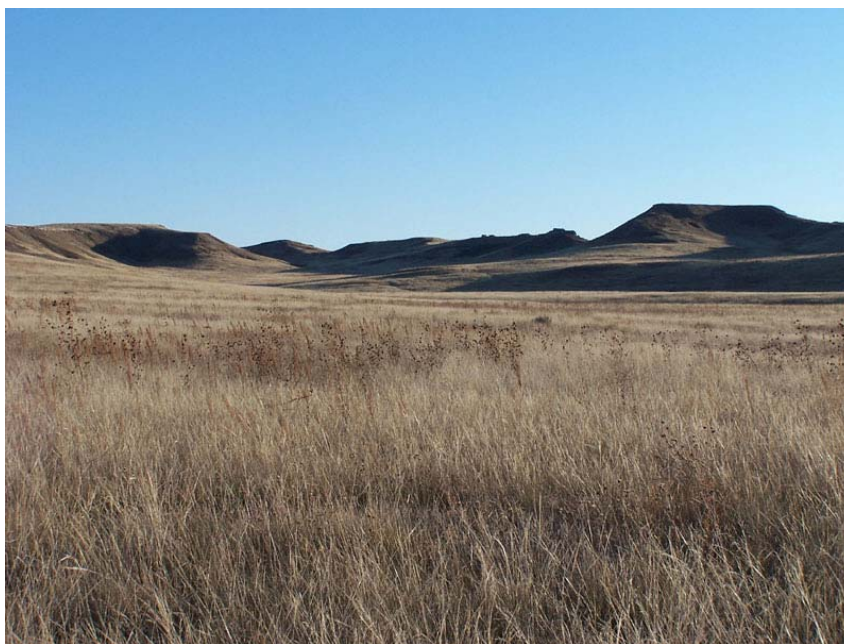




Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project



Agate Fossil Beds National Monument Visitor Study

Summer 2007



University of Idaho

Park Studies Unit
Visitor Services Project
Report 191



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May 2008

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Nancy Holmes is a Research Assistant, Michael Schuett is an Associate Professor in the Department of Recreation, Park and Tourism Sciences, Texas A&M University, and Dr. Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank the staff and volunteers of Agate Fossil Beds National Monument for assisting with the survey fieldwork, and David Vollmer for his technical assistance. This study was partially funded by the Recreation Fee Program.

**Visitor Services Project
Agate Fossil Beds National Monument
Report Summary**

- This report describes the results of a visitor study at Agate Fossil Beds National Monument (NM) during July 7- August 3, 2007. A total of 340 questionnaires were distributed to visitor groups. Of those, 273 questionnaires were returned, resulting in an 80.3% response rate.
- **NOTE:** Between July 9 and 10, 2007, some Cook Collection Indian artifacts were stolen from the visitor center exhibit. The visitor center was closed from July 10 until noon on July 12, while the theft was investigated. The Cook Collection exhibit remained closed during the rest of the survey period. During this time, visitors could view photographs of the artifacts at the information desk and discuss them with rangers. Also, the Daemonelix Trail was under construction and closed during the entire survey period.
- This report profiles a systematic random sample of Agate Fossil Beds NM. 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-six percent of visitor groups were in groups of two and 34% were in groups of three or four. Eighty-five percent of visitor groups were in family groups. Fifty-two percent of visitors were ages 36-65 years, 14% were 66 years or older, and 25% were 15 years or younger.
- United States visitors were from Nebraska (24%), Colorado (9%), Texas (5%), Missouri (5%) and 36 other states. International visitors, comprising 6% of the total visitation, came from Germany (26%), Netherlands, (17%), and eight other countries.
- Most visitors (91%) were visiting the park for the first time, while 9% had visited two or more times. Seeing mammal fossils was the most common reason that brought 69% of visitor groups to Agate Fossil Beds NM. Prior to their visit, most visitor groups (78%) were unaware that the Cook Collection of American Indian artifacts was part of the park's collection.
- Prior to this visit, 89% of visitor groups obtained information about the park, through maps/brochures (54%), travel guides/tour books (31%), and friends/relatives/word of mouth (22%).
- Many visitor groups (66%) spent up to two hours at the park. The average length of stay was 2.1 hours.
- The most common activities in which visitor groups participated were visiting the visitor center (91%), viewing mammal fossils (82%), and walking on park trails (50%). Activities listed as the primary activity at the park included viewing mammal fossils (40%) and visiting the visitor center (25%).
- Regarding use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by 271 visitor groups included the visitor center (96%), visitor center fossil exhibits (91%), restrooms (87%), and assistance from visitor center staff (85%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included the visitor center (90%, N=249), restrooms (90%, N=224), Daemonelix Trail (89%, N=37), and visitor center fossil exhibits (89%, N=232). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included the restrooms (98%, N=213), picnic area (97%, N=34), assistance from visitor center staff (94%, N=213), and visitor center (94% N=240).
- Regarding visitors' expenditures in the park and surrounding area, the average visitor group expenditure was \$215. The median group expenditure (50% of groups spent less, 50% spent more) was \$154. The average per capita expenditure was \$77.
- Most visitor groups (87%) rated the overall quality of services, facilities, and recreational opportunities at Agate Fossil Beds NM as "very good" or "good." Three percent of visitor groups rated the overall quality as "poor" or "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho

Park Studies Unit 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 Agate Fossil Beds NM (NM) during July 7 – August 3, 2007 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho. A special note: during the survey, items that are part of the Cook Collection of Indian artifacts were stolen from the visitor center during the night of July 9-10, 2007. From July 10 until noon on July 12, the visitor center was closed while the crime was investigated. The Cook Collection exhibit was closed during the remainder of the survey. During this time, visitors were able to view photographs of the artifacts and discuss them with rangers. Also, the Daemonelix Trail was under construction and closed to the public during May through September 2007. These events affected what visitors were able to do.

Agate Fossil Beds National Monument near Harrison, Nebraska preserves an outstanding site where mammal fossils are found. The park also houses the Cook Collection of Indian artifacts, which were donated by rancher James H. Cook. He received the objects during many years of friendship with the Oglala and Cheyenne tribes.

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 results of the study.

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

Section 3: **Appendices**

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

Appendix 2: *Additional Analysis*. A list of options for cross-references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

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 PSU. Copies of these reports can be obtained by visiting the website:

<http://www.psu.uidaho.edu/vsp/reports.htm> or contacting the PSU office at (208) 885-7863.

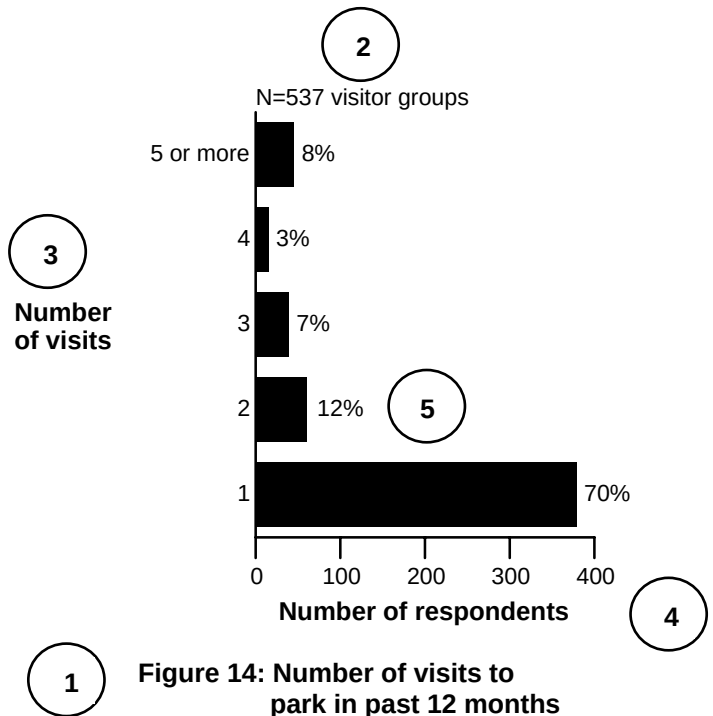
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

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 park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Agate Fossil Beds NM during July 7 – August 3, 2007. Interviewers contacted 351 visitor groups of which 340 (97%) accepted questionnaires. Table 1 presents the locations and numbers of questionnaires distributed at each location. Questionnaires were completed and returned by 273 visitor groups resulting in an 80.3% response rate for this study. All questionnaires were distributed at the visitor center.

Questionnaire design

The Agate Fossil Beds NM 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 Agate Fossil Beds NM. 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 Agate Fossil Beds NM 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 of age) 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 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. 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.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), 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. The data were entered twice—by two independent data entry staff—and validated by a third staff member.

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 July 7 – August 3, 2007. 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 warm and sunny, but occasionally hot and humid.

NOTE: Some Cook Collection Indian artifacts were stolen from the visitor center during the night of July 9-10, 2007. From July 10 until noon on July 12, the visitor center was closed while the crime was investigated. The Cook Collection exhibit was closed during the rest of the survey. During this time, visitors could view photographs of the artifacts at the information desk and discuss them with rangers. Also, the Daemonelix Trail closed to the public for construction from May through September 2007. These events affected what visitors were able to do.

Checking Non-response Bias

The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire, and group size.

Table 1 shows insignificant differences between group types. There are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes (see Table 2). See Appendix 3 for more details of the non-response bias checking procedure.

Table 1: Comparison of respondents and non-respondents group type

Group type	Respondent	Non-respondent	Total
Alone	14	4	18
Family	224	58	282
Friends	18	2	20
Family and friends	6	1	7
Other	1	1	2
Total	263	66	329

Chi-square = 2.623^a df = 4 p-value = 0.623

a. 5 cells (50%) have expected count less than 5. The minimum expected count is 0.40.

Table 2: Comparison of respondents and non-respondents group size and age

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Group size	268	3.2	66	3.7	0.071
Age	267	52.6	67	47.2	0.011

There are insignificant differences in group size and group type between respondents and non-respondents. A five-year difference is detected in average age of respondents compare to non-respondents. However, the differences may due to the fact that an older person in the group completed the survey while a younger person accepted the survey at the park. Occasionally, survey respondents may answer the age question incorrectly with the oldest person in the first slot, which was designated for the respondent. Moreover, the survey was designed to collect group information but not individual information. Since the two group parameters were the same for both respondents and non-respondents the response bias is judged to be insignificant. The data is a good representation of a larger Agate Fossil Beds NM visitor population for the duration of the survey period

RESULTS

Demographics

Visitor group size

Question 21

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

Results

- 46% of visitor groups were in groups of two (see Figure 1).
- 34% were in groups of three or four.
- 17% were in groups of five or more.

Number
in group

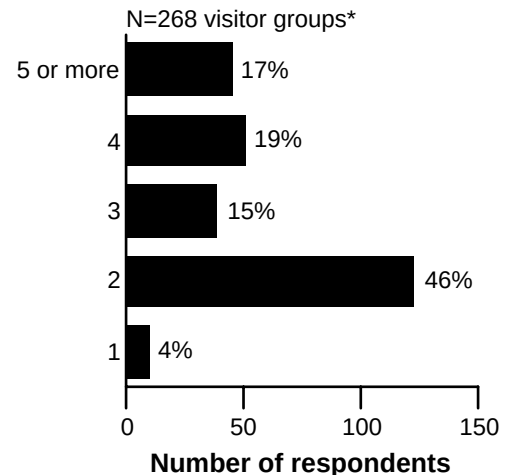


Figure 1: Visitor group size

Visitor group type

Question 20

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

Results

- 85% of visitor groups were made up of family members (see Figure 2).
- 7% were with friends.
- 5% were alone.
- "Other" groups (<1%) included:

Good Sam's, Loveland, CO

Type of
group

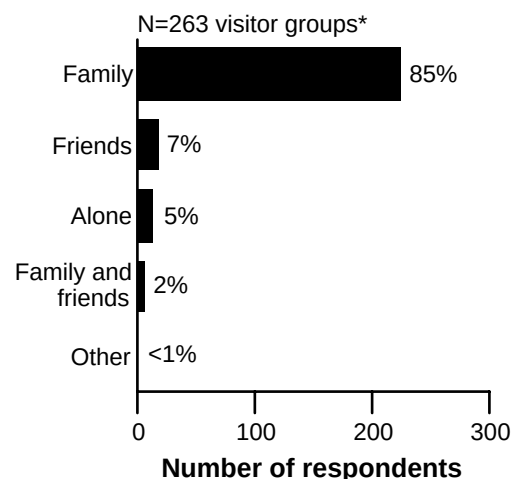


Figure 2: Visitor group type

*total percentages do not equal 100 due to rounding

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

Visitors with organized groups

Question 19a

On this visit, were you and your personal group part of a commercial guided tour group?

Results

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

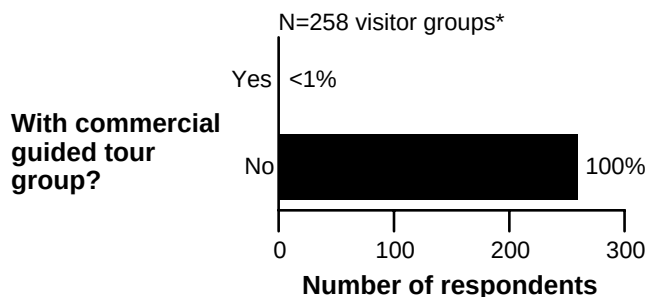


Figure 3: Visitors traveling with a commercial guided tour group

Question 19b

On this visit, were you and your personal group part of a school/educational group?

Results

- Less than 1% were traveling with a school/educational group (see Figure 4).

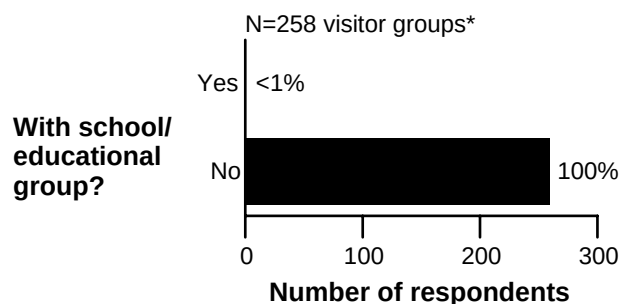


Figure 4: Visitors traveling with a school/educational group

Question 19c

On this visit, were you and your personal group part of an other organized group (business group, scout group, etc.)?

Results

- Less than 1% were traveling with an other organized group (see Figure 5).

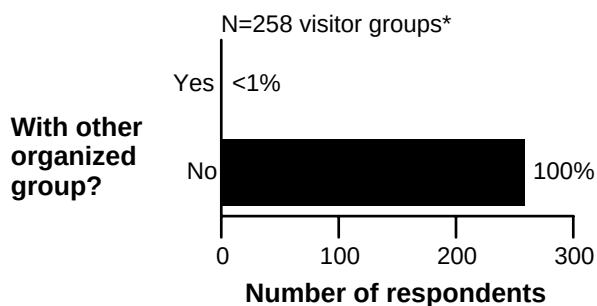


Figure 5: Visitors traveling with an other organized group

*total percentages do not equal 100 due to rounding

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

Visitor age

Question 22a

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 88 years old.
- 52% of visitors were in the 36-65 years age group (see Figure 6).
- 25% of visitors were 15 years or younger.
- 14% of visitors were 66 years or older.

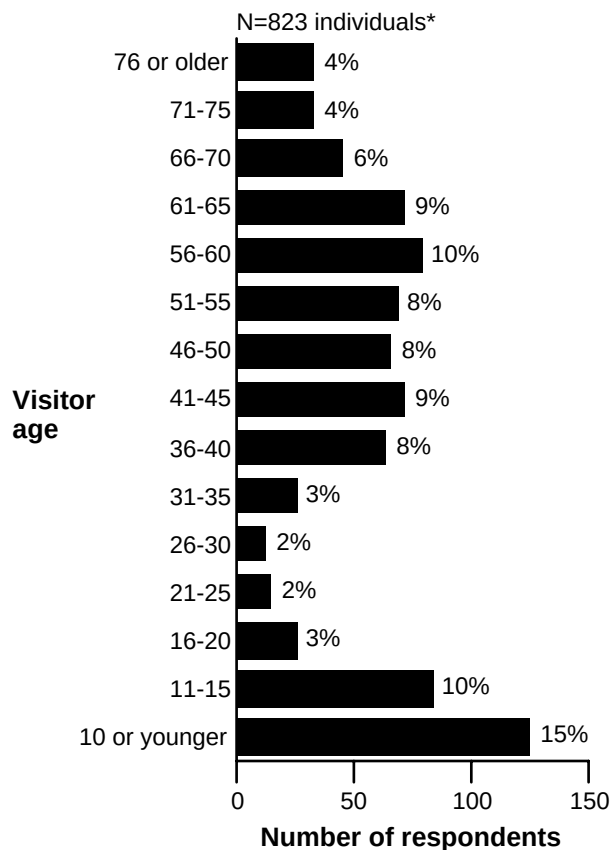


Figure 6: Visitor age

Respondent gender

Question 23

What is your gender?

Results

- 59% of respondents were female, and 41% were male (see Figure 7).

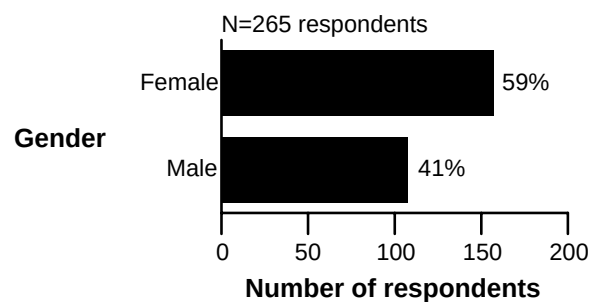


Figure 7: Visitor gender

*total percentages do not equal 100 due to rounding

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

Visitor ethnicity

Question 24a

Are you or members of your personal group Hispanic or Latino?

Results

- 4% of respondents were Hispanic or Latino (see Figure 8).

Hispanic or Latino?

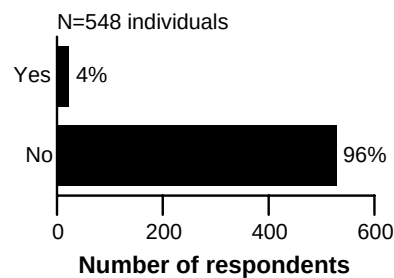


Figure 8: Visitor ethnicity

Visitor race

Question 24b

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

Results

- 95% of visitors were White (see Figure 9).
- 3% were Asian.

Race

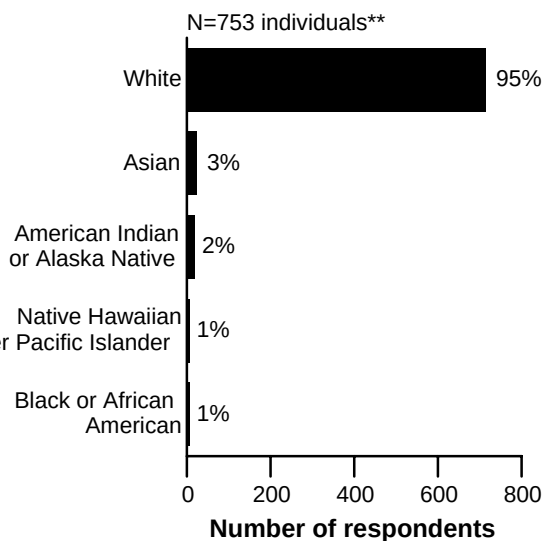


Figure 9: Visitor race

*total percentages do not equal 100 due to rounding

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

United States visitors by state of residence

Question 22b

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

Table 3: United States visitors by state of residence*

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

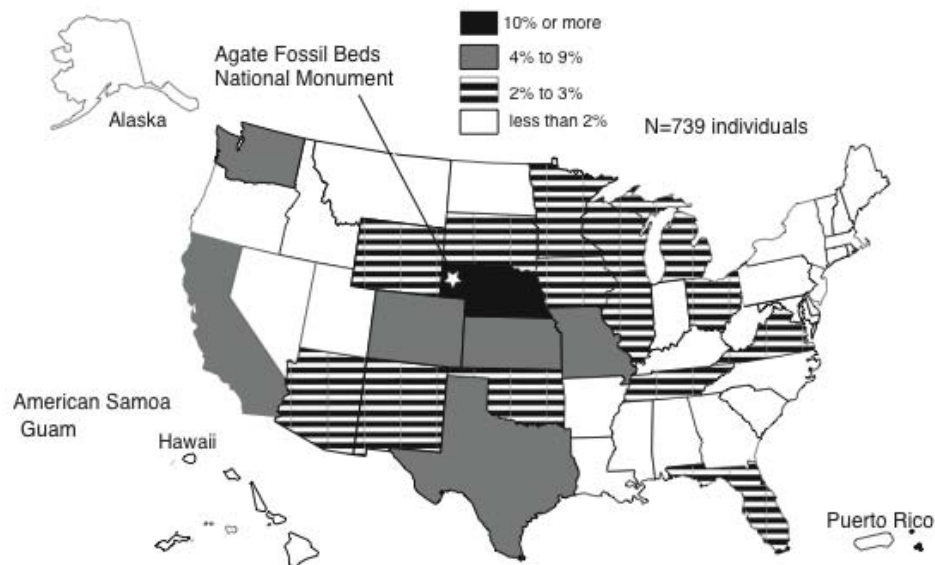
Results

- U.S. visitors from 40 states comprised 94% of total visitation to the park during the survey period.
- 24% of U.S. visitors came from Nebraska (see Table 3 and Map 1).
- 9% came from Colorado.
- 5% came from Texas and 5% from Missouri.
- Smaller proportions came from 36 other states.

State	Number of visitors	Percent of U.S. visitors N=693 individuals	Percent of total visitors N=739 individuals
Nebraska	163	24	22
Colorado	64	9	9
Texas	37	5	5
Missouri	34	5	5
California	30	4	4
Kansas	28	4	4
Washington	27	4	4
Wyoming	20	3	3
Illinois	19	3	3
Michigan	19	3	3
Florida	18	3	2
Arizona	17	2	2
Tennessee	16	2	2
Virginia	16	2	2
Iowa	15	2	2
Ohio	13	2	2
Oklahoma	12	2	2
South Dakota	12	2	2
Minnesota	11	2	1
New Mexico	11	2	1
Georgia	10	1	1
Arkansas	9	1	1
Massachusetts	9	1	1
Oregon	9	1	1
Pennsylvania	8	1	1
Montana	7	1	1
New York	7	1	1
Utah	7	1	1
Wisconsin	7	1	1
Indiana	6	1	1
Connecticut	5	1	1
Idaho	5	1	1
South Carolina	5	1	1
Other states (7)	17	2	2

*total percentages do not equal 100 due to rounding

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



Map 1: Proportions of United States visitors by state of residence

International visitors by country of residence

Question 22b

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

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

Results

- International visitors from ten countries comprised 6% of total visitation to the park during the survey period (see Table 4).
- 26% of international visitors came from Germany.
- 17% came from Netherlands.
- Smaller proportions came from eight other countries.

Table 4: International visitors by country of residence*

Country	Number of visitors	Percent of international visitors N=46 individuals	Percent of total visitors N=739 individuals
Germany	12	26	2
Netherlands	8	17	1
Belgium	5	11	1
Switzerland	5	11	1
Taiwan	4	9	1
United Kingdom	4	9	1
Czech Republic	3	7	<1
France	3	7	<1
Australia	1	2	<1
Canada	1	2	<1

*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 22c

For you and your personal group, please indicate how many times you have visited Agate Fossil Beds NM (including this visit).

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

Results

- 91% of visitors visited the park for the first time (see Figure 10).
- 9% had visited two or more times.

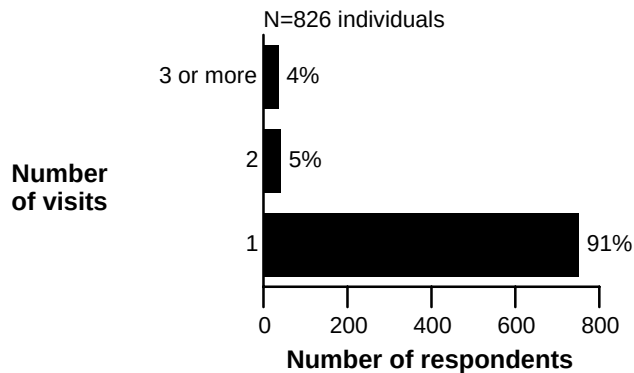


Figure 10: Frequency of visits to the park

*total percentages do not equal 100 due to rounding

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

Visitors with physical difficulties/impairments

Question 25a

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

Results

- 16% of visitor groups included members that had a physical condition making it difficult to access or participate in park activities or services (see Figure 11).

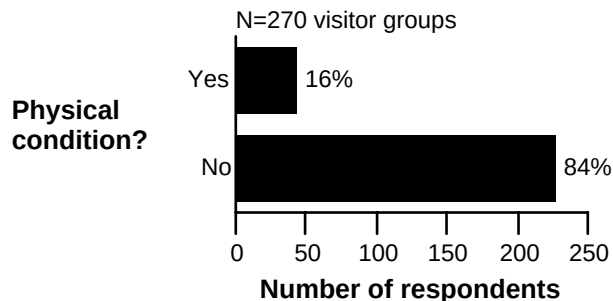


Figure 11: Visitor with limiting physical conditions

Question 25b

On this visit, what activities or services did the person(s) have difficulty accessing or participating in?

Results

- 93% of visitors did not report any difficulty accessing or participating in activities or services (see Figure 12).
- Of the visitor groups that included members with disabilities, 87% had members who had difficulty with trails (see Figure 13).
- 10% had difficulty with ranger-led programs.
- "Other" activities or services (5%) included:

Hot day
Parking

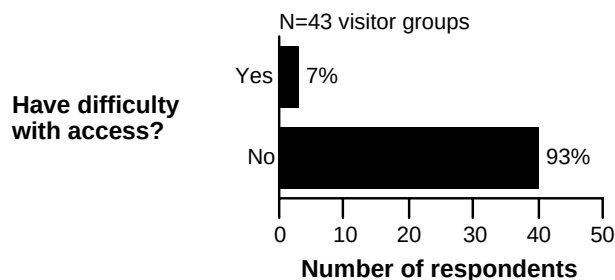


Figure 12: Visitors that had difficulty accessing activities or services

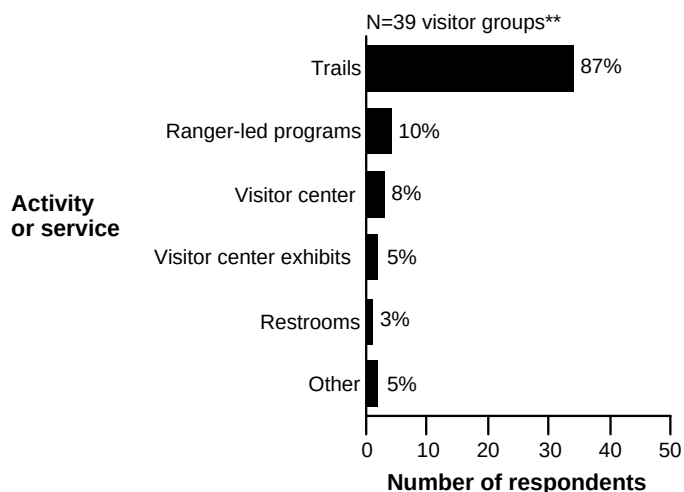


Figure 13: Park activities or services that were difficult to access

*total percentages do not equal 100 due to rounding

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

Question 25c

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

Results

- Of the visitor groups that included members with disabilities, 77% had members with mobility problems (see Figure 14).
- 7% had hearing problems.
- “Other” problems (33%) included:

Age
Asthma
Breathing difficulty
Heart problems
Heat
Walking distances

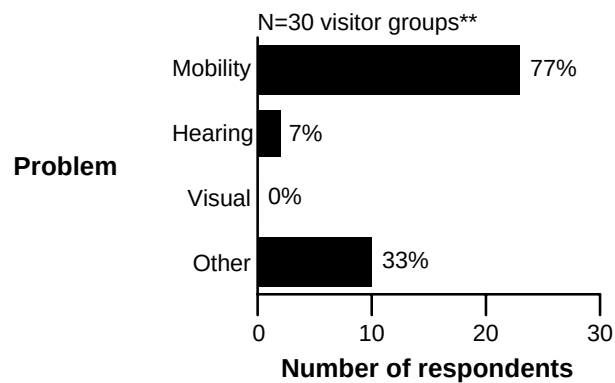


Figure 14: Type of physical problem

*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 1

Prior to your visit, were you and your group aware that Agate Fossil Beds National Monument (NM) has the historic Cook Collection of American Indian artifacts in its collection. with part of the collection on display?

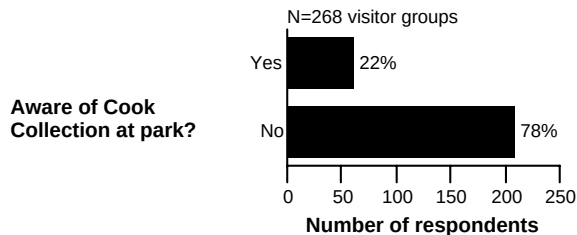


Figure 15: Visitors' prior awareness of Cook Collection at park

NOTE: During the survey period, some of the objects in the Cook Collection that were on display were stolen. From July 10 on, the Collection exhibit was closed.

Results

- 78% of visitor groups were not aware, prior to their visit, that the Cook Collection was part of the park collection, including objects on display (see Figure 15).

Question 2a

Prior to your visit, how did you and your group get information about Agate Fossil Beds NM?

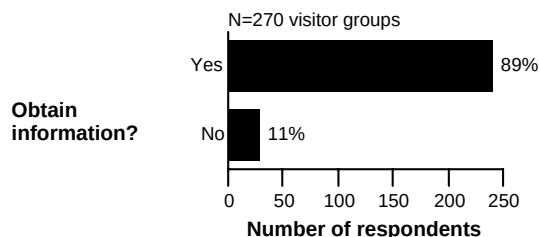


Figure 16: Visitors who obtained information prior to visit

Results

- 89% of visitor groups obtained information about the park prior to their visit (see Figure 16).

*total percentages do not equal 100 due to rounding

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

- As shown in Figure 17, the most common sources of information used by visitor groups were:

54% Maps/brochures
31% Travel guides/tour books/ publications
22% Friends/relatives/word of mouth

- “Other” sources of information (15%) included:

NPS Passport book
Road sign
Highway sign
Map
www.nps.gov
Crawford Tourist Bureau
Creative World Tours
Gas station clerk
Golden Eagle Pass book
Harrison Hotel
Monopoly game
Nebraska State Museum

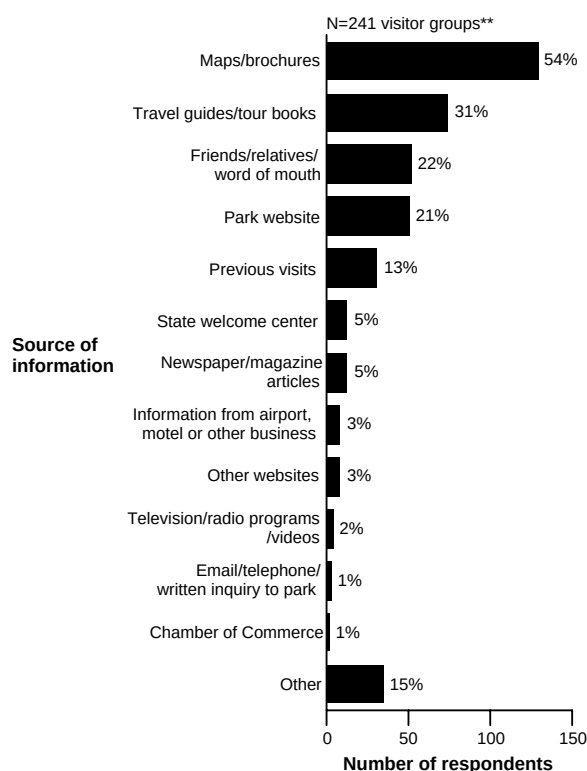


Figure 17: Sources of information prior to visit

Question 2b

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

Results

- 84% of visitor groups received the information they needed for this trip to Agate Fossil Beds NM (see Figure 18).

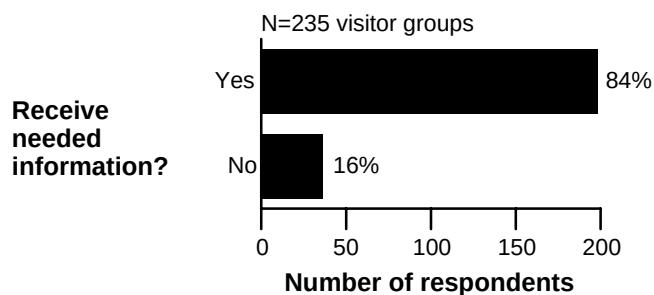


Figure 18: Visitor groups who received needed information prior to this visit

*total percentages do not equal 100 due to rounding

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

Question 2c

If NO, what type of information did you and your group need that was not available? (open-ended)

Results

- 7% of visitor groups (N=22) responded to this question.
- Additional information that visitor groups needed included:

More information on what to see
 Brochure at visitor center including directions
 Better directions
 That Carter Ranch house was not open to public--privately owned and not for visitors
 Disappointed not seeing fossils on hike
 Exactly what the park entailed
 Had trouble getting specific info from website
 Hours of operation
 As a geologist/petrophysicist, was curious
 Information about times, costs, trails, and exhibits
 Information on what is needed for hike
 Locations of nearby camping areas
 More info in AAA tour book about park and Indian collections
 Other than the name, what exactly it was
 Primary features of interest
 Some info about Agate or etymology of name
 That Agate was the place/town
 The fact that everything was closed

*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 Agate Fossil Beds area

Question 3

For this trip, what was the primary reason that you and your group visited the Agate Fossil Beds NM area (within 100 miles of the park including Scottsbluff, Mitchell, Harrison, Crawford, Chadron, and Lusk)?

Results

- 95% of visitor groups were not residents of the Agate Fossil Beds NM area within 100 miles (see Figure 19).
- Figure 20 shows the primary reasons for visiting Agate Fossil Beds area among visitor groups who were not residents. The most common reasons included:
 - 41% Travel through to other destinations
 - 25% Visit other attractions in the area
 - 16% Visit Agate Fossil Beds NM
- “Other” reasons (7%) included:
 - High school reunion
 - Baseball tournament
 - Chimney Rock
 - Family reunion
 - Just driving around
 - Just wanted to see Nebraska
 - On way to toadstools
 - Visit Fort Robinson
 - Visiting multiple NPS sites in area
 - Visit NE State high point

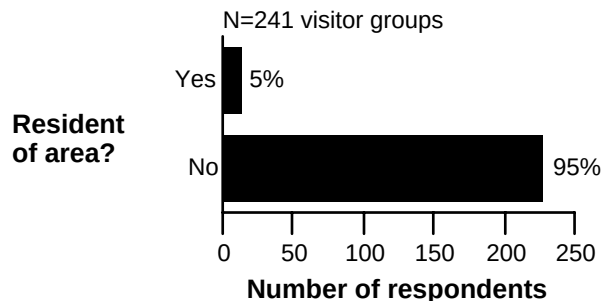


Figure 19: Visitor groups who were residents of the Agate Fossil Beds NM area (within 100 miles)

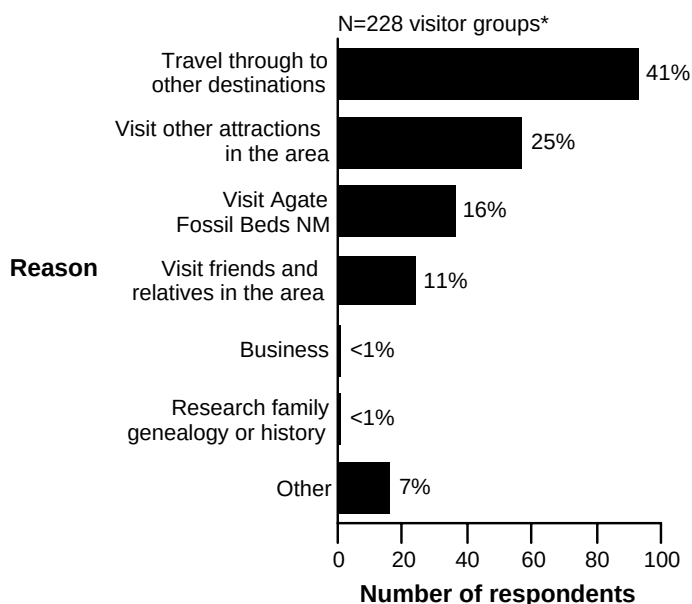


Figure 20: Primary reason for visiting Agate Fossil Beds NM area

*total percentages do not equal 100 due to rounding

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

Other sites visited in the area

Question 6

On this trip, which of the following sites in the Agate Fossil Beds NM area (within 100 miles of the park) did you and your personal group visit?

Results

- As shown in Figure 21, the most common sites visited in the area within 100 miles included:

66% Scotts Bluff National Monument
50% Chimney Rock National Historic Site
36% Fort Robinson State Park

- “Other” sites (21%) included:

Toadstool Geologic Park
Carhenge
Badlands NP
Oregon Trail Wagon Ruts State Park
Black Hills National Forest
Courthouse Rock
Hudson Meng Bison Kill Site
Jailhouse Rock
Rawhide Days, Lusk
Register Cliff, WY
Wind Cave
Bridgeport State Recreation Area
Buffalo National Grasslands
Cabela's
Chadron State Park
Dawes County Fair
Guernsey State Park, WY
Harrison Museum
Jewel Cave
Kimall
Mari Sandoz Museum
Mount Rushmore
NE Tri-state marker
Oregon Trail days
Panorama Point
Pawnee National Grassland
Red Cloud Indian Museum

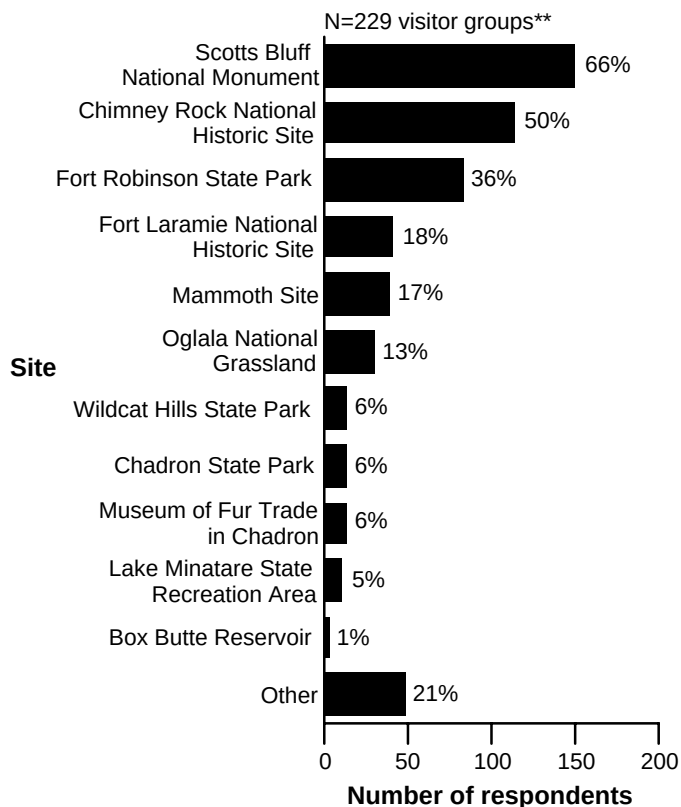


Figure 21: Other sites visited in the area

“Other” sites (continued):

Riverside Zoo
Scottsbluff Farm Museum
Smith Falls State Park
Sowbelly Canyon
University of Wyoming
Warbonnet Monument
Wounded Knee

*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 Agate Fossil Beds NM

Question 4

For this trip, what were the reasons that you and your personal group visited Agate Fossil Beds NM?

Results

- 69% of visitor groups visited Agate Fossil Beds NM to view mammal fossils (see Figure 22).
- 32% came to visit a unit of the National Park System.
- 20% visited to view the Cook Collection.

NOTE: The Cook Collection exhibit was closed following the theft of artifacts on the night of July 9, 2007 and remained closed during the rest of the survey. During this time, visitors could view photographs of the artifacts at the information desk and discuss them with the rangers.

- “Other” reasons (16%) included:

To see what it was about
 Junior Ranger program
 Saw it on map
 To see fossils/Indian artifacts
 Hiking
 Loved ones nearby
 To see current excavation
 To visit again
 Trails
 Traveling through
 Bookstore
 For a trip
 Friend recommended
 Had wanted to visit for years
 Learn history
 Lunch with family
 Needed a break
 Photography
 Purchase park lapel pin
 To see local artist Bob White
 Tour group recommended
 Want to visit all NPS sites
 Wanted to see/find agates
 Watch film

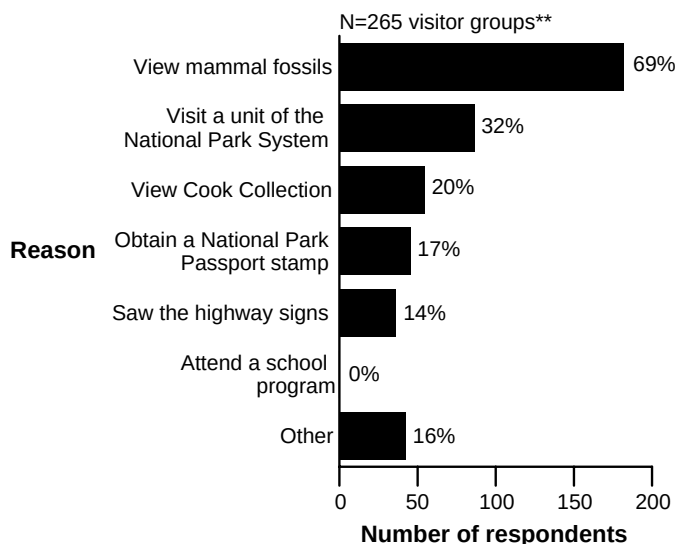


Figure 22: Reasons for visiting Agate Fossil Beds NM

*total percentages do not equal 100 due to rounding

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

Places where trip to park began

Question 5a

Where did your trip begin on the day you and your group visited Agate Fossil Beds NM?

Table 5: Places where trip began on day of visit

N=265 respondents

	Nearest Town/City and State	Number of times mentioned
Results	Scottsbluff, NE	93
As shown in Table 5, the most common locations from which visitors began their trip to the park were:	Crawford, NE	15
	Chadron, NE	10
	Cheyenne, WY	7
	Fort Robinson, NE	7
35% Scottsbluff, NE	Denver, CO	6
6% Crawford, NE	Fort Collins, CO	6
	Harrison, NE	6
	Hot Springs, SD	6
	Gering, NE	5
	Ogallala, NE	5
	Rapid City, SD	5
	Alliance, NE	4
	Lusk, WY	4
	Torrington, WY	4
	Custer, SD	3
	Guernsey, WY	3
	Hill City, SD	3
	Kimball, NE	3
	Mitchell, NE	3
	Morrill, NE	3
	North Platte, NE	3
	Sidney, NE	3
	Valentine, NE	3
	Casper, WY	2
	Imperial, NE	2
	Keystone, SD	2
	Laramie, WY	2
	Minatare, NE	2
	Mt. Rushmore, SD	2
	Newcastle, WY	2
	Paxton, NE	2
	Badlands, SD	1
	Black Hills, SD	1
	Bridgeport, NE	1
	Castle Rock, CO	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 5: Places where trip began on day of visit
(continued)

Nearest Town/City and State	Number of times mentioned
Chappell, NE	1
Colorado Springs, CO	1
Dayton, OH	1
Deadwood, SD	1
Douglas, WY	1
Estes Park, CO	1
Fort Smith, AR	1
Grand Island, NE	1
Hardington, NE	1
Haxtun, CO	1
Helena, MT	1
Lakewood, CO	1
Lander, WY	1
Letcher, SD	1
Longmont, CO	1
McCook, NE	1
Metbeta, NE	1
Norfolk, NE	1
Pierre, SD	1
Silver City, SD	1
Sioux Falls, SD	1
Springview, NE	1
St. Joseph, MO	1
Sturgis, SD	1
Syracuse, NE	1
Thedford, NE	1
Thermopolis, WY	1
Wheatland, WY	1
Whitney, NE	1
Wichita, KS	1
Wind Cave NP, SD	1
Windsor, CO	1
Worland, WY	1
York, NE	1
Unknown town in NE	1

*total percentages do not equal 100 due to rounding

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

Planned destinations after visit

Question 5b

Where was your planned destination on the day you and your group left Agate Fossil Beds NM?

Results

- As shown in Table 6, the most common destinations to which visitors planned to go after their park visit were:

17% Scottsbluff, NE
7% Fort Robinson, NE

Table 6: Planned destinations after visit

N=259 respondents

Nearest Town/City and State	Number of times mentioned
Scottsbluff, NE	44
Fort Robinson, NE	19
Rapid City, SD	14
Chadron, NE	12
Crawford, NE	11
Hot Springs, SD	10
Custer, SD	9
Laramie, WY	9
Harrison, NE	8
Casper, WY	6
Cheyenne, WY	6
Mount Rushmore, SD	5
Alliance, NE	4
Devil's Tower, WY	4
Lusk, WY	4
Agate Fossil Beds, NE	3
Deadwood, SD	3
Denver, CO	3
Fort Morgan, CO	3
Gering, NE	3
Grand Island, NE	3
Mitchell, NE	3
Sturgis, SD	3
Black Hills, SD	2
Colorado Springs, CO	2
Hill City, SD	2
Keystone, SD	2
McCook, NE	2
Morrill, NE	2
North Platte, NE	2
Ogallala, NE	2
Thermopolis, WY	2
Torrington, WY	2
Yellowstone NP, WY	2
Abilene, TX	1
Allenspark, CO	1
Badlands, SD	1
Bayard, NE	1
Beatrice, NE	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 6: Planned destination after visit
(continued)

Nearest town/city and State	Number of times mentioned
Belle Fourche, SD	1
Bellevue, NE	1
Billings, MT	1
Breckenridge, CO	1
Broken Bow, NE	1
Chimney Rock, NE	1
Dunlap, IA	1
Estes Park, CO	1
Exira, IA	1
Georgetown, CO	1
Gillette, WY	1
Glacier NP, MT	1
Guernsey, WY	1
Hay Springs, NE	1
Jillete, WY	1
Kimball, NE	1
Las Vegas, NM	1
Longmont, CO	1
Loveland, CO	1
Melbeta, NE	1
Mitchell, SD	1
Murdo, SD	1
Newcastle, WY	1
O'Neil, NE	1
Roca, NE	1
Rocky Mountain NP, CO	1
Sacramento, CA	1
Salina, KS	1
Shelton, NE	1
Sheridan, WY	1
Springview, NE	1
Toadstool, NE	1
Valentino, NE	1
Wall, SD	1
Waverly, NE	1
Windsor, CO	1
Wounded Knee, SD	1
Unknown towns in IA	3
Unknown town in SD	1
Unknown town in WY	1

*total percentages do not equal 100 due to rounding

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

Overnight stay

Question 7a

On this trip, did you and your personal group stay overnight away from home within Agate Fossil Beds NM area?

Results

- 78% of visitors groups stayed overnight in the park area (see Figure 23).

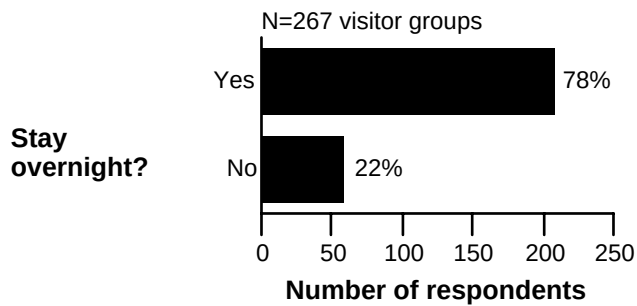


Figure 23: Overnight stay within Agate Fossil Beds NM area

Question 7b

Please list the number of nights you and your personal group stayed in the Agate Fossil Beds NM area (within 100 miles of the park including Scottsbluff, Mitchell, Harrison, Crawford, Chadron, and Lusk)?

Results

- 48% of visitors groups spent one night in the park area within 100 miles (see Figure 24).
- 41% spent two to three nights.
- 11% spent four or more nights.

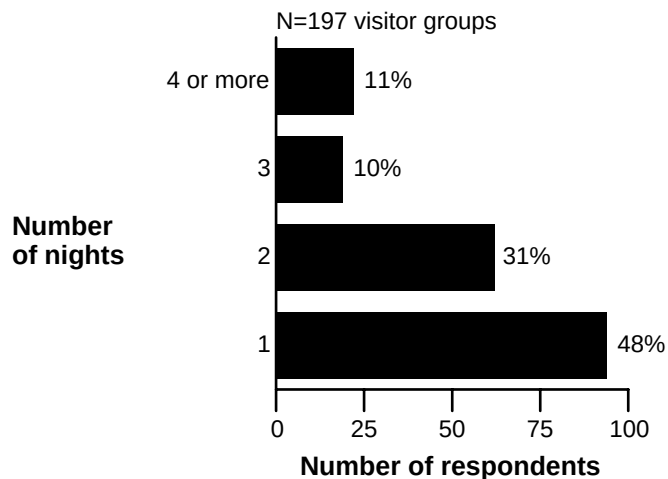


Figure 24: Nights spent in Agate Fossil Beds NM area (within 100 miles)

*total percentages do not equal 100 due to rounding

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

Overnight accommodations

Question 7c

In what type of lodging did you and your group spend the night(s)?

Results

- 65% of visitor stayed in a lodge, motel, cabin, rented condo/home, or bed & breakfast (see Figure 25).
- 26% stayed in a developed campground.
- “Other” types of lodging (4%) included:

Holiday Inn Express Hotel
Hotel
Motel
RV
Motor home
Slept in car

Type of lodging

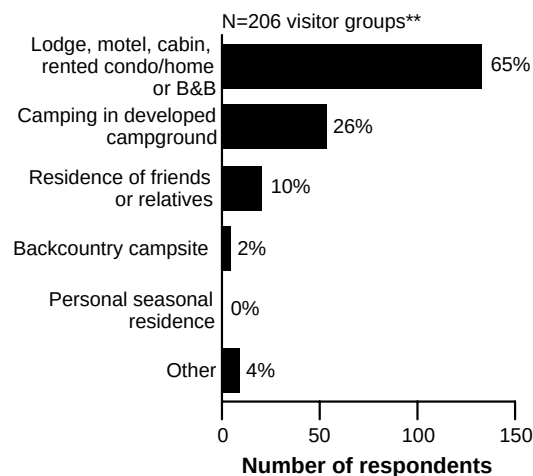


Figure 25: Type of lodging used (within 100 miles of park)

Support services in communities

Question 5c

In which community did you obtain support services (e.g. information, gas, food, lodging) for this visit to Agate Fossil Beds NM?

Results

- 56% of visitors groups obtained support services in Scottsbluff (see Figure 26).
- 14% obtained services in Chadron.
- Table 7 show the “other” communities (20%) visitor groups obtained support services.

Community

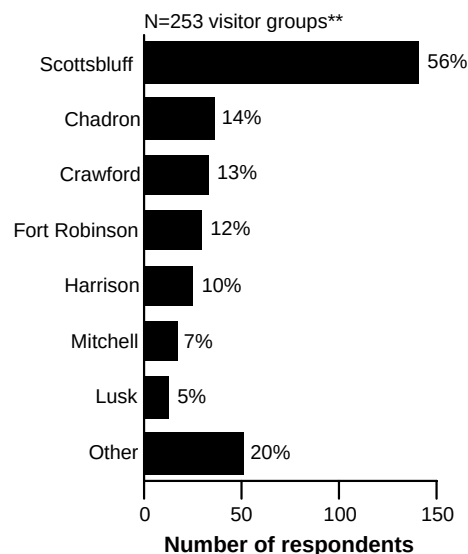


Figure 26: Communities in which visitors obtained support services

*total percentages do not equal 100 due to rounding

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

Table 7: “Other” communities

N=48 respondents

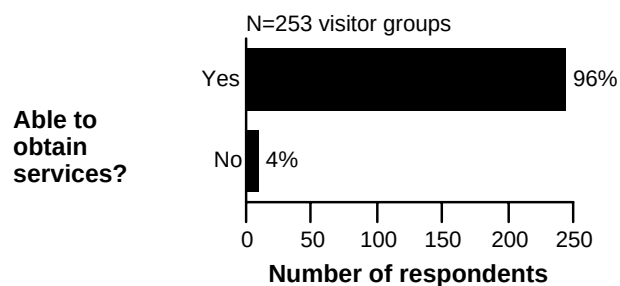
Community	Number of times mentioned
Torrington, WY	7
Gering, NE	5
Alliance, NE	4
Bridgeport, NE	2
Casper, WY	2
Cheyenne, WY	2
Kimball, NE	2
Sidney, NE	2
Valentine, NE	2
Atlas	1
Bayard, NE	1
Casper, WY	1
Castle Rock, NE	1
Chugwater, WY	1
Custer, SD	1
Denver, CO	1
Ft. Collins, CO	1
Hemingford, NE	1
Hot Springs, SD	1
Hudson-Meng Bison Bone Bed	1
Imperial, NE	1
Interstate Welcome Center	1
Kimball Hot Springs, NE	1
Morrell, NE	1
Norfolk, NE	1
Ogallala, NE	1
North Platte, NE	1
Rapid City, SD	1

Question 5d

Were you and your group able to obtain all of the services that you needed in these communities?

Results:

- 96% of visitor groups were able to obtain needed support services (see Figure 27).

**Figure 27: Visitors' ability to obtain support services in surrounding communities**

*total percentages do not equal 100 due to rounding

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

Question 5e

If NO, what services did you and your personal group need that were not available?

Results:

Table 8 shows the services that visitors needed but that were not available.

Table 8: Comments on services visitors were unable to obtain

N=8 comments

CAUTION!

Service	Comment
Breakfast	No restaurants open for breakfast
Lunch	Did not find diner for quick lunch
Camping	Need wider range of affordable camping
Information	Need information on camping, backcountry, topographic maps, forest services in other towns
	Better directions to Agate Fossil Beds
	Harrison was the first place we found information
Lake Mietare	Atlas listed camping available, but signs said 'No Camping'
Rest area	No comment listed
Visitor center	Could not enter – no explanation given

*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 9

On this visit to Agate Fossil Beds NM, how long did you and your personal group spend visiting the park?

Number of hours

Results

- 66% of visitors groups spent up to two hours at the park (see Figure 28).
- 34% spent three hours or more.
- The average length of stay was 2.1 hours.

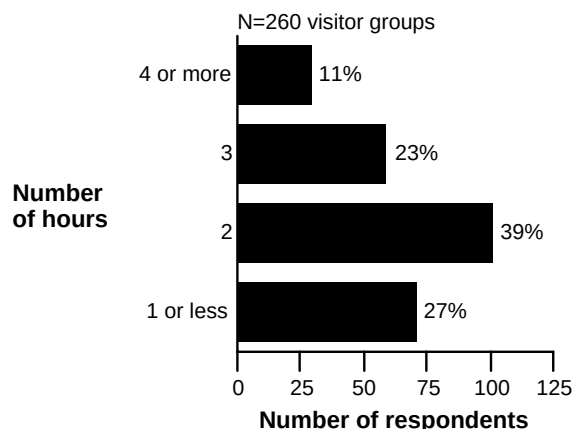


Figure 28: Hours spent visiting Agate Fossil Beds NM

Number of park entries

Question 21c

On this visit how many times did you and your personal group enter Agate Fossil Beds NM during your stay in the area?

Results

- 99% of visitors groups entered the park one time during their stay in the area (see Figure 29).

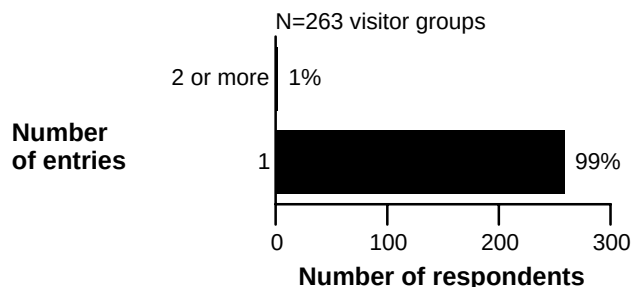


Figure 29: Number of park entries

Number of vehicles

Question 21b

On this visit how many vehicles did you and your personal group use to enter the park?

Results

- 93% of visitors groups used one vehicle to enter the park (see Figure 30).

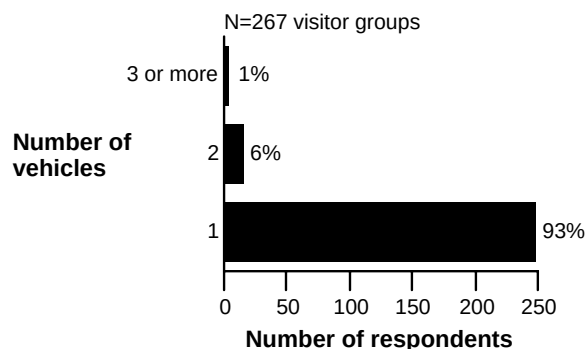


Figure 30: Number of vehicles used to enter the park

*total percentages do not equal 100 due to rounding

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

Adequacy of directional signs

Question 8a

On this visit, were the signs directing you and your group to Agate Fossil Beds NM adequate?

Results

- 74% of visitor groups found interstate signs to be adequate (see Figure 31).
- 95% felt that state highway signs were adequate (see Figure 32).
- 90% indicated that street signs in communities were adequate (see Figure 33).

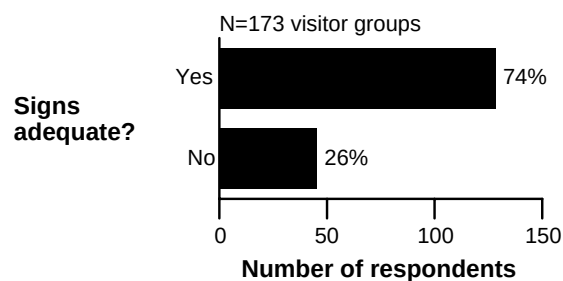


Figure 31: Adequacy of interstate signs

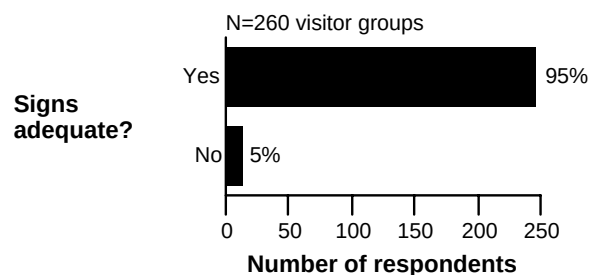


Figure 32: Adequacy of state highway signs

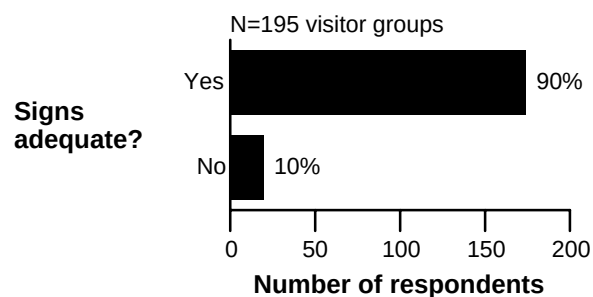


Figure 33: Adequacy of street signs in communities

*total percentages do not equal 100 due to rounding

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

Question 8b

If NO (directional signs were not adequate), please explain why.

Results

- Table 9 shows comments visitors made on directional signs.

Table 9: Visitor comments on adequacy of directional signs
N=68 comments

Type of sign	Comment	Number of times mentioned
Signs on interstates	Did not use Interstate	18
	We never noticed one on the interstate	9
	Additional signs would be helpful	2
	New sign needed right at the turnoff on 71	1
	Did not see any signs	1
	Limited amount of signs -- all within 25 miles away	1
	Wasn't on I-80 very long	1
	We got lost several times trying to get there	1
	We weren't looking for signs on interstates	1
Signs on state highways	Additional signs would be helpful	3
	Larger, more frequent and more visible	1
	No highway sign	1
	No sign for Marshland when coming from east	1
	No sign Hwy 29 northbound	1
	Should have been up farther, and one at intersection	1
	Sign implied that Monument was next right, but visitor center is 3 miles ahead	1
Street signs in communities	We didn't notice signs in city	5
	Need big signs far from road	2
	Additional signs would be helpful	1
	Almost missed small signs	1
	Could have better signage in Mitchell	1
	Needed sign on way out to return	1
	No sign for Marshland when coming from east	1
	Sign on Hwy said 3 miles ahead but almost missed the turn arrow	1
Other comments	Did not use Interstate	6
	On River Road there was no sign outside of Marshland when we reached County Road 271	1
	Would have appreciated more signs on Rt.29 off Rt. 26 letting us know we were on the correct route	1

*total percentages do not equal 100 due to rounding

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

Expected activities

Question 12a

As you were planning your trip, what activities did you and your personal group expect to include on this visit?

Results

- As shown in Figure 34, the most common activities that visitor groups expected to do were:

89% Visiting visitor center
83% Viewing mammal fossils
62% Walking park trails

- “Other” expected activities (11%) included:

Junior Ranger program
Look for fossils
Geocaching
Having fun
Hiking to view mammal bones in outcrop
Looking around
Indian artifacts exhibit was closed
Passport stamp
Restroom
See active dig
See fossils in original positions in the field
Souvenirs
View current excavation
View video
Viewing native crafts
Virtual tour
Visit family member working there
Visited local artist
Watching video at visitor center

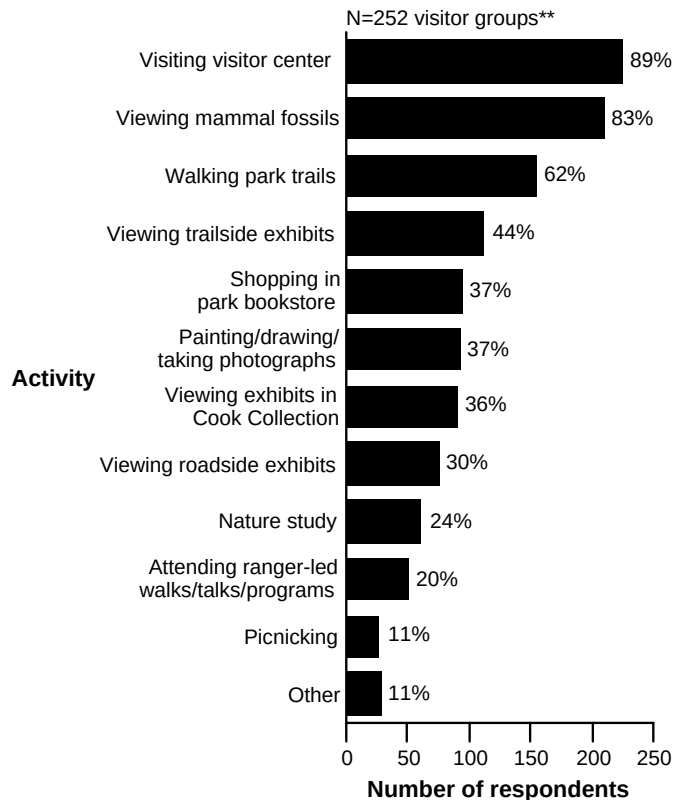


Figure 34: Expected activities

*total percentages do not equal 100 due to rounding

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

Activities on this visit

Question 12b

On this visit, what activities did you and your group participate in within Agate Fossil Beds NM?

Results

- As shown in Figure 35, the most common activities that visitor groups participated in were:

91% Visiting visitor center
82% Viewing mammal fossils
50% Walking park trails
41% Shopping at park bookstore

- “Other” activities (9%) included:

Cook Collection was closed
Junior Ranger
Bird watching
Geocaching
Learning through NPS system
Looking around
National Park stamp
Playing artisan-made flute
See rattle snakes
Use restroom
View live exhibit of Indian artist making necklaces
Virtual Trail Tour

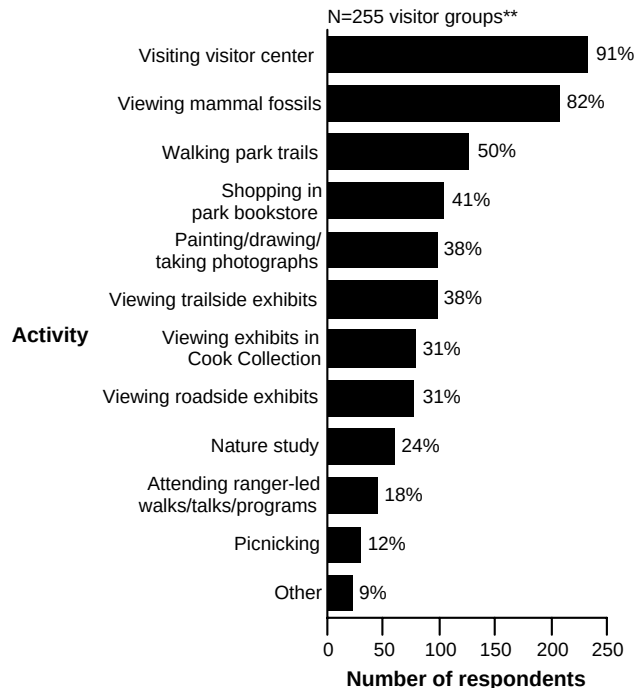


Figure 35: Visitor activity

NOTE: The Cook Collection exhibit was closed following theft of artifacts on the night of July 9, 2007 and remained closed during the rest of the survey. During this time, visitors could view photographs of the artifacts at the information desk and discuss them with the rangers.

The Daemonelix Trail was closed for construction during the entire survey period.

*total percentages do not equal 100 due to rounding

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

Primary activity

Question 12c

Which one activity was the primary activity you and your personal group participated in at Agate Fossil Beds NM on this visit?

Results

- Figure 36 shows the primary activities, including:

40% Viewing mammal fossils
25% Visiting visitor center

- “Other” activities (9%) included:

Junior Ranger program
Virtual tour
Learning about fossils
Corkscrew
Finding agates/rocks
Visiting local artist

NOTE: The Cook Collection exhibit was closed following theft of artifacts on the night of July 9, 2007 and remained closed during the rest of the survey. During this time, visitors could view photographs of the artifacts at the information desk and discuss them with the rangers.

The Daemonelix Trail was closed for construction during the entire survey period.

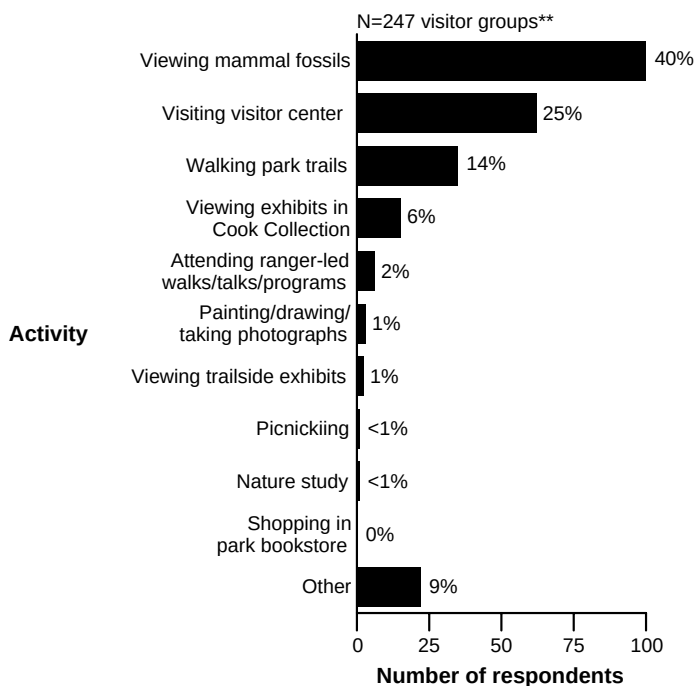


Figure 36: Primary activity

*total percentages do not equal 100 due to rounding

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

Visiting the park bookstore

Question 11a

Did you and your personal group visit the park bookstore in the visitor center?

Results

- 87% of visitor groups visited the park bookstore (see Figure 37).

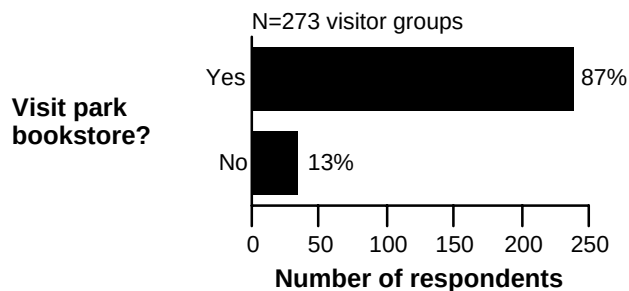


Figure 37: Visitor groups that visited the park bookstore

Question 11b

If YES, did you find the types of sales items that you and your personal group wanted?

Results

- 70% of visitor groups were interested in the sales items in the park bookstore (see Figure 38).
- 54% of visitor groups found the items they were looking for in the visitor center bookstore (see Figure 39).

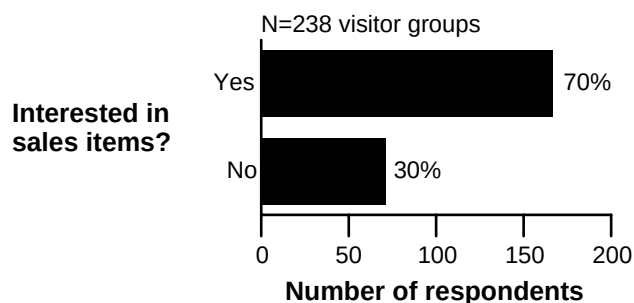


Figure 38: Interest in sales items

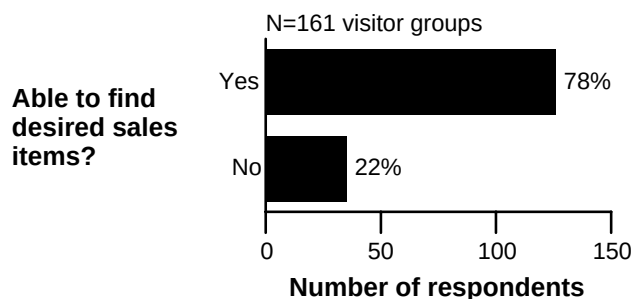


Figure 39: Ability to find desired sales items

*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 NO, what types of sales items
would you and your personal group
like to have available (open-ended)

Results

Table 10 shows items that visitor groups would
like to have available.

Table 10: Additional items for sale
N=48 comments

Item	Number of times mentioned
Agate Fossil Beds lapel pin	9
Agate Fossil Beds patch	7
Agate Fossil Beds T-shirt	5
Native American items	3
Children's items, especially books	2
Fossils	2
Larger variety	2
Postcards	2
Agate Fossil Beds magnet	2
Books on fossils	1
Children's information on Agate wildlife	1
Fossil information	1
Geology knick-knacks	1
Jewelry	1
Larger book selection	1
More posters	1
National Park Guide of all National Parks	1
Passport book	1
Photos	1
Polo shirts	1
Refreshments	1
Rocks	1
Stickers	1
Two children's books by Russell Freedman: Indian Chiefs and Life and Death of Crazy Horse	1

*total percentages do not equal 100 due to rounding

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

Visitor center exhibits

Question 14a

On this visit, did you and your personal group view the visitor center exhibits?

Results

- 96% of visitor groups viewed the visitor center exhibits (see Figure 40).

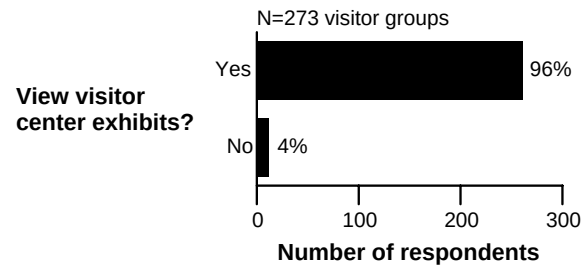


Figure 40: Visitors that viewed visitor center exhibits

Question 14b

Did you and your group find the exhibit objects interesting?

Question 14c

Please rate the length of the exhibit text (1=Too short; 2=About right; 3=Too long).

Question 14d

Was the exhibit lighting adequate to see the objects on display and read the text?

Results

- Table 11 shows visitors' responses to questions 14a, 14b, and 14c.
- Regarding the exhibit objects, 99% of visitor groups found the mammal fossils to be interesting, and 81% felt that the Cook Collection items were interesting.
- Regarding the length of exhibit text, 93% felt that the length was "about right" for the mammal fossil exhibit, and 84% felt the text was "about right" for the Cook Collection exhibit.
- Regarding the exhibit lighting, 97% of visitors reported the lighting to be "adequate" for the mammal fossil exhibit, and 86% felt it was adequate for the Cook Collection exhibit.

NOTE: The Cook Collection exhibit was closed following the theft of artifacts on the night of July 9, 2007 and remained closed during the rest of the survey. During this time, visitors could view photographs of the artifacts at the information desk and discuss them with the rangers.

Table 11: Visitors' opinions of visitor center exhibits
N= the number of visitor groups that responded to each question

Exhibit	Objects interesting?			Length of exhibit text				Exhibit lighting adequate?		
	%			%				%		
	N	Yes	No	N	Too short	About right	Too long	N	Yes	No
Mammal fossils	252	99	1	216	6	93	<1	237	97	3
Cook Collection of Indian Artifacts	137	81	19	99	13	84	3	119	86	14

*total percentages do not equal 100 due to rounding

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

Ratings of Services, Facilities, Elements, Attributes and Resources

Visitor services and facilities used

Question 15a

Please indicate which visitor services and facilities that you or your group used in Agate Fossil Beds NM during this visit.

Results

- As shown in Figure 41, the most commonly used visitor services/facilities included:

96% Visitor center
91% Fossil exhibits in visitor center
87% Restrooms
85% Assistance from visitor center staff

- The least used service/facilities were:

14% Ranger-led walks/talks/hikes
15% Daemonelix Trail
16% Picnic area

NOTE: The Cook Collection exhibit was closed following the theft of artifacts on the night of July 9, 2007 and remained closed during the rest of the survey. During this time, visitors could view photographs of the artifacts at the information desk and discuss them with the rangers.

The Daemonelix Trail was closed for construction during the entire survey period.

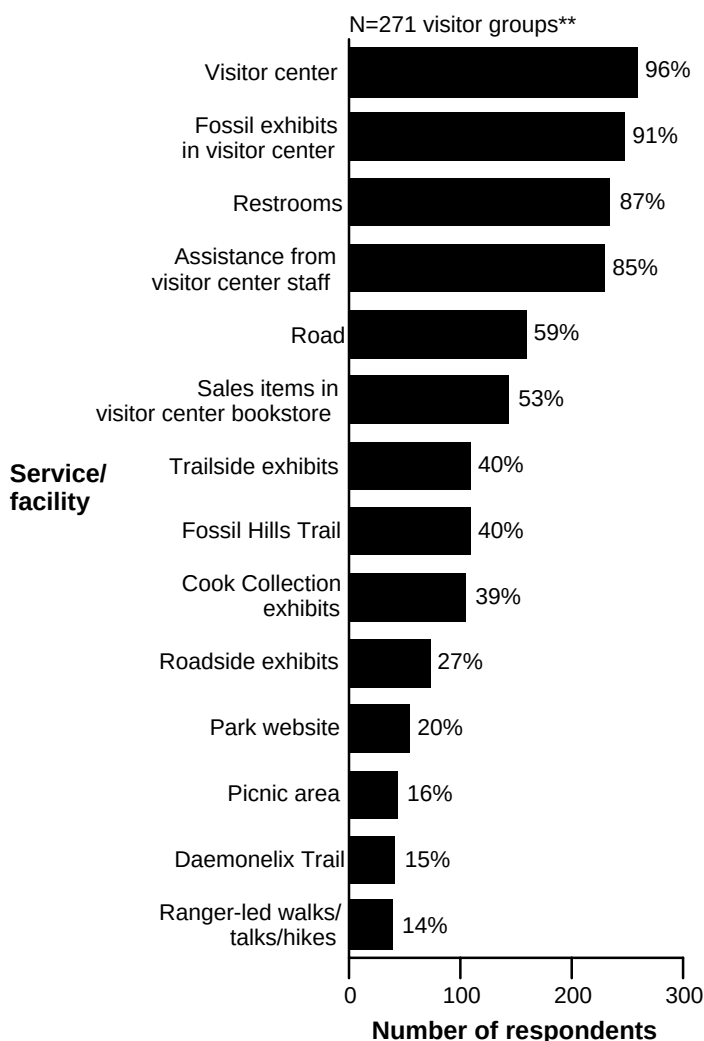


Figure 41: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

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

Importance ratings of visitor services and facilities

Question 15b

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

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

Results

- Figure 42 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 90% Restrooms
 - 90% Visitor center
 - 89% Daemonelix Trail
 - 89% Fossil exhibits at visitor center
- Figures 43 to 56 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating was:
 - 5% Sales items in visitor center bookstore

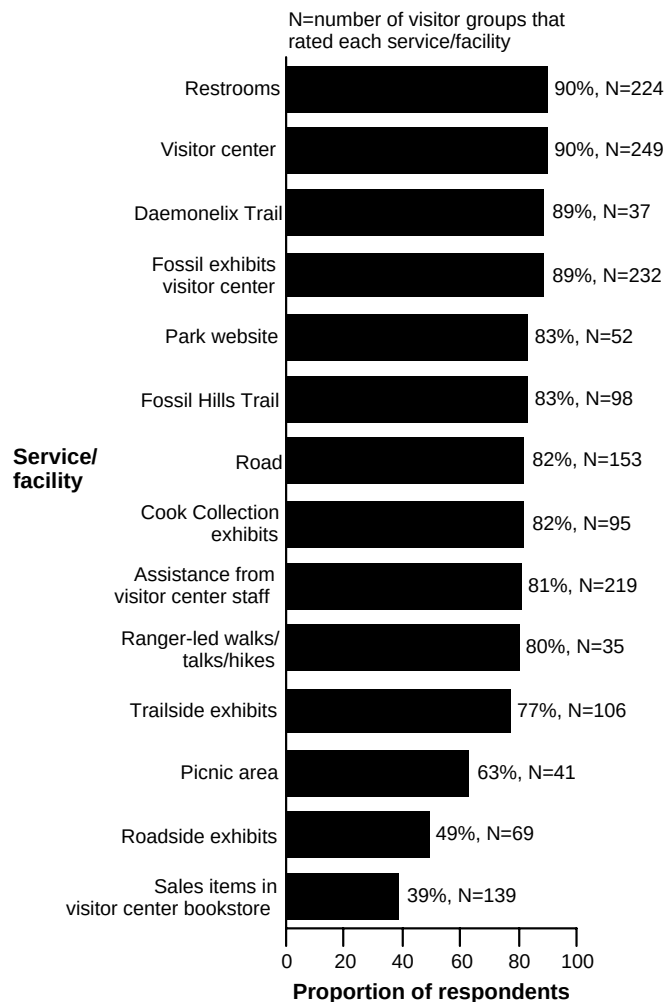


Figure 42: Combined proportions of “extremely important” and “very important” ratings for visitor services and facilities

NOTE: The Cook Collection exhibit was closed following theft of artifacts on the night of July 9, 2007 and remained closed during the rest of the survey. During this time, visitors could view photographs of the artifacts at the information desk and discuss them with the rangers.

The Daemonelix Trail was closed for construction during the entire survey period.

*total percentages do not equal 100 due to rounding

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

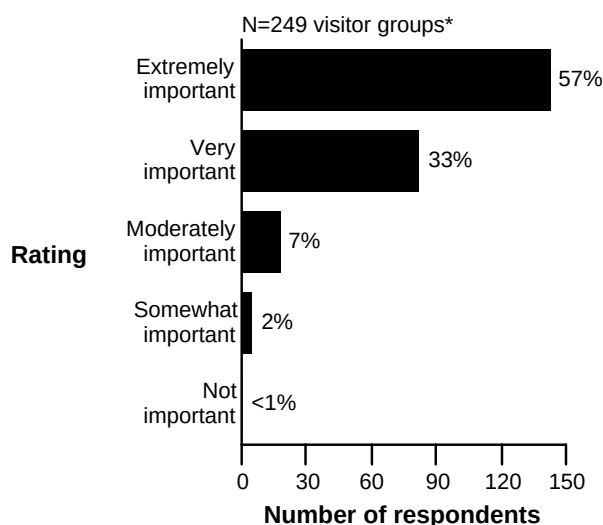


Figure 43: Importance of visitor center

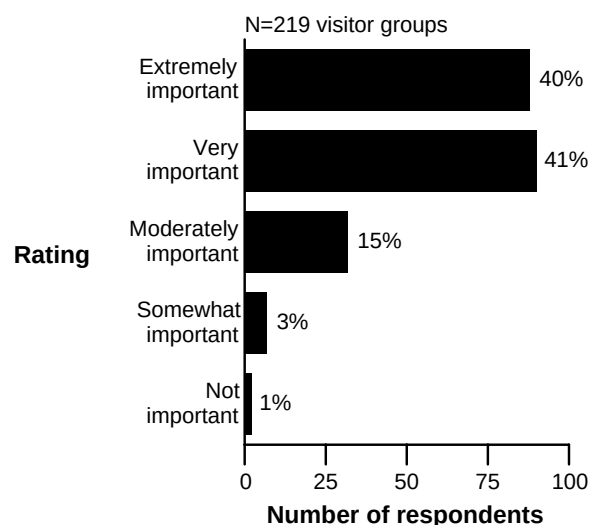


Figure 44: Importance of assistance from visitor center staff

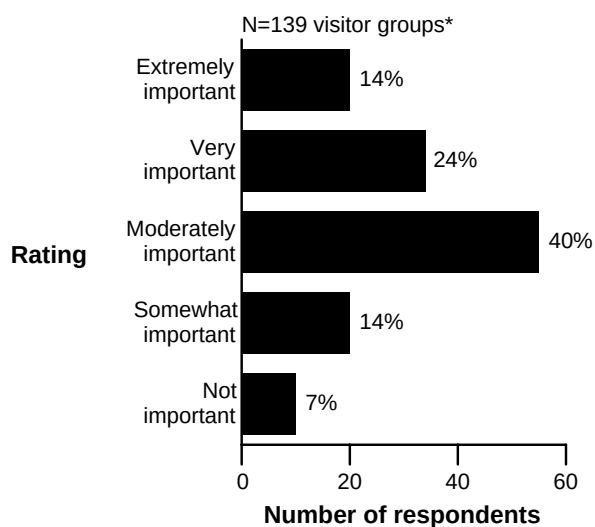


Figure 45: Importance of sales items in visitor center bookstore

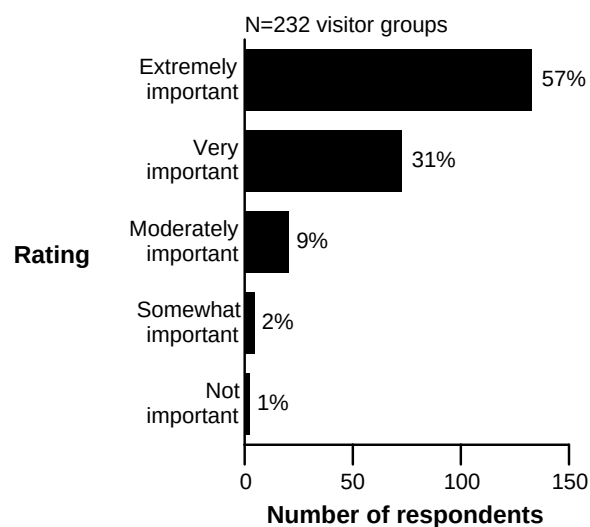


Figure 46: Importance of fossil exhibits in visitor center

*total percentages do not equal 100 due to rounding

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

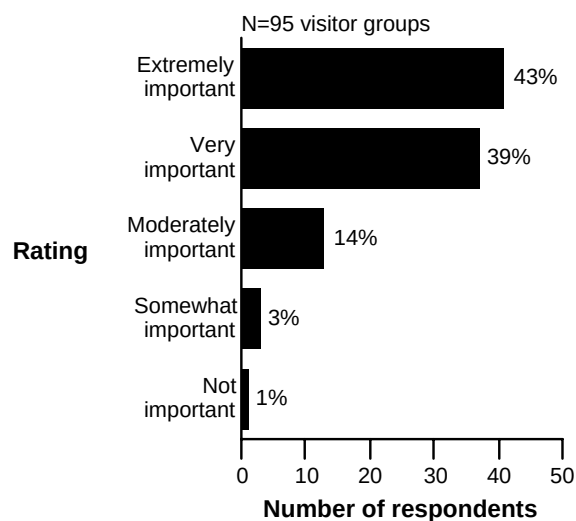


Figure 47: Importance of Cook Collection of Indian artifacts exhibits

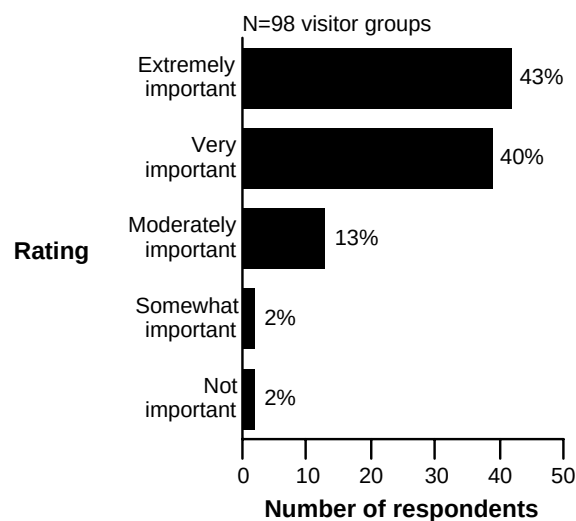


Figure 48: Importance of Fossil Hills Trail

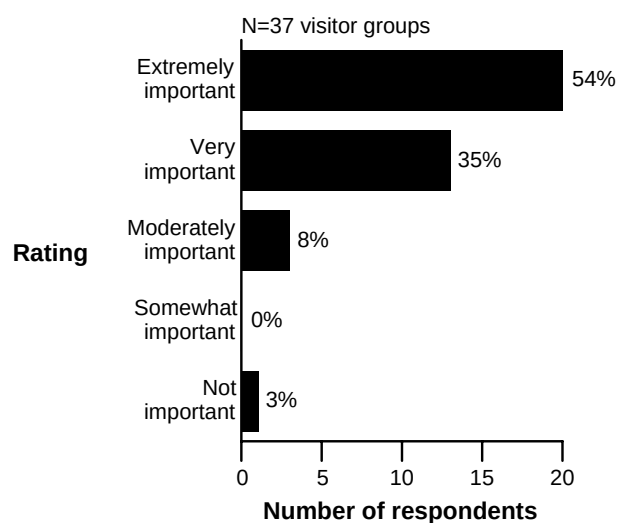


Figure 49: Importance of Daemonelix Trail

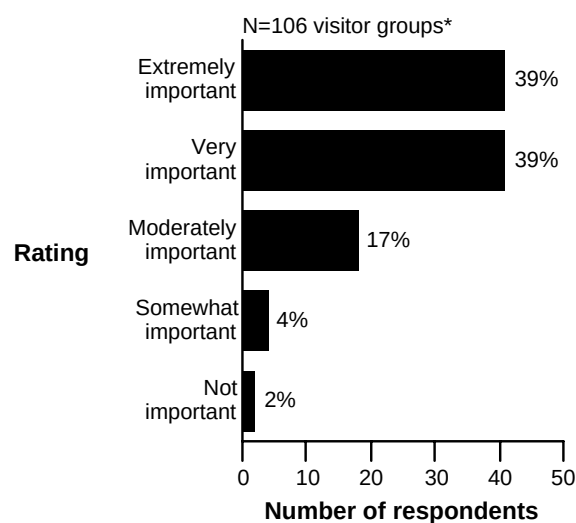


Figure 50: Importance of trailside exhibits

*total percentages do not equal 100 due to rounding

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

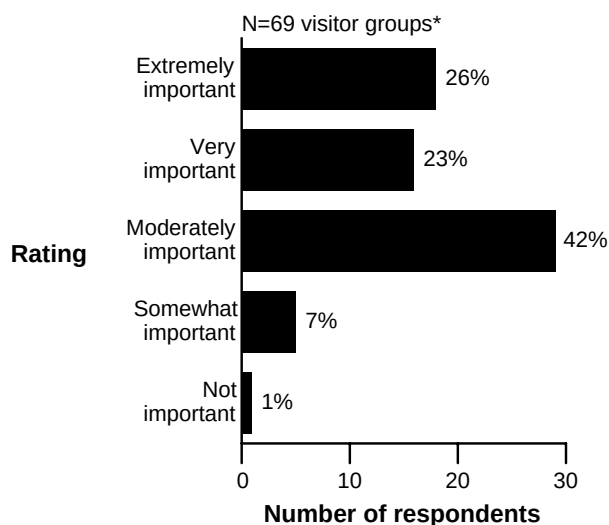


Figure 51: Importance of roadside exhibits

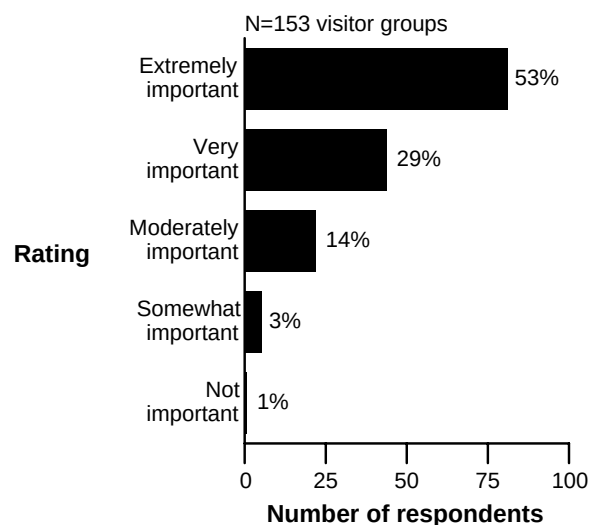


Figure 52: Importance of road

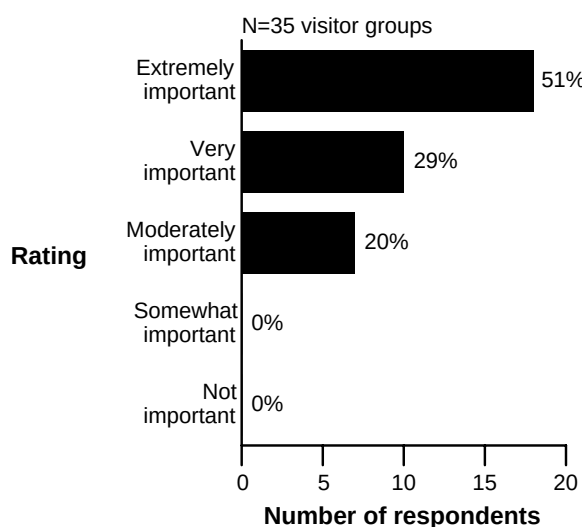


Figure 53: Importance of ranger-led walks/talks/hikes

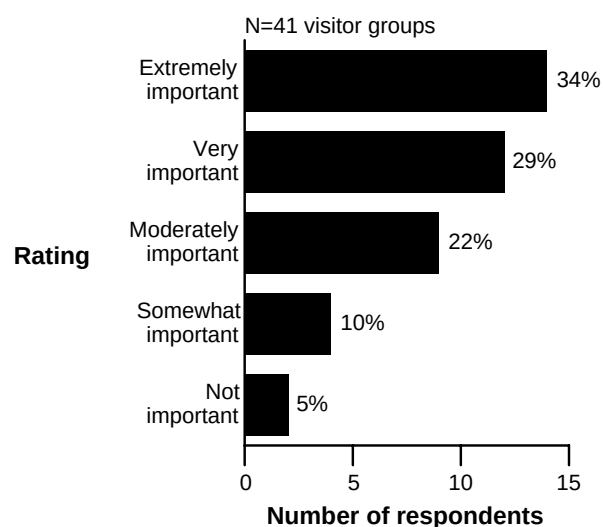


Figure 54: Importance of picnic area

*total percentages do not equal 100 due to rounding

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

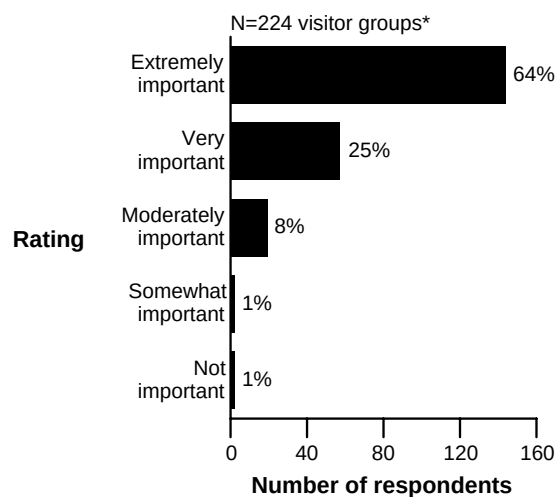


Figure 55: Importance of restrooms

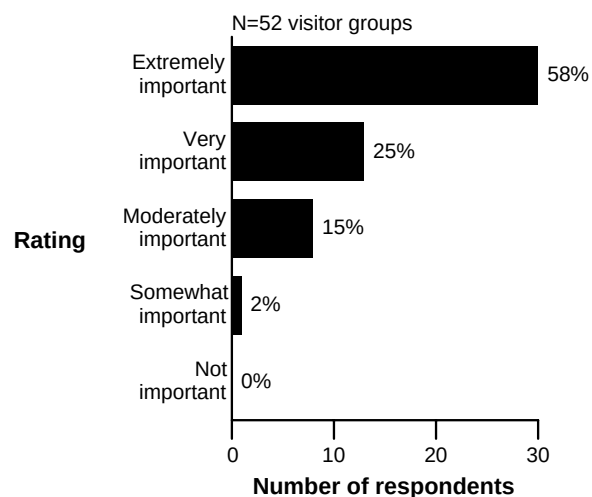


Figure 56: Importance of park website

*total percentages do not equal 100 due to rounding

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

Quality ratings of visitor services and facilities

Question 15c

Finally, for only those services and facilities that you or your group used, please rate their quality from 1-5.

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

Results

- Figure 57 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/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 98% Restrooms
 - 97% Picnic area
 - 94% Assistance from visitor center staff
 - 94% Visitor center
- Figures 58 to 71 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 was:
 - 3% Cook Collection

NOTE: The Cook Collection exhibit was closed following the theft of artifacts on the night of July 9, 2007 and remained closed during the rest of the survey. During this time, visitors could view photographs of the artifacts at the information desk and discuss them with the rangers.

*total percentages do not equal 100 due to rounding

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

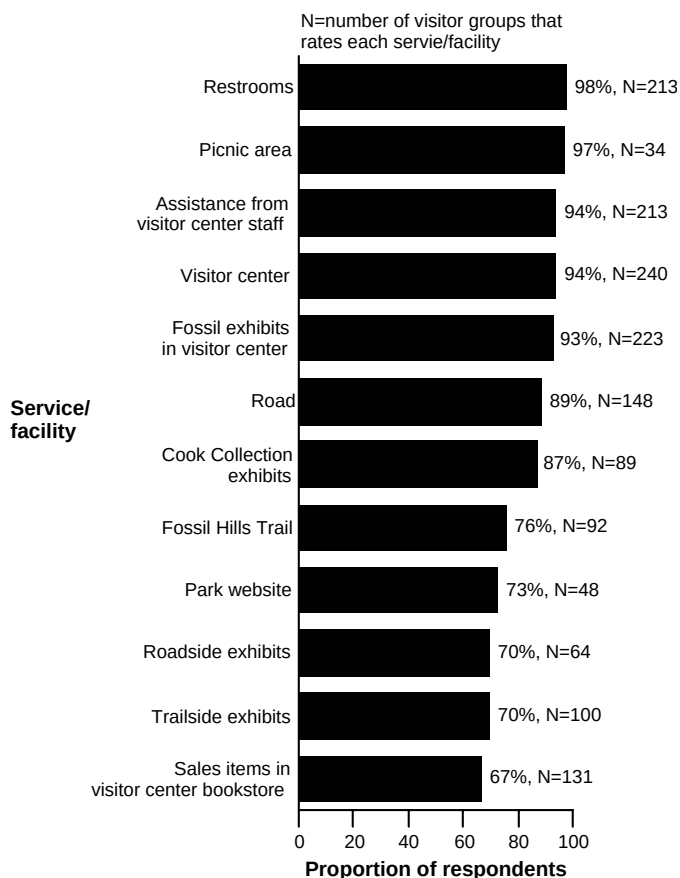


Figure 57: Combined proportions of “very good” and “good” quality ratings for visitor services and facilities

NOTE: The Daemonelix Trail was closed for construction during the entire survey period.

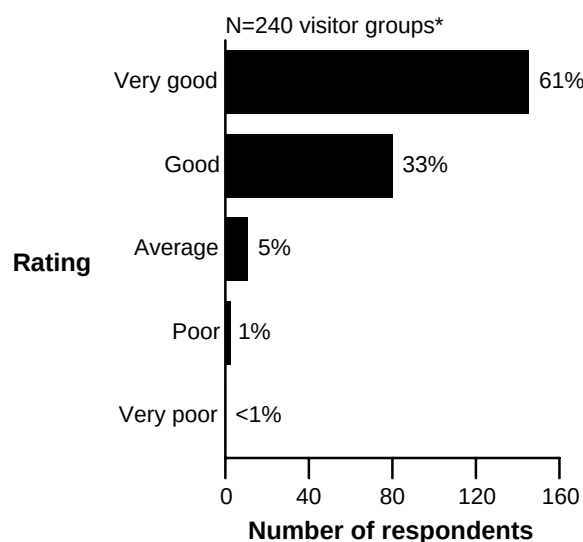


Figure 58: Quality of visitor center

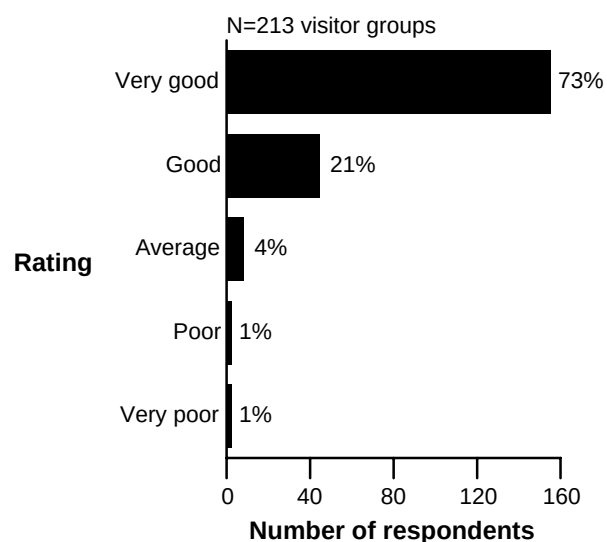


Figure 59: Quality of assistance from visitor center staff

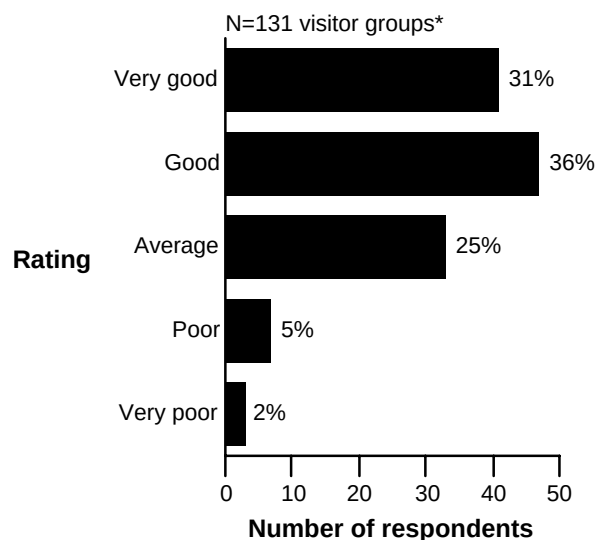


Figure 60: Quality of sales items in visitor center bookstore

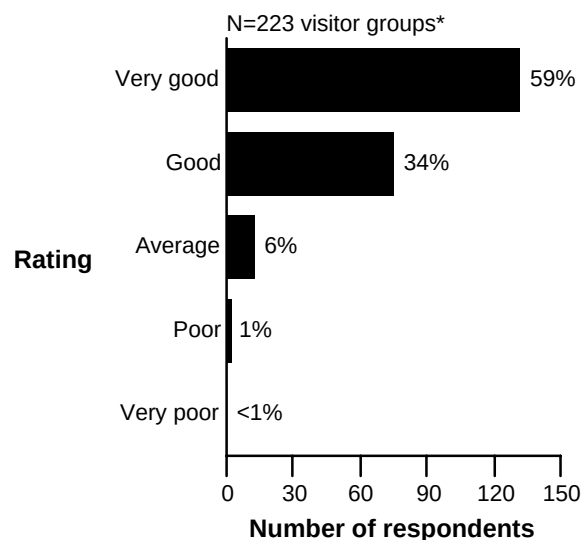


Figure 61: Quality of fossil exhibits in visitor center

*total percentages do not equal 100 due to rounding

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

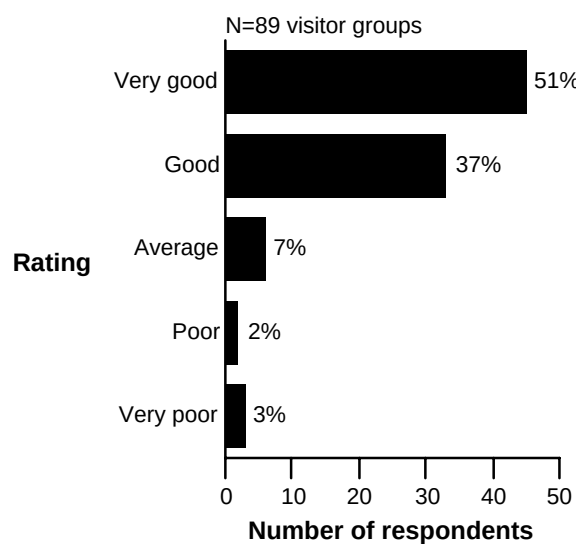


Figure 62: Quality of Cook Collection of Indian artifacts exhibits

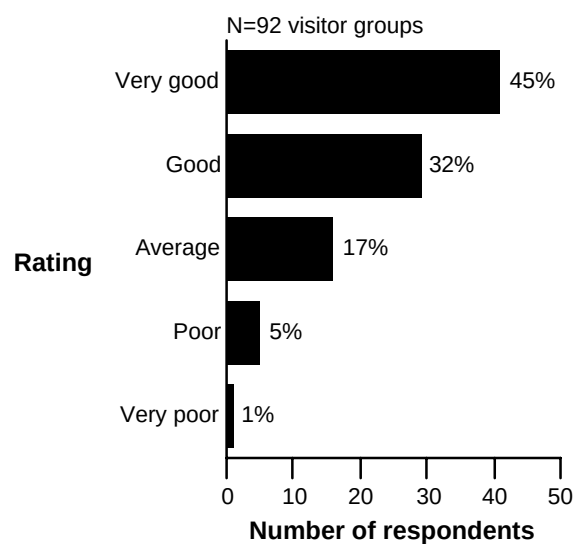


Figure 63: Quality of Fossil Hills Trail

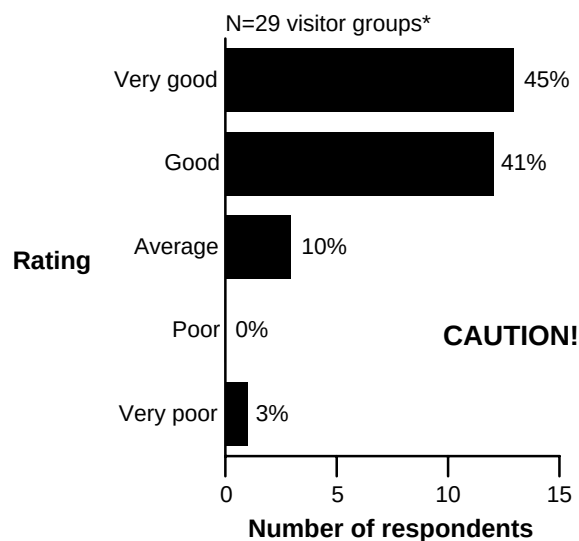


Figure 64: Quality of Daemonelix Trail

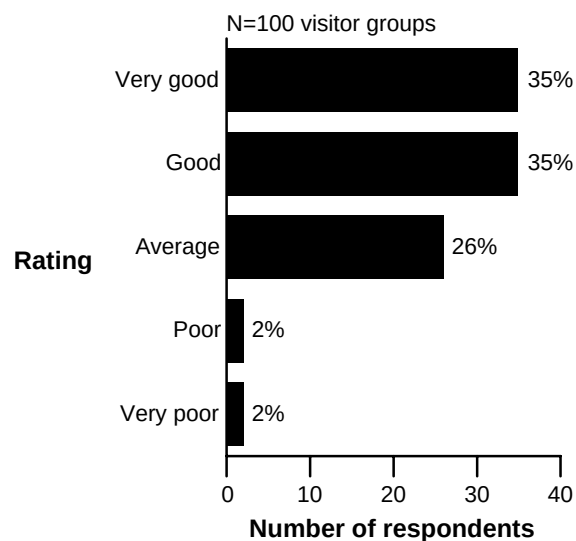


Figure 65: Quality of trailside exhibits

*total percentages do not equal 100 due to rounding

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

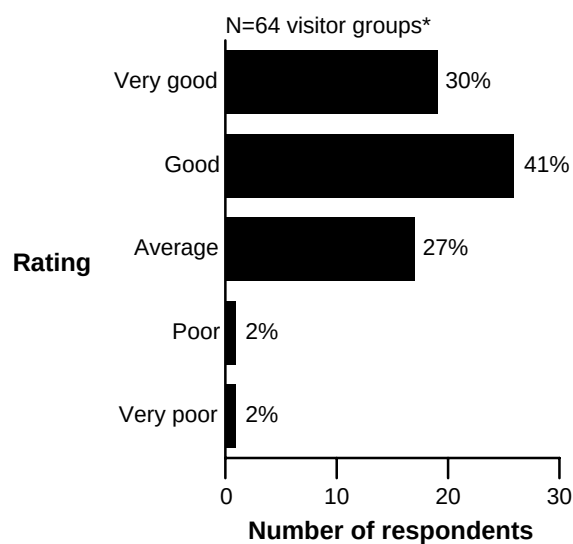


Figure 66: Quality of roadside exhibits

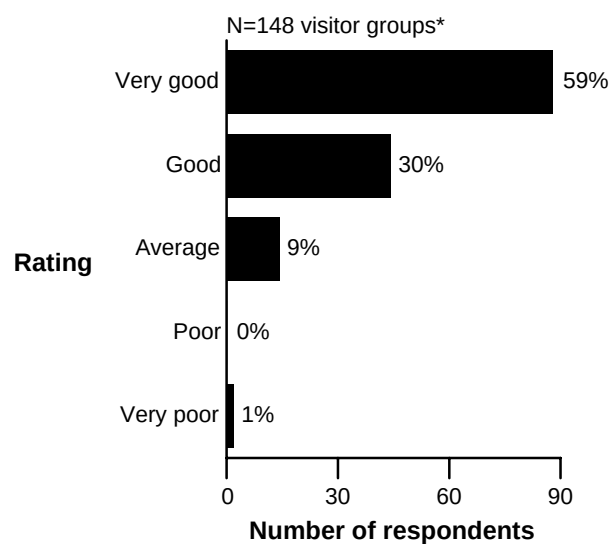


Figure 67: Quality of road

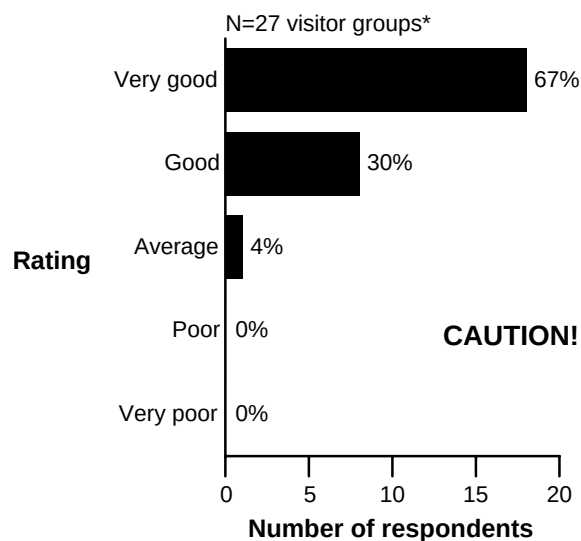


Figure 68: Quality of ranger-led walks/talks/hikes

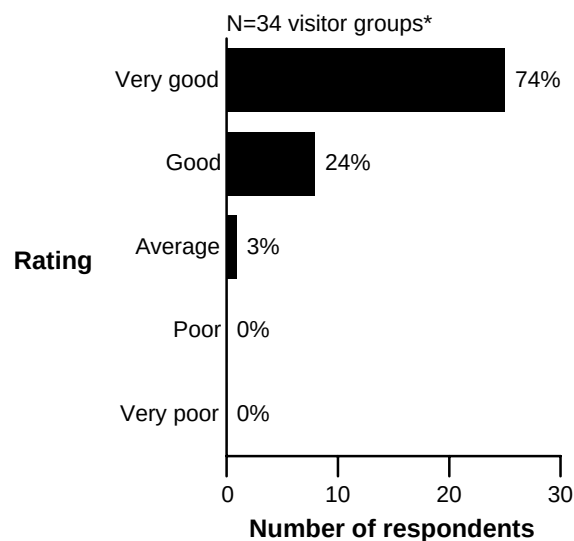


Figure 69: Quality of picnic area

*total percentages do not equal 100 due to rounding

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

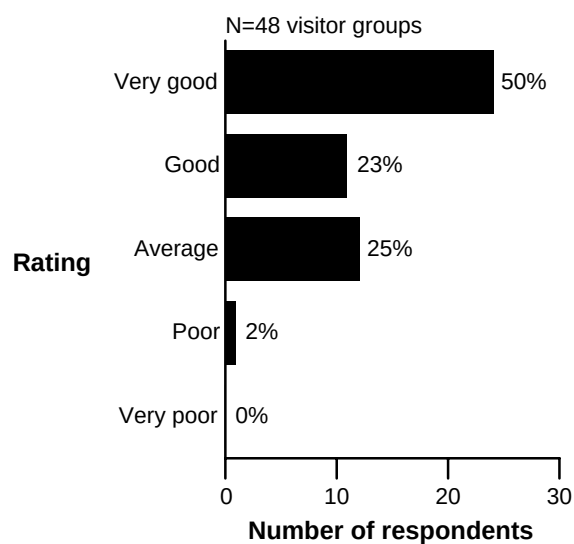


Figure 70: Quality of park website

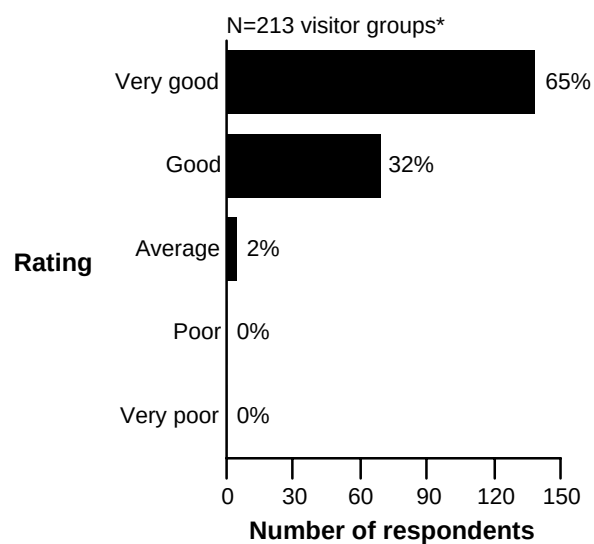


Figure 71: Quality of restrooms

*total percentages do not equal 100 due to rounding

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

Table 12: Visitor comments about services/facilities

N=57 comments

Service/facility	Comment
Assistance from visitor center staff	Helpful Knowledgeable Outstanding Helpful rangers Informative Polite Staff did not provide adequate information
Campsites	Need camping facility
Cook Collection of Indian artifacts exhibits	Exhibit closed Exhibit closed due to theft Some items missing
Daemonelix Trail	Trails closed
Fossil Exhibits in visitor center	Need more fossils Questionable signs
Fossil Hill Trail	Rest areas lack water and are too small Too far for elderly
Fossil Hills Trail	Wish for views of bone beds
Handicap Access	Doors need assist-open mechanism Handicap door broken Need wheelchair for trails
Hands-on items	Hands-on items nice
Hiking supplies	Need hiking supplies
Interactive fossil activity	Children loved it
Personnel	Friendly Helpful Excellent with children Knowledgeable Polite
Picnic area	Nicest park of this size
Ranger-led walks/talks/hikes	Excellent presentation Informative/interesting
Restrooms	Very clean
Road	Poor road
Sales items in visitor center bookstore	Informative Need drinks snacks Need fossil souvenirs for children Need more items for sale
Trails	Too hot Lacked interpretive information Lacked time to hike trails Long walk No real fossils Trails closed
Trailside exhibits	Exhibit closed Wished to see fossils in natural sites
Video	Excellent introduction

*total percentages do not equal 100 due to rounding

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

Table 12: Visitor comments about services/facilities
(continued)

Service/facility	Comment
Virtual Tours	Too hot for actual tour
Visitor center	Exhibit closed Small Very clean
Visitor Center Staff	Knowledgeable Courteous Extremely good Helpful Unhelpful
Website	Difficult to find information Helpful

*total percentages do not equal 100 due to rounding

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

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

- Figures 72 and 73 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/facilities were rated above average in importance and quality.

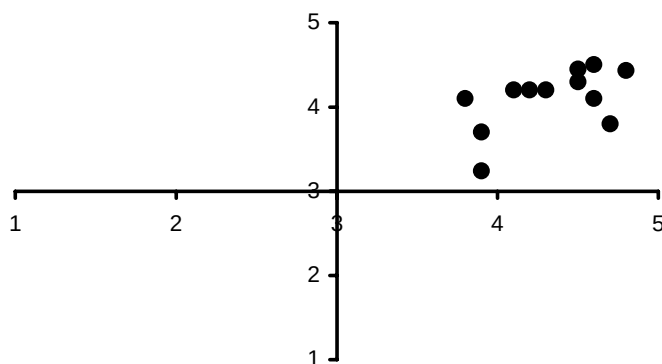


Figure 72: Mean scores of importance and quality ratings for visitor services/facilities

NOTE: The Cook Collection exhibit was closed following the theft of artifacts on the night of July 9, 2007 and remained closed during the rest of the survey. During this time, visitors could view photographs of the artifacts at the information desk and discuss them with the rangers.

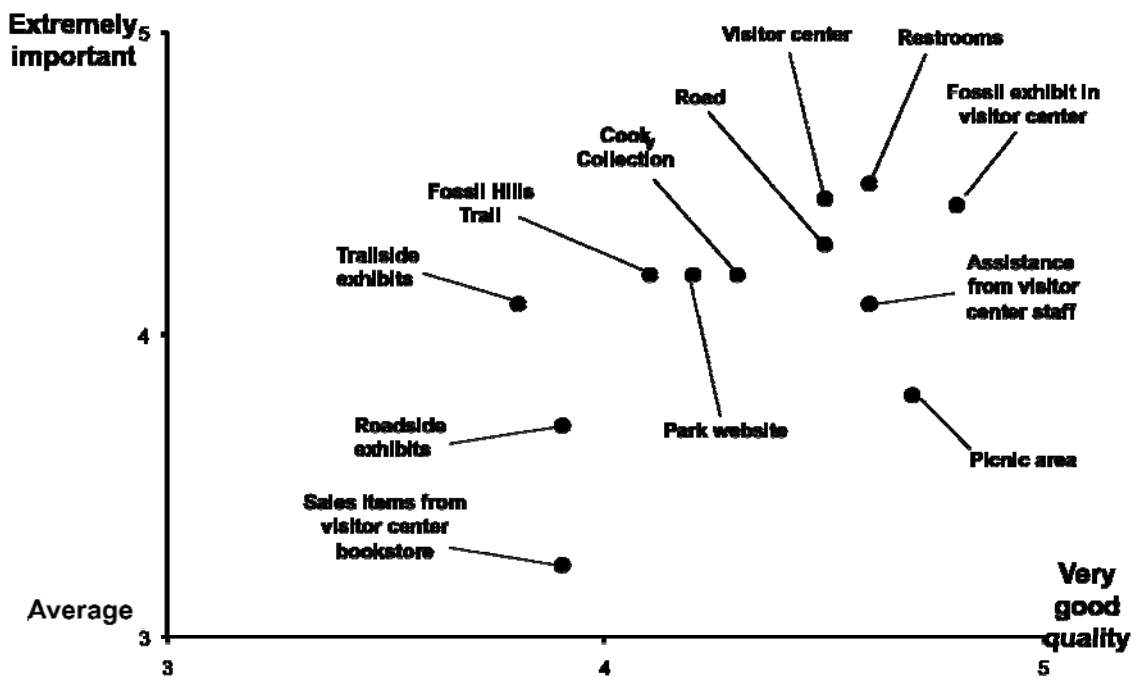


Figure 73: Detail of Figure 72

*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 park features/qualities

Question 18

On this trip, how important were the following features/qualities to you at Agate Fossil Beds?

Results

- As shown in Figure 74, the highest combined proportions of “extremely important” and “very important” ratings included:

82% See mammal fossils
66% Solitude
56% Recreational opportunities

- The attribute/resource that received the highest “not important” rating was:
24% Ranger-led programs
- Table 13 shows the importance ratings for park features/qualities as rated by visitor groups.

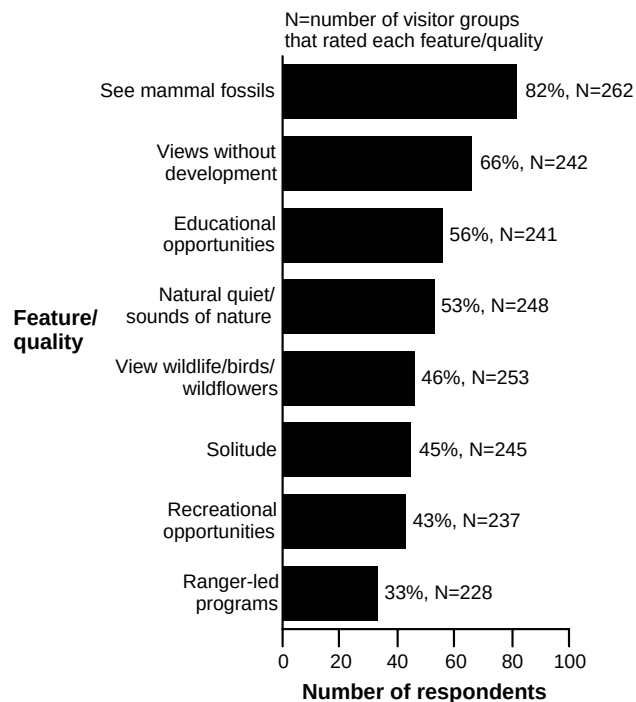


Figure 74: Combined proportions of "extremely important" and "very important" ratings for park features/ qualities

Table 13: Importance of park features/qualities*
N=number of visitor groups who rated each feature/quality

Feature/Quality	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
See mammal fossils	262	1	5	12	35	47
View wildlife/birds/wildflowers	253	7	15	32	32	14
Natural quiet/sounds of nature	248	10	13	24	32	21
Views without development	242	7	9	18	36	30
Solitude	245	13	15	27	27	18
Ranger-led programs	228	24	17	25	21	12
Educational opportunities	241	10	12	22	38	17
Recreational opportunities	237	19	14	23	26	17

*total percentages do not equal 100 due to rounding

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

Entrance fee increase

Question 10

In 2008, the entrance fee to visit Agate Fossil Beds NM will increase to \$10/vehicle (or \$5/person if traveling alone). In your opinion, how appropriate is the amount of the increased fee?

Results

- 66% of visitor groups indicated the amount of the fee increase was “about right” (see Figure 75).
- 33% felt the amount was “too high.”

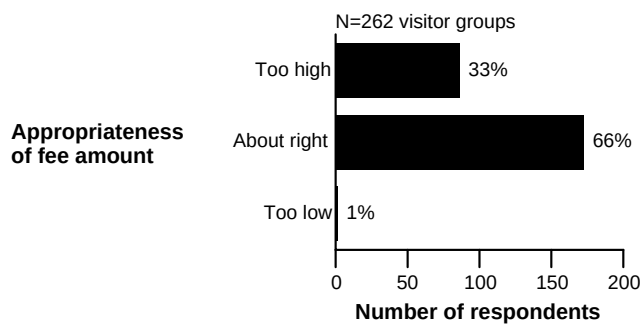


Figure 75: Appropriateness of increased entrance fee amount

*total percentages do not equal 100 due to rounding

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

Expenditures

Total expenditures inside and outside Agate Fossil Beds NM

Question 17a

For you and your group, please report all expenditures during this visit to Agate Fossil Beds NM and the surrounding area (within 100 miles, including Scottsbluff, Harrison, Crawford, Mitchell, Chadron, Lusk).

Results:

- 31% of visitor groups spent up to \$100 (see Figure 76).
- 32% spent \$101 to \$200.
- 34% spent more than \$201.
- The average visitor group expenditure was \$215.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$154.
- Average total expenditure per person (per capita) was \$77.
- As shown in Figure 77, the largest proportions of total expenditures inside and outside the park were:

33% Lodge, hotel, motel, cabins
20% Gas and oil
16% Restaurant and bars

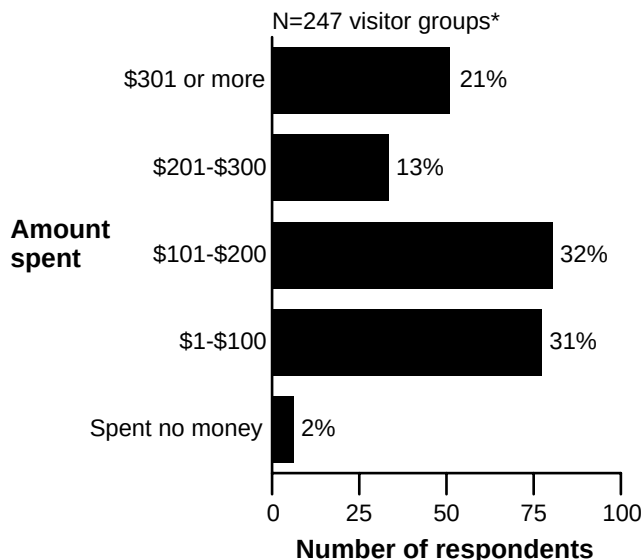


Figure 76: Total expenditures in and outside the park

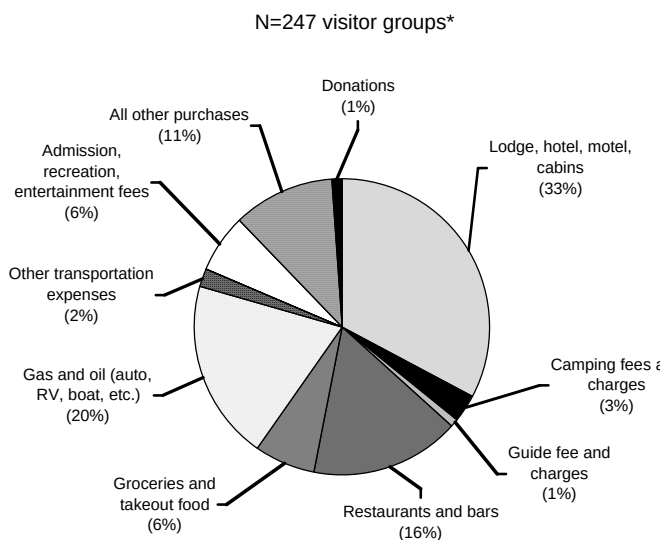


Figure 77: Proportions of total expenditures in and outside the park

*total percentages do not equal 100 due to rounding

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

Number of adults covered by expenditures

Question 17c

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

Results

- 72% of visitor groups had two adults covered by expenditures (see Figure 78).
- 19% had three or more adults.

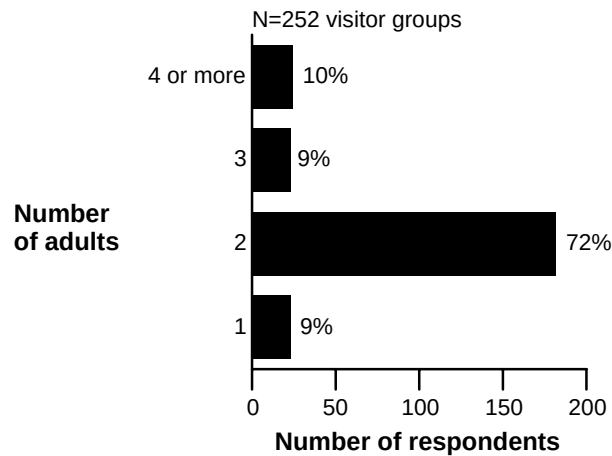


Figure 78: Number of adults covered by expenditures

Number of children covered by expenditures

Question 17c

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

Results

- 44% of visitor groups had two children covered by expenditures (see Figure 79).
- 32% had one child covered by expenditures.
- 24% had three or more children covered by expenditures.

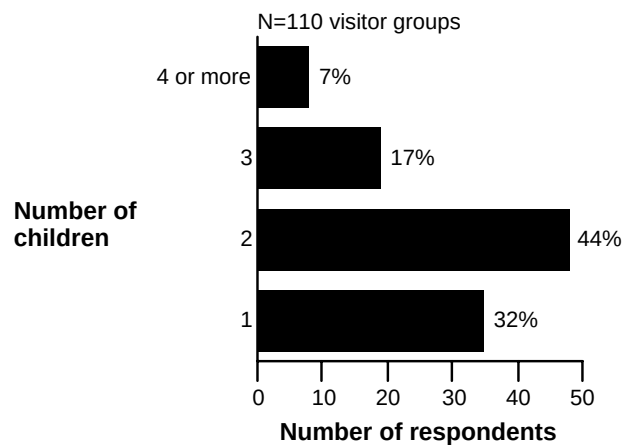


Figure 79: Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

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

Total expenditures inside Agate Fossil Beds NM

Question 17a

For you and your group, please report all expenditures inside Agate Fossil Beds NM during this visit.

Results:

- 59% spent up to \$25 inside the park (see Figure 80).
- 17% of visitor groups spent no money.
- 24% spent over \$25.
- The average visitor group expenditure inside the park was \$18.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$10.
- Average total expenditure per person (per capita) was \$8.
- As shown in Figure 81, the largest proportions of total expenditures inside the park were:

64% All other purchases
30% Admission, recreation,
entertainment fees

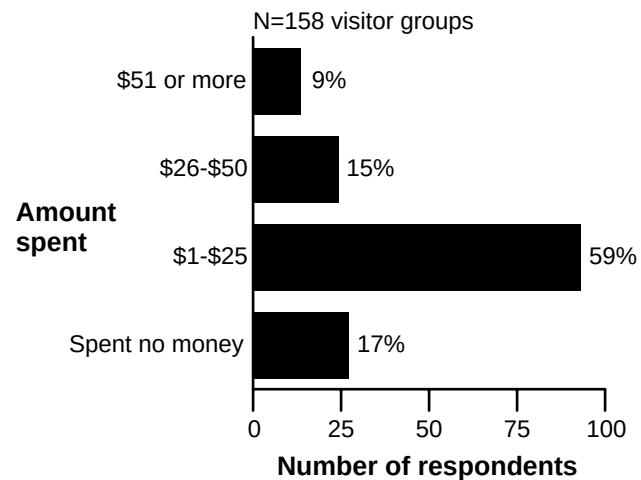


Figure 80: Total expenditures inside the park

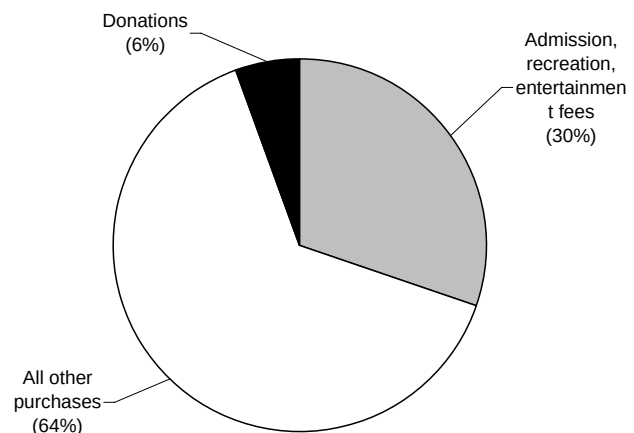


Figure 81: Proportions of total expenditures in the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, entertainment fees

- 54% of visitor groups spent \$1 to \$10 on admission, recreation or entertainment fees in the park (see Figure 82).
- 35% spent no money.

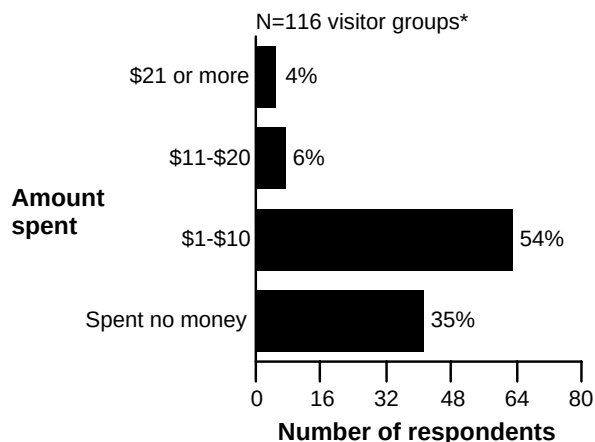


Figure 82: Expenditures for admission, recreation, entertainment fees inside the park

All other purchases

- 39% of visitor groups spent no money on other purchases such as souvenirs, books, sporting goods, clothes, etc., inside the park (see Figure 83).
- 24% spent up to \$1 to \$10.

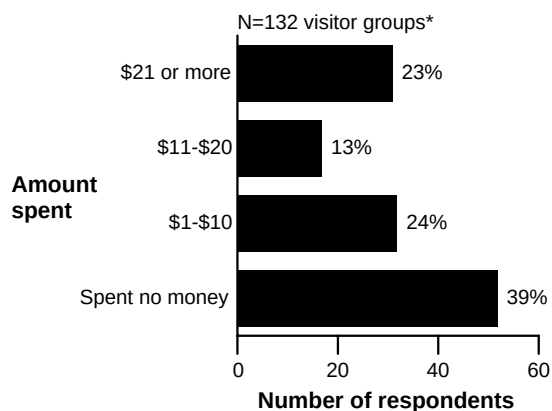


Figure 83: Expenditures for other purchases inside the park

Donations

- 78% of visitor groups did not spend any money on donations in the park (see Figure 84).
- 20% spent \$1 to \$10.

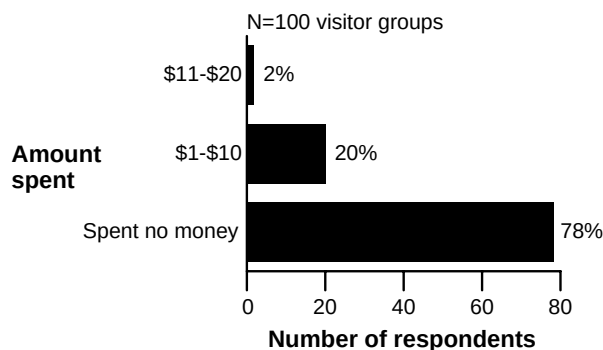


Figure 84: Expenditures for donations inside the park

*total percentages do not equal 100 due to rounding

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

Total expenditures outside Agate Fossil Beds NM

Question 17b

For you and your group, please report all expenditures in the area outside the park (within 100 miles).

Results:

- 33% of visitor groups spent \$101 to \$200 (see Figure 87).
- 32% spent \$201 or more.
- The average visitor group expenditure was \$208.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$150.
- Average total expenditure per person (per capita) was \$77.
- As shown in Figure 86, the largest proportions of total expenditures outside the park were:
 - 33% Lodge, hotel, motel, cabin.
 - 20% Gas and oil
 - 16% Restaurants and bars

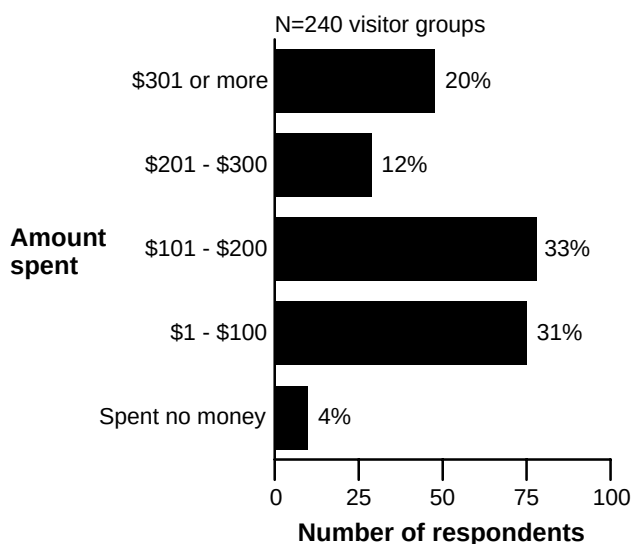


Figure 85: Total expenditures outside the park

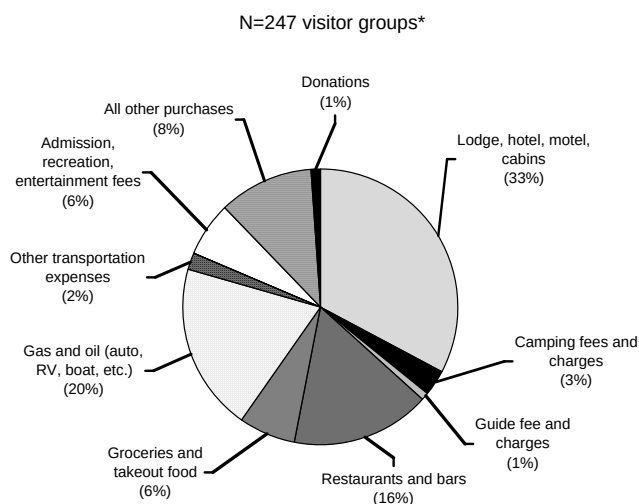


Figure 86: Proportion of total expenditures outside the park

*total percentages do not equal 100 due to rounding

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

Lodge, hotel, motel, cabin, etc.

- 43% of visitor groups spent up to \$100 on lodging outside the park (see Figure 87).
- 31% of visitor groups did not spend any money.
- 26% spent \$101 or more.

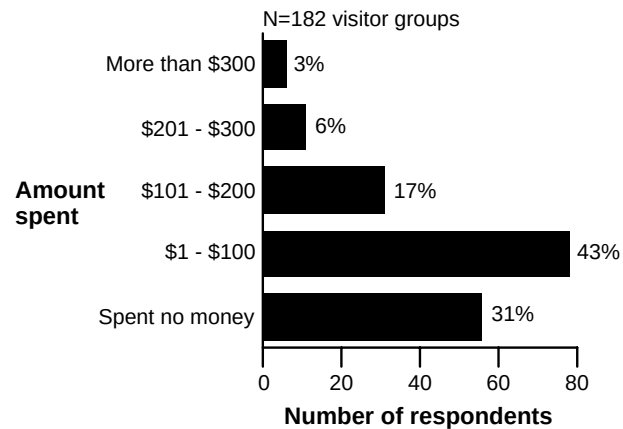


Figure 87: Expenditures for lodging outside the park

Camping fees and charges

- 61% of visitor groups did not spend any money on camping outside the park (see Figure 88).
- 21% spent \$1 to \$25.
- 18% spent \$26 or more.

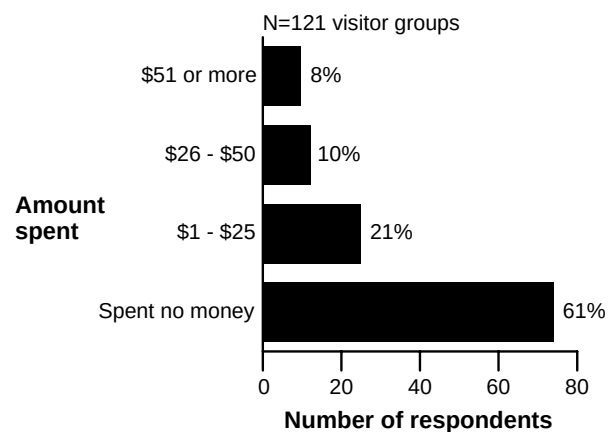


Figure 88: Expenditures for camping fees and charges outside the park

Guide fees and charges

- 87% of visitor groups did not spend any money on guide fees (see Figure 89).

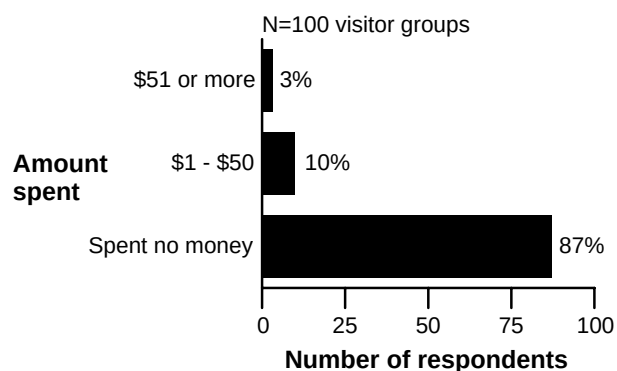


Figure 89: Expenditures for guide fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

Restaurants and bars

- 63% of visitor groups spent \$1 to \$50 on restaurants and bars outside the park (see Figure 90).
- 21% spent \$51 or more.
- 15% did not spend any money

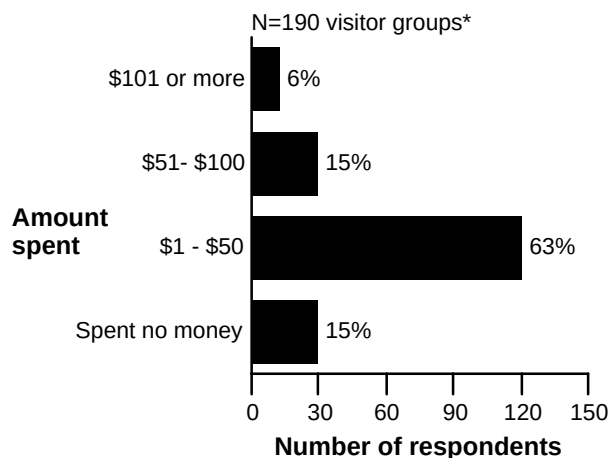


Figure 90: Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 41% of visitor groups spent \$1 to \$25 on groceries and takeout food (see Figure 91).
- 33% of visitor groups did not spend any money
- 26% spent \$26 or more.

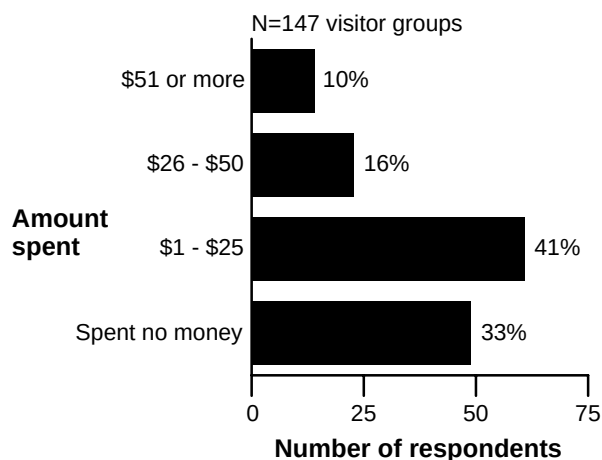


Figure 91: Expenditures for groceries and takeout food outside the park

*total percentages do not equal 100 due to rounding

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

Gas and oil

- 86% of visitor groups spent \$1 to \$100 on gas and oil outside the park (see Figure 92).
- 7% spent no money.

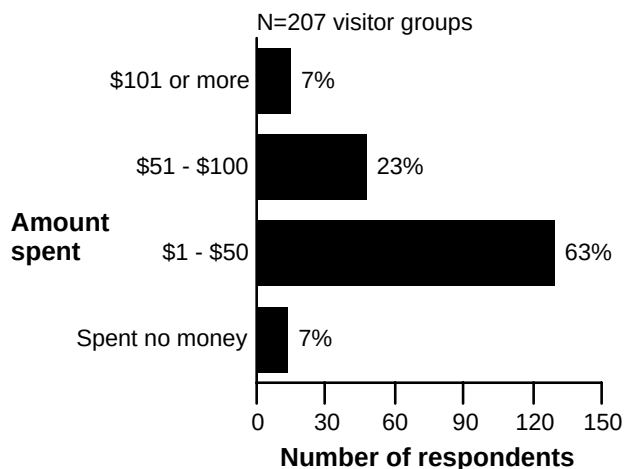


Figure 92: Expenditures for gas and oil outside the park

Other transportation expenses

- 89% spent no money on other transportation outside the park (see Figure 93).
- 7% spent \$1 to \$50.

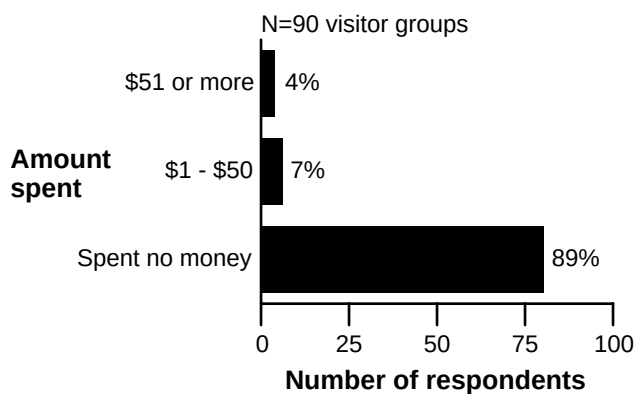


Figure 93: Expenditures for other transportation expenses outside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, and entertainment fees

- 44% of visitor groups spent \$1 to \$25 on admission/recreation fees outside the park (see Figure 94).
- 36% did not spend any money.
- 20% spent \$26 or more.

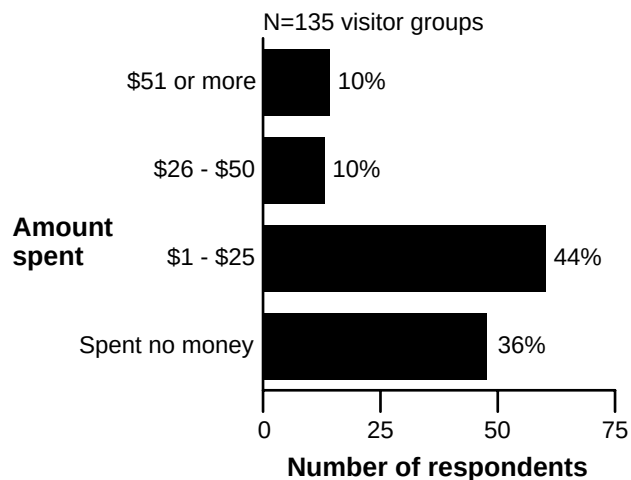


Figure 94: Expenditures for admission/ recreation fees outside the park

All other purchases (souvenirs, books, clothing, etc.)

- 38% of visitor groups did not spend any money on other purchases outside the park (see Figure 95).
- 30% spent \$1 to \$25.
- 32% spent \$26 or more.

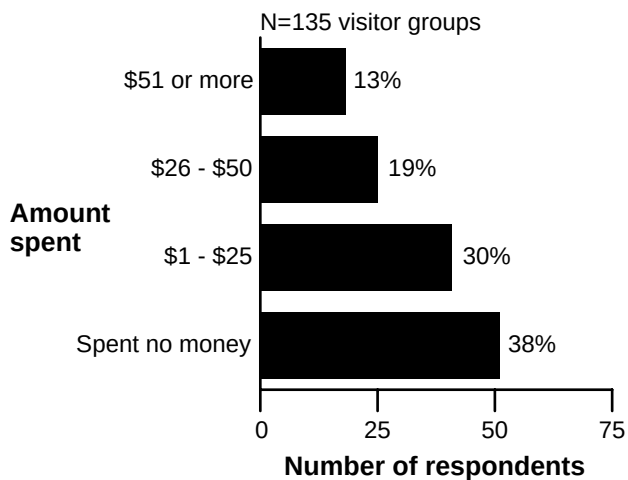


Figure 95: Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

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

Donations

- 83% of visitor groups did not spend any money on donations outside the park (see Figure 96).
- 14% spent up to \$20.

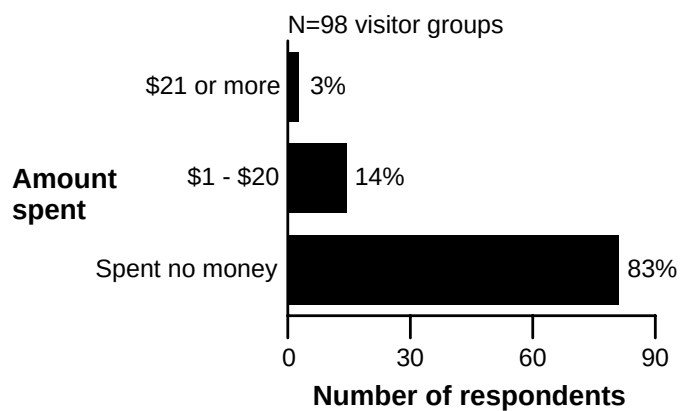


Figure 96: Expenditures for donations outside the park

*total percentages do not equal 100 due to rounding

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

Preferences for future visit

Topics learned

Question 13a

During this visit to Agate Fossil Beds NM, did you and your personal group learn about the following topics?

Results

- As shown in Figure 97, the topics that most groups learned on this visit were:

96% Mammal fossils
57% American Indian history/culture

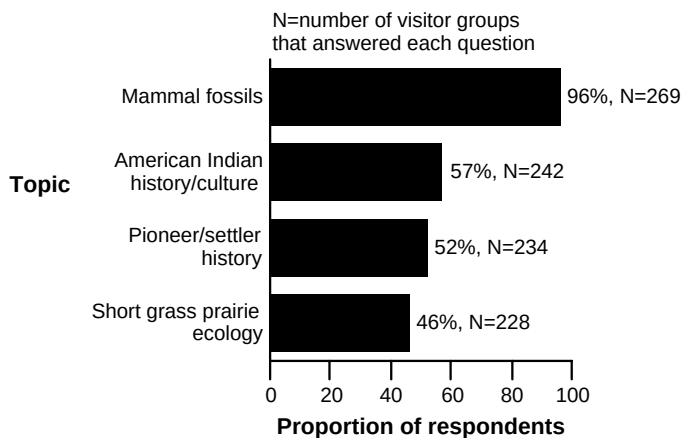


Figure 97: Topics learned this visit

Question 13b

Next, would you and your personal group be interested in learning about each topic during a future visit to Agate Fossil Beds NM?

Results

- As shown in Figure 98, the topics that most groups were interested in on a future visit were:

87% Mammal fossils
85% American Indian history/culture
83% Pioneer/settler history

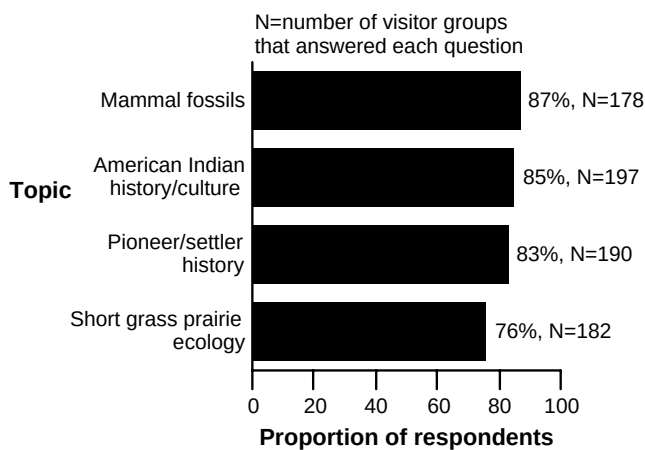


Figure 98: Topics for future visit

*total percentages do not equal 100 due to rounding

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

Question 13c

Please list any additional topics you and your personal group are interested in learning about at Agate Fossil Beds NM (open-ended).

Results

55% of visitor groups (N=196) responded to this question (see Table 14).

Table 14: Additional topics for future visit
N=55 comments

Topic	Number of times mentioned
Geology	6
Cook Collection	5
Fossils in natural setting	3
Fossil digs/sites	3
Fossils	2
Indian/Cook history	2
Native American culture	2
Origin of park name	2
Ranch life	2
How to find a fossil and construct a mammal skeleton	2
Where bones are now	2
Wildlife	2
Cattle	1
Current research	1
Dinosaurs	1
Geomorphology	1
Interpretation from biblical and evolutionary viewpoint	1
How to help park	1
How water use (past and present) affects ecology	1
Intelligent design	1
Layering at dig site	1
Life on the plains	1
Origin of volcanic ash	1
Other unexcavated fossil deposits in area	1
Pangaea	1
Prairie ecology	1
Quarry history	1
See wagon ruts	1
Short grass	1
Virtual tour	1
Visit Cook's Cabin	1
Weather patterns	1
Why park was closed	1

*total percentages do not equal 100 due to rounding

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

Learning on future visit

Question 28

On a future visit, how would you and your group prefer to learn about cultural and natural history/features of Agate Fossil Beds NM?

Results

- 93% of visitor groups would be interested in learning about the park (see Figure 99).

- Figure 100 shows visitors' most preferred methods of learning on a future visit, including:

58% Ranger-led activities
57% Participate in fossil dig
54% Self-guided tours

- "Other" methods (8%) included:

Additional trails with exhibits on geology, flora, fauna
Artist in residence
Hikes
Hopefully, return of the Cook artifacts
In-depth grassland exhibit
Junior Ranger
More interactive activities for children
Need to promote Cook Collection
Ranch Tour
Short tales about the area and the discoveries
To see fossils in their original places even if fake
Hike trail in May/June
Will return if Cook Exhibit is open

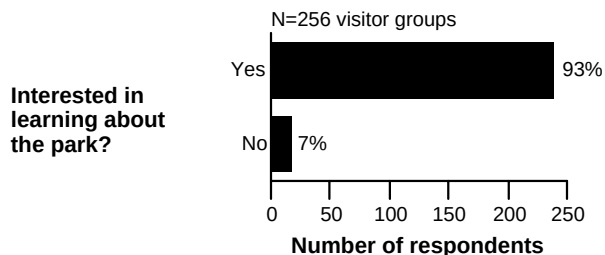


Figure 99: Interest in learning about the park

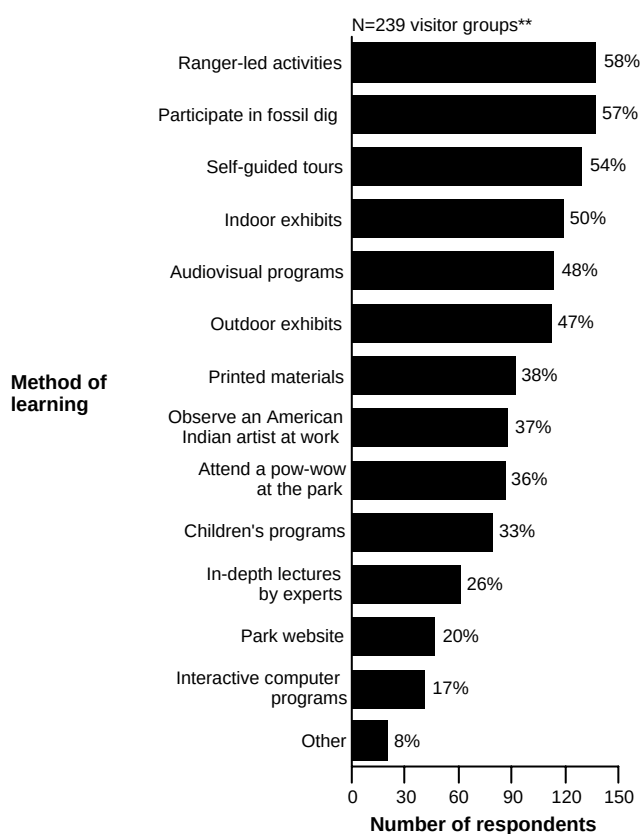


Figure 100: Preferred methods of learning

*total percentages do not equal 100 due to rounding

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

Overall Quality**Question 16**

Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your group at Agate Fossil Beds NM during this visit?

Results

- 87% of visitor groups rated the overall quality as “very good” or “good” (see Figure 101).
- 3% rated the overall quality as “very poor” or “poor.”

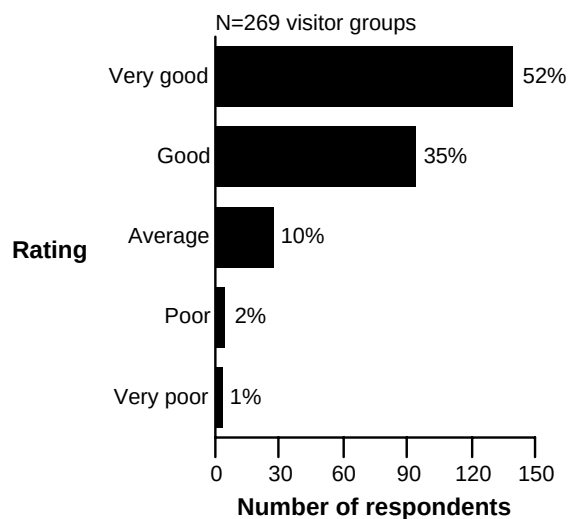


Figure 101: Overall quality of visitor facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comments

What visitors liked most

Question 26a

What did you and your group like most about your visit to Agate Fossil Beds NM?

Results

- 90% of visitor groups (N=245) responded to this question.
- Table 15 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 15: What visitors liked most

N=382 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers	6
Friendly	5
Great	3
Staff	3
Helpful	2
Knowledgeable	2
Other comments	3
INTERPRETIVE SERVICES	
Exhibits	32
Movie	32
Fossil exhibits	20
Visitor center	19
Hiking Fossil Hills Trail	11
Interactive video on trails	8
Cook exhibit/collection	7
Seeing fossils	7
Learning about fossils	6
Mammal fossil display	6
Indian collection	5
Junior Ranger program	5
Walking trail	5
Young male ranger's program	5
Diorama	4
Ranger-led programs	4
Daemonelix Trail	3
Fossil collection	3
History of the area	3
Interactive monitor	3
Hands on items	2
Learning history of the area	2
Red Cloud exhibit	2

Other comments	37
----------------	----

Table 15: What visitors liked most
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE	
Trails	13
New walkway	3
Other comments	4
POLICIES/MANAGEMENT	
Comment	1
RESOURCE MANAGEMENT	
Fossils	20
Mammal fossils	6
Vistas	3
Corkscrew	2
Corkscrew burrow	2
Corkscrew fossil	2
Fossil casts	2
Rabbits	2
Wildlife	2
Other comments	18
GENERAL COMMENTS	
Hiking	7
Solitude	6
Setting	5
Experiencing the monument	4
Remoteness	4
Scenery	4
Beautiful	3
Nature	3
Clean	2
Everything	2
Other comments	7

What visitors liked least

Question 26b

What did you and your group like least about your visit to Agate Fossil Beds NM?

Results

- 80% of visitor groups (N=219) responded to this question.
- Table 16 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 16: What visitors liked least
N=262 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Lack of guidance by rangers	3
Other comments	3
INTERPRETIVE SERVICES	
Few fossils in natural setting	6
Visitor center closed	5
Closed exhibits	4
No fossil views/exhibits on hill	4
Evolution-biased interpretation	3
Lack of selection in gift shop	3
Website lacks information	3
Fake fossils	2
No patch	2
Other comments	11
FACILITIES/MAINTENANCE	
Closed trails	13
Long trail	8
Closed Daemonelix Trail	3
No camping area	3
Other comments	6
POLICY/MANAGEMENT	
High cost	4
Filling out this survey	3
Couldn't take fossil pieces with us	2
RESOURCE MANAGEMENT	
Not seeing fossils embedded in the ground after hike	4
Other comments	4

Table 16: What visitors liked least
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Cook Collection was closed	59
Heat	45
Nothing to dislike	27
Lack of time	11
Bugs	3
Lack of food/beverages	3
Weather	3
Difficulty hiking trails	2
Most was closed	2
Not much to see	2
Other comments	6

Advice to friends and relatives

Question 27

What advice would you give to friends and relatives who might visit Agate Fossil Beds NM?

Results

- 78% of visitor groups (N=213) responded to this question.
- Table 17 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 17: Advice for friends and relatives
N=274 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Should visit the site	47
Visit in cooler weather/seasons	32
Bring water	27
Allow enough time	15
Bring food	13
Arrive early to be outside in cool morning hours	12
Hike trails	10
Call ahead to make sure all exhibits are open	8
Do not visit	7
Wear good walking shoes	7
Allow enough time to walk the trail	6
Watch for rattlesnakes	5
Bring a hat	4
Bring sunscreen	4
Call ahead	4
Find out about ranger led activities	4
Get gasoline before you go	4
Allow an entire day to visit	3
Bring umbrellas for shade	3
Allow more than one hour	2
Be able to walk	2
Be able to walk 2 or more miles	2
Be prepared for hot weather	2
Bring bug spray	2
Call ahead to check on trails under construction	2
Look at exhibits	2
Only plan on spending 2 hours there	2
Prepare for weather	2
Visit if you like fossils	2
Wait until Cook exhibit and trails are open	2
Other comments	37

Planning for the future

Question 29

If you were a manager planning for the future of Agate Fossil Beds NM, what would you propose?

Results

- 52% of visitor groups (N=143) responded to this question.
- Table 18 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 18: Planning for the future
N=214 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comment	1
INTERPRETIVE SERVICES	
Offer opportunities for visitors to participate in a dig	11
Advertise site	10
More fossils	9
More ranger-led programs	7
Fossil exhibit in natural setting (in situ)	6
More outdoor exhibits	4
Children's programs	3
Continue and expand on what you are doing	3
Hands on displays	3
More audiovisuals	3
More interactive exhibits	3
More sites along trail	3
Add more indoor exhibits	2
Allowing visitors to watch archeologists at work	2
Expand exhibit space	2
More ranching information	2
More selection at gift shop/bookstore	2
More video explanations	2
Provide ranger to answer questions after film	2
Provide schedule of daily programs	2
Other comments	61

Table 18: Planning for the future
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE	
Golf cart transportation to fossil site	8
Campground	7
More walking trails	4
Up-to-date security system to prevent future break-ins	4
Better restrooms	2
Other comments	13
POLICIES/MANAGEMENT	
Do not make it too commercialized	3
Change misleading name	2
Other comments	9
RESOURCE MANAGEMENT	
Comments	7
GENERAL COMMENTS	
Keep it as is	4
Keep up the good work	2
Limit development	2
Other comments	4

Additional comments

Question 30

Is there anything else you and your personal group would like to tell us about your visit to Agate Fossil Beds NM?

Results

- 46% of visitor groups (N=125) responded to this question.
- Table 19 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 19: Additional comments
N=206 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Helpful	12
Friendly	9
Nice	7
Knowledgeable	5
Informative	4
Enthusiastic	2
Other comments	4
INTERPRETIVE SERVICES	
Good exhibits	4
Provide more ranger-led programs	3
Visitor center was nice	3
Bookstore materials outstanding	2
Excellent ranger presentation	2
Fossil digs are needed	2
Interesting/informative	2
Junior Ranger program was great	2
Learned new things	2
Other comments	22
FACILITIES/MAINTENANCE	
Clean	3
Disappointed that Daemonelix Trail was closed	3
Well maintained park	2
Other comments	11
POLICIES/MANAGEMENT	
Comments	8

Table 19: Additional comments
(continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Comments	5
GENERAL COMMENTS	
Enjoyed visit	33
Disappointed the Cook Collection was closed	11
Deeply saddened by the theft	4
Interesting/informative	4
Make survey shorter	4
Better than expected	3
Disappointed about closed visitor center	3
Wish I could stay longer	3
Hope you recovered stolen artifacts	2
Keep up the good work	2
Monument is really out of the way	2
Other comments	16

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • Aware that park collection includes Cook Collection of American Indian artifacts? • Obtained information about park prior to visit? • Sources of information used prior to visit • Received needed information? • Primary reason for visiting park area • Reasons for visiting park • Communities in which support services were obtained • Able to obtain services needed? • Other sites visited in the area • Stay overnight in park area? • Number of nights in area • Type of lodging used • Adequacy of directional signs • Length of visit - hours • Appropriateness of entrance fee increase • Visit park bookstore? • Able to find desired sales items? | <ul style="list-style-type: none"> • Expected activities • Activities on this visit • Topics learned this visit • Topics for future visit • View visitor center exhibits? • Exhibit objects interesting? • Exhibit text length appropriate? • Exhibit lighting adequate? • Services/facilities used • Importance of services/facilities • Quality of services/facilities • Overall quality of facilities, services, recreational opportunities • Expenditures inside park • Expenditures outside park • Number of adults covered by expenditures • Number of children covered by expenditures • Importance of park features/qualities • With commercial group? • With school/educational group? | <ul style="list-style-type: none"> • With other organized group? • Group type • Group size • Number of vehicles • Number of entries • Visitor age • State of residence • Country of residence • Number of visits in lifetime • Respondent gender • Visitor ethnicity • Visitor race • Physical condition that limited visitor access/participation? • Activities/services that were difficult to access • Type of physical condition • Interested in learning about the park? • Interpretive programs/information services preferred for future visit |
|---|--|--|

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
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There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

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

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

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

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 1 shows no significant difference in group type. As shown in Table 2, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the preserve. Thus, a 5-year difference in average age between respondents and non-respondents is an acceptable justification. Therefore, non-response bias is judged to be insignificant.

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- Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU website. 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
24. Lincoln Home National Historic Site

1989 (continued)

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)
- 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)

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

Visitor Services Project Publications (continued)**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. Catoclin 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
- 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

2004 (continued)

- 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
- 164. San Francisco Maritime National Historical Park
- 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)

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)
- 186.1. Glen Canyon National Recreation Area (spring)
- 186.2. Glen Canyon National Recreation Area (summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post National Historic Site
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument

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.

NPS D-47



May 2008
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