



Big Hole National Battlefield Visitor Study

Summer 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/811



ON THE COVER

The Nez Perce camp at sunrise

Photograph courtesy of Tom Ritzheimer

Big Hole National Battlefield Visitor Study

Summer 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/811

Marc F. Manni, Douglas Eury, and Yen Le

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83844-1139

May 2014

U.S. Department of the Interior
National Park Service
Natural Resource Stewardship and Science
Fort Collins, Colorado

The National Park Service, Natural Resource Stewardship and Science office in Fort Collins, Colorado, publishes a range of reports that address natural resource topics. These reports are of interest and applicability to a broad audience in the National Park Service and others in natural resource management, including scientists, conservation and environmental constituencies, and the public.

The Natural Resource Report Series is used to disseminate high-priority, current natural resource management information with managerial application. The series targets a general, diverse audience, and may contain NPS policy considerations or address sensitive issues of management applicability.

All manuscripts in the series receive the appropriate level of peer review to ensure that the information is scientifically credible, technically accurate, appropriately written for the intended audience, and designed and published in a professional manner.

Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

Views, statements, findings, conclusions, recommendations, and data in this report do not necessarily reflect views and policies of the National Park Service, U.S. Department of the Interior. Mention of trade names or commercial products does not constitute endorsement or recommendation for use by the U.S. Government.

This report is available from the Social Science Division (<http://www.nature.nps.gov/socialscience/index.cfm>) and the Natural Resource Publications Management website (<http://www.nature.nps.gov/publications/nrpm/>). To receive this report in a format optimized for screen readers, please email irma@nps.gov.

This report and other reports by the Visitor Services Project (VSP) are available from the VSP website (<http://www.psu.uidaho.edu/c5/vsp/vsp-reports/>) or by contacting the VSP office at (208) 885-2585.

Please cite this publication as:

Manni, M. F., D. Eury, and Y. Le. 2014. Big Hole National Battlefield visitor study: Summer 2013. Natural Resource Report NPS/NRSS/EQD/NRR—2014/811. National Park Service, Fort Collins, Colorado.

Contents

	Page
Executive Summary	vii
Acknowledgements.....	x
About the Authors.....	x
Introduction.....	1
Organization of the Report	1
Presentation of the Results.....	2
Methods.....	3
Survey Design and Procedures	3
Sample size and sampling plan	3
Questionnaire design.....	3
Survey procedure	4
Data analysis	4
Limitations	5
Special conditions	5
Checking non-response bias	6
Results.....	7
Group and Visitor Characteristics	7
Visitor group size.....	7
Visitor group type	7
Visitors with organized groups	8
United States visitors by state of residence.....	10
Visitors from Montana and adjacent states by county of residence.....	11
International visitors by country of residence.....	12
Number of visits to park in lifetime.....	13
Visitor age.....	14
Visitors of Hispanic or Latino ethnicity.....	15
Visitor race.....	15
Visitors with physical conditions affecting access/participation	16
Respondent household income	18
Respondent household size	18
Awareness of park management	19
Trip/Visit Characteristics and Preferences	20
Information sources prior to visit.....	20
Information sources for future visit	22
Park website	23
Park as destination	25
Primary destination	25
Reasons for visiting Big Hole NB	28
Places stayed on night prior to visit	30
Places stayed on night after visit.....	32
Services used in nearby communities	34
Number of vehicles	37
Number of park entries	37

Contents (continued)

	Page
Overnight stays	38
Accommodations used in the local area outside the park	39
Length of visit	39
Local attractions visited	40
Expected activities on this visit	43
Activities on this visit	44
Most important activity	45
Ranger-led programs	46
Topics learned on this visit	46
The Big Hole battle that took place on August 9-10, 1877	47
The Nez Perce Flight of 1877	48
The culture of the Nez Perce people	49
Contemporary American Indian connections to Big Hole NB	50
Ratings of Services, Facilities, Attributes, Resources, and Elements	51
Information services and facilities used	51
Importance ratings of information services and facilities	52
Quality ratings of information services and facilities	54
Mean scores of importance and quality ratings of information services and facilities	56
Visitor services and facilities used	57
Importance ratings of visitor services and facilities	58
Quality ratings of visitor services and facilities	60
Mean scores of importance and quality ratings of visitor services and facilities	62
Importance of protecting park resources and attributes	63
Interaction with park staff	65
Expenditures	66
Total expenditures inside and outside the park	66
Number of adults covered by expenditures	67
Number of children covered by expenditures	67
Expenditures inside the park	68
Expenditures outside the park	69
Preferences for Future Visits	74
Ranger-led programs for future visit	74
Preferred length of ranger-led programs	74
Preferred methods to learn about the park	75
Overall Quality	76
Visitor Comment Summaries	77
What visitors liked most	77
What visitors liked least	79
Planning for the future	81
Additional comments	83
Visitor Comments	85

Contents (continued)

	Page
Appendix 1: The Questionnaire	103
Appendix 2: Additional Analysis.....	105
Appendix 3: Decision Rules for Checking Non-response Bias	107
References.....	108

Executive Summary

This visitor study report profiles a systematic random sample of Big Hole National Battlefield (NB) visitors during July 30-August 8, 2013. A total of 349 questionnaires were distributed to visitor groups. Of those, 227 questionnaires were returned, resulting in a 65% response rate.

Group size and type	Sixty-four percent of visitor groups consisted of two people, 20% were in groups of three or four, and 12% were visiting alone. Seventy percent of visitor groups consisted of family groups and 13% were with friends.
State or country of residence	United States visitors were from 36 states and comprised 93% of total visitation during the survey period, with 24% from Montana and 10% from Idaho. International visitors were from 10 countries and comprised 7% of total visitation during the survey period with 31% from Canada and 19% from Switzerland.
Frequency of visits	For 73% of visitors, this was their first visit in their lifetime, while 20% had visited two or three times, and 7% had visited four or more times.
Age, ethnicity, race, and income level	Fifty-eight percent of visitors were ages 51-70 years, 16% were 26-50 years old, 12% were 71 years or older, and 11% were ages 15 years or younger. One percent of visitors were Hispanic or Latino. Ninety-five percent of visitors were White, 2% were American Indian or Alaska Native, and 2% were more than one race. Twenty-one percent of respondents reported an income level of \$50,000-\$74,999 and 16% had an income level of \$75,000-\$99,000.
Physical conditions	Seven percent of visitor groups had members with physical conditions affecting their ability to access services or participate in activities.
Awareness of park prior to visit	Fifty-seven percent of visitor groups were aware that Big Hole NB is managed as a unit of the National Park System.
Information sources	Most visitor groups (65%) obtained information about the park prior to their visit most often through maps/brochures (39%), previous visits (32%), and friends/relatives/word of mouth (31%). Most visitor groups (90%) received the information they needed. Seventy percent of visitor groups prefer to use the Big Hole NB website to obtain information for a future visit.
Park as destination	During the on-site interview, 77% of visitor groups said the park was one of several destinations, 13% said the park was not a planned destination, and for 9%, the park was their primary destination. Of the visitor groups that returned their questionnaire, 20% indicated the park was their primary destination on this trip.
Primary reason for visiting the park	The most common primary reasons for visiting the park were to visit historic sites (52%), take a scenic drive/view scenery (47%), and travel through to other destinations (41%).
Services used in nearby communities	Eighty-six percent of visitor groups obtained support services in nearby communities. The communities most often used included Darby-Hamilton, MT (32%), Wisdom, MT (30%), and Salmon, ID (30%). Ninety-six percent of visitor groups were able to obtain all the services they needed in nearby communities.

Executive Summary (continued)

Transportation	Ninety-four percent of visitor groups used one vehicle to arrive at the park, while 5% used two vehicles.
Number of park entries	Ninety-four percent of visitor groups entered the park once, while 6% entered twice on this visit.
Overnight stays	Sixty-two percent of visitor groups stayed overnight, away from home, in the area within 90 miles of the park, of which 43% stayed one night, 34% stayed two or three nights, and 24% stayed four or more nights. Fifty-four percent of visitor groups stayed in lodges, motels, rented condos/homes, cabins, or bed and breakfast, while 27% were RV/trailer camping in a developed campground.
Length of visit	Fifty percent of visitor groups spent one hour visiting the park, 29% spent two hours, and 17% spent three or more hours. The average length of stay was 1.6 hours.
Local attractions visited	Seventy-eight percent of visitor groups visited other local attractions on this visit. Of those visitor groups that visited other local attractions, 50% visited Yellowstone National Park, 39% visited Glacier National Park, and 36% visited Beaverhead-Deerlodge National Forest.
Expected activities on this visit	The most common activities visitor groups expected to participate in were visiting visitor center (86%), viewing exhibits (83%), and viewing film (43%).
Activities on this visit	The most common activities participated in were viewing exhibits (94%), visiting visitor center (89%), and viewing film (59%). Most important activity was viewing exhibits (28%).
Ranger-led programs	Twenty-four percent of visitor groups attended ranger-led programs. Ninety-three percent learned about the Big Hole battle of August 9-10, 1877, 91% learned about the Nez Perce Flight of 1877, 89% learned about the culture of the Nez Perce people, and 81% learned about contemporary American Indian connections to Big Hole NB.
Information services and facilities	The information services and facilities most often used by visitor groups were the visitor center exhibits (90%), visitor center - overall (86%), and assistance from park staff (62%).
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were restrooms (88%), highway directional signs outside park (75%), and park road (68%).
Protecting park resources and attributes	The highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included preservation of historic artifacts (96%), scenic views (88%), clean air - visibility (87%), and educational opportunities (86%).
Interactions with park staff	Eighty-eight percent of visitor groups had interactions with park staff. The interaction receiving the highest combined proportion of “very good” or “good” ratings was helpfulness (99%).

Executive Summary (continued)

Expenditures	The average visitor group expenditure (inside and outside the park within 90 miles of the park) was \$193. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$74. The average total expenditure per person (per capita) was \$109.
Ranger-led programs on a future visit	Sixty percent of visitor groups were interested in attending ranger-led programs on a future visit. Of those visitor groups interested in attending ranger-led programs, 70% preferred a program length of 1-2 hours.
Methods of learning about the park on a future visit	Ninety-two percent of visitor groups were interested in learning about the park through indoor exhibits (79%), trailside exhibits (74%), self-guided tours with brochure (68%), and films, movies, videos (66%).
Overall quality	Most visitor groups (97%) rated the overall quality of facilities, services, and recreational opportunities at Big Hole NB as “very good” or “good.”

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, Douglas Eury for overseeing the fieldwork, the staff and volunteers of Big Hole NB for assisting with the survey, and Matthew Strawn and Brian Quigley for data processing.

About the Authors

Marc Manni is the Research Team Supervisor for the Visitor Services Project. Douglas Eury, Ph.D., is a park planning and management consultant. Yen Le, Ph.D., is Director of the Visitor Services Project, Park Studies Unit, Department of Conservation Social Sciences, at the University of Idaho.

Introduction

This report describes the results of a visitor study at Big Hole NB in Wisdom, Montana, conducted July 30–August 8, 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 Big Hole NB, “Bearing Witness: On August 9, 1877 gun shots shattered a chilly dawn on a sleeping camp of Nez Perce. By the time the smoke cleared on August 10, almost 90 Nez Perce were dead along with 31 soldiers and volunteers. Big Hole National Battlefield was created to honor all who were there.” (www.nps.gov/biho, retrieved April 2014).

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.

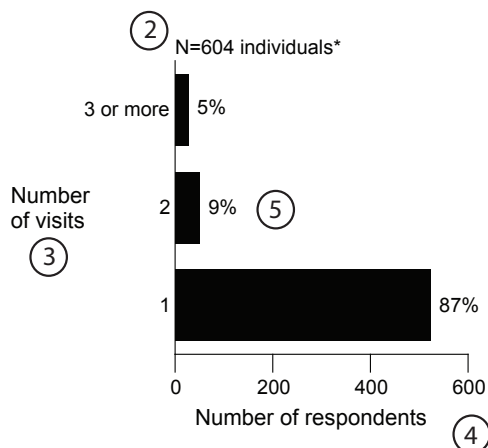
** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

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 visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at the visitor center during July 30 – August 8, 2013. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. During this survey, 349 visitor groups were contacted and 349 of these groups (100%) accepted questionnaires. (The average acceptance rate for 280 VSP visitor studies conducted from 1988 through 2013 is 91.3%.) Questionnaires were completed and returned by 227 respondents, resulting in a 65% response rate for this study. (The average response rate for the 280 VSP visitor studies is 71.6%.)

Questionnaire design

The Big Hole NB questionnaire was developed through conference calls between the park and 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 Big Hole NB. 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 Big Hole NB questionnaire. However, all questions followed Office Management and Budget (OMB) guidelines and/or were used in previous surveys; 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 1). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second replacement questionnaire was mailed to participants who had not returned their questionnaires.

Table 1. Follow-up mailing distribution

Mailing	Date mailed	U.S.	International	Total
Postcards	August 23, 2013	312	18	330
1 st replacement	September 9, 2013	173	11	184
2 nd replacement	September 27, 2013	159	0	159

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 statistics were calculated using Statistical Analysis Software® (SAS) and IBM SPSS Statistics.

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 July 30 – August 8, 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 warm and sunny to cool, cloudy, rain, a thunderstorm, and hail.

No special events occurred in the area that would have affected the type and amount of visitation to the park.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, park as destination, and proximity from participants' homes to Wisdom, MT. Respondents and non-respondents were not significantly different except for age and group size group (see Table 2 - Table 5). Respondents at younger age ranges (especially 50 and younger), visitors who travel in larger groups (3 or more people) may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 2. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	59.15 (N=227)	52.74 (N=120)	<0.001
Group size	2.35 (N=226)	2.71 (N=121)	0.015

Table 3. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	27 (12%)	15 (12%)	0.474
Family	158 (70%)	91 (75%)	
Friends	29 (13%)	9 (7%)	
Family and friends	13 (6%)	6 (5%)	

Table 4. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Park as primary destination	19 (8%)	14 (11%)	0.637
Park as one of several destinations	178 (74%)	92 (75%)	
Unplanned visit	22 (8%)	9 (5%)	

Table 5. Comparison of respondents and non-respondents by distance from home to park

Destination	Respondents	Non-respondents	p-value (chi-square)
100 miles or less	33 (15%)	25 (21%)	0.408
101-200 miles	28 (13%)	14 (12%)	
201-300 miles	14 (7%)	3 (3%)	
301 or more	128 (59%)	69 (59%)	
International visitors	14 (7%)	7 (6%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 23b

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

Results

- 64% of visitor groups consisted of two people (see Figure 1).
- 20% were in groups of three or four.

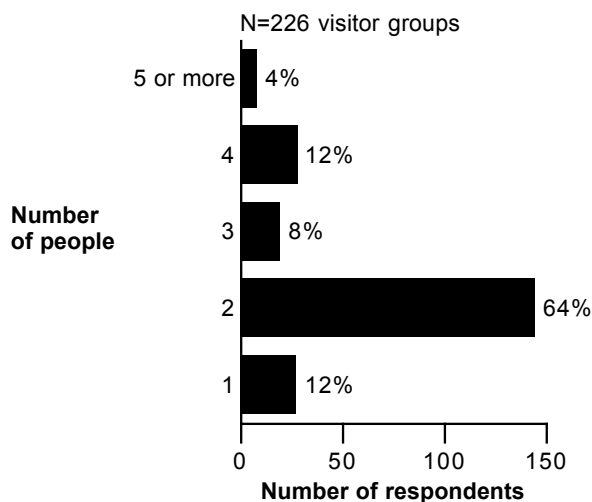


Figure 1. Visitor group size

Visitor group type

Question 23a

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

Results

- 70% of visitor groups consisted of family groups (see Figure 2).
- 13% were with friends.
- No “other” group type was specified.

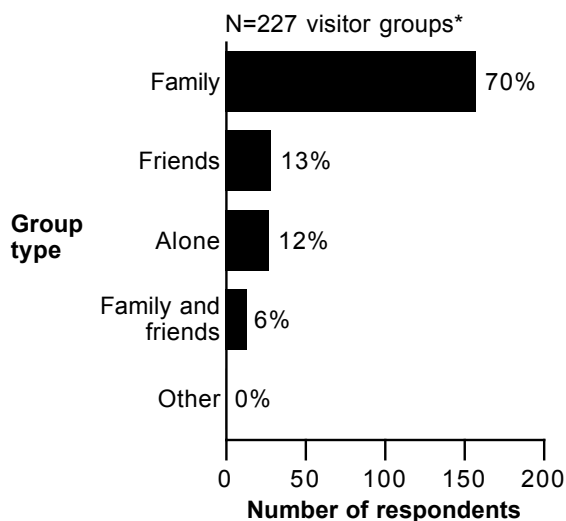


Figure 2. Visitor group type

*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 22a

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

Results

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

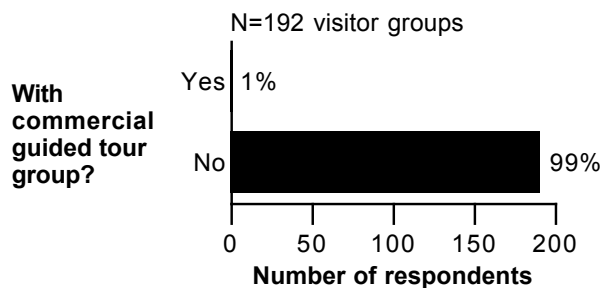


Figure 3. Visitors with a commercial guided tour group

Question 22b

On this visit, was your personal group with a Road Scholar group/ Elderhostel?

Results

- 1% of visitor groups were with a Road Scholar group/Elderhostel (see Figure 4).

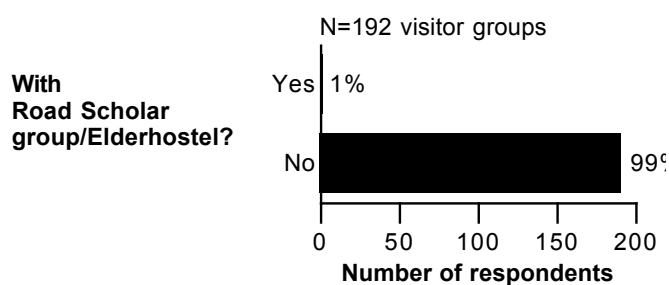


Figure 4. Visitors with a Road Scholar group/ Elderhostel

Question 22c

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

Results

- No visitor groups were with a school/educational group (see Figure 5).

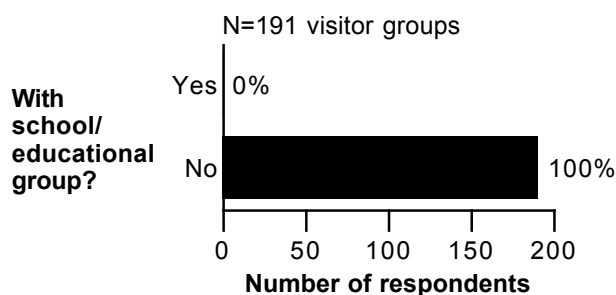


Figure 5. Visitors with a school/educational group

*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 22d

On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

Results

- 1% of visitor groups were with an “other” organized group (see Figure 6).

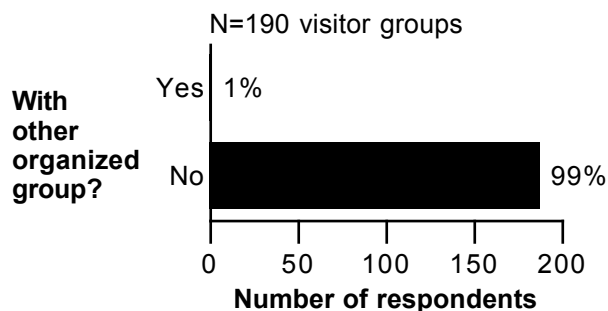


Figure 6. Visitors with an “other” organized group

Question 22e

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

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 7).

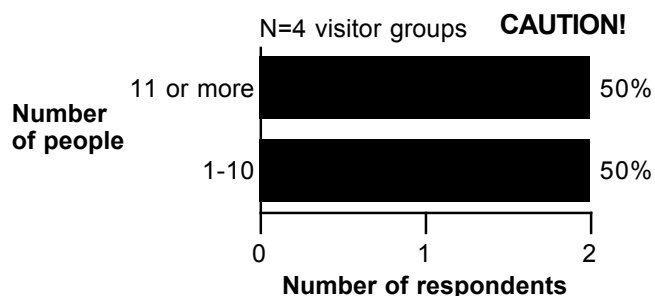


Figure 7. Organized group size

*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 26b

For your personal group on this visit, what is each member's state of residence?

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

Results

- U.S. visitors were from 36 states and comprised 93% of total visitation to the park during the survey period.
- 24% of U.S. visitors came from Montana (see Table 6 and Figure 8).
- 10% came from Idaho and 8% were from California and Oregon.
- Smaller proportions came from 32 other states.

Table 6. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=452 individuals*	Percent of total visitors N=484 individuals
Montana	107	24	22
Idaho	47	10	10
California	38	8	8
Oregon	35	8	7
Washington	33	7	7
Colorado	21	5	4
Utah	21	5	4
Arizona	12	3	2
Minnesota	9	2	2
Pennsylvania	9	2	2
Texas	9	2	2
Virginia	9	2	2
Illinois	8	2	2
Maryland	8	2	2
Massachusetts	7	2	1
Nevada	7	2	1
20 other states	72	16	15

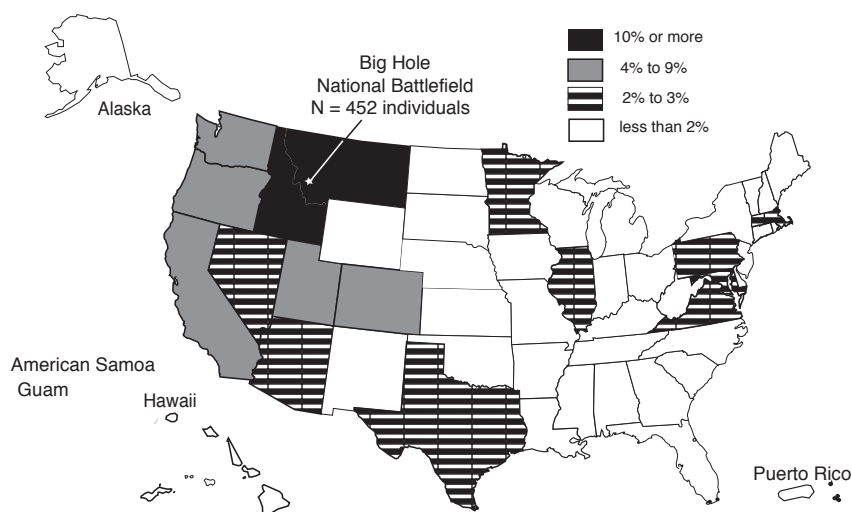


Figure 8. United States visitors by state of residence

*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 Montana and adjacent states by county of residence

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

Table 7. Visitors from Montana and adjacent states by county of residence

	Number of visitors N=166 individuals		Percent*
	County, State		
Results <ul style="list-style-type: none"> Visitors from Montana and adjacent states were from 40 counties and comprised 37% of the total U.S. visitation to the park during the survey period. 29% came from Ravalli County, MT (see Table 7). 15% came from Missoula County, MT. Small proportions of visitors came from 38 other counties in Montana and adjacent states. 	Ravalli, MT	29	17
	Missoula, MT	15	9
	Lewis and Clark, MT	12	7
	Silver Bow, MT	12	7
	Ada, ID	10	6
	Bonneville, ID	7	4
	Gallatin, MT	7	4
	Deer Lodge, MT	5	3
	Lincoln, MT	5	3
	Blaine, ID	4	2
	Kootenai, ID	4	2
	Lemhi, ID	4	2
	Beaverhead, MT	3	2
	Cascade, MT	3	2
	Custer, MT	3	2
	Mountrail, ND	3	2
	24 other counties	40	24

*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 26b

For your personal group on this visit, what is each member's country of residence?

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

Results

- International visitors were from 10 countries and comprised 7% of total visitation to the park during the survey period.
- 31% of international visitors came from Canada (see Table 8).
- 19% came from Switzerland.
- 13% came from New Zealand.
- Smaller proportions of international visitors came from 7 other countries.

Table 8. International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=32 individuals*	Percent of total visitors N=484 individuals
Canada	10	31	2
Switzerland	6	19	1
New Zealand	4	13	1
United Kingdom	3	9	1
Bahamas	2	6	<1
Belgium	2	6	<1
Ireland	2	6	<1
Bulgaria	1	3	<1
France	1	3	<1
Spain	1	3	<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 lifetime

Question 26c

For your personal group on this visit, how many times has each member visited Big Hole NB in their lifetime (including this visit)?

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

Results

- 73% of visitors were visiting the park for the first time (see Figure 9).
- 20% visited two or three times.
- 7% visited four or more times.

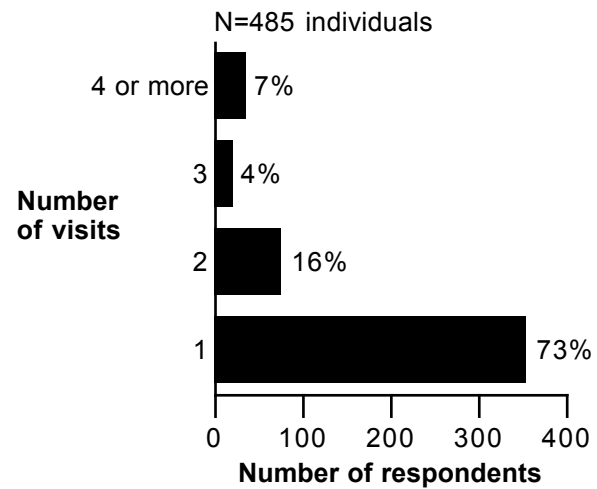


Figure 9. Number of visits to park in lifetime

*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 26a

For your personal group on this visit, what is each member's current age?

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

Results

- Visitor ages ranged from 1 to 95 years.
- 58% of visitors were 51 to 70 years old (see Figure 10).
- 16% were 26 to 50 years old.
- 12% were 71 years or older.
- 11% were 15 years or younger.

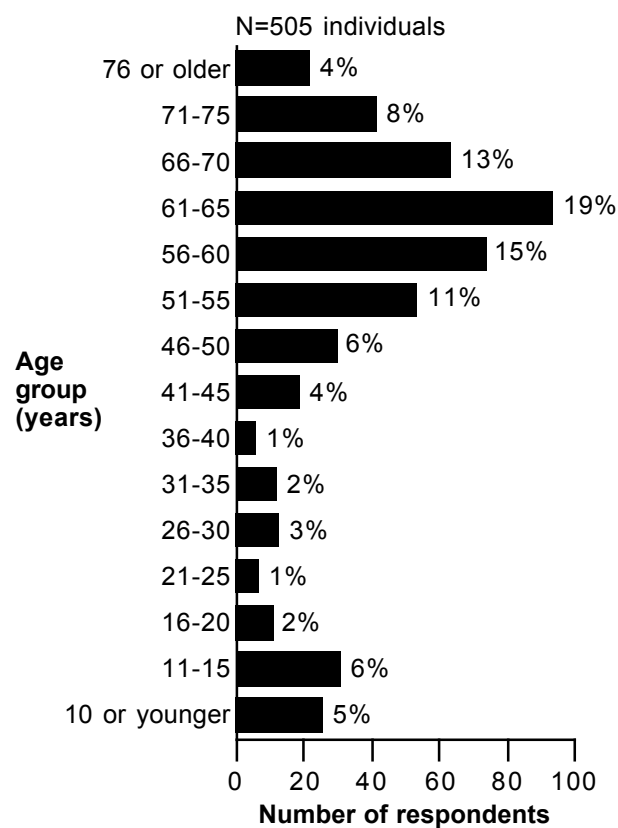


Figure 10. Visitor age

*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 27a

Are members of your personal group
Hispanic or Latino?

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

Results

- 1% of visitors were Hispanic or Latino
(see Figure 11).

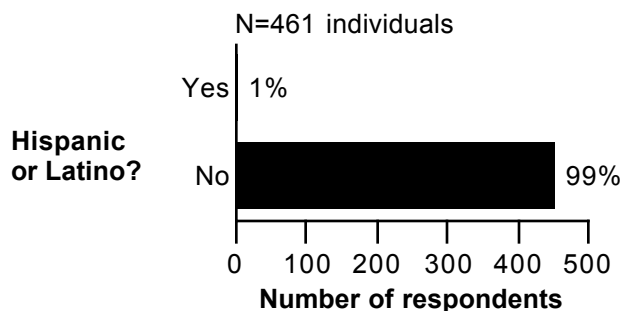


Figure 11. Visitors of Hispanic or Latino ethnicity

Visitor race

Question 27b

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

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

Results

- 95% of visitors were White (see
Figure 12).
- 2% were more than one race.
- 2% were American Indian or
Alaska Native.

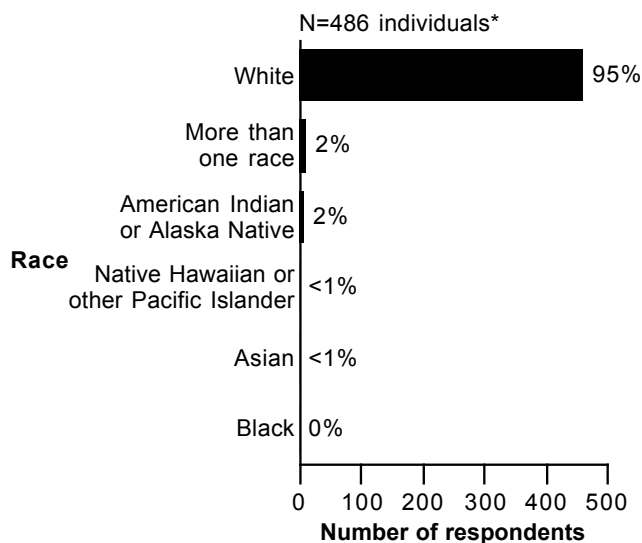


Figure 12. Visitor race

*total percentages do not equal 100 due to rounding

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

Visitors with physical conditions affecting access/participation

Question 24a

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

Results

- 7% of visitor groups had members with physical conditions affecting access or participation in park activities or services (see Figure 13).

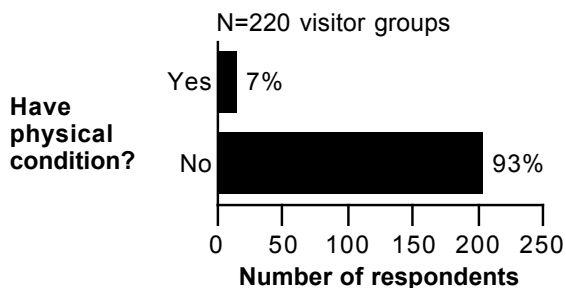


Figure 13. Visitor groups that had members with physical conditions affecting access or participation in park activities or services

Question 24b

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

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results.
- 11 visitor groups listed services or activities they had difficulty accessing or participating in (see Table 9).

Table 9. Services/activities that were difficult to access/participate in (N=11 comments) – **CAUTION!**

Service/activity	Number of times mentioned
Walking/hiking on trails	8
In wheelchair	1
Reaching the site of the Pipe Circle would have been difficult but NPS provided vehicles	1
Restroom door too stiff	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 24c

Because of the physical condition, which specific problems did the person(s) have during this visit to Big Hole NB?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 14).

- “Other” problems (19%) were:

Arthritis - need to stop for rests
Diabetes - run out of energy
Old age

Physical condition

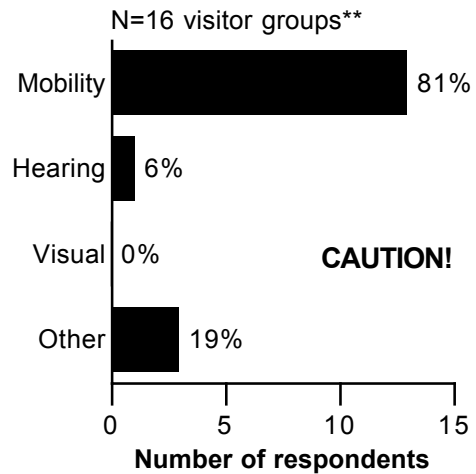


Figure 14. Specific problems experienced by visitors with physical conditions affecting access/participation in park activities or services

*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 25a

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

Results

- 21% of respondents reported a household income of \$50,000-\$74,000 (see Figure 15).
- 16% had an income of \$75,000-\$99,999.
- 12% had an income of \$100,000-\$149,999

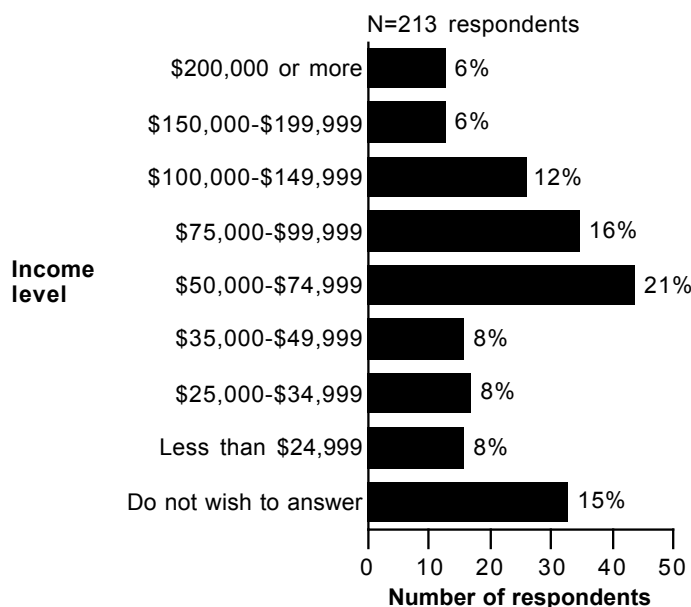


Figure 15. Respondent household income

Respondent household size

Question 25b

How many people are in your household?

Results

- 61% of respondents had two people in their household (see Figure 16).
- 24% had three or more people.
- 15% had one person.

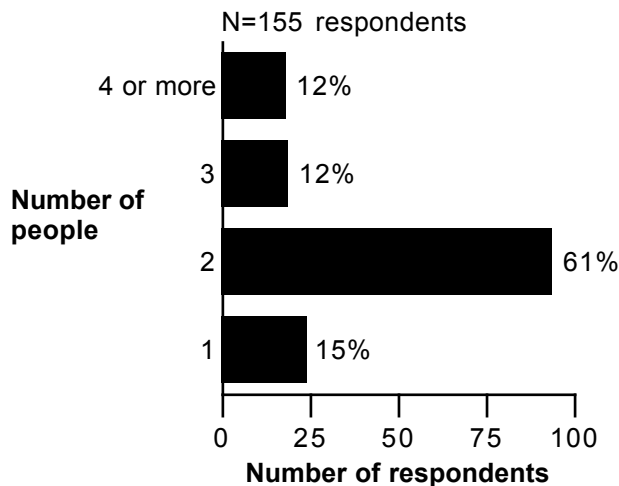


Figure 16. Number of people in respondent household

*total percentages do not equal 100 due to rounding

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

Awareness of park management

Question 1

Prior to this visit, was anyone in your personal group aware that Big Hole National Battlefield (NB) is managed as a unit of the National Park System?

Results

- 57% of visitor groups were aware that Big Hole NB is managed as a unit of the National Park System (see Figure 17).

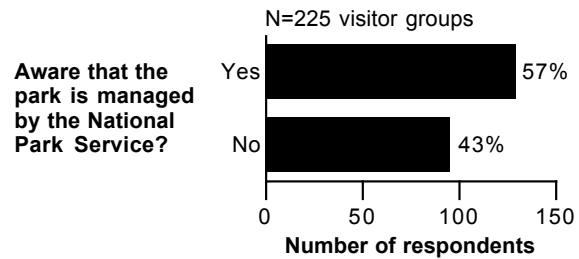


Figure 17. Visitor groups that were aware that Big Hole NB is managed as a unit of the National Park System

*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 2a

Prior to this visit, how did your personal group obtain information about Big Hole NB?

Results

- 65% of visitor groups obtained information about Big Hole NB prior to their visit (see Figure 18).
- As shown in Figure 19, among those visitor groups that obtained information about Big Hole NB prior to their visit, the most used sources were:

39% Maps/brochures
32% Previous visits
31% Friends/relatives/word of mouth
29% Big Hole NB website

- Other websites (3%) were:

nps.gov
Wisdom, MT

- “Other” sources of information (7%) were:

Book on battle
Book on Chief Joseph
General knowledge
History books
History major
Lost Trail Hot Springs
Previous American Indian experiences
Road sign information

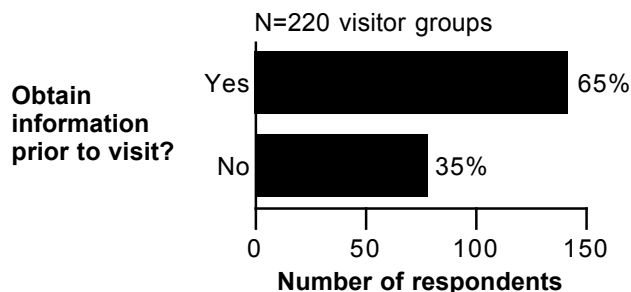


Figure 18. Visitor groups that obtained information prior to visit

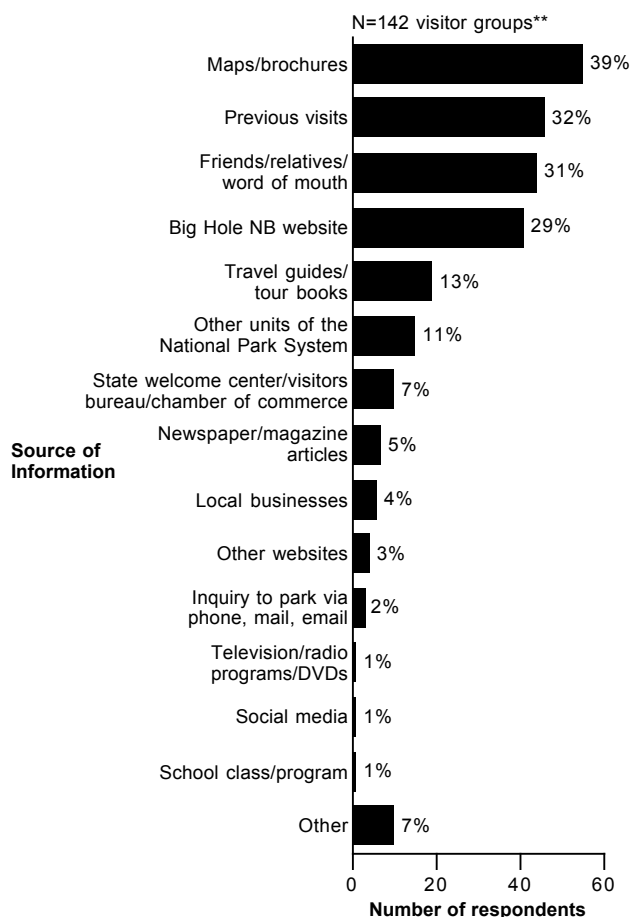


Figure 19. Sources of information used prior to visit

*total percentages do not equal 100 due to rounding

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

Question 2c

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

Results

- 90% of visitor groups received needed information prior to their visit (see Figure 20).

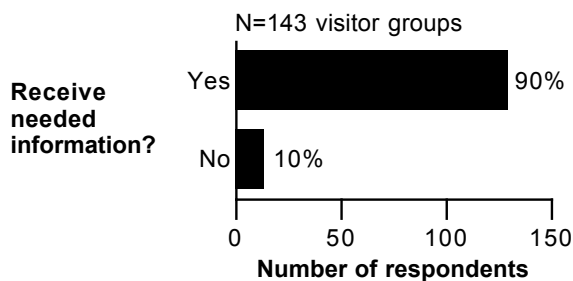


Figure 20. Visitor groups that received needed information prior to their visit

Question 2d

If NO, what type of park information did your personal group need that was not available? (Open-ended)

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results.
- 5 visitor groups listed information they needed but was not available (see Table 10).

Table 10. Needed information that was not available (N=5 comments) – **CAUTION!**

Needed information
Available services in area
More history
Operating hours and fees
That no dogs are allowed
Who, what, when?

*total percentages do not equal 100 due to rounding

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

Information sources for future visit

Question 2b

If you were to visit Big Hole NB in the future, how would your personal group prefer to obtain information about the park?

Results

- As shown in Figure 21, visitor groups' most preferred sources of information for a future visit were:

70% Big Hole NB website
 43% Maps/brochures
 29% Friends/relatives/word of mouth
 27% Previous visits

- Other websites (6%) were:

google.com
 nps.gov
 recreation.gov
 wikipedia.com
 Montana – things to do
 Wisdom, MT

- No "other" source of information (1%) was specified.

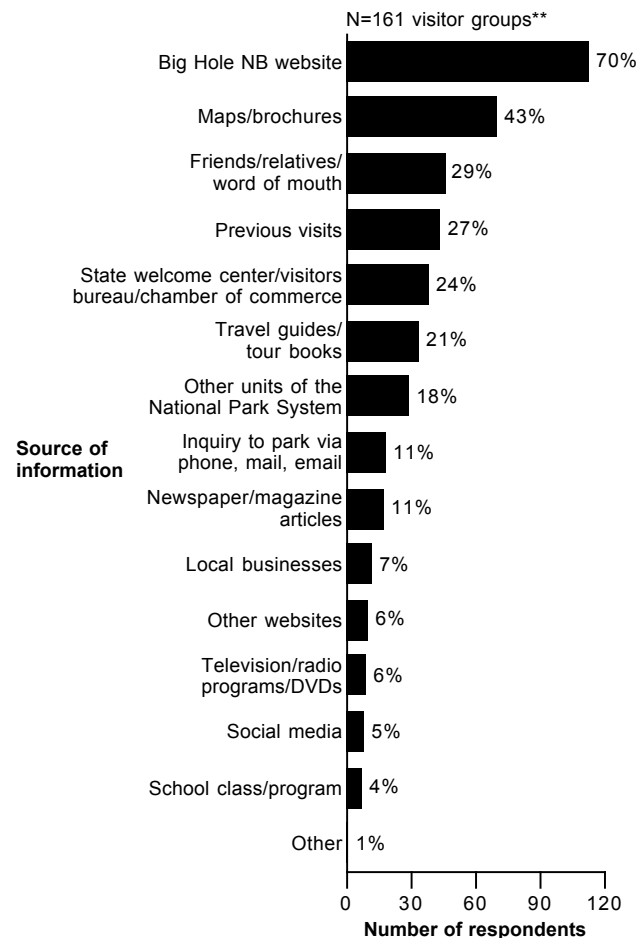


Figure 21. Sources of information to use for a future visit

*total percentages do not equal 100 due to rounding

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

Park website

Question 7a

Overall, how would you rate the quality of information provided on the websites that you used?

Results

- Table 11 shows visitor groups' ratings of the park websites.

Table 11. Rating of park websites

Website	N	Rating (%)					
		Very poor	Poor	Average	Good	Very good	Did not use (%)
Park website: www.nps.gov/biho	56	0	0	5	50	45	70
Park Facebook page: www.facebook.com/DiscoverNezPerceNationalHistoricalPark	6	0	0	17	67	17	89
Park Twitter account: twitter.com/ BigHoleNPS	0	–	–	–	–	–	93

Question 7b

Did you find the information that you needed on the park website?

Results

- Of the visitor groups that used the park website to plan their visit, 100% obtained the information they needed (see Figure 22).

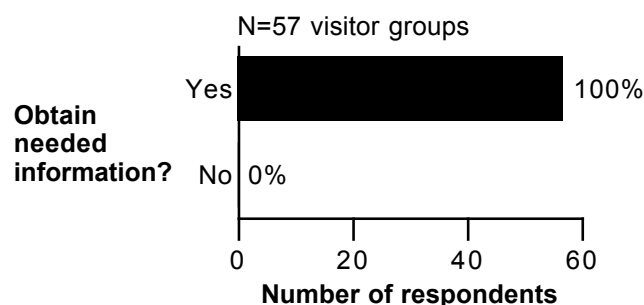


Figure 22. Visitor groups that obtained needed information on the park website to plan their visit

Question 7b

Did you find the information that you needed on the park Facebook page?

Results – Interpret results with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Figure 23).

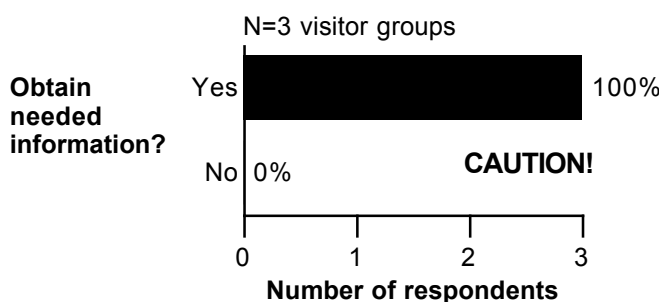


Figure 23. Visitor groups that obtained needed information on the park Facebook page to plan their visit

*total percentages do not equal 100 due to rounding

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

Question 7b

Did you find the information that you needed on the park Twitter account?

Results

- No visitor groups responded to this question.

Question 7c

If NO, what type of information did your personal group need that was not available on the park website?

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results.
- 2 visitor groups listed needed information that was not available on the park website:

Hours of operation

Visit details on trail

Question 7c

If NO, what type of information did your personal group need that was not available on the park Facebook page?

Results

- No visitor groups responded to this question.

Question 7c

If NO, what type of information did your personal group need that was not available on the park Twitter account?

Results

- No visitor groups responded to this question.

*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 Big Hole NB fit into your personal group’s travel plans?”

Results

- 77% of visitor groups said Big Hole NB was one of several destinations (see Figure 24).
- 13% said the park was not a planned destination.

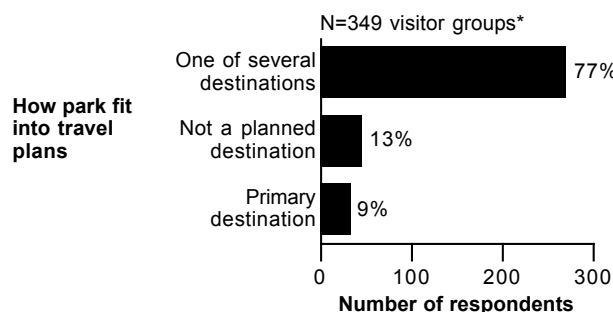


Figure 24. How visit to park fit into visitor groups' travel plans

Primary destination

Question 9

What was your personal group's primary destination on this trip?

Results

- 20% of visitor groups indicated that Big Hole NB was their primary destination (see Figure 25).
- “Other” primary destinations (80%) are listed in Table 12.

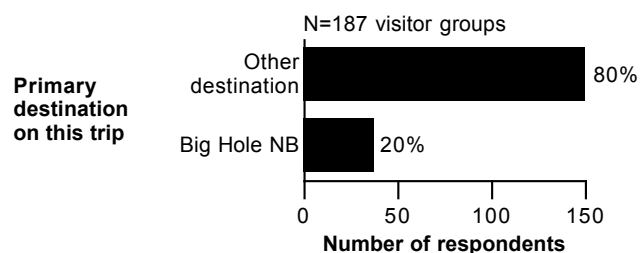


Figure 25. Primary destination

*total percentages do not equal 100 due to rounding

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

Table 12. Other primary destinations
(N=179 comments)

Destination	Number of times mentioned
Multiple destinations	19
Glacier National Park, MT	12
Salmon, ID	11
Yellowstone National Park, MT/WY	10
Road trip	8
Bozeman, MT	6
Missoula, MT	6
Butte, MT	5
Darby, MT	5
Hamilton, MT	5
Dillon, MT	4
Wisdom, MT	4
Boise, ID	2
Portland, OR	2
Sturgis, SD	2
Sun Valley, ID	2
Anaconda, MT	1
Arizona	1
Atlanta, GA	1
Banff, Canada	1
Bannack, MT	1
Big Hole River, MT	1
Big Sky, MT	1
Big Timber, MT	1
Burley, ID	1
Calgary, Canada	1
Canada	1
Clayton, ID	1
Colorado Springs, CO	1
Columbia Falls, MT	1
Coos Bay, OR	1
Crystal Park, MT	1
Elkhorn Hot Springs, Polaris, MT	1
Florence, MT	1
Garden Valley, ID	1
Great Falls, MT	1
Hagerman, ID	1
Henry's Lake, ID	1
Home, Cortez, CO	1
Home, Eton, OH	1
Home, Great Falls, MT	1
Home, NC	1
Home, Normal, IL	1
Home, VA	1
Hot Springs, MT	1
Ketchum, ID	1
Klamath Falls, OR	1

*total percentages do not equal 100 due to rounding

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

Table 12. Other primary destinations (continued)

Destination	Number of times mentioned
Lemhi Pass, MT	1
Lewis and Clark Trail	1
Lewiston, ID	1
Lolo Hot Springs, MT	1
Lolo Pass, ID	1
Lolo, MT	1
Melrose, MT	1
Missouri River, Craig, MT	1
Mount St. Helens, Toutle, WA	1
Museum of the Rockies, Bozeman, MT	1
North Cascades National Park	1
Pacific Northwest	1
Pacific Ocean, OR	1
Philipsburg Bay Campground, Georgetown Lake, MT	1
Philipsburg, MT	1
Polaris, MT	1
Ponderay, ID	1
Red Lodge, MT	1
Red Mountain Campground, Ennis, MT	1
River House, South of Darby, MT	1
Road trip	1
Salmon River, Shoup, ID	1
Salt Lake City, UT	1
Sawtooth National Recreation Area	1
Seattle, WA	1
Sidney, MT	1
South Dakota	1
Spokane, WA	1
St. Regis, MT	1
Stanley, ID	1
Sula, MT	1
Teton Canyon, Driggs, ID	1
Three Forks, MT	1
Trail Creek, MT	1
Trout Creek, MT	1
Twin Falls, ID	1
Twin Lakes	1
VA Hospital, Fort Harrison, MT	1
Victor, MT	1
Virginia City, MT	1
West Yellowstone, MT	1
Whitefish, MT	1
Wise River, MT	1
Woodinville, WA	1
Yaak, MT	1

*total percentages do not equal 100 due to rounding

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

Reasons for visiting Big Hole NB

Question 8

On this visit, what were the reasons that your personal group visited Big Hole NB?

Results

- As shown in Figure 26, the most common reasons for visiting Big Hole NB were:

52% Visit the historic sites
47% Take scenic drive/view scenery
41% Travel through to other destination

- “Other” reasons (14%) are shown in Table 13.

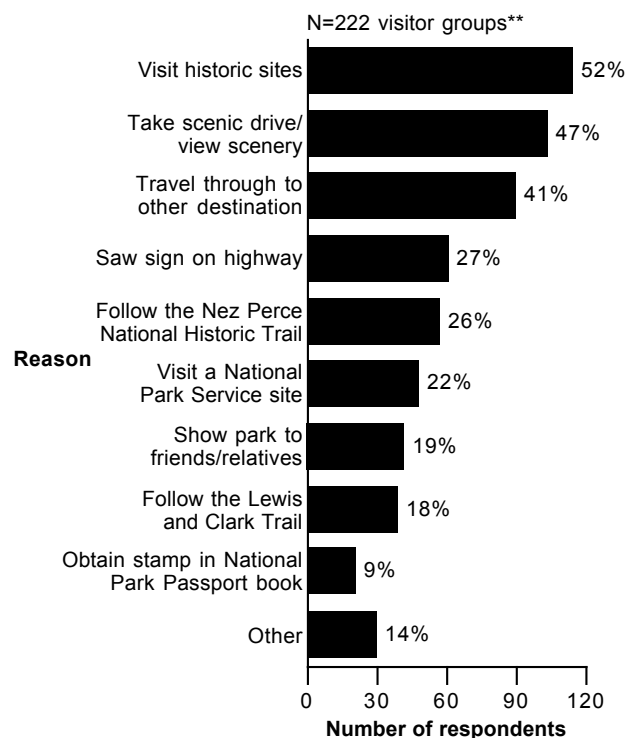


Figure 26. Reasons for visiting Big Hole NB

*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 reasons for visiting Big Hole NB
(N=34 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
Saw park on map	7
Interest in history	3
Interest in Native American history	3
Fishing	2
Picnic site	2
See history from a Native American perspective	2
Visit revamped visitor center	2
Walk/hike trails	2
Camping on Big Hole River	1
Culture talks/presentation	1
History major	1
Junior ranger program	1
Learn more about the battle of Big Hole	1
Previous visit	1
Rest facilities	1
Take part in the Nez Perce rededication on 8/10/13	1
Trace history of Native American conflict	1
Visit friends in area	1
Wildlife spotting	1

*total percentages do not equal 100 due to rounding

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

Places stayed on night prior to visit

Question 6a

On this trip, where did your personal group stay on the night before visiting Big Hole NB? (Open-ended)

Results

- 209 visitor groups listed where they stayed on the night before visiting Big Hole NB (see Table 14).

Table 14. Places stayed on the night before arrival at Big Hole NB (N=73 places)

Place	Number of times mentioned
Salmon, ID	20
Dillon, MT	18
Hamilton, MT	18
Missoula, MT	17
Butte, MT	13
Bozeman, MT	11
Anaconda, MT	5
Jackson, MT	5
Sula, MT	5
Wisdom, MT	5
Belgrade, MT	4
Darby, MT	4
Virginia City, MT	4
Beaverhead-Deerlodge National Forest, MT	3
Deer Lodge, MT	3
Ennis, MT	3
Helena, MT	3
North Fork, ID	3
Billings, MT	2
Challis, ID	2
Corvallis, MT	2
Elkhorn Hot Springs, MT	2
Idaho Falls, ID	2
Lewiston, ID	2
Polaris, MT	2
Unspecified, ID	2
Victor, MT	2
Wise River, MT	2
Big Hole, ID	1
Blackfoot, ID	1
Boise, ID	1
Cameron, MT	1

*total percentages do not equal 100 due to rounding

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

Table 14. Places stayed on the night before arrival at Big Hole NB (continued)

Place	Number of times mentioned
Cloverdale, CA	1
Columbus, MT	1
Condon, MT	1
Craig, MT	1
Crazy River Campground, MT	1
Darby, National Forest Campground, MT	1
Ellensburg, WA	1
Flathead Lake, MT	1
Flint Lake, Near Anaconda, MT	1
Florence, MT	1
Forest Service Campground Pioneer Scenic Byway, MT	1
Fresh Creek, Bahamas	1
Grand Teton National Park, WY	1
Great Falls, MT	1
Jackson Hole, WY	1
Lewis and Clark State Park, MT	1
Lewistown, MT	1
Lolo Creek Campground, MT	1
Lolo Hot Springs, MT	1
Lolo, MT	1
Lowman, ID	1
Mays Creek, ID	1
McCall, ID	1
Nampa, ID	1
National Forest, MT	1
Pocatello, ID	1
Post Falls, ID	1
Powell/Lochsa Campground and North Fork, ID	1
Red Lodge, MT	1
Salmon-Challis National Forest, ID	1
Spokane, WA	1
St. Regis, MT	1
Stanley, ID	1
Stevensville, MT	1
Thompson Falls, MT	1
Trout Creek, MT	1
Unspecified, NV	1
Unspecified, WY	1
West Yellowstone, MT	1
Whitehouse Campground, Clearwater National Forest, ID	1
Wilson, WY	1

*total percentages do not equal 100 due to rounding

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

Places stayed on night after visit

Question 6b

On this trip, where did your personal group stay on the night after visiting Big Hole NB? (Open-ended)

Results

- 190 visitor groups listed the places they stayed on the night after visiting Big Hole NB (see Table 15).

Table 15. Places stayed on the night after visiting Big Hole NB (N=72 places)

Place	Number of times mentioned
Salmon, ID	18
Missoula, MT	15
Hamilton, MT	13
Butte, MT	11
Dillon, MT	11
Bozeman, MT	8
Challis, ID	4
Darby, MT	4
Sula, MT	4
Virginia City, MT	4
Wisdom, MT	4
Beaverhead-Deerlodge National Forest, MT	4
Ennis, MT	3
Helena, MT	3
Ketchum, ID	3
Salt Lake City, UT	3
Stanley, ID	3
Victor, MT	3
Wise River, MT	3
Anaconda, MT	2
Big Sky, MT	2
Billings, MT	2
Corvallis, MT	2
Florence, MT	2
Great Falls, MT	2
Idaho Falls, ID	2
Livingston, MT	2
Lolo Hot Springs, MT	2
North Fork, ID	2
Philipsburg, MT	2
Polaris, MT	2
Spokane, WA	2
Sun Valley, ID	2
Three Forks, MT	2

*total percentages do not equal 100 due to rounding

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

Table 15. Places stayed on the night after visiting Big Hole NB (continued)

Place	Number of times mentioned
West Yellowstone, MT	2
Arco, ID	1
Baker City, OR	1
Belgrade, MT	1
Big Timber, MT	1
Blackfoot, ID	1
Boise, ID	1
Casper, WY	1
Clayton, ID	1
Cody, WY	1
Coeur d'Alene, ID	1
Columbia Falls, MT	1
Cooke City, MT	1
Crazy River Campground, MT	1
Forsyth, MT	1
Fresh Creek, Bahamas	1
Garden Valley, ID	1
Glen, MT	1
Green River, WY	1
Greybull, WY	1
Henry's Lake State Park, ID	1
Home, WA	1
Libby, MT	1
Lima, MT	1
Lolo, MT	1
Lost Trail Pass Hot Springs, MT	1
Montana City, MT	1
Montpelier, ID	1
National Forest, ID	1
Rock Springs, WY	1
Seattle, WA	1
Shoup, ID	1
Twin Falls, ID	1
Unspecified, ID	1
Unspecified, WA	1
Whitefish, MT	1
Wolf Point, MT	1
Yellowstone, WY	1

*total percentages do not equal 100 due to rounding

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

Services used in nearby communities

Question 4a

In which communities did your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Big Hole NB?

Results

- 86% of visitor groups used support services in nearby communities on this visit (see Figure 27).
- As shown in Figure 28, the communities most commonly used to obtain support services were:
 - 32% Darby-Hamilton, MT
 - 30% Wisdom, MT
 - 30% Salmon, ID
- “Other” nearby communities (28%) are listed in Table 16.

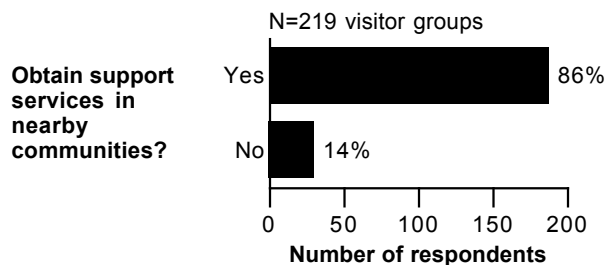


Figure 27. Visitor groups that obtained support services in nearby communities on this visit

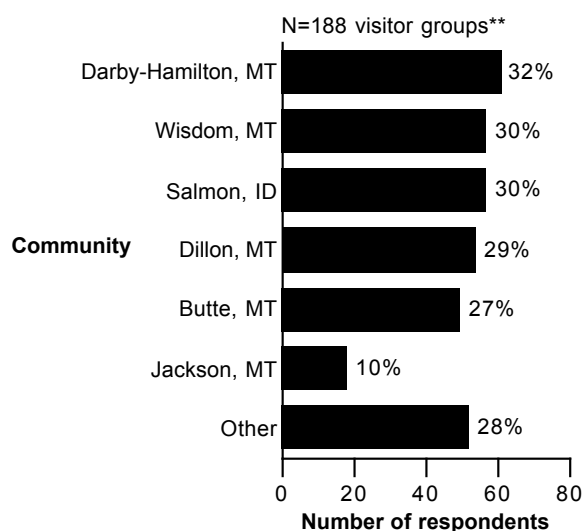


Figure 28. Nearby communities in which visitor groups obtained support services

*total percentages do not equal 100 due to rounding

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

Table 16. Other nearby communities where support services were obtained (N=58 comments)

Community	Number of times mentioned
Missoula, MT	11
Anaconda, MT	6
Bozeman, MT	4
West Yellowstone, MT	3
Challis, ID	2
Deer Lodge, MT	2
Ennis, MT	2
Helena, MT	2
Lolo Pass visitor center	2
Lolo, MT	2
North Fork, ID	2
Sula, MT	2
Twin Bridges, MT	2
Big Timber, MT	1
Divide, MT	1
Drummond, MT	1
Enterprise, OR	1
Glen, MT	1
Grasshopper Valley, MT	1
Jackson Hole, WY	1
Ketchum, ID	1
Lost Trail Hot Springs	1
Melrose, MT	1
Philipsburg MT	1
Polaris, MT	1
Sheridan, MT	1
Stanley, ID	1
Whitefish, MT	1
Yellowstone National Park	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 4b

Was your personal group able to obtain all the services that you needed in these communities?

Results

- 96% of visitor groups were able to obtain needed support services in nearby communities (see Figure 29).

Able to obtain support services?

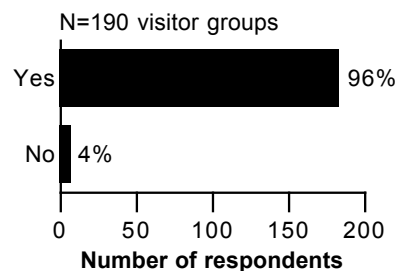


Figure 29. Visitor groups that were able to obtain needed services

Question 4c

If NO, what needed services were not available? (Open-ended)

Results – Interpret results with CAUTION!

- Not enough visitor groups responded to this question to provide reliable results.
- 5 visitor groups listed needed services that were not available (see Table 17).

Table 17. Needed services that were not available

(N=6 comments; one visitor group made more than one comment) – **CAUTION!**

Service	Comment
Coffee bar	None open until 1800
Fabric store	Needed quilting materials
Fix glasses	Closed - open Monday - Thursday only
Fuel	Diesel not available in Wisdom, MT
Lodging	No room at Salmon, ID
Post office	Closed - none open full time that we passed on our drive

*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 23c

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

Results

- 94% of visitor groups used one vehicle to arrive at the park (see Figure 30).
- 5% used two vehicles.

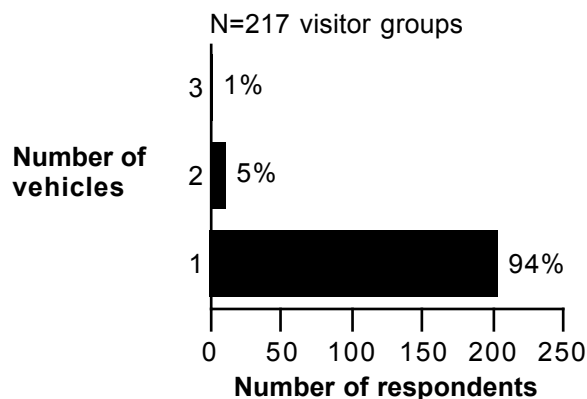


Figure 30. Number of vehicles used to arrive at the park

Number of park entries

Question 23d

On this visit, how many times did your personal group enter Big Hole NB?

Results

- 94% of visitor groups entered the park one time (see Figure 31).
- 6% entered twice.

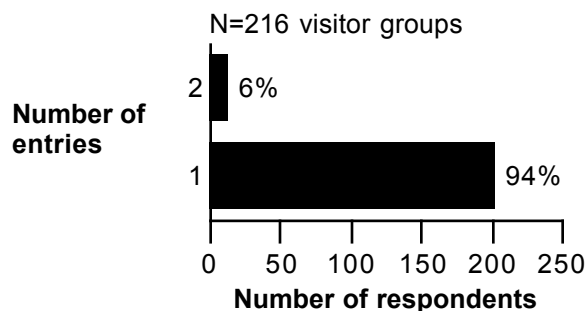


Figure 31. Number of park entries

*total percentages do not equal 100 due to rounding

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

Overnight stays

Question 5a

On this trip, did your personal group stay overnight away from home in the Big Hole NB area (within 90 miles of the park)?

Results

- 62% of visitor groups stayed overnight away from home in the area within 90 miles of the park (see Figure 32).

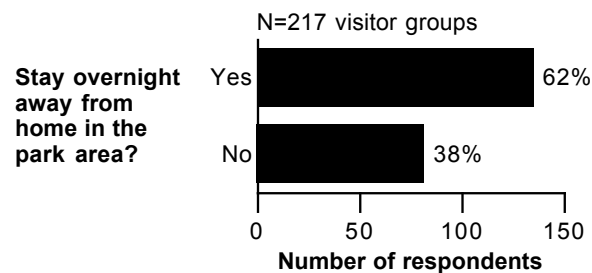


Figure 32. Visitor groups that stayed overnight (within 90 miles of the park)

Question 5b

If YES, please list the number of nights your personal group stayed in Big Hole NB area (within 90 miles of the park).

Results

- 43% stayed one night outside the park within 90 miles (see Figure 33).
- 34% stayed two or three nights.
- 24% stayed four or more nights.

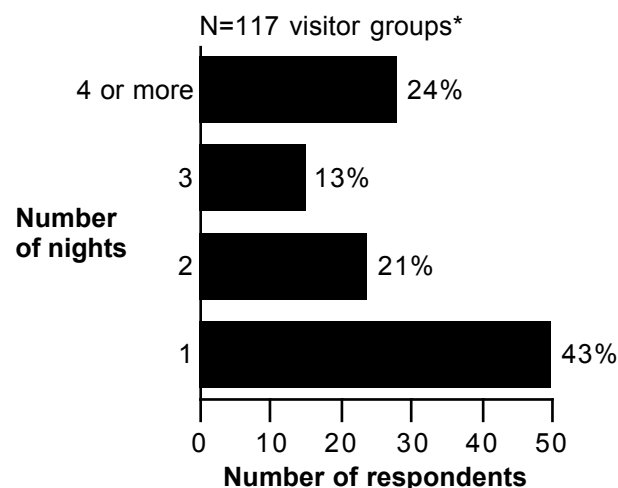


Figure 33. Number of nights spent in the area outside the park

*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 in the local area outside the park

Question 5c

In which type(s) of accommodations did your personal group spend the night(s) in the Big Hole NB area?

Results

- As shown in Figure 34, among those visitor groups that stayed overnight in the area outside the park, the most common types of accommodations were:

54% Lodge, motel, rented
condo/home, cabin, or bed &
breakfast
27% RV/trailer camping in a
developed campground

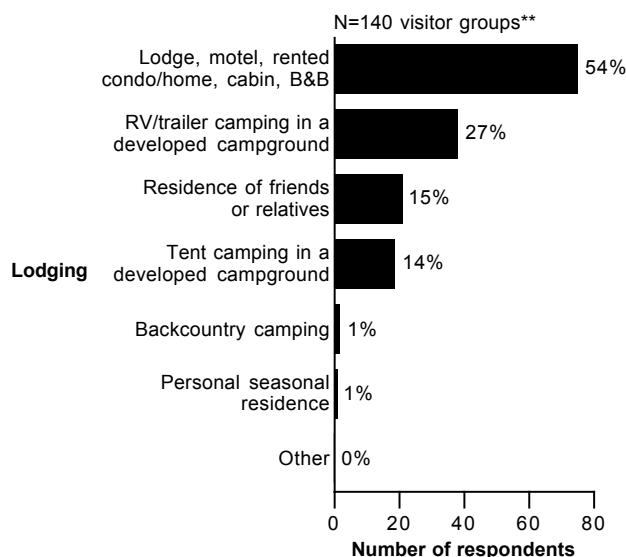


Figure 34. Accommodations used in the local area outside the park

Length of visit

Question 10

On this visit, how much total time did your personal group spend visiting Big Hole NB?

Results

- 50% of visitor groups spent one hour visiting the park (see Figure 35).
- 29% spent two hours.
- 17% spent three or more hours.
- The average length of visit was 1.6 hours.

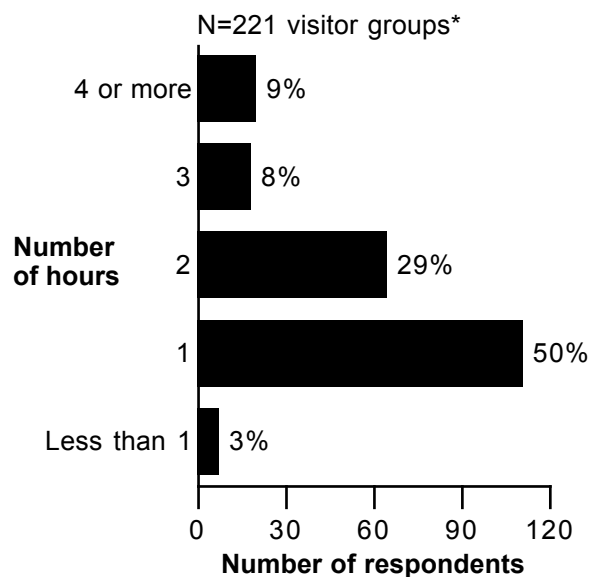


Figure 35. Number of hours spent in the park

*total percentages do not equal 100 due to rounding

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

Local attractions visited

Question 3

Which other attractions in the local area did your personal group visit?

Results

- 78% of visitor groups visited other local attractions on this visit (see Figure 36).
- As shown in Figure 37, the local attractions most commonly visited were:
 - 50% Yellowstone National Park
 - 39% Glacier National Park
 - 36% Beaverhead-Deerlodge National Forest
 - 31% Salmon-Challis National Forest
- “Other” local attractions (26%) are shown in Table 18.

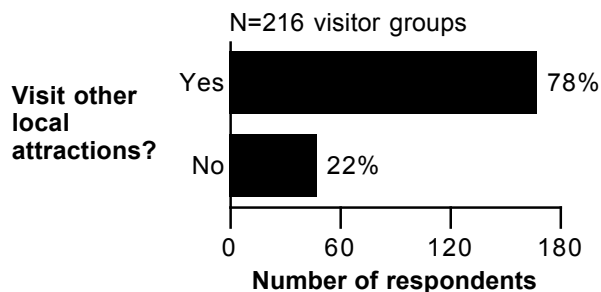


Figure 36. Visitor groups that visited other local attractions

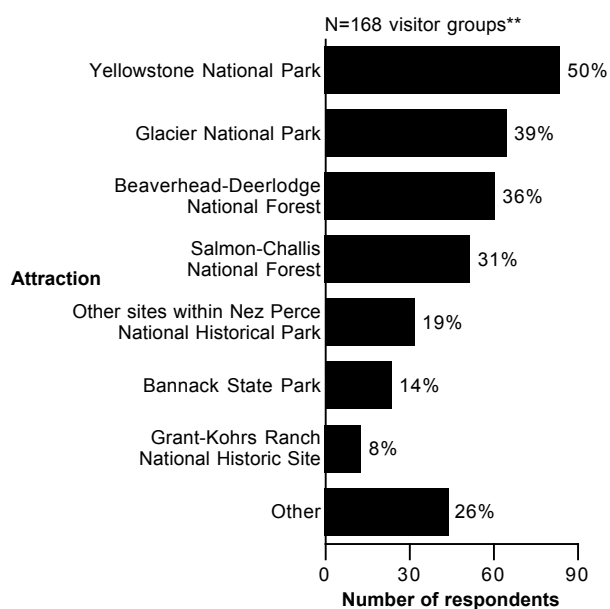


Figure 37. Local attractions visited

*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 local attractions
(N=54 comments; some visitor groups made more than one comment)

Attraction	Number of times mentioned
Grand Teton National Park	3
Bitterroot National Forest	2
Crystal Park	2
Fort Owen, Stevensville, MT	2
Jackson Hot Springs	2
Lolo National Forest	2
Philipsburg, MT	2
Anaconda, MT	1
Beartooth Scenic Highway	1
Big Sky	1
Bitterroot Mountains	1
Coolidge Ghost Town	1
Crazy Creek	1
Custer Monument	1
Deer Lodge Museum	1
Earthquake Lake	1
Frank Church River of No Return Wilderness	1
Gallatin National Forest	1
Gem Mountain	1
Heart of the Monster	1
Indian Tree Campground	1
Kooskia, ID	1
Lands managed by the BLM Salmon Field Office	1
Lemhi Pass, ID	1
Lewis and Clark Caverns	1
Lewis and Clark National Forest	1
Little Big Horn Battlefield	1
Lochsa Scenic River Byway	1
Lolo Pass, ID	1
Lolo, MT	1
Lost Trail	1
Lost Trail Hot Springs	1
Medicine Tree	1
Old Prison at Deer Lodge	1
Panhandle National Forest	1
Philipsburg Museum	1

*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 local attractions (continued)

Attraction	Number of times mentioned
Pioneer Scenic Byway	1
Roadside historical markers	1
Salmon River	1
Salmon, ID	1
Selway-Bitterroot Wilderness	1
Spaulding, ID	1
Traveler's Rest, MT	1
Virginia City, MT	1
Western Montana University	1
White Bird, ID	1

*total percentages do not equal 100 due to rounding

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

Expected activities on this visit

Question 11a

As you were planning your trip to Big Hole NB, which activities did your personal group expect to include on this visit?

Results

- As shown in Figure 38, the most common activities in which visitor groups expected to participate on this visit were:

86% Visiting visitor center
83% Viewing exhibits

- “Other” activities (6%) were:

Auto tour
Expected only an information board/marker at roadside
Fishing
Photography
Sight-seeing
Visit a place of national significance
Visit the actual battleground

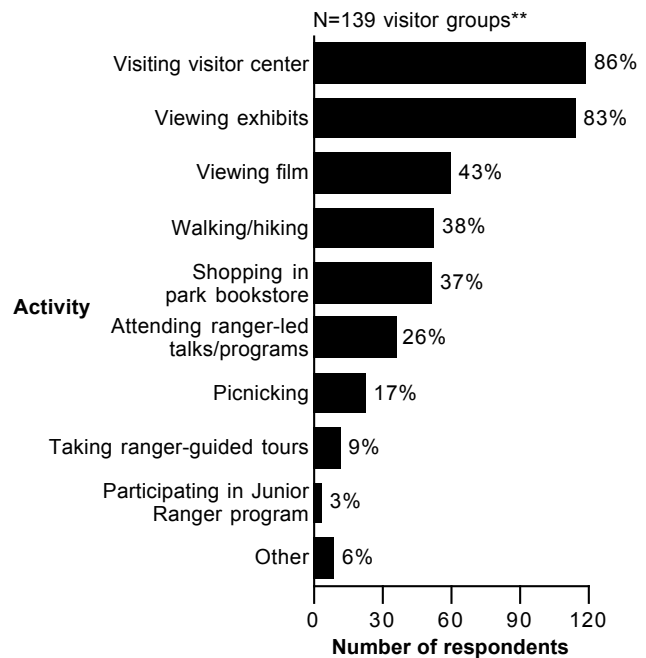


Figure 38. Expected activities on this visit

*total percentages do not equal 100 due to rounding

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

Activities on this visit

Question 11b

On this visit, in which activities did your personal group participate within Big Hole NB?

Results

- As shown in Figure 39, the most common activities in which visitor groups participated on this visit were:

94% Viewing exhibits
89% Visiting visitor center

- “Other” activities (9%) were:

Honoring the spirits of the dead
Informal discussion with staff
Learning about Nez Perce/Big Hole Battle
Nez Perce rededication
Photography
Rest facilities
Seeing all the changes
Seeing the parks
Take down tepee
Talk and demonstration by young Nez Perce tribal member
Touring battlefield
View by telescope from platform
Visit a place of national significance
Waiting out rainstorm
Went in Tepee

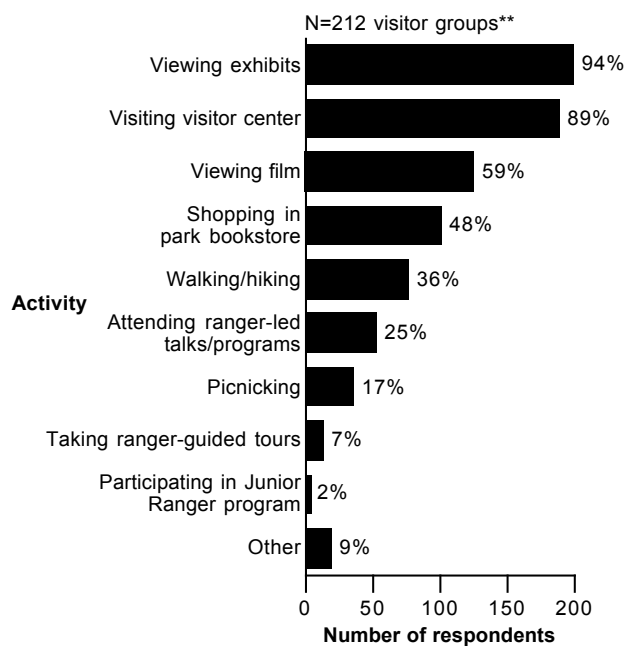


Figure 39. Activities on this visit

*total percentages do not equal 100 due to rounding

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

Most important activity

Question 11c

Which one of the above activities was the most important to your personal group on this visit?

Results

- As shown in Figure 40, the activities listed as “most important” to visitor groups included:

28% Viewing exhibits
20% Viewing film
17% Visiting visitor center

- “Other” activities (8%) were:

Going to the battlefield itself
Great visit with park volunteer in ranger training program
Honoring the spirits of the dead
Learn history of Big Hole battle
Learning about Nez Perce
Nez Perce rededication on 8/13
Photography
Rest facilities
Sightseeing
Take down tepee
Touring battlefield
View by telescope from platform
Visit actual battleground
We are out seeing the parks

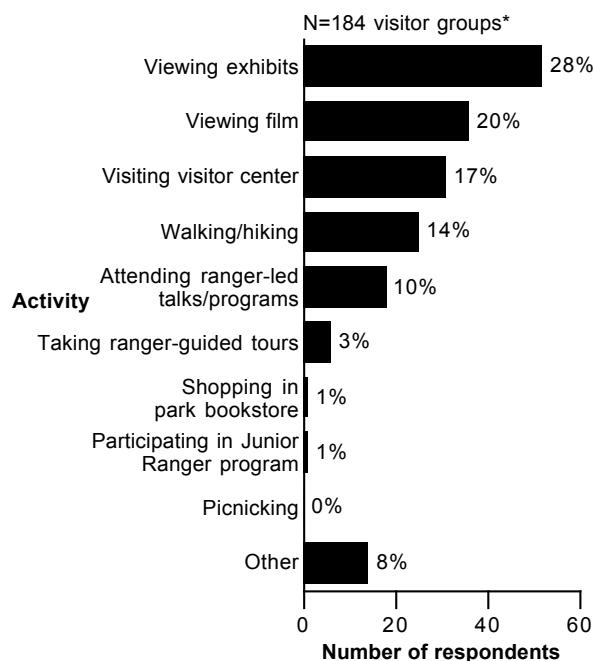


Figure 40. Most important activity

*total percentages do not equal 100 due to rounding

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

Ranger-led programs

Question 20a

On this visit to Big Hole NB, did your personal group attend any ranger-led programs?

Results

- 24% of visitor groups attended ranger-led programs on this visit to Big Hole NB (see Figure 41).

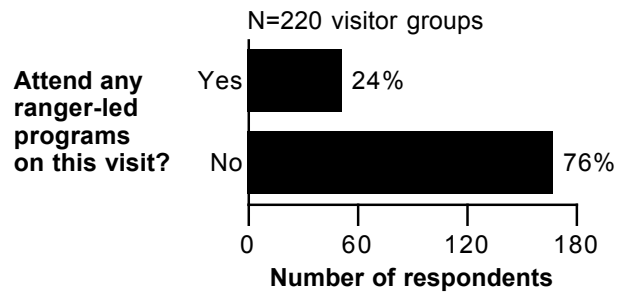


Figure 41. Visitor groups that attended ranger-led programs on this visit to Big Hole NB

Topics learned on this visit

Question 18a

Please Indicate all the topics that your personal group learned/learned more about on this visit to Big Hole NB.

Results

- 95% of visitor groups learned/learned more about selected park topics on this visit to Big Hole NB (see Figure 42).

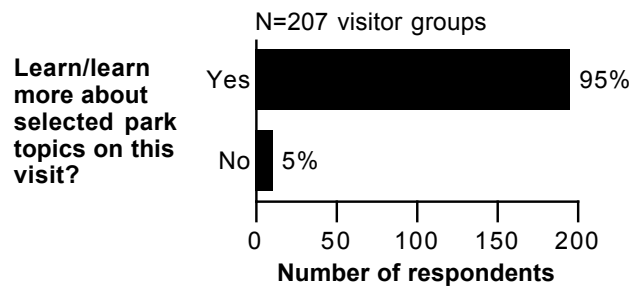


Figure 42. Visitor groups that learned/learned more about selected park topics on this visit to Big Hole NB

*total percentages do not equal 100 due to rounding

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

Question 18b

For each topic, please indicate how much your level of understanding improved during your visit.

Question 18c

For each topic, please indicate whether you feel the park exhibits changed your perception of the topic.

The Big Hole battle that took place on August 9-10, 1877

Results

a. Learned about topic

- 93% of visitor groups learned about the Big Hole battle that took place on August 9-10, 1877 on this visit (see Figure 43).

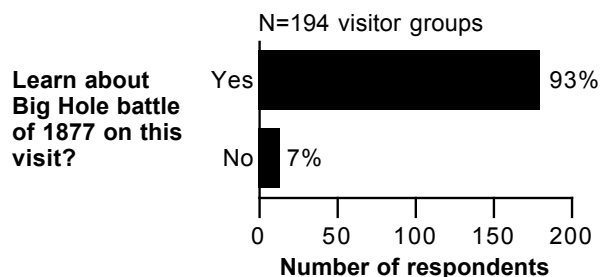


Figure 43. Visitor groups that learned about the Big Hole battle that took place on August 9-10, 1877 on this visit

b. Level of understanding improved

- 78% of visitor groups felt their level of understanding about the Big Hole battle that took place on August 9-10, 1877 improved “a lot” during their visit (see Figure 44).

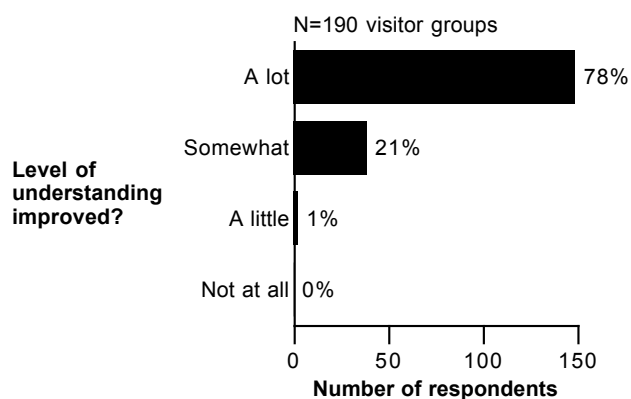


Figure 44. Level of understanding improved about the Big Hole battle that took place on August 9-10, 1877

c. Changed prior perceptions

- 48% of visitor groups changed their prior perceptions about the Big Hole battle that took place on August 9-10, 1877 (see Figure 45).

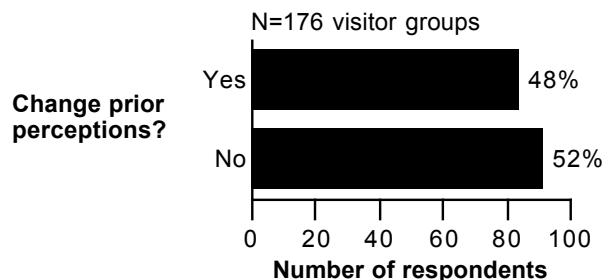


Figure 45. Changed prior perceptions about the Big Hole battle that took place on August 9-10, 1877

*total percentages do not equal 100 due to rounding

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

The Nez Perce Flight of 1877

Results

a. Learned about topic

- 91% of visitor groups learned about the Nez Perce Flight of 1877 on this visit (see Figure 46).

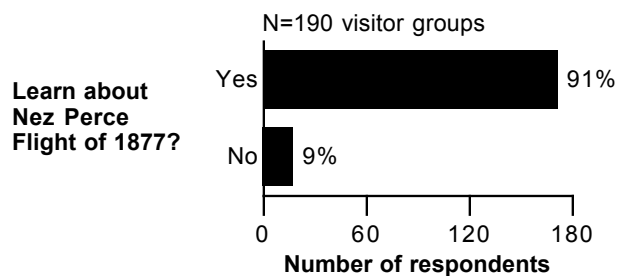


Figure 46. Visitor groups that learned about the Nez Perce Flight of 1877 on this visit

b. Level of understanding improved

- 77% of visitor groups felt their level of understanding about the Nez Perce Flight of 1877 improved “a lot” during their visit (see Figure 47).

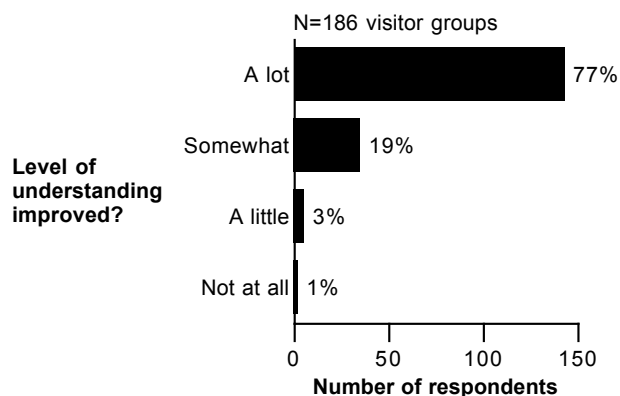


Figure 47. Level of understanding improved about the Nez Perce Flight of 1877

c. Changed prior perceptions

- 49% of visitor groups changed their prior perceptions about the Nez Perce Flight of 1877 (see Figure 48).

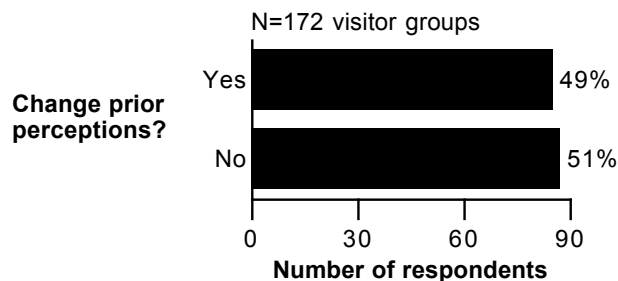


Figure 48. Changed prior perceptions about the Nez Perce Flight of 1877

*total percentages do not equal 100 due to rounding

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

The culture of the Nez Perce people

Results

a. Learned about topic

- 89% of visitor groups learned about the culture of the Nez Perce people on this visit (see Figure 49).

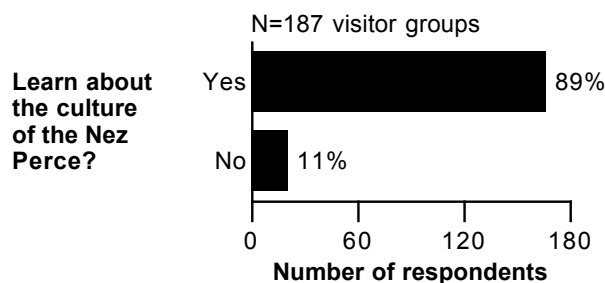


Figure 49. Visitor groups that learned about the culture of the Nez Perce people on this visit

b. Level of understanding improved

- 49% of visitor groups felt their level of understanding about the culture of the Nez Perce people improved “a lot” during their visit (see Figure 50).

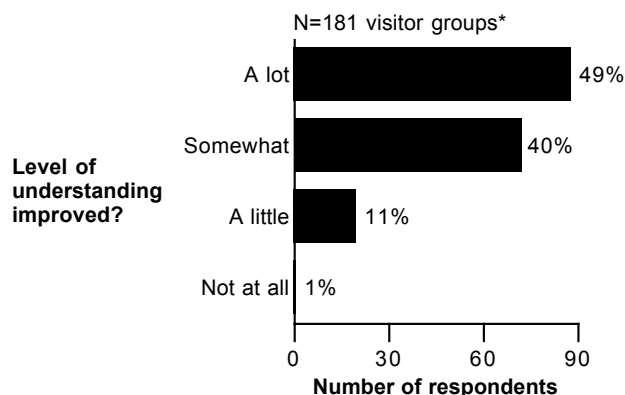


Figure 50. Level of understanding improved about the culture of the Nez Perce people

c. Changed prior perceptions

- 45% of visitor groups changed their prior perceptions about the culture of the Nez Perce people (see Figure 51).

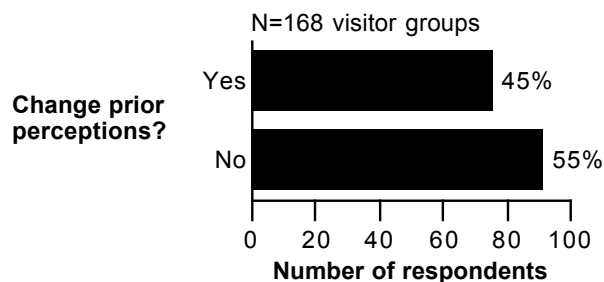


Figure 51. Changed prior perceptions about the culture of the Nez Perce people

*total percentages do not equal 100 due to rounding

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

Contemporary American Indian connections to Big Hole NB

Results

a. Learned about topic

- 81% of visitor groups learned about contemporary American Indian connections to Big Hole NB on this visit (see Figure 52).

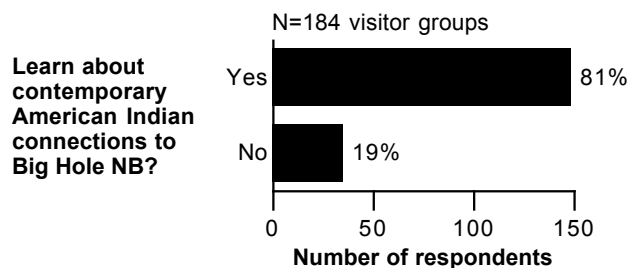


Figure 52. Visitor groups that learned about contemporary American Indian connections to Big Hole NB on this visit

b. Level of understanding improved

- 52% of visitor groups felt their level of understanding about contemporary American Indian connections to Big Hole NB improved “a lot” during their visit (see Figure 53).

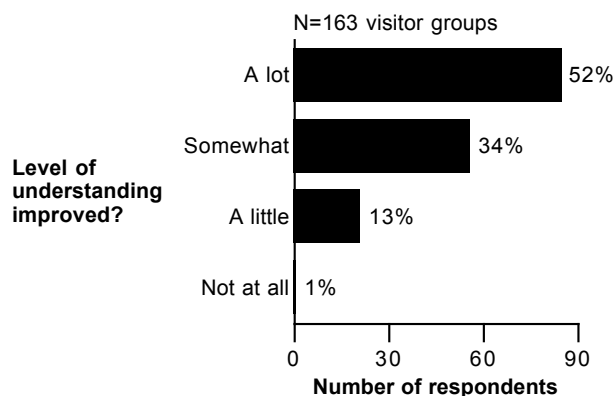


Figure 53. Level of understanding improved about contemporary American Indian connections to Big Hole NB

c. Changed prior perceptions

- 51% of visitor groups changed their prior perceptions about contemporary American Indian connections to Big Hole NB (see Figure 54).

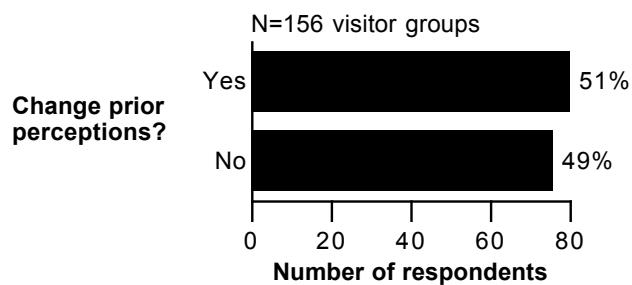


Figure 54. Changed prior perceptions about contemporary American Indian connections to Big Hole NB

*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 13a

Please mark all the information services and facilities that your personal group used at Big Hole NB during this visit.

Results

- As shown in Figure 55, the most common information services and facilities used by visitor groups were:

90% Visitor center exhibits
86% Visitor center (overall)
62% Assistance from park staff

- The least used service/facility was:

3% Junior Ranger program

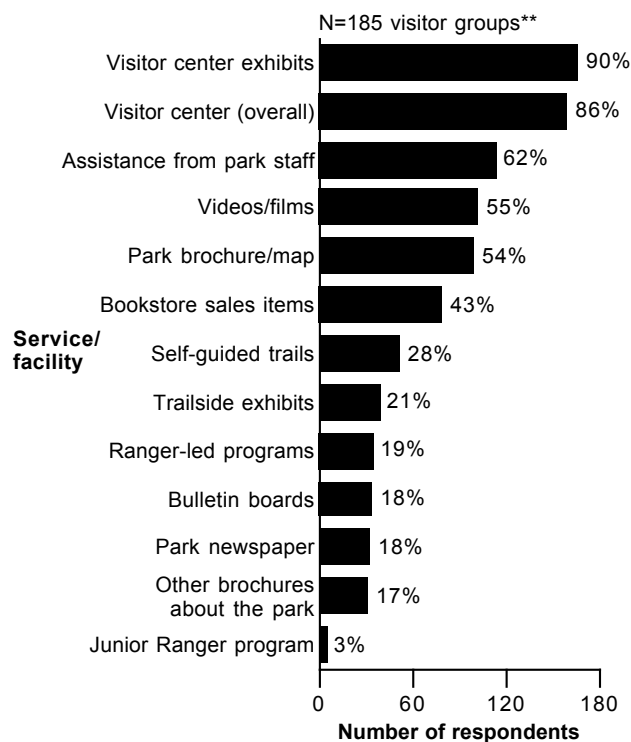


Figure 55. Information services and facilities used

*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 13b

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 56 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 19 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:
 - 91% Visitor center (overall)
 - 91% Visitor center exhibits
 - 90% Ranger-led programs
- The service/facility receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:
 - 4% Bookstore sales items

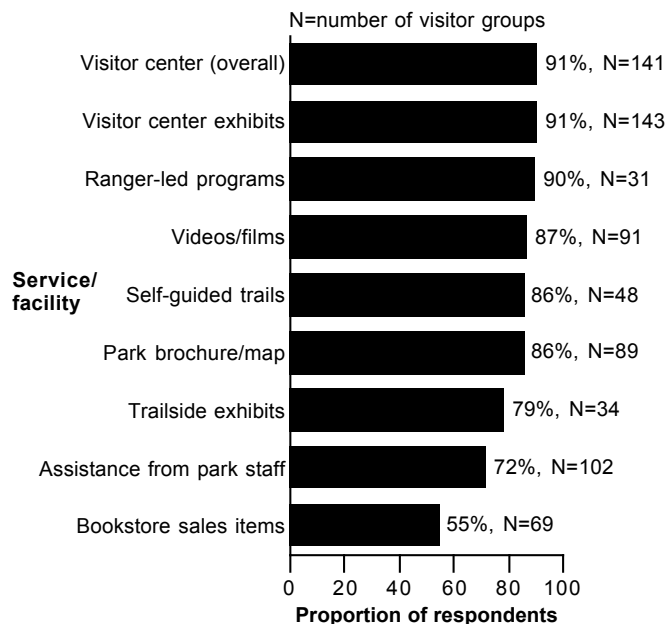


Figure 56. Combined proportions of “extremely important” and “very important” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

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

Table 19. 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	102	3	3	22	46	26
Bookstore sales items (selection, price, etc.)	69	4	12	29	41	14
Bulletin boards – CAUTION!	27	0	7	30	44	19
Junior Ranger program – CAUTION!	5	0	0	0	20	80
Park brochure/map	89	1	0	12	39	47
Other brochures about the park – CAUTION!	26	0	0	31	46	23
Park newspaper: <i>Visitor Guide</i> – CAUTION!	29	0	7	7	55	31
Ranger-led programs	31	3	0	6	58	32
Self-guided trails	48	2	0	13	42	44
Trailside exhibits	34	3	0	18	38	41
Videos/films	91	1	1	11	30	57
Visitor center exhibits	143	1	3	6	35	56
Visitor center (overall)	141	1	1	7	31	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 information services and facilities

Question 13c

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 57 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% Videos/films
- 97% Assistance from park staff
- 96% Visitor center (overall)
- 96% Visitor center exhibits

- Table 20 shows the quality ratings of each service and facility.

- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:

- 3% Ranger-led programs
- 3% Trailside exhibits

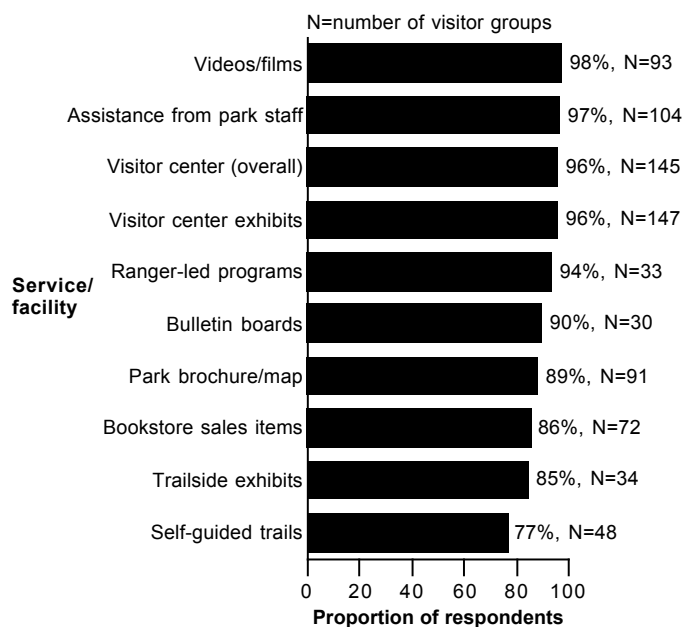


Figure 57. Combined proportions of “very good” and “good” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

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

Table 20. 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	104	1	1	1	14	83
Bookstore sales items (selection, price, etc.)	72	0	0	14	36	50
Bulletin boards	30	0	0	10	40	50
Junior Ranger program – CAUTION!	5	0	0	0	40	60
Park brochure/map	91	0	1	10	26	63
Other brochures about the park – CAUTION!	26	0	0	8	31	62
Park newspaper: <i>Visitor Guide</i> – CAUTION!	28	0	0	7	25	68
Ranger-led programs	33	3	0	3	24	70
Self-guided trails	48	2	4	17	33	44
Trailside exhibits	34	3	3	9	44	41
Videos/films	93	1	0	1	23	75
Visitor center exhibits	147	1	1	3	29	67
Visitor center (overall)	145	1	1	3	27	69

*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 58 and Figure 59 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.

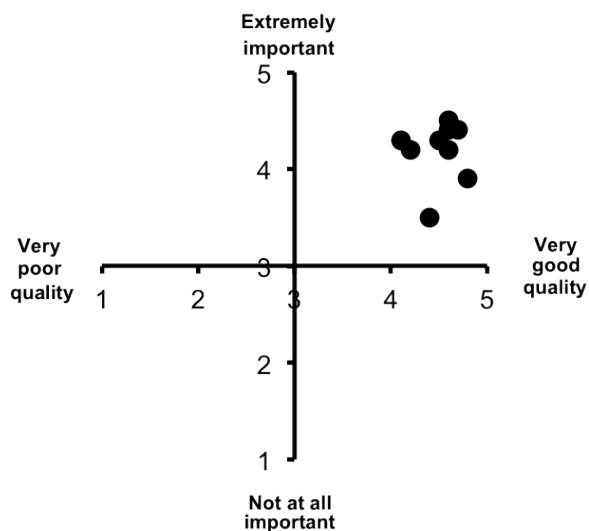


Figure 58. Mean scores of importance and quality ratings of information services and facilities

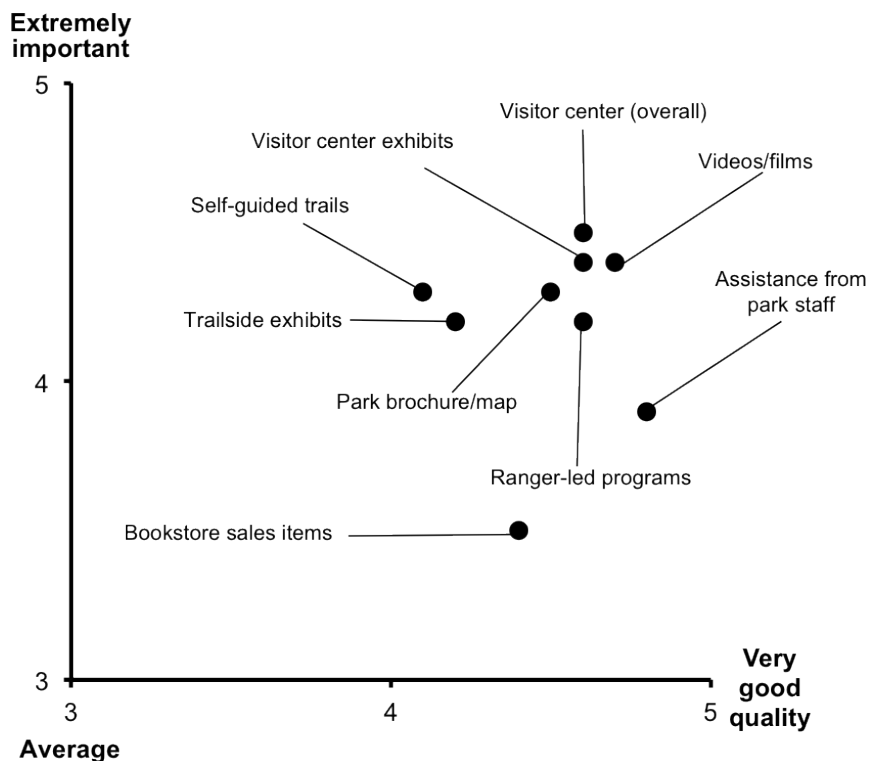


Figure 59. Detail of Figure 58

*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 Big Hole NB during this visit.

Results

- As shown in Figure 60, the most common visitor services and facilities used by visitor groups were:

88% Restrooms
75% Highway directional signs outside park
68% Park road

- The least used service/facility was:

9% Access for people with disabilities

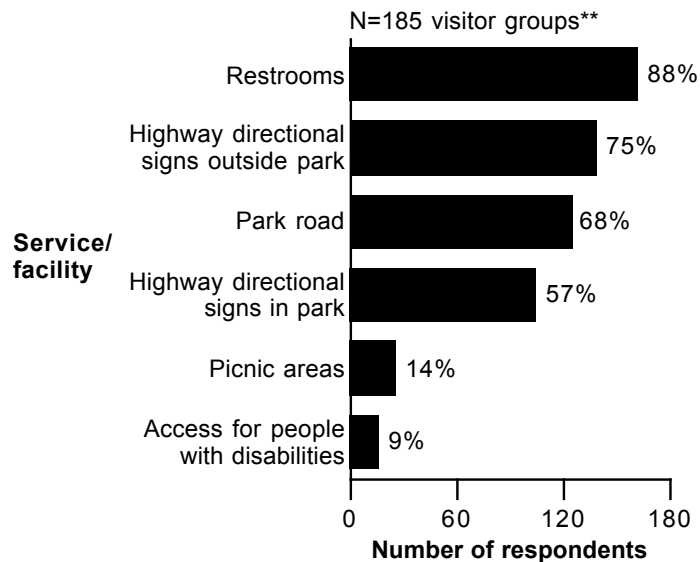


Figure 60. Visitor services and facilities used

*total percentages do not equal 100 due to rounding

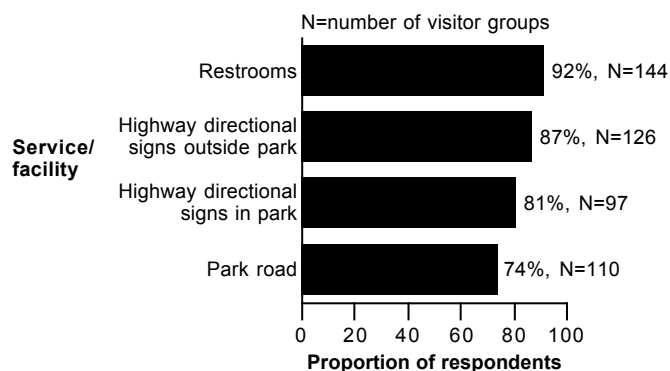
**total percentages do not equal 100 because visitors could select more than one answer

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 61 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:

- 92% Restrooms
- 87% Highway directional signs outside park
- 81% Highway directional signs in park

- Table 21 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% Park road

Figure 61. 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 21. 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!	14	7	7	0	7	79
Highway directional signs in park	97	0	2	16	43	38
Highway directional signs outside park	126	1	2	10	41	46
Park road	110	2	5	20	31	43
Picnic areas – CAUTION!	23	4	0	30	39	26
Restrooms	144	1	1	6	27	65

*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 62 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:

- 93% Restrooms
- 88% Highway directional signs in park
- 81% Highway directional signs outside park
- 77% Park road

- Table 22 shows the quality ratings of each service and facility.
- No service or facility received a “very poor” rating.

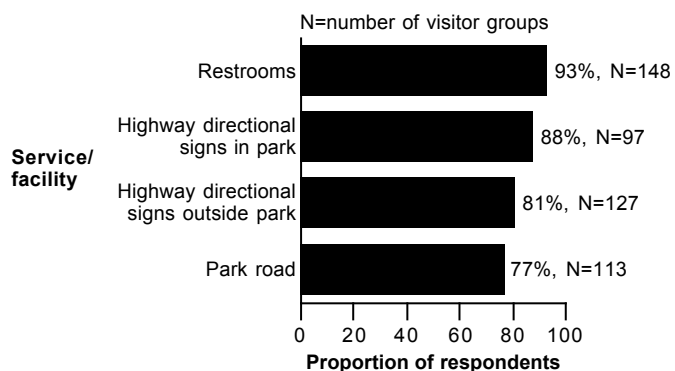


Figure 62. Combined proportions of “very good” and “good” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

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

Service/facility	N	Very poor	Poor	Rating (%)*		
				Average	Good	Very good
Access for people with disabilities – CAUTION!	16	0	0	13	38	50
Highway directional signs in park	97	0	0	12	31	57
Highway directional signs outside park	127	0	2	18	27	54
Park road	113	0	4	19	34	43
Picnic areas – CAUTION!	24	0	0	13	21	67
Restrooms	148	0	0	7	24	69

*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 63 and Figure 64 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.

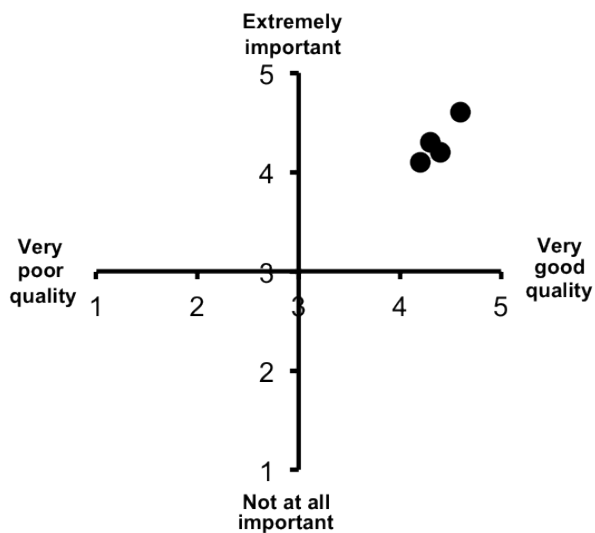


Figure 63. Mean scores of importance and quality ratings of visitor services and facilities

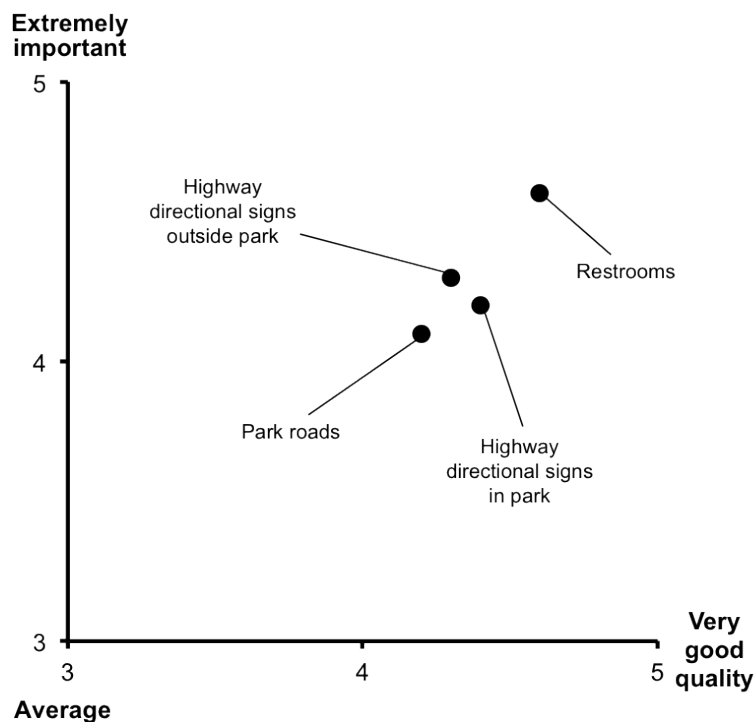


Figure 64. Detail of Figure 63

*total percentages do not equal 100 due to rounding

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

Importance of protecting park resources and attributes

Question 16

It is the National Park Service's responsibility to protect Big Hole NB's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to your personal group?

Results

- As shown in Figure 65, the highest combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes included:

96% Preservation of historic artifacts
88% Scenic views
87% Clean air (visibility)
86% Educational opportunities

- Table 23 shows the importance ratings of park resources and attributes.
- The resource/attribute receiving the highest "not at all important" rating was:

2% Native plants

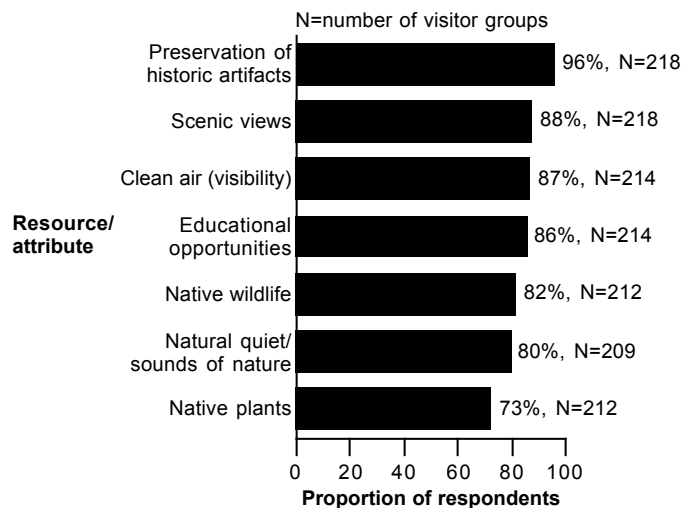


Figure 65. Combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes

*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. Visitor rating of importance of protecting park resources and attributes
(N=number of visitor groups)

Resource/attribute	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	214	1	1	10	38	49
Educational opportunities	214	<1	3	10	41	45
Native plants	212	2	3	22	27	46
Native wildlife	212	<1	2	16	30	52
Natural quiet/sounds of nature	209	1	3	16	31	49
Preservation of historic artifacts	218	<1	0	4	20	76
Scenic views	218	<1	<1	11	29	59

*total percentages do not equal 100 due to rounding

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

Interaction with park staff

Question 12a

During this visit to Big Hole NB, did your personal group have any interaction with park staff?

Results

- 88% of visitor groups had personal interaction with park staff (see Figure 66).

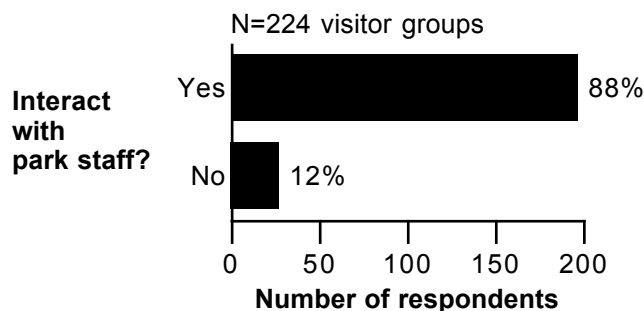


Figure 66. Visitor groups that had personal interaction with park staff

Question 12b

If YES, please rate the quality of your interaction with the park staff.

Results

- Figure 67 shows the combined proportions of “very good” and “good” ratings of visitor groups’ personal interaction with park staff.
- The interaction receiving the highest combined proportions of “very good” and “good” ratings was:
99% Helpfulness
- Table 24 shows the quality of visitor groups’ interaction with park staff.
- No interactions received a “very poor” rating.

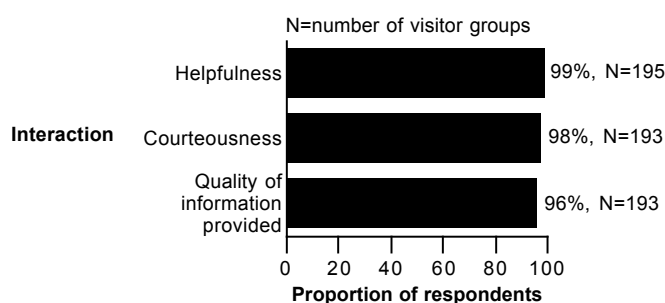


Figure 67. Quality of personal interaction with park staff

Table 24. Quality of personal interaction with park staff (N=number of visitor groups)

Interaction	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Helpfulness	195	0	0	2	18	81
Courteousness	193	0	0	2	14	84
Quality of information provided	193	0	1	3	18	78

*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 19

For your personal group, please estimate all expenditures for the items listed below for this visit to Big Hole NB and the surrounding area (within 90 miles of the park).

Results

- 44% of visitor groups spent \$1-\$200 (see Figure 68).
- 25% spent no money.
- 20% spent \$201-\$400.
- The average visitor group expenditure was \$193.
- 12% spent \$401 or more.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$74.
- The average total expenditure per person (per capita) was \$109.
- As shown in Figure 69, the largest proportions of total expenditures inside and outside the park were:

38% Lodge, hotel, motel, cabin, B&B, etc.
21% Gas and oil
16% Restaurants and bars

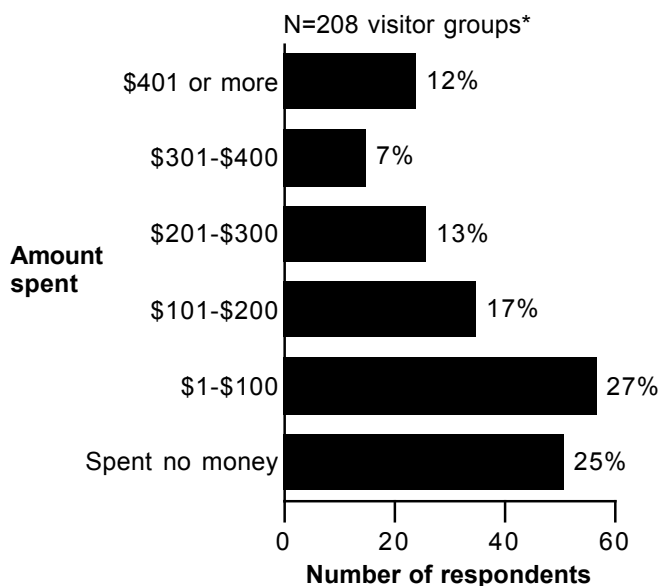


Figure 68. Total expenditures inside and outside the park

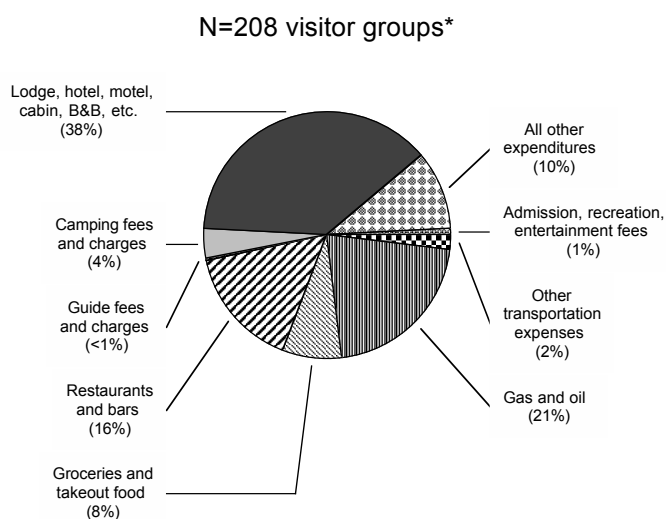


Figure 69. Proportions of total expenditures inside and outside the park

*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 19c

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

Results

- 72% of visitor groups had two adults covered by expenditures (see Figure 70).
- 15% had one adult covered by expenditures.
- 13% had three or more adults covered by expenditures.

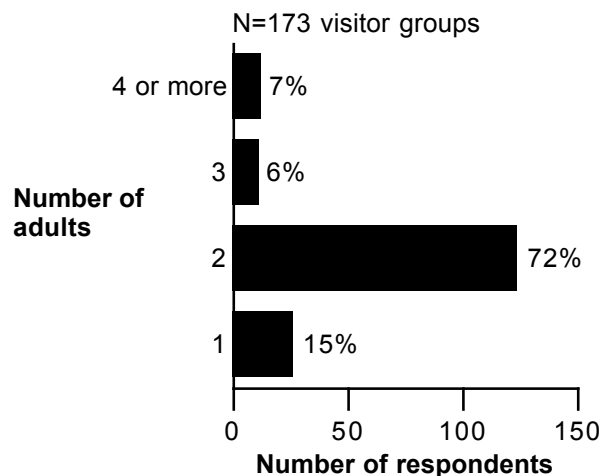


Figure 70. Number of adults covered by expenditures

Number of children covered by expenditures

Question 19c

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

Results

- 83% of visitor groups had no children covered by expenditures (see Figure 71).
- 13% had one or two children covered by expenditures.

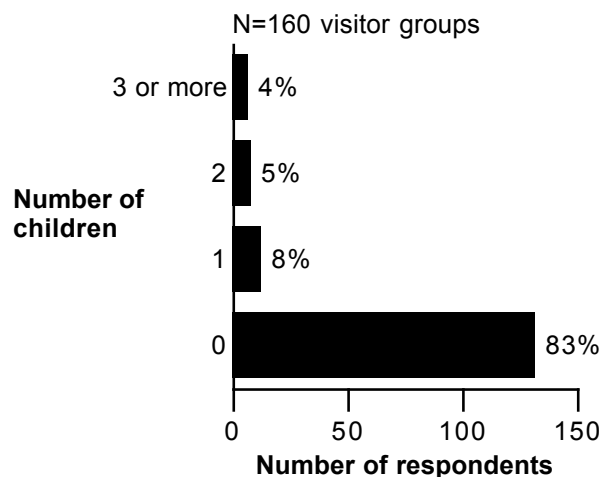


Figure 71. Number of children covered by expenditures

*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 19a

Please list your personal group's total expenditures inside Big Hole NB.

Note: "All other expenditures" was the only spending category inside the park.

Results

- 66% of visitor groups spent no money on "all other expenditures" (souvenirs, books, postcards, clothing, donations, etc.) inside the park (see Figure 72).
- 32% spent \$1-\$50.
- The average visitor group expenditure inside the park was \$10.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$0.
- The average total expenditure per person (per capita) was \$13.

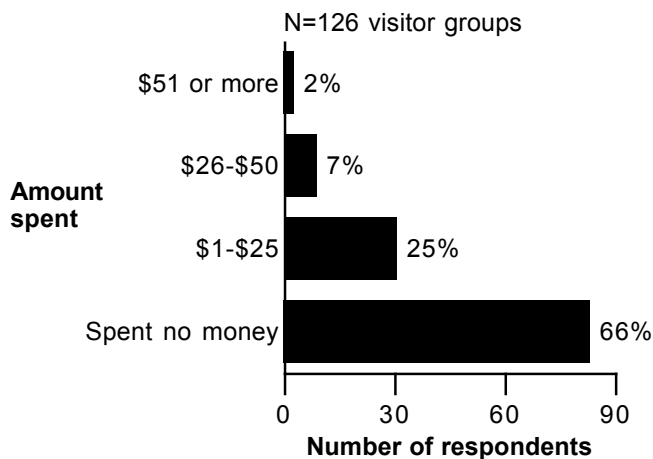


Figure 72. Expenditures inside the park

*total percentages do not equal 100 due to rounding

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

Expenditures outside the park

Question 19b

Please list your personal group's total expenditures in the surrounding area outside the park (within 90 miles of the park).

Results

- 47% of visitor groups spent \$1-\$200 (see Figure 73).
- 22% spent \$201-\$400.
- 19% spent no money.
- The average visitor group expenditure outside the park was \$216.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$120.
- The average total expenditure per person (per capita) was \$127.
- As shown in Figure 74, the largest proportions of total expenditures outside the park were:

39% Lodge, hotel, motel, cabin, B&B, etc.
22% Gas and oil
16% Restaurants and bars

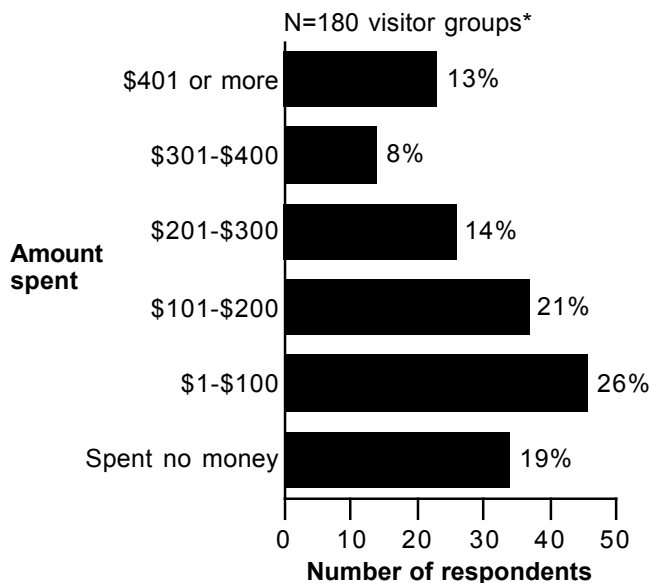


Figure 73. Total expenditures outside the park

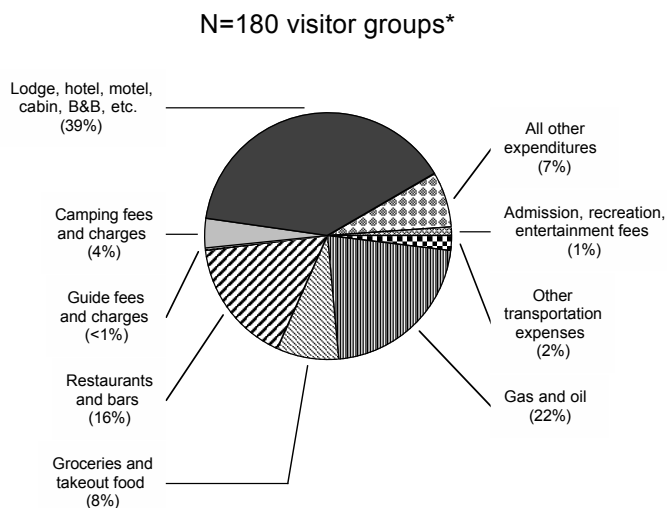


Figure 74. Proportions of total expenditures outside the park

*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.

- 45% of visitor groups spent no money on lodging outside the park (see Figure 75).
- 40% spent \$101-\$200.
- 15% spent \$201 or more.

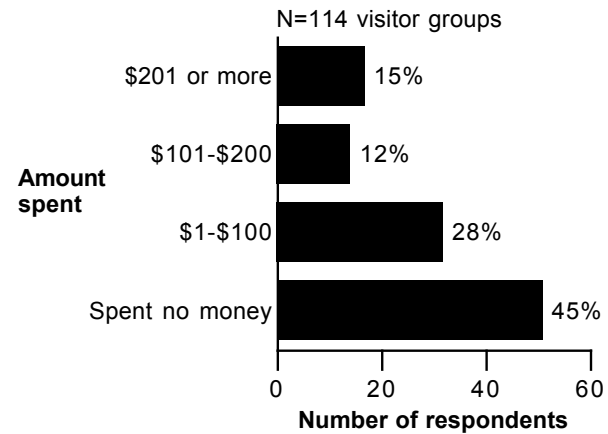


Figure 75. Expenditures for lodging outside the park

Camping fees and charges

- 59% of visitor groups spent no money on camping fees and charges outside the park (see Figure 76).
- 32% spent \$1-\$50.
- 9% spent \$51 or more.

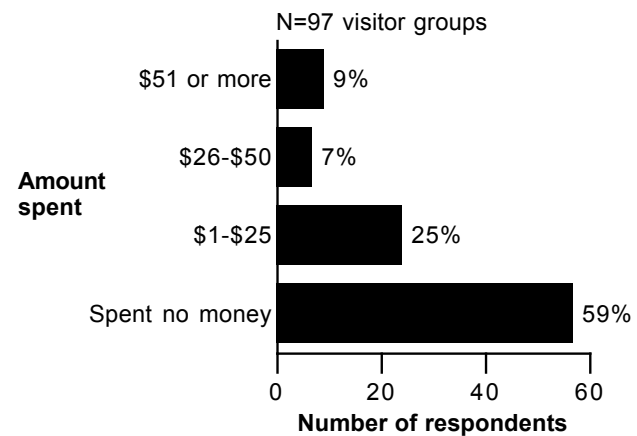


Figure 76. Expenditures for camping fees and charges outside the park

*total percentages do not equal 100 due to rounding

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

Guide fees and charges

- 94% of visitor groups spent no money on guide fees and charges outside the park (see Figure 77).

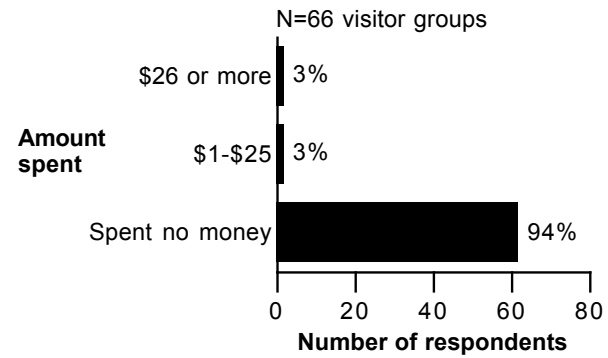


Figure 77. Expenditures for guide fees and charges outside the park

Restaurants and bars

- 44% of visitor groups \$1-\$50 on restaurants and bars outside the park (see Figure 78).
- 29% spent no money.
- 28% spent \$51 or more.

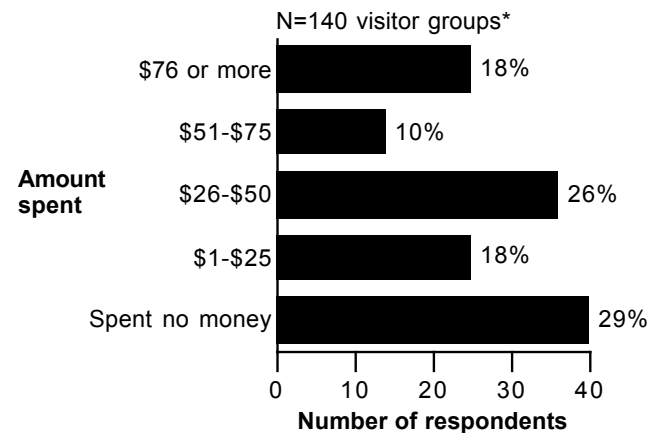


Figure 78. Expenditures for restaurants and bars outside the park

*total percentages do not equal 100 due to rounding

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

Groceries and takeout food

- 45% of visitor groups spent \$1-\$50 on groceries and takeout food outside the park (see Figure 79).
- 41% spent no money.
- 14% spent \$51 or more.

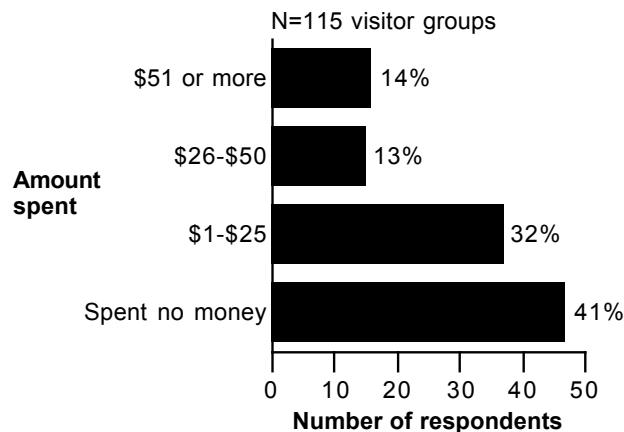


Figure 79. Expenditures for groceries and takeout food outside the park

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

- 44% of visitor groups spent \$1-\$50 on gas and oil outside the park (see Figure 80).
- 35% spent \$51 or more.
- 22% spent no money.

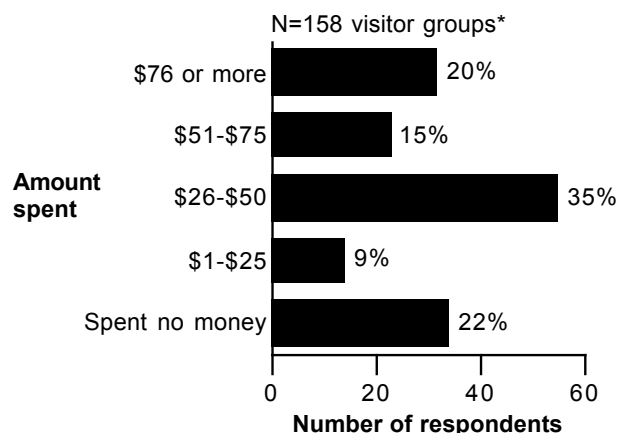


Figure 80. Expenditures for gas and oil outside the park

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

- 97% of visitor groups spent no money on other transportation outside the park (see Figure 81).

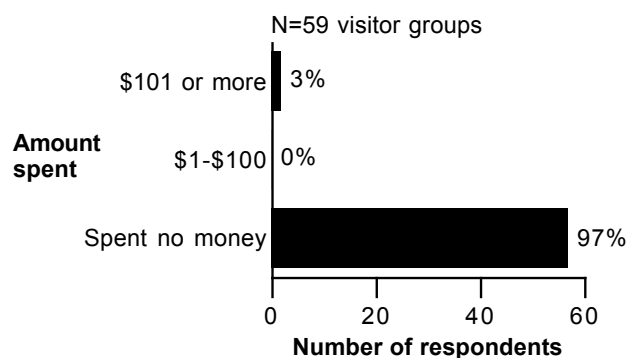


Figure 81. Expenditures for other transportation outside the park

*total percentages do not equal 100 due to rounding

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

Admission, recreation, and entertainment fees

- 83% of visitor groups spent no money on admission, recreation, and entertainment fees outside the park (see Figure 82).
- 9% spent \$1-\$25.
- 9% spent \$26 or more.

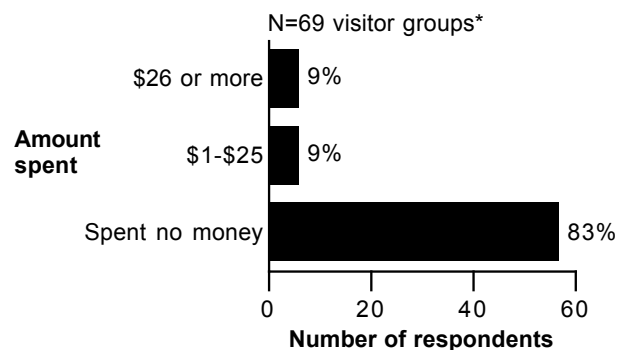


Figure 82. Expenditures for admission, recreation, and entertainment fees outside the park

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

- 50% of visitor groups spent no money on all other purchases outside the park (see Figure 83).
- 37% spent \$1-\$50.
- 14% spent \$51 or more.

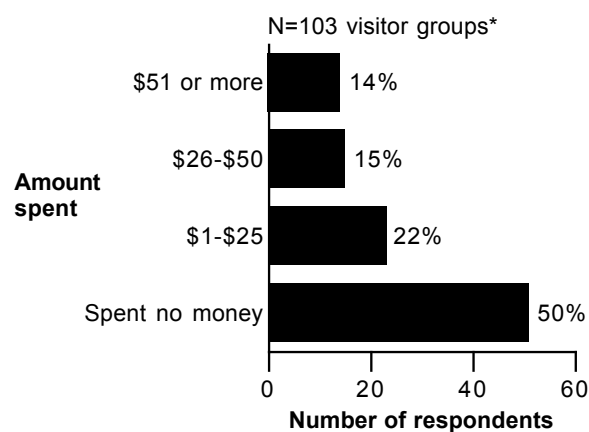


Figure 83. Expenditures for all other purchases outside the park

*total percentages do not equal 100 due to rounding

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

Preferences for Future Visits

Ranger-led programs for future visit

Question 20b

If you were to visit Big Hole NB in the future, would your personal group be interested in attending ranger-led programs in the park?

Results

- 60% of visitor groups were interested in attending ranger-led programs on a future visit to the park (see Figure 84).

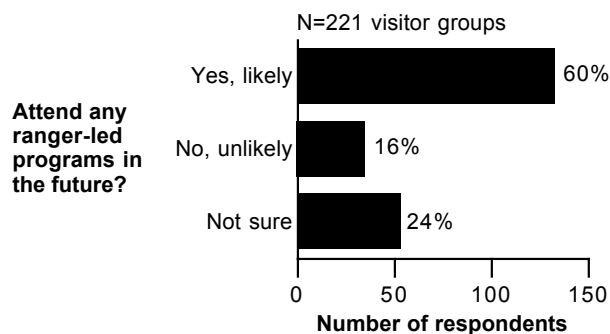


Figure 84. Visitor groups that were interested in participating in ranger-led programs on a future visit

Preferred length of ranger-led programs

Question 20c

If YES, what length of program would your personal group like to attend?

Results

- 70% of visitor groups preferred a program length of 1-2 hours (see Figure 85).
- 15% of preferred a program length of 1/2-1 hour.
- 15% of preferred a program length of under 1/2 hour.

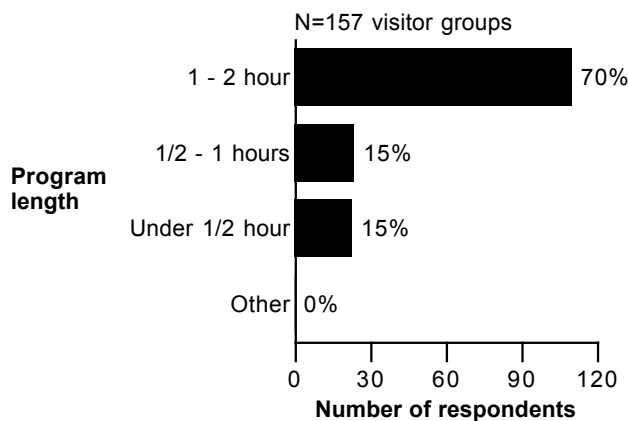


Figure 85. Preferred length of ranger-led programs

*total percentages do not equal 100 due to rounding

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

Preferred methods to learn about the park

Question 17

If you were to visit Big Hole NB in the future, how would your personal group prefer to learn about the park's cultural and natural history during your visit to the park?

Results

- 92% of visitor groups were interested in learning about the cultural and natural history of Big Hole NB on a future visit (see Figure 86).

- As shown in Figure 87, among those visitor groups that were interested in learning about the park, the most common methods to learn were:

79% Indoor exhibits
74% Trailside exhibits
68% Self-guided tours with brochure
64% Film, movies, videos

- No "other" methods (2%) were specified.

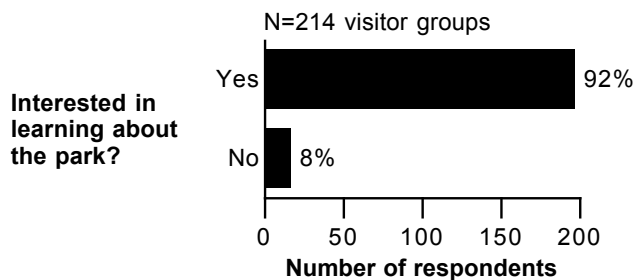


Figure 86. Visitor groups that were interested in learning about the cultural and natural history of Big Hole NB on a future visit

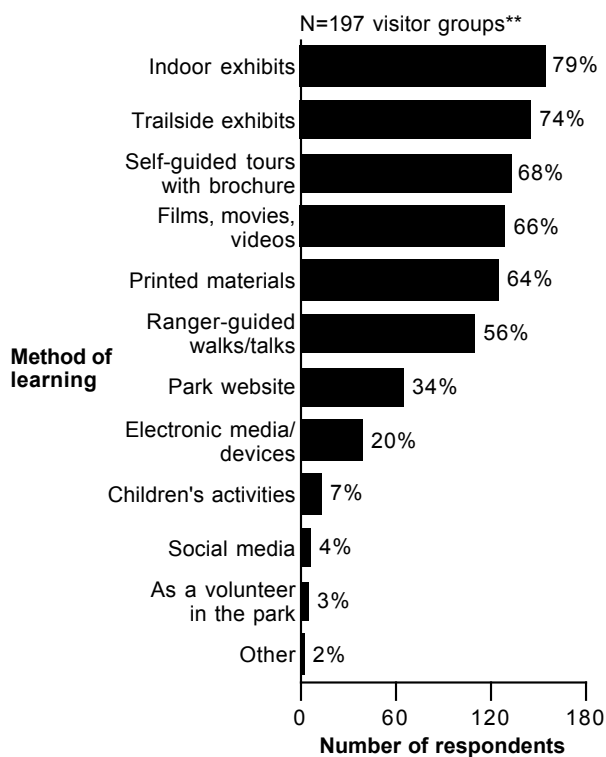


Figure 87. Preferred methods for learning about the cultural and natural history of Big Hole NB on a future visit

*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 14

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

Results

- 97% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 88).
- 1% rated the overall quality as “poor.”
- No visitor group rated the overall quality as “very poor.”

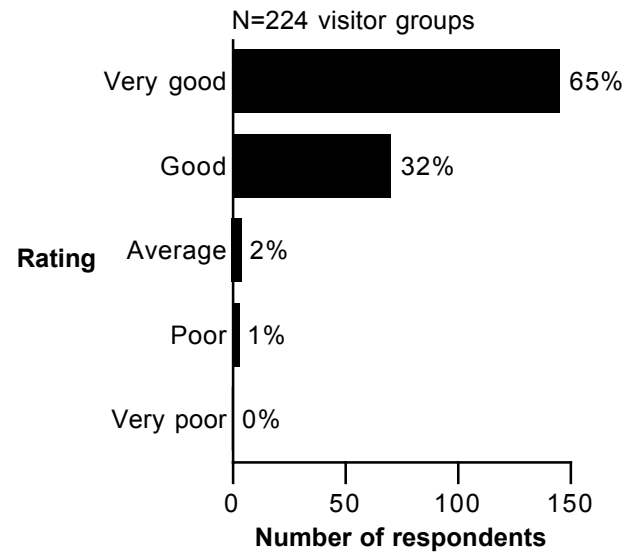


Figure 88. Overall quality rating of facilities, services, and recreational opportunities

*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

What visitors liked most

Question 21a

What did your personal group like most about your visit to Big Hole NB?
(Open-ended)

Results

- 85% of visitor groups (N=192) responded to this question.
- Table 25 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 25. What visitors liked most
(N=263 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (3%)	
Rangers/staff helpful	4
Other comments	3
INTERPRETIVE SERVICES (71%)	
Film	38
Exhibits	32
History	27
Ranger-led tour/talk	25
Learning about battle/Nez Perce tribe	17
Artifacts	4
Information	4
Map	4
Self-guided tour	4
Hands-on exhibits	4
Dramatic tepee presentations	2
Informal discussion with ranger	2
Informative	2
Interesting	2
Learning	2
Perspective/sensitivity of information	2
Teaching children about history	2
Other comments	14

Table 25. What visitors liked most (continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (11%)	
Village site	10
Trails	4
View of battlefield	4
Cleanliness	2
Remodeled visitor center	2
Other comments	8
POLICY/MANAGEMENT (1%)	
Comments	3
RESOURCE MANAGEMENT (1%)	
Comments	3
GENERAL (13%)	
Hiking/walking	7
Views	7
Scenery	5
Beauty of the area	3
Liked it all	2
Other comments	9

What visitors liked least

Question 21b

What did your personal group like least about your visit to Big Hole NB?
(Open-ended)

Results

- 62% of visitor groups (N=141) responded to this question.
- Table 26 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 26. What visitors liked least
(N=145 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
INTERPRETIVE SERVICES (16%)	
Exhibits	3
Display featuring visitor comments is distasteful and inappropriate	2
Exhibit information unorganized	2
Other comments	16
FACILITIES/MAINTENANCE (16%)	
Building not well-maintained	3
Landscape poor/overgrown	3
Sidewalk repairs	3
Lack of picnic tables	2
No cell service/internet	2
Numbered guide signs faded/hard to follow	2
Ruts/bumps in roadway	2
Unable to get closer to site	2
Other comments	4
POLICY/MANAGEMENT (3%)	
No dogs on trails	4
RESOURCE MANAGEMENT (1%)	
Pine beetle kill	2
CONCESSION SERVICES (3%)	
Comments	5

Table 26. What visitors liked least (continued)

Comment	Number of times mentioned
GENERAL (60%)	
Nothing to dislike	49
Not enough time	19
Weather	7
Construction	3
Other comments	9

Planning for the future

Question 28

If you were a manager planning for the future of Big Hole NB, what would your personal group propose? (Open-ended)

Results

- 44% of visitor groups (N=100) 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. Planning for the future
(N=138 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (1%)	
Comment	1
INTERPRETIVE SERVICES (41%)	
More information	8
More native culture	4
More exhibits	3
Self-guided tour	3
Enlarge museum area	2
Guided tours	2
Improve exhibit organization	2
Living history/reenactments	2
More artifacts	2
More outdoor activities	2
Shuttle guided tours	2
Other comments	25
FACILITIES/MAINTENANCE (16%)	
Improve/update signage	7
Improve roads/trails	3
Keep up maintenance	3
More trails	3
Remove/trim overgrown vegetation	2
Other comments	4

Table 27. Planning for the future (continued)

Comment	Number of times mentioned
POLICY/MANAGEMENT (20%)	
Increase publicity	8
Increase awareness of available amenities in area	4
Establish a campground	3
Hire Nez Perce	2
Increase access to battlefield	2
Other comments	9
RESOURCE MANAGEMENT (7%)	
Preserve the battlefield	6
Other comments	3
CONCESSION SERVICES (4%)	
Sell basic amenities (sunscreen, hats, water)	2
Other comments	3
GENERAL (12%)	
Keep up the good work	5
Keep as is	4
Keep it simple	2
Other comments	5

Additional comments

Question 29

Is there anything else your personal group would like to tell us about your visit to Big Hole NB? (Open-ended)

Results

- 48% of visitor groups (N=109) responded to this question.
- Table 28 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 28. Additional comments
(N=182 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (3%)	
Staff great/friendly/helpful	3
Other comments	2
INTERPRETIVE SERVICES (43%)	
Informative	7
Moving story	7
Sad place/story	7
Film good/wonderful/excellent	6
Exhibits good/excellent	5
Learned a lot	5
Well balanced presentation of information	4
Educational	3
Important history	3
Interesting	3
Ranger talk good/wonderful	3
Appreciated simple/clear exhibits	2
Enjoyed personal stories	2
Other comments	21
FACILITIES/MAINTENANCE (3%)	
Comments	5
POLICY/MANAGEMENT (10%)	
Survey too long	5
Appreciate preservation of site/history	3
NPS doing a great job	2
Other comments	9

Table 28. Additional comments (continued)

Comment	Number of times mentioned
CONCESSION SERVICES (1%)	
Services in area are scarce	2
GENERAL (39%)	
Enjoyed visit	14
Thank you	13
Good/great time	5
Beautiful	3
Fantastic	2
Loved it	2
Nice	2
Repeat visitor	2
Well done	2
Other comments	26

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 21a

What did your personal group like most about your visit to Big Hole NB? (Open-ended)

- All of it
- American history
- Balance of exhibits, interpretive staff, tour through battleground
- Becoming aware of the area and the events that occurred
- Being able to see the battlefield, Indian camp and route taken by the soldiers
- Being from Oregon where Chief Joe started. Almost made it to Canada.
- Being in the Big Hole Valley
- Bessie Blackfoot/tepee site
- Change in perspective from army to Native Americans
- Clear exhibits
- College student ranger speech/presentation
- Connection to people/place
- Cultural artifacts, touch exhibit, no fee
- Deck talk
- Displays
- Excellent film
- Exhibits
- Exhibits
- Exhibits
- Exhibits
- Exhibits, scenery
- Feeling history and the importance of the site. Landscape and the moose cow we saw on the trail.
- Film
- Film
- Film
- Film
- Film and exhibit
- Film and exhibits
- Film and exhibits
- Film and Nez Perce language lecture
- Film and view of battlefield
- Film and walking the site
- Film was very informative, we had never heard of this battle
- Film, exhibits, presentation by Native American ranger
- Film, ranger talk
- Film's overview
- Film/video
- Friendly park rangers

- General information about the area and the battle itself
- Guided trail
- Hands on exhibits
- Helpful staff, exhibits, historical information
- High quality of the venue, displays, staff helpfulness and increased knowledge of U.S. western history
- Hiking along the north fork of the Big Hole
- Historical information
- Historical information, views, hike
- History
- History
- History
- History
- History
- History
- History of area
- History of area
- History of battle, better understanding of Nez Perce
- History of Big Hole, scenery
- History of the flight and actual battle
- History, sense of place
- Honoring what happened, tepees - very evocative
- How the event was described and the actual landmarks designated
- I appreciated learning how the Nez Perce lived and how they were unfairly attacked
- Indian culture
- Information in the center
- Informative, interesting, good information and interactive exhibits
- Interesting visitor center
- It was a very scenic alpine grazing area
- Just being able to see it is wonderful
- Learn about Nez Perce
- Learned a lot, beautiful
- Learned the history of the area and the battle
- Learned to pronounce Nez Perce name
- Learning
- Learning about battle
- Learning about Chief Joseph
- Learning about the battle and the flight of the Nez Perce
- Learning about the battle, how it went, why, and the result
- Learning about the past and listening to the Nez Perce still living
- Learning about what happened, knowing Nez Perce better
- Learning experience
- Learning how the U.S. Cavalry ambushed a peaceful village and how atrocious that was
- Learning the history
- Learning the history, exhibits

- Learning the history of the site
- Long display of timeline
- Map explanations of size
- Match of Nez Perce story to landscape
- Movie
- My talk with the gal ranger (can't remember her name) was excellent
- Nice exhibits and lovely new visitor center
- Overall historical picture
- Panoramic view, self-guided walk
- Perspective and sensitivity
- Price - cleanliness
- Quality and sensitivity of film and wall exhibits; good introduction by park employee
- Ranger-guided tour and film
- Ranger lecture, exhibits, battlefield
- Ranger-led discussion
- Ranger-led talk, exhibits
- Ranger-led talk. Ranger was Nez Perce talking about the Nez Perce culture and language.
- Ranger-led tour
- Ranger talk
- Ranger talk
- Ranger talk
- Ranger talk (Ted)
- Ranger talk, film
- Re-visit history of area
- Really just chanced upon this on our way down from Canada; we were very impressed
- Reminder about Nez Perce history and how a nation was treated by government. We have a lot to apologize for.
- Remodeled visitor center with refurbished exhibits, need to come back
- Respect for the Nez Perce
- Scenery and history
- See the site
- Seeing actual place and feeling the pain, anguish, bravery
- Seeing the actual battlefield - wow
- Seeing the actual site in near to original condition
- Seeing the actual site of the battle and the layout of the land
- Seeing the site and terrain that goes with the narrative and history
- Self-guided tour
- Self-guided tour
- Self-guided tour outside
- Serene starkness of the tepee poles from a distance, and video
- Staff
- Taking tepee down
- Talking to knowledgeable rangers
- Tepee encampment

- That the site offers a view of what the area looked like at the time of event
- The cultural feel, beauty of the area
- The displays, the history
- The environment and the surroundings
- The exhibits
- The exhibits
- The exhibits
- The exhibits
- The film
- The film
- The film
- The film, the artifacts
- The film, the pictures, the restrooms - clean
- The guided tour of the actual battlefield
- The helpful staff was very knowledgeable and willing to share their historical information with visitors
- The hike
- The history
- The history
- The history told
- The improvements over the years coming here
- The map and view of the battlefield. It was very clear. Exhibits. The simplicity of the place and center.
- The model of the valley, movie
- The movie, artifacts, and view of the battlefield
- The natural beauty and broadening of my children's horizons
- The pipe circle with open mike
- The presentation of native foods and life
- The ranger-guided tour and the film
- The ranger-led talks
- The setting
- The talk from the ranger
- The touch and feel table
- The trails, dramatic tepee presentations
- The video
- The video was wonderful. If I hadn't arrived so late, I would definitely have wanted to hike the trails.
- The view, it still looks so peaceful. We liked it that visitors are not allowed where the tepee poles are.
- The views and artifacts inside
- The village site/preservation of battle sites
- The volunteer talk on the deck of the visitor center
- The way the suffering of the first people of the nation is acknowledged
- To see this historic site
- Topographical map showing Nez Perce fight. (If a 2nd and 3rd touch table and audio stories.)
- Trail and written information
- Trails
- Truth of the incident/reality of how natives were killed

- Very clean, well laid out
- Very informative
- Video
- Video
- Video
- Video
- Viewing film
- Viewing the place where the conflict happened and seeing the scenery
- Views, exhibits
- Visitor center exhibit on flight of Indians
- Visitor center exhibits to learn chronological account
- Visitor center/maps
- Visual exposure to the terrain surrounding the battle, sequence of battle
- Visual understanding of the battle/massacre
- Volunteer led walk and movie
- Walking the battlefield was incredibly important; knowing that such terrible actions had occurred in such a beautiful setting was very moving
- Walking the trail with brochure to Nez Perce camp
- Watching my grandson learn about the Indian people and their strengths
- We arrived late (4:40 pm) so limited time at the visitor center but hiked the entire interpretive trail. It made a big impact and increased our awareness immensely.
- We enjoyed walking the trails to the various viewpoints
- We learned more about Nez Perce
- We liked everything
- We weren't expecting to stop, but decided to when we saw signs
- Weather was very poor, so indoor exhibits and film became very important

Question 21b

What did your personal group like least about your visit to Big Hole NB? (Open-ended)

- A trail allowing people to go close
- All positive
- As a Vietnam vet, our government has learned nothing about oppressing people
- Bugs
- Burned out house at entrance with construction crew blasting AC/DC on the radio
- Construction
- Construction zone
- Content at [unreadable] in \$1 trail guide didn't match trail markers, or had little to do with them
- Could not find picnic table near the visitor center
- Did not allow enough time to thoroughly visit site
- Didn't allow enough time to see all
- Didn't have more time
- Difficult to find out about battle before viewing film
- Display featuring visitor comments I found distasteful and inappropriate
- Distance
- Everything great
- Exhibits
- Forest fire smoke
- Found nothing to dislike except the lack of time we were able to spend at the site
- Freak rainstorm
- Genocide
- Had dog with us and couldn't take for walk on trail even on leash
- Hard rain so didn't drive down to battle site
- Highway sign describing park site could be bigger and better
- Hot and dry
- I have no complaints at all
- In the middle of nowhere
- Information should have included early overview of entire battle, length, casualties, outcome, etc.
- Inside information seemed unorganized and difficult to sift through
- It was a hot hike
- It was all good
- It was cold and windy
- It was unorganized so I think we missed a lot, particularly the outdoor exhibits
- Kids thought gift shop was small
- Lack of free walking trail brochures for self-guided tour
- Lack of picnic tables
- Lack of signs at Nez Perce village, better labeling of native plants and uses
- Lack of time allocated to visit
- Lack of visibility through trees of battlefield and lack of clear markers
- Lack of web connection
- Liked everything
- Liked it all. Could not find book 'Tough Trip Through Paradise.'

- Low octane fuel
- Maps only east of area, looking for map west
- Museum
- My schedule, wished I had one more hour for trail
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- N/A
- No auto tour
- No cell service
- No comment
- No destination decals/stickers
- No dogs on trails
- No garbage cans in campgrounds or at the Big Hole facilities
- No information on other parks throughout USA
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- None
- Not a thing
- Not having enough time on our trip to stay longer
- Not having enough time to spend
- Not many artifacts
- Not sure

- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing
- Nothing. Couldn't walk trails as we had a dog with us
- Nothing. Except the awful weather (rain, etc.).
- Obvious retroactive guilt trip by the propaganda
- Our visit was very enjoyable; very hard to say
- Overlap of movie with a talk by a ranger
- Overview 3D map oriented wrong (push a button on side of map and cannot see the light on the map) and how it relates to the whole field
- Pine beetle kill
- Pretty much liked the whole experience - told many people about it
- Run down state of buildings
- Ruts/bumps in roadway
- Seeing the devastation to our National Forests with Western Pine Beetle on the Beaverhead-Deerlodge National Forest
- Sidewalk repairs
- Spending too little time
- That I was alone
- That in the last hour of open time no programs happen
- That our schedule was such we couldn't spend more than an hour
- That we couldn't take our dog on the hike
- That we didn't have enough time in our schedule to stay longer
- That we didn't have enough time to do everything
- The comment cards featured in the visitor's center that degraded Native Americans in order to illicit discussion were offensive and poorly thought out
- The entrance (road, unfinished walk for handicap)
- The exterior of the visitor center. Landscape poor - looked run down, wasn't even sure it was open.
- The gift store
- The history is sad and a disgrace to our country
- The lack of enthusiasm from the people working there
- The numbered guide signs were faded/hard to read and follow, overgrown with weeds
- The outside of the building were not kept up
- The story of how the battle happened
- The volunteer talk on the deck of the visitor center
- There wasn't anything that we didn't like. We liked everything.
- Too much emphasis on the Indians
- Trashy concrete in front of building

- Unable to get closer to site
- Very poor exhibition. Didn't learn a lot about the battle.
- Was not able to make circular loop. Bridge at battle site should be rebuilt.
- We did not allow enough time there. Would have liked to stay longer.
- We did not have enough time
- We didn't have enough time
- We didn't have enough time
- We enjoyed all that we did
- We got there too late in the day
- We liked it all
- We liked it all, just ran out of time
- We only had 1 hour before visitor center closed
- Wind - very windy day
- Wish there were more trails, longer hike

Question 28

If you were a manager planning for the future of Big Hole NB, what would your personal group propose? (Open-ended)

- 1.5 hours at the visitor center - places to sit, box lunch - inside if bad weather, 1 hour walking trails or more if needed
- 98% of displays are native-oriented. When land is taken over by another government native cultures are decimated or the individuals assimilate into the culture of those that took over. All tribes need to do that. No reservations. War is not nice.
- A little more treatment of the history of events that led up to the pilgrimage, and attitudes then and how and why they have evolved to present day attitudes
- A monument for the Nez Perce fallen warriors
- A more clear description of the battle, a less sentimental film
- Additional exhibits in visitor center. What is there is great.
- All efforts to provide grounds and means for the revival of native culture
- Allow cattle to graze on site
- An electric (non-polluting) shuttle (like parking lot shuttles) which could take visitors on guided tour on current walked trail to campsite
- Be sure to preserve Big Hole National Battlefield for future visitors
- Better organization to clearly show what the park offers and improve flow of exhibits. Without the deck talk I would not have any better understanding of the battle and flight than I did before visiting.
- Clear the trees and vegetation so it resembles what the battlefield looked like at the time and put some life size or white and red markers denoting opposing forces
- Clearer marked trails
- Come in the morning
- Consider a campground at or adjacent to the national battlefield. Camping closer to the park would allow more time to spend exploring the park.
- Contact schools about giving tours to class groups and get them interested so they get parents interested
- Continue to develop the self-guided tour - a little more clarity as to start/stop numbers. We were confused a bit and then figured it out.
- Easier access to the actual site of the battle. Trail is too long.
- Enjoyed the visit, wish we had planned more time
- Enlarge museum and information, artifacts
- Establish a campground
- Every year things seem to get a bit nicer
- Expand the gift shop
- Full history of Nez Perce
- Golf cart tours for handicapped folks. Taking a tour on the trail is vital to understanding what took place here.
- Have more information in travel magazines. Discuss quality of road.
- Hiking, fishing, walking tour with brochure guide of battlefield
- Historical context
- Historical information about the American Frontier of the 1880's
- Honestly, keep doing what you're doing
- I don't know how much access to the actual battleground area is possible, it's the one thing I would definitely want to do

- I would do the activities
- I would obtain many more period artifacts and perhaps make a diorama with stuffed horses and mannequins showing the gear that soldiers and Indians carried
- Improve signage at Nez Perce camp. Some are broken.
- Improve trails, better signage
- Inform visitors to the rededication to bring chairs and water
- Information
- It needs to be more well known
- It seemed like work was already being done on the trails, so I'd say keep that up. The visitor center was immaculate.
- It was pretty perfect really
- It would be informative to have people doing period (1877) activities, in period attire, you might have seen in a camp
- Just as it is
- Keep it available
- Keep it real, tell the truth about the Nez Perce Indians and why they left Oregon
- Keep it simple and the view of the battlefield unmarked by signs, etc.
- Keep the park simple and low key. Keep treating it with the respect shown now.
- Keep up the outside maintenance, more exhibits
- Large maintenance budget. Large personnel training budget.
- Larger exhibit space, interactive exhibit of battle and war trail
- Learning/education about the battle
- Lectures by a Nez Perce tribal member. Guided tours and or listening devices for self tours and collect revenue for these devices.
- Less is more. Preserve what you have. Expand only to accommodate visitor growth. Teach, show, take care of a special place.
- Maintain and staff
- Make it clear at Wisdom, where groceries and fuel could be located
- Make more people aware of it
- Make recommendations on website of times of programs, ranger-led activities so I can plan to be there
- Mock up of native village
- More advertisement, improved signage, better pavement from road to parking areas
- More cultural and outdoor activities
- More cultural display
- More direct tie between Nez Perce and immediate environment. They ate camas - which are? I learned eventually. Artifacts all good. Give us more. Nez Perce mother carrying child killed in film. Put a simple marker on battlefield? Relate details of story to environment. A genuine tepee would be of great interest to children. A buffalo robe, a travois, a cooking utensil. The U.S. Cavalry/Army couldn't travel where the Nez Perce did. Why not? They arrived exhausted due to nature of moving horses, family cross-country. Tell us more. This was a brilliant fighting retreat. Nez Perce nearly reached their goal. It is and should be a story that speaks to Native American intelligence, fighting, courage, family cohesiveness, tribal organization. Highlight more individual stories. Chief Joseph well known. White Bird very interesting, under developed. Let visitors discover their own favorite character. Women, children (Nez Perce) too. Yellow Wolf's mother got his rifle to him. Tell me more. Women and children couldn't escape this flight, unlike 'men' going off to war. Chief Joseph well know, develop new elements of the story, where possible. Hire Nez Perce or Crow. Get a native spokesman. I know costs scarce \$\$ few available.

- More information given in motels, information centers
- More native culture
- More on the culture of Nez Perce and lifestyle and daily life
- More outdoor activities, especially when weather permits it
- More outdoor/trail signage - directions, information
- More proactive regarding pine beetle infestations
- More public awareness about Native American fate
- More publicity around using web (internet or other) when planning your itinerary. Raising awareness of the visitor center rather than expectation of roadside information boards.
- More specific details about the battle
- More trails
- N/A
- N/A
- N/A
- N/A
- Nez Perce Indian horse herd. Actual tepee coverings where the tepee poles are. Native American flute music.
- Not sure
- Nothing except it would be great to see Nez Perce people working and interacting with visitors
- Picnic, water
- Please keep the visitor center exhibits a very high quality and trail maintenance a priority
- Pool ad budget with other Nez Perce parks and Lewis and Clark to promote a tour trail
- Possible camping
- Preservation of site to reflect historical conditions
- Preserve the battlefield
- Preserve it as it is. Not too many trails that would ruin its natural state.
- Preserve, protect the environment, expand if possible
- Promotion of the Big Hole National Battlefield. We didn't know about the national battlefield until we drove by. My son lives in Salmon, ID and didn't know about the national battlefield.
- Proposal: More information/displays in the room with spotting scope/view
- Ranger available on battlefield to answer questions
- Sell bottle water, sunscreen, and hats. Better auto or cell phone tour. Perhaps a trail of the route (tribes) in and out of park.
- Sell stickers. People like to show where they have been. Sad national battlefield didn't. Lolo pass did, was so happy.
- Some interpretive signage on battlefield trail on the hill
- Staying in motels, carry extra fuel
- Take time to walk the trail across the site
- That the whole story of the battle was told, and not just hints here and there
- There are beautiful photos on postcards of Chief Joseph. You could make money selling them in your bookstore. Better selection of postcards needed. Also more for kids about beading, etc.
- There is a wealth of information to learn about but it needs to be organized in a chronological and user friendly way
- To have employees be into the park and what they are talking about and presenting as well as encourage people to take the self-guided tour
- To hike the trails around the visitor center

- Tour cars to get down to sites, reenactment of battle
- Tour on battle site
- Update numbered guideposts, remove weeds/grass blocking signs
- Warning visitors about distance and fuel or food availability while en route
- We really enjoyed it, don't know if you can improve
- Would benefit from a more complete discussion/information re: nature American vs. westward expansion
- Would like to see Nez Perce clothing and wigwam up close
- Would not change much
- Yes, expect to spend some time there
- You are doing a great job as is, keep doing it, maybe add another telescope or two

Question 29

Is there anything else your personal group would like to tell us about your visit to Big Hole NB? (Open-ended)

- A lovely surprise
- A very professional interpretation program - thank you
- A visit to a place like this is much better if a person has read books to obtain prior knowledge about the history. Fortunately I have, and seeing the actual site opens up the imagination.
- All was nice
- As a survey, this is too long. Will affect response rate. An Anthropologist.
- Being a rather out-of-the-way and not one of the busier parks, we were impressed how the park staff was able to give attention to each individual visitor
- Displays were interesting and well done. I visited the site briefly and don't feel qualified to participate. I simply looked at the displays - found them interesting and well done. But I was on my way to Bozeman. I live in Williamsburg and have only seen several of the larger National Parks - all excellent. I had visited my daughter in Stanley.
- Educational, sad story - thank you for presenting a factual history
- Encourage people to walk the trail
- Enjoyed it
- Enjoyed the change in perspective from the army war and participants to the more human side of the Indian
- Enjoyed the visit
- Enjoyed the visit
- Enjoyed the visit very much
- Enjoyed very much
- Experienced many feelings about war between peoples
- Felt like employees didn't care at all and only mentioned the hikes quickly at the end as something to do if you really want
- First, I travelled to Big Hole by myself. Why is this survey only about personal groups? Second, there are others that visit who are not in personal groups.
- Glad we stopped. Informative.
- Great time. The film really helped to understand the events prior to our hike.
- Great. Had a great time. Thank you.
- Had a wonderful time. Thank you. Traveling home from summer trip to Alaska.
- I enjoyed the deck viewing the site, imagining the action in history. (Time was limited so I couldn't do trail as previous visit. I wanted my wife to walk trail - next time.) Very moving story. Important history I have tears now.
- I learned a lot, was sad when I left, why did we do this to these gentle people that truly wanted a place to live in happiness. On a motorcycle trip from Oregon we just pulled in.
- I quit. This is way longer than it needed to be. Too much redundancy. This has discouraged me from participating in such studies that spend too much time and money.
- I really enjoyed it because I have a strong desire to know the truth about history, both good and bad. Thanks for being so authentic in your presentation.
- I thought the National Park Service is doing a fantastic job at this site
- I thought the stories of the descendants of the Nez Perce were amazing to hear (I cried)
- I was touched deeply and saddened to learn the details of the 'battle'
- It exceeded expectations. Loved the gift shop, setting, staff, visitors and history.

- It was a fantastic visit
- It was an enjoyable, educational visit
- It was cold and windy and we were in a hurry to get home
- It was fantastic
- It was good to visit the Big Hole National Battlefield. Thank you for doing your job.
- It was very interesting
- It was very moving visiting Big Hole National Battlefield. We will never forget it.
- It was well done and very informative. I loved the personal letter area.
- It would be a good idea to tell Indian history in connection with the tribes that were involved
- Just a personal note - thanks for the box of tissues in the video room, I really needed one after seeing the excellent film
- Keep it going and funded
- Learned a lot, people great, countryside beautiful, next visit plan more time
- Like I said, we were impressed - great exhibits, informative, interesting, important, and respectful
- Loved it. Was a beautiful and sad place all in one. The beauty won in the end, as the Nez Perce would have wanted.
- Loved it. You offer education - excellent.
- Loved the talk by the Nez Perce ranger. Made the story come alive, especially like information on foods and native plants.
- Member #2 wanted to come for years - BS in history
- Need more about [unreadable Indian name] in giving his life to save others
- Nice, historic
- NPS has made serious progress at various interpretive centers - a nice improvement for 'we the people' in learning about this country
- One of the best battlefield sites I have visited and there have been many (Civil War, Other Indian Wars, etc.)
- Our last visit was about 20 years ago - still an excellent visit. Film and lecture were wonderful.
- Probably had the most impact of any site regarding the flight of the Nez Perce
- Puts perspective to previous knowledge of area and history
- Re: Visitor guide pages 2 and 3. There needs to be a title. What is this? What order are the listings? Not alpha but? Yellowstone National Park has a roadside pull off with a sign telling of a Nez Perce camp at that spot. That should be in the guide too.
- Second visit. We tour on motorcycles in the summer. We got interested in Nez Perce after first visit in 2010. Since retraced their route from Oregon to Cow Creek.
- Survey too long
- Thank you. This is a piece of history that should be maintained. The self-guided tour made such an impact (we did hillside first then to the tepees) - compassion for both sides but especially the Nez Perce. Such a beautiful hidden jewel. We were touched by the experience.
- Thank you
- Thank you
- Thank you
- Thank you for being there
- Thank you for educating us about a battle we never learned about
- Thank you for preserving an important piece of American history
- Thank you for preserving and maintaining the site well. The exhibits were excellent.

- Thank you for the opportunity to learn about Chief Joseph. Our hearts go out to his people over such a senseless loss. Thank you for your fair presentation. They, the Nez Perce Nation, should have been allowed to pass into Canada, as Yellowbird did, if there was no way to live in their native land! Some already knew information, many did not and were saddened to learn of this tragic event!
- Thank you. Was not aware of national battlefield, found your excellent park brochure in P.S. administration building. For a small national battlefield it was top quality. Nothing like a quality film and a few artifacts to enrich education.
- The added information on the Nez Perce trail and descendants was interesting; I may know some in Washington State
- The exterior sidewalk and landscape need to be neater and nicer
- The facilities were actually much better than expected. I think your contribution needs more public relations.
- The knowledge of our park ranger-led tour was excellent
- The ranger talk was very good. He added a lot to our understanding through his descriptions and pointing out the area of the battle and the Nez Perce's journey. The exhibits were also very good. We enjoyed the balanced approach to the war between the Whites and Native Americans.
- The staff in the building was fabulous, very friendly, and extremely helpful and knowledgeable
- The whole presentation was even handed without being maudlin or melodramatic
- There is no need to spend money on personal national battlefield guides
- This is the 232nd national park we've visited. We're over halfway.
- This visit moved me emotionally. To understand what happened here and other areas in the USA reminds me of the bad things about colonization.
- Thoroughly enjoyable as minimal traffic and other visitors to jostle with. Tipi frameworks to indicate location of village were excellent for helping us understand better how events played out on this occasion - very moving emotionally.
- Try to get publicity via a PBS special and/or National Geographic special. It's a sad, guilt-inducing place and services in the area are very scarce so those are negatives.
- Very educational
- Very enjoyable visit
- Very informative
- Very informative and excellent exhibits. The video was very well done too. I learned a lot.
- Very informative and scenic park
- Very moved by personal stories and photos of descendants of Chief Joseph's band
- Very neat place. Perfect for motorcycling. Fuel was difficult to find at certain places. I was on my way to Sturgis and trying to stay off I-90.
- Very special spot, add culture of Native Americans, keep it simple, undeveloped
- Visitor center was very informative as well as the movie. Interviews and stories via audio phones were good.
- Visitor study/survey rather involved and personal (negative)
- We appreciate learning about the tragedy of the Big Hole and the subsequent treatment of the Nez Perce by the white men. We are deeply saddened for these peaceful people's loss of loved ones and their land and way of life.
- We did not tour outside as there was a rainstorm. This questionnaire was way too long.
- We enjoyed it
- We enjoyed it and are interested in the Nez Perce. Also saw information in Yellowstone National Park first so were willing to make this side trip on our way to Salmon, ID. It was out of our way but we went.

- We enjoyed it; have been looking forward to seeing it a long time
- We found it very interesting and moving, sometimes I had goose bumps
- We had a good time and learned/relearned a lot
- We have been to Big Hole National Battlefield many times but never to the Nez Perce rededication. It was extremely moving and a great experience.
- We have brought all our grandchildren. The battlefield is small enough so this event can be understood.
- We learned so much. I would recommend Big Hole to everyone.
- We love to come here and feel the sacredness of the site
- We went to your park because we were following the non-interstate roads in Montana. Our grandson collects national park stamps.
- We were pleased that the truth about what happened to the Nez Perce was told and would like more sites like this to be recognized as National Parks
- We were struck by how simple and clear the outside exhibits and interpretive signs were - just right - Big Hole National Battlefield is a very important part of U.S. history. Well done.
- What makes this site special is that there is little fluff. Discussions with knowledgeable staff are one of the best opportunities visitors have.
- When a fire destroys a house at the entrance to your park you need to repair it. ASAP! It detracts from the visual experience. The audio is also destroyed by construction crew radio blaring AC/DC in the background. I would rather enjoy the silence or natural sounds. Maybe this was not a normal experience but looked awful.
- Will come back and spend more time. Survey way too long.
- Wish we knew more about hours of ranger led program ahead of time so we could have planned our visit accordingly. More ranger led programs for adults.
- Would come visit more if could bring dog on hiking activities

Appendix 1: The Questionnaire

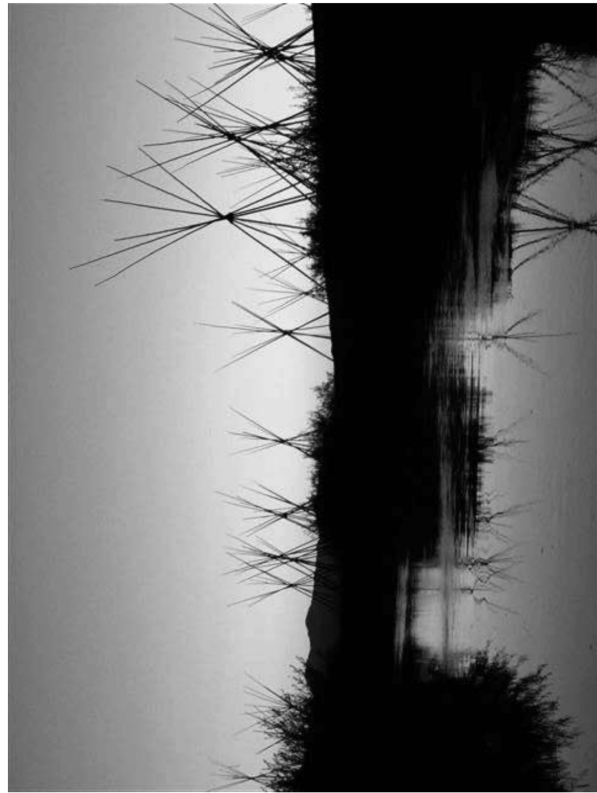
OMB Approval 1024-0224
Expiration date: 2014

U.S. Department of the Interior

National Park Service
Social Science Program
Visitor Services Project



Big Hole National Battlefield Visitor Study



United States Department of the Interior

NATIONAL PARK SERVICE
Big Hole National Battlefield
PO Box 237
Wisdom, MT 59761

IN REPLY REFER TO:

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 Big Hole National Battlefield. 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 MS 1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,

Steve Black
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.

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 Big Hole National Battlefield. 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, your contact information 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 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 (email).

Your Visit To Big Hole National Battlefield

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 this visit, was anyone in your personal group aware that Big Hole National Battlefield (NB) is managed as a unit of the National Park System?
☐ Yes ☐ No
- 2. a) Prior to this visit, how did your personal group obtain information about Big Hole NB? 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 Big Hole NB 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"/>	Big Hole NB website: www.nps.gov/biho
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Local businesses (hotels, motels, restaurants, etc.)
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Other units of the National Park System
<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, walking, climbing, 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 3**

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

3. Which other attractions in the local area did your personal group visit? Please mark (●) all that apply.

☐ None → **Go to Question 4**

☐ Other sites within Nez Perce National Historical Park

☐ Beaverhead-Deerlodge National Forest ☐ Bannack State Park

☐ Grant-Kohrs Ranch National Historic Site ☐ Glacier National Park

☐ Salmon-Challis National Forest ☐ Yellowstone National Park

☐ Other (Please specify) _____

4. a) In which communities did your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Big Hole NB? Please mark (●) all that apply.

☐ None → **Go to part b of this question**

☐ Butte, MT ☐ Jackson, MT ☐ Wisdom, MT

☐ Dillon, MT ☐ Salmon, ID ☐ Darby-Hamilton, MT

☐ Other (Please specify) _____

- b) Was your personal group able to obtain all the services that you needed in these communities?

☐ No ☐ Yes → **Go to Question 5**

- c) If NO, what needed services were not available?

Service (List)

Comments (Please be specific)

5. a) On this trip, did your personal group stay overnight away from home in the Big Hole NB area (within 90 miles of the park)?

☐ Yes ☐ No → **Go to Question 6**

- b) If YES, please list the number of nights your personal group stayed in Big Hole NB area (within 90 miles of the park).

_____ Number of nights in Big Hole NB area

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

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

☐ Personal seasonal residence

☐ Residence of friends or relatives

☐ RV/trailer camping in a developed campground

☐ Tent camping in a developed campground

☐ Backcountry camping

☐ Other (Please specify) _____

6. On this trip, where did your personal group stay on the **night before** and the **night after** visiting Big Hole NB? 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 _____

7. a) Overall, how would you rate the quality of information provided on the websites that you used? Please mark (●) **one** for each website.

a) If used, what quality?

Website	Very poor	Average	Good	Very good	Did not visit
Park website: www.nps.gov/biho	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park Facebook page: www.facebook.com/DiscoverNezPerceNationalHistoricalPark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Park Twitter account: twitter.com/BigHoleNPS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) Did you find the information that you needed on the websites that you visited?

Park website ☐ No ☐ Yes

Park Facebook page ☐ No ☐ Yes

Park Twitter account ☐ No ☐ Yes

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

Park website _____

Park Facebook page _____

Park Twitter account _____

8. On this visit, what were the reasons that your personal group visited Big Hole NB? Please mark (●) **all** that apply.

☐ Follow the Lewis and Clark Trail

☐ Follow the Nez Perce National Historic Trail

☐ Obtain stamp in National Park Passport book

☐ Saw sign on highway

☐ Show park to friends/relatives

☐ Take scenic drive/view scenery

☐ Travel through to other destination

☐ Visit a National Park Service site

☐ Visit historic sites

☐ Other (Please specify) _____

9. What was your personal group's primary destination on this trip?

☐ Big Hole NB -OR- ☐ Location _____ (Place, city, & state)

10. On this visit, how much **total** time did your personal group spend visiting Big Hole NB? Please list partial hours as ¼, ½, ¾.

_____ Number of hours

11. a) As you were planning your trip to Big Hole NB, which activities did your personal group expect to include on this visit? Please mark (●) **all** that apply in column (a).

b) On this visit, in which activities did your personal group participate within Big Hole NB? Please mark (●) **all** that apply in column (b).

a) Expected activity	b) Activity this visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Taking ranger-guided tours
<input type="radio"/>	<input type="radio"/>	Participating in Junior Ranger program
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Shopping in park bookstore (at visitor center)
<input type="radio"/>	<input type="radio"/>	Viewing exhibits
<input type="radio"/>	<input type="radio"/>	Viewing film
<input type="radio"/>	<input type="radio"/>	Visiting visitor center
<input type="radio"/>	<input type="radio"/>	Walking/hiking
<input type="radio"/>	<input type="radio"/>	Other – Expected activity Specify)
n/a	<input type="radio"/>	Other – Activity on this visit (Specify)

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

12. a) During this visit to Big Hole NB, did your personal group have any interaction with park staff?

☐ Yes ☐ No → Go to Question 13

b) If YES, using the scale below, please rate the quality of your interaction with park staff. Please mark (●) **one** response for each item.

	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. a) Please mark (●) **all** the information services and facilities that your personal group **used** at Big Hole NB 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) Information services/facilities used Mark (●)		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

<input type="radio"/>	Assistance from park staff	_____	_____
<input type="radio"/>	Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/>	Bulletin boards	_____	_____
<input type="radio"/>	Junior Ranger program	_____	_____
<input type="radio"/>	Park brochure/map	_____	_____
<input type="radio"/>	Other brochures about the park	_____	_____
<input type="radio"/>	Park newspaper: <i>Visitor Guide</i>	_____	_____
<input type="radio"/>	Ranger-led programs	_____	_____
<input type="radio"/>	Self-guided trails	_____	_____
<input type="radio"/>	Trailside exhibits	_____	_____
<input type="radio"/>	Videos/films	_____	_____
<input type="radio"/>	Visitor center exhibits	_____	_____
<input type="radio"/>	Visitor center (overall)	_____	_____

14. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Big Hole NB 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"/>

15. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Big Hole NB 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) Services/facilities used Mark (●)		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

<input type="radio"/>	Access for people with disabilities	_____	_____
<input type="radio"/>	Highway directional signs in park	_____	_____
<input type="radio"/>	Highway directional signs outside park	_____	_____
<input type="radio"/>	Park road	_____	_____
<input type="radio"/>	Picnic areas	_____	_____
<input type="radio"/>	Restrooms	_____	_____

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

Resource/attribute	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<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 nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation of historic artifacts	<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"/>

17. If you were to visit Big Hole NB in the future, how would your personal group prefer to learn about the park's cultural and natural history during your visit to the park? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 18**
- ☐ As a volunteer in the park ☐ Indoor exhibits
- ☐ Children's activities ☐ Trailside exhibits
- ☐ Self-guided tours with brochure ☐ Ranger-guided walks/talks
- ☐ Park website: www.nps.gov/biho ☐ Films, movies, videos
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Social media (Facebook, Twitter, etc.)
- ☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer programs/tours, audio, etc.)
- ☐ Other (Please specify) _____

18. a) Please mark (●) **all** the topics that your personal group learned/learned more about on this visit to Big Hole NB, after viewing the visitor center exhibits.

☐ Did not learn about any topics on this visit → **Go to Question 19**

- b) For each topic, please indicate how much your level of understanding improved during your visit. Please mark (●) **one** answer for each topic.

- c) For each topic, please indicate whether you feel the park exhibits changed your perception of the topic.

a) Learned about topic on this visit?	b) Level of understanding improved		c) Change prior perceptions?			
	Yes	No	Not at all	A lot	Yes	No
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. For your personal group, please estimate all expenditures for the items listed below for this visit to Big Hole NB and the surrounding area (within 90 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 Big Hole NB.

- b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 90 miles of the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this visit** to Big Hole NB.

	EXPENDITURES		
	a) Inside park	b) Outside park	
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 expenditures (souvenirs, books, postcards, 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. a) On this visit to Big Hole NB, did your personal group attend any ranger-led programs?

☐ Yes ☐ No

- b) If you were to visit Big Hole NB in the future, would your personal group be interested in attending ranger-led programs in the park?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

c) If YES, what length of program would your personal group like to attend?

- ☐ Under 1/2 hour ☐ 1/2 - 1 hour
☐ 1 - 2 hours ☐ Other (Please specify below)

21. a) What did your personal group like **most** about your visit to Big Hole NB?

b) What did your personal group like **least** about your visit to Big Hole NB?

22. 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) Road Scholar group/Elderhostel ☐ Yes ☐ No
c) School/educational group ☐ Yes ☐ No
d) Other (scouts, work, church, etc.) ☐ Yes ☐ No

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

_____ Number of people in organized group

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

- ☐ Alone ☐ Friends ☐ Family
☐ Family and friends ☐ Other (Please specify) _____

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

_____ Number of people in personal group

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

_____ Number of vehicles

d) On this trip, how many times did your personal group enter the park?

_____ Number of entries

24. a) Did 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 25**

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

c) What specific problems did the person(s) have? Please mark (●) **all** that apply.

- ☐ Hearing (difficulty hearing ranger programs, films, audio-visual exhibits or programs, or information desk staff)
☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs)
☐ Mobility (difficulty accessing facilities, services, or programs)
☐ Other (Please specify) _____

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

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

- a) **Current age** _____ b) **U.S. ZIP code or name of country other than U.S.** _____ c) **Number of visits to Big Hole NB (including this visit)** _____
Lifetime _____

Yourself _____

Member #2 _____

Member #3 _____

Member #4 _____

Member #5 _____

Member #6 _____

Member #7 _____

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

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

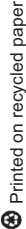
b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

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

28. If you were a manager planning for the future of Big Hole NB, what would your personal group propose? Please be specific.

29. Is there anything else your personal group would like to tell us about your visit to Big Hole NB?

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



Printed on recycled paper

Box 1139

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 163 MOSCOW ID



POSTAGE WILL BE PAID BY ADDRESSEE

VISITOR SERVICES PROJECT
PARK STUDIES UNIT
COLLEGE OF NATURAL RESOURCES
UNIVERSITY OF IDAHO
875 PERIMETER DRIVE
MOSCOW ID 83843-9960

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



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 participants' homes to Wisdom, MT

As shown in Tables 2 to 5, respondents and non-respondents were not significantly different except for average respondents' age and group type. The p-values for these two variables were less than 0.05, indicating significant difference between respondents and non-respondents. Respondents at younger age ranges (especially 50 and younger), visitors who travel in larger group may be underrepresented in the results.

References

- Dey, E. L. (1997). Working with Low Survey Response Rates: The Efficacy of Weighting Adjustment. *Research in Higher Education*, 38(2): 215-227.
- Dillman, D. A. (2007). *Mail and Internet Surveys: The Tailored Design Method, Updated version with New Internet, Visual, and Mixed-Mode Guide*, 2nd Edition, New York: John Wiley and Sons, Inc.
- Dillman, D. A. and Carley-Baxter, L. R. (2000). *Structural determinants of survey response rate over a 12-year period, 1988-1999*, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.
- Filion, F. L. (Winter 1975-Winter 1976). Estimating Bias due to Non-response in Mail Surveys. *Public Opinion Quarterly*, Vol 39 (4): 482-492.
- Goudy, W. J. (1976). Non-response Effect on Relationships Between Variables. *Public Opinion Quarterly*. Vol 40 (3): 360-369.
- Mayer, C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967). A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.
- Salant, P. and Dillman, D. A. (1994). *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. A. L. (2004). Surveying Non-respondents. *Field Methods*, 16 (1): 23.

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS 341/124623, May 2014

**National Park Service
U.S. Department of the Interior**



**Natural Resource Stewardship and Science
1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525**

www.nature.nps.gov

EXPERIENCE YOUR AMERICA™