



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

Visitor Services Project



Laurance S. Rockefeller Preserve Grand Teton National Park Visitor Study

Summer 2009

University of Idaho
A LEGACY OF LEADING

Park Studies Unit
Visitor Services Project
Report 222



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Ariel Blotkamp and Nancy C. Holmes are Research Assistants with the Visitor Services Project. We thank Dr. Steven Hollenhorst, the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho, for overseeing the survey fieldwork, Pixie Siebe and the staff of the Laurance S. Rockefeller Preserve for assisting with the survey, and David Vollmer and Yanyin Xu for data processing.

**Visitor Services Project
Laurance S. Rockefeller Preserve
Report Summary**

- This report describes the results of a visitor study at the Laurance S. Rockefeller (LSR) Preserve during August 2-8, 2009. A total of 417 questionnaires were distributed to visitor groups. Of those, 303 questionnaires were returned, resulting in an overall 72.7% response rate.
- This report profiles a systematic random sample of LSR Preserve visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-three percent of visitor groups were in groups of two and 31% were in groups of three or four. Sixty-six percent of visitor groups were in family groups.
- United States visitors comprised 97% of visitor groups during the survey period, with 14% from Wyoming, 13% from California and smaller proportions from 41 other states and Washington, D.C. International visitors were from six countries and comprised 3% of total visitation.
- Seventy-six percent of visitors were visiting the Preserve for the first time ever. Since May 1, 2009, 73% had visited one time, 15% had visited twice, and 13% had visited three or more times.
- Thirty-four percent of visitors were ages 51-65 years, 25% were ages 31-50, 16% were ages 15 years or younger, and 13% were ages 66 years or older. Fifty-two percent of respondents had a graduate degree.
- Most visitor groups (78%) obtained information about the Preserve prior to their visit. Prior to this visit, 56% of visitor groups obtained information about the Preserve from friends, relatives, or word-of-mouth. Most visitor groups (95%) received the information they needed.
- Twenty-one percent of visitors groups were residents of Teton County. The average length of visit in the Preserve was 2.7 hours, and the average length of time spent in the Preserve visitor center was 0.6 hours (36 minutes).
- One-half (50%) of the Preserve's visitor groups planned to visit the Preserve only, while 34% had planned to visit both the Preserve and Grand Teton National Park. The most common reasons for visiting the Preserve were to walk/hike the trails (85%) and to enjoy scenic views (74%).
- Most visitor groups (91%) hiked on this visit. The most commonly hiked trails on this visit were Lake Creek Trail (77%) and Woodland Trail (75%).
- The visitor service/facility most commonly used by visitor groups was the parking lot (96%), followed by the restrooms (88%) and trails (87%).
- The sounds that most visitor groups reported hearing were flowing water (92%), birds singing (77%) and people talking/yelling (69%). From a selected list, the sound most often identified as "very pleasing" was flowing water (94%). The sound most often identified as "very annoying" was personal audio devices (65%).
- Nearly all visitor groups (99%) rated the overall quality of facilities, services, and recreational opportunities at the LSR Preserve as "very good" or "good." Less than one percent of visitor 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) 885-7863 or the following website <http://www.psu.uidaho.edu>.

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INTRODUCTION

This report describes the results of a visitor study at the Laurance S. Rockefeller Preserve, Grand Teton National Park (NP) in Wyoming, conducted August 2-8, 2009 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The gift of the 1,106-acre Laurance S. Rockefeller Preserve from Laurance S. Rockefeller to the United States is an important part of the nation's conservation heritage. Through this gesture, Mr. Rockefeller expressed his hope that the Preserve would become a place of physical and spiritual renewal, that it would be a model for achieving balance between preservation of natural values and public use, and that it would demonstrate how citizens working with their government can achieve important goals. The mission of the Preserve is to inspire appreciation and reverence for the beauty and diversity of the natural world, to demonstrate the importance of protecting the land while providing public access, and to foster individual responsibility for conservation stewardship (Laurance S. Rockefeller Preserve Property Maintenance Plan, July 2007).

Organization of the report

The 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 summary information for each question in the questionnaire and also includes a summary of visitor comments. The presentation of this study's results 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 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.

Appendix 4: *Visitor Services Project Publications.* A complete list of publications by the VSP. Copies of these reports can be obtained by visiting the website: www.psu.uidaho.edu/vsp/reports.htm or by contacting the VSP office at (208) 885-7863.

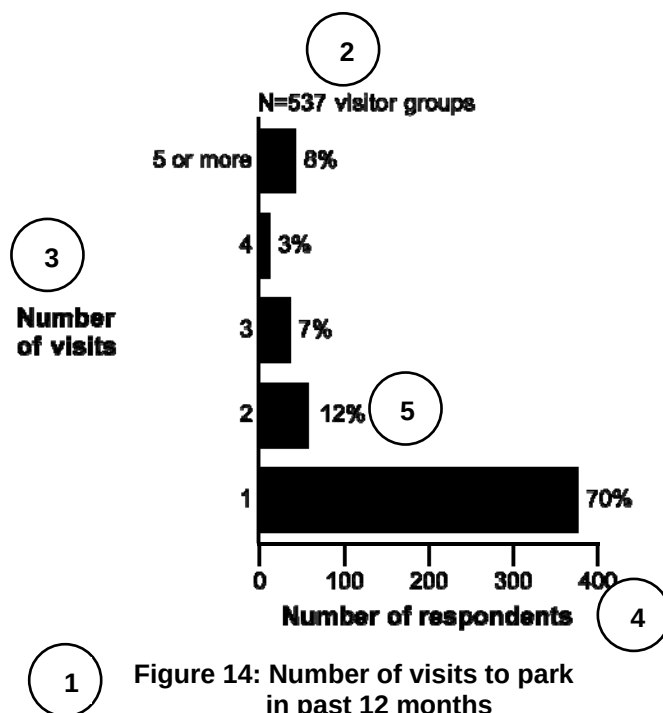
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

- 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 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 proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



METHODS

Survey Design

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 methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Laurance S. Rockefeller Preserve during August 2-8, 2009. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. During this survey, 432 visitor groups were contacted and 417 of these groups (96.5%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies conducted from 1988 through 2008 is 90.9%). Questionnaires were completed and returned by 303 visitor groups resulting in a 72.7% response rate for this study. The average response rate for the 205 VSP visitor studies is 74.2%.

Questionnaire design

The Laurance S. Rockefeller Preserve questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Laurance S. Rockefeller Preserve. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Laurance S. Rockefeller Preserve questionnaire. However, all questions followed Office of 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, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, 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 the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Table 1: Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	August 24, 2009	406	10	416
1 st Replacement	September 8, 2009	205	4	209
2 nd Replacement	September 28, 2009	171	0	171

Data Analysis

Returned questionnaires were coded and the visitor responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

Limitations

Like 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 the 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 to the selected sites during the study period of August 2-8, 2009. 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. Whenever 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 generally sunny and warm, with occasional thunderstorms in the late afternoon. No special events occurred in the area that would have affected the type and the amount of visitation to the Preserve.

Checking Non-response Bias

Five variables were used to check non-response bias: respondents' age, travel distance from home to the park, overall quality rating score for Laurance S. Rockefeller Preserve, overall quality rating score for the rest of Grand Teton National Park, and level of education. There were no significant differences between early and late responders in any of these variables (see Tables 2 and 3). Non-response bias is thus judged to be insignificant. See Appendix 3 for more details of the non-response bias checking procedures.

Table 2: Comparison of respondents at different mailing waves

Variable	Before postcards	Between postcard and 2 nd replacement	After 2 nd replacement	p-value (ANOVA)
Age (years)	52.04	52.22	51.22	0.906
Travel distance to park (miles – U.S visitors only)	979.77	1001.40	1006.42	0.953
Overall quality rating of Laurance S. Rockefeller Preserve	4.86	4.87	4.81	0.675
Overall quality rating of the experience in the rest of Grand Teton NP (from 1 to 5 scale)	2.01	2.60	2.30	0.800

Table 3: Comparison of respondents at different mailing waves
(number of respondents)

Education level	Before postcards	Between postcards and 2 nd replacement	After 2 nd replacement	p-value (chi-square)
Some high school	0	0	0	
High school diploma/GED	7	1	2	
Some college	22	8	7	
Bachelor's degree	48	31	15	
Graduate degree	89	31	32	
p-value (chi-square)				0.359

RESULTS

Group and Visitor Characteristics

Visitor group size

Question 15b

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

Results

- 43% of visitors were in groups of two (see Figure 1).
- 31% were in groups of three or four.
- 19% were in groups of five or more.

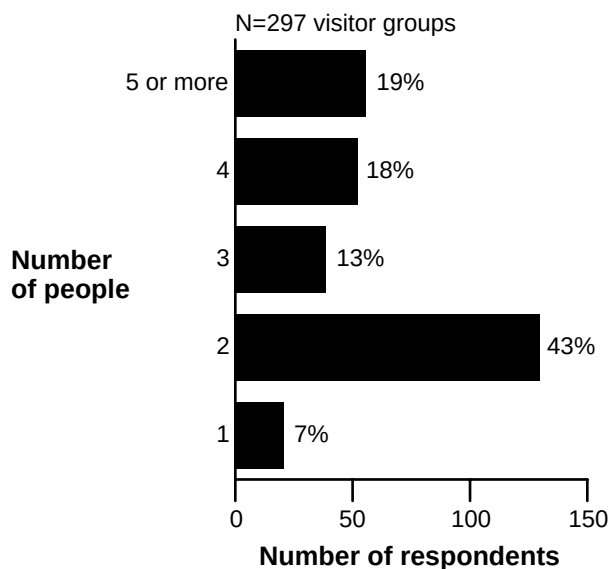


Figure 1: Visitor group size

Visitor group type

Question 15a

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

Results

- 66% of visitor groups were made up of family members (see Figure 2).
- 17% were with friends.
- “Other” group (1%) was:
Co-worker

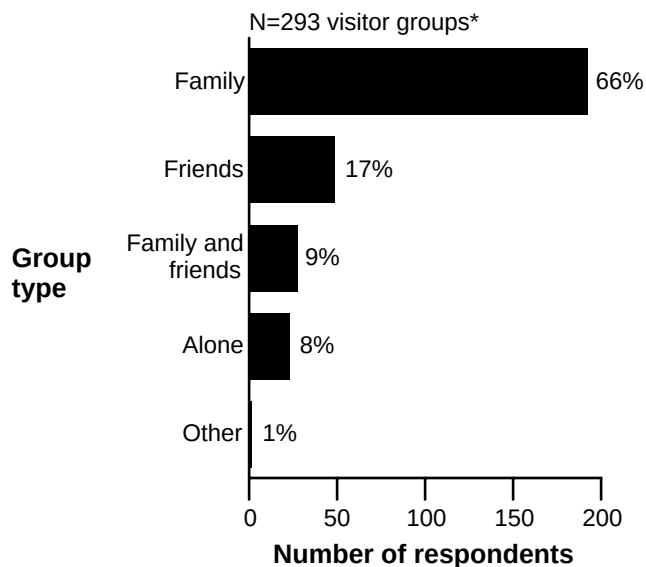


Figure 2: Visitor group type

*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 14a

On this visit, were you and your personal group with an organized group?

Results

- 2% of visitor groups were with an organized group (see Figure 3).

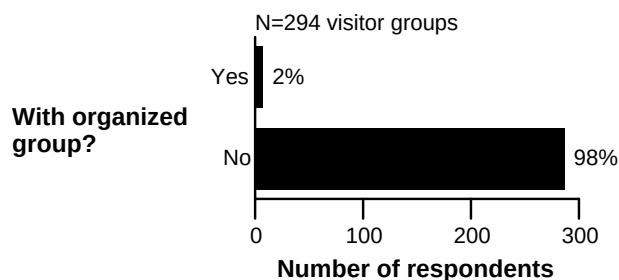


Figure 3: Visitors with an organized group

Question 14b

Please specify the exact name of the organized group.

Results – Interpret results with **CAUTION!**

- Not enough visitor groups (N=6) responded to this question to provide reliable results (see Table 4).

Table 4: Organized groups

N=6 comments

CAUTION!

Group name	Number of times mentioned	Number in group
Backroads	2	17
GeoJourney - Bowling Green State University	1	35
R Lazy S Ranch day ride	1	7
Region 5 Board of Cooperative Education Services	1	8
Teton Valley Ranch Camp	1	30

Question 14c

How many people were in your organized group?

Results – Interpret with **CAUTION!**

- Not enough groups responded to this question to provide reliable results (see Figure 4).

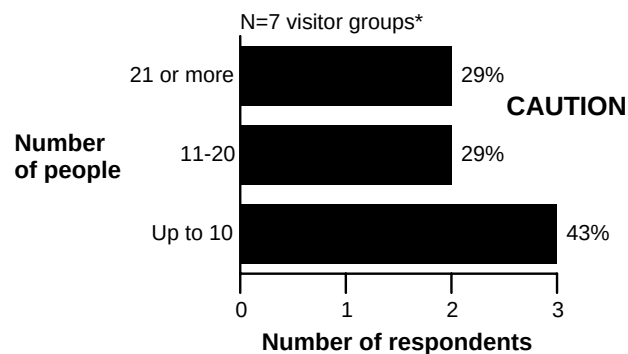


Figure 4: Organized group size

*total percentages do not equal 100 due to rounding

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

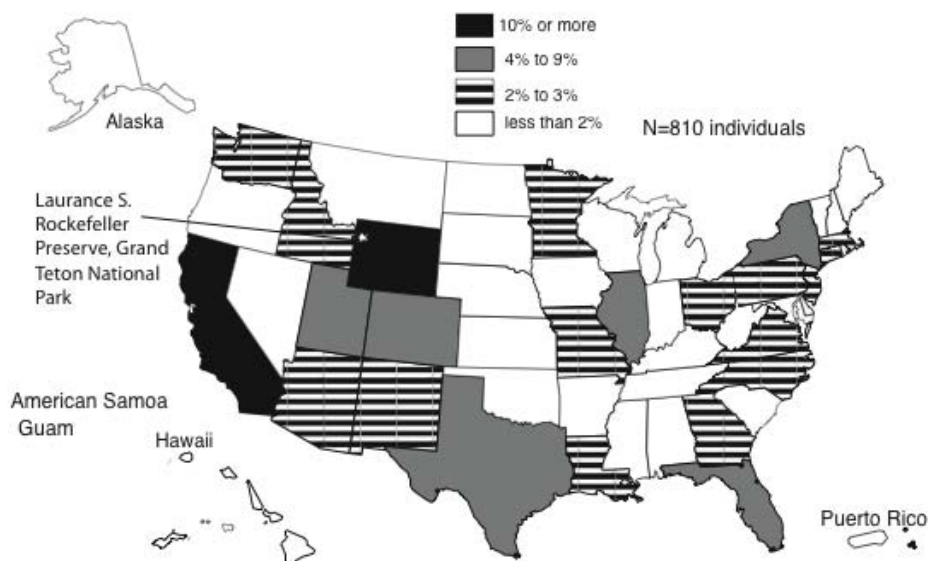
United States visitors by state of residence

Question 18b

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

Table 5: United States visitors by state of residence*

	State	Number of visitors	Percent of U.S. visitors N=810 individuals	Percent of total visitors N=836 individuals
Note: Response was limited to seven members from each visitor group.	Wyoming	113	14	14
	California	107	13	13
Results	Illinois	67	8	8
	Texas	49	6	6
U.S. visitors were from 43 states and Washington, D.C. and comprised 97% of total visitation to the Preserve during the survey period.	New York	37	5	4
	Florida	31	4	4
14% of U.S. visitors came from Wyoming and 13% came from California (see Table 5 and Map 1).	Colorado	30	4	4
	Utah	30	4	4
Smaller proportions of U.S. visitors came from 41 other states and Washington, D.C.	Pennsylvania	26	3	3
	Virginia	24	3	3
	Georgia	21	3	3
	Minnesota	19	2	2
	North Carolina	19	2	2
	Massachusetts	18	2	2
	Washington	18	2	2
	Ohio	16	2	2
	Arizona	14	2	2
	Connecticut	14	2	2
	New Mexico	14	2	2
	Idaho	13	2	2
	Louisiana	13	2	2
	Missouri	13	2	2
	New Jersey	13	2	2
	20 other states and Washington, D.C.	91	11	11



Map 1: Proportions of 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

International visitors by country of residence

Question 18b

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

Table 6: International visitors by country of residence *
CAUTION!

	Country	Number of visitors	Percent of international visitors N=26 individuals	Percent of total visitors N=836 individuals
Note: Response was limited to seven members from each visitor group.	Canada	9	35	1
	United Kingdom	8	31	1
Results – Interpret with CAUTION! Not enough visitor groups responded to this question to provide reliable results (see Table 6).	France	6	23	1
	Austria	1	4	<1
	Israel	1	4	<1
	Netherlands	1	4	<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 the Preserve

Question 6a

The main visitor season at the Laurance S. Rockefeller Preserve is from May 1 through October 31 each year. How many times have you visited between May 1, 2009 and the date that you received this questionnaire (including this visit)?

Results

- 73% of respondents were on their first visit to the Preserve since May 1, 2009 (see Figure 5).

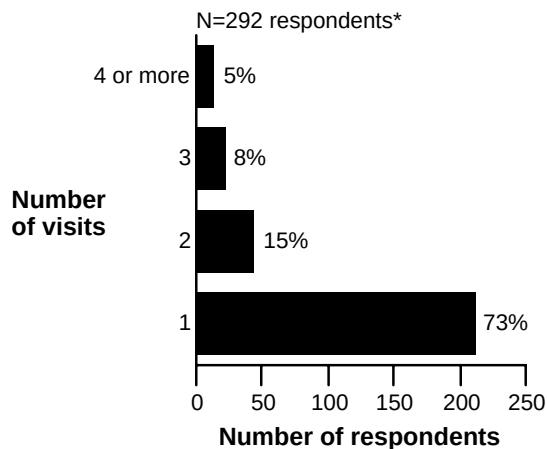


Figure 5: Number of visits to the Preserve since May 1, 2009

Number of visits planned

Question 6b

How many times do you plan to visit the Preserve between the date you received this questionnaire and October 31, 2009?

Results

- 66% of respondents planned to visit the Preserve once between the August date they received their questionnaire and October 31, 2009 (see Figure 6).
- 22% planned to return for a second visits.

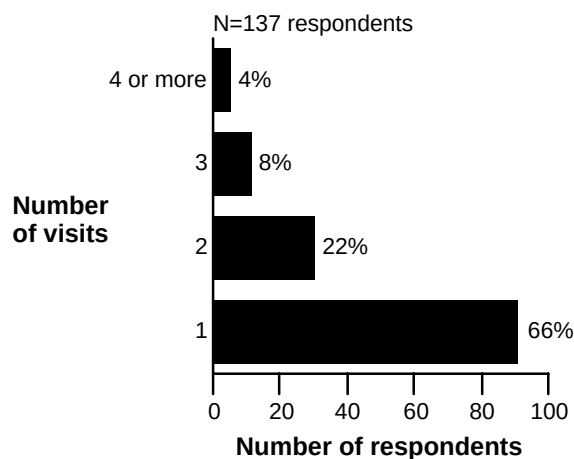


Figure 6: Number of additional visits planned to the Preserve by October 31, 2009

*total percentages do not equal 100 due to rounding

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

Frequency of visits

Question 6c

How often do you visit the Preserve?

Results

- 76% of respondents were on their first visit to the Preserve (see Figure 7).
- Among respondents who had visited the Preserve more than once, 31% visit the Preserve monthly (see Figure 8).
- “Other” frequencies of visits (30%) are listed in Table 7.

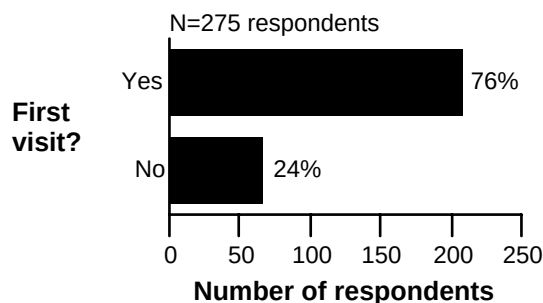


Figure 7: Respondents on their first visit to the Preserve

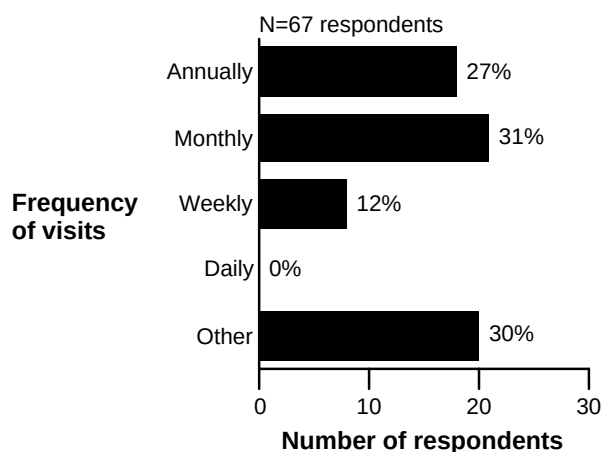


Figure 8: Respondents' frequencies of visits to the Preserve

Table 7: “Other” frequencies of visits

N=11 comments

Frequency of visit	Number of times mentioned
2 times per month	4
2-4 times per year	1
3-4 times per summer	1
A few times during the summer	1
Occasionally	1
Rarely	1
Sporadically	1
2 times per summer	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 age

Question 18a

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

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

Results

- Visitor ages ranged from 1 to 91 years.
- 34% of visitors were in the 51-65 years age group (see Figure 9).
- 25% were 31-50 years old.
- 16% were 15 years or younger.
- 13% were 66 or older.

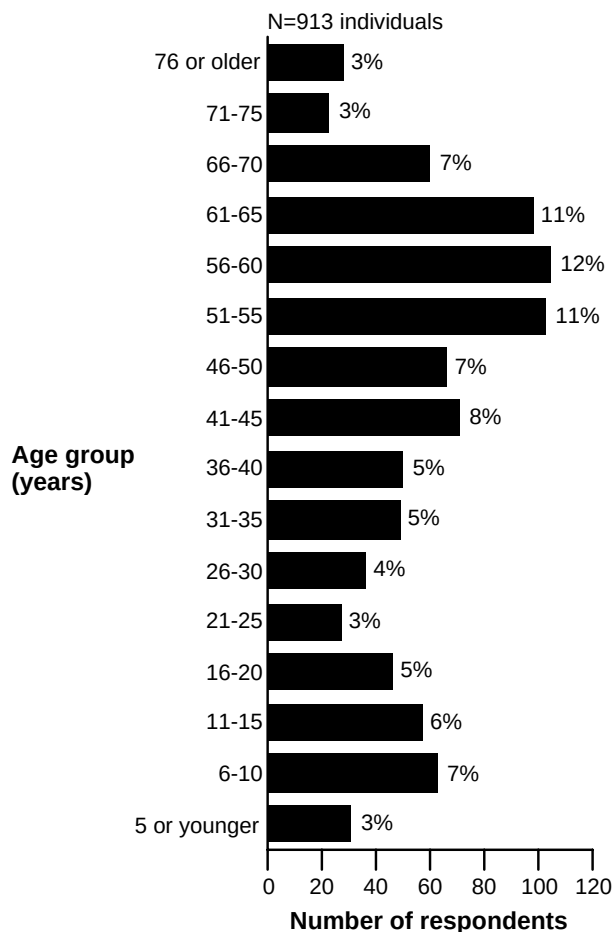


Figure 9: Visitor age

*total percentages do not equal 100 due to rounding

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

Language used for speaking and reading

Question 17a

When visiting an area such as the Preserve, what one language do you and most members of your personal group prefer to use for speaking?

Results

- 97% visitor groups reported English as their preferred language for speaking (see Figure 10).
- Other languages (3%) were:
 - Chinese
 - Fijian
 - French

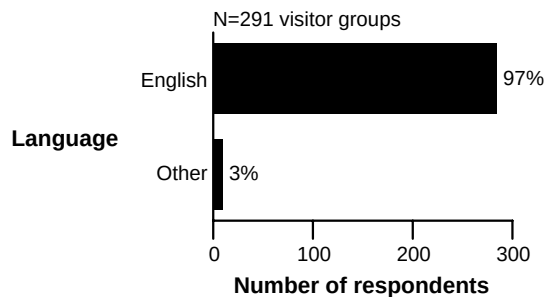


Figure 10: Language preferred for speaking

Question 17b

When visiting an area such as the Preserve, what one language do you and most members of your personal group prefer to use for reading?

Results

- 98% visitor groups preferred English for reading (see Figure 11).
- Other languages (2%) were:
 - Chinese
 - French

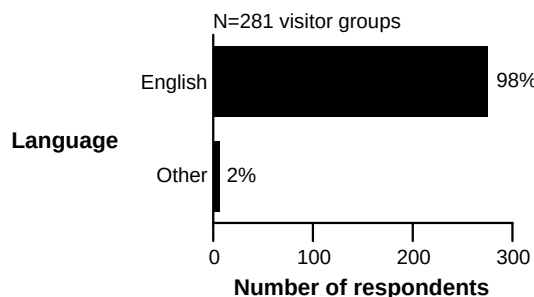


Figure 11: Language preferred for reading

*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 physical conditions

Question 20a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in Preserve activities or services?

Results

- 4% of visitor groups had members with physical conditions that made it difficult to access or participate in Preserve activities or services (see Figure 12).

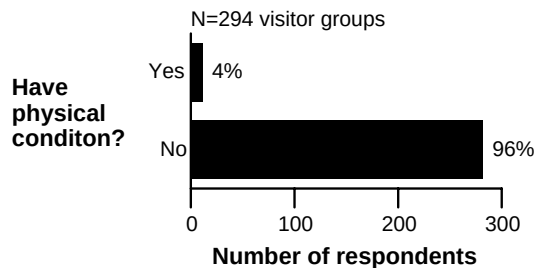


Figure 12: Visitor groups that had members with physical conditions

Question 20b

If YES, on this visit, which activities or services did the person(s) have difficulty accessing or participating in?

Results – Interpret with **CAUTION!**

- Not enough groups responded to this question to provide reliable results (see Figure 13).

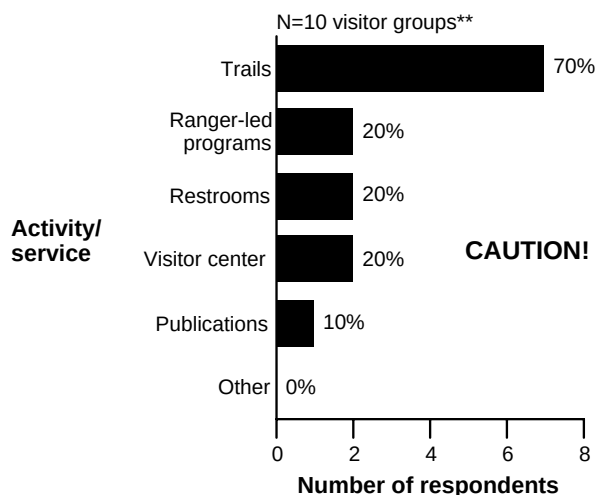


Figure 13: Activities or services that were difficult to access or participate in

*total percentages do not equal 100 due to rounding

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

Question 20c

Because of the physical condition, which specific problems did the person(s) have?

Results – Interpret with **CAUTION!**

- Not enough groups responded to this question to provide reliable results (see Figure 14).
- No “other” types of problems were specified.

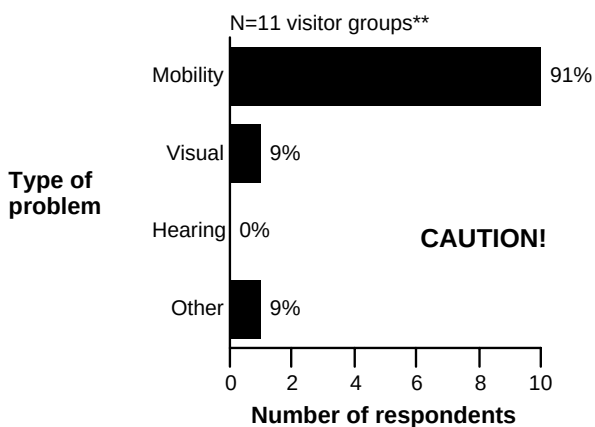


Figure 14: Types of problems

*total percentages do not equal 100 due to rounding

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

Respondents' level of education

Question 19

For you only, please indicate the highest level of education completed.

Results

- 52% of respondents had a graduate degree (see Figure 15).
- 32% had a bachelor's degree.

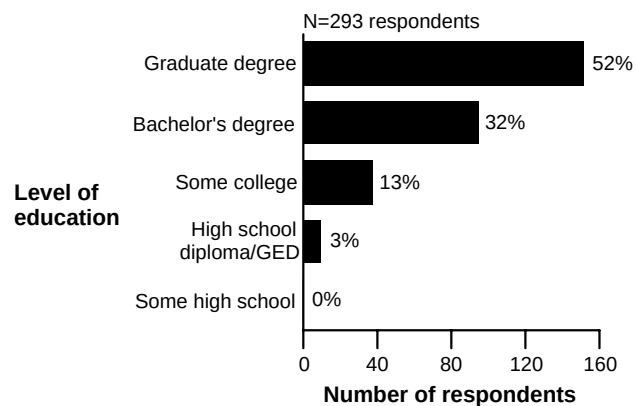


Figure 15: Respondents' level of education

*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 your visit, how did you and your personal group obtain information to plan your visit to the Laurance S. Rockefeller Preserve?

Results

- 78% of visitor groups obtained information about Laurance S. Rockefeller Preserve prior to their visit (see Figure 16).
- As shown in Figure 17, among those visitor groups who obtained information about the Preserve prior to their visit, the most common sources were:

56% Friends/relatives/word of mouth
32% Previous visits to LSR Preserve

- “Other” sources (5%) were:

Article on Jackson Hole and the LSR Preserve on internet
Backroads tour company
Jackson Hole and Greater Yellowstone Interagency Visitor Center
Park and Recreation Center in Jackson

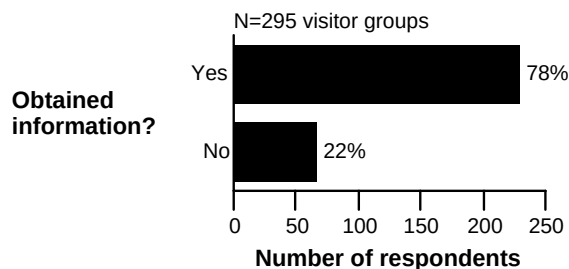


Figure 16: Visitor groups that obtained information about Laurance S. Rockefeller Preserve prior to visit

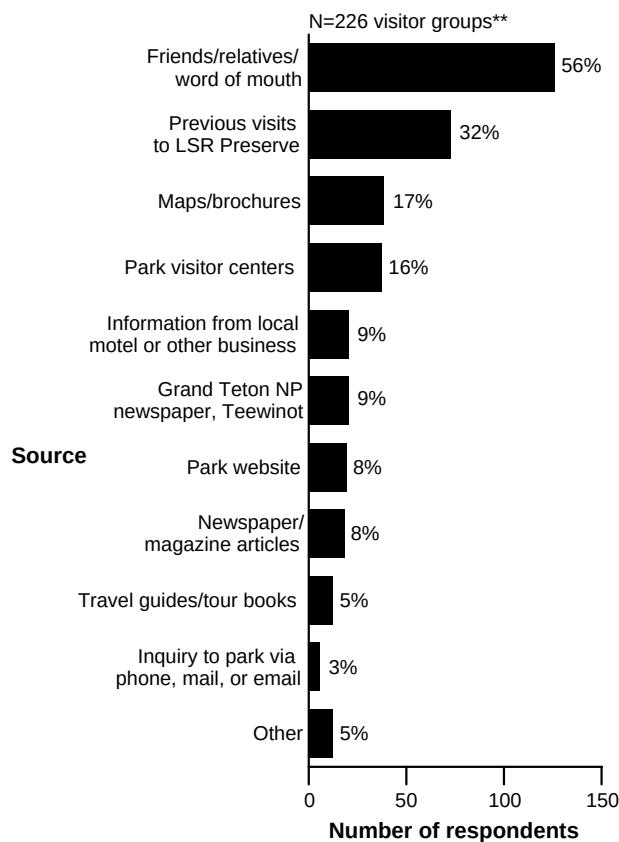


Figure 17: Sources of information used by visitor groups prior to visit

*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

Did you and your personal group receive the type of information about the Preserve that you were seeking?

Results

- 95% of visitor groups received the information they needed prior to their visit (see Figure 18).

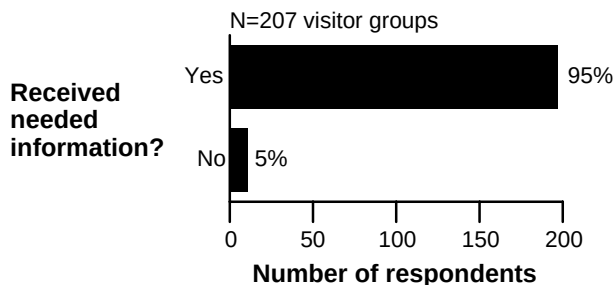


Figure 18: Visitor groups that received needed information prior to their visit

Question 1d

If NO, what information did you need that was not available? (open-ended)

Results – Interpret with **CAUTION!**

- Not enough visitor groups (N=9) responded to this question to provide reliable results (see Table 8).

Table 8: Needed information

N=9 comments

CAUTION!

Type of information	Number of times mentioned
Did not know what the Preserve was/ what to expect	2
Hiking information (trail specifics)	2
Specific information about the LSR Preserve	2
History and origin of the name	1
Map	1
More information on the Rockefellers	1

*total percentages do not equal 100 due to rounding

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

Importance of information sources

Question 1b

For the sources of information that you and your personal group used to plan your visit to the Preserve, please rate their importance.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figures 19 to 28 show the importance ratings for each information source.
- The information sources rated as “extremely important” and “very important” by 30 or more visitor groups were:
 - 83% Previous visits to the LSR Preserve
 - 73% Friends/relatives/word of mouth
- Note: only two information sources were rated by more than 30 visitor groups.

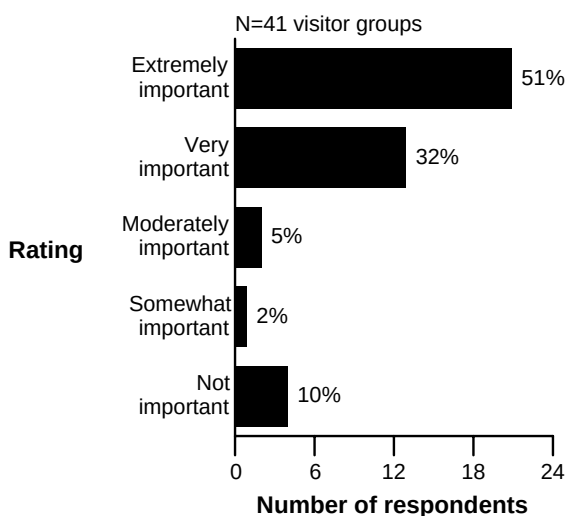


Figure 19: Importance: Previous visits to the LSR Preserve

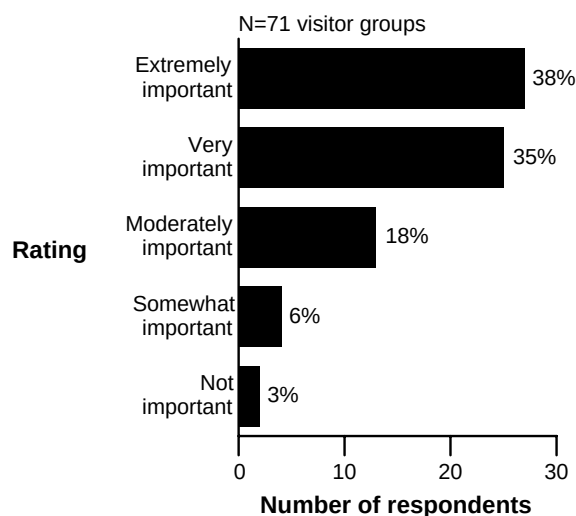


Figure 20: Importance: Friends/relatives/word of mouth

*total percentages do not equal 100 due to rounding

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

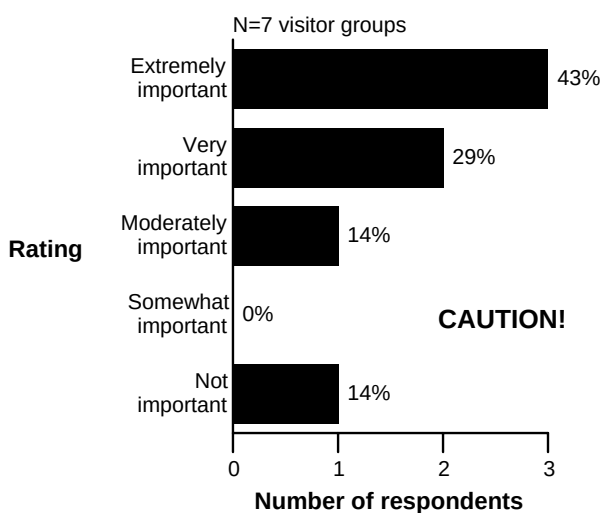


Figure 21: Importance: Travel guides/tour books

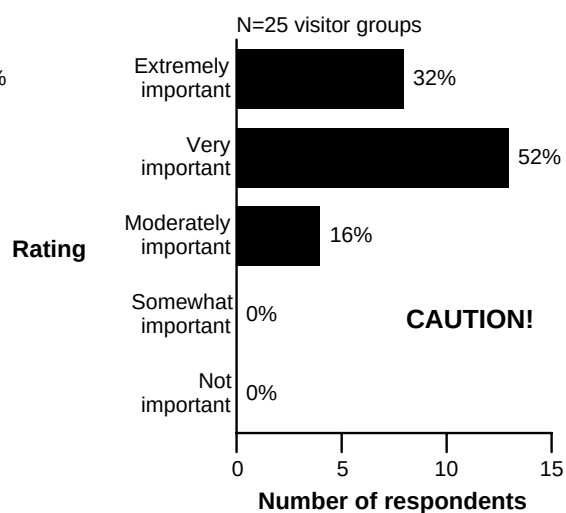


Figure 22: Importance: Park visitor centers

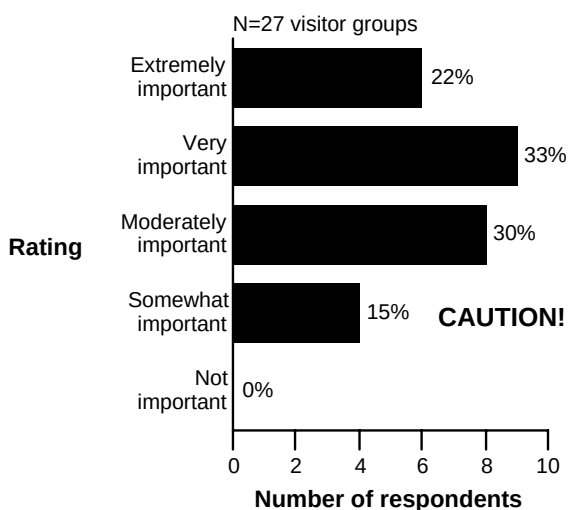


Figure 23: Importance: Maps/brochures

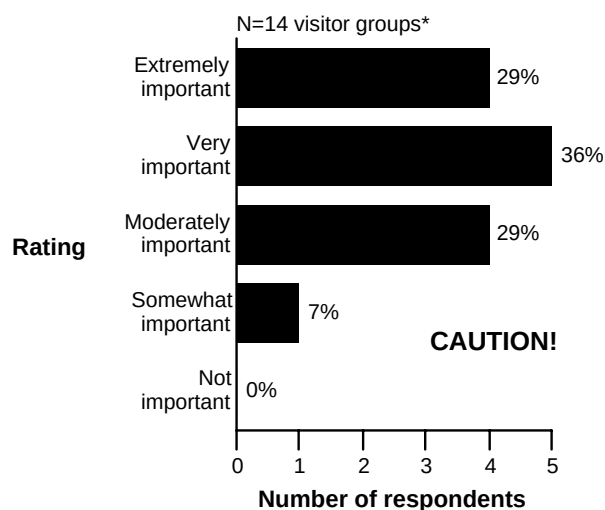


Figure 24: Importance: Grand Teton National Park newspaper, Teewinot

*total percentages do not equal 100 due to rounding

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

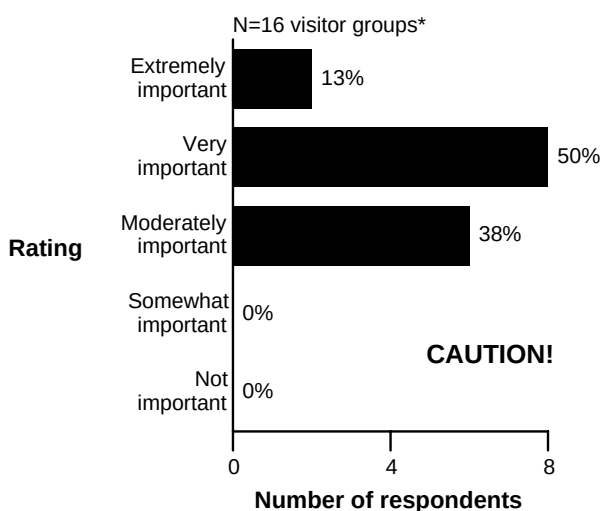


Figure 25: Importance: Newspaper/ magazine articles

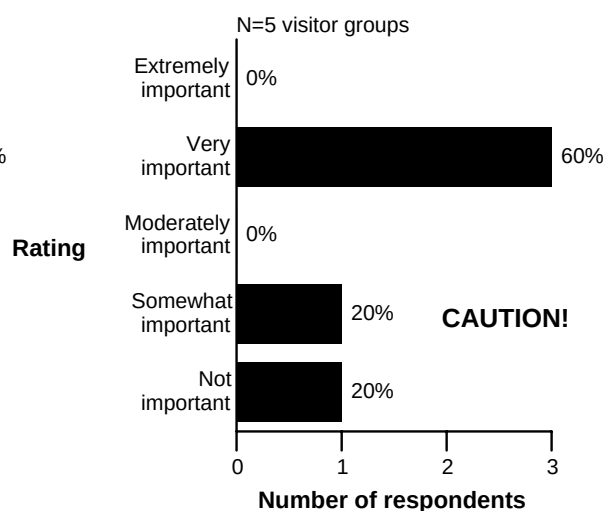


Figure 26: Importance: Inquiry to park via phone, mail, or email

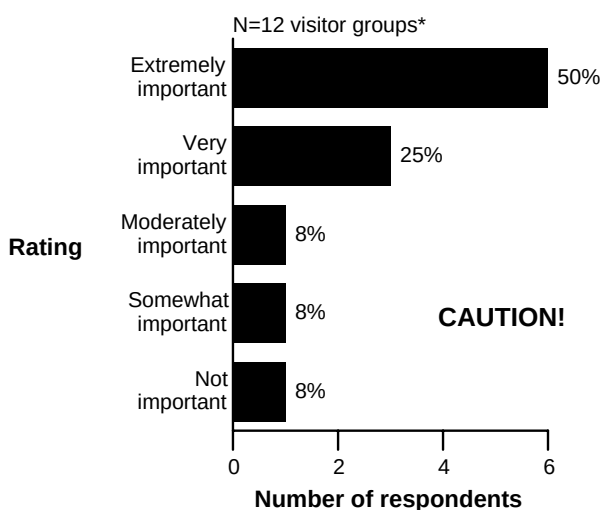


Figure 27: Importance: Grand Teton National Park website: www.nps.gov/grte

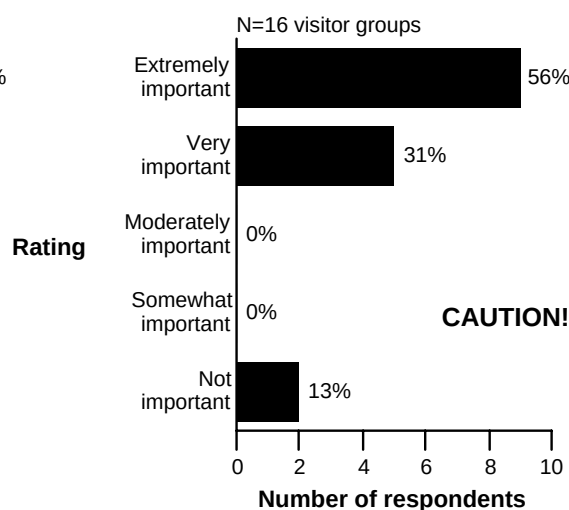


Figure 28: Importance: Information from local motel or other business

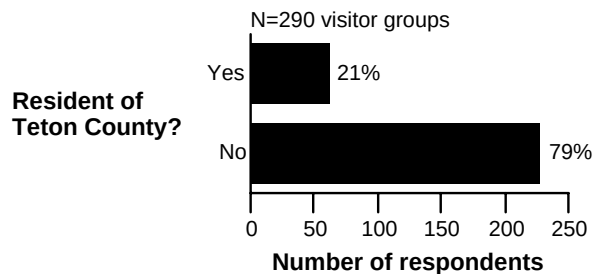
*total percentages do not equal 100 due to rounding

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

Primary reason for visiting park area

Question 2a

On this trip, what was the primary reason that you and your personal group came to the Grand Teton National Park area – Teton County, which includes Jackson and Grand Teton National Park?



Results

- 21% of visitor groups were residents of Teton County (see Figure 29).
- As shown in Figure 30, among visitor groups who were not residents, the primary reason for visiting the Grand Teton National Park area was:

66% Visit Grand Teton National Park

- “Other attractions” (8%) were:

Avanyu Spa
Bar J Ranch
Jackson
R Lazy S Ranch
Teton Science School

Note: some visitor groups listed the following attractions outside of Teton County:

Buffalo Bill Museum (Cody, WY)
Yellowstone National Park

- “Other” reasons (5%) were:

Art project
Attend Teton Science School program graduation
Educational experience
Encouraged by ranger to visit
Family reunion
Grand Teton Music Festival
Hiking
Medical conference

Figure 29: Residents of Teton County

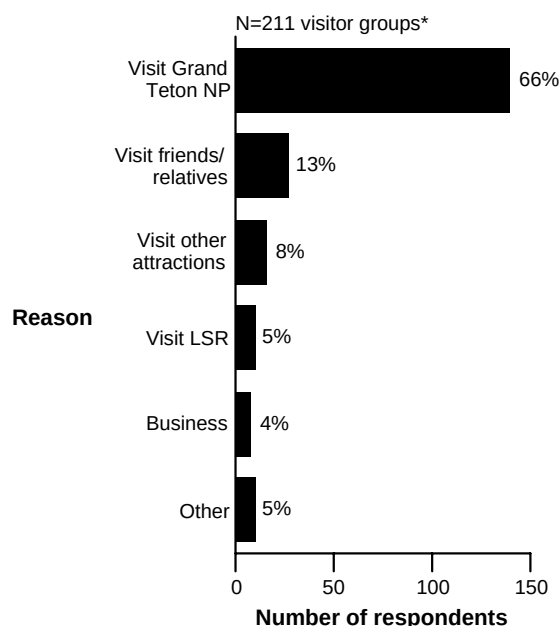


Figure 30: Primary reason for visiting the Grand Teton National Park area

“Other” reasons (continued)

See animals
Vacation
Wedding

*total percentages do not equal 100 due to rounding

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

Question 2b

On this visit, were you and your personal group planning to visit Grand Teton National Park (NP) and/or Laurance S. Rockefeller (LSR) Preserve?

Results

- 50% of visitor groups were planning to visit the LSR Preserve only (see Figure 31).
- 34% were planning to visit both the park and the Preserve.

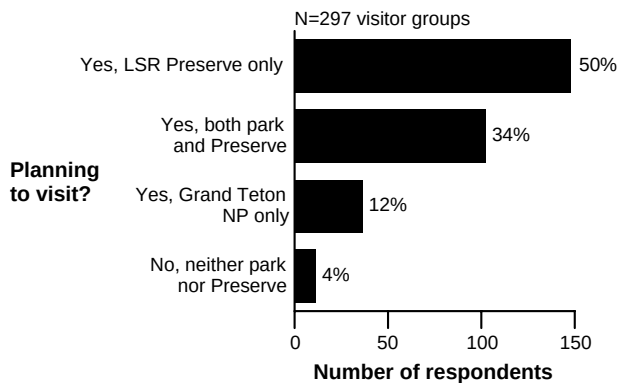


Figure 31: Visitor groups that were planning to visit Grand Teton NP and/or LSR Preserve

*total percentages do not equal 100 due to rounding

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

Reasons for visiting the Preserve

Question 3a

On this visit, what were the reasons that you and your personal group visited the Laurance S. Rockefeller Preserve?

Results

- 85% of visitor groups visited the LSR Preserve to walk/hike the trails (see Figure 32).
- “Other” recreational opportunities (7%) were:

Fishing
 Jumping off rocks
 Kids backpack program
 Horseback riding
 Photographing birds
 Picking huckleberries
 Picnicking
 Rafting
 Swimming

- “Other” reasons (11%) were:

A pretty spot to stop for lunch
 Area was not open to public on last visit to Tetons
 Art project
 Curious what was there
 Drove by and decided to stop
 Exercise
 Excited to visit this new area of Grand Teton NP
 Explore nature with small children
 Given a brochure at Jackson Lake Lodge
 Learn more about Rockefeller family/history
 Photography
 Recommended by others
 Scout out a place to take students
 See the architecture and recovery projects
 Show Preserve to family/friends
 Study metamorphic petrology
 Visit library in visitor center
 Visit Phelps Lake

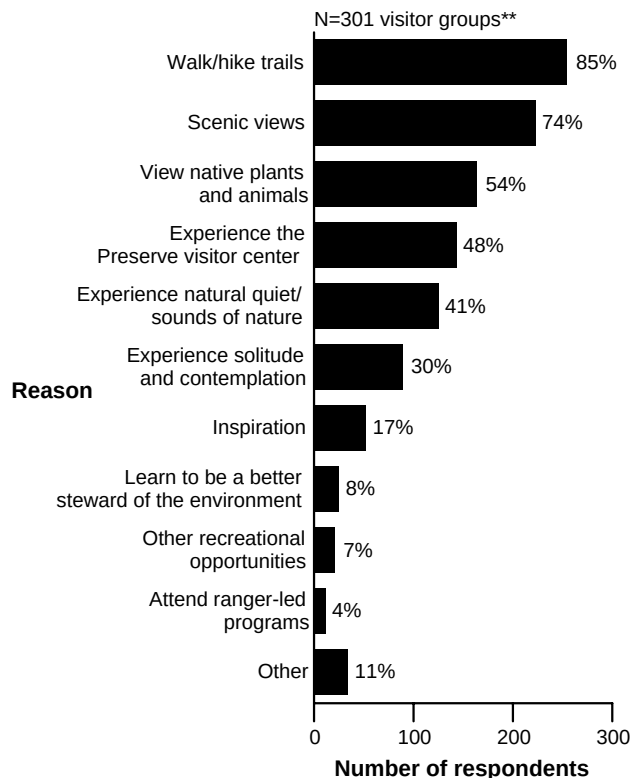


Figure 32: Reasons for visiting Laurance S. Rockefeller Preserve

*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 Preserve

Question 3b

Which of the above reasons was your primary reason for visiting?

Results

- For 60% of visitor groups, the primary reason for visiting the Preserve was to walk/hike the trails (see Figure 33).

- 12% visited primarily to experience the Preserve visitor center.

- “Other” primary reasons (8%) were:

A pretty spot to stop for lunch
Area was not open to public on last visit to Tetons
Curious what was there
Given a brochure at Jackson Lake Lodge
Learn more about Rockefeller family/history
Photography
Recommended by others
Scout out a place to take students
See the architecture and recovery projects
Show Preserve to family/friends
Visit new area of the Park
Visit friend working in Park

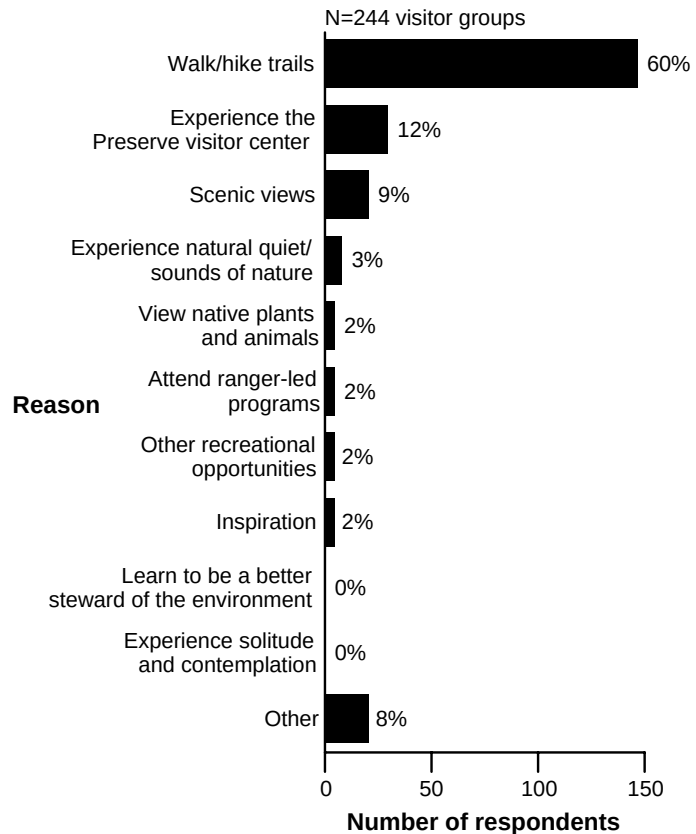


Figure 33: Primary reason for visiting Laurance S. Rockefeller Preserve

*total percentages do not equal 100 due to rounding

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

Arrival and departure routes

Question 4a

Laurance S. Rockefeller Preserve is on the Moose-Wilson Road. On this visit, how did you and your personal group arrive at the Preserve?

Results

- 54% of visitor groups arrived at the Preserve from the south - Teton Village (see Figure 34).

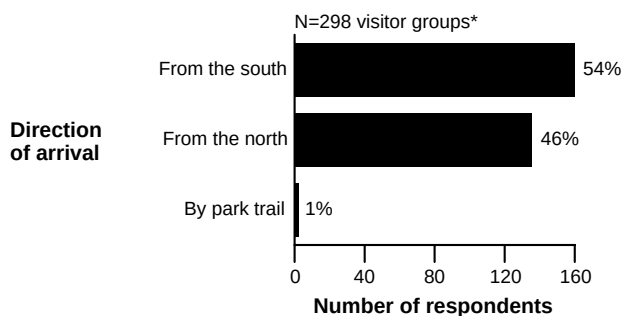


Figure 34: Direction from which visitor groups arrived at the Preserve

Question 4b

In which direction did you and your personal group go when you departed the Preserve?

Results

- 57% of visitor groups went toward the north - Moose area - when they departed the Preserve (see Figure 35).

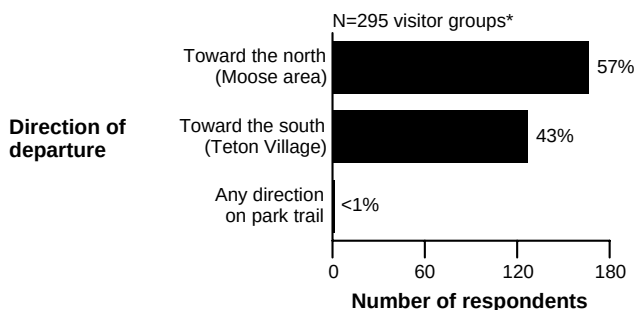


Figure 35: Direction in which visitor groups went upon departing the Preserve

*total percentages do not equal 100 due to rounding

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

Transportation used to arrive at Preserve

Question 5

On the day that you received this questionnaire, what was the last mode of transportation that you and your personal group used to arrive at the Laurance S. Rockefeller Preserve?

Results

- 79% of visitor groups used a personal vehicle to arrive at the Preserve (see Figure 36).
- 22% used a rental vehicle.

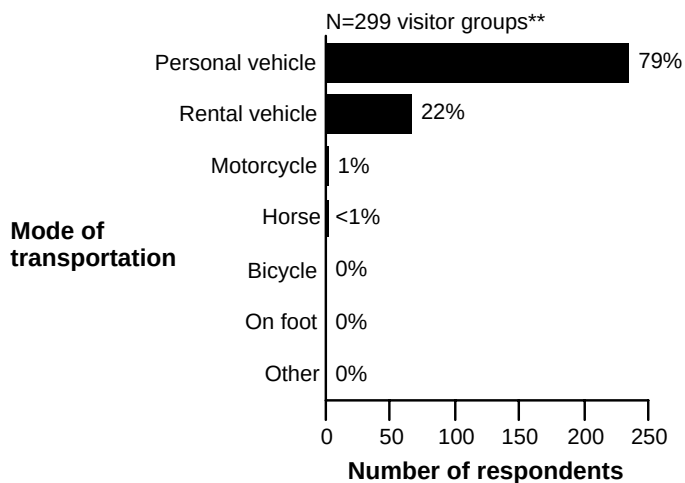


Figure 36: Last mode of transportation used by visitor groups to arrive at Preserve

Number of vehicles used

Question 16a

On this visit, how many vehicles did you and your personal group use to arrive at the Laurance S. Rockefeller Preserve?

Results

- 93% of visitor groups used one vehicle to arrive at the Preserve (see Figure 37).

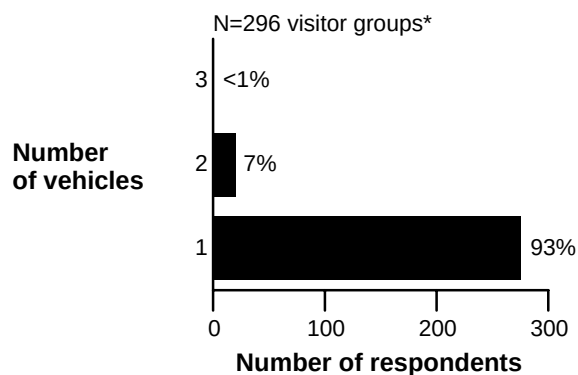


Figure 37: Number of vehicles used by visitor groups to arrive at Preserve

*total percentages do not equal 100 due to rounding

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

Use of carpools

Question 16b

On this visit, did you and your personal group carpool?

Results

- 50% of visitor groups carpoled to the Preserve on this visit (see Figure 38).

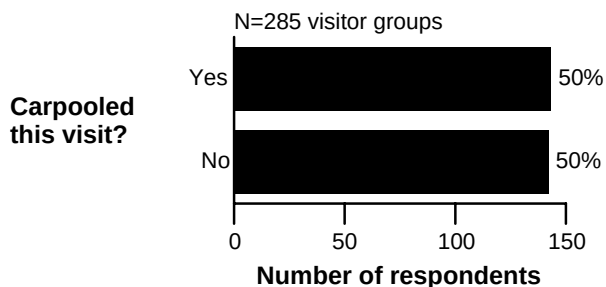


Figure 38: Visitor groups that carpoled on this visit

Willingness to carpool in the future

Question 16c

Whether or not you carpoled on this visit, would you and your personal group be willing to carpool on a future visit to the Preserve?

Results

- 59% of visitor groups would be willing to carpool on a future visit to the Preserve (see Figure 39).
- 26% would not be willing to carpool.

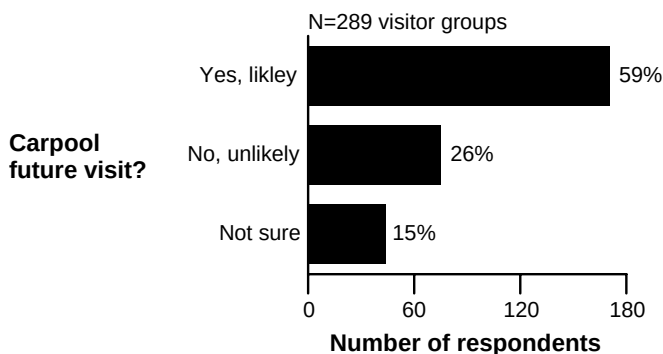


Figure 39: Visitor groups willing to carpool in the future

*total percentages do not equal 100 due to rounding

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

Length of visit

Question 9a

On this visit to Laurance S. Rockefeller Preserve, how long in total did you and your personal group spend in the Preserve? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, or $\frac{3}{4}$.

Results

- 33% of visitor groups spent three hours visiting the Preserve (see Figure 40).
- 28% spent four or more hours visiting.
- 23% spent two hours.
- The average length of stay was 2.7 hours.

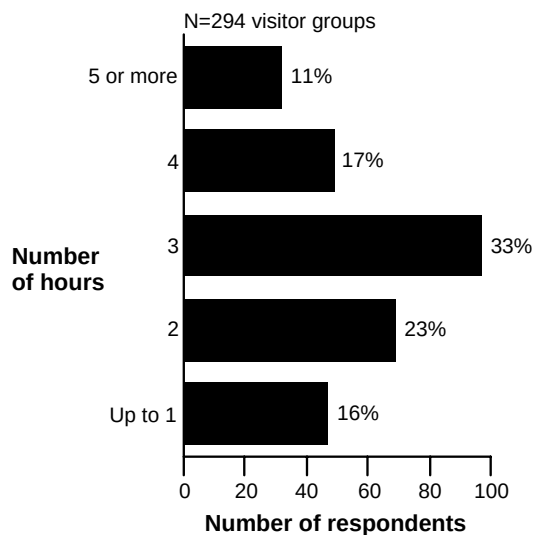


Figure 40: Number of hours visiting the Preserve

*total percentages do not equal 100 due to rounding

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

Time spent at Preserve visitor center

Question 9b

How long did you and your personal group spend in the Preserve visitor center? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, or $\frac{3}{4}$.

Results

- 84% of visitor groups went to the Preserve visitor center (see Figure 41).
- Of those visitor groups that went to the Preserve visitor center, 65% spent one hour there (see Figure 42).
- The average length of time spent at the Preserve visitor center was 0.6 hours (36 minutes).

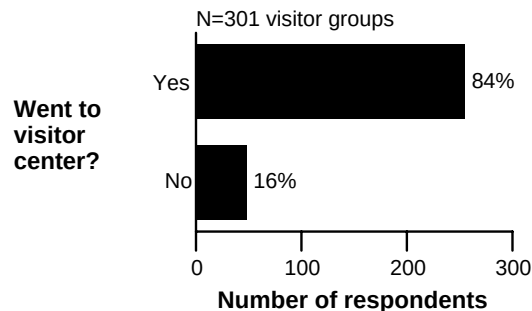


Figure 41: Visitor groups that went to the Preserve visitor center

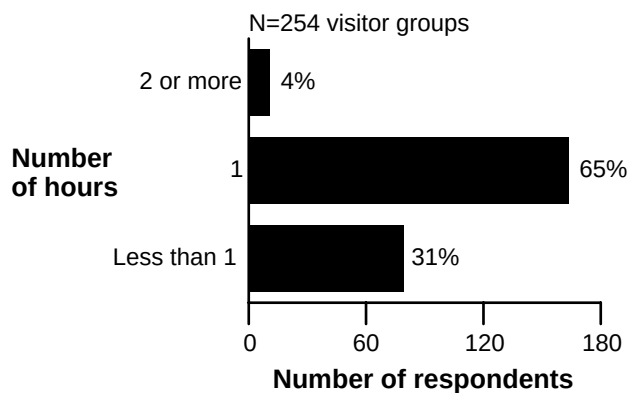


Figure 42: Length of time visitor groups spent at the Preserve visitor center

*total percentages do not equal 100 due to rounding

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

Facilities used

Question 8a

On this visit to the Laurance S. Rockefeller Preserve, did you and your personal group visit or use any of the following facilities?

Results

- As shown in Figure 43 and Table 9, the facilities visited or used by 30 or more visitor groups were:
- 99% Parking lot
97% Trails
94% Restrooms
89% Preserve visitor center

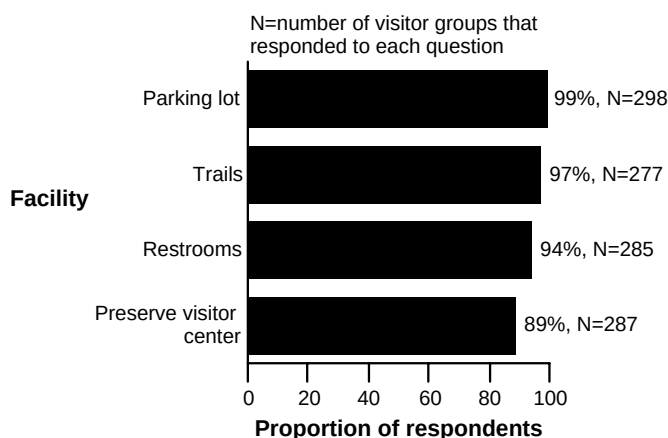


Figure 43: Facilities visited or used by visitor groups

Encountering other visitors

Question 8b

For the facilities that you visited, did you and your personal group encounter other visitors at any time during your activities?

Results

- As shown in Figure 44 and Table 9, the facilities where 30 or more visitor groups reported encountering other visitors were:
- 97% Trails
96% Preserve visitor center
93% Parking lot
55% Restrooms

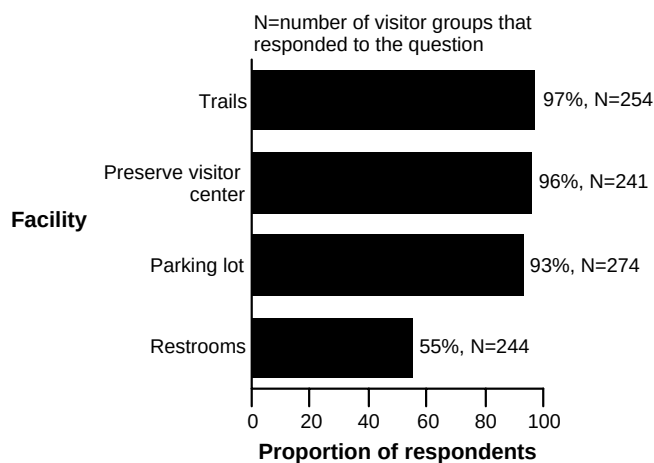


Figure 44: Facilities where visitor groups encountered other visitors

*total percentages do not equal 100 due to rounding

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

Question 8c

How did the encounter with other visitors affect your experience?

Results

- Table 9 shows the facilities where visitor groups encountered other visitors and how those encounters affected their experience.
- Visitors most often encountered other visitors at the following:
97% Trails
96% Preserve visitor center
93% Parking lot
- For most visitor groups, the effect of encountering other visitors was either positive or had no effect. The place where encountering other visitors had the highest negative effect was in the parking lot.

Table 9: Effect of encountering other visitors

N=number of visitors that responded to each question

Visited facility				Encountered other visitors?			Effect on experience (%)		
Facility	N		%	N		%	Positive	No effect	Negative
Preserve visitor center	287	Yes	89%	241	Yes	96%	45	50	1
		No	11%		No	4%	2	1	0
Restrooms	285	Yes	94%	244	Yes	55%	17	41	<1
		No	6%		No	45%	15	25	<1
Trails	278	Yes	98%	254	Yes	97%	50	41	7
		No	2%		No	3%	2	1	0
Parking lot	298	Yes	99%	274	Yes	93%	26	56	12
		No	1%		No	7%	1	4	0
Other – See below	20	Yes	10%						
		No	90%						
Stream	1	Yes	50%	2	Yes	100%	100	0	0
		No	0%		No	0%			
Water fountain	1	Yes	50%	2	Yes	100%	100	0	0
		No	0%		No	0%			

*total percentages do not equal 100 due to rounding

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

Crowding at facilities

Question 8d

If you used any of the above facilities, please rate how crowded you and your group felt at that facility.

Results

- Figures 45-48 and Table 10 show the level of crowding experienced at each facility.

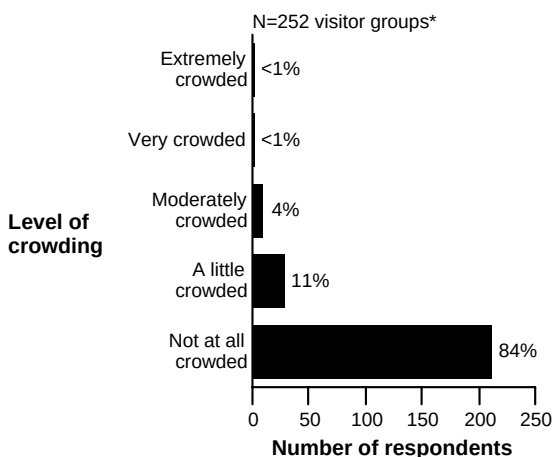


Figure 45: Level of crowding at Preserve visitor center

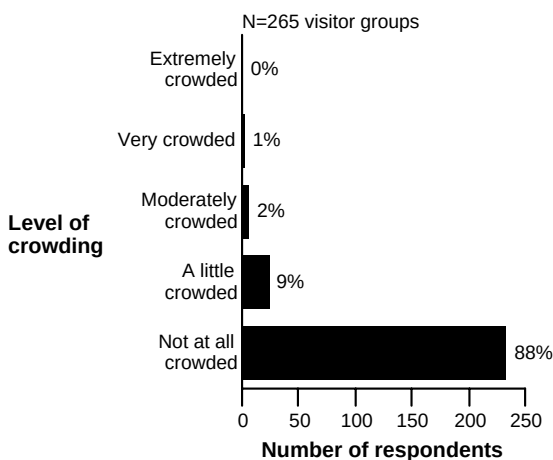


Figure 46: Level of crowding in restrooms

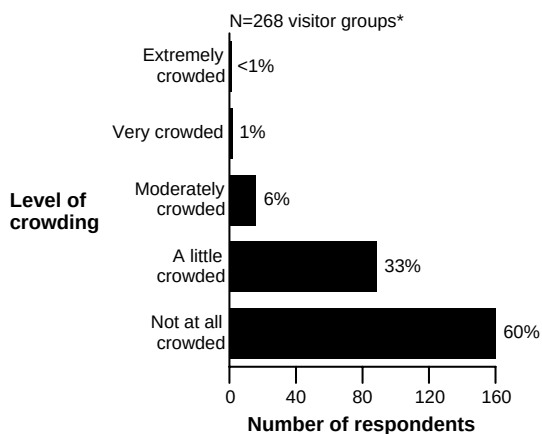


Figure 47: Level of crowding on trails

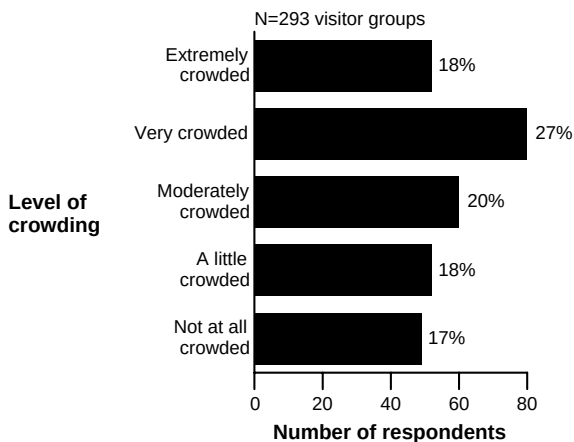


Figure 48: Level of crowding in parking lot

*total percentages do not equal 100 due to rounding

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

Table 10: Visitor ratings of crowding at facilities
 N=number of visitors that responded to each question

Site	N	Rating (%)				
		Not at all crowded	A little crowded	Moderately crowded	Very crowded	Extremely crowded
Preserve visitor center	252	84	11	4	<1	<1
Restrooms	265	88	9	2	1	0
Trails	269	60	33	6	1	<1
Parking lot	293	17	18	20	27	18
Other (specify) - CAUTION!						
Stream	2	-	-	100	-	-
Water fountain	2	100	-	-	-	-

*total percentages do not equal 100 due to rounding

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

Activities

Question 7a

During this visit, in which activities did you and your personal group participate?

Results

- 72% of visitor groups walked or hiked the trails, and visited the Preserve visitor center (see Figure 49).

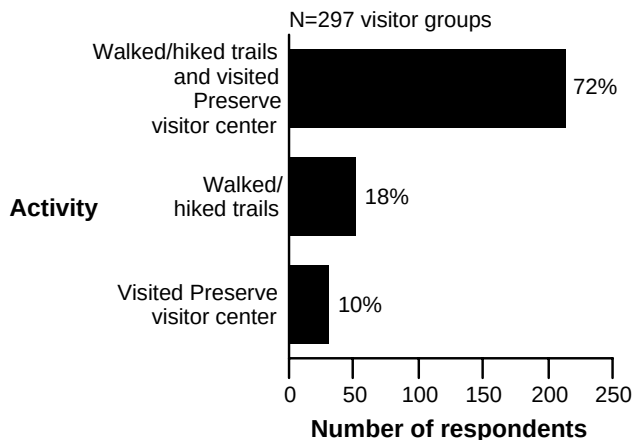


Figure 49: Activities on this visit

Question 7b

If both, which activity did you and your personal group do first?

Results

- Of those visitor groups that visited the Preserve visitor center and walked or hiked the trails, 54% went to the Preserve visitor center first (see Figure 50).

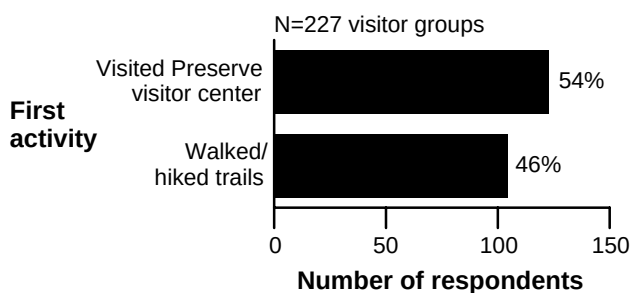


Figure 50: Activity in which visitors groups participated first

*total percentages do not equal 100 due to rounding

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

Trails used this visit

Question 11a

Which trails did you and your personal group hike during this visit to the Laurance S. Rockefeller Preserve?

Results

- 91% of visitor groups hiked during this visit (see Figure 51).
- 77% of visitor groups hiked the Lake Creek Trail on this visit (see Figure 52).
- 75% hiked the Woodland Trail.
- 32% hiked the Phelps Lake Loop.
- 32% hiked the Phelps Lake Loop.
- 32% hiked the Phelps Lake Loop.

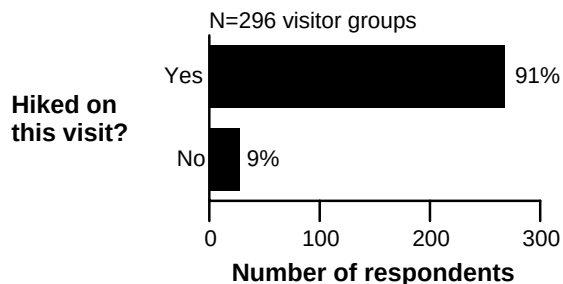


Figure 51: Visitor groups that hiked on this visit

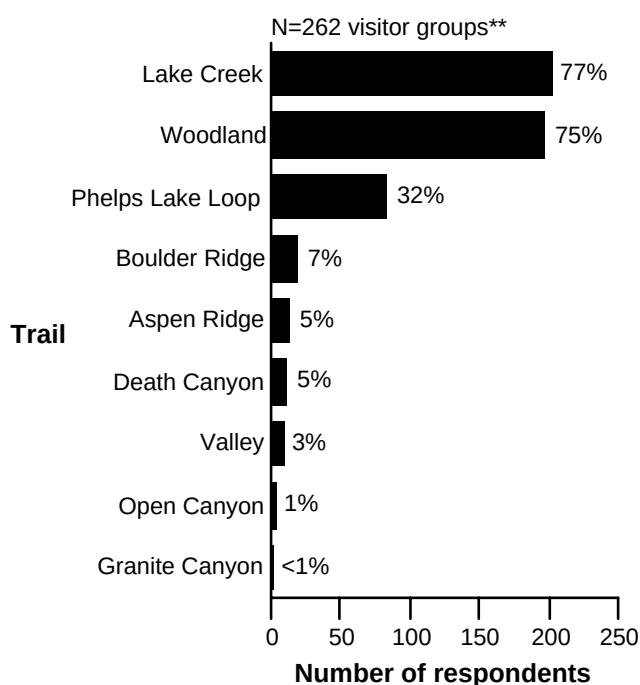


Figure 52: Trails used on this visit

*total percentages do not equal 100 due to rounding

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

Trails used on past visits

Question 11b

Which trails have you and your personal group hiked during past visits to the Preserve?

Results

- 56% of visitor groups were visiting for the first time or did not hike on past visits to the Preserve (see Figure 53).
- 73% of visitor groups hiked the Lake Creek Trail during a past visit to the Preserve (see Figure 54)
- 67% hiked the Woodland Trail.

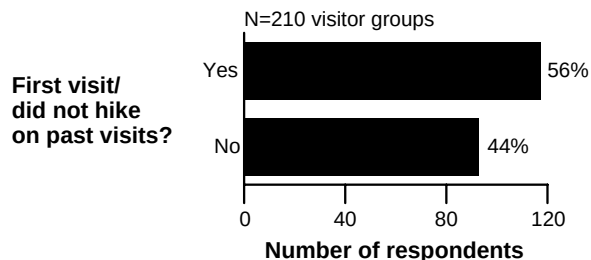


Figure 53: Visitor groups that were visiting for the first time or did not hike on past visits

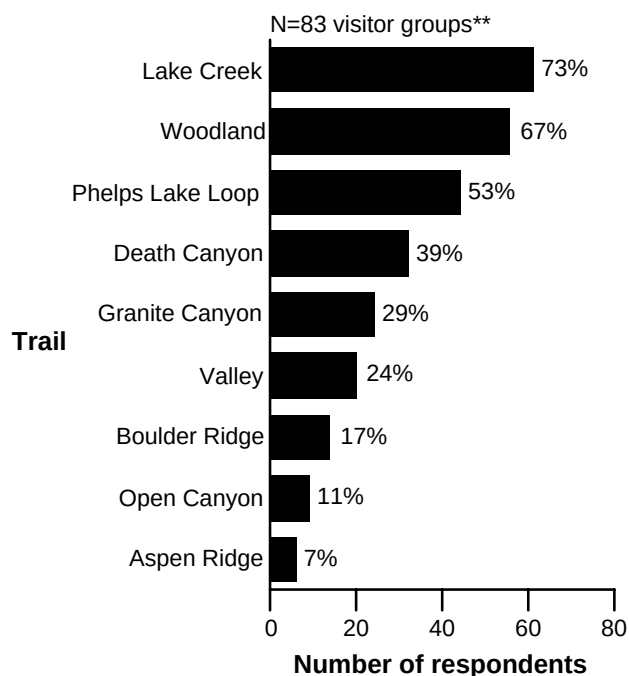


Figure 54: Trails used on past visits

*total percentages do not equal 100 due to rounding

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

Trails used on this visit and/or past visits

Data were combined from Questions 11a and 11b to determine the trails that visitors used on either this visit and/or past visits to the Preserve.

- 79% of visitor groups hiked the Woodland Trail on this and/or past visits to the Preserve (see Figure 55).
- 79% hiked the Lake Creek Trail.

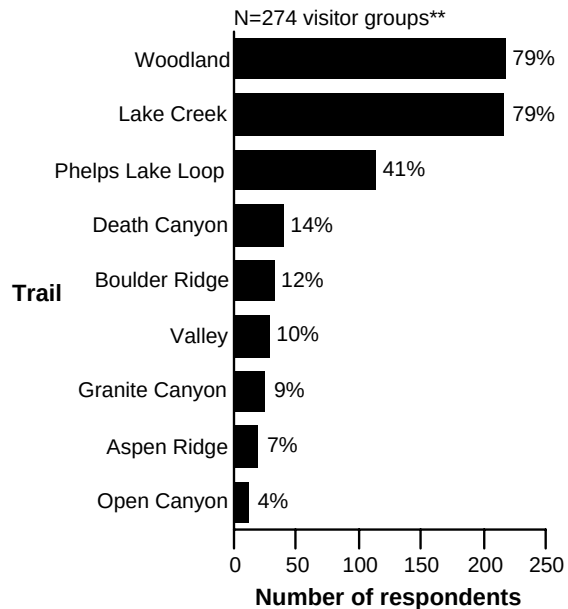


Figure 55: Trails used on either visit

Table 11, a cross tabulation between questions 7a (activities) and 11a (trails used on this visit), shows trails used by visitor groups that both walked/hiked and visited the visitor center, and trails used by those who only walked/hiked.

Table 11: Cross tabulation between questions 7a (activities participated in) and 11a (trails walked/hiked on this visit)

N=number of visitor groups that responded to each question*

Facility	Walked/hiked trail and visited visitor center		Walked/hiked trail	
	N	%	N	%
Lake Creek Trail	159	79	43	21
Woodland Trail	155	79	42	21
Phelps Lake Trail Loop	68	81	16	19
Boulder Ridge Trail CAUTION!	16	84	3	16
Aspen Ridge Trail CAUTION!	12	86	2	14
Death Canyon Trail CAUTION!	9	75	3	25
Valley Trail CAUTION!	9	78	2	22
Open Canyon Trail CAUTION!	1	33	2	67
Granite Canyon Trail CAUTION!	0	0	1	100

*total percentages do not equal 100 due to rounding

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

Question 11c

If you and your personal group hiked during this visit to the Preserve, what was your destination? (open-ended)

Results

- 150 visitor groups listed destinations to which they hiked during this visit to the Preserve (see Table 12).

Table 12: Hiking destinations

N=150 comments

Destination	Number of times mentioned
Phelps Lake	104
Phelps Lake Loop Trail	19
Huckleberry Point	12
No special destination	4
Phelps Lake jumping rock	3
Death Canyon Trail	2
Alaska Basin	1
Complete Boulder and Aspen trails	1
Coyote Lake - Open Canyon	1
Hike from LSR Preserve back to Teton Village	1
Phelps Lake Overlook	1
Prospector Mountain	1

*total percentages do not equal 100 due to rounding

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

Wildlife experiences

Question 10a

On this visit, did you and your personal group see wildlife, including birds? If yes, what kind?

Results

- 79% of visitor groups saw wildlife, including birds, on this visit (see Figure 56).
- 203 visitor groups listed the kinds of wildlife they saw on this visit (see Table 13).

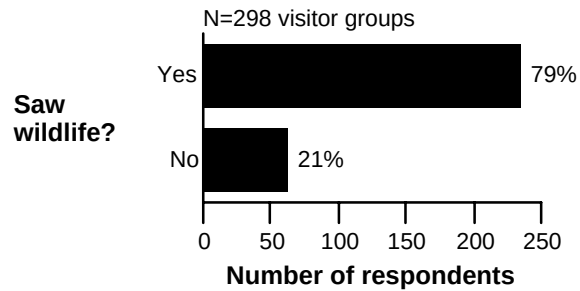


Figure 56: Visitor groups that saw wildlife

Table 13: Kinds of wildlife seen

N=389 comments;
some visitors made more than one comment.

Wildlife	Number of times mentioned
Bird (unspecified)	103
Chipmunk	55
Squirrel	46
Bear	21
Duck	12
Moose	11
Snake	10
Bear with cubs	9
Insect (unspecified)	9
Deer	8
Ground squirrel	8
Eagle	7
Marmot	6
Elk	5
Fish	5
Frog	5
Hawk	5
Pika	5
Grouse	4
Merganser	4
Osprey	4
Raven	4
Western tanager	4
Cedar waxwing	2
Fox	2
Mouse	2
Mountain chickadee	2
Small mammal (unspecified)	2

*total percentages do not equal 100 due to rounding

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

Table 13: Kinds of wildlife seen
(continued)

Wildlife	Number of times mentioned
Yellow warbler	2
Bullock's Oriole	1
Diving bird	1
Flicker	1
Goose	1
Gray jay	1
Grizzly bear	1
Ground animal	1
Junco	1
Kestrel	1
Kingfisher	1
Leech	1
Mammal (unspecified)	1
Minnow	1
Otter	1
Rabbit	1
Raptor	1
Red breasted merganser	1
Red squirrel	1
Redtailed hawk	1
Sparrow hawk	1
Steller's jay	1
Swainson's thrush	1
Trout	1
Vole	1
Woodpecker	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 10b

Did you and your personal group hear wildlife? If yes, what kind?

Results

- 73% of visitor groups heard wildlife on this visit (see Figure 57).

Results

- 185 visitor groups listed the kinds of wildlife they heard on this visit (see Table 14).

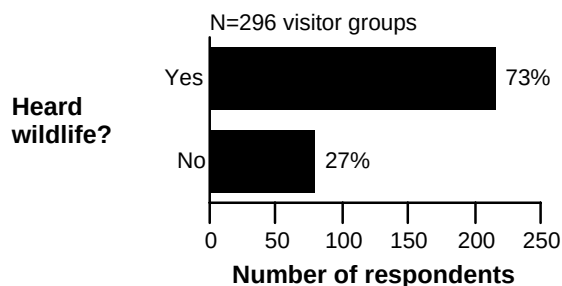


Figure 57: Visitor groups that heard wildlife

Table 14: Kinds of wildlife heard

N=243 comments;
some visitors made more than one comment.

Wildlife	Number of times mentioned
Bird (unspecified)	150
Squirrel (unspecified)	38
Chipmunk	14
Bear	7
Duck	4
Elk	3
Insect	3
Raven	3
Frog	2
Grasshopper	2
Ground squirrel	2
Hawk	2
Moose	2
Woodpecker	2
Deer	1
Goose	1
Jay	1
Marmot	1
Merganser	1
Red squirrel	1
Ruby crowned kinglet	1
Sandhill crane	1
Small mammal	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 10c

Did you and your personal group see signs of wildlife, such as tracks or scat? If yes, please specify.

Results

- 45% of visitor groups saw signs of wildlife (see Figure 58).

Results

- 100 visitor groups listed the signs of wildlife they saw on this visit (see Table 15).

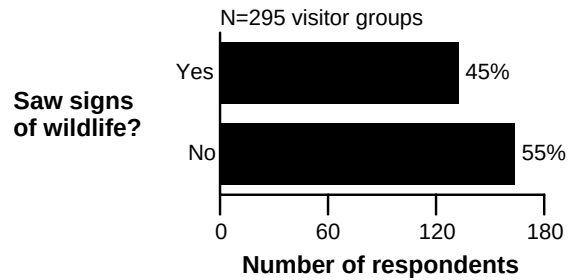


Figure 58: Visitor groups that saw signs of wildlife

Table 15: Signs of wildlife seen

N=129 comments;
some visitor groups made more than one comment.

Wildlife sign	Number of times mentioned
Scat (unspecified)	25
Tracks (unspecified)	14
Bear signs (scratches on trees, etc.)	22
Deer	9
Bear scat	8
Moose tracks	4
Claw marks	3
Deer tracks	3
Elk	3
Evidence of foraging	3
Moose	3
Moose scat	3
Scarred trees	3
Bear tracks	2
Deer scat	2
Horse scat	2
Pine cone debris	2
Blacktail deer	1
Coyote	1
Coyote scat	1
Elk tracks	1
Horse	1
Logs dug out	1
Mule deer	1
Pine marten	1
Small animals	1
Squirrel nest	1
Trampled grass	1
Urine	1
Weasel scat	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 10d

How did these experiences affect your visit?

Results

- For 74% of visitor groups, seeing wildlife, hearing wildlife, and seeing signs of wildlife added to their visit (see Figure 59).
- For 24%, it had no effect on their visit.

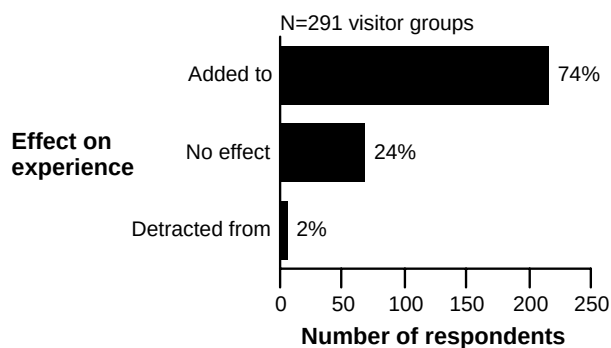


Figure 59: Effects of seeing wildlife, hearing wildlife, and seeing signs of wildlife on visitor groups' visit

*total percentages do not equal 100 due to rounding

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

Sounds experienced at the Preserve

Question 13a

Please indicate the sounds, natural or human-caused, that you heard on this visit.

Results

- As shown in Figure 60, the most commonly-heard sounds were:

92% Flowing water

77% Birds singing

69% People talking/yelling

- “Other” sounds (6%) were:

Hail

Rain

Sounds at exhibits

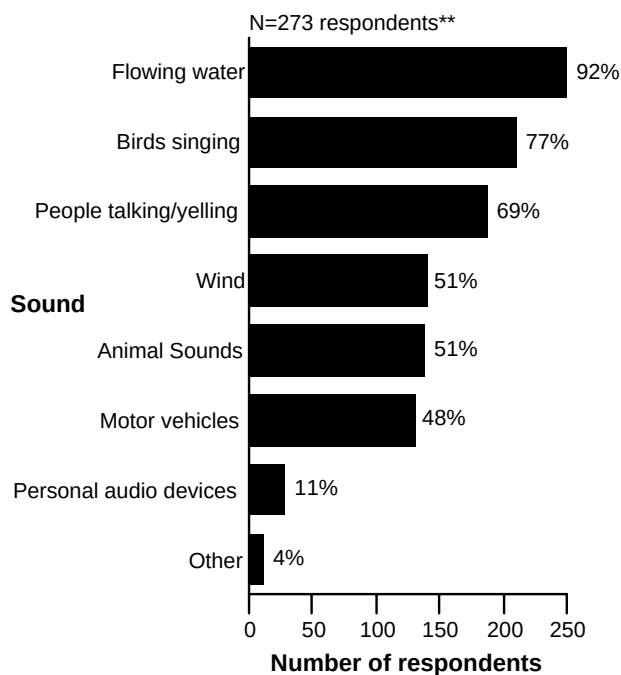


Figure 60: Sounds heard on this visit

Question 13b

Please list any feelings or emotions that you associate with the sound (open-ended).

Results

- 157 respondents listed the feelings or emotions they associated with the sounds they heard (see Table 16).

*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: Visitor comments on sounds heard

N=530 comments;
some respondents made more than one comment.

Sound	Feeling or emotion	Number of times mentioned
Animal sounds	Peaceful	12
	Good	6
	Exciting	5
	Happy/joy	5
	Interesting	5
	Relaxing	4
	Calming	3
	Intriguing	3
	Awe	2
	Delight	2
	Enjoyable	2
	Pleasant	2
	Pleasing	2
	Amazing/wonderful	2
	Curiosity	2
	Enhancing	2
	Alert	1
	Appropriate	1
	Caution	1
	Comical	1
	Engaging	1
	Fascinating	1
	Freedom of being outside	1
	Fun	1
	Lovely	1
	Made us smile	1
	Nature	1
	Paranoid	1
	Pretty	1
	Sense of connection	1
	Serene	1
	Startling	1
	Surprise	1
	Typical	1
	Varied emotions in different seasons	1
	Very positive	1
Birds singing	Happy	16
	Calm/soothing	10
	Good	10
	Relaxing	7
	Pleasant	4
	Enjoyable	4
	Tranquil	3
	Wonderful	3

*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: Visitor comments on sounds heard
(continued)

Sound	Feeling or emotion	Number of times mentioned
Bird singing (continued)	Exciting	3
	Serenity	3
	Comfort	2
	Lovely	2
	Pleasing	2
	Sweet	2
	Beautiful	2
	Delightful	2
	Interesting	2
	Love	2
	Natural	2
	Appropriate	1
	Awe	1
	Cool	1
	Curiosity	1
	Freedom of being outside	1
	Life exists here	1
	Made us smile	1
	Neutral	1
	Outdoors-y	1
	Privilege to hear	1
	Pure	1
	Solitude	1
Flowing water	Calm/soothing	38
	Peaceful	31
	Relaxing	14
	Joy	6
	Pleasant	5
	Tranquil	5
	Good	4
	Wonderful	4
	Serenity	3
	Beautiful	3
	Enjoyable	2
	Exciting	2
	Love	2
	Appealing	1
	Appropriate	1
	Comfort	1
	Connected	1
	Content	1
	Cool	1
	Elation	1
	Exhilarating	1
	Favorite	1
	Freedom of being outside	1
	Inspired	1
	Kids love	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 16: Visitor comments on sounds heard
(continued)

Sound	Feeling or emotion	Number of times mentioned
Flowing water (continued)	Life	1
	Lovely	1
	Most memorable	1
	Musical	1
	Natural	1
	Pleasure	1
	Refreshing	1
	Relief	1
	Renewing	1
	Restful	1
	Solitude	1
	Surreal	1
Motor vehicles	Annoying	7
	Acceptable/fact of life	8
	Only heard when trail crosses road	4
	Distracting	3
	Civilization	2
	Disturbing	2
	Necessary	2
	Normal	2
	Only in parking lot	2
	Stressful	2
	Understandable	2
	Audible	1
	Awareness of location on trail	1
	Busy	1
	Cars should go slower	1
	Cautiousness	1
	Close to road	1
	Depressing	1
	Disruptive	1
	Intrusive	1
	Irritated	1
	Loud	1
	Mildly jarring	1
	Minimal	1
	Nervous	1
	Not disturbing	1
	Not heard	1
	Okay	1
	Only heard a few	1
	Peaceful	1
	Resignation	1
	Slight disturbance	1
	Sounds don't bother me; fumes do	1
	Unsettling	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 16: Visitor comments on sounds heard
(continued)

Sound	Feeling or emotion	Number of times mentioned
People talking/yelling	Annoying	13
	Distracting	8
	Okay	8
	Irritating	3
	Normal	3
	Acceptable	2
	Comforting	2
	Disrespectful	2
	Disruptive	2
	Disturbing	2
	Enjoyable	2
	Fine	2
	Frustrating	2
	Happy	2
	Necessary	2
	Angry	1
	Background noise	1
	Business of trail	1
	Calming	1
	Cool	1
	Didn't like group of screaming children	1
	Didn't bother me	1
	Envy	1
	Exciting	1
	Only heard talking	1
	Inside	1
	Intrusion	1
	Life	1
	Make it stop	1
	Mean	1
	Nice to see others enjoying the park	1
	Not heard	1
	Pleasant	1
	Quiet those kids	1
	Reassuring	1
	Shared experience	1
	Social	1
	Talking is ok/yelling is uncomfortable	1
	Teenagers disrupting nature	1
	Too crowded	1
	Ugh	1
	Unhappy children always upsetting	1
	Unpleasant	1
	Wonderful	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 16: Visitor comments on sounds heard
(continued)

Sound	Feeling or emotion	Number of times mentioned
Personal audio devices	Annoying	4
	Distracting	2
	Angry	1
	Did not like	1
	Embarrassed	1
	I'm guilty	1
	Incredulousness	1
	Not heard	1
	Very disturbing	1
Wind	Peaceful	15
	Calming/soothing	8
	Refreshing/cooling	7
	Nice	4
	Cool	3
	Lovely	2
	Pleasing	2
	Relaxing	2
	Appropriate	1
	Beautiful	1
	Earthy	1
	Eerie	1
	Energy	1
	Exciting	1
	Freedom of being outside	1
	Great	1
	Inspiring	1
	Joy	1
	Life force	1
	Love it	1
	Mystery	1
	Natural	1
	Nothing to do but tolerate	1
	Only a bit	1
	Quiet delight	1
	Serene	1
	Stirring	1
	Warned of bad weather but had to turn back	1
	Wonderful	1
Other		
Airplane	Distracting/upsetting	1
Rain	Refreshing	1
Exhibits	Pleasant	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 13c

How did you interpret the sound?

Results

- Figures 61-67 show how respondents interpreted sounds they heard during their visit to the Preserve. Table 17 shows how “other” sounds were interpreted.

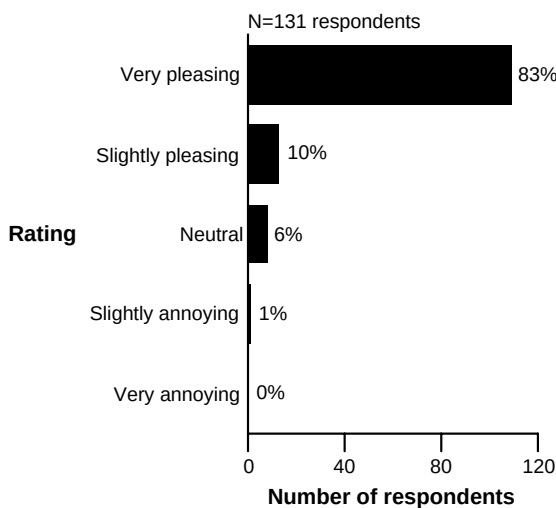


Figure 61: Animal sounds

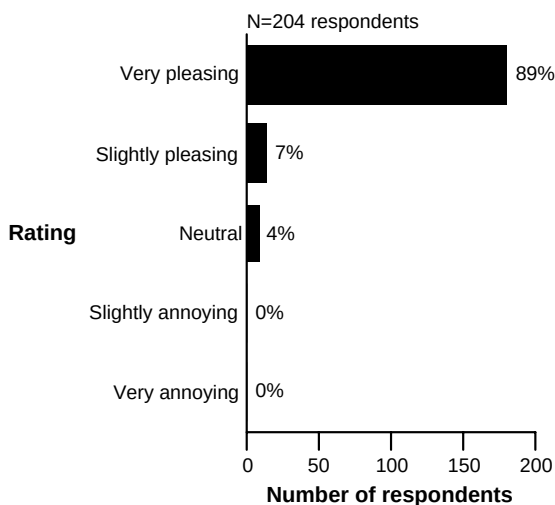


Figure 62: Birds singing

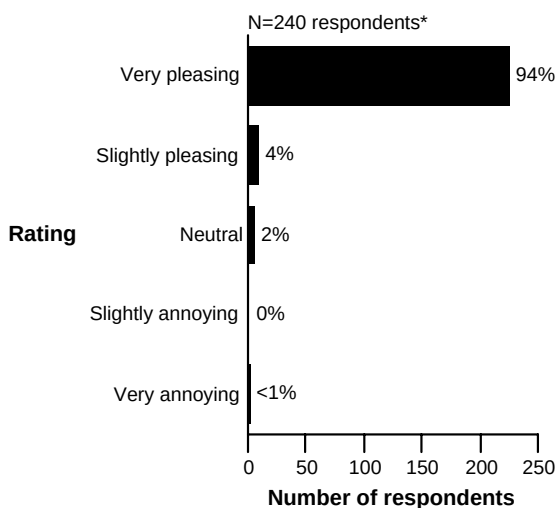


Figure 63: Flowing water

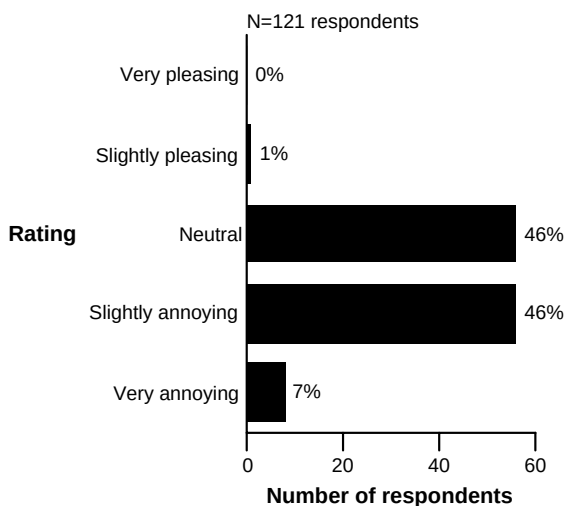


Figure 64: Motor vehicles

*total percentages do not equal 100 due to rounding

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

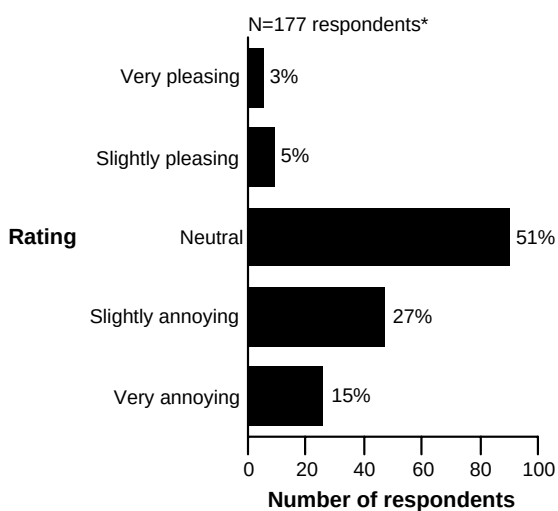


Figure 65: People talking/yelling

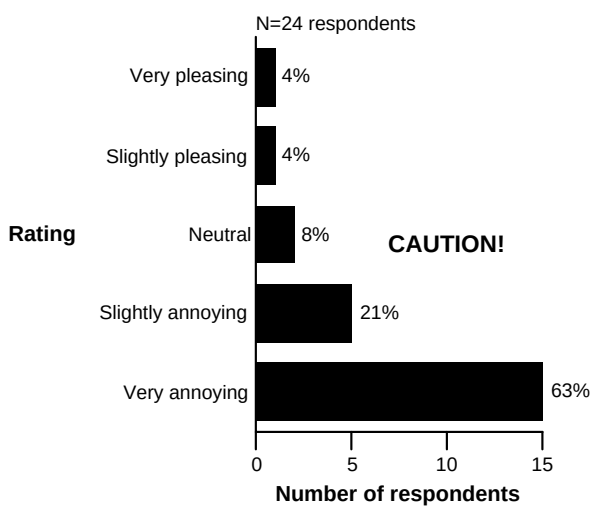


Figure 66: Personal audio devices (iPod, cell phones, etc.)

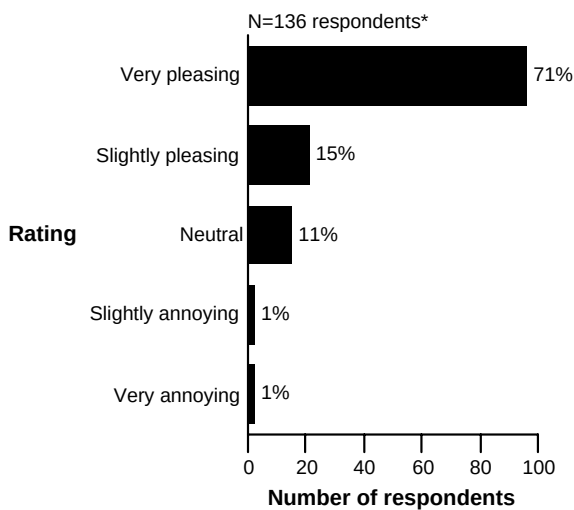


Figure 67: Wind

*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: Visitors' interpretations of "other" sounds

N=9

CAUTION!

Sound	Interpretation	Number of times mentioned
Airplane	Very annoying	2
Airplane	Slightly annoying	1
Rain	Very pleasing	1
Rain	Neutral	1
Rain/drizzle	Slightly pleasing	1
Rain/hail	Very pleasing	1
Sounds at exhibits	Very pleasing	2

*total percentages do not equal 100 due to rounding

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

Question 13d

How acceptable was hearing this sound in the Preserve?

Results

- Figures 68-74 show how respondents rated the acceptability of these sounds in the Preserve. Table 18 shows how “other” sounds were rated.

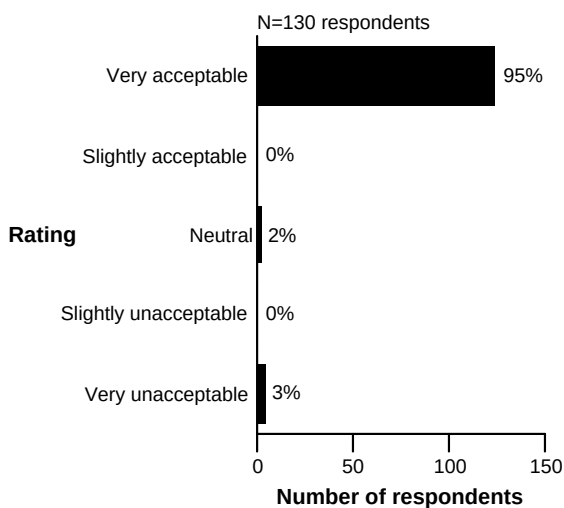


Figure 68: Animal sounds

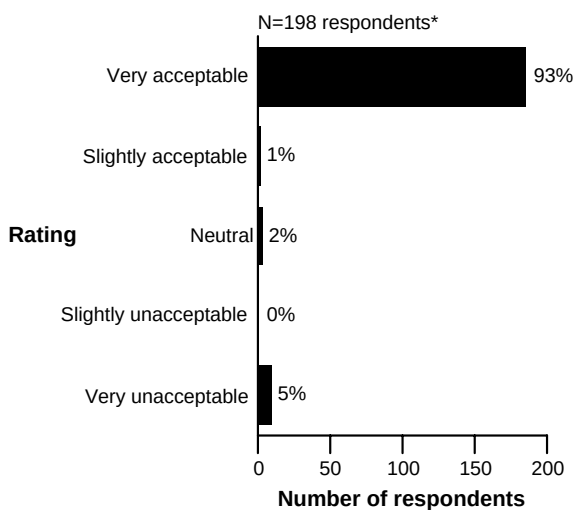


Figure 69: Birds singing

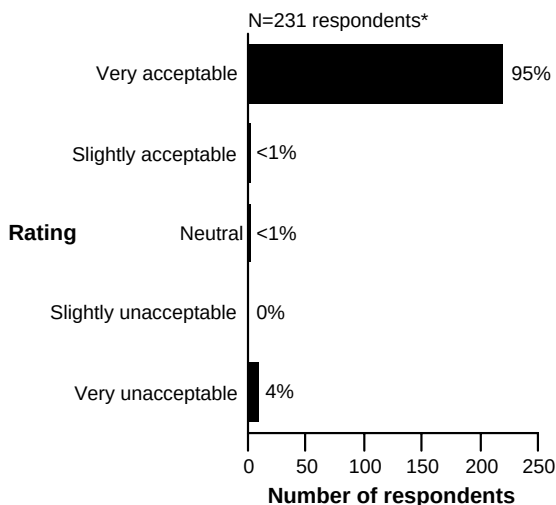


Figure 70: Flowing water

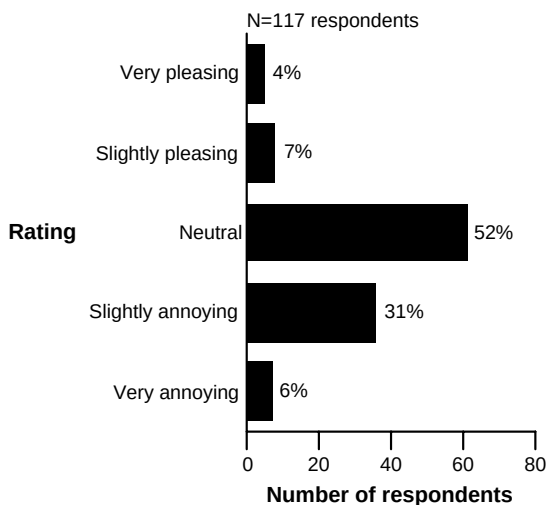


Figure 71: Motor vehicles

*total percentages do not equal 100 due to rounding

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

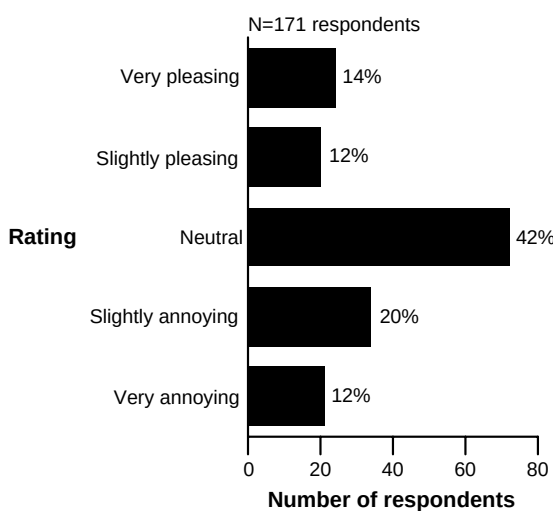


Figure 72: People talking/yelling

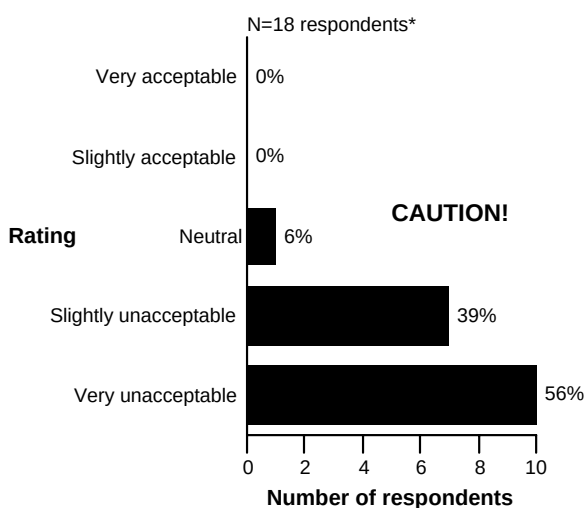


Figure 73: Personal audio devices (iPod, cell phones, etc.)

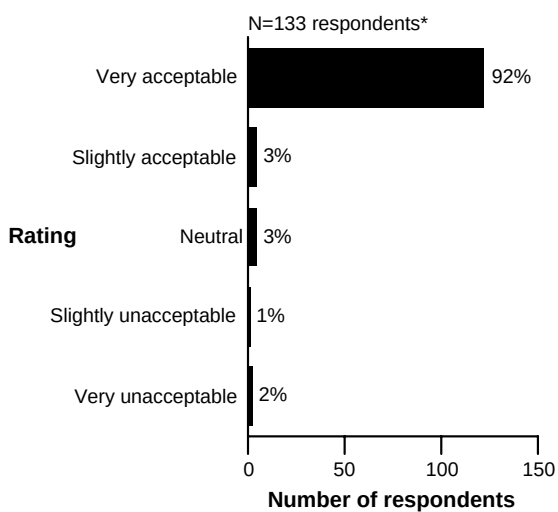


Figure 74: Wind

*total percentages do not equal 100 due to rounding

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

Table 18: Visitors' ratings of the acceptability of "other" sounds

N=9 CAUTION!

Sound	Rating	Number of times mentioned
Airplane	Very unacceptable	1
Airplane	Slightly unacceptable	1
Airplane	Slightly acceptable	1
Rain	Very acceptable	2
Rain/drizzle	Very acceptable	1
Rain/hail	Very acceptable	1
Sounds at exhibits	Very acceptable	2

*total percentages do not equal 100 due to rounding

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

Ratings of Visitor Services, Facilities, Attributes and Resources

Visitor services and facilities used

Question 12a

Please indicate all visitor services and facilities that you or your personal group used during your visit to the Laurance S. Rockefeller Preserve.

Results

- As shown in Figure 75, the most commonly used visitor services and facilities were:

96% Parking lot
88% Restrooms
87% Trails

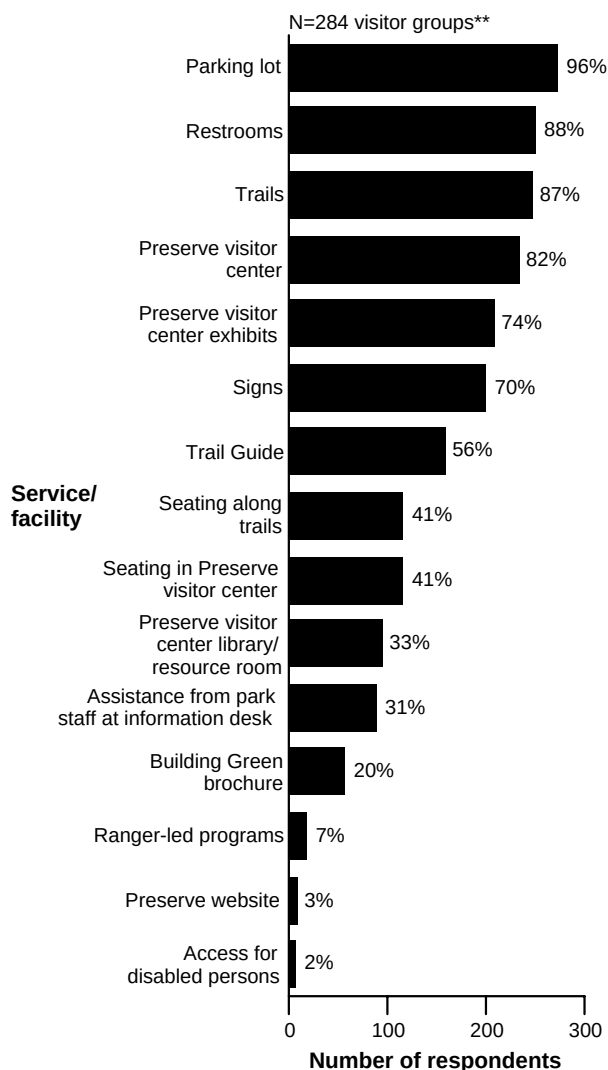


Figure 75: Visitor services and facilities used

*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 12b

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

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 76 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

98% Trails
84% Restrooms

- Figures 77 to 91 show the importance ratings for each visitor service and facility.
- The visitor service/ facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

8% Preserve visitor center
library/resource room

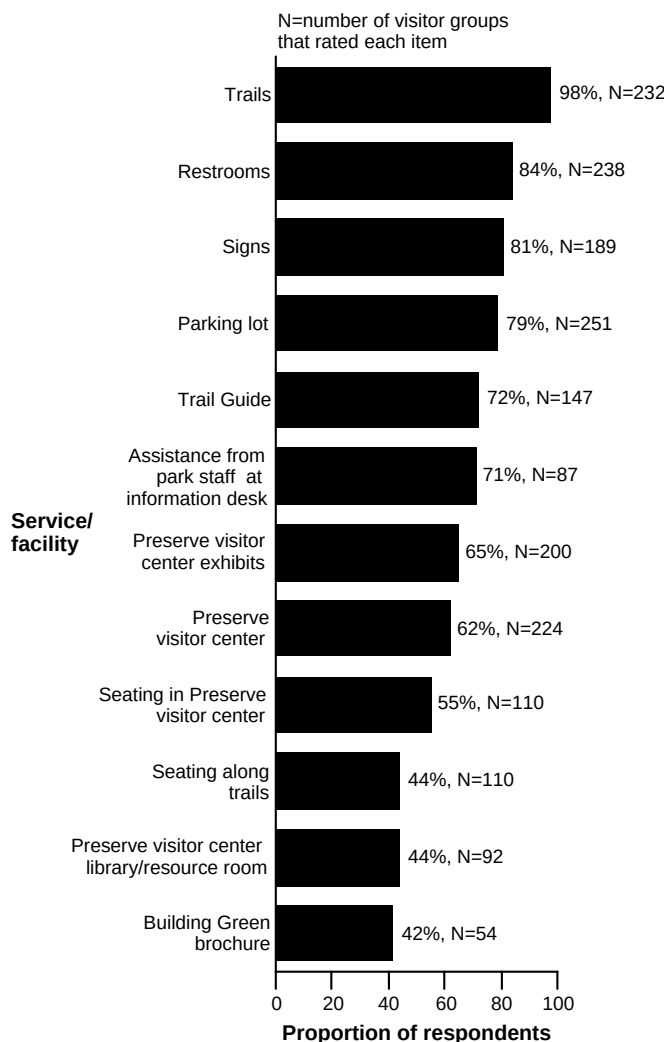


Figure 76: Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

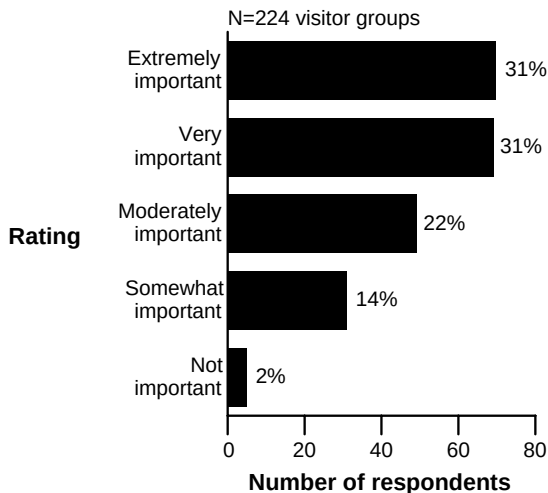


Figure 77: Importance of Preserve visitor center

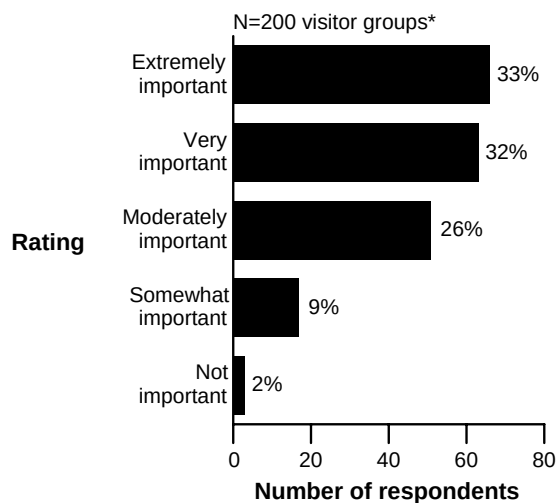


Figure 78: Importance of Preserve visitor center exhibits

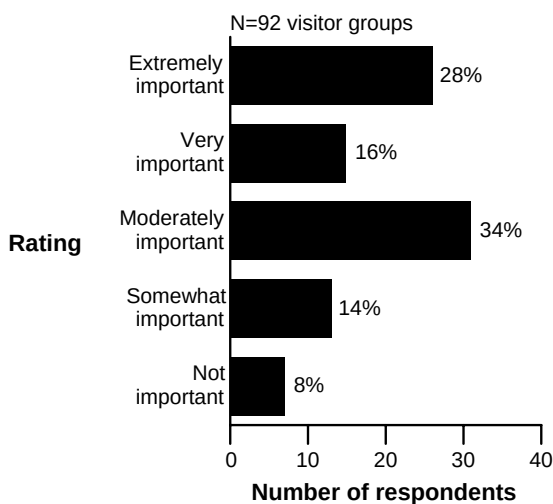


Figure 79: Importance of Preserve visitor center library/resource room

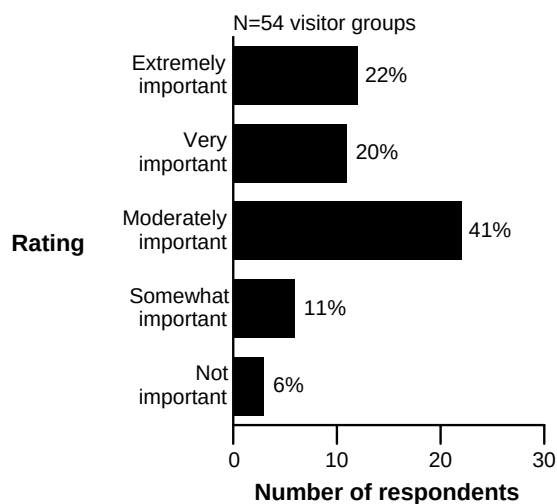


Figure 80: Importance of other *Building Green* brochure for the Preserve

*total percentages do not equal 100 due to rounding

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

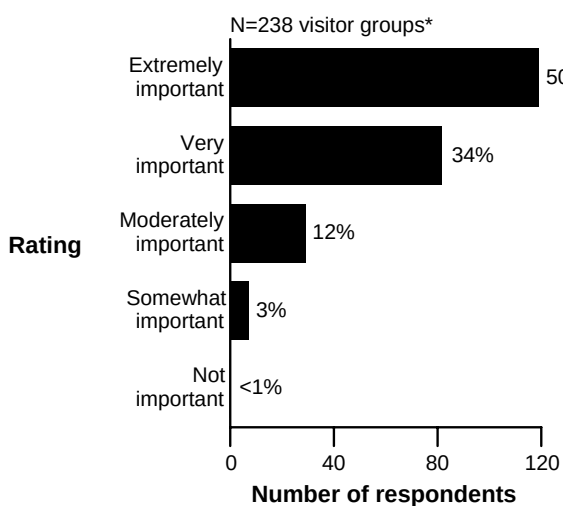


Figure 81: Importance of restrooms

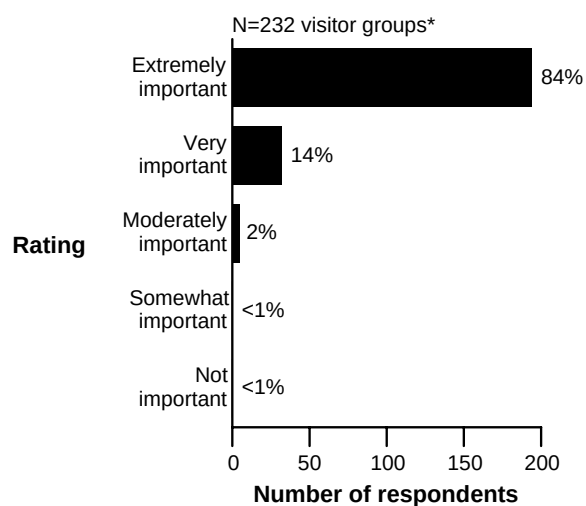


Figure 82: Importance of trails

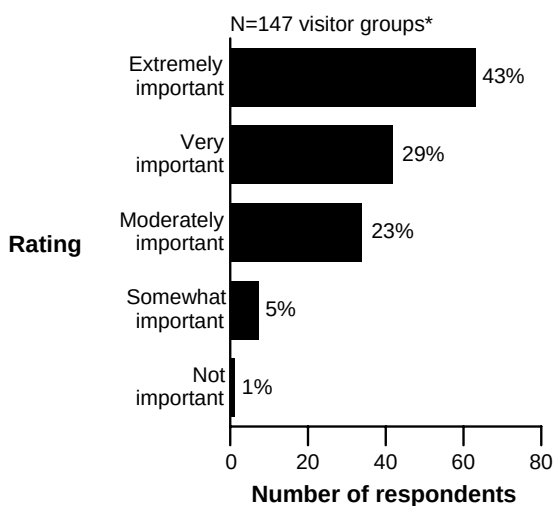
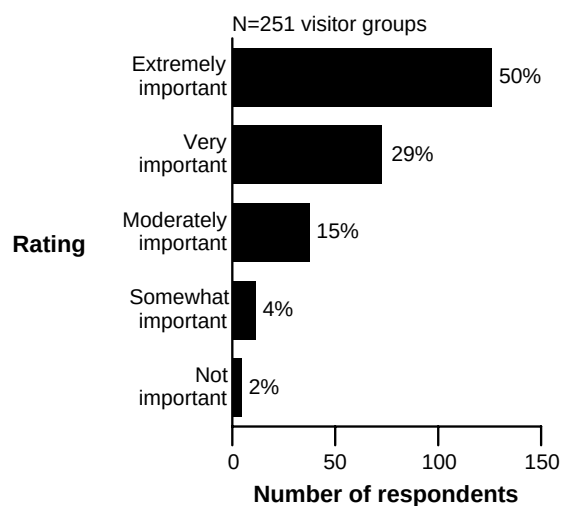
Figure 83: Importance of *Trail Guide* for the Preserve

Figure 84: Importance of parking lot

*total percentages do not equal 100 due to rounding

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

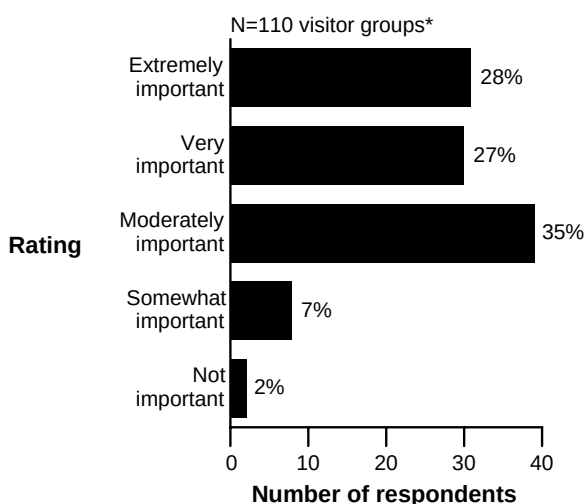


Figure 85: Importance of seating in Preserve visitor center

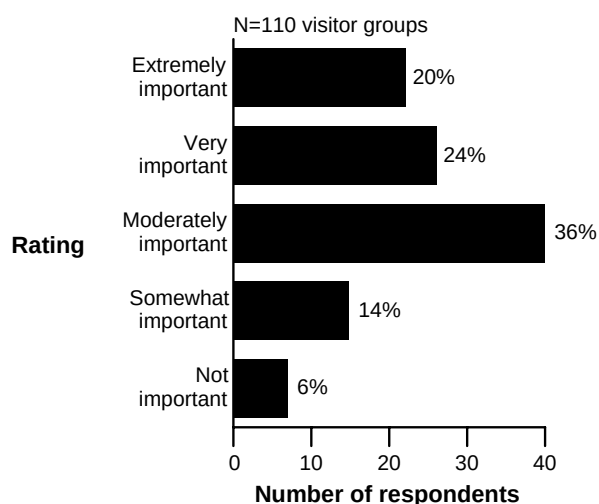


Figure 86: Importance of seating along trails

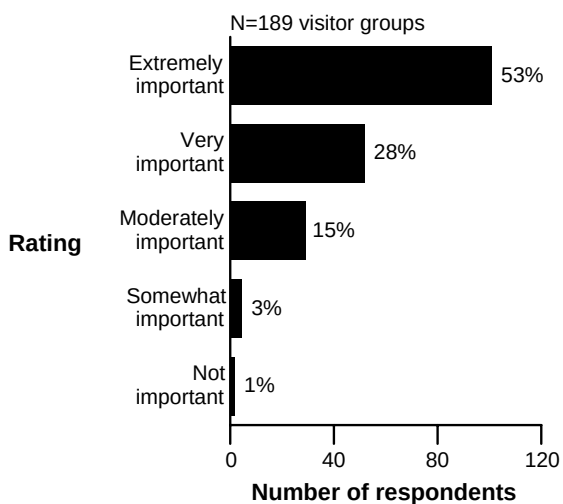


Figure 87: Importance of signs

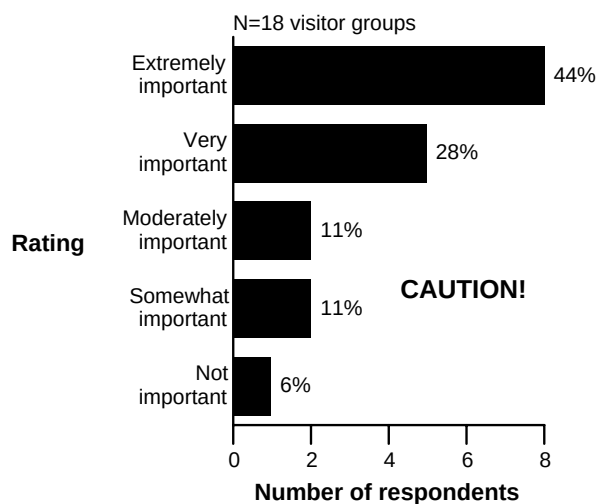


Figure 88: Importance of ranger-led programs

*total percentages do not equal 100 due to rounding

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

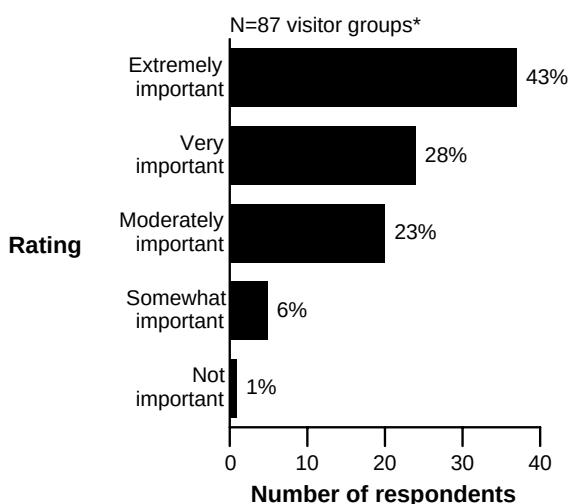


Figure 89: Importance of assistance from park staff at information desk

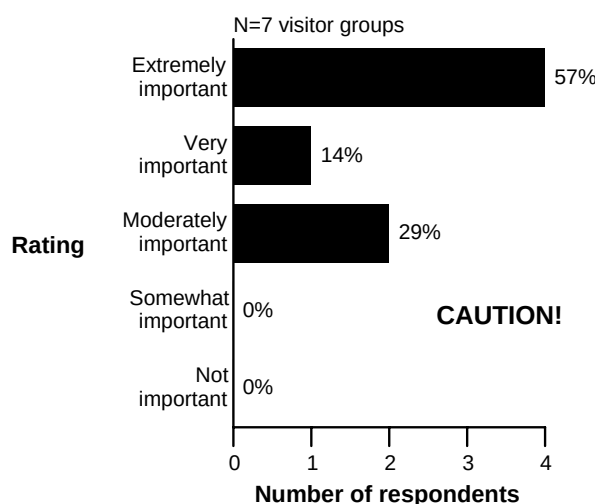


Figure 90: Importance of access for disabled persons

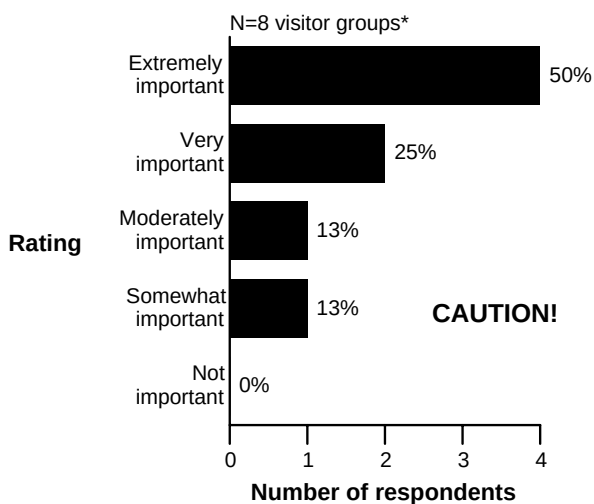


Figure 91: Importance of Laurance S. Rockefeller Preserve website (part of Grand Teton NP website) www.nps.gov/grte (used before and after visit)

*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 12c

Finally, for only those services and facilities that you or 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 92 shows the combined proportions of “very good” and “good” quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

99% Trails
97% Visitor center
95% Visitor center exhibits

- Figures 93 to 107 show the quality ratings for each service/ facility.
- The service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups were:

3% Parking lot

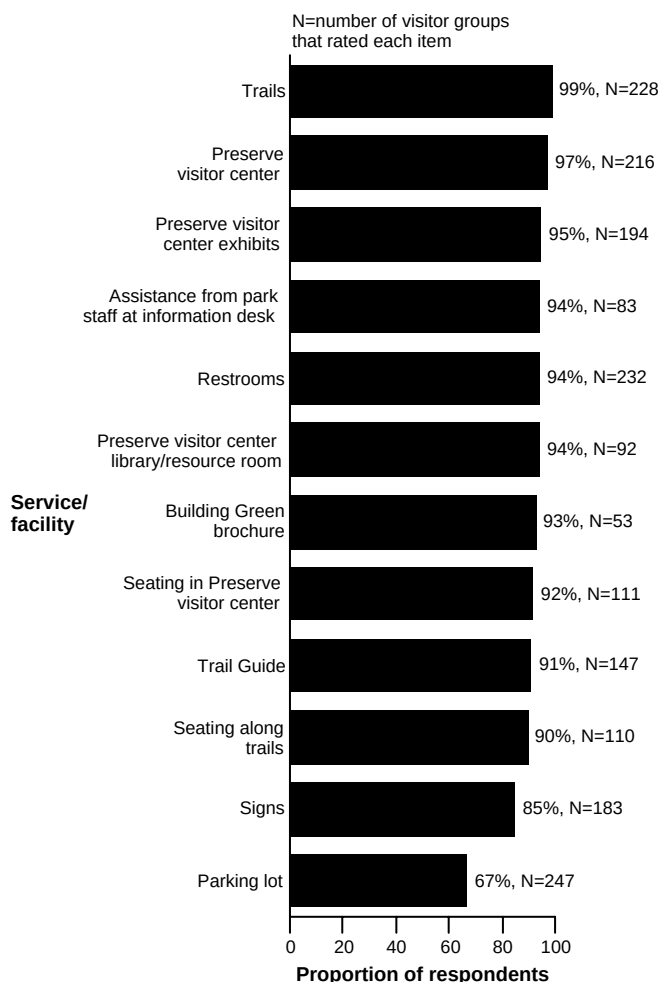


Figure 92: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

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

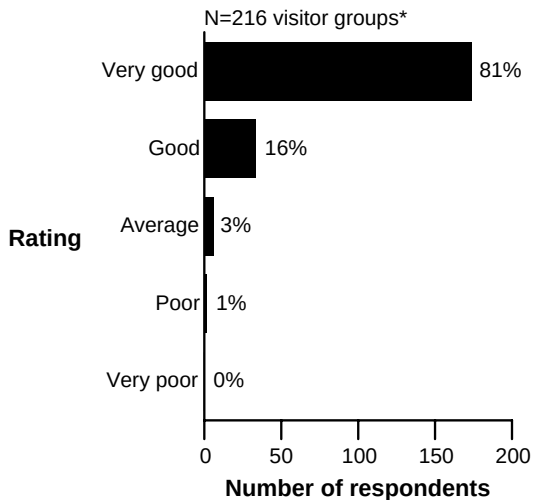


Figure 93: Quality of Preserve visitor center

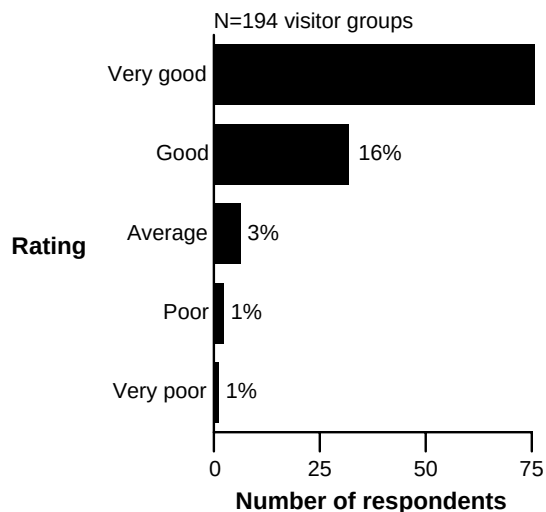


Figure 94: Quality of Preserve visitor center exhibits

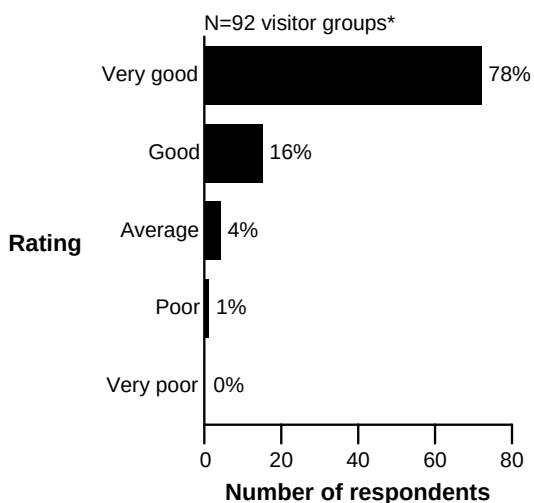


Figure 95: Quality of Preserve visitor center library/resource room

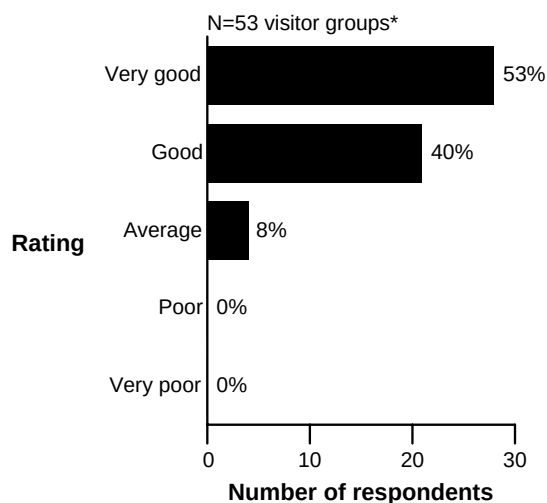


Figure 96: Quality of other *Building Green* brochure for the Preserve

*total percentages do not equal 100 due to rounding

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

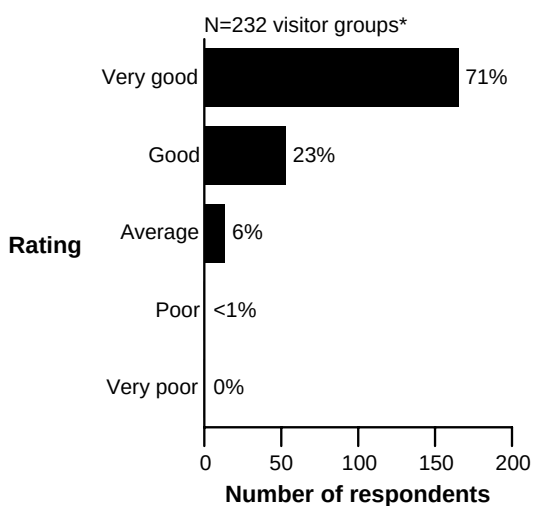


Figure 97: Quality of restrooms

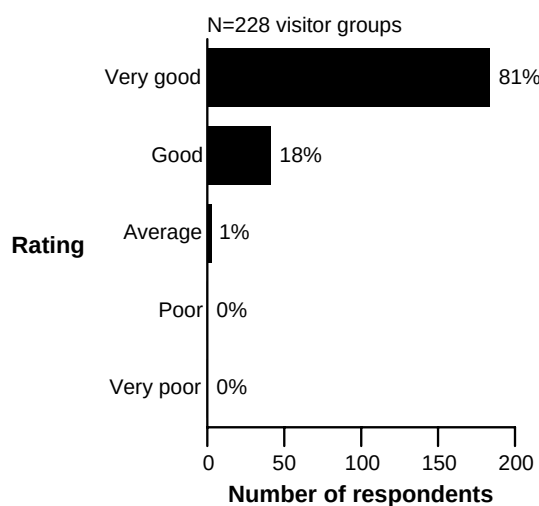


Figure 98: Quality of trails

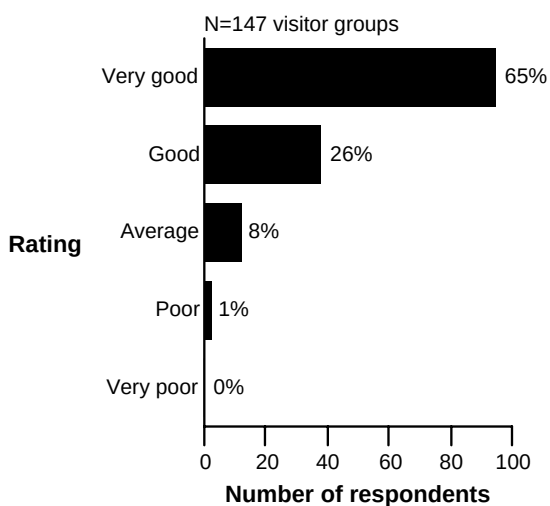
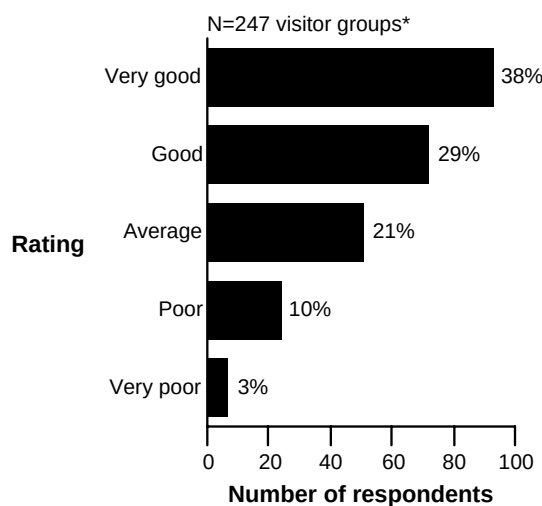
Figure 99: Quality of *Trail Guide* for the Preserve

Figure 100: Quality of parking lot

*total percentages do not equal 100 due to rounding

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

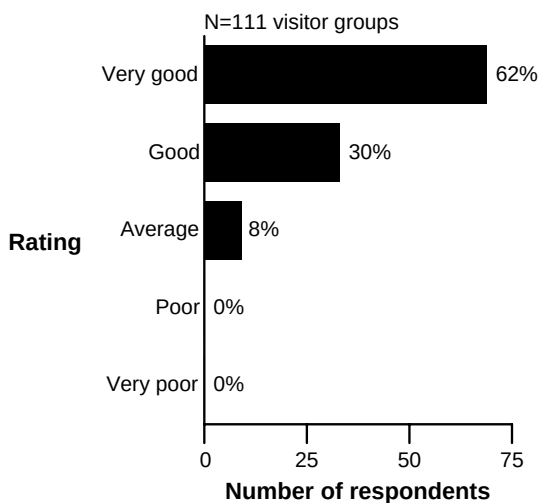


Figure 101: Quality of seating in Preserve visitor center

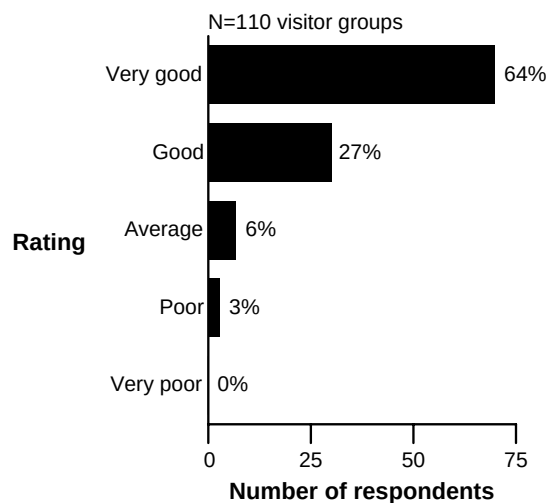


Figure 102: Quality of seating along trails

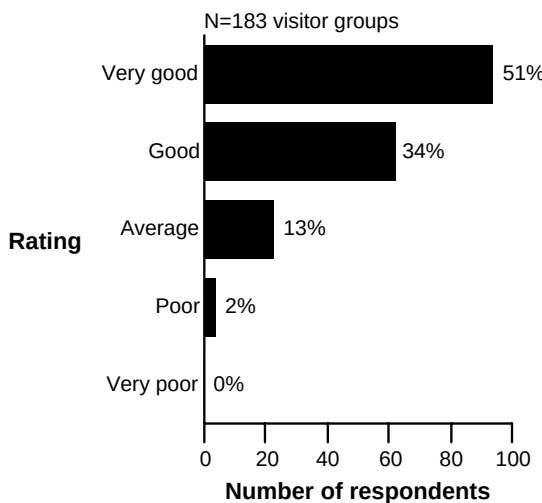


Figure 103: Quality of signs

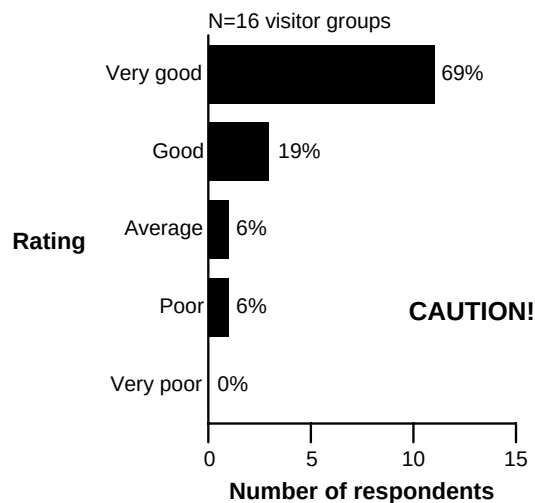


Figure 104: Quality of ranger-led programs

*total percentages do not equal 100 due to rounding

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

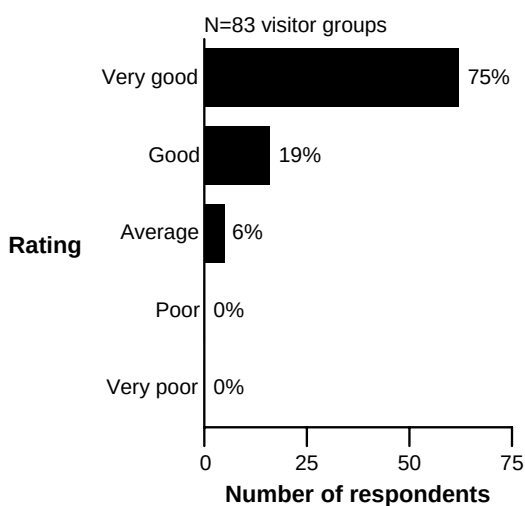


Figure 105: Quality of assistance from park staff at information desk

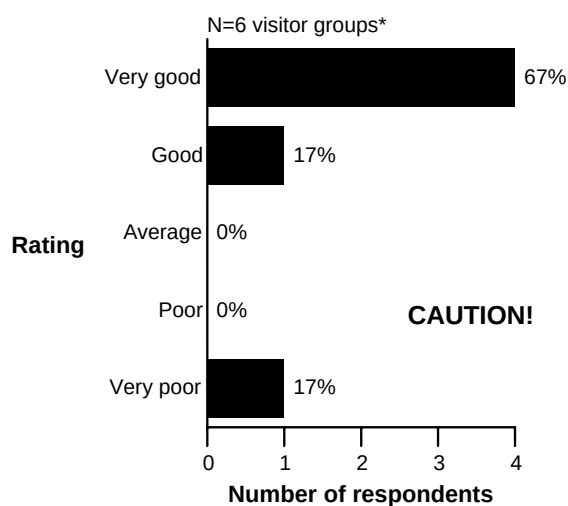


Figure 106: Quality of access for disabled persons

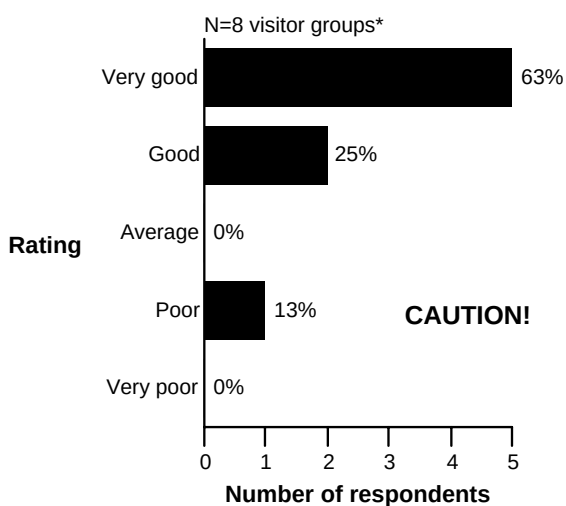


Figure 107: Quality of Laurance S. Rockefeller Preserve website (part of Grand Teton NP website) www.nps.gov/grte (used before and after visit)

*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 for visitor services and facilities

- Figures 108 and 109 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.

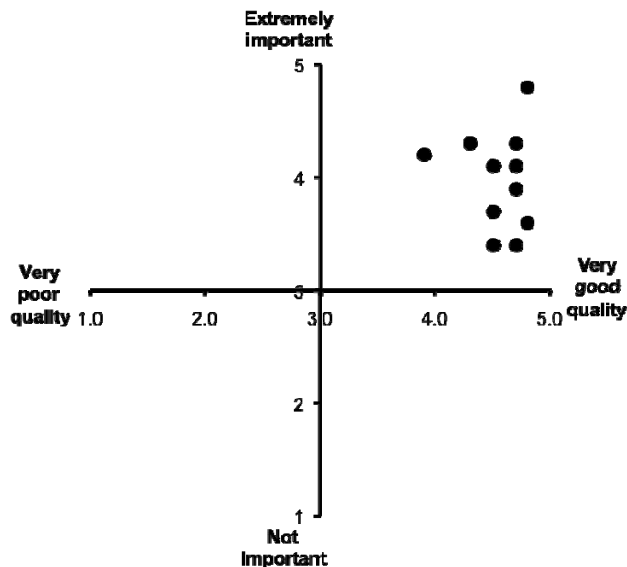


Figure 108: Mean scores of importance and quality ratings for visitor services/facilities

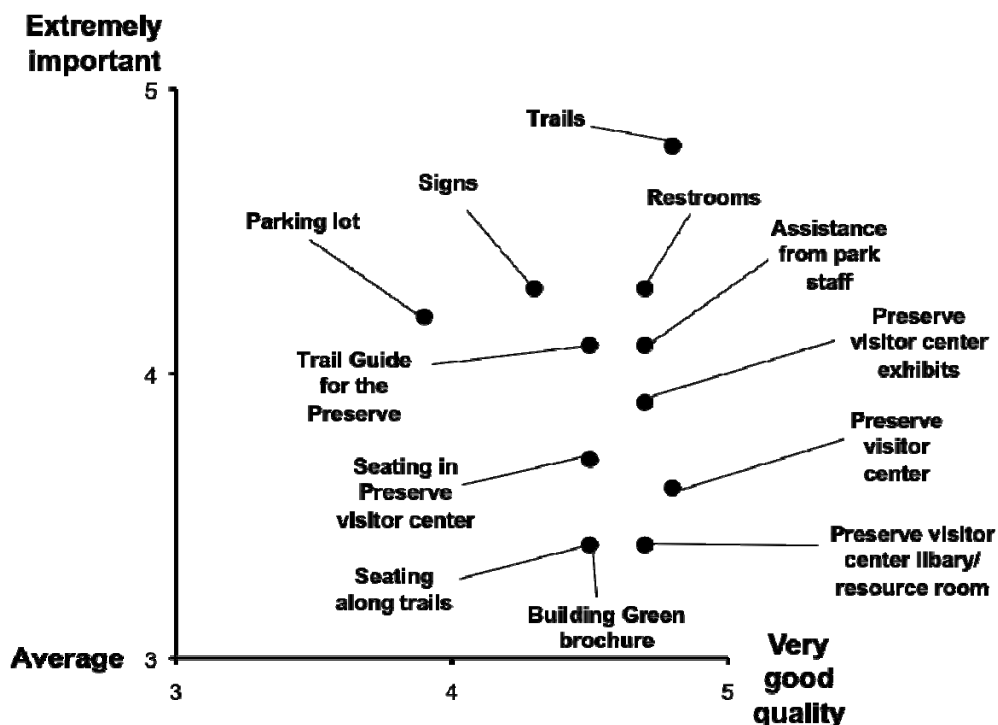


Figure 109: Detail of Figure 109

*total percentages do not equal 100 due to rounding

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

Question 12d

If you and your personal group have comments on any of the above services and facilities, please use the lines below. (open-ended)

Results

- 40% of visitor groups (N=118) commented on visitor services and facilities (see Table 19).

Table 19: Visitor comments on visitor services and facilities

N=171 comments;
some visitor groups made more than one comment.

Service/facility	Comment	Number of times mentioned
Access for disabled persons	Liked wheelchair access to waterfall	1
	Parking for disabled was excellent	1
	Smooth trails good for walking	1
	Trails difficult with park-supplied wheelchair	1
	Wheelchair access appreciated	1
Assistance from park staff at information desk	Courteous staff	2
	Friendly staff	2
	Helpful staff	2
	Knowledgeable staff	1
	Positive interactions with staff	1
Building Green brochure	More information on use of recycled materials in construction	1
Cabins	Sad that cabins were not preserved on site	1
Junior Ranger Program	Our child enjoyed using the backpack	1
	Was not mentioned/advertised	1
Parking lot***	Parking is inadequate	9
	Long waiting time to park	8
	Add parking spaces	7
	Limit parking	4
	Parking lot was crowded	2
	Parking lot was full	2
	Not enough parking	2
	Having rangers direct parking was a bit much	1
	Need to post parking lot wait time	1
	Suggest separate long-term parking	1
Parking lot rangers	Helpful	3
	Attendant explained reason for small lot	2
	Great	2
	Friendly	1
	Informative	1

*total percentages do not equal 100 due to rounding

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

Table 19: Visitor comments on visitor services and facilities
(continued)

Service/facility	Comment	Number of times mentioned
Preserve center library/ resource room	Didn't see reason for library	1
	Didn't realize it was there	1
	Excellent resource	1
	Peaceful	1
Preserve visitor center	Stunning	3
	Beautiful	2
	A waste of resources	2
	Enjoyed the facility	2
	Enjoyed the multi-sensory exhibits	2
	Appreciated creativity of building	1
	Appreciated design of building	1
	Appreciated eco-friendly building	1
	Enjoyed the audio	1
	Excellent evocation of man's need for/responsibility to all the natural world	1
	Good use of recycle materials	1
	Most enjoyable of all visitor centers	1
	Need signs in Spanish and Braille	1
	Nice facility	1
	Simple yet informative	1
	State of the art	1
	Stunning architecture	1
	There could be more activities and exhibits	1
	Tranquil and lovely	1
	Unique building	1
	Where was it?	1
	Worthy of this setting	1
	Would have liked to spend more time	1
Preserve visitor center exhibits	Elegant; honors nature	1
	Expected more exhibits	1
	Exquisitely rendered	1
	Incredible and inspiring	1
	Intended for a limited group to enjoy	1
	Loved the sounds of nature	1
	More exhibits and Rockefeller history	1
	Profound, compelling	1
	Set the mood for the trail	1
	Too "green"	1
Ranger-led programs	Loved the ranger walk and ranger's enthusiasm	1
Rangers and staff	Friendly	5
	Helpful	4
	Informative	2

*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: Visitor comments on information services and facilities
(continued)

Service/facility	Comment	Number of times mentioned
Rangers and staff (continued)	Enjoyed ranger that presented Junior Ranger program	1
	Knowledgeable staff	1
	Volunteers were friendly	1
Restrooms	Need soap/sanitizer	5
	Need towels to dry hands	3
	Composting toilet is a good idea/example	2
	Love the composting toilets	2
	Need a central trash can	2
	Add more stalls	1
	Appreciated "green" aspects	1
	Crowded	1
	Lacks toilet paper	1
	Liked the breeze	1
	Need light/windows	1
Signs	Could be clearer/confusing	4
	Helpful	1
	Inadequate signage	1
	More needed	1
Trail Guide	Map doesn't show trails connecting to lake	1
	Print is too small	1
	Should include trail around lake or mileage	1
	Too much paper used; only need the map	1
	Very helpful	1
Trails	Beautiful	3
	Need more signs	2
	Wide and easy to walk	2
	Could use more rest areas	1
	Crowded	1
	Easy to navigate	1
	Got lost between Woodland and Lake Creek Trails	1
	Nice trails	1
	Provide natural rocks as seating	1
	Trails are not well marked	1
	Well developed	1
	Some clearing to improve viewing	1
	Some visitors were too loud	1
Website	Hard to find	1

*total percentages do not equal 100 due to rounding

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

Analysis of parking lot comments

- In answer to Question 12d (“If you and your personal group have comments on any of the above services and facilities, please use the lines below”), 37 visitor groups (12%) commented on the parking lot at the Laurance S. Rockefeller Preserve. Of these, 29 comments (10%) were unfavorable. Table 20 shows the results of a cross-tab analysis of these comments with corresponding zip codes.

Table 20: Unfavorable comments regarding parking lot
N=29 comments

Zip code (first 3 digits)	City and state	Number of respondents
830	Wilson/Jackson, WY	4
902	Redondo Beach, CA	2
020	Medfield, MA	1
033	Loudon, NH	1
070	South Orange, NJ	1
100	New York, NY	1
112	Brooklyn, NY	1
142	Buffalo, NY	1
210	Ellicott City, MD	1
221	MC Lean, VA	1
302	Peachtree City, GA	1
338	Lakeland, FL	1
339	Cape Coral, FL	1
483	Waterford, MI	1
494	Shelby, MI	1
522	Iowa City, IA	1
559	Rochester, MN	1
597	Belgrade, MT	1
600	Wilmette, IL	1
727	Rogers, AR	1
774	Missouri City, TX	1
840	Park City, UT	1
870	Los Lunas, NM	1
920	Ramona, CA	1
946	Oakland, CA	1

- Of the visitor groups that made unfavorable comments about the parking lot in Question 12d, sixteen also commented unfavorably on the parking lot in answer to Question 23 (“How could your experience at the Laurance S. Rockefeller Preserve have been improved?”)

*total percentages do not equal 100 due to rounding

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

Overall Quality**Question 25a**

Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities at the Laurance S. Rockefeller Preserve during this visit?

Results

- 99% of respondents rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 110).
- Less than 1% rated the quality as “very poor” or “poor.”

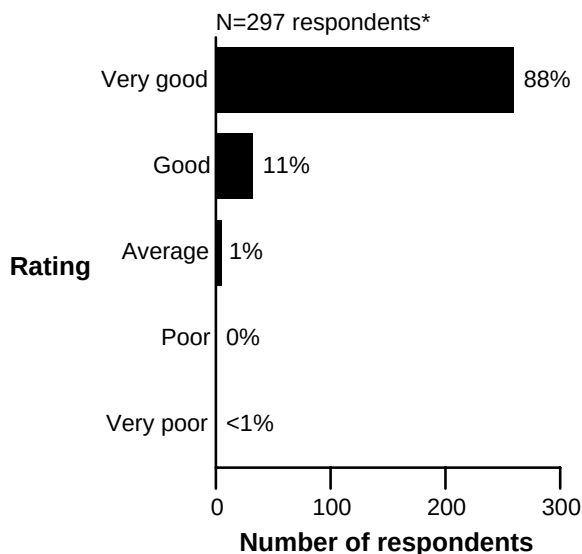


Figure 110: Overall quality rating of visitor facilities, services, and recreational opportunities at Laurance S. Rockefeller Preserve

*total percentages do not equal 100 due to rounding

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

Question 25b

Did you visit other sites within Grand Teton National Park during this visit?

Results

- 86% of respondents visited other sites within Grand Teton NP (see Figure 111)

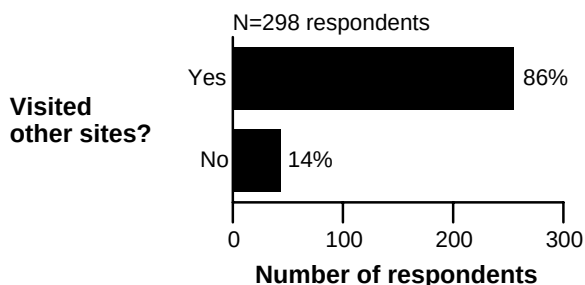


Figure 111: Respondents who visited other sites within Grand Teton NP

Question 25c

If YES, how would you rate your overall experience in the rest of Grand Teton National Park on this visit, not including your experience at the Laurance S. Rockefeller Preserve?

Results

- 99% of respondents rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 112).
- Less than 1% rated the quality as “very poor” or “poor.”

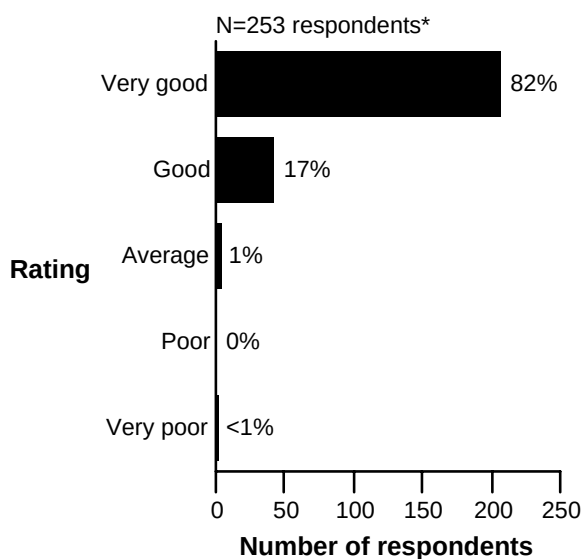


Figure 112: Overall quality rating of facilities, services, and recreational opportunities at Grand Teton NP

*total percentages do not equal 100 due to rounding

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

Visitor Comments

What visitors gained from time at Preserve

Question 21

What do you feel you gained from the time you spent at the Laurance S. Rockefeller Preserve? (open-ended)

Results

- 83% of respondents (N=250) answered this question.
- Table 21 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 21: What visitors gained
 N=408 comments;
 some respondents made more than one comment.

Comment	Number of times mentioned
Peace/serenity	39
Understanding/appreciation of nature	27
Appreciation/gratitude for Rockefeller family	23
Time with family/friends	19
Beautiful place	17
Beautiful scenery	16
Enjoyable experience	16
Enjoyable walk/hike	15
Exercise	15
Relaxation	13
Natural experience	12
Uncrowded conditions	11
Natural beauty	10
Wildlife images/experience in visitor center	8
Being outside	7
Greater appreciation of Grand Teton NP	7
Visitor center experience	7
Calmness	6
Beautiful walk/hike	5
Connection with nature	5
Green building	5
Wildlife sightings	5
Access to easy trails	4
Appreciation of national parks	4
Memories	4
Purpose of the Preserve	4
Renewal	4
Use of library materials	4
Access to new park area	3
Appreciation of little known area	3
Beautiful trails	3

Table 21: What visitors gained
(continued)

Comment	Number of times mentioned
Beautiful/well-designed building	3
Experience beautiful facility	3
Good experience for children	3
Photographs	3
Setting	3
Solitude	3
Understanding of environmental stewardship	3
Well-maintained trails	3
Appreciation of philanthropy	2
Awareness of need to slow down	2
Educational experience	2
Fresh air	2
Great addition to Grand Teton NP	2
Healthier mind/body/spirit	2
Knowledge	2
Transfer of private land to public	2
Understanding of LEED facilities	2
Visitor center architecture's balance with nature	2
Wildflower enjoyment	2
Wildflower identification	2
Other comments	39

Most memorable sight, sound, and/or feeling

Question 22

During this visit to the Laurance S. Rockefeller Preserve, what was the most memorable sight, sound, and/or feeling that you experienced? (open-ended)

Results

- 82% of respondents (N=247) answered this question.
- Table 22 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 22: Most memorable sight/sound/feeling

N=334 comments;
some respondents made more than one comment.

Comment	Number of times mentioned
Phelps Lake	31
View of Phelps Lake	25
Peacefulness/serenity	23
Mountain scenery	18
Video gallery	16
Watching bears	15
Water/flowing water	14
Audio room	12
Sound of water	12
Visitor center	11
Waterfall	9
Hiking the trails	8
Seeing moose	7
Sound room in visitor center	7
Wildflowers	6
Nature	5
Quiet/silence	5
Teton Range	5
View of Death Canyon	5
Anticipation of seeing bears/wildlife	4
Being with family and friends	4
Trails	4
Water	4
Beauty	3
Jumping off rock into Phelps Lake	3
Seeing elk	3
Sound of wind	3
Thunderstorm	3
View from visitor center	3
Visitor center architecture	3

Table 22: Most memorable sight/sound/feeling
(continued)

Comment	Number of times mentioned
Appreciation/gratitude for Rockefellers	2
Being in touch with nature	2
Entire experience	2
Ranger presence	2
Reading in the library	2
Restfulness	2
Seeing wildlife	2
Solitude	2
Support for parks/preservation	2
Topography map in visitor center	2
Watching waterfowl	2
Other comments	45

How experience could be improved

Question 23

How could your experience at the Laurance S. Rockefeller Preserve have been improved? (open-ended)

Results

- 59% of respondents (N=178) answered this question.
- Table 23 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 23: How experience could be improved

N=201 comments;
some respondents made more than one comment.

Comment	Number of times mentioned
INTERPRETIVE SERVICES	
Improved/more detailed trail maps	4
More detailed history of JY Ranch/Preserve	3
More exhibits	3
More interpretive signs about plants along trails	3
More ranger-led walks	3
More hiking information	2
Printed materials about plants/animals	2
Other comments	12
FACILITIES/MANTENANCE	
More parking	30
Less waiting for parking	14
Better parking lot management	4
Better/clearer trail signage	4
Additional trash cans	2
Better signage	2
More seating/benches on trail	2
Preservation of ranch cabins	2
Other comments	13
POLICIES/MANAGEMENT	
Deal with noisy visitors	4
Limit visitation	3
No noisy swimmers	3
Encourage quiet in visitor center	2
Extend season	2
Shorter questionnaire	2
Other comments	11
RESOURCE MANAGMENT	
More wildlife sightings	8

Table 23: How experience could be improved
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Great as is	22
No suggestions/no improvement needed	18
Needed more time	9
Better weather	3
Outstanding/excellent	3
Other comments	6

Additional comments

Question 24

Is there anything else you and your personal group would like to tell us about your visit to Laurance S. Rockefeller Preserve?
(open-ended)

Results

- 50% of visitor groups (N=150) responded to this question.
- Table 24 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 24: Additional comments

N=220 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Friendly staff	7
Helpful staff	5
Knowledgeable staff	4
Courteous staff	3
Good staffing	2
INTERPRETIVE SERVICES	
Enjoyed video gallery	6
Enjoyed audio room	5
Enjoyed library/resource room	3
Appreciated learning experience	2
Other comments	16
FACILITIES/MAINTENANCE	
Impressed with visitor center	13
Enjoyed/appreciated the architecture	5
Excellent restrooms	4
Good trails	4
Need more parking	4
Appreciated access to easy hiking trails	3
Enjoyed benches	3
Appreciated special parking for hybrids	2
Restrooms clean/well-maintained	2
Other comments	11
POLICIES/MANAGEMENT	
Limit visitation with restricted parking	7
Questionnaire is too long	7
Appreciate lack of crowds	3
Do not expand parking	2
Preserve it/keep it as it is	2
Other comments	19

Table 24: Additional comments
(continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Comments	2
GENERAL COMMENTS	
Enjoyed visit	18
Wonderful experience	8
Thank you	6
Will return	6
Good job	6
Grateful to Rockefellers	5
Love the Preserve	5
Beautiful	2
Enjoyed meeting people	2
Preserve is a gift to the public	2
Recommended to friends	2
Other comments	12

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis
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The Visitor Services Project (VSP) offers the opportunity to learn more 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?

For more information please contact:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, ID 83844-1139

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Filion 1976; Dey 1997). Since non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002), Groves (2000) also suggest that saliency of topic has an effect on response rate. In this visitor study, visitor satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

Respondents were categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the postcards was mailed, the second wave is between postcards and 2nd replacement, and the third wave contains surveys received after the 2nd replacement. Analysis of variance was used to detect differences in age, distance of travel to the park, and overall quality rating scores among different mailing waves.

A Chi-square test was used to detect the difference in education levels at different mailing waves. The hypothesis was that group types are equally represented. If the p-value is greater than 0.05, the difference in group type is judged to be insignificant.

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

1. Respondents of different mailing waves had the same average age.
2. On average, respondents of different mailing waves traveled the same distance to the park.
3. Respondents of different mailing waves had the same average satisfaction scores at Laurance S. Rockefeller Preserve.
4. Respondents of different mailing waves had the same average satisfaction scores in the rest of Grand Teton National Park
5. Respondents of different education levels are equally represented in different mailing waves.

Tables 2 and 3 show no significant difference in age, travel distance, overall quality rating, and level of education. The non-response bias is thus judged to be insignificant.

References

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- Van Kenhove, P., Wijnen, K., and De Wulf K. (2002). The Influence of Topic Involvement on Mail-Survey Response Behavior. *Psychology and Marketing*, Vol 19 (3): 293-301.
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Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu/vsp.reports.htm. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

1989 (continued)

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

Visitor Services Project Publications (continued)**1993**

- 54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
- 55. Santa Monica Mountains National Recreation Area (spring)
- 56. Whitman Mission National Historic Site
- 57. Sitka National Historical Park
- 58. Indiana Dunes National Lakeshore
- 59. Redwood National Park
- 60. Channel Islands National Park
- 61. Pecos National Historical Park
- 62. Canyon de Chelly National Monument
- 63. Bryce Canyon National Park (fall)

1994

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)

1996 (continued)

- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (fall)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Park (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, Puerto Rico (winter)
- 111. St. Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historical Park (fall)

Visitor Services Project Publications (continued)**2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield (fall)

2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

2003 continued

- 151. Mojave National Preserve (fall)

2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

2005

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

2006

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Preserve
- 183. Zion National Park (spring and fall)

Visitor Services Project Publications (continued)**2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186. Glen Canyon National Recreation Area (spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post NHS
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

2008

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park
- 199. Everglades National Park (winter and spring)
- 200. Horseshoe Bend National Military Park (spring)
- 201. Carl Sandburg Home National Historic Site (spring)
- 202. Fire Island National Seashore resident (spring)
- 203. Fire Island National Seashore visitor
- 204. Capitol Reef National Park

2009

- 209. Fort Larned National Historic Site
- 210. Homestead National Monument of America
- 211. Minuteman Missile National Historic Site

2009 (continued)

- 212. Perry's Victory & International Peace Memorial
- 213. Women's Rights National Historical Park
- 214. Klondike Gold Rush National Historical Park Unit -Seattle
- 215. Yosemite National Park
- 216. Sleeping Bear Dunes National Lakeshore
- 217. James A. Garfield National Historic Site
- 218. Boston National Historical Park
- 219. Bryce Canyon National Park
- 220. Indiana Dunes National Lakeshore
- 221. Acadia National Park
- 222. Laurance S. Rockefeller Preserve

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

