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2000 Mark Twain Birthplace State Historic Site Visitor Survey

Project Completion Report

Submitted to

**Missouri Department of Natural Resources
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Executive Summary

The purpose of this study was to describe visitors' socio-demographic characteristics, patterns of use, and satisfaction with site facilities, programs and services at Mark Twain Birthplace State Historic Site (MTBSHS).

An on-site survey of adult visitors to MTBSHS was conducted July, August, September, and October 2000. One hundred eighty (180) surveys were collected, with an overall response rate of 85%. Results of the survey have a margin of error of plus or minus 7.5%. The following information summarizes the results of the study.

Socio-demographic Characteristics

- MTBSHS visitors were comprised equally of females (50%) and males (50%), and the average age of the adult visitor to MTBSHS was 48.
- The largest percentage (36%) of visitors indicated a professional/technical occupation, while the second largest percentage (17%) of visitors indicated retirement status.
- Forty-one percent (41%) of visitors reported an annual household income of between \$25,000 and \$50,000.
- Most (34%) of the visitors were married with children still living at home.
- The majority (35%) of MTBSHS visitors indicated having completed high school or less as their highest level of education.

- The majority (97%) of visitors were White, 1.8% were Native American, 0.6% were Hispanic, and 0.6% were African American.
- Over half (56%) of the MTBSHS visitors were from Missouri, with the rest (44%) coming from out of state, including Illinois (17%) and Iowa (6%).

Use-Patterns

- Over half (56%) of visitors drove less than a day's drive (a day's drive is defined as less than 150 miles one way) to visit MTBSHS. Of those driving 150 miles or less, 86% drove between 50 and 150 miles to visit the site.
- Two-thirds (68%) of MTBSHS visitors were first time visitors, with one-third (32%) being repeat visitors.
- Repeat visitors visited an average of 0.9 visits in the past year.
- Fifty-nine percent (59%) of the visitors were day-users, while 41% indicated staying overnight during their visit.
- Of those staying overnight, half (53%) reported staying in the Mark Twain State Park campground. The average number of nights overnight visitors stayed was 2 nights.
- The majority of MTBSHS visitors visited the site with family and/or friends.

- The most frequent recreation activities in which visitors participated were visiting the museum, camping, walking, viewing wildlife, visiting Union Covered Bridge State Historic Site, attending a special event, fishing, and picnicking.
- Only 17% of the visitors at MTBSHS did not give site safety an excellent rating.
- Seventy-six percent (76%) of all visitors felt that nothing specific could increase their feeling of safety at MTBSHS, while 12% of all visitors felt that less crowding would increase their feeling of safety.

Satisfaction and Other Measures

- One hundred percent (100%) of MTBSHS visitors were either satisfied or very satisfied overall with their visit. No visitors reported being dissatisfied.
- Of the four site features, the information provided by the tour guide was given the highest satisfaction rating and the site signs were given the lowest satisfaction rating.
- Visitors gave higher performance ratings to the following site attributes: being free of litter and trash and being safe.
- Visitors gave a lower performance rating to having clean restrooms, upkeep of the facilities, and care of the natural resources.
- Only 12% of visitors to MTBSHS felt some degree of crowding during their visit.
- Visitors who did not feel crowded had a significantly higher overall satisfaction rating compared to visitors who did feel crowded.
- Visitors who felt the site was safe were more satisfied overall, less crowded, gave higher satisfaction scores to the four site features, and gave higher performance ratings to the eight site attributes as well.
- The majority (78%) of visitors did not encounter a domestic animal during their visit.
- The majority of visitors reported that word of mouth from friends and relatives is their primary source of information about MTBSHS and other Missouri state parks and historic sites.
- The majority (47%) of visitors placed a value of \$3.00 per day on a recreational opportunity offered in a visit to MTBSHS. The researchers believe that our initial attempt at attributing an economic value perspective did not prove beneficial.
- Eighteen percent (18%) of visitors provided additional comments and suggestions, the majority (50%) of which were general positive comments about the site 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 200 visitors to Mark Twain Birthplace State Historic Site voluntarily agreed to provide the information upon which this report is based. 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 Mark Twain Birthplace State Historic Site 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: Dennis Stevenson, Debra Stevenson, 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 Mark Twain Birthplace State Historic Site (MTBSHS), 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 MTBSHS during July,

- August, September, and October 2000.
2. Describing the socio-demographic characteristics of visitors to MTBSHS.
 3. Determining if there are differences in select groups' ratings of site attributes, satisfaction with site features, overall satisfaction, and perceptions of crowding.
 4. Determining any differences in select characteristics of visitors who rated site safety high and those who did not.
 5. Gaining information about selected site-specific issues.

STUDY AREA

Located in Monroe County, Mark Twain Birthplace State Historic Site

commemorates the life of one of Missouri's best-loved authors, Samuel Langhorne Clemens, better known as Mark Twain. The historic site consists of a museum housing Mark Twain's birth home, exhibits describing his childhood and adult life, and a public reading room containing a collection of first editions and foreign editions of his works. The site also provides a playground, picnic area, and lake overlook.

SCOPE OF STUDY

The population of the visitor study at MTBSHS consisted of MTBSHS visitors who were 18 years of age or older (adults), and who visited MTBSHS during the study period of July through October 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, September, and October at MTBSHS, it was estimated that approximately 52,000 visitors would visit MTBSHS during the period between July 1 and October 31, 2000 (DNR, 2000). Therefore, with a 95% confidence interval and a plus or minus 5% margin of error, a sample size of 397 visitors was required (Folz, 1996). A random sample of adult visitors (18 years of age and older) who visited MTBSHS during the study period were the respondents for this study.

To ensure that visitors visiting MTBSHS during various times of the day would have equal opportunity for being surveyed, three time slots were chosen for surveying: Time Slot 1 = 10:00 a.m. - 12:00 p.m., Time Slot 2 = 12:00 - 2:00 p.m., and Time Slot 3 = 2:00 - 4:00 p.m.. A time slot was randomly chosen and assigned to the first of the scheduled survey dates and survey areas. Thereafter, time slots were assigned in ranking order based upon the first time slot.

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 MTBSHS was administered on-site, to eliminate the non-response bias of a mail-back survey. All visitors leaving the museum during the selected time slot and who were 18 years of age and older were asked to participate in the survey.

DATA COLLECTION

The surveyor was stationed inside the museum during the selected time slot. A "Visitor Survey" sign was used outside the museum to inform visitors of the survey. During the selected time slot, the surveyor asked every visitor who was 18 years of age and older and leaving the museum 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 the 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 who visited the museum during a selected time slot. The methodology used for the attendance count survey was based on methodology developed by Fink (1998). For the attendance count, the surveyor was stationed near the traffic counter located on the entrance road to the museum. During a selected time slot of one-hour duration, the surveyor monitored the number of vehicles entering and exiting the historic site and documented the vehicle type, whether each vehicle was a park-related vehicle (PRV) or a visitor vehicle (VV), how many individuals were in each vehicle, and the number of axles per vehicle. A copy of the attendance survey form is provided in Appendix E.

DATA ANALYSIS

The data obtained for the MTBSHS 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, and by time slot 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 site features (question 8), ratings of site attributes (question 9), overall satisfaction (question 16), and perceptions of crowding (question 13). The selected groups include:

1. First time visitors versus repeat visitors (question 1).
2. 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 site as excellent on being safe versus visitors who rated the site as good, fair, or poor on being safe, for the following categories:

1. First time versus repeat visitors.
2. Weekend versus weekday visitors.

Differences between visitors who rated the site 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 site features, measures of performance of site 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 Mark Twain Birthplace State Historic Site Visitor Survey. For the percentages of responses to each survey question, see Appendix F. The number of individuals responding to each question is represented as "n=".

SURVEYS COLLECTED & RESPONSE RATES

A total of 180 surveys were collected at MTBSHS during the time period of July, August, September, and October 2000, with 37 collected in July (20.6%), 88 collected in August (48.9%), 41 collected in September (22.8%), and 14 collected in October (7.8%). Tables 1 and 2 show surveys collected by day of week and by time slot, respectively. Of the 180 surveys collected, 137 (76.1%) were collected on weekends (Sunday and Saturday) and 43 (23.9%) were collected on weekdays (Monday through

Friday). The overall response rate was 84.5%, with daily response rates ranging from a low of 33.3% to a high of 100.0%.

SAMPLING ERROR

With a sample size of 180 and a confidence interval of 95%, the margin of error is plus or minus 7.5%. For this study, there is a 95% certainty that the true results of the study fall within plus or minus 7.5% of the findings. For example, from the results that 49.7% of the visitors to MTBSHS during the study period were female, it can be stated that between 42.2% and 57.2% of the MTBSHS visitors were female.

Table 1. Surveys Collected by Day of Week

Day of Week	Frequency	Percent
Sunday	21	11.7%
Monday	9	5.0%
Tuesday	13	7.2%
Thursday	10	5.6%
Saturday	116	64.4%
Total	180	100.0%

Table 2. Surveys Collected by Time Slot

Time Slot	Frequency	Percent
1. 10:00 a.m. - 12:00 p.m.	50	27.8%
2. 12:00 - 2:00 p.m.	51	28.3%
3. 2:00 - 4:00 p.m.	79	43.9%
Total	180	100.0%

SOCIO-DEMOGRAPHIC CHARACTERISTICS

Age

The average age of adult visitors to MTBSHS was 47.6. When grouped into four age categories, 24.0% of the adult visitors were between the ages of 18-34, 36.8% were between the ages of 35-54, 21.1% were between the ages of 55-64, and 18.1% were 65 or over.

Gender

Visitors to MTBSHS were almost equally female and male. Female visitors comprised 49.7% of all visitors, and male visitors comprised 50.3% of all visitors.

Education

The majority (35.3%) of visitors to MTBSHS indicated they had completed high school or less as their highest level of education. One-third (32.9%) of visitors indicated having completed vocational school or some college, while 31.8% indicated having completed a four-year college degree or an advanced graduate education.

Occupation

The majority (36.0%) of visitors to MTBSHS indicated a professional or technical occupation, while another large percentage (17.4%) of visitors to MTBSHS indicated retirement status and 12.8% indicated a service-based occupation. The rest (33.8%) indicated another type of occupation, including being a student (9.9%), being a homemaker (8.7%), or being self-employed (7.6%).

Household Composition

MTBSHS visitors were asked to describe their household composition. The majority (34.1%) of visitors were married with children still living at home. Thirty-one percent (30.6%) were married with children grown, 20.8% were single with no children, 6.9% were married with no children, and 3.5% were single with children. Four percent (4.0%) indicated having other types of household arrangements.

Income

The majority (41.0%) of visitors to MTBSHS reported an annual household income of between \$25,000 and \$50,000. One-fourth (26.3%) indicated an annual household income of between \$50,001 and \$75,000. About 20% (19.2%) of visitors indicated an annual household income of less than \$25,000, while 13.5% of visitors indicated an income of over \$75,000.

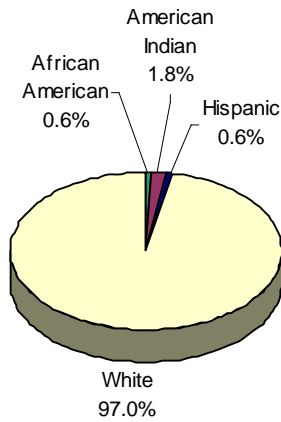
Ethnic Origin

Figure 1 indicates the ethnic origin of MTBSHS visitors. The vast majority (97.0%) of visitors was White. Less than one percent (0.6%) of the visitors were African American and less than one percent (0.6%) were Hispanic. Two percent (1.8%) of visitors reported being of Native American descent.

Residence

Over half (55.8%) of the visitors to MTBSHS were from Missouri with the rest (44.2%) of visitors coming from other states, including Illinois (17.0%) and Iowa (6.1%). One visitor was from the Czech Republic. Seventeen percent (17.0%) of MTBSHS visitors were from

Figure 1. Ethnic Origin of MTBSHS visitors.



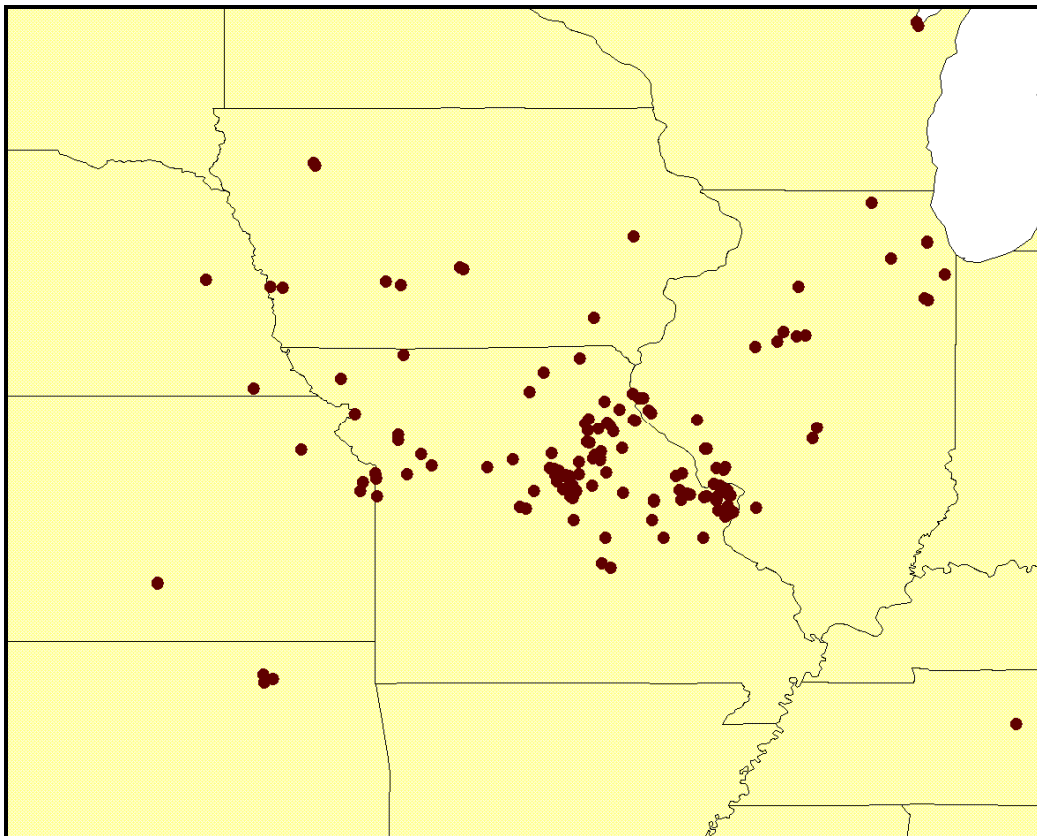
the St. Louis Metropolitan Statistical Area (MSA). Figure 2 shows the residence of visitors by zip code.

USE PATTERNS

Trip Characteristics

Based on zip code data, over half (55.8%) of visitors to MTBSHS traveled less than a day's drive to visit the site (a day's drive is defined as 150 miles or less, not exceeding 300 miles round trip), while 44.2% traveled more than a day's drive. Of those traveling less than a day's drive, the majority (85.5%) traveled between 50 and 150 miles to visit MTBSHS. Only 15% (14.5%) traveled less than 50 miles to visit MTBSHS. The average number of miles visitors traveled to MTBSHS was 283.4 miles while the median number of miles visitors traveled was 125, indicating that half of the visitors traveled more than 125 miles and half traveled less than 125 miles.

Figure 2. Residence of MTBSHS Visitors by Zip Code



Visit Characteristics

Sixty-eight percent (68.0%) of the visitors to MTBSHS were first time visitors, with 32.0% of the visitors being repeat visitors. The average number of times repeat visitors reported visiting MTBSHS within the past year was 0.9 times.

About 60% (59.4%) of the visitors to MTBSHS during the study period indicated they were not staying overnight during their visit, with 40.6% reporting overnight stays. Of those staying overnight during their visit, over half (52.9%) of the visitors indicated they were staying in the campground at Mark Twain State Park, 20.0% indicated they were staying in nearby lodging facilities, 14.3% indicated they were staying in nearby campgrounds, and 11.4% indicated staying with friends and relatives. Of those camping in the campground at Mark Twain State Park, 77.4% indicated camping in a RV, trailer, camper, or van conversion, while 22.6% reported camping in a tent.

Of those reporting overnight stays, 26.9% stayed one night, 44.2% stayed two nights, 13.5% stayed three, and 15.3% stayed four or more nights. The average stay for overnight visitors was 2.3 nights. The median number of nights visitors stayed was two, indicating that half of the visitors stayed less than two nights and half stayed more than two nights.

Sixty-four percent (63.8%) of the visitors to MTBSHS visited the site with family. Fifteen percent (14.9%) visited with family and friends, while 16.1% visited with friends. Only 2.3% of visitors visited the site alone, and 2.9% visited with a club or organized group.

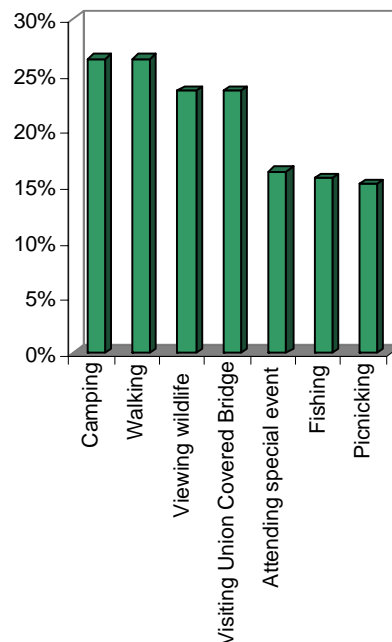
Only 3.0% of the visitors indicated bringing a pet with them during their visit.

Visitors were also asked to indicate whether they came by tour bus or personal vehicle. The majority (98.8%) came by personal vehicle. Visitors were also asked to report how many adults and children they brought with them in their personal vehicles. The average number of people visitors brought with them was 3.3 people.

RECREATION ACTIVITY PARTICIPATION

Respondents to the survey were asked what activities they participated in during their visit to MTBSHS. Figure 3 shows the percentage of visitor participation in the seven most participated in activities. One hundred percent (100%) of the visitors surveyed were visiting the historic site museum,

Figure 3. Participation in Recreational Activities at MTBSHS



but visitors also reported engaging in other activities during their visits to the site. Camping and walking were the highest reported activities (26.4%), viewing wildlife and visiting Union Covered Bridge State Historic Site were second (23.6%), attending a special event was third (16.3%), fishing was fourth (15.7%), and picnicking was fifth (15.2%).

Other activities included hiking (12.9%), boating (10.9%), and attending a naturalist-led program (2.2%). Twelve percent (11.8%) of visitors reported engaging in an "other" activity, including attending the Salt River Folklife Festival in Florida, visiting Hannibal and visiting other area sites.

SATISFACTION MEASURES

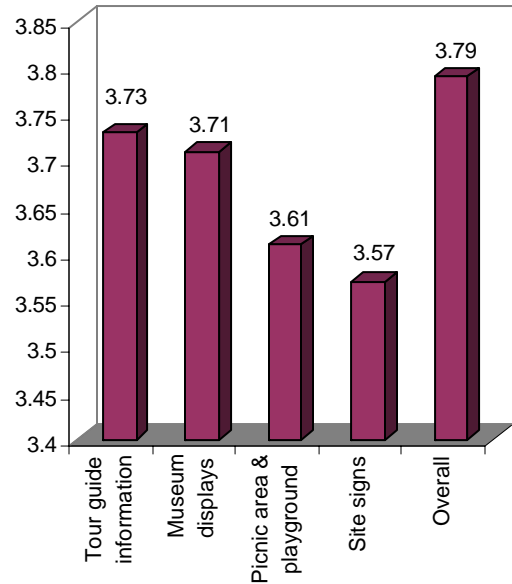
Overall Satisfaction

When asked about their overall satisfaction with their visit, 100% of visitors were either satisfied (20.6%) or very satisfied (79.4%). No visitors reported being dissatisfied with their visit. Visitors' mean score for overall satisfaction was 3.79, based on a 4.0 scale with 4 being very satisfied and 1 being very dissatisfied. No significant difference ($p < .05$) was found in overall satisfaction between first time and repeat visitors or between weekend and weekday visitors.

Satisfaction with Site Features

Respondents were also asked to express how satisfied they were with four site features. Figure 4 shows the site scores for the four features and also for visitors' overall satisfaction. The satisfaction score for information provided by the tour guide (3.73) was the highest, with

Figure 4. Satisfaction with MTBSHS Features



the other scores ranging from 3.71 (museum displays) to the lowest of 3.57 (site signs). A multiple linear regression analysis ($r^2 = .35$) showed that the information provided by the tour guide, the museum displays, and the site signs combined to account for about 35% of the overall satisfaction rating. There were no differences in satisfaction ratings between first time and repeat visitors or between weekend and weekday visitors.

PERFORMANCE RATING

Visitors were asked to rate the site’s performance of eight select site attributes: being free of litter and trash, having clean restrooms, upkeep of site facilities, having helpful and friendly staff, access for persons with disabilities, care of the natural resources, care of the cultural resources, and being safe. Performance scores were based on a 4.0 scale, with 4 being excellent and 1 being poor. There were no differences between first time and repeat visitors or between weekend and weekday visitors and their performance ratings. A multiple linear regression analysis ($r^2=.34$) showed that the eight performance attributes combined to account for 34% 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 site attributes. Table 3 lists

the scores of these attributes, which were based on a 4.0 scale of 4 being excellent and 1 being poor, and 4 being very important and 1 being very unimportant. Figure 5 shows the Importance-Performance (I-P) Matrix. The crosshairs were set at the overall mean (3.79) of the performance scores and at the overall mean (3.73) of the importance scores. The mean scores were plotted on the I-P Matrix to illustrate the relative performance and importance rating of the attributes by site visitors.

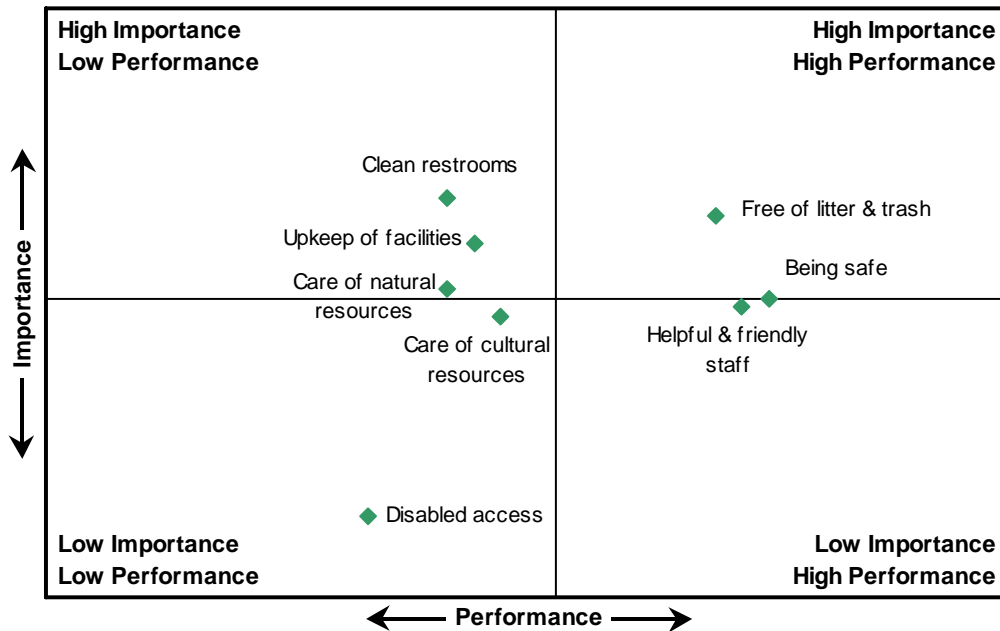
The I-P Matrix is divided into four quadrants to provide a guide to aid in possible management decisions. For example, the upper right quadrant is labeled “high importance, high performance” and indicates the attributes in which visitors feel the site is doing a good job. The upper left quadrant indicates 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.

Table 3. Mean Performance and Importance Scores for Site Attributes

Attribute	Mean Performance Score*	Mean Importance Score*
A. Being free of litter/trash	3.85	3.82
B. Having clean restrooms	3.75	3.84
C. Upkeep of site facilities	3.76	3.79
D. Having helpful & friendly staff	3.86	3.72
E. Access for persons with disabilities	3.72	3.49
F. Care of natural resources	3.75	3.74
G. Care of cultural resources	3.77	3.71
H. Being safe	3.87	3.73

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

Figure 5. Importance-Performance Matrix of Site Attributes



MTBSHS was given a high importance and performance rating for being free of litter and trash and given a high performance but marginal importance rating for being safe. The characteristics that visitors felt were important but gave MTBSHS a low rating on performance were having clean restrooms, maintaining the facilities, and caring for the natural resources.

CROWDING

Visitors to MTBSHS 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 1.3. Eighty-one percent

(87.6%) of the visitors to MTBSHS did not feel at all crowded (selected 1 on the scale) during their visit. The rest (12.4%) felt some degree of crowding (selected 2-9 on the scale) during their visit.

Visitors who indicated they felt crowded during their visit were also asked to specify where they felt crowded (question 13). Only 3 visitors (13.6% of those who reported feeling crowded) answered this open-ended question, and their comments included feeling crowded in the museum and in the parking lot. No significant ($p < .05$) differences were found between first time and repeat visitors or between weekend and weekday visitors and their perceptions of crowding.

Crowding and satisfaction

A significant difference ($p < .01$) 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 3.82, whereas visitors who felt some degree of crowding had a mean overall satisfaction score of 3.59.

SAFETY CONCERNS OF VISITORS

Only 30 (17.1%) visitors to MTBSHS did not rate the site as excellent for safety. Of those, 8 noted what influenced their rating, the majority of whom did not have a reason for rating safety less than excellent.

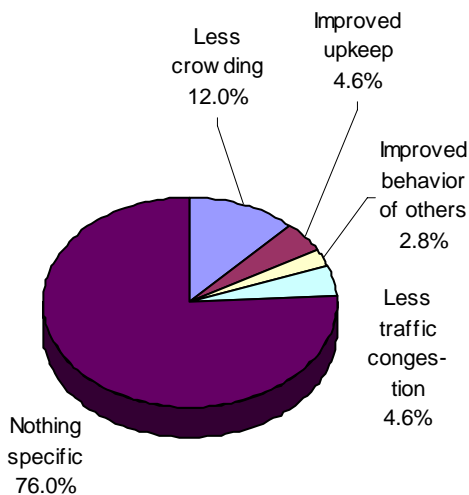
Visitors were also given a list of six attributes and were asked to indicate which of the six would most increase their feeling of safety at MTBSHS. Although instructed to select only one attribute, many visitors selected more than one; consequently, 108 responses were given by 104 visitors. Figure 6 shows the percentage of responses given by visitors. Most (76.0%) felt that nothing specific would increase their

feeling of safety, but 12.0% felt that less crowding would most increase their feeling of safety.

There were no significant differences in the rating of safety by first time visitors versus repeat visitors or by weekend versus weekday visitors. There were no differences in safety ratings by socio-demographic characteristics. To determine if there were differences in perceptions of crowding, satisfaction with site features, and overall satisfaction, responses were divided into two groups based on how they rated MTBSHS on being safe. Group 1 included those who rated the site excellent, and Group 2 included those who rated the site as good, fair, or poor.

Group 1 was significantly ($p < .001$) more satisfied overall than Group 2, with an overall satisfaction score of 3.87 whereas Group 2 had an overall satisfaction score of 3.30. Group 1 was also significantly ($p < .05$) less crowded than Group 2, with a mean crowded score of 1.2 compared to 1.6 for Group 2. Group 1 also had significantly ($p < .05$) higher satisfaction ratings of the four site characteristics, as well as significantly ($p < .001$) higher performance ratings for the eight site attributes.

Figure 6. Percentage of Safety Attributes Chosen by Visitors



VISITORS’ DOMESTIC ANIMAL EXPERIENCES AT THE SITE

MTBSHS visitors were asked to report whether they encountered a domestic animal while visiting MTBSHS, and whether the encounter was positive or negative. The majority (78.2%) reported no encounter with a domestic animal. Nineteen percent (18.8%) reported experiencing a positive encounter, while 3.0% reported a negative encounter.

Visitors were also asked to describe their encounters. Only three visitors answered this open-ended question, all of whom gave positive comments about their encounters.

VISITORS' SOURCES OF INFORMATION ABOUT MISSOURI STATE PARKS

MTBSHS visitors were also asked to indicate how much information they receive from nine information sources regarding Mark Twain Birthplace or other Missouri state parks and historic sites. Word of mouth from friends or relatives was the most frequently cited source of information, with 78.1% 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 Mark Twain Birthplace or other Missouri state parks and historic sites is from brochures, pamphlets or other printed material. Over two-thirds (69.3%) of visitors answering this question indicated receiving some or lots of information from these sources. Visitors were also given the opportunity to indicate any other sources from which they receive information about Mark Twain Birthplace or other Missouri state parks and historic sites. These other sources include maps and road signs.

Visitors were also asked how often they use the Internet when planning a trip or vacation. Eleven percent (11.3%) indicated always using the Internet when planning a trip or vacation. Forty-four percent (43.6%) of visitors frequently use the Internet, 21.8% rarely use it, and 23.3% never use it when planning a trip or vacation.

HOW MUCH VISITORS VALUE MARK TWAIN BIRTHPLACE STATE HISTORIC SITE

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). The researchers believe that our initial attempt at attributing a value perspective did not prove beneficial due to visitors interpreting the question to mean how much they would be willing to pay a day to visit MTBSHS rather than how valuable the site is to them.

Visitors were asked to place a value on the overall recreation opportunity offered in a visit to MTBSHS (question 20), and were given four choices: \$3.00 a day, \$5.00 a day, \$7.00 a day, or any other value. Forty-seven percent (46.8%) of visitors responding to this question indicated a value of \$3.00 a day, while 38.9% indicated \$5.00 a day, 11.9% indicated \$7.00 a day, and 2.4% indicated some other value. Two-thirds (66.7%) of the visitors indicating some other value reported a value of \$2.00 a day, while one-third (33.3%) indicated a value of \$15.00 a day.

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 MTBSHS a better one (question 29). Eighteen percent (17.8%) of the total survey participants responded to this question with 32 comments. The comments and suggestions were listed and grouped by similarities into 7 categories for frequency and percentage calculations. The list of comments and suggestions is found in Appendix G. Table 4 lists the frequencies and percentages of the comments and suggestions by category.

The majority (50.0%) of comments were general positive comments about the site and staff, such as: “A great place to visit and enjoy”, “Love Missouri State Parks”, and “Well done”. The rest of the comments were categorized based on similar suggestions or comments, such as comments made in response to question 20 and suggestions about the museum.

VISITOR COUNT ESTIMATES

The following results are from the attendance count survey. Due to the small sample of observations collected (45), the results of the attendance survey have a 95% confidence interval and a plus or minus 15% margin of error. Because MTBSHS’s traffic counter counts vehicles by axles, the number of visitors per axle was calculated to determine a more accurate estimate of visitation. The percentage of park-related vehicle (PRV) axles was also calculated in order to provide a more accurate estimation of the frequency with which PRVs cross the traffic counter.

The average number of axles per visitor vehicle (VV) was 2.1 and the average number of visitors per VV was also 2.1. The percentage of PRV axles was 12.6% of the total number of axles counted, and was determined by dividing the number of PRV axles by the sum of PRV axles and VV axles. The number of visitors per axle was 1, and was calculated by dividing the number of visitors per VV (2.1) by the number of axles per VV (2.1).

The number of vehicles per axle can then be multiplied by the total number of

Table 4. Frequency and Percentage of Comments and Suggestions from MTBSHS Visitors

Category	Frequency	Percent
1. General positive comments	16	50.0%
2. Comments regarding question 20	6	18.8%
3. Suggestions about the museum	3	9.4%
4. Need better directional signs	2	6.3%
5. Need more informational sources about historic site	2	6.3%
6. Better maintenance of restrooms	1	3.1%
7. Need additional parking	1	3.1%
Total	32	100.0%

axles crossing the traffic counter during a given time period minus the 12.6% of axles represented by PRVs, to estimate attendance at MTBSHS. For instance, if a traffic counter reading indicates 500 axles during a day, the following sample equation provides an estimate of the number of visitors for that day.

$$500 \div 4 = 125 \text{ axles (the traffic counter at MTBSHS crosses both incoming and exiting lanes and counts by axles)}$$

$$125 \text{ axles} - (125 \times 12.6\% \text{ PRV}) = 109.2 \text{ VV axles}$$

$$109.2 \text{ axles} \times 1 \text{ visitor per axle} = 109 \text{ visitors}$$

Although this number can be used to more accurately estimate attendance at MTBSHS, it does not reflect those visitors arriving at the museum by boat (some visitors did arrive by boat during the study period). Nor does it account for the number of people visitors reported bringing with them in their personal vehicles (3.3 people). Substituting 3.3 visitors per VV to calculate the number of visitors per axle, the number of visitors per axle becomes 1.6 instead of 1. Using this number, the

following sample equation provides a visitation estimate.

$$500 \div 4 = 125 \text{ axles}$$

$$125 \text{ axles} - (125 \times 12.6\% \text{ PRV}) = 109.2 \text{ VV axles}$$

$$109.2 \text{ axles} \times 1.6 \text{ visitors per axle} = 175 \text{ visitors}$$

The discrepancy between the number of visitors per VV as observed during the attendance survey and the number of visitors per VV as reported by the visitors may be due in part to the fact that the number reported by visitors was self-reported by museum visitors only. The 3.3 visitors per VV does not reflect those visitors who utilized the day-use area (overlook, picnic areas, playground, etc.) outside the museum and who did visit the museum and were therefore not asked to fill out a survey. The researchers believe that a more accurate multiplier lies somewhere between the 2.1 visitors per VV observed during the attendance survey and the 3.3 visitors per VV reported by museum visitors.

Discussion

MANAGEMENT IMPLICATIONS

The results of this study provide relevant information concerning MTBSHS visitors. However, the results should be interpreted with caution. The surveys were collected only during the study period of July, August, September and October 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 site managers and planners, because much of the annual visitation occurs during this period.

Satisfaction Implications

Seventy-nine percent (79.4%) of MTBSHS visitors reported that they were very satisfied with their visit to the site. The high percentage of very satisfied visitors combined with their positive comments provide evidence that MTBSHS visitors are indeed satisfied with their site experience. The overall satisfaction score also provides a benchmark in which to compare overall satisfaction of MTBSHS visitors over a period of time.

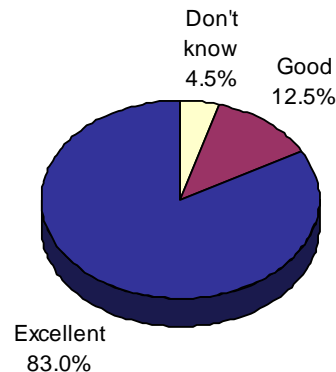
One cautionary note, however. It has been suggested that uniformly high levels of overall satisfaction can be of limited usefulness to recreation managers in understanding relationships between outdoor recreation opportunities and experiences, particularly because most visitors choose recreation opportunities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

type of site 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 MTBSHS.

Safety Implications

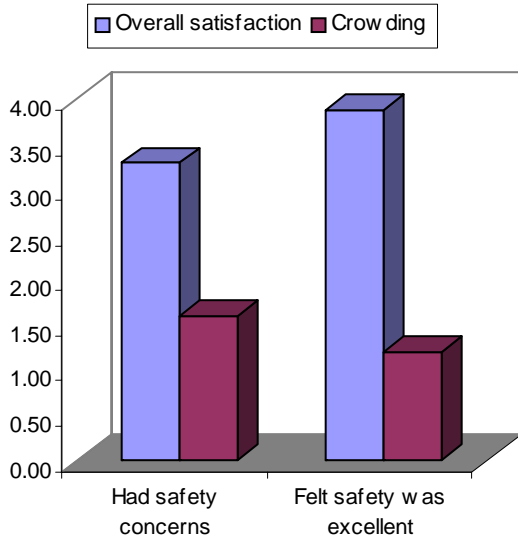
MTBSHS managers should be commended for providing a site in which visitors feel relatively safe. Only 17.0% of visitors did not give an excellent rating regarding safety, and the majority of those not giving an excellent rating gave a good rating instead (Figure 7). Safety was also given a high performance, marginal importance rating on the I-P Matrix. In fact, the majority (76.0%) of MTBSHS visitors indicated that nothing specific would increase their feeling of safety at MTBSHS.

Figure 7. Safety Ratings of MTBSHS Visitors



However, visitors' perception of safety did affect their overall satisfaction and perceptions of crowding at MTBSHS (Figure 8); therefore, it behooves managers to give consideration to their concerns.

Figure 8. Levels of Satisfaction and Crowding by Safety Concerns



Crowding Implications

Visitors' perceptions of crowding at MTBSHS were very low. Eighty-eight percent (87.6%) of visitors did not feel at all crowded, and the mean crowded score for visitors was only 1.3.

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

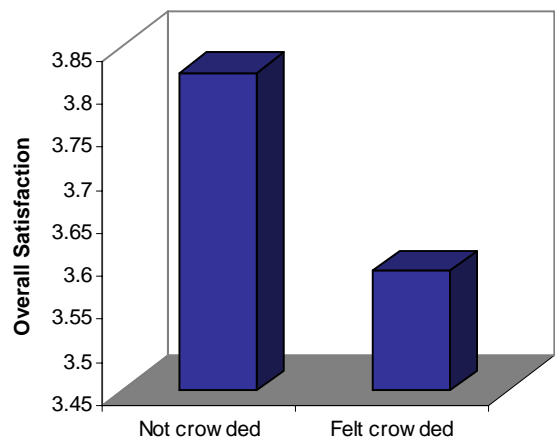
Crowding is a perceptual construct not always explained by the number or density of other visitors. Expectations of visitor numbers, the behavior of other visitors, and visitors' perception of resource degradation all play a significant role in crowding perceptions (Armistead & Ramthun, 1995; Peine et

al., 1999). Visitors who felt crowded had a significantly lower overall satisfaction than visitors who did not feel crowded (Figure 9). In addressing the issue of crowding, further study could determine if crowding perceptions at the site are due to the number of people or perhaps the behavior of those visiting the site.

Performance Implications

MTBSHS managers should be commended for the high performance ratings given to being free of litter and trash and being safe. However, visitors felt that clean restrooms, upkeep of the park's facilities, and care of the natural resources were very important but did not rate performance as high in these areas. Restroom cleanliness and facility upkeep are often given lower ratings by visitors to state parks and historic sites (Fredrickson & Vessell, 1999), and in this case could be a result of the use MTBSHS experiences during peak season.

Figure 9. Overall Satisfaction is Lower for Those Who Felt Crowded



Of interest, however, is the low importance, low performance rating given to care of the cultural resources at MTBSHS. A possibility contributing to the low performance and importance rating may be the multiple interpretations visitors ascribe to the word “cultural”. It is recommended that the phrase “care of cultural resources” be reworded to “care of cultural/historical resources” for future studies. It is also recommended that this result be monitored over a period of time to determine if this particular site response is repeated.

Conclusion

MTBSHS visitors are very satisfied with MTBSHS, as evidenced by visitors’ high satisfaction ratings. MTBSHS visitors also gave high performance ratings to the site being free of litter and trash and being safe.

The results of the present study suggest some important management and planning considerations for MTBSHS. Even though MTBSHS visitors rated their visits and the site features relatively high and felt fairly safe, continued attention to safety, upkeep of the facilities, and care of the cultural resources 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 MTBSHS. The frequency and percentage calculations of survey responses provide useful information concerning socio-demographic characteristics, use patterns, and satisfaction of MTBSHS visitors. In addition, the “sub-analysis” of data is important in identifying implications for management of MTBSHS. (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 site. Data collection should be on a continuum (Peine et al., 1999), which is why additional visitor surveys at MTBSHS should also be conducted on a regular basis (e.g., every three, four, or five years). Future MTBSHS studies can identify changes and trends in socio-demographic characteristics, use patterns, and visitors’ satisfaction at MTBSHS.

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, September, and October 2000.

Therefore, user studies at MTBSHS and other parks and historic sites might be conducted during other seasons for comparison between seasonal visitors.

METHODOLOGY RECOMMENDATIONS AND CONSIDERATIONS FOR MTBSHS AND OTHER PARKS

The on-site questionnaire and the methodology of this study were designed to be applicable to other Missouri state parks and historic sites. 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 reason that visitors declined to fill out a survey was because they did not have enough time. Most non-respondents were very pleasant and provided positive comments about the site. 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. Mark Twain Birthplace State Historic Site Visitor
Survey**



Mark Twain Birthplace State Historic Site



The Missouri Department of Natural Resources and the University of Missouri are seeking your evaluation of Mark Twain Birthplace State Historic Site. This survey is voluntary and completely anonymous. Your cooperation is important in helping us make decisions about managing this site. Thank you for your time.

1. Is this your first visit to Mark Twain Birthplace State Historic Site?

(Check only one box.)

- yes no **If no, about how many times have you visited the site in the past year?** _____

2. During this visit to Mark Twain Birthplace State Historic Site, 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 Mark Twain State Park friends/relatives
 tent RV/trailer/camper other (Please specify.) _____
 nearby lodging facilities _____
 nearby campground _____

4. Who did you come to Mark Twain 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. If you did not arrive on a tour bus, please indicate the number of people you brought with you in your personal vehicle.

- I came by tour bus
 I came by 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 Mark Twain Birthplace State Historic Site? (Check all that apply.)

- picnicking studying nature
 fishing attending naturalist-led program
 camping attending special event
 hiking visiting Mark Twain Birthplace Museum
 walking visiting Union Covered Bridge State Historic Site
 boating other (Please specify.) _____
 viewing wildlife _____

8. How satisfied are you with each of the following at Mark Twain Birthplace State Historic Site? (Check one box for each feature.)

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know
a. site signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. picnic area & playground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. museum displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. information provided by tour guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. How do you rate Mark Twain Birthplace State Historic Site 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 site 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. caring for the cultural resources	<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 site as excellent on being safe, what influenced your rating? _____

11. Which of the following would most increase your feeling of being safe at Mark Twain Birthplace State Historic Site? (Check only one box.)

- less crowding less traffic congestion
 improved upkeep of facilities nothing specific
 improved behavior of others 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?

14. Have you had a positive or a negative experience with a domestic animal (dog, cat, horse, etc.) during your visit at Mark Twain Birthplace State Historic Site? positive negative no experience



PLEASE TURN SURVEY OVER.



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

16. Overall, how satisfied are you with this visit to Mark Twain Birthplace State Historic Site? (Check only one box.)

Very Satisfied Satisfied Dissatisfied Very Dissatisfied

17. When visiting any state park or historic site, 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. caring for the cultural resources	<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 Mark Twain Birthplace State Historic Site or other Missouri state parks and historic sites?

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. 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 rarely frequently always

20. 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 site?

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

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 site visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Mark Twain Birthplace State Historic Site a better one.

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

Appendix B. Survey Protocol

Protocol for Mark Twain Birthplace State Historic Site 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 Mark Twain Birthplace State Historic Site.

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 Mark Twain Birthplace State Historic Site. 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 2, 2001. 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
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 = 10:00 a.m. – 12:00 p.m.
 2 = 12:00 – 2:00 p.m.
 3 = 2:00 – 4:00 p.m.

Appendix E. Attendance Survey

Attendance Survey

Date: _____ Park or Site: _____

Time Start: _____ am/pm Observer: _____

Time End: _____ am/pm Survey Location: _____

	Vehicle Category*	Vehicle Type**	Number of Axles	Number of Adults	Number of Children
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					

*Vehicle Category:

VV=Visitor Vehicle
 PRV = Park Related Vehicle (includes park vehicles, employee vehicles, concession vehicles, delivery vehicles, etc.)

**Vehicle Type:

Car SUV
 Van PU
 Jeep RV
 Motorcycle

Appendix F. Responses to Survey Questions

Mark Twain Birthplace State Historic Site Visitor Survey

1. Is this your first visit to Mark Twain Birthplace State Historic Site? (n=178)

yes	68.0%
no	32.0%

If no, about how many times have you visited the site in the past year? (n=55)

The responses from this open-ended question were grouped into the following 4 categories:

0	54.5%
1	29.1%
2	12.7%
3+	3.6%

The average # of times repeat visitors visited the site in the past year was 0.9 times.

2. During this visit to Mark Twain Birthplace State Historic Site, are you staying overnight? (n=175)

yes	40.6%
no	59.4%

If yes, how many nights are you staying? (n=52)

The responses from this open-ended question were grouped into the following 4 categories:

1	26.9%
2	44.2%
3-4	23.1%
5+	5.7%

The average number of nights respondents stayed overnight was 2.3 nights.

3. If staying overnight, where are you staying? (n=70)

campground in Mark Twain State Park	52.9%
tent	22.6%
RV	77.4%
nearby lodging facilities	20.0%
nearby campground	14.3%
friends/relatives	11.4%
other	1.4%

4. Who did you come to Mark Twain Birthplace State Historic Site with during this visit? (n=174)

alone	2.3%	family & friends	14.9%	club or organized group	2.9%
family	63.8%	friends	16.1%	other	0.0%

5. If you did not arrive on a tour bus, please indicate the number of people you brought with you in your personal vehicle. (n=170)

I came by tour bus 1.2%
 I came by personal vehicle 98.8%

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

adults: 1	9.2%	children: 1	37.7%
2	62.0%	2	37.7%
3	12.3%	3	11.3%
4	9.2%	4	3.8%
5+	7.4%	5+	9.5%

The average number of people visitors brought with them was 3.3.

6. Did you bring a pet with you during this visit? (n=164)

yes 3.0%
 no 97.0%

7. Which recreational activities are you engaging in during your visit to Mark Twain Birthplace State Historic Site? (n=180)

picnicking	15.2%	studying nature	8.4%
fishing	15.7%	attending naturalist-led program	2.2%
camping	26.4%	attending special event	16.3%
hiking	12.9%	visiting Mark Twain Birthplace Museum	100.0%
walking	26.4%	visiting Union Covered Bridge State Historic Site	23.6%
boating	11.8%	other	11.8%
viewing wildlife	23.6%		

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

BBQ with family.	Folklife Festival.
Biking.	Mark Twain Cave.
Buzzard's roost.	Salt River Folklife Festival.
Cave, Hannibal museums.	Swimming and Folk Festival.
Cave.	The cave.
Cooking at youth camp.	The Landing.
Folk Festival.	Watercolor class.
Folklife Festival.	Town of Hannibal
Folklife Festival.	Visiting Hannibal.
Folklife Festival.	Working at nearby youth camp.
Folklife Festival.	

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 Mark Twain Birthplace State Historic Site?

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know	
a. site signs (3.57)	58.8%	38.8%	1.2%	0.6%	0.6%	n=170
b. picnic area & playground (3.61)	40.3%	25.7%	0.0%	0.0%	34.0%	n=144
c. museum displays (3.71)	71.7%	27.7%	0.6%	0.0%	0.6%	n=173
d. information provided by tour guide (3.73)	65.2%	22.2%	0.6%	0.0%	12.0%	n=158

9. How do you rate Mark Twain Birthplace State Historic Site on each of the following?

	Excellent	Good	Fair	Poor	Don't Know	
a. being free of litter/trash (3.85)	84.8%	15.2%	0.0%	0.0%	0.0%	n=178
b. having clean restrooms (3.75)	60.3%	16.1%	1.7%	0.0%	21.8%	n=174
c. upkeep of site facilities (3.76)	75.6%	21.0%	1.1%	0.0%	2.3%	n=176
d. having a helpful/friendly staff (3.86)	84.8%	13.5%	0.0%	0.0%	1.7%	n=178
e. access for persons with disabilities (3.72)	56.1%	17.1%	0.0%	1.2%	25.6%	n=164
f. care for the natural resources (3.75)	67.1%	22.4%	0.0%	0.0%	10.6%	n=170
g. care for the cultural resources (3.77)	71.2%	19.4%	0.6%	0.0%	8.8%	n=170
h. being safe (3.87)	83.0%	12.2%	0.0%	0.0%	4.5%	n=176

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

8 visitors (26.7% of those who did not rate the site as excellent on being safe) responded to this question with the following responses:

- | | |
|---|---|
| Nothing to judge by. | Lack of knowledge. |
| I did not pay much attention to safety. | Why would I not feel safe? |
| I don't know enough about it. | Stairs not marked. |
| I thought it was very good. | A small, unattended child near me almost got his arm caught in the riverboat wheel. |

11. Which of the following would most increase your feeling of being safe at Mark Twain Birthplace State Historic Site?

101 responses were given by 92 visitors.

	<u>Frequency</u>	<u>Percent</u>
1. Less crowding	13	12.0%
2. Improved upkeep of facilities	5	4.6%
3. Improved behavior of others	3	2.8%
4. Less traffic congestion	5	4.6%
5. Nothing specific	82	76.0%
6. Other	0	0.0%
Total	108	100.0%

12. During this visit, how crowded did you feel? (n=178)

On a scale of 1-9, with 1 = Not at all crowded and 9 = Extremely crowded, the mean response was 1.3.

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

3 visitors answered this open-ended question, and their responses are as follows:

- By the house.
- Parking lot.
- While filling out this questionnaire.

14. Have you had a positive or negative experience with a domestic animal (dog, cat, horse, etc.) during your visit at Mark Twain Birthplace State Historic Site? (n=165)

positive	18.8%
negative	3.0%
no experience	78.2%

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

3 visitors answered this open-ended question with the following responses:

- Did not have mine but got to pet other's dog.
- I got to pet a dog.
- I saw two friendly black labs.

16. Overall, how satisfied are you with this visit to Mark Twain Birthplace State Historic Site?

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	
(Mean score = 3.79)	79.4%	20.6%	0.0%	0.0%	n=175

17. When visiting any state park or historic site, how important is each of these items to you?

	Very Important	Important	Unimportant	Very Unimportant	Don't Know	
a. being free of litter/trash (3.82)	82.0%	18.0%	0.0%	0.0%	0.0%	n=172
b. having clean restrooms (3.84)	83.3%	16.1%	0.0%	0.0%	0.6%	n=174
c. upkeep of site facilities (3.79)	79.3%	20.7%	0.0%	0.0%	0.0%	n=169
d. having a helpful/friendly staff (3.72)	72.4%	27.6%	0.0%	0.0%	0.0%	n=174
e. access for disabled persons (3.49)	53.3%	25.7%	9.0%	0.6%	11.4%	n=167
f. care for the natural resources (3.74)	73.8%	25.6%	0.0%	0.0%	0.6%	n=172
g. care for the cultural resources (3.71)	71.9%	26.3%	1.2%	0.0%	0.6%	n=171
h. being safe (3.73)	78.6%	22.1%	2.3%	0.0%	0.0%	n=172

18. How do you typically receive information about Mark Twain Birthplace State Historic Site or other Missouri state parks and historic sites? Please indicate how much information you receive from the following sources:

	None	Some	Lots	Don't know	
a. Internet	56.8%	27.1%	8.5%	7.6%	n=118
b. magazines	48.4%	36.5%	8.7%	6.3%	n=126
c. newspapers	48.7%	38.7%	5.0%	7.6%	n=119
d. direct mail	71.4%	18.8%	0.0%	9.8%	n=112
e. brochures, pamphlets, or other printed material	28.0%	44.1%	25.2%	2.8%	n=143
f. radio	69.7%	18.5%	1.7%	10.1%	n=119
g. television	66.4%	20.7%	3.4%	9.5%	n=116

h. word of mouth, relatives, friends, etc.	19.2%	52.1%	26.0%	2.7%	n=146
i. other (<i>Please specify.</i>)	0.0%	60.0%	40.0%	0.0%	n=5

8 respondents indicated an other source from which they receive information about Mark Twain Birthplace or other Missouri state parks and historic sites, and their responses are as follows:

Literature classes.	Map.
Live in Florida.	Map.
Map.	Road map.
Map.	Road signs and maps.

19. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (n=133)

never	23.3%	frequently	43.6%
rarely	21.8%	always	11.3%

20. 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 site? (n=126)

\$3 per day	46.8%	\$7 per day	11.9%
\$5 per day	38.9%	other	2.4%

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

	<u>Frequency</u>	<u>Percent</u>
\$2	2	66.7%
\$15	1	33.3%
Total	6	100.0%

21. What is your age? (n=171)

Responses were divided into the following 4 categories:

18-34	24.0%
35-54	36.8%
55-64	21.1%
65-85	18.1%
(Average age = 47.6)	

22. Gender? (n=167)

Female	49.7%
Male	50.3%

23. What is the highest level of education you have completed? (n=170)

grade school	1.2%	vocational school	2.9%	graduate of 4-year college	22.4%
high school	34.1%	some college	30.0%	advanced graduate degree	9.4%

24. What is your primary occupation? (n=172)

homemaker	8.7%	professional/technical	36.0%
self-employed	7.6%	retired	17.4%
service-based	12.8%	student	9.9%
manufacturing-based	5.8%	other	1.7%

25. What is your household composition? (n=173)

single with no children	20.8%	married with children living at home	34.1%
single with children	3.5%	married with children grown	30.6%
married with no children	6.9%	other	4.0%

26. What is your ethnic origin? (n=168)

African American	0.6%	Asian	0.0%	White	97.0%
American Indian	1.8%	Hispanic	0.5%	Other	0.0%

27. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? (n=165)

The states with the highest percentages of respondents were:

Missouri (55.8%)

Illinois (17.0%)

Iowa (6.1%)

28. What is your annual household income? (n=156)

less than \$25,000	19.2%	\$50,001 - \$75,000	26.3%
\$25,000 - \$50,000	41.0%	over \$75,000	13.5%

29. Please write any additional comments about your site visit or suggestions on how the Missouri Department of Natural Resources can make your experience in Mark Twain Birthplace State Historic Site a better one.

32 of the 180 visitors (17.8%) responded to this question. Frequencies and percentages of responses in 7 category are listed.

	<u>Frequency</u>	<u>Percent</u>
1. General positive comments	16	50.0%
2. Comments regarding question 20	6	18.8%
3. Suggestions about museum	3	9.4%
4. Need better directional signs	2	6.3%
5. Need more informational sources about site	2	6.3%
6. Better maintenance of restrooms	1	3.1%
7. Need additional parking	<u>1</u>	<u>3.1%</u>
Total	32	100.0%

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

Responses to Question #29

Please write any additional comments about your site visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Mark Twain Birthplace State Historic Site a better one.

General positive comments

- A great place to visit and enjoy.
- A very peaceful place, very good information -- wonderful exhibits.
- Enjoyable experience. Thank you.
- Good experience. I first visited the park about 1938.
- Great.
- Had nice time.
- It was super great.
- It's been great.
- Love Missouri State Parks.
- Nice place.
- Pretty cove.
- Thank you. I worked here the day the place was dedicated (1960).
- This is a great tribute to Mark Twain -- an American cultural treasure.
- Very informative and interesting.
- Very, very interesting park. Man very pleasant and helpful. Nice facility.
- Well done.

Comments regarding question 20

- Free.
- Keep funding with tax.
- Keep the tax.
- No opinion.
- Not sure.
- To visit and drive around, \$0. To use facilities, \$3 per day.

Suggestions about museum

- I believe the exhibits would be much more informative if they gave chronological information on Twain's life, similar to slide show. Overall, enjoyed this place and glad to have come.
- Maybe some new exhibits.
- Need more lighting on some exhibits.

Need better directional signs

- Highway directions to site need to be marked better.
- Signs on highway could include fact that Birthhome is in the park.

Need more informational sources about historic site

- I was surprised that there was little information in Hannibal about this site. Although we had no trouble finding the park, we had hoped to find more information prior to our trip. I did find a website with pictures and information that was great.
- More articles on Missouri State Parks in the AAA magazine and Missouri Conservation.

Better maintenance of restrooms

- Bathroom (women's) -- first stall non-functional.

Need additional parking

- Need more parking.