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2000 Mark Twain State Park 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 park facilities, programs and services at Mark Twain State Park (MTSP).

An on-site survey of adult visitors to MTSP was conducted July, August, September, and October 2000. One hundred fifty-one (151) surveys were collected, with an overall response rate of 93%. Results of the survey have a margin of error of plus or minus 8%. The following information summarizes the results of the study.

Socio-demographic Characteristics

- MTSP visitors were comprised of more males (57%) than females (43%), and the average age of the adult visitor to MTSP was 41.
- The largest percentage (45%) of visitors indicated a professional/technical occupation.
- The largest percentage (45%) of visitors reported an annual household income of between \$25,000 and \$50,000, and most (41%) were married with children still living at home.
- The majority (38%) of MTSP visitors indicated having completed high school as their highest level of education.
- The majority (96%) of visitors were White, 3% were Asian, and less than

1% were Hispanic (0.7%) or Native American (0.7%).

- The majority (84%) of MTSP visitors were Missouri, with 9% coming from Illinois and 3% coming from Iowa.

Use-Patterns

- The majority (84%) of visitors drove less than a day's drive (a day's drive is defined as less than 150 miles one way) to visit MTSP. Of those driving 150 miles or less, 66% lived between 50 and 150 miles of MTSP and 34% lived less than 50 miles from the park.
- Over two-thirds (69%) of MTSP visitors had visited the park before, with an average of 6 visits in the past year.
- Seventy-three percent (73%) of visitors to MTSP were overnight visitors, most (84%) of whom indicated they were staying in the campground. The average number of nights visitors stayed was 2 nights.
- The majority of MTSP visitors visited the park with family and/or friends, and 17% brought a pet with them during their visit.
- The most frequent recreation activities in which visitors participated were camping, fishing, swimming, boating, picnicking, and viewing wildlife.

Satisfaction and Other Measures

- Ninety-seven percent (97%) of MTSP visitors were either satisfied or very satisfied overall.
- Of the six park features, the campground was given the highest satisfaction rating and the boat launches were given the lowest satisfaction rating.
- Visitors gave higher performance ratings to the following park attributes: being safe, being free of litter and trash, and upkeep of the facilities.
- Visitors gave lower performance ratings to the following park attributes: having clean restrooms and caring for the natural resources.
- Only 32% of visitors to MTSP felt some degree of crowding during their visit. Of those who felt crowded, the campground 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.
- Only 38% of the visitors at MTSP did not give park safety an excellent rating.
- Of those visitors responding to the open-ended opportunity to express their safety concerns (51% of those visitors not giving the park an excellent safety rating), 14% commented on needing additional or improved facilities.
- Although 44% of all visitors felt that nothing specific could increase their feeling of safety at MTSP, 14% of all visitors did indicate that increased lighting in the park would increase their feeling of safety.
- Visitors who felt the park was safe were more satisfied overall, gave higher satisfaction ratings to five of the six park features, and gave higher performance ratings to the eight park attributes as well.
- The majority (72%) of visitors did not encounter a domestic animal during their visit and, of those who did, the majority (83%) described their encounters as positive or neutral experiences.
- Only 31% of visitors felt that camper cabins at MTSP would enhance their visit experiences.
- The majority of visitors reported that word of mouth from friends and relatives is their primary source of information about MTSP and other Missouri state parks.
- The majority of visitors placed a value of \$5.00 per day on a recreational opportunity offered in a visit to MTSP. 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-six percent (36%) of visitors provided additional comments and suggestions, 22% of which were comments regarding the need for additional or improved facilities in the park.

Acknowledgements

Conducting and successfully completing a study of this magnitude and complexity could not have been accomplished without the cooperation of many individuals. Over 150 visitors to Mark Twain 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 Mark Twain 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: Dennis Stevenson, Debra Stevenson, 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 State Park (MTSP), 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 MTSP during July,

August, September, and October 2000.

2. Describing the socio-demographic characteristics of visitors to MTSP.
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

The third oldest park in Missouri's state park system, Mark Twain State Park is

located in Monroe County and borders the 18,000-acre Mark Twain Lake. Popular with fishermen and boaters alike, Mark Twain State Park offers a myriad of recreational opportunities, including a swimming beach, two boat ramps, a campground, picnic areas and shelters, hiking trails and lake overlooks.

SCOPE OF STUDY

The population of the visitor study at MTSP consisted of MTSP visitors who were 18 years of age or older (adults), and who visited MTSP 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 MTSP, it was estimated that approximately 87,000 visitors would visit MTSP 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 400 visitors was required (Folz, 1996). A random sample of adult visitors (18 years of age and older) who visited MTSP during the study period were the respondents for this study.

To ensure that visitors leaving MTSP 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 MTSP was administered on-site, to eliminate the non-response bias of a mail-back survey. Because two public roadways run through MTSP, an exit survey was not feasible. Therefore, four recreation areas within the park were identified in which to survey: Area 1 (the campground), Area 2 (Hwy. 107 Recreation Area, including the boat ramp and swimming beach), Area 3 (Buzzard's Roost Day-Use Area), and Area 4 (Rt. U Recreation Area). 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 who visited the four recreation areas during selected time slots. The methodology used during the attendance count survey was based on the methodology developed by Fink (1998). For the attendance count, the surveyor was stationed near the traffic counter at Areas 2, 3 and 4 and near the entrance to the campground. During a selected time slot of one-hour duration, the surveyor monitored the number of vehicles entering and exiting Areas 2, 3, and 4 and monitored just the vehicles entering the campground. The surveyor documented the vehicle type (whether the 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 MTSP 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 9), ratings of park attributes (question 10), overall satisfaction (question 16), and perceptions of crowding (question 13). The selected groups include:

1. First time visitors versus repeat visitors (question 1).
2. Campers versus day-users (question 3). Campers include those visitors staying in the campground 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. Campers 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 Mark Twain State Park 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 151 surveys were collected at MTSP during the time period of July, August, September, and October 2000, with 47 collected in July (31.1%), 29 collected in August (19.2%), 54 collected in September (35.8%), and 21 collected in October (13.9%). Tables 1, 2, and 3 show surveys collected by day of week, by time slot, and by area respectively. Of the 151 surveys collected, 132 (87.4%) were collected on weekends (Saturday and Sunday) and 19

(12.6%) were collected on weekdays (Monday through Friday). The overall response rate was 93.2%, with daily response rates ranging from a low of 60.0% to a high of 100.0%.

SAMPLING ERROR

With a sample size of 151 and a confidence interval of 95%, the margin of error is plus or minus 8%. For this study, there is a 95% certainty that the true results of the study fall within plus or minus 8% of the findings. For example, from the results that 42.6% of the visitors to MTSP during the study period were female, it can be stated that between 34.6% and 50.6% of the MTSP visitors were female.

Table 1. Surveys Collected by Day of Week

Day of Week	Frequency	Percent
Sunday	42	27.8%
Monday	3	2.0%
Tuesday	8	5.3%
Thursday	8	5.3%
Saturday	<u>90</u>	<u>59.6%</u>
Total	151	100%

Table 2. Surveys Collected by Time Slot

Time Slot	Frequency	Percent
1. 8 a.m. - 12 p.m.	30	19.9%
2. 12 p.m. - 4 p.m.	37	24.5%
3. 4 p.m. - 8 p.m.	<u>84</u>	<u>55.6%</u>
Total	151	100.0%

Table 3. Surveys Collected by Area

Area	Frequency	Percent
Area 1 (campground)	86	57.0%
Area 2 (Hwy. 107 Recreation Area)	33	21.9%
Area 3 (Buzzard's Roost Day-Use Area)	15	9.9%
Area 4 (Rt. U Recreation Area)	17	11.3%
Total	151	100.0%

SOCIO-DEMOGRAPHIC CHARACTERISTICS

Age

The average age of adult visitors to MTSP was 41.4. When grouped into four age categories, 27.4 % of the adult visitors were between the ages of 18-34, 54.1% were between the ages of 35-54, 11.7% were between the ages of 55-64, and 6.8% were 65 or over.

Gender

Visitors to MTSP were more male than female. Male visitors comprised 57.4% of all visitors, and female visitors comprised 42.6% of all visitors.

Education

The majority (38.1%) of visitors to MTSP indicated they had completed high school as their highest level of education. Thirty-five percent (35.4%) of visitors indicated having completed vocational school or some college, while one-fourth (26.5%) indicated completing a four-year college degree or advanced graduate education as their highest level of education.

Occupation

The majority (45.1%) of visitors to MTSP indicated a professional or technical occupation, while another large percentage (15.3%) of visitors to MTSP indicated a manufacturing-based occupation. The rest (39.6%) of MTSP visitors indicated other occupations, including being retired (10.4%), having a service-based occupation (9.7%), being self-employed (7.6%), being a homemaker (7.6%), being a student (3.5%), or having an other occupation (0.7%).

Household Composition

MTSP visitors were asked to describe their household composition. The majority (40.5%) of visitors were married with children still living at home. One-fourth (25.0%) of visitors indicated being married with children grown, while 16.2% were single with no children. Eleven percent (10.8%) of visitors were married with no children (9%), and 6.8% were single with children. Less than one percent (0.7%) indicated having other types of household arrangements.

Income

The largest percentage (40.2%) of visitors to MTSP reported an annual

household income of between \$25,000 and \$50,000. The second largest percentage (26.0%) of visitors had an income of between \$50,000 and \$75,000. Eighteen percent (18.1%) of visitors indicated an annual household income of over \$75,000, while 15.7% of visitors indicated an income of less than \$25,000.

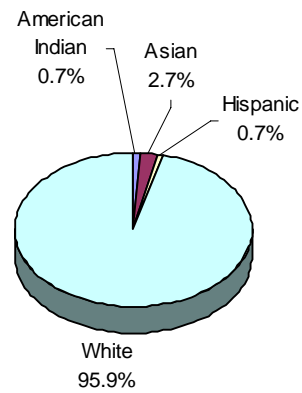
Ethnic Origin

Figure 1 indicates the ethnic origin of MTSP visitors. The vast majority (95.9%) of visitors was white. Three percent (2.7%) of visitors were Asian, less than 1% were American Indian (0.7%), and less than 1% were Hispanic (0.7%).

Residence

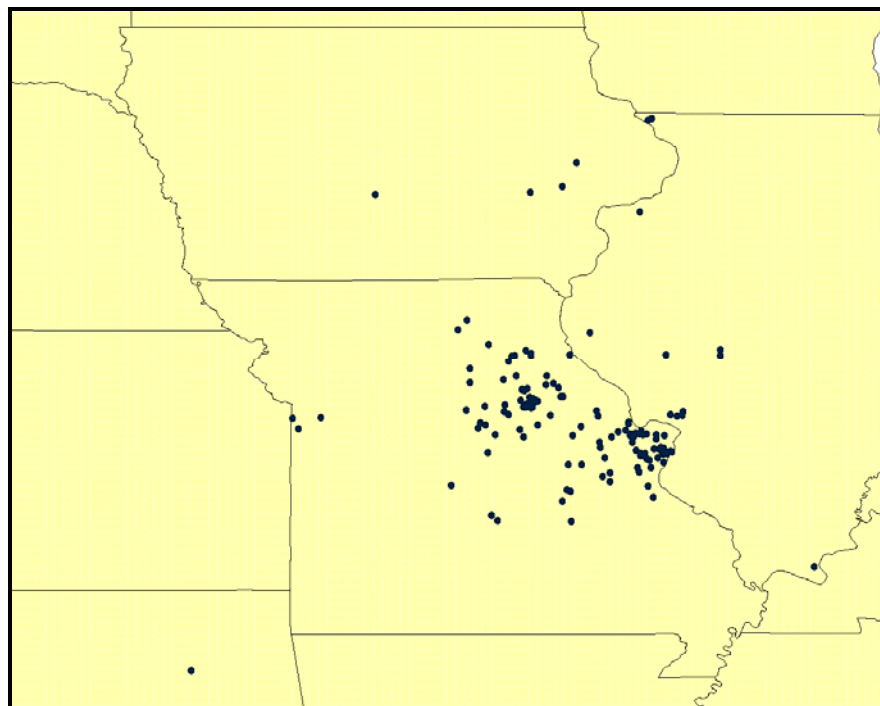
The majority (83.7%) of the visitors to MTSP were from Missouri with the rest (16.3%) of visitors coming from other

Figure 1. Ethnic Origin of MTSP visitors.



states, including Illinois (8.5%) and Iowa (2.8%). Of the Missouri visitors, 41.8% were from non-metropolitan areas while 36.2% were from the St. Louis Metropolitan Statistical Area (MSA) (the St. Louis MSA includes those visitors from Illinois who fall within St. Louis' MSA). Figure 2 shows the residence of visitors by zip code.

Figure 2. Residence of MTSP Visitors by Zip Code



USE PATTERNS

Trip Characteristics

Based on zip code data, the majority (83.7%) of visitors to MTSP traveled less 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, two-thirds (66.1%) drove between 50 and 150 miles to visit the park and one-third (33.9%) drove less than 50 miles to visit the park. The average number of miles visitors traveled to MTSP was 128.3 miles while the median number of miles visitors traveled was 103, indicating that half of the visitors traveled more than 103 miles and half traveled less than 103 miles to visit the park.

Visit Characteristics

Over two-thirds (68.7%) of the visitors to MTSP were repeat visitors, with 31.3% of the visitors being first time visitors. The average number of times all visitors reported visiting MTSP within the past year was 6.3 times.

Almost three-fourths (73.3%) of visitors to MTSP during the study period indicated that they were staying overnight, with 26.7% indicating that they were day-users. Of those staying overnight during their visit, most (83.8%) of the visitors indicated they were staying in the campground. Of those camping in the campground at MTSP, 51.3% reported camping in a tent, while 48.8% reported camping in a RV, trailer, camper, or van conversion.

Of those reporting overnight stays, 23.7% stayed one night, 48.4% stayed two nights, 19.4% stayed three, and

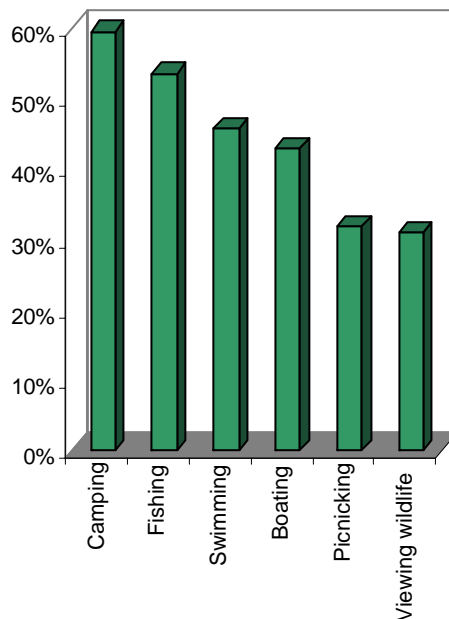
8.7% stayed four or more nights. The average stay for overnight visitors was 2.2 nights. The median number of nights was two, indicating that half of the overnight visitors stayed less than two nights and half of the overnight visitors stayed more than two nights.

Over half (53.0%) of the visitors to MTSP visited the park with family. Twenty-two percent (22.1%) visited with family and friends, while 21.5% visited with friends, and 2.7% visited the park alone. Less than 1% (0.7%) of visitors indicated visiting the park with a club or organized group. About 17% (16.6%) of visitors reported bringing a pet with them during their visit.

RECREATION ACTIVITY PARTICIPATION

Respondents to the survey were asked what activities they participated in during their visit to MTSP. Figure 3 shows the percentage of visitor

Figure 3. Participation in Recreational Activities at MTSP



participation in the six most participated in activities. Camping was the highest reported (59.6%), fishing was second (53.6%), and swimming was third (45.7%). Boating (43.0%), picnicking (31.8%), and viewing wildlife (31.1%) were next.

MTSP visitors reported engaging in other activities, including walking (29.1%), hiking (19.9%), visiting Mark Twain Birthplace State Historic Site (9.9%), studying nature (8.6%), attending a naturalist-led program (4.6%), visiting Union Covered Bridge State Historic Site (4.6%), and attending a special event (2.0%). Seven percent (7.3%) of visitors reported engaging in an "other" activity, including bicycling and participating in area activities.

SATISFACTION MEASURES

Overall Satisfaction

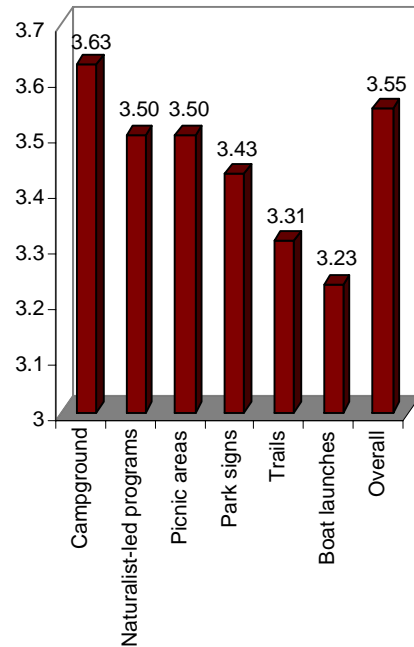
When asked about their overall satisfaction with their visit, only 2.6% of visitors were either dissatisfied or very dissatisfied with their visit, whereas 97.4% of visitors were either satisfied or very satisfied. Visitors' mean score for overall satisfaction was 3.55, based on a 4.0 scale with 4 being very satisfied and 1 being very dissatisfied.

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

Satisfaction with Park Features

Respondents were also asked to express how satisfied they were with six park

Figure 4. Satisfaction with MTSP Features



features. Figure 4 shows the mean scores for the six features and also for visitors' overall satisfaction. The satisfaction score for the campground (3.63) was the highest, with the other scores ranging from 3.50 (naturalist programs and picnic areas) to the lowest of 3.23 (boat launches). A multiple linear regression analysis (r²=.54) of the six park features showed that all the variables combined to account for 54% of the overall satisfaction rating.

No significant differences were found in mean satisfaction ratings of park features between weekend and weekday visitors. First time visitors, however, were significantly (p=.01) more satisfied with the picnic areas (3.70) than repeat visitors (3.41). Day-users were significantly (p<.05) more satisfied with the boat launches (3.43) than campers (3.03).

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 the 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 first time and repeat visitors or between weekend and weekday visitors. Campers, however, gave significantly ($p < .05$) higher performance ratings to the park having clean restrooms (3.37), providing disabled accessibility (3.68), and being safe (3.76) when compared to performance ratings given by day-users (3.02, 3.33, and 3.35 respectively). A multiple linear regression analysis ($r^2 = .38$) showed that the eight performance attributes combined to account for only 38% 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 4 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 (3.49) of the performance scores and at the overall mean (3.67) 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 park visitors.

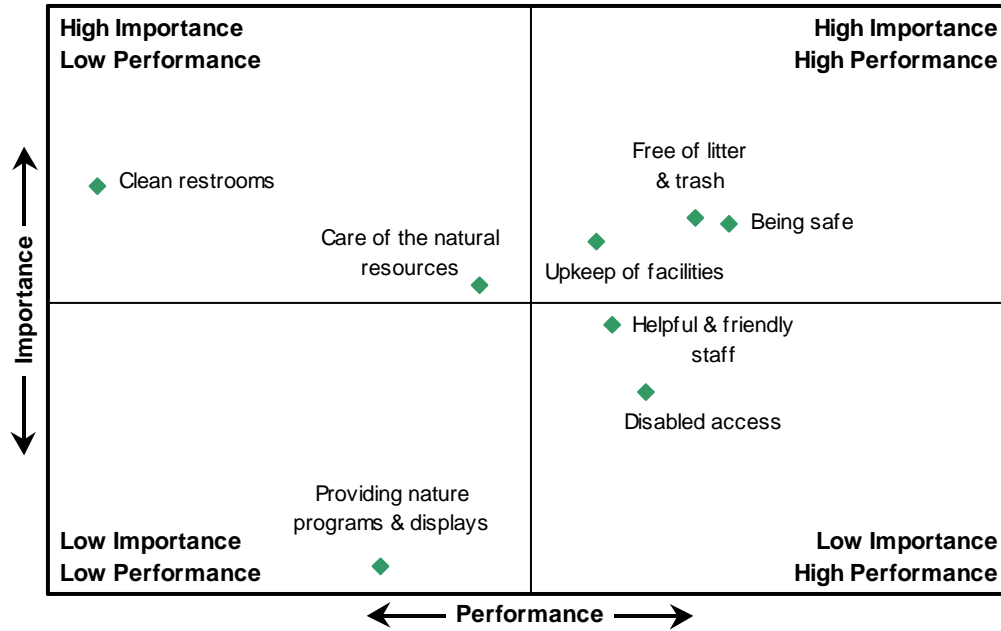
The I-P Matrix is divided into four quadrants to provide a guide to aid in possible management decisions. For example, the upper right quadrant is

Table 4. Mean Performance and Importance Scores for Park Attributes

Attribute	Mean Performance Score*	Mean Importance Score*
A. Being free of litter/trash	3.59	3.82
B. Having clean restrooms	3.23	3.88
C. Upkeep of park facilities	3.53	3.78
D. Having helpful & friendly staff	3.54	3.63
E. Access for persons with disabilities	3.56	3.51
F. Care of natural resources	3.46	3.70
G. Providing nature programs & displays	3.40	3.20
H. Being safe	3.61	3.81

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

Figure 5. Importance-Performance Matrix of Park Attributes



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.

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

CROWDING

Visitors to MTSP 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 1.9. Sixty-nine percent (68.5%) of the visitors to MTSP did not feel at all crowded (selected 1 on the scale) during their visit. The rest (31.5%) 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 14). Forty percent (40.4%) of the visitors who indicated some degree of crowding answered this open-ended question. Table 5 lists the locations where visitors felt crowded at MTSP. Of those who answered the open-ended

Table 5. Locations Where MTSP Visitors Felt Crowded During Their Visit

Location	Frequency	Percent
Campground	8	42.1%
On the lake or while fishing	5	26.3%
At the boat launches	3	15.8%
At the swimming beach	3	15.8%
Total	19	100.0%

question, the majority (42.1%) felt crowded in the campground. No significant differences were found between first time and repeat visitors, between campers and day-users, 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 3.66, whereas visitors who felt some degree of crowding had a mean overall satisfaction score of 3.33.

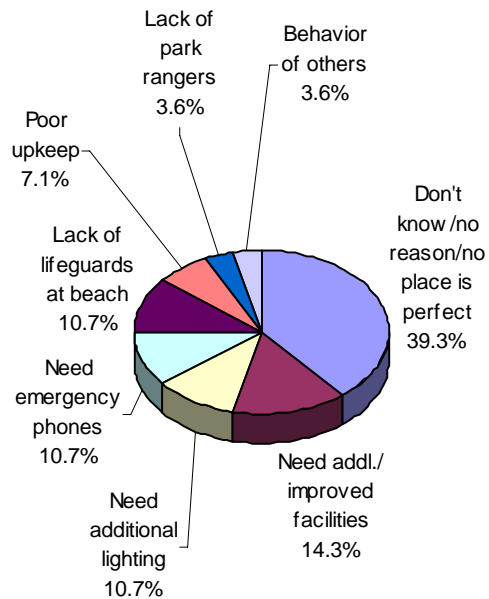
SAFETY CONCERNS OF VISITORS

Less than 40% (38.2%) of the visitors to MTSP did not rate the park as excellent for safety. Of those, 50.9% noted what influenced their rating. Their comments were grouped into categories and are shown in Figure 6. Appendix G provides a list of the comments.

Over one-third (39.3%) 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. Fourteen percent (14.3%) of the open-

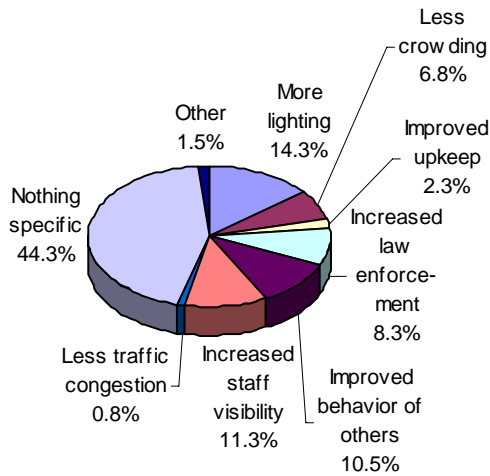
ended responses, however, were from visitors who felt the park needed additional or improved facilities.

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



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 MTSP. Although instructed to select only one attribute, many visitors selected more than one; consequently, 133 responses were given by 120 visitors. Figure 7 shows the percentage of responses given by visitors. Most (44.4%) felt that nothing specific would increase their

Figure 7. Percentage of Safety Attributes Chosen by Visitors



feeling of safety, but 14.3% felt that increased lighting in the park 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. Sixty-eight percent (68.4%) of those visitors answered this open-ended question. Table 6 shows the frequency and percentages of their responses. The majority (45.8%) felt that more lighting in the campgrounds would most increase safety.

Table 6. Locations Where Visitors Felt More Lighting Would Increase Safety

Location	Frequency	Percent
Campground	6	46.2%
Boat launches and parking areas	4	30.8%
Along park roads	2	15.4%
At park entrances	1	7.7%
Total	13	100.0%

There were no significant differences in the rating of safety by first time visitors versus repeat visitors or by weekend versus weekday visitors. Campers had a significantly ($p < .001$) higher safety rating (3.76) than day-users (3.35). There were no differences in safety ratings by any of the socio-demographic characteristics.

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 MTSP 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.

Group 1 was significantly ($p < .001$) more satisfied overall than Group 2, with an overall satisfaction score of 3.71 whereas Group 2 had an overall satisfaction score of 3.23. Group 1 was also significantly ($p < .05$) less crowded (1.6) than Group 2 (2.2). Group 1 also had significantly ($p < .01$) higher satisfaction ratings for five of the six 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 MTSP, and whether the encounter was positive or negative. The majority (71.6%) of visitors reported no encounter with a domestic animal. One-fourth (26.4%) reported experiencing a positive encounter with a domestic animal, while 2.0% reported a negative experience. Visitors were also asked to describe their encounters. Table 7 lists the frequency and percentages of their encounter descriptions.

VISITORS' OPINIONS OF CAMPER CABINS AT MARK TWAIN STATE PARK

Visitors were asked whether camper cabins at MTSP would enhance their park experiences. Only 30.7% of visitors responded positively to this question, with 69.3% of visitors responding negatively. Interestingly, campers were significantly ($p < .001$) less likely to feel camper cabins would enhance their experience at MTSP than day-users, with only 18.9% of campers indicating that camper cabins would be a benefit compared to 51.1% of day-users.

VISITORS' SOURCES OF INFORMATION ABOUT MISSOURI STATE PARKS

MTSP visitors were also asked to indicate how much information they receive from nine information sources regarding Mark Twain or other Missouri state parks. Word of mouth from friends or relatives was the most frequently cited source of information, with 88.7% of the visitors responding to this question reporting they receive some or lots of information through this medium. The second most frequent source of

Table 7. Visitors' Descriptions of Their Encounters of Domestic Animals

Category	Frequency	Percent
Positive/neutral comments	15	83.3%
Dogs off leashes	2	11.1%
Other negative encounters with dogs	<u>1</u>	<u>5.6%</u>
Total	18	100.0%

information from which visitors receive information about Mark Twain or other Missouri state parks is from brochures, pamphlets or other printed material. Seventy-three percent (73.2%) of visitors answering this question indicated receiving some or lots of information from this source. Visitors were also given the opportunity to indicate any other sources from which they receive information about Mark Twain or other Missouri state parks. The most frequently cited other source of information was maps.

Visitors were also asked how often they use the Internet when planning a trip or vacation. Only 10.0% indicated always using the Internet when planning a trip or vacation. Forty percent (40.0%) of visitors frequently use the Internet, 26.2% rarely use it, and 23.8% never use it when planning a trip or vacation.

HOW MUCH VISITORS VALUE MARK TWAIN 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 MTSP (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 MTSP.

The majority (39.1%) of visitors responding to this question indicated a value of \$5.00 a day, while 27.0% indicated \$3.00 a day, 21.7% indicated \$7.00 a day, and 12.2% indicated some other value. The majority (50.0%) of the visitors indicating some other value reported a value of \$0.00, while over one-fourth (28.6%) indicated a value of \$10.00 a day. Interestingly, 19% of the additional comments from visitors were made in response to this question, with the majority of visitors concerned that MTSP 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 MTSP a better one (question 29). Thirty-six percent (35.8%) of the total survey participants responded to this question, with 58 responses given by 54 respondents. The comments and suggestions were listed and grouped by similarities into 9 categories for frequency and percentage calculations. The list of comments and suggestions is found in Appendix H. Table 8 lists the frequencies and percentages of the comments and suggestions by category.

The majority (22.4%) of comments were from visitors who suggested needing additional or improved facilities. The rest of the comments were categorized based on similar suggestions or comments, such as comments in response to question 19, comments and suggestions about the campground, and other suggestions not falling into any other category.

Table 8. Frequency and Percentage of Comments and Suggestions from MTSP Visitors

Category	Frequency	Percent
1. Need additional/improved facilities	13	22.4%
2. Comments regarding question 19	11	19.0%
3. Comments/suggestions about campground	11	19.0%
4. General positive comments	8	13.8%
5. Better upkeep of beach & park facilities	4	6.9%
6. Comments about lake levels & stocking the lake	4	6.9%
7. Negative comments about park staff	2	3.4%
8. Allow ORV use on trails	2	3.4%
9. Other	3	5.2%
Total	58	100.0%

VISITOR COUNT ESTIMATES

The following results are from the attendance count survey. A total of 154 observations were made, for a confidence interval of 95.0% and a margin of error of plus or minus 8.0%. The majority (48.1%) of the vehicles observed were counted at Hwy. 107 Recreation Area, 33.8% were counted at the campground, 9.7% were counted at Rt. U Recreation Area, and 8.4% were counted at Buzzard’s Roost Day-Use Area. Since MTSP uses traffic counters at Hwy. 107 Recreation Area, at Rt. U Recreation Area, and at Buzzard’s Roost Day-Use Area, the number of visitors per axle was calculated to determine a more accurate estimate of visitation. The percentage of park-related vehicles (PRV) was also calculated in order to provide a more accurate estimate of the frequency with which PRVs cross the traffic counters.

The average number of axles per visitor vehicle (VV) was 2.6 and the average number of visitors per VV was 2.2. The percentage of PRV axles was 5.1% of the total number of axles counted, and was determined by dividing the number of PRV axles by the sum of PRV and VV axles. The number of visitors per axle was 0.85, and was calculated by dividing the number of visitors per VV (2.2) by the number of axles per VV (2.6).

The number of vehicles per axle can then be multiplied by the total number of axles crossing the traffic counter minus the 5.1% of axles represented by PRV,

to estimate attendance. For instance, if a traffic counter reading indicates a total count of 500 for a day, the following sample equation provides an estimate of the number of visitors for that day.

$$500 \div 4 = 125 \text{ (the traffic counters at MTSP cross both incoming and exiting lanes and count by axles)}$$

$$125 \text{ axles} - (125 \times 5.1\% \text{ PRV}) = 118.6 \text{ VV axles}$$

$$118.6 \text{ VV axles} \times 0.85 \text{ visitor per axle} = 101 \text{ visitors}$$

Because differences may exist in the number of visitors per VV and the number of axles per VV for the different recreation areas at MTSP, the following three equations have been calculated to reflect these differences. At Hwy. 107 Recreation Area, the average number of axles per VV was 2.7, the average number of visitors per VV was 2.2, and PRV axles accounted for 6.2% of the total number of axles counted. At Rt. U Recreation Area, the average number of axles per VV was 2.9, the average number of visitors per VV was 1.7, and there were no PRV axles during the survey period. At Buzzard’s Roost Day-Use Area, the average number of axles per VV was 2.0, the average number of visitors per VV was 2.1, and PRV axles accounted for 7.7% of the total number of axles counted.

Hwy. 107 Recreation Area:

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

$$125 \text{ axles} - (125 \times 6.2\% \text{ PRV}) = 117.3 \text{ VV axles}$$

$$117.3 \text{ axles} \times 0.81 \text{ visitors per axle} = 95 \text{ visitors}$$

Rt. U Recreation Area:

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

$$125 \text{ axles} \times 0.59 \text{ visitors per axle} = 74 \text{ visitors}$$

Buzzard’s Roost Day-Use Area:

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

$$125 \text{ axles} - (125 \times 7.7\% \text{ PRV}) = 115.4 \text{ VV axles}$$

$$115.4 \text{ axles} \times 1.1 \text{ visitors per axle} = 127 \text{ visitors}$$

Discussion

MANAGEMENT IMPLICATIONS

The results of this study provide relevant information concerning MTSP 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 park managers and planners, because much of the annual visitation occurs during this period.

Satisfaction Implications

Fifty-nine percent (58.7%) of MTSP 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 (68.7%) combined with their positive comments provide evidence that MTSP visitors are indeed satisfied with their park experience. The overall satisfaction score also provides a benchmark in which to compare overall satisfaction of MTSP visitors over a period of time.

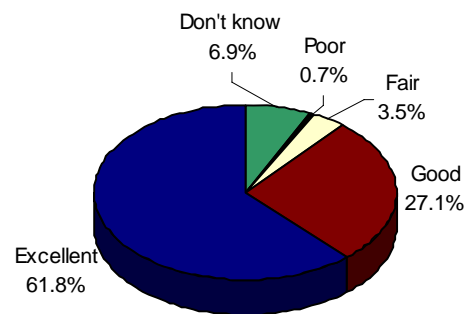
One cautionary note, however. It has been suggested that uniformly high levels of overall satisfaction can be of limited usefulness to recreation managers in understanding relationships between outdoor recreation opportunities and experiences, particularly because most visitors choose recreation opportunities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

other words, visitors to MTSP may be visiting MTSP 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 MTSP.

Safety Implications

MTSP managers should be commended for providing a park in which visitors feel relatively safe. Only 38.2% 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 (44%) of visitors indicated that nothing specific

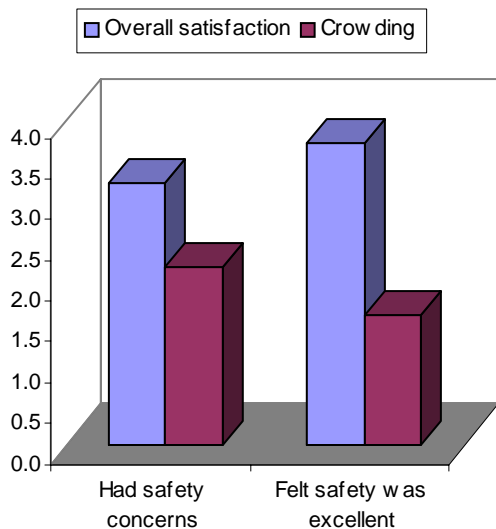
Figure 8. Safety Ratings of Visitors at MTSP



would increase their feeling of safety at MTSP.

There were some visitors, however, who did express safety concerns; and since visitors' perception of safety did affect their overall satisfaction and perceptions of crowding at MTSP (Figure 9), it behooves managers to give consideration to their concerns. Fourteen percent (14%) of visitors with safety concerns responded to an open-ended question with comments regarding needing improved or additional facilities. Out of a list of nine safety attributes, 14% of visitors selected increased lighting as the attribute that would most increase their feeling of safety at MTSP. Interestingly, campers gave safety a significantly higher performance rating than day-users. This difference in safety ratings may be explained by the fact that campground hosts frequently patrol the campground at MTSP and are highly visible to campers, whereas day-users using the other recreational areas might not encounter park staff as frequently.

Figure 9. Levels of Satisfaction and Crowding by Safety Concerns



Crowding Implications

Surprisingly, visitors' perceptions of crowding were not very high considering the amount of use MTSP experiences. About 42% of visitors did not feel at all crowded, and the mean crowded score for visitors was only 1.9. However, visitors' perceptions of crowding did influence their overall satisfaction at MTSP, indicating that visitors' perceptions of crowding should be a management concern.

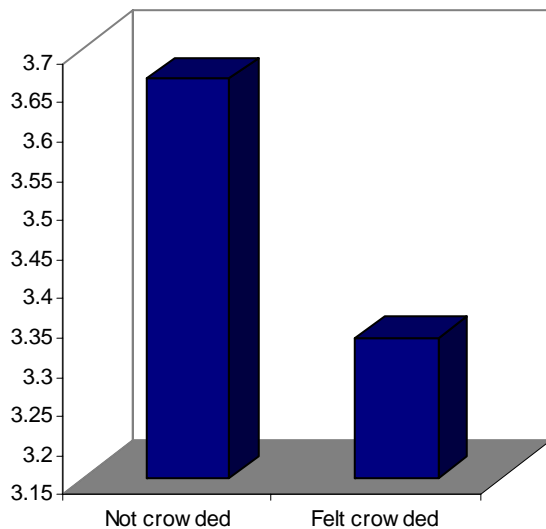
Crowding is a perceptual construct not always explained by the number or density of other visitors. Expectations of visitor numbers, the behavior of other visitors, and visitors' perception of resource degradation all play a significant role in crowding perceptions (Armistead & Ramthun, 1995; Peine et al., 1999). Visitors who felt crowded had a significantly lower overall satisfaction than visitors who did not feel crowded (Figure 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 in the campground. Further study could determine if crowding perceptions here are due to the number of people or perhaps the behavior of those in the campground.

Performance Implications

Visitors felt that clean restrooms were very important but rated MTSP's as needing attention. Visitors also felt that care of the natural resources was very important, but did not rate MTSP as high in this area.

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



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 MTSP experiences during peak season. Campers gave significantly higher performance ratings than day-users, however, regarding the park having clean restrooms. This result suggests that the performance rating of restroom cleanliness may be a function of the type of visitor and where the restroom is located. The majority of restrooms in the campground at MTSP provide flush toilets, whereas the restrooms in the other recreational areas provide pit toilets.

Visitors' lower performance rating of care of the natural resources may be due in part to their perceptions of crowding. As stated previously, visitors' perceptions of resource degradation often contribute to their perceptions of crowding and, in fact, visitors who felt some degree of crowding gave a

significantly lower ($p < .01$) performance rating (3.24) regarding the care of natural resources than visitors who were not crowded (3.56).

Implications for MTSP's Nature Programs & Displays

Another area of concern for managers at MTSP is the low importance and performance ratings given by visitors regarding MTSP providing nature programs and displays. Less than 5% of visitors indicated attending a naturalist-led program. Seventy-two percent (72%) of visitors, when asked how satisfied they were with MTSP's naturalist-led programs, reported that they didn't know. Another 46% of visitors, when asked to rate MTSP on providing nature programs and displays, again reported that they didn't know how to rate this attribute. These results suggest that most visitors may not be aware of the nature programs, and thus do not attend them.

Conclusion

MTSP visitors are very satisfied with MTSP, as evidenced by the high percentage of visitors who were repeat visitors, and also by their high satisfaction ratings. MTSP visitors also gave high performance ratings to the park being safe, being free of litter and trash, and upkeep of the facilities.

The results of the present study suggest some important management and planning considerations for MTSP. Even though MTSP visitors rated their visits and the park features relatively high and felt fairly safe, continued attention to safety, crowding, and restroom cleanliness 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 MTSP. The frequency and percentage calculations of survey responses provide useful information concerning socio-demographic characteristics, use patterns, and satisfaction of MTSP visitors. In addition, the “sub-analysis” of data is important in identifying implications for management of MTSP. (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 MTSP should also be conducted on a regular basis (e.g., every three, four, or five years). Future MTSP studies can identify changes and trends in socio-demographic characteristics, use patterns, and visitors’ satisfaction at MTSP.

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 MTSP and other parks and historic sites might be conducted during other seasons for comparison between seasonal visitors.

METHODOLOGY RECOMMENDATIONS AND CONSIDERATIONS FOR MTSP 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. Mark Twain State Park Visitor Survey



Mark Twain State Park



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

1. **Is this your first visit to Mark Twain 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 Mark Twain 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 Mark Twain State Park
 tent RV/trailer/camper/van conversion
 nearby lodging facilities
 nearby campground
 friends/relatives
 other (Please specify.) _____

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

6. **Which recreational activities are you engaging in during your visit to Mark Twain State Park?** (Check all that apply.)
 picnicking swimming attending special event
 fishing boating visiting Mark Twain Birthplace State Historic Site
 camping viewing wildlife visiting Union Covered Bridge State Historic Site
 hiking studying nature
 walking attending naturalist-led program
 other (Please specify.) _____

7. **Have you had a positive or a negative experience with a domestic animal (dog, cat, horse, etc.) during your visit to Mark Twain State Park?**
 positive negative no experience

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

9. **How satisfied are you with each of the following at Mark Twain 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. boat launches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. naturalist-led programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. **How do you rate Mark Twain 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"/>

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

12. **Which of the following would most increase your feeling of being safe at Mark Twain 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.) _____

13. **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	

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



PLEASE TURN SURVEY OVER.



15. Camper cabins are wood structures, without electricity and running water, and are found at Lake of the Ozarks State Park. Currently, there are no camper cabins in Mark Twain State Park. Do you feel camper cabins would enhance your park experience at Mark Twain State Park? (Check only one box.) yes no

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

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 Mark Twain State Park 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. 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 rarely frequently 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.)

<input type="checkbox"/> grade school	<input type="checkbox"/> vocational school	<input type="checkbox"/> graduate of 4-year college
<input type="checkbox"/> high school	<input type="checkbox"/> some college	<input type="checkbox"/> advanced graduate degree

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

<input type="checkbox"/> homemaker	<input type="checkbox"/> professional/technical
<input type="checkbox"/> self-employed	<input type="checkbox"/> retired
<input type="checkbox"/> service-based employee	<input type="checkbox"/> student
<input type="checkbox"/> manufacturing-based employee	<input type="checkbox"/> other (Please specify.) _____

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

<input type="checkbox"/> single with no children	<input type="checkbox"/> married with children living at home
<input type="checkbox"/> single with children	<input type="checkbox"/> married with children grown
<input type="checkbox"/> married with no children	<input type="checkbox"/> other (Please specify.) _____

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

<input type="checkbox"/> African American	<input type="checkbox"/> Asian	<input type="checkbox"/> White
<input type="checkbox"/> American Indian	<input type="checkbox"/> Hispanic	<input type="checkbox"/> 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.)

<input type="checkbox"/> less than \$25,000	<input type="checkbox"/> \$50,001 - \$75,000
<input type="checkbox"/> \$25,000 - \$50,000	<input type="checkbox"/> 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 Mark Twain State Park a better one.

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

Appendix B. Survey Protocol

Protocol for Mark Twain 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 Mark Twain 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 Mark Twain 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 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	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:*

- CG = Campground
- 107 = Hwy. 107 Recreation Area
- BR = Buzzard's Roost Day-Use Area
- U = Rt. U Recreation Area

Appendix E. Attendance Survey Form

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 State Park Visitor Survey

1. Is this your first visit to Mark Twain State Park? (n=150)

yes	31.3%
no	68.7%

If no, about how many times have you visited the park in the past year? (n=89)

The responses from this open-ended question were grouped into the following 9 categories:

0	14.6%
1	6.7%
2	11.2%
3	16.9%
4	11.2%
5-6	13.5%
7-10	12.3%
11-20	6.7%
21+	6.7%

The average # of times visitors visited the park in the past year was 6.3 times.

2. During this visit to Mark Twain State Park, are you staying overnight? (n=150)

yes	73.3%
no	26.7%

If yes, how many nights are you staying? (n=93)

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

1	23.7%
2	48.4%
3	19.4%
4-5	7.6%
6+	1.1%

The average # of nights respondents stayed overnight was 2.2 nights.

3. If staying overnight, where are you staying? (n=111)

campground in Mark Twain State Park	83.8%
tent	51.3%
RV	48.7%
nearby lodging facilities	5.4%
nearby campground	0.9%
friends/relatives	0.9%
other	9.0%

- 4. Who did you come to Mark Twain State Park with during this visit? (n=149)**
 alone 2.7% family & friends 22.1% club or organized group 0.7%
 family 53.0% friends 21.5% other 0.0%

- 5. Did you bring a pet with you during this visit? (n=145)**
 yes 16.6%
 no 83.4%

6. Which recreational activities are you engaging in during your visit to Mark Twain State Park? (n=151)

picnicking	31.8%	swimming	45.7%	attending special event	2.0%
fishing	53.6%	boating	43.0%	visiting Mark Twain Birthplace	
camping	59.6%	viewing wildlife	31.1%	State Historic Site	9.9%
hiking	19.9%	studying nature	8.6%	visiting Union Covered Bridge	
walking	29.1%	attending naturalist-led program	4.6%	State Historic Site	4.6%
other	7.3%				

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

- | | |
|----------------------------------|-----------------------------|
| Bicycling. | Drove to surrounding towns. |
| Bike riding. | Family reunion. |
| Bike riding. | H.O.G. Rally in Hannibal. |
| Biking, visiting Hannibal. | H.O.G. Rally in Hannibal. |
| Caving. | Jet skiing. |
| Driving through; scenic driving. | |

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

- positive 26.4%
 negative 2.0%
 no experience 71.6%

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

18 visitors answered this open-ended question. Their responses were grouped into the following 3 categories.

	<u>Frequency</u>	<u>Percent</u>
1. Positive/neutral comments	15	83.3%
2. Dogs off leashes	2	11.1%
3. Other negative encounters with dogs	<u>1</u>	<u>5.6%</u>
Total	18	100.0%

In addition to percentages of responses, a mean score was calculated for each feature in questions 9, 10, 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. 9 & 16); 4 = excellent, 3 = good, 2 = fair, and 1 = poor (Q. 10); and 4 = very important, 3 = important, 2 = unimportant, and 1 = very unimportant (Q. 17). The mean score is listed in parenthesis following each feature.

9. How satisfied are you with each of the following in Mark Twain State Park?

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know	
a. campground (3.63)	53.6%	32.1%	0.0%	0.0%	14.3%	n=140
b. park signs (3.43)	44.7%	51.1%	1.4%	0.7%	2.1%	n=141
c. picnic areas (3.50)	38.0%	35.9%	0.7%	0.0%	25.4%	n=142
d. boat launches (3.23)	34.3%	32.1%	5.0%	5.7%	22.9%	n=140
e. trails (3.31)	19.5%	32.3%	0.0%	1.5%	46.6%	n=133
f. naturalist-led programs (3.50)	14.2%	14.2%	0.0%	0.0%	71.7%	n=127

10. How do you rate Mark Twain State Park on each of the following?

	Excellent	Good	Fair	Poor	Don't Know	
a. being free of litter/trash (3.59)	64.7%	30.0%	5.3%	0.0%	0.0%	n=150
b. having clean restrooms (3.23)	38.9%	41.6%	6.7%	5.4%	7.4%	n=149
c. upkeep of park facilities (3.53)	56.0%	33.3%	3.3%	1.3%	6.0%	n=150
d. having a helpful/friendly staff (3.54)	52.7%	28.8%	4.8%	0.7%	13.0%	n=146
e. access for persons with disabilities (3.56)	37.1%	24.3%	0.7%	0.7%	37.1%	n=140
f. caring for the natural resources (3.46)	43.8%	39.7%	1.4%	1.4%	13.7%	n=146
g. providing nature programs & displays (3.40)	26.6%	23.0%	3.6%	0.7%	46.0%	n=139
h. being safe (3.61)	61.8%	27.1%	3.5%	0.7%	6.9%	n=144

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

282 visitors (50.9% of those who did not rate the park as excellent on being safe) responded to this question. The responses were divided into 8 categories. Frequencies and percentages of responses in each category are listed.

	Frequency	Percent
1. Don't know/no place is perfect	11	39.3%
2. Need additional/improved facilities	4	14.3%
3. Lack of lifeguards at swimming beach	3	10.7%
4. Need additional lighting	3	10.7%
5. Need emergency phones	3	10.7%
6. Poor maintenance/upkeep	2	7.1%
7. Lack of park rangers	1	3.6%
8. Other	1	3.6%
Total	28	100.0%

12. Which of the following would most increase your feeling of being safe at Mark Twain State Park?

133 responses were given by 120 visitors.

	Frequency	Percent
1. More lighting	19	14.3%
2. Less crowding	9	6.8%
3. Improved upkeep of facilities	3	2.3%

4. Increased law enforcement patrol	11	8.3%
5. Improved behavior of others	14	10.5%
6. Increased visibility of park staff	15	11.3%
7. Less traffic congestion	1	0.8%
8. Nothing specific	59	44.4%
9. Other	<u>2</u>	<u>1.5%</u>
Total	133	100.0%

13 visitors (68.4% 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 4 categories. Frequencies and percentages of each category are listed.

	<u>Frequency</u>	<u>Percent</u>
1. Campground	6	46.2%
2. At boat ramps & parking lots	4	30.8%
3. Along park roads	2	15.4%
4. At park entrances	<u>1</u>	<u>7.8%</u>
Total	13	100.0%

2 visitors reported what other attribute would increase safety:

Better walkways on beach.
Play equipment for children.

13. During this visit, how crowded did you feel? (n=149)

On a scale of 1-9, with 1 = Not at all crowded and 9 = Extremely crowded, the mean response was 1.9.

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

A total of 19 open-ended responses were given and were divided into 4 categories. Frequencies and percentages of responses in each category are listed.

	<u>Frequency</u>	<u>Percent</u>
Campground	8	42.1%
On the lake and in the fishing areas	5	26.3%
At the swimming beach	3	15.8%
At the boat ramps and parking lots	<u>3</u>	<u>15.8%</u>
Total	19	100.0%

15. Camper cabins are wood structures, without electricity and running water, and are found in Lake of the Ozarks State Park. Currently, there are no camper cabins in Mark Twain State Park. Do you feel camper cabins would enhance your park experience at Mark Twain State Park? (n=137)

yes 30.7%
no 69.3%

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

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	
(Mean score = 3.55)	58.7%	38.7%	1.3%	1.3%	n=150

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)	81.9%	18.1%	0.0%	0.0%	0.0%	n=149
b. having clean restrooms (3.88)	87.8%	12.2%	0.0%	0.0%	0.0%	n=148
c. upkeep of park facilities (3.78)	76.5%	21.5%	0.0%	0.0%	2.0%	n=149
d. having a helpful/friendly staff (3.63)	64.2%	34.5%	1.4%	0.0%	0.0%	n=148
e. access for disabled persons (3.51)	48.3%	30.6%	5.4%	0.0%	15.6%	n=147
f. caring for the natural resources (3.70)	70.3%	29.1%	0.7%	0.0%	0.0%	n=148
g. providing nature programs & displays (3.20)	32.4%	44.6%	12.8%	0.7%	9.5%	n=148
i. being safe (3.81)	81.8%	17.6%	0.7%	0.0%	0.0%	n=148

18. How do you typically receive information about Mark Twain State Park 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	48.0%	29.3%	17.1%	5.7%	n=123
b. magazines	41.9%	46.2%	6.0%	6.0%	n=117
c. newspapers	53.5%	34.2%	7.0%	5.3%	n=114
d. direct mail	71.8%	17.9%	2.6%	7.7%	n=117
e. brochures, pamphlets, or other printed material	23.6%	42.5%	30.7%	3.1%	n=127
f. radio	64.7%	26.7%	3.4%	5.2%	n=116
g. television	68.1%	24.1%	1.7%	6.0%	n=116
h. word of mouth, relatives, friends, etc.	9.0%	36.8%	51.9%	2.3%	n=133
i. other (<i>Please specify.</i>)	0.0%	16.7%	83.3%	0.0%	n=6

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

- | | |
|----------------------------------|-------------|
| Book on state parks. | Map. |
| By fishing. | Maps. |
| Conservation book. | Phone. |
| Department of Revenue brochures. | Road map. |
| Live nearby. | Tournament. |
| Map. | |

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=115)

\$3 per day	27.0%	\$7 per day	21.7%
\$5 per day	39.1%	other	12.2%

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

	<u>Frequency</u>	<u>Percent</u>
\$0	7	50.0%
\$2	1	7.1%
\$10	4	28.6%
\$25	1	7.1%
\$300	1	7.1%
Total	14	100.0%

20. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (n=130)

never	23.8%	frequently	40.0%
rarely	26.2%	always	10.0%

21. What is your age? (n=146)

Responses were divided into the following 4 categories:

18-34	27.4%
35-54	54.1%
55-64	11.7%
65-85	6.8%

(Average age = 41.4)

22. Gender? (n=148)

Female	42.6%
Male	57.4%

23. What is the highest level of education you have completed? (n=147)

grade school	0.0%	vocational school	7.5%	graduate of 4-year college	19.0%
high school	38.1%	some college	27.9%	advanced graduate degree	7.5%

24. What is your primary occupation? (n=144)

homemaker	7.6%	professional/technical	45.1%
self-employed	7.6%	retired	10.4%
service-based	9.7%	student	3.5%
manufacturing-based	15.3%	other	0.7%

25. What is your household composition? (n=148)

single with no children	16.2%	married with children living at home	40.5%
single with children	6.8%	married with children grown	25.0%
married with no children	10.8%	other	0.7%

26. What is your ethnic origin? (n=146)

African American	0.0%	Asian	2.7%	White	95.9%
American Indian	0.7%	Hispanic	0.7%	Other	0.0%

27. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? (n=141)

The states with the highest percentages of respondents were:

Missouri (83.7%)

Illinois (8.5%)

Iowa (2.8%)

28. What is your annual household income? (n=127)

less than \$25,000	15.7%	\$50,001 - \$75,000	26.0%
\$25,000 - \$50,000	40.2%	over \$75,000	18.1%

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 Mark Twain State Park a better one.

54 of the 151 visitors (35.8%) responded to this question. A total of 58 responses were given, and were divided into 9 categories. Frequencies and percentages of responses in each category are listed.

	<u>Frequency</u>	<u>Percent</u>
1. Need additional/improved facilities	13	22.4%
2. Comments regarding question 19	11	19.0%
3. Comments/suggestions about the campground	11	19.0%
4. General positive comments	8	13.8%
5. Better upkeep of beach and park facilities	4	6.9%
6. Comments about stocking the lake and lake levels	4	6.9%
7. Negative comments about park staff	2	3.4%
8. Allow ORV use on trails	2	3.4%
9. Other	<u>3</u>	<u>5.2%</u>
Total	58	100.0%

Appendix G. List of Responses for Safety Concerns (Q 11)

Responses to Question # 11

If you did not rate the park as excellent on being safe (*Question 10, letter h.*), what influenced your rating?

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

- Don't know much about it.
- Don't know.
- Good as far as I know.
- Have not used the services.
- Haven't marked anything excellent -- haven't had need for it.
- I have not seen anything unsafe.
- I haven't seen much of the park yet.
- It's as safe as any other campground.
- It's late October and there is not much traffic or people to know. It seems very safe with the few other campers here.
- Nothing specific.
- You can never be totally safe.

Need additional/improved facilities

- Availability of phone/shower houses in each camp area/lighting.
- Life guards. No restrooms in Florida.
- Playground equipment not for all ages.
- Poor playground area.

Lack of lifeguards at beach

- Beaches without watchers.
- Life guards. No restrooms in Florida.
- No lifeguards.

Need additional lighting

- Availability of phone/shower houses in each camp area/lighting.
- More lighting at boat ramps.
- Poor lighting in parking areas and at boat launch.

Need emergency phones

- A pay phone should be at all swimming facilities.
- Availability of phone/shower houses in each camp area/lighting.
- Emergency telephone.

Poor maintenance/upkeep

- Campground has some dead limbs overhanging some campsites.
- Spider nests in restroom.

Lack of park rangers

- Don't see any park ranger.

Other

- Lots of riff-raff campers.

Appendix H. 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 Mark Twain State Park a better one.

Need additional/improved facilities

- Add bathrooms with running water and flushing toilets.
- Better lighting on boat ramp.
- Boat dock at boat ramp.
- Campground needs better playground equipment. Lakeside campsites would be great. The beach needs a sidewalk to access to beach area and water to rinse feet.
- Clean out underwater weeds from beach. Provide shower houses at beach or at least an outside shower to rinse off.
- I enjoy it the way it is now. However, I do think another boat ramp is needed.
- If there was a wooden walkway or something to better access your boat after you have launched it.
- More trails to access the lake -- free of grass, etc., for those who do not have boats.
- Need more trash barrels disbursed around.
- No soap in restrooms.
- Provide water to rinse off (at the beach). Trash can on beach. Put paved path back at beach.
- Trash barrels would a good idea at boat ramp.
- We really enjoy staying here but would like to have a courtesy dock here.

Comments regarding question 19

- Free.
- I enjoy the beach, but I wouldn't come very often if I had to pay.
- If it is paid by own taxes, it should be free to Missouri citizens.
- If it is paid by state tax money, it should be free to the public because it's paid by the public.
- Keep it free to public.
- Paid for by taxes during year.
- Paid for by taxes, free.
- Priceless.
- Priceless.
- Tax supported already.
- The taxes adequately cover the costs.

Comments/suggestions about campground

- Campground needs better playground equipment. Lakeside campsites would be great. The beach needs a sidewalk to access to beach area and water to rinse feet.
- It would be great if water was at each site. Also full hook ups at some sites.
- It would be very nice if the campsites had fishing docks/piers for people who like to fish who have no boat -- this would be really nice.
- Maintain a higher water level and campsites closer to the lake.
- More parking space for campsite visitors would be an asset to the park.
- More sites with sewers would be nice.

- Need more electric sites. Tent campers use all of electric sites and none left for trailers.
- Provide water at each campsite.
- The maintenance crew are rude and unproductive. Need more electric sites. The primitive sites are in the best location but no electric.
- Water at campsites on electric sites.
- Water hookups at all sites -- also electric.

General positive comments

- Great.
- It's a nice park.
- I've enjoyed my first visit very much.
- Missouri has the finest park and recreation system in US.
- Nice park, very clean.
- Our first impression is excellent -- a beautiful park. Very friendly and helpful host.
- We love to camp at Buzzard's Roost -- close to home and always a great time.
- Your campsites are large enough so you do not feel cramped.

Better upkeep of beach and park facilities

- Clean out underwater weeds from beach. Provide shower houses at beach or at least an outside shower to rinse off.
- I would like to see the beaches look more like a beach. They currently have weeds growing in the sand and they don't look very well kept.
- Park is fantastic, but from camping here before the park is in need of maintenance.
- The other thing that I have seen that needed help was the bathroom and showers were needing cleaning and sanitizing; other than that, everything was fine.

Comments about stocking the lake and lake levels

- Leave water in lake higher.
- Maintain a higher water level and campsites closer to the lake.
- More fish stocked.
- The crappie are all too small, what happened to the big ones?

Negative comments about park staff

- The maintenance crew are rude and unproductive. Need more electric sites. The primitive sites are in the best location but no electric.
- We would have enjoyed our trip more if the hostess had asked us rather than accused us of "storming in here" when we were actually lost. Offering help first of all would have been the best alternative to "policing". Allowing pets loose on our lots and not letting them roam around would be another positive experience. We are adults and take responsibility for our actions.

Allow ORV use on trails

- Need to open trails for four-wheel riders.
- This park should be open to 4 wheeler riding on trails throughout the park as they are no more hard on property as horses.

Other

- Heat and bugs make this a less than excellent experience. More information on Hannibal and surrounding area might be helpful.
- Lots of bees and spiders.
- Would like more about reserving campsites.