Washita Battlefield National Historic Site
Visitor Study

Spring 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/780
ON THE COVER
Morning sun on Washita Battlefield NHS Visitor Center
Photograph courtesy of Washita Battlefield National Historic Site
Washita Battlefield National Historic Site
Visitor Study

Spring 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/780

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All manuscripts in the series receive the appropriate level of peer review to ensure that the information is scientifically credible, technically accurate, appropriately written for the intended audience, and designed and published in a professional manner.

Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

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This report and other reports by the Visitor Services Project (VSP) are available from the VSP website (http://www.psu.uidaho.edu/c5/vsp/vsp-reports/) or by contacting the VSP office at (208) 885-2585.

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## Executive Summary

This visitor study report profiles a systematic random sample of Washita Battlefield National Historic Site (NHS) visitors during May 20 – July 2, 2013. A total of 338 questionnaires were distributed to visitor groups. Of those, 229 questionnaires were returned, resulting in a 67.8% response rate.

<table>
<thead>
<tr>
<th>Group size and type</th>
<th>Fifty-seven percent of visitor groups consisted of two people and 23% were in groups of three or four. Seventy-six percent of visitor groups consisted of family groups and 15% were visiting alone.</th>
</tr>
</thead>
<tbody>
<tr>
<td>State or country of residence</td>
<td>United States visitors were from 39 states and the Virgin Islands, and comprised 98% of total visitation during the survey period, with 31% from Oklahoma. Twelve percent of visitor groups were residents of the area (within 75 miles of the park). There were too few international visitors to provide reliable data.</td>
</tr>
<tr>
<td>Number of visits to the park</td>
<td>Eighty-seven percent of visitors visited the park once and 10% visited two or three times.</td>
</tr>
<tr>
<td>Age, ethnicity, race, and income level</td>
<td>Forty-one percent of visitors were ages 56-70 years, 18% were 41-55 years old, 16% were ages 15 years or younger, and 12% were 71 years or older. Six percent were Hispanic or Latino. Ninety percent of visitors were White, 4% were American Indian or Alaska Native, and 4% were more than one race. Twenty-one percent of respondents reported an income level of $50,000-$74,999.</td>
</tr>
<tr>
<td>Information sources</td>
<td>Most visitor groups (82%) obtained information about the park prior to their visit most often through the Washita Battlefield NHS website (44%), maps/brochures (35%), and friends/relatives/word of mouth (24%). Most visitors groups (92%) received the information they needed. Sixty-five percent of visitor groups prefer to use the Washita Battlefield NHS website to obtain information for a future visit, while 32% prefer to use maps/brochures.</td>
</tr>
<tr>
<td>Park website</td>
<td>Fifty-two percent of visitor groups have used the park website. The most common types of information visitor groups searched for were trip planning (93%), things to do at the park (78%), and history of the park (73%).</td>
</tr>
<tr>
<td>Park as destination</td>
<td>During the on-site interview, 62% of visitor groups said the park was one of several destinations and for 24%, the park was their primary destination.</td>
</tr>
<tr>
<td>Primary reason for visiting the area</td>
<td>The most common primary reasons for visiting the park area among non-resident visitor groups were to visit the park (47%), visit friends/relatives in the area (16%), and on a road trip (15%).</td>
</tr>
<tr>
<td>Services used in nearby communities</td>
<td>Thirty-seven percent of visitor groups needed support services, of which 95% were able to obtain needed services. The nearby communities most often used to obtain support services included Cheyenne, OK (95%) and Elk City, OK (35%). The support services most often used were food (80%), gas (69%), and lodging (51%).</td>
</tr>
</tbody>
</table>
Executive Summary (continued)

Transportation Seventy-six percent of nonresident visitor groups used a car to travel most of the distance from their home to the park area (within 75 miles of the park), and 13% used a SUV/truck/van. Ninety-seven percent of visitor groups used one vehicle to arrive at the park.

Adequacy of directional signs Ninety-two percent of visitor groups felt the directional signs in the park were adequate, and 85% felt the state highway signs directing them to the park were adequate.

Mapping devices Seventy-eight percent of visitor groups used mapping devices for directions to the park. The mapping devices most often used were printed maps/brochures (70%) and GPS devices (47%). Seven percent of visitor groups had difficulty locating the park using mapping devices.

Number of park entries Ninety percent of visitor groups entered the park once, while 7% entered twice on this visit.

Overnight stays Forty-seven percent of visitor groups stayed overnight in the area within 75 miles of the park, of which 65% stayed one night and 23% spent two or three nights. Sixty-four percent of visitor groups stayed in a lodge, motel, hotel, rented condo/home, cabin, or bed and breakfast, etc., while 18% were RV/trailer camping.

Length of visit Seventy-four percent of visitor groups spent one or two hours at the park, while 26% spent three or more hours. The average length of stay was two hours.

Local attractions visited Forty-two percent of visitor groups visited other local attractions on this visit. Of those visitor groups that visited other local attractions, 48% visited Black Kettle National Grasslands, 46% visited Route 66 Museum, and 21% visited Washita National Wildlife Refuge.

Sites visited The most common sites visited in the park were the visitor center (35%), overlook (29%), and nature trail (22%). Ninety-one percent of visitor groups visited the visitor center first.

Activities on this visit The most common activities were viewing exhibits in the museum (93%), learning history (85%), and visiting the visitor center (71%). The most common activities that were the primary reason for visiting the park were learning history (59%) and viewing exhibits in the museum (13%).

Visitor services and facilities The visitor services and facilities most often used by visitor groups were the visitor center - overall - (95%), museum exhibits (89%), and assistance from park staff (84%).

Topics learned The most common topics visitor groups learned about were events of the battle (100%), natural setting where the events occurred (87%), and the impact of the Indian Wars on Cheyenne and Arapaho history (82%).

Protecting park resources and attributes The highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included historic sites and buildings (94%), educational opportunities (90%), and clean water (88%).
**Executive Summary (continued)**

**Expenditures**  
The average visitor group expenditure (inside and outside the park within 75 miles of the park) was $121. The median group expenditure (50% of groups spent more and 50% of groups spent less) was $70. The average total expenditure per person (per capita) was $59. Nine percent of respondents had forgone income to make this trip.

**Additional services or programs on a future visit**  
Fifty-two percent of visitor groups desired additional services or programs on a future visit. Of those visitor groups, the most common services/programs included additional hiking trails (59%), night sky programs (39%), and birdwatching programs (20%).

**Methods of learning about the park on a future visit**  
Ninety-two percent of visitor groups were interested in learning about the park through films, movies, videos (78%), indoor exhibits (72%), self-guided tour using printed materials (64%), and trailside exhibits (64%).

**Overall quality**  
Most visitor groups (96%) rated the overall quality of facilities, services, and recreational opportunities at Washita Battlefield NHS as “very good” or “good.” One percent of groups rated the overall quality as “very poor” or “poor.”

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For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website http://www.psu.uidaho.edu.
Acknowledgements

We thank Marc Manni and Margaret Littlejohn for compiling the report, Philip Cook for overseeing the fieldwork, the staff and volunteers of Washita Battlefield NHS for assisting with the survey, and Matthew Strawn for data processing.

About the Authors

Marc Manni is the Research Team Supervisor of the Visitor Services Project. Margaret Littlejohn is a research assistant for the Visitor Services Project. Yen Le, Ph.D., is Director of the Visitor Services Project, Park Studies Unit, Department of Conservation Social Sciences, at the University of Idaho.
Introduction

This report describes the results of a visitor study at Washita Battlefield NHS in Cheyenne, OK, conducted May 20 – July 2, 2013 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Washita Battlefield NHS, “The site protects and interprets the setting along the Washita River where Lt. Col. George A. Custer led the 7th U.S. Cavalry on a surprise dawn attack against the Southern Cheyenne village of Peace Chief Black Kettle on November 27, 1868. The attack was an important event in the tragic clash of cultures of the Indian Wars era.” (www.nps.gov/waba, retrieved December 2013).

Organization of the Report

This report is organized into three sections.

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

Section 2: Results
This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. 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 visitor groups.

Appendix 2. Additional Analysis. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. Decision rules for Checking Non-response Bias. An explanation of how the non-response bias was determined.
Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

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 the 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 proportion of responses in each category.

5. In most graphs, percentages provide additional information.

Example 1

[Graph showing number of visits to the park in past 12 months]

Figure 14. Number of visits to the park in past 12 months
Methods

Survey Design and Procedures

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 method, 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 the visitor center during May 20 – July 2, 2013. Visitors were surveyed between the hours of 8:30 a.m. and 5 p.m. During this survey, 358 visitor groups were contacted and 338 of these groups (94.4%) accepted questionnaires. (The average acceptance rate for 280 VSP visitor studies conducted from 1988 through 2013 is 91.3%.) Questionnaires were completed and returned by 229 respondents, resulting in a 67.8% response rate for this study. (The average response rate for the 280 VSP visitor studies is 71.6%.)

Questionnaire design

The Washita Battlefield NHS questionnaire was developed through conference calls between the park and VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Washita Battlefield NHS. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Washita Battlefield NHS questionnaire. However, all questions followed Office 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, the age of the member completing the questionnaire, and how this visit to the park fit into their group’s travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following each survey round, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 1). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after each survey round. Seven weeks after each survey round, a second replacement questionnaire was mailed to participants who had not returned their questionnaires.

The survey dates were extended until all questionnaires were passed out, resulting in four rounds of replacement mailings.

Table 1. Follow-up mailing distribution

<table>
<thead>
<tr>
<th>Round 1 (May 20-26)</th>
<th>Date mailed</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcards</td>
<td>June 11, 2013</td>
<td>62</td>
<td>3</td>
<td>65</td>
</tr>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; replacement</td>
<td>June 25, 2013</td>
<td>30</td>
<td>2</td>
<td>32</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; replacement</td>
<td>July 16, 2013</td>
<td>23</td>
<td>0</td>
<td>23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Round 2 (May 27-June 9)</th>
<th>Date mailed</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcards</td>
<td>June 24, 2013</td>
<td>89</td>
<td>0</td>
<td>89</td>
</tr>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; replacement</td>
<td>July 9, 2013</td>
<td>45</td>
<td>0</td>
<td>45</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; replacement</td>
<td>July 29, 2013</td>
<td>33</td>
<td>0</td>
<td>33</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Round 3 (June 10-23)</th>
<th>Date mailed</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcards</td>
<td>July 9, 2013</td>
<td>89</td>
<td>4</td>
<td>93</td>
</tr>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; replacement</td>
<td>July 23, 2013</td>
<td>50</td>
<td>4</td>
<td>54</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; replacement</td>
<td>August 12, 2013</td>
<td>37</td>
<td>0</td>
<td>37</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Round 4 (June 24-July 2)</th>
<th>Date mailed</th>
<th>U.S.</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcards</td>
<td>July 22, 2013</td>
<td>66</td>
<td>1</td>
<td>67</td>
</tr>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; replacement</td>
<td>August 5, 2013</td>
<td>36</td>
<td>0</td>
<td>36</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; replacement</td>
<td>August 23, 2013</td>
<td>29</td>
<td>0</td>
<td>29</td>
</tr>
</tbody>
</table>
**Data analysis**

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and statistics were calculated using Statistical Analysis Software® (SAS) and IBM SPSS Statistics.

**Limitations**

As with 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 their 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 at selected sites during the study period of May 20 – July 2, 2013. 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. When the sample size is less than 30, the word “CAUTION!” is included in the graph, figure, table, or text.

4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

**Special conditions**

The weather during the survey period was variable, ranging from cool and overcast with wind, rain, and thundershowers to sunny, hot, and humid with temperatures between 75 and 110 degrees F.

No special events occurred in the area that would have affected the type and amount of visitation to the park.


**Checking non-response bias**

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and participant’s home and its proximity to the park. Respondents and non-respondents were found to be significantly different except for group size and distance from home to the park (see Tables 2 - 5). Respondents at younger age ranges (especially 50 and younger), visitors traveled with friends, and visitors who visited Washita National Battlefield as one of several destinations may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 2. Comparison of respondents and non-respondents by average age and group size

<table>
<thead>
<tr>
<th>Variable</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (t-test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (years)</td>
<td>57.12 (N=229)</td>
<td>49.07 (N=106)</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Group size</td>
<td>2.44 (N=220)</td>
<td>2.52 (N=103)</td>
<td>0.578</td>
</tr>
</tbody>
</table>

Table 3. Comparison of respondents and non-respondents by group type

<table>
<thead>
<tr>
<th>Group type</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (chi-square)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>34 (34%)</td>
<td>21 (20%)</td>
<td>0.024</td>
</tr>
<tr>
<td>Family</td>
<td>167 (76%)</td>
<td>65 (61%)</td>
<td></td>
</tr>
<tr>
<td>Friends</td>
<td>15 (7%)</td>
<td>17 (16%)</td>
<td></td>
</tr>
<tr>
<td>Family and friends</td>
<td>4 (2%)</td>
<td>3 (4%)</td>
<td></td>
</tr>
</tbody>
</table>

Table 4. Comparison of respondents and non-respondents by primary destination

<table>
<thead>
<tr>
<th>Destination</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (chi-square)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park as primary destination</td>
<td>48 (21%)</td>
<td>34 (32%)</td>
<td>0.002</td>
</tr>
<tr>
<td>Park as one of several destinations</td>
<td>156 (68%)</td>
<td>52 (49%)</td>
<td></td>
</tr>
<tr>
<td>Not a planned destination</td>
<td>24 (11%)</td>
<td>21 (20%)</td>
<td></td>
</tr>
</tbody>
</table>

Table 5. Comparison of respondents and non-respondents by distance from home to park

<table>
<thead>
<tr>
<th>Destination</th>
<th>Respondents</th>
<th>Non-respondents</th>
<th>p-value (chi-square)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Within 100 miles</td>
<td>28 (13%)</td>
<td>16 (17%)</td>
<td>0.127</td>
</tr>
<tr>
<td>101-200 miles</td>
<td>24 (11%)</td>
<td>16 (17%)</td>
<td></td>
</tr>
<tr>
<td>201-300 miles</td>
<td>22 (10%)</td>
<td>15 (16%)</td>
<td></td>
</tr>
<tr>
<td>301 miles or more</td>
<td>137 (63%)</td>
<td>45 (48%)</td>
<td></td>
</tr>
<tr>
<td>International visitors</td>
<td>6 (3%)</td>
<td>2 (2%)</td>
<td></td>
</tr>
</tbody>
</table>
Results

Group and Visitor Characteristics

Visitor group size

Question 22b
On this visit, how many people were in your personal group, including yourself?

Results
• 57% of visitor groups consisted of two people (see Figure 1).
• 23% were in groups of three or four.

![Figure 1. Visitor group size](chart1)

Visitor group type

Question 22a
On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

Results
• 76% of visitor groups consisted of family groups (see Figure 2).
• 15% were alone.
• “Other” group type (<1%) was:
  Field crew

![Figure 2. Visitor group type](chart2)

*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 21a  
On this visit, was your personal group with a commercial guided tour group?

Results  
- No visitor groups were with a commercial guided tour group (see Figure 3).

Figure 3. Visitors with a commercial guided tour group

Question 21b  
On this visit, was your personal group with a school/educational group?

Results  
- 2% of visitor groups were with a school/educational group (see Figure 4).

Figure 4. Visitors with a school/educational group

Question 21c  
On this visit, was your personal group with a military group?

Results  
- 1% of visitor groups were with a military group (see Figure 5).

Figure 5. Visitors with a military 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 21d
On this visit, was your personal group part of a Native American ceremony?

Results
• No visitor groups were part of a Native American ceremony (see Figure 6).

Figure 6. Visitors who were part of a Native American ceremony

Question 21e
On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

Results
• 3% of visitor groups were with an “other” organized group (see Figure 7).

Figure 7. Visitors with an “other” organized group

Question 21f
If you were with one of these organized groups, how many people, including yourself, were in this group?

Results – Interpret with CAUTION!
• Not enough visitor groups responded to this question to provide reliable results (see Figure 8).

Figure 8. Organized group size

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

**Question 23b**
For your personal group on this visit, what is each member’s state of residence?

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

Results
- U.S. visitors were from 39 states and the Virgin Islands, and comprised 98% of total visitation to the park during the survey period.
- 31% of U.S. visitors came from Oklahoma (see Table 6 and Figure 9).
- 10% came from Texas and 5% were from Tennessee.
- Smaller proportions came from 36 other states and the Virgin Islands.

<table>
<thead>
<tr>
<th>State</th>
<th>Number of visitors</th>
<th>Percent of U.S. visitors N=497 individuals</th>
<th>Percent of total visitors N=507 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma</td>
<td>152</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>Texas</td>
<td>50</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>23</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Colorado</td>
<td>21</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Florida</td>
<td>20</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Missouri</td>
<td>18</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>California</td>
<td>17</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Illinois</td>
<td>17</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Arizona</td>
<td>15</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Michigan</td>
<td>13</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Nevada</td>
<td>12</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Indiana</td>
<td>11</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>11</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Kansas</td>
<td>10</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>10</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>10</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Virginia</td>
<td>9</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Kentucky</td>
<td>8</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>21 other states and the Virgin Islands</td>
<td>70</td>
<td>14%</td>
<td>14%</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 from Oklahoma and adjacent states by county of residence**

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

Results

- Visitors from Oklahoma and adjacent states were from 78 counties and comprised 54% of the total U.S. visitation to the park during the survey period.

- 7% came from Oklahoma County, OK and 7% came from Roger Mills County, OK (see Table 7).

- 5% came from Beckham County, OK.

- Small proportions of visitors came from 75 other counties in Oklahoma and adjacent states.

<table>
<thead>
<tr>
<th>County, State</th>
<th>Number of visitors (N=267 individuals)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma, OK</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Roger Mills, OK</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>Beckham, OK</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>Tulsa, OK</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>Texas, OK</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Dewey, OK</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Tarrant, TX</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Custer, OK</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Cleveland, OK</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Ellis, OK</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Mayes, OK</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Saint Louis, MO</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Wise, TX</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>65 other counties</td>
<td>143</td>
<td>54</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
Residents of the area

Question 5a
Was every member in your personal group a resident of the Washita Battlefield NHS area (within 75 miles of the park)?

Results
• For 12% of visitor groups, all members were area residents (see Figure 10).

Figure 10. Visitor groups that were comprised of area residents only

International visitors by country of residence

Question 23b
For your personal group on this visit, what is each member’s country of residence?

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

Results – Interpret with CAUTION!
• Not enough visitor groups responded to this question to provide reliable results period (see Table 8).

Table 8. International visitors by country of residence

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of visitors</th>
<th>Percent of international visitors N=10 individuals</th>
<th>Percent of total visitors N=507 individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>4</td>
<td>40</td>
<td>&lt;1</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>4</td>
<td>40</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Canada</td>
<td>2</td>
<td>20</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 park**

**Question 23c**
For your personal group on this visit, how many times has each member visited Washita Battlefield NHS (including this visit)?

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

**Results**
- 87% of visitors visited the park once (see Figure 11).
- 10% visited two or three times.

![Figure 11. Number of visits to 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*
Visitor age

Question 23a
For your personal group on this visit, what is each member’s current age?

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

Results
- Visitor ages ranged from 1 to 95 years.
- 41% of visitors were 56 to 70 years old (see Figure 12).
- 18% were 41 to 55 years old.
- 16% were 15 years or younger.
- 12% were 71 years or older.

Figure 12. Visitor age

N=535 individuals*

Number of respondents

Age group (years)

- 10 or younger
- 11-15
- 16-20
- 21-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56-60
- 61-65
- 66-70
- 71-75
- 76 or older

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Visitors of Hispanic or Latino ethnicity

Question 25a
Are members of your personal group Hispanic or Latino?

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

Results
- 6% of visitors were Hispanic or Latino (see Figure 13).

<table>
<thead>
<tr>
<th>Hispanic? Latino?</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>6%</td>
</tr>
<tr>
<td>No</td>
<td>94%</td>
</tr>
</tbody>
</table>

Figure 13. Visitors of Hispanic or Latino ethnicity

Visitor race

Question 25b
What is the race of each member of your personal group?

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

Results
- 90% of visitors were White (see Figure 14).
- 4% were American Indian or Alaska Native.
- 4% were more than one race.

<table>
<thead>
<tr>
<th>Race</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>90%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>4%</td>
</tr>
<tr>
<td>More than one race</td>
<td>4%</td>
</tr>
<tr>
<td>Asian</td>
<td>2%</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>0%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>0%</td>
</tr>
</tbody>
</table>

Figure 14. Visitor race

*total percentages do not equal 100 due to rounding

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

**Question 24a**
For you only, which category best represents your annual household income?

**Results**
- 21% of respondents reported a household income of $50,000-$74,999 (see Figure 15).
- 17% had an income of $75,000-$99,999.
- 13% had an income of $100,000-$149,999.

![Figure 15. Respondent household income](image)

**Respondent household size**

**Question 24b**
How many people are in your household?

**Results**
- 55% of respondents had two people in their household (see Figure 16).
- 21% had three or four people.
- 18% had one person.

![Figure 16. Respondent 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
Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a
Prior to this visit, how did your personal group obtain information about Washita Battlefield NHS?

Results
- 82% of visitor groups obtained information about Washita Battlefield NHS prior to their visit (see Figure 17).
- As shown in Figure 18, among those visitor groups that obtained information about Washita Battlefield NHS prior to their visit, the most used sources were:
  - 44% Washita Battlefield NHS website
  - 35% Maps/brochures
  - 24% Friends/relatives/word of mouth
- Other websites (7%) used to obtain information prior to visit were:
  - google.com
  - travelok.com
  - wikipedia.org
  - History sites
  - Passport App
  - Websites on battlefield and Custer
- “Other” sources of information (23%) are listed in Table 9.

Figure 17. Visitor groups that obtained information prior to visit

Figure 18. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
<table>
<thead>
<tr>
<th>Source of information</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Park Passport</td>
<td>15</td>
</tr>
<tr>
<td>Highway/interstate/road signs</td>
<td>10</td>
</tr>
<tr>
<td>History books</td>
<td>8</td>
</tr>
<tr>
<td>Book &quot;Bury My Heart at Wounded Knee&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Book &quot;Custerology: The Enduring</td>
<td>1</td>
</tr>
<tr>
<td>Legacy of the Indian Wars &amp; Custer&quot;</td>
<td></td>
</tr>
<tr>
<td>Book &quot;The Last Stand&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Historical research and unit history</td>
<td>1</td>
</tr>
<tr>
<td>National Grassland Research</td>
<td>1</td>
</tr>
<tr>
<td>Study of Oklahoma history</td>
<td>1</td>
</tr>
<tr>
<td>Visitor center</td>
<td>1</td>
</tr>
<tr>
<td>Western history buff - aware of site</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 1c**
From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

**Results**
- 92% of visitor groups received needed information prior to their visit (see Figure 19).

![Figure 19. Visitor groups that received needed information prior to their visit](image)

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

**Results – Interpret results with CAUTION!**
- 11 visitor groups listed information they needed but was not available (see Table 10).

**Table 10. Needed information that was not available**
(N=15 comments; some visitor groups made more than one comment) – CAUTION!

<table>
<thead>
<tr>
<th>Needed information</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park location</td>
<td>3</td>
</tr>
<tr>
<td>More detailed website</td>
<td>2</td>
</tr>
<tr>
<td>Times of guided tours</td>
<td>2</td>
</tr>
<tr>
<td>Location of guided tours</td>
<td>1</td>
</tr>
<tr>
<td>Maps</td>
<td>1</td>
</tr>
<tr>
<td>More history</td>
<td>1</td>
</tr>
<tr>
<td>More information</td>
<td>1</td>
</tr>
<tr>
<td>National Park Service map and guide</td>
<td>1</td>
</tr>
<tr>
<td>Operation hours</td>
<td>1</td>
</tr>
<tr>
<td>Road signs and directions from Route 66</td>
<td>1</td>
</tr>
<tr>
<td>Website address</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

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

**Question 1b**

If you were to visit Washita Battlefield NHS in the future, how would your personal group prefer to obtain information about the park?

**Results**

- As shown in Figure 20, visitor groups’ most preferred sources of information for a future visit were:
  
  65% Washita Battlefield NHS website  
  32% Maps/brochures  
  31% Travel guides/tour books

- Other websites (3%) to use on a future visit were:
  
  google.com  
  travelok.com  
  wikipedia.org  
  History sites

- "Other" sources of information (6%) were:
  
  College history  
  Email list serve  
  Highway/Interstate/road signs  
  National Park Passport

![Figure 20. Sources of information to use for a future visit](image)

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

Question 2a
Has your personal group ever used the park website (http://www.nps.gov/waba)?

Results
- 52% of visitor groups had used the park website (see Figure 21).

![Use park website?](image1)

Figure 21. Visitor groups that used the park website

Question 2b
What type of information did you search for on the park website?

Results
- As shown in Figure 22, the most common types of information visitor groups searched for were:
  - 93% Trip planning
  - 78% Things to do at the park
  - 73% History of the park
- “Other” types of information (5%) were:
  - Handicap accessibility
  - Park stamps
  - Phone number
  - RV parking

![Information searched for on the park website](image2)

Figure 22. Information searched for on the park website

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Question 2c**
For the information that you searched for on the park website, please rate the quality of information provided.

**Results**
- Figure 23 shows the combined proportions of “very good” and “good” ratings of the information provided on the park website that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
  - 92% History of the park
  - 89% Trip planning
- Table 11 shows the quality ratings of each service and facility.
- The information receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:
  - 1% History of the park

**Table 11. Quality ratings of information provided on the park website (N=number of visitor groups)**

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>N</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trip planning (location, directions, hours of operation)</td>
<td>105</td>
<td>0</td>
<td>3</td>
<td>9</td>
<td>39</td>
<td>50</td>
</tr>
<tr>
<td>History of the park</td>
<td>83</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>40</td>
<td>52</td>
</tr>
<tr>
<td>Things to do at the park</td>
<td>86</td>
<td>0</td>
<td>1</td>
<td>13</td>
<td>43</td>
<td>43</td>
</tr>
<tr>
<td>Things to do in the area</td>
<td>55</td>
<td>0</td>
<td>13</td>
<td>29</td>
<td>33</td>
<td>25</td>
</tr>
<tr>
<td>Other – <strong>CAUTION!</strong></td>
<td>8</td>
<td>0</td>
<td>13</td>
<td>13</td>
<td>38</td>
<td>38</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 2d

How could the park website be improved, or what could be added to better assist you in making a personal connection with the story presented at the park?

(Open-ended)

Results – Interpret results with CAUTION!

• 29 visitor groups responded to this question.

• Table 12 lists improvements to the park website.

Table 12. Improvements to the park website
(N=38 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>Website is fine as is</td>
<td>5</td>
</tr>
<tr>
<td>Add trail narrative to website</td>
<td>4</td>
</tr>
<tr>
<td>Better directions to site</td>
<td>2</td>
</tr>
<tr>
<td>Clearly describe site features</td>
<td>2</td>
</tr>
<tr>
<td>Clearly state operating hours</td>
<td>2</td>
</tr>
<tr>
<td>More information on RV parking availability</td>
<td>2</td>
</tr>
<tr>
<td>Clearly state operating fees</td>
<td>1</td>
</tr>
<tr>
<td>Directions from Elk City</td>
<td>1</td>
</tr>
<tr>
<td>Hiking maps</td>
<td>1</td>
</tr>
<tr>
<td>Information about camping</td>
<td>1</td>
</tr>
<tr>
<td>Make it easier to navigate</td>
<td>1</td>
</tr>
<tr>
<td>Maps</td>
<td>1</td>
</tr>
<tr>
<td>Maps that show then and now</td>
<td>1</td>
</tr>
<tr>
<td>More information</td>
<td>1</td>
</tr>
<tr>
<td>More information about history</td>
<td>1</td>
</tr>
<tr>
<td>More information about the museum</td>
<td>1</td>
</tr>
<tr>
<td>More information on Black Kettle National Grasslands</td>
<td>1</td>
</tr>
<tr>
<td>More information on what to do in park</td>
<td>1</td>
</tr>
<tr>
<td>More photos</td>
<td>1</td>
</tr>
<tr>
<td>Need GPS address</td>
<td>1</td>
</tr>
<tr>
<td>Pet information</td>
<td>1</td>
</tr>
<tr>
<td>Provide clear &quot;Likes&quot; in park; don't bury under &quot;About us&quot; tab</td>
<td>1</td>
</tr>
<tr>
<td>Stories about Cheyenne who were attacked</td>
<td>1</td>
</tr>
<tr>
<td>Stress pivotal events, not timeline</td>
<td>1</td>
</tr>
<tr>
<td>Time and starting location of ranger programs</td>
<td>1</td>
</tr>
<tr>
<td>Too much information regarding campsites, etc.</td>
<td>1</td>
</tr>
<tr>
<td>Update website - museum not there</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
**Park as destination**

**Question from on-site interview**
A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: “How did this visit to Washita Battlefield NHS fit into your personal group’s travel plans?”

**Results**
- 62% of visitor groups said the park was one of several destinations (see Figure 24).
- 24% said the park was their primary destination.

**Primary reason for visiting the park area**

**Question 5b**
For nonresident members of your personal group, what was their primary reason for coming to the area (within 75 miles of the park)?

**Results**
- For 47% of visitor groups, visiting the park was the primary reason nonresident group members visited the area (see Figure 25).
- 16% were visiting friends/relatives in the area.
- 15% were on a road trip.
- “Other” primary reasons (3%) were:
  - Grassland bird surveys
  - Moving
  - Traveling through (planned trip)

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Alternative plans to visiting Washita Battlefield NHS**

**Question 3a**
For you only, if you had been unable to visit Washita Battlefield NHS on this trip, would you have visited at another time?

**Results**
- 73% of respondents would likely visit Washita Battlefield NHS at another time if they had been unable to visit on this trip (see Figure 26).

![Figure 26. Visitor groups that would likely visit the park at another time if they had been unable to visit on this trip](image)

**Question 3b**
If NO, what would you have done with the time you spent on this trip?

**Results**
- 48% of respondents would have gone somewhere else (see Figure 27).
- 43% were not sure or indicated they would not choose any of the options provided.

![Figure 27. What visitor groups would have done with time spent on this trip](image)

**Question 3b**
What is the distance from home to the alternate site?

**Results – Interpret results with CAUTION!**
- Not enough visitors responded to this question to provide reliable results (see Figure 28).

![Figure 28. Distance of alternate site from home](image)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
**Question 3b**

What is the location of the alternate site?

**Results – Interpret results with CAUTION!**

- 12 visitors responded to this question.

- Table 13 lists alternative sites visitor groups would have visited had they been unable to visit the park on this trip.

Table 13. Alternate site (N=12 comments) – CAUTION

<table>
<thead>
<tr>
<th>Needed information</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Next destination on itinerary of long distance road trip</td>
<td>2</td>
</tr>
<tr>
<td>Alibates Flint Quarries, Fritch, TX</td>
<td>1</td>
</tr>
<tr>
<td>Another park</td>
<td>1</td>
</tr>
<tr>
<td>National parks</td>
<td>1</td>
</tr>
<tr>
<td>Oklahoma City, OK</td>
<td>1</td>
</tr>
<tr>
<td>Other sites in OK, NM, AZ, CO</td>
<td>1</td>
</tr>
<tr>
<td>Santa Fe, NM</td>
<td>1</td>
</tr>
<tr>
<td>Touring from England</td>
<td>1</td>
</tr>
<tr>
<td>Touring USA - Route 66</td>
<td>1</td>
</tr>
<tr>
<td>Visit family in KS</td>
<td>1</td>
</tr>
<tr>
<td>Yellowstone NP</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
**Services used in nearby communities**

**Question 14a and 14b**

In which communities did your personal group obtain or attempt to obtain support services for this visit to Washita Battlefield NHS?

**Results**

- 37% of visitor groups needed support services in nearby communities on this visit (see Figure 29).
- As shown in Figure 30 and Table 14, the nearby communities used to obtain support services were:
  - 95% Cheyenne
  - 35% Elk City
  - 10% Sayre
- “Other” communities (10%) were:
  - Binger, OK
  - Clinton, OK
  - Erick, OK
  - Wheeler, TX
- As shown in Figure 31, the support services used were:
  - 80% Food
  - 69% Gas
  - 51% Lodging
  - 32% Information

---

*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. Nearby communities and support serviced used

<table>
<thead>
<tr>
<th>Community</th>
<th>N</th>
<th>Information</th>
<th>Gas</th>
<th>Food</th>
<th>Lodging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheyenne</td>
<td>33</td>
<td>42</td>
<td>55</td>
<td>61</td>
<td>12</td>
</tr>
<tr>
<td>Elk City</td>
<td>39</td>
<td>15</td>
<td>69</td>
<td>85</td>
<td>56</td>
</tr>
<tr>
<td>Sayre – CAUTION!</td>
<td>15</td>
<td>20</td>
<td>67</td>
<td>60</td>
<td>33</td>
</tr>
<tr>
<td>Other – CAUTION!</td>
<td>9</td>
<td>22</td>
<td>44</td>
<td>44</td>
<td>89</td>
</tr>
</tbody>
</table>

**Question 14c**
Was your personal group able to obtain all the services that you needed in these communities?

Results
- 95% of visitor groups were able to obtain needed support services in nearby communities (see Figure 32).

**Question 14d**
If NO, what needed services were not available? (Open-ended)

Results – Interpret results with CAUTION!
- 3 visitor groups listed needed services that were not available:
  - Better marked signs on Route 66
  - Road directions
  - RV repairs and RV supplies

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

Question 5c
For nonresident members in your personal group, what was the method of transportation used to travel most of the distance from their home to the Washita Battlefield NHS area (within 75 miles of the park)?

Results
- 76% of nonresident visitor group members used a car to travel most of the distance from their home to the Washita Battlefield NHS area (see Figure 33).
- 13% used a SUV/truck/van.
- “Other” methods of transportation (1%) were:
  - Bus
  - School bus

---

**Number of vehicles**

Question 20a
On this visit, how many vehicles did 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).

---

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Adequacy of park directional signs

Questions 6a-6d
On this visit, were the signs directing your personal group to and around Washita Battlefield NHS adequate?

Results
- Table 15 shows visitor groups’ ratings of the adequacy of park directional signs to and around Washita Battlefield NHS.

Table 15. Adequacy of park directional signs

<table>
<thead>
<tr>
<th>Signs</th>
<th>N</th>
<th>Yes</th>
<th>No</th>
<th>Did not use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstate signs</td>
<td>220</td>
<td>57</td>
<td>7</td>
<td>36</td>
</tr>
<tr>
<td>State highway signs</td>
<td>223</td>
<td>85</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Signs in local communities</td>
<td>220</td>
<td>75</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Signs in the park</td>
<td>218</td>
<td>92</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Question 6e
If you answered NO for any of the above, please explain. (Open-ended)

Results – Interpret results with CAUTION!
- Table 16 - Table 19 list visitor groups’ reasons for the inadequacies of park directional signs to and within Washita Battlefield NHS.

Table 16. Reasons why interstate signs were inadequate (N=14 comments) – CAUTION!

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not see any</td>
<td>5</td>
</tr>
<tr>
<td>Coming from Oklahoma City, could use Highway 6 at Elk City?</td>
<td>1</td>
</tr>
<tr>
<td>Did not see a sign on I-40</td>
<td>1</td>
</tr>
<tr>
<td>I-40 using RT 66: tour magazine pointed is toward Sayre than NW</td>
<td>1</td>
</tr>
<tr>
<td>No sign for museum on I-40</td>
<td>1</td>
</tr>
<tr>
<td>Not enough signs - need to be out further</td>
<td>1</td>
</tr>
<tr>
<td>Not enough signs - too far apart</td>
<td>1</td>
</tr>
<tr>
<td>Saw only 1 sign I-40 westbound</td>
<td>1</td>
</tr>
<tr>
<td>Saw only one sign</td>
<td>1</td>
</tr>
<tr>
<td>Travel RT 283 from Fort Sill, didn't see signs until we got north of I-40</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 17. Reasons why state highway signs were inadequate (N=15 comments) – CAUTION!

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not see any signs</td>
<td>4</td>
</tr>
<tr>
<td>Signs were spaced too far apart</td>
<td>3</td>
</tr>
<tr>
<td>Did not see sign for Black Kettle Museum</td>
<td>2</td>
</tr>
<tr>
<td>Approaching Cheyenne from the south on RT 283 no sign to park; approaching from north there is a prominent sign</td>
<td>1</td>
</tr>
<tr>
<td>Did not see any signs until immediate area</td>
<td>1</td>
</tr>
<tr>
<td>Inadequate highway signs - stopped for directions from only people we could find</td>
<td>1</td>
</tr>
<tr>
<td>Marked in one direction only</td>
<td>1</td>
</tr>
<tr>
<td>Need bigger signs</td>
<td>1</td>
</tr>
<tr>
<td>No sign on RT 47 until the turn</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 18. Reasons why signs in local communities were inadequate (N=22 comments; one visitor group made more than one comment) – CAUTION!

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not see any signs</td>
<td>5</td>
</tr>
<tr>
<td>Not enough signs</td>
<td>4</td>
</tr>
<tr>
<td>Did not see sign for Black Kettle Museum</td>
<td>3</td>
</tr>
<tr>
<td>Signs are too far apart</td>
<td>2</td>
</tr>
<tr>
<td>Almost missed sign in Cheyenne due to road congestion from traffic and businesses</td>
<td>1</td>
</tr>
<tr>
<td>Did not find a sign to turn into park; after we turned around we found a sign</td>
<td>1</td>
</tr>
<tr>
<td>Did not see any signs in Cheyenne</td>
<td>1</td>
</tr>
<tr>
<td>Did not see any signs until immediate area</td>
<td>1</td>
</tr>
<tr>
<td>In Elk City - turned on wrong road first</td>
<td>1</td>
</tr>
<tr>
<td>Not readily visible</td>
<td>1</td>
</tr>
<tr>
<td>Once off of main highway, had to stop for clearer directions</td>
<td>1</td>
</tr>
<tr>
<td>Signs are hit and miss on county roads</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 19. Reasons why signs in park were inadequate (N=8 comments) – CAUTION!

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did not see any signs</td>
<td>2</td>
</tr>
<tr>
<td>Confusing as you entered as to what to do/where to go</td>
<td>1</td>
</tr>
<tr>
<td>Confusing signage &quot;upper trail&quot; and &quot;lower trail&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Did have well-marked to take left to battlefield gazebo</td>
<td>1</td>
</tr>
<tr>
<td>Did not see any signs to battlefield</td>
<td>1</td>
</tr>
<tr>
<td>Never actually knew where it was</td>
<td>1</td>
</tr>
<tr>
<td>Signs at visitor center did not point to 1.5 mile trail</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
Mapping devices

Question 7a
Please indicate all mapping devices that your personal group used to direct you to Washita Battlefield NHS on this visit.

Results
- 78% of visitor groups used mapping devices to locate the park (see Figure 35).
- As shown in Figure 36, the mapping devices used to direct visitor groups to the park were:
  - 70% Printed maps/brochures
  - 47% GPS devices
  - 30% Online mapping tools
  - 16% Smartphone mapping apps

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
**Question 7b**
Did you have any difficulty locating the park using the above devices?

**Results**
- 7% of visitor groups had difficulty locating the park using mapping devices (see Figure 37).

![Figure 37. Visitor groups that had difficulty locating the park using mapping devices](image)

**Question 7c**
If YES, what was the problem? (Open-ended)

**Results – Interpret results with CAUTION!**
- Table 20 shows visitor groups’ difficulty locating the park using mapping devices.

<table>
<thead>
<tr>
<th>Device</th>
<th>Problems</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed maps/brochures</td>
<td>Did not recognize sign on RT 47 east as the actual park</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Had trouble locating RT 66 in Elk City so went back to I-40</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>No indication of how far to travel to park</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>No road sign on the right side of the road</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Poor map reading skills</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Took wrong turn</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Unclear directions</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Wasn’t sure where to turn</td>
<td>1</td>
</tr>
<tr>
<td>Online mapping tools</td>
<td>Poor map reading skills</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Unclear directions</td>
<td>1</td>
</tr>
<tr>
<td>GPS device</td>
<td>GPS device couldn’t find the address</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Did not recognize sign on RT 47 east as the actual park</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>It directed us to the battlefield instead of the center</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Poor map reading skills</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Unclear directions</td>
<td>1</td>
</tr>
<tr>
<td>Smart phone app</td>
<td>Took wrong turn</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
**Number of park entries**

**Question 20b**
On this visit, how many times did your personal group enter Washita Battlefield NHS?

**Results**
- 90% of visitor groups entered the park one time (see Figure 38).
- 7% entered twice.

![Figure 38. Number of park entries](image)

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

**Question 4a**
On this trip, did your personal group stay overnight away home in the Washita Battlefield NHS local area (within 75 miles of the park)?

Results
- 47% of visitor groups stayed overnight away from home in the area within 75 miles of the park (see Figure 39).

**Question 4b**
If YES, please list the number of nights your personal group stayed in the Washita Battlefield NHS local area (within 75 miles of the park).

Results
- 65% stayed one night outside the park within 75 miles (see Figure 40).
- 23% stayed two or three nights.
- 11% stayed four 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*
Accommodations used in the area outside the park

Question 4c
In which type(s) of accommodations did your personal group spend the night(s) in the local area (within 75 miles of the park)?

Results
- As shown in Figure 41, among those visitor groups that stayed overnight in the area outside the park, the most common types of accommodations were:
  - 64% Lodge, motel, hotel, rented condo/home, or B&B
  - 18% RV/trailer camping
- “Other” type of accommodation (1%) was:
  - Slept in car at Cherokee Trading Post

![Figure 41. Accommodations used in the area outside the park within 75 miles](chart.png)

*N=106 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*
**Length of visit**

**Question 8**
On this visit, how much time in total did your personal group spend visiting the Washita Battlefield NHS?

**Results**
- 74% of visitor groups spent one or two hours visiting the park (see Figure 42).
- 26% spent three or more hours.
- The average length of visit was 2.0 hours.

*Figure 42. Number of hours spent in 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*
**Places visited in the local area**

**Question 17**

On this trip to Washita Battlefield NHS, which other places in the local area did your personal group visit?

**Results**

- 42% of visitor groups visited other places in the local area on this visit (see Figure 43).
  - As shown in Figure 44, the local places most commonly visited were:
    - 48% Black Kettle National Grasslands
    - 46% Route 66 Museum
    - 21% Washita National Wildlife Refuge
  - “Other” local places visited (13%) were:
    - Alibates Flint Quarries NM
    - Cheyenne History Museum
    - Croton Creek Watchable Wildlife Area
    - Dead Indian Lake
    - Foss State Park
    - Mohawk Lodge Indian Store and Museum, Clinton, OK
    - Old Fort Reno
    - Restaurant
    - Roger Miller Museum, Erick, OK
    - Shattuck Windmills
    - Shortgrass Country Museum

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Order of sites visited in the park

Question 9
For this trip, please list the order (1, 2, 3, etc.) in which your personal group visited the following sites in Washita Battlefield NHS.

Results
The order in which the sites were visited is shown in
• Table 21.
• As shown in Figure 45, the park sites most commonly visited were:
  - 35% Visitor center
  - 29% Overlook

• See Table 22 for “other” sites (4%) visited.

Figure 45. Sites visited in the park

Table 21. Order of sites visited
(N=number of visitor groups)

<table>
<thead>
<tr>
<th>Site</th>
<th>N</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
<th>5th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor center</td>
<td>202</td>
<td>91</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Nature Trail (near visitor center)</td>
<td>126</td>
<td>6</td>
<td>63</td>
<td>29</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Overlook</td>
<td>166</td>
<td>6</td>
<td>51</td>
<td>26</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>The Native Garden</td>
<td>61</td>
<td>0</td>
<td>11</td>
<td>56</td>
<td>33</td>
<td>0</td>
</tr>
<tr>
<td>Other – CAUTION!</td>
<td>24</td>
<td>0</td>
<td>25</td>
<td>38</td>
<td>17</td>
<td>21</td>
</tr>
</tbody>
</table>

Table 22. “Other” park sites visited
(N=27 comments) – CAUTION!

<table>
<thead>
<tr>
<th>Site</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Battlefield Trail</td>
<td>9</td>
</tr>
<tr>
<td>Battlefield site</td>
<td>4</td>
</tr>
<tr>
<td>Park trail</td>
<td>3</td>
</tr>
<tr>
<td>Battlefield walking tour</td>
<td>2</td>
</tr>
<tr>
<td>Picnic area</td>
<td>2</td>
</tr>
<tr>
<td>Trail to Black Kettle’s camp</td>
<td>2</td>
</tr>
<tr>
<td>Trail to Washita River</td>
<td>2</td>
</tr>
<tr>
<td>Other buildings</td>
<td>1</td>
</tr>
<tr>
<td>Parking lot</td>
<td>1</td>
</tr>
<tr>
<td>Walked all of site not on private land</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
Activities on this visit

Question 10a
On this visit, in which activities did your personal group participate within Washita Battlefield NHS?

Results
- As shown in Figure 46, the most common activities in which visitor groups participated on this visit were:
  - 93% View exhibits in the museum
  - 85% Learn history
  - 71% Visit visitor center (other than viewing museum exhibits)
  - 62% Hiking/walking
- "Other" activities (20%) are shown in Table 23.

Table 23. “Other” activities
(N=43 comments; some visitor groups made more than one comment)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watched film</td>
<td>31</td>
</tr>
<tr>
<td>See the park</td>
<td>4</td>
</tr>
<tr>
<td>Shopped in bookstore</td>
<td>3</td>
</tr>
<tr>
<td>Purchased a book</td>
<td>2</td>
</tr>
<tr>
<td>Talked with rangers</td>
<td>2</td>
</tr>
<tr>
<td>Relax in peaceful setting</td>
<td>1</td>
</tr>
</tbody>
</table>

Figure 46. Activities on this visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
### Activity that was primary reason for visit

**Question 10b**

Which one of the above activities was the primary reason your personal group visited Washita Battlefield NHS on this visit? (Open-ended)

**Results**

- As shown in Figure 47, the most common activities that were the primary reason for visiting the park were:
  - 59% Learn history
  - 13% View exhibits in the museum
  - 10% Obtain National Park Passport book stamp

- No "other activities (2%)" that were the primary reason for visiting the park were listed.

---

*total percentages do not equal 100 due to rounding

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

---

**Figure 47. Activity that was primary reason for visiting the park**
Ratings of Services, Facilities, Attributes, Resources, and Elements

Visitor services and facilities used

Question 15a
Please indicate all the visitor services and facilities that your personal group used at Washita Battlefield NHS during this visit.

Results
• As shown in Figure 48, the most common visitor services and facilities used by visitor groups were:
  95% Visitor center (overall)
  89% Museum exhibits
  84% Assistance from park staff

• The least used service/facility was:
  4% Park newspaper

N=192 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
**Importance ratings of visitor services and facilities**

**Question 15b**
For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

1=Not at all important  
2=Slightly important  
3=Moderately important  
4=Very important  
5=Extremely important

**Results**
- Figure 49 shows the combined proportions of “extremely important” and “very important” ratings of 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:
  - 95% Visitor center (overall)  
  - 95% Park videos/films (in visitor center)  
  - 95% Museum exhibits
- Table 24 shows the importance ratings of each service and facility.
- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:
  - 2% Bookstore sales items (selection, price, etc.)

---

*total percentages do not equal 100 due to rounding**

**total percentages do not equal 100 because visitors could select more than one answer**
Table 24. Importance ratings of visitor services and facilities
(N=number of visitor groups)

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>N</th>
<th>Not at all important</th>
<th>Slightly important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance from park staff</td>
<td>157</td>
<td>0</td>
<td>0</td>
<td>13</td>
<td>35</td>
<td>52</td>
</tr>
<tr>
<td>Bookstore sales items (selection, price, etc.)</td>
<td>114</td>
<td>2</td>
<td>11</td>
<td>31</td>
<td>36</td>
<td>21</td>
</tr>
<tr>
<td>Junior Ranger program – CAUTION!</td>
<td>22</td>
<td>0</td>
<td>0</td>
<td>14</td>
<td>18</td>
<td>68</td>
</tr>
<tr>
<td>Museum exhibits</td>
<td>164</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>40</td>
<td>55</td>
</tr>
<tr>
<td>Park brochure/map</td>
<td>147</td>
<td>1</td>
<td>3</td>
<td>10</td>
<td>36</td>
<td>50</td>
</tr>
<tr>
<td>Park newspaper – CAUTION!</td>
<td>7</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>29</td>
<td>29</td>
</tr>
<tr>
<td>Park website: <a href="http://www.nps.gov/waba">www.nps.gov/waba</a></td>
<td>70</td>
<td>0</td>
<td>1</td>
<td>9</td>
<td>33</td>
<td>57</td>
</tr>
<tr>
<td>Ranger-led programs – CAUTION!</td>
<td>20</td>
<td>5</td>
<td>0</td>
<td>10</td>
<td>20</td>
<td>65</td>
</tr>
<tr>
<td>Roadside exhibits</td>
<td>40</td>
<td>0</td>
<td>3</td>
<td>10</td>
<td>48</td>
<td>40</td>
</tr>
<tr>
<td>Self-guided trails</td>
<td>111</td>
<td>0</td>
<td>2</td>
<td>9</td>
<td>41</td>
<td>49</td>
</tr>
<tr>
<td>Park videos/films (in visitor center)</td>
<td>138</td>
<td>0</td>
<td>0</td>
<td>4</td>
<td>25</td>
<td>70</td>
</tr>
<tr>
<td>Visitor center (overall)</td>
<td>178</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>23</td>
<td>72</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
**Quality ratings of visitor services and facilities**

**Question 15c**
For only those services and facilities that 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 50 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
  - 96% Visitor center (overall)  
  - 96% Assistance from park staff  
  - 93% Park videos/films (in visitor center)
- Table 25 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:
  - 3% Roadside exhibits

*total percentages do not equal 100 due to rounding  
**total percentages do not equal 100 because visitors could select more than one answer
Table 25. Quality ratings of visitor services and facilities  
(N=number of visitor groups)

<table>
<thead>
<tr>
<th>Service/facility</th>
<th>N</th>
<th>Very poor</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistance from park staff</td>
<td>153</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>20</td>
<td>76</td>
</tr>
<tr>
<td>Bookstore sales items (selection, price, etc.)</td>
<td>109</td>
<td>1</td>
<td>1</td>
<td>12</td>
<td>42</td>
<td>44</td>
</tr>
<tr>
<td>Junior Ranger program – CAUTION!</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td>Museum exhibits</td>
<td>162</td>
<td>1</td>
<td>4</td>
<td>7</td>
<td>33</td>
<td>55</td>
</tr>
<tr>
<td>Park brochure/map</td>
<td>142</td>
<td>1</td>
<td>0</td>
<td>11</td>
<td>33</td>
<td>54</td>
</tr>
<tr>
<td>Park newspaper – CAUTION!</td>
<td>6</td>
<td>0</td>
<td>17</td>
<td>17</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Park website: <a href="http://www.nps.gov/waba">www.nps.gov/waba</a></td>
<td>68</td>
<td>1</td>
<td>1</td>
<td>19</td>
<td>40</td>
<td>38</td>
</tr>
<tr>
<td>Ranger-led programs – CAUTION!</td>
<td>19</td>
<td>0</td>
<td>0</td>
<td>11</td>
<td>16</td>
<td>74</td>
</tr>
<tr>
<td>Roadside exhibits</td>
<td>38</td>
<td>3</td>
<td>0</td>
<td>13</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>Self-guided trails</td>
<td>106</td>
<td>1</td>
<td>0</td>
<td>22</td>
<td>30</td>
<td>47</td>
</tr>
<tr>
<td>Park videos/films (in visitor center)</td>
<td>132</td>
<td>1</td>
<td>0</td>
<td>6</td>
<td>16</td>
<td>77</td>
</tr>
<tr>
<td>Visitor center (overall)</td>
<td>173</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>22</td>
<td>74</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
Mean scores of importance and quality ratings of visitor services and facilities

- Figure 51 and Figure 52 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.

- All visitor services and facilities were rated above average in importance and quality.

**Figure 51. Mean scores of importance and quality ratings of visitor services and facilities**

**Figure 52. Detail of Figure 51**

*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

Question 11a
One of the purposes of Washita Battlefield NHS is to present multiple viewpoints on the impacts of the Indian Wars on both the Cheyenne and American cultures.

Please indicate all the topics that your personal group learned about via films/exhibits/ranger programs during this visit to Washita Battlefield NHS.

Results
• As shown in Figure 53, the most common topics visitor groups learned about were:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events of the Battle</td>
<td>100%</td>
</tr>
<tr>
<td>Natural setting where events occurred</td>
<td>87%</td>
</tr>
<tr>
<td>Impact of the Indian Wars on Cheyenne and Arapaho history</td>
<td>82%</td>
</tr>
<tr>
<td>Events of the Indian Wars</td>
<td>80%</td>
</tr>
<tr>
<td>Impact of the Indian Wars on American history</td>
<td>80%</td>
</tr>
<tr>
<td>Cheyenne culture prior to the battle</td>
<td>75%</td>
</tr>
</tbody>
</table>

Figure 53. Topics learned

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Importance ratings of topics presenting different viewpoints of the Indian Wars

Question 11b
For only those topics that your personal group learned about, please rate their importance (from 1-5) in presenting different viewpoints of the Indian Wars.

1=Not at all important
2=Slightly important
3=Moderately important
4=Very important
5=Extremely important

Results

- Figure 54 shows the combined proportions of “extremely important” and “very important” ratings of topics presenting different viewpoints of the Indian Wars that were rated by 30 or more visitor groups.

- The topics receiving the highest combined proportions of “extremely important” and “very important” ratings in presenting different viewpoints of the Indian Wars were:
  - 90% Events of the Battle
  - 82% Impact of the Indian Wars on American history
  - 81% Impact of the Indian Wars on Cheyenne and Arapaho history

- Table 26 shows the importance ratings of each topic presenting different viewpoints of the Indian Wars.

- The topic receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:
  - 7% Natural setting where events occurred

Figure 54. Combined proportions of “extremely important” and “very important” ratings of topics presenting different viewpoints of the Indian Wars

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Table 26. Importance ratings of topics presenting different viewpoints of the Indian Wars (N=number of visitor groups)

<table>
<thead>
<tr>
<th>Topic</th>
<th>N</th>
<th>Not at all important</th>
<th>Slightly important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events of the Battle</td>
<td>180</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>37</td>
<td>53</td>
</tr>
<tr>
<td>Cheyenne culture prior to the Battle</td>
<td>137</td>
<td>4</td>
<td>5</td>
<td>17</td>
<td>42</td>
<td>33</td>
</tr>
<tr>
<td>Events of the Indian Wars</td>
<td>148</td>
<td>3</td>
<td>3</td>
<td>15</td>
<td>38</td>
<td>41</td>
</tr>
<tr>
<td>Impact of the Indian Wars on American history</td>
<td>143</td>
<td>2</td>
<td>1</td>
<td>14</td>
<td>43</td>
<td>39</td>
</tr>
<tr>
<td>Impact of the Indian Wars on Cheyenne and Arapaho history</td>
<td>150</td>
<td>2</td>
<td>3</td>
<td>14</td>
<td>30</td>
<td>51</td>
</tr>
<tr>
<td>Natural setting where events occurred</td>
<td>159</td>
<td>7</td>
<td>8</td>
<td>13</td>
<td>31</td>
<td>41</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer
Ratings of the amount of information received from topics presenting different viewpoints of the Indian Wars

**Question 11c**
For only those topics that your personal group learned about, please rate (from 1-4) the amount of information that you received.

1 = Almost none
2 = Some but not enough
3 = About right
4 = Too much

**Results**
- Table 27 shows visitor groups’ ratings of the amount of information received from topics presenting different viewpoints of the Indian Wars.
- 92% of visitor groups felt the amount of information received in the *Events of the Battle* presentation was “about right.”
- 83% felt the *Natural setting where events occurred* was “about right.”
- 75% felt the amount of information received in the *Events of the Indian Wars* presentation was “about right.”

**Table 27. Ratings of the amount of information received from topics (N=number of visitor groups)**

<table>
<thead>
<tr>
<th>Topic</th>
<th>N</th>
<th>Almost none</th>
<th>Some but not enough</th>
<th>About right</th>
<th>Too much</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events of the Battle</td>
<td>165</td>
<td>1</td>
<td>7</td>
<td>92</td>
<td>1</td>
</tr>
<tr>
<td>Cheyenne culture prior to the Battle</td>
<td>128</td>
<td>5</td>
<td>30</td>
<td>65</td>
<td>0</td>
</tr>
<tr>
<td>Events of the Indian Wars</td>
<td>137</td>
<td>1</td>
<td>24</td>
<td>75</td>
<td>0</td>
</tr>
<tr>
<td>Impact of the Indian Wars on American history</td>
<td>135</td>
<td>1</td>
<td>29</td>
<td>68</td>
<td>1</td>
</tr>
<tr>
<td>Impact of the Indian Wars on Cheyenne and Arapaho history</td>
<td>138</td>
<td>1</td>
<td>33</td>
<td>65</td>
<td>1</td>
</tr>
<tr>
<td>Natural setting where events occurred</td>
<td>150</td>
<td>2</td>
<td>15</td>
<td>83</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 11d
Which stories presented at Washita Battlefield NHS need to be emphasized or strengthened? (Open-ended)

Results
- 44% visitor groups (N=100) responded to the question.
- Table 28 lists the stories presented at Washita Battlefield NHS that need to be emphasized or strengthened.

Table 28. Stories presented at Washita Battlefield NHS that need to be emphasized or strengthened (N=112 comments; some visitor groups made more than one comment)

<table>
<thead>
<tr>
<th>Comments</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-balanced story</td>
<td>16</td>
</tr>
<tr>
<td>Pre-battle background</td>
<td>10</td>
</tr>
<tr>
<td>Culture clash</td>
<td>7</td>
</tr>
<tr>
<td>Role of the Indian Wars in shaping US history</td>
<td>7</td>
</tr>
<tr>
<td>Cheyenne culture prior to the battle</td>
<td>6</td>
</tr>
<tr>
<td>Impact of Indian Wars on Cheyenne and Arapaho</td>
<td>6</td>
</tr>
<tr>
<td>Black Kettle's story</td>
<td>5</td>
</tr>
<tr>
<td>Events of the battle</td>
<td>5</td>
</tr>
<tr>
<td>Impact on American history</td>
<td>5</td>
</tr>
<tr>
<td>Stories from all perspectives</td>
<td>5</td>
</tr>
<tr>
<td>A massacre rather than a battle</td>
<td>4</td>
</tr>
<tr>
<td>History of the 7th Calvary</td>
<td>4</td>
</tr>
<tr>
<td>What happened after battle</td>
<td>4</td>
</tr>
<tr>
<td>Aftermath of battle: short/mid/long term consequences</td>
<td>3</td>
</tr>
<tr>
<td>Cheyenne culture</td>
<td>3</td>
</tr>
<tr>
<td>Cheyenne history</td>
<td>3</td>
</tr>
<tr>
<td>Details of battle strategies</td>
<td>3</td>
</tr>
<tr>
<td>The Cheyenne and Arapaho today</td>
<td>3</td>
</tr>
<tr>
<td>Ties between Cheyenne and Arapaho camps</td>
<td>3</td>
</tr>
<tr>
<td>Physical/cultural geography of area</td>
<td>2</td>
</tr>
<tr>
<td>The movie presented events very well</td>
<td>2</td>
</tr>
<tr>
<td>All</td>
<td>1</td>
</tr>
<tr>
<td>Destiny at Dawn - a must view</td>
<td>1</td>
</tr>
<tr>
<td>I see prayer ribbons everywhere. Who left them and why?</td>
<td>1</td>
</tr>
<tr>
<td>Impacts to Indians of conducting winter campaign</td>
<td>1</td>
</tr>
<tr>
<td>The connection with Little Bighorn</td>
<td>1</td>
</tr>
<tr>
<td>The role of rogue Cheyenne in contributing to the death of 'peaceful' tribe members</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 11e
What can be done to better help you make a personal connection to the story told at the park? (Open-ended)

Results
• 27% visitor groups (N=61) responded to the question.
• Table 29 lists the “other” elements that affected visitor groups’ experiences.

Table 29. Improvements to enhance making a personal connection to the story (N=67 comments; some visitor groups made more than one comment)

<table>
<thead>
<tr>
<th>Comments</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional signage on trail</td>
<td>6</td>
</tr>
<tr>
<td>More personal stories from tribes</td>
<td>6</td>
</tr>
<tr>
<td>Better access to battle site</td>
<td>5</td>
</tr>
<tr>
<td>Tell the whole story from both sides</td>
<td>5</td>
</tr>
<tr>
<td>Hire more Native Americans</td>
<td>4</td>
</tr>
<tr>
<td>More artifacts</td>
<td>4</td>
</tr>
<tr>
<td>Add audio-visual materials</td>
<td>3</td>
</tr>
<tr>
<td>Add information about Cheyenne people and culture</td>
<td>3</td>
</tr>
<tr>
<td>Additional exhibits</td>
<td>3</td>
</tr>
<tr>
<td>More history</td>
<td>3</td>
</tr>
<tr>
<td>More stories from the soldiers' point of view</td>
<td>3</td>
</tr>
<tr>
<td>Provide regular information about history/new perspectives</td>
<td>3</td>
</tr>
<tr>
<td>Spend more time there</td>
<td>3</td>
</tr>
<tr>
<td>Indian Wars’ effect on US history</td>
<td>2</td>
</tr>
<tr>
<td>Maps showing battle - what happened where</td>
<td>2</td>
</tr>
<tr>
<td>Website links</td>
<td>2</td>
</tr>
<tr>
<td>Connect it to other locations to visit like Fort Supply</td>
<td>1</td>
</tr>
<tr>
<td>Native American “ancestry” website information</td>
<td>1</td>
</tr>
<tr>
<td>People reenacting bits of history</td>
<td>1</td>
</tr>
<tr>
<td>Physical/cultural geography of area</td>
<td>1</td>
</tr>
<tr>
<td>Ranger talks before Memorial Day</td>
<td>1</td>
</tr>
<tr>
<td>Reference to books to read about the Indian wars</td>
<td>1</td>
</tr>
<tr>
<td>Relate it to today’s issues/events</td>
<td>1</td>
</tr>
<tr>
<td>See the river</td>
<td>1</td>
</tr>
<tr>
<td>To have an actual Indian village where the battle took place</td>
<td>1</td>
</tr>
<tr>
<td>Tour guides of battlefield</td>
<td>1</td>
</tr>
</tbody>
</table>

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Importance of protecting park attributes, resources, and experiences

Question 13

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

1 = Not at all important
2 = Slightly important
3 = Moderately important
4 = Very important
5 = Extremely important

Results

• As shown in Figure 55, the highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included:

  94% Historic sites and buildings
  90% Educational opportunities
  88% Clean water

• The resource/attribute receiving the highest “not at all important” rating was:

  11% Recreational opportunities

• Table 30 shows the importance ratings of park resources and attributes.

Figure 55. Combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 30. Visitor rating of importance of protecting park resources and attributes (N=number of visitors groups)

<table>
<thead>
<tr>
<th>Resource/attribute</th>
<th>N</th>
<th>Not at all important</th>
<th>Slightly important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean air (visibility)</td>
<td>226</td>
<td>3</td>
<td>4</td>
<td>11</td>
<td>43</td>
<td>39</td>
</tr>
<tr>
<td>Clean water</td>
<td>226</td>
<td>2</td>
<td>2</td>
<td>8</td>
<td>42</td>
<td>46</td>
</tr>
<tr>
<td>Clear night sky</td>
<td>222</td>
<td>8</td>
<td>13</td>
<td>19</td>
<td>30</td>
<td>29</td>
</tr>
<tr>
<td>Educational opportunities</td>
<td>224</td>
<td>0</td>
<td>2</td>
<td>8</td>
<td>43</td>
<td>47</td>
</tr>
<tr>
<td>Historic sites and buildings</td>
<td>226</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>33</td>
<td>61</td>
</tr>
<tr>
<td>Native plants</td>
<td>224</td>
<td>1</td>
<td>4</td>
<td>19</td>
<td>32</td>
<td>44</td>
</tr>
<tr>
<td>Native wildlife</td>
<td>225</td>
<td>2</td>
<td>3</td>
<td>18</td>
<td>31</td>
<td>47</td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td>224</td>
<td>2</td>
<td>4</td>
<td>17</td>
<td>37</td>
<td>40</td>
</tr>
<tr>
<td>Recreational opportunities</td>
<td>220</td>
<td>11</td>
<td>24</td>
<td>35</td>
<td>18</td>
<td>12</td>
</tr>
<tr>
<td>Repair/maintenance of building</td>
<td>224</td>
<td>1</td>
<td>5</td>
<td>24</td>
<td>44</td>
<td>26</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
Expenditures

Total expenditures inside and outside the park

Question 19
For your personal group, please estimate expenditures for the items listed below for this visit to Washita Battlefield NHS and the surrounding area (within 75 miles of the park).

Results
• 59% of visitor groups spent $1-$200 (see Figure 56).
• 22% spent no money.
• 19% spent $201 or more.
• The average visitor group expenditure was $121.
• The median group expenditure (50% of groups spent more and 50% of groups spent less) was $70.
• The average total expenditure per person (per capita) was $59.
• As shown in Figure 57, the largest proportions of total expenditures inside and outside the park were:
  27% Lodge, hotel, motel, cabin, B&B, etc.
  23% Gas and oil
  19% Restaurants and bars
  17% All other expenditures

Figure 56. Total expenditures inside and outside the park

Figure 57. Proportions of total expenditures inside and 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
**Number of adults covered by expenditures**

**Question 19c**  
How many adults (18 years or older) do these expenses cover?

**Results**  
- 66% of visitor groups had two adults covered by expenditures (see Figure 58).  
- 22% had one adult covered by expenditures.

![Figure 58. Number of adults covered by expenditures](image)

**Number of children covered by expenditures**

**Question 19c**  
How many children (under 18 years) do these expenses cover?

**Results**  
- 72% of visitor groups had no children covered by expenditures (see Figure 59).  
- 22% had one or two children covered by expenditures.

![Figure 59. Number of children covered by expenditures](image)

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

Question 19a
Please list your personal group’s total expenditures inside Washita Battlefield NHS.

Results
- 48% of visitor groups spent $1-$50 on all other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.) inside the park (see Figure 60).
- 45% spent no money.
- The average visitor group expenditure inside the park was $17.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $5.
- The average expenditure per person (per capita) was $15.

(Note: “All other expenditures” was the only spending category inside 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
Expenditures outside the park

Question 19b
Please list your personal group's total expenditures in the surrounding area outside the park (within 75 miles of the park).

Results
- 60% of visitor groups spent $1-$200 (see Figure 61).
- 23% spent no money.
- 18% spent $201 or more.
- The average visitor group expenditure outside the park was $122.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was $72.
- The average expenditure per person (per capita) was $69.
- As shown in Figure 62, the largest proportions of total expenditures outside the park were:
  - 30% Lodge, hotel, motel, cabin, B&B, etc.
  - 26% Gas and oil
  - 21% Restaurants and bars

Figure 61. Total expenditures outside the park

Figure 62. 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
Lodge, hotel, motel, cabin, B&B, etc.

- 54% of visitor groups spent no money on lodging outside the park (see Figure 63).
- 45% spent $51 or more.

Figure 63. Expenditures for lodging outside the park

Camping fees and charges

- 80% of visitor groups spent no money on camping fees and charges outside the park (see Figure 64).
- 11% spent $1-$25.

Figure 64. Expenditures for camping fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

- 96% of visitor groups spent no money on guide fees and charges outside the park (see Figure 65).
- 4% spent $1-$25.

![Figure 65. Expenditures for guide fees and charges outside the park](image)

Restaurants and bars

- 48% of visitor groups spent $1-$50 on restaurants and bars outside the park (see Figure 66).
- 37% spent no money.
- 15% spent $51 or more.

![Figure 66. Expenditures for restaurants and bars 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
Groceries and takeout food

- 63% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 67).
- 21% spent $1-$25.

![Figure 67. Expenditures for groceries and takeout food outside the park](image)

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

- 45% of visitor groups spent $1-$50 on gas and oil outside the park (see Figure 68).
- 31% spent no money.
- 24% spent $51 or more.

![Figure 68. Expenditures for gas and oil outside the park](image)

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

- 91% of visitor groups spent no money on other transportation outside the park (see Figure 69).
- 5% spent $1-$50.

![Figure 69. Expenditures for other transportation 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
Admission, recreation, and entertainment fees

- 78% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 70).
- 17% spent $1-$25.

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 52% of visitor groups spent no money on all other purchases outside the park (see Figure 71).
- 38% 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
**Income forgone to make this trip**

**Question 24c**
How much income did your household forgo to make this trip (due to taking unpaid time off from work)?

**Results**
- 9% of respondents had forgone income to make this trip (see Figure 72).
- The amount of income forgone is shown in Figure 73. Interpret results with **CAUTION!**

---

*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 Visits

Additional services or programs for future visit

Question 12
If you were to visit Washita Battlefield NHS in the future, which other services or programs would your personal group like to have available?

Results
• 52% of visitor groups desired additional services or programs on a future visit to the park (see Figure 74).
• As shown in Figure 75, of those visitor groups that were interested in additional services or programs on a future visit, the most common services/programs were:
  59% Additional hiking trails
  39% Night sky programs
  20% Birdwatching programs
• "Other" services or programs (29%) are listed in Table 31.

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
Table 31. Additional services or programs on a future visit  
(N=37 comments; some visitor groups made more than one comment)

<table>
<thead>
<tr>
<th>Service/program</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>More ranger-led tours/talks</td>
<td>8</td>
</tr>
<tr>
<td>More battle information</td>
<td>5</td>
</tr>
<tr>
<td>Add camping: tent and RV</td>
<td>3</td>
</tr>
<tr>
<td>Add signage</td>
<td>2</td>
</tr>
<tr>
<td>Drinks/snacks available for purchase</td>
<td>2</td>
</tr>
<tr>
<td>Easier access to battleground</td>
<td>2</td>
</tr>
<tr>
<td>More exhibits</td>
<td>2</td>
</tr>
<tr>
<td>Battle reenactment</td>
<td>1</td>
</tr>
<tr>
<td>Bird checklist available</td>
<td>1</td>
</tr>
<tr>
<td>Dogs on trails</td>
<td>1</td>
</tr>
<tr>
<td>Information on geology of area</td>
<td>1</td>
</tr>
<tr>
<td>List of upcoming events</td>
<td>1</td>
</tr>
<tr>
<td>Location of other encampments/battle areas</td>
<td>1</td>
</tr>
<tr>
<td>More artifacts of local significance</td>
<td>1</td>
</tr>
<tr>
<td>More detail Great Plains Trail</td>
<td>1</td>
</tr>
<tr>
<td>Native American ceremony</td>
<td>1</td>
</tr>
<tr>
<td>Sell DVDs of battlefield</td>
<td>1</td>
</tr>
<tr>
<td>Sell group tape tours for individual cost</td>
<td>1</td>
</tr>
<tr>
<td>Spray for ticks</td>
<td>1</td>
</tr>
<tr>
<td>Trails near the river</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
Learning about the park’s cultural and natural history on a future visit

Question 18
If you were to visit Washita Battlefield NHS in the future, how would your personal group prefer to learn about the park’s cultural and natural history?

Results
• 92% of visitor groups were interested in learning about the park’s cultural and natural history on a future visit (see Figure 76).
• As shown in Figure 77, of those visitor groups that were interested in learning about the park, the most common methods to use were:
  - 78% Films, movies, videos
  - 72% Indoor exhibits
  - 64% Self-guided tour using printed materials
  - 64% Trailside exhibits
• “Other” methods (2%) were:
  - Clearer trail signage
  - Speaking with a ranger

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

Question 16
Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Washita Battlefield NHS during this visit?

Results

- 96% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as "very good" or "good" (see Figure 78).
- 1% of visitor groups rated the quality as "very poor" or "poor."

Figure 78. 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 Comment Summaries

Additional comments

Question 26
Is there anything else your personal group would like to tell us about your visit to Washita Battlefield NHS? (Open-ended)

Results
• 57% of visitor groups (N=131) responded to this question.
• Table 32 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 32. Additional comments (N=230 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 (15%)</strong></td>
<td></td>
</tr>
<tr>
<td>Excellent staff</td>
<td>35</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES (22%)</strong></td>
<td></td>
</tr>
<tr>
<td>Educational</td>
<td>11</td>
</tr>
<tr>
<td>Educational about US history</td>
<td>6</td>
</tr>
<tr>
<td>Great museum</td>
<td>4</td>
</tr>
<tr>
<td>Good film</td>
<td>3</td>
</tr>
<tr>
<td>Museum had no displays</td>
<td>3</td>
</tr>
<tr>
<td>Balanced presentation about battle</td>
<td>2</td>
</tr>
<tr>
<td>More museum exhibits</td>
<td>2</td>
</tr>
<tr>
<td>No service for smartphone mapping apps</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>17</td>
</tr>
<tr>
<td><strong>FACILITIES/MAINTENANCE (14%)</strong></td>
<td></td>
</tr>
<tr>
<td>Excellent facilities</td>
<td>18</td>
</tr>
<tr>
<td>Very clean</td>
<td>4</td>
</tr>
<tr>
<td>Trail needs better marked</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>8</td>
</tr>
<tr>
<td><strong>POLICY/MANAGEMENT (5%)</strong></td>
<td></td>
</tr>
<tr>
<td>Would like to visit actual sites</td>
<td>5</td>
</tr>
<tr>
<td>This is how history should be preserved</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>4</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT (1%)</strong></td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>3</td>
</tr>
</tbody>
</table>
Table 32. Additional comments (continued)

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENERAL (43%)</strong></td>
<td></td>
</tr>
<tr>
<td>Enjoyed visit</td>
<td>43</td>
</tr>
<tr>
<td>Thank you</td>
<td>10</td>
</tr>
<tr>
<td>May/will return</td>
<td>9</td>
</tr>
<tr>
<td>Have visited many parks</td>
<td>4</td>
</tr>
<tr>
<td>Not enough time</td>
<td>4</td>
</tr>
<tr>
<td>Comment about survey</td>
<td>3</td>
</tr>
<tr>
<td>Keep up the good work</td>
<td>3</td>
</tr>
<tr>
<td>Made side trip to visit Washita Battlefield</td>
<td>2</td>
</tr>
<tr>
<td>Unplanned visit</td>
<td>2</td>
</tr>
<tr>
<td>Will recommend to others</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>17</td>
</tr>
</tbody>
</table>
Visitor Comments

This section contains visitor responses to open-ended questions.

**Question 11d**
Which stories presented at Washita Battlefield NHS need to be emphasized or strengthened?
(Open-ended)

- 7th Calvary soldier's testimonies of regret for their actions
- A little more on Cheyenne pre-wars
- Adequate information given
- After effects of battles on tribes and settlers
- All
- All good
- All well laid out and presented
- Background leading up to battle
- Battle strategies
- Before/after, where did they go? Indian wars lasted 10-15 years longer?
- Black Kettle and wife
- Black Kettle's story
- Both macro and micro (leadership and participants); aftermath of battle: short/mid/long term consequences
- Cheyenne culture
- Cheyenne culture before the battle
- Cheyenne culture prior to battle
- Cheyenne culture prior to battle
- Cheyenne culture prior to the battle
- Cheyenne culture prior to the battle
- Cheyenne history
- Cheyenne history and culture
- Culture clash
- Currently a good balance
- Custer's attempt to describe it as a battle rather than a massacre
- Destiny at Dawn - a must view
- Details of the battle and additional details of actions in Southern Plains
- Emphasize the destructive nature of the US Military; this was a massacre not a battle
- Events of the battle
- Events of the battle
- Events of the battle and what happened after
- Good
- Good balance
- Great as is; very powerful
- History leading up to Washita or other massacres
- History of the Cheyenne Indians
- How Custer nearly lost the battle. His reprimand for leaving Elliot at Crash Horse.
- How Indian and settlers' views are different
- How whites destroyed Indian culture
- I see prayer ribbons everywhere. Who left them and why?
- I would like to know more about how this military campaign proceeded after Washita
- Impact of Indian Wars on Cheyenne and Arapaho
- Impact of Indian Wars on Cheyenne and Arapaho history
- Impact of the expansion of US on Indian people
- Impact on American history
- Impact on Cheyenne and Arapaho history
- Impacts to Indians of conductive winter campaign
- Information was adequate
- It was all well done but the impact the battle had could be increased
- It was very appropriate
- It's all very sound and strong
- Just about right
- Maybe more individual stories
- Mindset of the white immigrants
- More background as to why white settlers attacked Salt creek. More information on both sides of the story.
- More current history of local Cheyenne
- More emphasis on difference between battles and massacres
- More history
- N/A
- Native American contributions to past and present day American history
- Natural settings and events of Indian War
- No mention of Indian atrocities, scalping, etc.
- No, all was about right
- None. Well balanced program.
- Other events of Indian wars, Indian culture today
- Our ranger-led talk was perfect, very knowledgeable about both sides of the battle
- Peaceful Indians
- Peaceful nature of Black Kettle
- Perhaps additional personal narratives?
- Perhaps an explanation of how Washita fit in with the other battles and wars between Indians and Europeans
- Physical/cultural geography of area
- Plains Indians culture as it related to American Indian Wars and how Plains Indians routinely raided other tribes and settlers
- Pre and post battle
- Presence of Cheyenne fighters in Black Kettle's camp
- Proximity of the other Cheyenne and Arapaho camps
- Ranger's discussion was complete to fill in background information
- Role of Black Kettle before the battle
- Role of the Indian Wars in shaping US history
- Stories from all perspectives
That the Sand Creek massacre was ultimately the primary cause of the Indian outbreak/wars that occurred.

That this continues something a long time ago through to now.

The attack on Black Kettle, why? Was Custer given wrong information by scouts?

The Cheyenne and Arapaho today.

The connection with Little Bighorn.

The events that lead to the battle.

The history of the 7th Calvary.

The message that we can learn from our past.

The movie presented events very well.

The persecution of the Native Americans (Indians).

The personal accounts are very important.

The role of rogue Cheyenne in contributing to the death of 'peaceful' tribe members.

The suffering of the Indians.

The terrible manner in which white man treated the Indians.

Ties between Left Hand (Arapaho) and Black Kettle (Cheyenne).

Video was good.

We call it a massacre.

What happened - who it affected.

What happened the Indian tribes after the battle?

What happened to the tribes after the battle?

Where were Black Kettle and wife buried and others? Battlefield information seemed vague.

Why George Armstrong Custer went to Indian Territory from Ft. Supply.

Would appreciate more re: surviving Native Americans.
Question 11e
What can be done to better help you make a personal connection to the story told at the park? (Open-ended)

- Access to the site - actual field of battle
- Actually, I thought everything was very well done
- Add information re Cheyenne people - art, craft; have Cheyenne people present
- Additional exhibits
- Additional signage on trail
- Again all well done
- Artifacts - displays - interaction
- Better access to battle site (drive)
- Better markings at the trail
- Better signs and improving the trail
- Closer connection to actual battlefield
- Connect it to other locations to visit like Fort Supply
- Cultural film today of battlefield
- Currently a good balance
- Describe how the Indian Wars and Washita made the US what it is, and how we are with these results today
- Easier access for mobility challenged to actual battlefield site
- Emphasize how the US military takes away people's freedom
- Emphasize intense peace efforts by these chiefs
- Exhibits
- Film
- Film excellent, keep using
- Good
- Good balance
- Google for more info on the Peace maker
- Have more Indian people working there that are available
- Have native guides, if possible
- How did Custer get orders to attack?
- I am very visual, like maps, troop/Indian movements, what happened where?
- I bought a video
- I don't know
- I don't know
- I felt like I was there. Great video.
- I felt sorry for the Indians, but the military was carrying out their orders
- I need to take the time to participate in a ranger tour
- I want to come back and spend more time
- I want to see more like Black Kettle died here in the exact spot
- Improve exhibits rather than rely on strength of video, more backstory
- Include more artifacts from the battle
- Include more personal accounts on the automated phone tour
- Interpretive signs on Battlefield Trail would be nice
- It is personal to have Americans killed
Keep in touch with those that come by email: monthly or quarterly calendar of events and articles on the history aspect of the park re: different soldiers or Native Americans involved then and now with the Washita Battle/museum. Most have come for the history. Give them monthly/quarterly history. Not a newsletter that covers too much of miscellaneous information.

Keep us informed
Learn how the past has shaped the future
Maybe more stories from the soldiers’ point of view
Military forces of army
More artifacts
More eyewitness accounts if possible
More history
More information about Black Kettle
More personal stories from tribes
More use of audio-visual materials
More visual displays on hiking trail to Black Kettle’s village
Native American ancestry website information
Native American ranger from local tribe to pass down stories
Our ranger did a great job
Pathways marked - so sad to hear of hardships put on the Native Indians
People reenacting bits of history
Perhaps emphasize that this was essentially an "act of terror" by the U.S. Army
Personal plans are to attend Sand Ridge, CO site to get start of story next summer
Physical/cultural geography of area
Ranger talks before Memorial Day
Reference to books to read about the Indian wars
Relate it to today's issues/events
See the river
Settlements in the area and effects
Tell the whole story from both sides
Tell all the truth
The language used in the placards and some written documents showed a great deal of bitterness toward the army
The park is very well done
The story is traditional. Anglo side needs work.
To have an actual Indian village where the battle took place
Too much emphasis on Indians as peace loving
Tour guides of battlefield
View the battle site, listen to the wind
We were moved
Web site links
Well done. Film was great.
What you do is perfect
Where are the Indians buried and how to show proper respect
Women's/Medicine Woman Later’s points of view
Would like to see more artifacts
Question 26
Is there anything else your personal group would like to tell us about your visit to Washita Battlefield NHS? (Open-ended)

- A nice surprise find because of the national park passport
- A significant site in American History that should never be forgotten
- After visiting this NHS and Little Big Horn NHS in Montana, I really looked at the Indian Wars differently
- All staff was helpful, knowledgeable and very pleasant and accommodating
- Although it was wonderful to learn the cruel facts of history, we felt the bitterness reflected in the placards was a bit excessive. Let's learn from our mistakes by our ancestors. Thank you. It was an overall wonderful visit. We particularly enjoyed the Nature Trail and historic displays (earth house, well, etc.).
- Appreciated learning about the Washita Battlefield and the National Grassland
- Are there tourism activities in Black Kettle National Grassland?
- As part of Iron Butt motorcycle challenge, we are visiting 50 National Parks in 25 states in one year - a wonderful experience
- Beautiful facilities exceeded our expectations
- Beautifully preserved locale. A haunting experience. This is how history should be preserved.
- Best job of presenting both sides of battle and putting it into historical context of any NHS park I've ever been to. Well done - should be an example for other NHS sites! Have used self-shot pictures with call in to the audio at each stop on hiking trail; great idea to repeat the store. Put on website, still would visit but better preparation to understand.
- Both my wife and I are retired, traveling in a motorhome, visiting national parks in each state
- Camping, dogs on trail, tell only the truth. Black Kettle was a hostile village or Custer would have never found it. It was not Sand Creek. But P.C. is government. I will be back because I love OK and the grasslands. Keep it clean and unencumbered.
- Cell phone tour on trail was extremely useful. Very informative and convenient.
- Enjoyed it, learned a lot, very important to understand American Indian point or view
- Enjoyed it! Another eye-opener on American history
- Enjoyed our visit - will come again
- Enjoyed visit very much, couldn't stay a couple of days, pushed for time
- Enjoyed visit. Nice facility.
- Excellent staff at visitor center
- Fine desk staff. Excellent facility, should have allowed more time.
- For not knowing what we would see, it was very professional as well as educational. Enjoyed the experience.
- For whatever reason, there was nothing on display in your museum when we were there. Pretty disappointing, especially since we came all the way from Colorado.
- Friendly helpful rangers
- Great museum, rangers extremely helpful and friendly, informative movie and exhibits
- Great NHS and glad I could finally see this historic spot of land
- Great park. Visited Sand Creek NHS site the next day - the two went well together. This was on my way home from central Oklahoma (took scenic route and multiple days).
- Great site, enjoyed layout
- Great visit. We arrived about 1 hour before closing but got everything done.
- Had a great time and would return again if in the area
- Had a wonderful time
I approve of the fact that two different agencies (Department of Agriculture in basement) and NPS were using the same building. Good use of taxpayer dollars.

I enjoyed it immensely and thought all the facilities were great.

I enjoyed my visit. It was a great place to learn. Viewed the exhibits in the museum to learn the history of what happened here.

I had a wonderful time and thoroughly enjoyed it. I will recommend to others to visit.

I just found Washita Battlefield on my atlas as I was traveling I-40 and am so glad I did. It is a gem and an important part of United States history.

I made 62 NP, NBP, NHS, NM, NR on this trip, don't ask money. Thank you for all above.

I really enjoyed this park and its staff. I loved my visit. I learned a lot and I think my family would love it as well.

I was expecting to see the actual battle site and the Washita River

I was very pleased with all aspects of my visit

I wish I had an entire day. I was rushed.

I wish that I would have had more time. Got there late in the evening at closing time. Will plan better for our next visit. We shall return.

It was a beautiful facility and rangers were awesome

It was great – kids still talk about it

It was great!

It would be better if the trail at the battleground was marked better like the upper and lower trail. We did the upper first because we didn't know. Then we had to do it again.

Joel was a wonderful help to our kids. Great visit.

Keep up the good work

Landscaping needed attention (grass not mowed)

Learned new things

Loved it! Thank you for everything.

More exhibits inside and outside

More museum exhibits

Most impressive spotlessly clean and excellent presentation

Much improved over our first visit in 2001. Good work.

My children have a great time learning about the historical events that took place here. Great stuff and gift shop.

National parks staff was excellent. Talked to us personally about park history and ensured we could locate roadside exhibits. This is the 247th national park we have visited. Excellent

Need ranger talks

Need to populate the exhibits

Nice and clean (so were the bathrooms)

No, excellent experience

No, nice visit, very interesting

Park rangers were excellent

Park staff was very courteous and helpful

Park staff was very helpful. Very good group.

Possibly have another restaurant for lunch other than Croton Creek Ranch

Ranger staff was especially friendly and helpful

Re-opened our eyes to the mistreatment of American Indians compared to other nations/countries (shameful)
- Realize area around park is privately owned but wish we had access to actual battle site
- Really enjoyed our visit and the visitors center, loved the walking trail and exhibits
- Really nice site and interesting film exhibits. Wish there was access to actual river site.
- Received great data on the grasslands and enjoyed the A.C.
- Restroom facility at lookout was very dirty
- Sorry I misplaced this; thanks for the reminder
- Staff was extremely friendly; not many parks are like that
- Super staff
- Thank you
- Thank you for memorializing the peaceful Black Kettle who was tragically slain here
- The film was excellent! I felt it presented a balanced view of the battle.
- The new facility is great. Park rangers were extremely helpful.
- The park rangers were so helpful - they were extremely knowledgeable and kind
- The rangers were extremely informative and friendly. They made the visit very enjoyable. What does question 25 have to do with the park?
- The rangers were outstanding and really cared about us, and especially our grandson, in making this a most enjoyable experience. Thank you!
- The site, although a sad point in history, was very well done. Would stop by again if in the area.
- The staff was exceptional - friendly, helpful, good with kids
- The staff was great
- The staff was great
- This is too long and involved to be helpful
- Traveled to brother’s home in Arkansas for a three day Buffalo River float. Took route home specifically to see Washita Battlefield.
- Trying to spread "the word" one person at a time
- Two park rangers enhanced our visit showing and telling us about Washita history
- Very clean facility
- Very clean, very professional people there. Great experience.
- Very enjoyable and informative visit. Thanks.
- Very enjoyable day, learned a lot, thank you
- Very good museum and overlook. Will visit again to do the trails.
- Very helpful rangers
- Very informative - enjoyed very much
- Very interesting and well-presented
- Very little for the trip compared to the Little Bighorn site. I would close it.
- Very nice
- Very nice and clean visitor center. However, many of the exhibits/displays were empty when I visited. Since the indoor exhibit is small to start with it is important to have all displays ready to go.
- Very nice
- Visited June 14, 2013. Too hot to walk the 1.5 mile trail. Would like to return to do that. Thanks for being there.
- WABA NHS is a wonderfully operated NPS site. I enjoyed my experience with the help of the employees.
- We all got a different perspective on these events
- We enjoyed it very much and plan to visit Fort Supply on way home
- We had a great time on this unplanned visit. The staff was great and very friendly. Thank you.
We had the pleasure of being hosted and educated by Joel Shockely and another ranger (sorry, forgot his name). They were wonderful! Thank you.

We have visited 280+ sites in the NPS. We really appreciate the Department of the Interior.

We liked the quietness of the area. It was wonderful. Thanks.

We loved our visit. The rangers were very helpful and kind. Thank you.

We planned to stay overnight an Amarillo and had time to visit this battlefield

We really enjoyed our visit

We really enjoyed out visit. Will come back in the future.

We were so excited for this museum after research - Internet - such a let down. Drove out of our way to visit - not worth it. Dad talked about museum for 6 months - so sad it was all moved to Oklahoma City - don't understand - left feeling very let down. Staff is great however.

We were very disappointed that Custer's granite marker had been defaced

We were very pleasantly surprised by an unplanned detour

Well done. We need Honey Springs (1863) in the East of Oklahoma as well.

Well done. We enjoyed it.

What is the length of the upper and lower parts of the park? Where do they lead?

Will go back

Wonderful park, great staff

Would like to see exact spots. More artifacts, maybe a spoken tour.

You are doing a great job. Thank you.

You guys were amazing. Medicine Woman Later became very close to me during history fair. My performance became third in the state of Florida because of you. Thank you so much.

You need to provide more literature on the Oklahoma land rush

You need to redo this survey. Make it simple, don't use "member of your personal group."

Your site is small and well off the beaten path - not a tourist route - so stress importance and tie-ins to other events to pull more people in. Sort of a Great Plains "Trail of Tears" for the Native Peoples. I asked for deeper insight and possible tie-in to further "Custer" History and was directed to a particular male ranger. Identified as expert on subject and we had a great conversation for about 45 minutes on the history and consequences of the battle. He should give a talk with a Q&A. Talk should be historical - as accurate "historically" as possible and not politically correct. Things happened after the battle that helped shape the mindset for future events. All events are part of the history. Learn history and see the actual geography of the area where things happened. Seeing what a place really looked like helps one to understand how and why things happened during the event.
Appendix 1: The Questionnaire
May 2013

Dear Visitor:

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

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

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

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

We appreciate your help.

Sincerely,

Matthew T Blythe
Acting Superintendent
Washita Battlefield National Historic Site - Visitor Study

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (〇), please mark your answer by filling in the circle with black or blue ink. Please do not use pencil.
   
   Like this: 〇  Not like this: 〇〇〇〇〇
4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

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

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

Your Visit To Washita Battlefield NHS

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

1. a) Prior to this visit, how did your personal group obtain information about Washita Battlefield National Historic Site (NHS)? Please mark (〇) all that apply in column (a).
   
   O Did not obtain information prior to visit ➔ Go to part (b) of this question

b) If you were to visit Washita Battlefield NHS in the future, how would your personal group prefer to obtain information about the park? Please mark (〇) all that apply in column (b).

   a) This visit   b) Future visit   Source of information
   O   O   Friends/relatives/word of mouth
   O   O   Inquiry to park via phone, mail, or email
   O   O   Washita Battlefield NHS website: www.nps.gov/waba
   O   O   Other websites — which one(s)? __________________________
   O   O   Local businesses (hotels, motels, restaurants, etc.)
   O   O   Maps/brochures
   O   O   Newspaper/magazine articles
   O   O   Other units of the National Park System (NPS)
   O   O   Previous visits
   O   O   School class/program
   O   O   Social media (such as Facebook, Twitter, etc.)
   O   O   State welcome center/visitors bureau/chamber of commerce
   O   O   Television/radio programs/DVDs
   O   O   Travel guides/tour books (such as AAA, etc.)
   O   n/a   Other, this visit (Specify) __________________________
   n/a   O   Other, future visit (Specify) __________________________

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

   O   No   O   Yes ➔ Go to Question 2
d) If NO, what type of park information did your personal group need that was not available? Please be specific.

2. a) Has your personal group ever used the park website (http://www.nps.gov/waba)?
   - Yes
   - No ➔ Go to Question 3

   b) What type of information did you search for on the park website? Please mark (*) all that apply in column (b).

   c) For the information that you searched for on the park website, please rate the quality of information provided. Please mark (*) one response for each item.

<table>
<thead>
<tr>
<th>b) Information type searched</th>
<th>c) Quality rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Trip planning (location, directions, hours of operation)</td>
<td>Very poor Poor Average Good Very good</td>
</tr>
<tr>
<td>● History of the park</td>
<td></td>
</tr>
<tr>
<td>● Things to do at the park</td>
<td></td>
</tr>
<tr>
<td>● Things to do in the area</td>
<td></td>
</tr>
<tr>
<td>● Other (Please specify below)</td>
<td></td>
</tr>
</tbody>
</table>

   d) How could the park website be improved, or what could be added to better assist you in making a personal connection with the story presented at the park?

   __________________________________________

3. a) For you only, if you had been unable to visit Washita Battlefield NHS on this trip, would you have visited at another time?
   - No, unlikely ➔ Yes, likely ➔ Go to Question 4

   b) If NO, what would you have done with the time you spent on this trip? Please mark (*) one.

   - Gone somewhere else ➔ Distance from home ________ miles
   - OR - Location ________________________________
   - Vacationed at home (Place, city, & state)
   - Gone to work at my regular job
   - Not sure/none of these

4. a) On this trip, did your personal group stay overnight away from home in the Washita Battlefield NHS local area (within 75 miles of the park)?
   - Yes
   - No ➔ Go to Question 5

   b) If YES, please list the number of nights your personal group stayed in the Washita Battlefield NHS local area (within 75 miles of the park).

   Number of nights in the local area (within 75 miles of the park) ________

   c) In which type(s) of accommodations did your personal group spend the night(s) in the local area (within 75 miles of the park)? Please mark (*) all that apply.

   - Lodge, motel, rented condo/home, cabin, B&B
   - Residence of friends or relatives
   - RV/trailer camping
   - Backcountry camping
   - Tent camping in a developed campground
   - Personal seasonal residence/temporary housing
   - Other (Please specify) ________________________________

5. a) Was every member in your personal group a resident of the Washita Battlefield NHS area (within 75 miles of the park)?
   - No
   - Yes ➔ Go to Question 6

   b) For nonresident members of your personal group, what was their primary reason for coming to the area (within 75 miles of the park)? Please mark (*) only one.

   - Visit Washita Battlefield NHS
   - Visit friends/relatives in the area
   - Unplanned visit (decided to stop after saw sign on highway)
   - Visit other attractions in the area
   - Business (such as working in oil/gas industry, business meeting, etc.)
   - Other (Please specify) ________________________________
c) For nonresident members of your personal group, what was the method of transportation used to travel most of the distance from their home to the Washita Battlefield NHS area (within 75 miles of the park)? Please mark (●) only one.

- Car
- Motorcycle
- SUV/truck/van
- Motorhome
- Airplane
- Other (Please specify)

6. On this visit, were the signs directing your personal group to and around Washita Battlefield NHS adequate? Please mark (●) one answer for each of the following.

a) Interstate signs

- Yes
- No
- Did not use

b) State highway signs

- Yes
- No
- Did not use

c) Signs in local communities

- Yes
- No
- Did not use

d) Signs in the park

- Yes
- No
- Did not use

e) If you answered NO for any of the above, please explain.

Interstate

State highway

In local communities

In park

e) If you answered NO for any of the above, please explain.

Interstate

State highway

In local communities

In park

7. a) Please mark (●) all mapping devices that your personal group used to direct you to Washita Battlefield NHS on this visit.

- None ➔ Go to Question 8
- Printed maps/brochures
- Online mapping tools such as Google map/MapQuest, etc.
- GPS devices
- Smartphone mapping apps
- Other (Please specify)

b) Did you have any difficulty locating the park using the above devices?

- Yes ➔ No ➔ Go to Question 8

8. On this visit, how much time in total did your personal group spend visiting Washita Battlefield NHS? (Please list partial hours as ¼, ½, ¾.)

Number of hours

9. For this trip, please list the order (1, 2, 3, etc.) in which your personal group visited the following sites in Washita Battlefield NHS. If you did not visit a site, please leave that line blank.

- Visitor Center
- Overlook
- Nature Trail (near visitor center)
- The Native Garden
- Other (Please specify)

10. On this visit, in which activities did your personal group participate within Washita Battlefield NHS? Please mark (●) all that apply.

- Attend Native American ceremonies
- Attend park events (other than Native American ceremonies)
- Attend ranger-led talks/programs
- Birdwatching
- Creative arts (photography/drawing/painting/writing)
- Hiking/walking
- Learn history
- Obtain National Park Passport book stamp
- Participate in Junior Ranger Program
- Picnicking
- View exhibits in the museum
- Visit visitor center (other than viewing museum exhibits)
- Other (Please specify)

b) Which one of the above activities was the primary reason your personal group visited Washita Battlefield NHS on this visit? Please list one response.

- Attend Native American ceremonies
- Attend park events (other than Native American ceremonies)
- Attend ranger-led talks/programs
- Birdwatching
- Creative arts (photography/drawing/painting/writing)
- Hiking/walking
- Learn history
- Obtain National Park Passport book stamp
- Participate in Junior Ranger Program
- Picnicking
- View exhibits in the museum
- Visit visitor center (other than viewing museum exhibits)
- Other (Please specify)
11. One of the purposes of Washita Battlefield NHS is to present multiple viewpoints on the impacts of the Indian Wars on both the Cheyenne and American cultures.

a) Please mark (●) all the topics that your personal group learned about via films/exhibits/ranger programs during this visit to Washita Battlefield NHS.

b) For only those topics that your personal group learned about, please rate their importance (from 1-5) in presenting different viewpoints of the Indian Wars.

c) For only those topics that your personal group learned about, please rate (from 1-4) the amount of information that you received.

<table>
<thead>
<tr>
<th>Topic learned</th>
<th>Rating (1-5)</th>
<th>Rating (1-4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events of the Battle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cheyenne culture prior to the Battle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events of the Indian Wars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impact of the Indian Wars on American history</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impact of the Indian Wars on Cheyenne and Arapaho history</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural setting where events occurred</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12. Which stories presented at Washita Battlefield NHS need to be emphasized or strengthened?

e) What can be done to better help you make a personal connection to the story told at the park?

14. In which communities did your personal group obtain support services for this visit to Washita Battlefield NHS? Please mark (●) all that apply.

a) Community

- Cheyenne
- Elk City
- Sayre
- Other (Specify below)

b) Service used

- Information
- Gas
- Food
- Lodging

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

<table>
<thead>
<tr>
<th>Resource/attribute</th>
<th>Not at all important</th>
<th>Slightly important</th>
<th>Moderately important</th>
<th>Very important</th>
<th>Extremely important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean air (visibility)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clean water</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clear night sky</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational opportunities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Historic sites and buildings</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Native plants</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Native wildlife</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural quiet/sounds of nature</td>
<td></td>
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<tr>
<td>Recreational opportunities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Repair/maintenance of building</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

15. In which communities did your personal group obtain support services for this visit to Washita Battlefield NHS? Please mark (●) all that apply.

- Did not need support services ➔ Go to question 15

b) Service used

- Information
- Gas
- Food
- Lodging

- Additional hiking trails
- Night sky program
- Bicycling tour
- Picnic area
- Birdwatching program
- Additional picnic area
- Other (Please specify)
15. a) Please mark (●) all the visitor services and facilities that your personal group used at Washita Battlefield NHS during this visit.

b) For only those services and facilities that your personal group used, please rate their importance from 1-5.

c) For only those services and facilities that 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>Assistance from park staff</td>
<td>1=Not at all important</td>
<td>1=Very poor</td>
</tr>
<tr>
<td>Bookstore sales items (selection, price, etc.)</td>
<td>2=Slightly important</td>
<td>2=Poor</td>
</tr>
<tr>
<td>Junior Ranger program</td>
<td>3=Moderately important</td>
<td>3=Average</td>
</tr>
<tr>
<td>Museum exhibits</td>
<td>4=Very important</td>
<td>4=Good</td>
</tr>
<tr>
<td>Park brochure/map</td>
<td>5=Extremely important</td>
<td>5=Very good</td>
</tr>
<tr>
<td>Park newspaper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park website: <a href="http://www.nps.gov/waba">www.nps.gov/waba</a> used before or during visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ranger-led programs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roadside exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-guided trails</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park videos/films (in visitor center)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor center (overall)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

17. On this trip to Washita Battlefield NHS, which other places in the local area did your personal group visit? Please mark (●) all that apply.

- Visited Washita Battlefield NHS only ➔ Go to Question 18
- Black Kettle National Grassland
- City Park
- Great Plains Trail
- Metcalf Museum
- Washita National Wildlife Refuge
- Route 66 Museum
- Other (Please specify) ________________________________

18. If you were to visit Washita Battlefield NHS in the future, how would your personal group prefer to learn about the park’s cultural and natural history? Please mark (●) all that apply.

- Not interested in interpretive activities/programs ➔ Go to Question 19
- Films, movies, videos
- As a volunteer in the park
- Indoor exhibits
- Children’s activities
- Roadside exhibits
- Evening/night sky program
- Trailside exhibits
- Ranger-guided walks/talks
- Living history/costumed interpretive programs
- Park website: www.nps.gov/waba
- Self-guided tour using printed materials (brochures, books, maps, etc.)
- Self-guided tour using electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer tours, audio, etc.)
- Other (Please specify) ________________________________
19. For your personal group, please estimate all expenditures for the items listed below for this visit to Washita Battlefield NHS and the surrounding area (within 75 miles of the park). Please write "0" if no money was spent in a particular category.

a) Please list your personal group's total expenditures inside Washita Battlefield NHS.

b) Please list your personal group's total expenditures in the surrounding area outside the park (within 75 miles of the park).

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

EXPENDITURES

<table>
<thead>
<tr>
<th>a) Inside park</th>
<th>b) Outside park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spent no money (●)</td>
<td>O ➔ Go to (b) O ➔ Go to (c)</td>
</tr>
<tr>
<td>Lodge, hotel, motel, cabin, B&amp;B, etc.</td>
<td>$________</td>
</tr>
<tr>
<td>Camping fees and charges</td>
<td>$________</td>
</tr>
<tr>
<td>Guide fees and charges</td>
<td>$________</td>
</tr>
<tr>
<td>Restaurants and bars</td>
<td>$________</td>
</tr>
<tr>
<td>Groceries and takeout food</td>
<td>$________</td>
</tr>
<tr>
<td>Gas and oil (auto, RV, boat, etc.)</td>
<td>$________</td>
</tr>
<tr>
<td>Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)</td>
<td>$________</td>
</tr>
<tr>
<td>Admission, recreation, entertainment fees</td>
<td>$________</td>
</tr>
<tr>
<td>All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)</td>
<td>$________</td>
</tr>
</tbody>
</table>

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

_____ Number of vehicles

b) On this visit, how many times did your personal group enter the park?

_____ Number of entries

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

a) Commercial guided tour group  O Yes O No

b) School/educational group  O Yes O No

c) Military group  O Yes O No

d) Native American ceremony  O Yes O No

e) Other (scouts, work, church, etc.)  O Yes O No

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

_____ Number of people in organized group

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

O Alone O Friends

O Family O Family and friends

O Other (Please specify) ____________________________________________

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

_____ Number of people in personal group

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

a) Current age

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

c) Number of visits to Washita Battlefield NHS (including this visit)

<table>
<thead>
<tr>
<th>Yourself</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Member #2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #4</td>
<td></td>
<td></td>
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<tr>
<td>Member #5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member #7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
24. a) For you only, which category best represents your annual **household** income? Please mark (●) only one.

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

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

c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) “None” or specify the amount forgone.

- None
- Amount forgone $ ____________

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

<table>
<thead>
<tr>
<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>Yes, Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>No, not Hispanic or Latino</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<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 or Alaska Native</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Asian</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Black or African American</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>White</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

26. Is there anything else your personal group would like to tell us about your visit to Washita Battlefield NHS?

________________________________________

Thank you for your help! Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mailbox.

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Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn 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?

The VSP database website (http://vsp.uidaho.edu) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
Website: http://www.psu.uidaho.edu
Appendix 3: Decision Rules for Checking Non-response Bias

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

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

Chi-square tests were used to detect the difference in the group types, whether the park is the primary reason for being in the area, and respondent’s place of residence. The hypotheses were there would be no significant difference between respondents and non-respondents in terms of whom they travelled with, why they were in the area, or where they came from. If the p-value is greater than 0.05, the differences are judged to be insignificant.

The hypotheses for checking non-response bias are: Respondents and non-respondents are not significantly different in terms of:

1. Average age
2. Number of people they were travelling with in a personal group
3. Type of group which they were travelling with
4. Primary reason for travelling to the area
5. Proximity from home to the park

As shown in Tables 2-5, respondents and non-respondents were not significantly different in terms of group size, and distance from home to the park. The p-values for all other variables are less than 0.05, indicating significant difference between respondents and non-respondents. There are potential non-response biases that would affect the survey results. Visitors who were younger than 50 years old at the time of the survey, who travelled in with friends, and who visited the park as one of the several destinations were underrepresented in the survey results. The results, especially demographic information should be interpreted with caution.
References


The Department of the Interior protects and manages the nation’s natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 023/123954, February 2014