



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

# Wild Horse State Recreation Area Visitor Demographics



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

Data Based Off n= 101 Completed Surveys

## Park Visitation

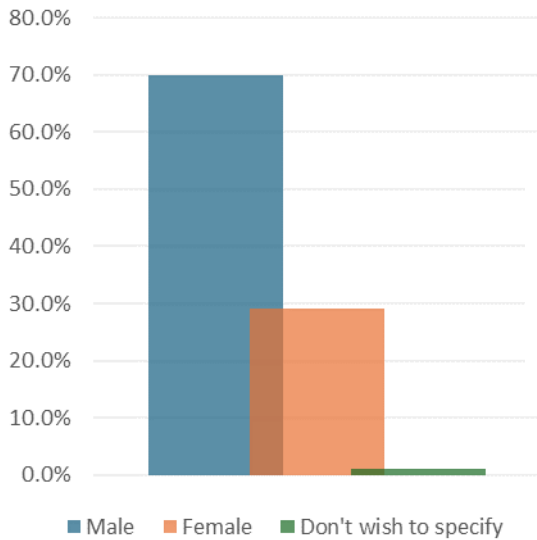
Year	2019	2020	2021	2022	2023
Visitors	24,892	34,714	33,364	27,623	24,856
Visitor-Days	22,973	32,037	30,791	25,493	22,939

Over 47% of single day visitors attended the park between five and seven hours.

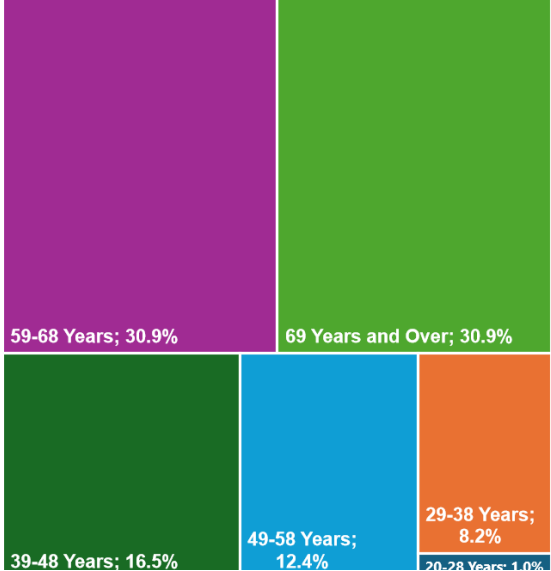
“Visitors” is defined as the total number of people who visited the park in a given year. This may include repeat visits throughout the year, but does not include multiple entries for a single park visit.

“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.  
For more information please contact the Nevada Economic Assessment Project at EconDev@unr.edu or visit our website at: [Extension.unr.edu/NEAP](http://Extension.unr.edu/NEAP)



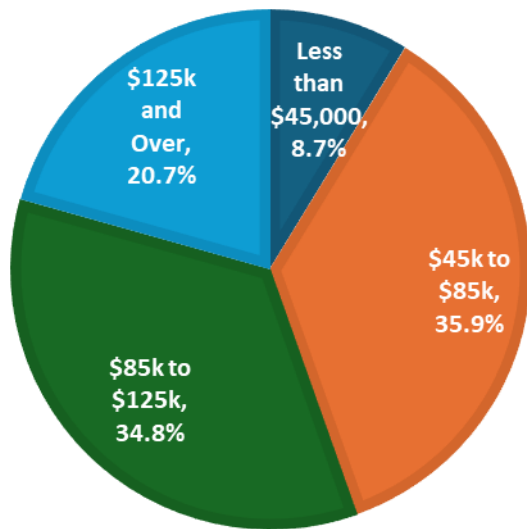
# Wild Horse State Recreation Area

## Educational Attainment

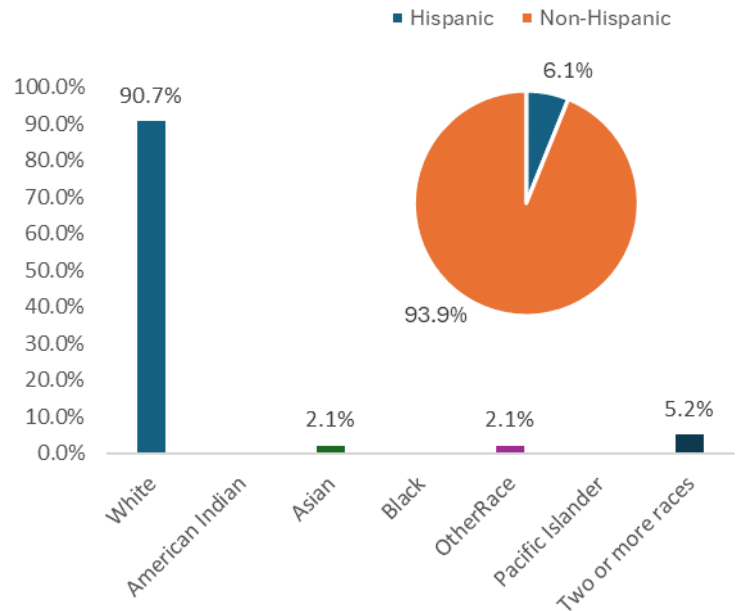
<u>Level of Education</u>	No High School Diploma	High School Diploma	Some College	Associate Degree	Bachelor's Degree	Graduate or Professional Degree
<u>% of Respondents</u>	1.1%	21.7%	23.9%	18.5%	19.6%	15.2%



## Household Income



## Race and Ethnicity



Remote and remarkable, Wild Horse State Recreation Area is open year round.

For more information on Wild Horse State Recreation Area:

[Parks.nv.gov/parks/wild-horse](https://parks.nv.gov/parks/wild-horse)

Email: [whsra@parks.nv.gov](mailto:whsra@parks.nv.gov)

Phone: 775-385-5939



A visitor use survey has been conducted at Nevada's State Parks through a partnership between Nevada Division of State Parks and University of Nevada, Reno Extension's Nevada Economic Assessment Project (NEAP). While many procedures have been put in place to reduce bias in surveying, any non-census approach may incur sample bias. Notably the survey was available in English and Spanish, but not in other languages, which may cause a lower survey participation for visitors from outside North America.



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

# Wild Horse State Recreation Area Trip and Visit Characteristics



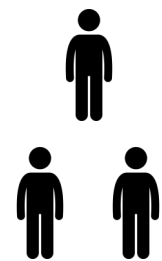
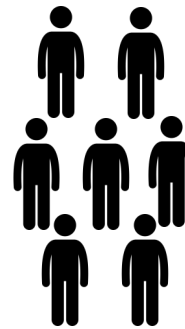
University of Nevada, Reno Extension  
Publication Date: May 2024  
For Informational Purposes

## Nevada Residence

Are you a Nevada Resident?

**Yes**  
67.3%

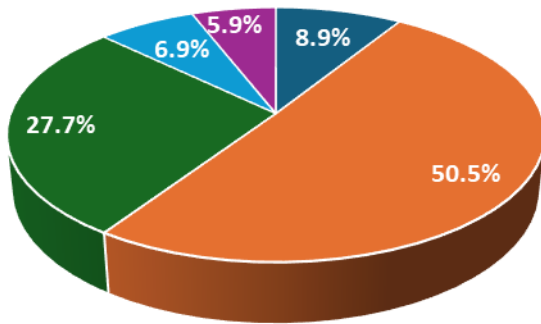
**No**  
32.7%



## Distance from Park

Do you live within 50 miles (approximately one hour) of the park?  
**Yes: 12.9%**  
**No: 87.1%**

## 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	18.5%
Family	63.0%
Friends & Family	17.4%
Other	1.1%

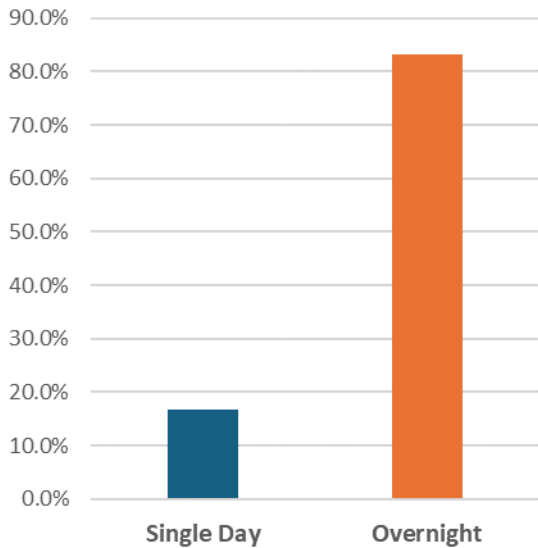
Additional infographics for this and other State Parks are available.  
For more information please contact the Nevada Economic Assessment Project at [EconDev@unr.edu](mailto:EconDev@unr.edu) or visit our website at: [Extension.unr.edu/NEAP](http://Extension.unr.edu/NEAP)



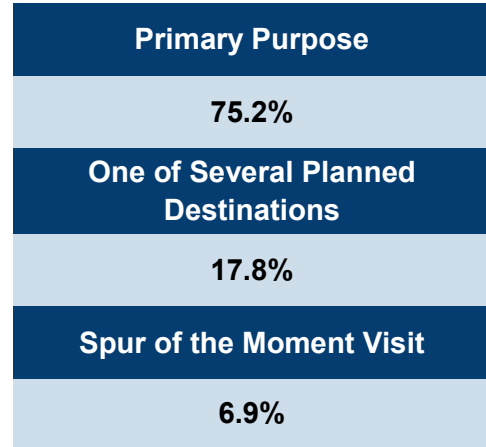
# Wild Horse State Recreation Area

## 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>	7.1%	16.7%	48.8%	14.3%	13.1%

Remote and remarkable, Wild Horse State Recreation Area is open year round.

For more information on Wild Horse State Recreation Area:

[Parks.nv.gov/parks/wild-horse](https://parks.nv.gov/parks/wild-horse)

Email: [whsra@parks.nv.gov](mailto:whsra@parks.nv.gov)

Phone: 775-385-5939



A visitor use survey has been conducted at Nevada's State Parks through a partnership between Nevada Division of State Parks and University of Nevada, Reno Extension's Nevada Economic Assessment Project (NEAP). While many procedures have been put in place to reduce bias in surveying, any non-census approach may incur sample bias. Notably the survey was available in English and Spanish, but not in other languages, which may cause a lower survey participation for visitors from outside North America.



EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

# Wild Horse State Recreation Area Park Performance



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

**Completed Surveys, n = 101**

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.

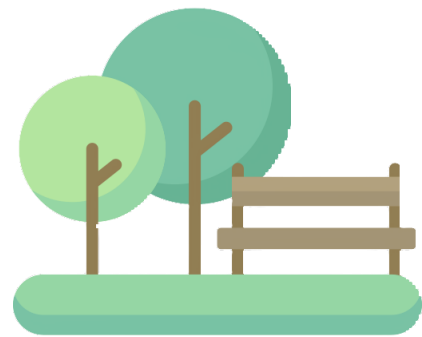
Park staff were available when needed or requested.	
<b>Agree or Strongly Agree</b>	<b>82.9%</b>
Disagree or Strongly Disagree	7.0%



Interactions with park staff were positive.	
<b>Agree or Strongly Agree</b>	<b>95.0%</b>
Disagree or Strongly Disagree	3.0%

## Interactions with Park Staff

How would you rate your experience at this park?	
<b>Good or Excellent</b>	<b>97.1%</b>
Terrible or Poor	0.0%



## Trip Experience



How likely are you to return to this park?	
<b>Somewhat or Extremely Likely</b>	<b>95.1%</b>
Somewhat or Extremely Unlikely	5.0%

Additional infographics for this and other State Parks are available.  
For more information please contact the Nevada Economic Assessment Project at EconDev@unr.edu or visit our website at: [Extension.unr.edu/NEAP](http://Extension.unr.edu/NEAP)



# Wild Horse State Recreation Area

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

Historical and cultural features were well maintained and preserved.  
**Agree/Strongly Agree: 54.1%**



Did you use the picnic areas at the park?

**Yes: 29.4%**

**Picnic Areas**

Were the picnic areas clean?

**Agree/Strongly Agree: 95.9%**

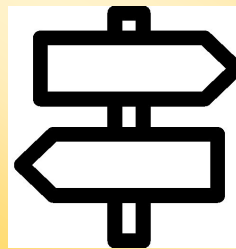
Did you use the walkways or trails at the park?

**Yes: 75.6%**

**Walkways / Trails**

Were the walkways and trails clean?

**Agree/Strongly Agree: 89.4%**



Signs and markers were clear and plentiful.  
**Agree/Strongly Agree: 86.9%**

Garbage and litter were not a problem.  
**Agree/Strongly Agree: 95.0%**



Did you use the educational content at the park?

**Yes: 27.7%**

**Educational Content**

Were the educational areas clean?

**Agree/Strongly Agree: 95.3%**

Remote and remarkable, Wild Horse State Recreation Area is open year round.

For more information on Wild Horse State Recreation Area:

[Parks.nv.gov/parks/wild-horse](https://parks.nv.gov/parks/wild-horse)

Email: [whsra@parks.nv.gov](mailto:whsra@parks.nv.gov)

Phone: 775-385-5939



A visitor use survey has been conducted at Nevada's State Parks through a partnership between Nevada Division of State Parks and University of Nevada, Reno Extension's Nevada Economic Assessment Project (NEAP). While many procedures have been put in place to reduce bias in surveying, any non-census approach may incur sample bias. Notably the survey was available in English and Spanish, but not in other languages, which may cause a lower survey participation for visitors from outside North America.



EXTENSION

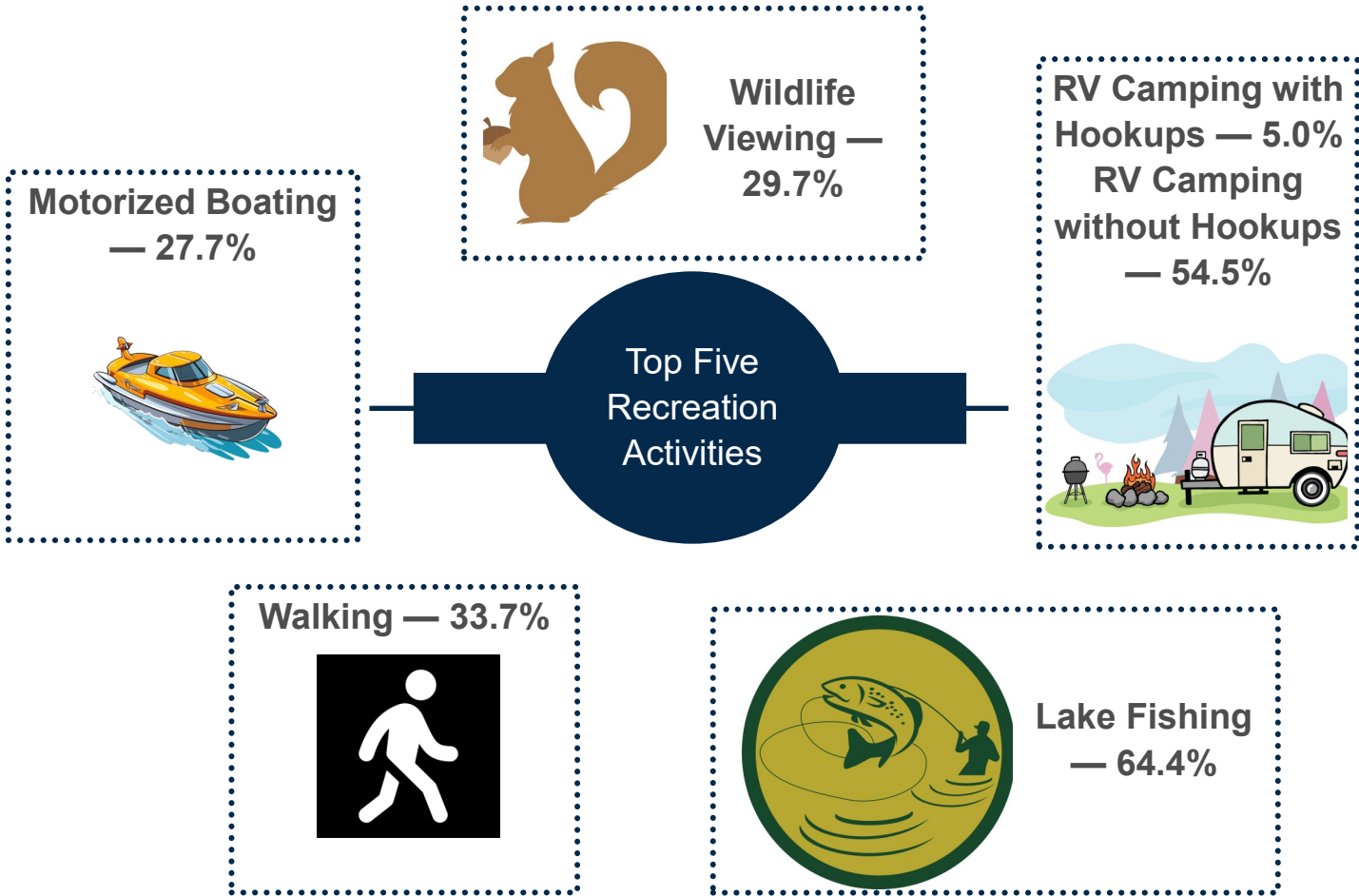
College of Agriculture,  
Biotechnology & Natural Resources

# Wild Horse State Recreation Area Trip and Visit Characteristics



University of Nevada, Reno Extension  
Publication Date: DATE 2024  
*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.



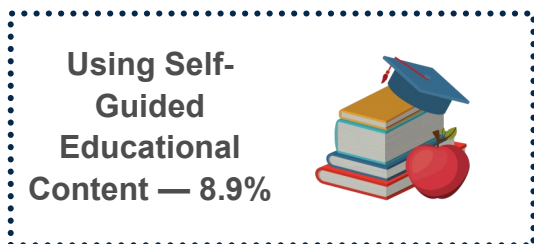
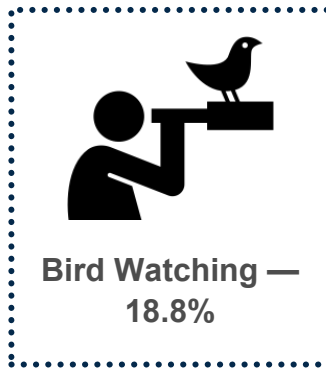
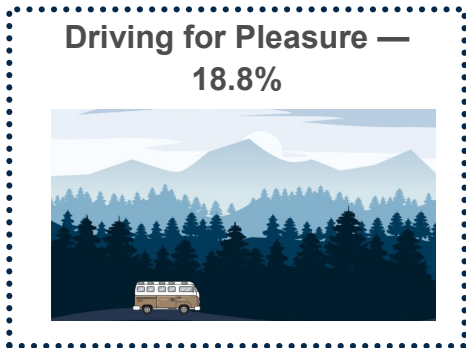
<u>Top 5 Recreation Activities</u>	Lake Fishing	RV Camping without Hookups	Walking	Wildlife Viewing	Motorized Boating
<u>Share of Respondents</u>	64.4%	54.5%	33.7%	29.7%	27.7%

Additional infographics for this and other State Parks are available.  
For more information please contact the Nevada Economic Assessment Project at EconDev@unr.edu or visit our website at: [Extension.unr.edu/NEAP](http://Extension.unr.edu/NEAP)





# Wild Horse State Recreation Area



Remote and remarkable, Wild Horse State Recreation Area is open year round.

For more information on Wild Horse State Recreation Area:

[Parks.nv.gov/parks/wild-horse](https://parks.nv.gov/parks/wild-horse)

Email: [whsra@parks.nv.gov](mailto:whsra@parks.nv.gov)

Phone: 775-385-5939



A visitor use survey has been conducted at Nevada's State Parks through a partnership between Nevada Division of State Parks and University of Nevada, Reno Extension's Nevada Economic Assessment Project (NEAP). While many procedures have been put in place to reduce bias in surveying, any non-census approach may incur sample bias. Notably the survey was available in English and Spanish, but not in other languages, which may cause a lower survey participation for visitors from outside North America.





EXTENSION

College of Agriculture,  
Biotechnology & Natural Resources

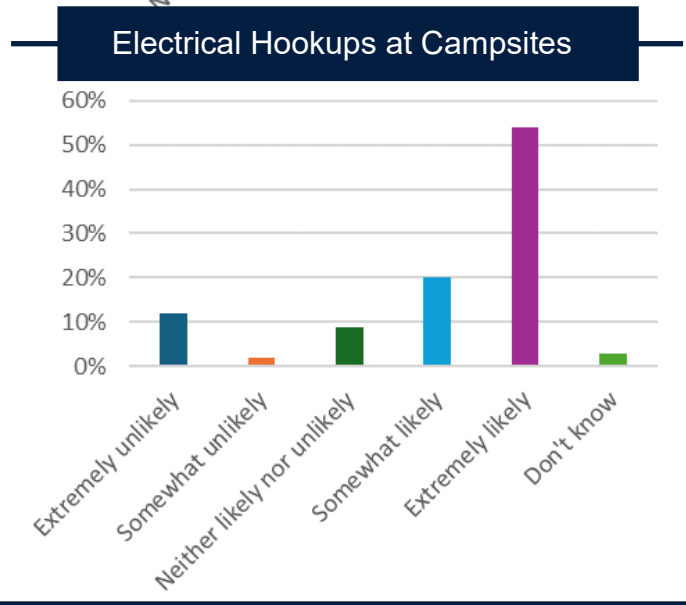
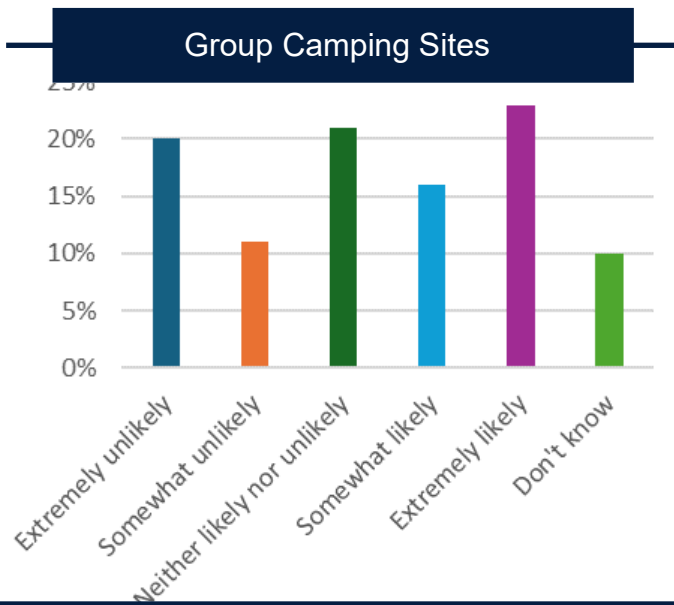
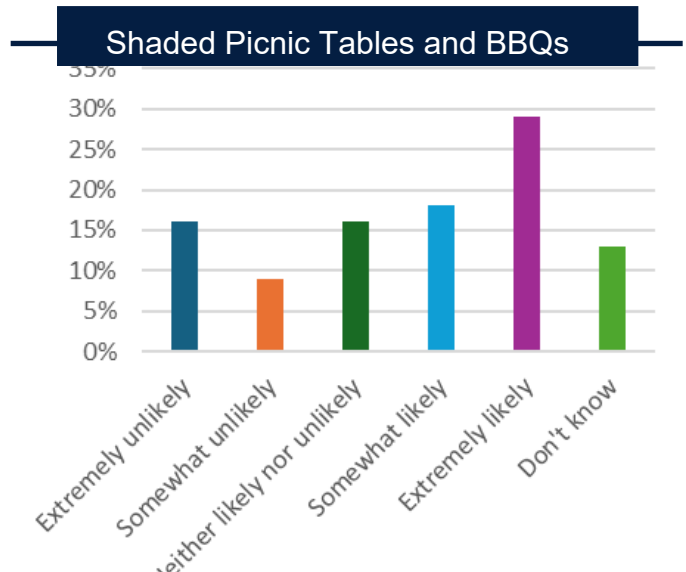
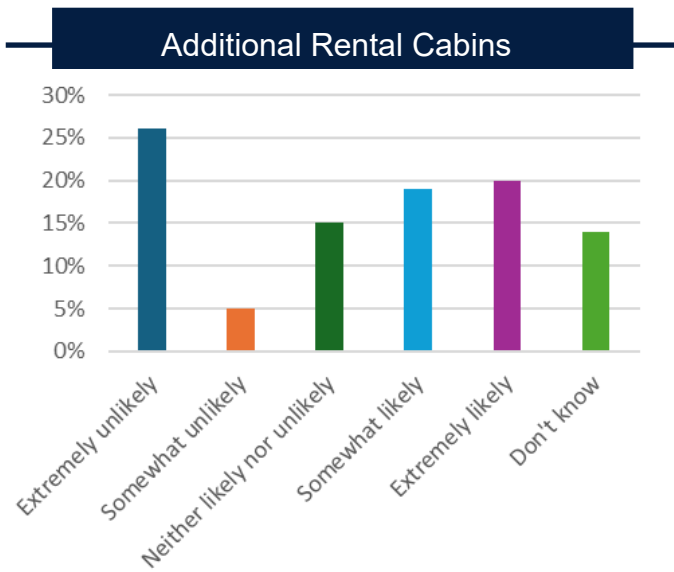
# Wild Horse State Recreation Area Planning Priorities



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

**Completed Surveys, n = 101**  
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?**



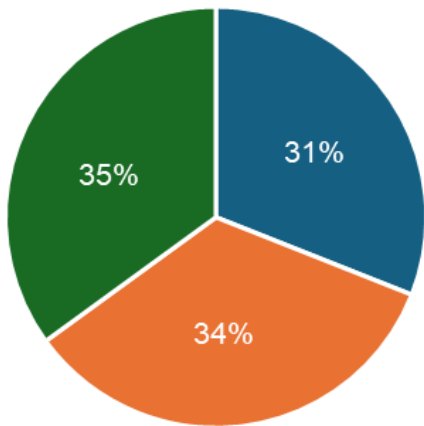
Additional infographics for this and other State Parks are available.  
For more information please contact the Nevada Economic Assessment Project at [EconDev@unr.edu](mailto:EconDev@unr.edu) or visit our website at: [Extension.unr.edu/NEAP](http://Extension.unr.edu/NEAP)



# Wild Horse State Recreation Area

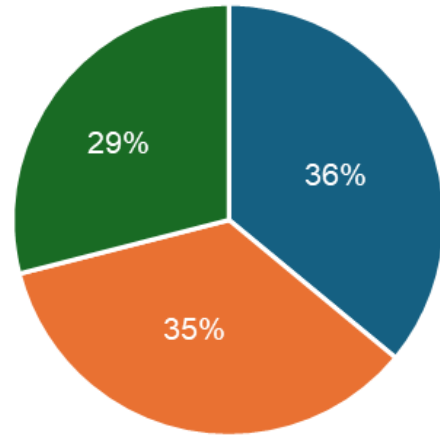
If these amenities become available would you visit the park more often?

### Additional Rental Cabins



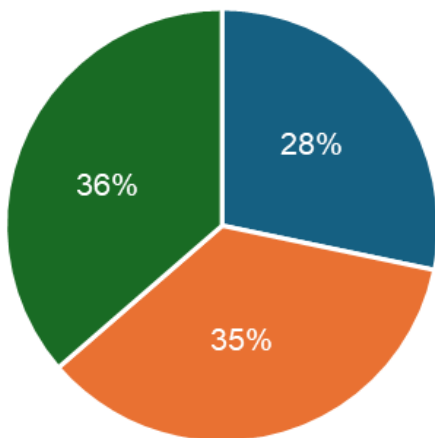
■ Yes ■ No ■ Don't Know

### Shaded Picnic Tables and BBQs



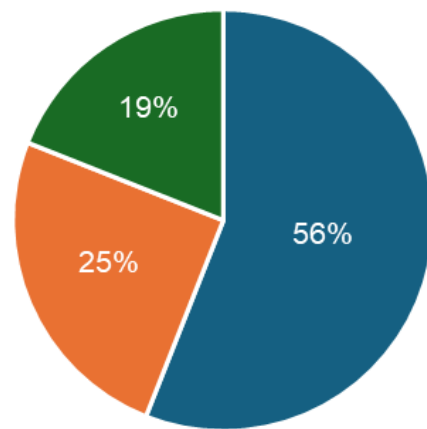
■ Yes ■ No ■ Don't Know

### Group Camping Sites



■ Yes ■ No ■ Don't Know

### Electrical Hookups at Campsites



■ Yes ■ No ■ Don't Know

Remote and remarkable, Wild Horse State Recreation Area is open year round.

For more information on Wild Horse State Recreation Area:

[Parks.nv.gov/parks/wild-horse](https://parks.nv.gov/parks/wild-horse)

Email: [whsra@parks.nv.gov](mailto:whsra@parks.nv.gov)

Phone: 775-385-5939



A visitor use survey has been conducted at Nevada's State Parks through a partnership between Nevada Division of State Parks and University of Nevada, Reno Extension's Nevada Economic Assessment Project (NEAP). While many procedures have been put in place to reduce bias in surveying, any non-census approach may incur sample bias. Notably the survey was available in English and Spanish, but not in other languages, which may cause a lower survey participation for visitors from outside North America.