

Badlands National Park Visitor Study



**The
Visitor Services
Project**

**United States Department of the Interior****NATIONAL PARK SERVICE**

Badlands National Park
P.O. Box 6
Interior, South Dakota 57750

IN REPLY REFER TO:

August, 2000

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Badlands National Park. This will assist us in our efforts to better develop, manage and protect the park in order to serve you, the visitor.

This survey is particularly timely since we are revising the General Management Plan, which will guide the management of Badlands for the next ten to fifteen years. Your thoughts and experiences are crucial to the usefulness of this plan.

This questionnaire is only being given to a select number of visitors, so your participation is very important! Completing it should only take a few minutes of your time after your visit.

When your visit is over, please fill out the questionnaire, seal it with the sticker provided on the last page and drop it in any U.S. mailbox.

If you have any questions about the survey, please contact Margaret Littlejohn, VSP Coordinator, Cooperative Park Studies Unit, College of Natural Resources, University of Idaho, Moscow, Idaho 83844-1133, email: littlej@uidaho.edu.

We appreciate your help, and hope your visit has truly been a memorable one.

Sincerely,

William R. Supernaugh
Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a few minutes. When you have completed the questionnaire, please seal it with the sticker provided and drop it in any U.S. mailbox. We appreciate your help.

PRIVACY ACT and PAPERWORK REDUCTION ACT statement: 16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your group on the questionnaire. Data collected through visitor surveys may be disclosed to the Department of Justice when relevant to litigation or anticipated litigation, or to appropriate Federal, State, local or foreign agencies responsible for investigating or prosecuting a violation of law. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 12 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to the Office of Information and Regulatory Affairs of OMB, Attention Desk Officer for the Interior Department, Office of Management and Budget, Washington, D.C. 20503; and to the Information Collection Clearance Officer, WASO Administrative Program Center, National Park Service, 1849 C Street, N.W., Washington, D.C. 20240.

PLEASE GO ON TO THE NEXT PAGE ➡

YOUR VISIT TO BADLANDS NATIONAL PARK

1. a) **Prior to this trip**, how did you and your group obtain information about Badlands National Park? Please check () **all** that apply.
- b) On future trips to Badlands National Park, what sources would you and your group prefer to use to obtain information in planning your visit?
- _____ RECEIVED NO INFORMATION PRIOR TO VISIT → **GO ON TO QUESTION 2**

Prior to this visit?

Prior to future visits?

- | | |
|---|-------|
| _____ PREVIOUS VISIT(S) | _____ |
| _____ FRIENDS/ RELATIVES | _____ |
| _____ TRAVEL GUIDE/ TOUR BOOK | _____ |
| _____ STATE/ LOCAL WELCOME CENTER | _____ |
| _____ TELEVISION/ RADIO PROGRAMS | _____ |
| _____ TELEPHONE INQUIRY TO PARK | _____ |
| _____ WRITTEN INQUIRY TO PARK | _____ |
| _____ NEWSPAPER/ MAGAZINE ARTICLES | _____ |
| _____ INTERNET/ WEB SITE (www.nps.gov/badl) | _____ |
| _____ WORD OF MOUTH | _____ |
| _____ HIGHWAY SIGNS | _____ |
| _____ OTHER (Please specify:
_____) | _____ |

2. How did this visit to Badlands National Park fit into your travel plans? Please check () **only one**.

- _____ BADLANDS NP WAS THE PRIMARY DESTINATION
- _____ BADLANDS NP WAS ONE OF SEVERAL DESTINATIONS
- _____ BADLANDS NP WAS NOT A PLANNED DESTINATION

3. On this trip, which other destinations have you and your group visited or do you plan to visit? Please check () **all** that apply.

YELLOWSTONE NATIONAL PARK
 MT. RUSHMORE NATIONAL MEMORIAL
 WALL DRUG
 WOUNDED KNEE
 NATIONAL GRASSLANDS
 BLACK HILLS NATIONAL FOREST
 PRAIRIE HOMESTEAD
 DEVILS TOWER NATIONAL MONUMENT
 GRAND TETON NATIONAL PARK
 ROCKY MOUNTAIN NATIONAL PARK
 WIND CAVE NATIONAL PARK/ JEWEL CAVE NATIONAL MONUMENT
 CUSTER STATE PARK
 PINE RIDGE INDIAN RESERVATION

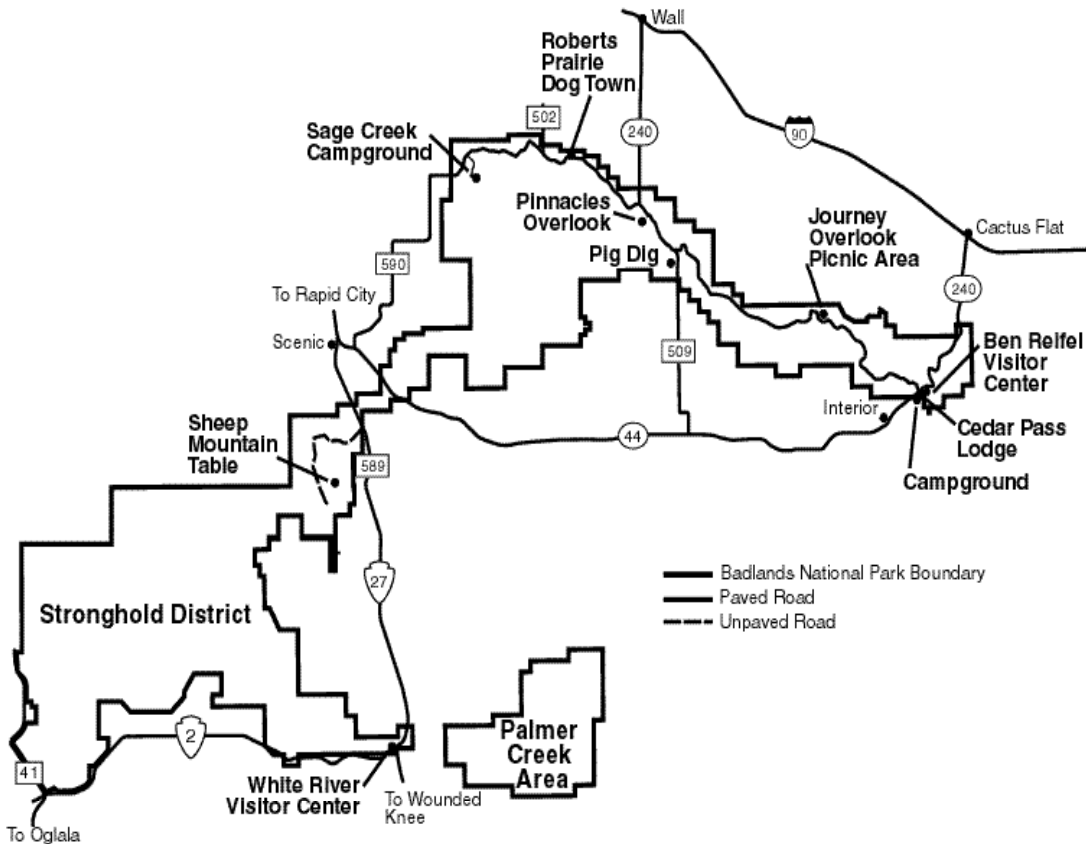
4. On the list below, please check () **all** of the activities that you and your group participated in at Badlands National Park during this trip.

VIEW SCENERY
 VIEW ROADSIDE EXHIBITS
 VISIT VISITOR CENTER(S)
 CAMP IN CAMPGROUND
 CAMP IN BACKCOUNTRY
 STAY IN OVERNIGHT LODGING
 ATTEND RANGER-LED PROGRAM
 MOTORCYCLE TOURING
 HIKE ON MAINTAINED TRAIL
 PICNIC
 HORSEBACK RIDE IN PARK
 BICYCLE
 NATURE STUDY (fossils/ geology/ plants/ animals)
 VISIT CEDAR PASS LODGE
 OTHER (Please specify: _____)

PLEASE GO ON TO THE NEXT PAGE ➔

5. During this trip, which of the following places in Badlands National Park did you and your group visit? Use the map below to help you locate the places. Please check () **all** that apply.

- _____ SAGE CREEK CAMPGROUND
 _____ ROBERTS PRAIRIE DOG TOWN
 _____ PINNACLES OVERLOOK
 _____ "PIG DIG" (paleontological site)
 _____ JOURNEY OVERLOOK PICNIC AREA
 _____ CEDAR PASS LODGE
 _____ BEN REIFEL VISITOR CENTER
 _____ SHEEP MOUNTAIN TABLE
 _____ WHITE RIVER VISITOR CENTER



6. During this trip, how much time did you and your group spend at Badlands National Park?

If **less** than 24 hours: _____ NUMBER OF HOURS (Please list partial hours as 1/4, 1/2, 3/4)

If 24 hours **or more**: _____ NUMBER OF DAYS (Please list partial days as 1/4, 1/2, 3/4)

7. a) Please check () **all** of the following trails that you hiked in Badlands National Park on this visit. Please use the map below to help you identify the trails you hiked.

- | | |
|----------------------------|-------------------------|
| _____ FOSSIL EXHIBIT TRAIL | _____ CLIFF SHELF TRAIL |
| _____ SADDLE PASS TRAIL | _____ NOTCH TRAIL |
| _____ CASTLE TRAIL | _____ WINDOWS TRAIL |
| _____ MEDICINE ROOT TRAIL | _____ DOOR TRAIL |



b) What is your opinion about the number of trails in Badlands National Park? Please check () **only one**.

- _____ TOO MANY _____ ABOUT RIGHT _____ TOO FEW

c) What is your opinion about the locations of the trails in Badlands National Park? Please check () **only one**.

- _____ CURRENT TRAIL LOCATIONS ADEQUATE
 _____ ADD NEW TRAILS IN DIFFERENT LOCATIONS
 _____ OTHER (Please specify: _____)

PLEASE GO ON TO THE NEXT PAGE ➡

8. a) On this trip, did you and your group stay overnight away from home within a 1-hour drive of Badlands National Park?

_____ YES _____ NO → **GO ON TO QUESTION 9**

- b) Please list the number of nights you and your group stayed.

NUMBER OF NIGHTS IN PARK _____

NUMBER OF NIGHTS OUTSIDE PARK (within 1-hour drive) _____

- c) In what type of lodging did you and your group spend the night(s)? Please check () on the left for inside the park and on the right for outside the park.

(√) INSIDE PARK _____ **OUTSIDE PARK (√)**

_____ LODGE, MOTEL, CABIN, RENTED CONDO/ HOME, B&B _____

_____ CAMPGROUND/ TRAILER PARK _____

_____ BACKCOUNTRY CAMPSITE _____

_____ SEASONAL RESIDENCE _____

_____ RESIDENCE OF FRIENDS OR RELATIVES _____

_____ OTHER _____

(Please specify: _____)

- d) During your stay in the area, how many times did you and your group enter the park ?

NUMBER OF TIMES YOU ENTERED THE PARK _____

9. a) On this trip, where did you and your group spend the night **prior to arriving** at Badlands National Park?

TOWN/ CITY _____ STATE _____

- b) On this trip, where did you and your group spend the night **after** leaving Badlands National Park?

TOWN/ CITY _____ STATE _____

10. On this trip, what kind of **personal** group (not tour/ school group) were you with? Please check () only **one**.

_____ ALONE _____ FAMILY
 _____ FRIENDS _____ FAMILY AND FRIENDS
 _____ OTHER (Please specify: _____)

11. On this visit, how many people were in your **personal** group (not school/ tour group), including yourself?

_____ NUMBER OF PEOPLE

12. On this visit, were you and your personal group with a guided tour group?

_____ YES _____ NO

13. For you and your personal group on this visit, please indicate:

	CURRENT AGE	U.S. ZIP CODE OR PRIMARY RESIDENCE FOREIGN COUNTRY	NUMBER OF VISITS TO BADLANDS NP (INCLUDING THIS VISIT)
YOURSELF	_____	_____	_____
MEMBER #2	_____	_____	_____
MEMBER #3	_____	_____	_____
MEMBER #4	_____	_____	_____
MEMBER #5	_____	_____	_____
MEMBER #6	_____	_____	_____
MEMBER #7	_____	_____	_____

14. For you and each of the **adults** (age 18 or over) in your personal group on this visit, please indicate the highest level of education received. Please check () **only one** for each person.

	Highest level of education				
	SOME HIGH SCHOOL	HIGH SCHOOL GRADUATE	SOME COLLEGE	BACHELOR'S DEGREE	GRADUATE DEGREE
YOURSELF	_____	_____	_____	_____	_____
ADULT #2	_____	_____	_____	_____	_____
ADULT #3	_____	_____	_____	_____	_____
ADULT #4	_____	_____	_____	_____	_____
ADULT #5	_____	_____	_____	_____	_____
ADULT #6	_____	_____	_____	_____	_____
ADULT #7	_____	_____	_____	_____	_____

PLEASE GO ON TO THE NEXT PAGE ➡

15. In what ethnicity and race would you place yourself?

Ethnicity:

_____ HISPANIC OR LATINO

_____ NOT HISPANIC OR LATINO

Race: Please check () one or more.

_____ AMERICAN INDIAN OR ALASKA NATIVE

_____ ASIAN

_____ BLACK OR AFRICAN AMERICAN

_____ HISPANIC OR LATINO

_____ NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER

_____ WHITE

16. On this visit, how important were the following features or qualities of Badlands National Park to you and your group? Please circle **one** answer for each feature or quality.

How important?	Not important	Moderately important	Extremely important	Don't know		
GEOLOGY	1	2	3	4	5	0
EDUCATIONAL OPPORTUNITIES	1	2	3	4	5	0
RECREATIONAL OPPORTUNITIES	1	2	3	4	5	0
EXPERIENCE WILDERNESS	1	2	3	4	5	0
SOLITUDE	1	2	3	4	5	0
NIGHT SKY	1	2	3	4	5	0
NATIVE AMERICAN CULTURE/ HISTORY	1	2	3	4	5	0
PALEONTOLOGY	1	2	3	4	5	0
PROTECTION OF ENDANGERED SPECIES	1	2	3	4	5	0
PRESERVATION OF NATIVE PRAIRIE	1	2	3	4	5	0
NATURAL QUIET	1	2	3	4	5	0

17. a) Please check () the information services that you or your group **used** during this trip to Badlands National Park.
- b) Next, for only those services that you or your group used, please rate their **importance** from 1-5.
- c) Finally, for only those services that you or your group used, please rate their **quality** from 1-5.

Use information service? Check (√)	If used, how important?					If used, what quality?				
	Not important		3	Extremely important		Very poor		3	Very good	
	1	2		4	5	1	2	3	4	5
_____ PARK BROCHURE/ MAP										
_____ PARK NEWSPAPER: <i>Prairie Preamble</i>										
_____ ORIENTATION VIDEO										
_____ BULLETIN BOARDS										
_____ ROADSIDE EXHIBITS										
_____ VISITOR CENTER EXHIBITS										
_____ VISITOR CENTER STAFF										
_____ ENTRANCE STATION STAFF										
_____ ROVING RANGERS										
_____ SELF-GUIDING TRAIL BROCHURES										
_____ SALES PUBLICATIONS										
_____ RANGER-LED WALKS & TALKS										
_____ EVENING SLIDE SHOW PROGRAM										
_____ "PIG DIG" (paleontological site)										
_____ WEB SITE (www.nps.gov/bad/) use before or during visit										

PLEASE GO ON TO THE NEXT PAGE ➡

18. a) Please check () the visitor services and facilities that you or your group **used** during this trip to Badlands National Park.
- b) Next, for only those services and facilities that you or your group used, please rate their **importance** from 1-5.
- c) Finally, for only those services and facilities that you or your group used, please rate their **quality** from 1-5.

Use service/ facility?	If used, how important?					If used, what quality?				
	Not important		Extremely important			Very poor		Very good		
Check (✓)	1	2	3	4	5	1	2	3	4	5
_____ BEN REIFEL VISITOR CENTER										
_____ VISITOR CENTER RESTROOMS										
_____ SAGE CREEK CAMPGROUND										
_____ CEDAR PASS CAMPGROUND										
_____ DIRECTIONAL ROAD SIGNS										
_____ PAVED ROADS										
_____ UNPAVED ROADS										
_____ OVERLOOKS										
_____ TRAILS										
_____ ACCESS FOR DISABLED PERSONS										
_____ PICNIC AREAS										
_____ LODGE CABINS										
_____ LODGE RESTAURANT										
_____ LODGE GIFT SHOP										
<u>SOUTH UNIT</u>										
_____ WHITE RIVER VISITOR CENTER										
_____ DIRECTIONAL ROAD SIGNS TO SOUTH UNIT										
_____ ROAD TO SHEEP MOUNTAIN										
_____ MAPS TO LOCATE STRONGHOLD DISTRICT AND/OR PALMER CREEK										

19. Badlands National Park currently charges a \$10/vehicle entrance fee to visit the park. In your opinion, how appropriate is the amount of the entrance fee at Badlands National Park? Please circle your answers.

ENTRANCE FEE: TOO HIGH ABOUT RIGHT TOO LOW

20. a) On a future visit, would you and your group be likely to use public transportation to Badlands National Park if it were provided?

_____ YES, LIKELY _____ NO, UNLIKELY _____ NOT SURE



- b) If YES, what type of public transportation would you and your group prefer? Please check () **all** that apply.

_____ SHUTTLE FROM RAPID CITY, SOUTH DAKOTA

_____ SHUTTLE FROM INTERIOR, SOUTH DAKOTA

_____ OTHER (Please specify: _____)

21. For any of the following elements that you and your group experienced in Badlands National Park, please indicate how they affected your park experience.

Affect your park experience?	Added to	No effect	Detracted from
HELICOPTER NOISE	_____	_____	_____
VISITORS CLIMBING ON GEOLOGIC FEATURES	_____	_____	_____
NUMBER OF PEOPLE IN PARK	_____	_____	_____
NUMBER OF VEHICLES IN PARK	_____	_____	_____
RECREATIONAL VEHICLE GENERATORS RUNNING IN CAMPGROUNDS	_____	_____	_____
HORSEBACK RIDERS	_____	_____	_____

22. a) During this visit to Badlands National Park, was there anything specific which you or your group expected to see or do, but were not able to?

_____ YES _____ NO ➔ **GO ON TO QUESTION 23**



- b) If YES, what was it you expected to see or do? _____

- c) What kept you from seeing or doing what you expected to?

PLEASE GO ON TO THE NEXT PAGE ➔

23. a) During this trip, how much money (for the items listed below) did you and your group spend in Badlands National Park? Please write "0" if you and your group did not spend any money.
- b) During this trip, how much money (for the items listed below) did you and your group spend in the **area** of Badlands National Park (within a 1-hour drive, not including Rapid City or the Black Hills)? Please write "0" if you and your group did not spend any money.

Local residents should only include expenditures that were **directly related** to this visit to the park.

Money spent within 1-hour drive of Badlands NP
(not including Rapid City or the Black Hills)

	INSIDE PARK	OUTSIDE PARK
HOTELS, MOTELS, CABINS, B&B	\$ _____	\$ _____
CAMPING FEES AND CHARGES	\$ _____	\$ _____
RESTAURANTS AND BARS	\$ _____	\$ _____
GROCERIES AND TAKE OUT FOOD	\$ _____	\$ _____
GAS AND OIL (auto, RV, boat)	\$ _____	\$ _____
OTHER TRANSPORTATION EXPENSES (local bus, van tours, air tours, but not airfare from home)	\$ _____	\$ _____
ADMISSIONS, RECREATION, ENTERTAINMENT FEES	\$ _____	\$ _____
ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing)	\$ _____	\$ _____

- c) How many people do the above expenses cover?

ADULTS (18 years or over) _____

CHILDREN (under 18 years) _____

24. a) In some national park units, the National Park Service policy involves setting fires under prescribed weather and burning conditions to meet specific resource management objectives such as reduction of alien plants, restoration of native vegetation, and removal of unnatural levels of woody or grassy material that could cause a catastrophic fire. Prior to this visit to Badlands National Park, were you aware of this prescribed fire policy?

_____ YES _____ NO _____ NOT SURE

- b) Would you and your group be willing to tolerate short periods (up to 2 days) of occasional smoke or reduced visibility caused by prescribed burns during a future visit to Badlands National Park?

_____ YES, LIKELY _____ NO, UNLIKELY _____ NOT SURE

c) Would you and your group be willing to tolerate temporarily blackened landscapes resulting from prescribed burns during a future visit to Badlands National Park?

_____ YES, LIKELY _____ NO, UNLIKELY _____ NOT SURE

25. Would you and your group visit Badlands National Park again in the future?

_____ YES, LIKELY _____ NO, UNLIKELY _____ NOT SURE

26. If you were a manager planning for the future of Badlands National Park, what would you propose? Please be specific.

27. Is there anything else you and your group would like to tell us about your visit to Badlands National Park?

28. Overall, how would you rate the quality of the visitor services provided to you and your group at Badlands National Park during this trip? Please circle only **one**.

VERY GOOD GOOD AVERAGE POOR VERY POOR

Thank you for your help! Please seal the questionnaire with the sticker provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

**Visitor Services Project
Cooperative Park Studies Unit
College of Natural Resources
University of Idaho
Moscow, Idaho 83844-1133**