



Grant-Kohrs Ranch National Historic Site Visitor Study

Summer 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/801



ON THE COVER

Ranch view

Photograph courtesy of Grant-Kohrs Ranch National Historic Site

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Natural Resource Report NPS/NRSS/EQD/NRR—2014/801

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Executive Summary

This visitor study report profiles a systematic random sample of Grant-Kohrs Ranch National Historic Site (NHS) visitors during July 9 - August 8, 2013. A total of 350 questionnaires were distributed to visitor groups. Of those, 283 questionnaires were returned, resulting in an 80.9% response rate.

Group size and type	Forty-seven percent of visitor groups consisted of two people and 31% were in groups of three or four. Seventy-eight percent of visitor groups consisted of family groups.
State or country of residence	United States visitors were from 44 states and Washington, DC and comprised 91% of total visitation during the survey period, with 26% from Montana. Nine percent of visitor groups were residents of the area (within 50 miles of the park). International visitors were from 12 countries and comprised 9% of total visitation during the survey period with 21% from Germany, 18% from Canada, and 18% from France.
Frequency of visits	For 80% of visitors, this was their first visit, while 13% had visited two or three times.
Age and income level	Forty-one percent of visitors were ages 56-75 years, 20% were 15 years or younger, and 18% were 41-55 years old. Twenty percent of respondents reported an income level of \$50,000-\$74,999.
Information sources	Most visitor groups (89%) obtained information about the park prior to their visit most often through the Grant-Kohrs Ranch NHS website (42%), friends/relatives/word of mouth (30%), and maps/brochures (29%). Most visitor groups (93%) received the information they needed. Sixty-five percent of visitor groups prefer to use the Grant-Kohrs Ranch NHS website to obtain information for a future visit.
Park as destination	During the on-site interview, 67% of visitor groups said the park was one of several destinations and for 27%, the park was their primary destination.
Primary reason for visiting the area	For 26% of visitor groups, visiting the park was the primary reason nonresident group members visited the area.
Transportation	Fifty-one percent of nonresident visitor groups used a car to travel most of the distance from their home to the park area (within 50 miles of the park), and 23% used a SUV/truck/van. Ninety-two percent of visitor groups used one vehicle to arrive at the park.
Overnight stays	Fifty-one percent of visitor groups stayed overnight in the area within 50 miles of the park, of which 77% stayed one or two nights. Forty-eight percent of visitor groups stayed in a lodge, motel, rented condo/home, cabin, or B&B, while 35% were RV camping in a developed campground.
Length of visit	Seventy-seven percent of visitor groups spent two to three hours in the park. The average length of stay was 2.4 hours.
Sites visited	The most common sites visited in the park were Visitor Center (92%), Bunkhouse row (86%), and Ranch house (82%).

Executive Summary (continued)

Activities on this visit	The most common activities were learning about the history of the site (88%), viewing exhibits (87%), and attending ranger-led talks/programs (77%).
Primary purpose of park	The primary purpose of Grant-Kohrs Ranch NHS that most visitor groups selected was to provide understanding of the open range era of the nation's history (68%).
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were visitor center overall (87%), assistance from park staff (77%), and restrooms (73%).
Protecting park resources and attributes	The highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included historic buildings and resources (96%), clean water (93%), educational opportunities (91%), and ranger-led programs (89%).
Expenditures	The average visitor group expenditure (inside and outside the park within 50 miles of the park) was \$208. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$75. The average total expenditure per person (per capita) was \$67. Fourteen percent of respondents had forgone income to make this trip.
Overall quality	Most visitor groups (97%) rated the overall quality of facilities, services, and recreational opportunities at Grant-Kohrs Ranch NHS as “very good” or “good.” Less than 1% 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 Cynthia Jette and Marc Manni for compiling the report, Pixie Siebe for overseeing the fieldwork, Julie Croglio and the staff and volunteers of Grant-Kohrs Ranch NHS for assisting with the survey, and Matthew Strawn and Brian Quigley for data processing.

About the Authors

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Introduction

This report describes the results of a visitor study at Grant-Kohrs Ranch NHS in Deer Lodge, Montana, conducted July 9 - August 8, 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 Grant-Kohrs Ranch NHS, "Wide open spaces, the hard-working cowboy, his spirited cow pony, and vast herds of cattle are among the strongest symbols of the American West. Once the headquarters of a 10 million acre cattle empire, Grant-Kohrs Ranch National Historic Site preserves these symbols and commemorates the role of cattlemen in American history." (retrieved January 2014, www.nps.gov/grko).

Organization of the Report

This report is organized into three sections.

Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results

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

Section 3: Appendices

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

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

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

Presentation of the Results

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

Key

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

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

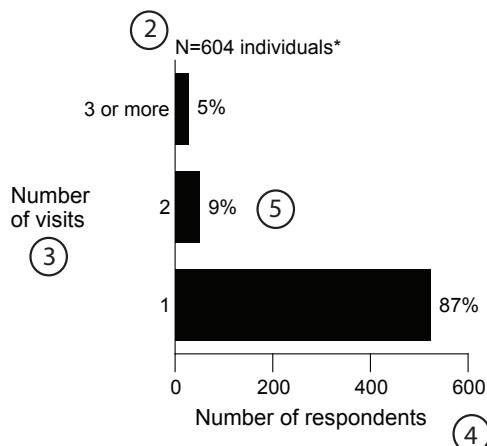
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

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

5. In most graphs, percentages provide additional information.

Example 1



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

Methods

Survey Design and Procedures

Sample size and sampling plan

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

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at the visitor center during July 9 - August 8, 2013. Visitors were surveyed between the hours of 9 a.m. and 5:30 p.m. During this survey, 373 visitor groups were contacted and 350 of these groups (93.8%) 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 283 respondents, resulting in an 80.9% response rate for this study. (The average response rate for the 280 VSP visitor studies is 71.6%.)

Questionnaire design

The Grant-Kohrs Ranch 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 Grant-Kohrs Ranch 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 Grant-Kohrs Ranch 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 two rounds of replacement mailings.

Table 1. Follow-up mailing distribution

Round 1 (July 9 - 15)	Date mailed	U.S.	International	Total
Postcards	July 30, 2013	120	13	133
1 st replacement	August 12, 2013	52	4	56
2 nd replacement	September 4, 2013	42	0	42
Round 2 (July 16 - August 8)	Date mailed	U.S.	International	Total
Postcards	August 23, 2013	194	16	210
1 st replacement	September 10, 2013	86	6	92
2 nd replacement	September 27, 2013	79	0	79

Data analysis

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

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

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of July 9 - August 8, 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 mostly sunny and warm mixed with cool, sunny days at the end of the survey.

There were four special events in the park that occurred during the time of the survey. These events may have affected the type and amount of visitation to the park.

July 27 - Branding Event
July 28 - Haying with Horses
Aug. 3 - Haying with Horses
Aug. 8 - Haying with Horses

The Volkswagen Thing Rally in Butte, MT on July 17 might 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 proximity from participant's homes to the Deer Lodge MT. Respondents and non-respondents were not significantly different except for respondent age (see Table 2 - Table 5). Respondents at younger age ranges (especially 50 and younger) 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)	55.82 (N=283)	49.79 (N=67)	0.008
Group size	3.12 (N=270)	3.30 (N=66)	0.533

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

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	23 (9%)	6 (9%)	0.662
Family	211 (78%)	53 (80%)	
Friends	24 (9%)	3 (5%)	
Family and friends	12 (4%)	4 (6%)	

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

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	75 (27%)	18 (28%)	0.302
Park as one of several destinations	191 (69%)	40 (63%)	
Unplanned visit	13 (5%)	6 (9%)	

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

Destination	Respondents	Non-respondents	p-value (chi-square)
200 miles or less	50 (18%)	18 (27%)	0.239
201 miles or more	202 (73%)	43 (65%)	
International visitors	25 (9%)	5 (8%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 24b

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

Results

- 47% of visitor groups consisted of two people (see Figure 1).
- 31% were in groups of three or four.
- 16% were in groups of five or more.

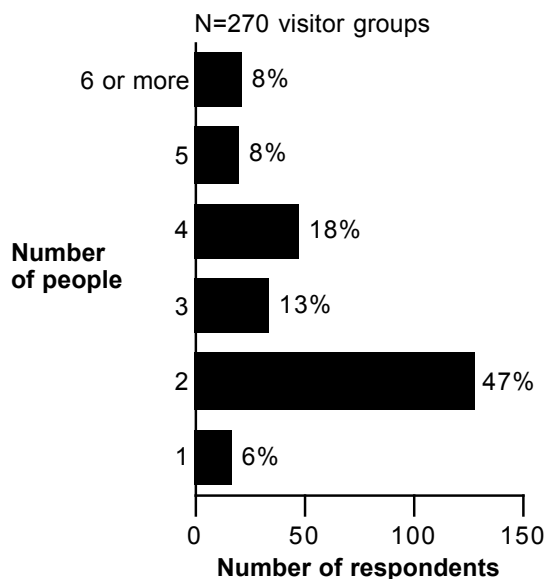


Figure 1. Visitor group size

Visitor group type

Question 24a

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

Results

- 78% of visitor groups consisted of family groups (see Figure 2).
- 9% were with friends.
- 9% were alone.
- 9% were alone.

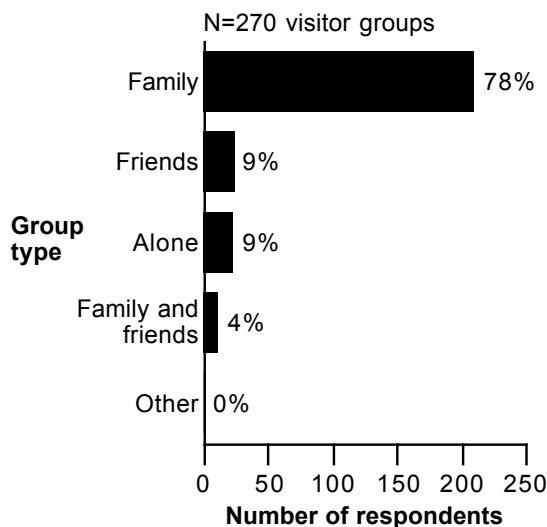


Figure 2. Visitor group type

*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 23a

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).

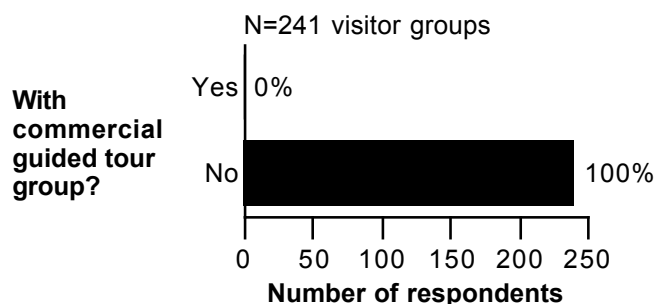


Figure 3. Visitors with a commercial guided tour group

Question 23b

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

Results

- 3% of visitor groups were with a school/educational group (see Figure 4).

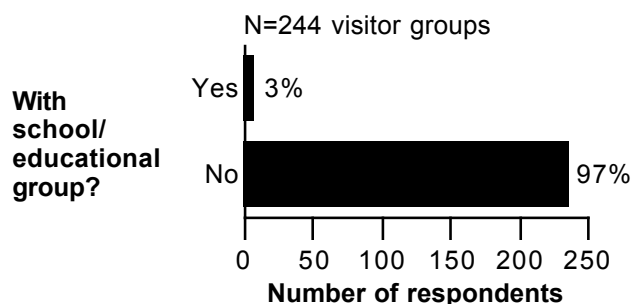


Figure 4. Visitors with a school/educational group

Question 23c

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

Results

- 4% of visitor groups were with an "other" organized group (see Figure 5).

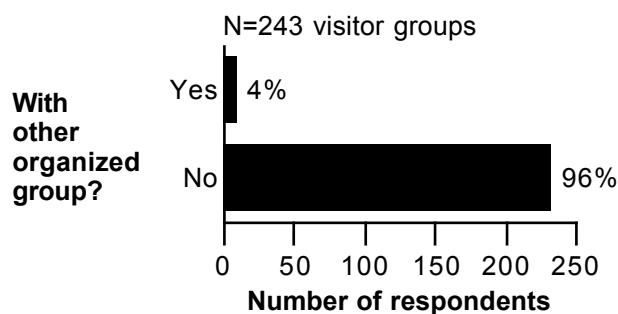


Figure 5. Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

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

Question 23d

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

Results – Interpret with CAUTION!

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

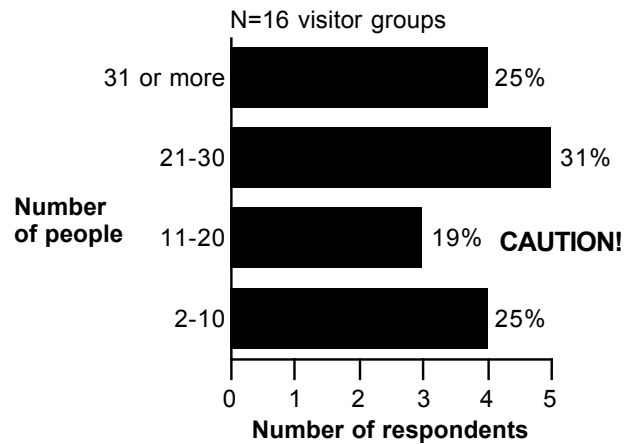


Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

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

United States visitors by state of residence**Question 22b**

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 44 states and Washington, DC and comprised 91% of total visitation to the park during the survey period.
- 26% of U.S. visitors came from Montana (see Table 6 and Figure 7).
- 11% came from Washington.
- 5% were from California and 5% were from Idaho.
- Smaller proportions came from 28 other states and Washington, DC.

Table 6. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=724 individuals	Percent of total visitors N=797 individuals
Montana	189	26	24
Washington	80	11	10
California	37	5	5
Idaho	36	5	5
Illinois	31	4	4
Oregon	26	4	3
Florida	25	3	3
Colorado	24	3	3
Texas	24	3	3
Arizona	23	3	3
Utah	21	3	3
Minnesota	20	3	3
Michigan	17	2	2
Ohio	17	2	2
Virginia	14	2	2
New York	12	2	2
28 other states and Washington, DC	128	18	16

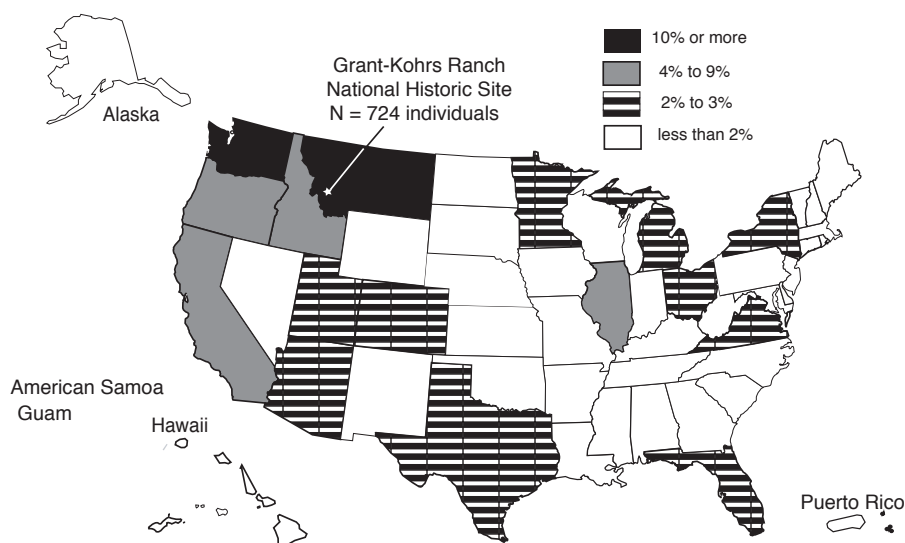


Figure 7. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

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

Visitors from Montana and adjacent states by county of residence

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

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

Results

- Visitors from Montana and adjacent states were from 32 counties and comprised 33% of the total U.S. visitation to the park during the survey period.
- 13% came from Deer Lodge County, MT (see Table 7).
- 11% came from Silver Bow County, MT.
- 10% came from Powell County, MT.
- Small proportions of visitors came from 29 other counties in Montana and adjacent states.

County, State	Number of visitors N=236 individuals	Percent*
Deer Lodge, MT	30	13
Silver Bow, MT	25	11
Powell, MT	23	10
Lewis and Clark, MT	22	9
Missoula, MT	21	9
Jefferson, MT	16	7
Flathead, MT	13	6
Ada, ID	12	5
Ravalli, MT	12	5
Park, MT	7	3
Elmore, ID	5	2
Kootenai, ID	5	2
Lake, MT	5	2
Sheridan, WY	5	2
Cascade, MT	4	2
Latah, ID	4	2
16 other counties and adjacent states	27	11

Residents of the area

Question 3a

Was every member in your personal group a resident of the Grant-Kohrs Ranch NHS (within 50 miles of the park)?

Results

- For 9% of visitor groups, all members were area residents (see Figure 8).

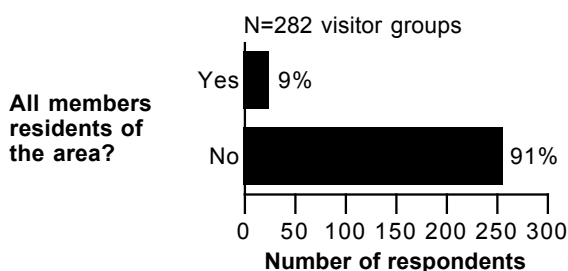


Figure 8. Visitor groups that were comprised of area residents only

*total percentages do not equal 100 due to rounding

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

International visitors by country of residence**Question 22b**

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

- International visitors were from 11 countries and comprised 9% of total visitation to the park during the survey period.
- 21% of international visitors came from (see Table 8).
- 18% came from Canada.
- 18% came from France.
- Smaller proportions of international visitors came from 8 other countries.

Table 8. International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=73 individuals*	Percent of total visitors N=797 individuals
Germany	15	21	2
Canada	13	18	2
France	13	18	2
Belgium	9	12	1
Austria	8	11	1
Netherlands	5	7	1
Australia	4	5	1
Norway	2	3	<1
Russia	2	3	<1
Amsterdam	1	1	<1
Israel	1	1	<1
Switzerland	1	1	<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 in lifetime**Question 22c**

For your personal group on this visit, how many times has each member visited Grant-Kohrs Ranch NHS in their lifetime (including this visit)?

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

Results

- 80% of visitors were visiting the park for the first time (see Figure 9).
- 13% visited two or three times.

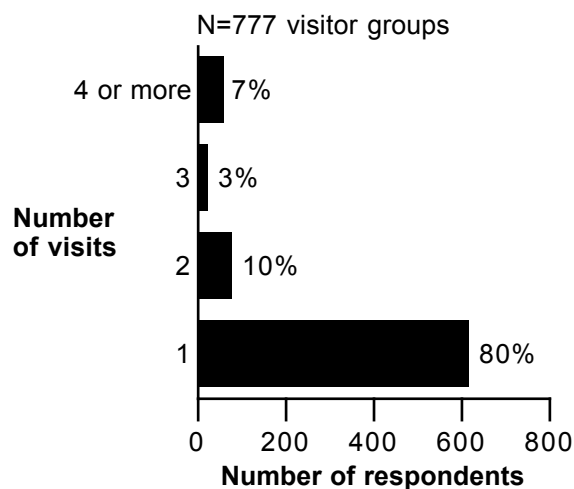


Figure 9. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

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

Visitor age

Question 22a

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 84 years.
- 41% of visitors were 56 to 75 years old (see Figure 10).
- 20% were 15 years or younger.
- 18% were 41 to 55 years.

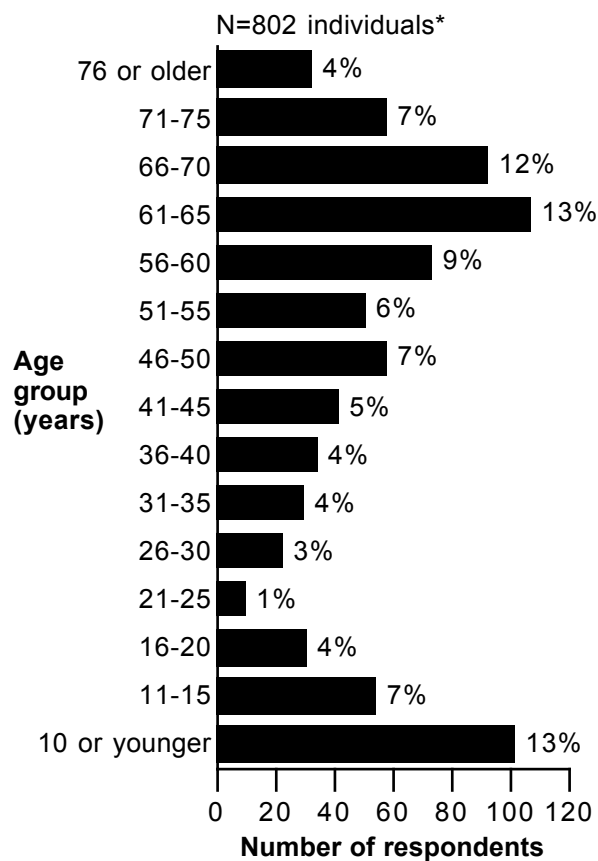


Figure 10. Visitor age

*total percentages do not equal 100 due to rounding

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

Respondent household income

Question 25a

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

Results

- 20% of respondents reported a household income of \$50,000-\$74,999 (see Figure 11).
- 17% had an income of \$75,000-\$99,999.
- 16% had an income of \$100,000-\$149,999.

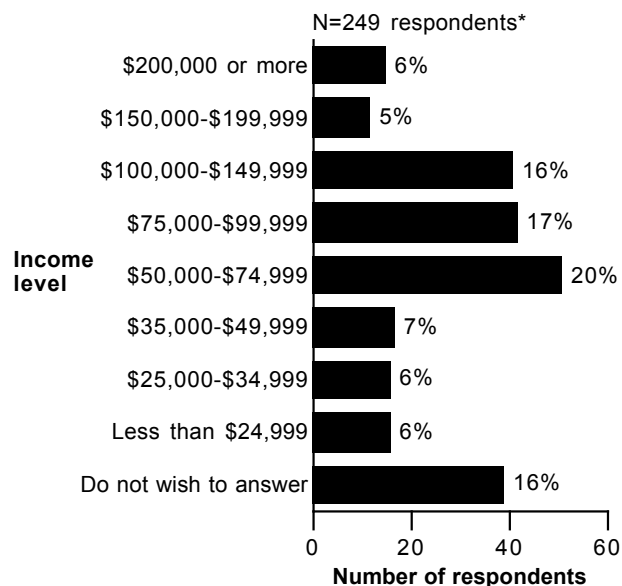


Figure 11. Respondent household income

Respondent household size

Question 25b

How many people are in your household?

Results

- 60% of respondents had two people in their household (see Figure 12).
- 32% had three or more people.

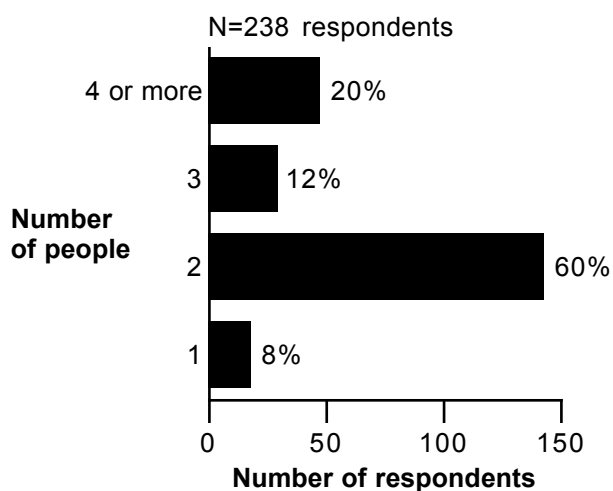


Figure 12. Respondent household size

*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 Grant-Kohrs Ranch NHS?

Results

- 89% of visitor groups obtained information about Grant-Kohrs Ranch NHS prior to their visit (see Figure 13).
- As shown in Figure 14, among those visitor groups that obtained information about Grant-Kohrs Ranch NHS prior to their visit, the most used sources were:

42% Grant-Kohrs Ranch NHS website
30% Friends/relatives/word of mouth
29% Maps/brochures

- “Other” sources (16%) were:

Books
Drove by
Highway signs
Inquiry by visit
Internet
Montana: A History of Two Centuries – M. Malone
Museums
National Geographic book on national parks
National Park Passport book
Summer children’s program

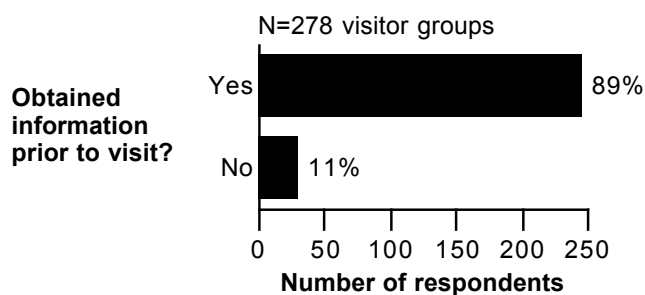


Figure 13. Visitor groups that obtained information prior to visit

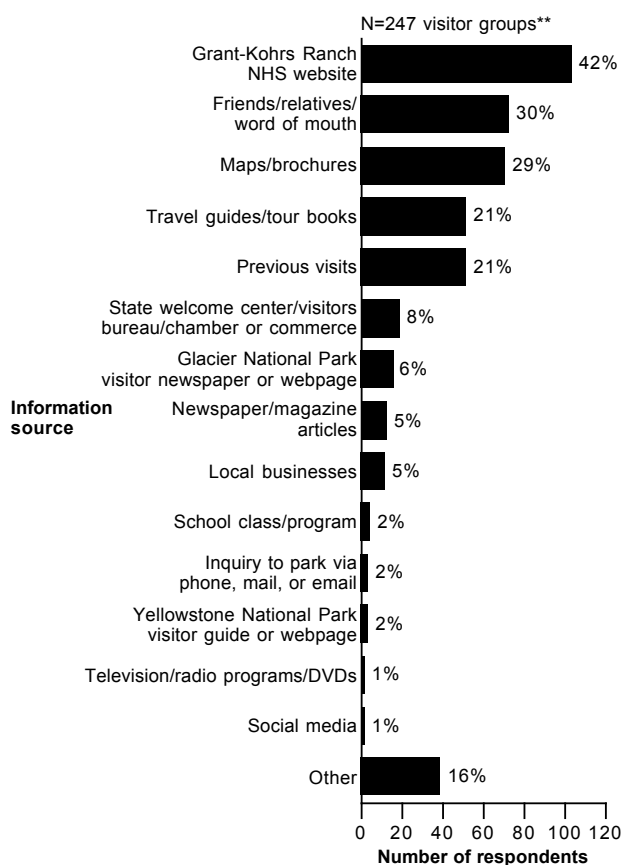


Figure 14. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

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

Question 1c

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

Results

- 93% of visitor groups received needed information prior to their visit (see Figure 15).

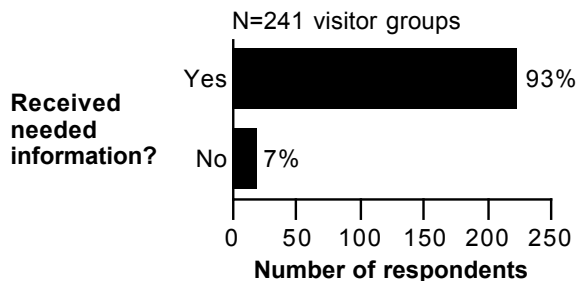


Figure 15. Visitor groups that received needed information prior to their visit

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!

- 15 visitor groups listed information they needed but was not available (see Table 9).

Table 9. Needed information that was not available (N=15 comments) – **CAUTION!**

Needed information	Number of times mentioned
All that was available	1
Birding walkway (directions) information	1
I accidentally came upon the ranch listed in the NPS Passport, then went to website for directions. Market your park in the Yellowstone/Teton information (that's where we came from).	1
Location and driving directions	1
No place for pets on hot days; no shade to park in	1
No specific interest of town's people to point out these events and schedules. Times of brandings, rounding of calves, wagon rides.	1
Saw this on state map; would have liked a brochure	1
Some information pretty vague, as 'other interpretive talks'	1
Specific information about the ranch, history, and background	1
That it was a working ranch	1
Tour times	1
Wasn't well advertised. Didn't know about it until past it.	1
Website did not do it justice	1
What was there and how long it would take to tour	1
Would have been nice for a larger sign before entrance	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 Grant-Kohrs Ranch NHS in the future, how would your personal group prefer to obtain information about the park?

Results

- As shown in Figure 16, visitor groups' most preferred sources of information for a future visit were:

65% Grant-Kohrs Ranch NHS website

33% Previous visits

27% Travel guides/tour books

25% Maps/brochures

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

Email

Highway signs

Inquiry by visit

Internet

National Park Passport book

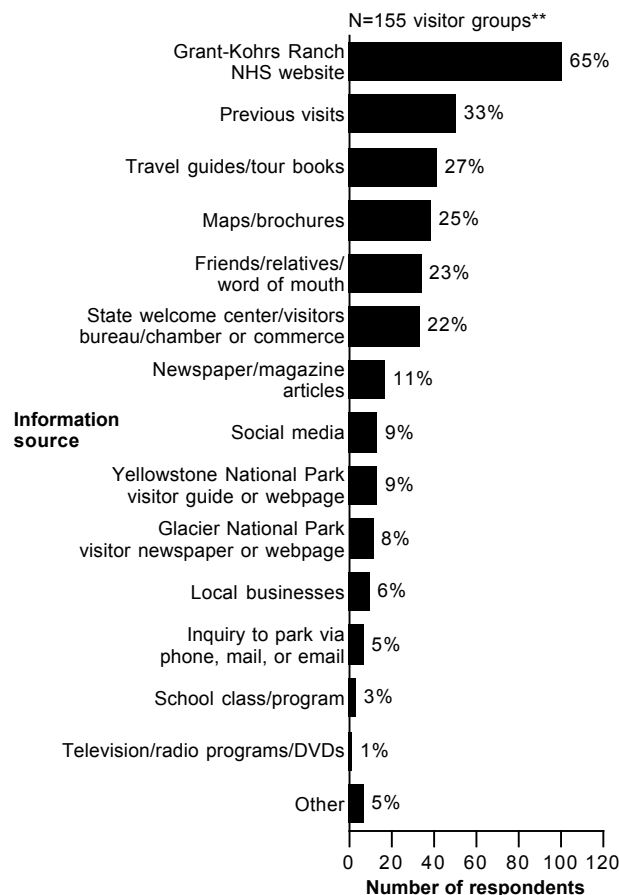


Figure 16. Sources of information to use for a future visit

*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

Did your personal group obtain information from the park website (www.nps.gov/grko) to plan your trip to Grant-Kohrs Ranch NHS?

Results

- 40% of visitor groups obtained the information they needed on the park website to plan their visit (see Figure 17).

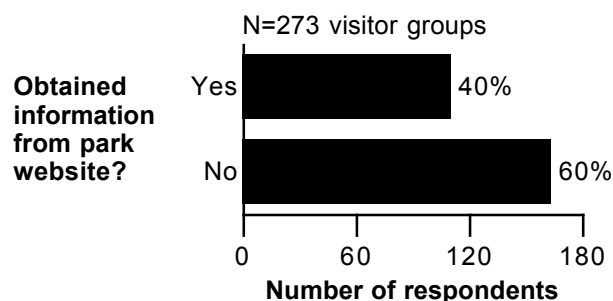


Figure 17. Visitor groups that obtained information on the park website to plan their visit

Question 2b

Overall, how would your personal group rate the quality of information provided on the park website?

Results

- 87% of visitor groups rated the quality of information on the park website as “very good” or “good” (see Figure 18).
- 13% rated it as “average.”

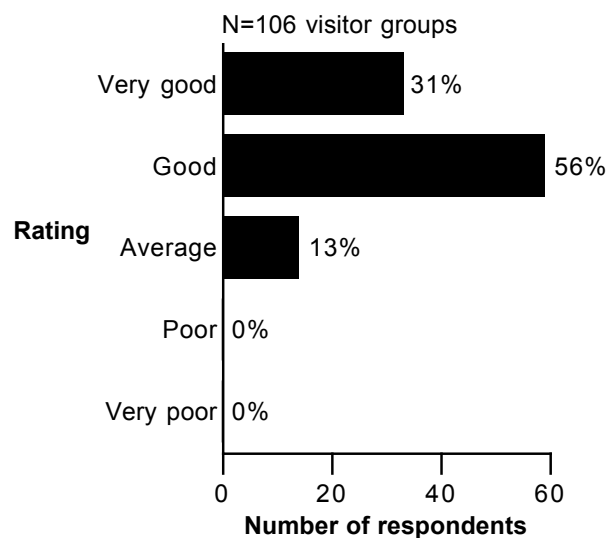


Figure 18. Quality of information on the park website

Question 2c

Did your personal group find the information that you needed on the park website?

Results

- 91% of visitor groups were able to obtain the information they needed from the park website (see Figure 19).

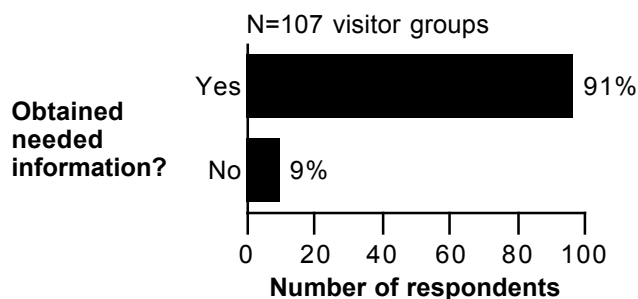


Figure 19. Visitor groups that were able to obtain the information they needed from the park website

*total percentages do not equal 100 due to rounding

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

Question 2d

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

Results – Interpret with CAUTION!

- 9 visitor groups listed needed information that was not available on the park website (see Table 10).

Table 10. Information needed but not available on the park website
(N=9 comments) – **CAUTION!**

Needed information	Number of times mentioned
Better street directions would be helpful	1
Daily activities for kids not very clear	1
Didn't see times for wagon tour	1
Directions to site were ambiguous and confusing	1
RV parking	1
Schedule for children activities	1
The type of activities	1
The web page had not been updated to include Heritage Days for 2013. I had to phone the park for the information.	1
We were trying to find information on the kids summer camps	1

*total percentages do not equal 100 due to rounding

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

Timing of decision to visit

Question 4

When did your personal group make the decision to visit Grant-Kohrs Ranch NHS?

Results

- 36% of visitor groups made their decision to visit the park on the day of or day before their visit (see Figure 20).
- 25% made their decision to visit the park 1-6 months before their visit.
- 18% made their decision to visit the park 3-7 days before their visit.

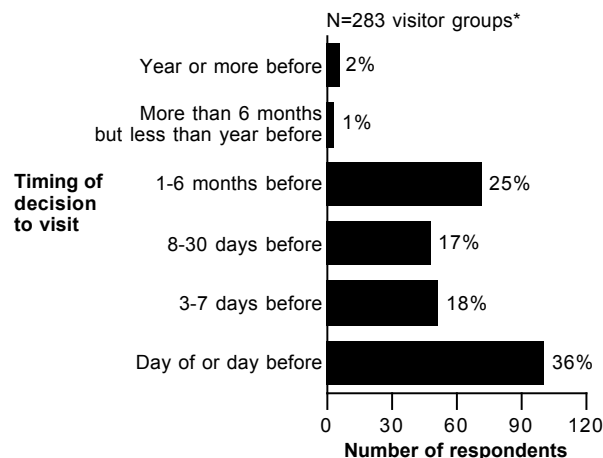


Figure 20. Timing of decision to visit

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 Grant-Kohrs Ranch NHS fit into your personal group's travel plans?"

Results

- 67% of visitor groups said Grant-Kohrs Ranch NHS was one of several destinations (see Figure 21).
- 27% said the park was their primary destination.
- 6% said the park was not a planned destination.

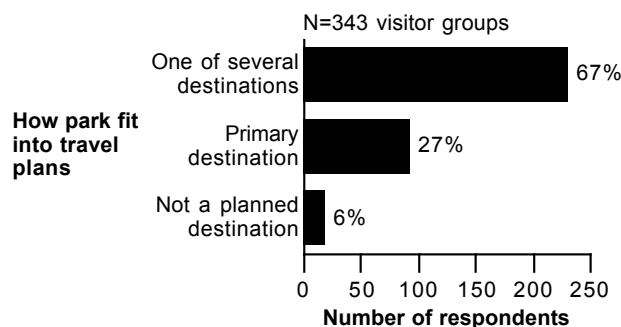


Figure 21. How visit to park fit into visitor groups' travel plans

*total percentages do not equal 100 due to rounding

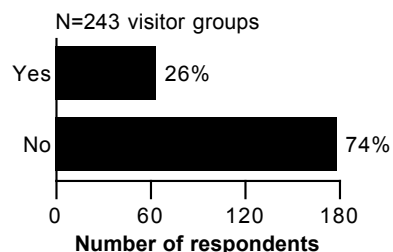
**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting the park area

Question 3b

Was visiting Grant-Kohrs Ranch NHS the primary reason nonresident members of your personal group came to the area (within 50 miles of the park)?

Was park primary reason nonresident group members visited the area?



Results

- For 26% of visitor groups, visiting the park was the primary reason nonresident group members visited the area (see Figure 22).

Figure 22. Primary reason nonresident members visited the area (within 50 miles of the park)

Question 3c

If NO, what was your primary destination? (Open-ended)

Results

- 21 visitor groups listed a primary destination within 50 miles of the park area (see Table 11).
- 144 visitor groups listed a primary destination outside of the park area (see Table 12).

Table 11. Primary destinations within 50 miles of the park area (N=33 comments) – **CAUTION!**

Site	Number of times mentioned
Deer Lodge, MT	12
Old Montana Prison Complex	7
Butte, MT	6
Anaconda, MT	2
Butte Folk Festival	2
Fairmont Hot Springs Resort, MT	2
Montana Tech, Butte, MT	1
Riverfront RV Park, Garrison, MT	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 12. Primary destinations outside the park area
(N=132 comments)

Site	Number of times mentioned
Glacier National Park	31
Multiple destinations	28
Yellowstone National Park	27
Washington	6
Missoula, MT	4
Montana	4
Glacier, MT	3
Bozeman, MT	2
Helena, MT	2
Olympic National Park	2
Seattle, WA	2
Spokane, WA	2
Bannack, MT	1
Big Fork, MT	1
Crater Lake National Park	1
Kalispell, MT	1
Key West, FL	1
Lewis and Clark Caverns State Park	1
Livingston, MT	1
Milton-Freewater, OR	1
Minnesota	1
Mount Rushmore NM	1
NW Montana	1
Philipsburg, MT	1
Plains, MT	1
Rapid City, SD	1
Sandpoint, ID	1
South Dakota	1
University of Montana, Missoula	1
Wibaux, MT	1
Wyoming	1

*total percentages do not equal 100 due to rounding

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

Alternate plans to visiting Grant-Kohrs Ranch NHS

Question 8a

For you only, if you had been unable to visit Grant-Kohrs Ranch NHS on this trip, would you have visited at another time?

Results

- 72% of respondents would likely visit Grant-Kohrs Ranch NHS at another time if they had been unable to visit on this trip (see Figure 23).

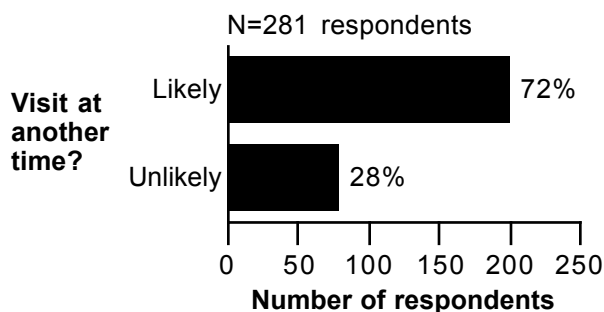


Figure 23. Visitor groups that would likely visit the park at another time if they had been unable to visit on this trip

Question 8b

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

Results

- 46% of respondents would have gone somewhere else (see Figure 24).
- 43% were not sure or indicated they would not choose any of the options.

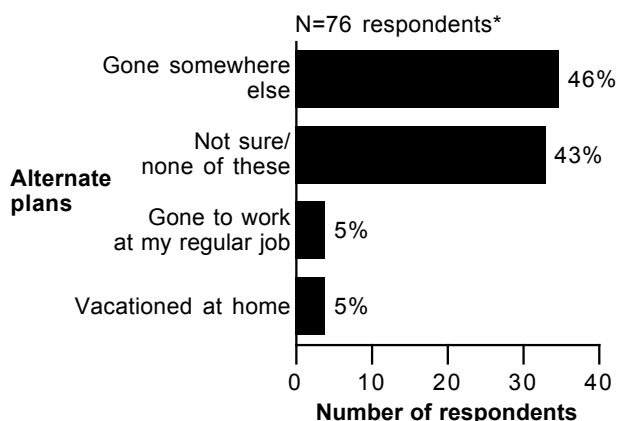


Figure 24. What visitor groups would have done with time spent on this trip

Question 8b

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 25).

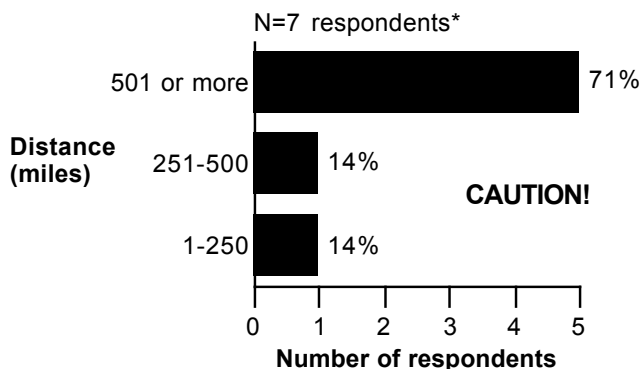


Figure 25. Distance of alternate site from home

*total percentages do not equal 100 due to rounding

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

Question 8b

What is the location of the alternate site?
(Open-ended)

Results – Interpret results with **CAUTION!**

- Not enough visitors responded to this question to provide reliable results.
- 21 respondents listed alternate sites to visit if they had been unable to visit on this trip (see Table 13).

Table 13. Alternate site

(N=23 comments; some respondents made more than one comment) – **CAUTION**

Needed information	Number of times mentioned
Glacier, MT	3
Deer Lodge, MT	2
Glacier National Park	2
Helena, MT	2
Missoula, MT	2
Anaconda, MT	1
Big Fork, MT	1
Butte, MT	1
Hamburg, Germany	1
Hamilton, MT	1
Libby, MT	1
Our Lady of the Mountain, Butte, MT	1
Rocky Mountain Museum, Missoula, MT	1
Sammamish, WA	1
Westminster, MD	1
Whitefish, MT	1
Yellowstone National Park	1

*total percentages do not equal 100 due to rounding

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

Transportation

Question 3d

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

Results

- 51% of nonresident visitor group members used a car to travel most of the distance from their home to the Grant-Kohrs Ranch NHS area (see Figure 26).
- 23% used a SUV/truck/van.
- "Other" forms of transportation (3%) were:

Bus
School bus
Train

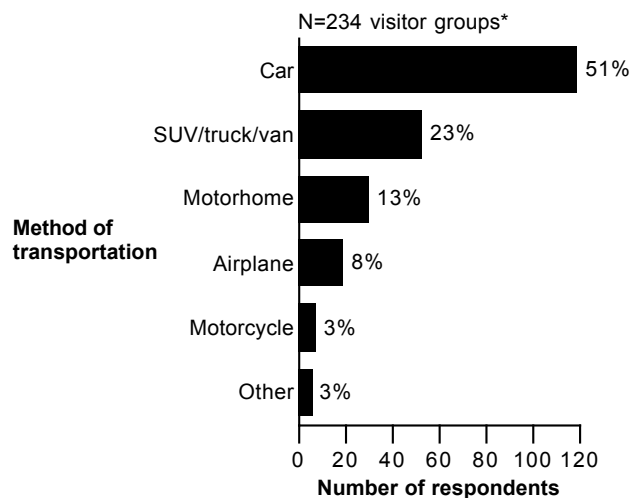


Figure 26. Method of transportation

Number of vehicles

Question 6b

On this visit, how many vehicles did your personal group use to arrive at Grant-Kohrs Ranch NHS?

Results

- 92% of visitor groups used one vehicle to arrive at the park (see Figure 27).

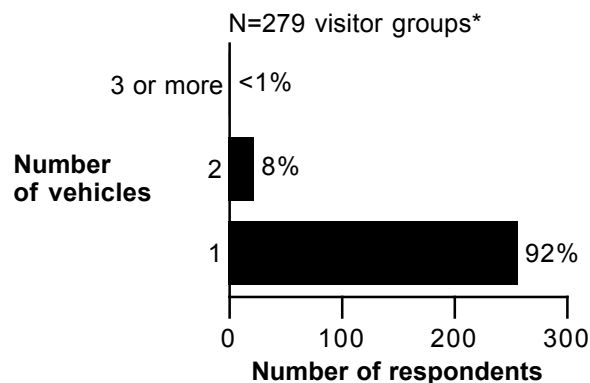


Figure 27. Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

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

Overnight stays

Question 7a

On this trip, did your personal group stay overnight away from home in the Grant-Kohrs Ranch NHS area (within 50 miles of the park)?

Results

- 51% of visitor groups stayed overnight away from home in the area within 50 miles of the park (see Figure 28).

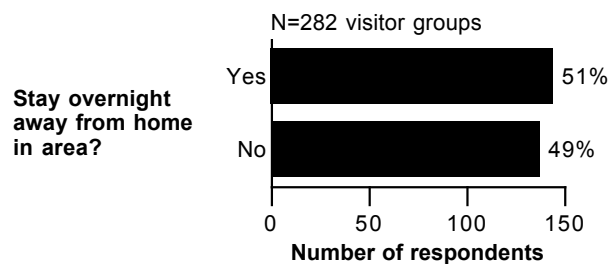


Figure 28. Visitor groups that stayed overnight away from home within 50 miles of the park

Question 7b

If YES, please list the number of nights your personal group stayed in the Grant-Kohrs Ranch area (within 50 miles of the park).

Results

- 77% of visitor groups stayed one or two nights in the park area within 50 miles (see Figure 29).
- 23% stayed three or more nights.

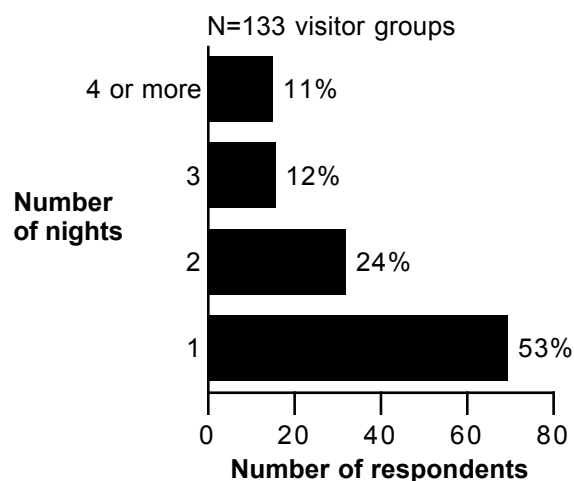


Figure 29. Number of nights spent in the park area within 50 miles of the park

*total percentages do not equal 100 due to rounding

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

Accommodations used outside the park in the local area

Question 7c

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

Results

- As shown in Figure 30, among those visitor groups that stayed overnight in the area outside the park, the most common types of accommodations were:

48% Lodge, motel, rented condo/home, cabin, B&B

35% RV camping in a developed campground

- No “other” type of accommodation was specified.

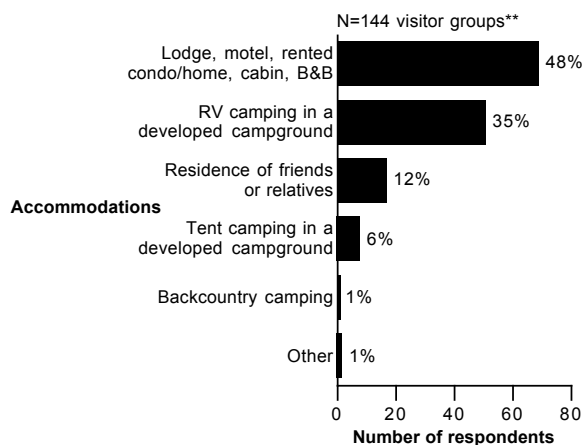


Figure 30. Accommodations used outside the park in the local area

Length of visit

Question 6a

On this visit, how many hours in total did your personal group spend visiting the Grant-Kohrs Ranch NHS?

Results

- 56% of visitor groups spent two hours visiting the park (see Figure 31).
- 32% spent three or more hours.
- The average length of visit was 2.4 hours.

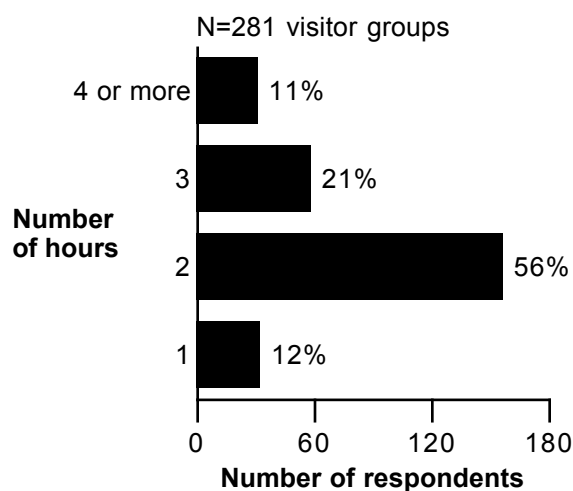


Figure 31. Number of hours spent in the park

*total percentages do not equal 100 due to rounding

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

National park sites visited before arriving at park

Question 21a

On this trip, which of the following national park sites did your personal group visit before arriving at Grant-Kohrs Ranch NHS?

Results

- 59% of visitor groups visited other national park sites before visiting the park on this visit (see Figure 32).
- As shown in Figure 33, the national park sites most commonly visited were:
 - 72% Glacier NP
 - 42% Bighorn NRA
 - 25% Yellowstone NP
- “Other” national park sites (24%) are shown in Table 14.

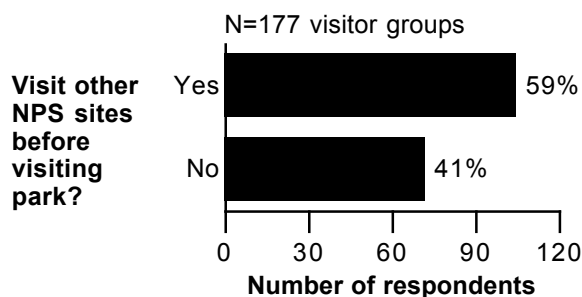


Figure 32. Visitor groups that visited other national park sites before visiting the park

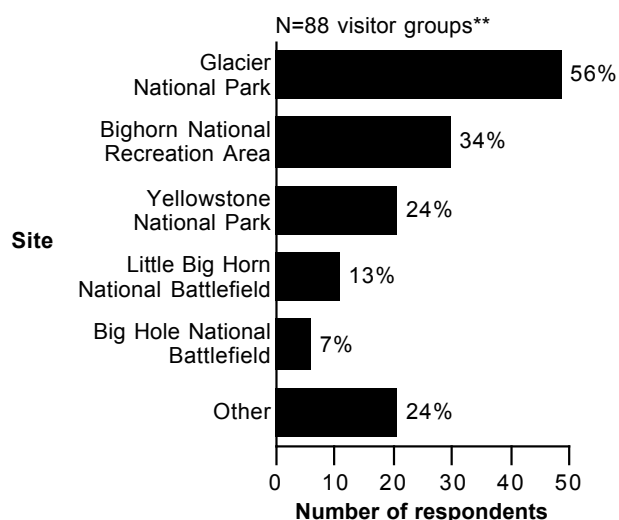


Figure 33. National park sites visited before visiting the park

*total percentages do not equal 100 due to rounding

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

Table 14. National park sites visited before visiting the park
(N=81 comments; some visitor groups made more than one comment)

Site	Number of times mentioned
Grand Teton NP	12
Mount Rushmore NMEM	8
Teton NP	5
Craters of the Moon NM & Pres	4
Nez Perce NHP	4
Theodore Roosevelt NP	4
Devils Tower NM	3
Jewel Cave NM	3
Petrified Forest NP	3
Rocky Mountain NP	3
Badlands NP	2
City of Rocks NRes	2
Crater Lake NP	2
Little Bighorn Battlefield NM	2
Mount Rainier NP	2
Olympic NP	2
Wind Cave NP	2
Bryce Canyon NP	1
Canyon de Chelly NM	1
Canyonlands NP	1
Channel Islands NP	1
Devils Tower NM	1
Fort Union NM	1
Fossil Butte NM	1
Grand Canyon NP	1
Greenbelt Park	1
John Day Fossil Beds NM	1
Lewis and Clark National Historic Trail	1
Lewis and Clark National Historic Trail (Great Falls, MT)	1
Mesa Verde NP	1
North Cascades NP	1
Scotts Bluff NM	1
Voyagers NP	1
Yosemite NP	1
Zion 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

National park sites planned to visit after visiting the park

Question 21b

Which of the following national park sites does your personal group plan to visit after departing from Grant-Kohrs Ranch NHS?

Results

- 59% of visitor groups planned to visit other national park sites after visiting the park on this visit (see Figure 34).
- As shown in Figure 35, the national park sites that visitor groups most commonly planned to visit were:

56% Glacier NP
34% Bighorn NRA
24% Yellowstone NP

- “Other” national park sites (24%) are shown in Table 15.

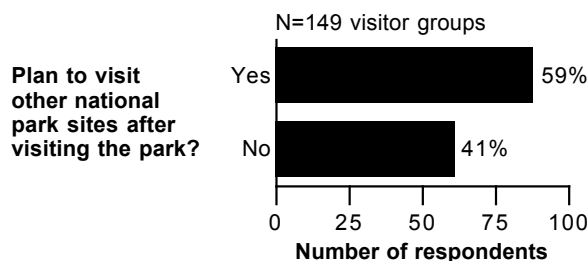


Figure 34. Visitor groups that planned to visit other national park sites after visiting the park

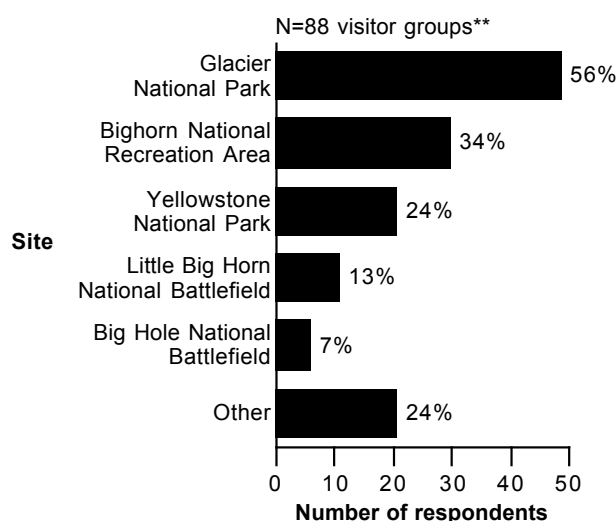


Figure 35. National park sites visitor groups planned to visit after visiting the park

*total percentages do not equal 100 due to rounding

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

Table 15. National park sites visitor groups planned to visit after visiting the park (N=58 comments; some visitor groups made more than one comment)

Site	Number of times mentioned
Grand Teton NP	8
Badlands NP	5
Mount Rushmore NP	4
Nez Perce NHP	4
Arches NP	3
Bryce Canyon NP	3
Mount Rainier NP	3
North Cascades NP	3
Olympic NP	3
Craters of the Moon NM & Pres	2
Devils Tower NM	2
Grand Canyon NP	2
Redwood National and State Parks	2
Zion NP	2
Canyonlands NP	1
Capital Reef NP	1
Franklin Delano Roosevelt Memorial	1
Great Basin NP	1
Lewis and Clark NHP	1
Muir Woods NM	1
Pony Express NHS	1
San Juan Island NHP	1
Theodore Roosevelt NP	1
Wind Cave NP	1
Yellowstone NP	1
Yosemite 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

Sites visited in the park

Question 13

During this visit, which of the following sites at Grant-Kohrs Ranch NHS did your personal group visit?

- As shown in Figure 36, the sites most commonly visited by visitor groups at Grant-Kohrs Ranch NHS were:

92% Visitor Center
86% Bunkhouse row
82% Ranch house
80% Blacksmith shop

- The least visited site was:
5% Clark Fork River

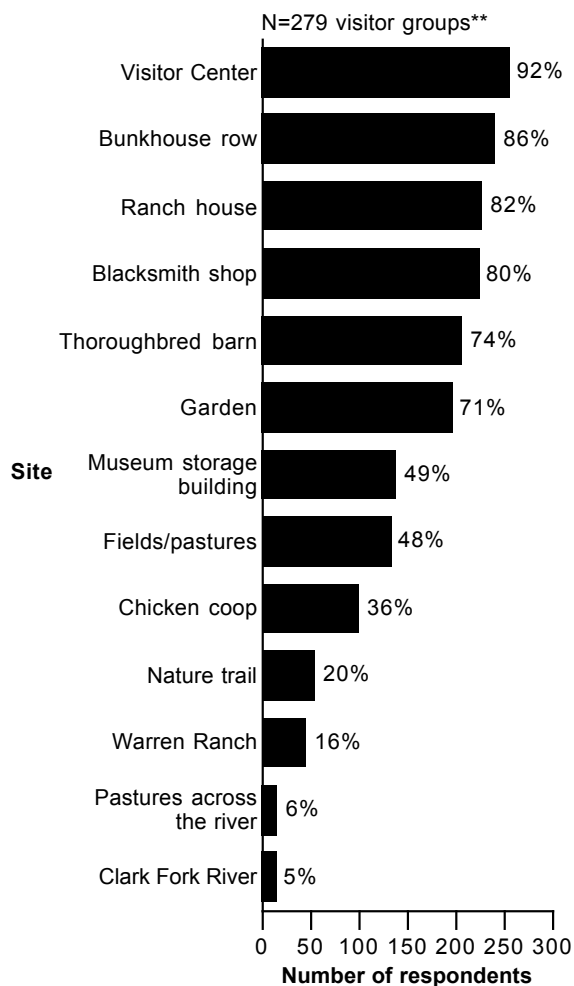


Figure 36. Sites visited in the park

*total percentages do not equal 100 due to rounding

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

Activities on this visit

Question 14a

On this visit, in which activities did your personal group participate within Grant-Kohrs Ranch NHS?

Results

- As shown in Figure 37, the most common activities in which visitor groups participated on this visit were:

88% Learning about the history of the site

87% Viewing exhibits

77% Attending ranger-led talks/programs

69% Viewing livestock

- “Other” activities (4%) were:

Archaeology dig site

Children's activities

Children's camp

Viewing stored railroad equipment; stock cars

Visiting with people we met (other visitors)

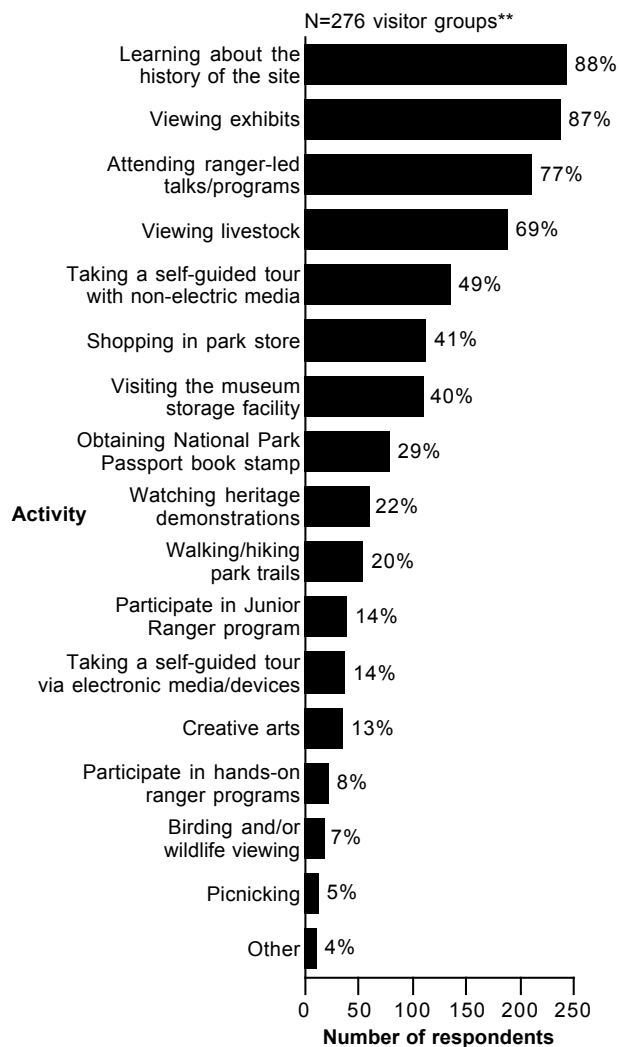


Figure 37. Activities on this visit

*total percentages do not equal 100 due to rounding

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

Activities on future visits

Question 14b

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

Results

- As shown in Figure 38, the most common activities in which visitor groups would prefer to participate on future visits were:

85% Watching heritage demonstrations
82% Viewing exhibits
78% Viewing livestock
76% Attending ranger-led talks/programs

- “Other” activities (3%) were:

Children's activities
Info on livestock
Running for exercise
See the cat
Summer youth programs

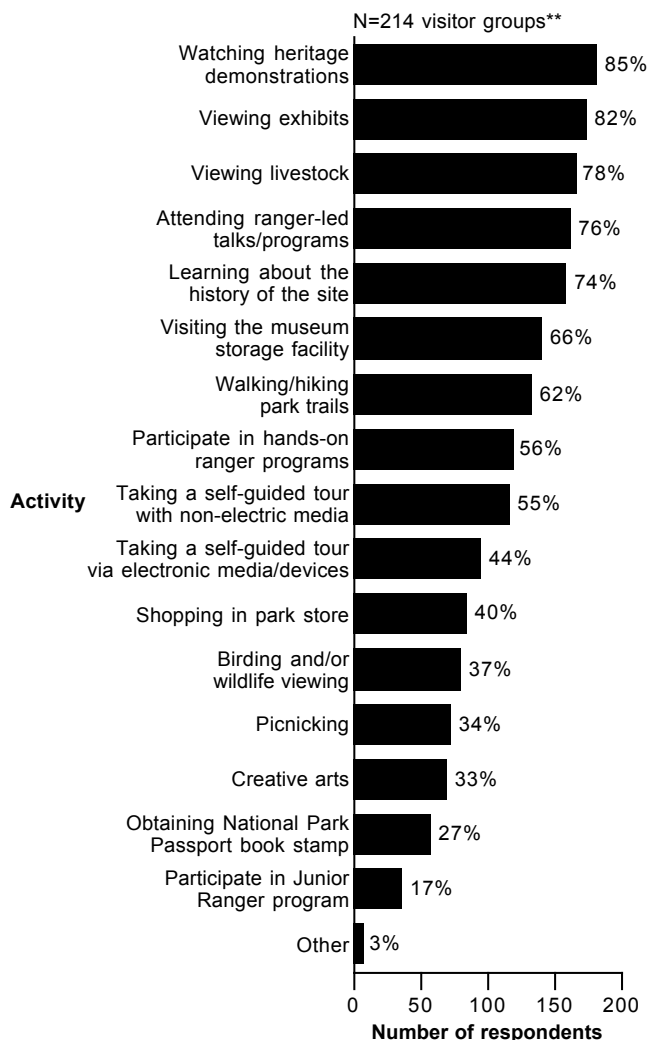


Figure 38. Activities on future visits

*total percentages do not equal 100 due to rounding

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

Guided tours/talks

Question 9

On this visit to Grant-Kohrs Ranch NHS, in which guided tours/talks did your personal group participate?

Results

- 93% of visitor groups participated in guided tours/talks (see Figure 39).
- As shown in Figure 40, the most common guided tours/talks in which visitor groups participated in were:
 - 83% Main ranch house tour
 - 68% Chuck wagon talk
 - 55% Blacksmith talk
- “Other” guided tours/talks (16%) participated in are shown in Table 16.
- Guided tours/talks were available to visitors during the survey period as follows:

Main ranch house Tour - 31 days
 Chuckwagon talk - 31 days
 Blacksmith talk - 28 days
 Visitor Center porch talk - 16 days
 Cowboy talk - 23 days
 Wagon tour - 5 days

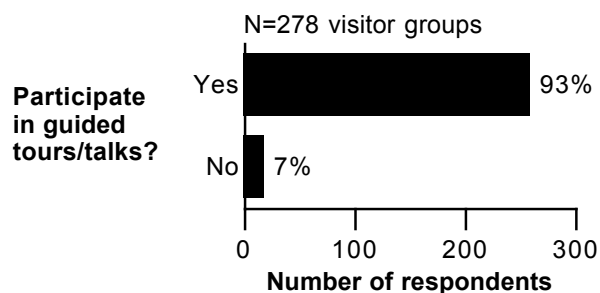


Figure 39. Visitor groups that attended guided tours/talks

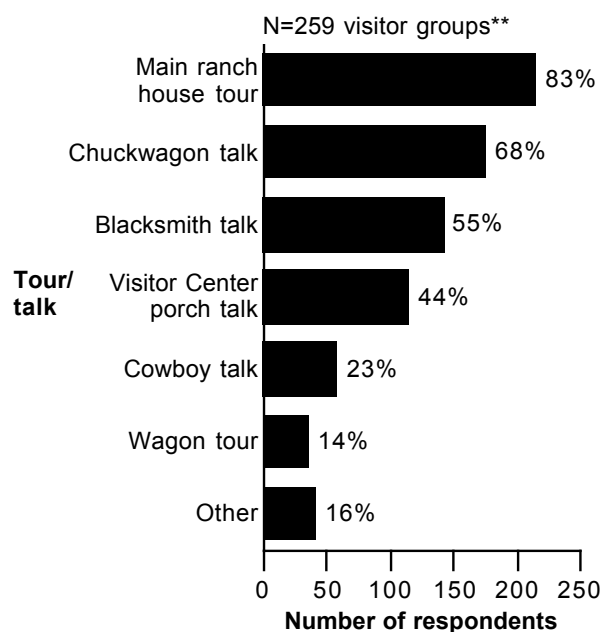


Figure 40. Guided tours/talks

*total percentages do not equal 100 due to rounding

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

Table 16. "Other" guided tours/talks
(N=40 comments; some visitor groups made more than one comment)

Site	Number of times mentioned
Branding	9
Haying	6
Butter making	4
Garden	4
Bird banding	2
Bunkhouse	2
Gold panning	2
Buildings tour	1
Games	1
Grass cutting	1
Indian life	1
Museum storage building tour	1
Native American Culture Build up	1
Native American kids camp	1
Roping	1
Summer program	1
"Who Pooped in the Park" children's program	1
Youth Summer – Dig It!	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 10a

If your personal group participated in more than one tour/talk please select one program on which you would like to provide feedback. For the program that you selected, how would you rate the quality of the tour/talk?

Blacksmith talk**Results**Tour/talk length

- 94% of visitor groups felt the length of the blacksmith talk was about right (see Figure 41).

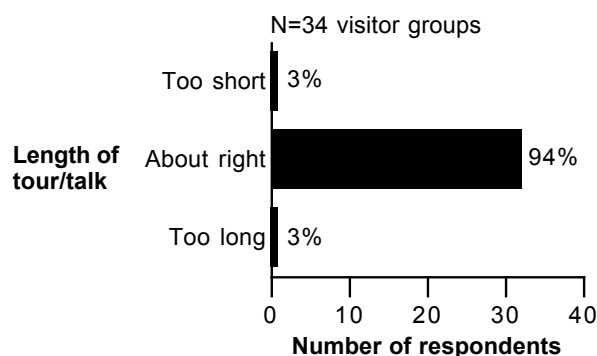


Figure 41. Visitor groups' ratings of length of talk

Ability to attend at desired time

- 94% of visitor groups felt they were able to attend the blacksmith talk at desired time (see Figure 42).

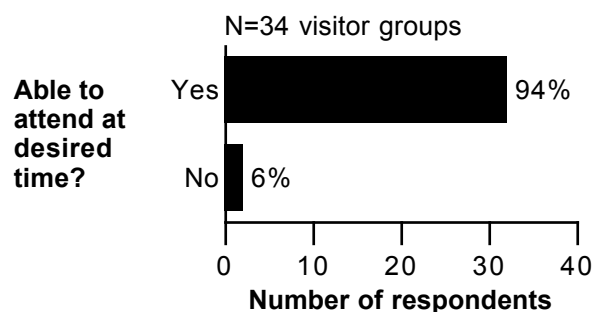


Figure 42. Visitor groups' ability to attend talk at desired time

Ability to see

- 100% of visitor groups felt they were able to see the blacksmith talk well (see Figure 43).

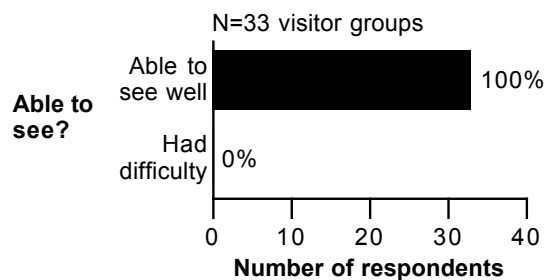


Figure 43. Visitor groups' ratings of ability to see on talk

*total percentages do not equal 100 due to rounding

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

Topics discussed on tour/talk

- 100% of visitor groups felt the topics discussed on the blacksmith talk were of interest (see Figure 44).

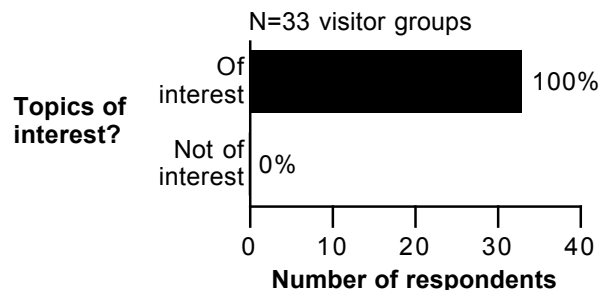


Figure 44. Visitor groups' ratings of topics discussed on talk

Topic's relevance or meaning to your life today

- 91% of visitor groups learned something on the blacksmith talk that was relevant or meaningful to their life today (see Figure 45).

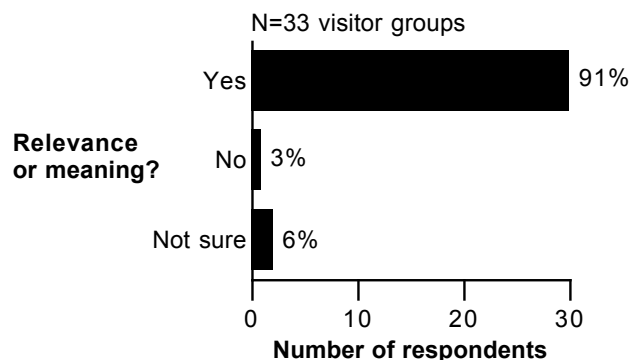


Figure 45. Visitor groups that learned something relevant or meaningful to their life today

Aspect of the story that needs strengthened

Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.
- 2 visitor groups listed aspects of the blacksmith talk that needed strengthening:

Repair, repurpose, recycle
Background of Grant and Kohrs
before ranch involvement

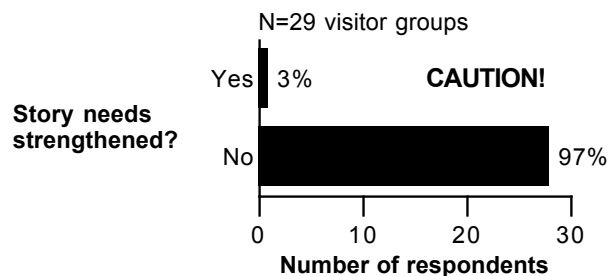


Figure 46. Visitor groups that felt an aspect of the talk needed strengthening

*total percentages do not equal 100 due to rounding

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

Cowboy talk

Results – Interpret results with **CAUTION!**

Tour/talk length

- Not enough visitor groups responded to this question to provide reliable results (see Figure 47).

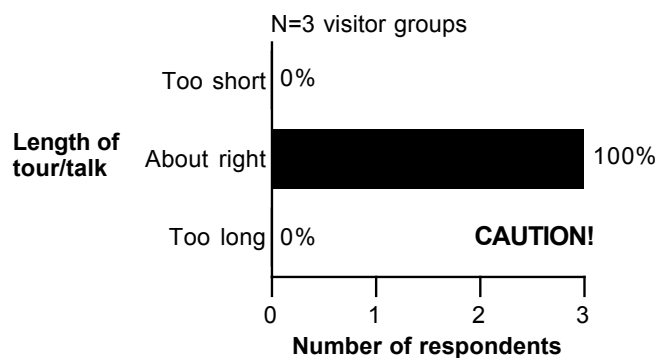


Figure 47. Visitor groups' ratings of length of talk

Ability to attend at desired time

- Not enough visitor groups responded to this question to provide reliable results (see Figure 48).

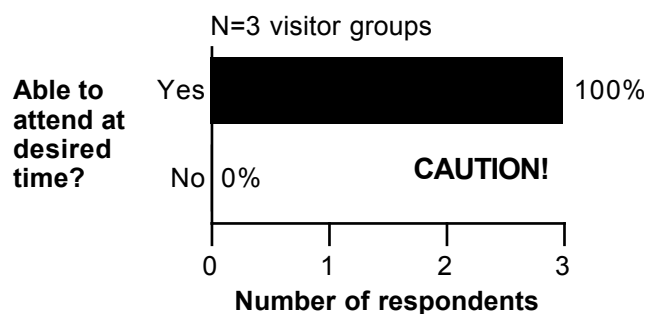


Figure 48. Visitor groups' ability to attend talk at desired time

Ability to see

- Not enough visitor groups responded to this question to provide reliable results (see Figure 49).

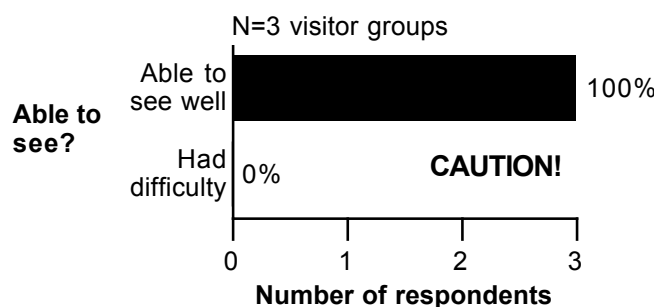


Figure 49. Visitor groups' ratings of ability to see on talk

*total percentages do not equal 100 due to rounding

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

Topics discussed on tour/talk

- Not enough visitor groups responded to this question to provide reliable results (see Figure 50).

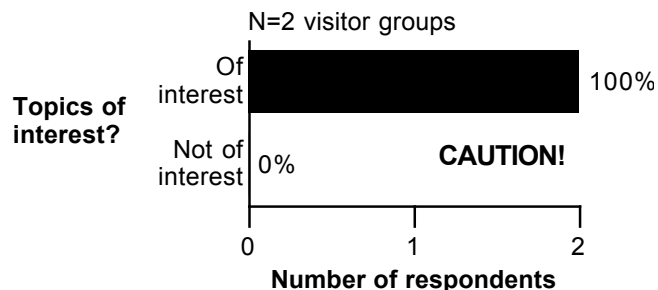


Figure 50. Visitor groups' ratings of topics discussed on talk

Topic's relevance or meaning to your life today

- Not enough visitor groups responded to this question to provide reliable results (see Figure 51).

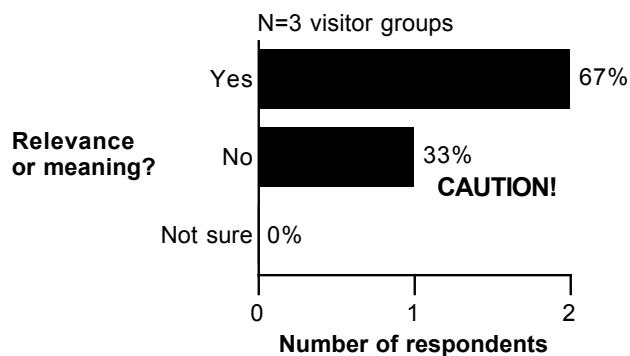


Figure 51. Visitor groups that learned something relevant or meaningful to their life today

Aspect of the story that needs strengthened

- Not enough visitor groups responded to this question to provide reliable results (see Figure 52).
- No visitor group listed aspects of the cowboy talk that needed strengthening.

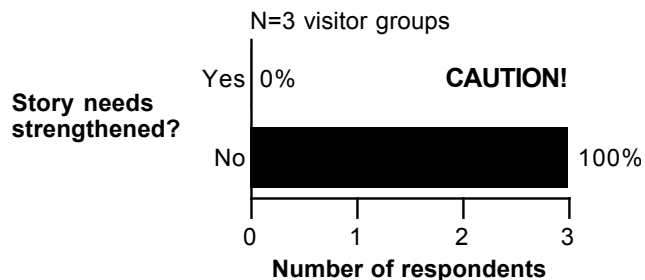


Figure 52. Visitor groups that felt an aspect of the talk needed strengthening

*total percentages do not equal 100 due to rounding

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

Chuckwagon talk

Results – Interpret results with **CAUTION!**

Tour/talk length

- Not enough visitor groups responded to this question to provide reliable results (see Figure 53).

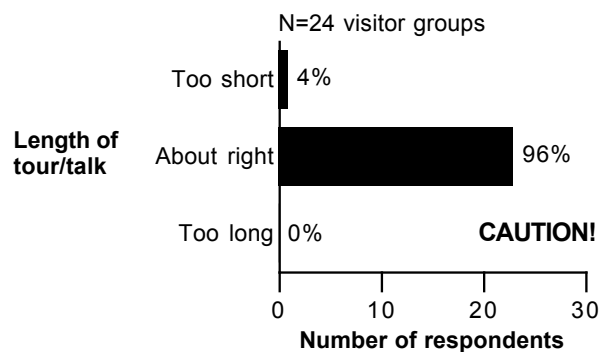


Figure 53. Visitor groups' ratings of length of talk

Ability to attend at desired time

- Not enough visitor groups responded to this question to provide reliable results (see Figure 54).

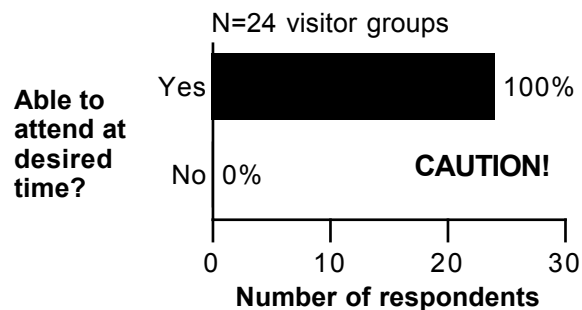


Figure 54. Visitor groups' ability to attend talk at desired time

Ability to see

- Not enough visitor groups responded to this question to provide reliable results (see Figure 55).

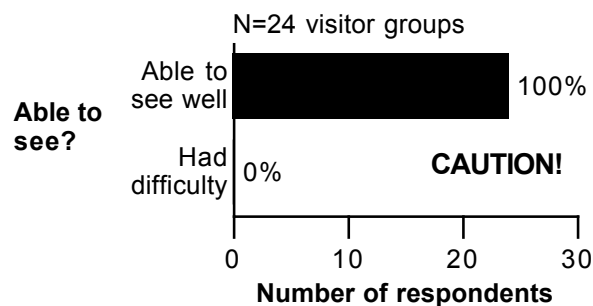


Figure 55. Visitor groups' ratings of ability to see on talk

*total percentages do not equal 100 due to rounding

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

Topics discussed on tour/talk

- Not enough visitor groups responded to this question to provide reliable results (see Figure 56).

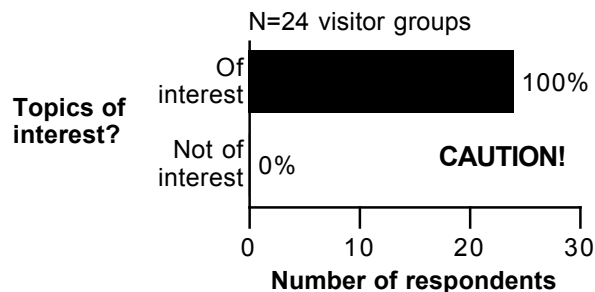


Figure 56. Visitor groups' ratings of topics discussed on talk

Topic's relevance or meaning to your life today

- Not enough visitor groups responded to this question to provide reliable results (see Figure 57).

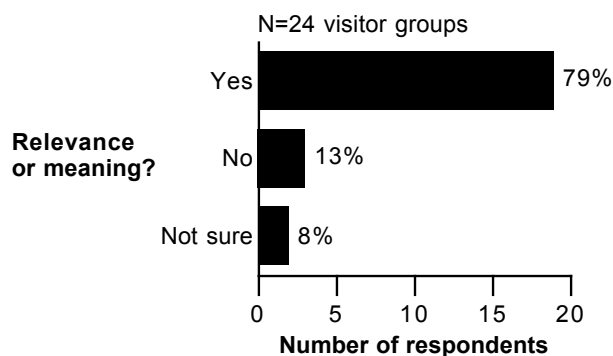


Figure 57. Visitor groups that learned something relevant or meaningful to their life today

Aspect of the story that needs strengthened

- Not enough visitor groups responded to this question to provide reliable results (see Figure 58).
- One visitor group listed aspects of the chuckwagon talk that needed strengthening:

More information, guide needs to show more interest in subject

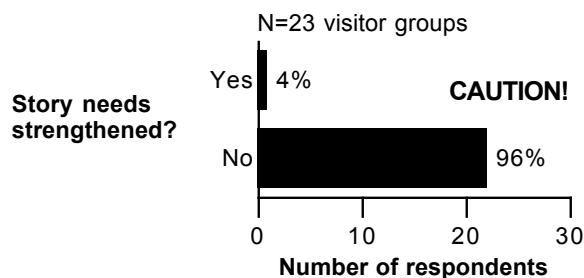


Figure 58. Visitor groups that felt an aspect of the talk needed strengthening

*total percentages do not equal 100 due to rounding

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

Main ranch house tour

Results

Tour/talk length

- 85% of visitor groups felt the length of the main ranch house tour was about right (see Figure 59).

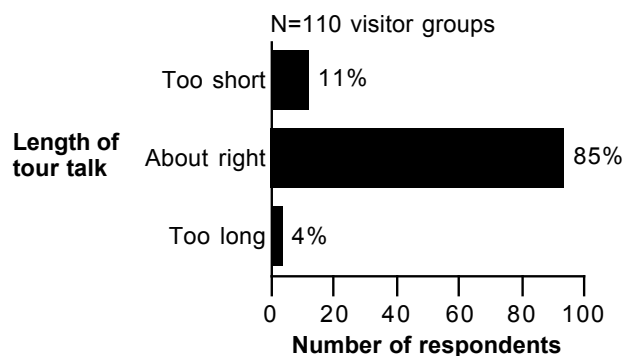


Figure 59. Visitor groups' ratings of length of tour

Ability to attend at desired time

- 100% of visitor groups felt they were able to attend the main ranch house tour at desired time (see Figure 60).

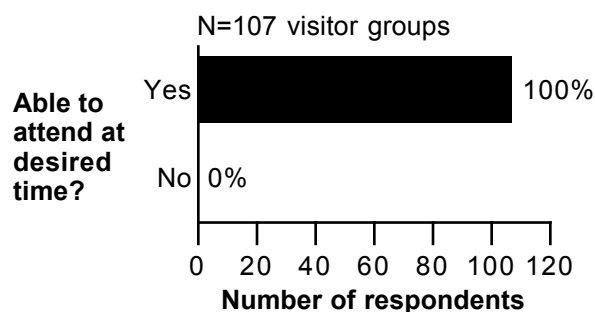


Figure 60. Visitor groups' ability to attend tour at desired time

Ability to see

- 92% of visitor groups felt they were able to see the tour well (see Figure 61).

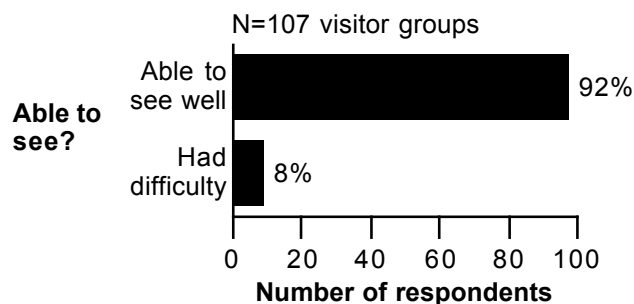


Figure 61. Visitor groups' ratings of ability to see on tour

*total percentages do not equal 100 due to rounding

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

Topics discussed on tour/talk

- 100% of visitor groups felt the topics discussed on main ranch house tour were of interest (see Figure 62).

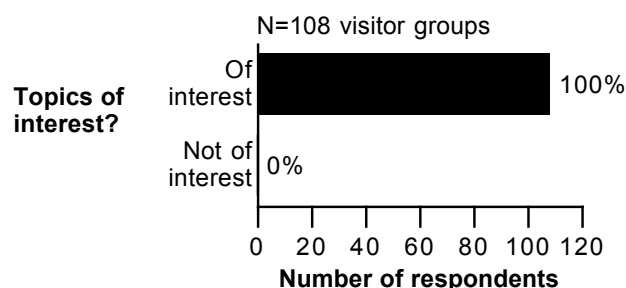


Figure 62. Visitor groups' ratings of topics discussed on tour

Topic's relevance or meaning to your life today

- 69% of visitor groups learned something on main house ranch tour that was relevant or meaningful to their life today (see Figure 63).

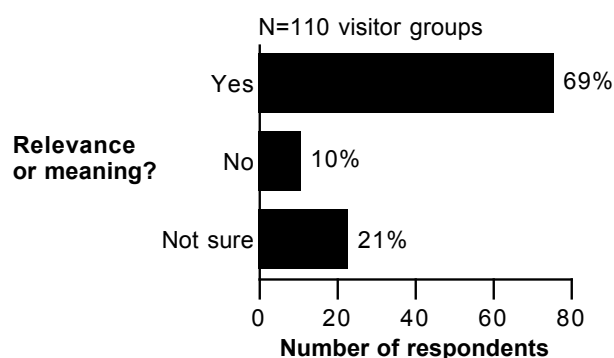


Figure 63. Visitor groups that learned something relevant or meaningful to their life today

Aspect of the story that needs strengthened

- 22% of visitor groups felt an aspect of the main ranch house tour needed to be strengthened (see Figure 64).
- 26 visitor groups listed aspects of the main ranch house tour that needed strengthening (see Table 17).

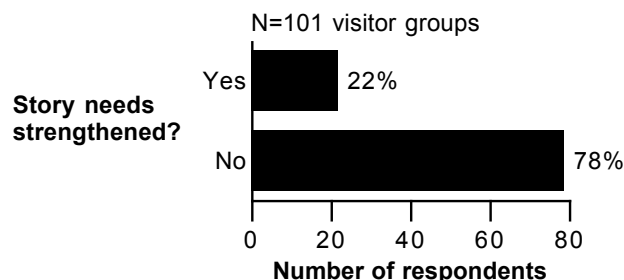


Figure 64. Visitor groups that felt an aspect of the tour needed strengthening

*total percentages do not equal 100 due to rounding

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

Table 17. Aspects of the main ranch house tour that needed strengthening (N=26 comments)

Site	Number of times mentioned
Area in general besides ranch	1
Better understanding of the richness of the time	1
Contents and furnishings, also pictures and portraits	1
Daily life and chores	1
Discussion of architecture of buildings and structures associated with site needs to be strengthened	1
Explaining about rooms not visited on tour (where and usage)	1
Grant history	1
Group was mobbed by mosquitoes outside. They followed us into the house.	1
I missed what happened to the Kohrs' children	1
Keep group smaller so all can see what speaker is referring to	1
More about cattle, type, breeding	1
More about Kohrs' personal lives	1
More detail of resident's lives – destinies (dates, ages at death)	1
More explanation of how wife was met and how brother-in-law got there	1
More information	1
More information, better overview (big picture), better informed guide, better presenter (guide)	1
More stories of family	1
Nothing was mentioned about what the upstairs was used for	1
Personal stories of family – more	1
Size of ranch (from Lodge to ?)	1
The people are hard to keep straight. Should have a handout and summary of who is related to whom.	1
The roles played by each owner. Why were they attracted to owning the property and herding cattle?	1
There needs to be better lighting so you can see better. Tour guide needs to be able to answer questions.	1
Tour guide seemed knowledgeable, but nervous	1
Tour guide was somewhat rushed to finish tour – I felt uncomfortable in taking her time to ask questions	1
Wanted to see upstairs even if not fixed up – bedrooms	1

*total percentages do not equal 100 due to rounding

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

Visitor Center porch talk

Results – Interpret results with **CAUTION!**

Tour/talk length

- Not enough visitor groups responded to this question to provide reliable results (see Figure 65).

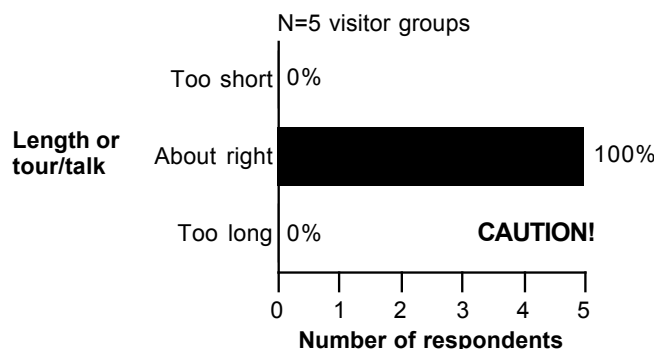


Figure 65. Visitor groups' ratings of length of talk

Ability to attend at desired time

- Not enough visitor groups responded to this question to provide reliable results (see Figure 66).

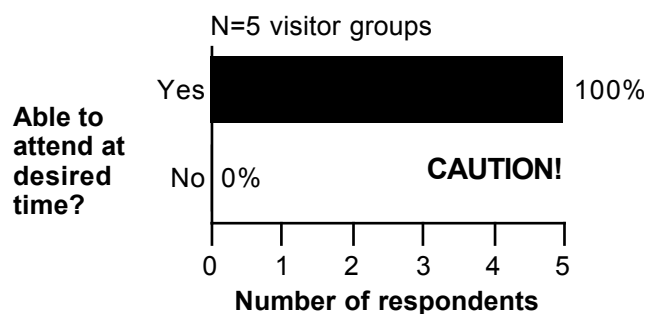


Figure 66. Visitor groups' ability to attend talk at desired time

Ability to see

- Not enough visitor groups responded to this question to provide reliable results (see Figure 67).

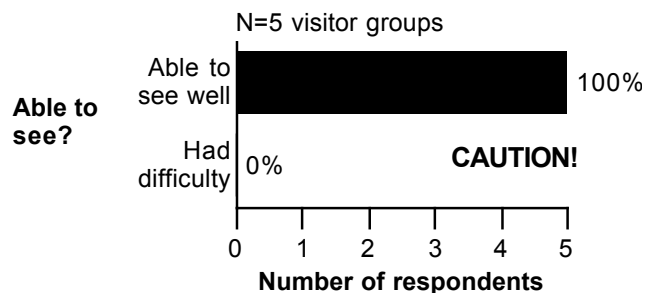


Figure 67. Visitor groups' ratings of ability to see on talk

*total percentages do not equal 100 due to rounding

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

Topics discussed on tour/talk

- Not enough visitor groups responded to this question to provide reliable results (see Figure 68).

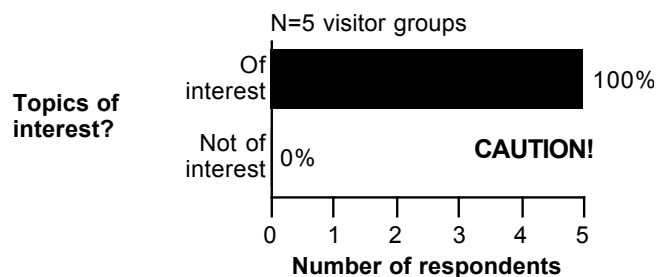


Figure 68. Visitor groups' ratings of topics discussed on talk

Topic's relevance or meaning to your life today

- Not enough visitor groups responded to this question to provide reliable results (see Figure 69).

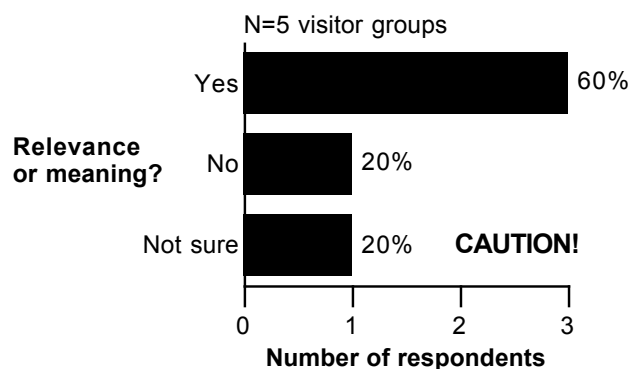


Figure 69. Visitor groups that learned something relevant or meaningful to their life today

Aspect of the story that needs strengthened

- Not enough visitor groups responded to this question to provide reliable results (see Figure 70).
- No visitor groups listed aspects of the Visitor Center porch talk that needed strengthening.

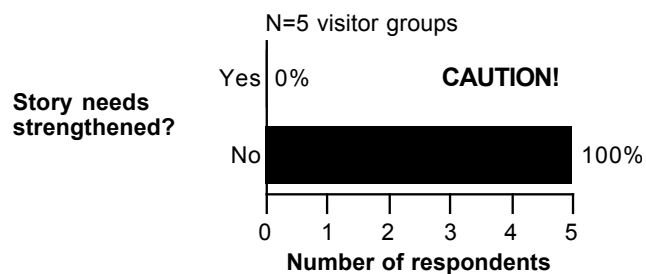


Figure 70. Visitor groups that felt an aspect of the talk needed strengthening

*total percentages do not equal 100 due to rounding

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

Wagon tour

Results – Interpret results with **CAUTION!**

Tour/talk length

- Not enough visitor groups responded to this question to provide reliable results (see Figure 71).

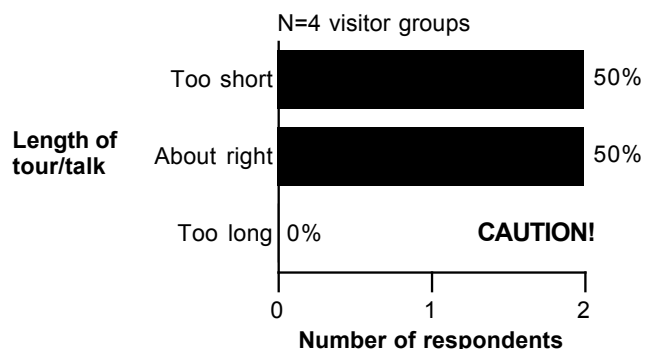


Figure 71. Visitor groups' ratings of length of tour

Ability to attend at desired time

- Not enough visitor groups responded to this question to provide reliable results (see Figure 72).

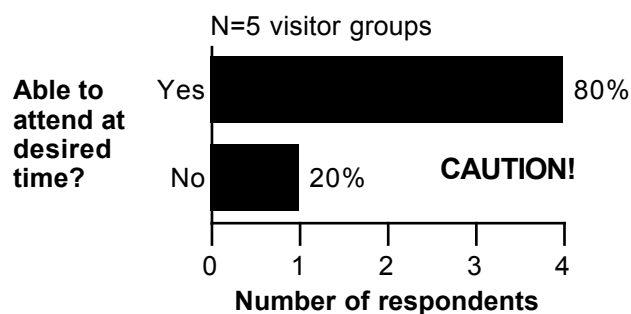


Figure 72. Visitor groups' ability to attend tour at desired time

Ability to see

- Not enough visitor groups responded to this question to provide reliable results (see Figure 73).

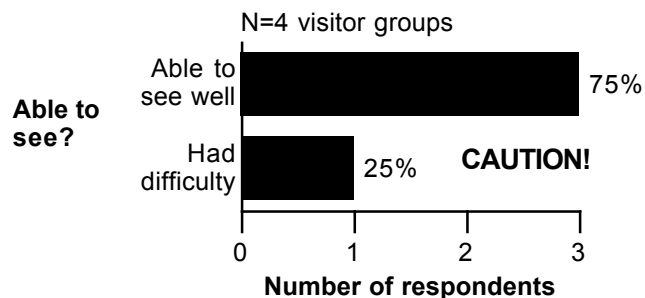


Figure 73. Visitor groups' ratings of ability to see on tour

*total percentages do not equal 100 due to rounding

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

Topics discussed on tour/talk

- Not enough visitor groups responded to this question to provide reliable results (see Figure 74).

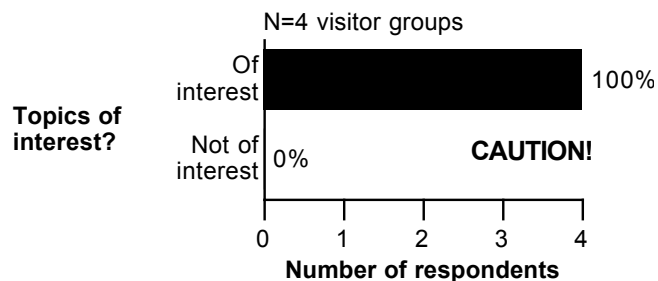


Figure 74. Visitor groups' ratings of topics discussed on tour

Topic's relevance or meaning to your life today

- Not enough visitor groups responded to this question to provide reliable results (see Figure 75).

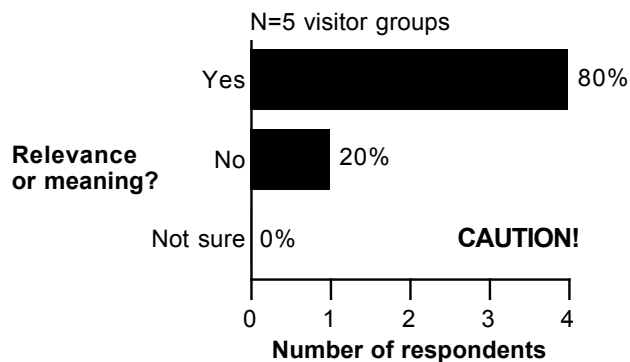


Figure 75. Visitor groups that learned something relevant or meaningful to their life today

Aspect of the story that needs strengthened

- Not enough visitor groups responded to this question to provide reliable results (see Figure 76).
- One visitor group listed aspects of the wagon tour that needed strengthening:

More on farming implements used

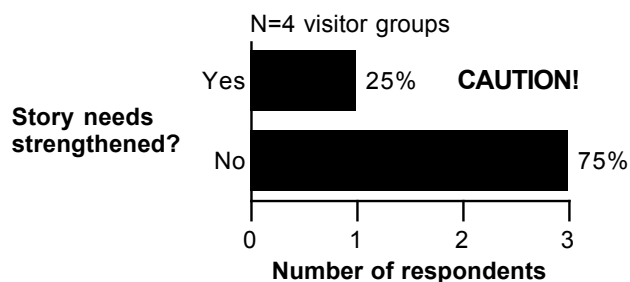


Figure 76. Visitor groups that felt an aspect of the tour needed strengthening

*total percentages do not equal 100 due to rounding

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

Unspecified programs that needed strengthening

Results – Interpret results with **CAUTION!**Aspect of the story that needs strengthened

- 8 visitor groups listed aspects of unspecified programs that needed strengthening (see Table 18).

Table 18. Aspects of unspecified programs that needed strengthening (N=8 comments) – **CAUTION!**

Site	Number of times mentioned
More historic details on the people, Johnny B character, tell stories about the folks to bring them alive	1
Trust	1
More about how household members cooked, obtained supplies	1
Relationship between Ranch House upgrades and cattle business development	1
My husband is a retired Agriculture teacher. He was especially interested in hearing about agriculture in the area – mostly from blacksmith and wagon tour gentleman	1
What happened to the children that lived, have a movie about the history	1
Gave us insight to our historical past	1
To preserve the past, was impressed that ranch and records were donated by family member	1

*total percentages do not equal 100 due to rounding

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

Reasons did not participate in ranger-led programs/tours/talks**Question 11**

If your personal group did not participate in any ranger-led programs/tours/talks, what prevented you from participating?

Results

- As shown in Figure 77, the most common reasons visitor groups did not participate in any ranger-led programs/tours/talks were:
 - 48% Did not have time for program
 - 42% Program was not available at the time of visit
- "Other" reasons (20%) for not participating in ranger-led programs/tours/talks are shown in Table 19.

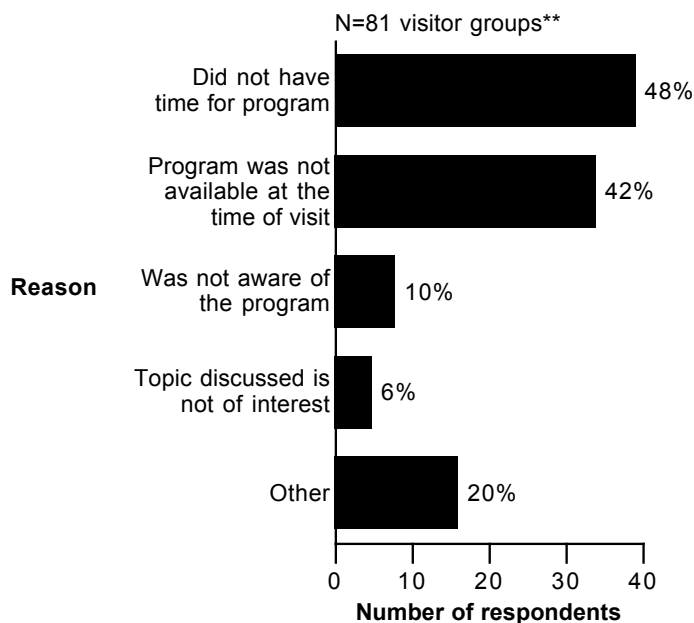


Figure 77. Reason visitor groups did not participate in any ranger-led programs/tours/talks

*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 did not participate in ranger-led programs/tours/talks (N=15 comments) – **CAUTION**

Reasons	Number of times mentioned
After attending last main house tour, all others (except for blacksmith) were closed	1
Already participated at an earlier visit	1
Am well educated in Western US history	1
Focused on birding and wildlife	1
Had to board my dog at the veterinarian since they are not admitted in the park and it was too hot to leave him in the car (no shade)	1
Inadequate provisions for my disability (mobility/leg pain)	1
Many times we've done tours/talks	1
Rain and wind	1
Rangers did not stay till 5 closing time	1
Save tour for next visit	1
Wanted more interaction and talks, but none available other than house and chuckwagon. No ranch tour available. No animal sightings.	1
We have in the past and they've been great	1
We prefer independence in our education – don't like tours	
We were there for the campfire cooking lessons for kids	1
Were told wagons would run until park closed. Last ride about 4:30 pm; they stopped a little after 3 pm.	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 12a

On this visit, please indicate if your personal group learned about the following topics through park interpretive media.

Question 12b

For those topics that your personal group learned during this visit, how much did your level of understanding of the topics improve during your visit?

Open Range Cattle era**Results**Learned about topic

- 84% of visitor groups learned about the Open Range Cattle era on this visit (see Figure 78).

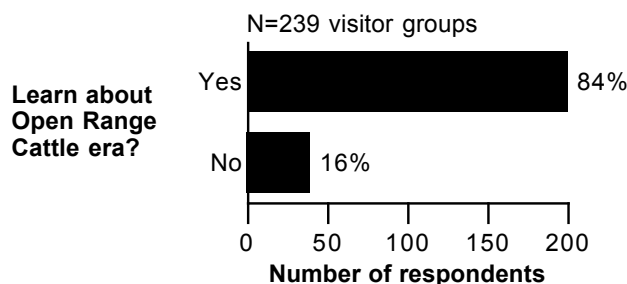


Figure 78. Visitor groups that learned about the Open Range Cattle era on this visit

Improved level of understanding

- 47% of visitor groups felt their level of understanding about the Open Range Cattle era improved “significantly” during their visit (see Figure 79).
- 42% felt their understanding improved “somewhat” during their visit.

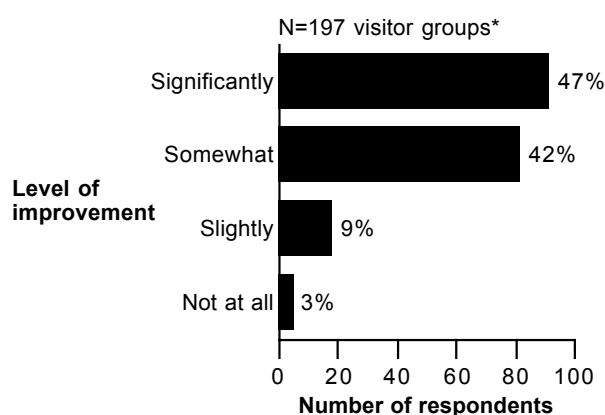


Figure 79. Improved level of understanding

*total percentages do not equal 100 due to rounding

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

Significance of cattle drives and roundups

Results

Learned about topic

- 57% of visitor groups learned about the significance of cattle drives and roundups on this visit (see Figure 80).

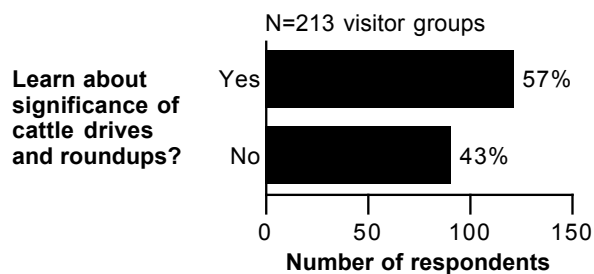


Figure 80. Visitor groups that learned about the significance of cattle drives and roundups on this visit

Improved level of understanding

- 42% of visitor groups felt their level of understanding about significance of cattle drives and roundups improved “somewhat” during their visit (see Figure 81).
- 32% felt their understanding improved “significantly” during their visit.

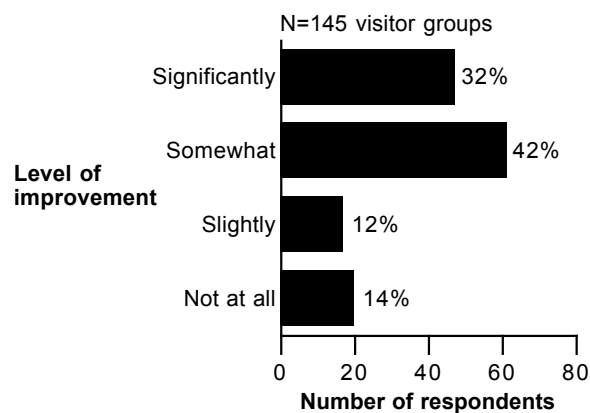


Figure 81. Improved level of understanding

*total percentages do not equal 100 due to rounding

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

Role of rangeland/grasses in ranching

Results

Learned about topic

- 64% of visitor groups learned about the role of rangeland/grasses in ranching on this visit (see Figure 82).

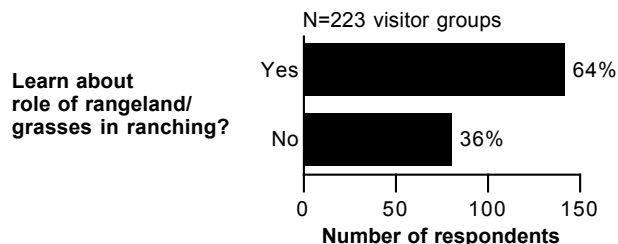


Figure 82. Visitor groups that learned about the role of rangeland/grasses in ranching on this visit

Improved level of understanding

45% of visitor groups felt their level of understanding about the role of rangeland/grasses in ranching improved “somewhat” during their visit (see Figure 83).

- 29% felt their understanding improved “significantly” during their visit.

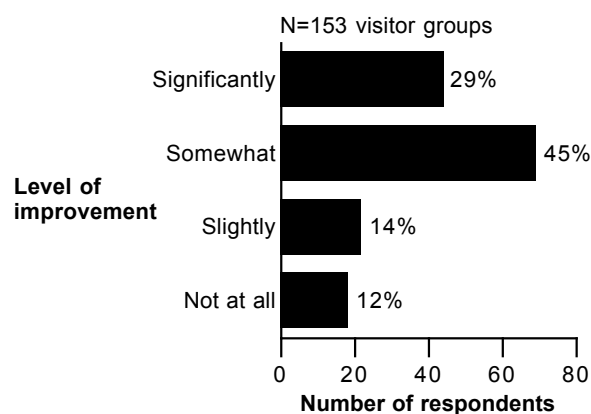


Figure 83. Improved level of understanding

*total percentages do not equal 100 due to rounding

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

Life of a historic cowboy

Results

Learned about topic

- 86% of visitor groups learned about the life of a historic cowboy on this visit (see Figure 84).

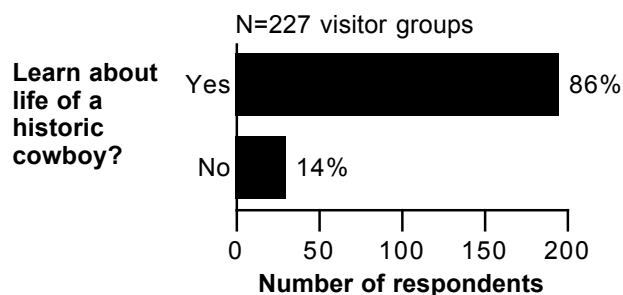


Figure 84. Visitor groups that learned about the life of a historic cowboy on this visit

Improved level of understanding

43% of visitor groups felt their level of understanding about the life of a historic cowboy improved “significantly” during their visit (see Figure 85).

- 41% felt their understanding improved “somewhat” during their visit.

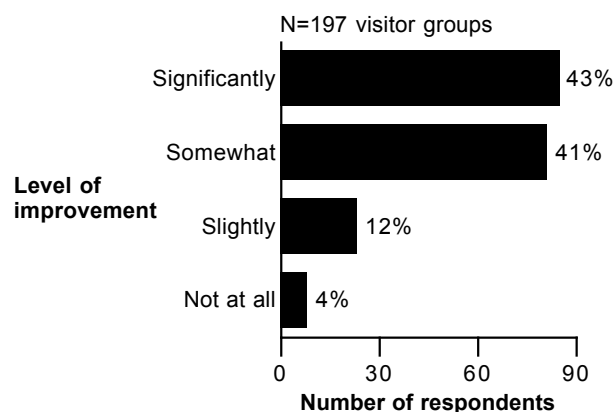


Figure 85. Improved level of understanding

*total percentages do not equal 100 due to rounding

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

Role of cattle and horses in ranching history

Results

Learned about topic

- 74% of visitor groups learned about the role of cattle and horses in ranching history on this visit (see Figure 86).

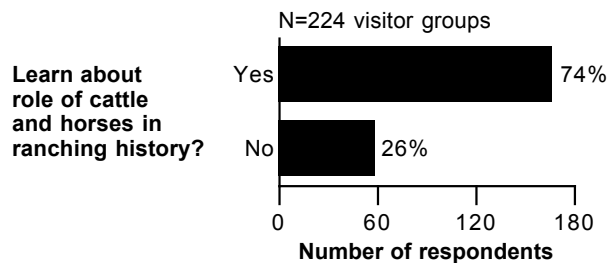


Figure 86. Visitor groups that learned about the role of cattle and horses in ranching history on this visit

Improved level of understanding

- 46% of visitor groups felt their level of understanding about the role of cattle and horses in ranching history improved “somewhat” during their visit (see Figure 87).
- 34% felt their understanding improved “significantly” during their visit.

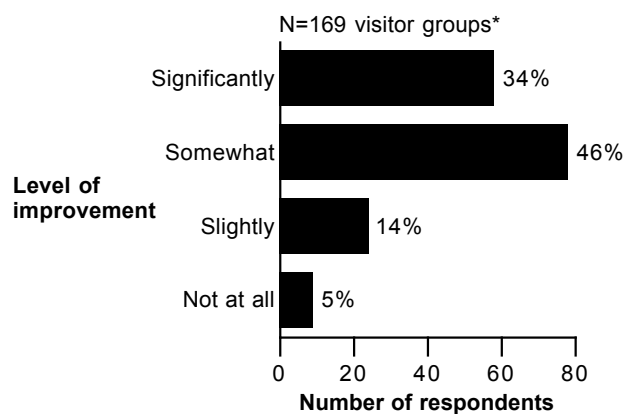


Figure 87. Improved level of understanding

*total percentages do not equal 100 due to rounding

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

Life of a cattle baron and family in the Victorian time period

Results

Learned about topic

- 87% of visitor groups learned about the life of a cattle baron and family in the Victorian time period on this visit (see Figure 88).

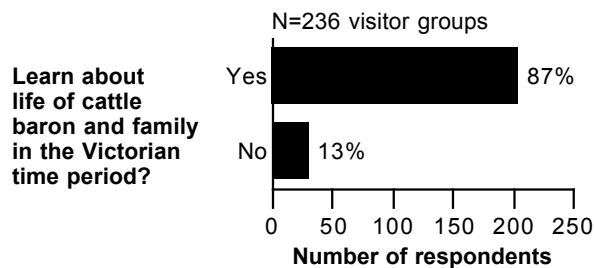


Figure 88. Visitor groups that learned about the life of a cattle baron and family in the Victorian time period on this visit

Improved level of understanding

- 65% of visitor groups felt their level of understanding about the life of a cattle baron and family in the Victorian time period improved “significantly” during their visit (see Figure 89).
- 27% felt their understanding improved “somewhat” during their visit.

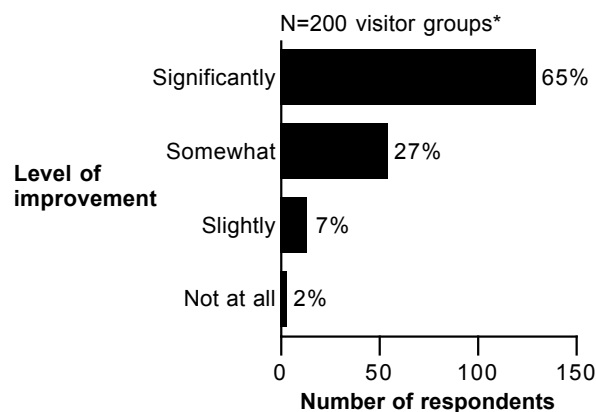


Figure 89. Improved level of understanding

*total percentages do not equal 100 due to rounding

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

Skills used in traditional ranching

Results

Learned about topic

- 81% of visitor groups learned about skills used in traditional ranching on this visit (see Figure 90).

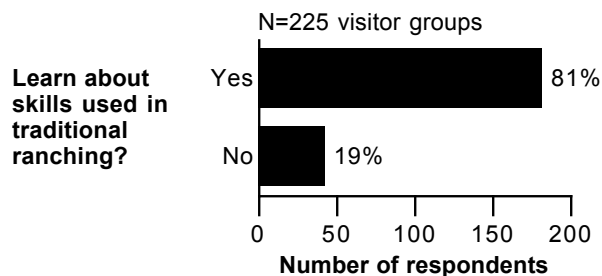


Figure 90. Visitor groups that learned about skills used in traditional ranching on this visit

Improved level of understanding

- 46% of visitor groups felt their level of understanding about skills used in traditional ranching improved “somewhat” during their visit (see Figure 91).
- 37% felt their understanding improved “significantly” during their visit.

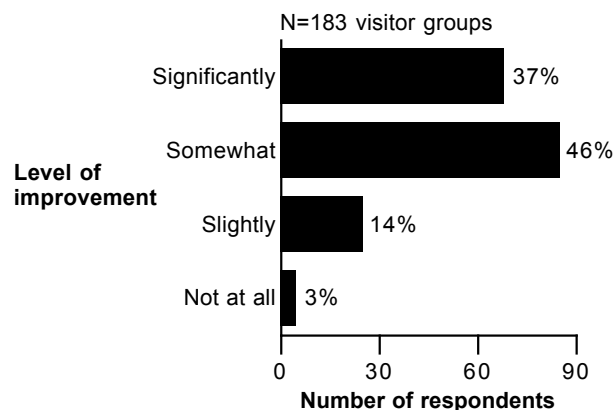


Figure 91. Improved level of understanding

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

Primary purpose of Grant-Kohrs Ranch NHS

Question 5

What is the primary purpose of Grant-Kohrs Ranch NHS?

Results

- As shown in Figure 92, the primary purpose of Grant-Kohrs Ranch NHS that most visitor groups selected were:

68% Provide understanding of open range era
16% Display main ranch house

- The "other" primary purpose (6%) visitor groups listed is:

For kids to understand Montana history

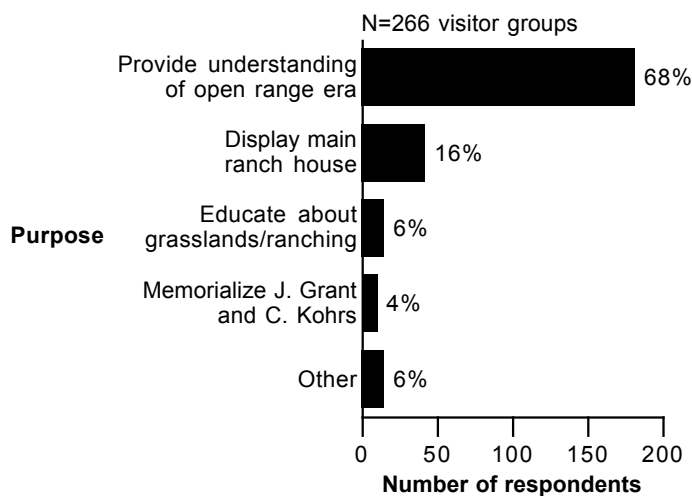


Figure 92. Primary purpose of Grant-Kohrs Ranch NHS

*total percentages do not equal 100 due to rounding

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

Visitor services and facilities used

Question 15a

Please indicate all the visitor services and facilities that your personal group used at Grant-Kohrs Ranch NHS during this visit.

Results

- As shown in Figure 93, the most common visitor services and facilities used by visitor groups were:

87% Visitor center (overall)
77% Assistance from park staff
73% Restrooms

- The least used service/facility was:

15% Junior Ranger program

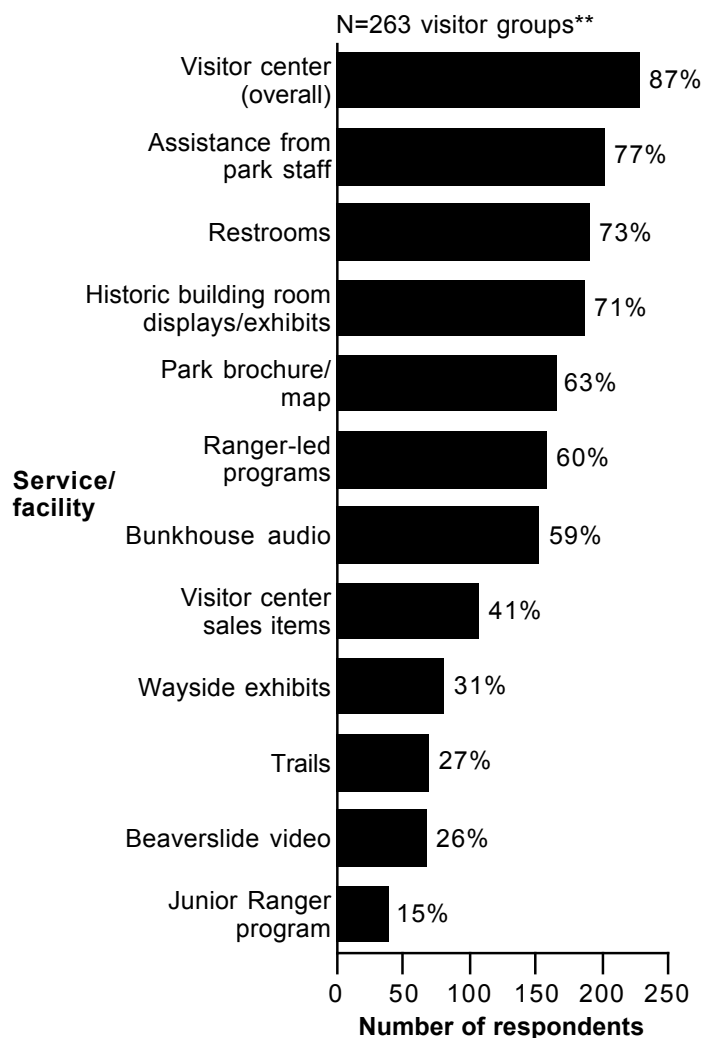


Figure 93. Visitor services and facilities used

*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 94 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:

- 98% Ranger-led programs
- 94% Restrooms
- 87% Historic building room displays/exhibits

- Table 20 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:

- 3% Junior Ranger program

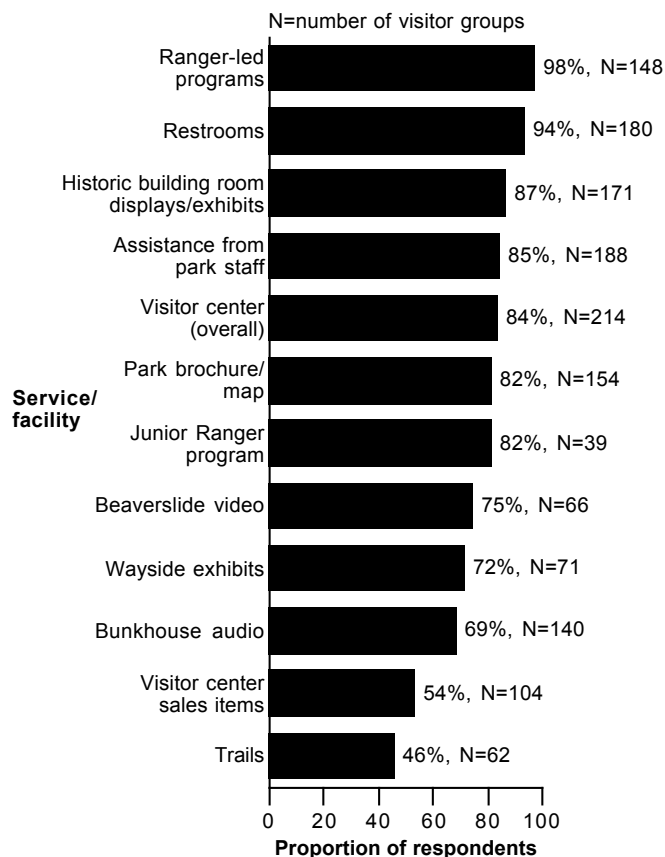


Figure 94. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

Table 20. Importance ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Assistance from park staff	188	0	4	11	35	50
Beaverslide video	66	2	3	20	42	33
Bunkhouse audio	140	1	5	26	44	25
Historic building room displays/exhibits	171	1	1	12	41	46
Wayside exhibits	71	0	6	23	38	34
Junior Ranger program	39	3	3	13	23	59
Park brochure/map	154	1	1	16	23	59
Ranger-led programs	148	0	0	2	31	67
Restrooms	180	1	2	3	25	69
Trails	62	0	3	23	34	40
Visitor center (overall)	214	<1	1	14	34	50
Visitor center sales items (selection, price, etc.)	104	2	13	32	24	30

*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 95 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:
 - 98% Ranger-led programs
 - 96% Assistance from park staff
- Table 21 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:

2% Beaverslide video

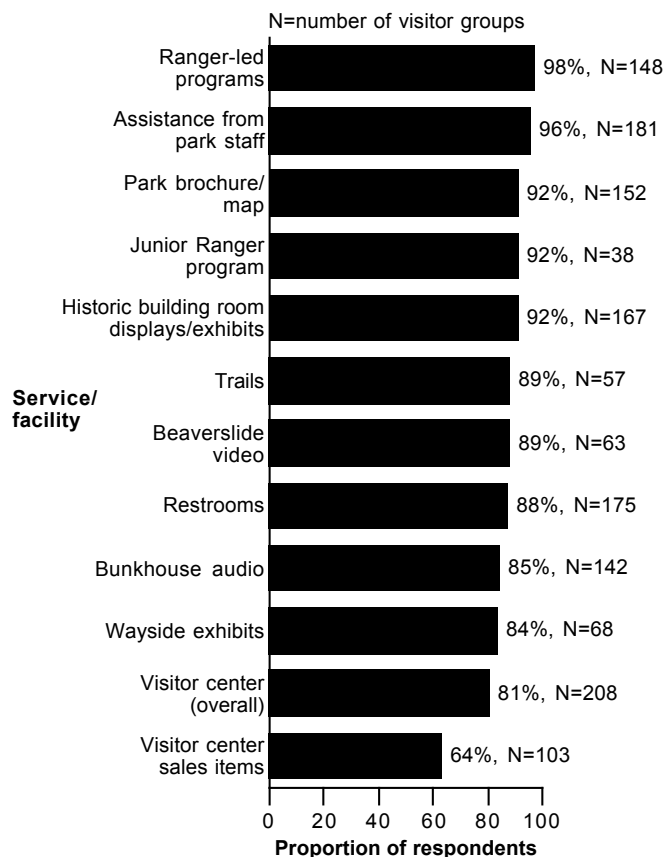


Figure 95. Combined proportions of “very good” and “good” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

Table 21. Quality ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Very poor	Poor	Rating (%)*		
				Average	Good	Very good
Assistance from park staff	181	0	1	4	15	81
Beaverslide video	63	2	0	10	33	56
Bunkhouse audio	142	0	1	13	39	46
Historic building room displays/exhibits	167	0	0	8	31	61
Wayside exhibits	68	0	0	16	47	37
Junior Ranger program	38	0	0	8	29	63
Park brochure/map	152	0	0	8	28	64
Ranger-led programs	148	0	0	2	18	80
Restrooms	175	1	1	10	31	57
Trails	57	0	0	11	35	54
Visitor center (overall)	208	<1	2	16	30	51
Visitor center sales items (selection, price, etc.)	103	0	6	30	36	28

*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 96 and **Error! Reference source not found.** 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.

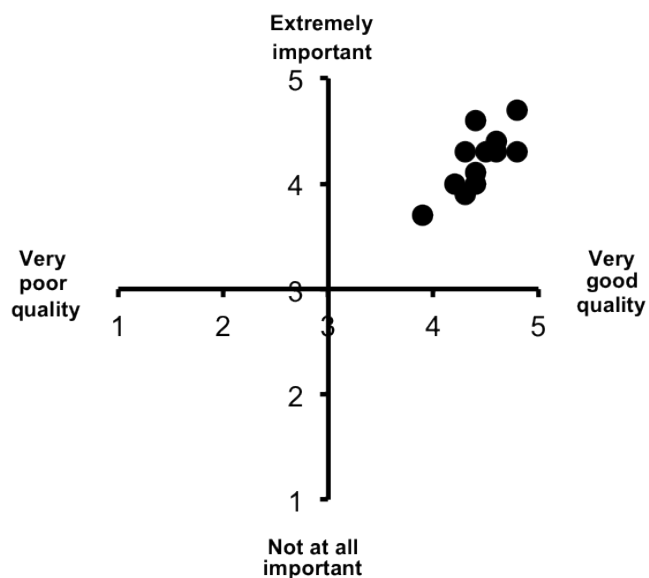


Figure 96. Mean scores of importance and quality ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

Importance of protecting park resources and attributes

Question 17

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

Results

- As shown in Figure 97, the highest combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes included:

96% Historic buildings and resources
93% Clean water
91% Educational opportunities

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

15% Fisheries resources

- Table 22 shows the importance ratings of park resources and attributes.

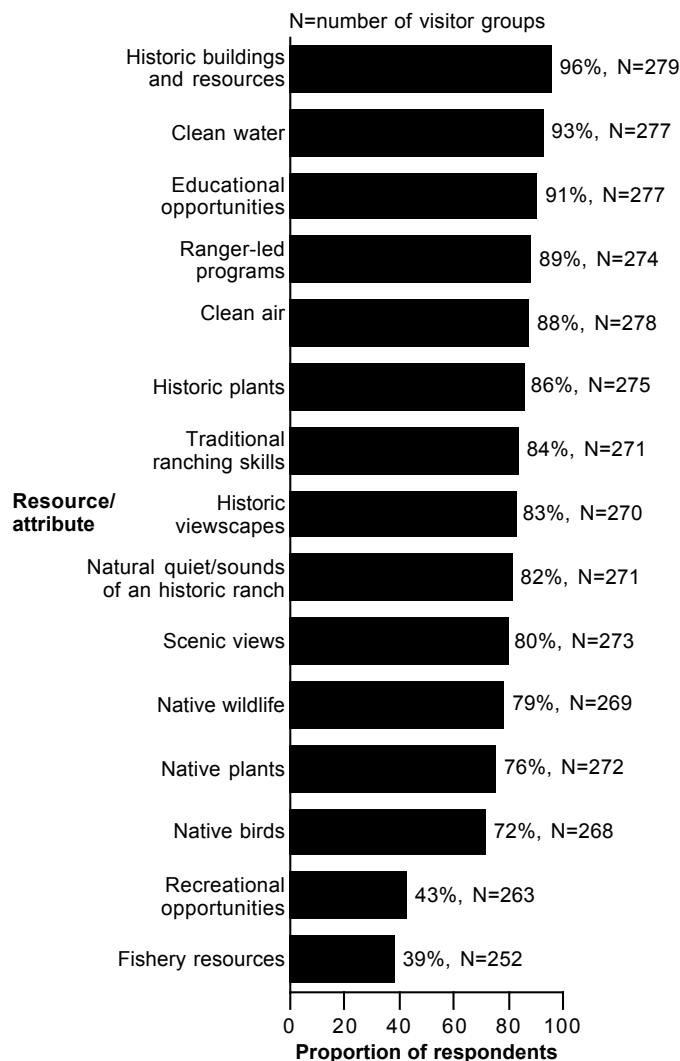


Figure 97. Combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes

*total percentages do not equal 100 due to rounding

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

Table 22. Visitor rating of importance of protecting park resources and attributes (N=number of visitors groups)

Resource/attribute	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	278	1	3	8	39	49
Clean water	277	1	1	5	32	61
Educational opportunities	277	1	2	7	43	48
Fisheries resources	252	15	13	32	23	16
Historic buildings and resources (ranch house, museum objects, fences)	279	<1	1	2	30	66
Historic plants (gardens, pastures, hayfields)	275	1	4	9	45	41
Historic views	270	1	2	14	35	48
Native birds	268	3	4	21	32	40
Native plants	272	2	4	18	34	42
Native wildlife	269	1	4	16	36	43
Natural quiet/sounds of an historic ranch	271	1	4	14	36	46
Ranger-led programs	274	1	2	9	32	57
Recreational opportunities	263	5	12	39	27	16
Scenic views	273	1	4	15	39	41
Traditional ranching skills (roping, branding, flood irrigation)	271	1	3	13	34	50

*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 Grant-Kohrs Ranch NHS and the surrounding area (within 50 miles of the park).

Results

- 53% of visitor groups spent \$1-\$200 (see Figure 98).
- 25% spent \$201 or more.
- 22% spent no money.
- The average visitor group expenditure was \$208.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$75.
- The average total expenditure per person (per capita) was \$67.
- As shown in Figure 99, the largest proportions of total expenditures inside and outside the park were:

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

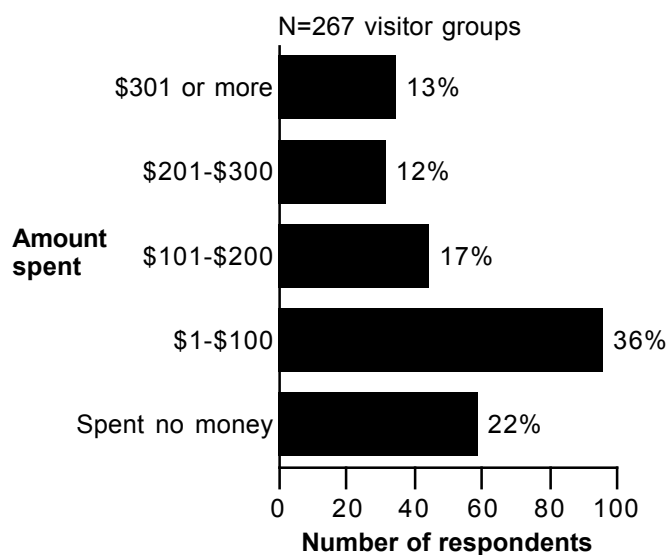


Figure 98. Total expenditures inside and outside the park

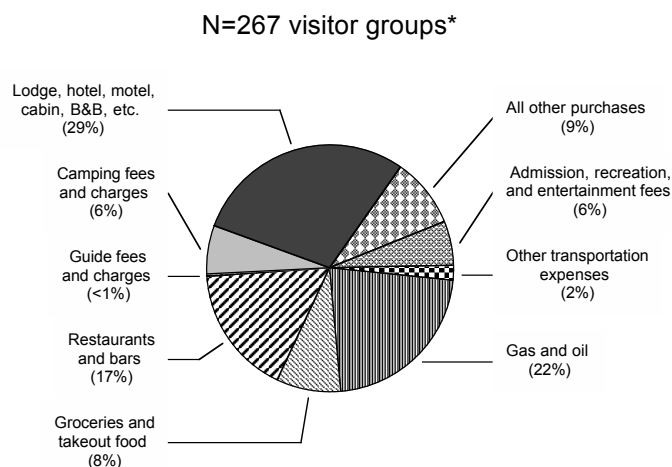


Figure 99. Proportions of total expenditures inside and outside the park

*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

- 65% of visitor groups had two adults covered by expenditures (see Figure 100).
- 23% had three or more adults covered by expenditures.
- 12% had one adult covered by expenditures.

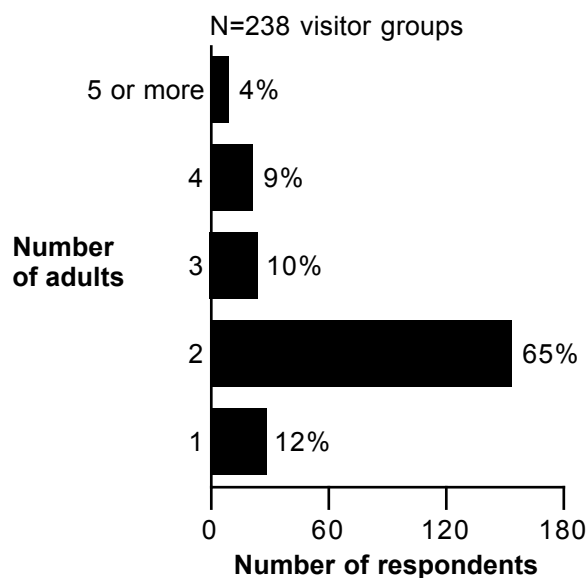


Figure 100. Number of adults covered by expenditures

Number of children covered by expenditures

Question 19c

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

Results

- 73% of visitor groups had no children covered by expenditures (see Figure 101).
- 19% had two or more children covered by expenditures.

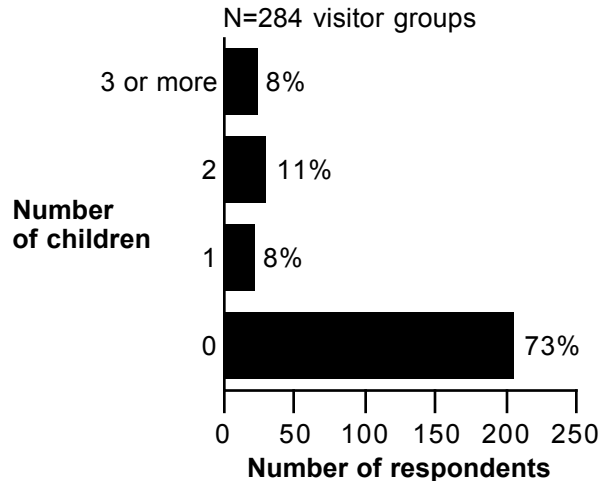


Figure 101. Number of children covered by expenditures

*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 Grant-Kohrs Ranch NHS.

Results

- 57% of visitor groups spent no money (see Figure 102).
- 41% spent \$1-\$50.

Note: "All other purchases" was the only spending category inside the park.

- The average visitor group expenditure inside the park was \$10.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$0.
- The average total expenditure per person (per capita) was \$8.

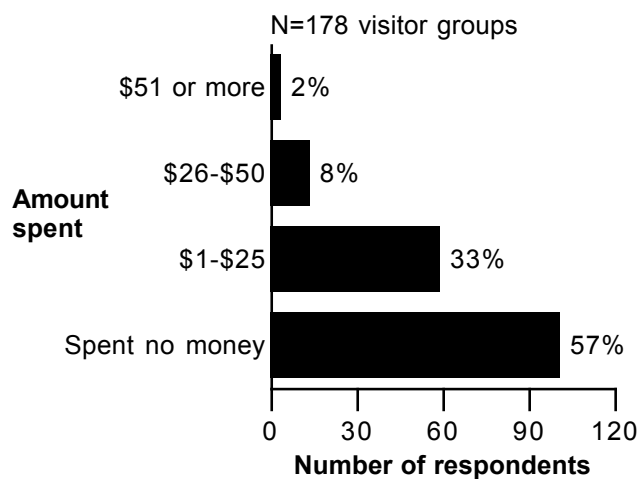


Figure 102. Total expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Expenditures outside the park

Question 19b

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

Results

- 48% of visitor groups spent \$1-\$200 (see Figure 103).
- 27% spent \$301 or more.
- 25% spent no money.
- The average visitor group expenditure outside the park was \$217.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$80.
- The average total expenditure per person (per capita) was \$84.
- As shown in Figure 104, the largest proportions of total expenditures outside the park were:
 - 30% Lodge, hotel, motel, cabin, B&B, etc.
 - 23% Gas and oil
 - 18% Restaurants and bars

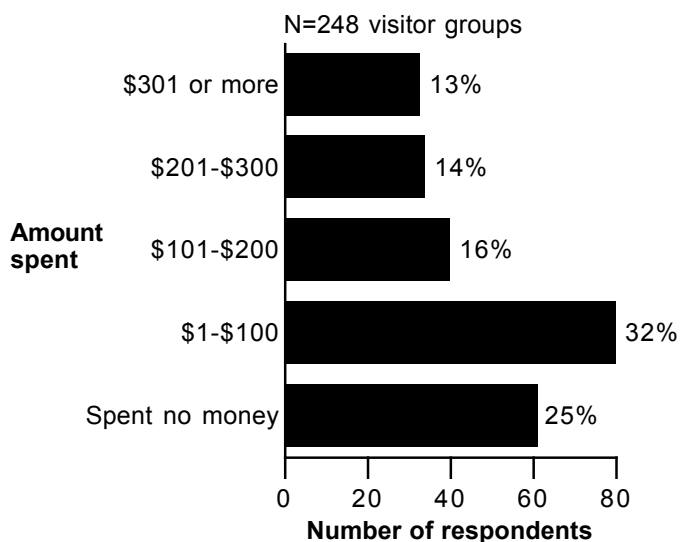


Figure 103. Total expenditures outside the park

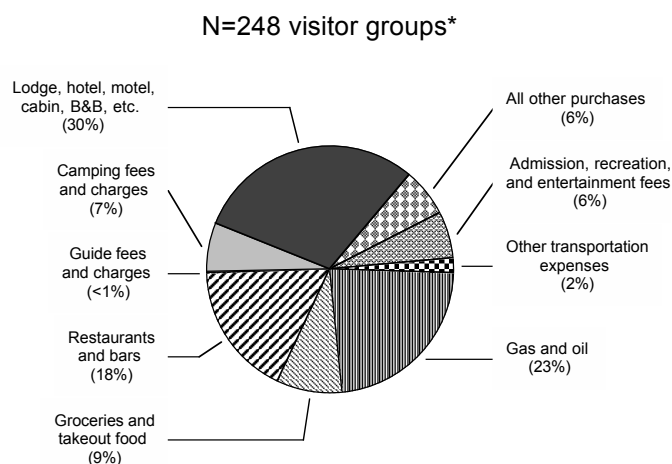


Figure 104. Proportions of total expenditures outside the park

*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.

- 64% of visitor groups spent no money on lodging outside the park (see Figure 105).
- 31% spent \$1-\$200.

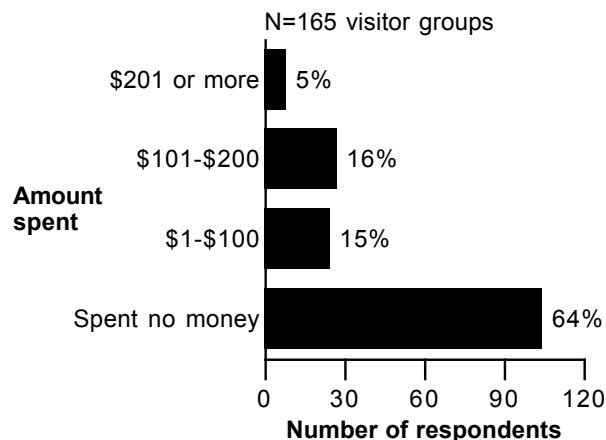


Figure 105. Expenditures for lodging outside the park

Camping fees and charges

- 68% of visitor groups spent no money on camping fees and charges outside the park (see Figure 106).
- 27% spent \$1-\$100.

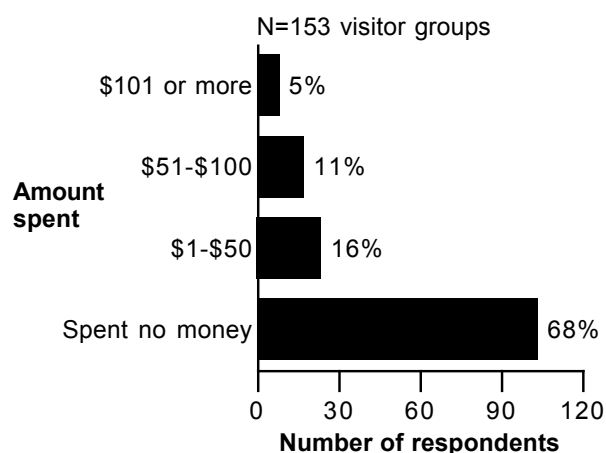


Figure 106. Expenditures for camping fees and charges outside the park

Guide fees and charges

- 96% of visitor groups spent no money on guide fees and charges outside the park (see Figure 107).
- 4% spent \$1-\$20.

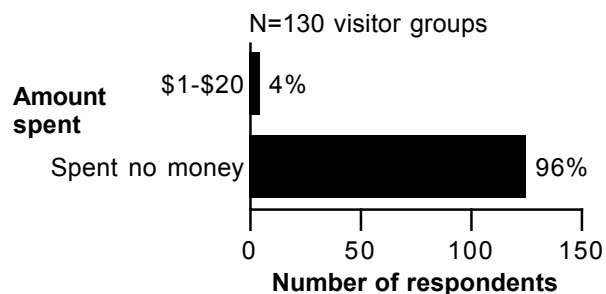


Figure 107. Expenditures for guide fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

Restaurants and bars

- 57% of visitor groups spent \$1-\$100 on restaurants and bars outside the park (see Figure 108).
- 39% spent no money.

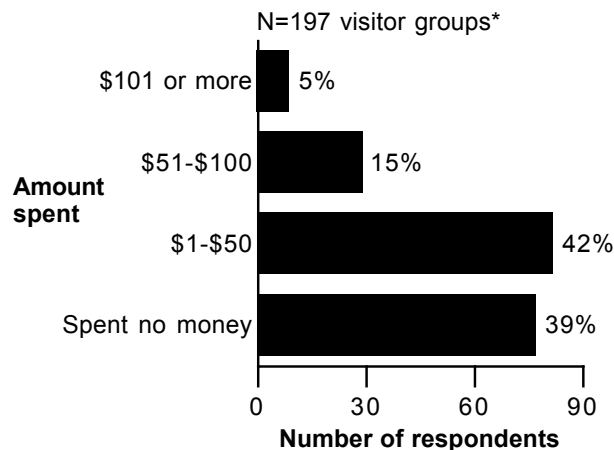


Figure 108. Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 53% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 109).
- 39% spent \$1-\$50.

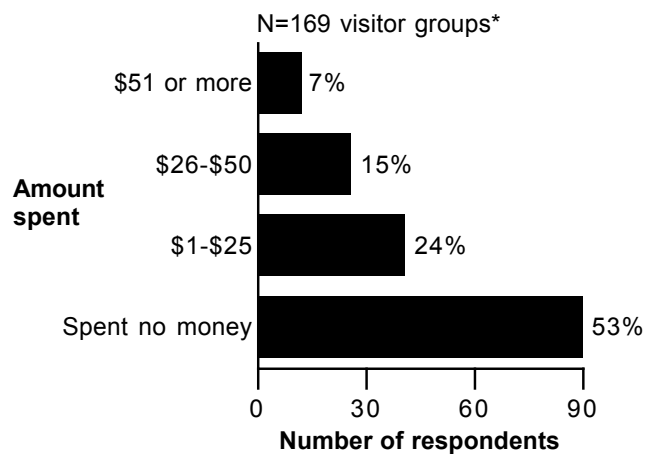


Figure 109. Expenditures for groceries and takeout food outside the park

*total percentages do not equal 100 due to rounding

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

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

- 53% of visitor groups spent \$1-\$100 on gas and oil outside the park (see Figure 110).
- 39% spent no money.

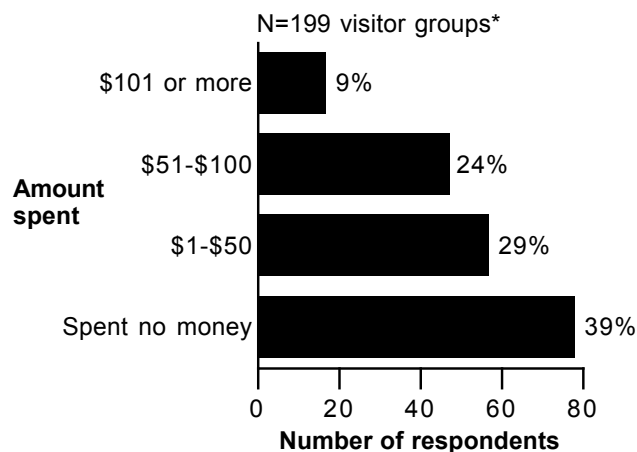


Figure 110. Expenditures for gas and oil outside the park

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 111).

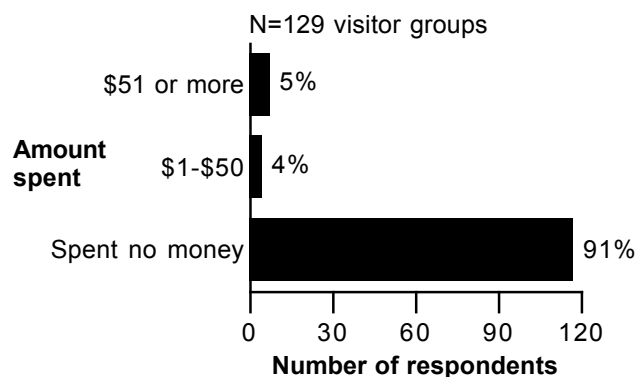


Figure 111. Expenditures for other transportation outside the park

*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

- 65% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 112).
- 30% spent \$1-\$50.

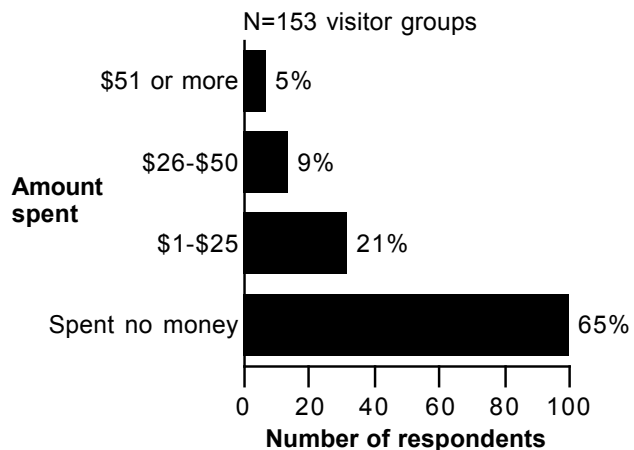


Figure 112. Expenditures for admission, recreation, and entertainment fees outside the park

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

- 55% of visitor groups spent no money on all other purchases outside the park (see Figure 113).
- 37% spent \$1-\$50.

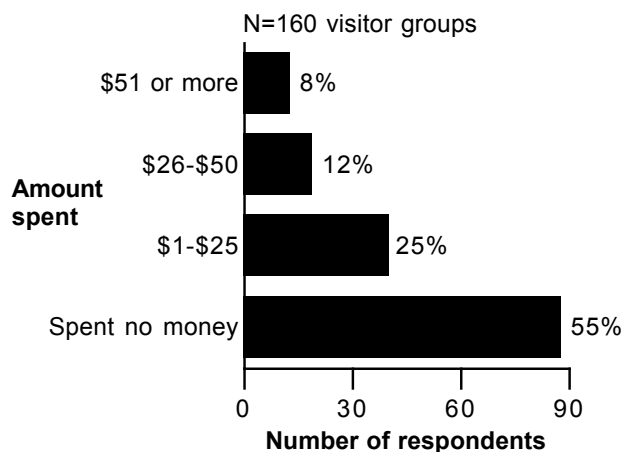


Figure 113. Expenditures for all other purchases outside the park

*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 25c**

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

Results

- 14% of respondents had forgone income to make this trip (see Figure 114).
- Of the respondents who had forgone income, 44% forwent \$801 or more (see Figure 115).
- 38% forwent \$1-\$400.

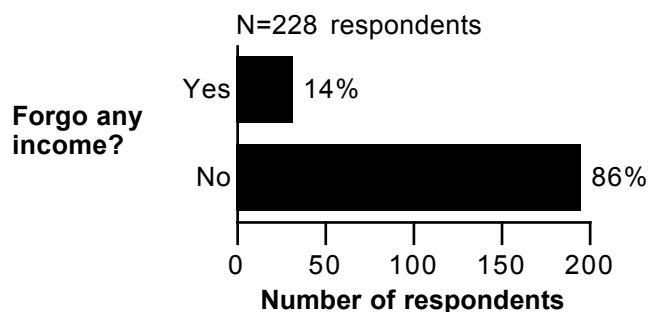


Figure 114. Respondents that had forgone income to make this trip

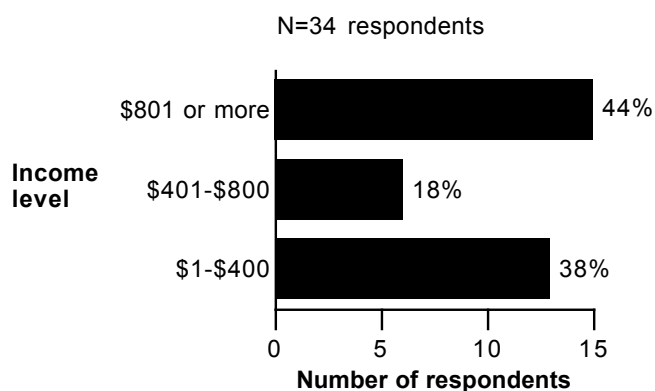


Figure 115. Income forgone to make this trip

*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

Overall Quality

Question 16

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

Results

- 97% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 116).
- Less than 1% of visitor groups rated the quality as “very poor” or “poor.”

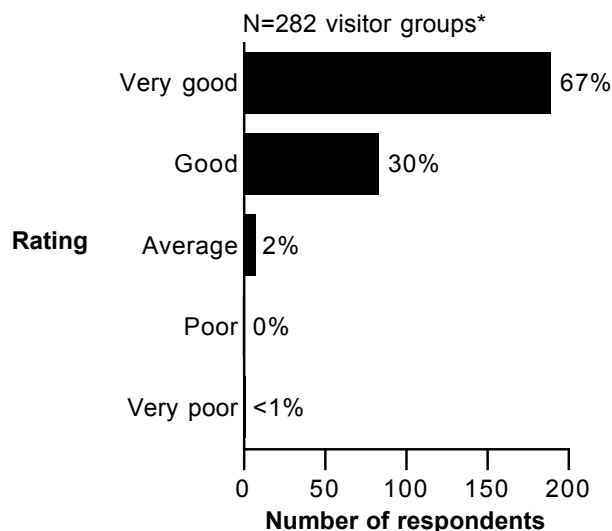


Figure 116. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comment Summaries

What visitors liked most

Question 18a

What did your personal group like most about your visit to Grant-Kohrs Ranch NHS? (Open-ended)

Results

- 90% of visitor groups (N=255) responded to this question.
- Table 23 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 23. What visitors liked most
(N=434 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (11%)	
Friendly, enthusiastic staff/volunteers	11
Staff	8
Interacting with staff/volunteers/docents	7
Knowledgeable staff/volunteers	7
Tour guide	5
Helpful staff	4
Other comments	5
INTERPRETIVE SERVICES (68%)	
Ranch house tour	60
Blacksmith talk/shop	28
History of ranching techniques and ranch life	22
Ranch house	22
Chuckwagon talk	21
History	14
Historic artifacts/furnishings	10
Ranger-led programs	9
Exhibits	8
Roping	7
Seeing a working ranch	7
Children's activities/programs	6
Bunkhouse	5
Haying demonstration	5
Historic buildings	5
History of family	5
Wagon tour	5
Wagon/sleigh exhibit	5
Branding	4

Table 23. What visitors liked most (continued)

Comment	Number of times mentioned
INTERPRETIVE SERVICES (continued)	
Cowboy coffee	4
Beaverslide	3
Cowboy talk	3
Junior Ranger program	3
Beaverslide/haying video	2
Historic authenticity	2
Historic equipment	2
Living history	2
Native American history	2
Other comments	22
FACILITIES/MAINTENANCE (3%)	
Garden	6
Well maintained	4
Other comments	3
POLICY/MANAGEMENT (1%)	
No cost	2
Other comment	1
RESOURCE MANAGEMENT (5%)	
Animals	16
Preservation	5
GENERAL (13%)	
Everything	13
The whole experience	4
Beautiful	3
Freedom to walk around	3
Going back in time	3
Scenic views	3
Atmosphere of a working/cowboy ranch	2
Fun	2
Peaceful/serene environment	2
Vast, wide open vistas	2
Other comments	20

What visitors liked least**Question 18b**

What did your personal group like least about your visit to Grant-Kohrs Ranch NHS? (Open-ended)

Results

- 58% of visitor groups (N=164) responded to this question.
- Table 24 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 24. What visitors liked least
(N=175 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (4%)	
Comments	7
INTERPRETIVE SERVICES (27%)	
Inability to access all sites	8
Difficulty with audio/video recordings	7
Limited availability of tours/times	7
More sale items/books available	6
Lack of information as to activity times, locations, tickets	2
Other comments	17
FACILITIES/MAINTENANCE (15%)	
Inadequate signage	6
Darkness of house	4
Inadequate disabled access	2
Inadequate RV parking	2
Lack of picnic facilities	2
Lack of shade	2
Other comments	9
POLICY/MANAGEMENT (10%)	
Improve visitor center	4
Dogs not allowed	3
No food available for purchase	3
Needs more publicity	2
No photography in ranch house allowed	2
Other comments	3
RESOURCE MANAGEMENT (2%)	
No cattle	3

Table 25. What visitors liked least (continued)

GENERAL (42%)	
Nothing to dislike	21
Lack of time	19
Liked it all	13
Bugs	11
Heat	5
Rain	2
Other comments	3

Planning for the future**Question 20**

If you were a park superintendent/site manager planning for the future of Grant-Kohrs Ranch NHS, what would your personal group propose?
(Open-ended)

Results

- 53% of visitor groups (N=149) responded to this question.
- Table 26 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 26. Planning for the future
(N=187 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (1%)	
Comments	2
INTERPRETIVE SERVICES (49%)	
More interactive programs	12
Better information about available activities	6
Improve visitor center/gift shop	5
Living history/demonstrations	4
More about ranch life	4
More opportunities to ride horses, wagons, buggies	4
More ranger-led programs	4
Increase frequency/amount of talks/tours	3
More programs on cowboys	3
Allow photography inside	2
Improve map	2
Self-guided tours	2
Other comments	40
FACILITIES/MAINTENANCE (16%)	
Improve accessibility to all sites	6
Continue to maintain park	5
Improve highway/entrance signage	5
Improve/increase picnic areas	5
Provide more shade	4
Water stations	2
Other comments	2

Table 26. Planning for the future (continued)

Comment	Number of times mentioned
POLICY/MANAGEMENT (22%)	
More advertising	11
Open all areas of ranch to public	7
Keep it operating	4
Complete maintenance /restoration of ranch	3
Make it a working ranch	3
Allow pets outside	2
Charge minimum donation	2
Assistance with bird banding	9
RESOURCE MANAGEMENT (6%)	
Preserve the ranch	8
More animals	3
More access to animals	2
GENERAL (6%)	
Loved it as it is	5
Keep up the great work	4
Other comments	2

Additional comments**Question 26**

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

Results

- 54% of visitor groups (N=154) responded to this question.
- Table 27 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 27. Additional comments
(N=225 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (16%)	
Excellent rangers/volunteers/staff	8
Friendly/nice/pleasant staff	8
Helpful staff	4
Children's program staff are excellent	2
Informative	2
Knowledgeable staff	2
Ranch house tour guide excellent	2
Other comments	9
INTERPRETIVE SERVICES (16%)	
Educational/informative experience	11
Living history	2
Offer horse/wagon tours of ranch property	2
Other comments	20
FACILITIES/MAINTENANCE (3%)	
Well maintained	2
Other comments	4
POLICY/MANAGEMENT (7%)	
Improve survey	6
More advertising	2
Other comments	7

Table 27. Additional comments (continued)

Comment	Number of times mentioned
GENERAL (59%)	
Enjoyed our visit	21
Great experience	17
Will visit again	16
Love the ranch	13
Thank you	9
Fun experience	6
Need more time	6
Glad we made the visit	4
Very nice experience	4
Very worthwhile	4
Wonderful place to visit	4
It is a treasure	3
Excellent visit	2
Part of our long vacation	2
Very interesting	2
Other comments	19

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 18a

What did your personal group like most about your visit to Grant-Kohrs Ranch NHS? (Open-ended)

- A look into the lifestyle of the past
- Able to walk and peek into some of the buildings
- All of it
- All of it
- All of the artifacts, talking to the people, and the cat
- All the ranger programs available, blacksmith/chuckwagon talks
- All was great. House tour especially so.
- Animals
- Animals/house, chuckwagon demo, historic ranching techniques
- Authenticity and preservation
- Authenticity of an historic time period
- Baby cows, longhorns, horses
- Beautiful trails
- Beauty of the area
- Best tour ever in national parks attended so far
- Blacksmith
- Blacksmith demo, wagon display
- Blacksmith demonstration
- Blacksmith demonstration
- Blacksmith demonstration, ranch house tour
- Blacksmith demonstration, home tour
- Blacksmith shop and demo
- Blacksmith shop demo, fur skins talk
- Blacksmith talk
- Blacksmith talk, hay video, roping practice, cowboy cook, everything
- Blacksmith working
- Blacksmith, chuckwagon cook, wagon collection, bunkhouse exhibits
- Blacksmith, chuckwagon
- Blacksmith, ranch house
- Bunkhouse
- Calf branding
- Cattle branding
- Checking out the beaverslide/collecting eggs
- Chickens, blacksmith, chuckwagon, views, cattle
- Chuck wagon and house tour
- Chuck wagon, butter making, animals, history
- Chuckwagon talk
- Chuckwagon talk lead by volunteer with coffee
- Chuckwagon, activities in the bunkhouse for kids

- Covered wagon tour, main house tour
- Cowboy and ranching atmosphere
- Cowboy coffee, Ranger Dave and roping the calf
- Cowboy coffee. Availability and knowledge of staff.
- Cowboy talk and chuckwagon
- Demonstrations/staff
- Education. Learned about life on ranch and cowhands.
- Enjoyed everything
- Everything
- Everything, the staff are so friendly and awesome
- Everything, interpretation
- Everything, that's why we keep coming back
- Everything. This was our third visit and found the place just a wonderful way to spend time.
- Evolution of ranching in one location
- Exhibits and some of history in house tour just too long
- Felt like time travel. Lots of rangers, helpful. Loved house.
- Finding artifacts
- Finding out about family history
- Friendly, knowledgeable staff
- Furniture
- Gave us idea of lifestyle and the ranching livelihood. Appreciate how easy it is to live today than in earlier times.
- Generally courteous staff
- Glad this national historic site is in existence to visit and experience
- Haying
- Haying
- Haying with teams
- Hearing about the area's history. Seeing historical buildings, artifacts and equipment. Talking with knowledgeable docents. Really enjoyed blacksmith, wagon tour docents and house docents.
- Historic way of life being preserved
- History
- History and chuck wagon talk
- History and education of how early life was on ranch and education as to how we need to protect our natural resources and heritage
- History of original owners
- History of ranching using traditional methods
- History of the people, ranching methods
- History, on route home we needed rest stop – this was a great stop
- Home tour – labeled on building and things
- Horses and displays and demonstrations
- Horses – please put fly masks on them or fly salve. Furnishings in the kitchen, bunkhouse, chuckwagon.
- House
- House
- House

- House tour
- House tour
- House tour
- House tour
- House tour
- House tour
- House tour
- House tour
- House tour and hands-on roping
- House tour and talk
- House tour and wagon exhibit
- House tour, blacksmith
- House tour, blacksmith, and wagon talk
- House tour, demonstrations, children's interactive activities, audio narrations captured children's interest. Children getting close view of animals. They will attend children's programs or demonstrations over the next 3 weeks.
- How helpful and nice all the workers were
- How wonderful everything had been cleaned and preserved
- I loved learning about the family. The people and their history. Do you have more pictures of people or information about them? What happened to the daughters?
- I loved the stories when touring the home and loved the gardens. Chuckwagon good, too.
- Information about history of ranch
- Interaction with blacksmith and gardener; haying demonstration
- Interactions with rangers and volunteers
- It was a neat set up, our daughter was ill so we couldn't spend as much time as we would have in normal circumstances
- It was beautiful and the house tour informative, but the cattle and workings of a ranch were nonexistent
- It was fun! The staff did such a good job with the (3) stations. My 5-year-old grandson loved the hands-on experiences. Loved the rap song.
- Junior Ranger program
- Kids liked the ranger program. I liked the main house tour.
- Knowledge of the volunteer rangers and how pleasant everyone was
- Laid back, do it yourself, peaceful environment, great place for a picnic
- Learning about open range ranching
- Learning about rancher and cowboys life in the 1800-1900 era
- Learning about the history of the ranch and the way of life
- Learning history
- Like going back in time. Thanks for preserving such a unique place. It is worth the investment of taxpayer dollars.
- Loved being on a ranch
- Main house and its furnishing
- Main house tour
- Main ranch house tour
- Main ranch house tour and the timeline wall
- Main ranch, chuckwagon, scenic views, livestock
- My 3-year-old loved all the hands-on activities and the animals

- My boys have been there two times and just loved being there and learning the history
- Narrator
- Native American history
- No cost
- Original artifacts, preservation and/or restoration, the sense of awe at the simple, so much less complex life style the step backward in time
- Original furnishings in house, naturalness of site
- Originality of historic buildings
- Our tour of the house
- Pleasantly surprised by entire site. Well done; friendly staff; beautiful setting. Impressed that the working aspect of the ranch is intact to sustain mission of park and save taxpayer money.
- Preserving the traditions, providing the history/education to young folks
- Probably the house tour
- Program led by Ranger Lyndell and chatting with her afterwards
- Programs – cowboy, chuckwagon, blacksmith
- Ranch house
- Ranch house
- Ranch house tour
- Ranch house tour
- Ranch house tour
- Ranch house visit
- Ranger-led programs
- Ranger led ranch house tour
- Ranger-led programs
- Ranger-led programs
- Ranger who led house tour was very knowledgeable and had known Conrad Warren, etc.
- Roping fake cattle, friendly staff, tour of house
- Roping Woody the calf and operating the model beaverslide
- Scenic views, house and chuckwagon tour, video of beaverslide (although volume too low)
- Seeing a side of life 'city folk' are unaware of in other parts of US and where the food in the grocery store comes from and what it takes to get it there
- Seeing a working ranch
- Seeing a working ranch
- Seeing how life was
- Seeing how people lived and worked back then
- Seeing the animals
- Seeing the cattle and the gardens
- Setting, ranch house, chuckwagon, bunkhouse
- Sounds, smells of a ranch
- Staff was entertaining and very helpful
- Talking to the rangers and people doing the demonstration, i.e. cowboy, blacksmith, chuckwagon lady, ranger in ranch house. The people made this ranch interesting.
- Talks (blacksmith, cowboy, cook)
- Talks/tours and exhibits
- That it is in many regards a working ranch with animals, etc.

- That it is so different from the other national parks/monuments we've visited in the area. It offers a unique historical perspective.
- The ability to understand the past and what life used to be like
- The amazing job the staff did
- The back porch branding talk
- The blacksmith shop
- The blacksmith shop. We have known Lyndell since the 1980's when we visited with our children and now we bring our grandchildren. Lyndell is a very talented person and nice to know.
- The chuckwagon talk was terrific
- The chuckwagon talk
- The continuity of history in the one location; the bunkhouse and historical information; the maintenance was excellent quality
- The desk on the tour of the house
- The fact that it educates on ancient ranching and is still a working ranch
- The fact that so much has been preserved
- The feel of what it may have been like during that time
- The friendly staff and easy to use paths
- The furniture in the ranch house – all original and in great condition
- The haying experience, the visiting with ranchers, the man and women that gave the wagon rides with the Belgians. Explained the haying and answered any questions we had.
- The historical displays
- The history
- The history brought to life
- The history of a way of life
- The history of the ranch, freedom to walk around, preservation of everything
- The house
- The house
- The house and the garden
- The house tour and the bunkhouses. Good cowboy coffee.
- The house tour, chuckwagon
- The house, the out buildings, the blacksmith demonstration
- The Junior Ranger program
- The kids summer program is an awesome program. Please continue to do this. Learning about earlier Native American life was intriguing.
- The location, the history, the staff, the quality and interactive nature of the location
- The main house talk and garden
- The main house tour
- The main house tour
- The main ranch house tour
- The main ranch tour, the guide was a very good storyteller
- The opportunity to learn about the beginning of cattle ranching and lifestyle of those in the northwest area of the United States
- The original condition of the ranch house
- The ranch house
- The ranch house and furnishings, staff was friendly and knowledgeable
- The ranch house tour and the history of it

- The ranger-led programs
- The serene feeling
- The staff and volunteers were very knowledgeable and enthusiastic. They made the tour a lot of fun.
- The story of the Grant-Kohrs Ranch from its creation to its preservation now
- The total experience and especially the ranch house tour. The tour guide (Deborah?) was excellent – knowledgeable, helpful, good with small children and adults alike. She's a natural storyteller and made the visit both interesting and memorable. Thank you for having such a terrific tour guide.
- The tour of the historic ranch house
- The vast open field and the wagon collection
- The way life was in those days. You were able to accomplish work and chores with what you had.
- The whole atmosphere of a working ranch, loved the bunkhouse and barns, the wonderful cattle, all the animals. We didn't really have the time to see it all, but would love to return for more in-depth visit. All staff was terrific, friendly, and helpful.
- The whole experience
- The whole tour was important to me. We brought our 16-year-old granddaughter to see it.
- They enjoyed everything we did. Thank you!
- They were all very interested in the history
- To see a working ranch
- Tour of house
- Tour of house and life on the ranch and concept of open range cattle era
- Tour of main house, history of early ranching
- Tour of ranch house
- Tour of ranch house, asking questions, getting answers, blacksmith demonstration
- Touring the historic home
- Touring the house
- Touring the ranch house
- Tours/information
- Trying to rope
- Trying to teach the public what historic ranching was like and for them to see it first hand. Great, it was no cost get in.
- Very friendly staff
- Very informative explanation of the history of the building and its owners
- Very interactive tour, friendly stuff, historic building in great condition
- Visit to house
- Visiting ranch house – touring inside house by well informed guide
- Visiting the ranch house
- Visitor center help, history
- Wagon (coffee and talk with ranger), house interior/exterior, garden
- Wagon and sleigh collection. Blacksmith demonstration.
- Wagon ride
- Wagon talk
- Wagon tour, garden, tour of house, horses, cattle, cocker spaniel
- Wagon ride, the feel of being on a working ranch, house tour. Seeing the long and shorthorn cattle.
- Walking on the trails west of the river
- Watching the branding demonstration

- Watching the calf branding
- We enjoyed the ranch house and learning about the family and their ingenuity and hard work
- We enjoyed the whole experience. We learned many things we were not aware of.
- We liked all of it
- We liked the live demonstrations from the blacksmith and beaverslide
- We loved the blacksmith talk, cowboy coffee, and roping the fake cattle. Again, we literally stumbled upon the park and since we love anything NPS related, we stopped.
- We loved the historical displays – the wagons, tools, even the shower
- We loved the ranch house tour and all the buildings. We loved seeing all the equipment.
- We really enjoyed the blacksmith and the house tour
- Well kept, friendly
- Well presented, a good self-guided tour on trails
- Well preserved
- What's not to like? Cattle, horses, chickens, cowboy demonstrations, knotting. This is a fun place. We were there before and will come back again. We wish we had more time on this trip but we were returning to IL.
- Wide open vistas, visiting the ranch house
- Work being done by SKC

Question 18b

What did your personal group like least about your visit to Grant-Kohrs Ranch NHS? (Open-ended)

- A bigger visitor center and more items for sale would be nice
- A couple of the bunkhouse audio clips were a little too long
- Access to American Indian interpretations along trail to historic ranch – seemed too far off trail
- Actually lack of time we allowed
- Almost did not get ranch tour as did not know about tickets
- Arrived too late to spend enough time to see all of ranch
- Beaverslide video (too quiet when there was background noise)
- Blacksmith talk, cowboy talk, and wagon tour not available. Visited during summer tourist season.
- Bugs – but they come with the territory
- Bunkhouse audio that didn't work
- Can't visit more often
- Chicken coop
- Construction workers seemed incompetent
- Could have a sign before the ranch with mileage and turn off as our GPS couldn't find it
- Couldn't see the upstairs but not that big of a deal
- Didn't get to see house due to tour times
- Directions to site
- Dogs not allowed anywhere
- Don't turn it into a tourist trap. It's great the way it is.
- Encroachment of city on ranch environment
- Enjoyed every bit of it. Worth the trip.
- Enjoyed everything
- Everything was great
- Everything was interesting and enjoyable
- Feeling that the site doesn't get the attention it deserves
- Filling out this survey
- Garden
- Gift shop – could you bring in more books about the era?
- Heat
- House was too dark inside
- I didn't see much evidence of any emphasis on open range, grasses, cattle drives anywhere
- I would like to see a little more about the machines and how they worked (like the beaverslide)
- I'm a Montana resident (65-83) and never heard of it. More publicity, more signage.
- Inadequate RV parking
- It rained so we left early
- It was hard to park our RV in the lot
- It was hot
- Junior Ranger book was tough even for adults
- Lack of attention to native plant display out front
- Lack of explanation from the branding people
- Lack of highway signs

- Lack of interest in townspeople getting the information out to visitors. Such wonderful resources right at their fingertips.
- Lack of time we had
- Lacking of information as to activity times and locations. Nowhere in town to legally sleep in my car; I'm a cowboy and don't need a motel.
- Length of the walk from the visitor center to the actual ranch buildings (senior citizens and bad legs)
- Liked everything about it
- Liked it all
- Many people travel with their pets; not allowing dogs on a leash in the park, no shade in parking to allow pets to be kept safely in vehicle
- Media recordings in bunkhouse row. Gift shop did not have a very large selection.
- More interactive
- More light in the main house
- Mosquitoes
- Mosquitoes
- Mosquitoes, darkness of house. I wasn't sure why this ranch was so important. Great information about immigrants who found American dream. What was the education of owners?
- Mosquitos
- Mosquitos – we bought bug repellant per advice of ranger – it's good we did
- N/A
- N/A
- N/A
- N/A
- N/A
- Nephew got stung on the nose by a bee
- No cattle. No workings of a ranch. Would have loved to picnic, see the hay baler.
- No complaints
- No diaper changing station in restrooms
- No dogs allowed on trails
- No food
- No gifts in visitor center
- No good place to picnic
- No photography in ranch house allowed
- No place to eat
- No ranger led programs while we were there
- No shady benches
- None
- None
- None
- Not able to take a photo of the desk
- Not able to view house upstairs or in its entirety
- Not being able to go into some of the buildings – open up top floor of the ranch house
- Not enough disabled access. Walking distance too great for my painful condition.
- Not enough personnel
- Not enough places to sit down on the walk to the house

- Not enough time
- Not enough time in the house
- Not enough time spent
- Not enough time to do a tour
- Not enough time to explore
- Not enough written material to take along about the history
- Not having enough time to really see the ranch
- Not one thing
- Not seeing cattle
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing, liked it all. Spent 2.75 hours with 3 children ages 3, 7, and 13 who have been to Grant Kohrs many times. Area for future consideration: one thing, my 7 year old niece wanted someone to teach her or show her how to rope the wooden calves. Ropes were there but we didn't really know the basic skill.
- Nothing, we enjoyed the whole visit
- Nothing. Everything was enjoyable.
- Nothing. It was a pleasant surprise.
- Noxious weeds
- Objects behind glass
- One person didn't like tasting cowboy coffee
- Put names on the buildings (i.e. bunkhouse, etc.)
- Ranch personnel driving utility trucks all over the place
- Really liked every aspect
- Reprimand by tour guide without previous instruction
- Restrooms were not very clean
- Some of the audio in the bunkhouse did not work
- That it closed early. We arrived too late to enjoy more.
- That we could not go upstairs in home
- The amount of time we were able to spend there. Not enough due to other commitment.
- The fact that it was hot and we got hungry and had to cut our visit short
- The fact that there was no food available so we could have stayed longer
- The fact that we didn't plan more time for the visit
- The gift shop at visitor center was a little small, but nicely done for its size
- The hot weather that day, if it had been cooler we would have stayed longer
- The mosquitoes at the river
- The mosquitoes
- The mosquitoes
- The mosquitoes and flies
- The sale items

- The toilet paper supplied by the Park Service – same as at Yellowstone
- The video that showed how to do the hay. Couldn't see or hear it.
- There could be more emphasis on the bunkhouse and the cowboy way of life
- There should have been more cows
- There were other parts of the property available that we were not aware of
- Too hot a day with little options to cool ourselves down
- Too much audio and they didn't hold our attention
- Trails needed improving
- Unavailable ranger talks
- Unlit areas of interest
- Visitor center could use improvement, but not at expense of staffing
- Volunteers were not very knowledgeable
- Wagon ride, short, almost in circle
- Wanted more talk about the economy of ranching at that time/this time
- We all enjoyed the whole experience
- We almost passed it up. Need more signage near the entrance.
- We arrived late in the day. We missed many activities.
- We did not enjoy the chuckwagon host
- We did not schedule enough time, we could have spent a couple more hours
- We didn't have enough time
- We didn't schedule enough time
- We enjoyed everything
- We enjoyed it
- We felt pressure to attend the talk – but wanted to view on our own
- We liked everything
- We liked everything. To make a ranking within is not possible.
- We liked it all. Loved the pictures of all cattle brands.
- We missed the wagon for our kids to ride out and participate in cowboy cooking activity, our fault
- We wanted to tour the inside of the ranch house
- We were able to visit between 4:30 and 5:30 pm and 9-10 am the following day during these two periods cowboys, chuckwagon were not available, very frustrating
- We were disappointed in the size and content of the visitor center
- We would like to spend more time enjoying the whole ranch. Two hours is not enough.
- Weather – it was rainy
- While the volunteer tour guide was nice, we missed long term ranger guides
- Wish we had more time to explore
- Would be great if there was a train ride to the old Montana Museum complex
- Would have liked more stations of programs
- Would have liked the 2nd floor of main ranch house restored
- Would have liked to spend more time in house viewing furnishings
- Would like more books about Grant-Kohrs at visitor center

Question 20

If you were a park superintendent/site manager planning for the future of Grant-Kohrs Ranch NHS, what would your personal group propose? (Open-ended)

- A larger sign at the front entrance, standard national park style
- A reenactment day
- A short film/video about the history
- A train ride to connect with the old Montana State Prison complex. Use the former Milwaukee track/R-O-W.
- Ability to accommodate handicapped by having motorized scooters for use/rent for elderly
- Ability to ride around the ranch in a horse, buggy, or wagon
- Add a drinking fountain and add more trees (for future shade); it was a hot day on our visit
- Additional hands-on activities
- All activities available from 9 am to 5:30 pm
- All was wonderful
- Allow non-flash photography in main house. Have outbuildings illuminated.
- Allowing dogs on trails and outside of historic buildings
- Allowing tourists to self-guide through most buildings
- Assistance with bird banding, watershed education, and traditional ranching
- Audio and interactive media very effective for children. Captured their interest. Interactive and program events, demonstrations. Close visibility of animals.
- Audio tour
- Being able to take pictures in main house
- Better availability of talks (frequency), more farm animals
- Better scaled map
- Better signs to find right entrance
- Buggy rides. More information on farm equipment used daily (now).
- Can you please open the ranch house for tours? I'd love to see more livestock.
- Chuckwagon cooking, cowboy food for sale
- Complete deferred maintenance
- Completing restoration of the house, upstairs particularly
- Continue preservation and education. Advertise more.
- Continue the great visitor programs. The rangers were very knowledgeable and interesting.
- Continue to maintain well
- Create a Junior Ranger program for adults. My daughter did program when she was small. We would both like to do an adult program.
- Didn't participate in all parts, so not sure. Maybe advertise more.
- Educate more on sustainable ranching
- Enhanced picnic table, shady area with rotating exhibits (like furs or native birds or plants or horse tack). It might be cool to have homemade jellies, pies or food at the gift store like the place in Capitol Reef National Park.
- Evaluate cost of maintaining versus availability of funds for other national parks
- Everything good
- Expand gift/souvenir shop, add horse back riding (stables), consider wagon ride/tour
- Find some legend in park's past to characterize it

- Fix the roof of the main ranch house so it could be totally open to visitors (i.e. all floors, summer kitchen, basement)
- Focus on preserving what's there
- Food at the chuckwagon
- Give more explanation of what a working ranch is
- Going on like it is
- Golf cart ride to and from main site areas. More livestock, horses.
- Have more personnel/guides
- Improve highway signs
- Improved gardens
- In 2011, a fund raising high school group provided a fast food concession stand. We would like to have available a concession stand each and every Heritage Days weekend because people left and did not return when the group became hungry.
- In your brochure that is in magazines, if you could list what days you plan on doing the branding, haying, etc. Make it handicap accessible.
- Include more interaction with cattle and cowboy skill demonstrations
- Increase visitation
- Interested in knowing about areas in house not on tour. Unaware of all areas to visit at site.
- Interpreter training for volunteers
- Just to learn all I could
- Keep doing what you're doing – it's great
- Keep it open
- Keep out oil and gas drilling around park
- Keep the ranch as authentic as possible
- Keep the staff – they're great
- Keep up the great work
- Keep up the good work
- Keeping the park operating the way it does now
- Larger visitor center/gift shop, more ranger led programs detailing lifestyle of cowboys (none available on my tour day)
- Like it just the way it is – simple yet effective presentation, nicely maintained
- Like it the way it is – would keep posted hours for all exhibits
- Like to see more of draft horses
- Live cowboy music. A shaded porch on visitor's building would be a good place for this. Entertainers like myself don't want the sun on our instruments.
- Living history
- Loved it as it is
- Maintain buildings and exhibits
- Maintain level (or invest even more) in the quality personal interpretive services
- Maintain park and increase visibility by road signs outside the park and along highway
- Maintaining the site's original condition
- Make animals more accessible. Petting zoo or feeding animals behinds fence.
- Make it like a working ranch. Model after ranches in Big Sky. Picnic dinners, horse riding, cattle interaction, walking tours, campfires with storytelling.
- Make sure it would stay open
- Make sure visitors know they can go to the Warren Ranch – we didn't

- Minimum donation (i.e. \$5) to help cover costs
- More about day-to-day life. Number of cows shipped. Economics of beef cows.
- More access to animals and cowboy demonstrations
- More advertising on I-94
- More advertising to let the public know about it
- More advertising to promote this gem! More hands-on activities for people of all ages.
- More advertising – never heard of it
- More advertising, foreign tourists don't know the park
- More hands-on demonstrations
- More demonstrations and/or hands-on activities
- More demonstrations on cowboy life
- More displays
- More expansive talk on ranch and its owners
- More exposure. Billboards/signage on I-90.
- More grass identification help
- More hands-on activities of typical daily life/chores
- More hands-on ranger, less audio/video demos more demonstration, old-fashioned country store
- More information about cooking on trail
- More information about ranch questions; more information about area history
- More information on the horses that were raised – pictures, races won by thoroughbreds
- More information on the other parts of the property
- More interactive displays
- More interactive experiences
- More interactive opportunities, i.e. riding, roundups
- More interactive work groups for visitors
- More interactive, hands-on activities for families with kids
- More marketing
- More or better access to see natural ranch land, cattle herding, etc.
- More pictures and displays of ranching
- More programs
- More ranger demonstrations, more frequent house tours
- More ranger-led programs available at the time of visit
- More shade trees
- More talk about how ranching impacts the country and this area
- More visibility
- No suggested changes
- Not sure, the programs in place are great
- Not sure. We really enjoyed ourselves.
- Oddly enough, the wagon barn was hard to find and didn't know we could go to the Warren house
- On the house tour, give the option for people to leave if they have a limited amount of time or choose not to hear all information
- Operate a park shuttle to the Clark Fork River and the pastures beyond. Park controls tours to preserve area. Note: Tallgrass Prairie Preserve in Kansas does this type of tour. Standing in an open pasture, I believe, would offer a different prospective.
- Picnic area

- Picnic tables in the shade; more benches in the shade
- Plant good shade trees around parking lot. Allow pets on leash in designated areas.
- Please make the survey concise, it's too long
- Preservation is number one
- Preserve and educate
- Preserving the ranch and sharing the story and rich history with public
- Procure funding for new visitor center. More maintenance on the ranch house.
- Ranching, herding cattle
- Restore 2nd floor of main ranch house
- Retain operations fully. Modest entry fee of \$10 per family okay.
- Safeguard the interpretive programming (includes ranching skills). The people make it come alive.
- Schedule more tours
- Self-guided ranch tour with stops in chronological order
- Set schedule for activities – wagon rides, ranger programs, children's activities, etc. Disappointed visitors do not make good advertisers!
- Set the completion of repairs to the ranch house as the number one priority
- Shuttle to house for handicap people. More demonstrations.
- Signs; more picnic tables to encourage travelers. I was surprised to only have one table.
- Since this was far more than we expected – give people more detailed information about all that is available to see and do
- Smaller handheld map of site (in addition to the multi-folded one)
- The ranger-led explanations of life back in the day
- Tie visit to site with visits to other regional NPS sites
- To continue the good job of all the staff to preserve this site
- To maintain the historic features and educational opportunities of the Grant-Kohrs Ranch NHS
- To make it more clear that you need a reservation for the tour
- Tours of the second floor of the house
- Tours on education of the time period
- Transfer the property deed to us – only kidding. What was the role of women in the development of the ranching industry?
- Update your website with schedules
- Water stations, transportation to and from parking area
- We would like to see crafters (blacksmith) working on site
- What they ate, what the workers ate and where, what did the children do when they didn't have lessons, who did they play with? Did Wilhemene ever get married to a ranch hand or anyone?
- Would like to see the upstairs repaired and open for tours
- Working ranch demonstrations – cooking, roping, trimming horses, etc.
- You might already do this. Develop the ranching part of the experience.

Question 26

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

- 7 week vacation
- A wonderful educational opportunity for all ages
- Amazing place to visit. Wonderful rangers that are great to listen to and learn from.
- As we were not part of big group, didn't get to see involved blacksmith project. Would have liked to. She did work with metal and quench something but it would have been cool to see something being made.
- Awesome. We just walked around, didn't do a lot of this.
- Beautiful area
- Best fun deal in the area. Love the ranch house.
- Bunkhouse audio: a couple did not work
- Chronology too dense – also, misspellings were found
- Consider video recording during house tour (no lights)
- Disappointment for not viewing a single cowboy in a two hour visit
- Do not ask about our income or any personal information
- Doubt we will ever spend 6+ weeks in Montana again. RVer looking for national park sites in Montana. Was not aware of specific park website. To get our passport cancellation stamps and see what else we could learn. Cowboy talk – never saw these guys. Wagon tour – missed these. No schedule posted. Quit running mid afternoon. Too far from Texas. Probably will never return.
- Enjoyed my visit immensely
- Enjoyed our time at Grant-Kohrs Ranch
- Enjoyed our visit, learned much, well done site
- Enjoyed very much
- Everyone should have an opportunity to visit the ranch. Very educational.
- Excellent staff; very helpful and informative
- Excellent visit! We appreciated the knowledge and passion of the on-site rangers. You rock. Thank you Grant-Kohrs Ranch.
- Extremely informative and friendly staff. Wonderful ranger programs. We had a great time.
- Fix roof on primary ranch residence; offer horse tours of ranch property
- Fun, fun, fun! Thank you very much
- Give your volunteers more training, they were giving wrong information
- Glad that West is being preserved, is part of American way of life
- Glad we made the visit
- Glad we stopped
- Glad we visited
- Good cowboy coffee
- Good, but could improve with the picnic areas (being more are required)
- Great experience for free and very friendly people
- Great experience – even in the rain
- Great historical site
- Great park. Too bad it probably gets overlooked between Yellowstone National Park and Glacier National Park.
- Great quality demonstration by lady blacksmith and chuckwagon master. We would have liked to tour the house, but did not have time to wait for the tour to begin.

- Great service provided by staff
- Great site, a real surprise. Loved it.
- Had a great time
- Had fun, wish we had more time to visit
- I came to Grant-Kohrs as a child and the only thing I remembered was the branding paper
- I grew up in Deer Lodge, graduated in 1972. The Deer Lodge population has gone from 4500 to 3000 in those years and I think how the ranch figures into spanning the boom times and the hard times would be interesting. We were unaware of its historical significance growing up. My grandfather was Nimrod Fee.
- I grew up in Deer Lodge. First thing children do when visiting Deer Lodge is to go to Grant-Kohrs Ranch to see what is offered during their annual month stay. They go about 2-3 times each week and participate in all offerings. I, too, enjoy the visit each time. Well organized, informative, interesting, and enjoyable! Friendly and welcoming staff.
- I grew up in Montana and had never seen this. It was fantastic! We will be back again.
- I only toured the ranch house so perhaps I would have learned more if I had toured more of the ranch. More information about the others who helped run the ranch would be interesting to me. Our guide (Janet) was lovely. A little dry or maybe shy. Didn't spend much time in the visitor center. Was very nice though. Neat to learn how snow did not cover the grass the cows ate. Prison museum seemed like a lot, but I thought it was super interesting. Traveling back to the west to take my mother home.
- I really enjoyed it. Would like to visit again in the future and take more time.
- I was there as a correspondent to write about the SKC Archeology class
- If you showed a movie prior to tour, the tour guides could fill in the information with stories. Our information would not be dependent/different on tour guide.
- In a world of gadgets the human interaction on the ranch is what made it my favorite place in Montana, next to the natural beauty at Glacier National Park. People need to ask questions and learn through direct one-on-one. Audio/video just doesn't do it.
- It was a great experience for us to learn a lot about former ranches and the open range era
- It was a lot of fun! Much better than we expected!
- It was great
- It was great
- It was great! Look forward to next visit.
- It was very interesting – worth the stop. Thank you.
- It was wonderful and we'll be back again when we have a full day
- It was wonderful, quiet, pleasant
- It's a gem – so much intact artifacts. Visitor center staff were helpful.
- It's a gem. Plan to come back. Have told many people about it.
- Lori Jensen – outstanding guide for ranch house. Everyone was helpful and friendly.
- Love national parks and NPS
- Love the ranch
- Loved it
- Loved it. We will be back!
- Met Paul at his bar and he invited us to come see him rope and brand. Loved him.
- Modern day folks have no idea about meat production – other than see it at the supermarket. This display really "connects" the process of how it comes about.
- More information on website would be good

- Needs better information of what is actually available. What it is and what I expected were different. Spoke with folks and listened to recordings. No cowboy talk, blacksmith, wagon tour available. One horse was all we saw. The house and exhibits are well done, but I didn't get a ranch experience.
- Never heard about it before – maybe more advertising – really enjoyed it
- Nice visit. Will plan for more time on next experience there.
- Once again I cannot express how amazingly wonderful the park staff is!! Looking forward to making our fold out (or down) step stool from the blueprints I purchased at the ranch. Grant-Kohrs will truly be part of our home. Thank you. What an incredible staff; super friendly and very knowledgeable about the site and cattle ranching.
- One of our favorite places; we go out of our way to come here
- One of our state's treasures for generations to come
- Outstanding – very informative. Well managed, very helpful staff.
- Overall – excellent
- Place signs and/or maps around grounds to make more obvious where trails and pastures, etc. are located
- Planned to sleep in vehicle and attend next day, but nowhere to park legally, so I went back home. I didn't participate but only observed. Self-guided tour.
- Really enjoyable. Keep coming back.
- Really enjoyed it
- Really would have liked to see the upstairs of the house
- Seems like a lot of money was spent on this survey by U.S. Government
- Seriously – a rail ride in conjunction with both facilities would be a great attraction
- Staff was very pleasant. Our visit was quite enjoyable and informative.
- Staff was excellent
- Thank you
- Thank you
- Thank you for the experience
- Thank you. Wonderful. It's nice to see something you don't have to pay for in a national park.
- Thank you. It was a lovely experience and we really enjoyed our tour guide at the ranch house.
- Thanks for the opportunity to participate in the survey
- Thanks to the Kohrs family for preserving this wonderful site! This visit was a highlight of our trip. I would like to visit again and explore the ranching things.
- The curatorial staff has done a great job with the exhibits. It is an incredibly well kept site.
- The man at the chuckwagon was cool and so was the cat.
- The park personnel are extremely nice. The ranger-led visit makes the site alive.
- The people working the exhibits were amazing. Great job. You need to advertise more.
- The personal stories brought history to life for me. I even got teary-eyed.
- The ranch is a wonderful place to go back in history to see how people lived
- The rangers and ranger teachers did a wonderful job
- The rangers and volunteers made the visit very special
- The staff is great! They keep things entertaining for the kids to keep their attention.
- The teachers you hire are excellent with the kids at the children's programs
- The video on the hay is not loud enough and it is hard to see
- The visit was okay, thank you. This questionnaire is much too long (e.g. for foreigners, not English speaking tourists).

- There was a video on some aspect of ranching (I can't remember what), but it was way too long to watch
- There was much improvement since last there – mid 90's
- There was much more to this site than we expected and we thoroughly enjoyed the educational experiences
- This is a fun place. More people need to know about it.
- This is a very hard questionnaire to complete
- This is a wonderful site. We thoroughly enjoyed our visit. Great educational experience. Thank you to the lady who sat out in the hot sun and handed out these surveys.
- This survey is too long and too difficult. Way too many questions. It doesn't need to be this ultra specific. This questionnaire needs to be streamlined.
- This survey is very much too long
- Thoroughly enjoyed the visit
- To see what it was about and get a stamp for my book
- Tour guide in house 'scolded' me for stepping off carpet. Demeaning had I been in large group. She was also cashier in gift shop and had an uppity/snobbish attitude. Just saying. Otherwise beautiful place. Kudos to Mr. Somontes/chuckwagon guide.
- Very enjoyable
- Very enjoyable and worthwhile site. Thank you for maintaining and explaining it.
- Very enjoyable visit
- Very glad we made the effort to stop and see it – very pleasurable
- Very interesting. It was great to have a translation of the brochure in French. We wished we had more time to visit the site.
- Very nice experience
- Very nice. Perfect stop between Glacier and Yellowstone parks. Friendly, informative and all around great park.
- We come to Deer Lodge every year for at least a few days. Last year, rented house in Philipsburg for week. We do 'Chase' National Park and Passport book stamps, saved 283 to date. Love this area. Audio not working in one of the rooms.
- We did not hear about any tour of the ranch lands (by wagon, bus), but that would be good
- We enjoyed it very much
- We enjoyed seeing the buildings and seeing how people lived. We saw signage along highway and stopped in. This worked for us. We were too late on 1st visit to see house so returned a year later and saw house.
- We had a great time and will be back again
- We had a great time. Thanks for the knowledge and entertainment.
- We had a very good time. We would like to spend more time with you in the future. Thank you.
- We had an enjoyable visit
- We liked it very much
- We love it so much we stopped twice during our two week vacation
- We love to bring family and friends. Keep open and operating, this place is important.
- We loved it and wished there were more like it
- We loved it! A hidden gem. Wish we would have known about it before.
- We loved our visit! We will return with our other grandchildren.
- We really enjoyed it
- We really enjoyed ourselves it was a pleasant surprise

- We really enjoyed the experience and docents. I do guest surveys for a large aquarium. I recommend you streamline questionnaire so get better return.
- We saw a spotted fawn under the bridge
- We thoroughly enjoyed our visit. We saw a lot and the amount of time spent was great
- We will be back to check it out again. Our girls love the Junior Ranger program, but because of illness weren't up for it.
- We will be back, we love Grant-Kohrs Ranch
- We will be coming back! We really enjoyed ourselves.
- We will return
- Well done, very worthwhile, well maintained
- Wonderful experience! Glad we stumbled across it.
- Wonderful history
- Wonderful place to visit
- Worthwhile visit. House tour – would like to have taken photos.
- Would have liked to stay longer, but time was very short for us
- Would have stayed longer, but we needed to get to Bozeman
- Would like to have them do a chuck wagon lunch to purchase. A very basic one.
- You should improve the signs to find the ranch

Appendix 1: The Questionnaire

U.S. Department of the Interior
National Park Service
Social Science Program
Visitor Services Project



Grant-Kohrs Ranch National Historic Site

Visitor Study



United States Department of the Interior
NATIONAL PARK SERVICE
Grant-Kohrs Ranch National Historic Site
266 Warren Lane
Deer Lodge, MT 59722

Summer 2013

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Grant-Kohrs Ranch National Historic Site. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Director Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,

Travis Poulson
Superintendent

DIRECTIONS

At the end of your visit:

- 1. Please have the selected individual (at least 16 years old) complete this questionnaire.
- 2. Answer the questions carefully since each question is different.
- 3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.
- Like this: ● Not like this: ☒ ☓ ☉
- 4. Seal it in the postage-paid envelope provided.
- 5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by Grant-Kohrs Ranch National Historic Site. Your response is voluntary. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

Your Visit To Grant-Kohrs Ranch National Historic Site

NOTE: In this questionnaire, your **personal group** is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout, or tour group.

- 1. a) Prior to this visit, how did your personal group obtain information about Grant-Kohrs Ranch National Historic Site (NHS)? Please mark (●) **all** that apply in column (a).
- ☐ Did not obtain information prior to visit → **Go to part (b) of this question**
- b) If you were to visit Grant-Kohrs Ranch NHS in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
☐	☐	Friends/relatives/word of mouth
☐	☐	Grant-Kohrs Ranch NHS NPS website: www.nps.gov/grko
☐	☐	Glacier National Park visitor newspaper or webpage
☐	☐	Yellowstone National Park visitor guide or webpage
☐	☐	Inquiry to park via phone, mail, or email
☐	☐	Local businesses (hotels, motels, restaurants, etc.)
☐	☐	Maps/brochures
☐	☐	Newspaper/magazine articles
☐	☐	Previous visits
☐	☐	School class/program
☐	☐	Social media (Facebook, Twitter, etc.)
☐	☐	State welcome center/visitors bureau/chamber of commerce
☐	☐	Television/radio programs/DVDs
☐	☐	Travel guides/tour books (AAA, Fodors, hiking, walking, etc.)
☐	n/a	Other, this visit (Specify) _____
n/a	☐	Other, future visit (Specify) _____

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

☐ No ☐ Yes → Go to Question 2

- d) If NO, what type of park information did your personal group need that was not available? Please be specific.

2. a) Did your personal group obtain information from the park website (<http://www.nps.gov/grko>) to plan your trip to Grant-Kohrs Ranch NHS?

☐ Yes ☐ No → Go to Question 3

- b) Overall, how would your personal group rate the quality of information provided on the park website? Please mark (●) one.

Very poor	Poor	Average	Good	Very good
☐	☐	☐	☐	☐

- c) Did your personal group find the information that you needed on the park website?

☐ No ☐ Yes → Go to Question 3

- d) If NO, what type of information did your personal group need that was not available on the park website? Please be specific.

3. a) Was every member in your personal group a resident of the Grant-Kohrs Ranch NHS area (within 50 miles of the park)?

☐ No ☐ Yes → Go to Question 4

- b) Was visiting Grant-Kohrs Ranch NHS the primary reason nonresident members of your personal group came to the area (within 50 miles of the park)?

☐ No ☐ Yes → Go to part (d) of this question

- c) If NO, what was your primary destination? Please list only one destination.

- d) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Grant-Kohrs Ranch NHS area (within 50 miles of the park)? Please mark (●) only one.

☐ Car ☐ Motorcycle ☐ SUV/truck/van
☐ Motorhome ☐ Airplane
☐ Other (Please specify) _____

4. When did your personal group make the decision to visit Grant-Kohrs Ranch NHS? Please mark (●) one.

☐ On the day of or the day before the visit
☐ 3-7 days before the visit
☐ 8-30 days before the visit
☐ 1-6 months before the visit
☐ More than 6 months but less than a year before the visit
☐ A year or more before the visit

5. What is the **primary** purpose of Grant-Kohrs Ranch NHS? Please mark (●) only one response.

☐ To educate the public on healthy grasslands and ranching practices
☐ To display the main ranch house as an example of settlement in the west
☐ To memorialize Johnny Grant and Conrad Kohrs – the two former owners of the ranch
☐ To provide an understanding of the open range cattle era of the nation's history
☐ Other (Please specify) _____

6. a) On this visit, how many hours **in total** did your personal group spend visiting the Grant-Kohrs Ranch NHS? Please list partial hours as 1/4, 1/2, or 3/4.

_____ Number of hours

- b) On this visit, how many vehicles did your personal group use to arrive at Grant-Kohrs Ranch NHS? If you did not arrive by vehicle please write "0".

_____ Number of vehicles

7. a) On this trip, did your personal group stay overnight away from home in the Grant-Kohrs Ranch NHS area (within 50 miles of the park)?

☐ Yes ☐ No → **Go to Question 8**

- b) If YES, please list the number of nights your personal group stayed in Grant-Kohrs Ranch area (within 50 miles of the park).

_____ Number of nights in Grant-Kohrs Ranch area

- c) In which type(s) of accommodations did your personal group spend the night(s) in the local area? Please mark (●) **all** that apply.

- ☐ Lodge, motel, rented condo/home, cabin, B&B
☐ Residence of friends or relatives
☐ RV camping in a developed campground
☐ Tent camping in developed campground
☐ Backcountry camping
☐ Other (Please specify) _____

8. a) For you only, if you had been unable to visit Grant-Kohrs Ranch NHS on this trip, would you have visited at another time?

☐ No, unlikely ☐ Yes, likely → **Go to Question 9**

- b) If NO, what would you have done with the time you spent on this trip? Please mark (●) **one**.

☐ Gone somewhere else → Distance from home _____ miles

- OR -
Location

☐ Vacated at home (Place, city, & state)

☐ Gone to work at my regular job

☐ Not sure/none of these

9. On this visit to Grant-Kohrs Ranch NHS, in which guided tours/talks did your personal group participate? Please mark (●) **all** that apply.

☐ None → **Go to question 11**

☐ Blacksmith talk ☐ Main ranch house tour

☐ Cowboy talk ☐ Visitor Center porch talk

☐ Chuckwagon talk ☐ Wagon tour

☐ Other (Please specify) _____

10. a) If your personal group participated in more than one tour/talk please select **one** program on which you would like to provide feedback.

Program _____

Next, for the program that you selected, how would you rate the quality of the tour/talk? Please mark (●) **one** response for each of the following aspects of the program.

b) Tour/talk length ☐ Too short ☐ About right ☐ Too long

c) Ability to attend at desired time ☐ Able to attend tour/talk at desired time ☐ NOT able to attend tour/talk at desired time

d) Ability to see ☐ Able to see well ☐ Had difficulty

e) Topics discussed on tour/talk ☐ Of interest ☐ NOT of interest

- f) During the tour/talk, did your personal group learn something about Grant-Kohrs Ranch NHS that is relevant or meaningful to your life today?

☐ Yes ☐ No ☐ Not sure

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

☐ No → **Go to question 11**

☐ Yes (Please be specific) _____

11. If your personal group did not participate in any ranger-led programs/tours/talks, what prevented you from participating? Please mark (●) **all** that apply.

☐ Did not have time for program

☐ Program was not available at the time of the visit

☐ Topic discussed is not of interest

☐ Was not aware of the program

☐ Other reasons (Please specify) _____

12. Grant Kohrs Ranch NHS presents different stories via interpretive media including exhibits, museum, electronic media, ranger programs, hands on activities and demonstrations.

- a) On this visit, please indicate if your personal group learned about the following topics through park interpretive media. Please mark (●) Yes or No for each topic.
- b) For those topics that your personal group learned during this visit, how much did your level of understanding of the topics improve during your visit? Please mark (●) one answer for each topic.

a) **Learned on this visit?**

Yes	No	Topic	b) Level of understanding improvement on this visit?			
			Not at all	Slightly	Somewhat	Significantly

- | | | | | | | |
|-----------------------|-----------------------|--|-----------------------|-----------------------|-----------------------|-----------------------|
| ☐ | ☐ | Open Range Cattle era | ☐ | ☐ | ☐ | ☐ |
| ☐ | ☐ | Significance of cattle drives and roundups | ☐ | ☐ | ☐ | ☐ |
| ☐ | ☐ | Role of rangeland/grasses in ranching | ☐ | ☐ | ☐ | ☐ |
| ☐ | ☐ | Life of a historic cowboy | ☐ | ☐ | ☐ | ☐ |
| ☐ | ☐ | Role of cattle and horses in ranching history | ☐ | ☐ | ☐ | ☐ |
| ☐ | ☐ | Life of a cattle baron and family in the Victorian time period | ☐ | ☐ | ☐ | ☐ |
| ☐ | ☐ | Skills used in traditional ranching | ☐ | ☐ | ☐ | ☐ |

13. During this visit, which of the following sites at Grant-Kohrs Ranch NHS did your personal group visit? Please mark (●) all that apply.

- | | | | |
|-----------------------|---|-----------------------|------------------|
| ☐ | Fields/pastures | ☐ | Bunkhouse row |
| ☐ | Museum storage building | ☐ | Blacksmith shop |
| ☐ | Nature trail | ☐ | Chicken coop |
| ☐ | Pastures across the river | ☐ | Clark Fork River |
| ☐ | Ranch house | ☐ | Garden |
| ☐ | Thoroughbred barn (wagon collection) | ☐ | Visitor Center |
| ☐ | Warren Ranch (across the railroad tracks) | | |

14. a) On this visit, in which activities did your personal group participate within Grant-Kohrs Ranch NHS? Please mark (●) all that apply in column (a).
- b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) all that apply in column (b).

a) This visit	b) Future visit	Activity
☐	☐	Attending ranger-led talks/programs
☐	☐	Birding and/or wildlife viewing
☐	☐	Creative arts (photography/drawing/painting/writing)
☐	☐	Learning about the history of the site
☐	☐	Obtaining National Park Passport book stamp
☐	☐	Participate in hands-on ranger programs (butter making, pioneer games, quilting, etc.)
☐	☐	Participate in Junior Ranger program
☐	☐	Picnicking
☐	☐	Shopping in park store (at visitor center)
☐	☐	Taking a self-guided tour via electronic media/devices available to visitors (downloadable digital files, podcasts, interactive computer programs/tours, etc.)
☐	☐	Taking a self-guided tour with non-electronic media
☐	☐	Viewing exhibits
☐	☐	Viewing livestock (horses, cattle)
☐	☐	Visiting the museum storage facility (collection of artifacts)
☐	☐	Walking/hiking park trails
☐	☐	Watching heritage demonstrations (haymaking with beaverslide, shoeing horses, mini cattle trail drive, flood irrigation practices)
☐	☐	Other – this visit (Specify)
n/a	☐	Other – future visit (Specify)

15. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Grant-Kohrs Ranch NHS during this visit.

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

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

a) Services/facilities used Mark (●)	b) If used, how important?		c) If used, what quality?	
	1=Not at all important	2=Slightly important	1=Very poor	2=Poor
	3=Moderately important	4=Very important	3=Average	4=Good
	5=Extremely important		5=Very good	

☐ Assistance from park staff				
☐ Beaverside video				
☐ Bunkhouse audio				
☐ Historic building room displays/exhibits				
☐ Wayside exhibits				
☐ Junior Ranger program				
☐ Park brochure/map				
☐ Ranger-led programs				
☐ Restrooms				
☐ Trails				
☐ Visitor center (overall)				
☐ Visitor center sales items (selection, price, etc.)				

16. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Grant-Kohrs Ranch NHS during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
☐	☐	☐	☐	☐

17. It is the National Park Service's responsibility to protect Grant-Kohrs Ranch NHS natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not at all important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	☐	☐	☐	☐	☐
Clean water	☐	☐	☐	☐	☐
Educational opportunities	☐	☐	☐	☐	☐
Fishery resources	☐	☐	☐	☐	☐
Historic buildings and resources (ranch house, museum objects, fences)	☐	☐	☐	☐	☐
Historic plants (gardens, pastures, hayfields)	☐	☐	☐	☐	☐
Historic views	☐	☐	☐	☐	☐
Native birds	☐	☐	☐	☐	☐
Native plants	☐	☐	☐	☐	☐
Native wildlife	☐	☐	☐	☐	☐
Natural quiet/sounds of an historic ranch	☐	☐	☐	☐	☐
Ranger-led programs	☐	☐	☐	☐	☐
Recreational opportunities	☐	☐	☐	☐	☐
Scenic views	☐	☐	☐	☐	☐
Traditional ranching skills (roping, branding, flood irrigation)	☐	☐	☐	☐	☐

18. a) What did your personal group like **most** about your visit to Grant-Kohrs Ranch NHS?

- b) What did your personal group like **least** about your visit to Grant-Kohrs Ranch NHS?

19. For your personal group, please estimate all expenditures for the items listed below for this visit to Grant-Kohrs Ranch NHS and the surrounding area (within 50 miles of the park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Grant-Kohrs Ranch NHS.
b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 50 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Grant-Kohrs Ranch NHS.

EXPENDITURES
a) **Inside park** b) **Outside park**

Spent no money (●)	○ → Go to (b)	○ → Go to (c)
Lodge, hotel, motel, cabin, B&B, etc.	n/a	\$ _____
Camping fees and charges	n/a	\$ _____
Guide fees and charges	n/a	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees	n/a	\$ _____
All other purchases (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$ _____	\$ _____

- c) How many people do the above expenses cover? Please write "0" if no children were covered by the expenditures.

_____ Adults (18 years or over) _____ Children (under 18 years)

20. If you were a park superintendent/site manager planning for the future of Grant-Kohrs Ranch NHS what would your personal group propose?

21. a) On this trip, which of the following national park sites did your personal group visit before arriving at Grant-Kohrs Ranch NHS? Please mark (●) **all** that apply in column a).
b) Which of the following national park sites does your personal group plan to visit after departing from Grant-Kohrs Ranch NHS? Please mark (●) **all** that apply in column b).

a) Visit before	b) Visit after
☐ None	☐ None
☐ Glacier National Park	☐ Glacier National Park
☐ Yellowstone National Park	☐ Yellowstone National Park
☐ Little Big Horn National Battlefield	☐ Little Big Horn National Battlefield
☐ Big Hole National Battlefield	☐ Big Hole National Battlefield
☐ Big Horn National Recreation Area	☐ Big Horn National Recreation Area
☐ Other (Specify) _____	☐ n/a
☐ n/a	☐ Other (Specify) _____

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

a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Grant-Kohrs Ranch NHS (including this visit) Lifetime to date
Yourself	_____	_____
Member #2	_____	_____
Member #3	_____	_____
Member #4	_____	_____
Member #5	_____	_____
Member #6	_____	_____
Member #7	_____	_____

23. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

- a) Commercial guided tour group

☐ Yes ☐ No
- b) School/educational group

☐ Yes ☐ No
- c) Other (scouts, work, church, etc.)

☐ Yes ☐ No
- d) If you were with one of these organized groups, how many people, including yourself, were in this group?

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

- ☐ Alone

☐ Friends
- ☐ Family

☐ Family and friends
- ☐ Other (Please specify) _____

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

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

- ☐ Less than \$24,999

☐ \$50,000-\$74,999

☐ \$150,000-\$199,999
- ☐ \$25,000-\$34,999

☐ \$75,000-\$99,999

☐ \$200,000 or more
- ☐ \$35,000-\$49,999

☐ \$100,000-\$149,999

☐ Do not wish to answer

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

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

- ☐ None

OR

Amount forgone \$ _____

26. Is there anything else your personal group would like to tell us about your visit to Grant-Kohrs Ranch NHS?

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

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Appendix 2: Additional Analysis

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

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

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

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

For more information please contact:

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

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

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, 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 participants' homes to Deer Lodge, MT

As shown in Tables 2 to 5, respondents and non-respondents were not significantly different except for average age. The p-value for respondent/non-respondent average age was less than 0.05, indicating significant difference between respondents and non-respondents. The results indicated younger survey participants (less than 50 years of age) may be underrepresented in the results.

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