



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

Visitor Services Project



Acadia National Park Visitor Study

Summer 2009

University of Idaho
A LEGACY OF LEADING

Park Studies Unit
Visitor Services Project
Report 221



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June 2010

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Marc Manni is a Research Analyst with the Visitor Services Project. Dr. Steven Hollenhorst is the Director of the Park Studies Unit, Department of Conservation Social Sciences, University of Idaho. We thank Margaret Littlejohn, Director of the Visitor Services Project at the University of Idaho, for overseeing the survey fieldwork, the staff and volunteers of Acadia National Park for assisting with the survey, and David Vollmer and Yanyin Xu for data processing.

**Visitor Services Project
Acadia National Park
Report Summary**

- This report describes the results of a visitor study at Acadia National Park during August 2-8, 2009. A total of 1,160 questionnaires were distributed to visitor groups. Of those, 854 questionnaires were returned, resulting in an overall 73.6% response rate.
- This report profiles a systematic random sample of Acadia National Park 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.
- Thirty-seven percent of visitor groups were in groups of two and 33% were in groups of three or four. Seventy-three percent of visitor groups were in family groups.
- United States visitors comprised 94% of total visitation during the survey period, with 15% from Massachusetts, 14% from Maine, and smaller proportions from 39 other states, Washington, D.C., and Puerto Rico. International visitors were from 15 countries and comprised 6% of total visitation, with 55% from Canada, 13% from the Netherlands, 10% from the United Kingdom, and smaller proportions from 12 other countries.
- Sixty-one percent of visitors were visiting the park for the first time in the past five years, 21% visited two or three times and 18% had visited four or more times. Fifty percent were first time visitors, while 31% visited four or more times.
- Fifty-three percent of visitors were ages 36-65 years, 22% were ages 15 years or younger, and 8% were 66 years or older. Seven percent of visitor groups included members with a physical condition, of which 77% reported problems with mobility.
- Most visitor groups (95%) obtained information about the park prior to their visit. Visitor groups most often obtained information about the park through previous visits (58%) and friends/relatives/word of mouth (51%). Most visitor groups (95%) received the information they needed. Twenty-seven percent of visitor groups would likely use electronic devices to obtain park information on a future visit.
- Seventy-two percent of visitor groups stayed overnight on Mount Desert Island. Forty percent visited the park four to seven hours and 42% stayed two to three days. Forty-four percent visited Mount Desert Island two to five hours and 33% stayed two to three days. The average length of stay in the park was 70 hours (2.9 days) and average length of stay on Mount Desert Island was 100.1 hours (4.2 days).
- The most common sites visited by visitor groups were Cadillac Mountain summit (75%) and Jordan Pond House and area (67%). The most common visitor activities were sightseeing/driving for pleasure (83%) and hiking on trails (79%). Nineteen percent attended a ranger-led program.
- The information service and facility most commonly used by visitor groups was the park brochure/map (90%). The most commonly used visitor services and facilities were directional signs outside the park (82%) and restrooms (81%). Eighty-two percent rated the quality of the park website as “very good” or “good.”
- Seventy-nine percent of visitor groups were interested in interpretive/ranger-led programs on a future visit. Fifty-three percent were willing to pay a modest fee to attend a program. The most common topics to learn on a future visit were tidal areas (61%) and animals other than birds (59%).
- Most visitor groups (96%) rated the overall quality of facilities, services, and recreational opportunities at Acadia National Park as “very good” or “good.” Less than one percent of visitor groups rated the overall quality as “very poor” or “poor.”

For more information about the Visitor Services Project, please contact the Park Studies Unit at
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INTRODUCTION

This report describes the results of a visitor study at Acadia National Park, conducted August 2-8, 2009 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

The staff at Acadia National Park describes it: “Acadia National Park, the first national park east of the Mississippi River, was created in 1916 because of its scenic beauty, geology, flora, fauna, and history. The glacially carved coastal and island landscape has long attracted visitors, from the earliest Native Americans to the rusticators of the 19th century to the park visitors of today. Its location in a broad transition zone between northern coniferous and southern deciduous forests and its maritime border contribute to the diversity of plants and animals. Established to provide a national park experience in the heavily populated northeastern U.S., Acadia offers a wide array of outstanding recreation opportunities including scenic drives, rugged hiking trails, and auto-free carriage roads for great bicycling” (Charlie Jacobi, personal communication, April 2010).

Organization of the report

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 also 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 VSP.

Copies of these reports can be obtained by visiting the website:

www.psu.uidaho.edu/vsp/reports.htm or by contacting the VSP office at (208) 885-7863.

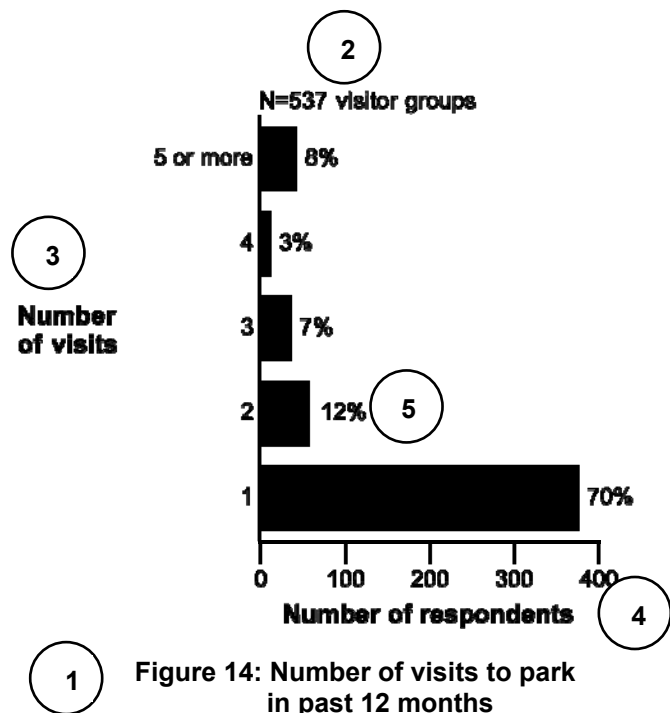
Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size.

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 selected locations in Acadia NP during August 2-8, 2009. Table 1 shows the 26 locations, number of questionnaires distributed at each location, and the response rate for each location. Visitors were surveyed between the hours of 7 a.m. and 7 p.m. During this survey, 1,252 visitor groups were contacted and 1,160 of these groups (92.7%) accepted questionnaires (average acceptance rate for 205 VSP visitor studies conducted from 1988 through 2008 is 90.9%). Questionnaires were completed and returned by 854 visitor groups resulting in a 73.6% response rate for this study. The average response rate for the 205 VSP visitor studies is 74.2%.

Table 1: Questionnaire distribution
 N₁=number of questionnaires distributed
 N₂=number of questionnaires returned

Sampling site	Distributed		Returned	
	N ₁	%	N ₂	%
East front country	491	42%	380	45%
Hulls Cove Visitor Center	110	9%	85	10%
Sand Beach	54	5%	40	5%
Sieur de Monts	55	5%	44	5%
Thunder Hole	55	5%	40	5%
Cadillac Summit	109	9%	81	9%
Jordan Pond	108	9%	90	11%
Carriage road trailheads	146	13%	109	14%
Eagle Lake	80	7%	59	7%
Brown Mountain	18	2%	14	2%
Duck Brook	30	3%	22	3%
Parkman Mountain	18	2%	14	2%
East trailheads	145	13%	99	12%
Bubble Rock	80	7%	58	7%
Cadillac N. Ridge Trailhead	29	3%	15	2%
Tarn Trails	12	1%	9	1%
Norumbega	12	1%	8	1%
Compass Harbor	12	1%	9	1%
West front country	192	17%	123	15%
Echo Lake Beach	96	8%	56	7%
Bass Harbor Lighthouse	96	8%	67	8%
West trailheads	126	11%	98	12%
Ship's Harbor	20	2%	17	2%
Wonderland	20	2%	14	2%
Acadia Mountain	39	3%	30	4%
Gilley Field	12	1%	9	1%
Beech Mountain	24	2%	19	2%
Valley Cove	11	1%	9	1%
Campgrounds	40	3%	29	4%
Blackwoods Campground	20	2%	15	2%
Seawall Campground	20	2%	14	2%
Wildwood Stables	20	2%	16	2%
Total	1,160	100	854	104*

*total percentages do not equal 100 due to rounding

Questionnaire design

The Acadia NP 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 Acadia NP. 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 Acadia NP 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 2). 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 2: Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	August 24, 2009	1,058	82	1,140
1 st Replacement	September 8, 2009	484	51	535
2 nd Replacement	September 28, 2009	420	0	420

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 August 2-8, 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 breezy periods. Temperatures varied from 53°F to 80°F and wind speed was up to 16 miles per hour. 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. See Appendix 3 for more details of the non-response bias checking procedures.

Tables 3 and 4 show that survey participants who live closer to the park (200 miles or less) and international visitors tend to be less responsive to the survey than people who live further away from the park. Also survey participants in the lower age groups (30 years old or younger) had a much lower response rate (55%) compared to those in higher age groups (71% among 31 to 50 years old and 83% among 51 years or older). This indicates that local and younger visitors may be under-represented.

Table 3: Comparison between respondent and non-respondent point of origin

Direct distance from home	Respondent		Non-respondent	
	N	%	N	%
100 miles or less	100	68	46	33
101 to 200 miles	95	69	42	31
201 to 300 miles	130	77	40	24
301 miles or more	453	78	131	22
International visitors	50	61	32	39

Table 4: Comparison between respondent and non-respondent age

Age group	Respondent		Non-respondent	
	N	%	N	%
Up to 30 years old	84	55	68	45
31-50	393	71	159	29
51 or older	376	83	76	17

Since a satisfaction score cannot be obtained prior to the visit, overall satisfaction was compared across different mailing waves. Table 5 shows that there was no significant difference between the mailing waves. This indicates that overall satisfaction with the park was not a factor that affected the response rate.

Table 5: Comparison of respondents at different mailing waves

Variable	Before postcard	Between postcard and 2 nd replacement	After 2 nd replacement	p-value (ANOVA)
Overall quality rating (from 1 to 5 scale)	4.67	4.71	4.59	0.117

RESULTS

Group and Visitor Characteristics

Visitor group size

Question 22b

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

Results

- 37% of visitors were in groups of two (see Figure 1).
- 33% were in groups of three or four.
- 27% were in groups of five or more.

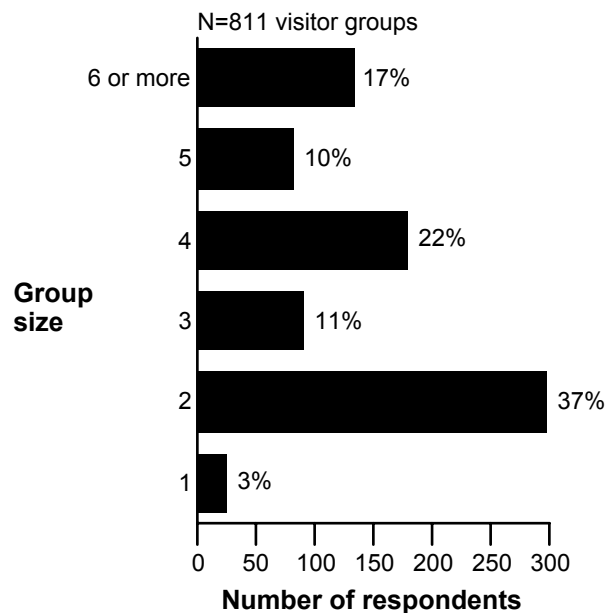


Figure 1: Visitor group size

Visitor group type

Question 22a

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

Results

- 73% of visitor groups were made up of family members (see Figure 2).
- 14% were with friends.
- Less than 1% were with “other” groups, but no group types were specified.

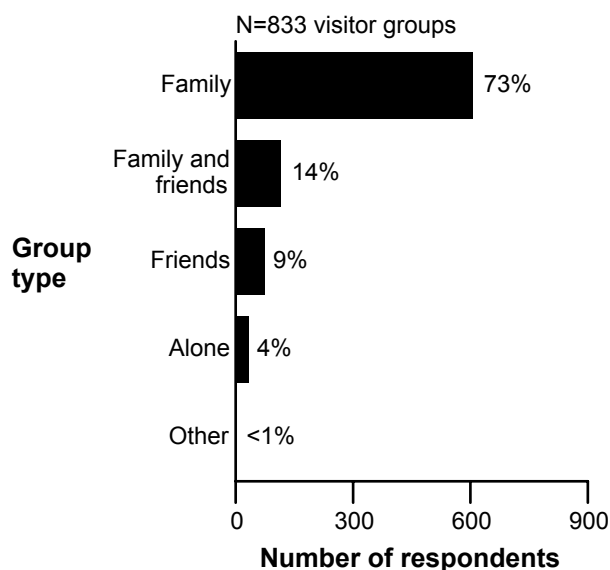


Figure 2: Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 21a

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

Results

- 2% of visitor groups were part of a commercial guided tour group (see Figure 3).

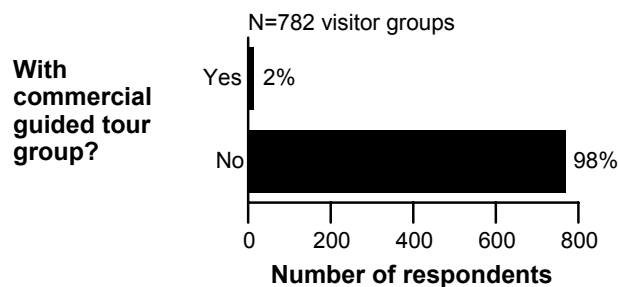


Figure 3: Visitors with a commercial guided tour group

Question 21b

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

Results

- 1% of visitor groups were part of a school/educational group (see Figure 4).

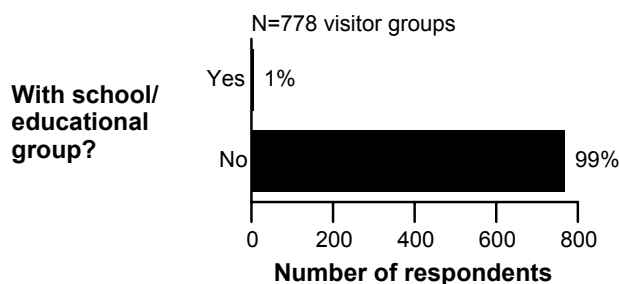


Figure 4: Visitors with a school/educational group

Question 21c

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

Results

- 1% of visitor groups were traveling with an "other" organized group (see Figure 5).

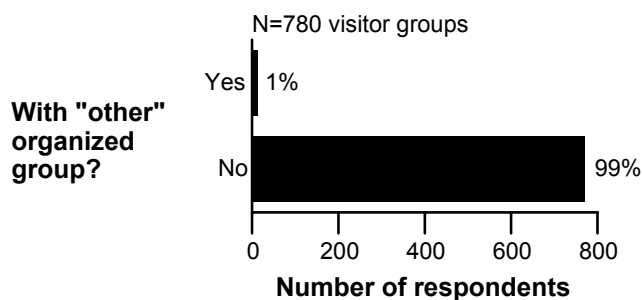


Figure 5: Visitors with an "other" organized group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 21d

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

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to provide reliable results (see Figure 6).

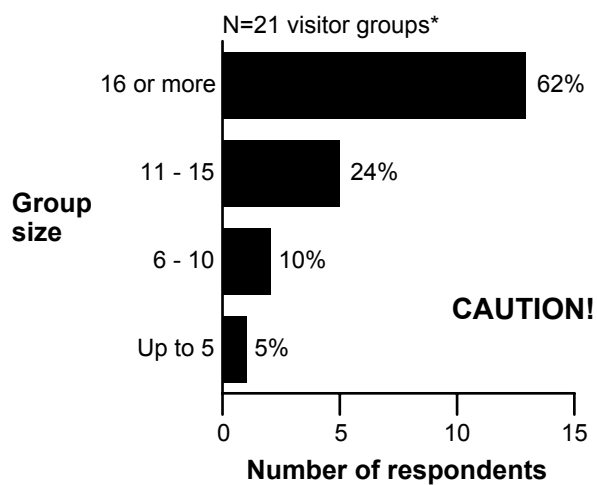


Figure 6: Organized group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 25b

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

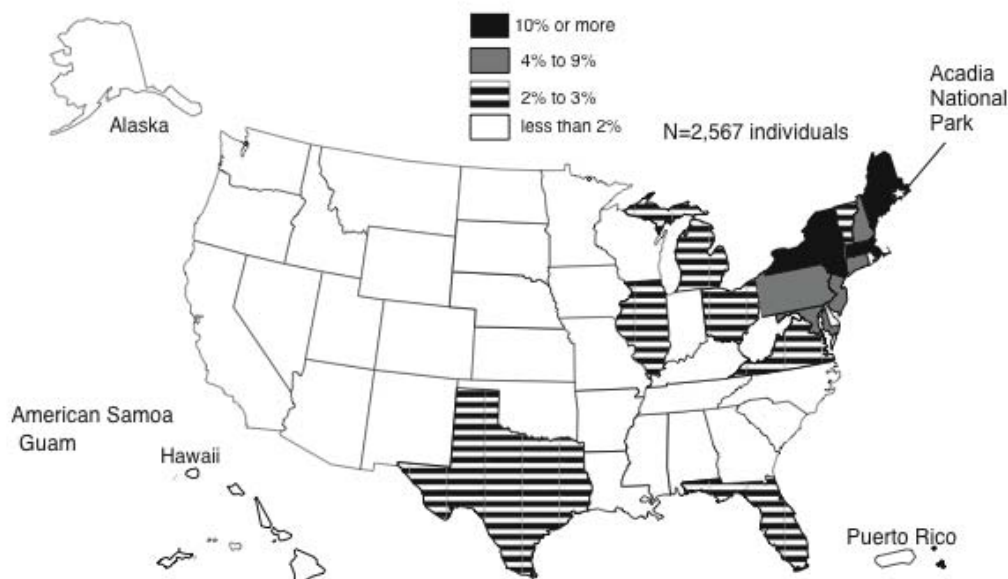
Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 41 states, Washington, D.C., and Puerto Rico and comprised 94% of total visitation to the park during the survey period.
- 15% of U.S. visitors came from Massachusetts and 14% were from Maine (see Table 6 and Map 1).
- Smaller proportions of U.S. visitors came from 39 other states, Washington, D.C., and Puerto Rico.

Table 6: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=2,567 individuals	Percent of total visitors N=2,732 individuals
Massachusetts	376	15	14
Maine	371	14	14
New York	271	11	10
Pennsylvania	241	9	9
Connecticut	156	6	6
Maryland	141	5	5
New Jersey	131	5	5
New Hampshire	124	5	5
Florida	86	3	3
Virginia	82	3	3
Ohio	69	3	3
Illinois	52	2	2
Michigan	47	2	2
Texas	47	2	2
Vermont	39	2	1
26 other states, Washington, D.C., and Puerto Rico	334	13	12



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

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence

Question 25b

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

Table 7: International visitors by country of residence *

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

Results

- International visitors were from 15 countries and comprised 6% of total visitation to the park during the survey period (see Table 7).
- 55% of international visitors came from Canada.
- 13% were from the Netherlands.
- 10% were from the United Kingdom.
- Smaller proportions came from 12 other countries.

Country	Number of visitors	Percent of international visitors N=165 individuals	Percent of total visitors N=2,732 individuals
Canada	90	55	3
Netherlands	21	13	1
United Kingdom	16	10	1
Germany	13	8	<1
Austria	4	2	<1
Israel	4	2	<1
China	3	2	<1
France	3	2	<1
Australia	2	1	<1
Italy	2	1	<1
Qatar	2	1	<1
Switzerland	2	1	<1
Hungary	1	1	<1
Peru	1	1	<1
Spain	1	1	<1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of visits in past 5 years

Question 25c

For you and your personal group on this visit, how many times have you visited Acadia National Park in the past 5 years (including this visit)?

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

Results

- 61% of visitors were visiting the park for the first time in the past five years (see Figure 7).
- 21% visited two or three times.
- 18% visited the park four or more times.

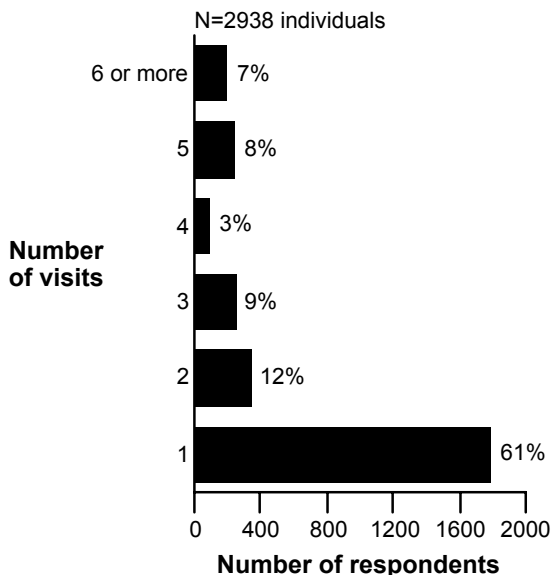


Figure 7: Number of visits to park in past 5 years

Number of visits in lifetime

Question 25d

For you and your personal group on this visit, how many times have you visited Acadia National Park in your lifetime (including this visit)?

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

Results

- 50% of visitors were visiting the park for the first time (see Figure 8).
- 31% visited the park four or more times in their lifetime.
- 19% visited two or three times.

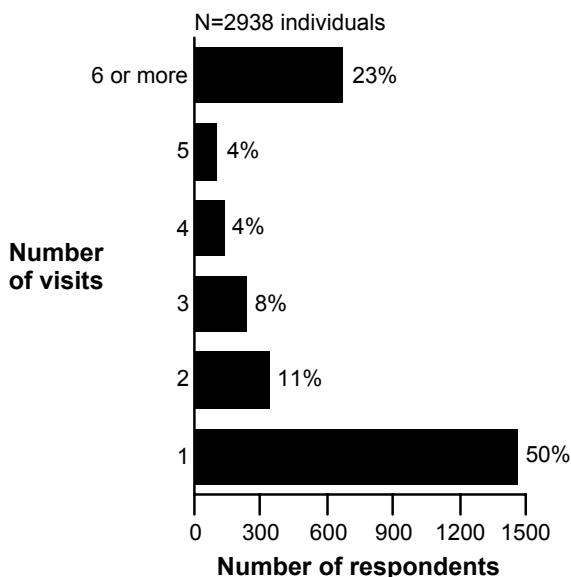


Figure 8: Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 25a

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 91 years.
- 53% of visitors were in the 36-65 years age group (see Figure 9).
- 22% were 15 years or younger.
- 8% were 66 or older.

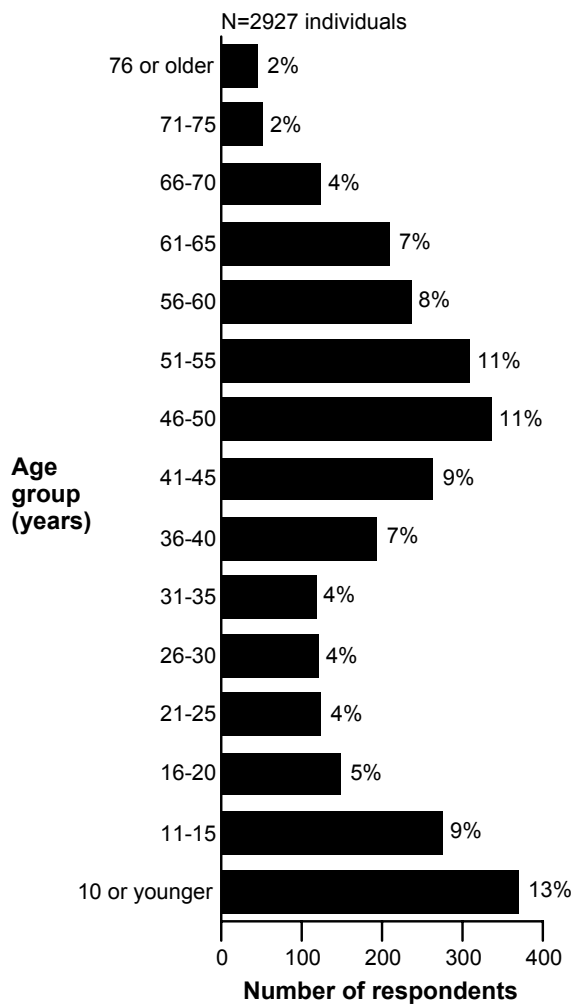


Figure 9: Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Language used for speaking and reading

Question 23a

When visiting an area such as Acadia National Park, what one language do you and most members of your personal group prefer to use for speaking?

Results

- 97% visitor groups reported English as their preferred language for speaking (see Figure 10).
- Languages other than English used for speaking are shown in Table 8. Interpret with **CAUTION!**

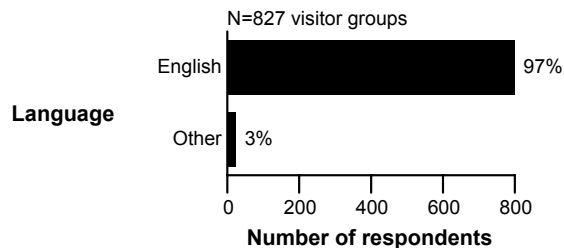


Figure 10: Language preferred for speaking

Table 8: Language used for speaking

N=18 comments

CAUTION!

Language	Number of times mentioned
French	10
Chinese	2
Russian	2
Hebrew	1
Hindi	1
Polish	1
Spanish	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 23b

When visiting an area such as Acadia National Park, what one language do you and most members of your personal group prefer to use for reading?

Results

- 97% visitor groups preferred English for reading (see Figure 11).
- Languages other than English used for reading are shown in Table 9. Interpret with **CAUTION!**

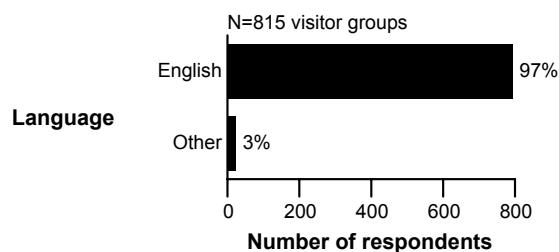


Figure 11: Language preferred for reading

Table 9: Language used for reading

N=14 comments

CAUTION!

Language	Number of times mentioned
French	9
Chinese	3
Hindi	1
Polish	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions

Question 24a

Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Results

- 7% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services (see Figure 12).

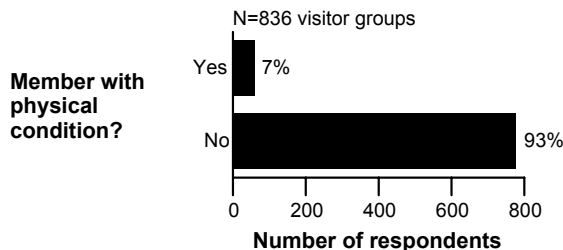


Figure 12: Visitor groups that had members with physical conditions

Question 24b

If YES, what services or activities were difficult to access/participate in? (open-ended)

Results

- 44 visitor groups commented on the services and activities that were difficult to access or participate in (see Table 10).

Table 10: Services/activities that were difficult to access/participate in

N=55 comments;

some visitor groups made more than one comment.

Service	Number of times mentioned
Hiking	10
Hiking trails	5
Walking	7
Stairs	4
Stairs to Sand Beach	4
Biking	3
Climbing	3
Exposure to sun	2
Physical activity due to age	2
Stairs to Hulls Cove Visitor Center	2
Arthritis	1
Food allergies prevented eating at Jordan Pond House Restaurant	1
Handicap parking	1
Handicapped - too far away from the actual site	1
Hearing	1
Ranger-led programs	1
Ship Harbor	1
Slippery rocks at Thunder Hole	1
Stairs to Thunder Hole	1
Stroke history, limits physical stresses	1
Very limited mobility	1
Walking on rocky paths	1
Walking to view Cadillac Summit	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 24c

Because of the physical condition, what specific problems did the person(s) have?

Results

- Among visitor groups that had members with a physical condition, 77% reported having mobility problems (see Figure 13).
- “Other problems (11%) were:
 - Celiac Disease
 - Exposure to the sun, skin carcinoma
 - Heart condition - with poor cell service we were afraid to go too far
 - Learning disability
 - Overweight and ill health in general

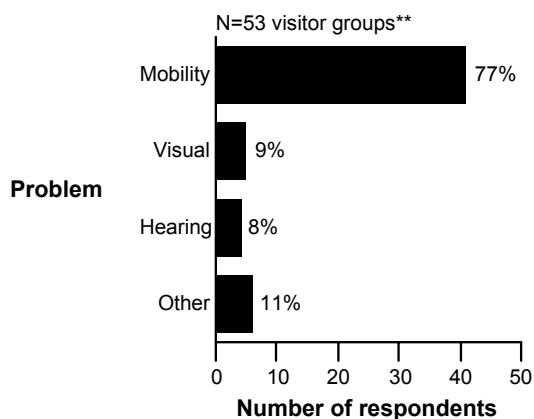


Figure 13: Specific problems due to physical condition

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Information sources prior to visit

Question 1a

Prior to this visit, how did you and your personal group obtain information about Acadia National Park?

Results

- 95% of visitor groups obtained information about Acadia National Park prior to their visit (see Figure 14).

- As shown in Figure 15, among those visitor groups that obtained information about Acadia National Park prior to their visit, the most common sources were:

58% Previous visits
51% Friends/relatives/word of mouth
43% Maps/brochures
43% Park website

- “Other” sources (3%) were:

Appalachian Mountain Club Books
College of Atlantic Family Nature Camp
Golden Age Passport card
Jan Poets Travel Agency, Netherlands
Northeast Fire Compact Mt. 9
Resident of area
Shore excursion - cruise ship

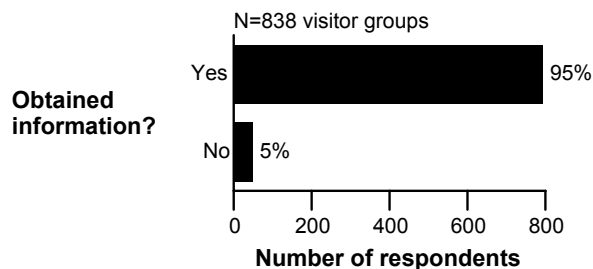


Figure 14: Visitor groups that obtained information about Acadia National Park prior to visit

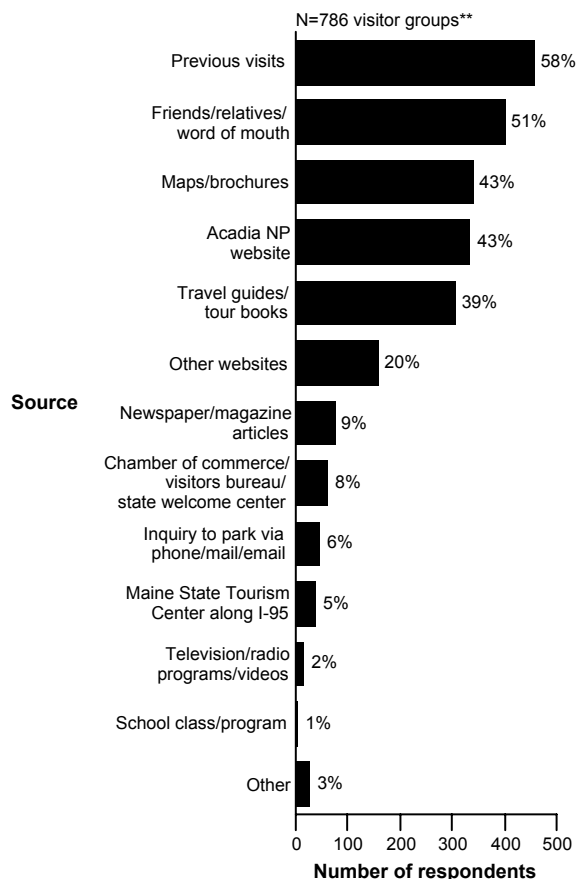


Figure 15: Sources of information used by visitor groups prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

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

- 95% of visitor groups received needed information prior to their visit (see Figure 16).

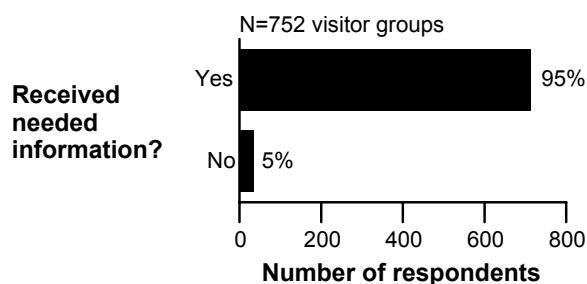


Figure 16: Visitor groups that received needed information prior to their visit

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!**

- 26 visitor groups listed information they needed, but was not available (see Table 11).

Table 11: Needed information
N=38 comments;
some visitor groups made more than one comment.
CAUTION!

Type of information	Number of times mentioned
Detailed trail information/maps (distance, difficulty, terrain)	7
Maps	2
Places to stay	2
Best trail	1
Better descriptions of campgrounds	1
Better descriptions of distances	1
Better descriptions of facilities	1
Books	1
Comprehensive listing of private campgrounds	1
Entrance fees	1
If walk-in sites existed in Blackwoods Campground	1
Information on Birch Tree forest	1
Information on one-way roads in the park	1
It was not clear that showers were not in the campground	1
Location of start of Beehive trail	1
Park brochure	1
Park policies	1
Prices for local restaurants	1
Pricing	1
Rated lodging	1
Reservation information for Seawall campsites	1
Specific exits on map	1
Specific hiking opportunities	1
Topographical information for bike/carriage trails	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 11: Needed information
(continued)

Type of information	Number of times mentioned
Trails suitable/unsuitable for dogs	1
Transportation	1
Updated books	1
Website needs maps and trail information	1
Where to fish from ocean or Somes Sound	1
Where to kayak or canoe	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of information sources

Question 1b

For only those sources of information you 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 17 shows the combined proportions of “extremely important” and “very important” ratings for information sources that were rated by 30 or more visitor groups.
- The sources of information receiving the highest combined proportions of “extremely important” and “very important” ratings were:

81% Previous visits
72% Park website

- Figures 18 to 30 show the importance ratings for each source of information.
- The source of information receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

10% Maine State Tourism
Center along
Interstate 95

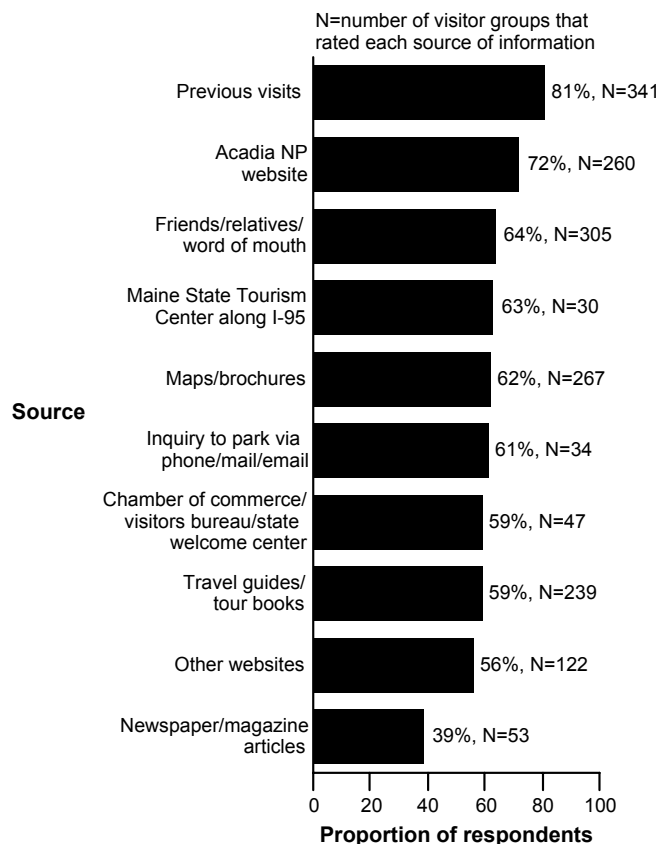


Figure 17: Combined proportions of “extremely important” and “very important” ratings of information sources

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

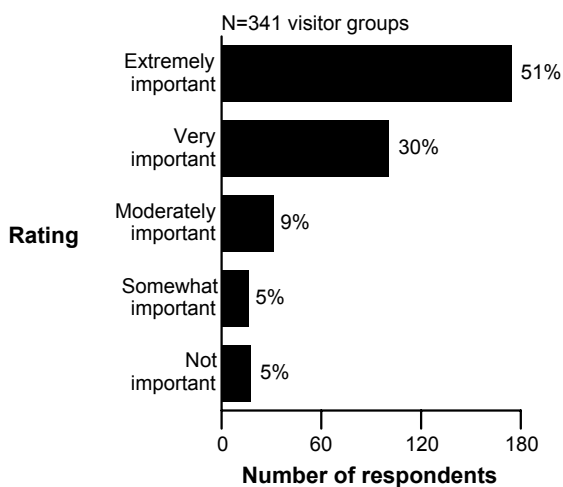


Figure 18: Importance of previous visits

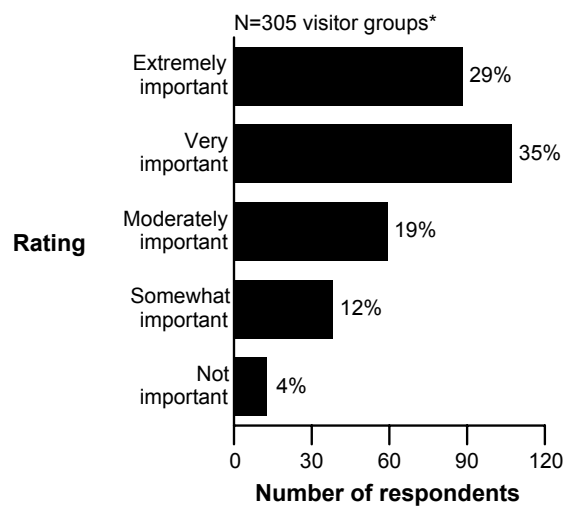
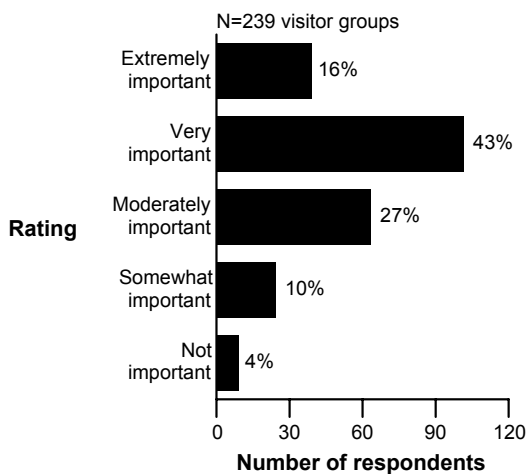
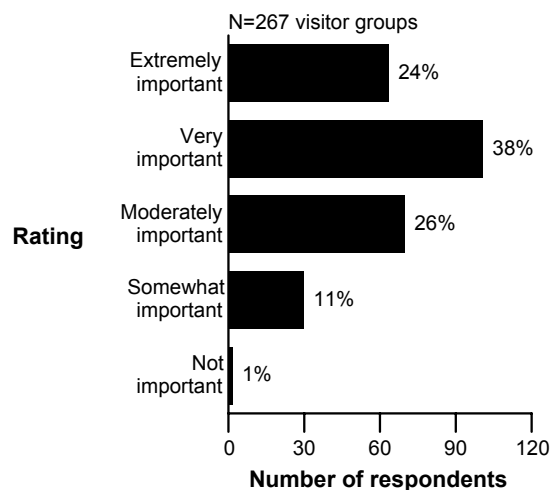
Figure 19: Importance of friends/relatives/
word of mouthFigure 20: Importance of travel
guides/tour books

Figure 21: Importance of maps/brochures

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

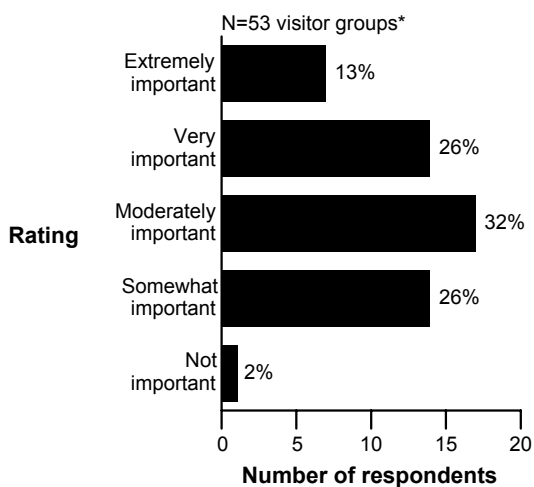


Figure 22: Importance of newspapers/ magazine articles

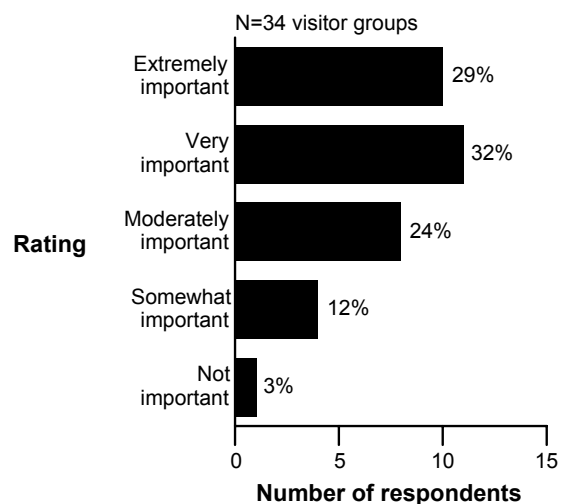


Figure 23: Importance of inquiry to park via phone, mail, or email

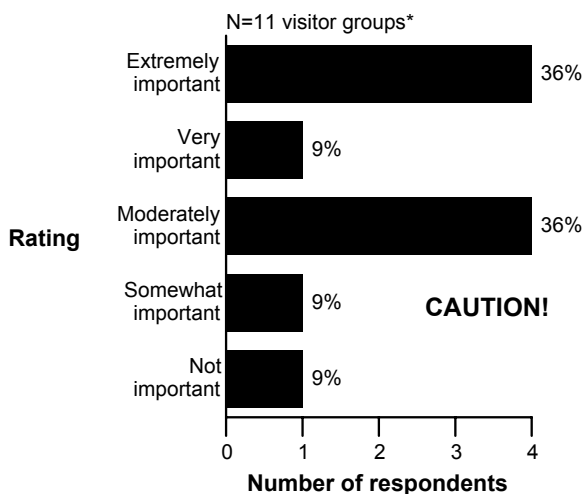


Figure 24: Importance of television/radio programs/videos

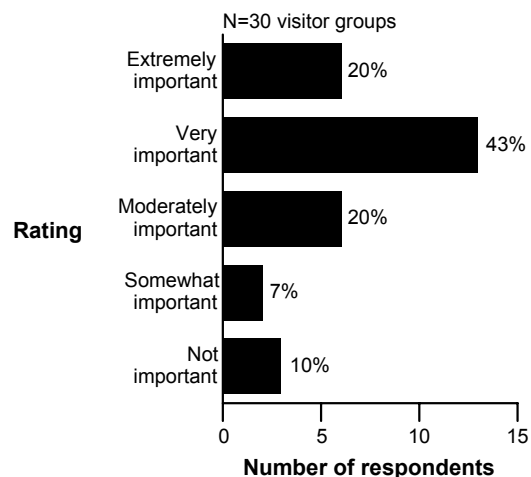


Figure 25: Importance of Maine State Tourism Center along Interstate 95

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

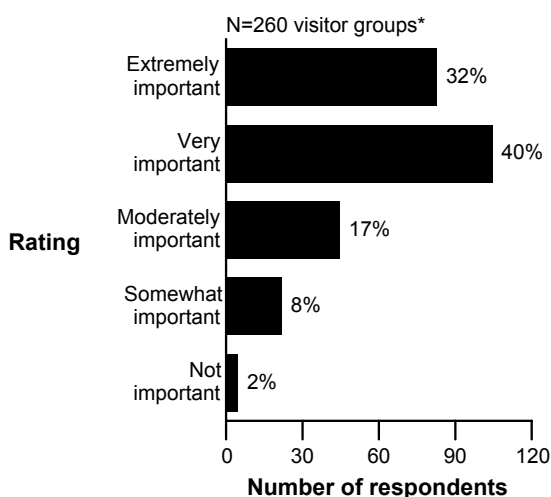


Figure 26: Importance of Acadia National park website: www.nps.gov/acad

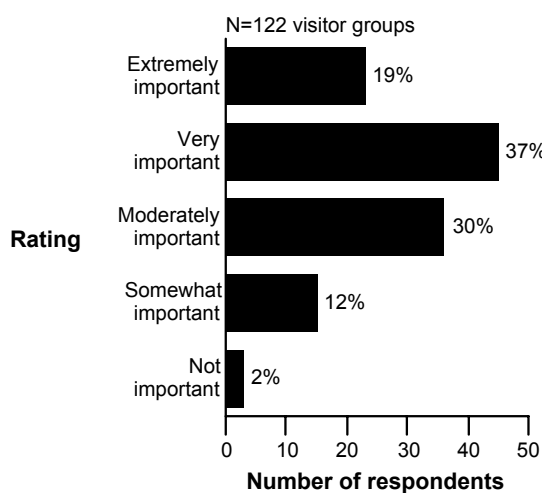


Figure 27: Importance of other websites

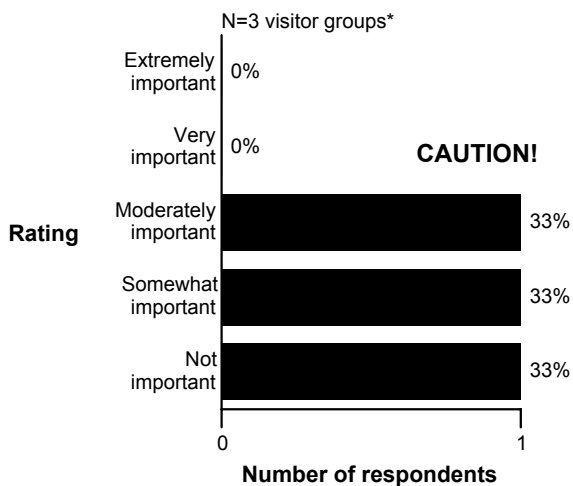


Figure 28: Importance of school class/ programs

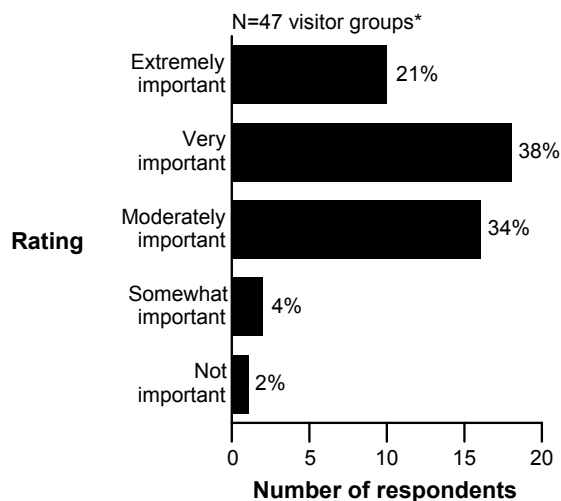


Figure 29: Importance of chamber of commerce/visitors bureau/ state welcome center

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

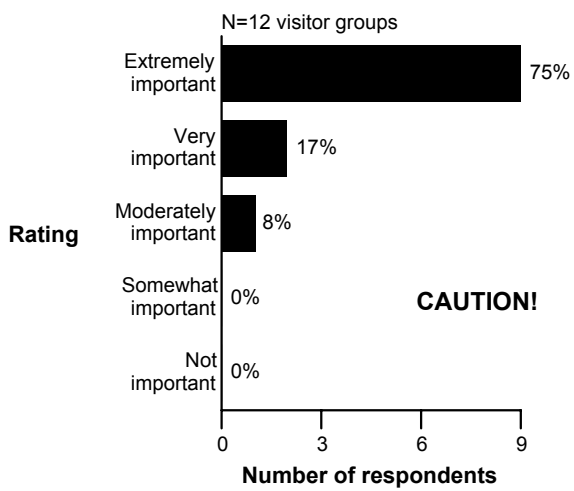


Figure 30: Importance of “other” information sources

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Forms of transportation

Question 2a

On this trip, what forms of transportation did you and your personal group use to visit Acadia National Park?

Results

- As shown in Figure 31, the most common forms of transportation used by visitor groups were:

91% Car/pickup/SUV/van
27% Bicycle
19% Island Explorer Bus

- “Other” forms of transportation (4%) are shown in Table 12.

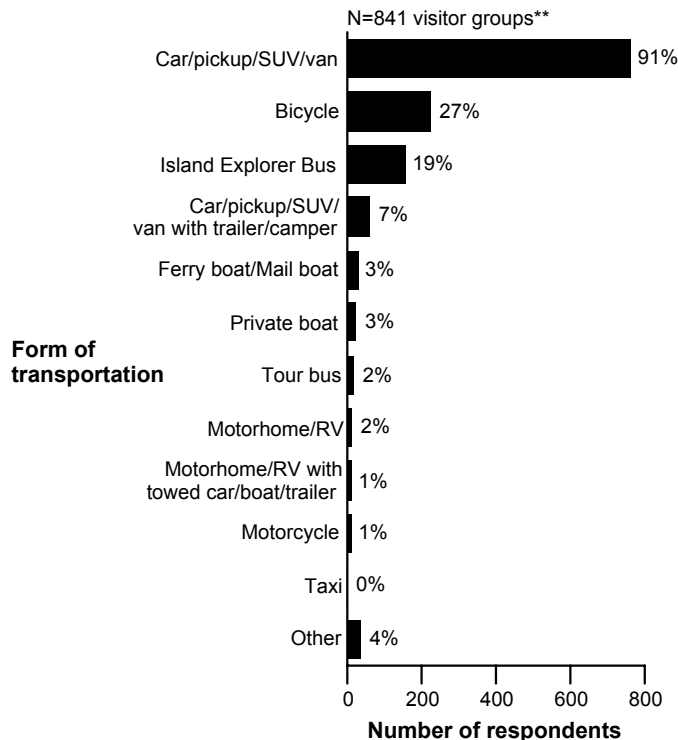


Figure 31: Forms of transportation

Table 12: “Other” forms of transportation

N=37 comments

Transportation	Number of times mentioned
On foot	14
Horse and carriage	6
Kayak	6
Canoe	2
Horse	2
Air	1
AMC Echo Lake Camp bus	1
Private plane	1
Sail Boat	1
Scooter	1
Tour boat	1
Wheelchair	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Number of vehicles

Question 2b

On this visit, how many motor vehicles did you and your personal group use to arrive at the park?

Results

- 83% of visitor groups used one vehicle to arrive at the park (see Figure 32).

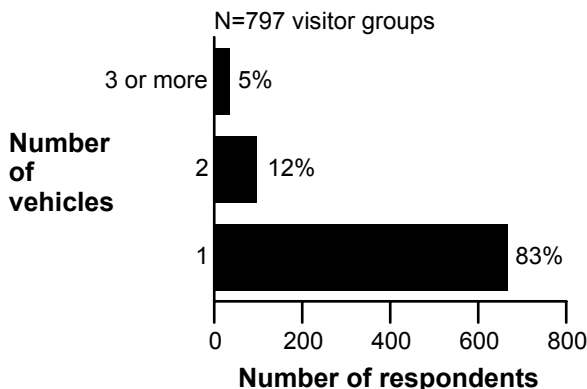


Figure 32: Number of vehicles used to arrive at the park

Overnight stay and accommodations

Question 3a

During this trip to Acadia National Park, did you and your personal group stay overnight on Mount Desert Island?

Results

- 72% of visitor groups stayed overnight on Mount Desert Island (see Figure 33).

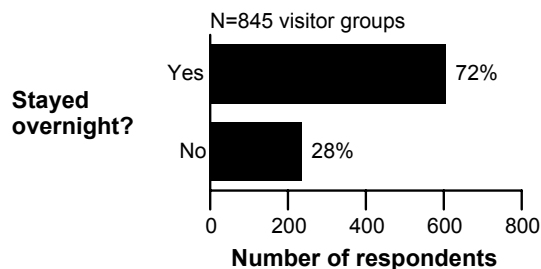


Figure 33: Visitor groups that stayed overnight on Mount Desert Island

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Lodging used on Mount Desert Island

Question 3b

If YES, which types of overnight accommodations on the island did you and your personal group use during this visit?

Results

- As shown in Figure 34, among those visitor groups that stayed overnight on the island, the most common types of lodging used were:
 - 30% Motel or hotel
 - 18% Private campground
 - 18% Campground in the park
- “Other” types of lodging (5%) are shown in Table 13.

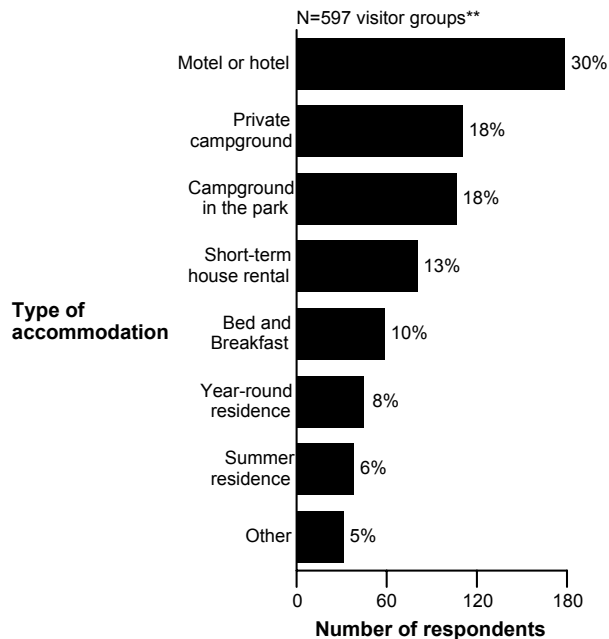


Figure 34: Lodging used on Mount Desert Island

Table 13: “Other” types of lodging
N=30 comments

Lodging	Number of times mentioned
Cottage/cabin	11
Home of friends/relatives	6
Private boat	5
College of the Atlantic Dorm	2
1 week timeshare	1
7 week cottage	1
6 month rental	1
Employer housing	1
Hostel	1
Wildwood Stables	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay in the park

Question 4b

On this trip, how many total hours or days did you and your personal group spend visiting the park?

Results

Number of hours if less than 24 (37%)

- 32% of visitor groups spent ten or more hours (see Figure 35).
- 20% spent six to seven hours.
- 20% spent four to five hours.
- The average length of stay for visitor groups who spent less than 24 hours was 7.8 hours.

Number of days if 24 hours or more (63%)

- 42% of visitor groups spent two to three days (see Figure 36).
- 23% spent four to five days.
- The average length of stay for visitor groups who spent more than 24 hours was 4.4 days.

Average length of stay

- The average length of stay for all visitor groups was 70 hours, or 2.9 days.

Note: Due to discrepancies in responses from visitor groups that stayed on Mount Desert Island (MDI) for more than 30 days (Question 3B), the decision was made to remove their responses to the length of stay question (both in the park and on MDI).

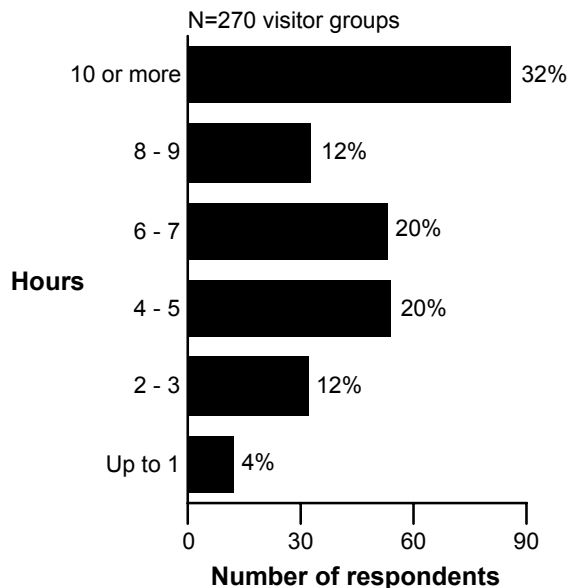


Figure 35: Number of hours visiting the park

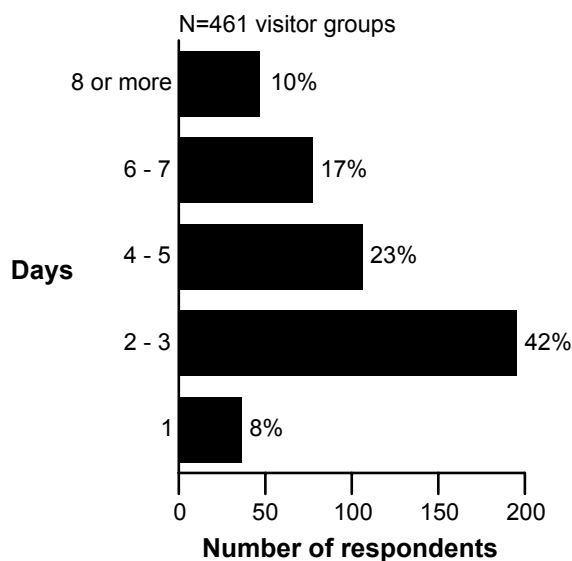


Figure 36: Number of days visiting the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Length of stay on Mount Desert Island

Question 4a

On this trip, how many total hours or days did you and your personal group spend visiting Mount Desert Island?

Results

Number of hours if less than 24 (23%)

- 24% of visitor groups spent ten or more hours (see Figure 37).
- 24% spent two to three hours.
- 20% spent four to five hours.
- The average length of stay for visitor groups that spent less than 24 hours on Mount Desert Island was 6.4 hours.

Number of days if 24 hours or more (77%)

- 33% spent two to three days (see Figure 38).
- 25% stayed four to five days.
- 22% stayed six to seven days.
- The average length of stay for visitor groups that spent more than 24 hours Mount Desert Island was 5.3 days.

Average length of stay

- The average length of stay for all visitor groups was 100.1 hours, or 4.2 days.

See Note on page 30.

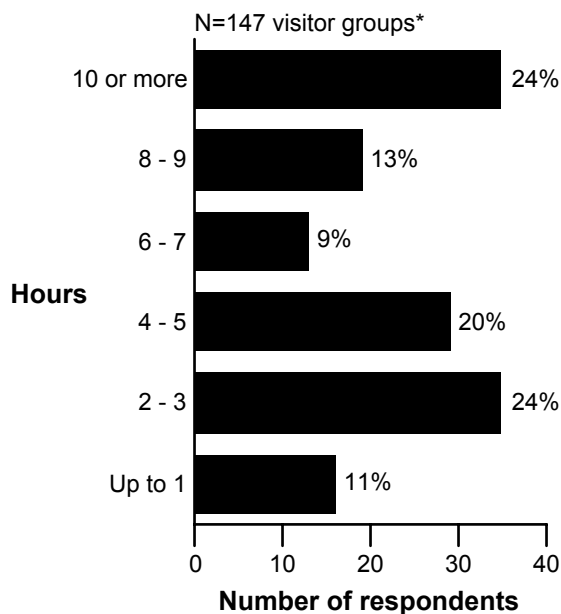


Figure 37: Number of hours on Mount Desert Island

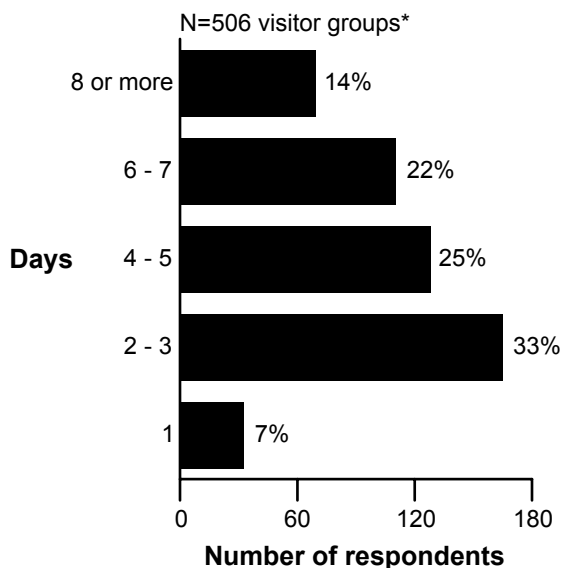


Figure 38: Number of days on Mount Desert Island

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Sites visited

Question 8

During this trip, which of these places in Acadia National Park did you and personal your group visit?

Results

- As shown in Figure 39, the most commonly visited sites by visitor groups in Acadia National Park were:

75% Cadillac Mountain summit
67% Jordan Pond House and area
63% Sand Beach
62% Thunder Hole

- The least visited sites were:

4% Islesford Museum
3% Baker Island
1% Isle au Haut

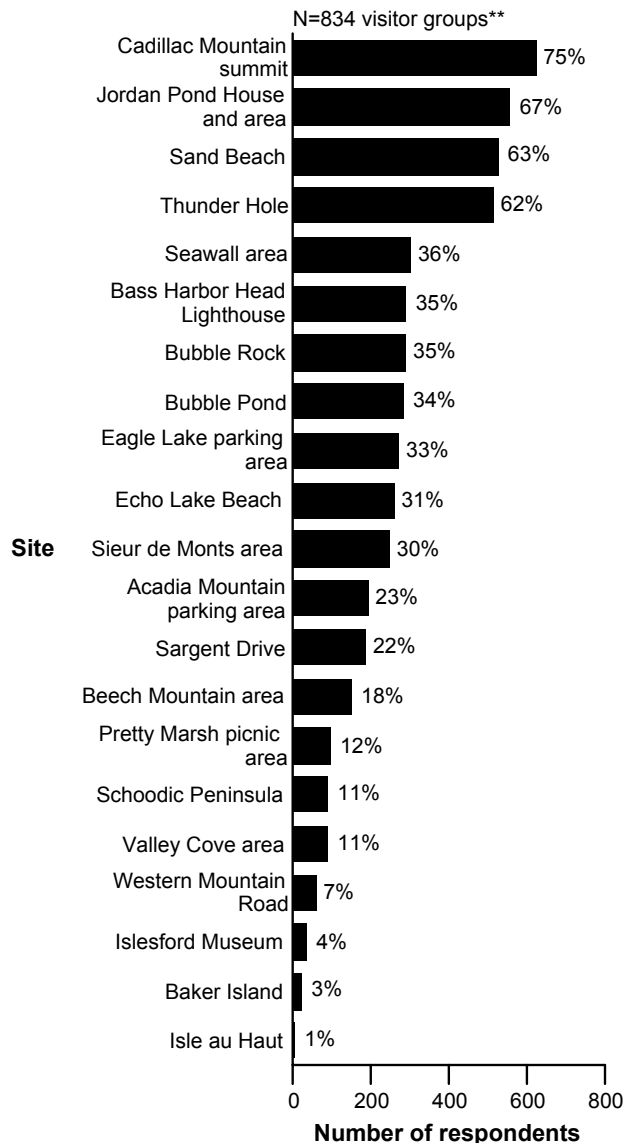


Figure 39: Sites visited

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Activities on this visit

Question 5

On the list below, please indicate all the activities in which you and your personal group participated at Acadia National Park during this trip.

Results

- As shown in Figure 40, the most common activities in which visitor groups participated were:

83% Sightseeing/driving for pleasure
79% Hiking on trails

- The least participated in activity was:

2% Earthcaching

- “Other” activities (14%) are shown in Table 14.

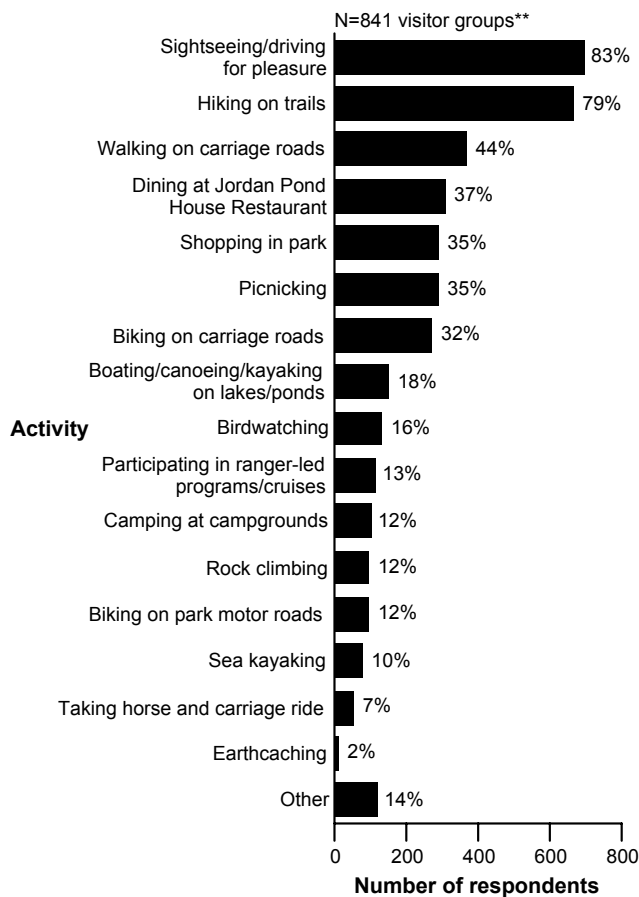


Figure 40: Activities on this visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 14: “Other” activities

N=135 comments

Activity	Number of times mentioned
Swimming	38
Visit beach	24
Photography	7
Running/jogging	7
Fishing	5
Boat tour	4
Camping	4
Horseback riding	4
Tide pooling	4
Beachcombing	3
Dining/eating	3
Exploring coastline	3
Visit lake	3
Blueberry picking	2
Hiked/walked around Jordan Pond	2
Lobster boat cruise	2
Picnicking	2
Sailing	2
Visit Wild Gardens	2
Attend wedding	1
Checking out land/houses	1
Diver Education	1
Frogging	1
Mermaid watching	1
Nature study	1
Painting	1
Reading	1
Rented mopeds	1
Stone jumping along the brooks	1
Visit Bass Harbor Lighthouse	1
Visit Cranberry Islands	1
Visit Schoodic Point	1
Visit Sieur de Monts Springs	1

*total percentages do not equal 100 due to rounding

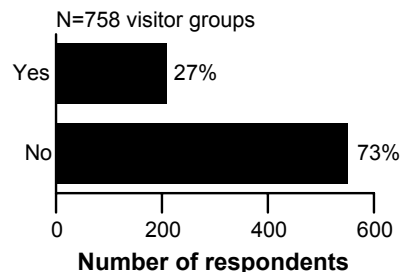
**total percentages do not equal 100 because visitors could select more than one answer

Visitor activities for which fees were paid

Question 6

Many businesses offer guided tours, instruction, or activities to help visitors enjoy Acadia National Park. On this trip, for which of these commercial activities did you and your personal group pay a fee while visiting Acadia National Park? Do not include businesses where you only rented equipment.

Paid fee for activities?



Results

- 27% of visitor groups paid a fee to participate in commercial activities at Acadia National Park (see Figure 41).
- As shown in Figure 42, the most common commercial activities for which visitor groups paid fees were:

53% Boat cruise

23% Sea kayaking tour

- “Other” bus tours (2%) were:

Bus to Bar Harbor

All inclusive tour with Triple D from New Jersey

Northeast Fire Compact Mts.

- “Other” activities (15%) for which a fee was paid are shown in Table 15.

Figure 41: Visitor groups that paid a fee to participate in activities

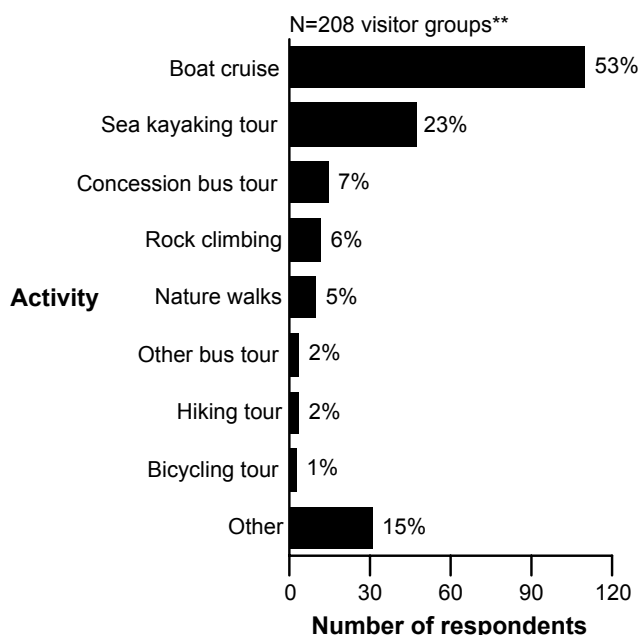


Figure 42: Activities for which fees were paid

Table 15: “Other” activities for which fee was paid
N=31 comments

Activity	Number of times mentioned
Horse and carriage ride	8
Whale watching	6
Deep sea fishing	5
Bi-plane tour	4
Diver Ed's Dive-in Theatre	3
Lobster boat tour	2
Abbe Museum	1
Baker Island ranger tour/cruise	1
Bass Harbor Lighthouse	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ranger-led programs

Question 13a

On this trip, which of the following ranger-led programs did you and your personal group attend at Acadia National Park?

Results

- 19% of visitor groups attended a ranger-led program (see Figure 43).
- As shown in Figure 44, among those visitor groups that attended ranger-led programs, the most common were:

38% Talk
32% Walk/hike
30% Boat cruise

- “Other” ranger-led programs (5%) were:

Carroll Homestead Open House
with a Carroll relative
Photography
Stars over Sand Beach
Tide pool school

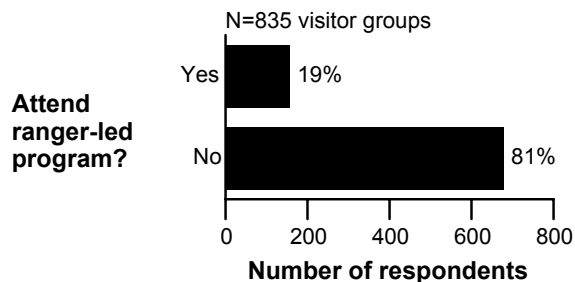


Figure 43: Visitor groups that attended a ranger-led program

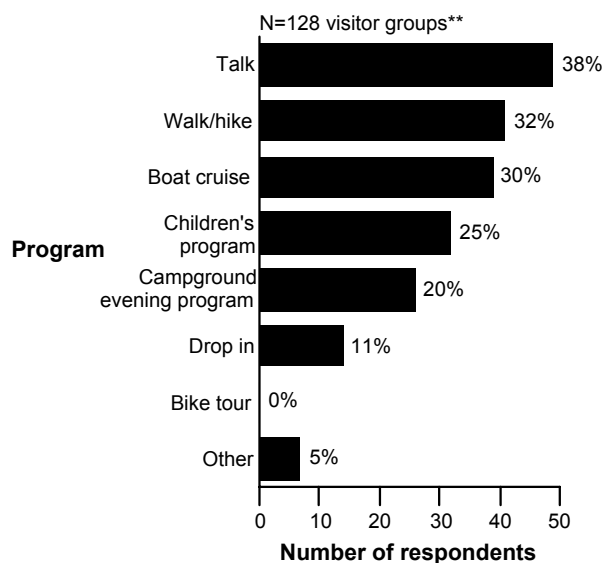


Figure 44: Participation in ranger-led programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 13b

How appropriate was the depth of information in the programs you and your personal group attended?

Results

- Table 16 shows how visitor groups rated the appropriateness of depth of information in ranger-led programs.

Table 16: Appropriateness of depth of information in ranger-led programs

N=number of visitor groups

Ranger-led program	N	Depth of information		
		Too simple %	About right %	Too complex %
Talk	48	8	90	2
Walk/hike	37	3	97	0
Bike tour	0	0	0	0
Children's program	31	3	97	0
Campground evening program - CAUTION!	24	4	96	0
Boat cruise	39	5	95	0
Drop in (Falcon Watch, Hawk Watch, Otter Cove) - CAUTION!	13	15	85	0
Other - CAUTION!	4	0	100	0

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 14

If you did not attend any park ranger-led programs on this visit, what prevented you and your personal group from attending?

Results

- 33% of visitor groups were not interested in attending ranger-led programs on this visit (see Figure 45).
- As shown in Figure 46, among those visitor groups who did not attend ranger-led programs, the most common reasons were:

67% Did not have time

24% Not aware of any programs

- “Other” reasons (21%) for not attending ranger-led programs are shown in Table 17.

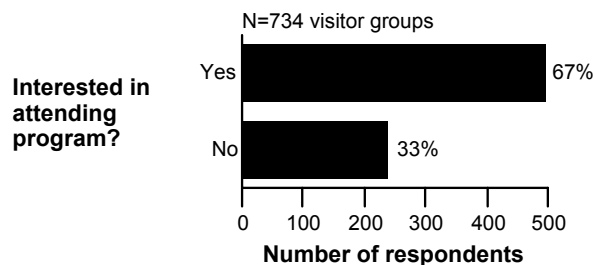


Figure 45: Visitor groups that were not interested in attending ranger-led programs

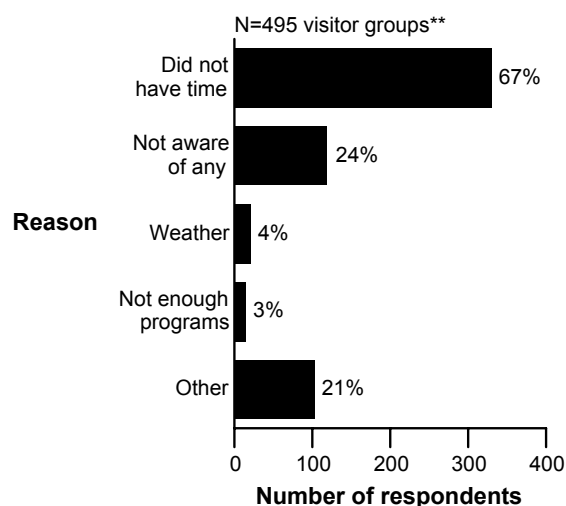


Figure 46: Reasons for not attending ranger-led programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 17: “Other” reasons for not attending ranger-led programs
N=101 comments

Reason	Number of times mentioned
Had young children along	12
Attended programs on previous visit	7
Friend/family members guided/informed us	7
Had other plans/activities	7
Our group was too large	4
Preferred to hike	4
Did not think of it	3
Elderly traveler	3
Had dog along	3
Prefer to explore on our own	3
Programs were full	3
Program schedule did not match ours	3
Did not get program information in time	2
Had no children along	2
Have visited previously	2
Junior Ranger program was full	2
On bus tour	2
Program topics were not relevant/of interest	2
Too expensive	2
Already know a lot about the park	1
Baker Island Tour was too expensive	1
Children preferred to swim	1
Did not get around to it	1
Did not know how to join a group	1
Evening programs were too late	1
Experienced with national parks	1
Hard to coordinate timing	1
Illness	1
Local resident	1
Not a priority	1
Not cool	1
Nothing for children	1
On bike tour	1
Our children are not patient	1
Planned to bike	1
Program schedule did not list times	1
Program we wanted was not available	1
Programs should be free	1
Programs were too long	1
Ranger was not there at scheduled time	1
Too busy	1
Too crowded	1
Were there to ride horses	1
Will attend on a future visit	1
With COA Nature Camp group	1
Would enjoy trail focused walk with ranger	1
Would only attend if weather was bad	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Use of electronic devices

Question 19a

On this visit to Acadia National Park, did you and your personal group bring any of the following electronic devices with you?

Results

- 37% of visitor groups brought electronic devices with them on their visit to the park (see Figure 47).
- As shown in Figure 48, among those visitor groups who brought electronic devices with them, the most common devices were:

92% Cell phone

60% Laptop computer

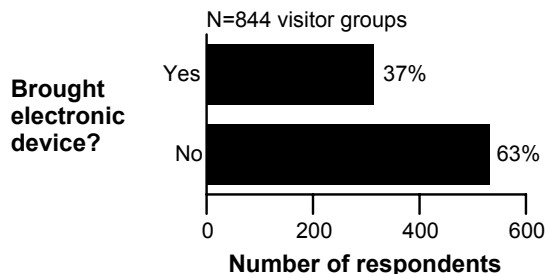


Figure 47: Visitor groups that brought electronic devices

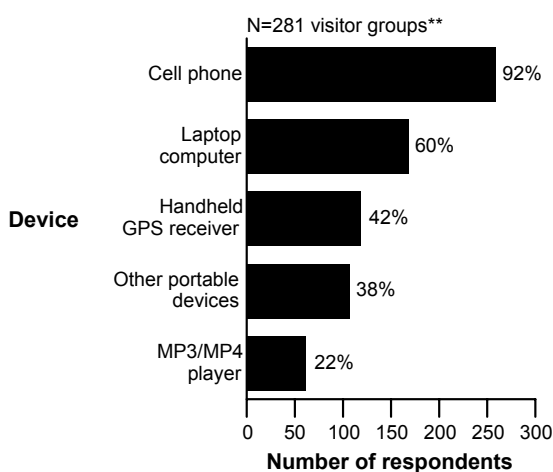


Figure 48: Electronic devices brought to the park

Question 19b

On this visit, did you and your personal group use any of the following electronic devices to obtain park information?

Results

- As shown in Figure 49, among those visitor groups who brought electronic devices with them, the most common devices used to obtain park information were:

45% Cell phone

44% Laptop computer

43% Handheld GPS receiver

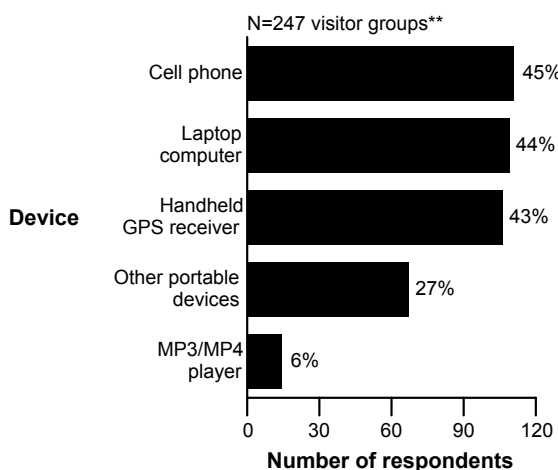


Figure 49: Electronic devices used to obtain park information

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 19c

What park information did you obtain using these devices?

Results

- 159 visitor groups listed park information obtained from electronic devices (see Table 18).

Table 18: Park information obtained from electronic devices

N=247 comments;

some visitor groups made more than one comment.

Information	Number of times mentioned
Directions	47
Weather	22
Map	20
Hours of operation	17
Location	15
Hiking trail information	11
None - no cell phone/internet reception	8
Activities	7
Phone numbers	5
Reservations	5
Schedules	5
Earthcache	4
General information	4
Ranger program reservations	4
Tour information	4
Jordan Pond House reservations	3
Ranger-led program information	3
Roads	3
Routes	3
Sites	3
Available services	2
Boat cruise information	2
Distance	2
Fee information	2
Island Explorer information	2
Local information	2
Park information	2
Park map	2
Program availability	2
Website information	2
Access Beaver Log	1
Addresses	1
Altitude	1
Baker Island tour availability	1
Best routes for scenic views	1
Boat cruise reservations	1
Campground locations	1
Campsite availability	1
Coordinates, track route for biking	1
Cranberry Island Ranger Cruise	1
Facilities	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 18: Park information obtained from electronic devices
(continued)

Information	Number of times mentioned
Fishing locations	1
Historic sites	1
Information on pets in the park	1
Jordan Pond information	1
Junior Ranger programs	1
Little information - cell phone access is poor	1
Location of family members	1
Location of Jordan Pond	1
Location of park	1
Location of park information center	1
Location of pizza parlor	1
Location of places	1
Location of Seawall	1
Location while biking on road	1
Marine - ham radio information	1
Photos	1
Plan itinerary	1
Recreational information	1
Restaurant information	1
Senior Ranger program booklet information	1
Sunrise time	1
Tide tables	1
Travel time	1

Question 19d

If you did not use these devices on this visit, would you like to use them to access information about Acadia National Park on a future visit?

Results

- 27% of visitor groups would like to use electronic devices to obtain park information on a future visit (see Figure 50).

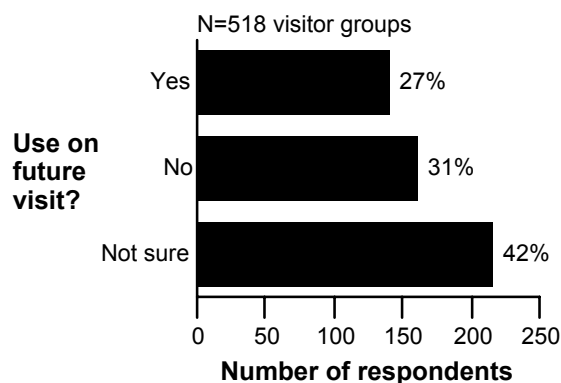


Figure 50: Visitor groups that would like to use electronic devices to obtain park information on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park rules, regulations, and guidelines

Question 9

On this visit, did you and your personal group learn (via publications, signs, talking to park staff, etc.) about these rules/regulations during this visit to Acadia National Park?

Results

- Table 19 shows the rules and regulations that visitor groups learned about during this visit.

Table 19: Visitor groups that learned about park rules and regulations

N=Number of visitor groups

Rules/regulations	N	Learned this visit	
		Yes %	No %
Pets are allowed in the park on a leash six feet or less in length, but are prohibited from hiking trails with ladders	821	43	57
Firewood may not be brought into the park due to the threat to park resources from non-native insect species	815	38	62
Dead and down wood may be collected as fuel for campfires within the park, except within campgrounds	798	16	84
Collecting natural and historic objects such as starfish, beach cobbles, or arrowheads is prohibited	818	53	47
Collecting certain fruits, nuts, or berries or unoccupied seashells by hand for personal use or consumption is allowed	805	30	70

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 10a

Prior to this visit, were you and your personal group aware of the following guidelines for visiting Acadia National Park?

Results

- Table 20 shows visitor groups that were aware of park guidelines at Acadia National Park prior to their visit.

Question 10b

Did you and your personal group learn (via publications, signs, talking to park staff, etc.) about these guidelines during this visit to Acadia National Park?

Results

- Table 20 shows the visitor groups that learned about park guidelines during their visit.

Table 20: Visitor groups that were aware of or learned about park guidelines						
N=number of visitor groups						
a) Aware prior to visit?				b) Learned during visit?		
N	Yes %	No %	Guidelines	N	Yes %	No %
818	81	19	Leave No Trace program and principles	520	53	47
752	51	49	Adding to or building new cairns or other rock objects detracts from the natural landscape, causes soil erosion and plant loss, and misleads hikers (Stone cairns are used as trail markers where there are no trees)	622	54	46
798	85	15	Staying on trails or stepping on rock preserves fragile mountain soil and plants	539	68	32

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Services, Facilities, Attributes, and Resources

Information services and facilities used

Question 11a

Please indicate all information services and facilities that you and your personal group used at Acadia National Park during this visit.

Results

- As shown in Figure 51, the most common information services and facilities used by visitor groups were:

90% Park brochure/map
54% Assistance from park staff

- The least used service/facility was:

1% Thompson Island Information Center exhibits

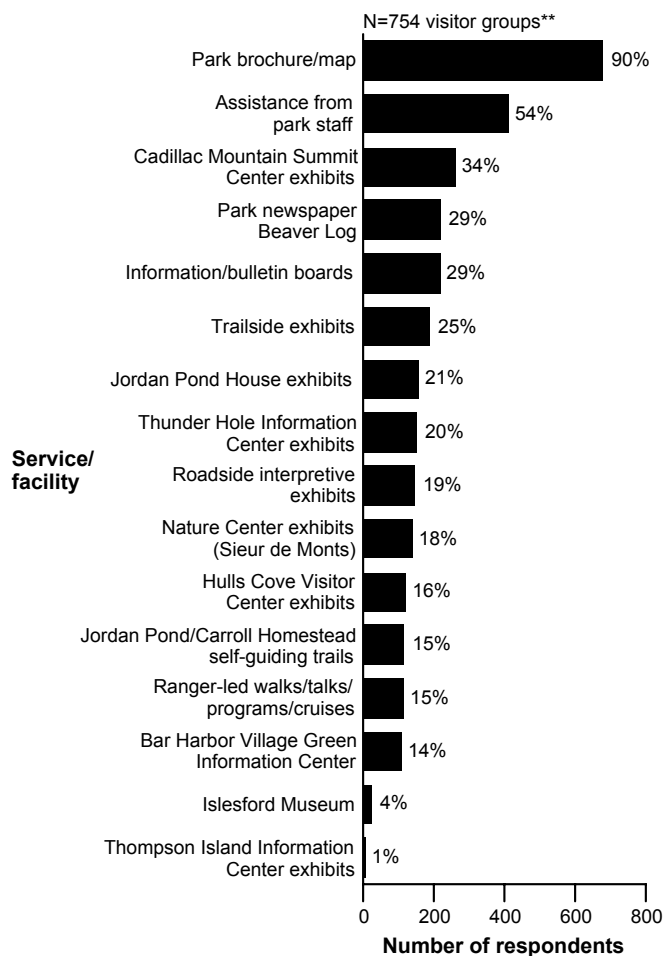


Figure 51: Information services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of information services and facilities

Question 11b

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 52 shows the combined proportions of “extremely important” and “very important” ratings for information services and facilities that were rated by 30 or more visitor groups.
- The information services and facilities receiving the highest combined proportions of “extremely important” and “very important” ratings were:

89% Park brochure/map
75% Bar Harbor Village Green Information Center
72% Ranger-led talks/walks/programs/cruises

- Figures 53 to 68 show the importance ratings for each information service and facility.
- The information service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

7% Hulls Cove Visitor Center exhibits

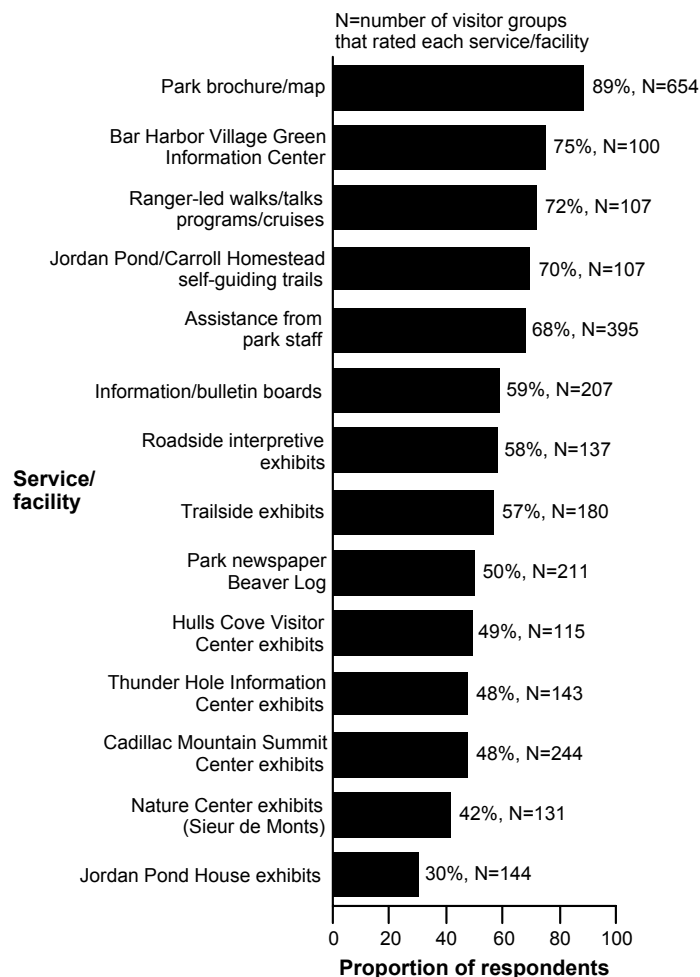


Figure 52: Combined proportions of “extremely important” and “very important” ratings of information services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

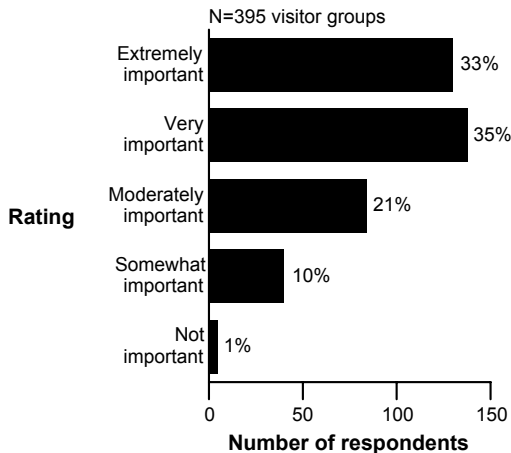


Figure 53: Importance of assistance from park staff

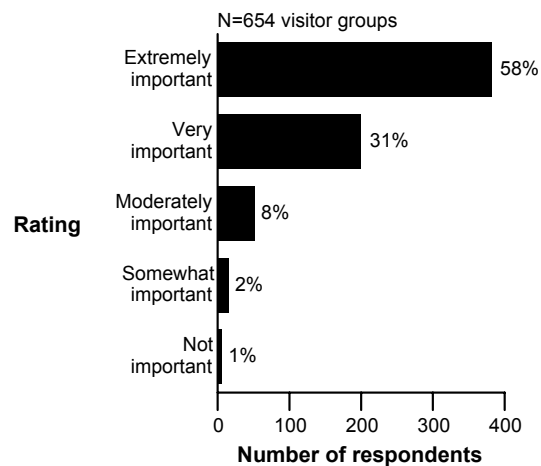


Figure 54: Importance of park brochure/map

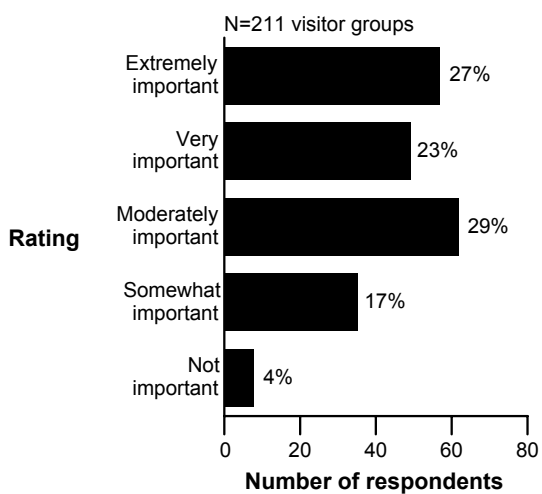


Figure 55: Importance of park newspaper *Beaver Log*

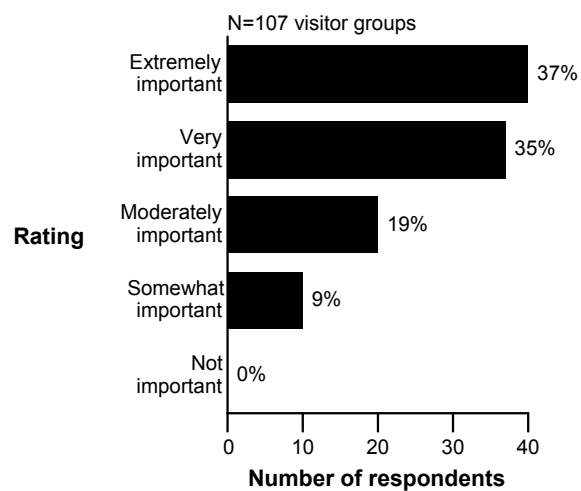


Figure 56: Importance of ranger-led walks/talks/programs/cruises

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

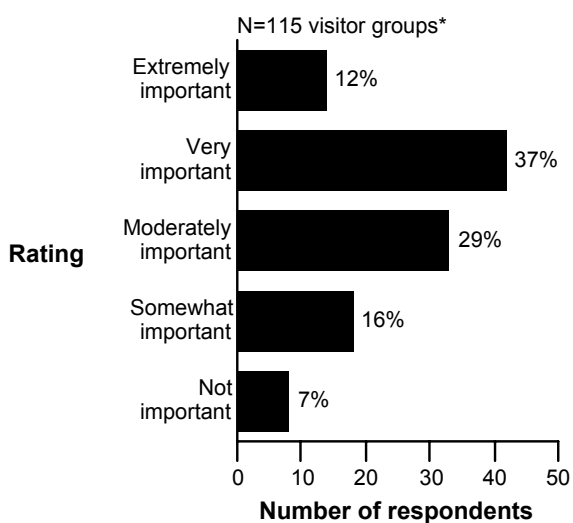


Figure 57: Importance Hulls Cove Visitor Center exhibits

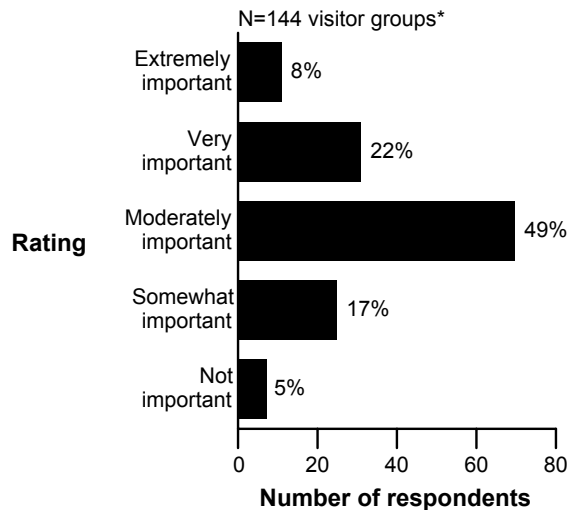


Figure 58: Importance of Jordan Pond House exhibits

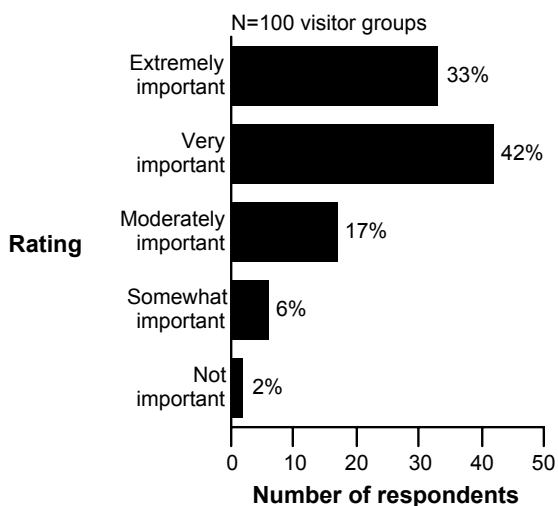


Figure 59: Importance of Bar Harbor Village Green Information Center

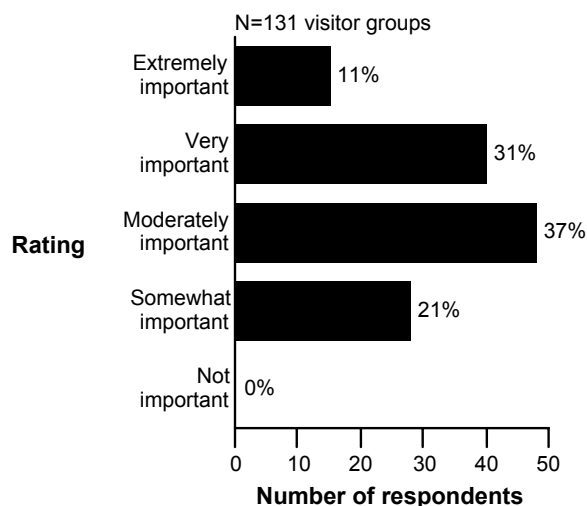


Figure 60: Importance of Nature Center exhibits (Sieur de Monts)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

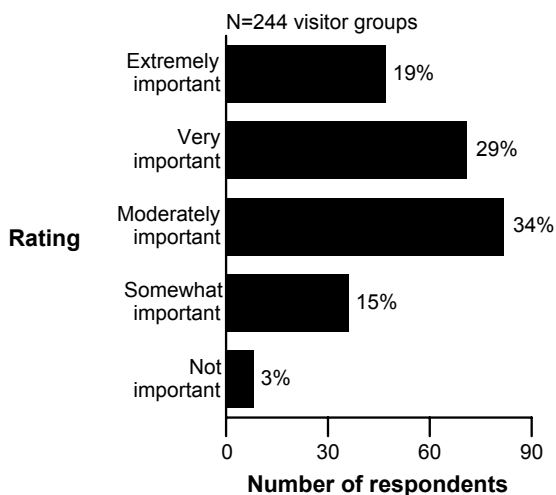


Figure 61: Importance of Cadillac Mountain Summit Center exhibits

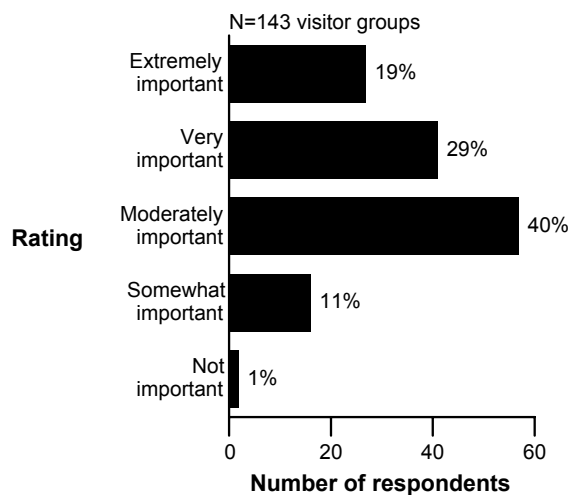


Figure 62: Importance of Thunder Hole Information Center exhibits

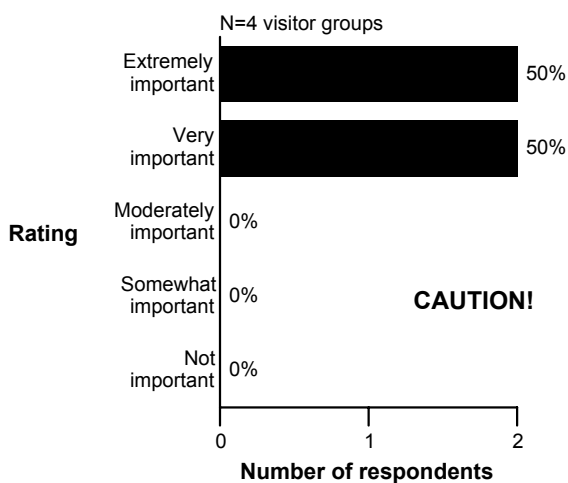


Figure 63: Importance of Thompson Island Information Center exhibits

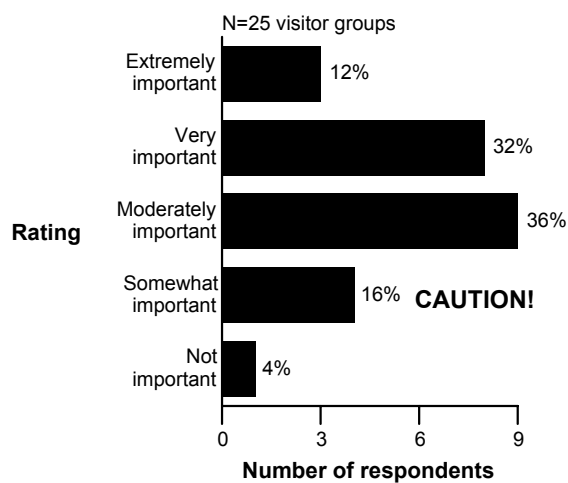


Figure 64: Importance of Islesford Museum

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

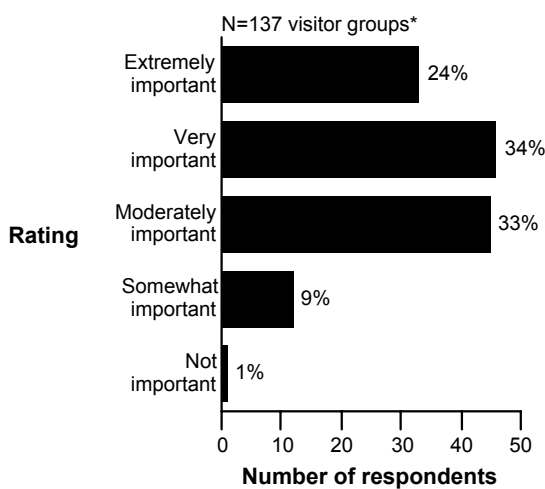


Figure 65: Importance of roadside interpretive exhibits

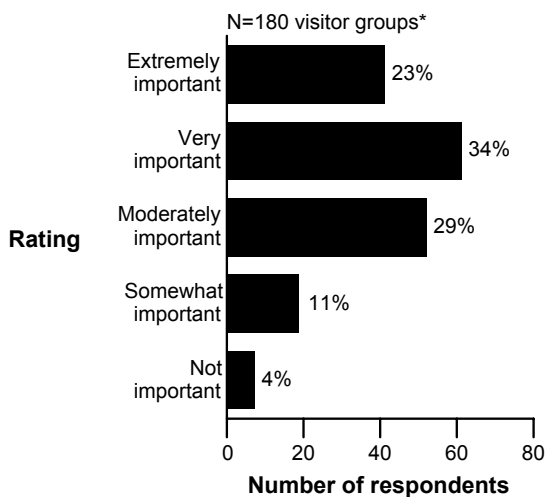


Figure 66: Importance of trailside exhibits

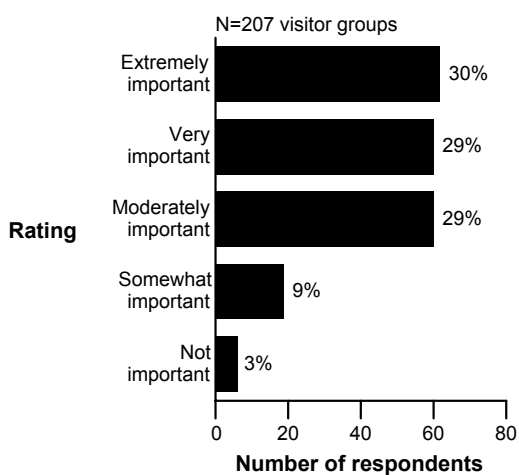


Figure 67: Importance of information/bulletin boards

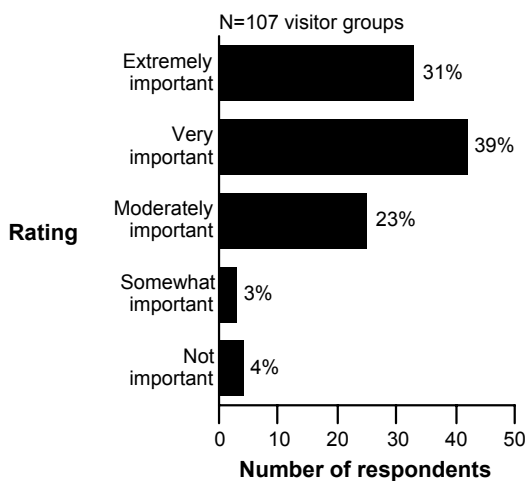


Figure 68: Importance of Jordan Pond or Carroll Homestead self-guiding trails

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of information services and facilities

Question 11c

Finally, for only those services and facilities that you or 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 69 shows the combined proportions of “very good” and “good” quality ratings for information services and facilities that were rated by 30 or more visitor groups.
- The information services and facilities that received the highest combined proportions of “very good” and “good” quality ratings were:

94% Ranger-led walks/talks/
programs/cruises
92% Assistance from park
staff
87% Park brochure/map

- Figures 70 to 85 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 were:

3% Hulls Cove Visitor
Center exhibits

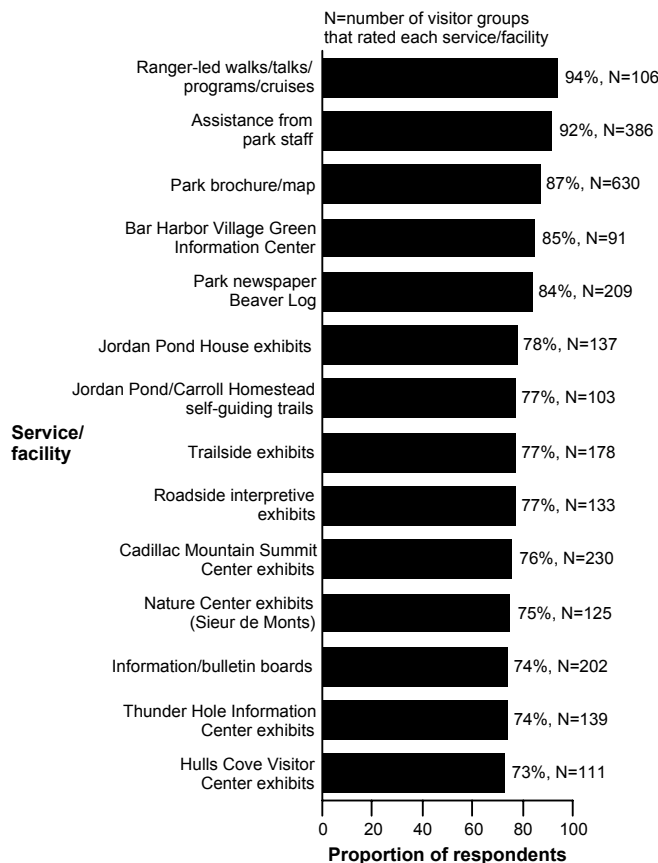


Figure 69: Combined proportions of “very good” and “good” quality ratings of information services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

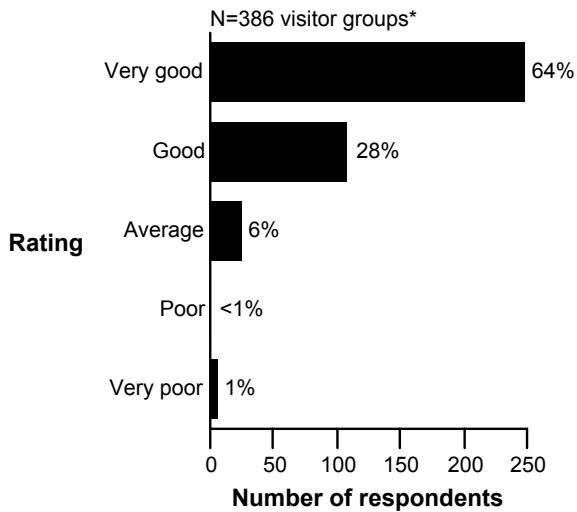


Figure 70: Quality of assistance from park staff

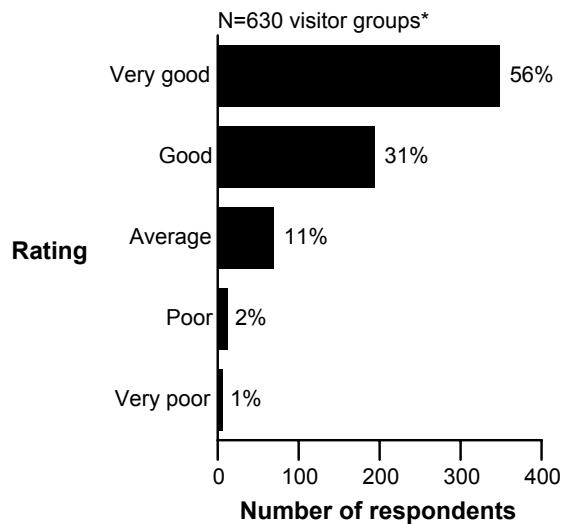
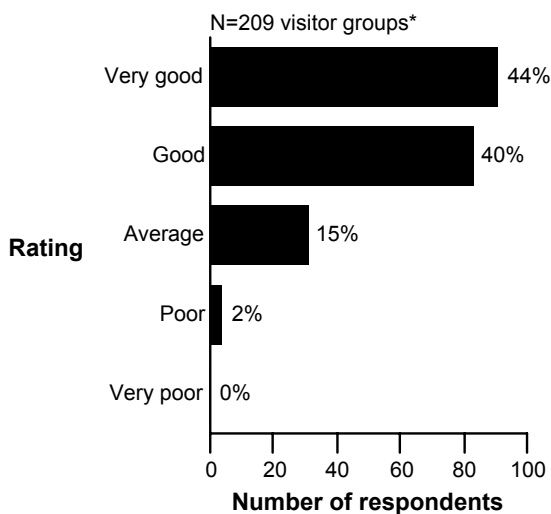
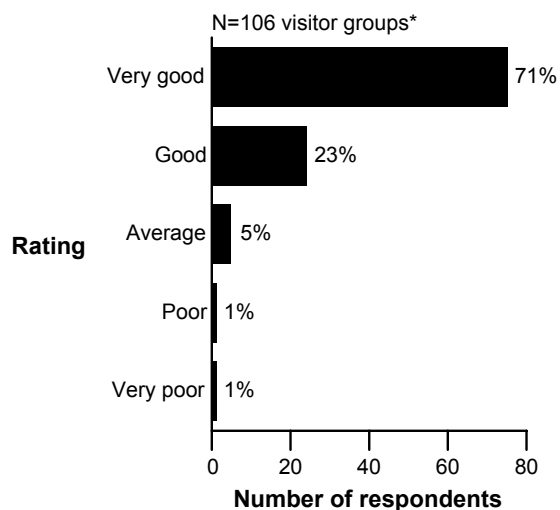


Figure 71: Quality of park brochure/map



**Figure 72: Quality of park newspaper
*Beaver Log***



**Figure 73: Quality of ranger-led walks/
talks/programs/cruises**

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

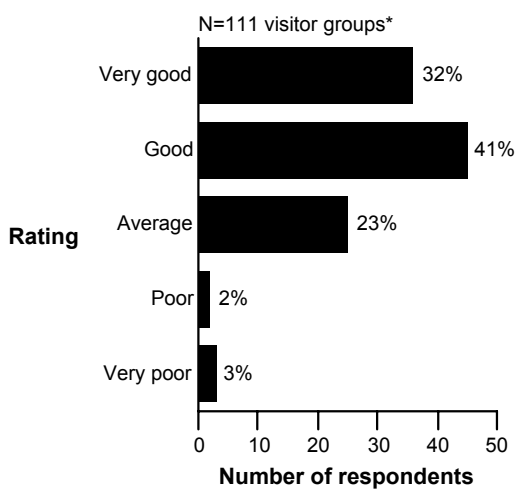


Figure 74: Quality of Hulls Cove Visitor Center exhibits

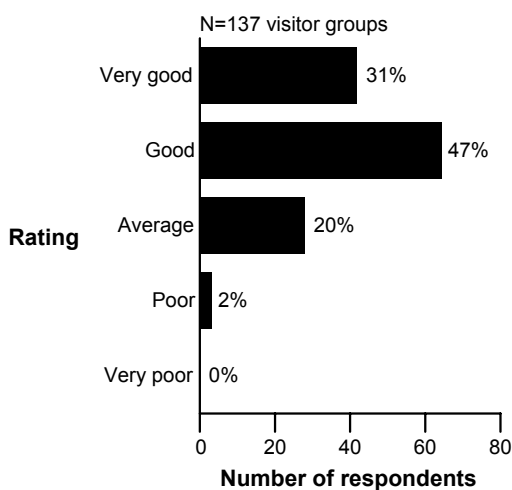


Figure 75: Quality of Jordan Pond House exhibits

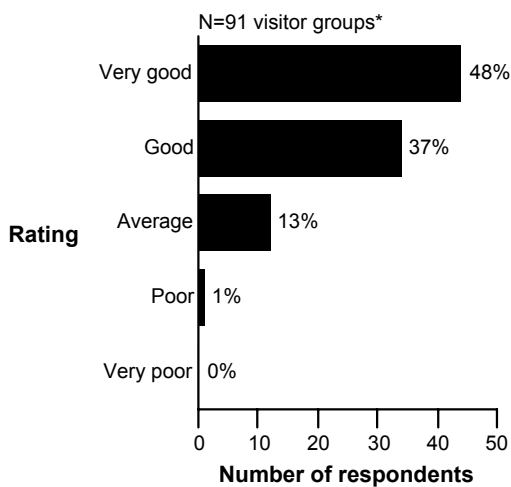


Figure 76: Quality of Bar Harbor Village Green Information Center

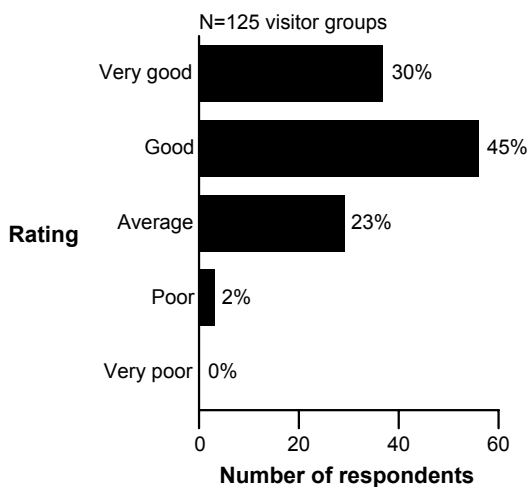


Figure 77: Quality of Nature Center exhibits (Sieur de Monts)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

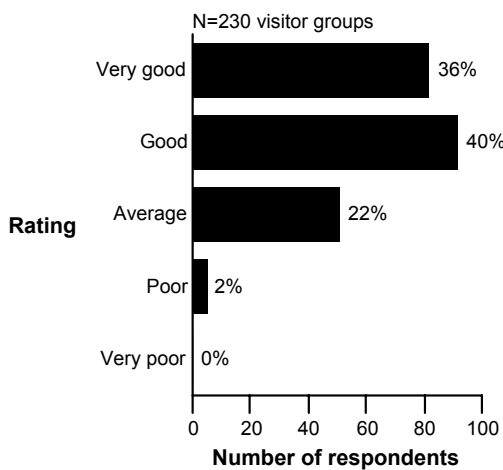


Figure 78: Quality of Cadillac Mountain Summit Center exhibits

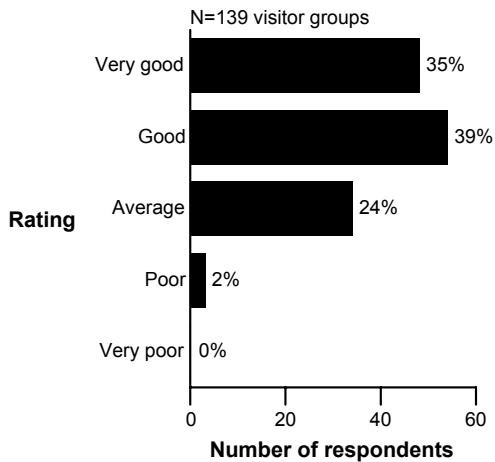


Figure 79: Quality of Thunder Hole Information Center exhibits

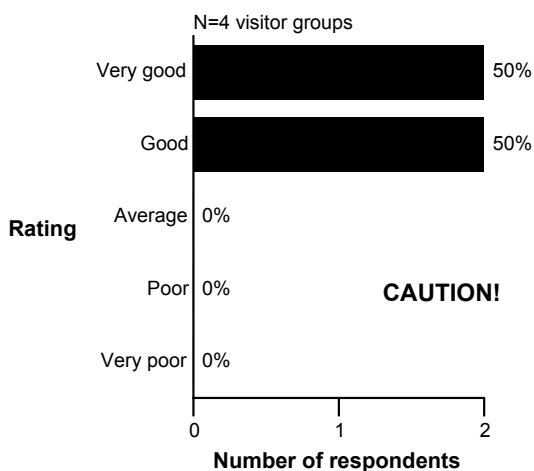


Figure 80: Quality of Thompson Island Information Center exhibits

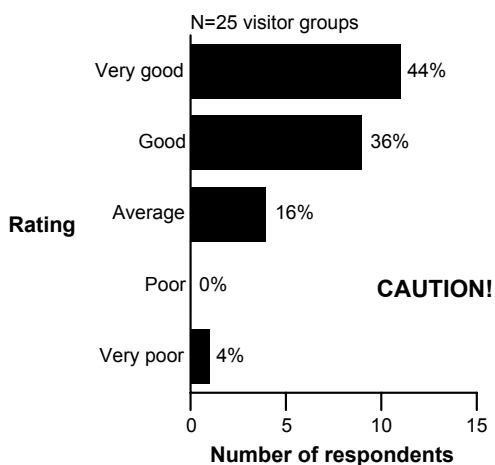


Figure 81: Quality of Islesford Museum exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

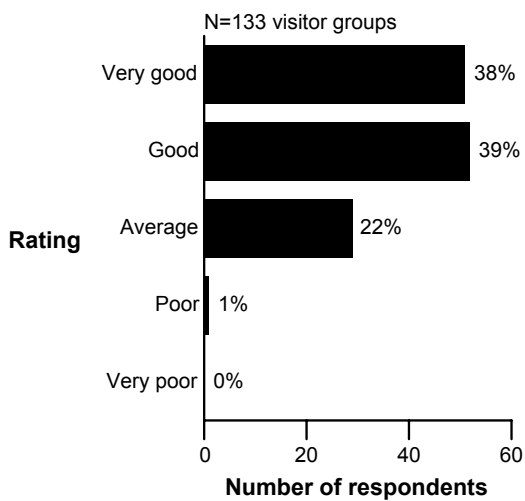


Figure 82: Quality of roadside interpretive exhibits

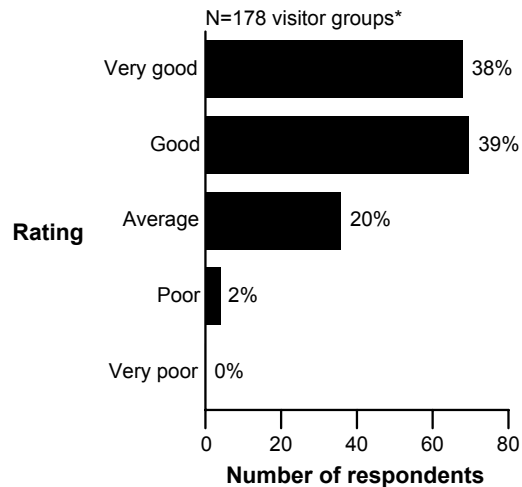


Figure 83: Quality of trailside exhibits

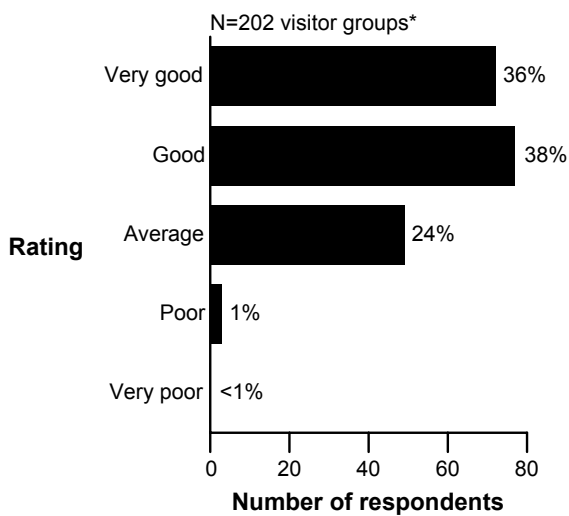


Figure 84: Quality of information/bulletin boards

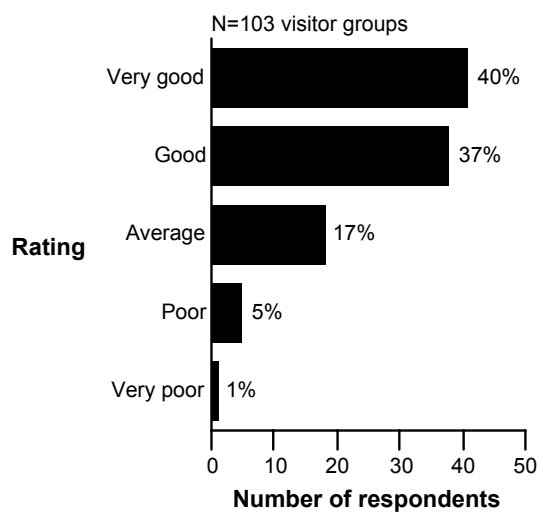


Figure 85: Quality of Jordan Pond or Carroll Homestead self-guiding trails

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings for information services and facilities

- Figures 86 and 87 show the mean scores of importance and quality ratings for all information services and facilities that were rated by 30 or more visitor groups.
- All information services and facilities were rated above average.

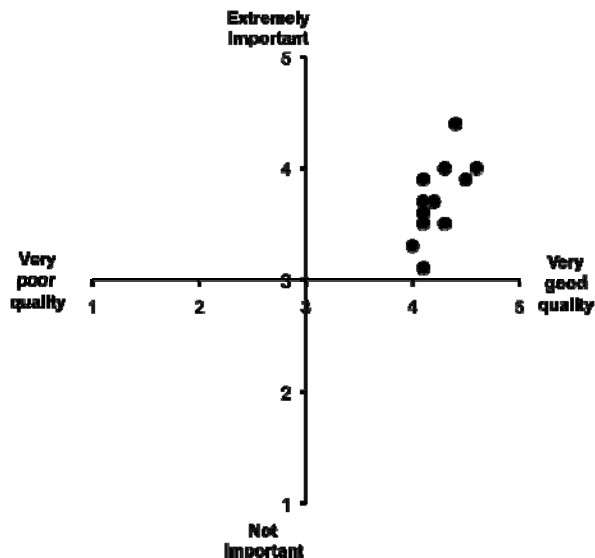


Figure 86: Mean scores of importance and quality ratings for information services and facilities

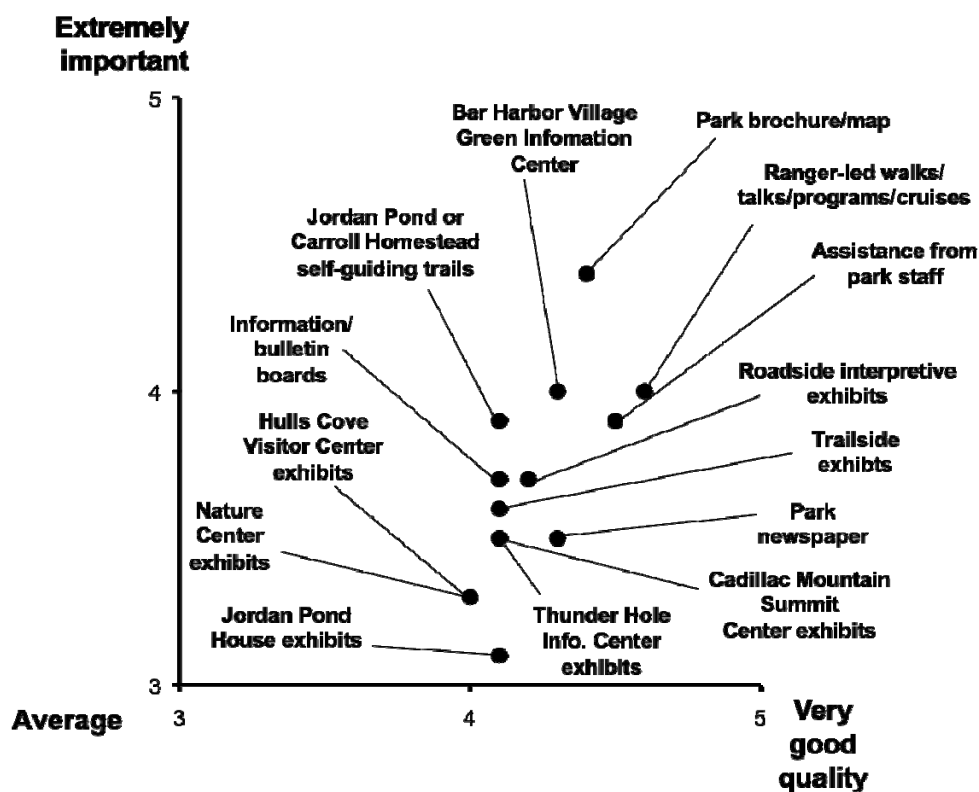


Figure 87: Detail of Figure 86

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor services and facilities used

Question 16a

Please indicate all visitor services and facilities that you or your personal group used at Acadia National Park during this visit.

Results

- As shown in Figure 88, the most common visitor services and facilities used by visitor groups were:

82% Directional signs
(outside park)
81% Restrooms
80% Park Loop Road
79% Parking lots

- The least used service/facility was:

8% Wildwood Stables

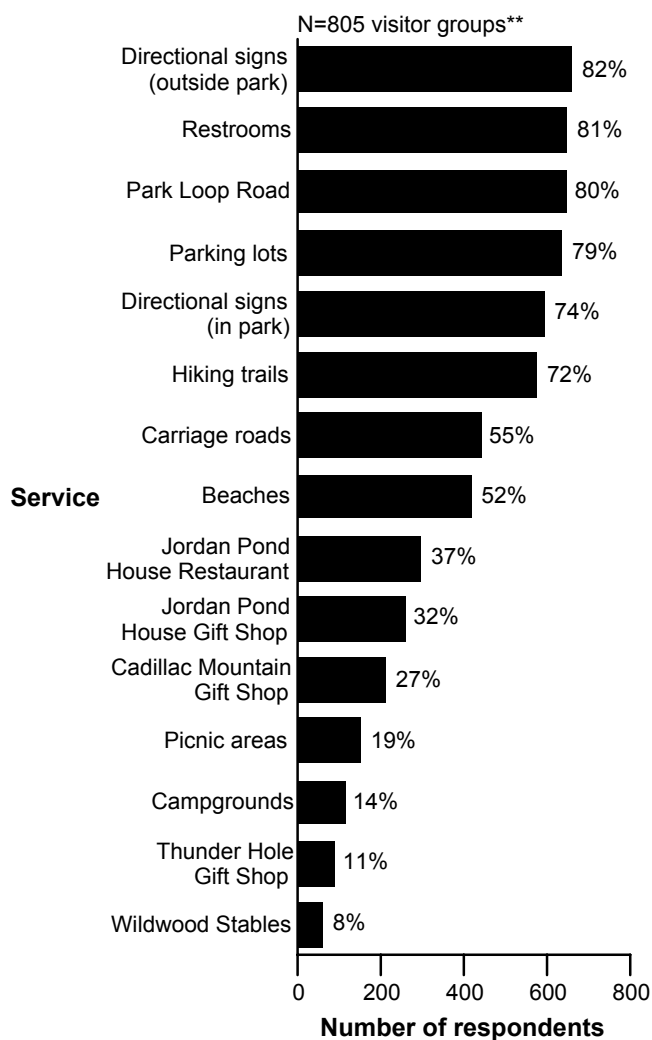


Figure 88: Visitor services and facilities used

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor services and facilities

Question 16b

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

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

Results

- Figure 89 shows the combined proportions of “extremely important” and “very important” ratings for visitor services and facilities that were rated by 30 or more visitor groups.

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

95% Hiking trails
93% Campgrounds
91% Park Loop Road

- Figures 90 to 104 show the importance ratings for each service/facility.
- The service/facility receiving the highest “not important” rating that was rated by 30 or more visitor groups was:

9% Thunder Hole Gift Shop

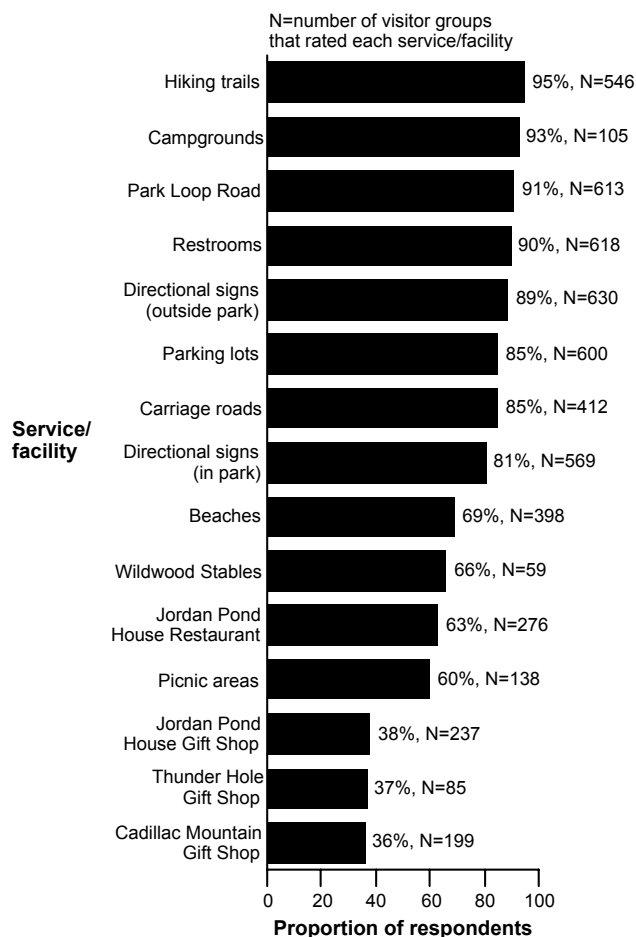


Figure 89: Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

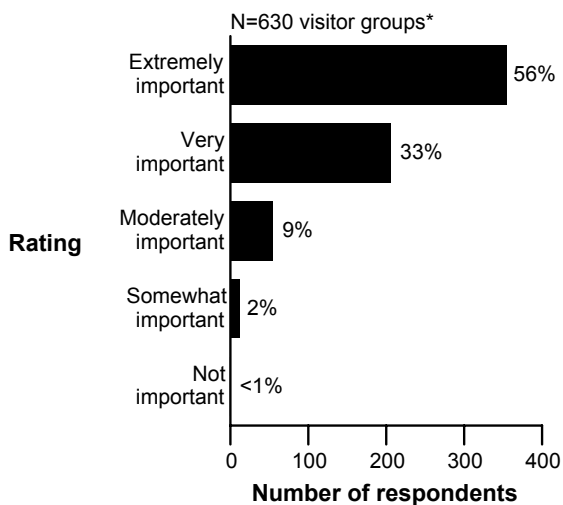


Figure 90: Importance of park road directional signs – outside park

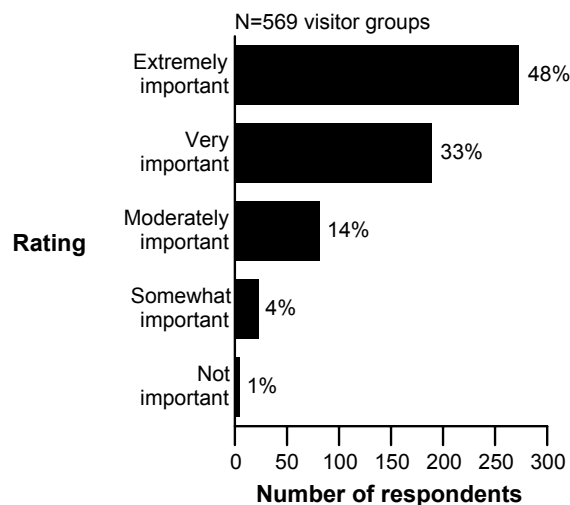


Figure 91: Importance of park road directional signs – in park

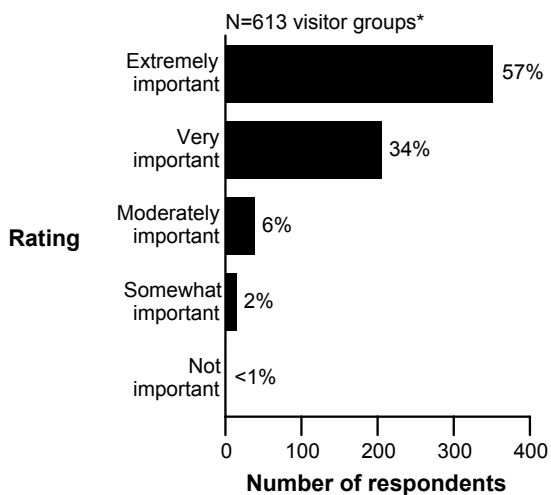


Figure 92: Importance of Park Loop Road

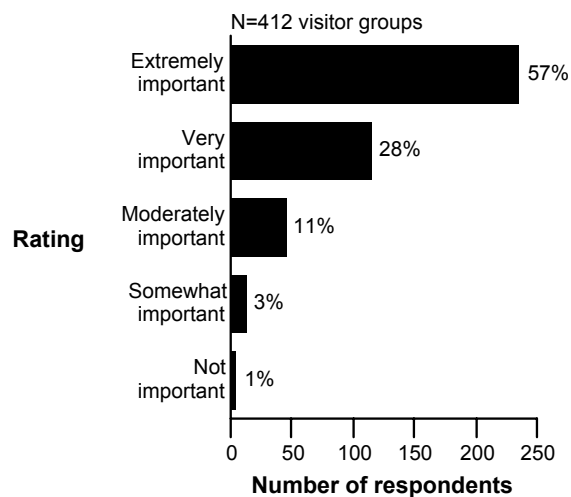


Figure 93: Importance of carriage roads

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

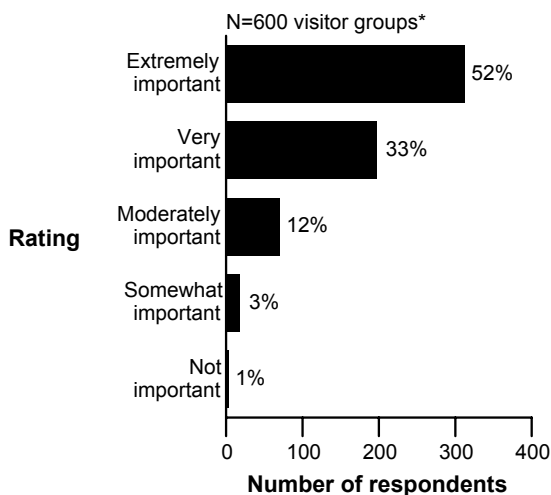


Figure 94: Importance of parking lots

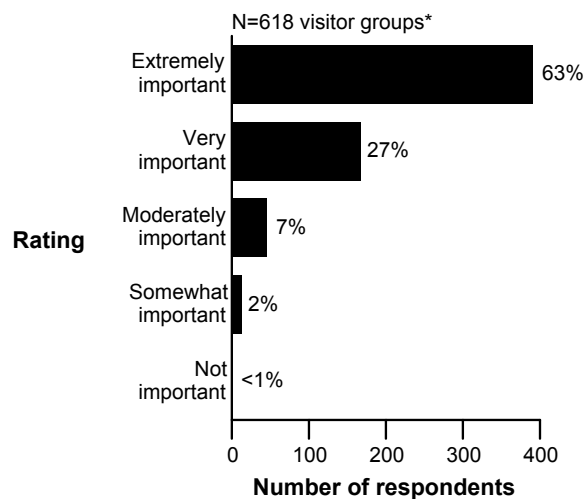


Figure 95: Importance of restrooms

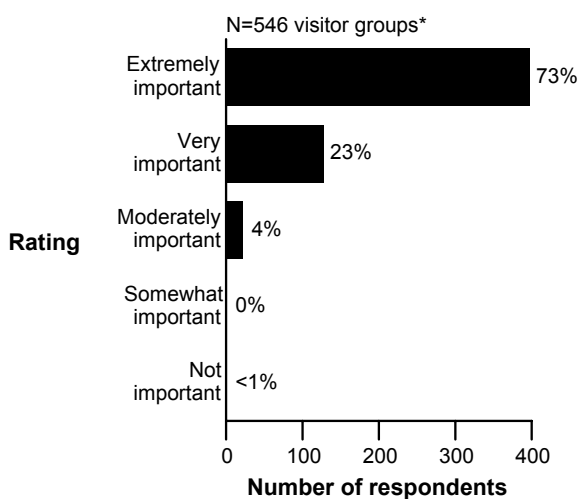


Figure 96: Importance of hiking trails

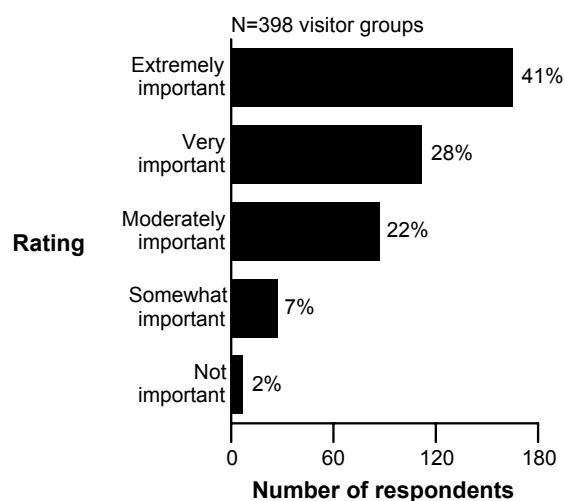


Figure 97: Importance of beaches

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

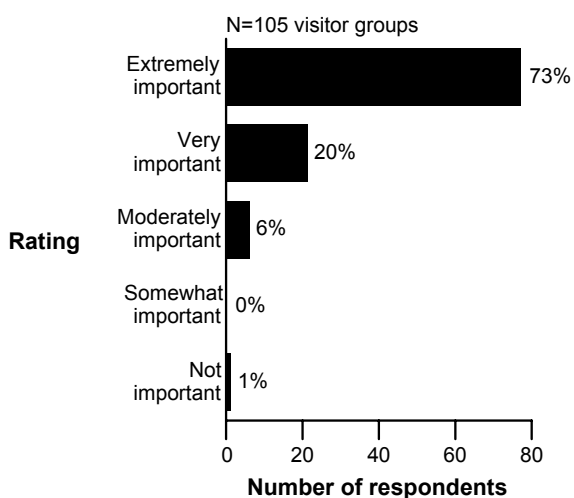


Figure 98: Importance of campgrounds (Blackwoods, Seawall, Isle au Haut, Wildwood Stables)

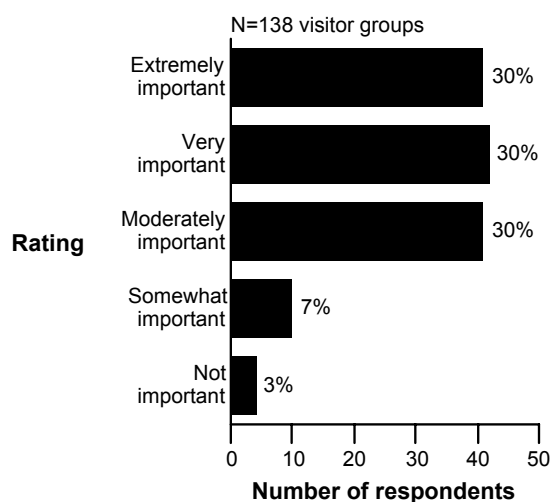


Figure 99: Importance of picnic areas

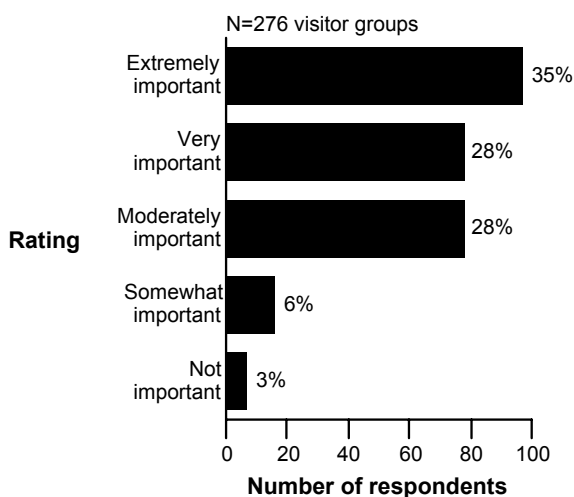


Figure 100: Importance of Jordan Pond House Restaurant

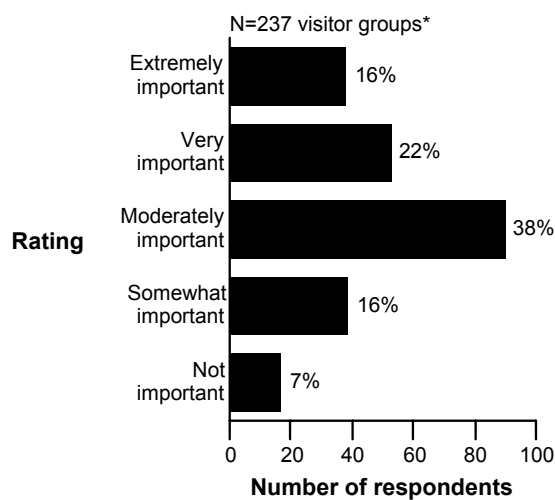


Figure 101: Importance of Jordan Pond House Gift Shop

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

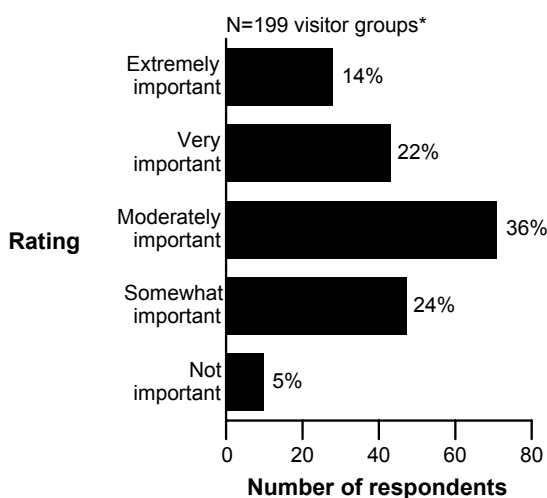


Figure 102: Importance of Cadillac Mountain Gift Shop

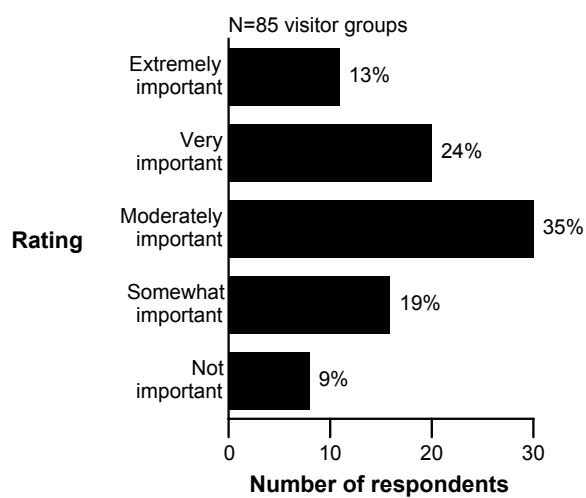


Figure 103: Importance of Thunder Hole Gift Shop

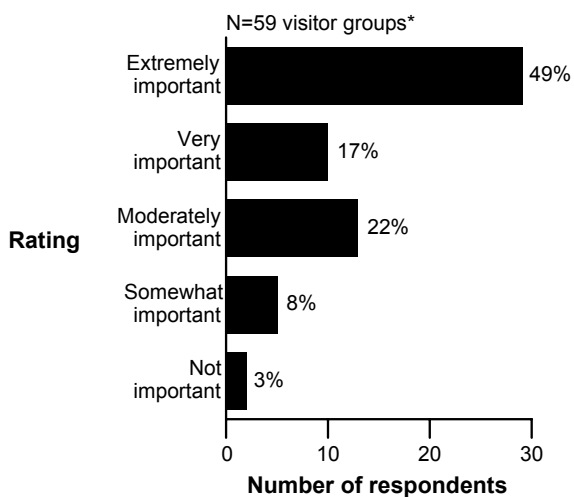


Figure 104: Importance of Wildwood Stables (excluding campground)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Quality ratings of visitor services and facilities

Question 16c

Finally, for only those services and facilities that you or 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 105 shows the combined proportions of “very good” and “good” quality ratings for visitor 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:

94% Carriage roads
92% Hiking trails
92% Park Loop Road
91% Jordan Pond House Restaurant

- Figures 106 to 120 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:

2% Parking lots

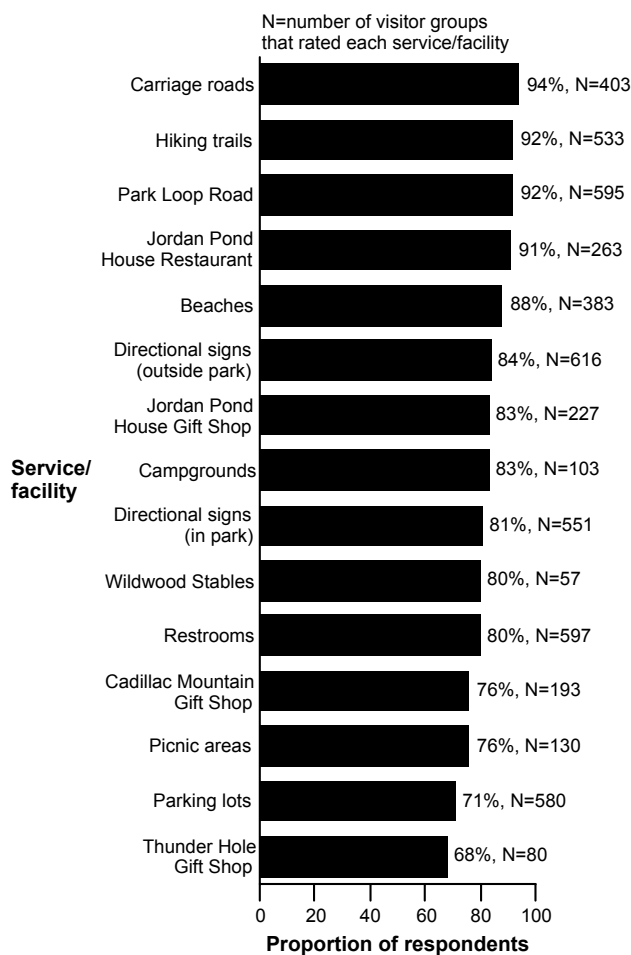


Figure 105: Combined proportions of “very good” and “good” quality ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

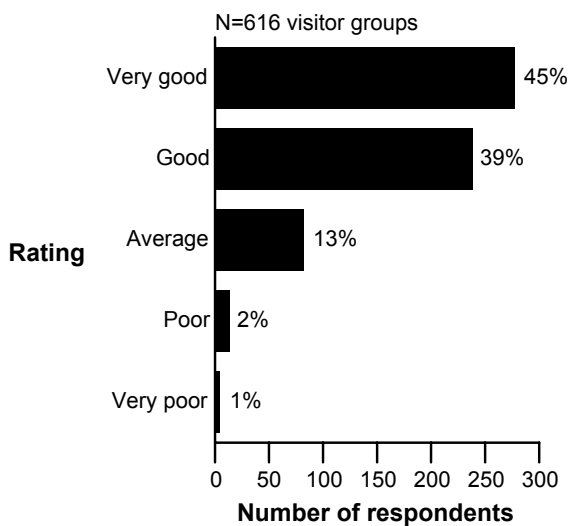


Figure 106: Quality of park road directional signs – outside park

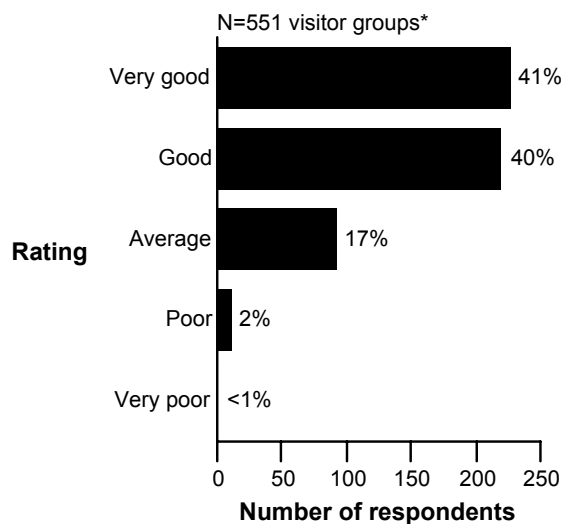


Figure 107: Quality of park road directional signs – in park

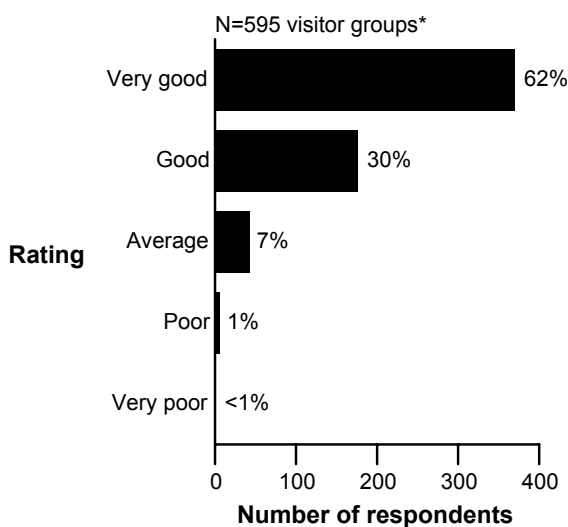


Figure 108: Quality of park Loop Road

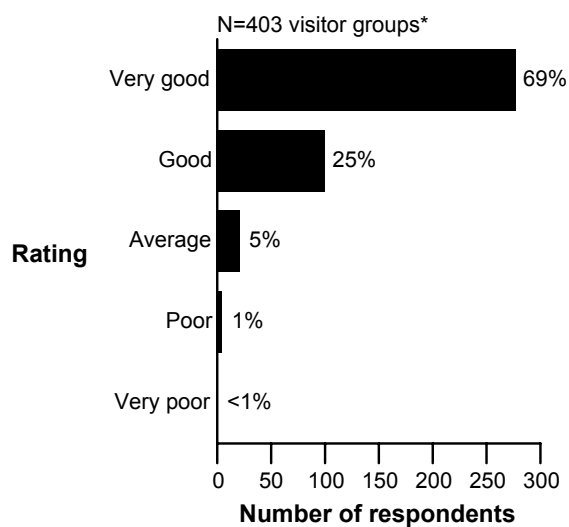


Figure 109: Quality of carriage roads

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

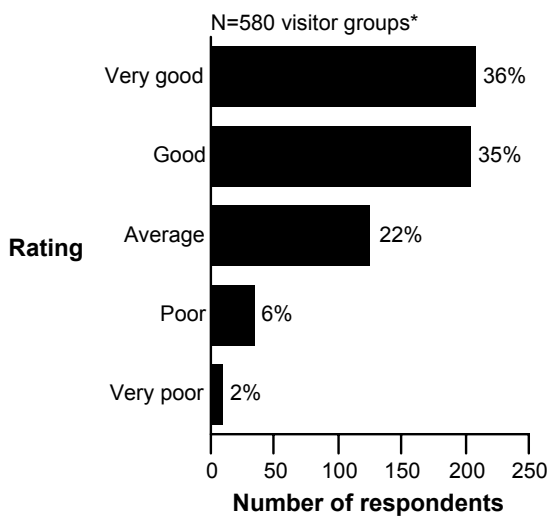


Figure 110: Quality of parking lots

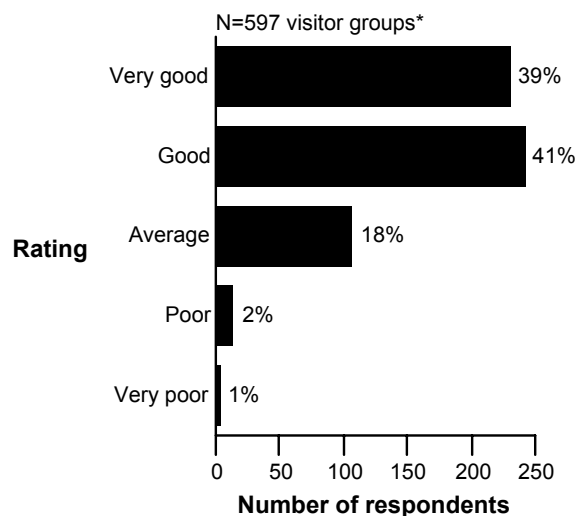


Figure 111: Quality of restrooms

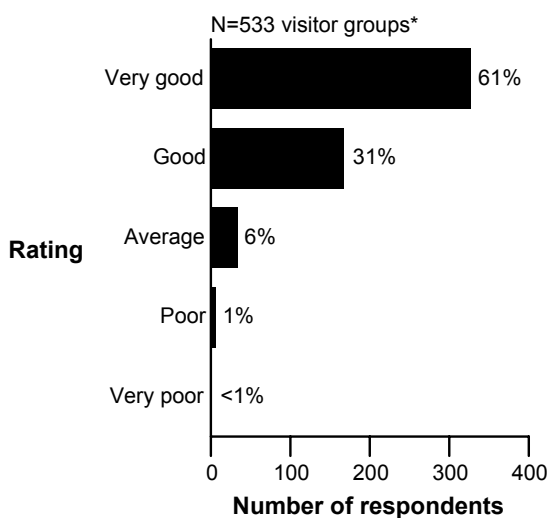


Figure 112: Quality of hiking trails

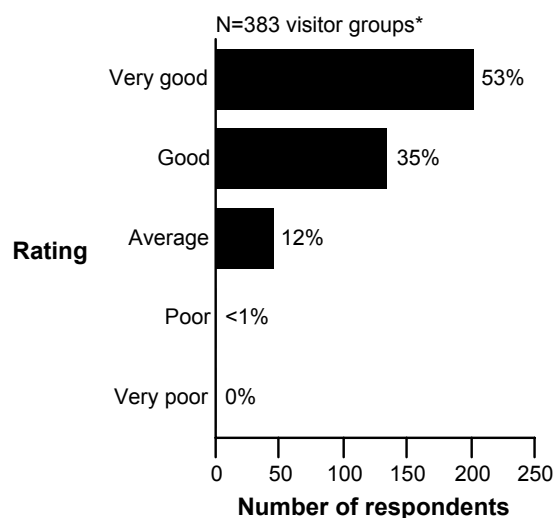
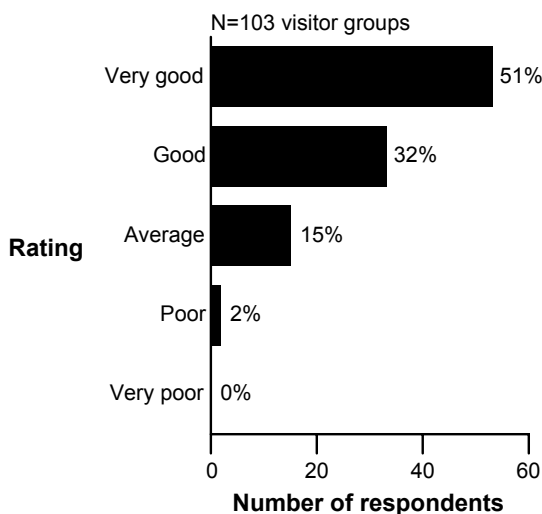


Figure 113: Quality of beaches

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer



**Figure 114: Quality of campgrounds
(Blackwoods, Seawall, Isle au
Haut, Wildwood Stables)**

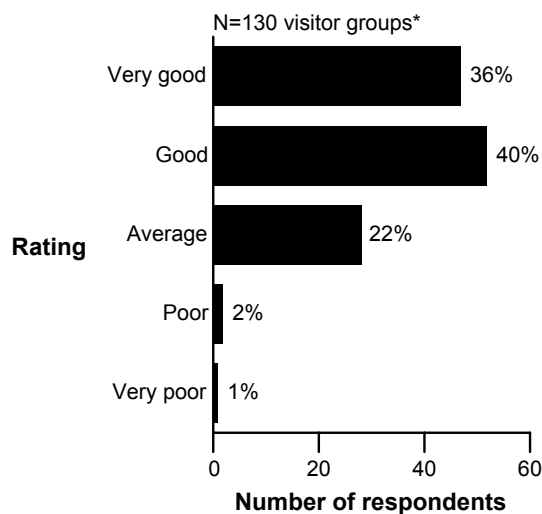
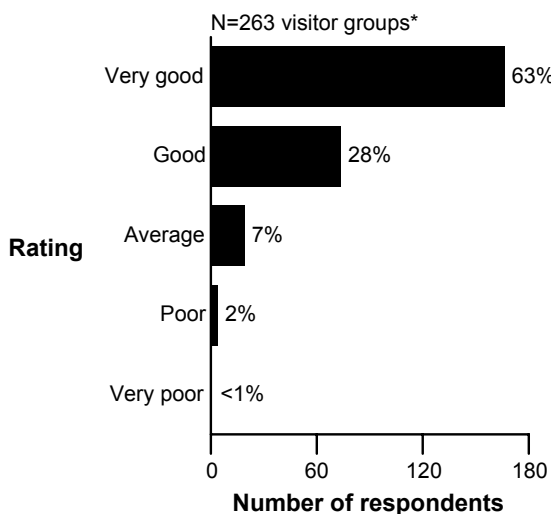
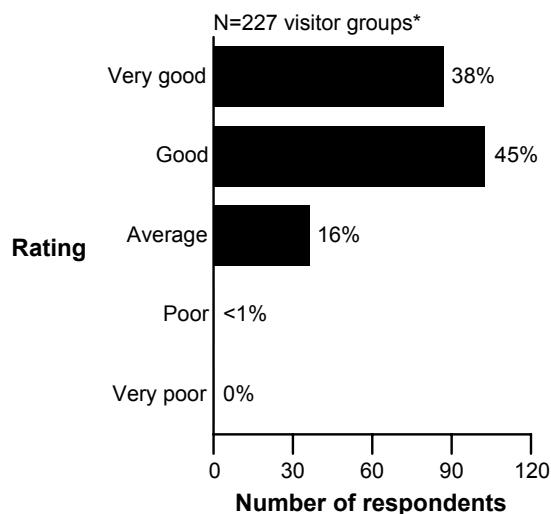


Figure 115: Quality of picnic areas



**Figure 116: Quality of Jordan Pond House
Restaurant**



**Figure 117: Quality of Jordan Pond House
Gift Shop**

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

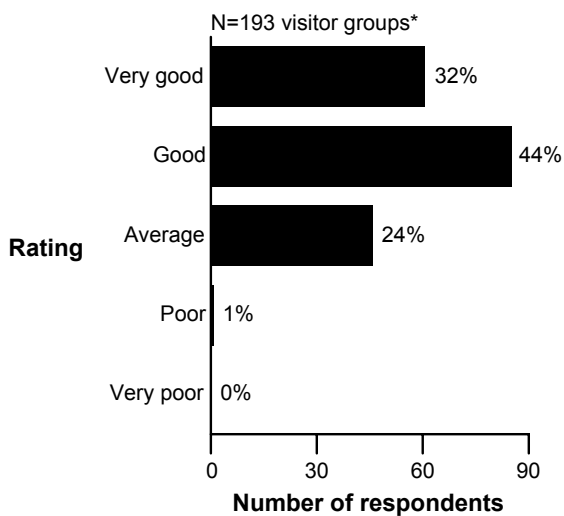


Figure 118: Quality of Cadillac Mountain Gift Shop

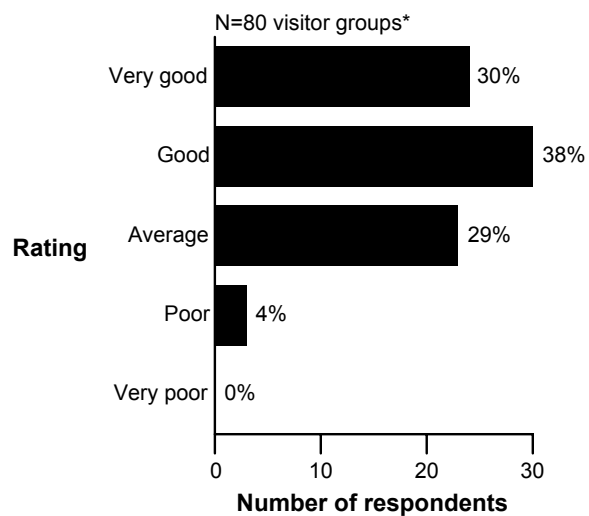


Figure 119: Quality of Thunder Hole Gift Shop

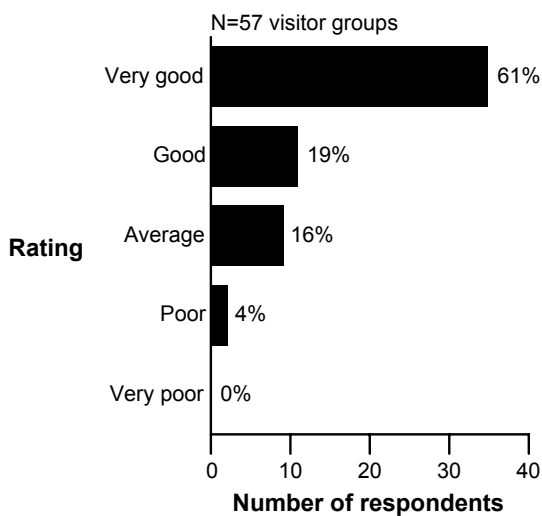


Figure 120: Quality of Wildwood Stables (excluding campground)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

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

- Figures 121 and 122 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.

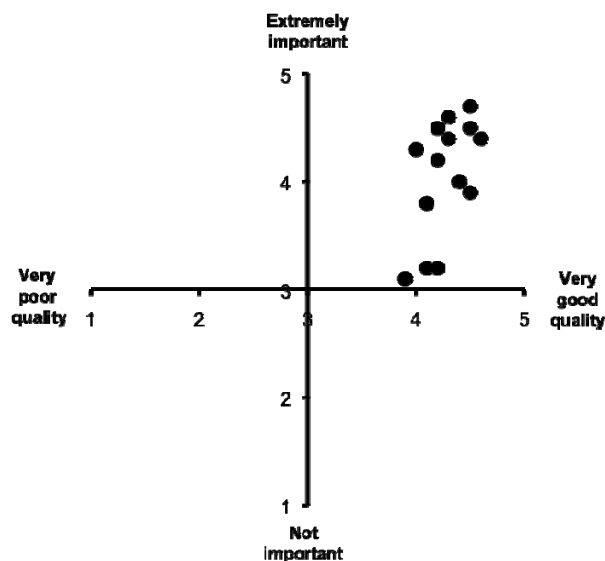


Figure 121: Mean scores of importance and quality ratings for visitor services and facilities

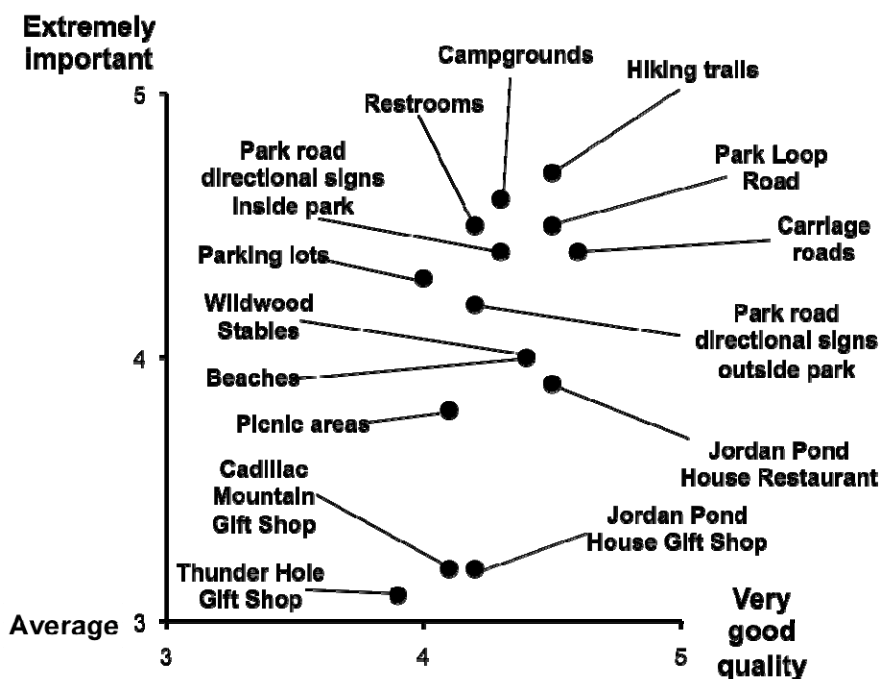


Figure 122: Detail of Figure 121

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Park website

Question 12a

How would you rate the quality of information provided on the park website to plan your visit?

Results

- 44% of visitor groups used the park website (see Figure 123).
- 82% of visitor groups that used the park website rated its quality as “very good” or “good” (see Figure 124).
- 16% rated the quality as “average.”

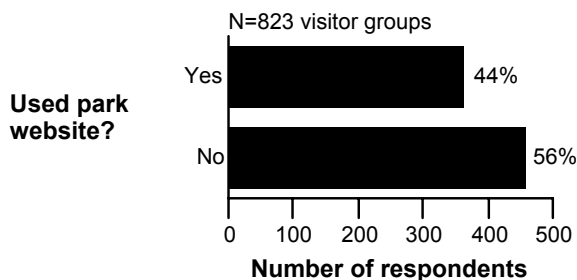


Figure 123: Visitor groups that used the park website

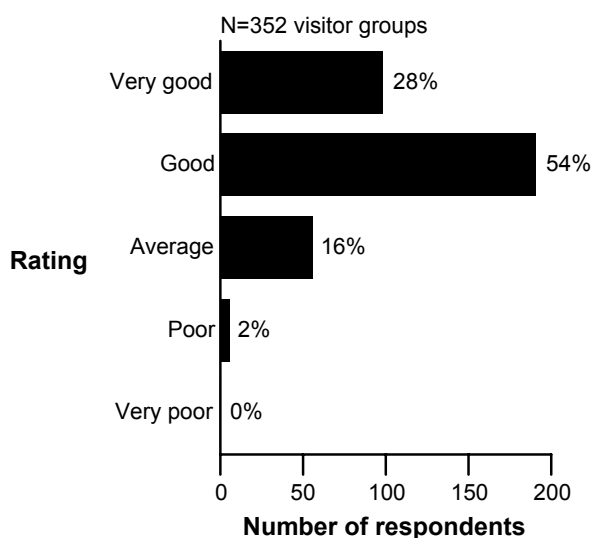


Figure 124: Quality of park website

Question 12b

Did you find the information that you needed on the park website?

Results

- 85% of visitor groups found the information they needed on the park website (see Figure 125).

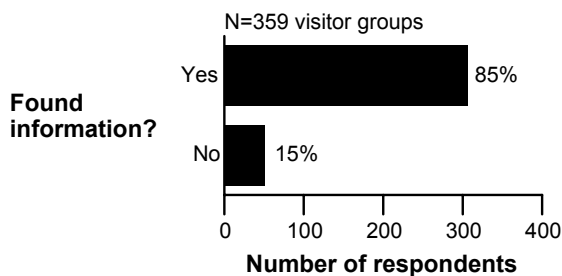


Figure 125: Visitor groups that found needed information on park website

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 12c

If NO, what type of information did you and your personal group need that was not available on the park website?

Results

- 44 visitor groups listed information they needed, but was not available on the park website (see Table 21).

Table 21: Information needed, but not available on the park website

N=59 comments;
some visitor groups made more than one comment.

Information	Number of times mentioned
Detailed information on hiking trails (accessibility, difficulty level, distance, loops, trailheads)	12
Trail information	3
Better information on system for reserving campground	2
Campground information	2
Campground map	2
Maps	2
Trail maps	2
When Precipice Trail reopened	2
AMC guide book	1
Availability of walk-in sites at Blackwoods	1
Best hikes to take	1
Bus schedule	1
Campground facilities	1
Clear driving directions	1
Could not request specific campsite	1
Detailed schedule	1
Details on biking the trails	1
Details on points of interest	1
Distances to campgrounds	1
Fee information	1
General information	1
Guidance on likelihood of obtaining a campsite as a walk-up	1
Hiking map	1
Information about boat launches	1
Lodging availability	1
Map of bike trails	1
Map-based information (acadiamagic.com) for many areas/features	1
Planned activities	1
Printer quality color maps	1
Real time campsite availability	1
Rules and regulations on horseback riding	1
Site information	1
Site map was not very good	1
Thought Blackwoods campground had a comfort station with showers	1
Tide tables	1
Trail maps with exact locations and distances	1
Up-to-date road closure information	1
When to arrive at Seawall campground to get a site	1
Which ranger-led programs need reservations or fill quickly	1
Wildwood Stable information not available in January 2009	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Question 12d

If YES, what type of information was most valuable to you and your personal group?

Results

- 239 visitor groups listed information from the park website that was most valuable (see Table 22).

Table 22: Most valuable information on the park website

N=351 comments;
some visitor groups made more than one comment.

Information	Number of times mentioned
Maps	52
Activities available/things to do	36
Campground/camping information	33
Points of interest/sights	24
General information	17
Trail information	17
Ranger programs/schedule	13
Hiking information	12
Beaver Log	9
Locations/directions	9
Hours of operation	7
Accommodations	6
Suggested itineraries	6
Calendar information/dates	5
Campground reservation information	5
Descriptions of trail types/difficulty	5
History	5
Pet regulations/information	5
Biking	4
Blackwood campground information	4
Carriage road information	4
Park conditions/status	4
Trail closures	4
Wildwood Stable contact information/link	4
Campsite availability	3
Information about where/how to enter	3
Prices	3
All	2
Area attractions	2
Entrance fees	2
Hiking for kids	2
Information on Jordan Pond	2
Photographs	2
Reservation information	2
Shuttle information	2
Size/scope of park	2
Tour/cruise reservations	2
Video about the park	2
Weather advice	2

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 22: Most valuable information on the park website
(continued)

Information	Number of times mentioned
Beaches	1
Best time to view Thunder Hole	1
Best time to visit	1
Bicycle trails	1
Campground rules/regulations	1
Children's activities	1
Contact information	1
Driving tour	1
Events	1
Facilities	1
"Green" practices	1
Information about plants/animals	1
Information about the senior pass	1
Junior Ranger program	1
Kayaking information	1
Local information	1
Park Loop Road information	1
Park rules/regulations	1
Phone numbers	1
Pre-visit information/tips	1
Reminded of previous trips	1
Road openings	1
Scenery	1
Statistics	1
Tide pool animals	1
Tide table	1
Transportation	1
Types of park passes	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Importance of protecting park resources and attributes

Question 18

It is the National Park Service's responsibility to protect Acadia National Park's natural, scenic, and cultural resources while at the same time providing for public enjoyment. How important is protection of the following resources/attributes to you and your personal group?

Results

- Figure 126 shows the combined proportions of "extremely important" and "very important" ratings for park resources and attributes that were rated by 30 or more visitor groups.
- The highest combined proportions of "extremely important" and "very important" ratings included:
 - 99% Clean water
 - 98% Clean air (visibility)
 - 96% Scenic views
- The resource/attribute that received the highest "not important" rating was:
 - 3% Educational opportunities
- Table 23 shows the importance ratings of park resources/attributes.

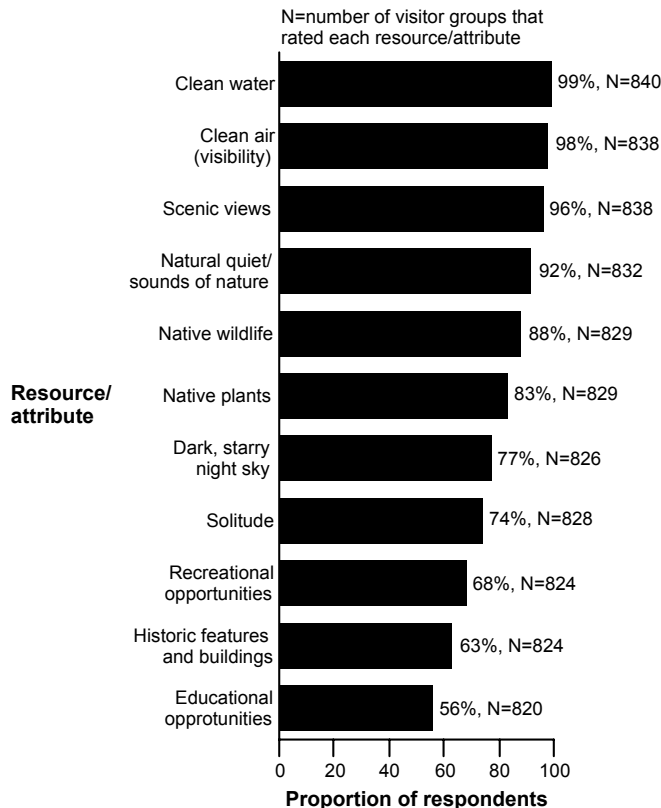


Figure 126: Combined proportions of "extremely important" and "very important" ratings of park resources/attributes

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 23: Visitor ratings of importance of protecting park resources/attributes*

N=number of visitors that rated each resource/attribute

Resource/attribute	N	Rating (%)				
		Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	838	<1	<1	2	27	71
Clean water	840	<1	<1	1	23	76
Dark, starry night sky	826	2	5	16	29	48
Educational opportunities	820	3	11	30	34	22
Historic features and buildings	824	2	9	26	35	28
Native plants	829	1	3	13	31	52
Native wildlife	829	<1	3	9	31	57
Natural quiet/sounds of nature	832	<1	2	6	32	60
Recreational opportunities	824	2	7	22	35	33
Scenic views	838	<1	<1	3	26	70
Solitude	828	2	5	19	32	42

Effect of aircraft on visitor groups' enjoyment of park

Question 7a

During this visit, did aircraft affect your enjoyment of Acadia National Park?

Results

- 7% of visitor groups' enjoyment of the park was affected by aircraft (see Figure 127).

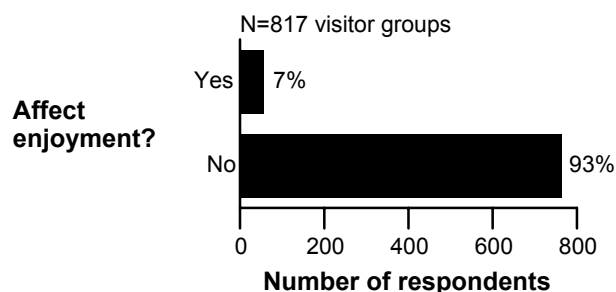


Figure 127: Visitor groups' whose enjoyment was affected by aircraft

Question 7b

If YES, how?

Results

- 53 visitor groups commented on how aircraft affected their enjoyment of the park (see Table 24).

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Table 24: Effect of aircraft on visitor groups' enjoyment

N=59 comments;
some visitor groups made more than one comment.

Effect	Number of times mentioned
Noisy	22
Biplane is a nuisance/annoying	3
Biplane	2
Enjoyed seeing the biplane	2
Noticed airplanes	2
30 minute flight very nice	1
Affected the aesthetic of hiking in the backcountry	1
Background noise and kept us awake at night	1
Be more aware of planes flying near our cottage	1
Biplane flying too low, every day; estimate under 500 feet	1
Biplane kept flying in circle above Sand Beach	1
Biplane overhead all-day	1
Can never escape the airplanes no matter how "remote" you may be	1
Contrails	1
Distraction	1
Disturbed peace	1
Enjoyed biplane stunts	1
Enjoyed seeing the planes	1
Flew into Bar Harbor	1
Flew over park in open cockpit biplane - very enjoyable	1
Fun! Baker Island	1
Getting into my picture	1
Heard more planes in the air than previous years	1
Liked seeing a glider	1
Made us go for a glider ride	1
On two occasions, their noise made it difficult to hear birds	1
Plane interfered with bird sounds during ranger program	1
Prefer not to hear except for emergencies	1
Sometimes early in the morning or evening	1
The noise of aircraft took away from the natural beauty of the park	1
They are disruptive and obnoxious - especially the tour plane	1
Took aerial sightseeing tour and loved it	1
Very slight	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Preferences for future visit**Willingness to pay fee for ranger-led program****Question 13c**

If you and your personal group were to visit Acadia National Park in the future, would you be willing to pay a modest fee (such as \$10/person) to attend a 2-3 hour ranger-led program with a limited group size?

Results

- 53% of visitor groups would be willing to pay a modest fee to attend a ranger-led program on a future visit (see Figure 128).

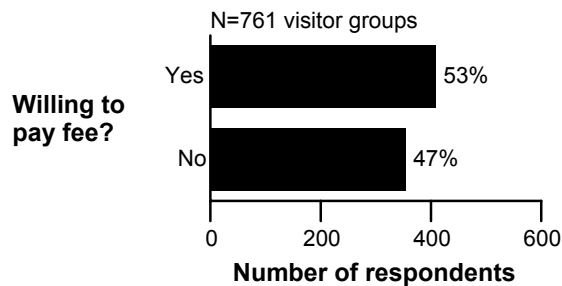


Figure 128: Visitor groups that would be willing to pay a modest fee to attend a ranger-led program on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Topics to learn on a future visit

Question 15a

If you and your personal group visit again in the future, which topics would you like to learn about in interpretive/ranger-led programs at Acadia National Park?

Results

- 79% of visitor groups would be interested in interpretive/ranger-led programs on a future visit (see Figure 129).
- As shown in Figure 130, among those interested in interpretive/ranger-led programs, the most common topics visitor groups would like to learn about were:

61% Tidal areas
59% Animals other than birds
57% Geology

- “Other” topics (4%) were:
Acadia music
Adventure hikes
Any information on Acadia
Children's programs
Climate/weather
Driving tour
Engineering/architecture/building perspective on bridge construction
Hiking tour
History of building/creation of Bar Harbor and carriage roads
Impacts of development
Ken Burns movie on national parks
Local history
Marine ecology
New names versus old names
Paleontology
Park management
Photography
Story-telling
The Rockefellers commitment to horses and their owners
Trail maintenance

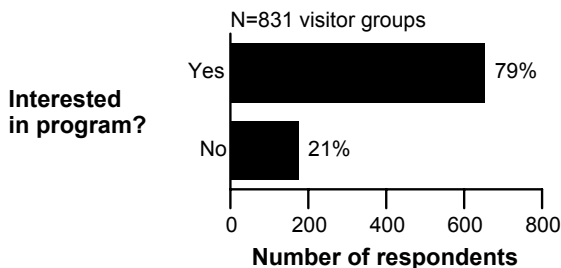


Figure 129: Visitor groups that would be interested in interpretive/ranger-led programs on a future visit

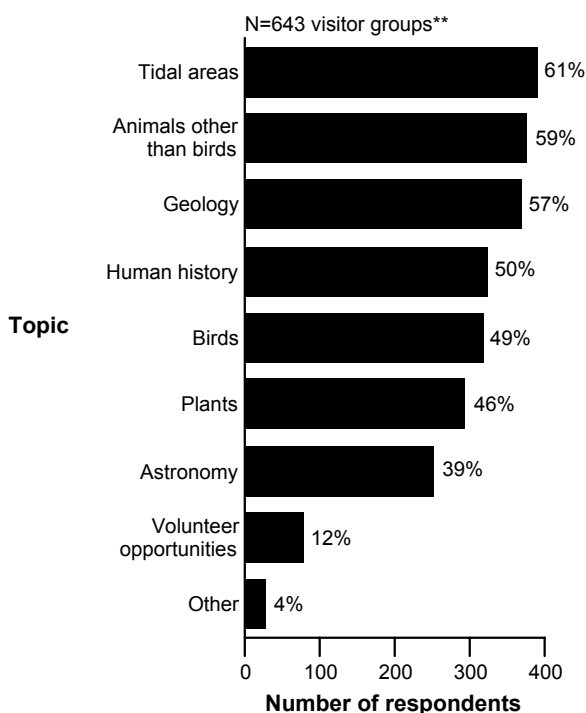


Figure 130: Topics that visitor groups would be interested in learning about on a future visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Interpretive/ranger-led program preferences

Question 15b

What program length would be most suitable for you and your personal group?

Results

- 50% of visitor groups were interested in attending interpretive/ranger-led programs between 1/2 and 1 hour in length (see Figure 131).
- 43% were interested in program lengths of 1-2 hours.
- “Other” program lengths (2%) were:
 - 45 minutes
 - 1-3 hours
 - 1-4 hours depending on program
 - 1-6 hours
 - 2 hours or more
 - 2-3 hours
 - 2-4 hours
 - 3-4 hours
 - 1/2 day or evening
 - Up to a full day
 - As long as needed to present information

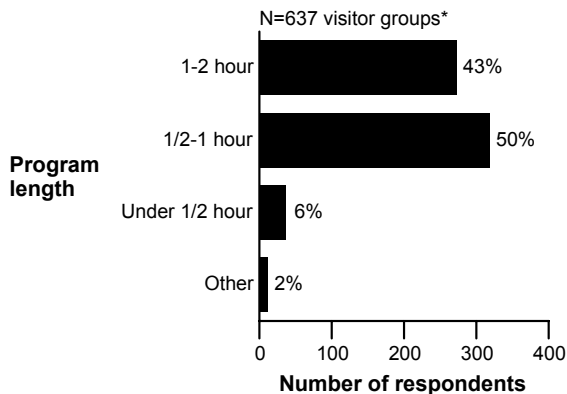


Figure 131: Preferred length of interpretive/ranger-led programs

Question 15c

What time of day would be most suitable for you and your personal group to attend a ranger-led program?

Results

- 45% of visitor groups were interested in attending ranger-led programs between 10 am and noon (see Figure 132).
- 20% preferred to attend between 8 am and 10 am
- “Other” times of day (6%) are shown in Table 25.

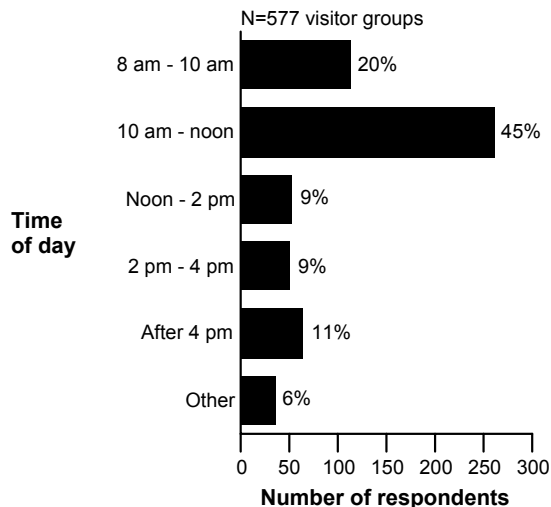


Figure 132: Preferred time of day for interpretive/ranger-led programs

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

**Table 25: “Other” times of day to attend interpretive/
ranger-led programs**

N=42 comments

Time of day	Number of times mentioned
No preference	16
Depends on program	6
Evening	3
9 am - 11 am	2
Night	2
Prefer start or end of day	2
1pm - 4 pm	1
11 am - 3 pm	1
8 am - 3 pm	1
After 10 am	1
Any time during the day	1
Around the campfire	1
Early	1
Evening after 7:30 pm	1
In the morning	1
Mid-morning to late afternoon	1
Variety due to changes in lighting for photography	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Use of Acadia Gateway Center

Question 20a

A new facility, Acadia Gateway Center, is being designed to welcome visitors to Mount Desert Island and Acadia National Park. This center, on Route 3 in Trenton, Maine, will provide parking, restrooms, and information for Acadia National Park and the Chamber of Commerce, and will serve as the hub for the free *Island Explorer* bus. Visitors will be able to park vehicles there and take the *Island Explorer* to Acadia National Park and Mount Desert Island.

Would you and your personal group be willing to stop at the Acadia Gateway Center on a future trip to Acadia National Park or Mount Desert Island?

Results

- 35% of visitor groups would be “somewhat likely” to stop at Acadia Gateway Center on a future trip to Acadia National Park or Mount Desert Island (see Figure 133).
- 30% would be “very likely” to stop at the Center.

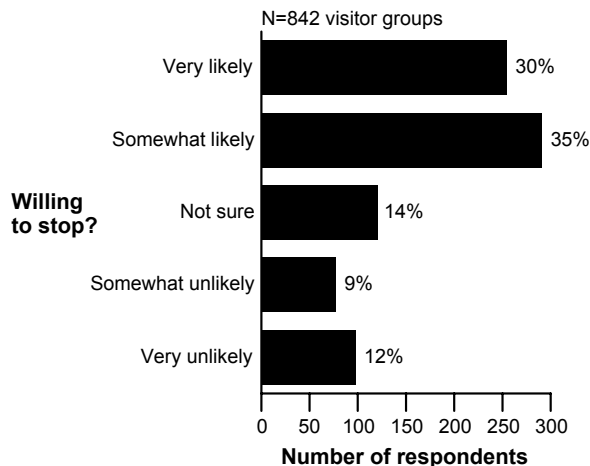


Figure 133: Visitor groups' willingness to stop at the Acadia Gateway Center on a future trip

Question 20b

Would you and your personal group be willing to park your car at the Acadia Gateway Center and ride the Island Explorer bus around Acadia National Park or Mount Desert Island on a future trip?

Results

- 26% of visitor groups would be “very unlikely” to park their car at the Acadia Gateway Center and ride the Island Explorer bus on a future trip (see Figure 134).
- 24% were “somewhat likely” to park their car at the Center.

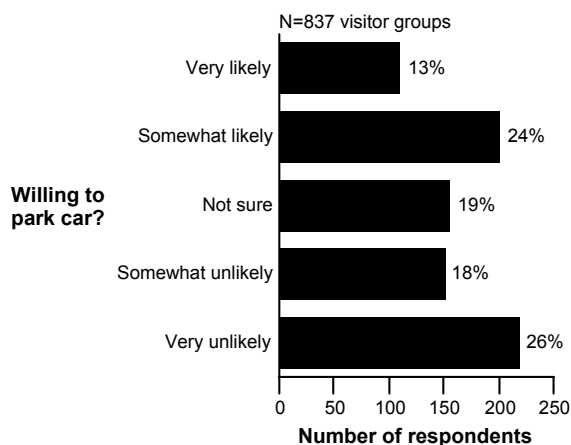


Figure 134: Visitor groups' willingness to park at Acadia Gateway Center and ride Island Explorer Bus

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality**Question 17**

Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Acadia National Park during this visit?

Results

- 96% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 135).
- Less than 1% rated the quality as “very poor” or “poor.”

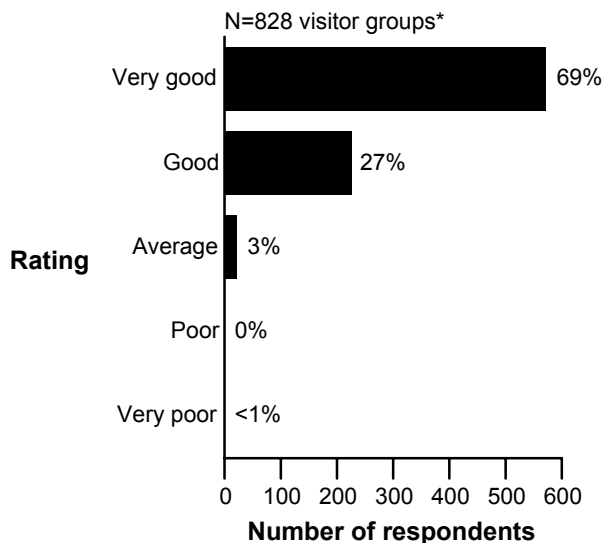


Figure 135: Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than one answer

Visitor Comments

Additional comments
Question 26

Is there anything else you and your personal group would like to tell us about your visit to Acadia National Park?

Results

- 63% of visitor groups (N=540) responded to this question.
- Table 26 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 26: Additional comments
 N=1,133 comments;
 some visitors made more than one comment

Comment	Number of times mentioned
PERSONNEL	
Staff is helpful	12
Staff is friendly	8
Staff is excellent	6
People are friendly	3
Explorer drivers were helpful	2
Park is well-staffed	2
People are helpful	2
Staff is knowledgeable	2
Other comments	11
INTERPRETIVE SERVICES	
More detailed trail map	7
Enjoyed ranger programs	5
Could not get reservations for children's programs	3
More detailed park map	2
Need tide tables for Thunder Hole	2
Ranger programs are excellent	2
Will participate in ranger-led program in future	2
Would pay a modest fee depending on quality of ranger program	2
Other comments	45
FACILITIES/MANAGEMENT	
More parking needed	28
Park is clean	15
Park is well maintained	15
Need better marked hiking trails/trailheads	9
Add showers at campgrounds	8
Need better cell phone coverage	6
Trails are well maintained	6
More signs for trails, sites, and parking	5
Carriage roads are well maintained	4
More restrooms	4

Table 26: Additional comments
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE (continued)	
Roads are in good condition	4
Trails were well marked	4
Carriage road signs and directions were confusing	3
Enjoyed Park Loop Road	3
Remove horse manure from carriage roads	3
Add bike lanes	2
Appreciated the many restrooms available	2
Bathroom doors slam shut at Blackwoods & Seawall campgrounds	2
Enjoyed Blackwoods campground	2
Gravel tent sites are uncomfortable at Blackwoods campground	2
Improve restrooms	2
Improve signage	2
Improve trail signage	2
More picnic areas	2
Provide Internet service	2
Some signs hard to read	2
Trails signage needs maintenance	2
Other comments	67
POLICIES/MANAGEMENT	
Keep it the way it is	10
Park is well managed	7
Appreciate the dog-friendly environment	5
Park was crowded	5
Appreciate riding horses on carriage roads	4
Consider a one-day entrance pass	3
Too much traffic congestion in park	3
Dangerous parking conditions on Park Loop Road	2
Like the idea of off island parking at Acadia Gateway Center	2
Limit number of vehicles in park	2
Limit visitation	2
No smoking in national parks	2
Too much traffic noise	2
Too much traffic on Park Loop Road	2
Other comments	48
RESOURCE MANAGEMENT	
Didn't see any moose	3
Didn't see much wildlife	2
Other comments	8

Table 26: Additional comments
(continued)

Comment	Number of times mentioned
GENERAL COMMENTS	
Enjoyed visit	124
Love the park	68
Will return	63
Park is beautiful	55
Thank you	50
Repeat visitor	34
Enjoyed scenic views	14
Park is wonderful	14
Enjoyed hiking trails	13
Keep up the good work	13
Enjoyed hiking/waking	12
Excellent park	11
Park is favorite place	10
Enjoyed recreational opportunities	9
Needed more time	9
Own second home on Mount Desert Island	7
Enjoyed solitude	5
Favorite national park	5
Best national park	4
Friends of Acadia member	4
Appreciate park is here	3
Beautiful area	3
Enjoyed biking on carriage roads/trails	3
Enjoyed summer weather	3
Park is accessible	3
Relaxing place to visit	3
Enjoyed coastal drive	2
Enjoyed seeing bi-planes	2
Enjoyed the lakes	2
Enjoyed visiting park sites	2
Great for biking	2
Park is a blessing	2
Park is excellent	2
Will recommend park to others	2
Wish park was closer to home	2
Other comments	69

Table 26: Additional comments
(continued)

Comment	Number of times mentioned
CONCESSIONS	
Enjoyed Island Explorer bus service	22
Need more restaurants/places to eat	3
Advertise/promote the Island Explorer bus service	2
Enjoyed popovers	2
Enjoyed the free bicycle shuttle	2
Island Explorer bus should start running earlier	2
Island Explorer bus should stop at popular trail heads more often	2
More gift shops	2
Move Island Explorer terminal from Bar Harbor	2
Sell dry firewood	2
Other comments	25

APPENDIX 1: The Questionnaire



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

Acadia National Park Visitor Study



IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE

Acadia National Park

P.O. Box 177

Bar Harbor, ME 04609-0177

August 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 Acadia National Park. 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 to complete after your visit.

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

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

We appreciate your help.

Sincerely,

Sheridan Steele
Superintendent

DIRECTIONS

At the end of your visit:

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

Like this:



Not like this:



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

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

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

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

Your Visit To Acadia National Park

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

1. a) Prior to this visit, how did you and your personal group obtain information about Acadia National Park? Please mark (●) all that apply in column (a).

- b) For only those sources of information you **used**, please rate their importance, from 1-5, in column (b).

**b) If used,
how important?**

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

a) Park information used prior to this visit

Mark (●)

☐ Did not obtain information prior to visit → **Go to Question 2**

☐ 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 _____

☐ Maine State Tourism Center along Interstate 95 _____

☐ Acadia National Park website: www.nps.gov/acad _____

☐ Other websites _____

☐ School class/program _____

☐ Chamber of commerce/visitors bureau/state welcome center _____

☐ Other (Please specify below) _____

- c) From the sources marked above, did you and your personal group receive the type of information about the park that you needed?

☐ No

☐ Yes

→ **Go to Question 2**

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

2. a) On this trip, what forms of transportation did you and your personal group use to visit Acadia National Park? Please mark (●) all that apply.

- ☐ Car/pickup/SUV/van ☐ Car/pickup/SUV/van with trailer/camper
☐ Motorhome/RV ☐ Motorhome/RV with towed car/boat/trailer
☐ Bicycle ☐ Tour bus
☐ Island Explorer Bus ☐ Ferry boat/Mail boat
☐ Private boat ☐ Motorcycle
☐ Taxi ☐ Other (Specify) _____

- b) On this visit, how many motor vehicles did you and your personal group use to arrive at the park?

_____ Number of vehicles

3. a) During this trip to Acadia National Park, did you and your personal group stay overnight on Mount Desert Island?

- ☐ Yes ☐ No → **Go to Question 4**

- b) If YES, which types of overnight accommodations on the island did you and your personal group use during this visit? Please mark (●) all that apply.

- ☐ Year-round residence ☐ Motel or hotel
☐ Summer residence ☐ Bed and Breakfast
☐ Campground in Acadia NP ☐ Private campground
☐ Short-term house rental (less than one month stay)
☐ Other (Please specify) _____

4. On this trip, how many total hours or days did you and your personal group spend visiting the following places? Please list partial hours or days as ¼, ½, or ¾.

- a) Mount Desert Island _____ Number of hours, if less than 24 hours
 _____ Number of days, if 24 hours or more
 b) Acadia National Park _____ Number of hours, if less than 24 hours
 _____ Number of days, if 24 hours or more

5. On the list below, please mark (●) all the activities in which you and your personal group participated at Acadia National Park during this trip.

- ☐ Boating/canoeing/kayaking on lakes/ponds ☐ Hiking on trails
☐ Walking on carriage roads ☐ Birdwatching
☐ Biking on carriage roads ☐ Picnicking
☐ Biking on park motor roads ☐ Sea kayaking
☐ Taking horse and carriage ride ☐ Rock climbing
☐ Sightseeing/driving for pleasure ☐ Shopping in park
☐ Participating in ranger-led programs/cruises ☐ Earthcaching
☐ Dining at Jordan Pond House Restaurant
☐ Camping at Seawall, Blackwoods, Isle au Haut, or Wildwoods Stables Campgrounds
☐ Other (Please specify) _____

6. Many businesses offer guided tours, instruction, or activities to help visitors enjoy Acadia National Park. On this trip, for which of these **commercial** activities did you and your personal group pay a fee while visiting Acadia National Park? Do not include businesses where you only rented equipment. Please mark (●) all that apply.

- ☐ None → **Go to Question 7**
☐ Bicycling tour ☐ Nature walks
☐ Hiking tour ☐ Rock climbing
☐ Sea kayaking tour
☐ Boat cruise (not ferry boat, mail boat, or whale watch)
☐ Concession bus tour (*National Park Tours or Olli's Trolley*)
☐ Other bus tour (Specify company) _____
☐ Other (Please specify) _____

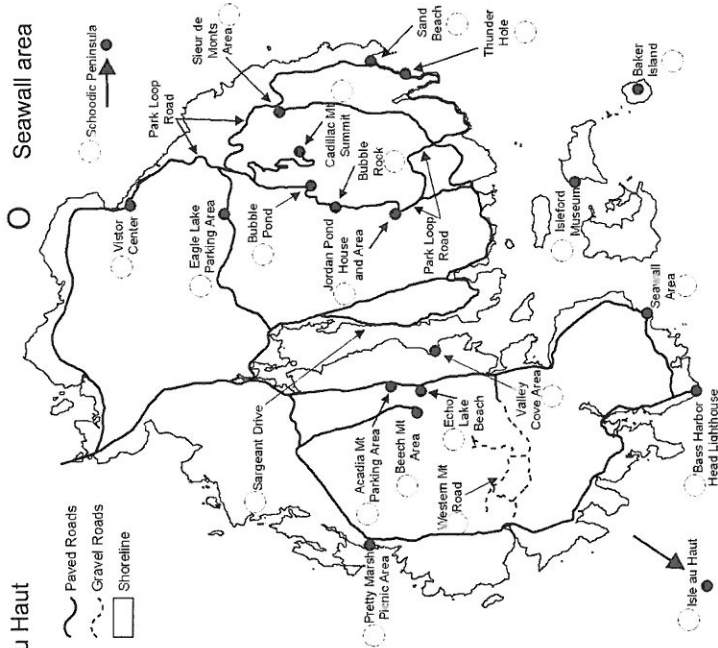
7. a) During this visit, did aircraft affect your enjoyment of Acadia National Park?

- ☐ Yes ☐ No → **Go to Question 8**

b) If YES, how? _____

8. During this trip, which of these places in Acadia National Park did you and your personal group visit? Use the map below to help you locate the places. Please mark (●) **all** that apply.

- ☐ Sieur de Monts area (Wild Gardens, Nature Center, Abbe Museum)
☐ Sand Beach
☐ Jordan Pond House and area
☐ Bubble Rock
☐ Eagle Lake parking area
☐ Beech Mountain area
☐ Acadia Mountain (Ledges) parking area
☐ Bass Harbor Head Light Lighthouse
☐ Pretty Marsh picnic area
☐ Baker Island
☐ Isle au Haut



9. On this visit, did you and your personal group learn (via publications, signs, talking to park staff, etc.) about these rules/regulations **during this visit** to Acadia National Park? Please mark (●) **one** answer for each item.

Yes	No	Rules/Regulations
<input type="radio"/>	<input type="radio"/>	Pets are allowed in the park on a leash six feet or less in length, but are prohibited from hiking trails with ladders
<input type="radio"/>	<input type="radio"/>	Firewood may not be brought into the park due to the threat to park resources from non-native insect species
<input type="radio"/>	<input type="radio"/>	Dead and down wood may be collected as fuel for campfires within the park, except within campgrounds
<input type="radio"/>	<input type="radio"/>	Collecting natural and historic objects such as starfish, beach cobbles, or arrowheads is prohibited
<input type="radio"/>	<input type="radio"/>	Collecting certain fruits, nuts, or berries or unoccupied seashells by hand for personal use or consumption is allowed

10. a) **Prior to this visit**, were you and your personal group aware of the following guidelines for visiting Acadia National Park? Please mark (●) **one** answer for each item in column (a).

- b) Did you and your personal group learn (via publications, signs, talking to park staff, etc.) about these guidelines **during this visit** to Acadia National Park? Please mark (●) **one** answer for each item in column (b).

a) Aware prior to visit?		Guidelines	b) Learned during visit?	
Yes	No		Yes	No
<input type="radio"/>	<input type="radio"/>	Leave No Trace program and principles	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Adding to or building new cairns or other rock objects detracts from the natural landscape, causes soil erosion and plant loss, and misleads hikers (Stone cairns are used as trail markers where there are no trees)	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Staying on trails or stepping on rock preserves fragile mountain soil and plants	<input type="radio"/>	<input type="radio"/>

11. a) Please mark (●) **all** the information services and facilities that you and your personal group **used** at Acadia National Park 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?	c) If used, what quality?
	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good

<input type="radio"/>	Assistance from park staff	_____
<input type="radio"/>	Park brochure/map	_____
<input type="radio"/>	Park newspaper <i>Beaver Log</i>	_____
<input type="radio"/>	Ranger-led walks/talks/programs/cruises	_____
<input type="radio"/>	Hulls Cove Visitor Center exhibits	_____
<input type="radio"/>	Jordan Pond House exhibits	_____
<input type="radio"/>	Bar Harbor Village Green Information Center	_____
<input type="radio"/>	Nature Center exhibits (Sieur de Monts)	_____
<input type="radio"/>	Cadillac Mountain Summit Center exhibits	_____
<input type="radio"/>	Thunder Hole Information Center exhibits	_____
<input type="radio"/>	Thompson Island Information Center exhibits	_____
<input type="radio"/>	Islesford Museum	_____
<input type="radio"/>	Roadside interpretive exhibits	_____
<input type="radio"/>	Trailside exhibits	_____
<input type="radio"/>	Information/bulletin boards	_____
<input type="radio"/>	Jordan Pond or Carroll Homestead self-guiding trails	_____

12. a) How would you rate the quality of information provided on the park website to plan your visit? Please mark (●) **one**.

<input type="radio"/>	Did not use the park website → Go to Question 13				
	Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) Did you find the information that you needed on the park website?

<input type="radio"/>	No	<input type="radio"/>	Yes → Go to part d of this question
-----------------------	----	-----------------------	--

c) If NO, what type of information did you and your personal group need that was not available on the park website? Please be specific.

d) If YES, what type of information was most valuable to you and your personal group?

13. a) On this trip, which of the following ranger-led programs did you and your personal group attend at Acadia National Park? Please mark (●) **all** that apply.

- ☐ Did not attend any ranger-led programs → **Go to part c of this question**
- b) How appropriate was the depth of information in the programs you and your personal group attended?

a) Ranger-led program	b) Depth of information?		
	Too simple	About right	Too complex
<input type="radio"/> Talk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Walk/hike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Bike tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Children's program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Campground evening program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Boat cruise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Drop in (Falcon Watch, Hawk Watch, Otter Cove)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other (Please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c) If you and your personal group were to visit Acadia National Park in the future, would you be willing to pay a modest fee (such as \$10/person) to attend a 2-3 hour ranger-led program with a limited group size?

- ☐ Yes, would be willing to pay a modest fee to attend ranger-led programs
- ☐ No, would not be willing to pay a modest fee to attend ranger-led programs

14. If you did not attend any park ranger-led programs on this visit, what prevented you and your personal group from attending? Please mark (●) all that apply.

- ☐ Not interested in attending ranger-led programs → **Go to Question 15**
- ☐ Did not have time for this activity ☐ Weather
- ☐ Not aware of any ranger-led programs offered at park ☐ Not enough programs offered
- ☐ Other (Please specify) _____

15. a) If you and your personal group visit again in the future, which topics would you like to learn about in interpretive/ranger-led programs at Acadia National Park? Please mark (●) all that apply.

- ☐ Not interested in interpretive programs → **Go to Question 16**
- ☐ Birds ☐ Animals other than birds
- ☐ Plants ☐ Tidal areas
- ☐ Geology ☐ Astronomy
- ☐ Human history ☐ Volunteer opportunities
- ☐ Other (Please specify) _____

- b) What program length would be most suitable for you and your personal group? Please mark (●) one.

- ☐ Under 1/2 hour ☐ 1 - 2 hours
- ☐ 1/2 - 1 hour ☐ Other _____

- c) What time of day would be most suitable for you and your personal group to attend a ranger-led program? Please mark (●) one.

- ☐ 8 - 10 am ☐ Noon - 2 pm ☐ After 4 pm
- ☐ 10 am - Noon ☐ 2 pm - 4 pm ☐ Other (Specify) _____

16. a) Please mark (●) all the visitor services and facilities that you or your personal group used at Acadia National Park during this visit.

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

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

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

- | | | |
|---|-------|-------|
| <input type="radio"/> Park road directional signs--outside park | _____ | _____ |
| <input type="radio"/> Park road directional signs--in park | _____ | _____ |
| <input type="radio"/> Park Loop Road | _____ | _____ |
| <input type="radio"/> Carriage roads | _____ | _____ |
| <input type="radio"/> Parking lots | _____ | _____ |
| <input type="radio"/> Restrooms | _____ | _____ |
| <input type="radio"/> Hiking trails | _____ | _____ |
| <input type="radio"/> Beaches | _____ | _____ |
| <input type="radio"/> Campgrounds (Blackwoods, Seawall, Isle au Haut, Wildwood Stables) | _____ | _____ |
| <input type="radio"/> Picnic areas | _____ | _____ |
| <input type="radio"/> Jordan Pond House Restaurant | _____ | _____ |
| <input type="radio"/> Jordan Pond House Gift Shop | _____ | _____ |
| <input type="radio"/> Cadillac Mountain Gift Shop | _____ | _____ |
| <input type="radio"/> Thunder Hole Gift Shop | _____ | _____ |
| <input type="radio"/> Wildwood Stables (excluding campground) | _____ | _____ |

17. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Acadia National Park during this visit? Please mark (●) one.

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

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

Park resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark, starry night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic features and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. a) On this visit to Acadia National Park, did you and your personal group bring any of the following electronic devices with you? Please mark (●) **all** that apply.

- b) On this visit, did you and your personal group use any of the following electronic devices to **obtain park information**? Please mark (●) **all** that apply.

a) Brought on this visit **b) Used for park information**

- ☐ None → **Go to part d of this question**
- ☐ Laptop computer ☐
- ☐ Cell phone ☐
- ☐ MP3/MP4 player (audio tour) ☐
- ☐ Other portable electronic device (iPhone, Blackberry, PDA, etc.) ☐
- ☐ Handheld Global Positioning System receiver (navigation) ☐

- c) What park information did you obtain using these devices?

- d) If you did not use these devices on this visit, would you like to use them to access information about Acadia National Park on a future visit?

- ☐ Yes ☐ No ☐ Not sure

20. A new facility, Acadia Gateway Center, is being designed to welcome visitors to Mount Desert Island and Acadia National Park. This center, on Route 3 in Trenton, Maine, will provide parking, restrooms, and information for Acadia National Park and the Chamber of Commerce, and will serve as the hub for the free *Island Explorer* bus. Visitors will be able to park vehicles there and take the *Island Explorer* to Acadia National Park and Mount Desert Island.

- a) Would you and your personal group be willing to stop at the Acadia Gateway Center on a future trip to Acadia National Park or Mount Desert Island? Please mark (●) **one**.

Very unlikely Somewhat unlikely Not sure Somewhat likely Very likely

☐ ☐ ☐ ☐ ☐

- b) Would you and your personal group be willing to park your car at the Acadia Gateway Center and ride the Island Explorer bus around Acadia National Park or Mount Desert Island on a future trip? Please mark (●) **one**.

Very unlikely Somewhat unlikely Not sure Somewhat likely Very likely

☐ ☐ ☐ ☐ ☐

21. 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) School/educational group ☐ Yes ☐ No

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

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

_____ Number of people in organized group

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

23. a) & b) When visiting an area such as Acadia National Park, what one language do you and most members of your personal group prefer to use for the following?

a) Speaking: ☐ English ☐ Other (Specify) _____

b) Reading: ☐ English ☐ Other (Specify) _____

24. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

☐ Yes ☐ No → Go on to Question 25

- b) If YES, what services or activities were difficult to access/participate in?

- c) Because of the physical condition, what specific problems did the person(s) have? Please mark (●) all that apply.

- ☐ Hearing (difficulty hearing ranger-led programs, bus drivers, audio-visual exhibits or programs, or information desk staff, even with hearing aid)
- ☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs, even with prescribed glasses or due to blindness)
- ☐ Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)
- ☐ Other (Please specify) _____

25. 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.	Number of visits to Acadia National Park (including this visit)	c) Past 5 years	d) Lifetime
----------------	---	---	-----------------	-------------

Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

26. Is there anything else you and your personal group would like to tell us about your visit to Acadia National Park?

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

♻️ Printed on recycled paper

OFFICIAL BUSINESS

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

APPENDIX 2: Additional Analysis
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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
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 this visitor study, visitor 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.

Chi-square tests were used to detect differences in age, distance of travel to the park between respondents and nonrespondents. The travel distance was calculated based on the zip code provided by the respondents at the initial interview. Overall quality rating scores were compared among the respondents at different mailing waves. The first wave is defined as surveys received before the 1st replacement was mailed, the second wave is between 1st and 2nd replacement and the third wave contains surveys received after the 2nd replacement.

The hypothesis was that there was no significant difference between respondents and nonrespondents in travel distance, age group, and overall quality rating. If the p-value is greater than 0.05, the difference between groups is judged to be insignificant.

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

1. Respondents and nonrespondents have the same age distribution.
2. On average, respondent and nonrespondents traveled the same distance to the park.
3. Respondents of different mailing waves had the same average satisfaction scores.

Tables 3, 4, and 5 show no significant in overall quality rating. However, visitors who live within 200 miles radius from the park and international visitors seem to be less responsive. Visitors in the lower age range also did not have as high a response rate as visitors in the higher age range. Thus there may be some bias in demographic characteristics of visitors, but insignificant bias in visitors' perceptions of park.

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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. 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 Unit -Seattle
- 215. Yosemite National Park
- 216. Sleeping Bear Dunes National Lakeshore
- 217. James A. Garfield National Historic Site
- 218. Boston National Historical Park
- 219. Bryce Canyon National Park
- 220. Indiana Dunes National Lakeshore
- 221. Acadia National Park

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

VISITOR COMMENTS APPENDIX

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

