

# Tallgrass Prairie National Preserve Visitor Survey 2019



To be completed by field staff:

ID \_\_\_\_\_ Time \_\_\_\_\_ Tracker number \_\_\_\_\_ Date \_\_\_\_\_ Field staff \_\_\_\_\_

**Paperwork Reduction and Privacy Act Statements:** 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. The data collected in this study will assist managers in understanding visitor's level of satisfaction with current amenities and opportunities at Tallgrass Prairie National Preserve. Additional your input will be critical in understand possible future management scenarios at the park. Your responses are voluntary and anonymous. Your name and address will not be collected. At the completion of this collection all personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

**Burden Estimate:** We estimate that it will take an average of 10 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Dr. Ryan Sharp, Assistant Professor, Park Management and Tourism, 221 Throckmorton, Manhattan, KS 66506, Kansas State University (address) or ryansharp@ksu.edu (email) or the Social Science Branch, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps\_nrss\_social\_science@nps.gov (email).

**SECTION 1: YOUR PAST AND CURRENT VISIT TO  
TALLGRASS PRAIRIE NATIONAL RESERVE**

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

1. Please tell us about your past visitation to Tallgrass Prairie National Preserve (referred to as "the park" below).
  - a. Is this your first visit to the park? \_\_\_\_\_
  - b. If not, including today, how many **days in the last month** (30 days) have you visited the park? \_\_\_\_\_
  - c. If not, including today, how many **days in the last year** (12 months) have you visited the park? \_\_\_\_\_
  - d. If not, including today, how many **years** (total) have you visited the park? \_\_\_\_\_
2. Did you go to the Visitor Center? \_\_\_Yes      \_\_\_No
3. On this trip, how long did you and your personal group spend visiting the park? Please list partial hours / days as ¼, ½, ¾.

\_\_\_\_\_ Number of hours, **if fewer than 24 hours**

**OR**

\_\_\_\_\_ Number of days, **if 24 hours or more**

4. For this trip, please mark the locations in in the park that you and your personal group visited. Please mark **all** that apply.

- |   |   |
|---|---|
| <input type="checkbox"/> Park Visitor Center          | <input type="checkbox"/> Prairie via the bus tour   |
| <input type="checkbox"/> Historic ranch buildings     | <input type="checkbox"/> Hiking trails on west side |
| <input type="checkbox"/> One-room schoolhouse         | <input type="checkbox"/> Hiking trails on east side |
| <input type="checkbox"/> Fishing ponds                | <input type="checkbox"/> Bison                      |
| <input type="checkbox"/> Other (Please specify) _____ |   |

- a. Was there a primary activity that you came to the park specifically for? \_\_\_Yes      \_\_\_No
- b. If yes, what was this primary activity? \_\_\_\_\_

**SECTION 2: YOUR MOTIVATIONS AND ACTIVITIES**

1. On this trip, what was the **primary** reason that you and your personal group came to the park? Please mark **one**.
  - Resident of the area (Strong City, Manhattan, etc.)
  - Visit the park

- Visit other attractions in the area
- Visit friends / relatives in the area
- Traveling through - unplanned visit
- Business
- Other (Please specify) \_\_\_\_\_

2. On this visit, in which activities did you and your personal group participate within the park? Please mark **all** that apply.

- |   |  |
|---|--|
| <input type="checkbox"/> Attending ranger-led programs, e.g. bus tour       | <input type="checkbox"/> Stargazing / viewing night sky                            |
| <input type="checkbox"/> Attending field classes or other guided activities | <input type="checkbox"/> Walking self-guided nature trails (with brochures, signs) |
| <input type="checkbox"/> Visiting historical buildings                      | <input type="checkbox"/> Day hiking  |
| <input type="checkbox"/> Visiting visitor center(s)                         | <input type="checkbox"/> Picnicking  |
| <input type="checkbox"/> Sightseeing  | <input type="checkbox"/> Viewing plants and/or wildlife                            |
| <input type="checkbox"/> Trail running                                      | <input type="checkbox"/> Enjoying nature   |
| <input type="checkbox"/> Taking photographs/videos                          | <input type="checkbox"/> Creating content for social media/blogs                   |
| <input type="checkbox"/> Seeking physical fitness                           | <input type="checkbox"/> Bison viewing   |
| <input type="checkbox"/> Seeking spiritual connection                       | <input type="checkbox"/> Attending special events                                  |
| <input type="checkbox"/> Other (Please specify) _____                       |  |

a. Which **one** of the above activities was the primary activity in which you and your personal group participated at the park on this visit?

\_\_\_\_\_

<b>SECTION 3: INFORMATION AND AWARENESS</b>
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1.
  - a. Please mark **all** the information services and facilities that you or your personal group **used** during this visit to the park
  - b. Next, for only those services and facilities that you or your personal group **used**, please rate their importance from 1-5.
  - c. Finally, for only those services and facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Information services / facilities used	b) If used, how important?	c) If used, what quality?
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1=Not important

2=Somewhat important

3=Moderately important

4=Very important

5=Extremely important

1=Very poor

2=Poor

3=Average

4=Good

5=Very good

<input type="checkbox"/>	No information services / facilities used	n/a	n/a
<input type="checkbox"/>	Assistance from visitor center staff	_____	_____
<input type="checkbox"/>	Assistance from roving rangers	_____	_____
<input type="checkbox"/>	Bulletin boards	_____	_____
<input type="checkbox"/>	Park website: www.nps.gov/tapr (used before or during visit)	_____	_____
<input type="checkbox"/>	Bus tour	_____	_____
<input type="checkbox"/>	Park brochure / map	_____	_____
<input type="checkbox"/>	Cell phone tour	_____	_____
<input type="checkbox"/>	Ranger-led programs (walks, talks, etc.)	_____	_____
<input type="checkbox"/>	Sales items in visitor center (selection, price, etc.)	_____	_____
<input type="checkbox"/>	Trailside exhibits / signs / waysides	_____	_____
<input type="checkbox"/>	Visitor center exhibits	_____	_____
<input type="checkbox"/>	Picnic Areas	_____	_____
<input type="checkbox"/>	Hiking trails	_____	_____
<input type="checkbox"/>	Restrooms	_____	_____
<input type="checkbox"/>	Water fountains	_____	_____
<input type="checkbox"/>	Handicap parking areas at the visitor center	_____	_____
<input type="checkbox"/>	Handicap parking areas near the barn	_____	_____
<input type="checkbox"/>	Handicap trail (Bottomland Trail)	_____	_____

d. How important are the following services to the enjoyment of your visit to the park? Please mark **one** answer for each question.

Service	Not important	Somewhat important	Moderately important	Very important	Extremely important
Availability of park employees and volunteers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Internet / Wi-Fi at visitor centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability to ranger-led tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility to prairie via guided bus tour program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of kids programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability to fishing pond	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interpretive waysides and signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cell phone tours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-line downloadable publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Orientation film	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Please provide your level of agreement for the following items:

Service	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
Upon your arrival to the park did you have a sense of knowing where to begin?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was there anything that confused you during your visit to the park? If so what? _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did you have a sense of knowing what there was to do at the park?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was signage adequate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was signage confusing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When you exited the Visitor Center, you knew how to begin your visit?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SECTION 4: OPINIONS ABOUT THE PARK**

1. Below is a list of possible detractors you may have experienced while visiting Tallgrass Prairie National Preserve. Please look over the list and for each possible detractor indicate how much it detracted from your experience during your current visit to the park. *(select one box for each row)*

Did not detract at all	Slightly detracted	Moderately detracted	Seriously detracted	Very seriously detracted	Did not experience
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Too few parking spaces at trailheads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not enough restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too little directional signage on park trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too few parking spaces at visitor centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Congestion in the historic area (e.g. barn and house)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Congestion in the visitor center	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Congestion in the visitor center parking lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too little signage on backcountry trails in the park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too many signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too few interpretative signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not enough ranger-led activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conflicts with other visitors park trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not enough staff to assist you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SECTION 5: YOUR PREFERENCES FOR POTENTIAL SCENARIOS**

1. Please indicate your level of opposition or support for the following scenarios at Tallgrass Prairie National Preserve. **The list of items below are not necessarily scenarios that are definitely going to occur at the park.** However, we are interested in your opinions about these **potential** scenarios (select one box for each row)

		Extremely Oppose	Oppose	Completely Oppose	Neither Oppose or Support	Somewhat Support	Support	Strongly Support	I don't know or need more information
<b>General</b>	Historic house only available via a guided tour to limit resource damage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Develop horseback riding interpretive programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Add a bus tour fee to help pay for this service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	More concessions available on site (e.g. food, activities such as horseback riding)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Alternative locations to view the bison	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Provide interpretive programs and demonstrations for visitors exhibiting the growing of historic crops, gardens, and orchards in their original locations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Developed Camping</b>	Develop campsites in the park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Work with surrounding communities to develop private campgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Trails</b>	Increase the networked trail system in the park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Provide more trail infrastructure around sensitive resources, such as boardwalks and steps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Provide more technological opportunities on the trails (e.g., phone apps)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Make it easier to get from the visitor center/developed areas to the prairies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Allow biking on certain trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Using the same list from the previous question, please select the top three possible management actions that you prefer more than other scenarios (select three). **The list of items below are not**

**necessarily scenarios that will occur at the park.**

1. Action 1 \_\_\_\_\_
2. Action 2 \_\_\_\_\_
3. Action 3 \_\_\_\_\_

I am choosing not to select any items from the list above, because I oppose all scenarios

<b>SECTION 6: ABOUT YOU</b>
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1. What is your zip code? \_\_\_\_\_
2. What year were you born? \_\_\_\_\_
3. What is your gender? (*select one*)       Male       Female       Do not wish to answer
4. What is the highest level of school you have completed? (*select one*)  
 Less than high school       Some college       Graduate or professional degree  
 Some high school       Two-year college graduate       Do not wish to answer  
 High school graduate       Four-year college graduate
5. Are you Hispanic or Latino?     Yes     No
6. What is your race? (*select all that apply*)  
 American Indian or Alaska Native       Hawaiian or Pacific Islander  
 Asian       White  
 Black or African American       Do not wish to answer
7. Which category best describes your total household income in U.S. dollars during 2018 before taxes?  
(*select one*)  
 Less than \$24,999       \$50,000 to \$74,999       \$150,000 to \$199,999  
 \$25,000 to \$34,999       \$75,000 to \$99,999       \$200,000 or more  
 \$35,000 to \$49,999       \$100,000 to \$149,999       Do not wish to answer

Is there anything you would like to tell us that would make your visit more enjoyable?

**Thank you for your help with this survey!**