (see Figure 14).
- "Other" languages (7%) are listed in Table 11.

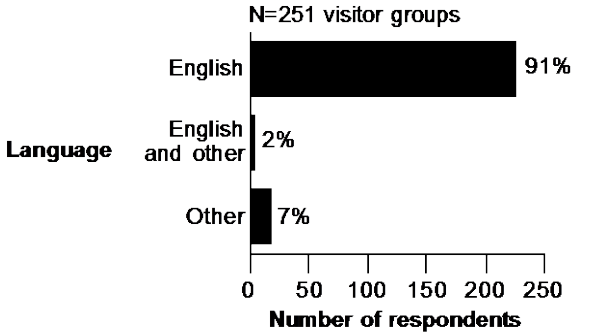


Figure 14. Language preferred for reading

Table 10. Other languages preferred for speaking (N=8 comments) – **CAUTION!**

Language	Number of times mentioned
Spanish	4
Chickasaw	2
Italian	1
American Sign Language	1

Table 11. Other languages preferred for reading (N=5 comments) – **CAUTION!**

Language	Number of times mentioned
Spanish	3
American Sign Language	1
Chickasaw	1

*total percentages do not equal 100 due to rounding

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

Question 15c

In your opinion, what services in the park need to be provided in languages other than in English?

Results

- 6% of visitor groups felt there were services that need to be provided in languages other than English (see Figure 15).
- Services that need to be provided in languages other than English are listed in Table 12.

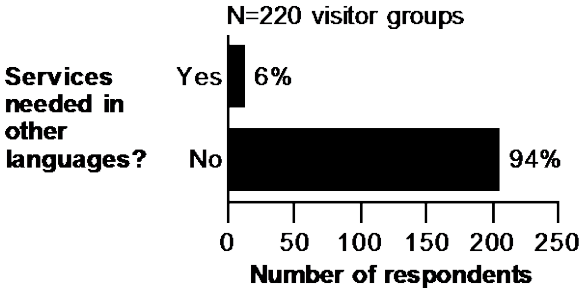


Figure 15. Visitor groups that felt services needed to be provided in languages other than English

Table 12. Services needed in languages other than English (N=8 comments) – **CAUTION!**

Service	Number of times mentioned
Signage	5
Emergency	1
Historical information	1
Rangers in boats	1

*total percentages do not equal 100 due to rounding

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

Respondent household income

Question 22a

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

Results

- 25% of respondents reported a household income of $50,000-$74,999 (see Figure 16).
- 13% had an income of $35,000-$49,999.
- 13% had an income of $25,000-$34,999
- The average income was

Note:
The average income for all U.S. households (2007-2011) was $52,762.

The average income for all households in Oklahoma (2007-2011) was $44,287

(Retrieved from http://quickfacts.census.gov/qfd/states/4000)

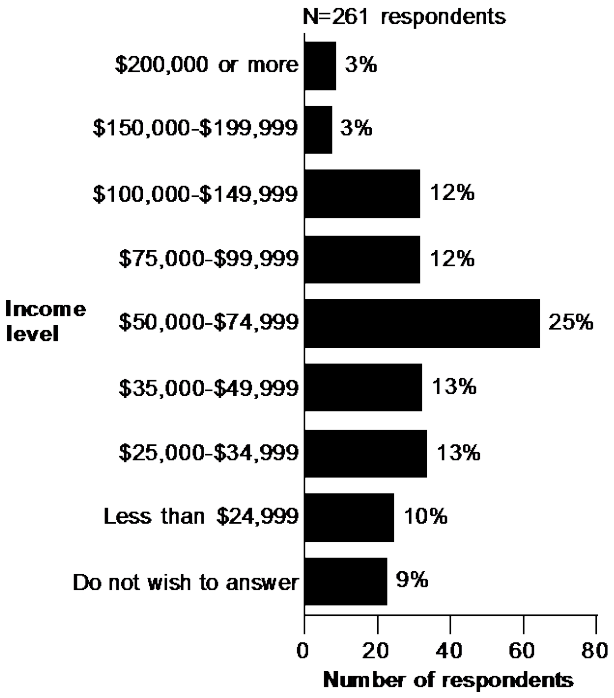


Figure 16. Respondent level of income

Respondent household size

Question 22b

How many people are in your household?

Results

- 46% of respondents had two people in their household (see Figure 17).
- 34% had three or four people.

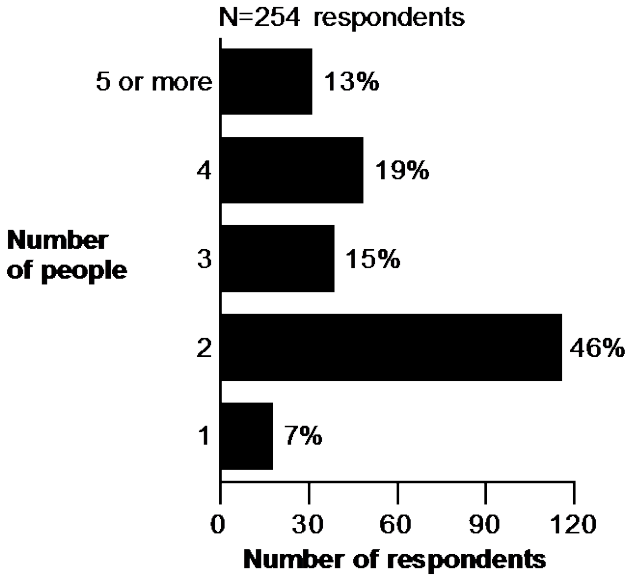


Figure 17. Number of people in respondent household

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

Awareness of park management

Question 1

Prior to this visit, was anyone in your personal group aware that Chickasaw NRA is a unit of the National Park System?

Results

- 82% of visitor groups were aware that Chickasaw NRA is a unit of the National Park System (see Figure 18).

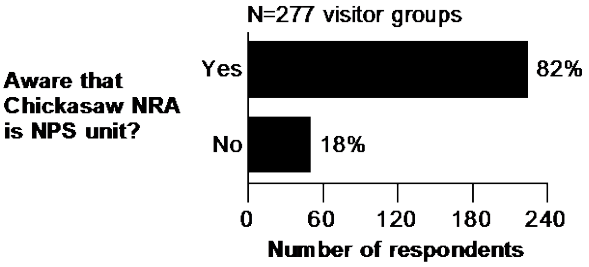


Figure 18. Visitor groups that were aware that Chickasaw NRA is a unit of the National Park System

*total percentages do not equal 100 due to rounding

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

Trip/Visit Characteristics and Preferences

Park as destination

Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: "How did this visit to Chickasaw NRA fit into your personal group's travel plans?"

Results

- 90% of visitor groups said that Chickasaw NRA was their primary destination (see Figure 19).
- 6% said Chickasaw NRA was one of several destinations.

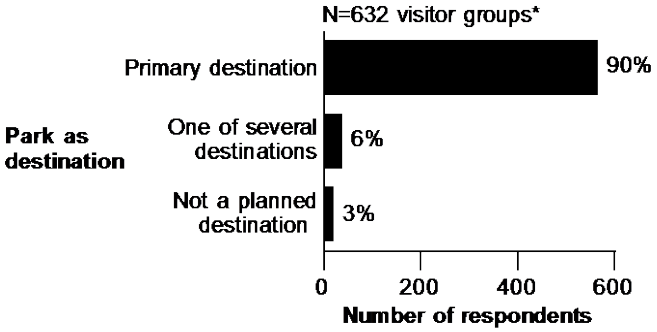


Figure 19. How visit to park fit into visitor groups' travel plans

Primary destination

Question 9

What was your personal group's primary destination on this trip?

Results

- 78% of visitor groups indicated that Chickasaw NRA was their primary destination (see Figure 20).
- 22% indicated they had other primary destinations (see Table 13).

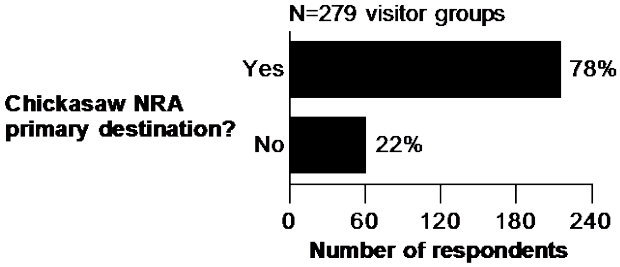


Figure 20. Chickasaw NRA as primary destination

*total percentages do not equal 100 due to rounding

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

Table 13. Other primary destinations
(N=55 comments)

Destination	Number of times mentioned
Sulphur, OK	19
Davis, OK	8
Cedar Blue RV Park, Sulphur, OK	6
The Point Campground, Sulphur, OK	3
Ada, OK	2
Cold Springs Campground, Sulphur, OK	2
Ardmore, OK	1
Durant, OK	1
Ennis, TX	1
Falls Creek Baptist Assembly, Davis, OK	1
Flower Park, Sulphur, OK	1
Guthrie, OK	1
Lake Murray, Ardmore, OK	1
Lost Lake Lodge, Sulphur, OK	1
Noble, OK	1
Oklahoma City, OK	1
Pauls Valley, OK	1
Purcell, OK	1
River Bend Cabins, Davis, OK	1
Six Flags in Texas	1
Turner Falls Park, Davis, OK	1

Chickasaw NRA as primary reason for visiting the area

Question 2b

Was visiting Chickasaw NRA the primary reason that nonresident members in your personal group came to the area (within 50 miles of the park)?

Results

- For 65% of visitor groups, visiting Chickasaw NRA was the primary reason non-resident group members visited the area (see Figure 21).

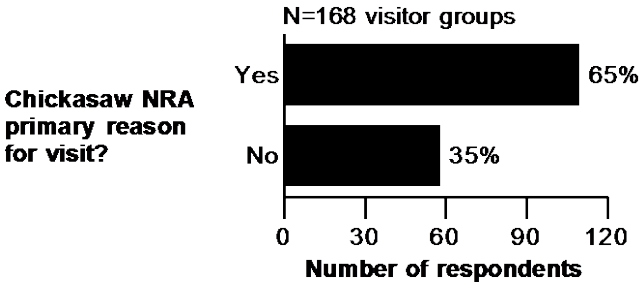


Figure 21. Chickasaw NRA as primary reason for visiting the area (within 50 miles of the park)

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

Question 3a
For you only, if you had been unable to visit Chickasaw NRA on this trip, would you have visited at another time?

Results
- 95% of respondents would have visited at another time if they had been unable to visit Chickasaw NRA on this trip (see Figure 22).

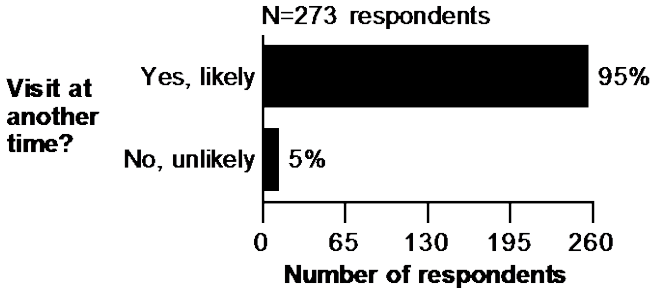


Figure 22. Respondents who would have visited at another time

Question 3b
If NO, what would you have done with the time you spent on this trip?

Results – Interpret results with **CAUTION!**
- Not enough visitor groups responded to this question to provide reliable results (see Figure 23).

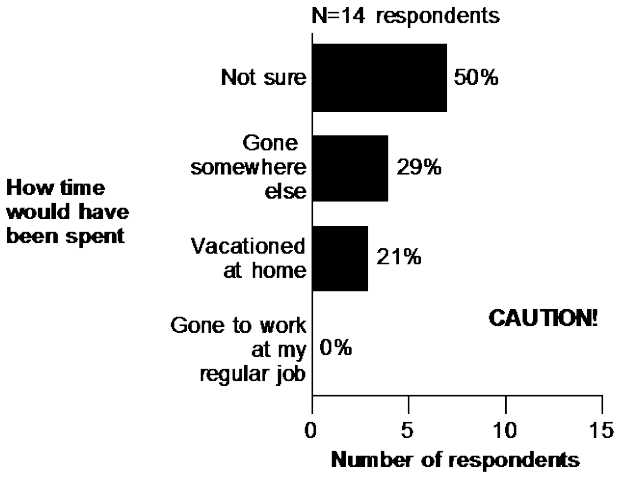


Figure 23. Respondent choice of how to spend time

Question 3b
What is the distance from home to alternate site?

Results – Interpret results with **CAUTION!**
- Not enough visitor groups responded to this question to provide reliable results (see Figure 24).

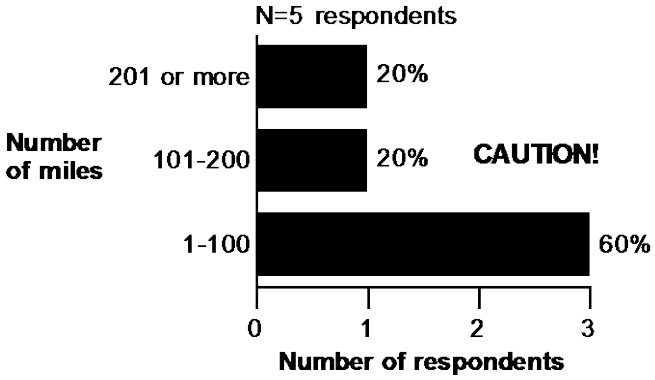


Figure 24. Distance of alternate site from home

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

Services used in "gateway" communities

Question 7a

Which services, specifically related to this park visit, did your personal group use in the "gateway" communities of Sulphur, Davis, Ada, and Ardmore?

Results

- 75% of visitor groups used services in "gateway" communities on this visit (see Figure 25).
- As shown in Figure 26, the services most commonly used were:

  73% Buy gasoline
  69% Eat a meal
  57% Shop

- "Other" services (7%) were:

  Access to a locked vehicle
  Boat permit
  Boat service
  Chickasaw Cultural Center
  Hospital
  Ice
  Ice House
  Swimming
  Wi-fi at Sulphur Public Library

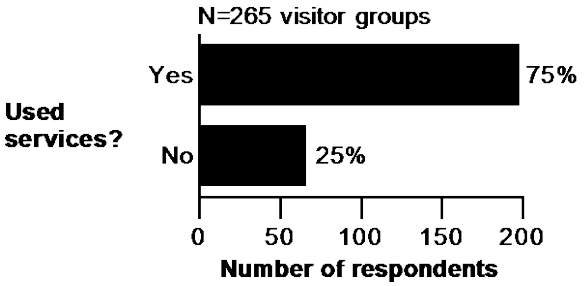


Figure 25. Visitor groups that used services

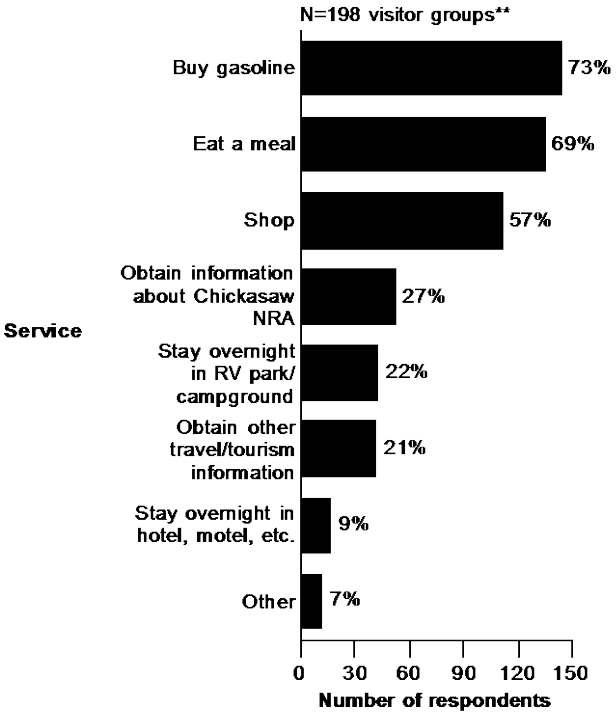


Figure 26. Services used in gateway communities

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

Question 7b
Do you have any comments about the above services?

Results
- 36 visitor groups had comments about services (see Table 14).

Table 14. Comments about services in gateway communities
(N=50 comments; some visitor groups made more than one comment)

Service	Comment
Buy gasoline	Adequate Need an on-water gas station Ease of pulling through In Sulphur Need location closer to the lake
Eat a meal	Adequate Braums in Sulphur – great ice cream Friendly people Good Good food close to parks Great Many options Mazzios, good hot food and very friendly Need food on the lake Need more restaurant choices Variety of restaurants/food Very good
Obtain information about Chickasaw NRA	No one could tell us to where make campsite reservations Park rangers Ranger station very helpful getting our boating pass Rangers were very nice/helpful
Obtain other travel/tourism information	No help Very helpful and friendly
Shop	At nature center in Chickasaw National Recreation Area Clerk rude/attitude Convenient Day trade Dollar General needs ice and batteries Found what I wanted Love the ice house Need ice sales location closer to the lake Something to refresh Sooner Foods convenient and clean Stores in Sulphur convenient for food and camp supplies Truck/self service ice Wal-Mart, bought what I needed
Stay overnight in a hotel, motel, etc.	Comfortable, affordable

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

Table 14. Comments about services in gateway communities (continued)

Service	Comment
Other	Do not like porta-potties Everyone is so courteous and helpful Grass was not cut Lake needs a marina Need laundromat closer to lake Ranger was truly appreciated for locksmith services The bathroom was filthy Several places to visit/enjoy

*total percentages do not equal 100 due to rounding

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

Question 7c

What services, if any, did your personal group need that were not available in these communities?

Results

- 39 visitor groups listed services they needed but were not available (see Table 15).

Table 15. Services needed that were not available
(N=46 comments; some visitor groups made more than one comment)

Needed service	Number of times mentioned
Marina at lake	3
Showers	3
Electrical hookups for RVs	2
Gas near lake or on water	2
Improved bathrooms	2
More picnic tables	2
Place to buy food, water, drinks, etc.	2
Arts	1
Available campground host	1
Boating services	1
Buoys you can tie your boat to like Lake Murray	1
Chickasaw Cultural Center closed on Mondays!	1
Dry ice	1
Fish cleaning station	1
Free wi-fi	1
Guy Sandy boat ramp	1
Handicap access for fishing at lake	1
Handicap access to cold water	1
Information center	1
More hands-on nature experiences	1
More hotels	1
More places to eat in Davis and Sulphur	1
More places to shop in Davis and Sulphur	1
Oklahoma maps	1
Play area for kids	1
Restrooms closer to boat dock on Lake Arbuckle	1
Self-serve ice	1
Shopping	1
Signage	1
Smokin Joes	1
Store on or near water	1
Taco Bell	1
Tennis facility	1
Tornado alert system at Buckhorn campground	1
Water fountain	1
Wi-fi	1
Workout area/gym	1

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

Number of vehicles

Question 20c

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

Results

- 58% of visitor groups used one vehicle to arrive at the park (see Figure 27).
- 24% used two vehicles.

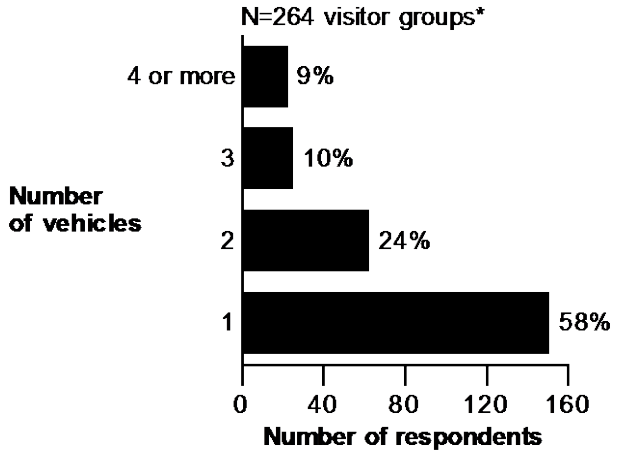


Figure 27. Number of vehicles used to arrive at the park

Method of transportation

Question 2c

For nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Chickasaw NRA area (within 50 miles of the park)?

Results

- 54% of nonresidents used a car to travel most of the distance from home to the Chickasaw NRA area (see Figure 28).
- 41% used a SUV/truck/van.
- "Other" method of transportation (1%) was:

  Travel trailer

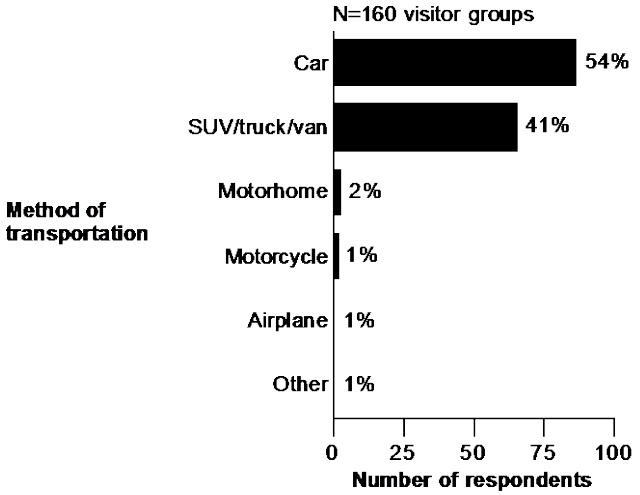


Figure 28. Method of transportation

*total percentages do not equal 100 due to rounding

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

Use of recreational vehicles

Question 10a

On this visit, did your personal group drive a recreational vehicle to Chickasaw NRA?

Results

- 6% of visitor groups drove a recreational vehicle to Chickasaw NRA (see Figure 29).

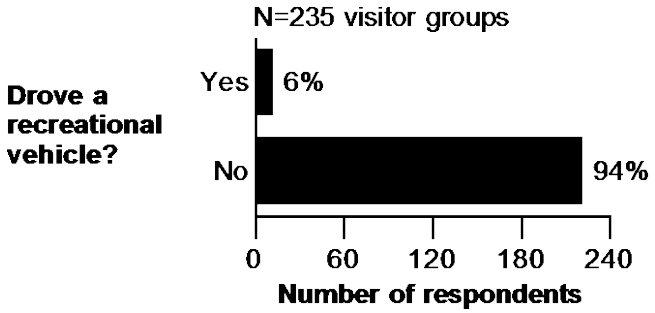


Figure 29. Visitor groups that drove a recreational vehicle

Question 10b

If YES, how long was it?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 30).

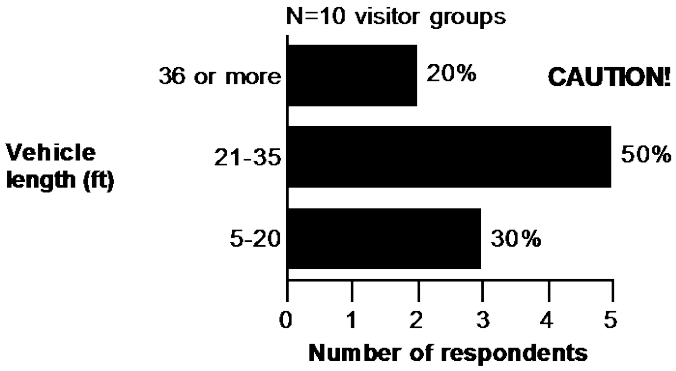


Figure 30. Recreational vehicle length

*total percentages do not equal 100 due to rounding

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

Question 10c

On this visit, was anyone in your personal group in a vehicle or recreational vehicle pulling a trailer or another vehicle?

Results

- 35% of visitor groups traveled in a vehicle or a recreational vehicle pulling a trailer or another vehicle (see Figure 31).

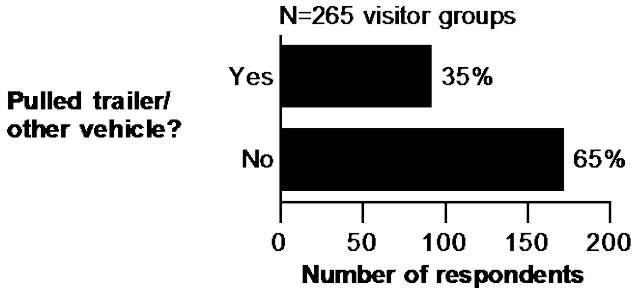


Figure 31. Visitor groups that traveled in a vehicle or recreational vehicle pulling a trailer or another vehicle

Question 10d

If YES, how long was the vehicle in tow?

Results

- 53% of visitor groups pulled a trailer or other vehicle 16 to 25 feet in length (see Figure 32).
- 28% pulled a trailer or other vehicle 26-35 feet in length.

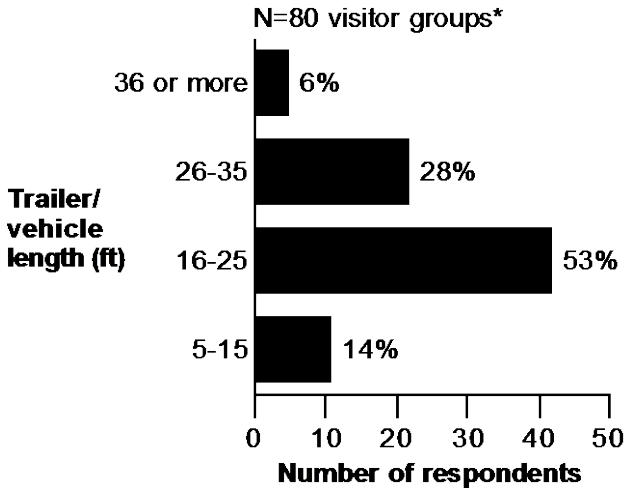


Figure 32. Trailer/vehicle length

*total percentages do not equal 100 due to rounding

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

Number of park entries

Question 20d

On this visit, how many times did your personal group enter Chickasaw NRA during your stay in the area (within 50 miles of the park)?

Results

- 49% of visitor groups entered the park one time (see Figure 33).
- 29% entered two or three times.

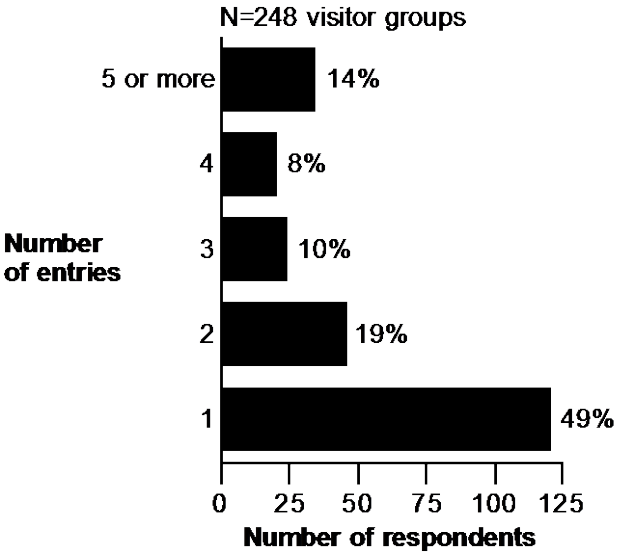


Figure 33. Number of park entries

Overnight stays

Question 6a

On this trip, did anyone in your personal group stay overnight away from their permanent residence either inside Chickasaw NRA or in the nearby area (within 50 miles of the park)?

Results

- 49% of visitor groups stayed overnight away from their permanent residence either inside Chickasaw NRA or in the nearby area (see Figure 34).

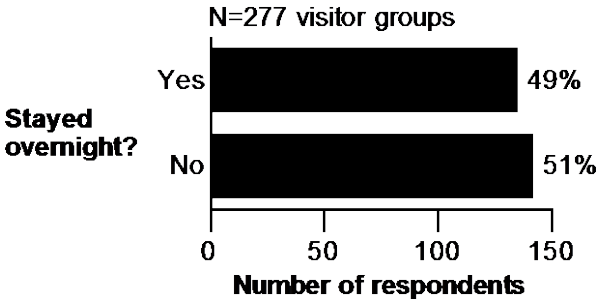


Figure 34. Visitor groups that stayed overnight inside the park or in the park area (within 50 miles of the park)

*total percentages do not equal 100 due to rounding

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

Question 6b

If YES, how many nights were spent inside Chickasaw NRA?

Results

- 36% of visitor groups stayed two nights inside Chickasaw NRA (see Figure 35).
- 26% stayed four or more nights.

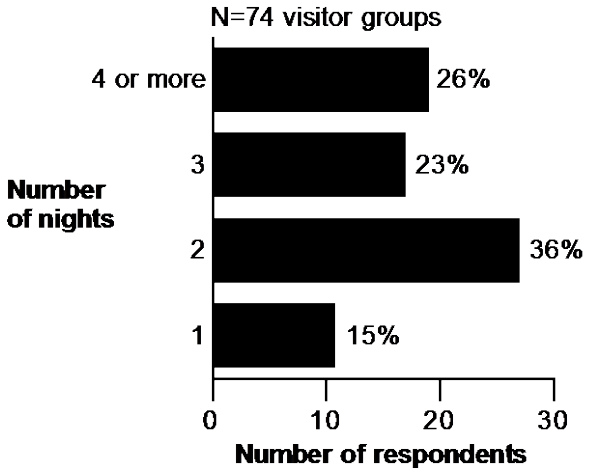


Figure 35. Number of nights spent inside the park

Question 6b

If YES, how many nights were spent outside the park in the area (within 50 miles of the park)?

Results

- 32% of visitor groups stayed four or more nights outside the park in the area (see Figure 36).
- 29% stayed two nights.

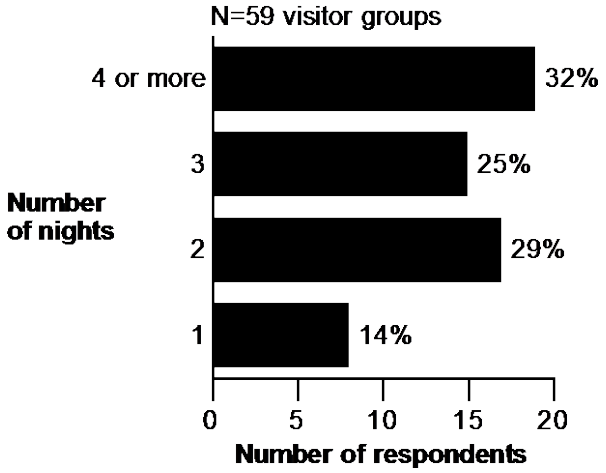


Figure 36. Number of nights spent in the area outside the park (within 50 miles of the park)

*total percentages do not equal 100 due to rounding

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

Accommodations used inside the park

Question 6c

In which types of accommodations did your personal group spend the night(s) in Chickasaw NRA?

Results

- As shown in Figure 37, among those visitor groups that stayed overnight inside the park, the most common types of accommodations used were:

  59% Tent camping in a developed campground
  42% RV/trailer camping

- "Other" accommodations (1%) were not specified.

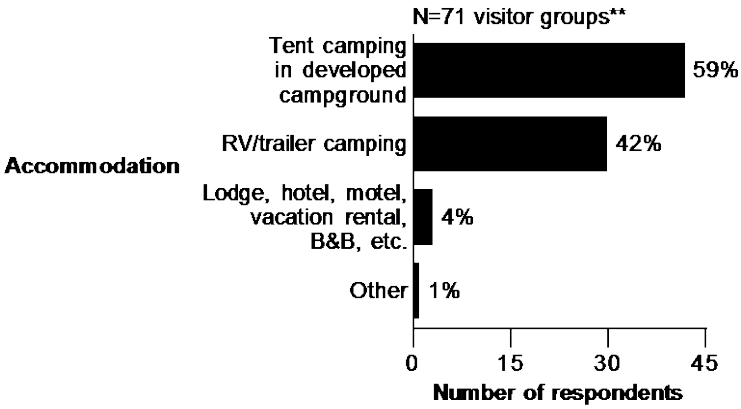


Figure 37. Accommodations used inside the park

Accommodations used outside the park

Question 6d

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

Results

- As shown in Figure 38, among those visitor groups that stayed overnight outside the park, the most common types of accommodations used were:

  29% Lodge, hotel, motel, vacation rental, B&B etc.
  28% Residence of friends or relatives

- "Other" type of accommodation (1%) was:

  Cabin

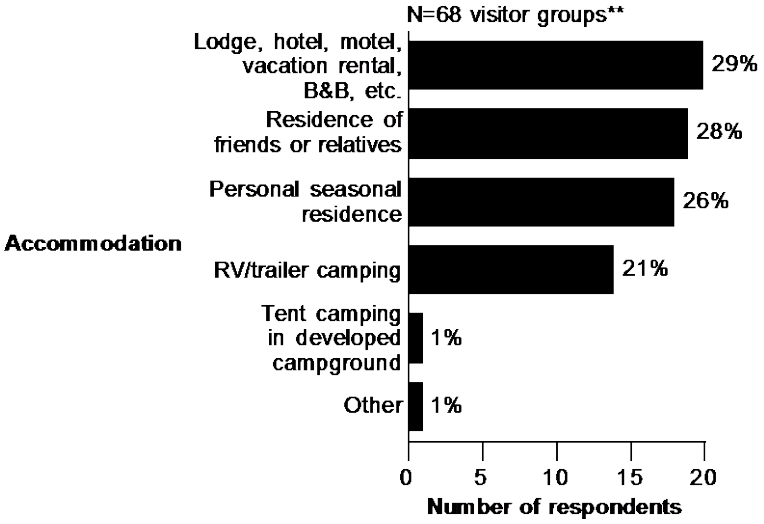


Figure 38. Accommodations used in the area outside the park (within 50 miles of the park)

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

Length of stay in the park

Question 4

How long did your personal group spend visiting Chickasaw NRA?

Results

Number of hours if less than 24

- 31% of visitor groups spent three to four hours (see Figure 39).
- 29% spent up to two hours.
- The average length of stay for visitor groups that spent less than 24 hours was 4.3 hours.

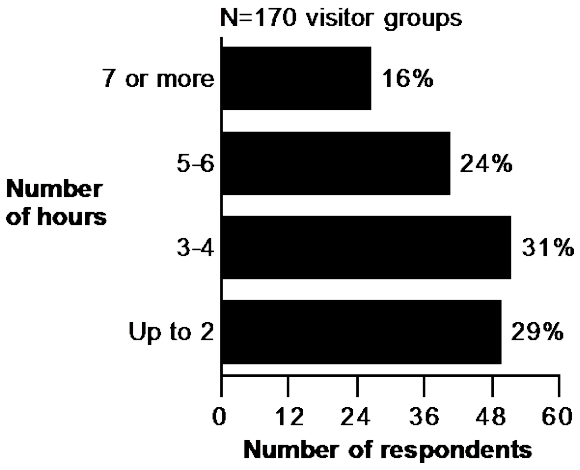


Figure 39. Number of hours spent in the park

Number of days if 24 hours or more

- 38% of visitor groups spent two days (see Figure 40).
- 23% spent three days.
- The average length of stay for visitor groups that spent 24 hours or more was 3.5 days.

Average length of stay for all visitors

- The average length of stay for all visitor groups was 33.1 hours, or 1.4 days.

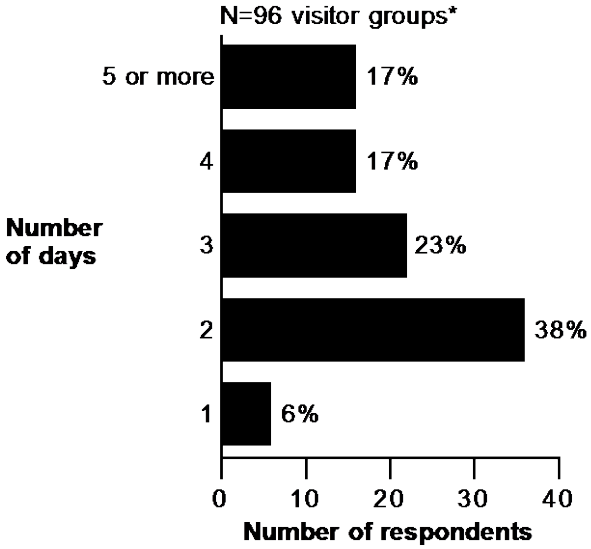


Figure 40. Number of days spent in the park

*total percentages do not equal 100 due to rounding

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

Sites visited in the park (Platt District)

Question 11
For this visit, please indicate all the sites your personal group visited at Chickasaw NRA.

- As shown in Figure 41, the most commonly visited sites by visitor groups in the Platt District were:

  67% Little Niagara
  59% Travertine Nature Center
  55% Swimming areas without lifeguards

- The least visited site was:

  14% Ranger stations

- "Other" sites visited in the Platt District (7%) are shown in Table 16.

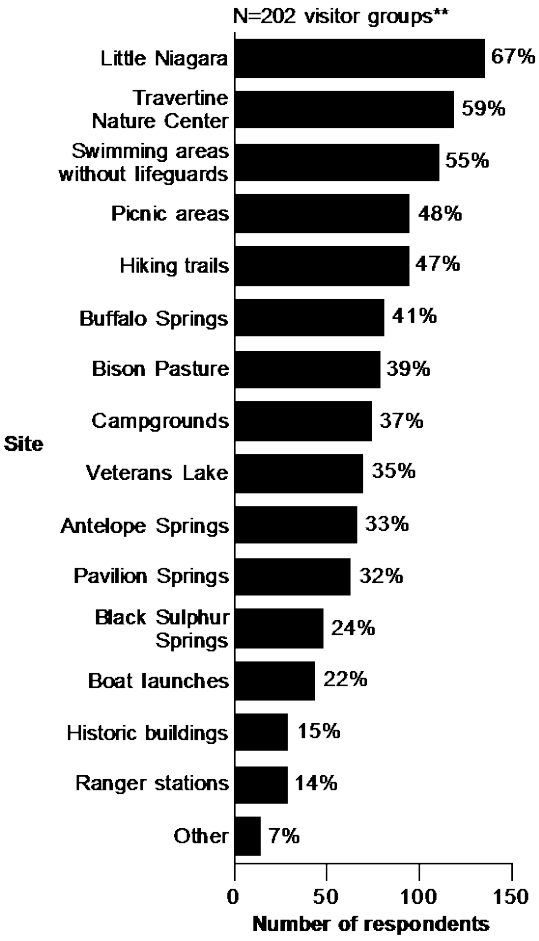


Figure 41. Sites visited in the park (Platt District)

Table 3 Other sites visited in the park (Platt District) (N=13 comments) – **CAUTION**

Site	Number of times mentioned
Flower Park	2
Beach	1
Bear Falls	1
Bromide Hill Outlook	1
Bromide Pavilions	1
Cedar Blue	1
Lincoln Bridge Waterfalls	1
Monkey tree	1
Mountain	1
Rock Creek	1
Turner Falls	1
Whole pool area	1

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

Sites visited in the park (Arbuckle District)

- As shown in Figure 42, the most commonly visited sites by visitor groups in the Arbuckle District were:

  58% Lake of the Arbuckles
  49% Buckhorn
  47% Boat launches

- The least visited site was:

  4% Goddard Youth Camp

- "Other" sites visited in the Arbuckle District (<1%) were not specified.

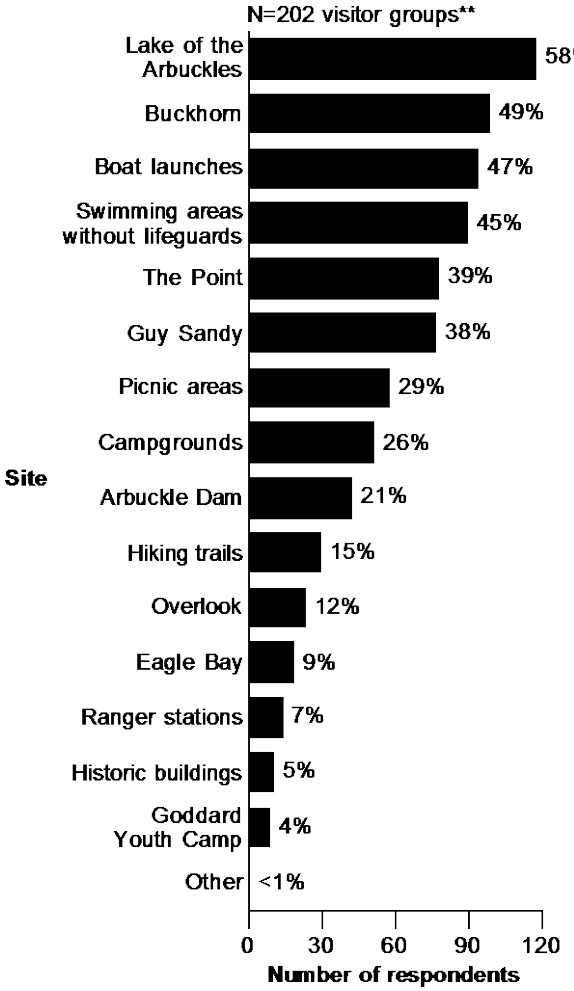


Figure 42. Sites visited in the park (Arbuckle District)

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

Activities on this visit

Question 5a

On this visit, in which activities did your personal group participate within Chickasaw NRA?

Results

- As shown in Figure 43, the most common activities in which visitor groups participated on this visit were:

  66% Swimming
  49% Walking/hiking
  40% Picnicking

- "Other" activities (10%) were:

  Arbuckle Lake
  Birthday party
  Checking lake level
  Monthly women's meeting
  Motorcycling
  Passing by
  Relaxing
  Seeing lake
  Sightseeing
  Taking daughter-in-law to see park
  Tubing
  Using comfort station
  Using recycle bins
  Visiting Nature Center
  Visiting old Platt National Park

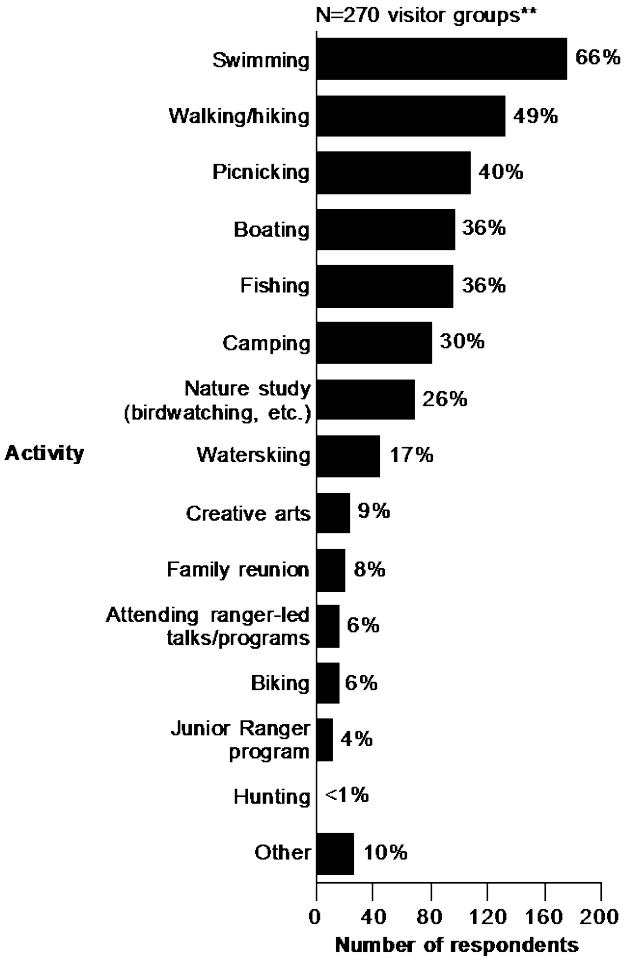


Figure 43. Activities on this visit

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

Activity that was primary reason for visiting the park

Question 5c

Which one of the above activities was the primary reason your personal group visited Chickasaw NRA on this visit?

Results

- As shown in Figure 45, the most common primary reasons that visitor groups visited the park were:

  22% Camping
  22% Boating
  15% Swimming

- "Other" activities (8%) were:

  Birthday party
  Check lake level
  Meet family
  Monthly women's meeting
  Motorcycling
  See the area
  See the lake
  Sightseeing
  Visit
  Visiting old Platt National Park
  Use the recycle bins
  Water recreation

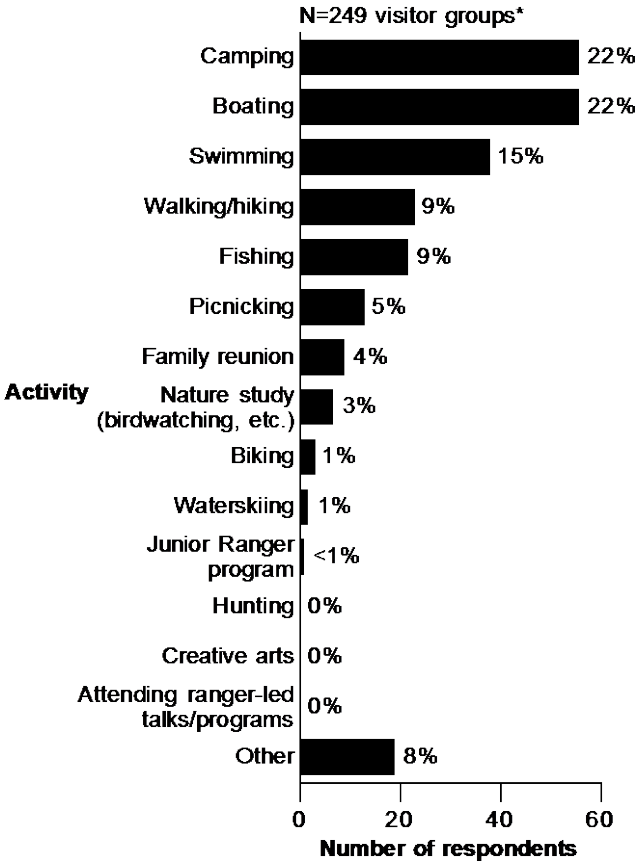


Figure 44. Activity that was primary reason for visit

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

Activities on future visits

Question 5b

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

Results

- As shown in Figure 44, the most common activities in which visitor groups would prefer to participate on future visits were:

  66% Swimming
  58% Camping
  57% Walking/hiking

- "Other" activities (1%) were:

  Fourth of July
  Visiting mineral springs

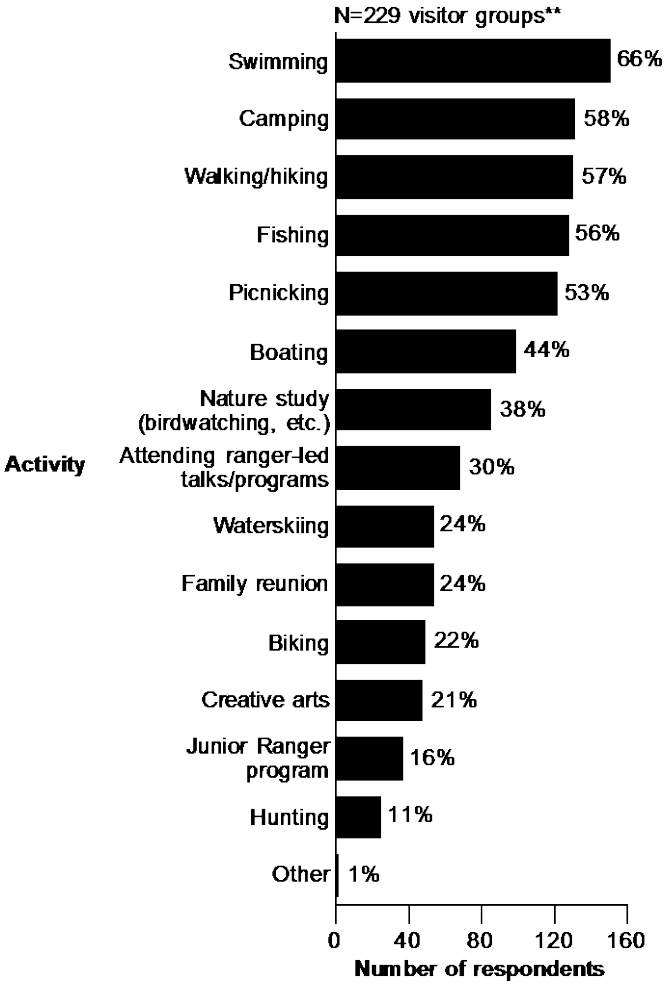


Figure 45. Activities on future visits

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

Ratings of Services, Facilities, Attributes, Resources, and Elements

Information services and facilities used

Question 12a

Please indicate all the information services and facilities that your personal group used at Chickasaw NRA during this visit.

Results

- As shown in Figure 46, the most common information services and facilities used by visitor groups were:

  54% Nature Center exhibits (other than living)
  52% Nature Center living exhibits
  51% Park brochure/map

- The least used service/facility was:

  7% Ranger-led tours/programs

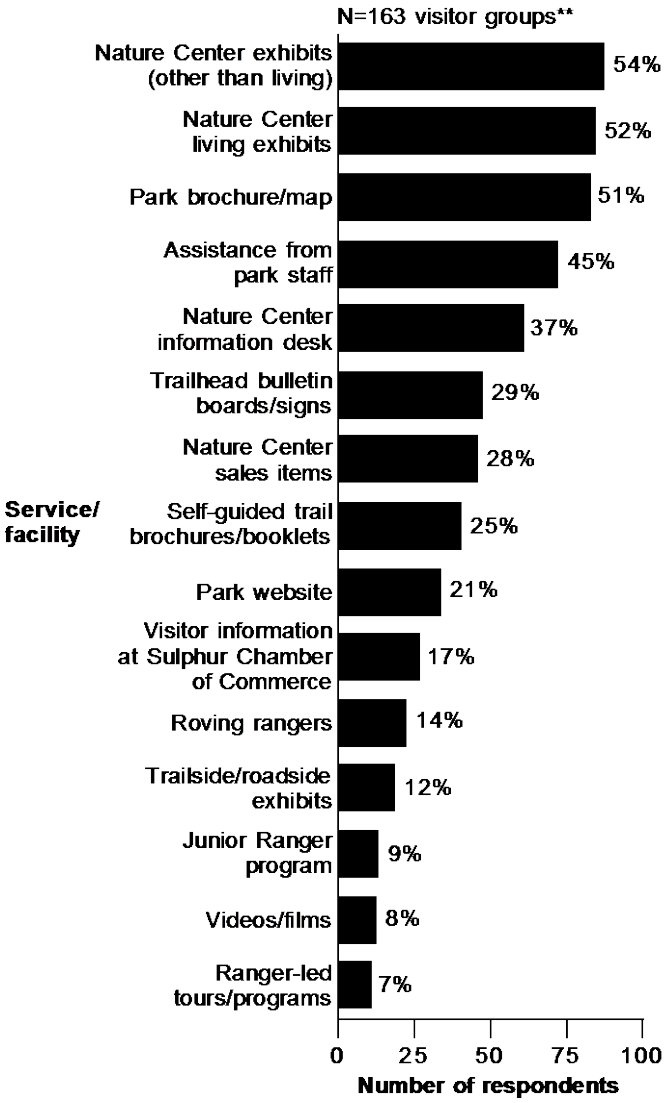


Figure 46. Information services and facilities used

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

Importance ratings of information services and facilities

Question 12b

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

1=Not at all important
2=Slightly important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 47 shows the combined proportions of "extremely important" and "very important" ratings of information services and facilities that were rated by 30 or more visitor groups.
- Table 17 shows the importance ratings of each service and facility.
- The services and facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  83% Park brochure/map
  83% Nature Center information desk
  82% Park website (www.nps.gov/chic)

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

  2% Nature Center sales items

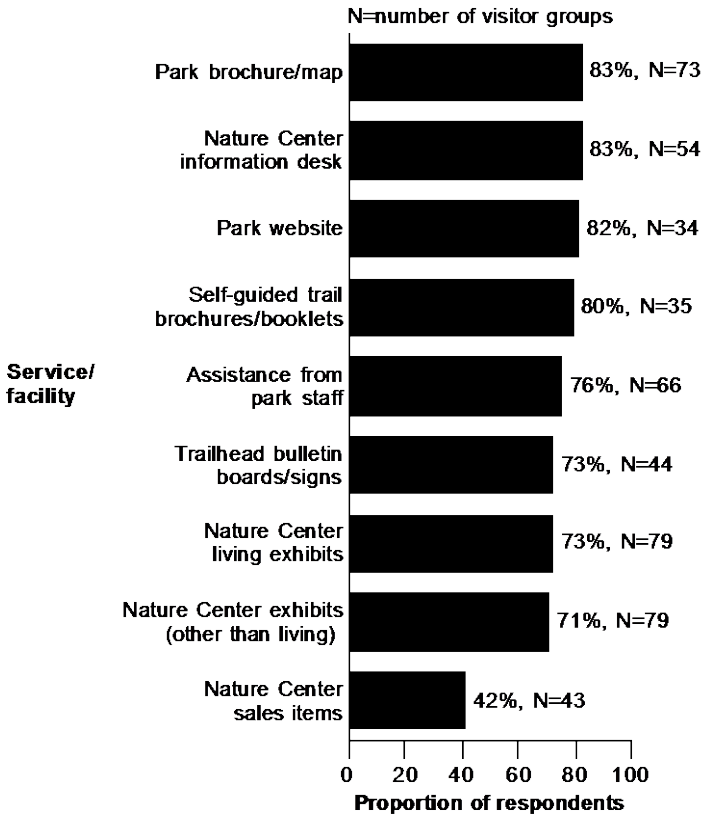


Figure 47. Combined proportions of "extremely important" and "very important" ratings of information services and facilities

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

Table 17. Importance ratings of information services and facilities
(N=number of visitor groups)

		Rating (%)*				
Service/facility	**N**	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Assistance from park staff	66	0	2	23	32	44
Junior Ranger program – **CAUTION!**	13	0	23	15	31	31
Nature Center living exhibits	79	0	1	25	34	39
Nature Center exhibits (other than living)	79	0	0	29	34	37
Nature Center information desk	54	0	2	15	33	50
Nature Center sales items	43	2	23	33	28	14
Park brochure/map	73	0	4	12	34	49
Park website (www.nps.gov/chic)	34	0	9	9	32	50
Ranger-led tours/programs – **CAUTION!**	11	0	9	0	27	64
Roving rangers – **CAUTION!**	21	0	10	10	38	43
Self-guided trail brochures/booklets	35	0	0	20	40	40
Trailhead bulletin boards/signs	44	0	2	25	30	43
Trailside/roadside exhibits – **CAUTION!**	18	0	6	33	28	33
Videos/films – **CAUTION!**	11	0	18	27	27	27
Visitor information at Sulphur Chamber of Commerce – **CAUTION!**	22	5	0	27	18	50

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

Quality ratings of information services and facilities

Question 12c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

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

Results

- Figure 48 shows the combined proportions of "very good" and "good" ratings of information services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of "very good" and "good" ratings were:

  92% Assistance from park staff
  88% Park website (www.nps.gov/chic)
  88% Park brochure/map

- Table 18 shows the quality ratings of each service and facility.
- The service/facility receiving the highest "very poor" rating that was rated by 30 or more visitor groups was:

  5% Nature Center living exhibits

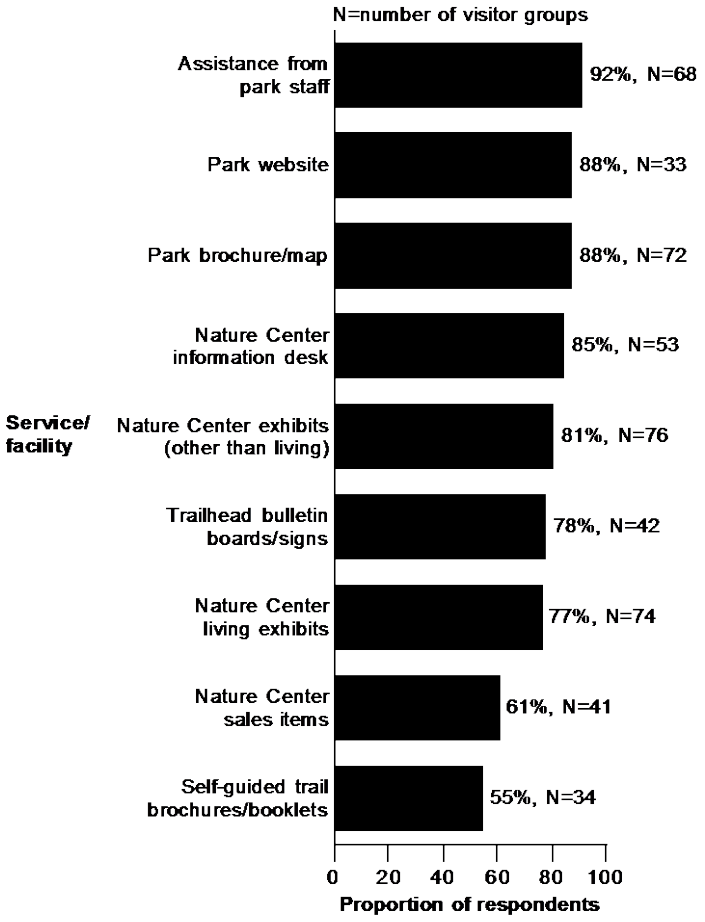


Figure 48. Combined proportions of "very good" and "good" ratings of information services and facilities

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

Table 18. Quality ratings of information services and facilities
(N=number of visitor groups)

		Rating (%)*				
Service/facility	**N**	Very poor	Poor	Average	Good	Very good
Assistance from park staff	68	3	1	4	24	68
Junior Ranger program – **CAUTION!**	13	0	0	0	46	54
Nature Center living exhibits	74	5	3	15	34	43
Nature Center exhibits (other than living)	76	1	4	14	41	40
Nature Center information desk	53	0	6	9	19	66
Nature Center sales items	41	0	15	24	20	41
Park brochure/map	72	1	0	11	35	53
Park website (www. nps.gov/chic)	33	0	0	12	33	55
Ranger-led tours/programs – **CAUTION!**	10	0	10	0	40	50
Roving rangers – **CAUTION!**	20	10	10	0	35	45
Self-guided trail brochures/booklets	34	3	0	12	32	53
Trailhead bulletin boards/signs	42	0	0	21	38	40
Trailside/roadside exhibits – **CAUTION!**	15	0	0	13	53	33
Videos/films – **CAUTION!**	10	0	0	20	30	50
Visitor information at Sulphur Chamber of Commerce – **CAUTION!**	21	0	5	19	38	38

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

Mean scores of importance and quality ratings of information services and facilities

- Figures 49 and 50 show the mean scores of importance and quality ratings of information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average.

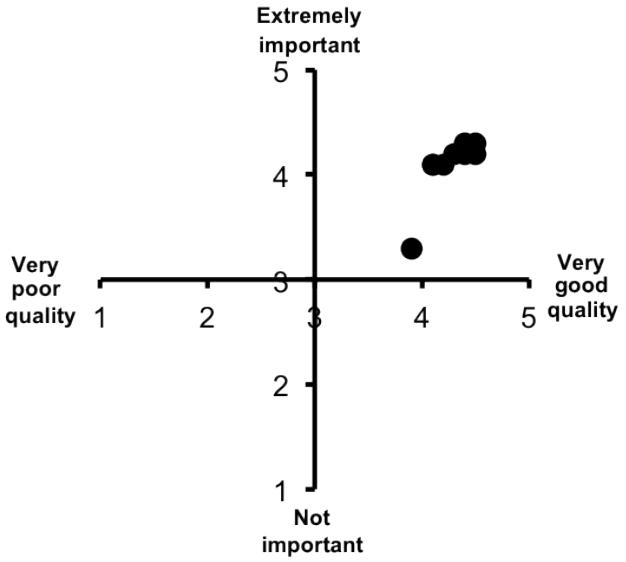


Figure 49. Mean scores of importance and quality of information services and facilities

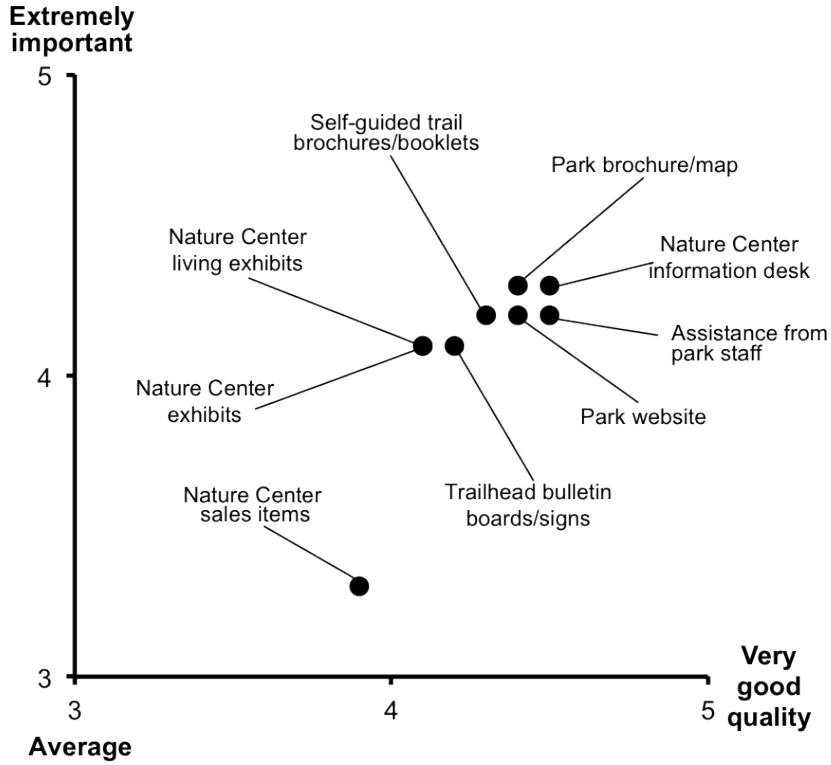


Figure 50. Detail of Figure 49

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

Visitor services and facilities used

Question 13a

Please indicate all the visitor services and facilities that your personal group used at Chickasaw NRA during this visit.

Results

- As shown in Figure 51, the most common visitor services and facilities used by visitor groups were:

  72% Restrooms
  69% Parking
  47% Directional signs (in park)

- The least used service/facility was:

  5% Access for disabled persons

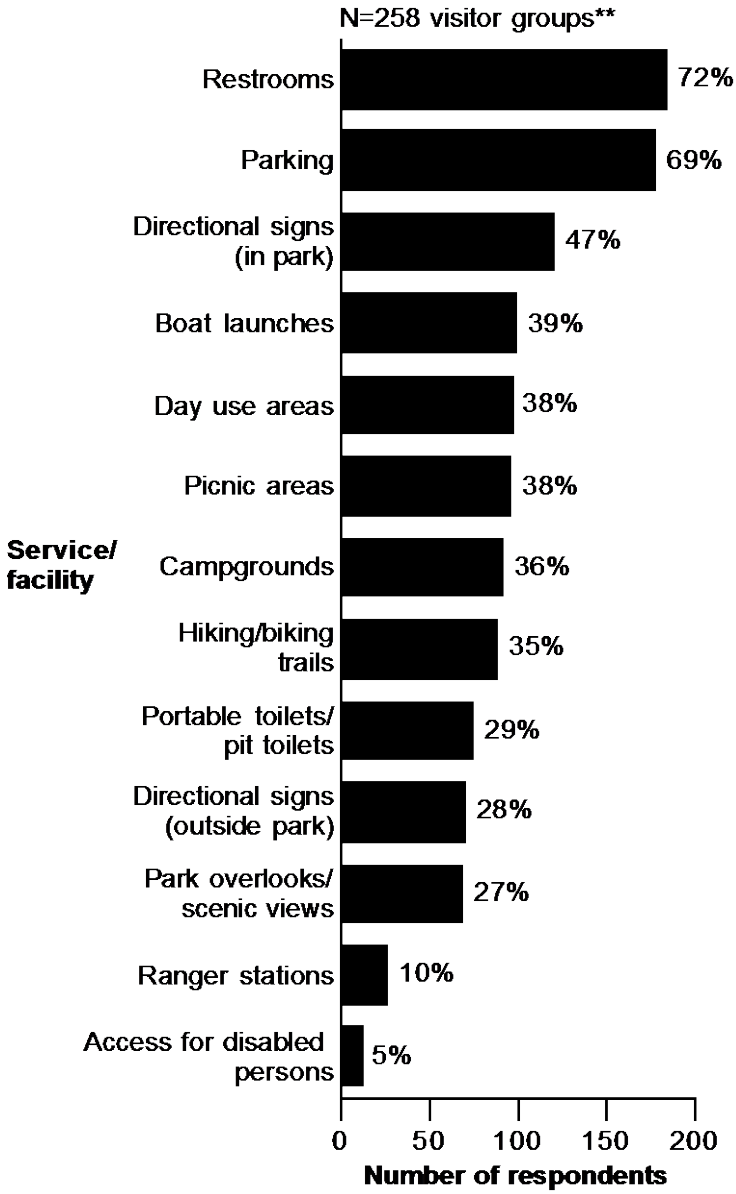


Figure 51. Visitor services and facilities used

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

Importance ratings of visitor services and facilities

Question 13b

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

1=Not at all important
2=Slightly important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 52 shows the combined proportions of "extremely important" and "very important" ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The visitor services and facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  100% Boat launches
  99% Campgrounds
  96% Hiking/biking trails

- Table 19 shows the importance ratings of each service and facility.
- No services/facilities were given a "not at all important" rating.

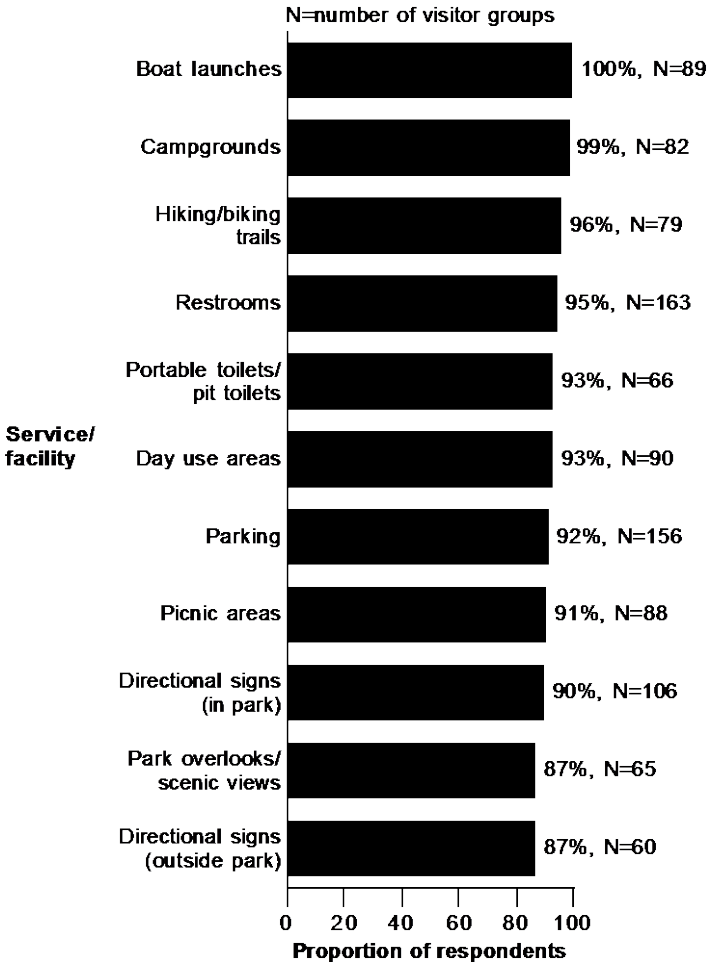


Figure 52. Combined proportions of "extremely important" and "very important" ratings of visitor services and facilities

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

Table 19. Importance ratings of visitor services and facilities
(N=number of visitor groups)

		Rating (%)*				
Service/facility	**N**	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Access for disabled persons – **CAUTION!**	12	0	0	25	0	75
Boat launches	89	0	0	0	19	81
Campgrounds	82	0	0	1	16	83
Day use areas	90	0	1	6	30	63
Directional signs (in park)	106	0	4	7	32	58
Directional signs (outside park)	60	0	3	10	20	67
Hiking/biking trails	79	0	0	4	38	58
Parking	156	0	0	8	32	60
Park overlooks/scenic views	65	0	3	9	35	52
Picnic areas	88	0	1	8	41	50
Portable toilets/pit toilets	66	0	2	6	29	64
Ranger stations – **CAUTION!**	22	0	0	18	41	41
Restrooms	163	0	1	4	17	78

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

Quality ratings of visitor services and facilities

Question 13c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

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

Results

- Figure 53 shows the combined proportions of "very good" and "good" ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of "very good" and "good" ratings were:

  96% Boat launches
  95% Hiking/biking trails
  90% Day use areas

- Table 20 shows the quality ratings of each service and facility.
- The service/facility receiving the highest "very poor" rating that was rated by 30 or more visitor groups was:

  6% Restrooms

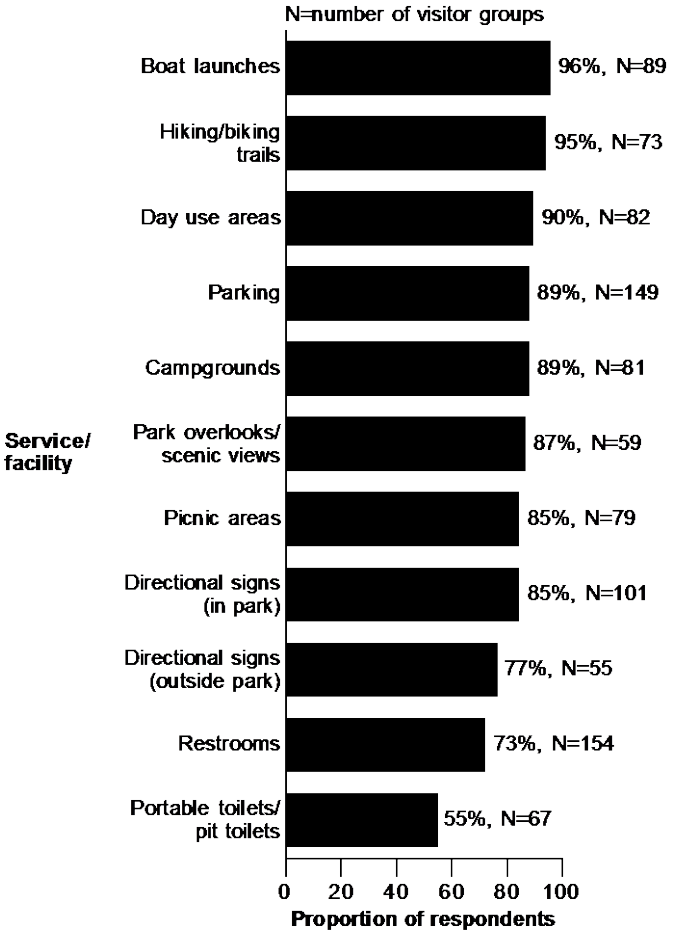


Figure 53. Combined proportions of "very good" and "good" ratings of visitor services and facilities

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

Table 4. Quality ratings of visitor services and facilities
(N=number of visitor groups)

		Rating (%)*				
Service/facility	**N**	Very poor	Poor	Average	Good	Very good
Access for disabled persons – **CAUTION!**	9	11	11	11	33	33
Boat launches	89	0	0	3	29	67
Campgrounds	81	2	1	7	31	58
Day use areas	82	0	2	7	39	51
Directional signs (in park)	101	0	2	13	31	54
Directional signs (outside park)	55	0	5	18	24	53
Hiking/biking trails	73	0	1	4	51	44
Parking	149	0	1	9	33	56
Park overlooks/scenic views	59	2	0	12	34	53
Picnic areas	79	0	1	14	43	42
Portable toilets/pit toilets	67	4	4	36	31	24
Ranger stations – **CAUTION!**	19	0	5	11	37	47
Restrooms	154	6	8	14	30	43

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

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

- Figures 54 and 55 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.

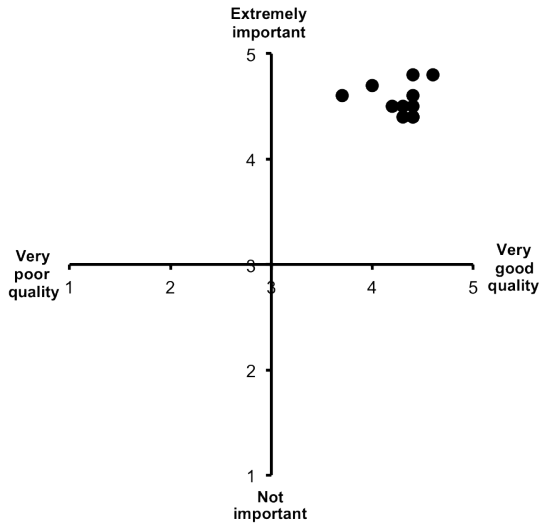


Figure 54. Mean scores of importance and quality of visitor services and facilities

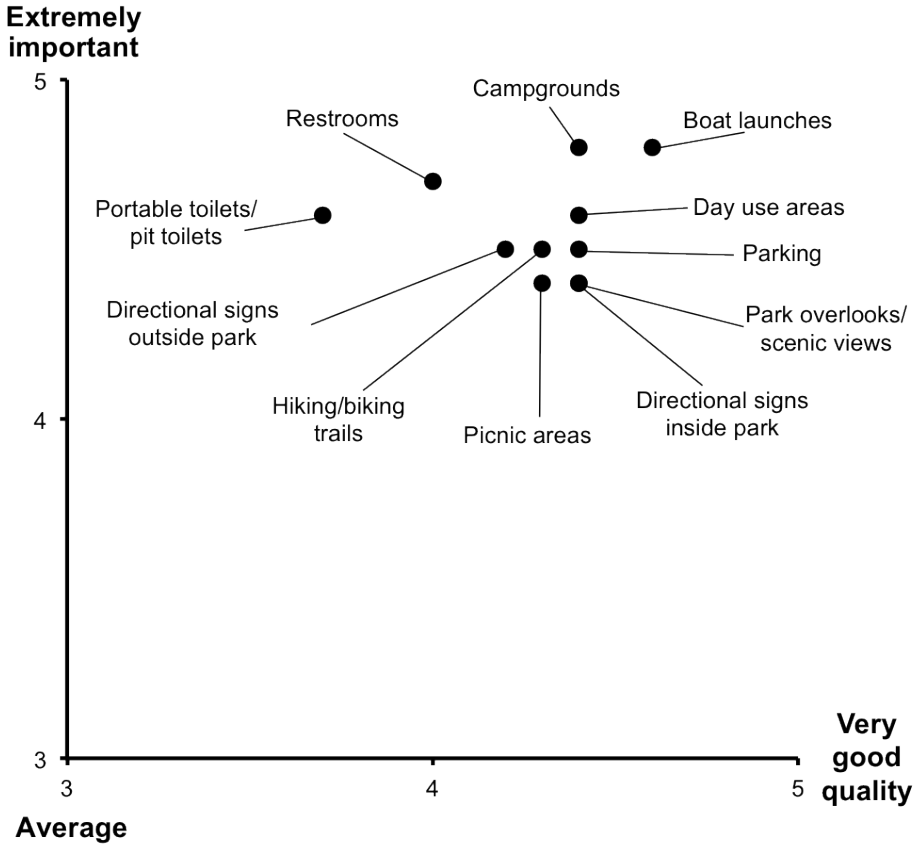


Figure 55. Detail of Figure 54

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

Importance of protecting park attributes, resources, and experiences

Question 8

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

1=Not at all important
2=Slightly important
3=Moderately important
4=Very important
5=Extremely important

Results

- As shown in Figure 56, the highest combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes included:

  98% Clean water
  92% Clean air (visibility)
  85% Recreational opportunities

- The resources/attributes receiving the highest "not at all important" rating were:

  7% Educational opportunities
  7% American Indian culture

- Table 21 shows the importance ratings of park resources and attributes.

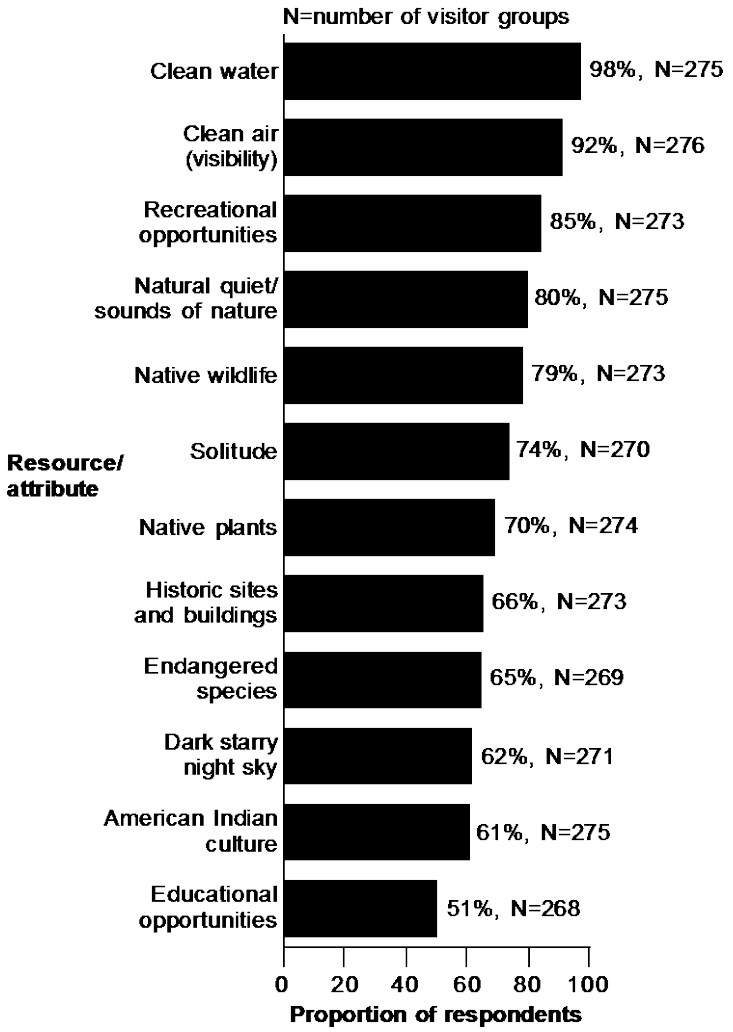


Figure 56. Combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes

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

Table 21. Visitor rating of importance of protecting park resources and attributes (N=number of visitor groups)

		Rating (%)*				
Resource/attribute	**N**	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	276	1	1	5	34	58
Clean water	275	<1	<1	2	24	74
Dark starry night sky	271	6	7	25	27	35
Educational opportunities	268	7	15	28	30	21
Endangered species	269	4	10	21	27	38
Historic sites and buildings	273	3	8	24	36	30
Native plants	274	3	8	20	32	38
Native wildlife	273	1	3	16	35	44
Natural quiet/sounds of nature	275	1	2	17	36	44
American Indian culture	275	7	9	24	30	31
Recreational opportunities	273	1	2	12	38	47
Solitude	270	3	6	17	38	36

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

Expenditures

Total expenditures inside and outside the park

Question 16

For your personal group, please estimate expenditures for the items listed below for this visit to Chickasaw NRA and the surrounding area (within 50 miles of the park).

Results

- 31% of visitor groups spent $1-$100 (see Figure 57).
- 29% spent no money.
- 23% spent $201 or more
- The average visitor group expenditure was $187.
- The median group expenditure (50% groups spent more and 50% of groups spent less) was $68.
- The average total expenditure per person (per capita) was $51.
- As shown in Figure 58, the largest proportions of total expenditures inside and outside the park were:

  27% Groceries and takeout food
  21% Lodge, hotel, motel, cabin, B&B, etc.
  19% Gas and oil

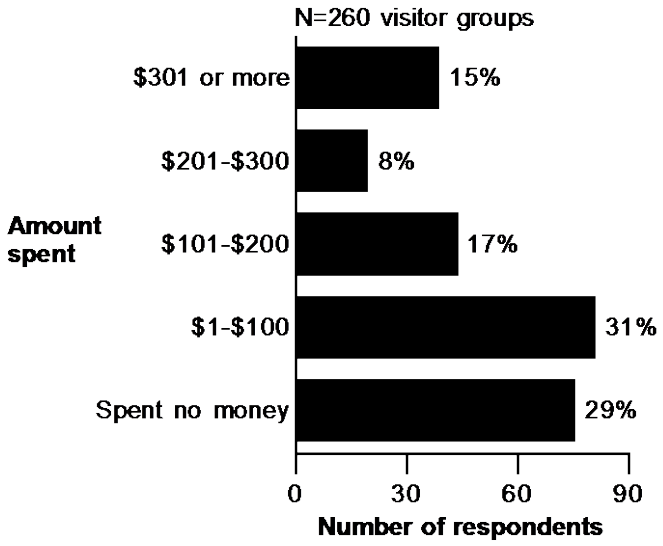


Figure 57. Total expenditures inside and outside the park (within 50 miles of the park)

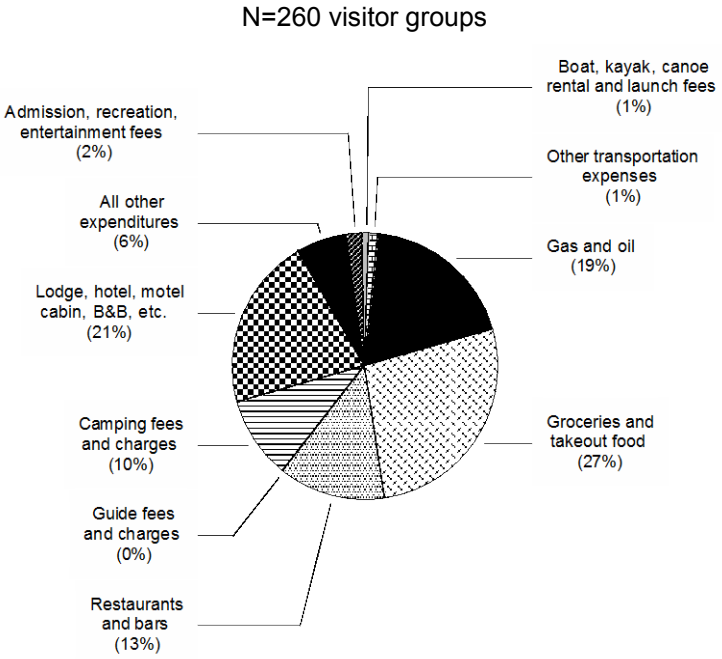


Figure 58. Proportions of total expenditures inside and outside the park (within 50 miles of the park)

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

Number of adults covered by expenditures

Question 16c

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

Results

- 45% of visitor groups had two adults covered by expenditures (see Figure 59).
- 28% had three or four adults covered by expenditures.

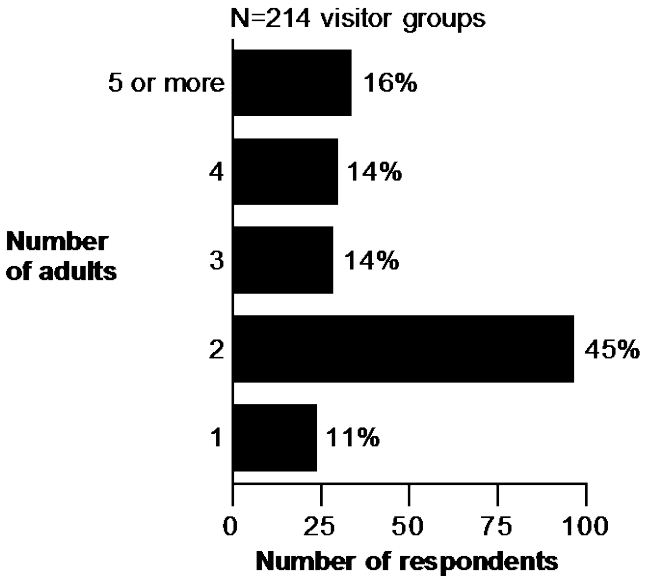


Figure 59. Number of adults covered by expenditures

Number of children covered by expenditures

Question 16c

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

Results

- 37% of visitor groups had no children covered by expenditures (see Figure 60).
- 36% had one or two children covered by expenditures.

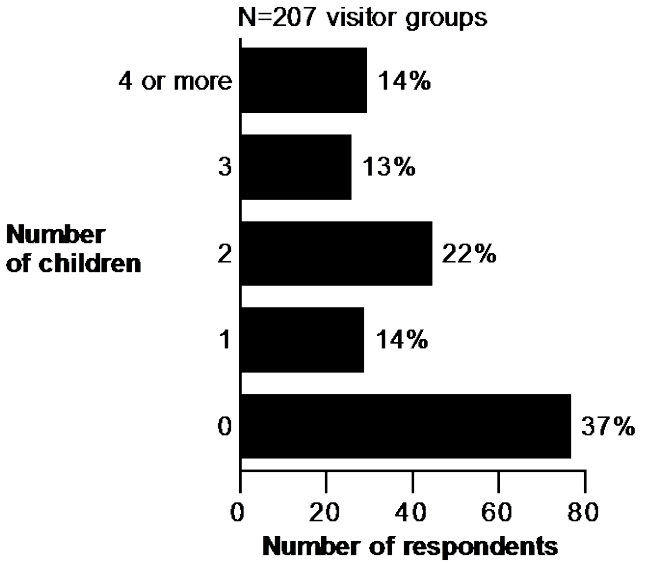


Figure 60. Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

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

Expenditures inside the park

Question 16a

Please list your personal group's total expenditures inside Chickasaw NRA.

Results

- 57% of visitor groups spent no money inside the park (see Figure 61).
- 26% spent $1-$50.
- The average visitor group expenditure inside the park was $35.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $0.
- The average total expenditure per person (per capita) was $20.
- As shown in Figure 62, the largest proportions of total expenditures inside the park were:

  47% Camping fees and charges
  34% Groceries and takeout food
  10% All other purchases

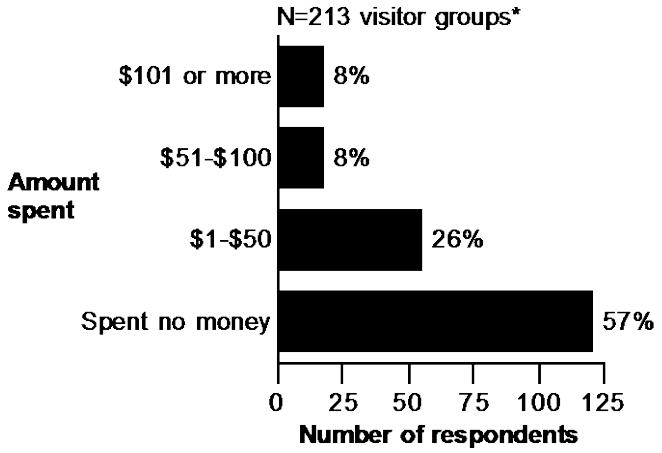


Figure 61. Total expenditures inside the park

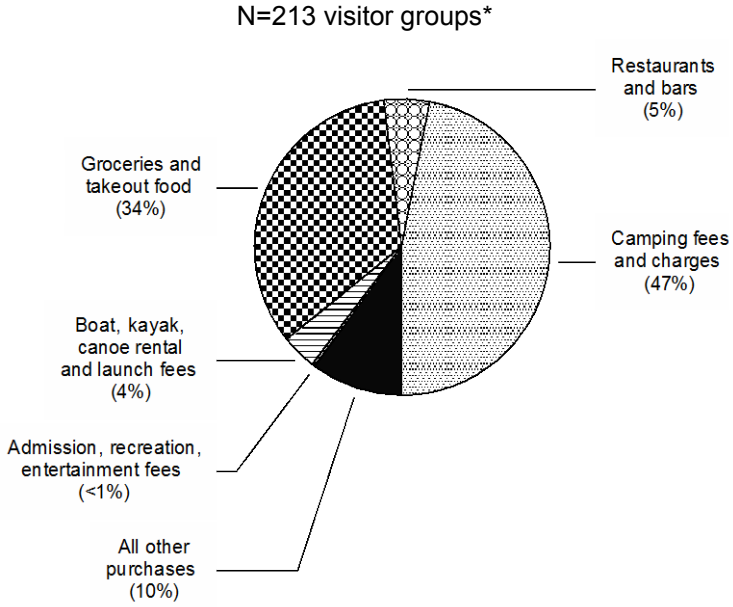


Figure 62. Proportions of total expenditures inside the park

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

Camping fees and charges

- 70% of visitor groups spent no money on camping fees and charges inside the park (see Figure 63).
- 16% spent $1-$40.

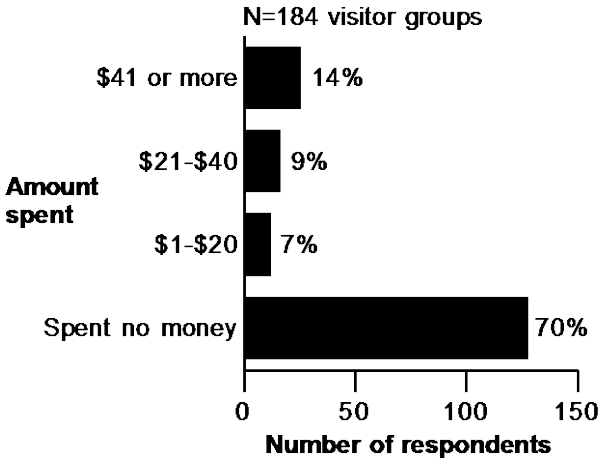


Figure 63. Expenditures for camping fees and charges inside the park

Restaurants and bars

- 95% of visitor groups spent no money on restaurants and bars inside the park (see Figure 64).

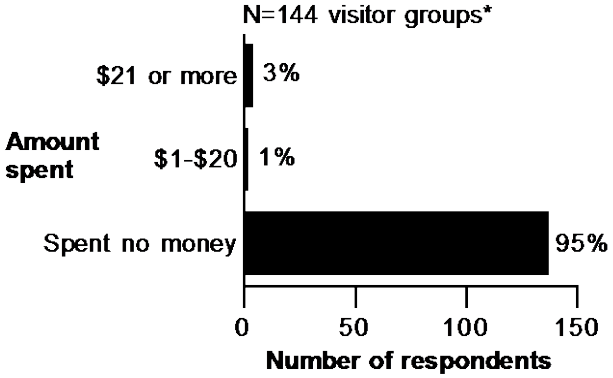


Figure 64. Expenditures for restaurants and bars inside the park

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

Groceries and takeout food

- 88% of visitor groups spent no money on groceries and takeout food inside the park (see Figure 65).
- 8% spent $41 or more.

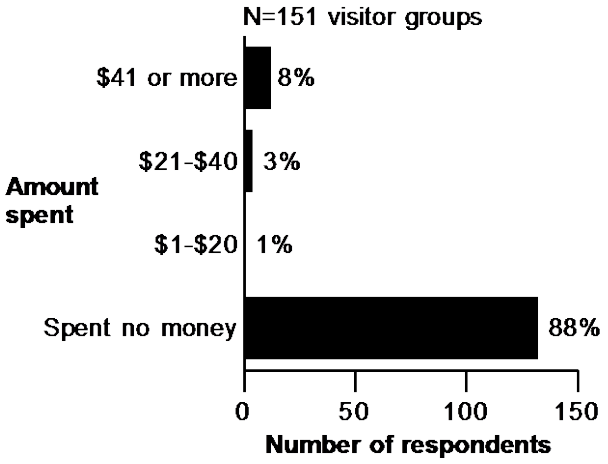


Figure 65. Expenditures for groceries and takeout food inside the park

Boat, kayak, canoe rental and launch fees

- 82% of visitor groups spent no money on boat, kayak, canoe rental and launch fees inside the park (see Figure 66).
- 15% spent $1-$20.

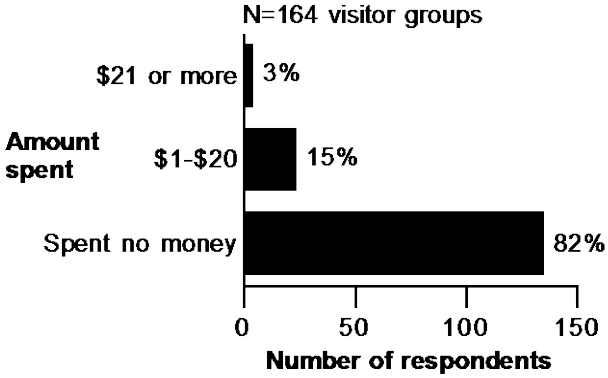


Figure 66. Expenditures for boat, kayak, canoe rental and launch fees inside the park

Admission, recreation, and entertainment fees

- 98% of visitor groups spent no money on admission, recreation, and entertainment fees inside the park (see Figure 67).
- 2% spent up to $12.

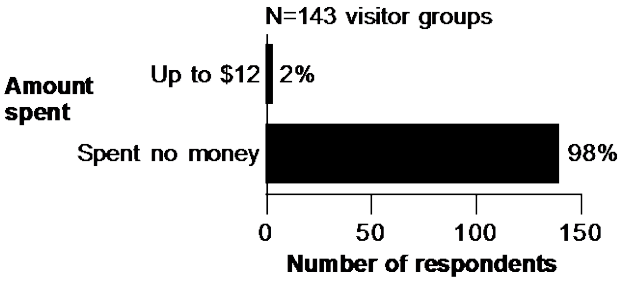


Figure 67. Expenditures for admission, recreation, and entertainment fees inside the park

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

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

- 84% of visitor groups spent no money on other expenditures inside the park (see Figure 68).
- 11% spent $1-$20.

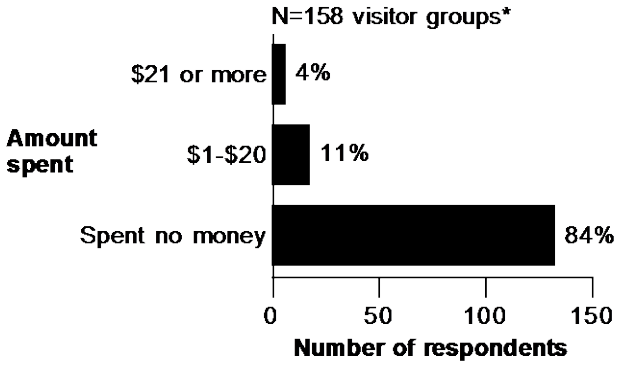


Figure 68. All other expenditures inside the park

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

Expenditures outside the park

Question 16b

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

Results

- 30% of visitor groups spent $1-$100 (see Figure 69).
- 29% spent no money.
- 19% spent $101-$200.
- The average visitor group expenditure outside the park was $186.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $70.
- The average total expenditure per person (per capita) was $61.
- As shown in Figure 70, the largest proportions of total expenditures outside the park were:

  26% Groceries and takeout food
  25% Lodge, hotel, motel, cabin, B&B, etc.
  22% Gas and oil

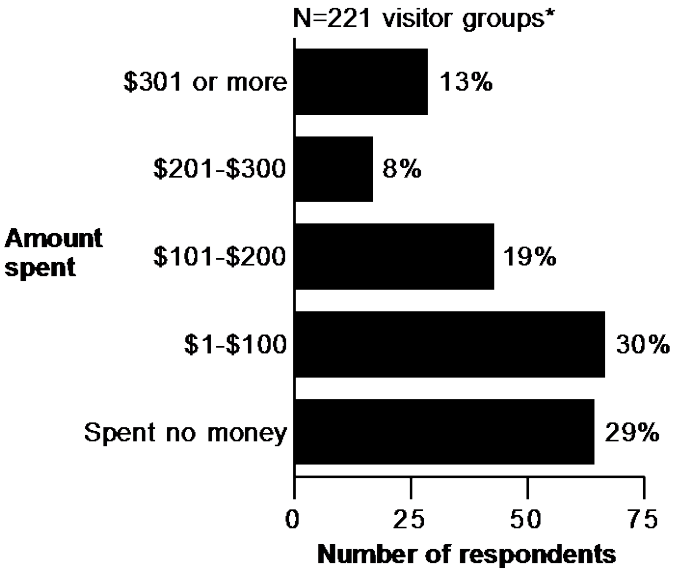


Figure 69. Total expenditures outside the park (within 50 miles of the park)

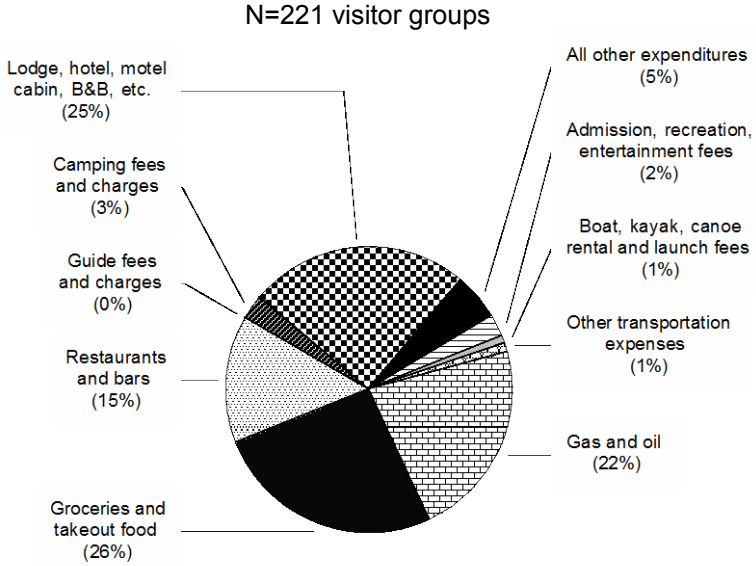


Figure 70. Proportions of total expenditures outside the park (within 50 miles of the park)

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

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

- 85% of visitor groups spent no money on lodging outside the park (see Figure 71).
- 9% spent $201 or more.

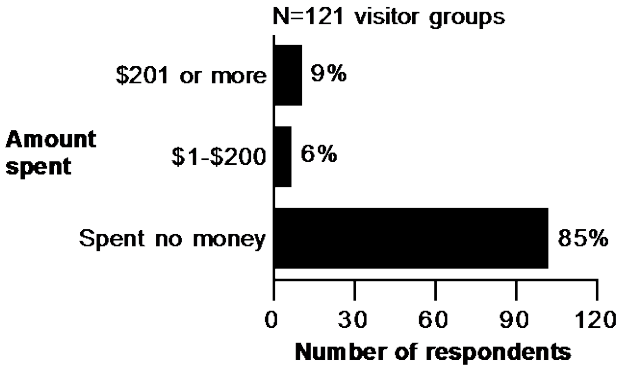


Figure 71. Expenditures for lodging outside the park

Camping fees and charges

- 95% of visitor groups spent no money on camping fees and charges outside the park (see Figure 72).
- 5% spent $80 or more.

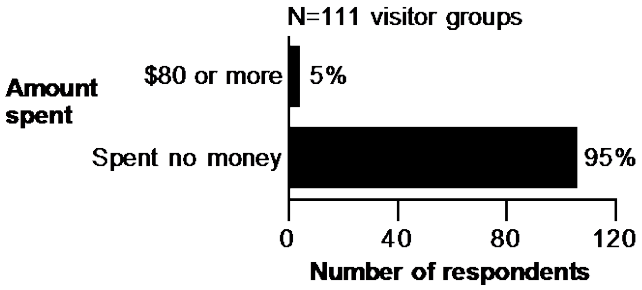


Figure 72. Expenditures for camping fees and charges outside the park

Guide fees and charges

- 100% of visitor groups spent no money on guide fees and charges outside the park.

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

Restaurants and bars

- 50% of visitor groups spent no money on restaurants and bars outside the park (see Figure 73).
- 28% spent $1-$40.

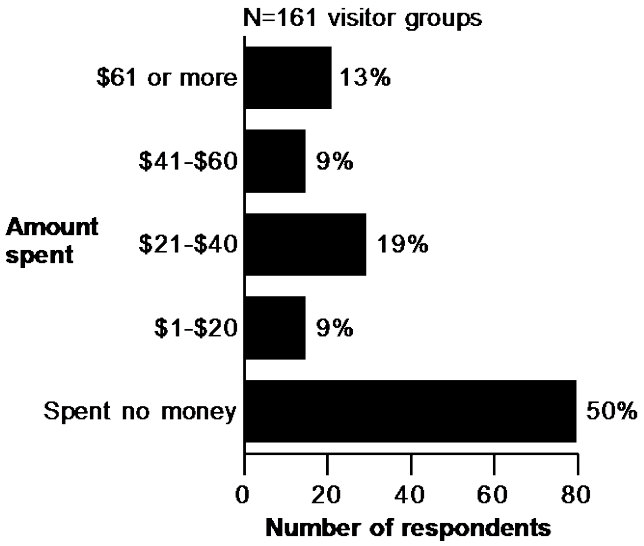


Figure 73. Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 43% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 74).
- 35% spent $41 or more.

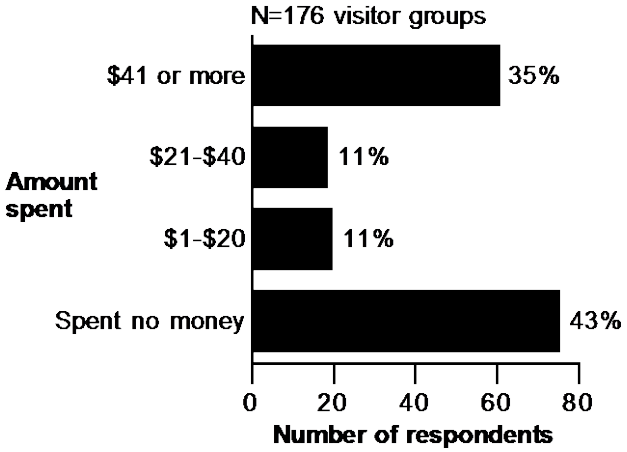


Figure 74. Expenditures for groceries and takeout food outside the park

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

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

- 37% of visitor groups spent no money on gas and oil outside the park (see Figure 75).
- 32% spent $21-$60.
- $26 spent $61 or more.

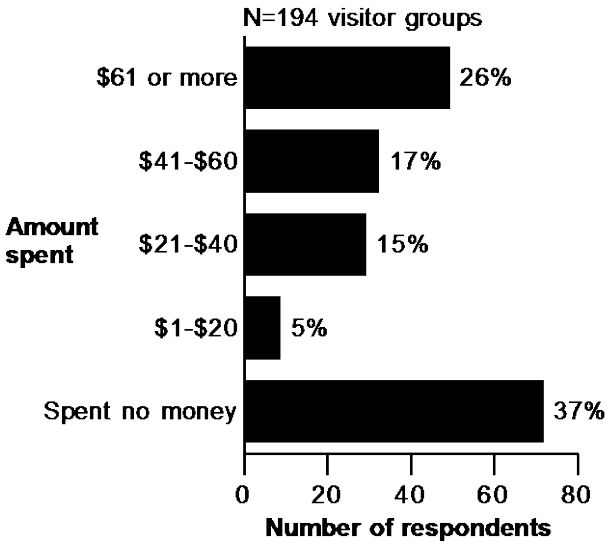


Figure 75. Expenditures for gas and oil outside the park

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

- 96% of visitor groups spent no money on other transportation outside the park (see Figure 76).
- 4% spent $20 or more.

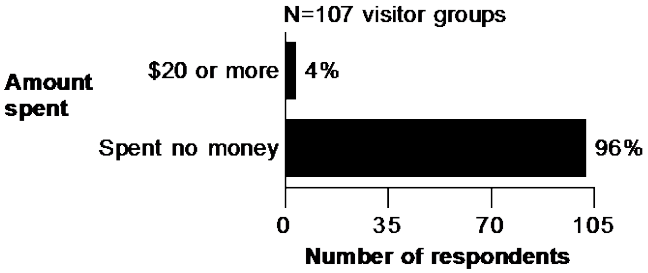


Figure 76. Expenditures for other transportation outside the park

Boat, kayak, canoe rental and launch fees

- 91% of visitor groups spent no money on boat, kayak, canoe rental and launch fees outside the park (see Figure 77).
- 5% spent $1-$20.

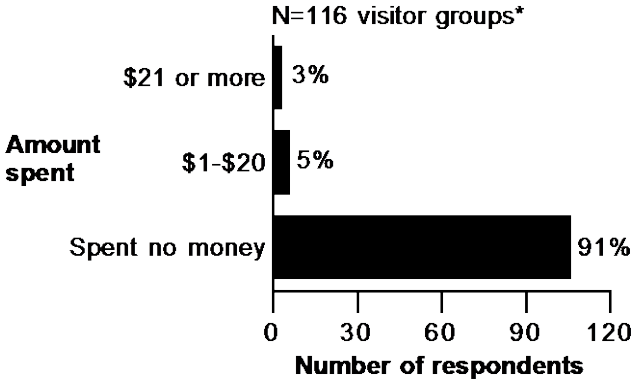


Figure 77. Expenditures for boat, kayak, canoe rental and launch fees outside the park

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

Admission, recreation and entertainment fees

- 88% of visitor groups spent no money on recreation and entertainment fees outside the park (see Figure 78).
- 7% spent $1-$20.

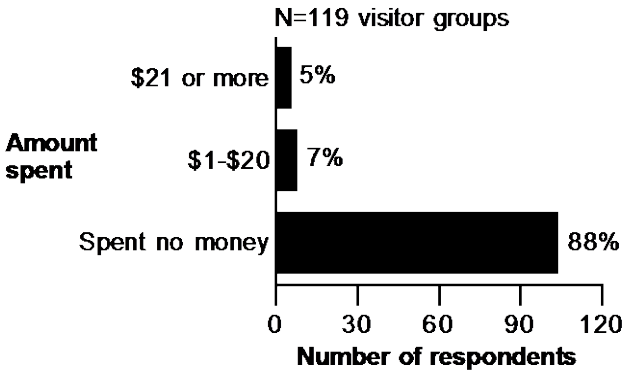


Figure 78. Expenditures for admission, recreation and entertainment fees outside the park

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

- 78% of visitor groups spent no money on all other expenditures outside the park (see Figure 79).
- 12% spent $41 or more.
- 9% spent $1-$40.

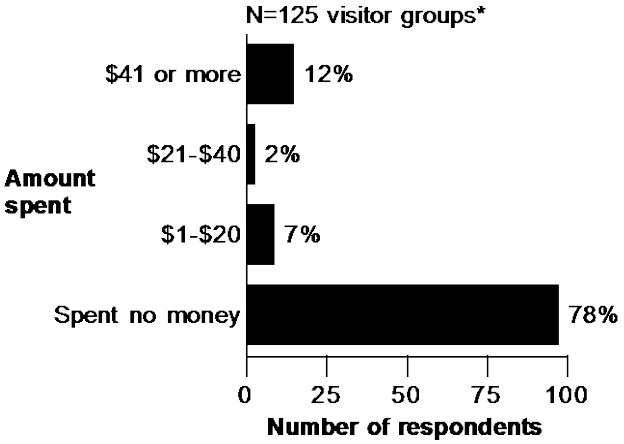


Figure 79. All other expenditures outside the park

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

Income forgone to make this trip

Question 22c

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

Results

- 30% of respondents had forgone income to make this trip (see Figure 80).
- 36% of respondents forwent $101-$200 (see Figure 81).
- 26% forwent $1-$100.
- 26% forwent $301 or more.

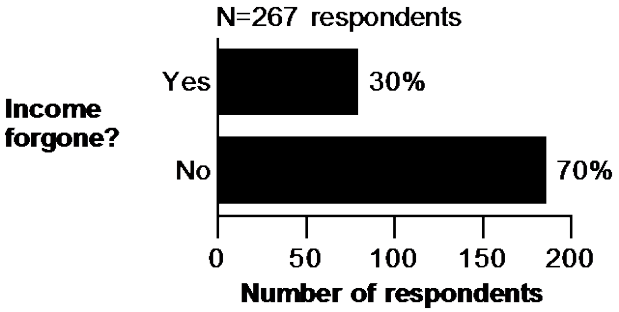


Figure 80. Income forgone to make this trip

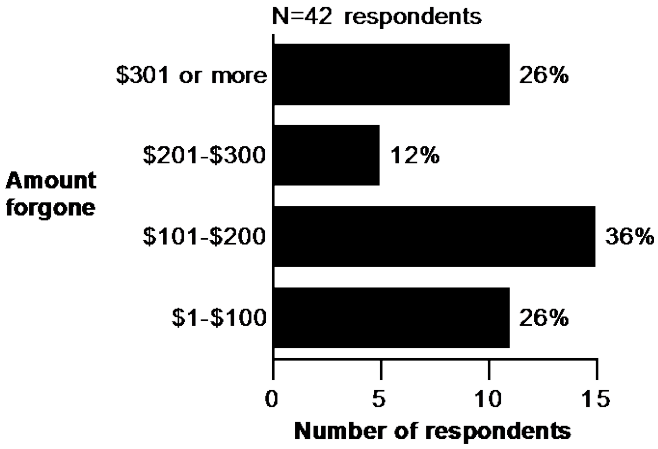


Figure 81. Amount of income forgone

*total percentages do not equal 100 due to rounding

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

Preferences for Future Visits

Commercial services available for future visit

Question 17

If you were to visit Chickasaw NRA in the future, which commercial services would your personal group like to have available?

Results

- 72% of visitor groups were interested in using commercial services on a future visit (see Figure 82).
- As shown in Figure 83, of those visitor groups that were interested in using commercial services, the most common services were:

  46% Sit-down restaurant
  46% Bait/tackle shop
  39% Marina services

- "Other" services (4%) were:

  Child play area
  Dry ice
  Ice
  Laundromat
  Showers

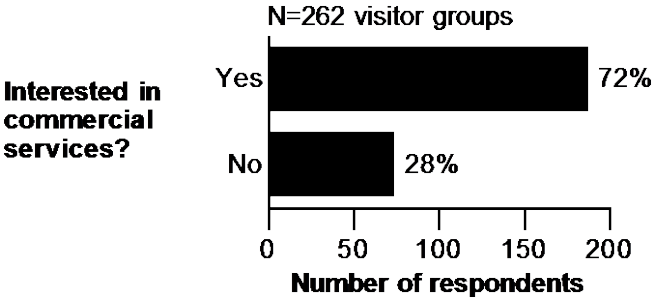


Figure 82. Visitor groups interested in using commercial services

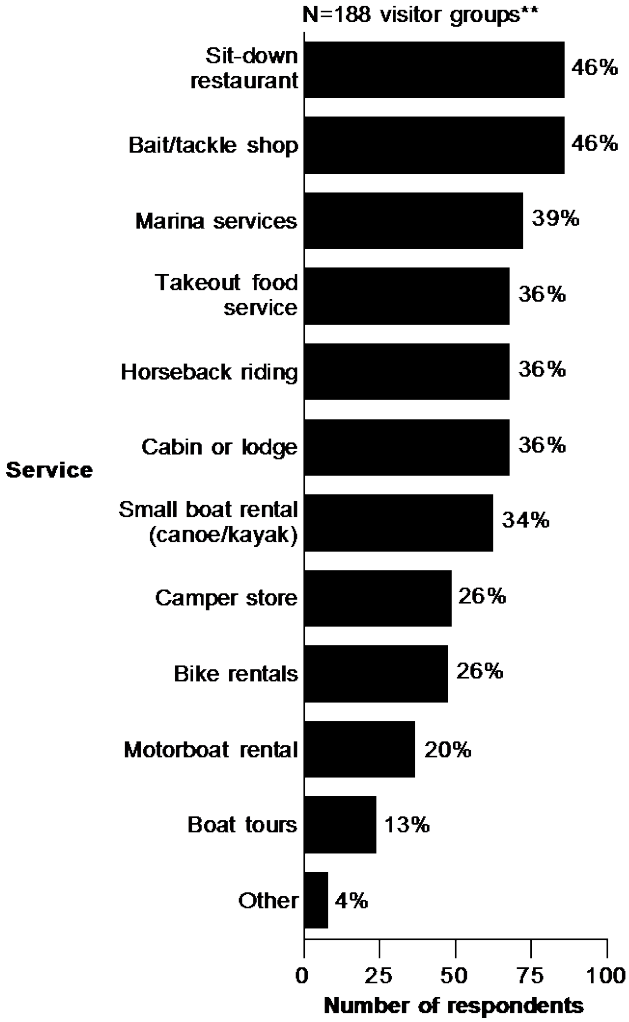


Figure 83. Services to use on a future visit

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

Preferred subjects to learn on future visit

Question 18

If you were to visit in the future, which subjects would your personal group prefer to learn about at Chickasaw NRA?

Results

- 82% of visitor groups were interested in learning about the park (see Figure 84).
- As shown in Figure 85, of those visitor groups that were interested in learning about the park, the most common subjects were:

  65% Natural history/ecology
  62% Native American heritage
  47% Recreational opportunities

- "Other" subjects (4%) were:

  Birdwatching
  Boat classes
  History of the park
  Local history

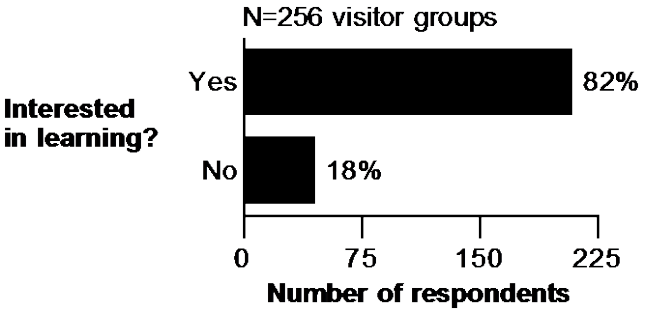


Figure 84. Visitor groups that were interested in learning about the park

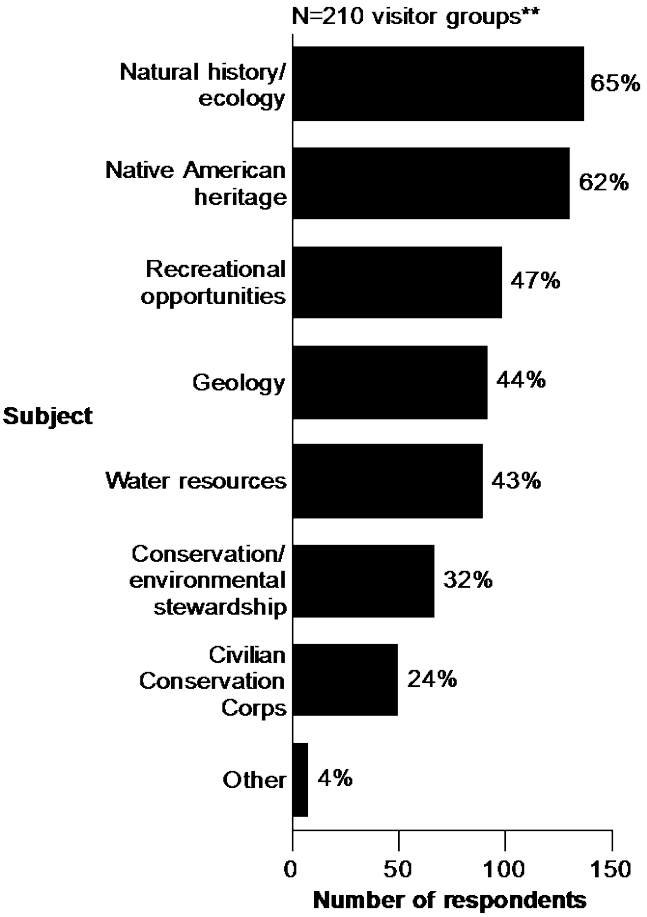


Figure 85. Subject to learn on future visit

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

Overall Quality

Question 14

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Chickasaw NRA during this visit?

Results

- 92% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as "very good" or "good" (see Figure 86).
- No visitor groups rated the overall quality as "very poor;" 1% rated the quality as "poor."

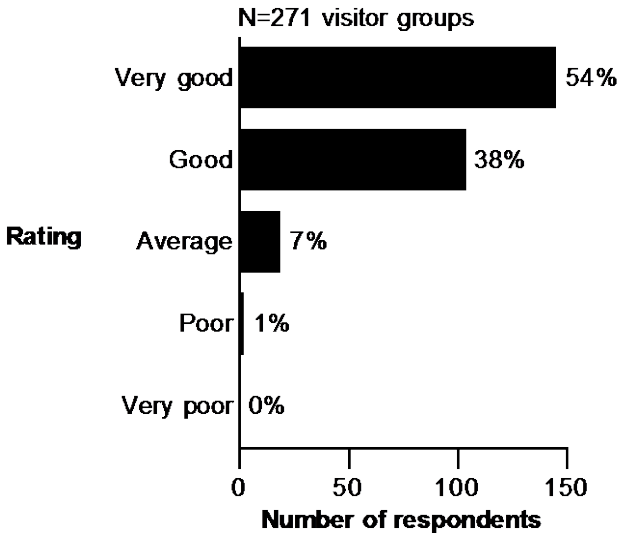


Figure 86. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comment Summaries

What visitors liked most

Question 23a
What did your personal group like most about your visit to Chickasaw NRA? (Open-ended)

Results
- 85% of visitor groups (N=236) responded to this question.
- Table 22 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 22. What visitors liked most
(N=370 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (1%)	
Campground staff	2
INTERPRETIVE SERVICES (1%)	
Comments	3
FACILITIES/MAINTENANCE (16%)	
Cleanliness	26
Trails	10
Campgrounds	8
Fishing	3
Nature Center	3
Other comments	9
POLICY/MANAGEMENT (2%)	
Felt safe	3
Other comments	4
RESOURCE MANAGEMENT (4%)	
Clean water	10
Clean air	2
Other comments	2
GENERAL (77%)	
Swimming	45
Lake	29
Beauty	21
Camping	19
Nature	18
Boating	16
Fishing	13
Peace	13
Water	12
Hiking	9
Scenery	9
Quiet	8

Table 22. What visitors liked most (continued)

Comment	Number of times mentioned
GENERAL (continued)	
Spending time with family	8
Lake of the Arbuckles	6
Springs	6
Wildlife	5
Little Niagara	4
Picnicking	4
Restful experience	4
Being outdoors	3
Cold water	3
Everything	3
Solitude	3
Veterans Lake	2
Walking	2
Other comments	20

What visitors liked least

Question 23b

What did your personal group like least about your visit to Chickasaw NRA? (Open-ended)

Results

- 57% of visitor groups (N=159) responded to this question.
- Table 23 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 23. What visitors liked least
(N=178 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (3%)	
Rude ranger	2
Other comments	4
INTERPRETIVE SERVICES (2%)	
Comments	3
FACILITIES/MAINTENANCE (31%)	
Restrooms	10
Dirty restrooms	8
Lack of showers	8
Overgrown grass/weeds	6
Lack of restrooms	4
Close proximity between campsites	2
Lack of handicap access	2
Under-stocked restrooms	2
Other comments	14
POLICY/MANAGEMENT (4%)	
Launch fee	3
Difficulty obtaining boat permit	2
Other comments	2
RESOURCE MANAGEMENT (3%)	
Insects	4
Poison ivy	2
GENERAL (56%)	
Nothing	19
Crowded	11
Heat	8
Noise	8
Lack of services	6
Litter	6
Not catching fish	4
Personal watercrafts	4
Dogs	3
No drinking water available	3
Rocky beach	3

Table 23. What visitors liked least (continued)

Comment	Number of times mentioned
GENERAL (continued)	
Lack of cell phone service	2
Visit too short	2
Other comments	21

Planning for the future

Question 24

If you were a manager planning for the future of Chickasaw NRA what would your personal group propose? (Open-ended)

Results

- 55% of visitor groups (N=153) responded to this question.
- Table 24 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 24. Planning for the future
(N=178 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (6%)	
Improve interactions between public and rangers	3
Increase presence of park rangers	2
Other comments	5
INTERPRETIVE SERVICES (8%)	
Add more activities	4
Improve/expand Nature Center	4
Other comments	6
FACILITIES/MAINTENANCE (42%)	
Build a marina	15
Add showers	10
More campsite/RV hookups	9
Improved restrooms	4
Play area for children	4
Cleaner restrooms	3
More camping areas	3
More restrooms	3
More swimming areas	3
More trails	3
More sand on beaches	2
Other comments	16
POLICY/MANAGEMENT (14%)	
Limit number of boats/personal watercraft	4
Easier access to permits	3
Maintain access	2
Other comments	16
RESOURCE MANAGEMENT (4%)	
More fish	2
Other comments	6

Table 24. Planning for the future (continued)

Comment	Number of times mentioned
GENERAL (25%)	
More food and fuel services	13
Keep it as it is	10
Improve cleanliness	5
Bike rentals	2
More firewood available at campsites	2
Other comments	13

Additional comments

Question 25

Is there anything else your personal group would like to tell us about your visit to Chickasaw NRA? (Open-ended)

Results

- 49% of visitor groups (N=136) responded to this question.
- Table 25 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 25. Additional comments
(N=175 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (11%)	
More rangers on duty	6
Bad experience with ranger	5
Friendly staff	4
Helpful staff	4
INTERPRETIVE SERVICES (7%)	
Comment	1
FACILITIES/MAINTENANCE (15%)	
Park was clean	6
Restrooms were not clean	5
Need more and improved showers	4
Need more RV amenities	2
Other comments	9
POLICY/MANAGEMENT (9%)	
Better management needed	3
Too many boats	2
Other comments	11
RESOURCE MANAGEMENT (2%)	
Protect land for future generations	2
Other comments	2
GENERAL (62%)	
Enjoyed visit	56
Love park	26
Will return	7
Have been coming to park for a long time	6
Keep up the good work	4
Thank you	3
Other comments	7

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 23a

What did your personal group like most about your visit to Chickasaw NRA? (Open-ended)

- All the beautiful trees - and the cleanliness of the park
- Always enjoy the lake
- Always love to picnic, camp, and swim
- Antelope trail
- Arbuckle Lake
- Arbuckle Lake
- Arbuckle Lake, jet skiing
- Atmosphere
- Availability of resources close to home
- Beautiful nature
- Beautiful scenery
- Beauty
- Beauty, cleanliness, solitude
- Being able to camp and fish at our favorite lake
- Being outside
- Bison viewing and hiking
- Boat
- Boat and jet skiing on the lake
- Boat ramps, springs, lake, nature
- Boat riding on lake
- Boating
- Boating
- Boating
- Boating
- Boating
- Boating
- Boating and swimming
- Boating was our goal of the day; love it!
- Boating, fishing
- Boating, skiing, camping
- Campground
- Camping
- Camping
- Camping
- Camping
- Camping
- Camping and natural springs
- Camping and swimming
- Camping and swimming

- Camping and swimming
- Camping and swimming in the creek, family time
- Camping areas
- Camping facilities and clean restrooms and showers. Natural beauty of the area
- Camping together
- Camping, swimming at little Niagara
- Camping/hiking
- Campsite
- Children - swimming hole areas
- Clean
- Clean
- Clean and peaceful
- Clean beaches
- Clean comfort station
- Clean lake water, camping near water, kayaking, clean showers and restrooms
- Clean park
- Clean restrooms, sites are well-kept, very good camp host, noise level
- Clean water, beautiful scenery
- Clean water, clean air
- Clean, clear water and clean camp areas
- Clean, quiet, beautiful
- Cold springs
- Cold water, Chickasaw cultural center, hiking
- Convenience
- Driving in Little Niagara Falls
- Easy access to trails, clean, beautiful area
- Economical way to spend the day in water
- Enjoy fishing on lake on a daily basis and have for more than 20 years
- Enjoy the nature
- Everything
- Everything; love the cool water
- Family day out - peaceful
- Family time, the water
- Felt safe. No rowdy people, mostly families.
- Fishing
- Fishing
- Fishing areas
- Fishing docks
- Fishing/quiet till about 11:00 AM
- Fresh spring water
- Gorgeous lake, relaxing in boat and swimming
- Great camp spots and kids being able to ride bikes to play safely
- Guided tour (nature)
- Helpful campground staff

- Hiking
- Hiking and swimming
- Hiking trails
- Hiking trails and wildlife
- Hiking, buffalo
- How clean everything was!
- It is a beautiful place
- It's always the water, the trees, all of nature in its simplest glory
- It's clean
- Junior ranger program
- Just being out
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake
- Lake and swimming
- Lake Arbuckle, Platt
- Lake experience was good. Good Weather. Clean facility.
- Lake Arbuckle
- Lake was beautiful and clean
- Lake, tubing
- Lakes
- Little Niagara
- Love Little Niagara
- Love the life - blood of the park, springs and water
- Most beautiful and cleanest lake water in the state
- Natural beauty
- Natural beauty accessible
- Natural cold streams and scenery - trails - nature center
- Natural environment; variety of things to do
- Nature
- Nature
- Nature
- Nature (tarantulas everywhere)
- Nature cent trails
- Nature center; Little Niagara Veterans Lake
- Nature, buffalo trails
- Nature, swimming, family time
- Neat, clean grounds and water

- Nice and quiet
- Nice area
- Nice Lake
- Outdoors
- Park scenery and solitude
- Peace and quiet
- Peace and quiet, very beautiful
- Peaceful environment and natural beauty
- Peaceful, very pretty
- Picnic area, swimming
- Platt District
- Playing in the water, fishing
- Quality of tent campsites (Rock Creek)
- Quiet, history, water
- Quiet, peaceful. Fresh air.
- R&R
- Ranger education, swimming
- Rest
- Rest
- Restrooms and water access
- Safety, cleanness of park and lake area
- Scenery
- Scenery - water
- Scenery around water
- Scenery, quality bass fishing
- Scenery; swimming; serenity
- Scenic view and fishing
- Secluded campsites while easy access to roads and amenities
- Seeing the area and family
- Serenity, beauty
- Sheltered fishing area with child
- Solitude and economical
- Swimming
- Swimming
- Swimming
- Swimming
- Swimming
- Swimming
- Swimming
- Swimming
- Swimming and boating
- Swimming and Buckhorn
- Swimming and scenting
- Swimming area

- Swimming areas, clean restrooms, and showers
- Swimming for the kids, peaceful environment, non-commercial, picnic areas
- Swimming location
- Swimming with our grandchildren
- Swimming, Bison overlook, just walking around the park
- Swimming, boating, picnicking
- Swimming, camping
- Swimming, fishing
- Swimming, fishing, camping
- Swimming, fishing, cooking out
- Swimming, scenery, clean parks (zero trash)
- Swimming/hiking
- Swimming/water quality, hiking trail and picnic area at Little Niagara, exploring
- The clean and calm environment
- The cleanliness of the lake
- The clear water and natural surroundings
- The clear, clean water
- The cold springs, the natural setting
- The entire area was great
- The fishing
- The grounds and exhibits
- The hiking trails and seeing the wildlife
- The lack of stores and over development
- The lake
- The lake
- The lake
- The lake
- The lake looks beautiful - would like to return, go water-skiing and if weather permits next time, rent a kayak
- The Lake of the Arbuckles
- The natural state of the area and how clean it was in the public areas
- The natural, peaceful setting and the streams
- The nature
- The nature - a safe place to bring the kids - the water!
- The open lake at buckhorn
- The outdoors and scenery
- The peaceful feeling
- The refreshing quiet time sitting by the waterfalls at the Lincoln Bridge
- The spacious, beautiful hiking trails
- The spring
- The swimming
- The turtles.
- The water
- The water
- The water

- The water and picnic areas - able to walk through and see animals
- The water, the natural beauty, climbing the mountain
- There was little or no litter. Very nice.
- Trails and swimming, great family time
- Trails, wildlife
- Trails, wildlife, vegetation
- Upkeep/maintenance of the boat ramps and docks is great. Also the park in general is very clean.
- Very pretty, clear water
- Veterans Lake
- Veterans Lake - shelters - trail around lake. Excellent camp host.
- Visiting and camping
- Visiting our relative who is a seasonal park ranger
- Visiting the lake and Little Niagara
- Visiting with friends and family, hiking and swimming
- Walking
- Walking areas
- Water
- Water
- Water sports
- Water, swimming, short hikes, fishing, and cleanliness of the park
- We live right down the road and love the lake
- We love the campground near water and the natural beauty
- Women in bathing suits

Question 23b

What did your personal group like least about your visit to Chickasaw NRA? (Open-ended)

- A little bit of trash in the water
- All the noise on the weekend
- Always nice
- Ants on the hill and sidewalk
- Auto, flies
- Backing the boat
- Bad roads
- Bathroom accessibility
- Bathroom toilet wasn't a flushable toilet. More of a port-a-potty toilet.
- Bathrooms
- Bathrooms
- Bathrooms
- Bathrooms at Guy Sandy Boat Ramp
- Better handicapped fishing area
- Big-headed park rangers, cocky attitudes. I know they have a job to do but they should be more friendly.
- Boat dock was damaged
- Boat launch fee
- Bromide Pavilion; because no water was available in it
- Bugs - soft sand spurs
- Busy, no areas to anchor boat away from others
- Camping
- Cigarette butts
- Clean - not crowded
- Cleanliness of restrooms
- Close proximity between campsites
- Closeness of other campsites other campers too loud late at night
- Copperhead snakes
- Crowd swim areas
- Crowded - not enough tables around some swimming areas
- Crowded at Niagara Falls area
- Day area gets crowded
- Dead battery on boat
- Difficult system for buying annual stickers
- Dirty bathrooms
- Distance/travel from home, restroom facilities, limited time at site
- Driving back to town each day for ice and other small things etc. laundry
- Drunk, loud, neighbors
- Everything was nice
- Feral cats
- Going home
- Had to camp at our second choice site due to restrooms were broken at first choice site

- Had to drive to Sulphur for more food
- Hard to find and restrooms were gross
- Heat
- Heat
- Heat
- Heat - came in June
- Heat, not more handicap accesses
- Hot weather
- I love our park - thank you for making it such a beautiful place
- Inconsiderate 4 a.m. camp setup with rap music loud
- It's all good
- It's time to update and remodel the nature center
- Jet skis, personal watercraft
- Lack of parking near the creek
- Lack of response from chamber of commerce
- Launch fee
- Leaving
- Length of stay (too brief)
- Like everything
- Long walk to the restrooms
- Looking for firewood
- More patrols to reduce rowdy ones and avoid child abductions
- More seating areas on trail
- Must travel outside park for gas, etc.
- Nature center needs more exhibits, merchandise
- Need to have outside showers available
- Needs less no waste area by shore
- No complaints
- No convenience store close
- No covered area when it rained. No buoys to tie up to on lake.
- No electric hookups
- No marina on the lake i.e. restaurant, gas
- No ranger at Buckhorn Stations
- No services
- No showers
- No showers
- No showers at the north part of the area
- No showers in campground bathrooms
- No shows and bathroom toilet were a little low for adults and had to haul firewood
- No soap in women's restroom
- No water fountains
- No, we all had a great time
- Noise at night and need more shade trees
- Noise from night time critters

- Noisy camping neighbors
- Noisy vehicles
- Non-working water at pavilion
- None
- None
- None
- Not anything
- Not catching any fish
- Not catching fish
- Not enough picnic tables
- Not too good, need to have more live animals to learn about
- Nothing
- Nothing
- Nothing
- Nothing in particular
- Nothing really
- Only issue was cell phone connection for business reasons
- Our jug lines being confiscated so drunkards could take over and swim in the cove at the Loop A Buckhorn Campground. The rudeness of the ranger questioning us dumping ice water on the ground.
- Overcrowded picnic area (Little Niagara)
- Overgrown grasses - weeds underbrush need cleared
- People bring dogs (I know they're part of the family) if not tended well they bark all night
- People not cleaning up after their dogs not on leash
- Personal watercraft and inconsiderate boaters
- Picnic tables in bad shape and grass not mowed
- Port-a-Potties
- Restrooms - need more
- Restrooms were broke in the area where we camped
- Restrooms/showers lacking
- Rocks are slick/hazardous in creeks
- Rocks on beach floor
- Rocky beach areas
- Scorpions
- Seemed to be no fish last couple of years we have visited
- Shared picnic site due to volume of people
- Sharp rocks
- Sick of the jet ski/sea doo, watercrafts trailing behinds our boat
- Sleeping in the tent during thunderstorm - without severe weather info, no signal for phone to obtain weather info
- Some areas had a lot of people
- Some of the trails were overgrown with poison ivy. There were not many RV spots within the park.
- Some of the trash especially in little Niagara area, a lot of poison ivy in little Niagara
- Speeding cars (loud and fast)
- Strong odor in restrooms

- Sunburn
- Tall grass around picnic area
- The bathroom was horrible
- The boat permit machine was broken
- The dirty bathrooms
- The fee to get on the lake
- The fishing
- The grass was very high at the picnic areas
- The harassment by Park Rangers, we are supposed to be supportive of tourists in this area and not run them off!
- The heat
- The heat on Father's Day
- The lack of helpful personnel
- The lack of soap in the public bathrooms/restrooms
- The restrooms are nasty
- The storm that ran us off the lake
- The sulphur smell
- The trash that other people throw along the water - diapers and beer cans
- The use of others' Seadoos. They are very disturbing.
- They liked everything
- Too many other visitors
- Too many ski boats and wake board boats
- Too much traffic, comfort stations, too dirty, no showers, litter
- Trash in some stream areas
- Trash not picked up
- Trouble getting permits
- Trying to find camping available
- Uncut grass
- Very limited or non existent access to the lake from the camping areas
- Visitor dogs
- Watching out for poison ivy, chiggers, and ticks
- We liked it all
- We loved it all!
- When hiking the toilets were far apart
- Wish there were more activities

Question 24

If you were a manager planning for the future of Chickasaw NRA, what would your personal group propose? (Open-ended)

- A few more restrooms - the park is fine
- A maximum number of boats
- A playground for small children, the Monkey Tree is getting old
- Access trails down to the lake without getting covered by ticks
- Add showers in the campgrounds
- Add showers, extend visitor center hours, keep all campgrounds open later in the season.
- Adding electricity in the Platt District - for camping
- Additional park personnel - more visibility of park rangers
- An area with a place to workout - simple thing. Pull up bar/step up platform/push up bar and a playground area for kids
- Bathrooms have showers and taller toilets, and more firewood (large pieces) at campsites.
- Better beaches. Buoys to tie up to on water stores or gas.
- Better housekeeping of the park. Encourage visitors to keep the park clean. Day use fees.
- Better ranger attitude toward the public
- Bike rentals
- Bike rentals and kayak rentals some Chickasaw museum/info
- Boat marina
- Boat rental
- Bring back camp hosts, charge to drive into park areas. Quit clearing.
- Bringing the Bromide Pavilion back like it was 1966, the first time we saw it
- Build a convenience store close by
- Building several small and medium size cabins and a park convenience store
- Camping and boating
- Camping area, better management, more full hookups
- Central point to stay at the park
- Clean and protect, get rid of poison ivy
- Clean waterways in flower park better
- Cleaner bathrooms
- Cleaner environment
- Clearing of trails, more cleanup
- Continue to maintain access to such a sanctuary
- Continue current programs
- Customer service training for all of the employees, including those at privately owned business. The store at the boat ramp. Also, all government employees at the visitor center in Sulphur.
- Decrease loud radios on boats and picnic areas
- Definitely need a marina for gas and emergency items, maybe food
- Deny access by jet ski watercraft
- Don't change anything. Just maintain and do upkeep on what is there.
- Don't change much! We love this place.
- Easier to get permits
- Firewood available at campsite (pre-cut)

- Fix bathrooms at Buckhorn Loop B
- Food
- Food and marina
- Full hookups
- Gas and vending on the water
- Gift shop, electric at tent sites
- Handicap fishing pavilion with pathway
- Hiking and camping
- Hire more maintenance personal to keep up with the work load
- Hire Native Americans - the ones that look like Native Americans
- Hire park cops from this area!
- I like the way it is
- I would have more showers available, and a central shore with ice, laundromat, and gas available to campers
- I would have the restroom checked more often, I would have more stuff in the center
- Ice machine at main entrance tend to restrooms more often
- Ice machines
- Install more full hook up sites for RV's
- Just more activities
- Keep it like it is
- Keep it like it is - primitive. Keep the riffraff out!
- Keep it the way it is, natural, clean and special
- Keep the level of recreation the same easy access to swimming, etc. No commercial anything
- Keep up the good work
- Keeping it the way nature intends for it
- Leave it the way it is
- Less access to the campgrounds after dark
- Limit on people at the bigger swimming areas, its dangerous
- Limit the number of large watercraft on the lake
- Look at the maps from the point of view of someone from out of town
- Make sure the water source is protected
- Marina
- Marina
- Marina
- Marina
- Marina
- Marina
- Marina, restaurants, fuel sites
- Marina with ice, food, snacks, cafe, sno-cones, putt-putt golf, playground for kids
- Marina with restaurant, also ban personal watercraft
- More access to lake
- More advertisement on net, TV, and pamphlet
- More bathrooms and showers for campers
- More buildings, museum stuff.
- More camping and better restrooms

- More camping spaces
- More campsites (electric)
- More disabled parking areas closer to historical waters
- More educational programs to interest both adults and children
- More electric and water spots for RV's. Parking areas.
- More electrical RV sites, put electric sites in the park
- More fish
- More hiking trails in the less developed areas
- More history
- More lighting in the parking areas
- More open space for swimming for kids
- More parking at Guy Sandy
- More picnic tables
- More places to eat
- More places to eat, marina, Marina Creek Food Area
- More public fishing access
- More restricted areas for speed boats and PWC's
- More restroom
- More RV spots with full hookups, nature centers are vital (more animals), cut poison ivy back from trails
- More signs showing where things are never found. Never found Little Niagara.
- More swimming areas
- More swimming areas on campground Buckhorn Loop C
- More walking trails possibly?
- Near picnic area around Guy Sandy Ramp, walking and biking trails around Guy Sandy Ramp Area
- No marina on lake
- Nothing
- Nothing, great place
- Nothing, it was a great visit
- One member in our group said that when she came here 25 years ago the point was all sandy beach. More sand!
- Outlaw the Seadoos
- Park rangers come around more frequently
- Plan ahead
- Playground
- Pool and playground
- Post signs on trails about leash rules and cleaning up after your dog
- Preservation
- Program has visited for three consecutive years and experience is becoming redundant
- Provide easier access to get annual boat stickers at boat docks
- Put a marina on the lake and remove personal motor crafts
- Put in a marina
- Put more stores close to the lakes like this. Have sidewalks, convert steps to reserve the lake.
- Putting sand on beaches, better signage to swim areas
- Putting showers in Rock Creek and Cold Creek Corp grounds and more swimming holes

- Rangers interact on a friendly manner instead of when they think you've done something wrong. Provide annual boat permit stickers at the campsite.
- Recreation activities
- Relax
- Remove feral cats
- Rental chairs
- See before. It would also be nice to see federal funds made available to potential gateway businesses.
- Selling t-shirt in the gift store! We miss the owls in the nature center
- Shaded areas to sit by the water
- Shady campsites
- Showers
- Showers - Buckhorn down to one and not clean - cleaner/newer restroom facilities
- Showers and cleaner bathrooms
- Sit down restaurants, gas on the lake, 4th of July fireworks on the lake!
- Stations to get cold drinks
- Stay at the south area for showers
- Stock lake again and better restroom
- To call off the park ranger and make them stop forcing honest hard working people to feel like criminals.
- To have more time
- Tornado sirens located at every camping area site. Example Buckhorn A/B; C+D
- Trash pick up by employees and volunteer groups maybe make an honorary ranger program to reward volunteers
- Upkeep on all facilities
- Visit to cultural center
- We enjoy our visits as they are
- We missed amphitheater presentation - coming in on Saturday and not knowing about it. Have a mid week too!
- Wi-fi service
- Wouldn't change anything
- Yes
- Zip lines off of Bromide Hill

Question 25

Is there anything else your personal group would like to tell us about your visit to Chickasaw NRA? (Open-ended)

- About 5 years I have asked rangers to put handicap driveway at Buckhorn Pavilion so a wheelchair can get on the path but nothing has been done yet
- All personnel were friendly and helpful. Restrooms were clean as well as the whole park.
- Arbuckle Lake is a beautiful lake and area with a lot of potential
- As a citizen of the Chickasaw Nation, it is important to me that the land stay protected so it may be enjoyed for generations to come.
- Bathroom at ramps stink
- Beauty of park
- Been coming here my whole life. My grandchildren are 4th generation campers here.
- Been seeing too many feral cats. I know they have to live too! But the birds pay for this!
- Better air circulation at the showers and for the safety of campers there should be tornado sirens
- Better fishing (catching)
- Camp host was helpful and friendly. Enjoyed ourselves and even enjoyed having the four-legged bandits around.
- Chickasaw National Park is very clean and safe. We really enjoy the safety and cleanliness.
- Chickasaw National Recreation Area was very clean. The rangers have always been nice however; I did hear they were giving warnings for people staying in the boat when loading? If so that seems a bit goofy.
- Chickasaw NRA surprised us by how untouched and beautiful the hiking trails and natural surroundings were. We will definitely return!
- Enjoyable
- Enjoyed our visit as we always do. One of my favorite places in the state!
- Enjoyed the NRA very much, very glad we have it. Great being free.
- Everything was great
- Favorite place in Oklahoma to be!
- Five generations in my family have been going there and we absolutely love it! Don't change a thing!
- Fun for all ages
- Glad we visited
- Gorgeous park
- Great job! Well taken care of.
- Great park for families, thanks
- Great place to get away
- Great time
- Had a great trip, look forward to a return visit
- Had a great visit
- Had a wonderful visit
- Have some camping areas without pets! Control number of vehicles parked along loop roads. Maybe have "honey wagon" available for fee to suck out holding tanks.
- I enjoy it tremendously. If my friend did not talk to me about it, I would have not known. I will be back.
- I enjoyed the visit a lot
- We were going to Chickasaw NRA. Sometimes on a daily basis. Walking, biking, camping, it's a beautiful place.

- I have visited CNRA all my life, but have seen the harassment of the visitors steadily rise, we should be embracing visitors not pulling them over and writing tickets for everything under the sun!
- I love the area bought a lake place. Love it.
- I love the park!
- I've been visiting this facility since 1979 and do not plan to stop unless I die or the waters dry up!
- It is a great place. I used it several days a week. We are lucky to have such a place.
- It is a really great place!
- It is kept clean and updated boat docks, camp areas
- It was a beautiful lake
- It was a wonderful day - one of our group is battling breast cancer so the trip was very special for her and all of us - Thanks Kim
- It was fun and enjoyable
- It was good we love coming out, but the crowdedness is dangerous when you have small children
- It was great. Unfortunately there was no covered shelter, however we were already wet from watersports.
- It's always a good time - I love that it is alcohol free - better for families
- Junior Ranger Program is a great service! Keep up the good work!
- Just wish restrooms were cleaner. I wouldn't let my kids use them they were so nasty.
- Keep up the good work
- Keep up the good work!
- Lake was very clean. No trash to be seen.
- Later in day had trouble with boats coming too close to kids swimming and skiing
- Love it
- Love the lake, lots of family fun!
- Love the park and area. Private.
- Love this lake better than any other place in Oklahoma. If I am not at work, I am at the park walking or swimming.
- Loved it and will return
- Loved our time there! Thank you for all your hard work!
- Make bathrooms in the hiking areas
- Many in our family were raised in Sulphur, OK and we have our reunions there
- My husband and his family have been coming here for reunions and picnics since the 1950's. My husband and I took our children here from 1971 to present and they are grown now! We love it! Much better than amusement parks. A great national park.
- Need a better system of dispensing annual stickers. Getting from boat rental is better than it was before.
- Need large sign showing all the trails and places to go (the you are here signs). Maybe drinking fountains, more benches near swimming areas.
- Need rangers to inspect trails more often for leash rules for dogs and dogs on trail behind nature center
- Needs to be physically managed better - need more attention to vegetation
- Nice park, well-maintained except bathroom at Niagara Swim Hole
- Nice place to visit
- No, it’s a wonderful place to visit and my family and I go a lot. The ants on the sidewalk leading to the hill down to the sand across the bridge to the water. Those ants are very bad and it needs to be taken care of.

- Noticed additional picnic tables this year, please provide more cooking amenities. Recommend posting a schedule of events/activities available in public spaces. Showers - our kids stink traveling 70 miles home.
- Our family had a wonderful time and will do it again
- Park is always very clean and well kept
- Park rangers need to patrol areas with families more. Too many. People throw their kids dirty diapers all around the lake and bushes. Nasty! Also friendliness is important. Some park people are so hostile and bored looking. Smile!
- Parking space very limited
- Please have a store and bait shop and more showers
- Really enjoyed our stay. Beautiful!
- Restroom/shower cleanliness, noise control at Cold Springs. Would love to have ranger on duty at entrance to Cold Springs - like the old days!
- Shower in camp areas. Great!
- Stayed at Buckhorn loop D as we have for years now. Camp host was great. She does a great job and very friendly.
- Teacher who shared questionnaire was very pleasant
- Thank you
- The CNRA has gone downhill over the last few years in appearance and cleanliness of facilities. Park rangers don't seem to be friendly.
- The lake is very well kept. Restrooms were extremely clean.
- The patrol needs to patrol more maybe on foot so they can catch the scary loud drunks!
- The tenants that were in this location when we arrived had 3 large dogs that had dug depressions to lie in. We had to fill these to keep from tripping. They had also not cleaned up the dogs' waste, so it was stinky. I would like to see a camping area for popups, RV's within view of the lake. The restroom doesn't need to have all of the showers handicapped-accessible. More showers need to be installed so there is not a long wait in the evenings. There needs to be some system for check-in when you've made reservations online. Someone was in our spot, the camp host was not available, we could not locate any park personnel. Drove into Sulphur and went to visitor center. That lady wasn't helpful either. Very frustrating experience for a first-time visitor.
- There needs to be better enforcement of the rules especially open exhaust on boats
- This has been a relaxing, enjoyable place to visit for many years. I hope it stays the same.
- This is a great lake and national park and an asset to our community, keep up the good work!
- This is our favorite place in OK! We love the trails, the water, the nature center.
- This is our favorite place to go hiking; keep up the good work
- This is the best place for camping in the state. NPS does a great job maintaining it.
- Trip was pleasant.
- Very beautiful
- Very clean! Boat rental would have been a help.
- Very enjoyable stay, nice facilities
- Very nice
- Veterans Lake needs more shoreline for fishing near the picnic area. Too many trees removed.
- Visiting family and this way a way to enjoy each other and learn something and enjoy the grounds of the Chickasaw nation. Great experience, thanks for keeping all aspects of the grounds and buildings. Felt very welcome.
- Was a lovely camping area and our family's favorite vacation site
- Water is very cold!

- We are always treated well. We walk, eat, visit, and take our friends to park to show off its beauty. All very good. A very good place to bring your family and friends. We like to show what we have in Sulphur. We visit often to encourage others to visit the park.
- We enjoy coming there. We come every year, we are there with friends and family to enjoy the scenery and nature and to swim in the cold water
- We enjoy spending time there... beautiful!
- We enjoy the lake and have for the past 20 years
- We enjoyed everything and will visit again
- We enjoyed the park
- We enjoyed the visit. Pretty scenery.
- We felt the interpreter was informative, patient, and interesting - a fantastic resource for the boys
- We go every year and we love it
- We had a breakdown on our motorhome after trying to hook up our equipment for the trip home. The ranger was nice but it was insulting when he informed us that we couldn't camp in the parking lot of the boat ramp after we told him we were broke down and needed time to get the replacement part installed and get the van and boat hooked back up behind the motorhome. We had just spent 12 days in the park for the 45th year of visiting the park and we know there are designated campgrounds.
- We had a good visit
- We had a great time and plan to keep coming back. It's better than the lake here at home.
- We had a really great day. Will be back in September for a reunion. Wish there was a playground with slides, swings, etc. for the small children.
- We had a wonderful time, it was the first time in 35 years that I've seen it. I was very impressed by all the work on park, campsites, roads, and hiking trails!
- We had fun
- We had the best weekend ever!
- We have always taken vacations at Platt since 1960. So we have seen many changes but we are seeing the pristine nature being destroyed.
- We have an RV and would like to camp in Platt National Park but there are no facilities. In my youth I camped in tent in CRNA.
- We have been coming for years to this lake and the only issue we had is with jet ski/Skidoo riders - they are dangerous!
- We hope the park stays in the national park system. We camp at least once a year and enjoy the area very much.
- We live about 30 miles away but we come to Chickasaw NRA for the beauty of the park. My husband actually drinks the water!
- We love coming here every year as our family vacation! The people are helpful (camp host) and kind. They are spread thin. This past time our site needed us to clean up before we even set up our tent. Usually it's clean but this last time it wasn't.
- We love coming here. We bring out dogs. They love it here as well.
- We love it, down there you guys!
- We love Platt Park. We have been going there for 40 years.
- We love Sulphur
- We love the Chickasaw National Recreation Area (All of it!) And your park does a great job. For over 8 years every ranger, worker, etc. are great! Recommend to everyone.
- We love the park - our wedding photos were taken throughout the park so it will always be a very special place to us. Please keep it a beautiful gem for generations to come!
- We love the park and lake. I have been coming for forty years and bringing my family for 17 years.

- We love this park and come as often as we can
- We loved it and are planning many more trips, including using Junior Ranger Program for grandkids
- We loved it. Other than the restroom.
- We were overall very happy with the area
- We will be back many times! Love the area.
- Yes; the guardian do allow that owner's dogs take it the pets into the water, but not all animals are healthy
- You will be eaten alive by chiggers at the Buckhorn Beach

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

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

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

1. What proportion of family groups with children attend interpretive programs?

2. Is there a correlation between visitors' ages and their preferred sources of information about the park?

3. Are highly satisfied visitors more likely to return for a future visit?

4. How many international visitors participate in hiking?

5. What ages of visitors would use the park website as a source of information on a future visit?

6. Is there a correlation between visitor groups' rating of the overall quality of their park experience and their ratings of individual services and facilities?

7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?

8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

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

For more information please contact:

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University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

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

Appendix 3: Decision Rules for Checking Non-response Bias

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

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

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

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

1. Respondents from different group types are equally represented

2. Respondents and non-respondents are not significantly different in terms of proximity from their home to the park

3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park

4. Average age of respondents – average age of non-respondents = 0

5. Average group size of respondents – average group size of non-respondents = 0

As shown in Tables 3 to 6, the p-values for respondent/non-respondent comparisons for age and group type are less than 0.05, indicating significant differences between respondents and non-respondents. The results indicate some biases occurred due to nonresponse. Visitors at younger age ranges (especially 40 and younger), and visitors traveling with friends were underrepresented in the survey results. The differences, however, were not found in other variables. Results of the study in this report only reflect the simple frequencies. Inferences of the survey results should be weighted to counter balance the effects of non-response bias.

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