

Visitor Services Project
Effigy Mounds National Monument
Report Summary

- This report describes the results of a visitor study at Effigy Mounds National Monument (NM) during July 25-31, 2004. A total of 380 questionnaires were distributed to visitor groups. Visitor groups returned 293 questionnaires for a 77% response rate.
- This report profiles Effigy Mounds NM visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-four percent of visitor groups had two people and 25% were groups of three or four. Sixty-four percent of the visitor groups were family groups. Fifty-six percent of visitors were aged 36-65 years and 25% were aged 15 years or younger. Most visitors were not with a guided tour group (93%), home school group (99%), or other educational group (100%).
- There was not enough data to provide reliable information about international visitors. United States visitors were from Iowa (40%), Wisconsin (16%), Minnesota (11%), and 32 other states.
- Prior to this visit, visitor groups most often obtained information about Effigy Mounds NM through previous visits (42%), maps/brochures (34%), and friends/relatives/word of mouth (31%). Most groups (85%) received the information they needed about the park.
- Primary reasons for visiting the Effigy Mounds NM area included visiting other attractions in the area (30%) and visiting Effigy Mounds NM (24%). On this visit, the most common activities inside the monument were visiting the visitor center (96%) and viewing museum exhibits (81%). The most common activities in the area outside the monument (within 50 miles) were dining (62%) and taking a scenic drive (51%).
- The average visitor group expenditure in Effigy Mounds NM was \$149. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$85. The average per capita expenditure was \$59.
- In regard to use, importance, and quality of park services and facilities, it is important to note the number of visitor groups that responded to each question. The most used visitor services and facilities by the 257 respondents included park brochure/map (87%), visitor center exhibits (81%), and parking (81%). The visitor services and facilities that received the highest combined proportions of "extremely important" and "very important" ratings included parking (98%, N=197) and assistance from visitor center staff (85%, N=150). Park brochure/map (94%, N=193), assistance from visitor center staff (94%, N=136), and parking (94%, N=182) were the services that received the highest combined proportions of "very good" and "good" quality ratings.
- The most common methods that visitor groups preferred to use on a future visit to learn about cultural and natural history of park included other printed materials (54%) and ranger-led walks/tours (50%).
- Most visitor groups (98%) rated the overall quality of visitor services at Effigy Mounds NM as "very good" or "good." No visitor groups rated the overall quality of visitor services as "very poor" or "poor."

For more information about the Visitor Services Project, please visit the University of Idaho
Park Studies Unit website: www.psu.uidaho.edu