



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

Visitor Services Project

Klondike Gold Rush National Historical Park Seattle Unit Visitor Study



ca 1920's



2006



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE
Klondike Gold Rush National Historical Park
Seattle Unit
319 Second Avenue South
Seattle, WA 98104

Summer 2009

Dear Visitor:

Thank you for participating in this important study. Our goal is to learn about the expectations, opinions, and interests of visitors to Klondike Gold Rush National Historical Park Seattle Unit. This information will assist us in our efforts to better manage this park and to serve you, our visitor.

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 with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.





Sincerely,

Karen Beppler-Dorn
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (O), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this:  Not like this:   

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your personal group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Klondike Gold Rush National Historical Park Seattle Unit

NOTE: In this questionnaire, your **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to your visit, how did you and your personal group obtain information about Klondike Gold Rush National Historical Park (NHP)? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Klondike Gold Rush NHP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) Prior to this visit

b) Prior to future visits

- | | |
|--|-----------------------|
| <input type="radio"/> Did not obtain information prior to visit → Go to part b of this question | |
| <input type="radio"/> Previous visits | <input type="radio"/> |
| <input type="radio"/> Friends/relatives/word of mouth | <input type="radio"/> |
| <input type="radio"/> Travel guides/tour books (such as AAA, etc.) | <input type="radio"/> |
| <input type="radio"/> Maps/brochures | <input type="radio"/> |
| <input type="radio"/> Newspaper/magazine articles | <input type="radio"/> |
| <input type="radio"/> Inquiry to park via phone, mail, or email | <input type="radio"/> |
| <input type="radio"/> Television/radio programs/videos | <input type="radio"/> |
| <input type="radio"/> Klondike Gold Rush NHP website: www.nps.gov/klse | <input type="radio"/> |
| <input type="radio"/> Other websites | <input type="radio"/> |
| <input type="radio"/> School class/program | <input type="radio"/> |
| <input type="radio"/> Local businesses | <input type="radio"/> |
| <input type="radio"/> Tour businesses (hotel concierge, Amtrak, cruise lines, etc.) | <input type="radio"/> |
| <input type="radio"/> Chamber of commerce/visitors bureau/state welcome center | <input type="radio"/> |
| <input type="radio"/> Referral from other tourist attractions--Which one(s)? (Specify below) | <input type="radio"/> |

This visit _____ Future visit _____

- ☐ Other (Please specify below) _____ ☐

This visit _____ Future visit _____

- c) From the sources you used prior to this visit, did you and your personal 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 you and your personal group need that was not available? Please be specific.
-

2. a) **Prior to this visit**, were you and your personal group aware that Klondike Gold Rush NHP is a unit of the National Park System?

☐ Yes ☐ No

- b) **Prior to this visit**, were you and your personal group aware that Klondike Gold Rush NHP is a part of the Klondike Gold Rush International Historical Park?

☐ Yes ☐ No

- c) **Prior to this visit**, were you and your personal group aware of the related site, Klondike Gold Rush NHP in Skagway, Alaska?

☐ Yes ☐ No

- d) Have you and your personal group visited Klondike Gold Rush NHP in Skagway, Alaska?

☐ Yes ☐ No

- e) Would you and your personal group be likely to visit Klondike Gold Rush NHP in Skagway, Alaska in the future?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

3. a) On the day that you received this questionnaire, what was your last mode of transportation to arrive at Klondike Gold Rush NHP? Please mark (●) **one**.

☐ Taxi/limousine

☐ Van/bus provided by tour company/hotel/school/church, etc.

☐ Walk from public transportation station (bus, train, trolley, etc.)

☐ Walk from home or hotel or other attractions in the area

☐ Bicycle from home/hotel/other attractions/bus stop

☐ Rental or private vehicle (car, RV, motorcycle, etc.)

☐ Other (Please specify) _____

- b) If you arrived at Klondike Gold Rush NHP by rental or private vehicle, how many vehicles did you and your personal group use to arrive at the park?

_____ Number of vehicles

4. a) Were the signs directing you and your personal group to sites of Klondike Gold Rush NHP adequate? Please mark (●) **one** response for each.

Pedestrian signs in Seattle directing you to Klondike Gold Rush NHP adequate?

☐ Yes ☐ No ☐ Did not use

Driving signs in Seattle directing you to Klondike Gold Rush NHP adequate?

☐ Yes ☐ No ☐ Did not use

- b) If your answer is NO to either of the above, please explain the problem.

Pedestrian signs _____

Driving signs _____

5. a) On this visit to Klondike Gold Rush NHP, did you and your personal group experience any parking problems?

☐ Did not drive on this visit → **Go to Question 6**

☐ Yes ☐ No → **Go to Question 6**

- b) If YES, what parking problems did you experience? _____

6. How did this visit to Klondike Gold Rush NHP fit into your personal group's travel plans? Please mark (●) **one**.

☐ Klondike Gold Rush NHP was primary destination

☐ Klondike Gold Rush NHP was one of several destinations

☐ Klondike Gold Rush NHP was not a planned destination

7. a) On this visit, how long **in total** did you and your personal group spend visiting Klondike Gold Rush NHP **only**? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

_____ Total number of hours visiting the **park**

- b) On this visit, did you and your personal group visit the park on more than one day?

☐ Yes ☐ No → **Go to Question 8**

c) If YES, on how many days did you visit? _____ Number of days

8. On this visit, which of the following sites in the city of Seattle did you and your personal group visit? Please mark (●) **all** that apply.

- | | |
|--|---|
| <input type="radio"/> Art galleries | <input type="radio"/> Seattle Aquarium |
| <input type="radio"/> Glass blowing shops | <input type="radio"/> Smith Tower |
| <input type="radio"/> National Park Conservation Association | <input type="radio"/> Theatre/plays |
| <input type="radio"/> Sculpture Garden/other gardens | <input type="radio"/> Underground Tour |
| <input type="radio"/> Sports arenas/stadiums | <input type="radio"/> Woodland Park Zoo |
| <input type="radio"/> Pike Place Market/Space Needle/Seattle Center | |
| <input type="radio"/> Museums (Museum of History & Industry, Museum of Flight, Seattle Art Museum) | |
| <input type="radio"/> Other (Please specify) _____ | |

9. a) On this visit, how safe did you and your personal group feel while walking around/visiting the following locations? Please mark (●) **one** for each location.

	Did not visit/ take walk	Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe
Self-guided walking tour of Pioneer Square--Seattle's first neighborhood (20 blocks)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ranger-led walking tour of Pioneer Square	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting Seattle locations other than Pioneer Square	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) If you marked that you felt "very unsafe" or "unsafe" for any of the above issues, please explain why.

- c) If you and your personal group were to visit Klondike Gold Rush NHS in the future, would you be interested in attending an outdoor ranger-led program at a location near the park?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

- d) How safe would you and your personal group feel attending an outdoor ranger-led program at a location near the park?

Very unsafe Unsafe Neither safe nor unsafe Safe Very safe

☐ ☐ ☐ ☐ ☐

10. a) During your visit to Klondike Gold Rush NHP, did you and your personal group learn about the following topics? Please mark (●) **all** that apply.

- b) If you were to visit the park in the future, would you and your personal group be interested in learning or learning more about the following topics? Please mark (●) **all** that apply.

a) Learned on this visit

b) Learn on future visits

- | | |
|--|-----------------------|
| <input type="radio"/> The Klondike Gold Rush attracted a large number of diverse people from all over the world, for different reasons. | <input type="radio"/> |
| <input type="radio"/> Seattle's location, promotion of the Klondike Gold Rush and ability to provide supplies/services improved Seattle's financial prosperity/status. | <input type="radio"/> |
| <input type="radio"/> The Klondike Gold Rush had both positive and negative effects on diverse individuals, cultures, and environments. | <input type="radio"/> |
| <input type="radio"/> Klondike Gold Rush NHS links the past to the present within the Pioneer Square National Historic District. | <input type="radio"/> |
| <input type="radio"/> The Klondike Gold Rush established Seattle as a leading seaport city. | <input type="radio"/> |
| <input type="radio"/> Through worldwide advertising, Seattle became the primary transportation gateway and supplier for the Klondike Gold Rush. | <input type="radio"/> |
| <input type="radio"/> Other (Please specify below) | <input type="radio"/> |

This visit _____ Future visit _____

- c) In your opinion, which stories, if any, presented at Klondike Gold Rush NHP need to be emphasized or strengthened?

_____ ☐ None

11. a) On this visit, in which activities did you and your personal group participate while visiting Klondike Gold Rush NHP? Please mark (●) **all** that apply.

- ☐ Participating in Junior Ranger program
- ☐ Attending ranger-led gold panning demonstration
- ☐ Attending ranger-led walking tour
- ☐ Attending ranger talks (other than walking tour of the park)
- ☐ Attending special events/programs
- ☐ Enjoying Seattle and Puget Sound
- ☐ Obtaining Explorer Passport booklet
- ☐ Obtaining information about Seattle
- ☐ Obtaining information to plan a trip to Alaska
- ☐ Obtaining National Park Passport stamp
- ☐ Visiting as part of a guided tour of Seattle
- ☐ Purchasing National Park annual pass
- ☐ Shopping in park bookstore
- ☐ Viewing visitor center exhibits
- ☐ Watching films--Which ones? Please mark (●) **all** that apply below.
 - ☐ *Days of Adventure, Dreams of Gold* (27 minutes)
 - ☐ *Hiking the Chilkoot Trail* (15 minutes)
 - ☐ *Seattle: Gateway to the Goldfields* (15 minutes)
- ☐ Other (Please specify) _____

b) Which **one** of the above activities was the primary reason you and your personal group visited Klondike Gold Rush NHP on this visit? Please list **only one**.

12. a) Please mark (●) **all** the information services and facilities that you and your personal group **used** at Klondike Gold Rush NHP during this visit.
- b) Next, for only those services and facilities that you and your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you and your personal group **used**, please rate their quality from 1-5.

a) Information services/facilities used Mark (●)	b) If used, how important? 1=Not important 2=Somewhat 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 people with disabilities	_____	_____
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Bookstore sales items (selection, price, etc.)	_____	_____
<input type="radio"/> Exhibits (non-interactive)	_____	_____
<input type="radio"/> Interactive exhibits	_____	_____
<input type="radio"/> Films	_____	_____
<input type="radio"/> Foreign language brochure	_____	_____
<input type="radio"/> Junior Ranger program	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park website: www.nps.gov/klse used before or during visit	_____	_____
<input type="radio"/> Ranger-led gold panning demonstration	_____	_____
<input type="radio"/> Restrooms	_____	_____
<input type="radio"/> Visitor Comment form	_____	_____
<input type="radio"/> Visitor Registration Log	_____	_____
<input type="radio"/> Ranger-led walking tour	_____	_____

13. a) Did you and your personal group visit the park bookstore in the visitor center?

☐ Yes

☐ No → **Go on to Question 14**

b) If YES, did you find the types of sales items that you and your personal group wanted?

☐ Not interested in sales items → **Go on to Question 14**

☐ No

☐ Yes

c) If NO, what types of sales items would you and your personal group like to have available?

14. If you and your personal group were to visit Klondike Gold Rush NHP in the future, which park programs would you like to have available? Please mark (●) **all** that apply.

☐ Not interested in park programs → **Go to Question 15**

☐ Outdoor setting programs

☐ Art exhibitions

☐ Family-oriented activities

☐ Genealogical research programs to find Gold Rush relatives

☐ Hands-on gold panning

☐ Living history/costumed interpretive programs

☐ Programs about nearby national park sites

☐ Programs in the community (at libraries, schools, etc.)

☐ Junior Ranger program and Citizen Ranger program for adults

☐ A day long children's program

☐ Expert historical talks/lectures (Please specify) _____

☐ Other (Please specify) _____

15. Would you and your personal group visit Klondike Gold Rush NHP again?

- ☐ Yes, likely ☐ No, unlikely ☐ Not sure

16. a) If you were to visit Klondike Gold Rush NHP in the future, would you and your personal group be interested in attending lectures/demonstrations on topics such as Seattle, Northwest history, local writers and artists, cultural and natural history of the Pacific Northwest, and historic and antique preservation?

- ☐ Yes, likely ☐ No, unlikely ☐ Not sure



Go to Question 17

b) If YES, please specify program: _____

c) For the program that you are interested in, how long a program would you and your personal group most likely attend? Please mark (●) **one**.

- ☐ 2 hours ☐ 4 hours ☐ 1 day ☐ Multiple days

d) Would you and your personal group be willing to pay \$15 per adult to attend a program of up to 4 hours in length?

- ☐ Yes, likely ☐ No, unlikely ☐ Not sure

17. a) If you were to visit Klondike Gold Rush NHP in the future, would you and your personal group be interested in taking a self-guided tour of Pioneer Square?

- ☐ Yes, likely ☐ No, unlikely ☐ Not sure



Go to Question 18

b) If YES, which methods of learning about Pioneer Square would you and your personal group prefer to use? Please mark (●) **all** that apply.

- ☐ Brochures
- ☐ Cell phone tours
- ☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, interactive computer tours, audio tours, etc.)
- ☐ Interactive exhibits
- ☐ Sidewalk exhibits

18. If you were to visit Klondike Gold Rush NHP in the future, how would you and your personal group prefer to learn about cultural and historic features of Klondike Gold Rush NHP? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 19**
- ☐ Indoor exhibits
- ☐ Outdoor exhibits
- ☐ Park website: www.nps.gov/klse
- ☐ Special events
- ☐ Volunteer opportunities
- ☐ Self-guided tour (with brochure)
- ☐ Self-guided tour (using interactive computer programs in visitor center)
- ☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, audio, etc.)
- ☐ Films, movies, slideshows
- ☐ Printed materials (brochures, books, maps, etc.)
- ☐ Ranger-led activities
- ☐ Other (Please specify) _____

19. a) Would you recommend visiting Klondike Gold Rush NHP to others?

☐ Yes
↓

b) If YES, please explain why.

☐ No
↓

c) If NO, please explain why not.

20. On this visit, were you and your personal group part of the following types of organized groups?

a) Commercial guided tour group ☐ Yes ☐ No

b) Cruise tour group ☐ Yes ☐ No

c) School/educational group ☐ Yes ☐ No

d) Other group (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

21. a) On this visit, with what kind of personal group (not guided tour/school/other organized group) were you? Please mark (●) **one**.

☐ Alone ☐ Friends

☐ Family ☐ Family and friends

☐ Other (Please specify) _____

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

_____ Number of people in your personal group

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

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c) Number of visits to Klondike Gold Rush NHP since June 2006 (including this visit)
Yourself	_____	_____	_____
Member #2	_____	_____	_____
Member #3	_____	_____	_____
Member #4	_____	_____	_____
Member #5	_____	_____	_____
Member #6	_____	_____	_____
Member #7	_____	_____	_____

23. How important is it to you and your personal group that the park be preserved for future generations? Please mark (●) **one**.

Not
Important

☐

Somewhat
Important

☐

Moderately
Important

☐

Very
Important

☐

Extremely
Important

☐

24. If you were a manager planning for the future of Klondike Gold Rush NHP what would you and your personal group propose?

25. Is there anything else you and your personal group would like to tell us about your visit to Klondike Gold Rush NHP?

26. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Klondike Gold Rush NHP during this visit? Please mark (●) **one**.

Very poor

☐

Poor

☐

Average

☐

Good

☐

Very good

☐

Thank you for your help! Please seal the questionnaire with the stickers 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**

