Fort Larned
National Historic Site
Visitor Study
Summer 2009
Fort Larned
National Historic Site

Visitor Study

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This report describes the results of a visitor study at Fort Larned National Historic Site (NHS) during May 25 - June 27, 2009. A total of 340 questionnaires were distributed to visitor groups. Of those, 261 questionnaires were returned, resulting in a 76.8% response rate.

This report profiles a systematic random sample of Fort Larned NHS. 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.

Fifty-four percent of visitor groups were in groups of two and 23% were in groups of three or four. Seventy-five percent of visitor groups were in family groups.

United States visitors comprised 97% of total visitors during the survey period, with 41% from Kansas, 8% from Colorado, and smaller proportions from 36 other states. International visitors were from six countries and comprised 3% of total visitation during the survey period, with 29% from Germany, 24% from Canada, and 19% from the United Kingdom. Smaller proportions came from three other countries.

Fifty-nine percent of visitors were ages 41-70 years, 9% were 71 years or older, and 17% were ages 15 years or younger. Seven percent of visitor groups reported physical conditions that made it difficult to access or participate in park activities or services.

Two percent of visitors were Hispanic or Latino. Ninety-eight percent of visitors were of White racial background and 2% were American Indian or Alaska Native.

Seventy-five percent of visitors were visiting the park for the first time in their lifetime. Most visitors (95%) were visiting the park for the first time in the last 12 months. Ninety-four percent entered the park once during this visit. Ninety-four percent of visitor groups used one vehicle to arrive at the park.

Forty-eight percent of visitor groups spent two hours visiting the park.

For 43% of visitors groups, visiting Fort Larned NHS was the most common reason for visiting the area. For 44% of visitor groups, the primary reason for visiting the park was to take a self-guided tour of the historic buildings.

Most visitor groups (77%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about Fort Larned NHS through maps/brochures (37%) and travel guides/tour books (32%). Sixty-nine percent indicated they would prefer to obtain information for a future visit from the park website.

The most visited sites were the visitor center (93%), the museum (92%), and infantry barracks (91%).

The most common visitor activities were taking a self-guided tour of historic buildings (92%), visiting the museum (76%), and general sightseeing (65%).

Eighteen percent of visitor groups attended a ranger-led program or activity, and 88% indicated they would be interested in attending a ranger-led program in the future. Fifty-seven percent were interested in a program lasting one-half hour to an hour.

Regarding what they learned during their park visit, 74% of visitor groups learned about the role of the Santa Fe Trail as well as how the government established authority. On a future visit, visitor groups indicated they would be interested in learning about cultural interactions among soldiers and civilians.
(75%), how the Plains Indians culture was altered (74%), and the influence of the plains environment (74%).

- The visitor services and facilities most commonly used by visitor groups were the restrooms (79%) and the exhibits at the visitor center (76%). The information service and facility receiving the highest combined proportions of “extremely important” and “very important” ratings was the restrooms (98%). The information service and facility that received the highest combined proportions of “very good” and “good” quality ratings were the living history demonstrations (97%).

- Of those visitors (51%) who stayed overnight in the area (within 60 miles), 57% stayed one night, while 23% percent spent two nights. Of the visitors who stayed overnight in the area, 60% stayed in lodges, hotels, vacation rentals, B&B, etc.

- Eighty-three percent of visitor groups obtained support services in nearby communities with 52% obtaining services in Larned.

- The average group expenditure in the park and the surrounding area (within 60 miles) was $172, with a median (50% spent more and 50% spent less) of $100. The average total expenditure per person was $72. Sixty-six percent had two adults covered by expenditures and 74% had no children covered by expenditures.

- Most visitor groups (96%) rated the overall quality of services, facilities, and recreational opportunities at Fort Larned NHS as “very good” or “good.” Less than one percent of visitor groups rated the overall quality as “very poor” or “poor.”
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INTRODUCTION

This report describes the results of a visitor study at Fort Larned National Historic Site (NHS), conducted May 25 - June 27, 2009 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The National Park Service website for Fort Larned National Historic Site describes the park: “With nine beautifully restored buildings Fort Larned NHS gives you a chance to experience military life on the Santa Fe Trail. Established on the vast prairie in western Kansas, troops stationed at Fort Larned protected mail coaches, freighters and other Trail traffic. As the site of an Indian Agency, Fort Larned also was instrumental in maintaining friendly relations with Plains Indians” (Fort Larned National Historic Site, National Park Service, Department of the Interior website [http://www.nps.gov/fols] October, 2009).

Organization of the report

The report is organized into three sections.

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

Section 2: Results. This section provides summary information for each question in the questionnaire and also includes a summary of visitor comments. The presentation of the results of this study does not follow the 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 sample questions for cross-references and cross comparisons. 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 VSP. Copies of these reports can be obtained by contacting the PSU office at (208) 885-7863 or by visiting the website: [http://www.psu.uidaho.edu/vsp/reports.htm](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.

Figure 14: Number of visits to park in past 12 months
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 Fort Larned NHS during May 25 - June 27, 2009. Table 1 shows the three locations, the number of questionnaires distributed at each location, and the response rate for each location. Visitors were surveyed between 8 a.m. and 5 p.m. During this survey, 352 visitor groups were contacted and 340 of these groups (96.6%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies is 91.4%). Questionnaires were completed and returned by 261 visitor groups resulting in a 76.8% response rate for this study. The average response rate for the 205 VSP visitor studies conducted from 1988 through 2008 was 74.2%.

<table>
<thead>
<tr>
<th>Sampling site</th>
<th>Distributed N₁</th>
<th>%</th>
<th>Returned N₂</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridge</td>
<td>116</td>
<td>34</td>
<td>94</td>
<td>36</td>
</tr>
<tr>
<td>Visitor center</td>
<td>209</td>
<td>61</td>
<td>158</td>
<td>61</td>
</tr>
<tr>
<td>Barracks HS-2</td>
<td>15</td>
<td>4</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>340</td>
<td>100</td>
<td>261</td>
<td>100</td>
</tr>
</tbody>
</table>

Questionnaire design

The Fort Larned NHS 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 Fort Larned NHS. 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 Fort Larned NHS questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.
Survey procedure

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 old) 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. These individuals were asked for their names, addresses, and telephone numbers or email addresses 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 who provided a valid mailing address (see Table 2). 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. In order to distribute all 340 questionnaires, the survey period was extended. This resulted in a second round of follow-up mailings.

<table>
<thead>
<tr>
<th>Table 2: Follow-up mailing distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round 1 mailing</td>
</tr>
<tr>
<td>Postcards</td>
</tr>
<tr>
<td>1st Replacement</td>
</tr>
<tr>
<td>2nd Replacement</td>
</tr>
<tr>
<td>Round 2 mailing</td>
</tr>
<tr>
<td>Postcards</td>
</tr>
<tr>
<td>1st Replacement</td>
</tr>
<tr>
<td>2nd Replacement</td>
</tr>
</tbody>
</table>

Data Analysis

Returned questionnaires were coded and the visitor responses were processed 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. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.
Limitations

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 May 25 - June 27, 2009. 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.

Special Conditions

The weather during the survey period was generally sunny and warm during late May to middle June, with temperatures ranging from the 60s to mid-80s and winds ranging from 7 to 20 mph. During middle to late June, it became hot and breezy with temperatures from the mid-80s to high 90s and winds varying between 8 and 19 mph.

No special events occurred in the area that would affect the type and amount of visitation to the park.
Checking Non-response Bias

Four variables were used to check non-response bias: respondents’ age, number of lifetime visits to the park, travel distance from home to the park, and overall quality rating score. There were no significant differences between early and late responders in age, number of lifetime visits and overall quality rating (see Table 3). However, the late respondents seem to live closer to the park, as their travel distance is significantly less than that of the early respondents. Thus the local visitation may be underrepresented and may need to be interpreted with caution. See Appendix 3 for more details on the non-response bias checking procedures.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Before 1st replacement</th>
<th>Between 1st and 2nd replacement</th>
<th>After 2nd replacement</th>
<th>p-value (ANOVA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (years)</td>
<td>55.63</td>
<td>53.26</td>
<td>54.54</td>
<td>0.540</td>
</tr>
<tr>
<td>Number of lifetime visits to the park</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>0.615</td>
</tr>
<tr>
<td>Travel distance to park (miles)</td>
<td>465.38</td>
<td>625.52</td>
<td>320.74</td>
<td>0.011</td>
</tr>
<tr>
<td>Overall quality rating (from 1 to 5 scale)</td>
<td>4.63</td>
<td>4.64</td>
<td>4.75</td>
<td>0.633</td>
</tr>
</tbody>
</table>
RESULTS

Group and Visitor Characteristics

Visitor group size

Question 23b
On this visit, how many people were in your personal group, including yourself?

Results
- 54% of visitors were in groups of two (see Figure 1).
- 23% were in groups of three or four.

Visitor group type

Question 23a
On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results
- 75% of visitor groups were made up of family members (see Figure 2).
- 15% were alone.
- “Other” groups (1%) included:
  - Science associates

*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 organized groups

Question 22a
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 22b
On this visit, were you and your personal group part of a school/educational group?

Results
- 1% of visitor groups were part of a school/educational group (see Figure 4).

Figure 4: Visitors with a school/educational group

Question 22c
On this visit, were you and your personal group part of a historical society/club?

Results
- No visitor groups were traveling with a historical society/club (see Figure 5).

Figure 5: Visitors with a historical society/club

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 22d
On this visit, were you and your personal group part of an automobile (car/motorcycle) club?

Results
- 1% of visitor groups were part of an automobile (car/motorcycle) club (see Figure 6).

![Figure 6: Visitors with an automobile (car/motorcycle) club](image)

Question 22e
On this visit, were you and your personal group part of an other organized group (scouts, work, church)?

Results
- 2% of visitor groups were traveling with an other organized group (see Figure 7).

![Figure 7: Visitors with an other organized group](image)

Question 22f
If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret with **CAUTION**!
- Not enough visitor groups answered this question to provide reliable data (see Figure 8).

![Figure 8: Organized group size](image)

*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 24b
For you and your personal group on this visit, what is your state of residence?

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

Results

- U.S. visitors were from 38 states and comprised 97% of total visitation to the park during the survey period.

- 41% of U.S. visitors came from Kansas (see Table 4 and Map 1).

- Smaller proportions of U.S. visitors came from 37 other states.

Table 4: United States visitors by state of residence*

<table>
<thead>
<tr>
<th>State</th>
<th>Number of visitors</th>
<th>Percent of U.S. visitors</th>
<th>Percent of total visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas</td>
<td>238</td>
<td>41</td>
<td>39</td>
</tr>
<tr>
<td>Colorado</td>
<td>44</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Missouri</td>
<td>32</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>California</td>
<td>25</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>22</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Ohio</td>
<td>21</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>New Mexico</td>
<td>17</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>15</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Arizona</td>
<td>14</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Illinois</td>
<td>14</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Indiana</td>
<td>12</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Texas</td>
<td>11</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Nebraska</td>
<td>10</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>9</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>24 other states</td>
<td>101</td>
<td>17</td>
<td>17</td>
</tr>
</tbody>
</table>

*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 24b
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 results with CAUTION!
• International visitors were from six countries and comprised 3% of total visitation to the park during the survey period (see Table 5).

Table 5: International visitors by country of residence*

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of visitors</th>
<th>Percent of international visitors</th>
<th>Percent of total visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>6</td>
<td>29</td>
<td>1</td>
</tr>
<tr>
<td>Canada</td>
<td>5</td>
<td>24</td>
<td>1</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4</td>
<td>19</td>
<td>1</td>
</tr>
<tr>
<td>Belgium</td>
<td>3</td>
<td>14</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Netherlands</td>
<td>2</td>
<td>10</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Afghanistan</td>
<td>1</td>
<td>5</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

*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 visits to the park in the past 12 months

Question 24c
For you and your personal group on this visit, how many times have you visited Fort Larned NHS in the last 12 months (including this visit)?

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

Results
- 95% of visitors visited the park once in the last 12 months (see Figure 9).
- 4% had visited the park two times in the last 12 months.

Figure 9: Number of visits to park in the last 12 months

Number of visits to the park in lifetime

Question 24d
For you and your personal group on this visit, how many times have you visited Fort Larned NHS in your lifetime (including this visit)?

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

Results
- 75% of visitors were first time visitors (see Figure 10).
- 13% had visited the park three or more times in their lifetime.

Figure 10: 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 24a
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 88 years.
- 51% of visitors were between 41 and 65 years of age (see Figure 11).
- 17% of visitors were 15 years or younger.
- 17% of visitors 66 or older.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitor ethnicity

Question 26a
Are you or members of your personal group Hispanic or Latino?

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

Results
- 2% of visitors were Hispanic or Latino (see Figure 12).

Visitor race

Question 26b
What is your race? What is the race of each member of your personal group?

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

Results
- 98% of visitors were White (see Figure 13).
- 2% were American Indian or Alaska Native.

Figure 12: Visitors who were Hispanic or Latino

Figure 13: Visitor race

*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 25a
Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results
- 7% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 14).

![Figure 14: Visitor groups that had members with physical conditions](image)

Question 25b
If YES, what services or activities were difficult to access/participate in? (open-ended)

Results – Interpret with CAUTION!
- Eighteen visitor groups commented on the services and activities that were difficult to access or participate in (see Table 6).

<table>
<thead>
<tr>
<th>Service</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>8</td>
</tr>
<tr>
<td>Stairs without handrails</td>
<td>3</td>
</tr>
<tr>
<td>Gravel paths</td>
<td>3</td>
</tr>
<tr>
<td>Access difficulty for wheelchair</td>
<td>2</td>
</tr>
<tr>
<td>Access difficulty for walker/scooter</td>
<td>1</td>
</tr>
<tr>
<td>Access difficulty for stroller</td>
<td>1</td>
</tr>
<tr>
<td>Access to officer's quarters and across parade grounds</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 6: Services/activities that were difficult to access/participate in
N=19 comments; one visitor group made more than one comment.

CAUTION!

*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 NPS management

Question 4
Prior to your visit, were you and your personal group aware that Fort Larned NHS is a unit of the National Park System?

Results
- Prior to their visit, 59% of visitor groups were aware that Fort Larned NHS is part of the National Park System (see Figure 15).

![Figure 15: Visitor groups that were aware the park is a unit of the NPS]

Information source used to learn of park’s existence

Question 1
How did you and your personal group first learn about the existence of Fort Larned?

Results
- As shown in Figure 16, the most common sources of information first used to learn about the existence of the park were:
  - 31% Friends/relatives/word of mouth
  - 25% Saw signs on highway
  - 19% Travel guides/tour books
- The location where the Highway Travelers Information Station informational message was heard:
  - East bound US-56 near Larned
- “Other” sources of information (26%) were:
  - Books
    - From area
    - Map/atlas
    - Mother’s work
    - NPS Passport book
    - Possible research location
    - Santa Fe Trail Association

![Figure 16: Sources of information used to first learn of park’s existence]

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Prior knowledge of Santa Fe Center and Trail Association

Question 2
Prior to your visit, had you and your personal group ever heard of the following groups?

Results

Santa Fe Trail Center
- 39% of visitor groups had heard of the Santa Fe Trail Center (see Figure 17).

Santa Fe Trail Association
- 27% had heard of the Santa Fe Trail Association (see Figure 18).

*N=256 visitor groups

Heard of Santa Fe Trail Center?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor groups</td>
<td>39%</td>
<td>61%</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

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

Figure 17: Visitor groups that heard of Santa Fe Trail Center

Heard of Santa Fe Trail Association?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor groups</td>
<td>27%</td>
<td>73%</td>
</tr>
</tbody>
</table>

Figure 18: Visitor groups that heard of Santa Fe Trail Association
Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 5a
Prior to your visit, how did you and your personal group obtain information about Fort Larned NHS?

Results
- 77% of visitor groups obtained information about Fort Larned NHS prior to their visit (see Figure 19).
- As shown in Figure 20, among those visitor groups that obtained information about Fort Larned NHS prior to their visit, the most common sources were:
  - 37% Maps/brochures
  - 32% Travel guides/tour books
  - 31% Previous visits
- “Other” sources (10%) were:
  - Blacksmith at Cow Town Museum in Wichita
  - Books
  - Mother’s work
  - National Park Passport Book
  - Recommended by Department of Defense research sponsor
  - Santa Fe Trail Association Meeting

![Figure 19: Visitor groups that obtained information about Fort Larned NHS prior to visit](image)

![Figure 20: Sources of information used by visitor groups prior to visit](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 5c
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
- 95% of visitor groups received needed information prior to their visit (see Figure 21).

Figure 21: Visitor groups that received needed information prior to visit

Question 5d
If NO, what type of park information did you and your personal group need that was not available? (open-ended)

Results – Interpret with CAUTION!
- Five visitor groups listed information they needed, but was not available (see Table 7).

Table 7: Information needed
N=5 comments

<table>
<thead>
<tr>
<th>Type of information</th>
<th>Number of times mentioned</th>
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</thead>
<tbody>
<tr>
<td>Photos</td>
<td>2</td>
</tr>
<tr>
<td>Exact location</td>
<td>1</td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td>1</td>
</tr>
<tr>
<td>More personal information</td>
<td>1</td>
</tr>
</tbody>
</table>

*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 5b
If you were to visit Fort Larned NHS in the future, how would you and your personal group prefer to obtain information about the park?

Results
- As shown in Figure 22, the most common sources of information to use for a future visit were:
  - 69% Park website
  - 30% Maps/brochures
  - 27% Travel guides/tour books

![Figure 22: Sources of information preferred for a future visit](source)

Park as destination

Question 3
How did your visit to Fort Larned NHS fit into your and your personal group’s travel plans?

Results
- For 51% of visitor groups, Fort Larned NHS was one of several destinations (see Figure 23).
- For 27% of visitor groups, the park was not a planned destination.
- For 21% of visitor groups, the park was the primary destination.

![Figure 23: How visit to park fit into visitor groups’ travel plans](source)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Primary reason for visiting the area

Question 6
On this trip, what was the primary reason that you and your personal group came to the Fort Larned NHS area?

Results
- 11% of visitor groups were residents of the Fort Larned area (see Figure 24).
- For 43% of visitor groups, the primary reason for coming to the Fort Larned NHS area was to visit Fort Larned NHS (see Figure 25).
- “Other” reasons (24%) included:
  - Get National Park passport stamp
  - Get information on the 150th Anniversary
  - Meet friends at fort
  - On route of travel
  - Part of a tour
  - Personal interest
  - Purchase books
  - Return to childhood home
  - Santa Fe Trail trip
  - Stretch legs
  - Take family member to park
  - Travel to all national park units

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Activity as primary reason for visiting the park

Question 10c
Which one of the above activities was the primary reason you and your personal group visited Fort Larned NHS on this visit?

Results
- 44% of visitor groups’ primary reason for visiting Fort Larned NHS was to take a self-guided tour of the historic buildings (see Figure 26).
- 21% of visitor groups came to Fort Larned NHS primarily for general sightseeing.
- “Other” primary reasons (17%) were:
  - Conducting scientific research
  - Conversing with park ranger and blacksmith
  - Finding out about bringing a school group
  - Getting a historical perspective
  - Killing time
  - Learning about history
  - Learning about military history
  - Learning about the fort
  - Looking at books
  - Obtaining National Park Passport stamp
  - Participating in Junior Ranger program
  - Passing through
  - Seeing new additions
  - Showing grandson the fort
  - Teaching history to children
  - Visiting all forts
  - Visiting all national park units
  - Visiting forts along Santa Fe Trail
  - Visiting the blacksmith shop
  - Watching the film

Figure 26: Primary reason for visiting Fort Larned NHS

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Places stayed on night prior to visit

Question 8a
In what town/city did you and your personal group stay on the night before your arrival at Fort Larned NHS? If you stayed at home, please write the name of the city/town and state where you live. (open-ended)

Results
- Table 8 shows the towns/cities in which visitor groups stayed on the night prior to visiting Fort Larned NHS.

<table>
<thead>
<tr>
<th>Table 8: Town/city in which visitor groups stayed on the night prior to visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town/city and State</td>
</tr>
<tr>
<td>-------------------------</td>
</tr>
<tr>
<td>Larned, KS</td>
</tr>
<tr>
<td>Dodge City, KS</td>
</tr>
<tr>
<td>Great Bend, KS</td>
</tr>
<tr>
<td>Garden City, KS</td>
</tr>
<tr>
<td>Hays, KS</td>
</tr>
<tr>
<td>Salina, KS</td>
</tr>
<tr>
<td>Wichita, KS</td>
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<tr>
<td>Kansas City, MO</td>
</tr>
<tr>
<td>Abilene, KS</td>
</tr>
<tr>
<td>Hutchinson, KS</td>
</tr>
<tr>
<td>Jetmore, KS</td>
</tr>
<tr>
<td>Topeka, KS</td>
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<tr>
<td>Kinsley, KS</td>
</tr>
<tr>
<td>Ness City, KS</td>
</tr>
<tr>
<td>Scott City, KS</td>
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<tr>
<td>Bison, KS</td>
</tr>
<tr>
<td>Council Grove, KS</td>
</tr>
<tr>
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</tr>
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<tr>
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<td>La Crosse, KS</td>
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<tr>
<td>St John, KS</td>
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<td>Assaria, KS</td>
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<td>Bartlesville, OK</td>
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<td>Beloit, KS</td>
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<tr>
<td>Boonville, MO</td>
</tr>
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</table>

*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: Town/city in which visitor groups stayed on the night prior to visit (continued)

<table>
<thead>
<tr>
<th>Town/city and State</th>
<th>Number of times mentioned</th>
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<td>Canton, KS</td>
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<tr>
<td>Centennial, CO</td>
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<td>Colby, KS</td>
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<td>Jefferson City, MO</td>
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<td>Kanapolis, KS</td>
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<tr>
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</tr>
<tr>
<td>La Junta, CO</td>
<td>1</td>
</tr>
<tr>
<td>Lake Pueblo, CO</td>
<td>1</td>
</tr>
<tr>
<td>Lake Scott State Park, KS</td>
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</tr>
<tr>
<td>Lamar, CO</td>
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<tr>
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<tr>
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<tr>
<td>Macksville, KS</td>
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<td>Mc Cracken, KS</td>
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<tr>
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<td>Park City, KS</td>
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<tr>
<td>Pawnee Rock, KS</td>
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<tr>
<td>Platte City, MO</td>
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<tr>
<td>Raymore, MO</td>
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<tr>
<td>Rozel, KS</td>
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<tr>
<td>Santa Fe, NM</td>
<td>1</td>
</tr>
<tr>
<td>Sayre, OK</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
<table>
<thead>
<tr>
<th>Town/city and State</th>
<th>Number of times mentioned</th>
</tr>
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<tbody>
<tr>
<td>Shawnee Mission, KS</td>
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<tr>
<td>Shawnee, KS</td>
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<td>Stafford, KS</td>
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<td>Stockton, KS</td>
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<td>Timken, KS</td>
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<td>Torrington, WY</td>
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<tr>
<td>Tribune, KS</td>
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<td>Victoria, KS</td>
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<td>Zenith, KS</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Places stayed on night after visit

Question 8b
In what town/city did you and your personal group stay on the night after your departure from Fort Larned NHS? If you stayed at home, please write the name of the city/town and state where you live. (open-ended)

Results
- Table 9 shows the towns/cities in which visitor groups stayed on the night after leaving Fort Larned NHS.

<table>
<thead>
<tr>
<th>Town/city and State</th>
<th>Number of times mentioned</th>
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</thead>
<tbody>
<tr>
<td>Dodge City, KS</td>
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<td>Larned, KS</td>
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</tbody>
</table>

*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: Town/city in which visitor groups stayed on the night after visit  
(continued)

<table>
<thead>
<tr>
<th>Town/city and State</th>
<th>Number of times mentioned</th>
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<td>Bazine, KS</td>
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<tr>
<td>Bella Vista, AR</td>
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<tr>
<td>Billings, MT</td>
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<td>Bloomington, IN</td>
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<td>Boulder, CO</td>
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<td>Cedar Bluff State Park, KS</td>
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<tr>
<td>Macksville, KS</td>
<td>1</td>
</tr>
<tr>
<td>Marquette, KS</td>
<td>1</td>
</tr>
<tr>
<td>Meade, KS</td>
<td>1</td>
</tr>
<tr>
<td>Moore, OK</td>
<td>1</td>
</tr>
<tr>
<td>Ness City, KS</td>
<td>1</td>
</tr>
<tr>
<td>New Bloomfield, MO</td>
<td>1</td>
</tr>
</tbody>
</table>

*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: Town/city in which visitor groups stayed on the night after visit (continued)

<table>
<thead>
<tr>
<th>Town/city and State</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakley, KS</td>
<td>1</td>
</tr>
<tr>
<td>Oklahoma City, OK</td>
<td>1</td>
</tr>
<tr>
<td>Omaha, NE</td>
<td>1</td>
</tr>
<tr>
<td>Ottawa, KS</td>
<td>1</td>
</tr>
<tr>
<td>Paola, KS</td>
<td>1</td>
</tr>
<tr>
<td>Park City, KS</td>
<td>1</td>
</tr>
<tr>
<td>Pawnee Rock, KS</td>
<td>1</td>
</tr>
<tr>
<td>Prairie Village, KS</td>
<td>1</td>
</tr>
<tr>
<td>Raytown, MO</td>
<td>1</td>
</tr>
<tr>
<td>Rolla, KS</td>
<td>1</td>
</tr>
<tr>
<td>Rozel, KS</td>
<td>1</td>
</tr>
<tr>
<td>Scott, KS</td>
<td>1</td>
</tr>
<tr>
<td>Scotts Bluff, NE</td>
<td>1</td>
</tr>
<tr>
<td>Silver Lake, KS</td>
<td>1</td>
</tr>
<tr>
<td>Steamboat, CO</td>
<td>1</td>
</tr>
<tr>
<td>Sterling, KS</td>
<td>1</td>
</tr>
<tr>
<td>Strong City, KS</td>
<td>1</td>
</tr>
<tr>
<td>Sutton, NE</td>
<td>1</td>
</tr>
<tr>
<td>Syracuse, KS</td>
<td>1</td>
</tr>
<tr>
<td>Timken, KS</td>
<td>1</td>
</tr>
<tr>
<td>Troy, NE</td>
<td>1</td>
</tr>
<tr>
<td>Tucumcari, NM</td>
<td>1</td>
</tr>
<tr>
<td>Tulsa, OK</td>
<td>1</td>
</tr>
<tr>
<td>Udall, KS</td>
<td>1</td>
</tr>
<tr>
<td>Victoria, KS</td>
<td>1</td>
</tr>
<tr>
<td>York, NE</td>
<td>1</td>
</tr>
<tr>
<td>Zenith, KS</td>
<td>1</td>
</tr>
</tbody>
</table>
Communities in which services were obtained

Question 16a
   In which communities did you and your personal group obtain support services (e.g., information, gas, food, lodging) for this visit to Fort Larned NHS?

Results
   - 83% of visitor groups obtained services in nearby communities (see Figure 27).
   - As shown in Figure 28, the communities where visitor groups most often obtained support services were:
     - 52% Larned
     - 32% Great Bend
     - 23% Dodge City
   - "Other communities (14%) where supported services were obtained included:
     - Abilene
     - Bison
     - Colby
     - Ellsworth
     - Emporia
     - Hanston
     - Hill City
     - Jetmore
     - Kinsley
     - Kismet
     - Lyons
     - Macksville
     - McPherson
     - Ness City
     - Nicodemus
     - Scott City
     - St. John
     - Stafford
     - Sterling
     - Timken
     - Ulysses
     - Wakeeney
     - Wichita
     - Yoder

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 16b
Were you and your personal group able to obtain all of the services that you needed in these communities?

Results
- 98% of visitor groups received all needed services in nearby communities (see Figure 29).

![Figure 29: Visitor groups that obtained all needed services in nearby communities]

Question 16c
If NO, what needed services were not available? (open-ended)

Results – Interpret with CAUTION!
- As shown in Table 10, seven visitor groups listed needed services that were not available.

<table>
<thead>
<tr>
<th>Service</th>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookstore</td>
<td>Need a general bookstore</td>
<td>1</td>
</tr>
<tr>
<td>Food services</td>
<td>Need a sit-down family restaurant</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Few restaurant choices in Larned</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Need better breakfast and dinner</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Need a restaurant open on Sunday at lunchtime</td>
<td>1</td>
</tr>
<tr>
<td>RV park</td>
<td>Need more nice (not trashy looking)</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>RV parks that are easy to find</td>
<td></td>
</tr>
<tr>
<td>Signs</td>
<td>Need signs on east side</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 10: Services not available
N=7 comments

CAUTION!

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Forms of transportation

Question 9
On this visit, which forms of transportation did you and your personal group use to travel between your overnight accommodations or home and Fort Larned NHS?

Results

- As shown in Figure 30, the most common forms of transportation used to travel to Fort Larned NHS were:
  - 89% private vehicle (car, SUV, pickup, RV, etc.)
  - 7% rental vehicle
- “Other” forms of transportation (1%) were:
  - Support van for bike tour group
  - U-Haul

Number of vehicles

Question 23c
On this visit, how many vehicles did you and your personal group use to arrive at the park?

Results

- 94% of visitor groups used one vehicle to arrive at the park (see Figure 31).
- 5% used two vehicles.

*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 park entries**

**Question 23d**  
On this trip, how many times did you and your personal group enter the park?  

**Results**  
- 94% of visitor groups entered the park once (see Figure 32).  
- 6% entered the park two or more times.

![Figure 32: Number of park entries](image)

**Overnight stays**

**Question 7a**  
On this trip, did you and your personal group stay overnight away from your permanent residence in the Fort Larned NHS area (within 60 miles of the park)?

**Results**  
- 51% of visitor groups stayed overnight away from their permanent residence, within 60 miles of the park (see Figure 33).

![Figure 33: Visitor groups that stayed overnight away from permanent residence](image)

**Question 7b**  
If YES, please list the number of nights you and your personal group stayed in the Fort Larned NHS area.

**Results**  
- 57% of visitor groups stayed one night in the area (see Figure 34).
- 23% stayed two nights.
- 19% stayed three or more nights.

![Figure 34: Number of nights in area](image)

*total percentages do not equal 100 due to rounding

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

Question 7c
In which types of lodging did you and your personal group spend the night(s) in the area outside the park (within 60 miles of the park)?

Results
- 61% of visitor groups stayed in lodges, hotels, vacation rentals, B&B, etc. (see Figure 35).
- 15% stayed at the residence of friends or relatives.
- 15% were RV/trailer camping.
- “Other” types of lodging (5%) were:
  - Church
  - In car
  - Tent camping in local neighborhoods
  - Tenting with Biking Across Kansas

Figure 35: Type of lodging in the area outside the park

*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 stay

Question 14a
On this visit, did you and your personal group visit Fort Larned NHS on more than one day?

Results
- 3% of visitor groups visited Fort Larned NHS on more than one day (see Figure 36).

![Figure 36: Visitor groups that visited the park on more than one day](image)

Question 14b:
How many hours in total did you and your personal group spend visiting Fort Larned NHS?

Results
- 48% of visitor groups spent two hours visiting Fort Larned NHS (see Figure 37).
- 27% spent three or more hours.

Average length of stay
- The average length of stay for all visitor groups was 2.2 hours.

![Figure 37: Number of hours visiting the park](image)

*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 13a
On this visit to Fort Larned NHS, which park sites did you and your personal group visit?

Results
- As shown in Figure 38, the most commonly visited sites by visitor groups at Fort Larned were:
  - 93% Visitor center
  - 92% Museum
  - 91% Infantry barracks
- The least visited site was:
  - 3% Nature trail
- “Other” sites (6%) that were visited were:
  - Artillery demonstration
  - Bakery
  - Cemetery
  - Indian village
  - Officer’s quarters
  - Paths
  - Wood/leather shop

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Figure 38: Sites visited in the park
Activities on this visit

Question 10a
On this visit, which activities did you and your personal group participate in within Fort Larned NHS?

Results
- As shown in Figure 39, the most common activities in which visitor groups participated were:
  - 92% Self-guided tour of historic buildings
  - 76% Visiting museum
  - 65% General sightseeing
- “Other” activities (17%) were:
  - Biking
  - Conducting scientific research
  - Conversing with a park ranger
  - Finding out about bringing school group
  - Going to the visitor center
  - Killing time
  - Learning about history
  - Learning about military history
  - Obtaining National Parks Passport stamp
  - Participating in Junior Ranger program
  - Purchasing books
  - Seeing movie/film
  - Seeing new additions
  - Seeing the fort
  - Seeing the slide show
  - Showing a family member
  - Teaching history to children
  - Viewing historic buildings
  - Visiting blacksmith shop
  - Visiting Indian Village

Figure 39: 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
Activities on future visit

Question 10b
If you were to visit the park in the future, in which activities would you and your personal group prefer to participate?

Results
- As shown in Figure 40, the most common activities in which visitors would prefer to participate during a future visit were:
  - 75% Attending living history demonstrations
  - 75% Self-guided tours of historic buildings
  - 64% Visiting museum
- “Other” activities (5%) were:
  - Getting an historical perspective
  - Going to the visitor center
  - Going on horse carriage rides
  - Junior Ranger program
  - Obtaining National Parks Passport stamp
  - Participating in events
  - Purchasing books
  - Seeing slide show
  - Viewing wagon ruts
  - Watching video/film

Figure 40: Activities 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
Participation in interpretive programs

Question 11a
On this visit to Fort Larned NHS, did anyone in your personal group participate in any of the ranger-led talks/programs?

Results
- 18% of visitor groups participated in ranger-led talks/programs (see Figure 41).

Question 11b
If NO, what prevented you and your personal group from participating in ranger-led talks/programs?

Results
- As shown in Figure 42, the most common reasons for not participating in ranger-led talks/programs were:
  - 44% Were not aware of any ranger-led talks/programs offered at park
  - 43% Did not have time for this activity
- “Other” reasons for not participating (17%) were:
  - Not available at right time
  - None offered
  - Rangers busy/unavailable
  - Personal health/physical access issues
  - Dog waiting in hot car
  - No one was there
  - Participated in a program, but don’t know if it was ranger-led

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Interpretive program preferences

Question 11c
On a future visit, would you and your personal group be interested in attending ranger-led programs at Fort Larned NHS?

Results
- 88% of visitor groups would be interested in participating in ranger-led programs on a future visit to Fort Larned NHS (see Figure 43).

![Figure 43: Visitor groups interested in attending ranger-led programs in the future](image)

Question 11d
If YES, what length of program would you and your personal group be most likely to attend?

Results
- 57% of visitor groups would prefer a ranger-led program 1/2 to 1 hour long (see Figure 44).
- 38% would prefer a ranger-led program less than 1/2 hour long.
- No visitor groups specified an “other” preferred length of program.

![Figure 44: Preferred length of ranger-led program](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Topics learned during this visit

Question 21a
During this visit to Fort Larned NHS, which topics did you and your personal group learn about through exhibits, ranger-led programs, brochures, etc.?

Results
- As shown in Figure 45, the most common topics learned were:
  - 74% Role of Santa Fe Trail in trading, travel, commerce, and cultural exchange across the American West
  - 74% How the U.S. government established its authority and control and extended its influence through Fort Larned and other military posts

- “Other” topics learned (12%) were:
  - 150th anniversary information
  - About the blacksmith shop
  - About firearms collection
  - Architecture/construction of the buildings
  - All forts were not necessarily defensive
  - Changes to the park since last visit in 1992
  - Common artillery for the time
  - Damage done by well intended but uninformed groups
  - Fort was not a walled fortification
  - Lifestyle of the soldiers

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
## Topics to learn on future visit

**Question 21b**

If you were to visit Fort Larned NHS in the future, which topics would you and your personal group like to learn (or learn more) about?

### Results

- 96% of visitor groups were interested in learning on a future visit (see Figure 46).

- As shown in Figure 47, the topic visitor groups were most interested in learning on a future visit was:

  75% Cultural interactions at Fort Larned and along the Santa Fe Trail among soldiers and civilians from a variety of ethnic and racial backgrounds

- “Other” topics visitor groups would like to learn about (12%) were:

  - Buffalo soldiers
  - Day-to-day operation of fort
  - Firearms collection
  - Further explanation of site
  - Lifestyle of all residents (civilians, military, pioneers, Indians, etc.)
  - Lifestyle of the soldiers
  - More about the Plains Indians
  - More of what I learned this time
  - The Native American perspective
  - What their food tasted like

### Figure 46: Visitor groups interested in learning on future visit

<table>
<thead>
<tr>
<th>Interested in learning?</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>96%</td>
</tr>
<tr>
<td>No</td>
<td>4%</td>
</tr>
</tbody>
</table>

| N=244 visitor groups |

### Figure 47: Topics visitor groups were interested in learning about on future visit

<table>
<thead>
<tr>
<th>Topic</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural interactions among soldiers &amp; civilians</td>
<td>75%</td>
</tr>
<tr>
<td>Influence of the plains environment</td>
<td>74%</td>
</tr>
<tr>
<td>How Plains Indians culture were altered</td>
<td>74%</td>
</tr>
<tr>
<td>Role of Santa Fe Trail</td>
<td>71%</td>
</tr>
<tr>
<td>How the government established authority</td>
<td>63%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
</tr>
</tbody>
</table>

*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, Attributes and Resources

## Visitor services and facilities used

**Question 18a**
Please indicate all visitor services and facilities that you or your personal group used at Fort Larned NHS during this visit.

**Results**
- As shown in Figure 48, the most commonly used visitor services and facilities were:
  - 79% Restrooms
  - 76% Visitor center exhibits
  - 72% Park brochure/map

- The least used service/facility was:
  - 4% Nature trail

**Figure 48: Visitor services and facilities used**

*N=228 visitor groups**

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restrooms</td>
<td>79%</td>
</tr>
<tr>
<td>Visitor center exhibits</td>
<td>76%</td>
</tr>
<tr>
<td>Park brochure/map</td>
<td>72%</td>
</tr>
<tr>
<td>Assistance from park staff</td>
<td>72%</td>
</tr>
<tr>
<td>Information signs</td>
<td>61%</td>
</tr>
<tr>
<td>Bookstore sales items</td>
<td>50%</td>
</tr>
<tr>
<td>Videos/films</td>
<td>43%</td>
</tr>
<tr>
<td>Directional signs</td>
<td>42%</td>
</tr>
<tr>
<td>Living history demonstrations</td>
<td>33%</td>
</tr>
<tr>
<td>Outdoor exhibits</td>
<td>32%</td>
</tr>
<tr>
<td>Park website</td>
<td>18%</td>
</tr>
<tr>
<td>Ranger-led programs</td>
<td>12%</td>
</tr>
<tr>
<td>Access for people with disabilities</td>
<td>8%</td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td>7%</td>
</tr>
<tr>
<td>Nature trail</td>
<td>4%</td>
</tr>
</tbody>
</table>

*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 18b

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

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

Results

- Figure 49 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 and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  
  98% Restrooms
  93% Outdoor exhibits
  92% Park website

- Figures 50 to 64 show the importance ratings for each service and facility.

- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:
  
  3% Bookstore sales items

*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: Importance of access for people with disabilities

Figure 51: Importance of bookstore sales items

Figure 52: Importance of assistance from park staff

Figure 53: Importance of directional signs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 54: Importance of information signs

Figure 55: Importance of Junior Ranger program

Figure 56: Importance of living history demonstrations

Figure 57: Importance of outdoor exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 58: Importance of park brochure/map

Figure 59: Importance of park website: [www.nps.gov/fols](http://www.nps.gov/fols) (used before or during visit)

Figure 60: Importance of ranger-led programs

Figure 61: Importance of restrooms

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 62: Importance of videos/films

Figure 63: Importance of nature trail

Figure 64: Importance of visitor center exhibits

*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 18c
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 65 shows the combined proportions of "very good" and "good" quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The services and facilities that received the highest combined proportions of "very good" and "good" quality ratings were:
  - 97% Living history demonstrations
  - 96% Assistance from park staff
  - 95% Restrooms

- Figures 66 to 80 show the quality ratings for each service/facility.

- The services/facilities receiving the highest "very poor" quality rating that were rated by 30 or more visitor groups were:
  - 2% Information signs
  - 2% Directional signs

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 66: Quality of access for people with disabilities

Figure 67: Quality of bookstore sales items

Figure 68: Quality of assistance from park staff

Figure 69: Quality of directional signs

N=18 visitor groups*

N=104 visitor groups*

N=150 visitor groups*

N=88 visitor groups*

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 70: Quality of information signs

Figure 71: Quality of Junior Ranger program

Figure 72: Quality of living history demonstrations

Figure 73: Quality of outdoor exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Figure 74: Quality of park brochure/map**

- **Very good**: 69%
- **Good**: 20%
- **Average**: 9%
- **Poor**: 2%
- **Very poor**: 0%

**Figure 75: Quality of park website: [www.nps.gov/fols](http://www.nps.gov/fols) (used before or during visit)**

- **Very good**: 54%
- **Good**: 40%
- **Average**: 6%
- **Poor**: 0%
- **Very poor**: 0%

**Figure 76: Quality of ranger-led programs**

- **Very good**: 75%
- **Good**: 13%
- **Average**: 13%
- **Poor**: 0%
- **Very poor**: 0%

**Figure 77: Quality of restrooms**

- **Very good**: 69%
- **Good**: 26%
- **Average**: 6%
- **Poor**: 0%
- **Very poor**: 0%

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 78: Quality of videos/films

Figure 79: Quality of nature trail

Figure 80: Quality of visitor center exhibits

*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 81 and 82 show the mean scores of importance and quality ratings for all services and facilities that were rated by 30 or more visitor groups.

- All visitor services and facilities were rated above average.

Figure 81: Mean scores of importance and quality ratings for visitor services/facilities

Figure 82: Detail of Figure 81

*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 services/facilities at places visited

Question 13b
For each place that you and your personal group visited, please rate the quality of the services/facilities provided.

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

Results

- Figure 83 shows the combined proportions of “very good” and “good” quality ratings for Fort Larned NHS 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:
  
  98% Museum
  97% Hospital
  97% Infantry barracks

- Figures 84 to 97 show the quality ratings for each service/facility.

- The services/facilities receiving the highest “very poor” and “poor” quality ratings that were rated by 30 or more visitor groups were:

  2% Arsenal
  2% Block house
  2% School room

*N=number of visitor groups that rated each service/facility

Figure 83: Combined proportions of “very good" and “good" quality ratings for 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 84: Quality of services/facilities at visitor center

Figure 85: Quality of services/facilities at museum

Figure 86: Quality of services/facilities at commissary

Figure 87: Quality of services/facilities at infantry barracks

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 88: Quality of services/facilities at hospital

Figure 89: Quality of services/facilities at post blacksmith shop

Figure 90: Quality of services/facilities at block house

Figure 91: Quality of services/facilities at school room

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Fort Larned National Historic Site – VSP Visitor Study

May 25 - June 27, 2009

**Figure 92:** Quality of services/facilities at arsenal

**Figure 93:** Quality of services/facilities at picnic area

**Figure 94:** Quality of services/facilities at Santa Fe Trail Ruts Unit

**Figure 95:** Quality of services/facilities at quartermaster warehouse

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 96: Quality of services/facilities at nature trail

Figure 97: Quality of services/facilities at other locations

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 13c
Please explain any ratings of “poor” or “very poor.” (open-ended)

Results - Interpret results with CAUTION!
- Fourteen visitor groups gave explanations of “poor” or “very poor” rating (see Table 12).

Table 11: Explanation of “poor” or “very poor” ratings
N=39 comments;
some visitors made more than one comment.
CAUTION!

<table>
<thead>
<tr>
<th>Explanation</th>
<th>Location</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inadequate signs</td>
<td>Arsenal</td>
<td>2</td>
</tr>
<tr>
<td>Block house</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Commissary</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Santa Fe Trail Ruts Unit</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>School room</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Quartermaster warehouse</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Infantry barracks</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Cemetery</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Hospital</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Items should be identified</td>
<td>Arsenal</td>
<td>1</td>
</tr>
<tr>
<td>Quartermaster warehouse</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Ignored by staff</td>
<td>Visitor center</td>
<td>1</td>
</tr>
<tr>
<td>Museum</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Commissary</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Infantry barracks</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Hospital</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Post blacksmith shop</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>School room</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Arsenal</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Quartermaster warehouse</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Orientation film outdated</td>
<td>Museum</td>
<td>1</td>
</tr>
<tr>
<td>Poor flow of exhibits</td>
<td>Museum</td>
<td>1</td>
</tr>
<tr>
<td>No information provided/unaware</td>
<td>Santa Fe Trail Ruts Unit</td>
<td>3</td>
</tr>
<tr>
<td>Nature trail</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Picnic area</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>School had too new of things</td>
<td>School room</td>
<td>1</td>
</tr>
<tr>
<td>The rocks are difficult for wheelchairs</td>
<td>Paths</td>
<td>1</td>
</tr>
<tr>
<td>Weedy</td>
<td>Santa Fe Trail Ruts Unit</td>
<td>1</td>
</tr>
<tr>
<td>Weren't able to see or go inside; need informational plaques</td>
<td>Officer's residence</td>
<td>1</td>
</tr>
<tr>
<td>Would have liked to see into jail pit</td>
<td>Unknown location</td>
<td>1</td>
</tr>
</tbody>
</table>

*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

Question 15

It is the National Park Service’s responsibility to protect Fort Larned NHS’s natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to you and your personal group?

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

Results

- As shown in Figure 98, the highest combined proportions of “extremely important” and “very important” ratings were:
  - 96% Historic sites and buildings
  - 95% Repair of historical structures
  - 86% Clean water
  - 85% Clean air (visibility)

- The resource/attribute that received the highest “not important” rating was:
  - 15% Recreational opportunities

- Table 12 shows the importance ratings of park resources/attributes.

Figure 98: Combined proportions of “extremely important” and “very important” ratings of park 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 12: Visitor ratings of importance of protecting park resources/attributes

N=number of visitor groups that rated each resource/attribute

<table>
<thead>
<tr>
<th>Resource/attribute</th>
<th>N</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Somewhat important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean air (visibility)</td>
<td>249</td>
<td>2</td>
<td>4</td>
<td>10</td>
<td>42</td>
<td>43</td>
</tr>
<tr>
<td>Clean water</td>
<td>251</td>
<td>1</td>
<td>2</td>
<td>11</td>
<td>36</td>
<td>50</td>
</tr>
<tr>
<td>Clear night sky</td>
<td>242</td>
<td>9</td>
<td>8</td>
<td>21</td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>248</td>
<td>1</td>
<td>2</td>
<td>17</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Historic sites and buildings</td>
<td>253</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>24</td>
<td>72</td>
</tr>
<tr>
<td>Native plants</td>
<td>246</td>
<td>1</td>
<td>7</td>
<td>26</td>
<td>35</td>
<td>30</td>
</tr>
<tr>
<td>Native wildlife</td>
<td>247</td>
<td>2</td>
<td>5</td>
<td>21</td>
<td>37</td>
<td>34</td>
</tr>
<tr>
<td>Repair/maintenance of historical structures</td>
<td>249</td>
<td>&lt;1</td>
<td>1</td>
<td>3</td>
<td>31</td>
<td>64</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>247</td>
<td>4</td>
<td>4</td>
<td>23</td>
<td>38</td>
<td>32</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>245</td>
<td>15</td>
<td>20</td>
<td>36</td>
<td>18</td>
<td>11</td>
</tr>
<tr>
<td>Historical scenic views</td>
<td>251</td>
<td>&lt;1</td>
<td>3</td>
<td>14</td>
<td>39</td>
<td>44</td>
</tr>
<tr>
<td>Natural scenic views</td>
<td>247</td>
<td>1</td>
<td>5</td>
<td>21</td>
<td>38</td>
<td>34</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Personal interaction with park employees

Question 12a
During this visit to Fort Larned NHS, did you and your personal group have any personal interaction with park employees outside a ranger-led program?

Results
- 92% of visitor groups had a personal interaction with a park employee outside of a ranger-led program (see Figure 99).

Question 12b
If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park employee.

Results
- Figure 100 shows the combined proportions of “very good” and “good” quality ratings of interaction with park employees.
- The element that received the highest combined proportions of “very good” and “good” was:
  - 100% Courteousness
- Figures 101 to 103 show visitor ratings for different elements of their interaction with park employees.
- No elements received a rating of “very poor” or “poor.”

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Fort Larned National Historic Site – VSP Visitor Study
May 25 - June 27, 2009

Figure 101: Quality of interaction with park employee: Helpfulness

Figure 102: Quality of interaction with park employee: Courteousness

Figure 103: Quality of interaction with park employee: Information provided

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Expenditures

Total expenditures inside and outside the park

Question 17
For you and your personal group, please estimate all expenditures for the items listed below for this visit to Fort Larned NHS (within 60 miles).

Results
- 46% of visitor groups spent $1-$100 (see Figure 104).
- 37% spent between $101 and $300.
- The average visitor group expenditure was $172.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $100.
- Average total expenditure per person (per capita) was $72.
- As shown in Figure 105, the largest proportions of total expenditures inside and outside the park were:
  - 32% Lodges, hotels, motels, cabins, B&B, etc.
  - 19% Restaurants and bars
  - 17% Gas and oil

*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 adults covered by expenditures**

**Question 17c**
How many adults (18 years or older) do these expenses cover?

**Results**
- 66% of visitor groups had two adults covered by expenditures (see Figure 106).
- 18% had one adult.
- 16% had three or more adults.

![Figure 106: Number of adults covered by expenditures](image)

**Number of children covered by expenditures**

**Question 17c**
How many children (under 18 years) do these expenses cover?

**Results**
- 74% of visitor groups did not have any children covered by expenditures (see Figure 107).
- 11% had one child.

![Figure 107: Number of children covered by expenditures](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer*
Expenditures inside the park

Question 17a
Please list your group’s total expenditures inside Fort Larned NHS.

Note: Surrounding area residents should only include expenditures that were just for this trip to Fort Larned NHS.

Results
- 31% of visitor groups did not spend any money inside the park (see Figure 108).
- 27% spent $1-$10 inside the park.
- The average visitor group expenditure inside the park was $13.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was $8.
- Average total expenditure per person (per capita) was $8.
- As shown in Figure 109, the largest proportion of total expenditures inside the park was:
  - 77% All other purchases

Figure 108: Total expenditures inside the park

Figure 109: Proportions of total expenditures inside the park

*N=129 visitor groups

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
All other purchases (souvenirs, books, sporting goods, clothing, etc.)

- 48% of visitor groups spent $1-$25 on all other purchases inside the park (see Figure 110).
- 40% did not spend any money on all other purchases.

Donations

- 47% of visitor groups did not donate any money inside the park (see Figure 111).
- 36% donated $1-$5.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Expenditures outside the park

Question 17b
Please list your group’s total expenditures in the area outside the park (within 60 miles of the park).

Note: Area residents should only include expenditures that were directly related to this trip to Fort Larned NHS.

Results
- 44% of visitor groups spent $1-$100 (see Figure 112).
- 37% spent between $101 and $300.
- 11% spent over $300.
- The average visitor group expenditure outside the park was $169.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was $100.
- Average total expenditure per person (per capita) was $77.
- As shown in Figure 113, the largest proportions of total expenditures outside the park were:
  - 34% Lodges, hotels, motels, cabins, B&B, etc.
  - 20% Restaurants and bars
  - 18% Gas and oil

Figure 112: Total expenditures outside the park

Figure 113: Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Fort Larned National Historic Site – VSP Visitor Study

May 25 - June 27, 2009

Lodges, hotels, motels, cabins, B&B, etc.

- 45% of visitor groups did not spend any money on lodging outside the park (see Figure 114).
- 35% spent $1-$100.

Figure 114: Expenditures for lodging outside the park

Camping fees and charges

- 84% of visitor groups did not spend any money on camping fees and charges outside the park (see Figure 115).
- 9% spent $1-$25.

Figure 115: Expenditures for camping fees and charges outside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Guide fees and charges

- 92% of visitor groups did not spend any money on guide fees and charges outside the park (see Figure 116).
- 6% spent $1-25.

Restaurants and bars

- 34% of visitor groups spent $1-$25 on restaurants and bars outside the park (see Figure 117).
- 26% spent $26-$50.
- 25% spent no money.

Groceries and takeout food

- 51% of visitor groups did not spend any money on groceries and takeout food outside the park (see Figure 118).
- 36% spent $1-$25.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Gas and oil (auto, RV, boat, etc.)

- 41% of visitor groups spent $26-$50 on gas and oil outside the park (see Figure 119).
- 25% spent $1-25.

<table>
<thead>
<tr>
<th>Amount spent</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>$51 and up</td>
<td>15%</td>
</tr>
<tr>
<td>$26-50</td>
<td>41%</td>
</tr>
<tr>
<td>$1-25</td>
<td>25%</td>
</tr>
<tr>
<td>Spent no money</td>
<td>19%</td>
</tr>
</tbody>
</table>

Figure 119: Expenditures for gas and oil outside the park

Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)

- 95% of visitor groups did not spend any money on other transportation expenses outside the park (see Figure 120).

<table>
<thead>
<tr>
<th>Amount spent</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>$26 and up</td>
<td>4%</td>
</tr>
<tr>
<td>$1-25</td>
<td>1%</td>
</tr>
<tr>
<td>Spent no money</td>
<td>95%</td>
</tr>
</tbody>
</table>

Figure 120: Expenditures for other transportation expenses outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Admission, recreation, entertainment fees
- 70% of visitor groups did not spend any money on admission, recreation, and entertainment fees outside the park (see Figure 121).
- 20% spent $1-$25.

Figure 121: Expenditures for admission, recreation, and entertainment fees outside the park

All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)
- 53% of visitor groups did not spend any money on other purchases outside the park (see Figure 122).
- 29% spent $1-$25.

Figure 122: Expenditures for all other purchases outside the park

Donations
- 74% of visitor groups did not donate any money outside the park (see Figure 123).
- 23% spent $1-$25.

Figure 123: Expenditures for donations outside the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Question 20**
Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Fort Larned NHS during this visit?

**Results**
- 96% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 124).
- Fewer than 1% rated the quality as “very poor” or “poor.”

Figure 124: Overall quality rating of 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*
Visitor Comments

National significance of park

Question 19
Fort Larned NHS was established because of its significance to the nation. In your opinion, what is the national significance of the park? (open-ended)

Results
- 73% of visitor groups (N=191) responded to this question.
- Table 13 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 13: National significance of park
N=224 comments; some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>General historical significance</td>
<td>25</td>
</tr>
<tr>
<td>Representation/example of time period</td>
<td>17</td>
</tr>
<tr>
<td>Historical preservation</td>
<td>18</td>
</tr>
<tr>
<td>Historic significance of westward expansion</td>
<td>16</td>
</tr>
<tr>
<td>Historic importance to nation and to the west</td>
<td>15</td>
</tr>
<tr>
<td>Education for children and future generations</td>
<td>11</td>
</tr>
<tr>
<td>Education about western expansion-establishment</td>
<td>10</td>
</tr>
<tr>
<td>Fort's role in protection of pioneers/settlers</td>
<td>10</td>
</tr>
<tr>
<td>History of Santa Fe Trail</td>
<td>10</td>
</tr>
<tr>
<td>National heritage</td>
<td>8</td>
</tr>
<tr>
<td>Negative impact on American Indians</td>
<td>8</td>
</tr>
<tr>
<td>Protect/preserve Santa Fe Trail</td>
<td>8</td>
</tr>
<tr>
<td>Show role/importance of military</td>
<td>8</td>
</tr>
<tr>
<td>To remember history/keep history alive</td>
<td>8</td>
</tr>
<tr>
<td>Teach/preserve history of Kansas</td>
<td>6</td>
</tr>
<tr>
<td>One of the nicest, most well-kept forts</td>
<td>5</td>
</tr>
<tr>
<td>Protect historic buildings</td>
<td>5</td>
</tr>
<tr>
<td>Educational opportunity</td>
<td>4</td>
</tr>
<tr>
<td>Relationships between whites and American Indians</td>
<td>4</td>
</tr>
<tr>
<td>Very significant</td>
<td>4</td>
</tr>
<tr>
<td>Represents strength of pioneers/struggle to survive</td>
<td>3</td>
</tr>
<tr>
<td>Significance of American Indians</td>
<td>3</td>
</tr>
<tr>
<td>Conflicts with American Indians</td>
<td>2</td>
</tr>
<tr>
<td>Historic significance to soldiers and their families</td>
<td>2</td>
</tr>
<tr>
<td>Preservation for future</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>12</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Planning for the future

Question 27
If you were a manager planning for the future of Fort Larned NHS, what would you and your personal group propose? (open-ended)

Results
- 52% of visitor groups (N=135) 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.

Table 14: Planning for the future
N=198 comments; some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL</strong></td>
<td></td>
</tr>
<tr>
<td>Comment</td>
<td>1</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>More living history demonstrations</td>
<td>19</td>
</tr>
<tr>
<td>Have more informational signs</td>
<td>14</td>
</tr>
<tr>
<td>Provide more ranger-led programs</td>
<td>8</td>
</tr>
<tr>
<td>Update film</td>
<td>6</td>
</tr>
<tr>
<td>Have reenactments</td>
<td>5</td>
</tr>
<tr>
<td>Add audio/visual components to the exhibits</td>
<td>4</td>
</tr>
<tr>
<td>More information for self-guided tour</td>
<td>3</td>
</tr>
<tr>
<td>Add ambient sounds at the site</td>
<td>2</td>
</tr>
<tr>
<td>Add more exhibits</td>
<td>2</td>
</tr>
<tr>
<td>Give out more information about the fort</td>
<td>2</td>
</tr>
<tr>
<td>More emphasis on Santa Fe Trail</td>
<td>2</td>
</tr>
<tr>
<td>Provide audio tour</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>23</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Restore buildings</td>
<td>8</td>
</tr>
<tr>
<td>Keep up maintaining the site</td>
<td>7</td>
</tr>
<tr>
<td>Continue building maintenance</td>
<td>4</td>
</tr>
<tr>
<td>Better direction from the parking lot to visitor center</td>
<td>2</td>
</tr>
<tr>
<td>Better signage for wagon ruts</td>
<td>2</td>
</tr>
<tr>
<td>Put out more benches</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>7</td>
</tr>
<tr>
<td><strong>POLICIES/MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Keep it as it is</td>
<td>14</td>
</tr>
<tr>
<td>Advertise the site more</td>
<td>9</td>
</tr>
</tbody>
</table>
Table 14: Planning for the future  
(continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POLICIES/MANAGEMENT</strong> (continued)</td>
<td></td>
</tr>
<tr>
<td>Open the commanding officer's house</td>
<td>4</td>
</tr>
<tr>
<td>Open all buildings</td>
<td>3</td>
</tr>
<tr>
<td>Improve accessibility</td>
<td>2</td>
</tr>
<tr>
<td>Keep the park staffed</td>
<td>2</td>
</tr>
<tr>
<td>Keep the surrounding area open</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>12</td>
</tr>
<tr>
<td><strong>CONCESSION SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Have a settler's wagon ride for recreation</td>
<td>3</td>
</tr>
<tr>
<td>Serve or have samples of authentic food</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>2</td>
</tr>
<tr>
<td><strong>GENERAL COMMENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Keep up the good work</td>
<td>6</td>
</tr>
<tr>
<td>Other comments</td>
<td>4</td>
</tr>
</tbody>
</table>
Additional comments

Question 28
Is there anything else you and your personal group would like to tell us about your visit to Fort Larned NHS? (open-ended)

Results
- 54% of visitor groups (N=140) 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: Additional comments
N=252 comments;
some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONNEL</td>
<td></td>
</tr>
<tr>
<td>The staff was accommodating</td>
<td>9</td>
</tr>
<tr>
<td>The staff was friendly</td>
<td>3</td>
</tr>
<tr>
<td>Volunteers were great</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
<tr>
<td>INTERPRETIVE SERVICES</td>
<td></td>
</tr>
<tr>
<td>Blacksmith was great/enjoyed demonstration</td>
<td>9</td>
</tr>
<tr>
<td>Educational experience</td>
<td>7</td>
</tr>
<tr>
<td>Exhibits were good quality</td>
<td>7</td>
</tr>
<tr>
<td>Need more informational signs</td>
<td>5</td>
</tr>
<tr>
<td>Reenactments were great</td>
<td>4</td>
</tr>
<tr>
<td>Memorial Day weekend activities were great</td>
<td>3</td>
</tr>
<tr>
<td>Need more information on wagon ruts</td>
<td>3</td>
</tr>
<tr>
<td>Bookstore needs more variety</td>
<td>3</td>
</tr>
<tr>
<td>Enjoyed historic exhibits</td>
<td>2</td>
</tr>
<tr>
<td>Need more information about American Indians</td>
<td>2</td>
</tr>
<tr>
<td>Bookstore was good</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>26</td>
</tr>
<tr>
<td>FACILITIES/MAINTENANCE</td>
<td></td>
</tr>
<tr>
<td>Facility is well-maintained</td>
<td>15</td>
</tr>
<tr>
<td>Location/view helped set the scene</td>
<td>3</td>
</tr>
<tr>
<td>Restoration is excellent</td>
<td>3</td>
</tr>
<tr>
<td>Facility is excellent</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>9</td>
</tr>
<tr>
<td>POLICIES/MANAGEMENT</td>
<td></td>
</tr>
<tr>
<td>Advertise more</td>
<td>4</td>
</tr>
<tr>
<td>Didn't like the survey/survey questions</td>
<td>3</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
</tbody>
</table>
Table 15: Additional comments  
(continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENERAL COMMENTS</strong></td>
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</tr>
<tr>
<td>Enjoyed visit</td>
<td>37</td>
</tr>
<tr>
<td>It was a great experience</td>
<td>15</td>
</tr>
<tr>
<td>Plan to return</td>
<td>10</td>
</tr>
<tr>
<td>Thank you</td>
<td>7</td>
</tr>
<tr>
<td>Visit was informative/interesting</td>
<td>5</td>
</tr>
<tr>
<td>The best/one of the best NPS sites</td>
<td>6</td>
</tr>
<tr>
<td>Beautiful site</td>
<td>5</td>
</tr>
<tr>
<td>Needed more time to see the site</td>
<td>3</td>
</tr>
<tr>
<td>A good family time</td>
<td>2</td>
</tr>
<tr>
<td>A great national park</td>
<td>2</td>
</tr>
<tr>
<td>A hidden treasure</td>
<td>2</td>
</tr>
<tr>
<td>Enjoyed authenticity</td>
<td>2</td>
</tr>
<tr>
<td>Hospital was a favorite</td>
<td>2</td>
</tr>
<tr>
<td>Peaceful site</td>
<td>2</td>
</tr>
<tr>
<td>Plan to bring grandchildren</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>12</td>
</tr>
</tbody>
</table>
APPENDICES

Appendix 1: The Questionnaire
Fort Larned
National Historic Site

Visitor Study
May - June 2009

Dear Visitor:

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

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

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

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

We appreciate your help.

Sincerely,

Kevin McMurry
Superintendent
Your Visit To Fort Larned National Historic Site

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

1. How did you and your personal group first learn about the existence of Fort Larned? Please mark (X) all that apply.
   O Friends/relatives/word of mouth
   O Television or radio programs
   O History books/clubs
   O Travel guides/tour books (such as AAA, etc.)
   O Brochure in Tourism Information Center
   O Kansas Highway Department Magazine
   O Newspaper/magazine articles (other than Kansas Highway Department)
   O Personal research/study in western frontier history
   O Personal research/study in Native American history/culture
   O Saw signs on highway
   O Heard message on Highway Travelers Information Station
      Please specify where ___________________________
   O Other (Please specify) __________________________

2. Prior to your visit, had you and your personal group ever heard of the following groups? Please mark (X) one.
   O Santa Fe Trail Center
     O Yes  O No
   O Santa Fe Trail Association
     O Yes  O No

3. How did your visit to Fort Larned National Historic Site (NHS) fit into your and your personal group’s travel plans? Please mark (X) one.
   O Fort Larned NHS was primary destination
   O Fort Larned NHS was one of several destinations
   O Fort Larned NHS was not a planned destination

4. Prior to your visit, were you and your personal group aware that Fort Larned NHS is a unit of the National Park System? Please mark (X) one.
   O Yes  O No

5. a) Prior to your visit, how did you and your personal group obtain information about Fort Larned NHS? Please mark (X) all that apply in column (a).
   b) If you were to visit Fort Larned NHS in the future, how would you and your personal group prefer to obtain information about the park? Please mark (X) all that apply in column (b).

   a) Prior to this visit
   O Did not obtain information prior to visit ➔ Go to part b of this question
   O Previous visits
   O Friends/relatives/word of mouth
   O Travel guides/tour books (such as AAA, etc.)
   O Maps/brochures
   O Newspaper/magazine articles
   O E-mail/telephone/written inquiry to park
   O Television/radio programs/videos
   O Fort Larned NHS website: www.nps.gov/fols
   O Other websites
   O School class/program
   O Local businesses (hotels/motels/restaurants, etc.)
   O Chamber of commerce/visitors bureau/state welcome center
   O Other (Please specify below) __________________________

   b) Prior to future visits
   O Fort Larned NHS was primary destination
   O Fort Larned NHS was one of several destinations
   O Fort Larned NHS was not a planned destination

   c) 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?
      O No  O Yes ➔ Go to Question 6

   d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.
6. On this trip, what was the primary reason that you and your personal group came to the Fort Larned NHS area? Please mark (•) one.
   - ☑ Resident of the area (within 60 miles of the park) ➔ Go to Question 7
   - ☑ Visit Fort Larned NHS
   - ☑ Visit other attractions in the area
   - ☑ Visit friends/relatives in the area
   - ☑ Business
   - ☑ Other (Please specify) __________________________

7. a) On this trip, did you and your personal group stay overnight away from your permanent residence in the Fort Larned NHS area (within 60 miles of the park)?
   - ☑ Yes  ☑ No ➔ Go to Question 8

b) If YES, please list the number of nights you and your personal group stayed in the Fort Larned NHS area.
   Number of nights within 60 miles of the park

   c) In which types of lodging did you and your personal group spend the night(s) in the area outside the park (within 60 miles of the park)? Please mark (•) all that apply.
   - ☑ Lodges, hotels, vacation rentals, B&B, etc.
   - ☑ RV/trailer camping
   - ☑ Tent camping in developed campground
   - ☑ Personal seasonal residence
   - ☑ Residence of friends or relatives
   - ☑ Other (Please specify) __________________________

8. a) In what town/city did you and your personal group stay on the night before your arrival at Fort Larned NHS? If you stayed at home, please write the name of the city/town and state where you live.

   Nearest city/town __________________________ State __________________________

b) In what town/city did you and your group stay on the night after your departure from Fort Larned NHS? If you stayed at home, please write the name of the city/town and state where you live.

   Nearest city/town __________________________ State __________________________

9. On this visit, which forms of transportation did you and your personal group use to travel between your overnight accommodations or home and Fort Larned NHS? Please mark (•) all that apply.
   - ☑ Private vehicle (car, SUV, pickup, RV, etc.)
   - ☑ Rental vehicle
   - ☑ Tour/school bus
   - ☑ Bicycle
   - ☑ Taxi/limousine
   - ☑ Motorcycle
   - ☑ On foot
   - ☑ Other (Please specify) __________________________

10. a) On this visit, which activities did you and your personal group participate in within Fort Larned NHS? Please mark (•) all that apply in column (a).

b) If you were to visit the park in the future, in which activities would you and your personal group prefer to participate? Please mark (•) all that apply in column (b).

   a) Activities on this visit
   - ☑ Self-guided tour of historic buildings
   - ☑ Attending living history demonstrations
   - ☑ Attending ranger-led talks/programs
   - ☑ Conducting genealogical research
   - ☑ Creative arts (photography/drawing/painting/writing)
   - ☑ Enjoying solitude/quiet
   - ☑ General sightseeing
   - ☑ Nature study (birdwatching/wildlife viewing/stargazing)
   - ☑ Picnicking
   - ☑ Visiting museum
   - ☑ Visiting research library
   - ☑ Visiting Santa Fe Trail Ruts Unit
   - ☑ Walking/hiking
   - ☑ Other (Please specify below)

   Future visit

This visit __________________________________ Future visit __________________________
c) Which one of the above activities was the primary reason you and your personal group visited Fort Larned NHS on this visit? Please list only one.

11. a) On this visit to Fort Larned NHS, did anyone in your personal group participate in any of the ranger-led talks/programs?

- No
- Yes → Go to part c of this question

b) If NO, what prevented you and your personal group from participating in ranger-led talks/programs? Please mark (*) all that apply.

- Not interested
- Did not have time for this activity
- Were not aware of any ranger-led talks/programs offered at park
- Not enough programs offered
- Other (Please specify)


c) On a future visit, would you and your personal group be interested in attending ranger-led programs at Fort Larned NHS?

- Yes, likely
- No, unlikely
- Not sure

d) If YES, what length of program would you and your personal group be most likely to attend? Please mark (*) only one.

- Under 1/2 hour
- 1/2 - 1 hour
- 1 - 2 hours

12. a) During this visit to Fort Larned NHS, did you and your personal group have any personal interaction with park employees outside a ranger-led program?

- Yes → Go to Question 13
- No

b) If YES, on a scale from 1 to 5, please rate the quality of your interaction with the park employee. Please mark (*) one response for each item.

<table>
<thead>
<tr>
<th>Helpfulness</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Courteousness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of information provided</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. a) On this visit to Fort Larned NHS, which park sites did you and your personal group visit? Please mark (*) all that apply in column (a).

b) For each place that you and your personal group visited, please rate the quality of the services/facilities provided. Mark (*) one answer for each location.

<table>
<thead>
<tr>
<th>a) Location visited</th>
<th>b) Quality of service/facility provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor center</td>
<td>Very poor</td>
</tr>
<tr>
<td>Museum</td>
<td></td>
</tr>
<tr>
<td>Commissary</td>
<td></td>
</tr>
<tr>
<td>Infantry barracks</td>
<td></td>
</tr>
<tr>
<td>Hospital</td>
<td></td>
</tr>
<tr>
<td>Post blacksmith shop</td>
<td></td>
</tr>
<tr>
<td>Block house</td>
<td></td>
</tr>
<tr>
<td>Hospital</td>
<td></td>
</tr>
<tr>
<td>School room</td>
<td></td>
</tr>
<tr>
<td>Arsenal</td>
<td></td>
</tr>
<tr>
<td>Picnic area</td>
<td></td>
</tr>
<tr>
<td>Santa Fe Trail Ruts Unit</td>
<td></td>
</tr>
<tr>
<td>Quartermaster warehouse</td>
<td></td>
</tr>
<tr>
<td>Nature trail</td>
<td></td>
</tr>
<tr>
<td>Other (Please specify)</td>
<td></td>
</tr>
</tbody>
</table>

14. a) On this visit, did you and your personal group visit Fort Larned NHS on more than one day?

- Yes
- No

b) How many hours in total did you and your personal group spend visiting Fort Larned NHS?

______ Total number of hours (Please list the partial hours as 1/4, 1/2, 3/4.)
15. It is the National Park Service's responsibility to protect Fort Larned NHS's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to you and your personal group? Please mark (•) one answer for each resource/attribute.

<table>
<thead>
<tr>
<th>Resource/attribute</th>
<th>Not important</th>
<th>Somewhat important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean air (visibility)</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Clean water</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Clear night sky</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Historic sites and buildings</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Native plants</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Native wildlife</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Repair/maintenance of historical structures</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
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<tr>
<td>Historical scenic views</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Natural scenic views</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

16. a) In which communities did you and your personal group obtain support services (e.g., information, gas, food, lodging) for this visit to Fort Larned NHS? Please mark (•) all that apply.
   O None ➔ Go to Question 17
   O Larned O Hays O Hutchinson
   O Great Bend O Dodge City O Salina
   O Garden City O Other (Please specify) ______________________

b) Were you and your personal group able to obtain all of the services that you needed in these communities?
   O No
   O Yes ➔ Go to Question 17

17. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Fort Larned NHS area (within 60 miles of the park). Please write "0" if no money was spent in a particular category.
   a) Please list your group's total expenditures inside Fort Larned NHS.
   b) Please list your group's total expenditures in the area outside the park (within 60 miles of the park).

**EXPERDITURES**

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

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

   Please write "0" if no children were covered by the expenditures.
18. a) Please mark (●) all the visitor services and facilities that you or your personal group used at Fort Larned NHS during this visit.
b) Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1-5.
c) Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

<table>
<thead>
<tr>
<th>a) Visitor services/facilities used</th>
<th>b) If used, how important?</th>
<th>c) If used, what quality?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access for people with disabilities</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td>Bookstore sales items (selection, price, etc.)</td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td>Assistance from park staff</td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td>Directional signs</td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td>Information signs</td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Living history demonstrations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoor exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park brochure/map</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park website: <a href="http://www.nps.gov/fols">www.nps.gov/fols</a> used before or during visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ranger-led programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restrooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Videos/films</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature trail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor center exhibits</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

19. Fort Larned NHS was established because of its significance to the nation. In your opinion, what is the national significance of the park?

20. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Fort Larned NHS during this visit? Please mark (●) one.

- Very poor
- Poor
- Average
- Good
- Very good

21. a) During this visit to Fort Larned NHS, which topics did you and your personal group learn about through exhibits, ranger-led programs, brochures, etc.? Please mark (●) all that apply in column (a).
b) If you were to visit Fort Larned NHS in the future, which topics would you and your personal group like to learn (or learn more) about? Please mark (●) all that apply in column (b).

<table>
<thead>
<tr>
<th>a) This visit</th>
<th>b) Future visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not interested in learning on a future visit</td>
<td>Role of Santa Fe Trail in trading, travel, commerce and cultural exchange across the American West</td>
</tr>
<tr>
<td>How the U.S. government established its authority and control and extended its influence through Fort Larned and other military posts</td>
<td>How the Plains Indians culture and lifestyle were irreversibly altered by encroaching non-native people</td>
</tr>
<tr>
<td>Cultural interactions at Fort Larned and along the Santa Fe Trail among soldiers and civilians from a variety of ethnic and racial backgrounds</td>
<td>Influence of the plains environment on its inhabitants, and how they altered the plains</td>
</tr>
<tr>
<td>Other (Please specify)</td>
<td></td>
</tr>
</tbody>
</table>

22. On this visit, were you and your personal group part of the following types of organized groups?

- Commercial guided tour group
- School/educational group
- Historical society/club
- Automobile (car/motorcycle) club
- Other (scouts, work, church)

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

______ Number of people in organized group
23. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?
   O Alone   O Friends
   O Family   O Family and friends
   O Other (Please specify)________________________

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

   c) On this visit, how many vehicles did you and your personal group use to arrive at the park?
   _______ Number of vehicles

   d) On this trip, how many times did you and your personal group enter the park?
   _______ Number of times entered

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

   a) Current age
   _______

   b) U.S. ZIP code or name of country other than U.S.
   _______

   c & d) Number of visits to Fort Larned NHS (including this visit)
   _______ Last 12 months
   _______ Lifetime

   Yourself
   Member #2
   Member #3
   Member #4
   Member #5
   Member #6
   Member #7

25. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?
   O Yes   O No ➔ Go on to Question 26

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

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

   Yes, Hispanic or Latino
   No, not Hispanic or Latino

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

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

27. If you were a manager planning for the future of Fort Larned NHS what would you and your personal group propose?

   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

28. Is there anything else you and your personal group would like to tell us about your visit to Fort Larned NHS?

   ________________________________________________________________
   ________________________________________________________________
   ________________________________________________________________

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.
Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors’ ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups’ rating of the overall quality of their park experience, and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

For more information please contact:

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Appendix 3: Decision Rules for Checking Nonresponse Bias

Nonresponse bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Filion 1976; Dey 1997). Since nonresponse bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low nonresponse bias. Researchers have suggested different methods to detect nonresponse bias. The most common variables used to detect nonresponse bias are demographic variables. Some researchers such as Van Kenhove (2002), Groves (2000) also suggest that saliency of topic has an effect on response rate. In this visitor study, visitors’ satisfaction (overall quality rating) could be considered as one of the salient factors as the VSP aims to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking nonresponse bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

Respondents were categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the 1st replacement is mailed, the second wave is between 1st and 2nd replacement, and the third wave contains surveys received after the 2nd replacement. Analysis of variance was used to detect differences in visitor ages, number of lifetime visits, distance traveled to the park, and overall quality rating scores among different mailing waves. If the p-value is greater than 0.05, the difference is judged to be insignificant.

Therefore, the hypotheses for checking nonresponse bias are:

1. Respondents of different mailing waves have the same average age.
2. On average respondents of different mailing waves have the same number of lifetime visits to the park.
3. On average respondents of different mailing waves traveled the same distance to the park.
4. Respondents of different mailing waves have the same average satisfaction scores.

Table 3 shows no significant difference in any of these variables. This indicates that the results were not biased toward any group of visitors. Therefore, nonresponse bias is judged to be insignificant.
References
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. All studies were conducted in summer unless otherwise noted.

1982

1983
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.

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
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
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

84
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)
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 & Preserve (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
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 NHS
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
199. Everglades National Park (winter and spring)
200. Horseshoe Bend National Military Park (spring)
201. Carl Sandburg Home National Historic Site (spring)
202. Fire Island National Seashore resident (spring)
203. Fire Island National Seashore visitor
204. Capitol Reef National Park
205.1 Great Smoky Mountains National Park (summer)
205.2 Great Smoky Mountains National Park (fall)
206. Grand Teton National Park
207. Herbert Hoover National Historic Site
208. City of Rocks National Reserve

2009
209. Fort Larned National Historic Site

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: 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.