



National Park Service
U.S. Department of the Interior

Visitor Services Project



Pipestone National Monument Visitor Study

Summer 2002

Report 135



University of Idaho
Park Studies Unit



National Park Service
U.S. Department of the Interior

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Pipestone National Monument

Visitor Study **Summer 2002**

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Visitor Services Project
Pipestone National Monument
Report Summary

- This report describes the results of a visitor study at Pipestone National Monument (NM) during July 7-13, 2002. A total of 398 questionnaires were distributed to visitors. Visitors returned 312 questionnaires for a 78.4% response rate.
- This report profiles Pipestone NM visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-five percent of visitor groups were in groups of two. Seventy-one percent of the visitor groups were family groups. Thirty-nine percent of visitors were aged 46-70 years and 24% were aged 15 or younger.
- United States visitors were from Minnesota (29%), South Dakota (6%), Nebraska (6%), California (6%), 36 other states and Washington, D.C. Four percent of all visitors were international, with Canada (21%), Israel (18%) and Norway (15%) as the countries most often represented.
- One percent of visitors were of Hispanic/Latino ethnicity. Most visitors were of White racial background (94%), followed by American Indian (6%) and smaller proportions of other racial backgrounds.
- Ten percent of groups had at least one group member with a disability or impairment. Mobility (93%) and hearing (13%) were the most often listed types of disabilities. Seventeen percent of these visitors experienced access/service problems in the monument.
- Most visitors (81%) were visiting Pipestone NM for the first time during the past 5 years. Ninety-five percent of the visitors spent less than one day in the monument. Forty-one percent of visitors stayed overnight away from home within 25 miles of Pipestone NM.
- Friends/relatives/word of mouth (42%), previous visits (33%), and maps/brochures (31%) were the most used sources of information about the monument prior to visiting. Most visitors (82%) said they received the information they needed to plan their visit to Pipestone NM.
- The most commonly visited sites in the monument were the visitor center (96%), Pipestone Quarry exhibit (82%), Circle Trail (80%), Leaping Rock/Old Stone Face (78%), and Oracle (77%). The most visited site in the surrounding area was Pipestone Downtown Historic District (41%). On this visit, the most common activities were viewing museum exhibits (87%), walking/hiking (83%), observing pipe/craft demonstrations (76%) and viewing quarries/quarrying process (64%).
- In regard to use, and the importance and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services by the 302 respondents included the visitor center (99%) and parking (91%). The most important service was the visitor center (91% of 290 respondents) and the best quality service was parking (92% of 257 respondents)
- Over one-half of the visitors (57%) were aware that the monument is sacred to many North American Indians.
- Most visitors (91%) rated the current entrance fee amounts as "about right." Seven percent said the fee amounts were "too low" and 3% said they were "too high."
- In and outside the monument, the average visitor group expenditure during this visit was \$106. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$60. The average per capita expenditure was \$44.
- Most visitor groups (90%) rated the overall quality of visitor services at Pipestone NM as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor."

For more information about the Visitor Services Project, please contact
the University of Idaho Park Studies Unit; phone (208) 885-7863.

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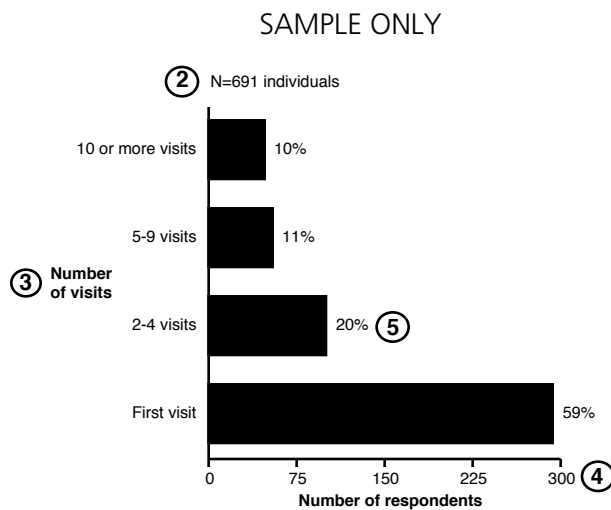
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INTRODUCTION

This report describes the results of a study of visitors at Pipestone National Monument, also referred to as "Pipestone NM." This visitor study was conducted July 7-13, 2002 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① **Figure 4: Number of visits**

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. Some of the questions were comparable with VSP studies conducted at other parks. Other questions were customized for Pipestone National Monument.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at Pipestone National Monument during the period from July 7-13, 2002. Visitors were sampled as they arrived at the visitor center.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then given a questionnaire and asked their names, addresses and telephone numbers in order to mail them a reminder/thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

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, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 308 visitor groups, Figure 4 presents data for 889 individuals. A note above each graph specifies the information illustrated.

**Sample size,
missing data
and reporting
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Pipestone National Monument visitors returned 312 questionnaires, Figure 1 shows data for only 308 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Like all surveys, this study has limitations that should be considered when interpreting the results.

Limitations

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the monument.

2. The data reflect the use patterns of visitors to the selected sites during the study period of July 7-13, 2002. The results 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 or table.

Weather conditions during the visitor study were typical of July in Pipestone National Monument area, ranging from cool and cloudy with rain to hot and sunny.

**Special
conditions**

RESULTS

Visitors contacted

At Pipestone National Monument, 406 visitor groups were contacted, and 398 of these groups (98%) accepted questionnaires. Questionnaires were completed and returned by 312 visitor groups, resulting in a 78.4% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	380	48.7	294	51.3
Group size	391	3.2	309	3.3

Demographics

Figure 1 shows visitor group sizes, which ranged from one person to 48 people. Forty-five percent of visitor groups consisted of two people, while another 31% consisted of three or four people.

Seventy-one percent of visitor groups were made up of family members, 12% were people traveling with friends, and 9% were alone (see Figure 2). Groups listing themselves as "other" group type included school groups, spouse, 4-H group, Boy Scouts, and boyfriend/girlfriend. No visitors were traveling with guided tour groups (see Figure 3).

Forty-four percent of the visitors were in the 41-65 age group (see Figure 4). Another 24% of visitors were in the 15 or younger age group.

Visitors were asked about their ethnic and racial backgrounds. One percent responded that they were of Hispanic/Latino ethnicity (see Figure 5). Most respondents (94%) said they were of White racial background, while 6% were American Indian/Alaska Native (see Figure 6). Visitors who were American Indian or Alaska Native were asked to list the name of the principal or enrolled tribe to which they belonged (see Table 2).

Twenty-seven percent of visitors had bachelor's degrees; 24% had graduate degrees and 24% had some college (see Figure 7).

Ten percent of groups said that a group member had a disability or impairment (see Figure 8). Most often, the disability or impairment was related to mobility (93%) or hearing (13%), as shown in Figure 9.

Seventeen percent of the visitors encountered access/service problems in the monument because of their disability/impairment (see Figure 10). The problems visitors identified included stairs, not being able to take the trail, and not knowing if a wheelchair could negotiate the trail.

When asked the number of times they had visited Pipestone during the last five years, 81% of visitors had visited once (see Figure 11). Over their lifetime, 76% of the visitors had visited once and 24% had visited more than once (see Figure 12).

International visitors to Pipestone NM comprised four percent of the total visitation. The countries most often represented were Canada (21%), Israel (18%) and Norway (15%), as shown in Table 3. The largest proportions of United States visitors were from Minnesota (29%), South Dakota (6%), Nebraska (6%) and California (6%). Smaller proportions of U.S. visitors came from another 36 states and Washington, D.C. (see Map 1 and Table 4).

Demographics (continued)

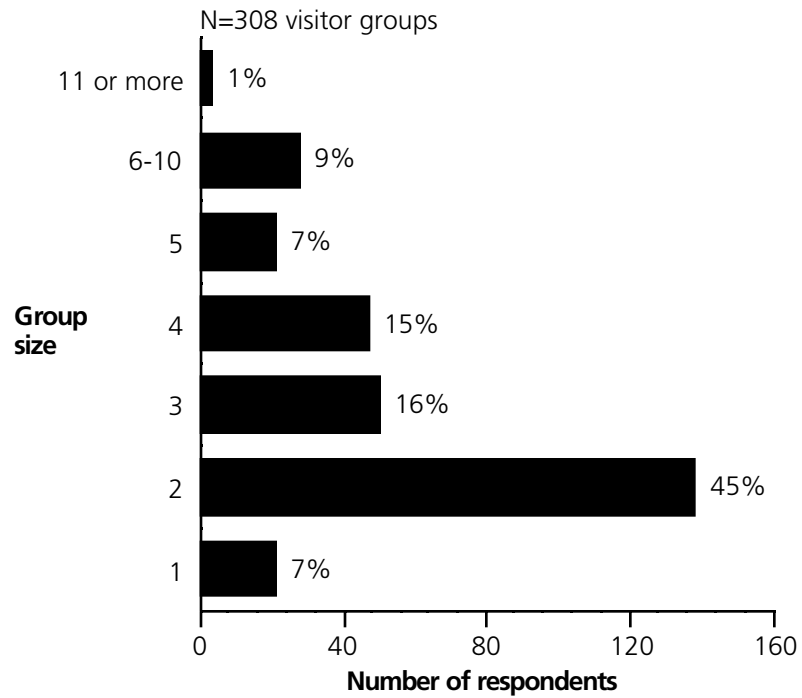


Figure 1: Visitor group sizes

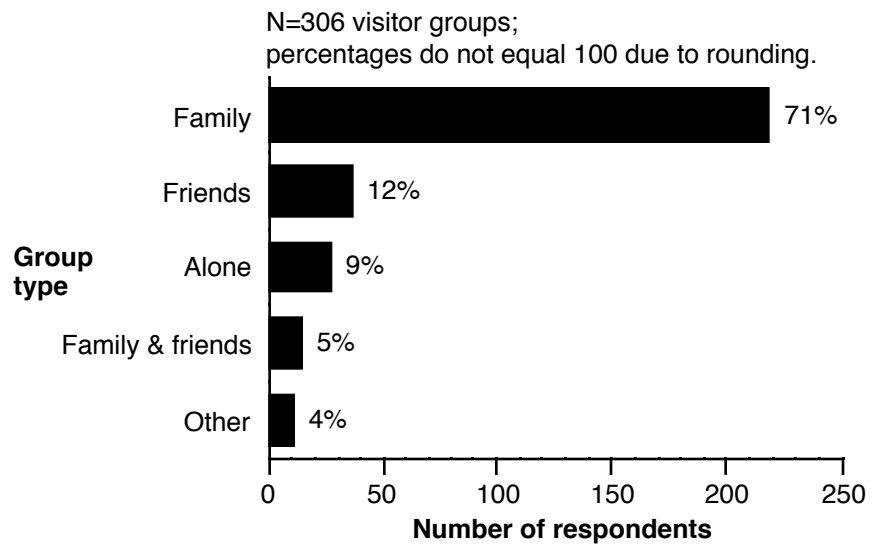


Figure 2: Visitor group types

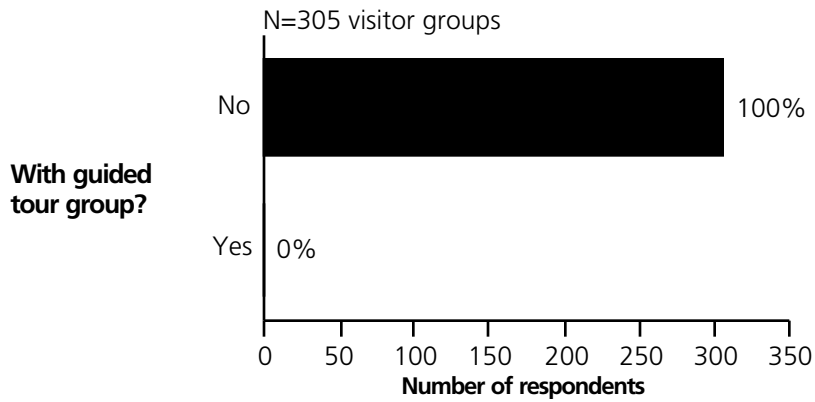


Figure 3: Visitors with guided tour group

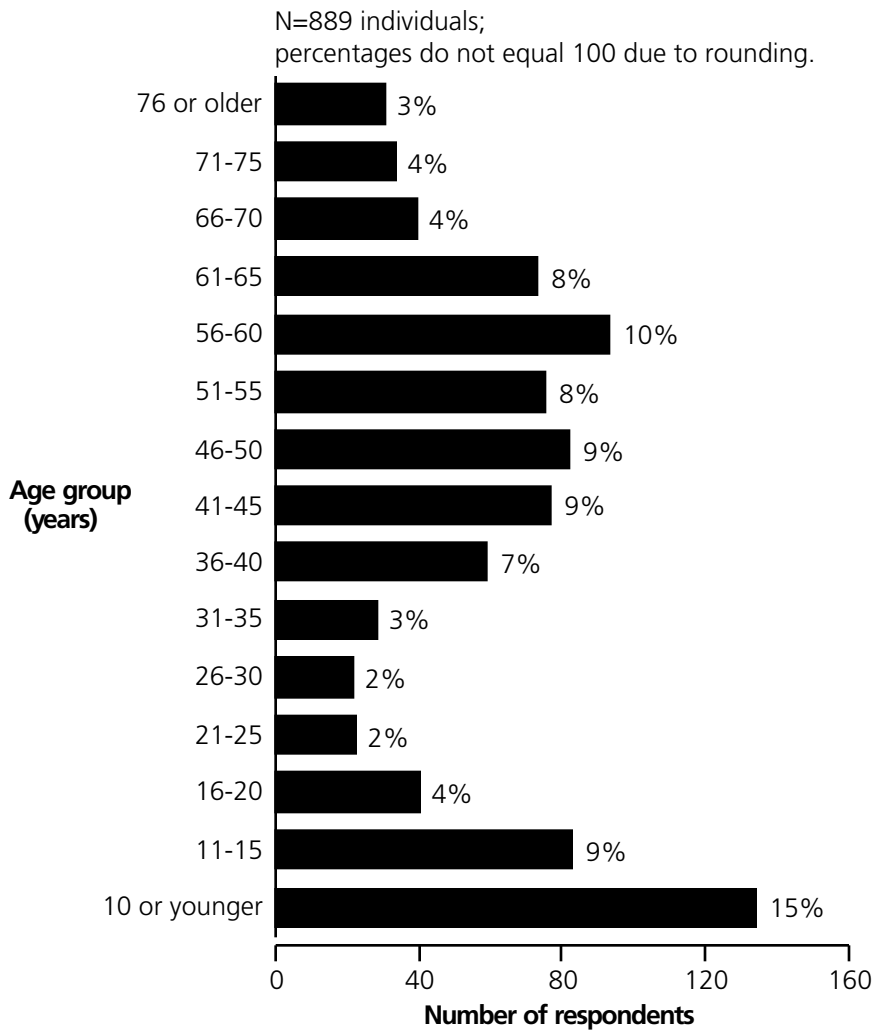


Figure 4: Visitor ages

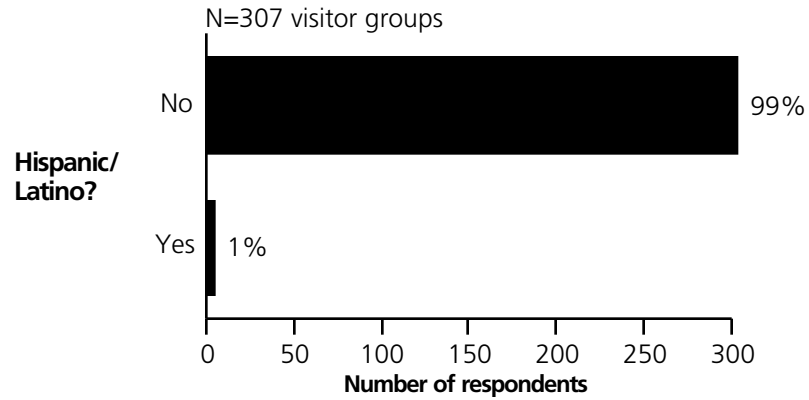


Figure 5: Visitors of Hispanic or Latino ethnicity

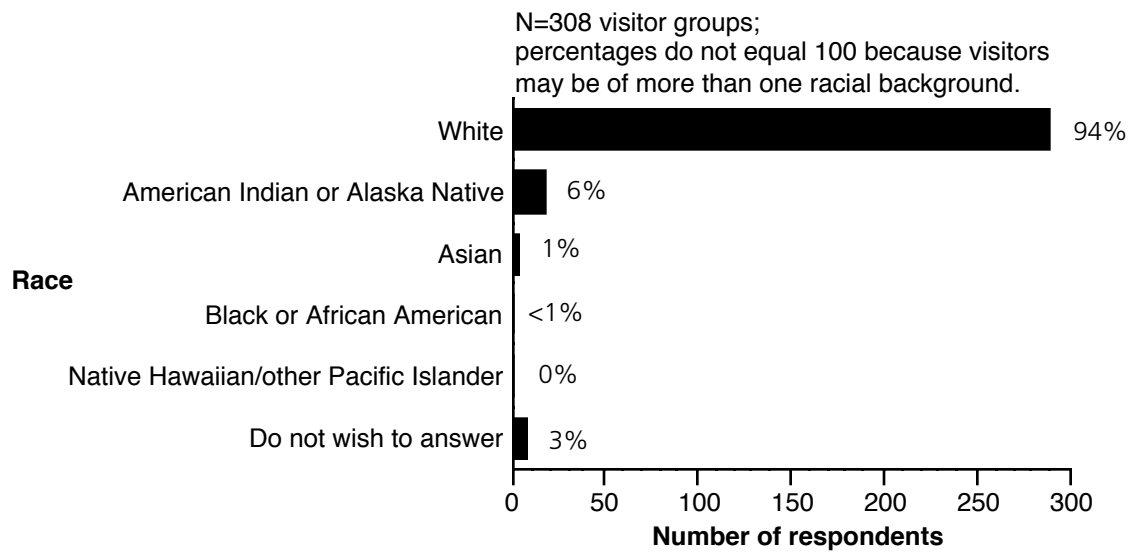


Figure 6: Visitor race

Table 2: American Indian or Alaska Native principal or enrolled tribes

N=10 comments

CAUTION!

Principal or enrolled tribe	Number of times mentioned
Cherokee	2
Leech Lolu	1
Navajo	1
Odawa	1
Ojibwe	1
Osage	1
Potawatomi	1
Sioux	1
Sisseton-Wahpeton	1

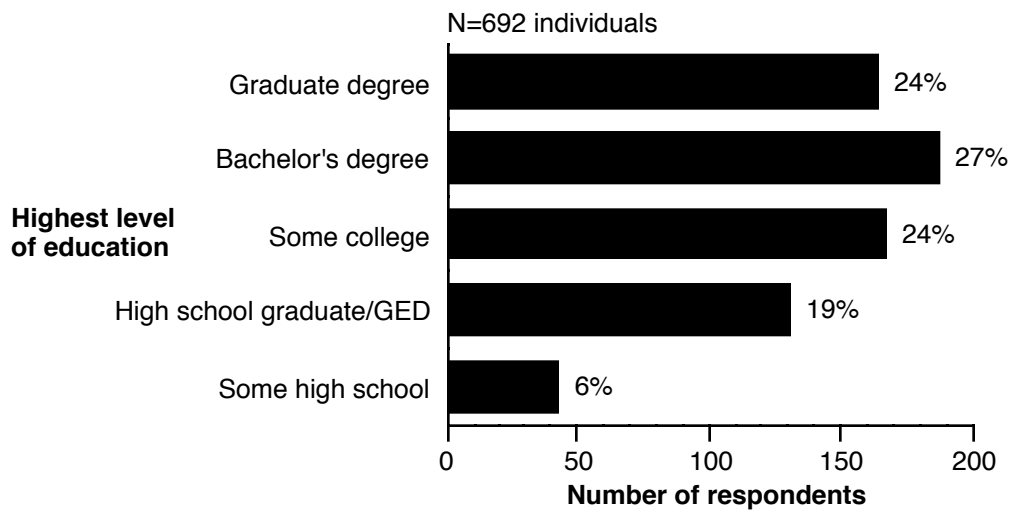


Figure 7: Visitor highest level of education

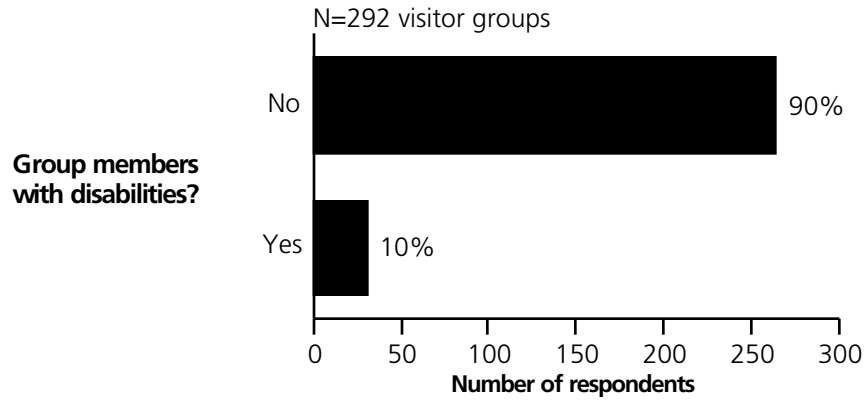


Figure 8: Visitors with disabilities/impairments that limited ability to visit Pipestone NM

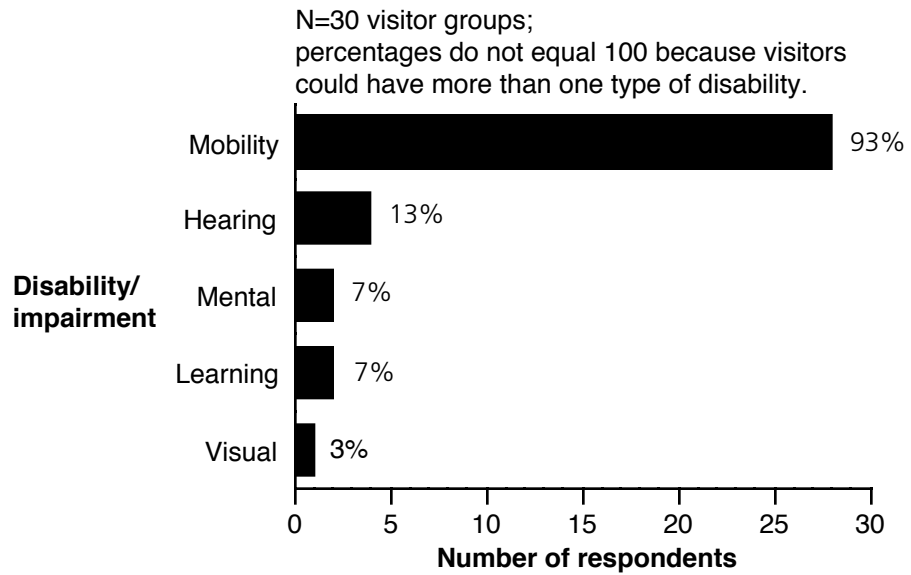


Figure 9: Types of visitor disabilities

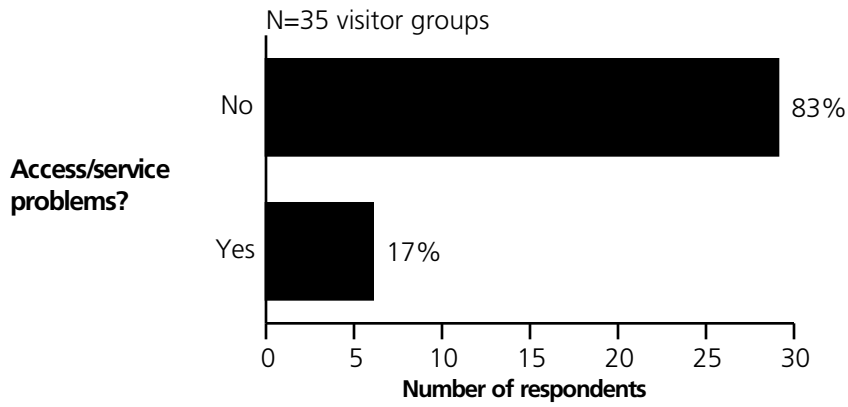


Figure 10: Encounter access/service problems?

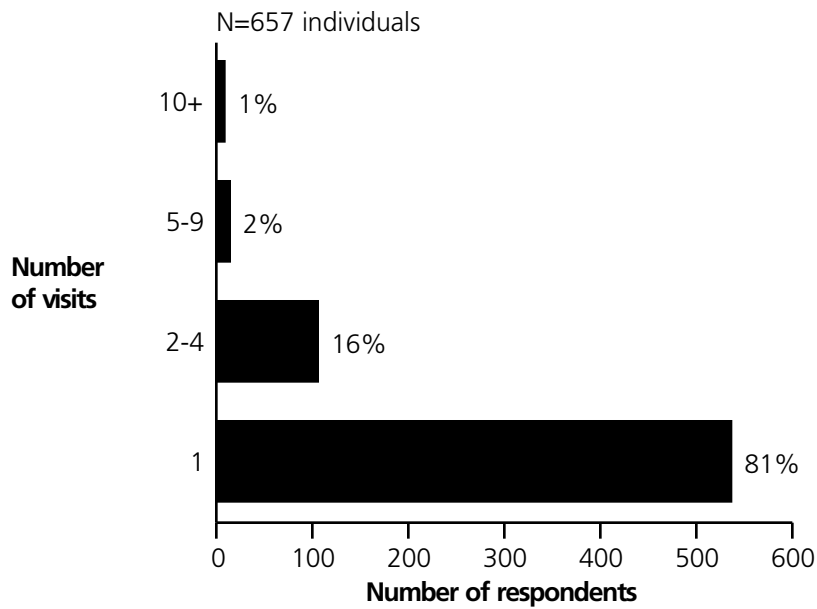


Figure 11: Number of visits during past 5 years

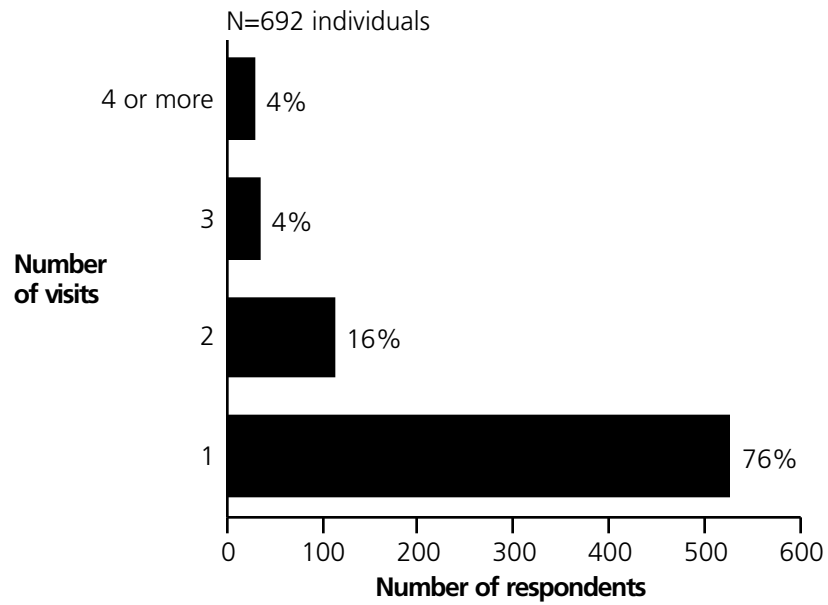
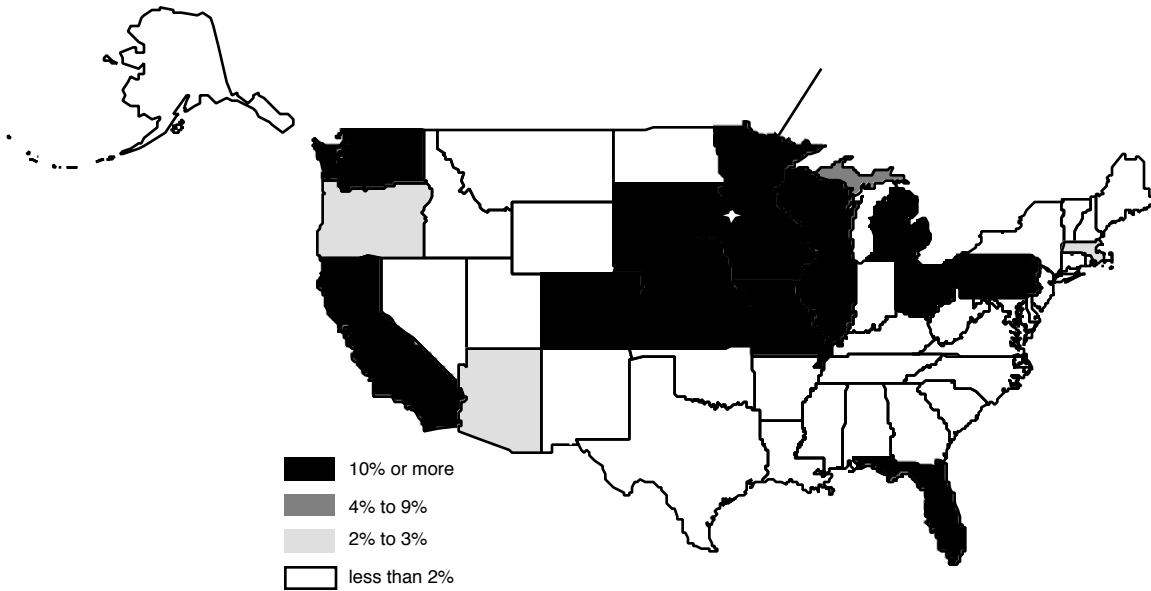


Figure 12: Number of visits during lifetime

Table 3: International visitors by country of residence

percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors N=34	Percent of total visitors N=818
Canada	7	21	1
Israel	6	18	1
Norway	5	15	1
New Zealand	4	12	1
Germany	3	9	<1
Hungary	3	9	<1
India	2	6	<1
Sweden	2	6	<1
England	1	3	<1
Switzerland	1	3	<1



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

Table 4: United States visitors by state of residence

percentages do not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=783	Percent of total visitors N=817
Minnesota	231	29	28
South Dakota	50	6	6
Nebraska	49	6	6
California	47	6	6
Wisconsin	36	5	4
Michigan	36	5	4
Iowa	35	4	4
Washington	24	3	3
Missouri	22	3	3
Colorado	19	2	2
Kansas	19	2	2
Pennsylvania	18	2	2
Ohio	16	2	2
Illinois	14	2	2
Arizona	13	2	2
Florida	13	2	2
Massachusetts	13	2	2
Oregon	12	2	1
Oklahoma	11	1	1
Indiana	10	1	1
Texas	10	1	1
19 other states and Washington D.C.	85	11	7

Length of visit in monument and area

Visitor groups were asked how long they spent visiting Pipestone NM on this visit. Most visitor groups (95%) reported that they spent less than one day (less than 24 hours), as shown in Figure 13. Five percent of the visitors visited the monument on one or two days.

Of the groups that spent less than 24 hours, 68% spent one to two hours in Pipestone NM (see Figure 14).

In the area, 81% of visitors spent less than 24 hours (see Figure 15). Of the visitors who spent less than 24 hours in the area, 70% spent one to three hours (see Figure 16).

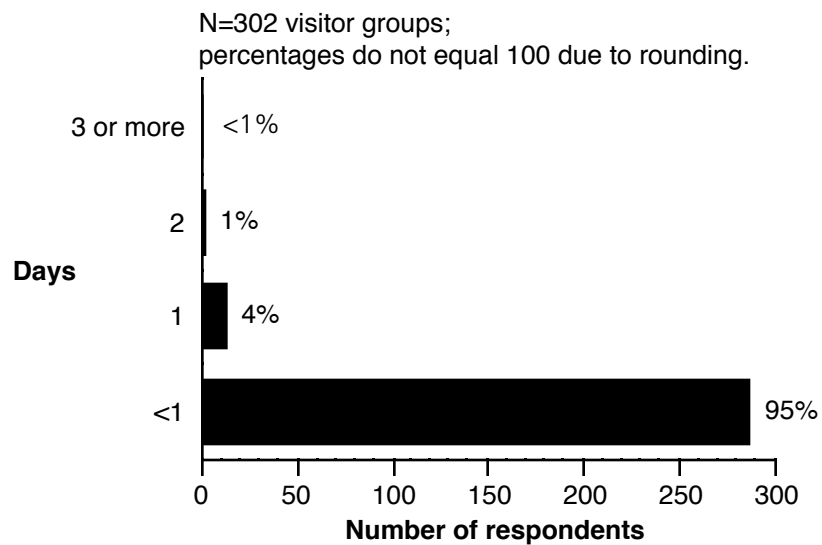


Figure 13: Days spent at Pipestone NM on this visit

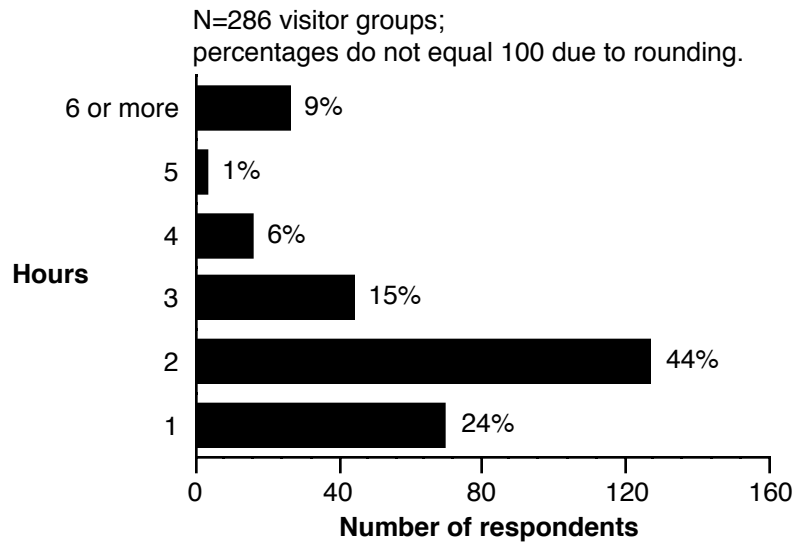


Figure 14: Hours spent at Pipestone NM by visitors who spent less than 24 hours

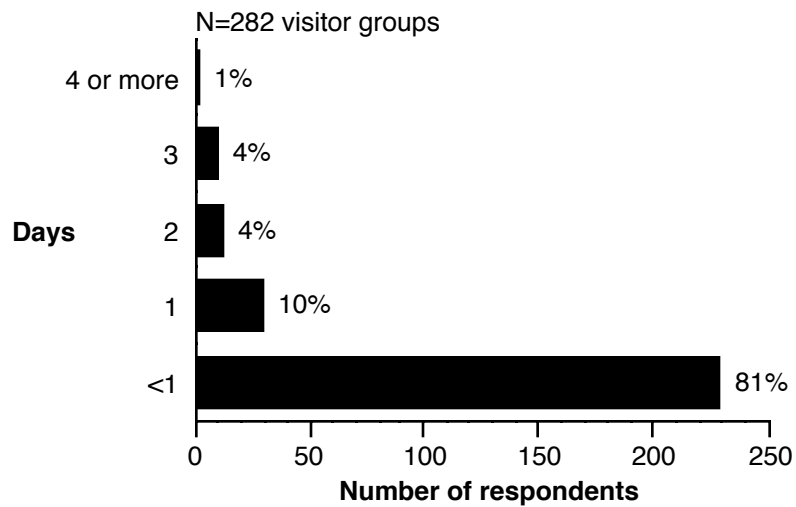


Figure 15: Days spent in Pipestone NM area on this visit

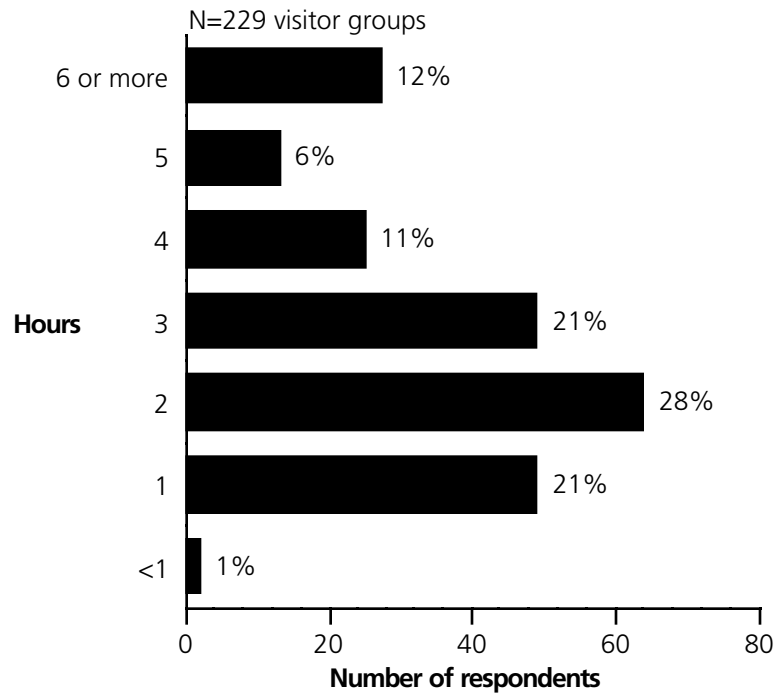


Figure 16: Hours spent in Pipestone NM area by visitors who spent less than 24 hours

Visitor groups were asked to indicate the sources from which they had received information about Pipestone NM prior to their visit. Nine percent of visitor groups "received no information" prior to their visit. Of those visitor groups who received information, the most common sources were friends, relatives or word of mouth (42%), previous visits (33%), maps/brochures (31%), and travel guides/tour books (28%), as shown in Figure 17. "Other" sources of information used by visitor groups included National Park Passport, interstate signs, American Automobile Association and Minnesota history books.

Sources of information

Most visitor groups (82%) said they received the information they needed prior to their visit, but 9% did not and 9% were "not sure" (see Figure 18). Table 5 lists the type of information visitors needed.

When asked what sources they would use for a future visit, 51% of visitors said they would use the internet web site, followed by travel guide/tour books (45%) and maps/brochures (40%), as shown in Figure 19. No visitors said they would write to the monument for information in the future.

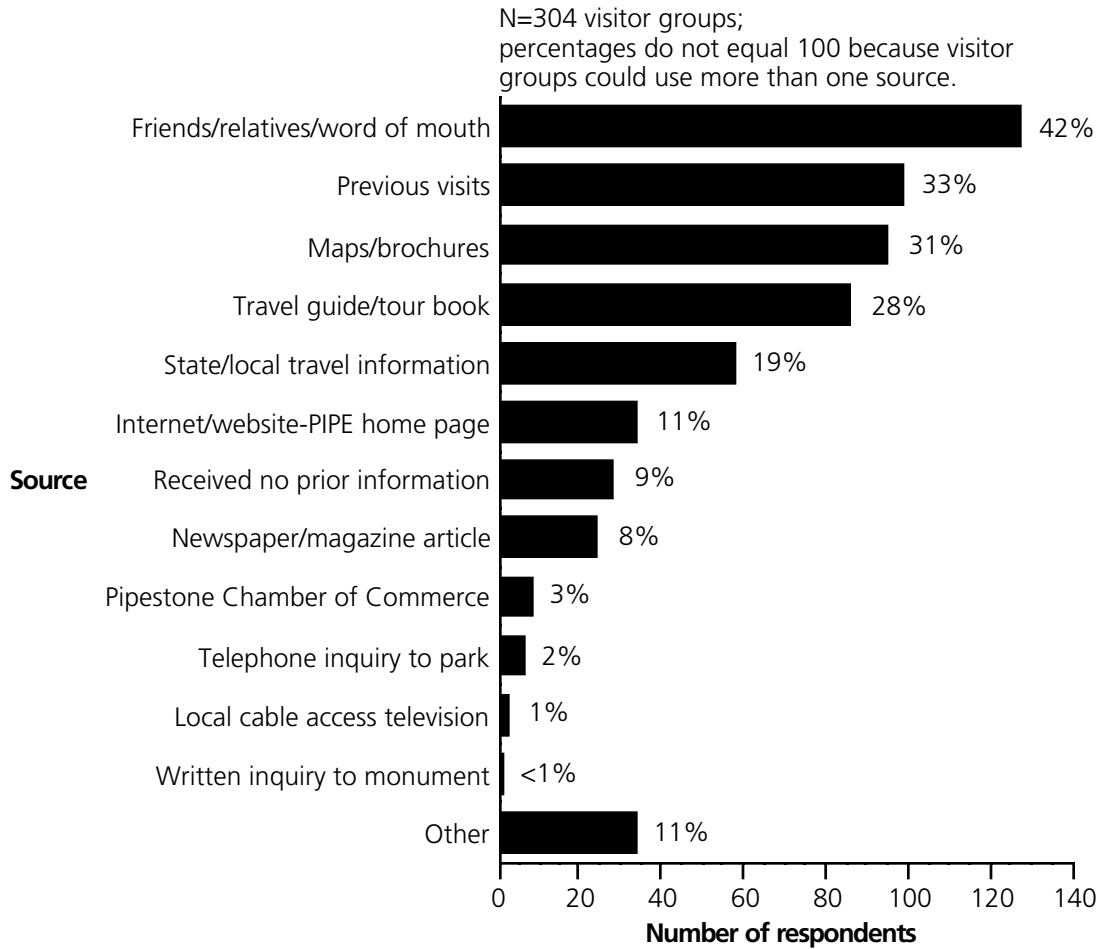


Figure 17: Sources of information used by visitors prior to arriving on this visit

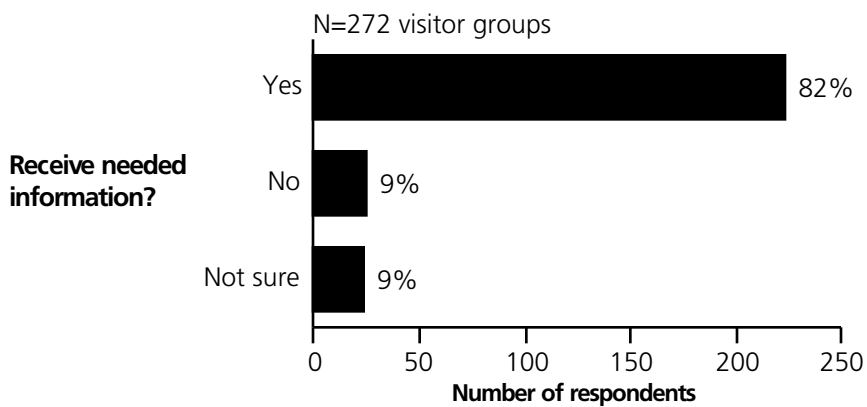


Figure 18: Receive needed information?

Table 5: Type of information needed

N=18 comments

CAUTION!

Comment	Number of times mentioned
Not aware of trail—did not know enough about Pipestone NM	6
Information about Pipestone NM and town	5
Saw it on map/pass book—needed more specific information	3
Needed directions	2
Other information	2

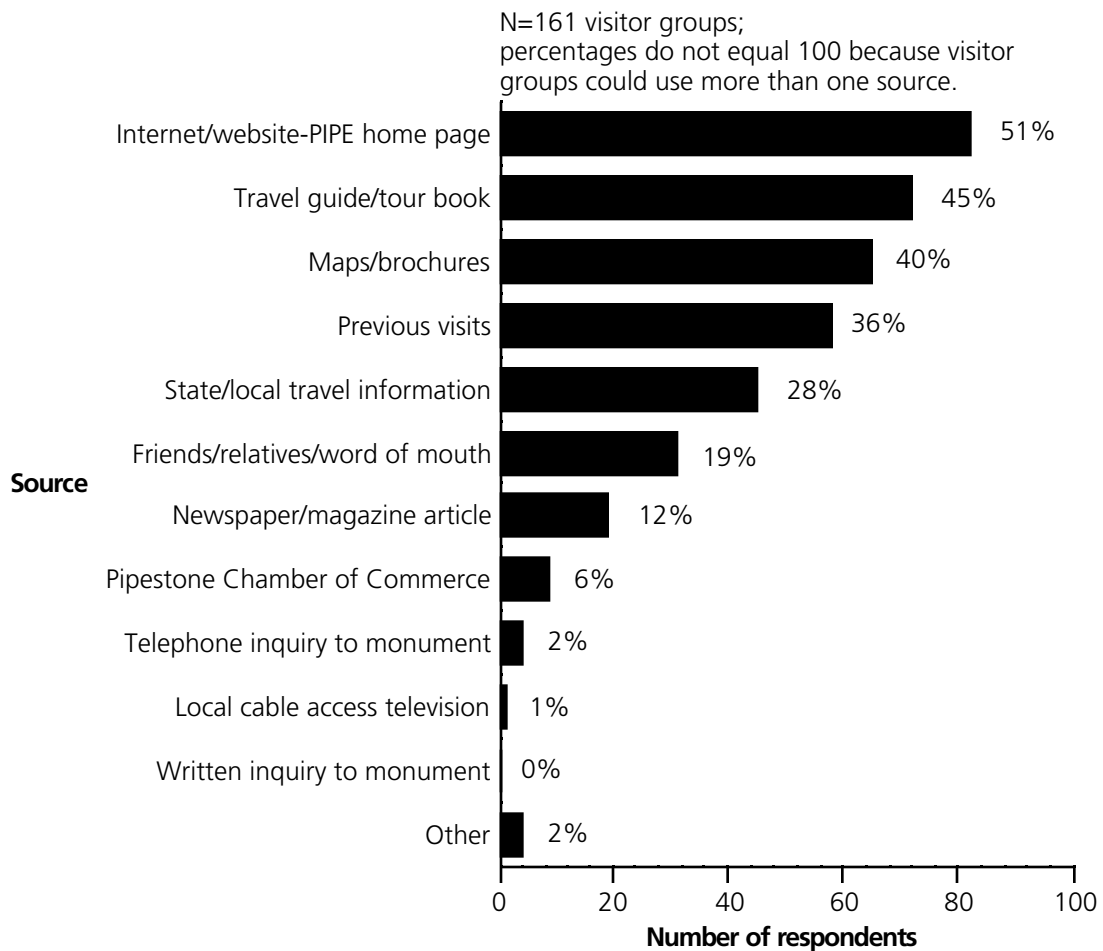


Figure 19: Preferred sources of information visitors would use prior to future visits

Monument as travel destination

When asked how their visit to Pipestone NM fit into their travel plans, 54% of visitors said it was "one of several destinations," as shown in Figure 20. For over one-fourth of the visitors (29%), Pipestone was "not a planned destination." Seventeen percent of visitors said it was their "primary destination."

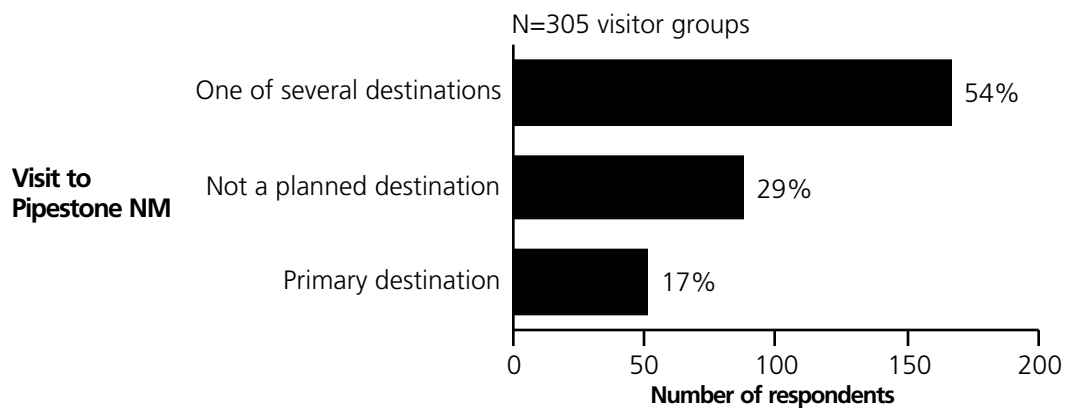


Figure 20: Monument as travel destination

Visitors were asked to identify the roads/highways they used to reach Pipestone NM on this visit. I-90 was the most used (30%), followed by US 75 from the south (28%) and US 23 from the southwest (22%), as shown in Figure 21. I-29 was the least used access road (10%).

Roads used to access monument

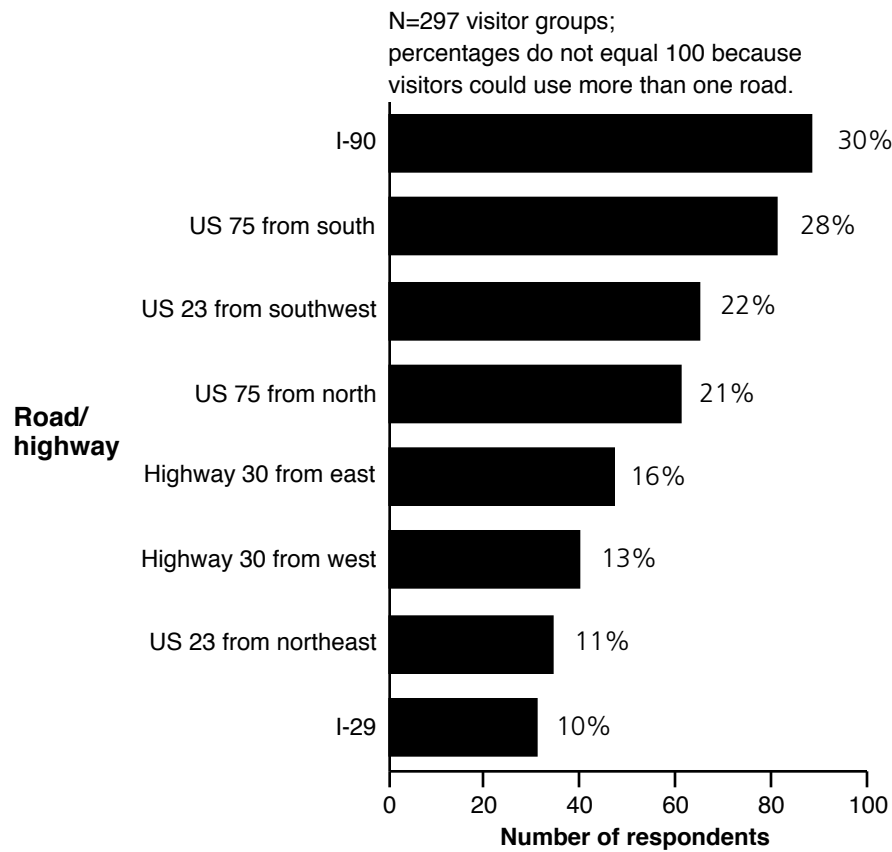


Figure 21: Roads used to access Pipestone NM

Adequacy of directional signs to reach monument

Visitor groups were asked about the adequacy of signs directing visitors to Pipestone NM along interstates, state highways and in communities. Fifty-one percent of visitors said interstate signs were adequate; 11% said they were not and 37% said they were "not sure," as shown in Figure 22. Along state highways, 69% of visitors said the signs were adequate, 12% said they were not and 19% were "not sure," as shown in Figure 23. Regarding signs in communities, 76% of visitors felt the signs were adequate, 14% did not and 10% were "not sure," as shown in Figure 24.

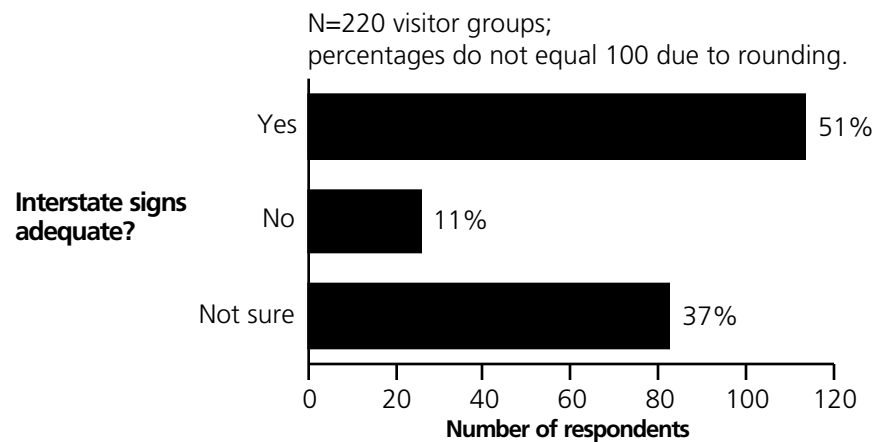


Figure 22: Adequacy of signs on interstates

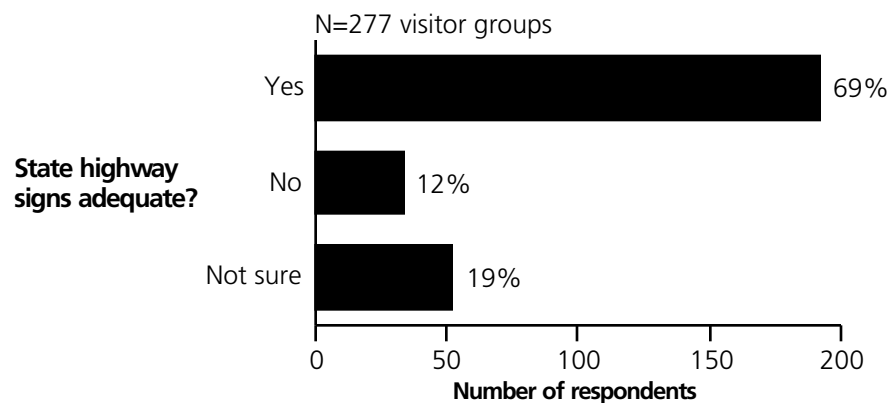


Figure 23: Adequacy of signs on state highways

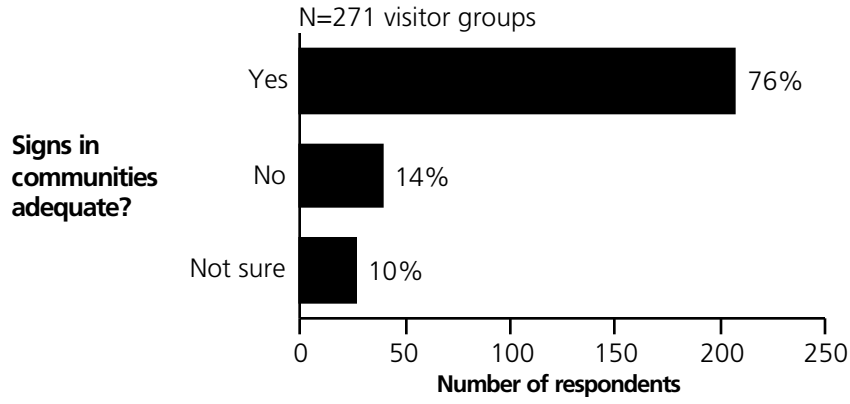


Figure 24: Adequacy of signs in communities

Sites visited in Pipestone NM

When asked what sites they visited in Pipestone NM, most visitors went to the visitor center (96%), Pipestone Quarry exhibit (82%), Circle Trail (80%), Leaping Rock/Old Stone Face (78%) and Oracle (77%), as shown in Figure 25. The least visited site was the sweat lodges (<1%).

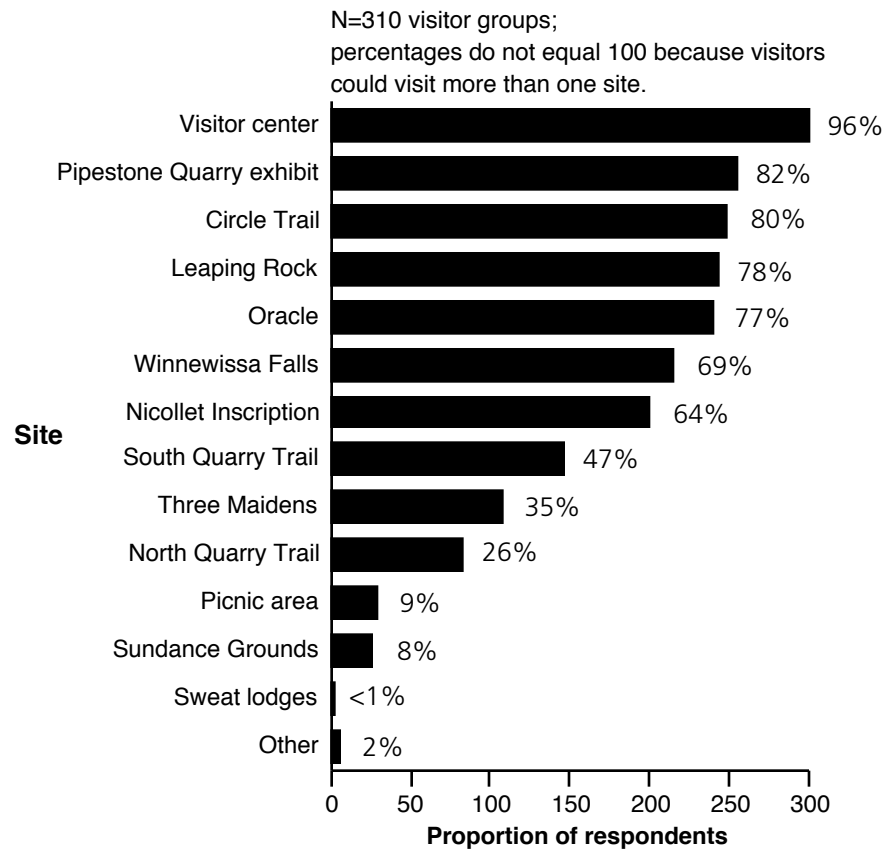


Figure 25: Sites visited

Visitor groups were asked to list the activities in which they participated at Pipestone NM on this visit. The most common activities were viewing museum exhibits (87%), hiking/walking (83%), observing pipe/craft demonstrations (76%) and viewing quarries/quarrying process (64%), as shown in Figure 26. The least popular activity was viewing night sky or sunsets (2%). "Other" activities included watching the slide show, completing the junior ranger badge and shopping in the gift shop.

Activities

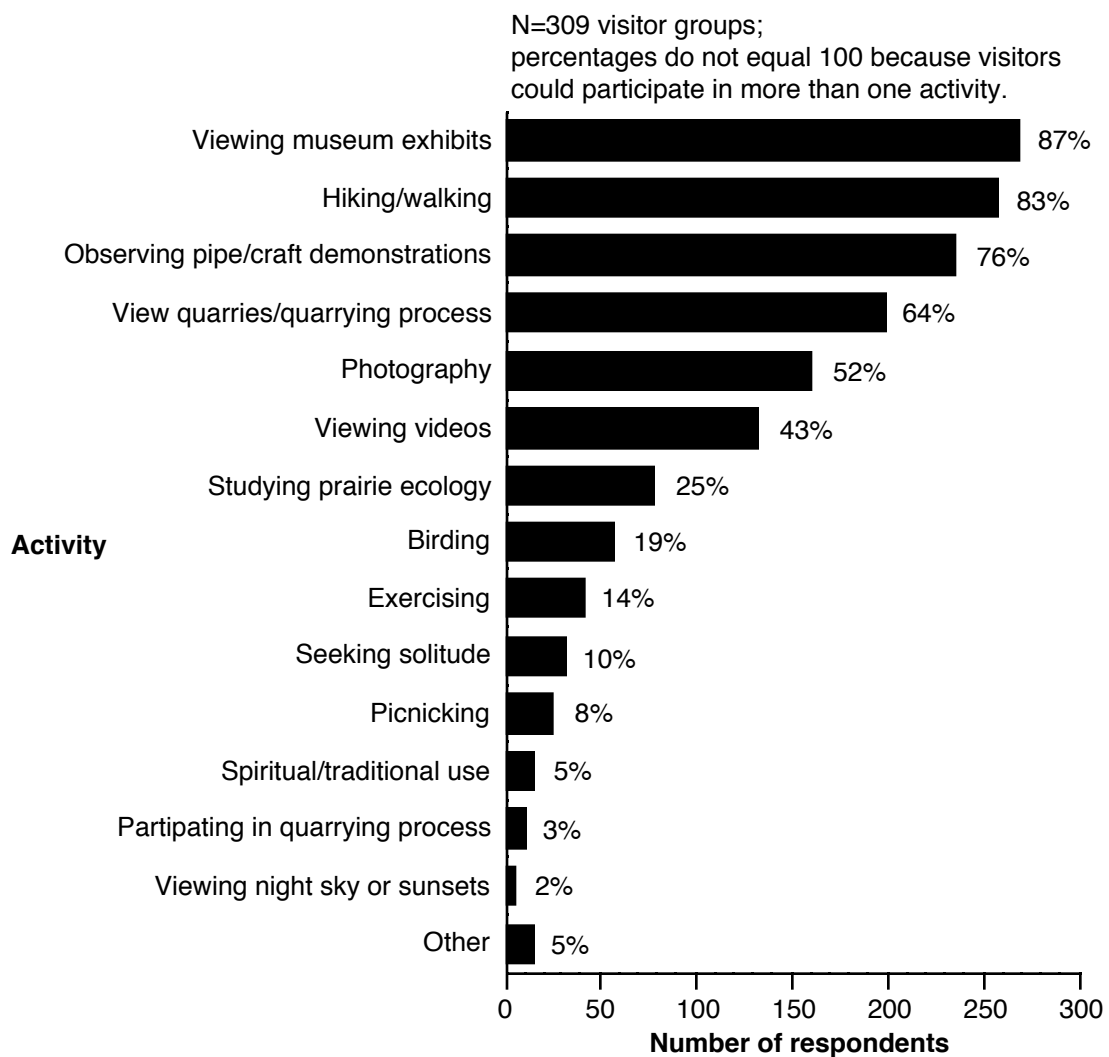


Figure 26: Visitor activities

Places visited outside Pipestone NM

Visitor groups were asked to list the places they visited outside of Pipestone NM on this visit. Twenty-seven percent of visitor groups said they did not visit any other places outside of Pipestone NM. The most visited site by visitors who went to other places was Pipestone downtown National Historic District (41%), as shown in Figure 27. The least visited place was Little Feather Center (1%). "Other" places that visitors visited included Fort Pipestone, Mount Rushmore National Memorial, Badlands National Park, Custer State Park, Crazy Horse Memorial, various state and national park units, and many other places.

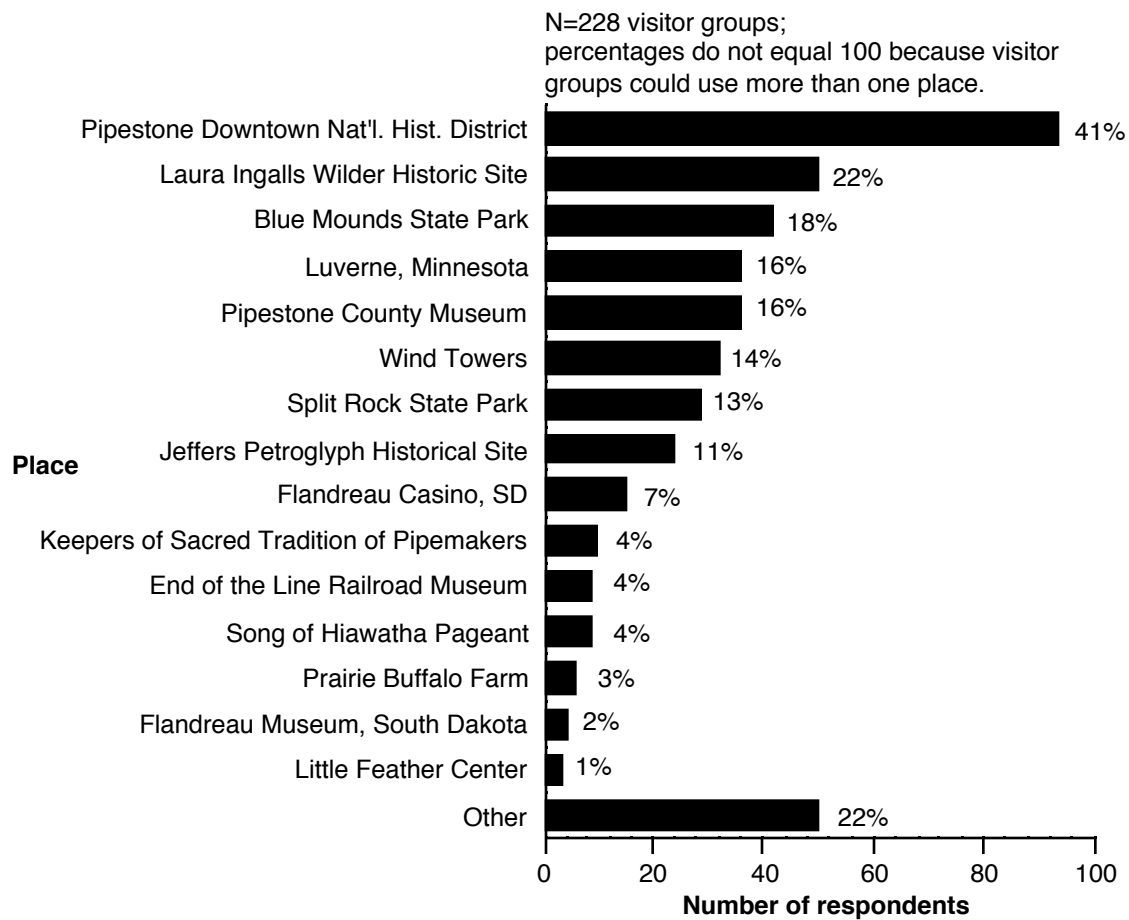


Figure 27: Places visited outside Pipestone NM

Visitor groups were asked a series of questions about overnight accommodations. Forty-one percent of visitors stayed overnight away from home within 25 miles of Pipestone NM (see Figure 28).

Overnight accommodations

Number of nights : Those visitors who stayed overnight in Pipestone NM and/or the surrounding area (within 25 miles) were asked the number of nights they stayed. Figure 29 shows that 63% stayed one night within 25 miles of the monument, while 38% stayed two nights or more.

Type of accommodations used: Over one-half of the visitors (53%) who stayed overnight in the area within 25 miles of Pipestone NM stayed in the lodge motel or cabins. Thirty-three percent camped (see Figure 30). "Other" places that visitors stayed overnight included inns, motorhomes, hotels, and resorts.

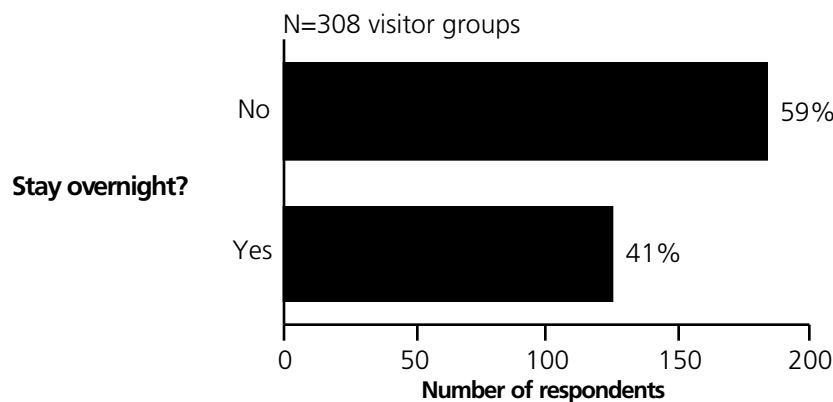


Figure 28: Overnight stay away from home within 25 miles of Pipestone NM?

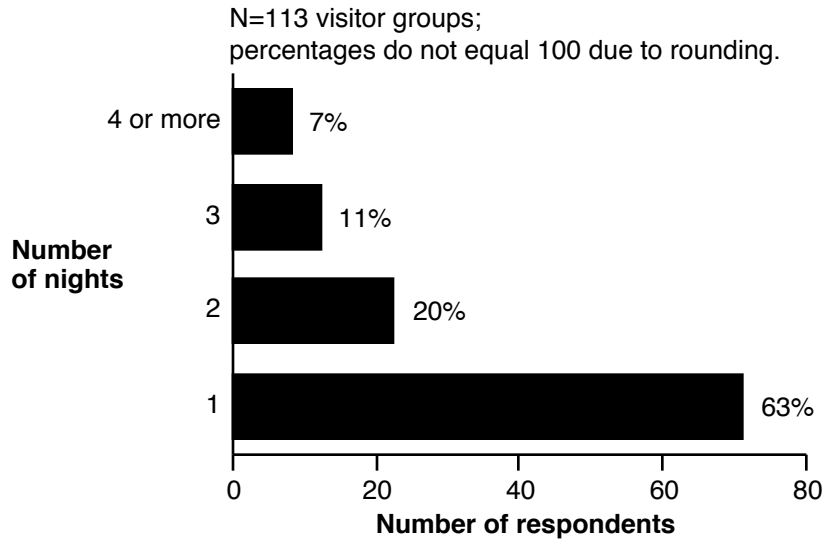


Figure 29: Number of nights within 25 miles of Pipestone NM

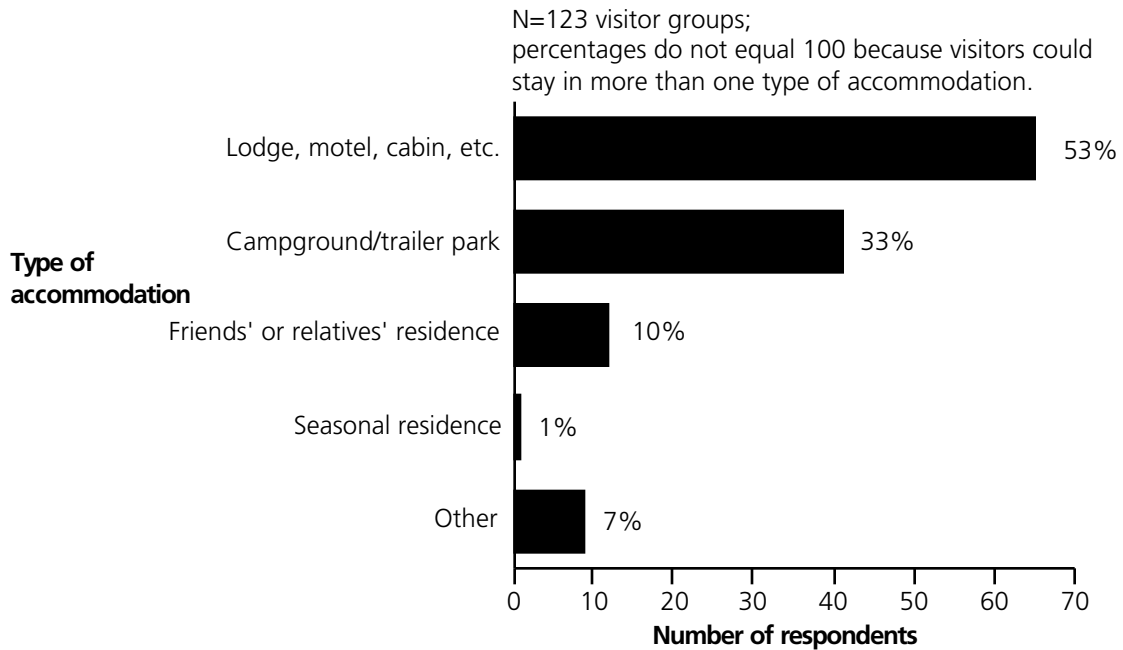


Figure 30: Types of accommodations used within 25 miles of Pipestone NM

Visitor groups were asked if, prior to their visit, they were aware that Pipestone NM is sacred to many American Indians. Over one-half of the visitors (57%) were aware that the monument is sacred, as shown in Figure 31. Forty-one percent were not aware and two percent were "not sure."

Awareness that monument is sacred to American Indians

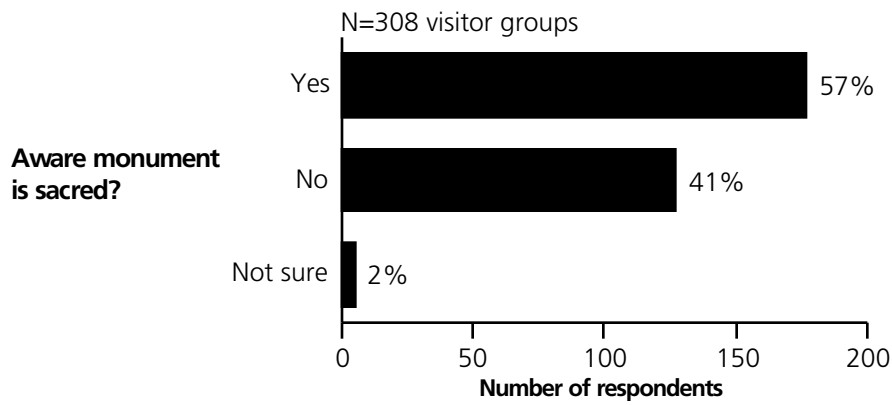


Figure 31: Awareness that monument is sacred to American Indians

Acceptability of visitor center hours/temporary restrictions on visitor use

Visitors were asked if the visitation hours at Pipestone NM met their needs. Most visitor groups (96%) said the current hours met their needs (see Figure 32). Two percent of visitors said "no" and two percent said "not sure."

Visitors were given the following information: "Pipestone Nat'l. Monument is spiritually important to many American Indians and throughout the year ceremonies are conducted in the monument. Some ceremonies are highly visible and are close to or within visitor use areas. Considering this, what temporary (from 1 to 4 hours) restrictions on visitor use would be acceptable to you?" Visitor groups were asked their opinion about how acceptable they would find the selected restrictions listed in Table 6.

Visitors made many additional comments under "other" restrictions, which are itemized in Table 7.

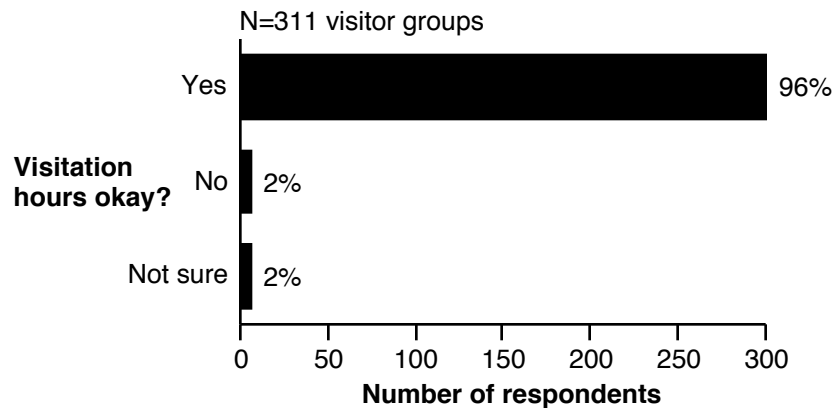


Figure 32: Current visitor center hours meet visitor needs?

Table 6: Acceptability of temporary restrictions on visitor use percentages may not equal 100 due to rounding.				
Restriction		Yes	No	No opinion
Closure/altered visitor center hours	N=266	54%	25%	21%
Closing some portions of Circle Trail	N=272	67%	13%	20%
No photography of ceremonial areas	N=275	73%	7%	20%
Closure of Three Maidens site	N=265	66%	7%	27%
Closure of entire monument	N=268	42%	39%	19%
Road closures limiting access to some areas	N=271	65%	14%	21%
Other	N=65	23%	42%	35%

Table 7: Comments on possible restrictions

N=24 comments

CAUTION!

Comment	Number of times mentioned
Will accept decision that is made	7
Don't completely close visitor center--some visitors cannot return later	6
Total closure needs advance public notice	4
Close ceremonial areas at Indian request	2
Other comments	5

Ratings of elements affecting monument experience

Visitor groups were asked to identify whether selected elements in Pipestone NM had any effect on their monument experience. For all of the selected elements listed in Table 8, the greatest proportion of visitors said the elements had "no effect" on their visit. The element with the highest "added to" rating was agriculture use outside the monument (5%). Agricultural use outside the monument also received the highest "detracted from" visitors' monument experience.

Table 8: Selected elements' effect on visitor experience percentages may not equal 100 due to rounding.			
Element	Added to	No effect	Detracted from
Monument housing (for staff) N=275	4%	94%	2%
Monument roads N=312	<1%	100%	0%
Other visitor/user groups N=312	<1%	100%	0%
Noise (lawn mowers, leaf blowers, etc.) N=312	0%	100%	<1%
Agricultural use outside monument N=281	5%	91%	4%
External development adjacent To monument (power lines, residences, etc.) N=312	<1%	100%	0%

Visitors were asked to indicate the visitor services and facilities they used during this visit to Pipestone NM. The most used services and facilities included visitor center (99%), parking (91%), paved roads (78%), visitor center restrooms (77%), gift shop (74%) and pipe and craft demonstrations (71%), as shown in Figure 33. The least used service was ranger-led walks (<1%).

Use, importance and quality of visitor services and facilities

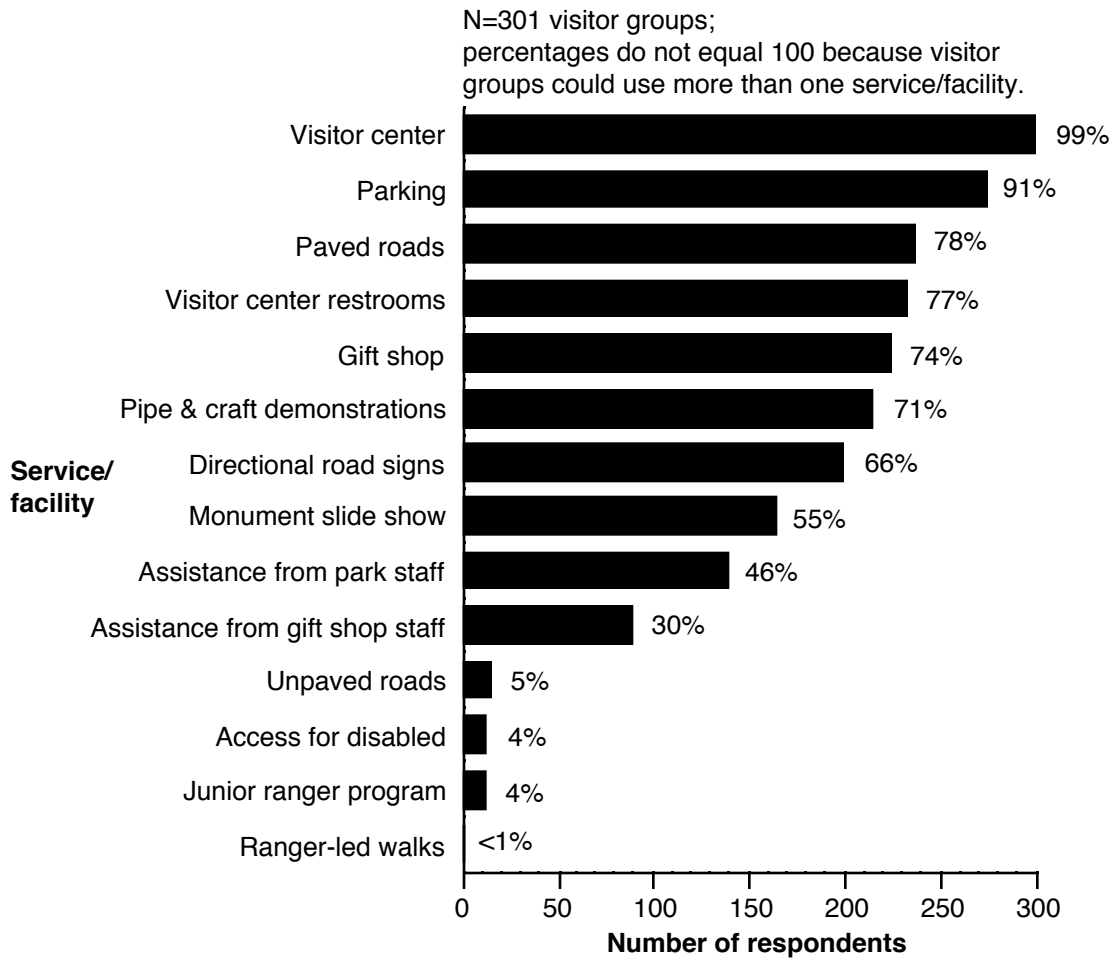


Figure 33: Visitor services and facilities used

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five point scales were used in the questionnaire.

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings by visitors who used each service and facility. Figures 34 and 35 show the average importance and quality ratings for each of the visitor services and facilities. All services and facilities were rated above average in importance and quality. NOTE: Ranger-led walks were not rated by any visitors. Junior ranger program, access for disabled people, and unpaved roads were not rated by enough visitors to provide reliable information.

Figures 36-48 show the importance ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of "extremely important" or "very important" ratings included the visitor center (91%), directional road signs (88%), visitor center restrooms (86%) and assistance from monument staff (85%). The highest proportion of "not important" ratings was for the gift shop (7%).

Figures 49-61 show the quality ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of "very good" or "good" ratings included assistance from monument staff (92%), parking (92%), visitor center (89%) and visitor center restrooms (87%). The highest proportion of "very poor" ratings were for directional road signs (5%).

Figure 62 combines the "very good" and "good" quality ratings and compares those ratings for all of the services and facilities.

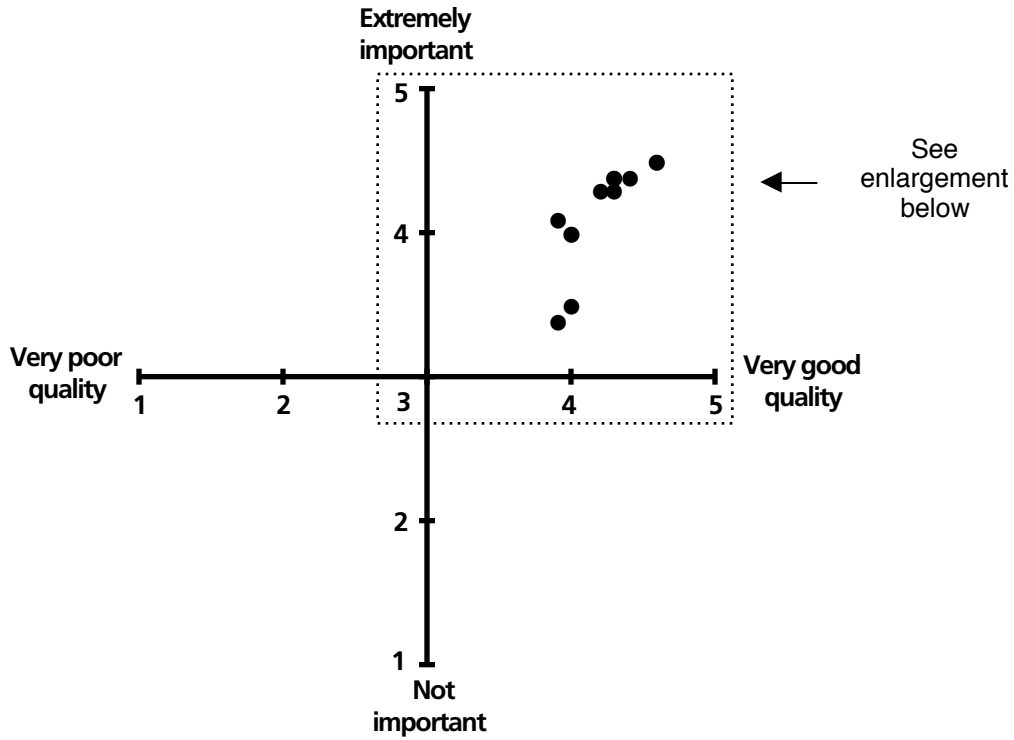


Figure 34: Average ratings of visitor services and facilities importance and quality

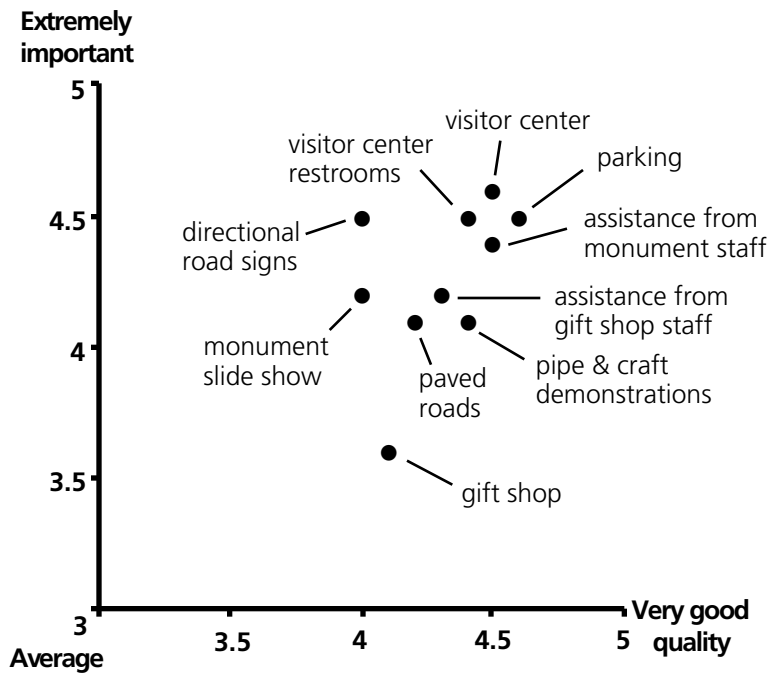


Figure 35: Detail of Figure 34

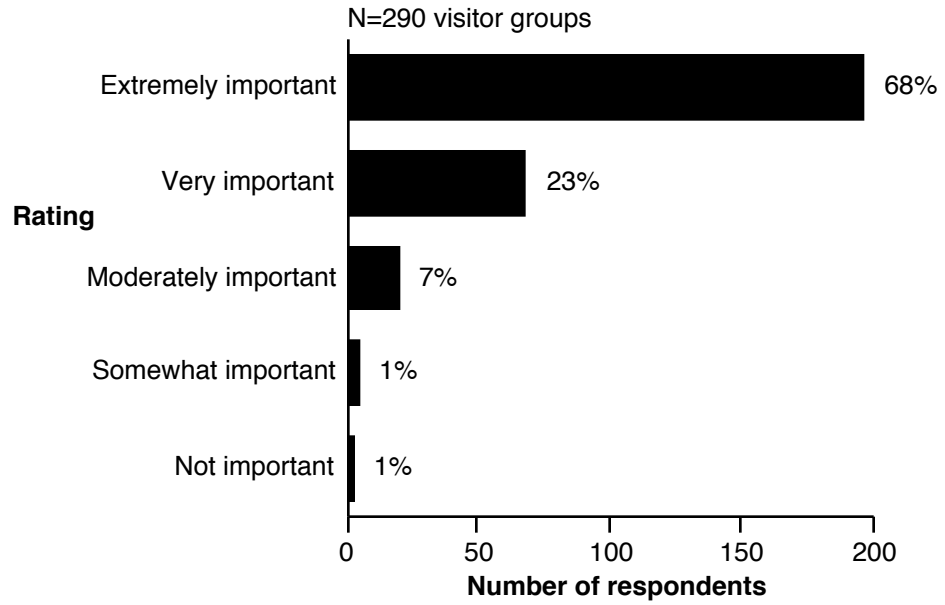


Figure 36: Importance of visitor center

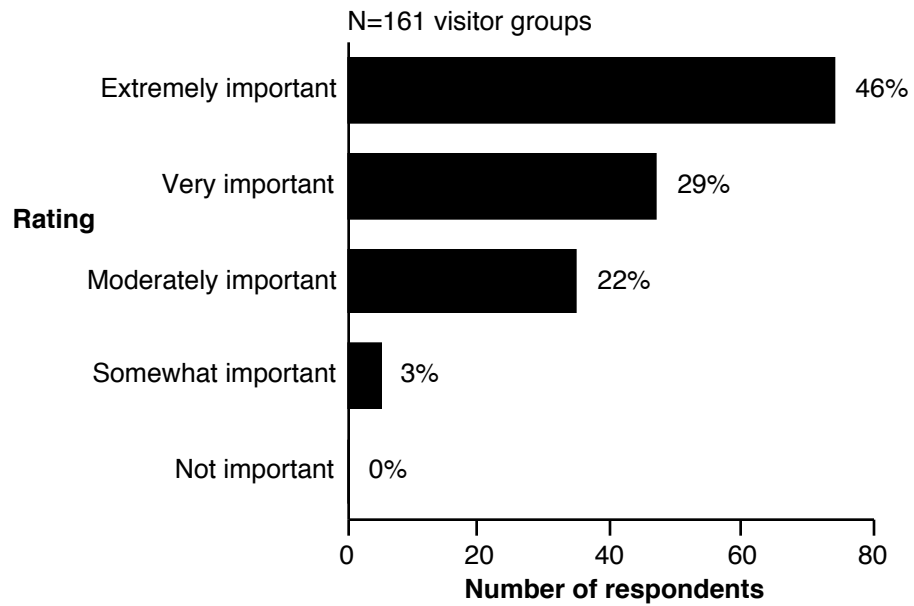


Figure 37: Importance of monument slide show

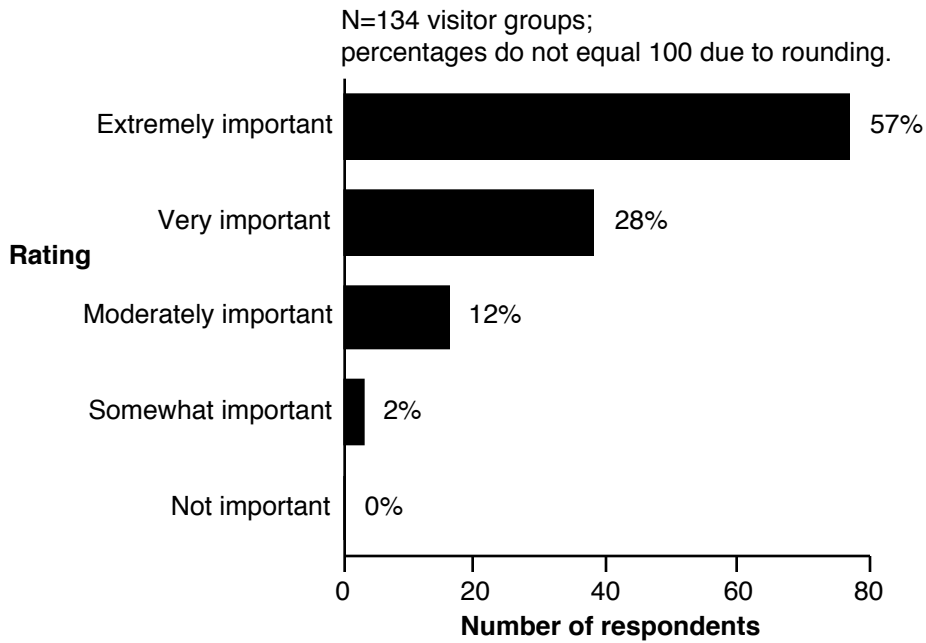


Figure 38: Importance of assistance from monument staff

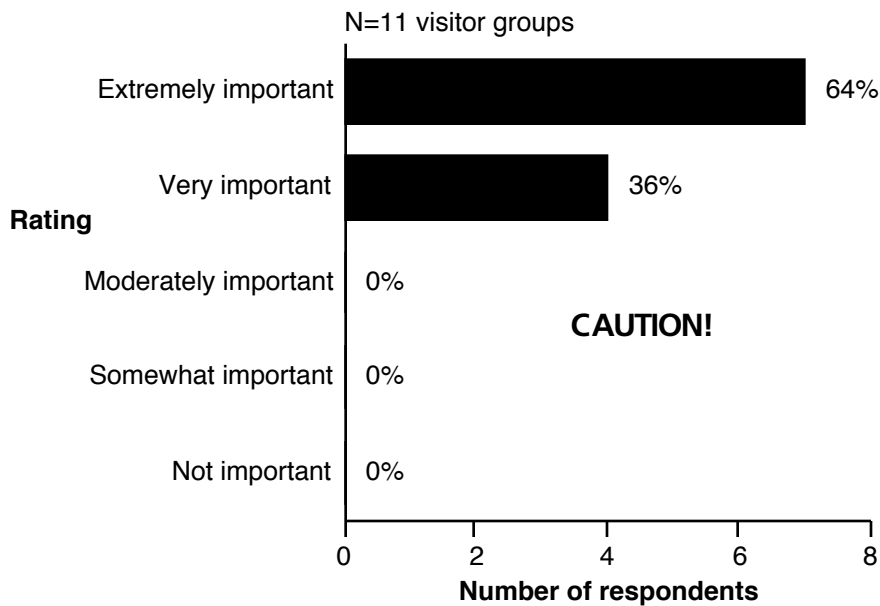


Figure 39: Importance of junior ranger program

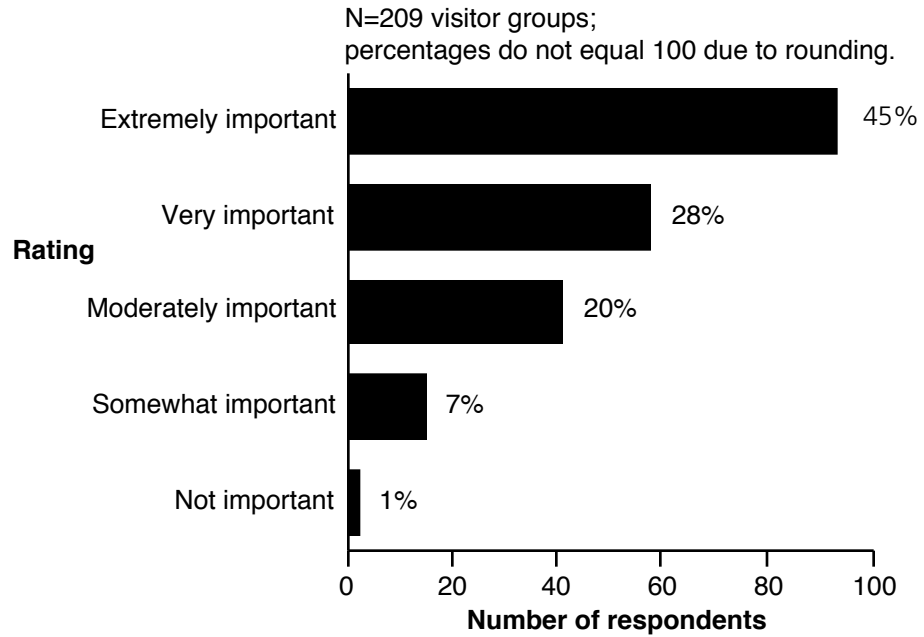


Figure 40: Importance of pipe and craft demonstrations

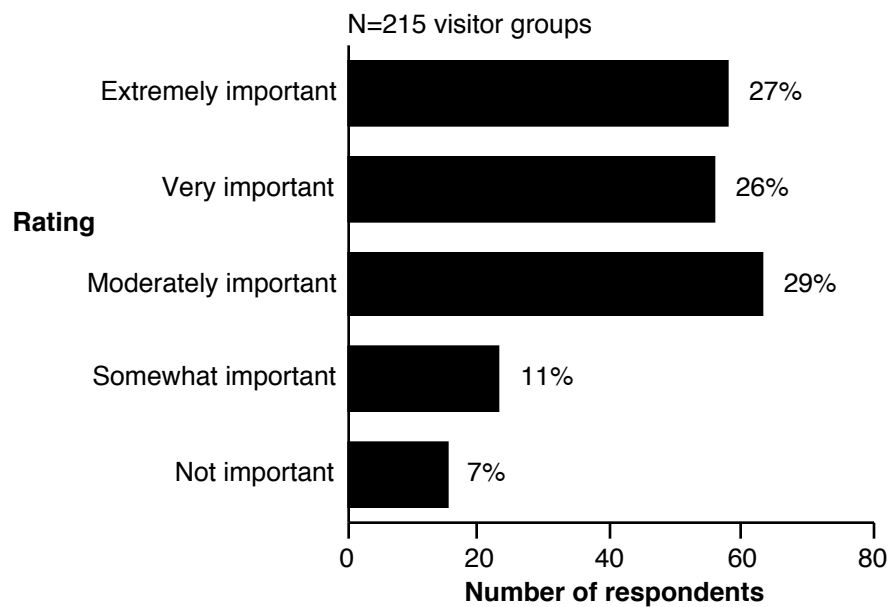


Figure 41: Importance of gift shop

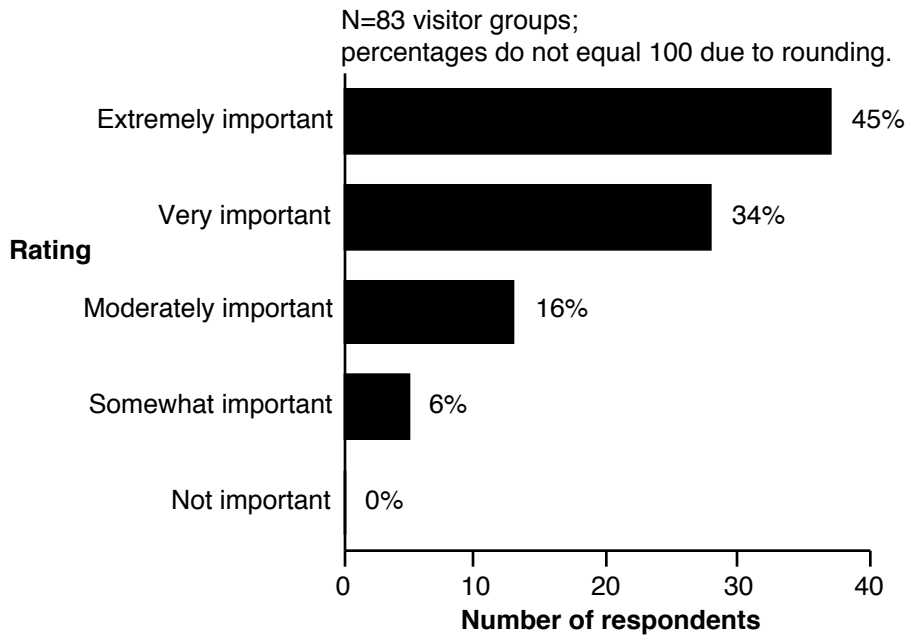


Figure 42: Importance of assistance from gift shop staff

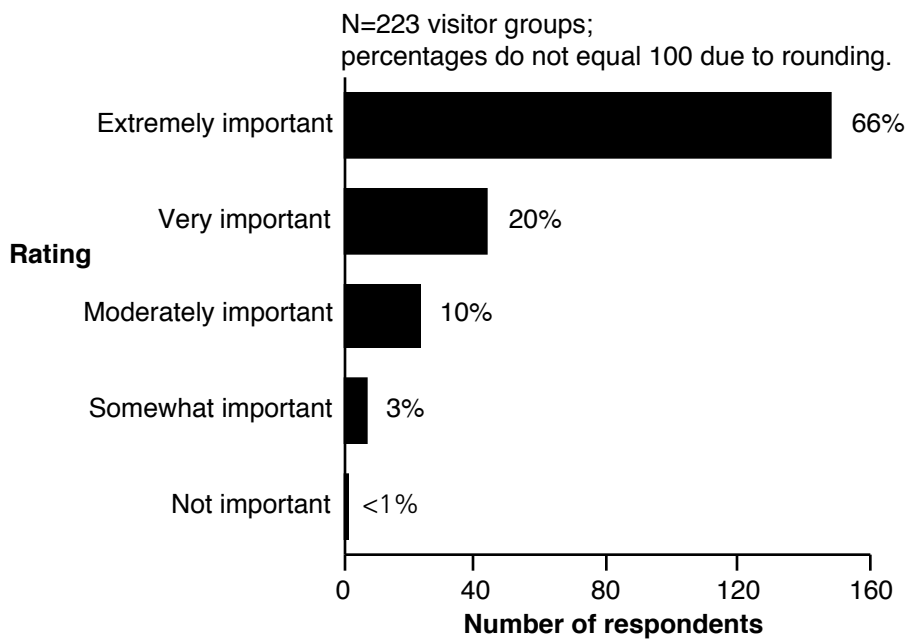


Figure 43: Importance of visitor center restrooms

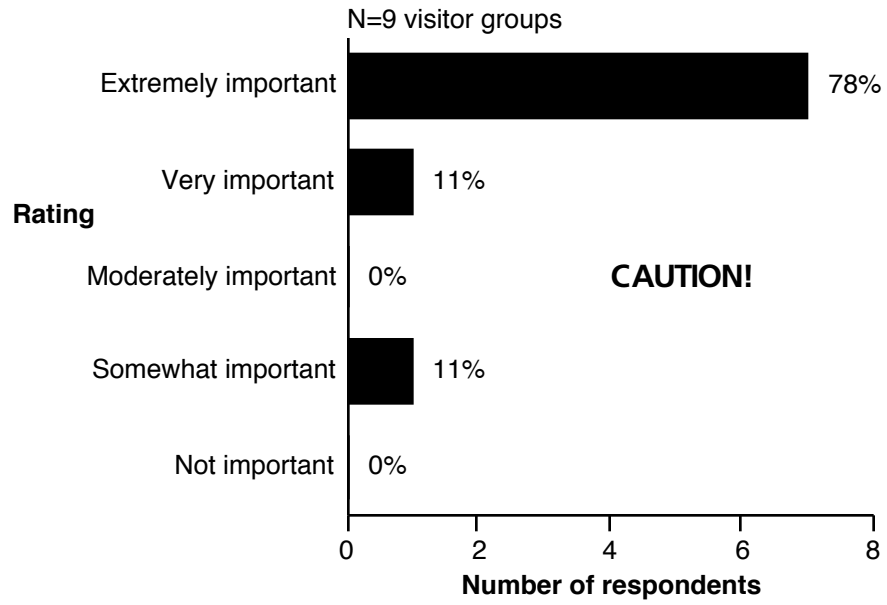


Figure 44: Importance of access for disabled persons

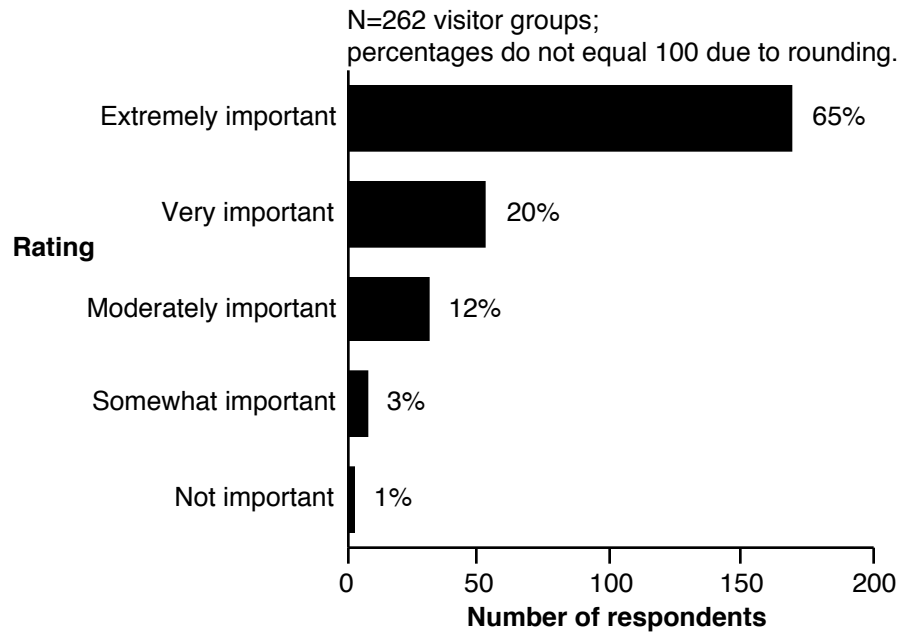


Figure 45: Importance of parking

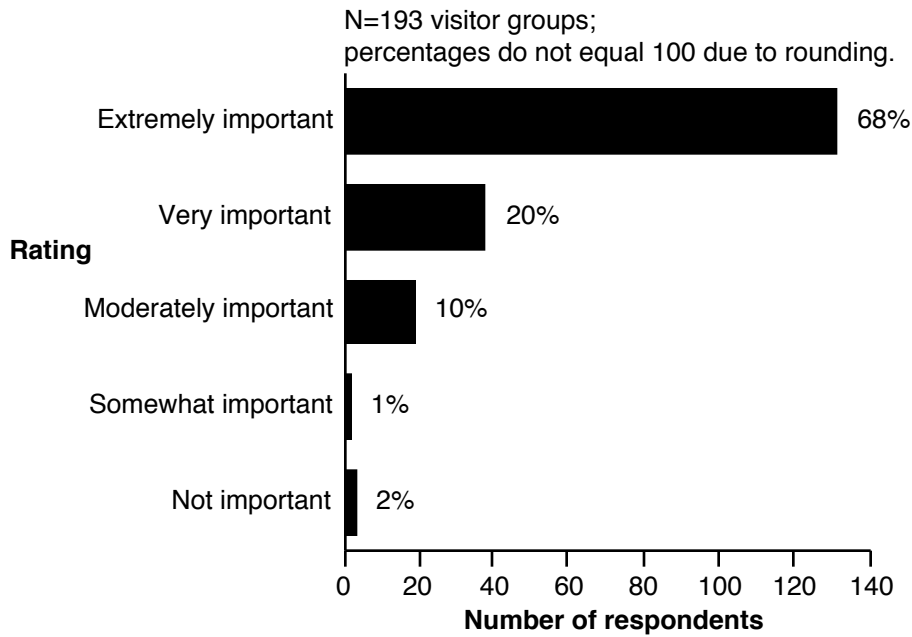


Figure 46: Importance of directional road signs (outside monument)

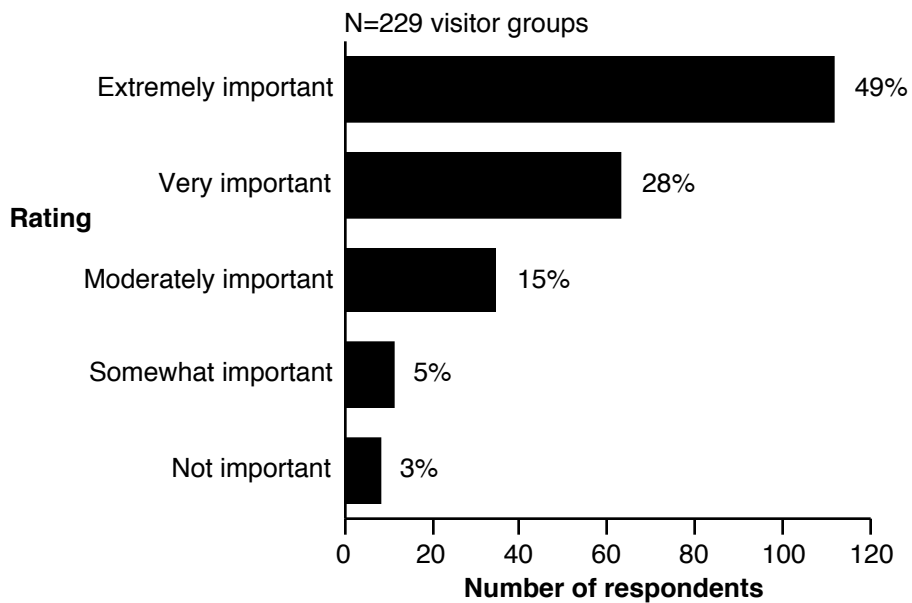


Figure 47: Importance of paved roads

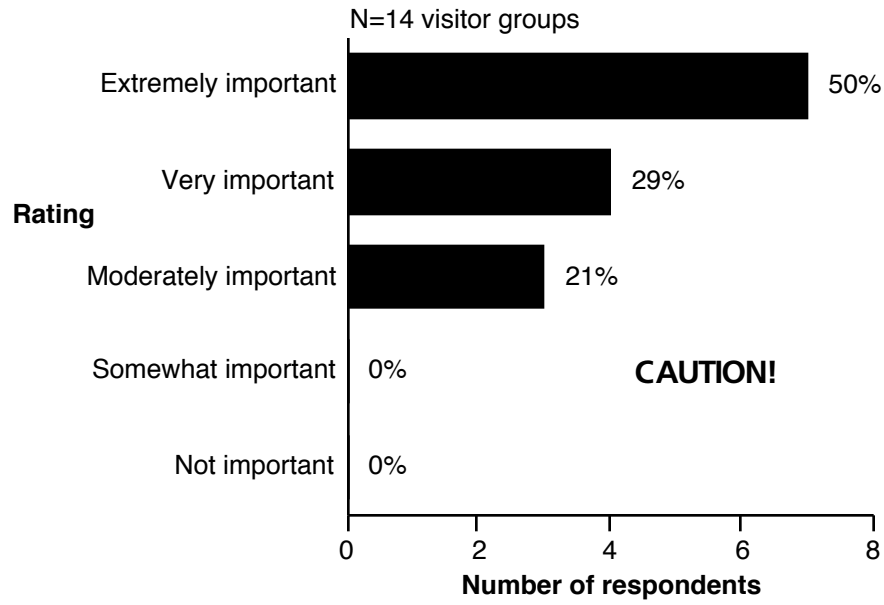


Figure 48: Importance of unpaved roads

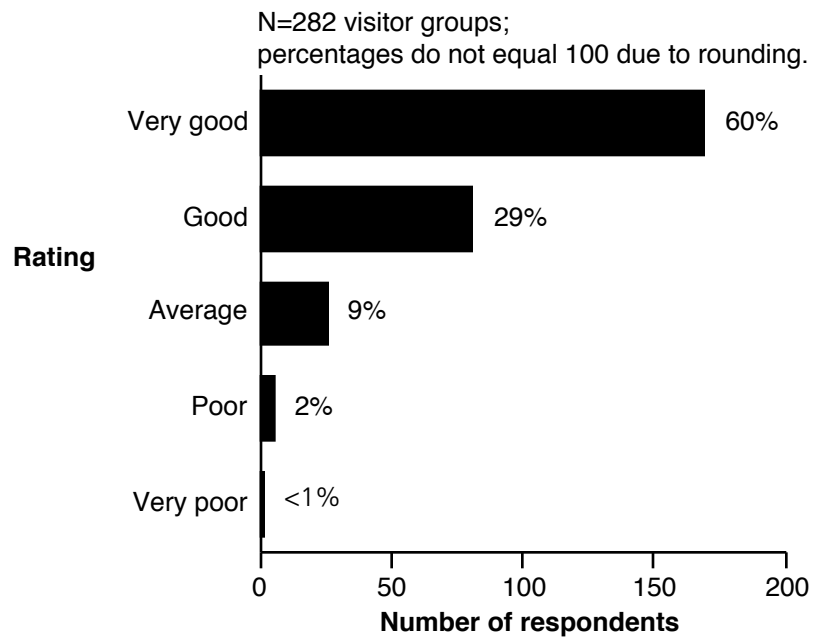


Figure 49: Quality of visitor center

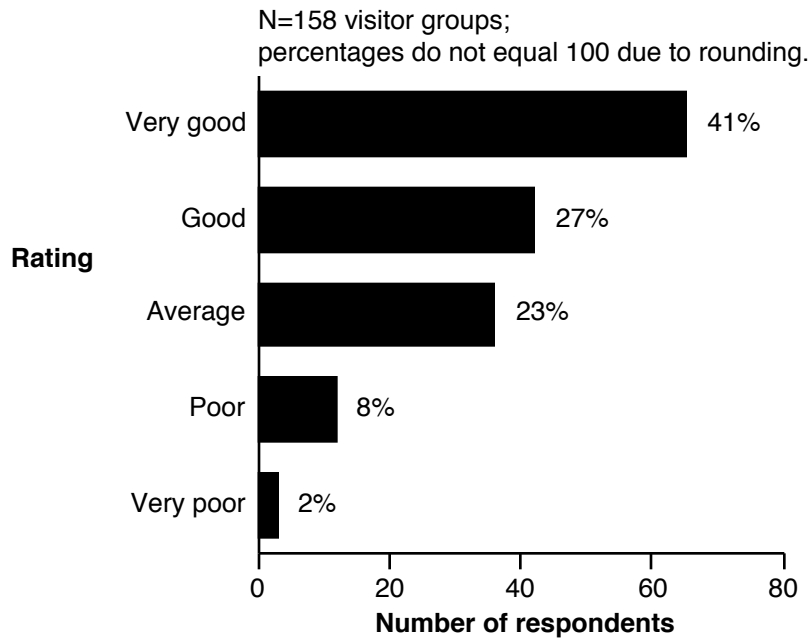


Figure 50: Quality of monument slide show

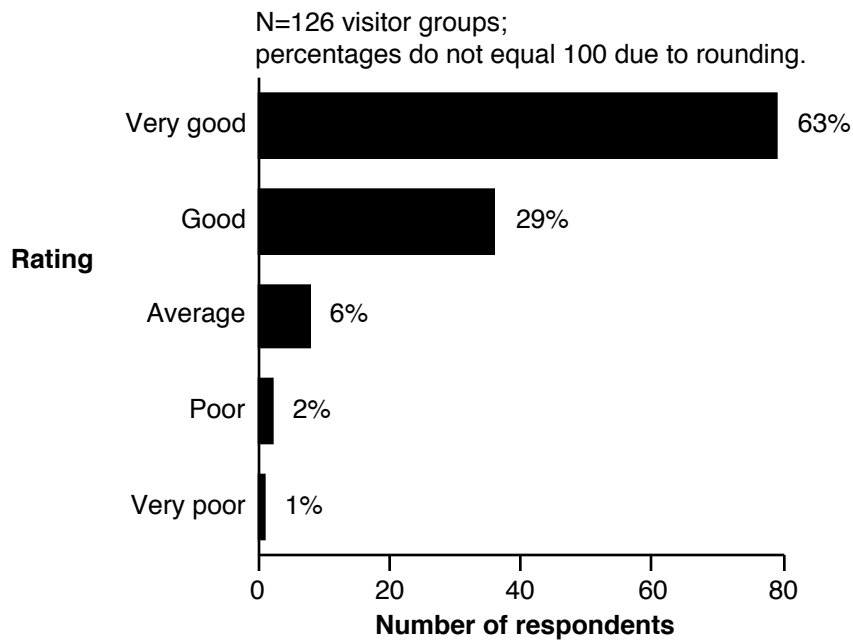


Figure 51: Quality of assistance from monument staff

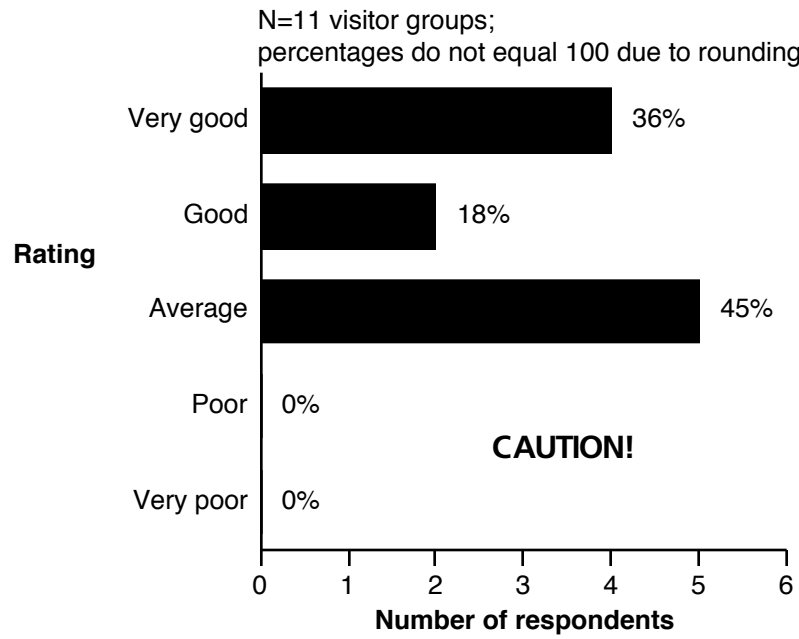


Figure 52: Quality of junior ranger program

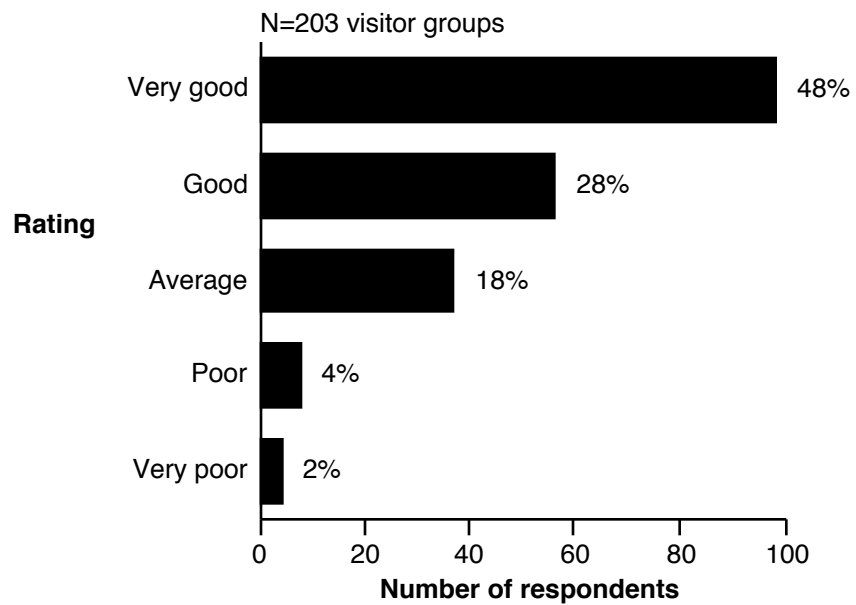


Figure 53: Quality of pipe and craft demonstrations

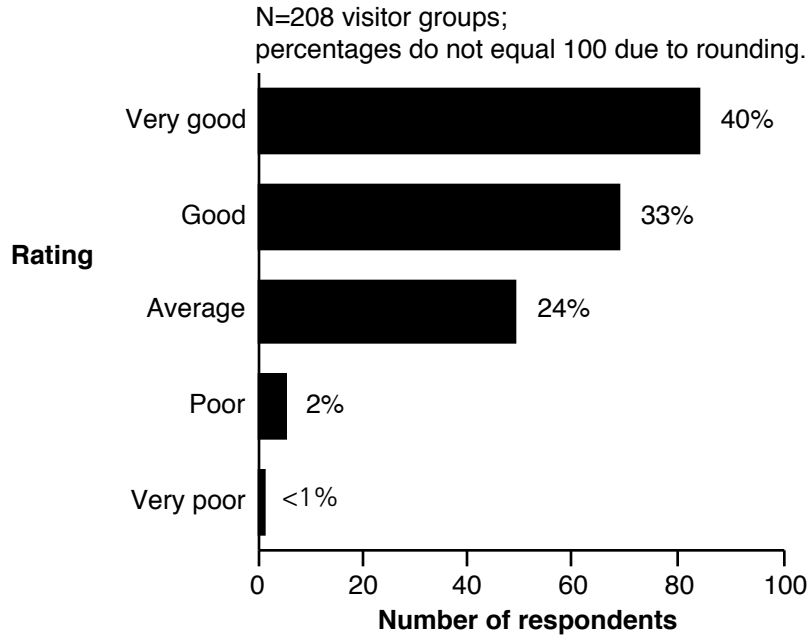


Figure 54: Quality of gift shop

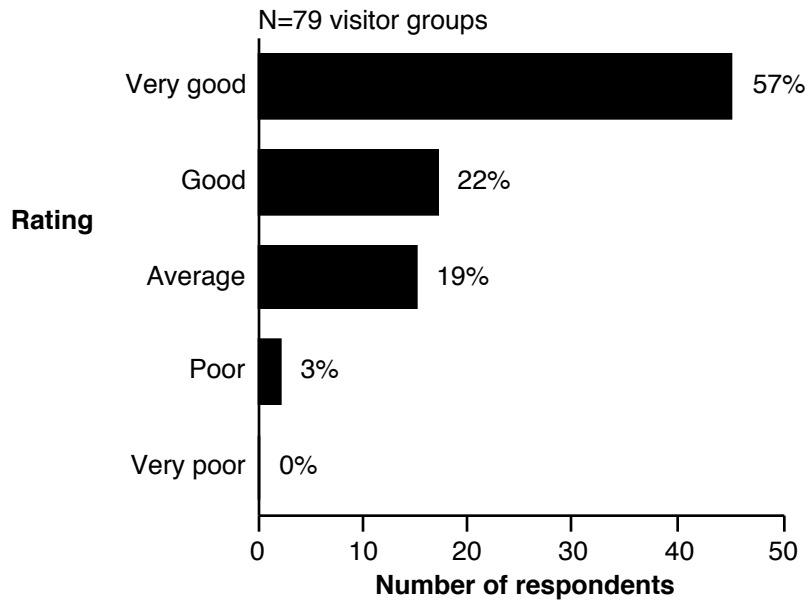


Figure 55: Quality of assistance from gift shop staff

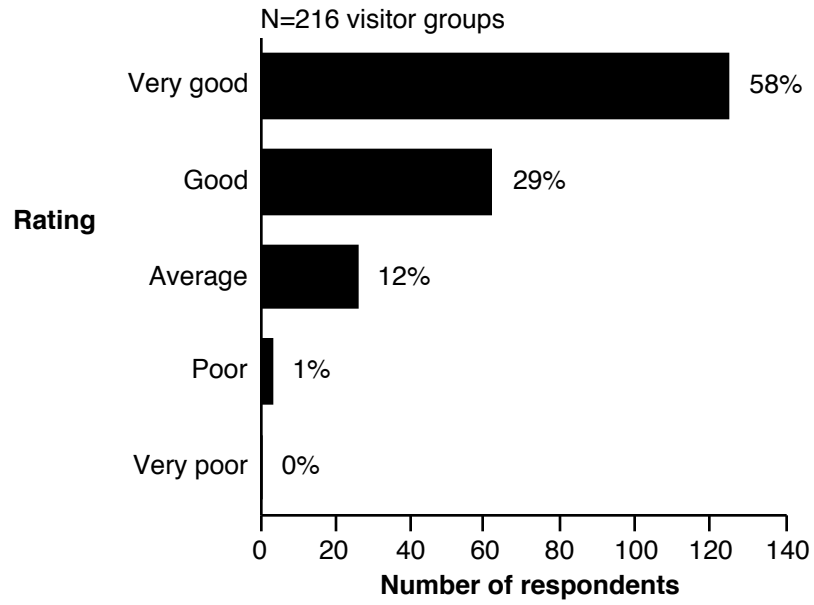


Figure 56: Quality of visitor center restrooms

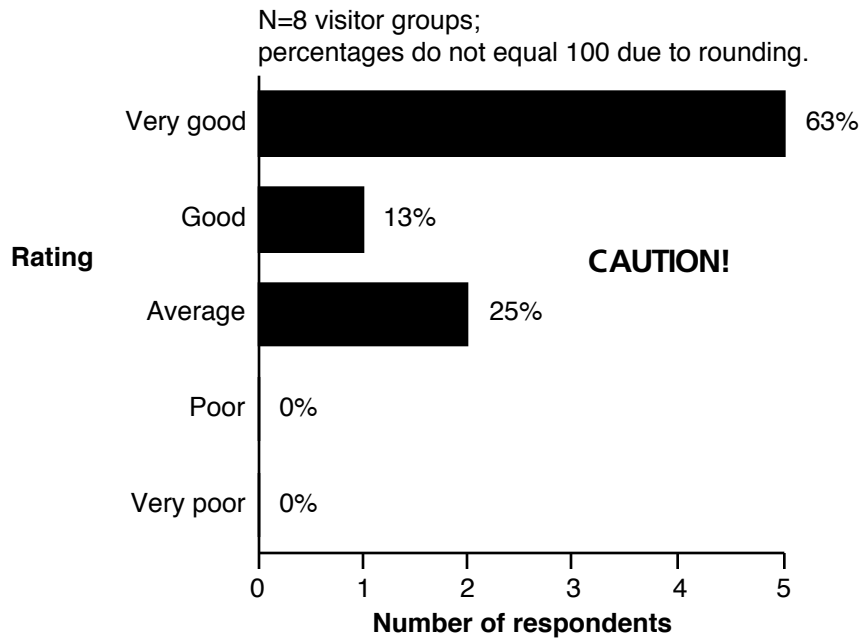


Figure 57: Quality of access for disabled persons

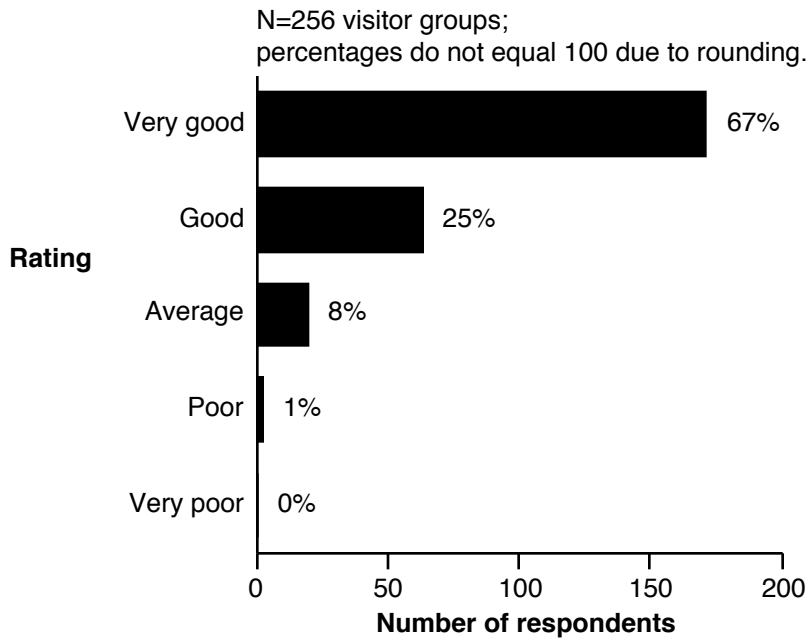


Figure 58: Quality of parking

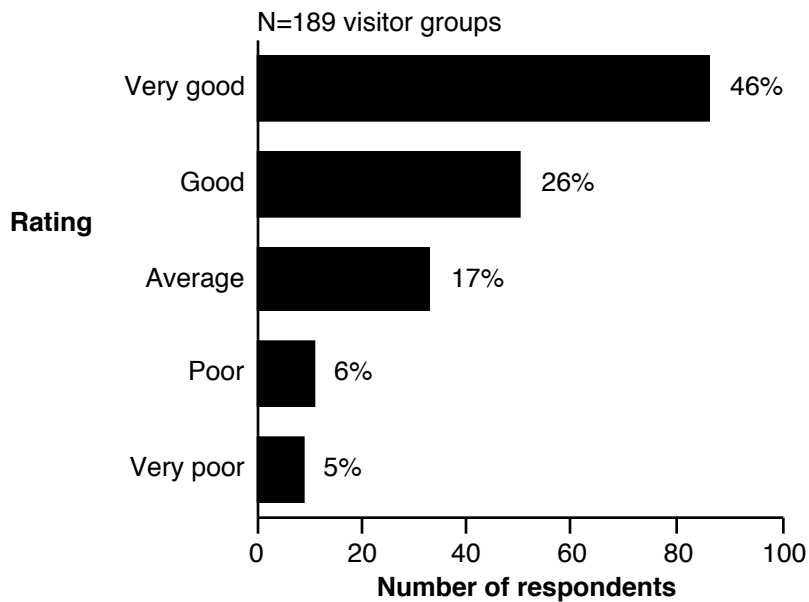


Figure 59: Quality of directional road signs

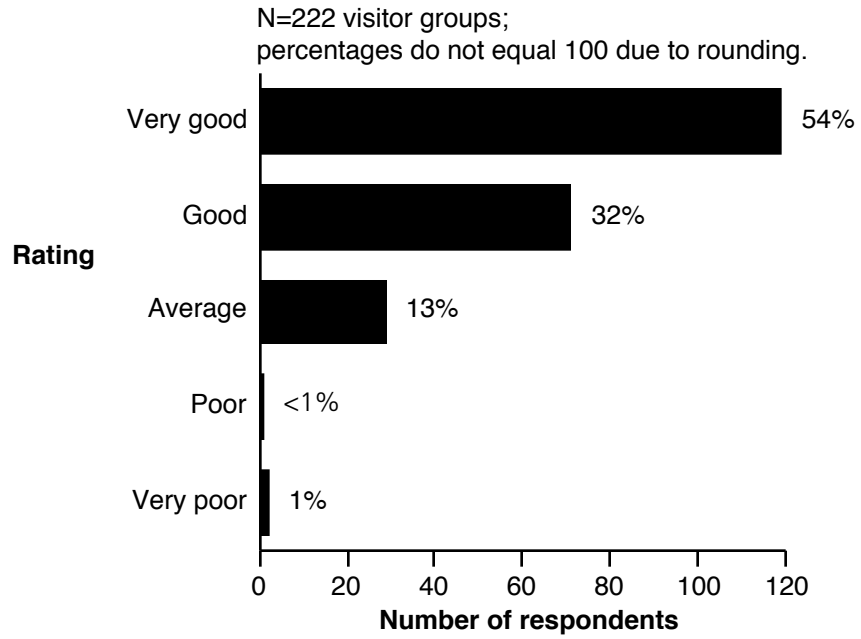


Figure 60: Quality of paved roads

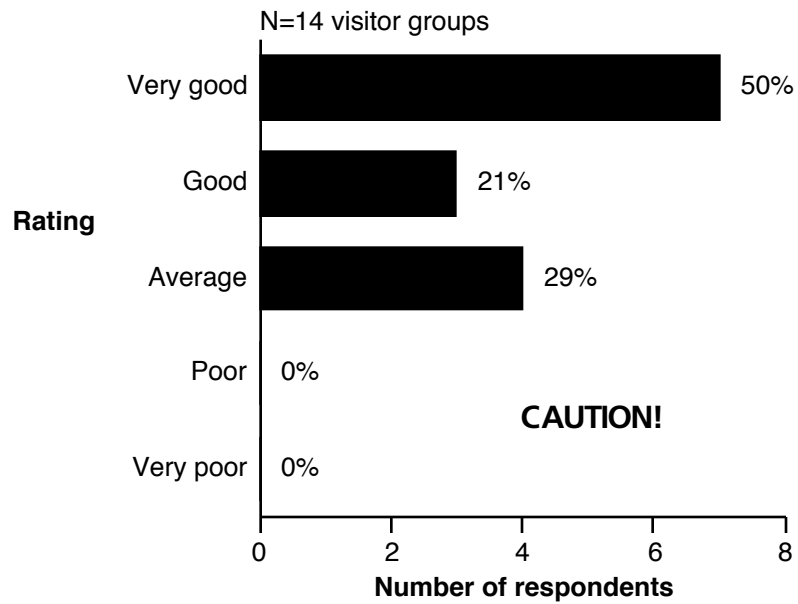


Figure 61: Quality of unpaved roads

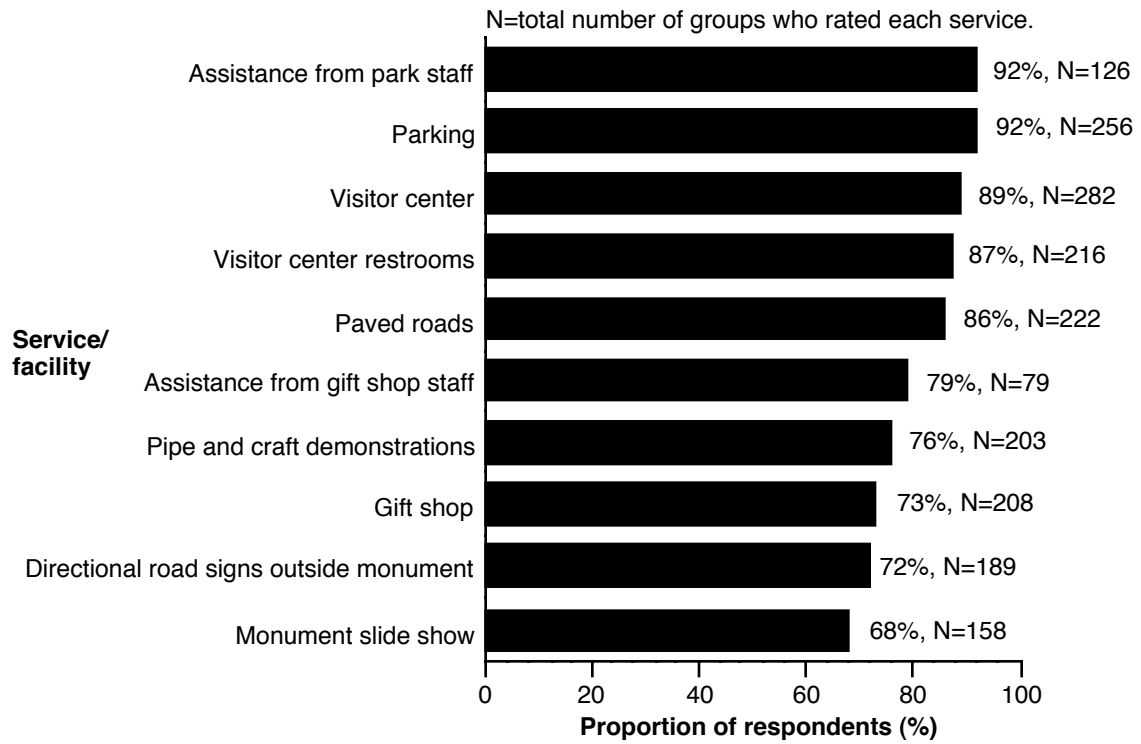


Figure 62: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities

Use, importance and quality of visitor areas and facilities

Visitors were asked to identify visitor areas and facilities that they used during this visit to Pipestone NM. The most-used visitor areas and facilities included trails (88%), quarries viewing areas (84%), and prairie viewing areas (73%), as shown in Figure 63. The least used service was the Three Maidens site (31%).

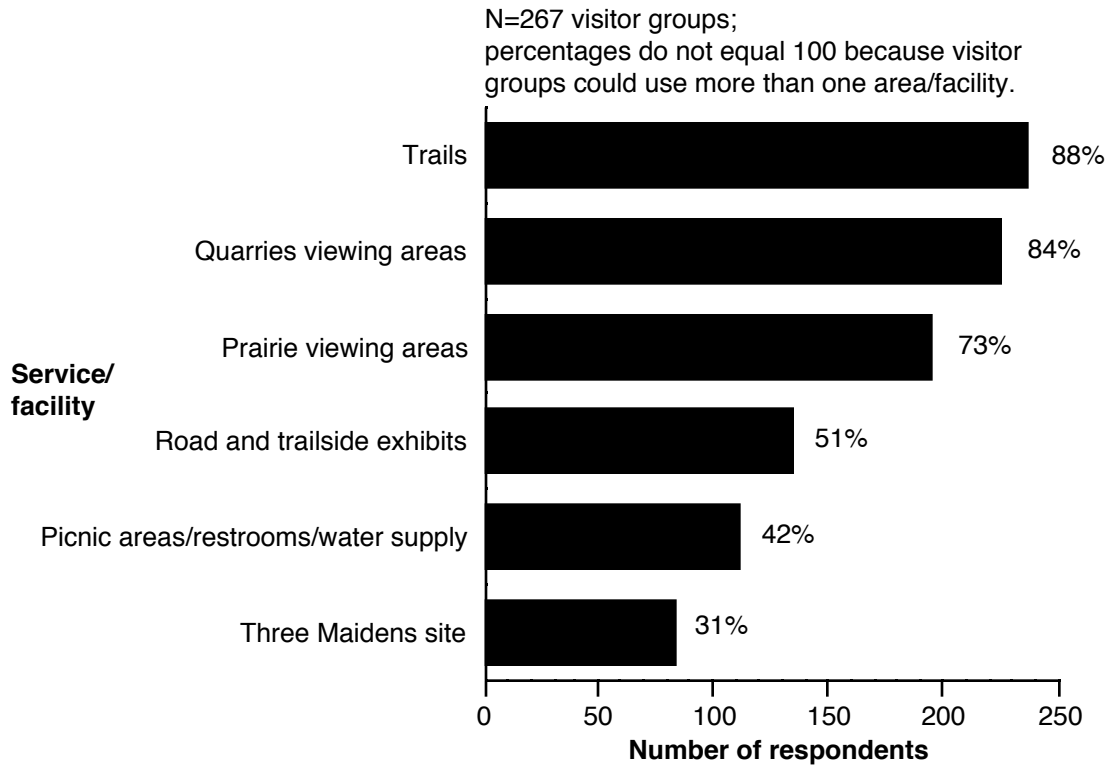


Figure 63: Visitor areas and facilities used

Visitor groups rated the importance and quality of each of the visitor areas and facilities they used. The following five point scales were used in the questionnaire

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

The average importance and quality ratings for each visitor area and facility were determined based on ratings provided by visitors who used those areas and facilities (see Figures 64 and 65). All areas and facilities were rated above average in importance and quality.

Figures 66-71 show the importance ratings that were provided by visitor groups for each of the individual areas and facilities. Those areas and facilities receiving the highest proportion of "extremely important" or "very important" ratings included trails (95%), picnic areas/restrooms/water supply (94%), and quarry viewing areas (90%). The highest proportion of "not important" ratings was for prairie viewing areas (1%).

Figures 72-77 show the quality ratings that were provided by visitor groups for each of the individual areas and facilities. Those areas and facilities receiving the highest proportion of "very good" or "good" ratings included trails (95%), picnic areas/restrooms/water supply (93%), and road and trailside exhibits (88%). The highest proportion of "very poor" ratings was for quarries viewing areas (1%).

Figure 78 combines the "very good" and "good" quality ratings and compares those ratings for all of the areas and facilities.

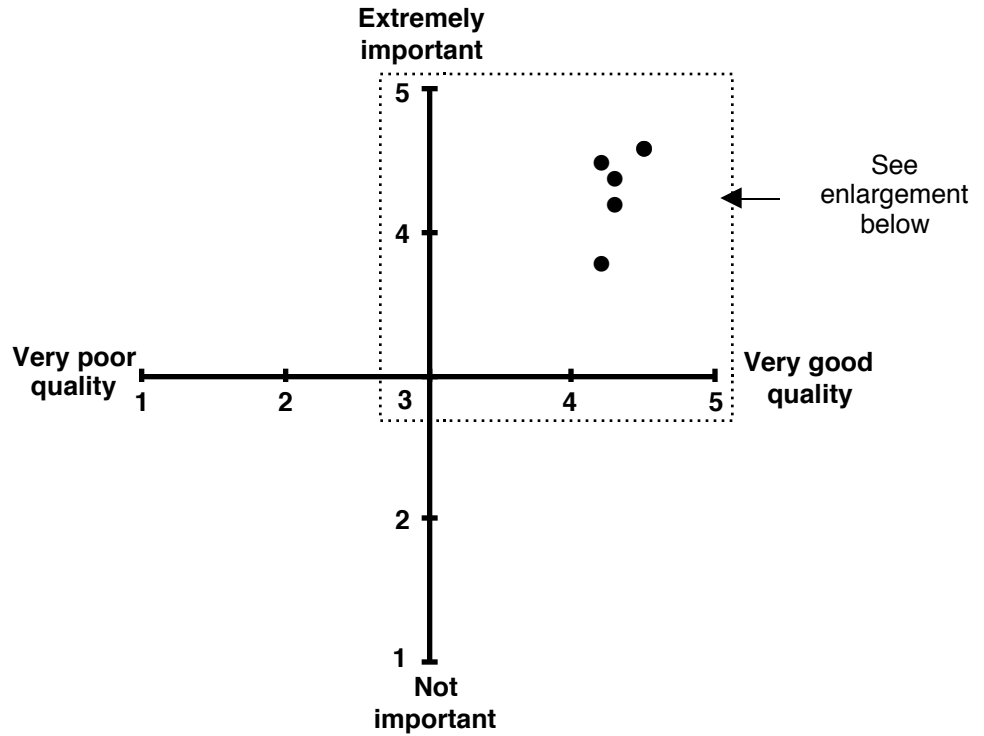


Figure 64: Average ratings of visitor areas and facilities importance and quality

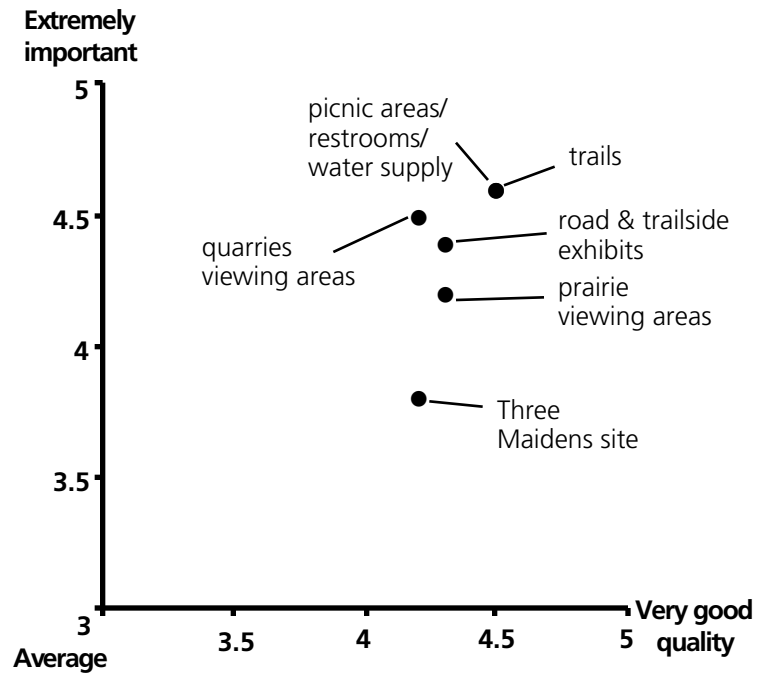


Figure 65: Detail of Figure 64

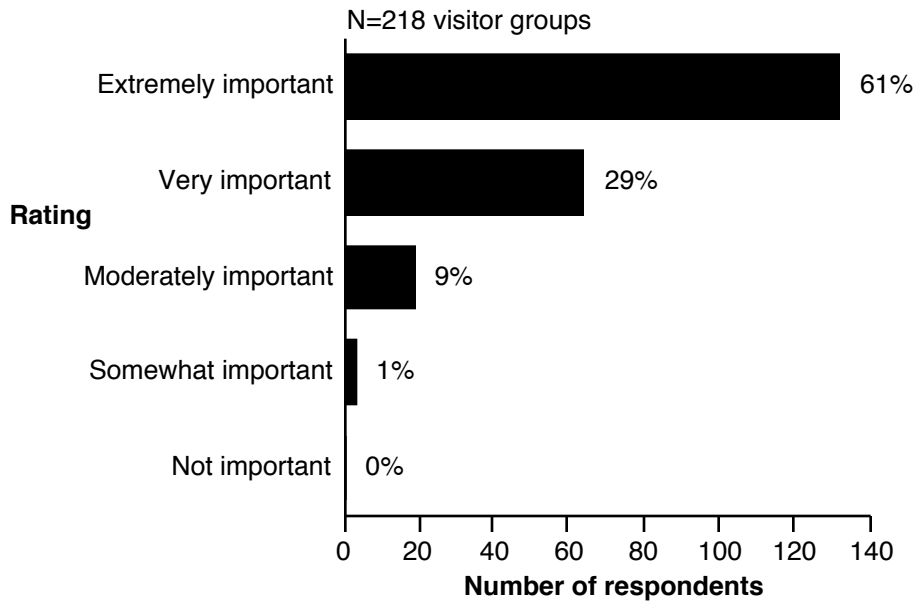


Figure 66: Importance of quarries viewing areas

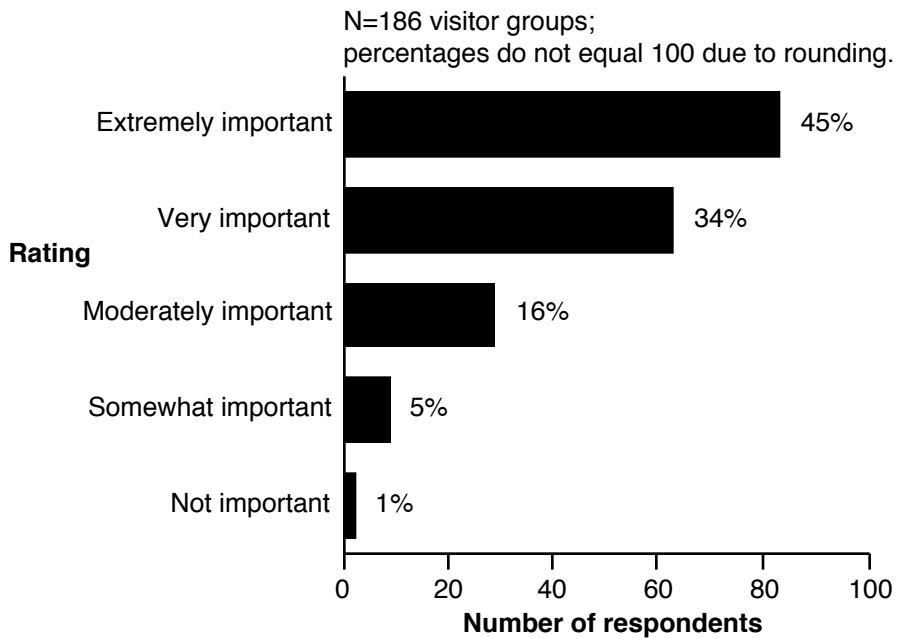


Figure 67: Importance of prairie viewing areas

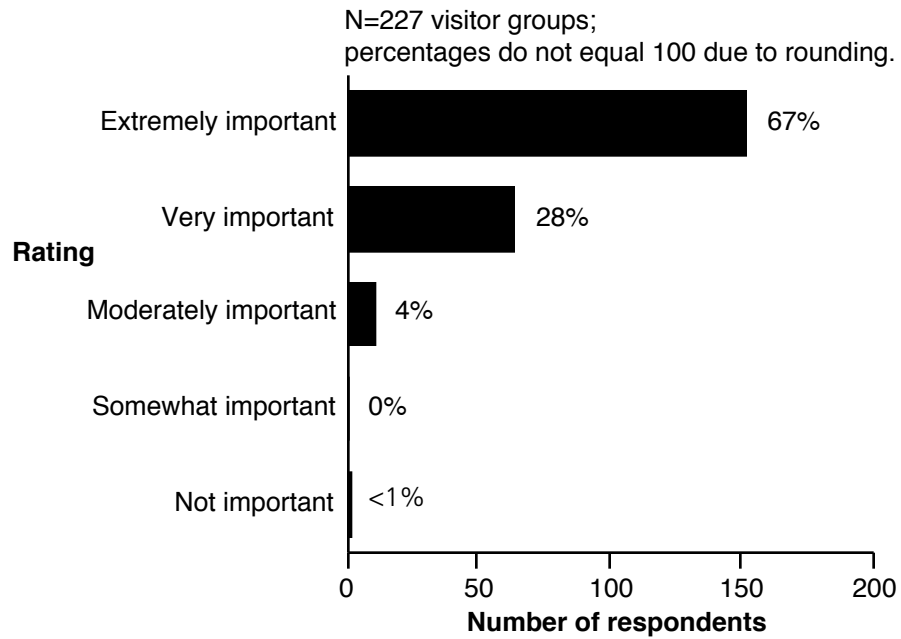


Figure 68: Importance of trails

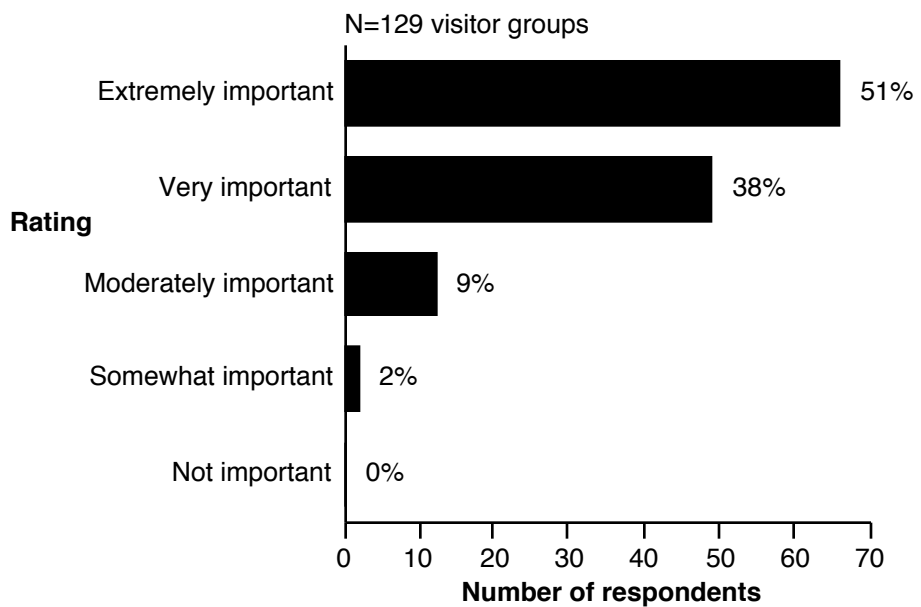


Figure 69: Importance of road and trailside exhibits

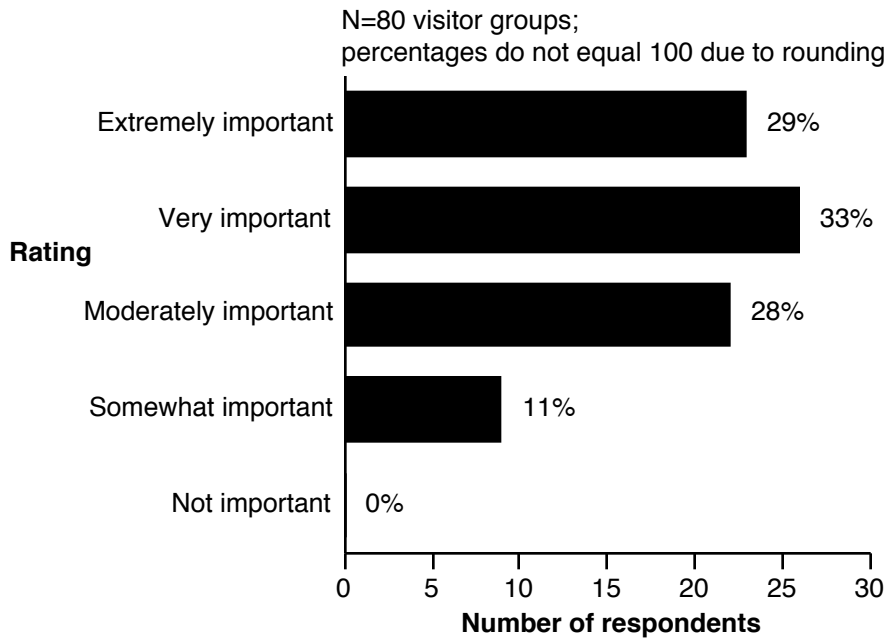


Figure 70: Importance of Three Maidens site

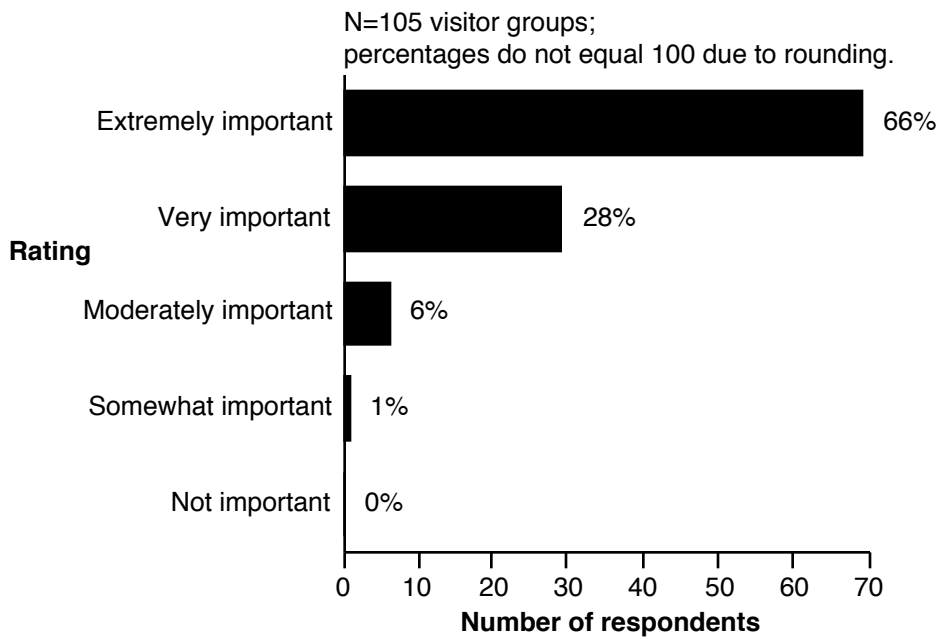


Figure 71: Importance of picnic areas/restrooms/water supply

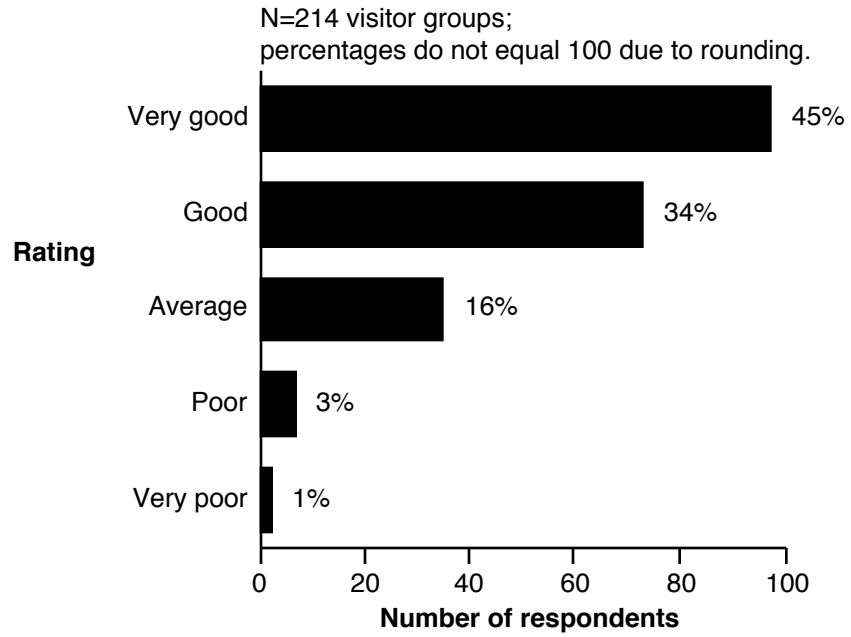


Figure 72: Quality of quarries viewing areas

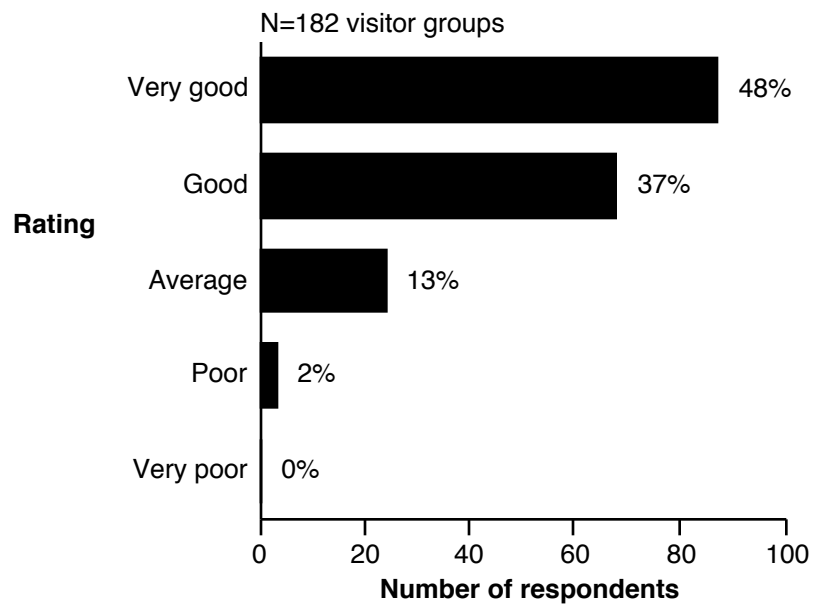


Figure 73: Quality of prairie viewing areas

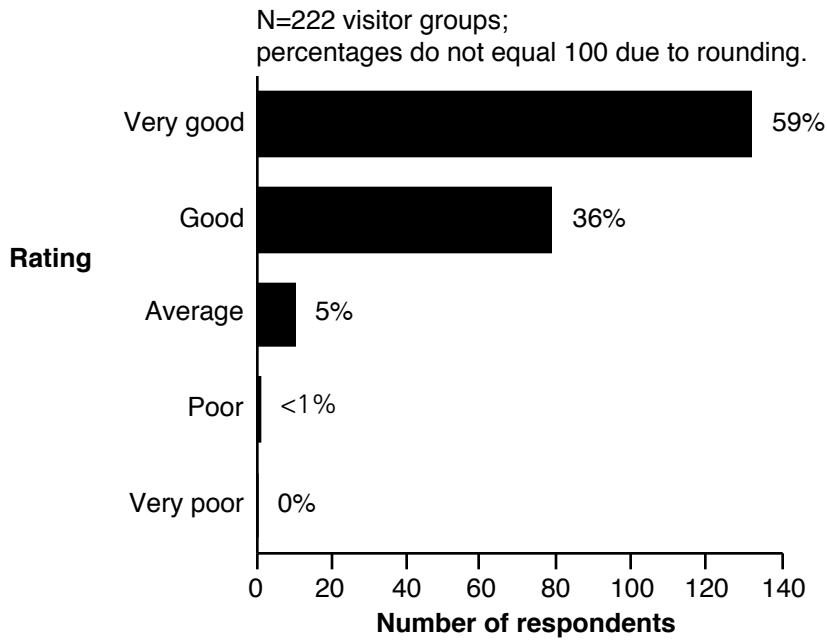
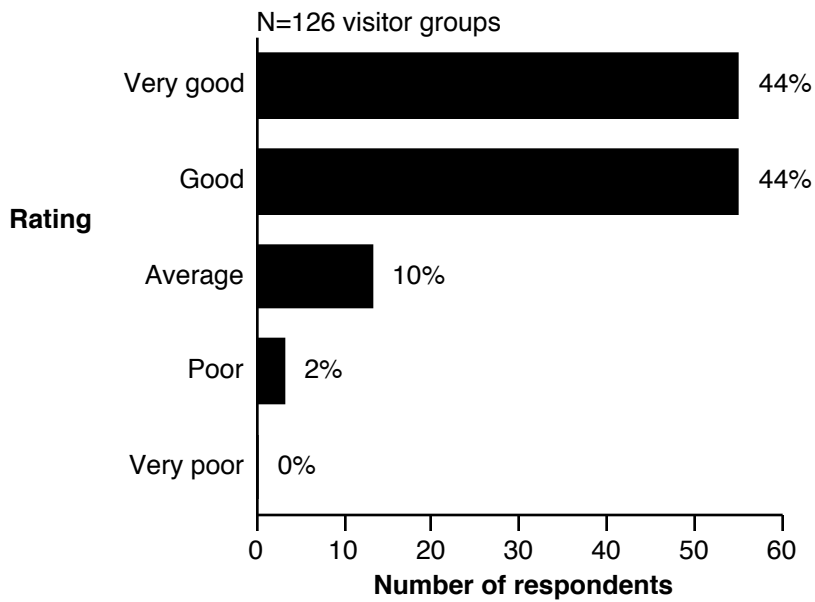


Figure 74: Quality of trails



75: Quality of road and trailside exhibits

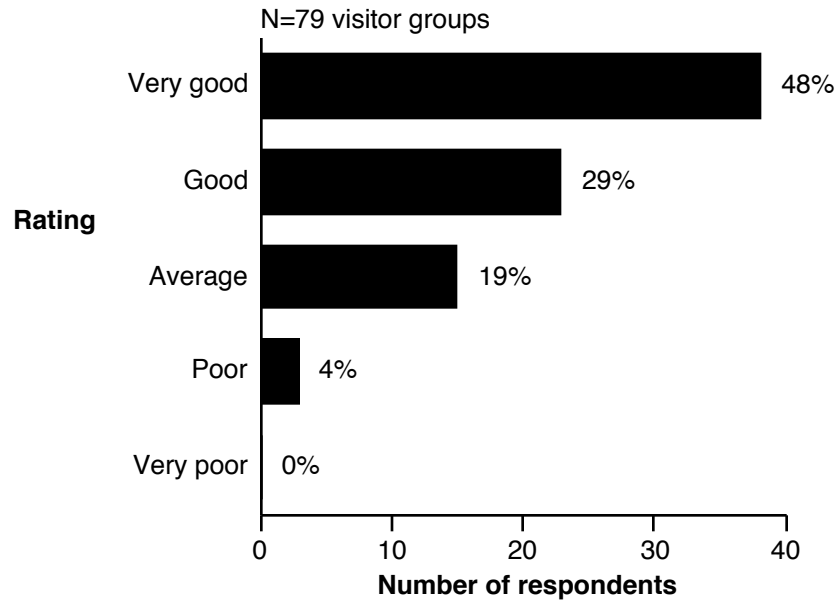


Figure 76: Quality of Three Maidens site

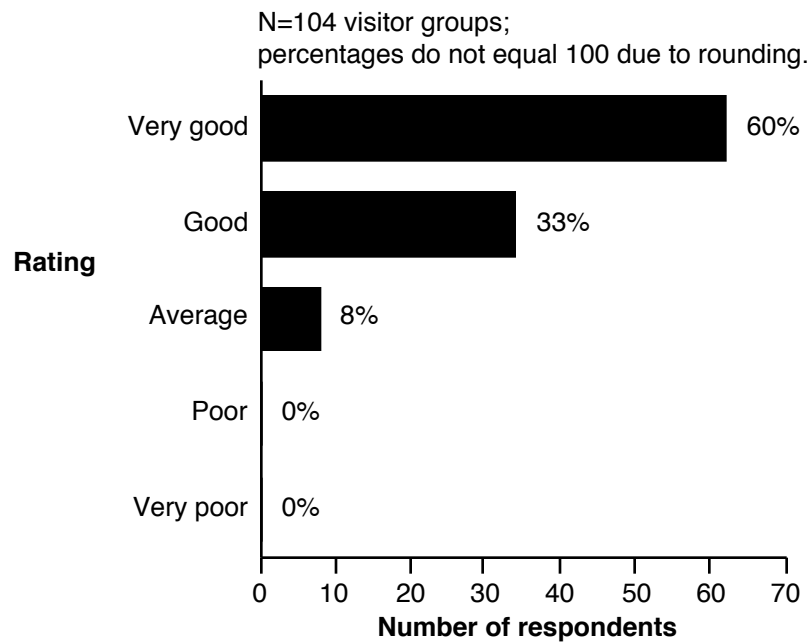


Figure 77: Quality of picnic areas/restrooms/water supply

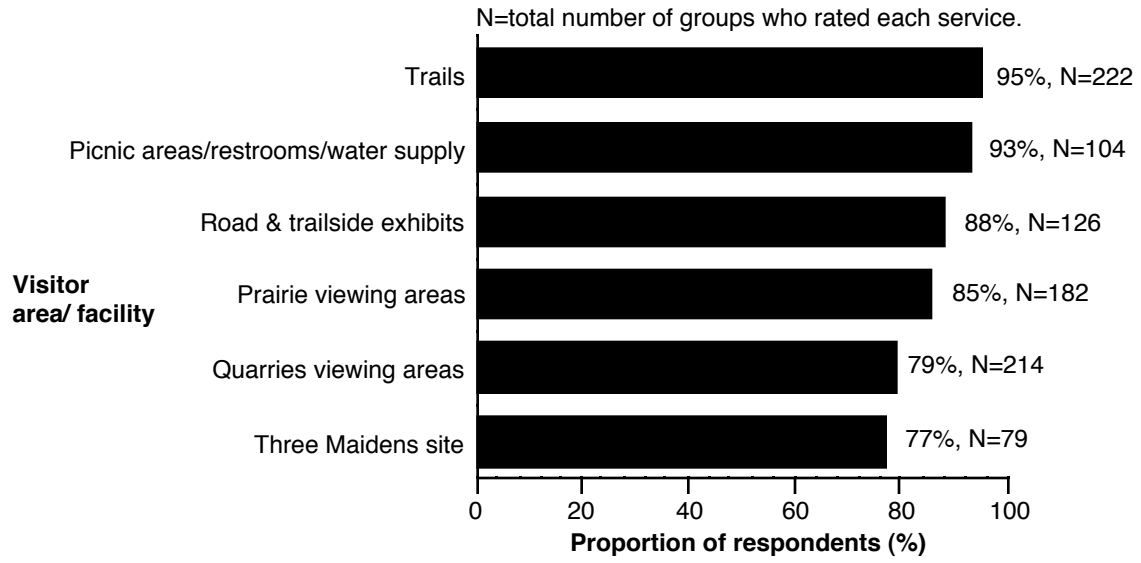


Figure 78: Combined proportions of "very good" and "good" quality ratings for visitor areas and facilities

Opinions about visitor safety

Visitor groups were asked if they had any specific safety concerns on this visit to Pipestone NM. Most visitor groups (94%) did not have safety concerns, however 6% did (see Figure 79).

Visitors' concerns are listed in Table 9.

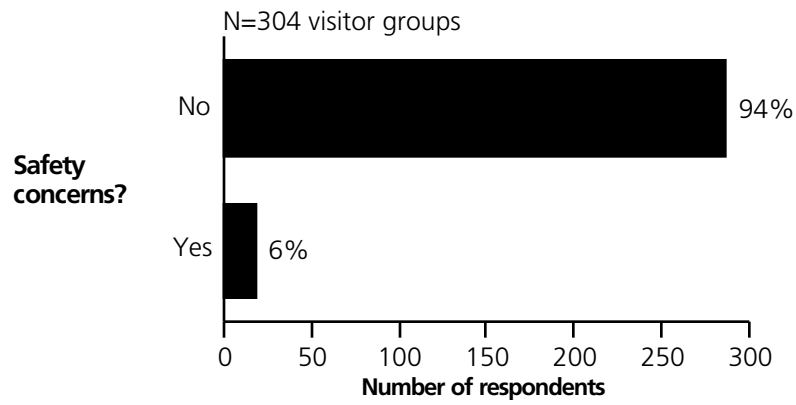


Figure 79: Visitor safety concerns

Table 9: Safety concerns

N=20 comments

Comment	Number of times mentioned
Poison ivy	5
Steps on trail	4
Children getting lost or falling	2
Trail surface for mobility impaired	2
Other comments	7

When asked if there was anything they were unable to see or do on this visit to Pipestone NM, 16% of visitors responded that there was something they were unable to see or do (see Figure 80).

Visitor expectations

Visitors' unmet expectations are shown in Table 10 and the reasons for the unmet expectations are shown in Table 11.

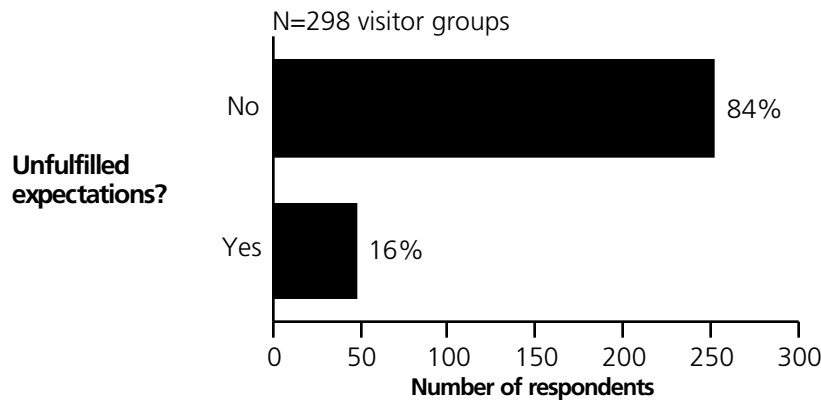


Figure 80: Unfulfilled visitor expectations?

Table 10: Unmet expectations

N=52 comments

Comment	Number of times mentioned
See how pipestone is quarried	9
More connection to/explanation of American Indian culture	7
See more of the area	4
More identification signs on plants	4
Being able to tour/enter quarry	4
Walk trails/information about trails	3
See quarrying by American Indians	3
See more items carved from pipestone	2
See/photograph falls	2
See Indian ceremonies	2
Watch audio/visual program	2
Other comments	10

Table 11: Reasons for unmet expectations

N=46 comments

Comment	Number of times mentioned
Limited time	10
Not available	9
Lacking information	5
Indians not there	4
Quarry was not being worked	3
Respondent was not Native American	3
Weather	2
Disabilities/impairments among group members	2
Other comments	8

Visitor groups were given the following information and then asked to rate the appropriateness of the current entrance fee amount:

"Pipestone National Monument currently charges entrance fees (\$3/individual or \$5/family) that are good for 7 days. In your opinion, how appropriate are the amounts of these fees?" Most visitors (91%) felt the entrance fee amounts were "about right" (see Figure 81). Seven percent felt fee amounts were "too low" and 3% said they were "too high."

Opinions about entrance fee amounts

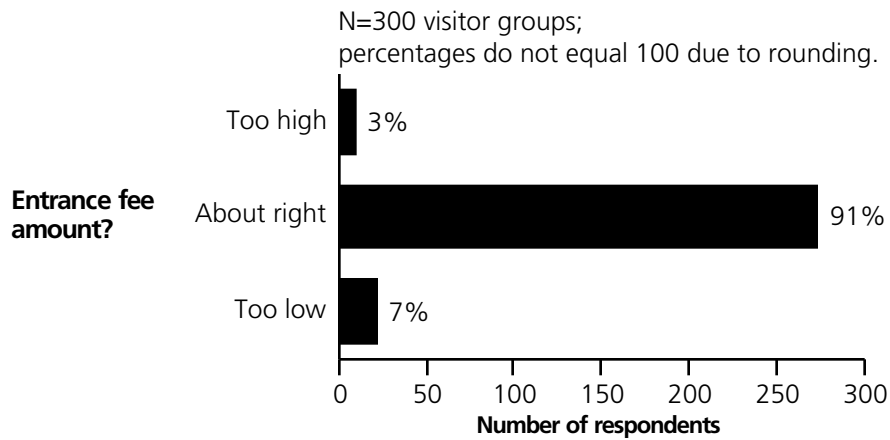


Figure 81: Appropriateness of entrance fee amounts

Total expenditures

Visitor groups were asked to list the amount of money they had spent on this visit, both inside Pipestone NM and the surrounding area (within 25 miles). Groups were asked to indicate the amounts they spent for lodging; camping fees; restaurants and bars; groceries and take-out food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; and all other purchases.

Total expenditures in and out of monument: Sixty-two percent spent between \$1 and \$100 in total expenditures in Pipestone NM and the surrounding area (see Figure 82). Ten percent spent \$251 or more. Of the total expenditures by groups, 37% was for all other purchases (souvenirs, film, books, sporting goods, clothing, etc.), as shown in Figure 83.

The average visitor group expenditure during this visit was \$106. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$60. The average per capita expenditure was \$44.

In addition, visitors were asked to indicate how many adults (18 years and older) and children (under 18 years) were covered by their expenditures. Figure 84 shows that 65% of the visitor groups had two adults. Figure 85 show that 60% of the visitor groups had one or two children under 18 years of age.

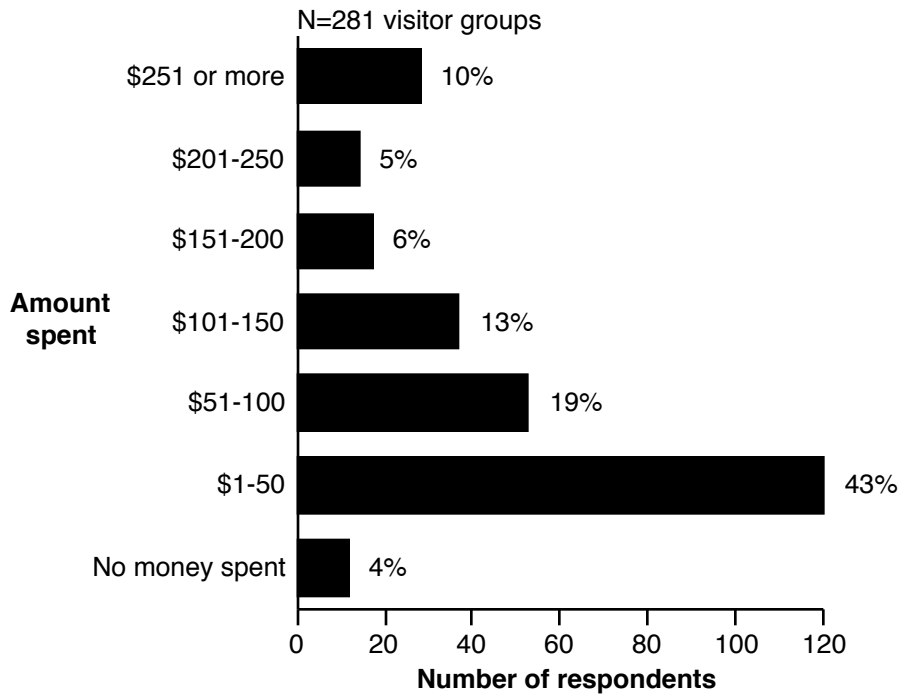


Figure 82: Total expenses in Pipestone NM and surrounding area (within 25 miles)

N=281 visitor groups;
percentages do not equal 100 due to rounding.

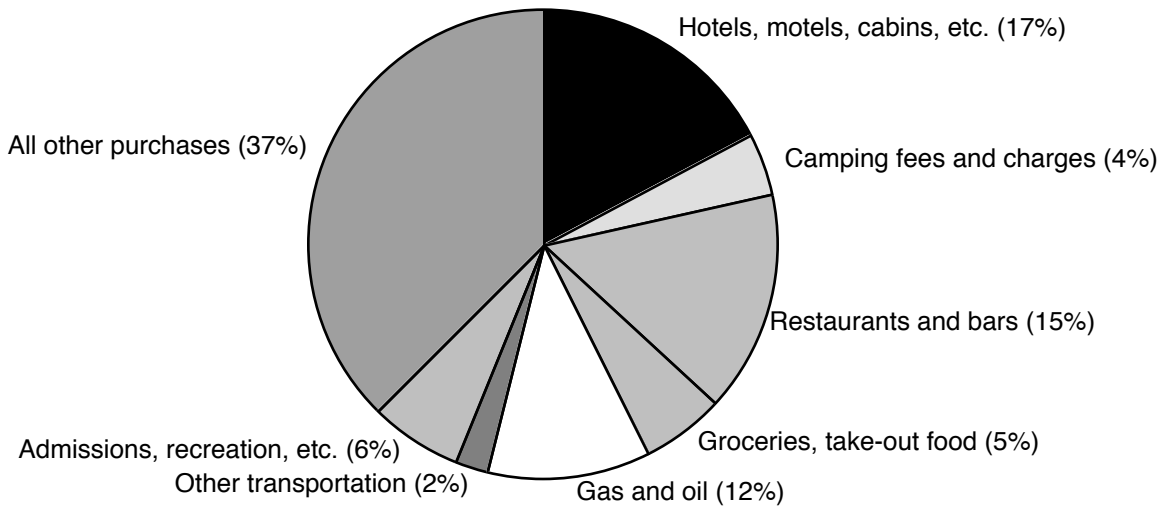


Figure 83: Proportions of expenses in Pipestone NM and surrounding area (within 25 miles)

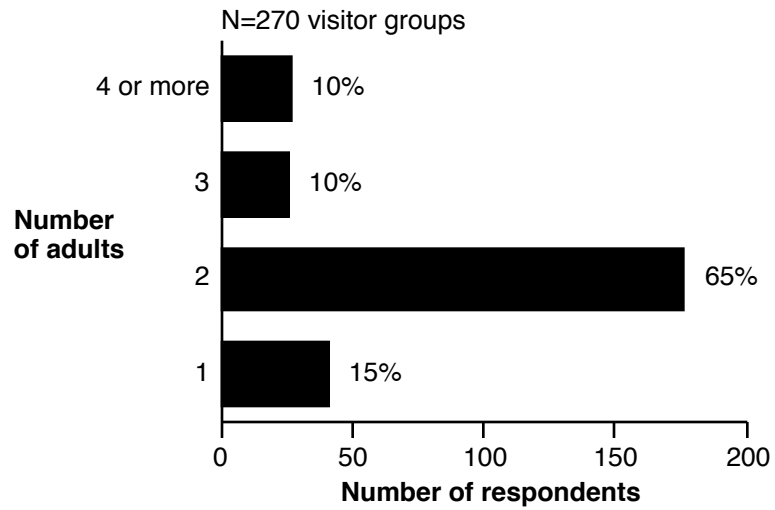


Figure 84: Number of adults covered by expenses

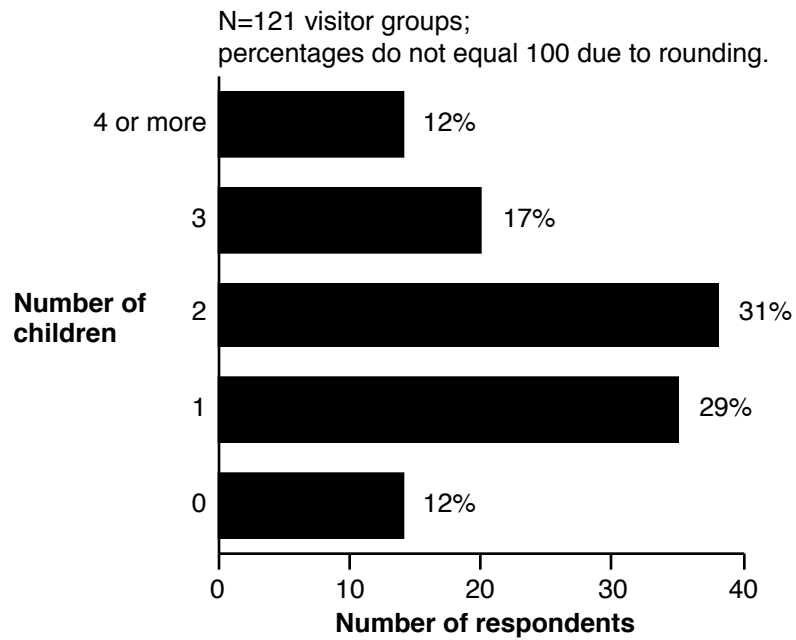


Figure 85: Number of children covered by expenses

Total expenditures in the monument : Seventy-five percent of visitors spent between \$1 and \$50 in total expenditures in the monument on this visit (see Figure 86).

All other purchases, including souvenirs, film, books, sporting goods, clothing, etc. accounted for the greatest proportion of expenditures (84%) in the monument, as shown in Figure 87.

The average visitor group expenditure in the monument during this visit was \$42. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$15. The average per capita expenditure was \$18.

Admissions, recreation, and entertainment fees in the monument: Most visitor groups (78%) spent \$1-\$25 on admission, recreation, and entertainment fees in Pipestone NM, while 18% spent no money (see Figure 88).

All other purchases in the monument: Fifty-five percent of visitor groups spent \$1-\$50 on other purchases in the monument; 28% spent no money (see Figure 89).

**Expenditures
inside Pipestone
NM**

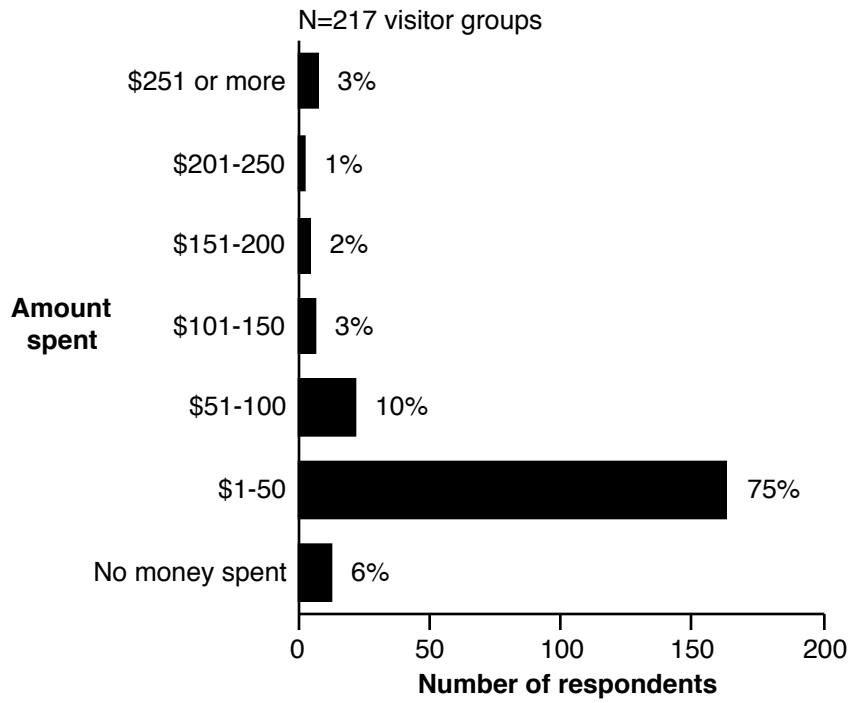


Figure 86: Total expenditures in Pipestone NM

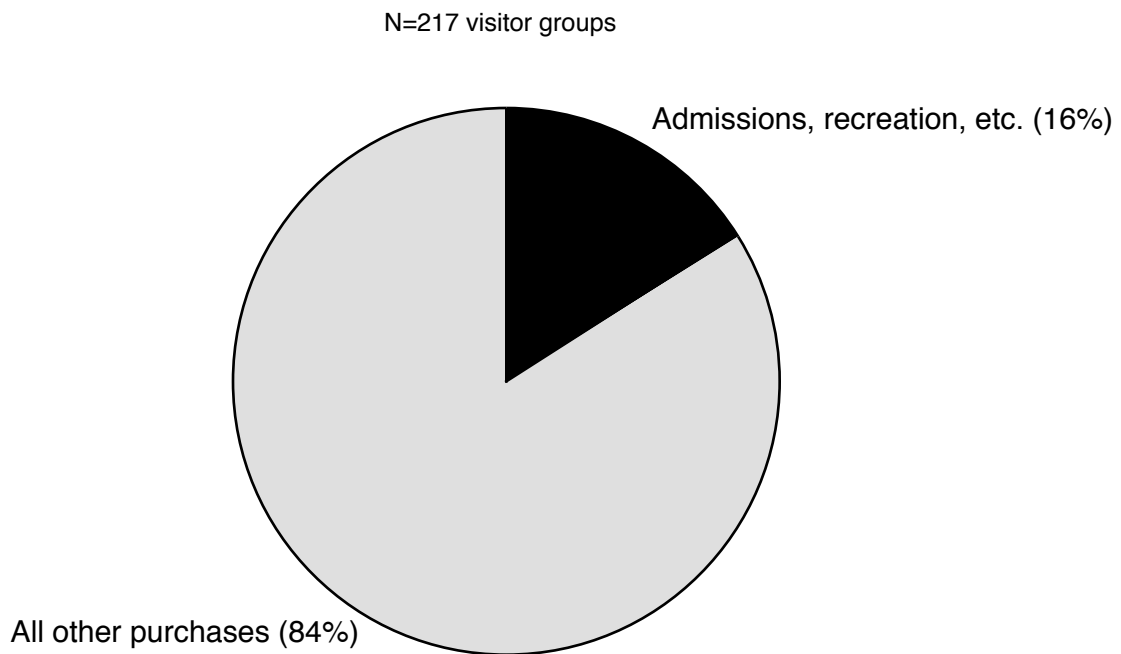


Figure 87: Proportions of expenditures by category in Pipestone NM

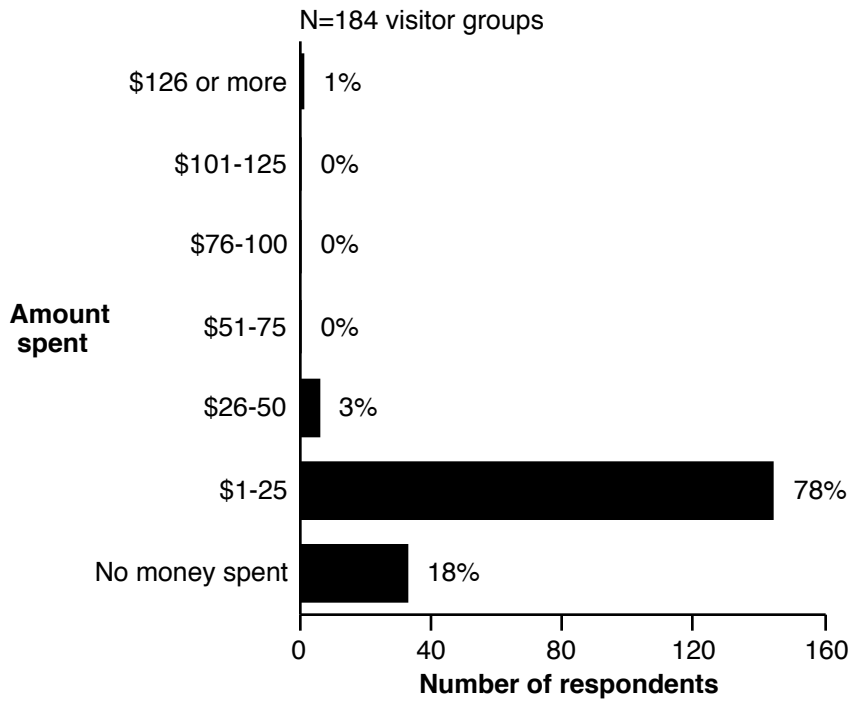


Figure 88: Expenditures for admissions, recreation and entertainment fees in Pipestone NM

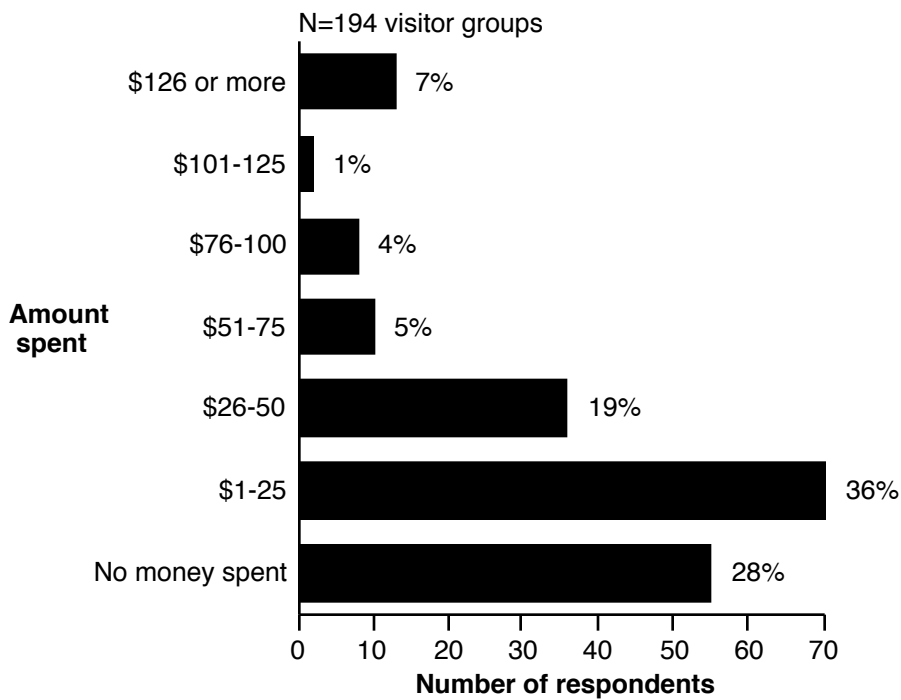


Figure 89: Expenditures for all other purchases in Pipestone NM

**Expenditures
outside
Pipestone NM**

Total expenditures : On this visit, 56% of visitor groups spent between \$1 and \$100 in total expenditures outside of the monument, but within 25 miles. Seventeen percent spent no money (see Figure 90).

The greatest proportions of money spent outside of the monument were for lodging (25%) and restaurants and bars (22%), as shown in Figure 91.

The average visitor group expenditure outside of the monument during this visit was \$83. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$46. The average per capita expenditure was \$42.

Hotels, motels, cabins, etc. out of the monument : Sixty-seven percent of visitors spent no money for lodging, while 26% spent up to \$100, as shown in Figure 92.

Camping fees and charges out of the monument : Most visitor groups (78%) spent no money on camping fees and charges (see Figure 93).

Restaurants and bars out of the monument: Fifty percent of visitor groups spent from \$1 to \$50 on restaurants and bars outside of the monument, while 40% spent no money (see Figure 94).

Groceries and take-out food out of the monument : Fifty-nine percent of visitors spent no money on groceries and take-out food, while 37% spent up to \$50 (see Figure 95).

Gas and oil out of the monument : Sixty percent of visitor groups spent up to \$50 on gas and oil, while 38% spent no money (see Figure 96).

Other transportation expenses out of the monument : Most visitor groups (94%) spent no money on other transportation expenses (see Figure 97).

Admissions, recreation, and entertainment fees out of monument : Most visitor groups (66%) spent no money on admissions, recreation, and entertainment fees, while 33% spent up to \$25 (see Figure 98).

Other purchases out of the monument : Forty-six percent of visitor groups spent no money on other purchases; 40% spent up to \$50 (see Figure 99).

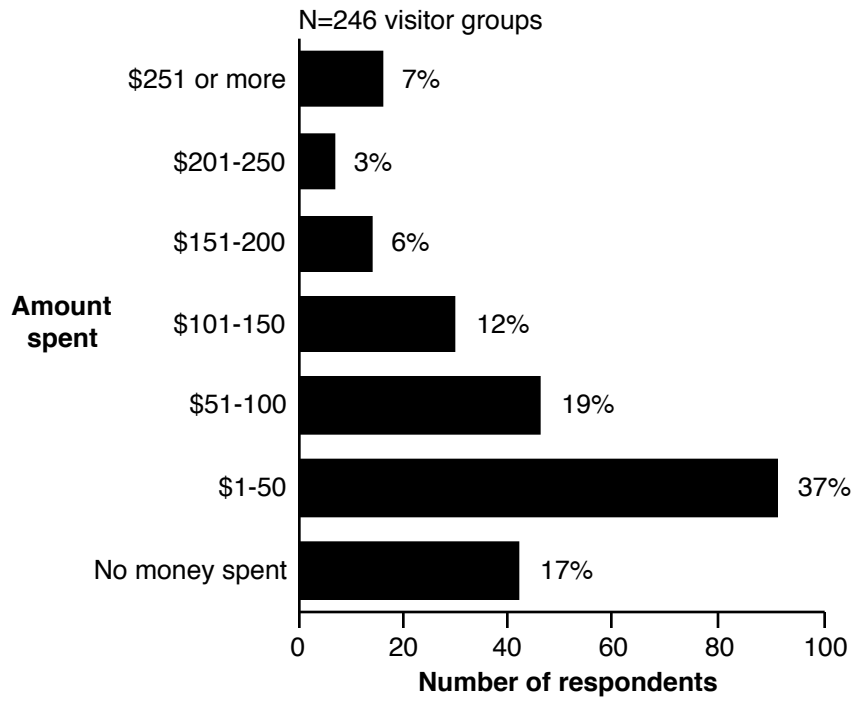


Figure 90: Total expenditures out of Pipestone NM

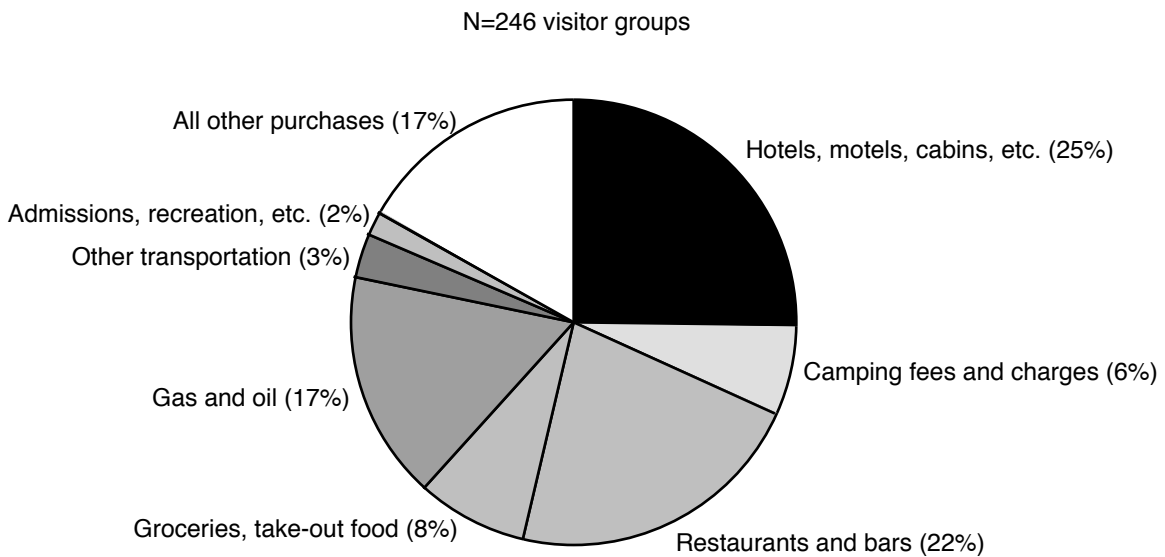


Figure 91: Proportion of expenditures by category out of Pipestone NM

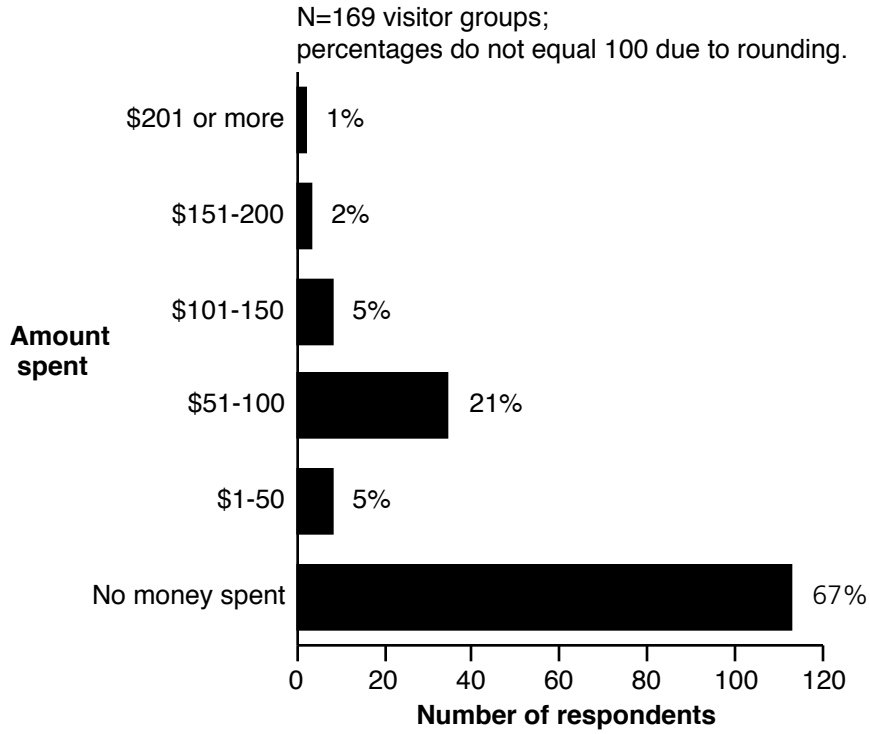


Figure 92: Expenditures for hotels, motels, cabins, etc. out of Pipestone NM

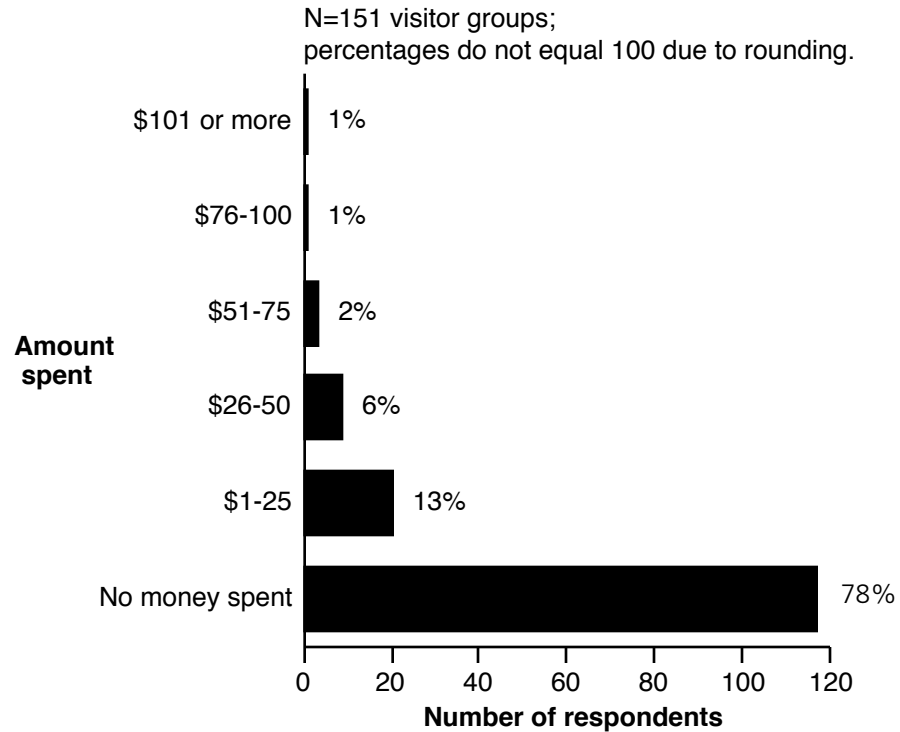


Figure 93: Expenditures for camping fees and charges out of Pipestone NM

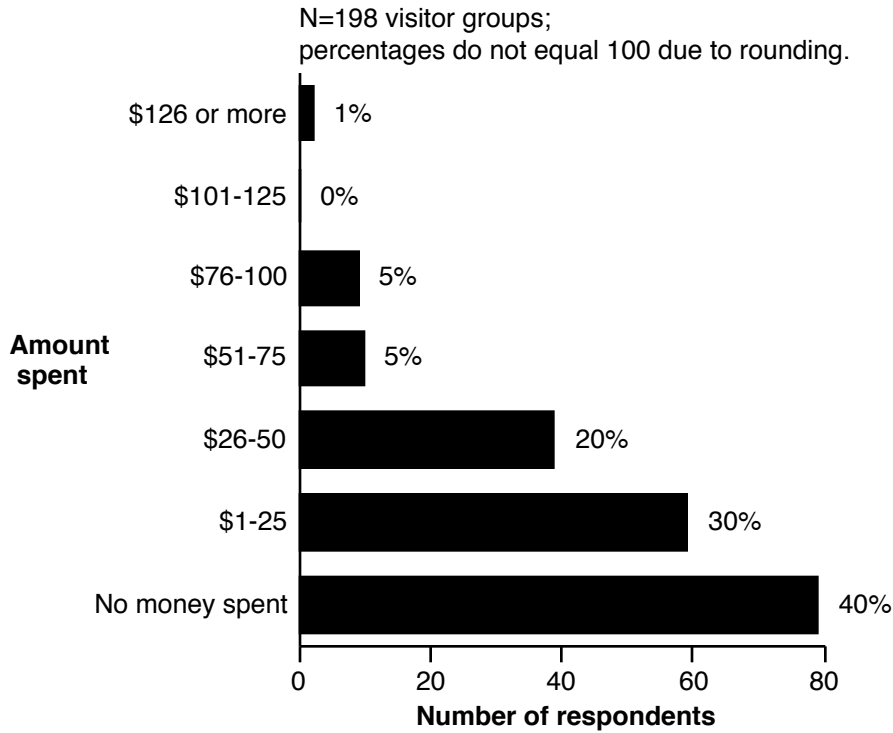


Figure 94: Expenditures for restaurants and bars out of Pipestone NM

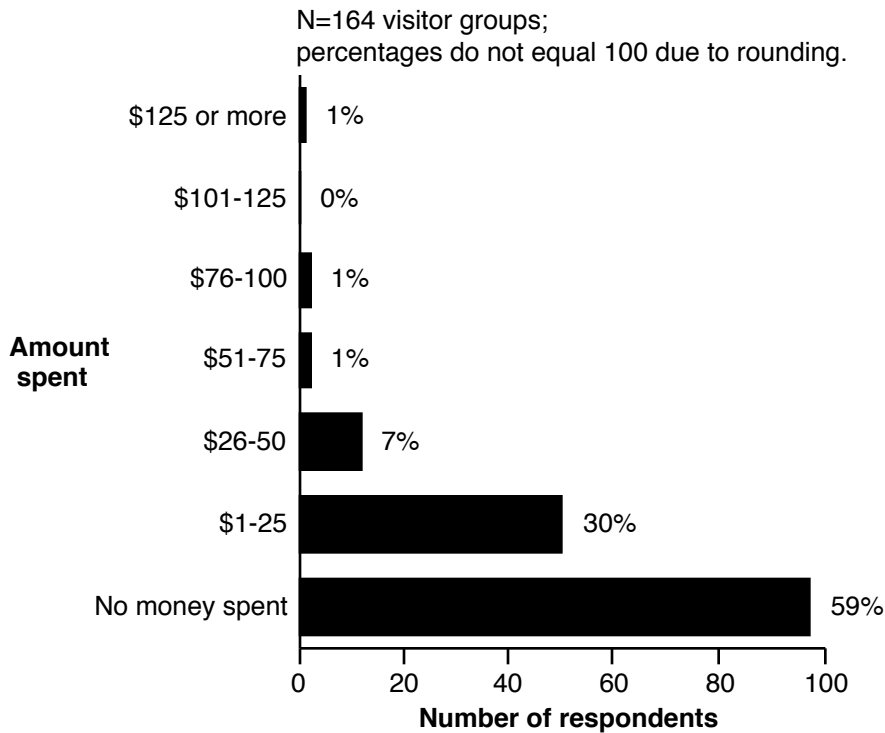


Figure 95: Expenditures for groceries and take-out food out of Pipestone NM

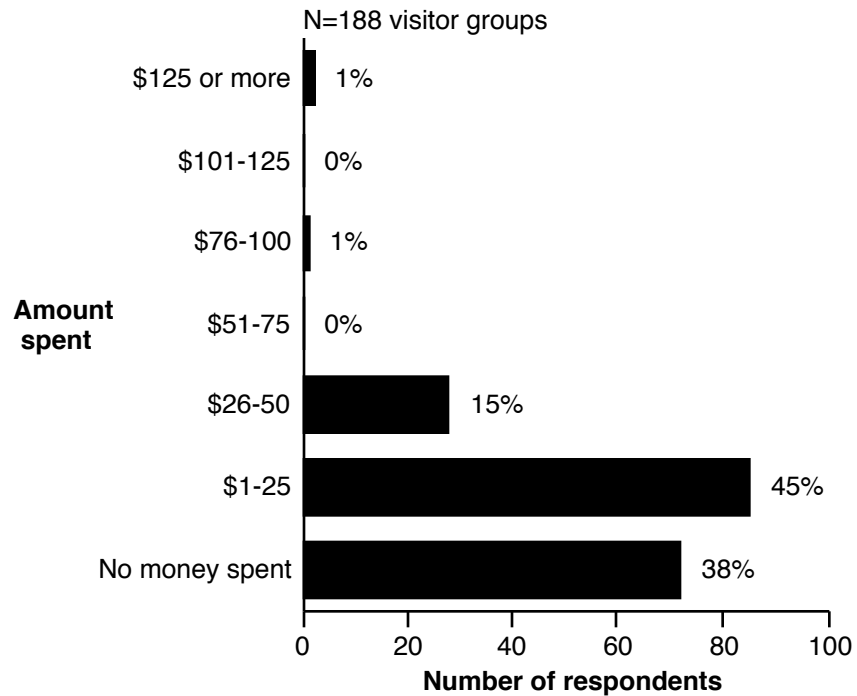


Figure 96: Expenditures for gas and oil out of Pipestone NM

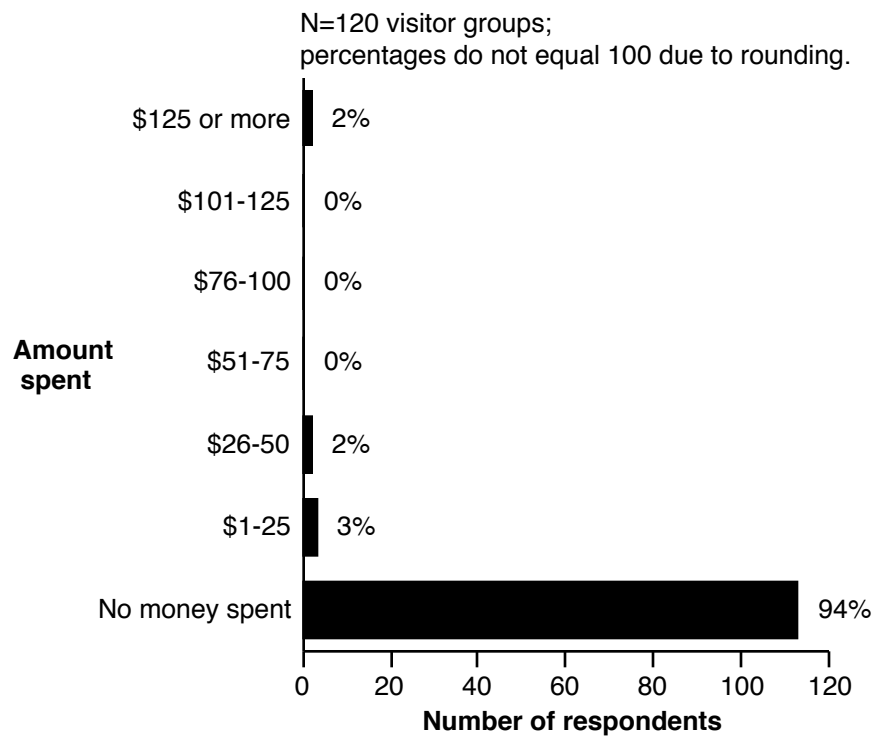


Figure 97: Expenditures for other transportation expenses out of Pipestone NM

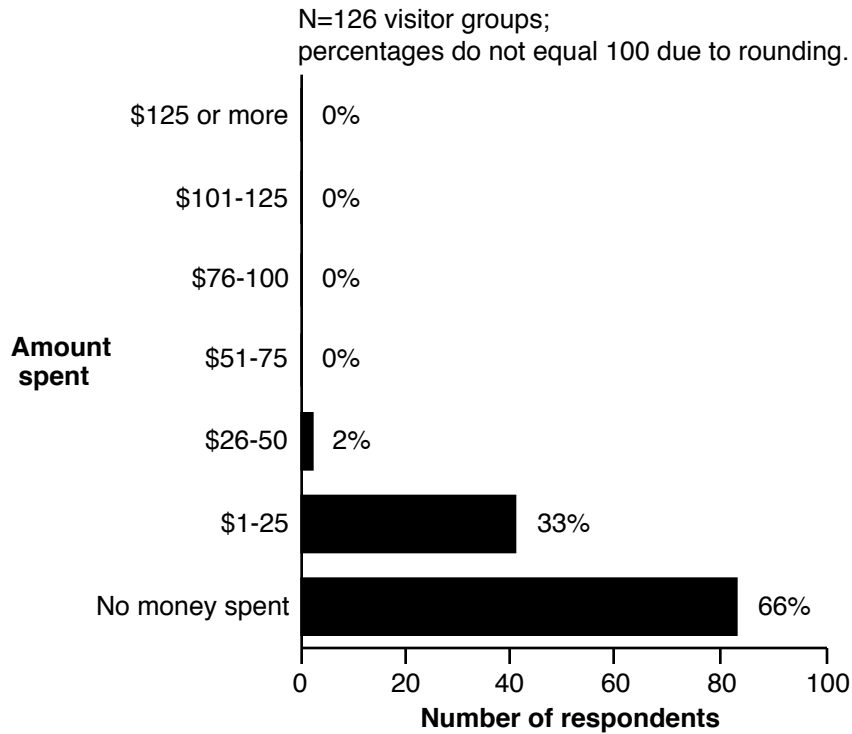


Figure 98: Expenditures for admissions, recreation, and entertainment fees out of Pipestone NM

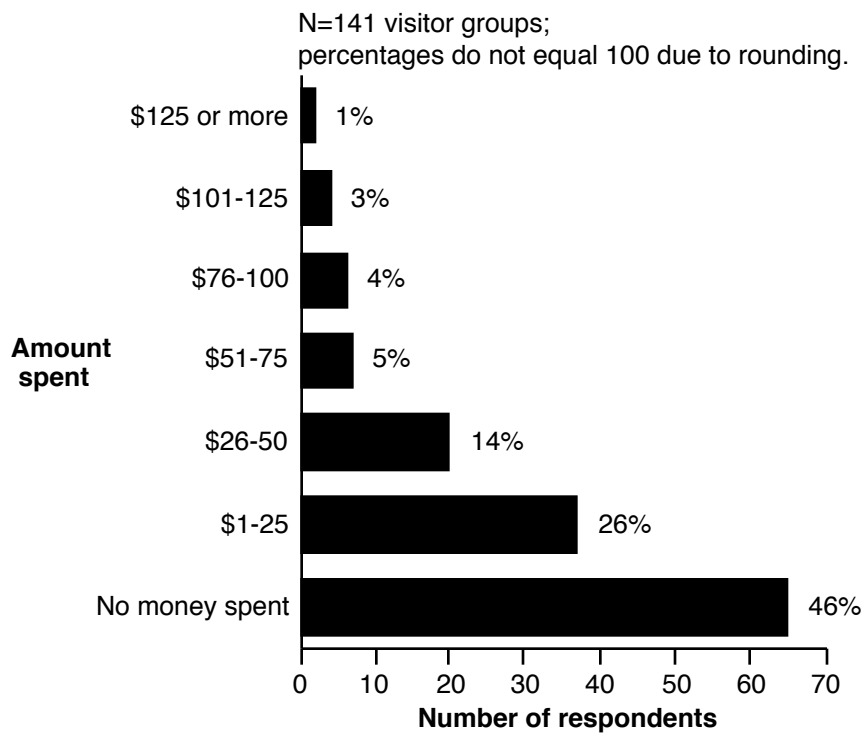


Figure 99: Expenditures for all other purchases out of Pipestone NM

Future preferred ways to learn about monument

Visitor groups were asked what ways they prefer to learn about the cultural and natural history of the monument in the future. The most commonly preferred methods were pipe and craft demonstrations (70%), indoor exhibits (60%), outdoor exhibits (58%), travel guides/guidebooks (56%) and other printed materials (53%), as shown in Figure 100. "Other" methods visitors described included having an American Indian tribal member lead tour, hands-on activities, and exhibits.

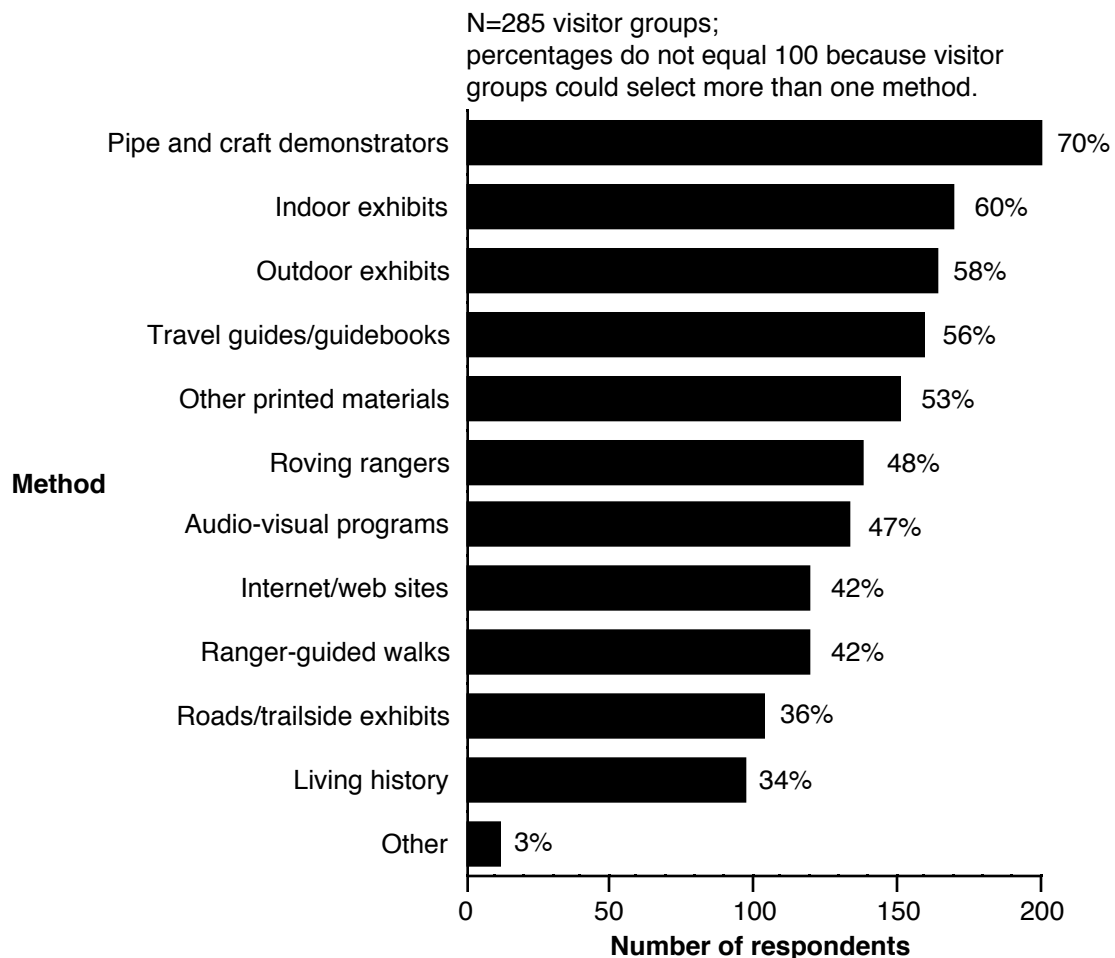


Figure 100: Preferred methods to learn about cultural and natural history in the future

Visitor groups were asked to rate the overall quality of the visitor services provided at Pipestone National Monument during this visit. Most visitor groups (90%) rated services as "very good" or "good" (see Figure 101). No visitor groups rated the overall quality of services provided at Pipestone NM as "very poor."

Overall quality of visitor services

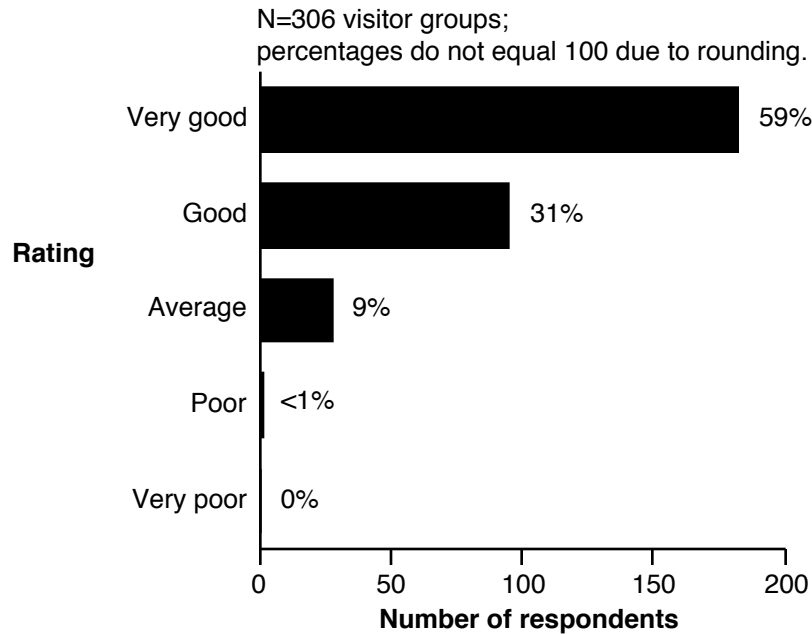


Figure 101: Overall quality of visitor services

What visitors liked most

Visitor groups were asked what they liked most about their visit to Pipestone NM. Eighty-six percent of visitors (267 groups) responded. Their responses are listed below in Table 12.

Table 12: What visitors liked most

N=415 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Visiting with crafters	11
Friendly, knowledgeable personnel	5
American Indians present	3
INTERPRETIVE SERVICES	
Watching pipestone demonstrations	43
Learning history	36
Learning pipestone's significance, sacredness	20
Exhibits	15
Self-guided trail/tour	11
Informative/interesting	11
Learning American Indian culture, heritage	8
Visitor center	4
Video explaining history	4
Information provided	3
Slide show	3
Good history information	3
Enjoyed all presentations	2
MAINTENANCE & FACILITIES	
Trail	36
Circle Trail	26
Clean, well maintained	6
Easily accessible for all ages	2
Other comments	2
POLICIES	
Allowed to climb rocks	2
Being able to cut pipestone	2
Other comments	2
RESOURCE MANAGEMENT	
Waterfall	20
Geology/rocks	13
Seeing quarries	9
Prairie	6
Wildlife	6
Site itself	5
Uncrowded	4
Natural	4
Preservation	4
Stone Face	2
Wildflowers/plants	2
Other comments	2

Table 12: What visitors liked most (continued)

Comment	Number of times mentioned
GENERAL	
Scenic beauty	22
Everything	11
Walking tour	11
Peaceful	11
Purchasing pipestone crafts	4
Quiet	3
Gift shop	3
Unhurried	2
Time with family	2
Other comments	9

What visitors liked least

Visitor groups were asked what they liked least about their visit to Pipestone NM. Fifty-three percent of visitor groups (164 groups) responded. A summary of their responses is listed below in Table 13 and complete copies of visitor responses are contained in the appendix

Table 13: What visitors liked least

N=214 comments

Comment	Number of times mentioned
PERSONNEL	
Lack of American Indian presenters	2
American Indians remote—did not volunteer information	2
Lack of personnel to questions	2
Employee rude	2
Other comments	5
INTERPRETIVE SERVICES	
Slide show needs updated	8
Exhibits need updated	6
Needed more interpretive information along trail	5
No live demonstration of quarrying	4
Not knowing about Circle Trail guide until after walk	3
No tour guides	2
Not having map of grounds	2
Other comments	7
FACILITIES & MAINTENANCE	
Lack of trail maintenance	5
Needing more directional signs	5
Fences/railings at base of falls	3
Litter	3
No bottled water available	2
Other comments	13
POLICY	
Comments	3
RESOURCE MANAGEMENT	
Defaced rock/art	2
Other comment	1

Table 13: What visitors liked least (continued)

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Nothing	60
Lack of time	18
Weather too hot	16
Mosquitoes/bugs	3
Vandalizing visitors	3
Loud visitors' disrespect for site	3
Prices of crafts too expensive	3
Poison ivy along trail	2
Unsupervised children	2
Long drive to get there	2
Walking	2
Other comments	13

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Pipestone National Monument, what would you propose?" Fifty-eight percent of visitor groups (182 groups) responded. A summary of their responses is listed below in Table 14 and complete copies of visitor responses are contained in the appendix.

Table 14: Planning for the future

N=238 comments

Comment	Number of times mentioned
PERSONNEL	
Involve American Indians more	14
Have more personable artisans	3
Provide more supervision of visitors on trails	3
Have artisans produce "real" sculptures, not crafts	2
Provide roving rangers to answer questions	2
Other comments	2
INTERPRETIVE SERVICES	
Advertise Pipestone NM	21
Provide more information on sacred issues	12
Improve museum exhibits	11
Provide more information on American Indian culture	9
Provide more information on history	9
Provide tour guides	8
Provide more information on flora/fauna	8
Add more outdoor exhibit signs	7
Demonstrate quarrying	7
Add living history program	7
Update video presentation	5
Sell better variety of sales items	5
Provide more informative demonstrations	4
Add hands-on activities for children	3
Add map to brochure	2
Provide more information on geology	2
Provide hands-on activities for visitors to carve pipestone	2
Encourage schools to visit	2
Other comments	15
FACILITIES & MAINTENANCE	
Provide handicapped carts or wheelchairs—better access	3
Add variety of trails	2
Better maintain trails	2
Add more directional signs	2
Add shade trees	2
Add benches to trails	2
Widen trails	2
Clean up creek	2
Other comments	9

Table 14: Planning for the future (continued)

Comment	Number of times mentioned
POLICY	
Allow access to quarry to watch stonework	5
Keep open longer hours	3
Allow visitors to watch American Indian ceremonies	3
Monitor visitor behavior--blatant disregard for sacredness	2
Other comments	7
RESOURCE MANAGEMENT	
Keep it as is	9
Keep it natural	5
Keep it sacred and unspoiled	3
Do not overdevelop	2
Revert to prairie	2
Comments	3
GENERAL IMPRESSIONS	
Comments	3

**Comment
summary**

Forty-five percent of visitor groups (140 groups) wrote additional comments about their visit to Pipestone NM, which are summarized below (see Table 15). Complete copies are also included in the separate appendix of this report. Some comments offer specific suggestions on how to improve the monument; others describe what visitors enjoyed or did not enjoy about their visit.

Table 15: Additional comments

N=186 comments

Comment	Number of times mentioned
PERSONNEL	
Park staff/rangers helpful/friendly	8
American Indian craftspeople unwilling to talk about crafts	4
Enjoyed American Indian craftspeople	3
American Indian craftspeople made visitors uncomfortable	2
Other comments	5
INTERPRETIVE SERVICES	
Enjoyed learning about pipestone/peace pipes	5
Share more information about American Indians/culture	4
Excellent demonstrations	3
Exhibits substandard	2
Update slide show	2
Enjoyed history	2
Needed more information about trails	2
Improve videos	2
Pipestone is obscure national monument—advertise	2
Enjoyed learning about American Indians	2
Other comments	10
FACILITIES & MAINTENANCE	
Comments	7
POLICY	
Glad monument is open late	2
Other comments	6
RESOURCE MANAGEMENT	
Comment	1

Table 15: Additional comments (continued)

Comment	Number of times mentioned
GENERAL IMPRESSIONS	
Enjoyed visit	38
Will return	12
Interesting/enjoyed learning	11
Keep up the good work	6
Thank you	4
Beautiful	3
Improve survey	3
Visit too short	2
Had limited information prior to visit	2
Unplanned visit	2
Discovered Pipestone NM accidentally	2
Pipestone NM exists solely for spiritual use by American Indians	2
Born in area/back to visit	2
Other comments	23

Pipestone National Monument Visitor Study
Additional Analysis
VSP Report 135

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

Additional Analysis

Additional analysis can be done using the monument'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. The response will be sent electronically unless you request otherwise.

- Sources of information prior to visit
 - Sources of information prior to future visits
 - Receive needed information?
 - Awareness of monument as sacred to American Indians
 - Other places visited outside monument
 - Overnight in area within 25 miles of monument?
 - Number of nights outside monument (within 25 miles)
 - Type of lodging used outside monument (within 25 miles)
 - Roads/highways used to reach Pipestone NM
 - Adequacy of directional signs to Pipestone NM
 - Sites visited
 - How visit to Pipestone NM fit into travel plans
 - Activities
 - Length of stay in monument
 - Length of stay in Pipestone NM area
 - Visitation hours meet needs?
 - Use of visitor services and facilities
 - Importance of visitor services and facilities
 - Use of visitor areas and facilities
 - Quality of visitor services and facilities
 - Importance of visitor areas and facilities
 - Quality of visitor areas and facilities
 - Group type
 - Guided tour group
 - Disability/impairment?
 - Type of disability/impairment
 - Access problems because of disability/impairment
 - Age
 - Zip code/state of residence
 - Country of residence (other than U.S.)
 - Number of visits past 5 years
 - Number of visits lifetime
 - Highest level of education
 - Group size
 - Hispanic, or Latino ethnicity?
 - Race
 - Opinions about temporary restrictions on visitor use
 - Opinion about entrance fee amount
 - Effect of selected elements on monument visit
 - Admissions/recreation/entertainment fees expenditures in monument
 - All other purchases in monument
 - Hotel, motel expenditures out of monument
 - Camping fees/charges expenditures out of monument
 - Restaurants and bars expenditures out of monument
 - Groceries and take-out food expenditures out of monument
 - Gas and oil expenditures in monument
 - Other transportation expenditures out of monument
 - Admissions/recreation/entertainment fee expenditures out of monument
 - All other purchases out of monument
 - Number of adults covered by expenses
 - Number of children covered by expenses
 - Safety concerns?
 - Unmet expectations?
 - Future preferred methods of learning about monument
 - Overall quality of services
-

Phone/send requests to:

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

Phone: 208-885-7863
FAX: 208-885-4261
Email: littlej@uidaho.edu

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. 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
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 (summer)
24. Lincoln Home National Historical Site
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, 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 National Recreation Area
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

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (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 (summer)
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)

Visitor Services Project Publications (continued)

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)

1997

92. Great Smoky Mountains National Park (summer & fall)
93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood Home 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 & Preserve (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)
111. Saint 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 & Preserve
116. Lassen Volcanic National Park
117. Cumberland Gap National Historic 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

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
132. Dry Tortugas National Park
133. Pinnacles National Monument
134. Great Sand Dunes National Monument & Preserve
135. Pipestone National Monument

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863.

QUESTIONNAIRE



National Park Service
U.S. Department of the Interior

Visitor Services Project

Pipestone National Monument

Visitor Study Summer 2002

Appendix

Margaret Littlejohn

Steven J. Hollenhorst

Visitor Services Project
Report 135

February 2003

This volume contains a summary of visitors' comments for Questions 27, 28 and 29.
The summary is followed by visitors' unedited comments.

Margaret Littlejohn is National Park Service VSP Coordinator, based at the Park Studies Unit, University of Idaho. Dr. Steven Hollenhorst is Department Head and Professor, Resource Recreation and Tourism, University of Idaho. We thank Marlene Lange and the Pipestone National Monument staff for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance

What visitors liked most	
N=415 comments	
Comment	Number of times mentioned
PERSONNEL	
Visiting with crafters	11
Friendly, knowledgeable personnel	5
American Indians present	3
INTERPRETIVE SERVICES	
Watching pipestone demonstrations	43
Learning history	36
Learning pipestone's significance, sacredness	20
Exhibits	15
Self-guided trail/tour	11
Informative/interesting	11
Learning American Indian culture, heritage	8
Visitor center	4
Video explaining history	4
Information provided	3
Slide show	3
Good history information	3
Enjoyed all presentations	2
MAINTENANCE & FACILITIES	
Trail	36
Circle Trail	26
Clean, well maintained	6
Easily accessible for all ages	2
Other comments	2
POLICIES	
Allowed to climb rocks	2
Being able to cut pipestone	2
Other comments	2
RESOURCE MANAGEMENT	
Waterfall	20
Geology/rocks	13
Seeing quarries	9
Prairie	6
Wildlife	6
Site itself	5
Uncrowded	4
Natural	4
Preservation	4
Stone Face	2
Wildflowers/plants	2
Other comments	2

What visitors liked most (continued)

Comment	Number of times mentioned
GENERAL	
Scenic beauty	22
Everything	11
Walking tour	11
Peaceful	11
Purchasing pipestone crafts	4
Quiet	3
Gift shop	3
Unhurried	2
Time with family	2
Other comments	9

What visitors liked least	
N=214 comments	
Comment	Number of times mentioned
PERSONNEL	
Lack of American Indian presenters	2
American Indians remote—did not volunteer information	2
Lack of personnel to questions	2
Employee rude	2
Other comments	5
INTERPRETIVE SERVICES	
Slide show needs updated	8
Exhibits need updated	6
Needed more interpretive information along trail	5
No live demonstration of quarrying	4
Not knowing about Circle Trail guide until after walk	3
No tour guides	2
Not having map of grounds	2
Other comments	7
FACILITIES & MAINTENANCE	
Lack of trail maintenance	5
Needing more directional signs	5
Fences/railings at base of falls	3
Litter	3
No bottled water available	2
Other comments	13
POLICY	
Comments	3
RESOURCE MANAGEMENT	
Defaced rock/art	2
Other comment	1
GENERAL IMPRESSIONS	
Nothing	60
Lack of time	18
Weather too hot	16
Mosquitoes/bugs	3
Vandalizing visitors	3
Loud visitors' disrespect for site	3
Prices of crafts too expensive	3
Poison ivy along trail	2
Unsupervised children	2
Long drive to get there	2
Walking	2
Other comments	13

Planning for the future

N=238 comments

Comment	Number of times mentioned
PERSONNEL	
Involve American Indians more	14
Have more personable artisans	3
Provide more supervision of visitors on trails	3
Have artisans produce "real" sculptures, not crafts	2
Provide roving rangers to answer questions	2
Other comments	2
INTERPRETIVE SERVICES	
Advertise Pipestone NM	21
Provide more information on sacred issues	12
Improve museum exhibits	11
Provide more information on American Indian culture	9
Provide more information on history	9
Provide tour guides	8
Provide more information on flora/fauna	8
Add more outdoor exhibit signs	7
Demonstrate quarrying	7
Add living history program	7
Update video presentation	5
Sell better variety of sales items	5
Provide more informative demonstrations	4
Add hands-on activities for children	3
Add map to brochure	2
Provide more information on geology	2
Provide hands-on activities for visitors to carve pipestone	2
Encourage schools to visit	2
Other comments	15
FACILITIES & MAINTENANCE	
Provide handicapped carts or wheelchairs—better access	3
Add variety of trails	2
Better maintain trails	2
Add more directional signs	2
Add shade trees	2
Add benches to trails	2
Widen trails	2
Clean up creek	2
Other comments	9
POLICY	
Allow access to quarry to watch stonework	5
Keep open longer hours	3
Allow visitors to watch American Indian ceremonies	3
Monitor visitor behavior--blatant disregard for sacredness	2
Other comments	7

Planning for the future (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Keep it as is	9
Keep it natural	5
Keep it sacred and unspoiled	3
Do not overdevelop	2
Revert to prairie	2
Comments	3
GENERAL IMPRESSIONS	
Comments	3

Additional comments	
N=175 comments	
Comment	Number of times mentioned
PERSONNEL	
Park staff/rangers helpful/friendly	8
American Indian craftspeople unwilling to talk about crafts	4
Enjoyed American Indian craftspeople	3
American Indian craftspeople made visitors uncomfortable	2
Other comments	5
INTERPRETIVE SERVICES	
Enjoyed learning about pipestone/peace pipes	5
Share more information about American Indians/culture	4
Excellent demonstrations	3
Exhibits substandard	2
Update slide show	2
Enjoyed history	2
Needed more information about trails	2
Improve videos	2
Pipestone is obscure national monument—advertise	2
Enjoyed learning about American Indians	2
Other comments	10
FACILITIES & MAINTENANCE	
Comments	7
POLICY	
Glad monument is open late	2
Other comments	6
RESOURCE MANAGEMENT	
Comment	1
GENERAL IMPRESSIONS	
Enjoyed visit	38
Will return	12
Interesting/enjoyed learning	11
Keep up the good work	6
Thank you	4
Beautiful	3
Improve survey	3
Visit too short	2
Had limited information prior to visit	2
Unplanned visit	2
Discovered Pipestone NM accidentally	2
Pipestone NM exists solely for spiritual use by American Indians	2
Born in area/back to visit	2
Other comments	23
