



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

# Spring Mountain Ranch State Park Visitor Demographics



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

Data Based Off n= 148 Completed Surveys

## Park Visitation

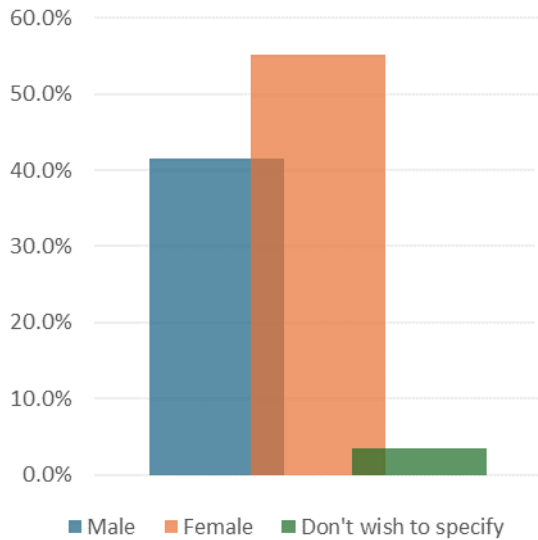
Year	2019	2020	2021	2022	2023
Visitors	323,749	212,770	314,811	323,628	538,281
Visitor-Days	305,024	200,464	296,603	304,910	507,148

Over 62% of single day visitors attended the park between two to three hours.

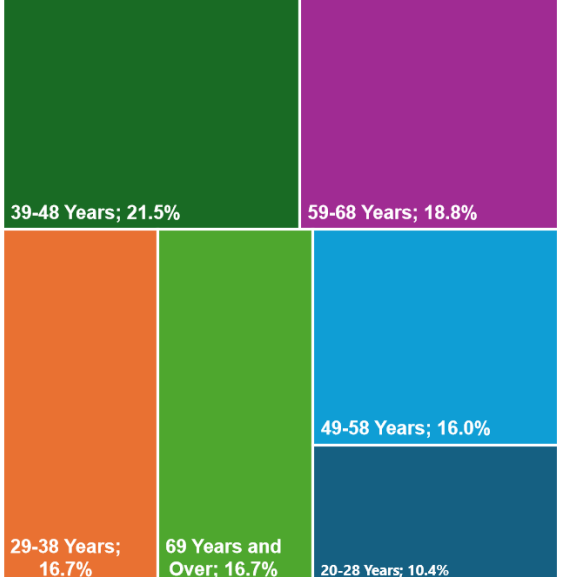
“Visitors” is defined as the total number of people who visited the park in a given year. This may include repeat visits throughout the year, but does not include multiple entries for a single park visit.

“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)



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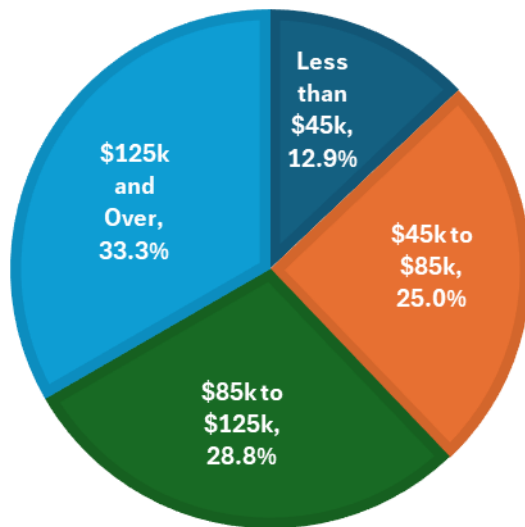
# Spring Mountain Ranch State Park

## Educational Attainment

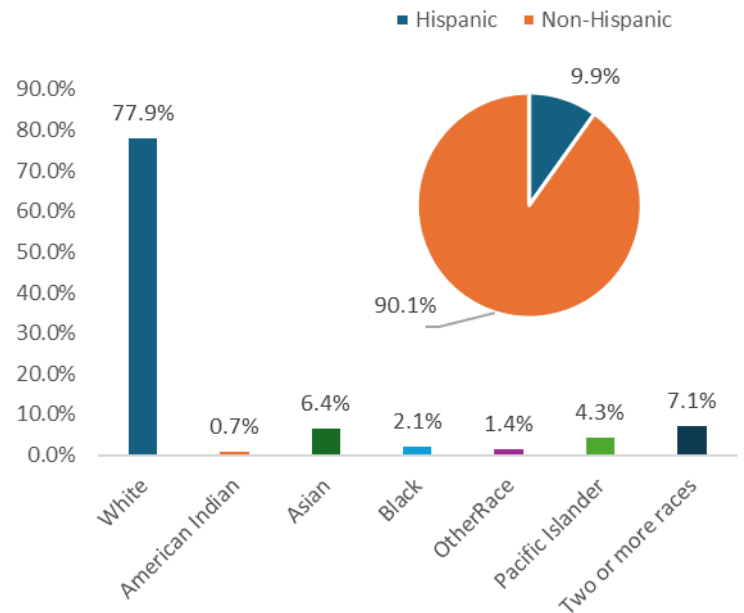
<u>Level of Education</u>	No High School Diploma	High School Diploma	Some College	Associate Degree	Bachelor's Degree	Graduate or Professional Degree
<u>% of Respondents</u>	0.0%	10.8%	18.7%	7.9%	30.9%	31.7%



## Household Income



## Race and Ethnicity



Hiking trails throughout the park, and some of the oldest standing buildings in Nevada, make day trips to the park a family favorite.

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# Spring Mountain Ranch State Park Trip and Visit Characteristics



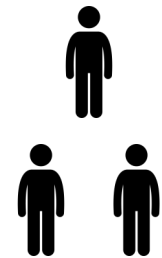
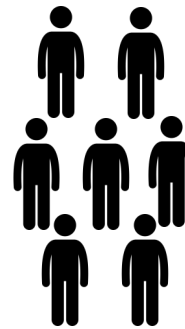
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## Nevada Residence

Are you a Nevada Resident?

**Yes**  
73.0%

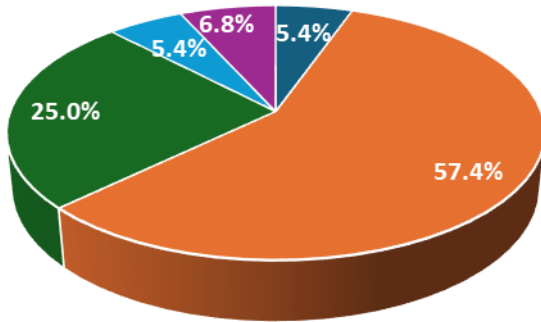
**No**  
27.0%



## Distance from Park

Do you live within 50 miles (approximately one hour) of the park?  
**Yes: 73.0%**  
**No: 27.0%**

## 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	13.6%
Family	72.1%
Friends & Family	11.4%
Other	2.9%

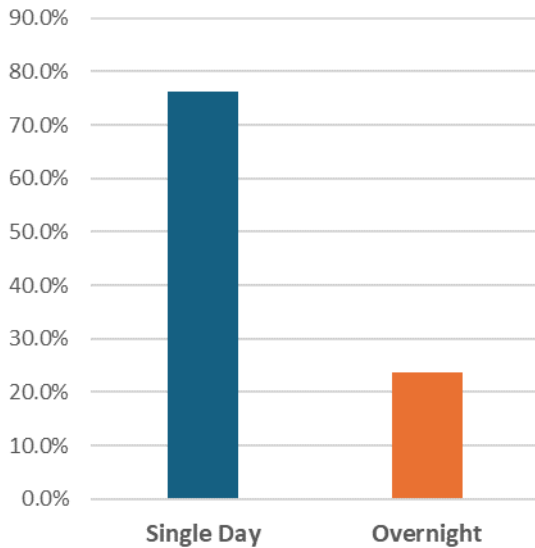
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# Spring Mountain Ranch State Park

## 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

### Primary Purpose

54.1%

### One of Several Planned Destinations

20.9%

### Spur of the Moment Visit

25.0%

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>	2.9%	20.0%	60.0%	14.3%	2.9%

Hiking trails throughout the park, and some of the oldest standing buildings in Nevada, make day trips to the park a family favorite.

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# Spring Mountain Ranch State Park Park Performance



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**Completed Surveys, n = 148**

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.	
<b>Agree or Strongly Agree</b>	<b>89.8%</b>
Disagree or Strongly Disagree	6.1%



Interactions with park staff were positive.	
<b>Agree or Strongly Agree</b>	<b>95.9%</b>
Disagree or Strongly Disagree	1.4%

## Interactions with Park Staff

How would you rate your experience at this park?	
<b>Good or Excellent</b>	<b>96.7%</b>
Terrible or Poor	2.7%



## Trip Experience



How likely are you to return to this park?	
<b>Somewhat or Extremely Likely</b>	<b>87.7%</b>
Somewhat or Extremely Unlikely	9.6%

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# Spring Mountain Ranch State Park

## Additional Visitor Experience Ratings on Amenities at the Park.

Historical and cultural features were well maintained and preserved.  
**Agree/Strongly Agree: 85.6%**



Did you use the picnic areas at the park?

**Yes: 51.4%**

**Picnic Areas**

Were the picnic areas clean?

**Agree/Strongly Agree: 95.9%**

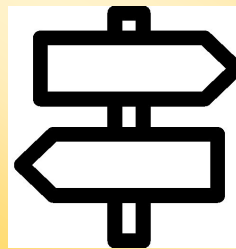
Did you use the walkways or trails at the park?

**Yes: 85.5%**

**Walkways / Trails**

Were the walkways and trails clean?

**Agree/Strongly Agree: 97.6%**



Signs and markers were clear and plentiful.  
**Agree/Strongly Agree: 84.3%**

Garbage and litter were not a problem.  
**Agree/Strongly Agree: 99.3%**



Did you use the educational content at the park?

**Yes: 80.6%**

**Educational Content**

Were the educational areas clean?

**Agree/Strongly Agree: 96.6%**

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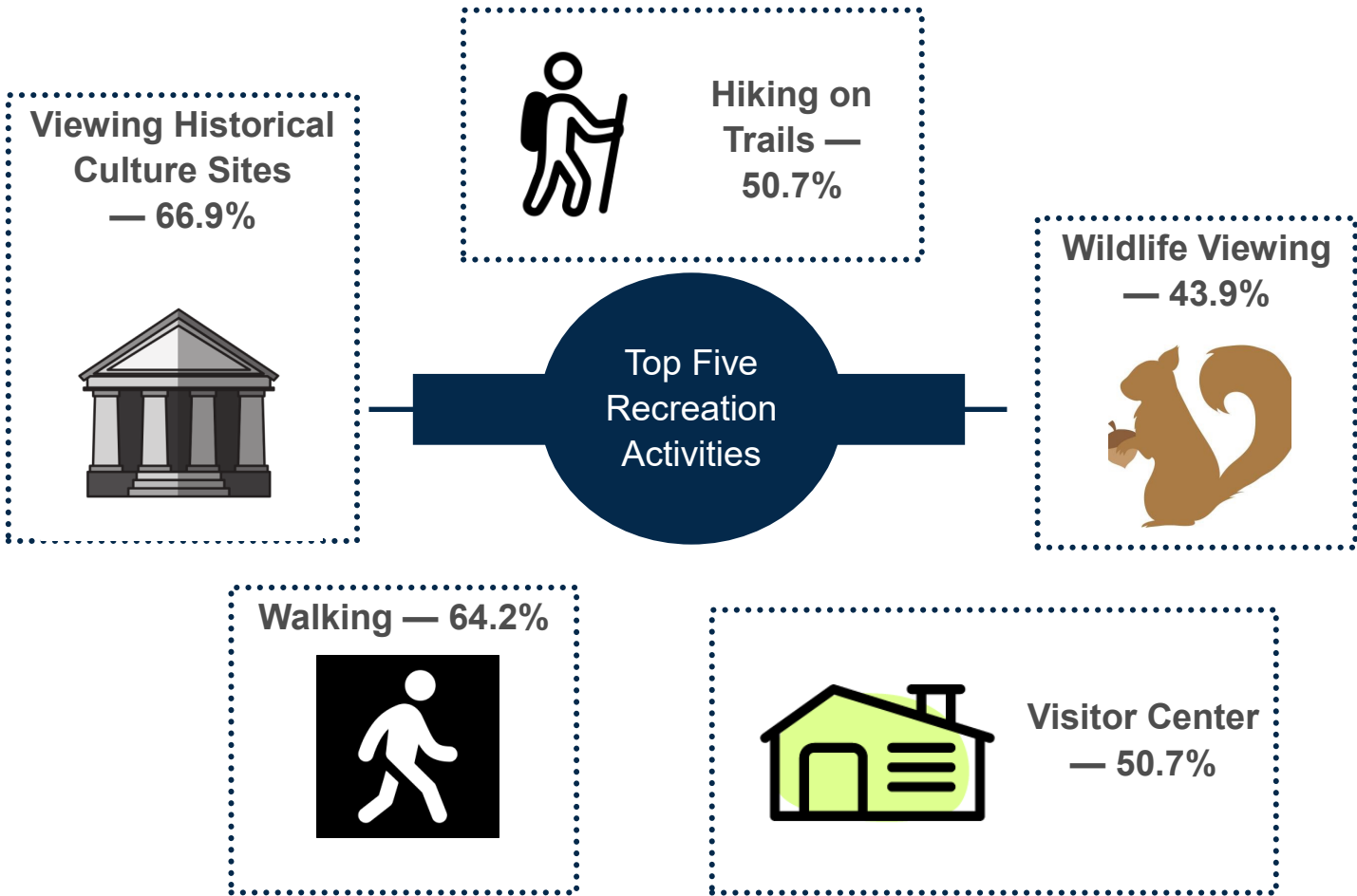
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# Spring Mountain Ranch State Park Recreation Activities



University of Nevada, Reno Extension  
Publication Date: May 2024  
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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	Hiking	Visitor Center	Wildlife Viewing
<u>Share of Respondents</u>	66.9%	64.2%	50.7%	50.7%	43.9%

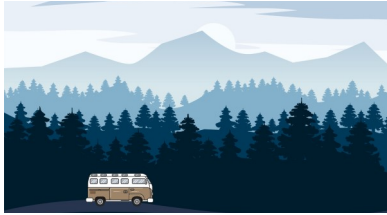
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# Spring Mountain Ranch State Park

Driving for Pleasure —  
16.2%



Birdwatching —  
16.2%

Guided Educational  
Content — 14.2%



Viewing  
Archeological  
and Paleo Sites  
— 10.1%

Recreation  
Activities —  
Additional  
Responses

Rest Stop Use —  
6.8%



Picnicking —  
32.4%

Using Self-  
Guided  
Educational  
Content —  
33.1%



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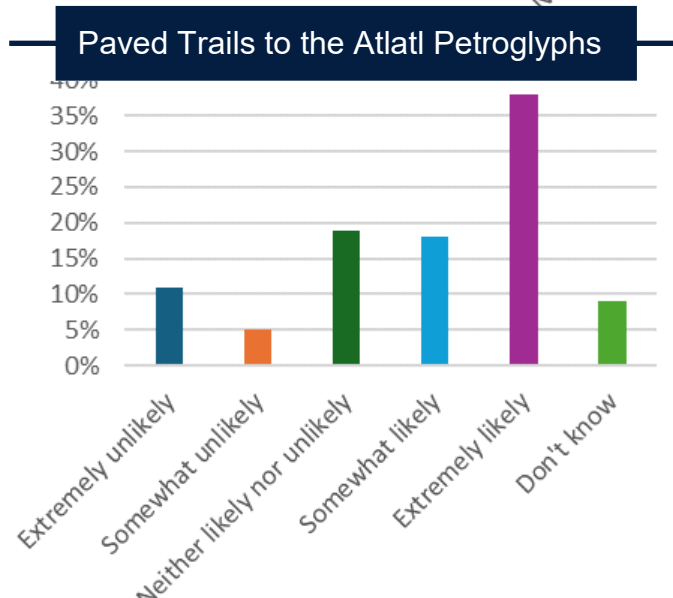
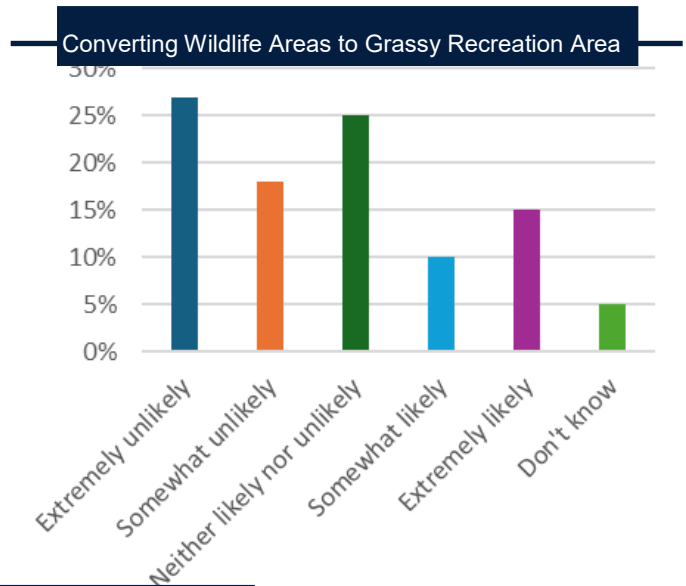
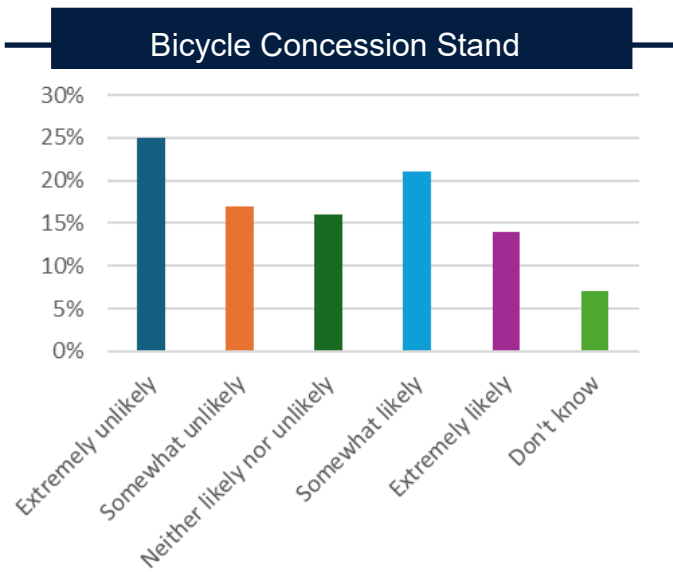
# Spring Mountain Ranch State Park Planning Priorities



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**Completed Surveys, n = 148**  
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?**



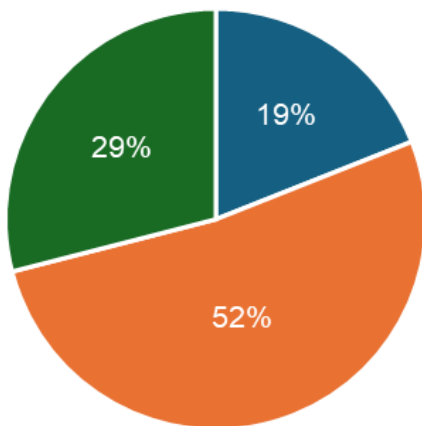
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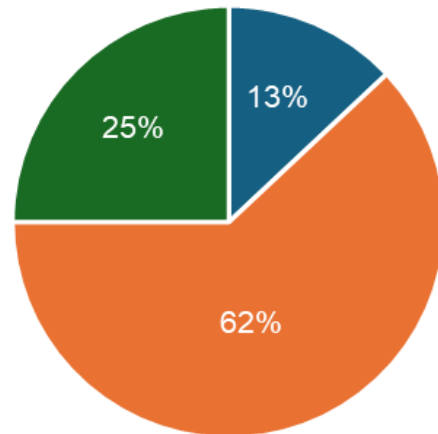
If these amenities become available would you visit the park more often?

Bicycle Concession Stand



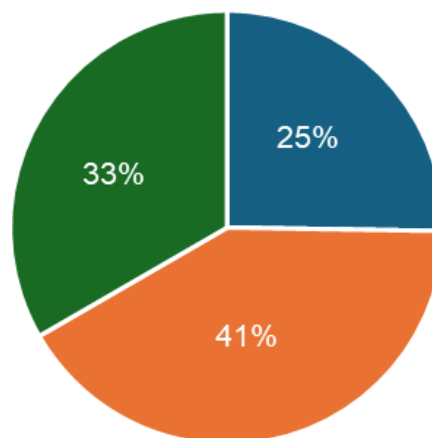
■ Yes ■ No ■ Don't Know

Converting Wildlife Areas to Grassy Recreation Area



■ Yes ■ No ■ Don't Know

Paved Trails to the Atlatl Petroglyphs



■ Yes ■ No ■ Don't Know

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