Minuteman Missile
National Historic Site
Visitor Study

Summer 2009

University of Idaho
Park Studies Unit
Visitor Services Project
Report 211
Minuteman Missile National Historic Site Visitor Study

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Visitor Services Project
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Visitor Services Project  
Minuteman Missile National Historic Site  
Report Summary  

- This report describes the results of a visitor study at Minuteman Missile National Historic Site (NHS) during June 15-23, 2009. A total of 340 questionnaires were distributed to visitor groups. Of those, 249 questionnaires were returned, resulting in a 73.2% response rate.

- This report profiles a systematic random sample of Minuteman Missile NHS visitors. 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.

- Forty-two percent of visitor groups were in groups of two and 39% were in groups of four or more. Eighty-five percent of visitor groups were in family groups.

- United States visitors comprised 97% of total visitors during the survey period, with 13% from Minnesota, 11% from Wisconsin, and smaller proportions from 39 other states and Washington, D.C. International visitors were from six countries and comprised 3% of total visitors, with 45% from Canada and 20% from Sweden. Smaller proportions came from four other countries.

- Fifty-four percent of visitors were ages 36-65 years, 9% were over 65 years, and 25% were ages 15 years or younger. Sixty percent of respondents were male. Two percent of visitors were Hispanic or Latino. Ninety-seven percent of visitors were White. Thirty-six percent had a bachelor’s degree and 35% had a graduate degree. Two percent of visitor groups reported physical conditions that made it difficult to access or participate in park activities or services.

- Twenty-two percent of visitors had an annual income of $75,000 to $99,999, 20% had an income between $50,000 and $74,999, and 19% had an income of $100,000 to $145,000. Forty-one percent of visitors had two members in their household, while 26% had four members.

- The most commonly used language for communication within visitor groups was English (98%).

- Ninety-eight percent of visitors were visiting the park for the first time since 2004. Sixty-three percent entered the park once during this visit. Ninety-seven percent of visitors used one vehicle to arrive at the park.

- Three percent of visitor groups were residents of South Dakota. For 56% of visitor groups, Minuteman Missile NHS was one of several destinations in South Dakota. For 74%, visiting other attractions in the area was the primary reason for visiting the Minuteman Missile NHS area. For 47%, an interest in Cold War history was the primary reason for visiting the park.

- Of those visitor groups (55%) who stayed overnight in the area, within 30 miles of the visitor center, 49% spent one night and 26% spent three or more nights. Fifty-nine percent stayed in lodges, hotels, motels, cabins, B&B, etc. and 27% were RV/trailer camping.

- Thirty-one percent of visitor groups spent one hour visiting the park and 30% spent two or more hours. Four percent of visitor groups visited the park on more than one day.

- Most visitor groups (82%) obtained information about the park prior to their visit and 77% received the information they needed. Prior to this visit, visitor groups most often obtained information about Minuteman Missile NHS through the park website (46%) and travel guides/tour books (35%). Sixty-seven percent indicated they would prefer to obtain information for a future visit from the park website, while 35% would use travel guides/tour books.
The most common site that visitors visited at Minuteman Missile NHS was the visitor center (94%). Ninety-eight percent of visitor groups visited other national park sites in the area. The most common destinations were Badlands National Park (93%) and Mount Rushmore National Memorial (89%).

The most common visitor activities were viewing visitor center exhibits (77%) and watching the park video/film (42%). The primary activities were ranger-led tours (35%) and viewing visitor center exhibits (20%).

Forty-one percent of visitor groups attended a ranger-led tour, and 87% thought the length of the tour was about right. Sixty-two percent were interested in taking a tour between 9-11 am.

Regarding what they learned during their park visit, 87% of visitor groups learned about missile history and 61% learned about nuclear weapons and the arms race. On a future visit, visitor groups indicated they would be interested in learning about personal stories related to missile field personnel (59%) and system technology and engineering (59%).

The visitor services and facilities most commonly used by visitor groups were parking (83%) and indoor exhibits (82%). The service receiving the highest importance rating was ranger-led tours (96%, N=89). The service receiving the highest quality rating was ranger-led tours (100%, N=86).

The average group expenditure in the park and the surrounding area (within 30 miles of the park) was $316, with a median (50% spent more and 50% spent less) of $133. The average total expenditure per person was $119. Seventy-three percent had two adults covered by expenditures and 24% had two children covered by expenditures while 52% had no children covered by expenditures.

Fifty-three percent of visitor groups would be likely to visit the park in the future. Ninety-five percent were interested in learning about cultural and natural history features of the park on a future visit. The most common preferred methods of learning about park features were ranger-led tours/programs (78%) and indoor exhibits (62%). Fifty-five percent of visitor groups were willing to pay a fee to use the shuttle to visit park sites.

Most visitor groups (68%) rated the overall quality of services, facilities, and recreational opportunities at Minuteman Missile NHS as “very good” or “good.” Nine 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 Minuteman Missile National Historic Site (NHS), conducted June 15-23, 2009 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

“Dispersed across the rolling high plains of Western South Dakota during the Cold War were one hundred and fifty Minuteman Missiles. These missiles held warheads which could have been used in a devastating counter strike against the Soviet Union in the event of a nuclear war. Minuteman missiles held the power to destroy civilization. Yet the same destructive force acted as a nuclear deterrent, which kept the peace for three decades. At Minuteman Missile it is possible to learn how nuclear war came to haunt the world.” (Minuteman Missile National Historic Park, National Park Service, Department of the Interior website http://www.nps.gov/mimi, 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 results of the study.

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

Section 3: Appendices

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

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

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

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

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

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

SAMPLE ONLY

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

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 Minuteman Missile NHS during June 15-23, 2009. Questionnaires were distributed at the visitor center. On June 18, questionnaires were also distributed at Delta-01, where there was an Open House. Table 1 shows the two locations, the number of questionnaires distributed at each location, and the response rate for each location. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. During this survey, 372 visitor groups were contacted and 340 of these groups (91.4%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies is 90.9%). Questionnaires were completed and returned by 249 visitor groups resulting in a 73.2% 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>Visitor center</td>
<td>298</td>
<td>12</td>
<td>213</td>
<td>14</td>
</tr>
<tr>
<td>Delta-01 (Open House)</td>
<td>42</td>
<td>88</td>
<td>36</td>
<td>86</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>340</strong></td>
<td>100</td>
<td><strong>249</strong></td>
<td>100</td>
</tr>
</tbody>
</table>

Table 1: Questionnaire distribution

N₁=number of questionnaires distributed
N₂=number of questionnaires returned

Questionnaire design

The Minuteman Missile 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 Minuteman Missile 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 Minuteman Missile 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.

Table 2: Follow-up mailing distribution

<table>
<thead>
<tr>
<th>Mailing waive</th>
<th>Date</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcards</td>
<td>9 July 2009</td>
<td>319</td>
<td>10</td>
<td>329</td>
</tr>
<tr>
<td>1st Replacement</td>
<td>23 July 2009</td>
<td>154</td>
<td>4</td>
<td>158</td>
</tr>
<tr>
<td>2nd Replacement</td>
<td>12 August 2009</td>
<td>109</td>
<td>0</td>
<td>109</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 June 15-23, 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 ranged from warm and overcast to sunny and hot. Temperatures varied from 60’s to 90’s. On some days there were light breezes with winds up to 11 mph.
Checking Non-response Bias

Four variables were used to check non-response bias: respondents’ age, travel distance from home to the park, overall quality rating score, and level of education. There were no significant differences between early and late responders in any of these variables (see Tables 3 and 4). Non-response bias is thus judged to be insignificant. See Appendix 3 for more details of the non-response bias checking procedures.

Table 3: Comparison of respondents at different mailing waves

<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>50.17</td>
<td>49.02</td>
<td>50.13</td>
<td>0.839</td>
</tr>
<tr>
<td>Travel distance to park (miles)</td>
<td>875</td>
<td>835</td>
<td>695</td>
<td>0.117</td>
</tr>
<tr>
<td>Overall quality rating (from 1 to 5 scale)</td>
<td>3.86</td>
<td>3.88</td>
<td>3.57</td>
<td>0.407</td>
</tr>
</tbody>
</table>

Table 4: Comparison of respondents at different mailing waves

<table>
<thead>
<tr>
<th>Education level</th>
<th>Before 1st replacement</th>
<th>Between 1st and 2nd replacement</th>
<th>After 2nd replacement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some high school</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>High school diploma/GED</td>
<td>8</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Some college</td>
<td>33</td>
<td>14</td>
<td>5</td>
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<tr>
<td>Bachelor’s degree</td>
<td>67</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>Graduate degree</td>
<td>63</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>p-value (chi-square)</td>
<td></td>
<td></td>
<td>0.447</td>
</tr>
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</table>
RESULTS

Group and Visitor Characteristics

Visitor group size

Question 18b
On this visit, how many people were in your personal group, including yourself?

Results
- 42% of visitors were in groups of two (see Figure 1).
- 39% were in groups of four or more.
- 13% were in groups of three.

Visitor group type

Question 18a
On this visit, which type of personal group (not commercial guided tour/school/other organized group) were you with?

Results
- 85% of visitor groups were made up of family members (see Figure 2).
- 6% were alone.
- There were no visitors with “other” groups.

*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 17a
On this visit, were you and your personal group part of a commercial guided tour group?

Results
- 2% of visitor groups were part of a commercial guided tour group (see Figure 3).

Figure 3: Visitors with a commercial guided tour group

Question 17b
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 17c
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 5).

Figure 5: Visitors with an “other” organized group

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 17d
If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret results with CAUTION!
- Not enough visitor groups responded to this question to provide reliable data (see Figure 6).

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

Figure 6: Organized group size
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 41 states and Washington, D.C. and comprised 97% of total visitors to the park during the survey period.

- 13% of U.S. visitors came from Minnesota (see Table 5 and Map 1).

- Smaller proportions of U.S. visitors came from 40 other states and Washington, D.C.

Table 5: United States visitors by state of residence*

<table>
<thead>
<tr>
<th>State</th>
<th>Number of visitors</th>
<th>Percent of U.S. visitors N=680 individuals</th>
<th>Percent of total visitors N=700 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minnesota</td>
<td>91</td>
<td>13</td>
<td>13</td>
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<tr>
<td>Wisconsin</td>
<td>73</td>
<td>11</td>
<td>10</td>
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<tr>
<td>California</td>
<td>39</td>
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<td>Ohio</td>
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<td>Indiana</td>
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<td>Massachusetts</td>
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<td>2</td>
<td>2</td>
</tr>
<tr>
<td>20 other states and Washington, D.C.</td>
<td>92</td>
<td>14</td>
<td>13</td>
</tr>
</tbody>
</table>

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

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
International visitors by country of residence

Question 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 – CAUTION!
- International visitors were from 6 countries and comprised 3% of total visitation to the park during the survey period (see Table 6).

Table 6: International visitors by country of residence *

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of visitors</th>
<th>Percent of international visitors N=20 individuals</th>
<th>Percent of total visitors N=700 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>9</td>
<td>45%</td>
<td>1%</td>
</tr>
<tr>
<td>Sweden</td>
<td>4</td>
<td>20%</td>
<td>1%</td>
</tr>
<tr>
<td>Norway</td>
<td>3</td>
<td>15%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>2</td>
<td>10%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Lithuania</td>
<td>1</td>
<td>5%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>United Kingdom</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

Question 24c
For you and your personal group on this visit, how many times have you visited Minuteman Missile NHS since 2004 (including this visit)?

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

Results
- 98% of visitors were visiting the park for the first time since 2004 (see Figure 7).
- 2% had visited two times.

*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 84 years.
- 54% of visitors were in the 36-65 years age group (see Figure 8).
- 25% were 15 years or younger.
- 9% were 66 or older.

![Figure 8: Visitor age](image)

Respondent’s gender

Question 19
For you only, what is your gender?

Results
- 60% of respondents were male (see Figure 9).
- 40% were female.

![Figure 9: Respondent gender](image)

*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 23a**
Are you or members of your 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 10).

![Figure 10: Visitor ethnicity](image)

Visitor race

**Question 23b**
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**
- 97% of visitors were White (see Figure 11).
- 3% were Asian.

![Figure 11: Visitor race](image)

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

Question 25a
Which one language do you and members of your personal group primarily use to communicate with each other?

Results
- 98% of visitor groups reported English as their preferred language to communicate with each other (see Figure 12).
- Table 7 shows the other languages (2%) used for communication within the group. Interpret results with CAUTION!

Table 7: Languages used to communicate within group*
N=6 visitor groups – CAUTION!

<table>
<thead>
<tr>
<th>Language</th>
<th>N</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>German</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Lithuanian</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Norwegian</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Spanish</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Swedish</td>
<td>1</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
Language used for speaking and reading

Question 25b
When visiting an area such as Minuteman Missile NHS, which one language do you and most members of your personal group prefer to use for speaking?

Results
- All visitor groups reported English as their preferred language for speaking (see Figure 13).

Question 25c
When visiting an area such as Minuteman Missile NHS, which one language do you and most members of your personal group prefer to use for reading?

Results
- All visitor groups preferred English for reading (see Figure 14).

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Services preferred in languages other than English

Question 25d
In your opinion, which services in the park need to be provided in languages other than English?

Results
- 27% of visitor groups suggested services that need to be provided in other languages (see Figure 15).
- Table 8 shows the services needed in other languages. Interpret results with CAUTION!

Table 8: Services needed in other languages
N=24 comments; some visitor groups made more than one comment. CAUTION!

<table>
<thead>
<tr>
<th>Service</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signage</td>
<td>4</td>
</tr>
<tr>
<td>Brochures</td>
<td>3</td>
</tr>
<tr>
<td>Information for restrooms</td>
<td>3</td>
</tr>
<tr>
<td>All services</td>
<td>2</td>
</tr>
<tr>
<td>Close caption</td>
<td>2</td>
</tr>
<tr>
<td>Maps</td>
<td>2</td>
</tr>
<tr>
<td>Self-guided tour brochures</td>
<td>2</td>
</tr>
<tr>
<td>Warning/safety information</td>
<td>2</td>
</tr>
<tr>
<td>General information</td>
<td>1</td>
</tr>
<tr>
<td>Labels</td>
<td>1</td>
</tr>
<tr>
<td>Movies</td>
<td>1</td>
</tr>
<tr>
<td>Recordings</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
Visitors with physical conditions/impairments

Question 21a
Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results
- 2% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 16).

Question 21b
If YES, which services or activities were difficult to access/participate in?

Results – Interpret with CAUTION!
- Five visitor groups commented on the services and activities that were difficult to access or participate in (see Table 9).

Table 9: Services/activities that were difficult to access/participate in
N=6 comments; some visitor groups made more than one comment.

<table>
<thead>
<tr>
<th>Service</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking</td>
<td>3</td>
</tr>
<tr>
<td>Exercise induced asthma</td>
<td>1</td>
</tr>
<tr>
<td>Going to the launch control facility</td>
<td>1</td>
</tr>
<tr>
<td>Standing</td>
<td>1</td>
</tr>
</tbody>
</table>

Respondent’s level of education

Question 20
For you only, what is the highest level of education you have completed?

Results
- 36% of respondents had a bachelor’s degree (see Figure 17).
- 35% had a graduate degree.

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

Question 33a
Which category best represents your annual household income?

Results
- 22% of respondents had an annual income of $75,000 to $99,999 (see Figure 18).
- 20% had income between $50,000 and $74,999.
- 19% had income between $100,000 and $149,999.

![Figure 18: Annual household income](image)

Household size

Question 33b
How many people are in your household?

Results
- 41% of respondents had two members in their household (see Figure 19).
- 26% had four members

![Figure 19: Household 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
Personal connection to Minuteman Missile Field

Question 14a
Do you, or does any person in your family or personal group, have a personal connection to Minuteman Missile field?

Results
• 12% of visitor groups had members or family members with a personal connection to Minuteman Missile Field (see Figure 20).

Question 14b
If YES what is the personal connection to the missile field? (open-ended)

Results – Interpret results with CAUTION!
• Nineteen visitor groups responded to this question.
• Table 10 shows visitor groups’ connection to the missile field.

Table 10: Personal connection to missile field
N=19 comments – CAUTION!

<table>
<thead>
<tr>
<th>Connection</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friend/family stationed at missile field</td>
<td>5</td>
</tr>
<tr>
<td>Personally served in military</td>
<td>4</td>
</tr>
<tr>
<td>Friend/family served in military</td>
<td>3</td>
</tr>
<tr>
<td>Personally worked at a missile field</td>
<td>2</td>
</tr>
<tr>
<td>Longtime nonviolent protester</td>
<td>1</td>
</tr>
<tr>
<td>Personally worked at this facility</td>
<td>1</td>
</tr>
<tr>
<td>Publish a magazine for military and civilian engineers/system designers on GNSS</td>
<td>1</td>
</tr>
<tr>
<td>Son worked at Minuteman NHS</td>
<td>1</td>
</tr>
<tr>
<td>Supplied parts for Minuteman</td>
<td>1</td>
</tr>
</tbody>
</table>

Question 14c
If YES, would this person be interested in providing the park with an oral or written history of this personal connection?

Results – Interpret results with CAUTION!
• Not enough visitor groups responded to this question to provide reliable data (see Figure 21).

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a
Prior to your visit, how did you and your personal group obtain information about Minuteman Missile NHS?

Results
- 82% of visitor groups obtained information about Minuteman Missile NHS prior to their visit (see Figure 22).
- As shown in Figure 23, among those visitor groups that obtained information about Minuteman Missile NHS prior to their visit, the most common sources were:
  - 46% Minuteman Missile NHS website
  - 35% Travel guides/tour books
  - 32% Map/brochures
- “Other” sources (7%) were:
  - Geo caching information
  - National Park passport
  - Road sign

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 1c
From the sources you used prior to this visit, did you and your personal group receive the type of information about the park that you needed?

Results
- 77% of visitor groups received needed information prior to their visit (see Figure 24).

![Figure 24: Visitor groups who received needed information prior to their visit](image)

Question 1d
If NO, what type of park information did you and your personal group need that was not available? (open-ended)

Results
- Forty-seven visitor groups listed information they needed, but was not available (see Table 11).

<table>
<thead>
<tr>
<th>Type of information</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need reservations for tours</td>
<td>8</td>
</tr>
<tr>
<td>Tour information (hours)</td>
<td>8</td>
</tr>
<tr>
<td>Unaware of park existence</td>
<td>7</td>
</tr>
<tr>
<td>Location of different sites</td>
<td>6</td>
</tr>
<tr>
<td>Information about Thursday Open House</td>
<td>3</td>
</tr>
<tr>
<td>Better directions</td>
<td>2</td>
</tr>
<tr>
<td>Details of missile tours</td>
<td>2</td>
</tr>
<tr>
<td>Historical background</td>
<td>2</td>
</tr>
<tr>
<td>Hours of service</td>
<td>2</td>
</tr>
<tr>
<td>Open House days</td>
<td>2</td>
</tr>
<tr>
<td>That tours fill up quickly so call ahead</td>
<td>2</td>
</tr>
<tr>
<td>Brochures/posters</td>
<td>1</td>
</tr>
<tr>
<td>Cell phone tours</td>
<td>1</td>
</tr>
<tr>
<td>GPS coordinates</td>
<td>1</td>
</tr>
<tr>
<td>Listings of sites</td>
<td>1</td>
</tr>
<tr>
<td>Misleading: Open House but exhibit not open</td>
<td>1</td>
</tr>
<tr>
<td>Mistook the ticket center for information</td>
<td>1</td>
</tr>
<tr>
<td>One-fourth mile signs should have an arrow</td>
<td>1</td>
</tr>
<tr>
<td>Signage on I-90 and at meeting site</td>
<td>1</td>
</tr>
<tr>
<td>Site 01 and visitor center were not apparent that they were at different sites</td>
<td>1</td>
</tr>
<tr>
<td>Technical information</td>
<td>1</td>
</tr>
<tr>
<td>Too vague, too secretive, not specific</td>
<td>1</td>
</tr>
</tbody>
</table>

N=55 comments; some visitor groups made more than one comment.

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

**Question 1b**
If you were to visit Minuteman Missile NHS in the future, how would you and your personal group prefer to obtain information about the park?

**Results**
- As shown in Figure 25, the most common sources of information to use for a future visit were:
  - 67% Minuteman Missile NHS website
  - 35% Travel guides/tour books
  - 32% Maps/brochures
- “Other” sources of information (4%) were:
  - GPS search
  - Road signs

![Figure 25: Sources of information to use for a future visit](image)

*N=193 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*
Reason for visiting South Dakota

**Question 2a**
What role did this visit to Minuteman Missile NHS play in your and your personal group’s decision to visit South Dakota?

**Results**
- 3% of visitor groups were residents of South Dakota (see Figure 26).
- 56% of visitor groups indicated Minuteman Missile NHS was one of several destinations in South Dakota (see Figure 27).
- 43% indicated the park was not a planned destination in South Dakota.

**Figure 26: Residents of South Dakota**

**Figure 27: Role of Minuteman Missile NHS in deciding to visit South Dakota**

**Question 2b**
Did your visit to Minuteman Missile NHS influence you and your personal group’s decision to spend time in the area (within 30 miles of visitor center) in addition to spending time at the park?

**Results**
- 1% of visitor groups decided to spend time in the Minuteman Missile NHS area in addition to visiting the park (see Figure 28).

**Figure 28: Visitor groups that decided to spend time in the Minuteman Missile NHS area in addition to visiting 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
Reason for visiting the area

Question 3
On this trip, what was the primary reason that you and your personal group came to the Minuteman Missile NHS area (within 30 miles of the visitor center)?

Results
- No visitors were residents of the Minuteman Missile NHS area (see Figure 29).
- As shown in Figure 30, among visitor groups who were not area residents, the primary reason for visiting the Minuteman Missile NHS area included:
  - 74% Visit other attractions in the area
  - 18% Visit Minuteman Missile NHS
- “Other” reasons (6%) included:
  - Camping at Circle 10 across road
  - Educational conference in Rapid City
  - Friend suggested it
  - Obtain passport stamp
  - On a sightseeing tour
  - On the way to other destinations
  - Part of vacation itinerary
  - Stopped for gas
  - Checking National Historic sites across country
  - Traveling through South Dakota by car

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

Question 4
On this visit, what was the primary reason that you and your personal group visited Minuteman Missile NHS?

Results

- As shown in Figure 31, visitor groups’ primary reasons for visiting Minuteman Missile NHS included:
  
  47% Interest in Cold War history
  25% On the way to visit other NPS sites

- “Other” reasons (5%) included:
  
  Former employment in missile field
  Interested in Minuteman program
  Junior Ranger program
  Obtain information on NPS services
  Peace activist – wanted to see inside
  Personal interest
  This site is a virtual cache on geocaching.com
  Visit family
  Visit information center

*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 6a

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

**Results**

- Table 12 shows the locations where visitor groups stayed on the night prior to visiting Minuteman Missile NHS.

### Table 12: City/town in which visitor groups stayed on the night prior to visit

<table>
<thead>
<tr>
<th>City/town</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rapid City, SD</td>
<td>52</td>
</tr>
<tr>
<td>Wall, SD</td>
<td>26</td>
</tr>
<tr>
<td>Interior, SD</td>
<td>19</td>
</tr>
<tr>
<td>Badlands National Park, SD</td>
<td>18</td>
</tr>
<tr>
<td>Custer, SD</td>
<td>15</td>
</tr>
<tr>
<td>Mitchell, SD</td>
<td>14</td>
</tr>
<tr>
<td>Sioux Falls, SD</td>
<td>13</td>
</tr>
<tr>
<td>Hill City, SD</td>
<td>12</td>
</tr>
<tr>
<td>Keystone, SD</td>
<td>7</td>
</tr>
<tr>
<td>Chamberlain, SD</td>
<td>5</td>
</tr>
<tr>
<td>Deadwood, SD</td>
<td>4</td>
</tr>
<tr>
<td>Murdo, SD</td>
<td>4</td>
</tr>
<tr>
<td>Pierre, SD</td>
<td>4</td>
</tr>
<tr>
<td>Custer State Park, SD</td>
<td>3</td>
</tr>
<tr>
<td>Kadoka, SD</td>
<td>3</td>
</tr>
<tr>
<td>Cedar Pass, SD</td>
<td>2</td>
</tr>
<tr>
<td>Hot Springs, SD</td>
<td>2</td>
</tr>
<tr>
<td>Owatonna, MN</td>
<td>2</td>
</tr>
<tr>
<td>Spearfish, SD</td>
<td>2</td>
</tr>
<tr>
<td>Sturgis, SD</td>
<td>2</td>
</tr>
<tr>
<td>Wind Cave, SD</td>
<td>2</td>
</tr>
<tr>
<td>Belvidere, SD</td>
<td>1</td>
</tr>
<tr>
<td>Brandon, SD</td>
<td>1</td>
</tr>
<tr>
<td>Brookings, SD</td>
<td>1</td>
</tr>
<tr>
<td>Buffalo Gap, SD</td>
<td>1</td>
</tr>
<tr>
<td>Canistota, SD</td>
<td>1</td>
</tr>
<tr>
<td>Cheyenne, WY</td>
<td>1</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>1</td>
</tr>
<tr>
<td>Des Moines, IA</td>
<td>1</td>
</tr>
<tr>
<td>Devils Tower, WY</td>
<td>1</td>
</tr>
<tr>
<td>Fairmont, MN</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 12: City/town in which visitor groups stayed on the night prior to visit
(continued)

<table>
<thead>
<tr>
<th>City/town</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huron, SD</td>
<td>1</td>
</tr>
<tr>
<td>Kennebec, SD</td>
<td>1</td>
</tr>
<tr>
<td>Lead, SD</td>
<td>1</td>
</tr>
<tr>
<td>Maple Grove, MN</td>
<td>1</td>
</tr>
<tr>
<td>Mason City, IA</td>
<td>1</td>
</tr>
<tr>
<td>Miles City, MT</td>
<td>1</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>1</td>
</tr>
<tr>
<td>Omaha, NE</td>
<td>1</td>
</tr>
<tr>
<td>Philip, SD</td>
<td>1</td>
</tr>
<tr>
<td>Paynesville, MN</td>
<td>1</td>
</tr>
<tr>
<td>Rockport, MO</td>
<td>1</td>
</tr>
<tr>
<td>Smithville, MO</td>
<td>1</td>
</tr>
<tr>
<td>Storm Lake, IA</td>
<td>1</td>
</tr>
<tr>
<td>Valentine, NE</td>
<td>1</td>
</tr>
<tr>
<td>Waldorf, MD</td>
<td>1</td>
</tr>
<tr>
<td>Winner, SD</td>
<td>1</td>
</tr>
<tr>
<td>Wisconsin Dells, WI</td>
<td>1</td>
</tr>
<tr>
<td>Worthington, MN</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 6b
In what city/town did you and your personal group stay on the night after your departure from Minuteman Missile NHS? If you stayed at home please write the name of the city/town and state where you live. (open ended)

Results
- Table 13 shows the locations where visitor groups stayed on the night after leaving Minuteman Missile NHS.

<table>
<thead>
<tr>
<th>City/town</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rapid City, SD</td>
<td>61</td>
</tr>
<tr>
<td>Custer, SD</td>
<td>21</td>
</tr>
<tr>
<td>Hill City, SD</td>
<td>13</td>
</tr>
<tr>
<td>Keystone, SD</td>
<td>11</td>
</tr>
<tr>
<td>Wall, SD</td>
<td>10</td>
</tr>
<tr>
<td>Interior, SD</td>
<td>9</td>
</tr>
<tr>
<td>Spearfish, SD</td>
<td>9</td>
</tr>
<tr>
<td>Deadwood, SD</td>
<td>8</td>
</tr>
<tr>
<td>Sioux Falls, SD</td>
<td>8</td>
</tr>
<tr>
<td>Custer State Park, SD</td>
<td>7</td>
</tr>
<tr>
<td>Mitchell, SD</td>
<td>6</td>
</tr>
<tr>
<td>Badlands National Park, SD</td>
<td>4</td>
</tr>
<tr>
<td>Billings, MT</td>
<td>4</td>
</tr>
<tr>
<td>Hot Springs, SD</td>
<td>4</td>
</tr>
<tr>
<td>Albert Lea, MN</td>
<td>3</td>
</tr>
<tr>
<td>Devils Tower, WY</td>
<td>3</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>3</td>
</tr>
<tr>
<td>Austin, MN</td>
<td>2</td>
</tr>
<tr>
<td>Lead, SD</td>
<td>2</td>
</tr>
<tr>
<td>Missoula, MT</td>
<td>2</td>
</tr>
<tr>
<td>Bell Fourde, SD</td>
<td>1</td>
</tr>
<tr>
<td>Black Hills, SD</td>
<td>1</td>
</tr>
<tr>
<td>Bladehills, SD</td>
<td>1</td>
</tr>
<tr>
<td>Brandon, SD</td>
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</tr>
<tr>
<td>Buffalo Gap, SD</td>
<td>1</td>
</tr>
<tr>
<td>Buffalo, SD</td>
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</tr>
<tr>
<td>Chamberlain, SD</td>
<td>1</td>
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<tr>
<td>Cheyenne, WY</td>
<td>1</td>
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<tr>
<td>Cody, WY</td>
<td>1</td>
</tr>
<tr>
<td>Columbia, MD</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 13: City/town in which visitor groups stayed on the night after visit
(continued)

<table>
<thead>
<tr>
<th>City/town</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Draper, UT</td>
<td>1</td>
</tr>
<tr>
<td>Elk Grove Village, IL</td>
<td>1</td>
</tr>
<tr>
<td>Emery, SD</td>
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</tr>
<tr>
<td>Flandreau, SD</td>
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</tr>
<tr>
<td>Frankfort, SD</td>
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</tr>
<tr>
<td>Hardin, MT</td>
<td>1</td>
</tr>
<tr>
<td>Hazleton, ND</td>
<td>1</td>
</tr>
<tr>
<td>Highmore, SD</td>
<td>1</td>
</tr>
<tr>
<td>Hutchinson, MN</td>
<td>1</td>
</tr>
<tr>
<td>Iowa City, IA</td>
<td>1</td>
</tr>
<tr>
<td>Kadoka, SD</td>
<td>1</td>
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<tr>
<td>Laverne, MN</td>
<td>1</td>
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<tr>
<td>Mauston, WI</td>
<td>1</td>
</tr>
<tr>
<td>Millersburg, IA</td>
<td>1</td>
</tr>
<tr>
<td>Neenah, WI</td>
<td>1</td>
</tr>
<tr>
<td>New Ulm, MN</td>
<td>1</td>
</tr>
<tr>
<td>North Platte, NE</td>
<td>1</td>
</tr>
<tr>
<td>Oacoma, SD</td>
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<tr>
<td>Omaha, NE</td>
<td>1</td>
</tr>
<tr>
<td>Onawa, IA</td>
<td>1</td>
</tr>
<tr>
<td>Osage Beach, MO</td>
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</tr>
<tr>
<td>Philip, SD</td>
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<td>Piedmont, SD</td>
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</tr>
<tr>
<td>Pierre, SD</td>
<td>1</td>
</tr>
<tr>
<td>Rochester, MN</td>
<td>1</td>
</tr>
<tr>
<td>Rockledge, FL</td>
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</tr>
<tr>
<td>Sage Creek Campground, SD</td>
<td>1</td>
</tr>
<tr>
<td>Sheridan, WY</td>
<td>1</td>
</tr>
<tr>
<td>Sioux City, IA</td>
<td>1</td>
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<tr>
<td>Sterling, CO</td>
<td>1</td>
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<tr>
<td>Sturgis, SD</td>
<td>1</td>
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<tr>
<td>Sundance, WY</td>
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<tr>
<td>Thedford, NE</td>
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</tr>
<tr>
<td>Urbandale, IA</td>
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<tr>
<td>Valentine, NE</td>
<td>1</td>
</tr>
<tr>
<td>Wayzata, MN</td>
<td>1</td>
</tr>
<tr>
<td>Wessington, SD</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
**Routes used to travel to/from park**

**Question 7a**
On this visit to Minuteman Missile NHS, which routes did you use to first arrive at the park?

**Results**
- 30% of visitor groups used I-90 west to arrive at the park (see Figure 32).
- 30% used I-90 east route.

![Figure 32: Routes used to arrive at the park](image)

**Question 7b**
On this visit to Minuteman Missile NHS, which routes did you use after leaving the park?

**Results**
- 30% of visitor groups used Badlands Scenic Loop 240 to Wall (see Figure 33).
- 28% used I-90 west.
- 25% used I-90 east.

![Figure 33: Routes used after leaving 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
Number of vehicles

Question 7c
On this visit, how many vehicles did you and your personal group use to arrive at the park?

Results
- 97% of visitor groups used one vehicle to arrive at the park (see Figure 34).
- 3% used two vehicles.

Overnight stay and accommodations

Question 8a
On this trip, did you and your personal group stay overnight away from your permanent residence in the Minuteman Missile NHS area (within 30 miles of the visitor center)?

Results
- 55% of visitor groups stayed overnight away from home in the Minuteman Missile NHS area (see Figure 35).

Question 8b
If YES, please list the number of nights you and your personal group stayed in the Minuteman Missile NHS area.

Results
- 49% of visitor groups stayed one night in the Minuteman Missile NHS area (see Figure 36).
- 26% stayed three or more nights.

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

Question 8c

If YES, in which types of lodging did you and your personal group spend the night(s) in the area outside the park (within 30 miles of the visitor center)?

Results

- 59% of visitor groups stayed in lodges, hotels, motels, cabins, B&B, etc. (see Figure 37).
- 27% stayed in RV/trailer campsites.
- No visitor group specified an “other” (1%) type of lodging.

Figure 37: Type of lodging 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 9a
How many hours in total did you and your personal group spend visiting Minuteman Missile NHS on this visit?

Results
- 31% of visitor groups spent one hour visiting the park (see Figure 38).
- 30% spent two or more hours.
- 28% spent half an hour.
- The average length of stay 1.3 hours.

![Figure 38: Number of hours spent visiting the park](image)

Question 9b
On this visit, did you and your personal group visit Minuteman Missile NHS on more than one day?

Results
- 4% of visitor groups visited Minuteman Missile NHS on more than one day (see Figure 49).

![Figure 39: Visitor groups that spent more than one day visiting the park](image)

Question 9c
If YES, on how many days did you visit the park

Results – Interpret results with CAUTION!
- Nine visitor groups visited the park on two days.

*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 9d
On this trip, how many times did you and your personal group enter the park?

Results
- 63% of visitor groups entered the park once (see Figure 40).
- 37% entered the park twice.

*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 10
On this visit to Minuteman Missile NHS, which park sites did you and your personal group visit?

Results
- As shown in Figure 41, the most commonly visited sites by visitor groups at Minuteman Missile NHS were:

  - 94% Visitor center
  - 50% Launch Facility (Missile Silo) Delta-09

![Figure 41: Sites visited](image)

National park sites visited in the area

Question 5
On this trip, which of the following national park sites in the Minuteman Missile NHS area (within 100 miles of the park) did you and your personal group visit?

Results
- 98% of visitor groups visited other national park sites in the area (see Figure 42).
- As shown in Figure 43, the most commonly visited national park sites in the Minuteman Missile NHS area were:

  - 93% Badlands National Park
  - 89% Mount Rushmore National Memorial

![Figure 42: Visitor groups that visited national park sites in the area](image)

![Figure 43: National park sites visited in the 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
Expected activities

Question 12a
Prior to this visit, in which activities did you and your personal group expect to participate at Minuteman Missile NHS?

Results
- As shown in Figure 44, the most common activities in which visitor groups expected to participate were:
  - 75% View visitor center exhibits
  - 51% Attend ranger-led tours (other than Open House)
  - 48% Watch park video/film
- “Other” activities (4%) were:
  - Buy souvenirs
  - Geo caching
  - Visit different sites

Activities on this visit

Question 12b
In which activities did you and your personal group actually participate on this visit?

Results
- As shown in Figure 45, the most common activities in which visitor groups participated were:
  - 77% View visitor center exhibits
  - 42% Watch park video/film
  - 31% Painting/drawing/taking photographs
  - 31% Attend ranger-led tours (other than Open House)
- “Other” activities (5%) were:
  - Conversation with ranger outside
  - Geo caching
  - Visit missile silo
  - Visit visitor center

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Primary activity on this visit

Question 12c
Which one of the above activities was the primary activity in which you and your personal group participated at Minuteman Missile NHS on this visit?

Results
- As shown in Figure 46, the most common primary activities listed by visitor groups were:
  - 35% Attend ranger-led tours (other than Open House)
  - 20% View visitor center exhibits
  - 16% Watch park video/film
- “Other” activities (3%) included:
  - Conversation with ranger outside
  - Geo caching
  - Visit missile silo
  - Visit visitor center

Figure 46: Primary activity

Ranger-led tours

Question 11a
On this visit to Minuteman Missile NHS, did anyone in your personal group participate in a ranger-led tour?

Results
- 41% of visitor groups attended a ranger-led tour (see Figure 47).

Figure 47: Visitor groups that attended ranger-led tour

Question 11b
If YES, what was the most enjoyable aspect of the tour? (open-ended)

Results
- Ninety-three visitor groups responded to this question.
- Table 14 shows visitor opinions on the most enjoyable aspect of the tour.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 14: Most enjoyable aspect of the tour

N=113 comments; some visitor groups made more than one comments.

<table>
<thead>
<tr>
<th>Tour aspect</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch control facility</td>
<td>26</td>
</tr>
<tr>
<td>Personal experiences of guides</td>
<td>21</td>
</tr>
<tr>
<td>All was enjoyable</td>
<td>7</td>
</tr>
<tr>
<td>Guides were former missile employees</td>
<td>7</td>
</tr>
<tr>
<td>Informative visit</td>
<td>6</td>
</tr>
<tr>
<td>Rangers were knowledgeable</td>
<td>6</td>
</tr>
<tr>
<td>Delta 9 Missile Silo</td>
<td>4</td>
</tr>
<tr>
<td>Friendly rangers</td>
<td>4</td>
</tr>
<tr>
<td>Information provided by ranger</td>
<td>4</td>
</tr>
<tr>
<td>History of launch sites</td>
<td>3</td>
</tr>
<tr>
<td>Narratives were educational and interesting</td>
<td>3</td>
</tr>
<tr>
<td>Tour of launch control facility</td>
<td>3</td>
</tr>
<tr>
<td>History of sites</td>
<td>2</td>
</tr>
<tr>
<td>Personal attention</td>
<td>2</td>
</tr>
<tr>
<td>Rangers were enthusiastic about site</td>
<td>2</td>
</tr>
<tr>
<td>Close viewing of site</td>
<td>1</td>
</tr>
<tr>
<td>Explanation of cold war and deactivation steps</td>
<td>1</td>
</tr>
<tr>
<td>Guide with humor</td>
<td>1</td>
</tr>
<tr>
<td>Having served in the military remembering my</td>
<td>1</td>
</tr>
<tr>
<td>experience</td>
<td></td>
</tr>
<tr>
<td>Historical significance</td>
<td>1</td>
</tr>
<tr>
<td>Information about launch control facility</td>
<td>1</td>
</tr>
<tr>
<td>Listening to ranger's presentation at the silo</td>
<td>1</td>
</tr>
<tr>
<td>Meeting officer that fired a missile</td>
<td>1</td>
</tr>
<tr>
<td>Ranger</td>
<td>1</td>
</tr>
<tr>
<td>Seeing the capsule launch site</td>
<td>1</td>
</tr>
<tr>
<td>Silo tour at Delta 9</td>
<td>1</td>
</tr>
<tr>
<td>Size of the entire 7-state missile field</td>
<td>1</td>
</tr>
<tr>
<td>The information signs</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
Question 11c
If YES, please rate the length of the tour.

Results
- 87% of visitor groups felt the length of the tour was about right (see Figure 48).
- 12% felt the tour was too short.

Figure 48: Length of tour ratings

Question 11d
During which times of day would you and your personal group prefer to take the tour?

Results
- As shown in Figure 49, the times visitor groups preferred to take a ranger-led tour included:
  - 62%  9:00 am – 11:00 am
  - 31%  11:00 am – 1:00 pm
  - 29%  1:00 pm – 3:00 pm
- "Other" times (10%) were:
  - 5:00 pm – 7:00 pm
  - Any time would be good
  - It depends on the travel schedule

Figure 49: Times visitor groups would prefer to take ranger-led tours

*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 on this visit

Question 13a
During this visit to Minuteman Missile NHS, did you and your personal group learn about the following topics?

Results
- As shown in Figure 50, the most common topics visitor groups learned about on this visit were:
  - 87% Missile history – both U.S. and Soviet Union
  - 61% Nuclear weapons and the arms race
- “Other” topics (4%) were:
  - Active vs. inactive systems (e.g. F.E. Warren Air Force Base)
  - Environmental impact
  - Everyday life in the headquarters
  - Memories of 50's and 60's arms race
  - START Treaty
  - Television
  - Truth and myth about launch security

Figure 50: Topics learned 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
Preferred topics on future visit

Question 13b
If you were to visit in the future, which topics would you and your personal group be interested in learning (or learning more) about?

Results
- 93% of visitor groups were interested in learning on a future visit (see Figure 51).
- As shown in Figure 52, the most common topics visitor groups would be interested in learning or learning more about were:
  - 59% Personal and human stories related to missile field (Air Force) personnel
  - 59% Technology and engineering that developed and built the system
  - 56% Missile history – both U.S. and Soviet Union
- "Other" topics (9%) were:
  - Effects of peace movement on ending Cold War
  - Environmental impact
  - Get into the facilities
  - How the site was developed
  - Memories of 50’s and 60’s arms race
  - Missiles
  - More information on "Command and Control"
  - See a silo/missile
  - Stories about misileers and their survival
  - The Native American view
  - Truth and myth from film, TV about launch, security
  - Visit actual NHS site

Figure 51: Interested in learning on a future visit

Figure 52: Topics interested in learning about 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
Visitor services and facilities used

Question 15a
Please indicate all the visitor services and facilities that you or your personal group used at Minuteman Missile NHS during this visit.

Results

- As shown in Figure 53, the most commonly used visitor services and facilities were:
  - 83% Parking
  - 82% Indoor exhibits
  - 62% Outdoor exhibits

- The least used service/facility was:
  - 3% Access for people with disabilities

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

Figure 53: Visitor services and facilities used
Importance ratings of visitor services and facilities

Question 15b

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

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

Results

- Figure 54 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 visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
  - 96% Ranger-led tour
  - 84% Self-guided tour
  - 81% Park website
  - 81% Assistance from park staff

- Figures 55 to 68 show the importance ratings for each visitor service and facility.

- The visitor service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:
  - 7% Parking

*total percentages do not equal 100 due to rounding

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

Figure 55: Importance of access for people with disabilities

- Extremely important: 50%
- Very important: 33%
- Moderately important: 17%
- Not important: 0%

N=6 visitor groups

Figure 56: Importance of assistance from park staff

- Extremely important: 35%
- Very important: 46%
- Moderately important: 13%
- Not important: 3%

N=112 visitor groups

Figure 57: Importance of visitor contact station

- Extremely important: 40%
- Very important: 36%
- Moderately important: 16%
- Somewhat important: 6%
- Not important: 2%

N=126 visitor groups

Figure 58: Importance of indoor exhibits

- Extremely important: 36%
- Very important: 34%
- Moderately important: 21%
- Somewhat important: 8%
- Not important: 1%

N=180 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 59: Importance of outdoor exhibits

Figure 60: Importance of Junior Ranger program

Figure 61: Importance of park brochure/map

Figure 62: Importance of park newspaper

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 63: Importance of park video/film

Figure 64: Importance of park website: [www.nps.gov/mimi](http://www.nps.gov/mimi) used before or during visit

Figure 65: Importance of parking

Figure 66: Importance of ranger-led tours

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Figure 67: Importance of restrooms

Figure 68: Importance of self-guided tour

*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 15c
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 69 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 visitor services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
  - 100% Ranger-led tours
  - 89% Assistance from park staff
  - 84% Park website

- Figures 70 to 83 show the quality ratings for each service/facility.

- The services/facilities receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups were:
  - 3% Parking
  - 3% Self-guided tour

Figure 69: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Figure 70: Quality of access for people with disabilities

Figure 71: Quality of assistance from park staff

Figure 72: Quality of visitor contact station

Figure 73: Quality of indoor 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 of Outdoor Exhibits

**Figure 74:**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>34%</td>
</tr>
<tr>
<td>Good</td>
<td>39%</td>
</tr>
<tr>
<td>Average</td>
<td>22%</td>
</tr>
<tr>
<td>Poor</td>
<td>4%</td>
</tr>
<tr>
<td>Very poor</td>
<td>2%</td>
</tr>
</tbody>
</table>

N=128 visitor groups*

### Quality of Junior Ranger Program

**Figure 75:**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>55%</td>
</tr>
<tr>
<td>Good</td>
<td>27%</td>
</tr>
<tr>
<td>Average</td>
<td>9%</td>
</tr>
<tr>
<td>Poor</td>
<td>5%</td>
</tr>
<tr>
<td>Very poor</td>
<td>5%</td>
</tr>
</tbody>
</table>

CAUTION!

N=22 visitor groups*

### Quality of Park Brochure/Map

**Figure 76:**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number of Respondents</th>
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<tbody>
<tr>
<td>Very good</td>
<td>38%</td>
</tr>
<tr>
<td>Good</td>
<td>36%</td>
</tr>
<tr>
<td>Average</td>
<td>22%</td>
</tr>
<tr>
<td>Poor</td>
<td>3%</td>
</tr>
<tr>
<td>Very poor</td>
<td>1%</td>
</tr>
</tbody>
</table>

N=124 visitor groups

### Quality of Park Newspaper

**Figure 77:**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>53%</td>
</tr>
<tr>
<td>Good</td>
<td>37%</td>
</tr>
<tr>
<td>Average</td>
<td>0%</td>
</tr>
<tr>
<td>Poor</td>
<td>5%</td>
</tr>
<tr>
<td>Very poor</td>
<td>5%</td>
</tr>
</tbody>
</table>

CAUTION!

N=19 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 78: Quality of park video/film**

- Very good: 41%
- Good: 39%
- Average: 15%
- Poor: 4%
- Very poor: 1%

N=80 visitor groups

**Figure 79: Quality of park website:**

- Very good: 46%
- Good: 38%
- Average: 16%
- Poor: 0%
- Very poor: 0%

[www.nps.gov/mimi] used before or during visit

N=68 visitor groups

**Figure 80: Quality of parking**

- Very good: 29%
- Good: 31%
- Average: 28%
- Poor: 10%
- Very poor: 3%

N=178 visitor groups*

**Figure 81: Quality of ranger-led tour**

- Very good: 88%
- Good: 12%
- Average: 0%
- Poor: 0%
- Very poor: 0%

N=86 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 82: Quality of restrooms**

- Very good: 56%
- Good: 25%
- Average: 15%
- Poor: 4%
- Very poor: 1%

**Figure 83: Quality of self-guided tour**

- Very good: 28%
- Good: 40%
- Average: 28%
- Poor: 3%
- Very poor: 3%

*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 84 and 85 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.

- All visitor information services and facilities were rated above average.

Figure 84: Mean scores of importance and quality ratings for visitor services/facilities

Figure 85: Detail of Figure 84

*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 Minuteman Missile NHS

Question 16
For you and your personal group, please estimate all expenditures for the items listed below for this visit to Minuteman Missile NHS area (within 30 miles of the park).

Results
- 37% of visitor groups spent $1-$100 (see Figure 86).
- 24% spent $301 or more.
- The average visitor group expenditure was $316.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $133.
- Average total expenditure per person (per capita) was $119.
- As shown in Figure 87, the largest proportions of total expenditures inside and outside the park were:
  - 34% Lodges, hotels, motels, cabins, B&B, etc.
  - 18% Restaurants and bars
  - 14% 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 16c
How many adults (18 years or older) do the above expenses cover?

Results
- 73% of visitor groups had two adults covered by expenditures (see Figure 88).
- 17% had three or more adults.

Number of children covered by expenditures

Question 16c
How many children (under 18 years) do the above expenses cover?

Results
- 52% of visitor groups did not have any children covered by expenditures (see Figure 89).
- 24% had two children.

*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 16a
Please list your personal group’s total expenditures inside Minuteman Missile NHS.

Results
- 76% of visitor groups spent no money inside the park (see Figure 90).
- 21% spent $1-$20.
- The average visitor group expenditure inside the park was $5.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was $0.
- Average total expenditure per person (per capita) was $6.
- As shown in Figure 91, the largest proportions of total expenditures inside the park were:
  - 75% All other purchases
  - 25% Donations

*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

- 89% of visitor groups did not spend any money on other purchases inside the park (see Figure 92).
- 6% spent $11 or more.

Donations

- 83% of visitor groups did not spend any money on donations inside the park (see Figure 93).
- 15% spent $1-$10.

*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 16b
Please list your personal group’s total expenditures in the area outside the park (within 30 miles of the park).

Results
- 35% of visitor groups spent $1 - $100 (see Figure 94).
- 24% spent $301 or more.
- 20% spent between $101 and $200.
- The average visitor group expenditure outside the park was $317.
- The median expenditure (50% of groups spent more and 50% of groups spent less) was $133.
- Average total expenditure per person (per capita) was $132.
- As shown in Figure 95, the largest proportions of total expenditures outside the park were:
  - 35% Lodges, hotels, motels, cabins, B&B, etc.
  - 18% Restaurants and bars
  - 14% Gas and oil

Figure 94: Total expenditures outside the park

Figure 95: 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
Lodges, hotels, motels, cabins, B&B, etc.

- 48% of visitor groups did not spend any money on lodging outside the park (see Figure 96).
- 22% spent $1-$100.

Camping fees and charges

- 68% of visitor groups did not spend any money on camping fees and charges outside the park (see Figure 97).
- 21% spent $1-$50.

*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

- 93% of visitor groups did not spend any money on guide fees and charges outside the park (see Figure 98).

Figure 98: Expenditures for guide fees and charges outside the park

Restaurants and bars

- 45% of visitor groups spent $1-$50 on restaurants and bars outside the park (see Figure 99).
- 27% did not spend any money.

Figure 99: Expenditures for restaurants and bars 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
Groceries and takeout food

- 55% of visitor groups did not spend any money on groceries and takeout food outside the park (see Figure 100).
- 29% spent $1-$25.

Gas and oil (auto, RV, boat, etc.)

- 35% of visitor groups spent $26 - $50 on gas and oil outside the park (see Figure 101).
- 25% did not spend any money.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)

- 88% of visitor groups spent no money on other transportation expenses outside the park (see Figure 102).
- 9% spent $26 or more.

![Figure 102: Expenditures for other transportation expenses outside the park](image)

Admission, recreation, entertainment fees

- 44% of visitor groups spent $1-$50 on admission, recreation, entertainment fees outside the park (see Figure 103).
- 41% did not spend any money.

![Figure 103: Expenditures for admission, recreation, entertainment fees outside 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
All other purchases (souvenirs, books, sporting goods, clothing, etc.)

- 40% of visitor groups did not spend any money on other purchases outside the park (see Figure 104).
- 29% spent $1-$25.

![Figure 104: Expenditures for all other purchases outside the park]

Donations

- 85% of visitor groups did not spend any money on donations outside the park (see Figure 105).
- 12% spent $1-$25.

![Figure 105: 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
Preferences for Future Visit

Likelihood of future visit

Question 22
Would you or your personal group be likely to visit Minuteman Missile NHS in the future?

Results
- 53% of visitor groups would be likely to visit the park in the future (see Figure 106).
- 26% were not sure.

![Figure 106: Likelihood of future visit](image)

Willingness to pay shuttle bus fee

Question 27
If you were to visit Minuteman Missile NHS in the future, would you and your personal group be willing to pay $6.00/person (ages 16 and over) to ride a shuttle bus round trip from visitor center to the park sites?

Results
- 55% of visitor groups would be willing to pay a $6.00/person fee for a shuttle bus between visitor center and park sites (see Figure 107).
- 28% would not be willing to pay a fee.

![Figure 107: Willingness to pay a fee for shuttle bus between visitor center and park sites](image)

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Preferred methods to learn about park

Question 31
If you were to visit Minuteman Missile NHS in the future, how would you and your personal group prefer to learn about cultural and natural history features of the park?

Results
- 95% of visitor groups were interested in learning about cultural and natural history features of the park (see Figure 108).
- As shown in Figure 109, the most common preferred methods of learning about park features by visitor groups were:
  - 78% Ranger-led tours/programs
  - 62% Indoor exhibits
  - 58% Outdoor exhibits
  - 58% Printed material
- “Other” methods (2%) were:
  - All of the above, as budget permits
  - Map of Cold War

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Sales items available to purchase on a future visit

Question 26
If you were to visit Minuteman Missile NHS in the future, which types of sales items would you and your personal group like to have available for purchase in a bookstore/sales area?

Results
- 63% of visitor groups were interested in having sales items available for purchase on a future visit (see Figure 110).
- As shown in Figure 111, the most common sales items visitor groups would like to have available were:
  - 61% Gifts/souvenir items
  - 53% Publications
- “Other” items (22%) were:
  - Christmas ornament
  - Cups
  - Documentaries of nuclear/Cold War
  - Hats
  - Hike Shield 1
  - Information about Cold War
  - Keychains
  - Lanyards
  - Launch key
  - Magnets
  - Model of the site
  - More detailed information
  - Old Cold War propaganda - duck and cover, etc.
  - Patches/pins
  - Penny squasher
  - Pens (e.g. Floaty pens)
  - Photographs
  - Pictures/posters of Mikhail Gorbachev
  - Postcards
  - Posters
  - Puzzles
  - Reproduction unit shirts (squadron)
  - Snacks
  - T-shirts

Figure 110: Visitor groups that were interested in having sales items available for purchase on a future visit

Figure 111: Sales items visitor groups would like to have available for purchase on a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Question 29
Overall, how would you rate the quality of the visitor facilities, services, and recreational opportunities provided to you and your personal group at Minuteman Missile NHS during this visit?

Results
- 68% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 112).
- 9% rated the quality as “very poor” or “poor.”

Figure 112: 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 the park

Question 28
Minuteman Missile NHS was established because of its significance to the nation. In your opinion, what is the national significance of the park? (open-ended)

Results
- 82% of visitor groups (N=205) responded to this question.
- Table 15 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 15: National significance of the park
N=269 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>Historical value/significance</td>
<td>52</td>
</tr>
<tr>
<td>Reminder/history of Cold War</td>
<td>52</td>
</tr>
<tr>
<td>Avoidance/deterrent of war</td>
<td>12</td>
</tr>
<tr>
<td>Educational value</td>
<td>12</td>
</tr>
<tr>
<td>National security during Cold War era</td>
<td>10</td>
</tr>
<tr>
<td>National security/defense</td>
<td>10</td>
</tr>
<tr>
<td>Education of youth/future generations</td>
<td>8</td>
</tr>
<tr>
<td>Cold War victory</td>
<td>7</td>
</tr>
<tr>
<td>Reality/threat of nuclear war</td>
<td>7</td>
</tr>
<tr>
<td>Educate the public</td>
<td>6</td>
</tr>
<tr>
<td>Historic preservation</td>
<td>5</td>
</tr>
<tr>
<td>History of nuclear weapons</td>
<td>5</td>
</tr>
<tr>
<td>Insight into life during the Cold War</td>
<td>5</td>
</tr>
<tr>
<td>U.S. action/readiness during Cold War</td>
<td>4</td>
</tr>
<tr>
<td>Consequences of nuclear war</td>
<td>3</td>
</tr>
<tr>
<td>Lessons for the future</td>
<td>3</td>
</tr>
<tr>
<td>Symbol/reminder of nuclear arms race</td>
<td>3</td>
</tr>
<tr>
<td>Technological achievement/history</td>
<td>3</td>
</tr>
<tr>
<td>A war memorial</td>
<td>2</td>
</tr>
<tr>
<td>Effect of Cold War on the world</td>
<td>2</td>
</tr>
<tr>
<td>Effect of Cold War on U.S. policy</td>
<td>2</td>
</tr>
<tr>
<td>Effect of missile sites on mid-western states</td>
<td>2</td>
</tr>
<tr>
<td>It is important</td>
<td>2</td>
</tr>
<tr>
<td>Of minimal significance</td>
<td>2</td>
</tr>
<tr>
<td>Protection of freedom</td>
<td>2</td>
</tr>
<tr>
<td>Recognize service of USAF/military personnel</td>
<td>2</td>
</tr>
<tr>
<td>Reminder of the costs of freedom</td>
<td>2</td>
</tr>
<tr>
<td>Soviet/U.S. relations</td>
<td>2</td>
</tr>
<tr>
<td>Testament to fear</td>
<td>2</td>
</tr>
<tr>
<td>Access to history</td>
<td>1</td>
</tr>
<tr>
<td>Awareness of the site</td>
<td>1</td>
</tr>
<tr>
<td>Caused of slowdown of Soviet expansion</td>
<td>1</td>
</tr>
<tr>
<td>Comment</td>
<td>Number of times mentioned</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>Clarifies misconceptions of nuclear war</td>
<td>1</td>
</tr>
<tr>
<td>Communicate the importance of a strong country</td>
<td>1</td>
</tr>
<tr>
<td>Control centers have changed little</td>
<td>1</td>
</tr>
<tr>
<td>Defeat of communism</td>
<td>1</td>
</tr>
<tr>
<td>Demonstrates national strength</td>
<td>1</td>
</tr>
<tr>
<td>Educate the public of how things have changed</td>
<td>1</td>
</tr>
<tr>
<td>Effect on present day life</td>
<td>1</td>
</tr>
<tr>
<td>Explains the daily fight for peace</td>
<td>1</td>
</tr>
<tr>
<td>Growing awareness of the past</td>
<td>1</td>
</tr>
<tr>
<td>History of foreign relations</td>
<td>1</td>
</tr>
<tr>
<td>History of national defense</td>
<td>1</td>
</tr>
<tr>
<td>History of satellite technology</td>
<td>1</td>
</tr>
<tr>
<td>Importance of military role in US security</td>
<td>1</td>
</tr>
<tr>
<td>Increases global awareness</td>
<td>1</td>
</tr>
<tr>
<td>Influence of Cold War on military history/policy</td>
<td>1</td>
</tr>
<tr>
<td>Major national investment</td>
<td>1</td>
</tr>
<tr>
<td>National pride</td>
<td>1</td>
</tr>
<tr>
<td>National security system</td>
<td>1</td>
</tr>
<tr>
<td>Nuclear war past/future</td>
<td>1</td>
</tr>
<tr>
<td>On-going fight for liberty</td>
<td>1</td>
</tr>
<tr>
<td>Opportunity to view the site</td>
<td>1</td>
</tr>
<tr>
<td>Political secrecy and war</td>
<td>1</td>
</tr>
<tr>
<td>Precariousness of global situations</td>
<td>1</td>
</tr>
<tr>
<td>Recent historic perspective for NPS</td>
<td>1</td>
</tr>
<tr>
<td>Reminder of a time of fear and prejudice</td>
<td>1</td>
</tr>
<tr>
<td>Reminder of US strength</td>
<td>1</td>
</tr>
<tr>
<td>Service to country</td>
<td>1</td>
</tr>
<tr>
<td>Should be visited by all Americans</td>
<td>1</td>
</tr>
<tr>
<td>Show effects of war</td>
<td>1</td>
</tr>
<tr>
<td>Showed how US stopped USSR</td>
<td>1</td>
</tr>
<tr>
<td>Site was in heartland of America</td>
<td>1</td>
</tr>
<tr>
<td>Stupidity of man/war</td>
<td>1</td>
</tr>
<tr>
<td>Symbol of American military</td>
<td>1</td>
</tr>
<tr>
<td>Thought-provoking</td>
<td>1</td>
</tr>
<tr>
<td>Threat of genocide</td>
<td>1</td>
</tr>
<tr>
<td>Un-used Triad 1000 sites</td>
<td>1</td>
</tr>
<tr>
<td>Willingness to pay for freedom</td>
<td>1</td>
</tr>
</tbody>
</table>
Planning for the future

Question 30
What would you and your personal group recommend to improve current visitor services provided at the park? (open-ended)

Results
- 62% of visitor groups (N=155) responded to this question.
- Table 16 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 16: Planning for the future
some visitor groups made more than one comments.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Offer more guided tours</td>
<td>31</td>
</tr>
<tr>
<td>Add more exhibits</td>
<td>20</td>
</tr>
<tr>
<td>Provide better information about the sites</td>
<td>8</td>
</tr>
<tr>
<td>(e.g., location)</td>
<td></td>
</tr>
<tr>
<td>Have more educational material</td>
<td>4</td>
</tr>
<tr>
<td>Offer more self-guided tour opportunities</td>
<td>4</td>
</tr>
<tr>
<td>Give more information on the website about</td>
<td>3</td>
</tr>
<tr>
<td>tours (e.g., Open House, reservations)</td>
<td></td>
</tr>
<tr>
<td>Have longer tours</td>
<td>3</td>
</tr>
<tr>
<td>Improve exhibits</td>
<td>3</td>
</tr>
<tr>
<td>More informative exhibits</td>
<td>3</td>
</tr>
<tr>
<td>Add more informational signs</td>
<td>2</td>
</tr>
<tr>
<td>Have a video in different room to avoid</td>
<td>2</td>
</tr>
<tr>
<td>interruptions</td>
<td></td>
</tr>
<tr>
<td>More hands-on exhibits</td>
<td>2</td>
</tr>
<tr>
<td>More information about Cold War</td>
<td>2</td>
</tr>
<tr>
<td>Need more information about</td>
<td>2</td>
</tr>
<tr>
<td>tours/reservations</td>
<td></td>
</tr>
<tr>
<td>Run Open House more often</td>
<td>2</td>
</tr>
<tr>
<td>Update tour information</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>28</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Increase visitor center size</td>
<td>22</td>
</tr>
<tr>
<td>Have a permanent visitor center</td>
<td>10</td>
</tr>
<tr>
<td>Better parking</td>
<td>8</td>
</tr>
<tr>
<td>Add more directional signs to sites</td>
<td>6</td>
</tr>
<tr>
<td>Better road signs</td>
<td>6</td>
</tr>
<tr>
<td>Improve visitor center</td>
<td>5</td>
</tr>
<tr>
<td>Access roads to sites need improvement</td>
<td>4</td>
</tr>
<tr>
<td>A visitor center located at silo site</td>
<td>3</td>
</tr>
<tr>
<td>Add more parking</td>
<td>2</td>
</tr>
<tr>
<td>Have a shelter for people waiting for tours</td>
<td>2</td>
</tr>
<tr>
<td>Need more RV parking</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
</tr>
</tbody>
</table>
Table 16: Planning for the future  
(continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>POLICIES/MANAGEMENT</td>
<td></td>
</tr>
<tr>
<td>Provide a shuttle from visitor center to sites</td>
<td>8</td>
</tr>
<tr>
<td>Advertise the site more</td>
<td>7</td>
</tr>
<tr>
<td>Add souvenirs</td>
<td>4</td>
</tr>
<tr>
<td>Extended hours of operation</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>4</td>
</tr>
</tbody>
</table>
Additional comments

Question 32
Is there anything else you and your personal group would like to tell us about your visit to Minuteman Missile NHS? (open-ended)

Results
- 39% of visitor groups (N=97) responded to this question.
- Table 17 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 17: Additional comments
N=165 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>Rangers and guides were knowledgeable</td>
<td>13</td>
</tr>
<tr>
<td>Park staff was friendly</td>
<td>10</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Add more tours</td>
<td>4</td>
</tr>
<tr>
<td>Enjoyed the ranger-led tours</td>
<td>4</td>
</tr>
<tr>
<td>Liked the personal stories from former employees</td>
<td>4</td>
</tr>
<tr>
<td>Enjoyed the tour</td>
<td>3</td>
</tr>
<tr>
<td>Improve reservation system</td>
<td>3</td>
</tr>
<tr>
<td>Add more exhibits</td>
<td>2</td>
</tr>
<tr>
<td>Junior Ranger program was great</td>
<td>2</td>
</tr>
<tr>
<td>Tour information should be on website</td>
<td>2</td>
</tr>
<tr>
<td>Unable to take tour</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>25</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Sign difficult to see</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>4</td>
</tr>
<tr>
<td><strong>POLICIES/MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Advertise more</td>
<td>2</td>
</tr>
<tr>
<td>Develop the site more</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>2</td>
</tr>
</tbody>
</table>
### Table 17: 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>
<td></td>
</tr>
<tr>
<td>Enjoyed the visit</td>
<td>22</td>
</tr>
<tr>
<td>It was interesting</td>
<td>8</td>
</tr>
<tr>
<td>Nice site</td>
<td>7</td>
</tr>
<tr>
<td>Will return</td>
<td>5</td>
</tr>
<tr>
<td>The visit was informative</td>
<td>4</td>
</tr>
<tr>
<td>Discovered the site by chance</td>
<td>3</td>
</tr>
<tr>
<td>Thank you</td>
<td>3</td>
</tr>
<tr>
<td>Were not able to visit some sites</td>
<td>2</td>
</tr>
<tr>
<td>Learned a lot from the visit</td>
<td>2</td>
</tr>
<tr>
<td>Wish we had more time to visit</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>16</td>
</tr>
</tbody>
</table>
Appendix 1: The Questionnaire
Minuteman Missile
National Historic Site

Visitor Study
United States Department of the Interior
NATIONAL PARK SERVICE
Minuteman Missile NHS
21280 SD Hwy 240
Philip, SD 57567-7102

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 Minuteman Missile 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,

Mark E. Herberger
Superintendent

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**DIRECTIONS**

At the end of your visit:

1) Please have the selected individual complete this questionnaire.
2) Answer the questions carefully since each question is different.
3) For questions that use circles (○), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.
   - Like this: ○  Not like this: ✓  ❌  ❌
4) Seal it with the stickers provided.
5) Drop it in a U.S. mailbox.

Thank you!

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**PRIVACY ACT and PAPERWORK REDUCTION ACT statement:**

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your personal group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

**Burden estimate statement:** Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.
Your Visit To Minuteman Missile NHS

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. a) Prior to your visit, how did you and your personal group obtain information about Minuteman Missile NHS? Please mark (*) all that apply in column (a).

   b) If you were to visit Minuteman Missile NHS in the future, how would you and your personal group prefer to obtain information about the park? Please mark (*) all that apply in column (b).

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

   b) Prior to future visits
      - Resident of S. Dakota ➔ Go to Question 3
      - Minuteman Missile NHS was the primary reason for visiting S. Dakota
      - Minuteman Missile NHS was one of several destinations in S. Dakota
      - Minuteman Missile NHS was not a planned destination in S. Dakota

   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?
      - No ➔ Go to Question 2
      - Yes ➔ Go to Question 2

2. a) What role did this visit to Minuteman Missile NHS play in your and your personal group's decision to visit South Dakota? Please mark (*) only one.
      - Resident of S. Dakota ➔ Go to Question 3
      - Minuteman Missile NHS was the primary reason for visiting S. Dakota
      - Minuteman Missile NHS was one of several destinations in S. Dakota
      - Minuteman Missile NHS was not a planned destination in S. Dakota

   b) Did your visit to Minuteman Missile NHS influence you and your personal group's decision to spend time in the area (within 30 miles of visitor center) in addition to spending time at the park?
      - Yes
      - No

3. On this trip, what was the primary reason that you and your personal group came to the Minuteman Missile NHS area (within 30 miles of the visitor center)? Please mark (*) only one.
      - Resident of area (within 30 miles of visitor center) ➔ Go to Question 4
      - Visit Minuteman Missile NHS
      - Visit other attractions in the area
      - Visit friends/relatives in the area
      - Business
      - Other (Please specify)

4. On this visit, what was the primary reason that you and your personal group visited Minuteman Missile NHS? Please mark (*) only one.
      - Obtain NPS Passport Book stamp
      - Saw sign on highway
      - Visit a National Park Service unit
      - Interest in Cold War history
      - Recommended by a friend or family member
      - Something to do on the way to visit other NPS sites in western South Dakota, such as Badlands and Mt. Rushmore
      - Other (Please specify)
5. On this trip, which of the following national park sites in the Minuteman Missile NHS area (within 100 miles of the park) did you and your personal group visit? Please mark (*) all that apply.
   O None ➔ Go to Question 6
   O Badlands National Park
   O Devils Tower National Monument
   O Jewel Cave National Monument
   O Mount Rushmore National Memorial
   O Wind Cave National Park

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

   Nearest city/town ____________________ State ____________________

   [Note: Space provided for writing the name of the city/town and state where you live.]

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

   Nearest city/town ____________________ State ____________________

7. a) On this visit to Minuteman Missile NHS, which routes did you use to first arrive at the park? Please mark (*) only one.

   O I-90 east only
   O I-90 west only
   O Hwy 44 from Rapid City
   O I-90 east to Badlands Scenic Loop 240
   O I-90 west to Badlands Scenic Loop 240 from Wall
   O Hwy 44 from Pine Ridge Indian Reservation

   [Note: Space provided for writing the routes used to arrive at the park.]

   b) On this visit to Minuteman Missile NHS, which routes did you use after leaving the park? Please mark (*) only one.

   O I-90 east only
   O I-90 west only
   O Hwy 44 to Rapid City
   O Badlands Scenic Loop 240 to I-90 east
   O Badlands Scenic Loop 240 to Wall
   O Hwy 44 to Pine Ridge Indian Reservation

8. a) On this trip, did you and your personal group stay overnight away from your permanent residence in the Minuteman Missile NHS area (within 30 miles of the visitor center)?

   O Yes
   O No ➔ Go to Question 9

   b) If YES, please list the number of nights you and your personal group stayed in the Minuteman Missile NHS area.

   _____ Number of nights within 30 miles of the visitor center

   c) If YES, in which types of lodging did you and your personal group spend the night(s) in the area outside the park (within 30 miles of the visitor center)? Please mark (*) all that apply.

   O Lodges, hotels, motels, cabins, B&B, etc.
   O RV/trailer camping
   O Tent camping in developed campground
   O Personal seasonal residence
   O Residence of friends or relatives
   O Other (Please specify) ____________________

9. a) How many hours in total did you and your personal group spend visiting Minuteman Missile NHS on this visit?

   _____ Total number of hours (Please list partial hours as 1/4, 1/2, or 3/4.)

   [Note: Space provided for writing the total number of hours spent visiting the park.]

   b) On this visit, did you and your personal group visit Minuteman Missile NHS on more than one day?

   O Yes
   O No ➔ Go to Question 10

   c) If YES, on how many days did you visit the park?

   _____ Number of days

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

   _____ Number of times entered

10. On this visit to Minuteman Missile NHS, which park sites did you and your personal group visit? Please mark (*) all that apply.

   O Visitor center
   O Launch Facility (Missile Silo) Delta-09
   O Launch Control Facility Delta-01
11. a) On this visit to Minuteman Missile NHS, did anyone in your personal group participate in a ranger-led tour?
   O Yes  O No → Go to part d of this question

b) If YES, what was the most enjoyable aspect of the tour?

______________________________________________________________________________

c) If YES, please rate the length of the tour. Please mark (☆) only one.
   O Too short  O About right  O Too long

d) During which times of day would you and your personal group prefer to take the tour? Please mark (☆) all that apply.
   O 9:00 am – 11:00 am  O 1:00 pm – 3:00 pm
   O 11:00 am – 1:00 pm  O 3:00 pm – 5:00 pm
   O Other (Please specify) _____________________________________________

12. a) Prior to this visit, in which activities did you and your personal group expect to participate at Minuteman Missile NHS? Please mark (☆) all that apply in column (a).

b) In which activities did you and your personal group actually participate on this visit? Please mark (☆) all that apply in column (b).

   a) Expected activity
   O Attend Open House
   O Attend ranger-led tours (other than Open House)
   O Painting/drawing/taking photographs
   O Participate in Junior Ranger program
   O Take self-guided tours
   O View visitor center exhibits
   O Watch park video/film
   O Other (Please specify below)

   b) Activity this visit

   O Attend Open House
   O Attend ranger-led tours (other than Open House)
   O Painting/drawing/taking photographs
   O Participate in Junior Ranger program
   O Take self-guided tours
   O View visitor center exhibits
   O Watch park video/film
   O Other (Please specify below)

13. a) During this visit to Minuteman Missile NHS, did you and your personal group learn about the following topics? Please mark (☆) all that apply in column (a).

b) If you were to visit in the future, which topics would you and your personal group be interested in learning (or learning more) about? Please mark (☆) all that apply in column (b).

   a) Learned this visit
   O Missel history – both U.S. and Soviet Union
   O Technology and engineering that developed and built the system
   O Nuclear weapons and the arms race
   O Soviet/Russian perspective on Cold War
   O Landowner perspective on missile fields
   O Personal and human stories related to missile field (Air Force) personnel
   O Nuclear weapons and missiles – at present and in the future
   O Effects on local communities and citizens
   O Peace protects – Debate on use of nuclear weapons
   O The Cold War’s effects on the 21st century
   O Other topics (Please specify below)

   b) Learn on a future visit

   O Missel history – both U.S. and Soviet Union
   O Technology and engineering that developed and built the system
   O Nuclear weapons and the arms race
   O Soviet/Russian perspective on Cold War
   O Landowner perspective on missile fields
   O Personal and human stories related to missile field (Air Force) personnel
   O Nuclear weapons and missiles – at present and in the future
   O Effects on local communities and citizens
   O Peace protects – Debate on use of nuclear weapons
   O The Cold War’s effects on the 21st century

14. a) Do you, or does any person in your family or personal group, have a personal connection to the Minuteman Missile field?
   O Yes  O No → Go to part c of this question

b) If YES what is the personal connection to the missile field?
15. a) Please mark (●) all the visitor services and facilities that you or your personal group used at Minuteman Missile 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>O Access for people with disabilities</td>
<td>1=Not important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td>O Assistance from park staff</td>
<td>2=Somewhat important</td>
<td>2=Poor</td>
</tr>
<tr>
<td>O Visitor contact station</td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td>O Indoor exhibits</td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td>O Outdoor exhibits</td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
<tr>
<td>O Junior Ranger program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Park brochure/map</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Park newspaper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Park video/film</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Park website: <a href="http://www.nps.gov/mimi">www.nps.gov/mimi</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16. For you and your personal group, please estimate all expenditures for the items listed below for this visit to Minuteman Missile NHS area (within 30 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 Minuteman Missile NHS.
b) Please list your group's total expenditures in the area outside the park (within 30 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were just for this trip to Minuteman Missile NHS.

<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.

17. On this visit, were you and your personal group part of the following types of organized groups?
a) Commercial guided tour group O Yes O No
b) School/educational group O Yes O No
c) Other (scouts, work, church) O Yes O No
d) If you were with one of these organized groups, how many people, including yourself, were in this group?

______ Number of people in organized group
Minuteman Missile National Historic Site Visitor Study

16. a) On this visit, which type of personal group (not commercial guided tour/school/other organized group) were you with? Please mark (●) only one.
   ○ Alone
   ○ Family
   ○ Other (Please specify)________________________

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

19. For you only, what is your gender?
   ○ Male
   ○ Female

20. For you only, what is the highest level of education you have completed? Please mark (●) only one.
   ○ Some high school
   ○ High school diploma/GED
   ○ Bachelor's degree
   ○ Graduate degree
   ○ Some college

21. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?
   ○ Yes
   ○ No → Go to Question 22

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

22. Would you or your personal group be likely to visit Minuteman Missile NHS in the future?
   ○ Yes, likely
   ○ No, unlikely
   ○ Not sure

23. a) Are you or members of your group Hispanic or Latino? Please mark (●) one for each group member.
   Yourself          Member #2   Member #3   Member #4   Member #5   Member #6   Member #7
   Yes, Hispanic or Latino          ○           ○           ○           ○           ○           ○
   No, not Hispanic or Latino          ○           ○           ○           ○           ○           ○

Minuteman Missile National Historic Site Visitor Study

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.

<table>
<thead>
<tr>
<th></th>
<th>Yourself</th>
<th>Member #2</th>
<th>Member #3</th>
<th>Member #4</th>
<th>Member #5</th>
<th>Member #6</th>
<th>Member #7</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian</td>
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<tr>
<td>or Alaska Native</td>
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<tr>
<td>Asian</td>
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<tr>
<td>Black or African</td>
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<tr>
<td>American</td>
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<tr>
<td>Native Hawaiian</td>
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<td>or other Pacific</td>
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<td>Islander</td>
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<tr>
<td>Native Hawaiian</td>
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<td>or other Native</td>
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<tr>
<td>Hawaiian</td>
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</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>a) Current age</th>
<th>b) U.S. ZIP code or name of country other than U.S.</th>
<th>c) Number of visits to Minuteman Missile NHS since 2004 (including this visit)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yourself</td>
<td>Member #2</td>
<td>Member #3</td>
</tr>
<tr>
<td></td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
</tbody>
</table>

25. a) Which one language do you and members of your personal group primarily use to communicate with each other?
   ○ English
   ○ Other (Specify)________________________

b & c) When visiting an area such as Minuteman Missile NHS, which one language do you and most members of your personal group prefer to use for the following?

b) Speaking: ○ English ○ Other (Specify)________________________

c) Reading: ○ English ○ Other (Specify)________________________
d) In your opinion, which services in the park need to be provided in languages other than English? Please specify a service or mark (●) "None."

Service ___________________________ (●) None

26. If you were to visit Minuteman Missile NHS in the future, which types of sales items would you and your personal group like to have available for purchase in a bookstore/sales area? Please mark (●) all that apply.

O Not interested in sales items ➔ Go to Question 27
O Bumper stickers (w/park name and/or logo) O Children's toys
O Children's books and educational items O DVD's of park film
O Flags of the Soviet Union O Flags of the U.S.
O Model rockets of nuclear missiles O Gifts/souvenir items
O Playing cards (w/park and missile field logos) O Publications
O Other (Please specify) ________________

27. If you were to visit Minuteman Missile NHS in the future, would you and your personal group be willing to pay $6.00/person (ages 16 and over) to take a shuttle bus round trip from the visitor center to the park sites?

O Yes, likely O No, unlikely O Not sure

28. Minuteman Missile NHS was established because of its significance to the nation. In your opinion, what is the national significance of the park?

________________________________________________________________________

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

Very poor Poor Average Good Very good

O O O O O

30. What would you and your personal group recommend to improve current visitor services provided at the park? Please be specific.

________________________________________________________________________

31. If you were to visit Minuteman Missile NHS in the future, how would you and your personal group prefer to learn about cultural and natural history features of the park? Please mark (●) all that apply.

O Not interested in learning about the park ➔ Go on to Question 32
O Civic engagements and discussions O In-depth lectures by experts
O Interactive computer programs/tours O Indoor exhibits
O Park website: www.nps.gov/mimi O Outdoor exhibits
O Ranger-led tours/programs O Self-guided tours
O Audiovisual programs (DVD, video, or movie) O Electronic media/devices available to visitors (downloadable podcasts, MP3, Windows Media™, etc.)
O Living history demonstrations/costumed interpretive programs
O Printed materials (brochures, books, maps, etc.)
O Other (Please specify) ________________

32. Is there anything else you and your personal group would like to tell us about your visit to Minuteman Missile NHS?

________________________________________________________________________

33. a) Which category best represents your annual household income? Please mark (●) only one.

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

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

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

Printed on recycled paper
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:

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

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidaho.edu
Website: [http://www.psu.uidaho.edu](http://www.psu.uidaho.edu)
Appendix 3: Decision Rules for Checking Non-response Bias

Non-response 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 non-response 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 non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response 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 our visitor study, visitors’ satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response 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, 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 age, distance of travel to the park, and overall quality rating scores among different mailing waves.

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

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

1. Respondents of different mailing waves have the same average age.
2. On average respondents of different mailing waves traveled the same distance to the park.
3. Respondents of different mailing waves have the same average satisfaction scores.
4. Respondents of different education levels are equally represented at different mailing waves.

Tables 3 and 4 show no significant difference in age, travel distance, overall quality rating, and level of education. The non-response bias is thus 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
### Visitor Services Project Publications (continued)

**1993**
- 54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
- 55. Santa Monica Mountains National Recreation Area (spring)
- 56. Whitman Mission National Historic Site
- 57. Sitka National Historical Park
- 58. Indiana Dunes National Lakeshore
- 59. Redwood National Park
- 60. Channel Islands National Park
- 61. Pecos National Historical Park
- 62. Canyon de Chelly National Monument
- 63. Bryce Canyon National Park (fall)

**1994**
- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

**1995**
- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Battlefield Park
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

**1996**
- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)

**1996 (continued)**
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park
- 89. Chumash National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (fall)

**1997**
- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

**1998**
- 101. Jean Lafitte National Historical Park & Park (spring)
- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 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
210. Homestead National Monument of America
211. Minuteman Missile 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.