



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

Visitor Services Project

Effigy Mounds National Monument

Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Effigy Mounds National Monument
151 Highway 76
Harpers Ferry, Iowa 52146-7519

IN REPLY REFER TO:

July 2004

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Effigy Mounds National Monument. This information will assist us in our efforts to better manage this site and to serve you, the visitor.

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

When your visit is over, please complete the questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Coordinator, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

A handwritten signature in black ink, appearing to read "Phyllis Ewing".

Phyllis Ewing
Superintendent

DIRECTIONS

One adult in your group should complete the questionnaire. It should only take a short time. After you have completed the questionnaire, please seal it with the stickers 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 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form 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 EFFIGY MOUNDS NATIONAL MONUMENT

1. a) Prior to your visit, were you and your group aware that Effigy Mounds National Monument (NM) is managed by the National Park Service?

_____ YES _____ NO _____ NOT SURE

b) Prior to your visit, were you and your group aware of the U.S. Fish & Wildlife Service's Upper Mississippi Refuge that is adjacent to Effigy Mounds NM?

_____ YES _____ NO _____ NOT SURE

2. a) Prior to your visit, how did you and your group get information about Effigy Mounds NM? Please check () all that apply.

_____ RECEIVED NO INFORMATION PRIOR TO VISIT → **Go on to Question 3**

_____ PREVIOUS VISIT(S)

_____ FRIENDS/RELATIVES/WORD OF MOUTH

_____ TRAVEL GUIDES/TOUR BOOKS

_____ MAPS/BROCHURES

_____ STATE WELCOME CENTER/CHAMBER OF COMMERCE

_____ TELEVISION/RADIO PROGRAMS/VIDEOS

_____ TELEPHONE OR WRITTEN INQUIRY TO PARK

_____ E-MAIL INQUIRY TO PARK

_____ INTERNET—National Park Service or Effigy Mounds NM web site:
 <www.nps.gov/> <www.nps.gov/efmo/>

_____ INTERNET—OTHER WEB SITE

_____ OTHER NATIONAL PARK UNIT

_____ NEWSPAPER/MAGAZINE ARTICLES

_____ OTHER (Please specify:_____)

b) From the sources checked above, did you and your group receive the type of information about the park that you needed?

_____ NO _____ YES _____ NOT SURE



Go on to Question 3

c) If NO, what type of park information did you and your group need that was not available? Please be specific.

3. a) Prior to your visit, had you and your group heard of Effigy Mounds NM?

YES



NO



NOT SURE



Go on to Question 5

- b) Prior to your visit, did you know the meaning of the name "Effigy Mounds?"

YES



NO



NOT SURE



Go on to Question 4



Go on to Question 5

- c) If NO, please explain why the name was unclear: _____

4. a) Prior to your visit, were you aware of the national significance of Effigy Mounds NM?

YES



NO



NOT SURE



- b) In your opinion, what is the national significance of this park? _____

5. a) Prior to your visit, who in your group made the decision to visit Effigy Mounds NM? Please check (✓) **all** that apply.

MALE HEAD OF HOUSEHOLD

FEMALE HEAD OF HOUSEHOLD

TOUR DIRECTOR

OTHER (Please specify: _____)

- b) When did you and/or your group make the decision to visit Effigy Mounds NM? Please check (✓) **only one**.

AFTER SEEING THE SIGN/PARKING LOT/VISITOR CENTER

AFTER ARRIVING IN EFFIGY MOUNDS NM AREA (within 50 miles)

LESS THAN 1 MONTH AGO

2-6 MONTHS AGO

7-11 MONTHS AGO

1 YEAR AGO OR MORE

6. How did this visit to Effigy Mounds NM fit into your travel plans? Please check (✓) **only one**.

EFFIGY MOUNDS NM WAS THE PRIMARY DESTINATION

EFFIGY MOUNDS NM WAS ONE OF SEVERAL DESTINATIONS

EFFIGY MOUNDS NM WAS NOT A PLANNED DESTINATION

Please go on to the next page ➡

7. On this trip, what was the **primary** reason that you and your group visited the Effigy Mounds NM **area** (within 50 miles)? Please check () only **one**.
- _____ RESIDENT OF AREA (within 50 miles) → **Go on to Question 8**
- _____ VISIT EFFIGY MOUNDS NATIONAL MONUMENT
- _____ VISIT OTHER AREA ATTRACTIONS (besides Effigy Mounds NM)
- _____ PARTICIPATE IN ACTIVITIES IN THE AREA (within 50 miles of park)
- _____ STUDY NATURAL HISTORY
- _____ STUDY ANCIENT AMERICAN INDIAN CULTURE
- _____ STUDY OTHER CULTURAL HISTORY
- _____ RECREATION (hiking, jogging, fishing, etc.)
- _____ VISIT FRIENDS/RELATIVES IN THE AREA
- _____ BUSINESS OR OTHER REASONS

8. a) On this visit, which of the following routes did you and your group use to arrive at Effigy Mounds NM? Please check () **all** that apply.

- _____ IOWA COUNTY ROAD X56 (GREAT RIVER ROAD)
- _____ IOWA STATE HIGHWAY 76
- _____ U.S. HIGHWAY 18/52
- _____ WISCONSIN STATE HIGHWAY 27
- _____ WISCONSIN STATE HIGHWAY 35
- _____ WISCONSIN STATE HIGHWAY 60

- b) Did you and your group have any difficulty locating the park or units of the park?

_____ YES _____ NO → **Go on to Question 9**



- c) Were the signs directing you to Effigy Mounds NM adequate? Please check () **one** answer for each of the following.

SIGNS ON INTERSTATES _____ YES _____ NO _____ NOT SURE

SIGNS ON STATE HIGHWAYS _____ YES _____ NO _____ NOT SURE

SIGNS IN COMMUNITIES _____ YES _____ NO _____ NOT SURE

- d) If signs or any other reason caused difficulty in locating the park, why? Please be specific.
-

9. On this trip, in addition to Effigy Mounds NM, what other places did you visit within 50 miles? Please check () **all** that apply.

_____ DID NOT VISIT ANY OF THE FOLLOWING PLACES → **Go to Question 10**

_____ CABELA'S

_____ ISLE OF CAPRI CASINO

_____ VILLA LOUIS STATE HISTORIC SITE

_____ FT. CRAWFORD NATIONAL HISTORIC LANDMARK

_____ WYALUSING STATE PARK

_____ BLACKHAWK RECREATION AREA

_____ PIKES PEAK STATE PARK

_____ YELLOW RIVER STATE FOREST

_____ U.S. FISH AND WILDLIFE SERVICE—UPPER MISSISSIPPI REFUGE

_____ SPOOK CAVE

_____ OSBORNE NATURE CENTER

_____ ION EXCHANGE/SEED SAVERS EXCHANGE

_____ VESTERHIEM MUSEUM

_____ WAUKON

_____ OTHER (Please specify: _____)

10. a) Have you visited other archeological sites (such as Cohokia Mounds State Historic Site, Hopewell Culture National Historical Park) in the past?

_____ YES

_____ NO

_____ NOT SURE



→ **Go on to Question 11**

b) If YES, how does Effigy Mounds NM compare to other archeological sites you have visited? Please explain.

11. On this trip, what forms of transportation did you use to arrive at Effigy Mounds NM? Please check () **all** that apply.

_____ PRIVATE VEHICLE (car, SUV, pickup, RV, motorcycle, etc.)

_____ RENTAL VEHICLE _____ COMMERCIAL TOUR BUS

_____ AIRPLANE _____ AIRPLANE/BUS TOUR PACKAGE

_____ RIVER BOATS (private/commercial)

_____ TRAIN _____ OTHER (Please specify: _____)

Please go on to the next page ➡

12. a) On this visit to the Effigy Mounds NM area, in what activities did you and your group participate in the park? Please check () all that apply.
- b) Please check the activities you and your group participated in outside the park (within 50 miles).

	a) Inside Effigy Mounds NM	b) Outside park (within 50 miles)
VISITING VISITOR CENTER	_____	_____
VIEWING MUSEUM EXHIBITS	_____	_____
WATCHING AUDIOVISUAL PRESENTATIONS (video, movie, etc.)	_____	_____
TAKING RANGER/NATURALIST-GUIDED WALKS/TALKS	_____	_____
TAKING SCENIC DRIVES/SIGHTSEEING	_____	_____
TAKING SELF-GUIDED WALKS/HIKES	_____	_____
OBSERVING INDIAN MOUNDS	_____	_____
BIRDWATCHING	_____	_____
NATURE STUDY/VIEWING WILDLIFE OTHER THAN BIRDS (including prairie ecology)	_____	_____
PHOTOGRAPHY	_____	_____
VIEWING SUNSETS	_____	_____
BOATING/CANOEING	_____	_____
EXERCISING (jogging, dog walking, etc.)	_____	_____
SHOPPING	_____	_____
DINING	_____	_____
CAMPING	_____	_____
OTHER ACTIVITIES IN PARK (Please specify: _____)	_____	_____
OTHER ACTIVITIES OUTSIDE PARK (Specify: _____)	_____	_____

13. a) On this visit, how much time did you and your group spend at Effigy Mounds NM? (Please list partial hours, for example: 6-1/4 hours).

NUMBER OF HOURS _____

- b) Did you visit Effigy Mounds NM on more than one day of the week on this visit?

_____ YES _____ NO



- c) If YES, on how many days did you visit?

NUMBER OF DAYS _____

14. For this trip, please list sites that you and your group visited in Effigy Mounds NM. If you did not visit a site, please leave that line blank. Use the map below to help you locate the sites you visited.

North Unit

- _____ VISITOR CENTER
- _____ FIRE POINT
- _____ EAGLE ROCK
- _____ LITTLE BEAR MOUND GROUP
- _____ GREAT BEAR MOUND GROUP
- _____ TWIN VIEWS
- _____ THIRD SCENIC VIEW
- _____ HANGING ROCK
- _____ YELLOW RIVER BRIDGE TRAIL (boardwalk)
- _____ PRAIRIE RESTORATION

South Unit

- _____ NEZEKAW POINT OVERLOOK
- _____ FOUNDERS POND
- _____ COMPOUND MOUND GROUP
- _____ MARCHING BEAR MOUND GROUP
- _____ MARCHING BEAR TRAIL
- _____ MISSISSIPPI RIVER BOAT LAUNCH (Iowa Dept. of Natural Resources)
- _____ HERITAGE ADDITION
- _____ OTHER (Please specify: _____)

Remote Site

- _____ SNY MAGILL MOUND GROUP AND BOAT ACCESS



15. a) Please check () the visitor services and facilities that you or your group **used** during this visit to Effigy Mounds NM.
- 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
_____ PARK BROCHURE/ MAP										
_____ SELF-GUIDED TRAIL BROCHURE										
_____ OTHER PARK BROCHURES/GUIDES										
_____ ORIENTATION VIDEO PROGRAM (at visitor center)										
_____ VISITOR CENTER EXHIBITS										
_____ SALES ITEMS IN BOOKSTORE (visitor center)										
_____ ASSISTANCE FROM VISITOR CENTER STAFF										
_____ ASSISTANCE FROM OTHER PARK STAFF										
_____ RANGER-LED PROGRAMS (walks, talks, etc.)										
_____ JUNIOR RANGER PROGRAM										
_____ BULLETIN BOARDS										
_____ TRAILSIDE INTERPRETIVE SIGNS										
_____ PARK DIRECTIONAL SIGNS (outside park)										
_____ ACCESS FOR DISABLED PERSONS										
_____ PARKING										
_____ WEB SITE < http://www.nps.gov/efmo/ > used before or during visit										

16. Overall, how would you rate the quality of the visitor services provided to you and your group at Effigy Mounds NM during this visit? Please circle only **one**.

VERY GOOD GOOD AVERAGE POOR VERY POOR

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

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

18. On this visit, were you and your personal group with the following types of groups?

- a) Guided tour group? YES NO
 b) Home school group? YES NO
 c) Other school/educational group? YES NO

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

NUMBER OF PEOPLE

b) For this visit, please list the number of vehicles in which you and your group arrived.

NUMBER OF VEHICLES

20. For you and your personal group, please indicate:

	Gender M=male F=female	Current age	U.S. Zip Code or name of foreign country	Number of visits made to this park (including this visit)	
				past 12 months	lifetime
YOURSELF	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
MEMBER #2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
MEMBER #3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
MEMBER #4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
MEMBER #5	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
MEMBER #6	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
MEMBER #7	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Please go on to the next page ➡

c) In what type of lodging did you and your group spend the night(s)? Please check () **all** that apply.

Outside park in surrounding area ()

LODGE, MOTEL, CABIN, RENTED CONDO/HOME, OR
BED & BREAKFAST _____

RV/TRAILER CAMPING _____

TENT CAMPING IN DEVELOPED CAMPGROUND _____

BACKCOUNTRY CAMPSITE _____

PERSONAL SEASONAL RESIDENCE _____

RESIDENCE OF FRIENDS OR RELATIVES _____

OTHER (Please specify: _____) _____

d) On this trip, where did you and your group stay on the night **prior** to visiting Effigy Mounds NM?

TOWN/CITY _____ STATE _____

e) On this trip, where did you stay on the night **after** visiting Effigy Mounds NM?

TOWN/CITY _____ STATE _____

24. On a future visit to Effigy Mounds NM, how would you and your group prefer to learn about the cultural and natural history? Please check () **all** that apply.

_____ NOT INTERESTED IN LEARNING ➔ **Go on to Question 25**

_____ TRAVEL GUIDES/GUIDEBOOKS

_____ OTHER PRINTED MATERIALS (books, brochures, maps, park newspaper, etc.)

_____ INTERNET WEB SITES

_____ AUDIO-VISUAL PROGRAMS (videos, movies, slide shows, etc.)

_____ RANGER-LED WALKS/TOURS

_____ ROVING RANGERS AVAILABLE TO ANSWER QUESTIONS

_____ LIVING HISTORY (ranger-in-costume programs)

_____ INDOOR EXHIBITS

_____ ROAD/TRAILSIDE EXHIBITS

_____ OTHER (Please specify: _____)

Please go on to the next page ➔

25. For you and your group, please report all expenditures for the items listed below for this visit to Effigy Mounds NM and surrounding area (within 50 miles). Please write "0" if no money was spent in a particular category.

- a) Please list your group's total expenditures inside Effigy Mounds NM.
- b) Please list your group's total expenditures in the **area outside** the park (within 50 miles of Effigy Mounds NM).

NOTE: Surrounding area residents should only include expenditures that were **directly related** to this visit to Effigy Mounds NM.

	EXPENDITURES	
	a) Inside Effigy Mounds NM	b) Outside park
HOTELS, MOTELS, CABINS, B&B, etc.		\$ _____
CAMPING FEES AND CHARGES		\$ _____
GUIDE FEES AND CHARGES		\$ _____
RESTAURANTS AND BARS		\$ _____
GROCERIES AND TAKE OUT FOOD		\$ _____
GAS AND OIL (auto, RV, boat, etc.)		\$ _____
OTHER TRANSPORTATION EXPENSES (rental cars, auto repairs, taxies, but not including airfare)		\$ _____
ADMISSION, RECREATION, ENTERTAINMENT FEES	\$ _____	\$ _____
ALL OTHER PURCHASES (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
DONATIONS	\$ _____	\$ _____

c) How many people do the above expenses cover?

ADULTS (18 years or over) _____ CHILDREN (under 18 years) _____

26. a) As a result of your visit to Effigy Mounds NM, have you gained new insights into the culture/people that built the mounds?

_____ YES _____ NO ➔ **Go on to Question 27**



b) If YES, please explain what you learned: _____

27. It is the National Park Service's responsibility to protect Effigy Mounds National Monument's natural and cultural resources/attributes. How important is the protection of the following resources/attributes to you and your group?

Resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important	Don't know
ARCHEOLOGICAL AND HISTORIC SITES	1	2	3	4	5	DK
NATIVE PLANTS AND ANIMALS	1	2	3	4	5	DK
FREE FLOWING SECTIONS OF THE YELLOW RIVER	1	2	3	4	5	DK
SYN MAGILL BOAT ACCESS	1	2	3	4	5	DK
WATER QUALITY	1	2	3	4	5	DK
SCENIC VIEWS	1	2	3	4	5	DK
OPPORTUNITIES FOR SOLITUDE	1	2	3	4	5	DK

28. If you were a manager planning for the future of Effigy Mounds NM, what would you propose? Please include any comments on the recently added 1,045 acre "Heritage Addition" and Sny Magill Mound Group/boat access? Please be specific.

29. Is there anything else you and your group would like to tell us about your visit to Effigy Mounds NM?

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

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
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University of Idaho
P.O. Box 441139
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