Chickasaw
National Recreation Area
Visitor Study
United States Department of the Interior
NATIONAL PARK SERVICE
Chickasaw National Recreation Area
1008 West Second
Sulphur, Oklahoma 73086

IN REPLY REFER TO:

July, 2005

Dear Visitor:

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

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

When your visit is over, please complete 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,

[Signature]

Connie A. Rudd
Superintendent
DIRECTIONS

One person in your group, at least 16 years of age, should complete the questionnaire. It should take about 20 minutes. When you have completed the questionnaire, please seal it with the stickers provided and drop it in any U.S. mailbox. We appreciate your help.

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

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. 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.
Your Visit To Chickasaw National Recreation Area

1. Prior to this visit, were you aware that Chickasaw National Recreation Area (NRA) is managed as a unit of the National Park System?
   
   _____ Yes  _____ No  _____ Not sure

2. a) Prior to this visit, how did you and your group obtain information about Chickasaw NRA? Please check ( ) all that apply.

   _____ Obtained no information prior to visit ➔ Go on to Question 3

   _____ Previous visits

   _____ Friends/relatives/word of mouth

   _____ Travel guides/tour books

   _____ Maps/brochures

   _____ Newspaper/magazine articles

   _____ Videos/television/radio programs

   _____ Telephone/email/written inquiry to park

   _____ Park website: www.nps.gov/chic/

   _____ Other websites

   _____ Other National Park Service site

   _____ Other tourist site

   _____ Chamber of Commerce

   _____ School program

   _____ 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. On this trip, what was the primary reason that you and your group visited the area (within 50 miles of the park)? Please check (✓) only one.

- Resident of area  ➔ Go on to Question 4
- Visit Chickasaw NRA
- Visit other attractions in the area
- Visit friends/relatives in the area
- Business
- Other (Please specify: ________________________________)

4. a) Where did your trip begin on the day you visited Chickasaw NRA?
   Nearest town/city________________________  State________________________

   b) Where was your planned destination on the day you left Chickasaw NRA?
   Nearest town/city________________________  State________________________

5. Were the signs directing you to Chickasaw NRA adequate? Please check (✓) only 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

6. a) Please list the number of times you and your group entered the park on this visit.
   ☐ Number of times entered park  ☐ Don’t know/don’t remember

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

7. a) On this visit, did you and your group drive a recreational vehicle (RV) to Chickasaw NRA?
   ☐ Yes  ☐ No  ➔ Go on to Part c of this question

   b) If YES, how long was it?  ☐ Number of feet

   c) Were you and your group in a vehicle or recreational vehicle pulling a trailer or another vehicle?
   ☐ Yes  ☐ No  ➔ Go on to Question 8

   d) If YES, how long was the trailer or other vehicle?  ☐ Number of feet

   Please go on to the next page ➔
8. a) On this visit, did you and your group stay overnight away from home, either in Chickasaw NRA or within 50 miles of Chickasaw NRA?
   
   _____ 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 50 miles)
   
   c) In what type of lodging did you and your group spend the night(s) at Chickasaw NRA? Please check ( ) all that apply.

   d) For the area within 50 miles, in what type of lodging did you and your group spend the night(s)? Please check ( ) all that apply.

   c) Inside park ( )

   Lodge, motel, cabin, rented condo/home, B&B, etc.
   _____

   _____ Campground (with car or RV)

   _____ Tent camping in developed campground

   Personal seasonal residence
   _____

   Residence of friends or relatives
   _____

   _____ Other (Please specify: _____________________________ )

   d) Outside park in surrounding area ( )

   Shop
   _____

   Obtain information about Chickasaw NRA
   _____

   Obtain other travel/tourism information
   _____

   _____ Other (Please specify: _____________________________ )

9. a) What services did you and your group use in the "gateway" communities of Sulphur, Davis, Ada, and Ardmore that were specifically related to this park visit? Please check ( ) all that apply.

   _____ Did not use any services ➔ Go on to Question 9c

   _____ Buy gasoline

   _____ Eat a meal

   _____ Stay overnight in a hotel, motel, etc.

   _____ Stay overnight in a RV park/campground

   _____ Shop

   _____ Obtain information about Chickasaw NRA

   _____ Obtain other travel/tourism information

   _____ Other (Please specify: _____________________________ )

   b) Do you have any comments about the above services?
   Service (list)     Comments—Please be specific.

   ________________________________

   ________________________________

   ________________________________
c) What services did you and your group need that were not available in these communities? Please be specific.

10. What commercial services would you and your group like to have available in Chickasaw NRA on a future visit? Please check ( ) all that apply.

Would like to have in park ( )

- Marina services (gas, oil, boating supplies)
- Small boat rental (canoe/kayak)
- Motorboat rental
- Boat tours
- Bait/tackle shop
- Cabin or lodge
- Camper store
- Sit-down restaurant
- Takeout food service
- Bike rentals
- Horseback riding
- Other (Please specify:__________________________)

11. On this visit to Chickasaw NRA, what activities did you and your group participate in? Please check ( ) all that apply.

- Hiking/walking
- Biking
- Picnicking
- Wildlife viewing
- Photography
- Interpretive programs
- Junior Ranger program
- Other (Please specify:__________________________)

Please go on to the next page ➔
12. For this visit, please check ( ) all the sites you and your group visited at Chickasaw NRA. If you did not visit a site, please leave that line blank. Use the map on the previous page to help you locate the areas you visited.

<table>
<thead>
<tr>
<th><strong>a) Platt District</strong></th>
<th><strong>b) Arbuckle District</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>_____ Buffalo Springs</td>
<td>_____ The Point</td>
</tr>
<tr>
<td>_____ Antelope Springs</td>
<td>_____ Overlook</td>
</tr>
<tr>
<td>_____ Pavilion Springs</td>
<td>_____ Arbuckle Dam</td>
</tr>
<tr>
<td>_____ Black Sulphur Springs</td>
<td>_____ Buckhorn</td>
</tr>
<tr>
<td>_____ Little Niagara</td>
<td>_____ Goddard Youth Camp</td>
</tr>
<tr>
<td>_____ Veterans Lake</td>
<td>_____ Guy Sandy</td>
</tr>
<tr>
<td>_____ Bison Pasture</td>
<td>_____ Upper Guy Sandy</td>
</tr>
<tr>
<td>_____ Travertine Nature Center</td>
<td>_____ Historic buildings</td>
</tr>
<tr>
<td>_____ Historic buildings</td>
<td>_____ Ranger stations</td>
</tr>
<tr>
<td>_____ Ranger stations</td>
<td>_____ Picnic areas</td>
</tr>
<tr>
<td>_____ Picnic areas</td>
<td>_____ Swimming areas without lifeguards</td>
</tr>
<tr>
<td>_____ Swimming areas without lifeguards</td>
<td>_____ Boat launches</td>
</tr>
<tr>
<td>_____ Boat launches</td>
<td>_____ Hiking trails</td>
</tr>
<tr>
<td>_____ Hiking trails</td>
<td>_____ Campgrounds</td>
</tr>
<tr>
<td>_____ Campgrounds</td>
<td>_____ Other (Please specify below:</td>
</tr>
<tr>
<td></td>
<td>_____ Other (Please specify: ______________________________________________________)</td>
</tr>
</tbody>
</table>

13. On a future visit, what subjects would you and your group prefer to learn about at Chickasaw NRA? Please check ( ) all that apply.

- _____ Not interested in learning about park ➔ **Go on to Question 14**
- _____ Native American heritage
- _____ Geology
- _____ Civilian Conservation Corps
- _____ Water resources
- _____ Natural history/ecology
- _____ Recreational opportunities
- _____ Conservation and environmental stewardship
- _____ Other (Please specify: ______________________________________________________)

**Please go on to the next page ➔**
14. On this visit, how long did you and your group stay at Chickasaw NRA? Please list partial hours or days as 1/4, 1/2, 3/4.

If less than 24 hours ______ Number of hours

If 24 hours or more ______ Number of days

15. a) On this visit to Chickasaw NRA, did you and your group experience any parking problems?

____ Yes ______ No ➔ Go on to Question 16

b) If YES, where were the problems?______________________________

c) What parking problems did you encounter?_______________________

16. It is the National Park Service’s responsibility to protect the natural, scenic, and cultural resources at Chickasaw NRA while providing for public enjoyment. How important are the following qualities/resources in the park to you? Please circle only one response for each item.

<table>
<thead>
<tr>
<th>Quality/resource</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
<th>Don’t know/ No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native plants/animals</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>Endangered species</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>Clean air</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>Clean water</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>Solitude</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>Recreational opportunities (hiking, camping, fishing, etc.)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>Historic buildings/archeological sites</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>American Indian culture</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
<tr>
<td>Night sky/stargazing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>DK</td>
</tr>
</tbody>
</table>
17. a) Please check ( ) all of the information services/facilities that you and your group used during this visit to Chickasaw NRA.

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

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

<table>
<thead>
<tr>
<th>a) Service/facility used?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td></td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td></td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td></td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td></td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

Check ( )

- Park brochure/map
- Printed trail guides
- Trailhead bulletin boards/signs
- Trailside/roadside exhibits
- Nature Center living exhibits
- Nature Center exhibits (other than living)
- Nature Center information desk
- Nature Center sales items
- Assistance from park staff
- Roving rangers
- Ranger-led tours/programs
- Junior Ranger program
- Park website: www.nps.gov/chic used before or during visit
- Ranger Station at Sulphur Chamber of Commerce office

Please go on to the next page ➔
18. a) Please check ( ) all of the visitor services/facilities that you and your group used during this visit to Chickasaw NRA.

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

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

<table>
<thead>
<tr>
<th>a) Service/facility used?</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check ( )</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td></td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td></td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td></td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td></td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
</tbody>
</table>

| _____ Directional signs (in park) | _____ | _____ |
| _____ Directional signs (outside park) | _____ | _____ |
| _____ Parking | _____ | _____ |
| _____ Restrooms | _____ | _____ |
| _____ Portable toilets/pit toilets | _____ | _____ |
| _____ Picnic areas | _____ | _____ |
| _____ Day use areas | _____ | _____ |
| _____ Hiking/biking trails | _____ | _____ |
| _____ Ranger stations | _____ | _____ |
| _____ Boat launches | _____ | _____ |
| _____ Park overlooks/scenic views | _____ | _____ |
| _____ Access for disabled persons | _____ | _____ |
| _____ Campgrounds | _____ | _____ |

19. Overall, how would you and your group rate the quality of facilities, services, and recreational opportunities at Chickasaw NRA during this visit? Please circle only one.

Very poor       Poor       Average       Good       Very good
20. 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: )

21. For you and your group, please indicate:

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th>Current age</th>
<th>U.S. Zip Code or name of country other than U.S.</th>
<th>Number of visits made to this park in the past 12 months</th>
<th>Lifetime (please circle one)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>M=Male</td>
<td>2-10</td>
<td>11-20</td>
<td>21 or more</td>
<td></td>
</tr>
<tr>
<td>Member #2</td>
<td>F=Female</td>
<td>2-10</td>
<td>11-20</td>
<td>21 or more</td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
<td></td>
<td>21 or more</td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td></td>
<td></td>
<td></td>
<td>21 or more</td>
<td></td>
</tr>
<tr>
<td>Member #5</td>
<td></td>
<td></td>
<td></td>
<td>21 or more</td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td></td>
<td></td>
<td></td>
<td>21 or more</td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></td>
<td></td>
<td></td>
<td>21 or more</td>
<td></td>
</tr>
</tbody>
</table>

22. a) For you only, are you Spanish/ Hispanic, or Latino?

- _____ Yes
- _____ No

b) For you only, which of these categories best indicates your race. Please check ( ) all that apply.

- _____ American Indian or Alaska Native
- _____ Asian
- _____ Black or African American
- _____ Native Hawaiian or other Pacific Islander
- _____ White

23. a) What is the one language you and/or members of your group prefer to speak and read?

Speak_________________________________Read_________________________________

b) What services in the park would you and your group like to have provided in languages other than English?

Please go on to the next page ➔
24. a) Does anyone in your group have any disabilities/impairments that affected their visit to Chickasaw NRA?

   _____ Yes   _____ No  ➤ Go on to Question 25

b) If YES, what kind of disability/impairment? Please check ( ) all that apply.

   _____ Hearing       _____ Mobility
   _____ Learning      _____ Visual
   _____ Mental        _____ Other (Specify: ________________________)

c) Because of the disability/impairment, did you and your group encounter any access and/or service problems during this visit to Chickasaw NRA?

   _____ Yes   _____ No  ➤ Go on to Question 25

d) If YES, please offer suggestions for improvement.


25. For you and each group member (age 16 or over) on this visit, please indicate the highest level of education completed. Please check ( ) only one for each person.

<table>
<thead>
<tr>
<th>Highest level of education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some high school diploma/GED</td>
</tr>
<tr>
<td>Yourself</td>
</tr>
<tr>
<td>Member #2</td>
</tr>
<tr>
<td>Member #3</td>
</tr>
<tr>
<td>Member #4</td>
</tr>
<tr>
<td>Member #5</td>
</tr>
<tr>
<td>Member #6</td>
</tr>
<tr>
<td>Member #7</td>
</tr>
</tbody>
</table>

26. If you were a manager planning for the future of Chickasaw NRA, what would you propose? Please include any comments about visitor services and please be specific.

   ____________________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________
   ____________________________________________________________________________
27. For you and your group, please report all expenditures for the items listed below for this visit to Chickasaw NRA and the area (within a 50-mile drive of the park). Please write "0" if no money was spent in a particular category.

   a) Please list your group's total expenditures inside Chickasaw NRA.
   b) Please list your group's total expenditures outside the park (within 50 miles).

   NOTE: Surrounding area residents should only include expenditures that were directly related to this visit to Chickasaw NRA

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th>a) Inside park</th>
<th>b) Outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels, motels, cabins, B&amp;B, etc.</td>
<td>$________</td>
<td>$________</td>
</tr>
<tr>
<td>Camping, boating, and pavilion fees</td>
<td>$________</td>
<td>$________</td>
</tr>
<tr>
<td>Guide fees and charges</td>
<td>$________</td>
<td>$________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>$________</td>
<td></td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>$________</td>
<td></td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>$________</td>
<td></td>
</tr>
<tr>
<td>Other transportation expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(rental cars, auto repairs, but not airfare)</td>
<td>$________</td>
<td>$________</td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$________</td>
<td>$________</td>
</tr>
<tr>
<td>All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)</td>
<td>$________</td>
<td>$________</td>
</tr>
<tr>
<td>Donations</td>
<td>$________</td>
<td>$________</td>
</tr>
</tbody>
</table>

   c) How many people do the above expenses cover?
      _____ Adults (18 years or over)    _____ Children (under 18 years)

28. Is there anything else you would like to tell us about your visit to Chickasaw NRA?

   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________

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
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139