



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

Visitor Services Project



# Horseshoe Bend National Military Park Visitor Study

Spring 2008



University of Idaho

Park Studies Unit  
Visitor Services Project  
Report 200



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Report 200**

December 2008

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**Visitor Services Project  
Horseshoe Bend National Military Park  
Report Summary**

- This report describes the results of a visitor study at Horseshoe Bend National Military Park (NMP) during March 22 - April 19, 2008. A total of 392 questionnaires were distributed to visitor groups. Of those, 231 questionnaires were returned, resulting in a 60% response rate.
- This report profiles a systematic random sample of Horseshoe Bend NMP. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Thirty-seven percent of visitor groups were in groups of two and 27% were in groups of three or four. Sixty-eight percent of visitor groups were in family groups.
- United States visitors comprised 99.5% of total visitors, with 78% from Alabama and smaller proportions from 21 other states. International visitors represented less than 1% of total visitation and this data must be viewed with caution.
- Forty-six percent of visitors were ages 36-65 years, 10% were over 65 years, and 29% were ages 15 years or younger. Eight percent of visitor groups reported physical conditions that made it difficult to access or participate in park activities or services.
- Fifty-five percent of visitors had visited the park once in their lifetime and 18% had visited five or more times.
- Ninety percent of visitor groups visited the visitor center, 77% visited the Battlefield/Barricade site and 74% visited the Battlefield overlook. Forty-one percent of visitors visited Wind Creek State Park and 32% visited Cheaha State Park during their trip.
- The most common activities visitor groups participated in were learning about American Indian history (82%), learning about the War of 1812 (66%), and taking the auto tour (57%).
- Prior to this visit, visitor groups most often obtained information about Horseshoe Bend NMP through previous visits (41%) and friends/relatives/word of mouth (35%). Eighty-seven percent of visitors obtained information about the park prior to their visit. Fifty-four percent indicated they would prefer to obtain information from the park website for a future visit.
- Prior to this visit, 65% percent of visitor groups were aware of the prescribed fire policy and 67% were willing to tolerate short periods (up to 2 days) of occasional smoke or reduced visibility caused by prescribed burns.
- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups (see N= below) that responded to each question. The most used visitor services/facilities included restrooms (85%) and visitor center exhibits (82%). The visitor services/facilities that received the highest combined proportions of “extremely important” and “very important” ratings included park orientation film (94% N=94) and visitor center exhibits (93%, N=169). The visitor services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were park orientation film (96%, N=92) and living history/costumed interpretation (96%, N=95).
- Fifty-nine percent of visitor groups visited Horseshoe Bend NMP during the anniversary of the battle weekend (March 29-30, 2008). Of these, 84% participated in the Creek hunting camp demonstrations. Compared to their expectations 45% of visitor groups felt the park was less crowded than expected.
- Most visitor groups (94%) rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>.

## TABLE OF CONTENTS

<b>INTRODUCTION</b> .....	<b>1</b>
<b>Organization of the report</b> .....	<b>1</b>
<b>Presentation of the results</b> .....	<b>2</b>
<b>METHODS</b> .....	<b>3</b>
<b>Survey Design</b> .....	<b>3</b>
Sample size and sampling plan .....	3
Questionnaire design .....	3
Survey procedure .....	4
<b>Data Analysis</b> .....	<b>4</b>
<b>Limitations</b> .....	<b>4</b>
<b>Special Conditions</b> .....	<b>5</b>
<b>Checking Non-response Bias</b> .....	<b>6</b>
<b>RESULTS</b> .....	<b>7</b>
<b>Visitor and Group Characteristics</b> .....	<b>7</b>
Visitor group size .....	7
Visitor group type .....	7
Visitors with organized groups .....	8
United States visitors by state of residence .....	9
International visitors by country of residence .....	10
Number of visits to the park .....	10
Visitor age .....	11
Visitors with physical conditions/impairments .....	12
Awareness of NPS management .....	12
Awareness of prescribed fire policy .....	13
Willingness to tolerate short periods of smoke/reduced visibility .....	13
Willingness to tolerate temporarily blackened fields or trees .....	14
<b>Trip/Visit Characteristics and Preferences</b> .....	<b>15</b>
Information sources prior to visit .....	15
Information sources for future visit .....	17
Adequacy of directional signs .....	18
Number of vehicles .....	20
Number of park entries .....	20
Length of visit .....	21
Sites visited .....	22
Sites visited in Alabama .....	22
Park topics learned on this visit .....	25
Park topics to learn on future visit .....	27
Park stories to emphasize .....	30
Expected activities on this visit .....	32
Activities on this visit .....	33
Primary activity this visit .....	34
<b>Anniversary of the Battle of Horseshoe Bend weekend</b> .....	<b>35</b>
Special event activities .....	35
Quality ratings of special event activities .....	36
Time spent attending special event activities .....	39
Crowding at anniversary weekend .....	39

**TABLE OF CONTENTS**  
continued

<b>Ratings of Visitor Services, Facilities, Elements, Attributes and Resources</b> .....	<b>40</b>
Visitor services and facilities used .....	40
Importance ratings of visitor services and facilities .....	41
Quality ratings of visitor services and facilities .....	46
Mean scores of importance and quality ratings for visitor services and facilities .....	51
Importance of protecting park resources/attributes/experiences .....	52
Importance of protecting historic sites in Alabama .....	54
Management of historic sites .....	54
How elements affected park experience .....	55
Appropriateness of activities .....	56
<b>Preferences for future visit</b> .....	<b>57</b>
Facilities available for future visit .....	57
Preferred methods to learn about cultural and natural history/features of park .....	58
Appropriate commemoration of the bicentennial anniversary of the War of 1812 and Creek Indian War .....	59
Participation in children's programs .....	60
Items/materials desired in visitor center bookstore .....	61
Park website information .....	62
<b>Overall Quality</b> .....	<b>64</b>
<b>Visitor Comments</b> .....	<b>65</b>
What visitors liked most .....	65
What visitors liked least .....	67
Planning for the future .....	68
Additional comments .....	70
<b>APPENDICES</b> .....	<b>73</b>
<b>Appendix 1: The Questionnaire</b> .....	<b>73</b>
<b>Appendix 2: Additional Analysis</b> .....	<b>75</b>
<b>Appendix 3: Decision Rules for Checking Non-response Bias</b> .....	<b>76</b>
<b>Appendix 4: Visitor Services Project Publications</b> .....	<b>78</b>
<b>Visitor Comments Appendix</b> .....	<b>82</b>

## INTRODUCTION

“On March 27, 1814, a deadly and decisive battle was waged at the Horseshoe Bend of the Tallapoosa River. Never before or since in the history of our country have so many Native Americans lost their lives in a single battle. Horseshoe Bend National Military Park is a 2040-acre park preserving the site of the battle. It is located 68 miles north of Montgomery in Alabama. It operates on central time and is open daily 8am-5pm.” (Horseshoe Bend National Military Park, National Park Service, Department of the Interior website: [www.nps.gov/hobe](http://www.nps.gov/hobe) October, 2008)

This report describes the results of a visitor study at Horseshoe Bend National Military Park, conducted March 22 - April 19, 2008 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

### Organization of the report

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The report is organized into three sections.

**Section 1: Methods.** This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

**Section 2: Results.** This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire.

#### Section 3: Appendices

Appendix 1: *The Questionnaire.* A copy of the questionnaire distributed to groups.

Appendix 2: *Additional Analysis.* A list of options for cross-references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias.* An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications.* A complete list of publications by the PSU. Copies of these reports can be obtained by contacting the PSU office at (208) 885-7863 visiting the website: <http://www.psu.uidaho.edu/vsp/reports.htm>.

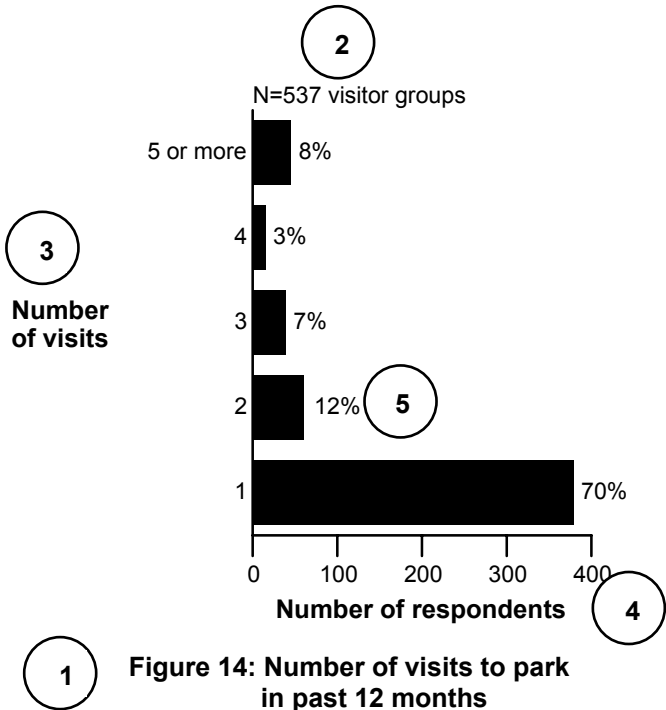
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

**Presentation of the results**

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "CAUTION!" is shown on the graph to indicate the results may be unreliable.
- \* appears when total percentages do not equal 100 due to rounding.
- \*\* appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



## METHODS

### Survey Design

#### Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at selected locations in Horseshoe Bend NMP during March 22 – April 19, 2008. During this survey, 404 visitor groups were contacted and 392 of these groups (97.0%) accepted questionnaires (average acceptance rate for 183 VSP visitor studies is 90.9%). Table 1 shows the two locations and numbers of questionnaires distributed at each location. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. Questionnaires were completed and returned by 231 visitor groups resulting in a 58.9% response rate for this study. The average response rate for the 183 VSP visitor studies conducted from 1988 through 2007 was 74.9%.

**Table 1: Questionnaire distribution**  
N=number of questionnaires distributed

Sampling site	N	Percent of total
Visitor center	361	92
Boat ramp	31	8
Total	392	100

#### Questionnaire design

The Horseshoe Bend NMP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Horseshoe Bend NMP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Horseshoe Bend NMP questionnaire. However, all questions followed OMB guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported. Two versions of the questionnaire were distributed to visitors. In questions 10, 13, and 25 items were listed in alphabetical order in odd-numbered questionnaires and in even-numbered questionnaires items were listed in reverse order. Statistical tests showed that respondents were neither more nor less likely to leave items toward the ends of the questions unanswered, and therefore were not influenced by the order in which the items appeared.



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## Survey procedure

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Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. The individual was asked for their name, address, and telephone number in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

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, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

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## Data Analysis

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Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Analysis Software (SAS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The data were entered twice—by two independent data entry staff—and validated by a third staff member.

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## Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of March 22 – April 19, 2008. The results present a ‘snapshot-in-time’ and 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, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

<b>Special Conditions</b>
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The weather during the survey period varied between clear and cool and overcast and cold. There was a prescribed burn on March 23 which kept the boat ramp closed all day and may have affected general park visitation due to smoke. Horseshoe Bend NMP celebrated the Anniversary of the Battle of Horseshoe Bend weekend (March 29-30, 2008) and experienced more visitors than usual.

### Checking Non-response Bias

The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire, and group size.

Table 2 shows insignificant differences between group types. As shown in Table 3, there are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes. See Appendix 3 for more details of the non-response bias checking procedure.

**Table 2: Comparison of respondents and non-respondents group type**

Group type	Respondents	Non-respondents	Total
Alone	27	19	46
Family	155	144	269
Friends	21	12	33
Family and friends	24	8	32
Other	0	4	4
Total	342	169	511

Chi-square = 3.83      df = 3      p-value = 0.28

**Table 3: Comparison of respondents and non-respondents age and group size**

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Group size	226	3.7	159	4.4	0.12
Age	230	49.9	163	44.6	<0.001

There are insignificant differences in group size and group type between respondents and non-respondents. A five-year difference is detected in average age of respondents compare to non-respondents. However, the differences may due to the fact that an older person in the group completed the survey while a younger person accepted the survey at the park. Occasionally, survey respondents may answer the age question incorrectly with the oldest person in the first slot which was designated for the respondents (see Appendix 3). Moreover, the survey was designed to collect group information but not individual information. Since the two group parameters were the same for both respondents and non-respondents the response bias is judged to be insignificant. The data is a good representation of a larger Horseshoe Bend National Military Park visitor population for the duration of the survey period.

## RESULTS

### Visitor and Group Characteristics

#### Visitor group size

Question 20a

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

Results

- 41% of visitors were in groups of four or more (see Figure 1).
- 37% were in groups of two.

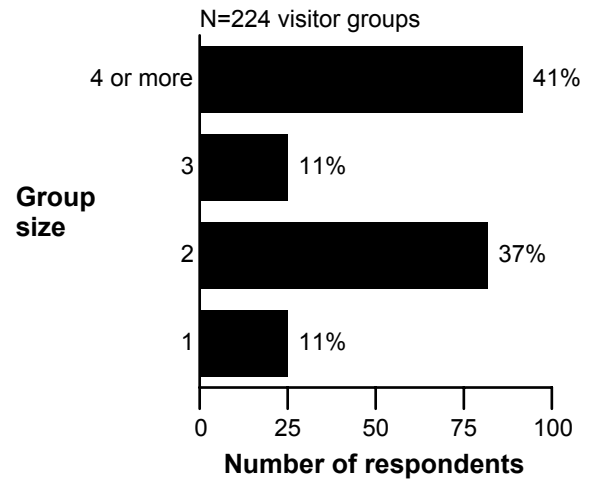


Figure 1: Group size

#### Visitor group type

Question 19

On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results

- 68% of visitor groups were made up of family members (see Figure 2).
- 12% were alone.
- 11% were with family and friends.

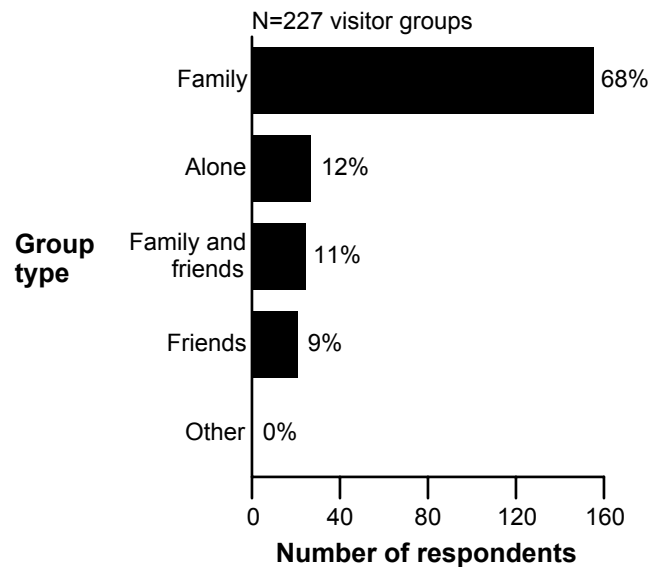


Figure 2: Group type

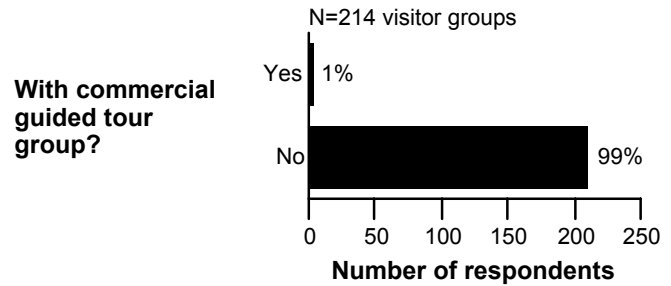
**Visitors with organized groups**

**Question 18a**

On this visit, were you and your personal group part of a commercial guided tour group?

**Results**

- 1% of visitor groups were part of a commercial guided tour group (see Figure 3).



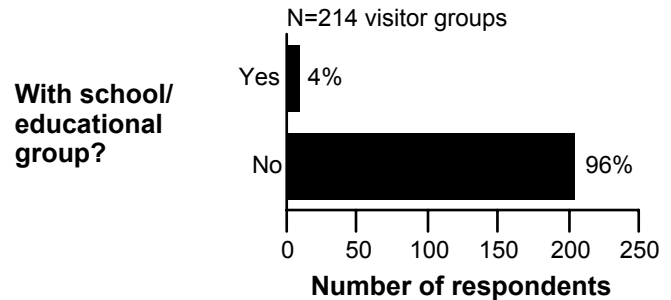
**Figure 3: Visitors with a commercial guided tour group**

**Question 18b**

On this visit, were you and your personal group part of a school/educational group?

**Results**

- 4% of visitor groups were part of a school/educational group (see Figure 4).



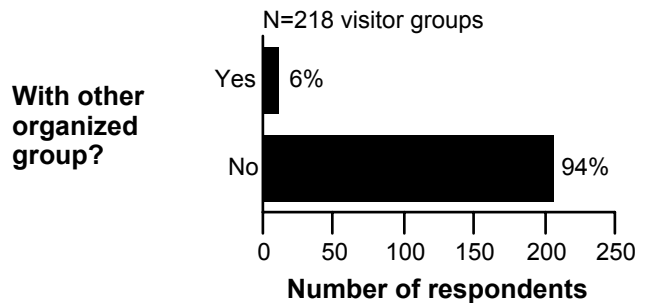
**Figure 4: Visitors with a school/educational group**

**Question 18c**

On this visit, were you and your personal group part of an other organized group (such as business group, scout group, etc.)?

**Results**

- 6% of visitor groups were traveling with an other organized group (see Figure 5).



**Figure 5: Visitors with an other organized group**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**United States visitors by state of residence**

Question 21b

For you and your personal group on this visit what is your state of residence?

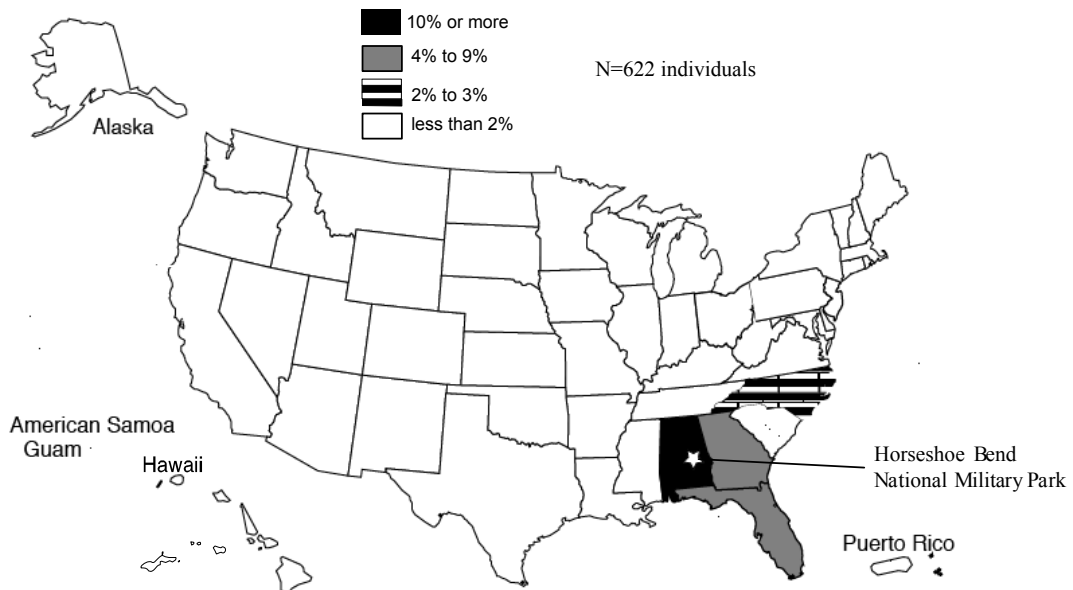
**Table 4: United States visitors by state of residence\***

Note: Response was limited to seven members from each visitor group.

**Results**

- U.S. visitors were from 22 states and comprised 99.5% of total visitation to the park during the survey period.
- 78% of U.S. visitors came from Alabama (see Table 4 and Map 1).
- Smaller proportions of U.S. visitors came from 21 other states.

State	Number of visitors	Percent of U.S. visitors N=622 individuals	Percent of total visitors N=625 individuals
Alabama	485	78	78
Georgia	38	6	6
Florida	32	5	5
North Carolina	11	2	2
Texas	9	1	1
Illinois	6	1	1
Wisconsin	6	1	1
Ohio	5	1	1
Maryland	4	1	1
Kentucky	4	1	1
Michigan	4	1	1
Tennessee	4	1	1
10 other states	13	2	2



**Map 1: Proportions of United States visitors by state of residence**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**International visitors by country of residence**

Question 21b  
For you and your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results – Interpret data with **CAUTION!**

- International visitors were from 2 countries and comprised less than 1% of total visitation to the park during the survey period (see Table 5)

**Table 5: International visitors by country of residence\* CAUTION!**

Country	Number of visitors	Percent of international visitors N=3	Percent of total visitors N=625
Finland	2	67	<1
United Kingdom	1	33	<1

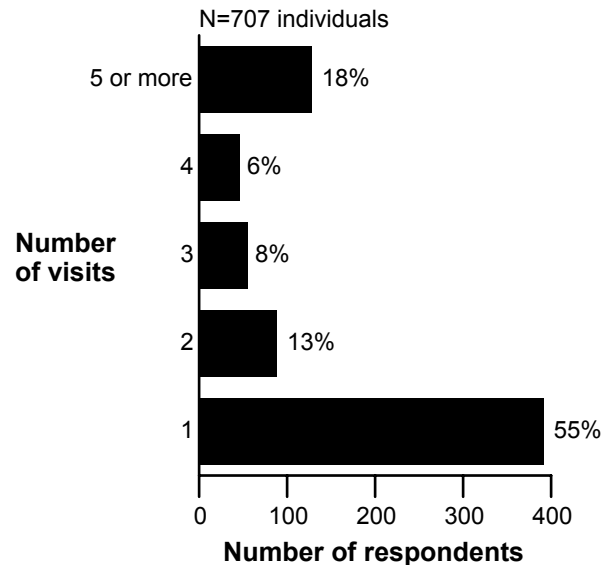
**Number of visits to the park**

Question 21c  
For you and your personal group on this visit, how many times have you visited Horseshoe Bend National Military Park in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 55% of visitors visited the park once in their lifetime (see Figure 6).
- 18% visited the park five times or more in their lifetime.



**Figure 6: Number of visits to park in lifetime**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Visitor age**

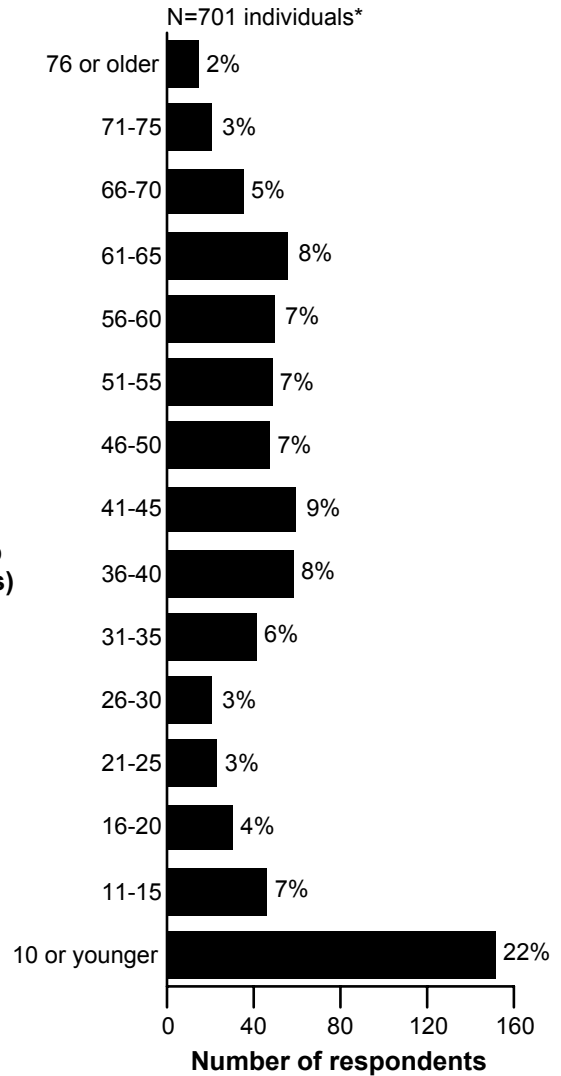
**Question 21a**

For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

**Results**

- Visitor ages ranged from 1 to 91 years.
- 44% of visitors were between 31-60 years age group (see Figure 7).
- 29% were 15 years or younger.
- 18% were 61 or older.



**Figure 7: Visitor age**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Visitors with physical conditions/impairments

### Question 22a

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

### Results

- 8% of visitor groups had members with physical conditions that made it difficult to access or participate in activities or services (see Figure 8).

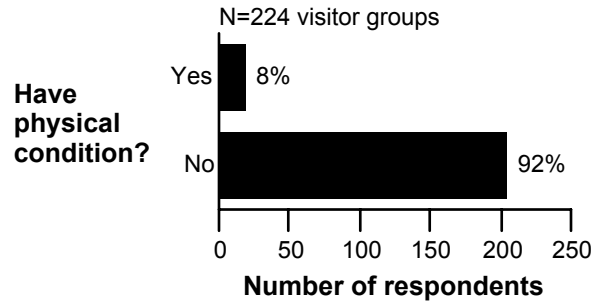


Figure 8: Visitors with physical conditions

### Question 22b

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

### Results – Interpret data with **CAUTION!**

- Eleven visitor groups responded to this question.
- The services or activities that visitor groups had difficulty accessing or participating in were:

Trails  
 Walking/hiking  
 Access to demonstrations  
 Too few benches  
 Boat ramp in bad shape  
 Climbing stairs

## Awareness of NPS management

### Question 2

Prior to this visit, were you and your personal group aware that Horseshoe Bend NMP is a unit of the National Park System?

### Results

- 77% of visitor groups were aware that Horseshoe Bend NMP is a unit of the National Park System (see Figure 9).

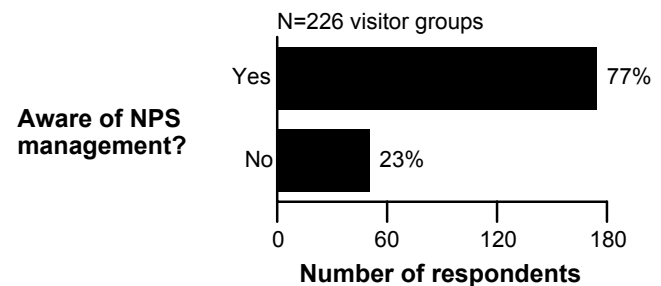


Figure 9: Awareness that Horseshoe Bend NMP is a unit of the National Park System

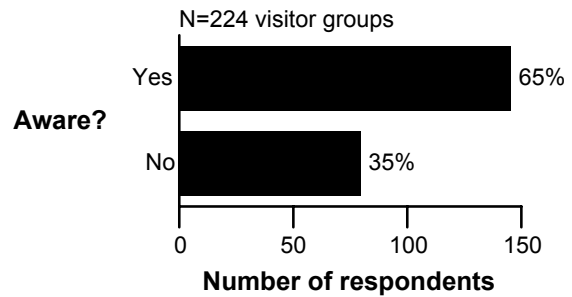
\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Awareness of prescribed fire policy

**Question 6a**

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



**Figure 10: Awareness of prescribed fire policy**

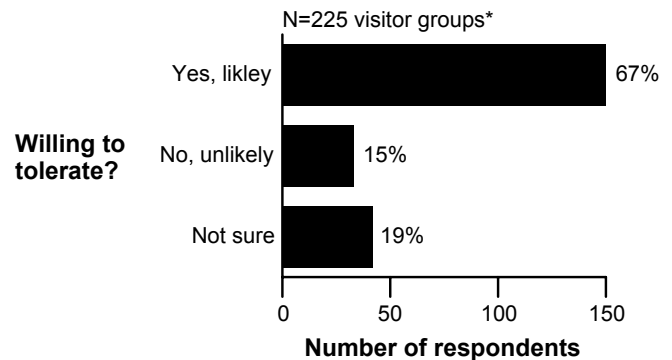
**Results**

- 65% of visitor groups were aware of the prescribed fire policy prior to visit (see Figure 10).

### Willingness to tolerate short periods of smoke/reduced visibility

**Question 6b**

If you and your personal group were to visit Horseshoe Bend NMP in the future, would you be willing to tolerate short periods (up to 2 days) of occasional smoke or reduced visibility caused by prescribed burns?



**Figure 11: Willingness to tolerate short periods of occasional smoke or reduced visibility caused by prescribed burns**

**Results**

- 67% of visitor groups would likely be willing to tolerate short periods of occasional smoke or reduced visibility from prescribed burns (see Figure 11).

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

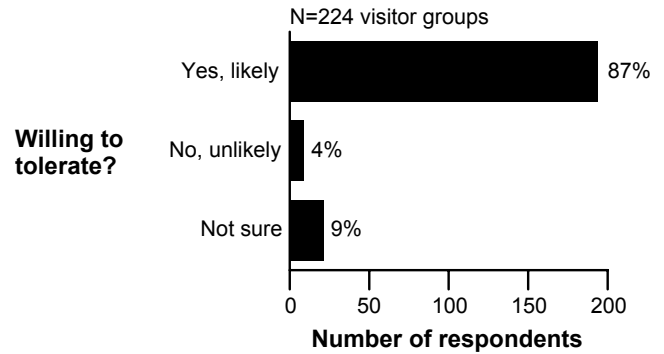
**Willingness to tolerate temporarily blackened fields or trees**

**Question 6c**

If you and your personal group were to visit Horseshoe Bend NMP in the future, would you be willing to tolerate temporarily blackened fields or trees resulting from prescribed burns?

**Results**

- 87% of visitor groups would likely be willing to tolerate blackened fields or trees resulting from prescribed burns (see Figure 12).



**Figure 12: Willingness to tolerate temporarily blackened fields or trees resulting from prescribed burns**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Trip/Visit Characteristics and Preferences**

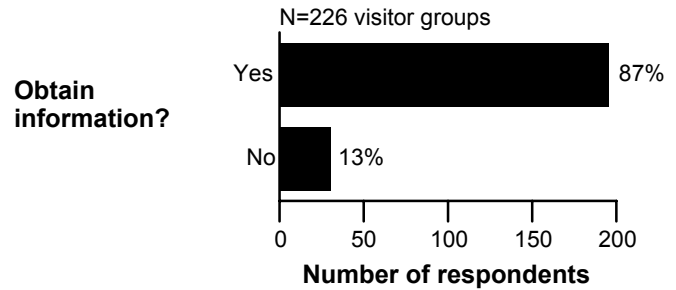
**Information sources prior to visit**

**Question 1a**

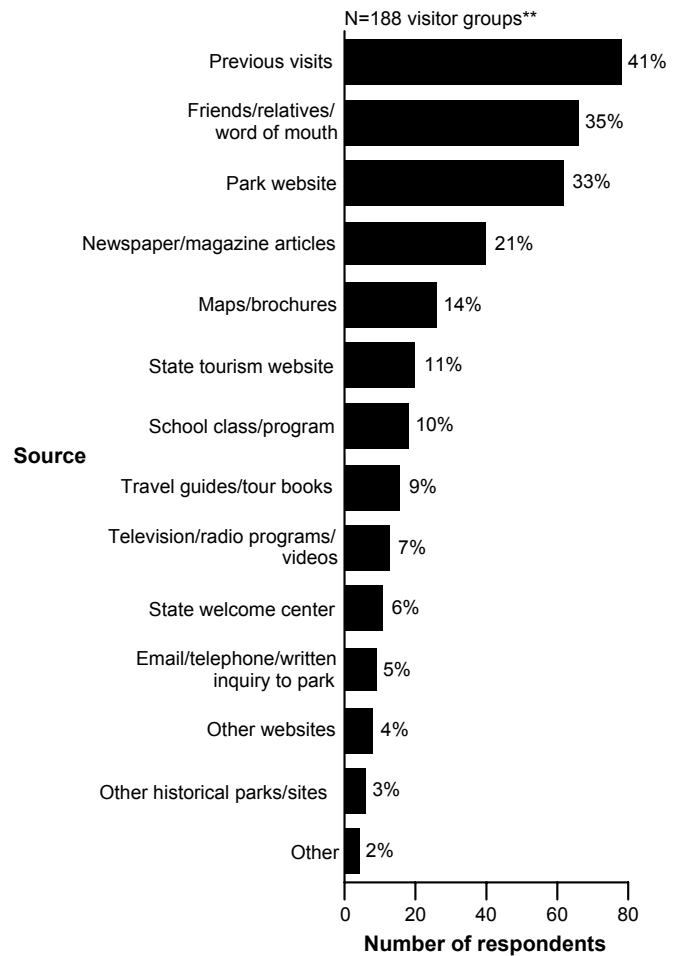
Prior to this visit, how did you and your personal group get information about Horseshoe Bend NMP?

**Results**

- 87% of visitor groups obtained information about Horseshoe Bend NMP prior to their visit (see Figure 13).
- As shown in Figure 14, among those visitor groups who obtained information prior to their visit, the most common sources were:
  - 41% Previous visits
  - 35% Friends/relatives/word of mouth
  - 33% Park website
- “Other” historical parks/sites (3%) included:
  - Great Smoky Mountains
  - Tuskegee
- “Other” sources (2%) were:
  - Auburn History Department
  - Former employee
  - National Parks Passport
  - Road sign



**Figure 13: Visitor groups who obtained information about the park prior to visit**



**Figure 14: Sources of information used prior to visit**

\*total percentages do not equal 100 due to rounding

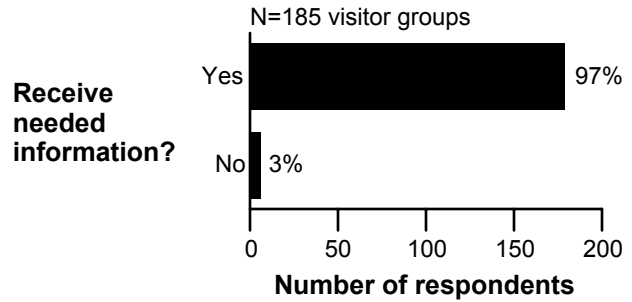
\*\*total percentages do not equal 100 because visitors could select more than one answer

Question 1c

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

Results

- 97% of visitor groups received needed information prior to their visit (see Figure 15).



**Figure 15: Visitor groups who received needed information prior to visit**

Question 1d

If NO, what type of park information did you and your personal group need that was not available?

Results – Interpret data with **CAUTION!**

- Five visitors responded to this question.
- Additional information that visitor groups needed included:

- Brochures
- More details on park activities
- Maps
- Park schedules
- Time needed for visit

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Information sources for future visit**

**Question 1b**

If you were to visit Horseshoe Bend NMP in the future, how would you and your personal group prefer to obtain information about the park?

**Results**

- As shown in Figure 16, the most common sources of information visitor groups preferred to use for a future visit were:

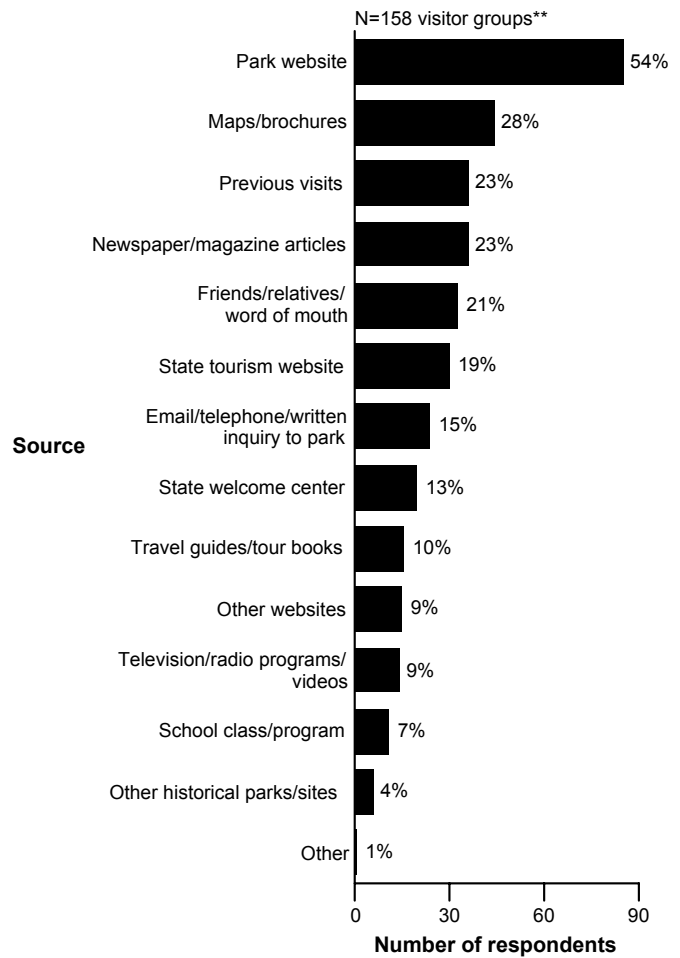
54% Park website  
 28% Maps/brochures  
 23% Previous visits

- “Other” historical parks/sites (4%)

Dry Tortugas  
 Grand Canyon

- “Other” sources of information (1%) were:

Mailings about upcoming events



**Figure 16: Sources of information preferred for a future visit**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Adequacy of directional signs**

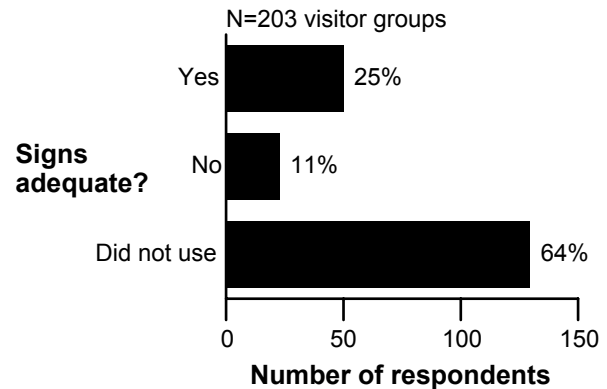
**Question 3**

On this visit, were the signs directing you and your personal group to Horseshoe Bend NMP adequate?

**Results**

**a. Signs on interstates**

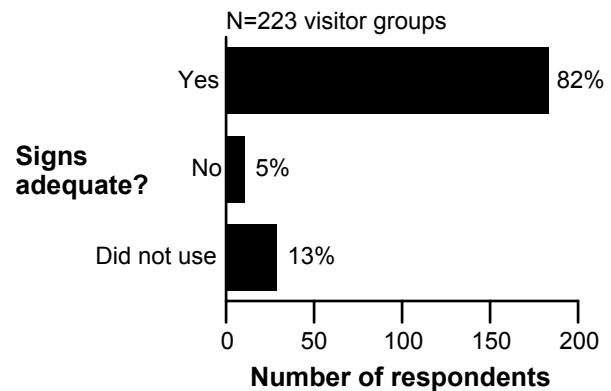
- 64% of visitor groups did not use interstate signs (see Figure 17).
- 25% felt interstate signs were adequate.
- 11% felt interstate signs were not adequate.



**Figure 17: Adequacy of interstate signs**

**b. Signs on state highways**

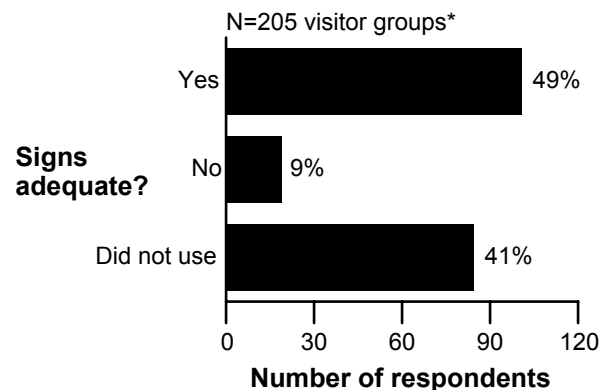
- 82% of visitor groups felt state highway signs were adequate (see Figure 18).
- 5% felt state highway signs were not adequate.



**Figure 18: Adequacy of state highway signs**

**c. City street signs in communities**

- 49% of visitor groups felt city street signs in communities were adequate (see Figure 19).
- 41% did not use city street signs in communities.
- 9% felt city street signs in communities were not adequate.



**Figure 19: Adequacy of city street signs in communities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Question 3d

If your answer is NO to any of the above, please explain the problem.

Results

- Twenty-four visitor groups provided comments on directional signs (see Table 6).

**Table 6: Comments on directional signs**

N=26 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
Have not seen any	5
County Road 79 not identified as shortcut from Daviston	2
Did not see city street signs	2
No signs on I-20	2
Signs too small	2
Few signs evident	1
Had difficult time finding - no signage	1
More visible signs or billboards	1
Need a sign on I-85, Exit 58	1
Need more signs	1
Need sign in Auburn	1
Needs more advertising	1
No NPS signs were in communities	1
No signs or billboards on interstate	1
Saw nothing on I-65 Birmingham, Alabama	1
Signs needed in Dadeville	1
Signs not seen on city streets	1
Signs not well placed before turns	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



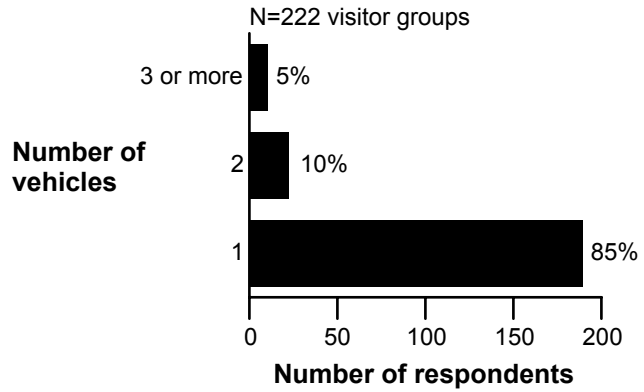
### Number of vehicles

**Question 20b**

On this visit, how many vehicles did you and your personal group, use to enter the park?

**Results**

- 85% of visitor groups used one vehicle to enter the park (see Figure 20).



**Figure 20: Number of vehicles used to enter the park**

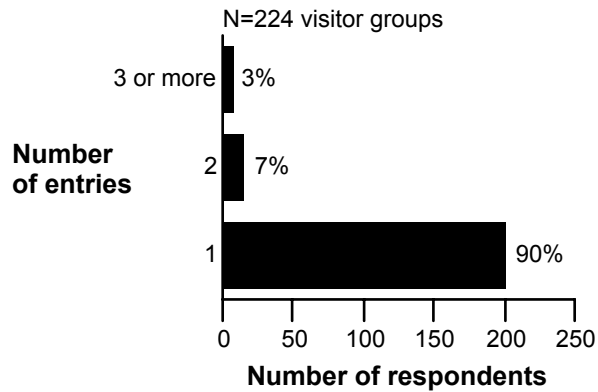
### Number of park entries

**Question 20c**

On this visit, how many times did you and your personal group enter Horseshoe Bend NMP during your stay in the area?

**Results**

- 90% of visitor groups entered the park once (see Figure 21).



**Figure 21: Number of park entries**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Length of visit**

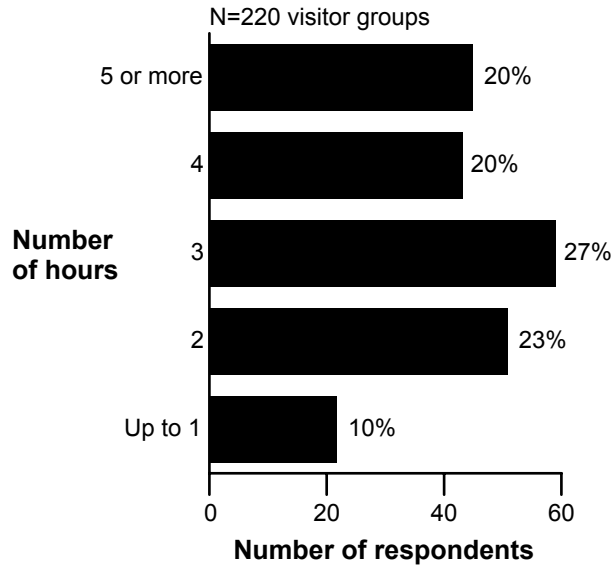
**Question 5**

On this visit to Horseshoe Bend NMP, how long did you and your personal group spend visiting the park?

**Results**

Number of hours visiting

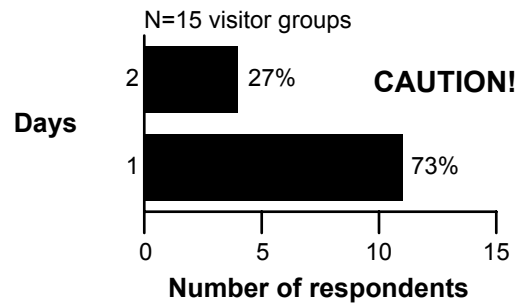
- Average length of stay was 3.2 hours.
- 60% of visitor groups spent three hours or less (see Figure 22).
- 40% spent four hours or more.



**Figure 22: Number of hours visiting park**

Number of days visiting – Interpret data with CAUTION!

- Not enough visitor groups answered the question to provide reliable data (see Figure 23).



**Figure 23: Number of days visiting park**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Sites visited**

**Question 4**

On this visit to Horseshoe Bend NMP, which park sites did you and your personal group visit?

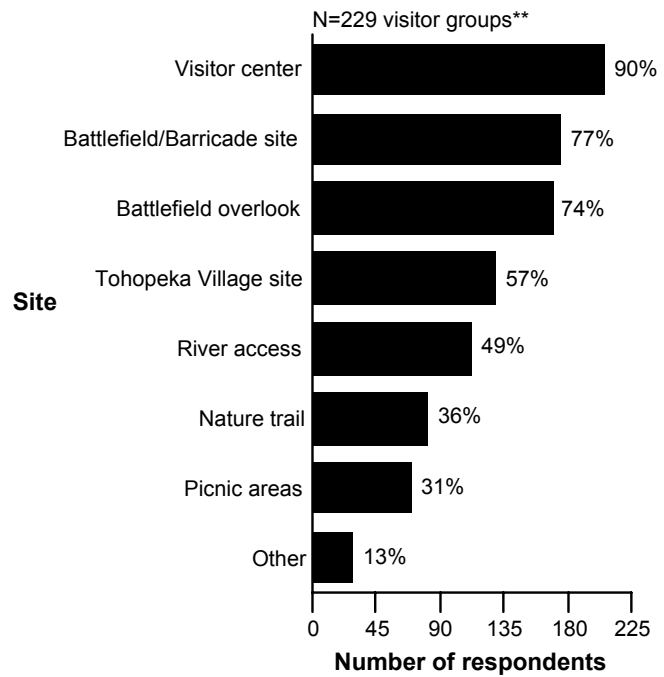
**Results**

- As shown in Figure 24, the most commonly visited park sites by visitor groups were:

- 90% Visitor center
- 77% Battlefield/Barricade site
- 74% Battlefield overlook

- “Other” sites (13%) were:

- Anniversary events
- Battle expeditions, etc.
- Cannon firing
- Creek Indians Stomp dance and language demonstration
- Creek/Milita displays
- Demonstration areas
- Desoto Caverns
- Driving tour
- Encampment site (demo)
- Exhibits
- Indian demonstrations
- Master on the Tallapoosa
- Reenactment
- Road walks
- Special event demonstrations and displays



**Figure 24: Park sites visited**

**Sites visited in Alabama**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Question 7

Please indicate all places in Alabama (within 75 miles of Horseshoe Bend NMP) that you and your personal group visited.

Results

a. Visited on past trips

- As shown in Figure 25, the most commonly visited places in Alabama by Horseshoe Bend NMP visitor groups on past trips were:

81% Cheaha State Park  
67% Wind Creek State Park

- “Other” sites visited (12%) were:

Amity camp site  
Chewacla State Park  
Desoto Caverns  
Desoto Falls  
Fort Mitchell  
Fort Morgan  
Gulf Island National Seashore  
Gulf Shores  
Jimmy Carter  
Lake Martin  
Little River Canyon National Park  
Oak Mountain  
Space Museum  
State Line camp site  
Tuskagee Institute

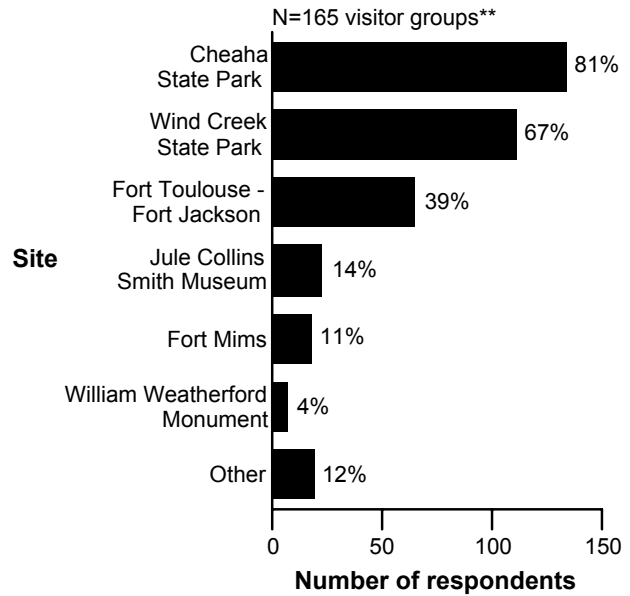


Figure 25: Other places visited in Alabama on past trips

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

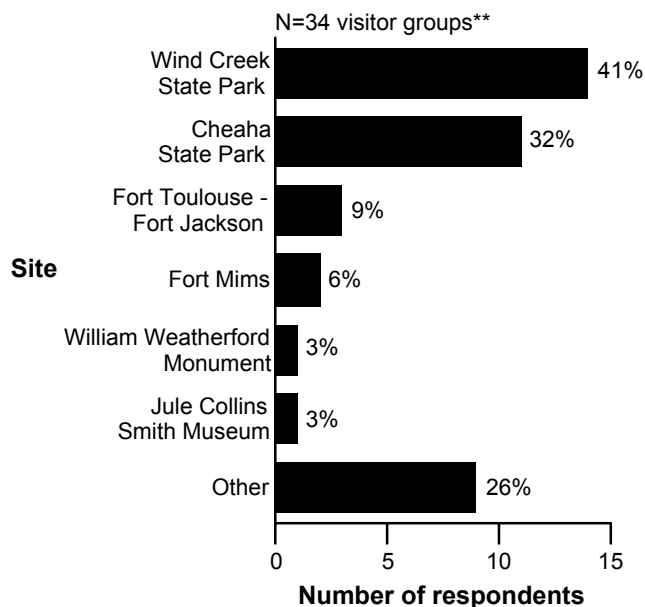
**b. Visited on this trip**

- As shown in Figure 26, the most commonly visited places in Alabama by Horseshoe Bend NMP visitor groups on this trip were:

41% Wind Creek State Park  
32% Cheaha State Park

- “Other” sites visited (26%) were:

Civil Rights Memorial  
Dam at Lake Martin  
Horseshoe Bend  
Lake Martin  
Tuskegee  
Tuskegee Airfield  
Tuskegee Airmen  
Tuskegee Institute  
Tuskegee NHS



**Figure 26: Other place visited in Alabama on this trip**

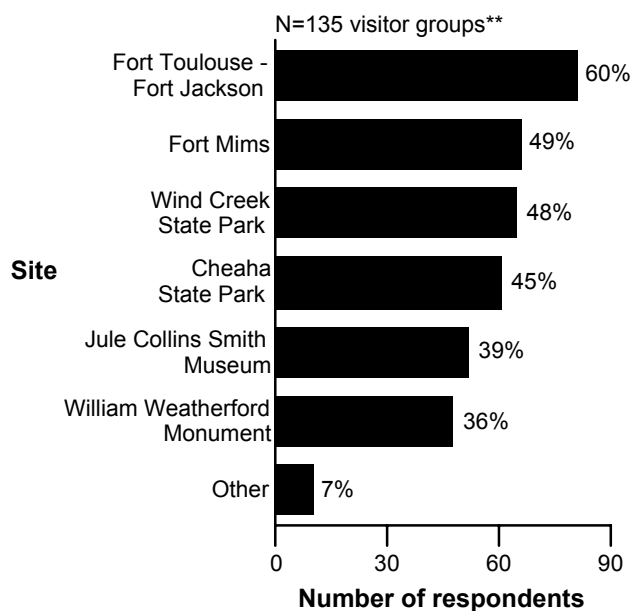
**c. Visit on future trips**

- As shown in Figure 27, the most common places in Alabama that Horseshoe Bend NMP visitors would be interested in visiting on a future trip were:

60% Fort Toulouse – Fort Jackson  
49% Fort Mims  
48% Wind Creek State Park

- “Other” sites to visit (7%) were:

Amity campsite  
Guntersville  
Horseshoe Bend NMP  
Lake Martin  
Little River Canyon  
Little River Canyon National Park  
Mobile Bay  
Russell Cave  
Tuskegee  
Tuskegee Airmen  
Tuskegee Institute



**Figure 27: Other places to visit on future trips to Alabama**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Park topics learned on this visit**

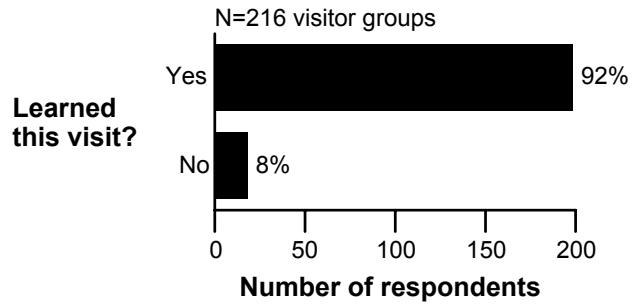
Question 9a

During this visit to Horseshoe Bend NMP, did you and your personal group learn about the following topics?

Results

Creek Indian culture prior to the battle

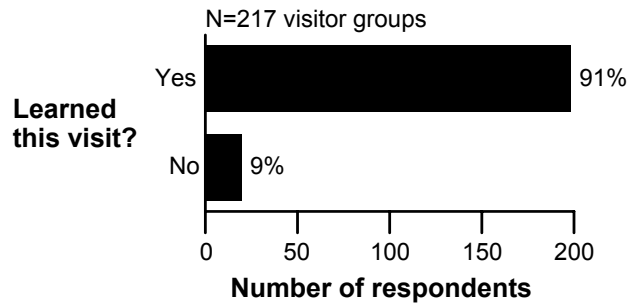
- 92% of visitor groups learned about Creek Indian culture prior to the battle (see Figure 28).



**Figure 28: Visitor groups who learned about Creek Indian culture prior to the battle**

Events of the battle

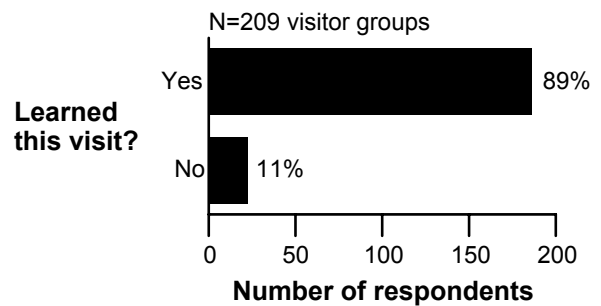
- 91% of visitor groups learned about events of the battle (see Figure 29).



**Figure 29: Visitor groups who learned about events of the battle**

Impact of battle on American history

- 89% of visitor groups learned about the impact of the battle on American history (see Figure 30).



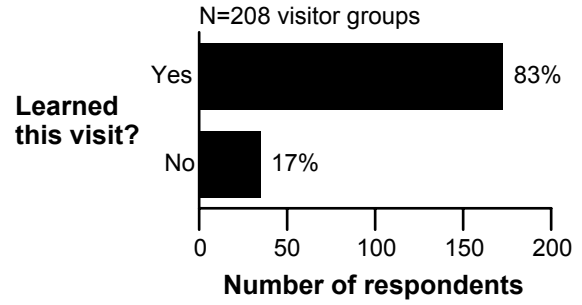
**Figure 30: Visitor groups who learned about impact of battle on American history**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Impact of battle on Andrew Jackson’s career

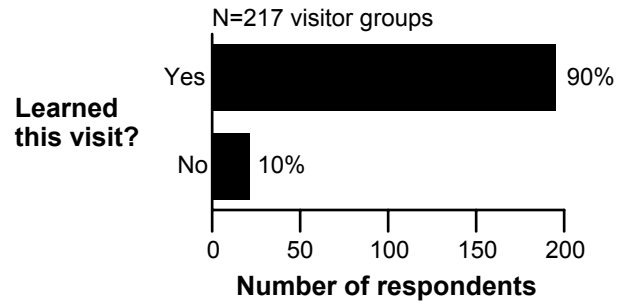
- 83% of visitor groups learned about the impact of the battle on Andrew Jackson’s career (see Figure 31).



**Figure 31: Visitor groups who learned about impact of battle on Andrew Jackson’s career**

Impact of battle on Creek Indian history

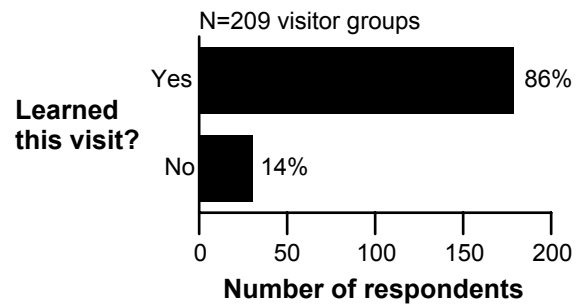
- 90% of visitor groups learned about the impact of the battle on Creek Indian history (see Figure 32).



**Figure 32: Visitor groups who learned about impact of battle on Creek Indian history**

Natural setting when events occurred

- 86% of visitor groups learned about the natural setting when events occurred (see Figure 33).



**Figure 33: Visitor groups who learned about natural setting when events occurred**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Park topics to learn on future visit**

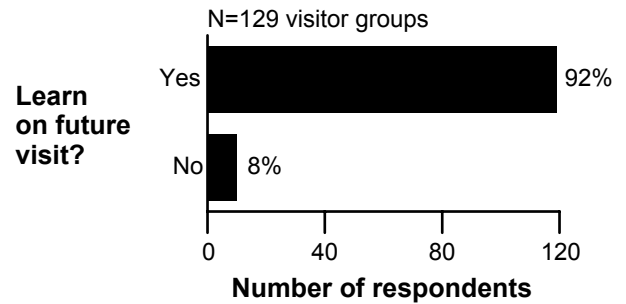
Question 9b

If you were to visit Horseshoe Bend NMP in the future, please indicate all topics that you and your personal group would be interested in learning about.

Results

Creek Indian culture prior to the battle

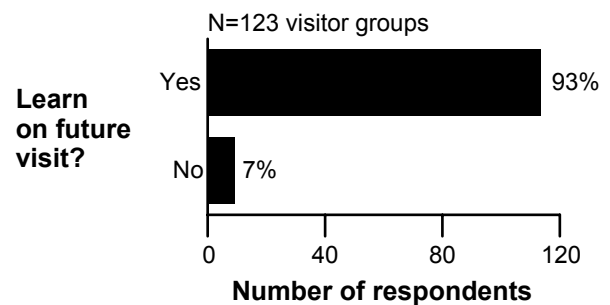
- 92% of visitor groups would like to learn about Creek Indian culture prior to the battle (see Figure 34).



**Figure 34: Interest in learning about Creek Indian culture prior to the battle on future visit**

Events of the battle

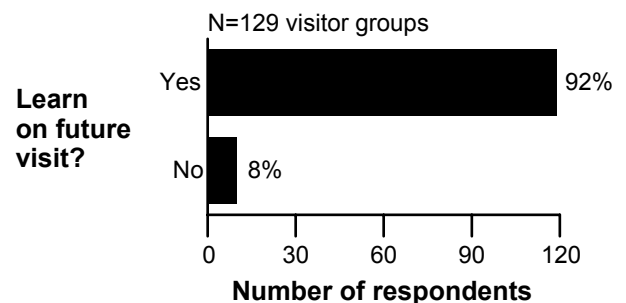
- 93% of visitor groups would like to learn about events of the battle (see Figure 35).



**Figure 35: Interest in learning about events of the battle on future visit**

Impact of battle on American history

- 92% of visitor groups would like to learn about the impact of the battle on American history (see Figure 36).



**Figure 36: Interest in learning about impact of battle on American history on future visit**

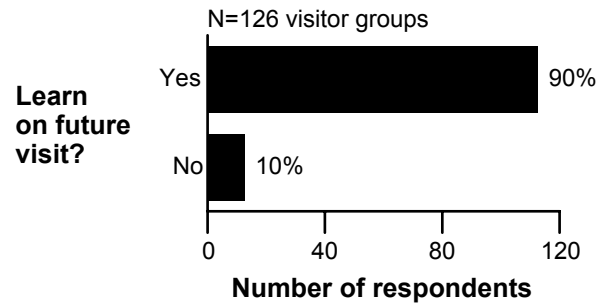
\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



Impact of battle on Andrew Jackson’s career

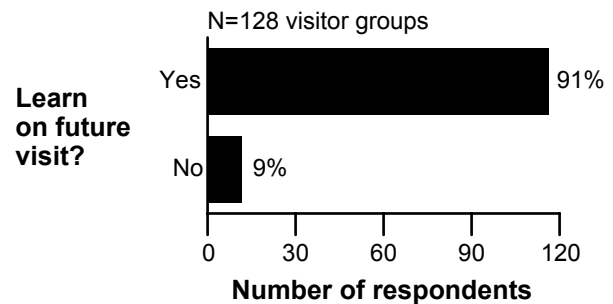
- 90% of visitor groups would like to learn about the impact of the battle on Andrew Jackson’s career (see Figure 37).



**Figure 37: Interest in learning about impact of battle on Andrew Jackson’s career on future visit**

Impact of battle on Creek Indian history

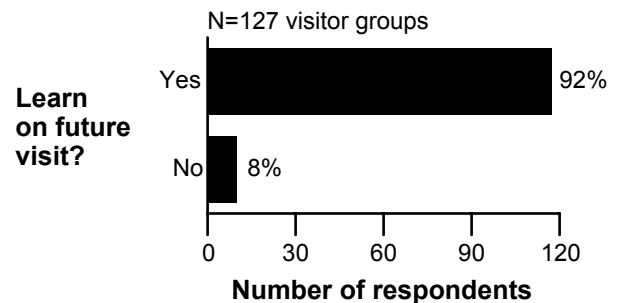
- 91% of visitor groups would like to learn about the impact of the battle on Creek Indian history (see Figure 38).



**Figure 38: Interest in learning about impact of battle on Creek Indian history on future visit**

Natural setting when events occurred

- 92% of visitor groups would like to learn about the natural setting when events occurred (see Figure 39).



**Figure 39: Interest in learning about natural settings when events occurred on future visit**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Question 9c

Please list any additional topics you and your personal group are interested in learning about on a future visit to Horseshoe Bend NMP.

Results

- Forty-five visitor groups provided comments regarding additional topics, (see Table 7).

**Table 7: Additional topics to learn on future visit**

N=48 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
Cause of battle	6
Area flora/fauna	4
Indian history/culture	4
Indian village life/organization	2
Label flora/fauna on nature trails	2
More information about Indian artifacts	2
Civil war within Creek Nation	2
Area geology	1
Area history	1
Battle reenactment	1
Burial grounds	1
Child's perspective	1
Area fish	1
Connection between 1812/Horseshoe Bend battle	1
Creek culture	1
Creek language	1
Creek/Cherokee in area	1
Ecosystem impact	1
Events after the battle	1
Flint knapping - weapons	1
Historic appearance of area	1
History information	1
History of Red Sticks and White Sticks	1
Impact of battle on Alabama history	1
Impact on Indian culture	1
Jackson's adopted Indian child	1
Living conditions of soldiers	1
Native American farming methods	1
Nature walks	1
Pollution of rivers	1
Removal of Native Americans "Trail of Tears"	1
Water condition information	1
White appropriation of Indian lands	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Park stories to emphasize**

Question 9d

In your opinion, which stories presented at Horseshoe Bend NMP need to be emphasized or strengthened?

Results

- Sixty-three visitor groups provided comments regarding stories to emphasize or strengthen as shown in Table 8.

**Table 8: Stories to emphasize/strengthen**

N=65 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
Creek culture/history pre-1817	7
Indian culture	6
All stories	5
Andrew Jackson	3
Life after the battle/impact on Indians	3
The battle	3
Impact of events on American history	2
Impact of white culture on Indian culture	2
Native American/Creek perspective	2
Reason for removal of Creeks	2
A campaign map	1
Attack behind the lines and river retreat	1
Battle details	1
Connection to War of 1812	1
Conversations with Creek Indians	1
Conversations with reenactment/demonstration staff	1
Creek Nation impact on area	1
Creek Nation today	1
Daily life of soldiers/Indians	1
Destruction of Creek Nation	1
Economic relationships of Indians and whites	1
Emphasize positive outcomes of battle	1
Film should be offered to all	1
Impact of President Jackson on Creek civilization	1
Indian removal	1
Indian/white clash	1
Jackson's attitude toward Creeks and its impact on his behavior	1
Location of burial grounds	1
Location of Jackson's council meeting	1
More Indians were killed here than any other Indian battle	1
Native American stories/culture	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 8: Stories to emphasize/strengthen**  
(continued)

Comment	Number of times mentioned
Other Creek sites in Alabama	1
Pivotal role in American expansion	1
Reasons/causes of war	1
Reconstruct barricade and village	1
Reminder that there are two sides to the battle	1
Stories of the early 1800's	1
Strife within the Creek Nation	1
The Army's route from Tennessee	1
The barricade	1
Trail of Tears	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Expected activities on this visit**

**Question 10a**

As you were planning your trip, what activities did you and your personal group expect to include on this visit?

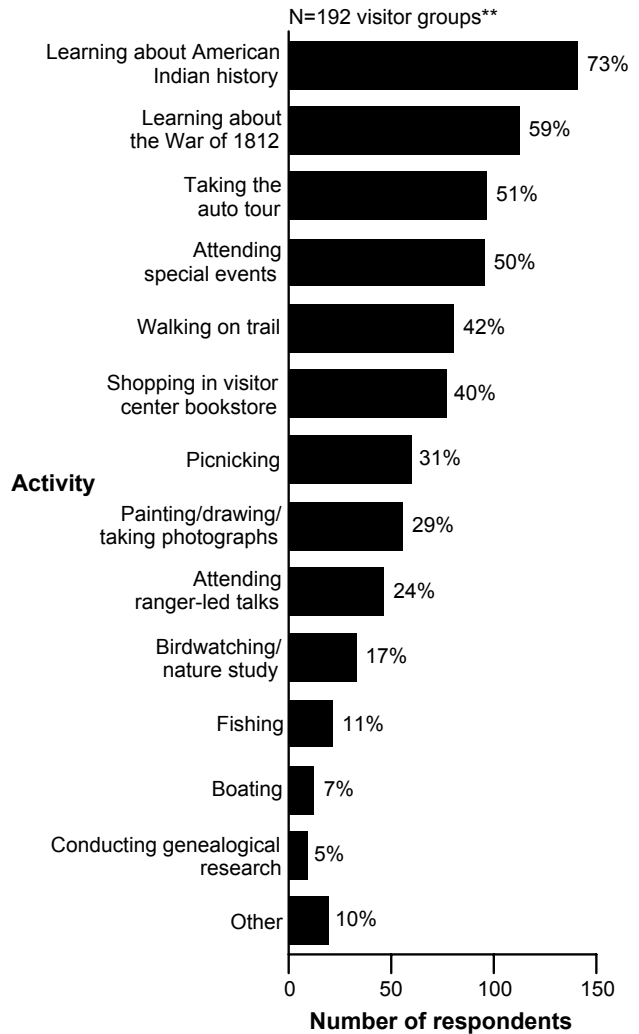
**Results**

- As shown in Figure 40, visitor groups' most common expected activities were:

- 73% Learning about American Indian history
- 59% Learning about the War of 1812
- 51% Taking the auto tour

- “Other” expected activities (10%) were:

- Video/film
- Learn history
- Reenactment
- Biking on motorcycles
- Displays
- Food vendors
- Hunting for artifacts
- More benches
- Passport stamp
- Quiet
- Scenery
- Watching flint knapping



**Figure 40: Expected activities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Activities on this visit**

**Question 10b**

On this visit, what activities did you and your personal group participate in within Horseshoe Bend NMP?

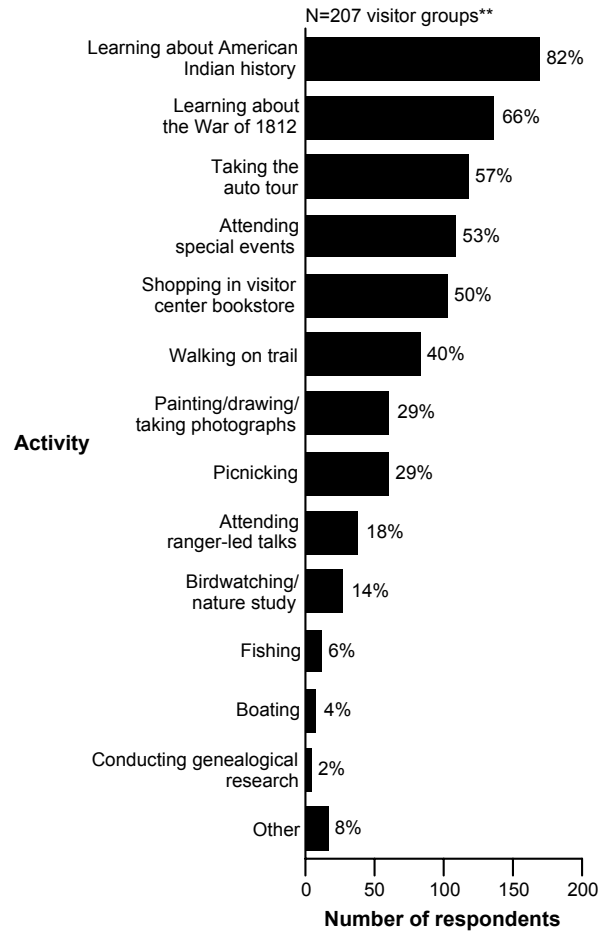
**Results**

- As shown in Figure 41, visitor groups most common activities at Horseshoe Bend NMP were:

- 82% Learning about American Indian history
- 66% Learning about the War of 1812
- 57% Taking the auto tour

- “Other” activities (8%) were:

- Video/film
- Arts and crafts
- Cub Scout event
- Displays
- History of Jackson
- Learning about Battle of Horseshoe Bend Museum
- Orientation film
- Personal discussion with rangers
- Quiet
- Relay for Life
- Scenery
- Stamp passport
- Watching basket weaving



**Figure 41: Activities on this visit**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

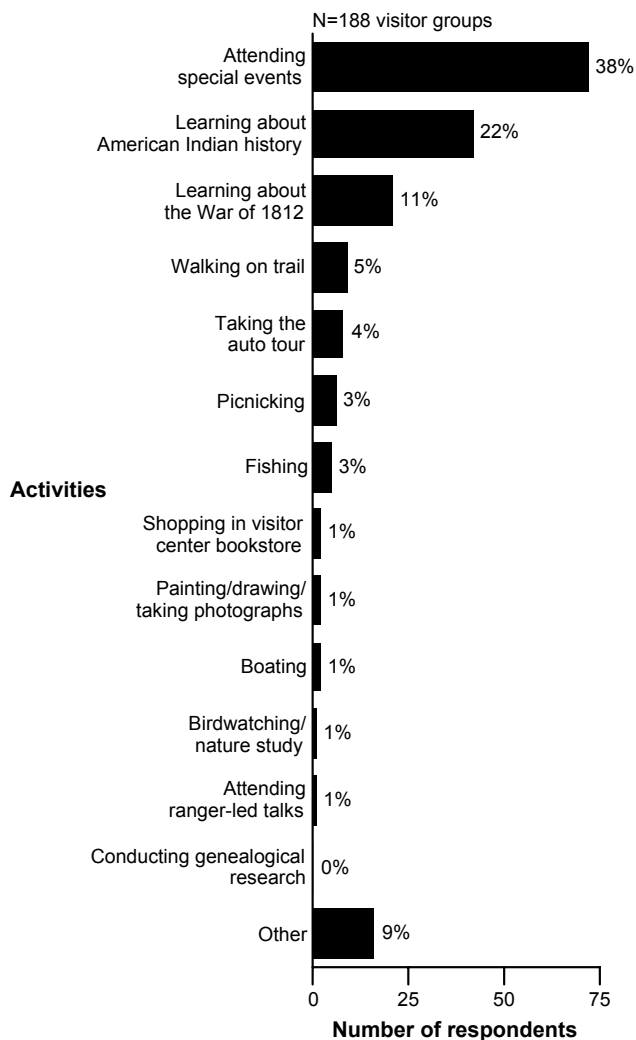
### Primary activity this visit

**Question 10c**

Which one of the above activities was the primary reason you and your personal group visited Horseshoe Bend NMP on this visit?

**Results**

- As shown in Figure 42, the activities which were the primary reason visitor groups visited Horseshoe Bend NMP included:
  - 38% Attending special events
  - 22% Learning about American Indian history
  - 11% Learning about the War of 1812
- “Other” activities (9%) were:
  - Walking/trails
  - American history
  - Came to visit another national park site
  - Cannon - Artillery in action
  - Easter Sunday
  - Exercise dogs
  - Learn about Horseshoe Bend NMP
  - Learn about the history of Horseshoe Bend NMP
  - Learning about the Red Sticks
  - Re-enactment of the Battle of 1812



**Figure 42: Primary activities on this visit**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Anniversary of the Battle of Horseshoe Bend Weekend**

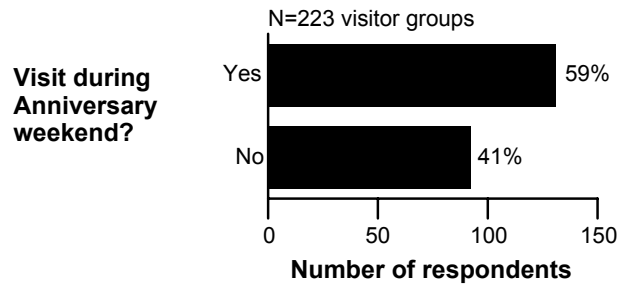
**Special event activities**

**Question 11a**

On this trip, did you and your personal group visit Horseshoe Bend NMP during the anniversary of the battle weekend (March 29-30, 2008)?

**Results**

- 59% visited during the anniversary weekend (see Figure 43).



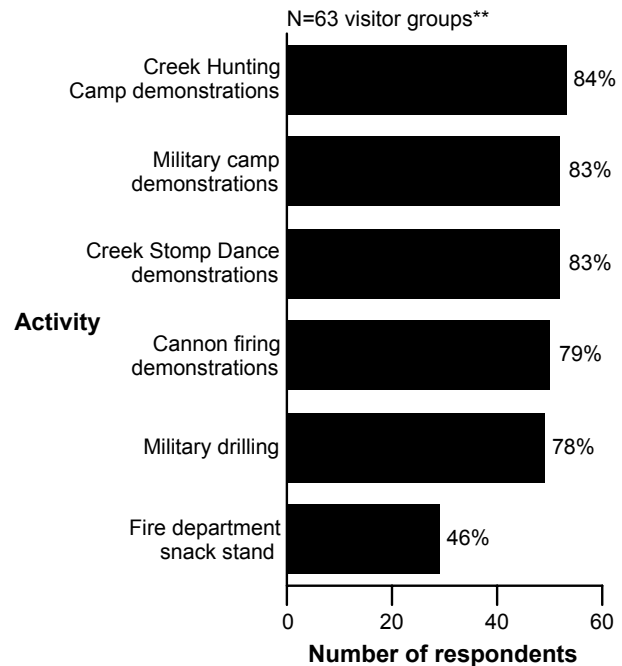
**Figure 43: Anniversary weekend visits**

**Question 11b**

If YES, which special event activities did you and your personal group participate in?

**Results**

- 84% of visitor groups participated in the Creek Hunting Camp demonstrations (see Figure 44).
- 83% participated in the military camp demonstrations.
- 83% participated in the Creek Stomp Dance demonstrations.



**Figure 44: Participation in special event activities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



### Quality ratings of special event activities

**Question 11c**

For activities you or your personal group participated in during the anniversary of the Battle of Horseshoe Bend, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

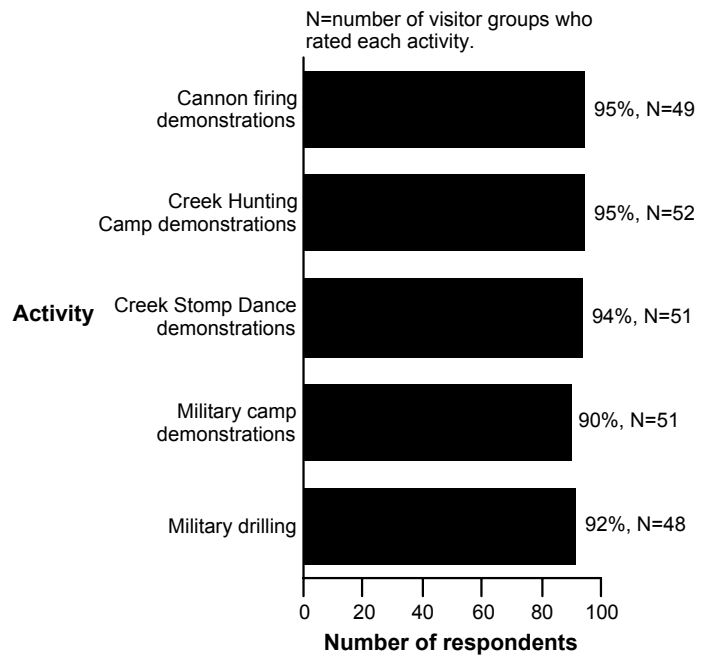
**Results**

- Figure 45 shows the combined proportions of “very good” and “good” quality ratings for visitor activities that were rated by 30 or more visitor groups.
- The activities that received the highest combined proportions of “very good” and “good” quality ratings were:

- 95% Cannon firing demonstrations
- 95% Creek Hunting Camp demonstrations

- Figures 46 to 51 show the quality ratings for each activity.
- The activities receiving the highest “very poor” quality ratings that were rated by 30 or more visitor groups was:

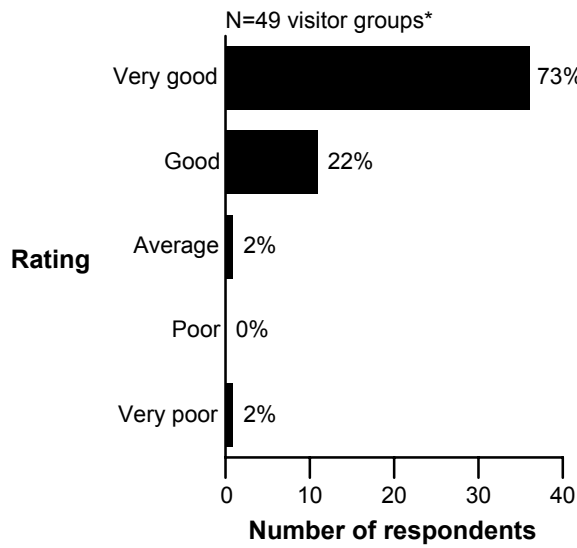
- 2% Cannon firing demonstrations
- 2% Military drilling



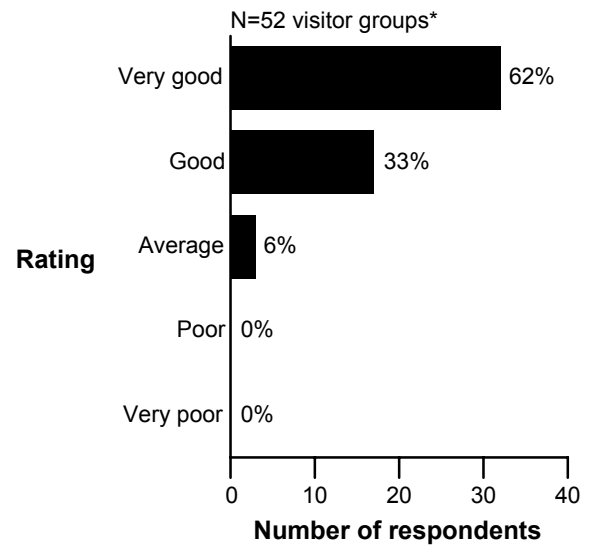
**Figure 45: Combined proportions of “very good” and “good” quality ratings of special event activities**

\*total percentages do not equal 100 due to rounding

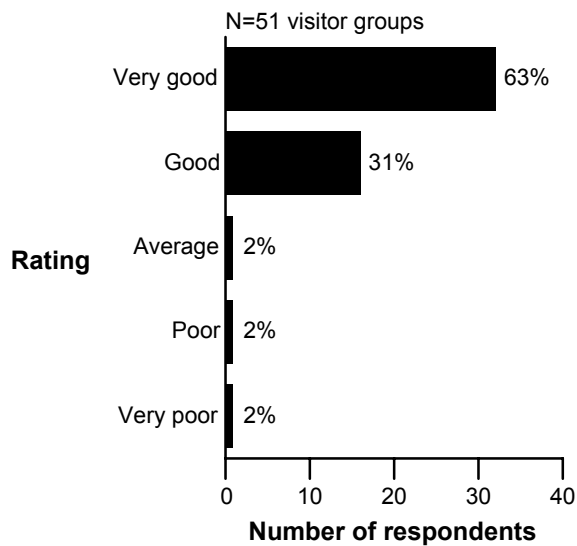
\*\*total percentages do not equal 100 because visitors could select more than one answer



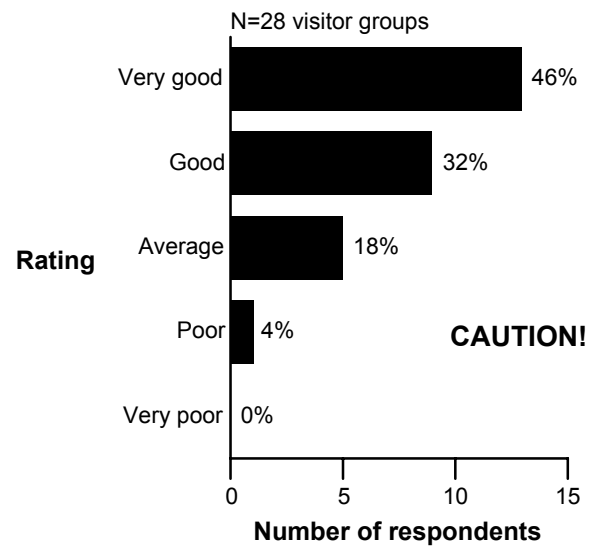
**Figure 46: Quality of cannon firing demonstrations**



**Figure 47: Quality of Creek Hunting Camp demonstrations**



**Figure 48: Quality of Creek Stomp Dance demonstrations**



**Figure 49: Quality of fire department snack stand**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

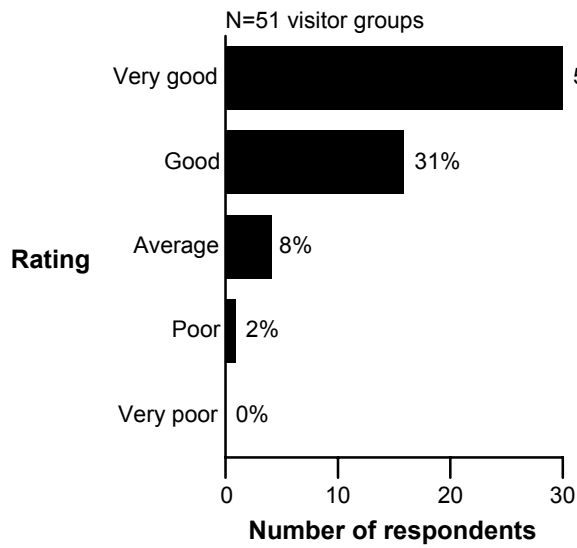


Figure 50: Quality of military camp demonstrations

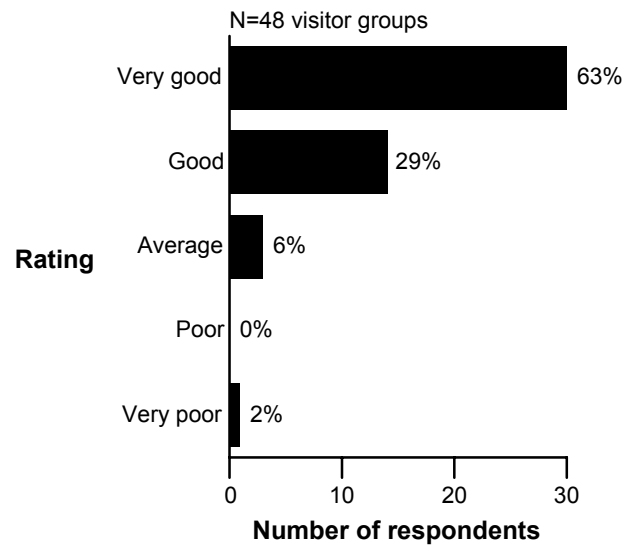


Figure 51: Quality of military drilling

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Time spent attending special event activities

Question 11d

How long did you and your personal group spend attending all special event activities?

Results

- 31% spent four hours attending all special event activities (see Figure 52).
- 26% spent three hours.
- 22% spent five or more hours.

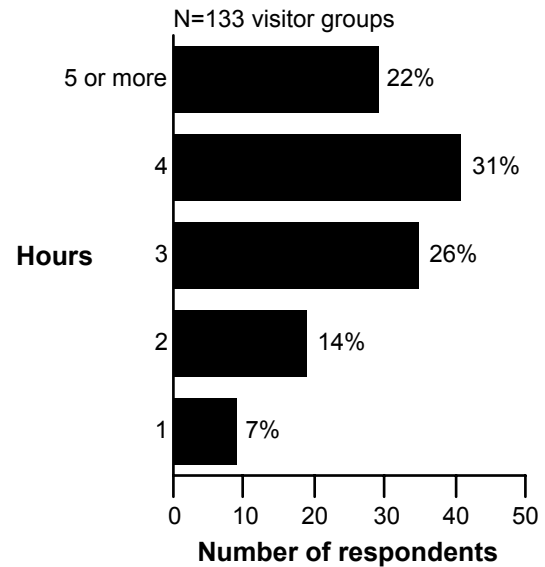


Figure 52: Time spent attending special event activities

### Crowding at anniversary weekend

Question 11e

Compared to what you and your personal group expected, how crowded did you feel during the anniversary weekend?

Results

- 45% of visitor groups felt less crowded than expected during the anniversary weekend (see Figure 53).
- 36% felt crowding was about what was expected.

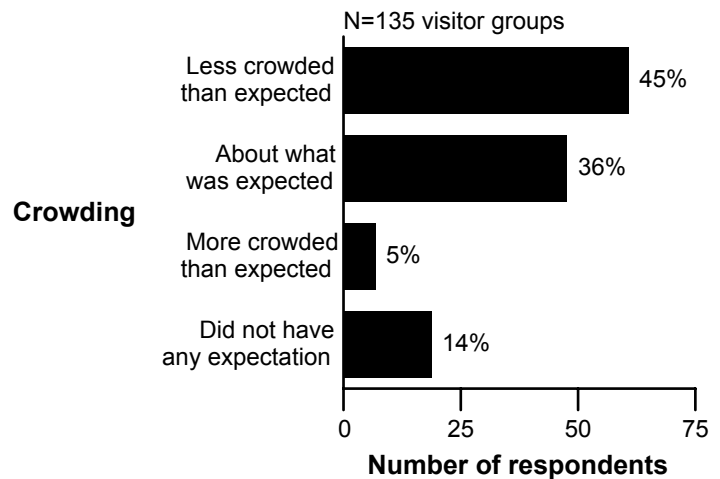


Figure 53: Perception of crowding during anniversary weekend

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Ratings of Visitor Services, Facilities, Elements, Attributes and Resources**

**Visitor services and facilities used**

**Question 13a**

Please mark all of the visitor services and facilities that you or your personal group used at Horseshoe Bend NMP during this visit.

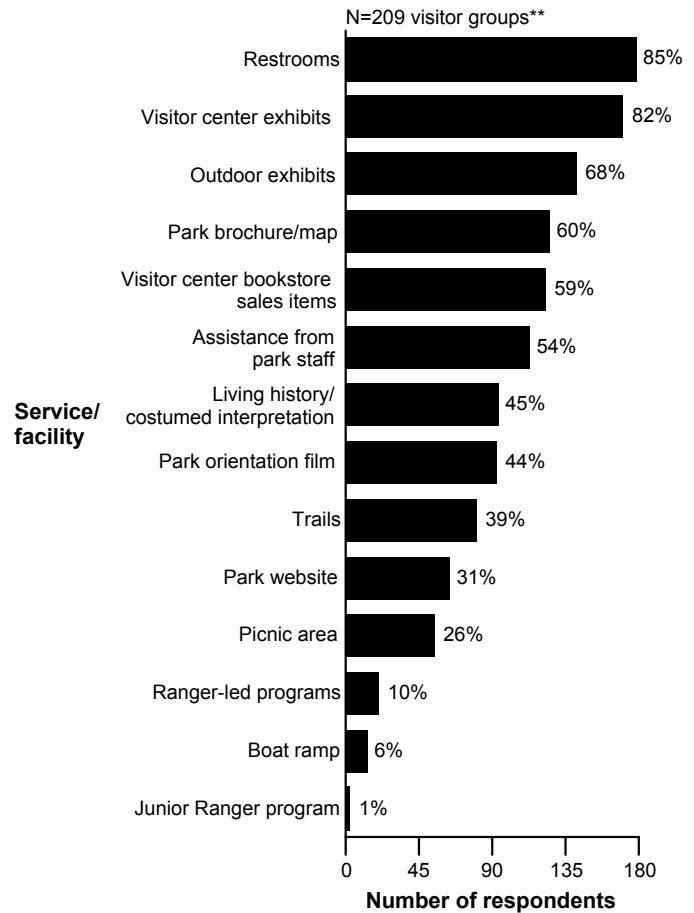
**Results**

- As shown in Figure 54, the most commonly used services and facilities were:

85% Restrooms  
 82% Visitor center exhibits  
 68% Outdoor exhibits

- The least used service/facility was:

1% Junior Ranger program



**Figure 54: Visitor services and facilities used**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Importance ratings of visitor services and facilities

**Question 13b**

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1-5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

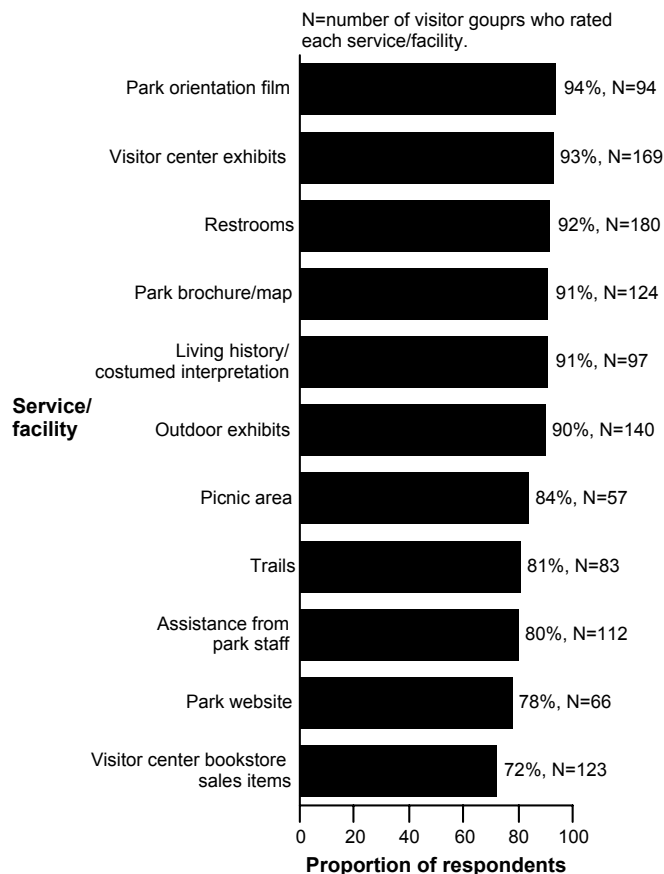
**Results**

- Figure 55 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.
- The services/facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

- 94% Park orientation film
- 93% Visitor center exhibits
- 92% Restrooms

- Figures 56 to 69 show the importance ratings for each service/facility.
- The services/facilities receiving the highest “not important” rating, rated by 30 or more visitor groups, were:

- 2% Park website
- 2% Picnic area



**Figure 55: Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

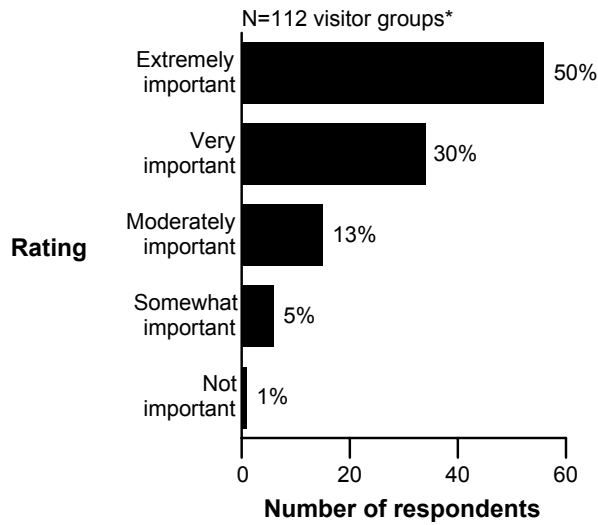


Figure 56: Importance of assistance from park staff

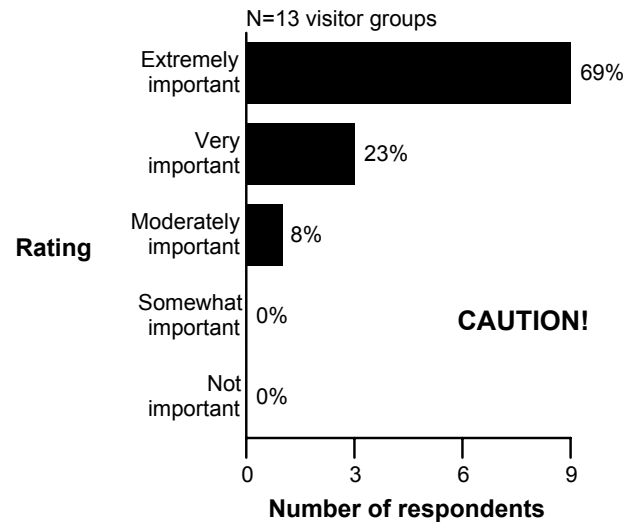


Figure 57: Importance of boat ramp

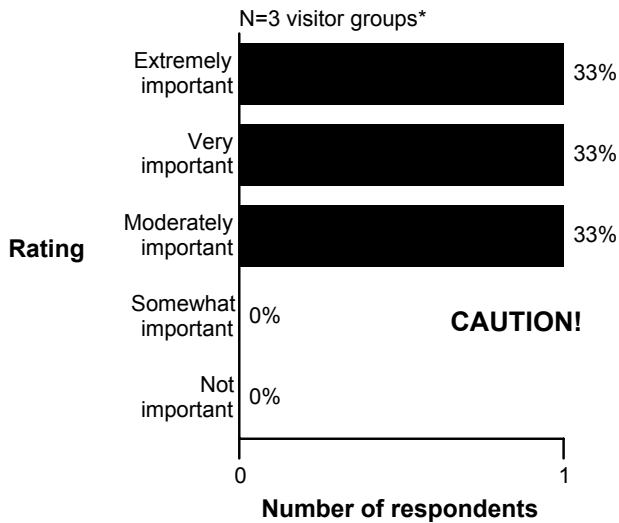


Figure 58: Importance of Junior Ranger program

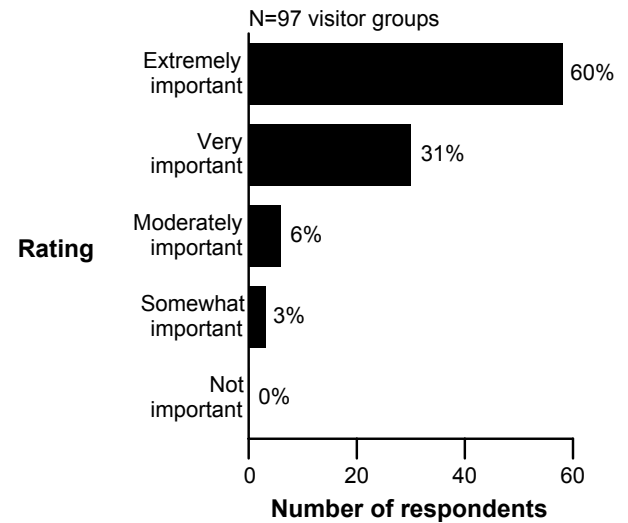


Figure 59: Importance of living history and costumed interpretation

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

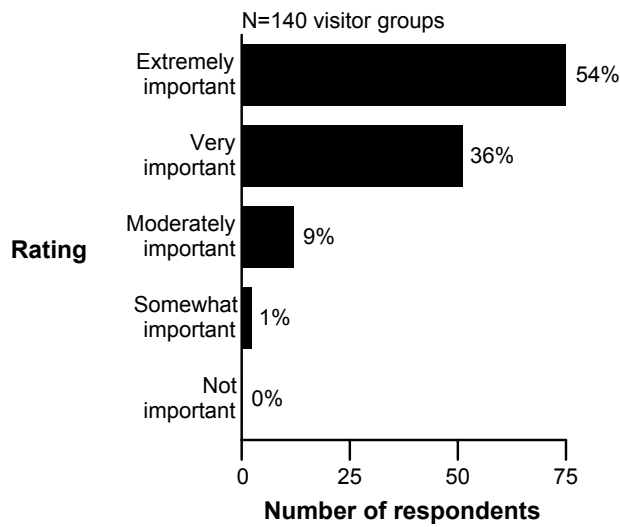


Figure 60: Importance of outdoor exhibits

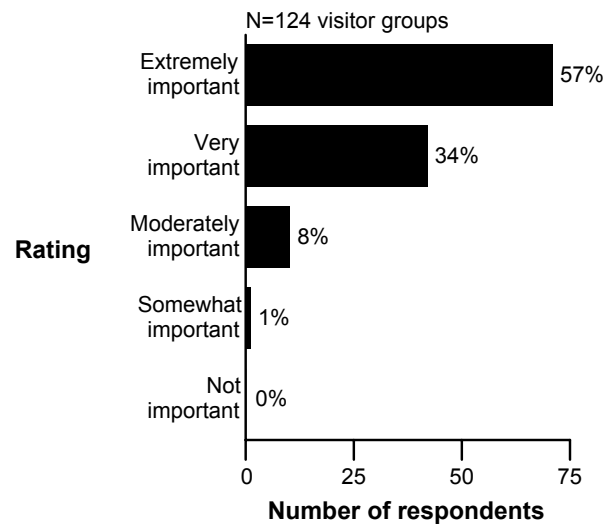


Figure 61: Importance of park brochure and map

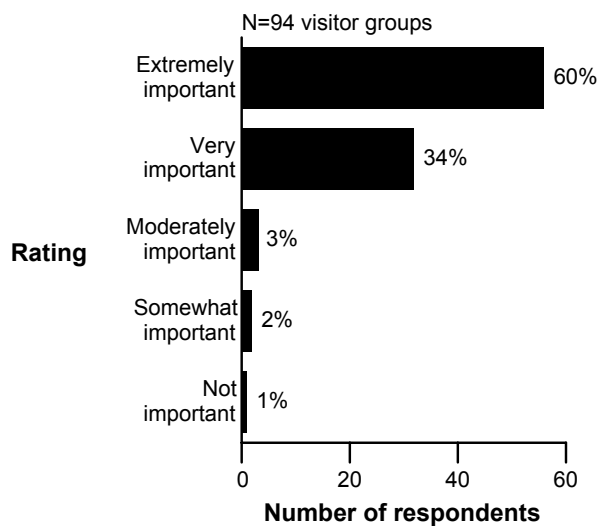


Figure 62: Importance of park orientation film

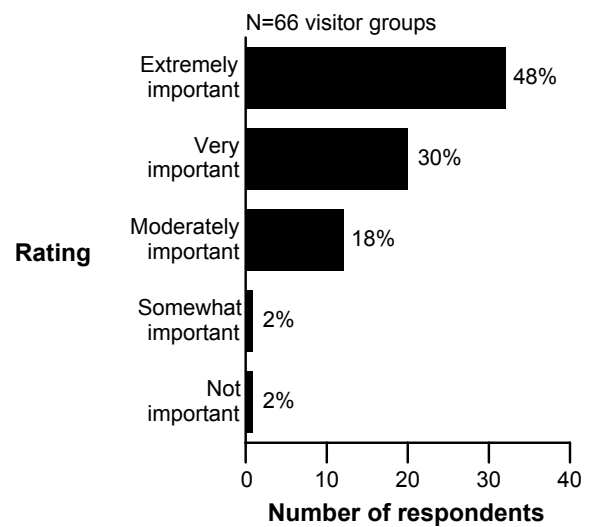


Figure 63: Importance of park website: [www.nps.gov/hobe/](http://www.nps.gov/hobe/) (used before or during visit)

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



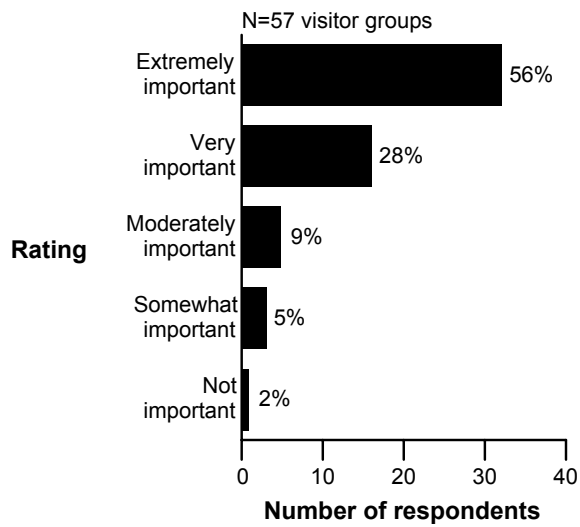


Figure 64: Importance of picnic area

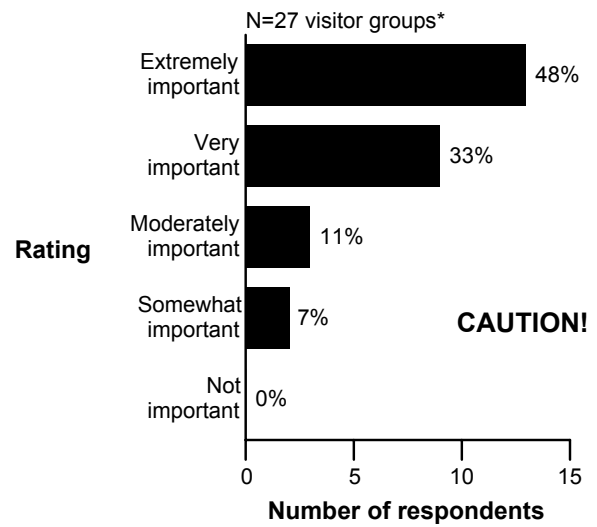


Figure 65: Importance of ranger-led programs

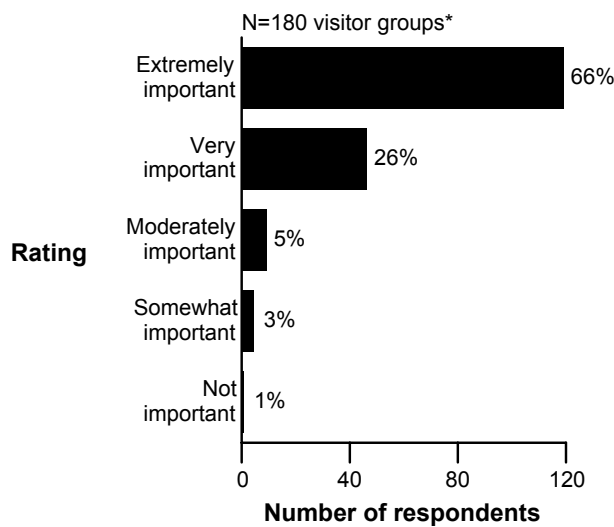


Figure 66: Importance of restrooms

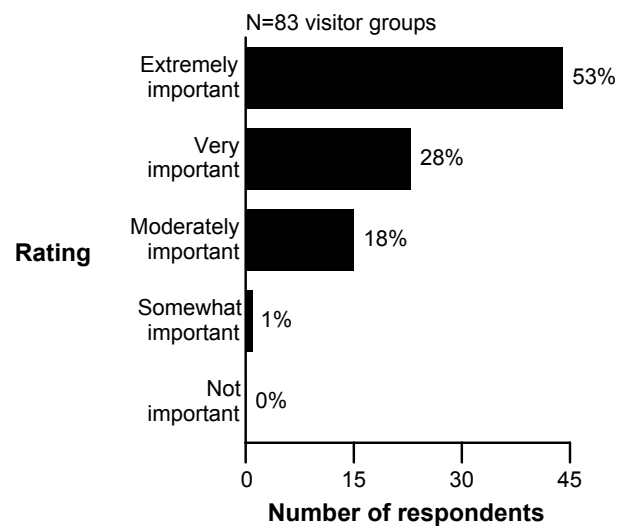
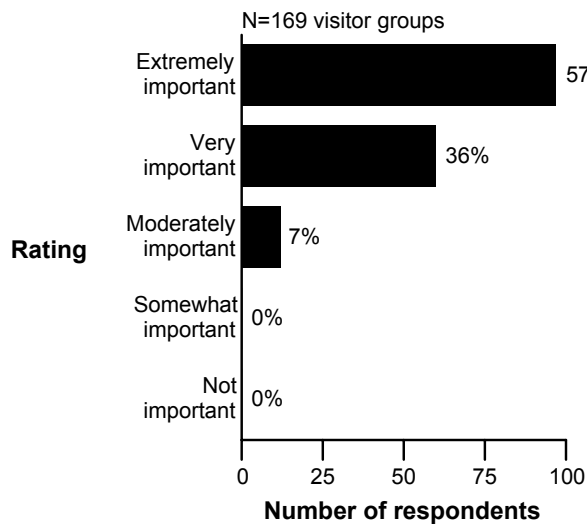


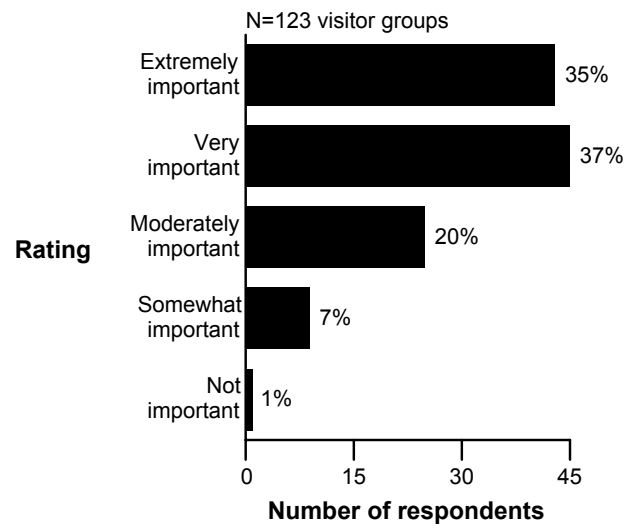
Figure 67: Importance of trails

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



**Figure 68: Importance of visitor center exhibits**



**Figure 69: Importance of visitor center bookstore sales items (selection, price, quality, etc.)**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

### Quality ratings of visitor services and facilities

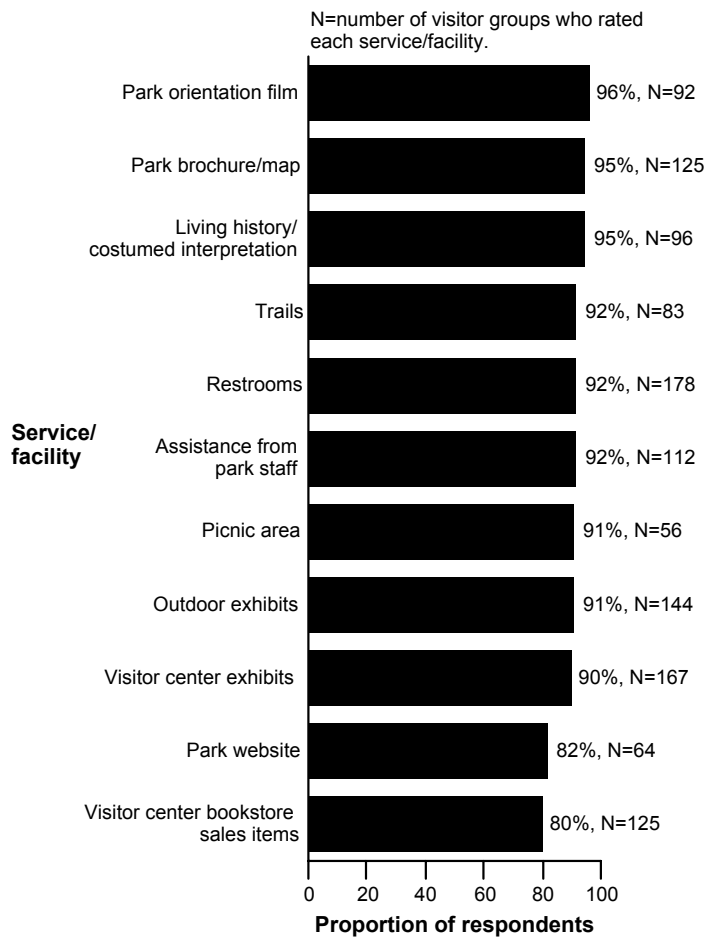
**Question 13c**

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

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

**Results**

- Figure 70 shows the combined proportions of “very good” and “good” quality ratings for visitor services/facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
  - 96% Park orientation film
  - 95% Park brochure/map
  - 95% Living history/costumed interpretation
- Figures 71 to 84 show the quality ratings for each service/facility.
- The service/facility receiving the highest “very poor” quality rating that were rated by 30 or more visitor groups was:
  - 2% Assistance from park staff



**Figure 70: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

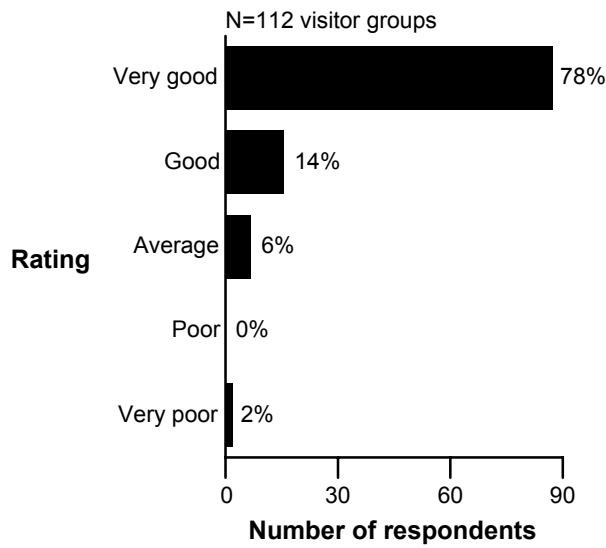


Figure 71: Quality of assistance from park staff

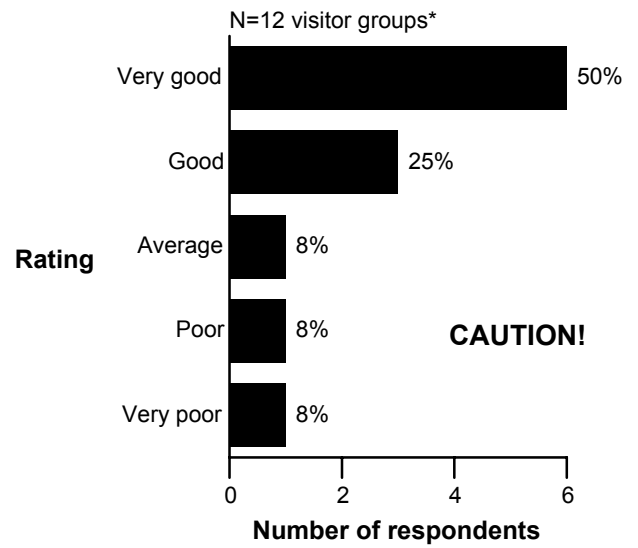


Figure 72: Quality of boat ramp

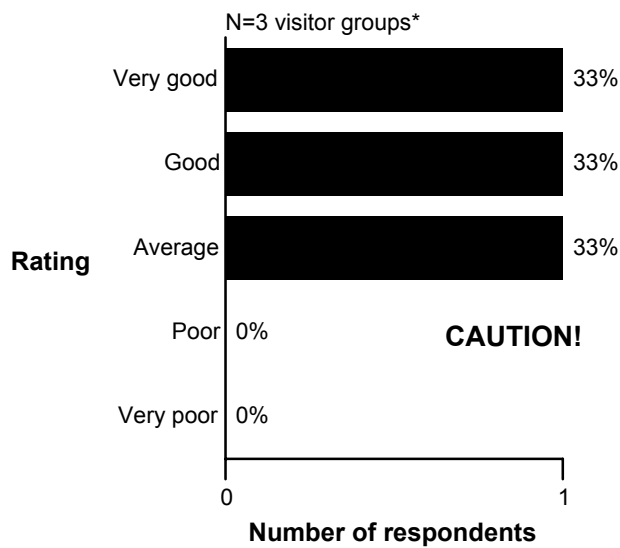


Figure 73: Quality of Junior Ranger program

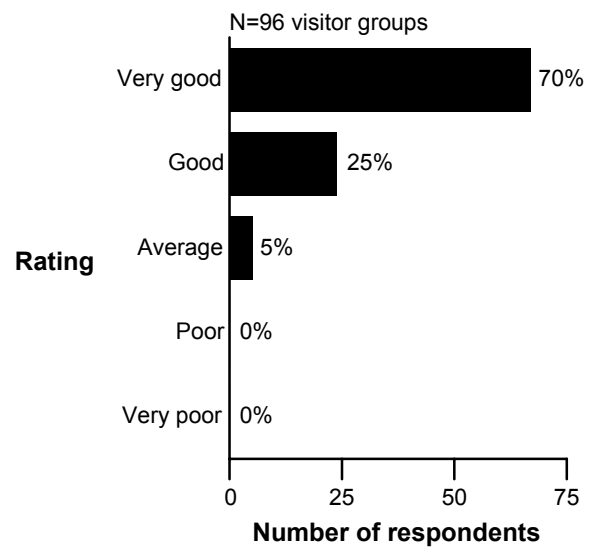


Figure 74: Quality of living history and costumed interpretation

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

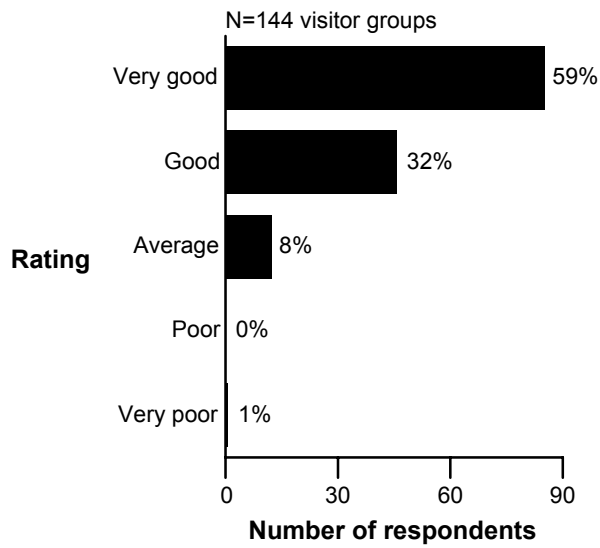


Figure 75: Quality of outdoor exhibits

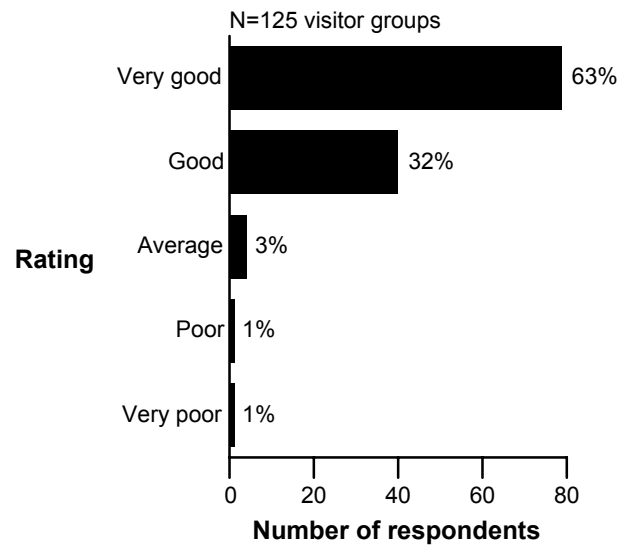


Figure 76: Quality of park brochure/map

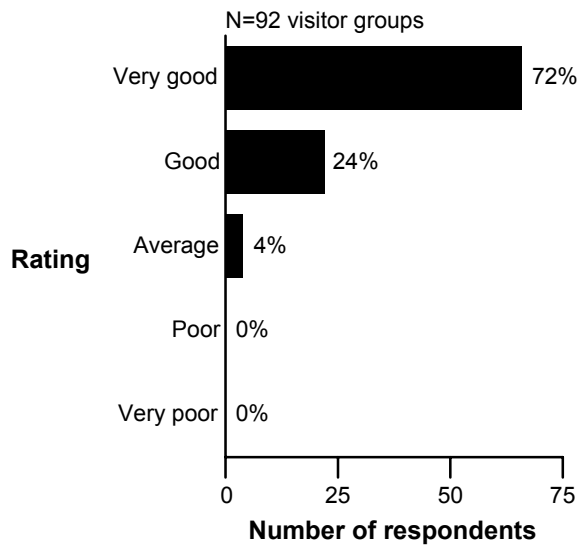


Figure 77: Quality of park orientation film

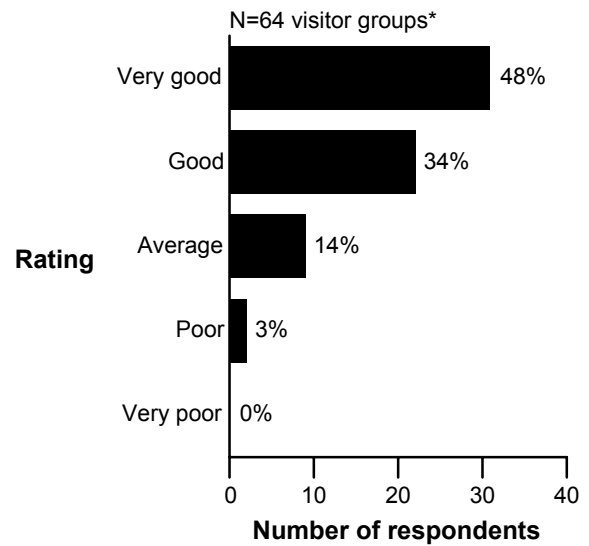


Figure 78: Quality of park website: [www.nps.gov/hobe/](http://www.nps.gov/hobe/) (used before or during visit)

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

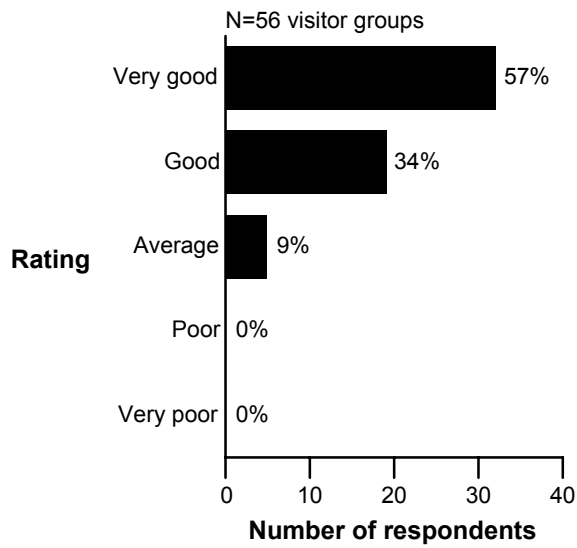


Figure 79: Quality of picnic area

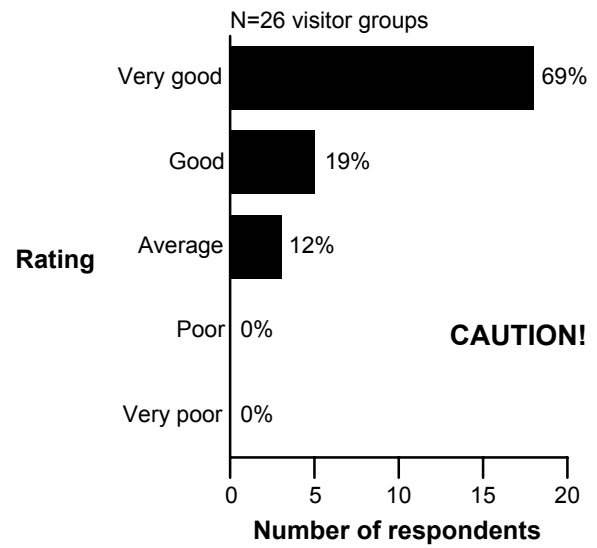


Figure 80: Quality of ranger-led programs

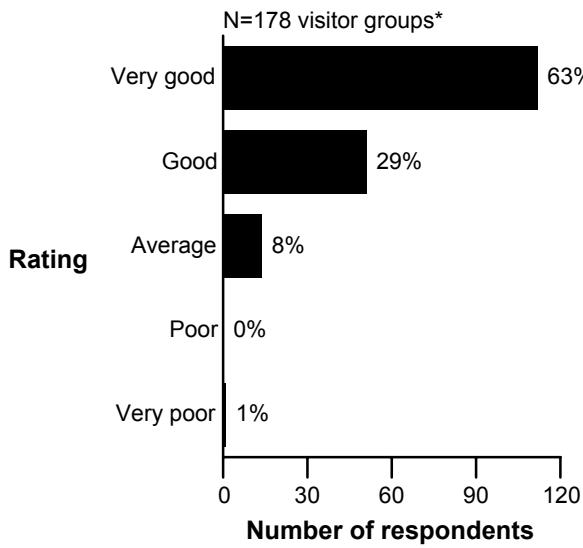


Figure 81: Quality of restrooms

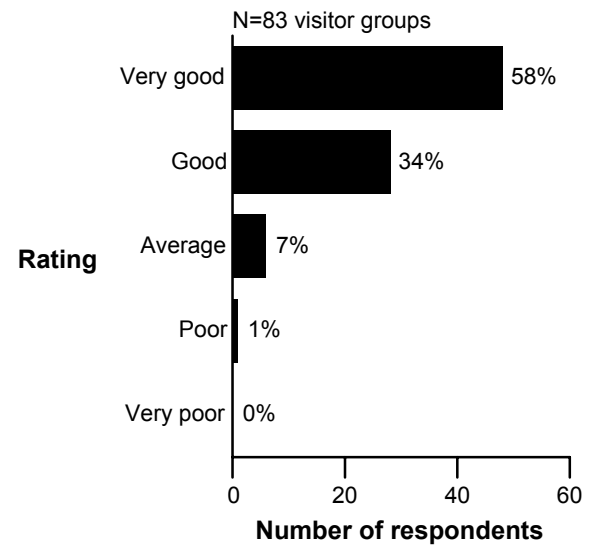


Figure 82: Quality of trails

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

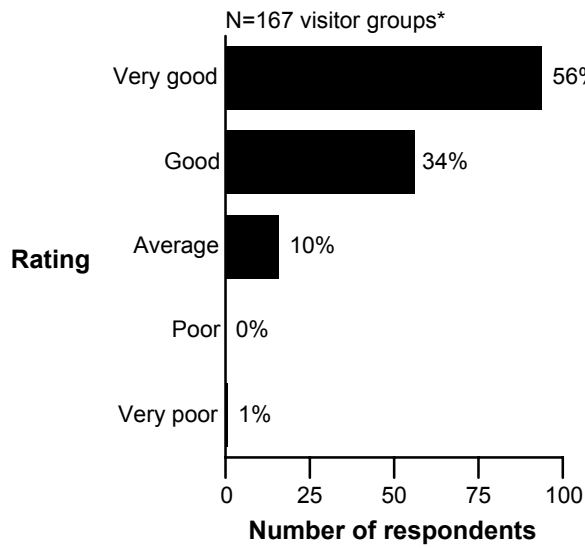


Figure 83: Quality of visitor center exhibits

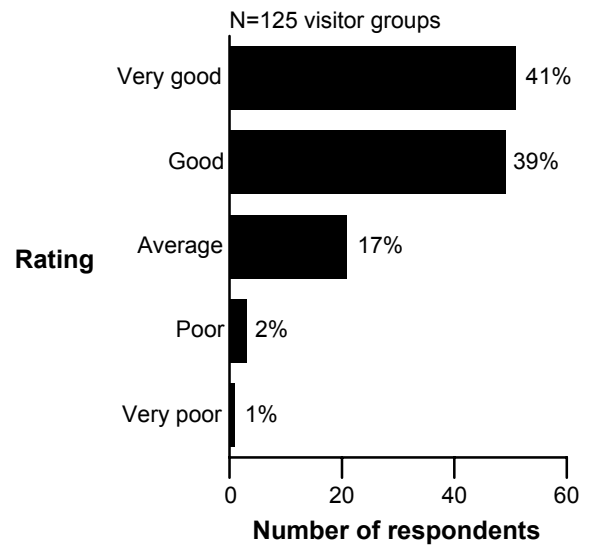


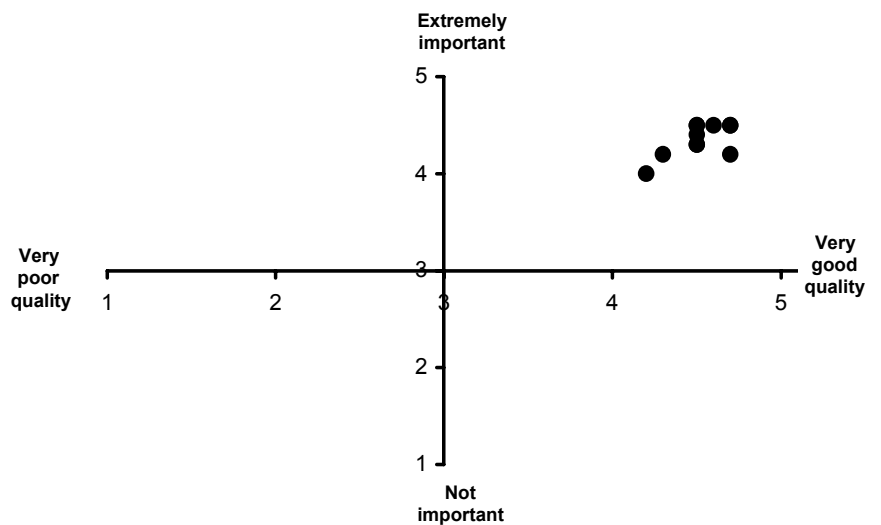
Figure 84: Quality of visitor center bookstore sales items (selection, price, quality, etc.)

\*total percentages do not equal 100 due to rounding

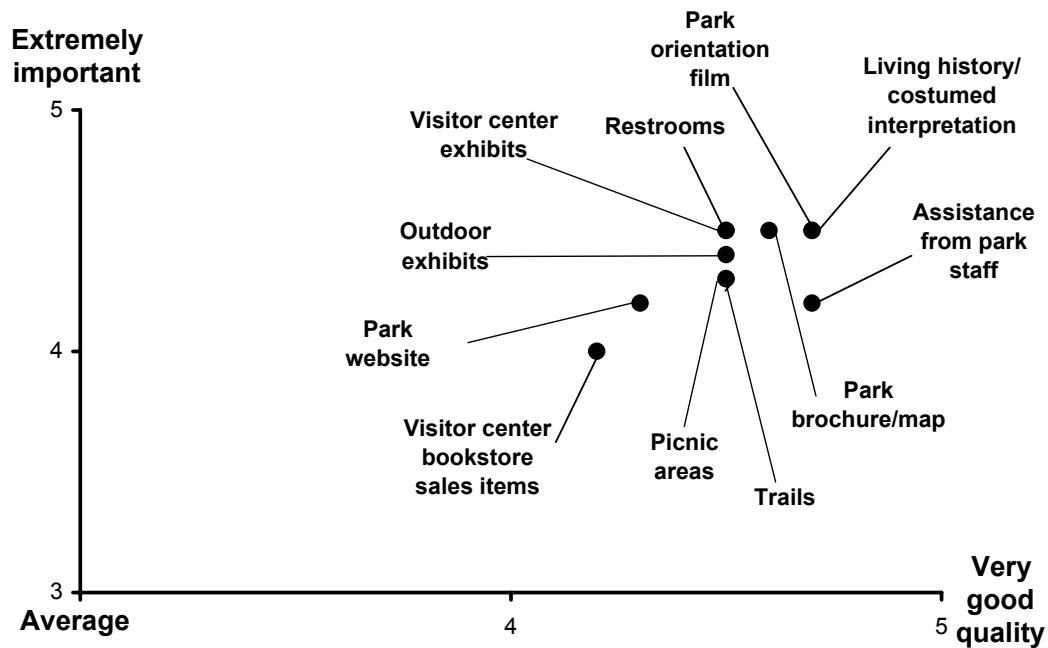
\*\*total percentages do not equal 100 because visitors could select more than one answer

**Mean scores of importance and quality ratings for visitor services and facilities**

- Figures 85 and 86 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.



**Figure 85: Mean scores of importance and quality ratings for visitor services/facilities**



**Figure 86: Detail of Figure 85**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



## Importance of protecting park resources/attributes/experiences

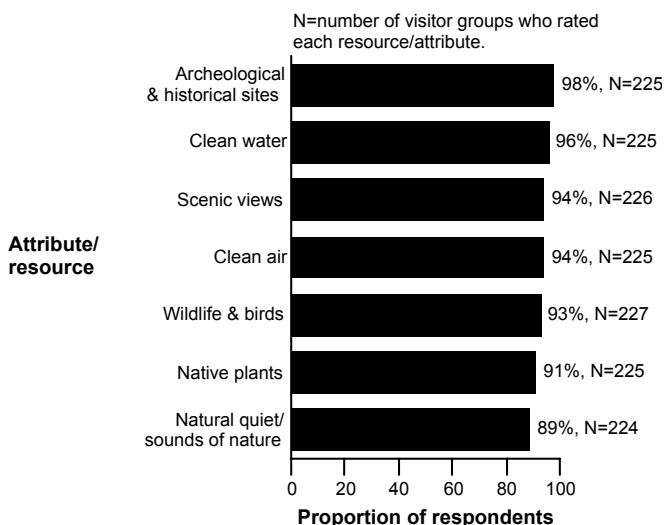
### Question 17

It is the National Park Service’s responsibility to protect Horseshoe Bend NMP’s natural and cultural resources/attributes and visitor experiences that depend on them. How important is the protection of the following to you and your personal group?

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

### Results

- Figure 87 shows the combined proportions of “extremely important” and “very important” ratings for resources/attributes and visitor experiences that were rated by 30 or more visitor groups.
- The resources/attributes and visitor experiences receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  - 98% Archeological & historical sites
  - 96% Clean water
  - 94% Scenic views
- Table 9 shows the importance ratings for resources/attributes and visitor experiences as rated by visitor groups.



**Figure 87: Combined proportions of “extremely important” and “very important” ratings of resources/attributes**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Table 9: Importance of protection of park resources/attributes/experiences\***  
 N=number of visitor groups who rated each resource/attribute/experience

Resource /attribute /experience	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Archeological & historical sites	225	<1	<1	1	22	76
Clean air	225	<1	1	4	29	65
Clean water	225	<1	1	2	25	71
Native plants	225	<1	1	8	28	63
Natural quiet/sounds of nature	224	<1	1	10	28	61
Scenic views	226	<1	1	4	29	65
Wildlife & birds	227	<1	<1	6	24	69

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

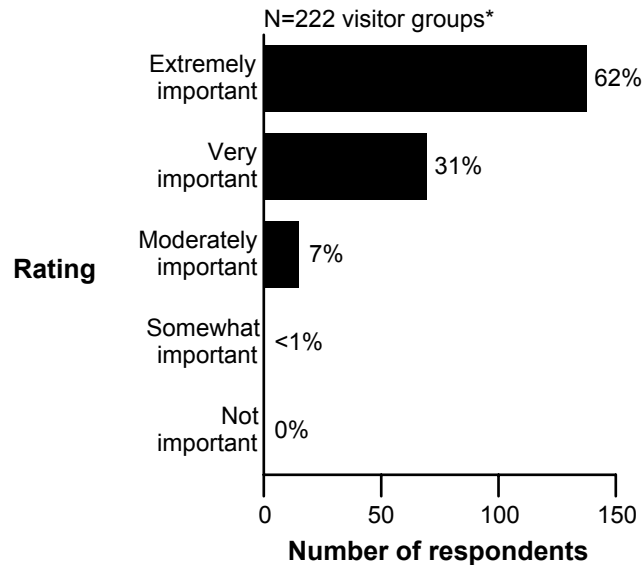
### Importance of protecting historic sites in Alabama

**Question 15a**

There are other Creek Indian War/War of 1812 sites in Alabama. Some sites are not under National Park Service nor Alabama State Park management, such as Emuckfaw. Others are in need of repair, such as Fort Toulouse (part of a state historic site). In your opinion, how important is it to protect these sites as historical parks?

**Results**

- 93% of visitor groups feel it is “extremely important” or “very important” to protect historic sites in Alabama as historical parks (see Figure 88).



**Figure 88: Importance of protecting historic sites in Alabama**

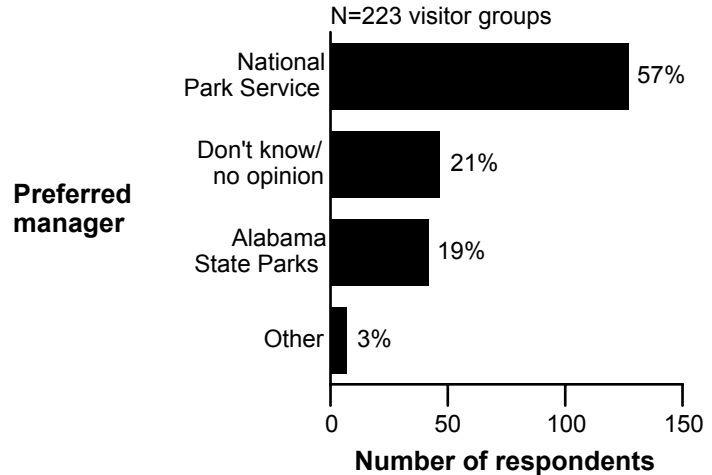
### Management of historic sites

**Question 15b**

In your opinion, who should manage these sites?

**Results**

- 57% of visitor groups felt the National Park Service should manage the historic sites (see Figure 89).
- 21% did not know or had no opinion.
- “Other” suggestions (3%) were:
  - Both state and federal
  - Either state or national or both
  - Joint effort
  - Multiple agencies
  - Private vendor



**Figure 89: Agency to manage historic sites**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## How elements affected park experience

### Question 8

On this visit to Horseshoe Bend NMP, please indicate how the following items affected your park experience.

### Results

- 83% of visitor groups felt the manicured grounds “added to” their experience (see Table 10).
- 10% felt other people’s pets “detracted from” their experience.

**Table 10: How elements affected park experience\***  
N=number of visitor groups who rated each element

Element	N	Rating (%)			
		Added to	No effect	Detracted from	Did not experience
Large tour or school group	218	6	29	1	65
Manicured grounds	222	83	12	<1	5
Other people’s pets	218	7	40	10	43
Sound of motorboats on the river	219	2	21	1	75
Sound of overflights	220	1	25	1	73
Traffic of Highway 49	222	<1	66	3	31
Traffic on tour road	221	1	71	2	25

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Appropriateness of activities

### Question 16

Please rate how appropriate you feel the following activities are at Horseshoe Bend NMP.

### Results

- 47% of visitor groups felt canoeing is a “very appropriate” activity at Horseshoe Bend NMP (see Table 11).
- 28% felt looking for arrowheads and artifacts is a “very inappropriate” activity.
- 28% felt parking cars along the road for car shows is a “very inappropriate” activity.

**Table 11: Appropriateness of activities\***  
N=number of visitor groups who rated each activity

Activities	N	Rating (%)				
		Very inappropriate	Somewhat inappropriate	No Opinion	Somewhat appropriate	Very appropriate
Biking off road	220	13	9	33	21	24
Canoeing	218	2	3	20	28	47
Gathering berries	213	10	14	43	21	13
Looking for arrowheads and artifacts (metal detecting)	219	28	11	12	22	26
Motorboating	217	22	27	28	16	7
Parking cars along the road for car shows	219	28	23	33	8	8
Throwing footballs, frisbees, baseballs, etc.	218	15	13	29	25	17

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Preferences for future visit**

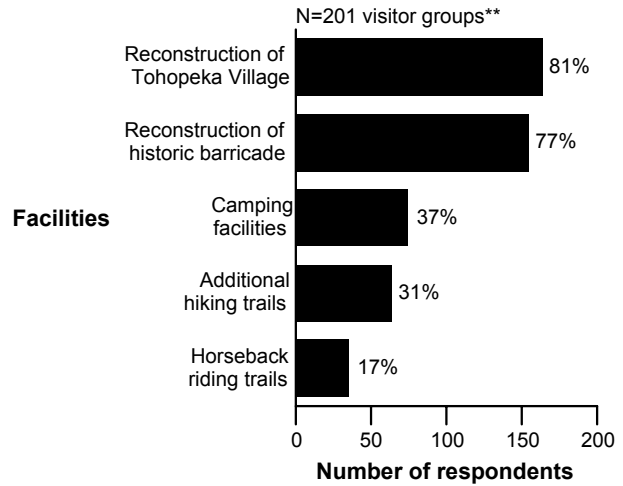
**Facilities available for future visit**

**Question 23**

If you were to visit Horseshoe Bend NMP in the future, which of the following additional facilities would you like to have available?

**Results**

- 81% of visitor groups would like to see the reconstruction of Tohopeka Village (see Figure 90).
- 77% would like to see reconstruction of historic barricade.



**Figure 90: Preferences for future facilities at Horseshoe Bend NMP**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

**Preferred methods to learn about cultural and natural history/features of park**

**Question 25**

If you were to visit Horseshoe Bend NMP in the future, how would you and your personal group prefer to learn about cultural and natural history/features of Horseshoe Bend NMP?

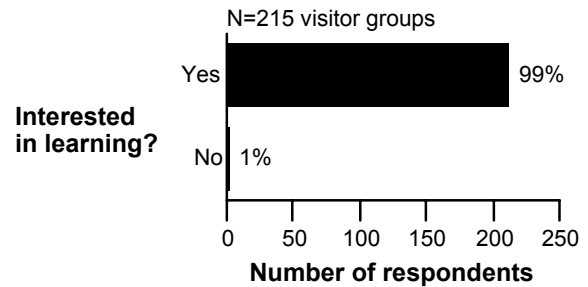
**Results**

- 99% of visitor groups were interested in learning about cultural and natural history/features on future visits (see Figure 91).

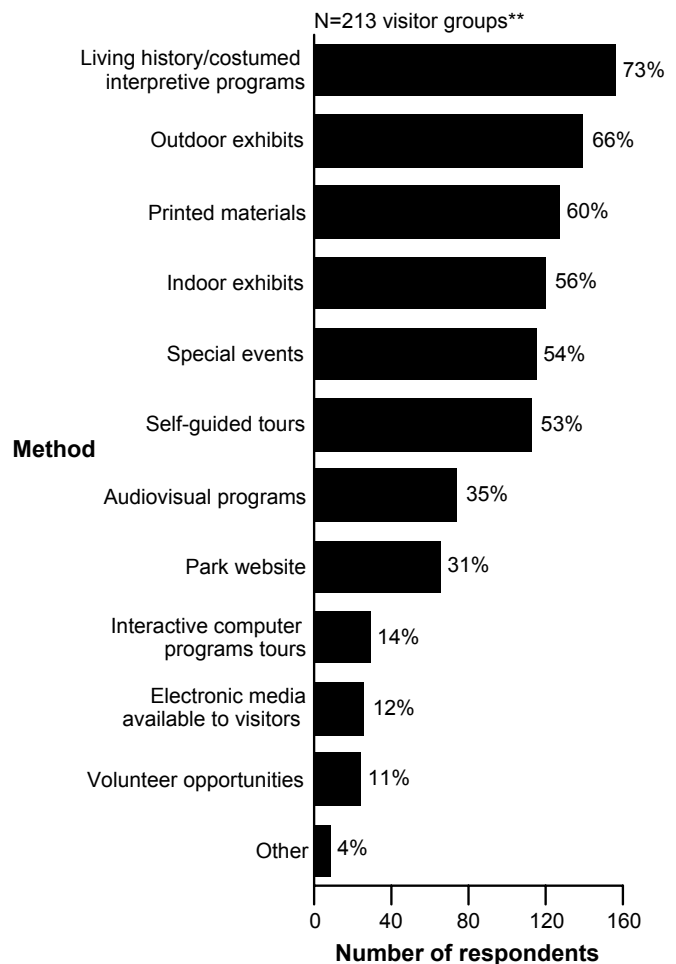
- As shown in Figure 92, of those interested in learning, the most preferred methods of learning about cultural and natural history/features on a future visit were:

- 73% Living history/costumed interpretive programs
- 66% Outdoor exhibits
- 60% Printed materials

- “Other” methods (4%) included:
  - Ranger-led talks/tours
  - CD for auto tour
  - Indian cultural exhibits



**Figure 91: Interest in learning about the park on future visit**



**Figure 92: Preferred methods to learn about cultural and natural history/features on future visit**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

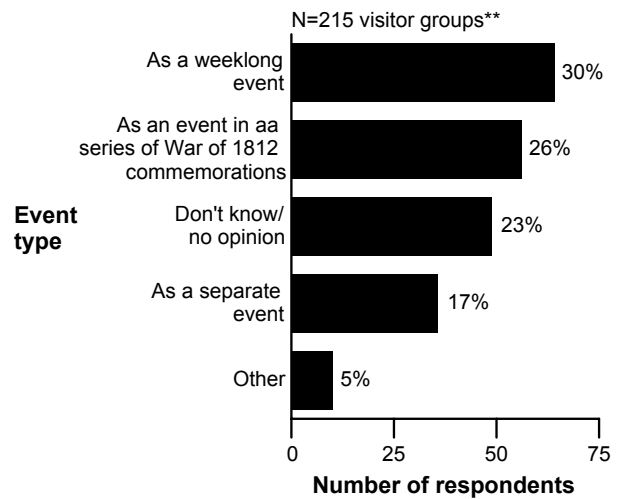
## Appropriate commemoration of the bicentennial anniversary of the War of 1812 and Creek Indian War

### Question 12

Horseshoe Bend NMP is in the process of preparing for the bicentennial anniversary of the War of 1812 and Creek Indian War. In your opinion, what would be the most appropriate way to commemorate these events at Horseshoe Bend NMP?

### Results

- 30% of visitor groups indicated a weeklong event would be the most appropriate way to commemorate the bicentennial anniversary of the War of 1812 and Creek Indian War (see Figure 93).
- 26% indicated it should be as an event in a series of War of 1812 commemorations.
- “Other” suggestions (5%) were:
  - Reenactment battles
  - Invite Creek descendants
  - Weekend events
  - Anniversary of Horseshoe Bend Battle
  - Music by the Indians
  - Reconstruct earthworks
  - Reenactment
  - Weeklong school events



**Figure 93: Appropriate ways to commemorate the bicentennial anniversary**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer



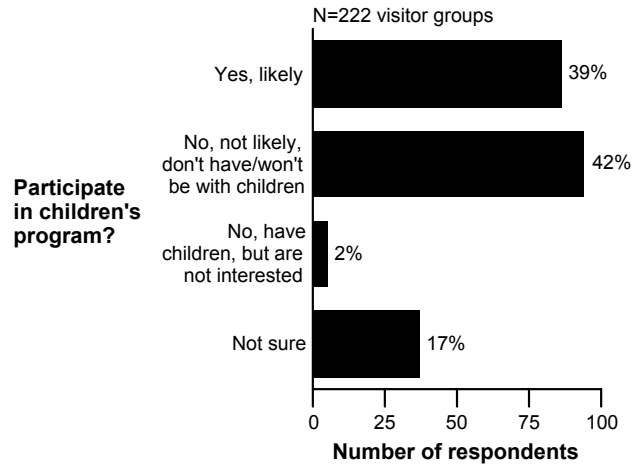
**Participation in children’s programs**

**Question 26a**

If you were to visit Horseshoe Bend NMP in the future, would you and your group be likely to participate in a children’s program?

**Results**

- 39% of visitor groups would be likely to participate in a children’s program on a future visit (see Figure 94).
- 42% would not be likely to participate because they don’t have/won’t be with children.



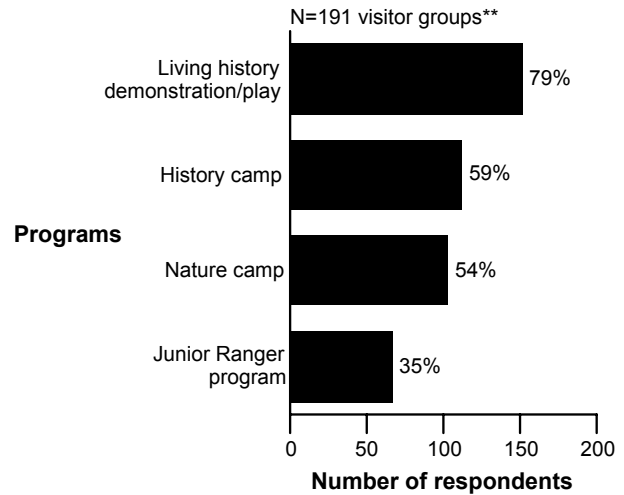
**Figure 94: Likelihood of participation in a children’s program on future visit**

**Question 26b**

Which of the following programs would you and your group like to have available at Horseshoe Bend NMP? These programs could be completed in one day or less.

**Results**

- 79% of visitor groups would like to have living history demonstration/play programs available (see Figure 95).
- 59% would like to have history camps available.



**Figure 95: Preferred programs on future visit**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

## Items/materials desired in visitor center bookstore

### Question 13d

What items or materials would you and your group like to have available in the visitor center bookstore?

### Results

- Forty-nine visitor groups provided suggestions for items or materials they would like to have available in the visitor center bookstore (see Table 12).

**Table 12: Items/materials suggested for visitor center bookstore**

N=60 comments;  
some visitors made more than one comment.

Category	Item/material	Number of times mentioned
Books	Books	4
	Affordable books/items	2
	History books	1
	Books about Indian lifestyles	1
	Books on flora/fauna	1
	Greater selection of books	1
	Local authors' books	1
Children	More items for children	6
	Books for children	4
General	Better/more selection	5
	Fine as is	3
	Maps	2
	More NPS Passport stamps	2
	Brochure on special events	1
	Civil War items	1
	Exhibits	1
	Less expensive postcards	1
	Local artists' work	1
	Maps of area Indian villages	1
	Material on other 1812 war sites	1
	More artifact information	1
	More information about Andrew Jackson	1
	More local history	1
T-shirts	1	
Souvenirs	Items made by Creek Indians	3
	Arrowheads	2
	Pictures	2
	Posters	2
	Collector spoons	1
	Flags	1
	Hats	1
	Miniature items	1
	Patches	1
	Shot glasses	1
	Souvenirs	1

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

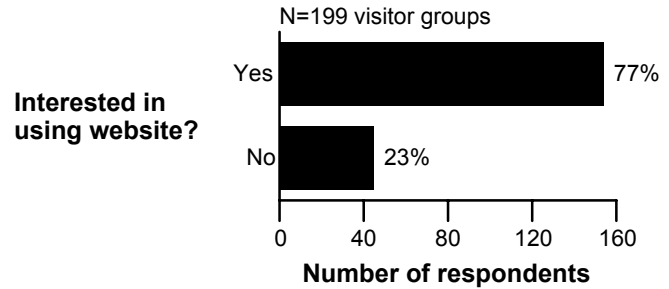
**Park website information**

**Question 28a**

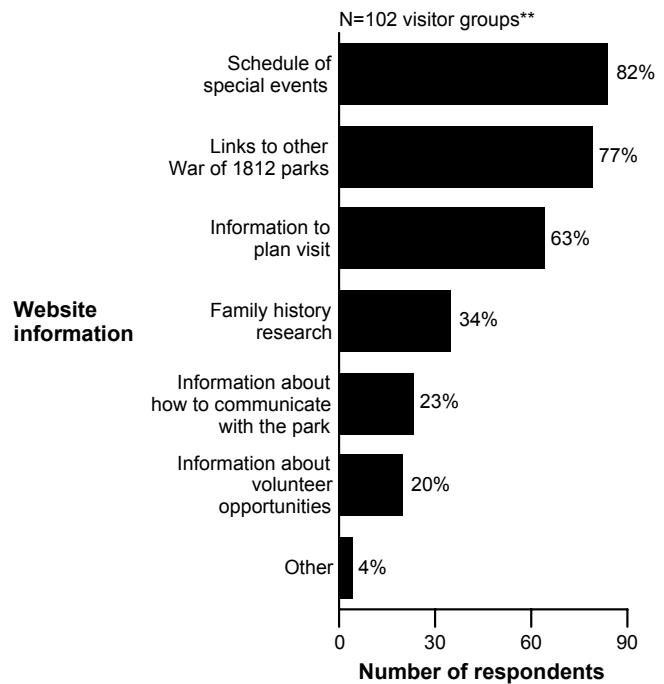
If you were to visit Horseshoe Bend NMP in the future, what information on the park website (<http://www.nps.gov/hobe>) would you and your group like to have available?

**Results**

- 77% of visitor groups were interested in using the park website on a future visit (see Figure 96).
- As shown in Figure 97, of those who were interested in using the park website, the most preferred website information included:
  - 82% Schedule of special events
  - 77% Links to other War of 1812 parks
  - 63% Information to plan visit
- “Other” information (4%) included:
  - Links to related historical web sites
  - Water level/condition
  - Weather



**Figure 96: Interest in using the park website on future visit**



**Figure 97: Preferred website information**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

Question 28b

In your opinion, what information on the park website needs enhancement?

Results

- 52% of visitor groups used the park website (see Figure 98).

- As shown in Figure 99, according to visitor groups who used the park website, the information that needs enhancement included:

57% Schedule of special events  
 57% Links to other War of 1812 parks

- “Other” information needing enhancement (2%) was:

History of battle and War of 1812  
 Web-link directions with location input

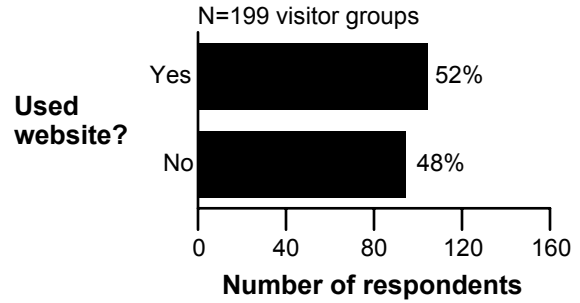


Figure 98: Use of the park website

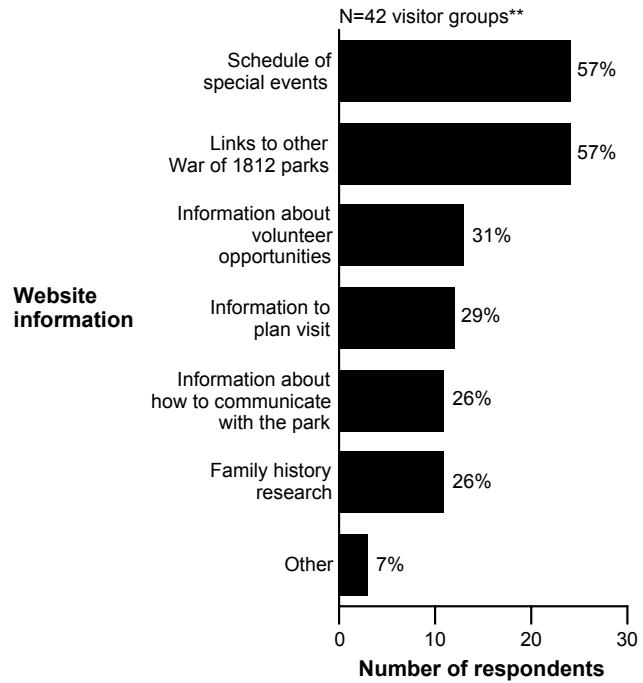


Figure 99: Information on the park website that needs enhancement

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

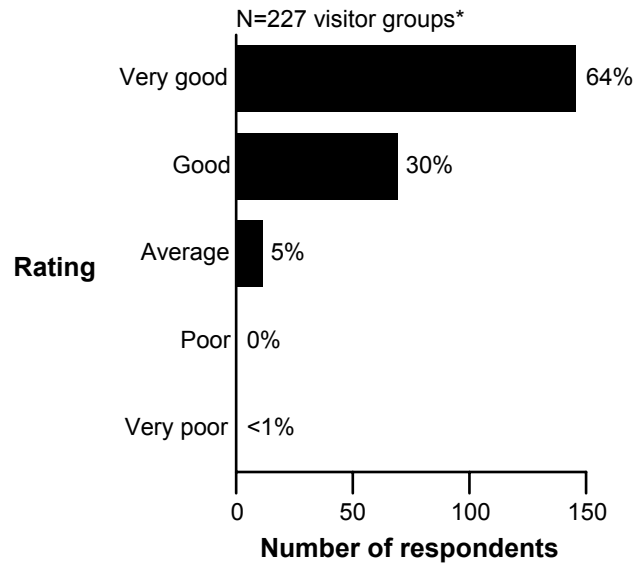
**Overall Quality**

**Question 14**

Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Horseshoe Bend NMP during this visit?

**Results**

- 94% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” and “good” (see Figure 100).
- Less than 1% rated the quality as “very poor.”



**Figure 100: Overall quality rating of visitor facilities, services, and recreational opportunities**

\*total percentages do not equal 100 due to rounding

\*\*total percentages do not equal 100 because visitors could select more than one answer

<b>Visitor Comments</b>
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**What visitors liked most**


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## Question 24a

What did you and your personal group like most about your visit to Horseshoe Bend NMP?

## Results

- 87% of visitor groups (N=201) responded to this question.
- Table 13 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

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**Table 13: What visitors liked most**  
N=311 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Friendly staff	4
Helpful staff	3
Park rangers friendly/helpful	3
Other comment	1
<b>INTERPRETIVE SERVICES</b>	
Demonstrations/reenactments	26
Film/video	15
Learning history	15
Auto tour	10
Creek demonstrations	9
Creek Stomp Dance demonstrations	9
Exhibits/displays	9
History	9
Learning American Indian history	8
Cannon firing demonstrations	6
Creek Indian exhibits	5
Visitor center exhibits	5
Camp demonstrations/stories	4
Musket demonstrations	4
Museum	4
Visiting with American Indians	4
Anniversary events	3
Talking to reenactors	3
Children learned about history	2
Creek Indian Village	2
Learning experience	2
Overlooks/exhibits	2
Special event/program	2
Other comments	9

---

**Table 13: What visitors liked most**  
(continued)

Comment	Number of times mentioned
<b>FACILITIES/MAINTENANCE</b>	
Clean park	11
Well maintained	7
Beautiful grounds	4
Grounds well kept	2
Nature trails	2
Other comments	4
<b>POLICY/MANAGEMENT</b>	
Park well set up	3
Other comments	2
<b>RESOURCE MANAGEMENT</b>	
River	5
Cannons	4
Wildlife	2
Other comment	1
<b>GENERAL COMMENTS</b>	
Quiet/peaceful place	15
Nature	9
Scenery	8
Hiking/walking	8
Everything	6
Beautiful place	5
Natural beauty	5
Fishing	3
Pleasant/friendly atmosphere	3
Uncrowded	3
Canoeing	2
Enjoying life	2
Excellent experience	2
Natural setting	2
Outdoor relaxation	2
Relaxing	2
Other comments	8

## What visitors liked least

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### Question 24b

What did you and your personal group like least about your visit to Horseshoe Bend NMP?

### Results

- 41% of visitor groups (N=95) responded to this question.
- Table 14 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

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**Table 14: What visitors liked least**  
N=100 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>INTERPRETIVE SERVICES</b>	
Comments	20
<b>FACILITIES/MAINTENANCE</b>	
Lack of parking	2
Need benches	2
Other comments	9
<b>RESOURCE MANAGEMENT</b>	
Fishing in park not allowed	2
Park too small	2
Other comments	2
<b>GENERAL COMMENTS</b>	
Nothing to dislike	22
Cold weather	7
Needed more time	3
Too many pets	3
Motorcycle group noise disturbing	2
Noise from Route 49 traffic	2
Travel distance	2
Other comments	11

---



## Planning for the future

### Question 27

If you were manager planning for the future of Horseshoe Bend NMP, what would you propose?

### Results

- 52% of visitor groups (N=121) responded to this question.
- Table 15 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 15: Planning for the future**  
N=172 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Comment	1
<b>INTERPRETIVE SERVICES</b>	
Living history programs/demonstrations	7
Activities/exhibits for children	6
More events	6
More exhibits	5
Reenactments	5
Guided tours/nature walks	3
More cultural exhibits	3
Educate school groups about Horseshoe Bend	2
Hands-on activities	2
More interpretive/nature trails	2
Teach importance of history	2
Other comments	21
<b>FACILITIES/MAINTENANCE</b>	
Reconstruct barrier/barricades	14
Establish camping facilities	13
Improve/increase parking	3
More picnic areas	3
Rebuild/replicate structures	3
Maintain sites/facilities	2
More trails	2
Playground for children	2
New boat/canoe launch	2
Other comments	8
<b>POLICY/MANAGEMENT</b>	
Reconstruct Tohopeka Village	10
Advertise/publicize the park more	6
Reconstruct the battleground area	4
Keep it as it is	2
Keep it natural/simple	2
Protect the site	2
Other comments	8

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**Table 15: Planning for the future**  
(continued)

Comment	Number of times mentioned
<b>RESOURCE MANAGEMENT</b>	
Maintain authenticity	2
Other comments	3
<b>GENERAL COMMENTS</b>	
Comments	10

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## Additional comments

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### Question 29

Is there anything else you and your personal group would like to tell us about your visit to Horseshoe Bend NMP?

### Results

- 53% of visitor groups (N=122) responded to this question.
- Table 16 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

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**Table 16: Additional comments**  
N=183 comments;  
some visitor groups made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Rangers were helpful	3
Staff was great	3
Staff was helpful	3
Enjoyed staff	3
Other comments	4
<b>INTERPRETIVE SERVICES</b>	
Enjoyed learning about history	7
Enjoyed the exhibits	4
Children learned about history	3
Enjoyed film	3
Enjoyed Native American cultural demonstrations	2
Enjoyed the reenactment	2
Informative/educational	2
Offer programs for students	2
Other comments	13
<b>FACILITIES/MAINTENANCE</b>	
Well maintained/clean	13
Enjoyed picnic area	2
Good trails	2
Other comments	11
<b>POLICY/MANAGEMENT</b>	
Advertise/publicize the park more	4
Other comments	4
<b>CONCESSION SERVICES</b>	
Need to have more food available	2
Other comment	1
<b>RESOURCE MANAGEMENT</b>	
Comments	2

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**Table 16: Additional comments**  
(continued)

Comment	Number of times mentioned
<b>GENERAL COMMENTS</b>	
Enjoyed visit	57
Great park	9
Love it	5
Beautiful park	4
Keep up the good work	4
Enjoyed stargazing	2
Needed more time	2
Quiet experience	2
Other comments	5

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## **APPENDICES**

<b>Appendix 1: The Questionnaire</b>
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Note: Two versions of the questionnaire were distributed to visitors. In questions 10, 13, and 25 items were listed in alphabetical order in odd-numbered questionnaires and in even-numbered questionnaires items were listed in reverse order.



## Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park'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. Include your name, address and phone number in the request.

- Obtained no information prior to visit
- Sources of information used prior to visit
- Sources of information preferred for future visit
- Receive needed information?
- Awareness that park is managed by NPS
- Adequacy of signs
- Sites visited
- Length of stay in park (hours/days)
- Awareness of prescribed fire policy
- Tolerance of smoke or reduced visibility
- Tolerance of blackened fields or trees
- Alabama places visited on past visits
- Alabama places visited on this trip
- Alabama places to visit on future trips
- Elements affecting park experience
- Topics learned on this visit
- Topics interested in learning about on a future visit
- Expected activities
- Activities during this visit
- Primary activity
- Visit during the anniversary of the battle weekend
- Special event activities participated in
- Quality of special event activities
- Time spent attending special event activities
- Perceived crowdedness
- Ways to commemorate bicentennial anniversary
- Visitor services/facilities used
- Importance of visitor services/facilities
- Quality of visitor services/facilities
- Overall quality
- Importance of protecting historic sites
- Preferred management agency
- Appropriateness of activities
- Importance of protecting resources/attributes/experiences
- With commercial guided tour group
- With educational group
- With other organized group
- Group type
- Group size
- Number of vehicles
- Number of entries
- Visitor age
- State of residence
- Country of residence
- Number of lifetime visits
- Group member with physical condition making access/participation difficult?
- Additional facilities preferred for future visit
- Interpretive programs/services preferred for future visit
- Participate in children's programs for future visit?
- Programs preferred for future visit
- Use of park web site
- Information preferred on website for future visit
- Information on web site that needs enhancement

For more information please contact:  
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 College of Natural Resources  
 P.O. Box 441139  
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 Moscow, ID 83844-1139

Phone: 208-885-7863  
 Fax: 208-885-4261  
 Email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu)  
 Website:  
<http://www.psu.uidaho.edu>



### Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 2 shows no significant difference in group type.

As shown in Table 3, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Fillion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. In the Horseshoe Bend National Military Park survey, 28 respondents reported to be the older person in the group rather than the person who accepted the survey at the park to be the person who completed the survey. Therefore, non-response bias is judged to be insignificant.

*References*

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- Dillman D. A. and Carley-Baxter L. R. (2000) *Structural determinants of survey response rate over a 12-year period, 1988-1999*, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.
- Goudy, W. J. (1976) Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
- Mayer C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967) A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
- Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

### Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at [www.psu.uidaho.edu.vsp.reports.htm](http://www.psu.uidaho.edu.vsp.reports.htm). 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 (summer & fall)
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

#### 1989 (continued)

24. Lincoln Home National Historic 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 & Memorials, 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 NRA
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

### Visitor Services Project Publications (continued)

#### 1993

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

#### 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)

#### 1996 (continued)

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)
92. Great Smoky Mountains National Park (fall)

#### 1997

93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood 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 & Park (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 (winter)
111. St. 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
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park (fall)

### Visitor Services Project Publications (continued)

#### 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 (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield (fall)

#### 2003

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

#### 2003 continued

- 151. Mojave National Preserve (fall)

#### 2004

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

#### 2005

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

#### 2006

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Preserve
- 183. Zion National Park (spring and fall)

**Visitor Services Project Publications (continued)****2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186. Glen Canyon National Recreation Area (spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post National Historical Site
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

**2008**

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park (winter)
- 199. Everglades National Park (winter and spring)
- 200. Horseshoe Bend National Military Park (spring)

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: [www.psu.uidaho.edu](http://www.psu.uidaho.edu) or phone (208) 885-7863.

**Visitor Comments Appendix**

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

