



Lassen Volcanic National Park Visitor Study

Winter 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2013/740



ON THE COVER

Left: Snowplay near Kohm Yah-mah-nee Visitor Center – Photo by Park Volunteer, T. Bozeman

Right: Pine martin – NPS Photo

Lower: Ranger Sweeney leads New Years Day Snowshoe Walk – NPS Photo by S. Eagan

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Executive Summary

This visitor study report profiles a systematic random sample of Lassen Volcanic National Park (NP) visitors during January 17 - February 24, 2013. A total of 399 questionnaires were distributed to visitor groups. Of those, 292 questionnaires were returned, resulting in a 73.2% response rate.

Group size and type	Forty-nine percent of visitor groups consisted of two people and 27% were in groups of three or four. Fifty-five percent of visitor groups consisted of family groups and 23% were with friends.
State or country of residence	United States visitors were from 15 states and comprised 99% of total visitation during the survey period, with 96% from California. There were not enough international visitors to provide reliable results.
Frequency of visits	Forty-three percent of visitors had visited four or more times in the past five years, while 29% had visited the park once. Fifty-eight percent had visited four or more times in their lifetime.
Age, ethnicity, race, and income level	Thirty-three percent of visitors were ages 51-65 years, 23% were 36-50 years old, and 14% were ages 15 years or younger. Six percent of visitors were Hispanic or Latino. Ninety-two percent of visitors were White and 5% were Asian. Nineteen percent of respondents reported a household income of \$50,000-\$74,999.
Languages preferred for speaking and reading	For language preference, 98% preferred to speak English and 99% preferred to read English. Ten percent of visitor groups felt services in the park need to be provided in languages other than English.
Physical conditions	Three percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
Information sources	Most visitor groups (91%) obtained information about the park prior to their visit, most often through previous visits (63%), the park website (45%), and friends/relatives/word of mouth (32%).
Timing of decision to visit	Thirty seven percent of visitor groups decided to visit 3-7 days before their visit to the park and 22% made the decision to visit on the day before their visit.
Park as destination	For 87% of visitor groups, the park was their primary destination and for 10%, it was one of several destinations.
Primary reason for visiting the area	The most common primary reason for visiting the park area (within 75 miles) among non-resident visitor groups was to visit Lassen Volcanic NP (80%)
Towns traveled through to arrive at park	Forty-four percent of visitor groups traveled through Red Bluff to arrive at the park and 30% traveled through Chico.
Number of park entries	Most visitor groups (89%) entered the park once.

Executive Summary (continued)

Overnight stays	Twenty-nine percent of visitor groups stayed overnight either inside Lassen Volcanic NP or in the area within 75 miles of the park. Of those visitor groups that stayed outside the park, 70% stayed one or two nights, and 78% stayed in a lodge, hotel, motel, vacation rental, B&B, etc. There was not enough data for visitors staying overnight inside the park to have reliable results.
Length of stay	Of the visitor groups that spent less than 24 hours in the park, the average length of stay was 4.2 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 2.3 days. The average length of stay for all visitor groups was 10.3 hours or .4 days.
Sites visited	The most common places visited in the park were Kohm Yah-mah-nee Visitor Center (63%), Sulphur Works (31%), and Manzanita Lake (24%).
Activities on this visit and future visits	The most common activities were visiting the visitor center (54%), enjoying solitude/quiet (53%), and playing in the snow (47%). The most common activities that were the primary reason for visiting the park were snowshoeing--not ranger-led (33%), playing in the snow (15%), and cross-country skiing (11%). The most common activities in which visitor groups would like to participate on future visits were enjoying solitude/quiet (61%), camping (56%), and visiting the visitor center (51%).
Trails skied/snowshoed in the park	The most common trails skied/snowshoed by visitor groups were the Main Park Road from the southwest area (54%), Manzanita Lake Snowshoe Loop (27%), Ridge Lakes (14%), and Brokeoff Mountain (14%).
Information services and facilities	The information services and facilities most often used by visitor groups were assistance from park staff (70%), the visitor center exhibits (54%), and the park brochure/map (51%).
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were parking lots (91%), restrooms (91%), and roads (68%).
Safety	Ninety percent or more of visitor groups felt "very safe" or "safe" in terms of their personal safety from crime or accidents, or their personal property from crime.
Expenditures	The average visitor group expenditure (inside and outside the park within 75 miles of the park) was \$168. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$48. The average total expenditure per person (per capita) was \$68.
Preferred methods to learn about the park	Most visitor groups (97%) were interested in learning about the park. The most preferred methods were indoor exhibits (67%), self-guided tours (65%), and outdoor exhibits (59%).
Overall quality	Most visitor groups (98%) rated the overall quality of facilities, services, and recreational opportunities at Lassen Volcanic NP as "very good" or "good." No visitor groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Marc Manni for compiling the report, Margaret Littlejohn for overseeing the fieldwork, Ally Begly, Karen Haner and the staff (Shanda Ochs, Christopher Bentley, Caitlin Farrar) of Lassen Volcanic NP for assisting with the survey, and Matthew Strawn for data processing.

About the Authors

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Introduction

This report describes the results of a visitor study at Lassen Volcanic NP near Mineral, CA, conducted January 17 - February 24, 2013 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described in the National Park Service website for Lassen Volcanic NP, “Lassen Volcanic National Park is home to steaming fumaroles, meadows freckled with wildflowers, clear mountain lakes, and numerous volcanoes. Jagged peaks tell the story of its eruptive past while hot water continues to shape the land. Lassen Volcanic offers opportunities to discover the wonder and mysteries of volcanoes and wilderness for visitors willing to explore the undiscovered.” (www.nps.gov/lavo, retrieved February 2013).

Organization of the Report

This report is organized into three sections.

Section 1: Methods

This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: Results

This section provides a summary for each question in the questionnaire and includes visitor comments to open-ended questions. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

Appendix 1. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2. *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within a park or between parks. Results of additional analyses are not included in this report.

Appendix 3. *Decision rules for Checking Non-response Bias*. An explanation of how the non-response bias was determined.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

* appears when the total percentages do not equal 100 due to rounding.

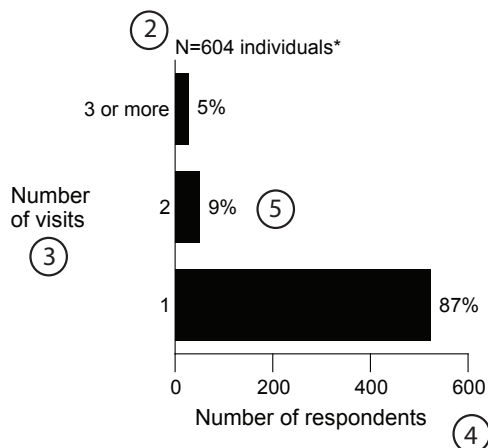
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

3. Vertical information describes the response categories.

4. Horizontal information shows the number or proportion of responses in each category.

5. In most graphs, percentages provide additional information.

Example 1



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on the park's visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at two sites during January 17 - February 24, 2013. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. during the survey period. After January 23, 2013, no surveying was done on Tuesdays and Wednesdays at Kohm Yah-mah-nee Visitor Center when the building was closed during the winter. Also, no surveying was done at the Manzanita Lake Entrance Station after January 23, 2013. Table 1 shows the locations, the number of questionnaires distributed, and the response rate for each location. During this survey, 425 visitor groups were contacted and 399 of these groups (93.8%) accepted questionnaires. (The average acceptance rate for 277 VSP visitor studies conducted from 1988 through 2013 is 91.3%.) Questionnaires were completed and returned by 292 respondents, resulting in a 73.2% response rate for this study. (The average response rate for the 277 VSP visitor studies is 71.6%.)

Table 1. Questionnaire distribution

Sampling site	Distributed		Returned		Returned % of total
	N	%	N	% by site	
Kohm Yah-mah-nee Visitor Center	294	74	213	72	73
Manzanita Lake Entrance Station	105	26	79	75	27
Total	399	100	292		100

Questionnaire design

The Lassen Volcanic NP questionnaire was developed through conference calls between the park and the VSP staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Lassen Volcanic NP. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Lassen Volcanic NP questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys including the Lassen Volcanic National Park visitor study conducted in July of 2012; thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, the age of the member completing the questionnaire, and how this visit to the park fit into their group's travel plans. These individuals were asked their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank-you postcard and follow-ups. Participants were asked to complete the survey after their visit, and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 2). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to participants who had not returned their questionnaires.

The survey dates were extended until all questionnaires were passed out, resulting in three rounds of replacement mailings. The round one mailing dates are for the survey period of January 17 - 23, 2013. The round two mailing dates are for the survey period of January 24 - February 6, 2013. The round three mailing dates are for the survey period of February 7 - 24, 2013.

Table 2. Follow-up mailing distribution

Round 1	Date	U.S.	International	Total
Postcards	February 7, 2013	255	2	257
1 st replacement	February 22, 2013	106	2	108
2 nd replacement	March 14, 2013	78	0	78
Round 2	Date	U.S.	International	Total
Postcards	February 22, 2013	33	0	33
1 st replacement	March 8, 2013	14	0	14
2 nd replacement	March 28, 2013	11	0	11
Round 3	Date	U.S.	International	Total
Postcards	March 11, 2013	70	1	71
1 st replacement	March 25, 2013	40	0	40
2 nd replacement	April 12, 2013	27	0	27

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and descriptive statistics were calculated using Statistical Analysis Software® (SAS).

Limitations

As with all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after their visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns at the selected sites during the study period of January 17 - February 24, 2013. The results present a 'snapshot in time' and do not necessarily apply 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. When the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special conditions

The weather during the survey period ranged from sunny, windy, cloudy, snowing, with temperatures from the single digits at night to highs of 50+ degrees F. Several feet of snow were on the ground when the survey started--it melted slightly on many days, but re-froze at night. Visitation was heaviest on weekends.

On Martin Luther King, Jr. weekend (January 19 - 21, 2013), there was a Film Festival on Saturday, January 19 (all day a variety of films on park-related topics were shown in the Kohm Yah-mah-nee Visitor Center), which had been widely advertised. It was also a "fee free" weekend, so no entrance fee was charged. President's Day weekend (February 16 - 18, 2013) also occurred during the survey period.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and participant proximity from home to the park. Respondents and non-respondents were found to be significantly different except for group type (see Table 3 - Table 6). Respondents at younger age ranges (especially 40 and younger), visitors traveling in larger groups (especially four people or more), visitors who visited Lassen Volcanic National Park as one of several destinations, and visitors who live within a 50-mile radius of the park may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 3. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	49.94 (N=292)	41.83 (N=102)	<0.001
Group size	3.21 (N=297)	3.91 (N=98)	0.042

Table 4. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	23 (8%)	9 (9%)	0.753
Family	153 (55%)	51 (52%)	
Friends	65 (23%)	26 (27%)	
Family and friends	35 (13%)	12 (12%)	
Other	4 (1%)	0 (0%)	

Table 5. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	254 (89%)	83 (81%)	0.028
Park as one of several destinations	21 (7%)	17 (17%)	
Unplanned visit	10 (4%)	3 (3%)	

Table 6. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 50 miles	178 (64%)	46 (52%)	0.003
51-100 miles	19 (7%)	8 (9%)	
101-200 miles	60 (22%)	17 (19%)	
201 miles or more	22 (8%)	14 (16%)	
International visitors	0 (0%)	3 (3%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 17b

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

Results

- 49% of visitor groups consisted of two people (see Figure 1).
- 29% were in groups of four or more.

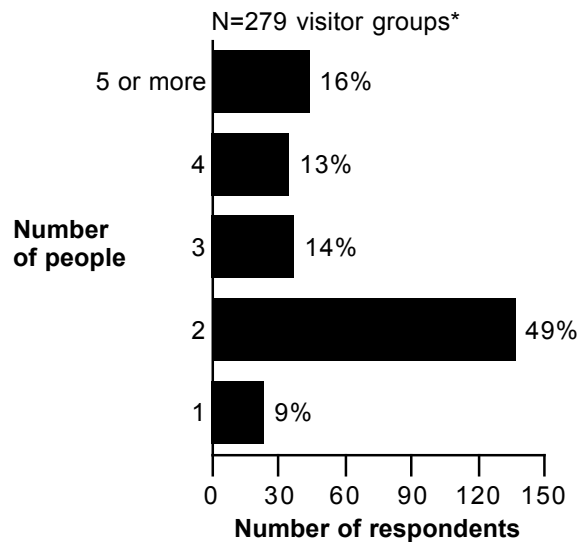


Figure 1. Visitor group size

Visitor group type

Question 17a

On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results

- 55% of visitor groups consisted of family groups (see Figure 2).
- 23% were with friends.
- No "other" group type (1%) was specified.

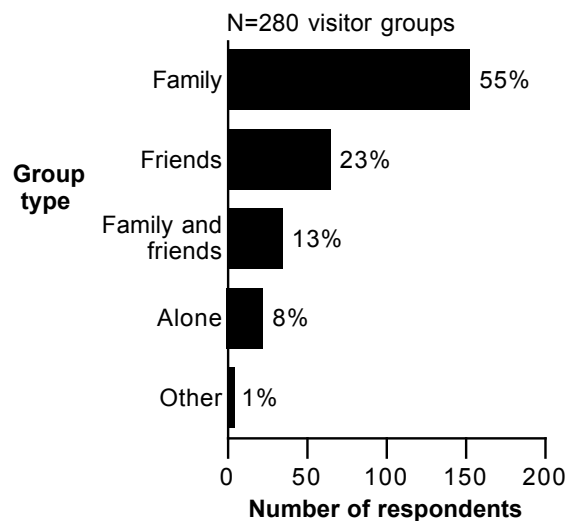


Figure 2. Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 16a

On this visit, was your personal group with a commercial guided tour group?

Results

- Less than 1% of visitor groups were with a commercial guided tour group (see Figure 3).

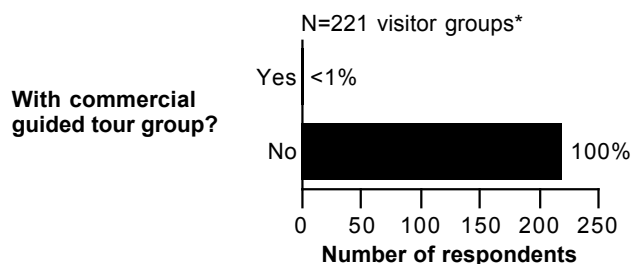


Figure 3. Visitors with a commercial guided tour group

Question 16b

On this visit, was your personal group with a school/educational group?

Results

- 3% of visitor groups were with a school/educational group (see Figure 4).

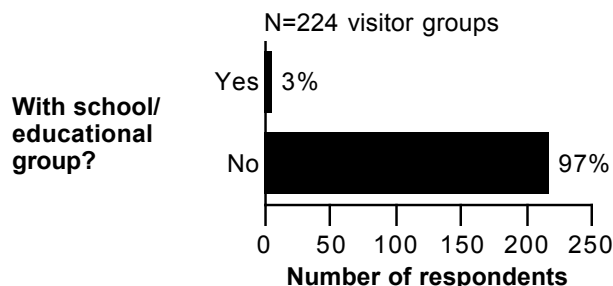


Figure 4. Visitors with a school/educational group

Question 16c

On this visit, was your personal group with an "other" organized group?

Results

- 7% of visitor groups were with an "other" organized group (see Figure 5).

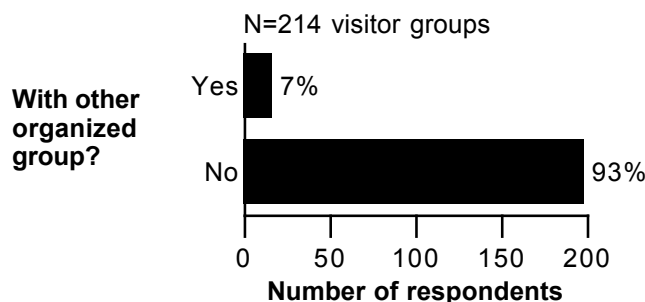


Figure 5. Visitors with an "other" organized group

- Other organized groups were:

4-H
Boy Scouts
Church
Juvenile Recovery Program
Sierra Club
Snow Goose Festival
We Ski-II

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 16d

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

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 6).

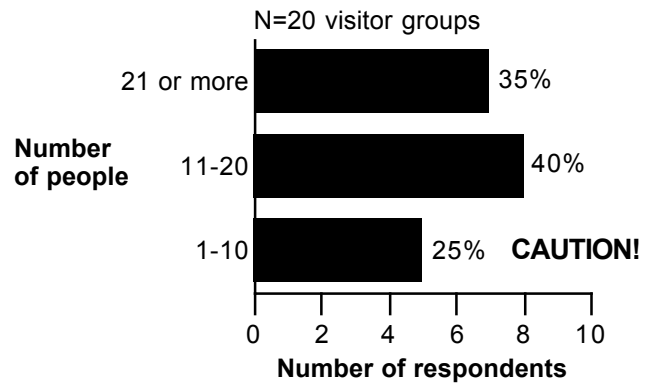


Figure 6. Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence**Question 18b**

For your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 15 states and comprised 99% of total visitation to the park during the survey period.
- 96% of U.S. visitors came from California (see Table 7 and Figure 7).
- 2% came from Nevada.
- Smaller proportions came from 13 other states.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=738 individuals*	Percent of total visitors N=742 individuals
California	705	96	95
Nevada	12	2	2
Florida	3	<1	<1
Maryland	2	<1	<1
Missouri	2	<1	<1
Texas	2	<1	<1
Utah	2	<1	<1
Virginia	2	<1	<1
Washington	2	<1	<1
Alaska	1	<1	<1
Illinois	1	<1	<1
New Jersey	1	<1	<1
New Mexico	1	<1	<1
Ohio	1	<1	<1
Wisconsin	1	<1	<1

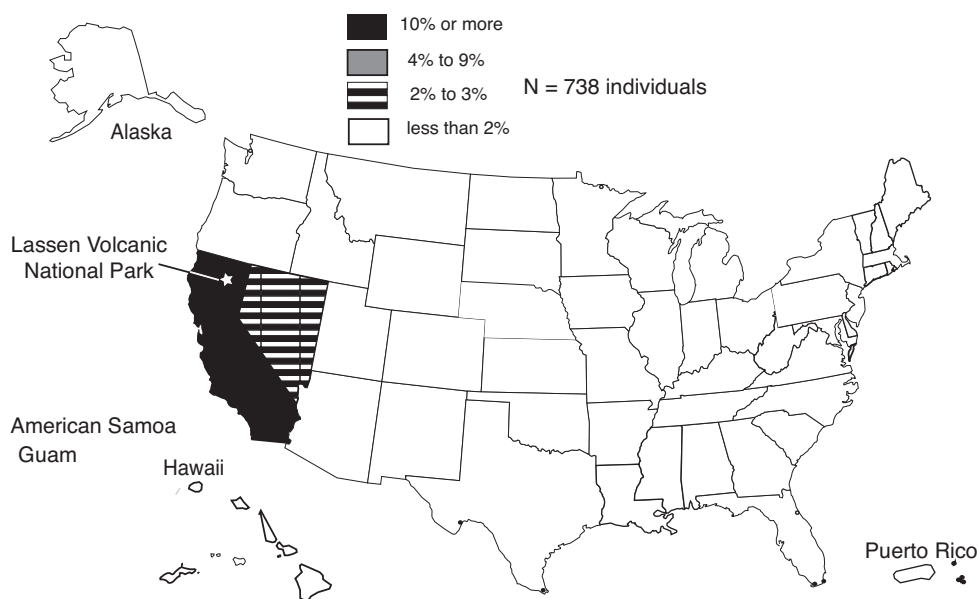


Figure 7. United States visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors from California and adjacent states by county of residence

Note: Response was limited to seven members from each visitor group.

Table 8. Visitors from California and adjacent states by county of residence

Results

- Visitors from California and adjacent states were from 30 counties and comprised 97% of the total U.S. visitation to the park during the survey period.
- 27% came from Shasta County, CA (see Table 8).
- 27% came from Butte County, CA.
- Small proportions of visitors came from 28 other counties in California and adjacent states.

County, State	Number of visitors N=714 individuals	Percent*
Shasta, CA	195	27
Butte, CA	194	27
Tehama, CA	49	7
Sacramento, CA	36	5
Alameda, CA	32	4
Santa Clara, CA	29	4
Sonoma, CA	29	4
San Francisco, CA	26	4
Nevada, CA	14	2
Plumas, CA	13	2
Placer, CA	11	2
Glenn, CA	9	1
San Mateo, CA	9	1
Siskiyou, CA	8	1
Washoe, NV	8	1
Contra Costa, CA	7	1
Yolo, CA	7	1
Lassen, CA	6	1
Marin, CA	5	1
Solano, CA	5	1
Mendocino, CA	4	1
Merced, CA	4	1
Santa Cruz, CA	3	<1
7 other counties	11	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence**Question 18b**

For your personal group on this visit, what is your country of residence?

Note: Response was limited to seven members from each visitor group.

Results

- International visitors were from three countries and comprised 1% of total visitation to the park during the survey period.
- There were too few responses to have reliable data (see Table 9).

Table 9. International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=4 individuals*	Percent of total visitors N=742 individuals
United Kingdom	2	50	<1
Australia	1	25	<1
Germany	1	25	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to park in past five years

Question 18c

For your personal group on this visit, how many times have you visited Lassen Volcanic NP in the past five years (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 43% of visitors visited the park five or more times in the past five years (see Figure 8).
- 29% were visiting for the first time.
- 23% visited two or three times.

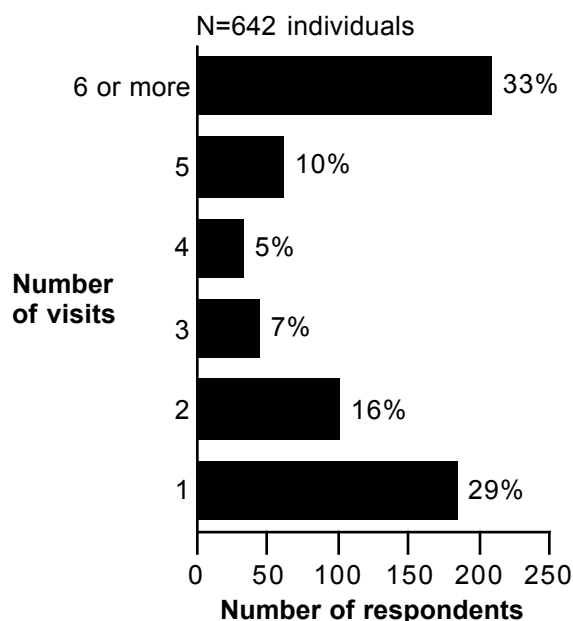


Figure 8. Number of visits to park in past five years

Number of visits to park in lifetime

Question 18d

For your personal group on this visit, how many times have you visited Lassen Volcanic NP in your lifetime (including this visit)?

Note: Response was limited to seven members from each visitor group.

Results

- 54% of visitors had visited five or more times (see Figure 9).
- 22% were visiting for the first time.
- 21% visited two or three times.

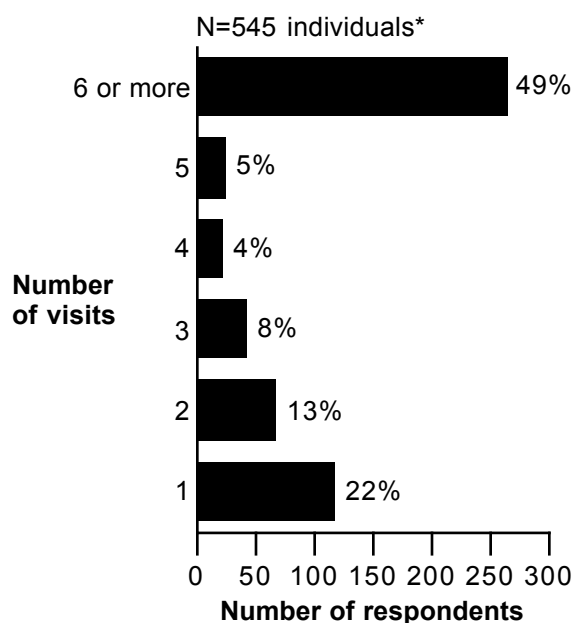


Figure 9. Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 18a

For your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 87 years.
- 33% of visitors were 51 to 65 years old (see Figure 10).
- 23% were 36-50 years of age.
- 14% were 15 years or younger.

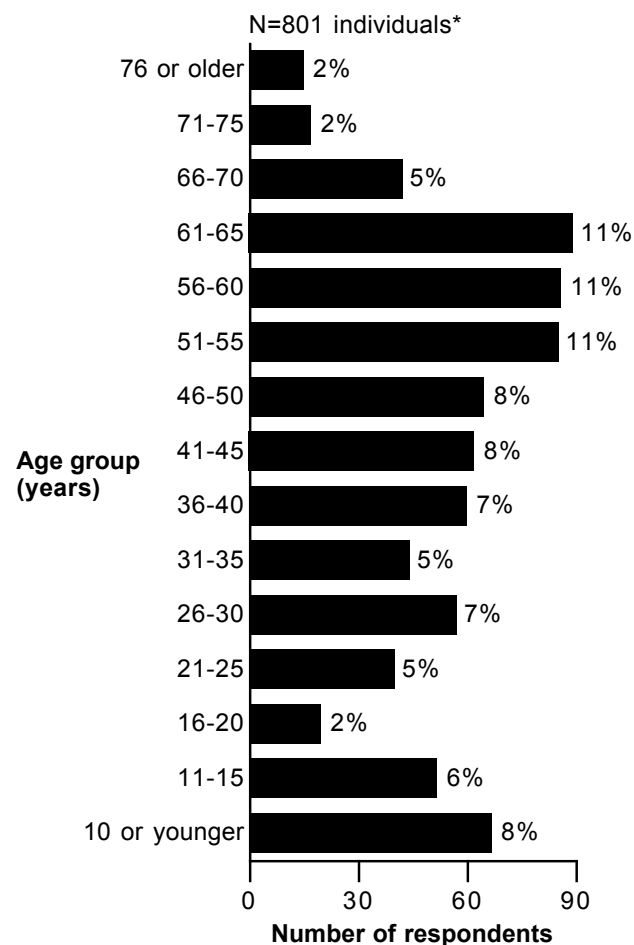


Figure 10. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors of Hispanic or Latino ethnicity

Question 20a

Are members of your personal group
Hispanic or Latino?

Note: Response was limited to seven
members from each visitor group.

Results

- 6% of visitors were Hispanic or Latino (see Figure 11).

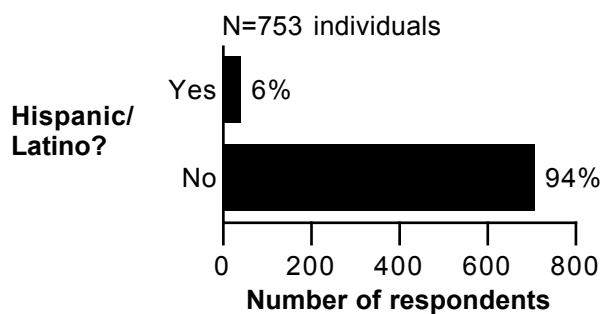


Figure 11. Visitors who were Hispanic or Latino

Visitor race

Question 20b

What is the race of each member of
your personal group?

Note: Response was limited to seven
members from each visitor group.

Results

- 92% of visitors were White (see Figure 12).
- 5% were Asian.

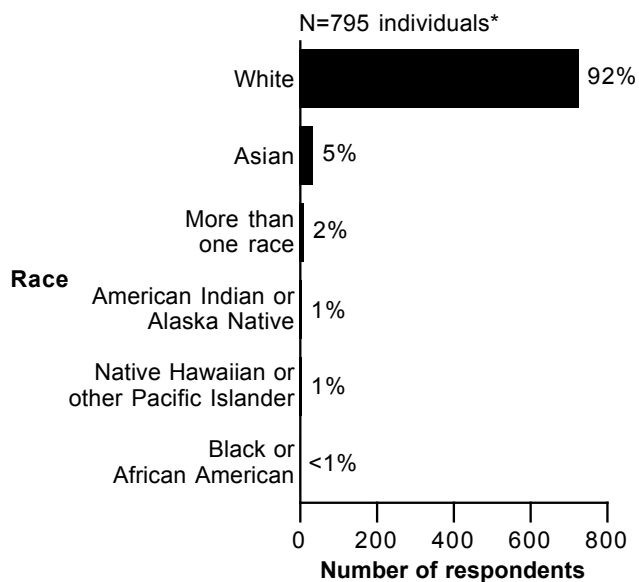


Figure 12. Visitor race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Language used for speaking and reading

Question 13a

When visiting an area such as Lassen Volcanic NP, which language(s) do most members of your personal group prefer to use for speaking?

Results

- 98% of visitor groups preferred English for speaking (see Figure 13).
- “Other” languages (1%) are listed in Table 10.

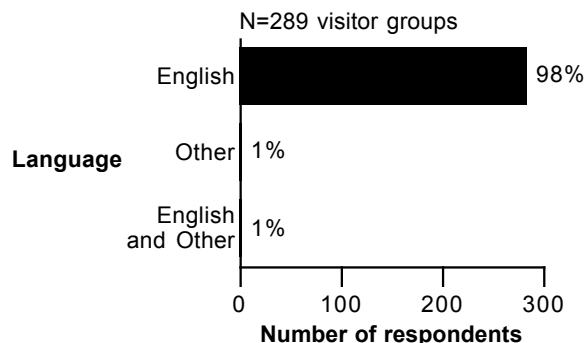


Figure 13. Language preferred for speaking

Table 10. Other languages preferred for speaking (N=25 comments) – **CAUTION!**

Language	Number of times mentioned
Spanish	2
French	1
Hindi	1

Question 13b

When visiting an area such as Lassen Volcanic NP, which language(s) do most members of your personal group prefer to use for reading?

Results

- 99% of visitor groups preferred English for reading (see Figure 14).
- “Other” language (1%) listed was French.

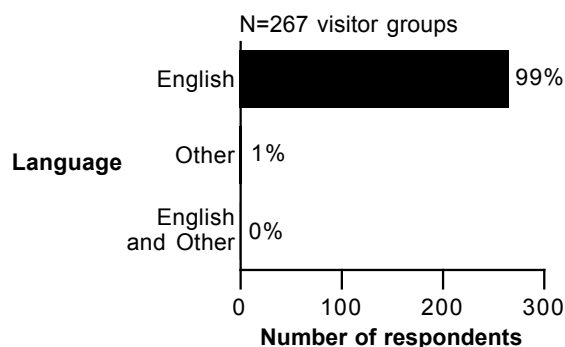


Figure 14. Language preferred for reading

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13c

What services in the park need to be provided in languages other than English?

Results

- 10% of visitor groups felt that park services should be provided in languages other than English (see Figure 15).
- 14 visitor groups listed services that need to be provided in languages other than English are listed in Table 11).

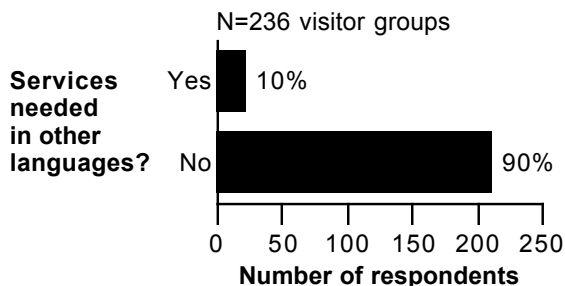


Figure 15. Visitor groups that felt services in the park need to be provided in languages other than English

Table 11. Services needed in languages other than English – **CAUTION!**
(N=18 comments; some visitor groups made more than one comment)

Service	Number of times mentioned
All	2
Interpretive	2
Commercial	1
Emergency information	1
Emergency services	1
Newspaper	1
Ranger station materials	1
Restrooms	1
Safety	1
Sign in sheets	1
Signs in kilometers	1
Sulphur Works warning signs	1
Tours	1
Visitor center	1
Whatever is needed by non-English speakers	1
Wildlife preservation/warning	1

- Nine visitor groups listed languages instead of services:

Chinese
French
German
Japanese
Norwegian
Spanish
Multilingual

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions affecting access/participation

Question 19a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 3% of visitor groups had members with physical conditions affecting access or participation in park activities or services (see Figure 16).

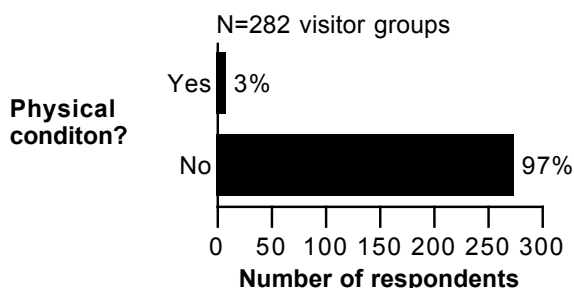


Figure 16. Visitor groups that had members with physical conditions affecting access or participation in park activities or services

Question 19b

If YES, what services or activities were difficult to access/participate in? (Open-ended)

Results – Interpret with **CAUTION!**

- Six visitor groups responded to this question, which is not enough to provide reliable results (see Table 12).

Table 12. Services/activities that were difficult to access/participate in (N=8 comments; one visitor group made more than one comment) – **CAUTION!**

Service/activity	Number of times mentioned
Getting on top of snow	1
Hearing ranger-led program	1
Hiking	1
Long walks	1
Skiing	1
Snowshoeing	1
Stair climbing	1
Walking on the icy paths	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 19c

Because of the physical condition, which specific problems did the person(s) have?

Results – Interpret with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results (see Figure 17).
- “Other” problems (25%) were:
Mental difficulties

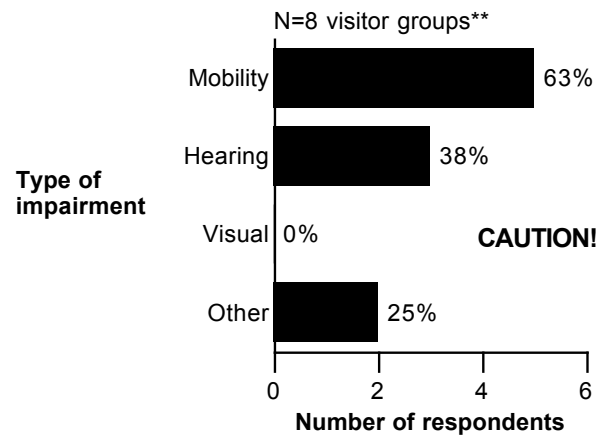


Figure 17. Specific problems experienced by visitors with physical conditions affecting access/participation

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Respondent household income

Question 21a

For you only, which category best represents your annual household income?

Results

- 19% of respondents reported a household income of \$50,000-\$74,999 (see Figure 18).
- 17% had an income of \$75,000-\$99,999.
- 17% had an income of \$100,000-\$149,999.

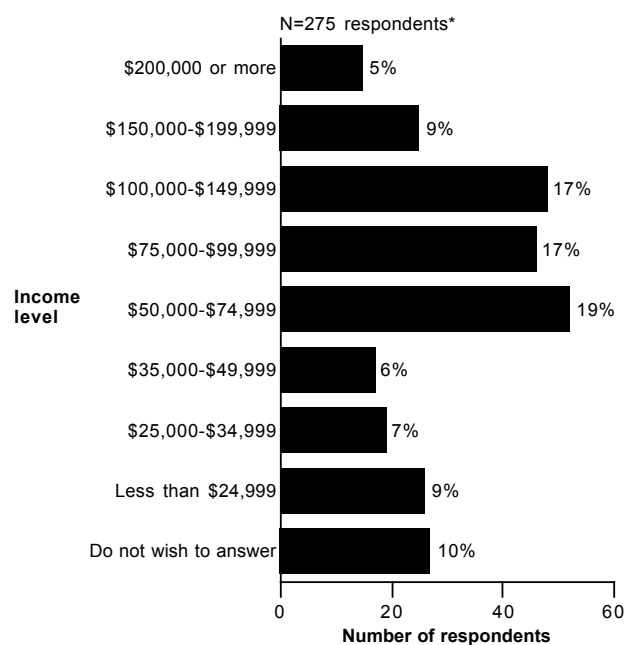


Figure 18. Respondent household income

Respondent household size

Question 21b

How many people are in your household?

Results

- 49% of respondents had two people in their household (see Figure 19).
- 20% had four or more.

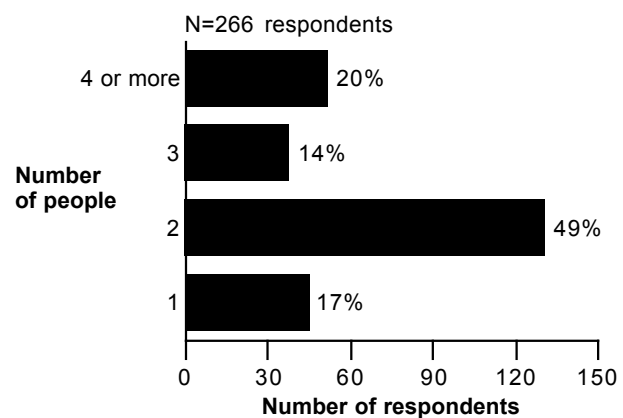


Figure 19. Number of people in respondent household

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1

Prior to this visit, how did your personal group obtain information about Lassen Volcanic NP?

Results

- 91% of visitor groups obtained information about Lassen Volcanic NP prior to their visit (see Figure 20).

- As shown in Figure 21, among those visitor groups that obtained information about Lassen Volcanic NP prior to their visit, the most common sources used were:

63% Previous visits
45% Lassen Volcanic NP website
32% Friends/relatives/word of mouth

- Other websites (5%) used to obtain information prior to visit were:

Family trip blogs
Ski tour websites
Snow Goose Festival
www.google.com
www.chicoer.com
www.sunset.com
www.tripadvisor.com
www.twitter.com
www.visitcalifornia.com
www.weather.com

- “Other” sources (3%) were:

Mount Lassen Art Center
Mountain Sports, Chico CA
Presentation at REI sports store
Snow Goose Festival program
SWS Mountain Guides
Weather information

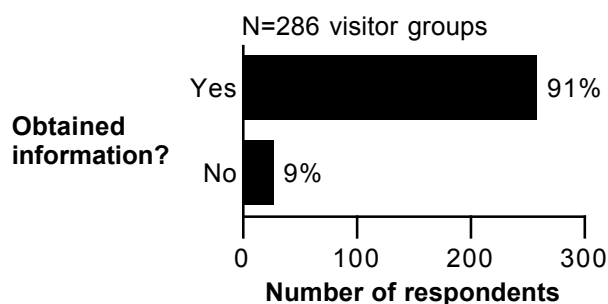


Figure 20. Visitor groups that obtained information prior to visit

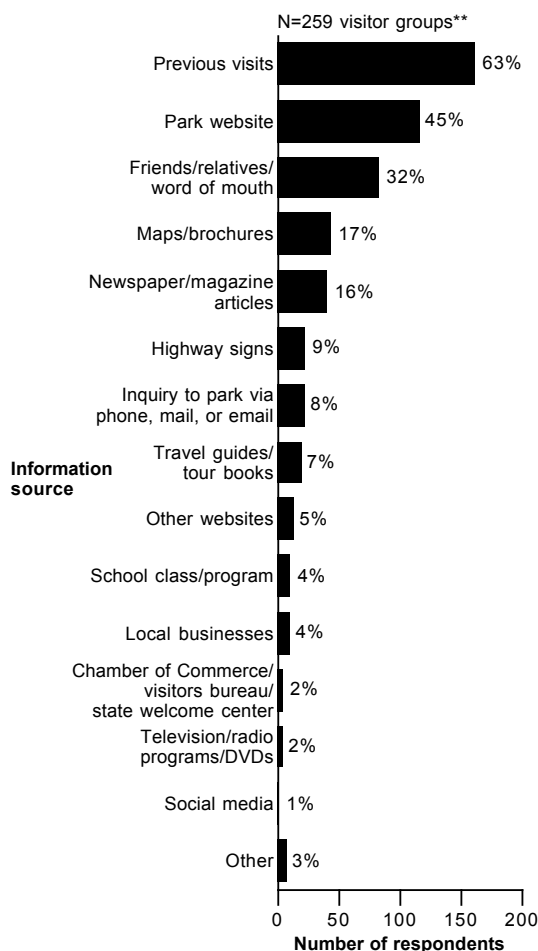


Figure 21. Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Timing of decision to visit

Question 6a

When did your personal group make the decision to visit Lassen Volcanic NP?

Results

- 37% of visitor groups decided to visit 3-7 days before their visit to the park (see Figure 22).
- 22% made the decision to visit on the day before their visit.
- 19% decided 8-30 days before their visit.

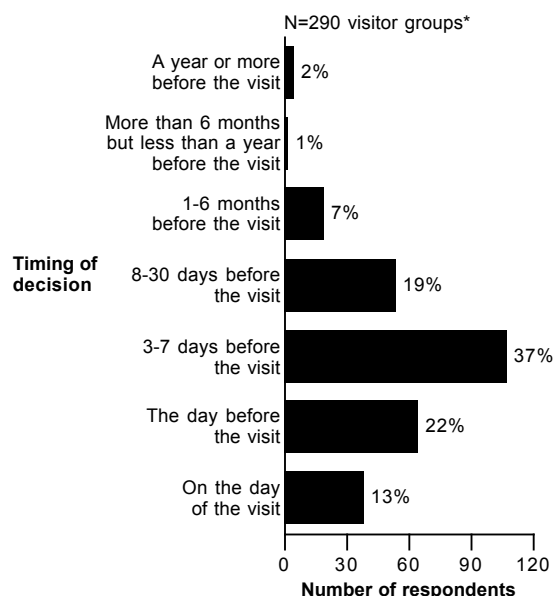


Figure 22. Timing of decision to visit

Question 6b

Which factors affected your personal group's decision to visit Lassen Volcanic NP on the day that you visited?

Results

- 70% of visitor groups were interested in seeing Lassen scenery in wintertime (see Figure 23).
- 69% were interested in winter activities.
- 64% desired snow and favorable weather conditions for activities.
- "Other" factors (12%) included:
 - Exercise
 - Film festival
 - Free admission
 - Skiing
 - Snowshoe tour with ranger
 - Snowshoeing
 - Visit visitor center

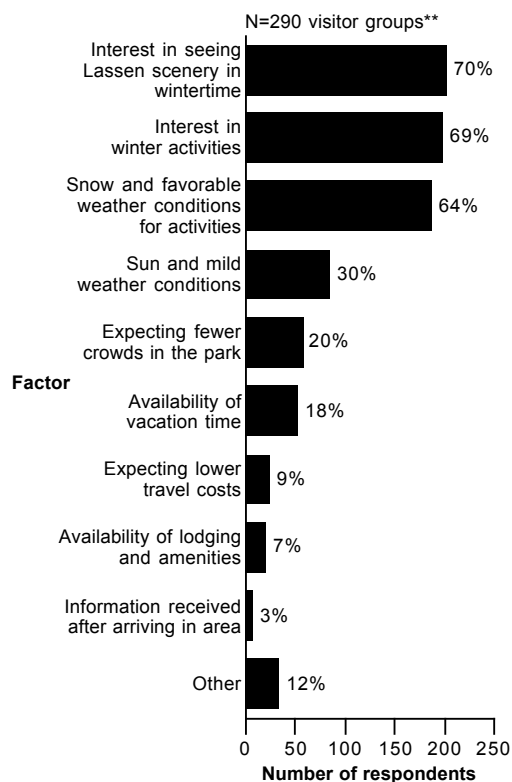


Figure 23. Factors affecting decision to visit on the day visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview, the question was asked: "How did this visit to Lassen Volcanic NP fit into your personal group's travel plans?"

Results

- 87% of visitor groups said Lassen Volcanic NP was their primary destination (see Figure 24).
- 10% said the park was one of several destinations.

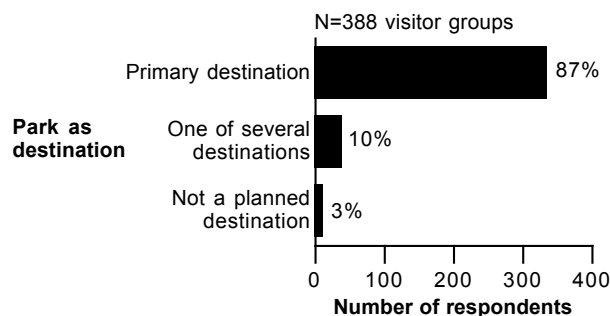


Figure 24. How visit to park fit into visitor groups' travel plans

Primary reason for visiting the park area

Question 4

On this trip, what was the primary reason that your personal group came to the Lassen Volcanic NP area (within 75 miles of the park)?

Results

- 28% of visitor groups were residents of the area (see Figure 25).
- As shown in Figure 26, the most common primary reasons for visiting the area (within 75 miles of the park) were:

80% Visit Lassen Volcanic NP
5% Visit other attractions in the area

- "Other" primary reasons (8%) are listed in Table 13.

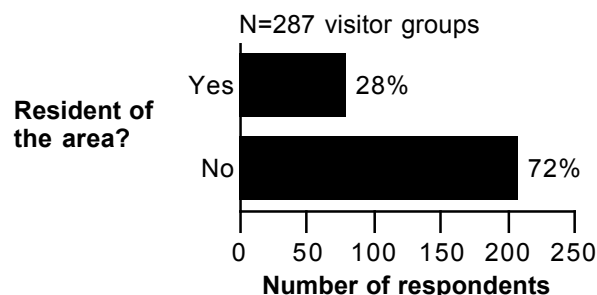


Figure 25. Residents of the area (within 75 miles of the park)

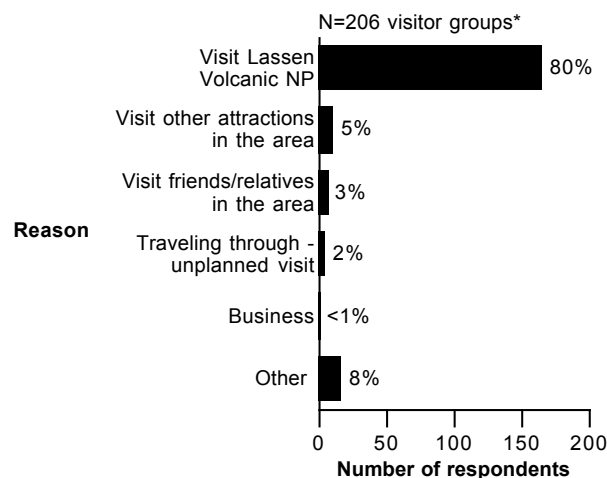


Figure 26. Primary reason for visiting the Lassen Volcanic NP area (within 75 miles of the park)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 13. “Other” primary reasons for visiting the park – **CAUTION!**
(N=19 comments)

Reason	Number of times mentioned
Snowshoeing	4
Cross-country skiing	2
Vacation home at Lake Almanor	2
Annual friend gathering	1
Backcountry snowboarding	1
Came to spend the weekend at our cabin in Chester	1
Came with a junior high group from Chico, CA	1
National forest trails for dog fun too	1
Part of longer trip to western parks	1
Play in snow	1
Skiing	1
Sledding	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Alternative plans to visiting Lassen Volcanic NP

Question 9a

If you had not chosen to visit Lassen Volcanic NP on this trip, what other recreation site would you have visited instead?

Results

- 49% of respondents would have visited another recreation site if they had not chosen to visit Lassen Volcanic NP on this trip (see Figure 27).
- Table 14 lists the alternate recreation sites.

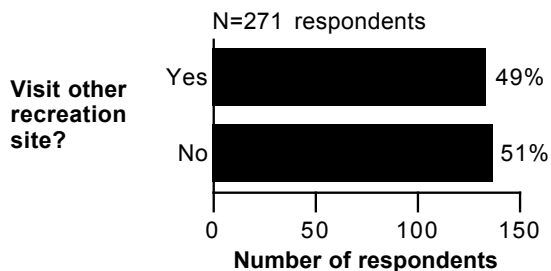


Figure 27. Respondents who would have visited another recreation site

Table 14. Alternate recreation sites
(N=141 comments)

Site	Number of times mentioned
Mount Shasta area	52
Lake Tahoe area	10
Yosemite National Park	7
Butte Meadows	6
Lassen local area	6
Lake Almanor	5
Whiskeytown National Recreation Area	4
Chester, CA	3
McArthur–Burney Falls Memorial State Parks	3
Eskimo Hill	2
Mineral, CA	2
Redding area trails	2
Redwood National Park	2
Turtle Bay in Redding	2
Other	35

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 9b

How far is this alternative site from your home?

Results

- 69% of respondents indicated the alternative site was 1-100 miles from their home (see Figure 28).
- 26% indicated the alternative site was 101-300 miles from their home.

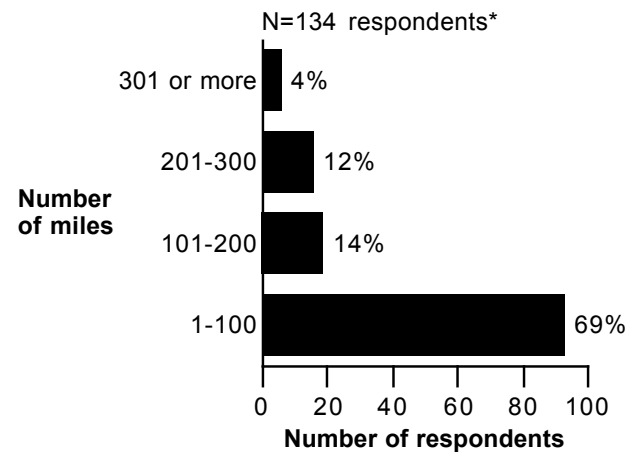


Figure 28. Distance of alternate site from home

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 2a

On this trip, where did your personal group stay on the night before visiting Lassen Volcanic NP? (Open-ended)

Results

- 278 visitor groups listed where they stayed on the night before visiting Lassen Volcanic NP (see Table 15).

Table 15. Places stayed the night before visiting Lassen Volcanic NP (N=278 comments)

Place	Number of times mentioned
Redding, CA	59
Chico, CA	56
Chester, CA	19
Red Bluff, CA	18
Shingletown, CA	8
Anderson, CA	7
Cottonwood, CA	7
Mill Creek, CA	6
Mineral, CA	6
Corning, CA	5
Oroville, CA	5
Paradise, CA	5
Susanville, CA	5
San Francisco, CA	4
Magalia, CA	3
Sacramento, CA	3
Forest Ranch, CA	2
Lake Almanor, CA	2
Manton, CA	2
Orland, CA	2
Palo Cedro, CA	2
Quincy, CA	2
Viola, CA	2
Other places	48

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 2b

On this trip, where did your personal group stay on the night after visiting Lassen Volcanic NP? (Open-ended)

Results

- 261 visitor groups listed where they stayed on the night after visiting Lassen Volcanic NP (see Table 16).

Table 16. Places stayed the night after visiting Lassen Volcanic NP (N=261 comments)

Place	Number of times mentioned
Chico, CA	56
Redding, CA	53
Chester, CA	14
Red Bluff, CA	14
Shingletown, CA	8
Anderson, CA	6
Cottonwood, CA	6
Mill Creek, CA	6
Corning, CA	5
Oroville, CA	5
Susanville, CA	5
Mineral, CA	4
Paradise, CA	4
Sacramento, CA	4
Magalia, CA	3
San Francisco, CA	3
Berkeley, CA	2
Forest Ranch, CA	2
Lake Almanor, CA	2
Manton, CA	2
Orland, CA	2
Palo Cedro, CA	2
Quincy, CA	2
South Lake Tahoe, CA	2
Viola, CA	2
Other places	47

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Towns traveled through to arrive at park

Question 5

On this trip, through which of the following towns did your personal group travel through to arrive at Lassen Volcanic NP?

Results

- 44% of visitor groups traveled through Red Bluff to arrive at Lassen Volcanic NP (see Figure 29).
- 30% traveled through Chico.

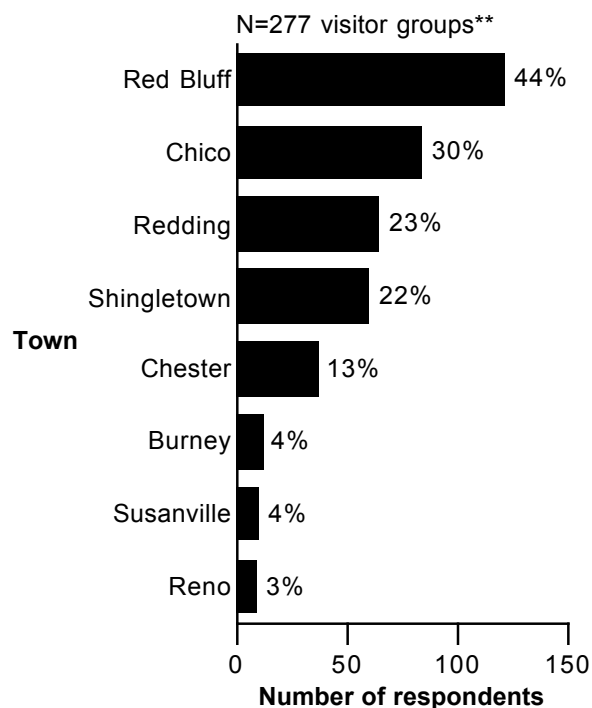


Figure 29. Towns traveled through

Number of park entries

Question 7b

On this visit, how many times did your personal group enter Lassen Volcanic NP?

Results

- 89% of visitor groups entered the park one time (see Figure 30).
- 7% entered twice.

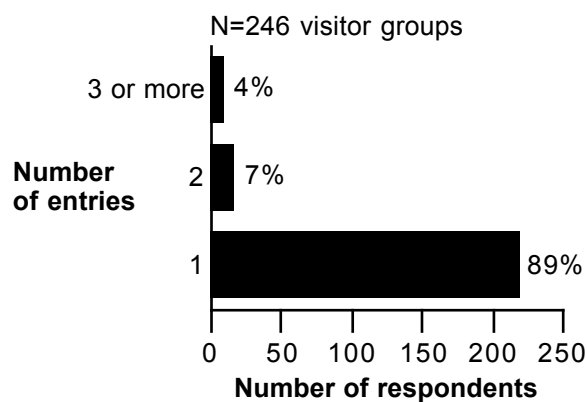


Figure 30. Number of park entries

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of vehicles

Question 17c

On this visit, how many vehicles did your personal group use to arrive at the park?

Results

- 90% of visitor groups used one vehicle to arrive at the park (see Figure 31).

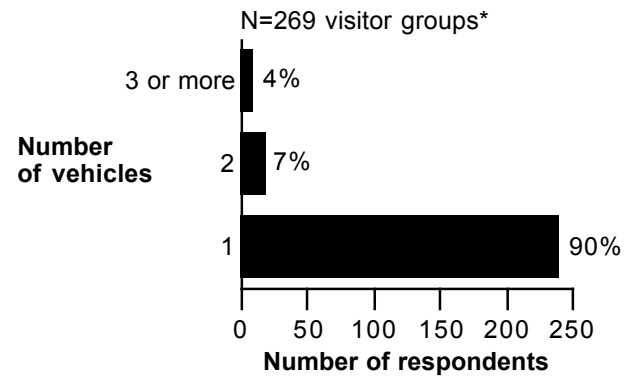


Figure 31. Number of vehicles used to arrive at the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overnight stays

Question 3a

On this trip, did your personal group stay overnight, away from your permanent residence, either inside Lassen Volcanic NP or within the area (within 75 miles of the park)?

Results

- 29% of visitor groups stayed overnight away from home inside the park or in the area within 75 miles of the park (see Figure 32).

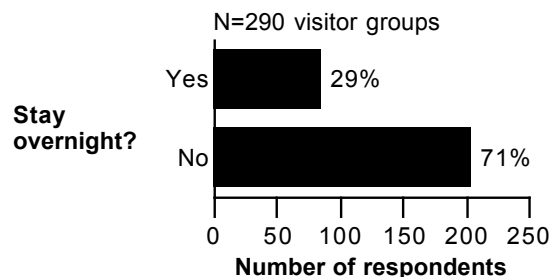


Figure 32. Visitor groups that stayed overnight inside the park or in the area within 75 miles

Question 3b

If YES, please list the number of nights your personal group stayed inside Lassen Volcanic NP?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (Figure 33).

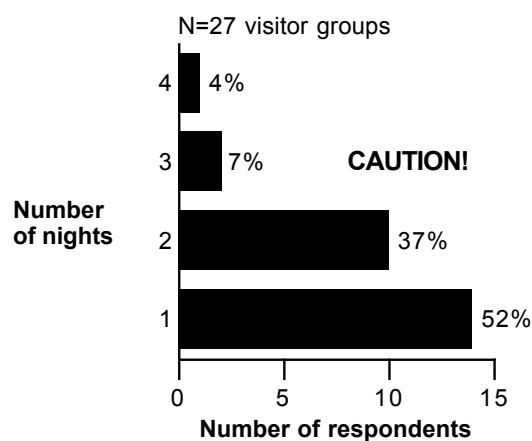


Figure 33. Number of nights spent inside the park

Question 3b

If YES, please list the number of nights your personal group stayed outside the park within 75 miles.

Results

- 70% of visitor groups stayed one or two nights outside the park within 75 miles (see Figure 34).
- 30% stayed three or more nights.

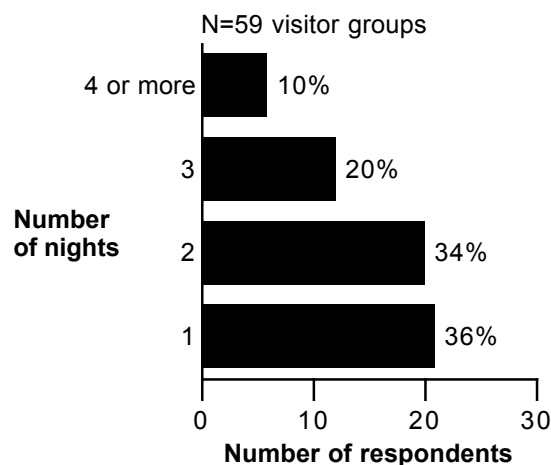


Figure 34. Number of nights spent in the area outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Accommodations used inside the park

Question 3c

In which types of accommodations did your personal group spend the night(s) inside the park?

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 35).
- “Other” types of accommodations (27%) were:

Built snow caves
Cabin
Snow camping in backcountry

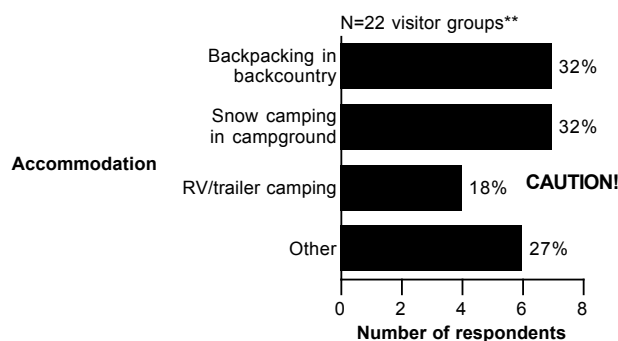


Figure 35. Accommodations used inside the park

Accommodations used in the area outside the park

Question 3d

In which types of accommodations did your personal group spend the night(s) outside park within 75 miles?

Results

- As shown in Figure 36, among those visitor groups that stayed overnight in the area outside the park, the most common types of accommodations were:

78% Lodge, hotel, motel, vacation rental, B&B, etc.
3% RV/trailer camping

- “Other” types of accommodations (19%) were:

Family/friend's house
House
Residence
Vacation home

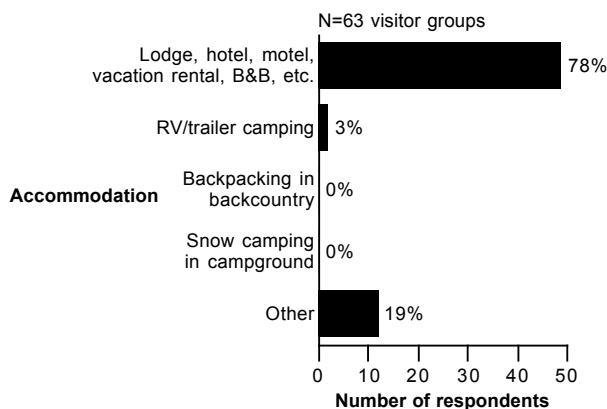


Figure 36. Accommodations used in the area outside the park within 75 miles

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay in the park

Question 7a

On this trip, how long did your personal group stay at Lassen Volcanic NP?

Results

Number of hours if less than 24

- 64% of visitor groups spent four or more hours in the park (see Figure 37).
- 26% spent two to three hours.
- The average length of stay for visitor groups who spent less than 24 hours was 4.2 hours.

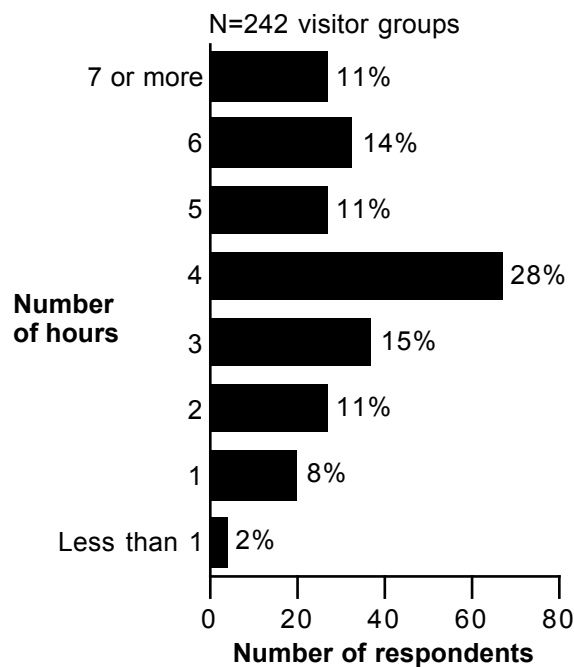


Figure 37. Number of hours spent in the park

Number of days if 24 hours or more

- 79% of visitor groups spent two or more days in the park (see Figure 38).
- 21% spent one day.
- The average length of stay for visitor groups who spent 24 hours or more was 2.3 days.

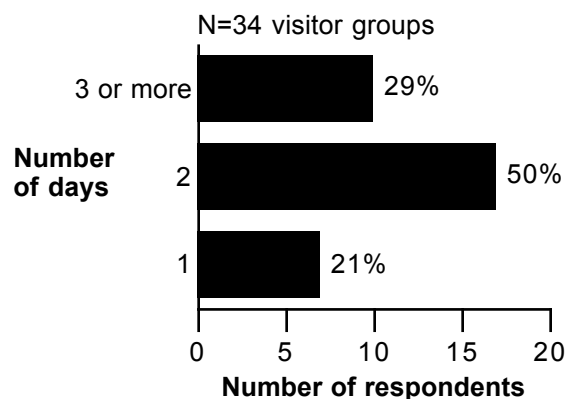


Figure 38. Number of days spent in the park

Average length of stay for all visitors

- The average length of stay for all visitor groups was 10.3 hours or .4 days.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited in the park

Question 12

On this visit to Lassen Volcanic NP, which park sites did your personal group visit?

Results

- As shown in Figure 39, the sites most commonly visited by visitor groups in Lassen Volcanic NP were:

64% Kohm Yah-mah-nee Visitor Center
31% Sulphur Works
24% Manzanita Lake

- The least visited sites were:

<1% Butte Lake
<1% Summit Lake

- “Other” sites (16%) are shown in Table 17.

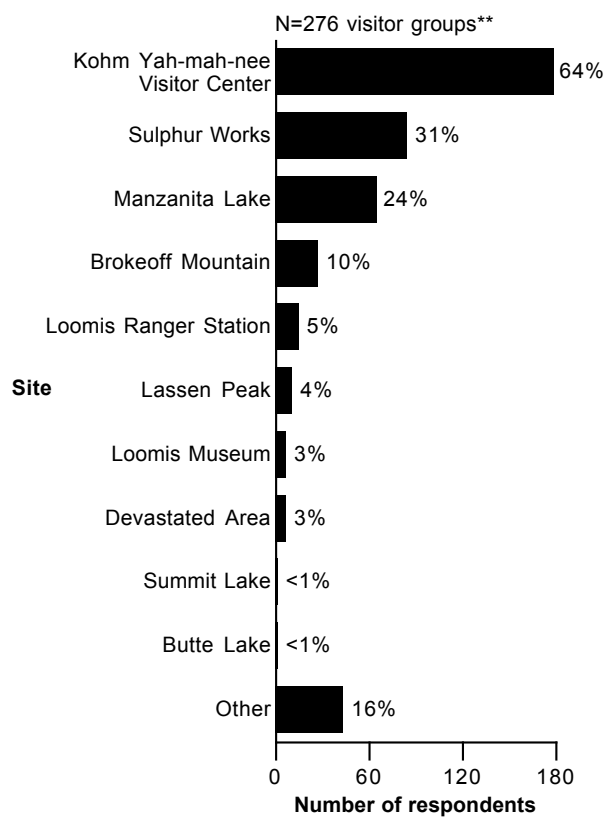


Figure 39. Sites visited in the park

Table 17. Other sites visited in the park
(N=48 comments; some visitor groups made more than one comment)

Site	Number of times mentioned
Ridge Lakes	7
Diamond Peak	5
Mount Diller	4
Chaos Crags	2
Nobles Emigrant Trail	2
Other sites	28

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 8a

On this visit, in which activities did your personal group participate within Lassen Volcanic NP?

Results

- As shown in Figure 40, the most common activities in which visitor groups participated on this visit were:

54% Visiting the visitor center
53% Enjoying solitude/quiet
47% Playing in the snow

- “Other” activities (24%) are listed in Table 18.

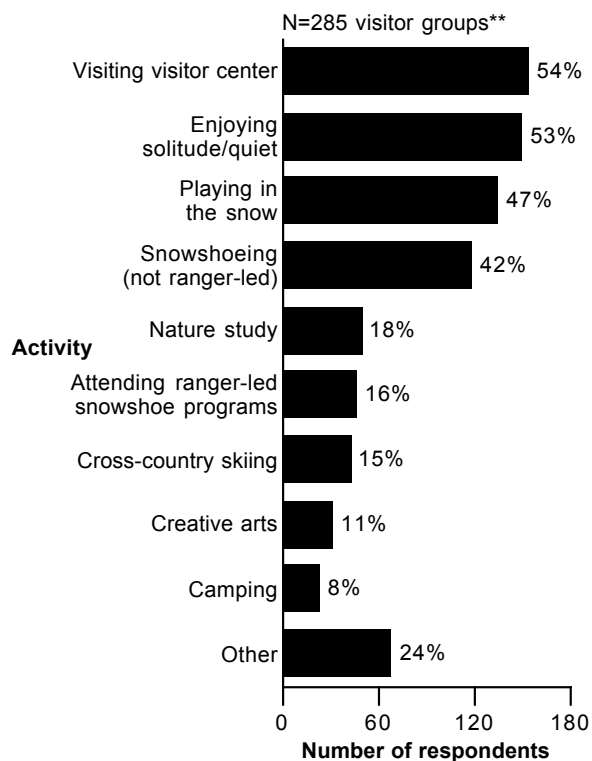


Figure 40. Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 18. Other activities on this visit
(N=64 comments; some visitor groups made more than one comment)

Activity	Number of times mentioned
Film festival	12
Sightseeing	11
Backcountry skiing	8
Mountaineering	4
Junior Ranger program	3
Sledding	3
Hiking	2
Picnicking	2
Snowboarding	2
Walking	2
Enjoy the beauty	1
Exercise	1
Fishing	1
Food and drink	1
Obtain senior pass	1
Shopping	1
Snow cave survival	1
Snow study	1
Splitboarding	1
Talking with other visitors	1
Visit Bumpass Hell	1
Visit Lake Helen	1
Visitor center films	1
Winter activities	1
Winter camping	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activity that was primary reason for visit**Question 8c**

Which one of the above activities was the primary reason your personal group visited Lassen Volcanic NP on this visit?

Results

- As shown in Figure 41, the most common activities that were the primary reason for the visiting the park were:
 33% Snowshoeing (not ranger-led)
 15% Playing in the snow
 11% Cross-country skiing
- “Other” activities (8%) that were the primary reason for visiting the park were:
 Enjoy the beautiful day
 Hiking
 Junior Ranger program
 Mountaineering
 Picnicking
 Splitboarding
 Winter activities
 Winter camping

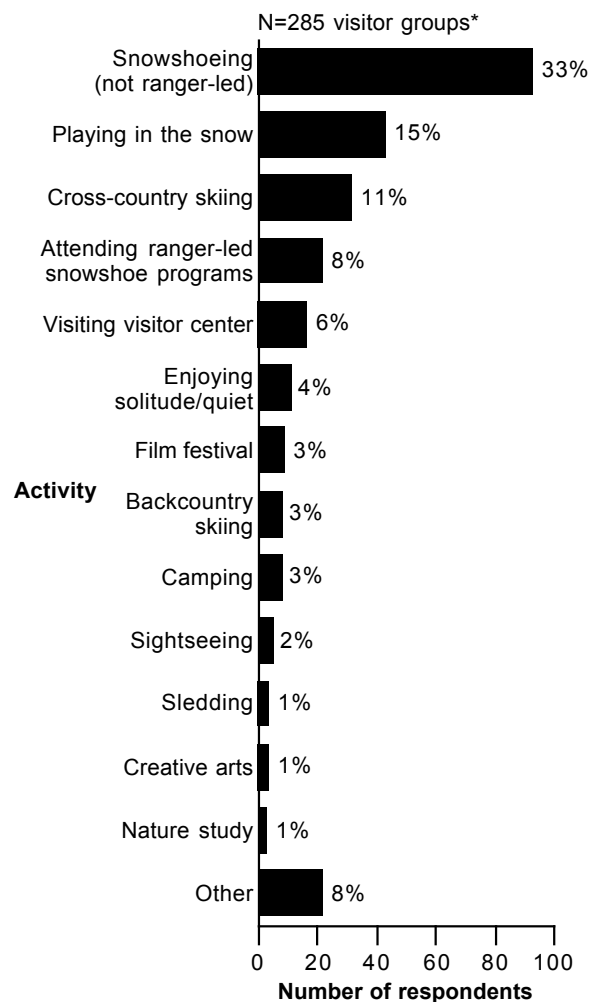


Figure 41. Activity that was primary reason for visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on future visits

Question 8b

If you were to visit Lassen Volcanic NP in the future, in which activities would your personal group expect to participate within the park?

Results

- As shown in Figure 42, the most common activities in which visitor groups would prefer to participate on future visits were:

61% Enjoying solitude/quiet
56% Camping
51% Visiting visitor center

- “Other” activities (26%) are listed in Table 19.

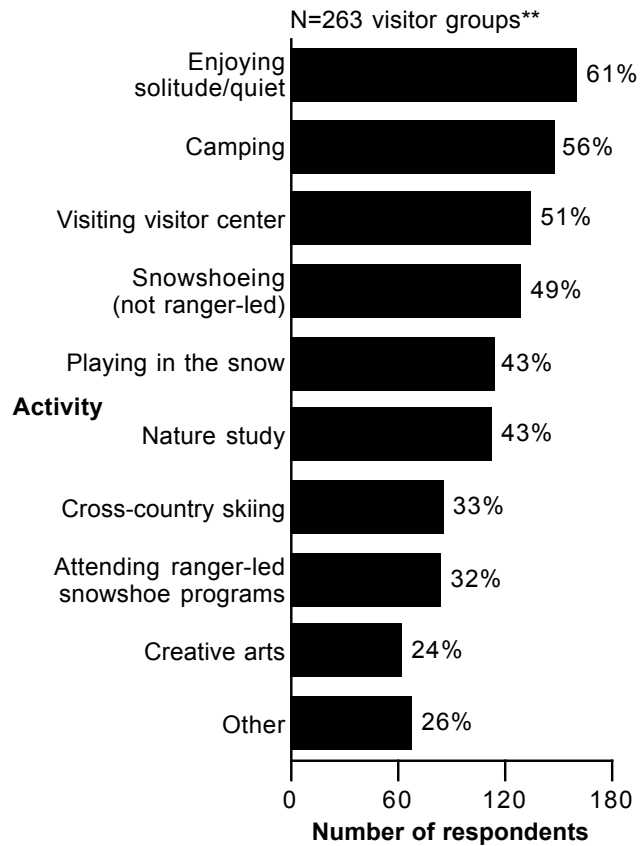


Figure 42. Activities on future visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 19. Other activities on future visits
(N=80 comments)

Activity	Number of times mentioned
Hiking	38
Backcountry skiing	6
Backpacking	6
Fishing	4
Backcountry snowboarding	3
Kayaking	3
Mountaineering	3
Sightseeing	3
Bike riding	2
Boating	1
Enjoy the beauty	1
Film Festival	1
Fitness	1
Food and drinks	1
Geology program	1
Junior Ranger program	1
Motorcycle touring	1
Picnicking	1
Snow cave survival	1
Splitboarding	1
Swimming	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trails skied/snowshoed in the park

Question 10a

On this visit to Lassen Volcanic NP, which park routes did your personal group ski/snowshoe?

Results

- As shown in Figure 43, the trails most commonly walked/hiked by visitor groups at Lassen Volcanic NP were:
 - 54% Main Park Road from southwest area
 - 27% Manzanita Lake Snowshoe Loop
 - 14% Ridge Lakes
 - 14% Brokeoff Mountain
- No visitor groups skied/snowshoed Butte Lake Road.

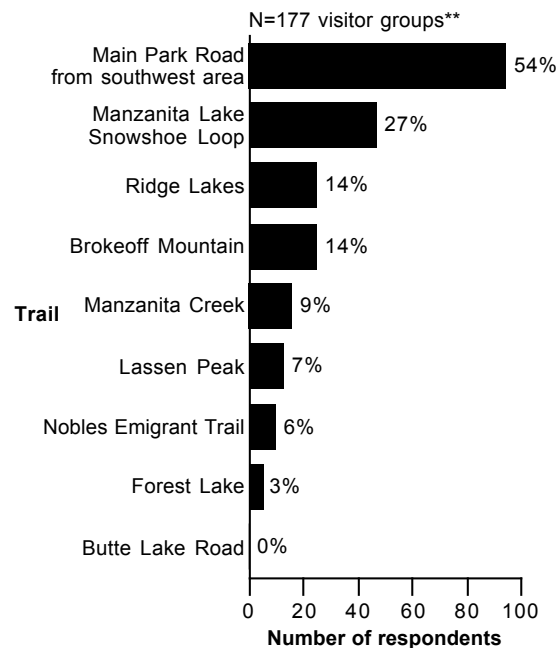


Figure 43. Trails skied/snowshoed in the park

Level of crowding on trails skied/snowshoed

Question 10b

For those trails that your personal group skied/snowshoed, please rate from 1-4 how crowded you felt by people.

- 1=Not at all crowded
- 2=Slightly crowded
- 3=Moderately crowded
- 4=Extremely crowded

Results

- Table 20 shows the ratings of the level of crowding on trails.
- The trails receiving the highest “not at all crowded” rating that were rated by 30 or more visitor groups were:
 - 91% Manzanita Lake Snowshoe Loop
 - 46% Main Park Road from southwest area
- The trail receiving the highest “extremely crowded” rating that was rated by 30 or more visitor groups was:
 - 2% Main Park Road from southwest area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 20. Level of crowding on trails skied/snowshoed
(N=number of visitor groups)

Trails skied/ snowshoed	N	Rating (%)*			
		Not at all crowded	Slightly crowded	Moderately crowded	Extremely crowded
Brokeoff Mountain – CAUTION!	24	83	13	4	0
Butte Lake Road	0	0	0	0	0
Forest Lake – CAUTION!	5	80	20	0	0
Lassen Peak – CAUTION!	10	70	30	0	0
Main Park Road from southwest area	83	46	39	13	2
Manzanita Creek – CAUTION!	12	83	8	8	0
Manzanita Lake Snowshoe Loop	44	91	7	2	0
Nobels Emigrant Trail – CAUTION!	10	100	0	0	0
Ridge Lakes – CAUTION!	22	91	9	0	0

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, Resources, and Elements

Information services and facilities used

Question 14a

Please indicate all the information services and facilities that your personal group used at Lassen Volcanic NP during this visit.

Results

- As shown in Figure 44, the most common information services and facilities used by visitor groups were:

70% Assistance from park staff
54% Visitor center exhibits
51% Park brochure/map

- The least used services/facilities were:

1% Junior Ranger program
1% Social media (twitter.com/LassenNPS)

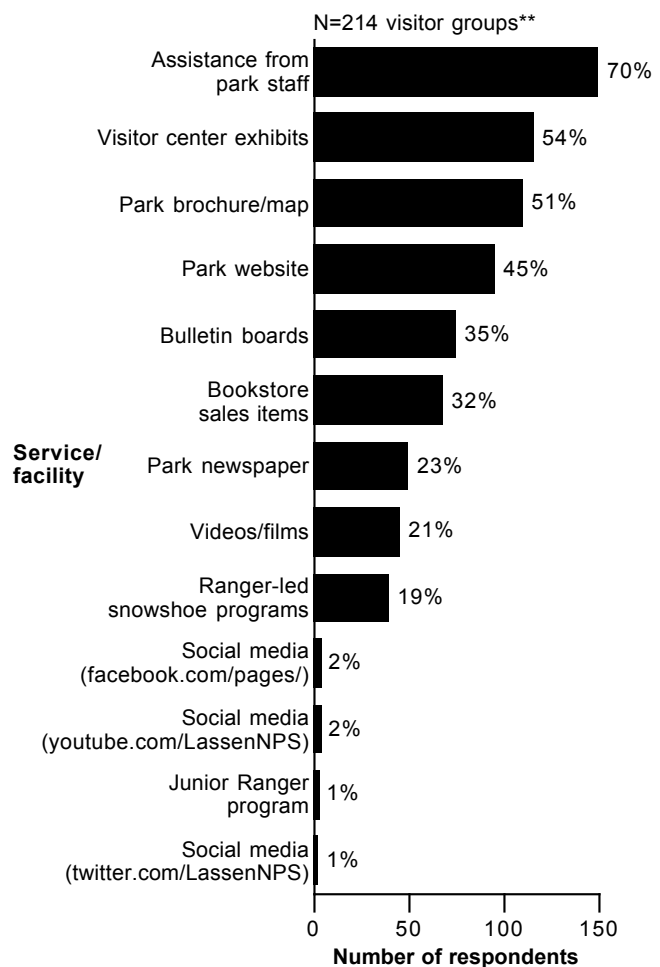


Figure 44. Information services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of information services and facilities

Question 14b

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 45 shows the combined proportions of “extremely important” and “very important” ratings of information services and facilities that were rated by 30 or more visitor groups.
- Table 21 shows the importance ratings of each service and facility.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 83% Park website
 - 79% Ranger-led snowshoe programs
 - 73% Assistance from park staff
- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:

6% Park newspaper: *Peak Experience*

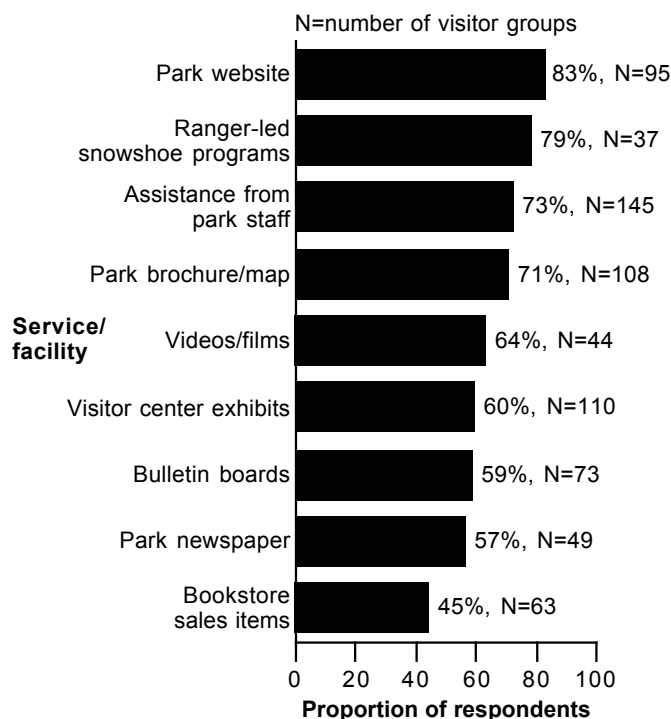


Figure 45. Combined proportions of “extremely important” and “very important” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 21. Importance ratings of information services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Assistance from park staff	145	1	5	21	43	30
Bookstore sales items	63	3	17	35	35	10
Bulletin boards	73	3	21	18	38	21
Junior Ranger program – CAUTION!	3	0	0	0	33	67
Park brochure/map	108	2	9	18	36	35
Park newspaper: <i>Peak Experience</i>	49	6	12	24	24	33
Park website	95	1	2	14	39	44
Ranger-led snowshoe programs	37	3	5	14	30	49
Social media (twitter) – CAUTION!	2	0	0	50	0	50
Social media (youtube) – CAUTION!	4	0	0	50	0	50
Social media (facebook) – CAUTION!	4	0	0	50	25	25
Videos/films	44	0	18	18	30	34
Visitor center exhibits	110	1	10	29	32	28

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of information services and facilities

Question 14c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 46 shows the combined proportions of “very good” and “good” ratings of information services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
 - 98% Assistance from park staff
 - 94% Visitor center exhibits
 - 94% Ranger-led snowshoe programs
- Table 22 shows the quality ratings of each service and facility.
- The services/facilities receiving the highest “very poor” rating that were rated by 30 or more visitor groups were:
 - 2% Videos/films
 - 2% Bookstore sales items

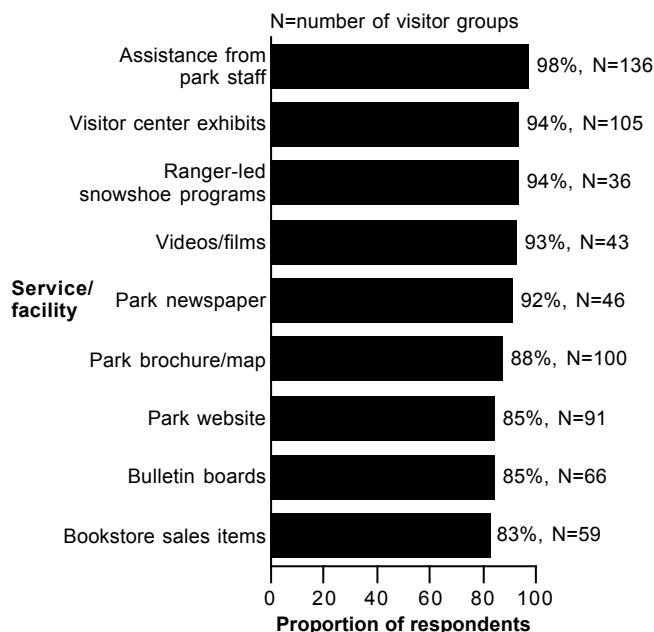


Figure 46. Combined proportions of “very good” and “good” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 22. Quality ratings of information services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Assistance from park staff	136	0	1	1	25	73
Bookstore sales items	59	2	2	14	36	47
Bulletin boards	66	0	0	15	50	35
Junior Ranger program – CAUTION!	3	0	0	33	0	67
Park brochure/map	100	0	0	12	38	50
Park newspaper: <i>Peak Experience</i>	46	0	0	9	33	59
Park website	91	0	1	14	41	44
Ranger-led snowshoe programs	36	0	0	6	25	69
Social media (twitter)	2	0	0	50	0	50
Social media (youtube)	4	0	0	0	50	50
Social media (facebook)	4	0	0	25	50	25
Videos/films	43	2	0	5	33	60
Visitor center exhibits	105	1	0	5	40	54

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of information services and facilities

- Figure 47 and Figure 48 show the mean scores of importance and quality ratings of information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average in importance and quality.

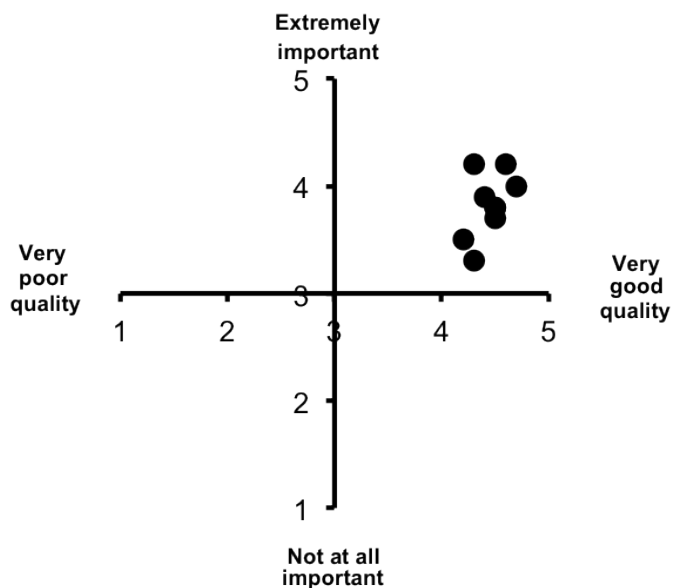


Figure 47. Mean scores of importance and quality ratings of information services and facilities

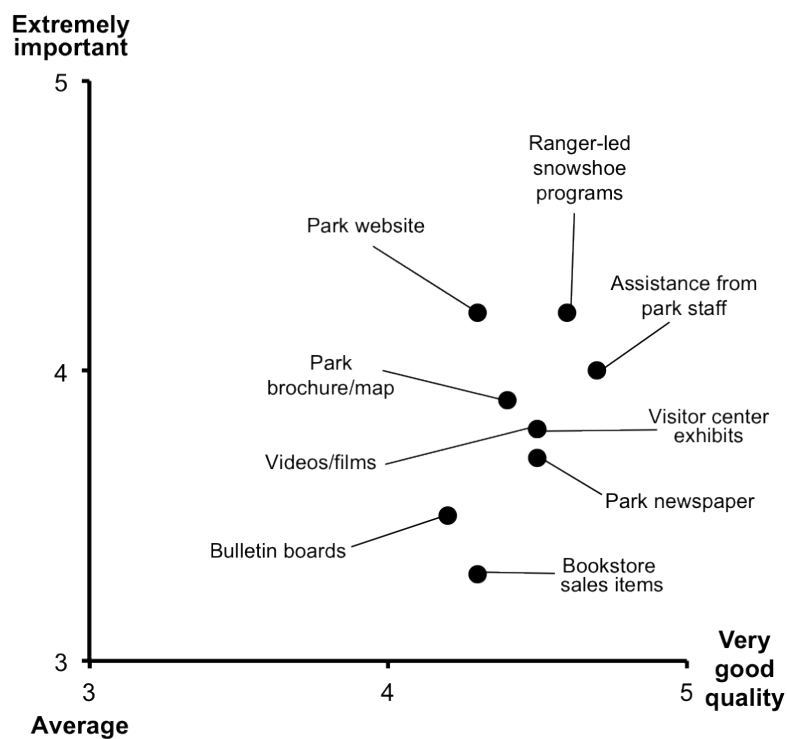


Figure 48. Detail of Figure 47

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor services and facilities used

Question 15a

Please indicate all the visitor services and facilities that your personal group used at Lassen Volcanic NP during this visit.

Results

- As shown in Figure 49, the most common visitor services and facilities used by visitor groups were:

91% Parking areas
91% Restrooms
68% Roads

- The least used service/facility was:

2% Southwest Campground

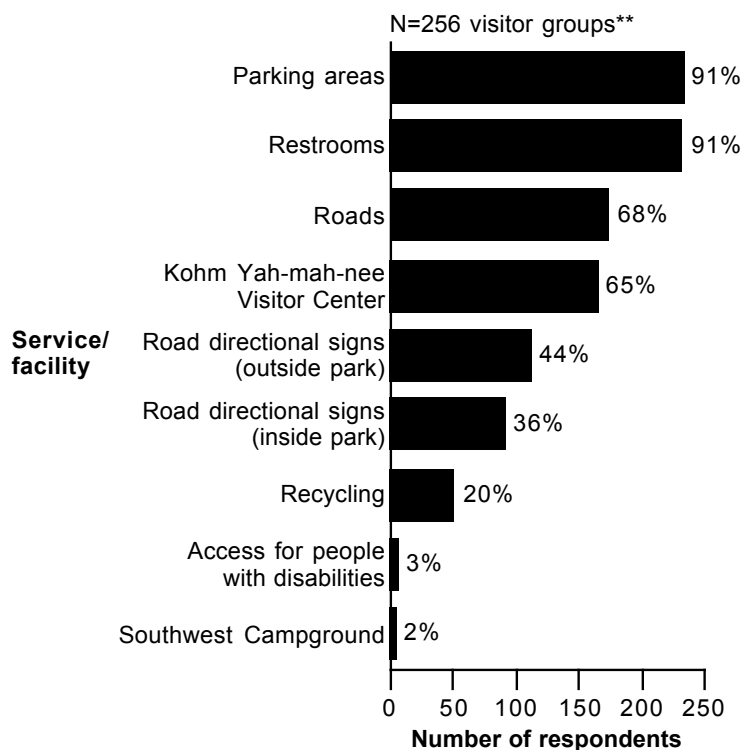


Figure 49. Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 15b

For only those services and facilities that your personal group used, please rate their importance to your visit from 1-5.

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 50 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The visitor services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 96% Roads
 - 92% Parking areas
 - 92% Restrooms
- Table 23 shows the importance ratings of each service and facility.
- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:
 - 2% Road directional signs (inside park)
 - 2% Road directional signs (outside park)
 - 2% Kohm Yah-mah-nee Visitor Center
 - 2% Recycling

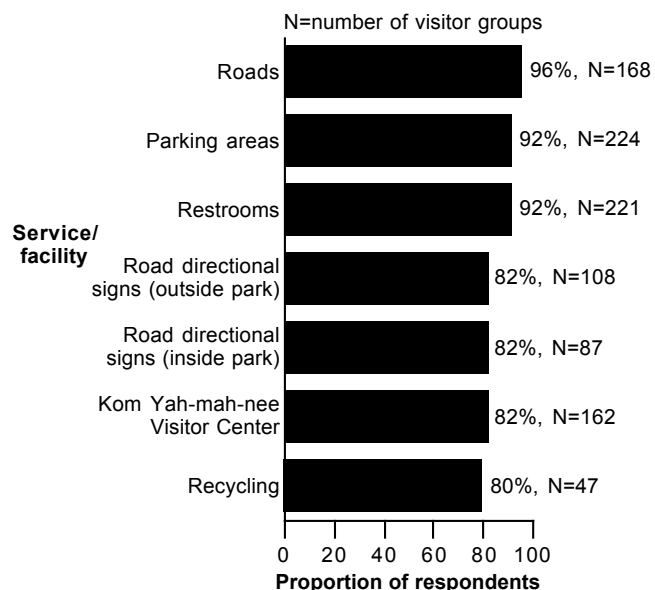


Figure 50. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 23. Importance ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%) [*]				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Access for people with disabilities – CAUTION!	5	20	0	0	20	60
Kohm Yah-mah-nee Visitor Center	162	2	2	13	33	49
Parking areas	224	1	1	6	34	58
Recycling	47	2	4	13	23	57
Restrooms	221	<1	1	6	23	69
Road directional signs (inside park)	87	2	2	13	33	49
Road directional signs (outside park)	108	2	4	12	38	44
Roads	168	1	1	2	30	66
Southwest Campground – CAUTION!	5	0	0	20	20	60

^{*}total percentages do not equal 100 due to rounding^{**}total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 15c

For only those services and facilities that your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

Results

- Figure 51 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
 - 98% Kohm Yah-mah-nee Visitor Center
 - 98% Restrooms
 - 94% Parking areas
- Table 24 shows the quality ratings of each service and facility.
- The services/facilities receiving the highest “very poor” rating that were rated by 30 or more visitor groups were:
 - 1% Kohm Yah-mah-nee Visitor Center
 - 1% Roads

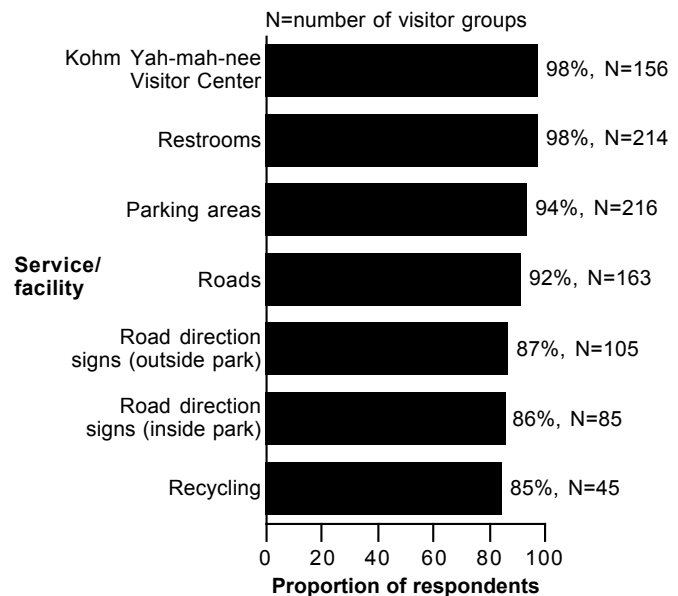


Figure 51. Combined proportions of “very good” and “good” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 24. Quality ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Access for people with disabilities – CAUTION!	5	0	0	20	40	40
Kohm Yah-mah-nee Visitor Center	156	1	0	2	21	77
Parking areas	216	0	0	6	31	63
Recycling	45	0	0	16	27	58
Restrooms	214	0	0	2	18	80
Road directional signs (inside park)	85	0	0	14	40	46
Road directional signs (outside park)	105	0	0	13	45	42
Roads	163	1	1	7	36	56
Southwest Campground – CAUTION!	4	0	0	0	50	50

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figure 52 and Figure 53 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average in importance and quality.

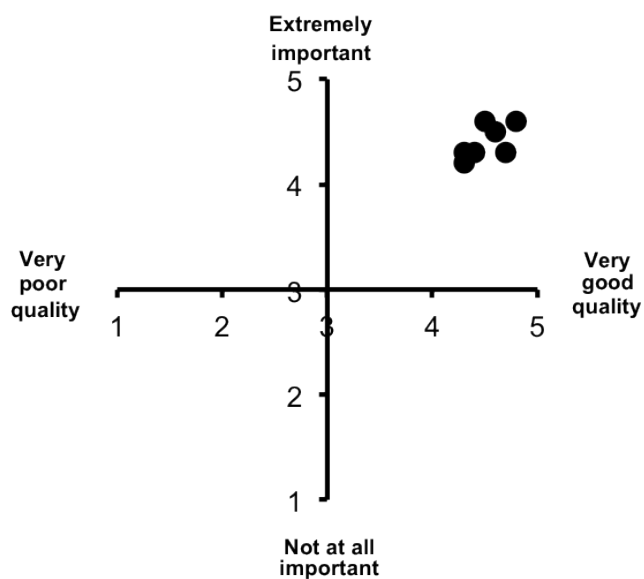


Figure 52. Mean scores of importance and quality ratings of visitor services and facilities

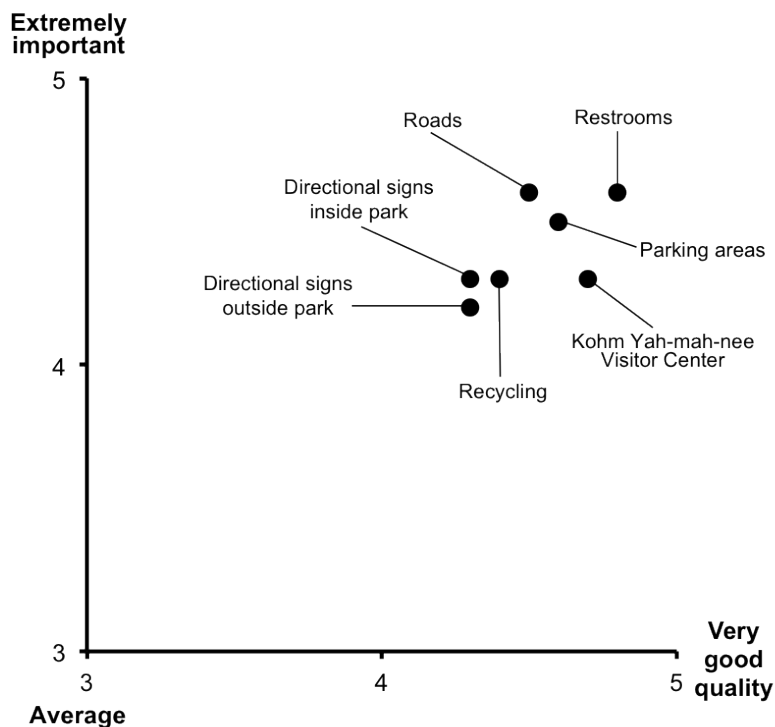


Figure 53. Detail of Figure 52

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Opinions about safety

Question 11a

For the safety issues below, please indicate how safe your personal group felt from crime and accidents during this visit to Lassen Volcanic NP.

Results

- Table 25 shows visitor groups' ratings of how safe they felt during their visit to Lassen Volcanic NP.

Table 25. Opinions about safety
(N=number of visitors)

Safety issue	N	Rating (%)*				
		Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
Personal safety — from crime	286	2	0	2	17	79
Personal safety — from accidents	285	1	1	7	38	52
Personal property — from crime	285	1	1	4	27	67

Question 11b

If you marked that you felt “very unsafe” or “unsafe” for any of the above issues, please explain why.

Results

- Table 26 shows visitor groups' explanations of “very unsafe” or “unsafe” ratings.

Table 26. Explanations of “very unsafe” or “unsafe” ratings
(N=10 comments; some visitor groups made more than one comment) – **CAUTION!**

Safety issue	Number of times mentioned
Personal safety - from crime	
No one there	1
Personal safety - from accidents	
Always worry about ice	1
Bears	1
Fell on ice in parking area	1
No one there	1
Slipping, falling on ice	1
Personal property - from crime	
Cautious with any group and parking lot	1
I didn't specify just because it is always a possibility that property can be stolen	1
No one there	1
No security for parked cars. Easy target for theft.	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures

Total expenditures inside and outside the park

Question 22

For your personal group, please estimate all expenditures for the items listed below for this visit to Lassen Volcanic NP and the surrounding area (within 75 miles of the park).

Results

- 63% of visitor groups spent \$1-\$200 (see Figure 54).
- 17% spent no money.
- 16% spent \$301 or more.
- The average visitor group expenditure was \$168.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$48.
- The average total expenditure per person (per capita) was \$68.
- As shown in Figure 55, the largest proportions of total expenditures inside and outside the park were:

34% Lodge, hotel, motel, cabin, B&B, etc.
 24% Gas and oil (auto, RV, boat, etc.)
 15% Restaurants and bars

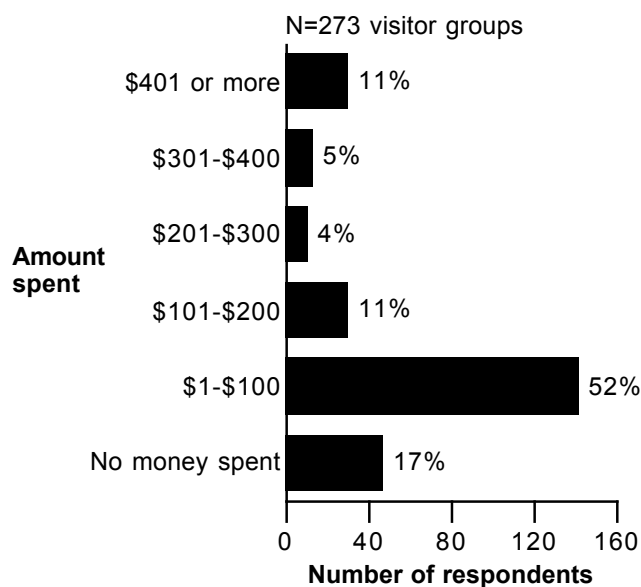


Figure 54. Total expenditures inside and outside the park

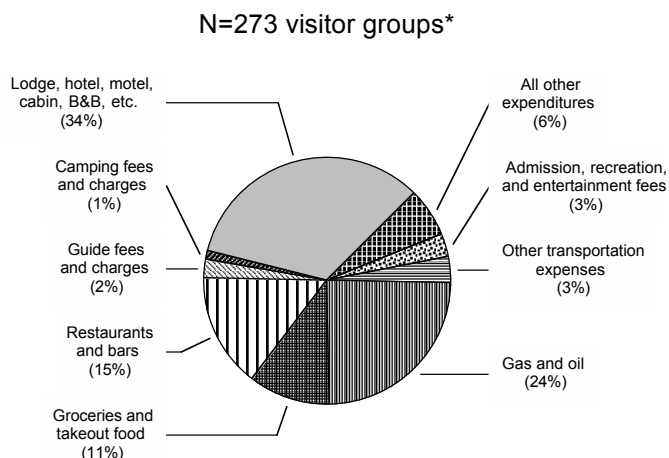


Figure 55. Proportions of total expenditures inside and outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of adults covered by expenditures

Question 22c

How many adults (18 years or older) do these expenses cover?

Results

- 64% of visitor groups had two adults covered by expenditures (see Figure 56).
- 21% had three or more adults covered by expenditures.

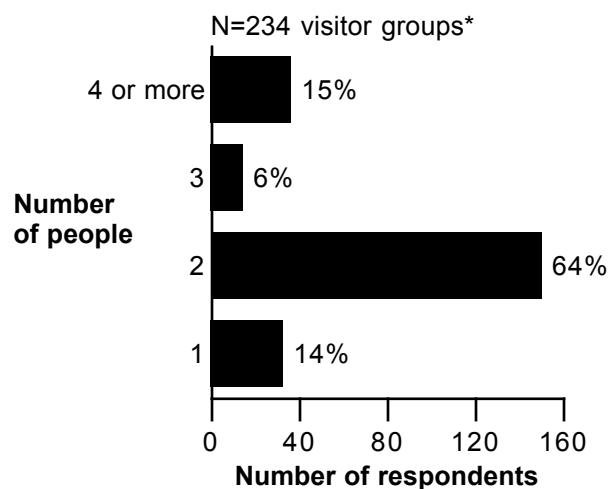


Figure 56. Number of adults covered by expenditures

Number of children covered by expenditures

Question 22c

How many children (under 18 years) do these expenses cover?

Results

- 74% of visitor groups had no children covered by expenditures (see Figure 57).
- 19% had one or two children covered by expenditures.

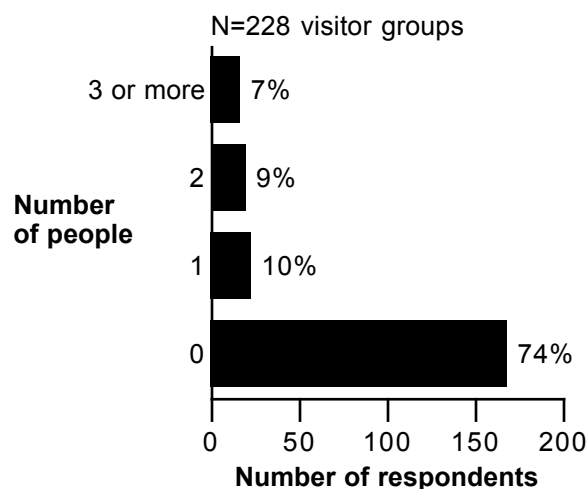


Figure 57. Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures inside the park

Question 22a

Please list your personal group's total expenditures inside Lassen Volcanic NP.

Results

- 47% of visitor groups spent \$1-\$50 (see Figure 58).
- 47% spent no money.
- The average visitor group expenditure inside the park was \$16.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$5.
- The average total expenditure per person (per capita) was \$11.
- As shown in Figure 59, the largest proportions of total expenditures inside the park were:

33% All other expenditures
27% Restaurants and bars
22% Admission, recreation, and entertainment fees

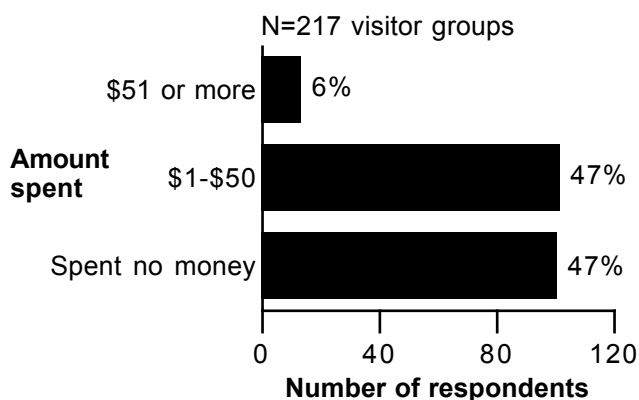


Figure 58. Total expenditures inside the park

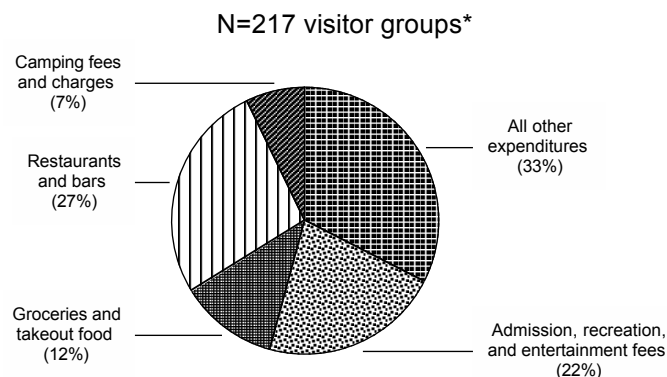


Figure 59. Proportions of total expenditures inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Camping fees and charges

- 93% of visitor groups spent no money on camping fees and charges inside the park (see Figure 60).
- 6% spent \$1-\$50.

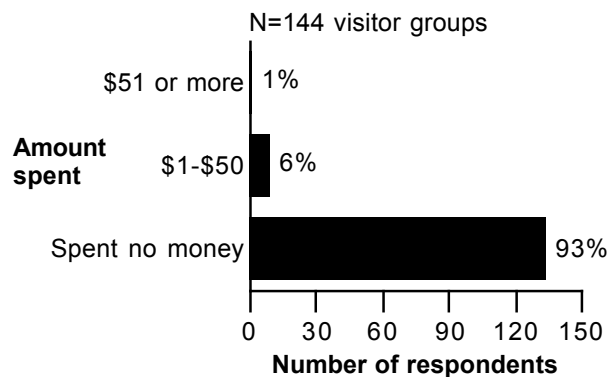


Figure 60. Expenditures for camping fees and charges inside the park

Restaurants and bars

- 65% of visitor groups spent no money on restaurants and bars inside the park (see Figure 61).
- 30% spent \$1-\$20.

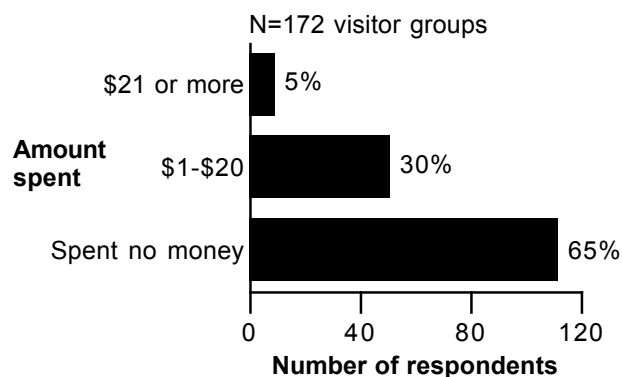


Figure 61. Expenditures for restaurants and bars inside the park

Groceries and takeout food

- 87% of visitor groups spent no money on groceries and takeout food inside the park (see Figure 62).

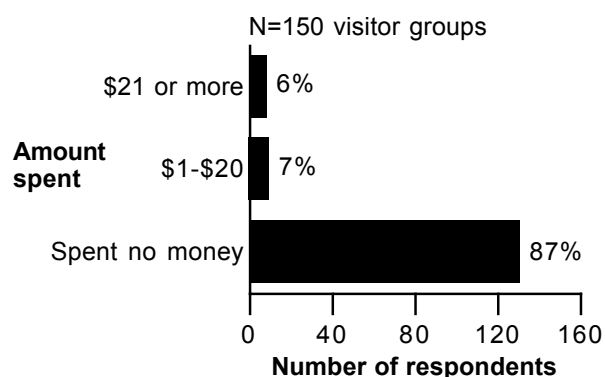


Figure 62. Expenditures for groceries and takeout food inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Admission, recreation, and entertainment fees

- 74% of visitor groups spent no money admission, recreation, and entertainment fees inside the park (see Figure 63).
- 20% spent. \$1-\$20.

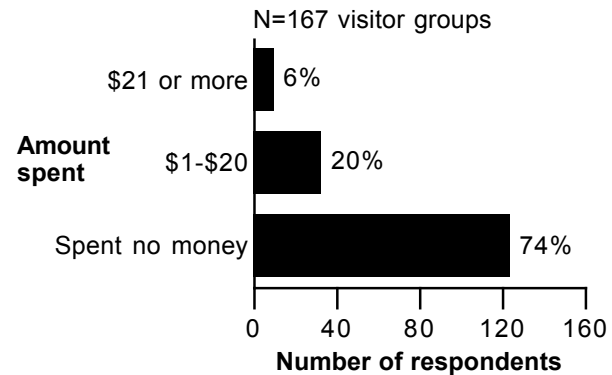


Figure 63. Expenditures for admission, recreation, and entertainment fees inside the park

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 72% of visitor groups spent no money on all other purchases inside the park (see Figure 64).
- 18% spent \$1-\$20.

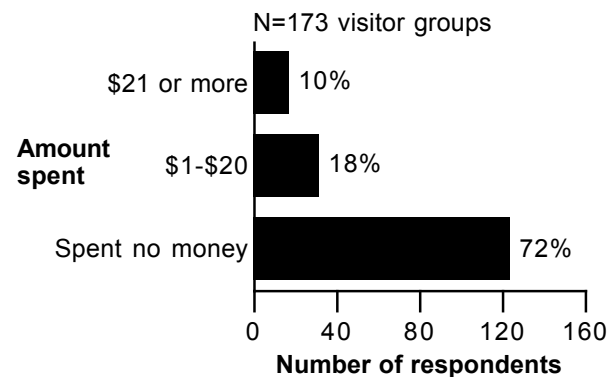


Figure 64. Expenditures for all other purchases inside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Expenditures outside the park

Question 22b

Please list your personal group's total expenditures in the surrounding area outside the park (within 75 miles of the park).

Results

- 52% of visitor groups spent \$1-\$100 (see Figure 65).
- 30% spent \$101 or more.
- 19% spent no money.
- The average visitor group expenditure outside the park was \$172.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$46.
- The average total expenditure per person (per capita) was \$77.
- As shown in Figure 66, the largest proportions of total expenditures outside the park were:
 - 36% Lodge, hotel, motel, cabin, B&B, etc.
 - 26% Gas and oil (auto, RV, boat, etc.)
 - 14% Restaurants and bars

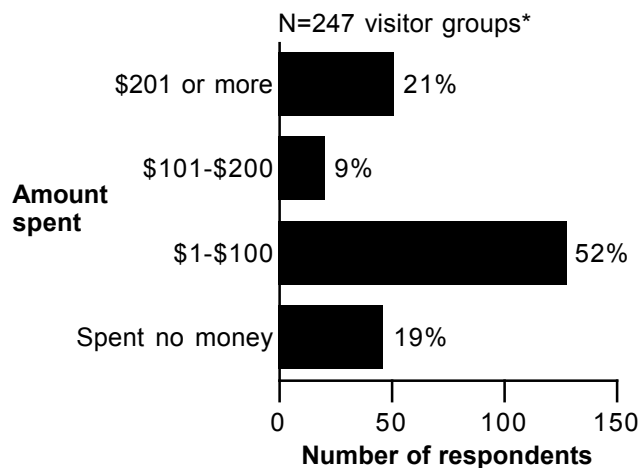


Figure 65. Total expenditures outside the park

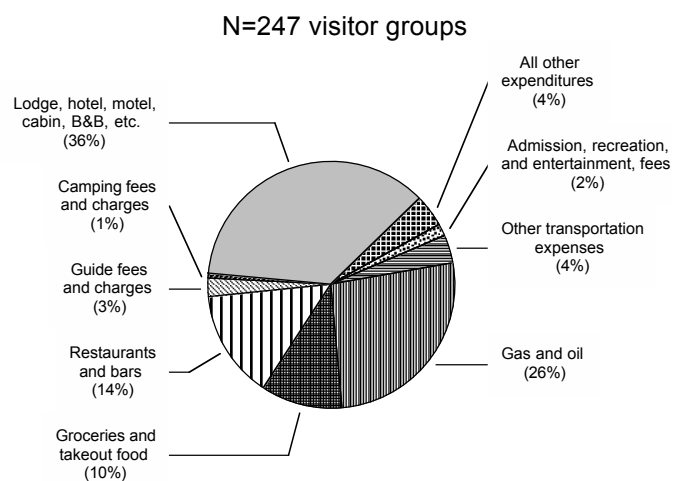


Figure 66. Proportions of total expenditures outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodge, hotel, motel, cabin, B&B, etc.

- 60% of visitor groups spent no money on lodging outside the park (see Figure 67).
- 25% spent \$101 or more.

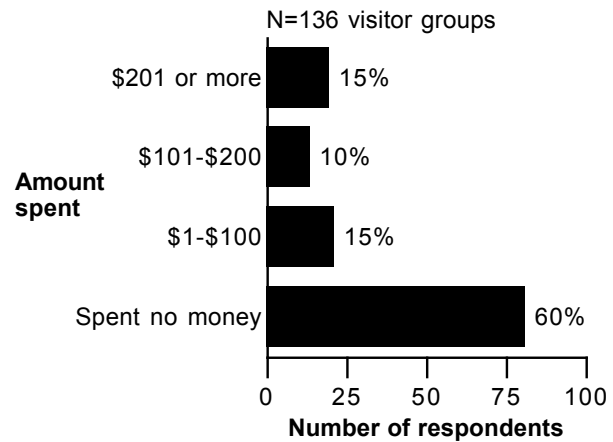


Figure 67. Expenditures for lodging outside the park

Camping fees and charges

- 99% of visitor groups spent no money on camping fees and charges outside the park (see Figure 68).

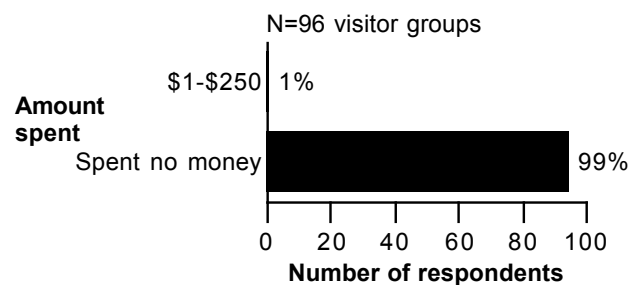


Figure 68. Expenditures for camping fees and charges outside the park

Guide fees and charges

- 98% of visitor groups spent no money on guide fees and charges outside the park (see Figure 69).

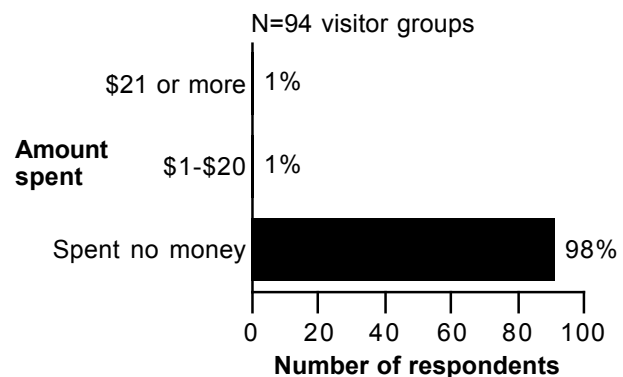


Figure 69. Expenditures for guide fees and charges outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Restaurants and bars

- 49% of visitor groups spent no money on restaurants and bars outside the park (see Figure 70).
- 41% spent \$1-\$100.

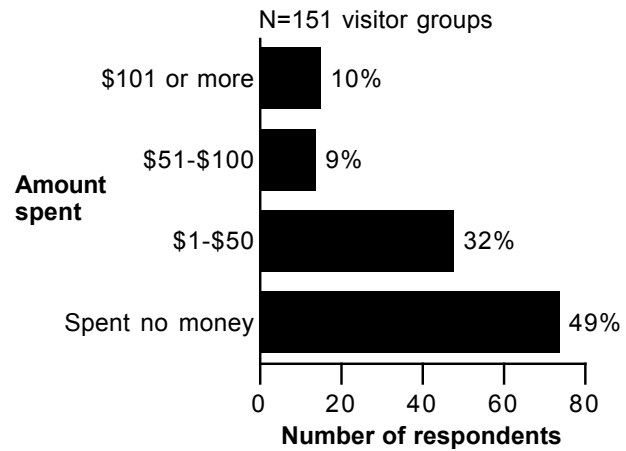


Figure 70. Expenditures for restaurants and bars outside the park

Groceries and takeout food

- 42% of visitor groups spent no money on groceries and takeout food outside the park (see Figure 71).
- 36% spent \$1-\$40.

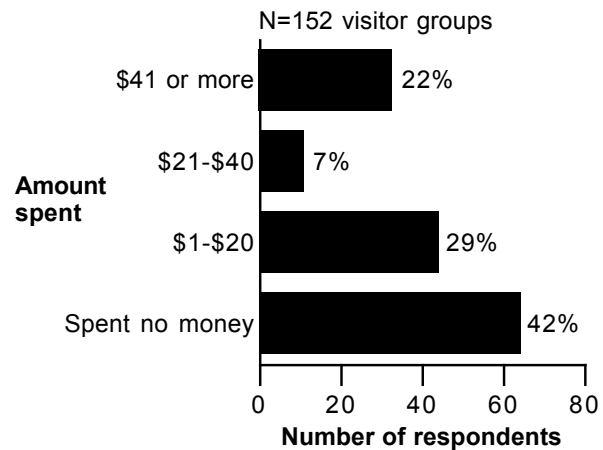


Figure 71. Expenditures for groceries and takeout food outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Gas and oil (auto, RV, boat, etc.)

- 71% of visitor groups spent \$1-\$100 on gas and oil outside the park (see Figure 72).
- 22% spent no money.

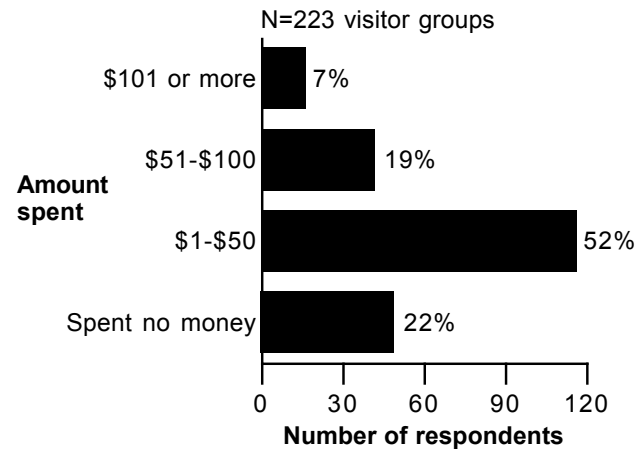


Figure 72. Expenditures for gas and oil outside the park

Other transportation (rental cars, taxis, auto repairs, but NOT airfare)

- 86% of visitor groups spent no money on other transportation outside the park (see Figure 73).

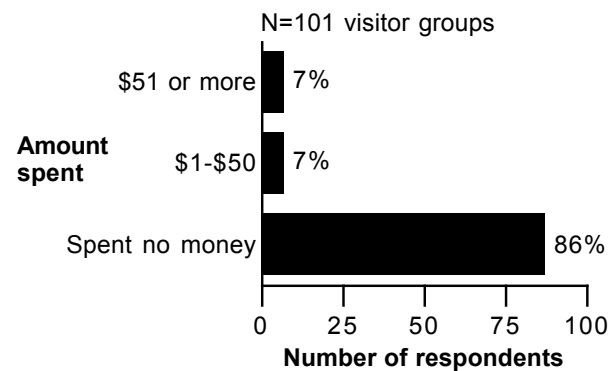


Figure 73. Expenditures for other transportation outside the park

Admission, recreation, and entertainment fees

- 86% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 74).

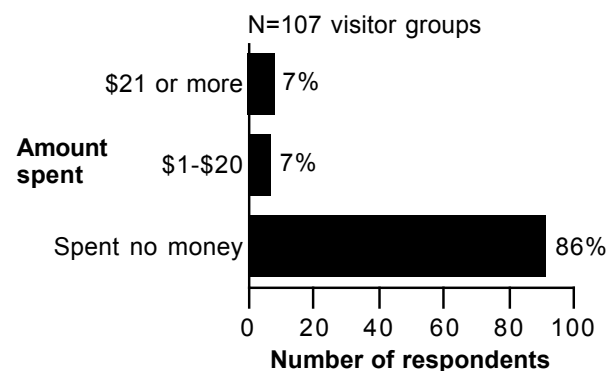


Figure 74. Expenditures for admission, recreation, and entertainment fees outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

- 75% of visitor groups spent no money on other purchases outside the park (see Figure 75).
- 13% spent \$21 or more.

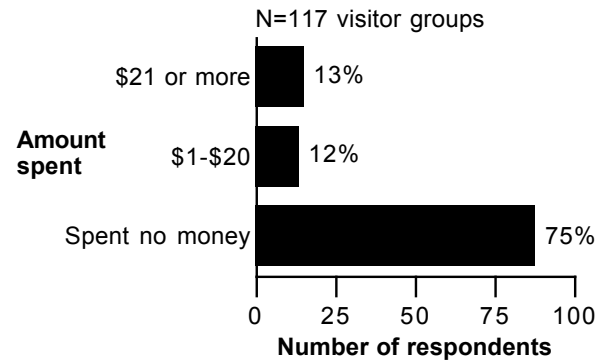


Figure 75. Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Income forgone to make this trip

Question 21c

How much income did your household forego to make this trip (due to taking unpaid time off from work)?

Results – Interpret with CAUTION!

- 15% of respondents had forgone income to make this trip (see Figure 76).
- Of those respondents that had forgone income, not enough responded to provide reliable results (see Figure 77).

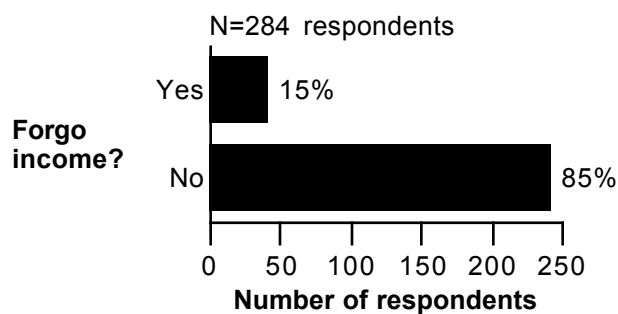


Figure 76. Respondents that had forgone income to make this trip

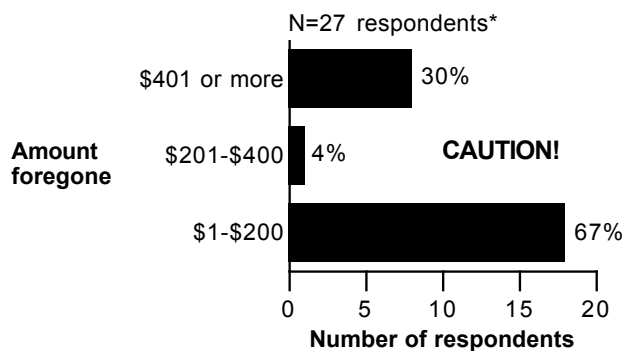


Figure 77. Income forgone to make this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for Future Visits

Preferred methods to learn about the park

Question 23

If you were to visit Lassen Volcanic NP in the future, how would your personal group prefer to learn about cultural and natural history/features of Lassen Volcanic NP?

Results

- 97% of visitor groups were interested in learning about the cultural and natural history/features of Lassen Volcanic NP on a future visit (see Figure 78).

- As shown in Figure 79, among those visitor groups that were interested in learning about the park, the most common methods to learn were:

67% Indoor exhibits
65% Self-guided tours
59% Outdoor exhibits
58% Printed materials

- “Other” methods (6%) were:

Being in nature/wilderness with no guides
Junior Ranger program
Ken Burns
Knowledge at hand
Park staff
Park staff out of the office and answering questions
Phone apps and GPS
Ranger-led programs
Ranger-led hikes
We liked the event at REI in Santa Rosa

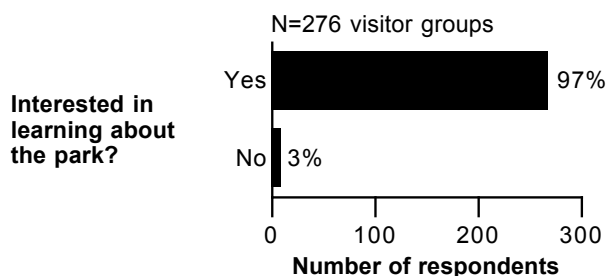


Figure 78. Visitor groups that were interested in learning about the cultural and natural history/features of Lassen Volcanic NP on a future visit

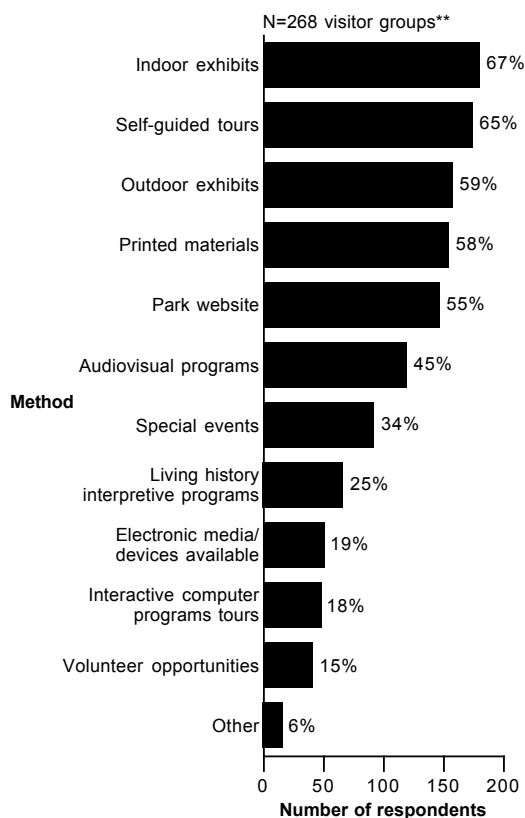


Figure 79. Preferred methods for learning about the cultural and natural history/features of Lassen Volcanic NP on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 25

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Lassen Volcanic NP during this visit?

Results

- 98% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 80).
- No visitor groups rated the quality as “very poor” or “poor.”

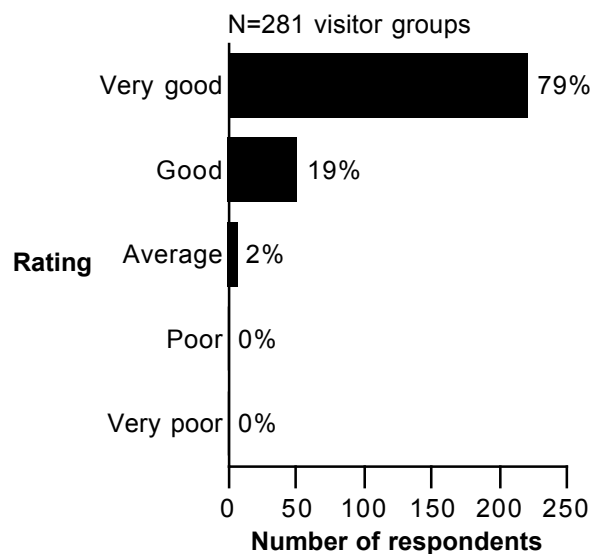


Figure 80. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comment Summaries

Additional comments

Question 24

Is there anything else your personal group would like to tell us about your visit to Lassen Volcanic NP? (Open-ended)

Results

- 51% of visitor groups (N=149) responded to this question.
- Table 27 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 27. Additional comments about visit to Lassen Volcanic NP
(N=279 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (18%)	
Rangers/staff were friendly	11
Rangers/staff were helpful	11
Rangers/staff were excellent	9
Rangers/staff were knowledgeable	6
Rangers/staff were professional	2
Rangers/staff were welcoming	2
Rangers/staff have limited knowledge of the park	2
Other comments	6
INTERPRETIVE SERVICES (9%)	
Enjoyed the snowshoe program	2
Park website was not current	2
Other comments	21
FACILITIES/MAINTENANCE (16%)	
Plow the roads	5
Visitor center was excellent	5
Park was well maintained	4
Appreciate restrooms were available 24/7	3
Need option to purchase food during winter	3
Paths were not well signed in winter	2
Other comments	23
POLICY/MANAGEMENT (8%)	
Clarify what facilities are open/closed during winter	4
Advertise the park	2
Park was closed	2
Other comments	14

Table 27. Additional comments about visit to Lassen Volcanic NP (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT (3%)	
Park was uncrowded	3
Other comments	5
GENERAL (47%)	
Great/excellent visit	19
Beautiful park	17
Love the park	12
Park is awesome/wonderful	9
Will visit again	9
Enjoyed winter activities (playing, skiing, sledding, snowshoeing)	8
Park is a gem/treasure	6
Gorgeous scenery	5
Repeat visitor	5
Thank you	4
It was fun	3
One of our favorite national parks	3
Park is close to home	3
Favorite place for hiking	2
Great/excellent park	2
Keep up the good work	2
Visit limited due to snow	2
Other comments	19

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 24

Is there anything else your personal group would like to tell us about your visit to Lassen Volcanic NP?
(Open-ended)

- A bit crowded, but it is winter so people do not have the space to spread out because the roads are closed, but hike/ski a little way and you can find solitude
- A place to sit for eating sack lunches (winter)
- All personnel were extremely nice and helpful. The paths are not well signed in winter.
- Always beautiful and enjoyable! A northern California "gem."
- Always exceptional
- Always many pleasures! We still miss our old ski areas here!!
- An iPhone app would be nice
- Availability of snowshoes was great! Thank you!
- Beautiful area, especially in the winter
- Beautiful day and park. A big treat to run into Margaret.
- Beautiful park, beautiful mountain. Climbed almost to the summit, breathtaking!
- Beautiful park, gorgeous scenery. Sorry that Manzanita Lake is only catch-and-release, should be stocked to encourage fisherman.
- Beautiful park, well maintained
- Beautiful scenery
- Beautiful scenery
- Been happy with what we have learned over the years about the park
- Consider a visitor center video geared towards elementary and junior high. Try to interest them when they are together.
- Could you please provide up-to-date, recent information about snow conditions on the web or phone recording and keep the web site up-to-date
- Everyone was helpful and friendly. The park was beautiful. We plan to visit often throughout the year. We just moved to Chico and we are glad that Lassen is so close.
- Excellent day, plenty of help if we needed it
- Excellent park, advise people to be prepared
- Excellent rangers, fantastic visit
- Excellent staff, beautiful snow
- Favorite place to go for hiking and spending the day (in the summer)
- Fewer people - wonderful! As much learning as Yellowstone!! And I don't have to go to Yellowstone!
- Fire yourself and everyone in your department with the title "administrator" or "superintendent" not the 25-year-old rangers who actually do work
- Free admissions, brought snacks from home, had snowshoes already
- Friendly staff, bathrooms/parking area well kept. Appreciate the 24 hour heated bathrooms at the visitor center!
- Friendly, safe and welcoming
- Good visit. However; we hit a large rock on the road (89) heading back which was upsetting and costly.
- Great place to camp and ski in winter. Keep it just like it is!

- Great place. Friendly staff.
- Great service. Great park.
- Great time
- Great times. I like the ski patrol in the winter.
- Great
- Guides for snowshoeing are excellent and patient
- Had a great time as always
- Had a great time snowshoeing
- Had fun
- I always have a good time when I visit
- I am very disappointed that you have closed access to Mt Lassen, since those kids were killed. I am so sorry about the accident. Tragic. I am a Dad, and I cannot imagine that loss. However, such a long closure is unjustified. If they closed Yosemite every time a fatal accident occurred it would be closed almost every year. I do admit, the work you have done on the mountain is nice. Still love the park. Thanks.
- I had just wished the road was plowed further up so I could have driven into the park further
- I live 20 miles from LVP and have attempted many times to be a volunteer - since 2008 - With Ms. Briley (retired) I talked to a volunteer at the park who gave me an app to send to Washington, DC. Last summer I emailed Kevin Sweeny - no results. Staff has limited info sometimes.
- I look forward to visiting during winter again soon
- I love our national parks, particularly Lassen Park because it is close to my home and my heart. I came here as a boy and started my love affair with the great outdoors.
- I was disappointed by ranger snowshoe walk. Almost no interpretation/info took too long to get organized. Asked questions, got ambiguous answers. Junior Ranger program was too hard. Ranger-led snowshoe program "not much interpretation." Visitor center exhibits - too much reading, not enough touching, experiencing etc. There was "no composting."
- It can have better road conditions to the Juniper Lake part of the park will be great
- It is a very special national park! Park that offers the visitors unique learning opportunities for outdoor activities.
- It should be made clear that in winter only Kohm-Yah-mah-nee is open. Loomis is closed.
- It was awesome and fun. We don't like the cabins that were put in at Manzanita Lake; they detract from the beauty.
- It was closed
- It was great
- It was great! Ranger that led guided snowshoe program was professional and informative.
- It was our first time seeing the "new" visitor center. You did a good job at building it.
- It was wonderful - great wintertime activity to snowshoe
- It was wonderful!! The rangers were patient and very knowledgeable.
- It would be helpful if the ski track could somehow be separate from the walking traffic. Maybe more obvious signage, perhaps after the sled area.
- It's a beautiful park in winter and summer. You can still be in snow on the 4th of July, which we were!
- It's awesome
- Keep as natural as possible
- Keep up the good work
- Kohm Yah-mah-nee visitor center was excellent facility. We look forward to exploring other areas of park on future visits.
- Lassen is one of the most underrated and lesser-known national parks in the west. We just moved to CA from NC and Lassen is one of our favorite places already.

- Lassen Park is a treasure for our family. We have a cabin nearby and spend as much time here as possible. I wish the lodge was open later and provided more opportunities for people to gather. It is beautiful and should be enjoyed by more people!
- Lassen Volcanic NP is a beautiful, wonderful extremely well maintained park. One of the wilder gems of NPS.
- Living nearby in Old Station, it would be nice if park stayed open for a longer season
- Love the peace and quiet of our visits
- Loved it beautiful place
- Lovely place! Beautiful red firs, great geology.
- Lassen Volcanic NP is best kept secret in the west
- Lassen Volcanic NP provides very little for winter visitors. A ski/snowshoe hut at Sunflower Flat would be very nice. Dust off your ski track-making machine and establish some nice ski tracks.
- Make B&B or hotel list inside the park and attract more people
- More film festivals! We would have purchased our lunches at the visitor center if the kitchen had been open.
- Nice
- No controlled burns between June 1 and November 1. Only an idiot would burn during the summer.
- One of my favorite national parks
- Open the park! It's always closed. Plow the snow. We came from far away just to find Lassen closed. We had to go there [Shasta] because they were open. Couldn't reach any of these [trails]. I have gone to Lassen three times; all three times it has been closed! Snow plow the road.
- Our favorite park for hiking and snowshoeing
- Our favorite park in the NP system. We visit often!
- Park closed - entrance person said we could go 1/2 mile inside and we enjoyed that view of mountain
- Park staff told us to hang food. I asked how many bear/snowshoe encounters? In 11 years at park person said 0 bear/snowshoe encounters.
- Plow roads in winter - Sequoia Park roads are open year around
- Rangers were well versed in knowledge of Lassen Park's history and natural surroundings
- Shanda was great! Rest of team was great as well Chris. Enjoyed meeting new people and having a beverage at the visitor center.
- Snowshoeing program was great
- So much so close to home. My children's real inheritance.
- Staff is very friendly and knowledgeable
- Staff was awesome
- Staff was very helpful and informative. We were only able to see a small part of the park due to snow but look forward to seeing more in the summer/fall.
- Staff/workers on January 17 was fantastic and very helpful. Really helped make my visit worthwhile.
- Thank you
- Thank you for being so informative
- The closure of Drakes Bay Oyster Farm in Sonoma County has a negative impact on the NPS brand
- The rangers are super helpful and friendly!! Kaitlin and Chris were great.
- The rangers were awesome. We could not find the entrance fee amount (\$10) at entrance but paid at visitor center. Was unaware visitor center was closed T-W-TH; was no food during week.
- The rangers were very helpful and friendly - our visit was on Friday 2/18/13
- The roads were closed. We were not told this at the gate. We did not own snowshoes. Wanted to see Bumpass Hill. Please plow.

- The staff are friendly, professional and obviously very happy in their positions. They always make us feel welcome.
- The visitor center is beautiful. Park staff very helpful.
- The visitor center is very good. It is the only close place with any snow.
- The winter road condition signs on HWY 44 and HWY 36 read "road closed through park", giving the impression that the park IS CLOSED. They should read "Park OPEN - road travel limited" or "Park OPEN - No through travel."
- Thrilled that the campground and bathroom were open/stay open year around. Can visit the park and camp and not have to pay for lodging elsewhere.
- Very easy for kids to play due to no crowds and visitor center being close to sledding and trails
- Very pleasant. We will be back more often. The visitor center exhibits were not open at our entrance, but we like to visit when available.
- Very thankful restrooms open 24/7
- We always have a wonderful time whenever we visit
- We are concerned with the cracking cement to the entrance of the Kohm Yah-mah-nee visitor center
- We came for the film festival and would come again. We visit in the summer for camping and love hiking, outdoor activities.
- We could not get on top of snow because of ice
- We did not have snowshoes or skis so we could not walk very far from parking lot. A rental facility would be useful.
- We enjoy the park both summer and winter
- We enjoyed our visit immensely - the warm, friendly and helpful park rangers, the clean and beautiful facilities and beauty of the tiny part of Lassen Park we were able to see. I am looking forward to returning when I can experience more of the NP.
- We enjoyed our visit
- We enjoyed the snowshoe tour, especially the snow/ice houses. We also enjoyed playing in the snow and breathing the clean air. I think that was the loop [Manzanita Lake snowshoe loop] we took on the ranger-led snowshoe tour from the visitor center. It was uncrowded and beautiful!
- We enjoyed the special hot winter alcoholic drinks - a nice treat to end the visit
- We had a great time
- We had friends up from Oakland. We intended to see the film-festival. I drove to the wrong entrance!
- We have been to Lassen Volcanic NP for 10 years annually - great job you guys. Need more movies. Hello!!! 1 movie??? Hello!!!!
- We like the relatively small population of tourists that visit the park especially in areas that are not popular such as Kings Creek
- We love coming to the park
- We love Kohm Yah-mah-nee. She is sacred and clean and on old, old land. Not aware of service signs, per se.
- We love Lassen NP and the southern entrance. The facilities are excellent! Thank you!
- We love the new visitors center! When our children were younger, they loved the Junior Ranger program.
- We love the park - we were unhappy with how long the 2012 summer fire was allowed to burn
- We love the park. Thank you!
- We love the small crowds
- We love this park
- We love this park
- We loved it! Students from our school in Redding love going up here. Great job.

- We loved our visit and will be back! I wish that the ranger at the visitor services desk had offered to sell us a better trail map than the free one. We could have used better trail map with mileage/topography.
- We miss the old chalet. We miss skiing in the park.
- We need more snow
- We were at Burney Falls. Good if it were told that Lassen NP is mostly closed, by road signs or parks staff. We wouldn't have driven there then.
- We were just glad that we could get to the information center. The scenery was spectacular.
- We were unaware that the visitor center was closed on Tuesdays (my regular day off). We were a little disappointed.
- We would have enjoyed it more if the furniture in the visitor center was more rustic and cabin and wish there had been a fire in the fireplace. Also the snow blocks the view out the windows so it feels like you are in a hole, not in one of the most beautiful places in the world. Wish there was more t-shirts of a higher quality and came in more larger sizes.
- We would like more trails to be developed. Better/closer parking for Manzanita Creek trail.
- We would like trail distances and elevations included on the trail maps
- Winter wonderland wonderful
- Wonderful place. Very helpful staff.
- Wonderful! Loved it! Beautiful, quiet. Excellent advice from rangers.
- Would be great if dogs were allowed in more area of the park (lakes, trails, snow)
- Would like more advanced talks and classes (snowshoeing) or hikes
- Would like the cafe open, even if limited during the winter and Lassen Peak trail to be completed.
- Would like to see security cameras in parking lots. When away from parking lots, we are always concerned with possible theft/break-ins.
- You need more people who know about the park, this electronic stuff is just boring and doesn't answer questions
- You need to advertise on Google

Appendix 1: The Questionnaire



U.S. Department of the Interior
National Park Service
Social Science Division
Visitor Services Project



Lassen Volcanic National Park Visitor Study



OMB Control Number: 1024-0224
Current Expiration Date: 8-31-2014



United States Department of the Interior

NATIONAL PARK SERVICE
Lassen Volcanic National Park
P.O. Box 100
Mineral, CA 96063



IN REPLY REFER TO:

February 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Lassen Volcanic 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 after your visit 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 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.




We appreciate your help.

Sincerely,

Darlene M. Koontz
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 (O), 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.

Your Visit To Lassen Volcanic National Park

NOTE: In this questionnaire, your **personal group** is defined as 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.

1. Prior to your visit, how did your personal group obtain information about Lassen Volcanic National Park (NP)? Please mark (●) **all** that apply.

☐ Did not obtain information prior to visit → **Go to Question 2**

☐ Chamber of Commerce/visitors bureau/state welcome center

☐ Friends/relatives/word of mouth

☐ Highway signs

☐ Inquiry to park via phone, mail, or email

☐ Lassen Volcanic NP website: www.nps.gov/lavo

☐ Other websites — Which one(s)? _____

☐ Local businesses (hotels, motels, restaurants, etc.)

☐ Maps/brochures

☐ Newspaper/magazine articles

☐ Previous visits

☐ School class/program

☐ Social media (such as Facebook, Twitter, etc.)

☐ Television/radio programs/DVDs

☐ Travel guides/tour books (such as AAA, etc.)

☐ Other (Please specify) _____

2. On this trip, where did your personal group stay on the **night before** and the **night after** visiting Lassen Volcanic 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 _____

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 Lassen Volcanic National Park. 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 questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection 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.

3. a) On this trip, did your personal group stay overnight away from your **permanent residence** either inside Lassen Volcanic NP or within the area (within 75 miles of the park)?

☐ Yes ☐ No → **Go to Question 4**

- b) If YES, please list the number of nights your personal group stayed in Lassen Volcanic NP and the area within 75 miles of the park.

_____ Number of nights inside Lassen Volcanic NP

_____ Number of nights in the **area** outside Lassen Volcanic NP

- c & d) In which types of lodging did your personal group spend the night(s) in Lassen Volcanic NP and/or in the area within 75 miles of the park? Please mark (●) **all** that apply.

c) Inside park	d) Outside park (within 75 miles)	Accommodation
n/a	<input type="radio"/>	Lodge, hotel, motel, vacation rental, B&B, etc.
<input type="radio"/>	<input type="radio"/>	RV/trailer camping
<input type="radio"/>	<input type="radio"/>	Snow camping in campground
<input type="radio"/>	<input type="radio"/>	Backpacking in backcountry
<input type="radio"/>	n/a	Other (Specify) _____
n/a	<input type="radio"/>	Other (Specify) _____

4. On this trip, what was the **primary** reason that your personal group came to the Lassen Volcanic NP **area** (within 75 miles of the park)? Please mark (●) **one**.

- ☐ Resident of the area (within 75 miles of the park)
- ☐ Visit Lassen Volcanic NP (includes use of park facilities/services/activities)
- ☐ Visit other attractions in the area
- ☐ Visit friends/relatives in the area
- ☐ Traveling through – unplanned visit
- ☐ Business
- ☐ Other (Please specify) _____

5. On this trip, which of the following towns did your personal group travel through to arrive at Lassen Volcanic NP? Please mark (●) **all** that apply.

☐ Burney ☐ Chico ☐ Red Bluff ☐ Shingletown

☐ Chester ☐ Redding ☐ Reno ☐ Susanville

6. a) When did your personal group make the decision to visit Lassen Volcanic NP? Please mark (●) **one**.

- ☐ On the day of the visit
- ☐ The day before the visit
- ☐ 3-7 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

- b) Which factors affected your personal group's decision to visit Lassen Volcanic NP on the day that you visited? Please mark (●) **all** that apply.

- ☐ Availability of lodging and other amenities in the area
- ☐ Availability of vacation time
- ☐ Expecting fewer crowds in the park
- ☐ Expecting lower travel costs
- ☐ Information received after arriving in the Lassen Volcanic NP area (within 75 miles of any entrance point)
- ☐ Interest in seeing Lassen scenery in wintertime
- ☐ Interest in winter activities
- ☐ Snow and favorable weather conditions for winter activities
- ☐ Sun and mild weather conditions
- ☐ Other (Please specify) _____

7. a) On this visit, how long did your personal group stay at Lassen Volcanic NP? Please list partial hours or days as 1/4, 1/2, or 3/4.

_____ Number of hours, if **less than 24 hours**

_____ Number of days, if **24 hours or more**

- b) On this visit, how many times did your personal group enter the park?

_____ Number of entries

8. a) On this visit, in which activities did your personal group participate within Lassen Volcanic NP? Please mark (●) **all** that apply in column (a).

- b) If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led snowshoe programs
<input type="radio"/>	<input type="radio"/>	Camping
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	Cross-country skiing
<input type="radio"/>	<input type="radio"/>	Enjoying solitude/quiet
<input type="radio"/>	<input type="radio"/>	Nature study (birdwatching, wildlife viewing, stargazing)
<input type="radio"/>	<input type="radio"/>	Playing in the snow
<input type="radio"/>	<input type="radio"/>	Snowshoeing (other than ranger-led snowshoe program)
<input type="radio"/>	<input type="radio"/>	Visiting visitor center
<input type="radio"/>	n/a	Other – this visit (Specify) _____
n/a	<input type="radio"/>	Other – future visit (Specify) _____

- c) Which one of the above activities was the **primary** reason your personal group visited Lassen Volcanic NP on this visit? Please list **one**.

9. a) If you had not chosen to visit Lassen Volcanic NP on this trip, what other recreation site would you have visited instead? Please mark (●) "None" or specify below.

☐ None (Specify) _____

- b) How far is this alternative site from your home? _____ miles

10. a) On this visit to Lassen Volcanic NP, which park routes did your personal group ski/snowshoe? Please mark (●) **all** that apply in column (a).

- b) For the trails that your personal group skied/snowshoed, please rate from 1-4 how crowded you felt by people.

- b) **If you skied/snowshoed, how crowded?**

1=Not at all crowded

2=Slightly crowded

3=Moderately crowded

4=Extremely crowded

- a) **Trails skied/snowshoed?**

Mark (●)

<input type="radio"/>	Brokeoff Mountain	_____
<input type="radio"/>	Butte Lake Road	_____
<input type="radio"/>	Forest Lake	_____
<input type="radio"/>	Lassen Peak	_____
<input type="radio"/>	Main Park Road from southwest area	_____
<input type="radio"/>	Manzanita Creek	_____
<input type="radio"/>	Manzanita Lake Snowshoe Loop	_____
<input type="radio"/>	Nobles Emigrant Trail	_____
<input type="radio"/>	Ridge Lakes	_____

11. a) For the safety issues below, please indicate how safe your personal group felt from crime and accidents during this visit to Lassen Volcanic NP. Please mark (●) **one** answer for each issue.

How safe did you feel in the park?

Safety issue	Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
--------------	-------------	--------	-------------------------	------	-----------

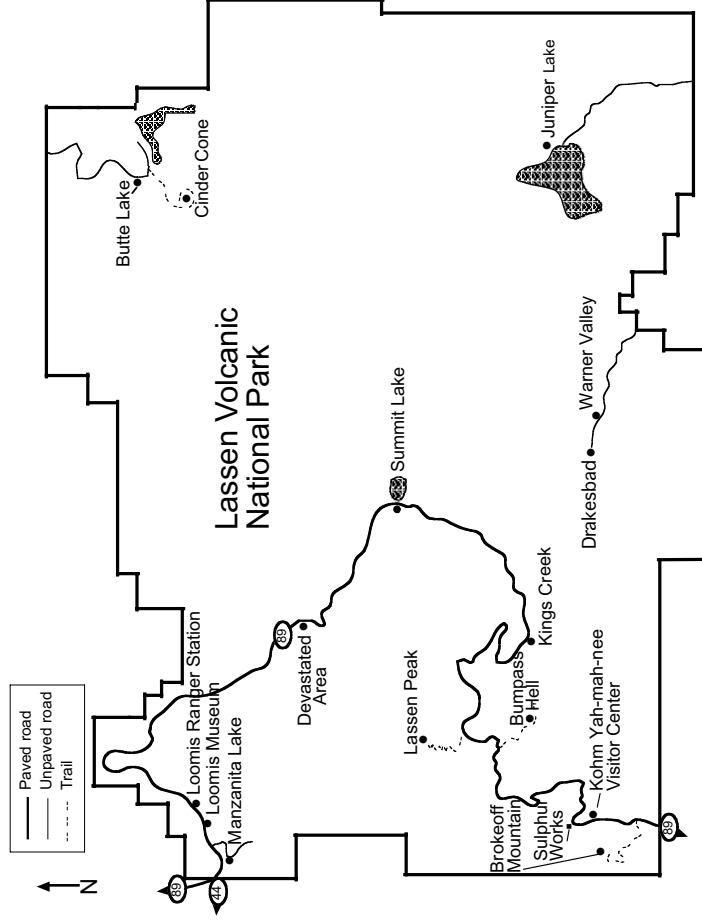
Personal safety—from crime ☐ ☐ ☐ ☐ ☐

Personal safety—from accidents ☐ ☐ ☐ ☐ ☐

Personal property—from crime ☐ ☐ ☐ ☐ ☐

- b) If you marked that you felt "very unsafe" or "unsafe" for any of these issues, please explain why.

12. On this visit to Lassen Volcanic NP, which park sites did your personal group visit? Please mark (●) **all** that apply.



- ☐ Brokeoff Mountain ☐ Loomis Museum
☐ Butte Lake ☐ Loomis Ranger Station
☐ Devastated Area ☐ Manzanita Lake
☐ Kohm Yah-mah-nee Visitor Center ☐ Sulphur Works
☐ Lassen Peak ☐ Summit Lake
☐ Other (Please specify) _____

13. When visiting an area such as Lassen Volcanic NP, 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) _____

c) What **services** in the park need to be provided in languages other than English? Please mark (●) "None" or specify a service(s).

- ☐ None **OR** Service(s) (Specify) _____
 14. a) Please mark (●) **all** the information services and facilities that your personal group **used** at Lassen Volcanic NP during this visit.
 b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
 c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

- b) **If used, how important?**
 1=Not at all important
 2=Slightly 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

a) Information services/facilities used?

Mark (●)

- ☐ Assistance from park staff
☐ Bookstore sales items (selection, price, etc.)
☐ Bulletin boards
☐ Junior Ranger program
☐ Park brochure/map
☐ Park newspaper: *Peak Experiences*
☐ Park website: www.nps.gov/lavo (used before or during visit)
☐ Ranger-led snowshoe programs
☐ Social media (twitter.com/LassenNPS)
☐ Social media (youtube.com/LassenNPS)
☐ Social media (facebook.com/pages/Lassen-Volcanic-National-Park)
☐ Videos/films
☐ Visitor center exhibits

15. a) Please mark (●) **all** of the visitor services and facilities that your personal group **used** at Lassen Volcanic NP during this visit.

b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

a) Visitor services/facilities used?	b) If used, how important?	c) If used, what quality?
	1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
Mark (●)		

- ☐ Access for people with disabilities
- ☐ Kohm Yah-mah-nee Visitor Center
- ☐ Parking areas
- ☐ Recycling
- ☐ Restrooms
- ☐ Road directional signs (inside park)
- ☐ Road directional signs (outside park)
- ☐ Roads
- ☐ Southwest Campground

16. On this visit, was your personal group part 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 (Please specify below) ☐ Yes ☐ No
- _____

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

_____ Number of people in organized group

17. 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, including yourself, were in your personal group?

_____ Number of people in personal group

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

_____ Number of vehicles

18. For your personal group on this visit, please provide the following. (If you do not know the answer, leave blank).

Number of visits to Lassen Volcanic NP			
a) Current age	b) U.S. ZIP code or name of country other than U.S.	(including this visit)	
		c) Past 5 years	d) Lifetime

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

19. 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 to Question 20**

b) If YES, what services or activities were difficult to access/participate in?

- c) Because of the physical condition, what specific problems did the person(s) have? Please mark (●) **all** that apply.

- ☐ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
- ☐ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
- ☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses, or due to blindness)
- ☐ Other (Please specify) _____

20. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

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

Yes, Hispanic or Latino

☐ ☐ ☐ ☐ ☐ ☐ ☐

No, not Hispanic or Latino

☐ ☐ ☐ ☐ ☐ ☐ ☐

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

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

American Indian or Alaska Native

☐ ☐ ☐ ☐ ☐ ☐ ☐

Asian

☐ ☐ ☐ ☐ ☐ ☐ ☐

Black or African American

☐ ☐ ☐ ☐ ☐ ☐ ☐

Native Hawaiian or other Pacific Islander

☐ ☐ ☐ ☐ ☐ ☐ ☐

White

☐ ☐ ☐ ☐ ☐ ☐ ☐

21. a) Which category best represents your annual **household** income? Please mark (●) **only 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

- c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Please mark (●) "None" or specify the amount forgone.

☐ None **OR** Amount forgone \$ _____

22. For your personal group, please estimate all expenditures for the items listed below for this visit to Lassen Volcanic NP and the surrounding area (within 75 miles of the park). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Lassen Volcanic NP.
- b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 75 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Lassen Volcanic NP.

EXPENDITURES

a) Inside park b) Outside park

Spent no money (●) ☐ **Go to (b)** ☐ **Go to (c)**

Lodge, hotel, motel, cabin, B&B, etc.

☐ n/a ☐ \$ _____

Camping fees and charges

☐ \$ _____ ☐ \$ _____

Guide fees and charges

☐ n/a ☐ \$ _____

Restaurants and bars

☐ \$ _____ ☐ \$ _____

Groceries and takeout food

☐ \$ _____ ☐ \$ _____

Gas and oil (auto, RV, boat, etc.)

☐ n/a ☐ \$ _____

Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)

☐ n/a ☐ \$ _____

Admission, recreation, and entertainment fees

☐ \$ _____ ☐ \$ _____

All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)

☐ \$ _____ ☐ \$ _____

- c) How many people do the above expenses cover? Please write "0" if no children were covered by the expenditures.

_____ Adults (18 years or over) _____ Children (under 18 years)

23. If you were to visit Lassen Volcanic NP in the future, how would your personal group prefer to learn about cultural and natural history/features of Lassen Volcanic NP? Please mark (●) **all** that apply.
- ☐ Not interested in learning about the park → **Go to Question 24**
 - ☐ Audiovisual programs (DVD, video, or movie)
 - ☐ Electronic media/devices available to visitors (podcasts, MP3, Windows Media™, etc.)
 - ☐ Indoor exhibits
 - ☐ Interactive computer programs tours
 - ☐ Living history/costumed interpretive programs
 - ☐ Outdoor exhibits
 - ☐ Park website: www.nps.gov/lavo
 - ☐ Printed materials (brochures, books, maps, etc.)
 - ☐ Self-guided tours
 - ☐ Special events
 - ☐ Volunteer opportunities
 - ☐ Other (Please specify) _____

24. Is there anything else your personal group would like to tell us about your visit to Lassen Volcanic NP?

25. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Lassen Volcanic NP 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.

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Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary reason for being in the area, and respondent's place of residence were five variables that were used to check for non-response bias.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If the p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Chi-square tests were used to detect the difference in the group types, whether the park is the primary reason for being in the area, and respondent's place of residence. The hypotheses were there would be no significant difference between respondents and non-respondents in terms of whom they travelled with, why they were in the area, or where they came from. If the p-value is greater than 0.05, the differences are judged to be insignificant.

The hypotheses for checking non-response bias are: Respondents and non-respondents are not significantly difference in terms of:

1. Average age
2. Number of people they were travelling with in a personal group
3. Type of group which they were travelling with
4. Primary reason for travelling to the area
5. Proximity from home to the park

As shown in Table 3 - Table 6, the p-values for all variables except for group type are less than 0.05, indicating significant difference between respondents and non-respondents. There is potential non-response bias that would affect the survey results. Visitors who were younger than 40 years old at the time of the survey, who travelled in larger group (more than 4 people), who lived within 50 miles radius of the park, and who visited the park as one of the several destinations were underrepresented in the survey results. In addition, none of the international visitors responded to the survey. The results, especially demographic information should be interpreted with caution.

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