

1998 Johnson's Shut-Ins State Park Visitor Survey

Project Completion Report

Submitted to

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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 Johnson's Shut-Ins State Park (JSISP).

An on-site survey of adult visitors to JSISP was conducted from July 1, to August 31, 1998. Four hundred surveys were collected, with an overall response rate of 68.4%. Results of the survey have a margin of error of plus or minus 5%. The following information summarizes the results of the study.

Socio-demographic Characteristics

- JSISP visitors were comprised of nearly equal numbers of males and females, and the average age of the adult visitors to JSISP was 37.
- The highest percentage had completed a four-year college degree or a post-graduate degree and had an annual household income of \$25,000-\$50,000.
- The majority of visitors (92%) were Caucasian, 1% were Native American, 2% were Hispanic, 2% were Asian, and 0.8% were African American.
- Almost 3% of the visitors reported having a disability.
- Over two-thirds of the visitors (67%) were from Missouri, and 17% were from Illinois.

 Most visitors came from the St. Louis area with the remainder spread throughout the state.

Use-Patterns

- About two-thirds of JSISP visitors had visited the park before.
- JSISP visitors had visited the park an average of 1.6 times in the past year.
- About two-thirds of the visitors were day-users.
- Of the visitors staying overnight, twothirds stayed in the JSISP campground, and almost half stayed two nights. The average number of nights visitors stayed was 2.2.
- The majority of JSISP visitors visited the park with family and/or friends. Less than 4% visited the park alone.
- The most frequent recreation activities in which visitors participated were swimming/wading, hiking, picnicking, viewing wildlife, camping, and studying nature.

Satisfaction and Other Measures

- Ninety-nine percent (99%) of the visitors were either very or somewhat satisfied overall.
- Non-campers at JSISP had a significantly higher overall satisfaction rating than campers.

- Visitors were most satisfied with the shut-ins area and least satisfied with the park store.
- The majority of visitors gave high ratings on care of natural resources and upkeep of park facilities.
- Being safe, clean restrooms, and being free of litter were the areas identified as needing the most attention.
- Almost half (46%) of visitors with safety concerns listed lack of law enforcement (lack of personnel/rangers patrolling the shutins and park and/or people diving off cliffs and breaking other rules) as a major safety concern.
- Almost 74% of visitors to JSISP felt crowded during their visit. More than two-thirds of them felt crowded in the shut-ins.
- Weekend visitors' perceptions of crowding were significantly higher than weekday visitors', and campers felt significantly more crowded than non-campers. Visitors who were required to wait to enter JSISP also had a significantly higher perception

- of crowding than those who were not required to wait.
- Visitors who felt the park was safe also were more satisfied overall and felt less crowded.
- Two-thirds of JSISP visitors supported allowing some campsites to be reserved and keeping the others firstcome, first serve.
- Only 25% of the visitors to JSISP were required to wait to enter the park. Average wait time was 28 minutes.
- Over two-thirds of visitors indicated they would still have come to JSISP if they had known beforehand that they would be required to wait to enter.
- Eighty-one percent (81%) of visitors felt that access to JSISP should remain the same, and that the number of visitors should neither increase nor decrease.
- Twenty-nine percent (29%) of the respondents provided additional comments or suggestions, over one-third of which were positive comments.

Acknowledgments

Conducting and successfully completing a study of this magnitude and complexity could not have been accomplished without the cooperation of many individuals. About 3,900 visitors to Missouri State Parks participated in the 1998 Missouri State Parks Visitor Survey. Over 400 visitors to Johnson Shut-Ins State Park voluntarily agreed to provide the information upon which this report is based. In many cases these individuals graciously extended their stay at particular recreation sites so that they could complete the questionnaire. 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 thanks also go to the numerous research assistants and students at the University of Missouri who collected the survey data and assisted in the coding and computer data entry of the questionnaires. They are: Li-chen Lin, Tucker Fredrickson, Carrie Robinett, Chris Thoele, and Casey Thornton.

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Introduction

BACKGROUND

In 1939, 15 years after Missouri obtained its first state park, 70,000 visitors were recorded visiting Missouri's state parks (Masek, 1974). Today, more than 16 million people visit the 80 state parks and historic parks Missouri offers (Holst & Simms, 1996). The increase in visits to Missouri state parks and historic sites may be due in part to the diversity of sites, resources, and recreational opportunities provided by the state park system. Visitors to state parks have different characteristics and preferences (Donnelly, Vaske, De Ruiter, & King, 1996), and may be attracted to Missouri's state parks and historic sites because of the diversity of resources and recreational opportunities (Holst, 1991).

The DSP recognizes the importance of this diversity, as is evidenced by the mission of the state park system: "To preserve and interpret the finest examples of Missouri's natural landscapes; to preserve and interpret Missouri's cultural landmarks; and to provide healthy and enjoyable outdoor recreation opportunities for all Missourians and visitors to the state" (Holst, 1990, p. 7).

In order to fulfill its mission, state park managers are challenged to determine what recreational opportunities are most sought after by visitors to state parks and to determine how satisfied those visitors are with state park facilities, services, and programs. In order to ensure continued citizen support for the Parks and Soils sales tax, a tax funding state parks, managers are further challenged to determine whether all demographic populations are benefiting from the recreational opportunities provided at state parks.

To aid in meeting these challenges and to aid in the planning and management processes at recreation sites, surveys of visitors to the various state parks and historic sites should be conducted (TRRU, 1983). Specific information provided by the surveys should include use patterns of visitors to state parks, socio-demographic characteristics of those visitors, and visitor satisfaction of facilities, services, and programs (Lucas, 1985).

NEED FOR RECREATION RESEARCH

Recreation research has been identified as an important component in planning for recreational needs of visitors, particularly research that examines preferences and behaviors of visitors (Manning, 1986; Yoesting, 1981). In the past, it has been assumed that administrators of recreation sites were omniscient, knowing intuitively what the public wanted and should have in the way of recreational opportunities (Manning, 1986; Reid, 1963; Yoesting, 1981). Managers regarded visitors to recreation sites as static, and did not take into consideration that visitor preferences and desires can change. Because site administrators are not omniscient and visitor preferences do change (Cordell & Hartmann, 1983; Ditton, Fedler, Holland, & Graefe, 1982; Donnelly et al., 1996), studies examining the use patterns, socio-demographic

characteristics, and satisfaction of visitors are necessary for planning, implementing, and improving recreational opportunities.

Little site-specific information is available for state parks and historic sites in Missouri. Much of the survey work done for state parks and historic sites has focused on the state park system as a whole. A need exists for site-specific data to compare visitor information between parks, or to measure changing trends in these parks. Also, a need exists for consistent methodology in visitor surveys, in order that such comparisons and measurements can be made. Manning (1986) reported that many surveys, even when conducted by the same agency, were methodologically inconsistent in recreational activity definitions, data collection techniques, sample sizes and response rates, age of respondents, and question wording and sequence. Any comparison of data would be difficult because of the inconsistent methodologies.

STUDY PURPOSE

The purpose of this study is to gain information about visitor use patterns, socio-demographic characteristics, and satisfaction with park programs, facilities, and services.

This report examines the results of the visitor survey conducted at Johnson's Shut-Ins State Park (JSISP), one of the eight parks and sites included in the study. Objectives specific to this report include:

- 1. Describing the use patterns of visitors to JSISP during the period between July 1, and August 31, 1998.
- 2. Describing the socio-demographic characteristics of visitors to JSISP.
- 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 highly rate park safety and those who did not.
- 5. Determining if perceptions of crowding, and having to wait to enter JSISP influence visitors' overall satisfaction with their visit to JSISP.

STUDY AREA

JSISP is an 8,470-acre park located in Reynolds County, Missouri along the Black River. JSISP offers a unique recreation experience in the 'shut-ins' of the park and has become an extremely popular destination for visitors. This popularity has contributed to concerns of overcrowding and resource degradation and has created a need for a system of crowd control.

SCOPE OF STUDY

The population of the visitor study at JSISP consisted of all JSISP visitors who were 18 years of age or older (adults), and who visited JSISP from July 1, to August 31, 1998. These results only reflect summer visitors.

Methodology

SAMPLING PROCEDURES

A 95% confidence interval was chosen with a plus or minus 5% margin of error. Based upon 1997 visitation data for July and August at JSISP, it was estimated that a population size of approximately

scheduled survey dates. Thereafter, time slots were assigned in ranking order based on the first time slot. For example, the second survey date would be surveyed during Time Slot 3, the third during Time Slot 1, the fourth during Time Slot 2, and so on. This method

Table 1. Johnson's Shut-Ins State Park Survey Schedule

Date	Day	Time slot
July 25	Saturday	3. 4:00 p.m. – 8:00 p.m.
August 1	Saturday	3. 4:00 p.m 8:00 p.m.
August 2	Sunday	1. 8:00 a.m 12:00 p.m.
August 3	Monday	2. 12:00 p.m 4:00 p.m.
August 4	Tuesday	3. 4:00 p.m 8:00 p.m.
August 14	Friday	1. 8:00 a.m 12:00 p.m.
August 15	Saturday	2. 12:00 p.m 4:00 p.m.
August 16	Sunday	3. 4:00 p.m 9:00 p.m.
August 17	Monday	1. 8:00 a.m 12:00 p.m.

146,000 visitors would visit JSISP during the period between July 1 and August 31, 1998 (DNR, 1998). Therefore, with a 95% confidence interval and a plus or minus 5% margin of error, a sample size of 400 was required (Folz, 1996). A random sample of adult visitors (18 years of age and older) who visited JSISP during the study period were the respondents for this study.

Table 1 shows the survey schedule along with the time slots used. Three time slots were chosen for surveying and only one time slot was surveyed per day. 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 (Time Slot 2) and assigned to the first of the originally

was chosen to allow each of the three time slots to be surveyed at least once during the four-day block, and each time slot to be surveyed four times over the 12 days. This method was also chosen to allow visitors leaving the park at various times of the day an equal opportunity for being sampled. However, inclement weather and park flooding interfered with following the original schedule.

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 JSISP was administered on-site, to eliminate the non-response bias of a mail-back survey. Because an exit survey at the entrance gate of the park would not have been feasible due to the line of vehicles waiting to enter the park and the necessity of using the oncoming lane to allow certain vehicles to bypass the line, the survey site was instead set up at the trail exit/entrance to the shut-ins. It was determined that a survey location at the trail leading to the shut-ins would be preferred as the vast majority of visitors to JSISP used the trail to visit the shutins. All adults (18 years of age and older) leaving the shut-ins were asked to participate in the survey.

DATA COLLECTION

The surveyor wore a state park t-shirt and was stationed just beyond the entrance fork of the trail to the shut-ins. This was to ensure that visitors exiting through the kiosk at the head of the trail near the parking lot would be surveyed as well as those visitors exiting the trail and going to the change rooms and park store. A temporary "Visitor Survey" sign was placed facing the exiting visitors, to inform visitors that a survey was being conducted.

During the selected time slot, the surveyor asked every visitor who was 18 years of age and older and exiting the shut-ins trail 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 of survey participants; 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 useable 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.

DATA ANALYSIS

The data obtained for the JSISP 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 two open-ended questions, questions 9 and 24, were listed as well as grouped into categories for frequency and percentage calculations. The number of surveys completed by month, by date, by day of

week, by weekend versus weekday, and by time slot were also determined.

Comparisons using 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 7), ratings of park attributes (question 8), overall satisfaction (question 16), and perceptions of crowding (question 12). The selected groups included:

- 1. First-time visitors versus repeat visitors (question 1).
- 2. Campers versus non-campers (question 3). Non-campers include both day-users and the overnight visitors who did not camp in the JSISP campground.
- 3. Weekend visitors versus weekday visitors. Weekend visitors were surveyed on Saturday and Sunday, weekdays were Monday through Friday.

Other comparisons were made using ttests 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 non-campers.
- 3. Weekend versus weekday visitors.

Differences between campers and day users were compared on the following questions: differences in sociodemographic characteristics, perceptions of crowding, and measures of satisfaction with park features and overall satisfaction of visitors with safety concerns; comparing which campsite availability was supported by campers and which was supported by non-campers (questions 3 and 6); whether visitors would still have come if they knew they would have to wait (questions 3 and 11); whether either had to wait to enter JSISP; and which access to JSISP each would support (questions 3 and 14).

Additional comparisons include: perceptions of crowding between visitors who had to wait to enter JSISP and visitors who did not have to wait (questions 12 and 10); overall satisfaction between visitors who felt some degree of crowding and those who were not at all crowded on their visit (questions 16 and 12); and overall satisfaction between visitors who had to wait in line to enter the park and those who did not have to wait (questions 16 and 10).

Results

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

SURVEYS COLLECTED & RESPONSE RATES

A total of 400 surveys were collected at JSISP during July and August, with 65 collected in July (16.3%) and 335 collected in August (83.7%). Tables 2, 3, and 4 show surveys collected by day of week, by time slot, and by date, respectively. Of the 400 surveys collected, 276 (69.0%) were collected on weekends (Saturday and Sunday) and 124 (31.0%) were collected on weekdays (Monday through Friday).

The overall response rate was 68.4%. Daily response rates ranged from 52.8% on Monday, August 17, during Time Slot 1, to 81.8% on Tuesday, August 4, during Time Slot 3. Monthly response rates varied from 77.4% in July to 66.6% in August.

SAMPLING ERROR

With a sample size of 400, a confidence interval of 95%, and a margin of error of plus or minus 5%, there is a 95% certainty that the true results of this study are within plus or minus 5% of the study findings. For example, from the results that 46.5% of the visitors to JSISP during the study period were female, it can be stated that between 41.5% and 51.5% of the JSISP visitors were female.

Table 2. Surveys Collected by Day of Week

Day	Frequency	Percent
Sunday	81	20.3%
Monday	67	16.8%
Tuesday	46	11.5%
Friday	11	2.8%
Saturday	<u>195</u>	<u>48.8%</u>
Total	400	100.0%

Table 3. Surveys Collected by Time Slot

Time Slot	Frequency	Percent
1. 8 a.m 12:00 p.m.	53	13.3%
2. 12:00 p.m 4 p.m.	109	27.3%
3. 4:00 p.m 8 p.m.	<u>238</u>	<u>59.5%</u>
Total	400	100.0%

Table 4. Surveys Collected by Date

Day and Date	Frequency	Percent
Saturday, July 25	65	16.3%
Saturday, August 1	69	17.3%
Sunday, August 2	23	5.8%
Monday, August 3	48	12.0%
Tuesday, August 4	46	11.5%
Friday, August 14	11	2.8%
Saturday, August 15	61	15.3%
Sunday, August 16	58	14.5%
Monday, August 17	<u>19</u>	<u>4.8%</u>
Total	400	100.0%

SOCIO-DEMOGRAPHIC CHARACTERISTICS

Age

The average age of adult visitors to JSISP was 37.02. When grouped into four age categories, 35.5 % of the adult visitors were between the ages of 18-34, 58.9% were between the ages of 35-54, 5% were between the ages of 55-64, and less than one percent (0.6%) were 65 years of age or older.

Gender

Visitors to JSISP were almost equally male and female. Male visitors comprised 53.5% of all visitors, and female visitors comprised 46.5% of all visitors.

Education

A little more than a third (39.8%) of visitors to JSISP indicated they had a four-year college degree or a post-graduate degree. Those who indicated they had some college or vocational school were 39.0%, and 21.2% indicated they had a high school education or less.

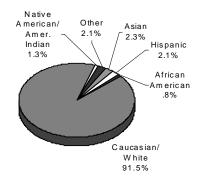
Income

The largest percentage (41.2%) of visitors to JSISP reported they had an annual income of between \$25,000 and \$50,000. The second largest percentage (30.9%) of visitors had an income of between \$50,001 and \$75,000. Visitors falling into the "less than \$25,000" category and into the "more than \$75,000" category were 12.5% and 10.3% respectively.

Ethnic Origin

Figure 1 indicates the ethnic origin of JSISP visitors. The vast majority (91.5%) of visitors was Caucasian. Only 2.3% were Asian, 2.1% were Hispanic,

Figure 1. Ethnic origin of JSISP visitors.



and 1.3% were Native American. Less than one percent (0.8%) were African American.

Visitors with Disabilities

Only 2.6% of the visitors to JSISP reported having some type of disability that substantially limited one or more life activities or that required special accommodations. The majority of disabilities reported were mobilityimpairing disabilities, but ranged from asthma and hearing loss to arthritis, bad knees, Parkinson's disease, and polio. Of those reporting a disability, only one visitor responded to the open-ended question regarding suggestions for special accommodations. This respondent suggested providing more flush toilets as an additional accommodation that would increase the enjoyment of the visit.

Residence

The majority of visitors were from Missouri (67%) and Illinois (17%). Figure 2 shows the residence of visitors

by zip code. Most visitors came from the St. Louis area with the remainder spread out around the state.

USE PATTERNS

Visit Characteristics

About two-thirds (62.8%) of the visitors to JSISP were repeat visitors, with a little over one-third (37.3%) of the visitors being first time visitors. The average number of times all visitors reported visiting JSISP within the past year was 1.6 times.

Most of the visitors (62.5%) to JSISP during the study period were day-users, with only 37.5% indicating that they visited the park for more than one day during their visit. Of those staying overnight during their visit, 63.5% stayed in the campground at JSISP, 18.2% stayed in a nearby campground, 11.3% stayed in nearby lodging facilities, and 6.9% stayed at either a friend's or relative's house or at another

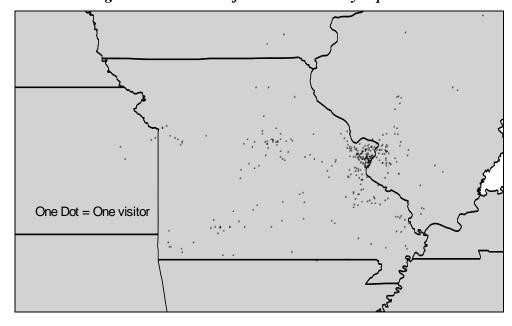


Figure 2. Residence of JSISP Visitors by Zip Code.

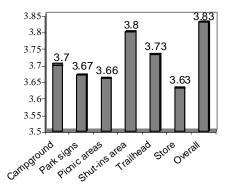
type of facility. Of those reporting overnight stays, almost half (47.7%) stayed two nights, 27.9% stayed one night, 11.7% stayed three nights, 7.2% stayed four nights, and 5.4% stayed five nights or more. The average number of nights visitors stayed was 2.2 nights.

About half (48.2%) of the visitors to JSISP visited the park with family. Approximately one-fourth (25.6%) visited with family and friends, while 19.5% visited with friends, and 3.5% visited the park alone. Only 1.8% indicated visiting the park with a club or organized group, and 1.3% visited the park with "other" during their visit to JSISP.

RECREATION ACTIVITY PARTICIPATION

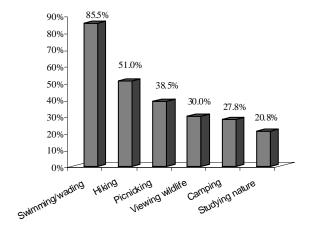
Respondents to the survey were asked what activities they participated in during their visit to JSISP. Figure 3 shows the percentage of visitor participation in the six highest activities. Swimming/wading was the highest reported (85.5%) and hiking was second (51.0%). Picnicking, viewing wildlife, camping, and studying nature were next at 38.5%, 30.0%, 27.8%, and 20.8% respectively.

Figure 4. Satisfaction with JSISP features



JSISP visitors reported engaging in other activities, including fishing (7.0%), backpacking (3.3%), attending a special event (3.3%), and going on a guided

Figure 3. Participation in recreation activities at JSISP.



nature hike (1.3%). Only 2.0% of visitors reported engaging in an "other" activity, and these included; passing through, sightseeing, using the Braille trail, canoeing or rafting, rock climbing, meeting others, and visiting Elephant Rock State Park.

SATISFACTION MEASURES

Overall Satisfaction

When asked about their overall satisfaction with their visit, only 1.0% of visitors was somewhat or very dissatisfied with their visit, whereas 99% of visitors were either somewhat or very satisfied. Visitors' mean score for overall satisfaction was 3.83, 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 visitors and repeat visitors, with mean overall satisfaction scores of

3.9 and 3.8 respectively. Non-campers had a significantly higher (p<.01) overall satisfaction rating (3.87) than campers (3.72). No significant difference was found in overall satisfaction between weekday and weekend visitors, whose mean overall satisfaction ratings were 3.82 and 3.84 respectively. Also, no significant differences were found in overall satisfaction between those visitors who had to wait to enter JSISP and those who did not.

Satisfaction with Park Features

Respondents were also asked to express how satisfied they were with six park features. Figure 4 shows the mean scores for the six features and also for visitors' overall satisfaction. The satisfaction score for the shut-ins area (3.80) was the highest, with the other scores ranging from 3.73 (trailhead) to the lowest of 3.63 (the store).

No significant differences were found in mean satisfaction ratings of park attributes between first time visitors to JSISP and repeat visitors, except satisfaction with park signs. Repeat visitors had a significantly (p<.05) higher mean satisfaction rating (3.73)

regarding satisfaction with park signs than first time visitors (3.57). No significant differences were found in mean satisfaction ratings of park attributes between campers and non-campers or weekend visitors and weekday visitors.

PERFORMANCE RATING

Visitors were asked to rate the park's performance of seven select park attributes (question 8): being free of litter and trash, having clean restrooms, upkeep of park facilities, having a helpful and friendly staff, access for persons with disabilities, care of natural resources, and being safe. Performance scores were based on a 4.0 scale, with 4 being excellent and 1 being poor.

There were no significant differences between the performance ratings of campers and non-campers, or weekend and weekday visitors. Respondents who were repeat visitors had a significantly higher (p<.05) performance rating (3.59) regarding upkeep of park facilities than the performance rating (3.46) of first time visitors.

Table 5. Mean Per	formance and Imn	ortance Scores 1	for Park A	Attributes

	Mean Performance	Mean Importance
Attribute	Score*	Score*
A. Being free of litter/trash	3.40	3.91
B. Having clean restrooms	3.36	3.82
C. Upkeep of park facilities	3.54	3.81
D. Having a helpful & friendly staff	3.66	3.72
E ₁ . Access for persons with disabilities	3.39	3.44
E ₂ . Access for persons with disabilities	3.75	3.44
F. Care of natural resources	3.58	3.87
G. Being safe	3.20	3.73

 $E_1 = All visitors$

 E_2 = Disabled visitors only

^{* 1 =} Poor performance or low importance rating, 4 = excellent performance or importance rating

IMPORTANCE-PERFORMANCE MEASURES

The Importance-Performance (I-P) Analysis approach was used to analyze questions 8 and 15. Mean scores were calculated for the responses of the two questions regarding visitors' ratings of the performance and importance of seven select park attributes. Table 5 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 mean scores were plotted on the I-P Matrix to illustrate the relative performance and importance rating of the attributes by park visitors.

The I-P Matrix is divided into four quadrants to provide a guide to aid in

possible management decisions. For example, the upper right quadrant is labeled "higher importance, higher 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 management, because they exhibit attributes that are not as important to visitors.

JSI is rated high on the important attributes of the care of natural resources and the upkeep of park facilities. Characteristics that visitors felt were important but rated JSI low on performance were being safe, having clean restrooms, and being free of litter.

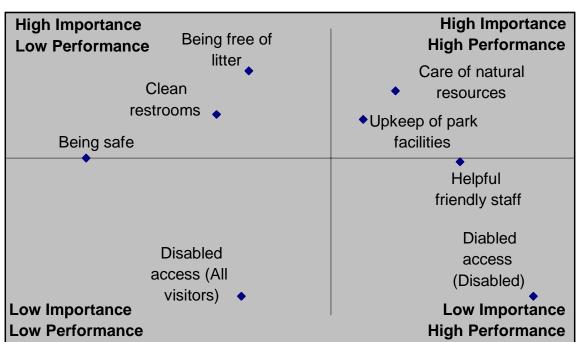


Figure 5. Importance-Performance Matrix of Park Attributes

There were no significant differences between the ratings of importance regarding clean restrooms for first time visitors and repeat visitors, campers and non-campers, or weekend and weekday visitors. There were no significant differences between the ratings of importance regarding being free of litter and trash for first time visitors and repeat visitors, for weekend and weekday visitors, or for campers and non-campers.

CROWDING

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

11	2	3	4	5	6	7	8	9	
Not at	all	Sli	ghtly		Mode	erately	Е	xtremel	y
Crowd	led	Cro	wded		Crov	wded	C	crowded	1

Visitors' overall mean response to this question was 3.57. About one-fourth (26.5%) of visitors to JSISP did not feel at all crowded (selected 1 on the scale) during their visit. The rest (73.5%) 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 13). One-half (52.6%) of the visitors who indicated some degree of crowding answered this open-ended question. Table 6 lists the locations where visitors felt crowded at JSISP. Of those who reported feeling crowded, the majority (69.4%) felt crowded in the shut-ins area/river and 10.0% in the campgrounds/campsites. Only 5.3% indicated they felt crowded in an "other" location, and these included: park entrance or entrance gate, lookouts, and the laundry room.

A significant difference (p<.01) was found in visitors' perceptions of crowding between campers and non-campers. Campers had a significantly higher mean crowded score (4.15) then had non-campers (3.37). A significant difference (p<.01) was also found in visitors' perceptions of crowding between weekend and weekday visitors. Weekend visitors had a significantly higher mean crowded score (3.77) than

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

Location	Frequency	Percent
Shut-ins area/river	118	69.4%
Campgrounds/campsites	17	10.0%
Shut-ins trail	11	6.5%
Other	9	5.3%
Everywhere	5	3.0%
On roads/in parking lots	5	3.0%
Picnic areas	4	2.4%
Trailheads to Ozark Trail	1	0.6%
Total	170	100.0%

had weekday visitors (3.08). There was also a significant difference (p<.001) in perceptions of crowding between visitors who were required to wait to enter JSISP and those visitors who did not have to wait. Visitors who were required to wait had a significantly higher mean crowded score (4.62) than those not required to wait (3.22). There was no significant difference in visitors' perceptions of crowding between first time visitors and repeat visitors.

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 3.93, whereas visitors who felt some degree of crowding had a mean overall satisfaction score of 3.80.

SAFETY CONCERNS OF VISITORS

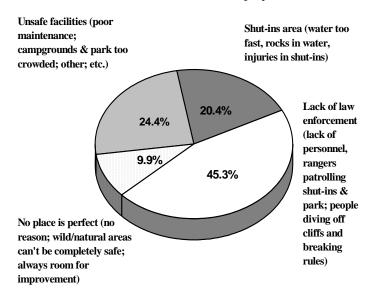
A little over half (55.8%) of the visitors did not rate the park as excellent for safety. Of those, 74.2% noted what influenced their rating. Their comments were grouped into categories and are shown in Figure 6. Appendix F provides a list of the comments.

Almost half (45.3%) of the responses were related to the lack of law enforcement, particularly lack of park personnel or rangers patrolling the shut-ins to prevent people from jumping or diving off cliffs into the shut-ins. Almost one-fourth (24.4%) of the responses fell into a category that included unsafe facilities, poor maintenance, campgrounds and campsites being too crowded, problems

with signs, etc. One-fifth (20.4%) of the responses commented on the dangerous conditions in the shut-ins (fast water and the presence of rocks in the water, the possibility of injuries). One-tenth (9.9%) of the comments reflected the belief that no place is perfect and there is always room for improvement.

There were no significant differences in the rating of safety by first-time visitors versus repeat visitors, by campers versus non-campers, or by weekend versus weekday users. To determine if there were differences in socio-demographic characteristics, perceptions of crowding, satisfaction with park features, and overall satisfaction, responses were divided into two groups based on how they rated JSISP 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.

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



A significant difference (p<.001) was found between the two groups and their

perceptions of crowding. The mean crowded score for Group 1 was 3.07, and the mean crowded score for Group 2 was 3.94, indicating that those who rated the park as excellent on being safe also felt less crowded. Group 1 also had a significantly (p<.01) higher satisfaction rating of all six park features, had a significantly higher (p<.001) rating of park attributes, and had a significantly higher (p<.01) overall satisfaction rating.

SUPPORT OF CAMPSITE AVAILABILITY

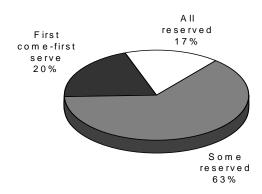
JSISP visitors were asked which campsite availability option at JSISP they would support. Of the three choices of campsite availability given to respondents, 63.2% chose the option that allowed some campsites to be reserved beforehand and allowed the other campsites to be on a first-come, first serve basis. The "all campsites first-come, first-serve" option was supported by 20% and the "all campsites reserved beforehand to ensure availability" was supported by 16.7%. Figure 7 shows the percentages of visitors and their preferred campsite availability option.

No significant difference (p<.05) was found between campers and noncampers regarding which campsite availability each would prefer. The majority of campers and non-campers, 66.0% and 62.0% respectively, supported a campsite availability of some campsites reserved beforehand. Twenty-three percent (23.0%) and 19.1% of campers and non-campers respectively, supported a campsite availability of all campsites being on a first-come, first-serve basis. And finally, 11.0% of campers and 18.8% of noncampers supported a campsite availability of all campsites reserved beforehand to ensure availability.

WAIT TIMES TO ENTER JSISP

Because of the limited access into JSI and consequently, the frequent lines of vehicles waiting at the park entrance to enter, visitors were asked if they were required to wait, and if so, how long they were required to wait. Only 24.9% of visitors reported having to wait to enter JSISP, whereas 75.1% of visitors did not have to wait. There was no significant difference (p<.05) between campers and non-campers and whether either had to wait to enter the park. Waiting times ranged from as short as one minute to 2.5 hours, with an average wait of 27.8 minutes. Campers had a mean wait of 21.2 minutes, and non-campers had a mean wait of 29.0 minutes.

Figure 7. Preferred campsite availability options.



Visitors were also asked if they would still have come had they known in advance that they would be required to wait. The majority (68.1%) indicated that they would still have come, and 31.9% indicated they would not still have come had they known they would be required to wait before entering JSISP. No significant difference (p<.05)

was found between campers and non-campers and if they would still have come if they knew they would have to wait. Approximately two-thirds (67.4%) of campers indicated that they would still have come, whereas only 32.6% indicated they would not have come if they knew they would be required to wait to enter the park. Again, approximately two-thirds (68.3%) of non-campers would still have come, and 31.7% would not still have come if they knew ahead of time that they would be required to wait to enter JSISP.

THE ISSUE OF ACCESS TO JSISP

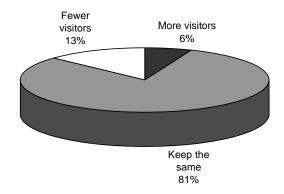
Visitors were also asked to express support for one of the following:

- 1. Would they support access to JSISP expanding to allow more visitors into the park to lessen waiting time, even though this could result in increased crowding and resource impact?
- 2. Would they support keeping the number of visitors allowed into the park about the same?
- 3. Would they support allowing even fewer visitors into the park to reduce crowding and resource impact, even though this could result in increased waiting times?

The majority (80.8%) supported keeping the number of visitors about the same, while 13.2 % felt that the number of visitors should be decreased to reduce crowding and resource impact. Only 6.1% of visitors thought that visitor access to JSISP should increase, allowing more visitors and reducing waiting time. Figure 8 shows visitor access preference percentages.

There was no significant difference (p<.05) between campers and non-campers and which access to JSISP each would support. The majority of campers and non-campers (78.6% and 81.6% respectively) supported keeping the number of visitors about the same, 6.1% of campers and 6.0% of non-campers supported allowing more visitors into JSISP, and 15.3% of campers and 12.4% of non-campers supported allowing fewer visitors into the park.

Figure 8. JSISP visitor preference for access



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 JSISP a better one (question 24). Almost one-third (29.3%) of the total survey participants responded to this question, with 135 responses given by 117 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 G. Table 7 lists the frequencies and percentages of the comments and suggestions by category.

Over one-third (37.8%) of the comments were positive comments, including such comments as: "Keep up the good work," "Love this park," and "Keep things as they are." The rest (62.2%) of the comments were categorized based on similar suggestions or complaints, such as law enforcement suggestions and

complaints about the campgrounds or an "other" category for suggestions and complaints not fitting into any other category.

Table 7. Frequency and Percentage of Comments and Suggestions from JSISP Visitors

	Category	Frequency	Percent
1.	General positive comments	51	37.8%
2.	Problems with campgrounds/campsites: problems with		
	campground reservation system; don't let the campsites		
	go to all reserved; need more campsites/bigger		
	campgrounds; additional facilities at campsites	12	8.9%
3.	Problems with upkeep	12	8.9%
4.	Problems with restrooms/shower houses/change rooms	9	6.7%
	Problems with law enforcement: not enough park		
	personnel/park rangers patrolling; need better		
	enforcement/keep people from jumping off cliffs	8	5.9%
6.	Problems with information/signs	8	5.9%
7.	Park too crowded	5	3.7%
8.	Other	<u>30</u>	<u>22.2%</u>
	Total	135	100.0%

Discussion

MANAGEMENT IMPLICATIONS

The results of this study provide relevant information concerning JSISP visitors. However, the results should be interpreted with caution. The surveys were collected only during the summer months of July, and August; 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 these two months.

Over 84% of JSISP 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 (63%) combined with their positive comments provide evidence that JSISP visitors are indeed satisfied with their park experience. Over one-third of the visitors who gave comments or suggestions provided positive comments concerning JSISP and its staff.

Interestingly, day users were significantly more satisfied with their visits than campers. Campers were also more likely to feel crowded than day users.

Safety perceptions of JSISP visitors are also an important management concern, as over 55% of visitors did not report an excellent rating of the park as being safe. While visitors have a variety of reasons for not rating the park as excellent, the majority (35%) of the comments given

are beyond the control of management. However, a significant percentage of the visitors' responses (45%) were related to a lack of rangers patrolling or park personnel presence, a lack of enforcement, and/or people breaking rules. Another 24% of safety comments were directed at unsafe facilities, poor maintenance, or crowding. To address the safety concerns of JSISP visitors, one solution would be a greater park personnel presence which could be accomplished by increasing ranger patrols and more enforcement of park rules and regulations. Maintenance schedules of park facilities might need to be reviewed.

To put the issue of park safety into perspective, 79% rated the park as good or excellent, while less than 4% of visitors felt the park rated poor and 17% gave the park a fair rating (Figure 9). Visitor comments indicate that safety is largely a perceptual issue. Those with safety concerns also felt more crowded and less satisfied than those that rated safety as excellent (Figure 10). Additional research could focus on the

Figure 9. Safety ratings of JSISP.

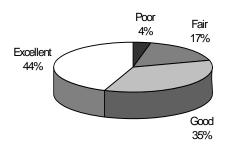
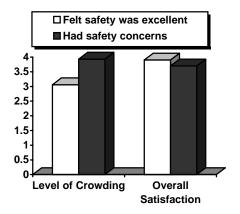


Figure 10. Levels of Crowding and Satisfaction Ratings by Safety Concerns



effectiveness of approaches that address visitor safety perceptions (e.g., personnel uniform policies, regularly scheduled patrols, or increased signage).

Crowding is also an issue identified by many JSISP visitors. Crowding is a perceptual construct not always explained by the number or density of other visitors. Expectations of visitor numbers and the behavior of other visitors also play a significant role in crowding perceptions.

JSISP visitors who felt crowded had significantly lower satisfaction ratings than visitors who did not feel crowded (Figure 11). Weekend visitors also felt significantly more crowded than weekday visitors, and campers felt significantly more crowded than non-campers.

As perceptions of crowding are inversely correlated to overall satisfaction, park managers should address the issue of crowding. One option is to review comments relating to crowding and consider options that would reduce

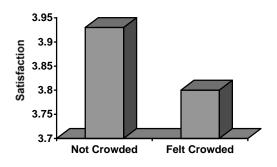
crowding perceptions. For example, most comments listed the shut-ins area or the river as where they felt crowded. Further study could determine if crowding perceptions here are due to the number of people or perhaps the behavior of those at the shut-ins or river.

Visitors felt that clean restrooms were very important but rated JSISP's as needing attention. Campers rated the park lower (3.2) on having clean restrooms than non-campers (3.4). Since non-campers typically do not use the restroom facilities in the campground, this finding suggests more time could be spent cleaning campground restrooms.

The results of the present study suggest some important management and planning considerations for JSISP. Even though JSISP visitors rated their visits and the park features relatively high, attention to crowding, safety, and facility maintenance can positively effect these ratings.

Just as important, on-going monitoring of the effects of management changes will provide immediate feedback into the

Figure 11. Overall Satisfaction is Lower For Those Who Felt More Crowded



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 JSISP. The frequency and percentage calculations of survey responses provide useful information concerning sociodemographic characteristics, use patterns, and satisfaction of JSISP visitors. In addition, the "sub-analysis" of data is important in identifying implications for management of JSISP. (The sub-analysis in the present study included comparisons using Chi-square and ANOVA between selected groups 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.

Additional visitor surveys at JSISP should also be conducted on a regular basis (e.g., every three, four, or five years). Future JSISP studies can identify changes and trends in sociodemographic characteristics, use patterns, and visitors' satisfaction at JSISP.

The methodology used in this study serves as a standard survey procedure that the DSP can use in the future. Other Missouri state parks 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 summer season. Therefore, user studies in parks and historic sites might be conducted during other seasons for comparison between summer visitors and visitors during other seasons.

METHODOLOGY RECOMMENDATIONS AND CONSIDERATIONS FOR OTHER PARKS

The on-site questionnaire and the methodology of this study were designed to be applicable to other Missouri state parks.

Survey Signage

It is recommended that adequate signage be utilized when collecting surveys onsite. A "Visitor Survey" sign was used in the present study to inform visitors exiting the shut-ins that the survey was being conducted. Having the sign for that purpose aided in the workability of the methodology, as many visitors stopped before being asked to do so. However, the "survey station" became an "information station" when many visitors arriving in the shut-ins saw the surveyor with clipboards and surveys. Having an assistant to help answer visitors' questions and to pass out surveys would be helpful.

Survey administration

The prize package drawing and the onepage questionnaire undoubtedly helped attain the response rate in the present study. Achieving the highest possible response rate (within the financial restraints) should be a goal of any study. To achieve higher response rates, the following comments are provided.

The most frequent reason that visitors declined to participate in the survey was

because they were in a hurry. The majority of non-respondents were very cooperative and many provided positive comments about the park. Some non-respondents 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 mailback approach when it is certain visitors would otherwise be a non-respondent.

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1998 Johnson Shut-Ins State Park Visitor Survey

Appendix A. Johnson Shut-Ins State Park User Survey

JOHNSON'S SHUT-INS STATE PARK

The Missouri Department of Natural Resources is seeking your evaluation of Johnson's Shut-Ins State Park. This survey is voluntary and completely anonymous. Your cooperation is important in helping us make decisions about managing this park. Thank you for your time.

1.	Is this your f only one box.)	nut-Ins State Park? (Check w many times have you visited this he past year?
2.	During this	visit to the park, are you	
	•	es, how many nights are	e you staying at or near the park
		no, skip to question 4.)	_
3.	If staying ov	vernight, where are you	staying? (Check only one box.)
	☐ campgrou State Park ☐ nearby ca ☐ friends/re	mpground	□ nearby lodging facilities □ other (Please specify.)
4.	With whom	are you visiting the par	k? (Check only one box.)
	□ alone □ family	☐ family and friends☐ friends	☐ club or organized group☐ other (<i>Please specify</i> .)
5.		eational activities have y k all that apply.)	ou engaged in during this park
	□ hiking □ fishing	g □ backpacking □ swimming/wading □ viewing wildlife □ studying nature	☐ attending special event ☐ going on guided nature hike ☐ attending nature program ☐ other (Please specify.)
6.	Which of th		nilability would you support?
	□ some cam	ites first-come, first-serve psites reserved beforehan ites reserved beforehand t	d

State Park? (Check one box for each feature.)								IS
a. b. c. d. e. f.	campground park signs picnic areas shut-ins area trailhead store	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Diss	ery satisfied	Don't Know	
8.	How do you rate following? (Che				on eac	h of the	2	
a. b. c. d. e. f. g.	being free of litte having clean rest upkeep of park fa having a helpful access for person care of natural re being safe	er/trash rooms acilities & friendly s as with disab	Exceller	•	Fair	Poor	Don't Know	
9.	If you did not rayour rating?	nte this par	k as excelle	nt on being	g safe,	what ir	fluence	èd
10.	During this visit wait in line to en ☐ yes ☐ If yes, ☐ no		k? (Check	only one bo	ox.)	-	ve to	
11.	If you knew ahe have come to Jo		ut-Ins Sta <u>t</u>					11

PLEASE TURN SURVEY OVER.

JOHNSON'S SHUT-INS STATE PARK

12.	During this v	risit, how c	crowded	l did you	feel? (Cire	cle one numb	er.)	19.	What is the only one box.		of education	you have completed? (Check
	1 2 tat all	3 Slightly Crowded		N	5 7 Moderately Crowded	8 9 Extre Crow	mely		☐ grade scho	ool		☐ graduate of 4-year college ☐ post-graduate education
	If you felt crowded on this visit, where did you feel crowded?							20.	What is you	r ethnic origir	n? (Check or	nly one box.)
13.		owaea on t	nis visit	, wnere	——————————————————————————————————————	i crowded ?						ive American/American Indian er (Please specify.)
14.	Currently the help protect t the following	he natura	l resour	ces and t	to reduce c	rowding. W		21.				ially limits one or more life ommodations? (Check only one
		e visitors to ed crowdin				though it cou	ld result		□ no □ yes	If yes, what d	lisability or o	disabilities do you have?
	☐ keep the number of visitors about the same											mmodations that would
	□ allow fewer visitors to reduce crowding and resource impact, even though it could result in increased waiting time						even			increase the e	enjoyment of	f your visit?
15.	When visiting you? (Check				ortant are e	each of these	items to	22.	What is you the U.S.)?	r 5-digit zip co	ode (or coun	try of residence, if you live outside
				Somewhat		Very	Don't	23.	What is you	r annual hous	ehold incom	e?
b.	having clean r	ree of litter/trash clean restrooms				Unimportant			□ less than \$ □ \$25,000 -			,001 - \$75,000 r \$75,000
c. d.	upkeep of parl having a helpf	ful &	Ц					24.				about your park visit or
Δ.	friendly staff access for pers	cone with								gestions on how the Missouri Department of Natural Resour make your experience in Johnson's Shut-Ins State Park a b		
f.	disabilities care of natural being safe								one.	on porton	v	3 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
16.	Overall, how State Park?	satisfied a	re you v	with this $ox.$	visit to Joh	nnson's Shut	-Ins					
	Very Satisfied	Somew Satisfic	hat	Some Dissa	ewhat tisfied	Very Dissatisfied □			YOU ARE A			OUR HELP. MISSOURI STATE PARKS.

17. What is your age? _____ **18. Gender?** □ female

 \square male

1998	Johnson	Shut-Inc	State	Park 1	Visitor.	Survey
ノフフい	JOHILSON	DILLUL-IILS	Diale	IUIK	visiioi i	sui ve v

Appendix B. Survey Protocol

Protocol for Johnson's Shut-Ins State Park User 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 Johnson's Shut-Ins 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 Johnson's Shut-Ins 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 CONESSION COUPONS WORTH \$100

Enter a drawing to win \$100 worth of 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 many 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; thus, your survey responses will be anonymous. The drawing will be held November 1, 1998. Winners will be notified by telephone or mail. Redemption of gift certificates is based on dates of availability through August 31, 1999.

Name:				
Address:				
Phone #:	()		

1998 Johnson	Shut-Ins	State Park	Visitor	Surve

Appendix D. Observation Survey

Date _	Day of Week	Time Slot
Weather	Temperature	Park/Site

	Survey #'s	# 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				

Time Slot Codes: Weather Codes (examples):

Time Slot $1 = 8:00 - 12:00 \text{ p.m.}$	Hot & Sunny	Windy
Time Slot $2 = 12:00 - 4:00$ p.m.	Cold & Rainy	Sunny
Time Slot $3 = 4:00 - 8:00 \text{ p.m.}$	Cloudy	Humid

1998 Johnson	Shut-Ins	State Park	Visitor	Survey

Appendix E. Responses to Survey Questions

Johnson's Shut-Ins State Park Visitor Survey

1. Is this your first visit to Johnson's Shut-Ins State Park? (n=400)

yes 37.3% no 62.8%

If no, how many times have you visited this park in the past year? (n=220)

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

0 29.5% 1 37.7% 2-5 28.2% 6-15 4.5%

The average # of times repeat visitors visited the park in the past year was 1.6 times. The average # of times all respondents visited the park in the past year was also 1.6 times.

2. During this visit to the park, are you staying overnight? (n=395)

yes 37.5% no 62.5%

If yes, how many nights are you staying overnight at or near the park during this visit? (n=111)

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

1 27.9% 2 47.4% 3 11.7% 4-7 12.6%

The average # of nights respondents visiting the park for more than one day stayed was 2.2.

3. If staying overnight, where are you staying? (n=159)

%
%
%
%
%

4. With whom are you visiting the park? (n=390)

alone 3	8.6%	family & friends	25.6%	club or organized group	1.8%
family 48	8.2%	friends	19.5%	other	1.3%

5. Which recreational activities have you engaged in during this park visit? (n=400)

picnicking	g 38.5%	backpacking	3.3%	attending special event	3.3%
hiking	51.0%	swimming/wading	85.3%	going on guided nature hike	1.3%
fishing	7.0%	viewing wildlife	30.0%	attending nature program	4.0%
camping	27.8%	studying nature	20.8%	other	2.0%

6. Which of the following campsite availability would you support? (n=372)

all campsites first-come, first-serve	20.2%
some campsites reserved beforehand	63.2%
all campsites reserved beforehand	16.7%

In addition to percentages of responses, a mean score was calculated for each feature in questions 7, 8, 15, and 16. The score is based on a 4.0 scale with 4 = very satisfied, 3 = somewhat satisfied, 2 = somewhat dissatisfied, and 1 = very dissatisfied (Q. 7 & 16); 4 = excellent, 3 = good, 2 = fair, and 1 = poor(Q. 8); and 4 = very important, 3 = somewhat important, 2 = somewhat unimportant, and 1 = very unimportant (Q. 15). The mean score is listed in parenthesis following each feature.

7. How satisfied are you with each of the following in Johnson's Shut-Ins State Park?

		Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	
a.	campground (3.70)	74.9%	22.1%	1.5%	1.5%	n=199
b.	park signs (3.67)	71.7%	24.8%	2.7%	0.9%	n=339
c.	picnic areas (3.66)	70.4%	26.8%	1.8%	1.1%	n=280
d.	shut-ins area (3.80)	83.9%	13.5%	1.3%	1.3%	n=379
e.	trailhead (3.73)	77.3%	19.2%	2.4%	1.0%	n=291
f.	store (3.63)	67.5%	28.9%	3.3%	0.4%	n=246

8. How do you rate Johnson's Shut-Ins State Park on each of the following?

		Excellent	Good	Fair	Poor	
a.	being free of litter/trash (3.40)	51.3%	39.0%	8.2%	1.5%	n=392
b.	having clean restrooms (3.36)	47.9%	41.1%	10.1%	0.9%	n=326
c.	upkeep of park facilities (3.54)	57.7%	38.8%	3.4%	0.0%	n=381
d.	having a helpful/friendly staff (3.66)	70.2%	25.9%	3.9%	0.0%	n=359
e.	access for disabled persons (3.39)	50.8%	40.7%	4.9%	3.7%	n=246
f.	care of natural resources (3.58)	61.5%	35.0%	3.5%	0.0%	n=374
g.	being safe (3.20)	44.2%	35.1%	17.0%	3.7%	n=382

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

158 visitors (74.2% of those who did not rate the park as excellent on being safe) responded to this question with 172 responses. The 172 responses were divided into 4 categories. Frequencies and percentages of responses in each category are listed.

			<u>Frequency</u>	<u>Percent</u>
1.	Lack of law enforcement		78	45.3%
2.	Unsafe facilities		42	24.4%
3.	Shut-ins area		35	20.4%
4.	No place is perfect		<u>17</u>	9.9%
		Total	172	100%

10. During this visit to Johnson's Shut-Ins State Park, did you have to wait in line to enter the park? (n=397)

yes 24.9% no 75.1%

If yes, how long did you wait? (n=89)

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

1-10 minutes	36.0%
11-29 minutes	16.9%
30 minutes	16.9%
45 minutes	16.9%
60 minutes	10.1%
90+ minutes	3.4%

11. If you knew ahead of time that you would have to wait, would you still have come to Johnson's Shut-Ins State Park? (n=364)

yes 68.1% no 31.9%

12. During this visit, how crowded did you feel? (n=393)

On a scale of 1-9, with 1 = Not at all crowded and 9 = Extremely crowded, the mean response was 3.57.

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

A total of 170 open-ended responses were given by 152 visitors. The 170 responses were divided into 8 categories. Frequencies and percentages of responses in each category are listed.

	<u>Frequency</u>	Percent
shut-ins area/river	118	69.4%
campgrounds/campsites	17	10.0%
shut-ins trail	11	6.5%
other	9	5.3%
everywhere	5	3.0%
on roads/in parking lots	5	3.0%
picnic areas	4	2.4%
trailheads to Ozark Trail	<u>_1</u>	0.6%
	Total 170	100%

14. Currently the access to Johnson's Shut-Ins State Park is limited to help protect the natural resources and to reduce crowding. Which of the following would you support? (n=380)

allow more visitors to reduce waiting time	6.1%
keep the number of visitors about the same	80.8%
allow fewer visitors to reduce crowding and resource impact	13.2%

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

		Very	Somewhat	Somewhat	Very
		Important	Important	Unimportant	Unimportant
a.	being free of litter/trash (3.91)	91.1%	8.7%	0.3%	0.0% n=392
b.	having clean restrooms (3.82)	83.6%	14.3%	2.0%	0.0% n=391
c.	upkeep of park facilities (3.81)	81.8%	17.2%	1.0%	0.0% n=390
d.	having helpful/friendly staff (3.72)	75.0%	21.9%	2.8%	0.3% n=388
e.	access for disabled persons (3.44)	59.6%	27.5%	10.6%	2.3% n=349
f.	care of natural resources (3.87)	87.2%	12.3%	0.5%	0.0% n=391
g.	being safe (3.73)	78.8%	16.6%	3.3%	1.3% n=392

16. Overall, how satisfied are you with this visit to Johnson's Shut-Ins State Park?

	Very	Somewhat	Somewhat	Very	
	Satisfied	Satisfied	Dissatisfied	Dissatisfied	
(Mean score $= 3.83$)	84.5%	14.5%	0.5%	0.5%	n=393

17. What is your age? (n=388)

Responses were divided into the following 4 categories:

18-34 35.5% 35-54 58.9% 55-64 5.0% 65+ 0.6% (Average age = 37.02)

18. Gender? (n=385)

Female 46.5% Male 53.5%

19. What is the highest level of education you have completed? (n=395)

grade school 1.0% vocational school 6.3% graduate of 4-year college 21.8% high school 20.3% some college 32.7% post-graduate education 18.0%

20. What is your ethnic origin? (n=387)

Asian 2.3% African American 1.3% Native American/American Indian 1.3% Hispanic 2.1% Caucasian/White 91.5% Other 2.1%

21. Do you have a disability that substantially limits one or more life activities or might require special accommodations? (n=383)

no 97.4 yes 2.6

If yes, what disability or disabilities do you have? (n=6)

The following is a list of all responses to this open-ended question.

Polio

Bad knees

Arthritis

Asthma

Hearing loss

Parkinsons

Are there additional accommodations that would increase the enjoyment of your visit? (n=1)

The following is the only response to this open-ended question.

More flush toilets.

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

(n=380)

The states with the highest percentages of respondents were:

Missouri 67% Illinois 17% Other 16%

23. What is your annual household income? (n=359)

less than \$25,000	12.5%	\$50,001 - \$75,000	30.9%
\$25,000 - \$50,000	41.2%	over \$75,000	15.3%

24. Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience in Johnson's Shut-Ins State Park a better one.

117 of the 400 visitors (29.3%) responded to this question. A total of 135 responses were given, and were divided into 8 categories. Frequencies and percentages of responses in each category are listed.

		<u>Frequency</u>	Percent
1.	General positive comments	51	37.8%
2.	Problems with campgrounds/campsites	12	8.9%
3.	Problems with upkeep	12	8.9%
4.	Problems with restrooms/shower houses/change rooms	9	6.7%
5.	Problems with law enforcement	8	5.9%
6.	Problems with information/signs	8	5.9%
7.	Park too crowded	5	3.7%
8.	Other	<u>30</u>	22.2%
	Total	135	100%

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Appendix F. List of Responses for	Safety Concerns (Q 9)

Responses to Question #9

If you did not rate this park as excellent on being safe ($Question\ 8$, $letter\ g.$), what influenced your rating?

<u>Lack of law enforcement (lack of personnel/rangers patrolling shut-ins & park; people diving off cliffs & breaking rules)</u>

- Allowing people to jump off big bluffs. Need ranger at swim area at all times.
- Armed guard at cliff sites, when jumping occurs, ban from park.
- Cliff diving risks.
- Cliff jumping.
- Cliffs being readily available for diving, but you can't really do much more that have a sign.
- Crazy people.
- Didn't see security guard.
- Didn't see too many park staff people around.
- Diving off high cliffs
- Diving off the bluff.
- Drunk guys jumping off cliff.
- Have lifeguard at rough water and at cliffs.
- Idiots.
- Inconsistency of rangers at cliff.
- Individuals diving off cliff. No fence around to protect straying toddler.
- Jumpers.
- Jumpers.
- Jumpers off cliff.
- Lack of supervision in shut-ins area.
- Maybe some patrolling.
- Monitoring the water -- what the visitors are doing.
- Need lifeguard on duty.
- Need someone to patrol.
- No full time watch on water.
- No lifeguard.
- No lifeguards.
- No lifeguards.
- No one monitoring anything.
- No one to supervise against kids jumping off cliffs into water.
- No patrolling around water and rocks.
- No rangers enforcing no jump rule.
- No safety personnel by river.
- No staff at actual Shut-In portion to emphasize hazards of swift waters, especially to those with small children or non-swimmers.
- No staff at water area.
- No staff in swimming area.
- No supervision at shut-ins.
- No supervision near water from staff.
- Not enough park people watching cliffs/rocks.

- Overseeing shut-ins area.
- Parents unsupervising children and teenagers.
- People drinking, whiskey and beer bottles.
- People jumping and swift water.
- People jumping from rocks despite warning signs.
- People jumping in from bluffs is dangerous.
- People jumping off cliff. Swimming pools lacked lifeguards.
- People jumping off cliff. Swimming pools lacked lifeguards.
- People jumping off high cliffs.
- People need to be more careful on the rocks and don't jump off cliffs.
- People need to be more careful of the rocks, it's nothing against the State Park.
- People swimming anywhere, children unsupervised.
- People were jumping off cliffs, and some people had beer.
- People were jumping off cliffs, and some people had beer.
- People who ignore safety signs.
- Rock diving.
- Saw swimmers drinking bottled alcohol on rocks. Fear of cutting feet.
- Seeing cliff diving even with signage.
- Seeing diving from cliffs but that's their choice and should stay that way.
- Shut-ins unsupervised.
- Signs are there but people don't obey them -- not really park service problem though.
- Signs not being enforced/cliff jumping.
- Signs not being enforced/cliff jumping.
- Small children diving headfirst off of the cliffs.
- Smokers, trash.
- Someone to see that people don't jump off rocks into pool.
- Still kids jumping off cliffs where it's posted not to jump.
- Stronger prohibition on jumping and diving.
- The cliff jumpers
- The cliffs that kids jump off and shouldn't.
- The drunk guys jumping off the cliff.
- The people diving and jumping off cliffs. Not a good example for children.
- The trail and kids jumping off rocks.
- There were boys jumping off the cliff.
- Too many children jump off of the cliffs.
- Too much alcohol in campground and shut-ins.
- Watching people dive headfirst into the water.
- Way too many people in shut-ins area.
- Well, you had enough signs up, people ought to do what they say.
- You can still jump off cliffs. Maybe some fences?
- You need a ranger down on the rocks stopping the jumping.

<u>Unsafe facilities (poor maintenance & upkeep; campgrounds & park too crowded; other; etc)</u>

- Boards were slippery.
- Cliff area not being marked.

- Dirty water.
- Easy access to steep cliffs.
- Gate entrance.
- Getting down to water.
- Hand railing.
- Handrails.
- I thought the most dangerous shoots should be marked like "This may take you under".
- Individuals diving off cliff. No fence around to protect straying toddler.
- Lack of brochure/exhibit. Temporary in appearance signs about dangers of the shutins are not good.
- More railings on path and at top of access area.
- More signs/warnings.
- Muddy water, loose decking.
- Muddy water, loose decking.
- Need cleaner bathrooms and more trash cans.
- Need more camping grounds.
- Need more stairs at the shut-ins.
- Need more ways out of shut-ins.
- Need some type of emergency call phone by shut-in.
- No easy trail along river from bottom to top.
- No safe access to pool area.
- Not enough railings on walkways.
- Prone to flash flooding
- Safe as long as you follow rules and use buddy system.
- Safety depends on individual good judgement and sense.
- Saw people that were too scared at the shut-ins.
- Sidewalks slippery when wet
- Smokers, trash.
- Some signs saying flood conditions; when we asked they said no.
- Somehow completely roping or fencing off cliff area.
- Steep climbing.
- The trail and kids jumping off rocks.
- The walk was very slick (after rain).
- Trash in creeks.
- Warnings.
- Wood on deck stuck up.

Shut-ins area (water too fast, rocks in water, injuries in shut-ins)

- Brian's bleeding knee to my sore side.
- Certain parts of shut-ins definitely not safe with high water. Must use caution. climbing on the rocks.
- Current on rocks.
- Danger in water for small children.
- Fast water -- some inherent risk.
- High water.

- High water.
- How can it be safe with all the slippery rocks?
- Injuries on rocks.
- Just the rocks and water are slippery.
- My bleeding knee and Tracy's side.
- My dad hurt himself.
- People hanging all over the rocks.
- People jumping and swift water.
- People slipping on rocks.
- Rocks are dangerous.
- Rocks in stream.
- Rocks in water.
- Shut-ins.
- Slippery rock.
- Slippery rocks in water and can't do much about that.
- Slippery rocks, fast current.
- Some of the rocks had bad undertows.
- Someone was hurt at the shut-ins while we were here.
- The fact I hurt myself.
- The rock cliffs are really rather dangerous for small children.
- The shut-in area could be dangerous if children are not supervised.
- The shut-ins can be dangerous and you must use caution.
- The water and rock....can't be changed
- These rocks are very dangerous for a 'non-agile" person.
- Treacherous rocks.
- Two members of our party were injured (their own fault).
- Water condition.
- When swimming in high water, it's way dangerous to swim.

No place is perfect (no reason; wild/natural areas can't be completely safe; always room for improvement)

- A bunch of natural dangers.
- Accidents happen.
- As good as possible.
- Enough warning concerning water hazards. Cannot control all activities.
- Fast water -- some inherent risk.
- How can this ever be completely safe...you're doing just fine.
- I don't know.
- Just the natural fact that the shut-ins themselves tend to be dangerous naturally.
- Natural causes.
- Nobody's perfect -- seek excellence not perfection, besides I don't like Rubics.
- Not in mood to put excellent
- Shut-ins have inherent hazardous natural areas which are not amenable to change.
- Slippery rocks in water and can't do much about that.
- The natural danger present.
- The very nature of the park itself at the river -- but this is to be expected.

- The water and rock....can't be changed.
- There are natural hazards that if controlled would ruin it.
- You can get bumps and bruises in the shut-in area, but there is no way to avoid that. It's fun and worth a few bumps & bruises.

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Responses to Question #24

Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience in Johnson's Shut-Ins State Park a better one.

General positive comments

- Beautiful park. Shut-ins seem unsafe, but of course the reason people come. Maybe more supervised areas would be better.
- Enjoyed our visit.
- Excellent park and use of state funds, well worth the drive and wait to get in.
- Excellent park -- we come when we can.
- Excellent use/idea of 1/10 / 1/8% of sales tax useage. Thanks.
- Fun.
- Good stuff!
- Good to see night patrols.
- Great upkeep!
- Great!
- Had a great time.
- I have been coming here since 1988. Over 20 camping trips. The change in the reservation policy I like except for 100% reservable.
- I live in CA and believe it or not I would come back to visit more often simply for this park. We have nothing like the shut-ins in CA.
- I live near Castlewood Park and found all state parks are a joy to walk through. The step/stairs are a wonderful idea. Please keep up the good work.
- I love this place!
- I loved it, keep it up.
- I think the limited access to the park is important because of the impact on wildlife. I like the improvements you've made (playgrounds, stores, clean restrooms, etc.) and will come back again. Thank you for your service.
- I'm having a great time.
- It was fun.
- It was great.
- It was our first time and found it beautiful and would come back.
- It's a beautiful place!
- It's great.
- It's great. Wish parents would supervise their toddlers better -- it's scary.
- Keep the park as is. Don't allow it to get too crowded. It is now about to the limit.
- Keep up the good job!
- Keep up the good job.
- Keep up the good work.
- Love it. Haven't been here in 15 years. Many improvements to park. We will be back!
- Loved the park.
- Lovely.
- Much improved since the 70s!!
- Our family visits here annually. Love it! God's beautiful water park!

- Thank you! It's always been good. Been coming for years! Will come back.
- Thank you.
- Thank you...more trash cans.
- This is the most beautiful of all Missouri parks we've seen. You're doing an outstanding job. Actually it's too safe. (I'd like to be allowed to jump from some of the lower rocks at the cliff.)
- This place rules, lots of fun & positive activities.
- Very beautiful park. I'll come back again.
- Very nice. No change necessary.
- We always have a great time.
- We enjoyed our visit.
- We had a great time!
- We love to come here!
- We'll be back!
- Wonderful area. Keep up the good work!
- Would like to see more electric sites in the campground. The nature programs at the amphitheatre are wonderful!!! Our family especially enjoyed them. We'll be back again next year!
- You're doing a great job.

<u>Problems with campgrounds/campsites: problems with reservation system; don't let campsites go to all reserved; need more campsites/campgrounds; additional facilities at campsites</u>

- Better way of determining first-come. List the campsites available and assign by first come.
- I have been coming here since 1988. Over 20 camping trips. The change in the reservation policy I like except for 100% reservable.
- Keep the park as is. Don't allow it to get too crowded. It is now about to the limit.
- Let people who camp here before get a chance to sign up for camping first, then open it to the public.
- Make more electric camping sites.
- More campsites.
- Need more camping spaces
- Need more campsites with electric and water hook-ups. Don't stop jumpers from enjoying the cliffs.
- No soap in restroom. Had to go around and ask to find an available campsite.
- Please keep reservation system the same.
- We are staying at a local campground because we could not get in here. More camper access & few daytrippers, but keep visitor count about the same.
- Would like to see more electric sites in the campground. The nature programs at the amphitheatre are wonderful!!! Our family especially enjoyed them. We'll be back again next year!
- Would like water at sites...Would like to be able to reserve in advance (by phone with credit card).

Problems with upkeep

- In the past, I remember being stopped to not take a cooler back to the shut-ins. I thought it was great. This time no one was checking and I could see the difference in the trash. What a shame.
- Less rain, more toilet paper.
- Litter patrols more often. I've seen the same stuff 3 visits in a row.
- More trash cans.
- Need more trash cans.
- Need to stop smoking at shut-ins if possible but probably not; would be nice -- one big source of trash.
- Need trash cans.
- Needs better clean-up by the river/rapids.
- Post person to inspect people and not allow trash to be brought to shut-ins (including cigarettes). I hate to see all the trash. No glass or bottles also.
- Thank you...more trash cans.
- Trash and smoking needs to be eliminated.
- We had very noisy camping neighbors. Just too much litter...maybe emphasis to keep it clean...maybe stress the "keep it cleaner than you found it". Concern over kids jumping off the high cliff into the water...maybe a rule that if this happens you are asked to leave without chance to re-enter.

Problems with restrooms/shower houses/change rooms

- Another shower near basic campsites.
- As a nurse the only concern I have is no soap in the bathroom.
- Build another shower house down by the non-electric campsites.
- Campground shower and restroom closer. Improve the location on state map.
- Charge an entrance fee. More restroom facilities.
- Need showers!
- Need soap in your restrooms.
- Need toilet paper and soap in the women's restroom.
- No soap in restroom. Had to go around and ask to find an available campsite.

Problems with law enforcement

- Beautiful park. Shut-ins seem unsafe, but of course the reason people come. Maybe more supervised areas would be better.
- Catching a few jumpers could pay for a few more parking spots.
- It would be nice to see more rangers. This is the first I've seen.
- Maybe more patrolling of camp sites at night. Noisy bunch of young people next to us. Enforce quiet time.
- More rangers.
- Post person to inspect people and not allow trash to be brought to shut-ins (including cigarettes). I hate to see all the trash. No glass or bottles also.
- We had very noisy camping neighbors. Just too much litter...maybe emphasis to keep it clean...maybe stress the "keep it cleaner than you found it". Concern over kids jumping off the high cliff into the water...maybe a rule that if this happens you

are asked to leave without chance to re-enter.

- You need minute by minute supervision of teens, young adults who don't mind rules of no food, no drink.

Problems with information/signs

- Campground shower and restroom closer. Improve the location on state map.
- Inconsistent messages regarding the dog policy!
- Knowledge of wait to enter would have been helpful.
- Need more camping info for surrounding area.
- Put sign out front of guard hut telling people why they are waiting.
- Signage should be Brailled for full access.
- Signs indicating steepness of walkways -- maybe dangerous to people with certain problems. I.E. overweight, pregnant, bad heart.
- To mark the hiking trails a little better.

Park too crowded

- Be careful not to ruin the natural beauty, by overcrowding. Seems to have more people than in past. Not quite as fun.
- Charge admission fee to allow more work to be done to expand park and cut down on overcrowding.
- It seems every year it gets more and more crowded. Make river more accessible in different areas.
- Not as many people at the shut-ins. There were over 100 people on Monday swimming at the shut-ins at 1500 hours.
- There were many people and the parking was bad, but I think it's because it's such a nice park to come to.

Other

- Add horse trails and horse camping.
- Alcohol is the biggest problem I see in all state parks.
- Allow you to drink beer.
- Charge a fee for entrance for those using park. State parks in Florida do this.
- Charge admission fee to allow more work to be done to expand park and cut down on overcrowding.
- Charge an entrance fee. More restroom facilities.
- Closer parking.
- First aid station, band-aids, benidine, gauge packs, etc.
- Have Ozark Trail access further from swimming area.
- It seems every year it gets more and more crowded. Make river more accessible in different areas.
- It's great. Wish parents would supervise their toddlers better -- it's scary.
- Less rain, more toilet paper.
- Let people jump off cliffs.
- Let the cliffs in shut-ins be legal.
- Make larger parking lot.
- More outlets to shut-ins...Thank God I made it out alive.

- Need more campsites with electric and water hook-ups. Don't stop jumpers from enjoying the cliffs.
- Need to stop smoking at shut-ins if possible but probably not; would be nice -- one big source of trash.
- People with disabilities cannot and should not expect to do things that people without disabilities can do. Making the park totally accessible to them would ruin it for everyone else.
- Rent innertubes.
- Stay conservationists and do not evolve into preservationists!!
- This is the most beautiful of all Missouri parks we've seen. You're doing an outstanding job. Actually it's too safe. (I'd like to be allowed to jump from some of the lower rocks at the cliff.)
- This place is a lawsuit waiting to happen.
- Unsupervised pets -- at all state parks.
- Water was cloudy. Contamination came from creek on right side of creek just above campground.
- We had very noisy camping neighbors. Just too much litter...maybe emphasis to keep it clean...maybe stress the "keep it cleaner than you found it". Concern over kids jumping off the high cliff into the water...maybe a rule that if this happens you are asked to leave without chance to re-enter.
- Why the NY prices in the concession stand?
- Wish you could take in at least water for hydration purposes.