



U.S. Department of the Interior
National Park Service

Washington State University
Social and Economic Sciences Research Center



Katmai National Park and Preserve Visitor Study



OMB Approval 1024-0224
Expiration date: 2014



United States Department of the Interior
NATIONAL PARK SERVICE



IN REPLY REFER TO:

Katmai National Park & Preserve
1000 Silver Street, Bldg 603 P.O. Box 7
King Salmon, AK 99613

Spring 2014

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Katmai National Park & Preserve. This information will assist us in our efforts to better manage this park and to serve you.

This questionnaire is only being given to a select number of visitors, so your participation is very important. It should only take about 20 minutes after your visit to complete.

When your visit is over, please complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. mailbox.

If you have any questions, please contact Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

We appreciate your help.





Sincerely,

Diane Chung
Superintendent
Katmai National Park and Preserve

DIRECTIONS

At the end of your visit:

1. Please have the selected individual (at least 16 years old) complete this questionnaire.
2. Answer the questions carefully since each question is different.
3. For questions that use circles (○), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this:    

4. Seal it in the postage-paid envelope provided.
5. Drop it in a U.S. mailbox.

Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate visitor services managed by Katmai National Park and Preserve. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Matt Strawn, Study Director, SESRC, Wilson-Short Hall #133, Washington State University, Pullman, WA 99164-4014, 509-335-2350 (phone), matthew.strawn@wsu.edu (email).

Your Visit To Katmai National Park and Preserve (NP&PRES)

NOTE: In this questionnaire, **your personal group**, sometimes referred to as “**your group**”, is defined as anyone with whom you are visiting the park, such as a spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as a school, church, scout troop, or tour group.

1. a) Prior to this visit, how did your group obtain information about Katmai NP&PRES? Please mark (●) **all that apply in column (a).**

Did not obtain information prior to visit → **Go to part (b) of this question**

- b) If you were to visit Katmai NP&PRES in the future, how would your group prefer to obtain information about the park? Please mark (●) **all that apply in column (b).**

a) This visit	b) Future visit	Source of information
<input type="radio"/>	<input type="radio"/>	Friends/relatives/word of mouth
<input type="radio"/>	<input type="radio"/>	Bear watching/fishing guide companies/outfitters
<input type="radio"/>	<input type="radio"/>	Charter flight
<input type="radio"/>	<input type="radio"/>	Inquiry to park via phone, mail, or email
<input type="radio"/>	<input type="radio"/>	Katmai NP&PRES website: www.nps.gov/katm
<input type="radio"/>	<input type="radio"/>	Explore.org, including the bear cam
<input type="radio"/>	<input type="radio"/>	Other websites — Which one(s)? _____
<input type="radio"/>	<input type="radio"/>	Maps/brochures
<input type="radio"/>	<input type="radio"/>	Newspaper/magazine articles
<input type="radio"/>	<input type="radio"/>	Package tour (cruise, airline, etc.)
<input type="radio"/>	<input type="radio"/>	Previous visits
<input type="radio"/>	<input type="radio"/>	Social media (Facebook, Twitter, etc.)
<input type="radio"/>	<input type="radio"/>	Television/radio programs/DVDs
<input type="radio"/>	<input type="radio"/>	Travel guides/tour books (AAA, Fodors, etc.)
<input type="radio"/>	n/a	Other, this visit (<i>Specify</i>) _____
n/a	<input type="radio"/>	Other, future visit (<i>Specify</i>) _____

- c) From the sources you used prior to this visit, did your group receive the type of information about the park that you needed?

No Yes → **Go to Question 2**

- d) **If NO**, what type of park information did your group need that was not available? *Please be specific.*
-
2. a) Prior to this visit, was your group aware that you would be visiting Katmai NP&PRES, an area managed by the National Park Service?
- Yes No
- b) Prior to this visit, was your group familiar with Katmai NP&PRES rules and regulations?
- Yes No
3. On this trip, what was the **primary** reason your group visited Katmai NP&PRES? *Please mark (●) only one.*
- Bear watching Fishing
- Other recreation (backpacking, hiking, etc.) Photography
- Study Alaska Native culture Visit a National Park Service site
- Other reason (*Please specify*) _____
4. a) For you only, how did you get to Alaska on this trip? *Please mark (●) only one.*
- Resident of Alaska Cruise ship
- Commercial flight (such as Alaska Airlines, Delta, etc.) Charter flight
- Other method (*Please specify*) _____
- b) On this trip, what forms of transportation did your group use to arrive at Katmai NP&PRES? *Please mark (●) all that apply.*
- Commercial airplane Personal airplane
- Commercial charter boat/cruise ship Personal boat
- Part of a package tour Lodge flyout
- Other (*Please specify*) _____
5. For you only, what is the highest level of education you have completed? *Please mark (●) only one.*
- Some high school Bachelor's degree
- High school diploma/GED Graduate degree
- Some college

6. a) On this trip, did your group stay overnight, **away from your home**, in Katmai NP&PRES or in the surrounding area, or in Alaska outside the area shown on the map on page 7?

Yes No → **Go to Question 7**

b, c, & d) **If YES**, please list the number of nights your group stayed at each type of accommodation either inside or outside Katmai NP&PRES. *If you did not use a type of accommodation, please leave that line blank.*

<u>Accommodation</u>	b) Inside park	c) Outside park (area on map)	d) In Alaska (outside map area)
Lodge, motel, cabin, rented condo/home, B&B	_____	_____	_____
Camping in a developed campground	_____	_____	_____
Camping in the backcountry	_____	_____	_____
On a boat	_____	_____	_____
Residence of friends or relatives	_____	_____	_____
Other type of accommodation inside park	_____	_____	_____
Other type of accommodation outside park	_____	_____	_____

(Please specify) _____

7. On this trip, what was the primary reason that your group visited the area shown on the map on page 7? *Please mark (●) only one.*

- Resident of the area Visit Katmai NP&PRES
- Visit friends/relatives in the area Visit other attractions in the area
- Other reason *(Please specify)* _____

8. On this trip, where did your group stay on the **night before** and the **night after** visiting Katmai NP&PRES? *If you stayed at home, please write your home town/state*

a) BEFORE visit: Town/city _____ State _____

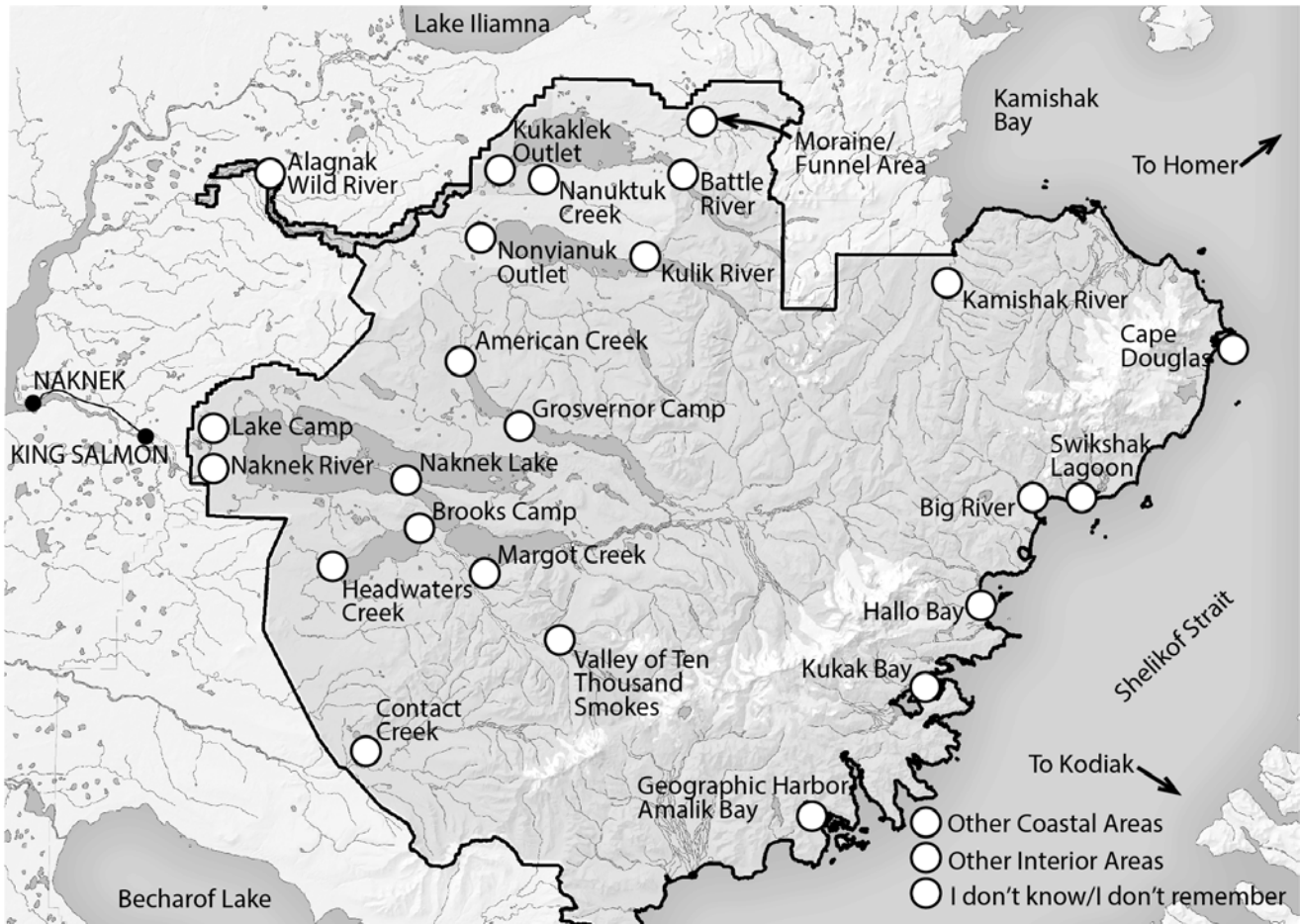
b) AFTER visit: Town/city _____ State _____

9. On this visit, how much **time in total** did your group spend at Katmai NP&PRES? *Please list partial hours/days.*

_____ Number of hours ***If less than 24 hours***

_____ Number of days ***If 24 hours or more***

10. On the map below, please mark (●) **all** the sites that your group visited on this visit to Katmai NP&PRES.



11. a) Katmai NP&PRES offers many recreational opportunities and visitor experiences which has the potential for conflicts between visitors engaged in different activities (e.g. fishing vs. boating, bear viewing vs. fishing, etc.). On this visit, did your group experience any conflicts with other visitors engaged in different or the same activity?

- Yes No → **Go to Question 12**

b) **If YES**, what was the conflict between your group and another group?

12. a) On this visit to Katmai NP&PRES, in which activities did your group participate within the park (excluding Brooks Camp)? *Please mark (●) all that apply in column (a).*
- b) In column (b), please mark (●) **all** the activities your group participated in at Brooks Camp only.

Did not visit Brooks Camp → **Go to Question 13**

Activity	a) In the park	b) At Brooks Camp
Attending bear orientation and safety talk	<input type="radio"/>	<input type="radio"/>
Attending other ranger-led talks or walks	<input type="radio"/>	<input type="radio"/>
Backpacking	<input type="radio"/>	<input type="radio"/>
Bear watching	<input type="radio"/>	<input type="radio"/>
Boating (motorized)	<input type="radio"/>	<input type="radio"/>
Boating (non-motorized)	<input type="radio"/>	<input type="radio"/>
Camping	<input type="radio"/>	<input type="radio"/>
Day hiking	<input type="radio"/>	<input type="radio"/>
Dining	<input type="radio"/>	<input type="radio"/>
Fishing—catch and keep	<input type="radio"/>	<input type="radio"/>
Fishing—catch and release	<input type="radio"/>	<input type="radio"/>
Flight seeing	<input type="radio"/>	<input type="radio"/>
Photography	<input type="radio"/>	<input type="radio"/>
Buying items in the visitor center bookstore	n/a	<input type="radio"/>
Staying in a lodge	<input type="radio"/>	<input type="radio"/>
Taking a guided tour in park (with guide other than park ranger)	<input type="radio"/>	<input type="radio"/>
Viewing wildlife (other than bears)	<input type="radio"/>	<input type="radio"/>
Visiting the visitor center	n/a	<input type="radio"/>
Other activities (<i>Please specify below</i>)	<input type="radio"/>	<input type="radio"/>

a) In the park

b) At Brooks Camp

This section contains questions about Brooks Camp. If you did not visit Brooks Camp on this visit please go to Question 18

13. a) Did anyone in your group attend any informational/interpretive programs that are offered daily at Brooks Camp?

- No Yes → **Go to Question 14**

b) **If NO**, please mark (●) **all** the reasons for not attending the interpretive programs.

- Not interested in interpretive programs
 Location not convenient Timing not convenient
 Subject not interesting Other (*Specify*) _____

14. a) How long did you have to wait for your turn on the Falls Bear Viewing Platform?

Length of wait _____ *minutes*

OR Did not use the Falls Platform → **Go to Question 15**

c) Compared to what you expected how was the length of wait time? *Please mark (●) only one.*

- Longer than expected About as expected Shorter than expected

15. a) In order to reduce the wait time at the Falls Platform, a few options are being considered. Which of the following options would you prefer? *Please mark (●) only one.*

- I would rather spend less time on the platform, if it helps to reduce the wait time.
 I would rather spend the full hour on the platform even if it means a longer wait.

b) An advanced reservation system is being considered to help reduce the wait time at the Falls Platform. Would you be interested in using the reservation system?

- Yes No

c) Would you be willing to pay \$8 per person to reserve a specific time to view bears at the falls?

- Yes No Not sure

16. How did the following elements affect your visit to Brooks Camp. *Please mark (●) one for each element.*

	Enhanced my experience	No effect	Detracted from my enjoyment	Did not experience
One mile walk to Falls Platform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bear related delays while moving around Brooks Camp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. On this visit, did your experience at Brooks Camp meet your group's expectations?

- Yes No

This section contains questions about the backcountry of Katmai NP&PRES which includes all areas other than Brooks Camp developed area and Lake Camp area

18. a) On this visit, did your group visit the **backcountry** of Katmai NP&PRES?

Yes No → **Go to Question 21**

b) How long did your group stay in the backcountry?

_____ Number of hours ***If less than 24 hours***

_____ Number of days ***If 24 hours or more***

c) For **you only**, including this visit, how many times have you gone into Katmai NP&PRES's backcountry?

Once 2-4 times 5 times or more

19. a) While in the backcountry, did you observe human waste or trash?

Yes No

b) If your group were to visit the backcountry in the future, would you be willing to pack out your human waste?

Yes No

c) If your group were to visit the backcountry in the future, would you be willing to obtain a backcountry permit (online, by phone, or in person)?

Yes No

d) **If YES**, would your group be willing to pay \$8 per permit?

Yes No

20. How would your group rate your backcountry experience on this visit? *Please mark (●) only one.*

Very poor Poor Average Good Very good

End of backcountry section

21. a) During this visit to Katmai NP&PRES, did you observe the presence of park rangers in park locations other than the visitor center, ranger-led tours, or bear safety briefing?

Yes No

b) How would you rate the availability of park rangers during your visit? *Please mark (●) only one.*

Not enough rangers About the right amount Too many

22. a) What did your group **like most** about your visit to Katmai NP&PRES?

b) What did your group **like least** about your visit to Katmai NP&PRES?

23. a) Please mark (●) **all** the visitor services and facilities that your group **used** at Katmai NP&PRES during this visit.
 b) Please rate the importance of the services and facilities used during your visit from 1-5.
 c) Please rate the quality of the services and facilities used from 1-5.

a) Visitor services/facilities used <i>Mark (●)</i>	b) If used, how important? 1=Not at all important 2=Slightly important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
---	--	---

- | | | |
|---|-------|-------|
| <input type="radio"/> Access for disabled persons | _____ | _____ |
| <input type="radio"/> Assistance from National Park Service staff | _____ | _____ |
| <input type="radio"/> Assistance from concession or guide staff | _____ | _____ |
| <input type="radio"/> Bulletin boards | _____ | _____ |
| <input type="radio"/> Park brochure/map | _____ | _____ |
| <input type="radio"/> Other park brochures/publications | _____ | _____ |
| <input type="radio"/> Park website: www.nps.gov/katm
used before or during visit | _____ | _____ |
| <input type="radio"/> Orientation video program (at visitor center) | _____ | _____ |
| <input type="radio"/> Ranger-led programs (walks, talks, etc.) | _____ | _____ |
| <input type="radio"/> Restrooms | _____ | _____ |
| <input type="radio"/> Trailside interpretive signs | _____ | _____ |
| <input type="radio"/> Visitor center bookstore (selection, price, etc.) | _____ | _____ |
| <input type="radio"/> Visitor center (overall) | _____ | _____ |

24. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your group at Katmai NP&PRES during this visit?
 Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. a) For this trip, please list the number of people you saw during your **first or only** visit to each of the following locations. *If you did not visit a location please mark "Did not visit".*

b) For the places that your group visited, how crowded did you feel? *Please mark (●) one answer for each location.*

Location	a) # of people seen	Did not visit	b) How crowded?				
			Over crowded	Crowded	Neither crowded nor uncrowded	Somewhat uncrowded	Not at all
Brooks Falls Platform	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brooks Riffles Platform	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brooks Camp area	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brooks Lower River Platform	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alagnak Wild River	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American Creek	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moraine/Funnel Area	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Naknek River	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geographic/Amalik	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hallo Bay	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kulik River	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Valley of 10,000 Smokes	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (<i>Specify below</i>)	_____	n/a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. On this visit, was your group part of the following types of **organized groups**?

a) Commercial guided tour group Yes No

(Only include tour groups led by private tour/guide/outfitter companies, DO NOT include ranger-led programs)

b) School/educational group Yes No

c) Other (scouts, work, church, etc.) Yes No

d) If you were with an **organized group**, how many people, including yourself, were in this group?

_____ *Number of people in organized group*

27. a) On this visit, which type of personal group (not guided tour/school/other organized group) were you with? *Please mark (●) only one.*

- Alone Family Friends
 Family and friends Other (*Please specify*) _____

b) On this visit, how many people were in your **personal group**, including yourself?

_____ *Number of people in personal group*

28. For your **personal group**, please provide the following. *If you do not know the answer, please leave it blank.*

	a) Gender		c) U.S. ZIP code or name of country <i>if other than U.S.</i>	d) & e) Number of visits to Katmai <i>(including this visit)</i>	
	M=male F=female	b) Current age		Past 12 months	Lifetime
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

29. a) Please mark (●) **all** the topics your group learned about during this visit to Katmai NP&PRES

b) Please mark (●) **all** the topics your group is interested in learning or learning more about during a future visit.

Not interested in learning on a future visit → **Go to Question 30**

Topic	a) Learned on this visit?	b) Interested in learning on a future visit?
Brown bears	<input type="radio"/>	<input type="radio"/>
Volcanism/geology	<input type="radio"/>	<input type="radio"/>
Salmon or other fish	<input type="radio"/>	<input type="radio"/>
Other natural history (other than bears or fish)	<input type="radio"/>	<input type="radio"/>
Alaska Native cultural history	<input type="radio"/>	<input type="radio"/>
Early park exploration	<input type="radio"/>	<input type="radio"/>
Other (<i>Please specify below</i>)	<input type="radio"/>	<input type="radio"/>

30. For your group, please list all expenditures for the items listed below for this visit to Katmai NP&PRES (see map on page 7) and in Alaska, other than Katmai. **Please write "0" if no money was spent in a particular category.**

a) Please list your group's total expenditures inside Katmai NP&PRES, including Brooks Camp and backcountry lodges, as shown on page 7 map.

b & c) Please list your group's total expenditures in the outside area on the map and in Alaska.

NOTE: Surrounding area residents should only include expenditures that were **directly related** to this visit to Katmai NP&PRES.

EXPENDITURES

	a) in Katmai NP&PRES	b) area outside (on the map)	c) in Alaska (outside the map)
Package tour (cruise, airline, etc.)	\$ _____	\$ _____	\$ _____
<u>Please list expenditures NOT included in the package tour below:</u>			
Lodge/hotel/motel/cabins, B&B, etc.	\$ _____	\$ _____	\$ _____
Camping fees and charges	\$ _____	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____	\$ _____	\$ _____
Airfare	\$ _____	\$ _____	\$ _____
Other transportation NOT including airfare	\$ _____	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____	\$ _____
All other purchases (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$ _____	\$ _____	\$ _____

c) How many people do the above expenses cover? *Please write "0" if no children were covered.*

_____ Adults (18 years or over) _____ Children (under 18 years)

31. If you were a manager planning for the future of Katmai NP&PRES, what would you propose?

32. Is there anything else your group would like to tell us about your visit to Katmai NP&PRES?

33. a) In your opinion, how important is it to protect the following resources/attributes at Katmai NP&PRES? *Please rate the level of importance from 1-5 as indicated in column (a).*

b) During this visit to Katmai NP&PRES, compared to your expectations, please rate the quality of your experience with each resource/attribute in column (b). *If you did not use/experience a resource/attribute on this visit, please mark "Did not use/experience."*

Resource/attribute	a) How important?		b) What quality?	
	1=Not at all important	2=Slightly important	1=Worse than expected	2>About the same as expected
	3=Moderately important	4=Very important	3=Better than expected	Did not use/experience
	5=Extremely important			
Archeological and historic sites	_____	_____	_____	<input type="radio"/>
Bear watching	_____	_____	_____	<input type="radio"/>
Clean water	_____	_____	_____	<input type="radio"/>
Fishing	_____	_____	_____	<input type="radio"/>
Hunting	_____	_____	_____	<input type="radio"/>
Native plants	_____	_____	_____	<input type="radio"/>
Natural quiet/sounds of nature	_____	_____	_____	<input type="radio"/>
Native wildlife	_____	_____	_____	<input type="radio"/>
Bird watching	_____	_____	_____	<input type="radio"/>
Recreational opportunities	_____	_____	_____	<input type="radio"/>
Scenic views	_____	_____	_____	<input type="radio"/>
Solitude	_____	_____	_____	<input type="radio"/>
Wilderness	_____	_____	_____	<input type="radio"/>

34. a) Which category best represents your combined **annual household income**? *Please mark (●) only one.*

- | | | |
|--|---|---|
| <input type="radio"/> Less than \$24,999 | <input type="radio"/> \$50,000-\$74,999 | <input type="radio"/> \$150,000-\$199,999 |
| <input type="radio"/> \$25,000-\$34,999 | <input type="radio"/> \$75,000-\$99,999 | <input type="radio"/> \$200,000 or more |
| <input type="radio"/> \$35,000-\$49,999 | <input type="radio"/> \$100,000-\$149,999 | <input type="radio"/> Do not wish to answer |

b) How many people are in **your household**? _____ *Number of people*

Thank you for your help! *Please seal the questionnaire in the postage-paid envelope provided and drop it in any U.S. mail box.*

