Visitor Services Project

Nez Perce
National Historical Park

Visitor Services Project Report 68
Cooperative Park Studies Unit

University of Idaho
Visitor Services Project

Nez Perce
National Historical Park

Margaret Littlejohn

Report 68
May 1995
Visitor Services Project
Nez Perce National Historical Park

Report Summary

- This report describes the results of a visitor study at Nez Perce National Historical Park during July 17-23, 1994. A total of 1178 questionnaires were distributed and 899 returned, a 76% response rate.

- This report profiles Nez Perce visitors. A separate appendix has visitors’ comments about their visit; this report and the appendix contain a comment summary.

- Visitors were often in family groups (69%). Groups often consisted of two people (50%); over one-fourth were three or four people (27%). The most common visitor ages were 46-70 years old (32%), and 15 years or younger (18%). Most (79%) were first time visitors to the park. International visitors comprised 4% of all visitors. Twenty-eight percent of international visitors came from Canada and 27% from Germany. United States visitors came from Idaho (18%), Washington (15%), California (13%), Oregon (13%) and 44 other states.

- Common activities for visitors were visiting the visitor center (76%), learning Nez Perce history (52%), taking photographs (46%) and visiting historical or archeological sites (41%). Most visitors stayed two hours or less at the site where they received the questionnaire.

- Almost two-thirds of the visitors (64%) cited learning Nez Perce history as a reason for visiting the park. Seventy-four percent of visitors said they visited to learn about history. Two topics were of primary interest: history of the Nez Perce region and the Nez Perce tribe and people, each selected by 69% of the visitors.

- Over one-third of the visitors (36%) had received no information about the park prior to their visit. Previous visits, maps and brochures were the most used sources of information.

- The most visited park sites were Lolo Pass Visitor Center area (32%), Big Hole Battlefield (31%), White Bird Battlefield (29%), and Spalding (21%).

- The most used services were the visitor center exhibits (75%), park brochure/map (63%) and information from park employees (51%). Ranger-led programs/tours was the service which received the highest ratings in importance and quality.

- The most used facilities were the highway historical signs (71%), highway directional signs to park sites (65%) and restrooms (63%). Interpretive trail signs was the service which received the highest ratings in importance and quality.

- In the future, the educational subjects visitors would most like to learn about are history of the Nez Perce, Lewis and Clark Expedition, the Nez Perce War of 1877 and pioneers/settlers. Half of the visitors (50%) said they would like more contact with the Nez Perce tribe/people in the future.

- Visitors' most frequent starting locations on the day they received the questionnaire were Lewiston, Idaho; Missoula, Montana and Joseph, Oregon. These three towns were also visitors' most often listed destinations on the day they received the questionnaire.

- Visitors made many additional comments.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83844-1133 or call (208) 885-7129.
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</table>
INTRODUCTION

This report describes the results of a study of visitors to Nez Perce National Historical Park (referred to as "Nez Perce"). This visitor study was conducted July 17-23, 1994. The study was conducted by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. A Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

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

Figure 4: Number of visits

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

**Questionnaire design and administration**

Interviews were conducted and questionnaires distributed to a sample of visitors using Nez Perce National Historical Park during July 17-23, 1994. Visitors completed the questionnaire during or after their trip and then returned it by mail.

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they stopped at various locations in the park: Spalding Visitor Center and picnic area, White Bird wayside exhibit and auto tour, Old Chief Joseph's Gravesite, Big Hole Battlefield, Bear Paw Battlefield, U.S. Forest Service Lolo Pass Visitor Center, East Kamiah, and Canoe Camp.

A total of 1178 questionnaires were distributed at eight locations (see Table 1). The proportion of questionnaires distributed at each location was based on estimates of the proportion of total visitation to each location during the previous July. Table 1 also shows the number and proportion of questionnaires returned from each location. The table shows the response rate (number of questionnaires returned compared to those distributed) for each location.

**Table 1: Number and proportion of questionnaires distributed and returned at each location**

<table>
<thead>
<tr>
<th>Distribution location</th>
<th>Questionnaires distributed</th>
<th>Questionnaires returned</th>
<th>Response rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spalding Visitor Center/picnic area</td>
<td>277 24</td>
<td>206 23</td>
<td>74</td>
</tr>
<tr>
<td>White Bird wayside exhibit/auto tour</td>
<td>263 22</td>
<td>189 21</td>
<td>72</td>
</tr>
<tr>
<td>Big Hole Battlefield</td>
<td>260 22</td>
<td>207 23</td>
<td>80</td>
</tr>
<tr>
<td>U.S. Forest Service Lolo Pass Visitor Center</td>
<td>160 14</td>
<td>123 14</td>
<td>77</td>
</tr>
<tr>
<td>Old Chief Joseph's Gravesite</td>
<td>140 12</td>
<td>115 13</td>
<td>82</td>
</tr>
<tr>
<td>Bear Paw Battlefield</td>
<td>42 4</td>
<td>35 4</td>
<td>83</td>
</tr>
<tr>
<td>Canoe Camp</td>
<td>22 2</td>
<td>14 2</td>
<td>64</td>
</tr>
<tr>
<td>East Kamiah</td>
<td>15 1</td>
<td>10 1</td>
<td>67</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>1178 101%</td>
<td>899 101%</td>
<td>76%</td>
</tr>
</tbody>
</table>
Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the stamped questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, second replacement questionnaires were mailed to a random sample of the visitors who had not returned their questionnaires.

Returned questionnaires were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 892 groups, Figure 3 presents data for 2453 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 899 questionnaires were returned, Figure 1 shows data for only 892 respondents.

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

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

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

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 17-23, 1994. The results do not necessarily apply to visitors using other sites in the park or to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure or table.

Special Conditions

The week of July 17-23, 1994 was extremely hot throughout much of the area of Nez Perce National Historical Park. The temperatures, which exceeded 100°F. in some locations, may have affected what visitors did, whether they stopped at some sites, or the length of time they stayed.
RESULTS

A total of 1,253 visitor groups were contacted; 94% accepted questionnaires. Eight hundred and ninety-nine visitor groups completed and returned their questionnaires, a 76% response rate.

Table 2 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias was insignificant.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Total sample</th>
<th>Actual respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age of respondent (years)</td>
<td>1177 47.3</td>
<td>884 48.5</td>
</tr>
<tr>
<td>Group size</td>
<td>1171 3.7</td>
<td>892 3.7</td>
</tr>
</tbody>
</table>

Figure 1 shows group sizes, which varied from one person to 75 people. Fifty percent of visitors came in groups of two people; 27% came in groups of three or four. Sixty-nine percent of visitors came in family groups (see Figure 2). “Other” groups included co-workers, elder hostel, Indian Health Board, and a raft trip group.

Figure 3 shows the varied age groups; the most common was visitors aged 46-70 (32%). Children aged 15 or younger made up 18% of the visitors. Most visitors (79%) were visiting Nez Perce for the first time (see Figure 4).

Visitors from foreign countries comprised 4% of all visitation. Map 1 and Table 3 show that most international visitors came from Canada (28%) and Germany (27%). Most United States visitors came from Idaho (18%), Washington (15%), California (13%) and Oregon (13%) with smaller proportions from 44 other states (see Map 2 and Table 4).
Figure 1: Visitor group sizes

Figure 2: Visitor group types
Figure 3: Visitor ages

Figure 4: Number of visits
Table 3: Visitors by country of residence

N=99 individuals; percentages do not equal 100 due to rounding.

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of individuals</th>
<th>% of international visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>Germany</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Switzerland</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Australia</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Norway</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Belgium</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>China</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Japan</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>New Zealand</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Spain</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
### Table 4: Proportion of visitors from each state

N=2171 individuals

<table>
<thead>
<tr>
<th>State</th>
<th>Number of individuals</th>
<th>% of U.S. visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idaho</td>
<td>384</td>
<td>18</td>
</tr>
<tr>
<td>Washington</td>
<td>326</td>
<td>15</td>
</tr>
<tr>
<td>California</td>
<td>287</td>
<td>13</td>
</tr>
<tr>
<td>Oregon</td>
<td>279</td>
<td>13</td>
</tr>
<tr>
<td>Montana</td>
<td>171</td>
<td>8</td>
</tr>
<tr>
<td>Texas</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>Utah</td>
<td>43</td>
<td>2</td>
</tr>
<tr>
<td>Illinois</td>
<td>42</td>
<td>2</td>
</tr>
<tr>
<td>Ohio</td>
<td>38</td>
<td>2</td>
</tr>
<tr>
<td>Minnesota</td>
<td>37</td>
<td>2</td>
</tr>
<tr>
<td>Arizona</td>
<td>35</td>
<td>2</td>
</tr>
<tr>
<td>Michigan</td>
<td>31</td>
<td>1</td>
</tr>
<tr>
<td>Colorado</td>
<td>30</td>
<td>1</td>
</tr>
<tr>
<td>New York</td>
<td>28</td>
<td>1</td>
</tr>
<tr>
<td>Florida</td>
<td>26</td>
<td>1</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>26</td>
<td>1</td>
</tr>
<tr>
<td>Virginia</td>
<td>24</td>
<td>1</td>
</tr>
<tr>
<td>Nevada</td>
<td>22</td>
<td>1</td>
</tr>
<tr>
<td>N. Carolina</td>
<td>19</td>
<td>1</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>18</td>
<td>1</td>
</tr>
<tr>
<td>Missouri</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Nebraska</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Other states (26) + Washington, D.C.</td>
<td>225</td>
<td>10</td>
</tr>
</tbody>
</table>
Length of stay

Visitors were asked how much time they stayed at the Nez Perce site where they received the questionnaire on this visit. Over three-fourths of the visitors (89%) stayed up to two hours (see Figure 5). Of those staying less than one hour, most (83%) stayed up to one-half hour (see Figure 6).

![Figure 5: Length of stay (hours)](image)

![Figure 6: Length of stay (less than one hour)](image)
Figure 7 shows the proportion of visitor groups who participated in various activities during this visit. Common activities were visiting the visitor center (76%), learning Nez Perce history (52%), taking photographs (46%) and visiting historical/archeological sites (41%). Twelve percent of the visitors described "other" activities they pursued, such as driving through, watching a video, using restrooms, talking to a ranger, camping, attending a tribal presentation, and resting.

Figure 7: Visitor activities
Visitors were asked their reasons for visiting Nez Perce on this visit. The most often identified reasons included learning about Nez Perce history and culture (64%) and taking a travel break (41%), as shown in Figure 8. "Other" reasons included out of curiosity to see what was there, driving by, to learn about Battle of Big Hole, visit the Old Chief Joseph's Monument, view scenery, to show children the site, and on a work group outing.

Figure 8: Reasons for visit
Many visitors (74%) said they visited to learn more about history (see Figure 9). Nineteen percent did not visit to learn history and 7% were not sure. Visitors who visited to learn more about history were asked to identify their primary areas of interest in Nez Perce history. Most visitors (69%) were primarily interested in an introduction to Nez Perce history and the Nez Perce Tribe/people (see Figure 10). "Other" subjects visitors identified included: Chief Joseph, military history, Battle of Big Hole, and interest in general history.

**Figure 9: Proportion of visitors who visited to learn history**

![Figure 9](chart)

**Figure 10: Primary areas of interest**

![Figure 10](chart)
Visitors were asked "Prior to your visit, how did you and your group obtain information about Nez Perce National Historical Park?" More than one third (36%) did not receive any information prior to their visit. Sources included previous visits (23%), maps and brochures (22%) and friends and relatives (18%), as shown in Figure 11. "Other" sources of information included sign along the road, living or growing up in the area, school, chamber of commerce, history book, and museum.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rec'd no information</td>
<td>36%</td>
</tr>
<tr>
<td>Previous visits</td>
<td>23%</td>
</tr>
<tr>
<td>Maps/brochures</td>
<td>22%</td>
</tr>
<tr>
<td>Friends/relatives</td>
<td>18%</td>
</tr>
<tr>
<td>Travel guide/tour book</td>
<td>15%</td>
</tr>
<tr>
<td>Newspaper/magazine</td>
<td>4%</td>
</tr>
<tr>
<td>Another NPS area</td>
<td>3%</td>
</tr>
<tr>
<td>Inquiry to Nez Perce park</td>
<td>2%</td>
</tr>
<tr>
<td>Radio/TV/movies</td>
<td>2%</td>
</tr>
<tr>
<td>Tour director</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
</tbody>
</table>

Figure 11: Sources of information
The park sites or groups of sites which were most visited were Lolo Pass Visitor Center, Lolo Trail and/or Nez Perce National Historic Trail (32%), Big Hole Battlefield (31%), White Bird Battlefield (29%), Spalding (21%) and Old Chief Joseph's Gravesite (19%), as shown in Map 3. The least visited site was Young Chief Joseph Gravesite and/or Joseph Band Campsite (4%).

Map 3: Park sites visited
N=839 visitor groups;
percentages do not equal 100 because visitors could visit more than one site.
The visitor services and facilities most used by visitors were the visitor center (75%), park brochure/map (63%), information from park employees (51%), and visitor center movie/video (46%), as shown in Figure 12. The least used service was the St. Joseph's Mission tour (2%).

N=708 visitor groups; percentages do not equal 100 because visitors could use more than one service.

**Figure 12: Use of visitor services**
Visitors rated the importance and quality of each of the visitor services and facilities they used. They used a five point scale (see boxes below).

<table>
<thead>
<tr>
<th>IMPORTANCE</th>
<th>QUALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1=extremely important</td>
<td>1=very good</td>
</tr>
<tr>
<td>2=very important</td>
<td>2=good</td>
</tr>
<tr>
<td>3=moderately important</td>
<td>3=average</td>
</tr>
<tr>
<td>4=somewhat important</td>
<td>4=poor</td>
</tr>
<tr>
<td>5=not important</td>
<td>5=very poor</td>
</tr>
</tbody>
</table>

Figure 13 shows the average importance and quality ratings for each service or facility. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 13. All services and facilities were rated above average in importance and quality. NOTE: the Saint Joseph Mission tour was not rated by enough people to provide reliable information.

Figures 14-23 show that several services or facilities received the highest "very important" to "extremely important" ratings: ranger-led programs/tours (86%) and interpretive shelters (78%). The highest "not important" rating was for the visitor center sales publications (9%).

Figures 24-33 show that several services were given high "good" to "very good" quality ratings: ranger-led programs/tours (89%), information from park employees (84%), park brochure/map (83%) and visitor center exhibits (83%). The services which received the highest "very poor" quality ratings were information from park employees, ranger-led programs/tours, and visitor center sales publications (each 6%).
Figure 13: Average ratings of visitor service importance and quality

Figure 13: Detail
Figure 14: Importance of park brochure/map

Figure 15: Importance of visitor center movie/video
Figure 16: Importance of visitor center exhibits

N=502 visitor groups

- Extremely important: 52%
- Very important: 24%
- Moderately important: 15%
- Somewhat important: 5%
- Not important: 4%

Figure 17: Importance of cultural demonstrations

N=57 visitor groups; percentages do not equal 100 due to rounding.

- Extremely important: 51%
- Very important: 11%
- Moderately important: 30%
- Somewhat important: 5%
- Not important: 4%
Figure 18: Importance of information from park employees

Figure 19: Importance of ranger programs/tours
Figure 20: Importance of visitor center sales publications

Figure 21: Importance of St. Joseph Mission tour
Figure 22: Importance of White Bird Auto Tour

Figure 23: Importance of interpretive shelters
Figure 24: Quality of park brochure/map

Figure 25: Quality of visitor center movie/video
Figure 26: Quality of visitor center exhibits

Figure 27: Quality of cultural demonstrations
Figure 28: Quality of information from park employees

- Very good: 66%
- Good: 18%
- Average: 7%
- Poor: 3%
- Very poor: 6%

Figure 29: Quality of ranger programs/tours

- Very good: 72%
- Good: 17%
- Average: 3%
- Poor: 2%
- Very poor: 6%
N=130 visitor groups

Figure 30: Quality of visitor center sales publications

Figure 31: Quality of St. Joseph Mission tour
N=48 visitor groups

Very good: 35%
Good: 42%
Average: 17%
Poor: 6%
Very poor: 0%

Figure 32: Quality of White Bird Auto Tour

N=113 visitor groups

Very good: 44%
Good: 28%
Average: 20%
Poor: 4%
Very poor: 4%

Figure 33: Quality of interpretive shelters
The visitor facilities most used by visitors were the highway historical signs (71%), highway signs to park sites (65%), and restrooms (64%), as shown in Figure 34. The least used service was handicapped access (3%).

![Figure 34: Use of visitor facilities](image-url)
Visitors rated the importance and quality of each of the visitor services and facilities they used. They used a five point scale (see boxes below).

<table>
<thead>
<tr>
<th>IMPORTANCE</th>
<th>QUALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1=extremely</td>
<td>1=very</td>
</tr>
<tr>
<td>important</td>
<td>good</td>
</tr>
<tr>
<td>2=very</td>
<td>2=good</td>
</tr>
<tr>
<td>important</td>
<td>3=average</td>
</tr>
<tr>
<td>3=moderately</td>
<td>4=poor</td>
</tr>
<tr>
<td>important</td>
<td>5=very poor</td>
</tr>
<tr>
<td>4=somewhat</td>
<td></td>
</tr>
<tr>
<td>important</td>
<td></td>
</tr>
<tr>
<td>5=not important</td>
<td></td>
</tr>
</tbody>
</table>

Figure 35 shows the average importance and quality ratings for each service or facility. An average score was determined for each service based on ratings by visitors who used that service. This was done for both importance and quality. The results were plotted on the grid shown in Figure 35. All services and facilities were rated above average in importance and quality.

NOTE: handicapped access was not rated by enough people to provide reliable information.

Figures 36-41 show that several facilities received the highest "very important" to "extremely important" ratings: interpretive trail signs (86%), highway directional signs to park sites (81%) and highway historical signs (80%). The highest "not important" rating was for picnic areas (5%).

Figures 42-47 show that several facilities were given high "good" to "very good" quality ratings: interpretive trail signs (83%) and restrooms (80%). The service receiving the highest "very poor" quality rating was picnic areas (6%).
Figure 35: Average ratings of visitor service importance and quality

Figure 35: Detail
Figure 36: Importance of highway directional signs to park sites

Figure 37: Importance of highway historical signs
Figure 38: Importance of interpretive trail signs

Figure 39: Importance of restrooms
Figure 40: Importance of picnic areas

N=147 visitor groups

- Extremely important: 41%
- Very important: 28%
- Moderately important: 22%
- Somewhat important: 4%
- Not important: 5%

Figure 41: Importance of handicapped access

N=19 visitor groups

- Extremely important: 74%
- Very important: 5%
- Moderately important: 0%
- Somewhat important: 5%
- Not important: 16%

CAUTION!
Figure 42: Quality of highway directional signs to park sites

Figure 43: Quality of highway historical signs
Figure 44: Quality of interpretive trail signs

Figure 45: Quality of restrooms
N=138 visitor groups; percentages do not equal 100 due to rounding.

**Figure 46: Quality of picnic areas**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>40%</td>
</tr>
<tr>
<td>Good</td>
<td>33%</td>
</tr>
<tr>
<td>Average</td>
<td>15%</td>
</tr>
<tr>
<td>Poor</td>
<td>7%</td>
</tr>
<tr>
<td>Very poor</td>
<td>6%</td>
</tr>
</tbody>
</table>

N=15 visitor groups

**Figure 47: Quality of handicapped access**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>40%</td>
</tr>
<tr>
<td>Good</td>
<td>27%</td>
</tr>
<tr>
<td>Average</td>
<td>0% (CAUTION!)</td>
</tr>
<tr>
<td>Poor</td>
<td>13%</td>
</tr>
<tr>
<td>Very poor</td>
<td>20%</td>
</tr>
</tbody>
</table>
Educational subjects preferred for the future

Visitors were asked what subjects they would like to have addressed in Nez Perce exhibits and programs in the future. Almost three-fourths of the visitors (74%) want to learn more about the history of the Nez Perce. Subjects also listed were the Lewis and Clark expedition (61%), the Nez Perce War of 1877 (56%), and pioneers/settlers (52%), as shown in Figure 48. Proportionately, the missionary period was the least requested subject, listed by 23% of the visitors. "Other" subjects listed were socio-economic conditions of the Nez Perce, Chief Joseph, and other aspects of Nez Perce history and culture.

Figure 48: Educational subjects preferred for the future

N=829 visitor groups; percentages do not equal 100 because visitors could list more than one future subject.
Visitors were asked the nearest town and state to where they started their trip on the day they received the questionnaire (see Table 5). Visitors were also asked to list their planned destination on the day they received the questionnaire (see Table 6).

### Table 5: Starting locations on day visitors received questionnaire

<table>
<thead>
<tr>
<th>Town/State</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lewiston, ID</td>
<td>82</td>
</tr>
<tr>
<td>Missoula, MT</td>
<td>61</td>
</tr>
<tr>
<td>Joseph, OR</td>
<td>59</td>
</tr>
<tr>
<td>Boise, ID</td>
<td>44</td>
</tr>
<tr>
<td>Moscow, ID</td>
<td>27</td>
</tr>
<tr>
<td>Lolo, MT</td>
<td>23</td>
</tr>
<tr>
<td>McCall, ID</td>
<td>20</td>
</tr>
<tr>
<td>Hamilton, MT</td>
<td>20</td>
</tr>
<tr>
<td>Lapwai, ID</td>
<td>18</td>
</tr>
<tr>
<td>Dillon, MT</td>
<td>16</td>
</tr>
<tr>
<td>Chinook, MT</td>
<td>15</td>
</tr>
<tr>
<td>Wallowa, OR</td>
<td>15</td>
</tr>
<tr>
<td>Wisdom, MT</td>
<td>13</td>
</tr>
<tr>
<td>Grangeville, ID</td>
<td>11</td>
</tr>
<tr>
<td>Kamiah, ID</td>
<td>11</td>
</tr>
<tr>
<td>Orofino, ID</td>
<td>11</td>
</tr>
<tr>
<td>Havre, MT</td>
<td>11</td>
</tr>
<tr>
<td>Clarkston, WA</td>
<td>11</td>
</tr>
<tr>
<td>Spokane, WA</td>
<td>11</td>
</tr>
<tr>
<td>Butte, MT</td>
<td>10</td>
</tr>
<tr>
<td>Helena, MT</td>
<td>10</td>
</tr>
<tr>
<td>Riggins, ID</td>
<td>9</td>
</tr>
<tr>
<td>Salmon, ID</td>
<td>9</td>
</tr>
<tr>
<td>Enterprise, OR</td>
<td>9</td>
</tr>
<tr>
<td>Lowell, ID</td>
<td>8</td>
</tr>
<tr>
<td>Anaconda, MT</td>
<td>8</td>
</tr>
<tr>
<td>West Yellowstone, MT</td>
<td>8</td>
</tr>
<tr>
<td>Baker City, OR</td>
<td>7</td>
</tr>
<tr>
<td>Ontario, OR</td>
<td>7</td>
</tr>
<tr>
<td>Jackson, MT</td>
<td>7</td>
</tr>
<tr>
<td>Stevensville, MT</td>
<td>7</td>
</tr>
<tr>
<td>Pullman, WA</td>
<td>7</td>
</tr>
<tr>
<td>Winchester, ID</td>
<td>6</td>
</tr>
<tr>
<td>Couer d'Alene, ID</td>
<td>5</td>
</tr>
<tr>
<td>Powell, ID</td>
<td>5</td>
</tr>
<tr>
<td>White Bird, ID</td>
<td>5</td>
</tr>
<tr>
<td>LeGrande, OR</td>
<td>5</td>
</tr>
<tr>
<td>Walla Walla, WA</td>
<td>5</td>
</tr>
<tr>
<td>Stanley, ID</td>
<td>4</td>
</tr>
<tr>
<td>Bozeman, MT</td>
<td>4</td>
</tr>
<tr>
<td>Darby, MT</td>
<td>4</td>
</tr>
<tr>
<td>Deer Lodge, MT</td>
<td>4</td>
</tr>
<tr>
<td>Kalispell, MT</td>
<td>4</td>
</tr>
<tr>
<td>Town/State</td>
<td>Number of times mentioned</td>
</tr>
<tr>
<td>-----------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>Sula, MT</td>
<td>4</td>
</tr>
<tr>
<td>Cascade, ID</td>
<td>3</td>
</tr>
<tr>
<td>Cottonwood, ID</td>
<td>3</td>
</tr>
<tr>
<td>Culdesac, ID</td>
<td>3</td>
</tr>
<tr>
<td>Elk City, ID</td>
<td>3</td>
</tr>
<tr>
<td>North Fork, ID</td>
<td>3</td>
</tr>
<tr>
<td>Spalding, ID</td>
<td>3</td>
</tr>
<tr>
<td>Troy, ID</td>
<td>3</td>
</tr>
<tr>
<td>Twin Falls, ID</td>
<td>3</td>
</tr>
<tr>
<td>Big Fork, MT</td>
<td>3</td>
</tr>
<tr>
<td>Sheridan, MT</td>
<td>3</td>
</tr>
<tr>
<td>Pendleton, OR</td>
<td>3</td>
</tr>
<tr>
<td>Pasco, WA</td>
<td>3</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>3</td>
</tr>
<tr>
<td>Donnelly, ID</td>
<td>2</td>
</tr>
<tr>
<td>Kooskia, ID</td>
<td>2</td>
</tr>
<tr>
<td>Lenore, ID</td>
<td>2</td>
</tr>
<tr>
<td>Lucille, ID</td>
<td>2</td>
</tr>
<tr>
<td>Nampa, ID</td>
<td>2</td>
</tr>
<tr>
<td>Sandpoint, ID</td>
<td>2</td>
</tr>
<tr>
<td>Billings, MT</td>
<td>2</td>
</tr>
<tr>
<td>Lewistown, MT</td>
<td>2</td>
</tr>
<tr>
<td>Madison, MT</td>
<td>2</td>
</tr>
<tr>
<td>Red Lodge, MT</td>
<td>2</td>
</tr>
<tr>
<td>Corvallis, OR</td>
<td>2</td>
</tr>
<tr>
<td>Imnaha, OR</td>
<td>2</td>
</tr>
<tr>
<td>Clinton, WA</td>
<td>2</td>
</tr>
<tr>
<td>Other places</td>
<td>89</td>
</tr>
</tbody>
</table>

Table 6: Planned destinations on day visitors received questionnaire
N=732 responses
Clarkston, WA  9
Pullman, WA  9
White Bird, ID  7
Darby, MT  7
Walla Walla, WA  7
Lowell, ID  6
Havre, MT  6
Seattle, WA  6
Pendleton, OR  6
Challis, ID  5
Sula, MT  5
LeGrande, OR  5
Stanley, ID  5
Sandpoint, ID  4
Billings, MT  4
Deer Lodge, MT  4
Jackson, MT  4
Homestead, OR  4
Imnaha, OR  4
Portland, OR  4
Cascade, ID  3
Council, ID  3
Ketchum, ID  3
Kooskia, ID  3
Nampa, ID  3
Bannack, MT  3
Helena, MT  3
Kalispell, MT  3
Polson, MT  3
Stevensville, MT  3
Virginia City, MT  3
Reno, NV  3
Baker City, OR  3
Bend, OR  3
Ontario, OR  3
Moses Lake, WA  3
Yellowstone, WY  3
Elk City, ID  2
New Meadows, ID  2
Payette, ID  2
Twin Falls, ID  2
Weippe, ID  2
Weiser, ID  2
Anaconda, MT  2
Big Sky, MT  2
Cleveland, MT  2
Corvallis, MT  2
Fairmont, MT  2
West Yellowstone, MT  2
Whitefish, MT  2
Whitehall, MT  2
Halfway, OR  2
The Dalles, OR  2
Vale, OR  2
Dayton, WA  2
Kennewick, WA  2
Other places  67
Preferences for future Nez Perce Tribal contact; types of tribal activities

Visitors were asked whether they would like more contact with the Nez Perce tribe/people in the future. Half of the visitors (50%) said they would like more contact with Nez Perce tribe/people in the future (see Figure 49). Thirty-eight percent said they didn't know and 12% said did not want more contact with the Nez Perce.

Visitors were asked "If available, what kinds of tribal-led activities would you like to participate in?" Table 7 shows what activities visitors are most interested in.

![Figure 49: Future tribal contact](image-url)
Table 7: Tribal-led activities preferred
N=509 topics; many visitors made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts and crafts demonstrations</td>
<td>64</td>
</tr>
<tr>
<td>More history from the Nez Perce perspective</td>
<td>58</td>
</tr>
<tr>
<td>Legends/stories</td>
<td>51</td>
</tr>
<tr>
<td>Ceremonies</td>
<td>37</td>
</tr>
<tr>
<td>Pow-wow</td>
<td>35</td>
</tr>
<tr>
<td>Music/dancing</td>
<td>34</td>
</tr>
<tr>
<td>Nez Perce culture</td>
<td>32</td>
</tr>
<tr>
<td>Question and answer sessions</td>
<td>27</td>
</tr>
<tr>
<td>Daily life activities</td>
<td>26</td>
</tr>
<tr>
<td>Recent history</td>
<td>21</td>
</tr>
<tr>
<td>Food gathering/preparation</td>
<td>16</td>
</tr>
<tr>
<td>Anything</td>
<td>15</td>
</tr>
<tr>
<td>Sample foods</td>
<td>12</td>
</tr>
<tr>
<td>Re-enactments</td>
<td>11</td>
</tr>
<tr>
<td>Guided tours</td>
<td>9</td>
</tr>
<tr>
<td>Use of plants/animals</td>
<td>9</td>
</tr>
<tr>
<td>Flint knapping</td>
<td>7</td>
</tr>
<tr>
<td>Use of herbal medicines</td>
<td>6</td>
</tr>
<tr>
<td>Appaloosa horse demonstrations</td>
<td>6</td>
</tr>
<tr>
<td>Teepee building</td>
<td>4</td>
</tr>
<tr>
<td>Sweat lodge</td>
<td>4</td>
</tr>
<tr>
<td>Religion</td>
<td>3</td>
</tr>
<tr>
<td>Future of the tribe</td>
<td>3</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
</tr>
<tr>
<td>Replication of Nez Perce village</td>
<td>3</td>
</tr>
<tr>
<td>Teach Nez Perce language</td>
<td>2</td>
</tr>
<tr>
<td>Archeology</td>
<td>2</td>
</tr>
<tr>
<td>Philosophy</td>
<td>2</td>
</tr>
<tr>
<td>Children's activities</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>12</td>
</tr>
</tbody>
</table>
Visitors were asked what they like most about their visit to Nez Perce National Historical Park. A summary of their comments is listed below and in the appendix.

### Visitors' likes

N=757 comments; many visitors made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL</strong></td>
<td></td>
</tr>
<tr>
<td>Staff friendly, helpful</td>
<td>47</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Exhibits/displays</td>
<td>108</td>
</tr>
<tr>
<td>Movie/video/slide presentations</td>
<td>60</td>
</tr>
<tr>
<td>Interpretive signs</td>
<td>28</td>
</tr>
<tr>
<td>Ranger presentations</td>
<td>27</td>
</tr>
<tr>
<td>Museum</td>
<td>16</td>
</tr>
<tr>
<td>Interpretive hiking trails</td>
<td>9</td>
</tr>
<tr>
<td>Visit educational</td>
<td>5</td>
</tr>
<tr>
<td>Children's hands-on table</td>
<td>5</td>
</tr>
<tr>
<td>Maps</td>
<td>4</td>
</tr>
<tr>
<td>Brochures</td>
<td>3</td>
</tr>
<tr>
<td>Talking with tribal members</td>
<td>3</td>
</tr>
<tr>
<td>Self-guided tour</td>
<td>2</td>
</tr>
<tr>
<td>Historical photographs</td>
<td>2</td>
</tr>
<tr>
<td>White Bird Visitor Center</td>
<td>2</td>
</tr>
<tr>
<td>Big Hole Visitor Center</td>
<td>2</td>
</tr>
<tr>
<td>Lolo Visitor Center</td>
<td>2</td>
</tr>
<tr>
<td>Visitor center sales items</td>
<td>2</td>
</tr>
<tr>
<td>Other comment</td>
<td>1</td>
</tr>
<tr>
<td><strong>FACILITIES AND MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Visitor facilities</td>
<td>14</td>
</tr>
<tr>
<td>Picnic area</td>
<td>6</td>
</tr>
<tr>
<td>Restrooms</td>
<td>3</td>
</tr>
<tr>
<td>Roads</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>2</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Battle sites</td>
<td>27</td>
</tr>
<tr>
<td>Old Chief Joseph's Gravesite</td>
<td>17</td>
</tr>
<tr>
<td>Little commercialization</td>
<td>6</td>
</tr>
<tr>
<td>Cemetery at Spalding</td>
<td>3</td>
</tr>
<tr>
<td>Heart of the Monster</td>
<td>2</td>
</tr>
<tr>
<td>Other comment</td>
<td>1</td>
</tr>
</tbody>
</table>
VISITOR SERVICES PROJECT

VSP ranger friendly/helpful

2

GENERAL IMPRESSIONS

Scenery/beauty
General history
Nez Perce history
Information available
Quiet/relaxing
Nez Perce culture
Everything
Nez Perce arts and crafts
Convenient access
Lewis and Clark history
No crowds
Wallowa Lake
Following Nez Perce trail
Other comments
Visitors were asked what they liked least about their visit to Nez Perce National Historic Park. A summary of their comments is listed below and in the appendix.

### Visitors’ dislikes

N=395 comments; many visitors made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL</strong></td>
<td></td>
</tr>
<tr>
<td>Few Nez Perce employees</td>
<td>12</td>
</tr>
<tr>
<td>Staff unhelpful/rude</td>
<td>6</td>
</tr>
<tr>
<td>Lolo Visitor Center understaffed</td>
<td>2</td>
</tr>
<tr>
<td>Other comment</td>
<td>1</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Lack of information</td>
<td>22</td>
</tr>
<tr>
<td>Lack of information at Old Chief Joseph's Gravesite</td>
<td>18</td>
</tr>
<tr>
<td>Movie/video/slide presentation</td>
<td>14</td>
</tr>
<tr>
<td>Museum</td>
<td>5</td>
</tr>
<tr>
<td>Not enough information about Nez Perce culture</td>
<td>4</td>
</tr>
<tr>
<td>Lack of exhibits</td>
<td>3</td>
</tr>
<tr>
<td>Ranger-led presentations</td>
<td>3</td>
</tr>
<tr>
<td>Raise video screen higher</td>
<td>2</td>
</tr>
<tr>
<td>Poor interpretive signs</td>
<td>2</td>
</tr>
<tr>
<td>Confusing maps</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td><strong>FACILITIES AND MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Lack of restrooms</td>
<td>13</td>
</tr>
<tr>
<td>No running water</td>
<td>6</td>
</tr>
<tr>
<td>Road construction</td>
<td>6</td>
</tr>
<tr>
<td>Restroom conditions</td>
<td>6</td>
</tr>
<tr>
<td>Parking</td>
<td>4</td>
</tr>
<tr>
<td>Parking too far from museum</td>
<td>4</td>
</tr>
<tr>
<td>No picnic areas</td>
<td>4</td>
</tr>
<tr>
<td>Litter</td>
<td>4</td>
</tr>
<tr>
<td>Landscape around museum</td>
<td>4</td>
</tr>
<tr>
<td>Trails too long</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>8</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Grounds around Old Chief Joseph's Gravesite</td>
<td>16</td>
</tr>
<tr>
<td>Clear cuts</td>
<td>4</td>
</tr>
<tr>
<td>No camping</td>
<td>2</td>
</tr>
</tbody>
</table>
POLICIES

Dogs not allowed on trails  2
Other comments  3

VISITOR SERVICES PROJECT

Filling out this survey  2

GENERAL IMPRESSIONS

Weather  76
Nothing  72
Not enough time to spend  36
Insects  6
Learning what happened to the Nez Perce  3
Crowds  2
Other comments  7
Visitors were asked "If you were planning for the future of Nez Perce National Historical Park, what would you propose? Please be specific." A summary of their responses is listed below and in the appendix.

### Planning for the future

N=506 comments; many visitors made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL</strong></td>
<td></td>
</tr>
<tr>
<td>Employ Native Americans</td>
<td>34</td>
</tr>
<tr>
<td>More rangers at each site to answer questions</td>
<td>2</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Non-personal</strong></td>
<td></td>
</tr>
<tr>
<td>More information at Old Chief Joseph's Gravesite</td>
<td>26</td>
</tr>
<tr>
<td>More exhibits/displays</td>
<td>20</td>
</tr>
<tr>
<td>Advertise park more</td>
<td>18</td>
</tr>
<tr>
<td>More interpretive signs</td>
<td>17</td>
</tr>
<tr>
<td>Reconstruct a Nez Perce village</td>
<td>15</td>
</tr>
<tr>
<td>Show more from the Nez Perce perspective</td>
<td>15</td>
</tr>
<tr>
<td>More maps/brochures</td>
<td>14</td>
</tr>
<tr>
<td>Provide better information about other Nez Perce park sites</td>
<td>12</td>
</tr>
<tr>
<td>Sell more Nez Perce crafts and music</td>
<td>11</td>
</tr>
<tr>
<td>Improve exhibits/displays</td>
<td>11</td>
</tr>
<tr>
<td>More information on contemporary Nez Perce life</td>
<td>11</td>
</tr>
<tr>
<td>Provide more Nez Perce historical information</td>
<td>10</td>
</tr>
<tr>
<td>Provide better map of Nez Perce park sites</td>
<td>10</td>
</tr>
<tr>
<td>Expand museum at Spalding</td>
<td>9</td>
</tr>
<tr>
<td>Emphasize Nez Perce culture</td>
<td>8</td>
</tr>
<tr>
<td>Emphasize natural history</td>
<td>8</td>
</tr>
<tr>
<td>Improve movie/video/slide presentations</td>
<td>8</td>
</tr>
<tr>
<td>Keep trail guides stocked</td>
<td>7</td>
</tr>
<tr>
<td>Expand interpretive walking trails</td>
<td>7</td>
</tr>
<tr>
<td>More outdoor exhibits</td>
<td>5</td>
</tr>
<tr>
<td>More educational programs</td>
<td>5</td>
</tr>
<tr>
<td>Provide more information</td>
<td>5</td>
</tr>
<tr>
<td>More hands-on displays for children</td>
<td>4</td>
</tr>
<tr>
<td>Expand bookstore sales items</td>
<td>4</td>
</tr>
<tr>
<td>Provide more history of Lewis and Clark</td>
<td>4</td>
</tr>
<tr>
<td>Provide audio tape about Nez Perce trail</td>
<td>3</td>
</tr>
<tr>
<td>Provide information about Appaloosa horses</td>
<td>2</td>
</tr>
<tr>
<td>More historical photographs</td>
<td>2</td>
</tr>
<tr>
<td><strong>Personal</strong></td>
<td></td>
</tr>
<tr>
<td>Interpretive programs given by tribal members</td>
<td>19</td>
</tr>
<tr>
<td>More demonstrations/re-enactments</td>
<td>18</td>
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<tr>
<td>Offer more activities</td>
<td>14</td>
</tr>
<tr>
<td>Offer guided tours/programs</td>
<td>10</td>
</tr>
<tr>
<td>Music/dance performances</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>6</td>
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</table>
## FACILITIES AND MAINTENANCE

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve grounds around Old Chief Joseph's Gravesite</td>
<td>13</td>
</tr>
<tr>
<td>Improve restrooms</td>
<td>11</td>
</tr>
<tr>
<td>Improve landscape</td>
<td>10</td>
</tr>
<tr>
<td>Handicap access on trails</td>
<td>6</td>
</tr>
<tr>
<td>Better highway directional signs</td>
<td>5</td>
</tr>
<tr>
<td>More parking</td>
<td>4</td>
</tr>
<tr>
<td>Improve grounds around museum</td>
<td>2</td>
</tr>
<tr>
<td>Provide running water</td>
<td>2</td>
</tr>
<tr>
<td>Provide dump stations</td>
<td>2</td>
</tr>
<tr>
<td>Expand White Bird Visitor Center</td>
<td>2</td>
</tr>
<tr>
<td>Improve walking trails</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
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</table>

## POLICIES

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enforce littering regulations</td>
<td>6</td>
</tr>
<tr>
<td>Stay open longer</td>
<td>4</td>
</tr>
<tr>
<td>Recycle</td>
<td>2</td>
</tr>
<tr>
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## RESOURCE MANAGEMENT

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preserve park</td>
<td>16</td>
</tr>
<tr>
<td>Offer more camping</td>
<td>5</td>
</tr>
<tr>
<td>Less development</td>
<td>4</td>
</tr>
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</table>

## GENERAL IMPRESSIONS

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't change anything</td>
<td>11</td>
</tr>
<tr>
<td>Provide food services</td>
<td>8</td>
</tr>
<tr>
<td>Other comment</td>
<td>4</td>
</tr>
</tbody>
</table>
Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

**Visitor Comment Summary**

N=545 comments; many visitors made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL</strong></td>
<td></td>
</tr>
<tr>
<td>Staff/rangers helpful, friendly</td>
<td>62</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Enjoyed exhibits/displays</td>
<td>18</td>
</tr>
<tr>
<td>Not enough information</td>
<td>8</td>
</tr>
<tr>
<td>Great museum</td>
<td>5</td>
</tr>
<tr>
<td>Improve exhibits</td>
<td>2</td>
</tr>
<tr>
<td>Enjoyed visitor center</td>
<td>2</td>
</tr>
<tr>
<td>Enjoyed historic photographs</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>7</td>
</tr>
<tr>
<td><strong>FACILITIES AND MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Well maintained</td>
<td>14</td>
</tr>
<tr>
<td>Grounds not maintained at Old Chief Joseph's Gravesite</td>
<td>8</td>
</tr>
<tr>
<td>Improve landscaping</td>
<td>6</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td><strong>POLICIES</strong></td>
<td></td>
</tr>
<tr>
<td>Comments</td>
<td>3</td>
</tr>
<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Preserve park</td>
<td>19</td>
</tr>
<tr>
<td>Other comments</td>
<td>3</td>
</tr>
<tr>
<td><strong>GENERAL IMPRESSIONS</strong></td>
<td></td>
</tr>
<tr>
<td>Enjoyed visit</td>
<td>80</td>
</tr>
<tr>
<td>Thank you</td>
<td>56</td>
</tr>
<tr>
<td>Educational/informational</td>
<td>32</td>
</tr>
<tr>
<td>Comment</td>
<td>Count</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Moved by the experience</td>
<td>31</td>
</tr>
<tr>
<td>Keep up the good work</td>
<td>25</td>
</tr>
<tr>
<td>Enjoyed history</td>
<td>21</td>
</tr>
<tr>
<td>Not enough time to spend</td>
<td>20</td>
</tr>
<tr>
<td>Will return</td>
<td>19</td>
</tr>
<tr>
<td>Looking forward to visiting other Nez Perce sites</td>
<td>16</td>
</tr>
<tr>
<td>Interesting for all ages</td>
<td>10</td>
</tr>
<tr>
<td>Beautiful</td>
<td>10</td>
</tr>
<tr>
<td>Well managed</td>
<td>9</td>
</tr>
<tr>
<td>Lack of respect at Old Chief Joseph's Gravesite</td>
<td>9</td>
</tr>
<tr>
<td>Never heard of the Nez Perce before</td>
<td>7</td>
</tr>
<tr>
<td>Visit often</td>
<td>7</td>
</tr>
<tr>
<td>Found park by chance</td>
<td>6</td>
</tr>
<tr>
<td>Lolo Pass visitor center closed too early</td>
<td>5</td>
</tr>
<tr>
<td>Didn't realize this was a national park site</td>
<td>4</td>
</tr>
<tr>
<td>Live close by</td>
<td>3</td>
</tr>
<tr>
<td>Set up fund for Nez Perce tribe</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>9</td>
</tr>
</tbody>
</table>
MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the sites visited by first time visitors, request a comparison of sites visited by first time visitors; to learn about the visitors’ use of sales items by their primary areas of interest request a comparison of use of visitor center sales items by primary area of interest.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about first time visitors’ reasons for visiting and the sites they visited, request a comparison of reasons for visiting by first time visitors by sites visited; to learn about visitors who took ranger-led programs/tours, their quality rating of the tours and their proposed future educational subjects, request a comparison of use of ranger-led programs/tours by quality of ranger-led tours by future educational subjects.

Consult the list of characteristics for Nez Perce visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

SAMPLE

Visitor Services Project Analysis Order Form
Nez Perce National Historic Park
Report #4

Date of request ________________________
Person requesting analysis/Title ________________________
Phone number (commercial): ________________________

The following list has the variables available for comparison from your park’s visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible—you may select a single program/service/facility instead of all those listed in the questionnaire.

* Source of information
* Length of visit
* Activities
* Reason for visit
* Forms of transportation
* Group size
* Group type
* Age

Two-way comparisons (write in the appropriate variables from the above list),

<table>
<thead>
<tr>
<th>Sites visited</th>
<th>First-time visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>by</td>
</tr>
</tbody>
</table>

Three-way comparisons (write in the appropriate variables from the above list),

<table>
<thead>
<tr>
<th>Reason to visit</th>
<th>First-time visitors</th>
<th>Sites visited</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>by</td>
<td>by</td>
</tr>
</tbody>
</table>

Special instructions: Tell us the reason you need the information, what you are trying to find out, etc.

Mail to:
Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1132
Visitor Services Project Analysis Order Form
Nez Perce National Historical Park
Report 68

Date of request: ______/_____/_____

Person requesting analysis/Title: ____________________________________________

Phone number (commercial): ________________________________

The following list has the variables available for comparison from your park's visitor survey. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible—you may select a single program/service/facility instead of all those listed in the questionnaire.

• Source of information
• State/country of residence
• Facility used

• Length of visit
• Number of visits
• Importance of facility

• Activities
• Learn about history
• Quality of facility

• Reason for visit
• Primary area of interest
• Future educational subjects

• Forms of transportation
• Sites visited
• Starting location

• Group size
• Service used
• Planned destination

• Group type
• Importance of service
• Future contact with Nez Perce

• Age
• Quality of service

Two-way comparisons (write in the appropriate variables from the above list)

_____________________________________ by ________________________________
_____________________________________ by ________________________________
_____________________________________ by ________________________________

Three-way comparisons (write in the appropriate variables from the above list)

_____________________________________ by ________________________________
_____________________________________ by ________________________________
_____________________________________ by ________________________________

Special instructions

______________________________________________________________

______________________________________________________________

Mail to:Visitor Services Project, CPSU
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83844-1133
QUESTIONNAIRE
Visitor Services Project
Nez Perce National Historical Park

Appendix 2 of 2

Margaret Littlejohn

Report 68
May 1995

This volume contains a summary of visitors' comments for Question 15, 16 and 17. The summary is followed by their unedited comments.

Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Jeannie Harvey, David Smith, Francis Achana, Emma Kossman, Kristin FitzGerald, Teresa Hathaway, Andy Anderson and the staff at Nez Perce National Historical Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.
Table 7: Tribal-led activities preferred
N=509 topics; many visitors made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts and crafts demonstrations</td>
<td>64</td>
</tr>
<tr>
<td>More history from the Nez Perce perspective</td>
<td>58</td>
</tr>
<tr>
<td>Legends/stories</td>
<td>51</td>
</tr>
<tr>
<td>Ceremonies</td>
<td>37</td>
</tr>
<tr>
<td>Pow-wow</td>
<td>35</td>
</tr>
<tr>
<td>Music/dancing</td>
<td>34</td>
</tr>
<tr>
<td>Nez Perce culture</td>
<td>32</td>
</tr>
<tr>
<td>Question and answer sessions</td>
<td>27</td>
</tr>
<tr>
<td>Daily life activities</td>
<td>26</td>
</tr>
<tr>
<td>Recent history</td>
<td>21</td>
</tr>
<tr>
<td>Food gathering/preparation</td>
<td>16</td>
</tr>
<tr>
<td>Anything</td>
<td>15</td>
</tr>
<tr>
<td>Sample foods</td>
<td>12</td>
</tr>
<tr>
<td>Re-enactments</td>
<td>11</td>
</tr>
<tr>
<td>Guided tours</td>
<td>9</td>
</tr>
<tr>
<td>Use of plants/animals</td>
<td>9</td>
</tr>
<tr>
<td>Flint knapping</td>
<td>7</td>
</tr>
<tr>
<td>Use of herbal medicines</td>
<td>6</td>
</tr>
<tr>
<td>Appaloosa horse demonstrations</td>
<td>6</td>
</tr>
<tr>
<td>Teepee building</td>
<td>4</td>
</tr>
<tr>
<td>Sweat lodge</td>
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</tr>
<tr>
<td>Religion</td>
<td>3</td>
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<tr>
<td>Future of the tribe</td>
<td>3</td>
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<tr>
<td>Don't know</td>
<td>3</td>
</tr>
<tr>
<td>Replication of Nez Perce village</td>
<td>3</td>
</tr>
<tr>
<td>Teach Nez Perce language</td>
<td>2</td>
</tr>
<tr>
<td>Archeology</td>
<td>2</td>
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<tr>
<td>Philosophy</td>
<td>2</td>
</tr>
<tr>
<td>Children’s activities</td>
<td>2</td>
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<tr>
<td>Other comments</td>
<td>12</td>
</tr>
</tbody>
</table>
Visitors' likes
N=757 comments; many visitors made more than one comment.

<table>
<thead>
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<tbody>
<tr>
<td><strong>PERSONNEL</strong></td>
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</tr>
<tr>
<td>Staff friendly, helpful</td>
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<td><strong>INTERPRETIVE SERVICES</strong></td>
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</tr>
<tr>
<td>Exhibits/displays</td>
<td>108</td>
</tr>
<tr>
<td>Movie/video/slide presentations</td>
<td>60</td>
</tr>
<tr>
<td>Interpretive signs</td>
<td>28</td>
</tr>
<tr>
<td>Ranger presentations</td>
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<tr>
<td>Museum</td>
<td>16</td>
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<tr>
<td>Interpretive hiking trails</td>
<td>9</td>
</tr>
<tr>
<td>Visit educational</td>
<td>5</td>
</tr>
<tr>
<td>Children's hands-on table</td>
<td>5</td>
</tr>
<tr>
<td>Maps</td>
<td>4</td>
</tr>
<tr>
<td>Brochures</td>
<td>3</td>
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<td>Talking with tribal members</td>
<td>3</td>
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<td>Self-guided tour</td>
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<td>Historical photographs</td>
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<td>White Bird Visitor Center</td>
<td>2</td>
</tr>
<tr>
<td>Big Hole Visitor Center</td>
<td>2</td>
</tr>
<tr>
<td>Lolo Visitor Center</td>
<td>2</td>
</tr>
<tr>
<td>Visitor center sales items</td>
<td>2</td>
</tr>
<tr>
<td>Other comment</td>
<td>1</td>
</tr>
<tr>
<td><strong>FACILITIES AND MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Visitor facilities</td>
<td>14</td>
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<td>Picnic area</td>
<td>6</td>
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<td>Restrooms</td>
<td>3</td>
</tr>
<tr>
<td>Roads</td>
<td>2</td>
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<tr>
<td>Other comments</td>
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<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
<td></td>
</tr>
<tr>
<td>Battle sites</td>
<td>27</td>
</tr>
<tr>
<td>Old Chief Joseph's Gravesite</td>
<td>17</td>
</tr>
<tr>
<td>Little commercialization</td>
<td>6</td>
</tr>
<tr>
<td>Cemetery at Spalding</td>
<td>3</td>
</tr>
<tr>
<td>Heart of the Monster</td>
<td>2</td>
</tr>
<tr>
<td>Other comment</td>
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</tr>
<tr>
<td><strong>VISITOR SERVICES PROJECT</strong></td>
<td></td>
</tr>
<tr>
<td>VSP ranger friendly/helpful</td>
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</tbody>
</table>
## GENERAL IMPRESSIONS

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td>Scenery/beauty</td>
<td>110</td>
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<tr>
<td>General history</td>
<td>72</td>
</tr>
<tr>
<td>Nez Perce history</td>
<td>62</td>
</tr>
<tr>
<td>Information available</td>
<td>29</td>
</tr>
<tr>
<td>Quiet/relaxing</td>
<td>16</td>
</tr>
<tr>
<td>Nez Perce culture</td>
<td>14</td>
</tr>
<tr>
<td>Everything</td>
<td>10</td>
</tr>
<tr>
<td>Nez Perce arts and crafts</td>
<td>9</td>
</tr>
<tr>
<td>Convenient access</td>
<td>7</td>
</tr>
<tr>
<td>Lewis and Clark history</td>
<td>5</td>
</tr>
<tr>
<td>No crowds</td>
<td>3</td>
</tr>
<tr>
<td>Wallowa Lake</td>
<td>2</td>
</tr>
<tr>
<td>Following Nez Perce trail</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>3</td>
</tr>
</tbody>
</table>
Visitors' dislikes
N=395 comments; many visitors made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Number of times mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PERSONNEL</strong></td>
<td></td>
</tr>
<tr>
<td>Few Nez Perce employees</td>
<td>12</td>
</tr>
<tr>
<td>Staff unhelpful/rude</td>
<td>6</td>
</tr>
<tr>
<td>Lolo Visitor Center understaffed</td>
<td>2</td>
</tr>
<tr>
<td>Other comment</td>
<td>1</td>
</tr>
<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Lack of information</td>
<td>22</td>
</tr>
<tr>
<td>Lack of information at Old Chief Joseph's Gravesite</td>
<td>18</td>
</tr>
<tr>
<td>Movie/video/slide presentation</td>
<td>14</td>
</tr>
<tr>
<td>Museum</td>
<td>5</td>
</tr>
<tr>
<td>Not enough information about Nez Perce culture</td>
<td>4</td>
</tr>
<tr>
<td>Lack of exhibits</td>
<td>3</td>
</tr>
<tr>
<td>Ranger-led presentations</td>
<td>3</td>
</tr>
<tr>
<td>Raise video screen higher</td>
<td>2</td>
</tr>
<tr>
<td>Poor interpretive signs</td>
<td>2</td>
</tr>
<tr>
<td>Confusing maps</td>
<td>2</td>
</tr>
<tr>
<td>Other comments</td>
<td>5</td>
</tr>
<tr>
<td><strong>FACILITIES AND MAINTENANCE</strong></td>
<td></td>
</tr>
<tr>
<td>Lack of restrooms</td>
<td>13</td>
</tr>
<tr>
<td>No running water</td>
<td>6</td>
</tr>
<tr>
<td>Road construction</td>
<td>6</td>
</tr>
<tr>
<td>Restroom conditions</td>
<td>6</td>
</tr>
<tr>
<td>Parking</td>
<td>4</td>
</tr>
<tr>
<td>Parking too far from museum</td>
<td>4</td>
</tr>
<tr>
<td>No picnic areas</td>
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<tr>
<td>Litter</td>
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<td>Landscape around museum</td>
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<td>Trails too long</td>
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<td>Other comments</td>
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<tr>
<td><strong>RESOURCE MANAGEMENT</strong></td>
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<tr>
<td>Grounds around Old Chief Joseph's Gravesite</td>
<td>16</td>
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<tr>
<td>Clear cuts</td>
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<tr>
<td>No camping</td>
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<td><strong>POLICIES</strong></td>
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<tr>
<td>Dogs not allowed on trails</td>
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<td>Other comments</td>
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</tbody>
</table>
VISITOR SERVICES PROJECT

Filling out this survey 2

GENERAL IMPRESSIONS

Weather 76
Nothing 72
Not enough time to spend 36
Insects 6
Learning what happened to the Nez Perce 3
Crowds 2
Other comments 7
Planning for the future
N=506 comments; many visitors made more than one comment.

<table>
<thead>
<tr>
<th>Comment</th>
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<tr>
<td><strong>PERSONNEL</strong></td>
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<tr>
<td>Employ Native Americans</td>
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<tr>
<td>More rangers at each site to answer questions</td>
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<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
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<tr>
<td><strong>Non-personal</strong></td>
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<tr>
<td>More information at Old Chief Joseph's Gravesite</td>
<td>26</td>
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<tr>
<td>More exhibits/displays</td>
<td>20</td>
</tr>
<tr>
<td>Advertise park more</td>
<td>18</td>
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<tr>
<td>More interpretive signs</td>
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<tr>
<td>Reconstruct a Nez Perce village</td>
<td>15</td>
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<tr>
<td>Show more from the Nez Perce perspective</td>
<td>15</td>
</tr>
<tr>
<td>More maps/brochures</td>
<td>14</td>
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<tr>
<td>Provide better information about other Nez Perce park sites</td>
<td>12</td>
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<tr>
<td>Sell more Nez Perce crafts and music</td>
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<tr>
<td>Improve exhibits/displays</td>
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<tr>
<td>More information on contemporary Nez Perce life</td>
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<tr>
<td>Provide more Nez Perce historical information</td>
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<tr>
<td>Provide better map of Nez Perce park sites</td>
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<tr>
<td>Expand museum at Spalding</td>
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<tr>
<td>Emphasize Nez Perce culture</td>
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<tr>
<td>Emphasize natural history</td>
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<tr>
<td>Improve movie/video/slide presentations</td>
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<td>Keep trail guides stocked</td>
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<td>Expand interpretive walking trails</td>
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<td>More outdoor exhibits</td>
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<td>More educational programs</td>
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<td>Provide more information</td>
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<td>More hands-on displays for children</td>
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<td>Expand bookstore sales items</td>
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<td>Provide more history of Lewis and Clark</td>
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<td>Provide audio tape about Nez Perce trail</td>
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<td>Provide information about Appaloosa horses</td>
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<td>More historical photographs</td>
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<tr>
<td><strong>Personal</strong></td>
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<tr>
<td>Interpretive programs given by tribal members</td>
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<tr>
<td>More demonstrations/re-enactments</td>
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<tr>
<td>Offer more activities</td>
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<td>Offer guided tours/programs</td>
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<tr>
<td>Music/dance performances</td>
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<td>Other comments</td>
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</tbody>
</table>
FACILITIES AND MAINTENANCE

- Improve grounds around Old Chief Joseph's Gravesite: 13
- Improve restrooms: 11
- Improve landscape: 10
- Handicap access on trails: 6
- Better highway directional signs: 5
- More parking: 4
- Improve grounds around museum: 2
- Provide running water: 2
- Provide dump stations: 2
- Expand White Bird Visitor Center: 2
- Improve walking trails: 2
- Other comments: 10

POLICIES

- Enforce littering regulations: 6
- Stay open longer: 4
- Recycle: 2
- Other comment: 1

RESOURCE MANAGEMENT

- Preserve park: 16
- Offer more camping: 5
- Less development: 4

GENERAL IMPRESSIONS

- Don't change anything: 11
- Provide food services: 8
- Other comment: 4
Visitor comment summary
N=545 comments; many visitors made more than one comment.

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<thead>
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<th>Comment</th>
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<tr>
<td><strong>PERSONNEL</strong></td>
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<tr>
<td>Staff/rangers helpful, friendly</td>
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<tr>
<td><strong>INTERPRETIVE SERVICES</strong></td>
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<tr>
<td>Enjoyed exhibits/displays</td>
<td>18</td>
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<tr>
<td>Not enough information</td>
<td>8</td>
</tr>
<tr>
<td>Great museum</td>
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<tr>
<td>Improve exhibits</td>
<td>2</td>
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<td>Enjoyed visitor center</td>
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<td>Enjoyed historic photographs</td>
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<tr>
<td>Other comments</td>
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<td><strong>FACILITIES AND MAINTENANCE</strong></td>
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<tr>
<td>Well maintained</td>
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<tr>
<td>Grounds not maintained at Old Chief Joseph's Gravesite</td>
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<tr>
<td>Improve landscaping</td>
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<tr>
<td>Other comments</td>
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<td><strong>POLICIES</strong></td>
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<td><strong>RESOURCE MANAGEMENT</strong></td>
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<tr>
<td>Preserve park</td>
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<td>Other comments</td>
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<td><strong>GENERAL IMPRESSIONS</strong></td>
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<tr>
<td>Enjoyed visit</td>
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<td>Thank you</td>
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<td>Educational/informational</td>
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<tr>
<td>Moved by the experience</td>
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<td>Keep up the good work</td>
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<td>Enjoyed history</td>
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<td>Not enough time to spend</td>
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<td>Will return</td>
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<td>Looking forward to visiting other Nez Perce sites</td>
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<tr>
<td>Interesting for all ages</td>
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<td>Beautiful</td>
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<td>Well managed</td>
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<td>Lack of respect at Old Chief Joseph's Gravesite</td>
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<td>Comment</td>
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<td>Never heard of the Nez Perce before</td>
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<td>Visit often</td>
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<td>Found park by chance</td>
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<td>Lolo Pass visitor center closed too early</td>
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<td>Didn't realize this was a national park site</td>
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<td>Live close by</td>
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<tr>
<td>Set up fund for Nez Perce tribe</td>
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<tr>
<td>Other comments</td>
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</table>