



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

**Visitor Services Project**

# **Missouri National Recreational River Visitor Study**



**United States Department of the Interior**

NATIONAL PARK SERVICE  
Missouri National Recreational River  
508 East Second Street  
Yankton, SD 57078



IN REPLY REFER TO:

Summer 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Missouri National Recreational River. 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.

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

If you have any questions, please contact Lena Le, NPS, Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu).

We appreciate your help.

Sincerely,





*Steven Mietz*

Steven Mietz  
Superintendent

### DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (○), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services cooperatively managed by Missouri National Recreational River. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: [lenale@uidaho.edu](mailto:lenale@uidaho.edu)

## Your Visit To Missouri National Recreational River

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

Missouri National Recreational River is comprised of two free-flowing stretches of the Missouri River. The park protects a total of 126 river miles and adjacent shoreline between Fort Randall Dam near Pickstown, South Dakota and Ponca State Park in northeast Nebraska, ***excluding Lewis and Clark Lake (the reservoir behind Gavins Point Dam), which is managed by South Dakota Game, Fish, and Parks.*** The park also includes the last eight miles of Verdigre Creek where it flows into the lower Niobrara River and the last 20 miles of the lower Niobrara River where it flows into the mainstem Missouri River near Niobrara State Park and Niobrara, Nebraska.

1. a) Prior to your visit, was your personal group aware that a recreational area called Missouri National Recreational River existed?

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

- b) Prior to receiving this questionnaire, was your personal group aware that Missouri National Recreational River is a unit of the National Park Service?

☐ Yes                      ☐ No

- c) Prior to receiving this questionnaire, was your personal group aware that Missouri National Recreational River is a part of the National Wild & Scenic Rivers Systems?

☐ Yes                      ☐ No

2. The National Park Service offers a variety of extended programs at Missouri National Recreational River that may require more than a one-time commitment. Please mark (●) **all** programs in which you would be interested in participating.

☐ Not interested in extended programs → **Go to Question 3**

☐ Citizen science programs (learning how to use observation skills/ equipment and helping do park science, such as helping with bird/ butterfly/wildlife counts, counting native/non-native plants, etc.)

☐ Community programs

☐ Volunteer activities

☐ Workshops/seminars/Park Institute programs

☐ Other (Please specify) \_\_\_\_\_

3. a) Prior to this visit, how did your personal group obtain information about Missouri National Recreational River? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Missouri National Recreational River in the future, how would 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"/> 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 (motels, restaurants, outfitters, etc.)   | <input type="radio"/> |
| <input type="radio"/> Missouri National Recreational River Headquarters in Yankton, SD                                     | <input type="radio"/> |
| <input type="radio"/> Missouri National Recreational River website: <a href="http://www.nps.gov/mnrr">www.nps.gov/mnrr</a> | <input type="radio"/> |
| <input type="radio"/> Other websites and/or social media (Please specify below)  | <input type="radio"/> |

This visit \_\_\_\_\_ Future visits \_\_\_\_\_

- |   |                       |
|---|-----------------------|
| <input type="radio"/> Newspaper/magazine articles   | <input type="radio"/> |
| <input type="radio"/> Other organizations' visitor centers (e.g., Corps of Engineers, Yankton Chamber of Commerce, Nebraska or South Dakota State Park, Corps of Discovery Welcome Center off Hwy 81 in Nebraska, etc.) | <input type="radio"/> |
| <input type="radio"/> Previous visits   | <input type="radio"/> |
| <input type="radio"/> School class/program  | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/DVDs  | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (AAA, etc.)  | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below)  | <input type="radio"/> |

This visit \_\_\_\_\_ Future visits \_\_\_\_\_

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

☐ No                      ☐ Yes → **Go to Question 4**

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

\_\_\_\_\_

4. On this visit, how much **total** time (both on land and on the river) did your personal group spend visiting Missouri National Recreational River? Please list partial hours or days as  $\frac{1}{4}$ ,  $\frac{1}{2}$ , or  $\frac{3}{4}$ .

\_\_\_\_\_ Number of **hours** (if less than 24 hours)

- OR -

\_\_\_\_\_ Number of **days** (if 24 hours or more)

5. Missouri National Recreational River was established to preserve and protect the free-flowing river and its outstanding scenic, natural, cultural, historic, fish and wildlife values, while providing for public enjoyment. On this visit, how important was the protection of the following attributes/resources to your personal group? Please mark (●) **one** answer for **each** attribute/resource.

Attribute/resource	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air/visibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark, starry night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geologic features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic landscapes/structures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic towns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pastoral/agricultural landscapes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plant diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities (floating, hiking, camping, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views and natural/wild landscapes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife (including fish)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. a) As you were planning this trip to Missouri National Recreational River, which activities did 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 your personal group **actually participate** within Missouri National Recreational River? Please mark (●) **all** that apply in column (b).

a) Expected activities	b) Activities done on this visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Archery
<input type="radio"/>	<input type="radio"/>	Bicycling
<input type="radio"/>	<input type="radio"/>	Camping
<input type="radio"/>	<input type="radio"/>	Creative arts (photography, painting, writing, etc.)
<input type="radio"/>	<input type="radio"/>	Enjoying natural quiet
<input type="radio"/>	<input type="radio"/>	Fishing
<input type="radio"/>	<input type="radio"/>	Hiking
<input type="radio"/>	<input type="radio"/>	Horseback riding
<input type="radio"/>	<input type="radio"/>	Hunting
<input type="radio"/>	<input type="radio"/>	Motorized boating
<input type="radio"/>	<input type="radio"/>	Non-motorized boating (canoeing, kayaking, etc.)
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Recreational sports (Frisbee, disc golf, etc.)
<input type="radio"/>	<input type="radio"/>	Researching/studying history
<input type="radio"/>	<input type="radio"/>	Swimming/playing in the water
<input type="radio"/>	<input type="radio"/>	Viewing wildlife/birds
<input type="radio"/>	n/a	Other – Expected (Specify) _____
n/a	<input type="radio"/>	Other – Done on visit (Specify) _____

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

\_\_\_\_\_

7. a) Were there any activities that your personal group wanted to do but were unable to do while visiting Missouri National Recreational River?

☐ Yes ☐ No → **Go on to Question 8**

- b) If YES, what were they? Please be specific. \_\_\_\_\_

- c) What prevented you from participating in these activities? Please mark (●) **all** that apply.

- ☐ Financial constraints ☐ River conditions  
☐ Time constraints ☐ Weather conditions  
☐ Facilities for the activities were not available  
☐ Services for the activities were not available  
☐ Were not aware of what activities were offered at the park  
☐ Other reasons (Please specify) \_\_\_\_\_

8. The park and its partners have installed a series of outdoor exhibits at boat ramps, along walking trails, and at overlooks along the Missouri National Recreational River that are maintained by the National Park Service. The park also has indoor exhibits located in the Lewis and Clark Visitor Center at Gavins Point Dam, the Chamber of Commerce/Welcome Center in Yankton, and the Missouri National Recreational River Education Center at Ponca State Park.

- a) For this visit to Missouri National Recreational River, please list all the exhibits that your personal group viewed/read. Please use the map on the next page to help identify the exhibit's location. **For outside exhibits, please only include those with the park's name and/or a National Park Service Arrowhead at the top.**

☐ Did not view/read any exhibits → **Go to Question 9**

- b) Please rate the quality of the exhibits that your personal group viewed/read. Please mark (●) **one** for each exhibit viewed/read.

a) Exhibit location and topic	b) Quality				
	Very poor	Poor	Average	Good	Very good
Location: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Topic: _____					
Location: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Topic: _____					
Location: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Topic: _____					



- c) How could the exhibits be improved to enhance your experience? For each exhibit your personal group viewed, please specify its location and topic, and your recommendations.

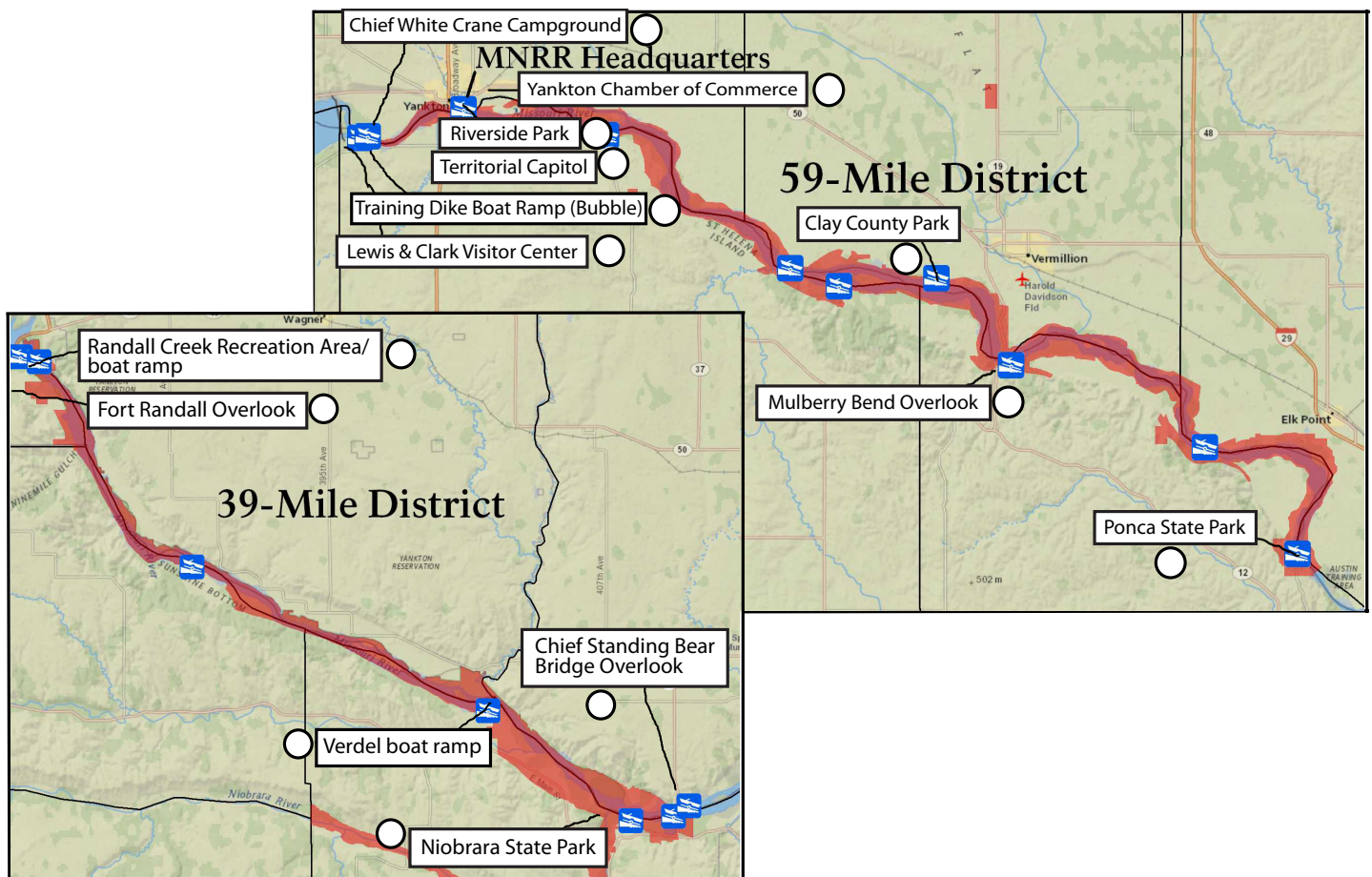
Exhibit location and topic	Recommendations for improvement
Location: _____	
Topic: _____	_____
Location: _____	
Topic: _____	_____
Location: _____	
Topic: _____	_____

- d) Please suggest topics to add or delete, or specific types of exhibits that your personal group would find interesting.

\_\_\_\_\_

\_\_\_\_\_

9. On the map below, please mark (●) **all** the locations in Missouri National Recreational River that your personal group visited.



10. a) If you were to visit the park in the future, please mark (●) **all** the types of ranger programs that your personal group would be interested in attending.
- b) For the programs that your personal group would be interested in attending, **what time of the day** should the program start? Please list **one** for each program.
- c) For the programs that your personal group would be interested in attending, what would be the **most suitable program length**? Please list **one** for each program.

a) Ranger program	b) Start time	c) Length
<input type="radio"/> Not interested in any ranger programs → <b>Go to Question 11</b>		
<input type="radio"/> Art & Artists in the Park programs	_____	_____
<input type="radio"/> Citizen Science/Service Learning programs	_____	_____
<input type="radio"/> Cultural demonstrations & storytelling – dancing, drumming, weaving, beading, pottery, etc.	_____	_____
<input type="radio"/> Fishing clinics	_____	_____
<input type="radio"/> Junior Ranger/children's activity programs	_____	_____
<input type="radio"/> Letterboxing/geocaching	_____	_____
<input type="radio"/> Living history/costumed interpretation	_____	_____
<input type="radio"/> Overnight camping trips with a ranger	_____	_____
<input type="radio"/> Ranger talks/campfire program at campgrounds	_____	_____
<input type="radio"/> Ranger-led bicycling programs	_____	_____
<input type="radio"/> Ranger-led canoe/kayaking programs	_____	_____
<input type="radio"/> Ranger-led outdoor hikes/walks/talks	_____	_____
<input type="radio"/> Stargazing/astronomy programs	_____	_____
<input type="radio"/> Talks or seminars on various topics/Park Institute programs by scientists or subject matter experts – one to multiple days	_____	_____
<input type="radio"/> Other (Please specify below)	_____	_____

d) How would your personal group like to be informed about the availability and schedule of ranger programs? Please mark (●) **all** that apply.

- ☐ Announcement by campground hosts
- ☐ Bulletin boards/announcements **Where?** \_\_\_\_\_
- ☐ Local newspaper/radio
- ☐ Park website [www.nps.gov/mnrr](http://www.nps.gov/mnrr)
- ☐ Rangers inviting people while walking through campgrounds and on trails
- ☐ Schedule of events flyers **Where?** \_\_\_\_\_
- ☐ Social networking media (Facebook, Twitter, Flickr, etc.)
- ☐ Other (Please specify) \_\_\_\_\_

11. If you were to visit Missouri National Recreational River in the future, which **topics** would your personal group be most interested in learning about? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 12**
- ☐ Art inspired by the river – music, drawing, poetry, writing, etc.
- ☐ Astronomy
- ☐ Birds and wildlife, threatened and endangered species, etc.
- ☐ Different types of work done by National Park Service employees
- ☐ Early exploration, trade, and settlement along the Missouri River, including the Steamboat Era, Lewis & Clark Expedition, homesteading, etc.
- ☐ Global climate change/sustainable practices
- ☐ Leave No Trace/low-impact recreational and camping skills
- ☐ National parks of America/world
- ☐ Native American cultures of the area – current and past
- ☐ Park research/scientific studies conducted in the park
- ☐ Plants – native and non-native
- ☐ Threats to water quality and consistent quantity
- ☐ Variety of recreational opportunities and activities available
- ☐ Other (Please specify) \_\_\_\_\_

12. Please mark (●) **all** the communities along the Missouri River from Spencer, NE and Pickstown, SD to Sioux City, IA in which your personal group obtained support services on this visit.

☐ Did not use any services in listed communities → **Go to Question 13**

Service	Community				
	From Pickstown to Tabor, SD	In Yankton, SD	From Gayville, SD to Sioux City, IA	From Spencer to Crofton, NE	From St. Helena to Ponca, NE
Buy gasoline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy photography/art supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buy recreational equipment/supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat a meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guide services (hunting, fishing, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Obtain travel/tourist information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay overnight in a campground/RV park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay overnight in a motel/hotel/B&B/etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use sport facilities (golf course, archery range, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit art gallery/museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. a) On this visit, did anyone in your personal group have difficulty accessing or participating in any park activities or services?

☐ Yes

☐ No → **Go to Question 14**

- b) If YES, in which park activities or services did the person(s) have difficulty accessing or participating during this visit? Please be specific.

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

a) Commercial guided tour group ☐ Yes ☐ No

b) School/educational group ☐ Yes ☐ No

c) Other group (scouts, work, church, etc.) ☐ Yes ☐ No

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

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

15. a) On this visit, which 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

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

\_\_\_\_\_ Number of vehicles used to **arrive** at the park

\_\_\_\_\_ Number of vehicles used to **visit** the park

16. 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

17. When visiting an area such as Missouri National Recreational River, which language(s) do most members of your personal group prefer to use for the following?

a) Speaking ☐ English ☐ Other (Specify) \_\_\_\_\_

b) Reading ☐ English ☐ Other (Specify) \_\_\_\_\_

☐ Service (Specify) ☐ None

### c) Frequency of visits to Missouri NRR

(Please mark **one** for each member)

	a) Current age	or name of country other than U.S.	First visit	About daily	About weekly	About monthly	Several times a year	About once a year
Yourself	_____	_____	O	O	O	O	O	O
Member #2	_____	_____	O	O	O	O	O	O
Member #3	_____	_____	O	O	O	O	O	O
Member #4	_____	_____	O	O	O	O	O	O
Member #5	_____	_____	O	O	O	O	O	O
Member #6	_____	_____	O	O	O	O	O	O
Member #7	_____	_____	O	O	O	O	O	O

☐ 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
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
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89	89
90	90
91	91
92	92
93	93
94	94
95	95
96	96
97	97
98	98
99	99
100	100

	Member	Member	Member	Member	Member	Member
Yourself	#2	#3	#4	#5	#6	#7

[illegible]

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

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. If you were a manager planning for the future of Missouri National Recreational River, what would your personal group recommend or propose?

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22. Is there anything else your personal group would like to tell us about your visit to Missouri National Recreational River?

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23. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Missouri National Recreational River during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

**OFFICIAL BUSINESS**

**Visitor Services Project  
Park Studies Unit  
College of Natural Resources  
University of Idaho  
P.O. Box 441139  
Moscow, Idaho 83844-1139**



