

**Visitor Services Project  
Chickasaw National Recreation Area  
Report Summary**

- This report describes the results of a visitor study at Chickasaw National Recreation Area (NRA) during July 1-10, 2005. A total of 883 questionnaires were distributed to visitor groups. Of those, 475 questionnaires were returned resulting in a 53.8% response rate.
- This report profiles a random sample of Chickasaw NRA visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
- Twenty-five percent of visitor groups were in groups of seven or more, 21% were in groups of two, and 20% were groups of three. Fifty-eight percent of the visitor groups were family groups. Forty-nine percent of visitors were ages 26-55 years and 26% were ages 15 or younger.
- United States visitors were from Oklahoma (39%), Texas (15%), and 15 other states. International visitors, comprising 1% of the total visitation, were from China (54%), Japan (23%), and Mexico (23%).
- Twenty-one percent of visitors visited Chickasaw NRA for the first time in their life and 38% visited once in the past 12 months. Thirty-one percent of visitors (16 years or older) had a high school diploma/GED and 27% had some college.
- Prior to this visit, visitor groups most often obtained information about Chickasaw NRA through previous visits (42%) and friends/relatives/word of mouth (27%). Fourteen percent of visitor groups did not obtain any information about the park before their visit. Most groups (87%) received the information they needed about the park.
- Fifty-four percent of visitor groups' primary reason for traveling to the Chickasaw NRA area (within 50 miles of park) was to visit Chickasaw NRA. On this visit, the most common activities were swimming (79%), hiking/walking (51%), and picnicking (50%).
- Regarding use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used information services/facilities by the 325 visitor groups included park brochure/map (60%) and Nature Center living exhibits (53%). The information services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included Nature Center information desk (88%, N=120), roving rangers (87%, N=73), and assistance from park staff (86%, N=152). The information services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included assistance from park staff (89%, N=150), Nature Center information desk (88%, N=120), and Nature Center non-living exhibits (87%, N=145).
- The most used visitor services/facilities by the 435 visitor groups included parking (85%) and restrooms (80%). The visitor services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included campgrounds (97%, N=138), restrooms (96%, N=332), and boat launches (96%, N=167). The visitor services/facilities that received the highest combined proportions of "very good" and "good" quality ratings included boat launches (91%, N=163) and campgrounds (91%, N=135).
- The average of total expenditures in and outside the park (within 50 miles of park) per visitor group was \$243. The median visitor group expenditure (50% of groups spent more, 50% of group spent less) was \$114. The average per capita expenditure was \$50.
- Most visitor groups (90%) rated the overall quality of services, facilities, and recreational opportunities at Chickasaw NRA as "very good" or "good." One percent of groups rated the overall quality as "very poor" or "poor."

For more information about the Visitor Services Project, please contact the Park Studies Unit at the University of Idaho or at the following website <http://www.psu.uidaho.edu>