



**Social Science Program
National Park Service
U.S. Department of the Interior**

Visitor Services Project

Mount Rainier National Park Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Mount Rainier National Park
55210 238th Avenue East
Ashford, WA 98304



IN REPLY REFER TO:

Summer 2012

Dear Visitor:

Thank you for participating in this study. Our goal is to learn about the expectations, opinions, and interests of visitors to Mount Rainier National Park. 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 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 Lena Le, Visitor Services Project Assistant Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-2585, email: lenale@uidaho.edu.

We appreciate your help.





Sincerely,

Randy King
Superintendent

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 cooperatively managed by Mount Rainier National Park. 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: Lena Le, Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: lenale@uidaho.edu

Your Visit To Mount Rainier National Park

NOTE: In this questionnaire, your **personal group** is defined as you and 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, or tour group.

1. a) Prior to your visit, how did your personal group obtain information about Mount Rainier National Park (NP)? Please mark (●) **all** that apply in column (a).
- b) For the sources of information that your personal group used to plan your visit to Mount Rainier NP, please rate their importance in planning for your visit in column (b).

b) If used, how important?

1=Not at all important

2=Slightly important

3=Moderately important

4=Very important

5=Extremely important

a) Source of information

- | | |
|--|-------|
| <input type="radio"/> Did not obtain information prior to visit → Go to question 2 | |
| <input type="radio"/> Chamber of commerce/visitors bureau/state welcome center | _____ |
| <input type="radio"/> Friends/relatives/word of mouth | _____ |
| <input type="radio"/> Inquiry to park via phone, mail, or email | _____ |
| <input type="radio"/> Mount Rainier NP website: www.nps.gov/mora | _____ |
| <input type="radio"/> Other websites — Which one(s)? _____ | _____ |
| <input type="radio"/> Local businesses (hotels/motels, restaurants, etc.) | _____ |
| <input type="radio"/> Maps/brochures | _____ |
| <input type="radio"/> Newspaper/magazine articles | _____ |
| <input type="radio"/> Outdoor Recreation Information Center at the Seattle REI Store | _____ |
| <input type="radio"/> Previous visits | _____ |
| <input type="radio"/> School class/program | _____ |
| <input type="radio"/> Social media (Facebook, Twitter, etc.) | _____ |
| <input type="radio"/> Television/radio programs/DVDs | _____ |
| <input type="radio"/> Travel guides/tour books (AAA, etc.) | _____ |
| <input type="radio"/> Other (Please specify) _____ | _____ |

b) If YES, how many nights were spent inside Mount Rainier NP and in the area within 30 miles of the park?

_____ Number of nights inside Mount Rainier NP

_____ Number of nights in the **area** outside Mount Rainier NP (within 30 miles of the park)

c & d) In which types of lodging did your personal group spend the night(s) in Mount Rainier NP and in the area within 30 miles of the park? Please mark (●) **all** that apply.

- | c) Inside Mount Rainier NP | d) Outside Mount Rainier NP
(within 30 miles of the park) |
|---|---|
| <input type="radio"/> Lodge, hotel, motel, vacation rental, B&B, etc. | <input type="radio"/> |
| <input type="radio"/> Residence of friends or relatives | <input type="radio"/> |
| <input type="radio"/> RV/trailer camping | <input type="radio"/> |
| <input type="radio"/> Seasonal residence | <input type="radio"/> |
| <input type="radio"/> Tent camping in developed campground | <input type="radio"/> |
| <input type="radio"/> Wilderness campsite or cross country zone | <input type="radio"/> |
| <input type="radio"/> Other (Please specify) | <input type="radio"/> |

Other inside _____ Other outside _____

6. Due to possible health concerns associated with campfire smoke, would your personal group support limiting the number of campfires permitted within park campgrounds?

- Yes No Not sure

7. a) On this visit to Mount Rainier NP, did your personal group go hiking?

- Yes No → **Go to Question 8**

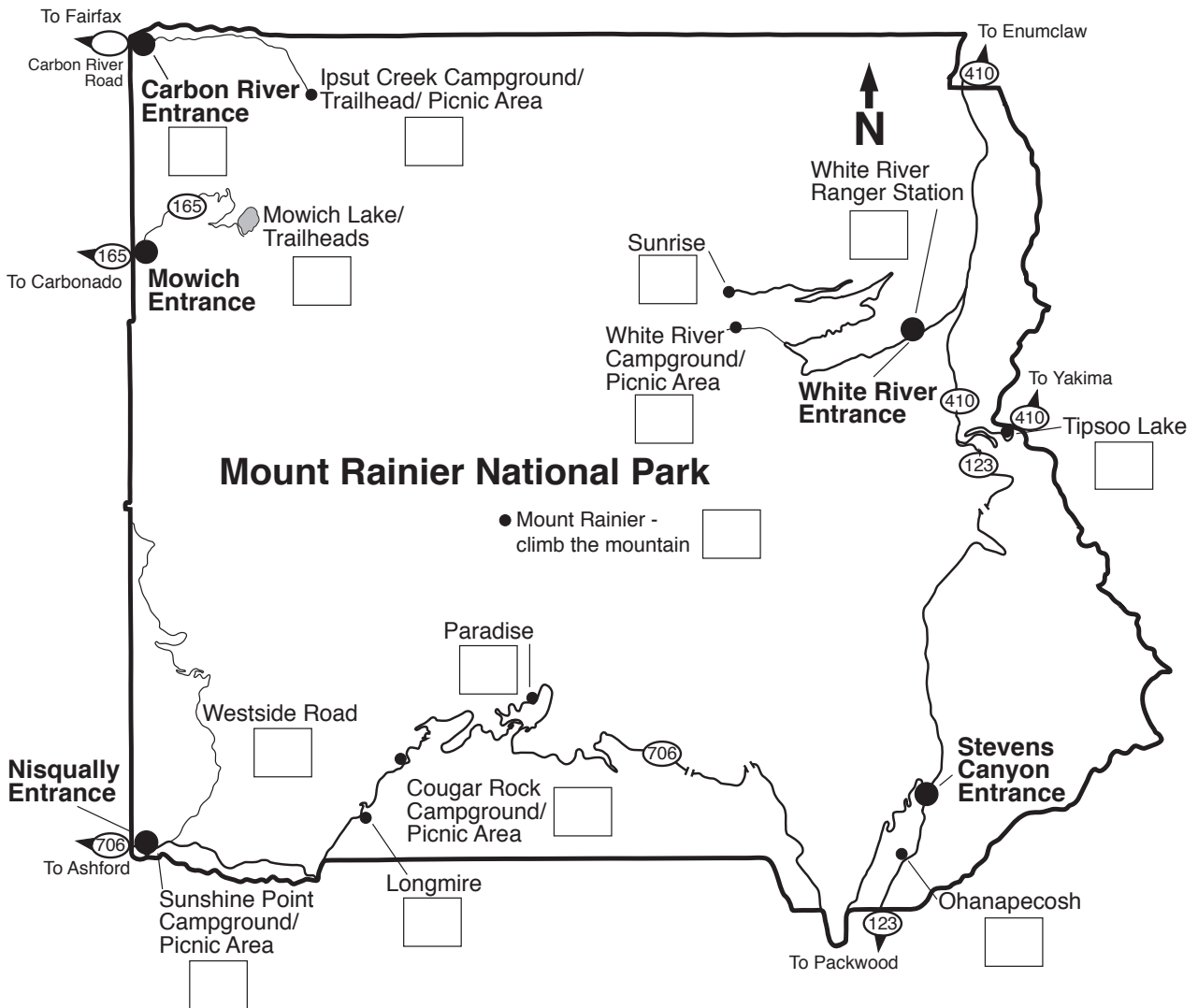
b) If YES, please mark (●) **all** the areas your personal group hiked on this visit to Mount Rainier NP.

- Trails in developed areas (Specify below)
- Longmire Paradise Sunrise
- Trails in Wilderness and/or backcountry
- Above Panorama Point on Muir Snowfield, including Muir Camp
- Other (Please specify) _____

c) If YES, please indicate the amount of time (combined) that your personal group spent hiking during this visit to Mount Rainier NP. Please mark (●) **one**.

- Hiked less than 2 hours
- Hiked between 2 to 4 hours
- Hiked more than 4 hours

8. On the map below, please list the **order** (#1, 2, 3, etc.) in which your personal group visited the following sites (including park entrances) during this visit.



9. a) Prior to this visit, was your personal group aware that Mount Rainier NP operates a shuttle bus service that runs between Ashford, WA and Paradise during summer weekends?

- Yes
- No

b) Prior to this visit, had your personal group used the Mount Rainier shuttle?

- Yes
- No

- c) On the day you received this questionnaire, did your personal group use the Mount Rainier shuttle bus system?
- No Yes → **Go to Question 10**
- d) If NO, which reasons explain why your personal group did not use the Mount Rainier shuttle bus system on that day? Please mark (●) **all** that apply.
- Not convenient Difficult to understand how to use it
- With children Shuttle did not stop at places I wanted to go
- Other (Please specify) _____
10. If, prior to entering the park, you knew that the parking lots were completely full at Paradise, which of the following would your personal group do? Please mark (●) **one**.
- Drive to Paradise anyway to try to find a parking space
- Park in Ashford, WA and ride the free shuttle to Paradise
- Park somewhere else inside the park and ride the free shuttle to Paradise
- Go to another location in the park where parking is available (which one?)
- Carbon Longmire Westside Road
- Sunrise Stevens Canyon Entrance (SE corner)
- Other (Please specify) _____
- Avoid Mount Rainer NP and go someplace else (Specify below)
- _____
11. In your opinion, how much of a problem is traffic congestion at different locations in Mount Rainier NP? Please mark (●) **one** response for each location.
- | Location | Not a
problem | Small
problem | Big
problem |
|--|-----------------------|-----------------------|-----------------------|
| At park entrances/exits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Driving on park roads | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| In parking areas at primary destinations
(e.g. Paradise, Longmire, Sunrise, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| At scenic overlooks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
12. a) For you only, if you had not chosen to visit Mount Rainier NP on this trip, what other recreation site would you have visited instead? Specify or mark (●) "None."
- _____ None

b) How far is this alternative site from your home? _____ miles

c) How much income did your household forgo to make this trip (due to taking unpaid time off from work)? Mark (●) "None" or specify the amount forgone.

None - OR - Amount forgone \$ _____

13. a) On this visit, in which activities did your personal group participate at Mount Rainier NP? Please mark (●) **all** that apply in column (a).

b) If you were to visit Mount Rainier NP in the future, in which activities would your personal group prefer to participate at the park? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visit	Activity
<input type="radio"/>	<input type="radio"/>	Attending ranger-led talks/programs
<input type="radio"/>	<input type="radio"/>	Bicycling
<input type="radio"/>	<input type="radio"/>	Camping in developed campground
<input type="radio"/>	<input type="radio"/>	Climbing to the summit of Mount Rainier
<input type="radio"/>	<input type="radio"/>	Creative arts (photography/drawing/painting/writing)
<input type="radio"/>	<input type="radio"/>	Day hiking
<input type="radio"/>	<input type="radio"/>	Driving to view scenery
<input type="radio"/>	<input type="radio"/>	Enjoying solitude/quiet
<input type="radio"/>	<input type="radio"/>	Fishing
<input type="radio"/>	<input type="radio"/>	Picnicking
<input type="radio"/>	<input type="radio"/>	Viewing wildflowers
<input type="radio"/>	<input type="radio"/>	Viewing wildlife
<input type="radio"/>	<input type="radio"/>	Wilderness/backcountry camping
<input type="radio"/>	n/a	Other – this visit (Specify) _____
n/a	<input type="radio"/>	Other – future visit (Specify) _____

c) Which **two** of the above activities were most important to your enjoyment of Mount Rainier NP on this visit? Please list **only two**.

14. It is the National Park Service's responsibility to protect Mount Rainier NP's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following park resources/attributes to your personal group? Please mark (●) **one** answer for each resource/attribute.

Resource/attribute	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural landscapes (including historic roads and historic buildings)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Designated wilderness/backcountry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developed recreation facilities (campgrounds, trails, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural features (such as glaciers, lakes, streams)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. a) If fees were charged for day hiking (\$5) and backpacking in the backcountry/Wilderness (\$20) to be used to support Wilderness protection, would this prevent your personal group from participating in these activities?

Day hiking	<input type="radio"/>	Yes	<input type="radio"/>	No	<input type="radio"/>	Not sure
Backcountry/Wilderness camping	<input type="radio"/>	Yes	<input type="radio"/>	No	<input type="radio"/>	Not sure

b) Would your personal group support an entrance fee increase of \$5 to support park shuttle services?

Yes No Not sure

c) Would your personal group be willing to support increased entrance fees to offset decreases in park operating budgets?

- Yes No Not sure

16. a) Please mark (●) **all** the information services and facilities that your personal group **used** at Mount Rainier NP during this visit.

b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.

c) For only those services and facilities your personal group **used**, please rate their quality from 1-5.

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

a) Information services/facilities used

- | | | |
|--|-------|-------|
| <input type="radio"/> Assistance from park staff | _____ | _____ |
| <input type="radio"/> Bulletin boards | _____ | _____ |
| <input type="radio"/> Outdoor exhibits | _____ | _____ |
| <input type="radio"/> Park brochure/map | _____ | _____ |
| <input type="radio"/> Park newspaper: <i>Tahoma News</i> | _____ | _____ |
| <input type="radio"/> Park travelers information radio station (AM 1610) | _____ | _____ |
| <input type="radio"/> Park website: www.nps.gov/mora/ used before or during visit | _____ | _____ |
| Ranger-led programs (Specify below) | | |
| <input type="radio"/> Guided hikes | _____ | _____ |
| <input type="radio"/> Campfire programs | _____ | _____ |
| <input type="radio"/> Junior Ranger program | _____ | _____ |
| <input type="radio"/> Longmire Museum | _____ | _____ |
| <input type="radio"/> Ohanapecosh Visitor Center | _____ | _____ |
| <input type="radio"/> Paradise Visitor Center | _____ | _____ |
| <input type="radio"/> Paradise Climbing Information Center | _____ | _____ |
| <input type="radio"/> Sunrise Visitor Center | _____ | _____ |

17. a) Please mark (●) **all** the commercial services and facilities that your personal group **used** at Mount Rainier NP during this visit.
- b) For only those services and facilities that your personal group **used**, please rate their importance to your visit from 1-5.
- c) For only those services and facilities that your personal group **used**, please rate their quality from 1-5.

b) If used, how important?	c) If used, what quality?
1=Not at all important	1=Very poor
2=Slightly important	2=Poor
3=Moderately important	3=Average
4=Very important	4=Good
5=Extremely important	5=Very good

a) Commercial services/facilities used

Overnight lodging

- | | | |
|---|-------|-------|
| <input type="radio"/> National Park Inn | _____ | _____ |
| <input type="radio"/> Paradise Inn | _____ | _____ |

Food service - restaurant

- | | | |
|---|-------|-------|
| <input type="radio"/> National Park Inn | _____ | _____ |
| <input type="radio"/> Paradise Inn | _____ | _____ |
| <input type="radio"/> Paradise Jackson Visitor Center | _____ | _____ |
| <input type="radio"/> Sunrise | _____ | _____ |

Guided trips

- | | | |
|--|-------|-------|
| <input type="radio"/> Guided backpacking trips | _____ | _____ |
| <input type="radio"/> Guided mountaineering | _____ | _____ |

Gift shops

- | | | |
|---|-------|-------|
| <input type="radio"/> National Park Inn | _____ | _____ |
| <input type="radio"/> Paradise Inn | _____ | _____ |
| <input type="radio"/> Paradise Jackson Visitor Center | _____ | _____ |
| <input type="radio"/> Sunrise | _____ | _____ |

18. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Mount Rainier NP 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"/>

19. For your personal group, please estimate expenditures for the items listed below for this visit to Mount Rainier NP and the surrounding **area** (within 30 miles the park). **Please write "0" if no money was spent in a particular category.**
- a) Please list your personal group's total expenditures inside Mount Rainier NP.
 - b) Please list your personal group's total expenditures in the **surrounding area** outside the park (within 30 miles the park).

NOTE: Surrounding area residents should only include expenditures that were **just for this visit** to Mount Rainier NP.

	EXPENDITURES	
	a) Inside park	b) Outside park
Spent no money (●)	<input type="radio"/> → Go to (b)	<input type="radio"/> → Go to (c)
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.)	\$ _____	\$ _____
Other transportation expenses (rental cars, taxis, auto repairs, but NOT airfare)	\$ _____	\$ _____
Admission, recreation, entertainment fees	\$ _____	\$ _____
All other expenditures (souvenirs, books, postcards, sporting goods, clothing, donations, etc.)	\$ _____	\$ _____

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

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

20. a) For you only, which category best represents your 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

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

a) Commercial guided tour group Yes No

b) Specify type of commercial group _____

c) School/educational group Yes No

d) Other (scouts, work, church) Yes No

e) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

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

- | | |
|--|--|
| <input type="radio"/> Alone | <input type="radio"/> Friends |
| <input type="radio"/> Family | <input type="radio"/> Family and friends |
| <input type="radio"/> Other (Please specify) _____ | |

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

_____ Number of people in personal group

23. For your personal group on this visit, please provide the following. (If you do not know the answer, please leave it blank).

	a) Gender M=Male F=Female	b) Current age	c) U.S. ZIP code or name of country other than U.S.	Number of visits to Mount Rainier NP (including this visit)	
				d) Past 12 months	e) past 2 to 5 years
Yourself	_____	_____	_____	_____	_____
Member #2	_____	_____	_____	_____	_____
Member #3	_____	_____	_____	_____	_____
Member #4	_____	_____	_____	_____	_____
Member #5	_____	_____	_____	_____	_____
Member #6	_____	_____	_____	_____	_____
Member #7	_____	_____	_____	_____	_____

24. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

- Some high school
- High school diploma/GED
- Some college
- Bachelor's degree
- Graduate degree

25. Public awareness is our best tool to ensure that visitors and park resources are protected. For each element, please rate from 1-3 your awareness level, both before and after your visit to Mount Rainier NP.

**a) Awareness BEFORE
visit to park**

- 1=Not aware
- 2=Somewhat aware
- 3=Very aware

**b) Awareness AFTER
visit to park**

- 1=Not aware
- 2=Somewhat aware
- 3=Very aware

	Element	
_____	Air pollution effects on park ecosystems	_____
_____	Airborne pollutants (including contaminants)	_____
_____	Climate change effects on park ecosystems and park developments	_____
_____	Feeding wildlife and habituation	_____
_____	Geohazard issues	_____
_____	Hiking off trails in Paradise, Sunrise, Tipsoo and Reflection Lakes	_____
_____	Introduction of exotic plants	_____
_____	Introduction of invasive aquatic species	_____
_____	Introduction/spread of diseases to park animals	_____
_____	Leave No Trace program and principles	_____
_____	Mount Rainier Wilderness	_____
_____	Wildlife hazards to visitors	_____

26. Is there anything else your personal group would like to tell us about your visit to Mount Rainier NP (including your comments on services and facilities)?

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

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139**

