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2000 Roaring River State Park Visitor Survey

Project Completion Report

Submitted to

**Missouri Department of Natural Resources
Division of State Parks**

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Executive Summary

The purpose of this study was to describe visitors' socio-demographic characteristics, patterns of use, and satisfaction with park facilities, programs and services at Roaring River State Park (RRSP).

An on-site survey of adult visitors to RRSP was conducted July, August, and September 2000. Three hundred sixty-two (362) surveys were collected, with an overall response rate of 89%. Results of the survey have a margin of error of plus or minus 5%. The following information summarizes the results of the study.

Socio-demographic Characteristics

- RRSP visitors were comprised almost equally of males (53%) and females (47%), and the average age of the adult visitor to RRSP was 46.
- The largest percentage (38%) of visitors indicated a professional/technical occupation, while the second largest percentage (21%) of visitors indicated retirement status.
- The largest percentage (35%) of visitors reported an annual household income of between \$25,000 and \$50,000, and most (35%) were married with children still living at home.
- The majority (40%) of RRSP visitors indicated having completed vocational school or some college.

- The majority (96%) of visitors were White, 2% were Native American, and less than 1% were Asian (0.9%), Hispanic (0.6%) or African American (0.3%).
- Over half (53%) of RRSP visitors were from out of state, including Arkansas (18%), Oklahoma (13%), and Kansas (9%).

Use-Patterns

- Almost half (49%) of visitors drove more than a day's drive (a day's drive is defined as less than 150 miles one way) to visit RRSP. Of those driving 150 miles or less, 76% lived between 50 and 150 miles of RRSP and 24% lived less than 50 miles from the park.
- Over three-fourths (78%) of RRSP visitors had visited the park before, with an average of 4 visits in the past year.
- Sixty percent (60%) of visitors to RRSP were overnight visitors, most (84%) indicating they were staying overnight in the park: 64% camping in the campgrounds, 12% staying at the lodge, and 8% renting a cabin. The average number of nights visitors stayed was 4 nights.
- The majority of RRSP visitors visited the park with family and/or friends, and 13% brought a pet with them during their visit.
- The most frequent recreation activities in which visitors participated were

fishing, walking, picnicking, camping, hiking, and dining at the lodge.

excellent safety rating), 16% commented on dangerous traffic, dangerous park roads, and people speeding.

Satisfaction and Other Measures

- Ninety-nine percent (99%) of RRSP visitors were either satisfied or very satisfied overall.
- Of the ten park features, the campgrounds were given the highest satisfaction rating and the rental cabins were given the lowest satisfaction rating.
- Visitors gave higher performance ratings to the following park attributes: being safe and care of the natural resources.
- Visitors gave lower performance ratings to the following park attributes: clean restrooms, being free of litter and trash, and upkeep of park facilities.
- About 60% of visitors to RRSP felt some degree of crowding during their visit. Of those who felt crowded, fishing along the river was where most felt crowded.
- Visitors who did not feel crowded had a significantly higher overall satisfaction rating compared to visitors who did feel crowded.
- Almost half (48%) of the visitors at RRSP did not give park safety an excellent rating.
- Of those visitors responding to the open-ended opportunity to express their safety concerns (43% of those visitors not giving the park an excellent safety rating), 16% commented on dangerous traffic, dangerous park roads, and people speeding.
- Although 36% of all visitors felt that nothing specific could increase their feeling of safety at RRSP, 22% of all visitors did indicate that an increased visibility of park staff and increased law enforcement patrol at RRSP would increase their feeling of safety.
- Visitors who felt the park was safe were more satisfied overall, gave higher satisfaction ratings to eight of the ten park features, and gave higher performance ratings to the eight park attributes as well.
- The majority (78%) of visitors did not encounter a domestic animal during their visit and, of those who did, the majority (75%) described their encounters as positive or neutral experiences.
- The majority of visitors reported that word of mouth from friends and relatives is their primary source of information about RRSP and other Missouri state parks.
- The majority of visitors placed a value of \$3.00 per day on a recreational opportunity offered in a visit to RRSP. The researchers believe that our initial attempt at attributing an economic value perspective did not prove beneficial. A number of visitors were confused as to the interpretation of the question, preventing confidence in the reliability of the question.

- Thirty percent (30%) of visitors provided additional comments and suggestions, 24% of which were positive comments about the park and staff.

Acknowledgements

Conducting and successfully completing a study of this magnitude and complexity could not have been accomplished without the cooperation of many individuals. Almost 400 visitors to Roaring River State Park voluntarily agreed to provide the information upon which this report is based, many of whom willingly prolonged their stay in the various recreation areas within the park to complete a survey. It is clear from their input that these visitors care very much for the recreation resources in the Missouri State Park System. Their efforts will provide invaluable input into the planning process and providing for more effective and responsive management of these resources.

Many other individuals provided assistance during the 2000 Missouri State Parks Visitor Survey, without whom the study would not have been a success. The following expressions of gratitude are in acknowledgement of their contributions. Special acknowledgement goes to the staff at Roaring River State Park for their willingness to accommodate the survey crew during the study period. Many thanks also go to the research assistants and volunteers who assisted in data collection and the students at the University of Missouri who assisted in computer data entry of the questionnaires. They are: Betty Grossi, Tucker Fredrickson, and Licheng Lin.

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Introduction

NEED FOR RECREATION RESEARCH

With an estimated annual visitation of 18 million recreationists to Missouri's state parks and historic sites, research addressing such issues as recreation demand, visitor satisfaction, and resource degradation becomes an urgent necessity for natural resource recreation managers seeking to provide quality recreational experiences to their customers while at the same time protecting the natural environment. The task of providing quality visitor experiences and meeting recreation demand while maintaining an ecological equilibrium becomes even more difficult when combined with the complexities associated with measuring quality in outdoor experiences.

Quality in outdoor recreation has often been measured in terms of visitor satisfaction (Manning, 1999), making visitor satisfaction a primary goal of natural resource recreation managers (Peine, Jones, English, & Wallace, 1999). Visitor satisfaction, however, can be difficult to define because satisfaction is a multidimensional concept affected by a number of potential variables, some under the control of management but many not (Manning, 1999). Visitor satisfaction is also subject to the varying socio-demographic characteristics of the visitor, their cultural preferences and levels of experience, as well as their widely ranging attitudes and motivations (Manning, 1999). This study attempts to overcome the difficulty in defining visitor satisfaction by gathering additional information about visitor satisfaction through questions regarding:

a) visitors' socio-demographic characteristics; b) visitors' satisfaction with programs, services and facilities; c) visitors' perceptions of safety; and d) visitors' perceptions of crowding.

STUDY PURPOSE

In 1973, a research paper entitled "Recreation Research – So What?" criticized recreation research for not addressing "real problems" and for not being applicable to practical situations (Brown, Dyer, & Whaley, 1973). Twenty years later, this criticism was echoed by Glen Alexander, chief of the Ohio Department of Natural Resources, when he wrote, "Customer surveys are a dime a dozen in the private sector and are beginning to get that way in the public sector (Alexander, 1993, p. 168)." Alexander's complaint was that survey data was being filed away and not being utilized, particularly by the front line management and operating people who could most benefit from such information.

A primary goal of this report is to provide practical and applicable customer data to those front line managers who most need this information during their daily operations. This report examines the results of the visitor survey conducted at Roaring River State Park (RRSP), one of the seven parks and historic sites included in the 2000 Missouri State Parks Visitor Survey. Objectives specific to this report include:

1. Describing the use patterns of visitors to RRSP during July, August, and September 2000.

2. Describing the socio-demographic characteristics of visitors to RRSP.
3. Determining if there are differences in select groups' ratings of park attributes, satisfaction with park features, overall satisfaction, and perceptions of crowding.
4. Determining any differences in select characteristics of visitors who rated park safety high and those who did not.
5. Gaining information about selected park-specific issues.

STUDY AREA

One of the oldest parks in Missouri's state park system, Roaring River State

Park is located deep within the Ozarks in Barry County. A Mecca for trout fishermen, Roaring River offers many amenities for every type of outdoor recreationist including campgrounds, a riding stable, cabins, a swimming pool, a new lodge with a restaurant, a fish hatchery, ten miles of hiking trails, and a nature center.

SCOPE OF STUDY

The population of the visitor study at RRSP consisted of RRSP visitors who were 18 years of age or older (adults), and who visited RRSP during the study period of July through September 2000.

Methodology

SAMPLING PROCEDURES

A 95% confidence interval was chosen with a plus or minus 5% margin of error. Based upon 1999 visitation data for July, August, and September at RRSP, it was estimated that approximately 310,000 visitors would visit RRSP during the period between July 1 and September 30, 2000 (DNR, 2000). Therefore, with a 95% confidence interval and a plus or minus 5% margin of error, a sample size of 400 visitors was required (Folz, 1996). A random sample of adult visitors (18 years of age and older) who visited RRSP during the study period were the respondents for this study.

To ensure that visitors leaving RRSP during various times of the day would have equal opportunity for being surveyed, three time slots were chosen for surveying. The three time slots were as follows: Time Slot 1 = 8:00 a.m. - 12:00 p.m., Time Slot 2 = 12:00 p.m. - 4:00 p.m., and Time Slot 3 = 4:00 p.m. - 8 p.m. A time slot was randomly chosen and assigned to the first of the scheduled survey dates. Thereafter, time slots were assigned in ranking order based upon the first time slot. One time slot was surveyed during each survey day.

QUESTIONNAIRE

The questionnaire used in this study was based on the questionnaire developed by Fink (1997) for the Meramec State Park Visitor Survey. A copy of the questionnaire for this study is provided in Appendix A.

SELECTION OF SUBJECTS

The survey of visitors at RRSP was administered on-site, to eliminate the non-response bias of a mail-back survey. Because two public roadways run through RRSP, an exit survey was not feasible. Therefore, four recreation areas within the park were identified in which to survey: Area 1 (the area encompassing the fish hatchery, spring, park store, amphitheater, and adjacent fishing areas), Area 2 (the lodge and restaurant), Area 3 (the area encompassing the picnic area and adjacent fishing areas), and Area 4 (the three campgrounds). To ensure that visitors to the four recreation areas would have an equal opportunity for being surveyed, surveying alternated between the areas. Only one area was surveyed during each time slot.

DATA COLLECTION

The surveyor walked a roving route in each of the assigned recreation areas. During the selected time slot, the surveyor asked every visitor who was 18 years of age and older and in the assigned recreation area to voluntarily complete the questionnaire, unless he or she had previously filled one out.

To increase participation rates, respondents were given the opportunity to enter their name and address into a drawing for a prize package and were assured that their responses to the survey questions were anonymous and would not be attached to their prize entry form. Willing participants were then given a pencil and a clipboard with the

questionnaire and prize entry form attached. Once respondents were finished, the surveyor collected the completed forms, clipboards, and pencils. Survey protocol is given in Appendix B and a copy of the prize entry form is provided in Appendix C.

An observation survey was also conducted to obtain additional information about: date, day, time slot, and weather conditions of the survey day; the number of adults and children in each group; and the number of individuals asked to fill out the questionnaire, whether they were respondents, non-respondents, or had already participated in the survey. This number was used to calculate response rate, by dividing the number of surveys collected by the number of adult visitors asked to complete a questionnaire. A copy of the observation survey form is provided in Appendix D.

An attendance count survey was also conducted to determine the number of visitors in each vehicle that entered an assigned recreation area during a specific timeslot. The results from this survey will be provided in a separate report.

DATA ANALYSIS

The data obtained for the RRSP study was analyzed with the Statistical Packages for the Social Sciences (SPSS) (SPSS, 1996).

Frequency distributions and percentages of responses to the survey questions and the observation data were determined. The responses to the open-ended questions were listed as well as grouped into categories for frequency and percentage calculations. The number of

surveys completed by month, by day of week, by weekday versus weekend, by time slot, and by area was also determined.

Comparisons using independent sample t-tests for each group were also made to determine any statistically significant differences ($p < .05$) in the following selected groups' satisfaction with park features (question 8), ratings of park attributes (question 9), overall satisfaction (question 16), and perceptions of crowding (question 12). The selected groups include:

1. First time visitors versus repeat visitors (question 1).
2. Overnight visitors versus day-users (question 3). Overnight visitors include those visitors staying in the lodge, cabins, or campgrounds in the park. Day-users include both day-users and the overnight visitors who did not stay overnight in the park.
3. Weekend visitors versus weekday visitors. Weekend visitors were surveyed on Saturday and Sunday, weekday visitors were surveyed Monday through Friday.

Other comparisons were made using independent sample t-tests to determine any statistically significant differences in visitors who rated the park as excellent on being safe versus visitors who rated the park as good, fair, or poor on being safe, for the following categories:

1. First time versus repeat visitors.
2. Overnight visitors versus day-users.
3. Weekend versus weekday visitors.

Differences between visitors who rated the park as excellent on being safe versus those who did not were also compared on the following questions: differences in socio-demographic characteristics, perceptions of crowding, measures of satisfaction with park features, measures of performance of park attributes, and overall satisfaction.

Additional comparisons include:

1. Multiple linear regression analyses to determine which of the satisfaction variables and which of the performance variables most accounted for variation in overall satisfaction.
2. An independent sample t-test comparing overall satisfaction between visitors who felt some degree of crowding and those who were not at all crowded during their visit.

Results

This section describes the results of the Roaring River State Park Visitor Survey. For the percentages of responses to each survey question, see Appendix E. The number of individuals responding to each question is represented as "n=."

SURVEYS COLLECTED & RESPONSE RATES

A total of 362 surveys were collected at RRSP during the time period of July, August, and September 2000, with 145 collected in July (40.1%), 85 collected in August (23.5%), and 132 collected in September (36.5%). Tables 1, 2, 3, and 4 show surveys collected by day of week, by time slot, by date, and by area respectively. Of the 362 surveys collected, 206 (56.9%) were collected on weekends (Saturday and Sunday) and 156 (43.1%) were collected on weekdays

(Monday through Friday). The overall response rate was 88.9%, with daily response rates ranging from a low of 54.3% to a high of 100%.

SAMPLING ERROR

With a sample size of 362 and a confidence interval of 95%, the margin of error is plus or minus 5%. For this study, there is a 95% certainty that the true results of the study fall within plus or minus 5% of the findings. For example, from the results that 46.7% of the visitors to RRSP during the study period were female, it can be stated that between 41.7% and 51.7% of the RRSP visitors were female.

Table 1. Surveys Collected by Day of Week

Day of Week	Frequency	Percent
Sunday	113	31.2%
Monday	75	20.7%
Tuesday	16	4.4%
Friday	65	18.0%
Saturday	<u>93</u>	<u>25.7%</u>
Total	362	100%

Table 2. Surveys Collected by Time Slot

Time Slot	Frequency	Percent
1. 8 a.m. - 12 p.m.	131	36.2%
2. 12 p.m. - 4 p.m.	118	32.6%
3. 4 p.m. - 8 p.m.	<u>113</u>	<u>31.2%</u>
Total	362	100.0%

Table 3. Surveys Collected by Date

Date	Frequency	Percent
Friday, July 28	45	12.4%
Saturday, July 29	25	6.9%
Sunday, July 30	37	10.2%
Monday, July 31	38	10.5%
Saturday, August 26	30	8.3%
Sunday, August 27	29	8.0%
Monday, August 28	10	2.8%
Tuesday, August 29	16	4.4%
Friday, September 15	20	5.5%
Saturday, September 16	38	10.5%
Sunday, September 17	47	13.0%
Monday, September 18	27	7.5%
Total	362	100.0%

Table 4. Surveys Collected by Area

Area	Frequency	Percent
Area 1 (Spring, hatchery, adjacent fishing areas)	121	33.4%
Area 2 (Lodge)	55	15.2%
Area 3 (Picnic area and adjacent fishing areas)	91	25.1%
Area 4 (Campgrounds)	95	26.2%
Total	362	100.0%

SOCIO-DEMOGRAPHIC CHARACTERISTICS

female visitors comprised 46.7% of all visitors.

Age

The average age of adult visitors to RRSP was 46.2. When grouped into four age categories, 22.5 % of the adult visitors were between the ages of 18-34, 48.7% were between the ages of 35-54, 16.5% were between the ages of 55-64, and 12.3% were 65 or over.

Gender

Visitors to RRSP were almost equally male and female. Male visitors comprised 53.3% of all visitors, and

Education

The majority (40.3%) of visitors to RRSP indicated they had completed vocational school or some college. One-third (33.3%) of visitors indicated having completed a four-year college degree or an advanced graduate degree, while one-fourth (26.3%) indicated completing high school or less.

Occupation

The majority (37.7%) of visitors to RRSP indicated a professional or

technical occupation, while another large percentage (21.3%) of visitors to RRSP indicated they were retired. The rest (41%) of RRSP visitors indicated other occupations, including service (10.2%) or manufacturing-based (8.1%) occupations, self-employment (9%), homemaker (8.7%), student (2.4%), or other occupations (2.7%).

Household Composition

RRSP visitors were asked to describe their household composition. The majority (35.3%) of visitors were married with children still living at home. One-third (33.2%) of visitors indicated being married with children grown, while 11% were married with no children. Less than 10% of visitors were single with no children (9%), and less than 10% were single with children (7.5%). Four percent (4%) indicated having other types of household arrangements.

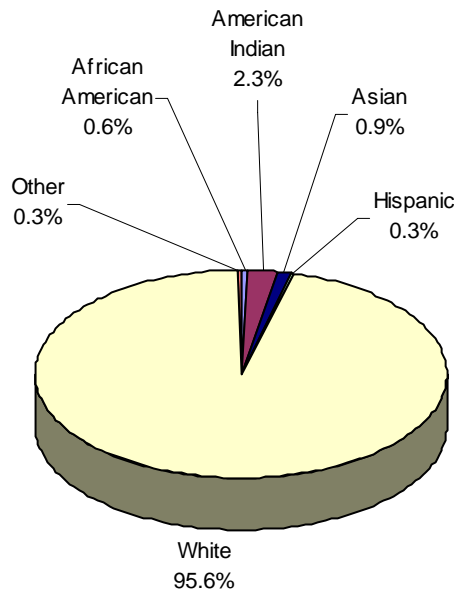
Income

The largest percentage (38.8%) of visitors to RRSP reported an annual household income of between \$25,000 and \$50,000. The second largest percentage (27.2%) of visitors had an income of between \$50,000 and \$75,000. Twenty percent (20.1%) of visitors indicated an annual household income of over \$75,000, while less than 15% (13.9%) of visitors indicated an income of less than \$25,000.

Ethnic Origin

Figure 1 indicates the ethnic origin of RRSP visitors. The vast majority (95.6%) of visitors was white. Two percent (2.3%) of visitors reported being of American Indian descent, about 1% (0.9%) of visitors were Asian, less than 1% were African American (0.6%), and less than 1% were Hispanic (0.3%).

Figure 1. Ethnic Origin of RRSP visitors.



Residence

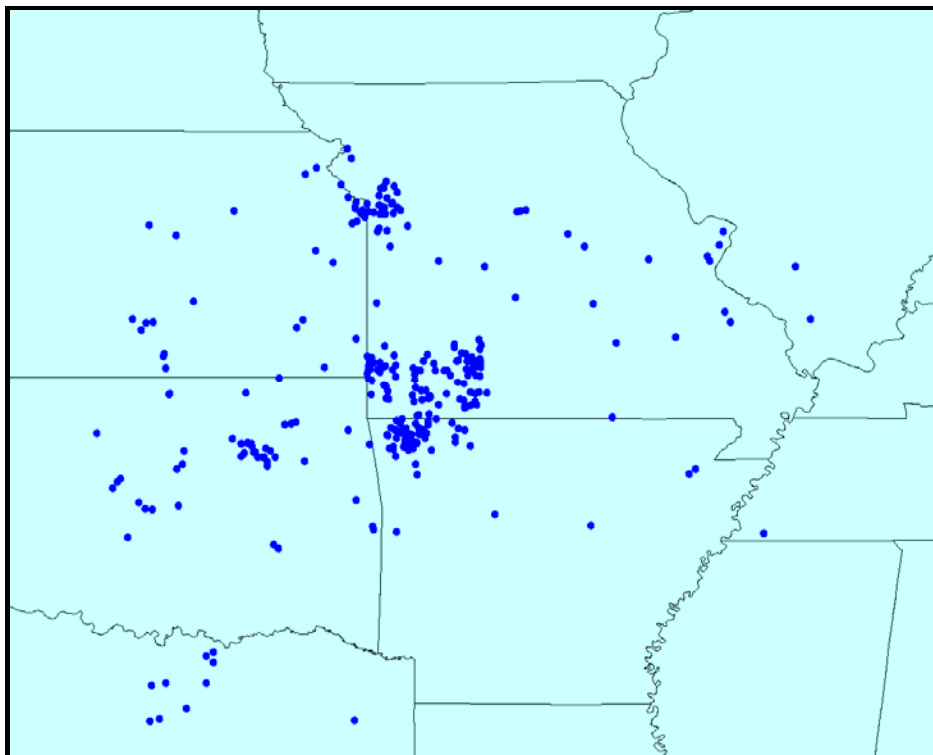
Almost half (46.6%) of the visitors to RRSP were from Missouri with over half (53.4%) of visitors coming from other states, including Arkansas (17.9%), Oklahoma (13.4%), and Kansas (9%). Of the Missouri visitors, 36.7% were from non-metropolitan areas while 22.9% were from the Kansas City Metropolitan Statistical Area (MSA) (the Kansas City MSA includes those visitors from Kansas who fall within Kansas City's MSA). Twenty percent (19.3%) of RRSP visitors were from the Joplin MSA and another 17.5% were from the Springfield MSA. Figure 2 shows the residence of visitors by zip code.

USE PATTERNS

Trip Characteristics

Based on zip code data, about half (49.3%) of visitors to RRSP traveled more than a day's drive to visit the park (a day's drive is defined as 150 miles or less, not exceeding 300 miles round trip). Of those traveling less than a day's drive, three-fourths (75.9%) lived between 50 and 150 miles from the park and one-fourth (24.1%) lived less than 50 miles from the park. The average number of miles visitors traveled to RRSP was 200.5 miles while the median number of miles visitors traveled was 148, indicating that half of the visitors traveled more than 148 miles and half traveled less than 148 miles.

Figure 2. Residence of RRSP Visitors by Zip Code



Visit Characteristics

Over three-fourths (78.4%) of the visitors to RRSP were repeat visitors, with 21.6% of the visitors being first time visitors. The average number of times all visitors reported visiting RRSP within the past year was 4.3 times.

About 60% (59.8%) of visitors to RRSP during the study period indicated that they were staying overnight, with 40.2% indicating that they were day-users. Of those staying overnight during their visit, most (83.5%) of the visitors indicated they were staying in the park, with 63.7% camping in the campgrounds, 11.8% staying at the lodge, and 8% staying in a cabin. Of those camping in the campground at RRSP, 58.7% reported camping in a RV, trailer, camper, or van conversion, while 41.3% reported camping in a tent.

Of those reporting overnight stays, 11.1% stayed one night, 31.1% stayed two nights, 23.7% stayed three, and 34.1% stayed four or more nights. The average stay for overnight visitors was four nights. The median number of nights was three, indicating that half of the overnight visitors stayed less than three nights and half of the overnight visitors stayed more than three nights. The highest percentage of visitors stayed two nights.

About two-thirds (61.7%) of the visitors to RRSP visited the park with family. Twenty-two percent (22.3%) visited with family and friends, while 10.7% visited with friends, and 2.8% visited the park alone. Less than 2% (1.4%) of visitors indicated visiting the park with a club or organized group. About 13% (12.7%) of visitors reported bringing a pet with them during their visit. Visitors

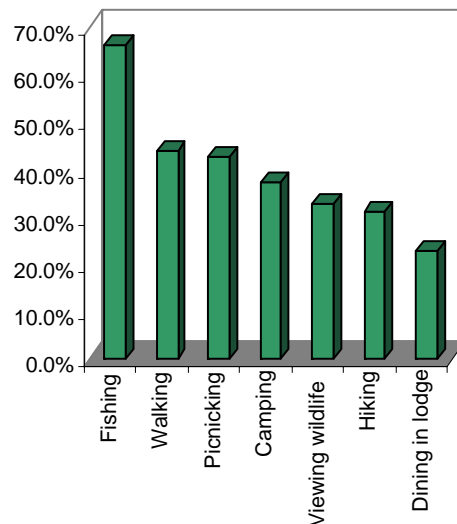
were also asked to report how many adults and children they brought with them in their personal vehicles. The average number of adults visitors brought with them was 2.4 and the average number of children visitors brought with them was 2.2, for an average group size of 4.7 people.

RECREATION ACTIVITY PARTICIPATION

Respondents to the survey were asked what activities they participated in during their visit to RRSP. Figure 3 shows the percentage of visitor participation in the seven most participated in activities. Fishing was the highest reported (66.3%), walking was second (43.9%), and picnicking was third (42.8%). Camping (37.3%), viewing wildlife (32.6%), hiking (31.2%), and dining in the lodge restaurant (22.9%) were next.

RRSP visitors reported engaging in other activities, including studying nature

Figure 3. Participation in Recreational Activities at RRSP



(17.4%), swimming in the pool (16%), attending a naturalist-led program (7.7%), horseback riding (3.9%), canoeing/floating or boating (3.8%), and attending a special event (3.3%). Only 8% of visitors reported engaging in an "other" activity, including visiting the fish hatchery and/or feeding the fish, swimming or wading in the river, and attending a family reunion.

No significant difference ($p < .05$) was found in overall satisfaction between first time and repeat visitors. Nor was there any significant difference in overall satisfaction between overnight visitors and day-users or between weekend and weekday visitors.

SATISFACTION MEASURES

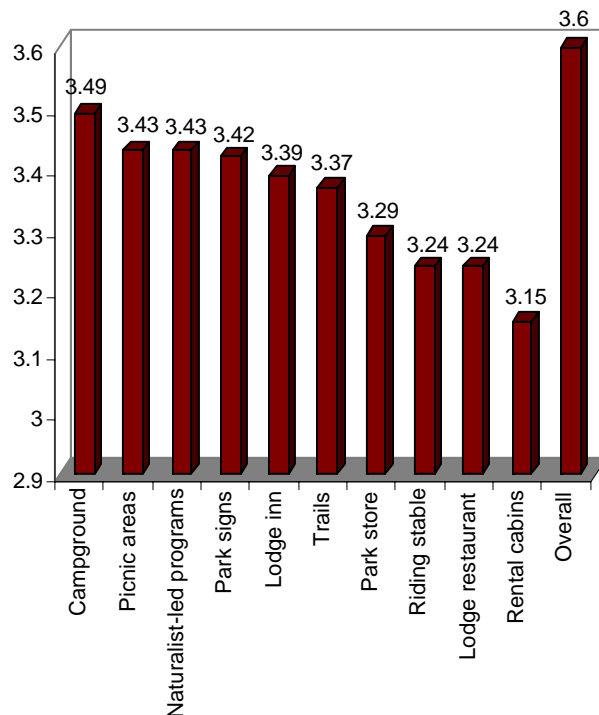
Overall Satisfaction

When asked about their overall satisfaction with their visit, only 1.2% of visitors were either dissatisfied or very dissatisfied with their visit, whereas 98.8% of visitors were either satisfied or very satisfied. Visitors' mean score for overall satisfaction was 3.60, based on a 4.0 scale with 4 being very satisfied and 1 being very dissatisfied.

Satisfaction with Park Features

Respondents were also asked to express how satisfied they were with ten park features. Figure 4 shows the mean scores for the ten features and also for visitors' overall satisfaction. The satisfaction score for the campground (3.49) was the highest, with the other scores ranging from 3.43 (picnic areas and naturalist programs) to the lowest of 3.15 (rental cabins). A multiple linear regression analysis ($r^2 = .70$) of the ten park features showed that all the variables combined to account for 70% of the overall satisfaction rating.

Figure 4. Satisfaction with RRSP Features



No significant differences were found in mean satisfaction ratings of park features between first time and repeat visitors, or between campers and non-campers. Weekday visitors, however, were significantly ($p < .05$) more satisfied with naturalist-led programs (3.59) and the trails (3.54) than weekend visitors (3.28 and 3.27 respectively).

PERFORMANCE RATING

Visitors were asked to rate the park’s performance of eight select park attributes: being free of litter and trash, having clean restrooms, upkeep of park facilities, having helpful and friendly staff, access for persons with disabilities, care of natural resources, providing nature programs and displays, and being safe. Performance scores were based on a 4.0 scale, with 4 being excellent and 1 being poor.

There were no differences in performance ratings between overnight visitors and day-users. First time visitors gave significantly higher ($p < .05$) performance ratings than repeat visitors

regarding the park being free of litter and trash (3.47 and 3.25 respectively), maintaining upkeep of the facilities (3.43 and 3.23 respectively), and providing access for disabled persons (3.64 and 3.35 respectively). Weekday visitors gave significantly higher ($p < .05$) performance ratings than weekend visitors regarding the park having helpful and friendly staff (3.58 and 3.38 respectively) and being safe (3.58 and 3.44 respectively). A multiple linear regression analysis ($r^2 = .25$) showed that the eight performance attributes combined to account for only 25% of the variation in overall satisfaction.

IMPORTANCE-PERFORMANCE MEASURES

The Importance-Performance (I-P) Analysis approach was used to analyze questions 9 and 17. Mean scores were calculated for the responses of the two questions regarding visitors’ ratings of the performance and importance of the eight select park attributes. Table 5 lists the scores of these attributes, which were based on a 4.0 scale of 4 being excellent

Table 5. Mean Performance and Importance Scores for Park Attributes

Attribute	Mean Performance Score*	Mean Importance Score*
A. Being free of litter/trash	3.29	3.82
B. Having clean restrooms	3.00	3.86
C. Upkeep of park facilities	3.26	3.76
D. Having helpful & friendly staff	3.47	3.63
E. Access for persons with disabilities	3.41	3.43
F. Care of natural resources	3.47	3.74
G ₁ . Providing nature programs & displays	3.39	3.36
G ₂ . Providing nature programs & displays	3.63	3.63
H. Being safe	3.50	3.81

G₁ = All visitors

G₂ = Visitors attending nature programs

* 1 = Poor performance or low importance rating, 4 = excellent performance or high importance rating

and 1 being poor, and 4 being very important and 1 being very unimportant.

Figure 5 shows the Importance-Performance (I-P) Matrix. The mean scores were plotted on the I-P Matrix to illustrate the relative performance and importance rating of the attributes by park visitors.

The I-P Matrix is divided into four quadrants to provide a guide to aid in possible management decisions. For example, the upper right quadrant is labeled “high importance, high performance” and indicates the attributes in which visitors feel the park is doing a good job. The upper left quadrant indicates that management may need to focus on these attributes, because they are important to visitors but were given a lower performance rating. The lower left and right quadrants are less of a concern for managers, because they exhibit attributes that are not as important to visitors.

RRSP was given high importance and performance ratings for being safe and for care of the natural resources. Characteristics that visitors felt were important but rated RRSP low on performance were having clean restrooms, being free of litter and trash, and upkeep of park facilities.

CROWDING

Visitors to RRSP were asked how crowded they felt during their visit. The following nine-point scale was used to determine visitors’ perceptions of crowding:

1	2	3	4	5	6	7	8	9
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

Visitors’ overall mean response to this question was 2.9. Forty percent (41.5%) of the visitors to RRSP did not feel at all crowded (selected 1 on the scale) during their visit. The rest (58.5%) felt some degree of crowding (selected 2-9 on the scale) during their visit.

Figure 5. Importance-Performance Matrix of Park Attributes

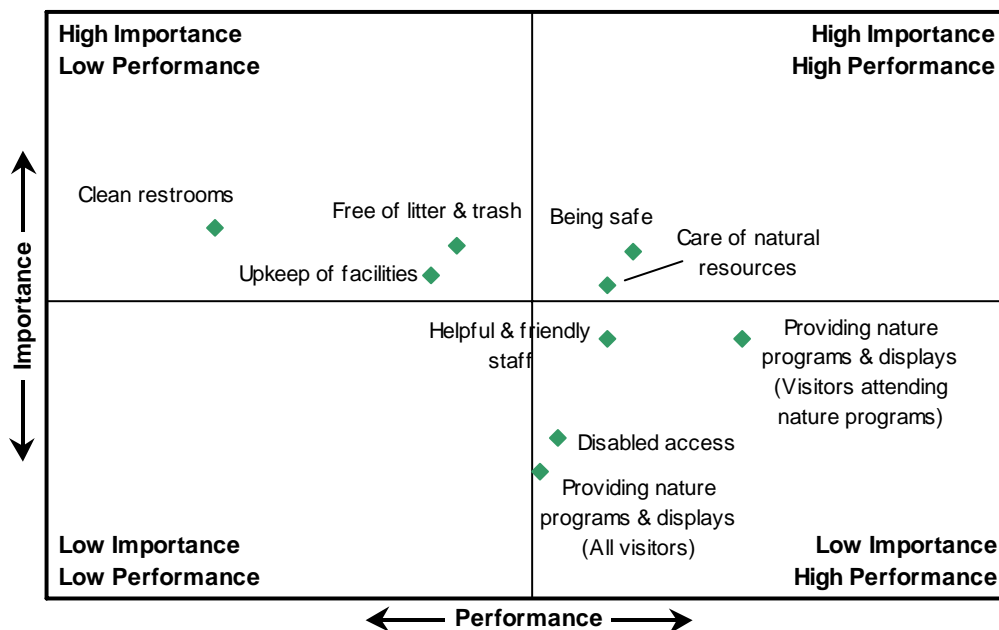


Table 6. Locations Where RRSP Visitors Felt Crowded During Their Visit

Location	Frequency	Percent
Fishing areas along river	51	48.6%
Campgrounds	24	22.9%
Restrooms/shower houses	8	7.6%
Everywhere	5	4.8%
Crowded because of day of week or time of year	5	4.8%
Hatchery	4	3.8%
Parking and picnic areas	3	2.9%
Trails	3	2.9%
Park store	2	1.9%
Total	105	100.0%

Visitors who indicated they felt crowded during their visit were also asked to specify where they felt crowded (question 13). Almost half (45.5%) of the visitors who indicated some degree of crowding answered this open-ended question. Table 6 lists the locations where visitors felt crowded at RRSP. Of those who answered the open-ended question, the majority (48.6%) felt crowded fishing along the river.

No significant differences were found between overnight visitors and day-users, and between weekend and weekday visitors and their perceptions of crowding. First time visitors had significantly ($p < .05$) higher perceptions of crowding when compared to repeat visitors. First time visitors had a mean crowded score of 3.5, while repeat visitors had a mean crowded score of 2.8.

Crowding and satisfaction

A significant difference ($p < .05$) was found in visitors' mean overall satisfaction with their visit and whether they felt some degree of crowding or

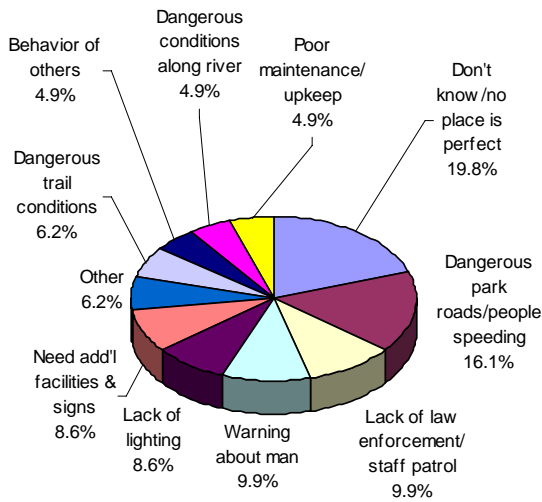
not. Visitors who did not feel crowded had a mean overall satisfaction score of 3.68, whereas visitors who felt some degree of crowding had a mean overall satisfaction score of 3.55.

SAFETY CONCERNS OF VISITORS

Almost half (47.9%) of the visitors to RRSP did not rate the park as excellent for safety. Of those, 43.1% noted what influenced their rating. Their comments were grouped into categories and are shown in Figure 6. Appendix F provides a list of the comments.

One-fifth (19.8%) of the open-ended responses were from visitors who either had no reason for not rating safety excellent, or who felt that no place was perfect and could always improve. Sixteen percent (16.1%) of the open-ended responses, however, was from visitors who commented on dangerous traffic, dangerous park roads, and people speeding. About 10% (9.9%) of visitors commented on what they perceived as a lack of rangers and staff patrolling the park, and another 10% (9.9%)

Figure 6. Comments from Visitors Not Rating RRSP Excellent on Safety



commented about the warning of a man accosting women in the restroom.

Visitors were also given a list of nine attributes and were asked to indicate which of the nine would most increase their feeling of safety at RRSP. Although instructed to select only one attribute, many visitors selected more than one; consequently, 339 responses were given by 278 visitors. Figure 7 shows the percentage of responses given by visitors. Most (36%) felt that nothing specific would increase their feeling of safety, but 12.1% felt that increased visibility of park staff would increase safety.

Visitors who felt that more lighting in the park would most increase their feeling of safety were asked to indicate where they felt more lighting was necessary. Seventy-three percent (72.7%) of those visitors answered this open-ended question. Table 7 shows the frequency and percentages of their

responses. The majority (45.8%) felt that more lighting in the campgrounds would most increase safety.

There were no significant differences in the rating of safety by first time visitors versus repeat visitors or by overnight visitors versus day-users. Weekday visitors, however, had a significantly higher ($p < .05$) safety rating (3.58) than weekend visitors (3.38). There were no differences in safety ratings by age, gender, occupation, household composition, ethnicity, MSA, or income. A significant difference ($p < .001$) in safety ratings did occur, however, between visitors with differing education levels. Visitors who reported having completed an advanced graduate degree (3.74), vocational school (3.66), or high school (3.61) had significantly higher safety ratings than visitors who reported having completed some college (3.37) or a four-year college degree (3.36). This result is interesting as no other Missouri state park or historic site studied has shown any difference in safety ratings by education level. This result will continue to be monitored over a period of time to determine if this particular site

Figure 7. Percentage of Safety Attributes Chosen by Visitors

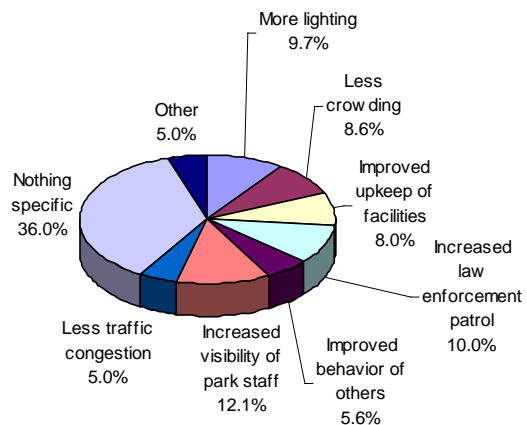


Table 7. Locations Where Visitors Felt More Lighting Would Increase Safety

Location	Frequency	Percent
Campgrounds	11	45.8%
At signs and entrances	4	16.7%
Parking areas and along park roads	4	16.7%
Restrooms and shower houses	3	12.5%
Everywhere	2	8.3%
Total	24	100.0%

response is repeated. To determine if there were differences in perceptions of crowding, satisfaction with park features, and overall satisfaction, responses were divided into two groups based on how they rated RRSP on being safe. Group 1 included those who rated the park excellent, and Group 2 included those who rated the park as good, fair, or poor.

There were no significant differences in the perceptions of crowding between Group 1 and Group 2. However, Group 1 was significantly ($p < .001$) more satisfied overall than Group 2, with an overall satisfaction score of 3.77 whereas Group 2 had an overall satisfaction score of 3.40. Group 1 also had significantly ($p < .05$) higher satisfaction ratings for eight of the ten park features than Group 2, as well as significantly higher ($p < .001$) performance ratings for all eight of the park attributes.

VISITORS' DOMESTIC ANIMAL EXPERIENCES WITHIN THE PARK

Visitors were asked to report whether they encountered a domestic animal while visiting RRSP, and whether the encounter was positive or negative. The majority (77.5%) of visitors reported no encounter with a domestic animal.

Nineteen percent (19%) reported experiencing a positive encounter with a domestic animal, while 3.5% reported a negative experience. Visitors were also asked to describe their encounters. Table 8 lists the frequency and percentages of their encounter descriptions.

Table 8. Visitors' Descriptions of Their Encounters of Domestic Animals

Category	Frequency	Percent
Positive/neutral comments	33	75.0%
Barking dogs	3	6.8%
Dogs off leashes	3	6.8%
Dog waste	3	6.8%
Other negative encounters with dogs	2	4.5%
Total	44	100.0%

VISITORS' SOURCES OF INFORMATION ABOUT MISSOURI STATE PARKS

RRSP visitors were also asked to indicate how much information they receive from nine information sources regarding Roaring River or other Missouri state parks. Word of mouth from friends or relatives was the most frequently cited source of information, with 86.5% of the visitors responding to this question reporting they receive some or lots of information through this

medium. The second most frequent source of information from which visitors receive information about Roaring River or other Missouri state parks is from brochures, pamphlets or other printed material. About half (49.4%) of visitors answering this question indicated receiving some or lots of information from this source. The Internet was the third most frequently cited source of information, with 34.4% of the visitors responding to this question indicating they receive some or lots of information from the Internet. Visitors were also given the opportunity to indicate any other sources from which they receive information about Roaring River or other Missouri state parks. These other sources include past experience, living close to the park, the Passport Program, and area Chambers of Commerce.

Visitors were also asked how often they use the Internet when planning a trip or vacation. Only 12% (11.9%) indicated always using the Internet when planning a trip or vacation. Thirty-eight percent (38.4%) of visitors frequently use the Internet, 21.8% rarely use it, and 28.7% never use it when planning a trip or vacation.

HOW MUCH VISITORS VALUE ROARING RIVER STATE PARK

For the first time, the researchers have attempted to investigate the value that visitors attribute to a site visit. Literature has stated that the value a visitor places on a recreational opportunity is often difficult to measure with confidence and accuracy (Bergstrom & Loomis, 1999; Manning, 1999), and this difficulty is evidenced in the following results. Visitors were asked to place a value on the overall

recreation opportunity offered in a visit to RRSP (question 19), and were given four choices: \$3.00 a day, \$5.00 a day, \$7.00 a day, or any other value. There was some confusion as to the interpretation of this question with many visitors interpreting the question to mean how much they would be willing to pay a day to visit RRSP.

The majority (38.4%) of visitors responding to this question indicated a value of \$3.00 a day, while 27.1% indicated \$5.00 a day, 21.8% indicated \$7.00 a day, and 12.7% indicated some other value. The majority (45.7%) of the visitors indicating some other value reported a value of \$0.00, while over one-fifth (22.9%) indicated a value of \$10.00 a day. Interestingly, almost 10% (9.5%) of the additional comments from visitors were made in response to this question, with the majority of visitors concerned that RRSP would no longer be free and would begin to charge an entrance fee.

ADDITIONAL VISITOR COMMENTS

Respondents to the survey were also given the opportunity to write any additional comments or suggestions on how DNR could make their experience at RRSP a better one (question 29). Thirty percent (29.6%) of the total survey participants responded to this question, with 137 responses given by 107 respondents. The comments and suggestions were listed and grouped by similarities into 15 categories for frequency and percentage calculations. The list of comments and suggestions is found in Appendix G. Table 9 lists the frequencies and percentages of the comments and suggestions by category.

The majority (24.1%) of comments were general positive comments, such as: “Beautiful park”, “I love coming here”, and “Keep up the good work”. The rest of the comments were categorized based

on similar suggestions or comments, such as comments about the campgrounds, comments in response to question 19, and other suggestions not falling into any other category.

Table 9. Frequency and Percentage of Comments and Suggestions from RRSP Visitors

Category	Frequency	Percent
1. General positive comments	33	24.1%
2. Comments/suggestions about the campgrounds	17	12.4%
3. Comments regarding question 19	13	9.5%
4. Need additional/improved facilities	12	8.8%
5. Comments/suggestions about restrooms/shower houses	12	8.8%
6. Better maintenance/upkeep	11	8.0%
7. General comments about fishing at Roaring River	7	5.1%
8. Comments about restaurant, lodge, and park store	5	3.6%
9. Improved/additional signage	3	2.2%
10. Provide designated fishing areas	3	2.2%
11. Increase visibility of park staff and law enforcement	3	2.2%
12. Provide more/improved information	3	2.2%
13. Negative comments about reservation system	2	1.5%
14. Provide more disabled access	2	1.5%
15. Other	<u>11</u>	<u>8.0%</u>
Total	137	100.0%

Discussion

MANAGEMENT IMPLICATIONS

The results of this study provide relevant information concerning RRSP visitors. However, the results should be interpreted with caution. The surveys were collected only during the study period of July, August, and September 2000; therefore, visitors who visit during other seasons of the year are not represented in the study's sample. The results, however, are still very useful to park managers and planners, because much of the annual visitation occurs during this period.

Satisfaction Implications

Sixty-two percent (61.7%) of RRSP visitors reported that they were very satisfied with their visit to the park. Williams (1989) states that visitor satisfaction with previous visits is a key component of repeat visitation. The high percentage of repeat visitation (78.4%) combined with their positive comments provide evidence that RRSP visitors are indeed satisfied with their park experience. The overall satisfaction score also provides a benchmark in which to compare overall satisfaction of RRSP visitors over a period of time.

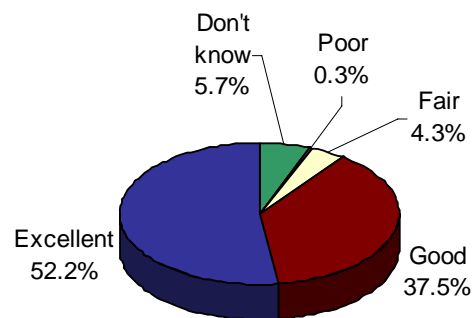
One cautionary note, however. It has been suggested that uniformly high levels of overall satisfaction can be of limited usefulness to recreation managers in understanding relationships between outdoor recreation opportunities and experiences, particularly because most visitors choose recreation opportunities in keeping with their tastes and preferences (Manning, 1999). In

other words, visitors to RRSP may be traveling to RRSP because it is the type of park they prefer, offering amenities and services that correspond with their taste in recreational opportunities, consequently contributing to high overall satisfaction ratings. For this reason, the following comments are provided in order to furnish further insight into visitor satisfaction with services, facilities, and opportunities provided at RRSP.

Safety Implications

RRSP managers should be commended for providing a park in which visitors feel relatively safe. Less than half (47.9%) of visitors did not give an excellent rating regarding safety, and the majority of those not giving an excellent rating gave a good rating instead (Figure 8). Safety was also given a "high importance, high performance" rating on the I-P Matrix. In fact, a large percentage (36%) of visitors indicated

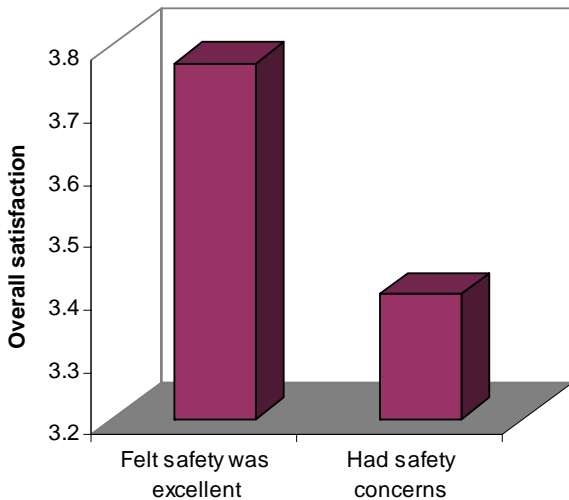
Figure 8. Safety Ratings of RRSP.



that nothing specific would increase their feeling of safety at RRSP.

There were some visitors, however, who did express safety concerns; and since visitors' perception of safety did affect their overall satisfaction of their visit at RRSP (Figure 9), it behooves managers to give consideration to their concerns. Sixteen percent (20%) of visitors with safety concerns responded to an open-ended question with comments regarding dangerous traffic and dangerous roads in the park. Out of a list of nine safety attributes, 22% of visitors selected either an increased visibility of park staff or increased law enforcement patrol as the two attributes that would most increase their feeling of safety at RRSP.

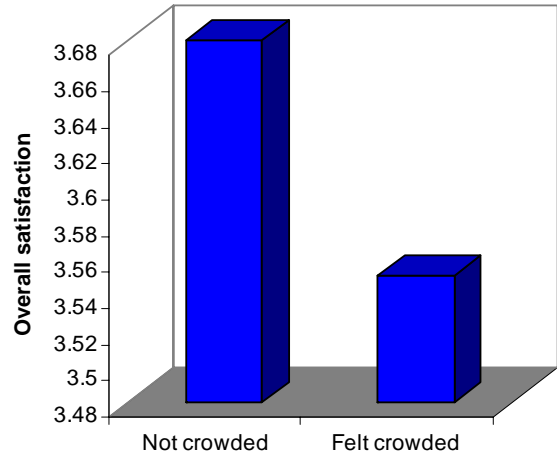
Figure 9. Levels of Satisfaction Ratings by Safety Concerns



Crowding Implications

Surprisingly, visitors' perceptions of crowding were not very high considering the amount of use RRSP experiences. About 42% of visitors did not feel at all crowded, and the mean crowded score for visitors was only 2.9. However,

Figure 10. Overall Satisfaction is Lower for Those Who Felt Crowded



visitors' perceptions of crowding did influence their overall satisfaction at RRSP, indicating that visitors' perceptions of crowding should be a management concern.

Crowding is a perceptual construct not always explained by the number or density of other visitors. Expectations of visitor numbers, the behavior of other visitors, and visitors' perception of resource degradation all play a significant role in crowding perceptions (Armistead & Ramthun, 1995; Peine et al., 1999). These factors can particularly be seen in the following results: first time visitors had significantly higher perceptions of crowding than repeat visitors and visitors who felt crowded had significantly lower performance ratings regarding care of the natural resources. Visitors who felt crowded had a significantly lower overall satisfaction than visitors who did not feel crowded (Figure 10).

In addressing the issue of crowding, one option is to review comments relating to crowding and consider options that would reduce crowding perceptions. For example, most visitors commented they felt crowded while fishing along the river. Further study could determine if crowding perceptions here are due to the number of people or perhaps the behavior of those fishing along the river.

Performance Implications

Visitors felt that clean restrooms were very important but rated RRSP's as needing attention. Visitors also felt that upkeep of the park's facilities was very important, but did not rate RRSP as high in this area. Being free of litter and trash was also of high importance to visitors, but was not given a high performance rating.

Restroom cleanliness is often given a lower rating by visitors to state parks (Fredrickson & Vessell, 1999), and in this case could be a result of the large number of daily visitors RRSP experiences during peak season. First time visitors gave significantly higher performance ratings than repeat visitors regarding facility upkeep and the park being free of litter and trash, suggesting that repeat visitors may be perceiving a decline in quality care when compared to previous experiences.

Again, however, these lower ratings may be due in part to the large number of daily visitors to RRSP during peak season. A comparison of performance ratings between visitors who felt some degree of crowding and those who were not at all crowded validates this possibility. Examination of the comparison revealed that performance ratings for clean restrooms, being litter

free, facility upkeep, and care of the natural resources were all significantly lower for visitors who felt some degree of crowding.

Implications for RRSP's Nature Programs & Displays

Another area of concern for managers at RRSP is the low importance ratings given by visitors regarding RRSP providing nature programs and displays. Less than 8% of visitors indicated attending a naturalist-led program. Sixty-eight percent (68%) of visitors, when asked how satisfied they were with RRSP's naturalist-led programs, reported that they didn't know. Another 36% of visitors, when asked to rate RRSP on providing nature programs and displays, again reported that they didn't know how to rate this attribute. The majority (76%) of visitors attending a nature program were campers. These results suggest that most visitors may not be aware of the nature programs, and thus do not attend them.

Conclusion

RRSP visitors are very satisfied with RRSP, as evidenced by the high percentage of visitors who were repeat visitors, and also by their high satisfaction ratings. RRSP visitors also gave high performance ratings to the park being safe and caring for its natural resources.

The results of the present study suggest some important management and planning considerations for RRSP. Even though RRSP visitors rated their visits and the park features relatively high and felt fairly safe, continued attention to safety, crowding, and facility upkeep

and maintenance can positively effect these ratings.

Just as important, on-going monitoring of the effects of management changes will provide immediate feedback into the effectiveness of these changes. On-site surveys provide a cost effective and timely vehicle with which to measure management effectiveness and uncover potential problems.

RESEARCH RECOMMENDATIONS

The results of the present study serve as baseline visitor information of RRSP. The frequency and percentage calculations of survey responses provide useful information concerning socio-demographic characteristics, use patterns, and satisfaction of RRSP visitors. In addition, the “sub-analysis” of data is important in identifying implications for management of RRSP. (The sub-analysis in the present study included comparisons using Chi-square and ANOVA between selected groups, multiple linear regression, and the Importance-Performance analysis.) Additional relevant information may be determined from further sub-analysis of existing data. Therefore, it is recommended additional sub-analysis be conducted to provide even greater insight to management of the park.

Data collection should be on a continuum (Peine et al., 1999), which is why additional visitor surveys at RRSP should also be conducted on a regular basis (e.g., every three, four, or five years). Future RRSP studies can identify changes and trends in socio-demographic characteristics, use patterns, and visitors’ satisfaction at RRSP.

The methodology used in this study serves as a standard survey procedure that the DSP can use in the future. Because consistency should be built into the design of the survey instrument, sampling strategy, and analysis (Peine et al., 1999), other Missouri state parks and historic sites should be surveyed similarly to provide valid results for comparisons of visitor information between parks, or to measure change over time in other parks.

The present study was conducted only during the study period of July, August, and September 2000. Therefore, user studies at RRSP and other parks and historic sites might be conducted during other seasons for comparison between seasonal visitors.

METHODOLOGY RECOMMENDATIONS AND CONSIDERATIONS FOR RRSP AND OTHER PARKS

The on-site questionnaire and the methodology of this study were designed to be applicable to other Missouri state parks. Exit surveys provide the most robust sampling strategy to precisely define the visitor population (Peine et al., 1999); therefore, it is recommended that exit surveys be conducted at other state parks and historic sites if at all possible.

Survey Administration

The prize package drawing and the one-page questionnaire undoubtedly helped attain the high response rate in the present study. Continued use of the one-page questionnaire and the prize package drawing is suggested.

Achieving the highest possible response rate (within the financial constraints)

should be a goal of any study. To achieve higher response rates, the following comments are provided. The most frequent reasons that visitors declined to fill out a survey were because they did not have enough time or because of the heat. Most non-respondents were very pleasant and provided positive comments about the park. Some even asked if they could take a survey and mail it back. One recommendation would be to have self-

addressed, stamped envelopes available in future surveys to offer to visitors only after they do not volunteer to fill out the survey on-site. This technique may provide higher response rates, with minimal additional expense. One caution, however, is to always attempt to have visitors complete the survey on-site, and to only use the mail-back approach when it is certain visitors would otherwise be non-respondents.

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Appendix A. Roaring River State Park Visitor Survey



Roaring River State Park



The Missouri Department of Natural Resources and the University of Missouri are seeking your evaluation of Roaring River State Park. This survey is voluntary and completely anonymous. Your cooperation is important in helping us make decisions about managing this park. Thank you for your time.

1. **Is this your first visit to Roaring River State Park?** (Check only one box.)
 yes no **If no, about how many times have you visited the park in the past year?** _____

2. **During this visit to Roaring River State Park, are you staying overnight?**
 yes **If yes, how many nights are you staying?** _____
 no (If no, skip to question 4.)

3. **If staying overnight, where are you staying?**
 campground in Roaring River State Park
 tent RV/trailer/camper/van conversion
 cabin in Roaring River State Park
 lodge in Roaring River State Park
 nearby lodging facilities
 nearby campground
 friends/relatives
 other (Please specify.) _____

4. **Who did you come to Roaring River State Park with during this visit?** (Check only one box.)
 I came alone family & friends club or organized group
 family friends other (Please specify.) _____

5. **Please indicate the number of people you brought with you in your personal vehicle.** adults _____ children _____

6. **Did you bring a pet with you during this visit?** yes no

7. **Which recreational activities are you engaging in during your visit to Roaring River State Park?** (Check all that apply.)
 picnicking swimming in pool dining in lodge restaurant
 fishing horseback riding attending naturalist-led program
 camping horseback riding rental attending special event
 hiking viewing wildlife other (Please specify.) _____
 walking studying nature
 boating canoeing/floating

8. **How satisfied are you with each of the following at Roaring River State Park?** (Check one box for each feature.)

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know
a. campground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. park signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. picnic areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. park store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. lodge restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. lodge inn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. rental cabins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. riding stable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. naturalist-led programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. **How do you rate Roaring River State Park on each of the following?** (Check one box for each feature.)

	Excellent	Good	Fair	Poor	Don't Know
a. being free of litter & trash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. having clean restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. upkeep of park facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. having helpful & friendly staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. access for persons with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. caring for the natural resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. providing nature programs & displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. being safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. **If you did not rate the park as excellent on being safe, what influenced your rating?** _____

11. **Which of the following would most increase your feeling of being safe at Roaring River State Park?** (Check only one box.)

- more lighting where? _____
- less crowding
- improved upkeep of facilities
- increased law enforcement patrol
- improved behavior of others
- increased visibility of park staff
- less traffic congestion
- nothing specific
- other (Please specify.) _____

12. **During this visit, how crowded did you feel?** (Circle one number.)

1	2	3	4	5	6	7	8	9
Not at all Crowded		Slightly Crowded			Moderately Crowded		Extremely Crowded	

13. **If you felt crowded on this visit, where did you feel crowded?** _____



PLEASE TURN SURVEY OVER.



14. Have you had a positive or a negative experience with a domestic animal (dog, cat, horse, etc.) during your visit at Roaring River State Park?

- positive negative no experience

15. If you encountered a domestic animal during your visit, please describe your experience. _____

16. Overall, how satisfied are you with this visit to Roaring River State Park?

(Check only one box.)

- Very Satisfied Satisfied Dissatisfied Very Dissatisfied
-

17. When visiting any state park, how important is each of these items to you? (Check only one box for each feature.)

	Very Important	Important	Unimportant	Very Unimportant	Don't Know
a. being free of litter & trash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. having clean restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. upkeep of park facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. having helpful & friendly staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. access for persons with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. caring for the natural resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. providing nature programs & displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. being safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. How do you typically receive information about Roaring River State Park or other Missouri state parks? Please indicate how much information you receive from the following sources:

	None	Some	Lots	Don't Know
a. Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. direct mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. brochures, pamphlets, or other printed material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. word of mouth, relatives, friends, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. other (Please specify.) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. What is the value of Missouri state parks and historic sites? We are often asked this question. As you know, Missouri state parks and historic sites are funded through a one-tenth cent Parks and Soils sales tax approved by the voters. We are interested in what you think. What value would you place on the overall recreation opportunity offered in a visit to this park?

- \$3 per day \$5 per day \$7 per day other \$ _____

20. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (Check only one box.)

- never frequently
 rarely always

21. What is your age? _____ 22. Gender? female male

23. What is the highest level of education you have completed? (Check only one box.)

- grade school vocational school graduate of 4-year college
 high school some college advanced graduate degree

24. What is your primary occupation? (Check only one box.)

- homemaker professional/technical
 self-employed retired
 service-based employee student
 manufacturing-based employee other (Please specify.) _____

25. What is your household composition? (Check only one box.)

- single with no children married with children living at home
 single with children married with children grown
 married with no children other (Please specify.) _____

26. What is your ethnic origin? (Check only one box.)

- African American Asian White
 American Indian Hispanic other (Please specify.) _____

27. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? _____

28. What is your annual household income? (Check only one box.)

- less than \$25,000 \$50,001 - \$75,000
 \$25,000 - \$50,000 over \$75,000

29. Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Roaring River State Park a better one.

THANK YOU FOR YOUR HELP.
YOU ARE ALWAYS WELCOME IN MISSOURI STATE PARKS.

Appendix B. Survey Protocol

Protocol for Roaring River State Park Visitor Survey

Hi, my name is _____, and I am conducting a survey of park visitors for Missouri state parks. The information that I am collecting will be useful for future management of Roaring River State Park.

The survey is one page, front and back side, and only takes about 3-5 minutes to complete. Anyone who is 18 or older may complete the survey, and by completing the survey, you have the opportunity to enter your name in a drawing for a prize package of \$100 worth of concession coupons. Your participation is voluntary, and your responses will be completely anonymous.

Your input is very important to the management of Roaring River State Park. Would you be willing to help by participating in the survey?

[If no,] Thank you for your time. Have a nice day.

[If yes,]

Here is a pencil and clipboard with the survey attached (for each respondent). Please complete the survey on both sides. When finished, return the survey(s), clipboard(s), pencils, and prize entry form(s) to me.

Thank you for taking time to complete the survey. Your help is greatly appreciated. Have a nice day.

Appendix C. Prize Entry Form

**WIN A PRIZE PACKAGE OF CONCESSION COUPONS
WORTH \$100**

Enter a drawing to win \$100 worth of concession gift certificates! These certificates are good for any concessions at any state park or historic site. Concessions include cabin rentals, canoe rentals, boat rentals, restaurant dining, horseback riding, etc.

You may enter the drawing by simply filling out the back of this entry form and returning it to the surveyor. Your name, address, and telephone number will be used only for this drawing; your survey responses will be anonymous. The drawing will be held January 1, 2000. Winners will be notified by telephone or by mail. Redemption of gift certificates is based on dates of availability through August 31, 2001.

Name: _____

Address: _____

Phone #: () _____

Would you be interested in receiving a subscription to *Missouri Resources* magazine, a quarterly magazine free to Missouri residents? yes no

Appendix D. Observation Survey

Date _____ Day of Week _____ Time Slot _____
 Weather _____ Starting Temp. _____ Ending Temp. _____

	Survey #	# of Adults	# of Children	Area*
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				
24				
25				
26				
27				
28				
29				
30				

Time Slot Codes:

- 1 = 8:00 - 12:00 p.m.
- 2 = 12:00 - 4:00 p.m.
- 3 = 4:00 - 8:00 p.m.

Codes for Area:*

- A1 = Area 1 (hatchery, spring & adjacent fishing areas, park store, amphitheater)
- A2 = Area 2 (dining lodge & motel)
- A3 = Area 3 (picnic areas & shelters, adjacent fishing areas, nature center)
- A4 = Area 4 (campgrounds)

Appendix E. Responses to Survey Questions

Roaring River State Park Visitor Survey

1. Is this your first visit to Roaring River State Park? (n=356)

yes	21.6%
no	78.4%

If no, how many times have you visited this park in the past year? (n=237)

The responses from this open-ended question were grouped into the following 7 categories:

0	11.0%
1	22.8%
2	21.5%
3	14.3%
4	11.4%
5-10	9.6%
11-52	5.2%

The average # of times visitors visited the park in the past year was 4.3 times.

2. During this visit to the park, are you staying overnight? (n=353)

yes	59.8%
no	40.2%

If yes, how many nights are you staying overnight at or near the park during this visit? (n=190)

The responses from this open-ended question were grouped into the following 6 categories:

1	11.1%
2	31.1%
3	23.7%
4-5	16.8%
6-10	13.6%
11+	3.6%

The average # of nights respondents visiting the park for more than one day stayed was 4.

3. If staying overnight, where are you staying? (n=212)

campground in Roaring River State Park	63.7%
tent	41.3%
RV	58.7%
cabin in Roaring River State Park	8.0%
lodge in Roaring River State Park	11.8%
nearby lodging facilities	4.7%
nearby campground	3.3%
friends/relatives	2.8%
other	5.7%

4. Who did you come to Roaring River State Park with during this visit? (n=355)

alone	2.8%	family & friends	22.3%	club or organized group	1.4%
family	61.7%	friends	10.7%	other	1.1%

5. Please indicate the number of people you brought with you in your personal vehicle. (n=351)

The responses from this open-ended question were grouped into the following categories:

adults: 1	16.0%	children: 1	31.3%
2	61.8%	2	37.4%
3	10.0%	3	23.1%
4-5	8.9%	4-5	6.1%
6+	3.5%	6+	2.1%

The average # of adults visitors brought with them was 2.4, and the average # of children visitors brought with them was 2.2.

6. Did you bring a pet with you during this visit? (n=332)

yes	12.7%
no	87.3%

7. Which recreational activities are you engaging in during your visit to Roaring River State Park? (n=362)

picnicking	42.8%	swimming in pool	16.0%	dining in lodge restaurant	22.9%
fishing	66.3%	horseback riding	3.9%	attending naturalist-led program	7.7%
camping	37.3%	horseback riding rental	1.4%	attending special event	3.3%
hiking	31.2%	viewing wildlife	32.6%	other	8.0%
walking	43.9%	studying nature	17.4%		
boating	0.8%	canoeing/floating	3.0%		

30 visitors participated in an "other" activity. Their responses are as follows:

Eureka Springs.	Relaxation.
Family reunion.	Reunion.
Family reunion.	Reunion.
Feeding fish.	Sightseeing.
Feeding fish.	Spend quality time with my boy.
Feeding fish.	Swam in river.
Feeding fish.	Swim in river.
Friday night blue grass at amphitheater.	Swimming in stream.
Golf.	Swimming in swimming hole -- nice .
Hatchery tour.	Visiting nature center, wading and swimming.
Just to look and be outside in fresh air.	Visited the hatchery. Visited the nature center.
Looking over park for future stay.	Volleyball game.
Mountain biking.	Volleyball, fish hatchery.
Reading.	Waded; played in playground.
Reading.	Wading in river.

In addition to percentages of responses, a mean score was calculated for each feature in questions 8, 9, 16, and 17. The score is based on a 4.0 scale with 4 = very satisfied, 3 = satisfied, 2 = dissatisfied, and 1 = very dissatisfied (Q. 8 & 16); 4 = excellent, 3 = good, 2 = fair, and 1 = poor (Q. 9); and 4 = very important, 3 = important, 2 = unimportant, and 1 = very unimportant (Q. 17). The mean score is listed in parenthesis following each feature.

8. How satisfied are you with each of the following in Roaring River State Park?

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know	
a. campground (3.49)	41.5%	37.0%	2.1%	0.0%	19.4%	n=330
b. park signs (3.42)	45.3%	48.0%	2.7%	0.9%	3.0%	n=331
c. picnic areas (3.43)	38.4%	47.0%	0.9%	0.0%	13.7%	n=328
d. park store (3.29)	31.1%	44.8%	6.0%	0.6%	17.5%	n=356
e. lodge restaurant (3.24)	21.6%	21.6%	6.6%	1.3%	48.9%	n=305
f. lodge inn (3.39)	16.0%	14.9%	2.8%	0.0%	66.3%	n=288
g. rental cabins (3.15)	6.7%	17.0%	2.1%	0.4%	73.9%	n=283
h. riding stable (3.24)	4.3%	9.6%	0.7%	0.0%	85.5%	n=282
i. naturalist-led programs (3.43)	14.5%	16.6%	0.7%	0.0%	68.2%	n=283
j. trails (3.37)	24.3%	34.6%	1.3%	0.3%	39.5%	n=301

9. How do you rate Roaring River State Park on each of the following?

	Excellent	Good	Fair	Poor	Don't Know	
a. being free of litter/trash (3.29)	45.8%	40.2%	10.6%	3.1%	0.3%	n=358
b. having clean restrooms (3.00)	31.2%	34.8%	19.8%	5.7%	8.5%	n=353
c. upkeep of park facilities (3.26)	37.7%	49.9%	9.6%	1.2%	1.7%	n=345
d. having a helpful/friendly staff (3.47)	51.0%	38.3%	5.2%	0.6%	4.9%	n=347
e. access for persons with disabilities (3.41)	33.7%	24.2%	4.0%	1.8%	36.2%	n=326
f. care of natural resources (3.47)	47.2%	41.1%	3.8%	0.0%	7.9%	n=341
g. providing nature programs & displays (3.39)	29.1%	31.3%	3.4%	0.3%	35.9%	n=323
h. being safe (3.50)	52.1%	37.5%	4.3%	0.3%	5.7%	n=349

10. If you did not rate this park as excellent on being safe, what influenced your rating?

72 visitors (43.1% of those who did not rate the park as excellent on being safe) responded to this question with 81 responses. The 81 responses were divided into 11 categories. Frequencies and percentages of responses in each category are listed.

	<u>Frequency</u>	<u>Percent</u>
1. Don't know/no place is perfect	16	19.8%
2. Dangerous traffic & roads/people speeding	13	16.1%
3. Lack of staff/rangers patrolling the park	8	9.9%
4. Warning about man	8	9.9%
5. Lack of lighting	7	8.6%
6. Need additional facilities & signs	7	8.6%
7. Dangerous trail conditions	5	6.2%
8. Behavior of others	4	4.9%
9. Dangerous conditions along river	4	4.9%
10. Poor maintenance/upkeep	4	4.9%
11. Other	<u>5</u>	<u>6.2%</u>
Total	81	100.0%

11. Which of the following would most increase your feeling of being safe at Roaring River State Park?

339 responses were given by 278 visitors.

	<u>Frequency</u>	<u>Percent</u>
1. More lighting	33	9.7%
2. Less crowding	29	8.6%
3. Improved upkeep of facilities	27	8.0%
4. Increased law enforcement patrol	34	10.0%
5. Improved behavior of others	19	5.6%
6. Increased visibility of park staff	41	12.1%
7. Less traffic congestion	17	5.0%
8. Nothing specific	122	36.0%
9. Other	<u>17</u>	<u>5.0%</u>
Total	339	100.0%

24 visitors (72.7% of those who indicated more lighting would most increase their feeling of safety) reported where they felt more lighting was necessary. Their answers were grouped into the following 5 categories. Frequencies and percentages of each category are listed.

	<u>Frequency</u>	<u>Percent</u>
1. Campgrounds	11	45.8%
2. At signs and entrances	4	16.7%
3. Parking areas and along park roads	4	16.7%
4. Restrooms and shower houses	3	12.5%
5. Everywhere	<u>2</u>	<u>8.3%</u>
Total	24	100.0%

16 visitors (94.1% of those who indicated that an "other" safety attribute would most increase their feeling of safety) reported what other attribute would increase safety. Their responses are as follows:

- | | |
|--|---|
| At some point it becomes personal responsibility to be safe. | Parking in picnic area. |
| Improve safety of intersections. | People speeding on road. |
| Increase in number of bathroom facilities. | Rail near spring. |
| Install drinking fountain. | Remember large rigs need room. |
| Men's restroom needs more upkeep. | Rocks on trail so slick. |
| More parking. | Walkway across bridges. |
| More restrooms. | Warning on trail. |
| Need designated area for fly fishermen and they should stay in it. Husband got caught in face with hook. | Would to see fishing areas for kids 12 and under. |

12. During this visit, how crowded did you feel? (n=357)

On a scale of 1-9, with 1 = Not at all crowded and 9 = Extremely crowded, the mean response was 2.9.

13. If you felt crowded on this visit, where did you feel crowded?

A total of 105 open-ended responses were given by 95 visitors. The 105 responses were divided into 9 categories. Frequencies and percentages of responses in each category are listed.

	<u>Frequency</u>	<u>Percent</u>
Fishing areas along river	51	48.6%
Campgrounds	24	22.9%
Restrooms/shower houses	8	7.6%
Everywhere	5	4.8%
Crowded because of day of week or time of year	5	4.8%
Hatchery	4	3.8%
Parking and picnic areas	3	2.9%
Trails	3	2.9%
Park store	<u>2</u>	<u>1.9%</u>
Total	105	100.0%

14. Have you had a positive or a negative experience with a domestic animal (dog, cat, horse, etc.) during your visit at Roaring River State Park? (n=342)

positive	19.0%
negative	3.5%
no experience	77.5%

15. If you encountered a domestic animal during your visit, please describe your experience.

44 visitors answered this open-ended question. Their responses were grouped into the following 5 categories.

	<u>Frequency</u>	<u>Percent</u>
1. Positive/neutral comments	33	75.0%
2. Barking dogs	3	6.8%
3. Dogs off leashes	3	6.8%
4. Dog waste	3	6.8%
5. Other negative encounters with dogs	<u>2</u>	<u>4.5%</u>
Total	44	100.0%

16. Overall, how satisfied are you with this visit to Roaring River State Park?

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	
(Mean score = 3.60)	61.7%	37.1%	0.3%	0.9%	n=350

17. When visiting any state park, how important are each of these items to you?

	Very Important	Important	Unimportant	Very Unimportant	Don't Know	
a. being free of litter/trash (3.82)	82.4%	16.8%	0.3%	0.3%	0.3%	n=346
b. having clean restrooms (3.86)	86.8%	11.8%	0.6%	0.3%	0.6%	n=348
c. upkeep of park facilities (3.76)	76.3%	22.8%	0.3%	0.0%	0.6%	n=338
d. having a helpful/friendly staff (3.63)	65.7%	31.4%	2.1%	0.3%	0.6%	n=341
e. access for disabled persons (3.43)	46.4%	30.8%	7.8%	0.9%	14.1%	n=334
f. care of natural resources (3.74)	73.8%	24.4%	0.3%	0.3%	1.2%	n=340
g. providing nature programs & displays (3.36)	44.9%	40.1%	8.7%	0.9%	5.4%	n=332
i. being safe (3.81)	81.5%	17.6%	0.0%	0.3%	0.6%	n=346

18. How do you typically receive information about Roaring River State Park or other Missouri state parks? Please indicate how much information you receive from the following sources:

	None	Some	Lots	Don't know	
a. Internet	53.7%	24.2%	10.2%	11.9%	n=244
b. magazines	57.3%	24.5%	4.1%	14.1%	n=241
c. newspapers	60.3%	21.4%	3.8%	14.5%	n=234
d. direct mail	76.7%	6.9%	0.9%	15.5%	n=232
e. brochures, pamphlets, or other printed material	40.6%	35.5%	14.1%	10.0%	n=249
f. radio	72.2%	11.1%	1.3%	15.4%	n=234
g. television	69.2%	14.3%	2.1%	14.3%	n=237
h. word of mouth, relatives, friends, etc.	10.7%	36.5%	50.0%	2.8%	n=318
i. other (<i>Please specify.</i>)	5.3%	10.5%	63.2%	5.3%	n=19

25 respondents indicated an other source from which they receive information about Roaring River or other Missouri State Parks, and their responses are as follows:

- | | |
|----------------------------|-----------------------|
| 1-800 number | Know for 60 years. |
| Been coming 40 years. | Live close; phone. |
| Been coming here 35 years. | Live close. |
| Been visiting for years. | Live in Cassville. |
| Books | Live here. |
| Chamber of Commerce | Map software. |
| Chamber of Commerce | Map software-Expedia. |
| Down here to look. | Passport challenge. |
| Experience | Passport program. |
| Experience | Passport program. |
| Experience | Phone |
| Experience; State Fair. | Visited a lot. |
| Jefferson City office. | |

19. What is the value of Missouri state parks and historic sites? We are often asked this question. As you know, Missouri state parks and historic sites are funded through a one-tenth cent Parks and Soils sales tax approved by the voters. We are interested in what you think. What value would you place on the overall recreation opportunity offered in a visit to this park? (n=284)

\$3 per day	38.4%	\$7 per day	21.8%
\$5 per day	27.1%	other	12.7%

35 visitors indicated an other value on the overall recreation opportunity offered at RRSP. The following is the frequency and percent of their responses.

	<u>Frequency</u>	<u>Percent</u>
\$0	16	45.7%
\$1	5	14.3%
\$2	1	2.9%
\$10	8	22.9%
\$12	1	2.9%
\$15	2	5.7%
\$20	1	2.9%
\$200	<u>1</u>	<u>2.9%</u>
Total	35	100.0%

20. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (n=289)

never	28.7%	frequently	38.4%
rarely	21.8%	always	11.1%

21. What is your age? (n=333)

Responses were divided into the following 4 categories:

18-34	22.5%
35-54	48.7%
55-64	16.5%
65-85	12.3%

(Average age = 46.2)

22. Gender? (n=338)

Female	46.7%
Male	53.3%

23. What is the highest level of education you have completed? (n=342)

grade school	1.2%	vocational school	9.9%	graduate of 4-year college	22.2%
high school	25.1%	some college	30.4%	advanced graduate degree	11.1%

24. What is your primary occupation? (n=334)

homemaker	8.7%	professional/technical	37.7%
self-employed	9.0%	retired	21.3%
service-based	10.2%	student	2.4%
manufacturing-based	8.1%	other	2.7%

25. What is your household composition? (n=346)

single with no children	9.0%	married with children living at home	35.3%
single with children	7.5%	married with children grown	33.2%
married with no children	11.0%	other	4.0%

26. What is your ethnic origin? (n=344)

African American	0.6%	Asian	0.9%	White	95.6%
American Indian	2.3%	Hispanic	0.3%	Other	0.3%

27. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? (n=335)

The states with the highest percentages of respondents were:

- Missouri (46.6%)
- Arkansas (17.9%)
- Oklahoma (13.4%)
- Kansas (9.0%)
- Texas (6.3%)

28. What is your annual household income? (n=294)

less than \$25,000	13.9%	\$50,001 - \$75,000	27.2%
\$25,000 - \$50,000	38.8%	over \$75,000	20.1%

29. Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience in Roaring River State Park a better one.

107 of the 362 visitors (29.6%) responded to this question. A total of 137 responses were given, and were divided into 15 categories. Frequencies and percentages of responses in each category are listed.

	<u>Frequency</u>	<u>Percent</u>
1. General positive comments	33	23.0%
2. Comments/suggestions about the campgrounds	17	12.4%
3. Comments regarding question 19	13	9.5%
4. Need additional/improved facilities	12	8.8%
5. Suggestions/comments about restrooms/shower houses	12	8.8%
6. Better maintenance/upkeep	11	8.0%
7. General comments about fishing at Roaring River	7	5.1%
8. Comments about restaurant, lodge, and park store	5	3.6%
9. Improved/additional signage	3	2.2%
10. Provide designated fishing areas	3	2.2%
11. Increase visibility of park staff and law enforcement	3	2.2%
12. Provide more/improved information	3	2.2%
13. Negative comments about reservation system	2	1.5%
14. Provide more disabled access	2	1.5%
15. Other	<u>11</u>	<u>8.0%</u>
Total	137	100.0%

Appendix F. List of Responses for Safety Concerns (Q 10)

Responses to Question # 10

If you did not rate this park as excellent on being safe (Question 9, letter h.), what influenced your rating?

Don't know/no place is perfect and can always improve

- A park can only be as safe as those using the facilities.
- Always room for improvement.
- Always room for safety improvement.
- Can always improve.
- Everything has potential to improve.
- General nature of landscape - rocky, cliffs, etc. No improvement possible.
- Haven't been here long enough to answer.
- Haven't been here long enough.
- I guess I did not see anything that made me think "Wow, RRSP's really into safety." But I feel safe - no biggie.
- Is anything ever completely safe?
- Natural objects such as boulders that a person can trip on, but only if you have to fish in a particular place, which isn't necessary except I couldn't resist.
- Not sure of safety record.
- Nowhere in the outdoors is it completely safe.
- Out in the woods.
- Was not here long enough to tell.
- We are in the middle of nowhere.

Dangerous traffic, dangerous park roads, and people speeding

- Cars kinda fast in some spots.
- Close call coming into park from Cassville.
- Intersection when coming into park. Loose boards on some upward or downward paths on trail.
- Large RV -- sharp turn.
- One thing that would help would be some type of a fence to keep the children away from road.
- Park along highway.
- Potential traffic mishaps.
- Roads are narrow.
- Roads.
- Roadways; people riding around on tailgate of pickups; little supervision in camping area.
- Saw a pickup pass a slow-moving vehicle on the right.
- Speeding.
- The flyer about the man accosting females in the restroom. Public roads through the park.

Lack of park staff/rangers patrolling the park

- Just haven't seen any patrol.
- Lack of lighting. Lack of patrol.
- Lack of visibility of park rangers/don't see them often making rounds.
- No rangers/employees seen patrolling river and facilities -- but not a real problem.
- Not enough guards.
- Not seeing park officers.
- Roadways; people riding around on tailgate of pickups; little supervision in camping area.
- We did not see anyone driving through during night until early morning.

Warning of man accosting women in restroom

- Being warned not to go to bathroom alone because of problem.
- Flyer rec'd at campground.
- I don't like that there was a man hurting women. The first night I don't sleep because I was traveling with myself (female) and two children.
- Lady at front desk told me about guy going into showers. Thanks.
- Memo about guy in bathroom.
- Person (male) accosting different ladies in the ladies' restroom.
- The flyer about the man accosting females in the restroom. Public roads through the park.
- They said there was a guy in and around the bathrooms.

Lack of lighting

- Could use more lighting at night.
- Lack of lighting. Lack of patrol.
- Lack of lights and restroom facilities.
- Lighting and bathrooms.
- Night lights making the path to the restroom visible.
- Snakes -- didn't kill rattler. More lights. Need more water and sewer lines.
- Went horseback riding. Never been on horse before. Not instructed very well. Need more lights at night.

Need additional facilities and signs

- Emergency phones needed.
- Gate closed at night would be good.
- Lack of lights and restroom facilities.
- Lack of pay phone access.
- More shoulders for bikers around campground.
- My daughter almost drowned one weekend at the swimming hole. I think there may need to be signs letting people know where it is deep.
- Snakes -- didn't kill rattler. More lights. Need more water and sewer lines.

Dangerous trail conditions

- Intersection when coming into park. Loose boards on some upward or downward paths on trail.
- Rocks on trail are slick.

- Slippery trail steps.
- The steepness -- bad traction on trails.
- Washouts in hiking trails, pool staff inattentive.

Behavior of others

- Children in water without adult watching them.
- Had chair stolen at camp.
- Lack of adult supervision for most kids.
- People throwing trash and cans in the river.

Dangerous conditions along river

- Banks along fly area tricky, easy to slip and fall.
- Gravel in pathways around fishing holes.
- Kids able to fall in water.
- Rough rock edges.

Poor maintenance/upkeep

- Bridge near hatchery needing repaired.
- Restrooms could use little more care.
- The restroom by gift shop looks and smells unsanitary.
- Trash in water.

Other

- Conversations with park rangers
- Flooded campsites.
- Snakes -- didn't kill rattler. More lights. Need more water and sewer lines.
- Washouts in hiking trails, pool staff inattentive.
- Went horseback riding. Never been on horse before. Not instructed very well. Need more lights at night.

Appendix G. List of Responses for Additional Comments (Q 29)

Responses to Question #29

Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Roaring River State Park a better one.

General positive comments

- Always had fun and caught excellent fish.
- Beautiful area.
- Beautiful park, generally well kept.
- Beautiful. Come through here often. Eat here for breakfast often.
- Camping areas need trash receptacles. Only had one large green bin which was overflowing in our area. Each side should have trash barrel with bag that is collected by your staff daily. Overall though, we love Missouri state parks. Kansas has nothing like you do!
- Great park, great staff
- I couldn't pick better weather when I come.
- I have always held Roaring River State Park in the highest esteem. I love the new convention center.
- I like the visit, it was great.
- I love coming here for the peace and quiet that you can get and just enjoy the nature. I come here at least 2-3 times every month.
- I think it's nice we have cute little coons at our campsite. Nice and quite here.
- It's been a long time since my family has visited Roaring River, so I will be bringing back several positive changes since they have seen the park. I work for an organization that works with persons who have disabilities and I'm very impressed with the accessibility of the park.
- It's been great. The dumpster needs emptied at camp C.
- I've been enjoying Roaring River for over 25 years. Thanks for a great family vacation destination.
- Keep up the good work.
- Love Roaring River.
- Maybe need more for age 1-3 years to do
- Missouri has a great system, almost as good as the Natural Park Service ... 39 years, retired.
- Missouri has a great system, almost as good as the Natural Park Service ... 39 years, retired. You can not put a value on a good park experience.
- More of the same.
- My family and I enjoy coming to Roaring River. We are always relaxed and find this park very peaceful.
- Nice park for day visit or overnight. Have not visited this park as much as in the past -- other interests took precedence.
- Nice park. We even got raided by the raccoons.
- Roaring River is one of our favorite places to visit. Clean restrooms are very important to visitors, water standing on floors is very "yuck". Also, as a matter of health, it would be nice for all restrooms to have handsoap for those of us who use it.
- So far experience has been great. Much better than other state parks I have visited.
- Thanks for letting nature be free.

- The best places I have ever been to. I'll be back again and again.
- This has been my favorite place in the world for 40 years.
- Very nice and fun.
- Very outgoing, friendly surveyors deserve a raise.
- We enjoy coming down here.
- We enjoy our trips to Roaring River. It provides us a nice get away at any time of the year. Everybody is friendly and we always feel safe here.
- We love it here. It would be great to have a gameroom for kids

Comments about the campgrounds

- Camping areas need trash receptacles. Only had one large green bin which was overflowing in our area. Each side should have trash barrel with bag that is collected by your staff daily. Overall though, we love Missouri state parks. Kansas has nothing like you do!
- Fire pits at campground need to be cleaned out and firewood more accessible to campgrounds.
- It would be nice if there were more water faucets. More restrooms in campground 1.
- Make a bonfire in the middle of the campground for everyone to use, especially during cold weather. Level some of the RV pads -- some have drop-offs. Make the pads wider.
- More campsites with electric hook-up.
- More electrical sites. Update web site info and better info from telephone staff. Empty dumpsters more frequently. Looks and smells detract from pretty park.
- More shade in the campgrounds.
- More water hook-ups, also sewer hook-ups.
- Need individual dumping stations and water hook-ups.
- Need water hook-ups for RV.
- Not enough non-electric camping (need some non-electric in each campground area). Bathrooms too far (0.4 miles from site is too far). Better recycling (tin cans, plastic, bottles, paper). Better trail makings.
- Park needs wider pads for personal vehicles. Park needs more water lines. The fishing should be done in the fishing area only.
- Problem with drainage in campground restrooms. Mirror and electrical outlets in restrooms in campgrounds. Mow campsites more frequently.
- The camping fees are reasonable but camping areas could be improved. Restaurant, store and lodging are too high.
- The large sign by stop sign as you leave campground 1 totally obscures view of oncoming traffic to right. Would be helpful to run gray water on grass. Need better tasting water to drink. \$2 more for full hookups -- with sewer.
- We camp here 8-10 times a year -- other than the dog experience, we enjoy this park greatly. We always camp in a basic site at #3. Right now there is a Winnebago right across from us with its generator running. I don't come to listen to motors running. Why don't Winnebagos camp only in designated areas? Also, we wish there was soap in restrooms.
- We would like a full hook-up area.

Comments regarding question 19

- Being free allows all to be able to enjoy the park.
- Free. We will continue to come as long as it's free.
- I will enjoy and keep coming back if park is free to me and my family. Free.
- If there were a charge to walk around, I won't come.
- Natural resources should be free.
- No charge.
- No fee.
- None, the tax is enough.
- Parks should be kept affordable for all to enjoy.
- Should be free.
- Tax should take care.
- Whatever it takes for a quality visit.
- You can not put a value on a good park experience.

Need additional/improved facilities

- Another fish cleaning area.
- Benches on side by hatchery and spring. More trash receptacles
- Fishing areas for children only.
- Have a restroom below the bridge somewhere near the cleaning station.
- Install drinking fountain.
- Larger tables in the picnic areas.
- More trash cans.
- Need more water lines.
- Park needs another convenience store for lodge.
- Park needs wider pads for personal vehicles. Park needs more water lines. The fishing should be done in the fishing area only.
- The picnic area did not have any trash cans. Should have trash can close to burners.
- We love it here. It would be great to have a gameroom for kids

Suggestions/comments restrooms/shower houses

- Better restroom facilities in campgrounds, foul odor.
- Have showers and restroom cleaned more frequently. Provide payphone at shower houses.
- I would like soap in the bathrooms. It bothers me a lot because I know that there are germs on the bathroom stalls, faucets, doors, etc., because no one washes their hands.
- It would be nice if there were more water faucets. More restrooms in campground 1.
- Need portable bathroom on bend by cleaning station. Regulation added fish, so person could continue fishing catch and release even after getting limit
- Not enough non-electric camping (need some non-electric in each campground area). Bathrooms too far (0.4 miles from site is too far). Better recycling (tin cans, plastic, bottles, paper). Better trail makings.
- Problem with drainage in campground restrooms. Mirror and electrical outlets in restrooms in campgrounds. Mow campsites more frequently.
- Remodel restrooms and keep them cleaner.
- Restroom in campground 3 needs to be remodeled. Poor plumbing won't flush. Restaurant too high priced.

- Roaring River is one of our favorite places to visit. Clean restrooms are very important to visitors, water standing on floors is very "yuck". Also, as a matter of health, it would be nice for all restrooms to have handsoap for those of us who use it.
- The bathrooms are too far away if you are at the end of the campground.
- We camp here 8-10 times a year -- other than the dog experience, we enjoy this park greatly. We always camp in a basic site at #3. Right now there is a Winnebago right across from us with its generator running. I don't come to listen to motors running. Why don't Winnebagos camp only in designated areas? Also, we wish there was soap in restrooms.

Better maintenance/upkeep

- Camping areas need trash receptacles. Only had one large green bin which was overflowing in our area. Each side should have trash barrel with bag that is collected by your staff daily. Overall though, we love Missouri state parks. Kansas has nothing like you do!
- Clean my park.
- Clean up trash along shoreline. The food is great in restaurant but the service is too slow.
- Cut down some of weeds around river for poison ivy, etc.
- Dumpsters were not picked up -- trash was falling out and around dumpsters on ground.
- In catch and release area, don't allow swimming and floating. Fly fishing area needs signs at each pool. Maintain the dams better.
- It's been great. The dumpster needs emptied at camp C.
- Little more moss pulled out
- More electrical sites. Update web site info and better info from telephone staff. Empty dumpsters more frequently. Looks and smells detract from pretty park.
- More litter control.
- Please keep trash pick-ups in the campgrounds more frequently.

General comments about fishing at Roaring River

- Can the lower part of Roaring River below dam be somewhat developed to be used like the current catch and release area minus the picnic traffic? Your catch and release area program was and is a great idea. I hugely enjoy it. Raise trout tag price for this new area for more development.
- Have somebody go around and tell fishermen what the fish are biting .
- More, bigger fish. Less commercialization.
- More, hungrier fish.
- Need portable bathroom on bend by cleaning station. Regulation added fish, so person could continue fishing catch and release even after getting limit
- Release large fish.
- Teach fish to like white jigs, and large fish please.

Comments about lodge, restaurant, and park store

- Clean up trash along shoreline. The food is great in restaurant but the service is too slow.
- Restroom in campground 3 needs to be remodeled. Poor plumbing won't flush. Restaurant too high priced.

- Store overpriced.
- The camping fees are reasonable but camping areas could be improved. Restaurant, store and lodging are too high.
- The lodge restaurant and inn seem priced for people who have money. The service in the restaurant is pretty bad, even when there is hardly anyone there. The gift shop is priced so high that only the rich and famous can afford it. There are more people in the world that aren't rich.

Improved/additional signage

- Better signs, more communication with rangers.
- In catch and release area, don't allow swimming and floating. Fly fishing area needs signs at each pool. Maintain the dams better.
- Make the "no fishing on bridge" clearer. Have signs posted along the stream -- what bait is legal there.

Provide designated fishing areas

- Designated area for fly fishermen. Don't allow fly fishing in other areas.
- Park needs wider pads for personal vehicles. Park needs more water lines. The fishing should be done in the fishing area only.
- Put fly fishing in designated fly fishing area.

Increase visibility of park staff and law enforcement

- Better signs, more communication with rangers.
- Everyone adheres to camp rule: quiet time at 10 p.m.
- Increase visibility of park staff and law enforcement.

Provide more/improved information

- More electrical sites. Update web site info and better info from telephone staff. Empty dumpsters more frequently. Looks and smells detract from pretty park.
- More information about what's available in the park -- tours, nature programs, etc.
- More information in Sunday services.

Negative comments about reservation system

- I think the reservation system is unfair. Also, reserved sites are empty at times. Locals get the best sites.
- Opening of hatchery in Warsaw caused 60 wells to go dry. Should get water from other sources. Campgrounds should be first-come, first serve and not reserved. Out-of-state visitors should pay more, residents should pay less. Out-of-state people pay same as what they pay in home state.

Provide more disabled access

- Need handicap accessible restrooms near picnic shelters.
- Wheelchairs need one pond with a lots of fish for them and them only.

Other

- Although we filled this out we came to "get away" and would rather not be bothered by a survey.
- I think if you are paying to camp at the park you shouldn't have to pay to swim in the pool.
- If cars can't park on grass, why can boats?
- In catch and release area, don't allow swimming and floating. Fly fishing area needs signs at each pool. Maintain the dams better.
- Maybe need more for age 1-3 years to do
- Need a line in store for tags only.
- Not enough non-electric camping (need some non-electric in each campground area). Bathrooms too far (0.4 miles from site is too far). Better recycling (tin cans, plastic, bottles, paper). Better trail makings.
- Opening of hatchery in Warsaw caused 60 wells to go dry. Should get water from other sources. Campgrounds should be first-come, first serve and not reserved. Out-of-state visitors should pay more, residents should pay less. Out-of-state people pay same as what they pay in home state.
- Please allow me to continue to bring my dog.
- Pool admission to be included in the fee of overnight camping.
- The large sign by stop sign as you leave campground 1 totally obscures view of oncoming traffic to right. Would be helpful to run gray water on grass. Need better tasting water to drink. \$2 more for full hookups -- with sewer.