



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

Visitor Services Project



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# **Klondike Gold Rush National Historical Park Seattle Unit Visitor Study**

**Summer 2009**

**University of Idaho**  
A LEGACY OF LEADING

Park Studies Unit  
Visitor Services Project  
Report 214



**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**

## **Park Studies Unit Visitor Services Project Report 214**

January 2010

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**Visitor Services Project  
Klondike Gold Rush National Historical Park Seattle Unit  
Report Summary**

- This report describes the results of a visitor study at Klondike Gold Rush National Historical Park (NHP) Seattle Unit during July 5-11, 2009. A total of 339 questionnaires were distributed to visitor groups. Of those, 220 questionnaires were returned, resulting in a 64.9% response rate.
  - This report profiles a systematic random sample of Klondike Gold Rush NHP visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.
  - Forty-nine percent of visitor groups were in groups of two and 22% were in groups of four or more. Sixty-six percent of visitor groups were in family groups.
  - United States visitors comprised 86% of total visitors during the survey period, with 24% from Washington, 17% from California, and smaller proportions from 40 other states. International visitors were from 12 countries and comprised 14% of total visitation with 16% from Germany and 16% from the United Kingdom. Smaller proportions came from 10 other countries.
  - Most (96%) visitors were visiting the park for the first time since June 2006, while 4% had visited two or more times.
  - Thirty-four percent of visitors were ages 51-65 years, 14% were over 65 years, and 14% were ages 15 years or younger.
  - Prior to this visit, 39% of visitor groups were aware that Klondike Gold Rush NHP is a unit of the National Park System and 13% were aware that Klondike Gold Rush NHP is a part of Klondike Gold Rush International Historical Park. Eighteen percent were aware of the related site, Klondike Gold Rush NHP in Skagway, Alaska. Sixteen percent had visited the Skagway site and 21% were likely to visit the Skagway site in the future.
  - Most visitor groups (70%) obtained information about the park prior to their visit. The most common sources of information obtained prior to this visit were travel guides/tour guides (39%) and maps and brochures (33%). Most visitor groups (96%) received the information they needed.
  - A majority of visitor groups (54%) indicated they would prefer to obtain information for a future visit from the park website and 39% preferred to use travel guides/tour books.
  - Klondike Gold Rush NHP was not a planned destination for 47% of visitor groups, and for 47%, the park was one of several destinations.
  - Thirty-one percent of visitor groups drove to the park, and 12% experienced parking problems. Of those that drove to the park, 100% used one vehicle. The most common form of transportation used by visitor groups to arrive at the park was walking from their home, hotel, or other attractions (34%), and 32% percent walked from a public transportation station.
  - Sixty-nine percent of visitor groups spent one hour visiting the park, while 23% spent two or more hours. The average length of visit was one hour.
  - The Seattle City site most commonly visited by visitor groups was Pike Place Market/Space Needle/Seattle Center (79%), followed by the Underground Tour (31%) and the Sculpture Garden (30%).
-

- The most common visitor activities were viewing visitor center exhibits (76%), enjoying Seattle and Puget Sound (57%), and shopping in the park bookstore (31%). The primary activity was viewing visitor center exhibits (50%).
- Fifty percent of visitor groups visited the park bookstore, and 78% found the items they wanted.
- The most common topics that visitor groups learned about were: “Seattle’s location and promotion of the gold rush and ability to provide supplies/services improved financial Seattle’s prosperity/status” (85%); “The Klondike Gold Rush established Seattle as a leading seaport city” (81%); and “The Klondike Gold Rush attracted a large number of diverse people from all over the world, for different reasons” (81%).
- The visitor service and facility most commonly used by visitor groups was the exhibits (non-interactive) at the visitor center (86%). The service receiving the highest importance rating was restrooms (85%). The services receiving the highest quality rating were restrooms (96%) and assistance from park staff (96%).
- Fifty-nine percent would visit the park in the future, and 98% would recommend the park to others. Seventy-four percent of visitor groups felt it was “very important” or “extremely important” to preserve the park for future generations.
- Most visitor groups (68%) were interested in taking a self-guided tour of Pioneer Square on a future visit, and 81% would prefer to use brochures for such a tour.
- Nearly all visitor groups (97%) were interested in learning about the park. The most preferred methods for learning about the park were indoor exhibits (78%), self-guided tours (64%), and films/movies/slideshows (58%).
- Fifty-four percent of visitor groups were interested in attending lectures/demonstrations on various topics, and 92% would prefer a program of two hours in length. Thirty-two percent would be willing to pay \$15/adult to attend a program up to four hours in length.
- Most visitor groups (95%) rated the overall quality of facilities, services, and recreational opportunities at Klondike Gold Rush National Historical Park as “very good” or “good.” No visitor groups rated the overall quality as “very poor” or “poor.”

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## INTRODUCTION

This report describes the results of a visitor study at Klondike Gold Rush National Historical Park Seattle Unit, conducted July 5-11, 2009 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The National Park Service website for Klondike Gold Rush National Historical Park (NHP) describes the park: “Klondike Gold Rush National Historical Park preserves the story of the 1897-98 stampede to the Yukon gold fields and Seattle’s role in this event. The park offers a glimpse at the stories of adventure and hardship of the gold rush” ([www.nps.gov/nps](http://www.nps.gov/nps) November, 2009).

## Organization of the report

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The report is organized into three sections.

Section 1: **Methods**. This section discusses the procedures, limitations, and special conditions that may affect the study results.

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the order of questions in the questionnaire.

### Section 3: **Appendices**

Appendix 1: *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 2: *Additional Analysis*. A list of sample questions for cross-references and cross comparisons. Comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report.

Appendix 3: *Decision rules for checking non-response bias*. An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications*. A complete list of publications by the PSU. Copies of these reports can be obtained by visiting the website: [www.psu.uidaho.edu/vsp/reports.htm](http://www.psu.uidaho.edu/vsp/reports.htm) or by contacting the PSU office at (208) 885-7863.

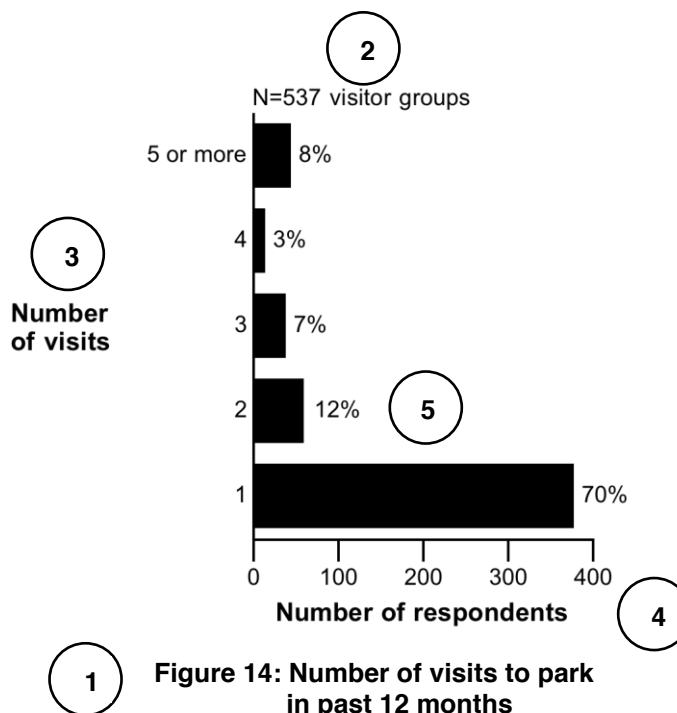
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

## Presentation of the results

Results are represented in the form of graphs (see example below), scatter plots, pie charts, tables, or text.

### SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.
  - \* appears when total percentages do not equal 100 due to rounding.
  - \*\* appears when total percentages do not equal 100 because visitors could select more than one answer choice.
- 3: Vertical information describes the response categories.
- 4: Horizontal information shows the number or proportions of responses in each category.
- 5: In most graphs, percentages provide additional information.





## METHODS

### Survey Design

#### Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this methodology, the sample size was calculated based on the park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at the Klondike Gold Rush (NHP) visitor center during July 5-11, 2009. Visitors were surveyed between the hours of 8 a.m. and 5 p.m. During this survey, 376 visitor groups were contacted and 339 of these groups (91.4%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies is (90.9%). Questionnaires were completed and returned by 220 visitor groups resulting in a 64.9% response rate for this study. The average response rate for the 205 VSP visitor studies conducted from 1988 through 2008 is 74.2%.

#### Questionnaire design

The Klondike Gold Rush NHP questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Klondike Gold Rush NHP. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Klondike Gold Rush NHP questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys, thus the clarity and consistency of the survey instrument have been tested and supported.

#### Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years old) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers or email addresses in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants who provided a valid mailing address (see Table 1). Replacement questionnaires were mailed to participants

who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

**Table 1: Follow-up mailing distribution**

Mailing	Date	U.S.	International	Total
Postcards	July 27, 2009	296	37	333
1 <sup>st</sup> Replacement	August 10, 2009	157	22	179
2 <sup>nd</sup> Replacement	August 28, 2009	132	0	109

### Data Analysis

Returned questionnaires were coded and the visitor responses were processed using custom and standard statistical software applications—Statistical Analysis Software® (SAS), and a custom designed FileMaker Pro® application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. Double-key data entry validation was performed on numeric and text entry variables and the remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software.

### Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of July 5-11, 2009. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

### Special Conditions

The weather during the survey period was generally sunny and warm, with occasional cloudy periods. Temperatures varied from 65°F to 75°F. No special events occurred in the area that would have affected the type and the amount of visitation to the park.

### Checking Non-response Bias

Three variables were used to check non-response bias: respondents' age, travel distance from home to the park, and overall quality rating score. There were no significant differences between early and late responders in any of these variables (see Table 2). Non-response bias is thus judged to be insignificant. See Appendix 3 for more details of the non-response bias checking procedures.

**Table 2: Comparison of respondents at different mailing waves**

Variable	Before 1 <sup>st</sup> replacement	Between 1 <sup>st</sup> and 2 <sup>nd</sup> replacement	After 2 <sup>nd</sup> replacement	p-value (ANOVA)
Age (years)	50.77	50.26	52.94	0.706
Travel distance to park (miles)	1236.31	970.63	1160.56	0.455
Overall quality rating (from 1 to 5 scale)	4.55	4.46	4.52	0.760

## RESULTS

### Group and Visitor Characteristics

#### Visitor group size

##### Question 21b

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

##### Results

- ☐ 49% of visitors were in groups of two (see Figure 1).
- ☐ 22% were in groups of four or more.

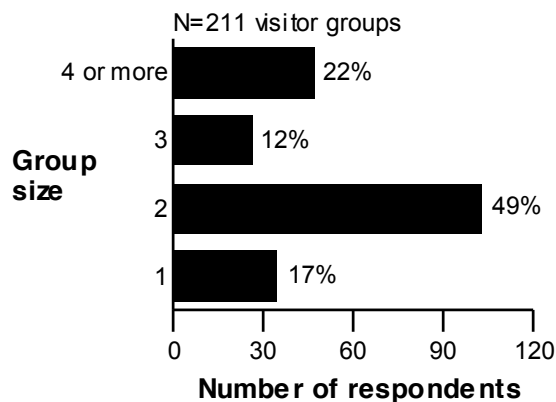


Figure 1: Visitor group size

#### Visitor group type

##### Question 21a

On this visit, with what kind of personal group (not guided tour/school/other organized group) were you?

##### Results

- ☐ 66% of visitor groups were made up of family members (see Figure 2).
- ☐ 16% were alone.
- ☐ "Other" groups (1%) were not specified.

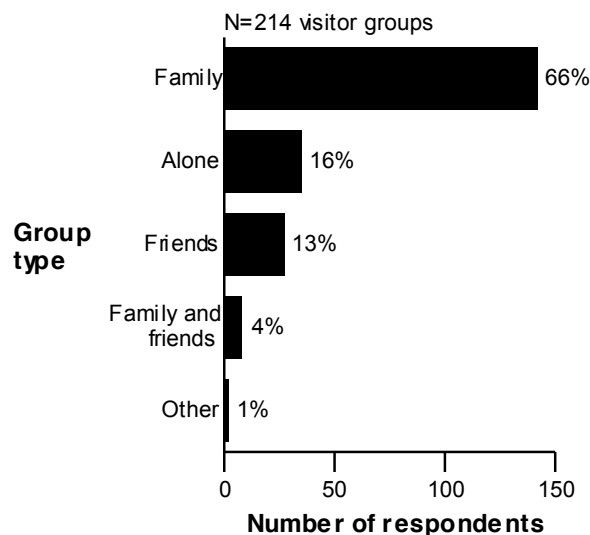


Figure 2: Visitor group type

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## Visitors with organized groups

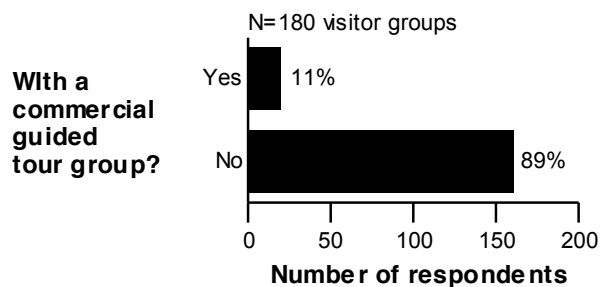
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### Question 20a

On this visit were you and your personal group part of a commercial guided tour group?

#### Results

- ☐ 11% of visitor groups were part of a commercial guided tour group (see Figure 3).



**Figure 3: Visitors with a commercial guided tour group**

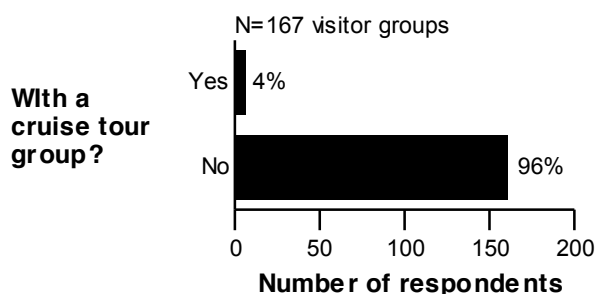
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### Question 20b

On this visit were you and your personal group part of a cruise tour group?

#### Results

- ☐ 4% of visitor groups were part of a cruise tour group (see Figure 4).



**Figure 4: Visitors with a cruise tour group**

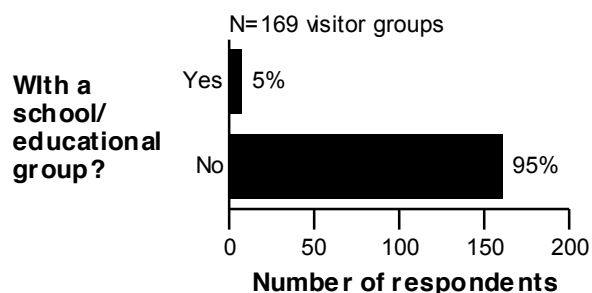
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### Question 20c

On this visit were you and your personal group part of a school/ educational group?

#### Results

- ☐ 5% of visitor groups were part of a school/educational group (see Figure 5).



**Figure 5: Visitors with a school/educational group**

## Question 20d

On this visit were you and your personal group part of an “other” organized group (scouts, work, church)?

## Results

- ☐ 1% of visitor groups were part of an “other” organized group (see Figure 6).

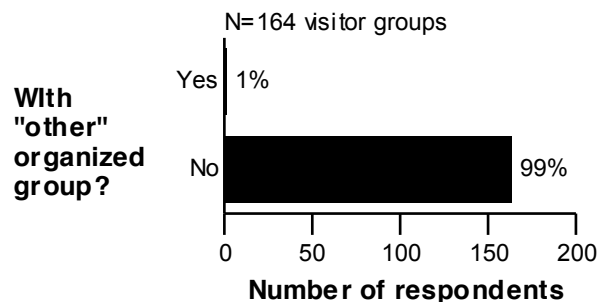


Figure 6: Visitors with an “other” organized group

## Question 20e

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

Results – Interpret with **CAUTION!**

- ☐ Not enough visitor groups responded to this question to provide reliable data (see Figure 7).

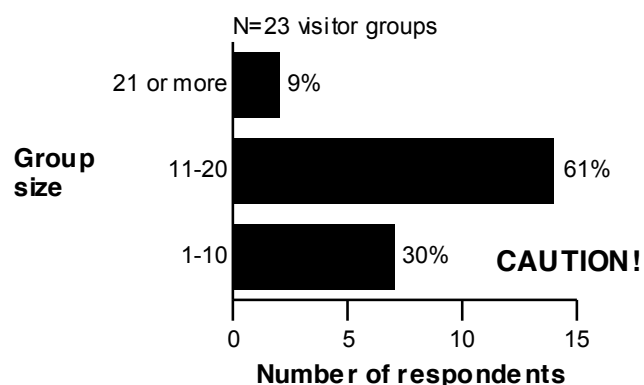


Figure 7: Number of people in organized group

## United States visitors by state of residence

### Question 22b

For you and your personal group on this visit, what is your state of residence?

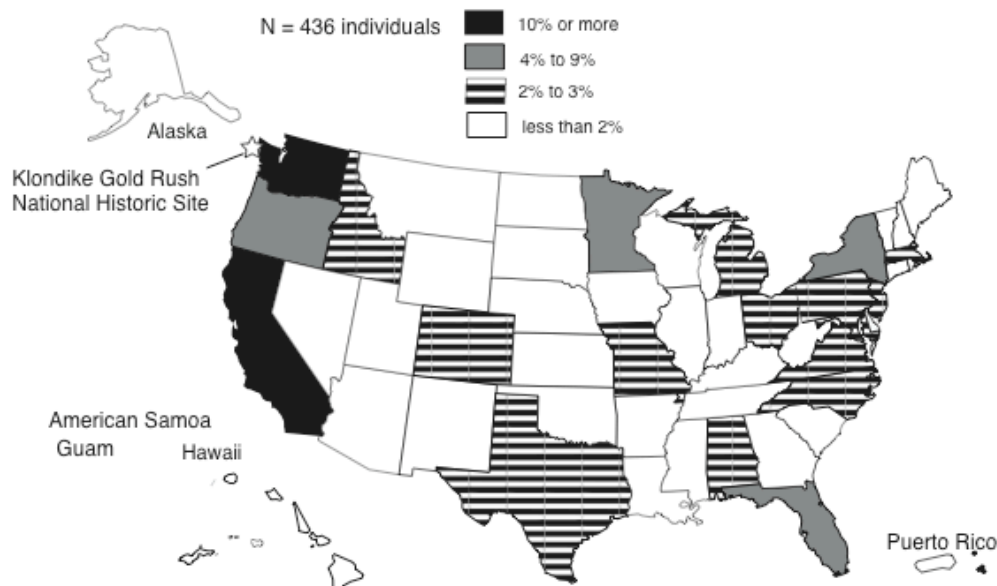
Note: Response was limited to seven members from each visitor group.

### Results

- U.S. visitors were from 42 states and comprised 86% of total visitation to the park during the survey period.
- 24% of U.S. visitors came from Washington (see Table 3 and Map 1).
- 17% were from California.
- Smaller proportions of U.S. visitors came from 40 other states.

**Table 3: United States visitors by state of residence\***

State	Number of visitors	Percent of U.S. visitors N=436 individuals	Percent of total visitors N=505 individuals
Washington	103	24	20
California	73	17	14
Florida	21	5	4
New York	21	5	4
Minnesota	19	4	4
Oregon	18	4	4
Pennsylvania	14	3	3
Missouri	13	3	3
Maryland	12	3	2
Colorado	9	2	2
Massachusetts	9	2	2
Ohio	9	2	2
Michigan	8	2	2
New Jersey	8	2	2
Alabama	7	2	2
Idaho	7	2	2
North Carolina	7	2	2
Texas	7	2	2
Virginia	7	2	1
23 other states	64	12	27



**Map 1: Proportions of United States visitors by state of residence**

## International visitors by country of residence

Question 22b

For you and your personal group on this visit, what is your country of residence?

**Table 4: International visitors by country of residence \***

	Country	Number of visitors	Percent of international visitors N=69 individuals	Percent of total visitors N=505 individuals
Note: Response was limited to seven members from each visitor group.	Germany	11	16	2
	United Kingdom	11	16	2
Results	China	8	12	2
	Switzerland	8	12	1
	France	7	10	1
	Sweden	6	9	1
	Spain	5	7	1
	Canada	4	6	1
	Denmark	4	6	1
	Ireland	3	4	1
	Japan	1	1	<1
	Mexico	1	1	<1

- International visitors were from 12 countries and comprised 14% of total visitation to the park during the survey period (see Table 4).
- 16% were from Germany and 16% were from the United Kingdom.
- 12% were from China and 12% from Switzerland.
- 10% were from France.
- Smaller proportions came from 7 other countries.



## Number of visits

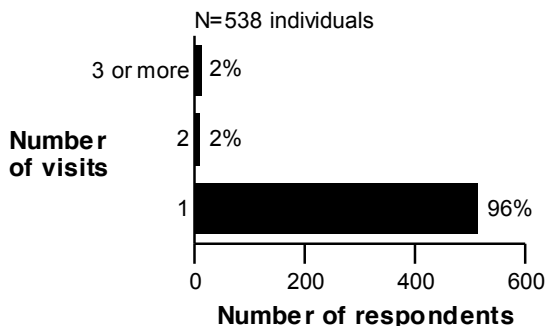
### Question 22c

For you and your personal group on this visit, how many times have you visited Klondike Gold Rush NHP since June 2006 (including this visit)?

Note: Response was limited to seven members from each visitor group.

### Results

- ☐ 96% of visitors were visiting the park for the first time since June 2006 (see Figure 8).
- ☐ 4% visited two or more times.



**Figure 8: Number of visits to park since June 2006**

## Visitor age

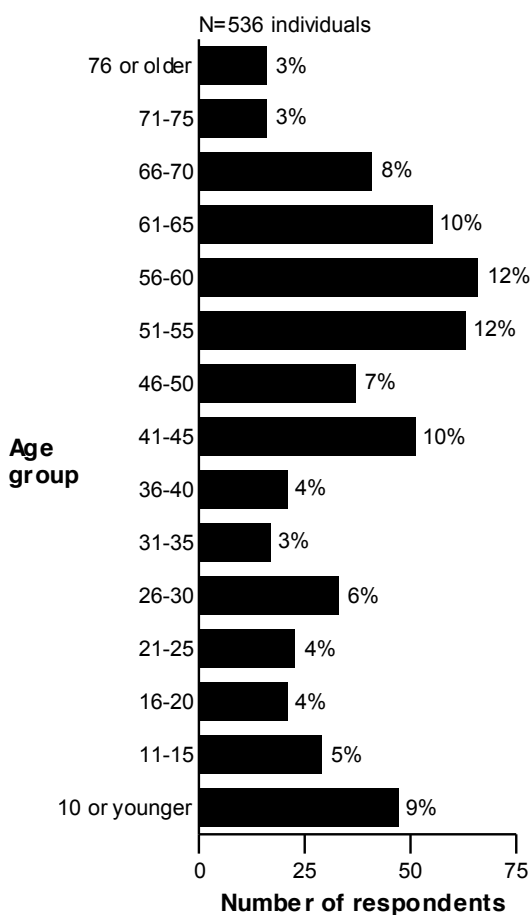
### Question 22a

For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

### Results

- ☐ Visitor ages ranged from 1 to 90 years.
- ☐ 34% of visitors were in the 51- 65 years age group (see Figure 9).
- ☐ 21% were 36-50 years old.
- ☐ 14% were 15 years or younger.
- ☐ 14% were 66 or older.



**Figure 9: Visitor age**

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## Awareness of park

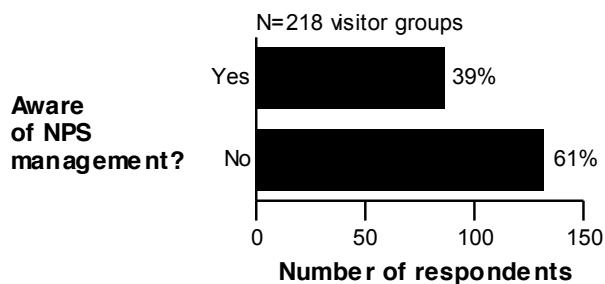
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### Question 2a

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

### Results

- ☐ 39% of visitor groups were aware that Klondike Gold Rush NHP is a unit of the National Park System prior to their visit (see Figure 10).



**Figure 10: Visitor groups that were aware Klondike Gold Rush NHP is a unit of the National Park System**

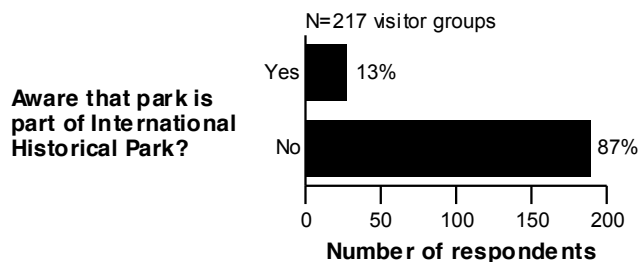
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### Question 2b

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

### Results

- ☐ 13% of visitor groups were aware that Klondike Gold Rush NHP is a part of Klondike Gold Rush International Historical Park prior to their visit (see Figure 11).



**Figure 11: Visitor groups that were aware Klondike Gold Rush NHP is part of Klondike Gold Rush International Historical Park**

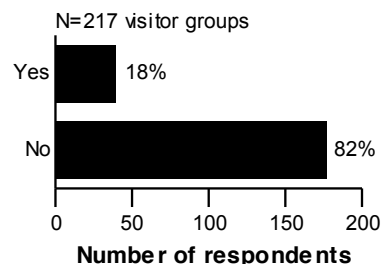
## Question 2c

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

## Results

- ☐ 18% of visitor groups were aware of the related site, Klondike Gold Rush NHP in Skagway, Alaska (see Figure 12).

**Aware of related site in Skagway?**



**Figure 12: Visitor groups that were aware of the related site, Klondike Gold Rush NHP in Skagway, Alaska**

## Visits to Klondike Gold Rush NHP, Skagway, Alaska

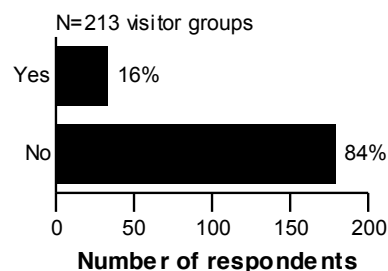
## Question 2d

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

## Results

- ☐ 16% of visitor groups had visited Klondike Gold Rush NHP in Skagway, Alaska (see Figure 13).

**Have visited site in Skagway?**



**Figure 13: Visitor groups that had visited Klondike Gold Rush NHP in Skagway, Alaska**

## Question 2e

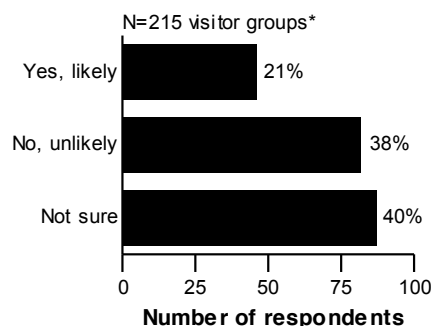
Would you and your personal group be likely to visit Klondike Gold Rush NHP in Skagway, Alaska in the future?

## Results

40% of visitor groups were not sure of visiting Klondike Gold Rush NHP in Skagway, Alaska in the future (see Figure 14).

- ☐ 38% were unlikely to visit.

**Likely to visit NHP in Skagway?**



**Figure 14: Visitor groups that were likely to visit Klondike Gold Rush NHP in Skagway, Alaska in future**

## Trip/Visit Characteristics and Preferences

### Information sources prior to visit

#### Question 1a

Prior to your visit, how did you and your personal group obtain information about Klondike Gold Rush National Historical Park (NHP)?

#### Results

- ☐ 70% of visitor groups obtained information about Klondike Gold Rush NHP prior to their visit (see Figure 15).

- ☐ As shown in Figure 16, among those visitor groups who obtained information about Klondike Gold Rush NHP prior to their visit, the most common sources were:

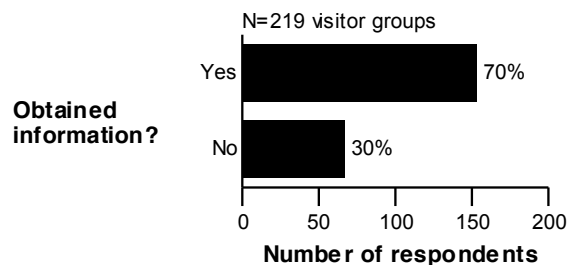
39% Travel guides/tour guides  
33% Map/brochures  
22% Friends/relatives/word of mouth

- ☐ “Other” sources (8%) were:

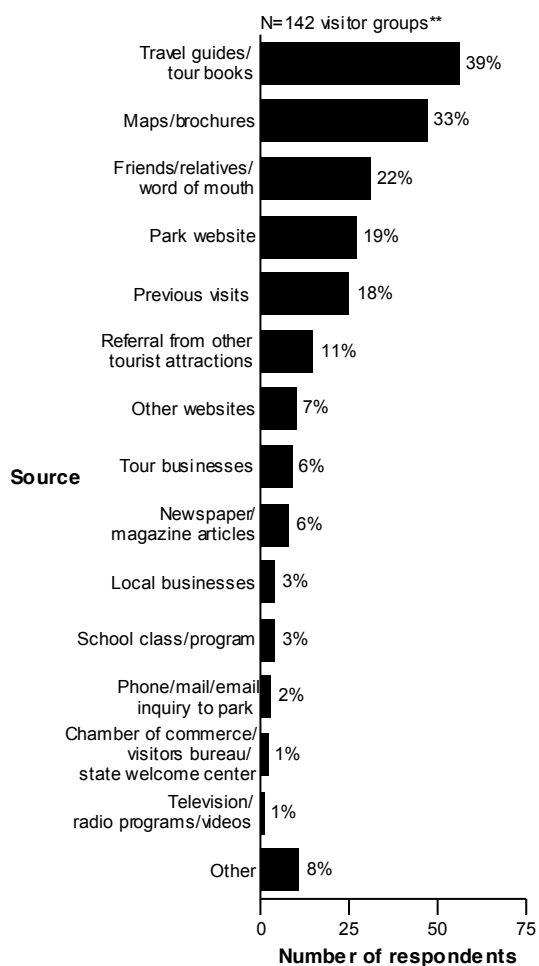
Booth at festival  
Just stumbled onto it  
National Park office, Seattle  
National Park Service passport  
National Parks Conservation  
Association  
Underground Tour

- ☐ Referrals from “other tourist attractions” (11%) were:

Double-decker bus  
Fire Festival  
Gray Line Tours  
Guide on Amtrak  
Seattle Police Museum  
Smith Tower  
Underground Tour



**Figure 15: Visitor groups that obtained information about Klondike Gold Rush NHP prior to visit**



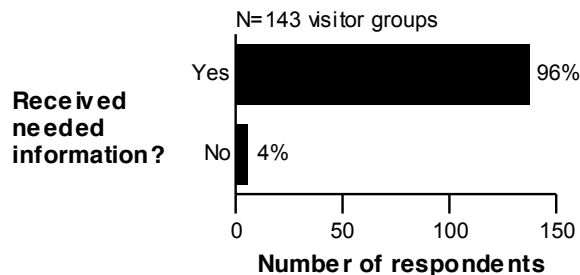
**Figure 16: Sources of information used by visitor groups prior to visit**

## Question 1c

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?

## Results

- ☐ 96% of visitor groups received needed information prior to their visit (see Figure 17).



**Figure 17: Visitor groups that received needed information prior to their visit**

## Question 1d

If NO, what type of park information did you and your personal group need that was not available? (open-ended)

Results – Interpret with **CAUTION!**

- Thirteen visitor groups listed information they needed, but was not available (see Table 5).

**Table 5: Needed information**

N=13 comments;

**CAUTION!**

Type of information	Number of times mentioned
Hours and location	3
Unaware museum existed	3
Signage	1
Books in other languages	1
Correct address of museum	1
Details about location and what was available in Seattle	1
Directions to the museum	1
Guidebook had old address	1
Information for out-of-state visitors	1

## Information sources for future visit

### Question 1b

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?

### Results

- ☐ As shown in Figure 18, the sources most commonly preferred by visitor groups for obtaining information about Klondike Gold Rush NHP on a future visit were:

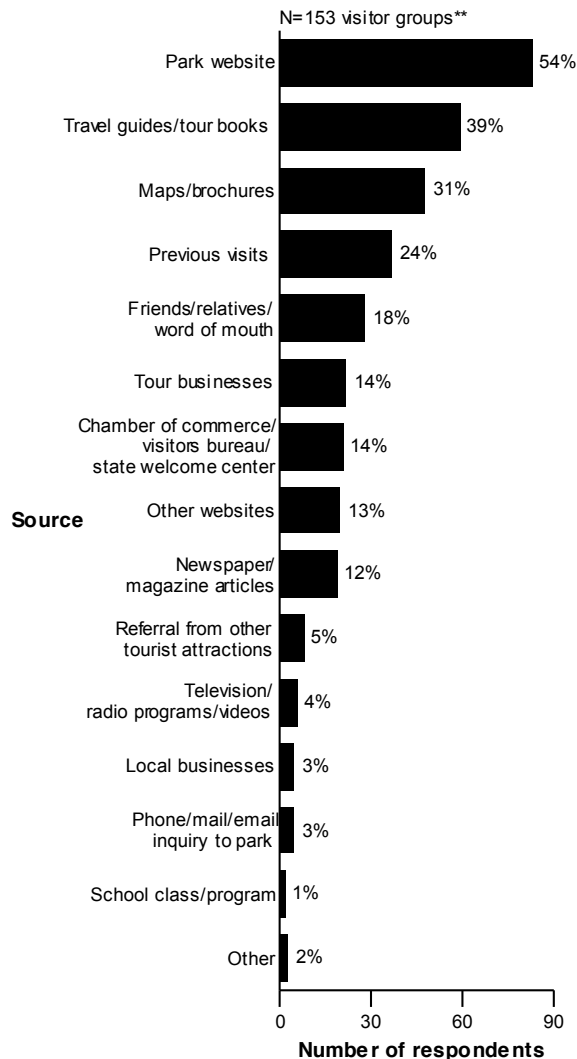
54% Park website  
39% Travel guides/tour books  
31% Maps/brochures

- ☐ “Other” sources (2%) were:

AAA Journey Magazine  
Underground Tour

- ☐ Referrals from “other tourist attractions” (5%) were:

Other national parks  
Mount St. Helens  
Underground Tour



**Figure 18: Sources of information preferred for future visit**

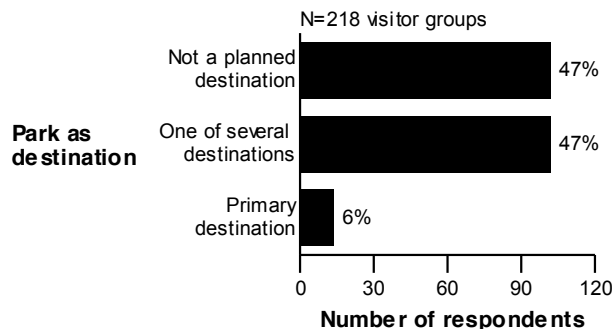
## Park as destination

### Question 6

How did this visit to Klondike Gold Rush NHP fit into your personal group's travel plans?

### Results

- ☐ For 47% of visitor groups, Klondike Gold Rush NHP was not a planned destination (see Figure 19).
- ☐ 47% indicated that the park was one of several destinations.



**Figure 19: How visit to park fit into visitor groups' travel plans**

## Adequacy of directional signs

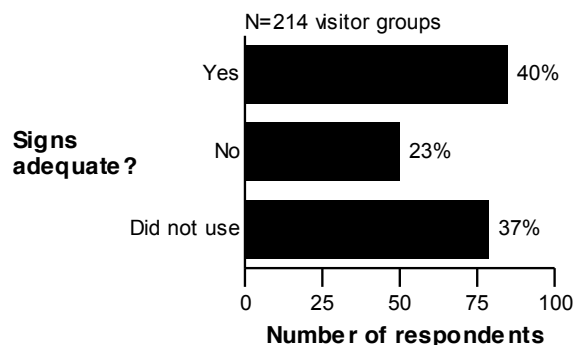
### Question 4

Were the signs directing you and your personal group to sites of Klondike Gold Rush NHP adequate?

### Results

#### Pedestrian signs in Seattle

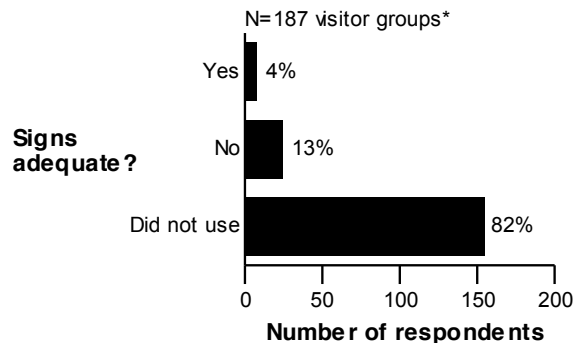
- ☐ 40% of visitor groups indicated the pedestrian signs were adequate to direct them to the park (see Figure 20).
- ☐ 37% did not use pedestrian signs to direct them to the park.



**Figure 20: Visitor groups' opinions on adequacy of pedestrian signs**

#### Driving signs in Seattle

- ☐ 82% of visitor groups did not use driving signs to direct them to the park (see Figure 21).
- ☐ 13% indicated that the driving signs were not adequate.



**Figure 21: Visitor groups' opinions on adequacy of driving signs**

## Question 4b

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

## Results

- Sixty-seven visitor groups commented on problems with directional signs (see Table 6).

**Table 6: Comments on directional signs**

N=67 comments

Sign type	Comment	Number of times mentioned
Pedestrian signs	Did not see any signs	19
	No signs except in front of museum	7
	Had to ask directions	6
	Only saw one sign	5
	Too few signs	2
	Unable to find the park	2
	Difficult to find	1
	Hotel map incorrect	1
	Looking for wrong name	1
	Post signs throughout Pioneer Square	1
	Sign was not obvious enough	1
	Signs were too small	1
Driving signs	Did not see any	10
	Hard to find	2
	No signs except in front of museum	2
	Too few signs	2
	Need better directional signage	1
	No signs	1
	Only saw one sign	1
	The city streets are confusing	1



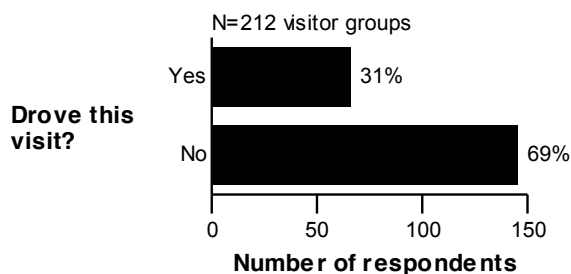
## Parking problems

### Question 5a

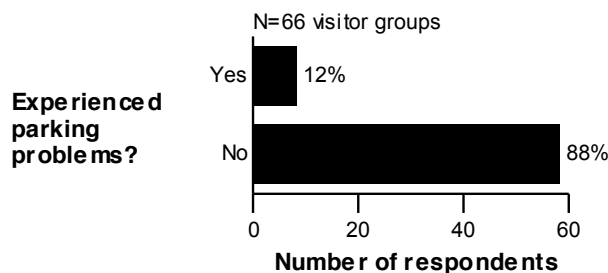
On this visit to Klondike Gold Rush NHP, did you and your personal group experience any parking problems?

### Results

- ☐ 69% of visitor groups did not drive on this visit to the park (see Figure 22).
- ☐ 12% of the visitor groups that drove to the park experienced parking problems (see Figure 23)



**Figure 22: Visitor groups that drove to the park**



**Figure 23: Visitor groups that experienced parking problems**

### Question 5b

If YES, what parking problems did you experience?

### Results – Interpret with **CAUTION!**

- Seven visitor groups commented on problems with parking (see Table 7).

**Table 7: Parking problems**

N=7 comments

**CAUTION!**

Comment	Number of times mentioned
Hard to find parking	4
Parking lots expensive	3

## Forms of transportation

### Question 3a

On the day that you received this questionnaire, what was your last mode of transportation to arrive at Klondike Gold Rush NHP?

### Results

- ☐ 34% of visitor groups walked from home/hotel/other attractions in the area (see Figure 24).
- ☐ 32% walked from a public transportation station (bus, train, trolley, etc.)
- ☐ "Other" types of transportation (3%) were:

Bus  
Water taxi

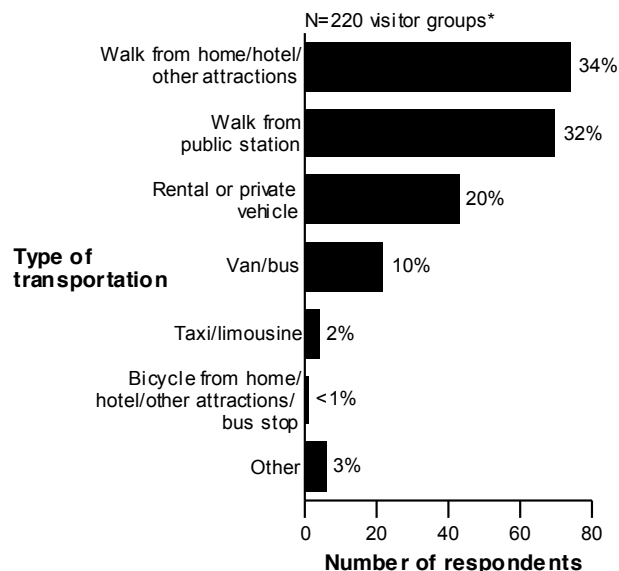


Figure 24: Type of transportation

## Number of vehicles

### Question 3b

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?

### Results

- ☐ 100% of visitor groups used one vehicle to arrive at the park (N=48).

## Length of visit

### Question 7a

On this visit, how long in total did you and your personal group spend visiting Klondike Gold Rush NHP only?

### Results

- ☐ 69% of visitor groups spent one hour visiting the park (see Figure 25).
- ☐ 23% spent two or more hours.
- ☐ The average length of stay was one hour.

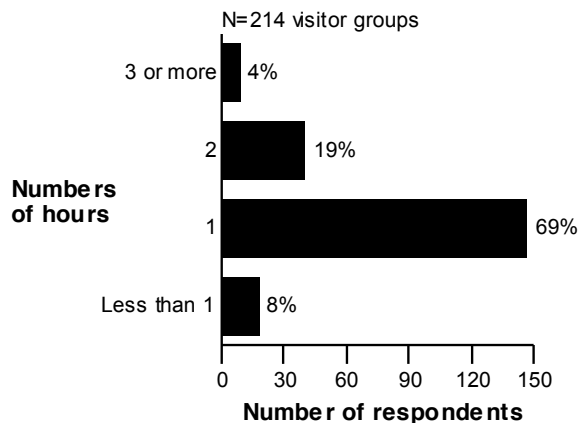


Figure 25: Number of hours spent visiting the park

### Question 7b

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

### Results

- ☐ 3% of visitor groups spent more than one day visiting the park (see Figure 26).

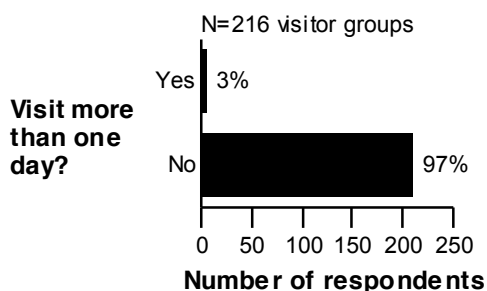


Figure 26: Visitor groups that spent more than one day visiting the park

### Question 7c

If YES, on how many days did you visit?

### Results – Interpret with **CAUTION!**

- ☐ Not enough visitor groups responded to this question to provide reliable results (see Figure 27).

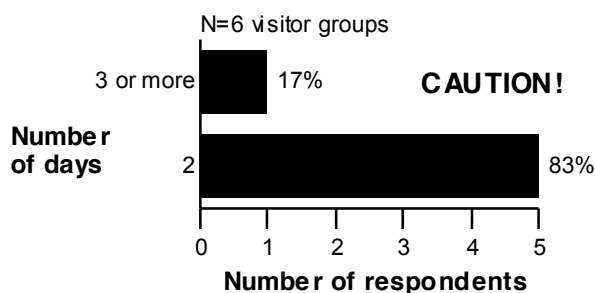


Figure 27: Number of days spent visiting the park

## Sites visited in Seattle

### Question 8

On this visit, which of the following sites in the city of Seattle did you and your personal group visit?

### Results

- ☐ As shown in Figure 28, the most commonly visited sites in the city of Seattle by visitor groups at Klondike Gold Rush NHP were:

79% Pike Place Market/Space Needle/Seattle Center  
31% Underground Tour  
30% Sculpture Garden

- ☐ The least visited sites were:

2% National Park Conservation Association  
2% Theater/plays

- ☐ "Other" sites visited (36%) are shown in Table 8.

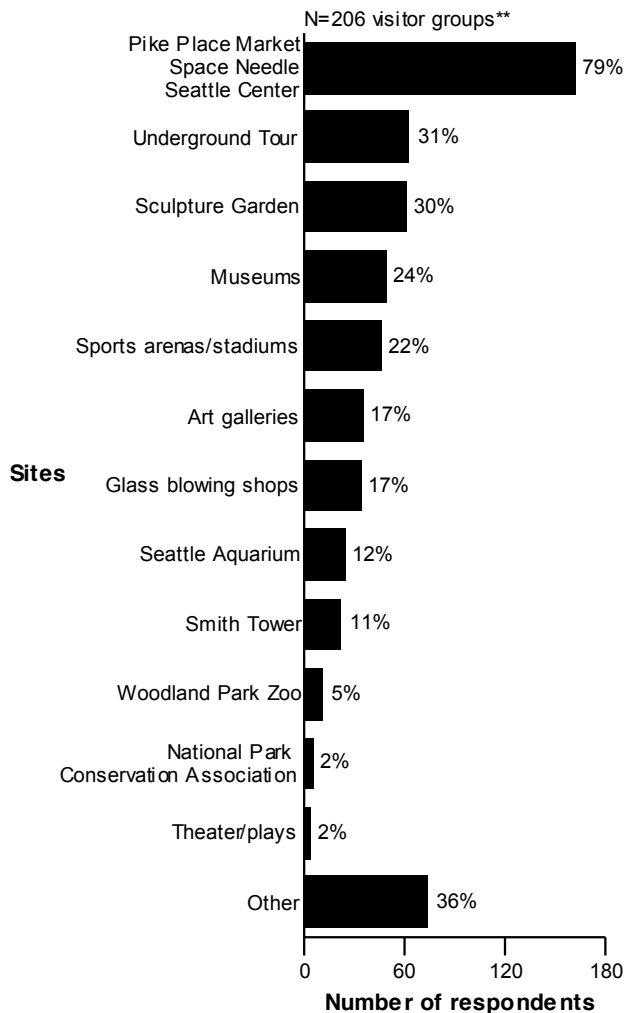


Figure 28: Sites visited

**Table 8: “Other” sites visited**  
N=87 comments

Site	Number of times mentioned
Ballard Locks	6
Experience Music Project	4
Harbor cruise	4
Locks (unspecified)	3
Shopping	3
Alki Beach	2
Boeing tour	2
Capitol Hill	2
Chittenden Locks	2
Duck tour	2
Elliot Bay Bookstore	2
Fire Museum	2
Fremont	2
International District Festival	2
Japanese Tea Garden	2
Olde Curiosity Shoppe	2
Local neighborhoods/homes	2
Piers/waterfront	2
Pioneer Square	2
Police Museum	2
Restaurants	2
Tour of Seattle	2
University of Washington	2
UPS Waterfall Garden	2
Arboretum	1
Chinatown	1
Coffee houses	1
Columbia Tower	1
Double-decker bus	1
Flying Heritage Collection	1
Fort Defiance	1
Fremont Troll	1
Gasworks Park	1
Gig Harbor	1
Grand Central Bakery	1
Islands	1
July 4th fireworks	1
King County Court House	1
Lake Union	1
Music Museum	1
Olympic National Park	1
Parks for hiking - San Juan Island	1
Parks/shops in Pioneer Square area	1

---

**Table 8: “Other” sites visited**  
(continued)

Site	Number of times mentioned
"Pedestrian Zone" in Seattle Center	1
Pier/area around Pikes	1
Rode ferry to Bainbridge Island	1
Safeco	1
Saint James Cathedral	1
Seattle - BC Clipper tour	1
Seattle Fire Festival	1
Soap shop	1
Tellicum Village Cruise	1
Train station	1
Waterfall in Pioneer Square	1
Westport Beach	1
Wing Luke Asian Museum	1

---

## Activities

### Question 11a

On this visit in which activities did you and your personal group participate while visiting Klondike Gold Rush NHP?

### Results

- ☐ As shown in Figure 29, the most common activities in which visitor groups participated were:

76% Viewing visitor center exhibits  
57% Enjoying Seattle and Puget Sound  
31% Shopping in park bookstore

- ☐ "Other" activities (15%) were:

Attending Baseball game - Safeco  
Collecting rocks and minerals  
Hands-on activities  
Historical information  
Home school education  
Learning about Seattle's role in Klondike Gold Rush  
Learning about the gold rush  
Learning more about Seattle  
Listed on tourist map - curious  
Obtaining information about Alaska trip  
Obtaining National Park material  
Recommended by Amtrak tour trail guide  
Self-guided tour  
Something to do/filling time  
Stop along the "Best of Neighborhood Walks"  
Talking to rangers  
Tour guide recommendation  
Vacationing  
Visiting Pioneer Square  
Visiting the smallest national park  
Work

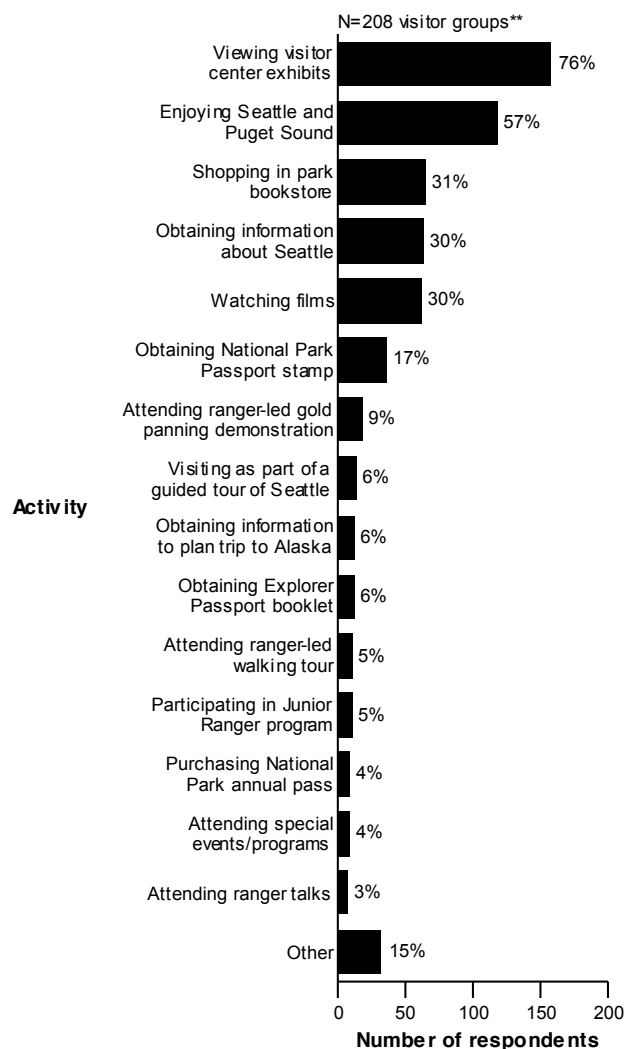


Figure 29: Activities on this visit

## Films watched

### Question 11a

Which films did you and your personal group watch?

### Results

- ☐ 53% of visitor groups the film entitled “Seattle: Gateway to the Goldfields” (see Figure 30).
- ☐ 49% watched “Days of Adventure, Dreams of Gold.”

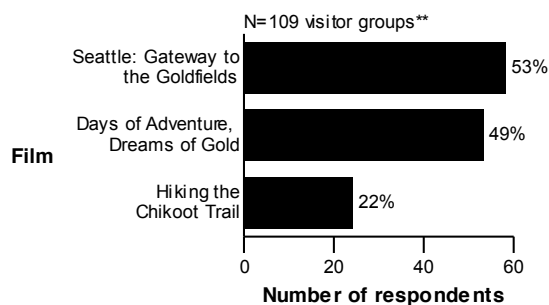


Figure 30: Films watched

## Activity as primary reason for visiting the park

### Question 11b

Which one of the above activities was the primary reason you and your personal group visited Klondike Gold Rush NHP on this visit?

### Results

- As shown in Figure 31, the most common activities listed by visitor groups as their primary reason for visiting the park were:

50% Viewing visitor center exhibits  
13% Enjoying Seattle and Puget Sound

- “Other” activities (16%) were:

Baseball game - Safeco  
"Best of Neighborhood Walks"  
Collect rocks and minerals  
Historical information  
Home school education  
Just stopping by  
Learn about Seattle's role in the gold rush  
Listed on tourist map  
Obtain information about gold rush  
See smallest national park  
Self-guided tour  
Something to do/filling time  
Tour guide recommendation  
Trail Guide on the Amtrak tour  
Vacation  
Visit Pioneer Square  
Work

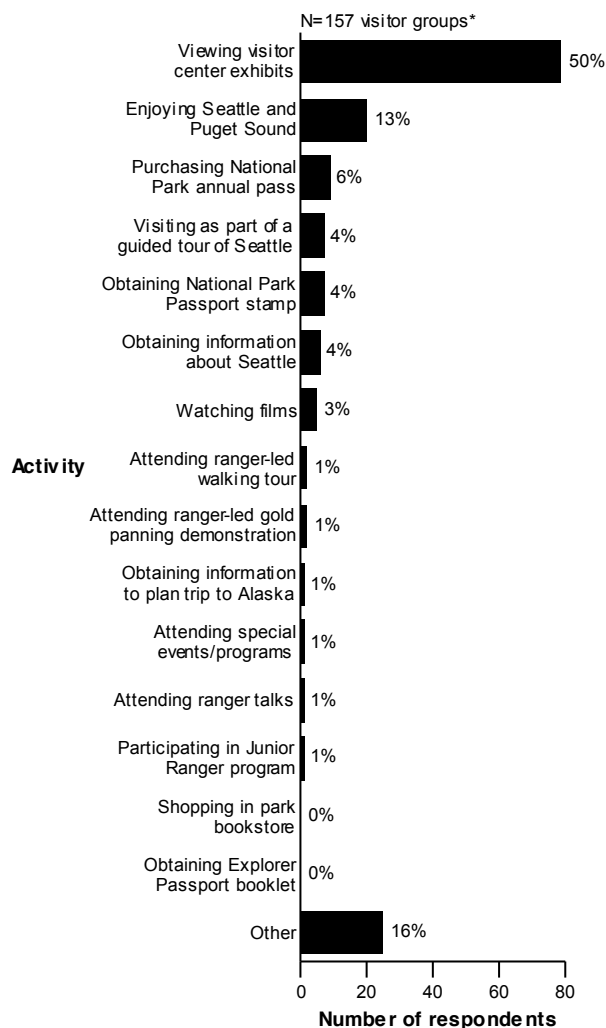


Figure 31: Primary activity



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**Bookstore sales items**

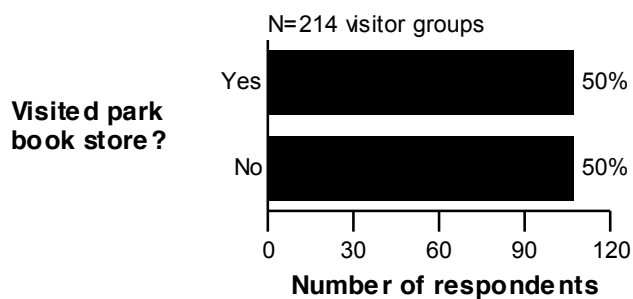
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**Question 13a**

Did you and your personal group visit the park bookstore in the visitor center?

**Results**

- ☐ 50% of visitor groups visited the park bookstore (see Figure 32).



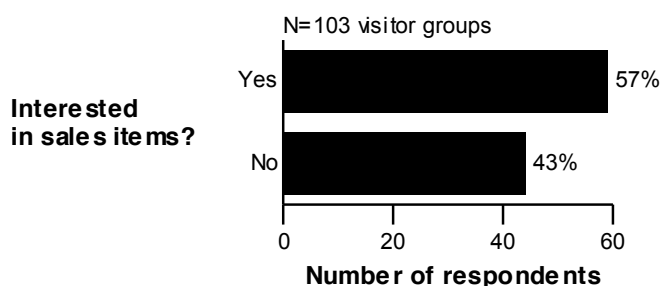
**Figure 32: Visitor groups that visited park bookstore**

**Question 13b**

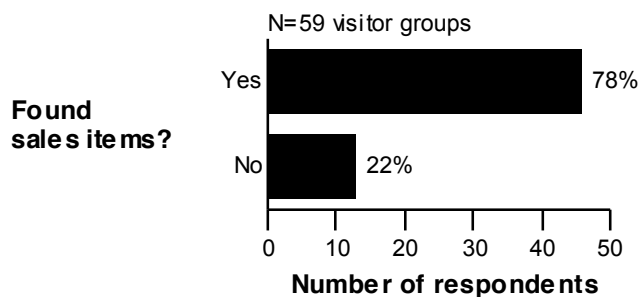
If YES, did you find the types of sales items that you and your personal group wanted?

**Results**

- ☐ 57% of visitor groups were interested in sales items in the park bookstore (see Figure 33)
- ☐ 78% of visitor groups found the types of sales items they wanted in the park bookstore (see Figure 34).



**Figure 33: Visitor groups that were interested in sales items**



**Figure 34: Visitor groups that found desired sales items in park bookstore**

## Question 13c

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

Results – **CAUTION!**

- Twelve visitor groups listed sales items they would like to have available in the park bookstore (see Table 9).

---

**Table 9: Sales items for park bookstore**

N=14 comments;  
some visitors made more than one comment.

**CAUTION!**

Sales item	Number of times mentioned
More things for children	3
Better selection of souvenirs	1
Books	1
Foreign language brochures and books	1
High quality park lapel pin	1
Hiking stick medallion	1
Inexpensive postcards - 4 or 5 for \$1.00	1
Klondike Gold Rush postcards	1
National Parks posters	1
Nicer stationery/cards	1
Postcards	1
Walking guide to Seattle	1

---

## Topics learned on this visit

### Question 10a

During your visit to Klondike Gold Rush NHP, did you and your personal group learn about the following topics?

### Results

- ☐ 85% of visitor groups learned about the topic: "Seattle's location, promotion of the Klondike Gold Rush and ability to provide supplies/services improved financial Seattle's prosperity/status" (see Figure 35).
- ☐ 81% learned about the topic: "The Klondike Gold Rush established Seattle as a leading seaport city."
- ☐ 81% learned about the topic: "The Klondike Gold Rush attracted a large number of diverse people from all over the world, for different reasons."
- ☐ "Other" topics (7%) were:

Amount of gold returned to Seattle  
History of one pioneer  
How much to carry  
Impact of Seattle fire  
Low odds of getting gold  
Nice, informational kiosks/displays  
Origin of Nordstroms  
Our weight in gold  
Personal stories  
Shanghai

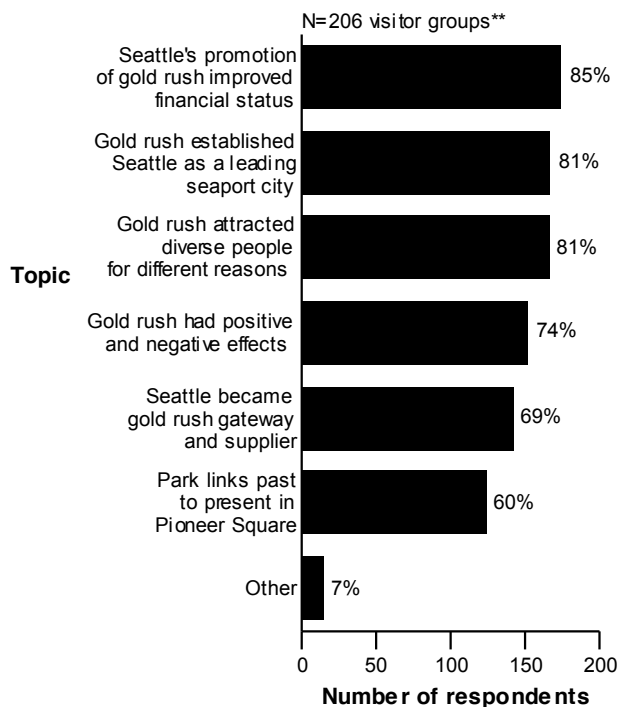


Figure 35: Topics learned on this visit

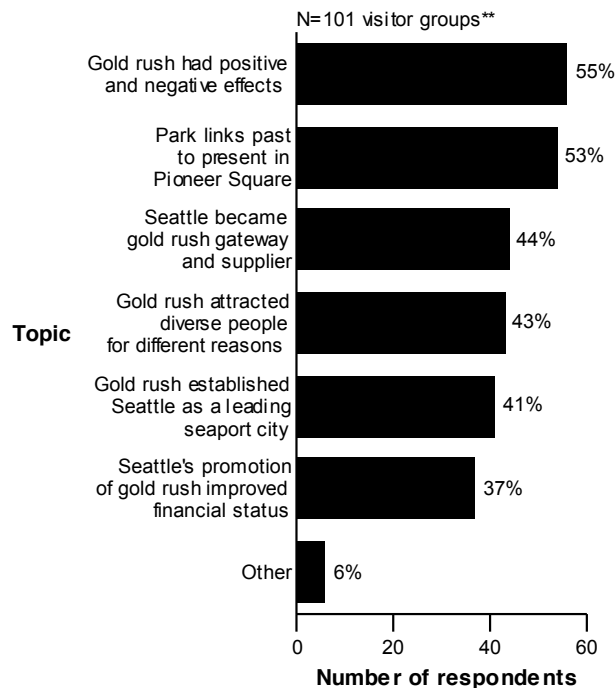
## Preferred topics on future visit

### Question 10b

If you were to visit the park in the future, would you and your personal group be interested in learning more about the following topics?

### Results

- ☐ 55% of visitor groups would be interested in learning about the topic: “The Klondike Gold Rush had both positive and negative effects on diverse individuals, cultures, and environments” (see Figure 36).
- ☐ 53% would be interested in learning about the topic: “Klondike Gold Rush NHS links the past to the present within the Pioneer Square National Historic District.”
- ☐ “Other” topics (6%) were:
  - Gold rush effect on USA/Canada relations
  - More about neighborhood
  - Personal stories of gold seekers



**Figure 36: Topics to learn on a future visit**

## Question 10c

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

## Results

- Thirty-five visitor groups responded to this question.
- Table 10 shows visitor groups' suggestions of stories that need to be emphasized or strengthened.

---

**Table 10: Stories to emphasize/strengthen**

N=42 comments;  
some visitor groups made more than one comment.

Story	Number of times mentioned
Women in the gold rush	4
Impact on Native Americans	3
More personal stories	3
Comparison of California and Klondike gold rushes	2
Environmental impact of gold-mining	2
Personal stories	2
The story of John Nordstrom	2
Danger of overland route	1
Difficult winter conditions	1
Effects on family	1
Famous Seattle-ites involved	1
How first gold was discovered	1
How gold rush saved Seattle after the fire	1
How miners lugged 1500 pounds of supplies to Klondike	1
How some prospered, some failed	1
How the park story relates to Seattle	1
Importance of the Gold Rush to Seattle's economy	1
Journeys to Seattle	1
Less text, more audio	1
Lucille's story	1
Miner's lack of knowledge regarding their impact	1
More about the workers migration patterns	1
More Chilkoot history	1
More details an Mr. Dawn's story	1
Narrative of "how to hike" Chilkoot trail	1
Number of prospectors that died	1
Number of prospectors that failed	1
Pre-gold rush Seattle	1
Safeco Field	1
Women are over-represented	1
Worldwide aspect - not just U.S.	1

---

## Opinions about safety

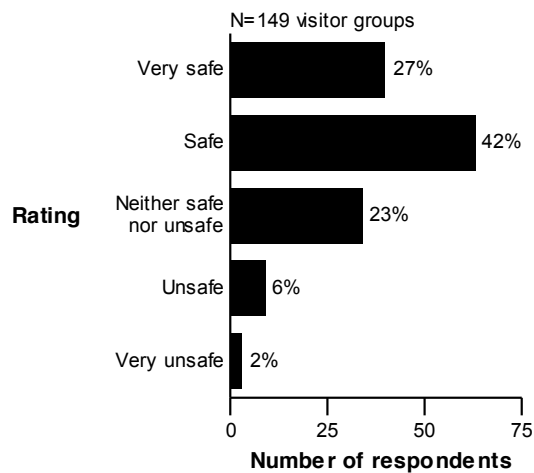
### Question 9a

On this visit, how safe did you and your personal group feel while walking around/visiting the following locations?

### Results

#### Self-guided walking tour of Pioneer Square

- ☐ 42% of visitor groups felt “safe” on the self-guided tour of Pioneer Square (see Figure 37).
- ☐ 27% felt “very safe.”

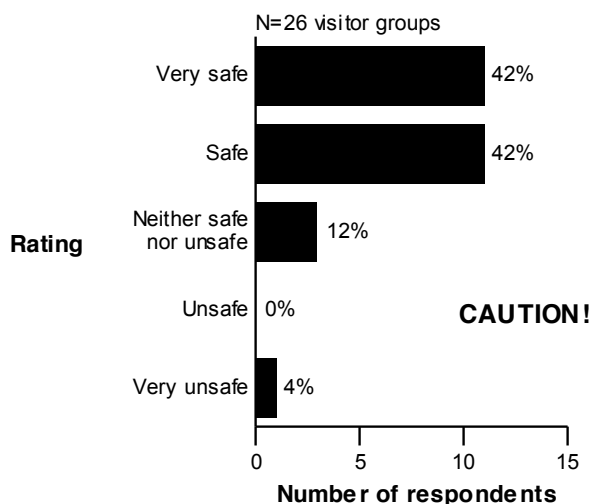


**Figure 37: Visitor groups' feeling of safety on self-guided tour of Pioneer Square**

#### Ranger-led walking tour of Pioneer Square

Interpret results with **CAUTION!**

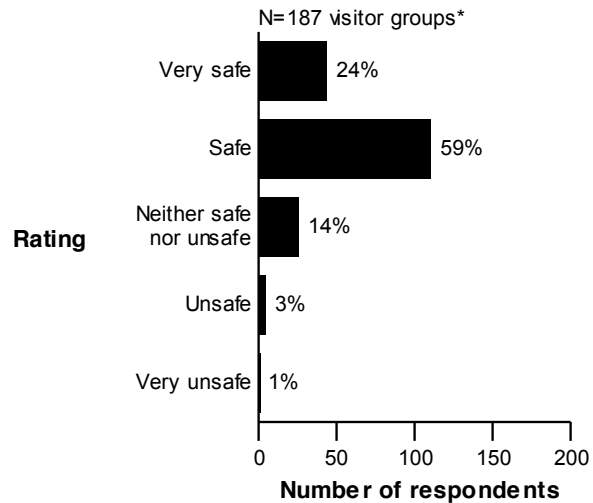
- ☐ Not enough visitor groups responded to this question to provide reliable data (see Figure 38).



**Figure 38: Visitor groups' feeling of safety on ranger-led tour of Pioneer Square**

### Visiting Seattle locations other than Pioneer Square

- ☐ 59% of visitor groups felt “safe” in Seattle locations other than Pioneer Square (see Figure 39).



**Figure 39: Visitor groups' feeling of safety at other Seattle locations**

#### Question 9b

If you marked that you felt “very unsafe” or “unsafe” for any of the above issues. Please explain why.

#### Results – **CAUTION!**

- Twenty-four visitor groups responded to this question.
- Table 11 shows visitor groups' reasons for feeling unsafe.

**TABLE 11: Reasons for feeling unsafe**

N=26 comments;  
some visitors made more than one comment.

#### **CAUTION!**

Reason	Number of times mentioned
Homeless people	17
Not a good part of town	2
Panhandlers	2
Drug trading	1
Felt unsafe	1
Litter	1
Our car was damaged in parking lot	1
Witnessed a beating near park	1

## Ratings of Visitor Services, Facilities, Attributes and Resources

### Visitor services and facilities used

#### Question 12a

Please indicate all the services and facilities that you and your personal group used at Klondike Gold Rush NHP during this visit.

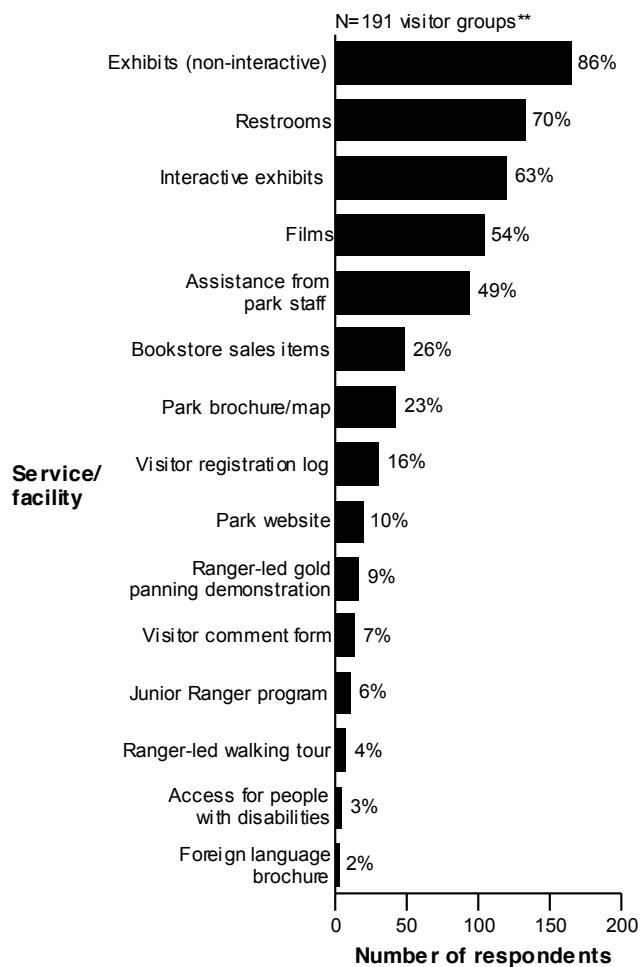
#### Results

- ☐ As shown in Figure 40, the most commonly used services and facilities were:

86% Exhibits (non-interactive)  
70% Restrooms  
63% Interactive exhibits

- ☐ The least used services/facilities were:

4% Ranger-led walking tour  
3% Access for people with disabilities  
2% Foreign language brochure



**Figure 40: Visitor services and facilities used**



## Importance ratings of visitor services and facilities

### Question 12b

Next, for only those services and facilities that you and your personal group used, please rate their importance from 1-5.

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

### Results

- ☐ Figure 41 shows the combined proportions of “extremely important” and “very important” ratings for services and facilities that were rated by 30 or more visitor groups.

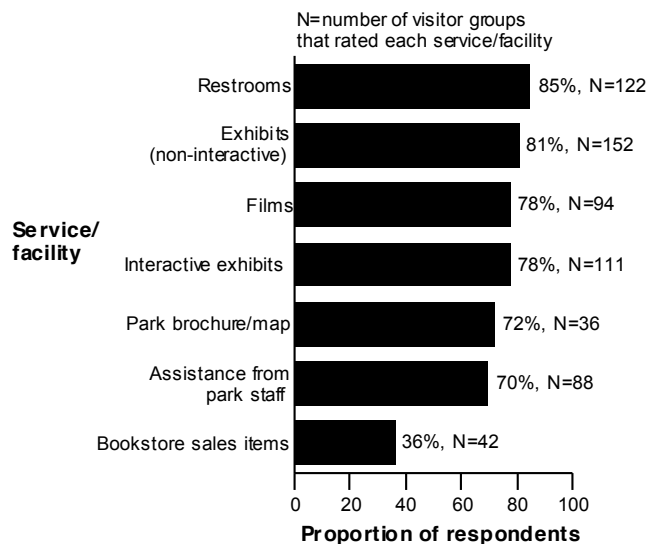
- ☐ The services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

85% Restrooms  
81% Exhibits (non-interactive)  
78% Films

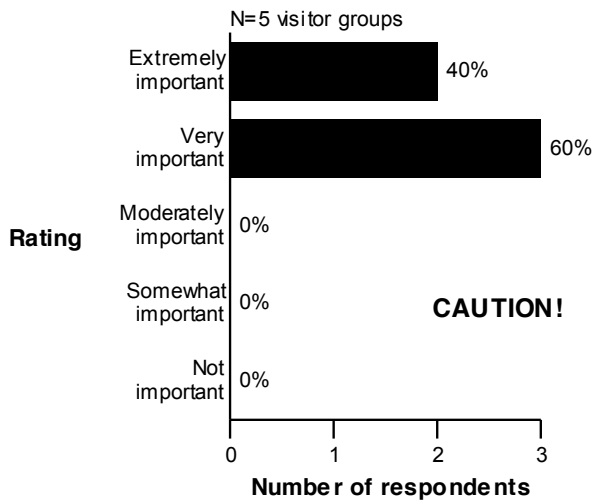
- ☐ Figures 42 to 56 show the importance ratings for each service and facility.

- ☐ The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

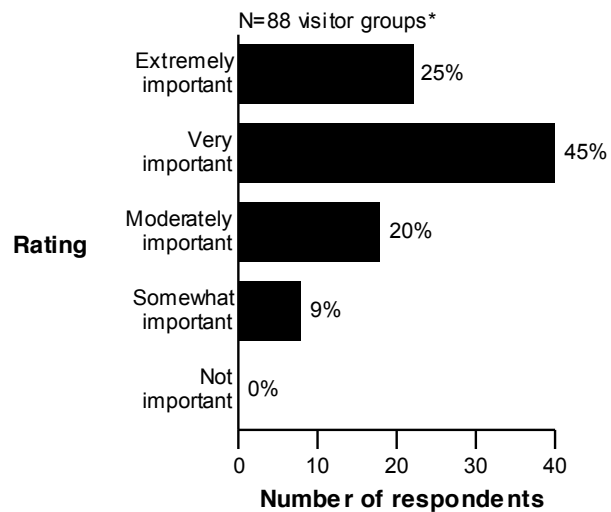
5% Bookstore sales items



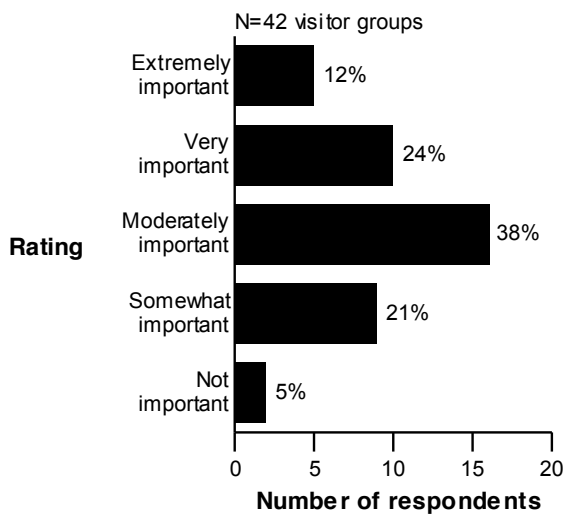
**Figure 41: Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities**



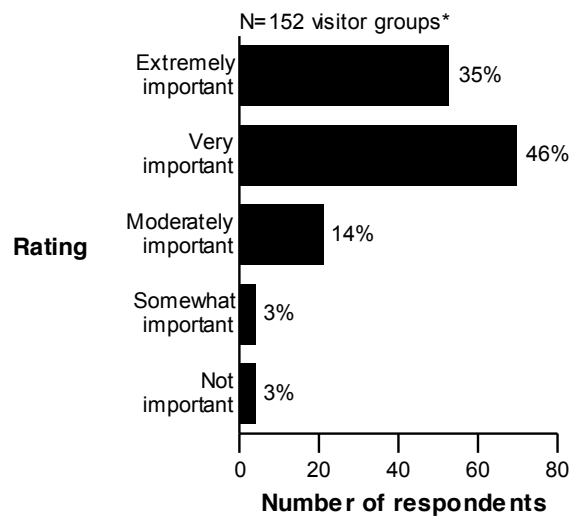
**Figure 42: Importance access for people with disabilities**



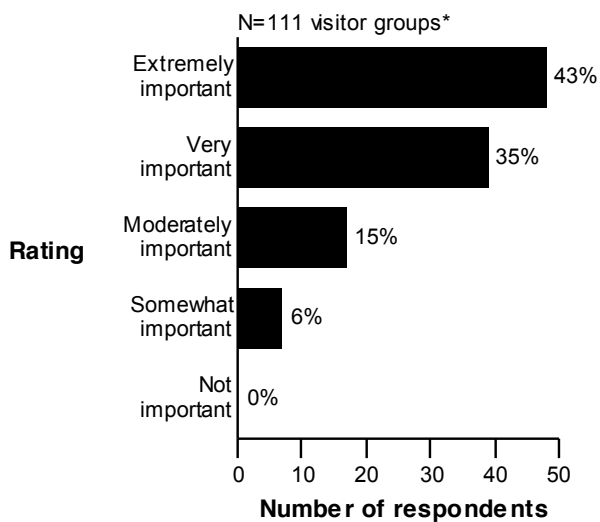
**Figure 43: Importance assistance from park staff**



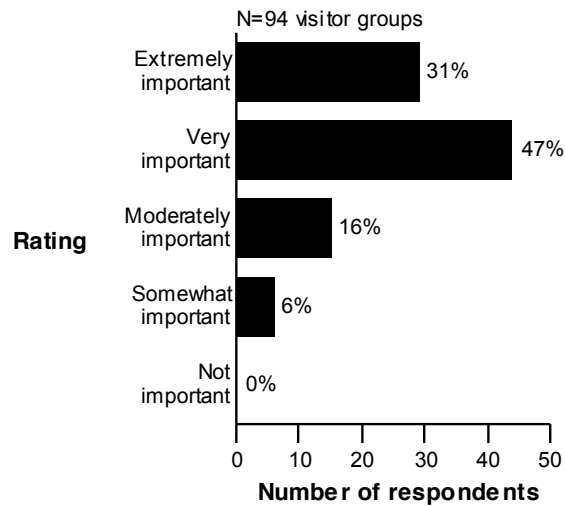
**Figure 44: Importance of bookstore sales items**



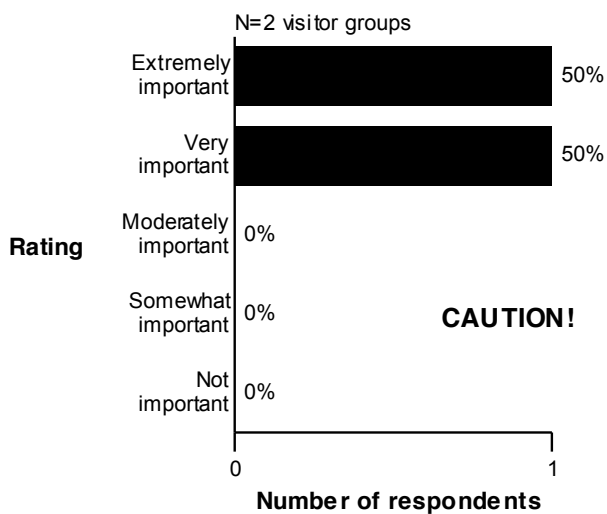
**Figure 45: Importance of exhibits (non-interactive)**



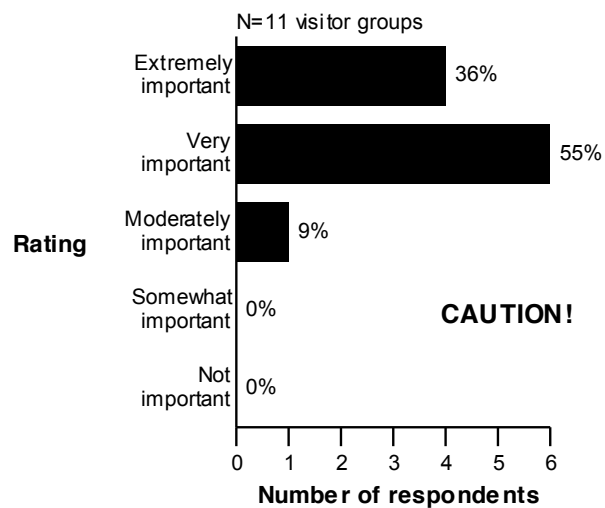
**Figure 46: Importance of interactive exhibits**



**Figure 47: Importance of films**



**Figure 48: Importance of foreign language brochure**



**Figure 49: Importance of Junior Ranger program**

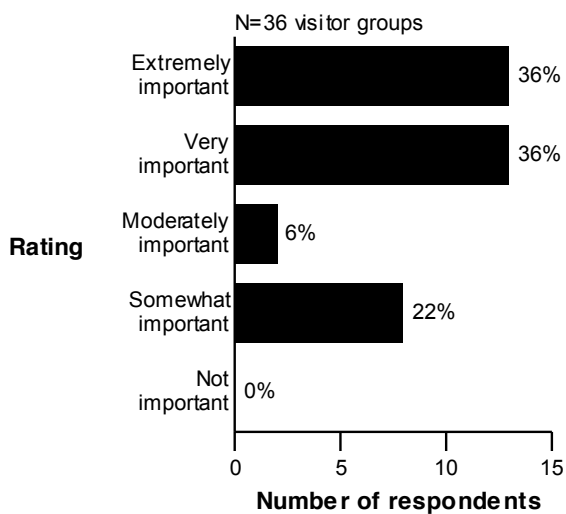


Figure 50: Importance of park brochure/map

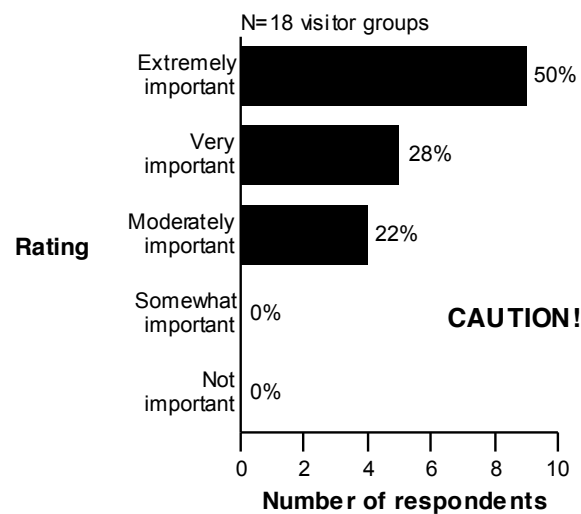


Figure 51: Importance of park website [www.nps.gov/klse](http://www.nps.gov/klse)

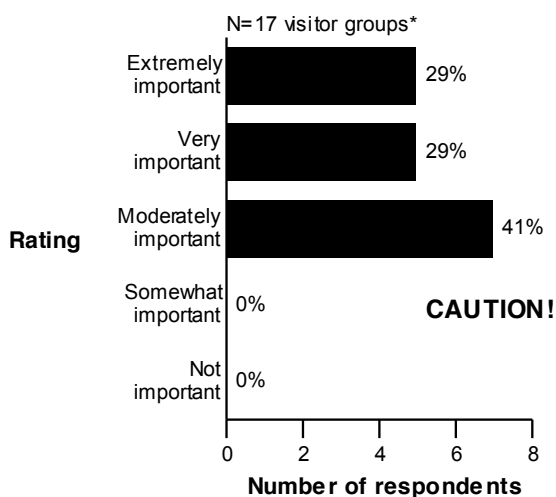


Figure 52: Importance of ranger-led gold panning demonstration

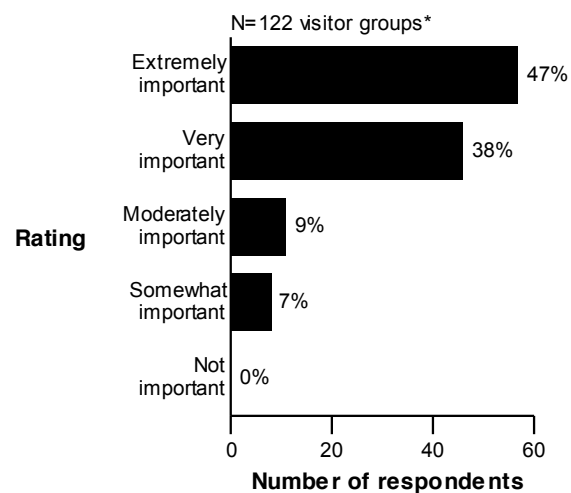


Figure 53: Importance of restrooms

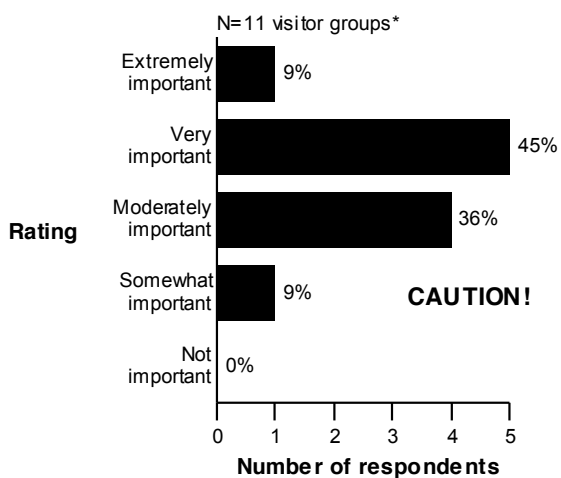


Figure 54: Importance of visitor comment form

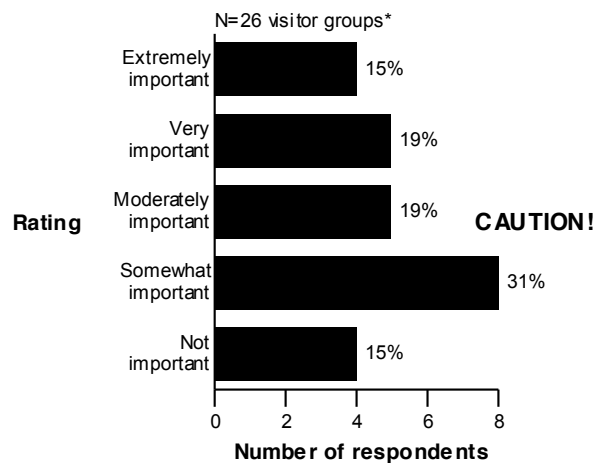


Figure 55: Importance of visitor registration log

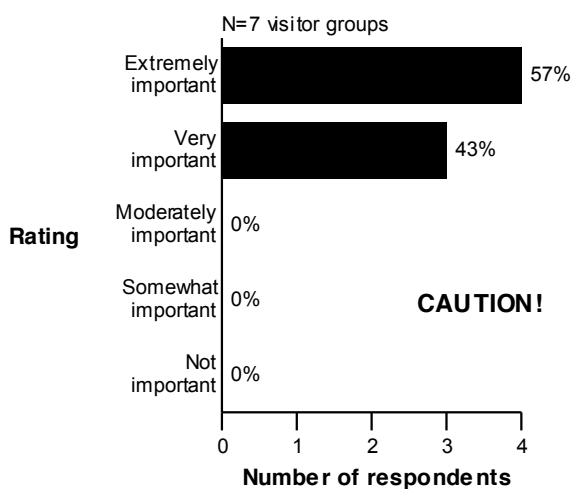


Figure 56: Importance of ranger-led walking tour

## Quality ratings of visitor services and facilities

### Question 12c

Finally, for only those services and facilities that you and your personal group used, please rate their quality from 1-5.

- 1=Very poor
- 2=Poor
- 3=Average
- 4=Good
- 5=Very good

### Results

- ☐ Figure 57 shows the combined proportions of “very good” and “good” quality ratings for services and facilities that were rated by 30 or more visitor groups.

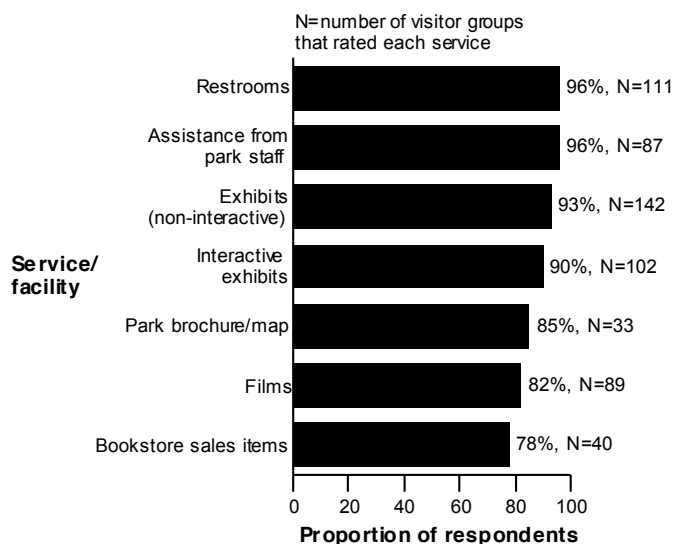
- ☐ The services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

- 96% Restrooms
- 96% Assistance from park staff
- 93% Exhibits (non-interactive)

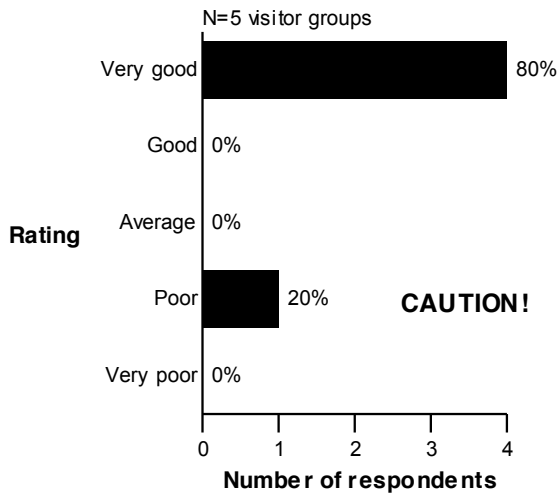
- ☐ Figures 58 to 72 show the quality ratings for each service/facility.

- ☐ The service/facility receiving the highest “very poor” quality rating that was rated by 30 or more visitor groups was:

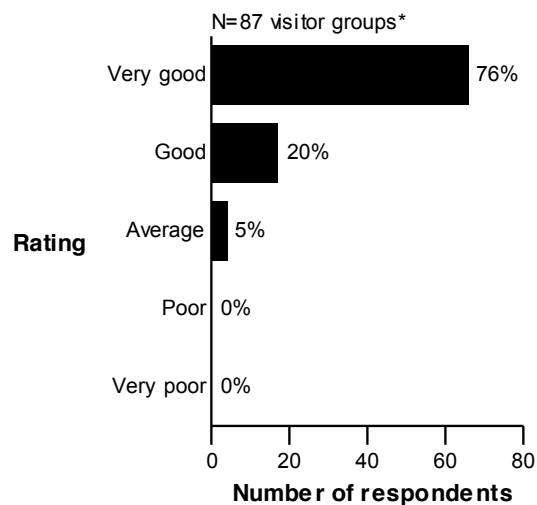
- 1% Films



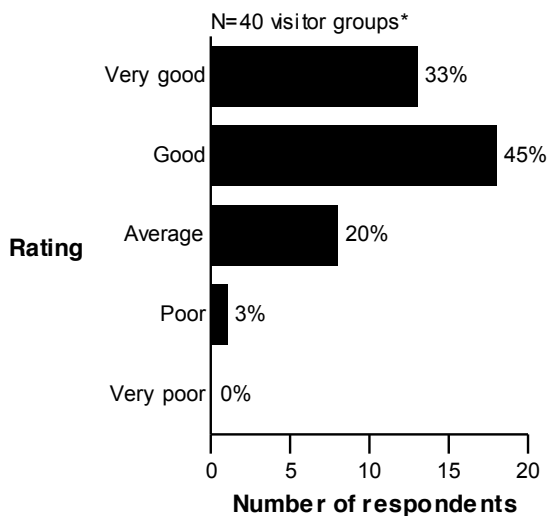
**Figure 57: Combined proportions of “very good” and “good” quality ratings of visitor services/facilities**



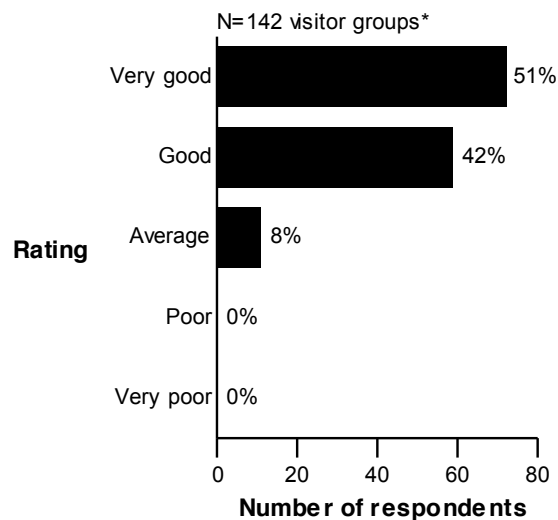
**Figure 58: Quality access for people with disabilities**



**Figure 59: Quality of assistance from park staff**



**Figure 60: Quality of bookstore sales items**



**Figure 61: Quality of exhibits (non-interactive)**

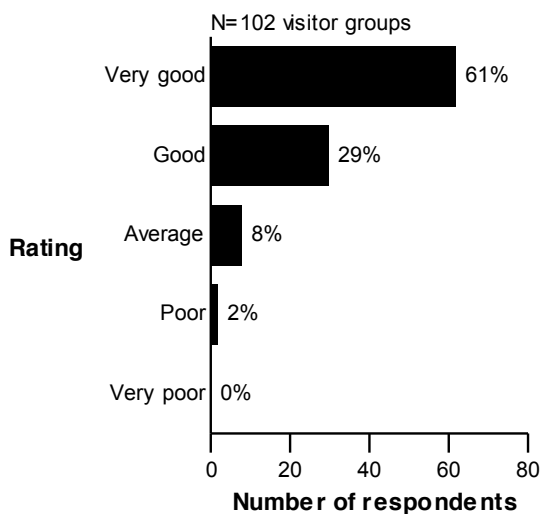


Figure 62: Quality of interactive exhibits

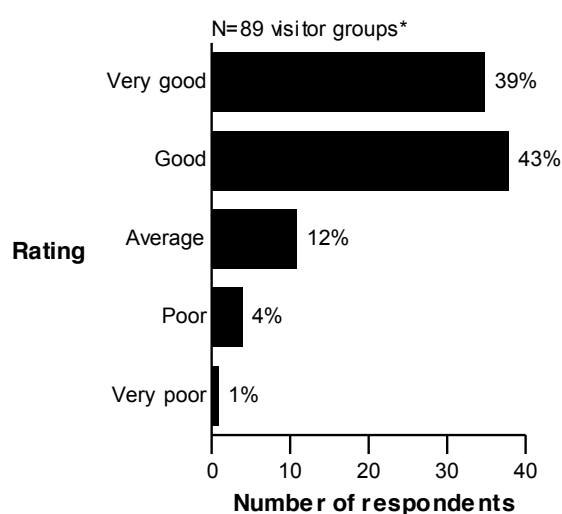


Figure 63: Quality of films

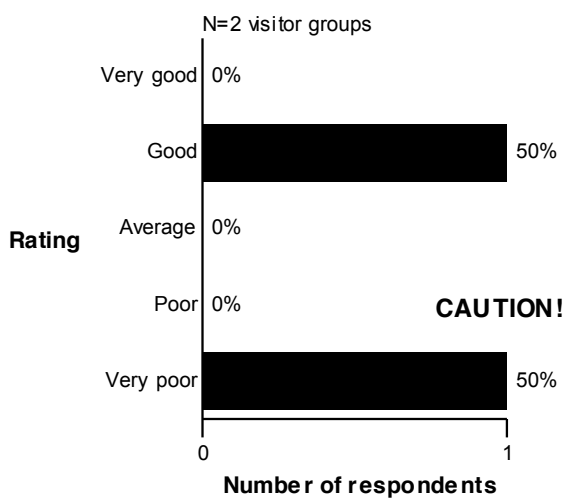


Figure 64: Quality of foreign language brochure

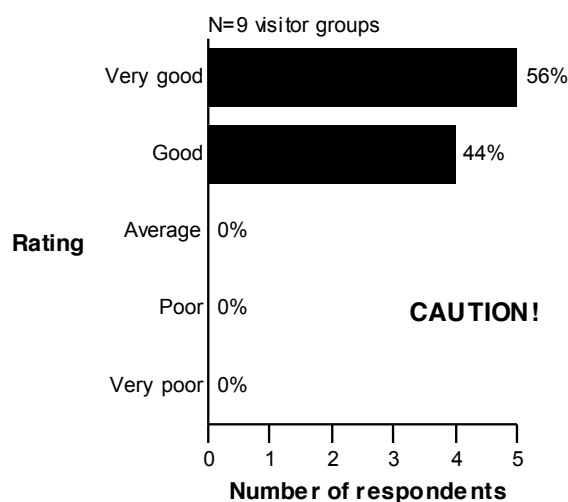


Figure 65: Quality of Junior Ranger program



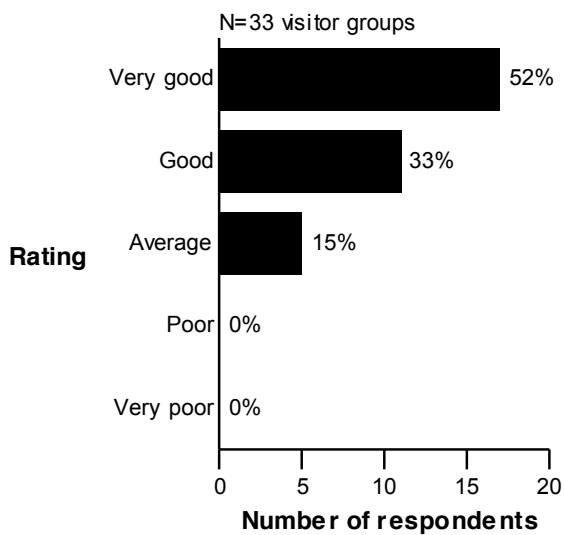


Figure 66: Quality of park brochure/map

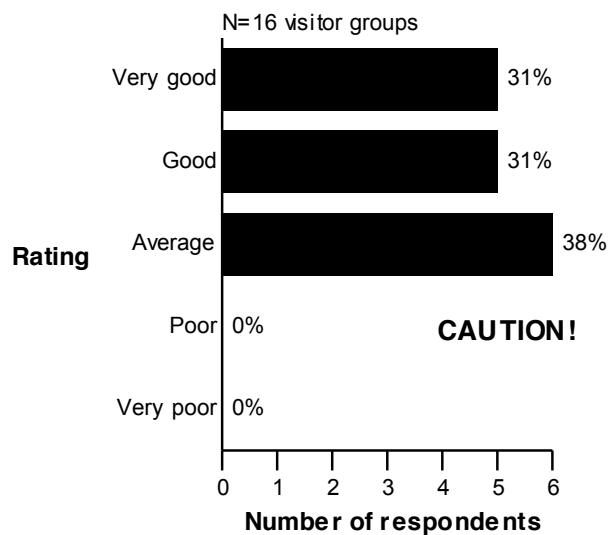


Figure 67: Quality of park website  
[www.nps.gov/klse](http://www.nps.gov/klse)

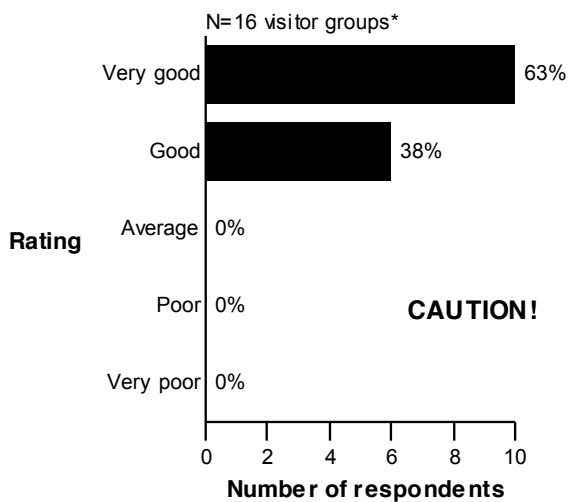


Figure 68: Quality of ranger-led gold panning demonstration

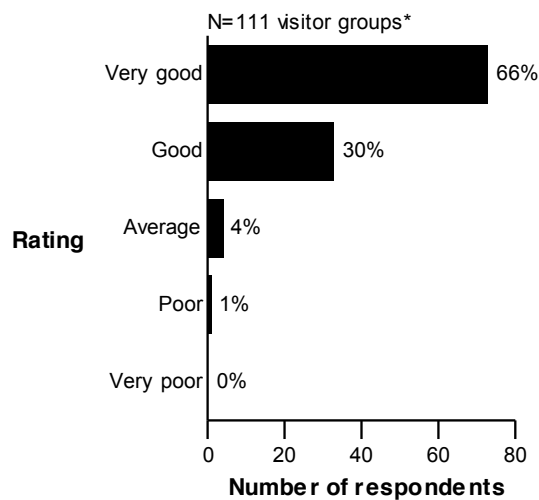


Figure 69: Quality of restrooms

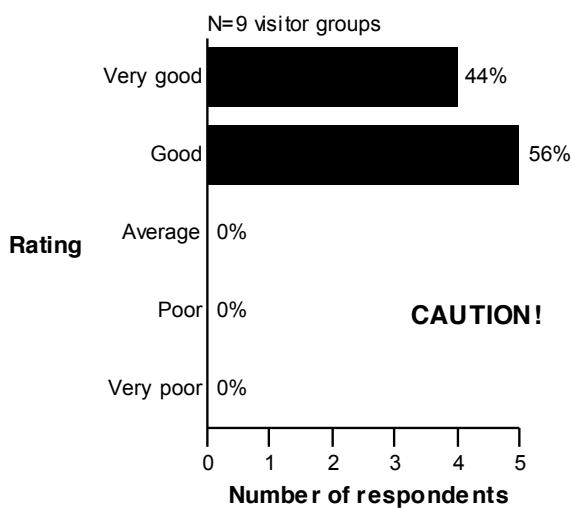


Figure 70: Quality of visitor comment form

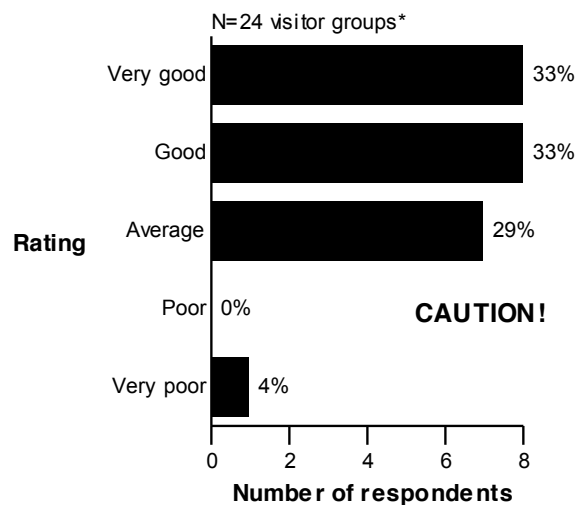


Figure 71: Quality of visitor registration log

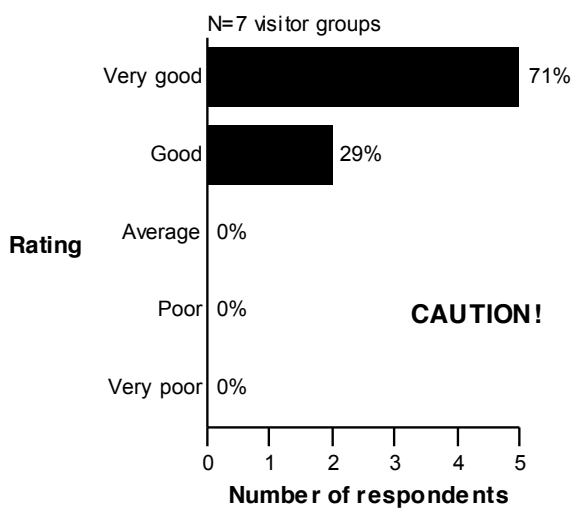


Figure 72: Quality of ranger-led walking tour

### Mean scores of importance and quality ratings for visitor services and facilities

- Figures 73 and 74 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average.

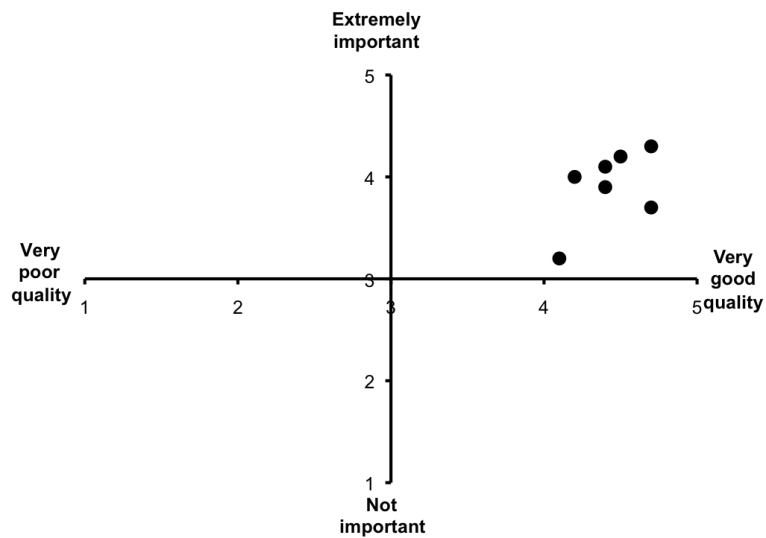


Figure 73: Mean scores of importance and quality ratings for visitor services/facilities

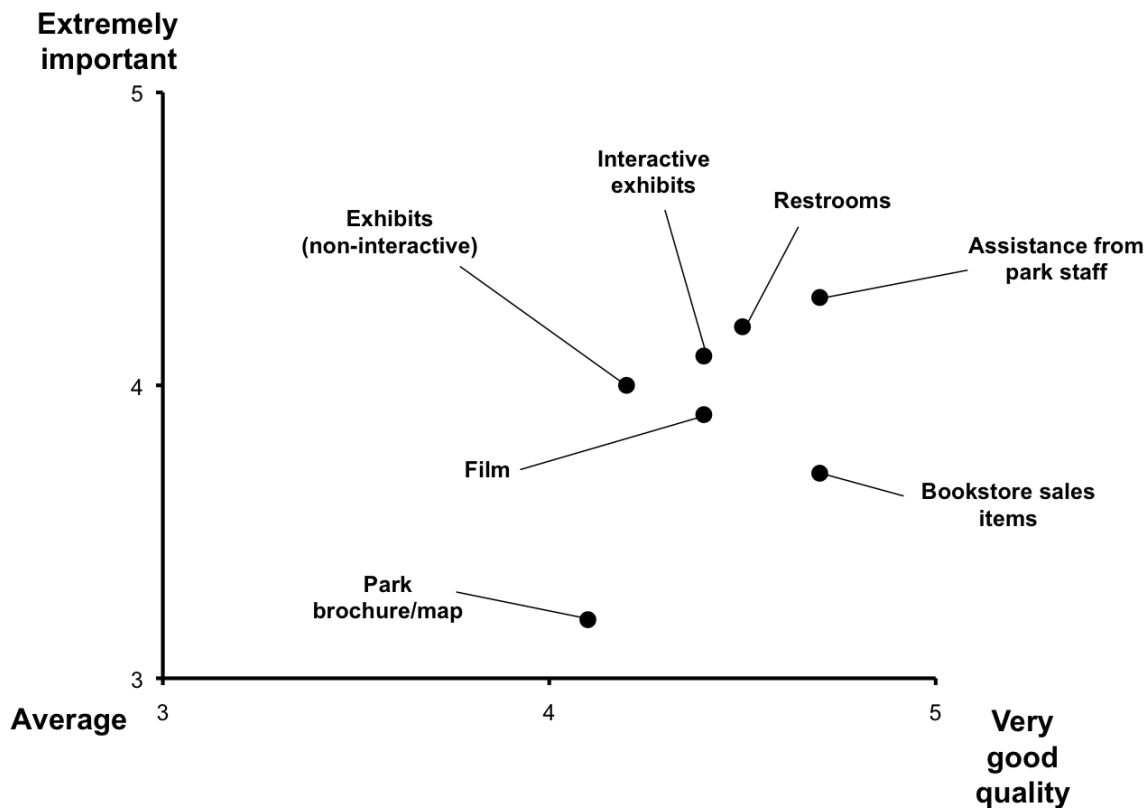


Figure 74: Detail of Figure 73

## Preferences for future visit

### Likelihood of future visit

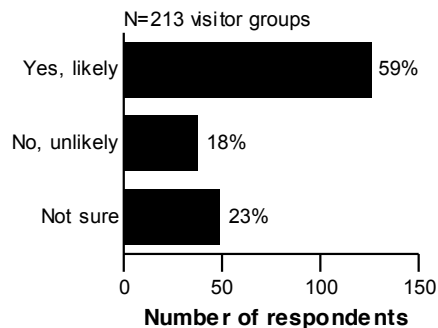
#### Question 15

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

#### Results

- ☐ 59% of visitor groups were likely to visit the park again (see Figure 75).

**Likely to visit again?**



**Figure 75: Visitor groups' likelihood of visiting the park in the future**

## Park program preferences

### Question 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?

### Results

- ☐ 85% of visitor groups were interested park programs on a future visit (see Figure 76).

- ☐ As shown in Figure 77, the most commonly preferred park programs would be:

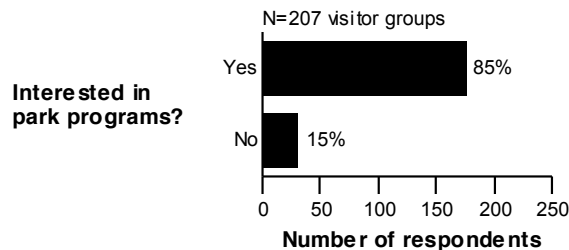
58% Hands-on gold panning  
 40% Living history/costumed programs  
 32% Outdoor setting programs  
 32% Expert historical talks/lectures

- Specific historical talks/lectures suggested were:

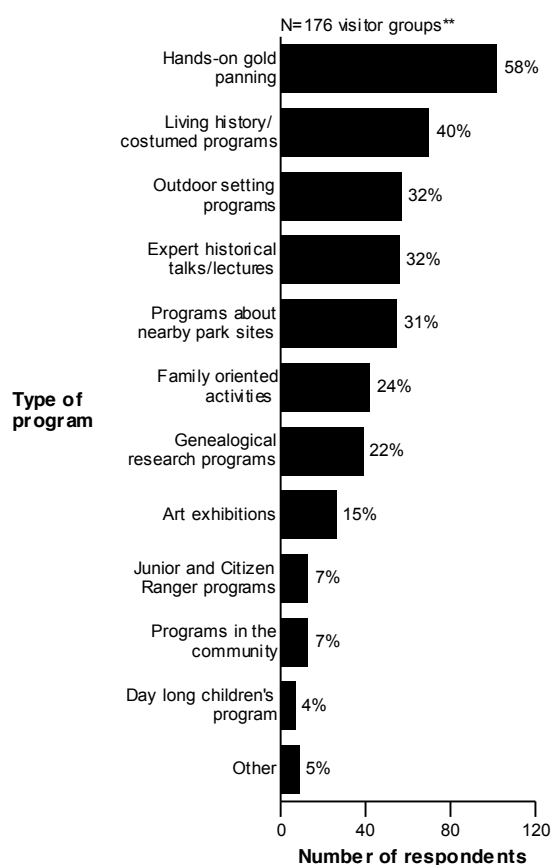
Day in the life of a gold rusher  
 Films  
 From a miner  
 From a professor  
 Geography/topography supporting gold production  
 Gold rush stories  
 Interact with real people  
 Local historians  
 Local history  
 Personal stories  
 Ranger-led tour of Pioneer Square  
 Train talks (on train)  
 Underground

- “Other” preferred park programs (5%) were:

Better films  
 Guided audio tours  
 More films  
 More personal stories  
 More pictures  
 Pioneer Square Walk with reference to Gold Rush history  
 Readings out of journals and diaries



**Figure 76: Visitor groups' interest in park programs on a future visit**

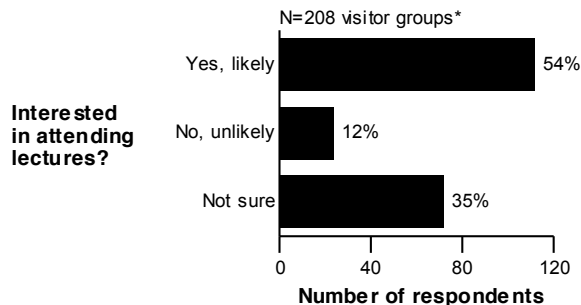


**Figure 77: Visitor groups' preferred park programs on a future visit**

## Interest in lectures/demonstrations

### Question 16a

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?



**Figure 78: Visitor groups' interest in attending lectures/demonstrations on future visit**

### Results

- ☐ On a future visit, 54% of visitor groups would be interested in attending lectures/demonstrations on various topics (see Figure 78).

### Question 16b

If YES, please specify program.

### Results

- ☐ Eighty-four visitor groups suggested program topics for lectures/demonstrations (see Table 12).

**Table 12: Lecture/demonstration topics**  
N=107 comments;  
some visitor groups made more than one comment.

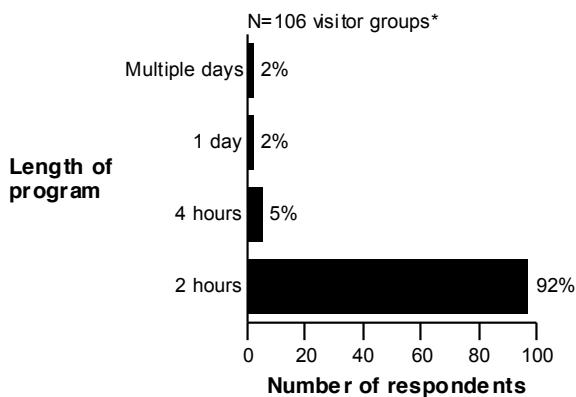
Topic	Number of times mentioned
Northwest history	35
Seattle history	17
All of the above	12
History	7
Cultural/natural history of Pacific Northwest	6
Local artists	6
Natural history	6
Local writers	3
Lectures on history	3
Cultural and natural history	2
Lectures	2
Native American history	2
Antique preservation	1
Border problem with Canada	1
History of local artists	1
History of local writers	1
Lectures by writers	1
More history on the Gold Rush	1

### Question 16c

For the program you are interested in, how long a program would you and your personal group be most likely to attend?

### Results

- 92% of visitor groups would prefer a program 2-hour program (see Figure 79).
- 5% would prefer a 4-hour program.



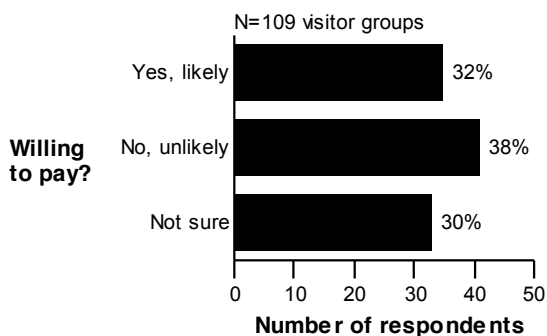
**Figure 79: Visitor groups' preferred length of program**

### Question 16d

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

### Results

- 38% of visitor groups would not be willing to pay a \$15 fee to attend a program (see Figure 80).
- 32% would be willing to pay.
- 30% were not sure.



**Figure 80: Visitor groups' willingness to pay \$15/adult for program**

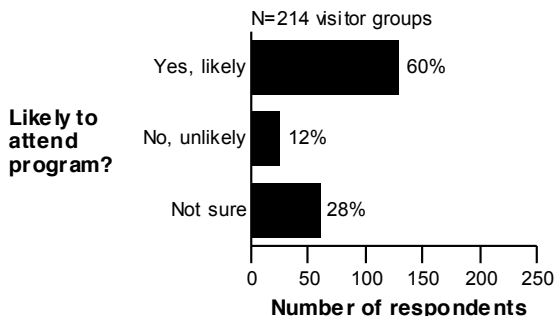
## Interest in outdoor ranger-led program

### Question 9c

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

### Results

- 60% of visitor groups would be interested in attending an outdoor ranger-led program at a location near the park (see Figure 81).



**Figure 81: Visitor groups' interest in outdoor ranger-led program on future visit**

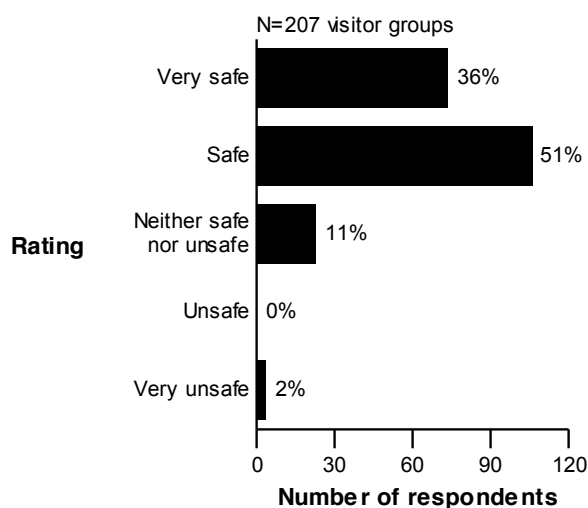
## Opinions about safety during outdoor ranger-led program

### Question 9d

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

### Results

- 51% of visitor groups would feel "safe" attending an outdoor ranger-led program at a location near the park (see Figure 82).



**Figure 82: Visitor groups that would feel safe while attending an outdoor ranger-led program on a future visit**



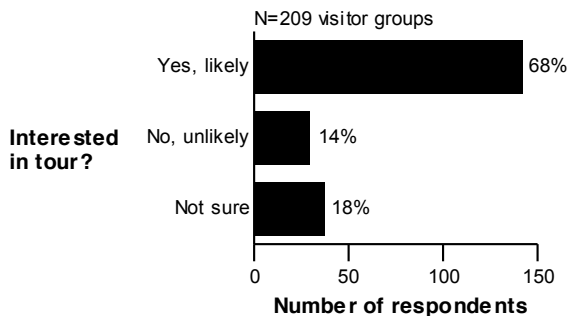
## Interest in self-guided tour

### Question 17a

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?

### Results

- 68% of visitor groups were interested in a self-guided tour of Pioneer Square (see Figure 83).



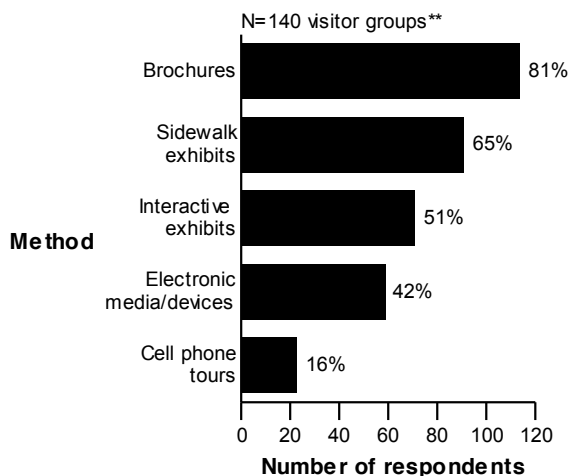
**Figure 83: Visitor groups' interest in self-guided tour of Pioneer Square**

### Question 17b

If YES, which methods of learning about Pioneer Square would you and your personal group prefer to use?

### Results

- 81% of visitor groups would prefer to use brochures for a self-guided tour of Pioneer Square (see Figure 84).
- 65% would prefer sidewalk exhibits.



**Figure 84: Visitor groups' preferred method of learning about Pioneer Square**

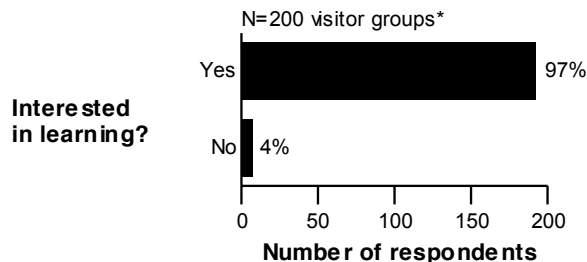
## Preferred methods to learn about the park

### Question 18

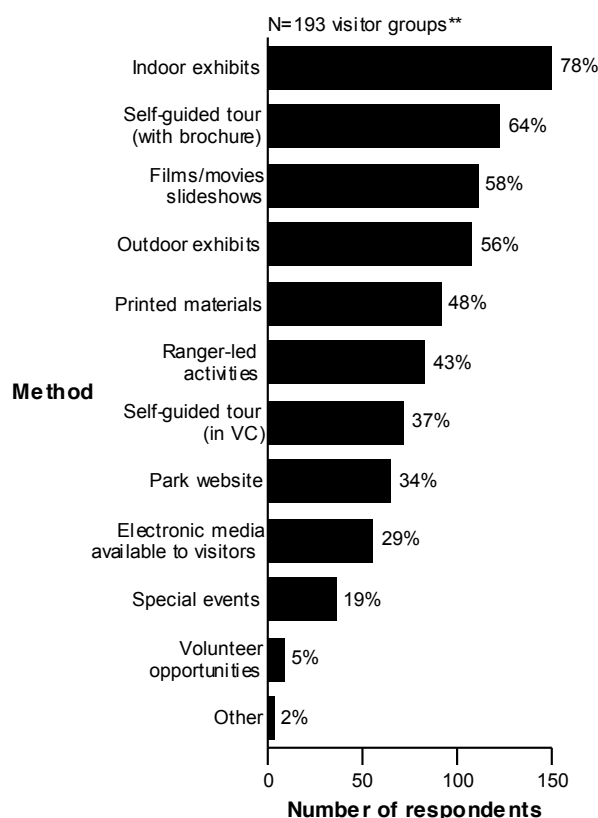
If you were to visit Klondike Gold Rush NHP in the future, how would you and your personal group prefer to learn about cultural and historic features of Klondike Gold Rush NHP?

### Results

- ☐ 97% of visitor groups were interested in learning about the park (see Figure 85).
- ☐ As shown in Figure 86, visitor groups' most commonly preferred methods for learning about the cultural and historic features of the park were:
  - 78% Indoor exhibits
  - 64% Self-guided tours
  - 58% Films/movies/slideshows
- ☐ "Other" methods (2%) were:
  - Adopt persona of a gold rusher and follow through museum
  - Agency partnerships (i.e., tribes, USFS, BLM, etc.)
  - Foreign languages



**Figure 85: Visitor groups that were interested in learning about the park**



**Figure 86: Preferred methods for learning**

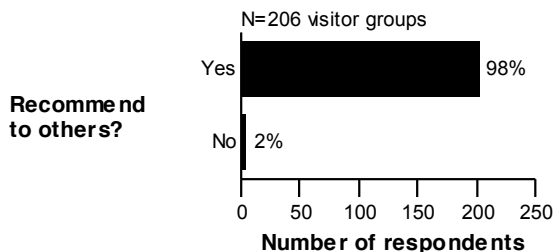
## Recommend visit to others

### Question 19a

Would you recommend visiting Klondike Gold Rush NHP to others?

### Results

- 98% of visitor groups would recommend visiting the park to others (see Figure 87).



**Figure 87: Visitor groups that would recommend Klondike Gold Rush NHP to others**

### Question 19b

If YES, please explain why.

### Results

- 168 visitor groups gave explanations as to why they would recommend the park to others (see Table 13).

**Table 13: Reasons for recommending the park to others**

N=285 comments;

some visitor groups made more than one comment.

NOTE: the percentages show the proportion of visitor comments made in each category.

Reason	Number of times mentioned
<b>Educational (40%)</b>	
Educational/informative	39
Interesting	38
Good way to learn history	7
Gold rush history is interesting	4
Learn history	4
Enjoy learning history	3
Important to learn Northwest history	3
Good history	2
Learn U.S. history	2
Culturally educational benefit	1
Encourage interest in parks	1
Encourage mining/prospecting	1
Good introduction to gold rush	1
Important to learn local history	1
Learn history of Washington	1
Learning experience	1
Took us on a journey	1
<b>Historical value (22%)</b>	
Interesting history	18
Presents Seattle's history	13
Important history	8

**Table 13: Reasons for recommending the park to others**  
(continued)

Reason	Number of times mentioned
<b>Historical value (continued)</b>	
Historical	5
History is unknown	2
Personal stories	2
Shows connection between Seattle and Northwest history	2
Europeans associate with Klondike gold rush with American history	1
Historical perspective	1
Interesting stories	1
Interesting to gold rush relatives	1
Northwest history	1
Part of our heritage	1
People are interested in gold	1
<b>Interpretive services (11%)</b>	
Good exhibits	16
Exhibits were educational/informative	4
Enjoyed movie	3
Enjoyed museum	1
Enjoyed old photos	1
Enjoyed sound effects	1
Enjoyed walking tour	1
Good hands-on	1
Interesting artifacts	1
Self-guided system	1
Trail photo is impressive	1
<b>Facilities (7%)</b>	
Well designed	6
Beautiful building	4
Clean visitor center	3
Nice facility	3
Beautiful area/environment	2
Cabin was excellent	1
Good restrooms	1
<b>Personnel (5%)</b>	
Friendly rangers	7
Helpful rangers	3
Knowledgeable rangers	3
Enjoyed rangers	1
Enthusiastic staff	1

**Table 13: Reasons for recommending the park to others**  
(continued)

Reason for recommendation	Number of times mentioned
<b>Ease of access/use (5%)</b>	
Easy to access	7
Quick to see	4
Easy to use	2
<b>Enjoyable experience (5%)</b>	
Enjoyable	2
Fascinating	2
Fun	2
Enjoyed following stampeder's story	1
Unique aspect of Seattle tourist experience	1
<b>Children-centered (4%)</b>	4
Designed for children	1
Good for kids	1
Important history for younger generations	2
<b>Other (9%)</b>	
It was free	8
Good location	4
Well done	4
Another good activity on Pioneer Square	2
Appreciate conservation of cityscape	1
Close to other attractions	1
Community asset	1
Nice change from tourist items	1
Part of U.S. park system	1
Heroic people	1
Worth the time	1

## Question 19c

If NO [would recommend visiting Klondike Gold Rush NHP to others] please explain why.

## Results

- Three visitor groups gave explanations as to why they would not recommend the park to others (see Table 14).

**Table 14: Reasons for not recommending the park to others**

N= 4 comments;  
one visitor made more than one comment.

**CAUTION!**

Reason	Number of times mentioned
Overly child-oriented	1
Not much to see	1
Not really much to it	1
Small	1

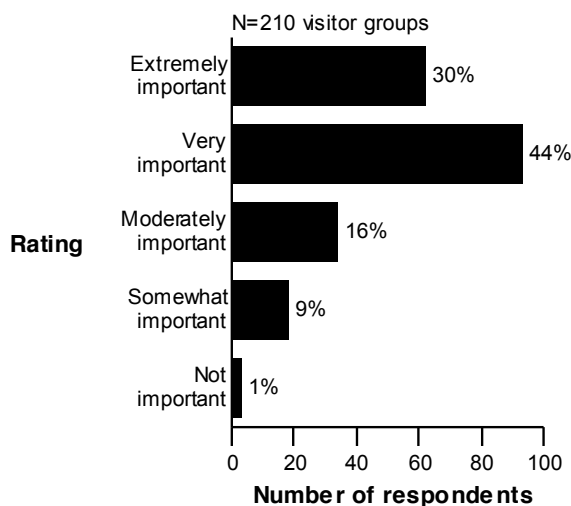
## Importance of preserving park

## Question 23

How important is it to you and your personal group that the park be preserved for future generations?

## Results

- ☐ 74% of visitor groups felt it was “extremely important” or “very important” to preserve the park for future generations (see Figure 88).
- ☐ 1% felt it was “not important.”



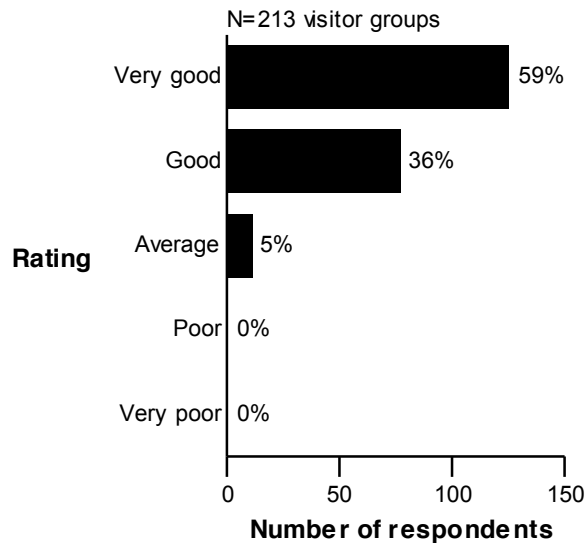
**Figure 88: Visitor groups' rating of the importance of preserving the park for future generations**

**Overall Quality****Question 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?

**Results**

- ☐ 95% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “good” or “very good” (see Figure 89).
- ☐ No visitor groups rated the quality as or “poor” or “very poor”



**Figure 89: Overall quality rating of facilities, services, and recreational opportunities**

<b>Visitor Comments</b>
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**Planning for the future**


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**Question 24**

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

**Results**

- 61% of visitor groups (N=93) responded to this question.
- Table 15 shows a summary of visitor comments and the percentage of comments made in each category. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

---

**Table 15: Proposals for the future**

N=135 comments;

some visitor groups made more than one comment.

NOTE: the percentages show the proportion of visitor comments made in each category.

Comment	Number of times mentioned
<b>INTERPRETIVE SERVICES (63%)</b>	
More interactive/hands-on exhibits	9
Gold panning activities	7
Outside exhibits and activities	6
Living history/costumed interpretation	5
More information/connection to Seattle history	4
Update the film	4
Community events	3
Interactive activities about the Klondike Trail	3
Walking tours of Pioneer Square area	3
Indicate directional flow for downstairs exhibits	2
More museum-type artifacts	2
Provide interpretive services in other languages	2
Other comments	36
<b>FACILITIES/MAINTENANCE (7%)</b>	
Improve/increase signage	7
Other comments	2
<b>POLICIES/MANAGEMENT (25%)</b>	
Advertise/publicize the park	17
Incorporate park into Seattle tourist activities	2
Maintain as is	2
Place brochures in hotel lobbies	2
Special programs/event	2
Other comments	10
<b>GENERAL (4%)</b>	
Keep up the good work	5

---



## Additional comments

### Question 25

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

### Results

- 38% of visitor groups (N=84) responded to this question.
- Table 16 shows a summary of visitor comments and the percentage of comments made in each category. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

**Table 16: Additional comments**

N=125 comments;

some visitor groups made more than one comment.

NOTE: the percentages show the proportion of visitor comments made in each category.

Comment	Number of times mentioned
<b>PERSONNEL (18%)</b>	
Staff was helpful	8
Staff was friendly	5
Rangers were friendly	3
Rangers were helpful	3
Staff was great	3
Other comment	1
<b>INTERPRETIVE SERVICES (41%)</b>	
Enjoyed exhibits	10
Enjoyed learning	4
Informative visit	4
Enjoyed film	2
Interesting museum	2
Learned new things	2
Movie schedule not accurate	2
Movie was interesting	2
Other comments	23
<b>FACILITIES/MAINTENANCE (3%)</b>	
Building is well-maintained	2
Other comments	2
<b>POLICIES/MANAGEMENT (6%)</b>	
Park name is confusing	3
Advertise the park	2
Other comments	3

---

**Table 16: Additional comments**  
(continued)

Comment	Number of times mentioned
<b>GENERAL COMMENTS (31%)</b>	
Enjoyed visit	20
Keep up the good work	4
Did not have enough time	3
Great park	2
Visit was short	2
Other comments	8

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<b>Appendix 1: The Questionnaire</b>
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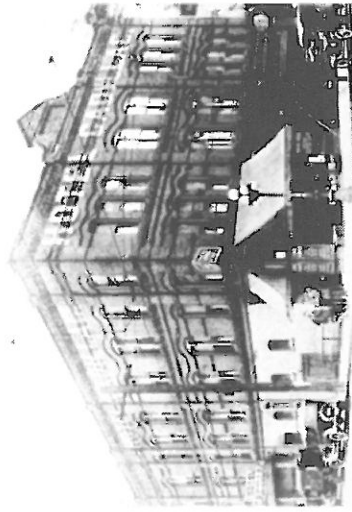


Social Science Program  
National Park Service  
U.S. Department of the Interior  
Visitor Services Project

# Klondike Gold Rush National Historical Park Seattle Unit Visitor Study

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

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2006



**United States Department of the Interior**

**NATIONAL PARK SERVICE**  
 Clondike Gold Rush National Historical Park

Seattle Unit  
 319 Second Avenue South  
 Seattle, WA 98104

IN REPLY REFER TO:

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 Clondike 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](mailto:littlej@uidaho.edu).

We appreciate your help.

Sincerely,

*Karen Beppler-Dorn*

Karen Beppler-Dorn  
 Superintendent

This study is partially funded by the Recreational Fee Program.

**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](mailto: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.

- 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).
  - 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

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

This visit \_\_\_\_\_ Future visit \_\_\_\_\_

- ☐ Other (Please specify below)

This visit \_\_\_\_\_ Future visit \_\_\_\_\_

### b) Prior to future visits

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

This visit \_\_\_\_\_ Future visit \_\_\_\_\_

- ☐ Other (Please specify below)

This visit \_\_\_\_\_ Future visit \_\_\_\_\_

- 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**
  - If NO, what type of park information did you and your personal group need that was not available? Please be specific.
 

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- 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
    - 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
    - Prior to this visit**, were you and your personal group aware of the related site, Klondike Gold Rush NHP in Skagway, Alaska?  
☐ Yes ☐ No
    - Have you and your personal group visited Klondike Gold Rush NHP in Skagway, Alaska?  
☐ Yes ☐ No
    - 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
  - 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 ¼, ½, ¾.

\_\_\_\_\_ 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.

☐ Art galleries ☐ Seattle Aquarium

☐ Glass blowing shops ☐ Smith Tower

☐ National Park Conservation Association ☐ Theatre/plays

☐ Sculpture Garden/other gardens ☐ Underground Tour

☐ Sports arenas/stadiums ☐ Woodland Park Zoo

☐ Pike Place Market/Space Needle/Seattle Center

☐ Museums (Museum of History & Industry, Museum of Flight, Seattle Art Museum)

☐ 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		Neither safe nor unsafe		Very safe	
		unsafe	unsafe	unsafe	safe	safe	safe

Self-guided walking tour of  
Pioneer Square--Seattle's first  
neighborhood (20 blocks)

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Ranger-led walking tour of  
Pioneer Square

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Visiting Seattle locations other  
than Pioneer Square

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

- 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      Safe      Very safe  
nor unsafe

☐      ☐      ☐      ☐      ☐

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

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

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: <a href="http://www.nps.gov/klse">www.nps.gov/klse</a> 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 ↗ ☐ No ↘

b) If YES, please explain why. \_\_\_\_\_

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.



## Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data through additional analysis. Two-way and three-way cross tabulations can be made with any questions.

Below are some examples of the types of cross tabulations that can be requested. To make a request, please use the contact information below, and include your name, address and phone number in the request.

1. What proportion of family groups with children attend interpretive programs?
2. Is there a correlation between visitors' ages and their preferred sources of information about the park?
3. Are highly satisfied visitors more likely to return for a future visit?
4. How many international visitors participate in hiking?
5. What ages of visitors would use the park website as a source of information on a future visit?
6. Is there a correlation between visitor groups' rating of the overall quality of their park experience, and their ratings of individual services and facilities?
7. Do larger visitor groups (e.g., four or more) participate in different activities than smaller groups?
8. Do frequent visitors rate the overall quality of their park experiences differently than less frequent visitors?

For more information please contact:

Visitor Services Project, PSU  
College of Natural Resources  
P.O. Box 441139  
University of Idaho  
Moscow, ID 83844-1139

Phone: 208-885-7863  
Fax: 208-885-4261  
Email: [littlej@uidaho.edu](mailto:littlej@uidaho.edu)  
Website: <http://www.psu.uidaho.edu>

### Appendix 3: Decision Rules for Checking Non-response Bias

Non-response bias is one of the major threats to the quality of a survey project. It affects the ability to generalize from a sample to general population (Salant and Dillman 1994; Dillman, 2007; Stoop 2004; Fillion 1976; Dey 1997). Since non-response bias is usually caused by participants failing to return their questionnaires, a higher response rate is more desirable. However, higher response rates do not guarantee low non-response bias. Researchers have suggested different methods to detect non-response bias. The most common variables used to detect non-response bias are demographic variables. Some researchers such as Van Kenhove (2002), Groves (2000) also suggest that saliency of topic has an effect on response rate. In our visitor study, visitors' satisfaction (overall quality rating) could be considered as one of the salient factors as we aim to collect opinions from both unsatisfied and satisfied visitors. There are also several methods for checking non-response bias suggested in the literature. We decided to follow the method suggested by Groves (2006), De Rada (2005), and Rogelberg and Luong (1998) to compare the demographic characteristics as well as satisfaction scores of respondents in three different mailing waves. This seems to be the most suitable method because the visitor population is generally unknown.

Respondents were categorized based on the date their questionnaire was received. The first wave is defined as surveys received before the 1<sup>st</sup> replacement, the second wave is between 1<sup>st</sup> and 2<sup>nd</sup> replacement and the third wave contains surveys received after the 2<sup>nd</sup> replacement. Analysis of variance was used to detect differences in age, number of lifetime visits, distance of travel to the park, and overall quality rating scores among different mailing waves. If the p-value is greater than 0.05, the difference is judged to be insignificant.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents of different mailing waves have the same average age.
3. On average respondents of different mailing waves traveled the same distance to the park.
3. Respondents of different mailing waves have the same average satisfaction scores.

Table 2 shows no significant difference in any of these variables. This indicates that the result was not biased toward any group of visitors. Therefore, non-response bias is judged to be insignificant.

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#### Appendix 4: Visitor Services Project Publications

All VSP reports are available on the Park Studies Unit website at [www.psu.uidaho.edu/vsp.reports.htm](http://www.psu.uidaho.edu/vsp.reports.htm). All studies were conducted in summer unless otherwise noted.

**1982**

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

**1983**

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

**1985**

5. North Cascades National Park Service Complex
6. Crater Lake National Park

**1986**

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

**1987**

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

**1988**

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

**1989**

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park

**1989 (continued)**

24. Lincoln Home National Historic Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

**1990**

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments & Memorials, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

**1991**

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan NRA
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

**1992**

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park, AK
53. Arlington House-The Robert E. Lee Memorial



## Visitor Services Project Publications (continued)

### 1993

54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

### 1994

64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

### 1995

74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

### 1996

84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)

### 1996 (continued)

86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park (fall)

### 1997

93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

### 1998

101. Jean Lafitte National Historical Park & Park (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

### 1999

109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park (fall)

**Visitor Services Project Publications (continued)****2000**

- 118. Haleakala National Park (spring)
- 119. White House Tour and White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

**2001**

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

**2002**

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Park & Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
- 137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
- 138. Catoctin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Battlefield (fall)

**2003**

- 141. Gateway National Recreation Area: Floyd Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park – North Rim
- 144. Grand Canyon National Park – South Rim
- 145. C&O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic Site
- 149. Fort Stanwix National Monument
- 150. Arches National Park

**2003 continued**

- 151. Mojave National Preserve (fall)

**2004**

- 152. Joshua Tree National Park (spring)
- 153. New River Gorge National River
- 154. George Washington Birthplace National Monument
- 155. Craters of the Moon National Monument & Preserve
- 156. Dayton Aviation Heritage National Historical Park
- 157. Apostle Islands National Lakeshore
- 158. Keweenaw National Historical Park
- 159. Effigy Mounds National Monument
- 160. Saint-Gaudens National Historic Site
- 161. Manzanar National Historic Site
- 162. John Day Fossil Beds National Monument

**2005**

- 163. Congaree National Park (spring)
- 164. San Francisco Maritime National Historical Park (spring)
- 165. Lincoln Home National Historic Site
- 166. Chickasaw National Recreation Area
- 167. Timpanogos Cave National Monument
- 168. Yosemite National Park
- 169. Fort Sumter National Monument
- 170. Harpers Ferry National Historical Park
- 171. Cuyahoga Valley National Park
- 172. Johnstown Flood National Memorial
- 173. Nicodemus National Historic Site

**2006**

- 174. Kings Mountain National Military Park (spring)
- 175. John Fitzgerald Kennedy National Historic Site
- 176. Devils Postpile National Monument
- 177. Mammoth Cave National Park
- 178. Yellowstone National Park
- 179. Monocacy National Battlefield
- 180. Denali National Park & Preserve
- 181. Golden Spike National Historic Site
- 182. Katmai National Park and Preserve
- 183. Zion National Park (spring and fall)

**Visitor Services Project Publications (continued)****2007**

- 184.1. Big Cypress National Preserve (spring)
- 184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
- 185. Hawaii Volcanoes National Park (spring)
- 186. Glen Canyon National Recreation Area (spring and summer)
- 187. Lava Beds National Monument
- 188. John Muir National Historic Site
- 189. Fort Union Trading Post NHS
- 190. Fort Donelson National Battlefield
- 191. Agate Fossil Beds National Monument
- 192. Mount Rushmore National Memorial
- 193. Ebey's Landing National Historical Reserve
- 194. Rainbow Bridge National Monument
- 195. Independence National Historical Park
- 196. Minute Man National Historical Park

**2008**

- 197. Blue Ridge Parkway (fall and summer)
- 198. Yosemite National Park
- 199. Everglades National Park (winter and spring)
- 200. Horseshoe Bend National Military Park (spring)
- 201. Carl Sandburg Home National Historic Site (spring)
- 202. Fire Island National Seashore resident (spring)
- 203. Fire Island National Seashore visitor
- 204. Capitol Reef National Park
- 205.1 Great Smoky Mountains National Park (summer)
- 205.2 Great Smoky Mountains National Park (fall)
- 206. Grand Teton National Park
- 207. Herbert Hoover National Historic Site
- 208. City of Rocks National Reserve

**2009**

- 209. Fort Larned National Historic Site
- 210. Homestead National Monument of America
- 211. Minuteman Missile National Historic Site

**2009 (continued)**

- 212. Perry's Victory & International Peace Memorial
- 213. Women's Rights National Historical Park
- 214. Klondike Gold Rush National Historical Park-Seattle Unit

For more information about the Visitor Services Project, please contact the University of Idaho  
Park Studies Unit, website: [www.psu.uidaho.edu](http://www.psu.uidaho.edu) or phone (208) 885-7863.

<b>Visitor Comments Appendix</b>
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This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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