



EXTENSION

College of Agriculture,
Biotechnology & Natural Resources

Mormon Station State Historic Park Visitor Demographics



University of Nevada, Reno Extension
Publication Date: July 2024
For Informational Purposes

Park Visitation

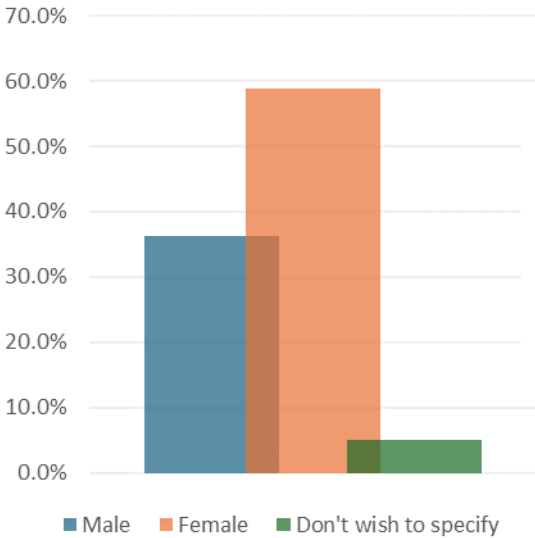
Year	2019	2020	2021	2022	2023
Visitors	117,443	29,962	67,243	73,883	77,037
Visitor-Days	106,348	27,131	60,890	66,903	69,759

Over 69% of single day visitors attended the park for one to two hours.

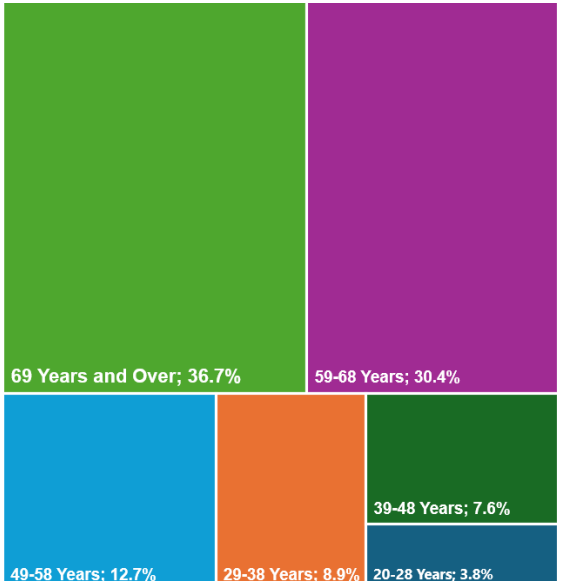
“Visitors” is defined as the total number of people who visited the park in a given year. This may include repeat visits throughout the year, but does not include multiple entries for a single park visit.

“Visitor-Days” is the weighted duration of the visitor number by the amount of time visitors were at the park. Someone visiting for a couple hours is weighted less than someone who spent the entire day at the park, who is, in turn, weighted less than someone who camped at the park for multiple nights.

Gender



Age (Adults)



Additional infographics for this and other State Parks are available.
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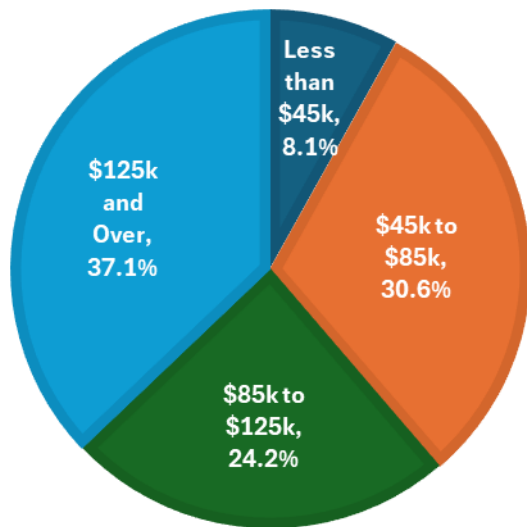
Mormon Station State Historic Park

Educational Attainment

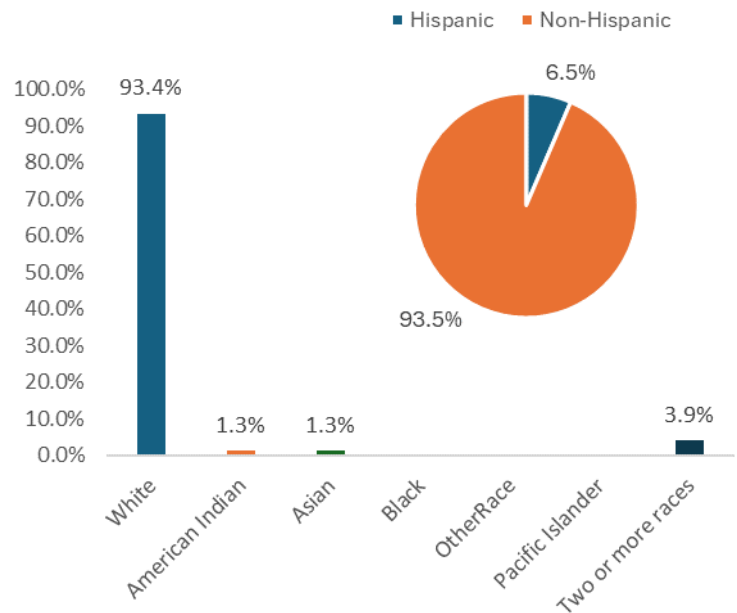
<u>Level of Education</u>	No High School Diploma	High School Diploma	Some College	Associate Degree	Bachelor's Degree	Graduate or Professional Degree
<u>% of Respondents</u>	0.0%	8.2%	21.9%	15.1%	28.8%	26.0%



Household Income



Race and Ethnicity



Located in the quaint town of Genoa, Mormon Station's lush lawns and mature trees make it an idyllic location to gather with friends and family.

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Email: mormonstation@parks.nv.gov

Phone: 775-782-2590



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Mormon Station State Historic Park Trip and Visit Characteristics



University of Nevada, Reno Extension
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Nevada Residence

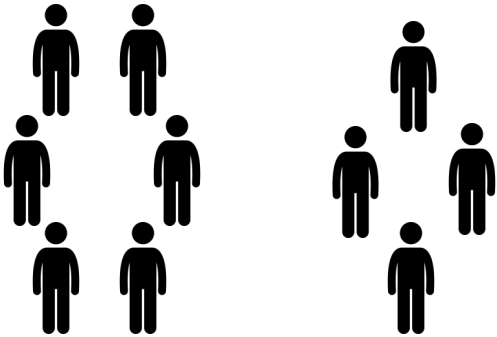
Are you a Nevada Resident?

Yes

56.8%

No

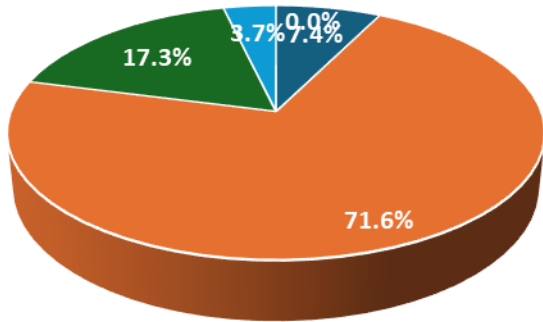
43.2%



Distance from Park

Do you live within 50 miles (approximately one hour) of the park?
Yes: 49.4%
No: 50.6%

Group Size



- Solo
- 2 to 3 People
- 4 to 5 People
- 6 to 7 People
- 8 or More People



Group Type

Visitors were asked: For groups of two or more people, how would you best describe the composition of the group?

Friends	14.7%
Family	74.7%
Friends & Family	8.0%
Other	2.7%

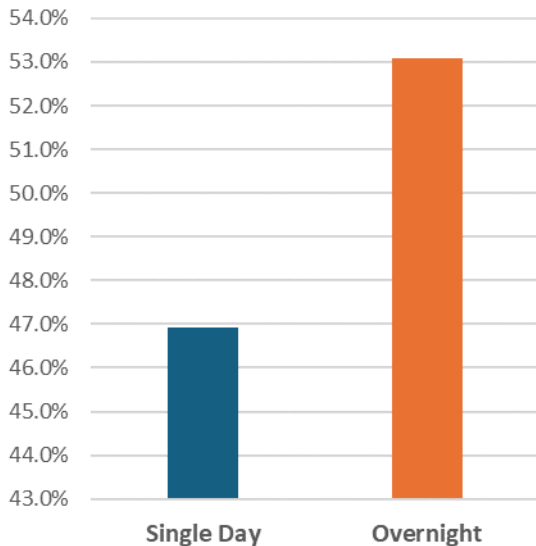
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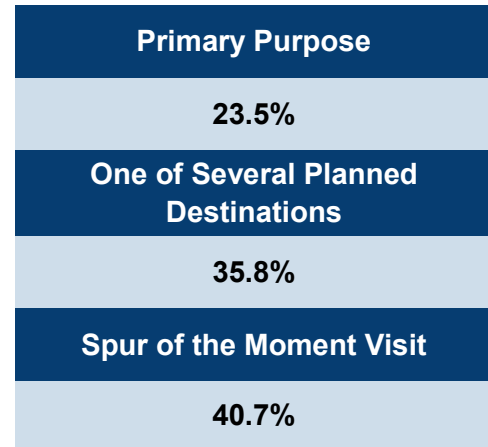
Mormon Station State Historic Park

Trip Length

Visitors were asked: Was your trip to visit this park a single day trip or an overnight trip away from home?



Purpose of Visit



Visitors were asked: Was visiting the park the primary reason for your travel away from home, one of several destinations, or was this a spur of the moment decision?

Multi-Day Trip Length

Visitors were asked: For those Overnight Trips, how many days away from home were you?

<u>Trip Days Away From Home</u>	2 Days	3 Days	4 to 7 Days	8 to 14 Days	15 or More Days
<u>% of Respondents</u>	23.3%	16.3%	39.5%	11.6%	9.3%

Located in the quaint town of Genoa, Mormon Station's lush lawns and mature trees make it an idyllic location to gather with friends and family.

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Mormon Station State Historic Park Park Performance

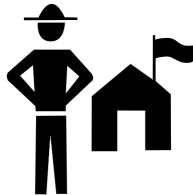


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Completed Surveys, n=81

Visitors were asked to rate their trip to the park on a variety of prompts including park staff interactions, overall trip experience, and for certain amenities available.

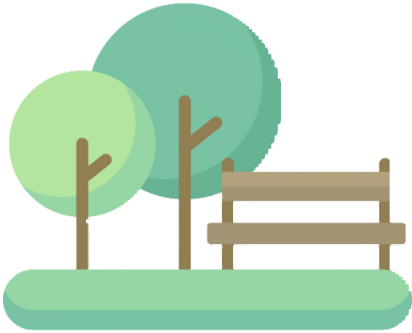
Park staff were available when needed or requested.	
Agree or Strongly Agree	91.4%
Disagree or Strongly Disagree	6.1%



Interactions with park staff were positive.	
Agree or Strongly Agree	95.1%
Disagree or Strongly Disagree	3.7%

Interactions with Park Staff

How would you rate your experience at this park?	
Good or Excellent	98.8%
Terrible or Poor	0.0%



Trip Experience



How likely are you to return to this park?	
Somewhat or Extremely Likely	82.8%
Somewhat or Extremely Unlikely	7.4%

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Mormon Station State Historic Park

Additional Visitor Experience Ratings on Amenities at the Park.

Historical and cultural features were well maintained and preserved.
Agree/Strongly Agree: 93.8%



Did you use the picnic areas at the park?

Yes: 27.6%

Picnic Areas

Were the picnic areas clean?

Agree/Strongly Agree: 100.0%

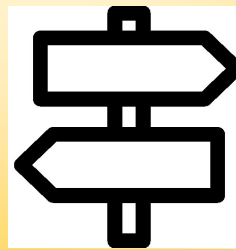
Did you use the walkways or trails at the park?

Yes: 95.0%

Walkways / Trails

Were the walkways and trails clean?

Agree/Strongly Agree: 98.7%



Signs and markers were clear and plentiful.
Agree/Strongly Agree: 92.6%

Garbage and litter were not a problem.
Agree/Strongly Agree: 100.0%



Did you use the educational content at the park?

Yes: 96.3%

Educational Content

Were the educational areas clean?

Agree/Strongly Agree: 97.4%

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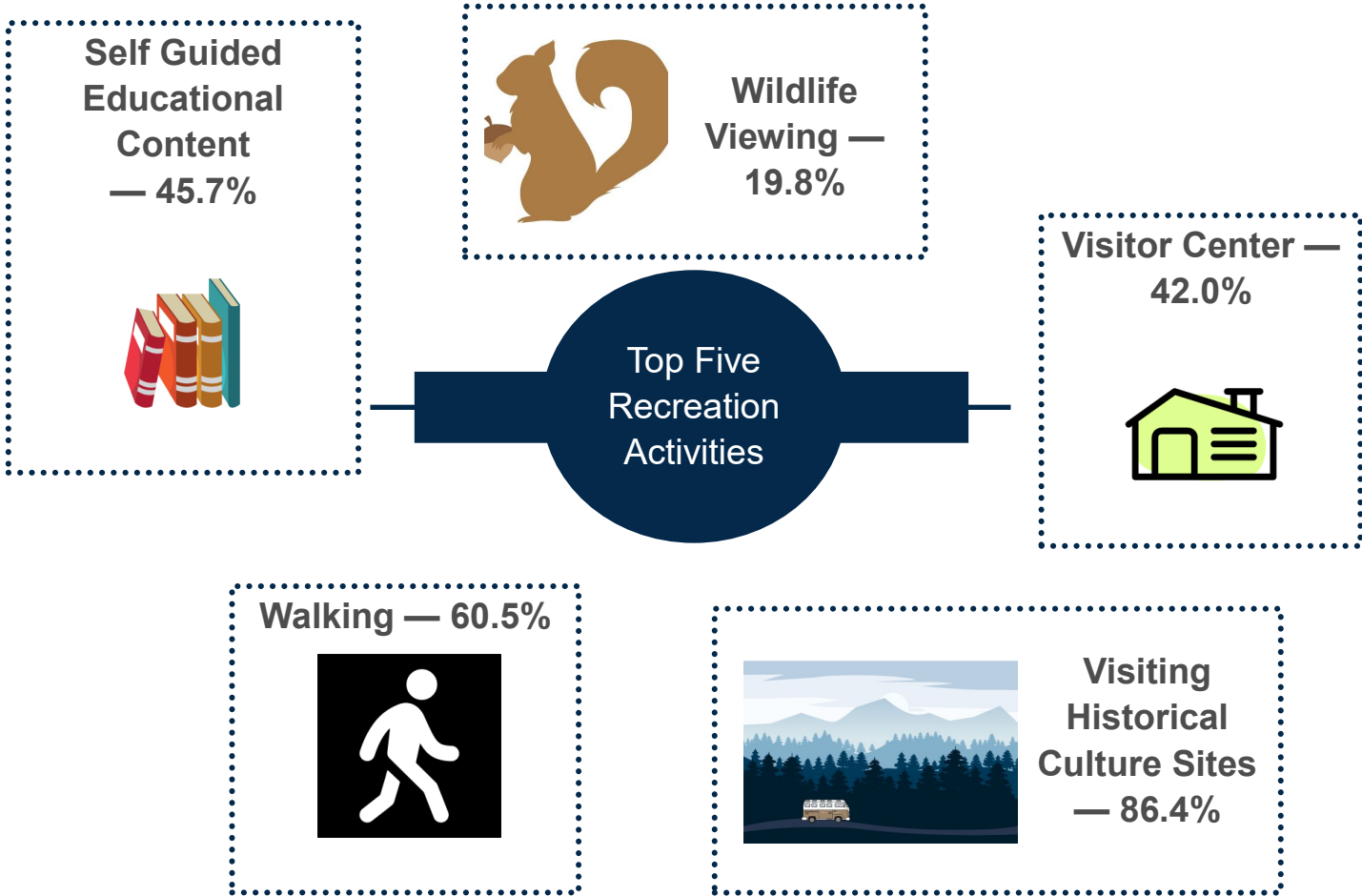
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Mormon Station State Historic Park Recreation Activities



University of Nevada, Reno Extension
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For Informational Purposes

Visitors were asked: What recreational activities did you take part in while at the Park?
Visitors could choose more than one answer.



<u>Top 5 Recreation Activities</u>	Visiting Historical Culture Sites	Walking	Self Guided Educational Content	Visitor Center	Wildlife Viewing
<u>Share of Respondents</u>	86.4%	60.5%	45.7%	42.0%	19.8%

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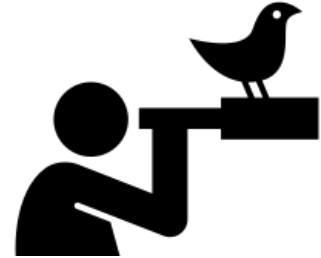


Hiking —
4.9%



Wildlife Viewing —
19.8%

Bird Watching — 7.4%



Viewing
Archeological
and Paleo Sites
— 7.4%

Recreation
Activities —
Additional
Responses

Rest Stop Use —
14.8%



Picnicking —
17.3%

Guided
Educational
Content —
11.1%



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Mormon Station State Historic Park Planning Priorities

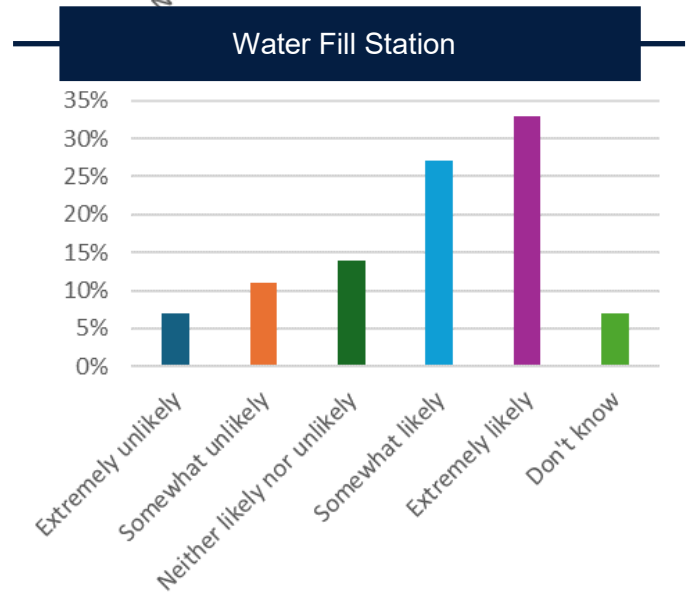
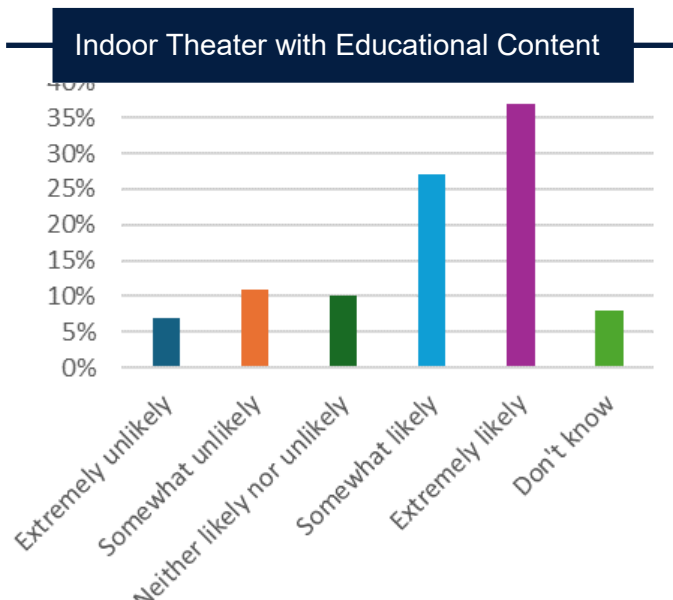
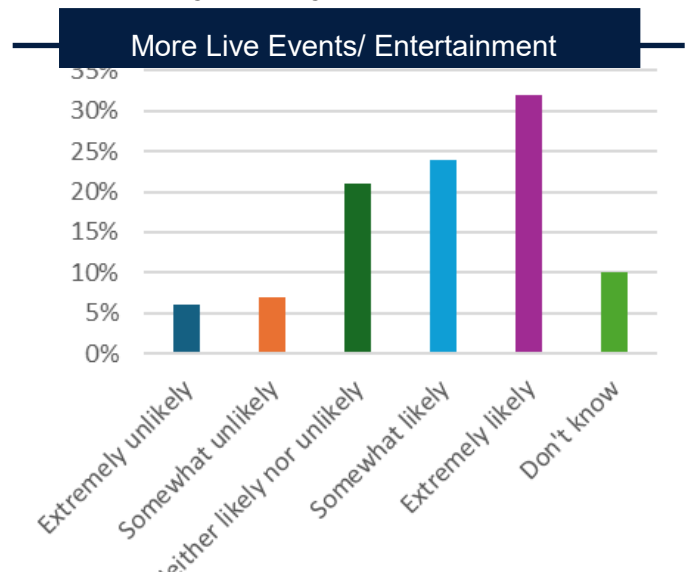
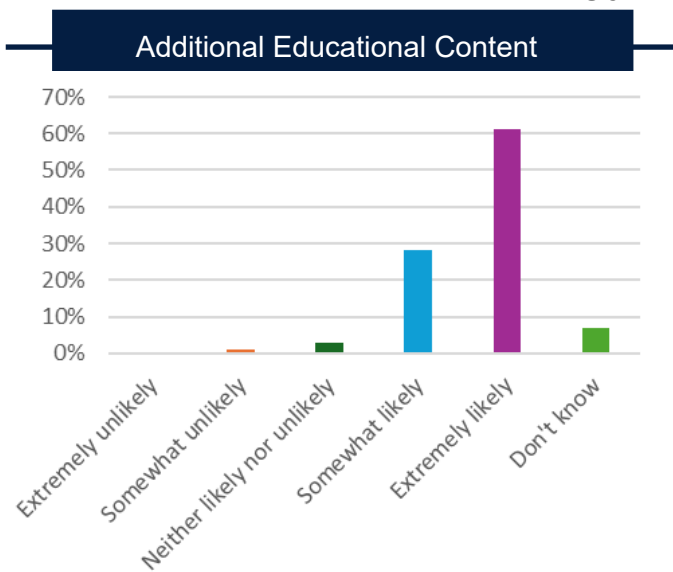


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Completed Surveys, n = 81

Visitors were prompted: Given that Nevada State Parks has to work with a limited budget for improvements, we're eager to know which projects you think should be our top priority.

If these amenities had been available during your last visit, how likely would you have been to use them?



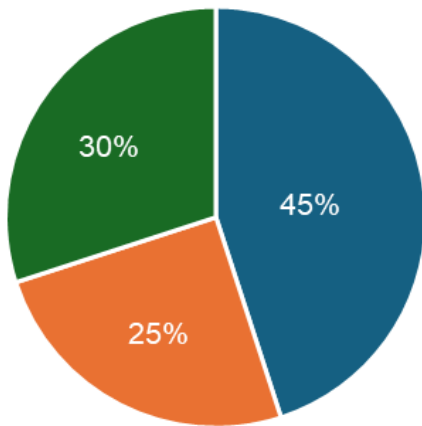
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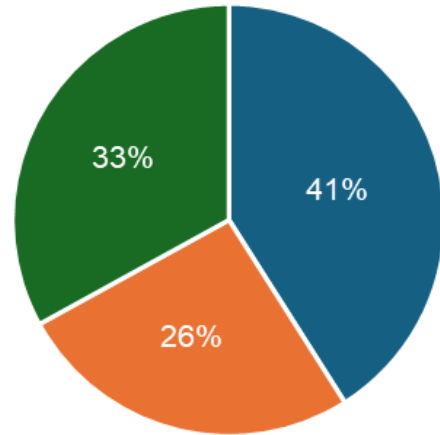
If these amenities become available would you visit the park more often?

Additional Educational Content



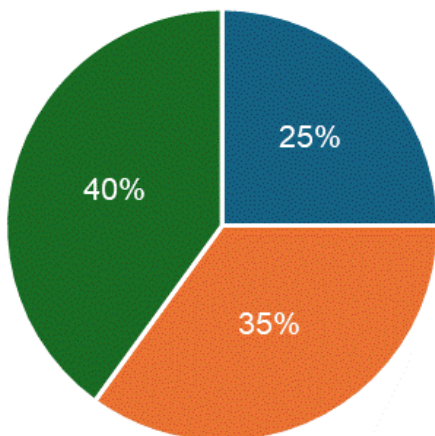
■ Yes ■ No ■ Don't Know

More Live Events/ Entertainment



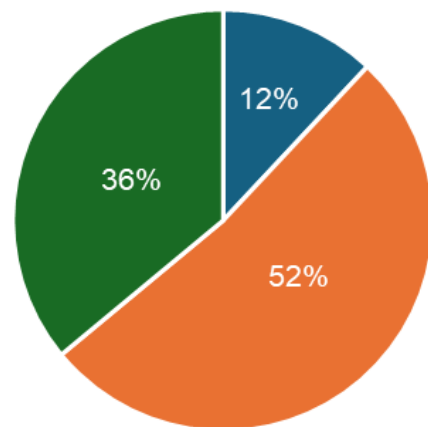
■ Yes ■ No ■ Don't Know

Indoor Theater with Educational Content



■ Yes ■ No ■ Don't Know

Water Fill Station



■ Yes ■ No ■ Don't Know

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