



2004 Mastodon Visitor Count

Frequencies

The following tables indicate the overall frequency and percentage of observations by location, category of vehicle, type of vehicle, in-state or out-of-state license, and whether or not the user indicated visiting the "other side" of the site during the survey period. The columns of most importance are the "Frequency" (total number of observations) and "Valid Percent" columns. For instance, in the following table "Location of count", a total of 277 vehicles were surveyed, 92 of which, or 33.2%, were surveyed at the museum entrance.

Location of count

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Museum entrance	92	33.2	33.2	33.2
	Day-use area entrance	185	66.8	66.8	100.0
	Total	277	100.0	100.0	

Category of vehicle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Visitor-related vehicle	262	94.6	94.6	94.6
	Park-related vehicle	15	5.4	5.4	100.0
	Total	277	100.0	100.0	

Type of vehicle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Car	126	45.5	45.5	45.5
	Pickup truck	55	19.9	19.9	65.3
	SUV	47	17.0	17.0	82.3
	Van	40	14.4	14.4	96.8
	RV	1	.4	.4	97.1
	Motorcycle	2	.7	.7	97.8
	Bus	2	.7	.7	98.6
	Other	4	1.4	1.4	100.0
	Total	277	100.0	100.0	

In-state or out-of-state license

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missouri license	266	96.0	96.7	96.7
	Out-of-state license	9	3.2	3.3	100.0
	Total	275	99.3	100.0	
Missing	System	2	.7		
Total		277	100.0		

Did you or will you be visiting the museum/picnic area today?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	22.4	23.7	23.7
	No	200	72.2	76.3	100.0
	Total	262	94.6	100.0	
Missing*	System	15	5.4		
Total		277	100.0		

*Park-related vehicles were not included in this tabulation.

Means

This table reports the overall mean number of people and number of axles, by category of vehicle (visitor-related vs. park-related). The overall mean number of people per visitor vehicle is 2.11, and the overall mean axle count is 2.00.

Report

Category of vehicle		PEOPLE	Number of axles
Visitor-related vehicle	Mean	2.11	2.00
	N	262	262
	Std. Deviation	1.879	.000
Park-related vehicle	Mean	1.20	2.00
	N	15	15
	Std. Deviation	.561	.000
Total	Mean	2.06	2.00
	N	277	277
	Std. Deviation	1.843	.000

Crosstabs

These tables compare frequencies and percentages between survey locations. For instance, the following table compares the frequency and percentage of visitor-related vehicles vs. park-related vehicles at the museum entrance and at the day-use area entrance. Ninety-one percent (91.3%) of the vehicles surveyed at the museum entrance were visitor-related vehicles, while 8.7% were park-related vehicles; whereas, 96.2% of vehicles surveyed at the day-use area were visitor-related vehicles, while 3.8% were park-related vehicles. I think, in the past, Mastodon has been overestimating the percentage of park-related vehicles crossing the vehicle counters and thus underestimating visitor vehicles.

Category of vehicle * Location of count Crosstabulation

		Location of count		Total	
		Museum entrance	Day-use area entrance		
Category of vehicle	Visitor-related vehicle	Count	84	178	262
		% within Location of count	91.3%	96.2%	94.6%
	Park-related vehicle	Count	8	7	15
		% within Location of count	8.7%	3.8%	5.4%
Total		Count	92	185	277
		% within Location of count	100.0%	100.0%	100.0%

In-state or out-of-state license * Location of count Crosstabulation

		Location of count		Total	
		Museum entrance	Day-use area entrance		
In-state or out-of-state license	Missouri license	Count	87	179	266
		% within Location of count	95.6%	97.3%	96.7%
	Out-of-state license	Count	4	5	9
		% within Location of count	4.4%	2.7%	3.3%
Total		Count	91	184	275
		% within Location of count	100.0%	100.0%	100.0%

Did you or will you be visiting the museum/picnic area today? * Location of count Crosstabulation

			Location of count		Total
			Museum entrance	Day-use area entrance	
Did you or will you be visiting the museum/picnic area today?	Yes	Count	26	36	62
		% within Location of count	31.0%	20.2%	23.7%
	No	Count	58	142	200
		% within Location of count	69.0%	79.8%	76.3%
Total		Count	84	178	262
		% within Location of count	100.0%	100.0%	100.0%

Means

This table compares the minimum, maximum, and mean number of people and axles per vehicle category, by location of survey. For instance, the mean number of people per visitor-related vehicle at the museum entrance is 2.54, whereas the mean number of people per visitor-related vehicle at the day-use area is 1.90. The standard deviation for the mean number of people for both the museum entrance and the day-use entrance is fairly high, which indicates there was a lot of variance in the number of people observed per visitor vehicle. This variance can be seen when looking at the minimum and maximum number of people reported per visitor vehicle. The minimum number of people per visitor-related vehicle for both entrances is one, the maximum number for the museum is 17, and the maximum for the day-use area is 19. Based on this variance, I think it would be safe to use a multiplier of at least 2 at the day-use area and a multiplier of at least 2.6 at the museum area. However, I am concerned that this may be an underestimation considering there were only two buses surveyed. A survey in the spring when school groups begin their field trips may increase the mean number of people per visitor vehicle and yield a more accurate depiction of visitation.

Report

Category of vehicle	Location of count		PEOPLE	Number of axles
Visitor-related vehicle	Museum entrance	Mean	2.54	2.00
		N	84	84
		Std. Deviation	2.097	.000
		Minimum	1	2
		Maximum	17	2
	Day-use area entrance	Mean	1.90	2.00
		N	178	178
		Std. Deviation	1.736	.000
		Minimum	1	2
		Maximum	19	2
	Total	Mean	1.00	2.00
		N	262	262
		Std. Deviation	1.879	.000
		Minimum	1	2
		Maximum	19	2
Park-related vehicle	Museum entrance	Mean	2.11	2.00
		N	262	262
		Std. Deviation	1.879	.000
		Minimum	1	2
		Maximum	19	2
	Day-use area entrance	Mean	1.00	2.00
		N	8	8
		Std. Deviation	.000	.000
		Minimum	1	2
		Maximum	1	2
	Total	Mean	1.00	2.00
		N	15	15
		Std. Deviation	.787	.000
		Minimum	1	2
		Maximum	3	2
Total	Mean	1.00	2.00	
	N	15	15	
	Std. Deviation	.787	.000	
	Minimum	1	2	
	Maximum	3	2	

		Std. Deviation	.561	.000
		Minimum	1	2
		Maximum	3	2
		Median	1.00	2.00
Total	Museum entrance	Mean	2.40	2.00
		N	92	92
		Std. Deviation	2.049	.000
		Minimum	1	2
		Maximum	17	2
		Median	2.00	2.00
	Day-use area entrance	Mean	1.89	2.00
		N	185	185
		Std. Deviation	1.711	.000
		Minimum	1	2
		Maximum	19	2
		Median	1.00	2.00
	Total	Mean	2.06	2.00
		N	277	277
		Std. Deviation	1.843	.000
		Minimum	1	2
		Maximum	19	2
		Median	2.00	2.00