



U.S. Department of the Interior

National Park Service  
Social Science Program  
Visitor Services Project



# Grant-Kohrs Ranch National Historic Site

## Visitor Study





IN REPLY REFER TO:

**United States Department of the Interior**

**NATIONAL PARK SERVICE**  
Grant-Kohrs Ranch National Historic Site  
266 Warren Lane  
Deer Lodge, MT 59722



Summer 2013

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Grant-Kohrs Ranch National Historic Site. 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 Lena Le, Director Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), [lenale@uidaho.edu](mailto:lenale@uidaho.edu) (email).

We appreciate your help.

Sincerely,

Travis Poulson  
Superintendent

**DIRECTIONS**

At the end of your visit:

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

Like this: ●

Not like this:    

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

**Paperwork Reduction Act Statement:** The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by Grant-Kohrs Ranch National Historic Site. Your response is voluntary. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and 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 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), [lenale@uidaho.edu](mailto:lenale@uidaho.edu) (email).

## Your Visit To Grant-Kohrs Ranch National Historic Site

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. a) Prior to this visit, how did your personal group obtain information about Grant-Kohrs Ranch National Historic Site (NHS)? Please mark (●) **all** that apply in column (a).

☐ Did not obtain information prior to visit → **Go to part (b) of this question**

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

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Grant-Kohrs Ranch NHS NPS website: <a href="http://www.nps.gov/grko">www.nps.gov/grko</a>
<input type="radio"/>	<input type="radio"/>	Glacier National Park visitor newspaper or webpage
<input type="radio"/>	<input type="radio"/>	Yellowstone National Park visitor guide or webpage
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	School class/program
<input type="radio"/>	<input type="radio"/>	Social media (Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	State welcome center/visitors bureau/chamber of commerce
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (AAA, Fodors, hiking, walking, etc.)
<input type="radio"/>	n/a	Other, this visit (Specify) _____
n/a	<input type="radio"/>	Other, future visit (Specify) _____

- c) From the sources you used prior to this visit, did your personal group receive the type of information about the park that you needed?

☐ No ☐ Yes → **Go to Question 2**

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

2. a) Did your personal group obtain information from the park website (<http://www.nps.gov/grko>) to plan your trip to Grant-Kohrs Ranch NHS?

☐ Yes ☐ No → **Go to Question 3**

- b) Overall, how would your personal group rate the quality of information provided on the park website? 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"/>

- c) Did your personal group find the information that you needed on the park website?

☐ No ☐ Yes → **Go to Question 3**

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

3. a) Was every member in your personal group a resident of the Grant-Kohrs Ranch NHS **area** (within 50 miles of the park)?

☐ No ☐ Yes → **Go to Question 4**

- b) Was visiting Grant-Kohrs Ranch NHS the primary reason nonresident members of your personal group came to the **area** (within 50 miles of the park)?

☐ No ☐ Yes → **Go to part (d) of this question**

- c) If NO, what was your primary destination? Please list only one destination.
-

d) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Grant-Kohrs Ranch NHS **area** (within 50 miles of the park)? Please mark (●) only **one**.

- ☐ Car                      ☐ Motorcycle                      ☐ SUV/truck/van  
☐ Motorhome              ☐ Airplane  
☐ Other (Please specify) \_\_\_\_\_

4. When did your personal group make the decision to visit Grant-Kohrs Ranch NHS? Please mark (●) **one**.

- ☐ On the day of or 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

5. What is the **primary** purpose of Grant-Kohrs Ranch NHS? Please mark (●) only **one** response.

- ☐ To educate the public on healthy grasslands and ranching practices  
☐ To display the main ranch house as an example of settlement in the west  
☐ To memorialize Johnny Grant and Conrad Kohrs – the two former owners of the ranch  
☐ To provide an understanding of the open range cattle era of the nation's history  
☐ Other (Please specify) \_\_\_\_\_

6. a) On this visit, how many hours **in total** did your personal group spend visiting the Grant-Kohrs Ranch NHS? Please list partial hours as 1/4, 1/2, or 3/4.

\_\_\_\_\_ Number of hours

b) On this visit, how many vehicles did your personal group use to arrive at Grant-Kohrs Ranch NHS? If you did not arrive by vehicle please write "0".

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

7. a) On this trip, did your personal group stay overnight away from home in the Grant-Kohrs Ranch NHS area (within 50 miles of the park)?

☐ Yes ☐ No → **Go to Question 8**

- b) If YES, please list the number of nights your personal group stayed in Grant-Kohrs Ranch area (within 50 miles of the park).

\_\_\_\_\_ Number of nights in Grant-Kohrs Ranch area

- c) In which type(s) of accommodations did your personal group spend the night(s) in the local area? Please mark (●) **all** that apply.

☐ Lodge, motel, rented condo/home, cabin, B&B

☐ Residence of friends or relatives

☐ RV camping in a developed campground

☐ Tent camping in developed campground

☐ Backcountry camping

☐ Other (Please specify) \_\_\_\_\_

8. a) For you only, if you had been unable to visit Grant-Kohrs Ranch NHS on this trip, would you have visited at another time?

☐ No, unlikely ☐ Yes, likely → **Go to Question 9**

- b) If NO, what would you have done with the time you spent on this trip? Please mark (●) **one**.

☐ Gone somewhere else → Distance from home \_\_\_\_\_ miles

- OR -

Location \_\_\_\_\_

☐ Vacationed at home (Place, city, & state)

☐ Gone to work at my regular job

☐ Not sure/none of these

9. On this visit to Grant-Kohrs Ranch NHS, in which guided tours/talks did your personal group participate? Please mark (●) **all** that apply.

☐ None → **Go to question 11**

☐ Blacksmith talk

☐ Main ranch house tour

☐ Cowboy talk

☐ Visitor Center porch talk

☐ Chuckwagon talk

☐ Wagon tour

☐ Other (Please specify) \_\_\_\_\_

10. a) If your personal group participated in more than one tour/talk please select **one** program on which you would like to provide feedback.

Program \_\_\_\_\_

Next, for the program that you selected, how would you rate the quality of the tour/talk? Please mark (●) **one** response for each of the following aspects of the program.

b) Tour/talk length      ☐ Too short      ☐ About right      ☐ Too long

c) Ability to attend at desired time      ☐ Able to attend tour/talk at desired time      ☐ NOT able to attend tour/talk at desired time

d) Ability to see      ☐ Able to see well      ☐ Had difficulty

e) Topics discussed on tour/talk      ☐ Of interest      ☐ NOT of interest

- f) During the tour/talk, did your personal group learn something about Grant-Kohrs Ranch NHS that is relevant or meaningful to your life today?

☐ Yes

☐ No

☐ Not sure

- g) Is there any aspect of the story that needs to be strengthened?

☐ No → **Go to question 11**

☐ Yes (Please be specific) \_\_\_\_\_

11. If your personal group did not participate in any ranger-led programs/tours/talks, what prevented you from participating? Please mark (●) **all** that apply.

☐ Did not have time for program

☐ Program was not available at the time of the visit

☐ Topic discussed is not of interest

☐ Was not aware of the program

☐ Other reasons (Please specify) \_\_\_\_\_



12. Grant Kohrs Ranch NHS presents different stories via interpretive media including exhibits, museum, electronic media, ranger programs, hands on activities and demonstrations.

- a) On this visit, please indicate if your personal group learned about the following topics through park interpretive media. Please mark (●) Yes or No for each topic.
- b) For those topics that your personal group learned during this visit, how much did your level of understanding of the topics improve during your visit? Please mark (●) one answer for each topic.

a) Learned on this visit?		Topic	b) Level of understanding improvement			
Yes	No		Not at all	Slightly	Somewhat	Significantly
<input type="radio"/>	<input type="radio"/>	Open Range Cattle era	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Significance of cattle drives and roundups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Role of rangeland/grasses in ranching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Life of a historic cowboy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Role of cattle and horses in ranching history	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Life of a cattle baron and family in the Victorian time period	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Skills used in traditional ranching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. During this visit, which of the following sites at Grant-Kohrs Ranch NHS did your personal group visit? Please mark (●) **all** that apply.

- |   |  |
|---|--|
| <input type="radio"/> Fields/pastures                           | <input type="radio"/> Bunkhouse row    |
| <input type="radio"/> Museum storage building                   | <input type="radio"/> Blacksmith shop  |
| <input type="radio"/> Nature trail                              | <input type="radio"/> Chicken coop     |
| <input type="radio"/> Pastures across the river                 | <input type="radio"/> Clark Fork River |
| <input type="radio"/> Ranch house                               | <input type="radio"/> Garden           |
| <input type="radio"/> Thoroughbred barn (wagon collection)      | <input type="radio"/> Visitor Center   |
| <input type="radio"/> Warren Ranch (across the railroad tracks) |  |

14. a) On this visit, in which activities did your personal group participate within Grant-Kohrs Ranch NHS? 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) <b>This visit</b>	b) <b>Future visit</b>	<b>Activity</b>
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Birding and/or wildlife viewing
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	Learning about the history of the site
<input type="radio"/>	<input type="radio"/>	Obtaining National Park Passport book stamp
<input type="radio"/>	<input type="radio"/>	Participate in hands-on ranger programs (butter making, pioneer games, quilting, etc.)
<input type="radio"/>	<input type="radio"/>	Participate in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Shopping in park store (at visitor center)
<input type="radio"/>	<input type="radio"/>	Taking a self-guided tour via electronic media/devices available to visitors (downloadable digital files, podcasts, interactive computer programs/tours, etc.)
<input type="radio"/>	<input type="radio"/>	Taking a self-guided tour with non-electronic media
<input type="radio"/>	<input type="radio"/>	Viewing exhibits
<input type="radio"/>	<input type="radio"/>	Viewing livestock (horses, cattle)
<input type="radio"/>	<input type="radio"/>	Visiting the museum storage facility (collection of artifacts)
<input type="radio"/>	<input type="radio"/>	Walking/hiking park trails
<input type="radio"/>	<input type="radio"/>	Watching heritage demonstrations (haying with beaverslide, shoeing horses, mini cattle trail drive, flood irrigation practices)
<input type="radio"/>	n/a	Other – this visit (Specify) _____
n/a	<input type="radio"/>	Other – future visit (Specify) _____

15. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Grant-Kohrs Ranch NHS 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) <b>Services/facilities used</b> Mark (●)	b) <b>If used, how important?</b> 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) <b>If used, what quality?</b> 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Beaverslide video	_____	_____
<input type="radio"/> Bunkhouse audio	_____	_____
<input type="radio"/> Historic building room displays/exhibits	_____	_____
<input type="radio"/> Wayside exhibits	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Ranger-led programs	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Trails	_____	_____
<input type="radio"/> Visitor center (overall)	_____	_____
<input type="radio"/> Visitor center sales items (selection, price, etc.)	_____	_____

16. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Grant-Kohrs Ranch NHS 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"/>

17. It is the National Park Service's responsibility to protect Grant-Kohrs Ranch NHS natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes in the park to your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not at all important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fishery resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic buildings and resources (ranch house, museum objects, fences)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic plants (gardens, pastures, hayfields)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic viewsapes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native birds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of an historic ranch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ranger-led programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional ranching skills (roping, branding, flood irrigation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. a) What did your personal group like **most** about your visit to Grant-Kohrs Ranch NHS?

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- b) What did your personal group like **least** about your visit to Grant-Kohrs Ranch NHS?
- \_\_\_\_\_
- \_\_\_\_\_

19. For your personal group, please estimate all expenditures for the items listed below for this visit to Grant-Kohrs Ranch NHS and the surrounding **area** (within 50 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 Grant-Kohrs Ranch NHS.

- b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 50 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this trip** to Grant-Kohrs Ranch NHS.

	<b>EXPENDITURES</b>	
	a) <b>Inside park</b>	b) <b>Outside park</b>
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
Lodge, hotel, motel, cabin, B&B, etc.	n/a	\$ _____
Camping fees and charges	n/a	\$ _____
Guide fees and charges	n/a	\$ _____
Restaurants and bars	n/a	\$ _____
Groceries and takeout food	n/a	\$ _____
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	n/a	\$ _____
Admission, recreation, entertainment fees	n/a	\$ _____
All other purchases (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)

20. If you were a park superintendent/site manager planning for the future of Grant-Kohrs Ranch NHS what would your personal group propose?

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21. a) On this trip, which of the following national park sites did your personal group visit before arriving at Grant-Kohrs Ranch NHS? Please mark (●) **all** that apply in column a).

- b) Which of the following national park sites does your personal group plan to visit after departing from Grant-Kohrs Ranch NHS? Please mark (●) **all** that apply in column b).

a) Visit before		b) Visit after
<input type="radio"/>	None	<input type="radio"/>
<input type="radio"/>	Glacier National Park	<input type="radio"/>
<input type="radio"/>	Yellowstone National Park	<input type="radio"/>
<input type="radio"/>	Little Big Horn National Battlefield	<input type="radio"/>
<input type="radio"/>	Big Hole National Battlefield	<input type="radio"/>
<input type="radio"/>	Big Horn National Recreation Area	<input type="radio"/>
<input type="radio"/>	Other (Specify) _____	n/a
n/a	Other (Specify) _____	<input type="radio"/>

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

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Grant-Kohrs Ranch NHS (including this visit) Lifetime to date
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

23. 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 (scouts, work, church, etc.) ☐ 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

24. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with?

☐ Alone ☐ Friends

☐ Family ☐ Family and friends

☐ Other (Please specify) \_\_\_\_\_

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

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

25. a) For you only, 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 \$ \_\_\_\_\_

26. Is there anything else your personal group would like to tell us about your visit to Grant-Kohrs Ranch NHS?

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





**OFFICIAL BUSINESS**

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Park Studies Unit  
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