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Washita Battlefield National Historic Site Visitor Study

Spring 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/780

ON THE COVER
Morning sun on Washita Battlefield NHS Visitor Center
Photograph courtesy of Washita Battlefield National Historic Site

Washita Battlefield National Historic Site Visitor Study

Spring 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/780

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Executive Summary

This visitor study report profiles a systematic random sample of Washita Battlefield National Historic Site (NHS) visitors during May 20 – July 2, 2013. A total of 338 questionnaires were distributed to visitor groups. Of those, 229 questionnaires were returned, resulting in a 67.8% response rate.

Group size and type Fifty-seven percent of visitor groups consisted of two people and 23% were in groups of three or four. Seventy-six percent of visitor groups consisted of family groups and 15% were visiting alone.

State or country of residence United States visitors were from 39 states and the Virgin Islands, and comprised 98% of total visitation during the survey period, with 31% from Oklahoma. Twelve percent of visitor groups were residents of the area (within 75 miles of the park). There were too few international visitors to provide reliable data.

Number of visits to the park Eighty-seven percent of visitors visited the park once and 10% visited two or three times.

Age, ethnicity, race, and income level Forty-one percent of visitors were ages 56-70 years, 18% were 41-55 years old, 16% were ages 15 years or younger, and 12% were 71 years or older. Six percent were Hispanic or Latino. Ninety percent of visitors were White, 4% were American Indian or Alaska Native, and 4% were more than one race. Twenty-one percent of respondents reported an income level of $50,000-$74,999.

Information sources Most visitor groups (82%) obtained information about the park prior to their visit most often through the Washita Battlefield NHS website (44%), maps/brochures (35%), and friends/relatives/word of mouth (24%). Most visitors groups (92%) received the information they needed. Sixty-five percent of visitor groups prefer to use the Washita Battlefield NHS website to obtain information for a future visit, while 32% prefer to use maps/ brochures.

Park website Fifty-two percent of visitor groups have used the park website. The most common types of information visitor groups searched for were trip planning (93%), things to do at the park (78%), and history of the park (73%).

Park as destination During the on-site interview, 62% of visitor groups said the park was one of several destinations and for 24%, the park was their primary destination.

Primary reason for visiting the area The most common primary reasons for visiting the park area among non-resident visitor groups were to visit the park (47%), visit friends/relatives in the area (16%), and on a road trip (15%).

Services used in nearby communities Thirty-seven percent of visitor groups needed support services, of which 95% were able to obtain needed services. The nearby communities most often used to obtain support services included Cheyenne, OK (95%) and Elk City, OK (35%). The support services most often used were food (80%), gas (69%), and lodging (51%).

Executive Summary (continued)

Transportation	Seventy-six percent of nonresident visitor groups used a car to travel most of the distance from their home to the park area (within 75 miles of the park), and 13% used a SUV/truck/van. Ninety-seven percent of visitor groups used one vehicle to arrive at the park.
Adequacy of directional signs	Ninety-two percent of visitor groups felt the directional signs in the park were adequate, and 85% felt the state highway signs directing them to the park were adequate.
Mapping devices	Seventy-eight percent of visitor groups used mapping devices for directions to the park. The mapping devices most often used were printed maps/ brochures (70%) and GPS devices (47%). Seven percent of visitor groups had difficulty locating the park using mapping devices.
Number of park entries	Ninety percent of visitor groups entered the park once, while 7% entered twice on this visit.
Overnight stays	Forty-seven percent of visitor groups stayed overnight in the area within 75 miles of the park, of which 65% stayed one night and 23% spent two or three nights. Sixty-four percent of visitor groups stayed in a lodge, motel, hotel, rented condo/home, cabin, or bed and breakfast, etc., while 18% were RV/trailer camping.
Length of visit	Seventy-four percent of visitor groups spent one or two hours at the park, while 26% spent three or more hours. The average length of stay was two hours.
Local attractions visited	Forty-two percent of visitor groups visited other local attractions on this visit. Of those visitor groups that visited other local attractions, 48% visited Black Kettle National Grasslands, 46% visited Route 66 Museum, and 21% visited Washita National Wildlife Refuge.
Sites visited	The most common sites visited in the park were the visitor center (35%), overlook (29%), and nature trail (22%). Ninety-one percent of visitor groups visited the visitor center first.
Activities on this visit	The most common activities were viewing exhibits in the museum (93%), learning history (85%), and visiting the visitor center (71%). The most common activities that were the primary reason for visiting the park were learning history (59%) and viewing exhibits in the museum (13%).
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were the visitor center -overall- (95%), museum exhibits (89%), and assistance from park staff (84%).
Topics learned	The most common topics visitor groups learned about were events of the battle (100%), natural setting where the events occurred (87%), and the impact of the Indian Wars on Cheyenne and Arapaho history (82%).
Protecting park resources and attributes	The highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included historic sites and buildings (94%), educational opportunities (90%), and clean water (88%).

Executive Summary (continued)

Expenditures	The average visitor group expenditure (inside and outside the park within 75 miles of the park) was $121. 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 $59. Nine percent of respondents had forgone income to make this trip.
Additional services or programs on a future visit	Fifty-two percent of visitor groups desired additional services or programs on a future visit. Of those visitor groups, the most common services/programs included additional hiking trails (59%), night sky programs (39%), and birdwatching programs (20%).
Methods of learning about the park on a future visit	Ninety-two percent of visitor groups were interested in learning about the park through films, movies, videos (78%), indoor exhibits (72%), self-guided tour using printed materials (64%), and trailside exhibits (64%).
Overall quality	Most visitor groups (96%) rated the overall quality of facilities, services, and recreational opportunities at Washita Battlefield NHS as “very good” or “good.” One percent of groups rated the overall quality as “very poor” or “poor.”

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

Acknowledgements

We thank Marc Manni and Margaret Littlejohn for compiling the report, Philip Cook for overseeing the fieldwork, the staff and volunteers of Washita Battlefield NHS for assisting with the survey, and Matthew Strawn for data processing.

About the Authors

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

Introduction

This report describes the results of a visitor study at Washita Battlefield NHS in Cheyenne, OK, conducted May 20 – July 2, 2013 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Washita Battlefield NHS, "The site protects and interprets the setting along the Washita River where Lt. Col. George A. Custer led the 7th U.S. Cavalry on a surprise dawn attack against the Southern Cheyenne village of Peace Chief Black Kettle on November 27, 1868. The attack was an important event in the tragic clash of cultures of the Indian Wars era." (www.nps.gov/waba, retrieved December 2013).

Organization of the Report

This report is organized into three sections.

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

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

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

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

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

Presentation of the Results

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

Key

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

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

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

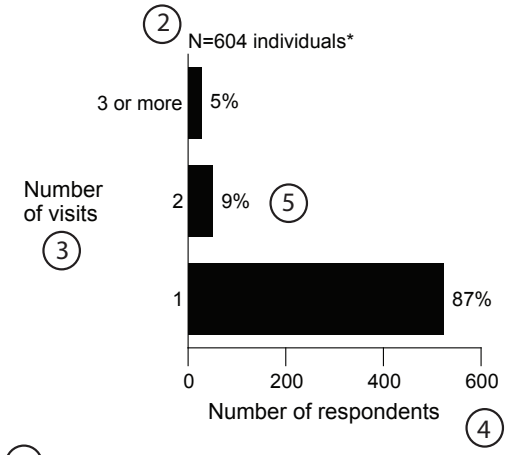
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

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

5. In most graphs, percentages provide additional information.

Example 1



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

Methods

Survey Design and Procedures

Sample size and sampling plan

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

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at the visitor center during May 20 – July 2, 2013. Visitors were surveyed between the hours of 8:30 a.m. and 5 p.m. During this survey, 358 visitor groups were contacted and 338 of these groups (94.4%) accepted questionnaires. (The average acceptance rate for 280 VSP visitor studies conducted from 1988 through 2013 is 91.3%.) Questionnaires were completed and returned by 229 respondents, resulting in a 67.8% response rate for this study. (The average response rate for the 280 VSP visitor studies is 71.6%.)

Questionnaire design

The Washita Battlefield NHS questionnaire was developed through conference calls between the park and VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Washita Battlefield NHS. 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 Washita Battlefield NHS questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

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

Two weeks following each survey round, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 1). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after each survey round. Seven weeks after each survey round, a second replacement questionnaire was mailed to participants who had not returned their questionnaires.

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

Table 1. Follow-up mailing distribution

Round 1 (May 20-26)	**Date mailed**	**U.S.**	**International**	**Total**
Postcards	June 11, 2013	62	3	65
1st replacement	June 25, 2013	30	2	32
2nd replacement	July 16, 2013	23	0	23

Round 2 (May 27-June 9)	**Date mailed**	**U.S.**	**International**	**Total**
Postcards	June 24, 2013	89	0	89
1st replacement	July 9, 2013	45	0	45
2nd replacement	July 29, 2013	33	0	33

Round 3 (June 10-23)	**Date mailed**	**U.S.**	**International**	**Total**
Postcards	July 9, 2013	89	4	93
1st replacement	July 23, 2013	50	4	54
2nd replacement	August 12, 2013	37	0	37

Round 4 (June 24-July 2)	**Date mailed**	**U.S.**	**International**	**Total**
Postcards	July 22, 2013	66	1	67
1st replacement	August 5, 2013	36	0	36
2nd replacement	August 23, 2013	29	0	29

Data analysis

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

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

Limitations

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

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

2. The data reflect visitor use patterns at selected sites during the study period of May 20 – July 2, 2013. The results present a 'snapshot in time' and do not necessarily apply to visitors during other times of the year.

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

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

Special conditions

The weather during the survey period was variable, ranging from cool and overcast with wind, rain, and thundershowers to sunny, hot, and humid with temperatures between 75 and 110 degrees F.

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's home and its proximity to the park. Respondents and non-respondents were found to be significantly different except for group size and distance from home to the park (see Tables 2 - 5). Respondents at younger age ranges (especially 50 and younger), visitors traveled with friends, and visitors who visited Washita National Battlefield as one of several destinations may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 2. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	57.12 (N=229)	49.07 (N=106)	<0.001
Group size	2.44 (N=220)	2.52 (N=103)	0.578

Table 3. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	34 (34%)	21 (20%)	
Family	167 (76%)	65 (61%)	
Friends	15 (7%)	17 (16%)	
Family and friends	4 (2%)	3 (4%)	
			0.024

Table 4. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	48 (21%)	34 (32%)	
Park as one of several destinations	156 (68%)	52 (49%)	
Not a planned destination	24 (11%)	21 (20%)	
			0.002

Table 5. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 100 miles	28 (13%)	16 (17%)	
101-200 miles	24 (11%)	16 (17%)	
201-300 miles	22 (10%)	15 (16%)	
301 miles or more	137 (63%)	45 (48%)	
International visitors	6 (3%)	2 (2%)	
			0.127

Results

Group and Visitor Characteristics

Visitor group size

Question 22b

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

Results

- 57% of visitor groups consisted of two people (see Figure 1).
- 23% were in groups of three or four.

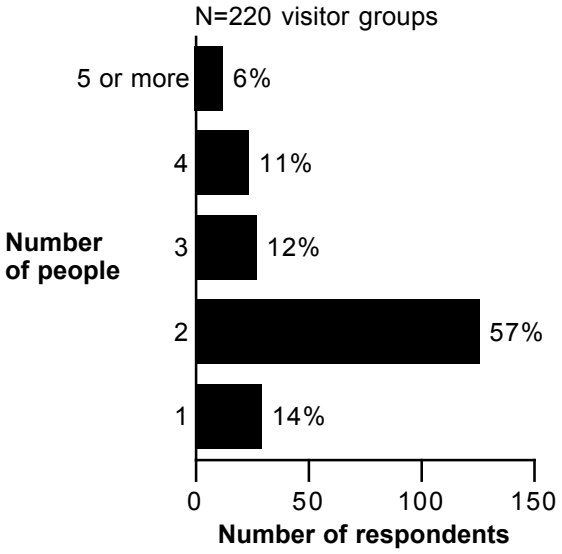


Figure 1. Visitor group size

Visitor group type

Question 22a

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

Results

- 76% of visitor groups consisted of family groups (see Figure 2).
- 15% were alone.
- "Other" group type (<1%) was:

  Field crew

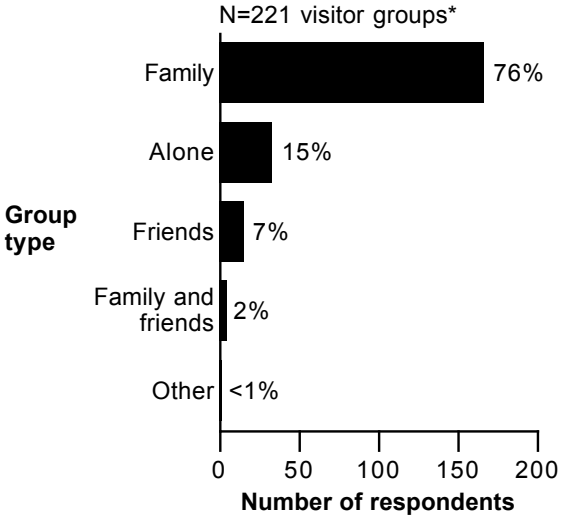


Figure 2. Visitor group type

*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 21a

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

Results

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

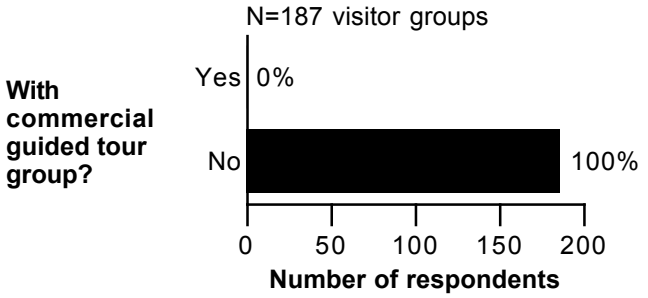


Figure 3. Visitors with a commercial guided tour group

Question 21b

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).

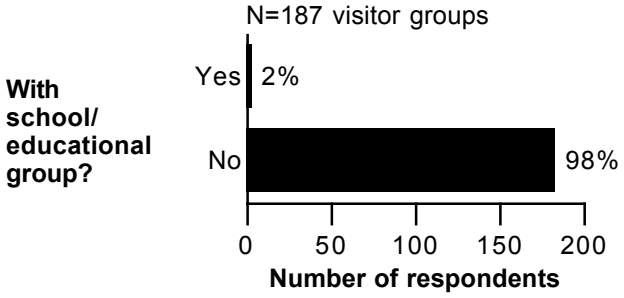


Figure 4. Visitors with a school/educational group

Question 21c

On this visit, was your personal group with a military group?

Results

- 1% of visitor groups were with a military group (see Figure 5).

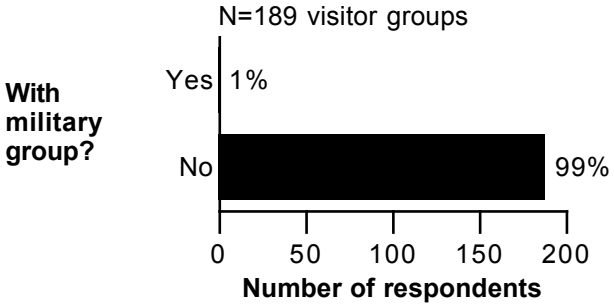


Figure 5. Visitors with a military group

*total percentages do not equal 100 due to rounding

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

Question 21d

On this visit, was your personal group part of a Native American ceremony?

Results

- No visitor groups were part of a Native American ceremony (see Figure 6).

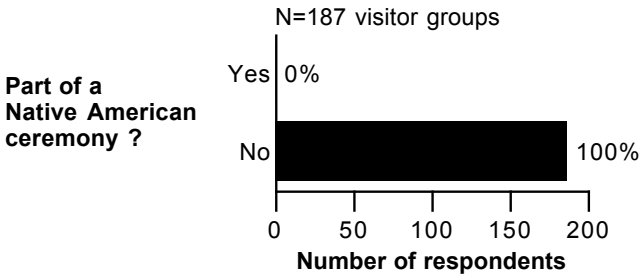


Figure 6. Visitors who were part of a Native American ceremony

Question 21e

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

Results

- 3% of visitor groups were with an "other" organized group (see Figure 7).

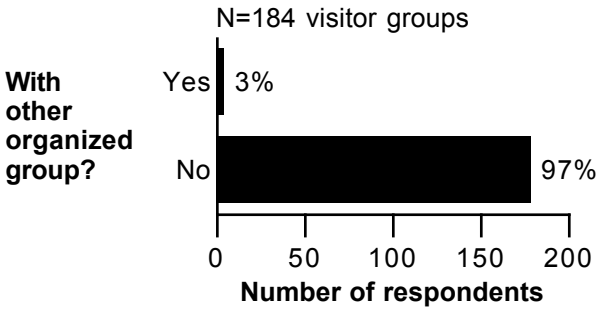


Figure 7. Visitors with an "other" organized group

Question 21f

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 8).

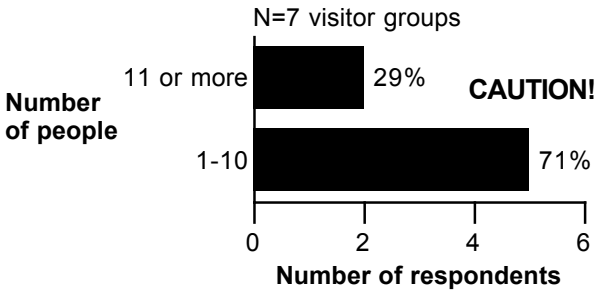


Figure 8. Organized group size

*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 23b

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

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

Results

- U.S. visitors were from 39 states and the Virgin Islands, and comprised 98% of total visitation to the park during the survey period.
- 31% of U.S. visitors came from Oklahoma (see Table 6 and Figure 9).
- 10% came from Texas and 5% were from Tennessee.
- Smaller proportions came from 36 other states and the Virgin Islands.

Table 6. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=497 individuals	Percent of total visitors N=507 individuals
Oklahoma	152	31	30
Texas	50	10	10
Tennessee	23	5	5
Colorado	21	4	4
Florida	20	4	4
Missouri	18	4	4
California	17	3	3
Illinois	17	3	3
Arizona	15	3	3
Michigan	13	3	3
Nevada	12	2	2
Indiana	11	2	2
Pennsylvania	11	2	2
Kansas	10	2	2
New Mexico	10	2	2
North Carolina	10	2	2
Virginia	9	2	2
Kentucky	8	2	2
21 other states and the Virgin Islands	70	14	14

*total percentages do not equal 100 due to rounding

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

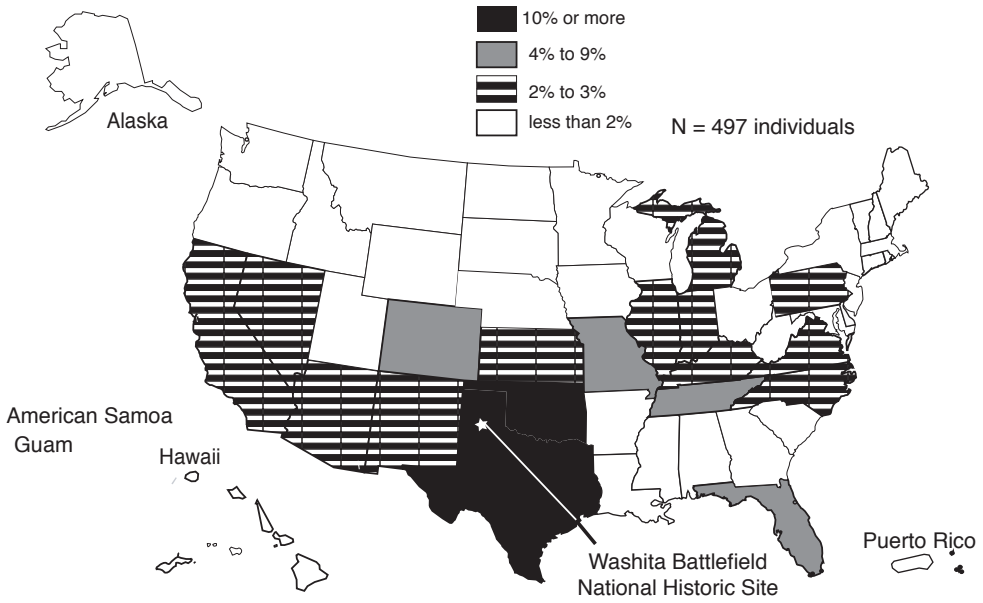


Figure 9. United States visitors by state of residence

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 78 counties and comprised 54% of the total U.S. visitation to the park during the survey period.
- 7% came from Oklahoma County, OK and 7% came from Roger Mills County, OK (see Table 7).
- 5% came from Beckham County, OK.
- Small proportions of visitors came from 75 other counties in Oklahoma and adjacent states.

Table 7. Visitors from Oklahoma and adjacent states by county of residence

County, State	Number of visitors N=267 individuals	Percent
Oklahoma, OK	20	7
Roger Mills, OK	20	7
Beckham, OK	13	5
Tulsa, OK	12	4
Texas, OK	10	4
Dewey, OK	9	3
Tarrant, TX	9	3
Custer, OK	6	2
Cleveland, OK	5	2
Ellis, OK	5	2
Mayes, OK	5	2
Saint Louis, MO	5	2
Wise, TX	5	2
65 other counties	143	54

*total percentages do not equal 100 due to rounding

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

Residents of the area

Question 5a

Was every member in your personal group a resident of the Washita Battlefield NHS area (within 75 miles of the park)?

Results

- For 12% of visitor groups, all members were area residents (see Figure 10).

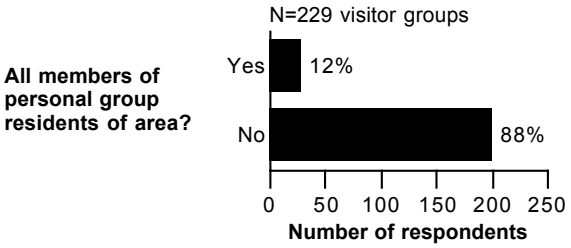


Figure 10. Visitor groups that were comprised of area residents only

International visitors by country of residence

Question 23b

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

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results period (see Table 8).

Table 8. International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=10 individuals	Percent of total visitors N=507 individuals
Australia	4	40	<1
United Kingdom	4	40	<1
Canada	2	20	<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 park

Question 23c

For your personal group on this visit, how many times has each member visited Washita Battlefield NHS (including this visit)?

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

Results

- 87% of visitors visited the park once (see Figure 11).
- 10% visited two or three times.

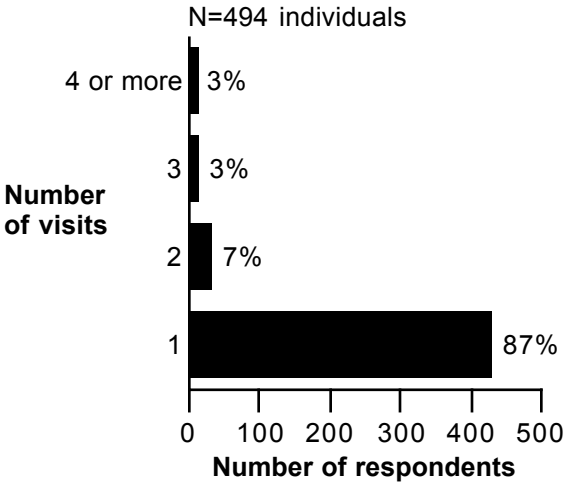


Figure 11. Number of visits to the park

*total percentages do not equal 100 due to rounding

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

Visitor age

Question 23a

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

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

Results

- Visitor ages ranged from 1 to 95 years.
- 41% of visitors were 56 to 70 years old (see Figure 12).
- 18% were 41 to 55 years old.
- 16% were 15 years or younger.
- 12% were 71 years or older.

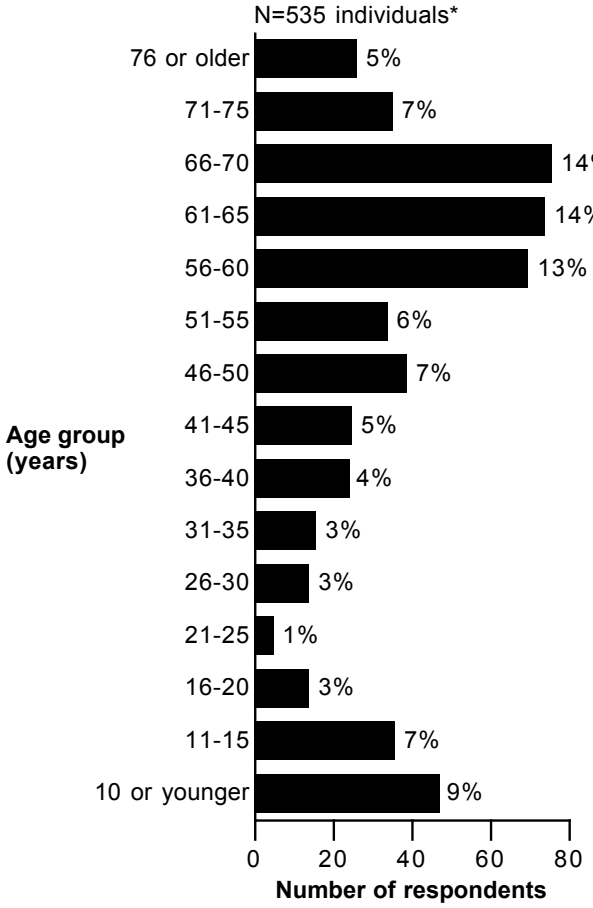


Figure 12. Visitor age

*total percentages do not equal 100 due to rounding

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

Visitors of Hispanic or Latino ethnicity

Question 25a

Are members of your personal group Hispanic or Latino?

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

Results

- 6% of visitors were Hispanic or Latino (see Figure 13).

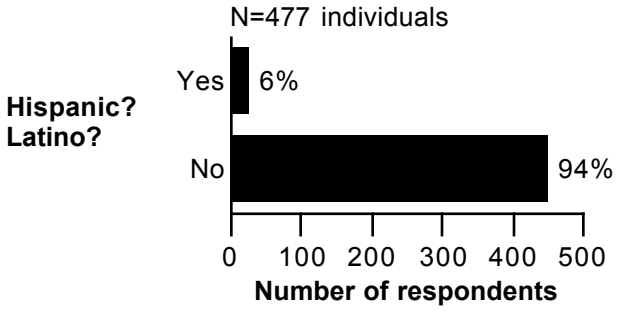


Figure 13. Visitors of Hispanic or Latino ethnicity

Visitor race

Question 25b

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

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

Results

- 90% of visitors were White (see Figure 14).
- 4% were American Indian or Alaska Native.
- 4% were more than one race.

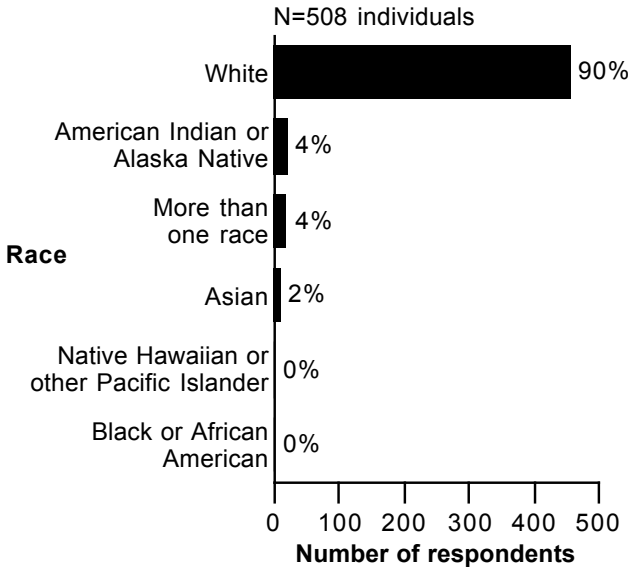


Figure 14. Visitor race

*total percentages do not equal 100 due to rounding

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

Respondent household income

Question 24a

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

Results

- 21% of respondents reported a household income of $50,000-$74,999 (see Figure 15).
- 17% had an income of $75,000-$99,999.
- 13% had an income of $100,000-$149,999.

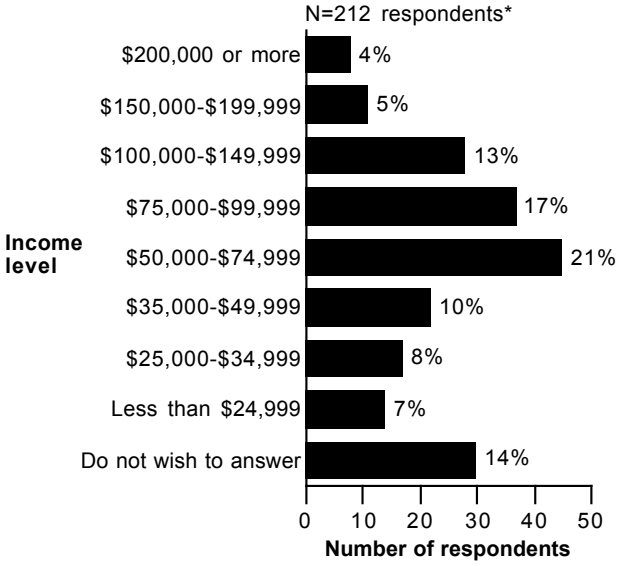


Figure 15. Respondent household income

Respondent household size

Question 24b

How many people are in your household?

Results

- 55% of respondents had two people in their household (see Figure 16).
- 21% had three or four people.
- 18% had one person.

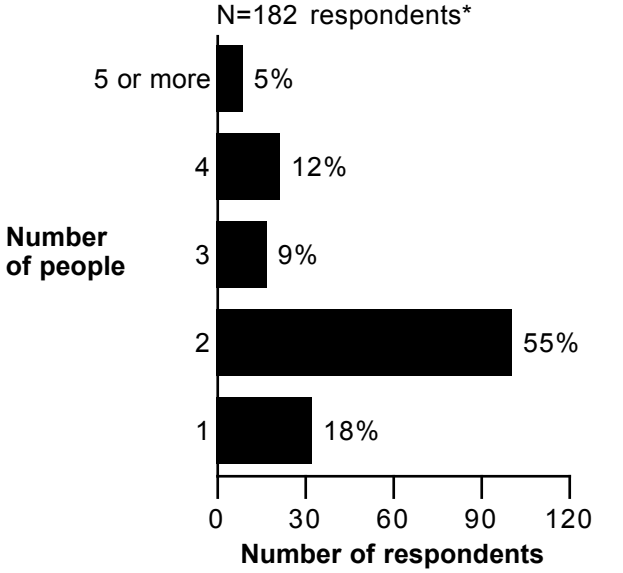


Figure 16. Respondent household size

*total percentages do not equal 100 due to rounding

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

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did your personal group obtain information about Washita Battlefield NHS?

Results

- 82% of visitor groups obtained information about Washita Battlefield NHS prior to their visit (see Figure 17).
- As shown in Figure 18, among those visitor groups that obtained information about Washita Battlefield NHS prior to their visit, the most used sources were:

  44% Washita Battlefield NHS website
  35% Maps/brochures
  24% Friends/relatives/word of mouth

- Other websites (7%) used to obtain information prior to visit were:

  google.com
  travelok.com
  wikipedia.org
  History sites
  Passport App
  Websites on battlefield and Custer

- "Other" sources of information (23%) are listed in Table 9.

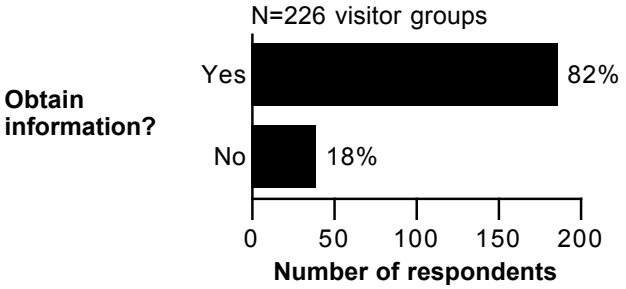


Figure 17. Visitor groups that obtained information prior to visit

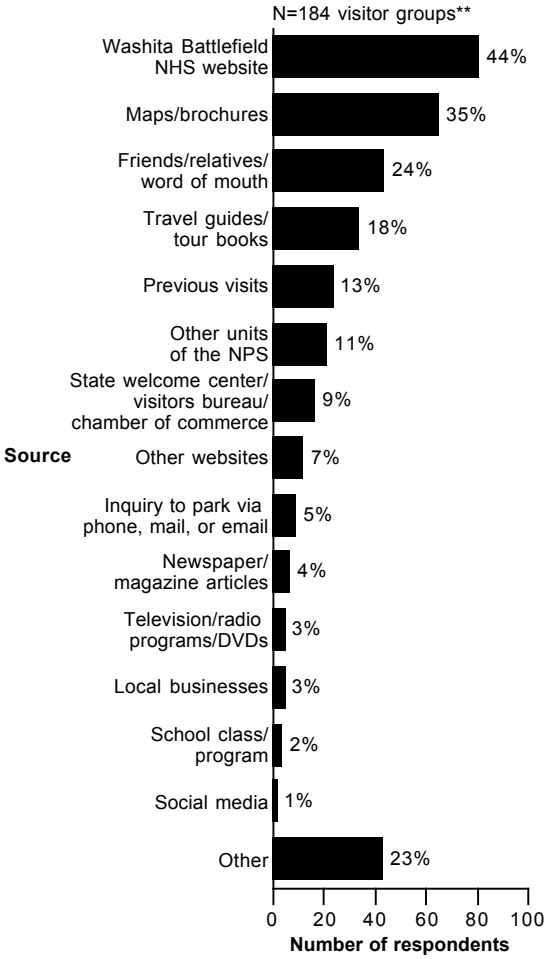


Figure 18. Sources of information used by visitor groups prior to visit

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

Table 9. Other sources of information
(N=41 comments; some visitor groups made more than one comment)

Source of information	Number of times mentioned
National Park Passport	15
Highway/interstate/road signs	10
History books	8
Book "Bury My Heart at Wounded Knee"	1
Book "Custerology: The Enduring Legacy of the Indian Wars & Custer"	1
Book "The Last Stand"	1
Historical research and unit history	1
National Grassland Research	1
Study of Oklahoma history	1
Visitor center	1
Western history buff - aware of site	1

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

Question 1c

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

Results

- 92% of visitor groups received needed information prior to their visit (see Figure 19).

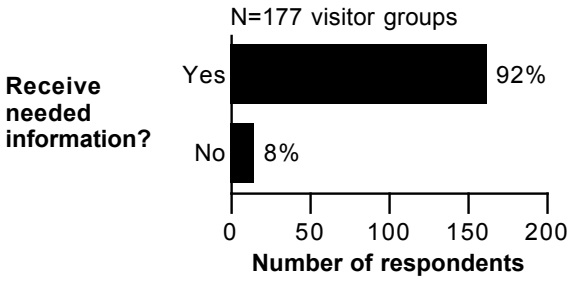


Figure 19. Visitor groups that received needed information prior to their visit

Question 1d

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

Results – Interpret results with **CAUTION!**

- 11 visitor groups listed information they needed but was not available (see Table 10).

Table 10. Needed information that was not available
(N=15 comments; some visitor groups made more than one comment) – **CAUTION!**

Needed information	Number of times mentioned
Park location	3
More detailed website	2
Times of guided tours	2
Location of guided tours	1
Maps	1
More history	1
More information	1
National Park Service map and guide	1
Operation hours	1
Road signs and directions from Route 66	1
Website address	1

*total percentages do not equal 100 due to rounding

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

Information sources for future visit

Question 1b

If you were to visit Washita Battlefield NHS in the future, how would your personal group prefer to obtain information about the park?

Results

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

  65% Washita Battlefield NHS website
  32% Maps/brochures
  31% Travel guides/tour books

- Other websites (3%) to use on a future visit were:

  google.com
  travelok.com
  wikipedia.org
  History sites

- "Other" sources of information (6%) were:

  College history
  Email list serve
  Highway/interstate/road signs
  National Park Passport

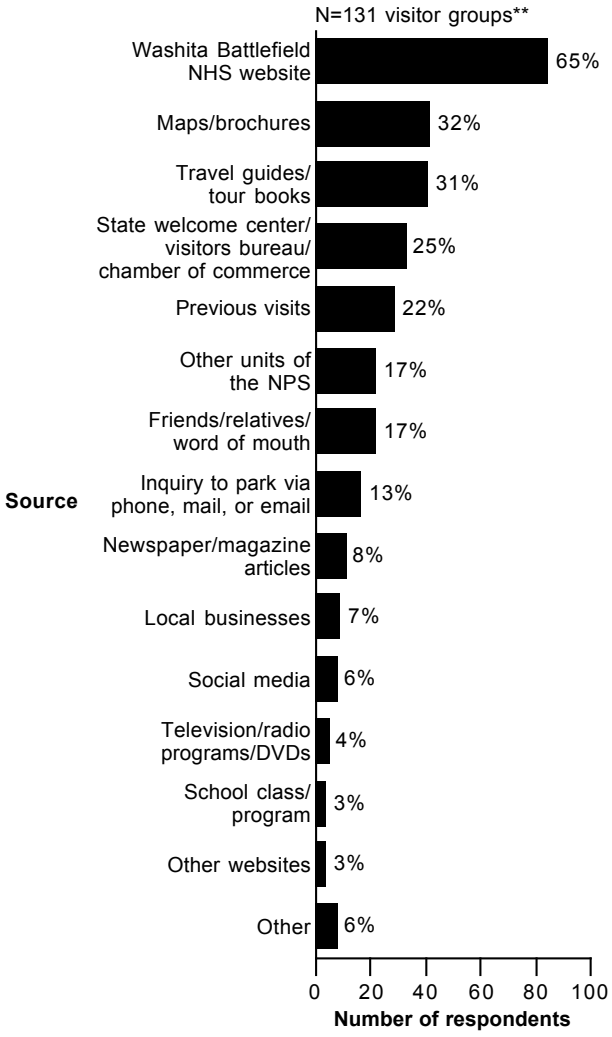


Figure 20. Sources of information to use for a future visit

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

Park website

Question 2a

Has your personal group ever used the park website (http://www.nps.gov/waba)?

Results

- 52% of visitor groups had used the park website (see Figure 21).

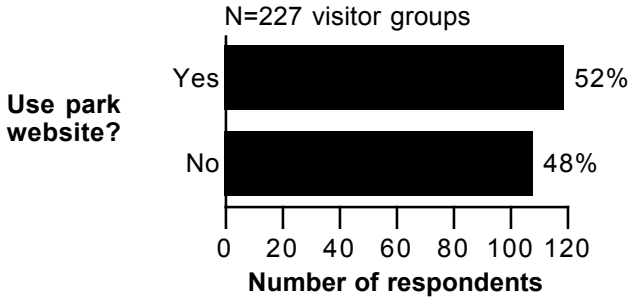


Figure 21. Visitor groups that used the park website

Question 2b

What type of information did you search for on the park website?

Results

- As shown in Figure 22, the most common types of information visitor groups searched for were:

  93% Trip planning
  78% Things to do at the park
  73% History of the park

- "Other" types of information (5%) were:

  Handicap accessibility
  Park stamps
  Phone number
  RV parking

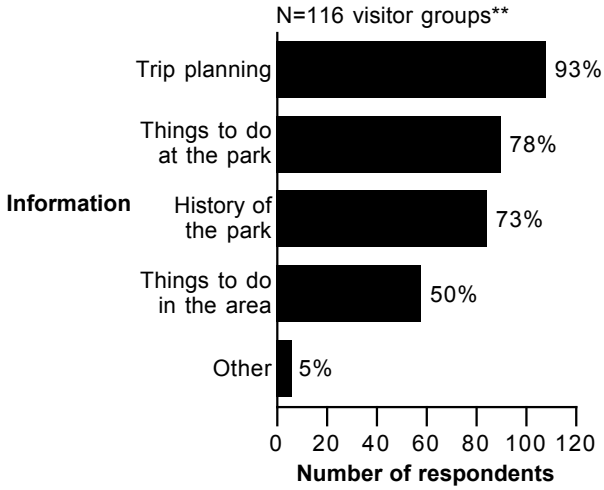


Figure 22. Information searched for on the park website

*total percentages do not equal 100 due to rounding

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

Question 2c

For the information that you searched for on the park website, please rate the quality of information provided.

Results

- Figure 23 shows the combined proportions of "very good" and "good" ratings of the information provided on the park website 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% History of the park
  89% Trip planning

- Table 11 shows the quality ratings of each service and facility.
- The information receiving the highest "very poor" rating that was rated by 30 or more visitor groups was:

  1% History of the park

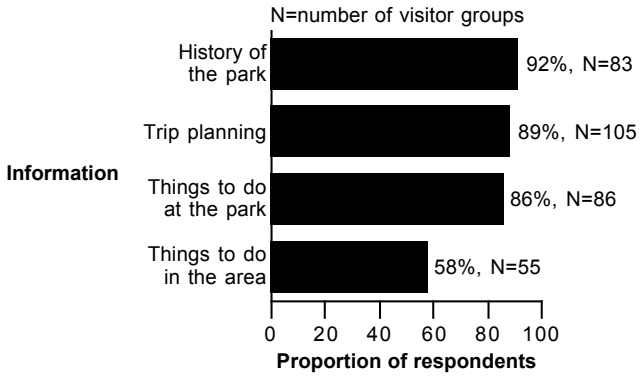


Figure 23. Combined proportions of "very good" and "good" ratings of information provided on the park website

Table 11. Quality ratings of information provided on the park website (N=number of visitor groups)

		Rating (%)*				
Service/facility	N	Very poor	Poor	Average	Good	Very good
Trip planning (location, directions, hours of operation	105	0	3	9	39	50
History of the park	83	1	1	6	40	52
Things to do at the park	86	0	1	13	43	43
Things to do in the area	55	0	13	29	33	25
Other – **CAUTION!**	8	0	13	13	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

Question 2d

How could the park website be improved, or what could be added to better assist you in making a personal connection with the story presented at the park? (Open-ended)

Results – Interpret results with **CAUTION!**

- 29 visitor groups responded to this question.
- Table 12 lists improvements to the park website.

Table 12. Improvements to the park website
(N=38 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
Website is fine as is	5
Add trail narrative to website	4
Better directions to site	2
Clearly describe site features	2
Clearly state operating hours	2
More information on RV parking availability	2
Clearly state operating fees	1
Directions from Elk City	1
Hiking maps	1
Information about camping	1
Make it easier to navigate	1
Maps	1
Maps that show then and now	1
More information	1
More information about history	1
More information about the museum	1
More information on Black Kettle National Grasslands	1
More information on what to do in park	1
More photos	1
Need GPS address	1
Pet information	1
Provide clear "Likes" in park; don't bury under "About us" tab	1
Stories about Cheyenne who were attacked	1
Stress pivotal events, not timeline	1
Time and starting location of ranger programs	1
Too much information regarding campsites, etc.	1
Update website - museum not there	1

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

Park as destination

Question from on-site interview

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

Results

- 62% of visitor groups said the park was one of several destinations (see Figure 24).
- 24% said the park was their primary destination.

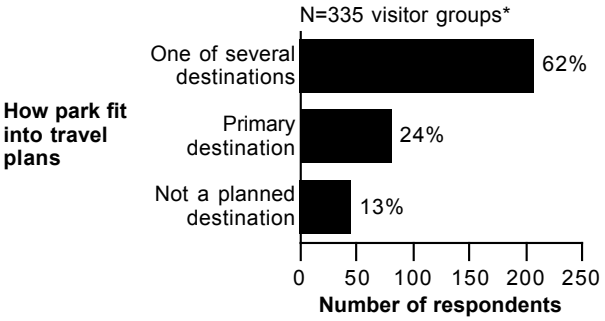


Figure 24. How visit to park fit into visitor groups' travel plans

Primary reason for visiting the park area

Question 5b

For nonresident members of your personal group, what was their primary reason for coming to the area (within 75 miles of the park)?

Results

- For 47% of visitor groups, visiting the park was the primary reason nonresident group members visited the area (see Figure 25).
- 16% were visiting friends/relatives in the area.
- 15% were on a road trip.
- "Other" primary reasons (3%) were:

  Grassland bird surveys
  Moving
  Traveling through (planned trip)

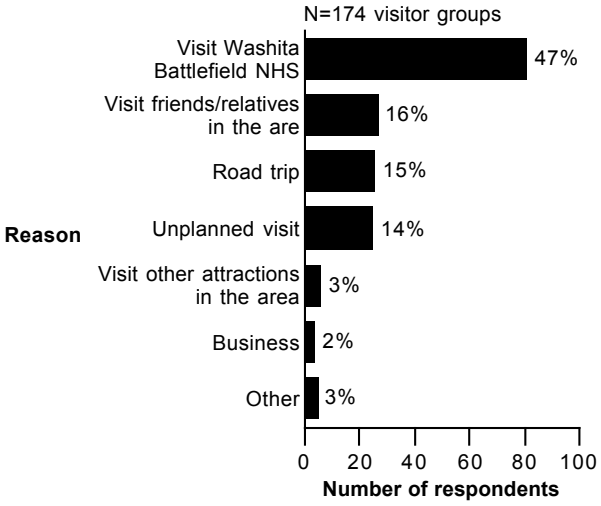


Figure 25. Primary reason nonresident members visited the area (within 75 miles of the park)

*total percentages do not equal 100 due to rounding

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

Alternative plans to visiting Washita Battlefield NHS

Question 3a

For you only, if you had been unable to visit Washita Battlefield NHS on this trip, would you have visited at another time?

Results

- 73% of respondents would likely visit Washita Battlefield NHS at another time if they had been unable to visit on this trip (see Figure 26).

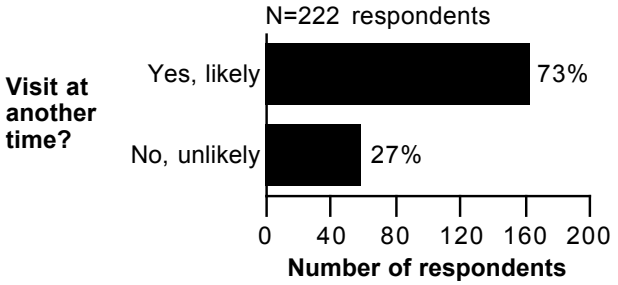


Figure 26. Visitor groups that would likely visit the park at another time if they had been unable to visit on this trip

Question 3b

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

Results

- 48% of respondents would have gone somewhere else (see Figure 27).
- 43% were not sure or indicated they would not choose any of the options provided.

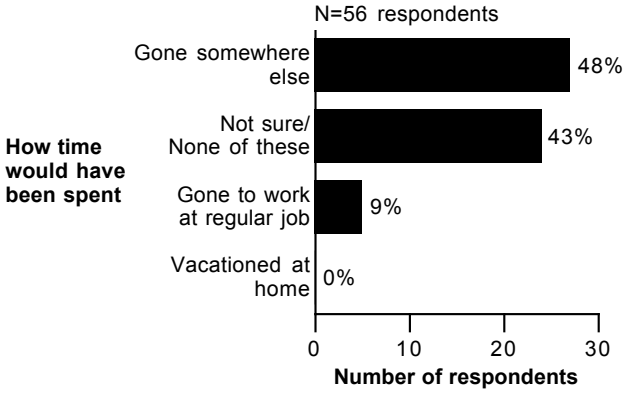


Figure 27. What visitor groups would have done with time spent on this trip

Question 3b

What is the distance from home to the alternate site?

Results – Interpret results with **CAUTION!**

- Not enough visitors responded to this question to provide reliable results (see Figure 28).

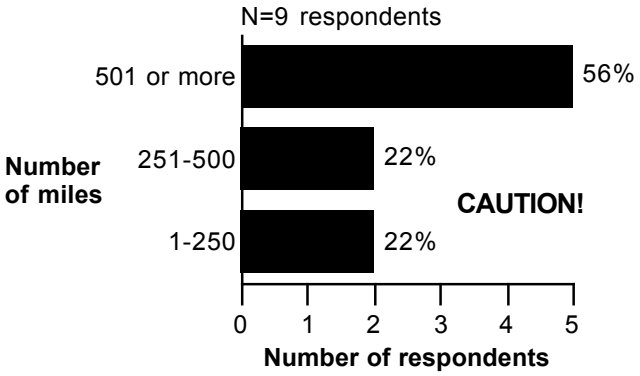


Figure 28. Distance of alternate site from home

*total percentages do not equal 100 due to rounding

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

Question 3b
What is the location of the alternate site?

Results – Interpret results with **CAUTION!**

- 12 visitors responded to this question.
- Table 13 lists alternative sites visitor groups would have visited had they been unable to visit the park on this trip.

Table 13. Alternate site
(N=12 comments) – **CAUTION**

Needed information	Number of times mentioned
Next destination on itinerary of long distance road trip	2
Alibates Flint Quarries, Fritch, TX	1
Another park	1
National parks	1
Oklahoma City, OK	1
Other sites in OK, NM, AZ, CO	1
Santa Fe, NM	1
Touring from England	1
Touring USA - Route 66	1
Visit family in KS	1
Yellowstone NP	1

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

Services used in nearby communities

Question 14a and 14b

In which communities did your personal group obtain or attempt to obtain support services for this visit to Washita Battlefield NHS?

Results

- 37% of visitor groups needed support services in nearby communities on this visit (see Figure 29).
- As shown in Figure 30 and Table 14, the nearby communities used to obtain support services were:

  95% Cheyenne
  35% Elk City
  10% Sayre

- "Other" communities (10%) were:

  Binger, OK
  Clinton, OK
  Erick, OK
  Wheeler, TX

- As shown in Figure 31, the support services used were:

  80% Food
  69% Gas
  51% Lodging
  32% Information

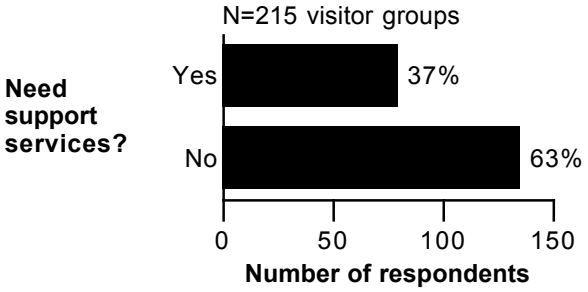


Figure 29. Visitor groups that obtained support services in nearby communities on this visit

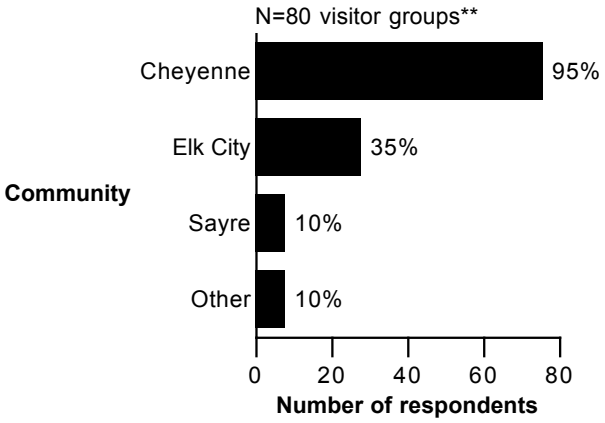


Figure 30. Nearby communities in which visitor groups obtained support services

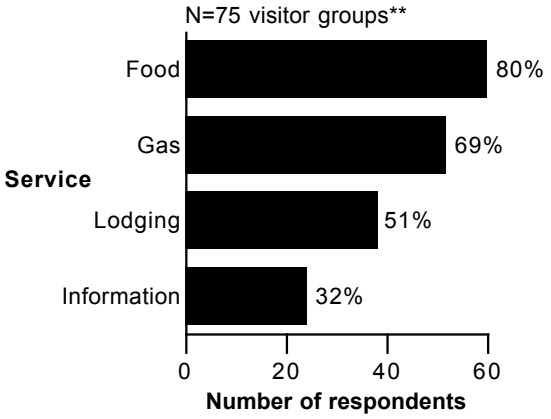


Figure 31. Support services used in nearby communities

*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. Nearby communities and support serviced used

Community	N	Service used %			
		Information	Gas	Food	Lodging
Cheyenne	33	42	55	61	12
Elk City	39	15	69	85	56
Sayre – **CAUTION!**	15	20	67	60	33
Other – **CAUTION!**	9	22	44	44	89

Question 14c

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

Results

- 95% of visitor groups were able to obtain needed support services in nearby communities (see Figure 32).

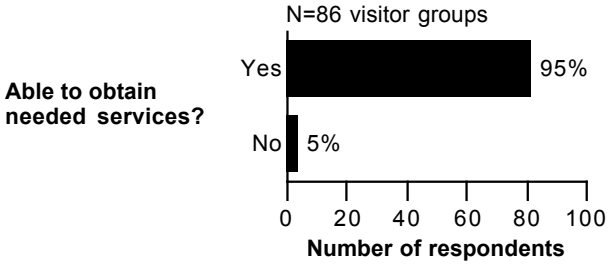


Figure 32. Visitor groups that were able to obtain needed services

Question 14d

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

Results – Interpret results with **CAUTION!**

- 3 visitor groups listed needed services that were not available:

  Better marked signs on Route 66
  Road directions
  RV repairs and RV supplies

*total percentages do not equal 100 due to rounding

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

Transportation

Question 5c

For nonresident members in your personal group, what was the method of transportation used to travel most of the distance from their home to the Washita Battlefield NHS area (within 75 miles of the park)?

Results

- 76% of nonresident visitor group members used a car to travel most of the distance from their home to the Washita Battlefield NHS area (see Figure 33).
- 13% used a SUV/truck/van.
- "Other" methods of transportation (1%) were:

  Bus
  School bus

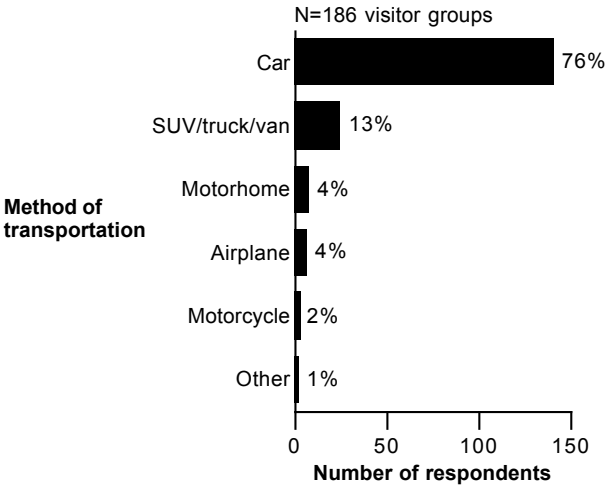


Figure 33. Method of transportation

Number of vehicles

Question 20a

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

Results

- 97% of visitor groups used one vehicle to arrive at the park (see Figure 34).

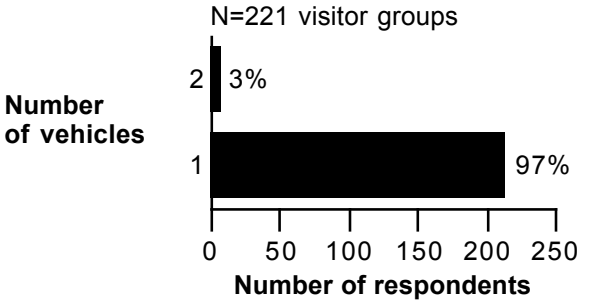


Figure 34. Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

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

Adequacy of park directional signs

Questions 6a-6d

On this visit, were the signs directing your personal group to and around Washita Battlefield NHS adequate?

Results

- Table 15 shows visitor groups' ratings of the adequacy of park directional signs to and around Washita Battlefield NHS.

Table 15. Adequacy of park directional signs

		Adequate? (%)*		
Signs	**N**	Yes	No	Did not use
Interstate signs	220	57	7	36
State highway signs	223	85	8	8
Signs in local communities	220	75	10	15
Signs in the park	218	92	4	4

Question 6e

If you answered NO for any of the above, please explain. (Open-ended)

Results – Interpret results with **CAUTION!**

- Table 16 -Table 19 list visitor groups' reasons for the inadequacies of park directional signs to and within Washita Battlefield NHS.

Table 16. Reasons why interstate signs were inadequate (N=14 comments) – **CAUTION!**

Reason	**Number of times mentioned**
Did not see any	5
Coming from Oklahoma City, could use Highway 6 at Elk City?	1
Did not see a sign on I-40	1
I-40 using RT 66: tour magazine pointed is toward Sayre than NW	1
No sign for museum on I-40	1
Not enough signs - need to be out further	1
Not enough signs - too far apart	1
Saw only 1 sign I-40 westbound	1
Saw only one sign	1
Travel RT 283 from Fort Sill, didn't see signs until we got north of I-40	1

*total percentages do not equal 100 due to rounding

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

Table 17. Reasons why state highway signs were inadequate
(N=15 comments) – **CAUTION!**

Reason	Number of times mentioned
Did not see any signs	4
Signs were spaced too far apart	3
Did not see sign for Black Kettle Museum	2
Approaching Cheyenne from the south on RT 283 no sign to park; approaching from north there is a prominent sign	1
Did not see any signs until immediate area	1
Inadequate highway signs - stopped for directions from only people we could find	1
Marked in one direction only	1
Need bigger signs	1
No sign on RT 47 until the turn	1

Table 18. Reasons why signs in local communities were inadequate
(N=22 comments; one visitor group made more than one comment) – **CAUTION!**

Reason	Number of times mentioned
Did not see any signs	5
Not enough signs	4
Did not see sign for Black Kettle Museum	3
Signs are too far apart	2
Almost missed sign in Cheyenne due to road congestion from traffic and businesses	1
Did not find a sign to turn into park; after we turned around we found a sign	1
Did not see any signs in Cheyenne	1
Did not see any signs until immediate area	1
In Elk City - turned on wrong road first	1
Not readily visible	1
Once off of main highway, had to stop for clearer directions	1
Signs are hit and miss on county roads	1

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

Table 19. Reasons why signs in park were inadequate
(N=8 comments) – **CAUTION!**

Reason	Number of times mentioned
Did not see any signs	2
Confusing as you entered as to what to do/where to go	1
Confusing signage "upper trail" and "lower trail"	1
Did have well-marked to take left to battlefield gazebo	1
Did not see any signs to battlefield	1
Never actually knew where it was	1
Signs at visitor center did not point to 1.5 mile trail	1

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

Mapping devices

Question 7a

Please indicate all mapping devices that your personal group used to direct you to Washita Battlefield NHS on this visit.

Results

- 78% of visitor groups used mapping devices to locate the park (see Figure 35).
- As shown in Figure 36, the mapping devices used to direct visitor groups to the park were:

  70% Printed maps/brochures
  47% GPS devices
  30% Online mapping tools
  16% Smartphone mapping apps

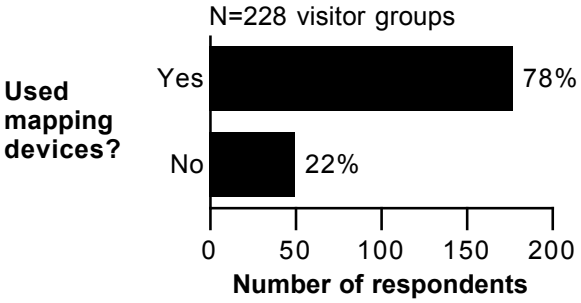


Figure 35. Visitor groups that used mapping devices to locate the park

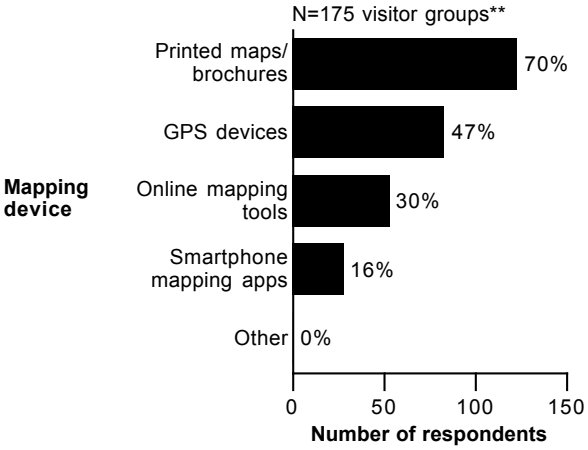


Figure 36. Mapping devices used to locate the park

*total percentages do not equal 100 due to rounding

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

Question 7b

Did you have any difficulty locating the park using the above devices?

Results

- 7% of visitor groups had difficulty locating the park using mapping devices (see Figure 37).

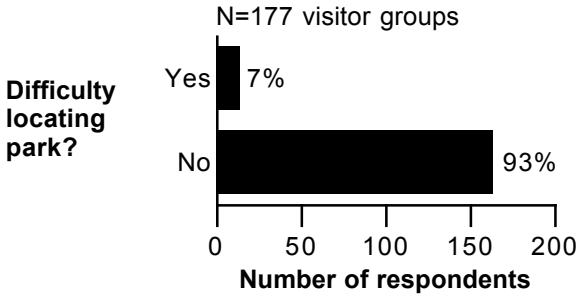


Figure 37. Visitor groups that had difficulty locating the park using mapping devices

Question 7c

If YES, what was the problem? (Open-ended)

Results – Interpret results with **CAUTION!**

- Table 20 shows visitor groups' difficulty locating the park using mapping devices.

Table 20. Problems locating the park using mapping devices
(N=17 comments; some visitor groups made more than one comment) – **CAUTION!**

Device	Problems	Number of times mentioned
Printed maps/brochures	Did not recognize sign on RT 47 east as the actual park	1
	Had trouble locating RT 66 in Elk City so went back to I-40	1
	No indication of how far to travel to park	1
	No road sign on the right side of the road	1
	Poor map reading skills	1
	Took wrong turn	1
	Unclear directions	1
	Wasn't sure where to turn	1
Online mapping tools	Poor map reading skills	1
	Unclear directions	1
GPS device	GPS device couldn't find the address	2
	Did not recognize sign on RT 47 east as the actual park	1
	It directed us to the battlefield instead of the center	1
	Poor map reading skills	1
	Unclear directions	1
Smart phone app	Took wrong turn	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 park entries

Question 20b

On this visit, how many times did your personal group enter Washita Battlefield NHS?

Results

- 90% of visitor groups entered the park one time (see Figure 38).
- 7% entered twice.

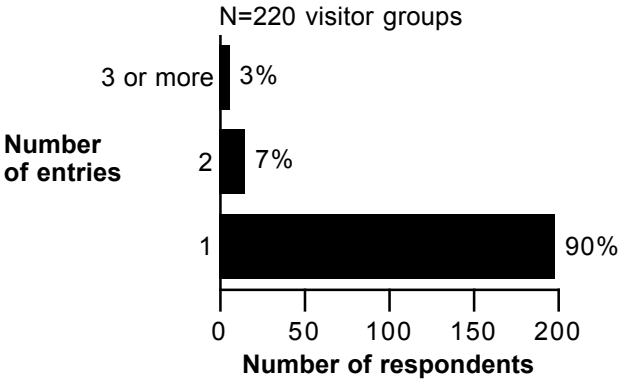


Figure 38. Number of park entries

*total percentages do not equal 100 due to rounding

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

Overnight stays

Question 4a

On this trip, did your personal group stay overnight away home in the Washita Battlefield NHS local area (within 75 miles of the park)?

Results

- 47% of visitor groups stayed overnight away from home in the area within 75 miles of the park (see Figure 39).

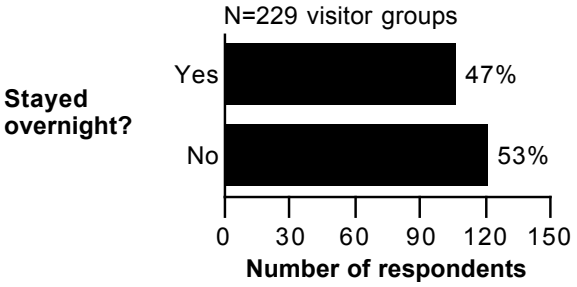


Figure 39. Visitor groups that stayed overnight away from home within 75 miles of the park

Question 4b

If YES, please list the number of nights your personal group stayed in the Washita Battlefield NHS local area (within 75 miles of the park).

Results

- 65% stayed one night outside the park within 75 miles (see Figure 40).
- 23% stayed two or three nights.
- 11% stayed four or more nights.

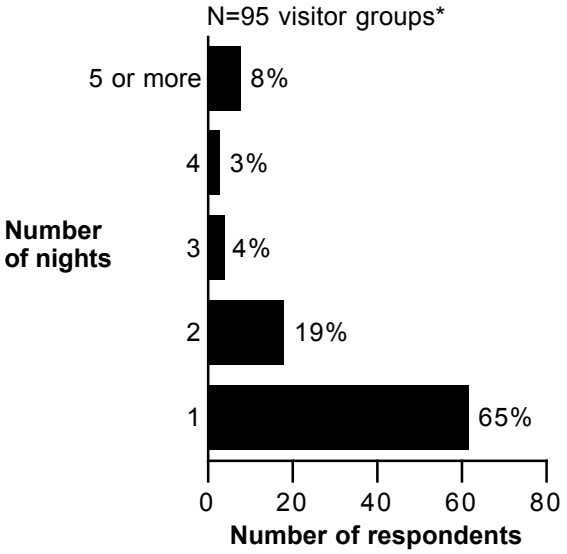


Figure 40. Number of nights spent in the area outside the park

*total percentages do not equal 100 due to rounding

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

Accommodations used in the area outside the park

Question 4c

In which type(s) of accommodations did your personal group spend the night(s) in the local area (within 75 miles of the park)?

Results

- As shown in Figure 41, among those visitor groups that stayed overnight in the area outside the park, the most common types of accommodations were:

  64% Lodge, hotel, motel, rented condo/home, or B&B
  18% RV/trailer camping

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

  Slept in car at Cherokee Trading Post

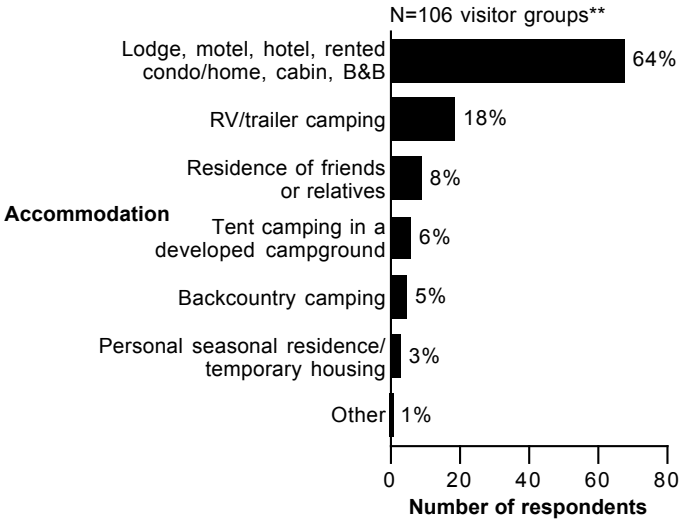


Figure 41. Accommodations used in the area outside the park within 75 miles

*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 visit

Question 8

On this visit, how much time in total did your personal group spend visiting the Washita Battlefield NHS?

Results

- 74% of visitor groups spent one or two hours visiting the park (see Figure 42).
- 26% spent three or more hours.
- The average length of visit was 2.0 hours.

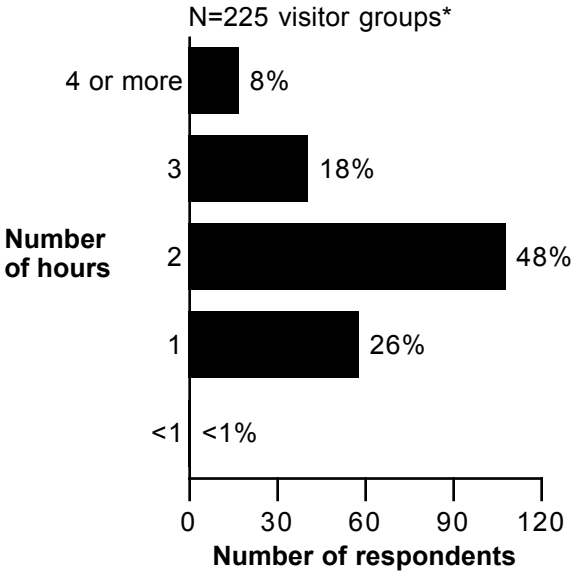


Figure 42. Number of hours spent in the park

*total percentages do not equal 100 due to rounding

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

Places visited in the local area

Question 17

On this trip to Washita Battlefield NHS, which other places in the local area did your personal group visit?

Results

- 42% of visitor groups visited other places in the local area on this visit (see Figure 43).
- As shown in Figure 44, the local places most commonly visited were:

  48% Black Kettle National Grasslands
  46% Route 66 Museum
  21% Washita National Wildlife Refuge

- "Other" local places visited (13%) were:

  Alibates Flint Quarries NM
  Cheyenne History Museum
  Croton Creek Watchable Wildlife Area
  Dead Indian Lake
  Foss State Park
  Mohawk Lodge Indian Store and Museum, Clinton, OK
  Old Fort Reno
  Restaurant
  Roger Miller Museum, Erick, OK
  Shattuck Windmills
  Shortgrass Country Museum

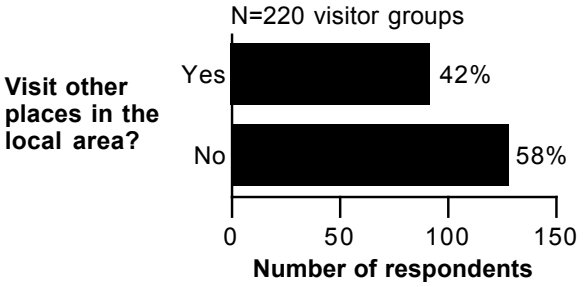


Figure 43. Visitor groups that visited other places in the local area

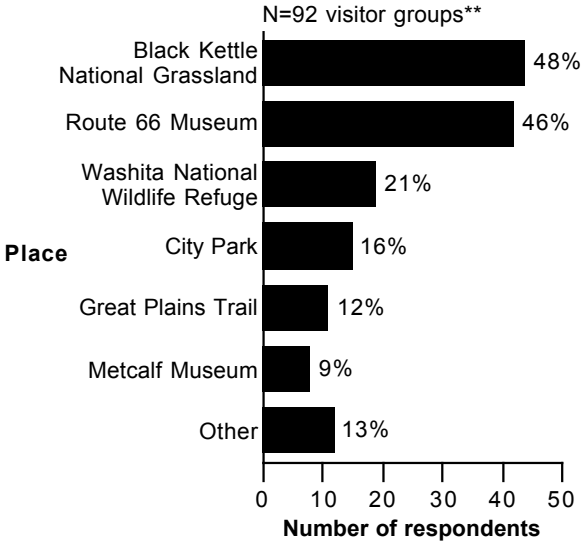


Figure 44. Local places visited

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

Order of sites visited in the park

Question 9

For this trip, please list the order (1, 2, 3, etc.) in which your personal group visited the following sites in Washita Battlefield NHS.

Results

The order in which the sites were visited is shown in

- Table 21.
- As shown in Figure 45, the park sites most commonly visited were:

  35% Visitor center
  29% Overlook

- See Table 22 for "other" sites (4%) visited.

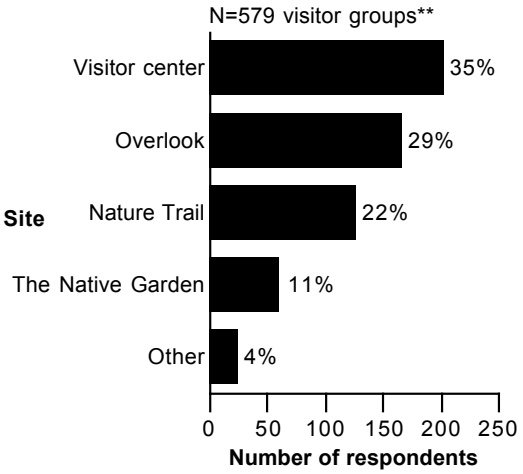


Figure 45. Sites visited in the park

Table 21. Order of sites visited
(N=number of visitor groups)

Site	N	Order visited (%)* 1st	2nd	3rd	4th	5th
Visitor center	202	91	6	2	1	0
Nature Trail (near visitor center)	126	6	63	29	2	0
Overlook	166	6	51	26	16	1
The Native Garden	61	0	11	56	33	0
Other – **CAUTION!**	24	0	25	38	17	21

Table 22. "Other" park sites visited
(N=27 comments) – **CAUTION!**

Site	Number of times mentioned
Battlefield Trail	9
Battlefield site	4
Park trail	3
Battlefield walking tour	2
Picnic area	2
Trail to Black Kettle's camp	2
Trail to Washita River	2
Other buildings	1
Parking lot	1
Walked all of site not on private land	1

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

Activities on this visit

Question 10a

On this visit, in which activities did your personal group participate within Washita Battlefield NHS?

Results

- As shown in Figure 46, the most common activities in which visitor groups participated on this visit were:

  93% View exhibits in the museum
  85% Learn history
  71% Visit visitor center (other than viewing museum exhibits)
  62% Hiking/walking

- "Other" activities (20%) are shown in Table 23.

Table 23. "Other" activities
(N=43 comments; some visitor groups made more than one comment)

Activity	Number of times mentioned
Watched film	31
See the park	4
Shopped in bookstore	3
Purchased a book	2
Talked with rangers	2
Relax in peaceful setting	1

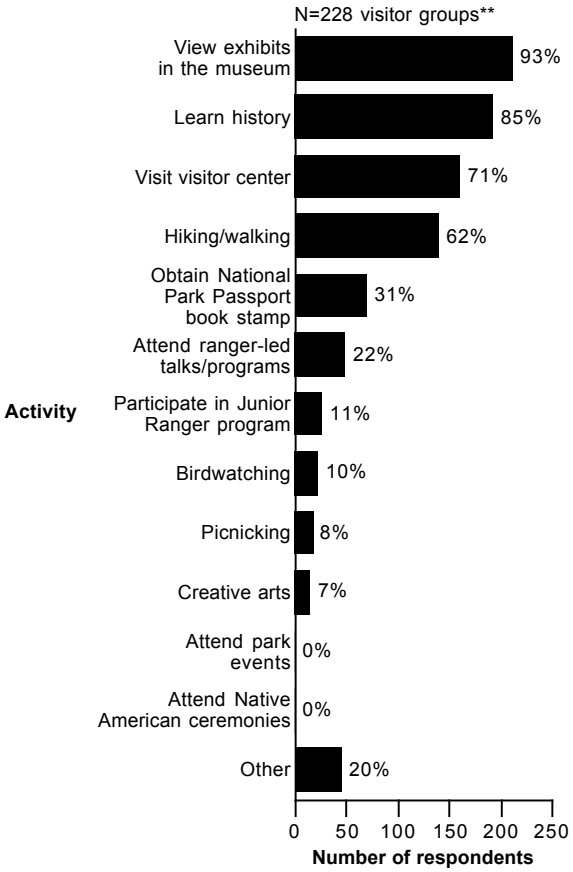


Figure 46. Activities on this visit

*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 visit

Question 10b

Which one of the above activities was the primary reason your personal group visited Washita Battlefield NHS on this visit? (Open-ended)

Results

- As shown in Figure 47, the most common activities that were the primary reason for the visiting the park were:

  59% Learn history
  13% View exhibits in the museum
  10% Obtain National Park Passport book stamp

- No "other activities (2%) that were the primary reason for visiting the park were listed.

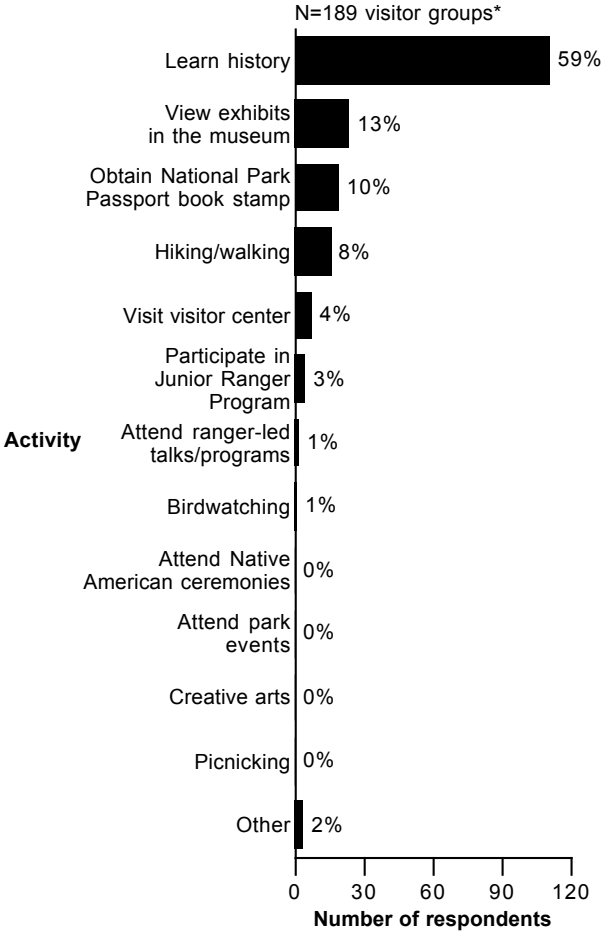


Figure 47. Activity that was primary reason for visiting the park

*total percentages do not equal 100 due to rounding

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

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

Visitor services and facilities used

Question 15a

Please indicate all the visitor services and facilities that your personal group used at Washita Battlefield NHS during this visit.

Results

- As shown in Figure 48, the most common visitor services and facilities used by visitor groups were:

  95% Visitor center (overall)
  89% Museum exhibits
  84% Assistance from park staff

- The least used service/facility was:

  4% Park newspaper

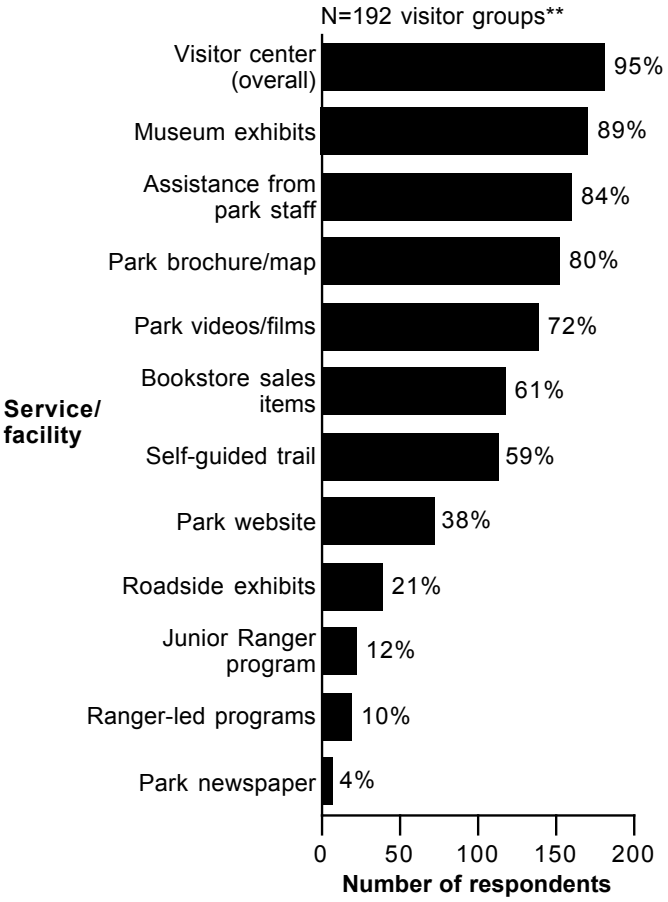


Figure 48. Visitor services and facilities used

*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 15b

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 49 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:

  95% Visitor center (overall)
  95% Park videos/films (in visitor center)
  95% Museum exhibits

- Table 24 shows the importance ratings of each service and facility.
- The service/facility receiving the highest "not at all important" rating that was rated by 30 or more visitor groups was:

  2% Bookstore sales items (selection, price, etc.)

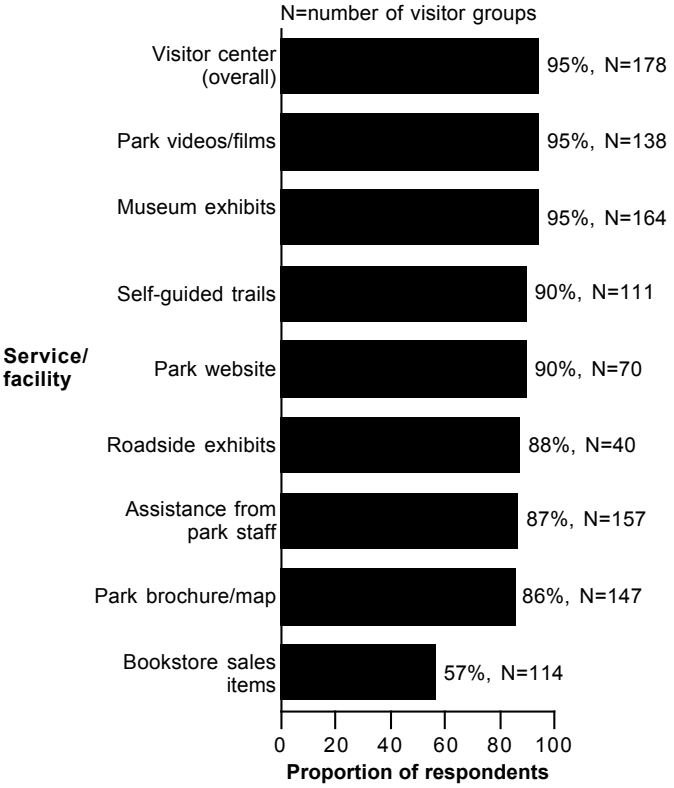


Figure 49. Combined proportions of "extremely important" and "very important" ratings of visitor services and facilities

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

Table 24. 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
Assistance from park staff	157	0	0	13	35	52
Bookstore sales items (selection, price, etc.)	114	2	11	31	36	21
Junior Ranger program – **CAUTION!**	22	0	0	14	18	68
Museum exhibits	164	0	1	4	40	55
Park brochure/map	147	1	3	10	36	50
Park newspaper – **CAUTION!**	7	14	14	14	29	29
Park website: www.nps.gov/waba	70	0	1	9	33	57
Ranger-led programs – **CAUTION!**	20	5	0	10	20	65
Roadside exhibits	40	0	3	10	48	40
Self-guided trails	111	0	2	9	41	49
Park videos/films (in visitor center)	138	0	0	4	25	70
Visitor center (overall)	178	1	0	4	23	72

*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 15c

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 50 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% Visitor center (overall)
  96% Assistance from park staff
  93% Park videos/films (in visitor center)

- Table 25 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:

  3% Roadside exhibits

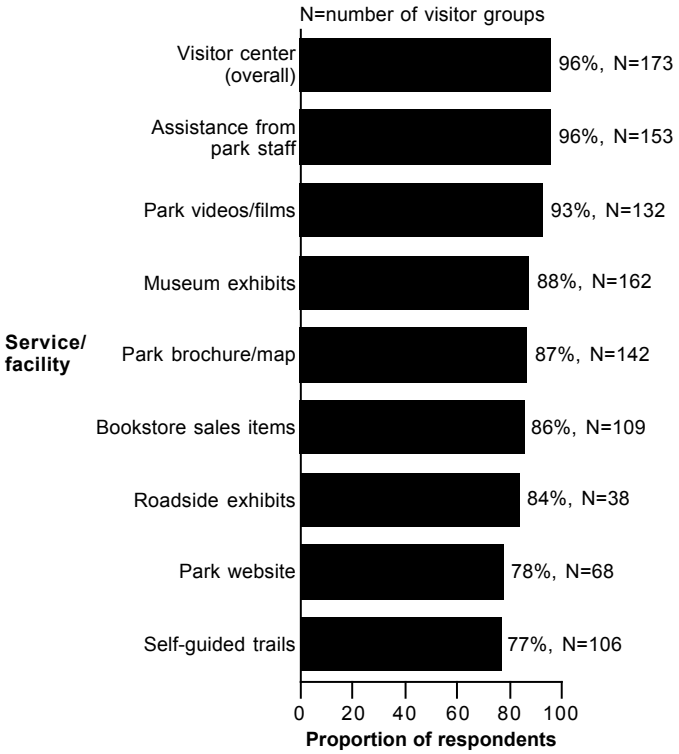


Figure 50. Combined proportions of "very good" and "good" ratings of visitor services and facilities

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

Table 25. Quality ratings of visitor services and facilities
(N=number of visitor groups)

		Rating (%)*				
Service/facility	N	Very poor	Poor	Average	Good	Very good
Assistance from park staff	153	1	0	3	20	76
Bookstore sales items (selection, price, etc.)	109	1	1	12	42	44
Junior Ranger program – **CAUTION!**	20	0	0	0	20	80
Museum exhibits	162	1	4	7	33	55
Park brochure/map	142	1	0	11	33	54
Park newspaper – **CAUTION!**	6	0	17	17	33	33
Park website: www.nps.gov/waba	68	1	1	19	40	38
Ranger-led programs – **CAUTION!**	19	0	0	11	16	74
Roadside exhibits	38	3	0	13	42	42
Self-guided trails	106	1	0	22	30	47
Park videos/films (in visitor center)	132	1	0	6	16	77
Visitor center (overall)	173	2	1	2	22	74

*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

- Figure 51 and Figure 52 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 in importance and quality.

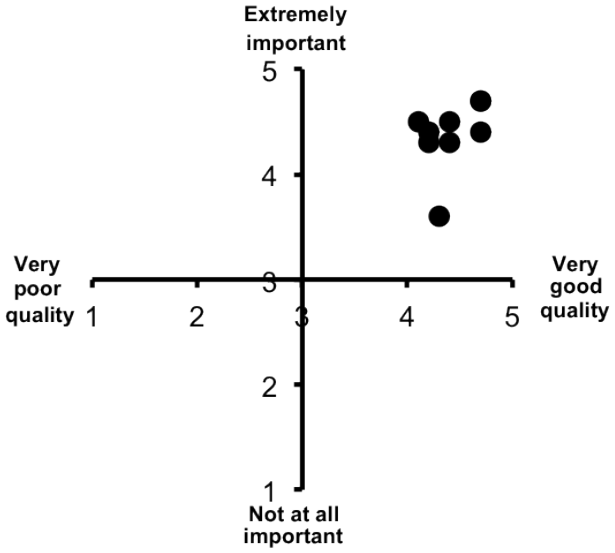


Figure 51. Mean scores of importance and quality ratings of visitor services and facilities

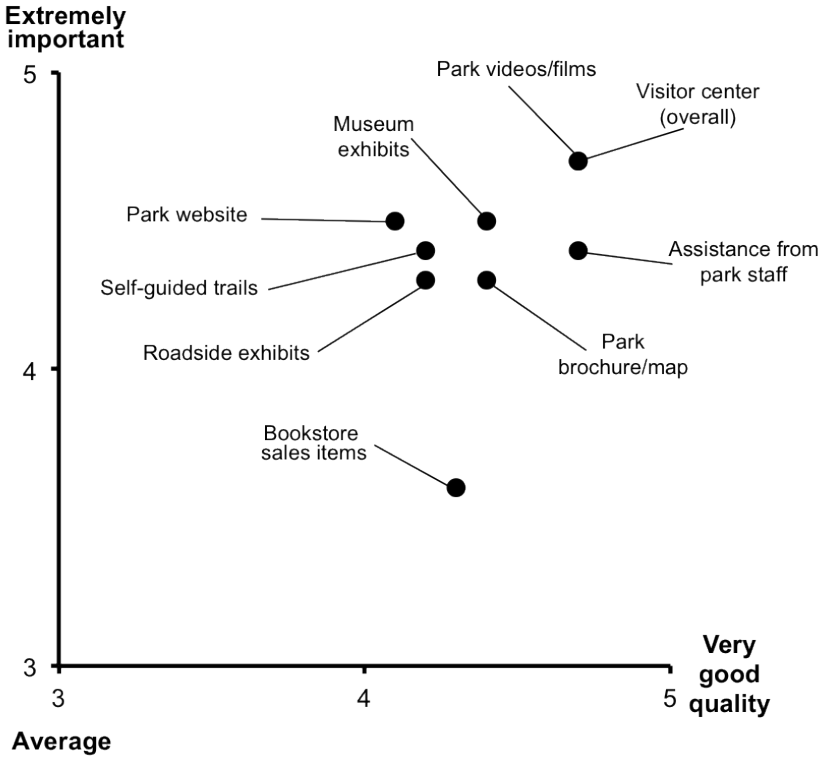


Figure 52. Detail of Figure 51

*total percentages do not equal 100 due to rounding

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

Topics learned

Question 11a

One of the purposes of Washita Battlefield NHS is to present multiple viewpoints on the impacts of the Indian Wars on both the Cheyenne and American cultures.

Please indicate all the topics that your personal group learned about via films/exhibits/ranger programs during this visit to Washita Battlefield NHS.

Results

- As shown in Figure 53, the most common topics visitor groups learned about were:

  100% Events of the Battle
  87% Natural setting where events occurred
  82% Impact of the Indian Wars on Cheyenne and Arapaho history

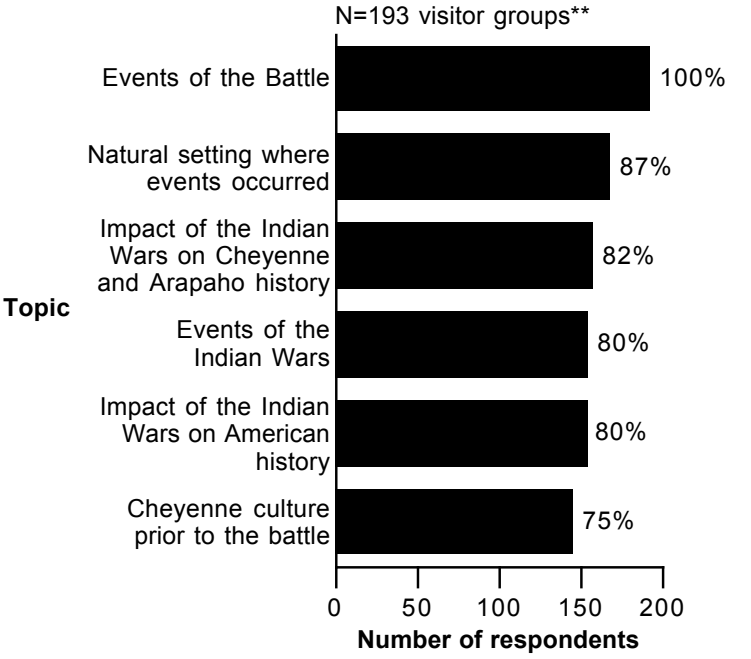


Figure 53. Topics learned

*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 topics presenting different viewpoints of the Indian Wars

Question 11b

For only those topics that your personal group learned about, please rate their importance (from 1-5) in presenting different viewpoints of the Indian Wars.

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

Results

- Figure 54 shows the combined proportions of "extremely important" and "very important" ratings of topics presenting different viewpoints of the Indian Wars that were rated by 30 or more visitor groups.

- The topics receiving the highest combined proportions of "extremely important" and "very important" ratings in presenting different viewpoints of the Indian Wars were:

  90% Events of the Battle
  82% Impact of the Indian Wars on American history
  81% Impact of the Indian Wars on Cheyenne and Arapaho history

- Table 26 shows the importance ratings of each topic presenting different viewpoints of the Indian Wars.

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

  7% Natural setting where events occurred

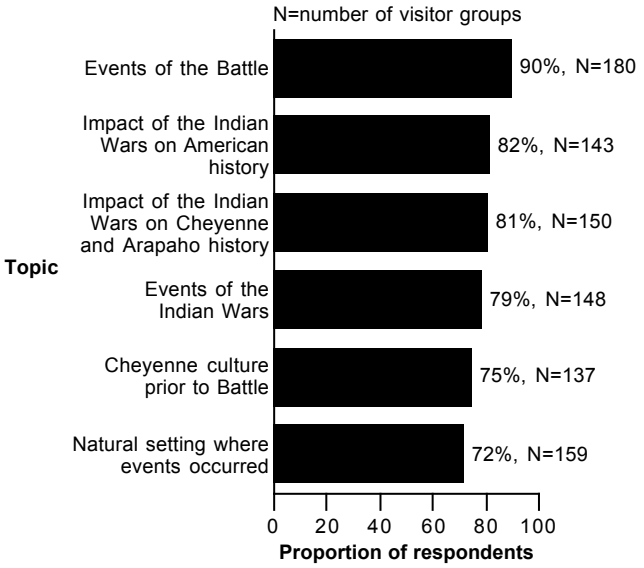


Figure 54. Combined proportions of "extremely important" and "very important" ratings of topics presenting different viewpoints of the Indian Wars

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

Table 26. Importance ratings of topics presenting different viewpoints of the Indian Wars (N=number of visitor groups)

		Rating (%)*				
Topic	N	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Events of the Battle	180	2	3	5	37	53
Cheyenne culture prior to the Battle	137	4	5	17	42	33
Events of the Indian Wars	148	3	3	15	38	41
Impact of the Indian Wars on American history	143	2	1	14	43	39
Impact of the Indian Wars on Cheyenne and Arapaho history	150	2	3	14	30	51
Natural setting where events occurred	159	7	8	13	31	41

*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 the amount of information received from topics presenting different viewpoints of the Indian Wars

Question 11c

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

1=Almost none
2=Some but not enough
3=About right
4=Too much

Results

- Table 27 shows visitor groups' ratings of the amount of information received from topics presenting different viewpoints of the Indian Wars.
- 92% of visitor groups felt the amount of information received in the *Events of the Battle* presentation was "about right."
- 83% felt the *Natural setting where events occurred* was "about right."
- 75% felt the amount of information received in the *Events of the Indian Wars* presentation was "about right."

Table 27. Ratings of the amount of information received from topics (N=number of visitor groups)

		Rating (%)*			
Topic	N	Almost none	Some but not enough	About right	Too much
Events of the Battle	165	1	7	92	1
Cheyenne culture prior to the Battle	128	5	30	65	0
Events of the Indian Wars	137	1	24	75	0
Impact of the Indian Wars on American history	135	1	29	68	1
Impact of the Indian Wars on Cheyenne and Arapaho history	138	1	33	65	1
Natural setting where events occurred	150	2	15	83	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 11d

Which stories presented at Washita Battlefield NHS need to be emphasized or strengthened? (Open-ended)

Results

- 44% visitor groups (N=100) responded to the question.
- Table 28 lists the stories presented at Washita Battlefield NHS that need to be emphasized or strengthened

Table 28. Stories presented at Washita Battlefield NHS that need to be emphasized or strengthened (N=112 comments; some visitor groups made more than one comment)

Comments	Number of times mentioned
Well-balanced story	16
Pre-battle background	10
Culture clash	7
Role of the Indian Wars in shaping US history	7
Cheyenne culture prior to the battle	6
Impact of Indian Wars on Cheyenne and Arapaho	6
Black Kettle's story	5
Events of the battle	5
Impact on American history	5
Stories from all perspectives	5
A massacre rather than a battle	4
History of the 7th Calvary	4
What happened after battle	4
Aftermath of battle: short/mid/long term consequences	3
Cheyenne culture	3
Cheyenne history	3
Details of battle strategies	3
The Cheyenne and Arapaho today	3
Ties between Cheyenne and Arapaho camps	3
Physical/cultural geography of area	2
The movie presented events very well	2
All	1
Destiny at Dawn - a must view	1
I see prayer ribbons everywhere. Who left them and why?	1
Impacts to Indians of conducting winter campaign	1
The connection with Little Bighorn	1
The role of rogue Cheyenne in contributing to the death of 'peaceful' tribe members	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 11e

What can be done to better help you make a personal connection to the story told at the park? (Open-ended)

Results

- 27% visitor groups (N=61) responded to the question.
- Table 29 lists the "other" elements that affected visitor groups' experiences.

Table 29. Improvements to enhance making a personal connection to the story (N=67 comments; some visitor groups made more than one comment)

Comments	Number of times mentioned
Additional signage on trail	6
More personal stories from tribes	6
Better access to battle site	5
Tell the whole story from both sides	5
Hire more Native Americans	4
More artifacts	4
Add audio-visual materials	3
Add information about Cheyenne people and culture	3
Additional exhibits	3
More history	3
More stories from the soldiers' point of view	3
Provide regular information about history/new perspectives	3
Spend more time there	3
Indian Wars' effect on US history	2
Maps showing battle - what happened where	2
Website links	2
Connect it to other locations to visit like Fort Supply	1
Native American "ancestry" website information	1
People reenacting bits of history	1
Physical/cultural geography of area	1
Ranger talks before Memorial Day	1
Reference to books to read about the Indian wars	1
Relate it to today's issues/events	1
See the river	1
To have an actual Indian village where the battle took place	1
Tour guides of battlefield	1

*total percentages do not equal 100 due to rounding

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

Importance of protecting park attributes, resources, and experiences

Question 13

It is the National Park Service's responsibility to protect Washita Battlefield NHS' 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 55, the highest combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes included:

  94% Historic sites and buildings
  90% Educational opportunities
  88% Clean water

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

  11% Recreational opportunities

- Table 30 shows the importance ratings of park resources and attributes.

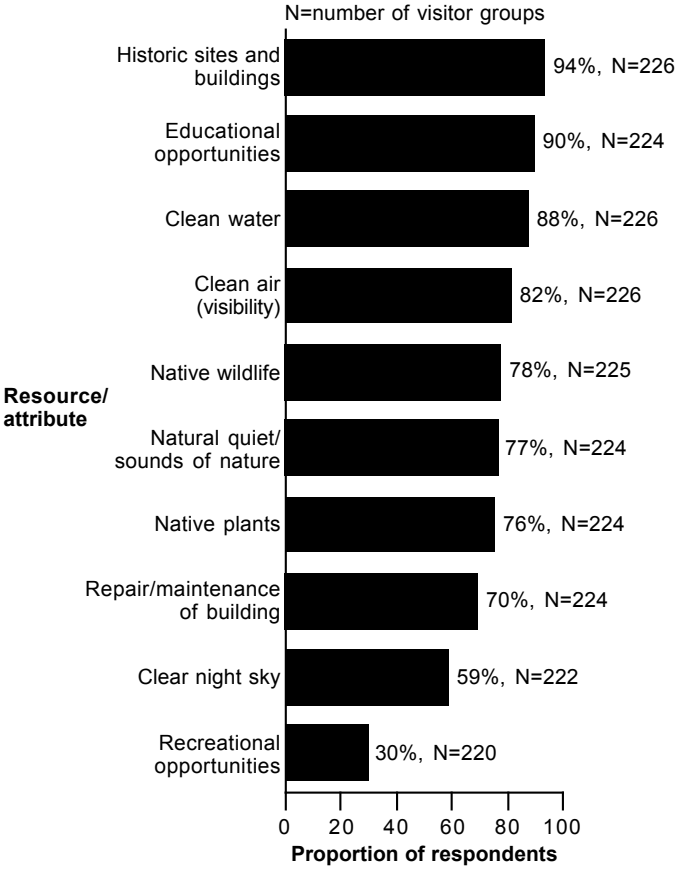


Figure 55. Combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes

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

Table 30. Visitor rating of importance of protecting park resources and attributes (N=number of visitors groups)

		Rating (%)*				
Resource/attribute	N	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	226	3	4	11	43	39
Clean water	226	2	2	8	42	46
Clear night sky	222	8	13	19	30	29
Educational opportunities	224	0	2	8	43	47
Historic sites and buildings	226	0	1	5	33	61
Native plants	224	1	4	19	32	44
Native wildlife	225	2	3	18	31	47
Natural quiet/sounds of nature	224	2	4	17	37	40
Recreational opportunities	220	11	24	35	18	12
Repair/maintenance of building	224	1	5	24	44	26

*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 19

For your personal group, please estimate expenditures for the items listed below for this visit to Washita Battlefield NHS and the surrounding area (within 75 miles of the park).

Results

- 59% of visitor groups spent $1-$200 (see Figure 56).
- 22% spent no money.
- 19% spent $201 or more.
- The average visitor group expenditure was $121.
- 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 $59.
- As shown in Figure 57, the largest proportions of total expenditures inside and outside the park were:

  27% Lodge, hotel, motel, cabin, B&B, etc.
  23% Gas and oil
  19% Restaurants and bars
  17% All other expenditures

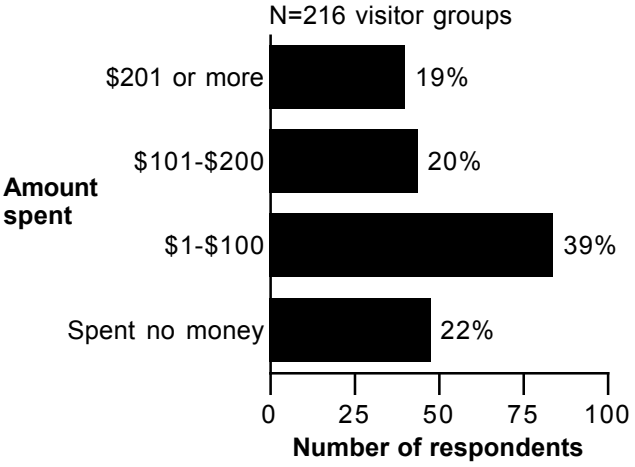


Figure 56. Total expenditures inside and outside the park

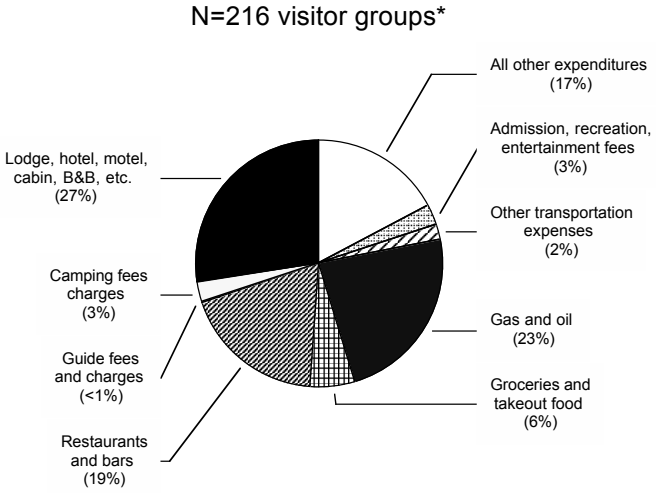


Figure 57. Proportions of total expenditures inside and outside the park

*total percentages do not equal 100 due to rounding

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

Number of adults covered by expenditures

Question 19c

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

Results

- 66% of visitor groups had two adults covered by expenditures (see Figure 58).
- 22% had one adult covered by expenditures.

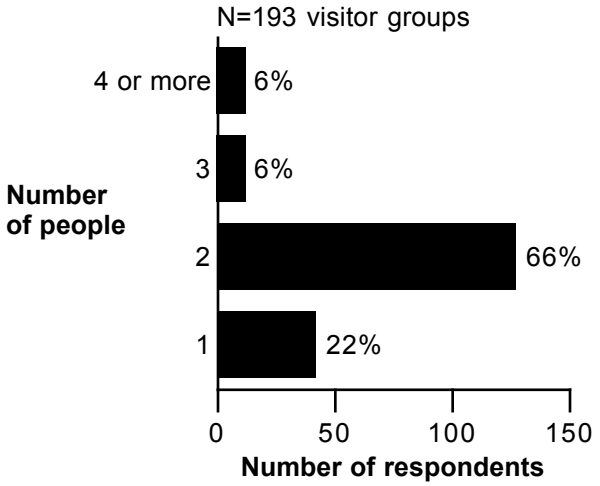


Figure 58. Number of adults covered by expenditures

Number of children covered by expenditures

Question 19c

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

Results

- 72% of visitor groups had no children covered by expenditures (see Figure 59).
- 22% had one or two children covered by expenditures.

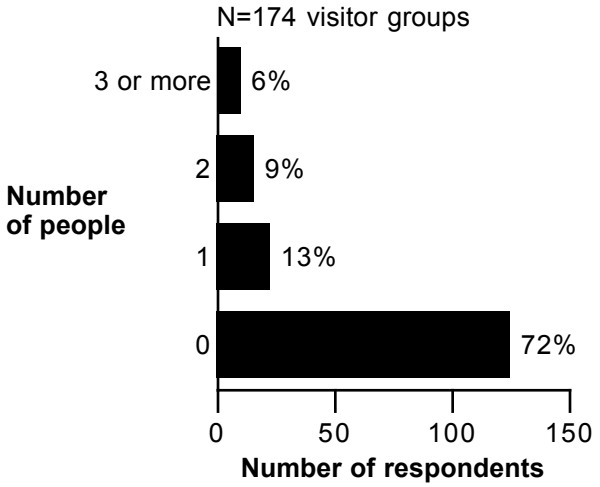


Figure 59. Number of children covered by expenditures

*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 19a

Please list your personal group's total expenditures inside Washita Battlefield NHS.

Results

- 48% of visitor groups spent $1-$50 on all other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.) inside the park (see Figure 60).
- 45% spent no money.
- The average visitor group expenditure inside the park was $17.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $5.
- The average expenditure per person (per capita) was $15.

(Note: "All other expenditures" was the only spending category inside the park.)

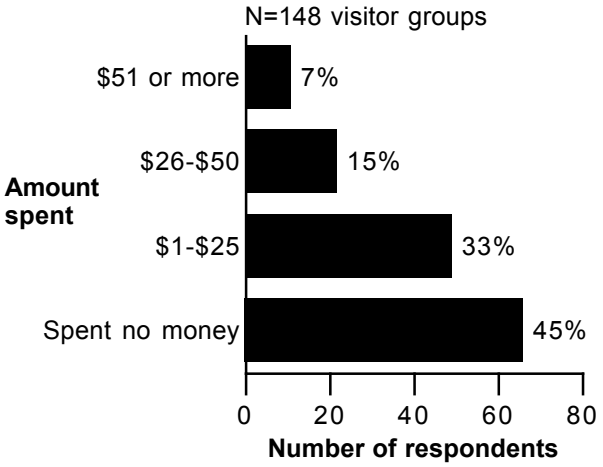


Figure 60. Expenditures inside the park

*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 19b

Please list your personal group's total expenditures in the surrounding area outside the park (within 75 miles of the park).

Results

- 60% of visitor groups spent $1-$200 (see Figure 61).
- 23% spent no money.
- 18% spent $201 or more.
- The average visitor group expenditure outside the park was $122.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $72.
- The average expenditure per person (per capita) was $69.
- As shown in Figure 62, the largest proportions of total expenditures outside the park were:

  30% Lodge, hotel, motel, cabin, B&B, etc.
  26% Gas and oil
  21% Restaurants and bars

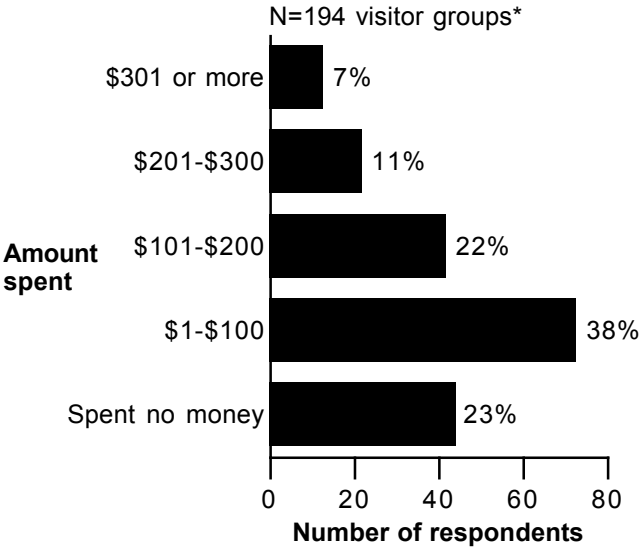


Figure 61. Total expenditures outside the park

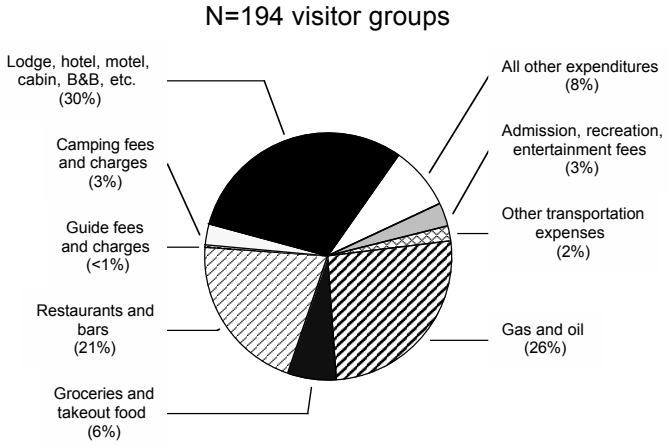


Figure 62. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

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

- 54% of visitor groups spent no money on lodging outside the park (see Figure 63).
- 45% spent $51 or more.

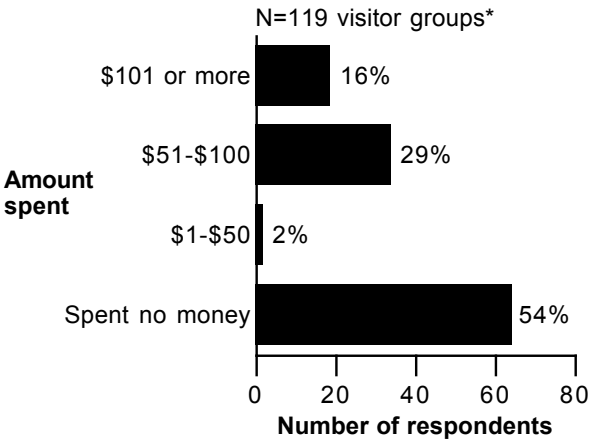


Figure 63. Expenditures for lodging outside the park

Camping fees and charges

- 80% of visitor groups spent no money on camping fees and charges outside the park (see Figure 64).
- 11% spent $1-$25.

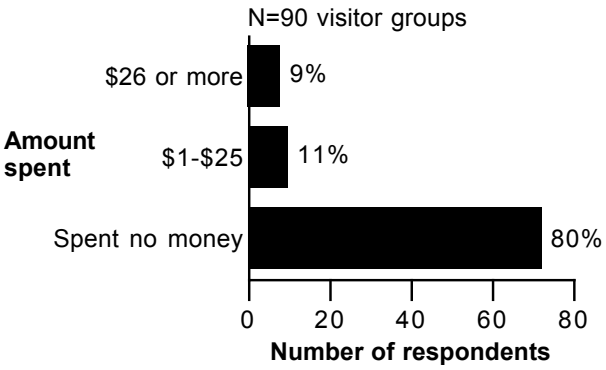


Figure 64. Expenditures for camping fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

Guide fees and charges

- 96% of visitor groups spent no money on guide fees and charges outside the park (see Figure 65).
- 4% spent $1-$25.

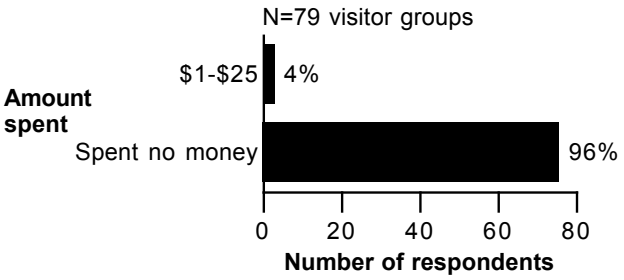


Figure 65. Expenditures for guide fees and charges outside the park

Restaurants and bars

- 48% of visitor groups spent $1-$50 on restaurants and bars outside the park (see Figure 66).
- 37% spent no money.
- 15% spent $51 or more.

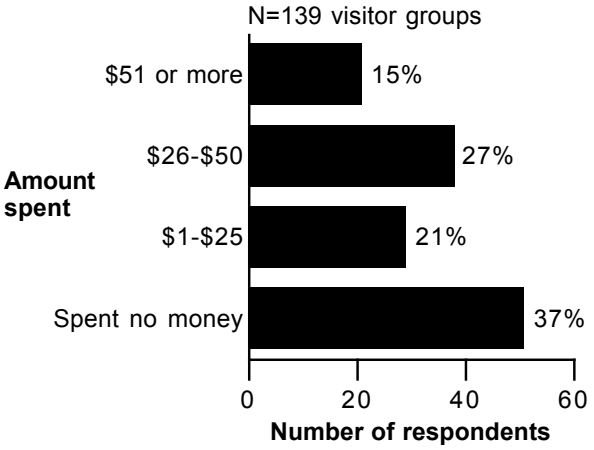


Figure 66. Expenditures for restaurants and bars outside the park

*total percentages do not equal 100 due to rounding

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

Groceries and takeout food

- 63% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 67).
- 21% spent $1-$25.

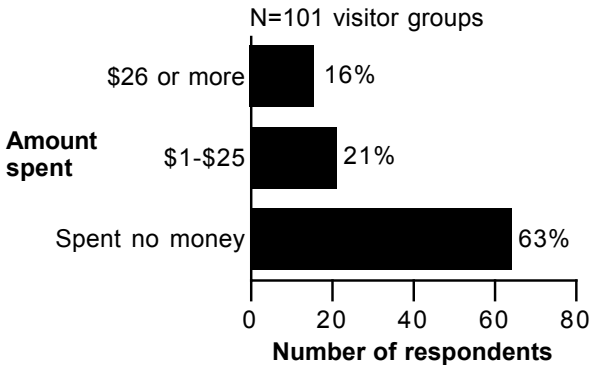


Figure 67. Expenditures for groceries and takeout food outside the park

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

- 45% of visitor groups spent $1-$50 on gas and oil outside the park (see Figure 68).
- 31% spent no money.
- 24% spent $51 or more.

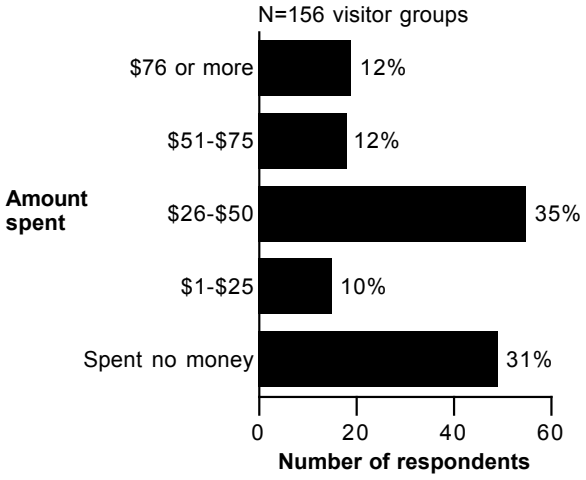


Figure 68. Expenditures for gas and oil outside the park

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

- 91% of visitor groups spent no money on other transportation outside the park (see Figure 69).
- 5% spent $1-$50.

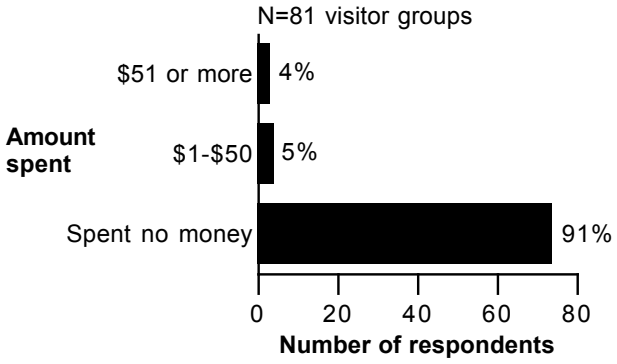


Figure 69. Expenditures for other transportation outside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, and entertainment fees

- 78% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 70).
- 17% spent $1-$25.

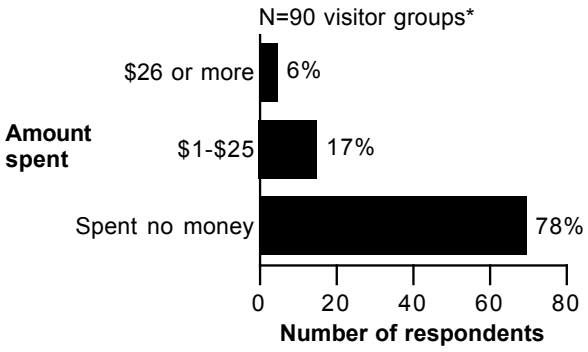


Figure 70. Expenditures for admission, recreation, and entertainment fees outside the park

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

- 52% of visitor groups spent no money on all other purchases outside the park (see Figure 71).
- 38% spent $1-$50.

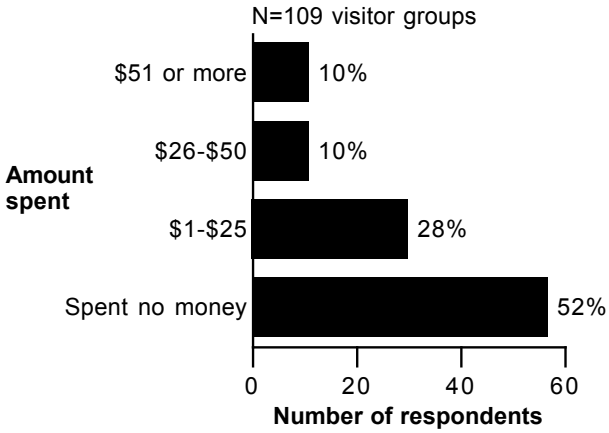


Figure 71. Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

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

Income forgone to make this trip

Question 24c

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

Results

- 9% of respondents had forgone income to make this trip (see Figure 72).
- The amount of income forgone is shown in Figure 73. Interpret results with **CAUTION!**

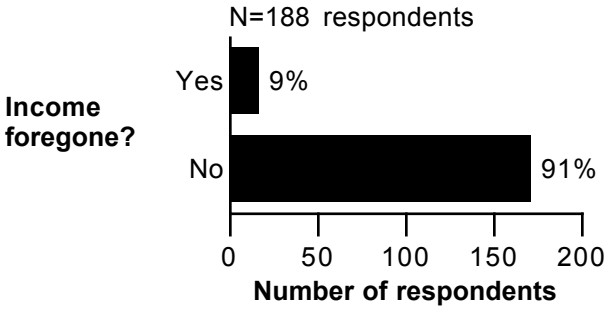


Figure 72. Respondents that had forgone income to make this trip

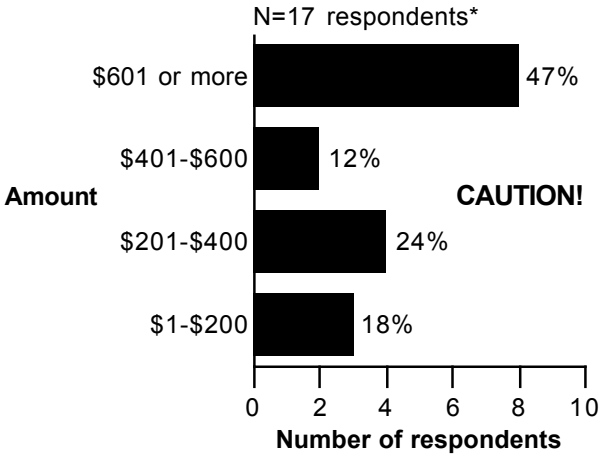


Figure 73. Income forgone to make this trip

*total percentages do not equal 100 due to rounding

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

Preferences for Future Visits

Additional services or programs for future visit

Question 12

If you were to visit Washita Battlefield NHS in the future, which other services or programs would your personal group like to have available?

Results

- 52% of visitor groups desired additional services or programs on a future visit to the park (see Figure 74).
- As shown in Figure 75, of those visitor groups that were interested in additional services or programs on a future visit, the most common services/programs were:

  59% Additional hiking trails
  39% Night sky programs
  20% Birdwatching programs

- "Other" services or programs (29%) are listed in Table 31.

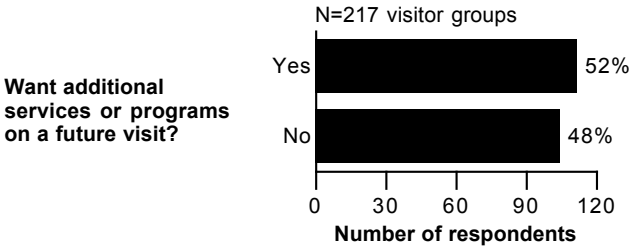


Figure 74. Visitor groups that desired additional services or programs on a future visit

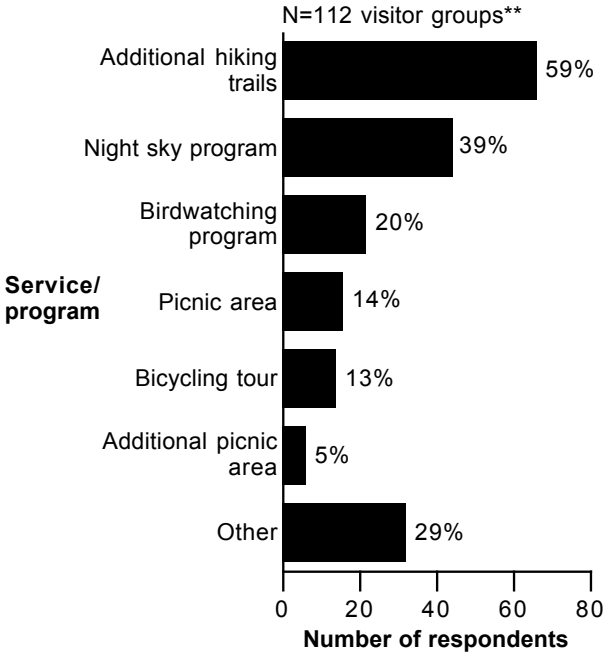


Figure 75. Additional services or programs on a future visit

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

Table 31. Additional services or programs on a future visit
(N=37 comments; some visitor groups made more than one comment)

Service/program	Number of times mentioned
More ranger-led tours/talks	8
More battle information	5
Add camping: tent and RV	3
Add signage	2
Drinks/snacks available for purchase	2
Easier access to battleground	2
More exhibits	2
Battle reenactment	1
Bird checklist available	1
Dogs on trails	1
Information on geology of area	1
List of upcoming events	1
Location of other encampments/battle areas	1
More artifacts of local significance	1
More detail Great Plains Trail	1
Native American ceremony	1
Sell DVDs of battlefield	1
Sell group tape tours for individual cost	1
Spray for ticks	1
Trails near the river	1

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

Learning about the park's cultural and natural history on a future visit

Question 18

If you were to visit Washita Battlefield NHS in the future, how would your personal group prefer to learn about the park's cultural and natural history?

Results

- 92% of visitor groups were interested in learning about the park's cultural and natural history on a future visit (see Figure 76).
- As shown in Figure 77, of those visitor groups that were interested in learning about the park, the most common methods to use were:

  78% Films, movies, videos
  72% Indoor exhibits
  64% Self-guided tour using printed materials
  64% Trailside exhibits

- "Other" methods (2%) were:

  Clearer trail signage
  Speaking with a ranger

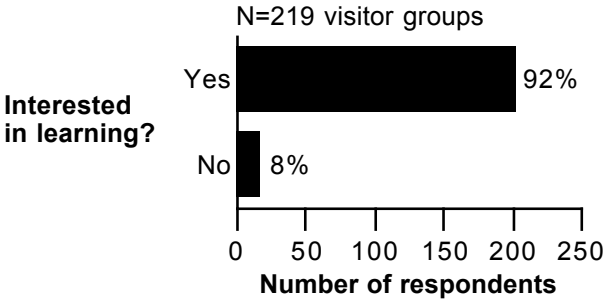


Figure 76. Visitor groups that were interested in learning about the park's cultural and natural history on a future visit

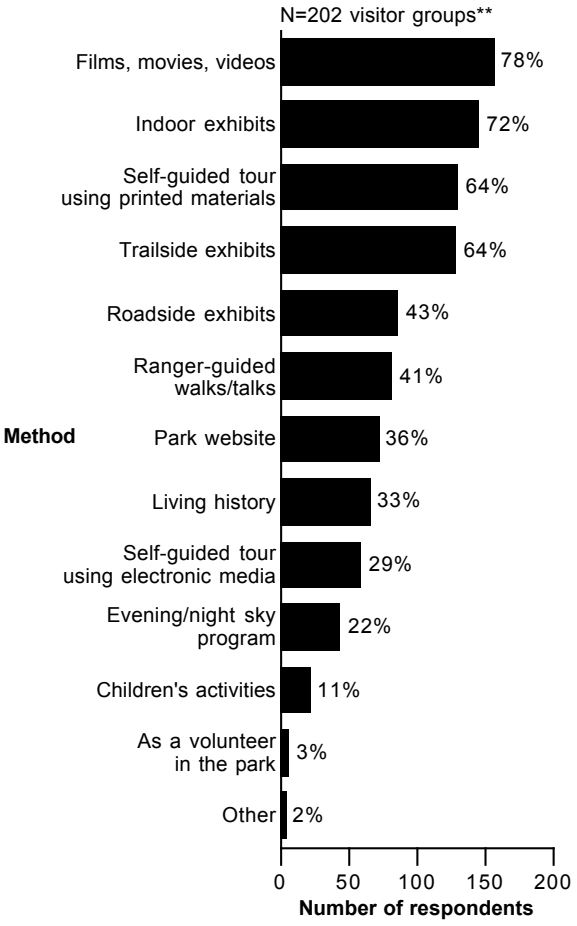


Figure 77. Methods to learn about the park's cultural and natural history on a future visit

*total percentages do not equal 100 due to rounding

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

Overall Quality

Question 16

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

Results

- 96% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as "very good" or "good" (see Figure 78).
- 1% of visitor groups rated the quality as "very poor" or "poor."

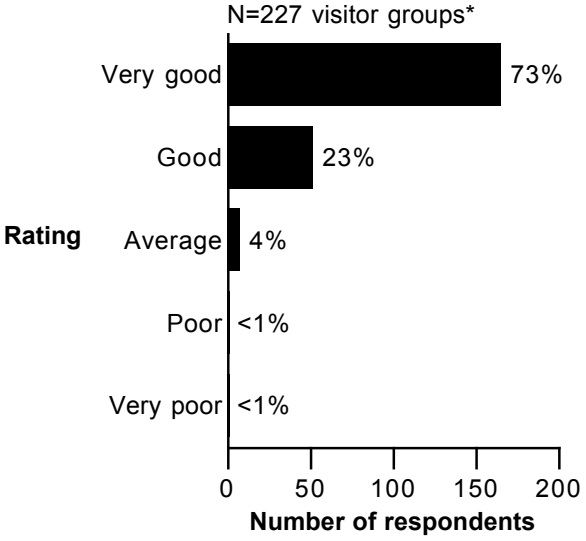


Figure 78. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comment Summaries

Additional comments

Question 26

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

Results

- 57% of visitor groups (N=131) responded to this question.
- Table 32 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 32. Additional comments
(N=230 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (15%)	
Excellent staff	35
INTERPRETIVE SERVICES (22%)	
Educational	11
Educational about US history	6
Great museum	4
Good film	3
Museum had no displays	3
Balanced presentation about battle	2
More museum exhibits	2
No service for smartphone mapping apps	2
Other comments	17
FACILITIES/MAINTENANCE (14%)	
Excellent facilities	18
Very clean	4
Trail needs better marked	2
Other comments	8
POLICY/MANAGEMENT (5%)	
Would like to visit actual sites	5
This is how history should be preserved	2
Other comments	4
RESOURCE MANAGEMENT (1%)	
Comments	3

Table 32. Additional comments (continued)

Comment	Number of times mentioned
GENERAL (43%)	
Enjoyed visit	43
Thank you	10
May/will return	9
Have visited many parks	4
Not enough time	4
Comment about survey	3
Keep up the good work	3
Made side trip to visit Washita Battlefield	2
Unplanned visit	2
Will recommend to others	2
Other comments	17

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 11d

Which stories presented at Washita Battlefield NHS need to be emphasized or strengthened? (Open-ended)

- 7th Calvary soldier's testimonies of regret for their actions
- A little more on Cheyenne pre-wars
- Adequate information given
- After effects of battles on tribes and settlers
- All
- All good
- All well laid out and presented
- Background leading up to battle
- Battle strategies
- Before/after, where did they go? Indian wars lasted 10-15 years longer?
- Black Kettle and wife
- Black Kettle's story
- Both macro and micro (leadership and participants); aftermath of battle: short/mid/long term consequences
- Cheyenne culture
- Cheyenne culture before the battle
- Cheyenne culture prior to battle
- Cheyenne culture prior to battle
- Cheyenne culture prior to the battle
- Cheyenne culture prior to the battle
- Cheyenne history
- Cheyenne history and culture
- Culture clash
- Currently a good balance
- Custer's attempt to describe it as a battle rather than a massacre
- Destiny at Dawn - a must view
- Details of the battle and additional details of actions in Southern Plains
- Emphasize the destructive nature of the US Military; this was a massacre not a battle
- Events of the battle
- Events of the battle
- Events of the battle and what happened after
- Good
- Good balance
- Great as is; very powerful
- History leading up to Washita or other massacres
- History of the Cheyenne Indians
- How Custer nearly lost the battle. His reprimand for leaving Elliot at Crash Horse.
- How Indian and settlers’ views are different

- How whites destroyed Indian culture
- I see prayer ribbons everywhere. Who left them and why?
- I would like to know more about how this military campaign proceeded after Washita
- Impact of Indian Wars on Cheyenne and Arapaho
- Impact of Indian Wars on Cheyenne and Arapaho history
- Impact of the expansion of US on Indian people
- Impact on American history
- Impact on Cheyenne and Arapaho history
- Impacts to Indians of conductive winter campaign
- Information was adequate
- It was all well done but the impact the battle had could be increased
- It was very appropriate
- It's all very sound and strong
- Just about right
- Maybe more individual stories
- Mindset of the white immigrants
- More background as to why white settlers attacked Salt creek. More information on both sides of the story.
- More current history of local Cheyenne
- More emphasis on difference between battles and massacres
- More history
- N/A
- Native American contributions to past and present day American history
- Natural settings and events of Indian War
- No mention of Indian atrocities, scalping, etc.
- No, all was about right
- None. Well balanced program.
- Other events of Indian wars, Indian culture today
- Our ranger-led talk was perfect, very knowledgeable about both sides of the battle
- Peaceful Indians
- Peaceful nature of Black Kettle
- Perhaps additional personal narratives?
- Perhaps an explanation of how Washita fit in with the other battles and wars between Indians and Europeans
- Physical/cultural geography of area
- Plains Indians culture as it related to American Indian Wars and how Plains Indians routinely raided other tribes and settlers
- Pre and post battle
- Presence of Cheyenne fighters in Black Kettle's camp
- Proximity of the other Cheyenne and Arapaho camps
- Ranger's discussion was complete to fill in background information
- Role of Black Kettle before the battle
- Role of the Indian Wars in shaping US history
- Stories from all perspectives

- That the Sand Creek massacre was ultimately the primary cause of the Indian outbreak/wars that occurred
- That this continues something a long time ago through to now
- The attack on Black Kettle, why? Was Custer given wrong information by scouts?
- The Cheyenne and Arapaho today
- The connection with Little Bighorn
- The events that lead to the battle
- The history of the 7th Calvary
- The message that we can learn from our past
- The movie presented events very well
- The persecution of the Native Americans (Indians)
- The personal accounts are very important
- The role of rogue Cheyenne in contributing to the death of 'peaceful' tribe members
- The suffering of the Indians
- The terrible manner in which white man treated the Indians
- Ties between Left Hand (Arapaho) and Black Kettle (Cheyenne)
- Video was good
- We call it a massacre
- What happened - who it affected
- What happened the Indian tribes after the battle?
- What happened to the tribes after the battle?
- Where were Black Kettle and wife buried and others? Battlefield information seemed vague
- Why George Armstrong Custer went to Indian Territory from Ft. Supply
- Would appreciate more re: surviving Native Americans

Question 11e

What can be done to better help you make a personal connection to the story told at the park? (Open-ended)

- Access to the site - actual field of battle
- Actually, I thought everything was very well done
- Add information re Cheyenne people - art, craft; have Cheyenne people present
- Additional exhibits
- Additional signage on trail
- Again all well done
- Artifacts - displays - interaction
- Better access to battle site (drive)
- Better markings at the trail
- Better signs and improving the trail
- Closer connection to actual battlefield
- Connect it to other locations to visit like Fort Supply
- Cultural film today of battlefield
- Currently a good balance
- Describe how the Indian Wars and Washita made the US what it is, and how we are with these results today
- Easier access for mobility challenged to actual battlefield site
- Emphasize how the US military takes away people's freedom
- Emphasize intense peace efforts by these chiefs
- Exhibits
- Film
- Film excellent, keep using
- Good
- Good balance
- Google for more info on the Peace maker
- Have more Indian people working there that are available
- Have native guides, if possible
- How did Custer get orders to attack?
- I am very visual, like maps, troop/Indian movements, what happened where?
- I bought a video
- I don't know
- I don't know
- I felt like I was there. Great video.
- I felt sorry for the Indians, but the military was carrying out their orders
- I need to take the time to participate in a ranger tour
- I want to come back and spend more time
- I want to see more like Black Kettle died here in the exact spot
- Improve exhibits rather than rely on strength of video, more backstory
- Include more artifacts from the battle
- Include more personal accounts on the automated phone tour
- Interpretive signs on Battlefield Trail would be nice
- It is personal to have Americans killed

- Keep in touch with those that come by email: monthly or quarterly calendar of events and articles on the history aspect of the park re: different soldiers or Native Americans involved then and now with the Washita Battle/museum. Most have come for the history. Give them monthly/quarterly history. Not a newsletter that covers too much of miscellaneous information.
- Keep us informed
- Learn how the past has shaped the future
- Maybe more stories from the soldiers' point of view
- Military forces of army
- More artifacts
- More eyewitness accounts if possible
- More history
- More information about Black Kettle
- More personal stories from tribes
- More use of audio-visual materials
- More visual displays on hiking trail to Black Kettle's village
- Native American ancestry website information
- Native American ranger from local tribe to pass down stories
- Our ranger did a great job
- Pathways marked - so sad to hear of hardships put on the Native Indians
- People reenacting bits of history
- Perhaps emphasize that this was essentially an "act of terror" by the U.S. Army
- Personal plans are to attend Sand Ridge, CO site to get start of story next summer
- Physical/cultural geography of area
- Ranger talks before Memorial Day
- Reference to books to read about the Indian wars
- Relate it to today's issues/events
- See the river
- Settlements in the area and effects
- Tell the whole story from both sides
- Tell all the truth
- The language used in the placards and some written documents showed a great deal of bitterness toward the army
- The park is very well done
- The story is traditional. Anglo side needs work.
- To have an actual Indian village where the battle took place
- Too much emphasis on Indians as peace loving
- Tour guides of battlefield
- View the battle site, listen to the wind
- We were moved
- Web site links
- Well done. Film was great.
- What you do is perfect
- Where are the Indians buried and how to show proper respect
- Women's/Medicine Woman Later's points of view
- Would like to see more artifacts

Question 26

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

- A nice surprise find because of the national park passport
- A significant site in American History that should never be forgotten
- After visiting this NHS and Little Big Horn NHS in Montana, I really looked at the Indian Wars differently
- All staff was helpful, knowledgeable and very pleasant and accommodating
- Although it was wonderful to learn the cruel facts of history, we felt the bitterness reflected in the placards was a bit excessive. Let's learn from our mistakes by our ancestors. Thank you. It was an overall wonderful visit. We particularly enjoyed the Nature Trail and historic displays (earth house, well, etc.).
- Appreciated learning about the Washita Battlefield and the National Grassland
- Are there tourism activities in Black Kettle National Grassland?
- As part of Iron Butt motorcycle challenge, we are visiting 50 National Parks in 25 states in one year - a wonderful experience
- Beautiful facilities exceeded our expectations
- Beautifully preserved locale. A haunting experience. This is how history should be preserved.
- Best job of presenting both sides of battle and putting it into historical context of any NHS park I've ever been to. Well done - should be an example for other NHS sites! Have used self-shot pictures with call in to the audio at each stop on hiking trail; great idea to repeat the store. Put on website, still would visit but better preparation to understand.
- Both my wife and I are retired, traveling in a motorhome, visiting national parks in each state
- Camping, dogs on trail, tell only the truth Black Kettle was a hostile village or Custer would have never found it. It was not Sand Creek. But P.C. is government. I will be back because I love OK and the grasslands. Keep it clean and unencumbered.
- Cell phone tour on trail was extremely useful. Very informative and convenient.
- Enjoyed it, learned a lot, very important to understand American Indian point or view
- Enjoyed it! Another eye-opener on American history
- Enjoyed our visit - will come again
- Enjoyed visit very much, couldn't stay a couple of days, pushed for time
- Enjoyed visit. Nice facility.
- Excellent staff at visitor center
- Fine desk staff. Excellent facility, should have allowed more time.
- For not knowing what we would see, it was very professional as well as educational. Enjoyed the experience.
- For whatever reason, there was nothing on display in your museum when we were there. Pretty disappointing, especially since we came all the way from Colorado.
- Friendly helpful rangers
- Great museum, rangers extremely helpful and friendly, informative movie and exhibits
- Great NHS and glad I could finally see this historic spot of land
- Great park. Visited Sand Creek NHS site the next day - the two went well together. This was on my way home from central Oklahoma (took scenic route and multiple days).
- Great site, enjoyed layout
- Great visit. We arrived about 1 hour before closing but got everything done.
- Had a great time and would return again if in the area
- Had a wonderful time

- I approve of the fact that two different agencies (Department of Agriculture in basement) and NPS were using the same building. Good use of taxpayer dollars.
- I enjoyed it immensely and thought all the facilities were great
- I enjoyed my visit. It was a great place to learn. Viewed the exhibits in the museum to learn the history of what happened here.
- I had a wonderful time and thoroughly enjoyed it. I will recommend to others to visit.
- I just found Washita Battlefield on my atlas as I was traveling I-40 and am so glad I did. It is a gem and an important part of United States history.
- I made 62 NP, NBP, NHS, NM, NR on this trip, don't ask money. Thank you for all above.
- I really enjoyed this park and its staff. I loved my visit. I learned a lot and I think my family would love it as well.
- I was expecting to see the actual battle site and the Washita River
- I was very pleased with all aspects of my visit
- I wish I had an entire day. I was rushed.
- I wish that I would have had more time. Got there late in the evening at closing time. Will plan better for our next visit. We shall return.
- It was a beautiful facility and rangers were awesome
- It was great – kids still talk about it
- It was great!
- It would be better if the trail at the battleground was marked better like the upper and lower trail. We did the upper first because we didn't know. Then we had to do it again.
- Joel was a wonderful help to our kids. Great visit.
- Keep up the good work
- Landscaping needed attention (grass not mowed)
- Learned new things
- Loved it! Thank you for everything.
- More exhibits inside and outside
- More museum exhibits
- Most impressive spotlessly clean and excellent presentation
- Much improved over our first visit in 2001. Good work.
- My children have a great time learning about the historical events that took place here. Great stuff and gift shop.
- National parks staff was excellent. Talked to us personally about park history and ensured we could locate roadside exhibits. This is the 247th national park we have visited. Excellent
- Need ranger talks
- Need to populate the exhibits
- Nice and clean (so were the bathrooms)
- No, excellent experience
- No, nice visit, very interesting
- Park rangers were excellent
- Park staff was very courteous and helpful
- Park staff was very helpful. Very good group.
- Possibly have another restaurant for lunch other than Croton Creek Ranch
- Ranger staff was especially friendly and helpful
- Re-opened our eyes to the mistreatment of American Indians compared to other nations/countries (shameful)

- Realize area around park is privately owned but wish we had access to actual battle site
- Really enjoyed our visit and the visitors center, loved the walking trail and exhibits
- Really nice site and interesting film exhibits. Wish there was access to actual river site.
- Received great data on the grasslands and enjoyed the A.C.
- Restroom facility at lookout was very dirty
- Sorry I misplaced this; thanks for the reminder
- Staff was extremely friendly; not many parks are like that
- Super staff
- Thank you
- Thank you for memorializing the peaceful Black Kettle who was tragically slain here
- The film was excellent! I felt it presented a balanced view of the battle.
- The new facility is great. Park rangers were extremely helpful.
- The park rangers were so helpful - they were extremely knowledgeable and kind
- The rangers were extremely informative and friendly. They made the visit very enjoyable. What does question 25 have to do with the park?
- The rangers were outstanding and really cared about us, and especially our grandson, in making this a most enjoyable experience. Thank you!
- The site, although a sad point in history, was very well done. Would stop by again if in the area.
- The staff was exceptional - friendly, helpful, good with kids
- The staff was great
- The staff was great
- This is too long and involved to be helpful
- Traveled to brother's home in Arkansas for a three day Buffalo River float. Took route home specifically to see Washita Battlefield.
- Trying to spread "the word" one person at a time
- Two park rangers enhanced our visit showing and telling us about Washita history
- Very clean facility
- Very clean, very professional people there. Great experience.
- Very enjoyable and informative visit. Thanks.
- Very enjoyable day, learned a lot, thank you
- Very good museum and overlook. Will visit again to do the trails.
- Very helpful rangers
- Very informative - enjoyed very much
- Very interesting and well-presented
- Very little for the trip compared to the Little Bighorn site. I would close it.
- Very nice
- Very nice and clean visitor center. However, many of the exhibits/displays were empty when I visited. Since the indoor exhibit is small to start with it is important to have all displays ready to go.
- Very nice
- Visited June 14, 2013. Too hot to walk the 1.5 mile trail. Would like to return to do that. Thanks for being there.
- WABA NHS is a wonderfully operated NPS site. I enjoyed my experience with the help of the employees.
- We all got a different perspective on these events
- We enjoyed it very much and plan to visit Fort Supply on way home
- We had a great time on this unplanned visit. The staff was great and very friendly. Thank you.

- We had the pleasure of being hosted and educated by Joel Shockely and another ranger (sorry, forgot his name). They were wonderful! Thank you.
- We have visited 280+ sites in the NPS. We really appreciate the Department of the Interior.
- We liked the quietness of the area. It was wonderful. Thanks.
- We loved our visit. The rangers were very helpful and kind. Thank you.
- We planned to stay overnight an Amarillo and had time to visit this battlefield
- We really enjoyed our visit
- We really enjoyed out visit. Will come back in the future.
- We were so excited for this museum after research - Internet - such a let down. Drove out of our way to visit - not worth it. Dad talked about museum for 6 months - so sad it was all moved to Oklahoma City - don't understand - left feeling very let down. Staff is great however.
- We were very disappointed that Custer's granite marker had been defaced
- We were very pleasantly surprised by an unplanned detour
- Well done. We need Honey Springs (1863) in the East of Oklahoma as well.
- Well done. We enjoyed it.
- What is the length of the upper and lower parts of the park? Where do they lead?
- Will go back
- Wonderful park, great staff
- Would like to see exact spots. More artifacts, maybe a spoken tour.
- You are doing a great job. Thank you.
- You guys were amazing. Medicine Woman Later became very close to me during history fair. My performance became third in the state of Florida because of you. Thank you so much.
- You need to provide more literature on the Oklahoma land rush
- You need to redo this survey. Make it simple, don't use "member of your personal group."
- Your site is small and well off the beaten path - not a tourist route - so stress importance and tie-ins to other events to pull more people in. Sort of a Great Plains "Trail of Tears" for the Native Peoples. I asked for deeper insight and possible tie-in to further "Custer" History and was directed to a particular male ranger. Identified as expert on subject and we had a great conversation for about 45 minutes on the history and consequences of the battle. He should give a talk with a Q&A. Talk should be historical - as accurate "historically" as possible and not politically correct. Things happened after the battle that helped shape the mindset for future events. All events are part of the history. Learn history and see the actual geography of the area where things happened. Seeing what a place really looked like helps one to understand how and why things happened during the event.

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:

Visitor Services Project
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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, group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary reason for being in the area, and respondent's place of residence were five variables that were used to check for non-response bias.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If the p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Chi-square tests were used to detect the difference in the group types, whether the park is the primary reason for being in the area, and respondent's place of residence. The hypotheses were there would be no significant difference between respondents and non-respondents in terms of whom they travelled with, why they were in the area, or where they came from. If the p-value is greater than 0.05, the differences are judged to be insignificant.

The hypotheses for checking non-response bias are: Respondents and non-respondents are not significantly difference in terms of:

1. Average age
2. Number of people they were travelling with in a personal group
3. Type of group which they were travelling with
4. Primary reason for travelling to the area
5. Proximity from home to the park

As shown in Tables 2-5, respondents and non-respondents were not significantly different in terms of group size, and distance from home to the park. The p-values for all other variables are less than 0.05, indicating significant difference between respondents and non-respondents. There are potential non-response biases that would affect the survey results. Visitors who were younger than 50 years old at the time of the survey, who travelled in with friends, and who visited the park as one of the several destinations were underrepresented in the survey results. The results, especially demographic information should be interpreted with caution.

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