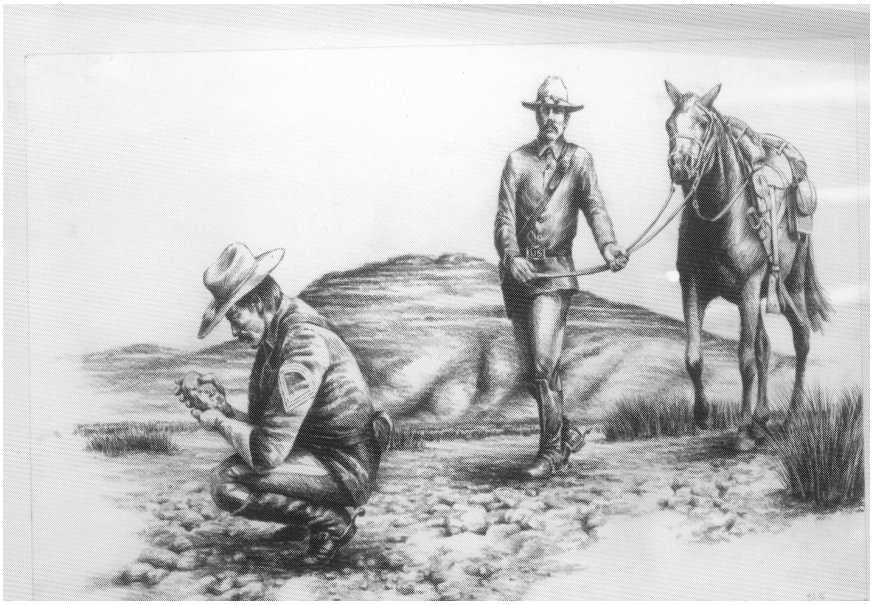
Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

John Day Fossil Beds National Monument Visitor Study



Fall 2004
Report 162

University of Idaho
Park Studies Unit

Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

John Day Fossil Beds National Monument

Visitor Study

Fall 2004

Yen Le
Michael A. Schuett
Steven J. Hollenhorst

Visitor Services Project
Report 162

April 2005

Yen Le is a research assistant for the VSP, Dr. Michael Schuett is an Associate Professor and Extension Specialist of the Recreation, Park and Tourism Department, Texas A&M University, and Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Sandra De Urioste and the staff of 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. This visitor study was partially funded by Fee Demonstration Funding.

Visitor Services Project

John Day Fossil Beds National Monument

Report Summary

- This report describes the results of a visitor study at John Day Fossil Beds National Monument (NM) during August 29-September 4, 2004. A total of 396 questionnaires were distributed to visitor groups. Visitor groups returned 310 questionnaires for a 78% response rate.

- This report profiles John Day Fossil Beds NM visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.

- Sixty-four percent of visitor groups had two people and 20% were groups of three or four. Sixty-seven percent of the visitor groups were family groups. Most visitors (99%) were not with a guided tour group. Fifty-one percent of visitors were male and 49% were female. Sixty-nine percent of visitors were aged 36-70 years and 12% were children aged 15 years or younger. Most visitor groups (76%) reported that this was the first visit to John Day Fossil Beds NM in their lifetime.

- International visitors from England (18%), Canada (15%), Holland (15%), and seven other countries comprised 6% of the total number of visitors to the park. United States visitors were from Oregon (61%), Washington (14%), California (7%), and 24 other states.

- Prior to this visit, visitor groups most often obtained information about John Day Fossil Beds NM through maps/brochures (46%), friends/relatives/word of mouth (35%), and highway signs (33%).

- Thirty percent of visitor groups' primary reason for visiting this part of eastern Oregon was to visit John Day Fossil Beds NM. Viewing scenery (41%), seeing fossils (21%), and visiting Thomas Condon Paleontology Center (14%) were the most common reasons for visiting John Day Fossil Beds NM.

- On this visit, the most common activities that visitor groups participated in were viewing scenery (90%), taking photographs (66%), and visiting Thomas Condon Paleontology Center (61%). Thomas Condon Paleontology Center (63%) and Painted Hills Overlook (54%) were the most visited sites by visitor groups.

- The average visitor group expenditure during this visit to John Day Fossil Beds NM was $108. The median visitor group expenditure (50% of group spent more, 50% spent less) was $58. The average per capita expenditure was $50.

- In regard to use, importance, and quality of park services and facilities, it is important to note the number of visitor groups that responded to each question. The most used visitor services and facilities by the 269 respondents included highway directional signs (87%), visitor center exhibits (60%), and brochure/map (51%). The visitor services and facilities that received the highest combined "extremely important" and "very important" ratings included Thomas Condon Center exhibits (90%, N=152), trail exhibits (82%, N=100), and assistance from park staff (80%, N=93). Assistance from park staff (94%, N=87), Thomas Condon Center exhibits (92%, N=140), and trail exhibits (85%, N= 92), were the services that received the highest combined "good" and "very good" quality ratings.

- Most visitor groups (93%) rated the overall quality of visitor services at John Day Fossil Beds NM as "very good" or "good." Two percent of visitor groups rated the overall quality of visitor services as "very poor" or "poor."

For more information about the Visitor Services Project, please visit the University of Idaho VSP Park Studies Unit website: www.psu.uidaho.edu

TABLE OF CONTENTS

Page

INTRODUCTION 1

METHODS 2

RESULTS 5

- Visitor groups contacted 5
- Demographics 5
- Visitor awareness of park management 12
- Sources of information 13
- Primary reason for visiting this part of eastern Oregon 15
- Primary reason for visiting John Day Fossil Beds NM 15
- Gateway communities: traveled through and services used 17
- Places where visitor groups started their trip and planned destinations after visiting John Day Fossil Beds NM 17
- Forms of transportation 26
- Adequacy of directional road signs 26
- Length of visit 28
- Number of vehicles 28
- Activities 29
- Units and sites visited 30
- Sites visited first 30
- Overnight accommodations 33
- Visitor services and facilities: use 35
- Visitor services and facilities: importance and quality 36
- Importance of selected features/qualities 51
- Total expenditures 53
- Expenditures inside park 56
- Expenditures outside park 58
- Visitor expectations 64
- Safety concerns 67
- Preferred learning methods about park on a future visit 68
- Preferred subjects to learn on a future visit 71
- Overall quality of visitor services 73
- What visitors liked most 74
- What visitors liked least 76
- Visitor opinions about national significance of park 77
- Additional comments 78

ADDITIONAL ANALYSIS 81

QUESTIONNAIRE 83

VISITOR SERVICES PROJECT PUBLICATIONS 85

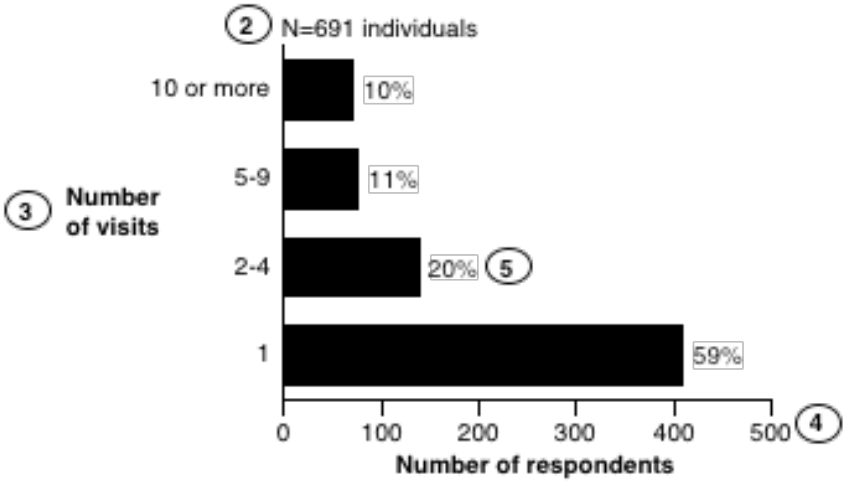
INTRODUCTION

This report describes the results of a visitor study at John Day Fossil Beds National Monument (NM). This visitor study was conducted from August 29-September 4, 2004 by the National Park Service (NPS) Visitor Services Project (VSP), a part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The ***Methods*** section discusses the procedures and limitations of the study. The ***Results*** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An ***Additional Analysis*** section is included to help managers request additional analyses. The final section includes a copy of the ***Questionnaire.*** The separate appendix includes comment summaries and visitors' unedited comments.

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

SAMPLE ONLY



1 **Figure 4: Number of visits**

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. Interpret data with an "N" of less than 30 with **CAUTION!** as the results may be unreliable.

3: Vertical information describes response categories.

4: Horizontal information shows the number of respondents or proportions of respondents in each response category.

5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2000). The John Day Fossil Beds NM questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks; others were customized for John Day Fossil Beds NM. Many questions asked visitors to choose answers from a list that was provided, often with an open-ended question, while others were completely open-ended.

Interviews were conducted, and 396 questionnaires were distributed to a sample of visitor groups who arrived at John Day Fossil Beds NM during the period from August 29-September 4, 2004. Table 1 presents the proportions of questionnaires distributed at each park unit. These locations were selected by park staff and the proportion of questionnaires distributed was based on park visitation statistics.

Table 1: Sampling plan
N=number of questionnaires distributed

Park unit	N	%
Sheep Rock	214	54
Painted Hills	115	29
Clarno	67	17
Total	396	100

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes was used to determine group size, group type, and the age of the group member (at least 16 years of age) who would complete the questionnaire. These individuals were then asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups if needed. Visitor groups were given a questionnaire and asked to complete it after their visit and then return it by mail. The questionnaires were pre-addressed and stamped.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency distribution and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized.

Sampling size, missing data, and reporting items

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 305 visitor groups, Figure 4 presents data for 755 individuals. A note above each graph or table specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although John Day Fossil Beds NM visitors returned 310 questionnaires, Figure 1 shows data for only 305 respondents.

Questions answered incorrectly due to carelessness, misunderstood 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 that 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 soon after they visit the monument.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of August 29-September 4, 2004. The results 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. Whenever the sample size is less than 30, the word **"CAUTION!"** is included in the graph, figure, or table.

Special conditions

Weather conditions during the visitor study were varied throughout the survey period ranging from beautiful, warm and sunny days to extremely windy, cold and rainy days. These weather conditions may have affected park visitation between August 29th and September 4th. In addition, the Painted Hills Festival was being held in Mitchell on September 4th resulting in an increase in number of visitors to the Painted Hills Unit. Furthermore, the ranger who helped distribute questionnaires at Clarno Unit on September 1st had to leave the site to respond to an emergency request. Thus, the number of questionnaires distributed at Clarno Unit was lower than planned.

The exhibits in the Thomas Condon Paleontology Center, at the time of the survey, were temporary displays. The completion of new exhibits and fossil museum will be in the summer of 2005.

RESULTS

Visitor groups contacted

At John Day Fossil Beds NM, 412 visitor groups were contacted and 396 of these groups (96%) accepted questionnaires. Questionnaires were completed and returned by 310 visitor groups, resulting in a 78% response rate for this study.

Table 2 compares age and group size information collected from the total sample of visitors, who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 2: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Average	N	Average
Age of respondents	378	51.2	295	51.9
Group size	395	2.5	305	2.5

Demographics

Group size: Figure 1 shows visitor group sizes, which ranged from one person to 10 people. Sixty-four percent of visitor groups consisted of two people, while another 20% had three or four people.

Group type: Sixty-seven percent of visitor groups were made up of family members and 14% traveled with friends (see Figure 2). “Other” group types included partners. One percent of visitor groups visited John Day Fossil Beds NM with a tour group while 99% were not with a tour group (see Figure 3).

Visitor gender: Slightly over one-half of visitors (51%) were male and 49% were female, as shown in Figure 4.

Visitor age: Sixty-nine percent of visitors were aged 36-70 years and 12% were children under 15 years old (see Figure 5).

Number of times visiting John Day Fossils Bed NM: Most visitors (76%) visited the park for the first time, while 11% visited twice and 8% visited 4 or more times in their lifetime (see Figure 6).

Visitors with disabilities/impairments: As shown in Figure 7, most visitor groups (93%) did not have any members with disabilities/impairments that affected their

visit to John Day Fossil Beds NM. However, 7% of visitor groups had members with disabilities/impairments. Visitor groups who had members with disabilities/impairments were then asked to report the types of disabilities/impairments. Not enough visitor groups replied to this question to provide reliable data (see Figure 8). Figure 9 shows the proportions of visitor groups who encountered access/service problem because of the disabilities/impairments on this visit to John Day Fossil Beds NM area. The problems included no benches along the trail to rest, unable to read trail information signs because they were too low or the print was too small, and unable to walk on steep gravel paths.

International visitors: Six percent of visitor groups were international (see Table 3). Eighteen percent of international visitors were from England, 15% were from Canada, another 15% were from Holland, and smaller proportions came from seven other countries.

U.S. visitors: The largest proportions of United States visitors were from Oregon (61%), Washington (14%), California (7%), as shown in Map 1 and Table 4. Smaller proportions of U.S. visitors came from 24 other states.

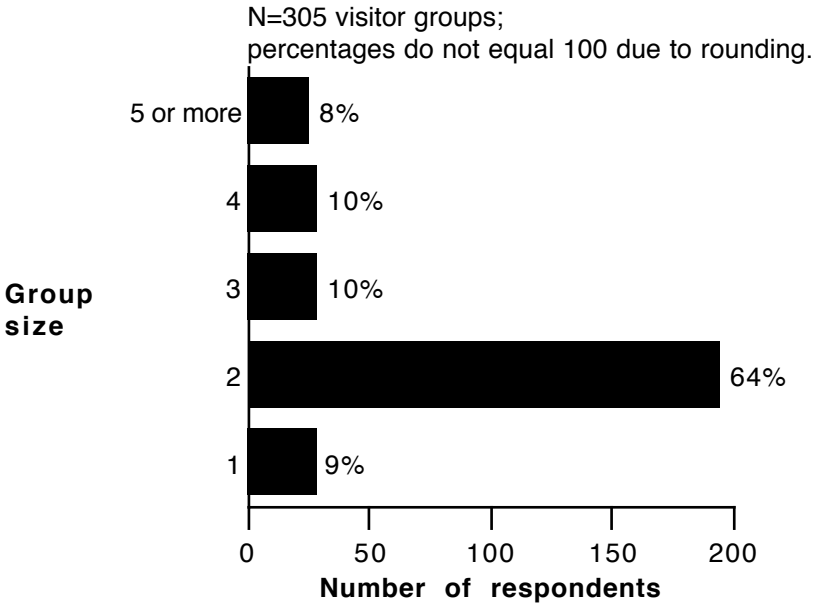


Figure 1: Visitor group size

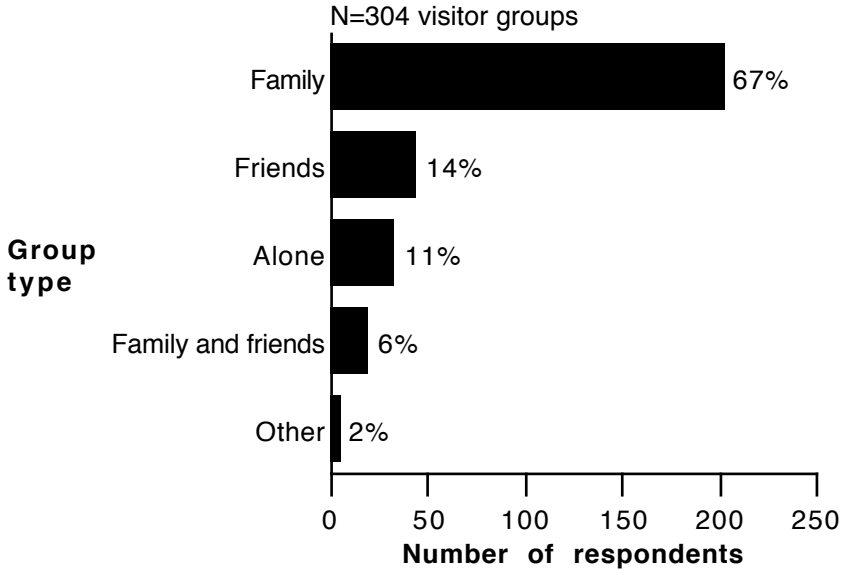


Figure 2: Visitor group type

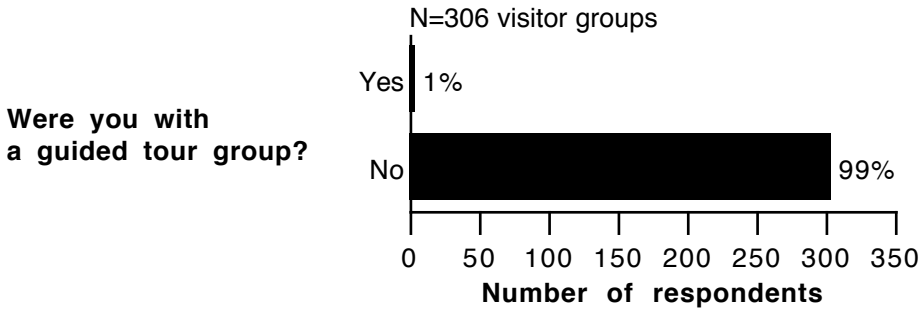


Figure 3: Visitors traveling with a guided tour group

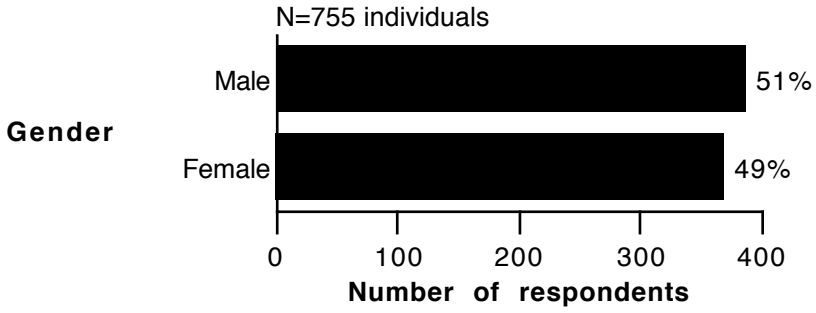


Figure 4: Visitor gender

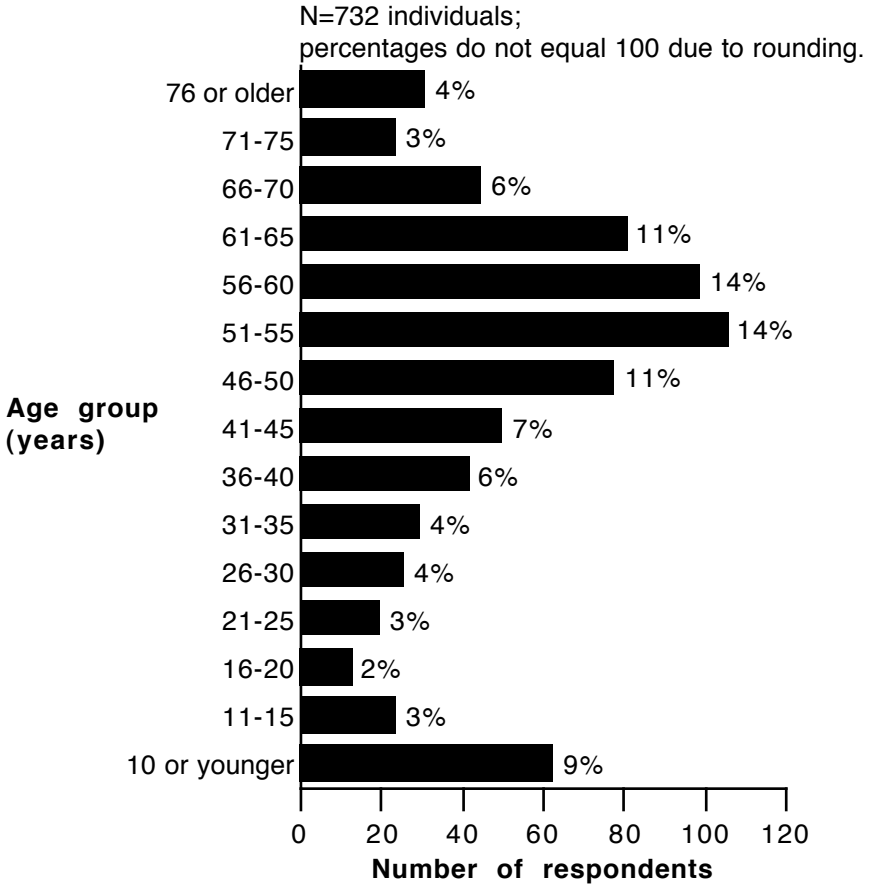


Figure 5: Visitor ages

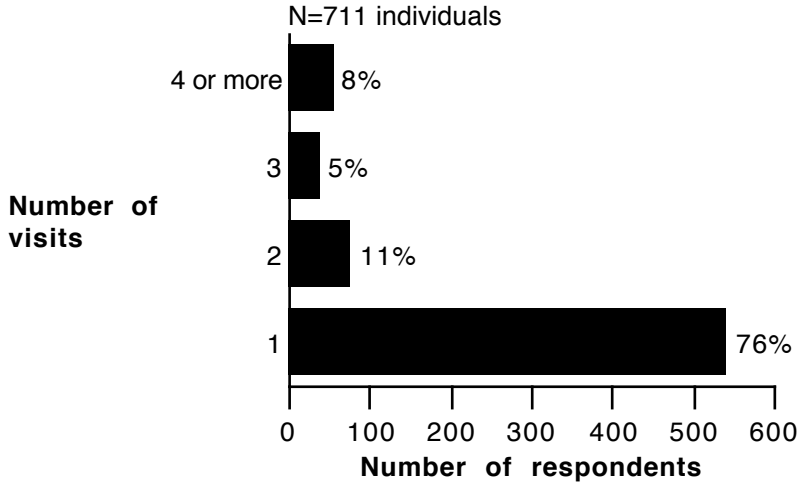


Figure 6: Number of lifetime visits (including this visit)

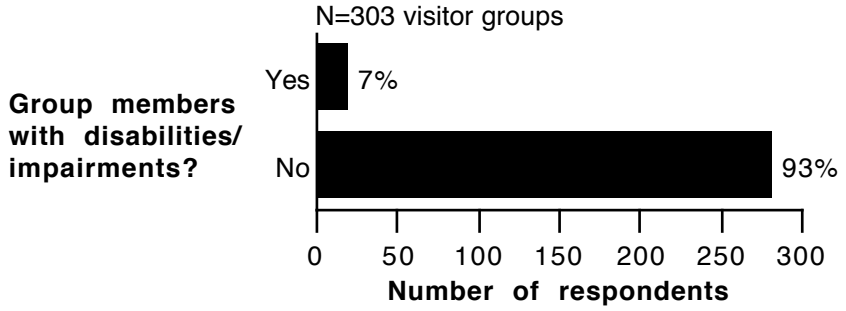


Figure 7: Visitor groups with disabilities/impairments that limited ability to visit John Day Fossil Beds NM

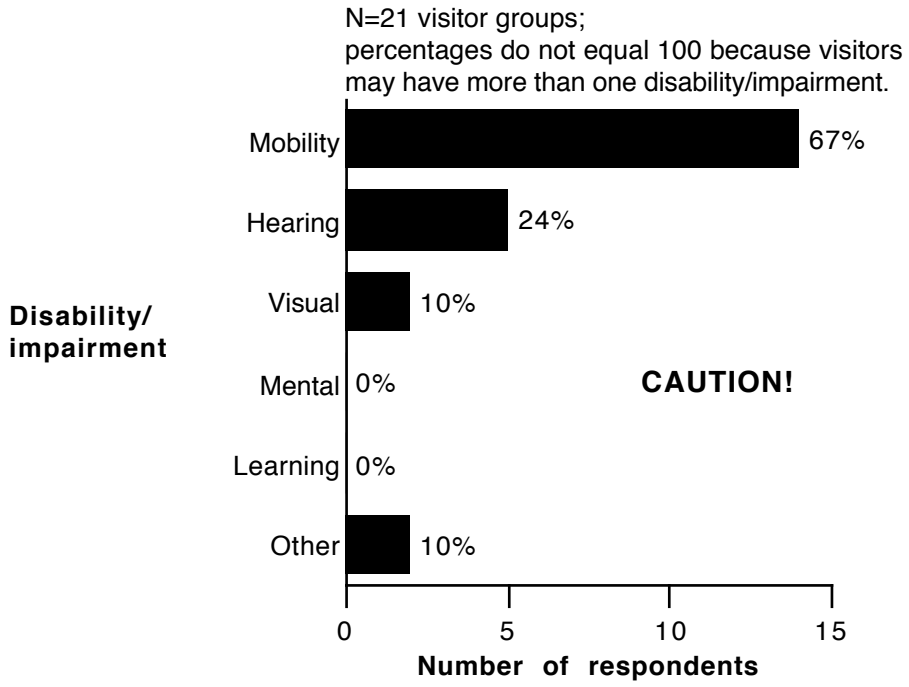


Figure 8: Types of visitor disabilities/impairments

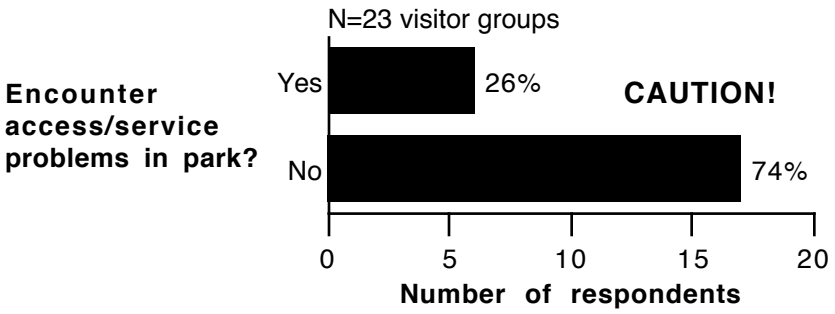
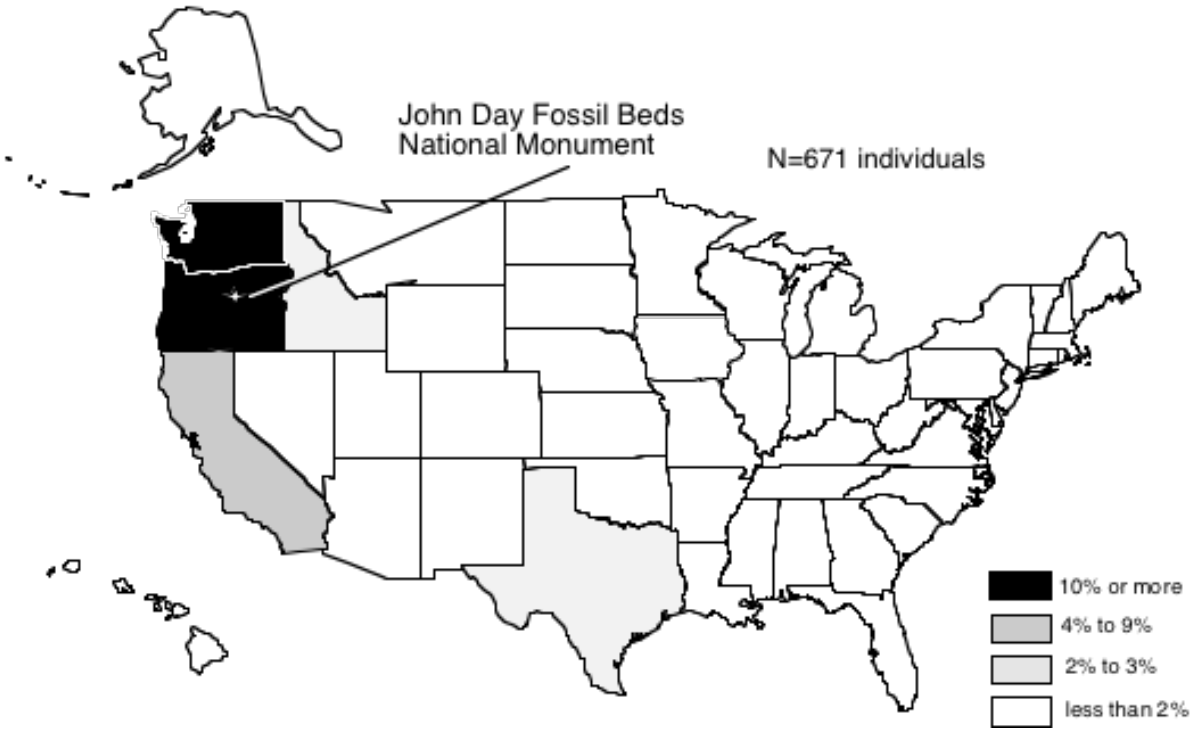


Figure 9: Visitors who encounter access/service problems in park

Table 3: International visitors by country of residence

percentages may not equal 100 due to rounding.

Country	Number of individuals	Percent of international visitors N=40 individuals	Percent of total visitors N=711 individuals
England	7	18	1
Canada	6	15	1
Holland	6	15	1
Germany	5	13	1
Israel	4	10	1
Italy	3	8	1
Switzerland	3	8	1
Australia	2	5	<1
Denmark	2	5	<1
Japan	2	5	<1



Map 1: Proportion of United States visitors by state of residence

Table 4: United States visitors by state of residence

percentages may not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=671 individuals	Percent of total visitors N=711 individuals
Oregon	409	61	58
Washington	91	14	13
California	45	7	6
Idaho	22	3	3
Texas	11	2	2
Florida	10	1	1
Missouri	9	1	1
Massachusetts	7	1	1
Alaska	6	1	1
Nevada	6	1	1
Tennessee	6	1	1
Wisconsin	6	1	1
North Carolina	5	1	1
New York	5	1	1
Ohio	5	1	1
Illinois	4	1	1
11 other states	24	4	3

Visitor awareness of park management

Visitor groups were asked, "Prior to this visit, were you aware that John Day Fossil Beds National Monument is managed by the National Park Service?" As shown in Figure 10, one-half of visitor groups (50%) were aware that John Day Fossil Beds NM is managed by National Park Service. However, 39% were not aware and 11% were "not sure."

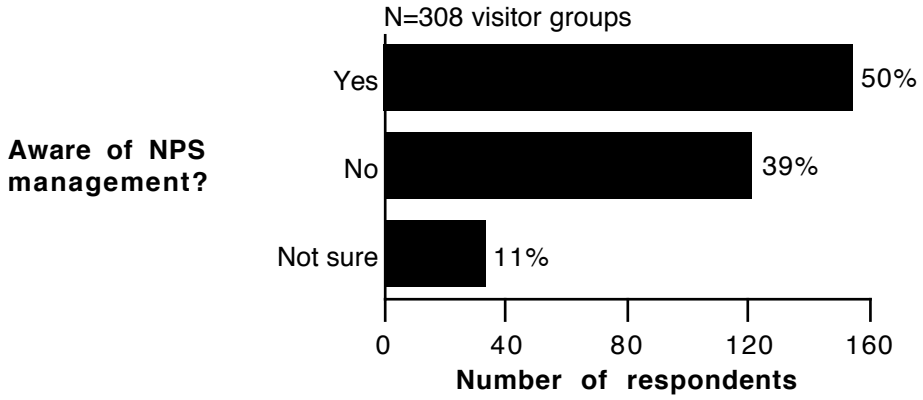


Figure 10: Visitor awareness of park management

Sources of information

Most visitor groups (86%) obtained information about John Day Fossil Beds NM prior to their visit to the monument, while 14% did not receive any information (see Figure 11). The most common sources of information used by visitor groups included maps/brochures (46%), friends/relatives/word of mouth (35%), and highway directional signs (33%), as shown in Figure 12. “Other” sources of information included AAA travel book, National Park Passport Book, sporting magazine, school class, a restaurant in Spray, passing through area, and from a Greek person in Germany.

Visitor groups who obtained information about John Day Fossil Beds NM prior to this visit were then asked whether they received the needed information. Most visitor groups (91%) reported that they received information they needed (see Figure 13). However, 5% of visitor groups reported that they did not receive the information they needed and 4% were “not sure.”

The information that visitor groups needed but were unable to obtain included visitor center operating hours, campsites in the area, entrance fee, places that visitors were allowed to dig for fossils, park sites (did not know that park has three sites), and comprehensive park map with mileage.

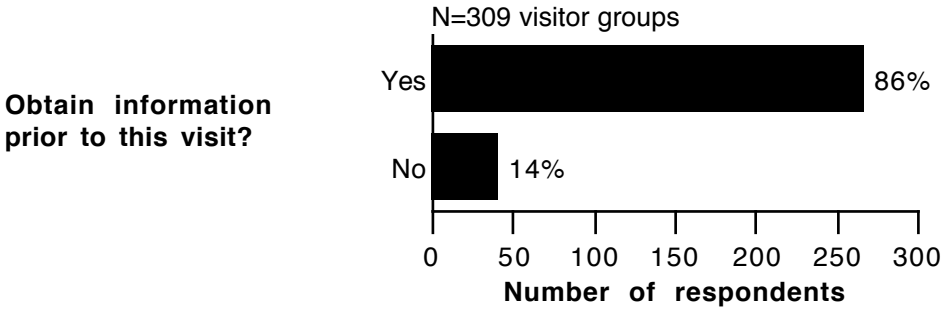


Figure 11: Visitors who obtained information about John Day Fossil Beds NM prior to this visit

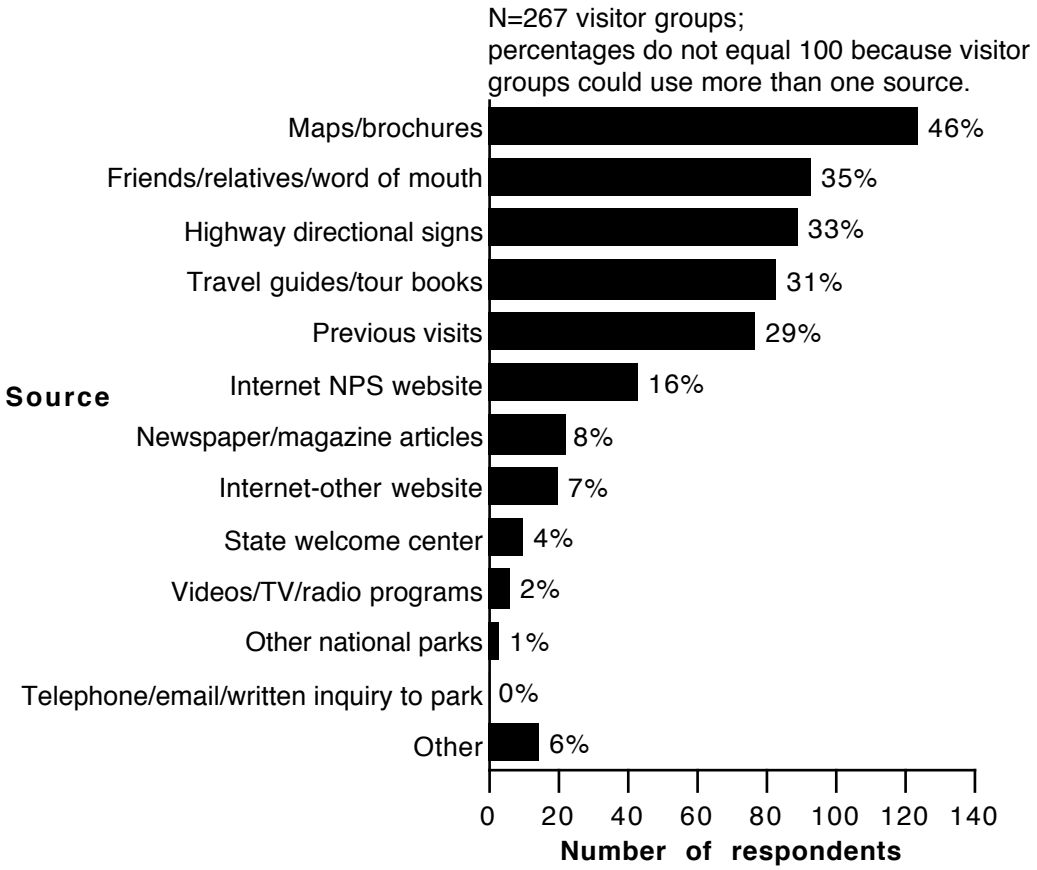


Figure 12: Sources of information used by visitor groups prior to this visit

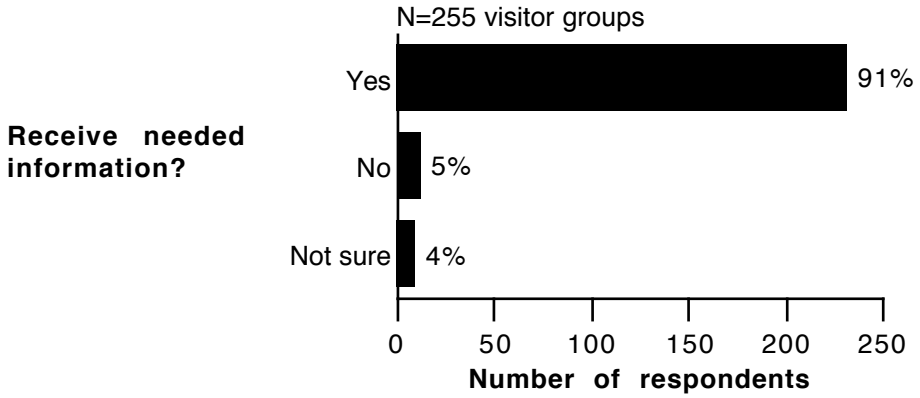


Figure 13: Visitor groups who received needed information prior to this visit

Primary reason for visiting this part of eastern Oregon
Primary reason for visiting John Day Fossil Beds NM

Thirty percent of visitor groups reported that visiting John Day Fossil Beds NM was their primary reason to visit this part of eastern Oregon (see Figure 14). Other primary reasons for visiting the area included traveling through (26%) and recreation (19%). One percent of visitor groups came to this part of eastern Oregon on a business trip. “Other” reasons for visiting this part of eastern Oregon included seeing the Painted Hills, thesis research, horseback riding, rafting trip, on the way to Yellowstone National Park, scenic driving through Oregon, family research, showing the area to relatives from out of state, visiting the area to plan for future trips, visiting Lewis and Clark Interpretive Center, attending a religious convention, picking fruits at Kimberly, and seeing a new area.

Viewing scenery was the primary reason that 41% of visitor groups visited John Day Fossil Beds NM (see Figure 15). Twenty-one percent of visitor groups came to John Day Fossil Beds NM to see fossils and 14% visited Thomas Condon Paleontology Center. No visitor group reported that participating in a ranger program/talk was their primary reason for visiting John Day Fossils Bed NM. “Other” reasons for visiting John Day Fossil Beds NM included scouting for future visits, collecting fossils, rest stop, get a stamp in National Park Passport Book, attending OMSI Camp (Oregon Museum of Science and Industry – family paleontology weekend), passing through, looking for rattle snakes and photography.

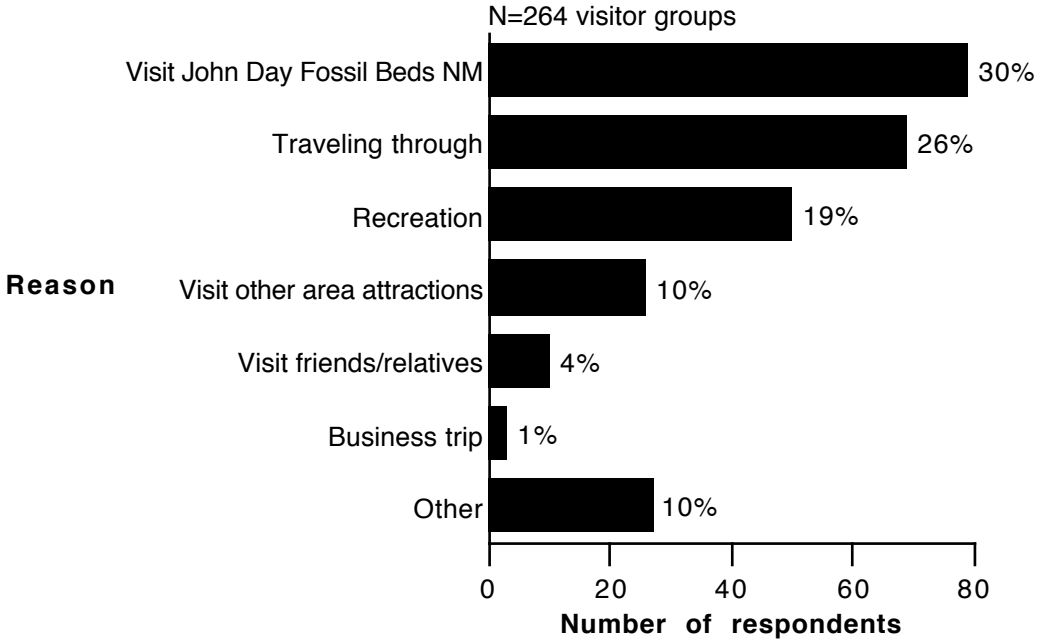


Figure 14: Primary reason for visiting this part of eastern Oregon

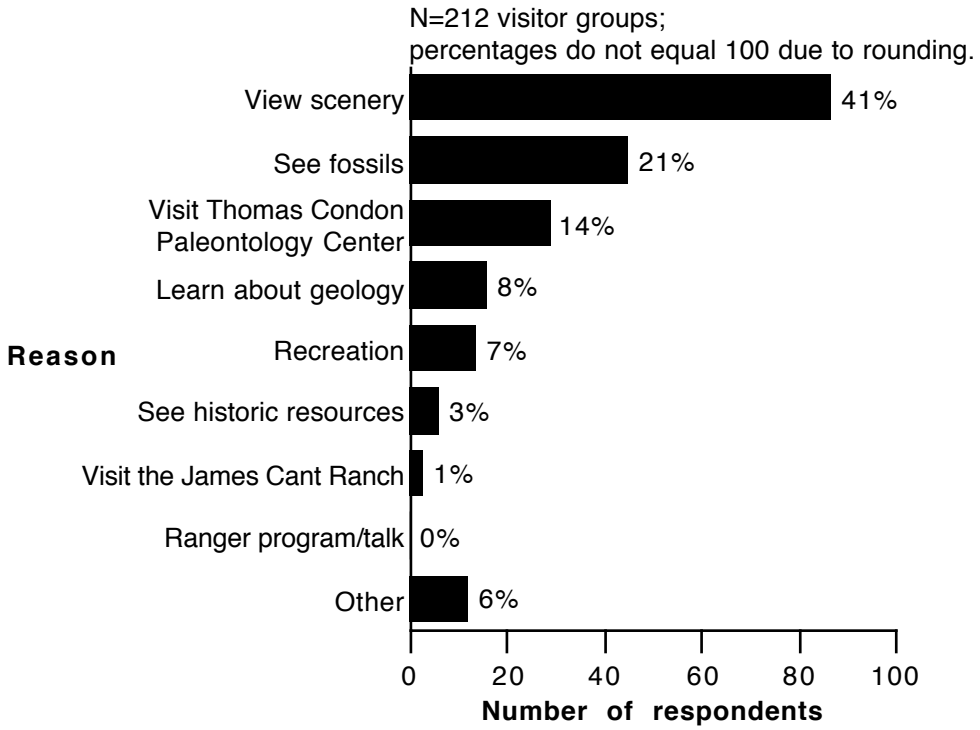


Figure 15: Primary reason for visiting John Day Fossil Beds NM

Gateway communities: traveled through and services used Places where visitor groups started their trip and planned destinations after visiting John Day Fossil Beds NM

Fifty-seven percent of visitor groups drove through Mitchell to get to John Day Fossil Beds NM, as shown in Figure 16. Fifty-two percent of groups drove through Dayville, 44% drove through John Day/Canyon City, and 43% drove through Mt. Vernon.

Visitor groups were then asked what services they used in these "gateway" communities. As shown in Figure 17, the most used services in the gateway communities included buying gasoline (60%) and eating a meal (56%). The least used services were staying overnight in RV park/campground (16%) and obtaining other travel/tourism information (16%). "Other" services included grocery stores/snack shops, postal service, pay phone, coffee/drinks/refreshments, picking fruits at Kimberly, restrooms, and museums in the area. Visitor groups were also asked what services they would use if they were available in the gateway communities. Not enough visitor groups responded to provide reliable data (see Figure 18).

Table 5 lists comments from 56 visitor groups about the services that they used in gateway communities. Table 6 and 7 list the places where visitor groups started their trip on the day they arrived and destinations on the night after their visit to John Day Fossil Beds NM.

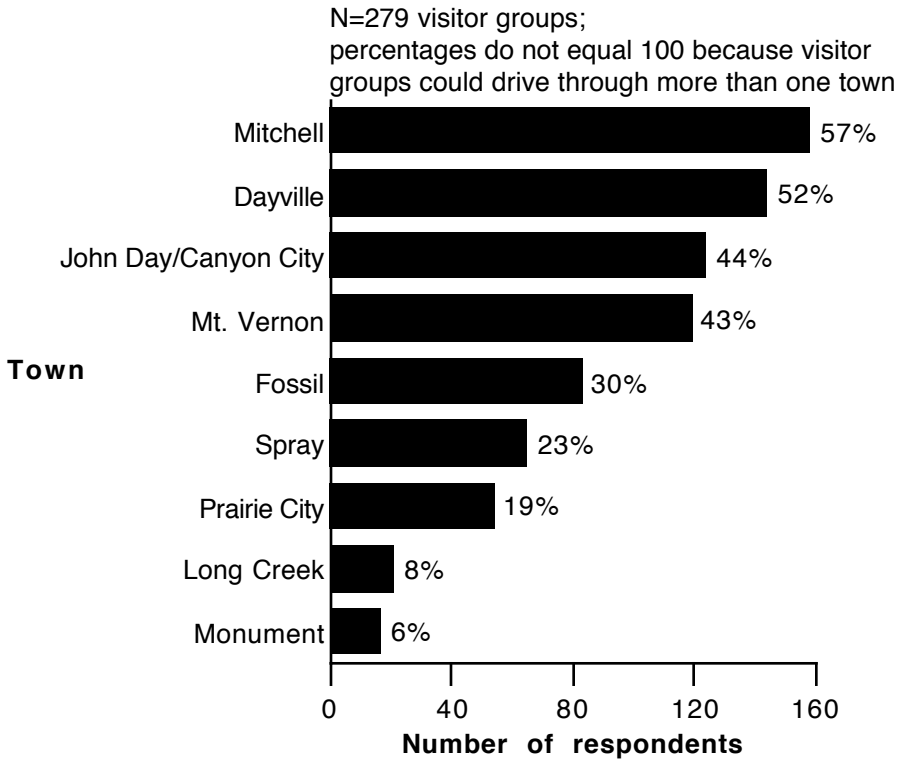


Figure 16: Oregon towns visitor groups drove through to get to John Day Fossil Beds NM

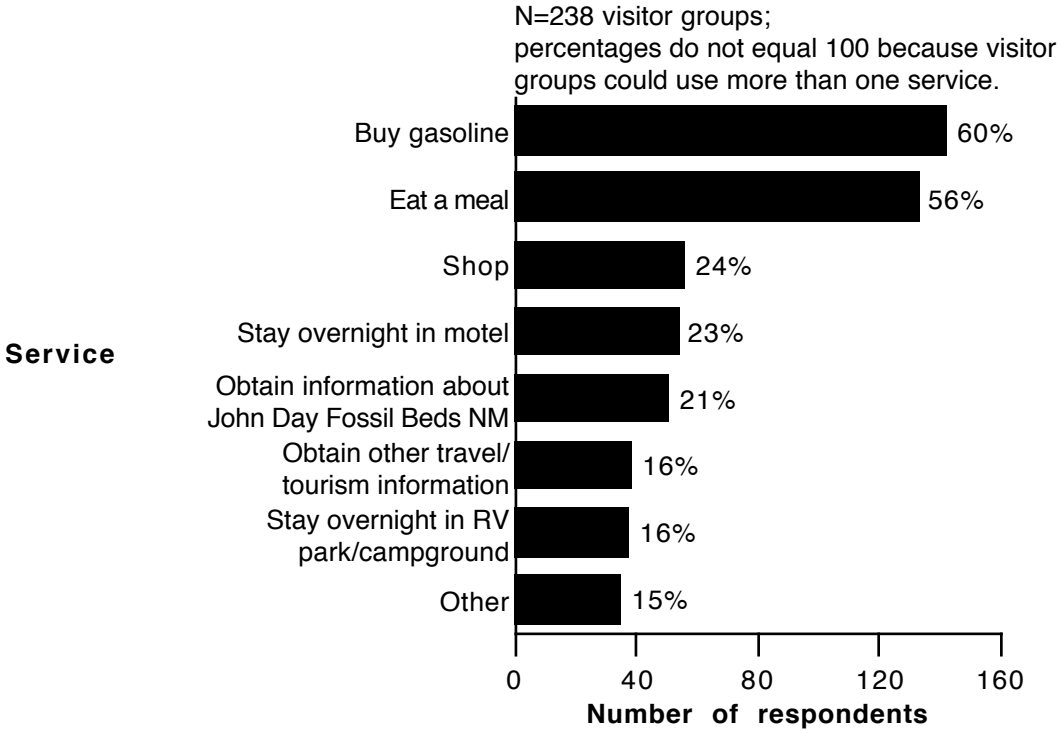


Figure 17: Services used in gateway communities

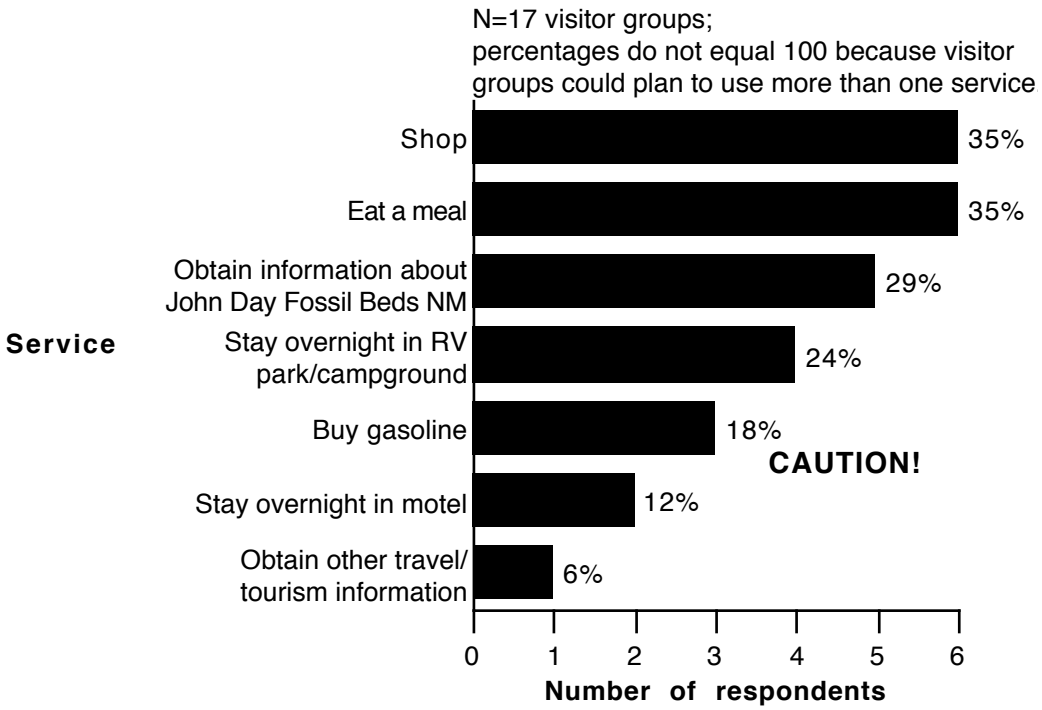


Figure 18: Services visitor groups would have used if available

Table 5: Visitor comments about services they used in gateway communities

N=63 comments;
some visitor groups had more than one comment.

Comment	Number of times mentioned
Accommodation services	
Nice and clean RV park	6
Bed and Breakfast in Fossil was excellent, will recommend to others	2
Fish House Inn in Dayville was very good	2
Dreamers Lodge was very friendly and clean	1
Best Western motel was friendly and clean	1
Too few motels and too far away	1
Chose to stay in Redmond because of quality and variety	1
Need to have more information about availability of lodging in the area	1
Add a dry camp area	1

Table 5: Visitor comments about services they used in gateway communities (continued)

Comment	Number of times mentioned
Food service	
Good food	6
Too few options	3
Very friendly restaurant employees	3
Good food at Silver Spur Restaurant	2
Lack of choice for vegetarian	2
Surprised with quality of coffee	2
Average quality of food	2
Local residents were really friendly and helpful	1
A bakery in the area would be nice	1
Gas	
Good, OK	2
Expensive	1
Closed too early in the evening	1
Add a gas station in Dayville or Mitchell	1
Shops	
Shops closed too early	2
Very friendly and helpful people in shops	1
Outstanding general store in Dayville/John Day	1
Telephone	
Could not find a pay phone	1
Too few payphones	1
Bad connection	1
Local residents were very nice and helpful to find a pay phone	1
Information services	
Park should put more information packages at hotels/motels	1
Liked the fossil displays/information	1
Other comments	
Everything was fine	3
Park was nice and clean	2
Local people were very friendly	2
Had no information prior to visit about availability of services	1
More restrooms on Highway 26	1
We loved the town	1

Table 6: Places visitor groups started their trips on the day they arrived at John Day Fossil Beds NM
N=297 places

Town/city and state	Number of times mentioned
Bend, OR	30
John Day, OR	30
Prineville, OR	24
Portland, OR	15
Redmond, OR	15
Fossil, OR	13
Baker City, OR	12
Boise, ID	7
Madras, OR	6
Burns, OR	5
Prairie City, OR	5
French Glen, OR	4
Mitchell, OR	4
Mount Vernon, OR	4
Pendleton, OR	4
Salem, OR	4
Spray, OR	4
Walla Walla, WA	4
Corvallis, OR	3
Dayville, OR	3
Maupin, OR	3
Ochoco National Forest, OR	3
Ontario, OR	3
Sisters, OR	3
Condon, OR	2
Crater Lake, OR	2
Culver, OR	2
Eugene, OR	2
Halfway, OR	2
Klamath Falls, OR	2
La Grande, OR	2
La Pine, OR	2
Long Creek, OR	2
Metolius, OR	2
Nampa, ID	2
Richland, WA	2
Shaniko, OR	2
Spokane, WA	2
Sun River, OR	2

Table 6: Places visitor groups started their trips on the day they arrived at John Day Fossil Beds NM (continued)

Town/city and state	Number of times mentioned
Sweet Home, OR	2
Tygh Valley, OR	2
Unity, OR	2
Vale, OR	2
Anson Wright State Park, OR	1
Arlington, OR	1
Baytown, TX	1
Black Butte Ranch, OR	1
Boardman, OR	1
Brownsville, OR	1
Bryan, TX	1
Canyon City, OR	1
Chiloquin, OR	1
Clarkston, WA	1
Cougar, WA	1
Creswell, OR	1
Crooked River Ranch, OR	1
Emmett, ID	1
Gold Beach, OR	1
Granite, OR	1
Gresham, OR	1
Hells Canyon, OR	1
Hermiston, OR	1
Hillsboro, OR	1
Hood River, OR	1
Huntington, OR	1
Imnaha, OR	1
Junction, OR	1
Kimberly, OR	1
Lebanon, OR	1
Longview, WA	1
Medford, OR	1
Meridian, ID	1
Monmouth, OR	1
Monument, OR	1
Mount Angel, OR	1
Myrtle Point, OR	1
Oakridge, OR	1
Olympia, WA	1

Table 6: Places visitor groups started their trips on the day they arrived at John Day Fossil Beds NM (continued)

Town/city and state	Number of times mentioned
Oregon City, OR	1
Oxbow, OR	1
Preston, WA	1
Ruckee, CA	1
Saratoga, CA	1
Scio, OR	1
Seneco, OR	1
Shawiles, OR	1
Shelton Wayside Campground, OR	1
Springfield, OR	1
Sutton Mountain, OR	1
Terrebonne, OR	1
Tigard, OR	1
Umpqua, OR	1
Wilder, OR	1
Yakima, WA	1

Table 7: Places visitor groups planned to stay on the night after visiting John Day Fossil Beds NM

N= 289 places

Town/city and state	Number of times mentioned
Did not have a planned destination	6
John Day, OR	36
Bend, OR	21
Prineville, OR	18
Baker City, OR	17
Portland, OR	16
Redmond, OR	16
Fossil, OR	8
Burns, OR	7
Mount Vernon, OR	7
Ochoco National Forest, OR	7
Boise, ID	6
Crater Lake, OR	5
Dayville, OR	5
Eugene, OR	5
Mitchell, OR	5

Table 7: Places visitor groups planned to stay on the night after visiting John Day Fossil Beds NM (continued)

Town/city and state	Number of times mentioned
Beaverton, OR	4
Walla Walla, WA	4
Kimberly, OR	3
La Pine, OR	3
Madras, OR	3
Pendleton, OR	3
Sisters, OR	3
Sumpter, OR	3
Clyde Holiday State Park, OR	2
Corvallis, OR	2
Goldendale, WA	2
Grass Valley, OR	2
Hood River, OR	2
Medford, OR	2
Roseburg, OR	2
Salem, OR	2
Spray, OR	2
Springfield, OR	2
Sunriver, OR	2
Terrebonne, OR	2
The Dalles, OR	2
Anson Wright State Park, OR	1
Austin, OR	1
Biggs, OR	1
Blue Mountains, OR	1
Boardman, OR	1
Canyon City, OR	1
Cascade Mountains, OR	1
Crane Hot Springs, OR	1
Crescent, OR	1
Crooked River Ranch, OR	1
Culver, OR	1
Dalles, OR	1
Drain, OR	1
Enterprise, OR	1
Eureka, CA	1
French Glen, OR	1
Glacier, WA	1
Gladstone, OR	1

Table 7: Places visitor groups planned to stay on the night after visiting John Day Fossil Beds NM (continued)

Town/city and state	Number of times mentioned
Halfway, OR	1
Hepner, OR	1
Hermiston, OR	1
Hillsboro, OR	1
Joseph, OR	1
La Grande, OR	1
Lincoln City, OR	1
Long Creek, OR	1
Lyle, WA	1
Malheur National Forest, OR	1
Marcola, OR	1
Mary Hill State Park, WA	1
Maupin, OR	1
Metolius, OR	1
Monument, OR	1
Moses Lake, WA	1
Mount Angel, OR	1
Newport, OR	1
Oakridge, OR	1
Olympia, WA	1
Ontario, OR	1
Paulina, OR	1
Philomath, OR	1
Prairie City, OR	1
Pullman, WA	1
Sanko, OR	1
Seneca, OR	1
Spokane, WA	1
Strawberry Mountains, OR	1
Umatilla, WA	1
Vancouver, WA	1
Washougal, WA	1
Wildcat Campground, OR	1
Woodinville, WA	1

Forms of transportation
Adequacy of directional road signs

Forms of transportation: Visitor groups were asked to report forms of transportation that they used to arrive at John Day Fossil Beds NM on this trip. The most common form of transportation was a private vehicle (80%), followed by RV (12%), as shown in Figure 19. No visitor groups used tour bus and less than 1% used bicycle. "Other" form of transportation included pickup with horse trailer.

Adequacy of directional road signs: Figures 20, 21, and 22 show visitor groups opinion about adequacy of directional road signs on interstates, state highways, and in communities. Most visitor groups reported that signs on state highways (91%), signs in communities (63%), and signs on interstates (51%) were adequate to direct them to John Day Fossil Beds NM. However, some visitor groups reported that signs on interstate (7%), signs in communities (6%), and signs on state highways (4%) were not adequate.

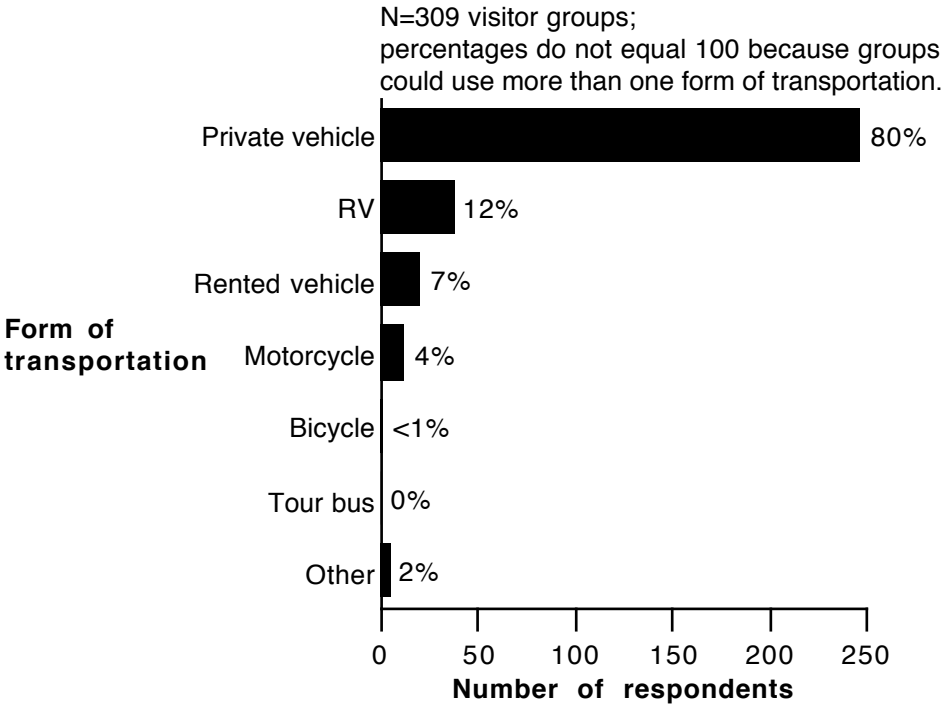


Figure 19: Forms of transportation

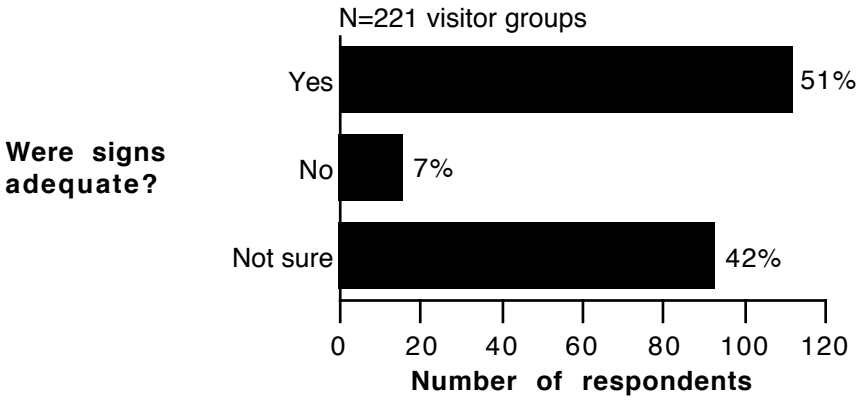


Figure 20: Adequacy of signs on interstates

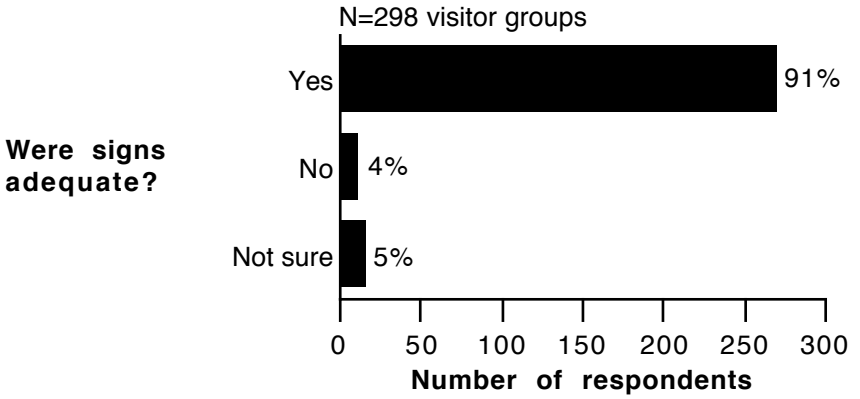


Figure 21: Adequacy of signs on state highways

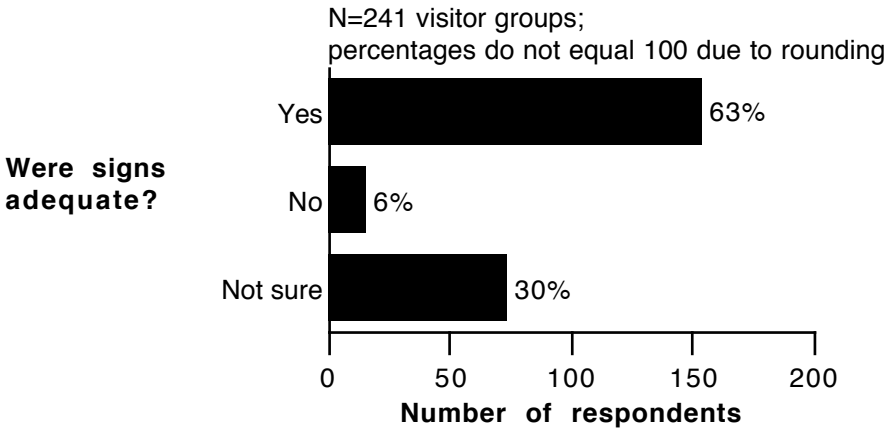


Figure 22: Adequacy of signs in communities

Length of visit
Number of vehicles

Length of visit: On the day they received the questionnaire, 38% of visitor groups spent one hour visiting John Day Fossil Beds NM and 26% spent two hours, as shown in Figure 23.

Number of vehicles used: On this visit, most visitor groups (94%) arrived at John Day Fossil Beds NM in one vehicle (see Figure 24). Five percent of visitor groups used two vehicles and 1% of visitor groups used three or more vehicles.

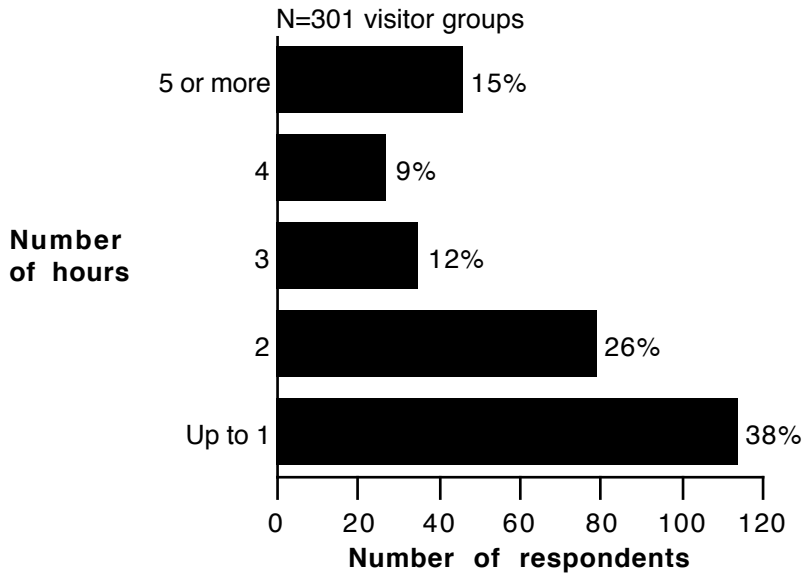


Figure 23: Number of hours spent visiting John Day Fossil Beds NM on the day receiving questionnaire

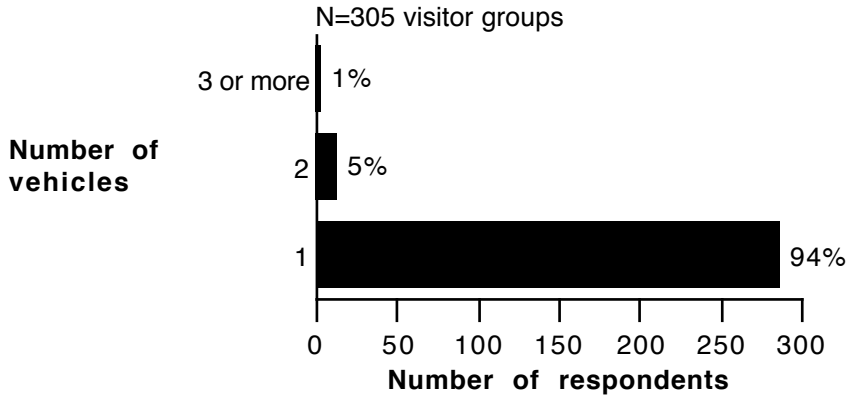


Figure 24: Number of vehicles used by visitor groups to arrive at monument

Activities

On this visit to John Day Fossils Beds NM, the most common activities that visitor groups participated in included viewing scenery (90%), taking photographs (66%), and visiting Thomas Condon Paleontology Center (61%), as shown in Figure 25. Attending ranger talk (10%) was the least common activity. "Other" activities included scenic driving, watching film/video at visitor center, fishing, digging for fossils in Fossil, feeling special, meditating, and picking up brochures for future visit.

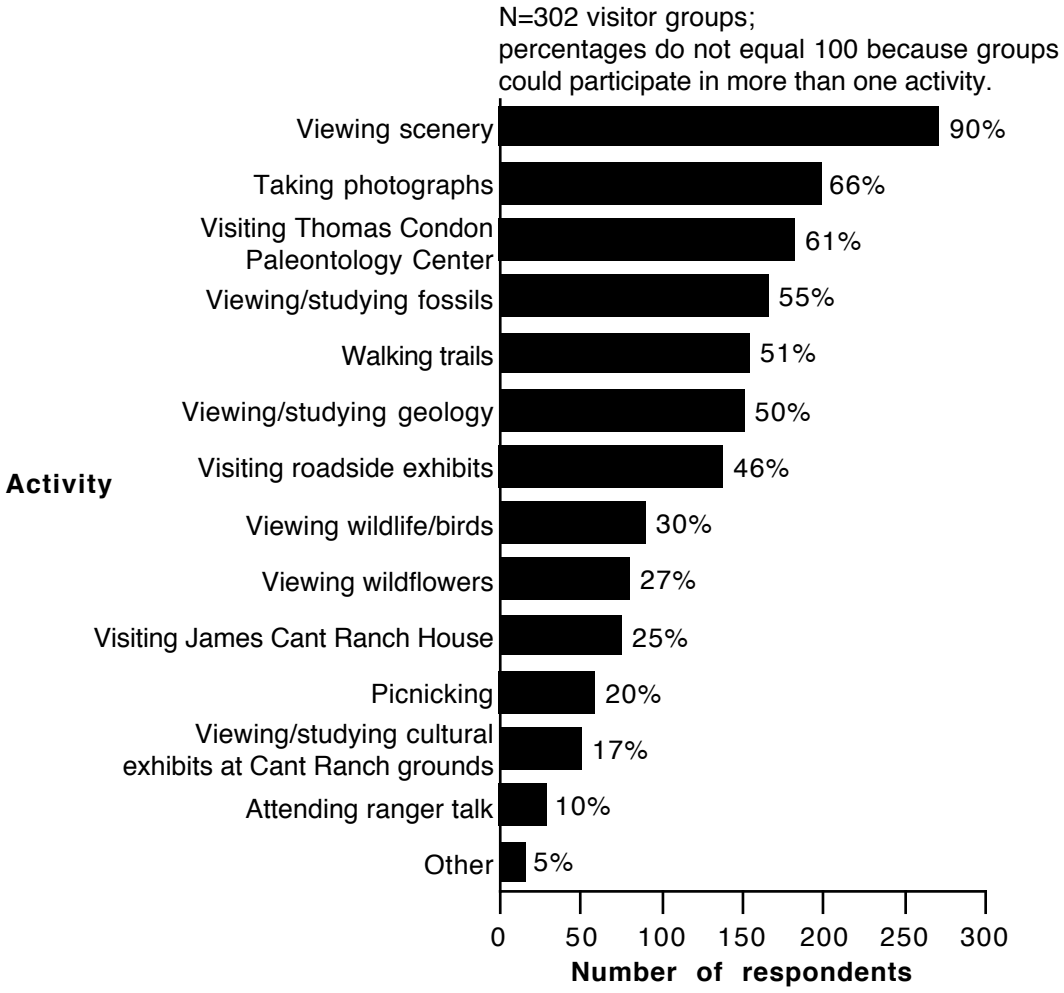


Figure 25: Visitor activities

Units and sites visited
Sites visited first

Units and sites visited: On this visit to John Day Fossil Beds NM, 68% of visitor groups visited Sheep Rock Unit, 56% visited Painted Hills Unit, and 26% visited Clarno Unit, as shown in Figure 26. Thomas Condon Paleontology Center (63%), Painted Hills Overlook (54%), and Painted Cove Trail (29%) were the most visited sites by visitor groups (see Figure 27).

Sites visited first: Thirty-five percent of visitor groups reported Thomas Condon Paleontology Center was the site they visited first on this visit (see Figure 28). Another 20% of visitor groups visited Painted Hills Overlook and 9% visited Clarno Unit trails first on this visit.

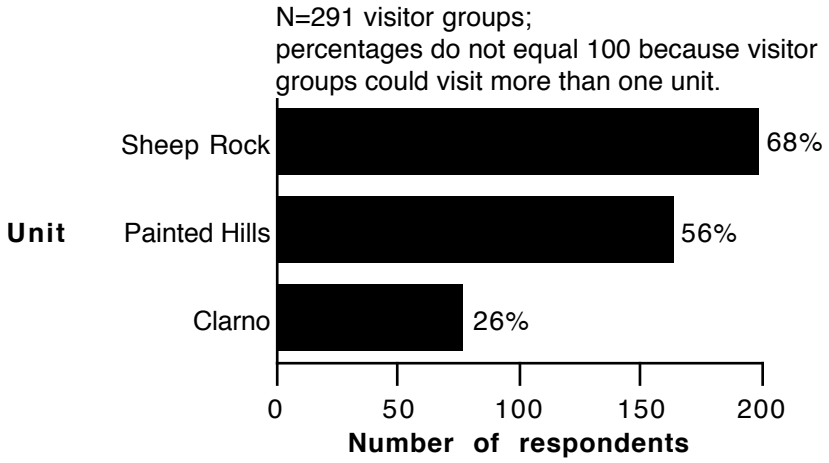


Figure 26: Units visited

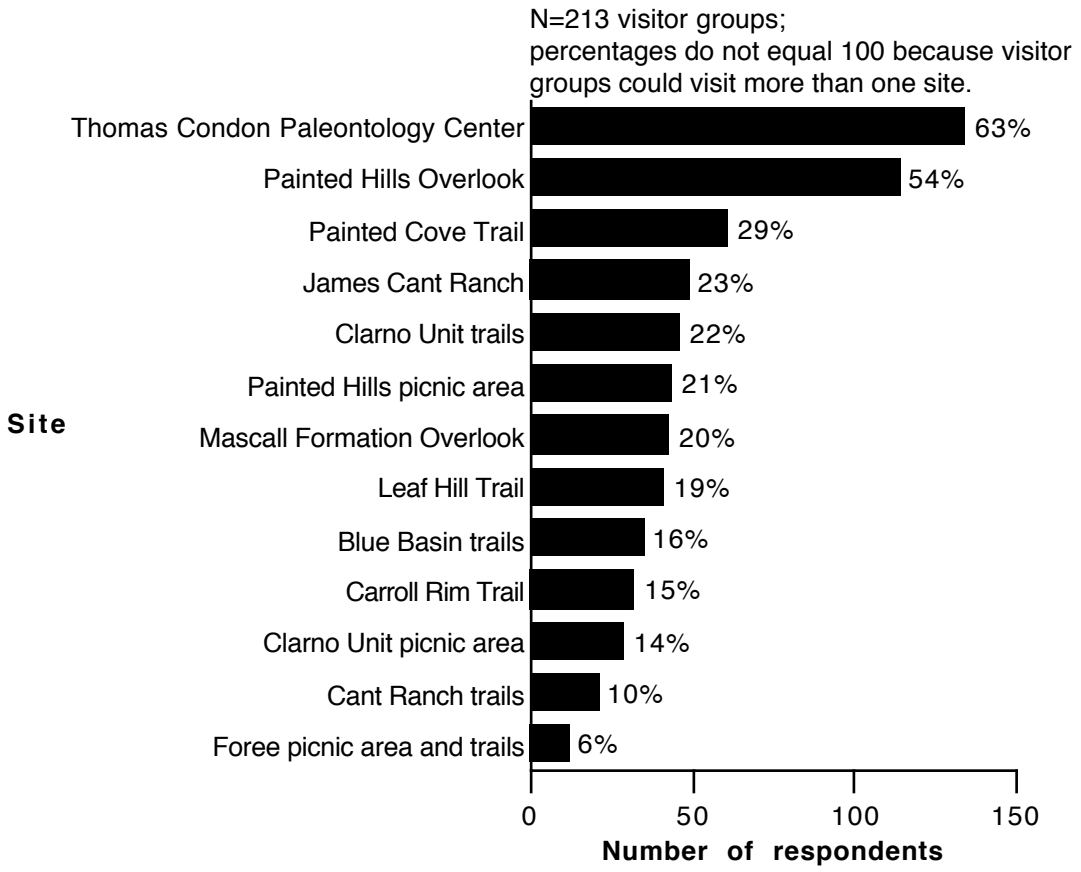


Figure 27: Sites visited

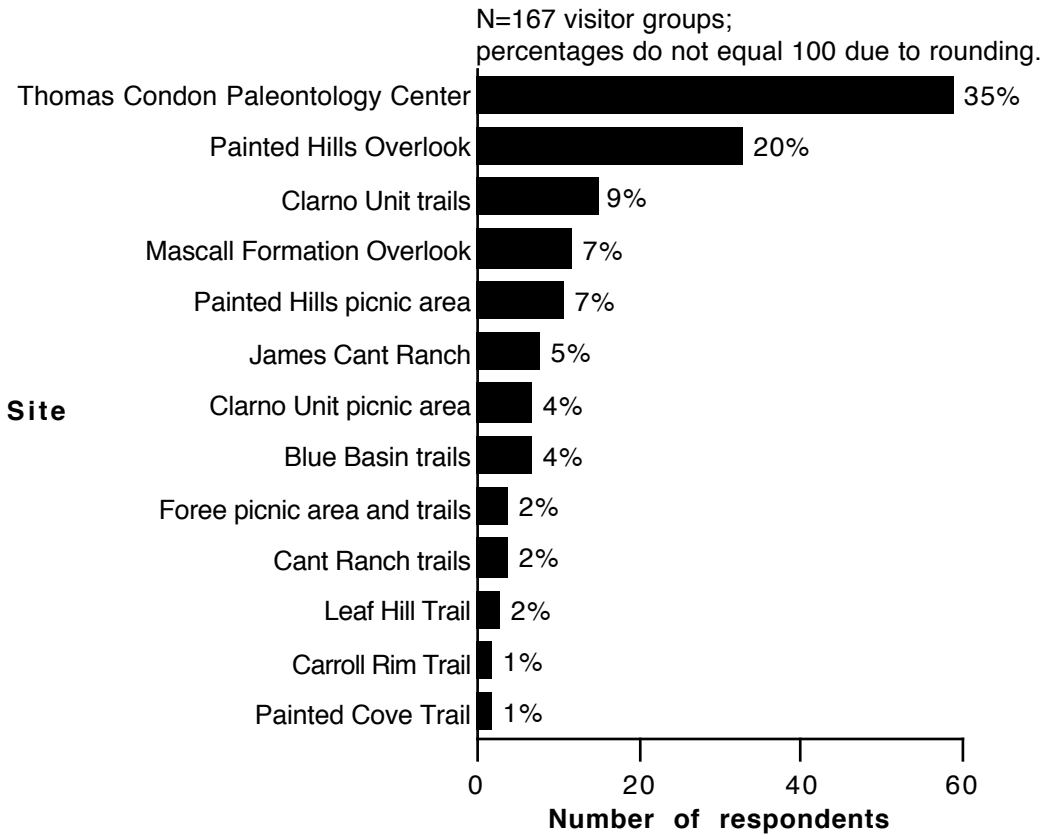


Figure 28: Sites visited first

Overnight accommodations

Visitor groups were asked a series of questions concerning their overnight accommodations in John Day Fossil Beds NM area (within 50 miles of any unit). First, visitor groups were asked if they stayed overnight away from home in the area. Over one-half (57%) of visitor groups stayed overnight away from home in the John Day Fossil Beds NM area, while 43% did not stay overnight (see Figure 29). Of those who stayed overnight away from home in the area, 53% stayed one night, 26% stayed two nights, and 12% stayed three nights (see Figure 30).

The most common type of lodging that visitor groups used was a lodge, hotel, motel, cabin, rented condo, or Bed and Breakfast (49%), followed by tent camping (28%), and RV/trailer camping (20%), as shown in Figure 31. “Other” types of lodging included a nearby ranch and sleeping in a van.

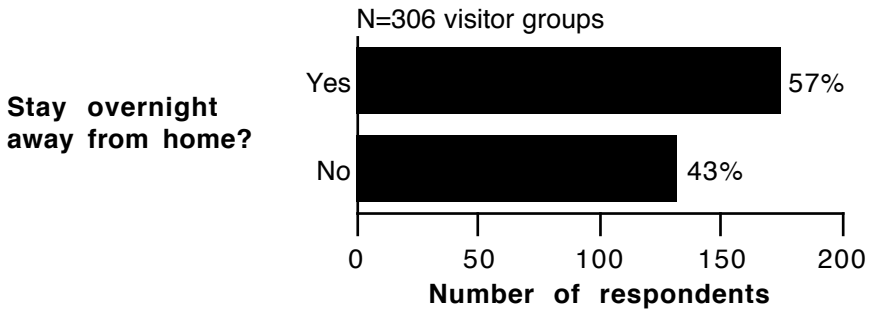


Figure 29: Visitor groups who stayed overnight away from home in the John Day Fossil Beds NM area (within 50 miles of any unit)

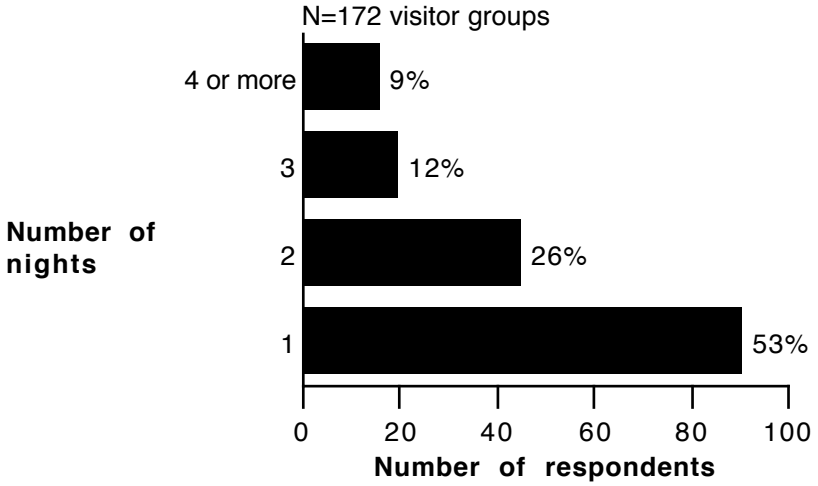


Figure 30: Number of nights stayed overnight in the area (within 50 miles of any unit)

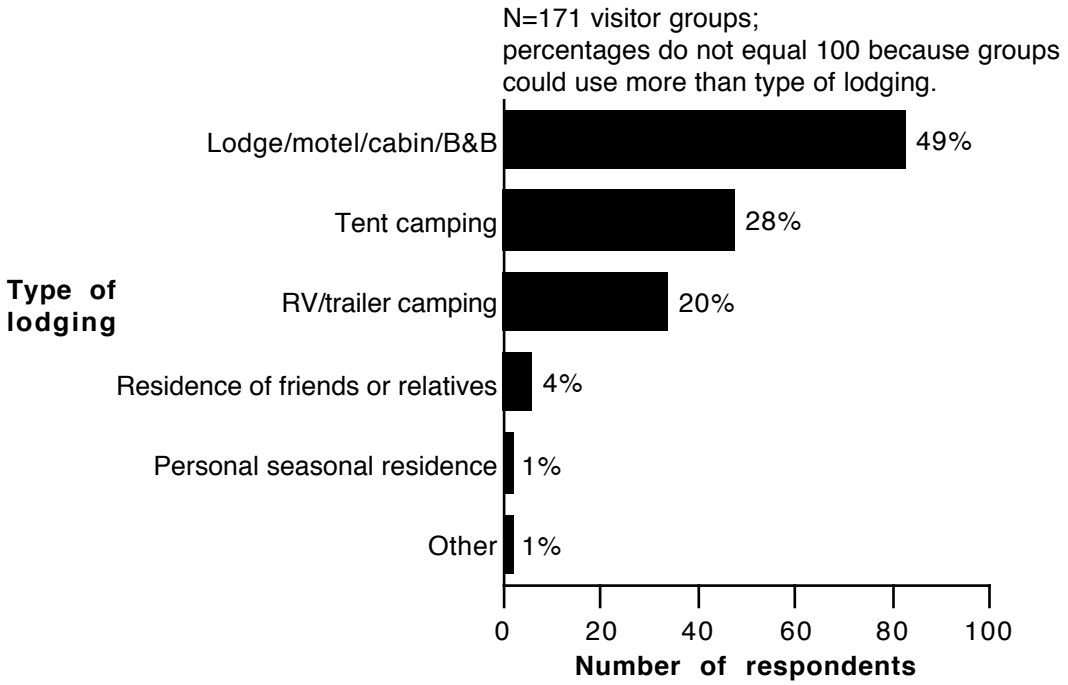


Figure 31: Type of lodging visitor groups used in the area (within 50 miles of any unit)

Visitor services and facilities: use

Visitors were asked to note the visitor services and facilities they used during this visit to John Day Fossil Beds NM. The most used services and facilities included the highway directional signs (87%), Thomas Condon Center exhibits (60%), and brochure/map (51%), as shown in Figure 32. The least used services were ranger talk/program (11%) and park website (10%).

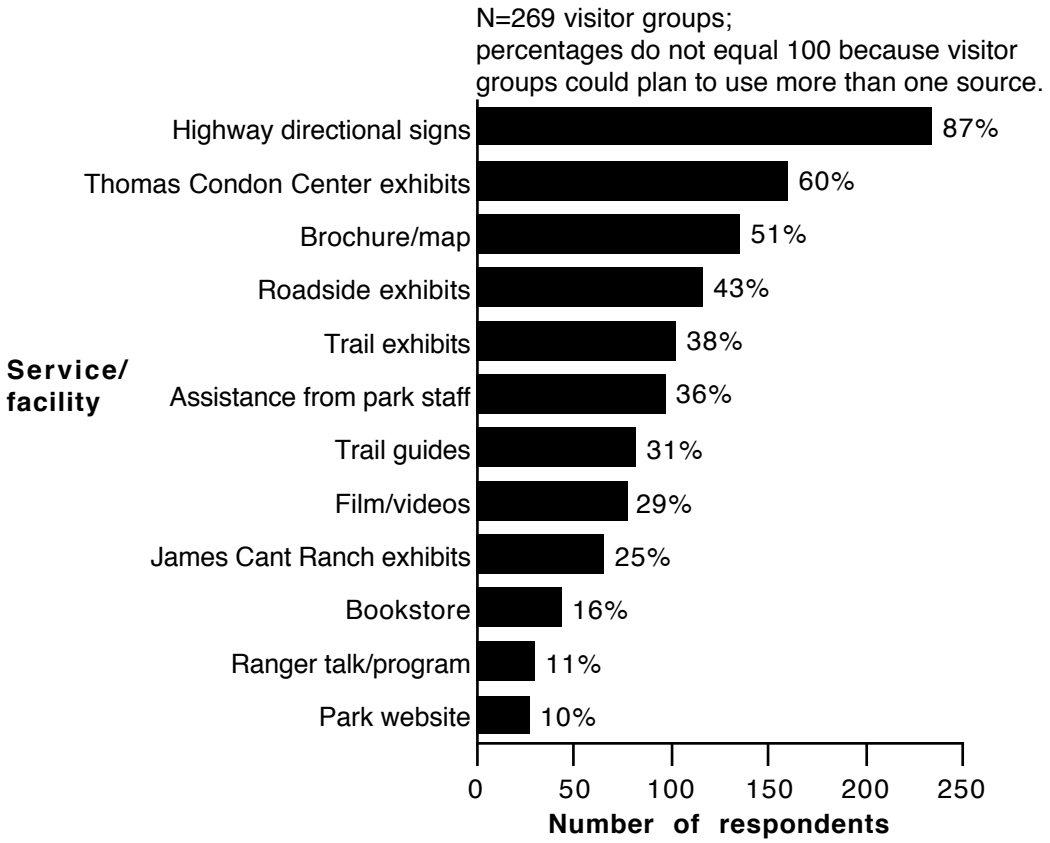


Figure 32: Visitor services and facilities used

Visitor services and facilities: importance and quality

Visitor groups rated the importance and quality of each of the visitor services and facilities they used. The following five-point scales were used in the questionnaire.

IMPORTANCE
5=Extremely important
4=Very important
3=Moderately important
2=Somewhat important
1=Not important

QUALITY
5=Very good
4=Good
3=Average
2=Poor
1=Very poor

The average importance and quality ratings for each visitor service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 33 and 34 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: ranger talk/program and park website were not rated by enough visitors to provide reliable data.

Figures 35-46 show the importance ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest combined proportions of “very important” and “extremely important” ratings included Thomas Condon Center exhibits (87%, N=152), trail exhibits (82%, N=100), and assistance from park staff (80%, N=93), as shown in Figure 47. The facility receiving the highest proportion of “not important” rating was the bookstore (10%).

Figures 48-59 show the quality ratings that were provided by visitor groups for each of the services/facilities. The services/facilities receiving the highest proportions of “very good” and “good” ratings included assistance from park staff (94%, N=87), Thomas Condon Center exhibits (92%, N=140), and trail exhibits (85%, N= 92), as shown in Figure 60. The service receiving the highest “very poor” rating by visitor groups was trail guides (4%).

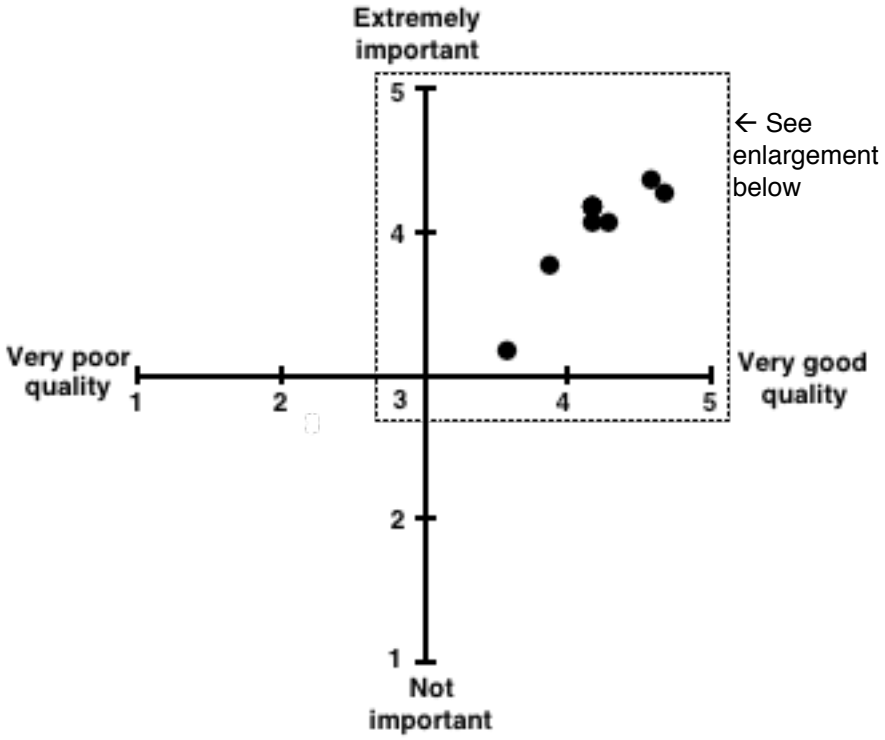


Figure 33: Average importance and quality ratings for visitor services and facilities

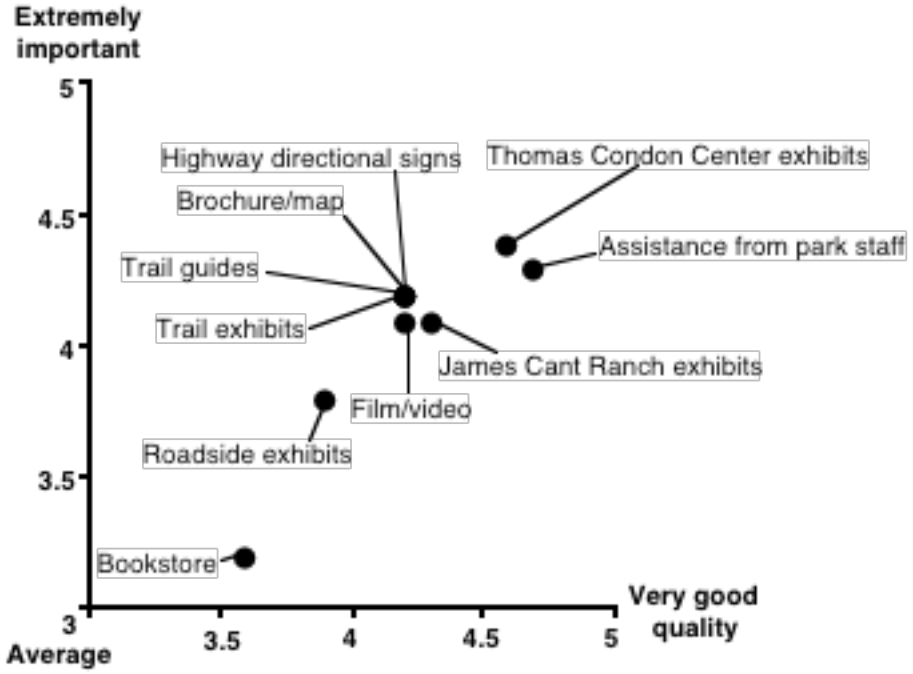


Figure 34: Detail of Figure 33

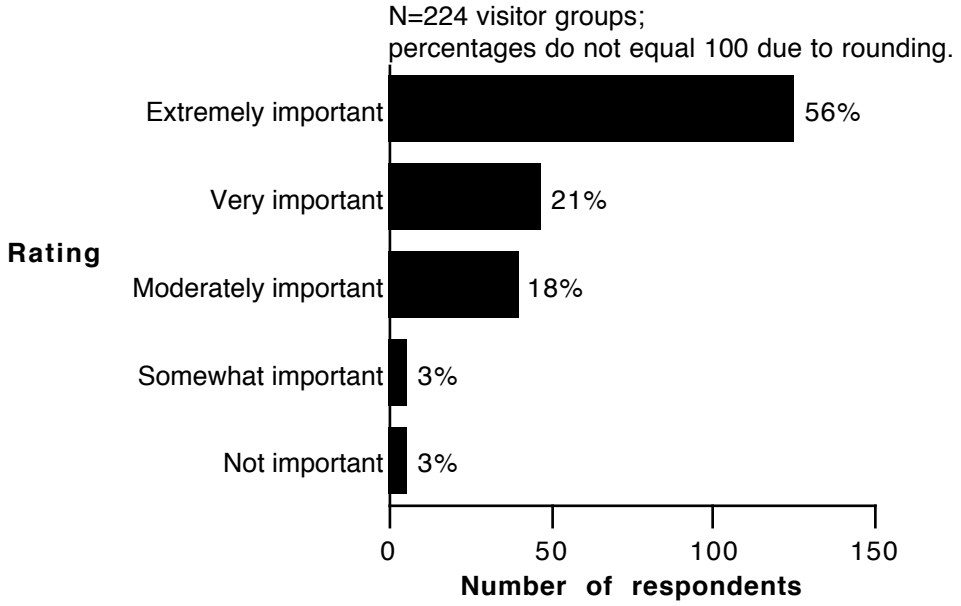


Figure 35: Importance of highway directional signs

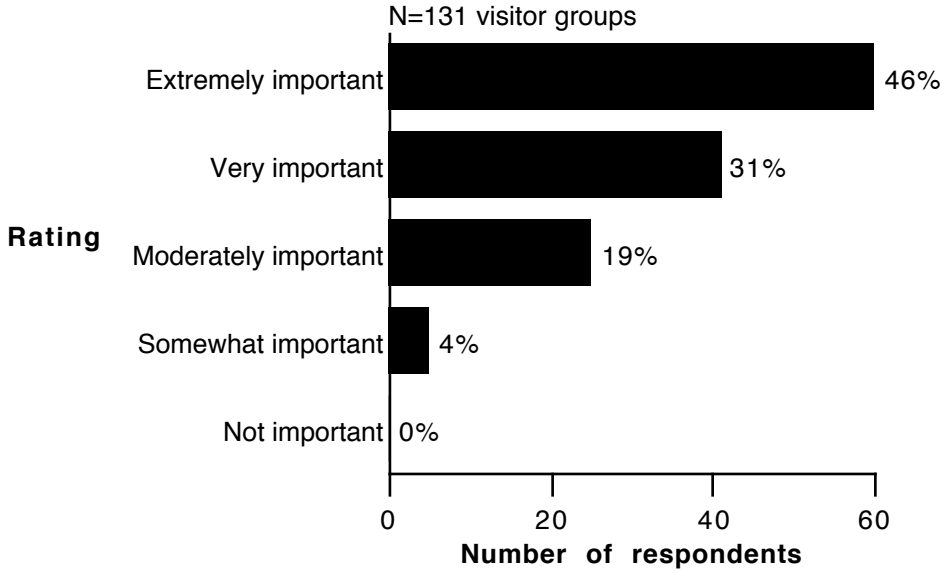


Figure 36: Importance of brochure/map

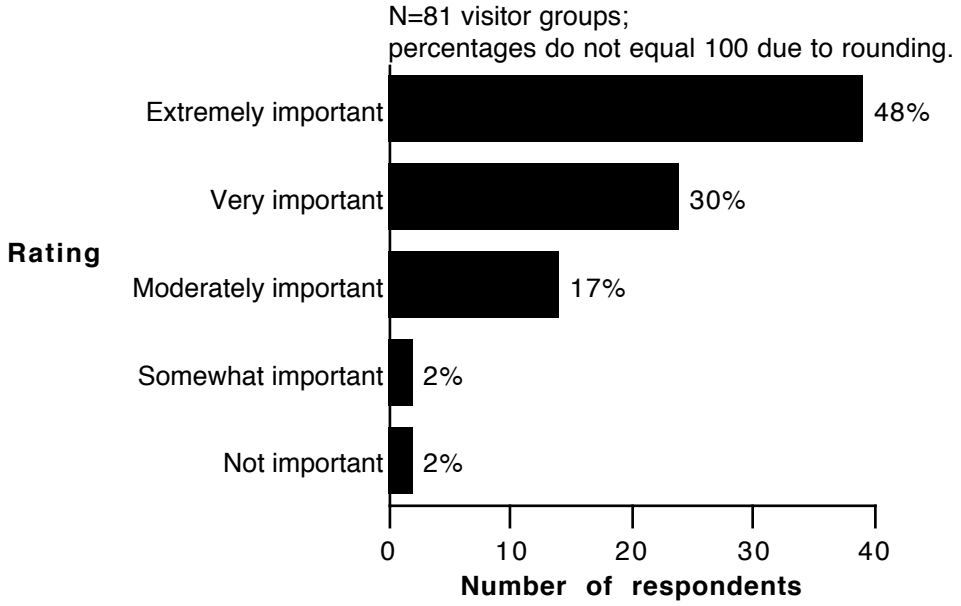


Figure 37: Importance of trail guides

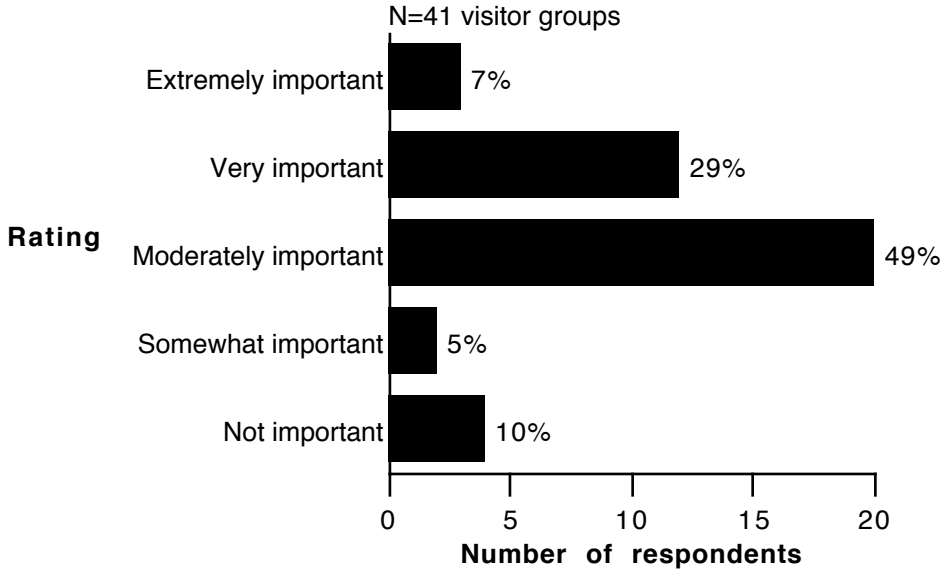


Figure 38: Importance of bookstore

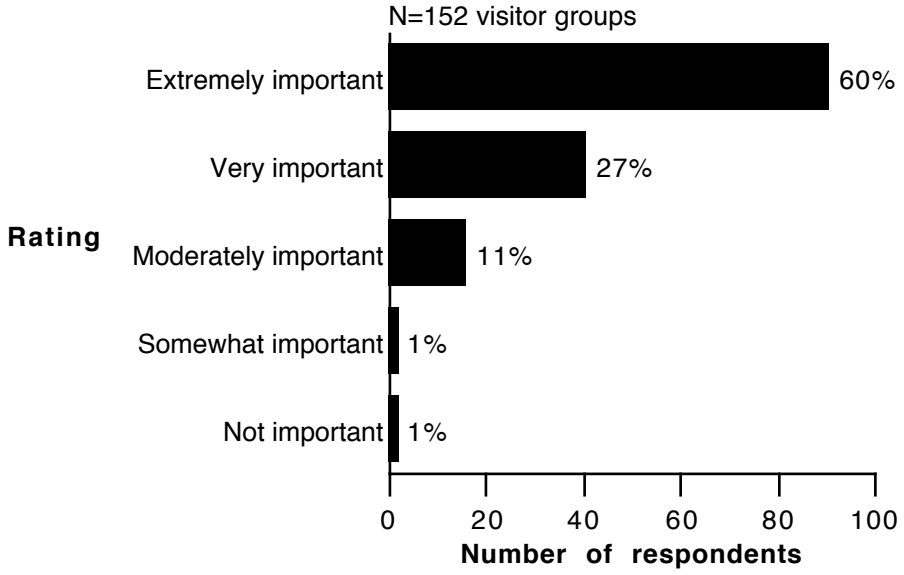


Figure 39: Importance of Thomas Condon Center exhibits

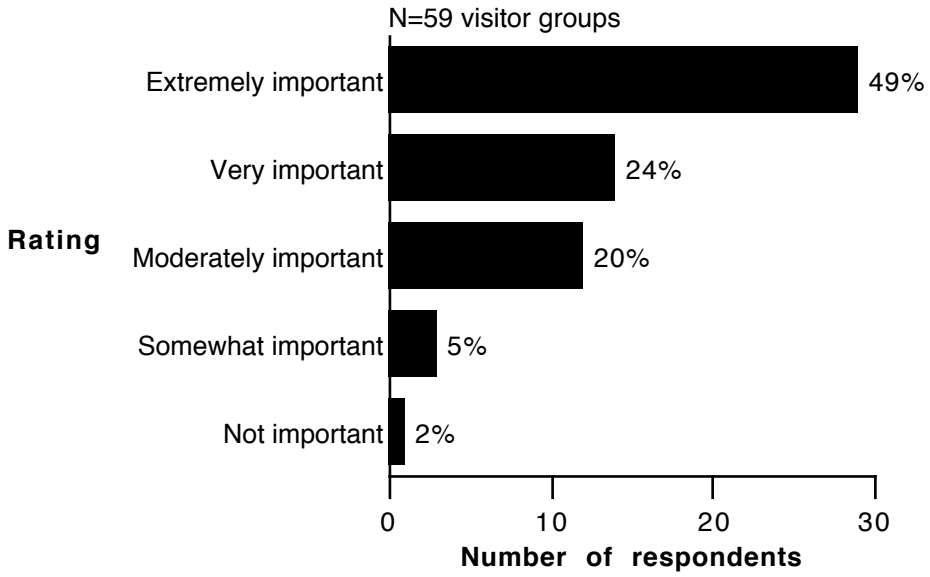


Figure 40: Importance of James Cant Ranch exhibits

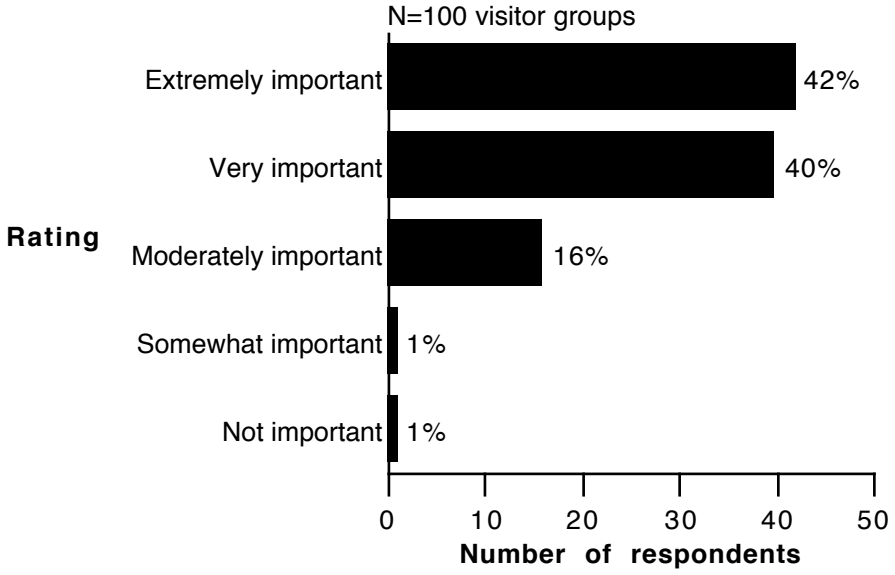


Figure 41: Importance of trail exhibits

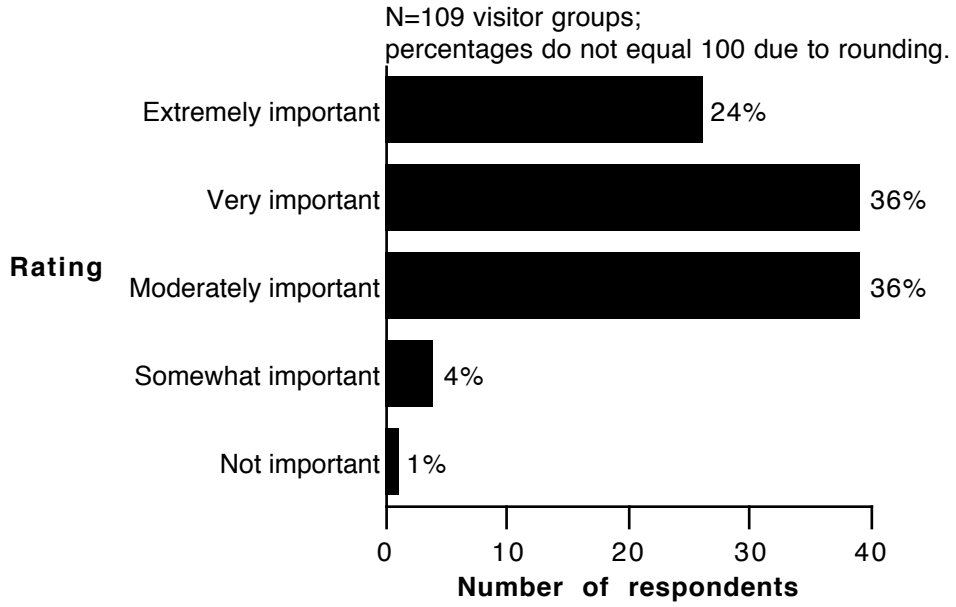


Figure 42: Importance of roadside exhibits

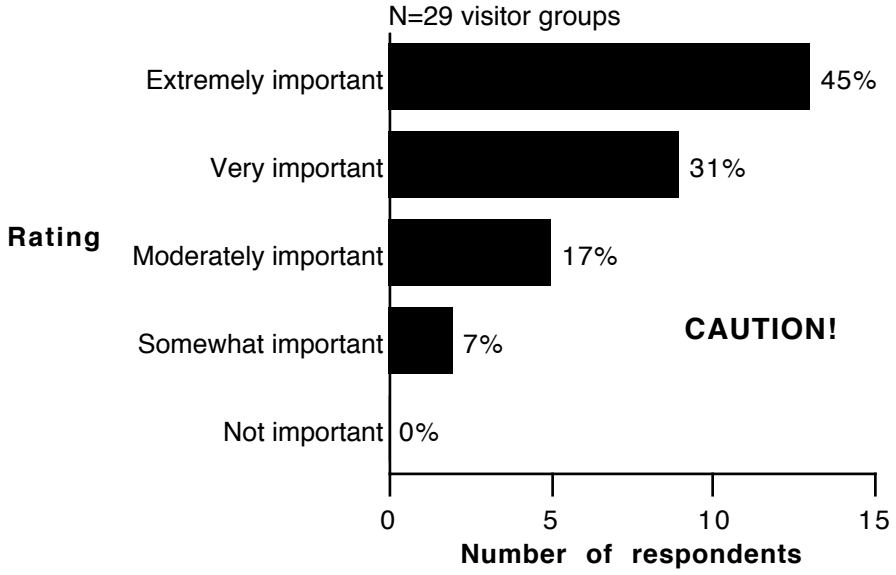


Figure 43: Importance of ranger talk/program

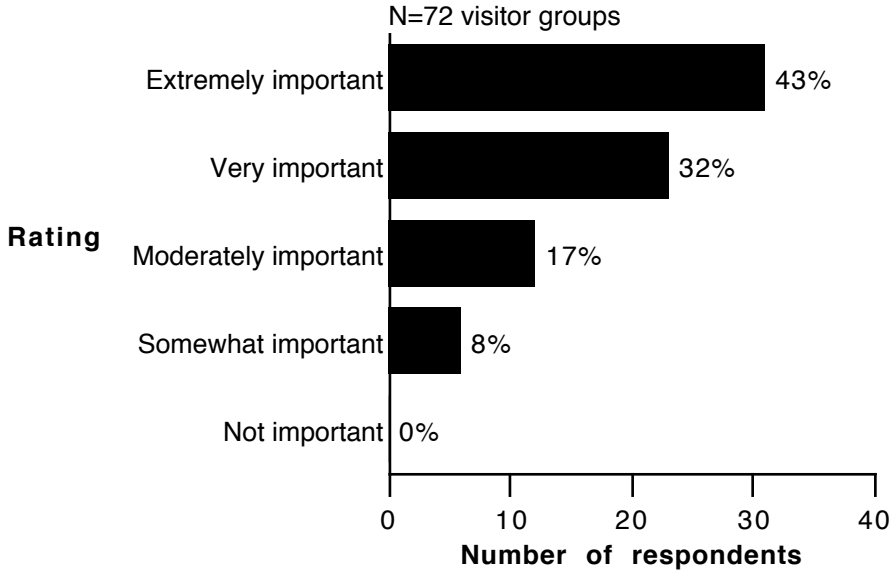


Figure 44: Importance of film/videos

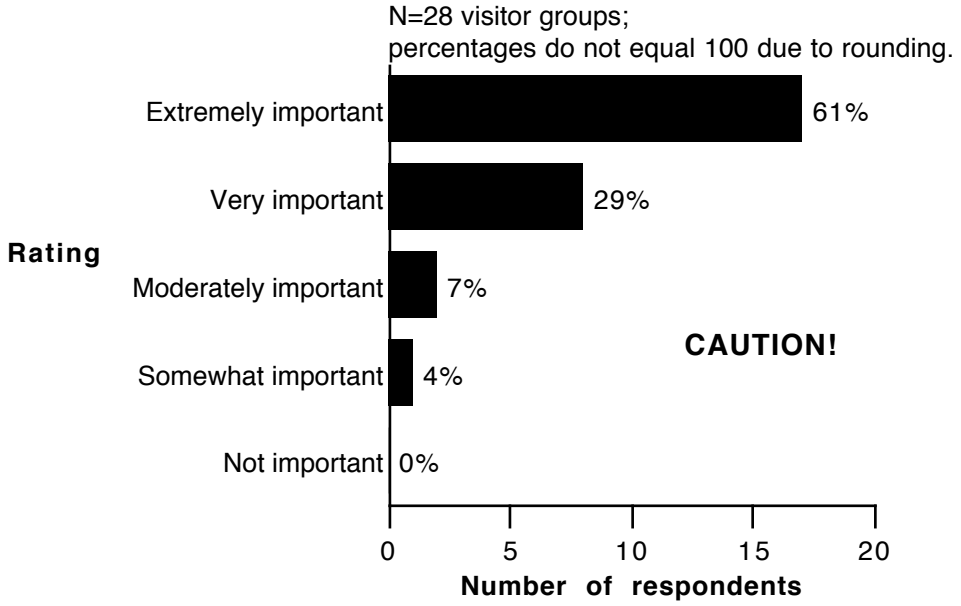


Figure 45: Importance of park website

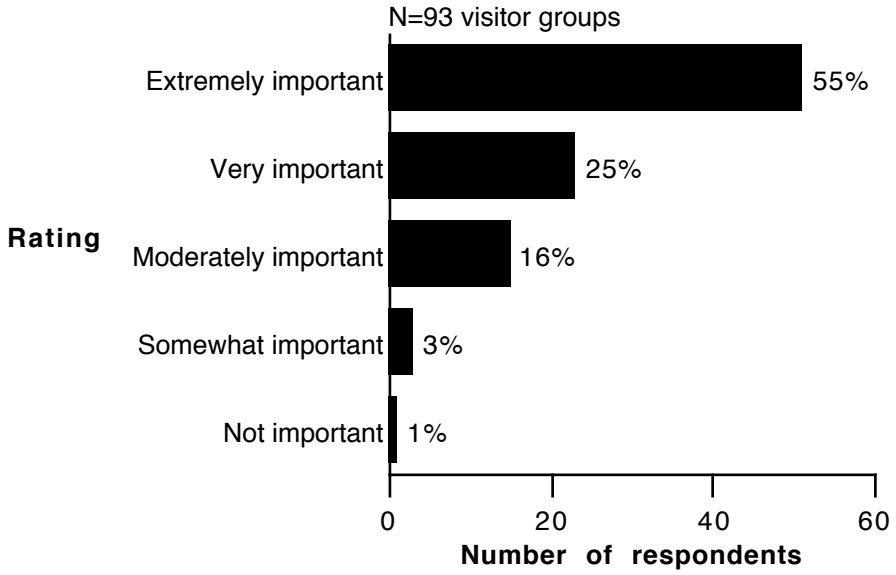


Figure 46: Importance assistance from park staff

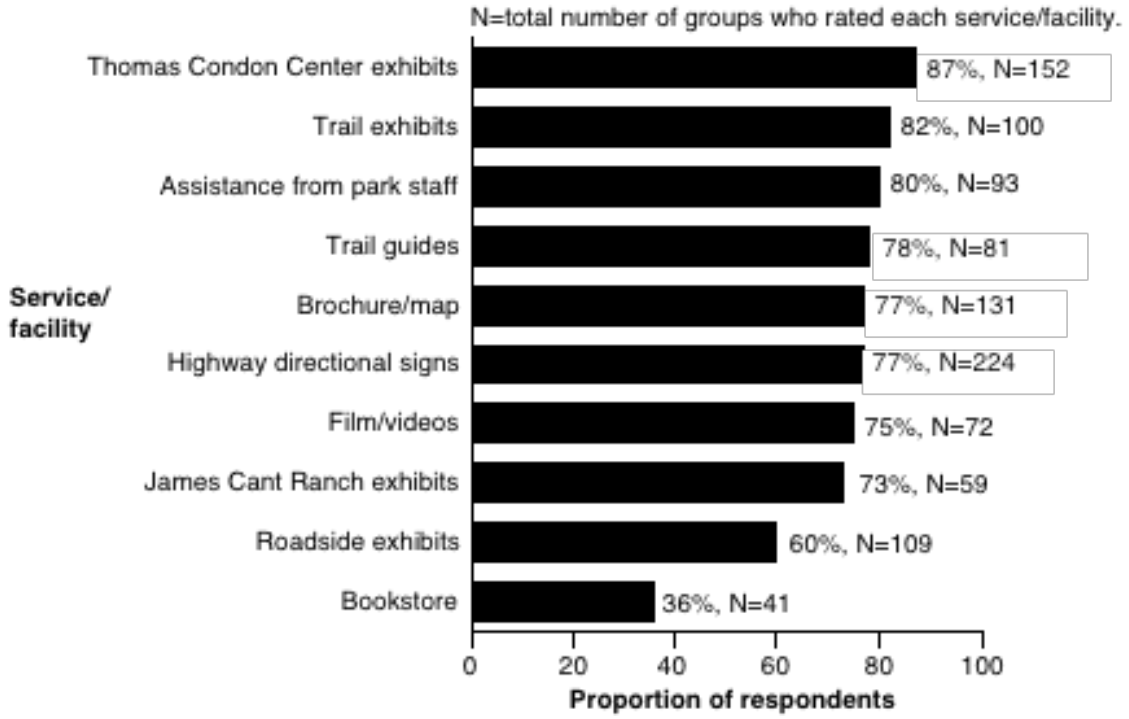


Figure 47: Combined proportions of "extremely important" and "very important" ratings for visitor services and facilities

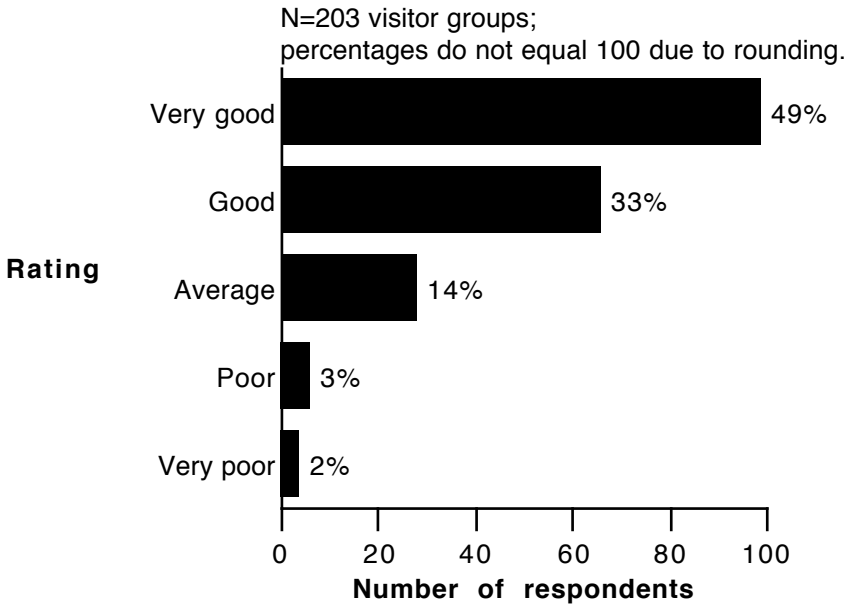


Figure 48: Quality of highway directional signs

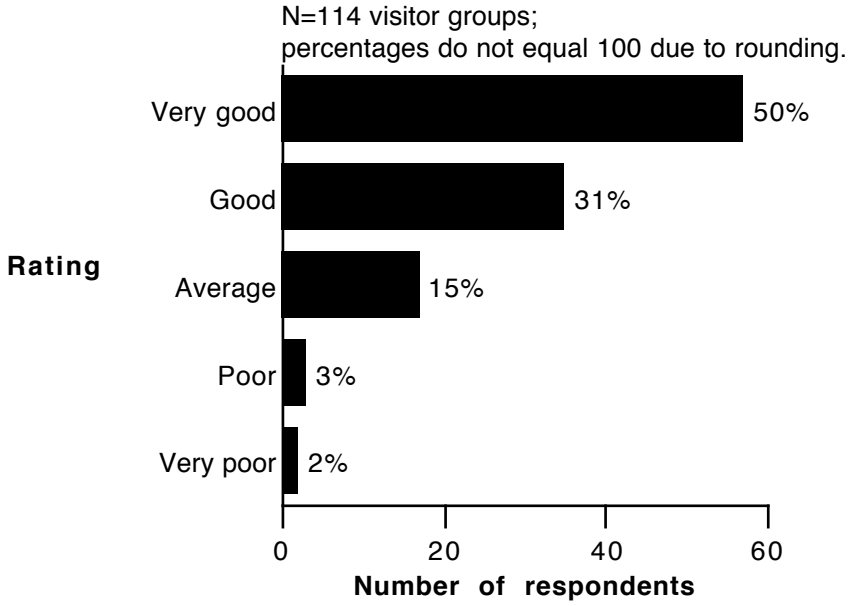


Figure 49: Quality of brochure/map

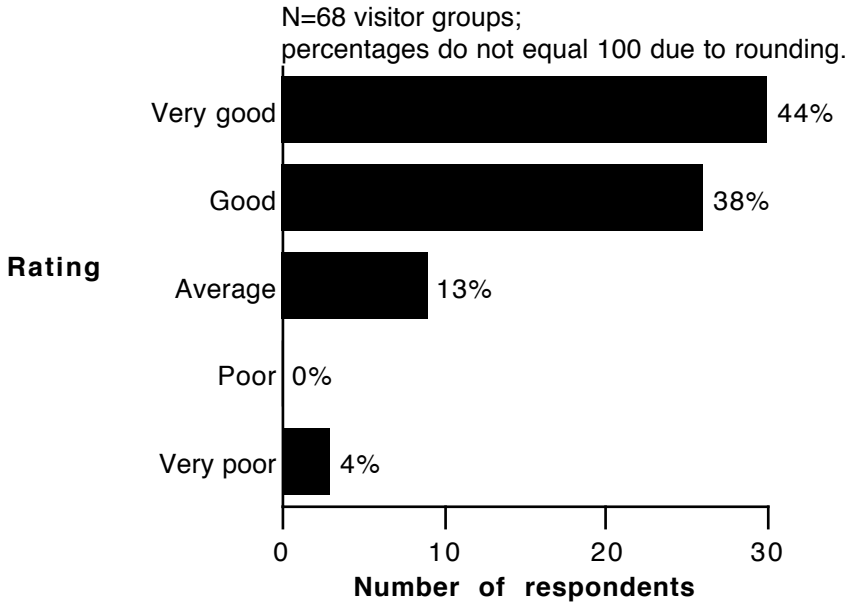


Figure 50: Quality of trail guides

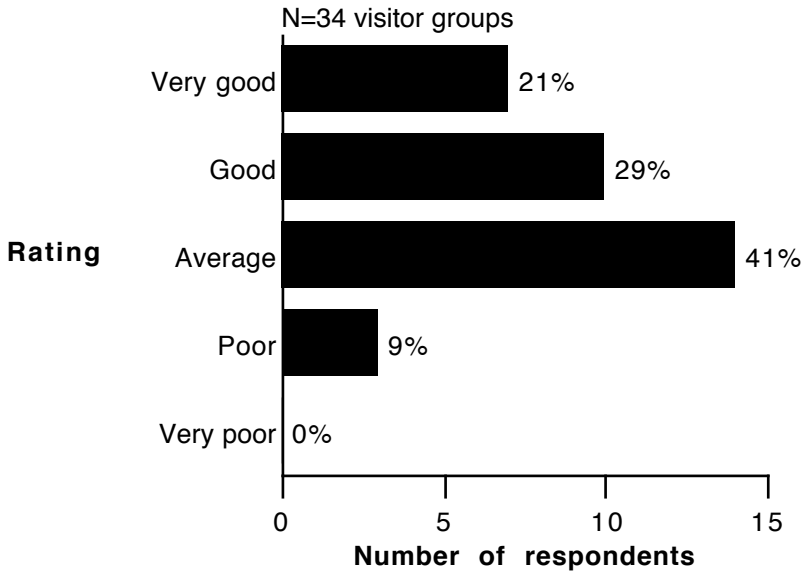


Figure 51: Quality of bookstore

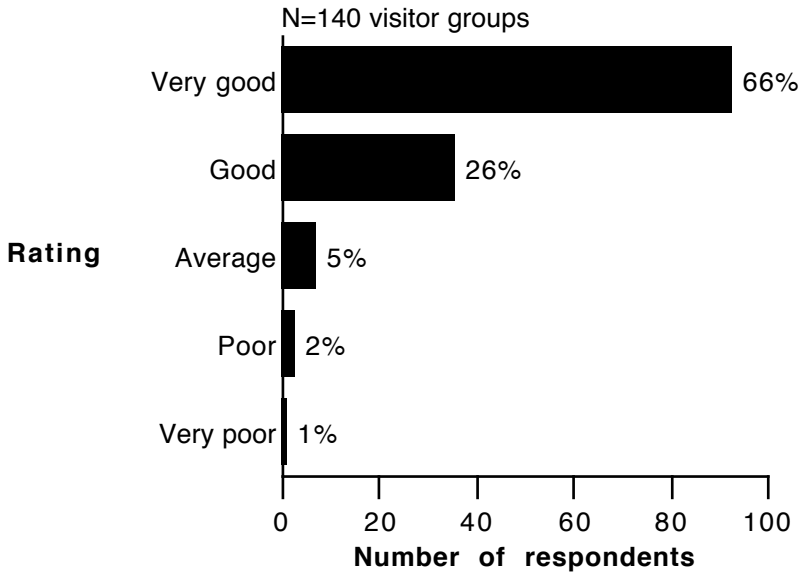


Figure 52: Quality of Thomas Condon Center exhibits

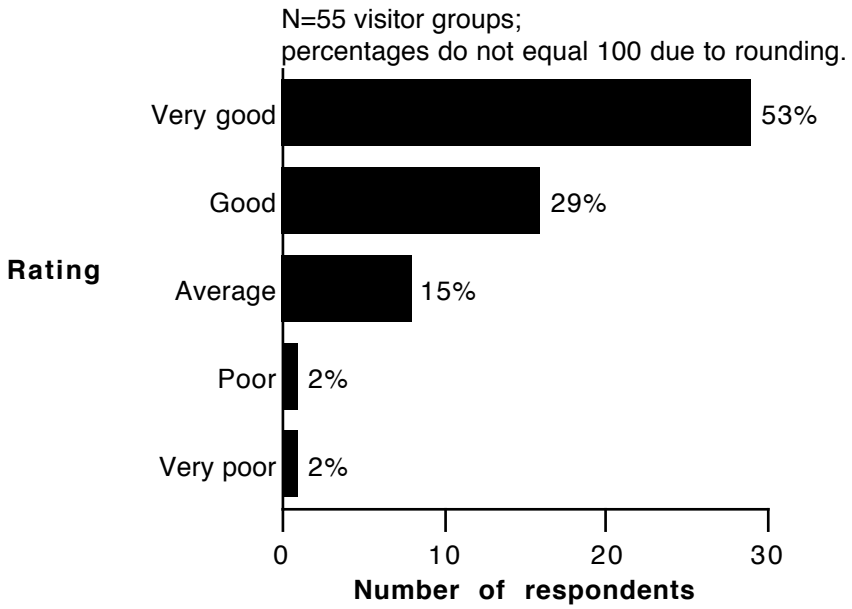


Figure 53: Quality of James Cant Ranch exhibits

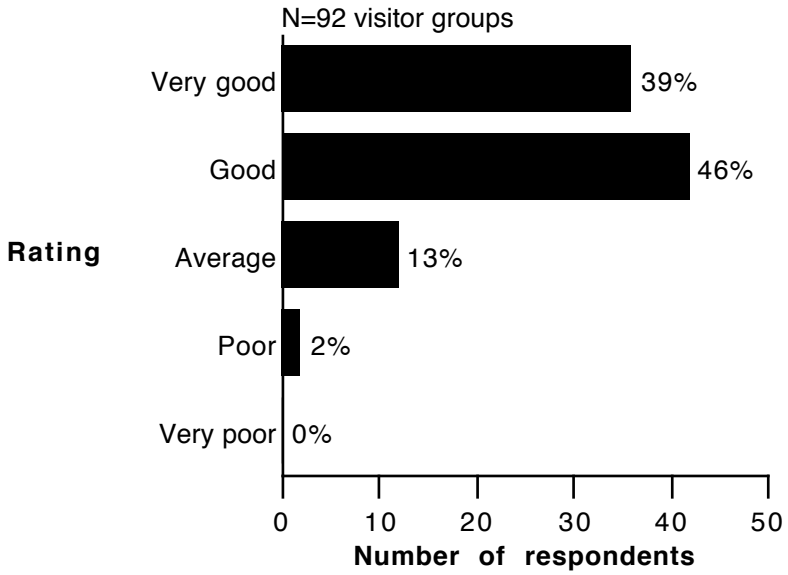


Figure 54: Quality of trail exhibits

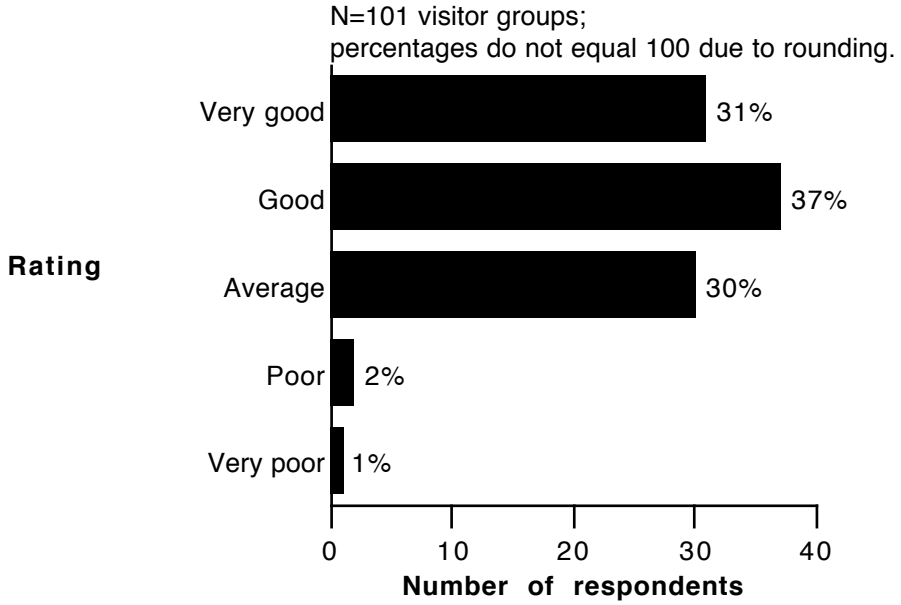


Figure 55: Quality of roadside exhibits

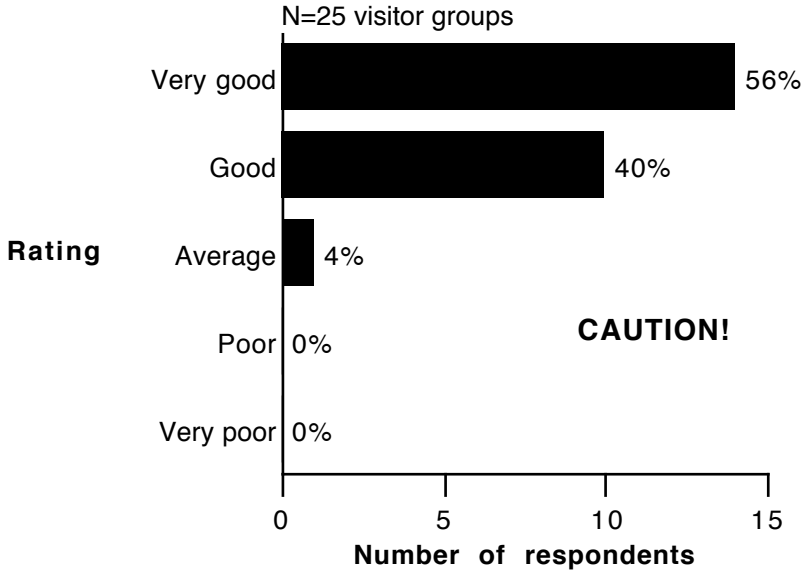


Figure 56: Quality of ranger talk/program

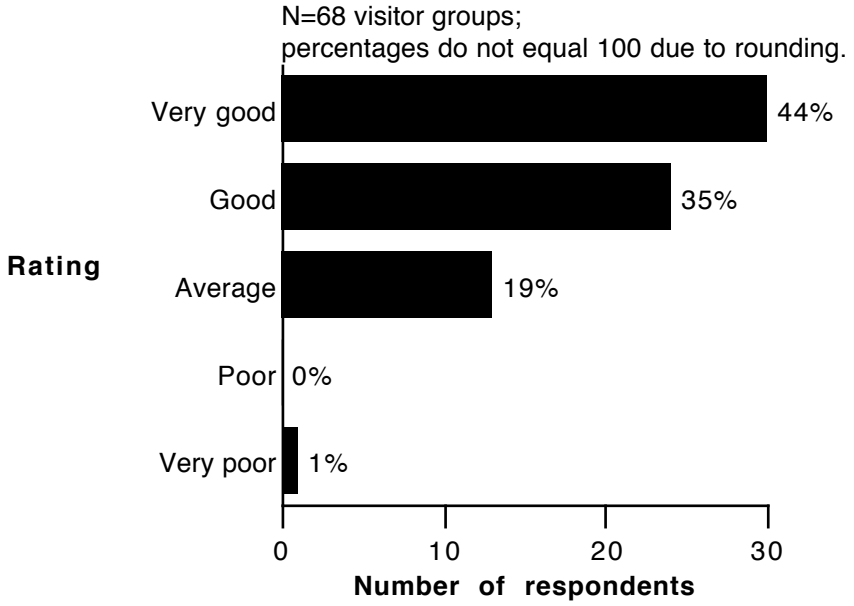


Figure 57: Quality of film/videos

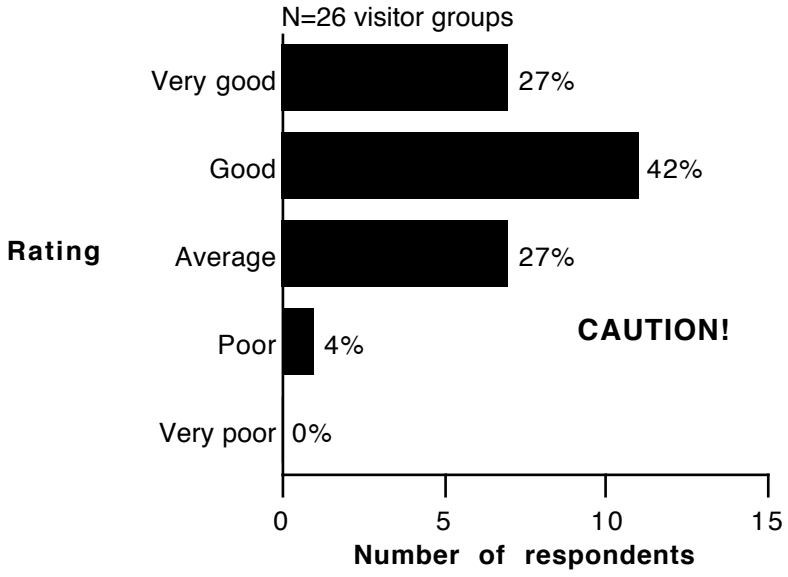


Figure 58: Quality of park website

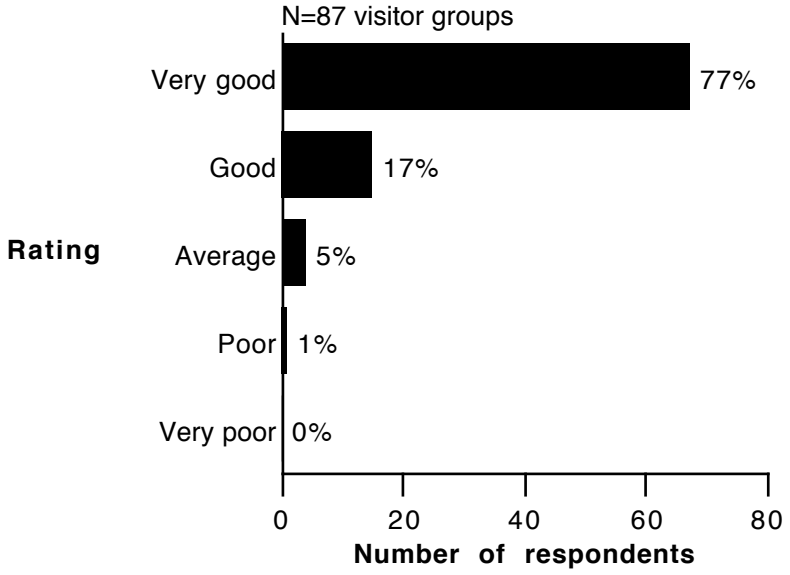


Figure 59: Quality of assistance from park staff

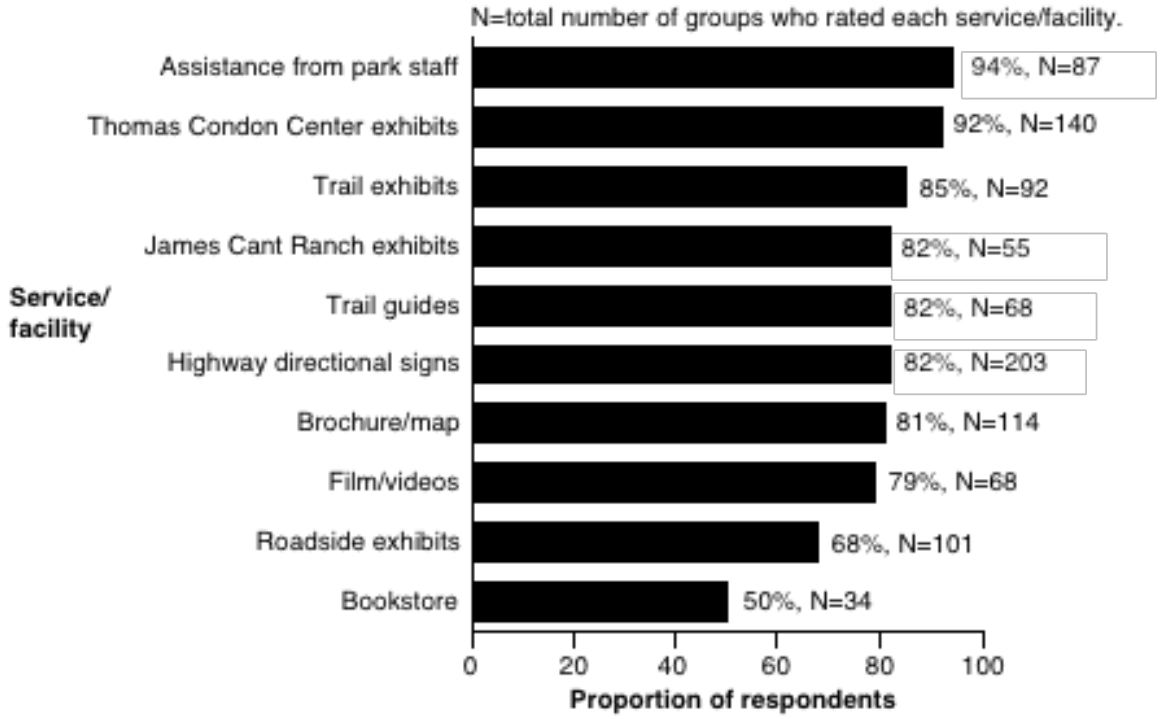


Figure 60: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities

Importance of selected features/qualities

Table 8 shows visitor ratings for selected features/qualities and Figure 61 shows the combined proportions of "extremely important" and "very important" ratings. Views without development (80%), seeing fossils (65%), and natural quiet/sounds of nature (61%) were the features/qualities that received the highest "extremely important" and "very important" ratings. Ranger-guided educational opportunities (28%) was the feature that received the highest "not important" rating.

Table 8: Importance ratings for selected features/qualities
N=number of visitor groups who rated each feature/quality;
percentages may not equal 100 due to rounding.

Feature/quality	N	Rating (%)					
		Extremely important	Very important	Moderately important	Somewhat important	Not important	Don't know
Seeing fossils	289	35	30	22	8	4	1
View wildlife/birds/ wildlflowers	280	18	32	30	14	5	2
Natural quiet/ sounds of nature	284	32	29	23	10	6	1
Views without development	281	54	26	10	4	3	2
Solitude	275	33	25	21	10	7	3
Ranger-guided educational opportunities	261	10	11	22	20	28	10
Educational opportunities	271	23	26	27	11	10	4
Recreational opportunities	272	29	26	21	11	10	4

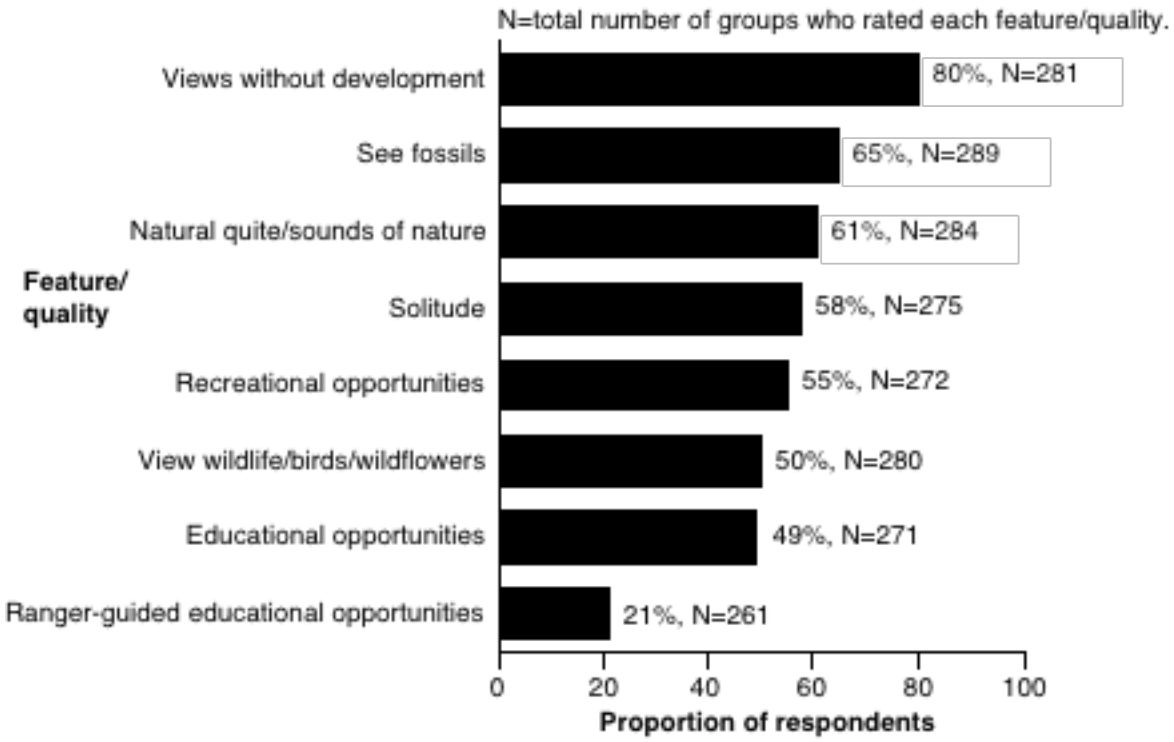


Figure 61: Combined proportions of "extremely important" and "very important" ratings for selected features/qualities

Total expenditures

Visitor groups were asked to list the amount of money they spent on their visit to John Day Fossil Beds NM. Groups were asked to list the amounts they spent for lodging; camping fees; guide fees; restaurants and bars; groceries and takeout food; gas and oil; other transportation expenses; admission, recreation, and entertainment fees; all other purchases; and donations.

For total expenditures in and outside of John Day Fossil Beds NM (within 50 miles of any unit), 39% of visitor groups spent between $1 and $50 during their visit and 19% spent between $51 and $100 (see Figure 62). The greatest proportion of expenditures (30%) was for hotels, motels, cabins, etc., followed by restaurants and bars (23%), and gas and oil (19%), as shown in Figure 63.

The average visitor group expenditure during the visit was $108. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $58. The average per capita expenditure was $50.

Visitor groups were asked to list how many adults (18 years or older) and children (under 18 years) were covered by their expenditures. Seventy-three percent of visitor groups had two adults, while 12% had one adult (see Figure 64). Figure 65 shows that 38% of groups did not visit the park with children, 30% had two children, and 20% had one child covered by the expenditures.

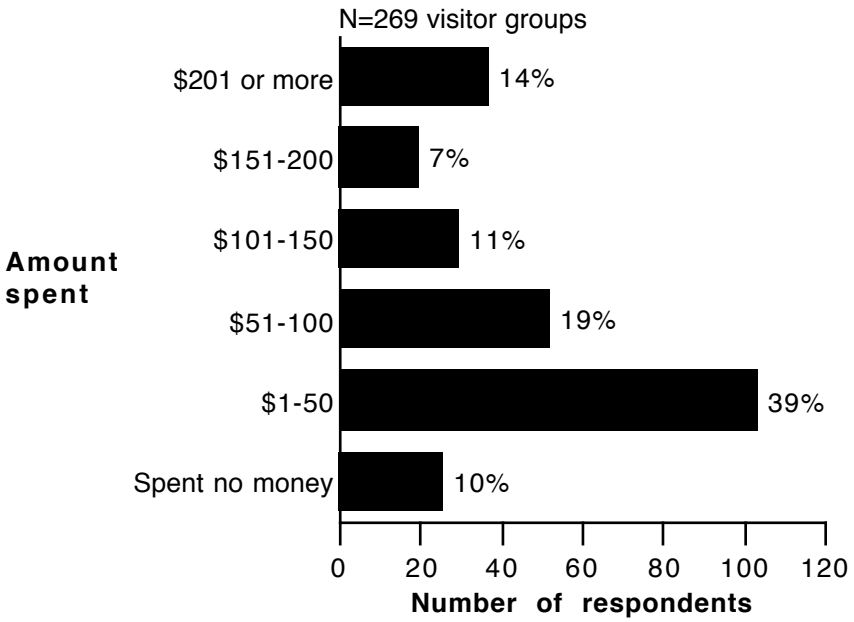


Figure 62: Total expenditures in and out of park during this visit to John Day Fossil Beds NM

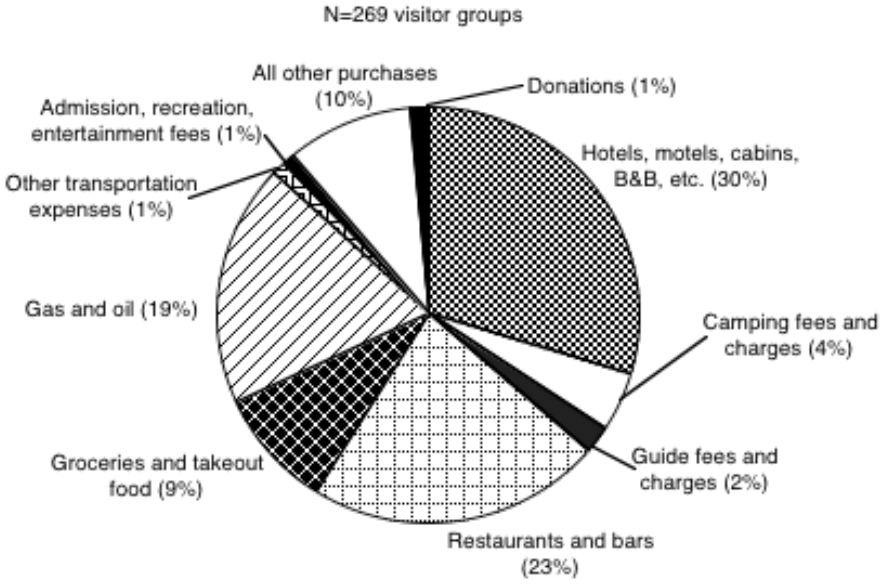


Figure 63: Proportions of total expenditures in and out of park during this visit to John Day Fossil Beds NM

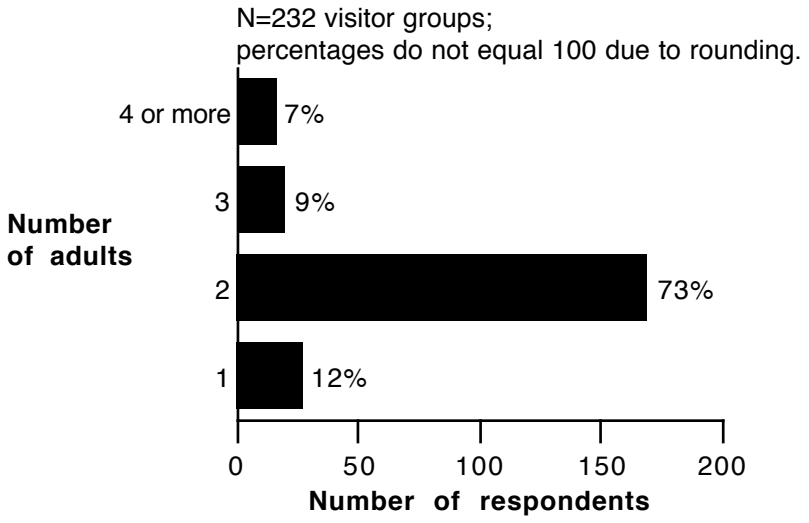


Figure 64: Number of adults covered by expenditures

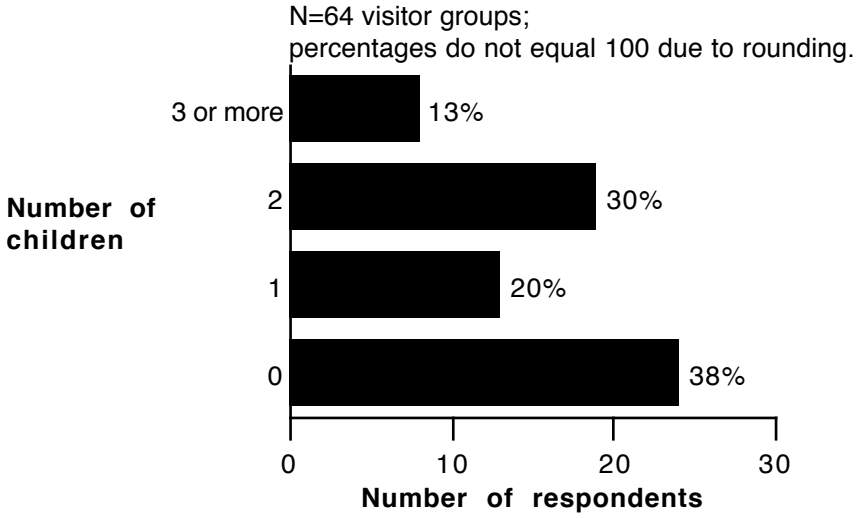


Figure 65: Number of children covered by expenditures

Expenditures inside park

Total expenditures inside park: Forty-six percent of visitor groups spent no money and 40% spent up to $10 (see Figure 66). All other purchases accounted for 70% of total expenditures inside John Day Fossil Beds NM and another 30% was for donations inside park (see Figure 67).

The average visitor group expenditure inside park during this visit was $6. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $2. The average per capita expenditure was $5.

All other purchases inside park: Sixty-three percent of visitor groups spent no money and 23% spent up to $10 (see Figure 68).

Donations inside park: Most visitor groups (60%) did not donate any money at inside John Day Fossil Beds NM and 39% donated up to $10 (see Figure 69).

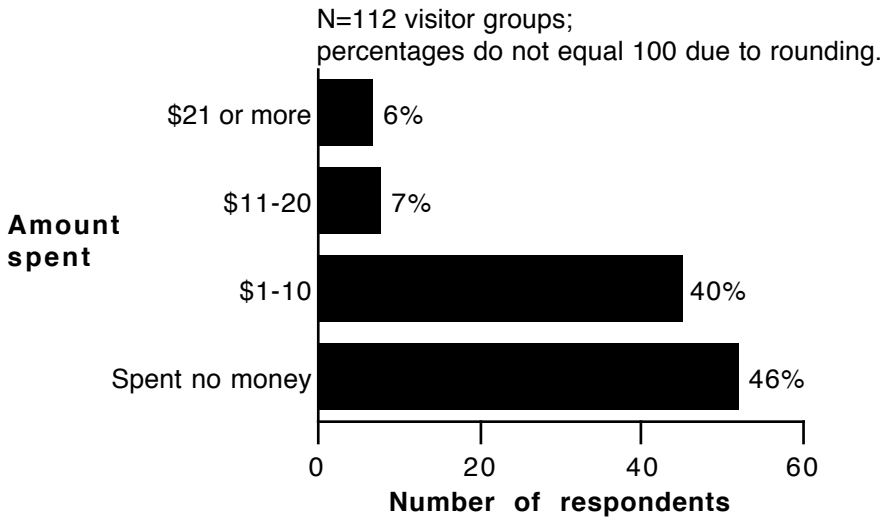


Figure 66: Total expenditures inside park

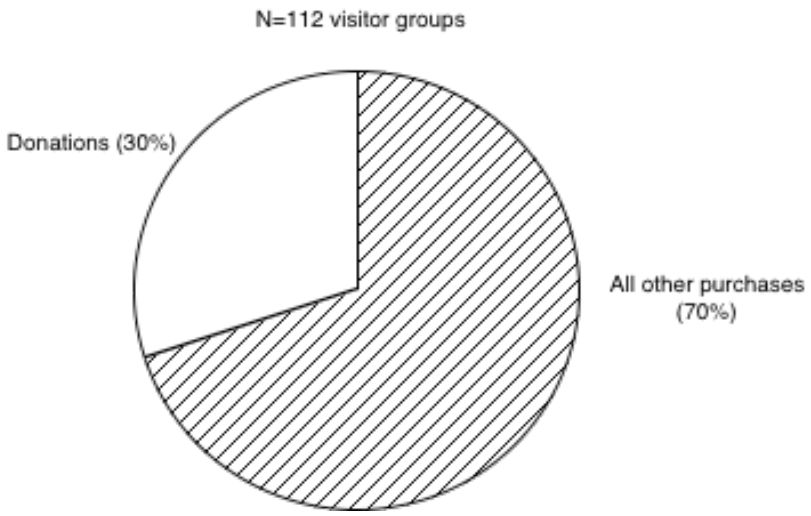


Figure 67: Proportions of expenditures inside park

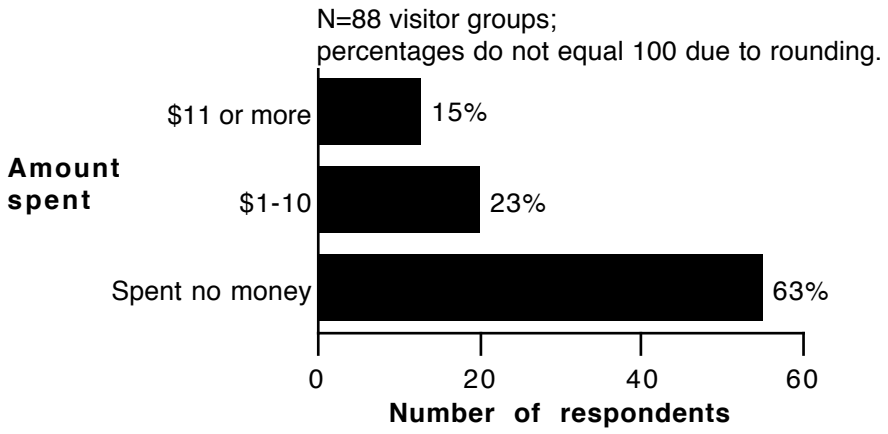


Figure 68: Expenditures for all other purchases inside park

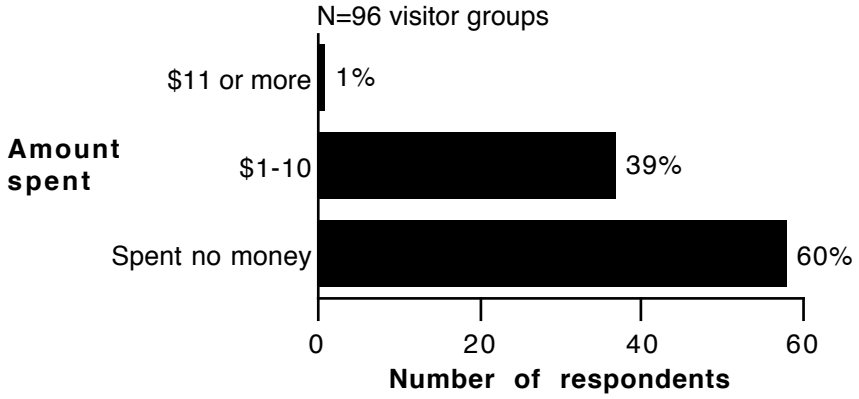


Figure 69: Expenditures for donations inside park

Expenditures outside park

Total expenditures in the area outside park (within 50 miles of any unit): Thirty-five percent of visitor groups spent up to $50 and another 21% spent between $51 and $100 outside the park, on this visit to John Day Fossil Beds NM (see Figure 70).

The largest proportions of expenditures outside John Day Fossil Beds NM were hotels, models, cabins, B&B. etc. (30%), restaurants and bars (23%), and gas and oil (19%), as shown in Figure 71.

The average visitor group expenditure outside park during this visit was $108. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was $60. The average per capita expenditure was $57.

Hotels, motels, cabins, B&B, etc. outside park: Over one-half of visitor groups (57%) spent no money, 26% spent between $51 and $100, and another 13% spent $101 or more (see Figure 72).

Camping fees and charges outside park: Sixty-four percent of visitor groups spent no money and 23% spent up to $20 on this visit (see Figure 73).

Guide fees and charges outside park: Most visitor groups (98%) spent no money (see Figure 74).

Restaurants and bars outside park: Thirty-three percent of visitor groups spent no money, 25% spent up to $20, and 16% spent between $21 and $40, as shown in Figure 75.

Groceries and takeout food outside park: Thirty-nine percent of visitor groups spent no money and another 39% spent up to $20 (see Figure 76).

Gas and oil outside park: Twenty-nine percent of visitor groups spent between $21 and $40 and 28% spent no money, as shown in Figure 77.

Other transportation expenses outside park: Most visitor groups (97%) spent no money, as shown in Figure 78.

Admission, recreation, and entertainment fees outside park: Eighty-seven percent of visitor groups spent no money and 11% spent up to $20 (see Figure 79).

All other purchases outside park: Most visitor groups (70%) spent no money and 18% spent up to $20, as shown in Figure 80.

Donations outside park: Most visitor groups (83%) did not donate any money and 17% donated up to $20 (see Figure 81).

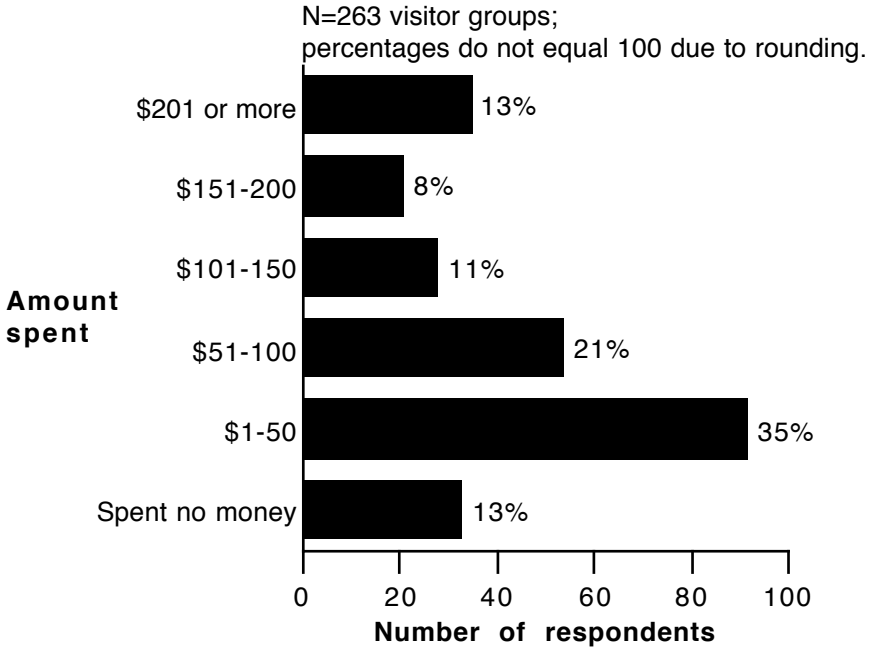


Figure 70: Total expenditures outside park (within 50 miles)

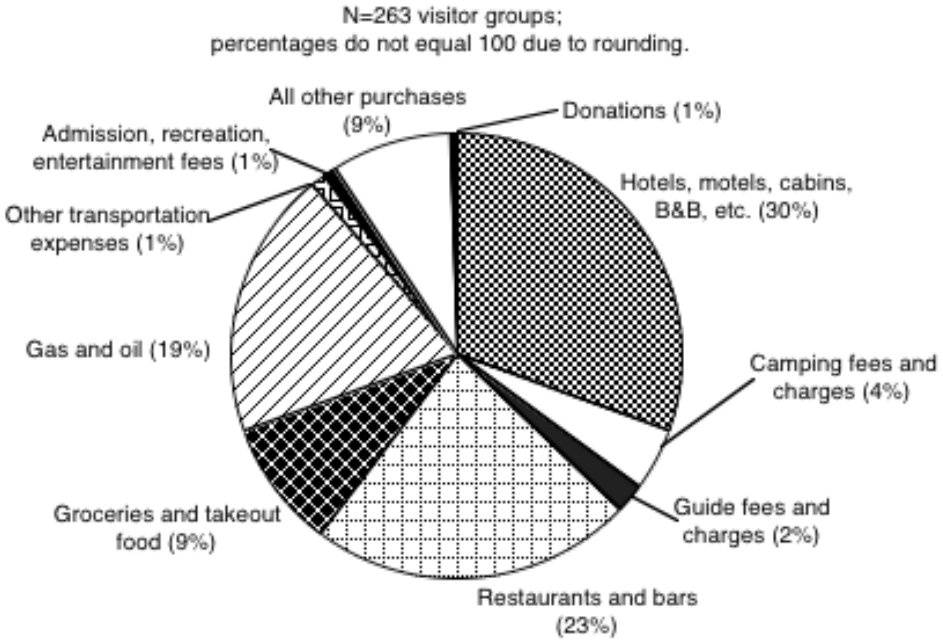


Figure 71: Proportions of total expenditures outside park

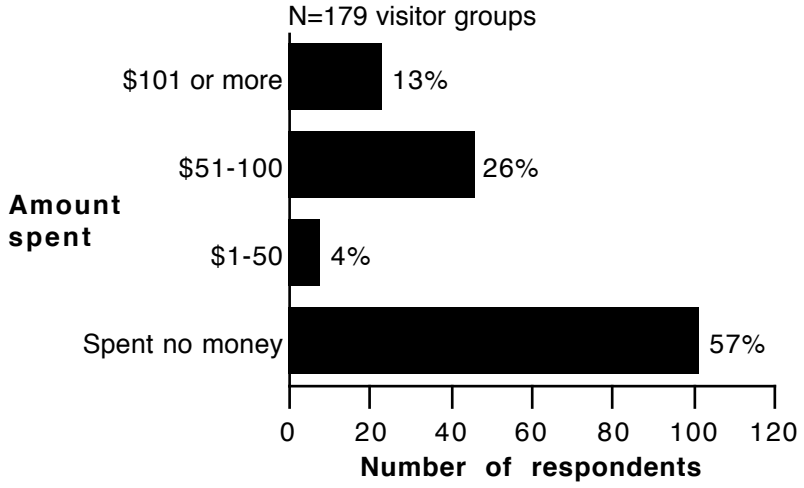


Figure 72: Expenditures for hotels, motels, cabins, B&B, etc. outside park

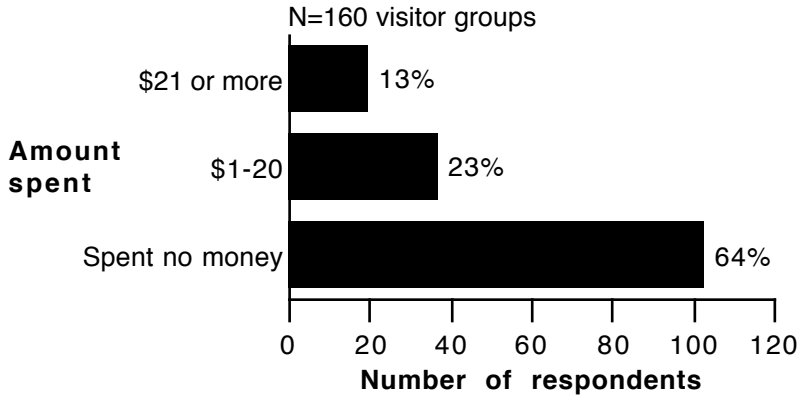


Figure 73: Expenditures for camping fees and charges outside park

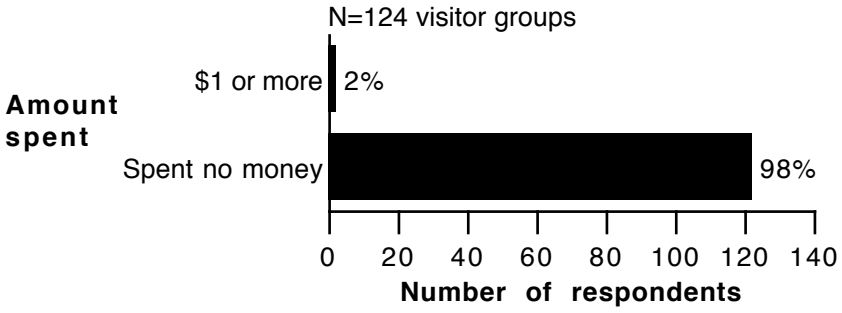


Figure 74: Expenditures for guide fees and charges outside park

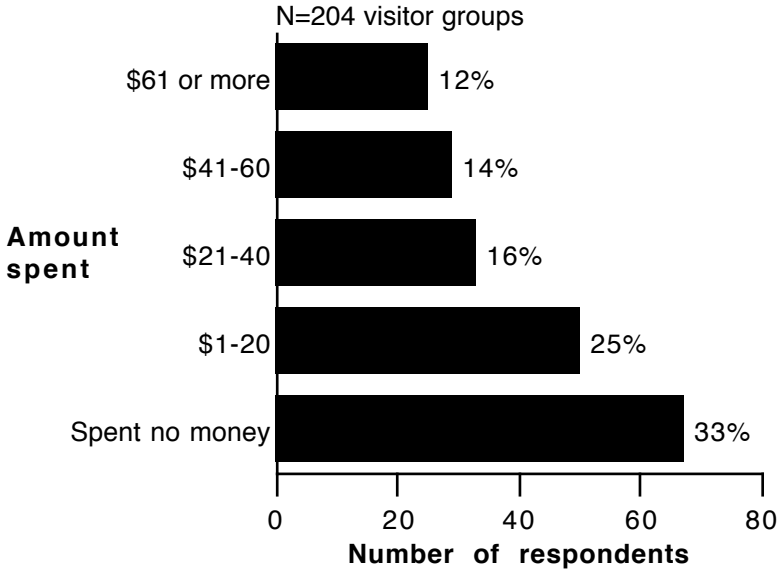


Figure 75: Expenditures for restaurants and bars outside park

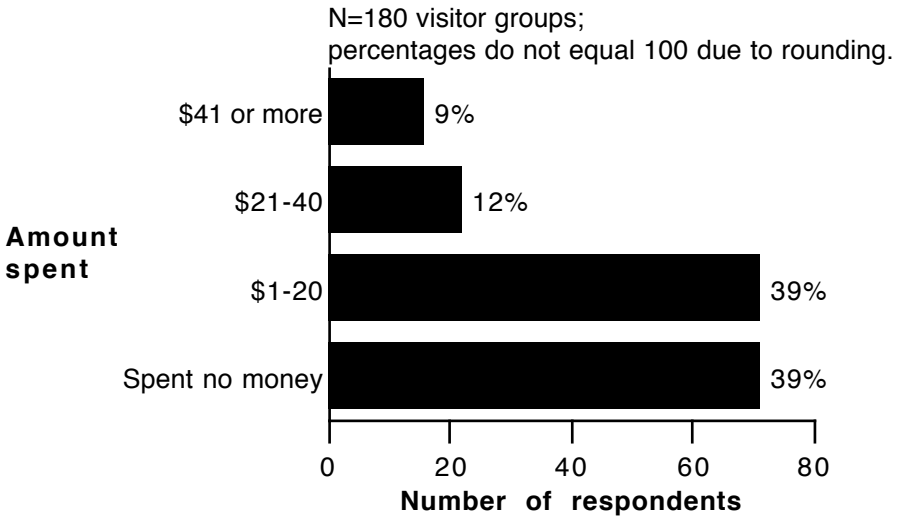


Figure 76: Expenditures for groceries and takeout food outside park

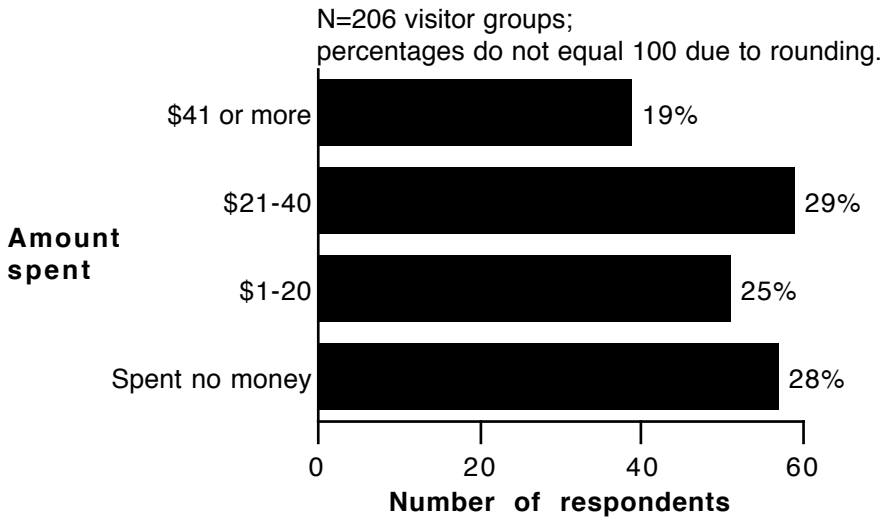


Figure 77: Expenditures for gas and oil outside park

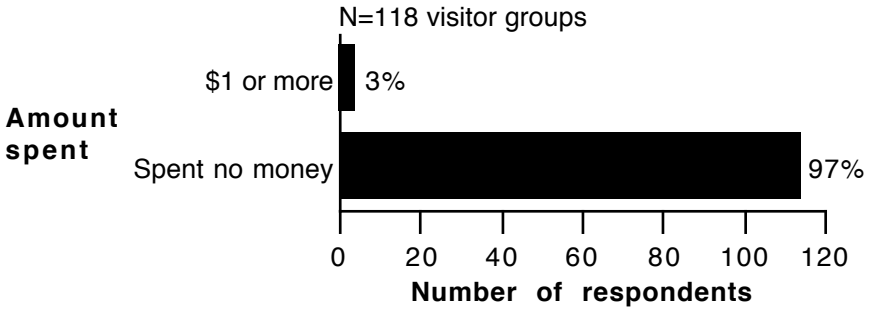


Figure 78: Expenditures for other transportation expenses outside park

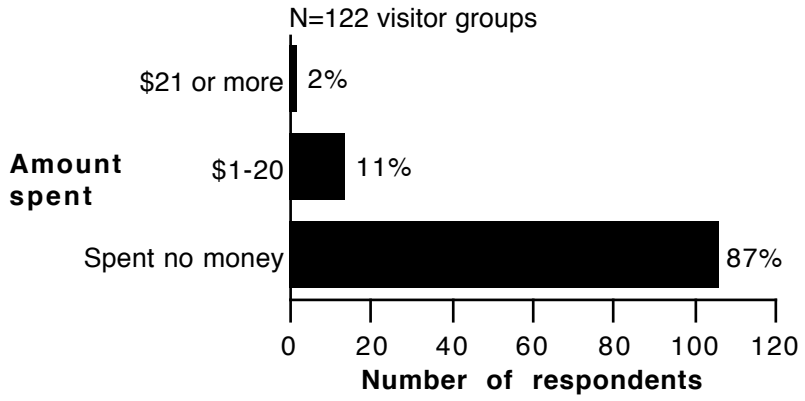


Figure 79: Expenditures for admission, recreation, and entertainment fees outside park

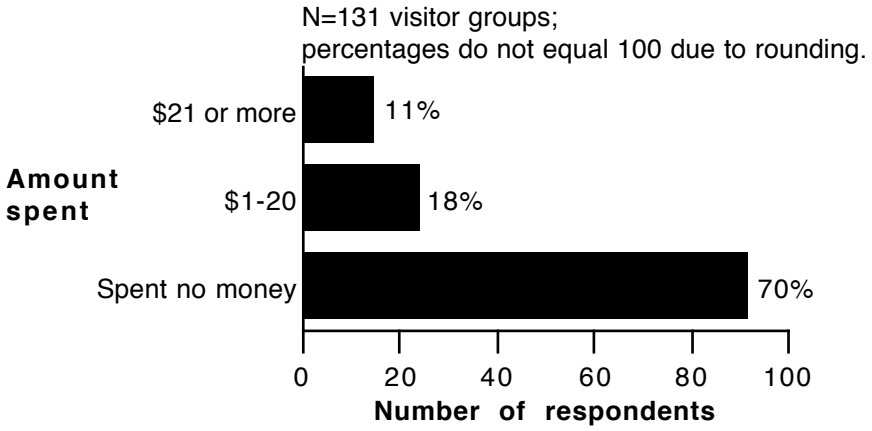


Figure 80: Expenditures for all other purchases outside park

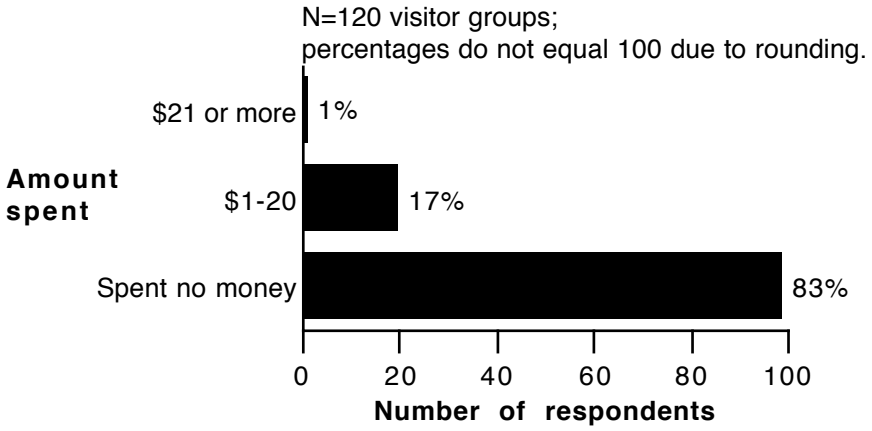


Figure 81: Expenditures for donations outside park

Visitor expectations

Visitor groups were asked, "During this visit to John Day Fossil Beds NM, was there anything specific which you and your group wanted to see or do, but were not able to?" Most visitor groups (75%) reported that there was nothing else that they wanted to see or do but were not able to, as shown in Figure 82. However, 25% of visitor groups reported being unable to see or do things that they wanted to.

Visitor groups were then asked to explain what they expected to see or do and what prevented from seeing or doing them. Table 9 lists things that visitor groups were not be able to see or do. Table 10 lists the obstacles that prevent visitors from meeting their expectations.

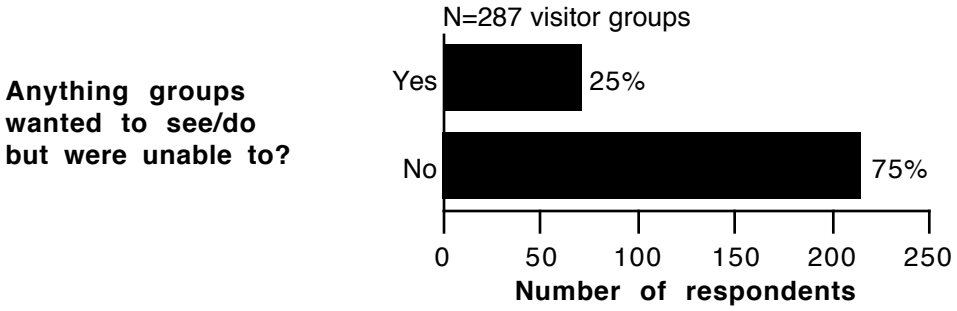


Figure 82: Visitors who were unable to do or see what they wanted

Table 9:Visitor expectations
N=74 comments

Comment	Number of times mentioned
Walk/hike on trails	16
See more fossils	9
Spend more time to explore	5
Dig fossils to take home	4
Attend ranger talk/walk	4
Visit Thomas Condon Paleontology Center	3
See other park units	3
Visit Painted Hills	3
Visit Clarno Unit	3
See animal fossils	2
See all things to see	2
Find a place to walk with small children	2
Picnic	2
Purchase fossils for souvenir	2
Walk out to fossil bed, see it in rock	2
Visit Blue Basin overlook	2
See prehistoric footprint on trail	1
See rattlesnakes	1
Visit Chinese Museum	1
See Native American paintings in picture gorge	1
Fishing	1
See more exhibits	1
Visit James Cant Ranch	1
Buy books	1
Photography	1
Talk to a paleontologist	1

Table 10: Reasons for not being able to see or do what visitors expected

N=68 comments

Comment	Number of times mentioned
Did not have enough time	31
Walking out to the fossil beds was not allowed	4
Visitor center closed	4
Did not see fossils	4
Bad weather (hot and windy)	4
Physical limitation	3
Not enough fossils on display	2
No RV campsite in park	2
No fossils/replica of fossils for sale	2
Nothing bad, just want to see more fossils	2
Ranger-led tours were not available	2
No rattlesnakes around	1
Ranger hike took longer than expected	1
Did not find trails	1
Did not know there were picnic areas	1
Read about prehistoric footprint in a book but rangers did not know about it	1
Travel with small children	1
Interpretation sign said monument employees were not to tell us where to look for Native American paintings in picture gorge	1
Too few book sales at the visitor center	1

Safety concerns

During this visit to John Day Fossil Beds NM, most visitor groups (96%) did not have any specific safety concerns (see Figure 83). However, 4% of visitor groups had some safety concerns.

Visitor groups who had safety concerns were then asked to explain their concerns. Visitor safety concern included rattlesnakes, scorpions, spiders, steep and narrow trails at Clarno Unit, not enough room to safely pull off the road, road conditions between Fossil and Hepner, walking on loose gravel, and rangers were not aware of hikers' locations.

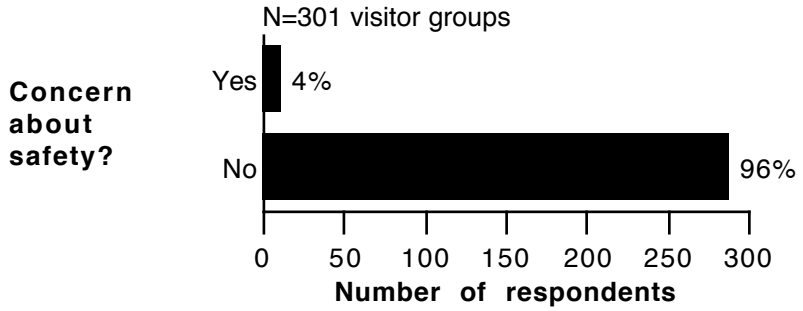


Figure 83: Visitor groups who had specific safety concern

Preferred learning methods about park on a future visit

Most visitor groups (97%) reported that they were interested in learning about the cultural and natural history of John Day Fossil Beds NM on a future visit and 3% were not interested, as shown in Figure 84. Visitor groups who were interested in learning were then asked to select three methods that they would prefer to use on a future visit.

The most common first choice of learning methods included reading illustrated brochure (26%), learning from visitor center exhibits (21%), reading a sign (18%), and watching movie/video/DVD (18%), as shown in Figure 85.

The most common second choice of preferred learning methods included learning from visitor center exhibits (36%) and hiking in the park (32%), as shown in Figure 89. Taking self-guided tour of park (45%) and taking guided tour of park (21%) were the most common third choice of preferred learning methods (see Figure 86).

"Other" learning methods included self-guided audio-CD tours, maps showing where the fossils were found, a visitor center on the west side of monument, evening programs, internet, conversations with paleontologist/archeologist, and designated area for people to find fossils.

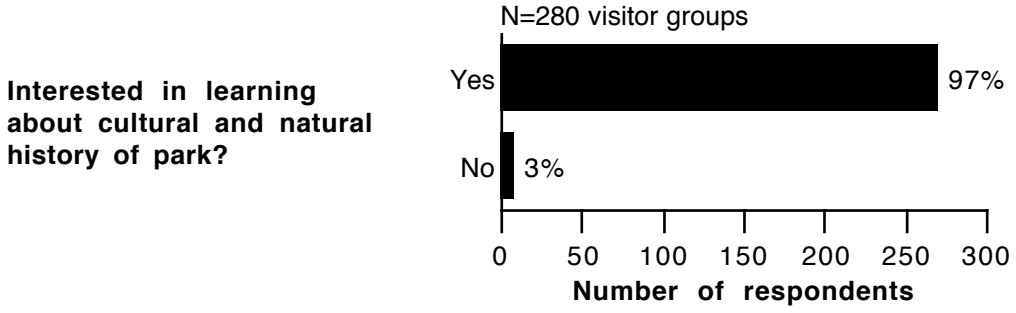


Figure 84: Visitor groups who were interested in learning about cultural and natural history of park

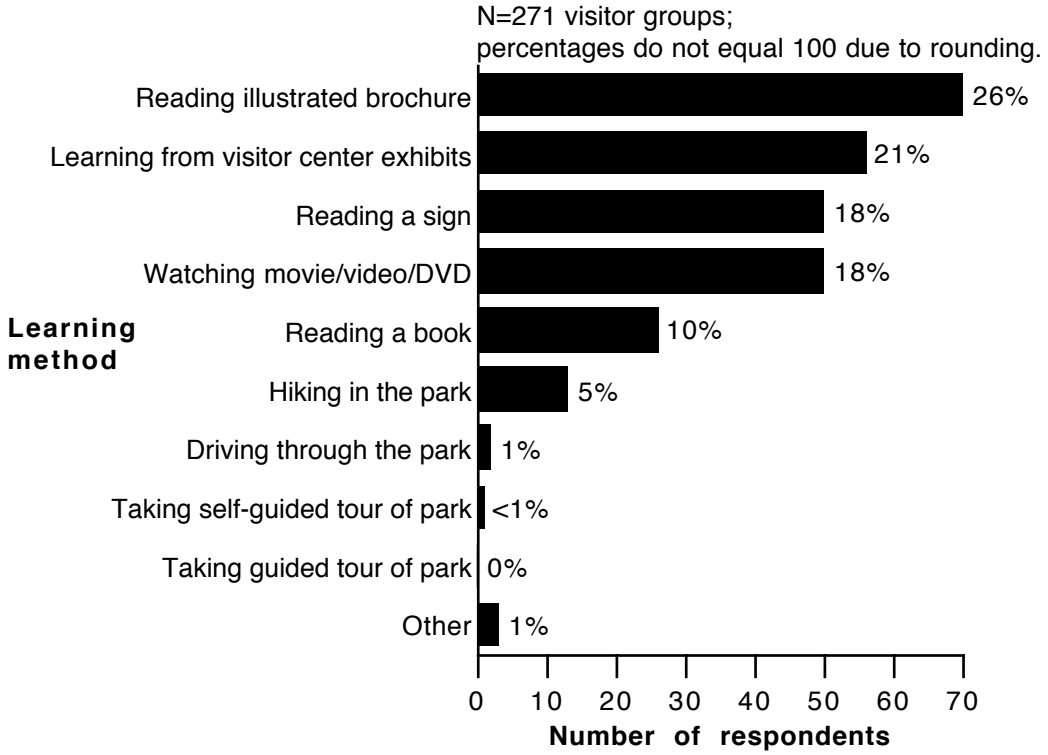


Figure 85: First choice of learning method

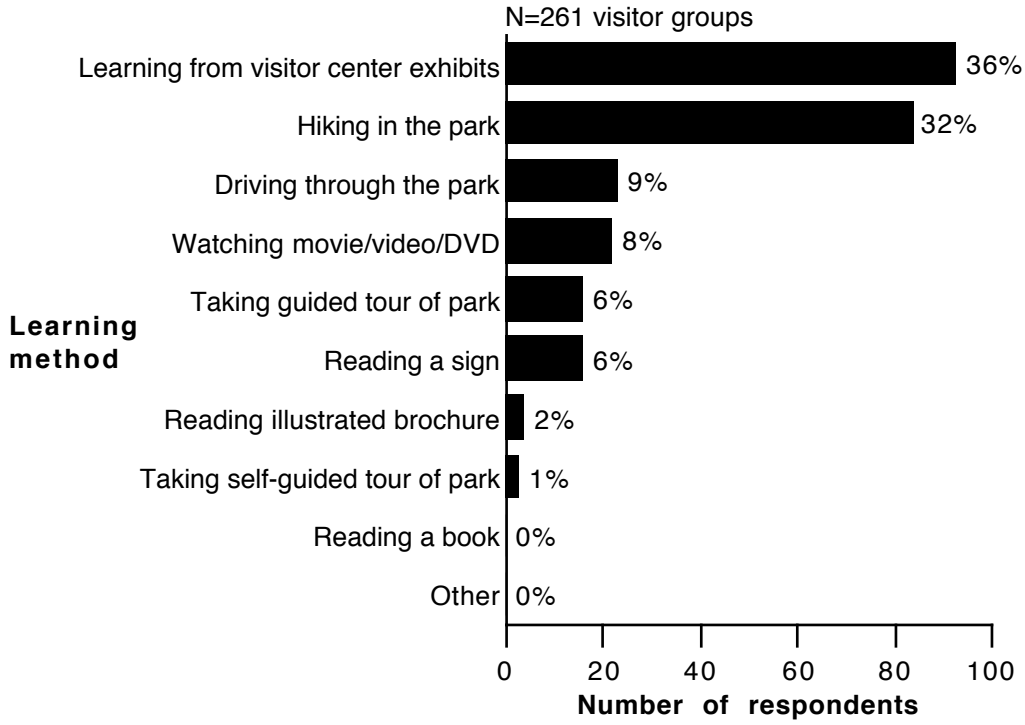


Figure 86: Second choice of learning method

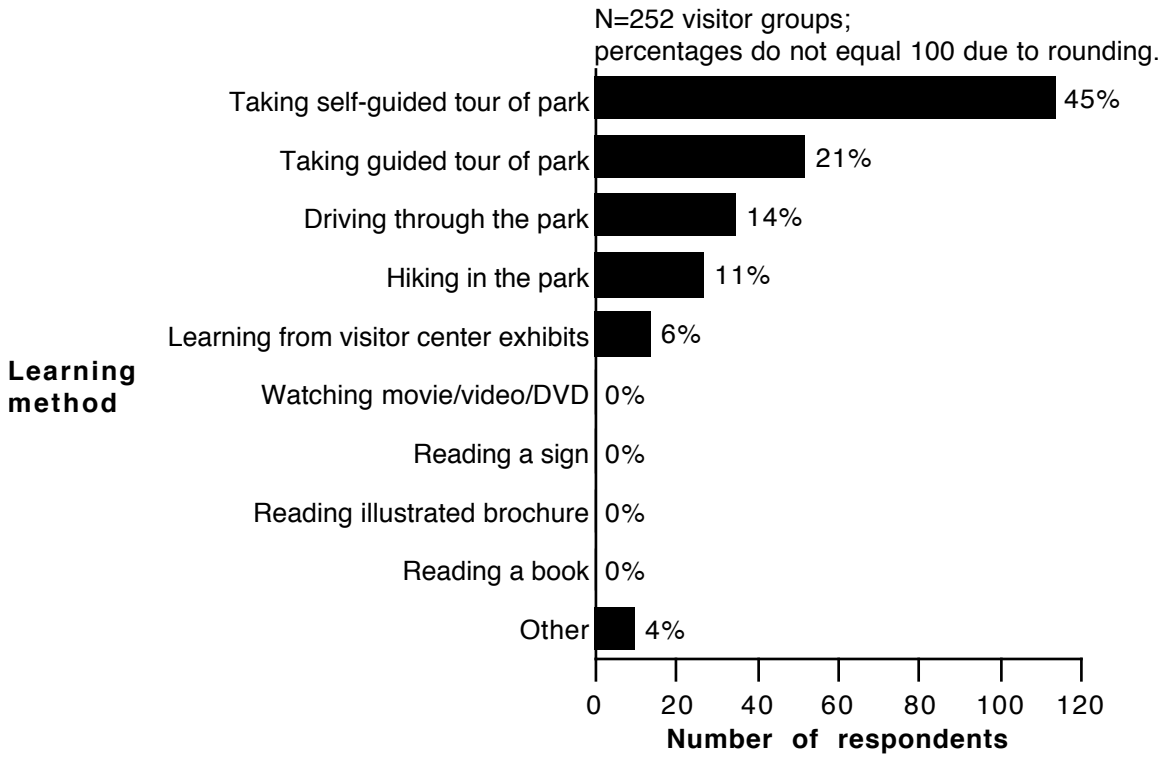


Figure 87: Third choice of learning method

Preferred subjects to learn on a future visit

Most visitor groups (94%) were interested in learning different subjects at John Day Fossil Beds NM on a future visit while 6% were not interested in learning, as shown in Figure 88. Visitor groups who were interested in learning were then asked to indicate what subjects they would be interested in learning about. The subjects that visitor groups were interested in learning about the most included paleontology/geology (83%), local human history (63%), and climate change (62%), as shown in Figure 89. "Other" subjects that visitor groups were interested in learning about included dragonflies, butterflies, reptiles, mineral content of rock and soil in the area, on-going studies in park, current climate information, history of area as it pertains to settlement, and current park issues/controversies.

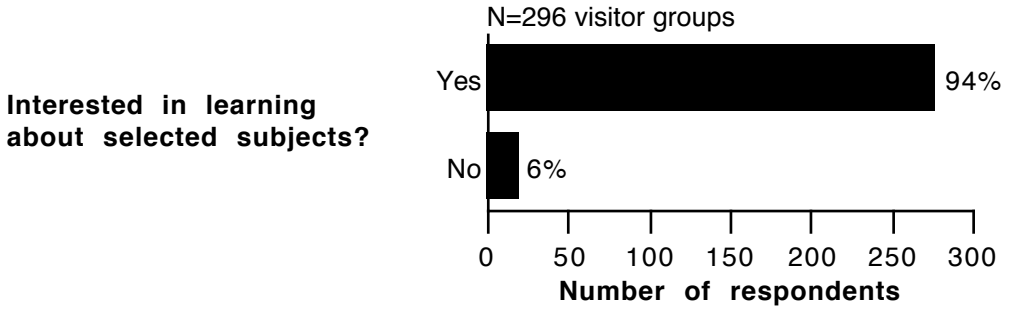


Figure 88: Visitor groups who were interested in learning about selected subjects on a future visit

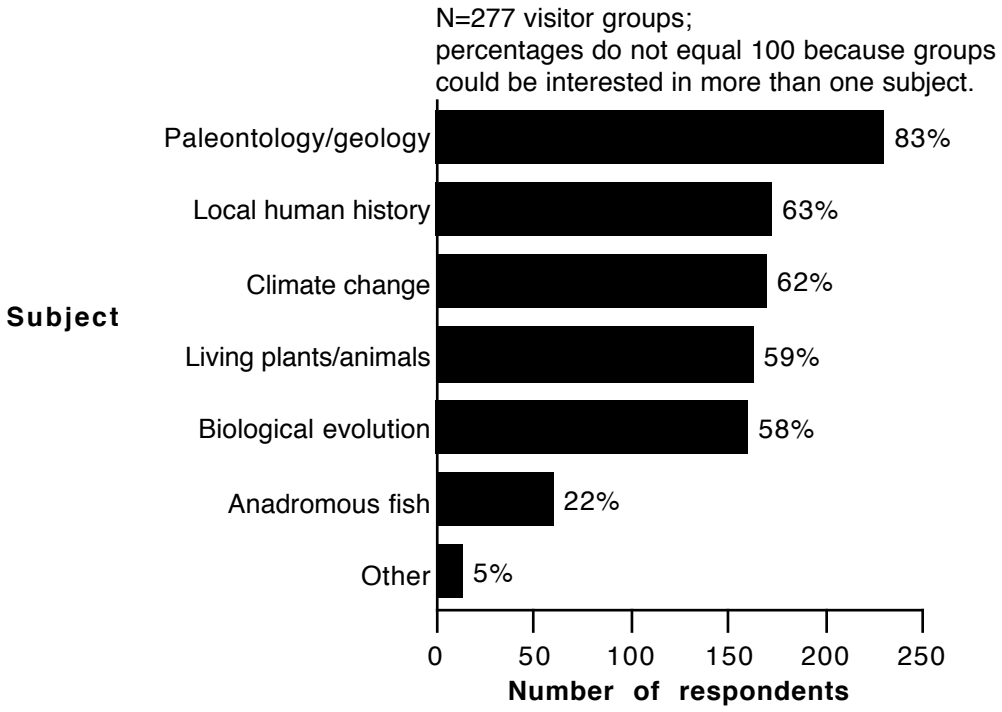


Figure 89: Preferred subjects on a future visit

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of visitor services on this visit to John Day Fossil Beds NM. Most visitor groups (93%) rated the overall quality as "very good" or "good," as shown in Figure 90. Two percent of visitor groups rated the overall quality as "very poor" or "poor."

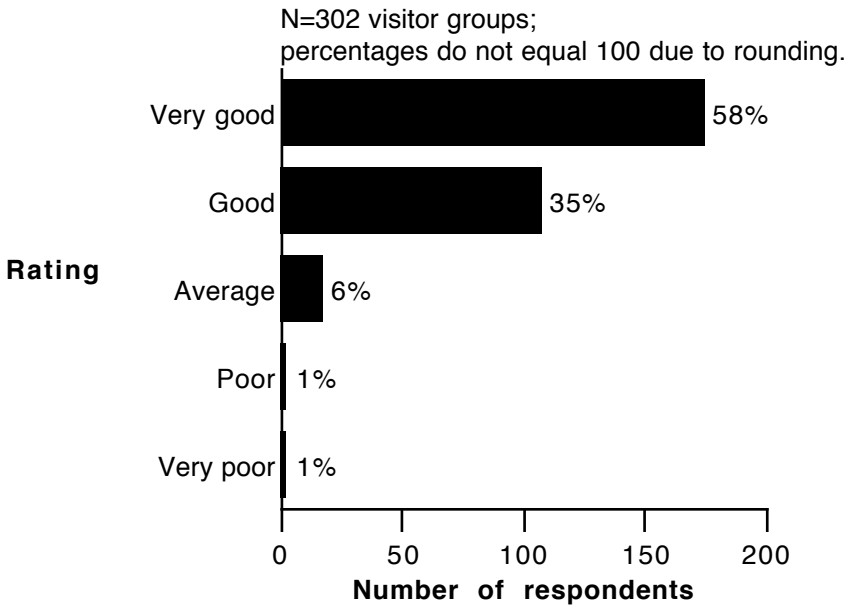


Figure 90: Overall quality of visitor services

What visitors liked most

Eighty-nine percent of visitor groups (N=277 groups) provided comments about what they liked most about this visit to John Day Fossils Beds NM. Table 11 presents summary of these comments.

Table 11: What visitors like most
N=402 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Knowledgeable and helpful rangers	8
INTERPRETIVE SERVICES	
Exhibits	17
Availability of information	11
Educational opportunity	8
Film at visitor center	6
Seeing scientists working	6
Knowing area being protected	6
Ranger talk	3
Historical information	3
Other comments	7
FACILITIES	
Thomas Condon Paleontology Center	44
Well marked and easy hike trails	20
James Cant Ranch House	9
Well maintained facilities	7
Clean restrooms	5
Clean park	2
Nice picnic area	2
Other comments	1
RESOURCE MANAGEMENT	
Painted Hills	32
Geology/rock formations	12
Remoteness/uncrowded	9
Wildlife/plants	3
Other comments	8

Table 11: What visitors like most (continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Scenery	65
Seeing fossils	28
Natural beauty	21
Hiking	18
Quiet/solitude	15
Everything	5
Ability to collect fossils	4
Photographic opportunity	2
Other comments	15

What visitors liked least

Table 12 shows the comments made by 183 visitor groups (59%) regarding what they liked least about this visit to John Day Fossil Bed NM. Some comments were about external conditions such as weather and others were park specific concerns.

Table 12: What visitor liked least

N=187 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comments	2
INTERPRETIVE SERVICES	
Not enough specimen displayed at the visitor center	9
Lack of fossils along trails	6
Incomplete visitor center	6
Lack of sales items in bookstore	4
Not enough ranger-led walk/tour	4
Did not know the park has more than one unit	3
Other comments	8
FACILITIES	
No campground in park	4
Poor road directional signs	4
Limited overnight facilities	3
No safe place to pull off RV for overlook	3
Lack of longer trails to hike	3
Lack of service/restaurant nearby	2
Other comments	7
POLICIES/MANAGEMENT	
Not allowed to dig/touch fossils	4
Too much money spent on building the new visitor center	4
Not allowed to walk to the fossil beds	4
Signs of vandalism on trails	2
Other comments	2
GENERAL COMMENTS	
Nothing to dislike	52
Not enough time to explore more	12
Heat	8
Long drive/far distance to park	8
Bad weather	4
Did not have advanced information about park, did not know what to expect	4
Long winding road	3
Other comments	12

Visitor opinions about national significance of park

Visitor groups were asked to provide comments about the national significance of John Day Fossil Beds NM. Seventy-four percent of visitor groups (N=230 groups) responded to this question. A summary of their responses is listed below in Table 13 and complete copies of visitor responses are contained in the appendix.

Table 13: Visitor opinions about national significance of park

N=352 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
Fossil record	34
Preserve park resources	32
Place of scientific study/research	28
Education	21
Demonstrates evolution	20
National history	20
Beautiful landscape	16
Preserved for scientific study/research/education	15
Geology	13
Provide perspective of time and place	13
Natural beauty of Painted Hills	12
Unique landscape/natural setting	12
Record of geological history	9
Unique fossil record	9
Preserved for enjoyment	8
Unique/rare geology	8
High geological significance	7
Natural environment	7
Park has spectacular scenery	7
Preserves history	6
Record of climate change	6
Unique	6
Local history	4
Provide uncrowded outdoor experience	3
A national treasure/wonder	2
Largest fossil bed in USA	2
Opportunity for conservation	2
Park has aesthetic value	2
Park has historical, not national significance	2
Park has something for everyone	2
Unique example of evolutionary process	2
Volcanic history	2
Not enough information to answer question	3
Other	17

Additional comments

Fifty percent of visitor groups (N=155 groups) wrote additional comments. Their comments about John Day Fossil Beds NM are summarized below (see Table 14). Complete copies of visitor comments are included in the appendix.

Table 14: Additional comments

N=225 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff were knowledgeable and helpful	14
Other comment	1
INTERPRETIVE SERVICES	
Well organized and informative visitor center	8
Very educational	7
Display more fossil specimens at visitor center	7
Advertise more about park	6
Add more ranger-led walk/talk programs	5
Excellent displays and learning facilities for children	4
More information about history of the area	3
More information about Native American history in the area	2
Tag or mark fossils along trails for identifying	2
Add another visitor center on west side	2
More information about geological history of Painted Hills	2
Other comments	8
FACILITY/MAINTENANCE	
Well maintained facilities	5
Continue improving Thomas Condon Paleontology Center	4
Upgrade road signs to match with names on park map; include distance	4
Add snacks and more souvenir items at bookstore area	4
Add longer hiking trails	3
Consider adding some tourist facilities	3
Need better signs for RV indicating ability to turn around	2
Clean facilities	2
Nice recycle bins	2
Other comments	5

Table 14: Additional comments
(continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Expand the monument to protect more land	4
Keep park uncrowded	4
James Cant Ranch House is a treasure	4
Keep it as natural as possible	3
Well balanced between protecting the area and making it accessible to all	3
Create a designated area where people can dig/touch fossils	2
Other comment	1
POLICIES/MANAGEMENT	
Appreciate park did not charge entrance fees	2
Other comments	4
GENERAL COMMENTS	
Will come back to explore more	22
Enjoyed our visit	15
Breathtaking view	7
Glad that we decided to visit, park has a lot to offer	6
Long survey	5
This visit was too short. We plan to come back to visit all park units	5
Peaceful/quiet/relaxing	4
We visit park often. This park is our favorite destinations	4
Keep up the good work	3
Like the feeling of a wide open space	3
Beautiful weather	2
Other comments	17

ADDITIONAL ANALYSIS

John Day Fossil Beds National Monument
VSP Report 162

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address, and phone number in the request.

- Visitor awareness of NPS management of park
- Sources of information prior to visit
- Visitor groups who received needed information
- Primary reason to visit this part of eastern Oregon
- Adequacy of directional road signs
- Forms of transportation
- Number of nights stayed away from home in the area
- Overnight accommodations
- Gateway communities
- Services used in gateway communities
- Services would use in gateway communities if available
- Primary reason to visit park
- Activities
- Length of visit
- Units visited
- Sites visited
- Sites visited first
- Visitor services/facilities used
- Importance of visitor services/facilities
- Quality of visitor services/facilities
- Group type
- Visitors with a guided tour group
- Group size
- Number of vehicles
- Gender
- Age
- State/country of residence
- Number of visits in lifetime
- Visitors with disabilities/impairments
- Visitors who encountered access/service problem in park
- Total expenditures
- Expenditures inside park
- Expenditures outside park
- Visitor unmet expectations
- Importance of selected park features/qualities
- Safety concerns
- Preferred learning methods about park on a future visit
- Preferred subjects to learn on a future visit
- Overall quality of visitor services

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, Idaho 83844-1139

Phone: 208-885-7863
FAX: 208-885-4261
Email: littlej@uidaho.edu
website: www.psu.uidaho.edu

QUESTIONNAIRE

VISITOR SERVICES PROJECT PUBLICATIONS

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit. All other VSP reports listed are available from the parks where the studies were conducted or from the UI PSU. All studies were conducted in summer unless otherwise noted.

1982
1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983
2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985
5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986
7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987
10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988
17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989
21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990
28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991
38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/ Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992
45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial

1993
54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

VISITOR SERVICES PROJECT PUBLICATIONS (continued)

1994
64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995
74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996
84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park (summer)
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park (summer & fall)

1997
93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998
101. Jean Lafitte National Historical Park & Preserve (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999
109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park (fall)

2000
118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

2001
125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

VISITOR SERVICES PROJECT PUBLICATIONS (continued)

2002

131. Everglades National Park
132. Dry Tortugas National Park
133. Pinnacles National Monument
134. Great Sand Dunes National Monument & Preserve
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras NS, Ft. Raleigh NHS and Wright Brothers NMEM)
137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
138. Catoctin Mountain Park
139. Hopewell Furnace National Historic Site
140. Stones River National Battlefield

2003

141. Gateway National Recreation Area: Floyd Bennett Field (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages National Historic Site
149. Fort Stanwix National Monument
150. Arches National Park
151. Mojave National Preserve (fall)

2004

152. Joshua Tree National Park (spring)
153. New River Gorge National River
154. George Washington Birthplace National Monument
155. Craters of the Moon National Monument and Preserve
156. Dayton Aviation Heritage National Historical Park
157. Apostle Island National Lakeshore
158. Keweenaw National Historical Park
159. Effigy Mounds National Monument
160. Saint-Gaudens National Historic Site
161. Manzanar National Historic Site
162. John Day Fossil Beds NM

For more information about the Visitor Services Project, please visit the University of Idaho, Park Studies Unit website: http://www.psu.uidaho.edu

April 2005

NPS – D81

Printed on recycled paper