



Missouri Department of Natural Resources  
Division of State Parks  
800-334-6946

# **1998 Watkins Woolen Mill State Historic Site and Park Visitor Survey**

## **Project Completion Report**

**Submitted to**

**Missouri Department of Natural Resources  
Division of State Parks**

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**March, 1999**

## Executive Summary

The purpose of this study was to describe visitors' socio-demographic characteristics, patterns of use, and satisfaction with site facilities, programs and services at Watkins Woolen Mill State Historic Site and Park (WMSHSP).

An on-site survey of adult visitors to WMSHSP was conducted from June 1, to September 30, 1998. Approximately 350 surveys were collected, with an overall response rate of 74%. Results of the survey have a margin of error of plus or minus 5.4%. The following information summarizes the results of the study.

### Socio-demographic Characteristics

- WMSHSP visitors were comprised of nearly equal numbers of males and females, and the average age of the adult visitors to WMSHSP was 42.
- The highest percentage had completed vocational school or some college and had an annual household income of \$25,000-\$50,000.
- The majority of visitors (90%) were Caucasian, 3% were Native American, 2% were Hispanic, and 1% were African American.
- Only 4% of the visitors reported having a disability.
- Over 80% of visitors were from Missouri, 8.3% from Kansas, and 1.1% from Nebraska.

### Use-Patterns

- Three-fourths (75%) of WMSHSP visitors had visited the park before.
- WMSHSP visitors had visited the park an average of 20 times in the past year.
- Almost 47% of visitors to WMSHSP were overnight visitors, 96% of whom stayed in the campground at WMSHSP.
- About two-thirds (62%) of overnight visitors stayed two nights, and the average stay for overnight visitors was 2.6 nights.
- The majority of WMSHSP visitors visited the park with family and/or friends. About 12% visited the site alone, and 6% visited with a club or organized group.
- Average group size of visitors to WMSHSP was 5.1 people per group.
- The most frequent recreation activities in which visitors participated were camping, picnicking, viewing wildlife, biking, hiking, swimming, fishing, touring historic buildings, and viewing visitor center exhibits.
- The majority (66%) of visitors did not see the living history demonstrations.

## Satisfaction and Other Measures

- Ninety-six percent (96%) of the visitors were either very or somewhat satisfied overall.
- Visitors were most satisfied with the trail and least satisfied with lake access areas.
- The majority of visitors gave high ratings on being free of litter and trash, and being safe.
- Upkeep of park facilities and having clean restrooms were the areas identified as needing the most attention.
- More than 10% (12%) of visitors with safety concerns felt that traffic conditions were unsafe.
- Forty-seven percent (47%) of visitors to WMSHSP felt crowded during their visit. Forty-one percent (41%) felt crowded in the campgrounds, and 23% felt crowded at the swimming beach.
- One-third of the respondents provided additional comments or suggestions, a third of which were positive comments.

## **Acknowledgements**

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. Approximately 350 visitors to Watkins Woolen Mill State Historic Site and 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-cheng 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 sites 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 and historic sites.

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 Watkins Woolen Mill State Historic Site and Park (WMSHSP), 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 WMSHSP during the period between June 1, and September 30, 1998.
2. Describing the socio-demographic characteristics of visitors to WMSHSP.
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 highly park safety and those who did not.

### **STUDY AREA**

Watkins Woolen Mill State Historic Site and Park is unique in that it is both a historic site and a state park. Located in Clay County, this 818-acre park offers camping, picnicking areas, a bicycling and hiking trail, and a 100-acre lake for swimming, fishing, and boating. The historic site houses the remainder of the mid-19<sup>th</sup> century Bethany Plantation, consisting of a house and outbuildings, a woolen factory and gristmill, and a nearby church and school. A visitor center with exhibits is also present at the site.

### **SCOPE OF STUDY**

The population of the visitor study at WMSHSP consisted of all WMSHSP visitors who were 18 years of age or older (adults), and who visited WMSHSP from June 1, to September 30, 1998. These results only reflect summer visitors.

**Methodology**

**SAMPLING PROCEDURES**

A 95% confidence interval was chosen with a plus or minus 5.8% margin of error. Based upon 1997 visitation data for June, July, August, and September at WMSHSP, it was estimated that a population size of approximately

Table 1 shows the survey schedule along with the time slots used. Three time slots were chosen for surveying and two time slots were 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

*Table 1. Watkins Woolen Mill State Historic Site and Park Survey Schedule*

Date	Day	Time Slot	Exit
June 21	Sunday	2. 12:00 - 4:00 p.m. 3. 4:00 - 8:00 p.m.	South South
June 23	Tuesday	1. 8:00 a.m. - 12:00 p.m. 2. 12:00 - 4:00 p.m.	North South
July 17	Friday	2. 12:00 - 4:00 p.m. 3. 4:00 - 8:00 p.m.	South South
July 19	Sunday	1. 8:00 a.m. - 12:00 p.m. 3. 4:00 - 8:00 p.m.	North South
August 21	Friday	1. 8:00 a.m. - 12:00 p.m. 2. 12:00 - 4:00 p.m.	Roving Route
August 23	Sunday	1. 8:00 a.m. - 12:00 p.m. 3. 4:00 - 8:00 p.m.	Roving Route
August 26	Saturday	2. 12:00 - 4:00 p.m. 3. 4:00 - 8:00 p.m.	Roving Route
August 27	Sunday	1. 8:00 a.m. - 12:00 p.m. 2. 12:00 - 4:00 p.m.	Roving Route

360,000 visitors would visit WMSHSP during the period between June 1 and September 30, 1998 (DNR, 1998). Therefore, with a 95% confidence interval and a plus or minus 5.8% margin of error, a sample size of 300 was required (Folz, 1996). A random sample of adult visitors (18 years of age and older) who visited WMSHSP during the study period were the respondents for this study.

randomly chosen (Time Slot 2) and assigned to the first of the scheduled survey dates. Thereafter, time slots were assigned in ranking order based on the first time slot. For example, the first survey date would be surveyed during time slots 2 and 3, the second date during slots 1 and 2, the third during slots 3 and 1, and so on. This method was chosen to allow each of the three time slots to be surveyed at least once during the two-day block, and each time slot to be surveyed at least 5 times over

the 8 days. This method was also chosen to allow visitors leaving the park at various times of the day an equal opportunity for being sampled.

### **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 WMSHSP was administered on-site, to eliminate the non-response bias of a mail-back survey. During the first four survey days, in June and July, an exit survey was conducted at WMSHSP through a systematic sample of every fifth car exiting the park. WMSHSP has two entrances, a north and a south entrance, with the south entrance receiving the majority of the traffic. Therefore, an exit survey was conducted at both entrances, the south entrance being surveyed 75% of the time and the north entrance being surveyed 25% of the time. The surveyor stopped every fifth vehicle and asked all adults (18 years of age and older) in the vehicle to participate in the survey.

During the last four survey days, in August and September, a roving route survey was conducted. Due to the traffic congestion at the south exit caused by the exit survey and also the low response rate, it was determined that a roving route survey would alleviate the traffic danger and also increase the response rate. Three recreation areas were identified: the campgrounds at WMSHSP as Recreation Area 1; the day-use area encompassing the

picnicking areas, boat launch, and entrances to the trail as Recreation Area 2; and the visitor center as Recreation Area 3. The swimming beach was not included in the roving route because it had been closed due to high levels of bacteria in the lake. All adults in these areas were asked to participate in the survey.

### **DATA COLLECTION**

The surveyor wore a state park T-shirt and was either stationed at the two entrances into the park or walked a roving route between the three recreation areas. During the selected time slot, the surveyor asked every visitor who was 18 years of age and older and at these areas 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 WMSHSP 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 8 and 21, 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, by time slot, by exit, and by recreation area 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 6), ratings of park attributes (question 7), overall satisfaction (question 11), 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 day-users and those overnight visitors not staying in the campgrounds at WMSHSP.
3. Weekend visitors versus weekday visitors. Weekend visitors were surveyed on Saturday and Sunday, weekdays were Monday through Friday.

Other comparisons were made using 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, ratings of park attributes, and overall satisfaction.

Additional comparisons include overall satisfaction between visitors who felt some degree of crowding and those who were not at all crowded on their visit; and satisfaction of park features, ratings of park attributes, perceptions of crowding, and overall satisfaction between visitors to the three recreation areas.

**Results**

This section describes the results of the Watkins Woolen Mill State Historic Site and 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=."

The overall response rate was 73.8%, with daily response rates ranging from 48.8% to 100%. Overall response rate from the exit survey was 52.7%, while overall response rate from the roving route survey was 95%.

**SURVEYS COLLECTED & RESPONSE RATES**

A total of 348 surveys were collected at WMSHSP during June, July, August, and September, with 91 collected in June (26.1%), 72 collected in July (20.7%), 79 collected in August (22.7%), and 106 collected in September (30.5%). Tables 2, 3, 4, and 5 show surveys collected by day of week, by time slot, by date, and by exit and recreation area respectively. Of the 348 surveys collected, 261 (75%) were collected on weekends (Saturday and Sunday) and 87 (25%) were collected on weekdays (Monday through Friday).

**SAMPLING ERROR**

Because a sample size of 348 was collected, the margin of error decreased from 5.8% to 5.4%. With a sample size of 348, a confidence interval of 95%, and a margin of error of plus or minus 5.4%, there is a 95% certainty that the true results of this study are within plus or minus 5.4% of the study findings. For example, from the results that 49.4% of the visitors to WMSHSP during the study period were female, it can be stated that between 44% and 55.2% of the WMSHSP visitors were female.

*Table 2. Surveys Collected by Day of Week*

Day	Frequency	Percent
Sunday	204	58.6%
Tuesday	22	6.3%
Friday	65	18.7%
Saturday	<u>57</u>	<u>16.4%</u>
Total	348	100.0%

*Table 3. Surveys Collected by Time Slot*

Time Slot	Frequency	Percent
1. 8 a.m. - 12 p.m.	91	26.1%
2. 12 p.m. -- 4 p.m.	111	31.9%
3. 4 p.m. - 8 p.m.	<u>146</u>	<u>42.0%</u>
Total	348	100.0%

**Table 4. Surveys Collected by Date**

<b>Day and Date</b>	<b>Frequency</b>	<b>Percent</b>
Sunday, June 21	69	19.8%
Tuesday, June 23	22	6.3%
Friday, July 17	35	10.1%
Sunday, July 19	37	10.6%
Friday, August 21	30	8.6%
Sunday, August 23	49	14.1%
Saturday, September 26	57	16.4%
Sunday, September 27	49	14.1%
Total	348	100.0%

**Table 5. Surveys Collected by Exit & by Recreation Area**

<b>Exit/Recreation Area</b>	<b>Frequency</b>	<b>Percent</b>
South Exit	153	44.0%
North Exit	10	2.9%
Area 1. Campgrounds	109	31.3%
Area 2. Day-use area	45	12.9%
Area 3. Visitor center	31	8.9%
Total	348	100.0%

**SOCIO-DEMOGRAPHIC CHARACTERISTICS**

**Age**

The average age of adult visitors to WMSHSP was 42.3. When grouped into four age categories, 32.9 % of the adult visitors were between the ages of 18-34, 47.2% were between the ages of 35-54, 10.8% were between the ages of 55-64, and 9.1% were 65 years of age or older.

**Gender**

Visitors to WMSHSP were almost equally male and female. Male visitors comprised 50.6% of all visitors, and female visitors comprised 49.4% of all visitors.

**Education**

The majority (41.6%) of visitors to WMSHSP indicated they had a four-year college degree or a post-graduate degree. Those who indicated they had had a high school education or less were 35.4%, and those who indicated having a four-year college degree or post-graduate education were 23%.

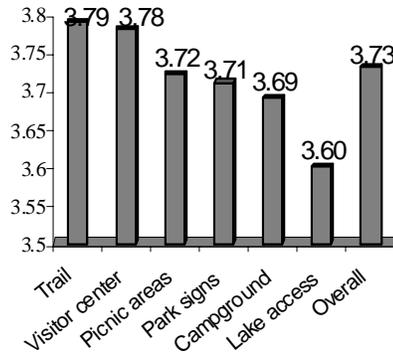
**Income**

The largest percentage (40.3%) of visitors to WMSHSP reported they had an annual income of between \$25,000 and \$50,000. The second largest percentage (27.6%) 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 19.7% and 12.4% respectively.

**Ethnic Origin**

Figure 1 indicates the ethnic origin of WMSHSP visitors. The vast majority (89.6%) of visitors was Caucasian. Only 1.8% were Hispanic and 3.0% were

**Figure 1. Ethnic origin of WMSHSP visitors.**



Native American. Less than one percent African American (0.9%). There were no visitors of Asian descent.

**Visitors with Disabilities**

Only 3.9% of the visitors to WMSHSP reported having some type of disability that substantially limited one or more life activities or that required special accommodations. Over half (58.3) of the disabilities reported were mobility-impairing disabilities. For a list of responses to disabilities, see Appendix E, question 18.

**Residence**

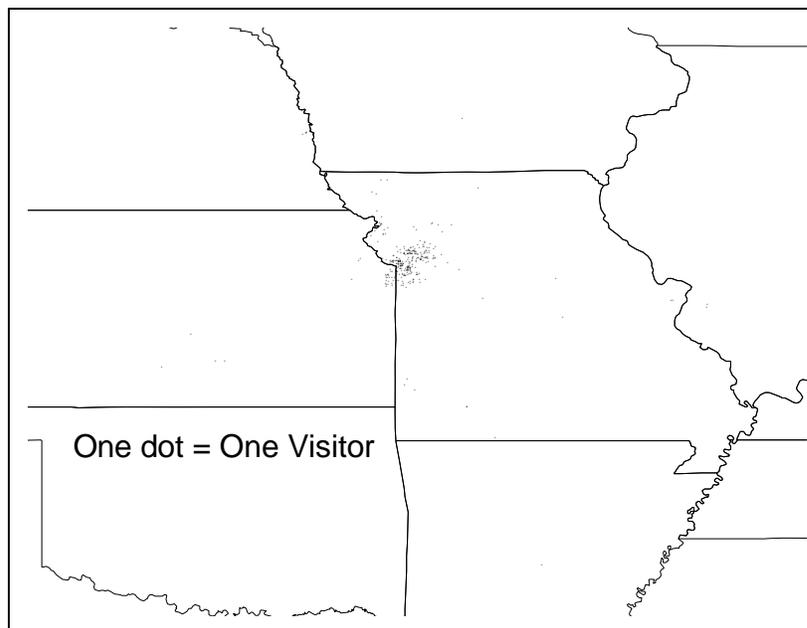
The majority of visitors were from Missouri (81.3%). Kansas was next with 8.3% followed by Nebraska with 1.1%. Most visitors were from the local area around Kansas City (Figure 1).

**USE PATTERNS**

**Visit Characteristics**

Seventy-five percent (75.1%) of visitors to WMSHSP were repeat visitors, with only 24.9% being first time visitors. The average number of times all visitors reported visiting WMSHSP within the

**Figure 2. Residence of WMSHSP Visitors by Zip Code.**



past year was 20.1 times.

Over half (53.2%) of the visitors to WMSHSP during the study period indicated that they were staying overnight, with 46.8% indicating that they were day-users. Of those staying overnight during their visit, 96.3% stayed in the WMSHSP campgrounds, while only 1.9% stayed in a nearby campground, 1.2% stayed in a nearby lodging facility, and 0.6% stayed in “other” accommodations.

Of those reporting overnight stays, 10.6 stayed one night, 62.1% stayed two nights, 14.4% stayed three nights, and the rest (12.9%) stayed four or more nights. The average stay for overnight visitors was 2.6 nights.

A little less than half (46.8%) of the visitors to WMSHSP visited the park with family. One-fifth (20.9%) visited with family and friends, while 12.5% visited with friends, and 11.8% visited the park alone. Less than ten percent (6.4%) indicated visiting the park with a club or organized group, and only 1.7% visited the park with “other” during their

visit to WMSHSP.

**Group size**

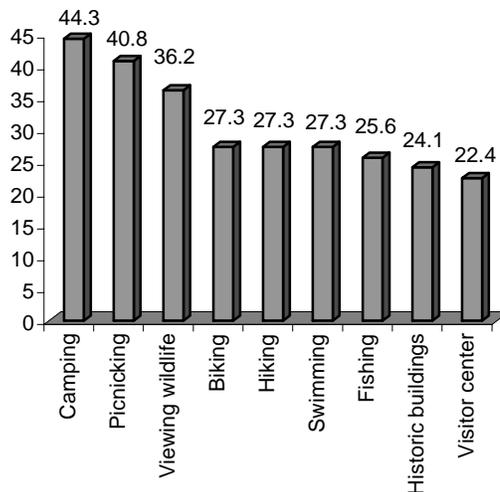
Average group size of visitors to WMSHSP was 5.1 people per group. Approximately 1,967 adults and 601 children visited WMSHSP during the study period.

**RECREATION ACTIVITY PARTICIPATION**

Respondents to the survey were asked what activities they participated in during their visit to WMSHSP. Figure 3 shows the percentage of visitor participation in the 9 highest activities. Camping was the highest reported (44.3%) and picnicking was second (40.8%). Viewing wildlife (36.2%), biking (27.3%), hiking (27.3%), swimming (27.3%), fishing (25.6%), touring historic buildings (24.1%), and viewing visitor center exhibits (22.4%).

WMSHSP visitors reported engaging in other activities, including studying nature (18.1%), running/jogging (8.3%), attending a nature program (7.5%),

**Figure 3. Participation in recreation activities at WMSHSP.**



boating (5.70%), attending a special event (5.7%), going on a guided nature hike (2.3%), and horseback riding (0.3%). Five percent (5.5%) of visitors reported engaging in an "other" activity, and these included: walking, visiting with relatives, just riding around, attending church, playing games, rollerblading, stargazing, and butterfly viewing.

**LIVING HISTORY DEMONSTRATIONS**

To determine visitor enjoyment of the living history demonstrations at the visitor center and during tours of the historic buildings, visitors were asked to report whether the demonstrations had increased their enjoyment of their visit. The majority (66.5%) of visitors didn't see the demonstrations, but of those who did, 18.6% reported that the demonstrations increased their enjoyment "a lot", while another 10.1% felt the demonstrations increased their enjoyment "some", and 4.9% didn't feel the demonstrations increased their enjoyment at all.

**SATISFACTION MEASURES**

*Overall Satisfaction*

When asked about their overall satisfaction with their visit, less than 1% (.09%) reported being very dissatisfied with their visit and only 2.7% reported being somewhat dissatisfied, whereas 96.4% of visitors were either somewhat or very satisfied. Visitors' mean score for overall satisfaction was 3.73, based on a 4.0 scale with 4 being very satisfied and 1 being very dissatisfied.

No significant differences (p<.05) were found in overall satisfaction between

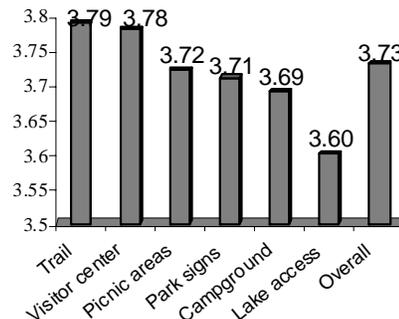
first time visitors and repeat visitors, between campers and non-campers, and between visitors to the three recreation areas. However, weekend visitors surprisingly had a significantly higher (p<.05) mean overall satisfaction score (3.78) than weekday visitors (3.60).

*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 trail (3.79) was the highest, with the other scores ranging from 3.78 (visitor center) to the lowest of 3.60 (lake access areas).

Significant differences (p<.05) were found between first time and repeat visitors and how satisfied each was with the six park features. Repeat visitors had significantly higher overall satisfaction scores regarding WMSHSP's campgrounds (3.74), park signs (3.76), and lake access areas (3.64) than first time visitors, with satisfaction scores of 3.53, 3.54, and 3.40 respectively. A significant difference (p<.05) was also found between campers and non-campers and their satisfaction of WMSHSP's lake access areas. Non-

**Figure 4. Satisfaction with WMSHSP features**



campers were more satisfied, with a score of 3.70 compared to a score of 3.50 given by campers.

Significant differences ( $p < .05$ ) were also found in the satisfaction scores of weekend versus weekday visitors. Surprisingly, weekend visitors had a higher mean satisfaction score (3.75) than weekday visitors (3.52) regarding the campgrounds. There were no significant differences ( $p < .05$ ) between visitors to the three recreation areas regarding their satisfaction of the six park features.

**PERFORMANCE RATING**

Visitors were asked to rate the park’s performance of seven select park attributes (question 7): 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 significant differences

( $p < .05$ ) between first time and repeat visitors’ performance ratings of WMSHSP being free of litter and trash, having clean restrooms, and upkeep of park facilities. First time visitors had significantly higher mean performance ratings than repeat visitors regarding being free of litter and trash (3.66 and 3.50 respectively), having clean restrooms (3.33 and 2.94 respectively), and upkeep of park facilities (3.56 and 3.38 respectively).

Significant differences ( $p < .01$ ) were found between campers and non-campers and their performance ratings of disabled accessibility and WMSHSP being safe. Campers had a higher mean performance rating (3.61) regarding access for disabled than had non-campers (3.36). Campers also rated safety higher (3.72) than non-campers did (3.54). Surprisingly, weekend visitors had a significantly higher ( $p < .05$ ) rating (3.58) of WMSHSP being free of litter and trash than the rating given by weekday visitors (3.42).

Other significant differences ( $p < .01$ ) were found regarding performance

**Table 6. Mean Performance and Importance Scores for Park Attributes**

Attribute	Mean Performance Score*	Mean Importance Score*
A. Being free of litter/trash	3.54	3.92
B. Having clean restrooms	3.03	3.93
C. Upkeep of park facilities	3.43	3.90
D. Having a helpful & friendly staff	3.52	3.79
E <sub>1</sub> . Access for persons with disabilities	3.48	3.62
E <sub>2</sub> . Access for persons with disabilities	3.50	3.91
F. Care of natural resources	3.58	3.88
G. Being safe	3.63	3.91

E<sub>1</sub> = All visitors

E<sub>2</sub> = Disabled visitors only

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

ratings of visitors, and these were between visitors to the three recreation areas. Visitors to the visitor center had a higher mean performance rating (3.97) regarding the park being free of litter and trash than had visitors to the campground (3.50) and visitors to the day-use area (3.58). Visitors to Recreation Area 3 also had a higher mean performance rating (3.89) regarding the park having clean restrooms when compared to the ratings of Recreation Area 1 visitors (3.06) and Recreation Area 2 visitors (3.03). Again, Recreation Area 3 visitors had a higher rating of upkeep of park facilities than the performance ratings given by visitors to Recreation Areas 1 (3.39) and 2 (3.52). And finally, visitors to the visitor center also rated WMSHSP's staff higher (3.90) on being helpful and friendly than visitors to the campgrounds (3.46) and visitors to the day-use area encompassing the picnic areas, trail, and boat launch (3.47).

#### **IMPORTANCE-PERFORMANCE MEASURES**

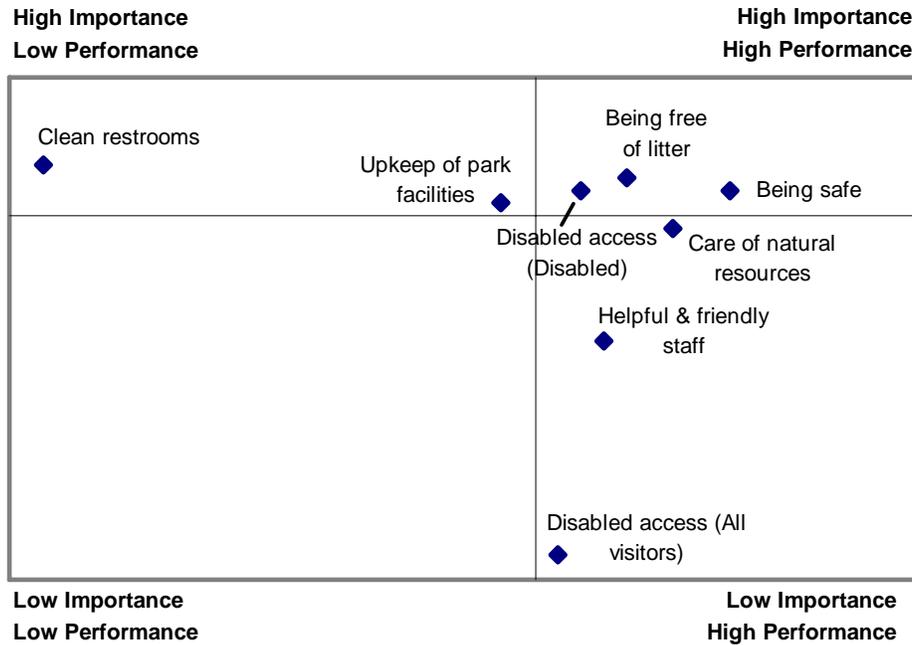
The Importance-Performance (I-P) Analysis approach was used to analyze questions 7 and 10. Mean scores were calculated for the responses of the two questions regarding visitors' ratings of

the performance and importance of seven select park attributes. Table 6 lists the scores of these attributes, which were based on a 4.0 scale of 4 being excellent and 1 being poor for the performance ratings, and 4 being very important and 1 being very unimportant for the importance ratings.

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 "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 management, because they exhibit attributes that are not as important to visitors.

**Figure 5. Importance-Performance Matrix of Site Attributes**



WMSHSP is rated high on being free of litter and trash, disabled accessibility by disabled visitors, and being safe. Characteristics that visitors felt were important but rated WMSHSP low on performance were having clean restrooms and upkeep of park facilities.

There were no significant differences between first time and repeat visitors regarding the ratings of importance regarding having clean restrooms and upkeep of park facilities. Campers, however, had a significantly higher ( $p < .05$ ) importance rating (3.97) regarding having clean restrooms than non-campers had (3.89). Weekend visitors had a significantly higher ( $p < .01$ ) importance rating (3.93) than weekday visitors (3.81) regarding upkeep of park facilities. And there were significant differences ( $p < .05$ ) between visitors to the three recreation

areas regarding the importance of having clean restrooms. Recreation Area 1 visitors rated the importance of having clean restrooms as 3.97, Recreation Area 2 visitors rated the importance of having clean restrooms as 3.93, and Recreation Area 2 visitors rated the importance as 3.83.

**CROWDING**

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

1	2	3	4	5	6	7	8	9
Not at all		Slightly			Moderately		Extremely	
Crowded		Crowded			Crowded		Crowded	

Visitors' overall mean response to this question was 2.52. Half (52.7%) of the

visitors to WMSHSP did not feel at all crowded (selected 1 on the scale) during their visit. The rest (47.3%) 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). Almost 40% (39.4%) of the visitors who indicated some degree of crowding answered this open-ended question. Table 7 lists the locations where visitors felt crowded at WMSHSP. Of those who reported feeling crowded, 41.2% felt crowded in the campgrounds or at the campsites, and 23.5% felt crowded at the swimming beach.

No significant differences ( $p < .05$ ) were found in perceptions of crowding between first time and repeat visitors, campers and non-campers, weekend and weekday visitors, and visitors to the three recreation areas.

***Crowding and satisfaction***

A significant difference ( $p < .001$ ) 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 3.86, whereas visitors who felt some degree of crowding had a mean overall satisfaction score of 3.61.

***Table 7. Locations Where WMSHSP Visitors Felt Crowded During Their Visit***

<b>Location</b>	<b>Frequency</b>	<b>Percent</b>
Campgrounds/campsites	28	41.2%
Swimming beach	16	23.5%
Hiking and biking trail	4	5.9%
Park roads/too much traffic	4	5.9%
Boat ramp and fishing areas	3	4.4%
Picnic areas	3	4.4%
Restrooms/shower houses	2	2.9%
Tour of house and mill	2	2.9%
Crowded because of weekend	2	2.9%
Other	4	5.9%
Total	68	100.0%

**SAFETY CONCERNS OF VISITORS**

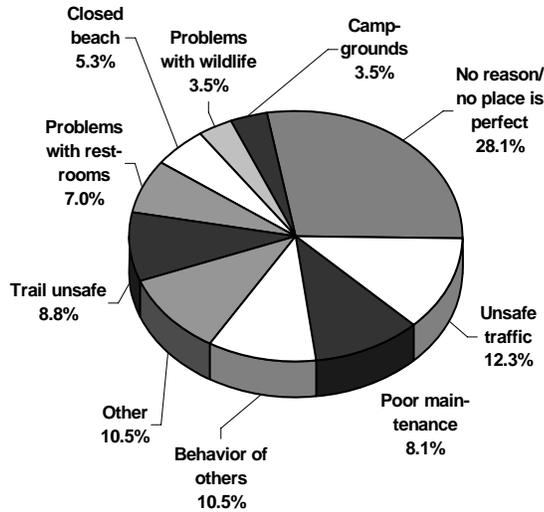
A little less than one-third (31%) of visitors did not rate the park as excellent for safety, 25.2% of whom rated the park good, 5.5% rated the park fair, and 0.3% rated the park poor on being safe. Of these, 52% noted what influenced their rating. Their comments were grouped into categories and are shown in Figure 6. Appendix F provides a list of the comments.

The majority (28.1%) of the responses were from visitors who either did not have a reason for not rating the park excellent or for those visitors who felt that no place could be perfect and there was always room for improvement. Other safety concerns included unsafe traffic (12.3%), lack of park staff patrolling park and swimming beach (10.5%), behavior of other visitors (10.5%), trail unsafe (8.8%), problems with restrooms/shower houses (5.4%), lack of park staff patrolling (7.0%), swimming beach closed due to contaminated lake (5.3%), and other concerns (12.1%).

There were no significant differences in the rating of safety by first-time visitors versus repeat visitors, by weekend versus weekday users, by visitors to the three recreation areas, and by socio-demographic characteristics of visitors. However, there were significant differences ( $p < .01$ ) in the ratings of safety between campers and non-campers. Campers had a higher mean safety rating (3.72) than non-campers (3.54).

To determine if there were differences in perceptions of crowding, satisfaction with park features, rating of park

**Figure 6. Comments from Visitors Not Rating WMSHSP Excellent on Safety**



attributes, and overall satisfaction, responses were divided into two groups based on how they rated WMSHSP 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.

A significant difference ( $p < .01$ ) was found between the two groups and their perceptions of crowding. The mean crowded score for Group 1 was 2.21, and the mean crowded score for Group 2 was 2.90, indicating that those who rated the park as excellent on being safe also felt less crowded. Group 1 also had a significantly ( $p < .001$ ) higher satisfaction of all six park features, had a significantly higher ( $p < .001$ ) rating of park attributes, and had a significantly ( $p < .001$ ) higher overall satisfaction rating.

**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 WMSHSP a better one (question 18). One third (33.1%) of the total survey participants responded to this question, with 129 responses given by 115 respondents. The comments and suggestions were listed and grouped by similarities into 12 categories for frequency and percentage calculations. The list of comments and suggestions is found in Appendix G. Table 8 lists the frequencies and percentages of the comments and suggestions by category.

One third (32.6%) of the comments were positive comments, including such comments as: “Enjoyed myself,” “Great park,” and “Keep up the good work.” The rest (67.4%) of the comments were categorized based on similar suggestions or complaints, such as suggestions and complaints about the campgrounds, complaints or suggestions about the restrooms, or an “other” category for suggestions and complaints not fitting into any other category.

**Table 8. Frequency and Percentage of Comments and Suggestions from WMSHSP Visitors**

Category	Frequency	Percent
1. General positive comments	42	32.6%
2. Suggestions/complaints about the campgrounds	26	20.2%
3. Suggestions/complaints about restrooms	13	10.1%
4. Need additional facilities/better maintenance	11	8.5%
5. Better maintenance of lake	9	7.0%
6. Suggestions about fishing & swimming areas	9	7.0%
7. Enforce park regulations	4	3.1%
8. Suggestions about trail	3	2.3%
9. Suggestions about house and mill tour	3	2.3%
10. Problems with staff	2	1.6%
11. Too many rules & regulations	2	1.6%
12. Other	5	3.9%
Total	129	100.0%

**Discussion**

**MANAGEMENT IMPLICATIONS**

The results of this study provide relevant information concerning WMSHSP visitors. However, the results should be interpreted with caution. The surveys were collected only during the summer months of June, July, August, and September; 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 77% of WMSHSP 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 (75%) combined with their positive comments provide evidence that WMSHSP visitors are indeed satisfied with their park experience. One-third (33%) of the visitors who gave comments or suggestions provided positive comments concerning WMSHSP and its staff.

Interestingly, weekend visitors had a significantly higher overall satisfaction than weekday visitors. Weekend visitors were also more satisfied with WMSHSP's campgrounds than weekday visitors.

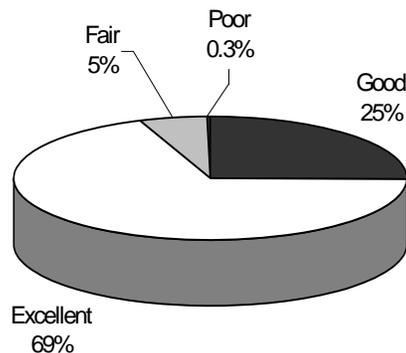
Although safety was given a high performance rating by visitors, safety perceptions of WMSHSP are still an important management concern, as over 31% of visitors did not report an

excellent rating of the park being safe. While visitors have a variety of reasons for not rating the park as excellent, and a significant percentage (28%) of the visitors' responses reflected visitors who either did not have a reason for not giving an excellent safety rating or who felt that no place was perfect and there was always room for improvement, over 10% of other safety comments expressed concern for unsafe traffic on the park's winding roads. To address the safety concerns of WMSHSP visitors, one solution would be more stringent enforcement of speed limits.

To put the issue of park safety into perspective, 94% rated the park as good or excellent, while less than 6% of visitors felt the park rated fair and less than 1% gave it a poor rating (Figure 7). Visitor comments indicate that safety is largely a perceptual issue. Those with safety concerns also felt more crowded and less satisfied than those who rated safety as excellent (Figure 8).

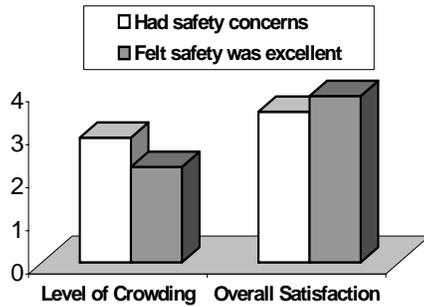
Additional research could focus on the effectiveness of approaches that address

**Figure 7. Safety ratings of WMSHSP.**



visitor safety perceptions (e.g., personnel uniform policies, regularly scheduled patrols, or increased signage).

**Figure 8. Levels of Crowding and Satisfaction Ratings by Safety Concerns**



Crowding is another important management issue identified by the majority of WMSHSP visitors, as 47% of visitors expressed some degree of crowding. 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.

WMSHSP visitors who felt crowded had significantly lower satisfaction ratings than visitors who did not feel crowded (Figure 9).

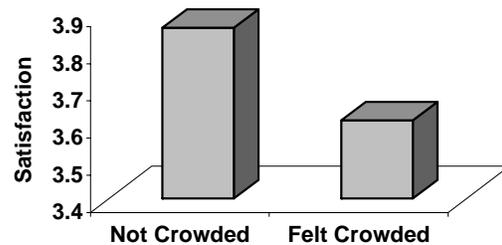
As perceptions of crowding are inversely correlated to overall satisfaction, park managers should address the issue of crowding. One option is to review comments relating to crowding and consider options that would reduce crowding perceptions. For example, most comments listed the campgrounds and swimming beach as where visitors felt most crowded. Further study could determine if crowding perceptions here are due to the number of people or

perhaps the behavior of those at these areas.

Visitors felt that upkeep of park facilities and having clean restrooms were very important but rated WMSHSP’s upkeep and restrooms as needing attention. Repeat visitors rated WMSHSP lower on upkeep of park facilities (3.38) and clean restrooms (2.94) than first time visitors (3.56 and 3.33 respectively). Further analysis of repeat versus first time visitors revealed that first time visitors were more likely ( $p < .001$ ) to visit the visitor center than repeat visitors (Table 9). This finding suggests that first time visitors gave a higher rating to upkeep of park facilities and having clean restrooms because they utilized the facilities at the visitor center (Recreation Area 3) rather than the facilities at the campground (Recreation Area 1) and the day-use area (Recreation Area 2).

Visitors to Recreation Area 1 and Recreation Area 2 also rated the park lower on upkeep of park facilities (3.39 and 3.52 respectively) and clean restrooms (3.06 and 3.03 respectively) than visitors to Recreation Area 3 (3.83

**Figure 9. Overall Satisfaction is Lower For Those Who Felt More Crowded**



**Table 9. Repeat Visitors vs. First Time Visitors by Recreation Area**

	<b>First Time Visitors</b>	<b>Repeat Visitors</b>
<b>Campground</b>	55%	61%
<b>Day-use Area</b>	10%	31%
<b>Visitor Center</b>	35%	8%

and 3.89 respectively). These findings suggest that more time could be spent maintaining the pit toilets and other facilities in the day-use area, and the restrooms and other facilities in the campground. Another suggestion is that flush toilets and running water be provided in the day-use area.

Another issue of concern for management at WMSHSP is the possibility that visitors to the park are either unaware or have very limited knowledge of the historic site. Although 24% of visitors reported touring the historic buildings and 22% reported viewing the visitor center exhibits, almost 67% of visitors reported they “didn’t see” the living history demonstrations performed by site staff at the historic buildings. When asked to report how satisfied they were with the visitor center, 93 visitors (29%) checked the “don’t know” response. Visitors would often express surprise to the surveyor when they learned of the existence of the visitor center and historic buildings. To address the lack of knowledge of visitors regarding the historic site, an increased distribution of information through brochures and site signs is a possible solution.

The results of the present study suggest some important management and planning considerations for WMSHSP. Even though WMSHSP 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 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 WMSHSP. The frequency and percentage calculations of survey responses provide useful information concerning socio-demographic characteristics, use patterns, and satisfaction of WMSHSP visitors. In addition, the “sub-analysis” of data is important in identifying implications for management of WMSHSP. (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 WMSHSP should also be conducted on a regular basis (e.g., every three, four, or five years). Future WMSHSP studies can identify changes and trends in socio-demographic characteristics, use patterns, and visitors' satisfaction at WMSHSP.

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 on-site. A "Visitor Survey" sign was used part of the time 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 entrance to WMSHSP does not have an area where vehicles can

easily pull off the road to fill out surveys. For this reason, a roving route survey at WMSHSP is recommended for future studies. Also, the "survey station" became an "information station" when visitors arriving at the park 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 one-page questionnaire undoubtedly helped attain the response rate in the present study. Also, the fact that the surveyor approached visitors on foot while they were in the various recreation areas greatly contributed to the increase in response rate. Many visitors expressed appreciation that they were being asked their opinion, and would often take the opportunity to further comment to the surveyor their feelings about WMSHSP. For this reason, and because the surveyor was required to walk a roving route of the three recreation areas, an assistant to help administer the surveys would be helpful.

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 reasons that visitors declined to participate in the survey were because of the heat and also 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.

survey on-site, and to only use the mail-back approach when it is certain visitors would otherwise be a non-respondent.

One caution, however, is to always attempt to have visitors complete the

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**Appendix A. Watkins Woolen Mill State Historic Site and Park  
User Survey**

**WATKINS WOOLEN MILL STATE HISTORIC SITE AND PARK**

The Missouri Department of Natural Resources is seeking your evaluation of Watkins Woolen Mill State Historic Site and 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 first visit to Watkins Woolen Mill State Historic Site and Park?** *(Check only one box.)*

- yes
- no **If no, how many times have you visited this park in the past year?**  
\_\_\_\_\_

**2. During this visit to the site, are you staying overnight?**

- yes **If yes, how many nights are you staying at or near the site during this visit?** \_\_\_\_\_
- no *(If no, skip to question 4.)*

**3. If staying overnight, where are you staying?** *(Check only one box.)*

- campground in Watkins Woolen Mill State Historic Site and Park
- nearby campground
- friends/relatives
- nearby lodging facilities
- other *(Please specify.)*  
\_\_\_\_\_

**4. With whom are you visiting the site?** *(Check only one box.)*

- alone
- family and friends
- family
- friends
- club or organized group
- other *(Please specify.)*  
\_\_\_\_\_  
\_\_\_\_\_

**5. Which recreational activities have you engaged in during this visit?** *(Check all that apply.)*

- picnicking
- horseback riding
- viewing visitor center exhibits
- bicycling
- boating
- touring historic buildings
- running
- fishing
- attending special event
- jogging
- swimming
- attending nature program
- hiking
- viewing wildlife
- going on guided nature hikes
- camping
- studying nature
- other *(Please specify.)*  
\_\_\_\_\_  
\_\_\_\_\_

**6. How satisfied are you with each of the following in Watkins Woolen Mill State Historic Site and Park?** *(Check one box for each feature.)*

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
a. campground	<input type="checkbox"/>				
b. park signs		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. picnic areas	<input type="checkbox"/>				
d. lake access area	<input type="checkbox"/>				
e. trails	<input type="checkbox"/>				
f. visitor center	<input type="checkbox"/>				

**7. How do you rate Watkins Woolen Mill State Historic Site and Park on each of the following?** *(Check one box for each feature.)*

	Excellent	Good	Fair	Poor	Don't Know
a. being free of litter/trash	<input type="checkbox"/>				
b. having clean restrooms	<input type="checkbox"/>				
c. upkeep of park facilities	<input type="checkbox"/>				
d. having a helpful & friendly staff	<input type="checkbox"/>				
e. access for persons with disabilities	<input type="checkbox"/>				
f. care of natural resources	<input type="checkbox"/>				
g. being safe	<input type="checkbox"/>				

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

**PLEASE TURN SURVEY OVER.**

**WATKINS WOOLEN MILL STATE HISTORIC SITE AND PARK**

**9. During this visit, did viewing the “living history” demonstrations increase the enjoyment of your visit (eg. staff in period costumes and demonstrations in the kitchen, heirloom garden, and with the livestock)? (Check only one box.)**

- A Lot       Some       Not At All       Didn't See

**10. When visiting any state park, how important are each of these items to you? (Check one box for each feature.)**

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	Don't Know
a. being free of litter/trash	<input type="checkbox"/>				
b. having clean restrooms	<input type="checkbox"/>				
c. upkeep of park facilities	<input type="checkbox"/>				
d. having a helpful & friendly staff	<input type="checkbox"/>				
e. access for persons with disabilities	<input type="checkbox"/>				
f. care of natural resources	<input type="checkbox"/>				
g. being safe	<input type="checkbox"/>				

**11. Overall, how satisfied are you with this visit to Watkins Woolen Mill State Historic Site and Park? (Check only one box.)**

- Very Satisfied       Somewhat Satisfied       Somewhat Dissatisfied       Very Dissatisfied

**12. During this visit, how crowded did you feel? (Circle one number.)**

- 1      2      3      4      5      6      7      8      9  
 Not at all      Slightly      Moderately      Extremely  
 Crowded      Crowded      Crowded      Crowded

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

\_\_\_\_\_

**14. What is your age? \_\_\_\_\_**      **15. Gender?**     female     male

**16. What is the highest level of education you have completed? (Check only one box.)**

- grade school     vocational school     graduate of 4-year college  
 high school     some college     post-graduate education

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

- Asian     African American     Native American/American Indian  
 Hispanic     Caucasian/White     Other (Please specify.)

\_\_\_\_\_

**18. Do you have a disability that substantially limits one or more life activities or might require special accommodations?**

- yes      **If yes, what disability or disabilities do you have?**  
 no      \_\_\_\_\_

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

**20. What is your annual household income?**

- less than \$25,000       \$50,001 - \$75,000  
 \$25,000 - \$50,000       over \$75,000

**21. Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience in Watkins Woolen Mill State Historic Site and Park a better one.**

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

**Appendix B. Survey Protocol**

## **Protocol for Watkins Woolen Mill State Historic Site and 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 Watkins Woolen Mill State Historic Site and 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 Watkins Woolen Mill State Historic Site and Park. Would you be willing to help by participating in the survey?

[If no,] Thank you for your time. Have a nice day.

[If yes,]

Here is a pencil and clipboard with the survey attached (for each respondent). Please complete the survey on both sides. When finished, return the survey(s), clipboard(s), pencils, and prize entry form(s) to me.

Thank you for taking time to complete the survey. Your help is greatly appreciated. Have a nice day.

**Appendix C. Prize Entry Form**

**WIN A PRIZE PACKAGE OF CONCESSION COUPONS  
WORTH \$100**

**Enter a drawing to win \$100 worth of gift certificates!  
These certificates are good for any concessions at any  
state park or historic site. Concessions include cabin  
rentals, canoe rentals, boat rentals, restaurant dining,  
horseback riding, etc.**

**You may enter the drawing by simply filling out the  
back of this entry form and returning it to the surveyor.  
Your name, address, and telephone number will be used  
only for this drawing; 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 #:** (      ) \_\_\_\_\_

**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:**

Time Slot 1 = 8:00 - 12:00 p.m.  
 Time Slot 2 = 12:00 - 4:00 p.m.  
 Time Slot 3 = 4:00 - 8:00 p.m.

**Weather Codes (examples):**

Hot & Sunny      Windy  
 Cold & Rainy      Sunny  
 Cloudy              Humid

**Appendix E. Responses to Survey Questions**

## Watkins Woolen Mill State Historic Site and Park Visitor Survey

**1. Is this your first visit to Watkins Woolen Mill State Historic Site and Park? (n=346)**

yes 24.9%  
no 75.1%

**If no, how many times have you visited this park in the past year? (n=229)**

*The responses from this open-ended question were grouped into the following 81 categories:*

0 7.9%  
1 14.4%  
2 18.8%  
3-5 26.2%  
6-10 10.8%  
11-20 8.1%  
21-99 7.1%  
100+ 5.8%

The average # of times repeat visitors visited the park in the past year was 20.1 times.

**2. During this visit to the site, are you staying overnight? (340)**

yes 46.8%  
no 53.2%

**If yes, how many nights are you staying at or near the site during this visit? (132)**

*The responses from this open-ended question were grouped into the following 5 categories:*

1 10.6%  
2 62.1%  
3 14.4%  
4 7.6%  
5+ 5.5%

**3. If staying overnight, where are you staying? (161)**

campground in Watkins Woolen Mill State Historic Site and Park	96.3%
friends/relatives	0.0%
nearby campground	1.9%
nearby lodging facilities	1.2%
other	0.6%

**4. With whom are you visiting the park? (n=297)**

alone	11.8%	family & friends	20.9%	club or organized group	6.4%
family	46.8%	friends	12.5%	other	1.7%

**5. Which recreational activities have you engaged in during this park visit? (n=348)**

picnicking	40.8%	horseback riding	0.3%	viewing visitor center exhibits	22.4%
bicycling	27.3%	boating	5.7%	touring historic buildings	24.1%
running	4.3%	fishing	25.6%	attending special event	5.7%
jogging	4.0%	swimming	27.3%	attending nature program	7.5%
hiking	27.3%	viewing wildlife	36.2%	going on guided nature hikes	2.3%
camping	44.3%	studying nature	18.1%	other	5.5%

*In addition to percentages of responses, a mean score was calculated for each feature in questions 4, 5, 7, and 8. The score is based on a 4.0 scale with 4 = very satisfied, 3 = somewhat satisfied, 2 = somewhat dissatisfied, and 1 = very dissatisfied (Q. 6 & 11); 4 = excellent, 3 = good, 2 = fair, and 1 = poor (Q. 7); and 4 = very important, 3 = somewhat important, 2 = somewhat unimportant, and 1 = very unimportant (Q. 107). The mean score is listed in parenthesis following each feature.*

**6. How satisfied are you with each of the following in Watkins Woolen Mill State Historic Site and Park?**

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	
a. campground (3.69)	73.1%	23.6%	2.6%	0.7%	n=271
b. park signs (3.71)	76.1%	19.5%	3.5%	0.9%	n=318
c. picnic areas (3.72)	73.9%	24.6%	1.1%	0.4%	n=264
d. lake access areas (3.60)	70.8%	21.9%	3.8%	3.5%	n=260
e. trail (3.79)	82.0%	16.5%	0.4%	1.1%	n=272
f. visitor center (3.78)	81.3%	16.9%	0.4%	1.3%	n=225

**7. How do you rate Watkins Woolen Mill State Historic Site and Park on each of the following?**

	Excellent	Good	Fair	Poor	
a. being free of litter/trash (3.54)	61.6%	32.3%	4.7%	1.5%	n=341
b. having clean restrooms (3.03)	39.4%	33.3%	18.3%	9.0%	n=312
c. upkeep of park facilities (3.43)	51.1%	41.7%	6.0%	1.2%	n=333
d. having a helpful/friendly staff (3.52)	61.0%	31.2%	6.8%	1.0%	n=308
e. access for disabled persons (3.48)	58.0%	33.3%	7.0%	1.6%	n=243
f. care of natural resources (3.58)	62.2%	33.8%	3.8%	0.3%	n=320
g. being safe (3.63)	69.1%	25.2%	5.5%	0.3%	n=330

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

53 visitors (52% of those who did not rate the park as excellent on being safe) responded to this question with 57 responses. The 57 responses were divided into 10 categories. Frequencies and percentages of responses in each category are listed.

	<u>Frequency</u>	<u>Percent</u>
1. Don't know/no reason/no place is perfect	16	28.1%
2. Unsafe traffic	7	12.3%
3. Lack of staff patrolling the park/beach	6	10.5%
4. Behavior of others	6	10.5%
5. Trail unsafe	5	8.8%
6. Problems with restrooms/shower houses	4	7.0%
7. Beach closed due to contaminated water	3	5.3%
8. Problems with wildlife	2	3.5%
9. Problems with campgrounds	2	3.5%
10. Other	<u>6</u>	<u>10.5%</u>
Total	57	100%

**9. During this visit, did viewing the “living history” demonstrations increase the enjoyment of your visit (e.g. staff in period costumes and demonstrations in the kitchen, heirloom garden, and with the livestock)? (n=328)**

A lot 18.6%      Some 10.1%      Not At All 4.9%      Didn't See 66.5%

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

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	
a. being free of litter/trash (3.92)	93.2%	6.2%	0.3%	0.3%	n=337
b. having clean restrooms (3.93)	93.8%	5.7%	0.3%	0.3%	n=336
c. upkeep of park facilities (3.90)	91.0%	7.8%	1.2%	0.0%	n=334
d. having helpful/friendly staff (3.79)	80.8%	17.7%	1.5%	0.0%	n=328
e. access for disabled persons (3.62)	72.9%	19.0%	5.4%	2.7%	n=295
f. care of natural resources (3.88)	88.3%	11.1%	0.6%	0.0%	n=333
g. being safe (3.91)	93.1%	5.1%	1.8%	0.0%	n=334

**11. Overall, how satisfied are you with this visit to Watkins Woolen Mill State Historic Site and Park?**

	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	
(Mean score = 3.73)	77.8%	18.6%	2.7%	0.9%	n=338

**12. During this visit, how crowded did you feel? (n=338)**

On a scale of 1-9, with 1 = Not at all crowded and 9 = Extremely crowded, the mean response was 2.52.

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

*A total of 68 open-ended responses were given by 63 visitors. The 68 responses were divided into 10 categories. Frequencies and percentages of responses in each category are listed.*

	<u>Frequency</u>	<u>Percent</u>
campgrounds/campsites	28	41.2%
swimming beach	16	53.5%
hiking and biking trail	4	5.9%
park roads/too much traffic	4	5.9%
boat ranch/fishing areas	3	4.4%
picnic areas	3	4.4%
restrooms/shower houses	2	2.9%
tour of mill and house	2	2.9%
crowded because of weekend	2	2.9%
other	<u>4</u>	<u>5.9%</u>
Total	68	100%

**14. What is your age? (n=331)**

*Responses were divided into the following 4 categories:*

18-34	32.9%
35-54	47.2%
55-65	10.8%
65+	9.1%
<i>(Average age = 42.3)</i>	

**15. Gender? (n=334)**

Female	49.4%
Male	50.6%

**16. What is the highest level of education you have completed? (n=339)**

grade school	1.5%	vocational school	6.2%	graduate of 4-year college	14.7%
high school	33.9%	some college	35.4%	post-graduate education	8.3%

**17. What is your ethnic origin? (n=336)**

Asian	0.0%	African American	0.9%	Native American/American Indian	3.0%
Hispanic	1.8%	Caucasian/White	89.6%	Other	4.8%

**18. Do you have a disability that substantially limits one or more life activities or might require special accommodations? (n=336)**

yes	3.9%
no	96.4%

**If yes, what disability or disabilities do you have? (n=11)**

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

- |  |                              |
|--|------------------------------|
| Arthritis.                               | Must have electricity.       |
| Bad feet -- arches fell.                 | My wife's back injury.       |
| Heart -- can't walk much.                | Only one lung.               |
| Legs.                                    | Three-piece hip replacement. |
| Legs worn out -- age-related disability. | Wheelchair -- missing leg.   |
| Longish walks OK, but hard.              |                              |

**19. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? (n=329)**

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

- |    |       |
|----|-------|
| MO | 81.3% |
| KS | 8.3%  |
| NE | 1.1%  |

**20. What is your annual household income? (n=315)**

- |                     |       |                     |       |
|---------------------|-------|---------------------|-------|
| less than \$25,000  | 19.7% | \$50,001 - \$75,000 | 27.6% |
| \$25,000 - \$50,000 | 40.3% | over \$75,000       | 12.4% |

**21. Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience in Watkins Woolen Mill State Historic Site and Park a better one.**

*115 of the 348 visitors (33.1%) responded to this question. A total of 129 responses were given, and were divided into 12 categories. Frequencies and percentages of responses in each category are listed.*

	<u>Frequency</u>	<u>Percent</u>
1. General positive comments	42	32.6%
2. Suggestions/complaints about the campgrounds	26	20.2%
3. Suggestions/complaints about restrooms	13	10.1%
4. Need additional facilities/better maintenance	11	8.5%
5. Better maintenance of lake	9	7.0%
6. Suggestions about fishing & swimming areas	9	7.0%
7. Enforce park regulations	4	3.1%
8. Suggestions about trail	3	2.3%
9. Suggestions about house and mill tour	3	2.3%
10. Problems with staff	2	1.6%
11. Too many rules & regulations	2	1.6%
12. Other	<u>5</u>	<u>3.9%</u>
Total	129	100%

**Appendix F. List of Responses for Safety Concerns (Q 8)**

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

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

#### **Don't know/no reason/no place is perfect/always room for improvement**

- As safe as you can be and still preserve the buildings. To me excellent is almost perfect.
- Didn't notice.
- Don't know anything about the park.
- Don't know.
- First visit.
- General.
- Hard to rate -- first time here.
- Have only visited a few times, have never had any problems.
- It has been a long time since we camped here but have always enjoyed our past visits.
- Never had any problems when in the park, so I can't rate on safety.
- No occasion to fully evaluate.
- Not enough exposure.
- Not knowing.
- Suppose like everywhere, someone with bad agenda could create problems.
- There is always room for excellence. Restroom should be better.
- What's so safe about it?

#### **Traffic unsafe**

- People driving too fast through camping area, more supervision needed.
- People speed through here on both sides of the road.
- Still have speeding around picnic areas that are very close to road.
- The roads are too curved where you can't see oncoming traffic.
- The roads were a little too narrow. You never know of other speedy drivers coming the opposite way.
- Too many people speeding on access roads.
- Walking -- street activity.

#### **Lack of staff patrolling park/swimming beach**

- Kids swimming.
- No life guard at swim beach.
- No lifeguard on duty in swimming area.
- Not enough help to watch all the people. A lot of horse play.
- Not enough park attendants patrolling the lake and trail areas.
- People driving too fast through camping area, more supervision needed.

### **Behavior of others**

- Lots of kids riding bikes after dark.
- Loud music and loud generator.
- People racing around park in the middle of the night in their cars.
- Stories of unsafe visits by others.
- There is a flasher at the park and my wife was flashed.
- Trail is dangerous because the skaters go too fast. Put speed bumps on trails or provide a separate trail for them.

### **Trail unsafe**

- Asphalt is breaking apart on parts of trail.
- Bike trail needs to be one way.
- Bridges wider - rocks away from path drop offs near path.
- Trail is dangerous because the skaters go too fast. Put speed bumps on trails or provide a separate trail for them.
- Trails are somewhat washed away.

### **Problems with restrooms/shower houses**

- Contaminated water! Lots of insects on the sinks.
- Stone pathways -- wheelchair inaccessible at the swimming area. Unclean stalls -- needs water at the beach for shower, cleaning hands, feet, etc. At park, first area next to bathroom. Wasp nests in changing rooms.
- There is always room for excellence. Restroom should be better.
- You do not provide showers for those using beach. Two stinky stalls. Inadequate for the crowd. No drinking water at the beach. Urine in men's dressing room.

### **Beach closed due to contaminated lake**

- Contaminated water! Lots of insects on the sinks.
- Don't go near the water.
- The bacteria level in the water (swimming).

### **Problem with campground**

- Lack of improvements to campgrounds. In the past ten years, campgrounds in the state parks are going downhill.
- Should have some lights on campground streets/drives.

### **Problem with wildlife**

- Don't like the snakes.
- Wildlife too tame and get in the way on the trail.

### **Other**

- If I get hurt, might be hard to get medical help.
- Severe weather.
- Some people might have trouble with stairs in house and walking around boiler in factory.

- Stone pathways -- wheelchair inaccessible at the swimming area. Unclean stalls -- needs water at the beach for shower, cleaning hands, feet, etc. At park, first area next to bathroom. Wasp nests in changing rooms.
- The fact the gate was open at 6:30 a.m.
- Unable to swim.

**Appendix G. List of Responses for Additional Comments (Q 21)**

### **Responses to Question #21**

**Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience in Watkins Woolen Mill State Historic Site and Park a better one.**

#### **General positive comments**

- An exceptional park and will come back often.
- Appreciate the host and patrol! I'll be back!
- At my last visit three weeks ago, I saw the WM Woolen Mill and visitor center. The - personnel were very friendly and informative.
- Beautiful, well-maintained facilities. Campground spacious! Love it!
- Beautiful.
- Enjoy the visit.
- Everything was impressive.
- Good job -- Thanks.
- Good overall
- I give this park a big rating of "10". Good work gang.
- I had a wonderful time.
- I hope people don't hear about the park. (Keep it a secret.)
- I like the park, mainly because it's free to public. Stock lake, improve fishing.
- I will return in future sometime.
- I'm proud to have a park this nice to enjoy in this area.
- In grad school I did research on various teaching techniques in support of zoo's desire to combine education and entertainment. The experiential opportunities you have are good. The more you can invite people in actually doing relevant activities, the more they'll learn and remember. Good job.
- I've been coming here since '93, always excellent. Job well done.
- Keep it up!
- Keep staff friendly and possibly consider providing better lake access from eastside for fishing.
- Keep up the good work. We support the extra tax and you make it easy to do so.
- Love it here. Wish there were more campsites available.
- Mary did an excellent job showing us around. She is a very valuable asset to this park. I look forward to telling family members about your park.
- Mary was a delight. And the house was wonderful. It felt as if apart of history was still alive.
- Nice park, keep up the good work.
- Thank you, I enjoyed myself.
- Thank you.
- Thank you.
- Thanks for this survey and the nice people administering it.
- The rangers are really showing more interest in the park and the visitors.
- The showerhouse near the park entrance could use some new sinks. Overall, we really enjoyed our visit.
- The staff were extremely helpful and friendly.
- This is a unique treasure that needs to be promoted beyond Missouri.

- This is the best one north of the Ozarks.
- This park is above average in appearance and accessibility. I really enjoyed my visit here.
- Too many rules and regulations. Don't come here to have fun or swim. Too many signs -- don't do this, don't do that, don't have fun. I don't think we'll be back. We did enjoy the mill tour.
- Too nice! Thanks.
- Very nice.
- Watkins Mill is a very good park. Let's keep it that way.
- We come here all the time and like it very much. Thank you.
- We know it's not the park's fault but the swimming was closed and it was sort of a disappointment. Other than that we had an enjoyable time here.
- We really enjoy it here. Thank you.
- You all have done very well. Good job.

### **Suggestions/complaints about campgrounds**

- Add more electric sites.
- Add more electric sites.
- Being able to get back into campsite after going out in the A.M. for a paper.
- Better management of campgrounds and parks. If campgrounds were managed better, it would make it more appealing to get qualified and polite campground hosts.
- Build up grassy areas in campsites so they won't be so muddy.
- Build up the grassy areas in campsites.
- Expand campgrounds.
- Gravel campsites to keep them from getting muddy when it rains. Fire ring was full when we got here -- should have been cleaned out. Put roof over the wood pile to keep wood dry when it rains.
- Have more 30 amp service available.
- I don't like the only 15 day stay out of 30 days during week no one is hardly there.
- If it had water to septic tanks.
- It would be great to have water and sewer hook-ups so we could stay longer. The campsites need more gravel -- none has been added for a long time. Shower stalls could be improved.
- It would be great to have water and sewer hook-ups so we could stay longer. The campsites need more gravel -- none has been added for a long time. Shower stalls could be improved.
- Love it here. Wish there were more campsites available.
- More gravel around fireplaces and to and from tables.
- More trash receptacles in campgrounds, closer together.
- Need 30 amp service. AC wouldn't work on 20 amps.
- Need more gravel in campsite. Cleaner bathrooms.
- Need more gravel on pads. Could use some water and sewer hookups.
- Need more gravel on pads. Could use some water and sewer hookups.
- Need rock around campsite, also around fireplaces.
- Restrooms in campgrounds need to be refurbished.
- The campsites aren't very level. Should be paved so as not to track into motorhome.

- Signs in campgrounds should show numbers of campsites in each loop and directions.
- Water hook-ups in the campground; at least the ones with electricity. Would be willing to pay extra for the water.
- When having a motor home, it's very inconvenient to have to go to gate and pay after setting up. Need someone to come around and collect.
- Would like to have Golden Age Passport recognized for half-price camping.

### **Suggestions/complaints regarding restrooms**

- Bathrooms are totally rank.
- Bathrooms could be a little cleaner.
- It would be great to have water and sewer hook-ups so we could stay longer. The campsites need more gravel -- none has been added for a long time. Shower stalls could be improved.
- Men's restroom in campground needs some repair on urinal.
- Need more gravel in campsite. Cleaner bathrooms.
- Only problem was shower heads. Fire hose concept cuts you in half -- does not spray.
- Our taxes should provide new showers and new bathrooms available to all, not just campers.
- Put more hooks in the shower stalls. Have someone regularly check the stools. They don't always flush very well and don't seem very stable.
- Restroom was in need of cleaning.
- Restrooms in campgrounds need to be refurbished.
- Restrooms with working plumbing.
- The showerhouse near the park entrance could use some new sinks. Overall, we really enjoyed our visit.
- We stayed here July 23 to 26. The upper restroom had solid waste on toilet seats and floor for 2 days. When we left it still was on the floor.

### **Need additional facilities/better maintenance**

- Better playground
- Children at times seem to be uncontrollable. Possibly make an area for families with children.
- Easier access to the water fountain at the swimming area.
- Feeding sites for wildlife.
- More parking at shelter house.
- Need more signs on roads and buildings.
- Need swings for children.
- Need trash cans at picnic sites.
- Roads need repair.
- There's some blind corners on trail. Maybe trim the bushes back so you can see. Put "beep-beep" sound on the gater when it goes across the bridge so bikers can hear. Horse trails here, but different from bike trail.
- You need better signage from I-35. You might shorten mill tours to 30 minutes on hot days like today, 8/23/98.

**Better maintenance of the lake**

- Clean the lake once in awhile.
- Clean your water better or at least once in awhile.
- Please do something -- beach is being used as an ashtray. Not healthy for my children.
- The fishing areas have been way too mossy the last couple of years and haven't improved any. This helps decide whether we camp here or recommend this park to friends and family.
- The lake needs to be clean of some of the moss so fishing is easier for the young children.
- Very disappointed about the lake and its condition.
- We know it's not the park's fault but the swimming was closed and it was sort of a disappointment. Other than that we had an enjoyable time here.
- We were really disappointed about not being able to swim.
- Why was the water level so low?

**Suggestions about fishing and swimming areas**

- Another pier to fish off.
- Fishing not good.
- I like the park, mainly because it's free to public. Stock lake, improve fishing.
- Keep staff friendly and possibly consider providing better lake access from eastside for fishing.
- Leave south picnic and parking area open all night for fishing.
- Make swimming area larger.
- More areas to fish from the bank.
- No big fish
- Please stock lake with fish.

**Enforce park regulations**

- Better management of campgrounds and parks. If campgrounds were managed better, it would make it more appealing to get qualified and polite campground hosts.
- Enforcing present restrictions -- quiet hour, etc. Accept Gold Age Card -- half price, Corp of Engineers.
- Enforcing the 10 p.m. quiet zone.
- Enforcing your 10 p.m. quiet zone.

**Suggestions about trail**

- Have trails be so that walkers and joggers go counterclockwise and bikers go clockwise.
- There should be more trails. And maybe a bridge over the lake so you wouldn't have to walk all the way around the lake.
- There's some blind corners on trail. Maybe trim the bushes back so you can see. Put "beep-beep" sound on the gater when it goes across the bridge so bikers can hear. Horse trails here, but different from bike trail.

### **Suggestions about house and mill tour**

- At the Woolen Mill, you need to have a wagon ride from museum to mill and house. You can charge \$.50 per person or \$1.00. Too long a walk in hot weather for some people.
- I need to rewrap your loom with a period pattern. It needs to be a good representation of the weaving of the period. What is on it is sad.
- You need better signage from I-35. You might shorten mill tours to 30 minutes on hot days like today, 8/23/98.

### **Problems with staff**

- Arrogant staff (not all). Arrogant and stupid cop with radar gun. One comment from staff, "I did not know this trail belonged to you, I thought it belonged to the state." This comment reflects the small minds of some, not all, of the staff.
- The gate man was an utter and complete jerk.

### **Too many rules & regulations**

- Too many rules and regulations. Don't come here to have fun or swim. Too many signs -- don't do this, don't do that, don't have fun. I don't think we'll be back. We did enjoy the mill tour.
- Too many rules and regulations. They might as well put a sign in the campgrounds that says, "Please do not have any fun."

### **Other**

- Fewer people.
- Hot -- needs air conditioning
- I really didn't feel the income/race questions were necessary.
- I think that if you had a meeting, I would come...
- Less rain!