



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

Visitor Services Project



City of Rocks National Reserve Visitor Study

Fall 2008



Park Studies Unit
Visitor Services Project
Report 208



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April 2009

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**Visitor Services Project
City of Rocks National Reserve
Report Summary**

- This report describes the results of a visitor study at City of Rocks National Reserve (NR) during September 6–14, 2008. A total of 350 questionnaires were distributed to visitor groups. Of those, 256 questionnaires were returned resulting in a 73.1% response rate.
- This report profiles a systematic random sample of City of Rocks NR visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Forty-one percent of visitor groups were in groups of two and 27% were in groups of three or four. Forty-two percent of visitor groups were in family groups while 30% were with friends.
- United States visitors comprised 97% of the total visitation and were from Idaho (38%), Utah (34%), and 32 other states. International visitors represented 3% of total visitation and were from the United Kingdom (38%), Switzerland (33%), and four other countries.
- Forty-eight percent of visitors were ages 21-45 years, 23% were 51-65 years, 13% were 15 years or younger, and 8% were 66 years or older.
- Eight percent of visitor groups reported physical conditions that made it difficult to access or participate in park services or activities.
- Forty-six percent of visitors had visited the park once in their lifetime, while 30% had visited five or more times. The earliest year of first visit reported was 1942. Forty-seven percent of visitor group visited the Reserve for first time during this year (2008).
- Twenty-one percent of visitor groups had an annual household income from \$50,000 to \$74,999. Forty-three percent of visitor groups had two members in their household.
- Prior to this visit, visitor groups most often obtained information about City of Rocks NR through previous visits (61%) and friends/relatives/word of mouth (56%). Most visitor groups (95%) obtained information about the park prior to their visit. Most groups (88%) received the information they needed. Sixty-two percent indicated they would prefer to obtain information to plan a future visit from the City of Rocks NR website.
- City of Rocks NR was the primary destination for 66% of visitor groups.
- Of visitor groups that spent less than 24 hours visiting the park, 30% spent five or more hours. For those who visited for more than one day, 67% spent two or three days. The average length of stay, including hours and days, was 47.3 hours (1.97 days).
- The most visited sites included Bath Rock (72%) and Bread Loaves (64%). Fifty-nine percent of visitor groups participated in rock climbing activities. Seventy-seven percent of visitor groups participated in traditional rock climbing, while 76% were sport climbing.
- The most common activities included general sightseeing (70%) and taking photographs/painting/drawing (68%). The primary activities were rock climbing (53%) and general sightseeing (26%).
- The most used visitor services/facilities included campsites (63%), park brochure/map (52%), and the visitor center (50%).
- Most visitor groups (91%) rated the overall quality of facilities, services, and recreational opportunities at City of Rocks NR as “very good” or “good.” Fewer than 1% of visitor groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho at (208) 885-7863 or the following website <http://www.psu.uidaho.edu>

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INTRODUCTION

City of Rocks is located in south-central Idaho on the northern edge of the Great Basin. This unique geologic area became a landmark in 1843 for California-bound emigrants. They left wagon ruts across the landscape and their signatures in axle grease on Register Rock, Camp Rock and many others.

A few granite pinnacles and monoliths are in excess of sixty stories tall and 2.5 billion years old. The smooth granite faces offer exceptional rock climbing. Today, over 500 climbing routes have been identified. (City of Rocks National Reserve, National Park Service, Department of the Interior website: www.nps.gov/ciro April, 2009).

This report describes the results of a visitor study at City of Rocks National Reserve during September 6 – 14, 2008 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

Organization of the report

The report is organized into three sections.

Section 1: Methods. This section discusses the procedures, limitations, and special conditions that may affect the results of the study.

Section 2: Results. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the order of questions in the questionnaire.

Section 3: Appendices

Appendix 1: *The Questionnaire.* A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis.* A list of options for cross-references and cross comparisons. These comparisons can be analyzed within parks or between parks. Results of additional analyses are not included in this report as they may only be requested after the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias.* An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications.* A complete list of publications by the PSU. Copies of these reports can be obtained by visiting the website:

<http://www.psu.uidaho.edu/vsp/reports.htm> or contacting the PSU office at (208) 885-7863.

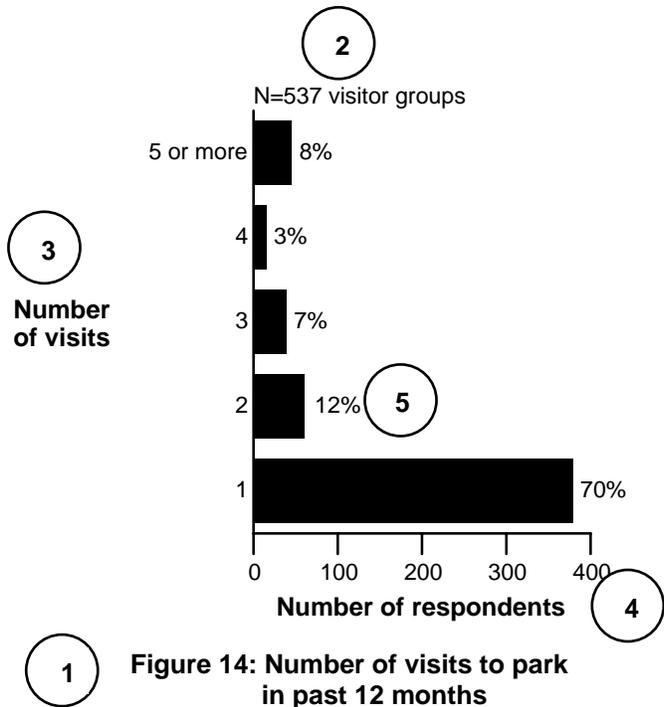
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.
- * appears when total percentages do not equal 100 due to rounding.
- ** appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.



METHODS

Survey Design

Sample size and sampling plan

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

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at City of Rocks National Reserve during September 6–14, 2008. During this survey, 360 visitor groups were contacted at three locations and 350 of these groups (97.2%) accepted questionnaires. Table 1 shows the number of questionnaires distributed at each location, and the response rate for each location. Questionnaires were completed and returned by 256 visitor groups resulting in a 73.1% response rate for this study. The average response rate for the 183 VSP visitor studies conducted from 1988 through 2007 was 74.9%.

Table 1: Questionnaire distribution
 N_1 =number of questionnaires distributed
 N_2 =number of questionnaires returned

Sampling site	N_1	% distributed	N_2	% returned*
Visitor Center	119	34	97	38
Bath Rock parking lot	196	56	127	50
Campsites	35	10	32	13
Total	350	100	256	101

Questionnaire design

The City of Rocks National Reserve questionnaire was developed at a workshop held with the Reserve staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for City of Rocks National Reserve. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the City of Rocks National Reserve questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. The individual was asked for their name, address, and telephone number in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the questionnaire after their visit, and return it by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

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

<h3>Data Analysis</h3>

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Analysis Software (SAS) and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The data were entered twice—by two independent data entry staff—and validated by a third staff member.

Limitations

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

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of September 6–14, 2008. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather was mostly sunny days with occasional clouds. Temperatures ranged from 34°F to 85°F and wind speed was up to 18 miles per hour. No special events occurred in the area that would affect the type and amount of visitation.

Checking Non-response Bias

The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire, and group size.

Table 2 shows insignificant differences between group types. As shown in Table 3, there are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes. See Appendix 3 for more details of the non-response bias checking procedure.

Table 2: Comparison of respondents and non-respondents group type

Group type	Respondent	Non-respondent	Total surveyed
Alone	17	8	25
Family	104	47	151
Friends	75	27	102
Family and friends	47	8	55
Other	5	3	8
Total	248	93	341

Chi-square = 6.359 df = 4 p-value = 0.174

Table 3: Comparison of respondents and non-respondents age and group size

Variable	Respondent		Non-respondent		p-value (t-test)
	N	Average	N	Average	
Group size	251	4.1	91	3.7	0.303
Age	253	45.5	91	38.7	<0.001

There are insignificant differences in group size and group type between respondents and non-respondents. A seven-year difference is detected in average age of respondents compared to non-respondents. However, the differences may be due to the fact that an older person in the group completed the survey while a younger person accepted the survey at the park. Occasionally, survey respondents may answer the age question incorrectly with the oldest person in the first slot that was designated for the respondent (see Appendix 3). Moreover, the survey was designed to collect group information but not individual information. Since the two group parameters were the same for both respondents and non-respondents the response bias is judged to be insignificant. The data is a good representation of a larger City of Rocks National Reserve visitor population for the duration of the survey period.

RESULTS

Visitor and Group Characteristics

Visitor group size

Question 23

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

Results

- 41% of visitors were in groups of two (see Figure 1).
- 27% were in groups of three or four.
- 9% were in groups of five or more.

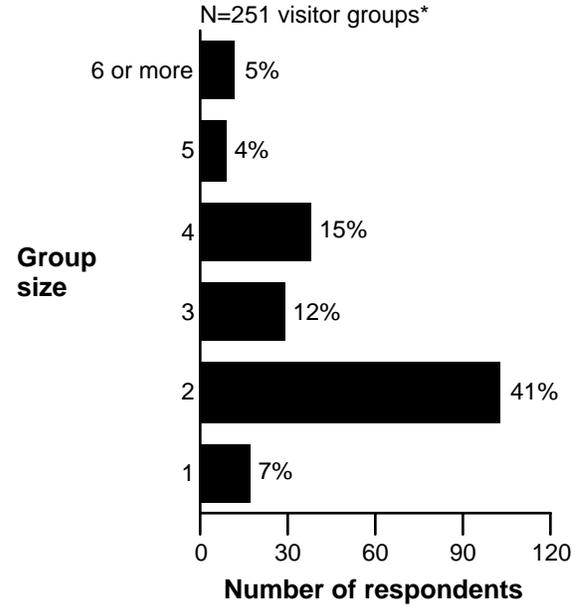


Figure 1: Group size

Visitor group type

Question 22

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

Results

- 42% of visitor groups were made up of family members (see Figure 2).
- 30% were with friends.
- “Other” groups (2%) were:
 - Co-workers
 - Kids climbing team
 - Solid Rock Climbers for Christ

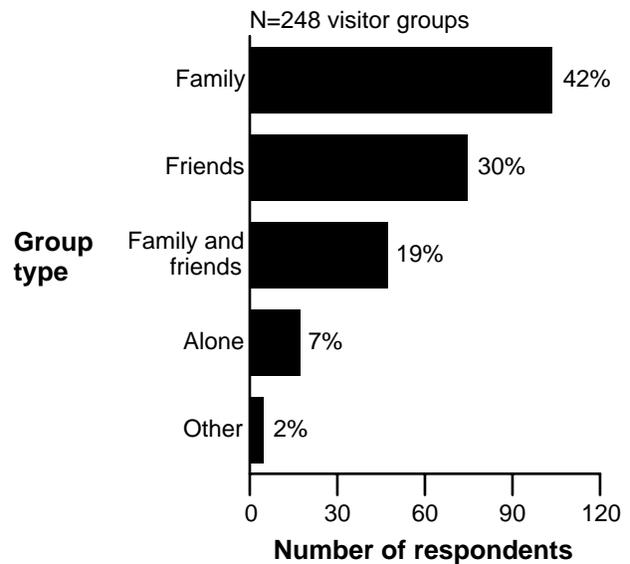


Figure 2: Group type

*total percentages do not equal 100 due to rounding

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

Visitors with organized groups

Question 21a

On this visit, were you and your personal group with a commercial guided tour group?

Results

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

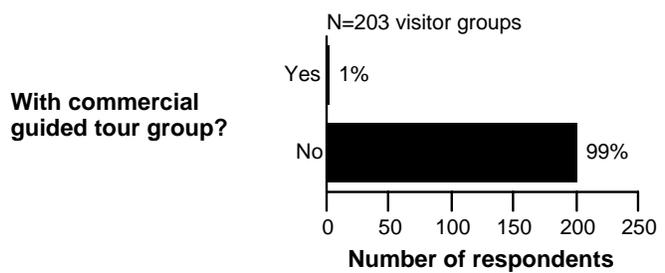


Figure 3: Visitors with a commercial guided tour group

Question 21b

On this visit, were you and your personal group with a school/educational group?

Results

- 1% of visitor groups were with a school/educational group (see Figure 4).

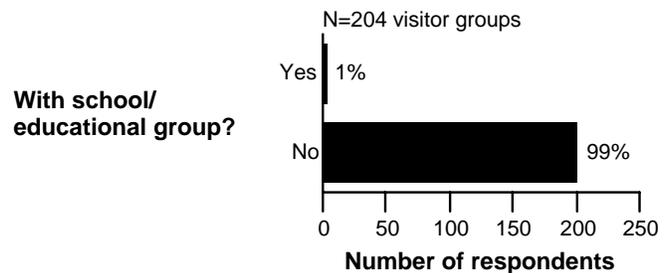


Figure 4: Visitors with a school/educational group

Question 21c

On this visit, were you and your personal group with an other organized group (such as business, church, scout, etc.)?

Results

- 3% of visitor groups were with an other organized group (see Figure 5).

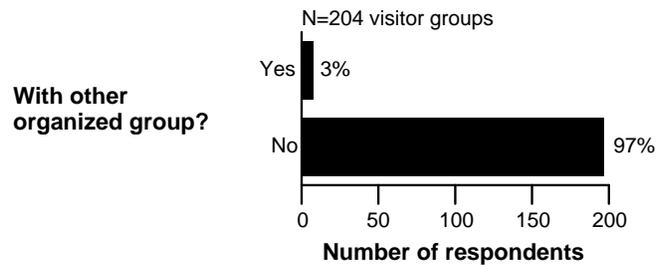


Figure 5: Visitors with an other organized group

*total percentages do not equal 100 due to rounding

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

United States visitors by state of residence

Question 25b

For you and your personal group on this visit, what is your state of residence?

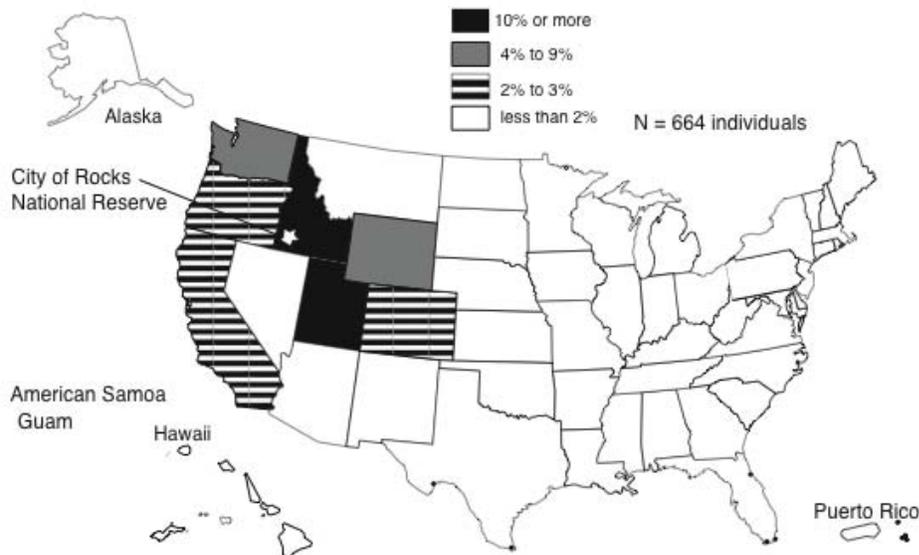
Table 4: United States visitors by state of residence*

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

Results

- U.S. visitors were from 34 states, and comprised 97% of total visitation to the Reserve during the survey period.
- 38% of U.S. visitors came from Idaho (see Table 4 and Map 1).
- 34% came from Utah.
- Smaller proportions of U.S. visitors came from 32 other states.

State	Number of visitors	Percent of U.S. visitors N=664 individuals	Percent of total visitors N=688 individuals
Idaho	251	38	36
Utah	223	34	32
Washington	38	6	6
Wyoming	32	5	5
Colorado	23	3	3
California	13	2	2
Oregon	12	2	2
Montana	6	1	1
Virginia	6	1	1
Connecticut	5	1	1
Illinois	5	1	1
Missouri	5	1	1
Massachusetts	4	1	1
New Mexico	4	1	1
New York	4	1	1
19 other states	33	5	5



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

*total percentages do not equal 100 due to rounding

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

International visitors by country of residence

Question 25b

For you and your personal group on this visit, what is your country of residence?

Table 5: International visitors by country of residence *

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

Country	Number of visitors	Percent of international visitors N=24 individuals	Percent of total visitors N=688 individuals
United Kingdom	9	38	1
Switzerland	8	33	1
Germany	4	17	1
Australia	1	4	<1
France	1	4	<1
Netherlands	1	4	<1

Results

- International visitors were from six countries and comprised 3% of total visitation to the Reserve during the survey period (see Table 5).
- 38% of international visitors came from the United Kingdom (see Table 5).
- 33% came from Switzerland.
- Smaller proportions came from four other countries.

*total percentages do not equal 100 due to rounding

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

Number of visits to the Reserve

Question 25c

For you and your personal group, how many times have you visited City of Rocks National Reserve in your lifetime (including this visit)?

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

Results

- 46% of visitors visited the Reserve once in their lifetime (see Figure 6).
- 34% of visitors visited four or more times.
- 20% of visitors visited the two or three times.

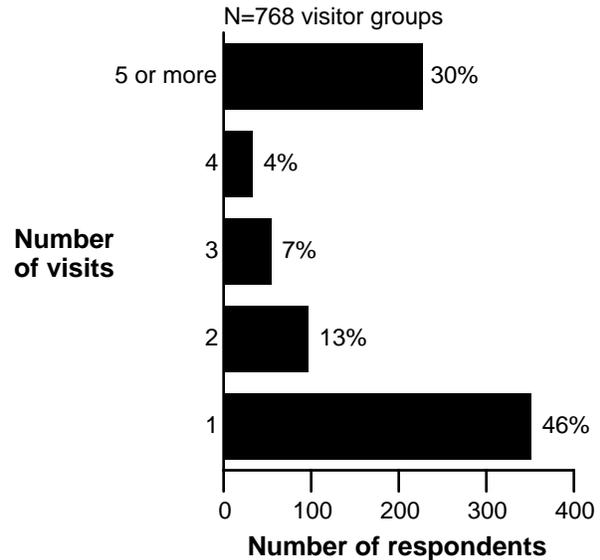


Figure 6: Number of visits to Reserve in lifetime

Year of first visit to the Reserve

Question 25d

For you and your personal group, what was the first year you visited City of Rocks National Reserve?

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

Results

- The earliest year of first visit reported was 1942.
- 47% reported this year (2008) was the first time they visited the Reserve (see Figure 7).
- 27% of visitors' first visit was between 2000-2007.

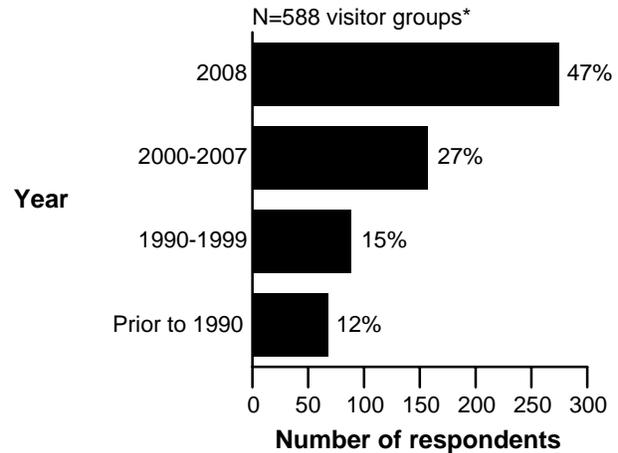


Figure 7: Year of first visit to the Reserve

*total percentages do not equal 100 due to rounding

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

Visitor age

Question 25a

For you and your personal group on this visit, what is your current age?

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

Results

- Visitor ages ranged from 1 to 91 years.
- 48% of visitors were between 21-45 years of age (see Figure 8).
- 23% were between 51-65 years of age.
- 13% were 15 years or younger.
- 8% were 66 or older.

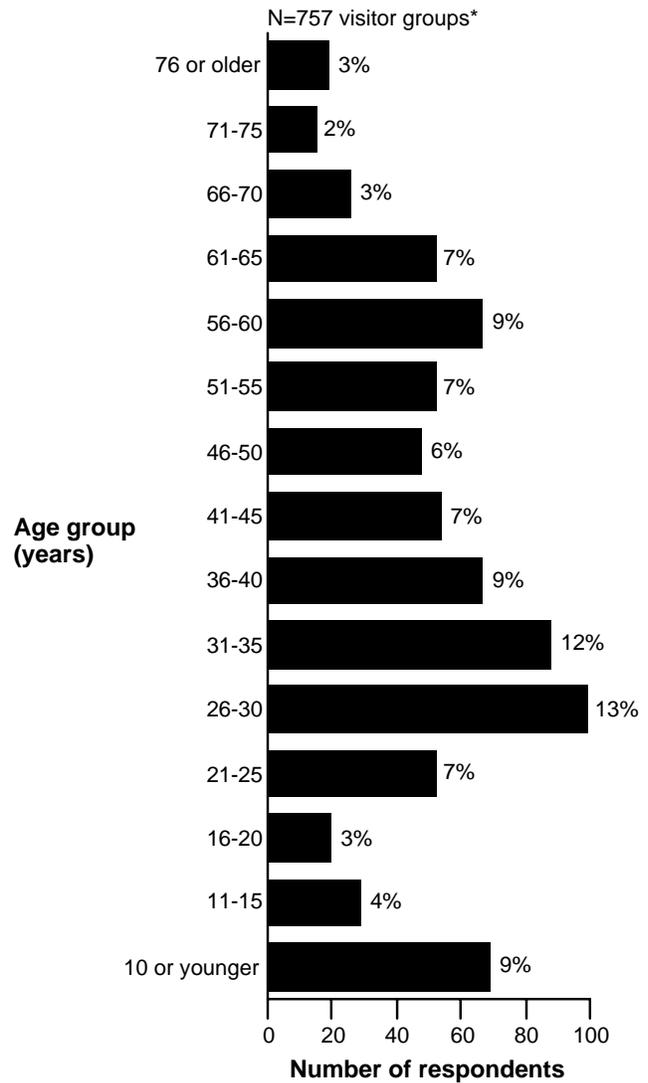


Figure 8: Visitor age

*total percentages do not equal 100 due to rounding

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

Language used for speaking

Question 24a

When visiting an area such as City of Rocks National Reserve, what one language do you and most members of your personal group prefer to use for speaking?

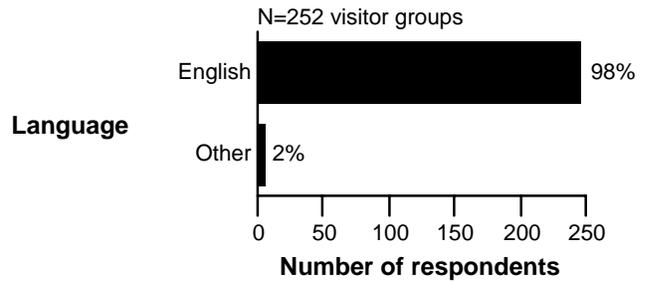


Figure 9: Preferred language for speaking

Results

- 98% of visitors groups preferred to use English for speaking (see Figure 9).
- Table 6 shows languages other than English used for speaking – Interpret results with **CAUTION!**

Table 6: Language used for speaking
N=4 visitor groups – **CAUTION!**

Language	N	Percentage
German	2	50
French	1	25
Polish	1	25

Language used for reading

Question 24b

When visiting an area such as City of Rocks National Reserve, what one language do you and most members of your personal group prefer to use for reading?

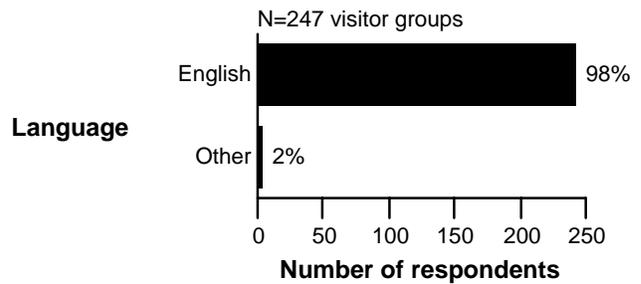


Figure 10: Preferred language for reading

Results

- 98% of visitor groups preferred to use English for reading (see Figure 10).
- Table 7 shows languages other than English used for reading – Interpret results with **CAUTION!**

Table 7: Language used for reading*
N=3 visitor groups – **CAUTION!**

Language	N	Percentage
English/French	1	33
German	1	33
Polish	1	33

*total percentages do not equal 100 due to rounding

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

Services in other languages

Question 24c

In your opinion, what services in the park need to be provided in languages other than English?

Results

- 9% of visitor groups needed services provided in languages other than English (see Figure 11).
- Table 8 shows the services needed in other languages – Interpret results with **CAUTION!**

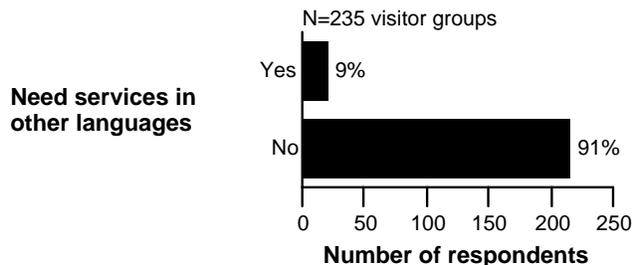


Figure 11: Need for services in other languages

Table 8: Services needed in other languages other than English

N=25 comments

CAUTION!

Service	Number of times mentioned
Information	4
Maps	3
All services	2
Camping registration	2
Park brochure	2
Park rules	2
Restrooms	2
Signage	2
All services	1
Camping	1
Emergency numbers	1
Exhibits	1
Guide books	1
Informational/educational signs	1

*total percentages do not equal 100 due to rounding

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

Visitors with physical conditions/impairments

Question 27a

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

Results

- 8% of visitor groups had members with physical conditions that made it difficult to participate in/access services or activities (see Figure 12).

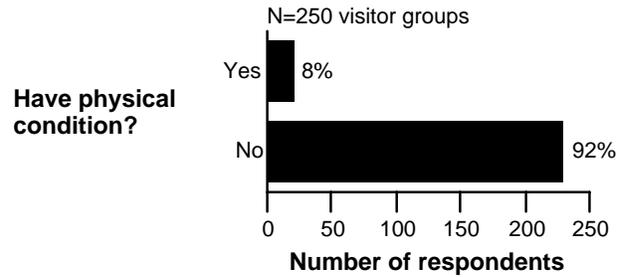


Figure 12: Visitors with physical conditions

Question 27b

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

Results – Interpret with **CAUTION!**

- Eighteen visitor groups responded to this question.
- The services or activities that visitor group members with a physical condition had difficulty accessing/participating in were:

All
 Anything not wheelchair accessible
 Bathtub Rock
 Hiking
 Restrooms
 Rock climbing
 Views
 Walking

*total percentages do not equal 100 due to rounding

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

Household income

Question 26a

Which category best represents your annual household income?

Results

- 27% of visitor groups had an annual household incomes from \$50,000 to \$74,999 (see Figure 13).
- 17% had income between \$75,000 and \$99,999.
- 14% had income between \$100,000 and \$149,999.

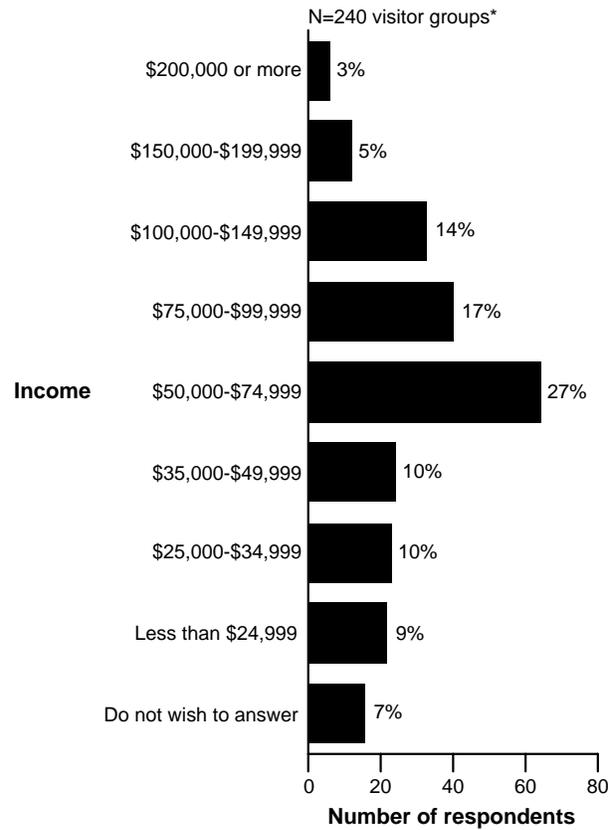


Figure 13: Annual household income

Question 26b

How many people are in your household?

Results

- 56% of visitor groups had two members in their household (see Figure 14).
- 28% had three or more members.
- 17% had one member.

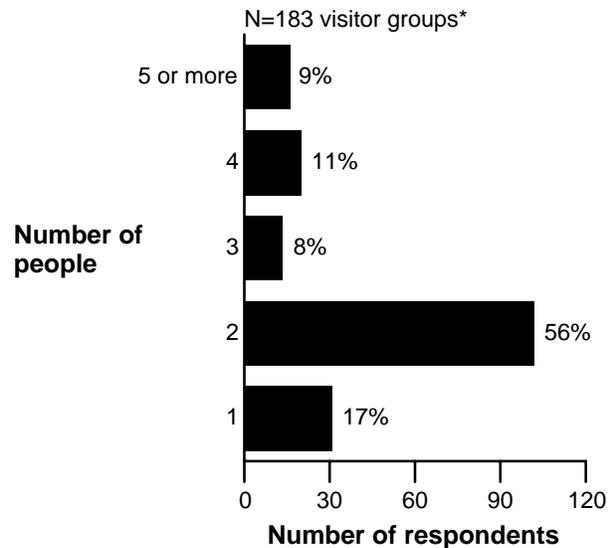


Figure 14: Number of people in household

*total percentages do not equal 100 due to rounding

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

Awareness of management by the NPS and Idaho Parks and Recreation

Question 2

City of Rocks National Reserve is managed by the Idaho Department of Parks and Recreation through a cooperative agreement with the National Park Service. While the Reserve is a unit of the National Park System, there are 640 acres in the heart of the Reserve that are designated state park land. Prior to this visit, were you aware that two different organizations administer this site?

Results

29% of visitor groups were aware, prior to their visit, that the Reserve was managed by the National Park Service and Idaho Department of Parks and Recreation (see Figure 15).

29% thought the Reserve was managed by the National Park Service only.

28% were not sure of the management agencies.

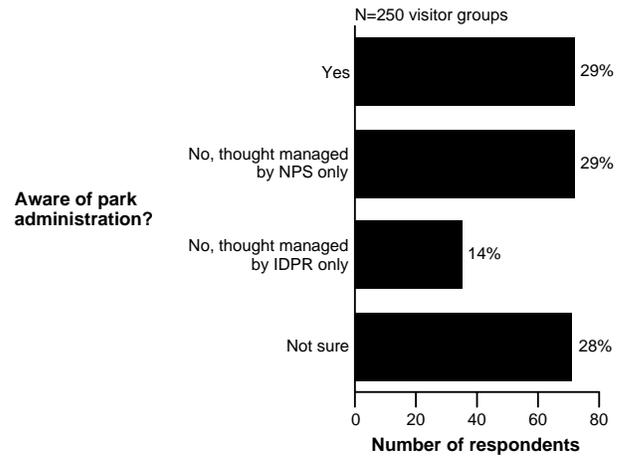


Figure 15: Awareness that City of Rocks National Reserve is managed by the National Park Service and Idaho Department of Parks and Recreation

*total percentages do not equal 100 due to rounding

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

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to your visit, how did you and your personal group obtain information to plan your visit to City of Rocks National Reserve?

Results

95% of visitor groups obtained information about City of Rocks National Reserve prior to their visit (see Figure 16).

- As shown in Figure 17, of those who obtained information prior to their visit, the most common sources were:

- 61% Previous visits
- 56% Friends/relatives/word of mouth
- 38% Reserve website

- “Other” sources (11%) were:

- Climbing guide
- Climbing guidebooks
- Climbing ranger
- Mountain Project website
- Passport book
- Picture at rest area near Massacre State Park
- Sawtooth Mountain Guide
- Signs on freeway
- State Department of Parks and Recreation
- State park website for reservations
- Visitor center

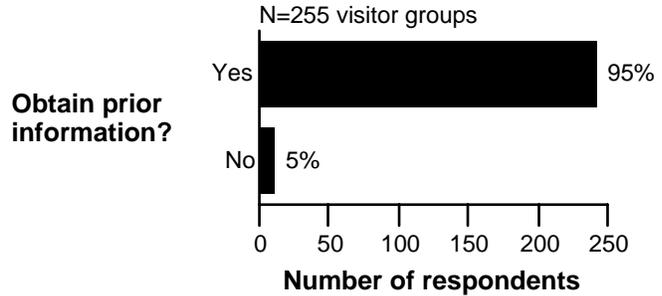


Figure 16: Visitor groups who obtained information about the Reserve prior to visit

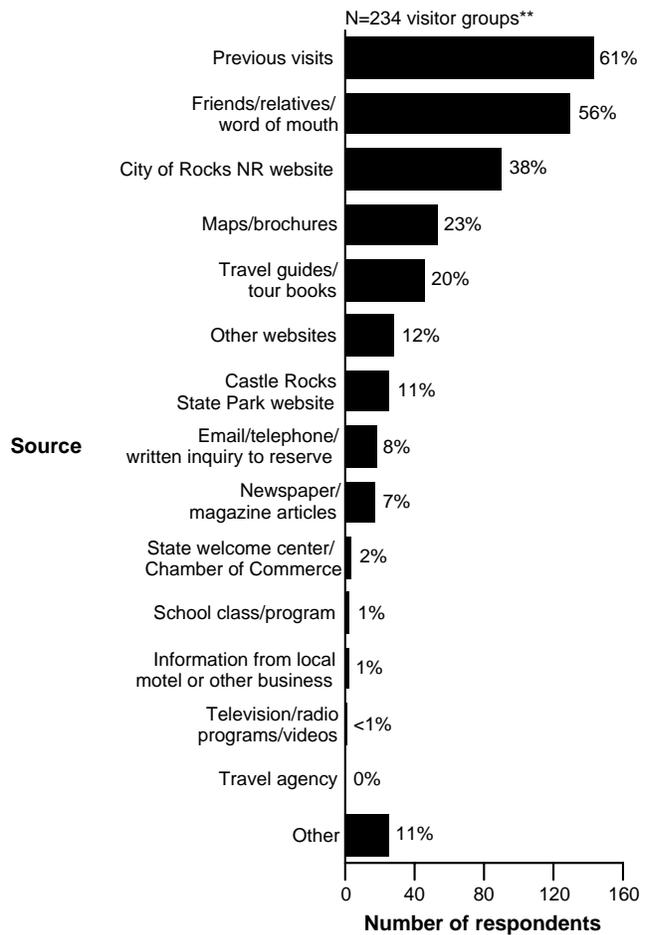


Figure 17: Sources of information used by visitor groups prior to visit

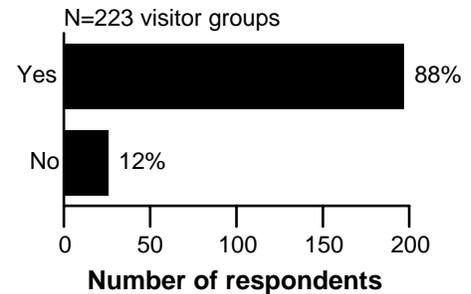
*total percentages do not equal 100 due to rounding

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

Question 1c

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

Receive needed information?



Results

88% of visitor groups received needed information prior to their visit (see Figure 18).

Figure 18: Visitor groups who received needed information prior to their visit

Question 1d

If NO, what type of park information did you and your personal group need that was not available?

Results – Interpret with **CAUTION!**

- Twenty-three visitor groups responded to this question.
- Additional information that visitor groups needed was:

- Accurate campsite availability information
- Better hiking map
- Better markings on trails
- Better directions to Smoky Mountain on the website
- Campground check-in/registration information
- Campground location
- Campground reservation information
- Camping information
- Campsite availability
- Campsite map
- Cattle in the park
- Distance to visitor center
- Drinking water in campsite
- Information on weekend crowding
- Map of area
- Map/information for specific campsites
- More specific information on shade, i.e. morning sun or all day
- Road conditions from Oakley
- Road conditions from Reserve to Burley
- RV camping information
- Unpaved road information
- Wheelchair accessibility

*total percentages do not equal 100 due to rounding

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

Information sources for future visit

Question 1b

If you were to visit City of Rocks National Reserve in the future, what sources would you and your personal group prefer to use to obtain information in planning your visit?

Results

As shown in Figure 19, the most common sources of information visitor groups preferred to use for a future visit were:

- 64% City of Rocks National Reserve website
- 48% Previous visits
- 36% Castle Rocks State Park website
- 34% Friends/relatives/word of mouth
- 32% Maps/brochures

“Other” sources of information (11%) were:

- Bulletin boards
- Climbing guidebooks
- Climbing guides
- Climbing ranger
- Kiosks in the Reserve
- Mountain Project website
- Sawtooth Mountain Guide
- State Department of Parks and Recreation
- Visitor center

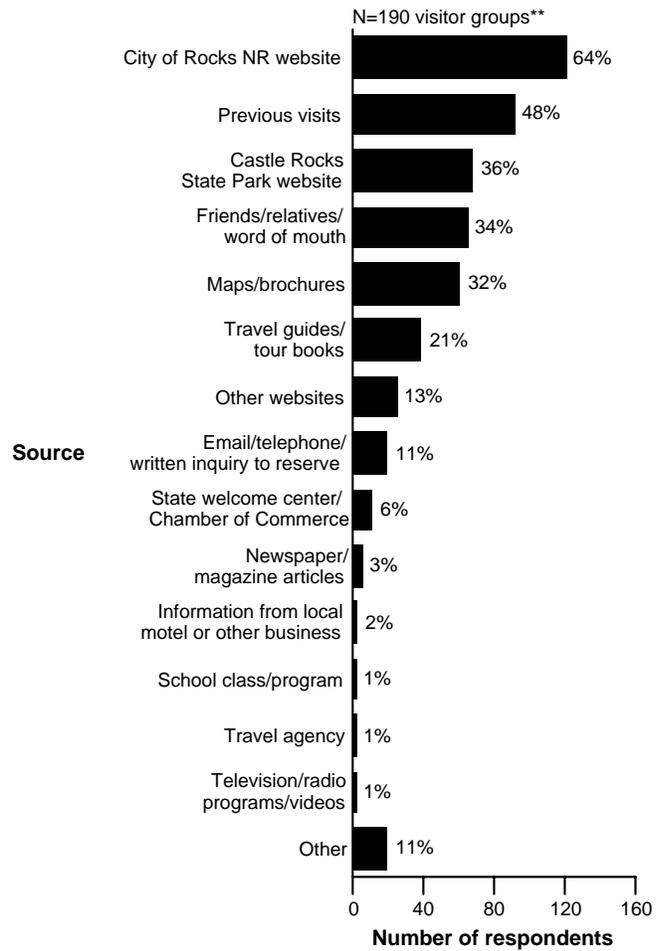


Figure 19: Sources of information preferred for a future visit

*total percentages do not equal 100 due to rounding

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

How visit to the Reserve fit into travel plans

Question 4
 How did this visit to City of Rocks National Reserve fit into your travel plans?

Results

- 66% of visitor groups indicated the Reserve was the primary destination (see Figure 20).
- 28% indicated the Reserve was one of several destinations.

How visit fit into travel plans

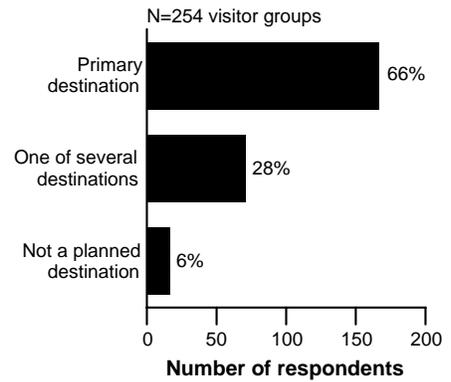


Figure 20: Reserve as destination

*total percentages do not equal 100 due to rounding

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

Places stayed on night prior to visit

Question 6a

In what town/city did you and your group stay on the night before your arrival at City of Rocks National Reserve? If you stayed at home, please write the name of the town and state where you live.

Results

- 97% of visitor groups (N=248) responded to this question.
- Table 9 shows the towns/cities in which visitor groups stayed on the night prior to visiting City of Rocks National Reserve.

Table 9: Town/city in which visitor groups stayed on the night before visit
N=82 locations

Town/city	Number of times mentioned
Salt Lake City, UT	43
Twin Falls, ID	21
Burley, ID	16
Pocatello, ID	14
Boise, ID	12
Idaho Falls, ID	12
Jackson, WY	11
Albion, ID	7
Almo, ID	5
Jerome, ID	5
Ogden, UT	5
Rupert, ID	5
Layton, UT	4
Logan, UT	4
Ketchum, ID	3
Bellevue, ID	2
Bozeman, MT	2
Brigham City, UT	2
Declo, ID	2
Grand Junction, CO	2
Grand Teton National Park, WY	2
Hailey, ID	2
Meridian, ID	2
Nampa, ID	2
Oakley, ID	2
Roy, UT	2
Sandy, UT	2
Stanley, ID	2
Tremonton, UT	2
1000 Trees RV Park, ID	1
Beaver, UT	1
Birmingham, AL	1
Buhl, ID	1

*total percentages do not equal 100 due to rounding

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

Table 9: Town/city in which visitor groups stayed on the night before visit
(continued)

Town/city	Number of times mentioned
Cedar City, UT	1
Chubbuck, ID	1
Cottonwood Heights, UT	1
Denver, CO	1
Driggs, ID	1
Eden, ID	1
Elba, ID	1
Ely, NV	1
Emery Canyon, ID	1
Emmett, ID	1
Eugene, OR	1
Farr West, UT	1
Hagerman, ID	1
Hansen, ID	1
Heyburn, ID	1
Homer, AK	1
Jackpot, NV	1
Joshua Tree, CA	1
Junction Valley, UT	1
La Grande, OR	1
Lander, WY	1
Lava Hotsprings, ID	1
Murtaugh Lake, ID	1
Massacre Rocks State Park, ID	1
McCall, ID	1
Mendon, UT	1
Moab, UT	1
Mountain Home, ID	1
Murtaugh, ID	1
Nevada City, CA	1
North Logan, UT	1
North Ogden, UT	1
Park City, UT	1
Preston, ID	1
Reno, NV	1
Rock Springs, UT	1
Sewell, NJ	1
Smithfield, UT	1
South Lake Tahoe, CA	1
St. George, UT	1
Susanville, CA	1

*total percentages do not equal 100 due to rounding

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

Table 9: Town/city in which visitor groups stayed on the night before visit
(continued)

Town/city	Number of times mentioned
Taylorsville, UT	1
Vernal, UT	1
Victor, ID	1
Wenatchee, WA	1
Wendell, ID	1
Wendover, NV	1
West Jordan, UT	1
Winthrop, WA	1

*total percentages do not equal 100 due to rounding

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

Places stayed on night after visit

Question 6b

In what town/city did you and your group stay on the night after your departure from City of Rocks National Reserve? If you stayed at home, please write the name of the town and state where you live.

Results

- 95% of visitor groups (N=244) responded to this question.
- Table 10 shows the towns/cities in which visitor groups stayed on the night after leaving City of Rocks National Reserve.

Table 10: Town/city in which visitor groups stayed the night after visit
N=89 locations

Town/city	Number of times mentioned
Salt Lake City, UT	41
Twin Falls, ID	25
Boise, ID	17
Burley, ID	15
Pocatello, ID	11
Idaho Falls, ID	7
Jackson, WY	7
Ogden, UT	6
Albion, ID	5
Jerome, ID	5
Layton, UT	5
Ketchum, ID	4
Logan, UT	4
Rupert, ID	4
Brigham City, UT	3
Craters of the Moon, ID	2
Denver, CO	2
Hailey, ID	2
La Grande, OR	2
Meridian, ID	2
Ontario, OR	2
Reno, NV	2
Roy, UT	2
Sandy, UT	2
Stanley, ID	2
Wendell, ID	2
Almo, ID	1
Ashton, ID	1
Bellevue, ID	1
Birmingham, AL	1
Bozeman, MT	1
Buhl, ID	1
Chubbuck, ID	1

*total percentages do not equal 100 due to rounding

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

Table 10: Town/city in which visitor groups stayed the night after visit
(continued)

Town/city	Number of time mentioned
Cottonwood Heights, UT	1
Crater Lake National Park, OR	1
Declo, ID	1
Driggs, ID	1
Elba, ID	1
Elko, NV	1
Eugene, OR	1
Farr West, UT	1
Fort Collins, CO	1
Galena, OH	1
Glenns Ferry, ID	1
Gooding, ID	1
Grand Junction, CO	1
Hagerman, ID	1
Hansen, ID	1
Helena, MT	1
Heyburn, ID	1
Hyde Park, UT	1
Jackpot, NV	1
Jarbridge, NV	1
Junction Valley, UT	1
Las Vegas, NV	1
Longmont, CO	1
Loveland, CO	1
Maple Canyon, UT	1
Mendon, UT	1
Miracle Hotsprings, ID	1
Moab, UT	1
Moose, WY	1
Mountain Home, ID	1
Murtaugh, ID	1
Nevada City, CA	1
North Logan, UT	1
North Ogden, UT	1
Oakley, ID	1
Olympia, WA	1
Park City, UT	1
Pendleton, OR	1
Preston, ID	1
Provo, UT	1

*total percentages do not equal 100 due to rounding

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

Table 10: Town/city in which visitor groups stayed the night after visit
(continued)

Town/city	Number of time mentioned
Rawlins, WY	1
Rexburg, ID	1
Richfield, UT	1
Seattle, WA	1
Silverthorne, CO	1
Smithfield, UT	1
South Jordan, UT	1
St. Louis, MO	1
Steam Boat Springs, CO	1
Taylorsville, UT	1
Teton, ID	1
Terrebonne, OR	1
Tremonton, UT	1
Vale, OR	1
Walla Walla, WA	1
West Jordan, UT	1

*total percentages do not equal 100 due to rounding

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

Communities where support services were obtained

Question 7a

In which communities did you and your personal group obtain support services (e.g. information, gas, food, lodging) for this visit to City of Rocks National Reserve?

Results

- 81% of visitor groups obtained support services in local communities (see Figure 21).
- 63% of visitor groups obtained support services in Almo (see Figure 22).
- “Other” communities (27%) were:

- Boise, ID
- Declo, ID
- Eden, ID
- Gas station at I-84, exit 245
- Hailey, ID
- Heyburn, ID
- Idaho Falls, ID
- Jackson, WY
- Junction Valley, ID
- Ketchum, ID
- Montello, NV
- Ogden, UT
- Pocatello, ID
- Rock City, ID
- Rupert, ID
- Salt Lake City, UT
- Shell station at interstate junction
- Shoshone, WY
- Snowville, UT
- Sublett, ID
- Tremonton, UT
- Twin Falls, ID

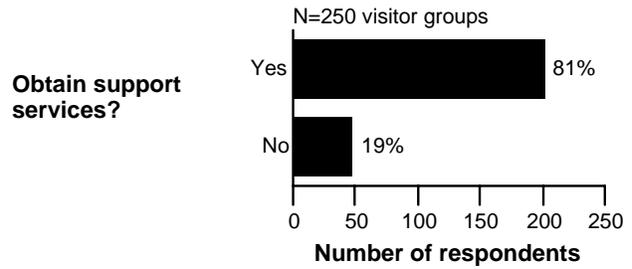


Figure 21: Obtain support services in local communities?

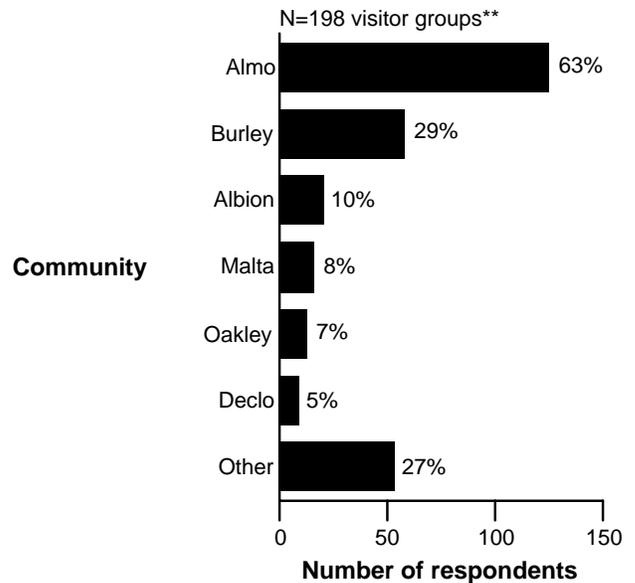


Figure 22: Community where support services were obtained

*total percentages do not equal 100 due to rounding

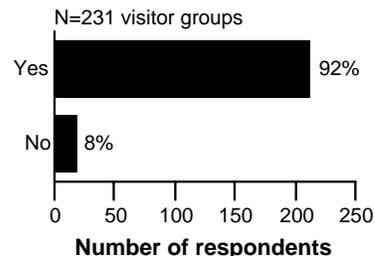
**total percentages do not equal 100 because visitors could select more than one answer

Support services needed that were not available

Question 7b

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

Able to obtain all needed services?



Results

- 92% of visitor groups obtained all needed support services in local communities (see Figure 23).

Figure 23: Obtain all services needed?

Question 7c

If NO, what needed services were not available?

Results – Interpret with **CAUTION!**

- Table 11 shows the support services visitor groups needed in local communities but which were not available.

Table 11: Comments about services in communities

N=16 visitor groups;
some visitor groups made more than one comment.

CAUTION!

Service	Comment	Number of times mentioned
Breakfast in town	No specific comment	1
Cell service	No good connection	2
	No specific comment	1
Directions	Did not expect any help	1
Gasoline	No specific comment	1
Groceries	Better selection	3
	Had to drive far to buy some	1
	Natural/organic food source	1
	Store was closed	1
	No specific comment	1
Grocery store	No specific comment	1
Hot springs	It was closed	1
Ice cream	Gas station was closed on Sunday	1
Purchase milk	No specific comment	1
Restaurants	Need more places to eat	1
Restroom	No specific comment	1
Running water	Needs to be close to all campsites	1
Shower	They were closed	1
	No specific comment	1
Tire repair	No specific comment	1

*total percentages do not equal 100 due to rounding

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

Number of vehicles used to arrive at Reserve

Question 3

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

Results

- 70% of visitor groups used one vehicle to arrive at the Reserve on this visit (see Figure 24).
- 18% used two vehicles.
- 13% used three or more vehicles.
- Number of people per vehicle ratio was 2.7.

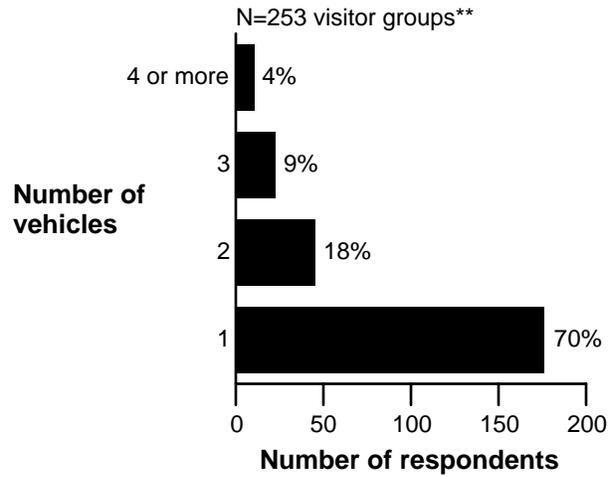


Figure 24: Number of vehicles

Number of entries into the Reserve

Question 13

On this visit, how many times did you and your group enter City of Rocks National Reserve?

Results

- 62% of visitor groups entered the Reserve once on this visit (see Figure 25).
- 30% entered two or three times.
- 8% entered four or more times.

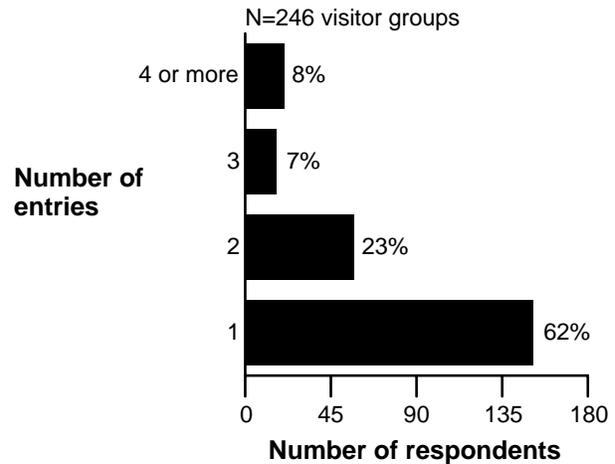


Figure 25: Number of entries

*total percentages do not equal 100 due to rounding

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

Overnight stay

Question 14a

On this trip, did you and your personal group stay overnight away from home inside City of Rocks National Reserve or in the area within 50 miles of Almo?

Results

- 76% of visitor groups stayed overnight away from home inside the Reserve or in the surrounding area (see Figure 26).

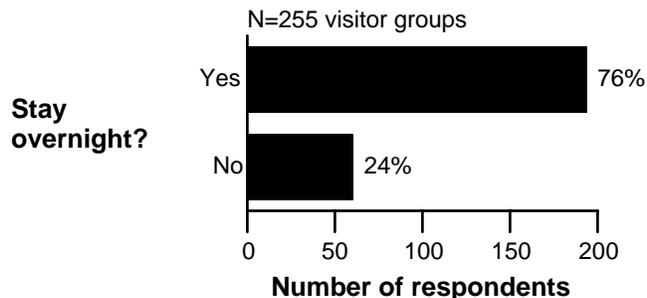


Figure 26: Overnight stay inside the Reserve or in the surrounding area

Question 14b

If YES, please list the number of nights you and your personal group stayed.

Results

Number of nights inside the Reserve

- 43% of visitor groups spent two nights inside the Reserve (see Figure 27).
- 29% spent three or more nights.
- 29% spent one night.

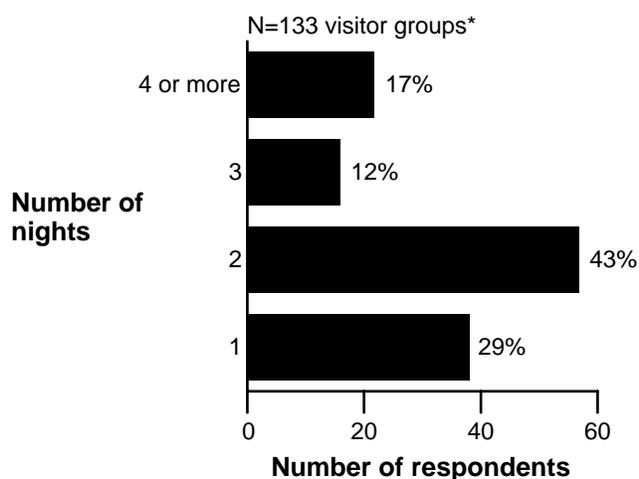


Figure 27: Number of nights spent inside the Reserve

Number of nights outside the Reserve within 50 miles of Almo

- 62% of visitor groups stayed two or more nights in the area outside the Reserve (see Figure 28).
- 38% spent one night.

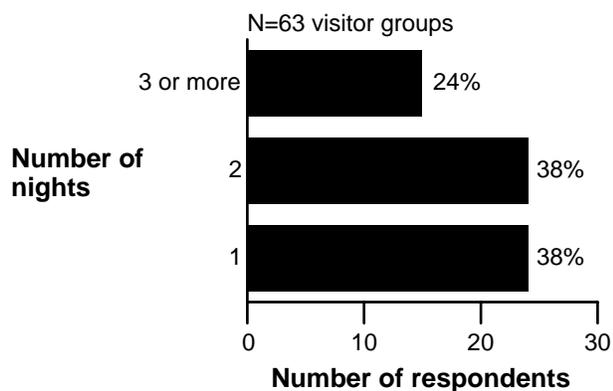


Figure 28: Number of nights stayed outside the Reserve within 50 miles of Almo

*total percentages do not equal 100 due to rounding

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

Overnight accommodations

Question 14c and 14d

In what type of lodging did you and your personal group spend the night(s)?

Results

Types of accommodations inside the Reserve

- 83% of visitor groups were tent camping in a developed campground (see Figure 29).
- 17% were RV/trailer camping.
- “Other” types of lodging (7%) included:
 - Inside truck
 - Rented station wagon
 - Slept on ground
 - Van

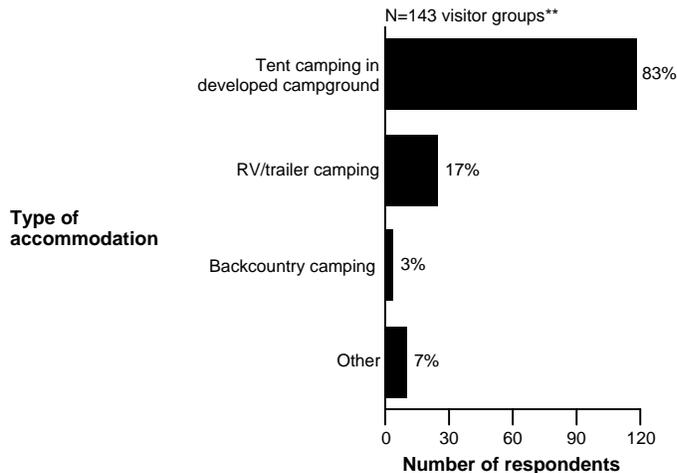


Figure 29: Number of nights spent inside the Reserve

Types of accommodations outside the Reserve within 50 miles of Almo

- 27% of visitor groups were tent camping in a developed campground (see Figure 30).
- 27% stayed in a lodge, motel, cabin, rented condo/home or bed and breakfast.
- 24% were RV/trailer camping.
- “Other” types of lodging (8%) included:
 - Stayed on Bureau of Land Management land
 - Stayed on National Forest Service land
 - Van

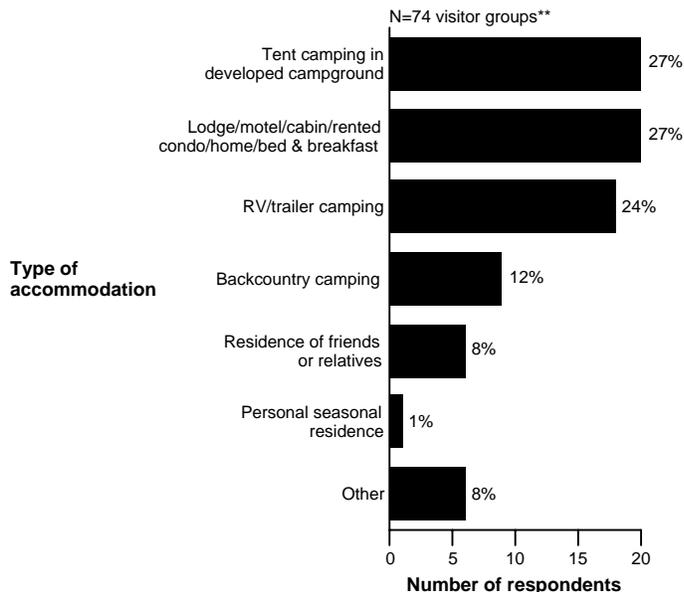


Figure 30: Types of accommodation used outside the Reserve within 50 miles

*total percentages do not equal 100 due to rounding

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

Use of Reserve campgrounds

Question 14e

If you and your personal group did not stay in City of Rocks National Reserve campgrounds, why not?

Results

- 24% of visitor groups indicated that the campground was full (see Figure 31).
- 13% indicated the campgrounds lacked desired amenities.
- “Other” reasons (60%) for not staying in the campgrounds were:

- Availability
- BLM land is free
- Did not plan ahead
- Did not stay overnight
- Do not camp
- Group did not want to camp
- Group RV meet
- Had other plans
- Had to work
- No level campsites for RV
- Not camping
- Not enough time
- Not prepared to camp
- Prefer motel/home
- Prefer free campground
- Prefer state park campground
- RV too large
- Too crowded
- Too expensive
- Unaware of campground

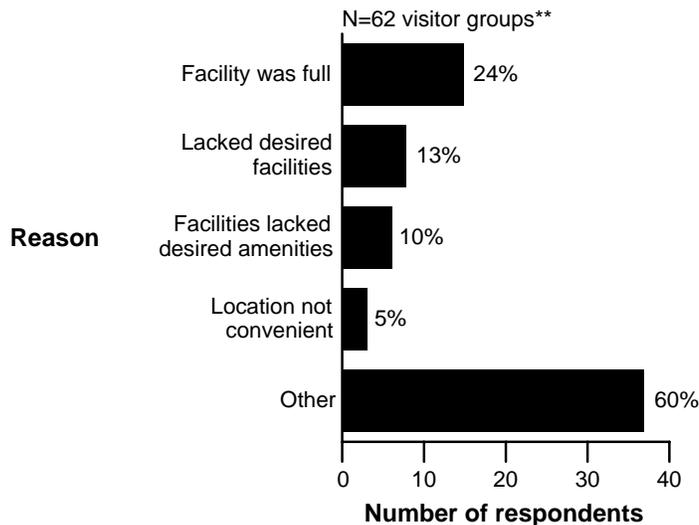


Figure 31: Reason for not using Reserve campgrounds

*total percentages do not equal 100 due to rounding

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

Reserve camping reservation system

Question 15a

Did you and your personal group use the Reserve's camping reservation system?

Results

- 44% of visitor groups used the Reserve camping reservation system (see Figure 32).

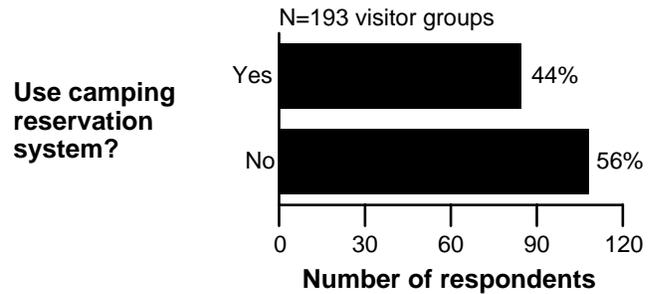


Figure 32: Visitor groups that used the camping reservation system

Question 15b

If YES, which methods did you and your personal group use to make your reservation?

Results

- 86% of visitor groups used the website to make campground reservations (see Figure 33).
- 28% made reservations by telephone.

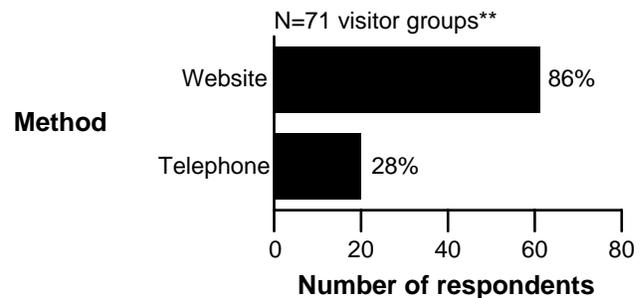


Figure 33: Campground reservation method

Question 15c

Please rate the quality of the service received while using the reservation system.

Results

Website

- 71% of visitor groups rated the quality of the website reservation system as “very good” or “good” (see Figure 34).
- 18% rated the website reservation system as “very poor” or “poor.”

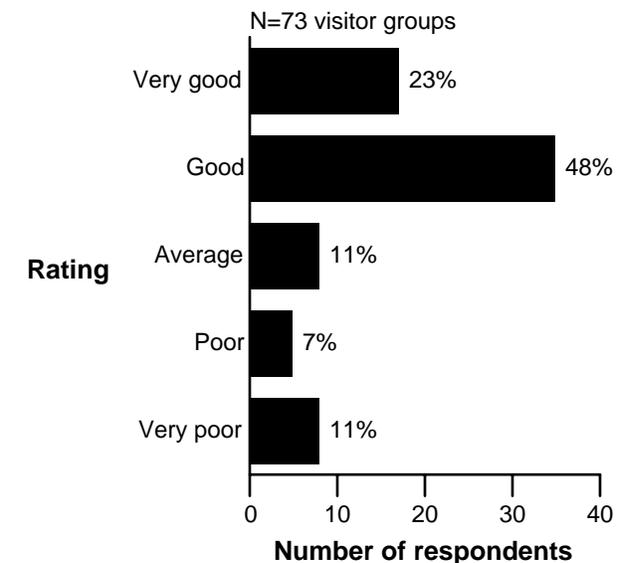


Figure 34: Quality of website reservation system

*total percentages do not equal 100 due to rounding

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

Telephone – Interpret with **CAUTION!**

- Not enough visitor groups responded to the question to provide reliable data (see Figure 35).

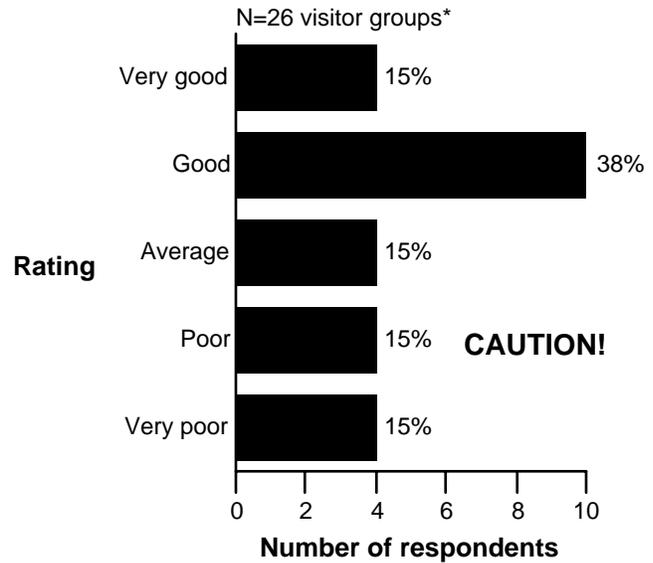


Figure 35: Quality of telephone reservation system

Question 15d

Please explain any ratings of “very poor” or “poor.”

Results – Interpret with **CAUTION!**

- Tables 12 and 13 show the explanations of “very poor” or “poor” quality ratings for the camping reservation system.

Table 12: Comments on website reservation system

N=13 comments

CAUTION!

Rating	Comment	Number of times mentioned
Poor	Lacks detailed campsite map	2
	Incorrect description of campsite	1
	Lost website connection - unable to make reservations	1
	Unable to access website with Safari	1
Very poor	\$10 too much for reservations	1
	Cancellation fee prohibitive	1
	Disappointed with reservation fees	1
	Does not work	1
	Lacks a good map	1
	Lost website connection - unable to make reservations	1
	Site was down - unable to make reservation	1
	Website not current - unable to make reservations	1

*total percentages do not equal 100 due to rounding

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

Table 13: Comments on telephone reservation system

N=7 comments

CAUTION!

Rating	Comment	Number of times mentioned
Poor	Difficult to talk to anyone	1
	Got transferred to someone in Canada	1
	Prompts are poor, slow	1
	The operator didn't have a detailed map either	1
	Unable to tell us if campsites available	1
	Were trailer camping - given a hike-in site	1
Very poor	We were misinformed regarding availability	1

*total percentages do not equal 100 due to rounding

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

Length of stay in Reserve

Question 5a

On this visit, how long did you and your personal group stay at City of Rocks National Reserve?

Results

Number of hours if less than 24 hours

- 46% of visitor groups spent between two and three hours visiting the City of Rocks National Reserve (see Figure 36).
- 21% spent six or more hours.
- The average length of stay for visitor groups that spent less than 24 hours was 4.5 hours.

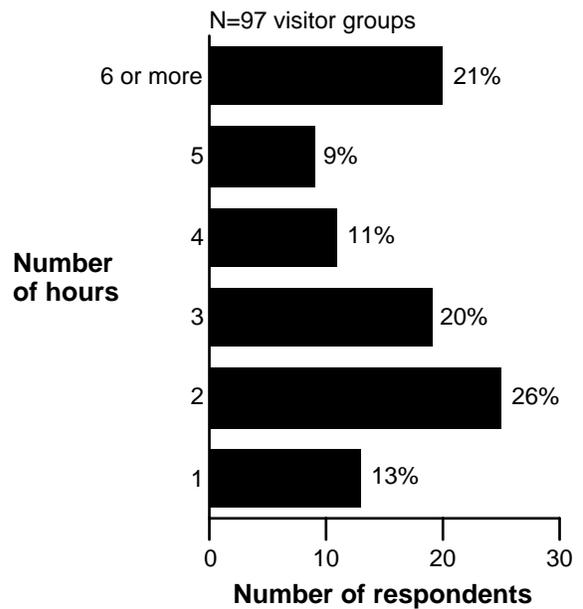


Figure 36: Number of hours spent visiting the Reserve

Number of days if 24 hours or more

- 67% spent two or three days (see Figure 37).
- The average length of stay for visitor groups that spent 24 hours or more was 3.1 days.

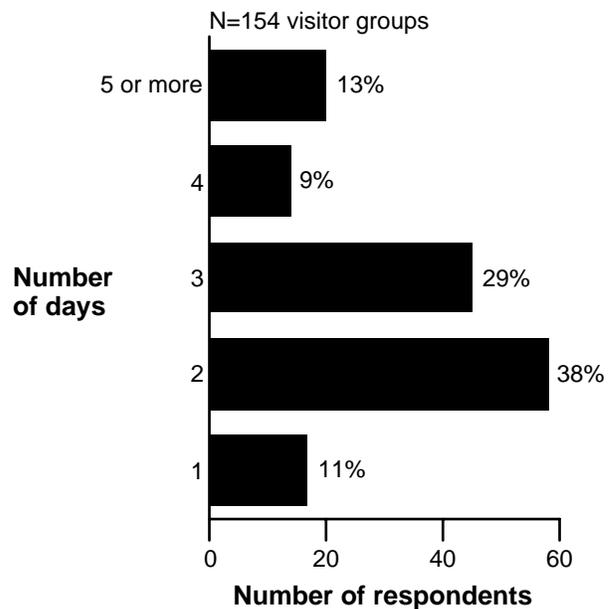


Figure 37: Number of days spent visiting the Reserve

Average time spent

- The average amount of time spent in the Reserve for all visitor groups was 47.3 hours, or 1.97 days.

*total percentages do not equal 100 due to rounding

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

Length of stay in area (within 50 mile radius of Almo)

Question 5b

How long did you and your personal group stay in the City of Rocks National Reserve area (within a 50 mile radius of Almo)?

Results

- 11% of visitor groups were residents of the area (see Figure 38).

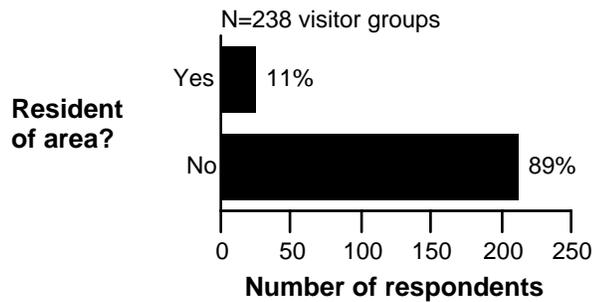


Figure 38: Resident of local area

Number of hours if less than 24 hours

- 42% of visitor groups spent between two and three hours in the area (see Figure 39).
- 37% spent five hours or more.
- The average length of stay for visitor groups that spent less than 24 hours was 5.2 hours.

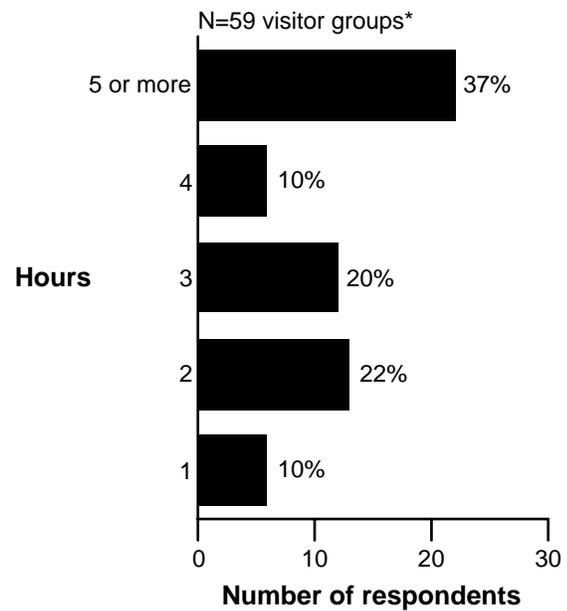


Figure 39: Number of hours spent visiting the area (within 50 mile radius of Almo)

*total percentages do not equal 100 due to rounding

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

Number of days if 24 hours or more

- 64% of visitor groups spent two or three days visiting the area (see Figure 40).
- 14% spent five or more days.
- The average length of stay in the area for visitor groups that spent 24 hours or more was 3.3 days.

Average time spent

- The average amount of time spent in the area for all visitor groups was 58 hours, or 2.4 days.

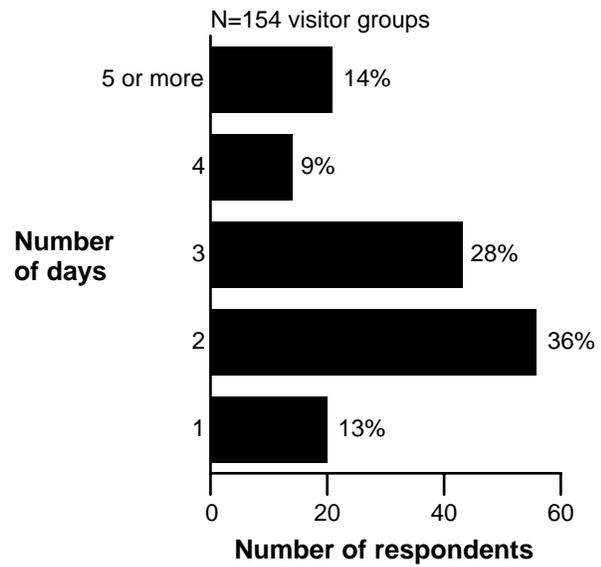


Figure 40: Number of days spent visiting the area (within 50 mile radius of Almo)

*total percentages do not equal 100 due to rounding

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

Pets

Question 12a

Did you and your personal group bring pet(s) on this visit to City of Rocks National Reserve?

Results

- 42% of visitor groups brought pets to the Reserve on this visit (see Figure 41).

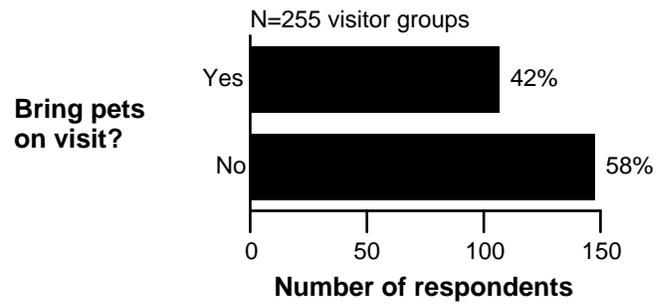


Figure 41: Visitor groups that brought pets to the Reserve

Question 12b

Did you bring/take your pet(s) on any trails in the Reserve?

Results

- 62% of visitor groups brought pets on trails on this visit (see Figure 42).

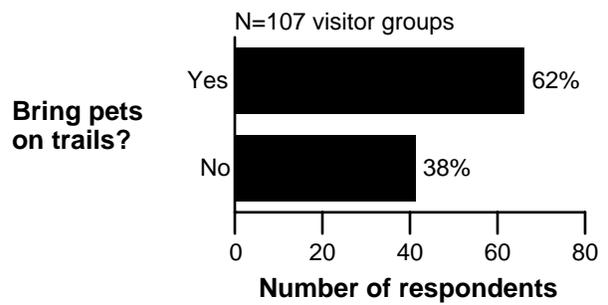


Figure 42: Visitor groups that brought pets on trails

*total percentages do not equal 100 due to rounding

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

Sites visited

Question 8a

On this visit to City of Rocks National Reserve did you and your personal group visit Castle Rocks State Park?

Results

- 30% of visitor groups visited Castle Rocks State Park (see Figure 43).

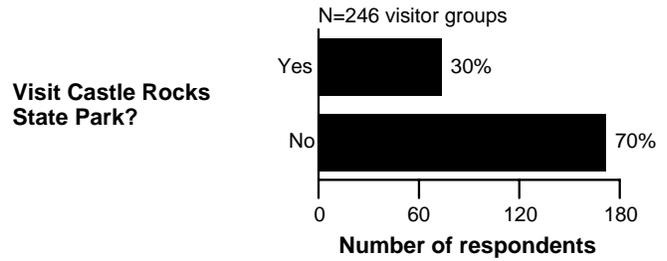


Figure 43: Visitor groups that visited Castle Rocks State Park

Question 8b

On this visit to City of Rocks National Reserve, which of the following sites did you and your personal group visit?

Results

- As shown in Figure 44, the most commonly visited sites in City of Rocks National Reserve were:

- 72% Bath Rock
- 64% Bread Loaves
- 62% Elephant Rock
- 54% Parking Lot Rock

- The least visited site was Indian Grove (3%).

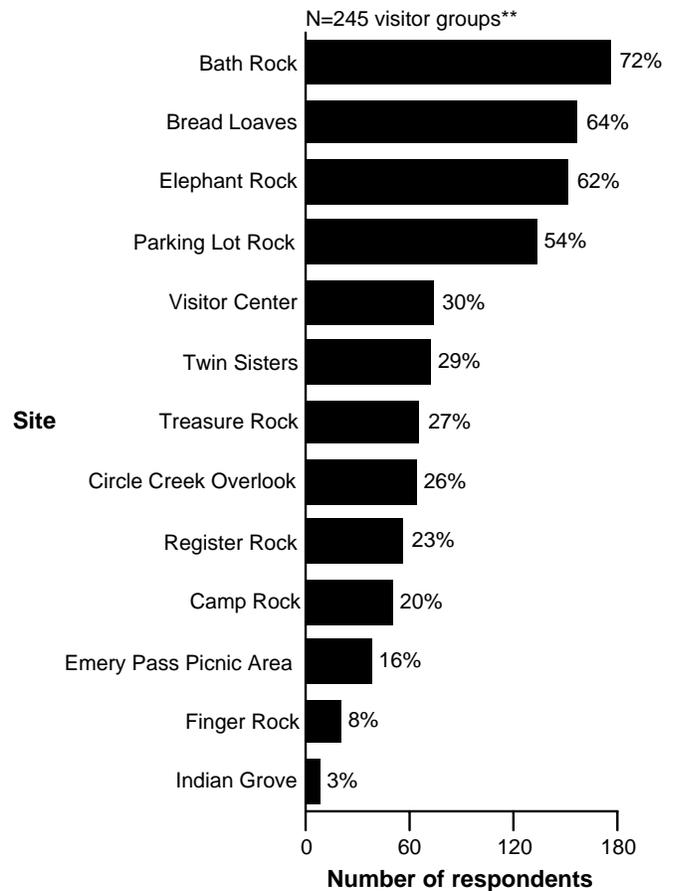


Figure 44: Sites visited

*total percentages do not equal 100 due to rounding

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

Local and regional attractions visited

Question 20

What other local and regional attractions did you and your personal group visit on this trip to City of Rocks National Reserve?

Results

- As shown in Figure 45, the most commonly visited sites in City of Rocks National Reserve were:

39% Grand Teton National Park
 39% Yellowstone National Park
 24% Craters of the Moon National Monument and Preserve

- “Other” local and regional attractions (43%) visited were:

American Falls Reservoir
 Arches National Park
 Balanced Rock
 Bonneville Salt Flats
 Bruneau Dunes
 Bryce Canyon National Park
 Cache Peak
 Capitol Reef National Park
 Castle Rock State Park
 Crater Lake National Park
 Devil's Tower National Monument
 Dinosaur National Monument
 Durfee Hot Springs
 Elmo Hot Springs
 Flaming Gorge
 Frenchman's Coulee, WA
 Glacier National Park
 Great Basin National Park
 Great Salt Lake
 John Day Fossil Beds National Monument
 Joshua Tree National Park
 Lake Cleveland
 Lower Goose Creek Reservoir
 Massacre Rocks State Park
 Mt. Harrison
 Oakley Reservoir
 Perrine Falls
 Redwood

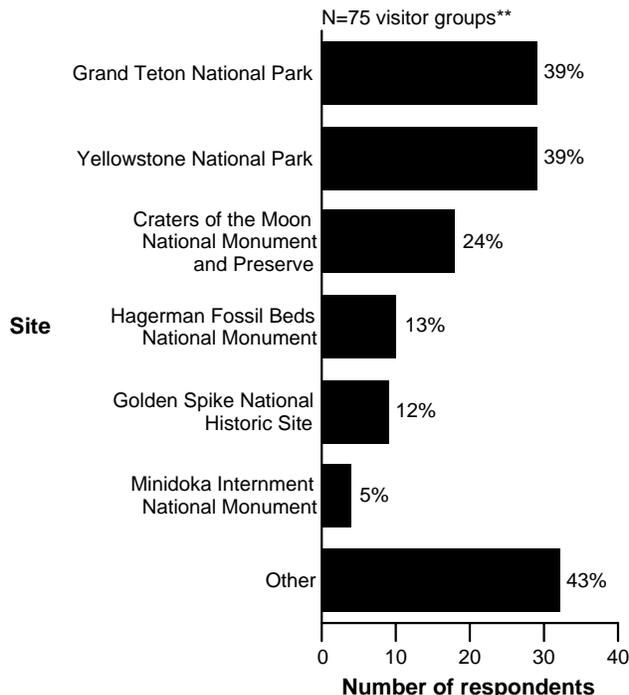


Figure 45: Local and regional attractions visited

Other local and regional attractions (continued):

Rock City
 Salt Lake City
 Sawtooth Forest
 Sawtooth Mountains
 Shoshone Falls
 Smith Rock State Park, OR
 Smith Rocks
 South Hills
 Spiral Jetty
 Squamish
 Tuolomne
 Twin Falls
 Whitman Mission National Historic Site
 Yosemite National Park
 Zion National Park

*total percentages do not equal 100 due to rounding

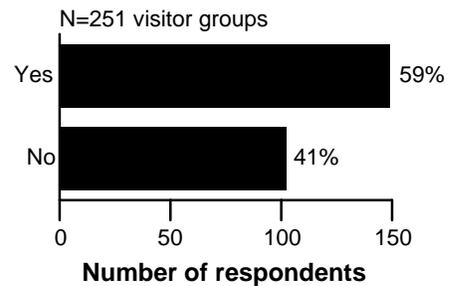
**total percentages do not equal 100 because visitors could select more than one answer

Rock climbing activities

Question 9a

During this visit to City of Rocks National Reserve, did you and your group participate in any type of rock climbing activity?

Participate in rock climbing activity?



Results

- 59% of visitor groups participated in rock climbing activities (see Figure 46).

Figure 46: Visitor groups that participated in rock climbing activity

Question 9b

If YES, where in the City of Rocks National Reserve did you climb?

Results

- One hundred forty-one visitor groups responded to this question.
- Table 14 shows visitor groups' rock climbing locations.

Table 14: Climbing location

N=70 locations

Location	Number of times mentioned
Bread Loaves	64
Elephant Rock	62
Parking Lot Rock	60
Bath Rock	57
Morning Glory Spire	16
Practice Rock	15
Inner City	14
Twin Sisters	13
Flaming Rock	12
Jackson's Thumb	9
Stripe Rock	8
Circle Creek	6
King on the Throne	6
Lost Arrow	6
Bumble Wall	5
Rabbit Rock	5
Window Rock	5
Transformer Corridor	4
Unnamed rock	4
All the area	3
Anteater	3
Bumble Rock	3
Castle Rocks	3
Center City	3
Site 18	3

*total percentages do not equal 100 due to rounding

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

Table 14: Climbing location
(continued)

Location	Number of times mentioned
Slabage Patch	3
Treasure Rock	3
Animal Cracker	2
Basic Rock	2
Bucketland	2
Checkered Demon	2
Decadent Wall	2
Finger Rock	2
Gallstone	2
Incisor	2
No Start Wall	2
Owl Rock	2
Steinfell's Dome	2
Tahitian Wall	2
Wart Rock	2
Weather Wall	2
Adolescent Homosapien	1
Bloody Fingers	1
Building Blocks	1
Buzzard	1
Creekside Crag	1
Cyclops	1
Delay of Game	1
Dungeon	1
Emery Pass Picnic Area	1
Mushroom Rock	1
Private Idaho	1
Provo Wall	1
Pygmies Got Stoned	1
Rain Dance	1
Rye Crisp	1
Scream Cheese	1
Sino Cranium	1
Skinnners Crack	1
Skyline	1
Super Hits Wall	1
Swiss Cheese	1
Tommy Knockers	1
Tower Rock	1
Tribal boundaries	1
Wheat Thin	1
Yellow Wall	1

*total percentages do not equal 100 due to rounding

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

Question 9c

Which one rock formation was your most preferred place to climb?

Results

- One hundred twenty-two visitor groups responded to this question.
- Table 15 shows visitor groups' preferred rock formation to climb.

Table 15: Preferred rock formation to climb

N=41 rock formations

Rock formation	Number of times mentioned
None in particular	18
Visitor Center II	17
Parking Lot Rock	11
Bath Rock	10
Elephant Rock	10
Bread Loaves	8
Morning Glory Spire	7
Flaming Rock	3
Practice Rock	3
Bumble Wall	2
Incisor	2
Twin Sisters	2
Visitor Center	2
Window Rock	2
Basic Rock	1
Bloody Fingers	1
Building Blocks	1
Castle Rock	1
Checkered Demon	1
Decadent Wall	1
Easy ones	1
Finger Rock	1
Indian Grove	1
Inner City	1
Jackson's Thumb	1
Level ones	1
Owl Rock	1
Private Idaho	1
Rain Dance	1
Rocks east of parking lot	1
Site 18	1
Skyline	1
South Hills Castle Rock	1
Steinfell's Dome	1
Stripe Rock	1
Swiss Cheese and surrounding	1
The Dolphin	1
Tidal Wave	1
Transformer Corridor	1
Treasure Rock	1
Wart Rock	1

*total percentages do not equal 100 due to rounding

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

Type of rock climbing activity on this visit

Question 10a

On this visit, what type of rock climbing activity did you and your personal group participate in?

Results

- 77% of visitor groups participated in traditional (with traditional gear) rock climbing (see Figure 47).
- 76% participated in sport climbing (bolted routes).

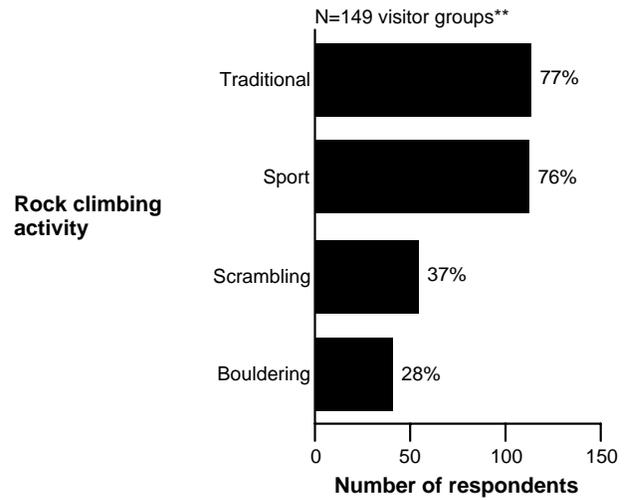


Figure 47: Type of rock climbing activity on this visit

*total percentages do not equal 100 due to rounding

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

Type of rock climbing activity on a future visit

Question 10b

If you were to visit City of Rocks National Reserve in the future, what type of rock climbing activities would you and your personal group prefer?

Results

- 64% of visitor groups were interested in rock climbing activities on a future visit (see Figure 48).
- As shown in Figure 49, among visitor groups that were interested in rock climbing, the most preferred type of climbing included:

55% traditional rock climbing
53% sport climbing

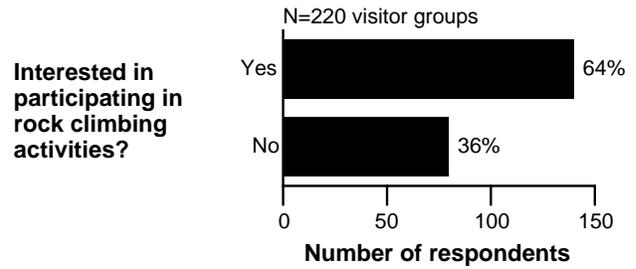


Figure 48: Visitor groups that prefer rock climbing activities on a future visit

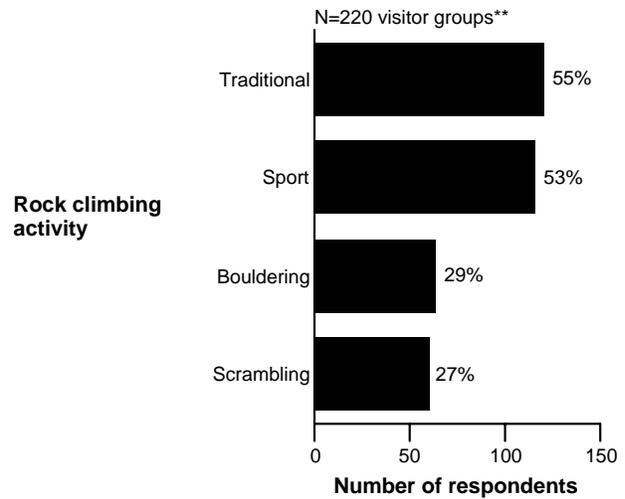


Figure 49: Preferred type of rock climbing activity on a future visit

*total percentages do not equal 100 due to rounding

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

Activities on this visit

Question 17a

On this visit, what activities did you and your personal group participate in while at City of Rocks National Reserve?

Results

- As shown in Figure 50, the most common activities visitor groups participated in were:

- 70% General sightseeing
- 68% Taking photographs/painting/drawing
- 58% Rock climbing
- 57% Camping

- “Other” activities (3%) participated in were:

- ATV Riding
- Shralping the GNAR
- Trail running
- Visitor Center
- Walking on trails

- The least common activities was hunting (less than 1%)

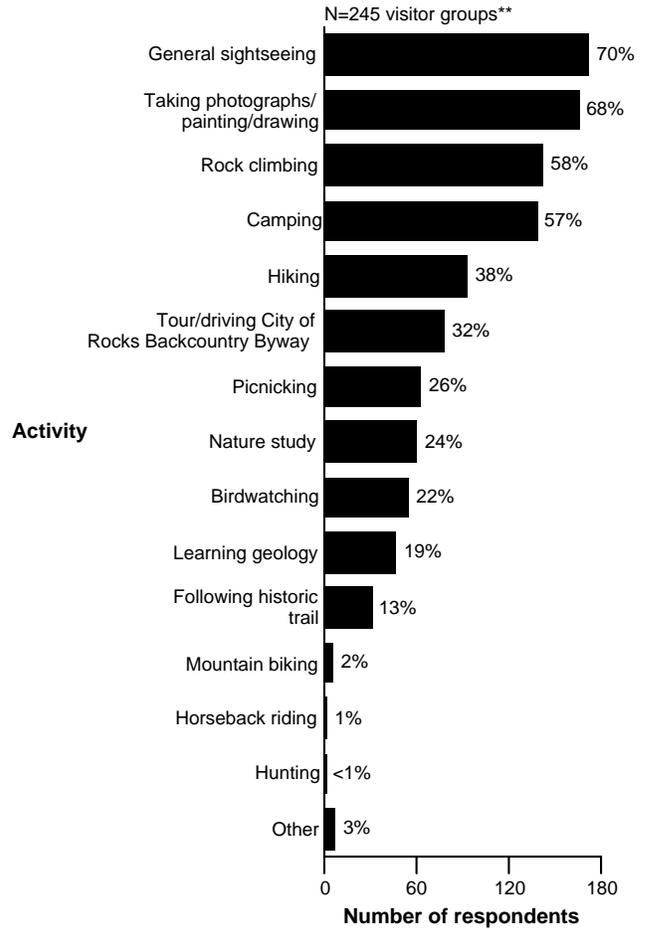


Figure 50: Activities on this visit

*total percentages do not equal 100 due to rounding

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

Primary activity

Question 17c

Which one of the above activities was the primary activity that you and your personal group participated in at City of Rocks National Reserve on this visit?

Results

- As shown in Figure 51, the most common primary activities visitor groups participated in were:

53% Rock climbing
26% General sightseeing

- “Other” activities (1%) were:

Walking on trails
ATV Riding

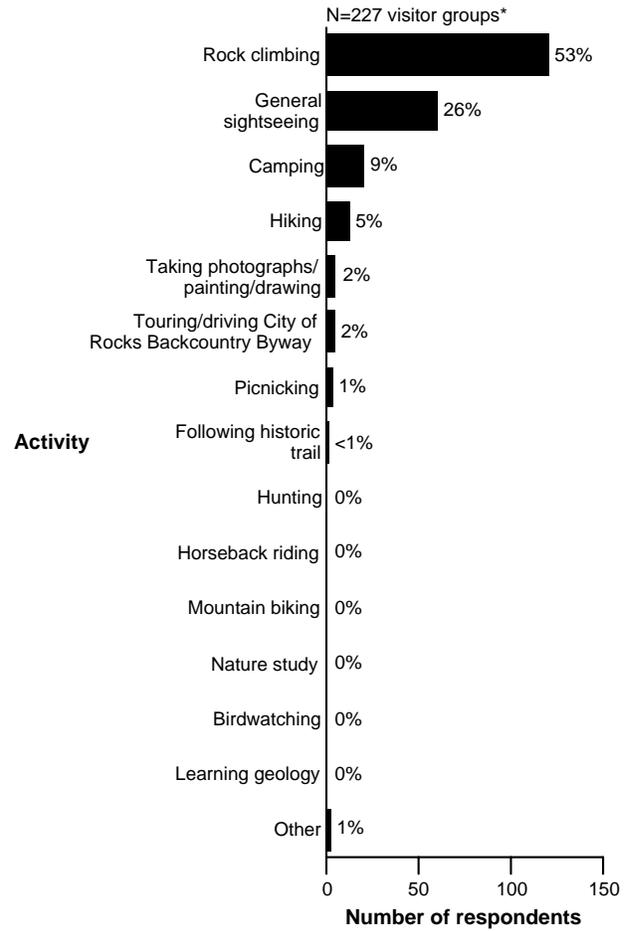


Figure 51: Primary activities

*total percentages do not equal 100 due to rounding

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

Resources and/or facilities to enhance activities

Question 17d

What resources and/or facilities would enhance your participation in this activity?

Results

- One hundred thirty-eight visitor groups responded to this question.
- Table 16 shows the resources and/or facilities that would enhance participation in primary activities.

Table 16: Resources and/or facilities to enhance activities

N=184 comments;
some visitor groups made more than one comment.

Activity	Comment	Number of times mentioned
General sightseeing	Fine as is	7
	Paved roads	5
	Better roads	2
	AFCO visitor center	1
	Better maintenance of roads	1
	Better marked trails	1
	Better signage	1
	Fewer fences	1
	Fewer people	1
	Fewer phone/power lines	1
	Horse corrals	1
	Improve camping	1
	Improve directional signs	1
	Improve pull-offs	1
	Information on geology	1
	Less private property in park	1
	Maintain funding	1
	Maintain in good condition	1
	Map with names of rock formations	1
	Maps at entrances	1
More marked/interpreted historical sites	1	
More mountain bike trails	1	
More restrooms	1	
More site/rock identification	1	
More trails for dogs	1	
Trail system	1	
Wheelchair accessible walks/hikes	1	
Taking photographs/ painting/drawing	Wheelchair accessible trails	1
	Younger legs	1

*total percentages do not equal 100 due to rounding

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

Table 16: Resources and/or facilities to enhance activities
(continued)

Activity	Comment	Number of times mentioned
Camping	Better marked trails	2
	Fine as is	2
	More restrooms	2
	Water at campsites	2
	Add showers to campgrounds	1
	Better location of outhouse at Twin Sisters	1
	Better signage for pay station	1
	Larger tent sites and camping areas	1
	List Smoky Mountain campground with City of Rocks	1
	More drive-to camp sites	1
	More open spaces	1
	More remote/private campsites	1
	No camping reservation fee	1
	Restroom for group campsite	1
Hiking	Better marked trails	4
	More detailed map	2
	More trail information	2
	Better directional signs	1
	Better trail map	1
	Better trail signs	1
	Fine as is	1
	More picnic areas	1
More restrooms	1	
Following historic trail	Access to Granite Pass	1
Rock climbing	Fine as is	22
	More/upgraded fixed anchors	9
	Reopen Twin Sisters to climbing	8
	Better/more detailed guidebooks	4
	Fewer people	4
	More campsites	4
	Better marked trails	3
	More climbing routes	3
	More water sources	3
	Showers	3
	Fewer dogs	2
	Free camping	2
	More detailed information on routes	2
	More restrooms	2
	Water at campsites	2
	Access to more formations	1
	Add campground to Castle Rocks	1
Bad fixed internet gear log	1	

*total percentages do not equal 100 due to rounding

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

Table 16: Resources and/or facilities to enhance activities
(continued)

Activity	Comment	Number of times mentioned
Rock climbing (continued)	Better bolted routes	1
	Better directional signs	1
	Better informed phone reservation personnel	1
	Better signage at pull-out	1
	Bike racks at all parking areas	1
	Bringing two ropes of bolting rappel routes for one rope	1
	Campsite map and or reserved campsite map	1
	Clean outhouses	1
	Clearly marked rocks/routes to climb	1
	Climber's ranch	1
	Facilitate route development	1
	Fewer ATVs	1
	Fewer run-outs	1
	Information on climbing locations for beginners	1
	More climbing rangers	1
	More remote/private campsites	1
	No camping reservation fee	1
	Overview maps	1
	Paved roads	1
	Remove cows in campground	1
Reserve is for nature and people - not RV's	1	
Restroom at Elephant Rock	1	
Swedish massage girls	1	
Picnicking	More restrooms	1
	More water sources	1
Tour/driving City of Rocks Backcountry Byway	Better roads	2
	Better pull-offs	1
	Better site information	1
	Better trail signs	1
	Improve Emery Pass road	1
	More site/rock identification	1
Other	Add buildings for meetings, weddings	1
	Not closing trails, more access	1
	Sitting areas	1

*total percentages do not equal 100 due to rounding

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

Activities on a future visit

Question 17b

If you were to visit City of Rocks National Reserve in the future, what activities would you and your personal group prefer to participate in at the Reserve?

Results

- As shown in Figure 52, the most common activities visitor groups would prefer to participate in on a future visit were:

- 72% Camping
- 68% Rock climbing
- 67% Taking photographs/painting/drawing
- 63% General sightseeing

- “Other” activities (4%) visitor groups would prefer to participate in on a future visit were:

- ATV riding
- Castle Rocks
- Restoration/clean up
- Shralping the GNAR
- Snow shoeing
- Trail running

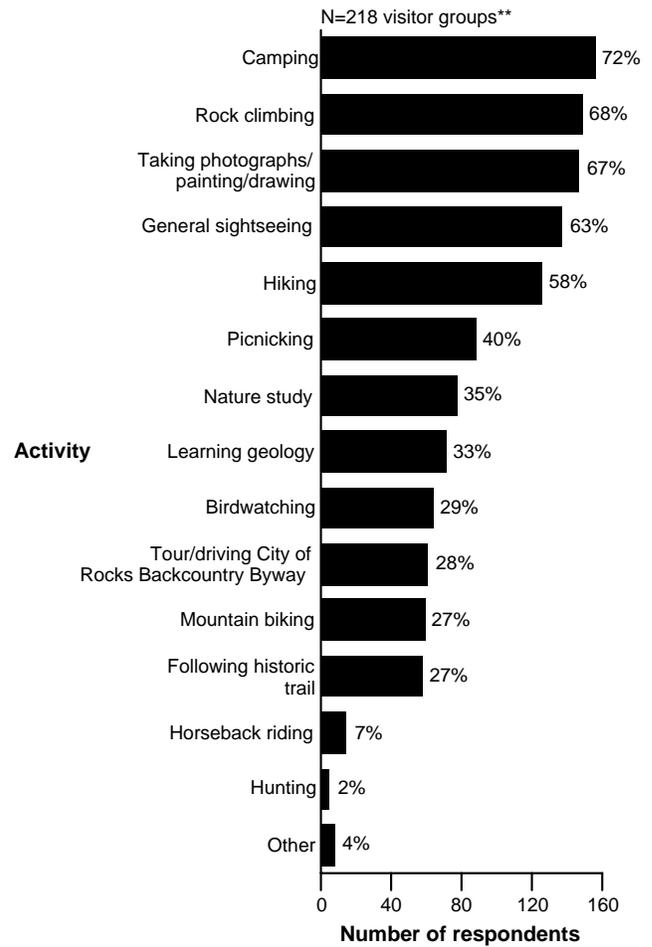


Figure 52: Preferred activities on a future visit

*total percentages do not equal 100 due to rounding

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

Opinions about safety

Question 11a

Please indicate how safe you and your group felt in the following locations during this visit to City of Rocks National Reserve.

Results

On roads

- 69% of visitor groups felt very safe while on roads (see Figure 53).
- 18% felt somewhat safe.

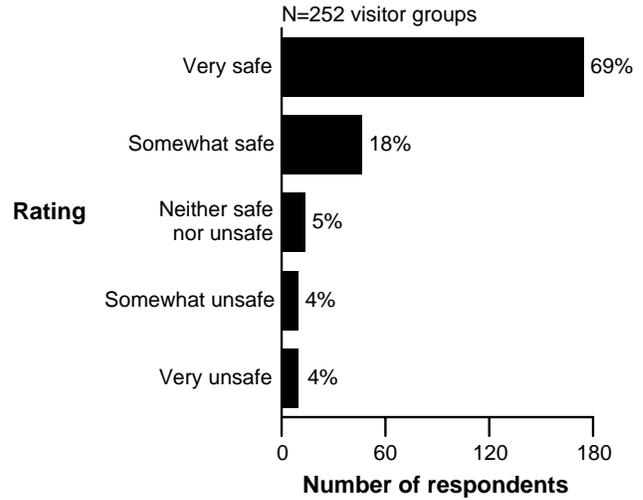


Figure 53: Safety on roads

On trails

- 79% of visitor groups felt very safe while on trails (see Figure 54).
- 12% felt somewhat safe.

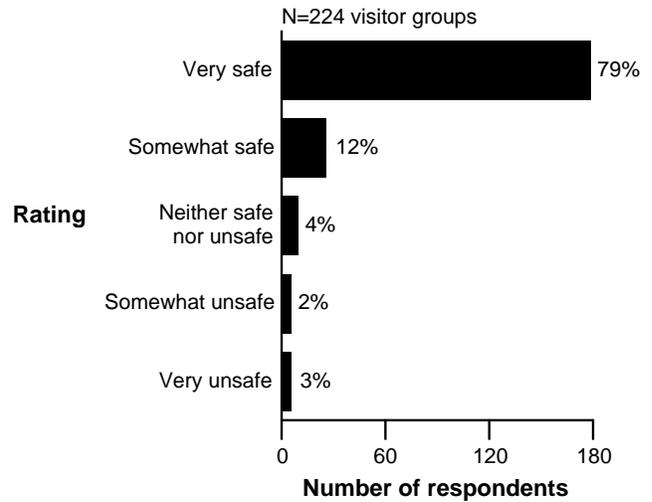


Figure 54: Safety on trails

*total percentages do not equal 100 due to rounding

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

On climbing routes

- 54% of visitor groups felt very safe while on climbing routes (see Figure 55).
- 26% felt somewhat safe.

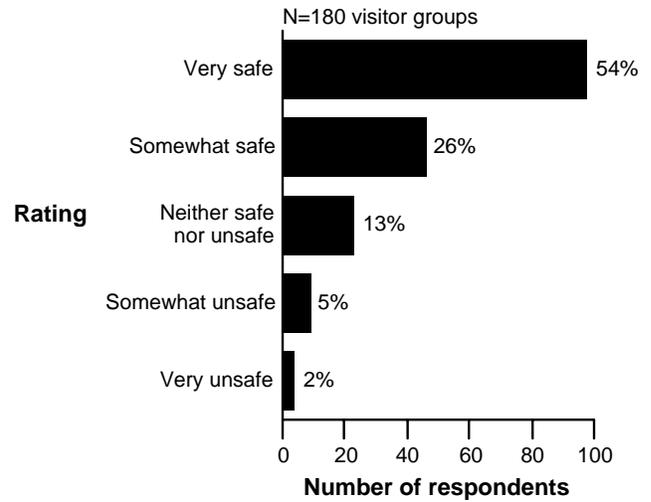


Figure 55: Safety on climbing routes

In campsites

- 80% of visitor groups felt very safe in campsites (see Figure 56).
- 13% felt somewhat safe.

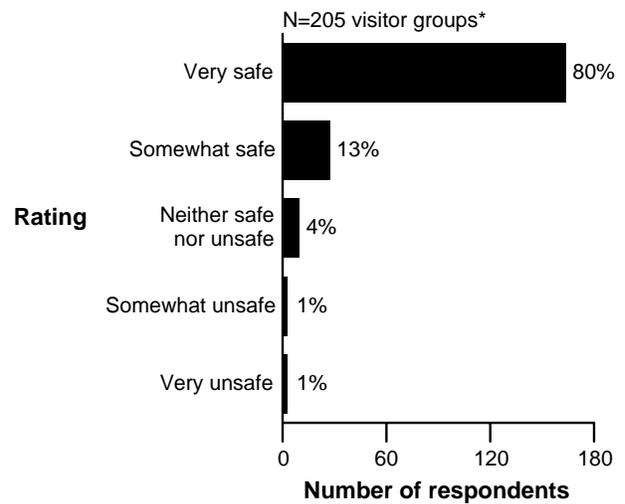


Figure 56: Safety in campsites

*total percentages do not equal 100 due to rounding

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

In parking areas

- 82% of visitor groups felt very safe in parking areas (see Figure 57).
- 12% felt somewhat safe.

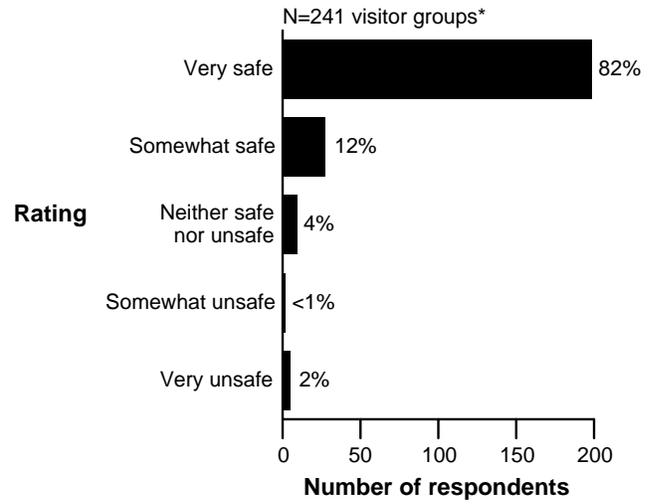


Figure 57: Safety in parking areas

*total percentages do not equal 100 due to rounding

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

Question 11b

If you marked that you felt “very unsafe” or “somewhat unsafe” for any of the above locations, please explain where and why.

Results

- Thirty-six visitor groups responded to this question.
- Table 17 shows comments on safety.

Table 17: Comments on safety

N=39 comments;
some visitor groups made more than one comment.

Location	Comment	Number of times mentioned
Roads	Rough roads	5
	Speeding vehicles	3
	Got lost driving to park	1
	Growling dogs	1
	Long unpaved road sections	1
	No warning signs about bad road	1
	Road through Oakley in bad condition	1
	Roads need maintenance	1
	Roads too narrow	1
	Roads with deep gullies	1
	Rough roads to Burley	1
Staging areas busy, crowded	1	
Trails	Bath Rock trails need maintenance	1
	Got off trail	1
	Insufficient trail signs	1
	Wildlife on trails	1
	Window Arch hard to find	1
Climbing routes	Some climbing routes need more protection	6
	First bolt on some climbing routes too high	2
	Classic route on Lost Arrow rap anchors should be replaced	1
	Climbing can be scary	1
	Inexperienced, unsafe climbers	1
Loose bolts should be replaced	1	
Campsites	Loose dogs in campgrounds	1
	Fire pits too close to campsite	1
	Trailhead campsites	1

*total percentages do not equal 100 due to rounding

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

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

Visitor services and facilities used

Question 18a

Please indicate all visitor services and facilities that you or your personal group used during this visit to the City of Rocks National Reserve.

Results

- As shown in Figure 58, the visitor services and facilities most commonly used by visitor groups were:

- 63% Campsites
- 52% Park brochure/map
- 50% Visitor center
- 49% Visitor center restrooms

- The least used services/facilities were:

- 1% Ranger-led programs
- 1% Junior Ranger program

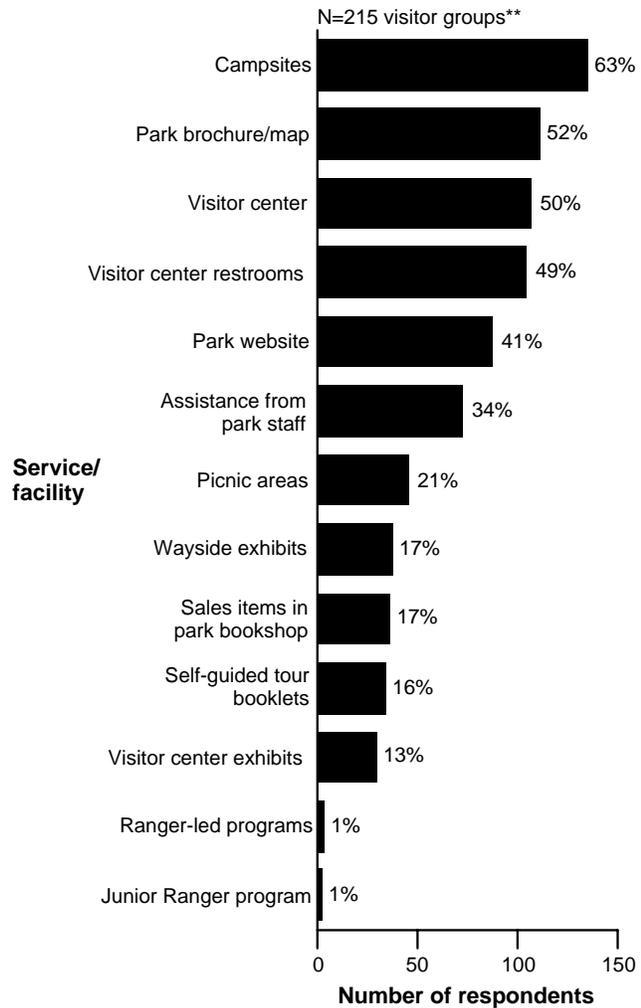


Figure 58: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

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

Importance ratings of visitor services and facilities

Question 18b

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1 to 5.

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

Results

- Figure 59 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 96% Campsites
 - 83% Visitor center restrooms
 - 76% City of Rocks NR website
- Figures 60 to 72 show the importance ratings for each service/facility.
- Of the services/facilities rated by 30 or more visitor groups, those receiving the highest “not important” ratings were:
 - 3% Sales items in park bookshop
 - 3% Wayside exhibits

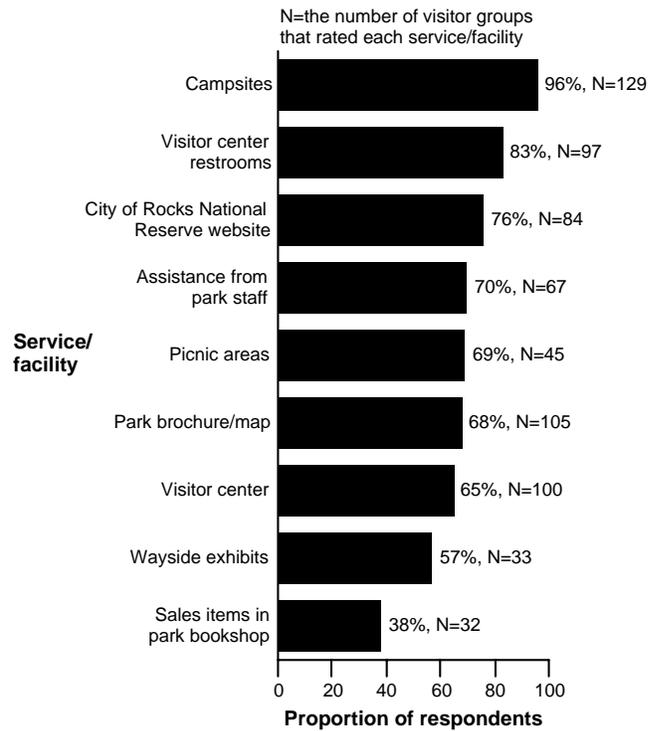


Figure 59: Combined proportions of “extremely important” and “very important” ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

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

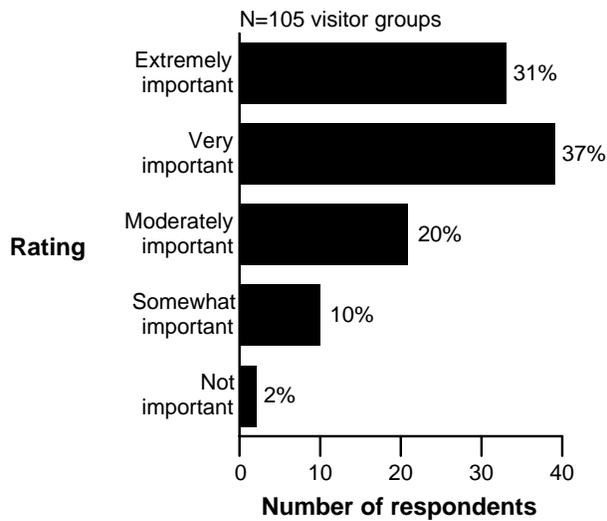


Figure 60: Importance of park brochure/map

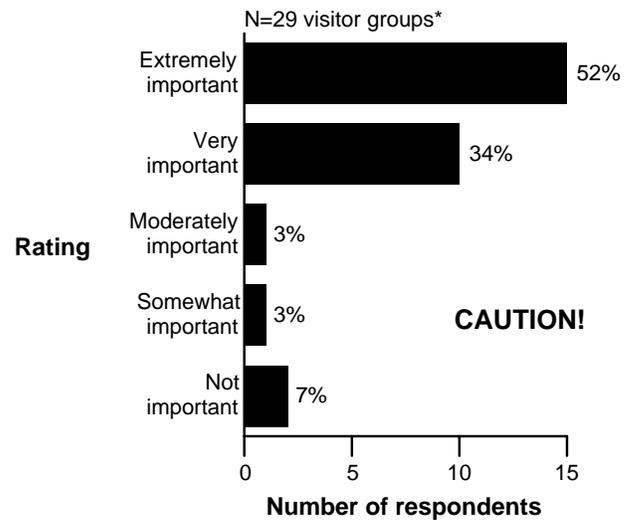


Figure 61: Importance of self-guided tour booklets

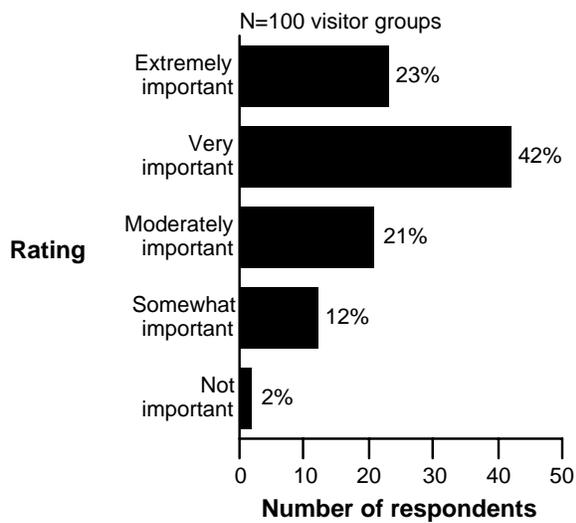


Figure 62: Importance of visitor center

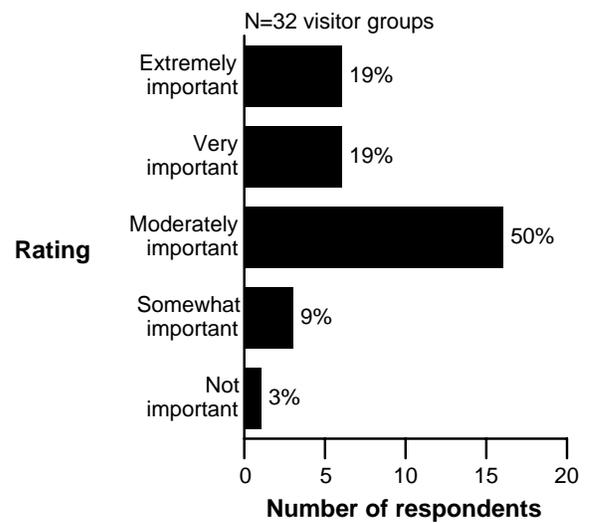


Figure 63: Importance of sales items in park bookshop (selection, price, etc.)

*total percentages do not equal 100 due to rounding

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

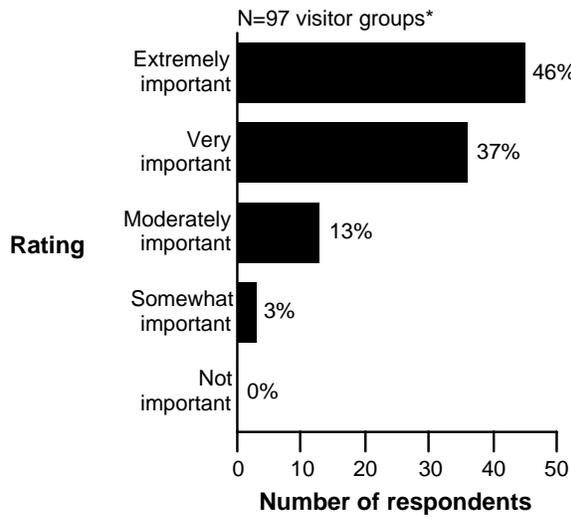


Figure 64: Importance of visitor center restrooms

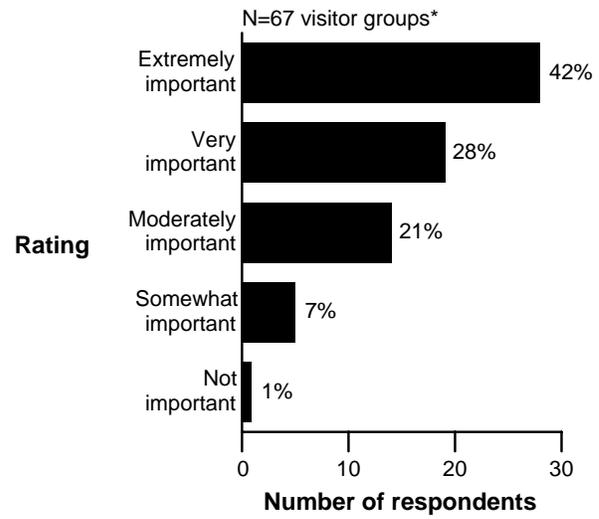


Figure 65: Importance of assistance from park staff

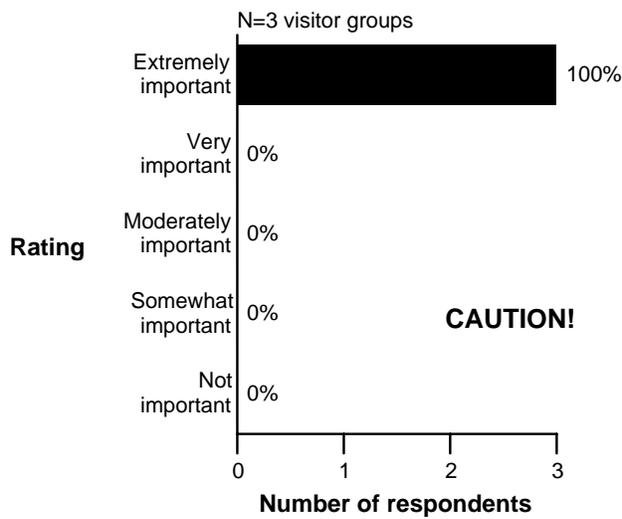


Figure 66: Importance of ranger-led programs

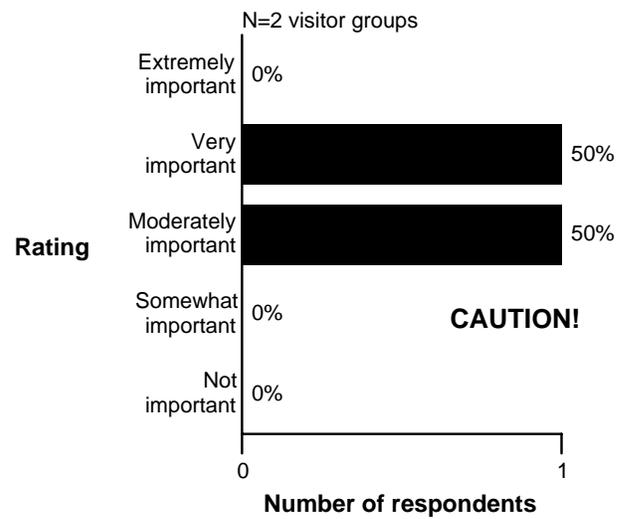


Figure 67: Importance of Junior Ranger program

*total percentages do not equal 100 due to rounding

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

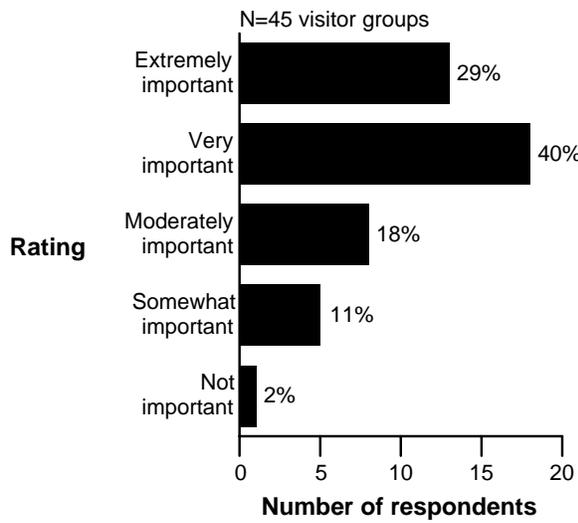


Figure 68: Importance of picnic areas

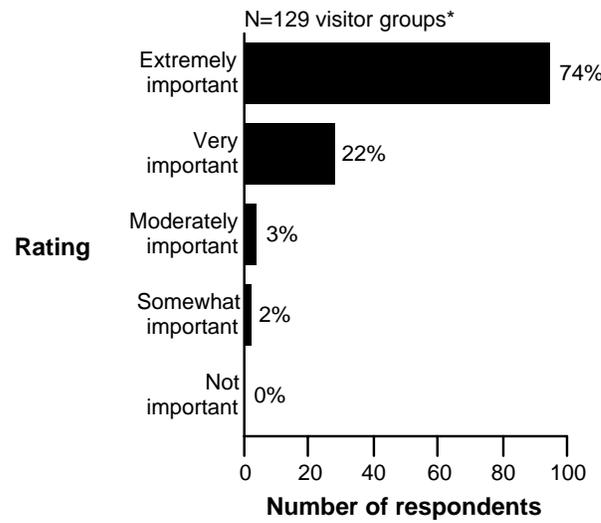


Figure 69: Importance of campsites

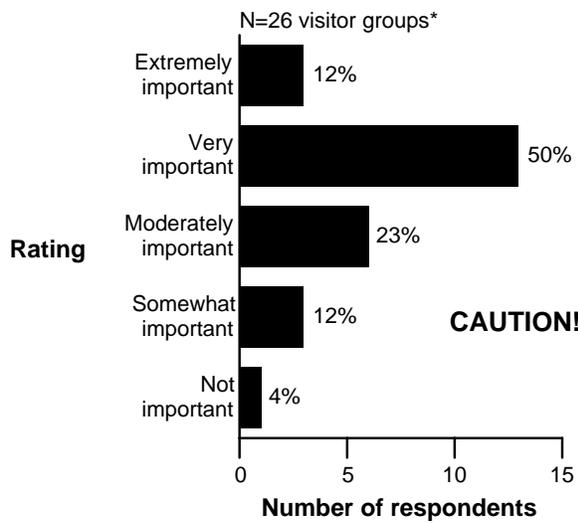


Figure 70: Importance of visitor center exhibits

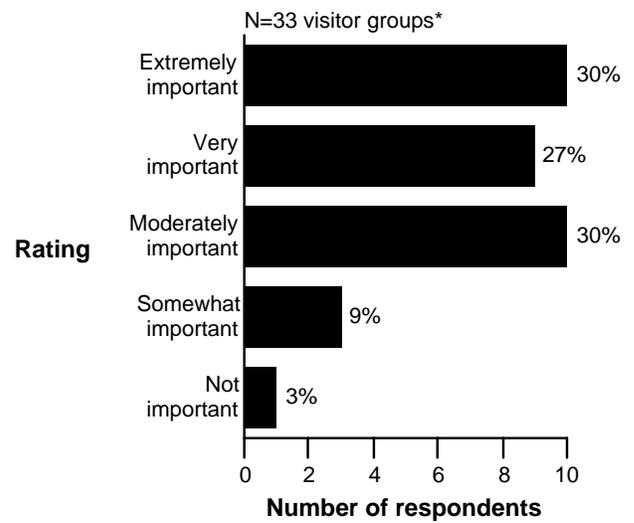


Figure 71: Importance of wayside exhibits

*total percentages do not equal 100 due to rounding

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

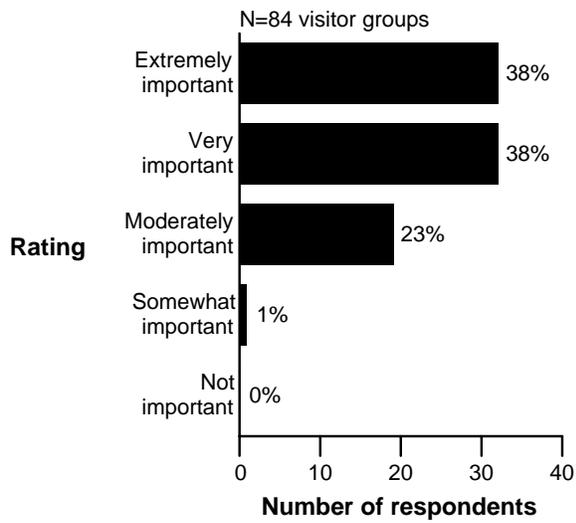


Figure 72: Importance of Reserve website www.nps.gov/ciro (used before or during visit)

*total percentages do not equal 100 due to rounding

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

Quality ratings of visitor services and facilities

Question 18c

Finally, for only those services and facilities that you and your personal group used, please rate their quality from 1-5.

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

Results

- Figure 73 shows the combined proportions of “very good” and “good” quality ratings of information services and facilities that were rated by 30 or more visitor groups.
- The services/facilities that received the highest combined proportions of “very good” and “good” quality ratings were:
 - 99% Assistance from park staff
 - 90% Visitor center restrooms
 - 87% Campsites
- Figures 74 to 86 show the quality ratings for each service/facility.
- Of the services/facilities rated by 30 or more visitor groups, the ones receiving the highest “very poor” quality ratings were:
 - 1% Campsites
 - 1% City of Rocks NR website
 - 1% Park brochure/map

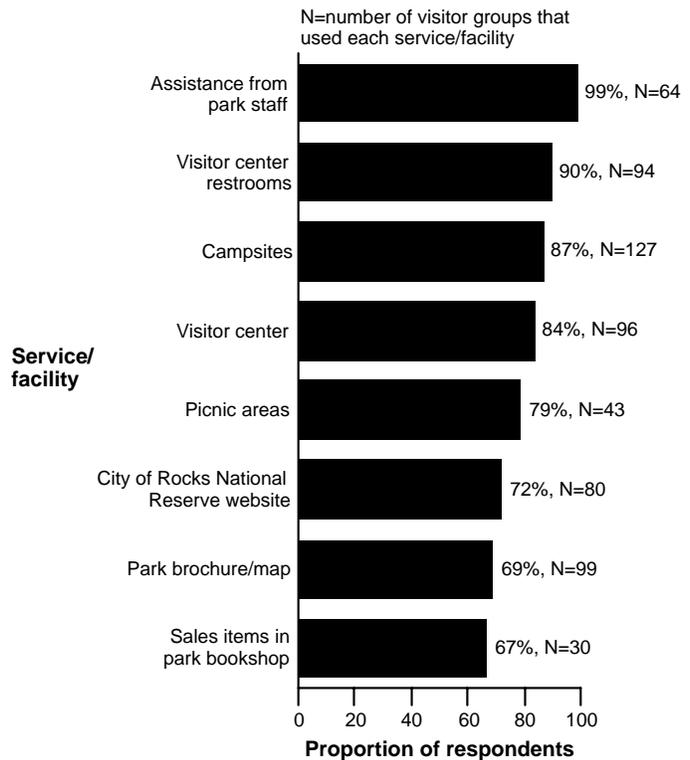


Figure 73: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities

*total percentages do not equal 100 due to rounding

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

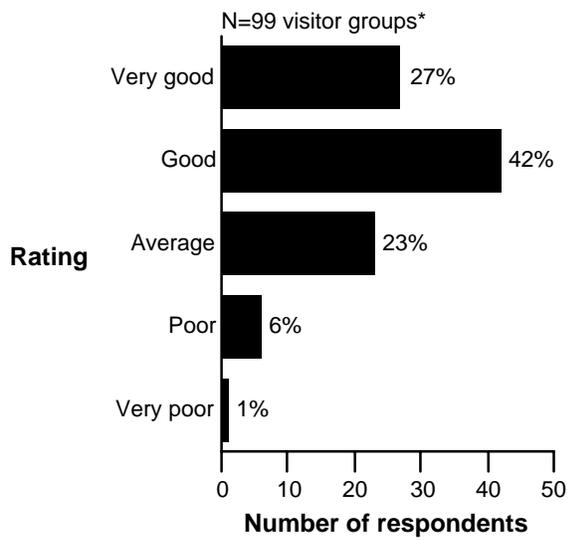


Figure 74: Quality of park brochure/map

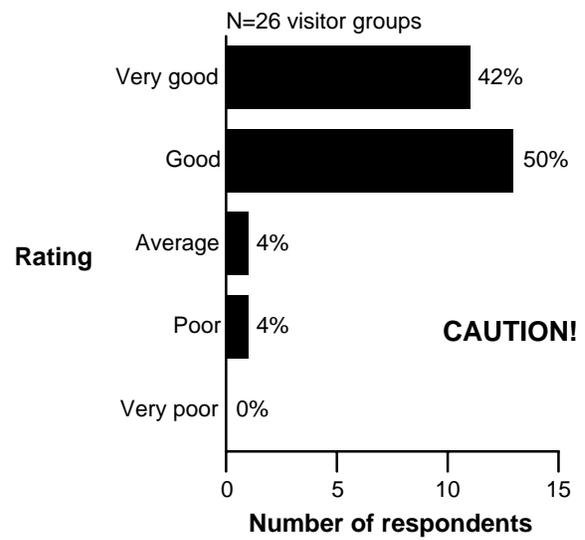


Figure 75: Quality of self-guided tour booklets

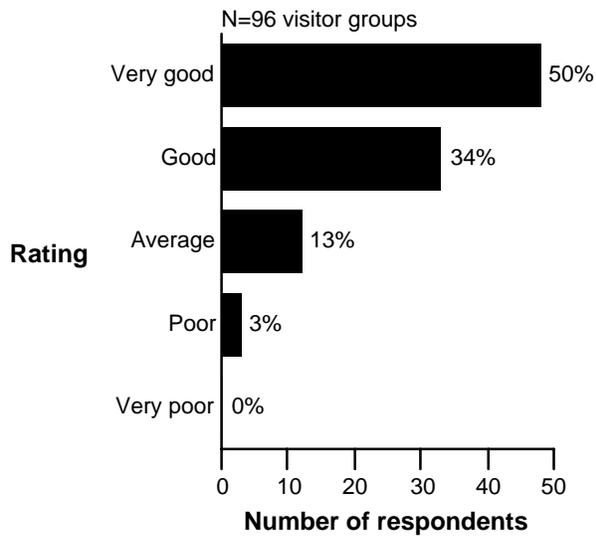


Figure 76: Quality of visitor center

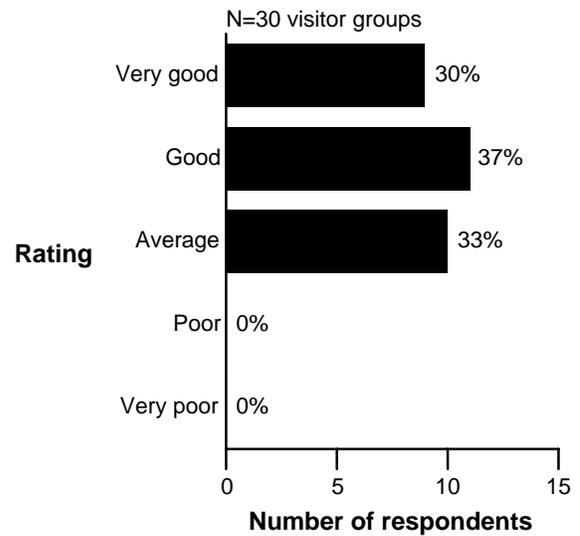


Figure 77: Quality of sales items in park bookshop (selection, price, etc.)

*total percentages do not equal 100 due to rounding

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

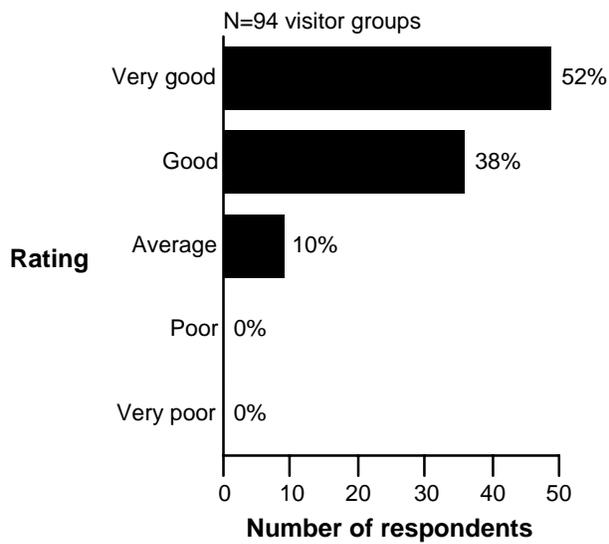


Figure 78: Quality of visitor center restrooms

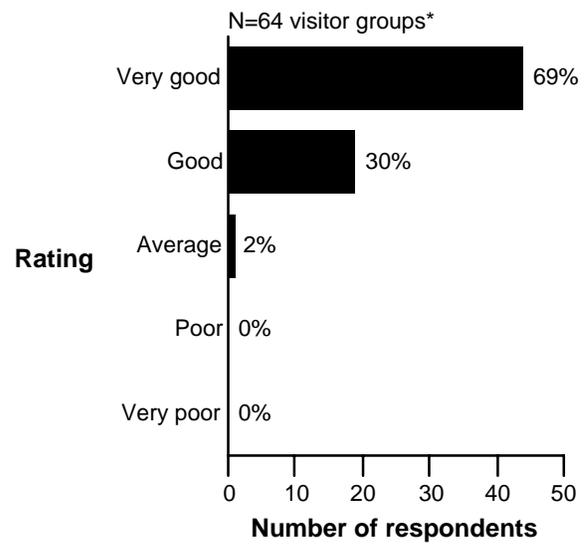


Figure 79: Quality of assistance from park staff

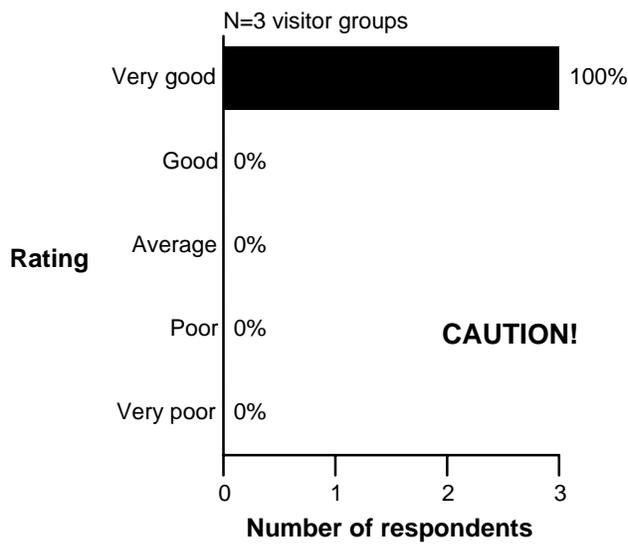


Figure 80: Quality of ranger-led programs

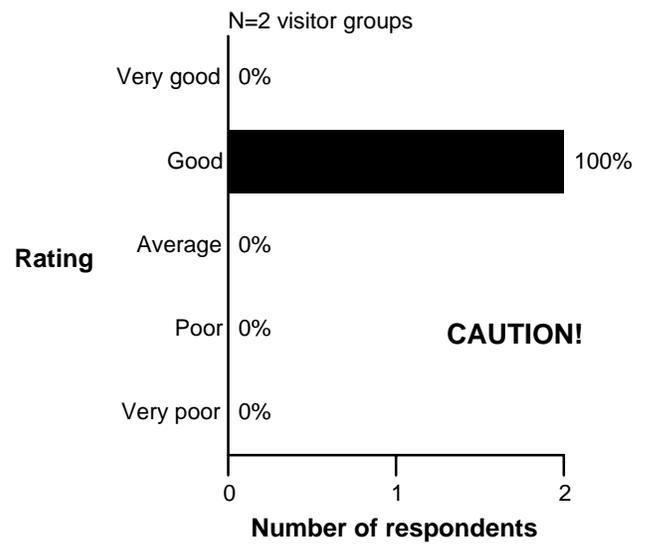


Figure 81: Quality of Junior Ranger program

*total percentages do not equal 100 due to rounding

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

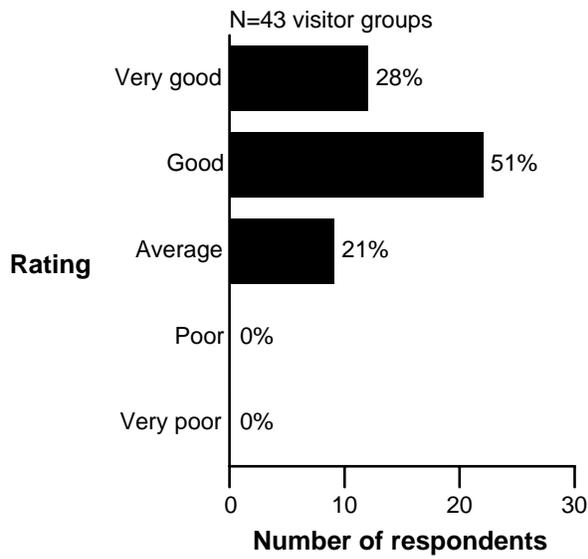


Figure 82: Quality of picnic areas

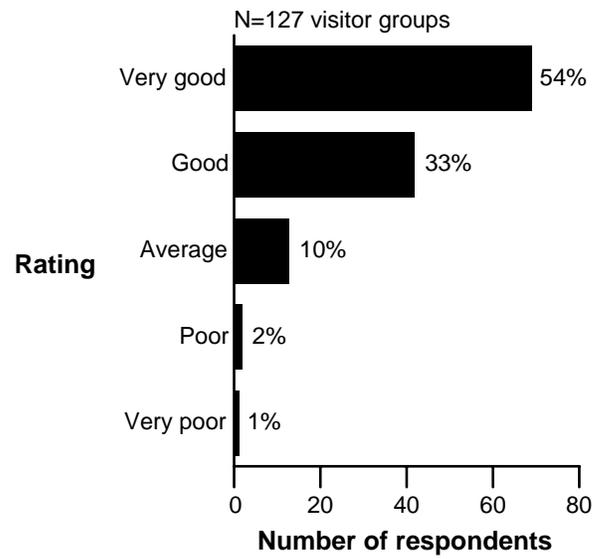


Figure 83: Quality of campsites

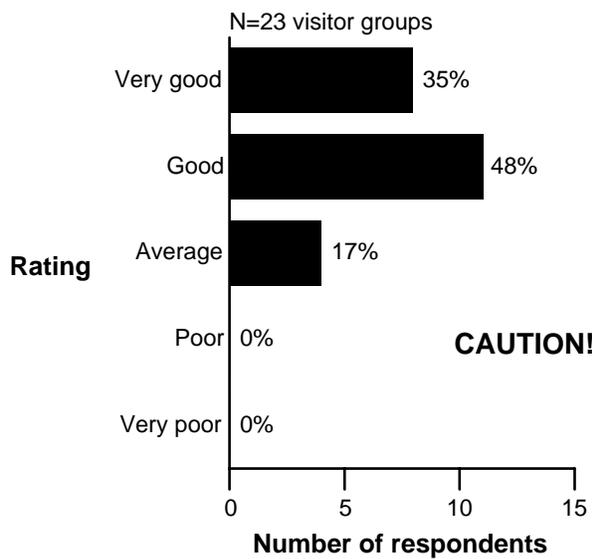


Figure 84: Quality of visitor center exhibits

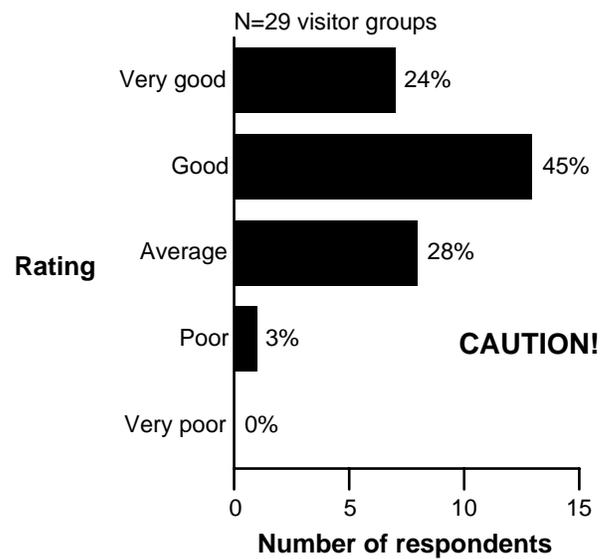
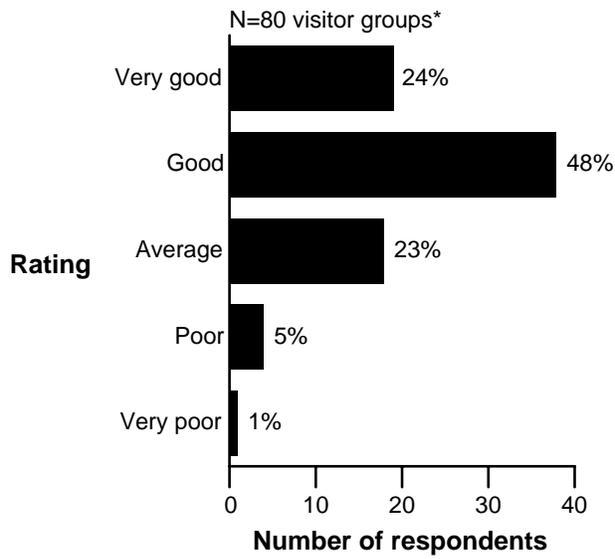


Figure 85: Quality of wayside exhibits

*total percentages do not equal 100 due to rounding

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



**Figure 86: Quality of Reserve website
www.nps.gov/ciro (used before or
during visit)**

*total percentages do not equal 100 due to rounding

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

Mean scores of importance and quality ratings for visitor services and facilities

- Figures 87 and 88 show the mean scores of importance and quality ratings for all visitor services/facilities that were rated by 30 or more visitor groups.
- All visitor services/facilities were rated above average.

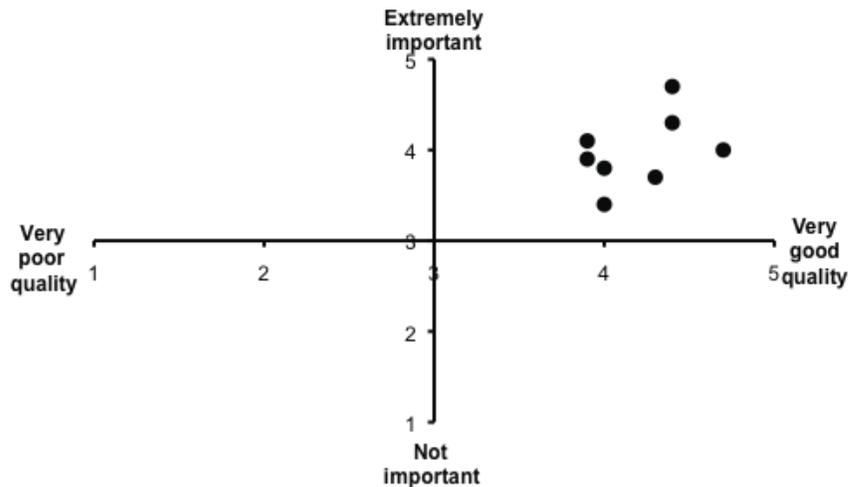


Figure 87: Mean scores of importance and quality ratings for visitor services/facilities

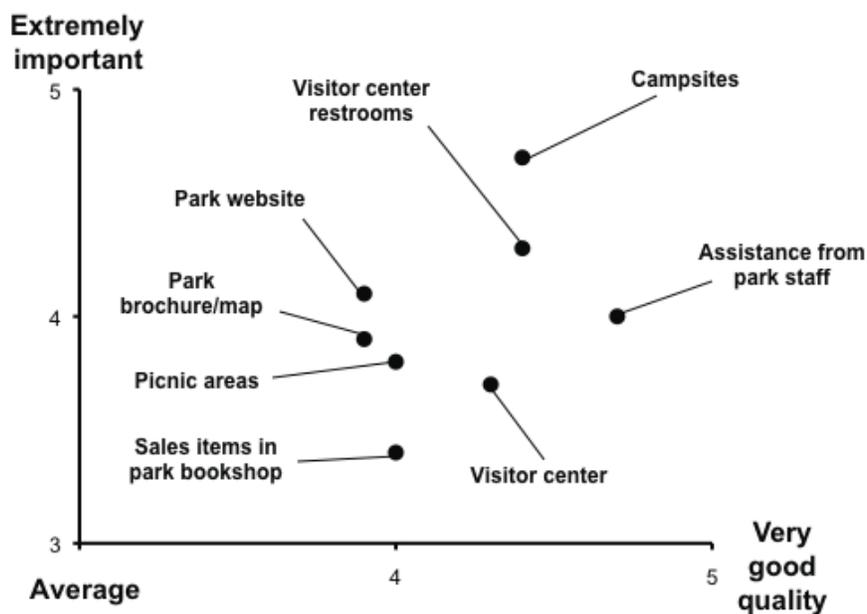


Figure 88: Detail of Figure 87

*total percentages do not equal 100 due to rounding

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

Importance of protecting Reserve attributes/resources/experiences

Question 16

It is the National Park Service’s responsibility to protect City of Rocks National Reserve’s natural, scenic, and cultural resources and visitor experiences that depend on these. How important is protection of the following to you and your group?

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

Results

- As shown in Figure 89, the highest combined proportions of “extremely important” and “very important” ratings included:

- 97% Clean air (visibility)
- 91% Recreational opportunities (hiking, camping, climbing, etc.)
- 91% Scenic views
- 89% Clean water

- The attribute/resource/experience that received the highest “not important” rating was:

- 13% Interpretive/information programs

- Table 18 shows the importance ratings of Reserve attributes/resources/experiences.

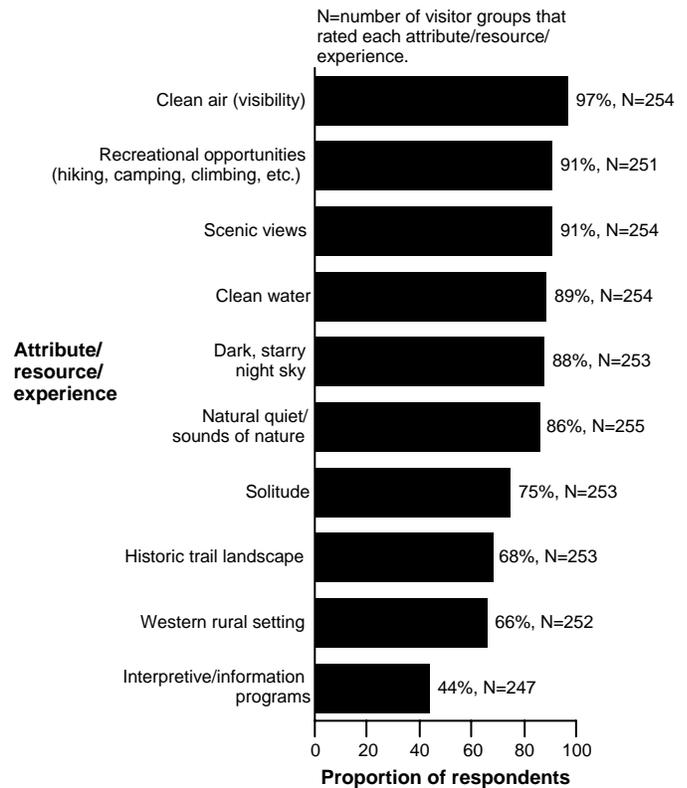


Figure 89: Combined proportions of “extremely important” and “very important” ratings of Reserve attributes/resources/experiences

*total percentages do not equal 100 due to rounding

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

Table 18: Importance of protecting of Reserve attributes/resources/experiences*
 N=number of visitor groups who rated each attribute/resource/experience

Attribute/resource/experience	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Scenic views	254	<1	2	6	34	57
Historic trail landscapes	253	7	7	19	35	33
Western rural setting	252	6	9	19	33	33
Interpretive/informational programs	247	13	15	28	29	15
Recreational opportunities (hiking, camping, fishing, etc.)	251	1	1	7	20	71
Clean water	254	2	2	7	19	70
Clean air (visibility)	254	1	2	1	25	72
Solitude	253	<1	6	19	32	43
Natural quiet/sounds of nature	255	1	3	11	32	54
Dark, starry night sky	253	2	2	8	29	59

*total percentages do not equal 100 due to rounding

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

Preferences for future visit

Opinions on entrance fees

Question 28

Currently no entrance fee is charged at City of Rocks National Reserve. In the future, an entrance fee may be considered with 80% of the funds collected remaining at the park to be used for Reserve resource protection and visitor services. If an entrance fee of \$5/vehicle for a 7-day pass were charged in the future would you and your group be willing to pay it?

Results

- 56% of visitor groups would be willing to pay an entrance fee on a future visit (see Figure 90).

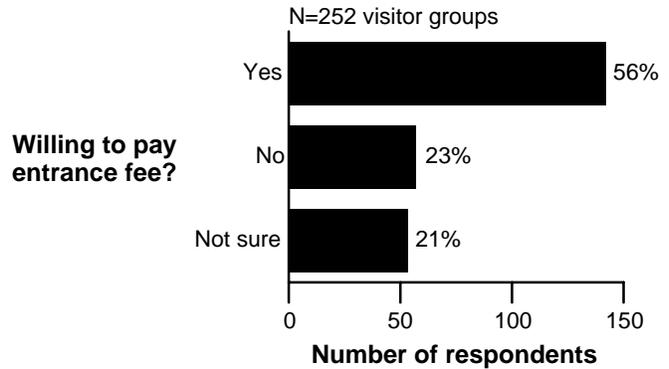


Figure 90: Visitor groups' willingness to pay entrance fee

*total percentages do not equal 100 due to rounding

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

Learning about the Reserve

Question 29a

On a future visit to City of Rocks National Reserve, what topics would you and your group like to learn about in interpretive programs?

Results

- 69% of visitor groups were interested in interpretive programs (see Figure 91).
- As shown in Figure 92, the most common topics that visitor groups were interested in learning about were:

75% Geology
 65% Historic pioneer trail
 60% Wildlife

- “Other” topics (8%) were:

Ancient cultures
 Archeology
 Arrowheads
 Artifacts
 Astroarcheology
 Astronomy
 Ecology
 Native American history
 Native American relationship with City of Rocks
 Native Americans
 Robberies and missing gold
 Temporal change
 Trails to walk/hike

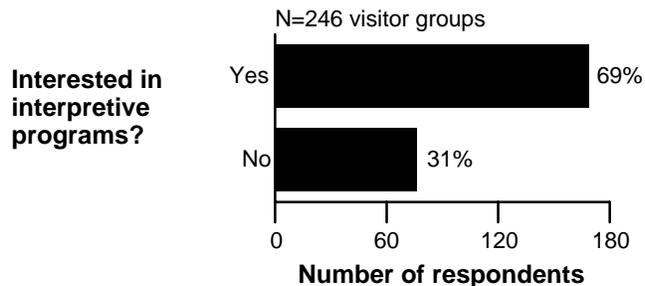


Figure 91: Visitor groups that are interested in interpretive programs

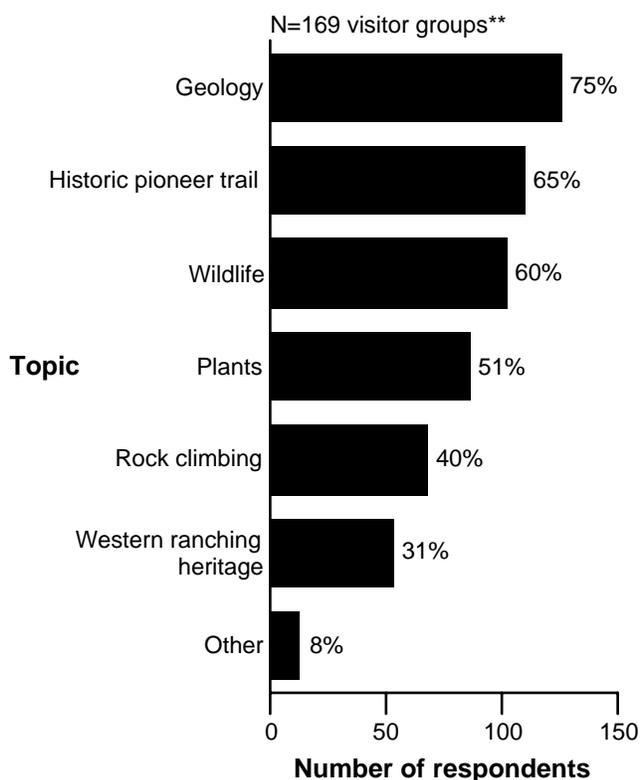


Figure 92: Topics that visitor groups were interested in learning about

*total percentages do not equal 100 due to rounding

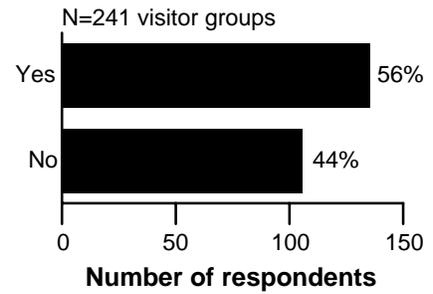
**total percentages do not equal 100 because visitors could select more than one answer

Preferred types of interpretive programs

Question 29b

What types of interpretive programs would you and your personal group like to attend to learn about the park’s cultural and natural history?

Interested in interpretive programs?



Results

- 56% of visitor groups were interested in interpretive programs (see Figure 93).
- 70% of visitor groups preferred a walk/hike to learn about the park’s cultural and natural history (see Figure 94).
- “Other” topics (7%) were:

- Abseiling geology tour
- Ancient artifacts/cultures
- Basic rock climbing instruction
- Cross country skiing
- Exhibits
- Fossils
- Fossils, ancient artifacts and cultures
- Historical campsites
- History of area
- Observatory
- Peace and solitude
- Rock climbing
- Self-guided displays

Figure 93: Visitor groups that are interested in interpretive programs

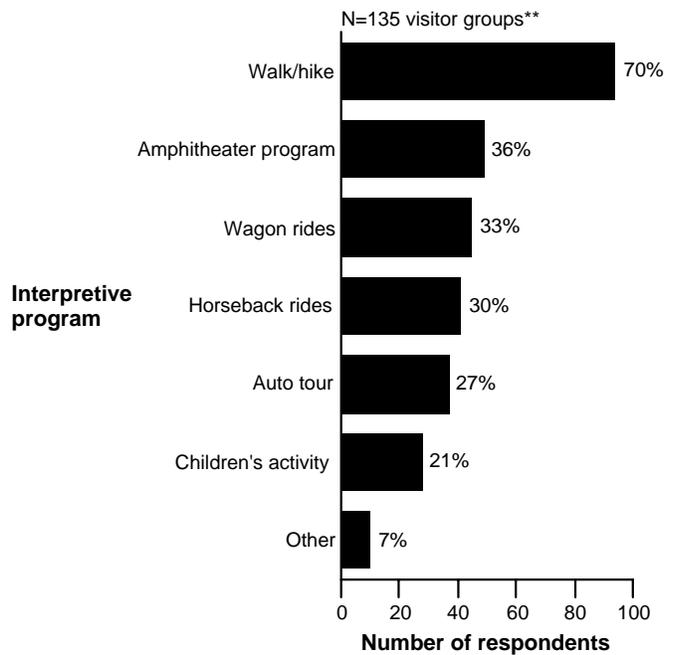


Figure 94: Preferred type of interpretive program

*total percentages do not equal 100 due to rounding

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

Overall quality

Question 19

Overall, how would you and your personal group rate the quality of the facilities, services, and recreational opportunities at City of Rocks National Reserve during this visit?

Results

- 91% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 95).

Fewer than 1% of visitor groups rated the overall quality of the Reserve as “very poor” or “poor.”

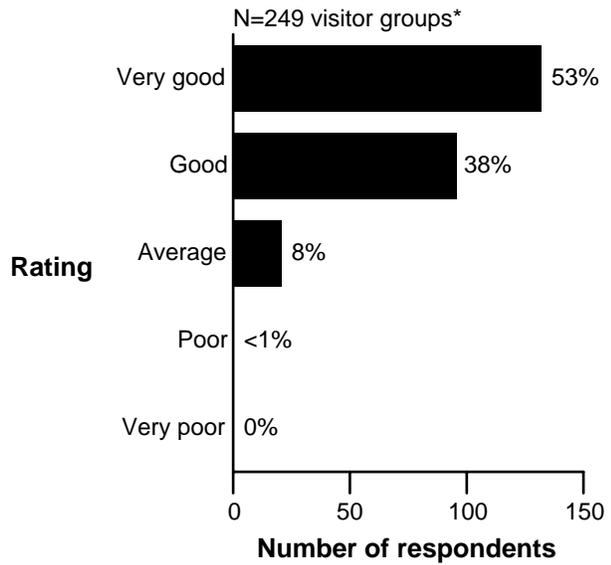


Figure 95: Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comments

Planning for the future

Question 30

If you were a manager planning for the future of City of Rocks National Reserve, what would you propose?

Results

- 64% of visitor groups (N=165) responded to this question.
- Table 19 shows a summary of visitor comments. A complete copy of handwritten comments is included in the Visitor Comments Appendix.

Table 19: Planning for the future

N=280 comments;

some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Comments	2
INTERPRETIVE SERVICES	
More signs at significant sites	3
Improve park map	2
More emphasis on history	2
Teach conservation/preservation	2
Other comments	11
FACILITES/MAINTENANCE	
More campsites	12
More restrooms	10
Pave roads	9
Improve the roads	7
Better directional signs	6
Maintain trails	6
More trails	4
Water/power in campsites	4
Improve trail marking	3
More informational signs	3
More RV campsites	3
Do not expand/enlarge campsites	2
Expand/enlarge campsites	2
Improve trail signs	2
Maintain campsites	2
More camping self-pay stations	2
No paved roads	2
Other comments	19

Table 19: Planning for the future
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Keep it primitive/natural	15
Advertise the park	5
Enforce pet regulations	5
Improve campground registration system	5
No further development of facilities	5
Protect the park/resources	5
Acquire private land	4
Have more first-come/first-served campsites	4
Better campground registration instructions	3
Limit visitation	3
Prohibit RV's/large trailers	3
Protect the solitude/quiet	3
Charge climbing fee	2
Do not charge entrance fees	2
Eliminate campground reservations	2
Reduce campground fees	2
Reduce reservation fees	2
Other comments	38
RESOURCE MANAGEMENT	
Open Twin Sisters for climbing	10
Remove cattle	4
Open more areas to climbing	3
Repair climbing routes	3
Add bolts/anchors to facilitate climbing	2
Open natural research area to climbing	2
Other comments	8
GENERAL COMMENTS	
Keep it simple	3
Keep it as it is	3
Other comments	3

Additional comments

Question 31

Is there anything else you and your personal group would like to tell us about your visit to City of Rocks National Reserve?

Results

- 60% of visitor groups (N=154) responded to this question.
- Table 20 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 20: Additional comments
N=289 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Park staff was helpful	7
Park staff was nice/friendly	5
Other comment	1
INTERPRETIVE SERVICES	
Liked the film	2
Other comments	7
FACILITIES/MAINTENANCE	
Restrooms were clean	12
Campsites were nice	11
The park was clean/well-maintained	7
Appreciated the recycling programs	5
Facilities were nice	2
Maintain the park	2
Mark trails better	2
Nice trails	2
Restrooms had no toilet paper	2
Restrooms were nice	2
Other comments	17

Table 20: Additional comments
(continued)

Comment	Number of times mentioned
POLICIES/MANAGEMENT	
Do not charge extra fees	11
Reopen Twin Sisters	6
Keep it primitive/natural	5
Could not use any kind of pass	4
Make camping reservations simpler	4
Appreciated allowing dogs in the park	3
Enforce dog leash law	3
The park is well organized/managed	3
Too many unleashed dogs	3
Camping fee was high	2
Keep protecting it	2
Keep RVs out	2
The park should be free	2
Would like to have an annual pass available	2
You are doing a great job in the park	2
Other comments	14
RESOURCE MANAGEMENT	
The rocks were beautiful	5
Other comment	1
GENERAL COMMENTS	
Beautiful place	28
Enjoyed the visit	26
Thank you	14
Love it	9
Enjoyed rock climbing	6
Enjoyed the peace of the place	6
Enjoyed camping	4
Keep up the good job	4
Will return	4
Great climbing place	2
Regular visitors	2
Other comments	20

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

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.

- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Awareness of NPS and Idaho Dept. of Parks and Recreation management of City of Rocks National Reserve
- Number of vehicles
- How visit to Reserve fit into travel plans
- Length of stay in Reserve (hours/days)
- Length of stay in area (hours/days)
- Communities where support services obtained
- Able to obtain needed services?
- Visit to Castle Rocks State Park
- Sites visited
- Participation in rock climbing activity
- Type of rock climbing activity participated in on this visit
- Preferred rock climbing activity on a future visit
- Feelings of safety in Reserve
- Groups that brought pets to Reserve
- Groups that brought pets on trails
- Number of entries on this visit
- Overnight stay away from home within 50 miles of Almo
- Type of lodging inside/outside Reserve
- Reason for not staying in campground
- Use of Reserve camping reservation system
- Reservation method used
- Quality of service received while using reservation system
- Importance of Reserve attributes/ resources/ experiences
- Activities on this visit
- Preferred activities on future visit
- Visitor services/facilities used
- Importance of visitor services/ facilities
- Quality of visitor services/ facilities
- Overall quality
- Local and regional attractions visited
- With commercial guided tour group?
- With school/educational group?
- With other organized group?
- Group type
- Group size
- Language used (speaking/ reading)
- Visitor age
- State of residence
- Country of residence
- Number of lifetime visits
- Year of first visit
- Annual household income
- Number of people in household
- Ethnicity/race
- Group member with physical condition making access/ participation difficult
- Willingness to pay entrance fee in the future
- Preferred topics to learn about in interpretive programs
- Preferred interpretive programs

For more information please contact:

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

Phone: 208-885-7863
Fax: 208-885-4261
Email: littlej@uidaho.edu
Website:
<http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carly-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

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

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 2 shows no significant difference in group type.

As shown in Table 3, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Fillion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the parkway. In City of Rocks National Reserve survey, 32 respondents reported to be the older person in the group rather than the person who accepted the survey at park to be the person who completed the survey. Therefore, non-response bias is judged to be insignificant.

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- Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at www.psu.uidaho.edu.vsp.reports.htm. 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

1989 (continued)

24. Lincoln Home National Historic 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 & Memorials, 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

Visitor Services Project Publications (continued)**1993**

- 54. Belle Haven Park/Dyke Marsh Wildlife Park (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
- 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)

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)

1996 (continued)

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

Visitor Services Project Publications (continued)**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

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 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 (fall)

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

2003 continued

- 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 & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands 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 National Monument

2005

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

2006

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Preserve
- 183. Zion National Park (spring and fall)

Visitor Services Project Publications (continued)**2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park
- 186.1. Glen Canyon National Recreation Area (spring)
- 186.2. Glen Canyon National Recreation Area (summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post National Historic Site
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

2008

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park (winter)
- 199. Everglades National Park (winter and spring)
- 200. Horseshoe Bend National Military Park (spring)
- 201. Carl Sandburg Home National Historic Site (spring)
- 202. Fire Island National Seashore resident (spring)
- 203. Fire Island National Seashore visitor
- 204. Capitol Reef National Park
- 205.1. Great Smoky Mountains National Park (summer)
- 206. Grand Teton National Park
- 207. Herbert Hoover National Historic Site
- 208. City of Rocks National Reserve (fall)

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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