



U.S. Department of the Interior

National Park Service  
Social Science Program  
Visitor Services Project



# Big Hole National Battlefield Visitor Study



OMB Approval 1024-0224  
Expiration date: 2014



**United States Department of the Interior**



NATIONAL PARK SERVICE  
Big Hole National Battlefield  
PO Box 237  
Wisdom, MT 59761

IN REPLY REFER TO:

Summer 2013

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Big Hole National Battlefield. This information will assist us in our efforts to better manage this park and to serve you.

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 this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS 1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), [lenale@uidaho.edu](mailto:lenale@uidaho.edu) (email).

We appreciate your help.

Sincerely,

Steve Black  
Superintendent

### DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this:  Not like this:

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by Big Hole National Battlefield. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, your contact information will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

## Your Visit To Big Hole National Battlefield

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

1. Prior to this visit, was anyone in your personal group aware that Big Hole National Battlefield (NB) is managed as a unit of the National Park System?

Yes                       No

2. a) Prior to this visit, how did your personal group obtain information about Big Hole NB? Please mark (●) **all** that apply in column (a).

Did not obtain information prior to visit → **Go to part (b) of this question**

- b) If you were to visit Big Hole NB in the future, how would your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Big Hole NB website: <a href="http://www.nps.gov/biho">www.nps.gov/biho</a>
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (AAA, Fodors, walking, climbing, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

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

- No
- Yes → **Go to Question 3**

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

\_\_\_\_\_

3. Which other attractions in the local area did your personal group visit? Please mark (●) all that apply.

- None → **Go to Question 4**
- Other sites within Nez Perce National Historical Park
- Beaverhead-Deerlodge National Forest
- Grant-Kohrs Ranch National Historic Site
- Salmon-Challis National Forest
- Other (Please specify) \_\_\_\_\_
- Bannack State Park
- Glacier National Park
- Yellowstone National Park

4. a) In which communities did your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Big Hole NB? Please mark (●) all that apply.

- None → **Go to part b of this question**
- Butte, MT
- Dillon, MT
- Other (Please specify) \_\_\_\_\_
- Jackson, MT
- Salmon, ID
- Wisdom, MT
- Darby-Hamilton, MT

b) Was your personal group able to obtain all the services that you needed in these communities?

- No
- Yes → **Go to Question 5**

c) If NO, what needed services were not available?

Service (List)

Comments (Please be specific)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



b) Did you find the information that you needed on the websites that you visited?

- |                      |                       |    |                       |     |
|----------------------|-----------------------|----|-----------------------|-----|
| Park website         | <input type="radio"/> | No | <input type="radio"/> | Yes |
| Park Facebook page   | <input type="radio"/> | No | <input type="radio"/> | Yes |
| Park Twitter account | <input type="radio"/> | No | <input type="radio"/> | Yes |

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

Park website \_\_\_\_\_

Park Facebook page \_\_\_\_\_

Park Twitter account \_\_\_\_\_

8. On this visit, what were the reasons that your personal group visited Big Hole NB? Please mark (●) **all** that apply.

- Follow the Lewis and Clark Trail
- Follow the Nez Perce National Historic Trail
- Obtain stamp in National Park Passport book
- Saw sign on highway
- Show park to friends/relatives
- Take scenic drive/view scenery
- Travel through to other destination
- Visit a National Park Service site
- Visit historic sites
- Other (Please specify) \_\_\_\_\_

9. What was your personal group's primary destination on this trip?

- Big Hole NB - OR -  Location \_\_\_\_\_  
(Place, city, & state)

10. On this visit, how much **total** time did your personal group spend visiting Big Hole NB? Please list partial hours as  $\frac{1}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ .

\_\_\_\_\_ Number of hours

11. a) As you were planning your trip to Big Hole NB, which activities did your personal group expect to include on this visit? Please mark (●) **all** that apply in column (a).
- b) On this visit, in which activities did your personal group participate within Big Hole NB? Please mark (●) **all** that apply in column (b).

a) Expected activity	b) Activity this visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Taking ranger-guided tours
<input type="radio"/>	<input type="radio"/>	Participating in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Shopping in park bookstore (at visitor center)
<input type="radio"/>	<input type="radio"/>	Viewing exhibits
<input type="radio"/>	<input type="radio"/>	Viewing film
<input type="radio"/>	<input type="radio"/>	Visiting visitor center
<input type="radio"/>	<input type="radio"/>	Walking/hiking
<input type="radio"/>	n/a	Other – Expected activity Specify)
<hr/>		
n/a	<input type="radio"/>	Other – Activity on this visit (Specify)
<hr/>		

- c) Which **one** of the above activities was the **most important** to your personal group on this visit? Please list only **one** response.

\_\_\_\_\_

12. a) During this visit to Big Hole NB, did your personal group have any interaction with park staff?

Yes                       No → **Go to Question 13**

- b) If YES, using the scale below, please rate the quality of your interaction with park staff. Please mark (●) **one** response for each item.

	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



13. a) Please mark (●) **all** the information services and facilities that your personal group **used** at Big Hole NB during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) <b>Information services/facilities used</b> Mark (●)	b) <b>If used, how important?</b>	c) <b>If used, what quality?</b>
	1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Bulletin boards	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Other brochures about the park	_____	_____
<input type="radio"/> Park newspaper: <i>Visitor Guide</i>	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Self-guided trails	_____	_____
<input type="radio"/> Trailside exhibits	_____	_____
<input type="radio"/> Videos/films	_____	_____
<input type="radio"/> Visitor center exhibits	_____	_____
<input type="radio"/> Visitor center (overall)	_____	_____

14. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Big Hole NB during this visit?  
Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Big Hole NB during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

	<b>b) If used, how important?</b>	<b>c) If used, what quality?</b>
	1=Not at all important	1=Very poor
	2=Slightly important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

**a) Services/facilities used**  
Mark (●)

- |                       |  |       |       |
|-----------------------|--|-------|-------|
| <input type="radio"/> | Access for people with disabilities    | _____ | _____ |
| <input type="radio"/> | Highway directional signs in park      | _____ | _____ |
| <input type="radio"/> | Highway directional signs outside park | _____ | _____ |
| <input type="radio"/> | Park road                              | _____ | _____ |
| <input type="radio"/> | Picnic areas                           | _____ | _____ |
| <input type="radio"/> | Restrooms                              | _____ | _____ |

16. It is the National Park Service’s responsibility to protect Big Hole NB’s natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to your personal group? Please mark (●) **one** answer for each resource/attribute.

<b>Resource/attribute</b>	<b>Not at all important</b>	<b>Slightly important</b>	<b>Moderately important</b>	<b>Very important</b>	<b>Extremely important</b>
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation of historic artifacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



19. For your personal group, please estimate all expenditures for the items listed below for this visit to Big Hole NB and the surrounding **area** (within 90 miles of the park). **Please write "0" if no money was spent in a particular category.**

a) Please list your personal group's total expenditures inside Big Hole NB.

b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 90 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this visit** to Big Hole NB.

<b>EXPENDITURES</b>		
	<b>a) Inside park</b>	<b>b) Outside park</b>
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, hotel, motel, cabin, B&B, etc.	n/a	\$ _____
Camping fees and charges	n/a	\$ _____
Guide fees and charges	n/a	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees	n/a	\$ _____
All other expenditures (souvenirs, books, postcards, clothing, donations, etc.)	\$ _____	\$ _____

c) How many people do the above expenses cover? Please write "0" if no children were covered by the expenditures.

\_\_\_\_\_ Adults (18 years or over)

\_\_\_\_\_ Children (under 18 years)

20. a) On this visit to Big Hole NB, did your personal group attend any ranger-led programs?

Yes                       No

b) If you were to visit Big Hole NB in the future, would your personal group be interested in attending ranger-led programs in the park?

Yes, likely               No, unlikely               Not sure

c) If YES, what length of program would your personal group like to attend?

- Under 1/2 hour                       1/2 - 1 hour  
 1 - 2 hours                               Other (Please specify below)
- 

21. a) What did your personal group like **most** about your visit to Big Hole NB?

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b) What did your personal group like **least** about your visit to Big Hole NB?

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22. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

- a) Commercial guided tour group                       Yes                       No  
 b) Road Scholar group/Elderhostel                       Yes                       No  
 c) School/educational group                               Yes                       No  
 d) Other (scouts, work, church, etc.)                       Yes                       No

e) If you were with one of these organized groups, how many people, including yourself, were in this group?

\_\_\_\_\_ Number of people in organized group

23. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? Please mark (●) only **one**.

- Alone                                       Friends                                       Family  
 Family and friends                       Other (Please specify) \_\_\_\_\_

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

\_\_\_\_\_ Number of people in personal group

c) On this visit, how many vehicles did your personal group use to arrive at the park? If you did not arrive by vehicle please write "0".

\_\_\_\_\_ Number of vehicles

d) On this trip, how many times did your personal group enter the park?

\_\_\_\_\_ Number of entries

24. a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Yes  No → **Go to Question 25**

b) If YES, what services or activities were difficult to access/participate in?

\_\_\_\_\_

c) What specific problems did the person(s) have? Please mark (●) **all** that apply.

- Hearing (difficulty hearing ranger programs, films, audio-visual exhibits or programs, or information desk staff)
- Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs)
- Mobility (difficulty accessing facilities, services, or programs)
- Other (Please specify) \_\_\_\_\_

25. a) For you only, which category best represents your annual **household** income? Please mark (●) only **one**.

- Less than \$24,999  \$50,000-\$74,999  \$150,000-\$199,999
- \$25,000-\$34,999  \$75,000-\$99,999  \$200,000 or more
- \$35,000-\$49,999  \$100,000-\$149,999  Do not wish to answer

b) How many people are in your household? \_\_\_\_\_ Number of people

26. For your personal group on this visit, please provide the following. If you do not know the answer, please leave blank.

	a) <b>Current age</b>	b) <b>U.S. ZIP code or name of country other than U.S.</b>	c) <b>Number of visits to Big Hole NB (including this visit) Lifetime</b>
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

27. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. If you were a manager planning for the future of Big Hole NB, what would your personal group propose? Please be specific.

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29. Is there anything else your personal group would like to tell us about your visit to Big Hole NB?

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Thank you for your help! Please seal the questionnaire in the postage-paid envelope 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  
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