



# Dinosaur National Monument Visitor Study

*Summer 2013*

Natural Resource Report NPS/NRSS/EQD/NRR—2014/786



**ON THE COVER**

*Camarasaurus* skull on the cliff face inside the Quarry Exhibit Hall  
Photograph courtesy of Dinosaur National Monument

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Natural Resource Report NPS/NRSS/EQD/NRR—2014/786

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## Executive Summary

This visitor study report profiles a systematic random sample of Dinosaur National Monument visitors during July 12-18, 2013. A total of 499 questionnaires were distributed to visitor groups. Of those, 337 questionnaires were returned, resulting in a 67.5% response rate.

<b>Group size and type</b>	Forty-three percent of visitor groups consisted of one or two people and 38% were in groups of three or four. Eighty percent of visitor groups consisted of family groups and 8% were with friends. Six percent were with a commercial guided tour/rafting group and 8% were part of a family reunion.
<b>State or country of residence</b>	United States visitors were from 45 states and comprised 91% of total visitation during the survey period, with 19% from Colorado and 15% from Utah. Three percent of visitor groups were residents of the area (within a 60-mile radius). International visitors were from 13 countries and comprised 9% of total visitation during the survey period with 22% from Switzerland and 15% from Canada.
<b>Frequency of visits</b>	Eighty percent of visitors were visiting the park for the first time, while 17% visit once a year or less.
<b>Age</b>	Thirty-two percent of visitors were ages 51-70 years old, 28% were ages 15 years or younger, 23% were 36-50 years old, and 13% were 16-30 years old.
<b>Physical conditions</b>	Three percent of visitor groups had members with physical conditions affecting their ability to access or participate in activities or services.
<b>Information sources</b>	Most visitor groups (85%) obtained information about the park prior to their visit most often through the park website (62%), friends/relatives/word of mouth (42%), and maps/brochures (38%). Most visitor groups (93%) received the information they needed. Eighty-two percent of visitor groups prefer to use the park website to obtain information for a future visit and 40% prefer to use maps/brochures.
<b>Mapping devices used to locate the park</b>	Ninety-one percent of visitor groups used mapping devices to locate the park. Sixty-nine percent of visitor groups used printed maps/brochures and 45% used GPS devices.
<b>Park as destination</b>	During the on-site interview, 72% of visitor groups said the park was one of several destinations, while 15% said the park was their primary destination. For 60% of visitor groups, visiting the park was the primary reason non-resident group members visited the area.
<b>Primary reason for visiting the park</b>	The most common primary reasons for visiting the park were to view dinosaur fossils (87%), visit a unit of the National Park Service (30%), and recreation (29%).
<b>Services used in nearby communities</b>	Ninety-five percent of visitor groups were able to obtain needed support services. The nearby communities visitor groups most often obtained support services were Jensen/Vernal, UT (83%), Dinosaur, CO (26%), and Craig/Rangely, CO (20%). The services most often obtained were gas (80%) and food (79%) in Jensen/Vernal, UT.

## Executive Summary (continued)

<b>Transportation</b>	Sixty-one percent of non-resident visitor groups used a car to travel most of the distance from their home to the park area (within a 60-mile radius), 16% traveled by airplane, and 13% traveled by SUV/truck/van. Eighty-five percent of visitor groups used one vehicle to arrive at the park, while 7% used two vehicles.
<b>Adequacy of directional signs</b>	Ninety-one percent of visitor groups felt the directional signs in the park were adequate and 90% felt the highway signs directing them to the park were adequate.
<b>Number of entries into the park</b>	Seventy-one percent of visitor groups entered the park once on this visit, while 22% entered twice.
<b>Overnight stays</b>	Seventy-three percent of visitor groups stayed overnight inside the park or in the area (within a 60-mile radius). The most common reasons for not staying overnight in the park or area were visitors did not intend to stay overnight/it was an unplanned visit (64%) and visitors had lodging reservations elsewhere (48%).
<b>Number of nights spent in the park and area</b>	Of the visitor groups that stayed overnight in the park, 52% stayed one night and 36% stayed two or three nights. Of the visitor groups that stayed overnight in the area, 56% stayed one night and 37% stayed two or three nights.
<b>Accommodations used in the park and area</b>	Of the visitor groups that stayed overnight in the park, the most common accommodations used were tent camping in a developed campground (71%) and RV/trailer camping in a developed campground (24%). Of the visitor groups that stayed overnight in the area, the most common accommodations used were lodge, motel, rented condo/home, cabin, and bed and breakfast (73%) and RV/trailer camping in a developed campground (11%).
<b>Length of visit</b>	Of the visitor groups that spent less than 24 hours in the park. The average length of stay was 3.9 hours. Of the visitor groups that spent 24 hours or more, the average length of stay was 2.7 days. The average length of stay for all visitor groups was 16 hours, or 1 day.
<b>National park sites visited before arriving at the park</b>	Sixty-three percent of visitor groups visited other national park sites before arriving at the park. Of those visitor groups that visited other national park sites, the most common sites visited were Yellowstone/Grand Teton NPs (37%), Arches/Canyonlands NPs (29%), and Rocky Mountain NP (27%).
<b>National park sites to visit after leaving the park</b>	Seventy-one percent of visitor groups planned to visit other national park sites after leaving the park. Of those visitor groups that planned to visit other national park sites, the most common sites to visit were Yellowstone/ Grand Teton NPs (44%), Arches/Canyonlands NPs (22%), and Rocky Mountain NP (21%).
<b>Sites visited in the park</b>	The most common sites visited in the park were Quarry Visitor Center (95%) and Quarry Exhibit Hall (90%).
<b>Activities on this visit</b>	The most common activities were visiting quarry/viewing dinosaur exhibits (91%) and viewing visitor center exhibits (86%). The activity that was the primary reason for visiting the park was visiting quarry/viewing dinosaur exhibits (81%).



## Executive Summary (continued)

<b>Activities on a future visit</b>	The most common activities in which to participate on a future visit were visiting quarry/viewing dinosaur exhibits (85%) and viewing petroglyphs (76%).
<b>Visitor services and facilities</b>	The visitor services and facilities most often used by visitor groups were Visitor center - overall (85%) and visitor center exhibits (82%).
<b>Protecting park resources and attributes</b>	The highest combined proportions of “extremely important” and “very important” ratings of protecting park resources and attributes included fossils (96%), petroglyphs and historic sites (93%), and clean air (91%).
<b>Elements affecting visitor experience</b>	The most common elements that added to visitor groups’ experience were ranger-guided programs (89%), ranger presence (85%), and signs (81%). The element that detracted most from visitor groups’ experience was visitors demonstrating poor resource stewardship (41%).
<b>Expenditures</b>	The average visitor group expenditure (inside and outside the park within a 60-miles radius) was \$282. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$190. The average total expenditure per person (per capita) was \$99.
<b>Topics to learn on a future visit</b>	Ninety-seven percent of visitor groups were interested in learning about selected topics on a future visit. Of those visitor groups interested in learning about selected topics, the most common topics included paleontology (82%) and geology (75%).
<b>Methods of learning about the park on a future visit</b>	Ninety-six percent of visitor groups were interested in learning about the park through self-guided tour using printed materials (69%), indoor exhibits (66%), and trailside exhibits (66%).
<b>Items available for purchase at the visitor center bookstore on a future visit</b>	The most common items visitor groups would like to have available for purchase on a future visit were convenience items (43%) and additional publications (41%).
<b>Overall quality</b>	Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Dinosaur National Monument as “very good” or “good.” One percent of groups rated the overall quality as “very poor.” No visitor groups rated the overall quality as “poor.”

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

## **Acknowledgements**

We thank Marc Manni for compiling the report, Margaret Littlejohn for overseeing the fieldwork, Erin Singer, the staff and volunteers of Dinosaur National Monument for assisting with the survey, and Matthew Strawn for data processing.

## **About the Authors**

Marc Manni is the Research Team Supervisor for the Visitor Services Project. 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 Dinosaur National Monument in Colorado and Utah, conducted July 12-18, 2013 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

“Dinosaur National Monument’s geologic history reaches back to over 1 billion years ago with the oldest rocks in the monument, part of the Uinta Mountain Group. A more recent layer of rock is what fascinates most visitors for it contains the remains of dinosaurs and other life that roamed this area approximately 149 million years ago. Paleontologist Earl Douglass made the dinosaur quarry here famous with his excavations of numerous specimens for display at the Carnegie Museum in Pittsburgh, Pennsylvania. Earl Douglass also proposed protecting a portion of the quarry as a scientific and educational display as a national monument.

Dinosaur is far more than its namesake however. Dinosaur National Monument’s cultural history dates back at least 10,000 years. The Yampa and Green Rivers provide water for survival in an arid country. Indian rock art in the form of petroglyphs and pictographs reveal evidence that many people have come before us. In more recent time, homesteaders and outlaws sought refuge among the rugged canyons.

With its variety of habitats and elevations, the monument is also home to an array of animal and plant life. Moose and river otters frequent the rivers. Bighorn sheep and golden eagles perch on rocky cliffs. Black bears and mule deer roam through pine and sagebrush covered slopes.” (From monument staff and [www.nps.gov/dino](http://www.nps.gov/dino) March 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.

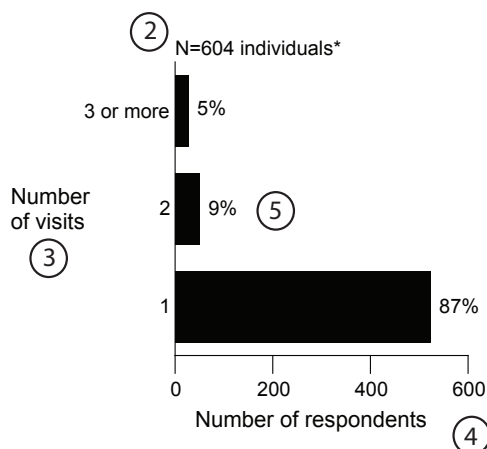
\*\* appears when total percentages do not equal 100 because visitors could select more than one answer choice.

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*

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

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at three locations during July 12-18, 2013. Visitors were surveyed between the hours of 8:15 a.m. and 5:30 p.m. Table 1 shows the three locations, number of questionnaires distributed at each location, and the response rate for each location. During this survey, 541 visitor groups were contacted and 499 of these groups (92%) 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 337 respondents, resulting in a 67.5% response rate for this study. (The average response rate for the 280 VSP visitor studies is 71.6%.)

Table 1. Questionnaire distribution

Sampling site	Distributed		Returned		Returned % of total
	N	%	N	% by site	
Visitor Center	452	91	303	67	90
Harpers Corner Trailhead	32	6	23	72	7
Split Mountain Boat ramp	15	3	11	73	3
Total	499	100	337		100

#### *Questionnaire design*

---

The Dinosaur National Monument 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 Dinosaur National Monument. 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 Dinosaur National Monument 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***

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

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

Table 2. Follow-up mailing distribution

<b>Mailing</b>	<b>Date mailed</b>	<b>U.S.</b>	<b>International</b>	<b>Total</b>
Postcards	August 2, 2013	428	42	470
1 <sup>st</sup> replacement	August 16, 2013	281	22	303
2 <sup>nd</sup> replacement	September 6, 2013	207	0	207

## ***Data analysis***

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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***

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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 12-18, 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***

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The weather during the survey period ranged from hot and sunny, to overcast, cool, breezy, and a thunderstorm. Temperatures ranged from 70F to 100F.

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 distance of participant's home to Jensen, UT. Respondents and non-respondents were found to be significantly different except for group size, group type, and distance from home to Jensen, UT (see Table 3 - Table 6). Respondents at younger age ranges (especially 40 and younger), visitors who visited the park as an unplanned destination may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

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

<b>Variable</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (t-test)</b>
Age (years)	51.75 (N=336)	43.73 (N=162)	<0.001
Group size	3.67 (N=335)	4.26 (N=156)	0.053

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

<b>Group type</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (chi-square)</b>
Alone	18 (6%)	15 (10%)	0.203
Family	266 (81%)	126 (80%)	
Friends	25 (8%)	12 (8%)	
Family and friends	18 (6%)	4 (3%)	

Table 5. Comparison of respondents and non-respondents by how park fit into travel plans

<b>Destination</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (chi-square)</b>
Park as primary destination	51 (15%)	25 (15%)	0.038
Park as one of several destinations	250 (74%)	107 (66%)	
Park was not a planned destination	35 (10%)	30 (19%)	

Table 6. Comparison of respondents and non-respondents by distance from home to Jensen, UT

<b>Destination</b>	<b>Respondents</b>	<b>Non-respondents</b>	<b>p-value (chi-square)</b>
200 miles or less	65 (20%)	35 (24%)	0.501
201 miles or more	27 (70%)	96 (65%)	
International visitors	31 (10%)	17 (12%)	



## Results

### Group and Visitor Characteristics

#### Visitor group size

##### Question 24b

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

##### Results

- 43% of visitor groups consisted of one or two people (see Figure 1).
- 38% were in groups of three or four.
- 20% were in groups of five or more.

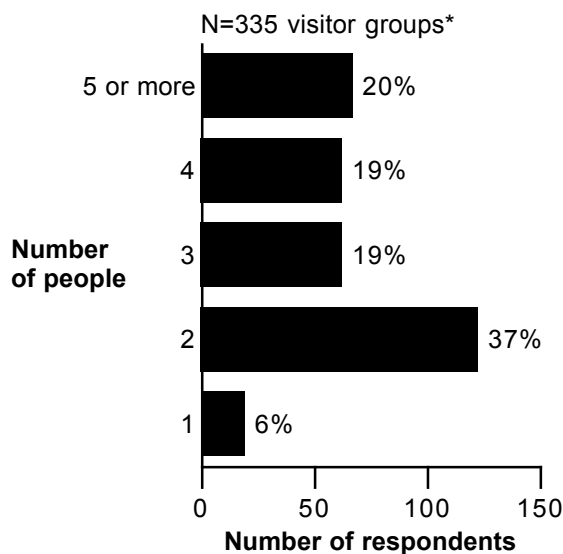


Figure 1. Visitor group size

#### Visitor group type

##### Question 24a

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

##### Results

- 80% of visitor groups consisted of family groups (see Figure 2).
- 8% were with friends.
- No “other” group type (1%) was specified.

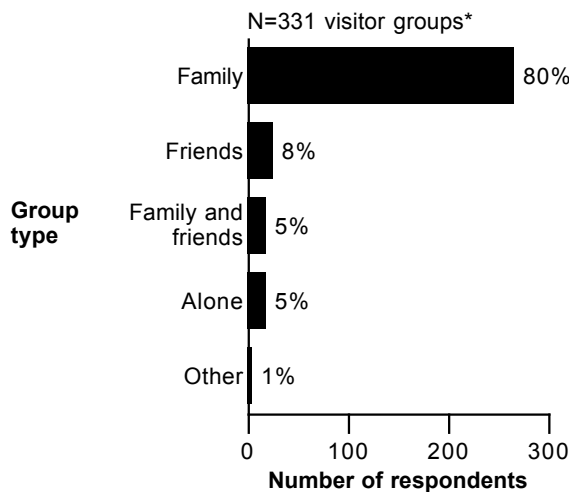


Figure 2. Visitor group type

\*total percentages do not equal 100 due to rounding

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

## Visitors with organized groups

### Question 23a

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

#### Results

- 6% of visitor groups were with a commercial guided tour/rafting group (see Figure 3).

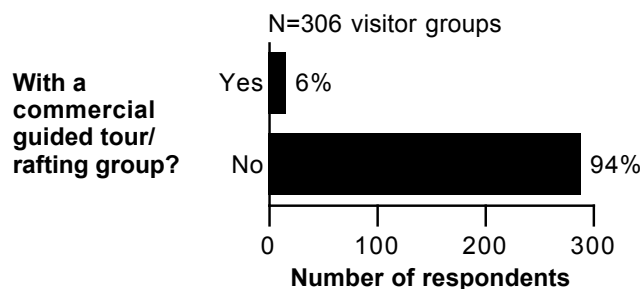


Figure 3. Visitors with a commercial guided tour/rafting group

### Question 23b

On this visit, was your personal group with a family reunion?

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

#### Results

- 8% of visitor groups were with a family reunion (see Figure 4).

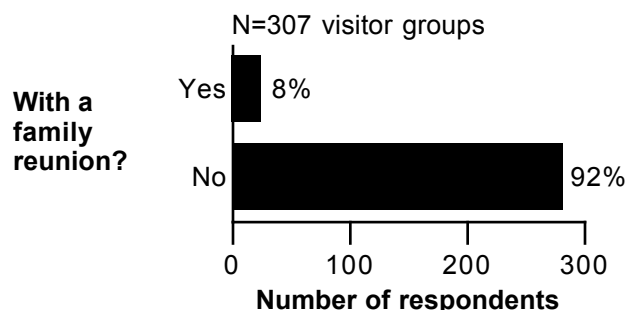


Figure 4. Visitors with a family reunion

### Question 23c

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

#### Results

- 1% of visitor groups were with a school/educational group (see Figure 5).

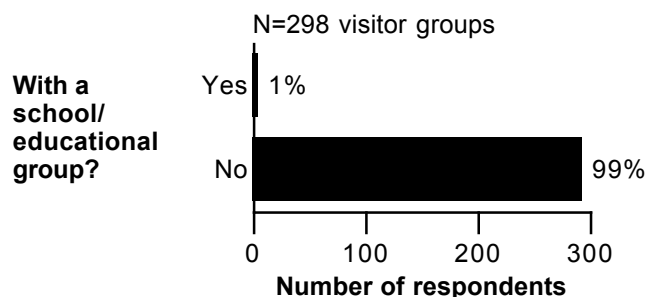


Figure 5. Visitors with a school/educational group

\*total percentages do not equal 100 due to rounding

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

**Question 23d**

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

**Results**

- 3% of visitor groups were with an “other” organized group (see Figure 6).

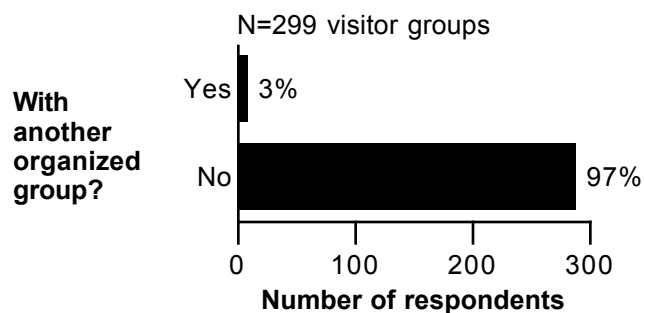


Figure 6. Visitors with an “other” organized group

**Question 23e**

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

**Results**

- 44% of visitors were in an organized group consisting of 1-10 people (see Figure 7).
- 33% were in groups of 11-20 people.

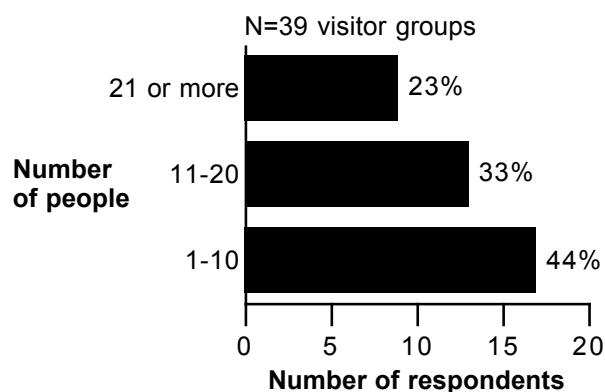


Figure 7. Organized group size

\*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 25b

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 45 states and comprised 91% of total visitation to the park during the survey period.
- 19% of U.S. visitors came from Colorado (see Table 7 and Figure 8).
- 15% came from Utah.
- 10% were from California.
- Smaller proportions came from 42 other states.

Table 7. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=900 individuals*	Percent of total visitors N=992 individuals
Colorado	170	19	17
Utah	137	15	14
California	92	10	9
Florida	36	4	4
New York	29	3	3
Washington	25	3	3
Minnesota	24	3	2
Nevada	24	3	2
Texas	24	3	2
Georgia	23	3	2
35 other states	316	35	32

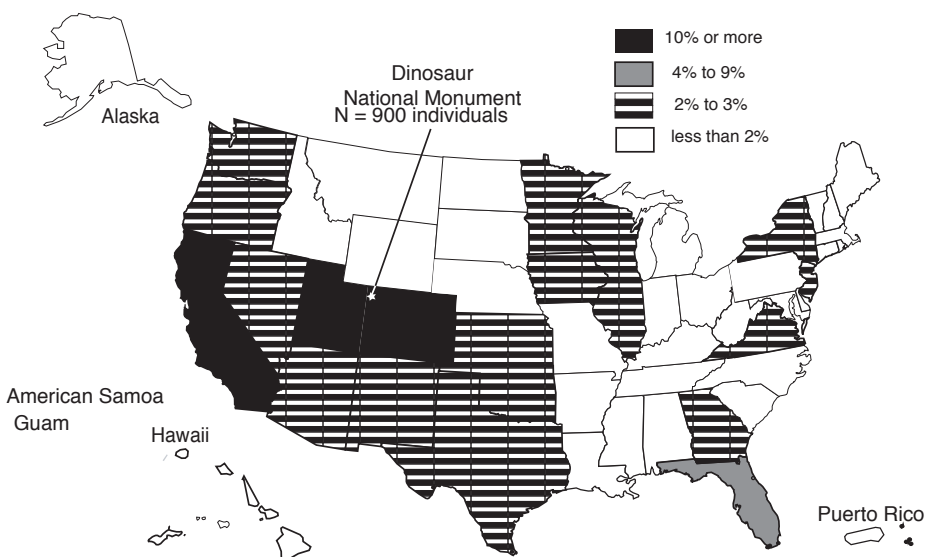


Figure 8. United States visitors by state of residence

\*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 Colorado, Utah, and adjacent states by county of residence***

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

Table 8. Visitors from Colorado, Utah, and adjacent states by county of residence

#### **Results**

- Visitors from Colorado, Utah, and adjacent states were from 63 counties and comprised 47% of the total U.S. visitation to the park during the survey period.
- 40% were from Salt Lake County, UT (see Table 8).
- 21% were from Utah County, UT.
- 19% were from El Paso County, CO.
- 19% were from Jefferson County, CO.
- Small proportions of visitors came from 59 other counties in Colorado, Utah, and adjacent states.

<b>County, State</b>	<b>Number of visitors N=424</b>	
	<b>individuals</b>	<b>Percent*</b>
Salt Lake, UT	40	9
Utah, UT	21	5
El Paso, CO	19	4
Jefferson, CO	19	4
Arapahoe, CO	16	4
Boulder, CO	15	4
Cache, UT	15	4
Larimer, CO	15	4
Uintah, UT	14	3
Weber, UT	14	3
Clark, NV	12	3
Duchesne, UT	12	3
Mesa, CO	11	3
50 other counties in Colorado, Utah, and adjacent states	201	49

### ***Residents of the area***

#### **Question 2a**

Was every member of your personal group a resident of the Dinosaur National Monument area (within a 60-mile radius)?

#### **Results**

- For 3% of visitor groups, all members were area residents (see Figure 9).

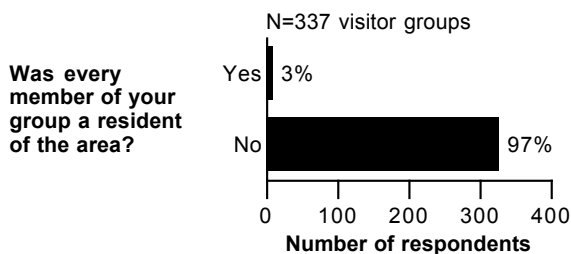


Figure 9. Visitor groups that were comprised of area residents only

\*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 25b**

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 13 countries and comprised 9% of total visitation to the park during the survey period.
- 22% of international visitors came from Switzerland (see Table 9).
- 15% came from Canada.
- 14% came from Belgium.
- 13% came from France.
- Smaller proportions of international visitors came from 9 other countries.

Table 9. International visitors by country of residence

Country	Number of visitors	Percent of international visitors N=92 individuals*	Percent of total visitors N=992 individuals
Switzerland	20	22	2
Canada	14	15	1
Belgium	13	14	1
France	12	13	1
Germany	7	8	1
Denmark	6	7	1
United Kingdom	5	5	1
New Zealand	4	4	<1
China	3	3	<1
Australia	2	2	<1
Czech Republic	2	2	<1
Italy	2	2	<1
Qatar	2	2	<1

\*total percentages do not equal 100 due to rounding

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

## Frequency of visits to the park

### Question 25c

For your personal group on this visit, how often do you visit Dinosaur National Monument?

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

#### Results

- 80% of visitors were visiting the park for the first time (see Figure 10).
- 17% visit once a year or less.

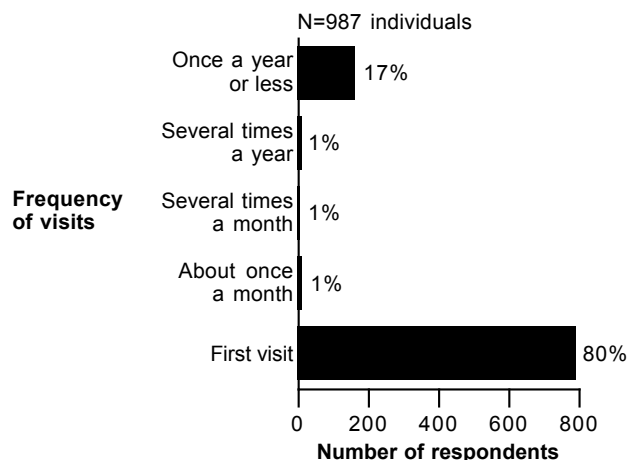


Figure 10. Frequency of visits to the park

## Visitor age

### Question 25a

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 89 years.
- 32% of visitors were 51 to 70 years old (see Figure 11).
- 28% were 15 years or younger.
- 23% were 36 to 50 years old.
- 13% were 16 to 35 years old.
- 5% were 71 years or older.

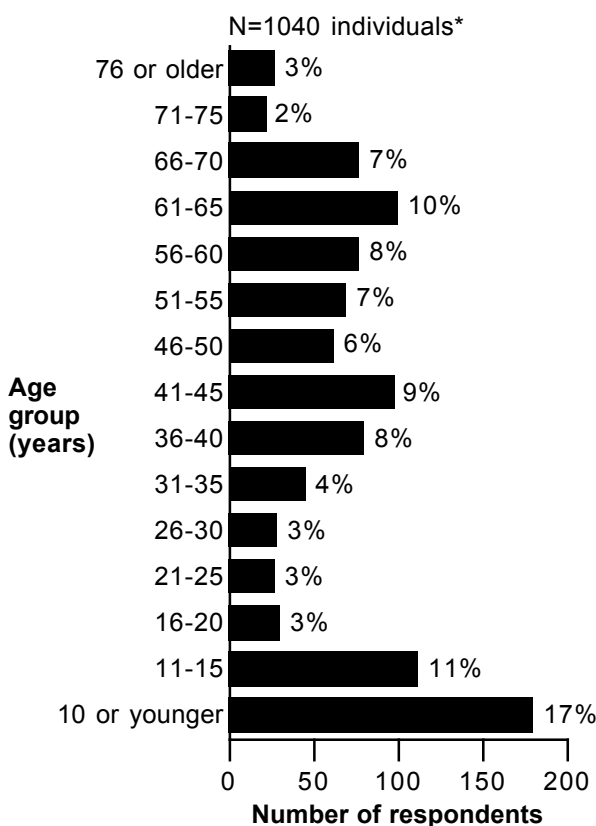


Figure 11. Visitor age

\*total percentages do not equal 100 due to rounding

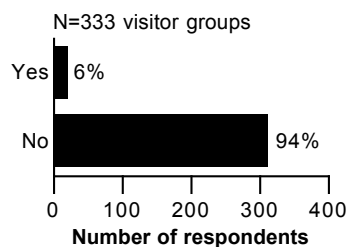
\*\*total percentages do not equal 100 because visitors could select more than one answer

## Visitors with physical conditions affecting access or participation in park activities and services

### Question 11a

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

Have a physical condition affecting access or participation?



### Results

- 6% of visitor groups had members with physical conditions affecting access or participation in park activities or services (see Figure 12).

Figure 12. Visitor groups that had members with physical conditions affecting access or participation in park activities or services

### Question 11b

If YES, which park activities or services did the person(s) have difficulty accessing or participating in during this visit? (Open-ended)

### Results – Interpret results with **CAUTION!**

- 18 visitor groups listed services or activities they had difficulty accessing or participating in (see Table 10).

Table 10. Services/activities that were difficult to access/participate in (N=18 comments; some visitor groups made more than one comment) – **CAUTION!**

Service/activity	Number of times mentioned
Walking/hiking	12
Access to petroglyphs	2
All	1
Difficult to get on and off the bus	1
Heat stress sensitivity	1
Trails	1

\*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 used prior to visit

#### Question 1a

Prior to this visit, how did your personal group obtain information about Dinosaur National Monument?

#### Results

- 85% of visitor groups obtained information about the park prior to their visit (see Figure 13).

- As shown in Figure 14, among those visitor groups that obtained information about the park prior to their visit, the most used sources were:

62% Park website

42% Friends/relatives/word of mouth

38% Maps/brochures

- Other websites (10%) used to obtain information prior to visit were:

adrift.net

allstays.com

colorado.com

google.com

maps.google.com

maps.yahoo.com

nps.gov

roadsideamerica.com

roadtrippers.com

tripadvisor.com

utah.com

vernalcity.org

Unspecified blogs

Unspecified rafting company site

Unspecified river flow information site

Unspecified search engine

Unspecified weather information site

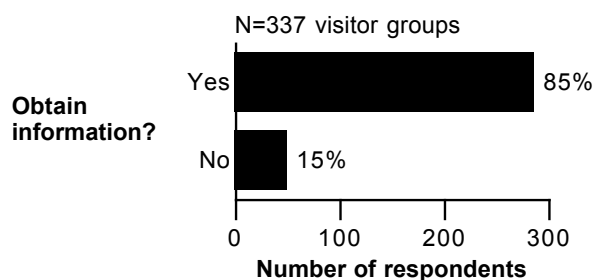


Figure 13. Visitor groups that obtained information about the park prior to visit

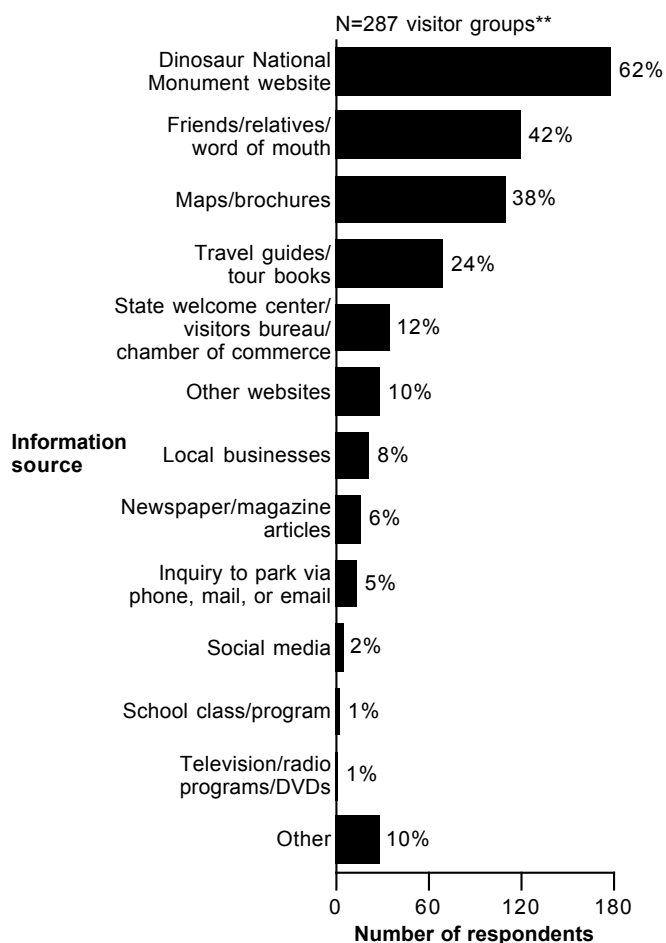


Figure 14. Sources of information used by visitor groups prior to visit

\*total percentages do not equal 100 due to rounding

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

- “Other” sources of information  
(10%) were:

Academic research  
Adrift Adventures  
Carnegie National History Museum  
Lived in the area  
Living Social network  
National Parks Passport book  
Other national park sites  
Part of our Sierra Club vacation  
program  
Previous knowledge  
Previous visits  
River permit  
Saw on road way  
Sierra Club

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\*total percentages do not equal 100 due to rounding

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

**Question 1c**

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**

- 93% of visitor groups received needed information about the park prior to their visit (see Figure 15).

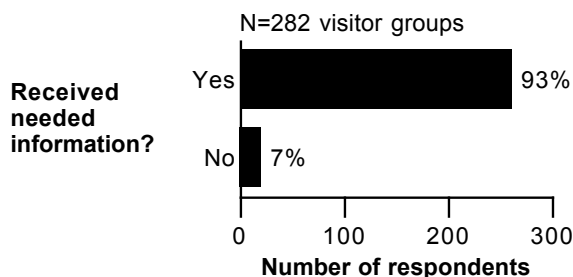


Figure 15. Visitor groups that received needed information about the park prior to their visit

**Question 1d**

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

**Results – Interpret results with CAUTION!**

- 16 visitor groups listed information they needed but was not available (see Table 11).

Table 11. Needed information about the park that was not available (N=16 comments) – **CAUTION**

Needed information
Auto-tour stop descriptions
Campsites and attractions. The kind of information that we have since found on maps and brochures.
Details of what could be seen on the drive; distance along a dirt road to see the petroglyph that was featured on the brochure and degree of difficulty getting to it
Did not know about the eastern unit
Difficult to find out which of three visitor sites was best
I did not realize fossils would only be visible in the Quarry Exhibition Hall
I'd like to know where the dinosaur tracks are. I went on a ranger walk. There was so much to see.
It is very, very, very difficult to get the river office on the phone
It would have been helpful to know things to do beyond the fossils, in terms of time planning
Missing good information on exhibition center
More information about the Quarry Museum and walking trails
Reliable information and directions from hotel personnel
Trail maps
We did not realize that the park was located in Colorado and Utah and we drove to the Colorado visitor center thinking that was where the fossil was located
We were following our GPS, but got concerned when we did not see any signs for the park as we were coming in
What was there and where to go

\*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 1b

If you were to visit Dinosaur National Monument in the future, how would your personal group prefer to obtain information about the park?

### Results

- As shown in Figure 16, visitor groups' most preferred sources of information for a future visit were:

82% Park website  
40% Maps/brochures  
26% Travel guides/tour books

- "Other" websites (7%) were:

google.com  
maps.google.com  
maps.yahoo.com  
nps.gov  
roadsideamerica.com  
tripadvisor.com  
utah.com  
Unspecified blogs  
Unspecified search engine

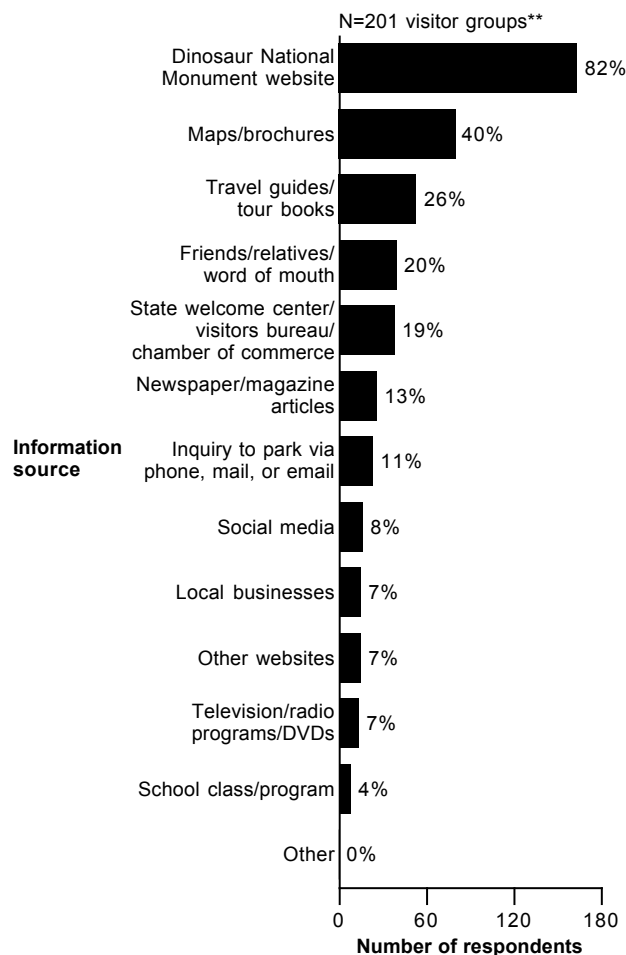


Figure 16. Sources of information to use for a future visit

\*total percentages do not equal 100 due to rounding

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

## Mapping devices

### Question 9a

Please indicate all mapping devices that your personal group used to direct you to Dinosaur National Park on this visit.

#### Results

- 91% of visitor groups used mapping devices to direct them to the park on this visit (see Figure 17).
- As shown in Figure 18, the mapping devices most commonly used to direct visitors to the park were:

69% Printed maps/brochures

45% GPS devices

- “Other” devices (2%) were:

AAA

AAA Trip Tik

Microsoft Streets and Trips

National Park Service website

Verizon Navigator

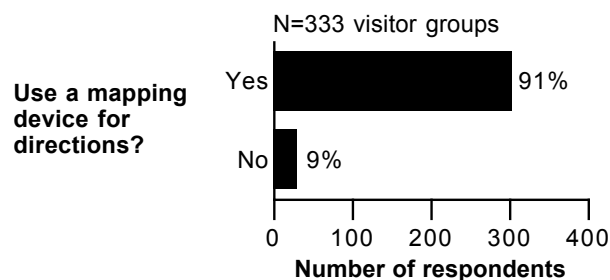


Figure 17. Visitor groups that used mapping devices to direct them to the park on this visit

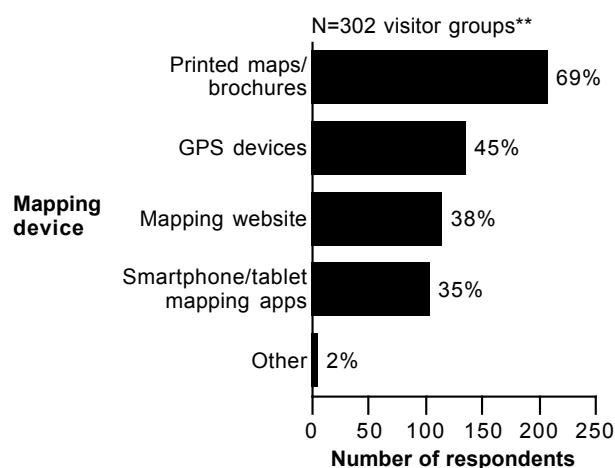


Figure 18. Mapping devices used to locate the park

### Question 9b

Did your personal group have any difficulty locating Dinosaur National Monument using the above devices?

#### Results

- 5% of visitor groups had difficulty locating the park using mapping devices (see Figure 19).

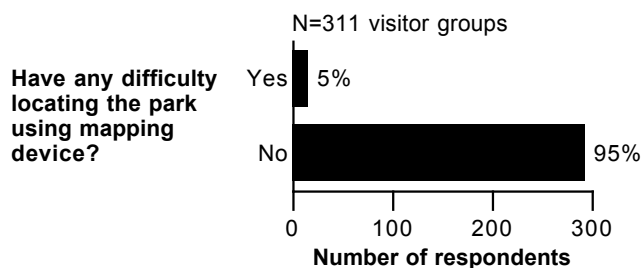


Figure 19. Visitor groups that had difficulty locating the park using mapping devices

\*total percentages do not equal 100 due to rounding

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

**Question 9c**

If YES, what were the problems?  
(Open-ended)

**Results – Interpret with CAUTION!**

- 19 visitor groups listed problems using mapping devices to direct them to the park (see Table 12).

Table 12. Problems using mapping devices for directions to the park  
(N=19 comments) – **CAUTION!**

Problem
Actually finding where the "Wall of Fossils" was within the park took some time to find. It wasn't clearly labeled on GPS maps. In the publication called "Wall of Bones" it states it was at "the Visitor Center," but didn't include a map of where the visitor center was located or which visitor center.
Address listed not found by TomTom navigator
All the above suggested the park was in Vernal, but it is not. We only saw one sign in Vernal that showed where to go.
Didn't realize there were two parts until I arrived
Entered the park at the east entrance and had to backtrack to get to visitor center
From Dinosaur, CO, maps did not indicate directions to the different entrances to Dinosaur National Monument
Google sent me 25 miles past the park to Colorado
Had to be very specific with the address, then it was OK. Several mapping apps don't yet show Dinosaur National Monument.
I was worried I'd run out of gas coming from the east. I wish I knew there was a pump right outside the canyon entrance.
It doesn't show up on Google Maps as a national monument
"No location near cursor" message on iPhone
Not clear distance from Vernal, thought we had missed the turnoff, stopped at police department to ask for further directions
On maps it is very confusing trying to figure out which entrance (the Utah or the Colorado entrance) has the real visitor center or any tours
Our GPS took us on a strange route over dirt roads with no signs. We wondered if we were going to arrive.
Quarry is a little difficult to find
Road signs not helpful
The maps in brochures were poorly drawn and difficult to locate needed roads
There were no signs coming through Vernal until we were almost there
We had difficulty finding park following MapQuest directions on a back road

\*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 Dinosaur National Monument fit into your personal group’s travel plans?”

### Results

- 72% of visitor groups said the park was one of several destinations (see Figure 20).
- 15% said the park was their primary destination.

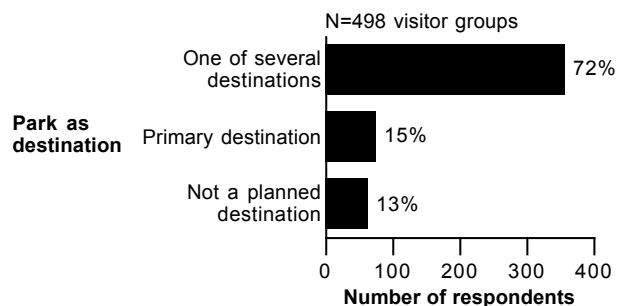


Figure 20. How visit to the park fit into visitor group's travel plans

## Primary reason for visiting the park area

### Question 2b

Was visiting Dinosaur National Monument the primary reason nonresident members of your personal group came to the area (within a 60-mile radius)?

### Results

- For 60% of visitor groups, visiting the park was the primary reason nonresident members visited the area (see Figure 21).

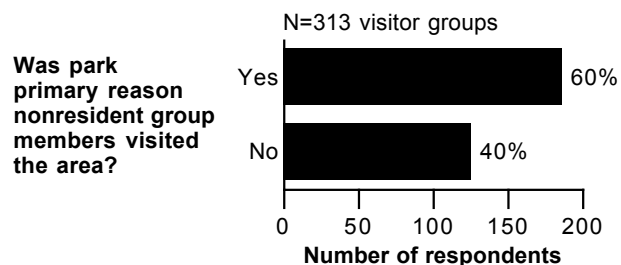


Figure 21. Primary reason non-resident members visited the park area (within a 60-mile radius)

\*total percentages do not equal 100 due to rounding

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

## Reason for visiting the park

### Question 3

For this trip, what were the reasons that your personal group visited Dinosaur National Monument?

#### Results

- As shown in Figure 22, the most common reasons for visiting the park were:

87% View dinosaur fossils  
30% Visit a unit of the National Park Service  
29% Recreation

- “Other” reasons (11%) are shown in Table 13.

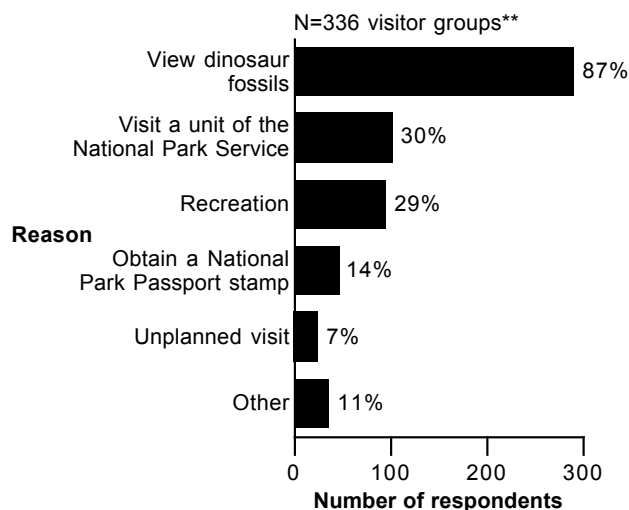


Figure 22. Reasons for visiting the park

Table 13. Other reasons for visiting the park  
(N=39 comments; some visitor groups made more than one comment)

Reason	Number of times mentioned
A stop along travel route	6
View petroglyphs	6
Camping	3
Enjoy beauty of the area	3
Junior Ranger program	3
Geology	2
Obtain tokens, magnets, bookmarks, patches	2
School program	2
An add-on to family visit	1
Education	1
Family reunion	1
Learn about area and history	1
See the topography	1
Sightseeing	1
Spend time with family	1
Suggested by acquaintances	1
View Steam Boat Rock	1
Visit canyon area	1
Visit Harpers Corner area	1
Visiting Rangley, CO	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 17a

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

### Results

- As shown in Figure 23, the towns in which visitor groups most often obtained support services were:

83% Jensen/Vernal, UT  
26% Dinosaur, CO  
20% Craig/Rangely, CO

- “Other” communities (5%) were:

Denver, CO  
Duchesne, UT  
Flaming Gorge, UT  
Fruita, CO  
Glenwood Springs, CO  
Grand Junction, CO  
Heber City, UT  
Manila, UT  
Maybell, CO  
Park City, UT  
Steamboat Springs, CO  
Winter Park, CO

- As shown in Table 14, the services most often obtained were:

80% Gas and oil in Jensen/Vernal, UT  
79% Food in Jensen/Vernal, UT

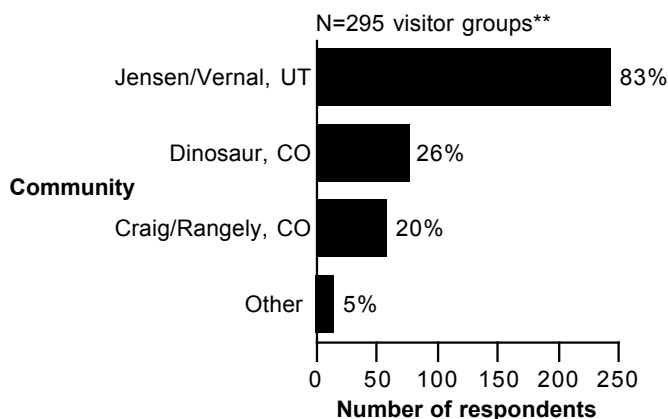


Figure 23. Nearby communities in which visitor groups obtained support services

Table 14. Support services used in nearby communities (N=number of visitor groups)

Community	N	Service used %**			
		Information	Gas	Food	Lodging
Craig/Rangely, CO	59	10	59	69	36
Dinosaur, CO	77	45	39	43	6
Jensen/Vernal, UT	244	29	80	79	68
Other – <b>CAUTION!</b>	16	6	69	69	81

\*total percentages do not equal 100 due to rounding

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

**Question 17b**

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

**Results**

- 95% of visitor groups were able to obtain needed support services in nearby communities (see Figure 24).

**Able to obtain needed services?**

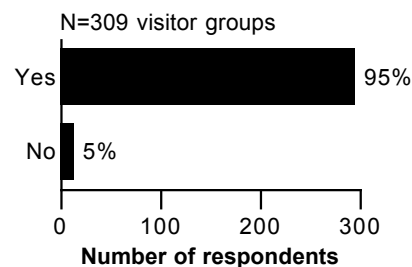


Figure 24. Visitor groups that were able to obtain needed services

**Question 17c**

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

**Results – Interpret with CAUTION!**

- 12 visitor groups listed needed services that were not available (see Table 15).

Table 15. Needed services that were not available

(N=15 comments; some visitor groups made more than one comment) – **CAUTION!**

Needed service	Comment
Campgrounds	No showers in Green River Campground
Campgrounds	Only four sites with electricity in Red Fleet SP
Campgrounds	No recycling in Green River Campground
Food services	Food selection near park poor
Food services	Fresh, not processed food, was hard to find
Food services	No great choice of food in Vernal
Food services	Vegan and low-fat diet options
Food services	Vegan/vegetarian options
Food services	Very few restaurants
Gas	Expensive
Information	Need SD cards
Lodging	Quality was substandard
Lodging	Sub-par, dirty in Dinosaur
Lodging	Vernal - \$225 for room
Lodging	Would have overnight in Dinosaur, CO if possible

\*total percentages do not equal 100 due to rounding

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

## Transportation

### Question 2c

For the nonresident members of your personal group, what was the method of transportation used to travel most of the distance from home to the Dinosaur National Monument area (within a 60-mile radius)?

#### Results

- 61% of non-resident visitor group members used a car to travel most of the distance from their home to the park area (see Figure 25).
- 16% traveled by airplane.
- 13% traveled by SUV/truck/van.

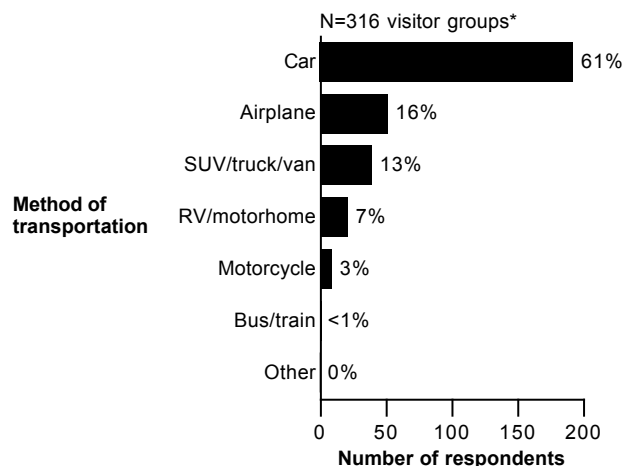


Figure 25. Method of transportation

## Number of vehicles

### Question 24c

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

#### Results

- 88% of visitor groups used one vehicle to arrive at the park (see Figure 26).
- 7% arrived in two vehicles.

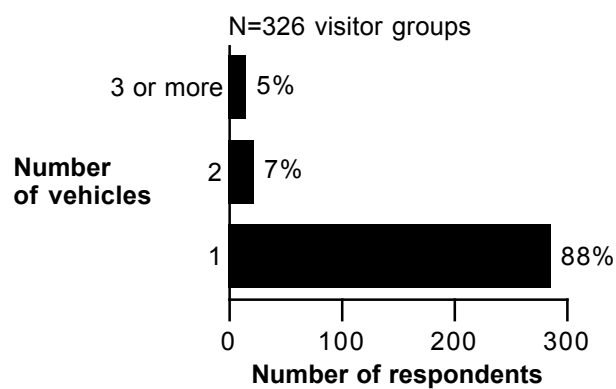


Figure 26. Number of vehicles used to arrive at the park

\*total percentages do not equal 100 due to rounding

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

### ***Adequacy of directional signs to and around the park***

#### **Questions 4a and 4b**

On this visit, were the signs directing your personal group to and within Dinosaur National Monument adequate?

#### **Results**

- Table 16 shows visitor groups' ratings of the adequacy of directional signs to and around the park.

Table 16. Adequacy of directional signs to and around the park

Signs	N	Adequate? (%)*		
		Yes	No	Did not use
Highway signs	334	90	6	5
Signs in the park	335	91	6	2

#### **Question 4c**

If you answered NO for any of the above, please explain. (Open-ended)

#### **Results – Interpret results with CAUTION!**

- Table 17 and Table 18 list visitor groups' reasons why directional signs to and in the park were inadequate.

Table 17. Reasons why highway directional signs were inadequate (N=23 comments) – **CAUTION!**

Reason
Could use some more detail, some corners did not have signs
County Road 14 signs ended before Elk Springs
Did not see any on the route we took
East entrance doesn't make it clear that it's basically a dead end. Thought we could drive through the monument to get to fossils.
Fossils are only on Utah side. Not indicated by signs. We drove to Colorado.
From Dinosaur, CO there were no highway signs to Dinosaur, NM
Got stuck in the sand on Yampa Bench Road, from east to west. Warning signs needed on east end.
Highway splits and the signs are hard to follow
It was a little confusing
More direction needed around Vernal
Needs signs for traveling UT 191
No signage outside of Vernal on 3500
Not well marked more than a mile or so on highway
Only saw one to direct us in general direction
Sign too small and too close to turn-off; should be at least one more sign at least one mile away from turn
Signs/directions to the monument could be better
Small signs when we got to Vernal
There are three visitor sites along 40W but no explanation of what you'll see at each site and how far it was
There were no signs coming from Vernal so we just kept driving
Too vague, stopped at town short of goal believing we had missed the turn off
Tourist information in Vernal didn't know about park. Signs were inadequate in number and location.
Very few signs telling you how to get there
We started looking in Colorado, but it was in Utah

\*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. Reasons why directional signs in the park were inadequate (N=22 comments) – **CAUTION!**

Reason
Add signs about petroglyphs
Add signs at Echo Park Overlook
Didn't see signs marking petroglyph sites
For example in Echo Park Overlook, add signs that show significant features, like Green/Yampa Rivers. Better signage for petroglyphs at McKee. Maybe sketch of trail showing which petroglyphs were where. Also, where path splits, sketches showing where petroglyphs were. Trail information sign shows bison and man with three knobs on head. So we assume we will see them in front of us but in fact they are miles away.
Getting to certain petroglyphs
Harpers Corner entrance was not well marked
McKee Springs would have been impossible for us to find without a map
Needed more signs for the Quarry
Not clear on how to go to new visitor center
Not clear where to go to get the train
Please consider making the parking directions more clear, and sooner, (or multiple signs/arrows) for the road weary drivers
Signage after the Echo Park/Castle Park sign in Sand Canyon was inadequate
Signs are too small
Signs are too small
Some confusion
The information on Placer Point was inadequate; no boating information
The sign to the visitor center; all others were marked well
Trail sign information misleading
Trail signs didn't tell where to go; not clear
Trailhead signs were sometimes difficult to find
Unable to locate Swelter Shelter
Water was low; we missed a camp sign

### Number of entries into the park

#### Question 24d

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

#### Results

- 71% of visitor groups entered the park one time (see Figure 27).
- 22% entered twice.

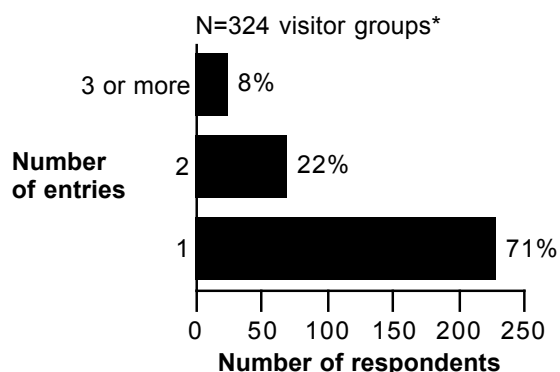


Figure 27. Number of entries into the park

\*total percentages do not equal 100 due to rounding

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

## Overnight stays

### Question 5a

On this trip, did your personal group stay overnight away from home inside Dinosaur National Monument or in the area (within a 60-mile radius)?

#### Results

- 73% of visitor groups stayed overnight away from home inside the park or in the area within a 60-mile radius (see Figure 28).

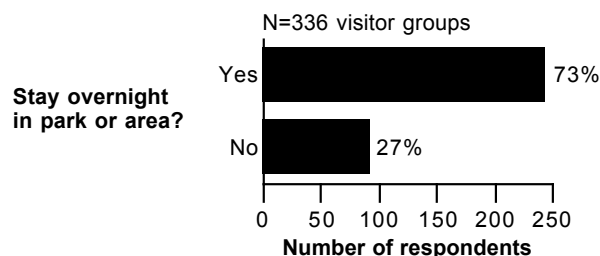


Figure 28. Visitor groups that stayed overnight away from home inside the park or in the area (within a 60-mile radius)

### Question 5b

If YES, please list the number of nights your personal group stayed in Dinosaur National Monument?

#### Results

- 52% of visitor groups stayed one night inside the park (see Figure 29).
- 36% stayed two or three nights.

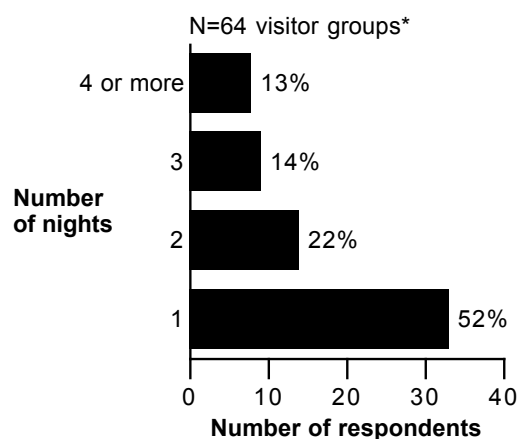


Figure 29. Number of nights spent inside the park

### Question 5b

If YES, please list the number of nights your personal group stayed in the local area (within a 60-mile radius).

#### Results

- 56% stayed one night outside the park within a 60-mile radius (see Figure 30).
- 37% stayed two or three nights.

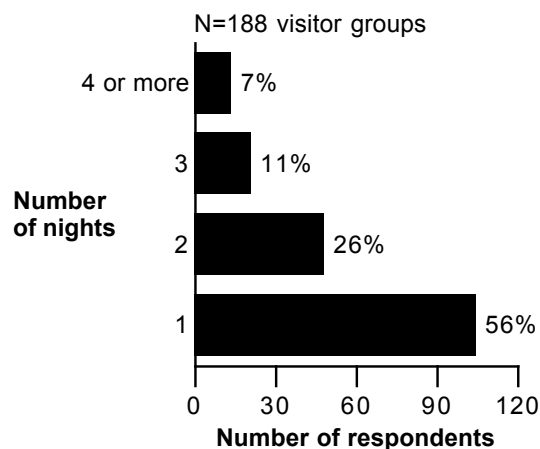


Figure 30. Number of nights spent in the area outside the park (within a 60-mile radius)

\*total percentages do not equal 100 due to rounding

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

## Accommodations used inside the park

### Question 5c

In which types of accommodations did your personal group spend the nights inside Dinosaur National Monument?

### Results

- As shown in Figure 31, among those visitor groups that stayed overnight inside the park, the most common types of accommodations used were:

71% Tent camping in a developed campground

24% RV/trailer camping in a developed campground

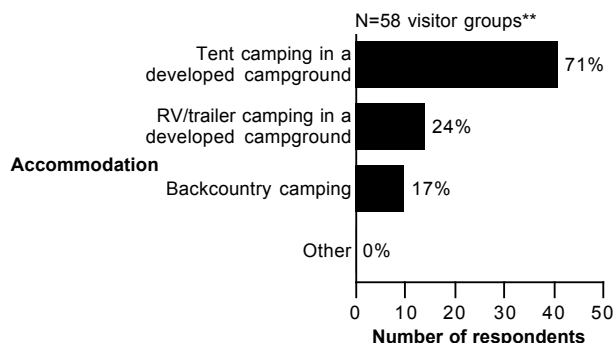


Figure 31. Accommodations used inside the park

## Accommodations used in the area outside the park

### Question 5d

In which types of accommodations did your personal group spend the nights outside Dinosaur National Monument in the local area (within a 60-mile radius)?

### Results

- As shown in Figure 32, among those visitor groups that stayed overnight in the local area outside the park, the most common types of accommodations were:

73% Lodge, motel, rented condo/home, cabin, or bed & breakfast

11% RV/trailer camping in a developed campground

- No "other" type of accommodation (1%) was specified.

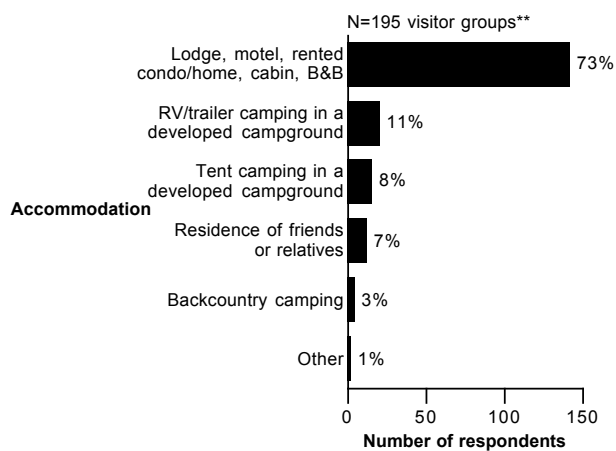


Figure 32. Accommodations used in the local area outside the park (within a 60-mile radius)

\*total percentages do not equal 100 due to rounding

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

**Question 6**

If your personal group did not stay overnight away from home in the park or area within 60 miles of the park, what were the reasons for not staying overnight?

**Results**

- As shown in Figure 33, the most common reasons visitor groups did not stay overnight away from home in the park or area within 60 miles of the park were:
- 64% Did not intend to stay overnight/unplanned visit  
48% Had lodging reservations elsewhere

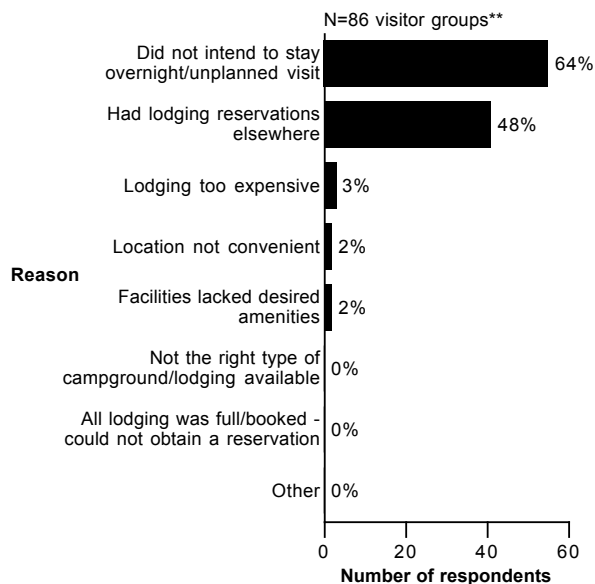


Figure 33. Reasons for not staying overnight away from home in the park or area within 60 miles of the park

\*total percentages do not equal 100 due to rounding

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



## ***Length of stay in the park***

### **Question 12**

On this visit, how long did your personal group spend visiting Dinosaur National Monument?

#### **Results**

##### Number of hours if less than 24

- 37% of visitor groups spent three or four hours in the park (see Figure 34).
- 36% spent one or two hours.
- 26% spent five or more hours.
- The average length of stay for visitor groups who spent less than 24 hours was 3.9 hours.

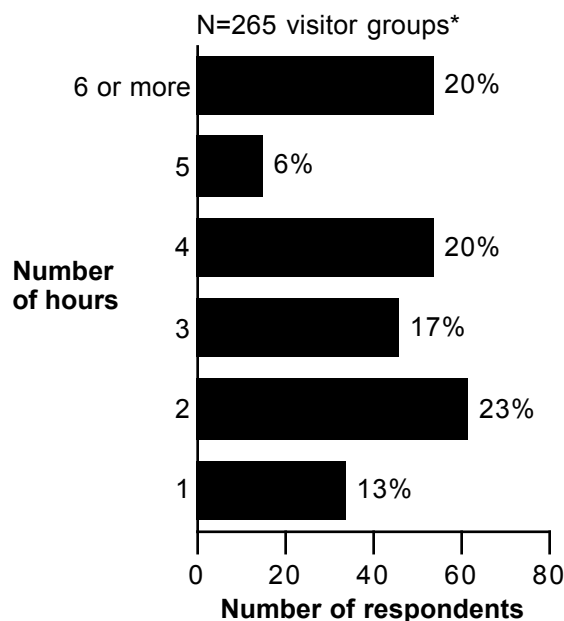


Figure 34. Number of hours spent in the park

##### Number of days if 24 hours or more

- 42% of visitor groups spent two days in the park (see Figure 35).
- 33% spent three or more days.
- 24% spent one day.
- The average length of stay for visitor groups who spent 24 hours or more was 2.7 days.

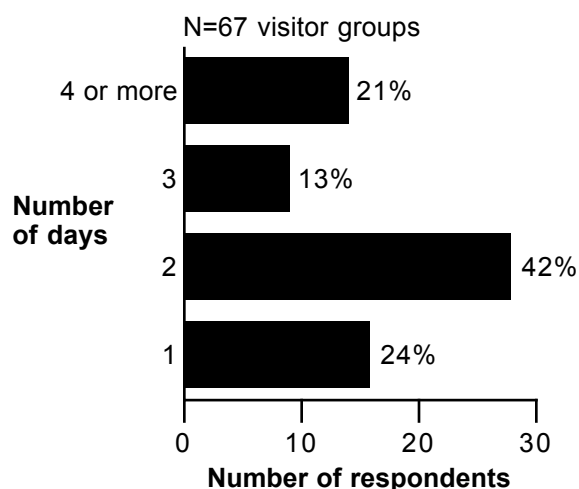


Figure 35. Number of days spent in the park

##### Average length of stay for all visitors

- The average length of stay for all visitor groups was 16 hours or 1 day.

\*total percentages do not equal 100 due to rounding

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

### ***National park sites visited before arriving at the park***

#### **Question 8a**

On this trip, which of the following national park sites did your personal group visit before arriving at Dinosaur National Monument?

#### **Results**

- 63% of visitor groups visited other national park sites before visiting the park on this visit (see Figure 36).
- As shown in Figure 37, the most common national park sites visited were:

37% Yellowstone/Grand Teton NPs

29% Arches/Canyonlands NPs

27% Rocky Mountain NP

- “Other” national park sites (45%) are listed in Table 19.

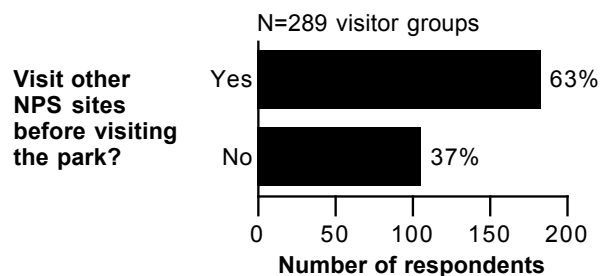


Figure 36. Visitor groups that visited other national park sites before arriving at the park

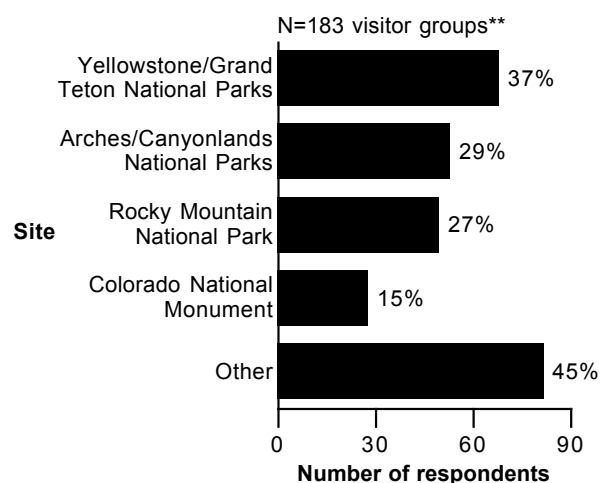


Figure 37. National park sites visited before arriving at the park

\*total percentages do not equal 100 due to rounding

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

Table 19. National park sites visited before arriving at the park  
(N=199 comments; some visitor groups made more than one comment)

<b>Site</b>	<b>Number of times mentioned</b>
Bryce Canyon NP	15
Grand Canyon NP	15
Mesa Verde NP	15
Zion NP	15
Mount Rushmore NMem	10
Black Canyon of the Gunnison NP	9
Capital Reef NP	8
Great Sand Dunes NP&Pres	7
Badlands NP	6
Glacier NP	6
Yosemite NP	6
Death Valley NP	5
Devils Tower NM	4
Olympic NP	4
Wind Cave NP	4
Canyon de Chelly NM	3
Cedar Breaks NM	3
Craters of the Moon NM	3
Fossil Butte NM	3
Golden Spike NHS	3
Joshua Tree NP	3
Bighorn Canyon NRA	2
Chaco Culture NHP	2
Great Basin NP	2
Jewel Cave NM	2
Sequoia and Kings Canyon NPs	2
Sunset Crater NM	2
Teddy Roosevelt NP	2
Timpanogos Cave NM	2
Aztec Ruins NM	1
Bandelier NM	1
Big Basin NP	1
Carlsbad Caverns NP	1
Channel Islands NP	1
Chimney Rock NHS	1
Chiricahua NM	1
City of Rocks NRes	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 19. National park sites visited before arriving at the park (continued)

<b>Site</b>	<b>Number of times mentioned</b>
Crater Lake NP	1
Curecanti NRA	1
Devils Postpile NM	1
Florissant Fossil Beds NM	1
Fort Bent NHS	1
Fort Clatsop NM	1
Fort Vancouver NHS	1
Guadalupe Mountains NP	1
Isle Royale NP	1
Jefferson National Expansion Memorial	1
Lassen Volcanic NP	1
Lava Beds NM	1
Little Bighorn Battlefield NM	1
Mojave NP	1
Montezuma NP	1
Mount Rainier NP	1
Organ Pipe Cactus NM	1
Pea Ridge NMP	1
Pecos NHP	1
Petrified Forest NP	1
Pinnacles NP	1
Saguaro NP	1
Scotts Bluff NM	1
Sunset Volcano NM	1
Voyageurs NP	1
Walnut Canyon NM	1
White Sands NM	1
Wilson Creek NB	1

---

\*total percentages do not equal 100 due to rounding

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

## ***National park sites planned to visit after leaving the park***

### **Question 8b**

Which of the following national park sites does your personal group plan to visit after leaving Dinosaur National Monument?

### **Results**

- 71% of visitor groups planned to visit other national park sites after leaving the park on this visit (see Figure 38).

- As shown in Figure 39, the most common national park sites to visit after leaving the park were:

44% Yellowstone/Grand Teton NPs  
22% Arches/Canyonlands NPs  
21% Rocky Mountain NP

- “Other” national park sites (50%) are listed in Table 20.

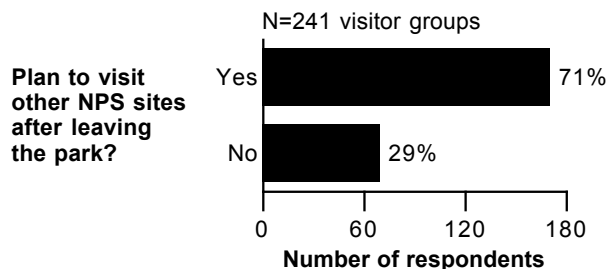


Figure 38. Visitor groups that planned to visit other national park sites after leaving the park

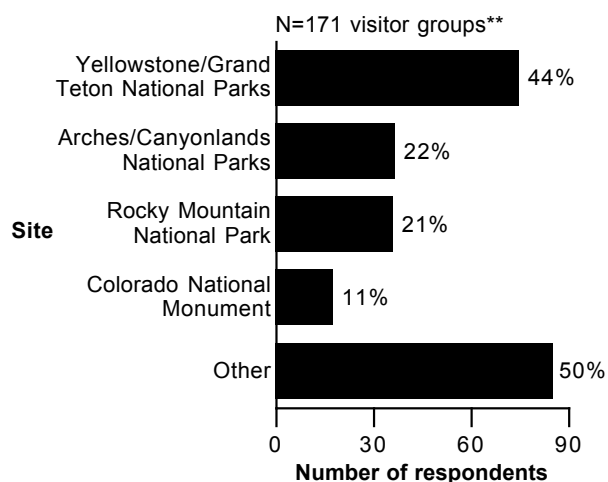


Figure 39. National park sites visitor groups planned to visit after leaving the park

\*total percentages do not equal 100 due to rounding

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

Table 20. National park sites visitor groups planned to visit after leaving the park (N=151 comments; some visitor groups made more than one comment)

<b>Site</b>	<b>Number of times mentioned</b>
Bryce Canyon NP	13
Grand Canyon NP	12
Zion NP	12
Mesa Verde NP	11
Glacier NP	9
Mount Rushmore NMem	7
Great Sand Dunes NP&Pres	6
Devils Tower NM	5
Badlands NP	4
Black Canyon of the Gunnison NP	4
Craters of the Moon NM	4
Fossil Butte NM	4
Yosemite NP	4
Golden Spike NHS	3
Painted Desert NP	3
Petrified Forest NP	3
Redwoods NP	3
Timpanogos Cave NM	3
Canyon de Chelly NM	2
Carlsbad Caverns NP	2
Chaco Culture NHP	2
Glen Canyon NRA	2
Great Basin NP	2
Mount Rainier NP	2
North Cascades NP	2
Olympic NP	2
Aztec Ruins NM	1
Bent's Old Fort NHS	1
Bighorn Canyon NRA	1
Capitol Reef NP	1
Cedar Breaks NM	1
Chiricahua NM	1
City of Rocks NRES	1
Crater Lake NP	1
Death Valley NP	1
El Malpais NM	1
Florissant Fossil Beds NM	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 20. National park sites visitor groups planned to visit after leaving the park (continued)

<b>Site</b>	<b>Number of times mentioned</b>
Fort Larned NHS	1
Guadalupe Mountains NP	1
Lava Beds NM	1
Little Bighorn Battlefield NM	1
Montezuma NP	1
Natural Bridges NM	1
Navajo NM	1
Organ Pipe Cactus NM	1
Saguaro NP	1
Sequoia and Kings Canyon NPs	1
Tall Grass Prairie NP	1
Teddy Roosevelt NP	1
Waterton Glacier International Peace Park	1
White Sands NM	1

---

\*total percentages do not equal 100 due to rounding

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

## Sites visited in the park

### Question 10

On this visit to Dinosaur National Monument, please indicate all the sites within the park that your personal group visited.

- As shown in Figure 40, the sites most commonly visited by visitor groups in the park were:

95% Quarry Visitor Center  
93% Quarry Exhibit Hall  
30% Josie Morris Cabin  
28% Canyon Visitor Center

- The least visited site was:

1% Yampa River Rafting Trip

- “Other” sites (7%) visited are listed in Table 21.

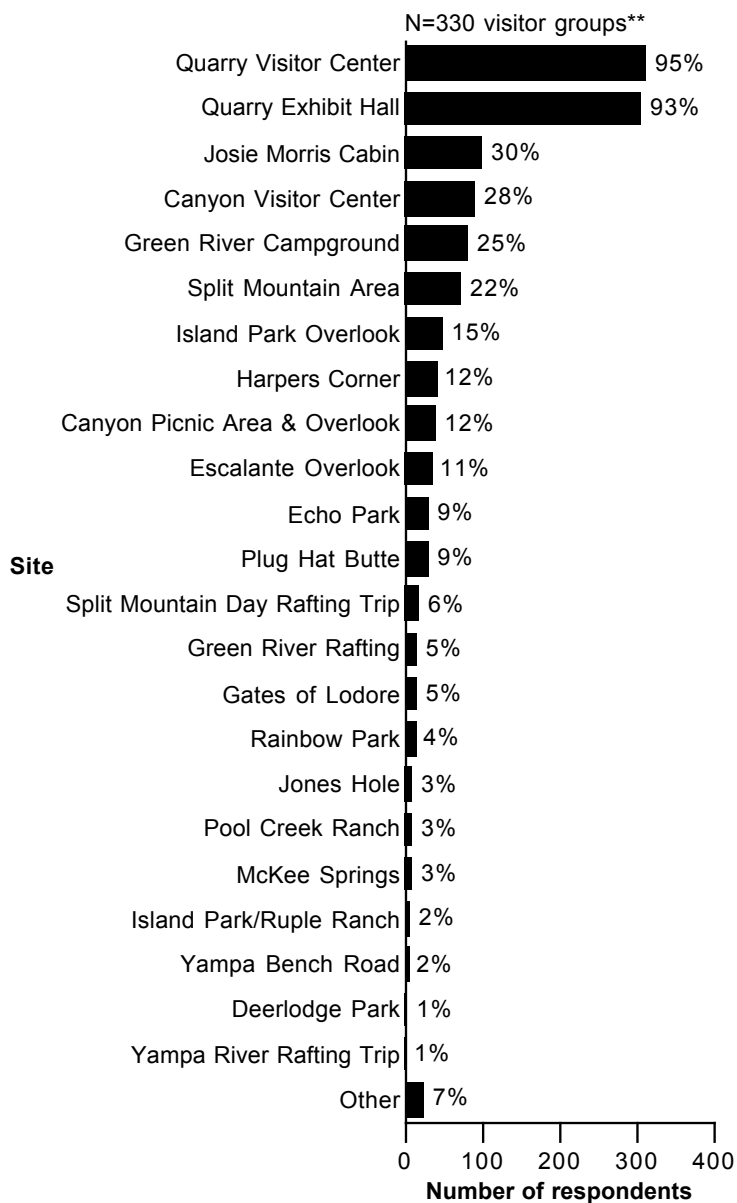


Figure 40. Sites visited in the park

\*total percentages do not equal 100 due to rounding

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



Table 21. Other sites visited in the park  
(N=22 comments; some visitor groups made more than one comment) – **CAUTION!**

Site	Number of times mentioned
Petroglyphs	6
Overlooks	2
Red Fleet tracks	2
Hike from quarry to visitor center	1
McClure Ranch for petroglyphs	1
Moonshine Arch	1
Petroglyphs along road from Quarry Visitor Center	1
Petroglyphs on way to Josie Morris Cabin	1
Petroglyphs one mile from visitor center	1
Petroglyphs and hiking paths above stop #14 on Cub Creek Road	1
Sound of Silence walk	1
Stop number 5 of the audio tour	1
Tilted Rocks	1
Trails in both directions	1
Visiting all numbered sites when driving through	1

\*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 7a

On this visit, in which activities did your personal group participate within Dinosaur National Monument?

### Results

- As shown in Figure 41, the most common activities in which visitor groups participated on this visit were:

91% Visiting quarry/viewing dinosaur fossils

86% Viewing visitor center exhibits

63% Shopping in park bookstore

61% Stopping at scenic overlooks/viewing scenery

- “Other” activities (5%) were:

Educational enrichment

Looking for fossils

Obtained National Park Passport stamp

Speaking with rangers

Swimming

Viewing camping area

Viewing geology

Visit homestead

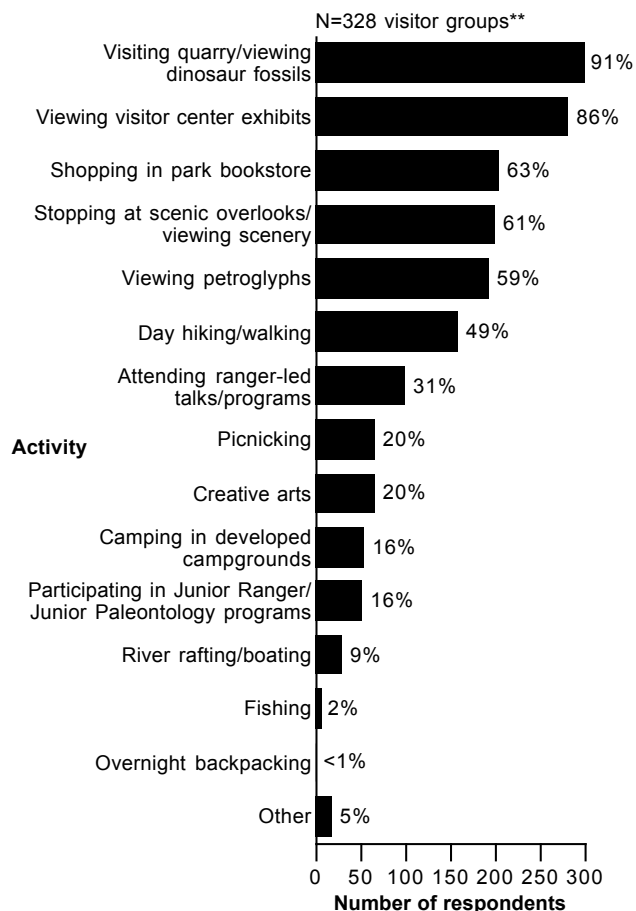


Figure 41. Activities on this visit

\*total percentages do not equal 100 due to rounding

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

**Activity that was primary reason for visit****Question 7c**

Which one of the above activities was the primary reason your personal group visited Dinosaur National Monument on this visit?

**Results**

- As shown in Figure 42, the most common activities that were the primary reason for the visiting the park were:

81% Visiting quarry/viewing dinosaur fossils

4% River rafting/boating

4% Viewing visitor center exhibits

- “Other” activity (<1%) was:

Educational enrichment

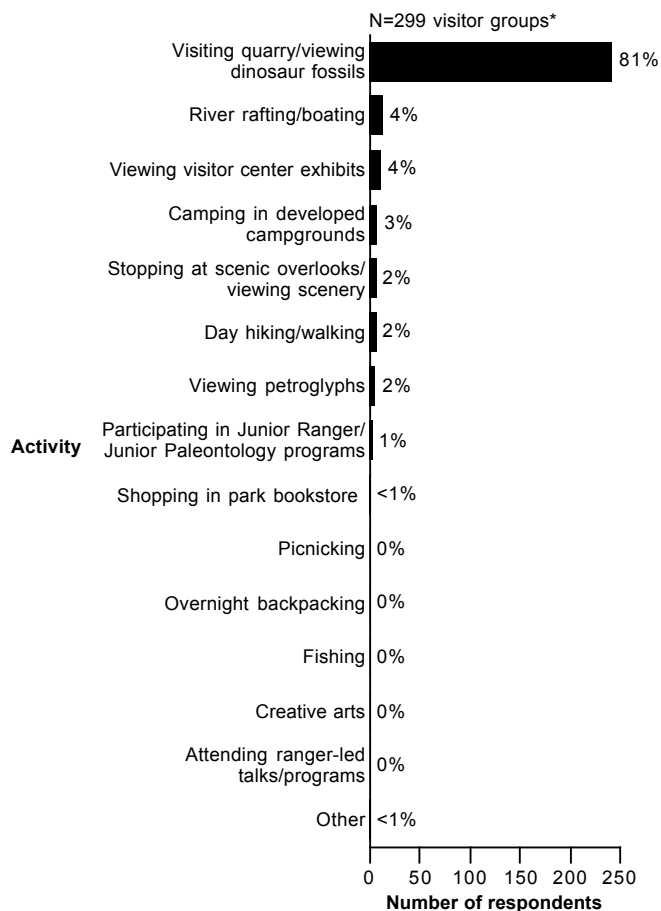


Figure 42. Activity that was primary reason for visiting the park

\*total percentages do not equal 100 due to rounding

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

## Activities on future visits

### Question 7b

If you were to visit the park in the future, in which activities would your personal group prefer to participate within the park?

### Results

- As shown in Figure 43, the most common activities in which visitor groups would prefer to participate on future visits were:

85% Visiting quarry/viewing dinosaur fossils  
 76% Viewing petroglyphs  
 73% Viewing visitor center exhibits  
 72% Day hiking/walking

- “Other” activities (3%) were:

Drive Echo Park Road with 4x4  
 Natural history observations  
 Play by river  
 Road biking  
 Visit homesteads

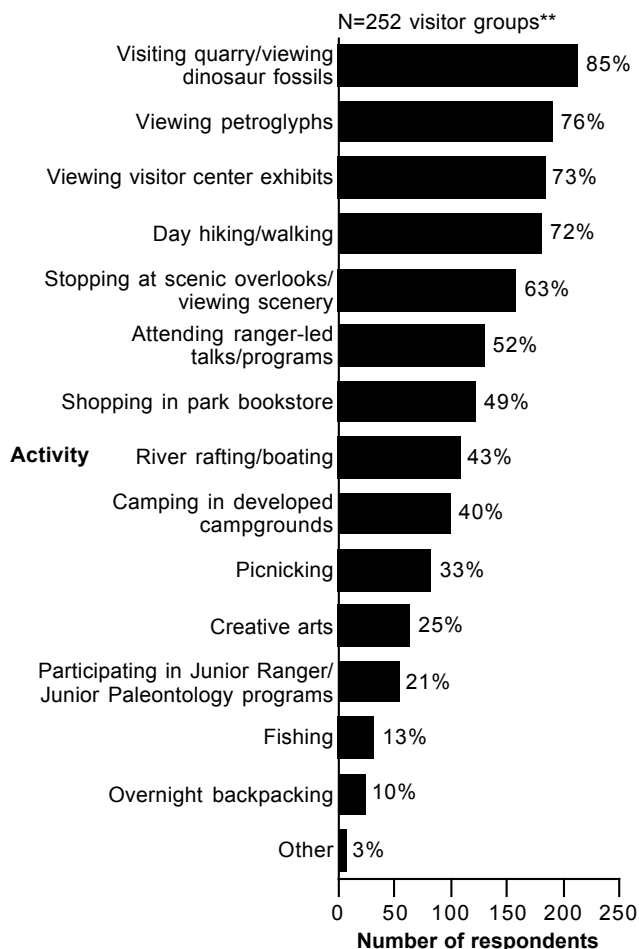


Figure 43. Activities on future visits

\*total percentages do not equal 100 due to rounding

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

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

### Visitor services and facilities used

#### Question 13a

Please indicate all the visitor services and facilities that your personal group used at Dinosaur National Monument during this visit.

#### Results

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

85% Visitor center (overall)

82% Visitor center exhibits

75% Park brochure/map

72% Directional road signs

71% Assistance from park staff/volunteers

- The least used services/facilities were:

16% Junior Ranger/Junior Paleontology programs

16% Campgrounds

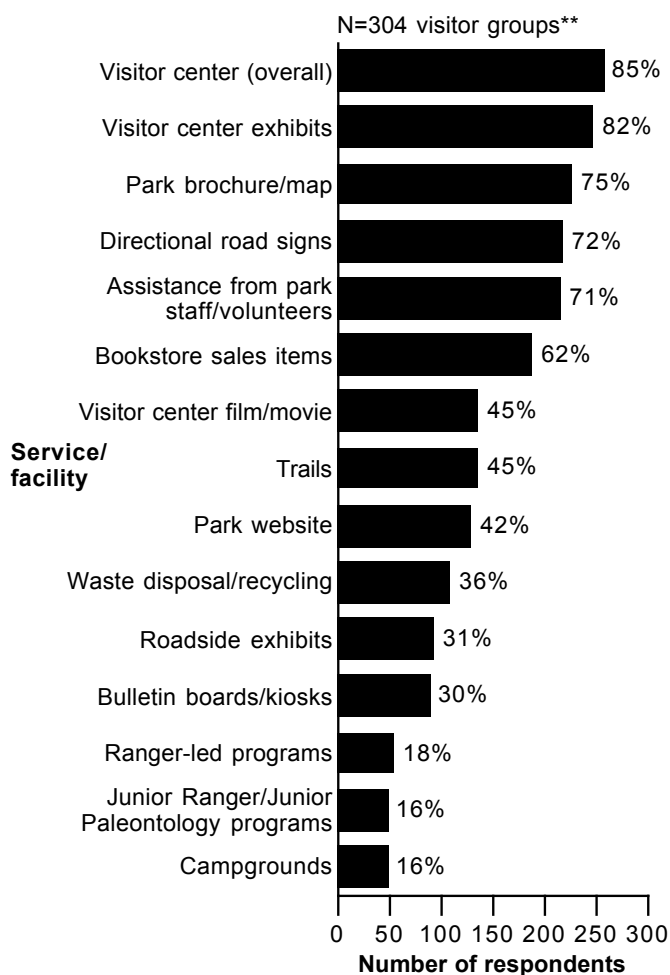


Figure 44. Visitor services and facilities used

\*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 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 45 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:

86% Campgrounds  
85% Trails  
84% Visitor center (overall)  
83% Park brochure/map  
82% Park website

- Table 22 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:

5% Campgrounds

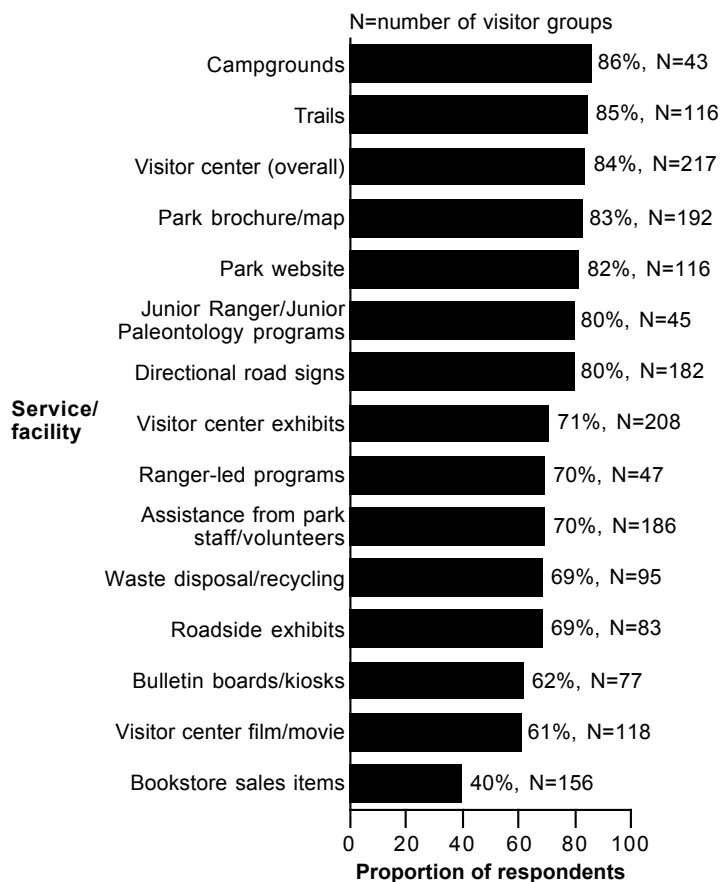


Figure 45. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

\*total percentages do not equal 100 due to rounding

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

Table 22. 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
Assistance from park staff/volunteers	186	1	8	22	39	31
Bookstore sales items (selection, price, etc.)	156	4	24	33	28	12
Bulletin boards/kiosks	77	1	9	27	36	26
Campgrounds	43	5	5	5	28	58
Directional road signs	182	1	6	13	37	43
Junior Ranger/Junior Paleontology programs	45	0	7	13	27	53
Park brochure/map	192	1	5	11	38	45
Park website used before or during visit	116	0	4	14	41	41
Ranger-led programs	47	0	11	19	30	40
Roadside exhibits	83	1	6	24	40	29
Trails	116	2	3	11	46	39
Visitor center exhibits	208	0	8	21	29	42
Visitor center film/movie	118	1	9	29	36	25
Visitor center (overall)	217	1	5	11	38	46
Waste disposal/recycling	95	2	7	22	17	52

\*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 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 46 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:

91% Park brochure/map  
 91% Bulletin boards/kiosks  
 90% Visitor center (overall)  
 89% Assistance from park staff/volunteers  
 88% Junior Ranger/Junior Paleontology programs

- Table 23 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% Visitor center film/movie

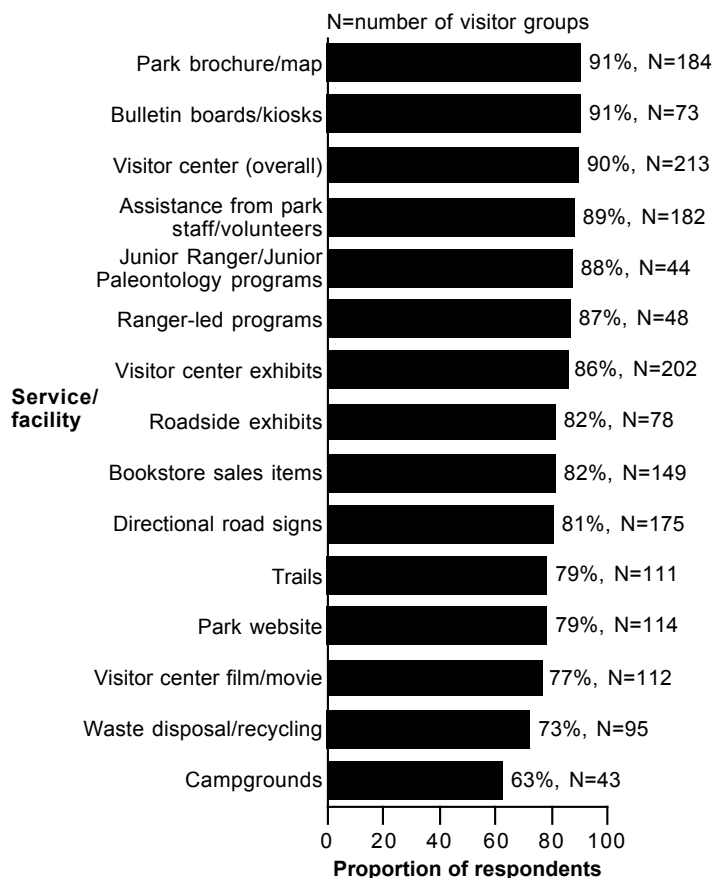


Figure 46. Combined proportions of “very good” and “good” ratings of visitor services and facilities

\*total percentages do not equal 100 due to rounding

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



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

Service/facility	N	Very poor	Poor	Rating (%)*		
				Average	Good	Very good
Assistance from park staff/volunteers	182	1	2	8	26	63
Bookstore sales items (selection, price, etc.)	149	1	3	14	45	37
Bulletin boards/kiosks	73	1	0	8	47	44
Campgrounds	43	2	5	30	30	33
Directional road signs	175	1	2	17	43	38
Junior Ranger/Junior Paleontology programs	44	0	0	11	20	68
Park brochure/map	184	0	1	8	37	54
Park website used before or during visit	114	0	3	19	39	39
Ranger-led programs	48	0	0	13	33	54
Roadside exhibits	78	0	3	15	37	45
Trails	111	0	4	18	41	38
Visitor center exhibits	202	0	2	12	32	54
Visitor center film/movie	112	3	3	18	35	42
Visitor center (overall)	213	0	1	8	35	55
Waste disposal/recycling	95	2	5	19	27	46

\*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 47 and Figure 48 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.

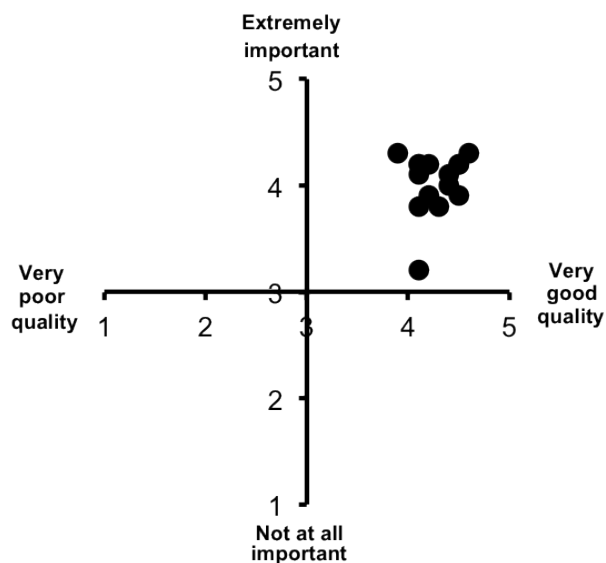


Figure 47. Mean scores of importance and quality ratings of visitor services and facilities

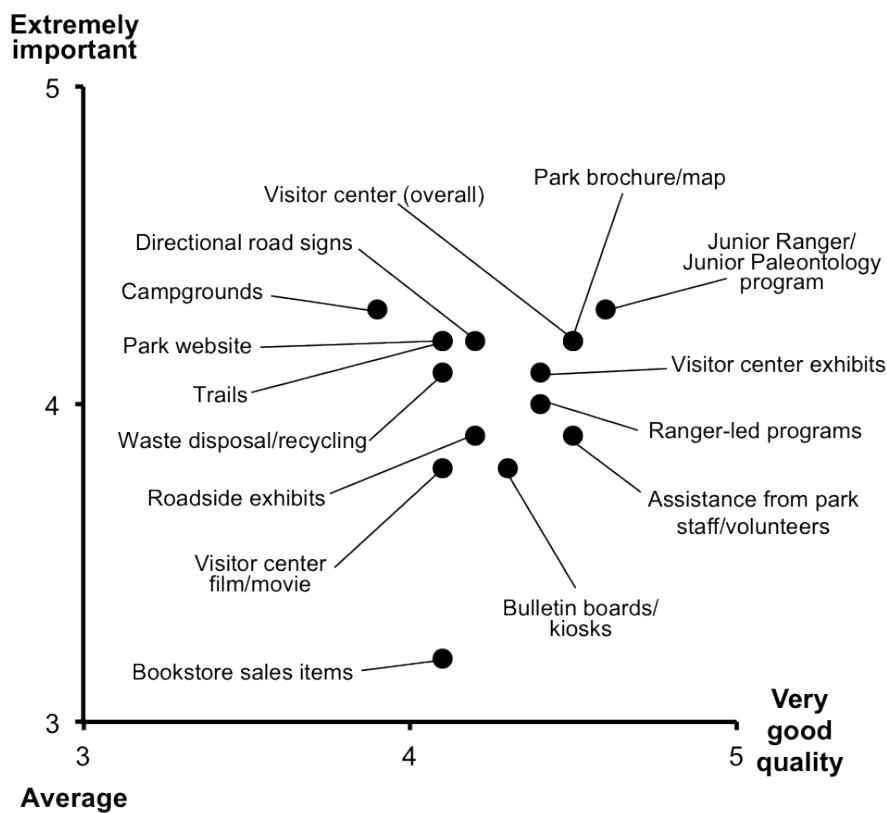


Figure 48. Detail of

\*total percentages do not equal 100 due to rounding

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

Figure 47

***Importance of protecting park resources and attributes*****Question 20**

The National Park Service protects Dinosaur National Monument'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 49, the highest combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes included:

96% Fossils  
93% Petroglyphs and historic sites  
91% Clean air

- The resource/attribute receiving the highest "not at all important" rating was:

7% Dark/starry night sky

- Table 24 shows the importance ratings of protecting park resources and attributes.

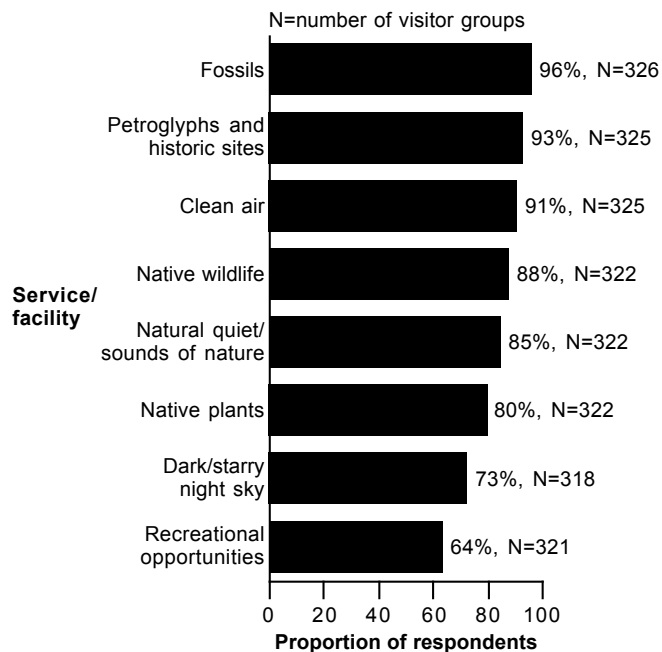


Figure 49. Combined proportions of "extremely important" and "very important" ratings of protecting park resources and attributes

\*total percentages do not equal 100 due to rounding

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

Table 24. Visitor rating of importance of protecting park resources and attributes  
(N=number of visitors groups)

Resource/attribute	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	325	1	1	7	44	47
Dark/starry night sky	318	7	4	16	35	38
Fossils	326	0	1	3	16	80
Native plants	322	<1	4	16	30	50
Native wildlife	322	1	1	11	32	56
Natural quiet/sounds of nature	322	1	3	11	36	49
Petroglyphs and historic sites	325	0	1	6	23	70
Recreational opportunities (hiking, rafting, fishing)	321	6	9	22	29	35

\*total percentages do not equal 100 due to rounding

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

***Elements affecting visitor experience*****Question 19**

During this visit to Dinosaur National Monument, how did the following elements affect your personal group's park experience?

**Results**

- Table 25 shows how different elements detracted from, had no effect on, or added to visitor group's experience.

Table 25. How elements affected visitor group's park experience

(N=number of visitors that responded to the question

n<sub>1</sub>=number of visitors that rated each element

n<sub>2</sub>=number of visitor groups that did not experience each element)

Element	Total N	Rating (%)*				Did not experience	
		n <sub>1</sub>	Detracted from	No effect	Added to	n <sub>2</sub>	% of total
Ranger-guided programs	312	128	1	9	89	184	59
Cattle or sheep grazing in the park	307	126	4	61	35	181	59
Light pollution	307	84	5	92	4	223	73
Litter	311	67	16	81	3	244	78
Noise	313	93	9	89	2	220	70
Pets/visitors with pets	313	136	8	88	4	177	57
Public access to the rivers	312	133	2	37	61	179	57
Ranger presence	314	272	1	14	85	42	13
Signs	311	298	2	17	81	13	4
Visitors demonstrating poor resource stewardship	305	58	41	57	2	247	81

\*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 18

For your personal group, please estimate all expenditures for the items listed below for this visit to Dinosaur National Monument and the surrounding area (within a 60-mile radius).

#### Results

- 45% of visitor groups spent \$1-\$200 (see Figure 50).
- 27% spent \$201-\$400.
- 20% spent \$401 or more.
- The average visitor group expenditure was \$282.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$190.
- The average total expenditure per person (per capita) was \$99.
- As shown in Figure 51, the largest proportions of total expenditures inside and outside the park were:  
31% Lodge, hotel, motel, cabin, B&B, etc.  
17% Gas and oil  
16% Restaurants and bars

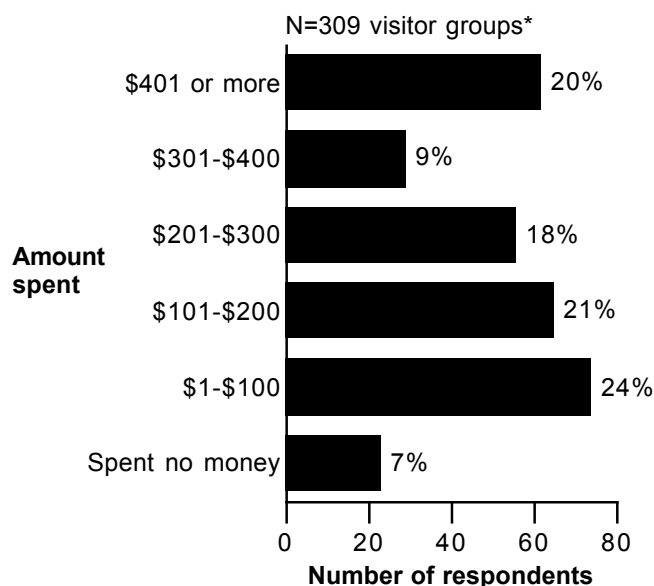


Figure 50. Total expenditures inside and outside the park

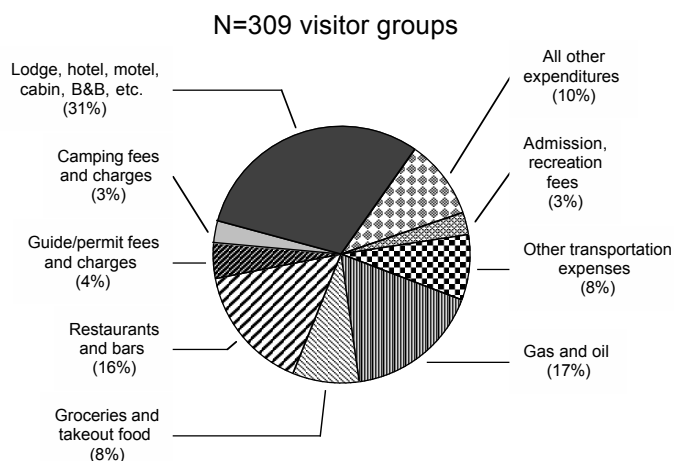


Figure 51. Proportions of total expenditures inside and outside the park

\*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 18c**

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

#### **Results**

- 70% of visitor groups had two adults covered by expenditures (see Figure 52).
- 19% had three or more adults covered by expenditures.

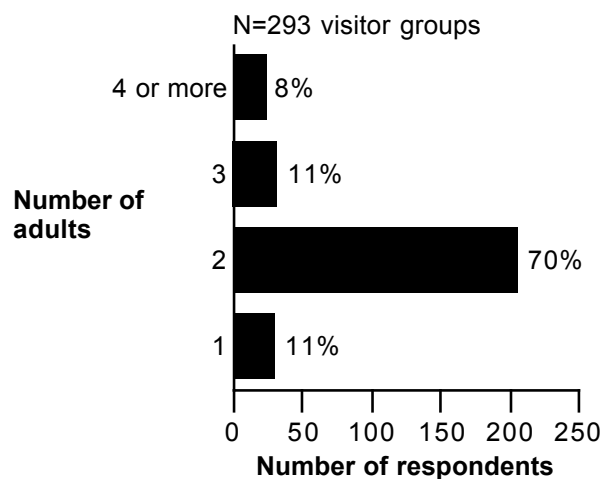


Figure 52. Number of adults covered by expenditures

### ***Number of children covered by expenditures***

#### **Question 18c**

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

#### **Results**

- 50% of visitor groups had no children covered by expenditures (see Figure 53).
- 37% had one or two children covered by expenditures.
- 14% had three or more children covered by expenditures.

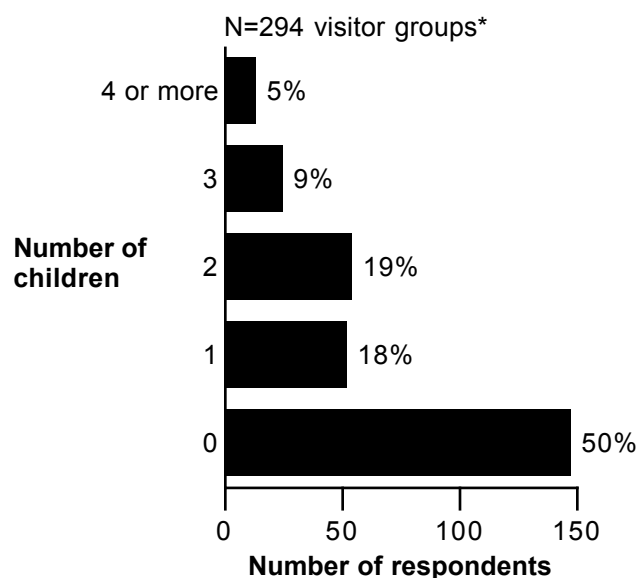


Figure 53. Number of children covered by expenditures

\*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 18a

Please list your personal group's total expenditures inside Dinosaur National Monument.

#### Results

- 53% of visitor groups spent \$1-\$50 (see Figure 54).
- 27% spent no money.
- 20% spent \$51 or more.
- The average visitor group expenditure inside the park was \$41.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$18.
- The average total expenditure per person (per capita) was \$15.

#### As shown in

- Figure 55, the largest proportions of total expenditures inside the park were:

48% All other expenditures  
18% Guide/permit fees and charges  
15% Other transportation expenses

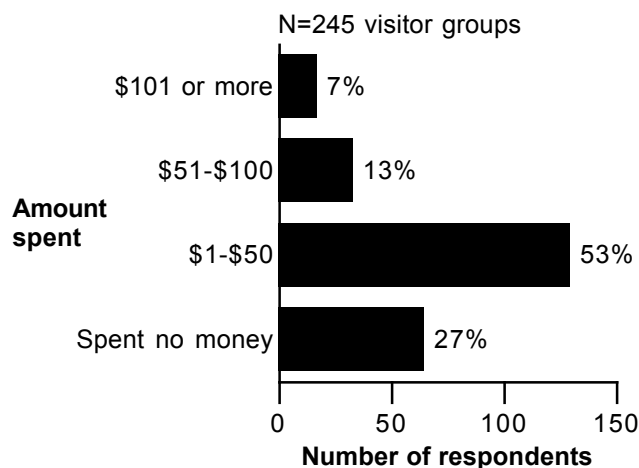


Figure 54. Total expenditures inside the park

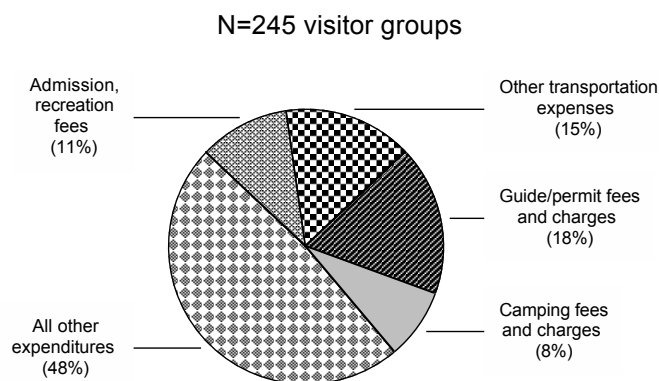


Figure 55. Proportions of total expenditures inside the park

\*total percentages do not equal 100 due to rounding

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



Camping fees and charges

- 73% of visitor groups spent no money on camping fees and charges inside the park (see Figure 56).
- 19% spent \$1-\$20.

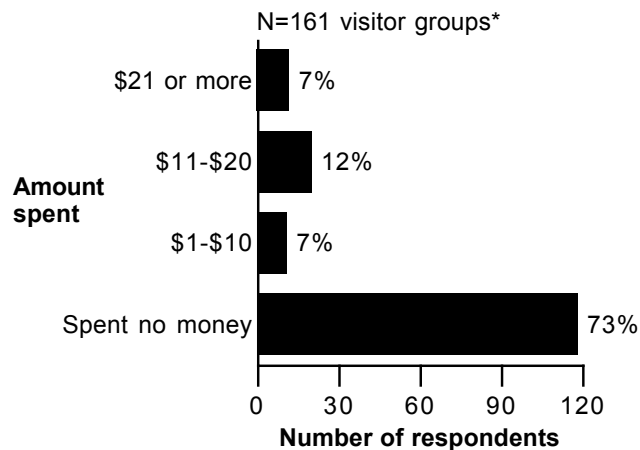


Figure 56. Expenditures for camping fees and charges inside the park

Guide/permit fees and charges (boating, rafting, etc.)

- 87% of visitor groups spent no money on guide/permit fees and charges inside the park (see Figure 57).
- 7% spent \$11 or more.

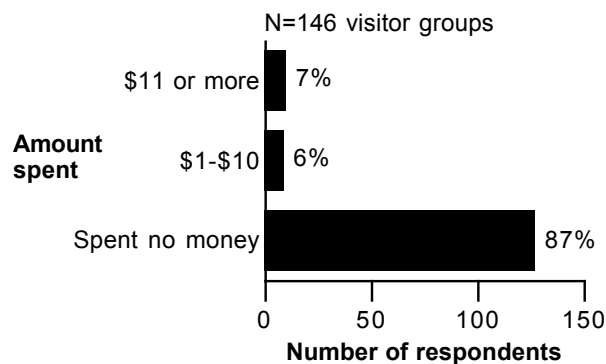


Figure 57. Expenditures for guide/permit fees and charges inside the park

\*total percentages do not equal 100 due to rounding

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

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

- 97% of visitor groups spent no money on other transportation inside the park (see Figure 58).

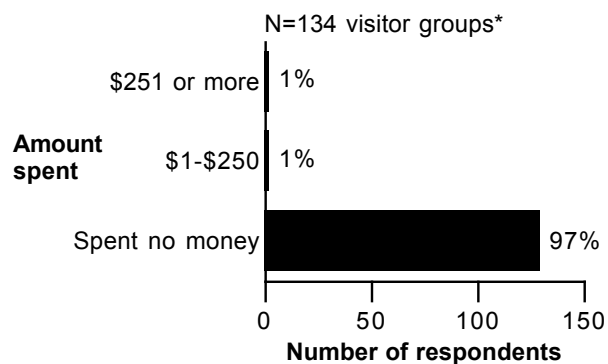


Figure 58. Expenditures for other transportation inside the park

Admission and recreation fees (other than boating/rafting permit fees)

- 63% of visitor groups spent no money on admission and recreation fees inside the park (see Figure 59).
- 32% spent \$1-\$20.

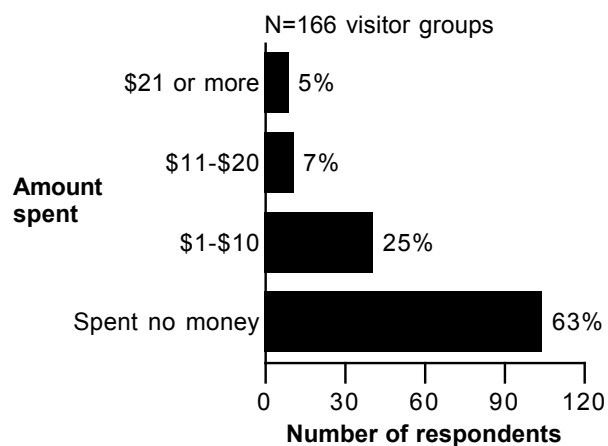


Figure 59. Expenditures for admission and recreation fees inside the park

\*total percentages do not equal 100 due to rounding

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

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

- 37% of visitor groups spent no money on all other purchases inside the park (see Figure 60).
- 32% spent \$21 or more.
- 31% spent \$1-\$20.

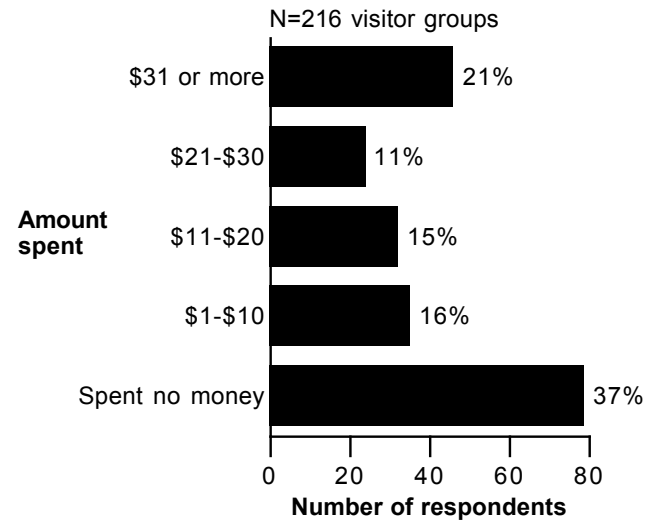


Figure 60. Expenditures for all other purchases inside the park

\*total percentages do not equal 100 due to rounding

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

## Expenditures outside the park

### Question 18b

Please list your personal group's total expenditures in the surrounding area outside the park (within a 60-mile radius).

### Results

- 46% of visitor groups spent \$1-\$200 (see Figure 61).
- 27% spent \$201-\$400.
- 19% spent \$401 or more.
- The average visitor group expenditure outside the park was \$267.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$184.
- The average total expenditure per person (per capita) was \$103.
- As shown in Figure 62, the largest proportions of total expenditures outside the park were:

34% Lodge, hotel, motel, cabin, B&B, etc.

19% Gas and oil

18% Restaurants and bars

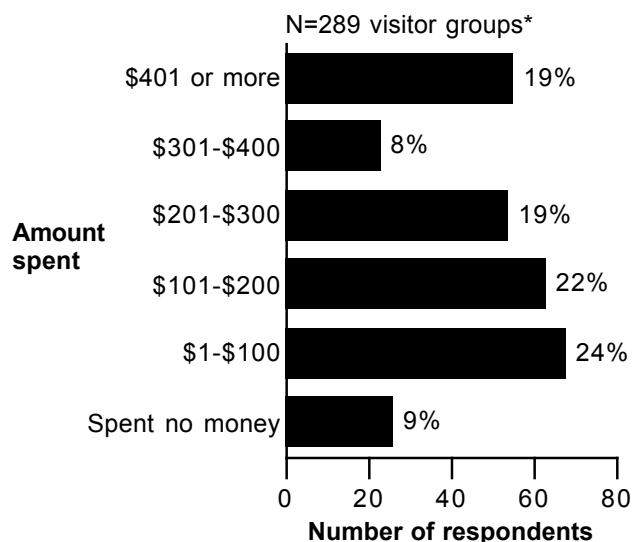


Figure 61. Total expenditures outside the park

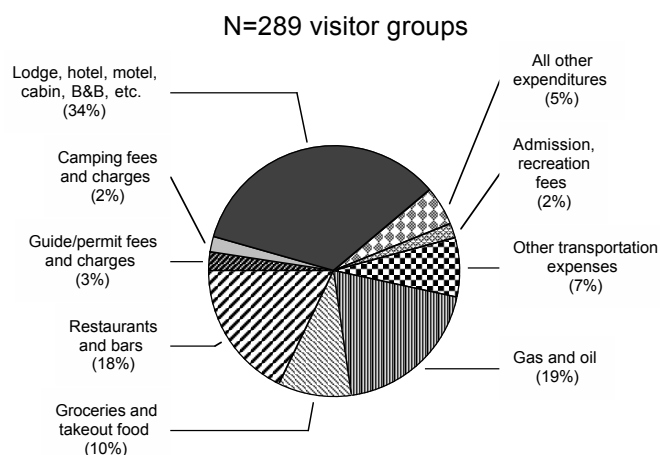


Figure 62. Proportions of total expenditures outside the park

\*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.

- 51% of visitor groups spent \$1-\$200 on lodging outside the park (see Figure 63).
- 32% spent no money.
- 17% spent \$201 or more.

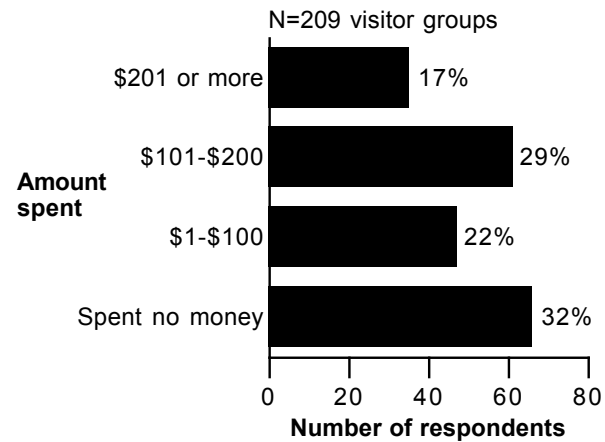


Figure 63. Expenditures for lodging outside the park

Camping fees and charges

- 74% of visitor groups spent no money on camping fees and charges outside the park (see Figure 64).
- 15% spent \$1-\$40.
- 11% spent \$41 or more.

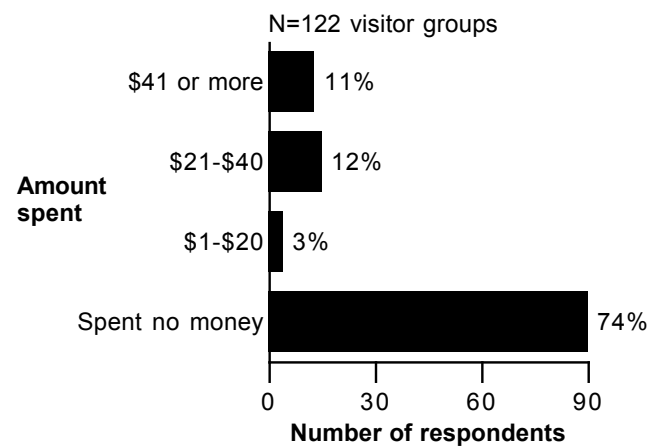


Figure 64. Expenditures for camping fees and charges outside the park

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\*total percentages do not equal 100 due to rounding

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

Guide/permit fees and charges (boating, rafting, etc.)

- 91% of visitor groups spent no money on guide/permit fees and charges outside the park (see Figure 65).
- 5% spent \$1-\$250.

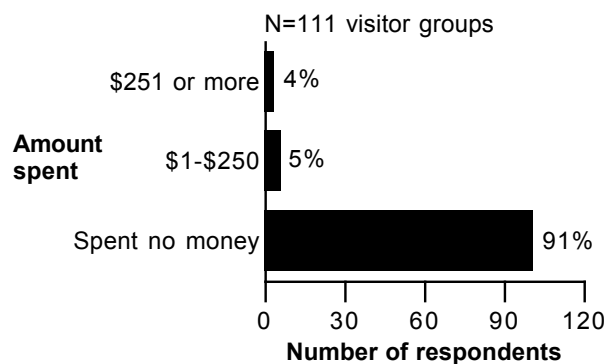


Figure 65. Expenditures for guide/permit fees and charges outside the park

Restaurants and bars

- 43% of visitor groups spent \$1-\$50 on restaurants and bars outside the park (see Figure 66).
- 43% spent \$51 or more.
- 24% spent no money.

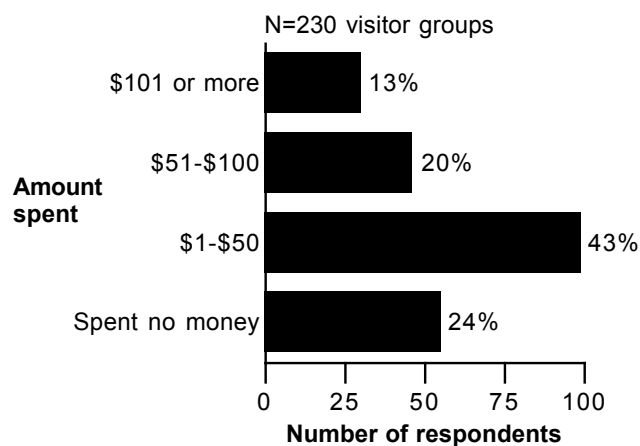


Figure 66. Expenditures for restaurants and bars outside the park

\*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

- 37% of visitor groups spent \$1-\$40 on groceries and takeout food outside the park (see Figure 67).
- 35% spent no money.
- 29% spent \$41 or more.

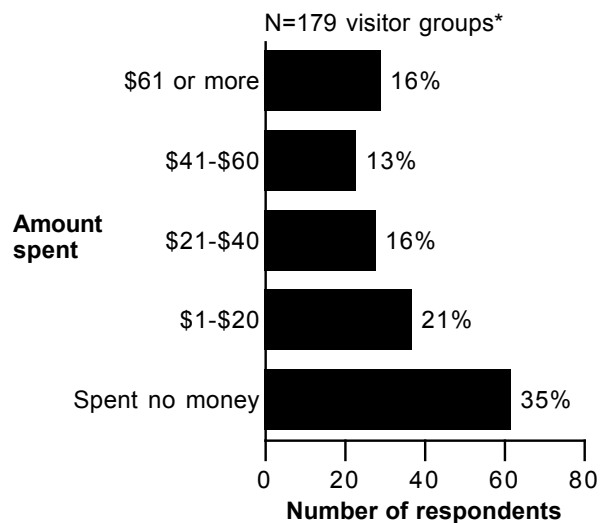


Figure 67. Expenditures for groceries and takeout food outside the park

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

- 56% of visitor groups spent \$21-\$60 on gas and oil outside the park (see Figure 68).
- 30% spent \$61 or more.
- 12% spent no money.

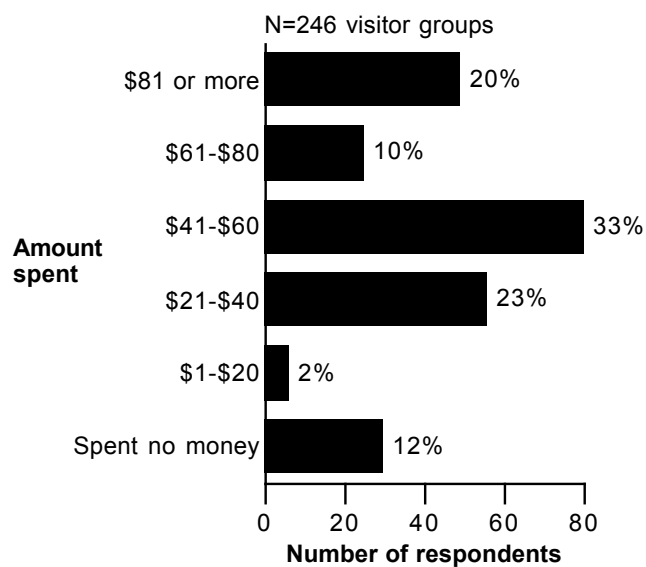


Figure 68. Expenditures for gas and oil outside the park

\*total percentages do not equal 100 due to rounding

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

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

- 86% of visitor groups spent no money on other transportation outside the park (see Figure 69).
- 9% spent \$1-\$250.

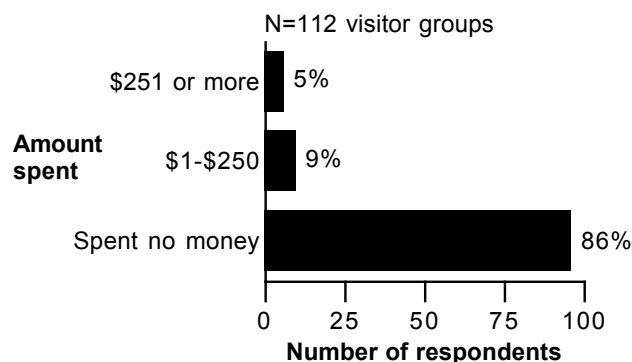


Figure 69. Expenditures for other transportation outside the park

Admission and recreation fees (other than boating/rafting permit fees)

- 71% of visitor groups spent no money on admission and recreation fees outside the park (see Figure 70).
- 19% spent \$1-\$20.
- 10% spent \$21 or more.

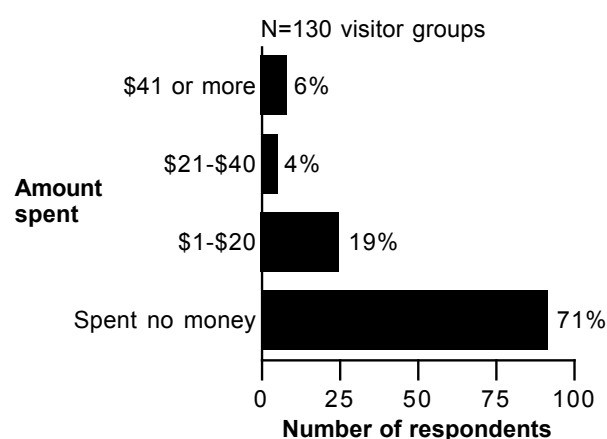


Figure 70. Expenditures for admission and recreation fees outside the park

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

- 52% of visitor groups spent no money on all other purchases outside the park (see Figure 71).
- 35% spent \$21 or more.
- 13% spent \$1-\$20.

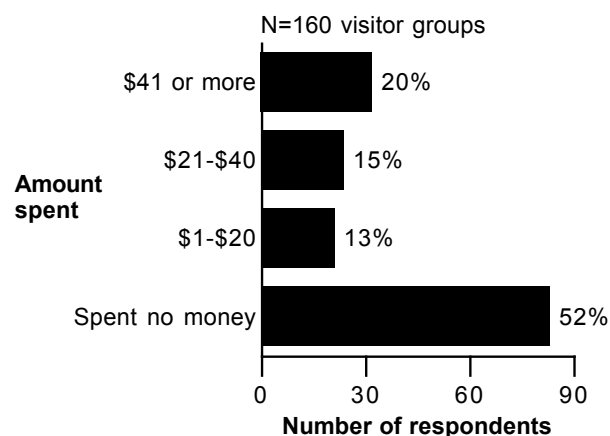


Figure 71. Expenditures for all other purchases outside the park

\*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

### *Preferred topics to learn on future visit*

#### Question 22

If you were to visit Dinosaur National Monument in the future, which topics would your personal group like to learn more about during your visit at the park?

#### Results

- 97% of visitor groups were interested in learning about selected topics at the park (see Figure 72).
- As shown in Figure 73, the topics visitor groups were most interested in learning about were:

82% Paleontology  
75% Geology  
64% Human history  
63% Wildlife

- “Other” topics (2%) were:

Archeological techniques  
Geological formations  
History of park development  
Native culture  
Photography  
Plant life/botany  
River history

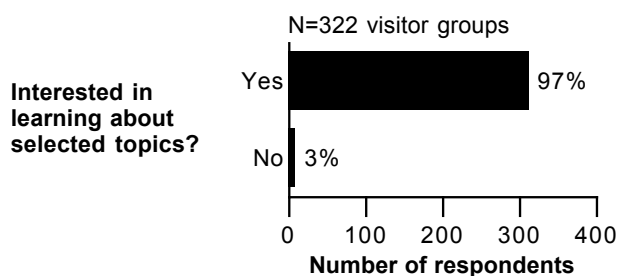


Figure 72. Visitor groups that were interested in learning about selected topics at the park

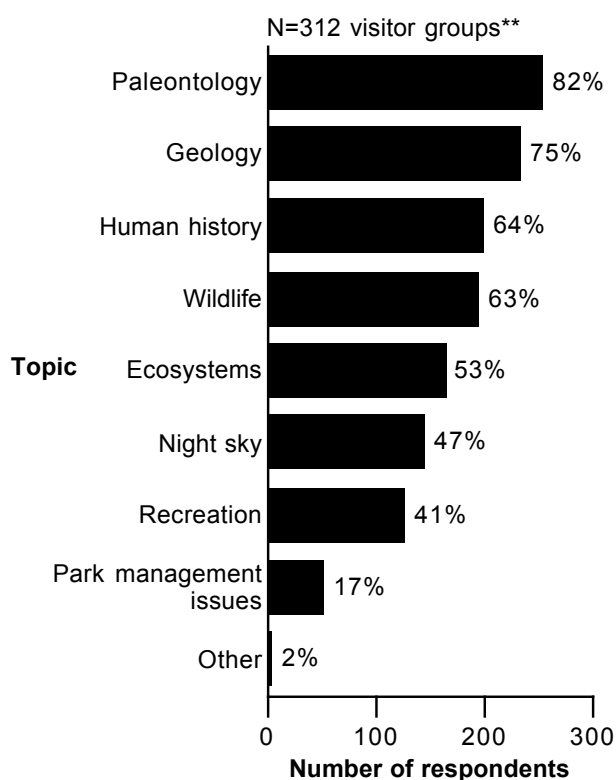


Figure 73. Topics to learn on future visit

\*total percentages do not equal 100 due to rounding

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

## Preferred methods to learn about the park

### Question 21

If you were to visit Dinosaur National Monument 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

- 96% of visitor groups were interested in learning about the cultural and natural history/features of the park on a future visit (see Figure 74).

- As shown in Figure 75, among those visitor groups that were interested in learning about the park, the most common methods to learn were:

69% Self-guided tour using printed materials  
66% Indoor exhibits  
66% Trailside exhibits

- "Other" methods (2%) were:

Guest speakers/artists  
Hands-on experiences  
One-on-one discussion with volunteers and staff  
Personal guided group tours  
Provide ranger with iPad to show maps and geological progressions  
Rangers with multiple views

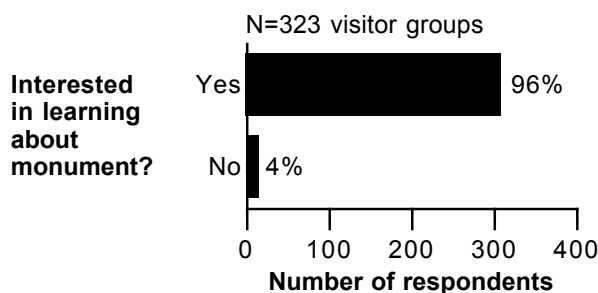


Figure 74. Visitor groups that were interested in learning about the cultural and natural history/features of the park on a future visit

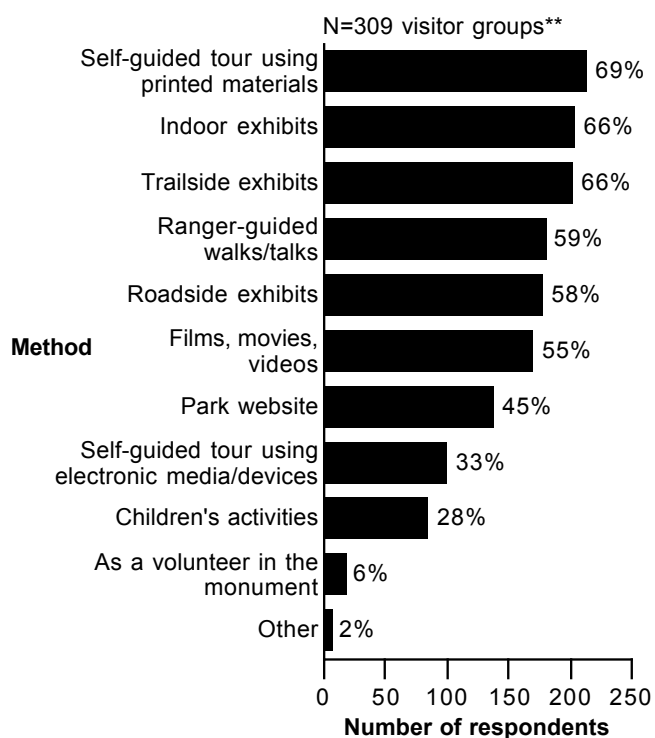


Figure 75. Preferred methods for learning about the cultural and natural history/features of the park on a future visit

\*total percentages do not equal 100 due to rounding

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

**Items available for purchase at the visitor center bookstore on a future visit****Question 14**

Which items would your personal group like to have available for purchase at the visitor center bookstore on a future visit?

**Results**

- 43% of visitor groups would like to have convenience items available for purchase in the bookstore on a future visit (Figure 76).
- 41% would like additional publications available.
- “Other” items (37%) are shown in Table 26.
- Table 27 lists the topics of additional publications available for purchase on a future visit.

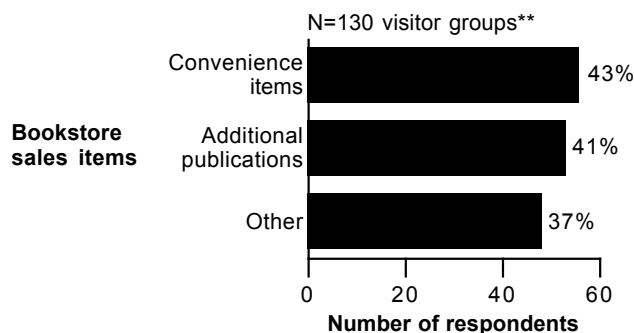


Figure 76. Items for purchase at visitor center bookstore on a future visit

Table 26. Other items to purchase on a future visit  
(N=52 comments; some visitor groups made more than one comment)

Topic	Number of times mentioned
<b>Clothing</b>	
Children's hats	1
Long sleeved t-shirts	1
T-Shirt size selection poor	1
Varied clothing items	1
<b>Food and drinks</b>	
Snacks	5
Food	3
Ice	2
Soft drinks	2
Bottled water	1
Fitness bars	1
Trail mix	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 26. Other items to purchase on a future visit (continued)

Topic	Number of times mentioned
<b>Fossils</b>	
Small fossils	2
Fossils (trilobites and ammonites)	1
Fossils (of interest to scientists/museums)	1
<b>Souvenirs</b>	
Kid souvenirs/toys	2
Ornaments	2
Affordable items for kids	1
All park specific badges and pins	1
Bags	1
Dinosaur keychain	1
Dinosaur related items for children	1
Hiking stick medals	1
Historic posters	1
Iron-on patch	1
Larger key chain selection	1
Mini replica of a bone	1
National park stickers	1
National park medallion coins	1
NPS collector coin	1
Quality items for kids	1
Scrapbook stickers, papers, rubber stamps, cut images	1
Shot glasses	1
Smash penny machine	1
Souvenirs	1
<b>Other</b>	
Information on Native Americans (not just white settlers)	1
Information on other national parks within 500 miles	1
Movies	1
National park series CD's	1
Picture frames	1
SD cards	1
Sun screen	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 27. Topics of additional publications available for purchase on a future visit (N=42 comments; some visitor groups made more than one comment)

Topic	Number of times mentioned
<b>Other</b> (continued)	
Geology	6
Dinosaurs	5
History	4
Children's books (stories) about dinosaurs	3
Geologic history	2
Hiking	2
History of area/park	2
Native plants	2
Petroglyphs	2
Birding	1
Camping	1
Dinosaurs and their environment in the region and North America	1
Evolution	1
Fauna of area	1
Maps	1
Mineralogy	1
Paleontology	1
Pictographs	1
Rock dating	1
Science	1
Utah specific topics – landmarks, trails	1
Why beds are tilted	1
Women pioneers and frontier history	1

\*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 15

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

#### Results

- 95% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 77).
- 1% of visitor groups rated the overall quality as “very poor.”
- No visitor groups rated the overall quality as “poor.”

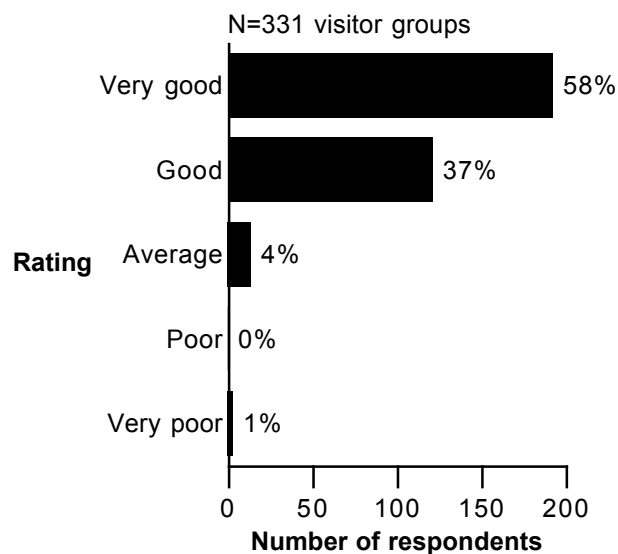


Figure 77. Overall quality rating of facilities, services, and recreational opportunities

\*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

### *Planning for the future*

#### Question 16

If you were a manager planning for the future of Dinosaur National Monument, what would your personal group recommend or propose?  
(Open-ended)

#### Results

- 45% of visitor groups (N=151) 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. Planning for the future  
(N=210 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
<b>PERSONNEL (2%)</b>	
Having rangers to help and answer questions was very important	2
Other comments	2
<b>INTERPRETIVE SERVICES (39%)</b>	
More fossil exhibits (dinosaur bones/skeletons, plants)	11
Advertise what is available to see/do in the park	9
More ranger-led tours/programs	9
New/updated movies/videos	8
Hands-on learning experiences for adults and children	5
More information at the visitor center	4
Detailed hiking maps	3
Improve bookstore sales items (books, DVDs, souvenirs, etc.)	3
Area for children to dig for dinosaur fossils	2
More interpretive trails and descriptions	2
Other comments	25
<b>FACILITIES/MAINTENANCE (30%)</b>	
Shaded picnic areas	7
More accessible roads in park	5
Showers at campground	5
Improve signage on trails	4
More hiking trails	4
Tree mitigation	4
More shade	3
Water bottle faucets/water fountains	3

Table 28. Planning for the future (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>FACILITIES/MAINTENANCE (continued)</b>	
Campgrounds with electricity and water	2
Improve campground facilities	2
More bike-friendly facilities (bike racks, bike path)	2
Recycling at the campground	2
Other comments	19
<b>POLICY/MANAGEMENT (10%)</b>	
Advertise the park more	5
Other comments	17
<b>RESOURCE MANAGEMENT (5%)</b>	
Be able to see actual dig sites	2
Keep it natural	2
Protect petroglyphs	2
Someplace to observe fossil preparation	2
Other comments	2
<b>CONCESSION SERVICES (4%)</b>	
A cafe	5
Food items for purchase	2
Other comments	2
<b>GENERAL (10%)</b>	
Fine as is	18
Keep up the good work	3
Other comment	1



**Additional comments****Question 26**

Is there anything else your personal group would like to tell us about your visit to Dinosaur National Monument?  
(Open-ended)

**Results**

- 44% of visitor groups (N=148) responded to this question.
- Table 29 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 29. Additional comments  
(N=273 comments; some visitor groups made more than one comment)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>PERSONNEL (8%)</b>	
Rangers were knowledgeable	6
Enjoyed speaking with rangers	3
Rangers were helpful	3
Rangers were friendly	2
Other comments	8
<b>INTERPRETIVE SERVICES (21%)</b>	
Enjoyed exhibits	7
Learned a lot	5
Enjoyed viewing fossils	4
Educational	3
Excellent Junior Ranger program	3
Interesting	3
Appreciate story of evolution	2
Informative	2
Quarry Exhibition Hall is excellent	2
Other comments	26
<b>FACILITIES/MAINTENANCE (10%)</b>	
Campgrounds were wonderful	3
Improve signage to and in the park	3
It was clean	2
Other comments	19

Table 29. Additional comments (continued)

<b>Comment</b>	<b>Number of times mentioned</b>
<b>POLICY/MANAGEMENT (8%)</b>	
Glad park is being preserved/protected	3
Advertise/promote the park	2
Area/park needs more/better lodging options	2
Survey is too long	2
Other comments	14
<b>RESOURCE MANAGEMENT (1%)</b>	
Comments	3
<b>CONCESSION SERVICES (1%)</b>	
Comments	4
<b>GENERAL (50%)</b>	
Great experience	27
Thank you	14
Loved it	11
Enjoyed visit	10
Spectacular	10
Will return	10
Keep up the good work	5
Beautiful park	4
Very nice	4
Excellent park	3
It was fun	3
Will recommend park to others	3
Would like to have stayed longer	3
Enjoyed the fossils	2
Heat limited our activities	2
It was wonderful	2
Quarry was amazing	2
Other comments	22

## Visitor Comments

This section contains visitor responses to open-ended questions.

### Question 16

If you were a manager planning for the future of Dinosaur National Monument, what would your personal group propose? (Open-ended)

- A better public awareness of what is available via better website information
- A cafe providing light snacks/drinks
- A chance to see dinosaur fossils in more stages of recovery, from quarry to removal and study of final display
- A more detailed backcountry hiking trail map
- A more interpretive trail and descriptions
- A movie on the history of the dinosaur bones, discovery and more statistics, age of bones, surrounding geography
- A presentation on a few of the dinosaurs whose bones are in the quarry, ranger-led.
- Advertise more
- Allow parking closer to quarry; air conditioned bus from visitor center to quarry
- Allow walking to quarry from visitor center
- Alternate perspective of fossil formation and geological history
- An access road to get from west park to east park without leaving
- An additional trail in the canyons district would make it more of a draw for outdoor enthusiasts
- Are there other fossil sites that have been excavated? It would be nice to see more bones. Also, we loved the Josie Morris cabin/walk to Hog Canyon. It would be nice to learn more about her. I bought a book at the bookstore about her.
- Area for children to dig for dinosaur fossils for fun and learning
- Based on two visits to the monument (2011 and this year), I would be most interested in a 'Geology Hiking Trail' that would clearly point out the formations being seen
- Be able to see actual (current) dig sites
- Be sure to provide some type of shade in the campgrounds especially, and at picnic sites
- Better access to Echo Park; updated auto tour
- Better mix of recreational and educational opportunities; as it seems to be one or the other
- Better movie, more talking, more upbeat, more about dinosaurs. More real fossils and legs casts
- Better picnic facilities at visitor center
- Better restaurants in area. Cafe in monument. Some place to observe fossil preparation.
- Better trailhead directions. More trails. More publicity for the interpretive trails. They had great educational signs. Enough road tour guides. None were available.
- Better warning of bus departures
- Bone identification book - make availability better and for adults
- Buying a new train from the quarry visitor center to the quarry exhibit hall. One that runs on propane instead of diesel.
- Campgrounds with electric and water. More self-guided hiking and drinking water available locations. Fuel at park (diesel).
- Can't think of anything; the park was great
- Children's dinosaur bone dig
- Clean up campground. Cut down dead cottonwoods. Half of campsites unusable.

- Continue with education and how this information has progressed the understanding of our earth and culture
- Continue with policies and management for protection/preservation of archaeological and paleontological resources of monument
- Easy addition to Grand Teton/Yellowstone trip - if you could add park pass to all three or do more advertising as a stop with those parks. We just came across the website otherwise we would have missed it. Not sure it is enough to be a destination park (Yellowstone), but certainly is a worthwhile part of a larger trip.
- Even after some research we didn't really know what to expect, especially activities for our 7 year old
- Everything was wonderful during my short visit. Keep up the good work.
- Exhibition of fossils
- Follow the preparation of new dinosaur
- Food items for purchase
- From extra sheet: It would be nice to have at least 1 trail where people can walk dogs on a leash. There is a trail like this at Zion, and it allows people traveling with dogs to use the park. A bike path in high use areas would be wonderful. Maintain the primitive area at Echo Park. Staff more people in the river office. Maintain a park site for getting river permits online rather than calling and getting a busy signal or no answer. There should be more than just 2 rafting companies with daily permits. The park should make unused commercial boating permits available to private boaters.
- Gift shop offerings need improvement. Another range of souvenirs needs to be offered, e.g. more substantive books, paintings.
- Go in the spring or fall when it's cooler. Ninety-eight degrees was no joy.
- Green River Campground is vitally important; why so many spots marked as unavailable?
- Guided tours on trails for visiting dinosaur fossils
- Had a great time the way it was
- Hands on crafting opportunity using rubber stamps, fabric, paper, inks or dyes, natural fibers/plants
- Hands on learning center for adults and children
- Have a lot of time, so that you can stay more than two hours
- Have activities to where they have to find different types of bones
- Having rangers to help and answer questions was very important to us
- Hopefully, have money for volunteers to continue excavation
- I feel sad that we missed all the other locations at Dinosaur National Monument and somehow didn't know they existed
- I love our national parks. One item I enjoy and did not see at Dinosaur was identification tags on trees and plants around the visitor center. It helps when hiking to be able to I.D. plants.
- I personally would like to camp
- I think you're doing an excellent job
- I would have a small snack counter or something similar since there are few restaurants in the area
- I would open up more sites that the general public could drive to
- I would try to come up with a way to protect the petroglyphs from graffiti. Also, at approximately 8 am the prairie dogs become active and run across the highway. I would put up warning signs and sensors warning cars when an animal is near the edge of the road (although they might not sense when a small animal is near). Unfortunately, we hit a prairie dog trying to cross the highway and there were multiple dead prairie dogs in one specific spot off of Highway 40.
- Improve campground facilities. No showers. No recycling in campground. Focus video more on knowledge about fossils in general, and on fossil rediscovery in park.

- Improve campgrounds, complete tree mitigation, put in showers, allow non-groups in Split Mountain campground, encourage business development near to sell camping supplies/groceries/dining, protection of petroglyphs
- Improve signage on trails, e.g. petroglyphs and fossil, make new movie describing log jam, and bone structure of a sauropod and a stegosaurus
- Increase the fossil display; geography lessons RE: fossil digs and locations
- Inform more about natural assets of the park
- It was a great experience. I love it as it is. This is one of my very favorite places on earth.
- It was great; no recommendation
- It was very clean and staff was very nice and helpful. Keep doing what you're doing.
- It would be nice to have more information on the map: what to do in two hours, half day, or full day. It would also be nice if the map included more details about the places on the map: length of hikes, difficulty of hikes.
- Keep it natural
- Keep the hands-on stuff as impressive as quarry
- Keep up the good work
- Kiosks highlighting various sights and highlights within the park, sort of like a multi-media, interactive slideshow
- Laser pointer on exhibit check. Develop more walks (30 min) down through the quarry.
- Lots of people know that the monument is in Utah, not CO. Thought the gentleman at the visitor center in Dinosaur, CO was extremely helpful.
- Make a 9 minute video for the Time Warner Cable's "Travel On Demand" channel, or have a ranger go on the Today Show
- Mark trails better
- Market the beauty, rafting, and hiking in the park as well as dinosaurs. I'm likely to come back for the other as the dinosaurs. Harpers Corner and views above Cub Creek #14 are awesome! Basic showers at the campground. I would've stayed in the park. A better map of hiking trails in the park.
- Maybe a short narrative on the geology you are passing through on the shuttle to the quarry
- More access to backcountry/slot canyons
- More accessible roads into park for viewing the spectacular scenery
- More activities/exhibits on the Colorado side
- More advertising to the general public
- More camping sites close to the quarry
- More details of possibilities of activities with families. Had age range from 3-11 and wasn't sure what to expect until got there.
- More exhibits
- More exhibits of dinosaur bones and skeletons
- More fossil displays like the quarry. That was fantastic!
- More fossil exhibits besides the quarry wall, including more paleontology exhibits/information
- More geologic history, not just Jurassic
- More hands-on fossils for kids, more paleontology, less geology
- More hands-on experiences for older kids (10-13) outside the Junior Ranger program
- More highway signs and directions
- More hiking trails, also more bike-friendly information and facilities (bike racks at all facilities and Split Mountain)

- More information at visitor center on geology, better marked trails, water bottle faucets at visitor center, campground showers
- More long trails that are a challenge for experienced hikers. Trails were too easy
- More marketing to attract attention
- More ranger-led programs, audio tours (self)
- More samples of plants and animals from that epoch
- More shade
- More skeletons of dinosaurs
- More types of ranger tours (for a fee)
- More videos or movies
- Need a coffee station
- No suggestions, the place was great
- None
- None
- None. It seems excellent as it is.
- Nothing
- Nothing to add
- Nothing we can think of. You were great. If anything, more books at the bookstore.
- Nothing; loved it
- Nothing; the park was awesome
- Nothing; everything was great
- Open early, before it gets hot
- Paving Yampa Bench Road or at least making it safe for non-four-wheel drive personal autos
- Picnic tables with shade at visitor center, water bottle filler
- Planning, itinerary
- Promote more clearly all the other things one can do and provide shade at picnic sites
- Provide rangers with iPads that they could use on guided walks. This would alleviate fumbling through many maps and charts.
- Provide transport (i.e. jeep tours) or pave roads to areas accessible only by four-wheel drive. We couldn't go there. Trashcans at pullouts/overlooks.
- Quarry exhibit - put letter grid to match children's task book in order to find grid areas
- Rafting
- Rafting gates of Lodore, maybe a ranger or volunteer with information on sites of interest along river available at put-in
- Real live dinosaurs. Just make sure to have way faster jeeps.
- Recycling at the campground improved campground water, electric
- River tours from rangers
- Road and trail conditions, and food somewhere
- Rotating rangers inside quarry, more information on old site with pictures
- Search for more fossils
- See fossils, bring water for trail in the bright sun, wear sunscreen
- Sell DVD's on history, current and future work to expand finds
- Send the staff to the Royal Tyrell Dinosaur Museum. They have excellent children's 1/4-1/2 day programs. Activities were too static here.
- Shade areas near the river and swimming access

- Shade at picnic tables
- Shaded picnic areas
- Sheltered picnic area near the quarry
- Short film on the social/uncultured history of what was happening at the time of the dinosaur excavations and collections; why Carnegie wanted it; and what was happening in the US then.
- Showers at campground
- Sign at old visitor center pointing toward new visitor center
- Simplify rafting application process for private parties
- Some type of shade cover built over the picnic tables in the campground would be very nice, especially for those hot summer days
- Somewhere to eat, playground
- Sufficient canyon area printed guides
- The biggest problem I saw was the tree problem in the campground. It would be nice if you could fix the problem without simply ripping the trees out. Shade is nice. What about testing trees and branches and pruning out weak limbs?
- The bus was very hard to get on and off for someone with MS
- The campground has a tree mortality problem. Plant trees.
- The National Park Service website is confusing. Need more signs on walking trails, very confusing as is and not well marked as to what is being looked at.
- The park is very nice. Stay as you are.
- The rangers were very helpful; that should continue. Shuttle to quarry was frequent enough. Facilities were clean. I see no room for improvement.
- The road is too long to visit the two sites
- The tour by the volunteer
- Video on the excavation of the fossils and building of the quarry site
- Visitor center should have more information, 3D models
- We got a little confused in our RV on the road to Josie Morris Cabin which we weren't supposed to be on - road ended
- We were surprised that we could drive with our dog to the quarry and then take turns viewing the exhibit so our dog wouldn't overheat. We would have appreciated knowing that beforehand. But we were happy about it.
- We would have done more than just the quarry, but it wasn't well advertised. I would promote other things in the park.
- You really need a swimming area for kids! Looking at the river in 100+ heat and not being able to play in the river was very disappointing. Cleaner bathrooms in campgrounds. Offer a no-generator loop. Sell ice.

**Question 26**

Is there anything else your personal group would like to tell us about your visit to Dinosaur National Monument? (Open-ended)

- 100% wonderful experience. Judy and the east visitor station was highly knowledgeable and a joy to speak with.
- A great stop on our road trip
- Area needs more lodging options
- Beautiful park
- Came out from Jersey City, NJ. Dinosaur was a place I've wanted to visit for some time, glad to finally have the opportunity to see it.
- Don't know if possible, but it would be great if all areas of park could be accessed on one road
- Extremely beautiful and wonderful geology. Love Dinosaur!
- Full disclosure: I'm a former DINO employee who likes this region enough to stay here in retirement. Let dinosaurs and paleontology play a leading role in publicity and interpretation. Yes, the Dinosaur Quarry is only a tiny part of the whole monument, and visitors should be encouraged to experience and appreciate the many outstanding features and resources here besides those fossils. However, the name "Dinosaur" is what catches prospective visitors attention in the first place, especially, of course, if kids are involved. It is the dinosaur theme that sets the monument apart from numerous other NPS sites in the region with otherwise similar geology, ecology, and scenery, and indeed from every other unit in the whole national park system. If dinosaurs are what bring people here, then make the most of them. Satisfy visitors curiosity about them, use dinosaurs to get people thinking about landforms and environments changing through time, causes of extinction, endangered species, then relate those to the monument's bigger picture. Along the above line, I continue to hear (from friends in tourism-related jobs, or sometimes from chatting with visitors while I'm out hiking or photographing) stories of eastbound travelers missing the quarry turnoff and ending up at park headquarters, only to be told they need to backtrack 30-odd miles - hardly a positive park experience. Short of persuading the town of Dinosaur to give up that name, some kind of more prominent signage in Jensen seems needed. Maybe Intermountain NHA could purchase a billboard, if that's what it takes! Dinosaur deserves to be a national park. It could probably qualify on the basis of paleontology alone, and certainly could when that's combined with the geology, biological-crossroads diversity, endemic species, archaeology, exploration/settlement history, and recreational opportunities. Yeah, I know: what with Congressional gridlock, hostile Utah politicians (don't know much about the ones over the state line, though they seem willing enough to consider upgrading teeny little Colorado National Monument), and a local populace that's mostly gaga over energy development and doesn't want anything to interfere with that, park status is probably far off in "when pigs fly" territory. But you did say "planning for the future," and I think Dinosaur National Monument is a worthy goal for the future, however distant.
- Fun, love the Junior Ranger program
- Good monument; \$10 is an acceptable fee
- Great experience
- Great experience
- Great job, well informed personnel
- Great place to visit, hot temperature limited our activity
- Great resource. Loved the exhibits and the campground was one of our favorites during our 2 week tour of the area.
- Great trip. So glad a place this important is protected.
- Great visit
- Great visit. Thank you.
- Great



- Green River campground great. Great host.
- Had an excellent time. Our group originally planned to go backcountry camping but a health issue caused us to play it safe so we left a day early.
- Had waited several years until quarry display was operational. It was worth the wait. Note: Used my senior citizen pass for visit. This program is great for savings for seniors.
- Helpful, informative rangers
- I am comforted that evolution is a part of the education
- I feel there was much more for us to see other than the quarry, but we only had a brief time planned for this trip
- I had trouble finding a couple trailheads
- I have visited most of our national parks. Thank you for all your efforts in maintaining our treasures.
- I live here and always take out-of-state visitors to Dinosaur National Monument
- I really enjoyed the personal talk with the ranger about the park/fossils
- I've always wanted to visit the monument. I cannot get enough dinosaurs and material on their environment. Unfortunately, this trip was spontaneous. I had a moment to go and I took advantage of the opportunity.
- Informative, clean, friendly
- Inspired our daughter who loves science. We really enjoyed our time talking to park ranger who was very educated and aware of other local activities to compliment our park visit. Erin Cahill is ranger. Attempted to visit 6 years ago, but under construction, returned to see with family trip from Minnesota.
- Install photovoltaic panels and use electric vehicle train to quarry. Old diesel engine bus was polluting.
- It was a wonderful visit and we thoroughly enjoyed the park
- It was a wonderful visit, especially the campgrounds
- It was awesome
- It was clean, informative, and spectacular. We would like to have been able to have a snack there too.
- It was fun
- It was great. I wish I had known about the hike guides for sale. Would have bought one.
- It was great. We will be coming back for a longer stay.
- It was hard to find. According to website, it suggested that it was in Colorado
- It was superb. A magical place.
- It was very educational and lots of fun. Our next visit will be in a cooler month.
- It was wonderful
- It was wonderful, our grandson enjoyed it so much
- It's a great national park, one of my favorites. I like it much better than Yellowstone, which is too crowded.
- Just get some better maps and signs. Also some harder trails.
- Just wanted to see it. It was very interesting and enlightening. Thank you for all your work.
- Lady outside of quarry building was very helpful with suggestions regarding our dog
- Love it
- Loved it
- Loved it
- Loved it. Didn't know it was there. We were just driving by. Will recommend it. Loved your reserved parking for "clean cars."

- Loved it. I think it would be good safety wise to have nametags on the adults stating which children they belong to. So all are accounted for. I think the summer programs for the children are great, a lot of fun, and very educational.
- Loved it. Told our friends.
- Loved the bones in the cliff
- Loved the bridge to visitor center
- May want to look at more shaded areas
- More about paleontology and more hands-on; much smaller than expected
- Most interesting and beautiful. Was very upset that souvenirs were from China.
- Need more in shirt selection (no tank tops or t-shirts or hoodies)
- Needs to be promoted more across the nation. Amazing destination. Improve camping and services.
- Nice place to visit
- No
- No
- No toilet paper in men's room, toilet leaked. Better way to identify bones.
- Our visit exceeded our expectations. We had a wonderful time.
- Please keep it here so we can come back
- Please keep up the good work. I support federal funding for parks! Belong to National Parks Conservation Association.
- Preserve! Preserve! Preserve!
- Provide river swimming, sell ice, no-generator section of campground, all those sites closed because of trees was silly and a waste
- Quarry was great
- Ranger Erin was a great resource. Thank you.
- Ranger team was friendly, helpful, and very informative. Thanks. Beef up the Cub Creek Road information and signage. It would be nice if instead of just numbered poles, there were descriptions of what is at each stop (on the pole). Quarry/fossils, but hiking would be as important of a reason that I return.
- Really enjoyed camping in Echo Park
- Really enjoyed our visit, thank you
- Really enjoyed the fossils hiking or camping. Look forward to a return visit in the future.
- Spectacular
- Splendid all
- Super
- Surprised how amazing the quarry was and we didn't know about it
- Thank you
- Thank you
- Thank you
- Thank you
- Thank you
- The exhibit and hands-on exhibit was awesome, the computer identifier needs work, not very interactive
- The facilities are beautiful and well organized
- The Junior Ranger program was great
- The knowledge level and accessibility of the rangers in the quarry was exceptional
- The ladies restrooms need more hand dryers

- The quarry exhibit is outstanding. The trail back to visitor center from quarry was also outstanding.
- The quarry left undisturbed is an excellent experience
- The quiet of the area was nice
- The rangers were super with my multiple handicapped son
- The skunks at Jones Hole were a little bit of pests
- The visitor center had the worst toilet paper on our one month camping trip
- The wall was awesome. We couldn't get enough pictures of it. It was good to see you had children interested in become Junior Rangers. I remember these days.
- This survey is too long
- This survey was too long
- This was a phenomenal experience that helped us to understand life and geology from long ago
- To Ranger Erina: My wife, niece, and I took your tour on 7/16/13. You sparked my interest in amateur geology. I bought "Geology Under Foot Along Colorado's Front Range" when I got home. After reading that the Ogullala Formation was visible at the Soupstone Prairie, I reasoned that I should be able to find the Ogollula in the chalk bluffs, at a ranch where I was working, about 25 miles east. I did! Thanks for starting my new geology hobby. Next stop Manitou Springs.
- Took four years to get rafting permit, please improve this process
- Trying to find trailside exhibits within a given walking distance
- Vernal Museum was well done and in comparison, the film at DNM was less quality - less information
- Vernal seems run-down and the drive into the park from Utah seems run-down. Need better accommodations around the park or a lodge in/near the park. Focus on drawing in families. Fantastic fossils for kid's family road trips. Focus on the kids versus hardcore hikers/four-wheeling.
- Very beautiful park. Loved it. Expect to return in the future for more interior exploration. Need septic dumpsite inside park.
- Very educational and great experience. The park is amazing.
- Very enjoyable. I liked the trailside exhibits and talking to the rangers best.
- Very few people seem to be aware of the Canyons District. It's worthy of more publicity.
- Very good visit. We learned a lot about dinosaurs and geology.
- Very nice park. Stay that way.
- Very nice trip. Well laid out location.
- Very nice, well done exhibit
- Very pleasant, uncrowded, would return
- Visit was fine. This survey is a little confusing and should be redone.
- Warm in July, but very nice
- Was expecting more skeletons of dinosaurs
- Was surprisingly positive. Really enjoyed the visit more than we imagined.
- We all loved it. Thank you.
- We are both scientists with interests in archaeology, paleontology, geology, ecology, hydrology, education and other subjects
- We are on a tight schedule, could not stay long
- We came during the record hot spell in July. This limited our activities.
- We enjoyed it
- We enjoyed seeing real dinosaur bones and the Junior Ranger program was well done
- We enjoyed the sense of nature without too much hoop-la
- We had a good time rafting and learning while there

- We had a great time
- We had a great time and intend to come back. Consider adding a play area at the visitor center, i.e. pretend Junior Paleontology activities and/or fake dinosaur bones to climb on. More detailed information online on the variety of activities available, i.e. when/where/topics for ranger talks, daily activities.
- We had a great time and learned so much. It was truly amazing.
- We had a great visit
- We had a terrific time. Thanks to the rangers and staff for everything.
- We had a wonderful time. Keep up the great work. Thanks.
- We liked the fossil identification handout
- We loved it
- We really enjoyed it
- We really enjoyed our visit and may return again. Thank you. Much luck to you.
- We really liked the fossils
- We saw quite a bit of small wildlife on the hike right outside visitor center
- We see all this land that is part of the monument, but nothing is really drawing us to visit except the Wall of Fossils
- We support the rangers to the max. They are heroes. Appreciate honest story of evolution.
- We tried to enter on the Yampa Bench Road. Our auto got stuck on a high crowned, sand road. Much trouble. Warning signs needed on eastern end.
- We truly loved it and would've loved to see J. Morris Cabin but RV couldn't travel road and am disabled so unable to hike it. Also traveled in RV with family dog and unclear about what to do with her and website said to board her. In end, left her in air conditioned RV while in quarry. It worked fine. Thank you.
- We were impressed
- We were very astonished about the interesting display of dinosaur fossils
- We would have done other things if we would have known where to go
- We would love to come back and spend more time. We only had a short time there. Surprised that it is so big.
- We've seen something similar before (quarry). Was extremely interesting.
- While I was initially disappointed there were no roadside fossil exhibits, I loved the Quarry Exhibition Hall
- Would like to have stayed longer, but had rental car to return to Salt Lake City. Awe-inspiring. Keep up the good work. Improvements noted since last visit more than 15 years ago, and prior to that in 1960. Great to see national treasures being preserved for generations.

## **Appendix 1: The Questionnaire**



U.S. Department of the Interior

National Park Service  
Social Science Program  
Visitor Services Project



# Dinosaur National Monument Visitor Study



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE  
Dinosaur National Monument  
4545 E. Highway 40  
Dinosaur, CO 81610-9724



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 Dinosaur National Monument. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

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

If you have any questions, please contact Lena Le, Director, Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), [lena.le@uidaho.edu](mailto:lena.le@uidaho.edu) (email).

We appreciate your help.

Sincerely,

*Mary Riss*

Mary Riss  
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 Dinosaur National Monument. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take about 20 minutes to complete this. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, 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 Dinosaur National Monument

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

- 1. a) Prior to this visit, how did your personal group obtain information about Dinosaur National Monument? 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 Dinosaur National Monument in the future, how would your personal group prefer to obtain information about the monument? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Dinosaur National Monument website: <a href="http://www.nps.gov/dino">www.nps.gov/dino</a>
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<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"/>	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, etc.)
<input type="radio"/>	<input type="radio"/>	Other, this visit (Specify) _____
<input type="radio"/>	<input type="radio"/>	Other, future visit (Specify) _____

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

☐ No ☐ Yes → **Go to Question 2**

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



2. a) Was every member of your personal group a resident of the Dinosaur National Monument **area** (within a 60-mile radius)?

☐ No ☐ Yes → **Go to Question 3**

b) Was visiting Dinosaur National Monument the primary reason nonresident members of your personal group came to the **area** (within a 60-mile radius)?

☐ Yes ☐ No

c) For the nonresident members of your personal group, what was the method of transportation used to travel **most of the distance** from home to the Dinosaur National Monument **area** (within a 60-mile radius)? Please mark (●) only **one**.

☐ Airplane ☐ Car ☐ RV/motorhome  
☐ Bus/train ☐ Motorcycle ☐ SUV/truck/van  
☐ Other (Please specify) \_\_\_\_\_

3. For this trip, what were the reasons that your personal group visited Dinosaur National Monument? Please mark (●) **all** that apply.

☐ Obtain a National Park Passport stamp ☐ Recreation (rafting, boating, hiking, walking, etc.)  
☐ Visit a unit of the National Park Service ☐ View dinosaur fossils  
☐ Unplanned visit, decided to stop after seeing road signs/talking to others  
☐ Other reasons (Please specify) \_\_\_\_\_

4. On this visit, were the signs directing your personal group to and within Dinosaur National Monument adequate? Please mark (●) **one** answer for each of the following.

a) Highway signs ☐ Yes ☐ No ☐ Did not use  
b) Signs in the park ☐ Yes ☐ No ☐ Did not use

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

Highway \_\_\_\_\_

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

5. a) On this trip, did your personal group stay overnight away from home inside Dinosaur National Monument or in the **area** (within a 60-mile radius)?

☐ Yes ☐ No → **Go to Question 6**

b) If YES, please list the number of nights your personal group stayed in Dinosaur National Monument and in the local **area** (within a 60-mile radius).

Number of nights **inside** Dinosaur National Monument \_\_\_\_\_

Number of nights in the **area** (within a 60-mile radius) \_\_\_\_\_

c & d) In which types of accommodations did your personal group spend the nights inside the monument and in the local area? Please mark (●) **all** that apply.

Accommodation	c) Inside monument	d) Outside monument
Lodge, motel, rented condo/home, cabin, B&B	n/a	<input type="radio"/>
Residence of friends or relatives	n/a	<input type="radio"/>
RV/trailer camping in a developed campground	<input type="radio"/>	<input type="radio"/>
Tent camping in a developed campground	<input type="radio"/>	<input type="radio"/>
Backcountry camping	<input type="radio"/>	<input type="radio"/>
Other (Please specify below)	<input type="radio"/>	<input type="radio"/>

c) Inside monument \_\_\_\_\_ d) Outside monument \_\_\_\_\_

6. If your personal group **did not** stay overnight away from home in the monument or area within 60 miles of the monument, what were the reasons for not staying overnight? Please mark (●) **all** that apply.

☐ Did not intend to stay overnight/unplanned visit

☐ All lodging was full/booked; could not obtain a reservation

☐ Facilities lacked desired amenities (Please specify desired amenities below)

☐ Had lodging reservations elsewhere

☐ Location not convenient

☐ Lodging too expensive

☐ Not the right type of campground/lodging available

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

7. a) On this visit, in which activities did your personal group participate within Dinosaur National Monument? Please mark (●) **all** that apply in column (a).

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

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Camping in developed campgrounds
<input type="radio"/>	<input type="radio"/>	Creative arts (photography, drawing, painting, writing)
<input type="radio"/>	<input type="radio"/>	Day hiking/walking
<input type="radio"/>	<input type="radio"/>	Fishing
<input type="radio"/>	<input type="radio"/>	Overnight backpacking
<input type="radio"/>	<input type="radio"/>	Participating in Junior Ranger/Junior Paleontology programs
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	River rafting/boating
<input type="radio"/>	<input type="radio"/>	Shopping in park bookstore (at visitor centers)
<input type="radio"/>	<input type="radio"/>	Stopping at scenic overlooks/viewing scenery
<input type="radio"/>	<input type="radio"/>	Viewing petroglyphs
<input type="radio"/>	<input type="radio"/>	Viewing visitor center exhibits
<input type="radio"/>	<input type="radio"/>	Visiting quarry/viewing dinosaur fossils
<input type="radio"/>	<input type="radio"/>	Other – this visit (Specify)
<input type="radio"/>	<input type="radio"/>	Other – future visit (Specify)

- c) Which one of the above activities was the **primary** reason your personal group visited Dinosaur National Monument on this visit? Please list **one** activity.

8. a) On this trip, which of the following national park sites did your personal group visit **before arriving** at Dinosaur National Monument? Please mark (●) **all** that apply in column a).

- b) Which of the following national park sites does your personal group plan to visit **after leaving** Dinosaur National Monument? Please mark (●) **all** that apply in column b).

a) Before visit	b) After visit	
<input type="radio"/>	<input type="radio"/>	None
<input type="radio"/>	<input type="radio"/>	Arches/Canyonlands National Parks
<input type="radio"/>	<input type="radio"/>	Colorado National Monument
<input type="radio"/>	<input type="radio"/>	Rocky Mountain National Park
<input type="radio"/>	<input type="radio"/>	Yellowstone/Grand Teton National Parks
<input type="radio"/>	<input type="radio"/>	Other, before visit (Please specify below)
<input type="radio"/>	<input type="radio"/>	Other, after visit (Please specify below)

9. a) Please mark (●) **all** mapping devices that your personal group used to direct you to Dinosaur National Monument on this visit.

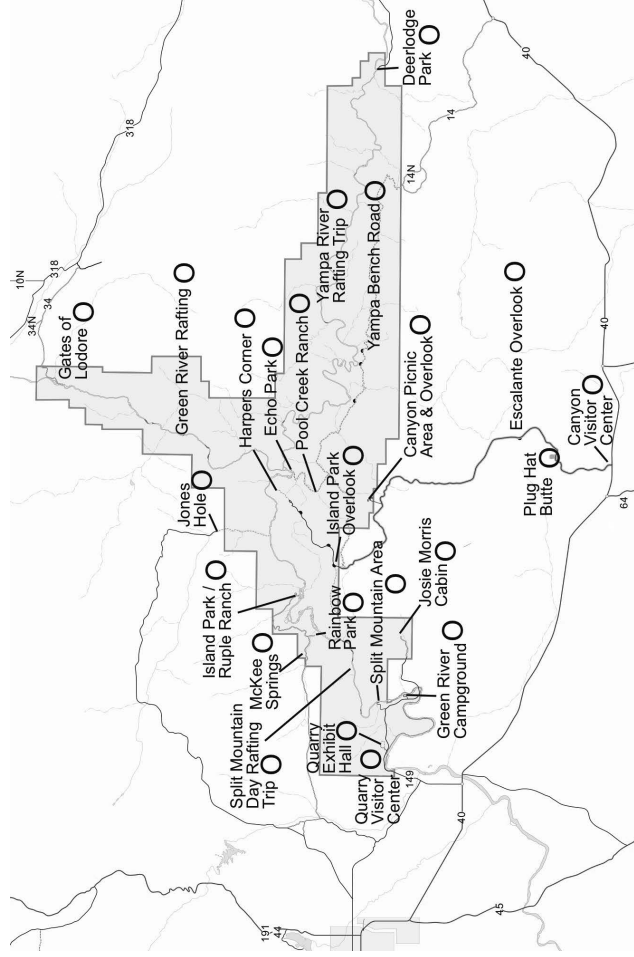
<input type="radio"/>	None → Go to Question 10
<input type="radio"/>	GPS devices
<input type="radio"/>	Mapping website (Google Maps, Yahoo Maps, MapQuest, etc.)
<input type="radio"/>	Smartphone/tablet mapping apps
<input type="radio"/>	Printed maps/brochures
<input type="radio"/>	Other (Please specify)

- b) Did your personal group have any difficulty locating Dinosaur National Monument using the above devices?

<input type="radio"/>	Yes	<input type="radio"/>	No → Go to Question 10
-----------------------	-----	-----------------------	------------------------

- c) If YES, what were the problems?

10. On this visit to Dinosaur National Monument, please mark (●), on the map below, **all** the sites within the monument that your personal group visited.



☐ Other site visited (Please specify) \_\_\_\_\_

11. a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in activities or services at Dinosaur National Monument?  
☐ Yes      ☐ No → **Go on to Question 12**
- b) If YES, which monument activities or services did the person(s) have difficulty accessing or participating in during this visit? Please be specific.  
 \_\_\_\_\_  
 \_\_\_\_\_

12. On this visit, how long did your personal group spend visiting Dinosaur National Monument? Please list partial hours or days as 1/4, 1/2, or 3/4.

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

13. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Dinosaur National Monument during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

b) If used, how important?  
 1=Not at all important  
 2=Slightly important  
 3=Moderately important  
 4=Very important  
 5=Extremely important

c) If used, what quality?  
 1=Very poor  
 2=Poor  
 3=Average  
 4=Good  
 5=Very good

a) **Visitor services/facilities used**

Mark (●)

- |  |       |       |
|--|-------|-------|
| <input type="radio"/> Assistance from park staff/volunteers                      | _____ | _____ |
| <input type="radio"/> Bookstore sales items (selection, price, etc.)             | _____ | _____ |
| <input type="radio"/> Bulletin boards/kiosks                                     | _____ | _____ |
| <input type="radio"/> Campgrounds  | _____ | _____ |
| <input type="radio"/> Directional road signs                                     | _____ | _____ |
| <input type="radio"/> Junior Ranger/Junior Paleontology programs                 | _____ | _____ |
| <input type="radio"/> Park brochure/map  | _____ | _____ |
| <input type="radio"/> Park website: www.nps.gov/dino used before or during visit | _____ | _____ |
| <input type="radio"/> Ranger-led programs  | _____ | _____ |
| <input type="radio"/> Roadside exhibits  | _____ | _____ |
| <input type="radio"/> Trails   | _____ | _____ |
| <input type="radio"/> Visitor center exhibits                                    | _____ | _____ |
| <input type="radio"/> Visitor center film/movie                                  | _____ | _____ |
| <input type="radio"/> Visitor center (overall)                                   | _____ | _____ |
| <input type="radio"/> Waste disposal/recycling                                   | _____ | _____ |

14. Which items would your personal group like to have available for purchase at the visitor center bookstore on a future visit? Please mark (●) **all** that apply.

- ☐ Additional publications (books, brochures, etc.)  
 List subject(s) that interest you \_\_\_\_\_  
☐ Convenience items (disposable cameras, batteries, bug repellent, etc.)  
☐ Other (Please specify) \_\_\_\_\_

15. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Dinosaur National Monument 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"/>	<input type="radio"/>

16. If you were a manager planning for the future of Dinosaur National Monument, what would your personal group recommend or propose?
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

17. a) In which communities did your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to Dinosaur National Monument? Please mark (●) **all** that apply for each community.

Community	a) Services used				
	None	Information	Gas	Food	Lodging
Craig/Rangely, CO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dinosaur, CO	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jensen/Vernal, UT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Specify below)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

☐ No ☐ Yes → **Go to Question 18**

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

Service (List)	Comments (Please be specific)
_____	_____
_____	_____
_____	_____

18. For your personal group, please estimate all expenditures for the items listed below for this visit to Dinosaur National Monument and the surrounding area (within a 60-mile radius). **Please write "0" if no money was spent in a particular category.**

- a) Please list your personal group's total expenditures inside Dinosaur National Monument.
- b) Please list your personal group's total expenditures in the **surrounding area** outside the monument (within a 60-mile radius).

NOTE: Surrounding area residents should only include expenditures that were **just for this visit** to Dinosaur National Monument.

#### 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		\$ _____		\$ _____
Guide/permit fees and charges (boating, rafting, etc.)		\$ _____		\$ _____
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, river shuttle service, but NOT airfare)		\$ _____		\$ _____
Admission, recreation fees (other than boating/rafting permit fees)		\$ _____		\$ _____
All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)		\$ _____		\$ _____

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

\_\_\_\_\_ 18 years or over \_\_\_\_\_ Under 18 years

19. During this visit to Dinosaur National Monument, how did the following elements affect your personal group's park experience? Please mark (●) **one** response for each element.

Element	Did not experience	Detracted from	No effect	Added to
Ranger-guided programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cattle or sheep grazing in monument	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Light pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Noise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pets/visitors with pets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public access to the rivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ranger presence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitors demonstrating poor resource stewardship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. The National Park Service protects Dinosaur National Monument's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following monument 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"/>
Dark/starry night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fossils	<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"/>
Petroglyphs and historic sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities (hiking, rafting, fishing)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. If you were to visit Dinosaur National Monument in the future, how would your personal group prefer to learn about the monument's cultural and natural history during your visit to the monument? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the monument → **Go to Question 22**
- ☐ Films, movies, videos ☐ As a volunteer in the monument
- ☐ Indoor exhibits ☐ Children's activities
- ☐ Roadside exhibits ☐ Ranger-guided walks/talks
- ☐ Trailside exhibits ☐ Park website: [www.nps.gov/dino](http://www.nps.gov/dino)
- ☐ Self-guided tour using printed materials (brochures, books, maps, etc.)
- ☐ Self-guided tour using electronic media/devices (downloadable digital files, podcasts, cell phone tours, interactive computer tours, audio, etc.)
- ☐ Other (Please specify) \_\_\_\_\_

22. If you were to visit Dinosaur National Monument in the future, which topics would your personal group like to learn more about during your visit at the monument? Please mark (●) **all** that apply.

- ☐ Not interested in learning about listed topics → **Go to Question 23**
- ☐ Ecosystems (deserts, riparian, etc.) ☐ Night sky
- ☐ Geology ☐ Paleontology
- ☐ Human history ☐ Park management issues
- ☐ Recreation (hiking, rafting, etc.) ☐ Wildlife
- ☐ Other (Please specify) \_\_\_\_\_

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

- a) Commercial guided tour/rafting group ☐ Yes ☐ No
- b) Family reunion ☐ 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

24. a) On this visit, what 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 monument? 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 monument?  
\_\_\_\_\_ Number of entries

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

c) Frequency of visits to  
Dinosaur National Monument  
1 = First visit  
2 = About once a month  
3 = Several times a month  
4 = Several times a year  
5 = Once a year or less

b) U.S. ZIP code  
or name of country  
other than U.S.

a) Current  
age

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

26. Is there anything else your personal group would like to tell us about your visit to Dinosaur National Monument?

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

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## Appendix 2: Additional Analysis

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

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

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

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

For more information please contact:

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

Phone: 208-885-2585  
Fax: 208-885-4261  
Email: [lenale@uidaho.edu](mailto: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, we used five variable group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and distance from visitor's place of residence to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and distance from visitor's place of residence to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and non-respondent's average age and group size. 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.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Respondents and non-respondents are not significantly different in terms of distance from their home to Jensen, UT
3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park
4. Average age of respondents – average age of non-respondents = 0
5. Average group size of respondents – average group size of non-respondents = 0

As shown in Tables 3 to 6, the p-values for respondent/non-respondent comparisons for age and distance from home to Jensen, UT are less than 0.05, indicating significant differences between respondents and non-respondents. The results indicate some biases occurred due to non-response. Visitors at younger age ranges (especially 40 and younger) and visitors traveling with friends were underrepresented in the survey results. The differences, however, were not found in other variables. Results of the study in this report only reflect the simple frequencies. Inferences of the survey results should be weighted to counterbalance the effects of nonresponse bias.

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**U.S. Department of the Interior**



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