

## 1999 Table Rock State Park Visitor Survey

## **Project Completion Report**

## Submitted to

Missouri Department of Natural Resources Division of State Parks

Prepared by

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November 1999

## **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 Table Rock State Park (TRSP).

An on-site exit survey of adult visitors to TRSP was conducted from June through October 1999. Two hundred seven (207) surveys were collected, with an overall response rate of 56.6%. Results of the survey have a margin of error of plus or minus 7%. The following information summarizes the results of the study.

## **Socio-demographic Characteristics**

- TRSP visitors were comprised of more males (60%) than females (40%), and the average age of the adult visitor to TRSP was 48.
- The highest percentage had completed vocational school or some college and had an annual household income of \$25,000-\$50,000. Noteworthy, however, are the visitors who reported incomes higher than \$50,000. Almost half (48%) of visitors reported annual incomes of either between \$50,001 and \$75,000 or over \$75,000.
- The majority (95%) of visitors were Caucasian, 1.5% were Native American, 1.5% were African American, 1% were Asian, and 0.5% were Hispanic.
- Five percent (5%) of the visitors reported having a disability.

- Almost half (46%) of the visitors to TRSP were from out of state, with 8% from Arkansas, 8% from Illinois, and 5% from Oklahoma.
- Most of the Missouri visitors came from either the Springfield/Branson area (36%), St. Louis (23%), or Kansas City (13%) with the remainder spread throughout the state.

#### **Use-Patterns**

- Most (67%) visitors drove more than a day's drive (more than 150 miles) to visit TRSP. Of those driving 150 miles or less, 63% live within 50 miles of TRSP.
- Seventy percent (71%) of TRSP visitors had visited the park before.
- TRSP visitors had visited the park an average of 8.3 times in the past year.
- Over three-fifths of the visitors were staying overnight.
- Of the visitors staying overnight, 79% stayed in the campgrounds at TRSP. The average number of nights visitors stayed was 4.3.
- The majority of TRSP visitors visited the park with family and/or friends.
- The most frequent recreation activities in which visitors participated were camping, walking, boating, picnicking, swimming, fishing, and viewing wildlife.

#### **Satisfaction and Other Measures**

- Ninety-nine percent (99%) of the visitors were either satisfied or very satisfied overall.
- Campers were significantly more satisfied than non-campers.
- Of the ten park features, the marina was given the highest satisfaction rating and the swimming area was given the lowest satisfaction rating.
- Visitors gave high performance ratings to the following park attributes: being free of litter and trash, being safe, having helpful and friendly staff, and disabled accessibility.
- Visitors gave lower performance ratings to the following park attributes: clean restrooms, upkeep of park facilities, and care of natural resources.
- Sixty-two percent (62%) of visitors to TRSP felt some degree of crowding during their visit. More than half of them felt crowded in the campgrounds.
- Visitors who did not feel crowded had a significantly higher overall satisfaction compared to visitors who did feel crowded.
- Only a third of the visitors at TRSP did not give park safety an excellent rating.

- Although 29% of visitors felt that nothing specific could increase their feeling of safety at TRSP, 12% of visitors did indicate that a designated swimming beach at TRSP would increase their feeling of safety.
- Visitors who felt the park was safe also gave higher satisfaction ratings to seven of the nine park features, and gave higher performance ratings to the eight park attributes as well.
- Sixty percent (60%) of visitors said they would support a reservation system.
- A little more than half (57%) of visitors would not support a "carry in and carry out" trash system.
- Interestingly, 40% of visitors had no opinion regarding the proposed marina expansion, while 41% of TRSP visitors reported that they would not support the proposal, and 19% reported that they would support such a proposal.
- Sixteen percent (16%) of visitors provided additional comments and suggestions, the majority (46%) of which were comments and suggestions about the campgrounds.

## Acknowledgements

Conducting and successfully completing a study of this magnitude and complexity could not have been accomplished without the cooperation of many individuals. Almost 2,000 visitors to Missouri State Parks participated in the 1999 Missouri State Parks Visitor Survey. Over 200 visitors to Table Rock State Park voluntarily agreed to provide the information upon which this report is based. It is clear from their input that these visitors care very much for the recreation resources in the Missouri State Park System. Their efforts will provide invaluable input into the planning process and providing for more effective and responsive management of these resources.

Many other individuals provided assistance during the 1999 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 Table Rock State Park for their willingness to accommodate the survey crew during the study period, and also for their assistance during sampling. Many thanks also go the students at the University of Missouri who assisted in computer data entry of the questionnaires. They are: Amy Mahon, Chis Thoele, and Laura Marsch. And finally, grateful recognition is given to David Vaught, Tony Spicci, and Jason Bradshaw for their GIS technical assistance.

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## Introduction

#### NEED FOR RECREATION RESEARCH

In 1939, 15 years after Missouri obtained its first state park, 70,000 visitors were recorded visiting Missouri's state parks (Masek, 1974). Today, the increase in demand for outdoor recreation experiences has given rise to over 16 million visitors who, each year, visit the 80 parks and historic sites in Missouri's state park system (Holst & Simms, 1996). Along with this increase in demand for outdoor recreation experiences are other highly significant changes in outdoor recreation. Some of these changes include a change in the nature of vacations with a trend toward shorter, more frequent excursions; an increasing diversity of participation patterns across groups; an increase in more passive activities appropriate for an aging population; an increased concern for the health of the environment; and a realization of the positive contributions the physical environment has on the quality of one's life (Driver, Dustin, Baltic, Elsner, & Peterson, 1996; Tarrant, Bright, Smith, & Cordell, 1999).

Societal factors responsible for these changes in the way Americans recreate in the outdoors include an aging population; a perceived decline in leisure time and a faster pace of life; geographically uneven population growth; increasing immigration; changes in family structures, particularly an increase in single-parent families; increasing levels of education; a growth in minority populations; and an increasing focus on quality "lifestyle management" (Driver et al., 1996;

Tarrant et al, 1999). These factors and their subsequent changes in outdoor recreation participation have important implications for recreation resource managers, who are now faced with recreation resource concerns that are "...people issues and not resource issues alone (McLellan & Siehl, 1988)." This growing social complexity combined with the changes it has created in outdoor recreation participation have given rise to the need for research exploring why and how people recreate in the outdoors as well as how these individuals evaluate the various aspects of their outdoor recreation experiences.

#### STUDY PURPOSE

Visitor satisfaction tends to be a primary goal of natural resource recreation managers (Peine, Jones, English, & Wallace, 1999) and has been defined as the principal measure of quality in outdoor recreation (Manning, 1986). Visitor satisfaction, however, can be difficult to define because individual visitors are unique. Each visitor may have different characteristics, cultural values, preferences, attitudes, and experiences that influence their perceptions of quality and satisfaction (Manning, 1986).

Because of these differences in visitors, a general "overall satisfaction" question alone could not adequately evaluate the quality of visitors' experiences when they visit Missouri's state parks and historic sites. For this reason, it is necessary to gather 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. Thus, the purpose of this study is to gain information, through these and other questions, about the use patterns, socio-demographic characteristics, and satisfaction with park programs, facilities, and services, of visitors to ten of Missouri's state parks.

This report examines the results of the visitor survey conducted at Table Rock State Park (TRSP), one of the ten parks included in the 1999 Missouri State Parks Visitor Survey. Objectives specific to this report include:

- 1. Describing the use patterns of visitors to TRSP during the period between June and October 1999.
- 2. Describing the socio-demographic characteristics of visitors to TRSP.
- 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

Just north of the Arkansas border, TRSP is located on Table Rock Lake. The park's proximity to Branson, Missouri makes it a popular spot for visitors both from Missouri and from other states. Because of this popularity, TRSP offers many unique amenities, among them a

full-service marina with a dive shop, boat rentals, and parasailing equipment. Use of the marina has increased to such an extent that a proposal for marina expansion is currently being considered. This proposal was brought to the attention of TRSP visitors, who were asked to voice their opinion of the proposal during the 1999 Table Rock State Park Visitor Survey.

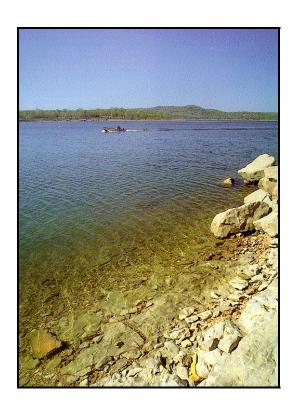


Table Rock State Park

#### SCOPE OF STUDY

The population of the visitor study at TRSP consisted of all TRSP visitors who were 18 years of age or older (adults), and who visited TRSP during the study period between June and October 1999.

## Methodology

#### SAMPLING PROCEDURES

A 95% confidence interval was chosen with a plus or minus 5% margin of error. Based upon 1998 visitation data for June through October at TRSP, it was estimated that over 500,000 visitors would visit TRSP during the period between June 1 and October 31, 1999 (DNR, 1998). 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 TRSP during the study period were the respondents for this study.

To ensure that visitors leaving TRSP 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. Visitors were then surveyed during the assigned time slot of the assigned 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 TRSP was administered on-site, to eliminate the non-response bias of a mail-back survey. An exit survey of visitors leaving the park was conducted through a systematic sampling of every third vehicle exiting the park. Because TRSP has two exits, a north and south exit, both exits were surveyed. To ensure that visitors at both exits would have an equal opportunity for being surveyed, surveying alternated between both exits. Only one exit was surveyed during each time slot. All adults (18 years of age and older) exiting at these exits were asked to participate in the survey.

#### **DATA COLLECTION**

The surveyor wore a state park t-shirt and was stationed at the assigned exit. At the survey station, a "Visitor Survey" sign was used to inform visitors of the survey. During the selected time slot, the surveyor stopped every third vehicle and asked every visitor who was 18 years of age and older to voluntarily complete the questionnaire, unless he or she had previously filled one out.



Survey Station at South Exit

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 vehicle: 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.

#### **DATA ANALYSIS**

The data obtained for the TRSP 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 weekday versus weekend, by time slot, and by exit 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 6), ratings of park attributes (question 7), overall satisfaction (question 14), and perceptions of crowding (question 15). The selected groups include:

- 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 TRSP campground.
- 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 non-campers.
- 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.

Chi-square tests were conducted comparing responses between select groups regarding support for a reservation system, support for a "carry in and carry out" trash system, and support for a marina expansion proposal. The selected groups include:

- 1. First time versus repeat visitors.
- 2. Campers versus non-campers.
- 3. Weekend versus weekday visitors.

## 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 Table Rock 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 207 surveys were collected at TRSP during the time period between June and October 1999. Tables 1 and 2 show surveys collected by time slot and exit, respectively. Of the 207 surveys collected, 116 (56%) were collected on weekends (Saturday and Sunday) and 91 (44%) were collected on weekdays (Monday through Friday). The overall response rate was 56.6%.

#### **SAMPLING ERROR**

With a sample size of 207 and a confidence interval of 95%, the margin of error increases from plus or minus 5% to plus or minus 7%. For this study, there is a 95% certainty that the true results of the study fall within plus or minus 7% of the findings. For example, from the results that 39.7% of the visitors to TRSP during the study period were female, it can be stated that between 32.7% and 46.7% of the TRSP visitors were female.

Table 1. Surveys Collected by Time Slot

Time Slot	Frequency	Percent
1. 8 a.m 12:00 p.m.	95	45.9%
2. 12:00 p.m 4 p.m.	53	25.6%
3. 4:00 p.m 8 p.m.	59	28.5%
Total	207	100.0%

Table 2. Surveys Collected by Exit

Exit	Frequency	Percent
North exit	79	38.2%
South exit	128	61.8%
Total	207	100.0%

## SOCIO-DEMOGRAPHIC CHARACTERISTICS

#### Age

The average age of adult visitors to TRSP was 48.1. When grouped into four age categories, 18.9 % of the adult visitors were between the ages of 18-34, 46.3% were between the ages of 35-54, 18.4% were between the ages of 55-64, and 16.4% were 65 or over.

#### Gender

Visitors to TRSP were more male than female. Male visitors comprised 60.3% of all visitors, and female visitors comprised 39.7% of all visitors.

#### **Education**

The majority (41.4%) of visitors to TRSP indicated they had completed vocational school or some college. Not quite one-third (30.3%) indicated they had completed a four-year college or a

post-graduate education, and 28.3% indicated having completed grade or high school.

#### Income

The largest percentage (36.7%) of visitors to TRSP reported they had an annual income of between \$25,000 and \$50,000. The second largest percentage (28.9%) 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 15.0% and 19.4% respectively.

### Ethnic Origin

Figure 1 indicates the ethnic origin of TRSP visitors. The vast majority (95.0%) of visitors was Caucasian. Less than one percent (0.5%) were Hispanic, 1.0% were Asian, 1.5% were African American, and 1.5% were Native American. Less than one percent (0.5%) of visitors indicated being of an "other" ethnic background.

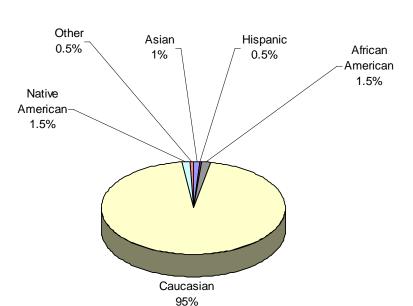


Figure 1. Ethnic Origin of TRSP visitors.

#### Visitors with Disabilities

Only 4.6% of the visitors to TRSP reported having some type of disability that substantially limited one or more life activities or that required special accommodations. Most of the disabilities reported were mobility-impairing disabilities, but other disabilities included arthritis, cancer, and heart problems.

#### Residence

A little more than half of the visitors to TRSP were from Missouri (53.5%) with the rest (46.5%) coming from other states, including Arkansas (8%), Illinois (7.5%), and Oklahoma (4.8%). Three of the visitors to TRSP were from Canada, and two were from Great Britain. Within Missouri, 36% of the visitors come from the Springfield/Branson area, 23% come from the St. Louis region, and 13% come from the Kansas City region with the rest of the visitors spread throughout the state. Figure 2 shows the residence of visitors by zip code.

#### **USE PATTERNS**

## Trip Characteristics

The majority (67%) of visitors to TRSP traveled more than a day's drive to visit the park (a day's drive is defined as 150 miles or less, not exceeding 300 miles round trip). Of the 33% who traveled approximately 150 miles or less to visit TRSP, most (63%) lived within 50 miles of TRSP, including visitors from the Springfield/Branson area and Harrison, Arkansas.

The majority (65.2%) of visitors either drove cars, vans, jeeps, or sport utility vehicles. Almost one-third (30.7%) drove pickup trucks. Less than 2% (1.7%) drove RVs, but almost 15% (14.5%) of visitors drove vehicles pulling trailers. The average number of axles per vehicle was 2.2, the average number of adults per vehicle was 2.0, and the average number of children per vehicle was 1.6.

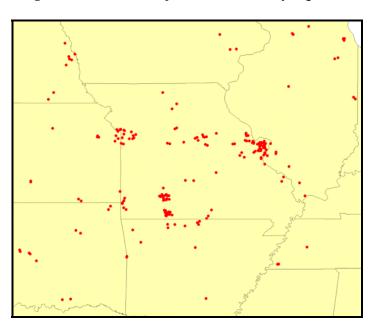


Figure 2. Residence of TRSP Visitors by Zip Code

#### Visit Characteristics

Seventy percent (71%) of the visitors to TRSP were repeat visitors, with one-fifth (29%) of the visitors being first time visitors. The average number of times all visitors reported visiting TRSP within the past year was 8.3 times.

Most of the visitors (68.3%) to TRSP during the study period indicated that they were staying overnight, with only 31.7% indicating that they were dayusers. Of those staying overnight during their visit, 79.4% stayed in the campgrounds at TRSP, 12.5% stayed in nearby lodging facilities, 2.2% stayed in nearby campgrounds, 2.2% stayed with friends and relatives, and 3.7% stayed in "other" accommodations. Of those camping in a campground in TRSP, 68.5% reported camping in an RV, trailer, or van conversion, while 31.5% reported staying in a tent.

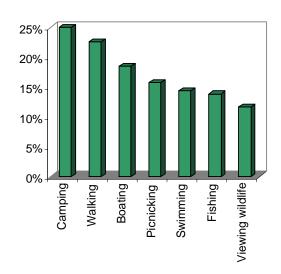
Of those reporting overnight stays, less than 10% (8.9%) stayed one night, 21% stayed two nights, 25% stayed three, 15.3% stayed four nights, 8.9% stayed five nights, and 20.9% stayed 6 or more nights. The average stay for overnight visitors was 4.3 nights.

About 46% of the visitors to TRSP visited the park with family. Fifteen percent (14.8%) visited with family and friends, while another 15% (14.8%) visited with friends, and 23% visited the park alone. Only 1.5% indicated visiting the park with a club or organized group.

# RECREATION ACTIVITY PARTICIPATION

Respondents to the survey were asked what activities they participated in during their visit to TRSP. Figure 3 shows the percentage of visitor participation in the seven highest activities. Camping was the highest reported (25.1%), walking was the second (22.6%), and boating was the third (18.5%). Picnicking (15.8%), swimming (14.4%), fishing (13.9%), and viewing wildlife (11.7%) were next.

Figure 3. Participation in Recreational Activities at TRSP



TRSP visitors reported engaging in other activities, including hiking (8.7%), boat rental (5.7%), studying nature (5.7%), and diving (3.0%). Only 4.6% of visitors reported engaging in an "other" activity, the majority of which were attending shows or other activities in Branson.

#### SATISFACTION MEASURES

### **Overall Satisfaction**

When asked about their overall satisfaction with their visit, only 1% of visitors was either dissatisfied or very dissatisfied with their visit, whereas 99% of visitors were either satisfied or very satisfied. Visitors' mean score for overall satisfaction was 3.65, 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 3.59 and 3.68 respectively. Nor was there a significant difference in overall satisfaction between weekend (3.42) and weekday visitors (3.47). There was, however, a significant difference (p<.05) in overall satisfaction between campers and non-campers. Campers (3.73) had a significantly higher overall satisfaction score than non-campers (3.57).

### Satisfaction with Park Features

Respondents were also asked to express how satisfied they were with nine park features. Figure 4 shows the mean scores for the nine features and also for visitors' overall satisfaction. The satisfaction score for the marina (3.57) was the highest, with the other scores ranging from 3.52 (picnic areas) to the lowest of 3.18 (swimming area). A multiple linear regression analysis ( $r^2$ =.23) of the ten park features showed that all variables were equally important to overall satisfaction.

No significant differences were found in mean satisfaction ratings of park features between first time and repeat visitors to TRSP. Campers (3.56) were significantly (p<.05) more satisfied with the boat ramps than non-campers (3.29). Weekday visitors had significantly higher (p<.05) satisfaction scores than weekend visitors regarding the marina

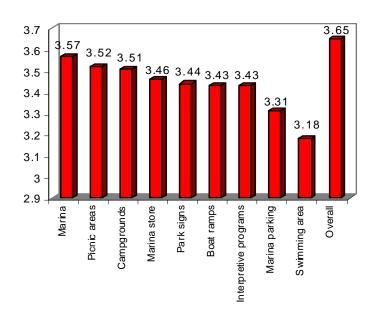


Figure 4. Satisfaction with TRSP Features

(3.69 and 3.46 respectively) and parking at the marina (3.48 and 3.15 respectively).

#### PERFORMANCE RATING

Visitors were asked to rate the park's performance of eight select park attributes (question 7): being free of litter and trash, having clean restrooms, upkeep of park facilities, having helpful and friendly staff, access for persons with disabilities, care of natural resources, providing interpretive programs, and being safe. Performance scores were based on a 4.0 scale, with 4 being excellent and 1 being poor.

No significant differences were found between campers and non-campers and their performance ratings of the eight park attributes. First time visitors gave significantly higher (p<.05) performance ratings than repeat visitors regarding TRSP being free of litter and trash (3.75 and 3.55 respectively) and having clean restrooms (3.50 and 3.22 respectively). Weekend visitors gave TRSP a significantly higher (p<.05) rating (3.58)

than weekday visitors (3.34) regarding the park's performance in caring for its natural resources. A multiple linear regression analysis ( $r^2$ =.16) of the eight park attributes showed that all variables were equally important to overall satisfaction.

## IMPORTANCE-PERFORMANCE MEASURES

The Importance-Performance (I-P) Analysis approach was used to analyze questions 7 and 13. 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 3 lists the scores of these attributes, which were based on a 4.0 scale of 4 being excellent and 1 being poor, and 4 being very important and 1 being very unimportant.

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

Table 3. Mean P	erformance and I	mportance Scores	for Park Attributes
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	Mean Performance	Mean Importance
Attribute	Score*	Score*
A. Being free of litter/trash	3.60	3.87
B. Having clean restrooms	3.30	3.94
C. Upkeep of park facilities	3.52	3.84
D. Having helpful & friendly staff	3.63	3.77
E <sub>1</sub> . Access for persons with disabilities	3.59	3.52
E <sub>2</sub> . Access for persons with disabilities	3.80	4.0
F. Care natural resources	3.47	3.76
G. Providing interpretive programs	3.52	3.35
H. Being safe	3.67	3.90

 $E_1 = All visitors$ 

 $E_2$  = Disabled visitors only

<sup>\* 1 =</sup> Poor performance or low importance rating, 4 = excellent performance or importance rating

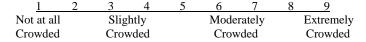
The I-P Matrix is divided into four quadrants to provide a guide to aid in possible management decisions. For example, the upper right quadrant is labeled "high importance, high performance" and indicates the attributes in which visitors feel the park is doing a good job. The upper left quadrant indicates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

TRSP was given high importance and performance ratings for being safe, being free of litter and trash, and for having helpful and friendly staff. Disabled visitors also rated TRSP high in its providing disabled accessibility. Characteristics that visitors felt were important but rated TRSP low on performance were having clean

restrooms, upkeep of park facilities, and care of natural resources. The attribute of providing interpretive programs is not reflected in the I-P Matrix because of the reported low attendance of visitors to the interpretive programs.

#### **CROWDING**

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



Visitors' overall mean response to this question was 3.1. Over one-third (38.4%) of visitors to TRSP did not feel at all crowded (selected 1 on the scale) during their visit. The rest (61.6%) felt some degree of crowding (selected 2-9 on the scale) during their visit.

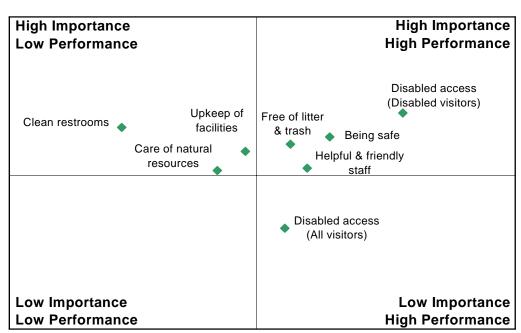


Figure 5. Importance-Performance Matrix of Park Attributes

Table 4. Locations Where TRSP Visitors Felt Crowded During
Their Visit

Location	Frequency	Percent
Campgrounds/campsites	31	51.7%
Restrooms/shower houses	7	11.7%
On the lake	7	11.7%
Marina	6	10.0%
Boat ramps	5	8.3%
Other	4	<u>6.7%</u>
Total	60	100.0%

Visitors who indicated they felt crowded during their visit were also asked to specify where they felt crowded (question 16). Almost half (46.7%) of the visitors who indicated some degree of crowding answered this open-ended question. Table 4 lists the locations where visitors felt crowded at TRSP. Of those who reported feeling crowded, the majority (51.7%) felt crowded in the campgrounds. There were no significant differences in visitors' perceptions of crowding between first time visitors and repeat visitors, campers and non-campers, or weekday and weekend visitors.

### Crowding and satisfaction

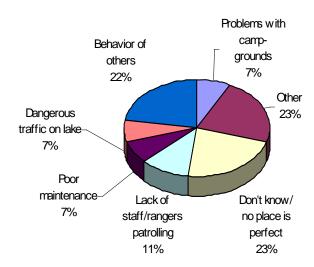
A significant difference (p<.05) was found in visitors' mean overall satisfaction with their visit and whether they felt some degree of crowding or not. Visitors who did not feel crowded had a mean overall satisfaction score of 3.82, whereas visitors who felt some degree of crowding had a mean overall satisfaction score of 3.54.

#### SAFETY CONCERNS OF VISITORS

One-third (35.5%) of the visitors to TRSP did not rate the park as excellent

for safety. Of those, 45.3% 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.

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



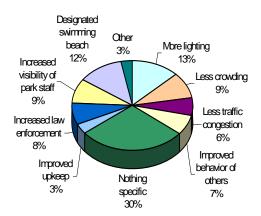
A large percentage (22.2%) of the responses were from visitors who either didn't know or who felt that no place was perfect and could always improve. Another 22.2% of visitors commented on behavior of other visitors.

Visitors were also given a list of ten attributes and were asked to indicate which of the ten would most increase their feeling of safety at TRSP. Although instructed to select only one attribute, many visitors selected more than one; consequently, 203 responses were given by 148 visitors. Figure 7 shows the percentage of responses given by visitors. Most (28.6%) felt that nothing specific would increase their feeling of safety, but 12.8% felt that more lighting would increase their feeling of safety, and another 12.3% indicated that a designated swimming beach at TRSP would increase their feeling of 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 percent (61.5%) of those visitors answered this open-ended question. Table 5 shows the frequency and percentages of their responses.

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. There were no differences in safety ratings by sociodemographic characteristics. To

Figure 7. Percentage of Safety Attributes
Chosen by Visitors



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 TRSP on being safe. Group 1 included those who rated the park excellent, and Group 2 included those who rated the park as good, fair, or poor.

There were no significant differences (p<.05) between the two groups and their perceptions of crowding or overall satisfaction. However, Group 1 did have significantly (p<.05) higher satisfaction ratings regarding the campgrounds, park signs, picnic areas, swimming area,

Table 5. Locations Where Visitors Felt More Lighting Would Increase Safety

Location	Frequency	Percent
In the campgrounds	4	25.0%
By the restrooms/shower houses	3	18.8%
Along park roads & everywhere	3	18.8%
At the marina	2	12.5%
At the boat ramps	2	12.5%
Other	2	12.5%
Total	16	100.0%

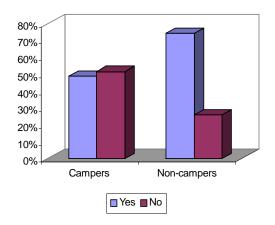
marina store, marina parking, and interpretive programs than Group 2. Group 1 also had significantly higher (p<.001) performance ratings of the eight park attributes than Group 2.

#### SUPPORT OF RESERVATION SYSTEM

TRSP visitors were asked whether they would support setting aside at least 50% of all campsites in a reservation system, and charging a reservation fee not to exceed \$7.00. About 60% (59.9%) of visitors reported that they would support such a system, while 40% (40.1%) reported that they would not.

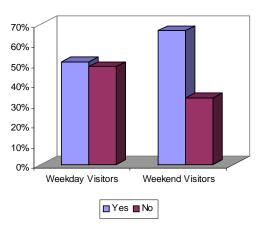
There was no significant difference between first time and repeat visitors and the percentage of each that would or would not support a reservation system. There was a significant difference (p<.001) between campers and non-campers and the percentage of each that would or would not support a reservation system. Figure 8 shows the differences between the two groups. An almost equal number of campers either

Figure 8. Comparison of Support of Reservation System Between Campers and Non-campers



supported or didn't support a reservation system, with 48.6% and 51.4% respectively. However, many more non-campers (74.1%) supported a reservation system than didn't (25.9%).

Figure 9. Comparison of Support of Reservation System Between Weekend and Weekday Visitors



There was also a significant difference (p<.05) between weekend and weekday visitors and the percentage of each that would or would not support a reservation system. Figure 9 shows the differences between the two groups. Weekday visitors were almost equally in favor (51.2%) or not in favor (48.8%) of a reservation system, but more weekend visitors supported a reservation system (66.7%) than didn't (33.3%). Weekend campers were more likely (60%) to support a reservation system than weekday campers (39%).

# SUPPORT OF "CARRY IN/CARRY OUT" TRASH SYSTEM

TRSP visitors were also asked to indicate whether they would be willing for the park to establish a "carry in and carry out" trash removal system, thereby promoting recycling and reducing the

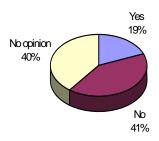
burden of handling trash in the park. The majority (57.1%) of visitors would not support such a system, although 42.9% of visitors reported that they would support a "carry in and carry out" system

There were no significant differences between first time and repeat visitors, and between weekend and weekday visitors, and whether each group would support this type of trash system. First time visitors were almost equally in favor of (54%) or opposed to (46%) a carry in/carry out system, while repeat visitors were more likely to oppose (62%) this type of system. Both weekend and weekday visitors were more opposed (57%) than supportive (43%) of a carry in/carry out system. However, campers were significantly (p<.001) more likely to oppose (72%) establishing this type of system, while non-campers were more likely to support it (60%).

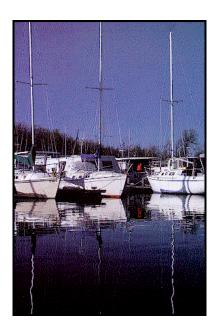
#### SUPPORT FOR MARINA EXPANSION

Question 12 of the questionnaire explained to visitors the possibility of marina expansion, and asked respondents if they would support expansion even if it meant temporarily reducing the number of lakeside basic campsites. Forty percent (41.6%) of

Figure 10. Support For Marina Expansion



visitors did not support this proposal, while another 40% (39.6%) didn't have an opinion. Not quite 20% (18.8%) of visitors indicated they would support the expansion proposal. Figure 10 shows the percentages.



Marina at TRSP

Those visitors who would not support marina expansion were asked to explain why they wouldn't. Over 60% (61.4%) of those who answered this open-ended question felt that campsites were more important and in fact, more campsites were needed, particularly by the water. Seventeen percent (17.5%) felt the marina is already large enough and fine the way it is, while 12.3% didn't care or felt the marina was unimportant because they didn't boat or fish. Nine percent (8.8%) listed other reasons why they wouldn't support marina expansion, and these included wanting a more natural setting and concern that marina expansion might exclude other types of users.

Table 6. Cross-Tabulation Comparing Marina Expansion Responses and Marina Growth Responses

Support for Marina Expansion	Support for Continued Marina Growth		
Proposal	No	Yes	
Yes (19%)	11.4%*	88.6%*	
No (41%)	71.4%*	28.6%*	
No opinion (40%)	45.7%*	54.3%*	

<sup>\*</sup>Row percentages are given. For example, 71.4% of those respondents who would not support the marina expansion proposal also felt that marina growth should not continue, whereas 28.6% of those respondents who would not support the marina expansion proposal felt that marina growth should continue.

The visitors who would support marina expansion were also asked to explain their reasons. Over half (52.2%) of the visitors answering this open-ended question felt the marina needs expansion, particularly more parking areas and boat slips. Seventeen percent (17.4%) felt the marina is necessary for Table Rock Lake and benefits a great many people, including local residents. Thirteen percent (13.0%) indicated they would support marina expansion because the reduction in campsites would be only temporary. And another 17% (17.4%) had other reasons for supporting marina expansion, including that there are already enough campsites.

There were no significant differences between first time and repeat visitors or weekend and weekday visitors in how each group responded to the marina expansion proposal. Nor was there any significant difference between responses of visitors surveyed at the north entrance of the park and visitors surveyed at the south entrance (marina entrance) of the park. Both were as equally likely to either oppose (north, 45%; south, 39%) the proposal or have no opinion (north, 43%; 38%, south), although the south entrance had a slightly higher percentage (23%) of visitors supporting the proposal than the north entrance (12%). Campers, on the other hand, were significantly (p<.001) more likely to oppose the proposal (55%) than non-campers (24%).

Finally, visitors were also asked if they felt that marina growth should even continue. Table 6 provides a crosstabulation of how visitors answered this question compared to how they answered the marina expansion proposal question. Visitors were almost equally divided on this question, with 50.3% of visitors against continued growth and 49.7% of visitors in support of it. Of those visitors who supported marina growth, 82.9% felt that growth limits should be established, while 17.1% felt that no growth limits should be established.

#### 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 TRSP a better one (question 24). Sixteen percent (15.9%) of the total survey participants responded to this question, with 39 responses given by 33 respondents. The comments and suggestions were listed and grouped by similarities into 7 categories for

frequency and percentage calculations. The list of comments and suggestions is found in Appendix G. Table 7 lists the frequencies and percentages of the comments and suggestions by category. Almost half (46.2%) of the comments were regarding the campgrounds, including many requests for additional full hook-up sites. Fifteen percent (15.4%) of the comments were positive comments, including such comments as: "Keep up the good work" and "We

really enjoy camping here." The rest of the comments were categorized based on similar suggestions or comments, such as suggestions about the reservation system, requests for better maintenance and upkeep, and comments or suggestions regarding the restrooms and shower houses.

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

	Category	Frequency	Percent
1.	Comments/suggestions about campgrounds	18	46.2%
2.	General positive comments	6	15.4%
3.	Comments/suggestions about the reservation system	6	15.4%
4.	Comments/suggestions about the restrooms/shower houses	3	7.7%
5.	Need newer/additional facilities	3	7.7%
6.	Better maintenance/upkeep	2	5.1%
7.	Need more law enforcement	<u>1</u>	2.6%
	Total	39	100.0%

### **Discussion**

#### MANAGEMENT IMPLICATIONS

The results of this study provide relevant information concerning TRSP visitors. However, the results should be interpreted with caution. The surveys were collected only during the study period from June to October 1999; therefore, visitors who visit during other seasons of the year are not represented in the study's sample. The results, however, are still very useful to park managers and planners, because much of the annual visitation occurs during this period.

## Satisfaction Implications

Sixty-seven percent (67%) of TRSP 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 (71%) combined with their positive comments provide evidence that TRSP visitors are indeed satisfied with their park experience.

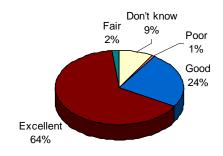
Interestingly, campers were significantly more satisfied with their visit than non-campers, although satisfaction scores for both were high. The campgrounds at TRSP are unique in that they offer a number of full hook-up campsites. This extra amenity is greatly appreciated by campers, particularly as the majority (69%) of campers were RV campers. This appreciation was expressed by the high campground satisfaction scores and by the majority (46%) of additional comments and suggestions regarding the

campgrounds, many of which requested more full hook-up sites.

### Safety Implications

TRSP managers should be commended for providing a park in which visitors feel safe. Only one-third (36%) of visitors did not give the park an excellent rating regarding safety, and the majority (91%) of those not giving an excellent rating gave a good rating instead (Figure 11). Visitors' safety concerns did not influence their overall satisfaction, nor influence their perceptions of crowding. In fact, a large percentage (30%) of visitors indicated that nothing specific would increase their feeling of safety at TRSP.

Figure 11. Safety ratings of TRSP.



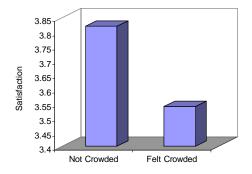
Some visitors, however, did express concern about the lack of a designated swimming beach at TRSP. Twelve percent (12%) of visitors indicated that a designated swimming beach would increase their feeling of safety at TRSP. This is further reflected in the lower satisfaction rating given by visitors to

the swimming area at TRSP. A possible management solution would be to provide a designated swimming beach at TRSP.

## **Crowding Implications**

Visitors' perception of crowding is more of a management concern, particularly in light of TRSP's proximity to Branson, Missouri. 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 (Peine et al., 1999). For instance, visitors who indicated that improved behavior of others would increase their feeling of safety at TRSP had significantly higher (p<.05) perceptions of crowding compared to visitors who indicated other safety features. And while not significant, visitors who rated care of natural resources as excellent had lower perceptions of crowding (2.9) than visitors who gave a good (3.4), fair (3.3), or poor (3.3) rating.

Figure 12. Overall Satisfaction is Lower for Those Who Felt Crowded



Visitors' perceptions of crowding also influenced visitors' overall satisfaction at TRSP. Visitors who felt crowded had a significantly lower overall satisfaction than visitors who did not feel crowded (Figure 12). 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 comments listed the campgrounds as where visitors felt crowded. Further study could determine if crowding perceptions here are due to the number of people or perhaps the behavior of those in the campgrounds.

## Performance Implications

Visitors felt that clean restrooms were very important but rated TRSP's as needing attention. Visitors also felt that upkeep of the park's facilities was very important, but did not rate TRSP very high in this area. Visitors also gave care of natural resources a lower rating, but a higher importance.

Restroom cleanliness is often given a lower rating by visitors to state parks (Fredrickson & Moisey, 1998), and in this case could be a result of the large number of daily visitors TRSP experiences during peak season. Unfortunately, repeat visitors gave restroom cleanliness a significantly lower rating than first-time visitors, indicating that perhaps conditions did not meet their expectations from prior visits.

The lower rating given to care of natural resources, as mentioned earlier, could be a result of visitors' perceptions of resource degradation in relation to their perceptions of crowding. Studies have shown that perceptions of crowding and

adverse resource impacts influence evaluations of quality in recreation experiences (Peine et al., 1999). TRSP visitors who did not give care of natural resources an excellent rating had slightly higher perceptions of crowding.

## Implications for TRSP's Interpretive Programs

Another area of concern for managers at TRSP is the low visitor attendance of TRSP's interpretive programs. Less than one percent (0.5%) of visitors indicated attending an interpretive program. The majority (68%) of visitors, when asked how satisfied they were with interpretive programs, reported that they didn't know how satisfied they were. When asked to rate TRSP's performance in providing interpretive programs, again the majority (64%) of visitors didn't know how to rate this attribute. These results suggest that visitors may not be aware of the interpretive programs, and thus do not attend them. This may be a result of the fact that many overnight visitors who stay at TRSP use TRSP only as a place to stay while attending shows and special events in Branson and the surrounding areas.

## Implementation of Reservation System

Although a majority (60%) of visitors reported that they would support the proposed reservation system, campers (the users most likely to be affected by such a system) were almost equally likely to oppose (51%) or support (49%) the proposed reservation system. Visitors who did not support the reservation system were significantly (p<.001) older than visitors who did, with a mean age of 52.8 compared to a mean age of 44.6. This is important

because the mean age of campers (50.4) was significantly higher (p<.01) than the mean age of non-campers (44.9). The mean age of RV campers (those visitors who might be expected to use the reservation system more) was also significantly higher (p<.001) than the mean age of tent campers, with a mean age of 57 (RV campers) compared to a mean age of 37.8 (tent campers). Visitor comments about a reservation system include comments espousing the need for a reservation system at TRSP, but also include other comments expressing concern about the potential difficulties in making reservations through a central telephone number and other 'hassles' related to making reservations.

# Implementation of "Carry In and Carry Out" Trash System

Visitors were almost equally divided on this issue, with 57% of visitors opposed to and 43% of visitors in support of a "carry in/carry out" system of trash removal. However, anecdotal observations from the surveyor suggest that many visitors fear non-compliance by other visitors if this type of trash removal system is implemented. This is an important concern for visitors, as evidenced by the high performance and importance ratings given to the park for being free of litter and trash.

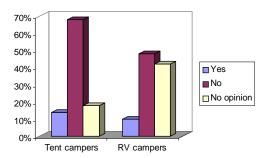
## Implementation of Marina Expansion Proposal

Only 19% of visitors reported definite support for the marina expansion proposal, while the rest either had no opinion (40%) or were against (41%) the proposal. Because the proposal calls for a temporary reduction in the number of lakeside basic campsites, campers will probably be the most affected user group

if this proposal is implemented. It is important to remember that the majority (68%) of visitors to TRSP were overnight visitors, and the majority (79%) of these visitors stayed overnight in TRSP campgrounds. Camping was the highest reported activity in which visitors participated, and campground satisfaction was very high as well. In fact, campers were significantly more satisfied overall than non-campers.

The majority (55%) of campers did not support the proposal for marina expansion, while 11% did and 34% had no opinion. Since tent campers would be the most likely of the campers to be affected by the proposal, a crosstabulation comparing responses between tent and RV campers was conducted. Figure 13 shows the percentages of responses. A large majority (68%) of tent campers would not support the proposal, while 14% would and 18% had no opinion. RV campers, on the other hand, were almost equally likely to either not support (48%) or have no have opinion (42%) about the proposal. Only 10% of RV campers supported the proposal.

Figure 13. Percentages of Responses of Tent and RV Campers Regarding Marina Expansion



#### Conclusion

The results of the present study suggest some important management and planning considerations for TRSP. Even though TRSP visitors rated their visits and the park features relatively high, attention to crowding, facility maintenance, and care of the natural resources can positively effect these ratings. Consideration should be given to the ease of making reservations if a reservation system is implemented. Also, consideration should be given as to whether marina expansion is necessary and if so, whether expansion will affect user satisfaction, particularly camper satisfaction.

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 TRSP. The frequency and percentage calculations of survey responses provide useful information concerning sociodemographic characteristics, use patterns, and satisfaction of TRSP visitors. In addition, the "sub-analysis" of data is important in identifying implications for management of TRSP. (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 TRSP should also be conducted on a regular basis (e.g., every three, four, or five years). Future TRSP studies can identify changes and trends in sociodemographic characteristics, use patterns, and visitors' satisfaction at TRSP.

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 between June and October 1999. Therefore, user studies at TRSP and other parks and historic sites might be conducted during other seasons for comparison between seasonal visitors.

## METHODOLOGY RECOMMENDATIONS AND CONSIDERATIONS FOR TRSP 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 Signage

It is recommended that adequate signage by utilized when collecting surveys onsite. A "Visitor Survey" sign was used in the present study to inform visitors exiting the park that a survey was being conducted. Having the sign for that purpose aided in the workability of the methodology, as many visitors slowed their vehicles and some stopped before being asked to do so. However, the "survey station" often became an "information station" when visitors would stop to ask questions or directions. Many visitors would also engage the surveyor in conversation regarding their feelings about TRSP. For these reasons, an assistant to help administer the surveys would be helpful.

#### Survey Administration

The prize package drawing and the onepage questionnaire undoubtedly helped attain the 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 of the heat and because they did not have enough time (many were on their way to shows or other activities in Branson).

Most non-respondents were very pleasant and provided positive comments about the park. Many 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 onsite, and to only use the mail-back approach when it is certain visitors would otherwise be non-respondents.

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1999 Table	Rock State	Park Visitor	Survey

Appendix A. Table Rock State Park Visitor Survey



## Table Rock State Park



The Missouri Department of Natural Resources and the University of Missouri are seeking your evaluation of Table Rock 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 you	ur first visit	to Table Rock	State Park? (Check only one box.)
	□ yes	□ no	If no, how ma	any times have you visited this park in the
2.	During th	nis visit to	the park, are yo	ou staying overnight? (Check only one
	□ yes	If yes, how		are you staying at or near the park during
	□ no		to question 4.)	
3.	□ campg □ nearby □ nearby □ friends	round in Ta	able Rock State  RV/trailer/c cilities  nd	
4.	With who	m are you	visiting the pa	rk? (Check only one box.)
				s 🗆 club or organized group
	☐ family	□ fr	riends	□ other (Please specify.)
5.		creational I that apply.		you engaged in during this park visit?
			wimming	□ attending interpretive program
	☐ fishing		oating	□ viewing wildlife
	□ campir	ng □b	oat rental	☐ studying nature
			arasailing	□ attending special event
	□ walking	g □s	cuba diving	□ other (Please specify.)

		Very Satisfied	Satisfied	Dissatisfied	Very Dissatisf	Don't ied Know
a.	campgrounds					
b.	park signs					
C.	picnic areas					
d.	swimming area					
e.	marina			0		
f.	boat ramps					
g.	marina store			0		
h.	marina parking					
	interpretive programs	D Dook S	Tata Bark		ha fallawin	Charl
7.		le Rock S	State Park o	on each of t	he followin	i <b>g?</b> (Check
	How do you rate Tabl one box for each featu	le Rock S re.)	anti sereso	on each of t	he followin	n <b>g? (Check</b> Don't oor Know
1. 7. a.	How do you rate Table one box for each feature being free of litter/trash	le Rock S re.)	State Park of	on each of t	he followin	i <b>g? (Check</b> Don't oor Know
1. 7. a. b.	How do you rate Tablone box for each feature being free of litter/trash having clean restrooms	le Rock S re.)	State Park of Exceller	on each of t	Fair Pr	ng? (Check Don't bor Know
7. a. b.	How do you rate Table one box for each feature being free of litter/trash having clean restrooms upkeep of park facilities.	le Rock S re.)	Exceller	on each of t	Fair Pi	ng? (Check
7.	How do you rate Tablone box for each feature being free of litter/trash having clean restrooms	le Rock S re.) n s s ndly staff	Exceller	on each of t	Fair Po	ng? (Check
7. a. b. c.	How do you rate Table one box for each feature being free of litter/trash having clean restrooms upkeep of park facilitie having a helpful & frier	le Rock S re.) n s s ndly staff th disabilit	Exceller	on each of t	Fair Pi	ng? (Check
7. a. b. c.	How do you rate Table one box for each feature being free of litter/trash having clean restrooms upkeep of park facilities having a helpful & frier access for persons with	le Rock S re.) s s adly staff th disabilit	Exceler	on each of t	Fair Pr	ng? (Check

9.	Which of the following would most increase your feeling of being safe at
	Table Rock State Park? (Check only one box )

☐ more lighting where?	<ul> <li>☐ improved behavior of others</li> <li>☐ increased visibility of park staff</li> </ul>
☐ less crowding	☐ less traffic congestion
☐ nothing specific	☐ designated swimming beach
☐ improved upkeep of facilities	□ other (Please specify.)
☐ increased law enforcement patrol	



rating?

PLEASE TURN SURVEY OVER.



<ol> <li>Do you support setting aside at least 50% of all campsites in a reservation system in order to guarantee a site, and charging a reservation fee not to</li> </ol>					<ol><li>During this visit, how crowded did you feel? (Circle one number.)</li></ol>											
exceed \$7.00? (Che			⊒ yes	□ no			1	2	3		4	5	6	7	8	9
						Not	at all		5	Slightly				derately		Extremely
<ol> <li>Do you support establishing a "carry in and carry out" system as a means of promoting recycling and reducing the burden of handling trash in this</li> </ol>				Crowded Crowded Crowded								Crowded				
park? (Check only or	ne box.)		⊐ yes □	no on [		16.	If you	felt cro	wded	on th	is vis	it, wh	ere did y	ou feel c	rowded?	?
12a. A marina expansion temporarily reduce support this proport	e the number	of lakesio	de basic ca			17.	What	is you	r age?			18.	. Gende	r? 🗆 f	emale	□ male
	es, why?					19.			highes	st leve	el of e	ducat	tion you h	nave con	npleted?	Check only
	o, why?						one b		12		9				- 23	_
☐ no opinion							-	ide sch h scho				nal sch ollege		-		rear college education
12b. Do you believe ma	rina growth s	should co	ntinue? (C	heck only on	e box.)											
						20.							k only one			
□ no				De Marietania - State			☐ Asi			rican A	27.60		□ Native /			Indian
□ yes If yes, sh	ould growth	limits be	established	? □ yes	□ no		☐ His	panic	□ Ca	aucasia	an/Wh	ite	Other (	Please spe	ecify.)	
13. When visiting any st		importar	nt are each	of these ite	ms to you?										-0-5-578	
(Check one box for ea				Mari	D Y	21.							dations?		or mor	e life activitie
	Very Important	Important	Unimportant	Very Unimportant	Don't Know		□ yes	-					or disab		you ha	vo?
a. being free of litter/trash							□ no		" ye	3, 1111	at uis	ability	OI GISAD	illues do	you na	•01
b. having clean restrooms									_							
c. upkeep of park facilities		0	0	0	0	22.	What	is vou	r 5-dia	it zip	code	(or co	untry of re	sidence.	if you lin	ve outside the
d. having a helpful &								?	_				,	,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
friendly staff							,									
e. access for persons with	1			F-1 -13	100000000	23.	What	is you	r annu	al ho	useho	old inc	come?			
disabilities	0	0	0	D	0			s than					\$50,00	1 - \$75.0	00	
f. care of natural resource	es 🗆						□ \$25,000 - \$50,000 □ over \$75									
g. providing interpretive p	rograms□		0					10315	0.000				1144665			
h. being safe						24.										or suggestio make your
14. Overall, how satisfie		h this visi	it to Table R	Rock State P	Park?								rk a bette			
(Check only one box.)																
Very Satisfied S	atisfied	Dissat	tisfied	Very Dissatisfie	d											

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

1999 Table	Rock State	Park Visitor	Survey

**Appendix B. Survey Protocol** 

### **Protocol for Table Rock 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 Table Rock 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 Table Rock 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, 1999. Winners will be notified by telephone or mail. Redemption of gift certificates is based on dates of availability through August 31, 2000.

Name:				
Address:				
Phone #:	(	)		

### **Appendix D. Observation Survey**

Date	Day of Week	Time Slot
Weather	Temperature	Park/Site

	G //•	# of	# of	Vehicle	Additional		# of Visits
1	Survey #'s	Adults	Children	Туре	Axles	Area	Today
2							
3							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17 18							
19							
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21							
23							
24							
25							
26							
27							
28							
29							
30							
31							
32							
33							
34							
35							

### 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

1999 Table	Daal	Ctata	Dank	Vicitor	Cuma
1999 Lanie	KOCK	State	Park	visitor	Survey

**Appendix E. Responses to Survey Questions** 

### **Table Rock State Park Visitor Survey**

### 1. Is this your first visit to Table Rock State Park? (n=207)

yes 29.0% no 71.0%

### If no, how many times have you visited this park in the past year? (n=121)

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

0	9.9%
1	19.8%
2	22.3%
3-5	25.6%
6-10	5.1%
11-20	9.1%
20+	8.2%

The average # of times repeat visitors visited the park in the past year was 8.3 times.

### 2. During this visit to the park, are you staying overnight? (n=202)

yes 68.3% no 31.7%

## If yes, how many nights are you staying overnight at or near the park during this visit? (n=124)

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

1	8.9%
2	21.0%
3	25.0%
4-5	24.2%
6-10	16.9%
11+	4.0%

The average # of nights respondents visiting the park for more than one day stayed was 4.3.

### **3.** If staying overnight, where are you staying? (n=136)

campgroun	campground in Table Rock State Park			
tent	31.5%			
RV	68.5%			
nearby lodg	12.5%			
nearby cam	pground	2.2%		
friends/rela	tives	2.2%		
other		3.7%		

### **4. With whom are you visiting the park?** (n=196)

alone 23.0%	family & friends	14.8%	club or organized group	1.5%
family 45.9%	friends	14.8%	other	0.0%

### 5. Which recreational activities have you engaged in during this park visit?

picnicking	15.8%	swimming	14.4%	attending interpretive program	0.5%
fishing	13.9%	boating	18.5%	viewing wildlife	11.7%
camping	25.1%	boat rental	5.7%	studying nature	5.7%
hiking	8.7%	parasailing	0.3%	attending special event	2.5%
walking	22.6%	scuba diving	3.0%	other	4.6%

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

Antique shows. Sailing.

Branson sights. Seeing shows in Branson. Driving thru. Seeing shows in Branson.

Driving thru. Shopping.

Just looking today.

Just looking.

Kicking back.

Looking for new home.

Silver Dollar City.

Tournaments.

Using restroom.

Wildlife Bingo.

Music shows.

In addition to percentages of responses, a mean score was calculated for each feature in questions 6, 7, 13, and 14. The score is based on a 4.0 scale with 4 = very satisfied, 3 = satisfied, 2 = dissatisfied, and 1 = very dissatisfied (Q. 6 & 14); 4 = excellent, 3 = good, 2 = fair, and 1 = poor(Q, 7); and 4 = very important, 3 = important, 2 = unimportant, and 1 = very unimportant (Q. 13). The mean score is listed in parenthesis following each feature.

### 6. How satisfied are you with each of the following in Table Rock State Park?

		Very			Very	Don't	
		Satisfied	Satisfied	Dissatisfied	Dissatisfied	Know	
a.	campground (3.51)	45.5%	39.3%	1.6%	0.0%	13.6%	n=191
b.	park signs (3.44)	46.6%	46.6%	3.7%	0.0%	3.7%	n=189
c.	picnic areas (3.52)	40.4%	37.1%	0.0%	0.0%	22.5%	n=178
d.	swimming area (3.18)	23.5%	28.9%	4.2%	4.2%	39.2%	n=166
e.	marina (3.57)	39.3%	27.4%	0.0%	0.6%	32.7%	n=168
f.	boat ramps (3.43)	27.8%	27.2%	0.6%	1.2%	43.2%	n=162
g.	marina store (3.46)	29.9%	31.7%	1.2%	0.0%	37.2%	n=164
h.	marina parking (3.31)	32.4%	27.1%	5.3%	2.9%	32.4%	n=170
i.	interpretive programs (3.43)	13.7%	18.3%	0.0%	0.0%	68.0%	n=153

### 7. How do you rate Table Rock State Park on each of the following?

		Excellent	Good	Fair	Poor	Don't Know	
a.	being free of litter/trash (3.60)	64.1%	32.0%	2.9%	0.5%	0.5%	n=206
b.	having clean restrooms (3.30)	44.2%	33.2%	11.1%	3.0%	8.5%	n=199
c.	upkeep of park facilities (3.52)	53.9%	40.2%	3.4%	0.0%	2.5%	n=204
d.	having a helpful/friendly staff (3.63)	64.2%	27.4%	3.0%	0.5%	5.0%	n=201
e.	access for persons with disabilities (3.59)	31.1%	20.6%	0.6%	0.0%	47.8%	n=180
f.	care of natural resources (3.47)	49.5%	39.2%	1.5%	2.1%	7.7%	n=194
g.	providing interpretive programs (3.52)	19.2%	16.2%	0.6%	0.0%	64.1%	n=167
h.	being safe (3.67)	64.5%	24.4%	2.0%	0.5%	8.6%	n=197

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

24 visitors (45.3% of those who did not rate the park as excellent on being safe) responded to this question with 27 responses. The 27 responses were divided into 7 categories. Frequencies and percentages of responses in each category are listed.

			<u>Frequency</u>	Percent
1.	Don't know/no place is perfect		6	22.2%
2.	Behavior of others		6	22.2%
3.	Lack of staff/rangers patrolling		3	11.1%
4.	Dangerous traffic on the lake		2	7.4%
5.	Problems with campgrounds		2	7.4%
6.	Poor maintenance		2	7.4%
7.	Other		<u>6</u>	22.2%
		Total	27	100.0%

# 9. Which of the following would most increase your feeling of being safe at Table Rock State Park?

203 responses were given by 148 visitors.

		<u>Frequency</u>	<u>Percent</u>
1.	More lighting	26	12.8%
2.	Less crowding	19	9.4%
3.	Nothing specific	58	28.6%
4.	Improved upkeep of facilities	7	3.4%
5.	Increased law enforcement patrol	16	7.9%
6.	Improved behavior of others	15	7.4%
7.	Increased visibility of park staff	18	8.9%
8.	Less traffic congestion	13	6.4%
9.	Designated swimming beach	25	12.3%
10	. Other	<u>6</u>	3.0%
	Total	203	100.0%

16 visitors (61.5% 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 6 categories. Frequencies and percentages of each category are listed.

		<u>Frequency</u>	<u>Percent</u>
1.	Campgrounds	4	25.0%
2.	Along park roads and everywhere	3	18.8%
3.	Restrooms/shower houses	2	18.8%
4.	Marina	2	12.5%
5.	Boat ramps	2	12.5%
6.	Other	_2	12.5%
	Total	16	100.0%

10. Do you support setting aside at least 50% of all campsites in a reservation system in order to guarantee a site, and charging a reservation fee not to exceed \$7.00? (n=197)

11. Do you support a "carry in and carry" out system as a means of promoting recycling and reducing the burden of handling trash in this park? (n=203)

12a. A marina expansion proposal is being considered. This expansion would temporarily reduce the number of lakeside basic campsites. Would you support this proposal? (n=197)

yes	18.8%
no	41.6%
no opinion	39.6%

23 respondents (62.7% of those supporting the marina expansion proposal) explained why they would support such a proposal. Their responses were grouped into the following 4 categories, and are listed for frequency and percentage of response.

		<u>Frequency</u>	Percent
1.	Marina needs expansion	12	52.2%
2.	Marina necessary and beneficial to Table Rock	4	17.4%
3.	If number of campsites are reduced only temporarily	3	13.0%
4.	Other	<u>3</u>	17.4%
	Total	23	100.0%

57 respondents (69.5% of those opposing the marina expansion proposal) explained why they would not support such a proposal. Their responses were grouped into the following 4 categories, and are listed for frequency and percentage of response.

		<u>Frequency</u>	<u>Percent</u>
1.	Campsites are more important	35	61.4%
2.	Marina is large enough/fine the way it is	10	17.5%
3.	Don't care/marina not important	7	12.3%
4.	Other	_5	8.8%
	Total	57	100.0%

**12b. Do you believe marina growth should continue?** (n=159)

If yes, should growth limits be established? (n=70)

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

		Very			Very	Don't	
		Important	Important	Unimportant	Unimportant	Know	
a.	being free of litter/trash (3.87)	86.8%	13.2%	0.0%	0.0%	0.0%	n=197
b.	having clean restrooms (3.94)	94.0%	6.0%	0.0%	0.0%	0.0%	n=199
c.	upkeep of park facilities (3.84)	83.9%	16.1%	0.0%	0.0%	0.0%	n=199
d.	having a helpful/friendly staff (3.77)	78.3%	20.2%	1.5%	0.0%	0.0%	n=198
e.	access for disabled persons (3.52)	55.2%	22.7%	7.7%	1.0%	13.4%	n=194
f.	care of natural resources (3.76)	76.4%	22.9%	0.0%	0.5%	0.5%	n=195
g.	providing interpretive programs(3.35)	41.4%	27.7%	9.9%	1.6%	19.4%	n=191
i.	being safe (3.90)	91.3%	7.7%	0.5%	0.5%	0.0%	n=196

### 14. Overall, how satisfied are you with this visit to Table Rock State Park?

	Very				
	Satisfied	Satisfied	Dissatisfied	Dissatisfied	
(Mean score $= 3.65$ )	66.7%	32.3%	0.5%	0.5%	n=198

### **15. During this visit, how crowded did you feel?** (n=406)

On a scale of 1-9, with 1 = Not at all crowded and 9 = Extremely crowded, the mean response was 4.1.

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

A total of 60 open-ended responses were given by 57 visitors. The 60 responses were divided into 6 categories. Frequencies and percentages of responses in each category are listed.

	<u>Frequency</u>	Percent
campgrounds/campsites	31	51.7%
restrooms/shower houses	7	11.7%
on the lake	7	11.7%
marina	6	10.0%
boat ramps	5	8.3%
other	4	6.7%
	Total 60	100.0%

### **17. What is your age?** (n=201)

Responses were divided into the following 4 categories:

18-34 18.9% 35-54 46.3% 55-64 18.4% 65-85 16.4% (Average age = 48.1)

### **18. Gender?** (n=194)

Female 39.7% Male 60.3%

### 19. What is the highest level of education you have completed? (n=198)

grade school	0.8%	vocational school	3.8%	graduate of 4-year college	18.2%
high school	28.3%	some college	18.6%	post-graduate education	12.1%

### **20.** What is your ethnic origin? (n=199)

Asian	1.0%	African American 1.5%	Native American/American Indian	1.5%
Hispanic	0.5%	Caucasian/White 95.0%	Other	0.5%

### 21. Do you have a disability that substantially limits one or more life activities or might require special accommodations? (n=196)

yes 4.6% no 95.4%

### If yes, what disability or disabilities do you have? (n=8)

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

Arthritis

Back injury, limits steep walking at the park.

Bad hip problem.

Cancer.

Heart.

Knee problems.

New leg.

Right side affected.

### 22. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? (n=187)

*The states with the highest percentages of respondents were:* 

Missouri (53.5%)

Arkansas (8.0%)

Illinois (7.5%)

Oklahoma (4.8%)

Kansas (3.7%)

Nebraska (3.2%)

### 23. What is your annual household income? (n=180)

less than \$25,000	15.0%	\$50,001 - \$75,000	28.9%
\$25,000 - \$50,000	36.7%	over \$75,000	19.4%

# 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 Table Rock State Park a better one.

33 of the 207 visitors (15.9%) responded to this question. A total of 39 responses were given, and were divided into 7 categories. Frequencies and percentages of responses in each category are listed.

		<u>Frequency</u>	<u>Percent</u>
1.	Suggestions/comments about campgrounds/campsites	18	46.2%
2.	General positive comments	6	15.4%
3.	Comments/suggestions about reservation system	6	15.4%
4.	Comments/suggestions about restrooms/shower houses	3	7.7%
5.	Need newer/additional facilities	3	7.7%
6.	Better maintenance/upkeep	2	5.1%
7.	Need more law enforcement	<u>1</u>	2.6%
	Total	39	100.0%

	<u> 1999 Table Rock State Park Visitor Survey</u>
Appendix F. List of Responses for Saf	lety Concerns (Q 8)

### **Responses to Question #8**

If you did not rate this park as excellent on being safe ( $Question\ 7$ , letter h.), what influenced your rating?

### Don't know/no place is perfect and there is always room for improvement

- Always room for improvement where safety is concerned.
- Nothing is perfect.
- Haven't paid attention.
- I wasn't here long enough to make an accurate decision.
- Not been here long enough to say.
- Not here long enough.

#### **Behavior of others**

- Allowing vicious dogs in park and loud and drunk people.
- Cars driving around campground after midnight.
- Large dogs are unsupervised and wild, drunk people in a group.
- People (not registered) driving and walking through campground.
- People outside cruising.
- Traffic from non-campers at night.

### Lack of park staff/rangers patrolling

- Didn't have problem but didn't see any rangers.
- Only saw ranger vehicle once.
- Rangers don't check campgrounds very often.

#### **Dangerous traffic on lake**

- Boaters need to be more aware of divers and dive-flag dos and don'ts.
- Too many jet-skiers and boaters who do not know or do not care about boating safety.

#### **Poor maintenance**

- Parking is tight, marina road has potholes.
- Poor road surfaces.

#### **Problems with campgrounds**

- Campsite breakers needed to be changed -- bathroom floors stayed wet.
- Not enough electric site hook-ups.

### **Other**

- Allowing vicious dogs in park and loud and drunk people.
- I always feel safe.
- I paid for 4 nights of electrical camping and there wasn't any boat RAMP parking!
- Lack of markings on one way streets.
- Large dogs are unsupervised and wild, drunk people in a group.
- Parking is tight, marina road has potholes.

1999 Table Rock State Park Visitor Survey	
Appendix G. List of Responses for Additional Comments (Q 24)	

### **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 Table Rock State Park a better one.

### **Comments/suggestions about campgrounds**

- I would like to see more cooperation with scout groups. (Reservations or group camp areas).
- Increase in full hook-ups...not a big deal.
- Increase the number of full hook-up sites.
- More campsites with electric.
- More electric sites needed!
- More electric sites needed.
- More electric sites.
- More electrical sites.
- Need better dump station in campground 2.
- Need electric extended to more sites.
- Need more electric and sewer.
- Need more electric sites and more shower facilities. Need to take reservations.
- Placement of sewer connections in full hook-ups...especially #115.
- There is a great need for more campsites with electrical outlets and also a need for being able to reserve those ahead of time!
- Want more full hook-ups and 50 amp. service. Need to change full price.
- Would like to see an extension of number of electric sites offered.
- You need more full hook-ups.

### **General positive comments**

- Bath house in #2 is old and had cobwebs and dirt in all the corners. Not very good cleaning record. Playground not well maintained. Impact material pushed out from swings and slides. Saw state park ranger many times patrolling in marked patrol vehicle; looked very professional in uniform.
- It is a very nice, quiet park and very clean.
- Keep up the good work.
- Very good, relaxing and enjoyable.
- We believe this park to be a great part of our life experience. As a single mother, I always feel safe when my son and I stay here. I am glad to see improvement on more restrooms and flower displays. Maybe a juice machine instead of a soda machine would be nice. Thanks for being friendly workers!
- We really enjoy camping here. Keep up the great work!

### Comments/suggestions about the reservation system

- Dislike having to phone an 800 number to make reservations.
- Need more electric sites and more shower facilities. Need to take reservations.
- Simplify reservation system by making it easy to call in not to a central number in Washington D.C or some place else, but to the park directly.
- The new reservation system to New York stinks!

- The reservation system in state parks makes camping a hassle. Please don't have reserved sites.
- There is a great need for more campsites with electrical outlets and also a need for being able to reserve those ahead of time!

### Comments/suggestions about restrooms/shower houses

- Bath house in #2 is old and had cobwebs and dirt in all the corners. Not very good cleaning record. Playground not well maintained. Impact material pushed out from swings and slides. Saw state park ranger many times patrolling in marked patrol vehicle; looked very professional in uniform.
- Just clean the restrooms more often.
- Need more electric sites and more shower facilities. Need to take reservations.

### **Need newer/additional facilities**

- Need more boat ramps for loading stems to your boat.
- Private boat ramp just for campers!
- We believe this park to be a great part of our life experience. As a single mother, I always feel safe when my son and I stay here. I am glad to see improvement on more restrooms and flower displays. Maybe a juice machine instead of a soda machine would be nice. Thanks for being friendly workers!

### **Better maintenance/upkeep**

- Bath house in #2 is old and had cobwebs and dirt in all the corners. Not very good cleaning record. Playground not well maintained. Impact material pushed out from swings and slides. Saw state park ranger many times patrolling in marked patrol vehicle; looked very professional in uniform.
- Keep lighting operational around ramp.

### **Need more law enforcement**

- Enforce the minimum age to operate PWCs.