

Visitor Services Project
Mojave National Preserve
Report Summary

- This report describes the results of a visitor study at Mojave National Preserve during October 10-18, 2003. A total of 690 questionnaires were distributed to visitors. Visitor groups returned 397 questionnaires for a 57.5% response rate.
- This report profiles Mojave National Preserve visitor groups. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Forty-seven percent of visitor groups were groups of two, 26% were alone. Forty-five percent of the visitor groups were family groups. Fifty-nine percent of visitors were aged 36-65 years and 9% were aged 15 or younger.
- Five percent of visitor groups were international from England (23%), Germany (23%), Canada (21%), and 8 other countries. The largest proportions of United States visitors were from California (63%), Nevada (14%) and Utah (3%). Smaller proportions of U.S. visitors came from another 33 states and Puerto Rico.
- Seven percent of the visitors were of Spanish/Hispanic/Latino ethnicity. Most visitors were of White racial background (96%). Thirty-four percent of visitors reported that this was their first visit to Mojave National Preserve from 1995 through present. Most visitors (70%) spent one to three hours at the preserve.
- Prior to this visit, visitors most often obtained information about Mojave National Preserve through previous visits (54%), maps/brochures (47%), and friends/relatives (35%). Thirty-one percent of the visitors received no information before their visit.
- Most visitor groups (83%) felt "not at all crowded" by number of people in the preserve. Seventy-nine percent of visitor groups felt "not at all crowded" by the number of vehicles in the preserve. Most visitors (63%) felt "very safe" during this visit to the preserve.
- The average visitor group expenditure in and outside the preserve (including Shoshone, Primm, Needles, Laughlin, Barstow, and Twentynine Palms but not Las Vegas) was \$180. The average per capita expenditure was \$77. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$45.
- In regard to use, importance, and quality of information and visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/facilities by the 154 respondents included park brochure/map (48%) and directional signs on trails (35%). The information services/facilities that received highest "extremely important" and "very important" ratings included park brochure/map (79%, N=67) and directional signs on trails (77%, N=43). Park brochure/map (81%, N=63) is the service that received highest "good" and "very good" quality rating.
- The most used visitor services/facilities by the 288 respondents included paved roads (83%) directional signs in park (53%), and restrooms (34%). The visitor services/facilities that received highest "extremely important" and "very important" ratings included trails (93%, N=31), potable drinking water (90%, N=30), and paved roads (89%, N=217). RV/tent/vehicle camping (83%, N=30) is the service that received highest "good" and "very good" quality rating.
- Most visitor groups (67%) rated the overall quality of visitor services at Mojave National Preserve as "very good" or "good." Nine percent of visitor groups rated the overall quality of visitor services as "poor" or "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or visit the following website: <http://www.psu.uidaho.edu>