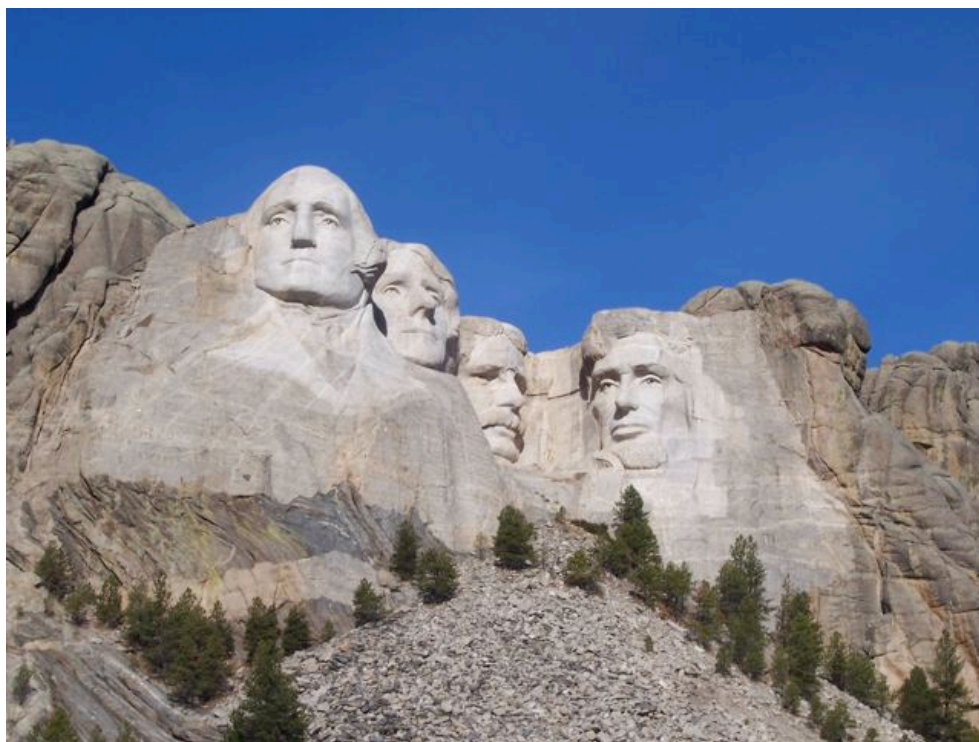




Mount Rushmore National Memorial Visitor Study

Summer 2013

Natural Resource Report NPS/NRSS/EQD/NRR—2014/785



ON THE COVER

Mount Rushmore National Memorial

Photograph courtesy of Mount Rushmore National Memorial

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Natural Resource Report NPS/NRSS/EQD/NRR—2014/785

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U.S. Department of the Interior
National Park Service
Natural Resource Stewardship and Science
Fort Collins, Colorado

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Executive Summary

This visitor study report profiles a systematic random sample of Mount Rushmore National Memorial visitors during June 21–27, 2013. A total of 1,298 questionnaires were distributed to visitor groups. Of those, 782 questionnaires were returned, resulting in a 60.2% response rate.

Group size and type	Forty percent of visitor groups were in groups of two while 34% were in groups of three or four people. Twenty-five percent were in groups of five or more people. Most visitor groups (80%) consisted of family groups.
State or country of residence	United States visitors were from 49 states and comprised 96% of total visitation during the survey period, with 7% from each of the following states: Colorado, Minnesota, and Wisconsin. For 3% of visitor groups, all members were residents of the area (within 100-mile drive of the memorial). International visitors were from 11 countries and comprised 4% of total visitation during the survey period, with 55% from Canada.
Number of visits	Most visitors (92%) were visiting the memorial for the first time in the past 12 months. For 61%, this was the first visit in their lifetime, while 30% had visited two or three times.
Age, ethnicity, race, educational level, and income level	Forty-seven percent of visitors were ages 36-65 years, 24% were 15 years or younger, and 15% were 66 years or older. Five percent were Hispanic or Latino. Most visitors (93%) were White and 3% were Asian. Twenty-nine percent of respondents had completed a graduate degree and 29% had a bachelor's degree. Twenty percent of respondents reported an income level of \$100,000-\$149,999 and another 20% listed a \$50,000-\$74,999 income level.
Website as source to plan trip to memorial	Twenty-nine percent of visitor groups used the memorial website to plan their visit to Mount Rushmore National Memorial. Most visitor groups (59%) found the website "extremely helpful" or "very helpful."
The memorial as a destination	During the on-site interview, 73% of visitor groups said Mount Rushmore National Memorial was one of several destinations and for 25%, the memorial was their primary destination.
Primary reason for visiting the Black Hills area	For 66% of visitor groups, visiting Mount Rushmore National Memorial was the primary reason they came to the Black Hills area. Fifteen percent of visitor groups came to visit other area attractions.
Other places visited in the Black Hills area	On this trip, 14% of visitor groups only visited Mount Rushmore National Memorial. Visitor groups also visited or planned to visit the following places: Crazy Horse Memorial (67%), Custer State Park (57%), and Badlands National Park (54%).
Transportation	Fifty-two percent of visitor groups used a private car and 26% used a SUV/truck/van to travel most of the distance between home and the memorial.
Number of entries into the memorial	Seventy-eight percent of visitor groups entered the memorial once, while 17% entered twice on this visit.

Executive Summary (continued)

Overnight stays	Most visitor groups (91%) stayed overnight in the Black Hills area within a 100-mile drive of the memorial, of which 52% stayed one or two nights. Thirty-one percent stayed four or more nights. Seventy-eight percent of visitor groups stayed in lodges, motels, cabins, vacation rentals, bed and breakfasts, etc., while 16% RV camped in a developed campground.
Length of visit	Fifty-six percent of visitor groups spent two or three hours visiting the memorial. The average length of visit was 2.6 hours. Fifteen percent of visitor groups visited the memorial on more than one day, of which 90% visited on two days. Of those, the average number of days visited was 2.1.
Activities on this visit	The most common activities were viewing/learning about the memorial (85%), shopping in park gift shop (68%), walking the Presidential Trail (50%), and learning about the four Presidents (50%). The most common activities that were the primary reason for visiting Mount Rushmore National Memorial were viewing/learning about the memorial (80%) and walking the Presidential Trail (8%).
Contacts with National Park Service employee	Thirty-five percent of visitor groups obtained information from a National Park Service employee during their visit. Visitor groups rated the quality of their interactions with employees as “very good” or “good” for courteousness (97%), quality of information provided (96%), and helpfulness (94%).
Information services and facilities	The information services and facilities most often used by visitor groups were the park brochure/map (59%), Presidential Trail – self-guided walk (51%), and film shown in visitor center (48%).
Visitor services and facilities	The visitor services and facilities most often used by visitor groups were restrooms (91%), sales items in bookstores (51%), and Information Center – overall (48%).
Satisfaction with parking experience	Most visitor groups (98%) used the parking facility during their visit. The highest satisfaction levels (“very satisfied” or “satisfied”) were for appearance of facility (94%), length of wait (90%), and ease of use (90%). For length of wait, 55% of visitor groups did not wait and another 36% waited up to five minutes.
Satisfaction with gift shop experience	Many visitor groups (89%) used the gift shop during their visit. The highest satisfaction levels (“very satisfied” or “satisfied”) were for appearance of facility (93%), interactions with staff (84%), and choice of items (84%). For length of wait, 35% of visitor groups did not wait, 42% waited up to five minutes, and 18% waited six or more minutes.
Satisfaction with indoor food service	Forty-five percent of visitor groups used Carvers Café or the ice cream/fudge shop. Of these, 70% used the indoor food service. The highest satisfaction levels (“very satisfied” or “satisfied”) with aspects of the indoor food service were for appearance of facility (94%), interactions with staff (84%), preparation of menu items (82%), and choice of menu items (82%). For length of wait, 20% did not wait, 45% waited up to five minutes, and 34% waited six minutes or more.

Executive Summary (continued)

Satisfaction with outdoor food service	Of those who used any food service, 42% used the outdoor food service. The highest satisfaction levels (“very satisfied” or “satisfied”) with aspects of the outdoor food service were for appearance of facility (88%), interactions with staff (83%), and length of wait (82%). For length of wait, too few visitor groups responded to have reliable data.
Use of facilities	The most used facilities were the main restrooms (87%), Avenue of Flags (87%), and Information Center (53%).
Satisfaction with facilities	Facilities cleanliness: Visitor groups gave the highest ratings (“very satisfied” or “satisfied”) to the amphitheater (98%), Lincoln Borglum Museum (97%), and Avenue of Flags (97%). Facilities state of repair and maintenance: The highest ratings (“very satisfied” or “satisfied”) were for Lincoln Borglum Museum (98%), Sculptor’s Historic Studio (97%), Information Center (97%), and Amphitheater (97%).
Expenditures	The average visitor group expenditure (inside and outside the memorial within a 100-mile drive of the memorial) was \$772. The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$450. The average total expenditure per person (per capita) was \$239.
Income forgone to make this trip	Eighteen percent of respondents had forgone income to make this trip. Of those, 59% had forgone \$1001 or more.
Overall quality	Most visitor groups (97%) rated the overall quality of facilities, services, and recreational opportunities at Mount Rushmore National Memorial as “very good” or “good.” Less than two percent of 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 the University of Idaho at (208) 885-2585 or the following website <http://www.psu.uidaho.edu>.

Acknowledgements

We thank Margaret Littlejohn for compiling the report and overseeing the fieldwork, Cheryl Schreier, Julie Gregg-Bubac, the staff and volunteers of Mount Rushmore National Memorial for assisting with the survey, and Brian Quigley and Matthew Strawn for data processing.

About the Authors

Margaret Littlejohn is a research assistant for the Visitor Services Project. Yen Le, Ph.D., is Director of the Park Studies Unit, Department of Conservation Social Sciences, at the University of Idaho.

Introduction

This report describes the results of a visitor study at Mount Rushmore National Memorial in Keystone, SD, conducted June 21–27, 2013 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

As described on the National Park Service website for Mount Rushmore National Memorial, “Mount Rushmore National Memorial is visited by nearly three million people each year that come to marvel at the majestic beauty of the Black Hills of South Dakota and learn about the birth, growth, development and preservation of the country. From the history of the first inhabitants to the diversity of America today, Mount Rushmore brings visitors face to face with the rich heritage we all share.” (www.nps.gov/moru, retrieved December 2013).

Organization of the Report

This 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 a summary for each question in the questionnaire and includes visitor comments to open-ended questions. 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 a 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.

Presentation of the Results

Results are represented in the form of graphs (see Example 1), scatter plots, pie charts, tables, and text.

Key

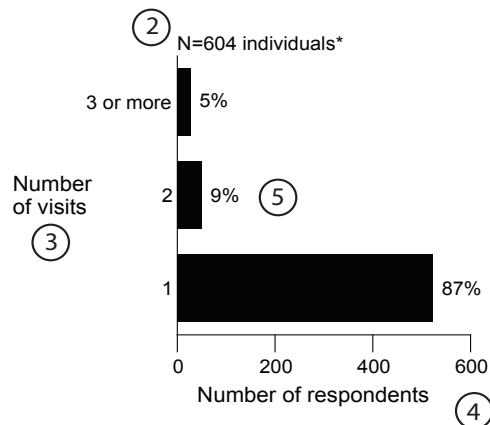
1. The figure title describes the graph's information.
2. Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

* appears when the 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 proportion of responses in each category.
5. In most graphs, percentages provide additional information.

Example 1



① **Figure 14.** Number of visits to the park in past 12 months

Methods

Survey Design and Procedures

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 method, the sample size was calculated based on the memorial's visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at the main entrance to the memorial, just past the restrooms, during June 21–27, 2013. Visitors were surveyed between the hours of 9 a.m. and 5 p.m. During this survey, 1,611 visitor groups were contacted and 1,298 of these groups (81%) accepted questionnaires. (The average acceptance rate for 280 VSP visitor studies conducted from 1988 through 2013 is 91.3%.) Questionnaires were completed and returned by 782 respondents, resulting in a 60.2% response rate for this study. (The average response rate for the 280 VSP visitor studies is 71.6%.)

Questionnaire design

The Mount Rushmore National Memorial questionnaire was developed through conference calls between VSP and memorial staff to design and prioritize questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Mount Rushmore National Memorial. Many questions ask respondents to choose answers from a list of responses, often with an open-ended option, while others are completely open-ended.

No pilot study was conducted to test the Mount Rushmore National Memorial questionnaire. However, all questions followed Office 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, the age of the member completing the questionnaire, and how this visit to the memorial fit into their group's travel plans. 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. Participants were asked to complete the survey after their visit and return it using the Business Reply Mail envelope provided.

Two weeks following the survey, a reminder/thank-you postcard was mailed to all participants who provided a valid mailing address (see Table 1). Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second replacement questionnaire was mailed to participants who had not returned their questionnaires.

Table 1. Follow-up mailing distribution

Mailing	Date mailed	U.S.	International	Total
Postcards	July 13, 2013	1125	48	1173
1 st replacement	July 29, 2013	757	28	785
2 nd replacement	August 16, 2013	628	0	628

Data analysis

Visitor responses were entered twice and double-key validation was performed on numeric and short text responses. The remaining checkbox (bubble) variables were read by optical mark recognition (OMR) software. Responses to open-ended questions were categorized and summarized prior to data analysis.

Numeric data were processed and statistics were calculated using Statistical Analysis Software® (SAS) and IBM SPSS Statistics.

Limitations

As with 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 their 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 during the study period of June 21–27, 2013. 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. When 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 ranged from cool and foggy to hot and sunny. At times it was overcast with severe weather warnings including heavy rain and lightning, with winds strong enough to require taking down the canopy under which the interviewers worked. The severe weather stopped survey distribution for over 3 hours and may have affected visitor activities and length of stay.

No special events occurred in the area that would have affected the type and amount of visitation to the memorial.

Checking non-response bias

Five variables were used to check non-response bias: participant age, group size, group type, memorial as destination, and distance between participants' homes and the memorial. Respondents and non-respondents were found to be significantly different except for group type and distance from participants' homes to the memorial (see Table 2 - Table 5). Respondents at younger age ranges (especially 50 and younger), visitors who travel in larger groups (4 or more), and visitors who visited Mount Rushmore National Monument as an unplanned destination may be underrepresented in the results. See Appendix 3 for more details of the non-response bias checking procedures.

Table 2. Comparison of respondents and non-respondents by average age and group size

Variable	Respondents	Non-respondents	p-value (t-test)
Age (years)	52.01 (N=777)	47.48 (N=510)	<0.001
Group size	3.85 (N=769)	4.30 (N=501)	0.019

Table 3. Comparison of respondents and non-respondents by group type

Group type	Respondents	Non-respondents	p-value (chi-square)
Alone	25 (3%)	19 (4%)	0.242
Family	613 (80%)	422 (83%)	
Friends	72 (9%)	32 (6%)	
Family and friends	53 (7%)	35 (7%)	

Table 4. Comparison of respondents and non-respondents by primary destination

Destination	Respondents	Non-respondents	p-value (chi-square)
Memorial as primary destination	200 (26%)	121 (24%)	0.003
Memorial as one of several destinations	571 (73%)	371 (72%)	
Not a planned destination	10 (1%)	22 (4%)	

Table 5. Comparison of respondents and non-respondents by distance from home to memorial

Destination	Respondents	Non-respondents	p-value (chi-square)
Within 200 miles	27 (4%)	23 (5%)	0.335
201 miles or more	669 (92%)	380 (91%)	
International visitors	32 (4%)	13 (4%)	

Results

Group and Visitor Characteristics

Visitor group size

Question 17b

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

Results

- 40% of visitor groups consisted of two people (see Figure 1).
- 34% were in groups of three or four.
- 25% were in groups of five or more.

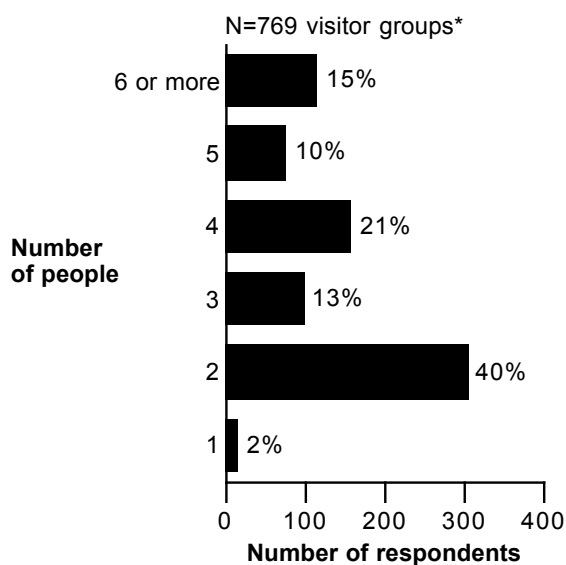


Figure 1. Visitor group size

Visitor group type

Question 17a

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

Results

- 80% of visitor groups consisted of family groups (see Figure 2).
- No “other” group type (<1%) was specified.

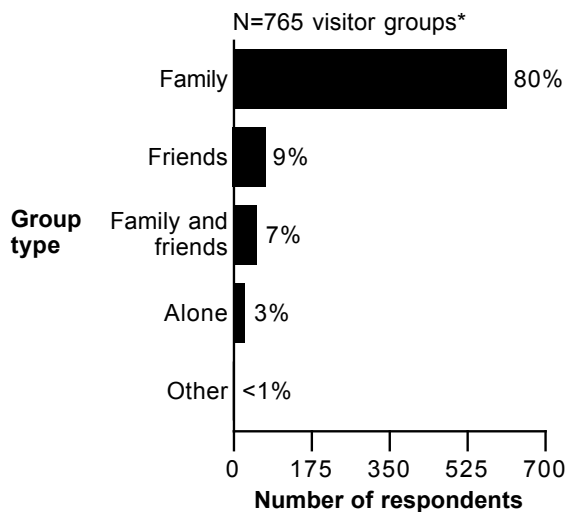


Figure 2. Visitor group type

*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 16a

On this visit, was your personal group with a commercial guided tour group?

Results

- 7% of visitor groups were with a commercial guided tour group (see Figure 3).

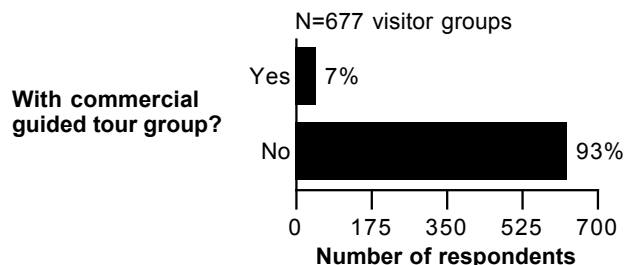


Figure 3. Visitors with a commercial guided tour group

Question 16b

On this visit, was your personal group with a school/educational group?

Results

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

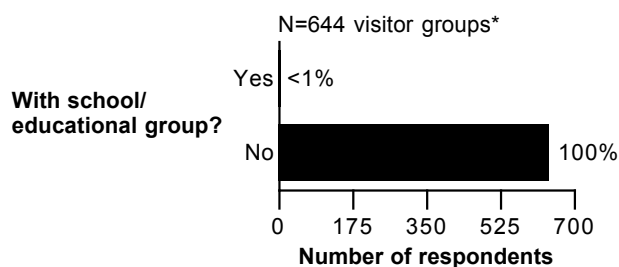


Figure 4. Visitors with a school/educational group

Question 16c

On this visit, was your personal group with an “other” organized group (scouts, work, church, etc.)?

Results

- 3% of visitor groups were with an “other” organized group (see Figure 5).

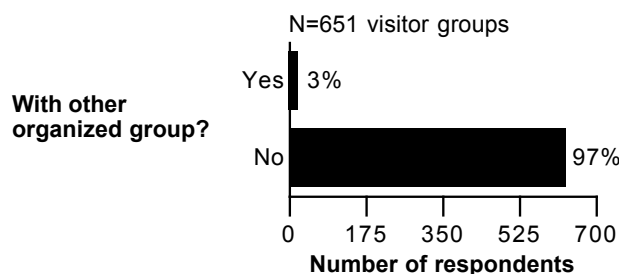


Figure 5. Visitors with an “other” organized group

Question 16d

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

Results

- 46% of visitor groups who were with an organized group were in groups of 41 or more people (see Figure 6).
- 38% were in groups of 21 to 40 people.
- 16% were in groups of 1 to 20 people.

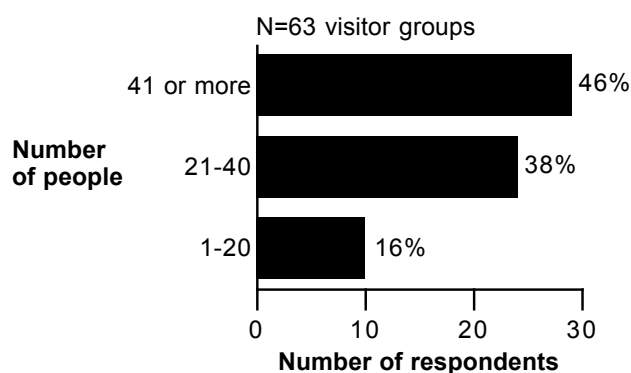


Figure 6. Organized group size

*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 18b**

For your personal group on this visit, what is each member's state of residence?

Table 6. United States visitors by state of residence

	State	Number of visitors	Percent of U.S. visitors N=2274 individuals*	Percent of total visitors N=2360 individuals
Note: Response was limited to seven members from each visitor group.	Colorado	166	7	7
	Minnesota	165	7	7
Results	Wisconsin	156	7	7
	California	138	6	6
<ul style="list-style-type: none"> U.S. visitors were from 49 states and comprised 96% of total visitation to the memorial during the survey period. 	Iowa	122	5	5
	Michigan	99	4	4
<ul style="list-style-type: none"> 7% of U.S. visitors came from the following states (see Table 6 and Figure 7): 	Texas	95	4	4
	South Dakota	93	4	4
<ul style="list-style-type: none"> Colorado Minnesota Wisconsin 	Illinois	92	4	4
	Washington	85	4	4
<ul style="list-style-type: none"> 6% came from California and 5% were from Iowa. 	Florida	74	3	3
	Nebraska	73	3	3
<ul style="list-style-type: none"> Smaller proportions came from 44 other states. 	Indiana	65	3	3
	Pennsylvania	65	3	3
	Ohio	61	3	3
	Oregon	60	3	3
	North Dakota	56	2	2
	New York	52	2	2
	Kansas	44	2	2
	Missouri	38	2	2
	Wyoming	38	2	2
	Montana	36	2	2
	New Mexico	36	2	2
	26 other states	365	16	15

*total percentages do not equal 100 due to rounding

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

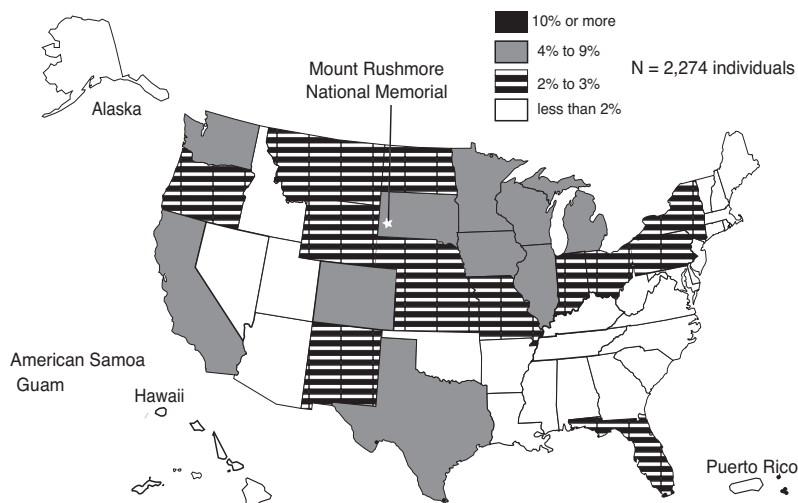


Figure 7. United States visitors by state of residence

Visitors from South Dakota and adjacent states by county of residence

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

Table 7. Visitors from South Dakota and adjacent states by county of residence

Results

- Visitors from South Dakota and adjacent states were from 106 counties and comprised 25% of the total U.S. visitation to the memorial during the survey period.
- 5% came from Pennington County, SD (see Table 7).
- 4% came from each of the following counties:
 - Minnehaha, SD
 - Polk, IA
 - Hennepin, MN
 - Dakota, MN
- Smaller proportions of visitors came from 101 other counties in South Dakota and adjacent states.

County, State	Number of visitors	
	N=575 individuals	Percent*
Pennington, SD	28	5
Minnehaha, SD	25	4
Polk, IA	24	4
Hennepin, MN	23	4
Dakota, MN	21	4
Douglas, NE	18	3
Dubuque, IA	18	3
Lancaster, NE	13	2
Mower, MN	12	2
Johnson, WY	10	2
Lincoln, SD	10	2
Scott, MN	10	2
Stearns, MN	10	2
Washington, MN	10	2
Olmsted, MN	9	2
Plymouth, IA	9	2
Saint Louis, MN	9	2
Stutsman, ND	9	2
88 other counties	307	53

*total percentages do not equal 100 due to rounding

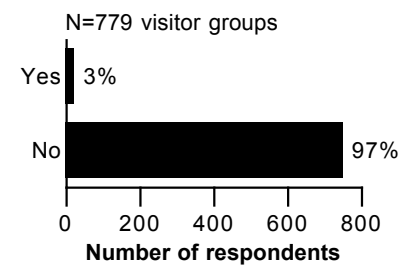
**total percentages do not equal 100 because visitors could select more than one answer

Residents of the area

Question 3a

Was every member in your personal group a resident (year-round or part-time of the Black Hills area (within a 100-mile drive of the memorial)?

Resident of the area?



Results

- For 3% of visitor groups, all members were area residents (see Figure 8).

Figure 8. Visitor groups that were comprised of area residents only

International visitors by country of residence

Question 18b

For your personal group on this visit, what is each member's country of residence?

Table 8. International visitors by country of residence

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

Results

- International visitors were from 11 countries and comprised 4% of total visitation to the memorial during the survey period.
- 55% of international visitors came from Canada (see Table 8).
- 14% came from the United Kingdom.
- 8% came from Australia.
- Smaller proportions of international visitors came from eight other countries.

Country	Number of visitors	Percent of international visitors N=86 individuals*	Percent of total visitors N=2,360 individuals
Canada	47	55	2
United Kingdom	12	14	1
Australia	7	8	<1
China	6	7	<1
Germany	5	6	<1
The Netherlands	2	2	<1
New Zealand	2	2	<1
Norway	2	2	<1
France	1	1	<1
Hong Kong	1	1	<1
South Korea	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 to memorial in past 12 months

Question 18c

For your personal group on this visit, how many times has each member visited Mount Rushmore National Memorial in the past 12 months (including this visit)?

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

Results

- 92% of visitors visited the memorial once in the past 12 months (see Figure 9).
- 8% visited two or more times.

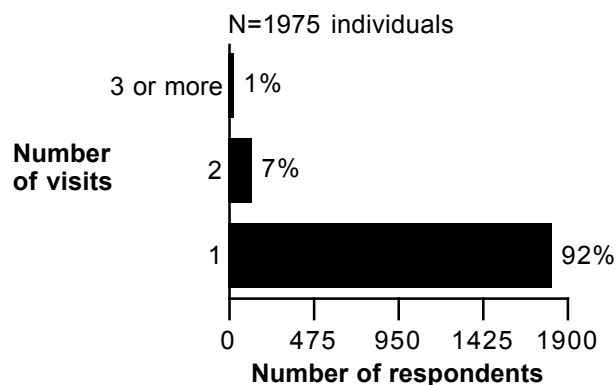


Figure 9. Number of visits to memorial in past 12 months

Number of visits to memorial in lifetime

Question 18d

For your personal group on this visit, how many times has each member visited Mount Rushmore National Memorial in their lifetime (including this visit)?

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

Results

- 61% of visitors were visiting the memorial for the first time (see Figure 10).
- 30% visited two or three times.

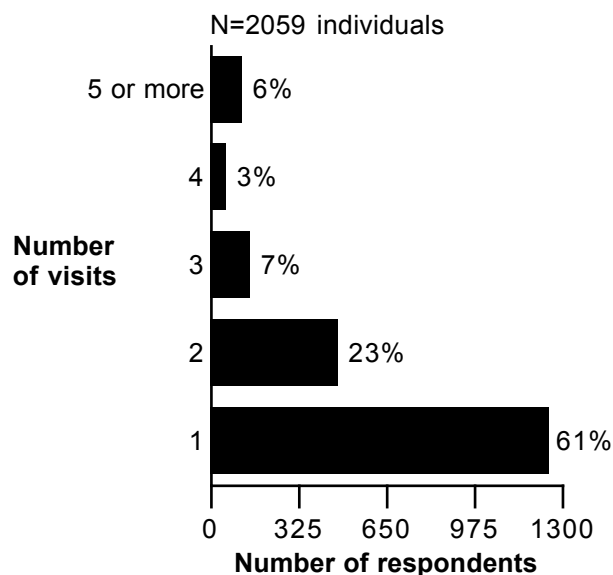


Figure 10. Number of visits to memorial in lifetime

*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 18a

For your personal group on this visit, what is each member's current age?

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

Results

- Visitor ages ranged from 1 to 95 years.
- 47% of visitors were 36 to 65 years of age (see Figure 11).
- 24% were 15 years or younger.
- 15% were 66 years or older.

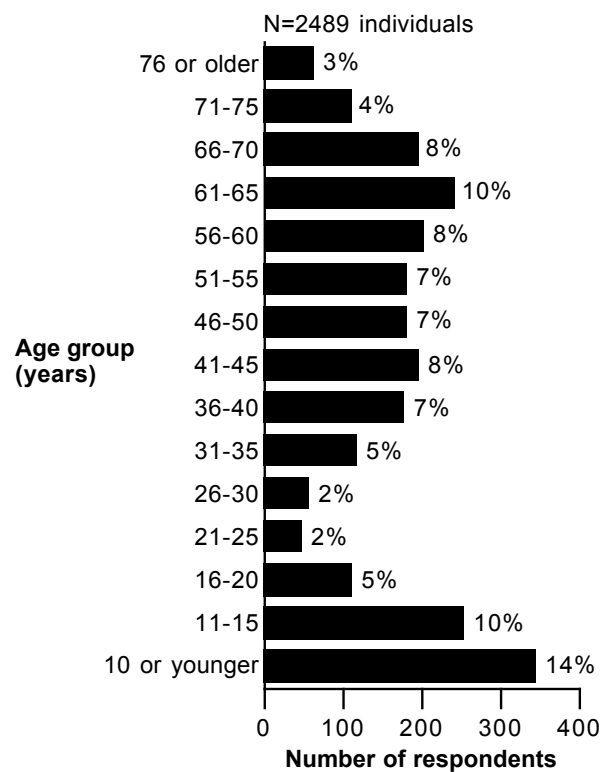


Figure 11. Visitor age

*total percentages do not equal 100 due to rounding

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

Visitors of Hispanic or Latino ethnicity

Question 21a

Are members of your personal group
Hispanic or Latino?

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

Results

- 5% of visitors were Hispanic or Latino
(see Figure 12).

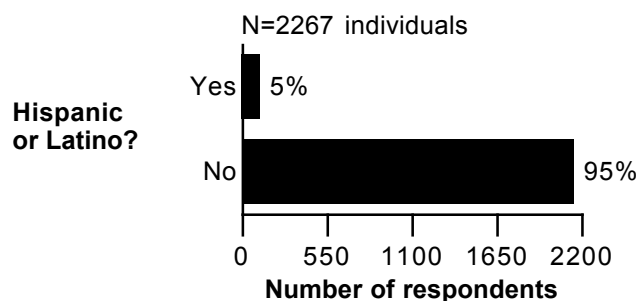


Figure 12. Visitors of Hispanic or Latino ethnicity

Visitor race

Question 21b

What is the race of each member of
your personal group?

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

Results

- 93% of visitors were White (see
Figure 13).
- 3% were Asian.

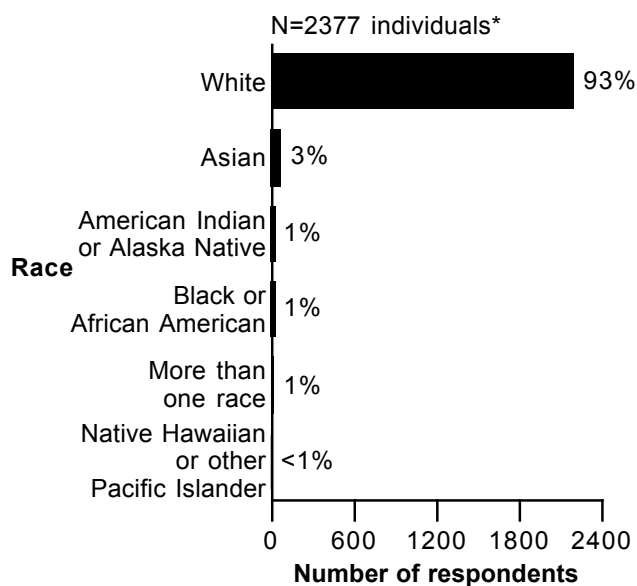


Figure 13. Visitor race

*total percentages do not equal 100 due to rounding

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

Respondent level of education

Question 20

For you only, what is the highest level of education you have completed?

Results

- 29% of respondents had a graduate degree (see Figure 14).
- 29% had a bachelor's degree.
- 28% had some college.

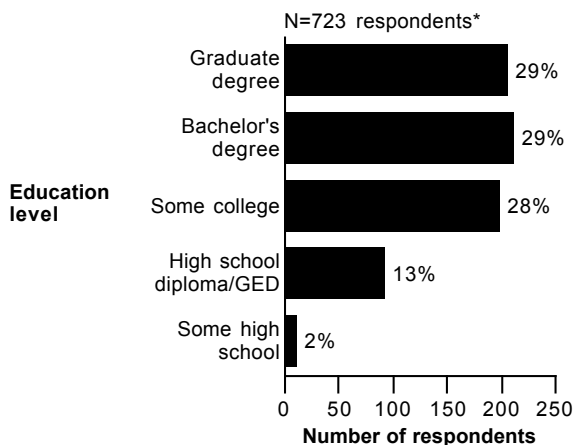


Figure 14. Respondent level of education

Respondent household income

Question 19a

For you only, which category best represents your annual household income?

Results

- 20% of respondents reported a household income of \$50,000-\$74,999 and another 20% listed an income of \$100,000-\$149,999 (see Figure 15).
- 17% had an income of \$75,000-\$99,999.

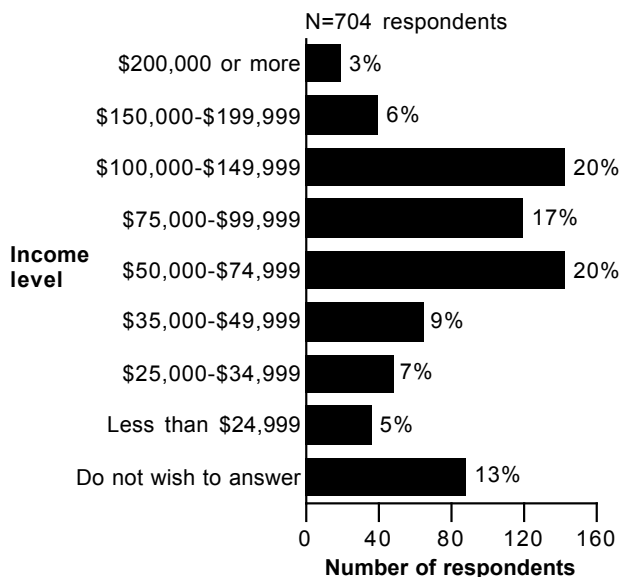


Figure 15. Respondent household income

*total percentages do not equal 100 due to rounding

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

Respondent household size**Question 19b**

How many people are in your household?

Results

- 46% of respondents had two people in their household (see Figure 16).
- 33% had three or four people in their household.

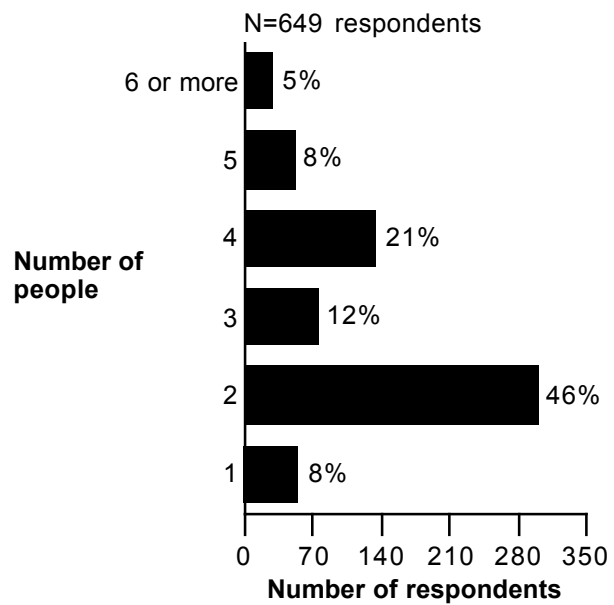


Figure 16. Number of people in respondent household

*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 from memorial website

Question 1a

Did your personal group obtain information from the park website (<http://www.nps.gov/moru>) to plan your trip to Mount Rushmore National Memorial?

Results

- Figure 17 shows that 29% of visitor groups used the park website to obtain information to plan their trip to Mount Rushmore National Memorial.

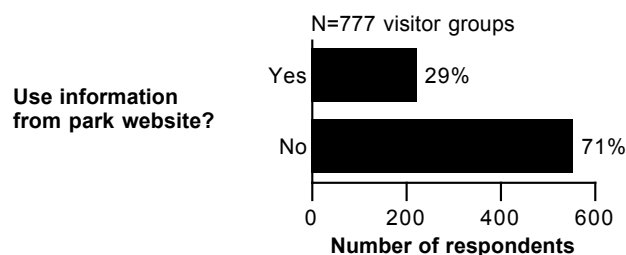


Figure 17. Use of park website to obtain information

Question 1b

If your personal group used the Mount Rushmore National Memorial website (www.nps.gov/moru), please rate how helpful the website was in planning your visit.

Results

- 59% of visitor groups rated the park website as “extremely helpful” or “very helpful” (see Figure 18).

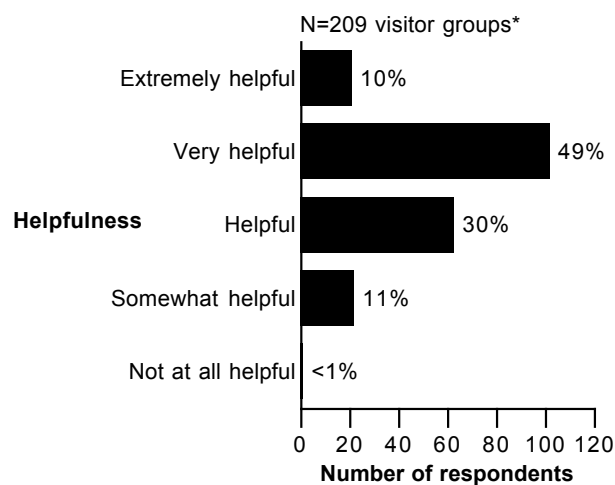


Figure 18. Helpfulness of park website

Question 1c

If the park website was not helpful, what type of information did your personal group need that was not available? (Open-ended)

Results – Interpret with **CAUTION!**

- Not enough visitor groups responded to this question to provide reliable results (see Table 9).

*total percentages do not equal 100 due to rounding

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

Table 9. Information needed that was not available on park website
(N=11 comments; some visitor groups made more than one comment) – **CAUTION!**

Information needed	Number of times mentioned
Brochures and information about the place	1
Dog accessibility/restrictions	1
Either browser did not display or we could not find event times (ranger talks, movies, etc.)	1
Handicapped access	1
Hard to find information about length/difficulty level of walk	1
I believe the site said parking was \$7, when in fact it was \$11	1
Information on whether it's ok to use a parking pass on more than one family vehicle	1
It's not user friendly	1
More information on parking and costs	1
More links to area attractions	1
No trail maps on the website	1

*total percentages do not equal 100 due to rounding

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

Memorial as destination

Question from on-site interview

A two-minute interview was conducted with each individual selected to complete the questionnaire. During the interview the question was asked, “How did this visit to Mount Rushmore National Memorial fit into your personal group’s travel plans?”

Results

- 73% of visitor groups said the memorial was one of several destinations on their trip (see Figure 19).
- 25% said Mount Rushmore National Memorial was their primary destination.

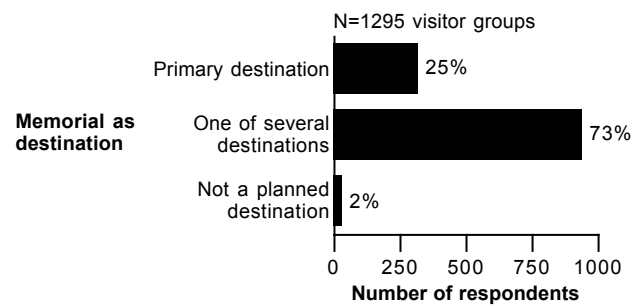


Figure 19. How visit to memorial fit into visitor groups' travel plans

*total percentages do not equal 100 due to rounding

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

Primary reason for visiting the memorial area

Question 3b

For the nonresident members in your personal group, what was their primary reason for coming to the Black Hills area (within a 100-mile drive of the memorial) on this trip?

Results

- As shown in Figure 20, the primary reason for visiting the area (within a 100-mile drive of the memorial) among nonresident visitor groups was:

66% Visit Mount Rushmore National Memorial

15% came to visit other attractions in the area

“Other” primary reasons (10%) are shown in

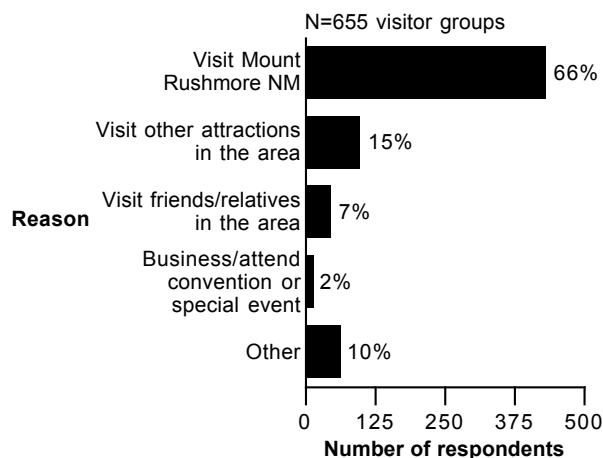


Figure 20. Primary reason for visiting the Mount Rushmore National Memorial area (within a 100-mile drive of the memorial)

Table 10. Other primary reasons for visiting the area (N=62 comments)

Site	Number of times mentioned
Traveling through	29
Vacation	8
To see Black Hills	3
Attend wedding	2
Cross-country move-sightseeing along the way	2
Riding famous motorcycle roads	2
Softball tournament	2
Anniversary	1
Boy Scout Camp (MMSR)	1
Camp Club National Rally	1
Club get together	1
Family reunion	1
Former resident	1
Go to lake	1
Hershey Track Meet	1
Hiking and biking	1
Lakota Sun Dance	1
School	1
Visit Badlands	1
Visit Custer Park	1
Visit Deadwood	1

*total percentages do not equal 100 due to rounding

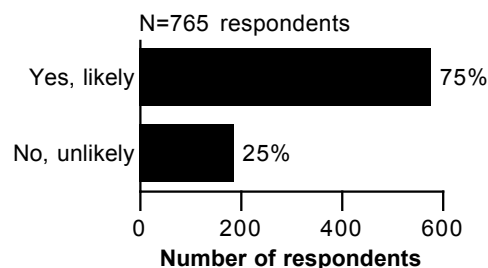
**total percentages do not equal 100 because visitors could select more than one answer

Alternate plans to visiting Mount Rushmore National Memorial

Question 13a

For you only, if you had not been able to visit Mount Rushmore National Memorial on this trip, would you have visited at another time?

Visit at another time?



Results

- 75% of respondents would have visited at another time if they had not chosen to visit Mount Rushmore National Memorial on this trip (see Figure 21).

Figure 21. Respondents who would have visited at another time

Question 13b

If NO, what would you have done with the time you spent on this trip?

Results

- As shown in Figure 22, most respondents (52%) would have gone somewhere else.
- 36% were not sure what they would have done or would not have done any of the listed options.
- Table 10 lists the alternate sites.

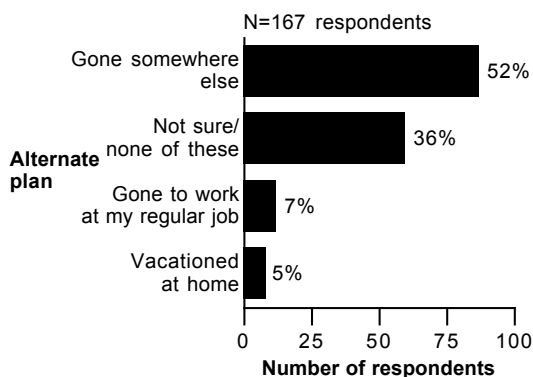


Figure 22. How time would have been spent

Table 10. Alternate sites
(N=47 comments; some visitor groups made more than one comment)

Site	Number of times mentioned
Badlands NP	3
Cruise	3
Yellowstone NP	3
Crazy Horse Memorial	2
Denver, CO	2
Other places	34

*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

If you had gone somewhere else, what was the distance in miles to that site?

Results

- 36% of respondents would have driven up to 500 miles from home to visit an alternate recreation site (see Figure 23).
- 33% would have driven 1001 miles or more to visit an alternate site.

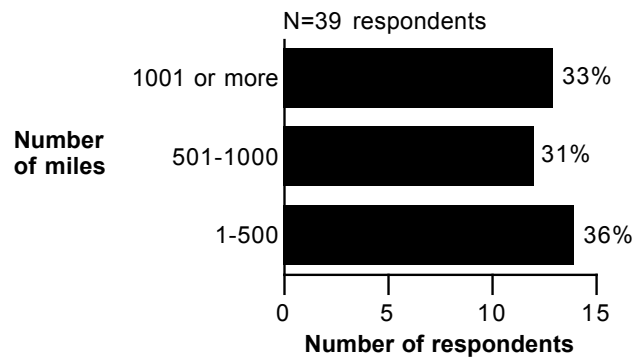


Figure 23. Number of miles that would have been driven to visit an alternate recreation site

*total percentages do not equal 100 due to rounding

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

Transportation

Question 3c

For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Black Hills area (within a 100-mile drive of the memorial)?

Results

- 52% of nonresident visitor group members used a car to travel most of the distance from their home to the Black Hills area (see Figure 24).
- 26% used a SUV/truck/van.

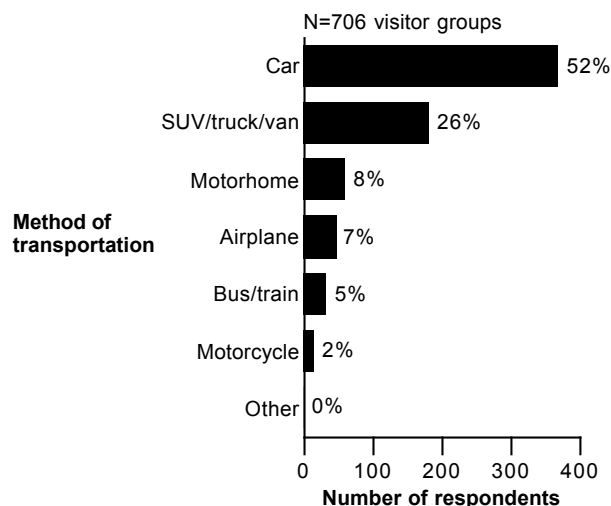


Figure 24. Method of transportation

Number of vehicles

Question 17c

On this visit, how many vehicles did your personal group use to arrive at the memorial?

Results

- 92% of visitor groups used one vehicle to arrive at the memorial (see Figure 25).
- The average number of people per vehicle during the survey period was 3.3.

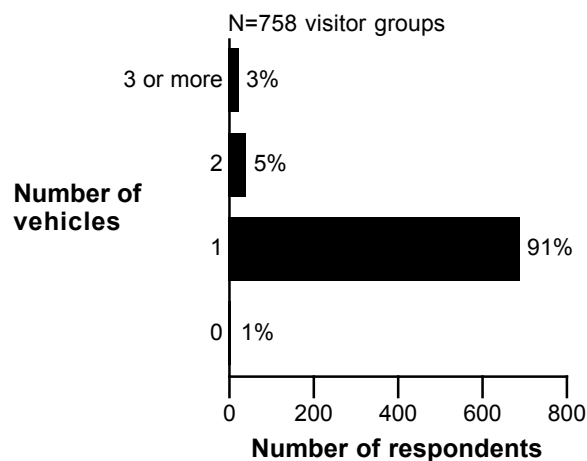


Figure 25. Number of vehicles used to arrive at the memorial

*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 entries to the memorial**Question 17d**

On this visit, how many times did your personal group enter the memorial?

Results

- 78% of visitor groups entered the memorial one time (see Figure 26).
- 17% entered twice.

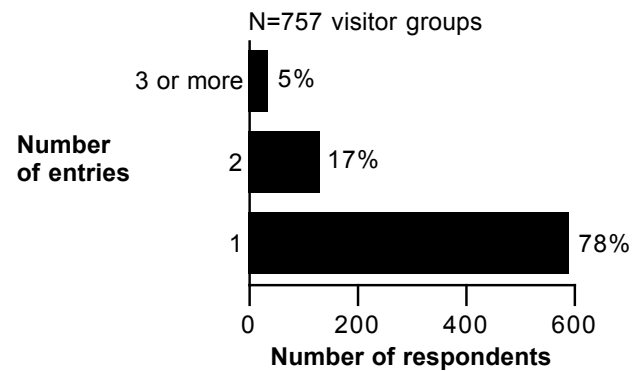


Figure 26. Number of entries to the memorial

*total percentages do not equal 100 due to rounding

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

Overnight stays

Question 4a

On this trip, did your personal group stay overnight away from home in the Black Hills area (within a 100-mile drive of the memorial)?

Results

- 91% of visitor groups stayed overnight away from home in the Black Hills area within a 100-mile drive of the memorial (see Figure 27).

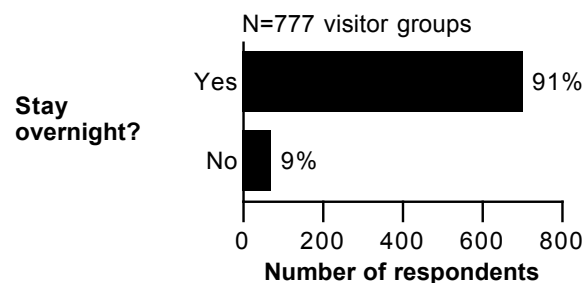


Figure 27. Visitor groups that stayed overnight in the Black Hills area within a 100-mile drive of the memorial

Question 4b

If YES, please list the number of nights your personal group stayed in the Black Hills area within a 100-mile drive.

Results

- 52% stayed one or two nights in the Black Hills area within a 100-mile drive (see Figure 28).
- 31% stayed four or more nights.

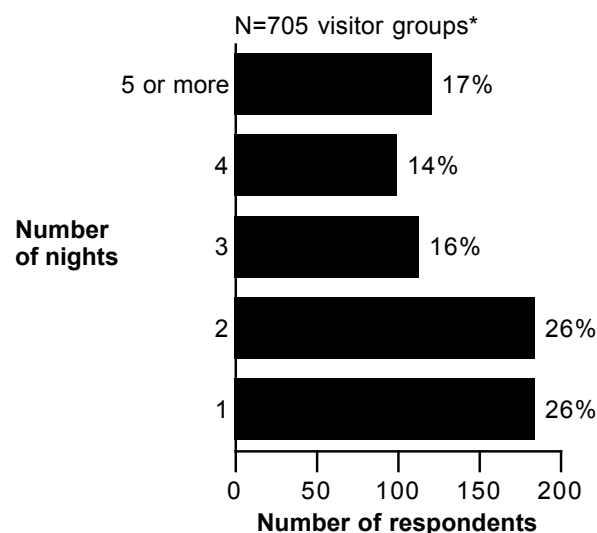


Figure 28. Number of nights spent in the Black Hills area

*total percentages do not equal 100 due to rounding

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

Accommodations used in the Black Hills area

Question 4b

If YES, please list the types of accommodations that your personal group stayed in.

Results

- As shown in Figure 29, among those visitor groups that stayed overnight in the Black Hills area, the most common types of accommodations were:

78% Lodge, motel, rented condo/home, or bed & breakfast
16% RV camped in a developed campground

- “Other” types of accommodations (2%) were:

Air Force base
Bear Country
Boy Scout camp
Church camp
Horse camping
Pine Ridge Boarding School
SUV in parking lot
University dormitory

- Table 11 shows the number of nights spent in accommodations in the area. Accommodations specified by fewer than 30 visitor groups should be interpreted with **CAUTION!**

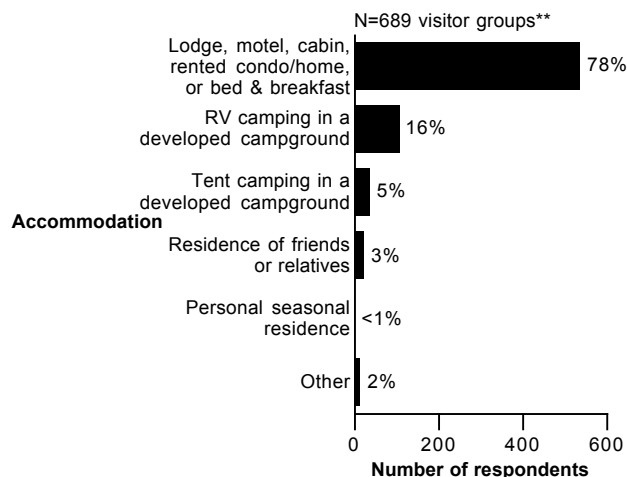


Figure 29. Accommodations used in the Black Hills area (within a 100-mile drive of Mount Rushmore National Memorial)

Table 11. Number of nights spent in accommodations in the Black Hills area within a 100-mile drive (N=number of visitor groups)

Accommodation	N	Number of nights (%)				
		1	2	3	4	5 or more
Lodge, motel, cabin, rented condo/home, B&B	532	30	28	16	13	13
Tent camping in a developed campground	34	35	24	15	0	26
RV camping in a developed campground	102	8	21	18	25	28
Personal seasonal residence – CAUTION!	2	0	50	50	0	0
Residence of friends or relatives – CAUTION!	22	9	18	14	23	36
Other – CAUTION!	13	15	8	15	8	54

*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 at the memorial

Question 5a

On this visit, how much time in total did your personal group spend visiting Mount Rushmore National Memorial?

Results

- 56% of visitor groups spent two to three hours at the memorial (see Figure 30).
- 21% spent one hour.
- 23% spent four hours or more.
- The average length of stay for visitor groups was 2.6 hours.

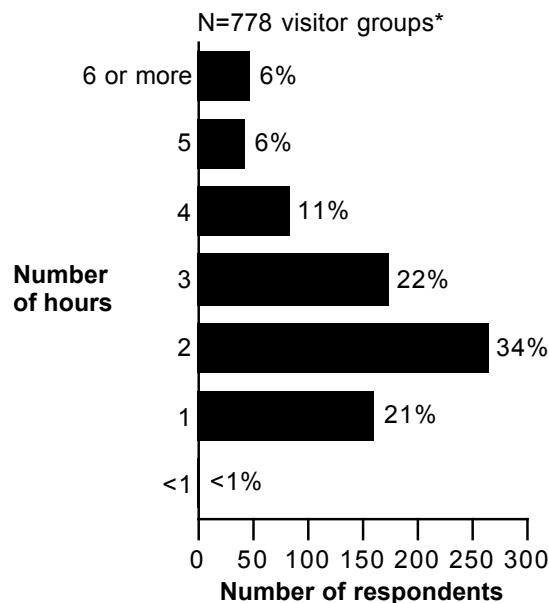


Figure 30. Number of hours spent in the memorial

Visits to the memorial on more than one day

Question 5b

On this visit, did your personal group visit Mount Rushmore National Memorial on more than one day?

Results

- 15% of the visitor groups visited the memorial on more than one day (see Figure 31).

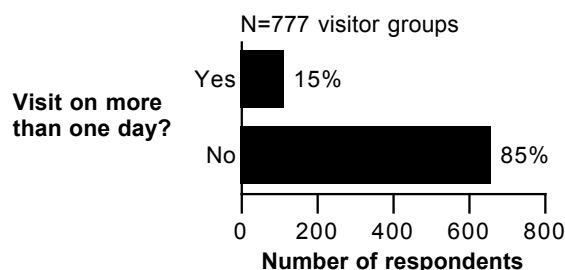


Figure 31. Visitor groups that visited the memorial on more than one day

Question 5c

If YES, on how many days did your personal group spend visiting the memorial?

Results

- 90% of visitor groups that visited on more than one day visited on two days (see Figure 32).
- The average number of days that visitors returned to visit the memorial was 2.1.

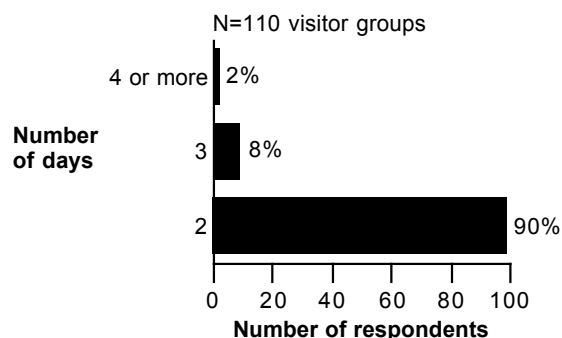


Figure 32. Number of days spent visiting the memorial

*total percentages do not equal 100 due to rounding

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

Other Black Hills places visited

Question 2

On this trip, which other places in the Black Hills area did your personal group visit prior to arrival at Mount Rushmore National Memorial or plan to visit after departure from the memorial?

Results

- 14% of visitor groups visited only Mount Rushmore National Memorial on this trip (see Figure 33).
- As shown in Figure 34, the local places most commonly visited were:
 - 67% Crazy Horse Memorial
 - 57% Custer State Park
 - 54% Badlands National Park
- “Other” places visited in the Black Hills area (20%) are shown in Table 12.

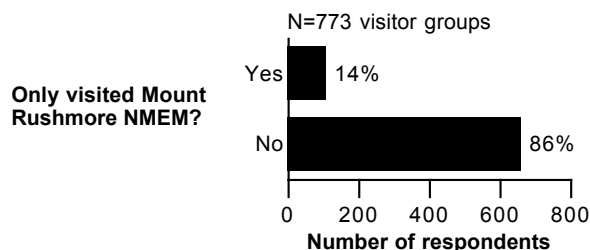


Figure 33. Visitor groups that visited only Mount Rushmore National Memorial on this trip

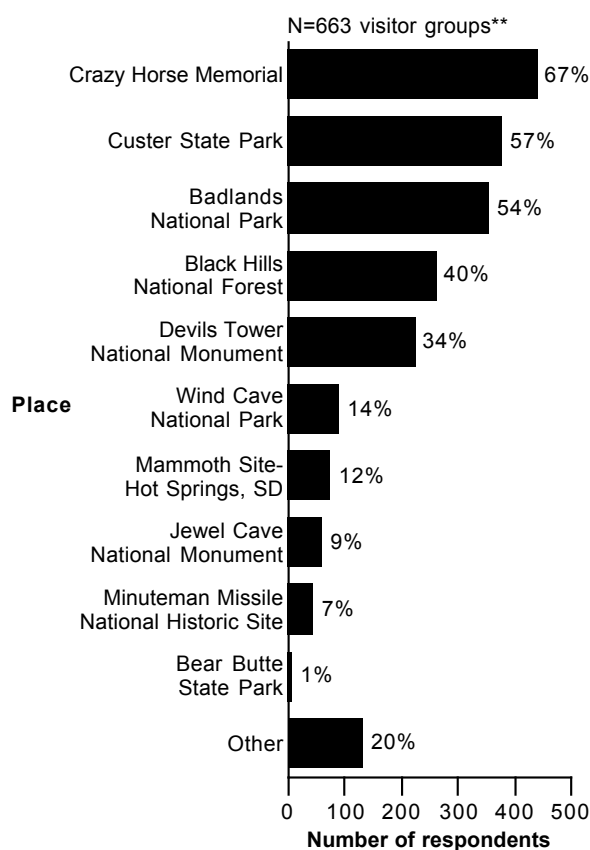


Figure 34. Local places visited

*total percentages do not equal 100 due to rounding

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

Table 12. Other places visited before or after Mount Rushmore National Memorial (N=203 comments; some visitor groups made more than one comment)

Place	Number of times mentioned
Deadwood	29
Bear Country USA	21
Cosmos	11
Sturgis, SD	11
Keystone, SD	9
Rushmore Cave	9
Yellowstone NP	8
Reptile Gardens	7
Wall Drug	7
1880 Train	6
Little Bighorn Battlefield NM	6
Needles Highway	6
Rapid City, SD	5
Spearfish Canyon	5
Grand Teton NP	4
Ellsworth AFB	3
Hill City	3
Spearfish	3
Storybook Island	3
Buffalo Gap National Grassland	2
Custer, SD	2
Flintstones	2
Lead, SD	2
Scottsbluff, NE	2
SD Air & Space Museum	2
Sitting Bull Crystal Caverns	2
Sylvan Lake	2
Agate Fossil Beds NM	1
Beartooth Highway	1
Belle Fourche	1
Cascade Falls	1
Chief Joseph Highway	1
Corn Palace	1
Dinosaur NM	1
Fort Laramie NHS	1
Fort Robinson	1
Glacier NP	1
Graves of Wild Bill Hickok and Calamity Jane	1
Haycreek Ranch	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 13. Other places visited before or after Mount Rushmore National Memorial (continued)

Place	Number of times mentioned
Hot Springs	1
Iron Mountain Road	1
KOA Camp	1
Last Stand Hill	1
Medicine Rock State Park	1
Medora, ND	1
Old McDonald's Farm	1
Pactola Reservoir	1
Pioneer Historical Museum	1
Prairie Homestead	1
Roughlock Falls	1
Theodore Roosevelt NP	1
Underground Falls	1
Water Slide Park	1
Wild Horse Sanctuary	1
Wonderland Cave	1
Wounded Knee	1

*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 6a

On this visit, in which activities did your personal group participate while at Mount Rushmore National Memorial?

Results

- As shown in Figure 35, the most common activities at Mount Rushmore National Memorial in which visitor groups participated on this visit were:

85% Viewing/learning about the memorial

68% Shopping in memorial gift shop

50% Walking the Presidential Trail

50% Learning about the four Presidents

- “Other” activities (7%) were:

Attending evening lighting ceremony
Participating in Junior Ranger program
License plate scavenger hunt
Photography
Revisiting after many years
Showing children
Spiritual activities
Studying Flag Walk
Viewing Naturalization ceremony
Watching video

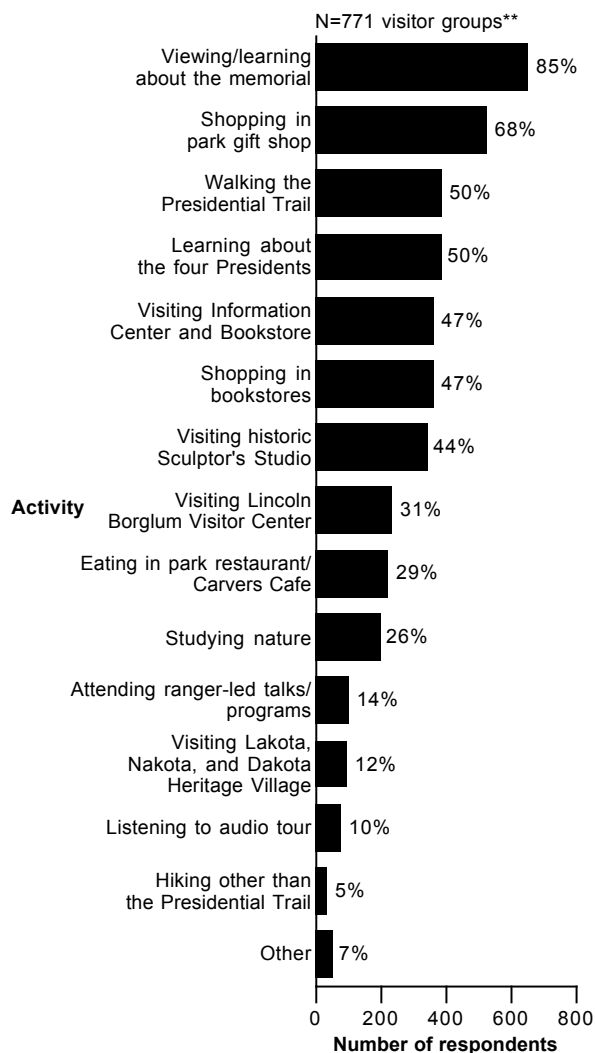


Figure 35. Activities on this visit

*total percentages do not equal 100 due to rounding

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

Activity that was primary reason for visit

Question 6b

Which one of the above activities was the primary reason your personal group visited Mount Rushmore National Memorial on this visit?

Results

- As shown in Figure 36, the most common activities that were the primary reason for the visiting Mount Rushmore National Memorial were:
 - 80% Viewing/learning about the memorial
 - 8% Walking the Presidential Trail
 - 6% Learning about the four Presidents
- “Other” activities (3%) that were the primary reason for visiting the memorial are shown in Table 10.

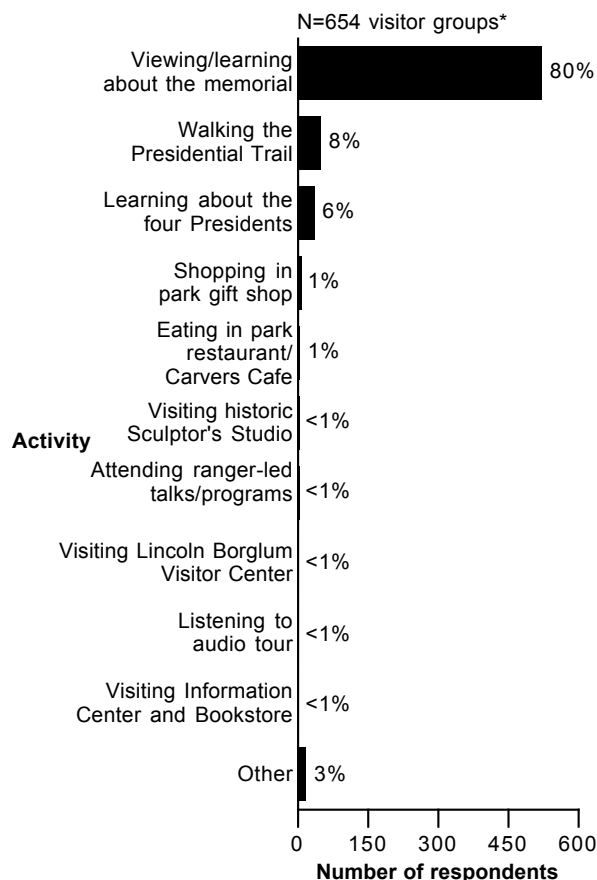


Figure 36. Activity that was primary reason for visiting Mount Rushmore National Memorial

Table 14. Other activity that was primary reason for visiting the memorial (N=21 comments)

Reason	Number of times mentioned
Lighting ceremony	5
Photography	5
Junior Ranger program	2
Long time since last visit	2
To show grandkids	2
License plate scavenger hunt	1
Naturalization ceremony	1
Spiritual significance of site	1
Study flag walk	1
To worship there	1

*total percentages do not equal 100 due to rounding

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

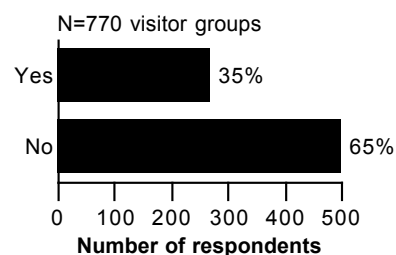
Ratings of Services, Facilities, Attributes, Resources, and Elements

Information from National Park Service employees

Question 11a

During this visit to Mount Rushmore National Memorial, did your personal group obtain information from a uniformed National Park Service employee (park ranger, staff, or volunteer)?

Obtain information from uniformed NPS employee?



Results

- 35% of visitor groups obtained information from a uniformed National Park Service employee on this visit (see Figure 37).

Figure 37. Visitor groups obtained information from National Park Service employee during this visit

Quality ratings of information from National Park Service employees

Question 11b

If YES, using the scale below, please rate the quality of your interaction.

Results

- Figure 38 shows the combined proportions of “very good” and “good” quality ratings of visitor groups’ personal interaction with a National Park Service employee:

97% Courteousness
96% Quality of information provided
94% Helpfulness

Quality of NPS employee

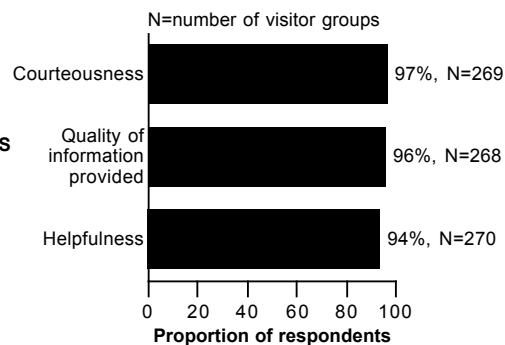


Figure 38. Combined proportions of “very good” and “good” quality ratings of aspects of interaction with a park employee

Table 15. Quality of personal interaction with a National Park Service employee (N=number of visitor groups)

Interaction	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Helpfulness	270	1	0	5	23	71
Courteousness	269	<1	1	2	20	77
Quality of information provided	268	1	1	2	25	71

*total percentages do not equal 100 due to rounding

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

Most important information learned during this visit**Question 7**

What is the most important (educational, interesting, useful) information you learned while visiting Mount Rushmore National memorial on this visit? (Open-ended)

Results

- 73% of visitor groups (N=569) responded to this question.
- Table 16 shows visitor comments about the most important information learned on this visit.

Table 16. Most important information learned on this visit (N=698 comments)

Comment	Number of times mentioned
How constructed	183
Why Presidents were chosen	41
Learning about the Presidents	40
History of the project	31
Length of time to complete	31
Educational	23
Viewing memorial	21
Why memorial was created	21
Gutzon Borglum	20
Most of memorial carved by dynamite	17
Video	15
Scale of memorial	13
Sculptor's Studio	12
Meeting the last living carver	11
Borglum's vision	9
Flags and state info	8
Hall of Records	8
No workers died during construction	8
That memorial is unfinished	8
Construction workers	7
Design changed during construction	7
All	6
n/a-return visit	6
Presidential Trail	6
Scope of the accomplishment	6
Tools used in construction	6
Awe inspiring	5
Borglum's dedication to completion	5
Cost of the project	5
Evening lighting ceremony	5
Interesting	5
Number of workers involved in construction	5
When memorial was completed	5
Audio tour	4
How site was selected	4
Museum	4

*total percentages do not equal 100 due to rounding

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

Table 16. Most important information learned on this visit (continued)

Comment	Number of times mentioned
Amount of work involved	3
Attending ranger-led talk	3
How sculptures are maintained	3
Meaning of the memorial	3
People involved in creating memorial	3
Pine bark beetle information	3
Planning and design of the memorial	3
All facilities changed since last visit	2
Design changes during construction	2
End of evening lighting ceremony	2
Geology	2
Learning more US history	2
Many facts	2
Memorial is unfinished compared to model	2
Naturalization ceremony	2
Politics of the project	2
Thomas Jefferson ice cream recipe	2
Use of scale model to design	2
Other	44

*total percentages do not equal 100 due to rounding

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

Information services used

Question 8a

Please indicate all the information services that your personal group used at Mount Rushmore National Memorial during this visit.

Results

- As shown in Figure 39, the most common information services and facilities used by visitor groups were:

59% Park brochure/map
51% Presidential Trail – self-guided walk
48% Film shown in visitor center

- The least used service/facility was:

2% Presidential Trail – ranger-led walk

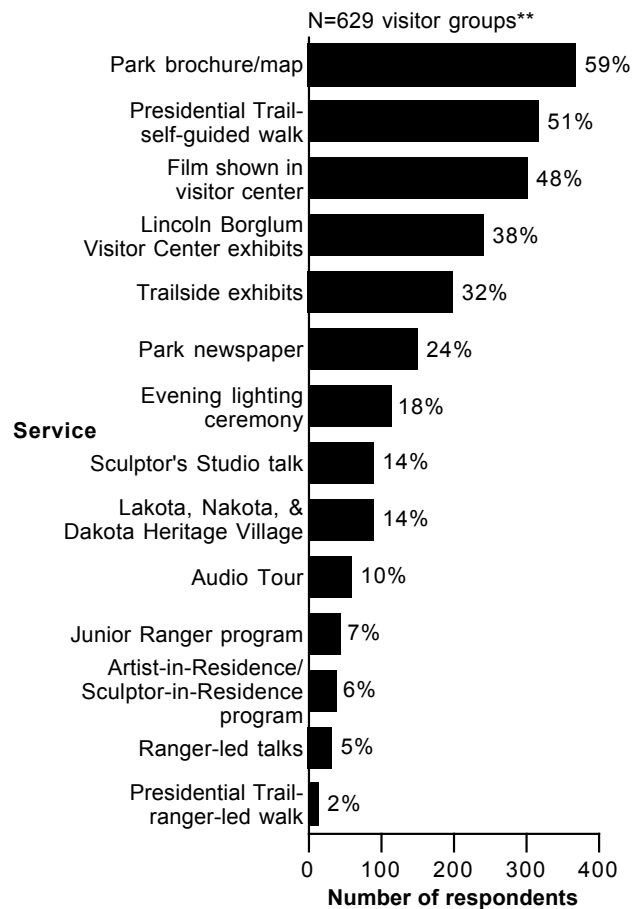


Figure 39. Information services used

*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

Question 8b

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

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 40 shows the combined proportions of “extremely important” and “very important” ratings of information services that were rated by 30 or more visitor groups.
- Table 17 shows the importance ratings of each service.
- The services receiving the highest combined proportions of “extremely important” and “very important” ratings were:
 - 84% Presidential Trail – self-guided walk
 - 83% Ranger-led talks
 - 83% Film shown in visitor center
- The service receiving the highest “not at all important” rating that was rated by 30 or more visitor groups was:
 - 6% Lakota, Nakota, & Dakota Heritage Village

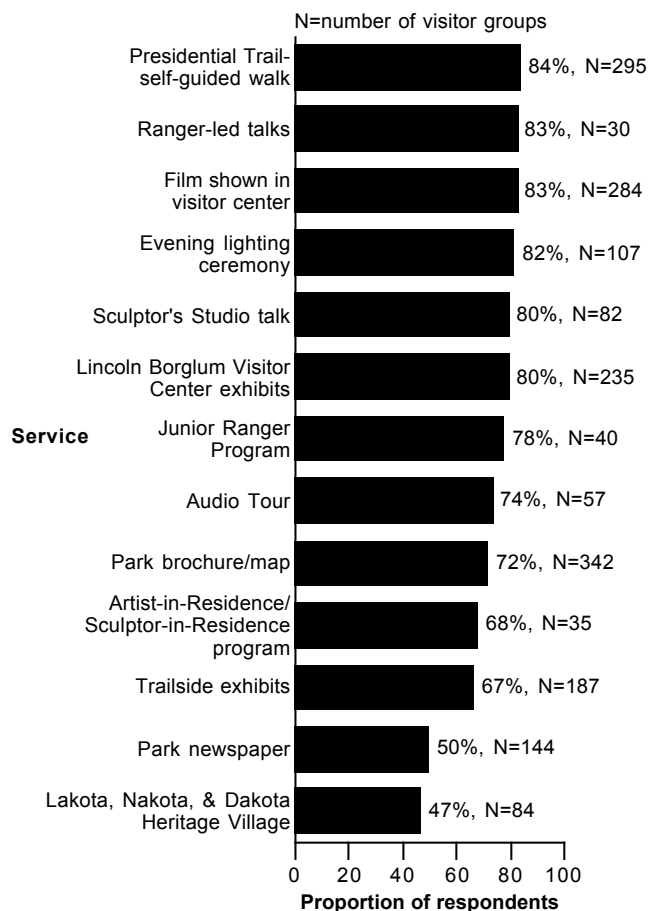


Figure 40. Combined proportions of “extremely important” and “very important” ratings of information services

*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. Importance ratings of information services
(N=number of visitor groups)

Service	N	Rating (%)*				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Audio Tour	57	2	9	16	44	30
Artist-in-Residence/ Sculptor-in-Residence program	35	0	14	17	31	37
Evening lighting ceremony	107	0	1	17	26	56
Film shown in visitor center	284	1	4	13	43	40
Junior Ranger program (ages 5-12)	40	0	3	20	38	40
Lakota, Nakota, & Dakota Heritage Village	84	6	5	42	26	21
Lincoln Borglum Visitor Center exhibits	235	0	3	18	48	32
Trailside exhibits	187	1	4	28	38	29
Park brochure/map	342	1	7	21	39	33
Park newspaper	144	5	17	28	33	17
Presidential Trail – ranger-led walk CAUTION!	13	0	0	15	31	54
Presidential Trail – self-guided walk	295	<1	2	13	39	45
Sculptor's Studio talk	82	0	1	18	39	41
Ranger-led talks (other than Sculptor's Studio talk and Presidential Trail)	30	0	3	13	40	43

*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

Question 8c

For only those services that 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 41 shows the combined proportions of “very good” and “good” ratings of information services that were rated by 30 or more visitor groups.

- The services receiving the highest combined proportions of “very good” and “good” ratings were:

- 95% Evening lighting ceremony
- 94% Park brochure/map
- 93% Sculptor’s Studio talk
- 93% Presidential Trail – self-guided walk

- Table 18 shows the quality ratings of each service.
- No services that were rated by 30 or more visitor groups received any “very poor” ratings for quality

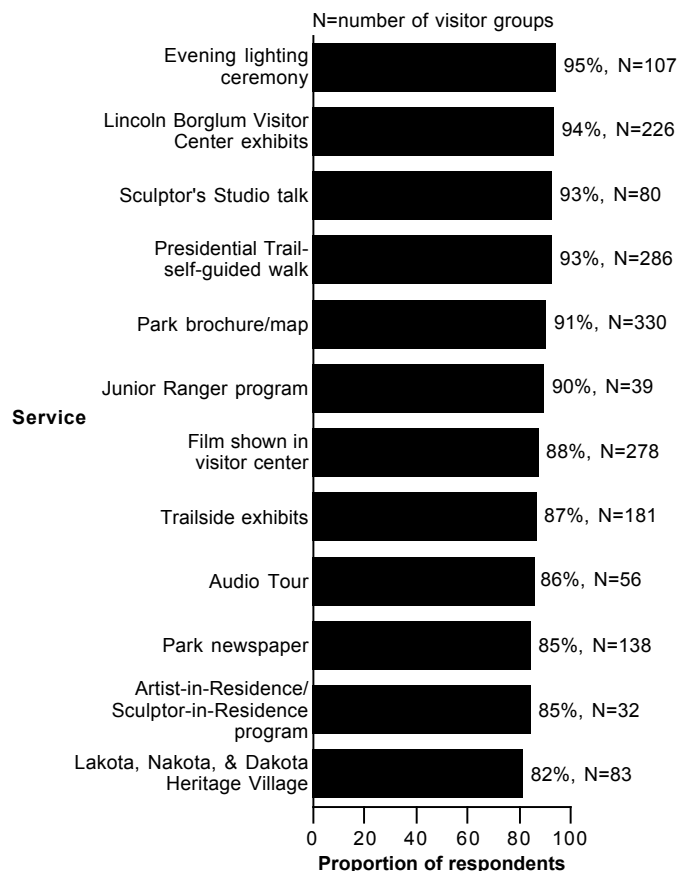


Figure 41. Combined proportions of “very good” and “good” ratings of information services

*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. Quality ratings of information services
(N=number of visitor groups)

Service	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Audio Tour	56	0	2	13	34	52
Artist-in-Residence/ Sculptor-in-Residence program	32	0	0	16	38	47
Evening lighting ceremony	107	0	0	6	20	75
Film shown in visitor center	278	0	1	11	35	53
Junior Ranger program (ages 5-12)	39	0	0	10	31	59
Lakota, Nakota, & Dakota Heritage Village	83	0	1	17	47	35
Lincoln Borglum Visitor Center exhibits	226	0	<1	5	39	55
Trailside exhibits	181	0	1	12	50	37
Park brochure/map	330	0	0	8	40	51
Park newspaper	138	0	0	14	46	39
Presidential Trail – ranger-led walk CAUTION!	12	8	0	0	25	67
Presidential Trail – self-guided walk	286	0	<1	7	34	59
Sculptor's Studio talk	80	0	0	8	34	59
Ranger-led talks (other than Sculptor's Studio talk and Presidential Trail) CAUTION!	29	0	0	0	17	83

*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 of information services

- Figure 42 and Figure 43 show the mean scores of importance and quality ratings of information services that were rated by 30 or more visitor groups.
- All information services were rated above average in importance and quality.

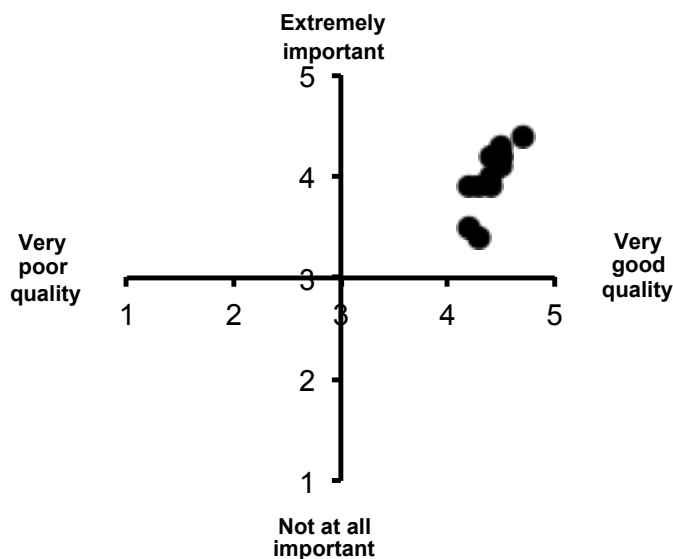


Figure 42. Mean scores of importance and quality ratings of information services

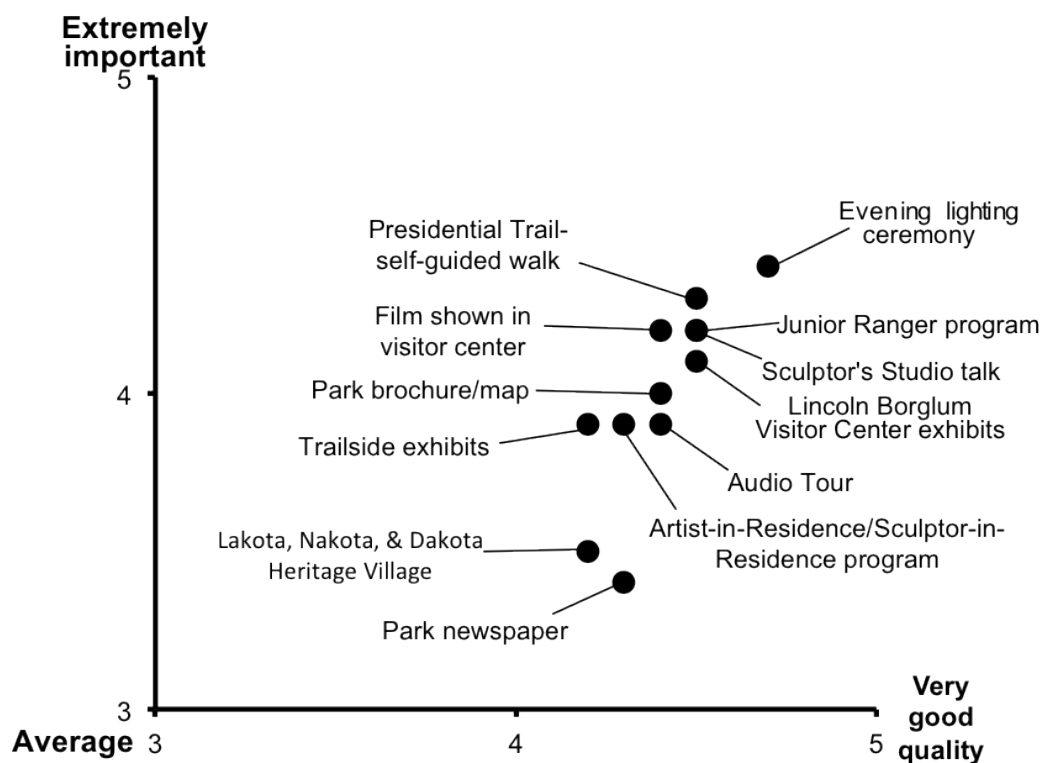


Figure 43. Detail of Figure 42

*total percentages do not equal 100 due to rounding

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

Question 8d

Do you have any comments about the above information services?

Results

- Table 19 lists visitor groups' comments about information services.

Table 19. Comments about information services
(N=101 comments; some visitor groups made more than one comment)

Information service	Comment
Audio Tour	Easier to get audio and return. Took 45 minutes to turn in It took longer to return unit than to rent it Really wanted to avail ourselves of this but missed the spot and too tired to go back You should promote this more
Evening lighting ceremony	Colored lights would have looked cooler Separate active duty and veterans; narrator was inaudible and could have explained the flag ceremony to the public Slide show too long Touching to recognize members of service Very important Was awesome! Informational and makes you proud to be an American. Well worth returning to attend. Honoring US veterans was gratefully unexpected. Wonderful and well done Would have liked to see better light show
Facility	All was great Always very good Beautiful Everything clean, pristine, very well done Everything was clean and orderly Everything was first class Everything was great Everything was very clean and everyone was very friendly Everything was very informative and well done Excellent for all Great High quality and well maintained It was very clean Major improvements. Parking, walkway, stores, etc. Nice facility clean and well maintained Overall lovely place to visit Park conditions were excellent Recommend that everyone should visit at least once The services are well displayed and easy to use The whole thing was incredibly well done, traffic well handled. Very good Very beautiful and well kept Very clean Very clean and beautiful Very clean and ground kept up

*total percentages do not equal 100 due to rounding

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

Table 19. Comments about information services (continued)

Information service	Comment
Facility (continued)	<p>Very good Very nice facility Very well taken care of park We didn't use much this trip due to age of participants who haven't been before Well done Wonderful facility Well maintained and nice to visit</p>
Film shown in VC	<p>I enjoyed the film Needs to be updated My teens loved the movie. Wanted larger, more spread out exhibits (very crowded). Speakers need to be replaced Very informative Very dated, seems like it was made in the 70's and never updated. Video needs updated. Has been the same for years Wonderful</p>
Gift shop	<p>Too busy, too small We loved the wide variety of items</p>
Heritage Village	<p>Disappointed it was closed midmorning on a Wednesday Indian Village was closed, children very disappointed Was closed both days we visited Wish I had known about this. I would have done it!</p>
Junior Ranger program	<p>Couldn't find it Explained better when entering park If you cannot provide pencil or pens, this is a sad experience for kids</p>
Lincoln Borglum Visitor Center exhibits	<p>The information was more about creators than the men. We would have liked to know about the faces. Very informative, interesting and useful Wonderful</p>
Park staff	<p>Everyone was very helpful Friendly workers Great for the children loving seeing all the different animals Great staff Knowledgeable Long waits (2) to talk to rangers. Good information when we got there. Nice one-on-one time. Our 5 year old grandson had a question for a guy ranger and he was extremely courteous and nice Personnel very informative Staff was friendly and very helpful Very friendly Very friendly and informative</p>
Parking	<p>Facilities were nice, staff pleasant Get rid of that parking toll</p>

*total percentages do not equal 100 due to rounding

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

Table 19. Comments about information services (continued)

Information service	Comment
Presidential Trail	<p>Beautiful, well kept trail</p> <p>Clean, no litter</p> <p>Don't change brochures, they are great</p> <p>Have rangers at locations to provide information</p> <p>I loved the Presidential Hiking Trail that fit my style hiking - hiking and history together</p> <p>I was expecting to see a ranger or two and saw none</p> <p>It gets you close to the faces to take their picture individually</p> <p>It was great to get different views</p> <p>It would be nice if there were more signs at each point of interest</p> <p>Not handicap friendly</p> <p>Poor view. Very steep.</p> <p>Really enjoyed being able to see sculpture so closely</p> <p>The Presidential profiles were very interesting and helpful</p> <p>Trail was in wonderful condition and felt like part of the landscape</p> <p>Very well kept. Great time.</p> <p>Well done</p>
Restrooms	<p>Could not find entry; filthy smell</p> <p>I liked how they had water/soft drink machine outside by the restrooms</p> <p>Very clean</p>
Sculptor's Studio talk	Ranger did not appear for scheduled talk
Trailside exhibits	<p>I wish there was a preview of the titles of these on the map</p> <p>Identify and provide information on more things (insects, plants, trees)</p> <p>President Jefferson was a very ambitious and political man, and the quote from him stating otherwise is completely inaccurate</p> <p>Quite wonderful and informative</p>
Other	<p>Better access to handicapped parking areas</p> <p>Borglum Visitor Center – handicap accessibility was limited</p> <p>Everything about the history of that place is very interesting</p> <p>Had very small dog and was told we could not enter the park with her. It was close to 100F and we could not leave her in the car.</p> <p>Need change machine</p> <p>People were very friendly and helpful</p> <p>Should be open later in evening</p>

*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 9a

Please indicate all the visitor services and facilities that your personal group used during this visit to Mount Rushmore National Memorial.

Results

- As shown in Figure 44, the most common visitor services and facilities used by visitor groups were:

91% Restrooms
51% Sales items in bookstores
48% Information Center (overall)

- The least used service/facility was:

2% Emergency services/visitor assistance

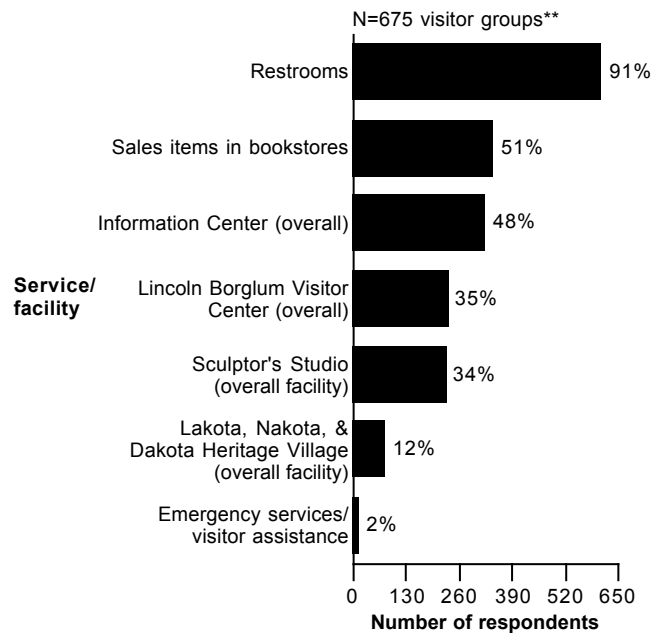


Figure 44. Visitor services and facilities used

*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 9b

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

- 1=Not at all important
- 2=Slightly important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

Results

- Figure 45 shows the combined proportions of “extremely important” and “very important” ratings of visitor services and facilities that were rated by 30 or more visitor groups.

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

- 93% Restrooms
- 84% Lincoln Borglum Visitor Center (overall)
- 81% Information Center (overall)

- Table 20 shows the importance ratings of each service and facility.

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

- 4% Lakota, Nakota, Dakota Heritage Village (overall facility)

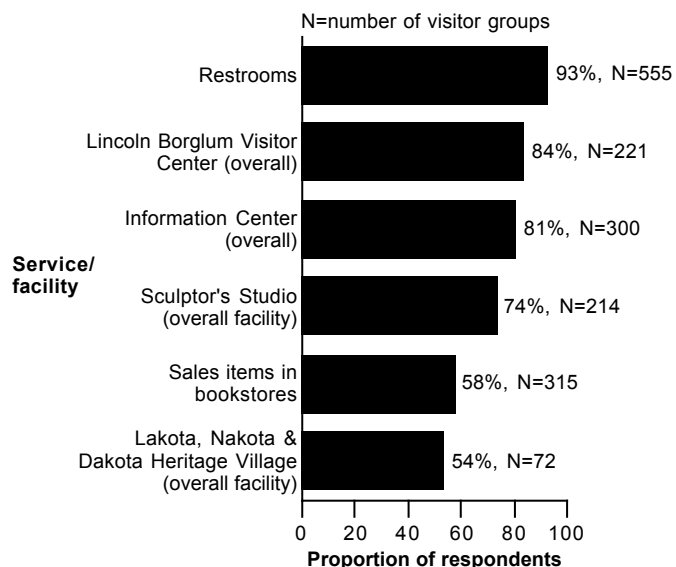


Figure 45. Combined proportions of “extremely important” and “very important” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

Table 20. Importance ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%) [*]				
		Not at all important	Slightly important	Moderately important	Very important	Extremely important
Emergency services/ visitor assistance CAUTION!	13	0	0	8	23	69
Information Center (overall)	300	<1	2	16	38	43
Lakota, Nakota, Dakota Heritage Village (overall facility)	72	4	3	39	33	21
Lincoln Borglum Visitor Center (overall)	221	<1	1	14	42	42
Restrooms	555	<1	<1	7	26	67
Sales items in bookstores	315	2	10	30	34	24
Sculptor's Studio (overall facility)	214	<1	4	22	41	33

^{*}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 9c

For only those services and facilities that 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 46 shows the combined proportions of “very good” and “good” ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- The services and facilities receiving the highest combined proportions of “very good” and “good” ratings were:
 - 94% Lincoln Borglum Visitor Center (overall)
 - 92% Sculptor’s Studio (overall facility)
 - 92% Information Center (overall)
- Table 21 shows the quality ratings of each service and facility.
- The service/facility receiving the highest “very poor” rating that was rated by 30 or more visitor groups was:
 - 1% Information Center (overall)

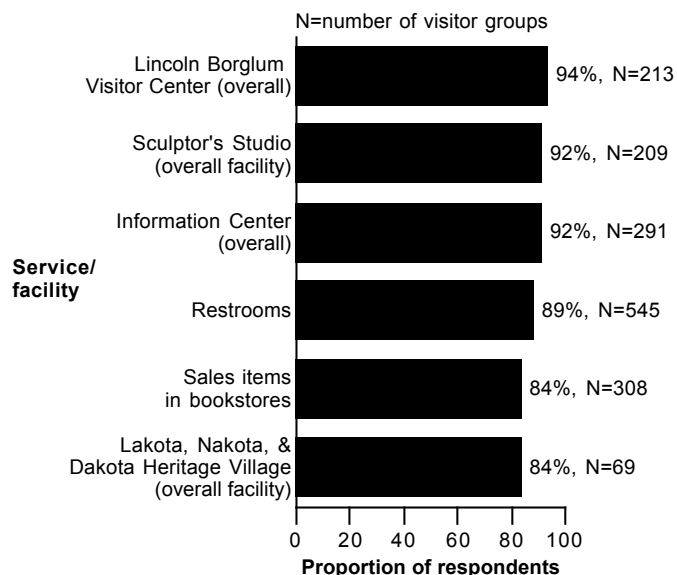


Figure 46. Combined proportions of “very good” and “good” ratings of visitor services and facilities

*total percentages do not equal 100 due to rounding

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

Table 21. Quality ratings of visitor services and facilities
(N=number of visitor groups)

Service/facility	N	Rating (%)*				
		Very poor	Poor	Average	Good	Very good
Emergency services/ visitor assistance CAUTION!	14	7	0	0	36	57
Information Center (overall)	291	1	1	7	33	59
Lakota, Nakota, Dakota Heritage Village (overall facility)	69	0	0	16	51	33
Lincoln Borglum Visitor Center (overall)	213	0	<1	6	37	57
Restrooms	545	<1	1	10	32	57
Sales items in bookstores	308	<1	1	14	38	46
Sculptor's Studio (overall facility)	209	<1	<1	8	41	51

*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 of visitor services and facilities

- Figure 47 and Figure 48 show the mean scores of importance and quality ratings of visitor services and facilities that were rated by 30 or more visitor groups.
- All visitor services and facilities were rated above average in importance and quality.

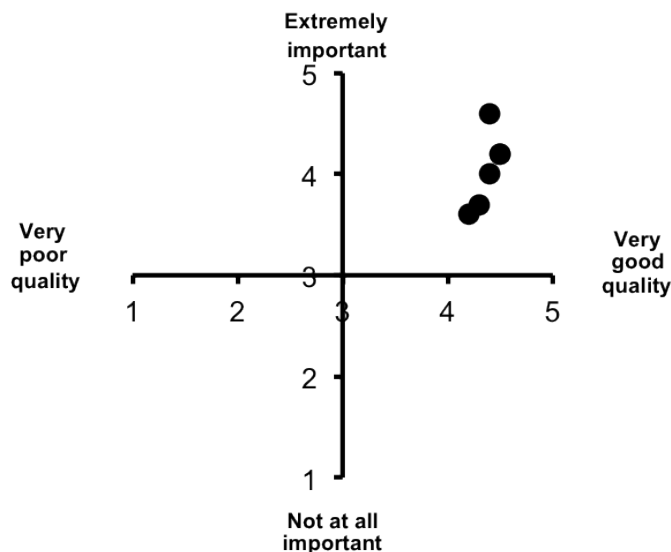


Figure 47. Mean scores of importance and quality ratings of visitor services and facilities

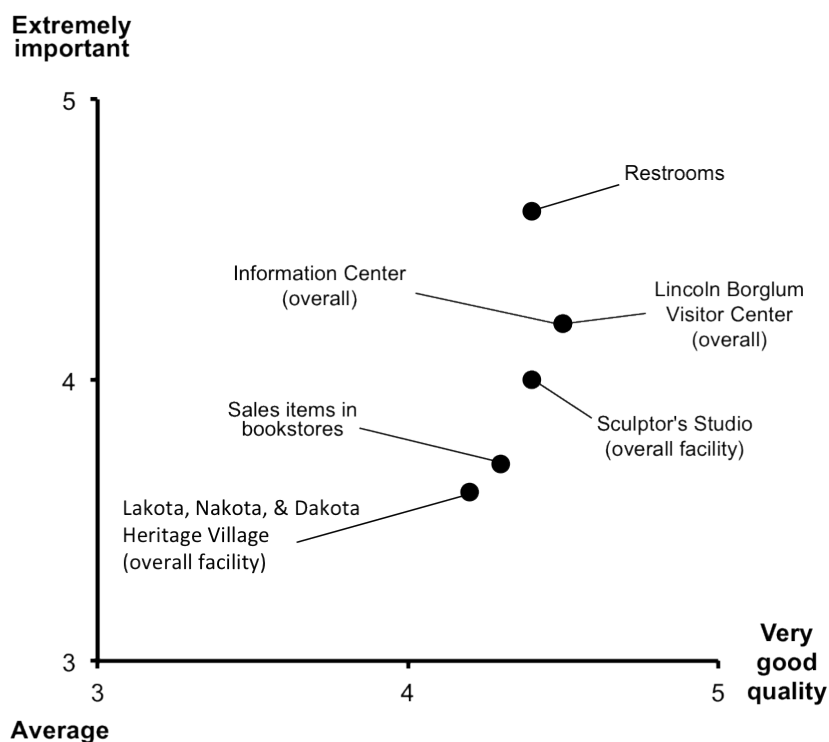


Figure 48. Detail of Figure 47

*total percentages do not equal 100 due to rounding

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

Question 9d

Do you have any comments about the above visitor services and facilities?

Results

- Table 22 lists visitor groups' comments about visitor services and facilities.

Table 22. Comments about visitor services and facilities
(N=89 comments; some visitor groups made more than one comment)

Visitor service and facility	Comment
All	<p>All excellent</p> <p>All extremely well done. The people in charge were very good.</p> <p>All non-Federal buildings with "No Firearms" – pain in the ass for concealed carriers</p> <p>All was great</p> <p>Always very good</p> <p>Clean</p> <p>Clean staff, rangers, all friendly and helpful</p> <p>Enjoyed immensely</p> <p>Everything was fine</p> <p>Good</p> <p>Keep up the good work</p> <p>Loved the Lincoln Borglum Visitor Center</p> <p>Nice and clean and organized everywhere we went</p> <p>Nice assortment of items in store, but long wait to pay</p> <p>Pocketknife with name. Will mail to me. Love that service.</p> <p>Sales items good quality – prices too high</p> <p>The complex looks like a site typical of Washington, D.C.</p> <p>There is no recognition of the true spiritual significance of the place.</p> <p>This would be important and helpful to people and the place itself.</p> <p>Too crowded. Difficult to walk in without bumping items/people.</p> <p>Too expensive</p> <p>Very clean</p> <p>Very clean</p> <p>Very well kept</p> <p>We used none of the above services. We came to see the sculptures of the Presidents only.</p> <p>Wonderful facility</p>
Bookstore	<p>Less crowded than gift shop</p> <p>Need DVD on construction and man who built it – not one with lots of other things on it</p> <p>Prices seemed pricey and the quality wasn't very good, i.e. shirts</p> <p>More products from USA</p>
Bookstore/Information Center	Staff was very helpful and friendly
Bookstore/Gift Shop	Too crowded
Borglum Visitor Center	Very informative, interesting and useful
Facility	Very overcrowded

*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. Comments about visitor services and facilities (continued)

Visitor service and facility	Comment
Gift Shop	Books. Great assortment. Met an original carver of Rushmore Sales clerk was very helpful Some items very pricey Too small to handle crowd. Not enough sales people or cash registers. Wider variety of locally made products/souvenirs
Heritage Village	Didn't know was available Was closed – sorry we missed it
Information Center	Everyone was so helpful Not enough staff We would have liked to know more about the faces and men Older woman was rude
Information Center/Lincoln Borglum Visitor Center	Rangers at the center nearest Presidents were very nice Would have been more fun if I had my grandchildren with me
Men's Restroom	Lights were out
Movie	The one young person at the desk seemed annoyed at being there
Parking	Cost \$22 for 2 motorcycles but a van with 8 people parked for \$11
Restrooms	Clean Clean Cleanest and most accommodating I've seen at a park The first restroom was closed There are 6 sinks but only 3 dryers, 4 or 5 would be better Handicapped stall very small. Hard to move my child's wheelchair in and out. Keep clean Ladies to left of theater was closed Large and very clean Limited facilities Restrooms at entrance were both closed when we arrived after a two-hour drive – could women clean women's and men clean men's and keep them open? They were closed They were horrible They were serviced at the same time - ½ hour wait Toilets' sensors are inaccurate Very clean Very clean Very clean Very clean and accessible Very clean and kept well Very clean, well taken care of Very dark Water everywhere in bathroom by visitor center Women's restroom could have more stalls

*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. Comments about visitor services and facilities (continued)

Visitor service and facility	Comment
Sales area	Friendly staff always
Sculptor's Studio	<p>A lot of very nice information</p> <p>At first look of the title I thought it was a modern studio, not historic</p> <p>Flow of traffic (people) was a problem</p> <p>Make bottled water available, it was hot and I would have been willing to pay for it</p> <p>Ranger didn't show</p> <p>The artist's vision versus what was done was fascinating</p> <p>The benches in the studio were nice</p> <p>This was very interesting to see the original model and compare it to the actual sculptures</p> <p>We wanted to go inside but it was closed the hours it said it was open. It said it was opened at 8 am but it was closed.</p> <p>We were expecting the Sculptor's studio to look like 1939 with his tools or plans</p>
Visitor center, studio restrooms	Very well maintained
Women's Restroom	Two of the women's restrooms were closed

*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 parking facility and gift shop

Question 10a

On this visit, did your personal group use the parking facility or gift shop?

Results

- 98% of visitor groups used the parking facility or gift shop (see Figure 49).

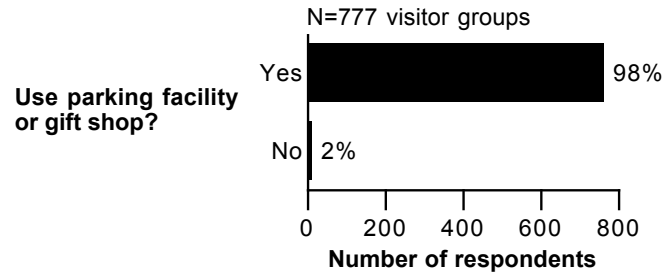


Figure 49. Visitor groups that used the parking facility or gift shop

Question 10b

Please indicate if your personal group used the parking facility during this visit.

Results

- 98% of visitor groups used the parking facility (see Figure 50).

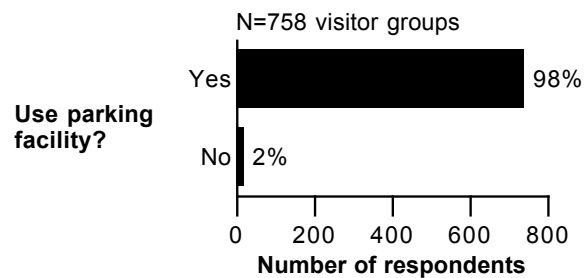


Figure 50. Visitor groups that used the parking facility

*total percentages do not equal 100 due to rounding

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

Satisfaction ratings of aspects of the parking facility

Question 10b

If YES, please rate the following aspects of your personal group's parking experience: appearance of facility, ease of use, interactions with staff, length of wait and price.

- 1=Very dissatisfied
- 2=Dissatisfied
- 3=Neither dissatisfied nor satisfied
- 4=Satisfied
- 5=Very satisfied

Results

- Figure 51 shows the combined proportions of “very satisfied” and “satisfied” ratings of aspects of the parking facility that were rated by 30 or more visitor groups. The highest satisfaction ratings were for:

- 94% Appearance of facility
- 90% Length of wait
- 90% Ease of use

- Table 23 shows satisfaction levels with selected aspects of the parking facility.
- The aspect of the parking facility that received the highest “very dissatisfied” rating that was rated by 30 or more visitor groups was:

- 6% Price

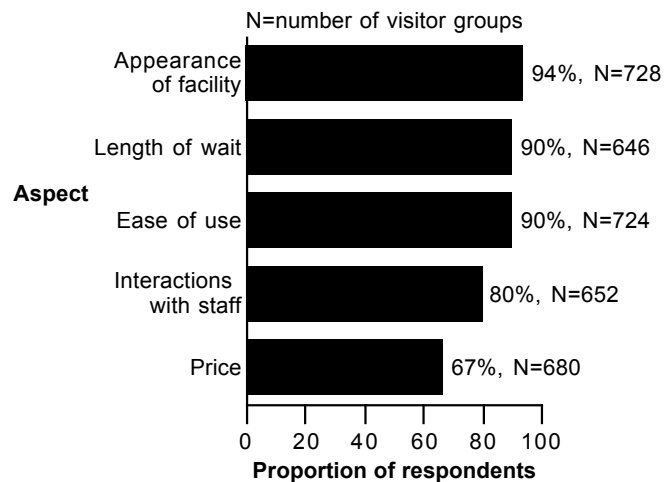


Figure 51. Combined proportions of “very satisfied” and “satisfied” ratings of aspects of the parking facility

Table 23. Visitor satisfaction ratings of aspects of the parking facility (N=number of visitors groups)

Aspect of parking facility	N	Satisfaction level (%)*				
		Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
Appearance of facility	728	2	<1	3	43	51
Ease of use	724	2	3	5	42	48
Interactions with staff	652	2	<1	17	36	44
Length of wait	646	2	1	7	35	55
Price	680	6	9	19	37	30

*total percentages do not equal 100 due to rounding

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

Parking length of wait

Question 10b

If your visitor group used the parking facility, what was the length of wait?

Results

- 55% of visitor groups had no wait to use the parking facility (see Figure 52).
- 36% waited up to five minutes.

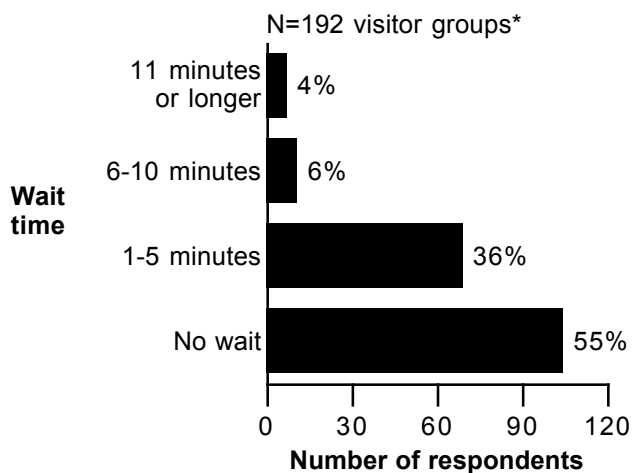


Figure 52. Length of wait to use parking facility

Question 10c

Please make any comments about the parking facility including appearance of facility, ease of use, interactions with staff, length of wait, and price.

Results

- Table 24 shows visitor comments about the parking facility.

*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. Comments about aspects of parking facility
(N=51 comments; some visitor groups made more than one comment)

Aspect of parking facility	Comment
Appearance of facility	Rather shocked to see parking garage at national park
Ease of use	<p>A little difficult for disabled (elevator was appreciated)</p> <p>Attendant helpful with suggestion; getting elderly close to entrance</p> <p>Better direction signage, confusing for first time</p> <p>Difficult to come in and go out</p> <p>Easy</p> <p>I was surprised to be able to get as close as I did</p> <p>Need better directions for exiting</p> <p>Need handicap parking; walked .5 miles</p> <p>Not easily handicap accessible</p> <p>Please increase/open up car parking</p> <p>Shocked at how quickly everyone got out after evening lighting ceremony</p> <p>Spaces narrow</p> <p>Spots tight for SUV, expensive/no rebate for national park card</p> <p>Unable to see the curb between lanes, we hit it with the car</p> <p>Very cheap. So proud that it is affordable for all to view.</p> <p>Very confusing, ramp is a tight fit, need better signs, slow gate staff or chatty users</p> <p>Very easy to use</p> <p>Very hard to leave after evening ceremony – very chaotic</p> <p>Was able to always park</p> <p>We were told there were handicap spaces on each level, but found none available</p> <p>When exiting the parking facility, it was difficult to find the ramp going to Mount Rushmore</p>
Interactions with staff	Very helpful and polite
Price	<p>\$11 for 2 hours is overpriced</p> <p>\$11 is an inconvenient amount, less than \$10 would be better</p> <p>A little expensive</p> <p>As a disabled veteran I was disappointed my access pass was not honored</p> <p>Built with federal funds then privately run – NO</p> <p>Cost should have been covered by the annual park pass I purchased.</p> <p>I hate the spin of "free" admission but fee to park.</p> <p>Did not want to pay for parking</p> <p>Don't feel we should have to pay for parking</p> <p>Entrance not part of annual pass program for national parks</p> <p>Feel senior pass should apply</p> <p>It is a shame you charge to park so it looks free to get into memorial</p> <p>It is ridiculous to charge everyone for a yearly. Also we had to pay cash because the credit card machine was not working. Very annoying. And what would we have done if we didn't have cash?</p> <p>My father was on the fence about the price for parking. Felt it should be included with the disabled veterans pass.</p>

*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. Comments about aspects of parking facility (continued)

Aspect of parking facility	Comment
Price (continued)	<p>No charge to visit monument so must charge for parking to pay upkeep?</p> <p>People who paid the \$80 for a yearly pass should at least get a discount</p> <p>Prices are too high, should be more affordable since it is a national monument not a private business</p> <p>Should be no cost</p> <p>Should have a military discount or accept national park pass</p> <p>Should have military discount</p> <p>There was no veteran discount</p> <p>Thought you weren't supposed to charge for this memorial</p> <p>Too expensive at \$11. Could only use once because of rental car.</p> <p>Too expensive. Only park that charges.</p> <p>Too much money charged to see it</p> <p>Very convenient and easy to find</p> <p>We have a Senior Lifetime National park pass, plus my husband is a disabled veteran. We should never be required to pay for parking at ANY of our national parks.</p> <p>We have the annual family park pass and were very disappointed to have to pay an entry fee when other parks are free</p> <p>Would be nice to be cheaper-all monuments and parks too expensive</p>

*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 the gift shop

Question 10b

Please indicate if your personal group used the gift shop during this visit.

Results

- 89% of visitor groups used the gift shop (see Figure 53).

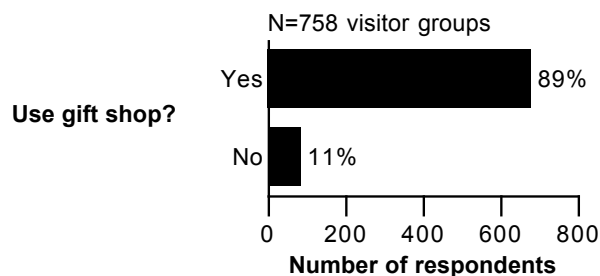


Figure 53. Visitor groups that used the gift shop

Satisfaction ratings of aspects of the gift shop

Question 10b

If YES, please rate the following aspects of your personal group's gift shop experience: appearance of facility, choice of sales items, interactions with staff, length of wait, price of sales items, and quality of sales items.

- 1=Very dissatisfied
- 2=Dissatisfied
- 3=Neither dissatisfied nor satisfied
- 4=Satisfied
- 5=Very satisfied

Results

- Figure 54 shows the combined proportions of "very satisfied" and "satisfied" ratings of aspects of the gift shop that were rated by 30 or more visitor groups. The highest satisfaction ratings were for:

- 93% Appearance of facility
- 84% Interactions with staff
- 84% Choice of sales items

- The aspects of the gift shop that received the highest "very dissatisfied" rating that was rated by 30 or more visitor groups were:

- 2% Choice of sales items
- 2% Price of sales items

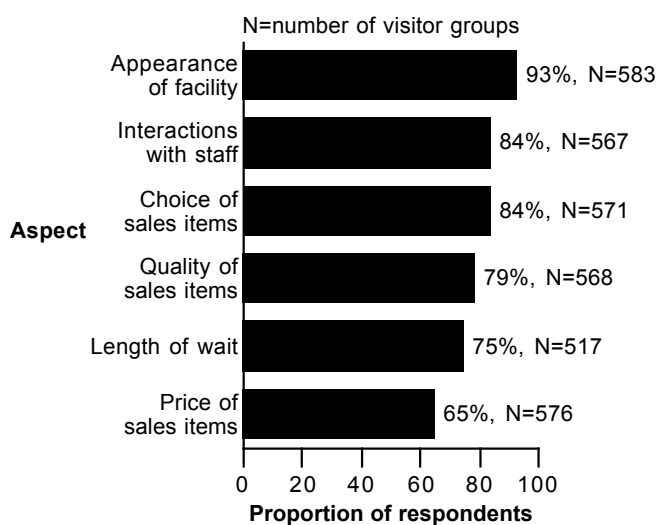


Figure 54. Combined proportions of "very satisfied" and "satisfied" ratings of aspects of the gift shop

*total percentages do not equal 100 due to rounding

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

Results

- Table 25 shows satisfaction levels with selected aspects of the gift shop.

Table 25. Visitor satisfaction ratings of aspects of the gift shop
(N=number of visitors groups)

Aspect of gift shop	N	Satisfaction level (%)*				
		Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
Appearance of facility	583	1	<1	5	45	48
Choice of sales items	571	2	2	13	42	42
Interactions with staff	567	1	1	14	37	47
Length of wait	517	1	5	19	39	36
Price of sales items	576	2	6	27	43	22
Quality of sales items	568	1	2	18	49	30

Gift shop length of wait

Question 10b

If your visitor group used the gift shop, what was the length of wait?

Results

- 42% of visitor groups waited up to five minutes in the gift shop (see Figure 55).
- 35% had no wait in the gift shop.

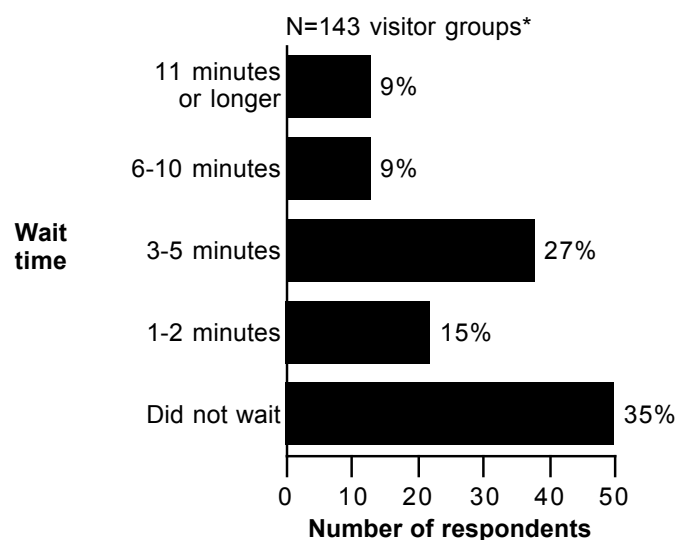


Figure 55. Length of wait in gift shop

*total percentages do not equal 100 due to rounding

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

Comments about aspects of gift shop

Question 10c

Please make any comments about the gift shop including appearance of facility, choice of sales items, interactions with staff, length of wait, price of sales items, and quality of sales items.

Results

- Table 26 shows visitor comments about the gift shop.

Table 26. Comments about aspects of gift shop
(N=73 comments; some visitor groups made more than one comment)

Aspect of gift shop	Comment
Appearance of facility	<p>Almost too much merchandise, felt cramped. Credit card machines were down.</p> <p>Crowded – could place items differently to help movement</p> <p>Difficult to access due to crowding</p> <p>Gift shop was small</p> <p>Not over packed so it wasn't crowded</p> <p>Seemed very crowded with merchandise</p> <p>The merchandise was packed into a limited area, with crowds it made it hard to move</p> <p>Too busy and crowded so we did not purchase anything</p> <p>Too crowded</p> <p>Too crowded so I didn't go in. Narrow aisles.</p> <p>Too crowded to shop</p> <p>Too much in gift shop</p> <p>Very congested. Found it difficult to find what I was looking for.</p> <p>Very crowded. Hard to move around aisles.</p> <p>Very full</p> <p>Very, very hard to navigate due to number of people wanting items</p> <p>We couldn't even get in the door – poor "traffic" flow of people, so we left</p> <p>Wonderful, well-organized, appealing and wide selection</p>
Choice of sales items	<p>Align better with surrounding national park souvenirs so they are consistent (pins, stickers, etc.)</p> <p>Bought a keepsake box from Robert Sissel</p> <p>Did not have any available</p> <p>Found what I needed. No problem at all.</p> <p>Good selection</p> <p>Good selection. Did not purchase.</p> <p>Good variety of items in store.</p> <p>Grandson (6 year old) named 2 of the Presidents and received a picture which made him very happy</p> <p>Graphics deteriorated immediately in dishwasher</p> <p>Hard to find item for 7 year old boy</p> <p>I wanted to purchase a fleece throw</p> <p>Looking for socks and small clothing items</p>

*total percentages do not equal 100 due to rounding

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

Table 26. Comments about aspects of gift shop (continued)

Aspect of gift shop	Comment
Choice of sales items (continued)	<p>Many items for sale at a low price</p> <p>More assortments in larger sizes</p> <p>More T-shirts. Larger sizes. Feminine looking.</p> <p>More USA made items</p> <p>Needed 2XL in t-shirt and they were out of one we wanted</p> <p>No size or color wanted for sweatshirt (XXL)</p> <p>Should have more made in U.S.A. items</p> <p>The hats/shirts were too trendy I'm not a teen – I don't dress like one</p> <p>Unable to find Black Hills by Simmons</p> <p>Very nice. Had iron on-patches which is our favorite souvenir.</p> <p>Was one of the best we saw on the entire trip</p> <p>We found a great Christmas ornament</p> <p>Wide selection for all ages</p>
Interactions with staff	<p>Friendly</p> <p>Friendly</p> <p>My daughter's snow globe broke in the store, the sales associate did not want to replace but the manager said we could</p> <p>Staff member was very friendly and efficient</p> <p>Very helpful and polite</p> <p>Very helpful</p> <p>Very unhelpful</p>
Length of wait	<p>\$400 purchase. Took half hour for young man to find items.</p> <p>Asked for help and got it right away</p> <p>Fast</p> <p>Length of wait, moved slow – checkout</p> <p>Long lines at checkout</p> <p>Only one clerk on duty</p> <p>Staff member seemed untrained. Very slow.</p>
Gift shop prices	<p>A little expensive, but overall a great gift shop</p> <p>Good price of items in store.</p> <p>Good range of prices reasonable. I bought a Mount Rushmore puzzle.</p> <p>High, did not purchase anything</p> <p>Price of items was outrageous. Much higher than past years.</p> <p>Too pricey</p>
Quality of sales items	<p>Couldn't find what I wanted and what I got was overpriced junk</p> <p>It's sad to see so many "made in China" items for our national parks and memorials</p> <p>Less stuff made in China please</p> <p>My calendar fell apart</p> <p>Quality of items in store. Educational and fun for all ages.</p> <p>Sad you sell things from China</p> <p>Shame on U.S. national parks selling items "Made in China" or other countries</p> <p>Too much made in China</p>

*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 Carvers Café or the ice cream/fudge shop

Question 12a

On this visit, did your personal group use Carvers Café or the ice cream/fudge shop?

Results

- 45% of visitor groups used Carvers Café or the ice cream/fudge shop (see Figure 56).

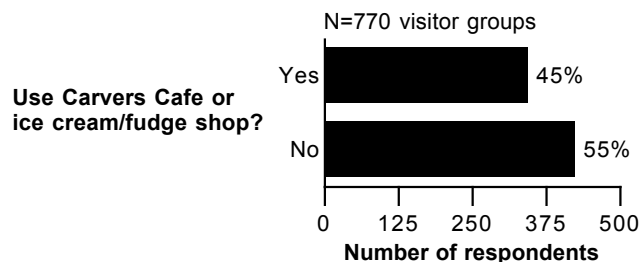


Figure 56. Visitor groups that used Carvers Café or the ice cream/fudge shop

Use of indoor food service

Question 12b

If YES, please indicate whether your personal group used the indoor food service.

Results

- 70% of visitor groups used indoor food service (see Figure 57).
- Table 27 shows visitor groups' satisfaction level with selected aspects of indoor food service.

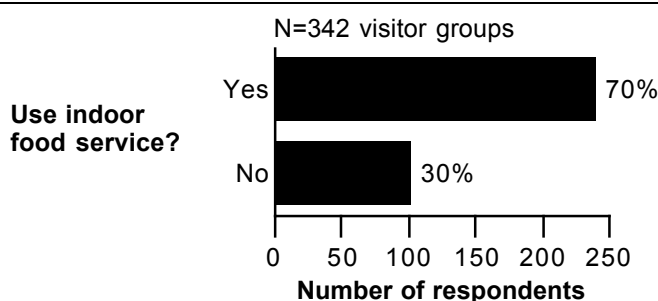


Figure 57. Visitor groups that used indoor food service

Question 12b

If YES, please rate the following aspects of your personal group's indoor food service dining experience.

- 1=Very dissatisfied
- 2=Dissatisfied
- 3=Neither dissatisfied nor satisfied
- 4=Satisfied
- 5=Very satisfied

Results

- Figure 58 shows the combined proportions of "very satisfied" and "satisfied" ratings of aspects of the gift shop that were rated by 30 or more visitor groups. The highest satisfaction ratings were for:

- 94% Appearance of facility
- 84% Interactions with staff
- 82% Preparation of menu items
- 82% Choice of menu items

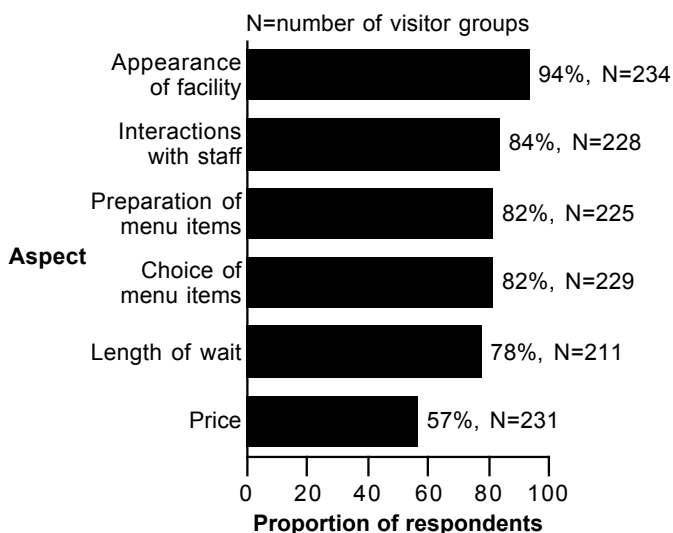


Figure 58. Combined proportions of "very satisfied" and "satisfied" ratings of aspects of indoor food service

*total percentages do not equal 100 due to rounding

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

Table 27. Visitor satisfaction ratings of aspects of indoor food service
(N=number of visitors groups)

Aspect of indoor food service	N	Satisfaction level (%)*				
		Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
Appearance of facility	234	<1	<1	5	53	41
Choice of menu items	229	<1	6	12	54	28
Interactions with staff	228	1	2	13	43	41
Length of wait	211	1	8	13	46	32
Preparation of menu items	225	<1	4	14	52	30
Price	231	4	16	23	38	19

Indoor food service length of wait

Question 12b

If your visitor group used the indoor food service, what was the length of wait?

Results

- 45% of visitor groups waited up to five minutes for indoor food service (see Figure 59).
- 34% waited six minutes or longer.

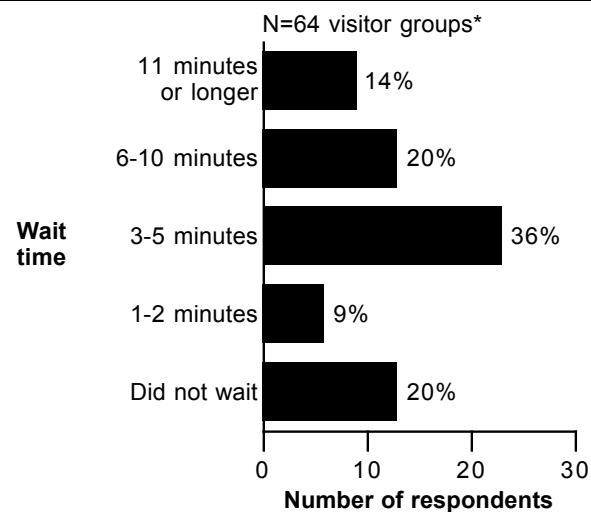


Figure 59. Length of wait for indoor food service

*total percentages do not equal 100 due to rounding

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

Comments about aspects of indoor food service

Questions 12c

Please make any comments about the indoor food service including:
appearance of facility, choice of menu items, interactions with staff, length of wait, preparation of menu items, and price.

Results

- Table 28 shows visitor comments about aspects of the indoor food service.

Table 28. Comments about aspects of indoor food service
(N=69 comments; some visitor groups made more than one comment)

Aspect of indoor food service – ice cream shop	Comment
Choice of menu items	<p>Did not have advertised items Didn't have the famous ice cream. Should have enough. I feel management was deliberately deceptive to increase profits. The workers offered lame excuses and it was quite obvious they had been ordered not to put up a sign to inform guest when the T.J. ice cream was sold out. This made me extremely angry and made every other guest at least a bit put off. We refused to buy any ice cream, even though we wanted some. It was nice that they offered no sugar added ice cream Keep more Thomas Jefferson ice cream in stock. Was out of stock! One size only. Not family friendly for families with young children. Ran out of Jefferson's ice cream Running out of Thomas Jefferson ice cream by noon – very disappointing We were very disappointed that the Thomas Jefferson ice cream was sold out before noon. We would expect a large supply would be available on a high demand item.</p>
Interactions with staff	<p>Employee could not understand or speak English very well Every server was so nice and helpful Nice workers</p>
Length of wait	Too long wait time
Preparation of menu items	<p>Great food Please incorporate sugar-free options Servings are too big Thomas Jefferson's ice cream was delicious Very delicious</p>
Price	<p>\$20 for 3 cones? Too high. High price. Not family friendly for families with young children. \$4.25 per cone is too much. Ice cream prices were a little steep Ice cream prices were high Soft serve ice cream prices were high Very expensive</p>

*total percentages do not equal 100 due to rounding

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

Table 28. Comments about aspects of indoor food service (continued)

Aspect of indoor food service – Carver Cafe	Comment
Appearance of facility	<p>Always someone cleaning</p> <p>Café clean</p> <p>Inside dining area was dirty/tables messy</p> <p>Perhaps also have a sign visible saying to leave trays at tables, that staff will pick up</p> <p>Tables/chairs outside were dirty. Had to clean to use them.</p> <p>Very clean</p>
Choice of menu items	<p>Excellent range of choices</p> <p>Expand the breakfast menu to include fresh, seasonal fruit like berries and melons. Also, offer pancakes or waffles.</p> <p>Healthy choices should dominate the menu</p> <p>Need kids' items and more choice for everyone</p> <p>Very little to choose from</p> <p>Would have liked to see a few more grab and go breakfast items. (Like a breakfast burrito or egg sandwich) We did not purchase any items because it was 95% sit down dining and we were trying to get back to the road.</p>
Interactions with staff	<p>Friendly – cafe had breakfast there when we arrived</p> <p>New foreign servers</p> <p>Order taker was not very nice, and seemed "put out" having to take our order</p>
Length of wait	<p>Length of wait, more counter help, and person helping customers</p> <p>Line was really long</p> <p>Long line. People don't realize the 1st line is for hamburger and fries. If they don't want this, they don't realize they need to go to a different area for an entree.</p> <p>Service is just a little bit too slow</p> <p>Wasn't worth the wait</p> <p>Way too crowded</p>
Preparation of menu items	<p>Delicious food</p> <p>Excellent food</p> <p>Food was good</p> <p>Great food</p> <p>Hamburger and fries. Not great quality. Passable. Other guests commented to us as well.</p> <p>Loved the bison burgers</p> <p>My husband loved the pot roast</p> <p>Servings are too big</p> <p>Trout over breaded, mixed vegetables over cooked. Had local wines mentioned in the table advertisement, but it was not available at the checkout line. Was at the Yellowstone Mammoth Hot Springs restaurant a few days earlier. The food was outstanding.</p> <p>We visit every year and look forward to eating in the cafe. One of our favorite things to do. Thank you!</p>

*total percentages do not equal 100 due to rounding

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

Table 28. Comments about aspects of indoor food service (continued)

Aspect of indoor food service – Carver Cafe	Comment
Price of menu items	\$2.50 for a tiny slush was too high Again, kind of expensive Little pricey Prices were a bit high for drinks Prices too high for items Price of food is so expensive Prices are ridiculous Prices are a little high Prices are high everywhere Prices are high for the quality Prices in the menu are a little bit too high, even the water and drinks in a bottle are expensive Too expensive Very expensive. \$9 for hamburger and fries. Wasn't worth the price we paid

*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 outdoor food service

Question 12b

If YES, please indicate whether your personal group used the outdoor food service.

Results

- 42% of visitor groups used the outdoor food service during this visit (see Figure 60).

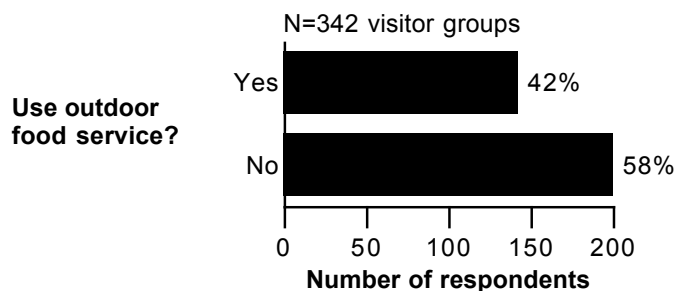


Figure 60. Visitor groups that used outdoor food service

Question 12b

If YES, please rate the following aspects of your personal group's dining experience.

- 1=Very dissatisfied
- 2=Dissatisfied
- 3=Neither dissatisfied nor satisfied
- 4=Satisfied
- 5=Very satisfied

Results

- Figure 61 shows the combined proportions of "very satisfied" and "satisfied" ratings of aspects of the outdoor food service that were rated by 30 or more visitor groups. The highest satisfaction ratings were for:

- 88% Appearance of facility
- 83% Interactions with staff
- 82% Length of wait

- Table 29 shows visitor groups' satisfaction level with selected aspects of the outdoor food service.

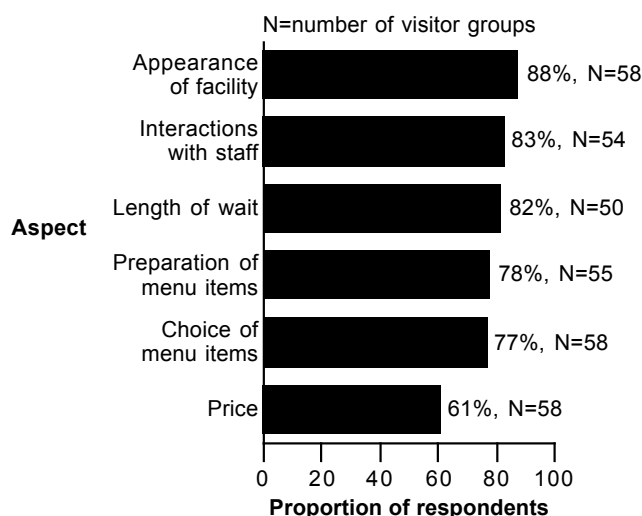


Figure 61. Combined proportions of "very satisfied" and "satisfied" ratings of aspects of outdoor food service

*total percentages do not equal 100 due to rounding

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

Table 29. Visitor satisfaction ratings of aspects of the outdoor food service
(N=number of visitors groups)

Aspect of outdoor food service	N	Satisfaction level (%)*				
		Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
Appearance of facility	58	0	0	12	57	31
Choice of menu items	58	2	2	19	55	22
Interactions with staff	54	0	0	17	46	37
Length of wait	50	0	4	14	42	40
Preparation of menu items	55	2	4	16	49	29
Price	58	5	10	24	33	28

Outdoor food service length of wait

Question 12b

If your visitor group used the outdoor food service, what was your length of wait?

Results – interpret with **CAUTION!**

- Too few visitor groups responded to have reliable results (see Figure 62).

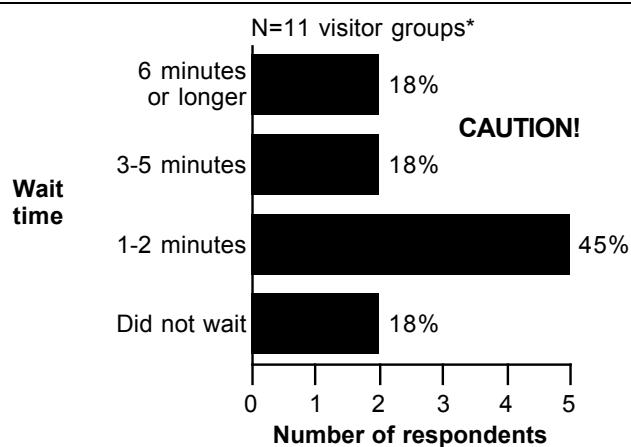


Figure 62. Length of wait for outdoor food service

*total percentages do not equal 100 due to rounding

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

Comments about aspects of outdoor food service

Questions 12c

Please make any comments about the outdoor food service including:
appearance of facility, choice of menu items, interactions with staff, length of wait, preparation of menu items and price.

Results

- Table 30 shows visitor comments about aspects of the outdoor food service.

Table 30. Comments about aspects of outdoor food service
(N=11 comments; some visitor groups made more than one comment) – **CAUTION!**

Aspect of outdoor food service	Comment
Interactions with staff	Nice workers
Length of wait	The line was really long
Preparation of menu items	Quality of burgers was awful Great food
Price of menu items	High price for average hamburger Little pricey Price of food is so expensive Prices are a little high Prices are ridiculous We only got water but too expensive for bottled water Water cost more than pop

*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 facilities

Question 14a

Please indicate all the facilities that your personal group used during this visit to Mount Rushmore National Memorial.

Results

- As shown in Figure 63, the most used facilities included:

87% Main restrooms
87% Avenue of Flags
53% Information Center

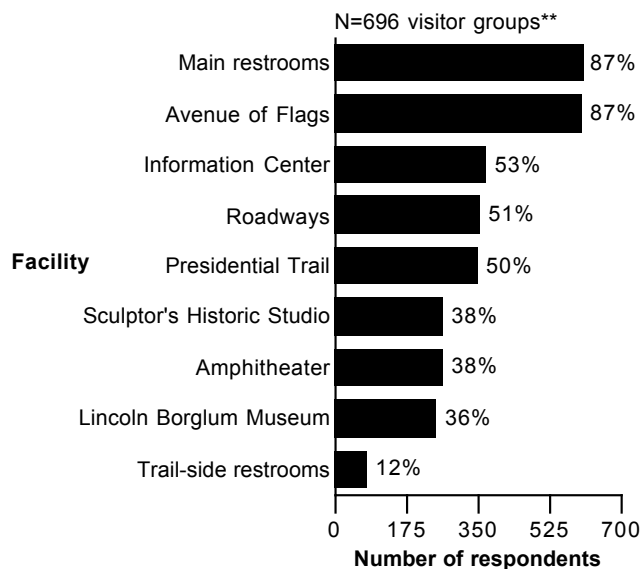


Figure 63. Facilities used

Satisfaction ratings for cleanliness of facilities

Question 14b

Please rate your satisfaction level (from 1 to 5) with the cleanliness of the facilities that your personal group used.

- 1=Very dissatisfied
- 2=Dissatisfied
- 3=Neither dissatisfied nor satisfied
- 4=Satisfied
- 5=Very satisfied

Results

- Figure 64 shows the combined proportions of “very satisfied” and “satisfied” ratings for the cleanliness of facilities that were rated by 30 or more visitor groups. The highest satisfaction ratings were for:

98% Amphitheater
97% Lincoln Borglum Museum
97% Avenue of Flags

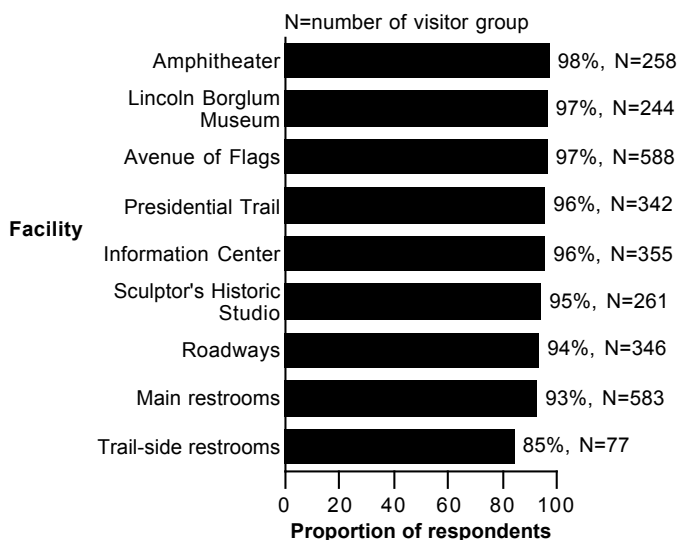


Figure 64. Combined proportions of “very satisfied” and “satisfied” ratings of cleanliness of facilities

- The facility that received the highest “very dissatisfied” rating was:

4% Trail-side restrooms

*total percentages do not equal 100 due to rounding

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

Results

- Table 31 shows the satisfaction level with the cleanliness of the facilities.

Table 31. Visitor satisfaction ratings of the cleanliness of facilities
(N=number of visitors groups)

Cleanliness of facility	N	Satisfaction level (%)*				
		Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
Amphitheater	258	1	0	2	28	70
Avenue of Flags	588	1	<1	1	26	71
Information Center	355	1	0	3	30	66
Lincoln Borglum Museum	244	1	0	2	28	69
Main restrooms	583	1	1	5	39	54
Trail-side restrooms	77	4	1	10	38	47
Presidential Trail	342	<1	0	3	29	67
Roadways	346	1	0	5	32	62
Sculptor's Historic Studio	261	<1	0	5	27	68

*total percentages do not equal 100 due to rounding

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

Satisfaction ratings of state of repair and maintenance of facilities

Question 14c

Please rate your satisfaction level (from 1 to 5) with the state of repair and maintenance of the facilities that your personal group used.

- 1=Very dissatisfied
- 2=Dissatisfied
- 3=Neither dissatisfied nor satisfied
- 4=Satisfied
- 5=Very satisfied

Results

- Figure 65 shows the combined proportions of “very satisfied” and “satisfied” ratings of the state of repair and maintenance of facilities that were rated by 30 or more visitor groups. The highest satisfaction ratings were for:

98% Lincoln Borglum Museum
97% Sculptor’s Historic Studio
97% Information Center
97% Amphitheater

- The facilities that received the highest “very dissatisfied” rating were:

1% Avenue of Flags
1% Main restrooms
1% Trail-side restrooms
1% Roadways

- Table 32 shows visitor groups’ satisfaction with the state of repair and maintenance of facilities.

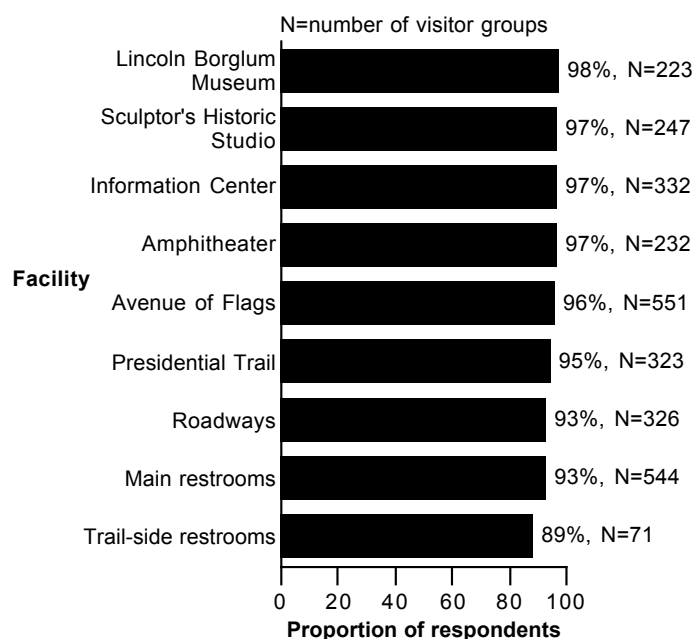


Figure 65. Combined proportions of “very satisfied” and “satisfied” ratings of state of repair and maintenance of facilities

*total percentages do not equal 100 due to rounding

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

Table 32. Visitor satisfaction with the state of repair and maintenance of facilities
(N=number of visitors groups)

State of repair and maintenance	N	Satisfaction level (%)*				
		Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very satisfied
Amphitheater	232	0	<1	3	23	74
Avenue of Flags	551	1	1	3	21	75
Information Center	332	<1	0	3	28	69
Lincoln Borglum Museum	223	<1	<1	1	24	74
Main restrooms	544	1	1	6	33	60
Trail-side restrooms	71	1	1	8	37	52
Presidential Trail	323	0	<1	4	27	68
Roadways	326	1	1	6	30	63
Sculptor's Historic Studio	247	0	0	3	27	70

*total percentages do not equal 100 due to rounding

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

Comments about facility cleanliness or state of repair and maintenance

Questions 14d

Please make any comments about the cleanliness or state of repair and maintenance of the above facilities.

Results

- Table 33 shows visitor comments about memorial facilities' cleanliness or state of repair and maintenance.

Table 33. Comments about cleanliness or state of repair and maintenance of facilities (N=88 comments; some visitor groups made more than one comment)

Facility cleanliness or state of repair and maintenance	Comment
All facilities beautiful	All facilities were beautiful and well maintained
All facilities clean	Very clean All I have marked was clean All of it was very clean Clean Everything was clean and in great working order Everything was clean and neat Everything was clean and well taken care of Everywhere was very clean Great cleanliness I was very impressed with how clean everything was Overall, we were very impressed with the cleanliness and great state of repair of all facilities at Mount Rushmore National Memorial, especially given level of visitors Surprised with cleanliness The entire facility and park was well laid-out and very clean Very clean Very clean and nice Very clean and nice facilities Very clean Wonderful, clean, perfect
All facilities great	All fine All was great Everything was excellent Great Great shape Impressed Looked great Our experience was great Very good Very satisfied - wonderful venue Wonderful

*total percentages do not equal 100 due to rounding

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

Table 33. Comments about cleanliness or state of repair and maintenance of facilities (continued)

Facility cleanliness or state of repair and maintenance	Comment
All facilities well maintained	All facilities were well maintained Everything in great working order Good I was impressed by how meticulously the site was maintained Kept up very well Overall the memorial was in wonderful condition Overall, we were very impressed with the great state of repair of all facilities at Mount Rushmore National Memorial, especially given level of visitors Very good. Well done. Well done
Avenue of Flags beautiful	Avenue and entrance are beautiful Awesome lead-up to monument Beautiful. Well placed too.
Avenue of Flags – some flags furled	I was distressed to see all the flags wrapped around their staff rather than hanging nice Not unfolded Several flags were furled and you could not see them
Beautiful	Avenue and entrance are beautiful Beautiful It is a beautiful place, almost didn't recognize it from last time were there around 1990
Changed since last visit	It is a beautiful place, almost didn't recognize it from last time were there around 1990
Difficulty finding restrooms	Had a hard time finding a restroom
Don't like new Avenue of Flags	Used to be one long path with flags on both sides – disappointed with new arrangement
Enjoyed Presidential Trail	Favorite part of visit
Entrance beautiful	Avenue and entrance are beautiful
Facilities need improved	Could be better
Flags-walkway needs repaired	Many chipped or broken stones Some of stone paving broken and joint caulk missing Was working on leveling sidewalk
Friendly staff	All of it was very clean and friendly staff
Main restrooms clean	Clean Very nice
Main restrooms	Ill arranged - entrance gets clogged with people trying to enter
Presidential Trail accessible	Very accessible
Presidential Trail marked for construction	There were orange cones with caution tape through the trail that did not seem to have a purpose Big, noisy fan hurt my ears

*total percentages do not equal 100 due to rounding

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

Table 33. Comments about cleanliness or state of repair and maintenance of facilities (continued)

Facility cleanliness or state of repair and maintenance	Comment
Restroom not handicap accessible	Wheelchair bathroom too small
Restrooms clean	Very clean Very nice
Restrooms closed	The bathrooms were closed when we left Grandson needed a restroom and all were closed except at main information center. Bad when you are at the artist center.
Restrooms	Excellent
Restrooms need improved lighting	Very dark
Restrooms out of service	Being repaired
Restrooms unclean	Dirty Trash on floor, floor wet (not raining)
Roads excellent	Excellent
Roads need improved	Could be paved more smoothly My only concern is the curb between lanes – it should be yellow or white Narrow and twisty curves The roads were bumpy and narrow
Sculptor studio	Needs a few more benches
Some flags need replaced	Some flags looked worn out
Some trash on trail	Just some trash seen along the trail
Trail railing needs repaired	Railing needed repair in area
Trailside restroom unclean	Could have been cleaner
Trailside restrooms closed	Closed for repair - seriously? Out of service
Trim Presidential Trail trees	Please keep trees trimmed
Update amphitheater program	The program that ran in the amphitheater needs to be updated

*total percentages do not equal 100 due to rounding

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

Expenditures

Total expenditures inside and outside the memorial

Question 15

For your personal group, please estimate expenditures for the items listed below for this visit to Mount Rushmore National Memorial and the surrounding area (within a 100-mile drive of the memorial).

Results

- 47% of visitor groups spent \$1-\$500 (see Figure 66).
- 24% spent \$1,001 or more.
- The average visitor group expenditure was \$772.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$450.
- The average total expenditure per person (per capita) was \$239.
- As shown in Figure 67, the largest proportions of total expenditures inside and outside the memorial were:

34% Lodge, hotel, motel, cabin, B&B, etc.
18% Restaurants and bars
13% Gas and oil
13% All other purchases

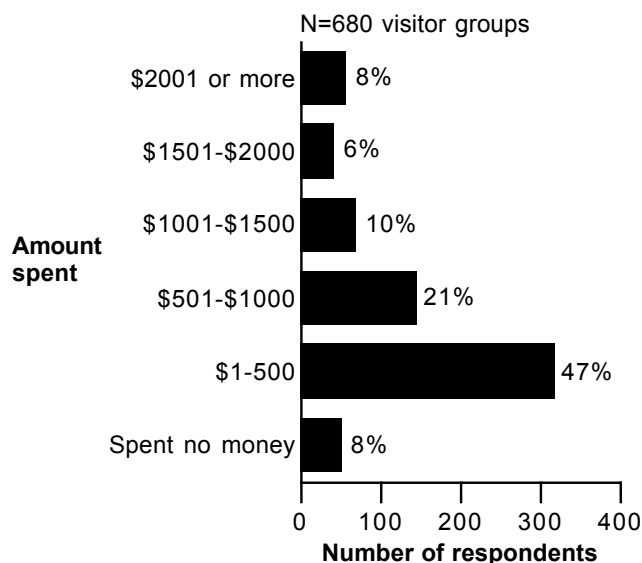


Figure 66. Total expenditures inside and outside the memorial

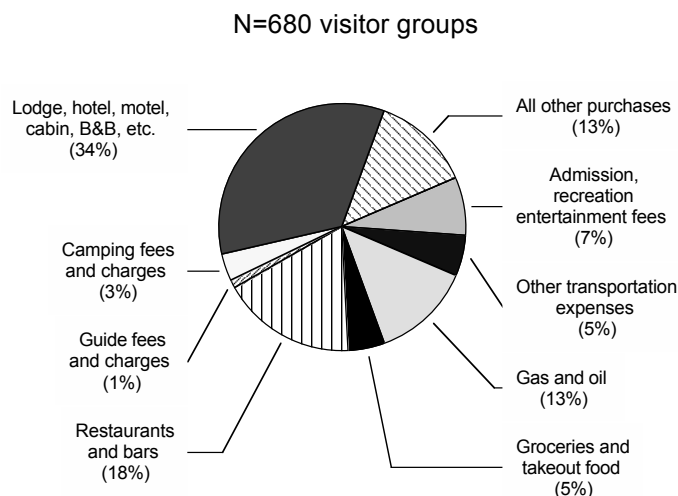


Figure 67. Proportions of total expenditures inside and outside the memorial

*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 adults covered by expenditures

Question 15c

How many adults (18 years or older) do these expenses cover?

Results

- 68% of visitor groups had two adults covered by expenditures (see Figure 68).
- 17% had four or more adults covered by expenditures.

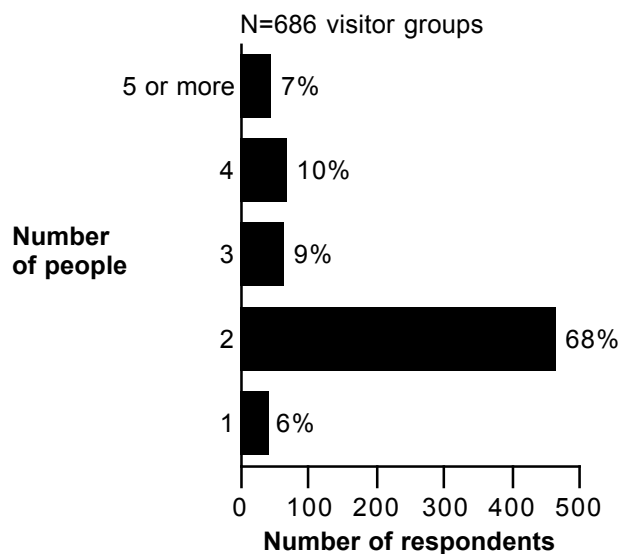


Figure 68. Number of adults covered by expenditures

Number of children covered by expenditures

Question 15c

How many children (under 18 years) do these expenses cover?

Results

- 50% of visitor groups had no children covered by expenditures (see Figure 69).
- 35% had one or two children covered by expenditures.

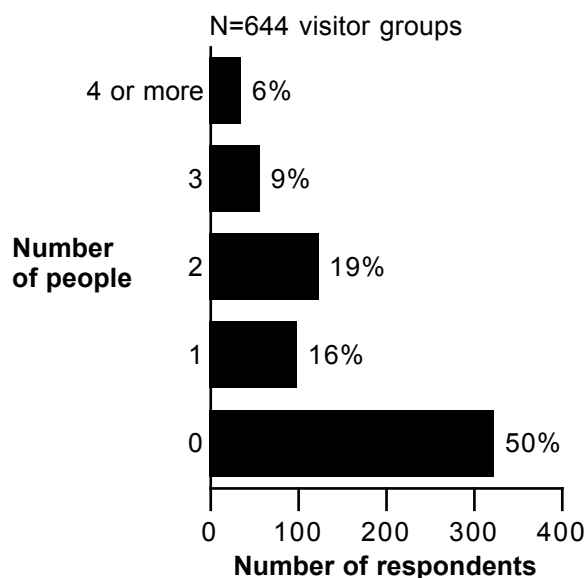


Figure 69. Number of children covered by expenditures

*total percentages do not equal 100 due to rounding

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

Expenditures inside the memorial

Question 15a

Please list your personal group's total expenditures inside Mount Rushmore National Memorial.

Results

- 65% of visitor groups spent \$1-\$100 (see Figure 70).
- 22% spent no money.
- The average visitor group expenditure inside the memorial was \$54.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$28.
- The average total expenditure per person (per capita) was \$22.
- As shown in Figure 71, the largest proportions of total expenditures inside the memorial were:

56% All other purchases
23% Restaurants and bars
17% Other transportation

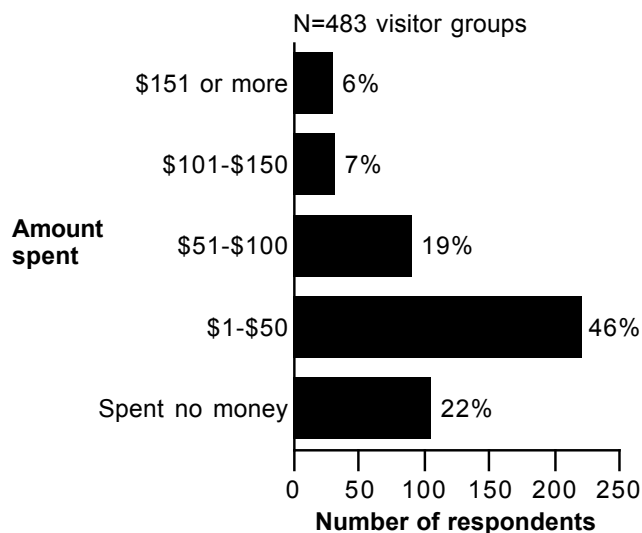


Figure 70. Total expenditures inside the memorial

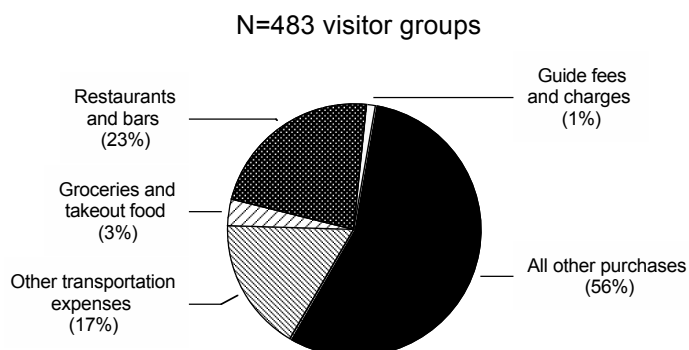


Figure 71. Proportions of total expenditures inside the memorial

*total percentages do not equal 100 due to rounding

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

Guide fees and charges (including audio tour fee)

- 91% of visitor groups spent no money on guide fees and charges inside the memorial (see Figure 72).
- 9% spent \$1-\$25.

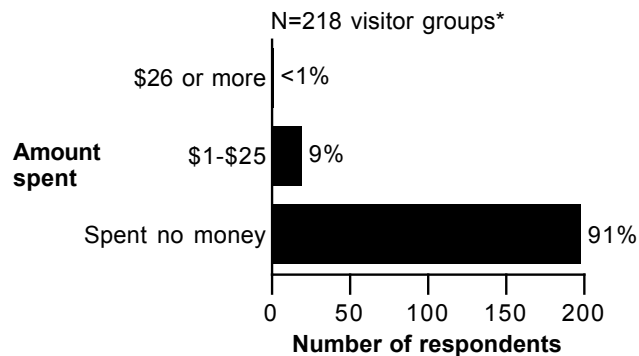


Figure 72. Expenditures for guide fees and charges inside the memorial

Restaurants and bars

- 50% of visitor groups spent no money on restaurants and bars inside the memorial (see Figure 73).
- 42% spent \$1-\$50.

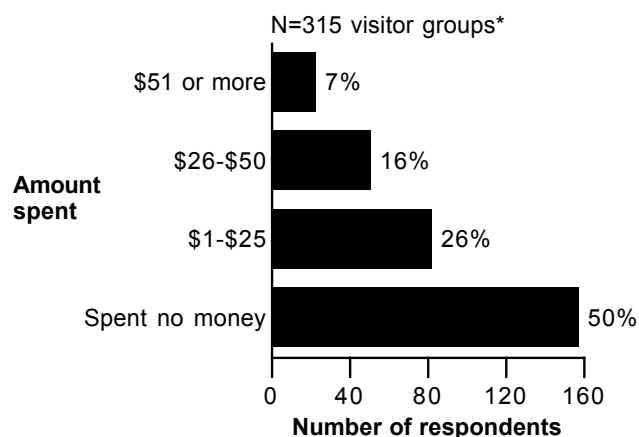


Figure 73. Expenditures for restaurants and bars inside the memorial

Groceries and takeout food

- 91% of visitor groups spent no money on groceries and takeout food inside the memorial (see Figure 74).
- 5% spent \$1-\$25.

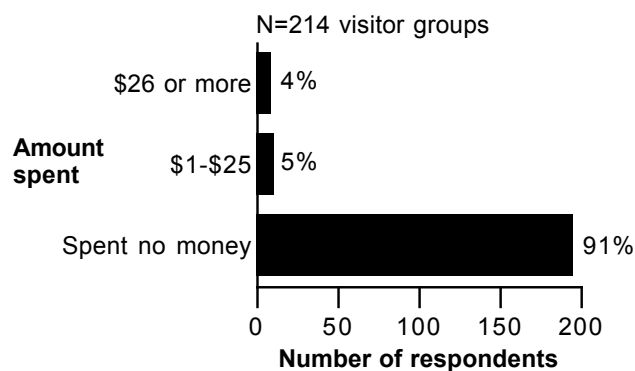


Figure 74. Expenditures for groceries and takeout food inside the memorial

*total percentages do not equal 100 due to rounding

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

Other transportation (concession parking fee, rental cars, taxis, auto repairs, but NOT airfare)

- 55% of visitor groups spent \$1-\$25 on other transportation inside the memorial (see Figure 75).
- 41% spent no money.

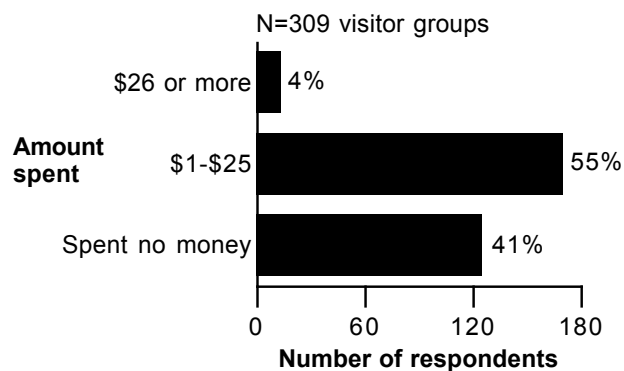


Figure 75. Expenditures for other transportation inside the memorial

All other expenditures (souvenirs, books, sporting goods, clothing, donations, etc.)

- 48% of visitor groups spent \$1-\$50 on all other purchases inside the memorial (see Figure 76).
- 31% spent no money.
- 22% spent \$51 or more.

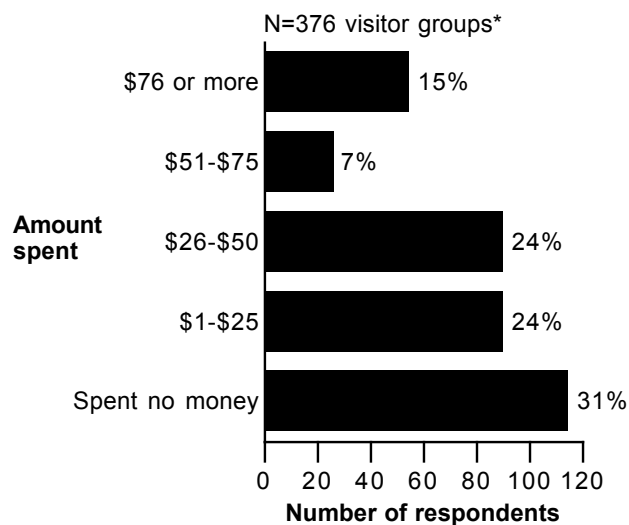


Figure 76. Expenditures for all other purchases inside the memorial

*total percentages do not equal 100 due to rounding

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

Expenditures outside the memorial

Question 15b

Please list your personal group's total expenditures in the surrounding area outside the memorial (within a 100-mile of the memorial).

Results

- 44% of visitor groups spent \$1-\$500 (see Figure 77).
- 26% spent \$1,001 or more.
- The average visitor group expenditure outside the memorial was \$792.
- The median group expenditure (50% of groups spent more and 50% of groups spent less) was \$469.
- The average total expenditure per person (per capita) was \$262.
- As shown in Figure 78, the largest proportions of total expenditures outside the memorial were:

36% Lodge, hotel, motel, cabin, B&B, etc.
17% Restaurants and bars
14% Gas and oil

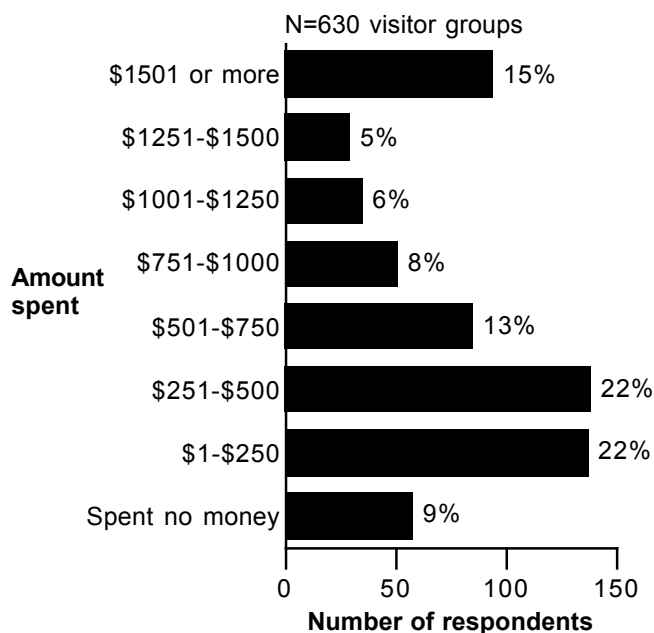


Figure 77. Total expenditures outside the memorial

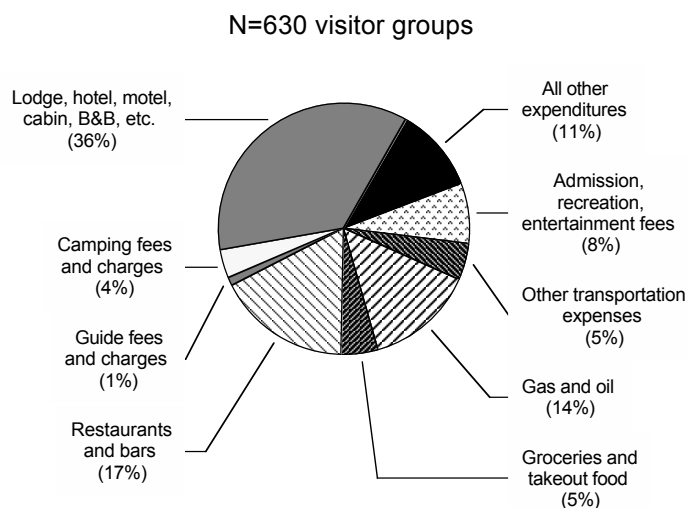


Figure 78. Proportions of total expenditures outside the memorial

*total percentages do not equal 100 due to rounding

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

Lodge, hotel, motel, cabin, B&B, etc.

- 60% of visitor groups spent \$1-\$400 on lodging outside the memorial (see Figure 79).
- 24% spent \$401 or more.
- 16% spent no money.

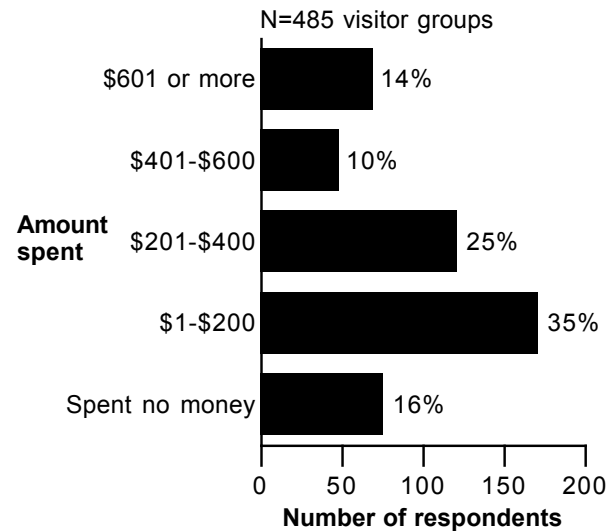


Figure 79. Expenditures for lodging outside the memorial

Camping fees and charges

- 59% of visitor groups spent no money on camping fees and charges outside the memorial (see Figure 80).
- 32% spent \$1-\$200.

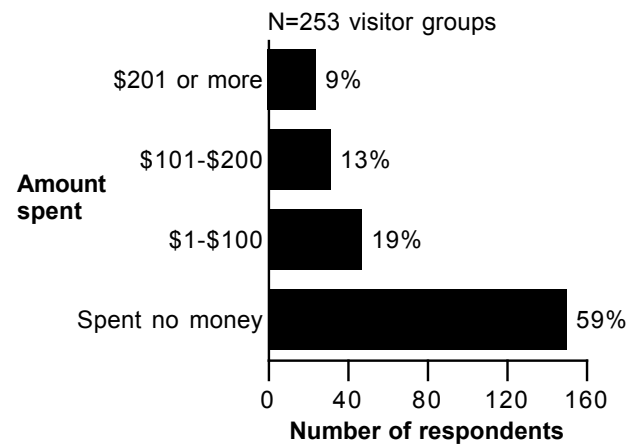


Figure 80. Expenditures for camping fees and charges outside the memorial

*total percentages do not equal 100 due to rounding

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

Guide fees and charges (including audio tour fee)

- 78% of visitor groups spent no money on guide fees and charges outside the memorial (see Figure 81).
- 11% spent \$1-\$50.

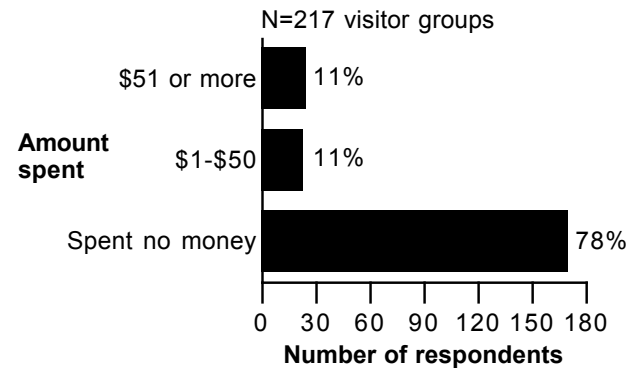


Figure 81. Expenditures for guide fees and charges outside the memorial

Restaurants and bars

- 44% of visitor groups spent 1-\$100 on restaurants and bars outside the memorial (see Figure 82).
- 43% spent \$101 or more.

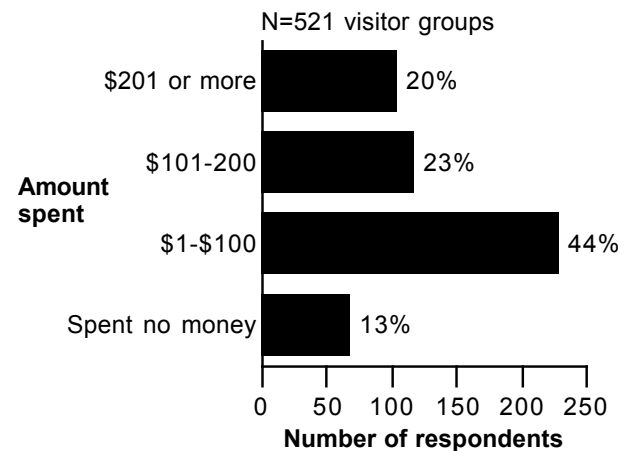


Figure 82. Expenditures for restaurants and bars outside the memorial

*total percentages do not equal 100 due to rounding

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

Groceries and takeout food

- 50% of visitor groups spent \$1-\$100 on groceries and takeout food outside the memorial (see Figure 83).
- 33% spent no money.

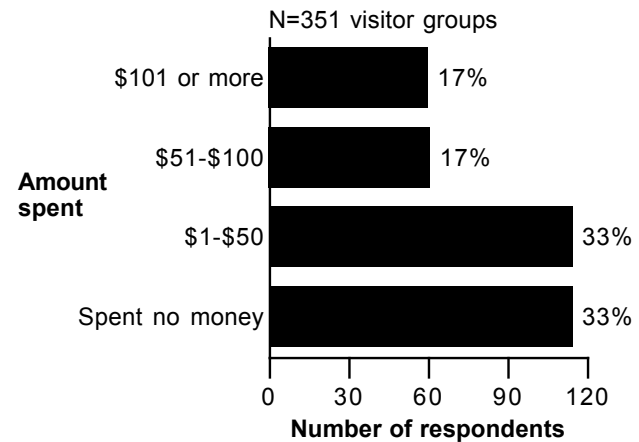


Figure 83. Expenditures for groceries and takeout food outside the memorial

Gas and oil (auto, RV, boat, etc.)

- 53% of visitor groups spent \$1-\$100 on gas and oil outside the memorial (see Figure 84).
- 35% spent \$101 or more.

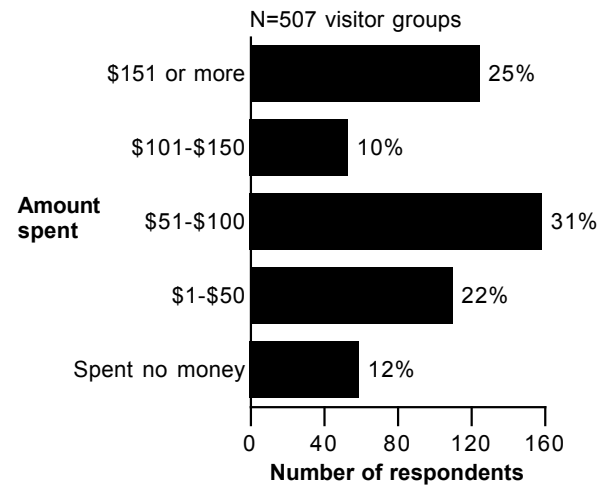


Figure 84. Expenditures for gas and oil outside the memorial

*total percentages do not equal 100 due to rounding

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

Other transportation (concession parking fee, rental cars, taxis, auto repairs, but NOT airfare)

- 42% of visitor groups spent no money on other transportation outside the memorial (see Figure 85).
- 40% spent \$1-\$50.

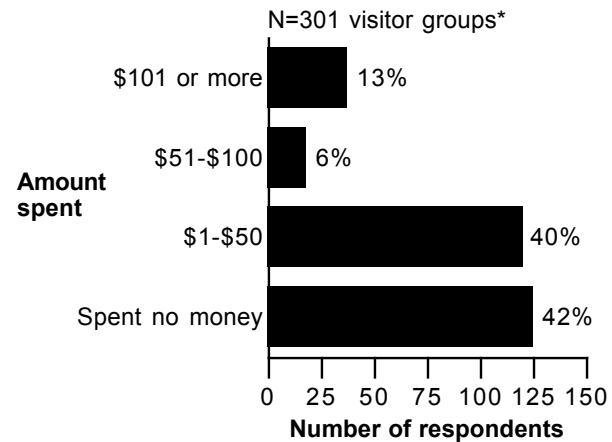


Figure 85. Expenditures for other transportation outside the memorial

Admission, recreation, and entertainment fees

- 59% of visitor groups spent \$1-\$100 on admission, recreation, and entertainment fees outside the memorial (see Figure 86).
- 21% spent \$101 or more.

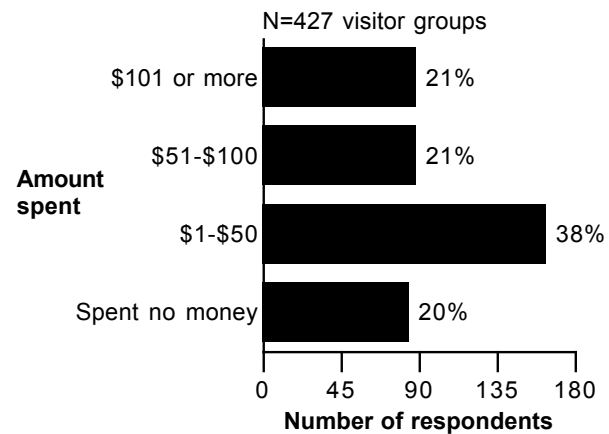


Figure 86. Expenditures for admission, recreation, and entertainment fees outside the memorial

*total percentages do not equal 100 due to rounding

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

All other expenditures (souvenirs, books, sporting goods, clothing, donations, etc.)

- 51% of visitor groups spent \$1-\$100 on all other purchases outside the memorial (see Figure 87).
- 31% spent \$101 or more.

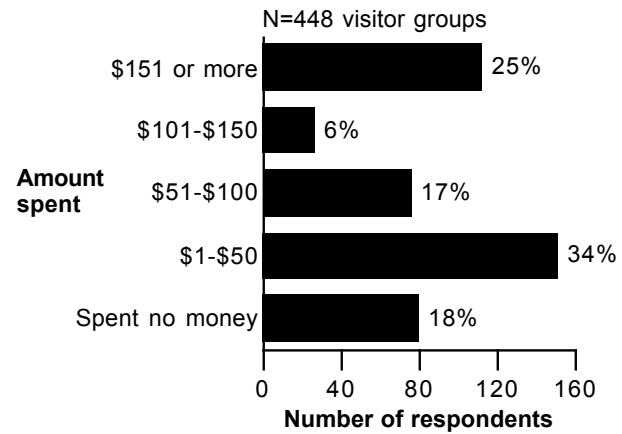


Figure 87. Expenditures for all other purchases outside the memorial

*total percentages do not equal 100 due to rounding

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

Income forgone to make this trip

Question 19c

How much income did your household forgo to make this trip (due to taking unpaid time off from work)?

Results

- 18% of respondents had forgone income to make this trip (see Figure 88).
- Of the respondents who had forgone income, 59% of respondents forwent \$1001 or more (see Figure 89).
- 23% forwent \$501-\$1000.
- 23% forwent \$501-\$1000.

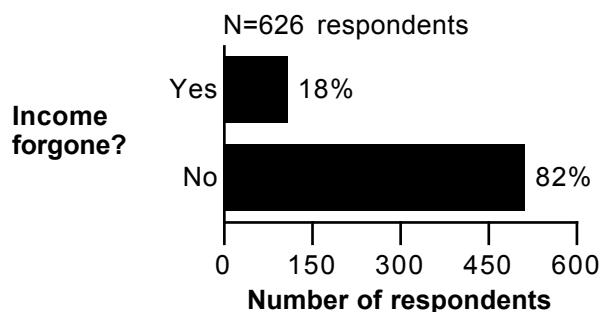


Figure 88. Respondents that had forgone income to make this trip

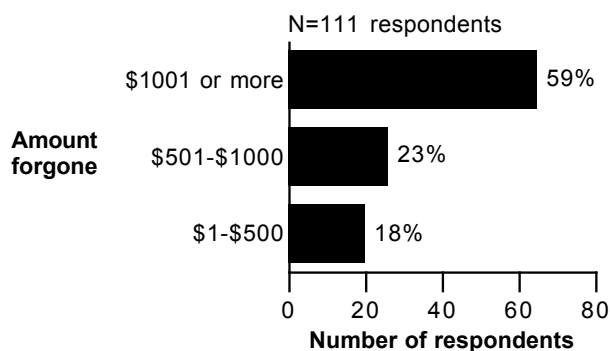


Figure 89. Income forgone to make this trip

*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 23

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

Results

- 97% of visitor groups rated the overall quality of facilities, services, and recreational opportunities as “very good” or “good” (see Figure 90).
- Less than 2% of visitor groups rated the quality as “very poor” or “poor.”

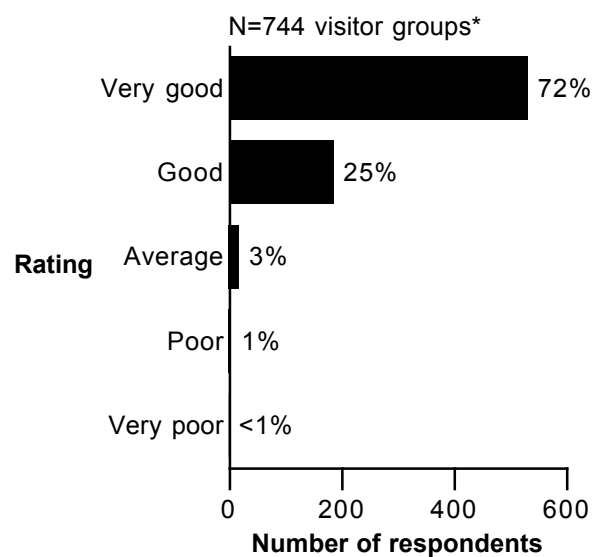


Figure 90. Overall quality rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

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

Visitor Comment Summaries

Additional comments

Question 22

Is there anything else your personal group would like to tell us about your visit to Mount Rushmore National Memorial? (Open-ended)

Results

- 36% of visitor groups (N=283) responded to this question.
- Table 34 shows a summary of visitor comments. The transcribed open-ended comments can be found in the Visitor Comments section.

Table 34. Additional comments
(N=441 comments; some visitor groups made more than one comment)

Comment	Number of times mentioned
PERSONNEL (5%)	
Staff friendly, helpful	3
Concession personnel nice, helpful	2
Personnel friendly	2
Ranger was helpful	2
Unhappy with lack of help	2
Other comments	9
INTERPRETIVE SERVICES (7%)	
Educational	7
Comments about Heritage Village	3
Enjoyed lighting ceremony	2
Other comments	17
FACILITIES/MAINTENANCE (12%)	
Need better handicap access	9
Very clean	8
Facility well maintained	4
Enjoyed new facility	6
Avenue of Flags difficult access/viewing	2
Facilities are improving	2
Need more water along trail	2
Parking was very difficult	2
Preferred previous design of facilities	2
Other comments	17
CONCESSION SERVICES (2%)	
Enjoyed visiting Mr. Clifford	2
Other comments	4

Table 34. Additional comments (continued)

Comment	Number of times mentioned
POLICY/MANAGEMENT (8%)	
Parking fee too high	7
Parking fee reasonable	3
Honor National Park pass	3
Parking should be free	2
Shouldn't charge veterans	2
Change pet policy or provide dog day care	2
Too crowded	2
Too much money spent on new facility	2
Other comments	13
RESOURCE MANAGEMENT (<1%)	
Comments	2
GENERAL (66%)	
Enjoyed visit	119
Awe-inspiring	24
Plan to return	16
Return visit	12
Thank you	9
Beautiful	8
Keep up the good work	6
Will recommend to family/friends	5
Enjoyed Naturalization ceremony	4
First visit	4
Patriotic visit	4
Survey too detailed, confusing, too personal	4
Highlight of trip	3
Once in a lifetime experience	3
Survey too long	3
Trip for special occasion	3
Wanted child/children to see	3
Why question about race	3
Enjoyed Custer State Park	2
Enjoyed evening lighting ceremony	2
Enjoyed honoring military at lighting ceremony	2
Enjoyed learning construction	2
Enjoyed Presidential Trail	2
On bucket list	2
Storm shortened our stay	2
Traveling through	2
Other comments	41

Visitor Comments

This section contains visitor responses to open-ended questions.

Question 22

Is there anything else your personal group would like to tell us about your visit to Mount Rushmore National Memorial? (Open-ended)

- A first visit to the memorial for several in our group
- A great trip and "must see" item
- A lot of fun. Thank you!
- A picnic area would be great, many families having picnic in parking lot
- A proud, emotional, and patriotic experience that my husband and I enjoyed to share with our children, especially for our first family vacation
- A wonderful experience, very impressive
- Admission for active duty military and dependents should be reduced or waived
- Always a refreshing time at monument
- Always busy. Always enjoyable.
- Amazing
- An awesome place and an awesome visit. Staff was friendly, courteous, and very helpful. Thanks!
- Area needs to be more handicap friendly
- As a history lover I wanted my daughter to see Mount Rushmore and the ideas it represents.
- At first I did not want to see it. I went, it was wonderful to see the time and dedication for all the people who worked so hard to make it happen.
- Awesome
- Awesome
- Awesome
- Beautiful memorial. Highly recommend to friends and family.
- Beautiful site, we appreciate the effort taken to provide for the public
- Beautiful summer visit
- Because of a naturalization service (very nice thing) I felt less comfortable walking around as I normally would. I was so irritated by the parking fee I did not enter the shops.
- Because of the weather and approaching storm we did not spend very much time at the site. We used the cabins at Legion Lake which was a beautiful area for families – 24 of us.
- Better handicap accessibility
- Better site than what was shown on the Internet. Pleasantly surprised on how clean it was. No trash.
- Big storm coming in or we would have stayed and seen more! Was born in South Dakota and took friends to see Mount Rushmore.
- Breathtaking to finally see! My mother (89) was here in 1952 with her husband and her parents – all deceased.
- Breathtaking
- Charge for parking is too high. It should be free or reduced significantly as it is a national monument and not a business.
- Cool
- Didn't think we would enjoy it as much as we did. Very impressed. Awesome.
- Disappointed that the fireworks show has been discontinued, especially on the 4th of July. The ranger did a great job with the evening show in the amphitheater.

- Do not like eleven dollar entrance/parking fee, should be free
- Enjoyed it
- Enjoyed it very much
- Enjoyed it very much
- Enjoyed it. Always wanted to see it. Amazing work.
- Enjoyed it. Everything was clean. Enjoyed learning about how it was built. Enjoyed sculptor's studio.
- Enjoyed so much. Hope to return again.
- Enjoyed very much
- Enjoyed visit
- Enjoyed visiting with Nick Clifford and hearing his stories about working on the mountain
- Even though there are many visitors present the memorial is always a peaceful place to visit. The automatic bathroom doors so hands do not have to touch the door.
- Everything was clean and well maintained. Disappointing to not be allowed off designated pathways at all.
- Everything was clean, neat, and nice. The deer were too skinny. We pretty much looked at the memorial and left, apart from reading some plaques and signs. Your survey is too long!
- Everything was excellent, and we are extremely satisfied with everything except for the fact that you circumvent the whole purpose of seniors obtaining a lifetime free pass by charging everyone to park – especially seniors who also happen to be disabled veterans!! ALL disabled army veterans should enter free.
- Excellent park and visitor center
- Facility is over crowded
- Fascinating
- First visit just crossed a road and not much there – just a ranger with a great presentation and a lighting ceremony that gave us goose bumps probably around 1970
- For the night show, personal speaker was difficulty to hear up on second tier (I have hearing aids in both ears)
- We were lucky to be there on the day that Mr. Clifford was there.
- This was a planned stopover on our trip to a further destination (family reunion)
- From survey cover: Booklet way too detailed. Should be simplified.
- Get more speakers in the outside amphitheater, or better ones
- Glad I got to see. Probably won't ever get here again
- Glad that it opened for evening ceremony after heavy rain
- Got stuck in elevator (Lincoln). Ranger did not seem concerned or to care. Did not put a sign on it that it was not functioning.
- Great job
- Great memorial and great facilities, "awesome"
- Great time
- Great trip
- Great trip. Will recommend to family and friends.
- Great visit
- Great visit with grandchildren
- Great visit. At times it would have been nice to chat with a ranger as we walked the Presidential trail (we were not on a ranger-led walk).
- Great visit. The first for our kids. Facility is lovely, kept up and interesting. Learn something new.
- Greatly enjoyed our visit! The memorial is awesome!

- Group tour with Globus
- Had a great time and would return
- Had a great time! Beautiful facility.
- Had a great time. Plan on coming back to explore more of area.
- Had an excellent visit
- Hard to use strollers! Too many steps!
- Having limited mobility, I was disappointed that so few viewpoints were available to me. Other national parks have shuttle busses.
- Hope you put in an elevator
- I agreed to take a survey – Next time, make your survey less arduous. Too many pages, takes too long – you also had to mail it to me three times, I completed it, not happy about it.
- I am unable to walk far, no wheelchair available, required stopping 5 times to get to the end of Flag Ave. Very disappointed in lack of concern for elderly/handicapped.
- I appreciate that parking/admission is reasonably priced
- I appreciate the manager allowing my 9 year old daughter to replace, for free, a snow globe that fell, even when the clerk was not sure she could
- I did notice that most of the American visitors were Caucasian. Why is that?
- I enjoyed the citizenship ceremony that occurred the day we visited
- I filled out the survey and hope I did not sound too negative. We enjoyed our visit, but missed the feeling of how great and wonderful our nation is that was experienced on previous visits. It has been several years since we last visited Mount Rushmore and we did not feel the emotional patriotism that had been felt on each previous visit. Upon entering the memorial, some changes had been made that took away the feeling of how big and magnificent our nation is – we entered the Avenue of Flags, we were immediately hit with the greatness of our vast nation by all the flags that marched, side by side, down the walkway. One immediately had a feeling of how big and great our nation truly is. This time, the flags were mounted in groups around posts and people were confused and walking around hunting for their state's flag. Instead of a unified feeling of a great nation, it was disjointed and confusing – very disappointing. We enjoyed the video in the theatre and my husband wanted a DVD to take home on the construction of the memorial and about the man who built it to share with our grandchildren, but the only ones we found were not of just Mount Rushmore – but had other things on them. The book store on the lower level was crowded and it was hard to move around and get to the cash registers – it was so crowded a display was even turned over and tubes had to be picked up and put back in the holder by those around before we could safely move. The main store was nice, but also crowded – a book signing was going on in the middle of the store (might have been better to have it off to one side). The staff were very nice and helpful and tried to find what people wanted, but some sizes were out in the most popular t-shirt design and people were disappointed. The main restrooms have a traffic flow problem. The entrance/exit is very narrow and people were having a hard time passing each other going in and out of the women's restroom and the lighting was very poor during the day – that evening the lighting seemed better, but congestion was still a problem at the entrance/exit. The night service was very nice – the ranger did an excellent job. However, it would be nice to have a ranger or someone roaming during the program to help with disruptive people. A family with several children came in and sat behind the last row of the amphitheatre. They sat their children upon the low wall behind the last row of seats. The children had their legs between the people sitting on the last row of seats with their backs against the wall. The children kept moving their legs and kicking those sitting on the back row of benches. Even though people looked at the mother, she would just smile and shrug and tell the children to sit still. They also had a child in a stroller who was very vocal and kept yelling and crying and talking loudly even when they let her out of the stroller. Instead of leaving with the child or taking the child behind the glass (into the building), they just kept telling the child to shush and be quiet. This went on for most of the program. It was not fair to the young child or those who came to listen to the program. If a ranger had been present, they could have asked the family to take the children off the wall for safety

sake and to take the disruptive child out of the area so others could enjoy the program. It was nice to see the veterans honored at the night program. However, maybe they should ask for 6 veterans to volunteer to come down front to help with lowering the flag. Then, once it is lowered, they could ask everyone to be seated. Then, as each branch of the service is called, ask the veterans for that service to stand and remain standing till all branches of the service are called and all veterans are standing and the round of applause. The reason I suggest this is because it took a long time for some of the veterans to make the trek to the front due to the stairs and then they had a long trek back up the steps almost immediately. Several around us did not go down – because of the stairs and so were not honored – my husband was one of them. He started to go down and then realized he'd have to come back up those stairs. If they did the stand in place honor, all veterans (those in wheel chairs could be given a small flag to hold up when their service is called) could be honored and there would be no safety issues with the stairs. Again, we did enjoy our visit and the rangers and staff were very nice and helpful and the facility is very clean and well kept. Thank you for listening and your service at the monument.

- I have visited Mount Rushmore many times at all different times of the year and never once has the Lakota/Dakota/Nakota Heritage Village been open – why?
- I prefer the simple roadside parking lot I used as a child. Volume of visitors may have necessitated this massive development.
- I really enjoyed Mt Rushmore. Amazed at how close I was to the faces. Loved the trail – amazing. Also went early June so no crowds - loved it! Walking the Presidential Trail – loved this. I did not use service but my guide did.
- I visited 40 years ago and was astounded by the developments, most of which were positive
- I visited the memorial as a child in 1956. Still inspiring. Facilities more useful and informative. However, it's now too commercialized. No more additions! Have 1956 picture of myself and sibling sitting on hood of car in parking lot with sculpture in background. Couldn't take similar picture in 2013.
- I worked at the memorial in mid 50's? Carl and Kay Burgess ran the gift shop
- I would recommend it to anyone else to view the memorial
- I would recommend my family members and friends to visit the memorial. I was so amazed with the view.
- I've visited approximately 20 national parks and monuments. Mt. Rushmore is hands-down the most accommodating, and well run. Coming back soon with family.
- If at all possible, a visit to Mount Rushmore should be taken by every American
- Income information is not an appropriate question
- It is a beautiful memorial, and we came and left before 9am, which was a great time to go.
- It occurred to me that this important symbol of America could be a target of anti-American groups and wonder if there should be more security
- It was a great trip
- It was a great vacation and I look forward to coming back again. We were visiting our daughter who lives in Rapid City, South Dakota. So we took advantage of our trip.
- It was a moving experience to visit the memorial and surrounding area so rich in our American history
- It was a wonderful experience
- It was awe inspiring
- It was awe inspiring and finding out the meaning of it was emotional
- It was awesome
- It was beautiful and well worth it
- It was definitely worth the trip. I have never felt more patriotic. it was beautiful and inspiring. We will definitely return some day.
- It was educational. It was the biggest part of our trip. It was what was expected.
- It was great to see naturalization occurring at Rushmore National Monument

- It was great
- It was nice
- It was our 9 year old's choice. We all had a splendid time. The rangers and concession employees were all so helpful and nice.
- It was really beautiful. I loved it and my husband really loved it too. Thank you!
- It was the second time
- It was very impressive, worth the drive
- It was wonderful to see in person
- It wasn't what I expected, but it was still a good experience
- It would have been nice to have some kind of information booth to have given out the things that were on pamphlets available to see and do. Not pleased with the lack of help to see or do them. I preferred the park that we saw years ago and not all the fancy Avenue of Flags etc. The faces are so impressive you don't need all the distractions.
- It's a very nice place and want to come back again
- It's disappointing not to be able to use our National Parks pass
- It's great
- It's so beautiful. You just need more information on why these 4 presidents were chosen.
- Just that we all enjoy so much going to see it and that our vacation one of the reasons we went to Rapid City was to go and see Mount Rushmore
- Just wondering why is there a soda machine in the entrance of the restroom it's a wrong place to put a machine
- Keep the park going even if you have to cut back on Congress's pay or the President's
- Keep up the good work. Best national park I've been to.
- Leave the race questions out. No need to be insulted with race questions.
- Live eagles and flags would give more entertainment value. Live band.
- Lots of tourists; plenty of room to move around. Loved it!
- Love it
- Love Mount Rushmore; parking was confusing and challenging -- otherwise great! Great value, great experience, way better than Crazy Horse, which was awful and spendy.
- Loved it
- Loved it - Awesome! Very educational and enjoyable magnificent! Unforgettable!
- Loved it and hope to return again
- Loved it
- Loved it! Evening lighting was amazing.
- Loved it. All that I thought it would be.
- Loved the citizenship ceremony
- Me and my daughter and granddaughter were on our way to Colorado from Minnesota and decided to stop at the memorial
- More handicapped accessibility. Size chart/comparison of memorial.
- More than we expected. Long awaited trip, 50th Anniversary vacation.
- Mount Rushmore is very good
- Much nicer than expected
- My Dominican wife was awestruck. Liked it over Yellowstone and over all on our trip out to California.
- My grandchildren were very impressed by the avenue of flags and the memorial lighting
- My husband and I have been here many times (me since I was a kid), but it was an awesome treat to see it with our five and eight year old grandsons

- My husband of 50 years chose this trip to celebrate our anniversary. Something he has always wanted to see.
- My six year old came home from school and said that he wanted to go to Mount Rushmore
- My visit to Mount Rushmore was one of the highlights of my life. Wonderful!
- My wife and I both visited as kids with our families. The improvements made since exceeded our expectations. Loved the time spent there. Didn't know Lakota, Nakota, and Dakota Heritage Village was there. But we saw them helping many other visitors.
- Need better control of parking during fireworks and blasting at birthday party
- Need more water stations on the trail to refill water bottles as moving along the trail
- Neither my aunt, nor I, had ever seen Mount Rushmore. We are so glad we were close enough to do that on our trip.
- Nowhere was information supplied as to why Charles Rushmore is namesake
- Not enough outside seating
- Not handicapped. Need more warning on the trail and steps.
- Not too many signs for the disabled. Wheelchair access.
- Not very "handicapped" or "elderly" friendly. We couldn't do much because of it. Getting from parking to monument was difficult.
- Once in a lifetime experience
- Once in a lifetime experience
- One of us is in a wheelchair so we couldn't walk the trails
- Only minor updates and maintenance needed, and keep up the great work
- Our group enjoyed our visit to Mount Rushmore immensely
- Our visit was part of a two-week road trip. The convenience and ease to get into the memorial worked very nicely into our plan.
- Overall exceptional experience
- Park ranger was very kind to offer to take our photo
- Parking was very difficult
- Please include some bringing of awareness to people of the active (not historical) spiritual significance of this place to the region. Thank you!
- Please put handrails on both sides of all steps. Some areas only have one. Thank you.
- Publicize Heritage Village
- Really cool! We'll be back in a few years.
- Retired history professor. The facilities were ok and the personnel were very friendly.
- Rushmore Society and rangers are great
- Seeing Mount Rushmore was on my "bucket list." I'm glad we were able to go.
- Should be free. Raise my taxes and give citizens free national parks.
- Since it's about presidents, I want to know more interesting stories about the other presidents in America's history as well as Rushmore
- Something I have always wanted to see! It was amazing and one of the highlights of our national park/monument adventure.
- Super friendly service, very clean, very organized and interesting
- Surprised how much we enjoyed it
- Survey is too long, I was ready to stop
- Thank you, and I appreciate all the work
- Thankful for the memorial
- Thanks for asking! God bless you and the USA!

- The lecture at the sculptor's studio did not begin on time. We waited 15 minutes and had to leave.
- The night lighting ceremony was exceptional. Encourage every visitor to attend.
- The one time \$11 entry fee for one year was nice. Covered parking was a bonus. Cleanliness of the area was excellent.
- The parking fee is too much for active duty military. We are poor.
- The Presidential Trail was amazing! I will definitely visit Mount Rushmore NM again.
- The programs, services, and facilities get better and better each year
- The transition from sixteen years ago (our last trip) is awesome
- They like to much this place
- This survey is poorly designed. MUCH too complicated, questions unclear.
- This was a one time trip to celebrate 80th birthday; 3 week trip
- Too crowded. Too much money spent on making it nice in these hard economic times!
- Very awe inspiring. I loved it.
- Very clean park
- Very disappointed at how much it costs to take grandchildren to the monument
- Very enjoyable
- Very enjoyable
- Very enjoyable! Glad I got to come back and bring my kids with me.
- Very impressed. So much more astonishing to see in person.
- Very impressive Avenue of Flags only causes traffic problems. Should be open like entry for easy walking in crowds.
- Very inspiring and educational
- Very interesting and educational
- Very interesting, but wish the Native Americans were more a part of the memorial
- Very nice
- Very nice. We'll be back.
- Very nice trip! Would love to come back again someday.
- Very nice! Park charge is too high, parking garage at Hoover Dam is \$3.
- Very nice. Always wanted to visit. I like the movie North by Northwest.
- Very patriotic, clean, awesome nice viewing areas
- Very pleasant experience. Enjoyable. Have no idea amount of money spent, on a tour.
- Very poor hotel in Keystone, SC. Moved to Custer, love Custer State Park. Iron Horse much too expensive!
- Very unsatisfied with visitor center set up – I slipped; worst experience in NPS
- Very worthwhile trip – very satisfied
- Visiting Mount Rushmore National Memorial is worth the time and money
- Visiting Mount Rushmore was a great family experience
- Wanted to get closer to monument, but handicapped
- Was a great visit – thank you! Would have done a lot more but we were in a strict time schedule.
- Was a wonderful visit. Proud to be American. Evening show was perfect. Honoring servicemen was great.
- Was surprised it cost so little to enter park
- Was very impressive. Enjoyed.
- We also included Grandma, who was at home in IN on our trip to Mount Rushmore via Facetime on iPhone. She was thrilled.

- We are Polish immigrants. As immigrants it makes you proud.
- We asked an older ranger a question he talked and acted like we should have known the info and was rude
- We come to the memorial at least once a year. We have been coming since Senior Sneak Day in May 1956 as a couple and after we had four daughters.
- We didn't get to do all the things that we wanted to due to an unexpected surgery just before our scheduled visit. We will be back.
- We ended up being pressed for time when we visited because a prior activity took longer than expected. It was also hot. More shade at the main viewing area would be a plus.
- We enjoyed it
- We enjoyed it very much. Very clean and safe place to visit. Felt very happy to be there.
- We enjoyed it! Staff were very nice (hamburger cooks), also cashier at Carvers Cafe, and cashier at gift shop. All excellent! Thank you!
- We enjoyed Mount Rushmore more because we visited the Borglum historical center first. We dined at the Crazy Horse Memorial because all the cafe facilities were busy with very long queues.
- We enjoyed our visit and learned new facts
- We enjoyed our visit and the autographed book we got of "Nick" the last survivor
- We enjoyed our visit and were impressed with the design and cleanliness of the memorial
- We enjoyed ourselves and would recommend it to friends and family
- We enjoyed seeing the memorial. With TV, we had seen most of the 'building and history' details already. We found Custer State Park to be a beautiful surprise with its natural beauty, animals, lodges, cafes, and visitor centers.
- We enjoyed very much, gift shop could be a little more handicap friendly. Not much room for a wheelchair and walker.
- We enjoyed watching the video about creating the sculpture
- We forgot to visit the visitor center on day one, so came back the next day.
- We found it to be underwhelming, and a surprisingly good indicator of why the Native Americans were, have been, and remain against this type of colonialism. White supremacy. We were far more intrigued by the nature than by this giant, clearly out of place, white rock with heads of dead white guys in the middle of the Black Hills.
- We had a great learning experience. It was a highlight of our 24-day trip.
- We had a great time, enjoyed our entire trip
- We had a very interesting and educational trip. Also extremely beautiful area.
- We had a wonderful time
- We had a wonderful time at the memorial
- We had seen the monument at night several years ago
- We have been before this trip and it is always a true historic experience. If we are near or going through, we always make a side stop which we did this time. Returning to Montana after an unexpected death in Pittsburgh, PA so we couldn't stay long.
- We liked the Crazy Horse Memorial better. Even in an unfinished state, it was far more inspiring.
- We love Mount Rushmore and feel very blessed to live so close to it. We love to bring friends from out of town to Mount Rushmore.
- We loved it
- We loved it! Hope to return someday!
- We loved our visit
- We loved visiting Mount Rushmore. We are coming back next year.
- We really enjoyed our visit and we chose to spend our 60th wedding anniversary visiting the Black Hills. The questionnaire was too long and personal.

- We really enjoyed the flag ceremony and the recognition of active and veteran military personnel by the head ranger at the evening program. Very moving for us.
- We really loved the reminder of what our founding fathers stood for! Our school should teach more of that!
- We think that parking should be free
- We thought the lighting ceremony was excellent, however, a bit over dramatic and sappy with calling all servicemen to take down the flag. We thought it shifted the focus of the presentation and was unnecessary.
- We truly enjoyed the lighting ceremony
- We very much enjoyed our trip to Mount Rushmore. It was well worth our time and parking fee.
- We visit every year, we love coming. Your cafe is the best in Keystone! Thank you!
- We visited on our road trip to California. Stopped once on the way out to see the lighting, and again on the way back 7 days later.
- We visited the memorial on our honeymoon in April, 1964. What a spectacular change in the memorial since then!
- We wanted to see the Hall of Records
- We watched DVD prior to visiting so was familiar with presidents, construction, etc.
- We were disappointed that our 1 year old puppy was not welcome and we wasted time and money
- We were given the trip by our elders. Tribal group.
- We were pleasantly surprised. There was more to it than faces on a mountain!
- We were very disappointed we had to take turns entering park due to pet policy. Air-conditioned 'day care' should be provided if it is 100F and small pets are not allowed. She is a member of our family! Small dogs should be able to enter if they can be carried or safely maintained on a leash. Our pet is 12 pounds - Smaller than some babies! Seriously! This is an outdoor memorial. It is poor that our dog (12 pounds, small) was denied entry. This policy should be changed or amended.
- We were very pleased with everything. Keep up the good work!
- We were very proud to see the Naturalization Ceremony for 158 new citizens
- We will always remember our vacation in 2003 with our son "Mighty" Max who was 5.5 had 40 surgeries, in a wheelchair, trach, oxygen, it was a physically taxing vacation, but he loved every minute. He passed one month later we will cherish the memories forever, we love to visit the heads.
- We will be back someday
- What difference does our ethnic group make to this survey? We came because we always wanted to see this site and had the opportunity to bring our grandson! And you make it political. Most expensive day of our 14-day trip.
- While the monument is very nice, other national monuments are underdone. Too much grandeur. Too much tax money. Parking is overpriced. Senior lifetime passes should be honored.
- While the person at ticket booth was not helpful for the hearing devices the ranger I found was very helpful
- Why couldn't we use National Park Land Pass?
- Why do you ask about race?
- Wonderful experience
- Wonderful family vacation
- Wonderful visit. Concessions very pricey.
- Would be nice to have a handicapped walking trail (wheelchair accessible). Exhibit area was crowded and hard to get around with a wheelchair. Overall, great place to visit!
- Would like some picnic tables to eat at by parking

- Would like to have carts throughout that could sell cold bottled water
- You charge too much for motorcycles

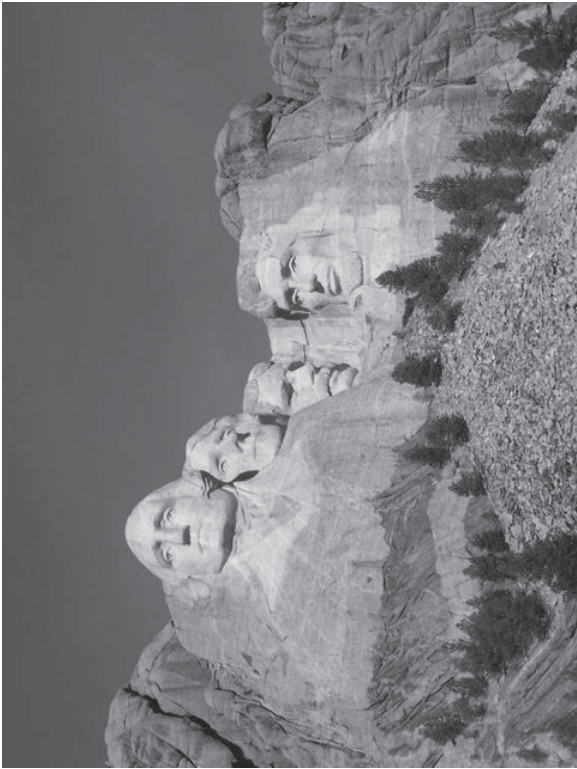
Appendix 1: The Questionnaire

U.S. Department of the Interior

National Park Service
Social Science Program
Visitor Services Project



Mount Rushmore National Memorial Visitor Study



United States Department of the Interior

NATIONAL PARK SERVICE
Mount Rushmore National Memorial
13000 Highway 244, Building 31, Suite 1
Keystone, SD 57751-0268



IN REPLY REFER TO:

June 2013

Dear Visitor:

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

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

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

If you have any questions, please contact Lena Le, Director Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

We appreciate your help.

Sincerely,

Cheryl A. Schreier

Cheryl A. Schreier
Superintendent

DIRECTIONS

At the end of your visit:

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

Like this: ● Not like this: ☒ ☓ ☉

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

Your Visit To Mount Rushmore National Memorial

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

- 1. a) Did your personal group obtain information from the park website (<http://www.nps.gov/moru>) to plan your trip to Mount Rushmore National Memorial?
☐ Yes ☐ No → Go to Question 2
- b) If your personal group used the Mount Rushmore National Memorial website (www.nps.gov/moru/), please rate how helpful the website was in planning your visit. Please mark **one** (●) response below.

Not at all helpful	Somewhat helpful	Helpful	Very helpful	Extremely helpful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
- c) If the park website was not helpful, what type of information did your personal group need that was not available? Please be specific.

- 2. On this trip, which other places in the Black Hills area did your personal group visit prior to arrival at Mount Rushmore National Memorial or plan to visit after departure from the memorial? Please mark (●) **all** that apply.

<input type="radio"/> Only Mount Rushmore National Memorial → Go on to Question 3	<input type="radio"/> Crazy Horse Memorial	<input type="radio"/> Badlands National Park
<input type="radio"/> Custer State Park	<input type="radio"/> Bear Butte State Park	
<input type="radio"/> Devils Tower National Monument	<input type="radio"/> Black Hills National Forest	
<input type="radio"/> Jewel Cave National Monument	<input type="radio"/> Wind Cave National Park	
<input type="radio"/> Mammoth Site of Hot Springs, SD		
<input type="radio"/> Minuteman Missile National Historic Site		
<input type="radio"/> Other (Please specify) _____		

- 3. a) Was every member in your personal group a resident (year-round or part-time) of the Black Hills area (within a 100-mile drive of the memorial)?
☐ No ☐ Yes → Go on to Question 4

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

We estimate that it will take about 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to: Lena Le, Director Visitor Services Project, Park Studies Unit, College of Natural Resources, University of Idaho, 875 Perimeter Drive MS1139, Moscow, Idaho 83844-1139, 208-885-2585 (phone), lenale@uidaho.edu (email).

- b) For the nonresident members in your personal group, what was their **primary** reason for coming to the Black Hills **area** (within a 100-mile drive of the memorial) on this trip? Please mark (●) **one**.

- ☐ Visit Mount Rushmore National Memorial
- ☐ Visit other attractions in the area
- ☐ Visit friends/relatives in the area
- ☐ Business/attend convention or special event
- ☐ Other (Please specify) _____

- c) For the nonresident members in your personal group, what was the method of transportation used to travel most of the distance from home to the Black Hills **area** (within a 100-mile drive of the memorial)? Please mark (●) **only one**.

- ☐ Car ☐ Motorcycle ☐ SUV/truck/van
- ☐ Motorhome ☐ Airplane ☐ Bus/train
- ☐ Other (Please specify) _____

4. a) On this trip, did your personal group stay overnight away from home in the Black Hills **area** (within a 100-mile drive of the memorial)?

☐ Yes ☐ No → **Go to Question 5**

- b) If YES, please list the number of nights your personal group stayed in the following types of accommodations.

Accommodation used _____ **b) Number of nights in Black Hills area** _____

Lodge, motel, cabin, rented condo/home, or bed & breakfast _____

Tent camping in a developed campground _____

RV camping in a developed campground _____

Personal seasonal residence _____

Residence of friends or relatives _____

Other (Please specify) _____

5. a) On this visit, how much time **in total** did your personal group spend visiting Mount Rushmore National Memorial? Please list partial hours as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

_____ Total number of hours spent at Mount Rushmore National Memorial

- b) On this visit, did your personal group visit Mount Rushmore National Memorial on more than one day?

☐ Yes ☐ No → **Go to Question 6**

- c) If YES, on how many days did your personal group spend visiting the memorial?
_____ Number of days

6. a) On this visit, in which activities did your personal group participate while at Mount Rushmore National Memorial? Please mark (●) **all** that apply.

- ☐ Attending ranger-led talks/programs
- ☐ Eating in park restaurant/Carvers Cafe
- ☐ Learning about the four Presidents
- ☐ Listening to audio tour
- ☐ Shopping in bookstores (sells books, DVDs, etc.)
- ☐ Shopping in park gift shop (sells T-shirts, souvenirs, etc.)
- ☐ Studying nature (viewing plants/wildlife, including birds)
- ☐ Viewing/learning about the memorial
- ☐ Visiting historic Sculptor's Studio
- ☐ Visiting Information Center and Bookstore
- ☐ Visiting Lakota, Nakota, and Dakota Heritage Village
- ☐ Visiting Lincoln Borglum Visitor Center
- ☐ Walking the Presidential Trail (1/2-mile loop)
- ☐ Hiking other than the Presidential Trail
- ☐ Other – (Please specify) _____

- b) Which one of the activities from the list above was the **primary** reason for visiting Mount Rushmore National Memorial on this visit? Please list only **one**.

7. What is the most important (educational, interesting, useful) information you learned while visiting Mount Rushmore National Memorial on this visit?

8. a) Please mark (●) **all** the information services that your personal group **used** at Mount Rushmore National Memorial during this visit.

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

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

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

- | | | | | |
|--|-------|-------|-------|-------|
| <input type="radio"/> Audio Tour | _____ | _____ | _____ | _____ |
| <input type="radio"/> Artist-in-Residence/Sculptor-in-Residence program | _____ | _____ | _____ | _____ |
| <input type="radio"/> Evening lighting ceremony | _____ | _____ | _____ | _____ |
| <input type="radio"/> Film shown in visitor center | _____ | _____ | _____ | _____ |
| <input type="radio"/> Junior Ranger program (ages 5-12) | _____ | _____ | _____ | _____ |
| <input type="radio"/> Lakota, Nakota, & Dakota Heritage Village (exhibits, displays, programs/talks, etc.) | _____ | _____ | _____ | _____ |
| <input type="radio"/> Lincoln Borglum Visitor Center exhibits | _____ | _____ | _____ | _____ |
| <input type="radio"/> Trailside exhibits | _____ | _____ | _____ | _____ |
| <input type="radio"/> Park brochure/map | _____ | _____ | _____ | _____ |
| <input type="radio"/> Park newspaper | _____ | _____ | _____ | _____ |
| <input type="radio"/> Presidential Trail - ranger-led walk | _____ | _____ | _____ | _____ |
| <input type="radio"/> Presidential Trail - self guided walk | _____ | _____ | _____ | _____ |
| <input type="radio"/> Sculptor's Studio talk | _____ | _____ | _____ | _____ |
| <input type="radio"/> Ranger-led talks (other than Sculptor's Studio talk and Presidential Trail) | _____ | _____ | _____ | _____ |

d) Do you have any comments about the above information services?

Service/facility	Comment
_____	_____
_____	_____

9. a) Please mark (●) **all** the visitor services and facilities that your personal group **used** at Mount Rushmore National Memorial during this visit.

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

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

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

- | | | | | |
|---|-------|-------|-------|-------|
| <input type="radio"/> Emergency services/visitor assistance | _____ | _____ | _____ | _____ |
| <input type="radio"/> Information Center (overall) | _____ | _____ | _____ | _____ |
| <input type="radio"/> Lakota, Dakota, Nakota Heritage Village (overall facility) | _____ | _____ | _____ | _____ |
| <input type="radio"/> Lincoln Borglum Visitor Center (overall) | _____ | _____ | _____ | _____ |
| <input type="radio"/> Restrooms | _____ | _____ | _____ | _____ |
| <input type="radio"/> Sales items in bookstores (books/DVDs, etc. (in visitor center, information center, or Sculptor's Studio) | _____ | _____ | _____ | _____ |
| <input type="radio"/> Sculptor's Studio (overall facility) | _____ | _____ | _____ | _____ |

d) Do you have any comments about the above visitor services and facilities?

Service/facility	Comment
_____	_____
_____	_____

10. a) On this visit, did your personal group use the parking facility or gift shop?

☐ Yes ☐ No, did not use any service → **Go to Question 11**

- b) If YES, please rate the following aspects of your personal group's parking or shopping experience. If you did not use a certain service, please mark "did not use" and move to the next service.

Did not use	Aspect of service	Satisfaction level				
		Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very Satisfied
<input type="radio"/>	Parking facility					
	Appearance of facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Ease of use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Interactions with staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Length of wait: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Gift shop					
	Appearance of facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Choice of sales items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Interactions with staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Length of wait: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Quality of sales items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c) Please make any comments about the above services (for example: gift shop, unable to find the item I wanted). Please be specific.

Service	Comment

11. a) During this visit to Mount Rushmore National Memorial, did your personal group obtain information from a uniformed National Park Service employee (park ranger, staff, or volunteer)?

☐ Yes ☐ No → Go to Question 12

- b) If YES, using the scale below, please rate the quality of your interaction. Please mark (●) one response for each item.

Element	Very poor	Poor	Average	Good	Very good
Helpfulness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteousness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. a) On this visit, did your personal group use the Carvers Cafe or the ice cream/fudge shop?

☐ Yes ☐ No, did not use any service → Go on to Question 13

- b) If YES, please rate the following aspects of your personal group's dining experience. If you did not use a certain service, please mark "did not use" and move to the next service.

Did not use	Aspect of service	Satisfaction level				
		Very dissatisfied	Dissatisfied	Neither dissatisfied nor satisfied	Satisfied	Very Satisfied
<input type="radio"/>	Indoor food service					
	Appearance of facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Choice of menu items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Interactions with staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Length of wait: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Preparation of menu items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	Outdoor food service					
	Appearance of facility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Choice of menu items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Interactions with staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Length of wait: _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Preparation of menu items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c) Please make any comments about the above services. Please be specific.

Service	Comment

13. a) For you only, if you had NOT been able to visit Mount Rushmore National Memorial on this trip, would you have visited at another time?

☐ No, unlikely ☐ Yes, likely → **Go to Question 14**

- b) If NO, what would you have done with the time you spent on this trip? Please mark (●) **one**.

☐ Gone somewhere else → Distance from home _____ miles

- OR -

Location _____ (Place, city, & state)

☐ Vacated at home

☐ Gone to work at my regular job

☐ Not sure/none of these

14. a) Please mark (●) **all** the facilities that your personal group used during this visit to Mount Rushmore National Memorial.

- b) Please rate your satisfaction level (from 1 to 5) with the **cleanliness** of the facilities that your personal group used.

- c) Please rate your satisfaction level (from 1 to 5) with the **state of repair and maintenance**.

Satisfaction level	
1= Very dissatisfied	2= Dissatisfied
3= Neither dissatisfied nor satisfied	
4= Satisfied	5= Very satisfied

a) Facility used	Facility	b) Cleanliness	c) State of repair and maintenance
<input type="radio"/>	Amphitheater	_____	_____
<input type="radio"/>	Avenue of Flags	_____	_____
<input type="radio"/>	Information Center	_____	_____
<input type="radio"/>	Lincoln Borglum Museum	_____	_____
<input type="radio"/>	Main restrooms	_____	_____
<input type="radio"/>	Trail-side restrooms	_____	_____
<input type="radio"/>	Presidential Trail	_____	_____
<input type="radio"/>	Roadways	_____	_____
<input type="radio"/>	Sculptor's Historic Studio	_____	_____

- d) Please make any comments about the cleanliness or state of repair and maintenance of the above facilities.

Facility	Comment
_____	_____
_____	_____

15. For your personal group, please estimate all expenditures for the items listed below for this visit to Mount Rushmore National Memorial and the surrounding **area** (within a 100-mile drive of the memorial).

- a) Please list your personal group's total expenditures inside Mount Rushmore National Memorial.

- b) Please list your personal group's total expenditures in the **surrounding area** outside the memorial (within a 100-mile drive of the memorial).

NOTE: Surrounding area residents should only include expenditures that were just for this trip to Mount Rushmore National Memorial.
--

EXPENDITURES

a) Inside memorial b) Outside memorial

Spent no money (●)	<input type="radio"/>	→ Go to (b)	<input type="radio"/>	→ Go to (c)
Lodge, hotel, motel, cabin, B&B, etc.	n/a	\$ _____		
Camping fees and charges	n/a	\$ _____		
Guide fees and charges (including audio tour fee)	\$ _____			
Restaurants and bars	\$ _____			
Groceries and takeout food	\$ _____			
Gas and oil (auto, RV, boat, etc.)	n/a	\$ _____		
Other transportation expenses (Concession parking fee, rental cars, taxis, auto repairs, but NOT airfare)	\$ _____			
Admission, recreation, entertainment fees	n/a	\$ _____		
All other expenditures (souvenirs, books, sporting goods, clothing, donations, etc.)	\$ _____			

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

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

16. On this visit, was your personal group part of the following types of organized groups? Please mark (●) **one** for **each**.

- a) Commercial guided tour group ☐ Yes ☐ No
- b) School/educational group ☐ Yes ☐ No
- c) Other (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

17. a) On this visit, which type 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 in personal group

- c) On this visit, how many vehicles did your personal group use to arrive at the memorial? If you did not arrive by vehicle please write "0".

_____ Number of vehicles

- d) On this trip, how many times did your personal group enter the memorial?

_____ Number of entries

18. For 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 Mount Rushmore National Memorial (including this visit)	
			c) Past 12 months	d) Lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

19. a) For you only, which category best represents your annual **household** income? Please mark (●) **one**.

- ☐ Less than \$24,999 ☐ \$50,000-\$74,999 ☐ \$150,000-\$199,999
- ☐ \$25,000-\$34,999 ☐ \$75,000-\$99,999 ☐ \$200,000 or more
- ☐ \$35,000-\$49,999 ☐ \$100,000-\$149,999 ☐ Do not wish to answer

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

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

☐ None **OR** Amount forgone \$ _____

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

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

21. a) Are members of your personal group Hispanic or Latino? Please mark (●) **one** for each group member.

	Yourselves	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
Yes, Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No, not Hispanic or Latino	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) What is the race of each member of your personal group? Please mark (●) **one or more** for each group member.

	Yourselves	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Black or African American	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native Hawaiian or other Pacific Islander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
White	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Is there anything else your personal group would like to tell us about your visit to Mount Rushmore National Memorial?

23. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to your personal group at Mount Rushmore National Memorial 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"/>

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

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Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn 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?

The VSP database website (<http://vsp.uidaho.edu>) allows data searches for comparisons of data from one or more parks.

For more information please contact:

Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
875 Perimeter Drive MS 1139
Moscow, ID 83843-1139

Phone: 208-885-2585
Fax: 208-885-4261
Email: lenale@uidaho.edu
Website: <http://www.psu.uidaho.edu>

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman and Carley-Baxter 2000; Dillman, 2007; Stoop 2004). In this study, we used five variable group type, group size, age of the group member (at least 16 years old) completing the survey, whether the park was the primary destination for the visit, and distance from the visitor's place of residence to the park to check for non-response bias.

Chi-square tests were used to detect the difference in the response rates among different group types, whether the park was the primary destination for this visit, and visitor's place of residence and proximity to the park. The hypothesis was that there is no significant difference across different categories (or groups) between respondents and non-respondents. If the p-value is greater than 0.05, the difference between respondents and non-respondents is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondent's and non-respondent's average age and group size. The p-values represent the significance levels of these tests. If the p-value is greater than 0.05, the two groups are judged to be insignificantly different.

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

1. Respondents from different group types are equally represented
2. Respondents and non-respondents are not significantly different in terms of distance from their home to the park
3. Respondents and non-respondents are not significantly different in terms of reason for visiting the park
4. Average age of respondents – average age of non-respondents = 0
5. Average group size of respondents – average group size of non-respondents = 0

As shown in Tables 3 to 6, the p-values for respondent/non-respondent comparisons for age and distance from home to the park are less than 0.05, indicating significant differences between respondents and non-respondents. The results indicate some biases occurred due to non-response. Visitors at younger age ranges (especially 45 and younger) and visitors traveling with friends were underrepresented in the survey results. The differences, however, were not found in other variables. Results of the study in this report only reflect the simple frequencies. Inferences of the survey results should be weighted to counterbalance the effects of nonresponse bias.

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