



**Social Science Division  
National Park Service  
U.S. Department of the Interior**

**Visitor Services Project**

# **Wind Cave National Park Visitor Study**





IN REPLY REFER TO:

**United States Department of the Interior**

NATIONAL PARK SERVICE  
Wind Cave NP  
26611 US Highway 385  
Hot Springs, SD 57747-6027

Summer 2010

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Wind Cave National Park. 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 to complete after your visit.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

Vidal Davila  
Superintendent

**DIRECTIONS**

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (○), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ● Not like this: (✓) (X) ( / )

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

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

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

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

### Your Visit To Wind Cave National Park

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

1. a) Prior to this visit, how did you and your personal group obtain information about Wind Cave National Park (NP)? Please mark (●) **all** that apply in column (a).

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

**a) Prior to this visit**

**b) Prior to future visits**

- |  |                       |
|--|-----------------------|
| <input type="radio"/> Did not obtain information prior to visit → <b>Go to part b of this question</b> |                       |
| <input type="radio"/> Chamber of commerce/welcome center   | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth  | <input type="radio"/> |
| <input type="radio"/> Inquiry to park via phone, mail, or email  | <input type="radio"/> |
| <input type="radio"/> Local businesses (hotels, motels, restaurants, etc.)                             | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles  | <input type="radio"/> |
| <input type="radio"/> Previous visits  | <input type="radio"/> |
| <input type="radio"/> School class/program   | <input type="radio"/> |
| <input type="radio"/> Social media (e.g., Facebook, Twitter, etc.)                                     | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/DVDs   | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.)                                     | <input type="radio"/> |
| <input type="radio"/> Wind Cave NP website: <a href="http://www.nps.gov/wica">www.nps.gov/wica</a>     | <input type="radio"/> |
| <input type="radio"/> Other websites   | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below)   | <input type="radio"/> |

Prior to this visit \_\_\_\_\_ Prior to future visits \_\_\_\_\_

- c) From the sources marked in column (a), did you and your personal group receive the type of information about the park that you needed?

- ☐ No                      ☐ Yes → **Go to Question 2**

d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

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2. How did this visit to Wind Cave NP fit into your personal group's travel plans? Please mark (●) **one**.

- ☐ Wind Cave NP was the primary destination
- ☐ Wind Cave NP was one of several destinations
- ☐ Wind Cave NP was not a planned destination

3. When did you and your personal group make the decision to visit Wind Cave NP? Please mark (●) **one**.

- ☐ On the day of the visit
- ☐ 2-7 days before the visit
- ☐ 8-30 days before the visit
- ☐ 1-6 months before the visit
- ☐ More than 6 months, but less than a year before the visit
- ☐ A year or more before the visit

4. For this trip, what was the **primary** reason that you and your personal group visited the Wind Cave NP **area** (within 30 miles)? Please mark (●) **one**.

- ☐ Resident of area (within 30 miles)
- ☐ Visit friends/relatives in the area
- ☐ Visit Wind Cave NP
- ☐ Visit other attractions in the area
- ☐ Traveling through - unplanned visit
- ☐ Business
- ☐ Other (Please specify) \_\_\_\_\_

5. On this visit, were the signs directing you and your personal group to and within Wind Cave NP adequate? Please mark (●) **one** answer for each of the following.

- |                               |                           |                          |                                   |
|-------------------------------|---------------------------|--------------------------|-----------------------------------|
| a) Interstate signs           | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| b) State highway signs        | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| c) Signs in local communities | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |
| d) Signs in the park          | <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Did not use |

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

Interstate \_\_\_\_\_

State highway \_\_\_\_\_

In local communities \_\_\_\_\_

In park \_\_\_\_\_

6. a) On this trip, did you and your personal group stay overnight **away from home** in Wind Cave NP or in the area within 30 miles of any entrance point?

☐ Yes

☐ No → **Go to Question 7**

b) If YES, please list the number of nights you and your personal group stayed.

\_\_\_\_\_ Number of nights inside Wind Cave NP

\_\_\_\_\_ Number of nights outside park within 30 miles of park

c & d) In which type of accommodation did you and your personal group spend the night(s)? Please mark (●) **all** that apply.

**c) Inside park**

**d) Outside park within 30 miles**

n/a Lodge, motel, cabin, rented condo/home, or bed & breakfast ☐

☐ RV/trailer camping ☐

☐ Tent camping ☐

☐ Backcountry camping ☐

n/a Personal seasonal residence ☐

☐ Residence of friends or relatives ☐

☐ Other (Please specify below) ☐

Inside \_\_\_\_\_ Outside \_\_\_\_\_

e) If you and your personal group camped in the area, but **did not** stay in Wind Cave NP's campground, why not? Please mark (●) **all** that apply.

☐ Unaware the park has a campground

☐ Lack of desired campsite type (Specify) \_\_\_\_\_

☐ Campground lacked desired facilities (Specify) \_\_\_\_\_

☐ Other (Please specify) \_\_\_\_\_

7. a) As you were planning your trip to Wind Cave NP, which activities did you and your personal group **expect** to include on this visit? Please mark (●) **all** that apply in column (a).

b) On this visit, in which activities did you and your personal group participate while visiting Wind Cave NP? Please mark (●) **all** that apply in column (b).

a) <b>Expected activity</b>	b) <b>Activity this visit in Wind Cave NP</b>
<input type="radio"/> Camping	<input type="radio"/>
<input type="radio"/> Cave tour	<input type="radio"/>
<input type="radio"/> Enjoying natural quiet	<input type="radio"/>
<input type="radio"/> Evening campground program	<input type="radio"/>
<input type="radio"/> Hiking	<input type="radio"/>
<input type="radio"/> Photography	<input type="radio"/>
<input type="radio"/> Picnicking	<input type="radio"/>
<input type="radio"/> Ranger-led demonstration on front lawn	<input type="radio"/>
<input type="radio"/> Ranger-led Discovery Hike program	<input type="radio"/>
<input type="radio"/> Scenic drive	<input type="radio"/>
<input type="radio"/> Shopping at park bookstore	<input type="radio"/>
<input type="radio"/> Stargazing	<input type="radio"/>
<input type="radio"/> Viewing museum exhibits (in visitor center)	<input type="radio"/>
<input type="radio"/> Viewing outdoor/roadside exhibits	<input type="radio"/>
<input type="radio"/> Viewing park movie	<input type="radio"/>
<input type="radio"/> Viewing wildlife/birds	<input type="radio"/>
<input type="radio"/> Other (Please specify below)	<input type="radio"/>

Expected \_\_\_\_\_ This visit \_\_\_\_\_

c) Which **one** of the above activities was most important to you and your personal group on this visit to Wind Cave NP? Please list **only one** response.

\_\_\_\_\_

8. a) Please mark (●) **all** the visitor services and facilities that you and your personal group **used** at Wind Cave NP during this visit.
- b) Next, for **only** those services and facilities that you and your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for **only** those services and facilities that you and your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Campground	_____	_____
<input type="radio"/> Hiking trails	_____	_____
<input type="radio"/> Information/bulletin boards	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Museum exhibits (in visitor center)	_____	_____
<input type="radio"/> Outdoor/roadside exhibits	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park newspaper <i>Passages</i>	_____	_____
<input type="radio"/> Park roads NPS 5 or NPS 6 (gravel/backcountry)	_____	_____
<input type="radio"/> Park video	_____	_____
<input type="radio"/> Parking lots	_____	_____
<input type="radio"/> Picnic area	_____	_____
<input type="radio"/> Ranger-led cave tour	_____	_____
<input type="radio"/> Ranger-led programs (other than cave tour)	_____	_____
<input type="radio"/> Restrooms	_____	_____

9. a) Did you and your personal group visit the park bookstore in the visitor center?

☐ Yes      ☐ No → **Go on to Question 10**

b) How would you rate the quality of sales items provided in the park bookstore?  
Please mark (●) **one**.

Very poor

Poor

Average

Good

Very good

☐

☐

☐

☐

☐

c) What additional items, if any, would you and your personal group like to have available in the park bookstore?

\_\_\_\_\_

10. On this trip, where did you and your personal group stay on the **night before** and the **night after** visiting Wind Cave NP? If you stayed at home, please write the name of the town/city and state where you live.

a) BEFORE visit: Town/city \_\_\_\_\_ State \_\_\_\_\_

b) AFTER visit: Town/city \_\_\_\_\_ State \_\_\_\_\_

11. On this trip, how many total hours or days did you and your personal group spend visiting the Wind Cave NP? Please list partial hours or days as  $\frac{1}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ .

\_\_\_\_\_ Number of hours, **if less than 24 hours** - OR -

\_\_\_\_\_ Number of days, **if 24 hours or more**

12. a) On this visit, did you or any member of your personal group take a cave tour(s)?

☐ Yes

☐ No → **Go on to Question 13**

b) If YES, which cave tour(s) did you and your personal group take on this visit?  
Please mark (●) **all** that apply.

☐ Not sure which tour

☐ Fairgrounds Tour (1.5 hrs,  $\frac{1}{2}$  mi.)

☐ Garden of Eden tour (1 hr,  $\frac{1}{4}$  mi.)

☐ Candlelight Tour (2 hrs, 1 mi.)

☐ Wild Cave Tour (4 hrs,  $\frac{1}{2}$  mi.)

☐ Natural Entrance Tour (1.25 hr,  $\frac{1}{2}$  mi.)

☐ Tours for visitors with special needs (1 hour,  $\frac{1}{4}$  mile)

c) Why did you and your personal group select a particular cave tour(s)? Please mark (●) **all** that apply.

☐ Length of tour – distance

☐ Length of tour – time

☐ Difficulty of tour/number of stairs

☐ Cost of tour

☐ Description of tour (features)

☐ Availability at the desired time

☐ Other (Please specify) \_\_\_\_\_

d) For the tour(s) that you took, please rate the value received for the fee paid.  
Please mark (●) **one**. (Tour name: \_\_\_\_\_)

Very poor

Poor

Average

Good

Very good

☐

☐

☐

☐

☐

e) How many people were in your cave tour? \_\_\_\_\_ Number of people

f) How crowded did you and your personal group feel during your cave tour?  
Please mark (●) **one**.

Extremely  
crowded

Very  
crowded

Moderately  
crowded

A little  
crowded

Not at all  
crowded

☐

☐

☐

☐

☐

g) What do you and your personal group think is the *maximum acceptable number* of people in each cave tour group before it becomes too crowded? Please mark (●) **only one** of the following:

☐

It would be acceptable to have a maximum of \_\_\_\_ people

☐

The number of people is important, but I cannot give a maximum

☐

It would not matter how many people are in the cave tour

13. a) Wind Cave NP visitor center has two museum exhibit areas: (1) Prairie exhibits on the ground level and (2) Cave exhibits on the lower level. On this visit, did you and your personal group view/use any of these exhibits?

☐

Yes, we used/viewed the prairie exhibits ➡

**Go to part c**

☐

Yes, we used/viewed the cave exhibits ↗

☐

No, we did not use/view any exhibits ➔ **Go to part b, then Question 14**

b) If you did not view any exhibit, why not? Please mark (●) **all** that apply.

☐

Did not go to visitor center

☐

Have seen the exhibits on past visits

☐

Did not know exhibits' location

☐

Knew exhibits' location but not interested

☐

Knew exhibits' location but did not have time

☐

Other (Please specify) \_\_\_\_\_

c & d) For the exhibits that you **used/viewed**, please rate their quality from 1 to 5 for the following features for each exhibit.

Feature	c) <b>Prairie exhibits</b>   d) <b>Cave exhibits</b>	
	1=Very poor 2=Poor 3=Average 4=Good 5=Very good	
Lighting	_____	_____
Ease of understanding	_____	_____
Quality of content	_____	_____
Varieties of display modes (static, computer interactive, hands-on, audio-visual, etc.)	_____	_____
Order of displays	_____	_____

e) What did you and your personal group like **most** about the exhibits?

\_\_\_\_\_

f) What did you and your personal group like **least** about the exhibits?

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14. a) On this visit, did **all members** of your group take a cave tour at Wind Cave NP?

☐ No ☐ Yes → **Go to Question 15**

b) If NO, what prevented the person(s) in your personal group from taking a cave tour? Please mark (●) **all** that apply.

☐ Not interested in cave tours → **Go to Question 15**

☐ Took a cave tour on previous visit(s) ☐ Lack of time

☐ Cost of tour ☐ Tours sold out

☐ Inconvenient with young children ☐ Inconvenient with pets

☐ Physical limitations (mobility, problem with darkness, etc.)

☐ Did not have proper outfits (warm clothes, proper footwear, etc.)

☐ Other (Please specify) \_\_\_\_\_

15. a) On this visit to Wind Cave NP, did anyone in your personal group participate in any of the ranger-led talks/programs, **other than the cave tour**?

☐ No ☐ Yes → **Go to Question 16**

b) If NO, what prevented you and your personal group from participating in ranger-led talks/programs? Please mark (●) **all** that apply.

☐ Not interested ☐ Did not have time for this activity

☐ Not aware of any ranger-led talks/programs offered at park

☐ Not enough programs offered

☐ Other (Please specify) \_\_\_\_\_

16. a) If you and your personal group were to visit Wind Cave NP again in the future, in which types of ranger programs/activities would you like to participate? Please mark (●) **all** that apply.

☐ Not interested in ranger programs/activities → **Go to Question 17**

☐ Ranger-led hikes ☐ Ranger-led children's programs

☐ Ranger talks ☐ Demonstrations

☐ Other (Please specify) \_\_\_\_\_

b) Which length of ranger-led program/activity would be most suitable for you and your personal group? Please mark (●) **one**.

☐ Under 1/2 hour

☐ 1 - 2 hours

☐ 1/2 - 1 hour

☐ Other \_\_\_\_\_

c) Which time of day would be most suitable for you and your personal group to attend a ranger-led program/activity? Please mark (●) **one**.

☐ 8 - 10 am

☐ Noon - 2 pm

☐ After 4 pm

☐ 10 am - Noon

☐ 2 - 4 pm

☐ Other (Specify) \_\_\_\_\_

17. If fees for the following cave tours increased in the future, would you and your group be willing to pay the proposed prices for each tour? Most or all of the funds would stay in the park to support visitor programs. Please mark (●) **one** for each tour.

Cave tour	Current fee	Proposed fee	Willing to pay proposed fee?			Not interested in this tour
			Yes	No	Not sure	
Garden of Eden	\$7/adult	\$10/adult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural Entrance	\$9/adult	\$15/adult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fairgrounds	\$7/adult	\$15/adult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic Candlelight	\$7/adult	\$15/adult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wild Cave	\$23/adult	\$30/adult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. How did the following elements affect you or your personal group's cave tour experience? Please mark (●) **one** answer for element.

☐ Did not go on a cave tour → **Go to Question 19**

Element	Added to	No effect	Detracted from	Did not experience
Level of lighting on trail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitors' use of flash photography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presence of young children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of warm clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitors' use of cell phones for light	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other elements (Please specify)	<input type="radio"/>	n/a	<input type="radio"/>	n/a

19. For you and your personal group, please report all expenditures for the items listed below for this visit to Wind Cave NP and the surrounding area (within 30 miles of any entrance point). **Please write "0" if no money was spent in a particular category.**

a) Please list your group's total expenditures inside Wind Cave NP.

b) Please list your group's total expenditures outside the park (within 30 miles).

NOTE: Surrounding area residents should only include expenditures that were just for this visit to Wind Cave NP

	<b>EXPENDITURES</b>	
	<b>a) Inside park</b>	<b>b) Outside park</b>
Lodges, hotels, motels, cabins, B&B, etc.	n/a	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	n/a	\$ _____
Cave tour	\$ _____	n/a
Bars/restaurants/snack bars	\$ _____	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	\$ _____	\$ _____
Admission fees	n/a	\$ _____
Recreation, entertainment fees	n/a	\$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Donations	\$ _____	\$ _____

c) How many people do the above expenses cover?

\_\_\_\_\_ Adults (18 years or over)

\_\_\_\_\_ Children (under 18 years)

Please write "0" if you didn't have any children in the group covered by expenses

20. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Wind Cave NP during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
○	○	○	○	○

21. After visiting Wind Cave NP, what aspect of the park's story might you share with family and friends? Please be specific.
- 

22. a) On this visit, were you and your personal group part of a larger organized group such as school/educational, commercial guided tour, church group, etc.?

☐ Yes ☐ No → **Go to Question 23**

- b) If YES, about how many people, including yourself, were in this group?

\_\_\_\_\_ Number of people in organized group

23. a) On this visit, what kind of personal group (not guided tour/school/other organized group) were you with? Please mark (●) **one**.

☐ Alone ☐ Friends  
☐ Family ☐ Family and friends  
☐ Other (Please specify) \_\_\_\_\_

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

\_\_\_\_\_ Number of people in personal group

24. For you and 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.	Number of visits to Wind Cave NP (including this visit)	
			c) Past 12 months	d) Lifetime to date
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

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

\_\_\_\_\_ Number of vehicles

- b) On this visit, how many times did you and your personal group enter the park?  
\_\_\_\_\_ Number of entries
26. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?
- ☐ Yes ☐ No → **Go on to Question 27**
- b) If YES, what services or activities were difficult to access/participate in?  
\_\_\_\_\_
27. For you only, what is the highest level of education you have completed? Please mark (●) **one**.
- ☐ Some high school ☐ Bachelor's degree  
☐ High school diploma/GED ☐ Graduate degree  
☐ Some college
28. a & b) When visiting an area such as Wind Cave NP, which language do you and most members of your personal group prefer to use for the following?
- a) Speaking: ☐ English ☐ Other (Specify) \_\_\_\_\_
- b) Reading: ☐ English ☐ Other (Specify) \_\_\_\_\_
29. a) Which category best represents your annual **household** income? Please mark (●) **one**.
- ☐ Less than \$24,999 ☐ \$50,000-\$74,999 ☐ \$150,000-\$199,999  
☐ \$25,000-\$34,999 ☐ \$75,000-\$99,999 ☐ \$200,000 or more  
☐ \$35,000-\$49,999 ☐ \$100,000-\$149,999 ☐ Do not wish to answer
- b) How many people are in your household? \_\_\_\_\_ Number of people
30. Is there anything else you and your personal group would like to tell us about your visit to Wind Cave NP?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

**OFFICIAL BUSINESS**

**Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
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P.O. Box 441139  
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