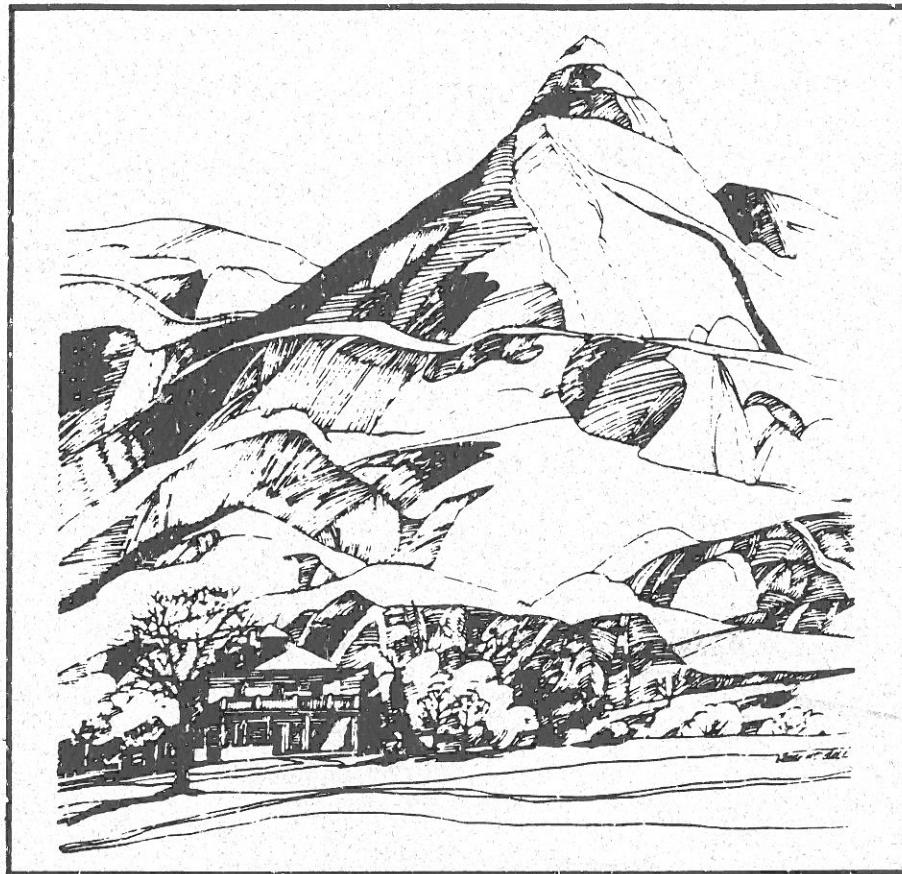


Visitor Services Project
**John Day Fossil Beds
National Monument**



Visitor Services Project Report 37
Cooperative Park Studies Unit



University of Idaho



Visitor Services Project

John Day Fossil Beds National Monument

Margaret Littlejohn

Report 37

April 1991

Ms. Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Dana E. Dolsen, Richard Vanderbeek, the Northwest Interpretive Association, and the staff at John Day Fossil Beds National Monument for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

Visitor Services Project John Day Fossil Beds National Monument

Report Summary

- This report describes the results of a study of visitors to John Day Fossil Beds National Monument during August 19-25, 1990. Four hundred forty-four questionnaires were distributed and 377 returned, an 85% response rate.
- This report profiles John Day Fossil Beds visitors. A separate appendix has their comments about the park and their visit. A summary of these comments is included in this report and the appendix.
- Visitors were commonly families (68%); often in groups of two (48%). Thirty-one percent of visitors were 31-45 years old and 23% were under 16 years of age. Most (78%) were on their first John Day Fossil Beds visit.
- Foreign visitors comprised 7% of the total visitation and commonly came from Canada (30%) and Germany (29%). Americans came largely from Oregon (57%), Washington (13%), and California (11%).
- Twelve percent of the visitors visited John Day Fossil Beds on more than one day of their trip. Most visitors (64%) spent two hours or less in the park.
- Most visitors visited the visitor center, took photographs, viewed/studied fossils, viewed/studied geology, visited roadside exhibits, and walked trails.
- The most visited sites were the Sheep Rock visitor center (48%), Sheep Rock Overlook (35%), and Painted Hills Overlook (33%). More visitors stopped first at the Sheep Rock visitor center (28%) than at other park sites.
- On the day of their visit, visitors started their trips most often from John Day, Bend, and Prineville. These same towns were also the most common destinations on the day of their visit. Most visitors came in private vehicles and used Highway 26 to get to the monument. Some (33%) said they would likely have stayed longer in the area if more campgrounds had been available.
- The most important interpretive services according to visitors were visitor center exhibits, highway directional signs, the park brochure/map, and trail exhibits. Of the services they used, visitors rated ranger assistance, visitor center exhibits and the park brochure/map as highest in quality.
- Some visitors said their primary reason for visiting northeastern Oregon was that they were traveling through (33%), while others came primarily to visit John Day Fossil Beds (25%). Visitors came to the monument primarily to view scenery (38%) and see fossils (31%). They made many additional comments about their visits.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

TABLE OF CONTENTS

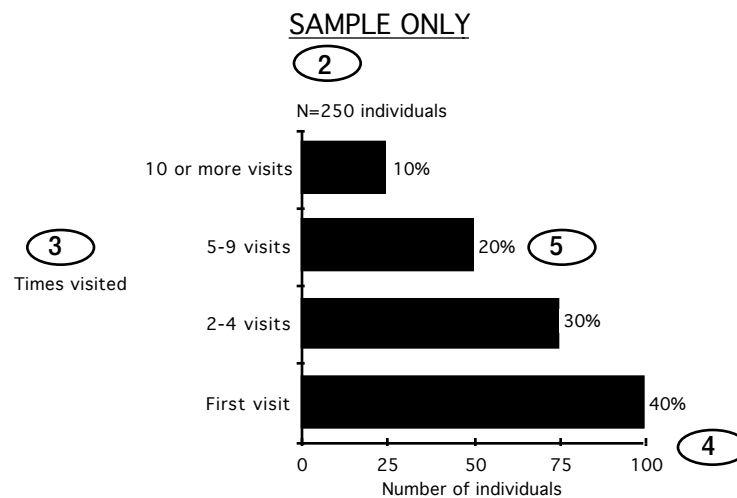
	Page
INTRODUCTION	1
METHODS	2
RESULTS	4
A. Visitors contacted	4
B. Characteristics	4
C. Length of stay	9
D. Activities	10
E. Sites visited	11
F. Arrival day origin/planned destination on day visit	13
G. Highways used during trip	15
H. Facilities' effect on length of stay/Use of future facilities	16
I. Interpretive or visitor services' importance and quality evaluations	18
J. Primary reason for northeastern Oregon visit	29
K. Primary reason for John Day Fossil Beds visit	30
L. Forms of transportation used	31
M. Planning for the future	32
N. Comment summary	35
MENU FOR FURTHER ANALYSIS	38
QUESTIONNAIRE	39

INTRODUCTION

This report describes the results of a study of visitors at John Day Fossil Beds National Monument (referred to as "John Day Fossil Beds"). This visitor study was conducted August 19-25, 1990 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) Figure 4: Number of visits

- 1: The figure title is a general description of the graph's information.
- 2: A note above gives the 'N', or number of cases in the sample, and a specific description of the information in the chart. Use **CAUTION** when interpreting any data where the sample size is less than 30 as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the item number in each category; proportions may be shown.
- 5: In most graphs, percentages are included to provide additional explanation.

METHODS

General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors entering John Day Fossil Beds during August 19-25, 1990. Visitors completed the questionnaire during or after their trip and then returned it by mail.

Questionnaire design

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Sampling

Visitors were sampled as they entered a particular location at each of the three units of the monument: the visitor center at the Sheep Rock Unit, the overlook at the Painted Hills Unit, and the parking lot at the Clarno Unit. At the Sheep Rock Unit, visitors were sampled as they entered the visitor center, with sampling ranging from asking every visitor group to participate in the survey, to asking every third visitor group. At Painted Hills overlook and at Clarno parking lot, every visitor group who got out of their vehicle was asked to participate, except when several visitor groups approached at the same time. When that happened, as soon as one interview was completed, another group was asked to participate.

Questionnaire administration

Visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Data analysis

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Questionnaires returned within ten weeks were coded and entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package. Respondents' comments were summarized.

Sample size, missing data and reporting errors

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 373 groups, Figure 3 presents data for 1045 individuals. A note above each figure's graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 377 questionnaires were returned, Figure 1 shows data for only 373 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations which should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire as they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of August 19-25, 1990. The results do not necessarily apply to visitors using other sites in the park or 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. Whenever the sample size is less than 30, the word "**CAUTION**" is included in the graph, figure or table.

Special Conditions

It rained on several days of the survey, which may have reduced the number of visitors to the monument.

RESULTS

A. Visitors contacted

Four hundred sixty-eight visitor groups were contacted; 95% accepted questionnaires. Three hundred seventy-seven visitor groups completed and returned their questionnaires, an 85% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias was insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondent (years)	444	45.0	372	45.6
Group size	444	3.9	353	3.2

B. Characteristics

Figure 1 shows group sizes, which varied from one person to 65 people. Forty-eight percent of John Day Fossil Beds visitors came in groups of two people. Sixty-eight percent of visitors came in family groups, as shown in Figure 2.

Figure 3 shows that children aged 10 or younger (14%) were the most common age group, followed by visitors aged 36-45 (24%). Seventy-eight percent of visitors were at John Day Fossil Beds for the first time (Figure 4).

Foreign visitors comprised 7% of all visitation. Map 1 and Table 2 show that most foreign visitors came from Canada (30%) and Germany (29%). Map 2 and Table 3 show that most American visitors came largely from Oregon (57%), followed by Washington (13%), and California (11%), as well as many other states.

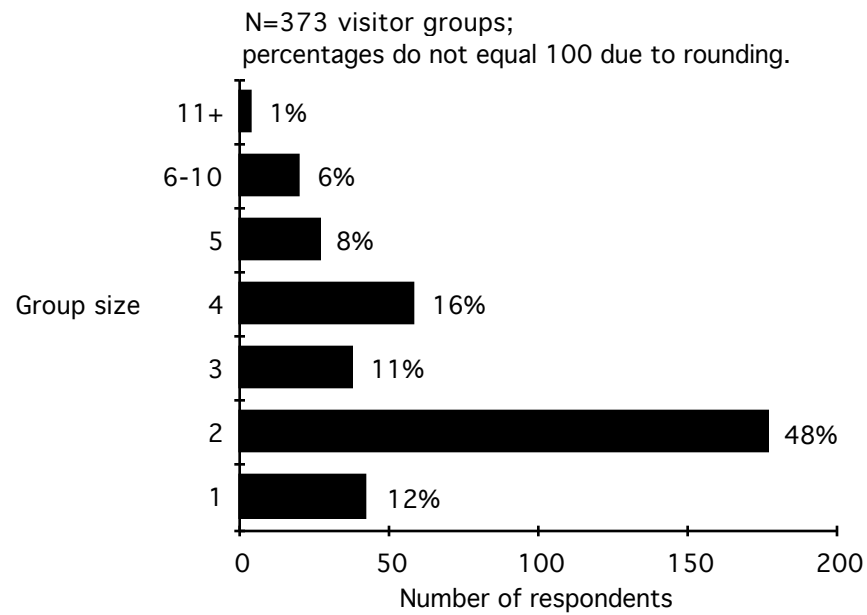


Figure 1: Visitor group sizes

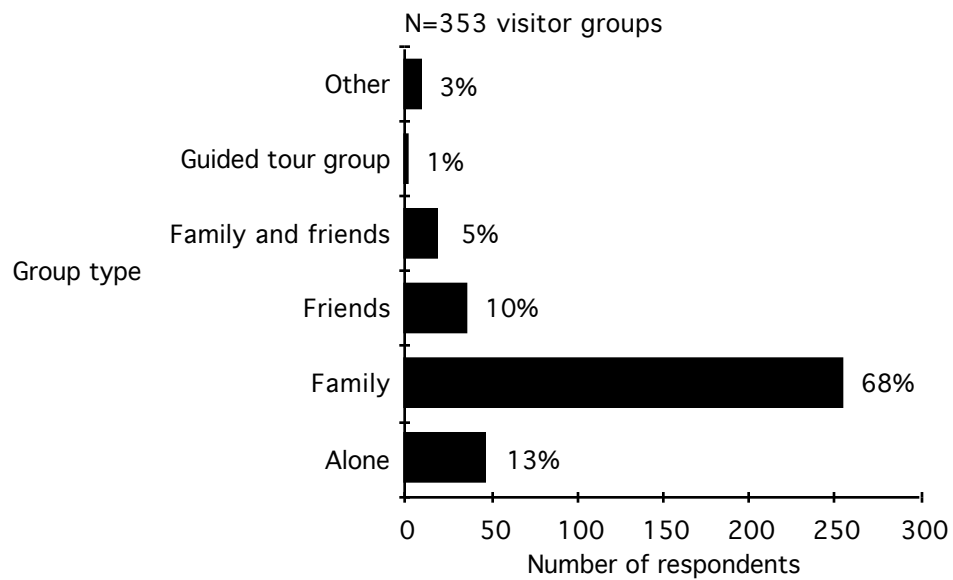


Figure 2: Visitor group types

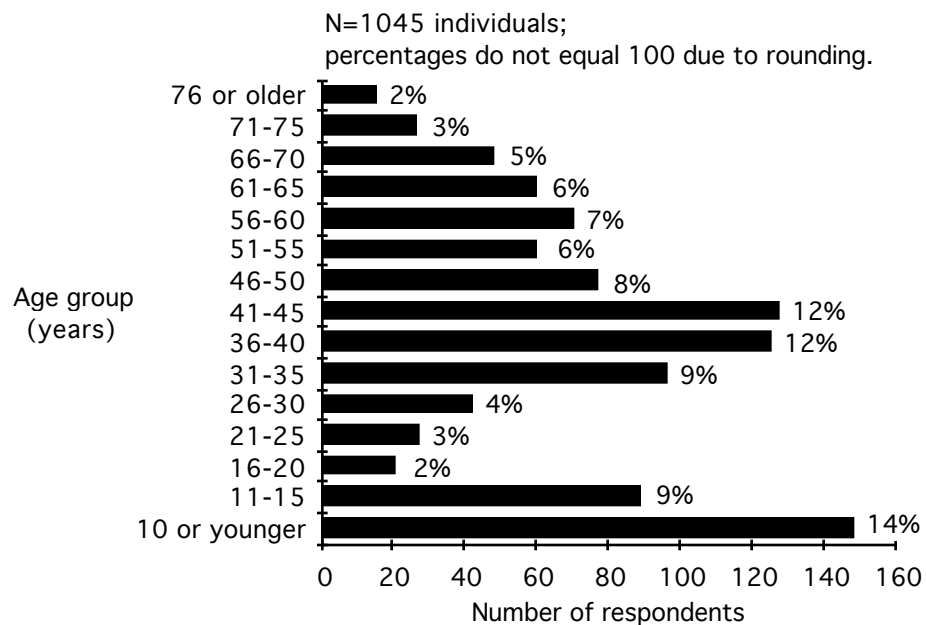


Figure 3: Visitor ages

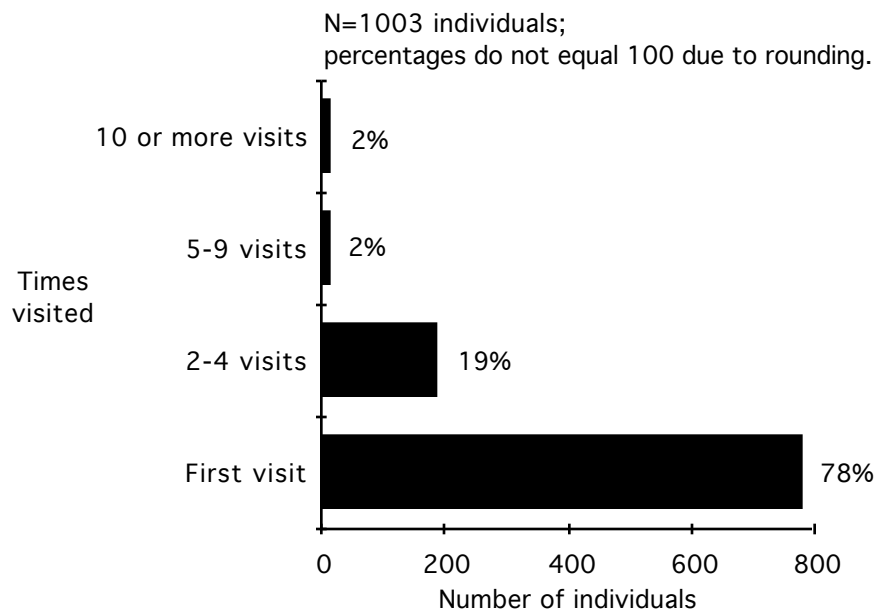
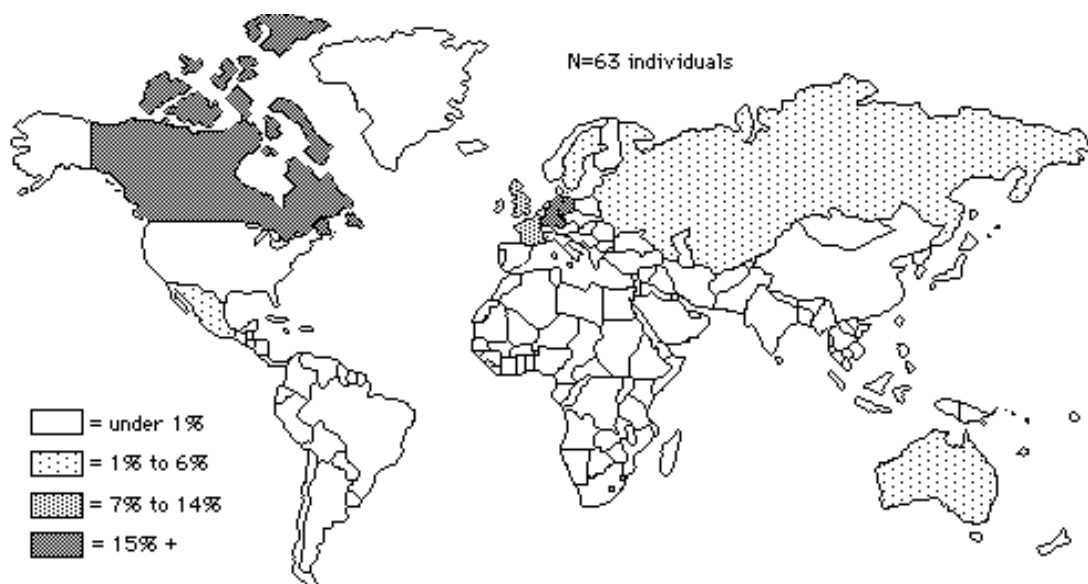


Figure 4: Number of visits

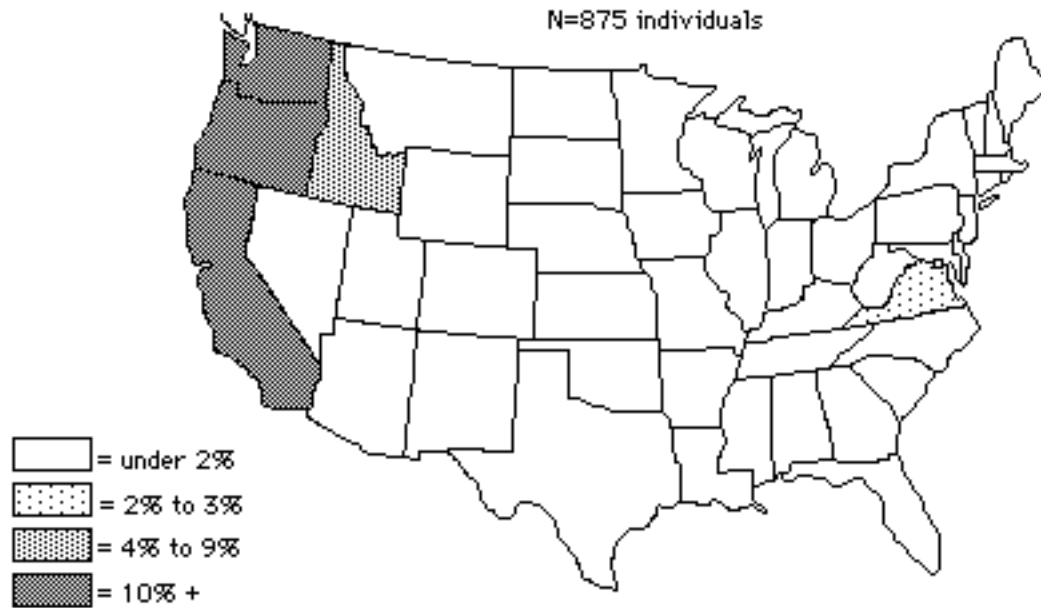


Map 1: Proportion of foreign visitors by country

Table 2: Proportion of visitors from foreign countries

N=63 individuals from foreign countries;
individual country percentages do not equal 100 due to rounding.

Country	Number of individuals	% of foreign visitors
Canada	19	30
Germany	18	29
France	9	14
England	8	13
Australia	3	5
Sweden	3	5
Italy	1	2
Mexico	1	2
USSR	2	



Map 2: Proportion of visitors from each state

Table 3: Proportion of visitors from each state

N=905 individuals;
individual state percentages do not equal 100 due to rounding.

State	Number of individuals	% of visitors
Oregon	517	57
Washington	118	13
California	96	11
Idaho 36	4	
Virginia	15	2
Utah	10	1
Montana	9	1
Colorado	8	1
Florida	8	1
Nevada	8	1
Iowa	7	1
Massachusetts	6	1
Minnesota	6	1
Alaska	5	1
Ohio	5	1
Other states (19)	51	6

C. Length of stay

Figure 5 shows that 12% of all visitors visited John Day Fossil Beds on more than one day. Sixty-four percent of all visitors stayed one to two hours and 24% stayed three to four hours, as in Figure 6.

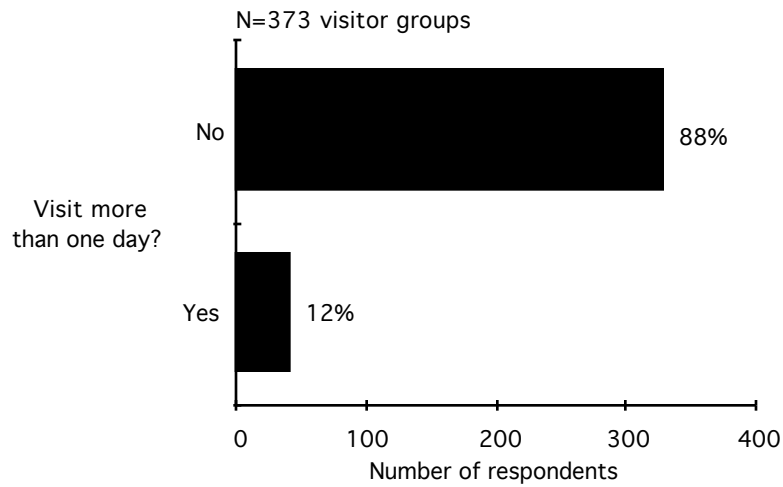


Figure 5: Proportion of visitors visiting John Day Fossil Beds on more than one day

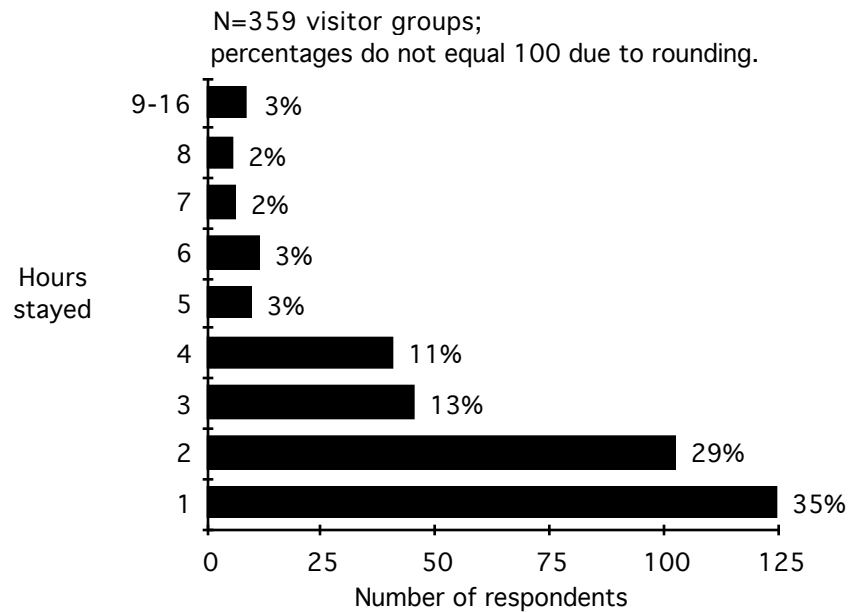


Figure 6: Number of hours visitors spent at John Day Fossil Beds

D. Activities

Figure 7 shows the proportion of visitor groups who participated in each activity during their visit. Common activities were visiting the visitor center (79%), taking photographs (64%), viewing/studying fossils (63%), viewing/studying geology (63%), visiting roadside exhibits (60%), and walking trails (55%). Among the "other" activities described, visitors listed using the restrooms, drawing landscapes, driving a dirt road, and admiring the ranch home.

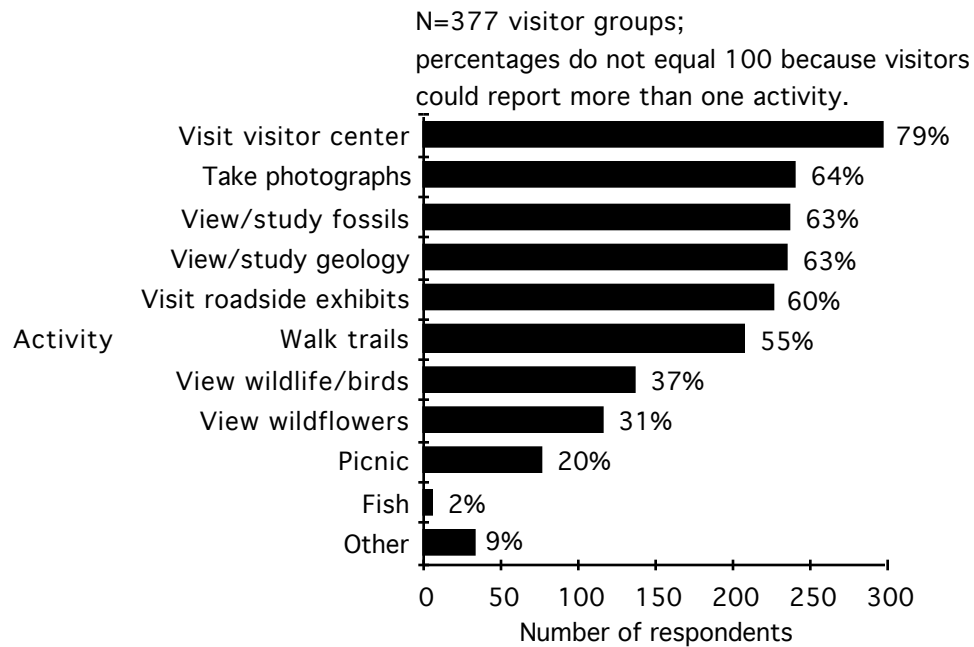


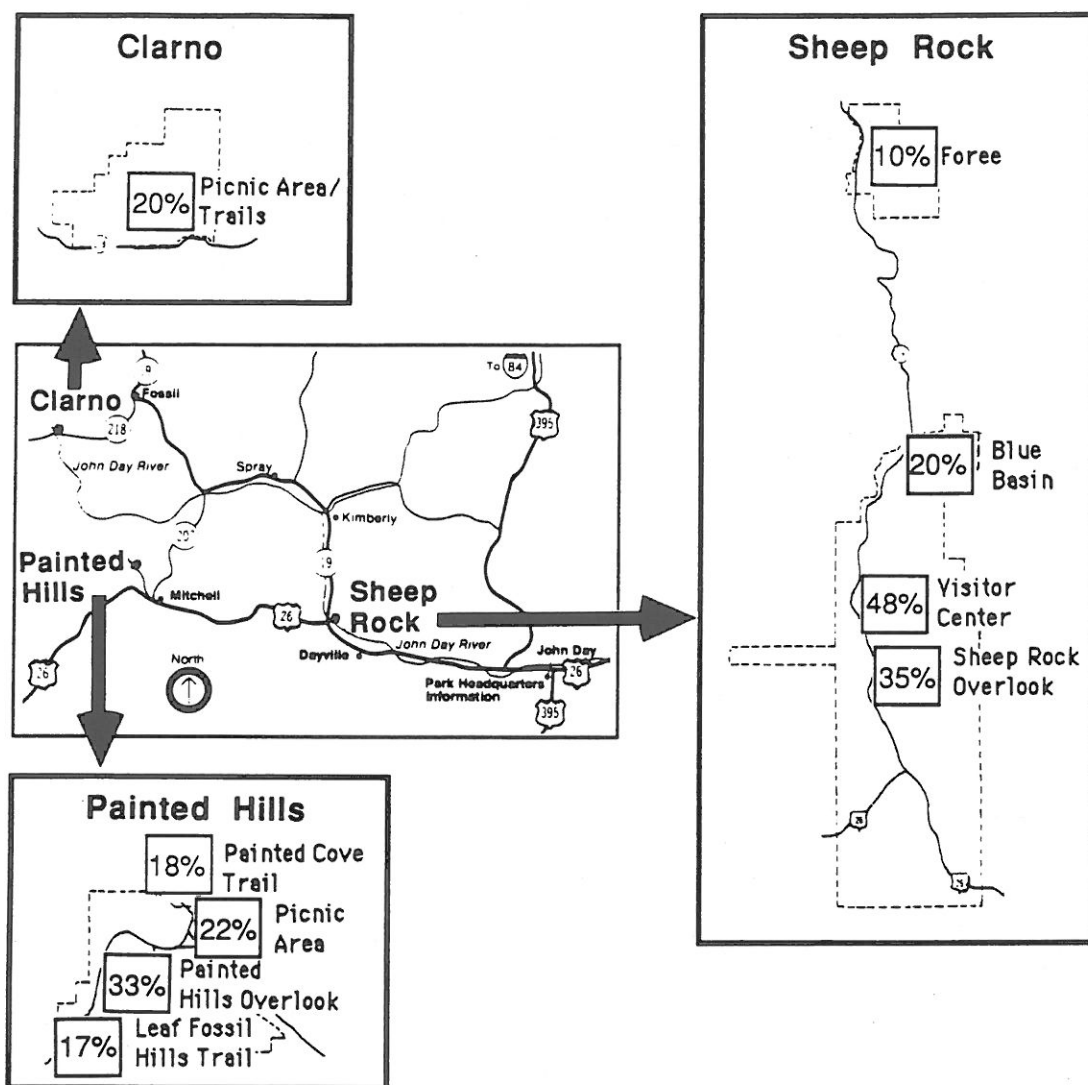
Figure 7: Proportion of visitor groups participating in each activity

E. Sites visited

Map 3 shows the proportion of visitor groups that visited selected sites at John Day Fossil Beds. The most common sites where visitors stopped were the Sheep Rock visitor center (48%), Sheep Rock Overlook (35%), and Painted Hills Overlook (33%). Map 4 shows that visitors' first stop was the Sheep Rock visitor center (28%), Sheep Rock Overlook (21%) and Clarno picnic area/trails (19%).

N=377 visitor groups;
percentages do not equal 100 because
visitors could visit more than one site.

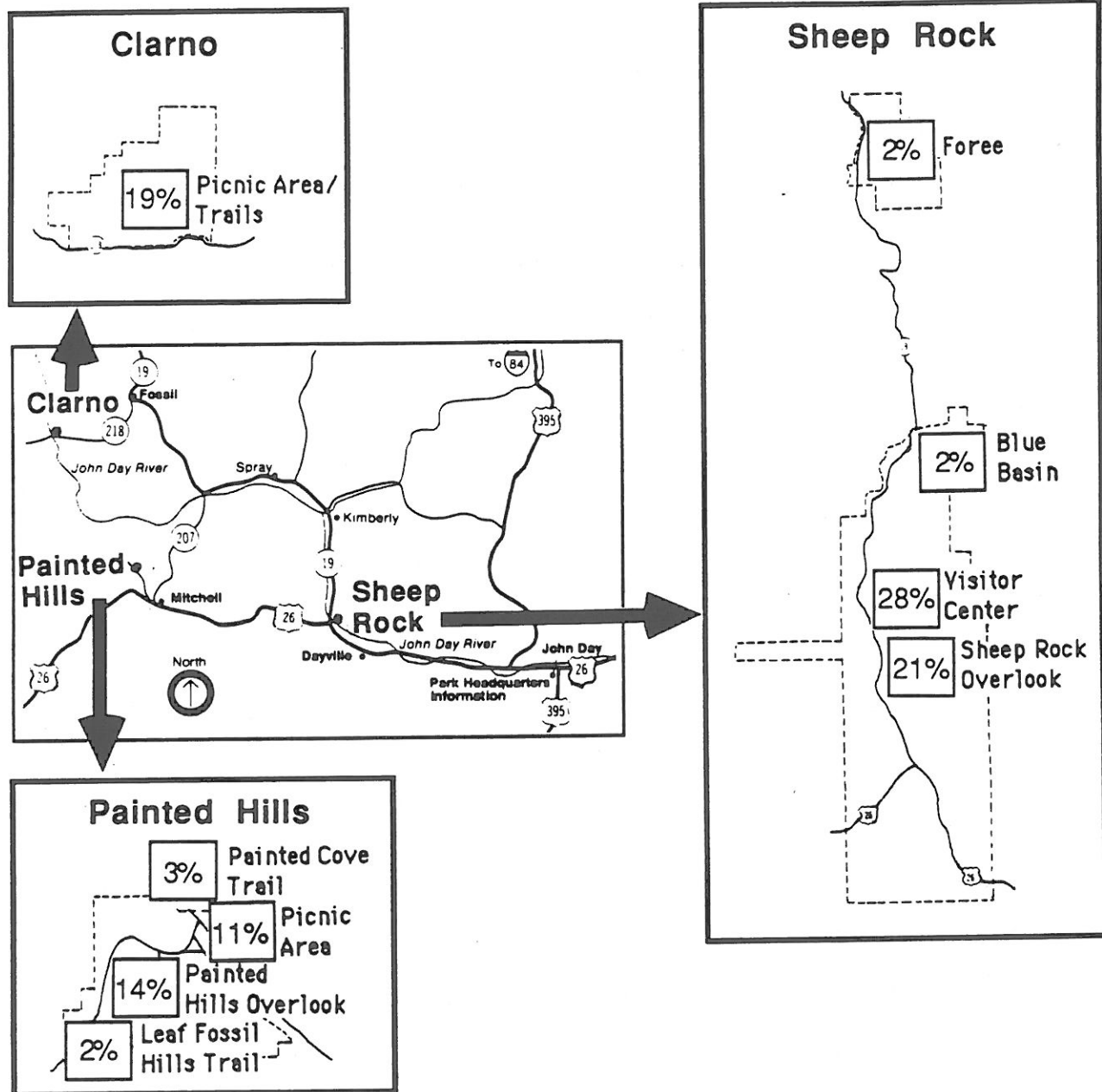
John Day Fossil Beds National Monument



Map 3: Proportion of visitors who stopped at each site

N=243 visitor groups;
percentages do not equal 100 due to rounding.

John Day Fossil Beds National Monument



Map 4: Proportion of visitors who stopped at each site first

F. Arrival day origin/planned destination on day of visit

Visitors were asked to identify where they started their trip on the day they arrived at John Day Fossil Beds. The most common starting points were John Day (12%), Bend (11%), and Prineville (9%), all in Oregon, as Table 4 shows. Visitors were also asked to list their planned destination for the day they received the questionnaire. As in Table 5, they listed the same three Oregon towns: Bend (11%), John Day (9%), and Prineville (6%).

Table 4: Trip start location on day of visit

N=361 comments

<u>Nearest town/state</u>	<u>Number of respondents</u>	<u>% of respondents</u>
John Day, Oregon	44	12
Bend, Oregon	41	11
Prineville, Oregon	31	9
Portland, Oregon	15	4
Redmond, Oregon	12	3
Eugene, Oregon	11	3
Baker, Oregon	10	3
Madras, Oregon	10	3
Mitchell, Oregon	9	3
Sisters, Oregon	9	3
Boise, Idaho	8	2
Joseph, Oregon	8	2
Pendleton, Oregon	8	2
Mt. Vernon, Oregon	8	2
Fossil, Oregon	6	2
Ontario, Oregon	5	1
Salem, Oregon	4	1
Unity, Oregon	4	1
Vancouver, Washington	4	1
Other locations (each listed <4 times)	114	32

Table 5: Planned destination on day of visit

N=350 comments

Nearest town/state	Number of respondents	% of respondents
Bend, Oregon	37	11
John Day, Oregon	32	9
Prineville, Oregon	20	6
Portland, Oregon	17	5
Madras, Oregon	16	5
Eugene, Oregon	13	4
Boise, Idaho	11	3
Fossil, Oregon	10	3
Mt. Vernon, Oregon	9	3
Baker, Oregon	8	2
Sisters, Oregon	8	2
Corvallis, Oregon	7	2
Redmond, Oregon	7	2
The Dalles, Oregon	7	2
Salem, Oregon	6	2
Newport, Oregon	5	1
Ontario, Oregon	5	1
Beaverton, Oregon	4	1
Burns, Oregon	4	1
Florence, Oregon	4	1
Hermiston, Oregon	4	1
La Grande, Oregon	4	1
Other locations (each listed <4 times)	112	32

G. Highways used during trip

Visitors were asked to identify the highways they used to get to John Day Fossil Beds. Figure 8 shows that Highway 26 was the most often used (78%), followed by Highway 19 (29%) and Highway 97 (22%).

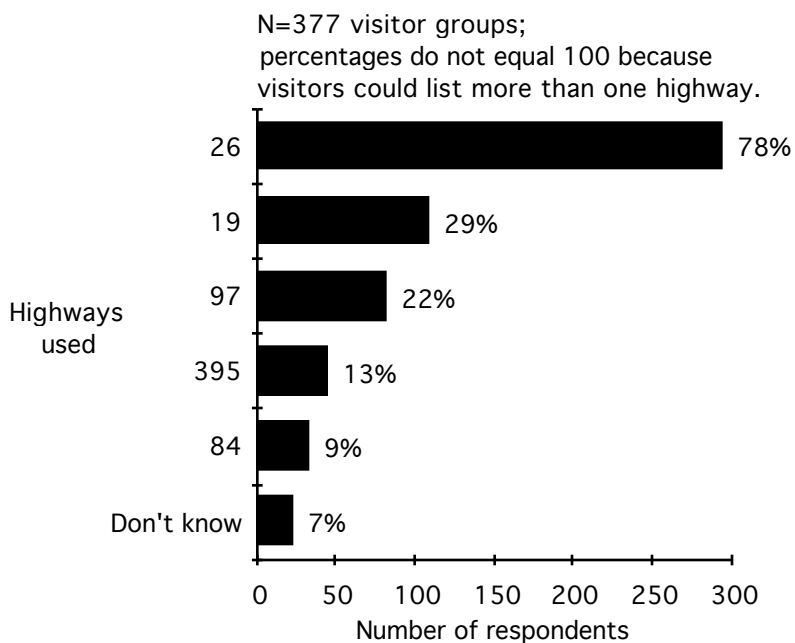


Figure 8: Highways used to get to John Day Fossil Beds

H. Facilities' effect on length of stay/Use of future facilities

Visitors were asked if they would likely have stayed longer in the John Day Fossil Beds area if more lodging and campgrounds were available. Most (54%) said it was unlikely they would have stayed longer; 33% said they likely would have stayed longer and 13% did not know (see Figure 9). Figure 10 shows that most visitors who said they would likely have stayed longer identified campgrounds as the type of facility they would have used (78%).

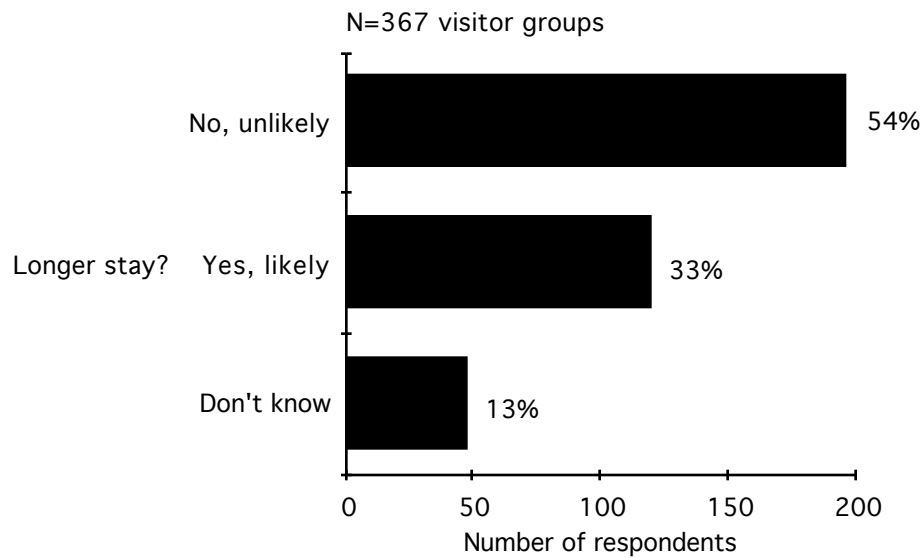


Figure 9: Possibility of longer stay in area if more lodging/campgrounds available

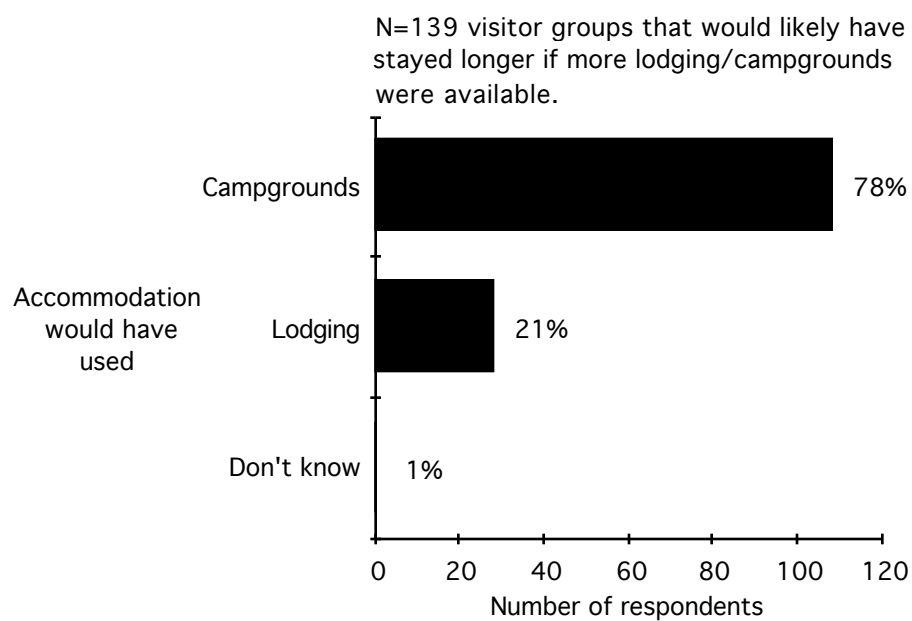


Figure 10: Type of accommodation visitors would have used if available

I. Interpretive or visitor services' importance and quality evaluations

Visitors rated the importance and quality of interpretive or visitor services they used. Visitors rated the services' importance on a five point scale: 1=extremely important, 2=very important, 3=moderately important, 4=somewhat important, and 5=not important. Visitors also used a five point scale to rate the quality of the services they used: 1=very good, 2=good, 3=average, 4=poor, and 5=very poor.

Figure 11 shows the average importance and quality rating for each service. Services were all rated above average in importance and quality. Visitor center exhibits and highway directional signs were the most important services; visitor center exhibits and ranger assistance were the highest quality services.

Figures 12-20 show that several services received the highest "very important" to "extremely important" ratings: visitor center exhibits (83%), highway directional signs (81%), park brochure/map (79%) and trail exhibits (78%). Services receiving the highest "somewhat important" to "not important" ratings were other park information brochures (19%) and the fossil lab demonstrations (16%).

Figures 21-29 show that several services were given high "good" to "very good" ratings: ranger assistance (84%), visitor center exhibits (81%), and the park brochure/map (81%). The service receiving the highest "poor" to "very poor" quality ratings was trail exhibits (11%).

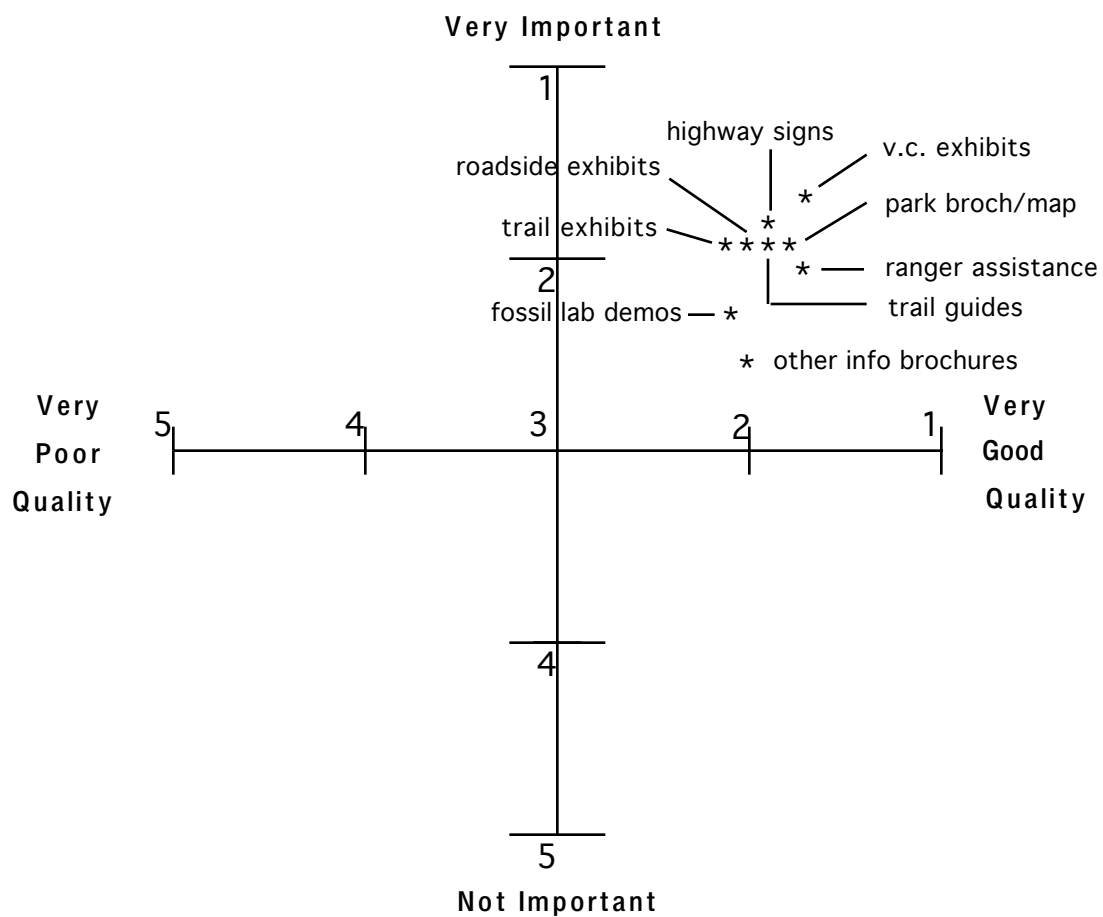


Figure 11: Average ratings of service importance and quality

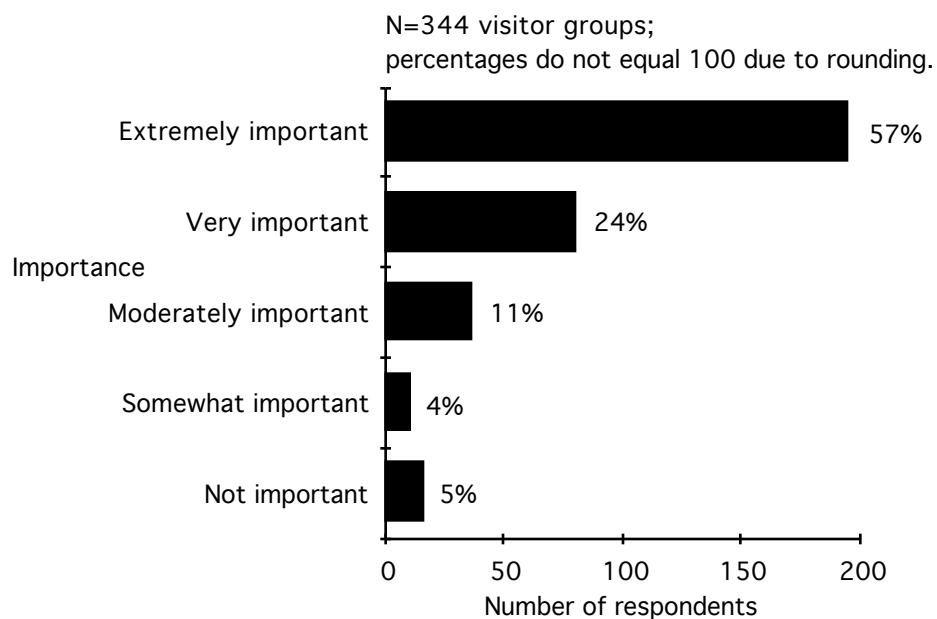


Figure 12: Importance ratings of highway signs

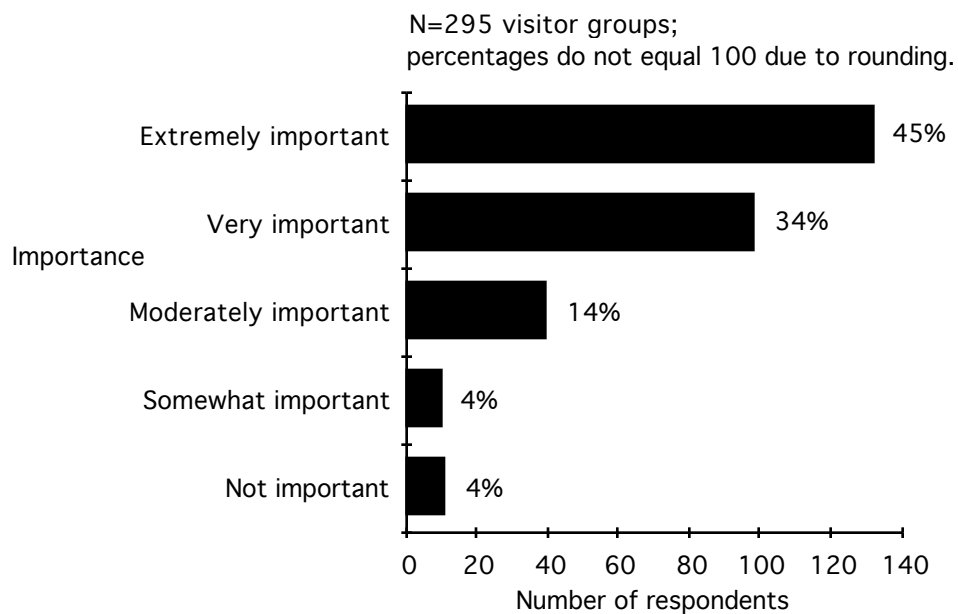


Figure 13: Importance ratings of park brochure/map

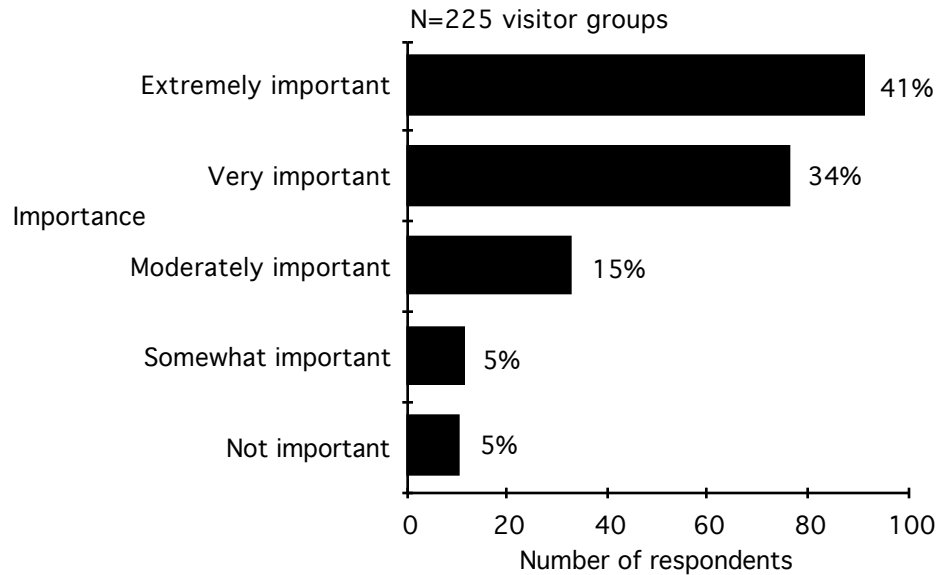


Figure 14: Importance ratings of trail guides

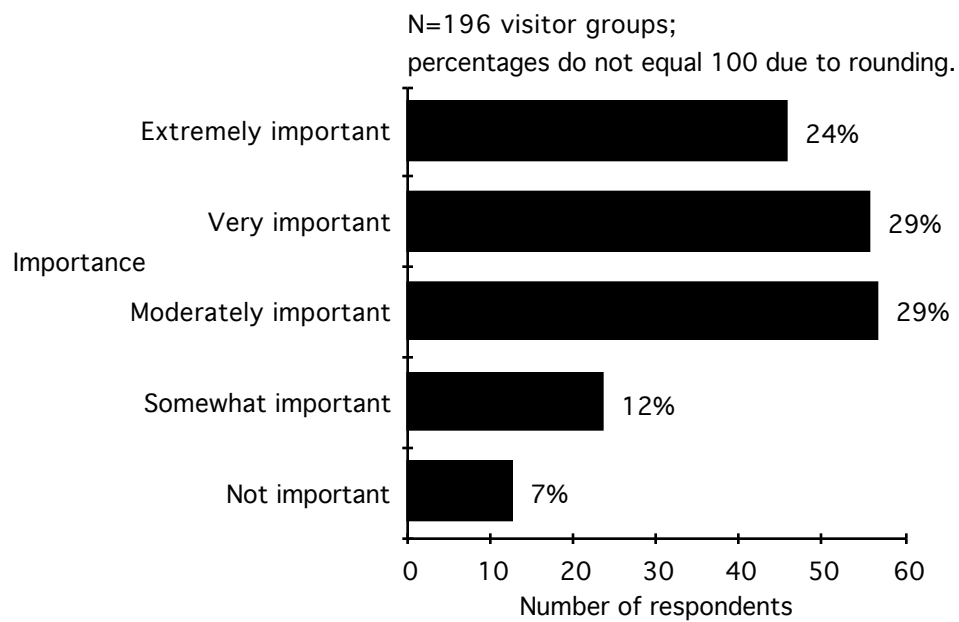


Figure 15: Importance ratings of other park information brochures

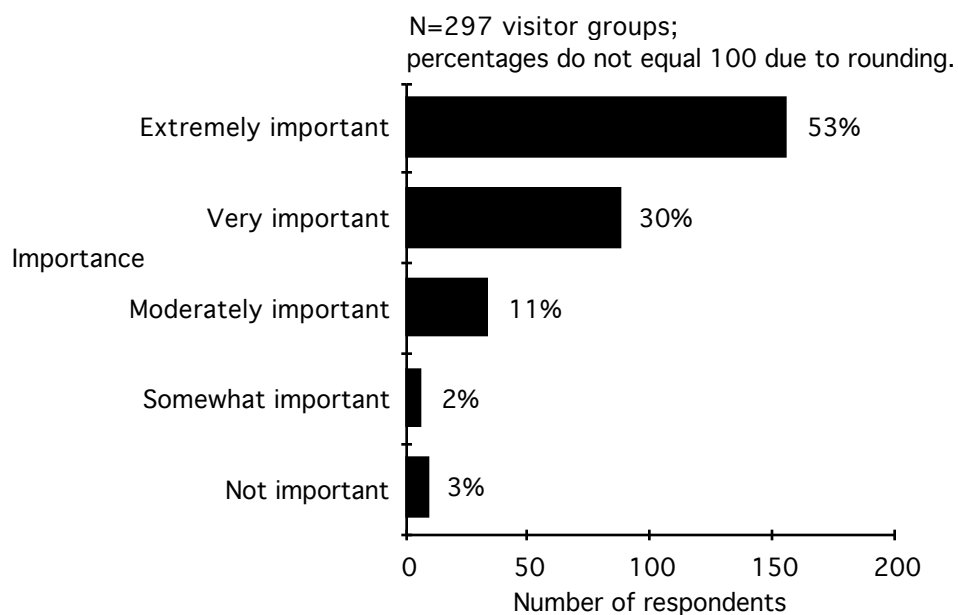


Figure 16: Importance ratings of visitor center exhibits

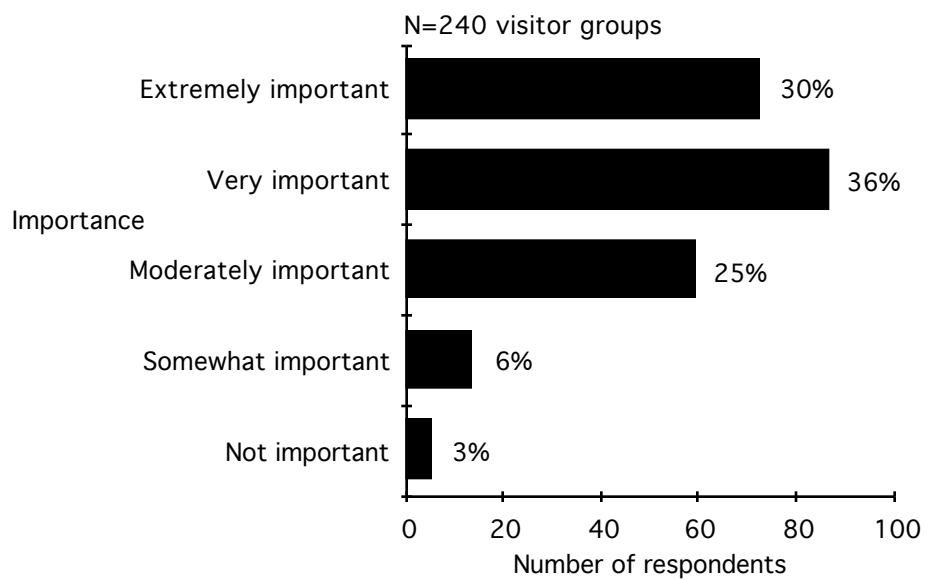


Figure 17: Importance ratings of roadside exhibits

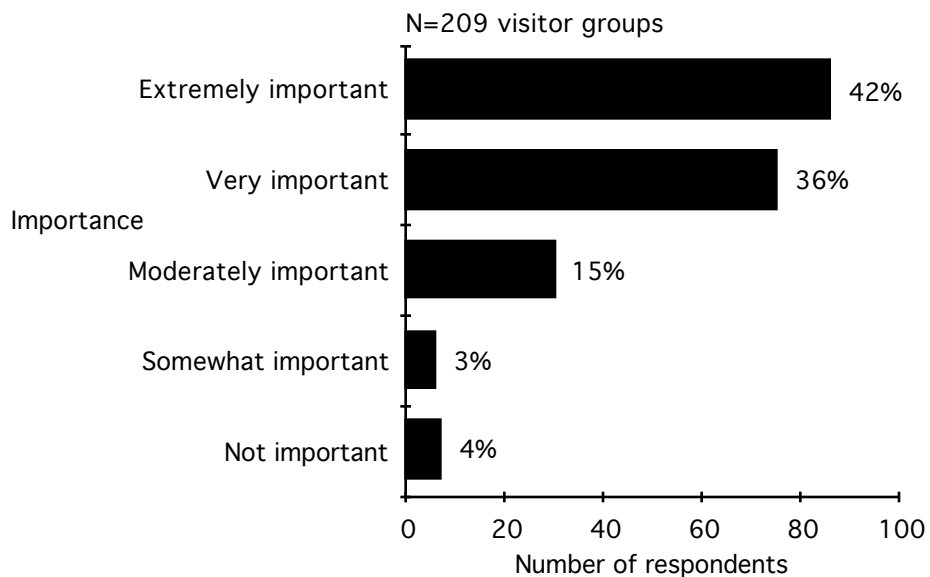


Figure 18: Importance ratings of trail exhibits

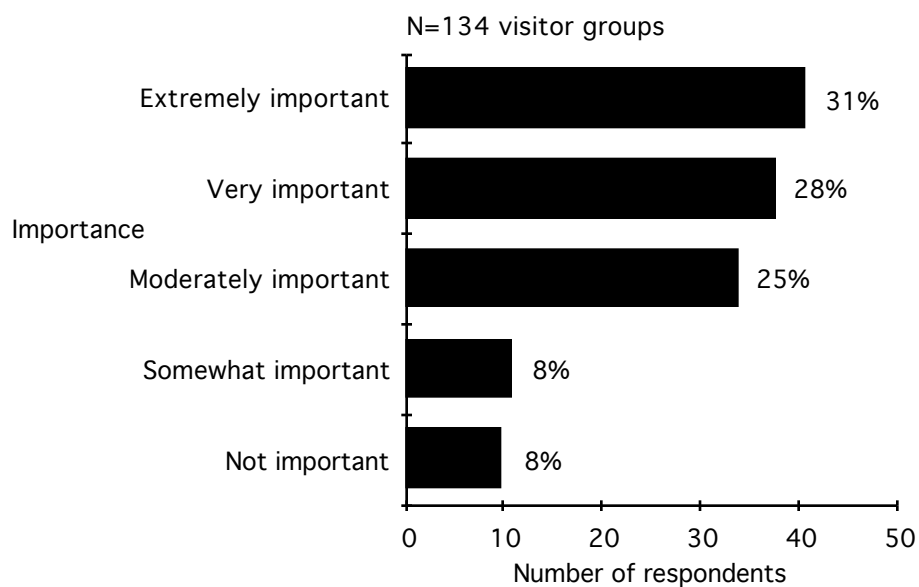


Figure 19: Importance ratings of fossil lab demonstrations

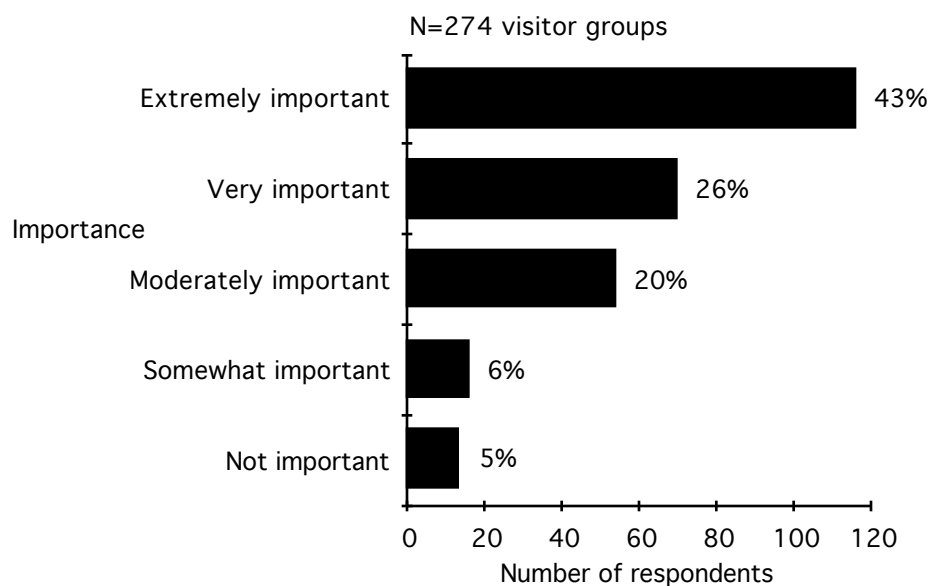


Figure 20: Importance ratings of ranger assistance

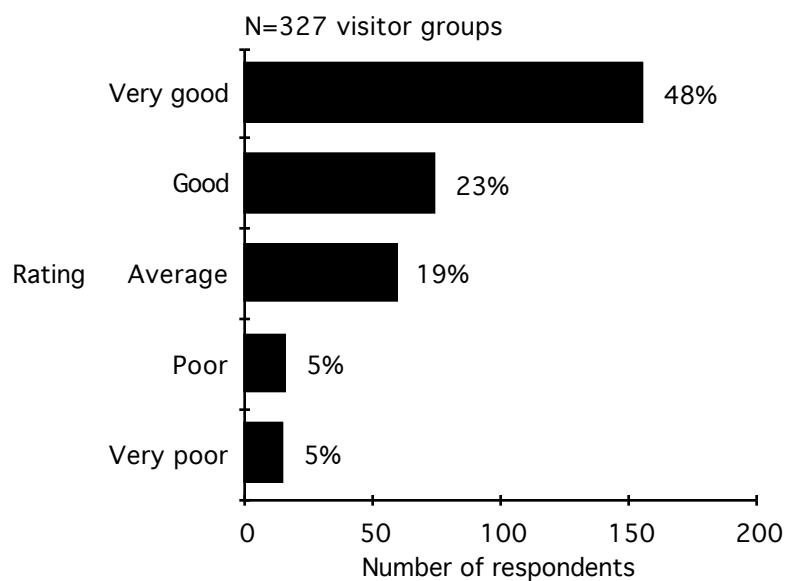


Figure 21: Quality ratings of highway directional signs

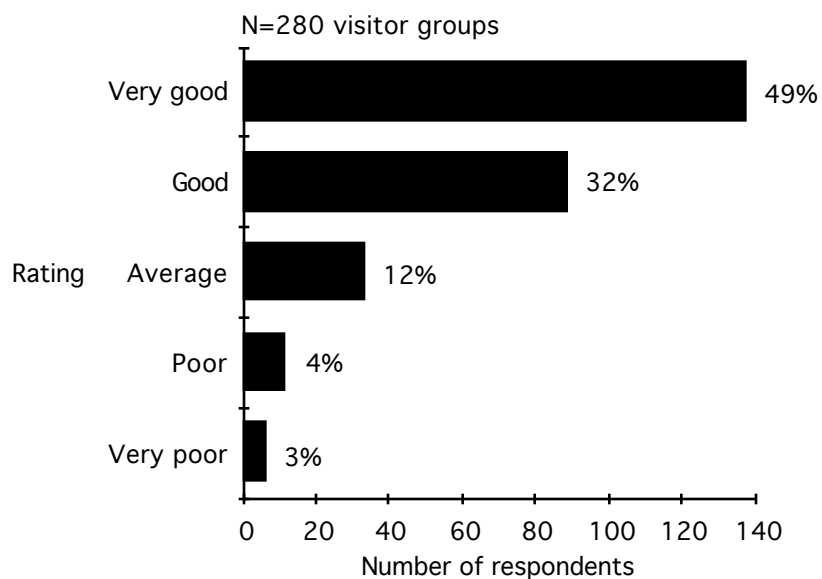


Figure 22: Quality ratings of park brochure/map

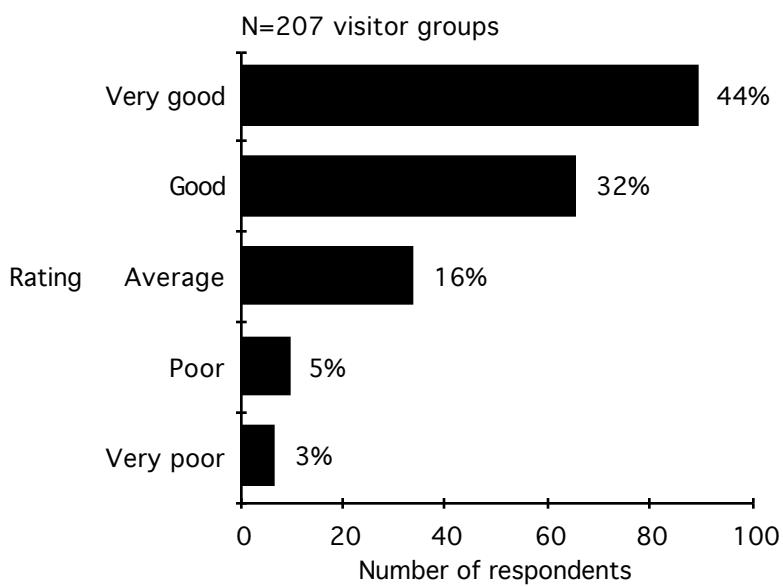


Figure 23: Quality ratings of trail guides

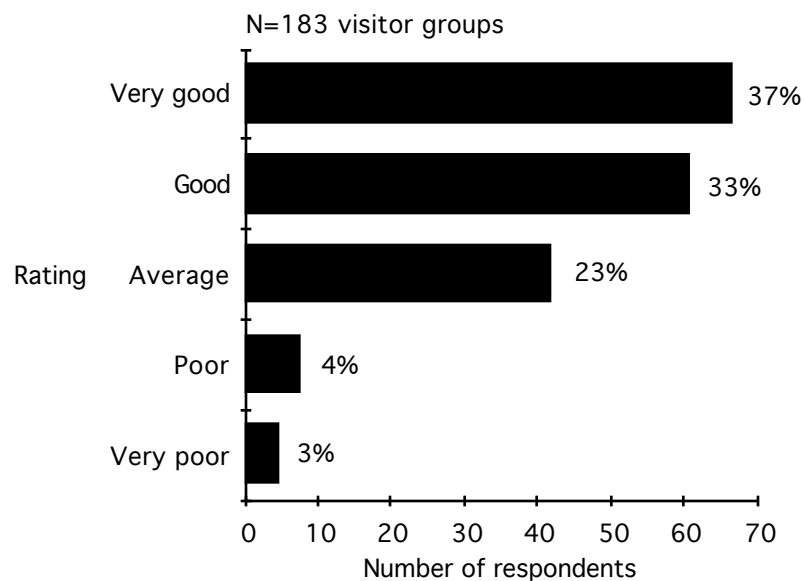


Figure 24: Quality ratings of other park information brochures

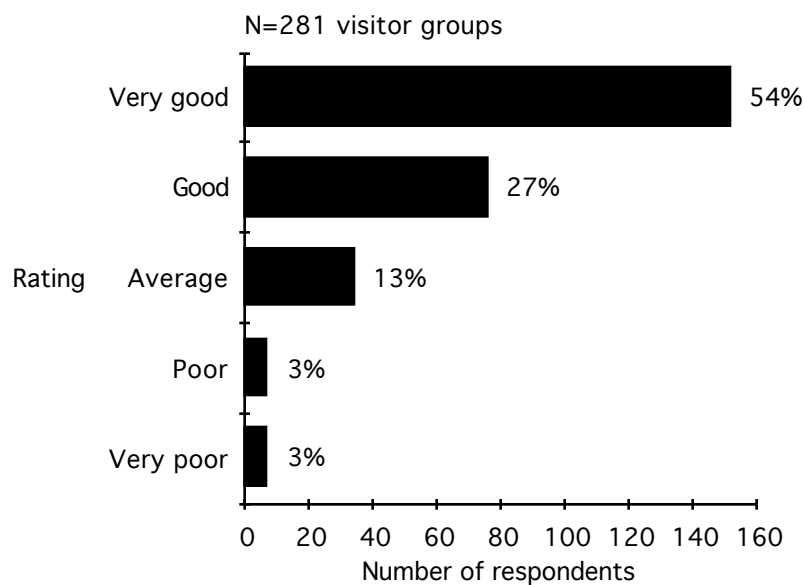


Figure 25: Quality ratings of visitor center exhibits

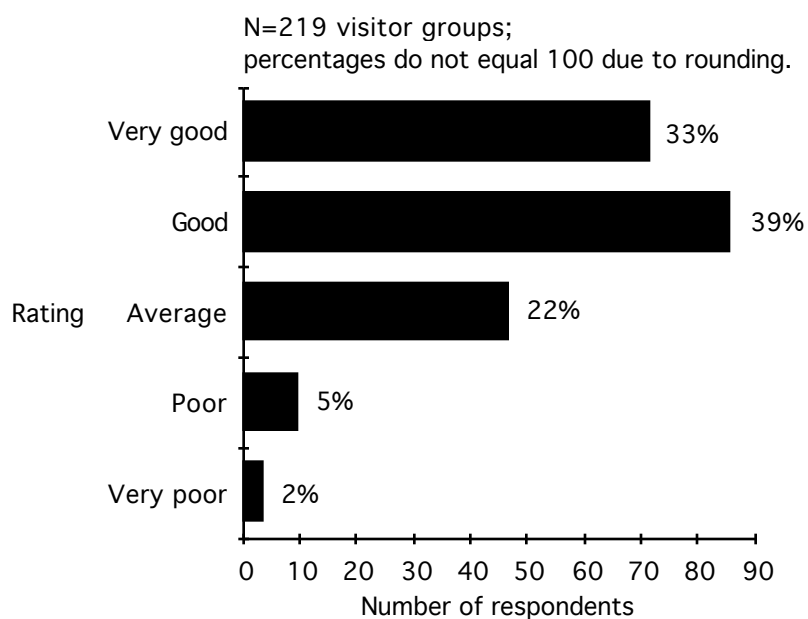


Figure 26: Quality ratings of roadside exhibits

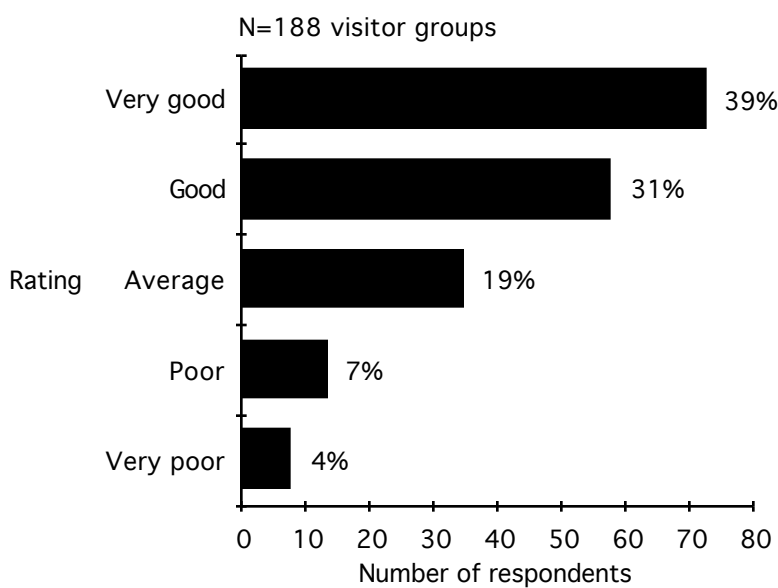


Figure 27: Quality ratings of trail exhibits

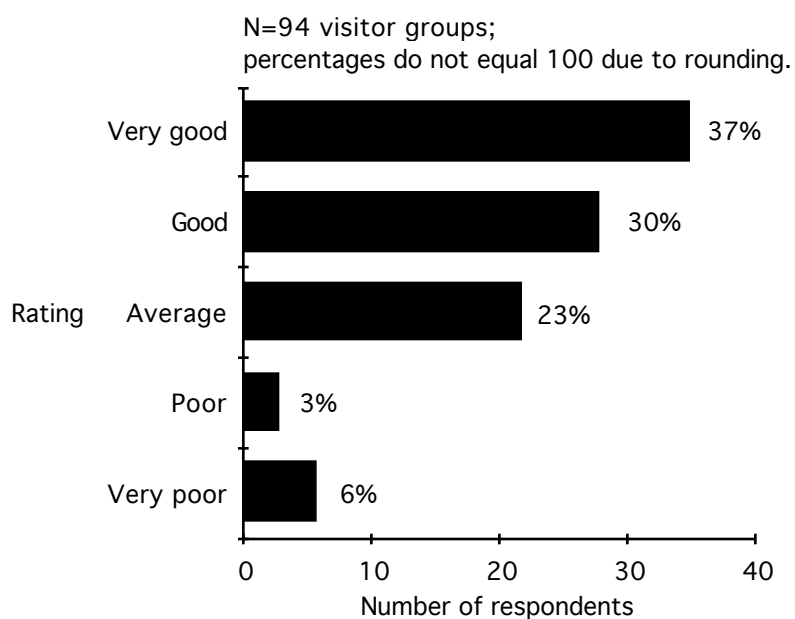


Figure 28: Quality ratings of fossil lab demonstrations

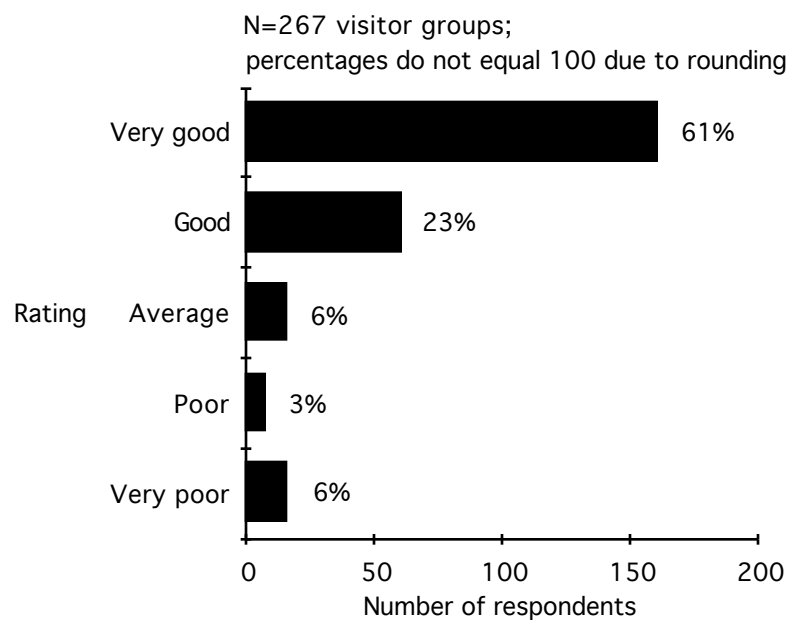


Figure 29: Quality ratings of ranger assistance

J. Primary reason for northeastern Oregon visit

Visitors were asked to identify their primary reason for visiting northeastern Oregon. Figure 30 shows that the largest proportion said that they were traveling through--had no planned destination in the area (33%). The next most often listed reasons were to visit John Day Fossil Beds (25%), recreation (12%), or to visit friends/relatives (11%). Under "other" reasons, they listed painting, picking fruit at Kimberly, moving from New York to Portland, attending a motorcycle rally, and going home from a hunting trip.

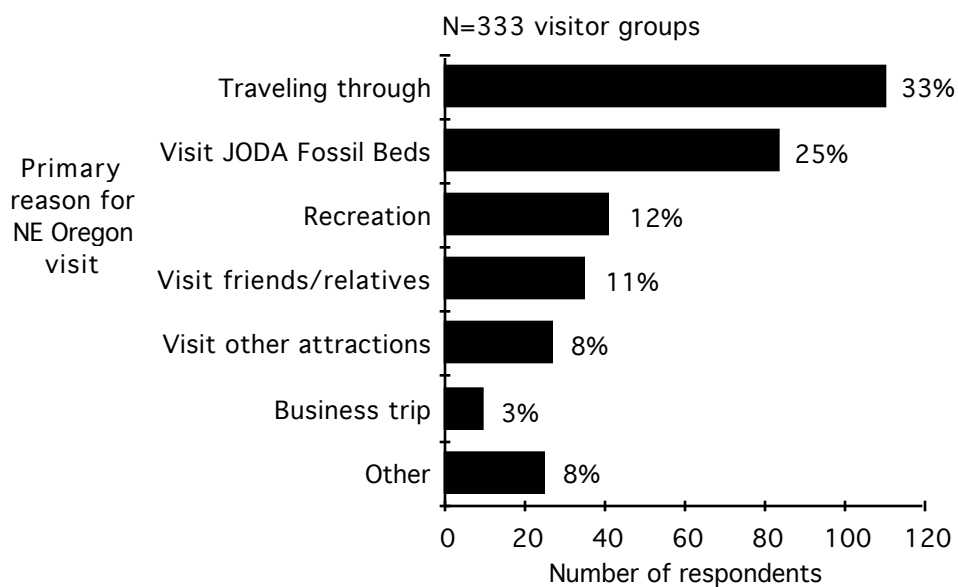


Figure 30: Primary reason for visiting northeastern Oregon

K. Primary reason for John Day Fossil Beds visit

Figure 31 shows that visitors' primary reason for visiting John Day Fossil Beds was to view scenery (38%). Other visitors identified their primary reason for visiting was to see fossils (31%), to visit the visitor center (13%), or to see historic resources (5%). Under "other" reasons for visiting, visitors listed to rest, to visit a friend, and that they happened to see it on a map.

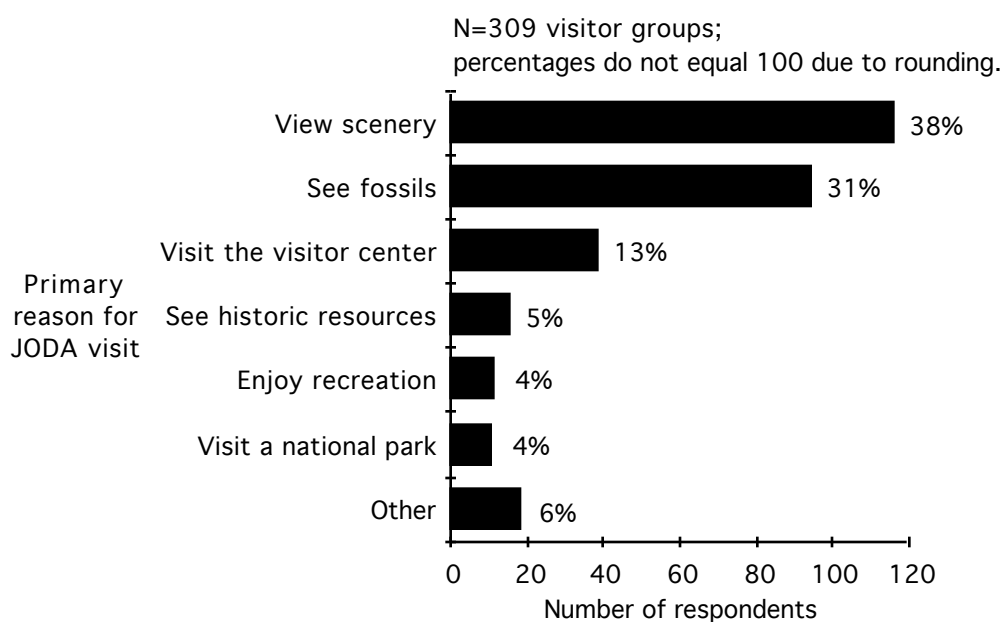


Figure 31: Primary reason for visiting John Day Fossil Beds

L. Forms of transportation used

The form of transportation most frequently used to get to John Day Fossil Beds was private vehicle (82%) followed by RV (16%), as in Figure 32. "Other" types of transportation listed included: a camp's bus and a leased bus.

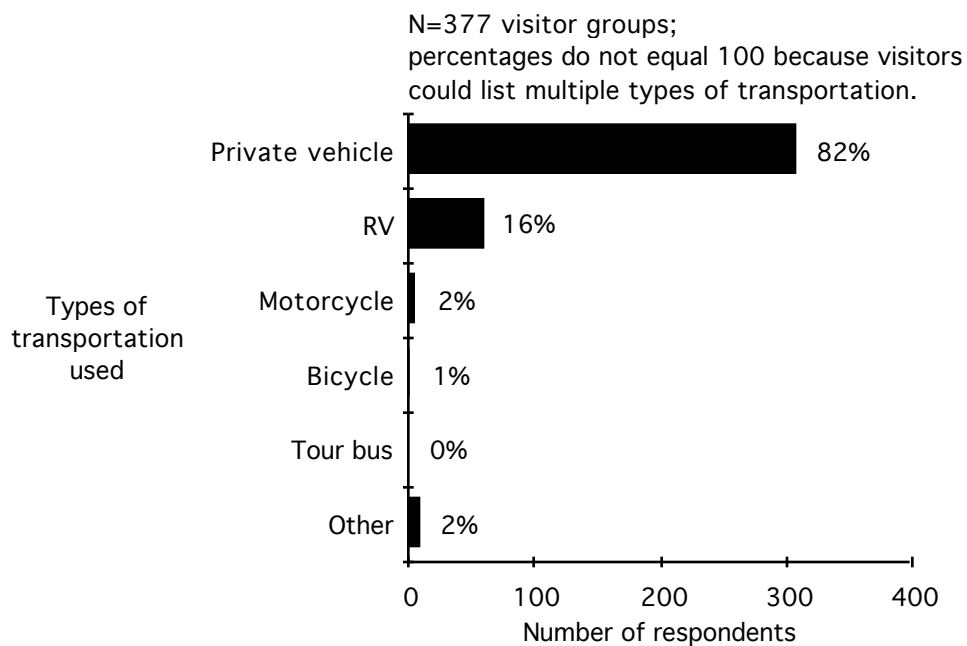


Figure 32: Types of transportation used to get to John Day Fossil Beds

M. Planning for future

Visitors were asked: "John Day Fossil Beds National Monument is a relatively new area of the National Park System. If you were planning for the future of the monument, what would you propose? Please be specific." They gave varied responses.

N=547 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

INTERPRETATION

Need more information (geology, history, ecology)	24
Advertise park more	20
Provide ranger guided walks/tours/talks	19
Need more fossil exhibits	15
Allow visitors to participate in supervised fossil dig	15
Need more exhibits	8
Make fossils easier to see on site	8
Exhibits need more information	7
Improve trail exhibits	7
Need more roadside exhibits	6
Need new visitor center(s)	6
Provide hands-on children's educational activities	6
Improve/expand visitor center exhibits	5
Need information on current wildlife/vegetation	4
Improve roadside exhibits	4
Improve park brochure/map	4
Do not advertise park	3
Provide guided hike to see fossils being dug	3
Need brochures on what to see and do	3
Encourage school field trips	3
Need video to show fossil story	3
Provide more interpretation at Clarno	3
Change operation of ranch/home	3
Need more interpretive signs	3
Need book/booklet on geology/paleontology	3
Provide life-size animal replicas	3
Need more trails with trail guides	3
Explain geology/fossils in layman's terms	3
Need additional interpretive rangers	2
Improve exhibit labeling	2
Need more trail exhibits	2
Provide live/taped programs on geology/paleontology	2
Need more maps	2
Keep personal contact between rangers and visitors	2
Show flora/fauna of geologic time periods	2
Maintain current exhibits/labeling	2
Exhibits should be less pro-evolution	2
Sell additional items in visitor center	2
Provide more information on historic people	2

Provide information on services at nearby towns	2
Provide more interpretive areas/activities	2
Other comments	13

FACILITIES AND MAINTENANCE

General

Provide campgrounds nearby	64
Need more trails	20
Need more longer trails	10
Mark trails better	7
Provide more restrooms at trailheads	7
Need primitive campgrounds only	6
Provide motorhome hookups	6
Need more highway directional signs	5
Provide additional facilities	5
Improve highway directional signs	4
Add picnic areas	4
Need more drinking water	4
Provide more trails at Clarno	3
Do not add campgrounds	3
Adding campgrounds would allow more relaxed visit	3
Design trails/sites to protect fossils	3
Park should not have lodging	3
Highway signs should list distances and driving times	2
Provide shade for picnicking	2
Improve access	2
Need more roadside pullouts	2
Provide campgrounds with showers	2
Enlarge parking areas	2
Fence Painted Hills to keep people off	2
Other comments	7

RESOURCE MANAGEMENT

Keep it as it is--you're doing well	28
Do not commercialize/develop	24
Protect/preserve it	20
Enlarge the park	9
Provide one area to collect fossils	6
Make more fossils visible	5
Don't allow overcrowding	3
Restore historic gardens/orchards/livestock range	2
Glad ranch house preserved	2
Other comments	5

POLICIES

Allow horseback riding in some areas	2
Other comments	2

GENERAL

Provide refreshments/cafeateria/groceries	9
Need more lodging in nearby towns	9
Need bicycle rentals/trails	3
Other comments	7

N. Comment summary - Introduction

Visitors were asked if there was anything else they wanted to tell us about their visits. A summary of their comments appears below, and in the separate appendix, which also contains their unedited comments. Their comments mention a variety of subjects.

Visitor Comment Summary

N=550 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Rangers helpful, knowledgeable	17
All personnel courteous, knowledgeable	8
Other comments	4
INTERPRETIVE SERVICES	
Nonpersonal	
Visitor center/ranch interesting/beautiful	17
Need more information	7
Visitor center signs clear/informative	6
Exhibits well done	6
Publicize more	5
Improve map detail	4
Enjoyed visitor center film/video	4
Need more exhibits	4
Improve exhibits	4
Open more of ranch house to public	4
Preferred historic house to modern visitor center	3
Encourage school field trips	3
Restore historic site/ranch house--separate geology	2
Use layman's terms to explain geology	2
Provide hands-on activities for children	2
Enjoyed fossils on Island nature walk	2
Enjoyed fossil exhibits	2
No new visitor center needed--ranch house wonderful	2
Trail fossil displays not seen due to condensation	2
Make park map more widely available	2
Sell additional items in visitor center	2
Need more trail exhibits	2
Non-NPS maps need improvement	2
Other comments	12
Personal	
Provide better travel directions between sites	3

Enjoyed fossil preparation demo	2
Need more guided activities	2
FACILITIES AND MAINTENANCE	
General	
Well maintained/clean	9
Improve highway directional signs	6
Enjoyed trails--well designed	3
Visitor center restroom immaculate	2
Need more trails	2
Need primitive campground	2
Camping would allow longer visit	2
Glad water available	2
Enjoyed picnic facilities	2
Other comments	5
POLICIES	
Comments	4
RESOURCE MANAGEMENT	
Glad it is preserved	9
Do not allow overuse/abuse by overcrowding	7
Enjoyed uncrowded conditions	7
Keep it like it is	6
Preserve it	4
No further development please	3
Appreciate access provided without destroying beauty	2
Other comments	4
VISITOR SERVICES PROJECT	
Sorry for late return of questionnaire	5
Friendly, helpful volunteer	3
Thank you for postcard	2
Thanks for letting us participate	2
Other comments	3
NATIONAL PARK SERVICE	
Parks are national treasure	2
Enjoy visiting national parks	2
Other comments	3

GENERAL IMPRESSIONS

Scenic/beautiful	50
Enjoyed visit	48
Hope/plan to return	42
Not enough time	22
Interesting/informative visit	21
Well-kept secret--surprised at extent of monument	20
Thank you	14
Enjoyed silence/solitude/peacefulness	14
Return visit	11
Will recommend to others	6
First visit	5
Keep up good work	5
Bad weather prevented longer visit	4
Enjoyed geology/fossils	4
Enjoyed photography	4
Enjoyed stepping back in time	3
Enjoyed hiking	3
Only visited Painted Hills	2
Only visited Clarno	2
Impressed with operation/organization of monument	2
Tax dollars well spent	2
Add lodging	2
Friendly area	2
Enjoyed visiting historic sites in nearby towns	2
Disappointed in Clarno	2
Other comments	18

MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

1) Two-way comparisons compare two characteristics. For example, to learn about the activities of a particular age group, request a comparison of activity by age group; to learn how the primary reason for visiting John Day varied among group types, request a comparison of primary reason-JODA by group type.

2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about the site activities of visitor group types, request a comparison of (activity by site visited) by group type; to learn about age group participation in a site activity, request a comparison of (age group by activity) by site visited.

Consult the complete list of characteristics from John Day Fossil Beds visitors; then write those desired in the appropriate blanks on the order form. Two order forms follow the example below.

SAMPLE

Analysis Order Form
Visitor Services Project
Report 37 (John Day Fossil Beds)

Date of request: _____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

<ul style="list-style-type: none"> • Group size • Group type • Age • State residence • Country-residence • Number of visits • Entry day 	<ul style="list-style-type: none"> • Activity • Site visited • Site visited first • Start trip location • Destination location • Highway used • Length of stay 	<ul style="list-style-type: none"> • Interpretive service importance • Interpretive service quality • NE Oregon primary reason • JODA primary reason • Form of transportation used • Longer stay likely • Lodging/camping use
--	---	--

Two-way comparisons (please write in the appropriate variables from the above list)

activity by site visited

_____ by _____

_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)

form of transport by site visited by group type

_____ by _____ by _____

_____ by _____ by _____

Special instructions:

(It may be helpful to know what format you
need, the purpose of the information, and so
forth.)

Mail to:
 Cooperative Park Studies Unit
 College of Forestry, Wildlife, and Range Sciences
 University of Idaho
 Moscow, Idaho 83843

**Analysis Order Form
Visitor Services Project
Report 37 (John Day Fossil Beds)**

Date of request: ____/____/____

Person requesting analysis: _____

Phone number (commercial): _____

The following list specifies all of the variables available for comparison from the visitor survey conducted in your park. Consult this list for naming the characteristics of interest when requesting additional two-way and three-way comparisons.

- | | | |
|---------------------|------------------------|-----------------------------------|
| • Group size | • Activity | • Interpretive service importance |
| • Group type | • Site visited | • Interpretive service quality |
| • Age | • Site visited first | • NE Oregon primary reason |
| • State residence | • Start trip location | • JODA primary reason |
| • Country-residence | • Destination location | • Form of transportation used |
| • Number of visits | • Highway used | • Longer stay likely |
| • Entry day | • Length of stay | • Lodging/camping use |

Two-way comparisons (please write in the appropriate variables from the above list)

_____ by _____

_____ by _____

_____ by _____

Three-way comparisons (please write in the appropriate variables from the above list)

_____ by _____ by _____

_____ by _____ by _____

_____ by _____ by _____

Special instructions:

Mail to:
Cooperative Park Studies Unit
College of Forestry, Wildlife, and Range Sciences
University of Idaho
Moscow, Idaho 83843

QUESTIONNAIRE

STAMP

OFFICIAL BUSINESS

**Visitor Services Project
Cooperative Park Studies Unit
Department of Forest Resources
College of Forestry, Wildlife and
Range Sciences
University of Idaho
Moscow, Idaho 83843**



printed on recycled paper

Publications of the Visitor Services Project

A number of publications have been prepared as part of the Visitor Services Project. Reports 1-4 are available at cost from the University of Idaho Cooperative Park Studies Unit upon request. All other reports are available from the respective parks in which the studies were conducted.

- | | |
|--|--|
| 1. Mapping interpretive services: A pilot study at Grand Teton National Park, 1983. | 20. Craters of the Moon National Monument, 1989. |
| 2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method, 1984. | 21. Everglades National Park, 1989. |
| 3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt. Rushmore National Memorial, 1984. | 22. Statue of Liberty National Monument, 1990. |
| 4. Mapping visitor populations: A pilot study at Yellowstone National Park, 1984. | 23. The White House Tours, President's Park, 1990. |
| 5. North Cascades National Park Service Complex, 1985. | 24. Lincoln Home National Historic Site, 1990. |
| 6. Crater Lake National Park, 1986. | 25. Yellowstone National Park, 1990. |
| 7. Gettysburg National Military Park, 1987. | 26. Delaware Water Gap National Recreation Area, 1990. |
| 8. Independence National Historical Park, 1987. | 27. Muir Woods National Monument, 1990. |
| 9. Valley Forge National Historical Park, 1987. | 28. Canyonlands National Park, 1990. |
| 10. Colonial National Historical Park, 1988. | 29. White Sands National Monument, 1990. |
| 11. Grand Teton National Park, 1988. | 30. National Monuments, 1991. |
| 12. Harpers Ferry National Historical Park, 1988. | 31. Kenai Fjords National Park, 1991. |
| 13. Mesa Verde National Park, 1988. | 32. Gateway National Recreation Area, 1991. |
| 14. Shenandoah National Park, 1988. | 33. Petersburg National Battlefield, 1991. |
| 15. Yellowstone National Park, 1988. | 34. Death Valley National Monument, 1991. |
| 16. Independence National Historical Park: Four Seasons Study, 1988. | 35. Glacier National Park, 1991. |
| 17. Glen Canyon National Recreation Area, 1989. | 36. Scott's Bluff National Monument, 1991. |
| 18. Denali National Park and Preserve, 1989. | 37. John Day Fossil Beds National Monument, 1991. |
| 19. Bryce Canyon National Park, 1989. | |

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.

Visitor Services Project
John Day Fossil Beds
National Monument

Appendix

Visitor Services Project

John Day Fossil Beds National Monument

Appendix

Margaret Littlejohn

Report 37

April 1991

This volume contains a summary of comments to Question 16 made by visitors who participated in the study. The summary is followed by their unedited comments.

Ms. Margaret Littlejohn is VSP Western Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank Dana E. Dolsen, Richard Vanderbeek, the Northwest Interpretive Association and the staff at John Day Fossil Beds National Monument for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University for its technical assistance.

Visitor Comment Summary

N=550 comments;
many visitors made more than one comment.

Comment	Number of times mentioned
---------	------------------------------

PERSONNEL

Rangers helpful, knowledgeable	17
All personnel courteous, knowledgeable	8
Other comments	4

INTERPRETIVE SERVICES

Nonpersonal

Visitor center/ranch interesting/beautiful	17
Need more information	7
Visitor center signs clear/informative	6
Exhibits well done	6
Publicize more	5
Improve map detail	4
Enjoyed visitor center film/video	4
Need more exhibits	4
Improve exhibits	4
Open more of ranch house to public	4
Preferred historic house to modern visitor center	3
Encourage school field trips	3
Restore historic site/ranch house--separate geology	2
Use layman's terms to explain geology	2
Provide hands-on activities for children	2
Enjoyed fossils on Island nature walk	2
Enjoyed fossil exhibits	2
No new visitor center needed--ranch house wonderful	2
Trail fossil displays not seen due to condensation	2
Make park map more widely available	2
Sell additional items in visitor center	2
Need more trail exhibits	2
Non-NPS maps need improvement	2
Other comments	12

Personal

Provide better travel directions between sites	3
Enjoyed fossil preparation demo	2
Need more guided activities	2

FACILITIES AND MAINTENANCE

General

Well maintained/clean	9
Improve highway directional signs	6
Enjoyed trails--well designed	3
Visitor center restroom immaculate	2
Need more trails	2
Need primitive campground	2
Camping would allow longer visit	2
Glad water available	2
Enjoyed picnic facilities	2
Other comments	5

POLICIES

Comments	4
----------	---

RESOURCE MANAGEMENT

Glad it is preserved	9
Do not allow overuse/abuse by overcrowding	7
Enjoyed uncrowded conditions	7
Keep it like it is	6
Preserve it	4
No further development please	3
Appreciate access provided without destroying beauty	2
Other comments	4

VISITOR SERVICES PROJECT

Sorry for late return of questionnaire	5
Friendly, helpful volunteer	3
Thank you for postcard	2
Thanks for letting us participate	2
Other comments	3

NATIONAL PARK SERVICE

Parks are national treasure	2
Enjoy visiting national parks	2
Other comments	3

GENERAL IMPRESSIONS

Scenic/beautiful	50
Enjoyed visit	48
Hope/plan to return	42
Not enough time	22
Interesting/informative visit	21
Well-kept secret--surprised at extent of monument	20
Thank you	14
Enjoyed silence/solitude/peacefulness	14
Return visit	11
Will recommend to others	6
First visit	5
Keep up good work	5
Bad weather prevented longer visit	4
Enjoyed geology/fossils	4
Enjoyed photography	4
Enjoyed stepping back in time	3
Enjoyed hiking	3
Only visited Painted Hills	2
Only visited Clarno	2
Impressed with operation/organization of monument	2
Tax dollars well spent	2
Add lodging	2
Friendly area	2
Enjoyed visiting historic sites in nearby towns	2
Disappointed in Clarno	2
Other comments	18