



Acadia National Park

Socioeconomic Monitoring Pilot Implementation

Summer 2015

Natural Resource Report NPS/XXXX/NRR—2016/XXX



ON THE COVER

Photograph of Rocky Ocean Drive Coast

Photograph courtesy of the National Park Service/Kristi Rugg

Acadia National Park

Socioeconomic Monitoring Pilot Implementation

Summer 2015

Natural Resource Report NPS/XXXX/NRR—2016/XXX

RSG
55 Railroad Row
White River Junction, VT 05001

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U.S. Department of the Interior
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Contents

	Page
Figures.....	vii
Tables.....	xii
Appendices.....	xviii
Executive Summary	xix
Acknowledgments.....	xxi
List of Terms.....	xxi
Introduction.....	1
Organization of Report.....	1
Presentation of the Results	2
Methods.....	3
Survey Method	3
Sampling Plan.....	3
Questionnaire Design	6
Sampling Procedures	6
Sampling Results	9
Data Entry and Cleaning	10
Non-Response Bias	10
Weighting of Survey Response Data.....	13
Data Analysis	14
Limitations.....	14
Special Conditions.....	14
Results.....	15
Group and Visitor Characteristics	15
Visitor group size	15
Number of adults within group.....	16
Number of children within group.....	17
Visitor group type.....	18
Visitor age	19

Visitor gender	21
Visitor ethnicity	22
Visitor race	23
Visitor speaking language	24
Visitor reading language.....	25
U.S. visitors' state of residence	26
International visitors' country of residence	28
Live in nearby area	29
Visitor level of education	31
Household income.....	32
Household size.....	33
Frequency of visits to park	34
Frequency of visits to other National Park Service sites	35
Pre-Trip Planning and Experience.....	36
Information sources prior to visit	36
Information needed.....	38
Forms of transportation	40
Number of people in vehicle	41
Water-based transportation.....	42
Hours traveled to park	43
Miles traveled to park.....	44
Role of park visit in trip away from home	45
Role of park visit in trip away from home, if not primary or sole purpose for trip.....	46
Reasons for visiting the park on this trip.....	48
Most important reason for visiting on this trip.....	56
Park Experience and Activities	58
Type of entrance fee applied	58
Length of stay in park.....	59
Days entered or re-entered park	61
Overnight stay	62

Nights spent in overnight accommodations	63
Visits to other National Park Service sites	70
Other National Park Service sites visited	71
Activity participation.....	72
Primary activity on this trip.....	76
Visitors with physical conditions	78
Programs and services participation.....	81
Learning from park staff, programs, and/or exhibits.....	83
Learning about subjects on future visits	86
Expenditures	88
Purchase of package tour(s).....	88
Items included in package tour(s) as a part of visit	92
Total expenditures inside park and nearby area	94
Percentages of total expenditures inside park and nearby area	95
Number of people covered by expenses.....	97
Adults covered by expenses	98
Children covered by expenses	99
Sharing of expenses.....	100
Total expenditures outside of park and nearby area	101
Evaluations of Park Experience and Post-Trip Experience.....	102
Aspects most liked about visit to park.....	102
Aspects least liked about visit to park	104
Expectations for visit to Acadia NP	106
Importance of use of personal electronic devices.....	108
Quality of service required to use personal electronic devices	110
Mean scores of importance and quality ratings for use of personal electronic devices	112
Safety.....	113
Crowding	114
Condition of natural resources.....	115
Entrance fee	116

Vandalism and crime.....	117
Accessibility	118
Condition of historical and cultural features	119
Development of adjacent areas.....	120
Quality of facilities, services, and recreational opportunities	121
Services used	129
Overall quality of facilities, services, and recreational opportunities	130
Opinion of national significance of park	131
Visitor Comments.....	132
Additional comments.....	132
Literature Cited	134

Figures

	Page
Figure 1. Example figure	2
Figure 2. Visitor group size	15
Figure 3. Number of adults within group.....	16
Figure 4. Number of children within group	17
Figure 5. Visitor group type.....	18
Figure 6. Visitor age	20
Figure 7. Visitor gender	21
Figure 8. Visitor ethnicity	22
Figure 9. Visitor race	23
Figure 10. Preferred speaking language.....	24
Figure 11. Preferred reading language	25
Figure 12. Proportion of U.S. visitors by state of residence	27
Figure 13. Visitors who live in nearby area	29
Figure 14. Map of Acadia NP and nearby area.....	30
Figure 15. Visitor level of education	31
Figure 16. Annual household income	32
Figure 17. Size of household	33
Figure 18. Park visits in last 12 months	34
Figure 19. Other NPS site visits in last 12 months	35
Figure 20. Visitor groups that obtained information about the park prior to visit	36
Figure 21. Information sources used prior to trip	37
Figure 22. Had information needed on this trip	38
Figure 23. Transportation used to travel to park.....	40
Figure 24. Number of passengers in car, truck or SUV	41
Figure 25. Water-based transportation used to travel to park	42
Figure 26. Hours traveled one way to park.....	43
Figure 27. Miles traveled one way to park.....	44
Figure 28. Role of park visit in trip away from home.....	45

Figure 29. Location of other equally important destinations	46
Figure 30. Location of primary destination if spur of the moment trip	47
Figure 31. Reasons for visiting the park on this trip	49
Figure 32. Importance of being outdoors.....	50
Figure 33. Importance of viewing wildlife or natural scenery.....	50
Figure 34. Importance of spending time with friends/family	51
Figure 35. Importance of relaxing.....	51
Figure 36. Importance of getting physical exercise	52
Figure 37. Importance of hearing the sounds of nature/quiet	52
Figure 38. Importance of visiting a NPS site	53
Figure 39. Importance of experiencing solitude	53
Figure 40. Importance of learning more about nature	54
Figure 41. Importance of viewing dark night sky/stars	54
Figure 42. Importance of learning more about American history and culture.....	55
Figure 43. Importance of attending a special event	55
Figure 44. Most important reason for visiting Acadia NP on this trip.....	57
Figure 45. Entrance fees that applied to visitor groups.....	58
Figure 46. Number of hours visiting the park by groups who spent less than 24 hours in the park.....	59
Figure 47. Number of days visiting the park by groups who spent 24 hours or more in the park	60
Figure 48. Number of days entered or re-entered park	61
Figure 49. Visitors who stayed overnight in/near park.....	62
Figure 50. Accommodations for nights spent in Acadia NP or the nearby area.....	63
Figure 51. Nights spent camping in Acadia NP.....	64
Figure 52. Nights spent camping outside Acadia NP	65
Figure 53. Nights spent lodging in Acadia NP	66
Figure 54. Nights spent in lodging outside Acadia NP	67
Figure 56. Nights in other accommodations (e.g., friends/relatives).....	69
Figure 57. Visited other NPS sites on trip away from home	70
Figure 58. Participation in activities on this trip.....	73

Figure 59. Primary activity on this trip to Acadia NP	77
Figure 60. Visitors with physical conditions	78
Figure 61. Specific difficulties had by visitor group member(s)	80
Figure 62. Participation in programs and services	82
Figure 63. Visitors who learned something from park staff, programs, and/or exhibits	83
Figure 64. Visitors who would like to learn about specific subjects on future visits	86
Figure 65. Visitor groups with member(s) who purchased packaged tour(s)	88
Figure 66. Total length of package tour(s) purchased by at least one group member	89
Figure 67. Total cost per person for package tour(s) purchased by at least one group member	90
Figure 68. Number of group members on package tour(s) purchased by at least one group member	91
Figure 69. Items included in package tour(s) purchased by at least one group member	93
Figure 70. Total expenditures inside the park and in nearby area	94
Figure 71. Percentages of total expenditures within Acadia NP and nearby area	96
Figure 72. Visitors covered by expenses	97
Figure 73. Adults covered by expenses	98
Figure 74. Children covered by expenses	99
Figure 75. Sharing of expenses in visitor group	100
Figure 76. Total expenditures outside of park and nearby area	101
Figure 77. Meeting of expectations for visit on this trip.....	106
Figure 78. Importance of using personal electronic devices.....	109
Figure 79. Quality of service required to use personal electronic devices.....	111
Figure 80. Mean scores for importance and quality ratings for use of personal electronic devices.....	112
Figure 81. Extent of agreement/disagreement with statement on safety of Acadia NP.....	113
Figure 82. Extent of agreement/disagreement with statement on crowding in Acadia NP	114
Figure 83. Extent of agreement/disagreement with statement on condition of natural resources in Acadia NP	115
Figure 84. Extent of agreement/disagreement with statement on entrance fee for Acadia NP	116
Figure 85. Extent of agreement/disagreement with statement on vandalism and crime in Acadia NP	117

Figure 86. Extent of agreement/disagreement with statement on accessibility of Acadia NP	118
Figure 87. Extent of agreement/disagreement with statement on condition of historical and cultural features in Acadia NP	119
Figure 88. Extent of agreement/disagreement with statement on development of adjacent areas near Acadia NP	120
Figure 89. Quality of facilities, services, and recreational opportunities.....	122
Figure 90. Quality of outdoor recreation	123
Figure 91. Quality of walkways, trails, and roads	123
Figure 92. Quality of ranger programs.....	124
Figure 93. Quality of assistance from park employees	124
Figure 94. Quality of campgrounds and/or picnic areas	125
Figure 95. Quality of park map or brochure	125
Figure 96. Quality of visitor center	126
Figure 97. Quality of exhibits (indoor and outdoor).....	126
Figure 98. Quality of learning about nature, history, or culture	127
Figure 99. Quality of value for entrance fee paid	127
Figure 100. Quality of restrooms	128
Figure 101. Quality of commercial services in the park	128
Figure 102. Overall rating of facilities, services, and recreational opportunities	130
Figure 103. Acadia Mountain trailhead sampling location.....	204
Figure 104. Bar Harbor Green sampling location.....	205
Figure 105. Bass Harbor Lighthouse sampling location.....	206
Figure 106. Brown Mountain carriage road trailhead sampling location	207
Figure 107. Bubble Rock trailhead sampling location.....	208
Figure 108. Cadillac Mountain summit sampling location.....	209
Figure 109. Duck Brook carriage road trailhead sampling location	210
Figure 110. Eagle Lake carriage road trailhead sampling location.....	211
Figure 111. Echo Lake sampling location	212
Figure 112: Gilley Field sampling location	213
Figure 113: Hulls Cove Visitor Center sampling location.....	214

Figure 114. Jordan Pond House sampling location (alternated between east and west location by hour)	215
Figure 115. Sand Beach sampling location.....	216
Figure 116. Frazer Point sampling location.....	217
Figure 117. Ship Harbor trailhead sampling location	218
Figure 118. Sieur de Monts sampling location	219
Figure 119. Wonderland trailhead sampling location.....	220
Figure 120. Thunder Hole sampling location	221
Figure 121. Stonington Ferry dock sampling location.....	222
Figure 122: Schoodic Peninsula Island Explorer bus route	223
Figure 123. Blackwoods Campground sampling location.....	225
Figure 124. Seawall Campground sampling location	226

Tables

	Page
Table 1. Sampling Plan – Mount Desert Island sites	4
Table 2. Sampling Plan – Mount Desert Island sites (continued).....	4
Table 3. Sampling Plan – Mount Desert Island sites (continued).....	5
Table 4. Sampling Plan – Mount Desert Island sites (continued).....	5
Table 5. Sampling Plan – Schoodic Peninsula and Isle au Haut sites	6
Table 6. Number of questionnaires distributed, by sampling location	8
Table 7. Follow-up mailing distribution	9
Table 8. Number of completed questionnaires, by sampling location	10
Table 9. Number and percentage of respondents and non-respondents with valid values for non-response variables	12
Table 10. Initial contact gender comparison between respondents and non-respondents	12
Table 11. Number of adult group members comparison between respondents and non- respondents	13
Table 12. United States visitors by state of residence*	26
Table 12 (continued). United States visitors by state of residence*	27
Table 13. International visitors by country of residence*	28
Table 14. Information needed	39
Table 15. Other National Park Service sites visited.....	71
Table 16. Non-motorized water travel activities.....	74
Table 17. Motorized water travel activities	75
Table 18. Water play activities	75
Table 19. Activities/services/facilities difficult to participate in/access.....	79
Table 20. Subjects learned	84
Table 20 (continued). Subjects learned.....	85
Table 21. Subjects visitors would like to learn about on future visits	87
Table 22. Aspects liked most about visit	102
Table 22 (continued). Aspects most liked about visit.....	103
Table 23. Aspects least liked about visit.....	104
Table 23 (continued). Aspects liked least about visit	105

Table 24. Reasons expectations were "not entirely" met.....	107
Table 25. Services used.....	129
Table 26. Opinions of national significance of park.....	131
Table 27. Additional comments about facilities, services, or recreational opportunities	132
Table 27 (continued). Additional comments about facilities, services, or recreational opportunities	133
Table 28. Mean/median/standard deviation of selected variables	135
Table 28 (continued). Mean/median/standard deviation of selected variables	136
Table 28 (continued). Mean/median/standard deviation of selected variables	137
Table 29. Unweighted and weighted results, Question 1, Group size	167
Table 30. Unweighted and weighted results, Question 1, Number of adults in group	167
Table 31. Unweighted and weighted results, Question 1, Number of children in group.....	167
Table 32. Unweighted and weighted results, Question 2, Group type.....	168
Table 33. Unweighted and weighted results, Question 34, Age	168
Table 34. Unweighted and weighted results, Question 35, Gender	168
Table 35. Unweighted and weighted results, Question 35, Hispanic or Latino	169
Table 36. Unweighted and weighted results, Question 36, Race.....	169
Table 37. Unweighted and weighted results, Question 40, Speaking language	169
Table 38. Unweighted and weighted results, Question 40, Reading language	170
Table 39. Unweighted and weighted results, Question 26, Live within the nearby area.....	170
Table 40. Unweighted and weighted results, Question 37, Highest level of formal education completed	170
Table 41. Unweighted and weighted results, Question 38, Household income.....	171
Table 42. Unweighted and weighted results, Question 39, Household size	171
Table 43. Unweighted and weighted results, Question 34, Number of visits to park in last 12 months.....	171
Table 44. Unweighted and weighted results, Question 34, Number of visits to other NPS sites in the last 12 months	172
Table 45. Unweighted and weighted results, Question 8, Obtained information	172
Table 46. Unweighted and weighted results, Question 8, Information sources.....	173
Table 47. Unweighted and weighted results, Question 9, Had information needed	173
Table 48. Unweighted and weighted results, Question 3, Form of transportation.....	174

Table 49. Unweighted and weighted results, Question 3, Number of passengers	174
Table 50. Unweighted and weighted results, Question 3, Form of water transportation.....	174
Table 51. Unweighted and weighted results, Question 4, Number of hours traveled.....	175
Table 52. Unweighted and weighted results, Question 4, Number of miles traveled.....	175
Table 53. Unweighted and weighted results, Question 28, Purpose of trip to Acadia NP	175
Table 54. Unweighted and weighted results, Question 28, Other equally important destinations located within nearby area	176
Table 55. Unweighted and weighted results, Question 28, Primary destination located within the nearby area	176
Table 56. Unweighted and weighted results, Question 10, Summary of Important reasons for visiting Acadia NP on this trip, sum of Extremely Important and Very Important responses	176
Table 57. Unweighted and weighted results, Question 10, Importance of viewing wildlife or natural scenery	177
Table 58. Unweighted and weighted results, Question 10, Importance of learning more about nature.....	177
Table 59. Unweighted and weighted results, Question 10, Importance of spending time with friends/family	177
Table 60. Unweighted and weighted results, Question 10, Importance of being outdoors	178
Table 61. Unweighted and weighted results, Question 10, Importance of hearing the sounds of nature/quiet	178
Table 62. Unweighted and weighted results, Question 10, Importance of relaxing	178
Table 63. Unweighted and weighted results, Question 10, Importance of visiting a NPS site	179
Table 64. Unweighted and weighted results, Question 10, Importance of learning more about American history and culture	179
Table 65. Unweighted and weighted results, Question 10, Importance of experiencing solitude	179
Table 66. Unweighted and weighted results, Question 10, Importance of viewing dark night sky/stars	180
Table 67. Unweighted and weighted results, Question 10, Importance of getting physical exercise	180
Table 68. Unweighted and weighted results, Question 10, Importance of attending a special event.....	180
Table 69. Unweighted and weighted results, Question 11, Most important reason for visiting Acadia NP on this trip.....	181

Table 70. Unweighted and weighted results, Question 5, Entrance fee.....	181
Table 71. Unweighted and weighted results, Question 7, Number of hours in park	182
Table 72. Unweighted and weighted results, Question 7, Number of days in park.....	182
Table 73. Unweighted and weighted results, Question 6, Number of days enter/re-enter park	182
Table 74. Unweighted and weighted results, Question 27, Stay overnight	183
Table 75. Unweighted and weighted results, Question 27, Accommodation	183
Table 76. Unweighted and weighted results, Question 27, Number of nights backcountry camping in Acadia NP	183
Table 77. Unweighted and weighted results, Question 27, Number of nights camping in Acadia NP	184
Table 78. Unweighted and weighted results, Question 27, Number of nights camping outside Acadia NP.....	184
Table 79. Unweighted and weighted results, Question 27, Number of nights lodging in Acadia NP	184
Table 80. Unweighted and weighted results, Question 27, Number of nights lodging outside Acadia NP.....	185
Table 81. Unweighted and weighted results, Question 27, Number of nights on a cruise ship.....	185
Table 82. Unweighted and weighted results, Question 27, Number of nights in other accommodations	185
Table 83. Unweighted and weighted results, Question 29, Visit other NPS sites on trip away from home	186
Table 84. Unweighted and weighted results, Question 12, Activity participation	186
Table 85. Unweighted and weighted results, Question 13, Primary activity	187
Table 86. Unweighted and weighted results, Question 18, Member in group with physical condition	187
Table 87. Unweighted and weighted results, Question 18, Difficulty	188
Table 88. Unweighted and weighted results, Question 14, Program/service participation	188
Table 89. Unweighted and weighted results, Question 15, Learned from staff, programs, and/or exhibits.....	189
Table 90. Unweighted and weighted results, Question 16, Desire to learn about subjects	189
Table 91. Unweighted and weighted results, Question 30, Purchase package tour(s).....	189
Table 92. Unweighted and weighted results, Question 30, Number of days of package tour(s).....	189

Table 93. Unweighted and weighted results, Question 30, Cost per person of package tour(s).....	190
Table 94. Unweighted and weighted results, Question 30, Number of people in group on package tour(s).....	190
Table 95. Unweighted and weighted results, Question 30, Included in package tour(s).....	190
Table 96. Unweighted and weighted results, Question 31, Total expenditures	191
Table 97. Unweighted and weighted results, Question 33, Total number of people covered by the expenses for this trip	191
Table 98. Unweighted and weighted results, Question 33, Number of adults covered by the expenses for this trip	191
Table 99. Unweighted and weighted results, Question 33, Number of children covered by the expenses for this trip	192
Table 100. Unweighted and weighted results, Question 33, Number of people in group who split trip expenses.....	192
Table 101. Unweighted and weighted results, Question 32, Out of area expenses	192
Table 102. Unweighted and weighted results, Question 21, Visit met expectations	193
Table 103. Unweighted and weighted results, Question 17, Extremely or very important to use personal electronic devices to do specific tasks	193
Table 104. Unweighted and weighted results, Question 17, Good or very good quality of service required to do specific tasks	193
Table 105. Unweighted and weighted results, Question 22, Acadia NP is a safe place to visit.....	194
Table 106. Unweighted and weighted results, Question 22, Acadia NP is too crowded.....	194
Table 107. Unweighted and weighted results, Question 22, Natural resources in Acadia NP are in pristine condition	194
Table 108. Unweighted and weighted results, Question 22, The entrance fee for Acadia NP is too high.....	195
Table 109. Unweighted and weighted results, Question 22, Vandalism and crime are not a problem in Acadia NP	195
Table 110. Unweighted and weighted results, Question 22, Acadia NP is not accessible to persons with physical disabilities.....	195
Table 111. Unweighted and weighted results, Question 22, Historical and cultural features in Acadia NP are well maintained/preserved	196
Table 112. Unweighted and weighted results, Question 22, Development of adjacent areas detracts from visitors' experiences at Acadia NP.....	196

Table 113. Unweighted and weighted results, Question 23, Quality of the facilities, services, and recreational opportunities in Acadia NP, sum of Very Good and Good responses	196
Table 114. Unweighted and weighted results, Question 23, Quality of learning about nature, history, or culture	197
Table 115. Unweighted and weighted results, Question 23, Quality of ranger programs	197
Table 116. Unweighted and weighted results, Question 23, Quality of outdoor recreation	197
Table 117. Unweighted and weighted results, Question 23, Quality of assistance from park employees	198
Table 118. Unweighted and weighted results, Question 23, Quality of park map or brochure	198
Table 119. Unweighted and weighted results, Question 23, Quality of value for entrance fee paid.....	198
Table 120. Unweighted and weighted results, Question 23, Quality of walkways, trails, and roads	199
Table 121. Unweighted and weighted results, Question 23, Quality of visitor center	199
Table 122. Unweighted and weighted results, Question 23, Quality of exhibits.....	199
Table 123. Unweighted and weighted results, Question 23, Quality of restrooms.....	200
Table 124. Unweighted and weighted results, Question 23, Quality of campgrounds and/or picnic areas	200
Table 125. Unweighted and weighted results, Question 23, Quality of commercial services in the park.....	200
Table 126. Unweighted and weighted results, Question 24, Overall quality of the facilities, services, and recreational opportunities in Acadia NP	201

Appendices

	Page
Appendix 1. Descriptive Statistics	135
Appendix 2. The Questionnaire	138
Appendix 3. The Thank You/Reminder Postcard.....	164
Appendix 4. The Replacement Mailing Cover Letter.....	166
Appendix 5. Tabular Unweighted and Weighted Results.....	167
Appendix 6. Detailed Sampling Procedures	202

Executive Summary

- This report describes the results of a visitor study at Acadia National Park (NP) during August 7 – 31, 2015. A total of 1,065 questionnaires were distributed to visitor groups. Of those, 734 questionnaires were returned, resulting in an overall 68.9% response rate.
- This report profiles a systematic sample of Acadia NP visitors. Most of the results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comment Appendix.
- Forty-seven percent of visitor groups were in groups of two and 33% of groups were in groups of four or more. A majority of visitor groups (68%) were family groups.
- Thirty-one percent of visitors were ages 35 to 54 years old, 21% were under 18 years old, 18% were 55 to 64 years old, 16% were 65 years old or older, and 14% were 18 to 34 years old.
- Hispanic or Latino visitors comprised 2% of visitation during the survey period. Most visitors (92%) were White and 3% were Asian.
- Nearly all visitor groups preferred to speak (98%) and read (98%) English when visiting an area such as Acadia NP.
- United States visitors comprised 91% of total visitation during the survey period, with 20% of US visitors from New Jersey, 16% of US visitors from Massachusetts, 13% of US visitors from Maine, and smaller proportions from 42 other states. International visitors comprised 9% of total visitation with 34% of international visitors from Canada, 21% of international visitors from Germany, 16% of international visitors from the United Kingdom, and smaller proportions from 9 other countries.
- Eighty-three percent of visitors indicated having visited the park only once during the last 12 months, while 18% had visited more than once during the past year.
- Most visitor groups (97%) obtained information about the park prior to their visit. Prior to this visit, visitor groups most often obtained information about the park through the Acadia NP website (55%) and from friends/relatives/word of mouth (52%). Most visitor groups (94%) had the information they needed prior to their visit.
- Ninety-five percent of visitor groups used a car, truck, or SUV to get from their home to the park, and 20% used an airplane. Sixty-one percent of visitor groups spent up to 8 hours traveling from their home to the park. Forty-eight percent of visitor groups traveled up to 499 miles from their home to get to the park.
- The most important reasons for visitors to visit Acadia NP included to view wildlife or natural scenery (32% of visitor groups), and to spend time with friends/family (28%).
- Eighty-two percent of visitor groups stayed overnight in the park or in the nearby area. The majority of the groups (59%) stayed overnight in lodging outside of Acadia NP.

- One tenth (11%) of visitor groups visited another National Park Service site on their trip away from home. The mostly commonly reported other National Park Service sites visited included Cape Cod National Seashore, Boston National Historical Park and Roosevelt Campobello International Park.
- Forty-six percent of visitor groups reported that day hiking (≥ 1 hour) was their primary activity; 26% reported that viewing wildlife, natural features, scenery, wildflowers, etc. was their primary activity. One-fifth (20%) of visitor groups reported having no primary activity.
- The vast majority of visitor groups (93%) indicated that no one in their group had a physical condition that made it difficult to access or participate in activities or services during their visit. Of those visitor groups that did have a group member with a physical condition, the mostly commonly reported physical condition was a mobility-related condition (65%).
- The majority of visitor groups went to the Visitor Center (71%) and/or read the park brochure (65%). Fifty-six percent of visitor groups reported viewing outdoor exhibits and almost half of visitor groups talked informally with a ranger (47%).
- The average total expenditure per person inside the park and nearby area (per capita, for those visitor groups that spent money) was \$501, with a median group expenditure (50% spent more and 50% spent less) of \$980.

Acknowledgments

We thank the staff of Acadia National Park and the National Park Service for their assistance and support with this visitor use study. In particular, the support from Acadia National Park staff, and the National Park Service's Social Science Program are to be acknowledged.

List of Terms

NPS	National Park Service
SEM	Socioeconomic Monitoring
SSP	Social Science Program
VSP	Visitor Services Project

Introduction

During 2015 through 2016, the National Park Service (NPS) Social Science Program (SSP) conducted pilot implementation of an in-park Socioeconomic Monitoring (SEM) visitor survey in several units of the National Park System. This report describes the results of pilot implementation of the SEM visitor survey at Acadia National Park (NP) from August 7 through August 31, 2015. The study was conducted by RSG, under a contract with the NPS SSP.

Organization of Report

This report is organized into three sections

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

Section 2: Results This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The results are organized by topic areas, starting with visitor and visitor group characteristics, followed by results of questions related to pre-arrival, onsite, and post-trip stages of park visits.

Section 3: Appendices

Appendix 1. *Descriptive Statistics*. Descriptive statistics for those variables for which measures of central tendency can be computed.

Appendix 2. *The Questionnaire*. A copy of the questionnaire distributed to visitor groups.

Appendix 3. *The Thank You/Reminder Postcard*. A copy of the thank you/reminder postcard mailed to visitor groups.

Appendix 4. *The Replacement Mailing Cover Letter*. A copy of the replacement mailing cover letter mailed to visitor groups.

Appendix 5. *Unweighted and Weighted Frequencies*. Tabular summaries of unweighted and weighted survey results.

Appendix 6. *Detailed Sampling Procedures*. A detailed description of sampling locations and procedures.

Visitor Comments Appendix (separate document). Visitor responses to open-ended questions. Bound separately due to appendix length.

Presentation of the Results

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

SAMPLE ONLY

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. The phrase "**CAUTION: Number of respondents less than 30 visitor groups**" is shown on the graph to indicate the results are unreliable due to low sample size.

* appears when total percentages do not equal 100 due to rounding.

** appears when total percentages do not equal 100 because visitors could select more than one answer choice.

- 3: Vertical information (y-axis) describes the response categories.
- 4: Horizontal information (x-axis) shows the number or proportion of responses in each category.
- 5: The proportion of visitor groups/visitors who responded to each category.

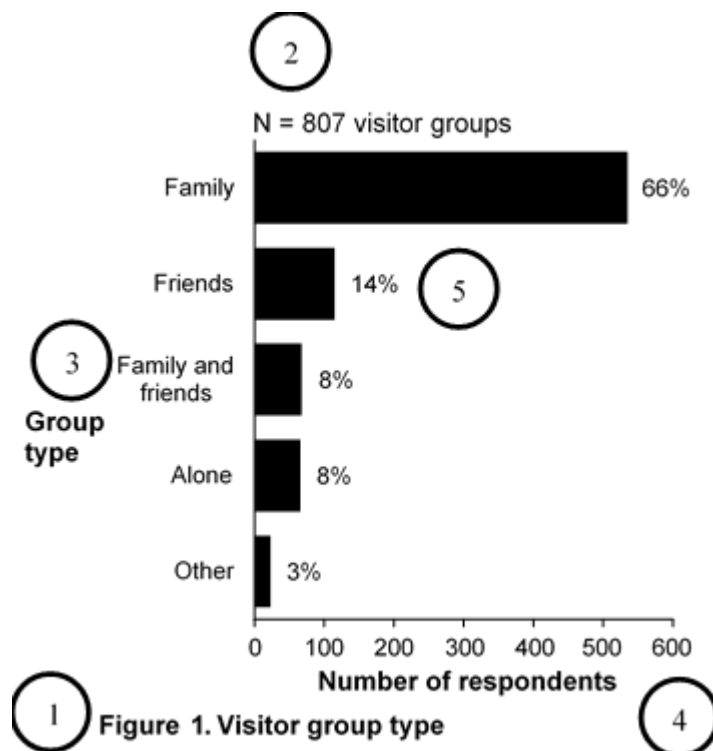


Figure 1. Example figure

Methods

Survey Method

The SEM visitor survey was administered at Acadia NP as a personally delivered self-administered mail-back survey, following the principles outlined in Don A. Dillman's book *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (2014). The survey method included three phases: 1) onsite distribution of a booklet-sized questionnaire, 2) a color-picture reminder postcard mailing, and 3) one replacement mailing of a booklet-sized questionnaire for those participants that had not yet returned a completed questionnaire. The study population included visitor groups with at least one group member 18 years of age or older in Acadia NP during the study period. The target margin of error for summary statistics of no greater than $\pm 5\%$ (Fowler 1993) was used to establish the target sample size at 400 completed questionnaires.

Sampling Plan

The SEM visitor survey was administered at Acadia NP from August 7 through August 31, 2015. The survey administration dates were selected to target peak use at Acadia NP. The peak use month was identified using the five-year average of monthly visitation data for Acadia NP available from the NPS Public Use Statistics Office. Within the peak use month, the survey administration dates were selected to include both weekdays and weekend days.

The list of sampling locations was selected through an iterative, data-driven process. A list of potential sampling locations was compiled using three primary information sources. First, previously conducted visitor use studies and/or survey research were consulted for locations that had been sampled previously. Second, the sampling locations for collection of NPS Public Use Statistics Office visitation data were consulted for potential additional sampling locations. Third, the park's website and other popular trip planning resources for Acadia NP were consulted to ensure that popular visitor locations were not inadvertently excluded from the list of potential sampling locations. The list of potential sampling locations was reduced through consideration of feasibility for survey administration and coverage of the range of user types at Acadia NP. The refined list of sampling locations was finalized through consultation with the NPS SPP and Acadia NP staff. The SEM visitor survey was administered at 22 locations in the park: Acadia Mountain, Bar Harbor Green, Bass Harbor Lighthouse, Blackwoods Campground, Brown Mountain, Bubble Rock, Cadillac Mountain Summit, Duck Brook, Eagle Lake, Echo Lake, Gilley Field, Hulls Cover Visitor Center, Jordan Pond House, Sand Beach, Frazer Point, Schoodic Island Explorer Shuttle, Seawall Campground, Ship Harbor, Sieur de Monts, Stonington Ferry, Thunder Hole, and Wonderland.

The SEM visitor survey was administered for a select range of hours on each sampling day. The hours of survey administration varied among sampling days to capture the range of user types at Acadia NP, preventing the systematic exclusion of visitors during off-peak hours of the day. The final sampling plan is presented in Table 1 through Table 5.

Table 1. Sampling Plan – Mount Desert Island sites

Site	Hulls Cove Visitor Center	Bar Harbor Green	Duck Brook	Eagle Lake	Sieur De Monts
Friday, August 7	-	10:00AM-6:00PM	10:00AM-6:00PM	9:00AM-5:00PM	9:00AM-5:00PM
Saturday, August 8	-	-	-	-	-
Sunday, August 9	-	-	-	-	-
Monday, August 10	-	-	-	-	-
Wednesday, August 12	10:00AM-6:00PM	9:00AM-5:00PM	9:00AM-5:00PM	9:00AM-5:00PM	8:00AM-4:00PM
Thursday, August 13	-	-	-	-	-
Monday, August 17	9:00AM-5:00PM	-	-	-	-
Saturday, August 22	9:00AM-5:00PM	-	8:00AM-4:00PM	10:00AM-6:00PM	10:00AM-6:00PM
Sunday, August 23	-	8:00AM-4:00PM			-
Wednesday, August 26	-	-	-	-	-
Friday, August 28	-	-	-	-	-
Saturday, August 29	-	-	-	-	-
Monday, August 31	-	-	-	-	-

Table 2. Sampling Plan – Mount Desert Island sites (continued)

Site	Cadillac Mountain Summit	Bubble Rock	Jordan Pond House	Sand Beach	Thunder Hole
Friday, August 7	8:00AM-4:00PM	-	-	-	-
Saturday, August 8	-	9:00AM-5:00PM	10:00AM-6:00PM	-	-
Sunday, August 9	-	-	-	8:00AM-4:00PM	8:00AM-4:00PM
Monday, August 10	-	-	-	-	-
Wednesday, August 12	9:00AM-5:00PM	-	-	-	-
Thursday, August 13	-	8:00AM-4:00PM	9:00AM-5:00PM	-	-
Monday, August 17	-	-	8:00AM-4:00PM	-	-
Saturday, August 22	10:00AM-6:00PM	-	-	-	-
Sunday, August 23	-	-	-	-	-
Wednesday, August 26	-	-	-	-	-
Friday, August 28	-	-	-	9:00AM-5:00PM	10:00AM-6:00PM
Saturday, August 29	-	10:00AM-6:00PM	-	-	-
Monday, August 31	-	-	-	10:00AM-6:00PM	9:00AM-5:00PM

Table 3. Sampling Plan – Mount Desert Island sites (continued)

Site	Blackwoods Campground	Brown Mountain	Acadia Mountain	Echo Lake	Gilley Field
Friday, August 7	-	-	-	-	-
Saturday, August 8	-	10:00AM-6:00PM	9:00AM-5:00PM	9:00AM-5:00PM	9:00AM-5:00PM
Sunday, August 9	-	-	-	-	-
Monday, August 10	-	-	-	-	-
Wednesday, August 12	-	-	-	-	-
Thursday, August 13	-	8:00AM-4:00PM	9:00AM-5:00PM	10:00AM-6:00PM	8:00AM-4:00PM
Monday, August 17	-	-	10:00AM-6:00PM	-	9:00AM-5:00PM
Saturday, August 22	Morning	-	-	-	-
Sunday, August 23	-	-	-	-	-
Wednesday, August 26	Morning	-	-	-	-
Friday, August 28	-	-	-	-	-
Saturday, August 29	Morning	9:00AM-5:00PM	-	10:00AM-6:00PM	-
Monday, August 31	-	-	-	-	-

Table 4. Sampling Plan – Mount Desert Island sites (continued)

Site	Seawall Campground	Bass Harbor Lighthouse	Ship Harbor	Wonderland
Friday, August 7	-	-	-	-
Saturday, August 8	-	-	-	-
Sunday, August 9	-	-	-	-
Monday, August 10	-	8:00AM-4:00PM	-	9:00AM-5:00PM
Wednesday, August 12	-	-	-	-
Thursday, August 13	-	-	-	-
Monday, August 17	-	-	-	-
Saturday, August 22	-	-	-	-
Sunday, August 23	Morning	10:00AM-6:00PM	-	-
Wednesday, August 26	-	-	-	-
Friday, August 28	Morning	10:00AM-6:00PM	10:00AM-6:00PM	-
Saturday, August 29	-	-	-	-
Monday, August 31	Morning	-	8:00AM-4:00PM	-

Table 5. Sampling Plan – Schoodic Peninsula and Isle au Haut sites

Site	Schoodic-Island Explorer Shuttle	Schoodic-Frazer Point	Stonington Ferry
Friday, August 7	-	-	-
Saturday, August 8	-	-	-
Sunday, August 9	9:00AM-5:00PM	8:30AM-4:30PM	8:30AM-4:30PM
Monday, August 10	9:00AM-5:00PM	8:30AM-4:30PM	8:30AM-4:30PM
Wednesday, August 12	-	-	-
Thursday, August 13	-	-	-
Monday, August 17	9:00AM-5:00PM	8:30AM-4:30PM	-
Saturday, August 22	-	-	-
Sunday, August 23	-	-	-
Wednesday, August 26	-	-	8:30AM-4:30PM
Friday, August 28	-	-	-
Saturday, August 29	-	-	-
Monday, August 31	-	-	-

Questionnaire Design

The SEM questionnaire is a standardized survey instrument designed to gather system-wide information at NPS units about visitor and trip characteristics, visitor spending in gateway communities, visitor perceptions of park experiences, visitor attitudes toward park management, and visitor satisfaction with park services and facilities. The questionnaire was developed through a collaborative process between the NPS SSP and RSG. All of the questions included in the SEM questionnaire were selected from the NPS Programmatic Information Collection Review Pool of Known Questions. The majority of the questions included in the SEM survey instrument ask visitors to choose answers from a list of response options, providing an open-ended option, where appropriate, to ensure that question prompts allowed for inclusive answers. A few questions were completely open-ended to collect unprompted responses from visitors in their own words. The questionnaire was reviewed and approved by the Office of Management and Budget (OMB), and correspondingly conform to OMB standards and guidelines for questionnaire design. Acadia NP staff were asked to review the SEM questionnaire to provide guidance on park-specific tailoring of question prompts to ensure consistency of the survey instrument with park policies, programs, services, and activities.

Sampling Procedures

Mail-back survey packets were administered to visitor groups in Acadia NP using onsite intercept methods (see Appendix 6 for detailed descriptions of how visitors were selected at each sample location). Each contacted visitor group was greeted, introduced to the purpose of the study, and asked to participate. If a visitor group agreed to participate, they were asked which member of the group (at least 18 years old) had the next birthday; the individual with the next birthday was asked to complete the questionnaire for the group. This was done in order to randomize selection of the individual within the group to complete the questionnaire.

Individuals who agreed to complete the questionnaire were asked to provide their name and mailing address. This information was used to send follow-up mailings according to Dillman's (2014) mail-back survey methods. Participating visitors were then administered a mail-back survey packet, which included a booklet-sized questionnaire placed inside of a pre-addressed envelope affixed with a U.S. first class postage stamp. Visitors were asked to complete the questionnaire after completing their trip to the park and to return the questionnaire by mail using the self-addressed postage-paid envelope provided. International visitors were asked to mail their completed questionnaires before leaving the country due to the U.S. first class postage affixed to the return envelope. Table 6 summarizes the survey effort by sampling location.

Table 6. Number of questionnaires distributed, by sampling location

Sampling site	Sampling date														Total questionnaires distributed	
	8/7	8/8	8/9	8/10	8/11	8/12	8/13	8/17	8/22	8/23	8/26	8/28	8/29	8/31	N	%
Acadia Mountain	-	16	-	-	-	-	14	15	-	-	-	-	-	-	45	4%
Bar Harbor Green	18	-	-	-	-	20	-	-	-	18	-	-	-	-	56	5%
Bass Harbor Lighthouse	-	-	-	20	-	-	-	-	-	19	-	20	-	-	59	6%
Blackwoods Campground	-	-	-	-	-	-	-	-	20	-	19	-	19	-	58	5%
Brown Mountain	-	16	-	-	-	-	12	-	-	-	-	-	12	-	40	4%
Bubble Rock	-	19	-	-	-	-	20	-	-	-	-	-	17	-	56	5%
Cadillac Mountain Summit	20	-	-	-	-	19	-	-	20	-	-	-	-	-	59	6%
Duck Brook	19	-	-	-	-	19	-	-	19	-	-	-	-	-	57	5%
Eagle Lake	18	-	-	-	-	15	-	-	15	-	-	-	-	-	48	5%
Echo Lake	-	19	-	-	-	-	19	-	-	-	-	-	14	-	52	5%
Gilley Field	-	14	-	-	-	-	9	3	-	-	-	-	-	-	26	2%
Hulls Cove Visitor Center	-	-	-	-	-	20	-	19	20	-	-	-	-	-	59	6%
Jordan Pond House	-	20	-	-	-	-	20	19	-	-	-	-	-	-	59	6%
Sand Beach	-	-	18	-	-	-	-	-	-	-	-	20	-	20	58	5%
Schoodic-Frazer Point	-	-	20	20	-	-	-	20	-	-	-	-	-	-	60	6%
Schoodic-Island Explorer Shuttle	-	-	3	5	-	-	-	3	-	-	-	-	-	-	11	1%
Seawall Campground	-	-	-	-	-	-	-	-	-	19	-	20	-	20	59	6%
Ship Harbor	-	-	-	-	-	-	-	-	-	-	-	19	-	16	35	3%
Sieur De Monts	20	-	-	-	-	20	-	-	19	-	-	-	-	-	59	6%
Stonington Ferry	-	-	11	16	-	-	-	-	-	-	3	-	-	-	30	3%
Thunder Hole	-	-	20	-	-	-	-	-	-	-	-	20	-	20	60	6%
Wonderland	-	-	-	19	-	-	-	-	-	-	-	-	-	-	19	2%
All sites	95	104	72	80	0	133	94	79	113	56	22	99	62	76	1,065	100%

Two weeks after field survey administration concluded, all survey participants were sent a color-picture postcard (Appendix 3) thanking them for participating in the study and/or reminding them to complete and return the questionnaire (Table 7). Approximately two weeks after mailing the postcards, a replacement mail-back survey packet was sent to individuals who agreed to participate in the study but had not yet returned their questionnaire (Appendix 4). Two distinct replacement mail-back survey packets were sent, depending on whether the provided address was a U.S. address or an international address. U.S. addresses were sent a packet that included a pre-addressed return envelope affixed with a U.S. first class postage stamp. International addresses were sent a packet that included a pre-addressed return envelope printed with international business reply mail postage.

Table 7. Follow-up mailing distribution

Mailing	Date	U.S.	International	Total
Postcards	August 31 & September 11, 2015	996	69	1,065
Replacement Mailing	September 14 & 25, 2015	515	36	551

Sampling Results¹

During the sampling period, 1,223 visitor groups were contacted to participate in the survey (Table 8). Of these groups, 1,065 agreed to participate in the study by accepting a mail-back survey packet (87% cooperation rate). Questionnaires were completed and returned by 734 visitor groups, resulting in a completion rate of 69% among those visitor groups that agreed to participate in the study and an overall response rate of 60% for the study.

¹ Sampling results are reported using three metrics: cooperation rate, completion rate, and overall response rate. Cooperation rate is the proportion of onsite acceptances to total onsite contacts. Response rate is the proportion of completed survey questionnaires to total onsite contacts. Calculation of cooperation rate and response rate follow American Association for Public Opinion Research definitions. Completion rate is the proportion of completed survey questionnaires to onsite acceptances — completion rate is the metric in this study that is directly comparable to response rates reported in the Visitor Services Project (VSP) and is therefore included for reference. See Rookey et al. (2012) for a complete description of VSP response rate calculation.

Table 8. Number of completed questionnaires, by sampling location

Sampling site	N	%
Acadia Mountain	33	4%
Bar Harbor Green	35	5%
Bass Harbor Lighthouse	45	6%
Blackwoods Campground	41	6%
Brown Mountain	29	4%
Bubble Rock	42	6%
Cadillac Mountain Summit	40	5%
Duck Brook	32	4%
Eagle Lake	29	4%
Echo Lake	29	4%
Gilley Field	20	3%
Hulls Cove Visitor Center	40	5%
Jordan Pond House	41	6%
Sand Beach	41	6%
Schoodic-Frazer Point	46	6%
Schoodic-Island Explorer Shuttle	5	1%
Seawall Campground	39	5%
Ship Harbor	29	4%
Sieur De Monts	39	5%
Stonington Ferry	25	3%
Thunder Hole	41	6%
Wonderland	13	2%
All sites	734	100%

Data Entry and Cleaning

Data from returned questionnaires were entered into a database using Teleform, an optical recognition data coding software application. Each questionnaire was scanned and loaded into Teleform, which automatically coded responses and highlighted potential coding errors. Potential coding errors were reviewed and corrected by research staff. Corrected data were subjected to additional cleaning and proofing using Microsoft Excel and SPSS statistical software. Data cleaning and proofing included identification and correction of invalid and/or erroneous values, and complete manual verification of data entry for a randomly selected subset (5%) of the completed questionnaires for quality assurance.

Non-Response Bias

Non-response bias is the bias that results when respondents differ in meaningful ways from non-respondents. Non-response bias affects the ability to generalize survey results from the sample to the study's target population because the sample population is not reflective of the target population, which would include non-respondents as well as respondents (Salant and Dillamn, 1994; Dillman, 2014; Stoop, 2004; Fillion, 1976; Dey, 1997). If non-respondents are found to differ from respondents in meaningful ways, care should be taken when interpreting survey responses, as they may not be representative of and generalizable to the target population.

To check for non-response bias, this study used answers to five, pre-selected non-response bias questions and one observable characteristic of the contacted visitor to compare respondents with non-respondents. After being contacted to participate in the survey, an interview, lasting approximately two minutes, was conducted with all contacted visitor groups regardless of whether or not they agreed to participate in the study. The interview included the following five questions used for evaluation of non-response bias:

1. How many adults, 18 years and older, are in your group?
2. How many children (under 18 years) are in your group?
3. What type of group are you with? Friends, family, friends and family, or some other type of group?
4. How long is this trip to Acadia NP in total, from beginning to end?
5. Does any member of your group have a physical condition that might make it difficult to participate in or access park activities or services?

In addition to the five, pre-selected non-response bias questions, contact gender was observed by the survey administrator and recorded for the person in the group who was first contacted by the survey administrator. When visitor groups were unwilling to provide answers to the non-response bias questions, the survey administrators attempted to observe and record the number of adults and number of children in the group.

An effort was made to obtain answers to the non-response bias questions from all visitor groups contacted, including those that declined to participate in the survey. Responses were obtained from most of the participating visitor groups and from many, but not all, of those that declined to participate in the study. When visitor groups were unwilling to provide answers to the non-response bias questions, it was often because the approached contact provided a “hard refusal” for all further contact.

Ideally, responses or observed estimates for non-response bias variables should be collected from all respondents and non-respondents. The collection of information from all contacted individuals provides the best comparison of characteristics between the respondent and non-respondent populations. More practically, a substantial majority of responses or observed estimates must be present to adequately characterize both the respondent and non-respondent populations. In this study, 90% was identified as the minimum percentage of valid values for non-response variables needed for both respondent and non-respondent populations in order to adequately characterize the populations on a given non-response variable.

There were fewer than 90% valid values among respondents and/or non-respondents for number of children within group (82% and 79%, respectively), group type (99% and 69%, respectively), visit length (99% and 78%, respectively), and whether or not any member had a physical condition (100% and 78%, respectively); therefore, these variables were excluded from the non-response bias analysis (Table 9). There were 90% or more valid values among respondents and non-respondents for initial

contact gender (100% and 96%, respectively) and number of adults in the visitor group² (100% and 91%, respectively). Correspondingly, these two variables were used for non-response bias analysis.

Table 9. Number and percentage of respondents and non-respondents with valid values for non-response variables

Variable	Respondents (N=733)		Non-respondents (N=472)	
	Valid N	Valid %	Valid N	Valid %
Initial contact gender	730	100%	454	96%
Number of adults	733	100%	428	91%
Number of children	602	82%	373	79%
Group type	730	100%	399	85%
Visit length	726	99%	368	78%
Physical condition	730	100%	370	78%

Chi-square tests of independence were used to test for differences between respondents and non-respondents, with respect to initial contact gender and number of adults in the visitor group. A Bonferroni correction was applied to account for the fact that two simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.025 are assumed to be statistically significant.

The results of the chi-square test in Table 10 suggest respondents and non-respondents do not differ significantly, with respect to initial contact gender ($p = 0.493$); thus, there is no compelling evidence of non-response bias related to the initial contact gender within the survey's sample.

Table 10. Initial contact gender comparison between respondents and non-respondents

Response	Respondents (N=752)		Non-respondents (N=433)	
	N	%	N	%
Female	344	46%	408	54%
Male	207	48%	226	52%
p-value (Chi-square)	0.493			

¹ $\alpha = 0.05$, $p \leq 0.025$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests

Values for the number of adults in the visitor group were collapsed into the following four categories: groups with one adult, groups with two adults, groups with three or four adults, and groups with five or more adults (Table 11). Results of the chi-square test in Table 11 suggest that

² As noted, values for the number of adult visitors in the group are a combination of response and observation data.

respondents and non-respondents do not differ significantly, with respect to the number of adults in their groups ($p = 0.949$). This result provides no compelling evidence of non-response bias related to the number of adults within the survey's sample.

Table 11. Number of adult group members comparison between respondents and non-respondents

Response	Respondents (N=754)		Non-respondents (N=405)	
	N	%	N	%
1 adult	63	8%	37	9%
2 adults	485	64%	256	63%
3-4 adults	156	21%	87	22%
5 or more adults	49	7%	25	6%
p-value (Chi-square) ¹	0.949			

¹ $\alpha = 0.05$, $p \leq 0.025$ indicates significant result following Bonferroni adjustment to account for multiple non-response bias statistical tests

The results of the non-response bias analysis provide no compelling evidence the survey data are biased due to systematic differences between respondents and non-respondents. However, the non-response bias analysis conducted in this study is limited to testing for differences between respondents and non-respondents based on just two characteristics for which there were sufficient valid values to conduct statistical tests.

Weighting of Survey Response Data

Visitor groups contacted during non-peak periods and/or at lower use sampling locations had a higher probability of selection for participation in the study than visitor groups contacted during peak periods and/or at higher use sampling locations. To account for these differences in selection probability, the survey data were weighted using counts of visitor volumes collected by survey administrators at each sampling location.

At Blackwoods Campground and Seawall Campground, the number of occupied campsites was counted on days these locations were sampled. Campsites were counted as occupied if camping equipment, vehicles, and/or a payment/reservation stub was present at a campsite. On days and during the hours when sampling was conducted on the Island Explorer Shuttle system, passenger boardings were counted on each bus at each stop. At all other sampling locations, visitor count data were collected for four 30-minute time periods during each sampling day at each site. During each 30-minute visitor count period, the number of visitors who entered the sampling location was counted. These count data were used to weight the survey response data, to account for variation in visitor volumes (and corresponding probability of selection for the study) across sampling locations and hours of the day. The main body of the report presents results of the analysis of the weighted survey response data. For reference, frequencies for both the weighted and unweighted survey response data are provided in Appendix 5.

Data Analysis

SPSS statistical software was used for data analysis. For all questions where pre-defined response options were provided, frequencies are reported. For all questions with open-ended response options, verbatim visitor comments are reported in the stand-alone *Visitor Comments Appendix*. For the majority of questions with open-ended response options, thematic codes were applied to the responses to categorize the data. The categorized data are reported in tabular format providing the frequency of occurrence for each theme. In cases where the number of open-ended responses is low, the data are reported in summary bullets rather than in tabular format of categorical results. Descriptive statistics for those variables for which measures of central tendency can be computed are presented in Appendix 1. As noted, weighted and unweighted frequencies can be found in Appendix 5.

Limitations

This study has limitations that should be considered when interpreting the results.

1. The survey was self-administered. Respondents completed the questionnaire after an unknown amount of time after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflect actual behavior.
2. The data reflect visitor use patterns as collected during the study period of August 7 through August 31, 2015. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitor groups during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word “CAUTION!” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather during the survey period was generally sunny and mild, with some days of overcast skies. High temperatures varied from low-60s to low-80s. No major storms occurred during the sampling period.

Results

Group and Visitor Characteristics

Visitor group size

Question 1

Including yourself, how many people were in your personal group during your visit to Acadia National Park (NP) on the day you were contacted for this survey?

Results (Figure 2)

- 47% of visitor groups consisted of two members.
- 33% of visitor groups consisted of 4 or more members.

See Appendix 1 for more details.

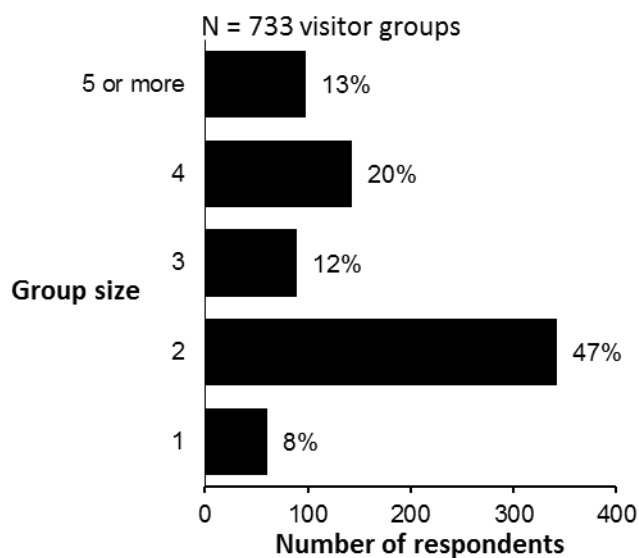


Figure 2. Visitor group size

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of adults within group

Question 1

Including yourself, how many people were in your personal group during your visit to Acadia NP on the day you were contacted for this survey?

Number of adults (18 years and older).

Results (Figure 3)

- 64% of visitor groups contained two adults.
- 23% of groups contained 3 or more adults.

See Appendix 1 for more details.

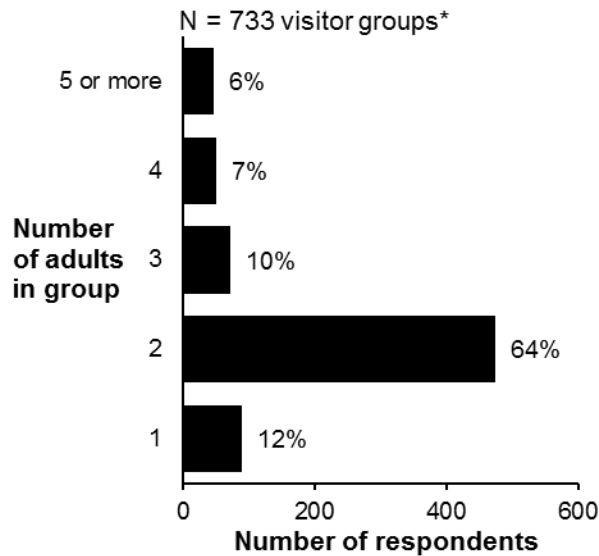


Figure 3. Number of adults within group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of children within group

Question 1

Including yourself, how many people were in your personal group during your visit to Acadia NP on the day you were contacted for this survey?

Number of children (under 18 years).

Results (Figure 4)

- 44% of visitor groups with children contained two children.
- 34% of visitor groups with children contained only one child.

See Appendix 1 for more details.

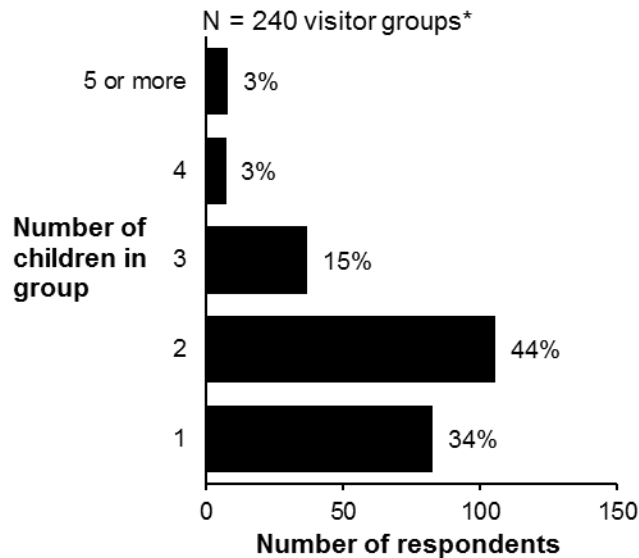


Figure 4. Number of children within group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor group type

Question 2

What type of group were you with during your visit to Acadia NP on the day you were contacted for this survey?

Results (Figure 5)

- 68% of visitor groups were made up of family.
- 16% were alone.
- Of those who responded “Other” (3%), group types included:
 - Couple
 - Tour group
 - Co-workers
 - Cruise group
 - Boy Scout troop
 - Children’s hiking group

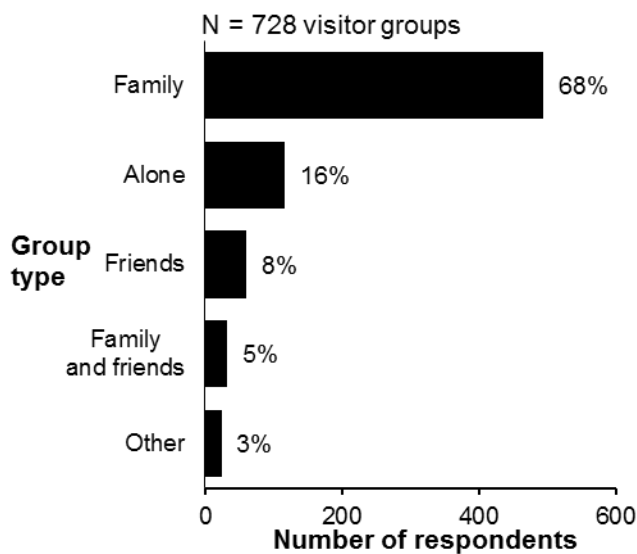


Figure 5. Visitor group type

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor age

Question 34

For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide your current age.

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

Results (Figure 6)

- Visitor ages ranged from 1 year old to 99 years old.
- 31% of visitors were 35 to 54 years old.
- 21% of visitor were under 18 years old.
- 18% of visitors were 55 to 64 years old.
- 16% of visitors were 65 years old or older.
- 14% of visitors were under 18 to 34 years old.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

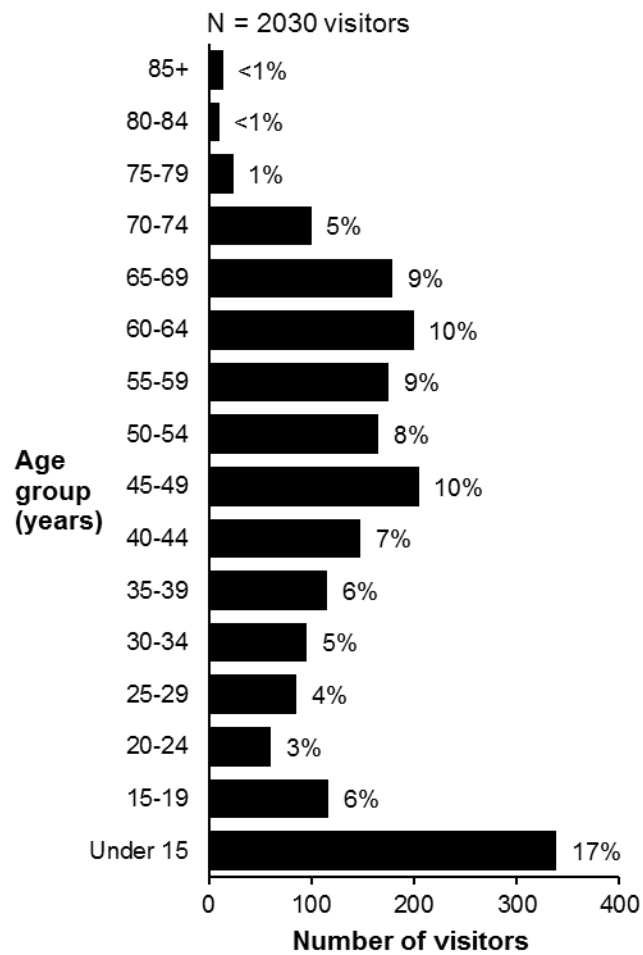


Figure 6. Visitor age

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor gender

Question 35

For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide your gender.

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

Results (Figure 7)

- 52% of visitors were female.
- 48% of visitors were male.

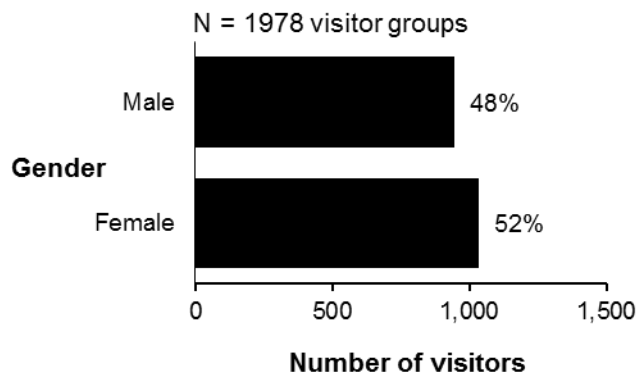


Figure 7. Visitor gender

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor ethnicity

Question 35

For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide your ethnicity.

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

Results (Figure 8)

- 2% of visitors were Hispanic or Latino.

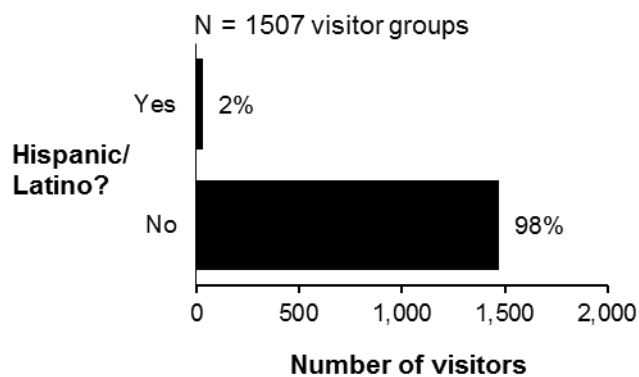


Figure 8. Visitor ethnicity

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor race

Question 36

For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide your race.

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

Results (Figure 9)

- 92% of visitors were White.
- 3% of visitors were Asian.
- Very few visitors were American Indian or Alaska Native (2%), Black or African American (1%), or Native Hawaiian or other Pacific Islander (<1%).

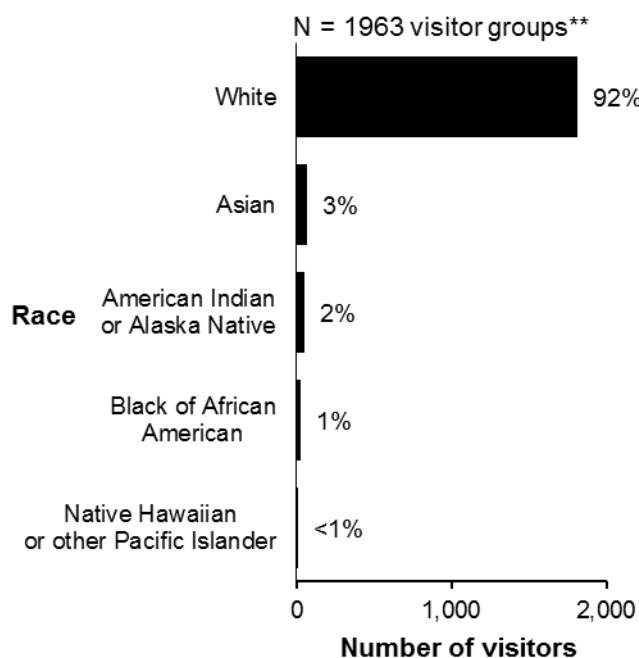


Figure 9. Visitor race

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor speaking language

Question 40

When visiting an area such as Acadia NP, what language do you personally prefer to use for speaking?

Results (Figure 10)

- 98% of visitor groups reported English as their preferred language for speaking.
- Of those who responded “Other” (2%) languages specified included:
 - French
 - German
 - Chinese
 - Dutch
 - Cantonese
 - English, Spanish, Zulu, Xhosa, and/or Icelandic as a part of being bi- or multilingual.

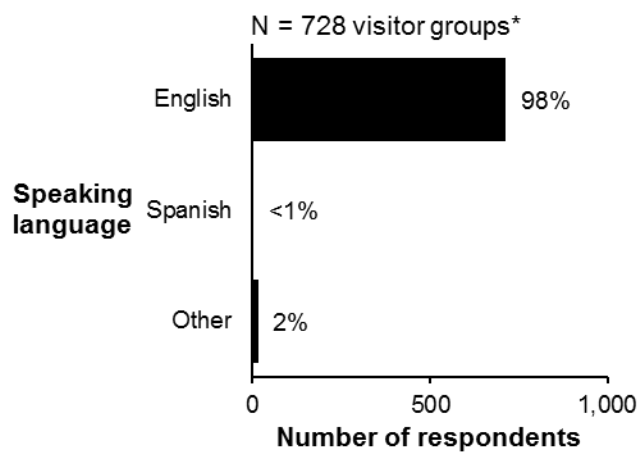


Figure 10. Preferred speaking language

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor reading language

Question 40

When visiting an area such as Acadia NP, what language do you personally prefer to use for reading?

Results (Figure 11)

- 98% of visitor groups reported English as their preferred language for reading.
- Of those who responded “Other” (2%), languages specified included:
 - French
 - German
 - Chinese
 - English, Icelandic, Zulu and/or Xhosa as a part of being bi- or multilingual.

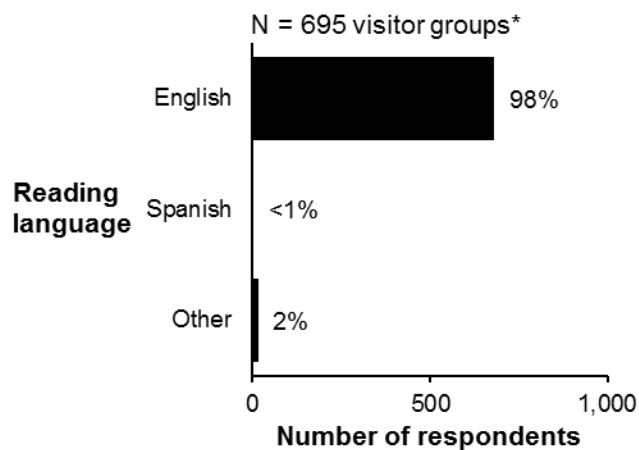


Figure 11. Preferred reading language

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

U.S. visitors' state of residence

Question 34

For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide your U.S. ZIP code.

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

Results (Table 12 and Figure 12)

- US visitors came from 47 states and comprised 91% of total visitation to the park during the survey period.
- 20% of US visitors came from New Jersey.
- 16% of US visitors came from Massachusetts.
- 13% of US visitors came from Maine.
- Much smaller proportions came from other US states.

Table 12. United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N = 1,745 individuals	Percent of total visitors N = 1,916 individuals
New Jersey	341	20	18
Massachusetts	282	16	15
Maine	223	13	12
Maryland	119	7	6
Pennsylvania	110	6	6
New Hampshire	79	5	4
Florida	56	3	3
Illinois	44	3	2
Connecticut	39	2	2
Ohio	39	2	2
New York	38	2	2
Michigan	37	2	2
North Carolina	34	2	2
California	31	2	2
Minnesota	31	2	2
Vermont	28	2	1
Delaware	22	1	1
Rhode Island	21	1	1
Washington D.C.	17	1	0.9

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 12 (continued). United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N = 1,745 visitors	Percent of all visitors N = 1,916 visitors
Texas	16	0.9	0.8
Georgia	14	0.8	0.7
Wisconsin	11	0.6	0.6
Puerto Rico	10	0.6	0.5
24 other states	105	6	6

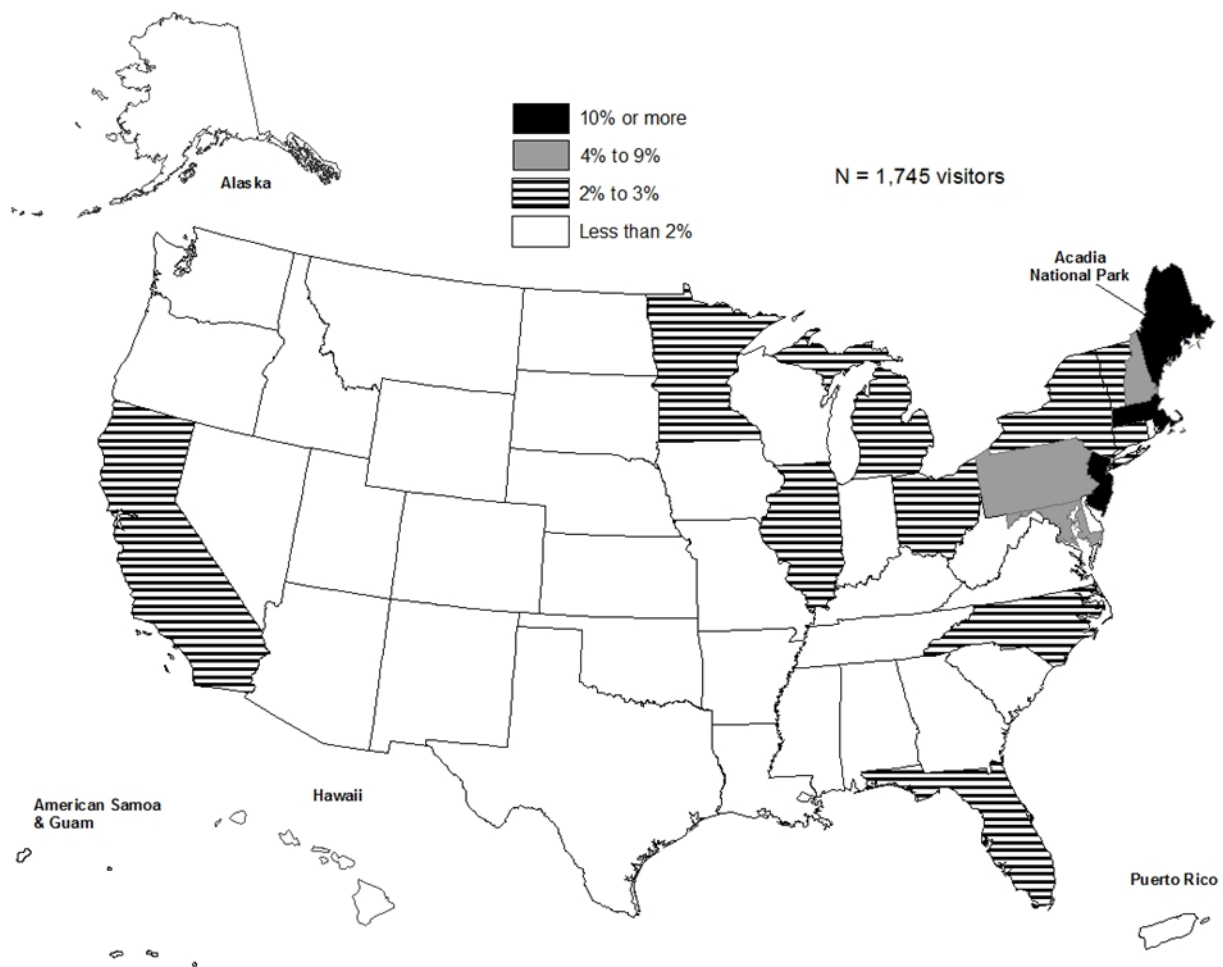


Figure 12. Proportion of U.S. visitors by state of residence

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

International visitors' country of residence

Question 34

For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide your country of residence, if other than U.S.

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

Results (Table 13)

- International visitors were from 12 countries and comprised 9% of total visitation to the park during the survey period.
- 34% of international visitors came from Canada.
- 21% of international visitors came from Germany.
- 16% of international visitors came from the United Kingdom.
- Much smaller proportions came from other countries.

Table 13. International visitors by country of residence*

Country	Number of visitors	Percent of international visitors	Percent of total visitors
		N = 171 individuals	N = 1,916 individuals
Canada	58	34	3
Germany	36	21	2
United Kingdom	28	16	1
Italy	19	11	1
France	7	4	0.4
Australia	7	4	0.4
Switzerland	6	4	0.3
Iceland	5	3	0.2
Belgium	2	1	0.1
Sweden	2	1	0.1
Israel	1	0.6	0.1
The Netherlands	1	0.5	0.04

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Live in nearby area

Question 26

Do you live within the nearby area (within the shaded area shown on the map)?

See Figure 14 on the next page or Appendix 2 for map.

Results (Figure 13)

- 86% of visitor groups did not live within the shaded area on the map (i.e., nearby area).

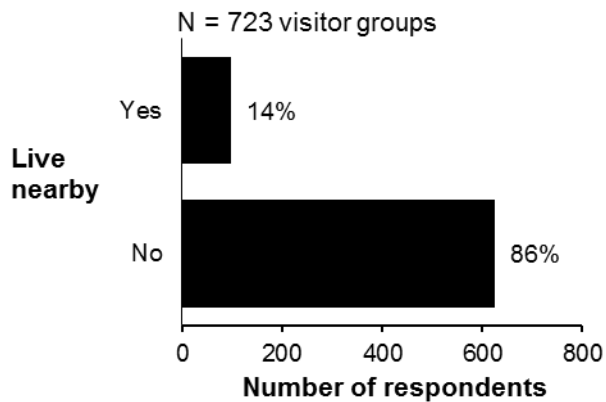


Figure 13. Visitors who live in nearby area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

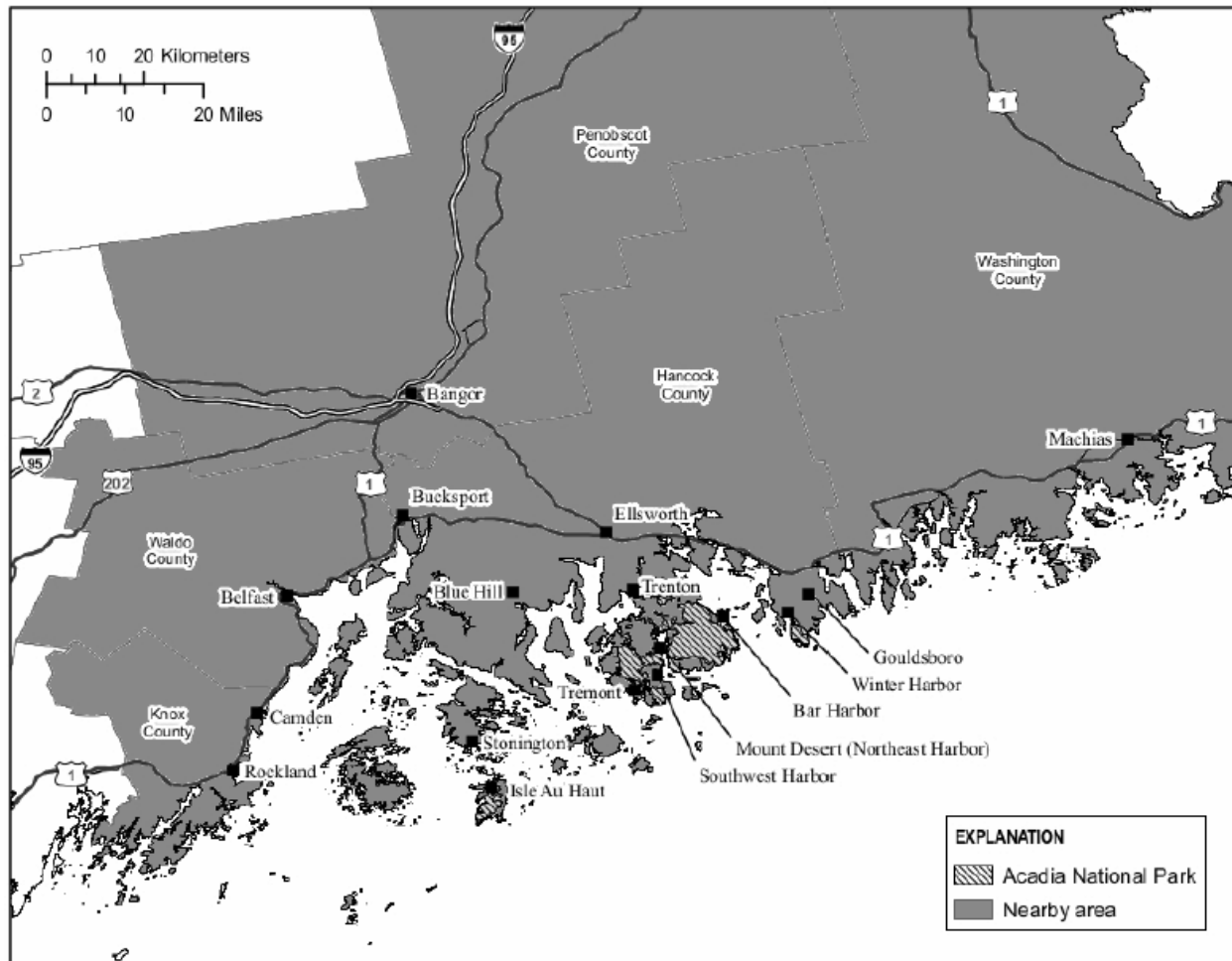


Figure 14. Map of Acadia NP and nearby area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor level of education

Question 37

For your personal group during your visit to Acadia NP on the day you were contacted for this survey, what is the highest level of formal education completed by each member of your group?

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

Results (Figure 15)

- 25% of visitors completed a Master's, doctoral, or professional degree.
- 25% of visitors completed less than high school.
- 30% of visitors graduated from a college, business, or trade school.

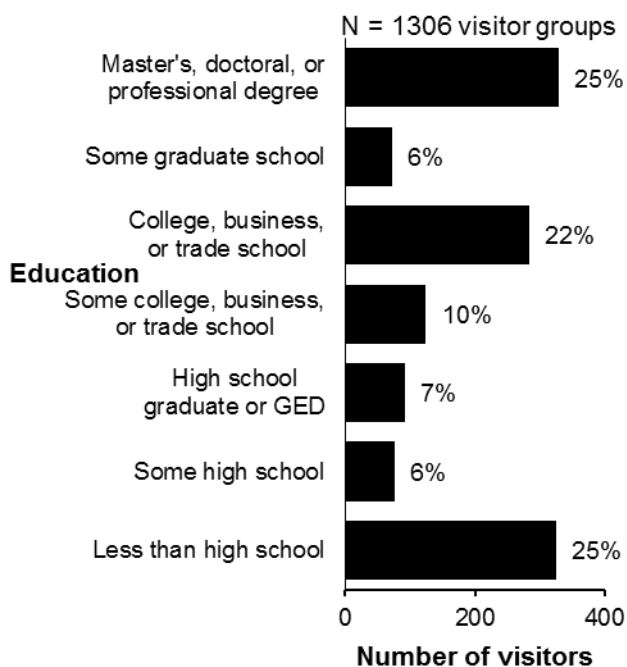


Figure 15. Visitor level of education

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Household income

Question 38

Which category best represents your annual household income?

Results (Figure 16)

- 27% of visitor groups had an annual household income between \$100,000 and \$149,999.
- 19% of visitor groups had an annual household income between \$75,000 and \$99,999.

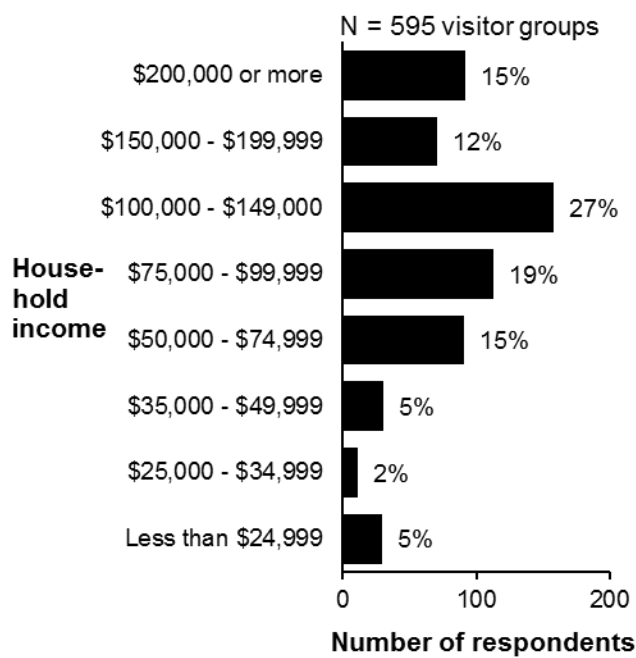


Figure 16. Annual household income

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Household size

Question 39

Including yourself, how many people are in your household?

Results (Figure 17)

- 46% of visitor groups had a household of two.
- 22% of visitor groups had a household of four.
- The average household size was 2.63 people.

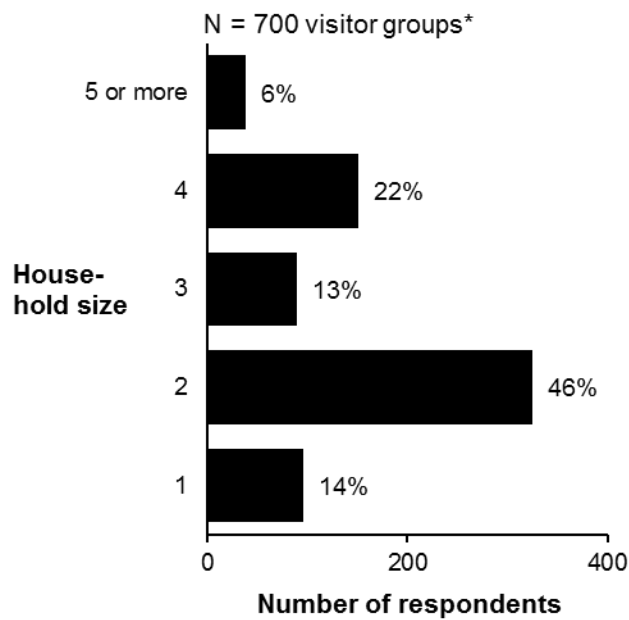


Figure 17. Size of household

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Frequency of visits to park

Question 34

For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide the number of visits to Acadia NP in the last 12 months, including this trip.

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

Results (Figure 18).

- 83% of visitors visited the park only once in the last 12 months.
- 10% of visitors visited 2 or more times in the last 12 months.

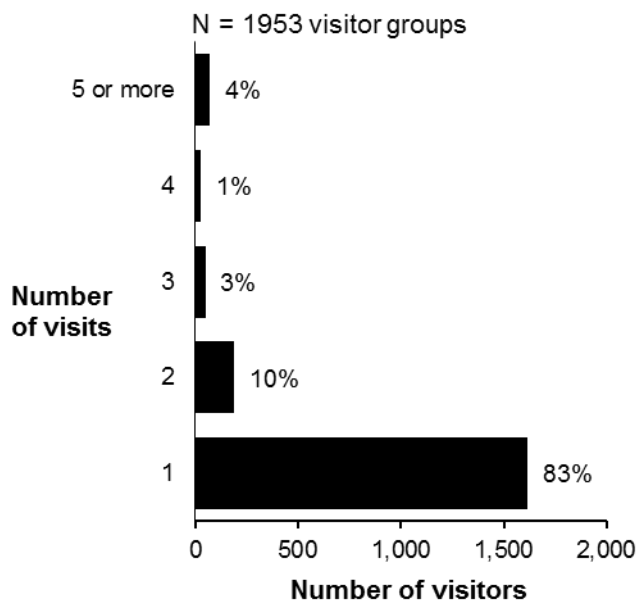


Figure 18. Park visits in last 12 months

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Frequency of visits to other National Park Service sites

Question 34

For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide the number of visits to other NPS sites in the last 12 months.

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

Results (Figure 19)

- 48% of visitors did not visit any other NPS sites in the last 12 months.
- 17% of visitors visited other NPS sites only one time in the last 12 months.

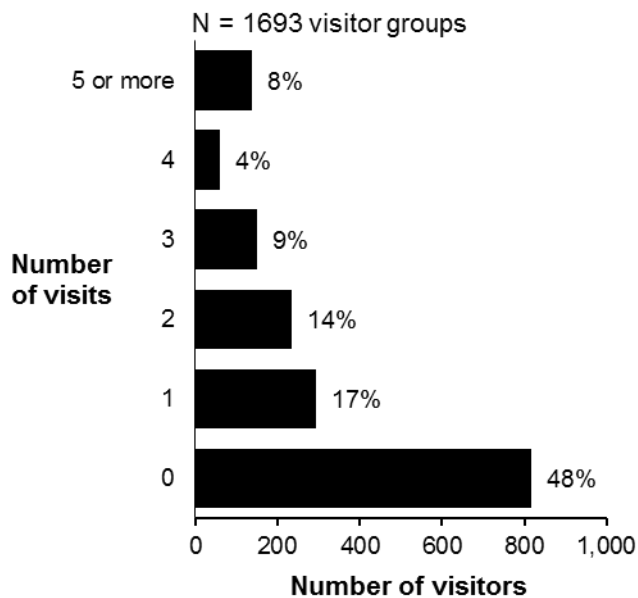


Figure 19. Other NPS site visits in last 12 months

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Pre-Trip Planning and Experience

Information sources prior to visit

Question 8

Prior to this trip, how did you obtain information about Acadia NP?

Results (Figure 20 and Figure 21)

- 97% of visitor groups obtained information about Acadia NP prior to their visit.
- As shown in Figure 21, among those visitor groups who obtained information about Acadia NP prior to their visit, the most common information sources were:
 - 55% Park website (www.nps.gov/acad)
 - 52% Friends/relatives/word of mouth
 - 45% Previous visits
 - 42% Maps/brochures
- “Other websites” used by visitor groups (19%) included:
 - Trip Advisor
 - Search engines
 - Blogs
 - Island Explorer
 - Friends of Acadia
 - Acadia National Park Insider Guide
- “Other information sources” used by visitor groups (6%) included:
 - Local knowledge
 - Cruise line

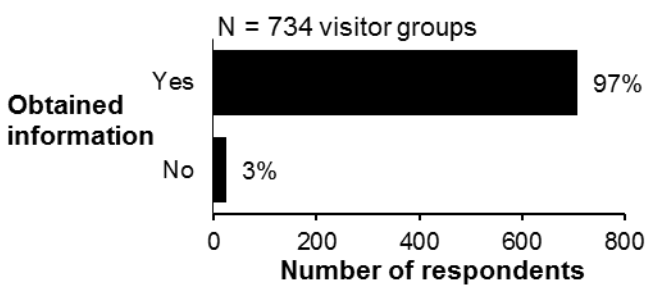


Figure 20. Visitor groups that obtained information about the park prior to visit

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

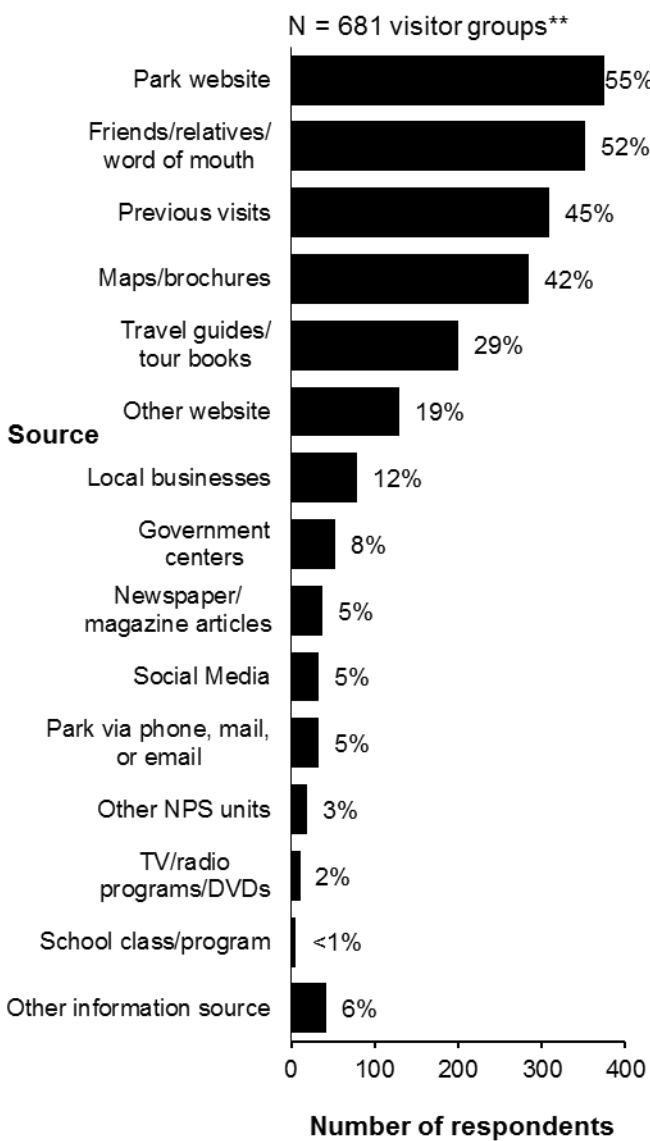


Figure 21. Information sources used prior to trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Information needed

Question 9

Did you have the information about Acadia NP you needed on this trip?

Results (Figure 22)

- 95% of visitor groups had the information they needed prior to their visit.

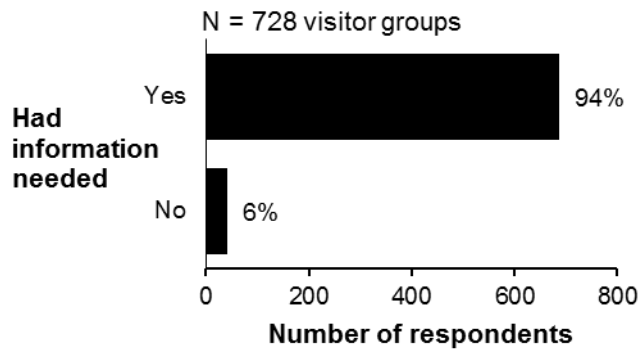


Figure 22. Had information needed on this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 9

If NO, please specify the information you needed but didn't have on this trip (open-ended).

Results (Table 14)

- Of those who did not have the information they needed, "Wayfinding information" was mentioned most frequently (20 times).
- "Ranger program schedules" and "Itinerary suggestions" were second most frequent (both mentioned 5 times).

Table 14. Information needed

N = 37 comments	
Some visitor groups may have made more than one comment.	
Information	Frequency of times mentioned
Wayfinding information	20
Ranger program schedules	5
Itinerary suggestions	5
Bus information	4
Hiking trail information	3
Bicycle trail information	2
Other comments	8

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Forms of transportation

Question 3

Please indicate all of the forms of transportation you personally used to travel from your home to Acadia NP on this trip.

Results (Figure 23)

- 95% of visitor groups used a car, truck, or SUV.
- 20% of visitor groups used an airplane.
- Of those who responded “Other” (1%), forms of transportation specified included:
 - Motorcycle
 - Island Explorer bus
 - Golf cart
 - Segway

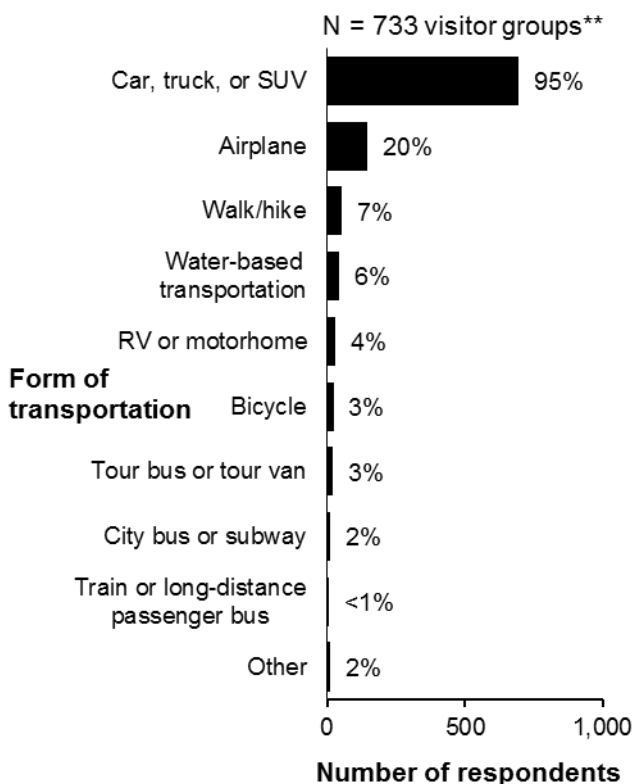


Figure 23. Transportation used to travel to park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of people in vehicle

Question 3

Please indicate the number of people in the car, truck, or SUV, including you.

Results (Figure 24)

- 53% of visitor groups traveled to the park in a vehicle with two people.
- 25% of visitor groups traveled in a vehicle with four people.

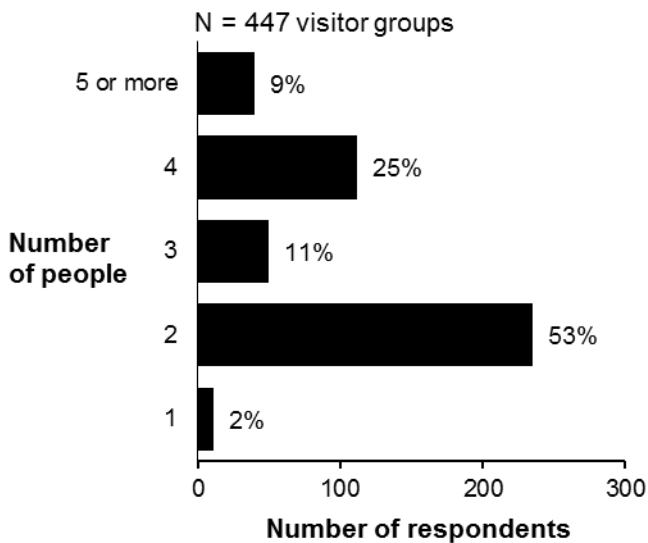


Figure 24. Number of passengers in car, truck or SUV

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Water-based transportation

Question 3

Please indicate all of the forms of water-based transportation you personally used to travel from your home to Acadia NP on this trip.

Results (Figure 25)

- 35% of visitor groups who used water-based transportation traveled on a cruise ship.
- 19% of visitor groups who used water-based transportation traveled on a ferry.
- Of those who responded “Other water-based mode” (31%), forms specified included:
 - Cruise passenger launch vessel
 - Kayak
 - Sailboat
 - Duck tour
 - Boat
 - Mailboat

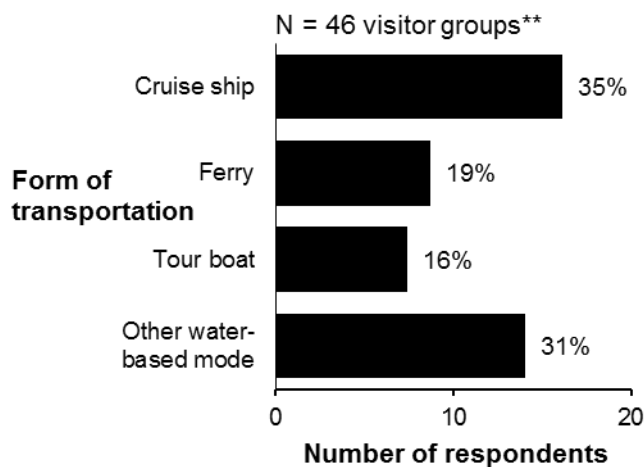


Figure 25. Water-based transportation used to travel to park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Hours traveled to park

Question 4

Approximately how many hours from home did you travel one-way to get to Acadia NP on this trip?

Results (Figure 26)

- 61% of visitor groups traveled up to 8 hours one way
- 28% of visitor groups traveled between 9 and 16 hours one way.

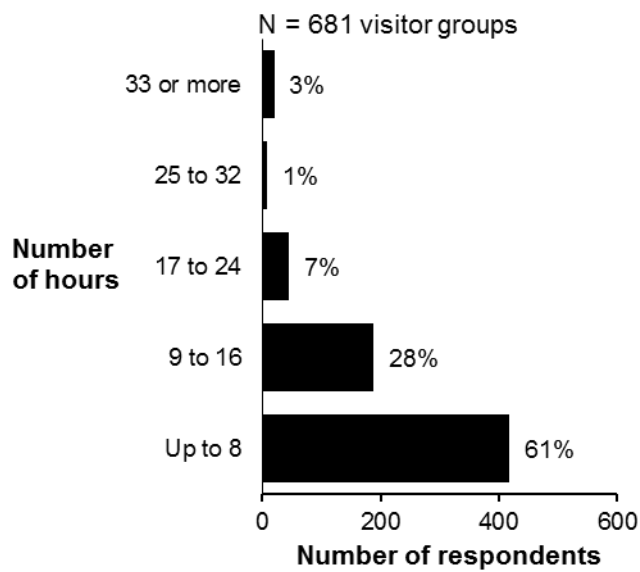


Figure 26. Hours traveled one way to park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Miles traveled to park

Question 4

Approximately how many miles from home did you travel one-way to get to Acadia NP on this trip?

Results (Figure 27)

- 27% of visitor groups traveled between 250 and 499 miles one way.
- 21% of visitor groups traveled up to 249 miles one way.
- 20% of visitor groups traveled between 500 and 749 miles one way.

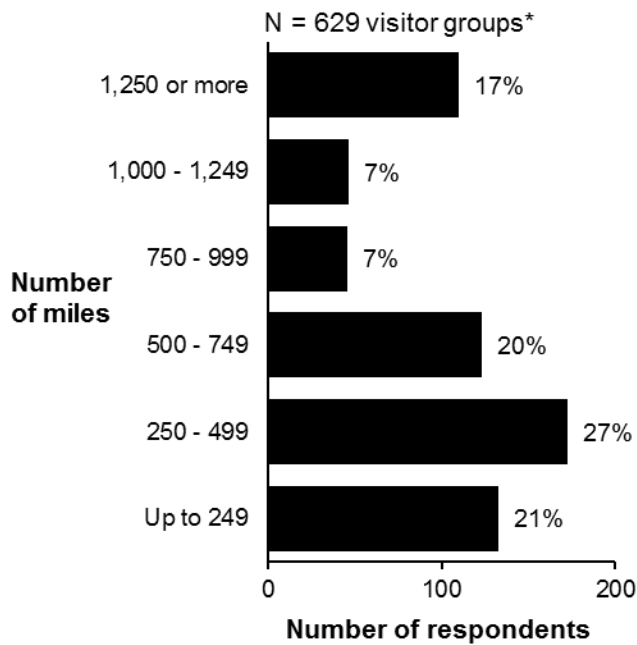


Figure 27. Miles traveled one way to park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Role of park visit in trip away from home

Question 28

Was this trip to Acadia NP your primary or sole purpose for your trip away from home, one of several equally important destinations on your trip away from home, or just an incidental or spur of the moment stop on your trip away from home?

Results (Figure 28)

- 53% of visitor groups visited Acadia NP as the primary or sole purpose of the trip.
- 46% of visitor groups visited Acadia NP as one of several equally important destinations.

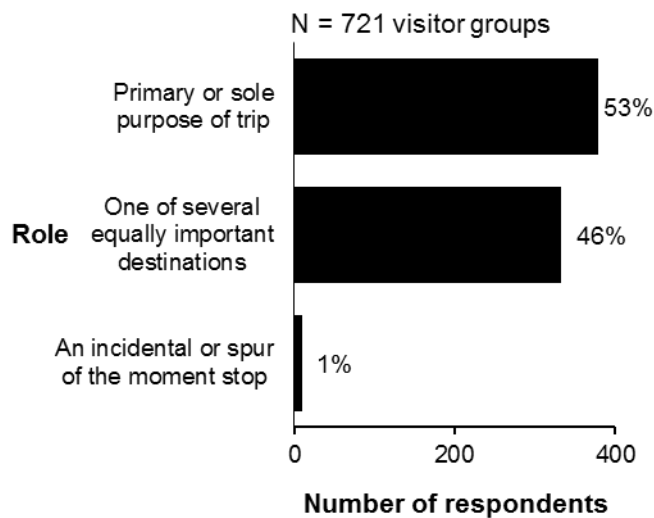


Figure 28. Role of park visit in trip away from home

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Role of park visit in trip away from home, if not primary or sole purpose for trip

Question 28

If this was one of several equally important destinations on your trip away from home, was one or more of the other equally important destinations located within the nearby area (within the shaded area of the map on p.12)?

See Figure 14 or Appendix 2 for map.

Results (Figure 29)

- 49% of destinations of equal importance to Acadia NP were within the shaded area of the map.

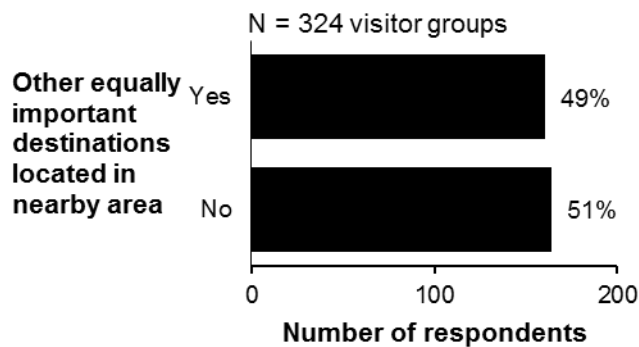


Figure 29. Location of other equally important destinations

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

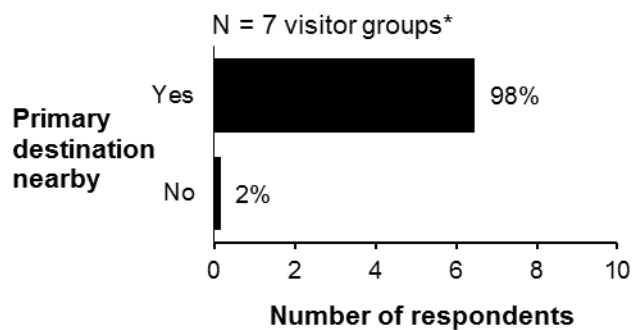
Question 28

If this was just an incidental or spur of the moment stop on your trip away from home, was your primary destination located within the nearby area (within the shaded area of the map on p.12)?

See Figure 14 or Appendix 2 for map.

Results (Figure 30)

- 98% of all primary destinations for spur of the moment trips were within the shaded area of the map.



**CAUTION: Number of respondents less than 30 visitor groups.*

Figure 30. Location of primary destination if spur of the moment trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Reasons for visiting the park on this trip

Question 10

How important to you was each of the following reasons for visiting Acadia NP on this trip?

Rating choices:

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

Results (Figure 31)

- Figure 31 shows the combined proportions of “extremely important” and “very important” ratings for reasons for visiting the park.
- The reasons that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - 90% Be outdoors
 - 88% View wildlife or natural scenery
 - 80% Spend time with friends/family
- The reasons that received the lowest proportion combined proportions of “extremely important” and “very important” ratings were:
 - 23% Learn more about American history and culture
 - 5% Attend a special event
 - Of those who rated “Attend a special event” (N = 636), events specified included:
 - Birthday
 - Ranger-led programs
 - Artist in Residence stay
- Of those who rated “Other” (N = 158), reasons specified included:
 - To camp
 - To view sunrise
 - Carriage roads
 - Photography
 - To be near the ocean
- Figure 32 through Figure 43 show ratings for each reason.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

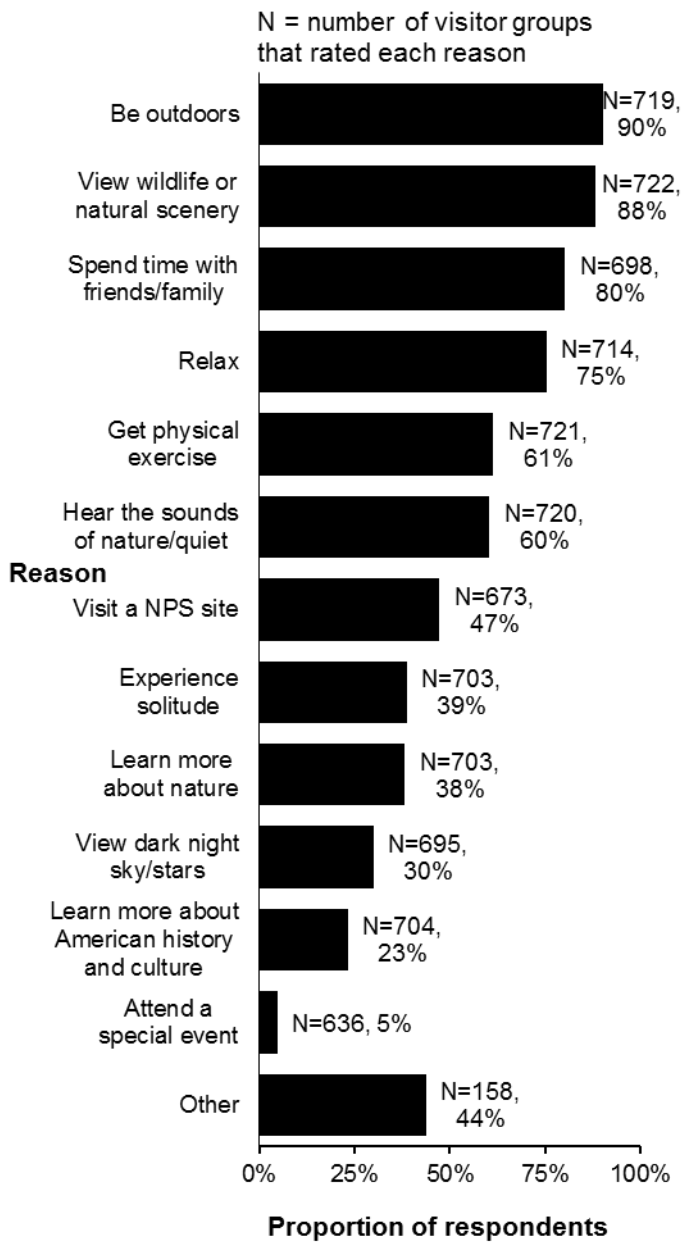


Figure 31. Reasons for visiting the park on this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

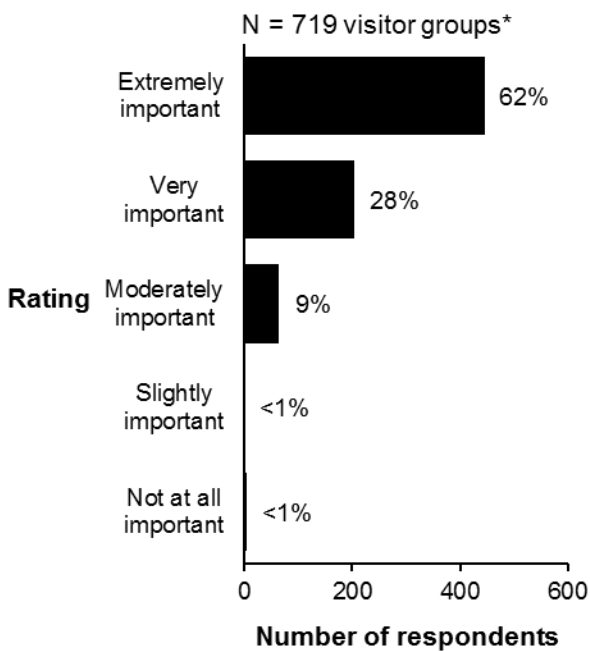


Figure 32. Importance of being outdoors

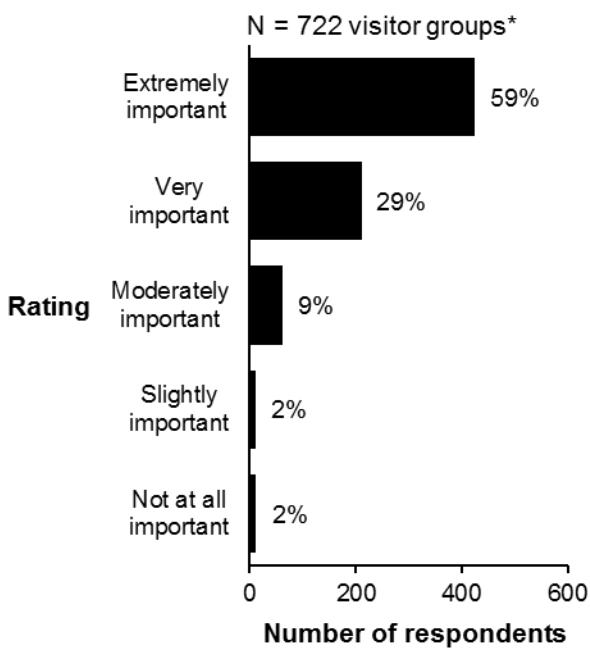


Figure 33. Importance of viewing wildlife or natural scenery

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

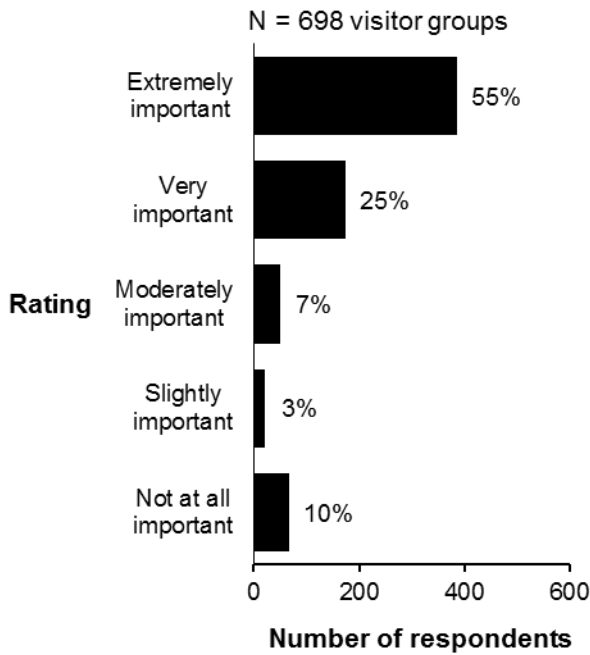


Figure 34. Importance of spending time with friends/family

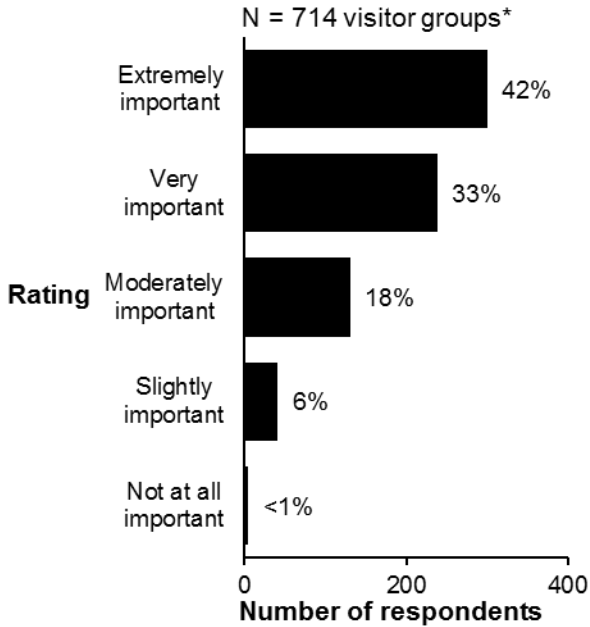


Figure 35. Importance of relaxing

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

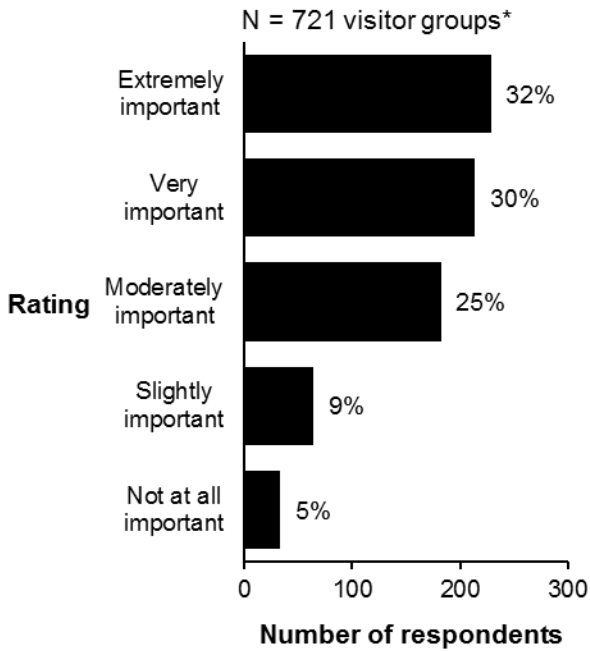


Figure 36. Importance of getting physical exercise

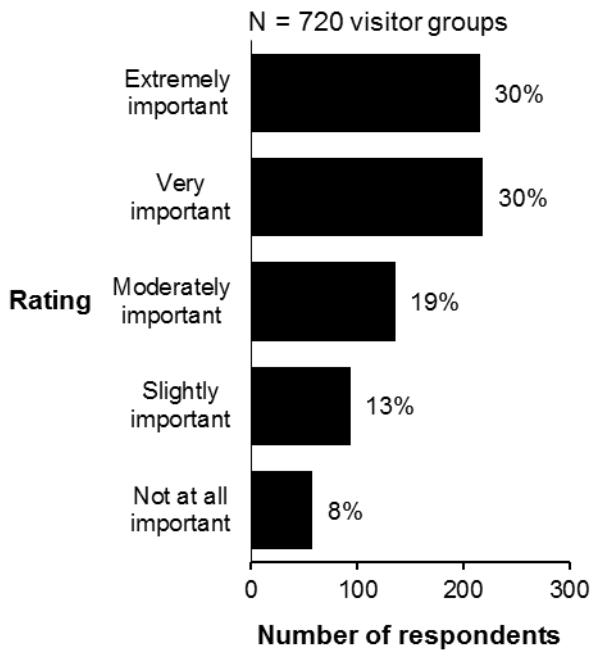


Figure 37. Importance of hearing the sounds of nature/quiet

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

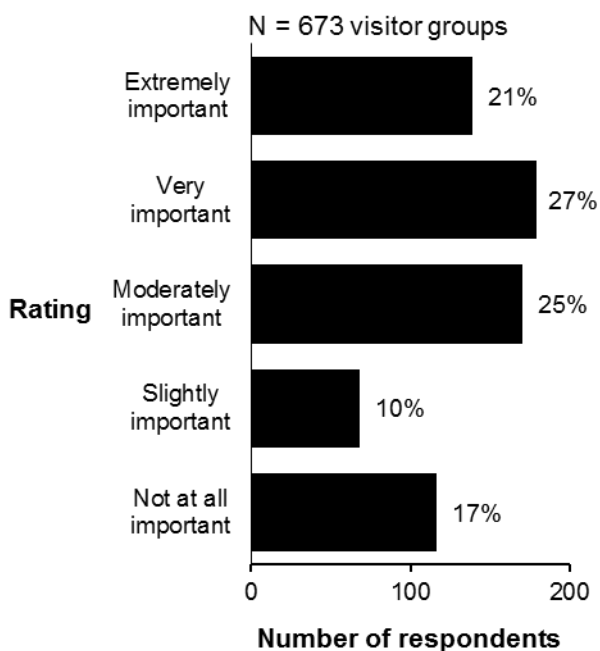


Figure 38. Importance of visiting a NPS site

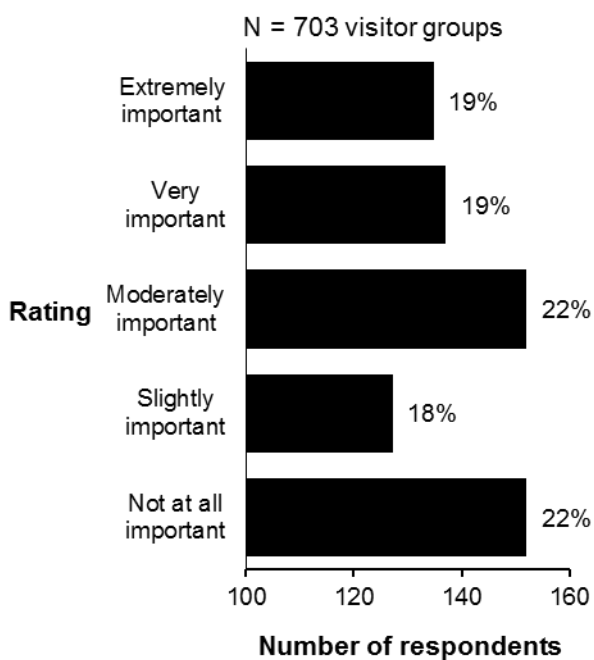


Figure 39. Importance of experiencing solitude

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

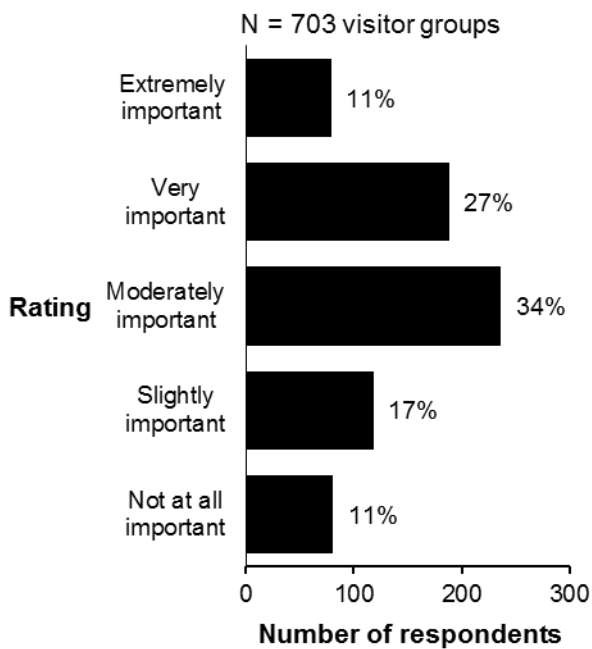


Figure 40. Importance of learning more about nature

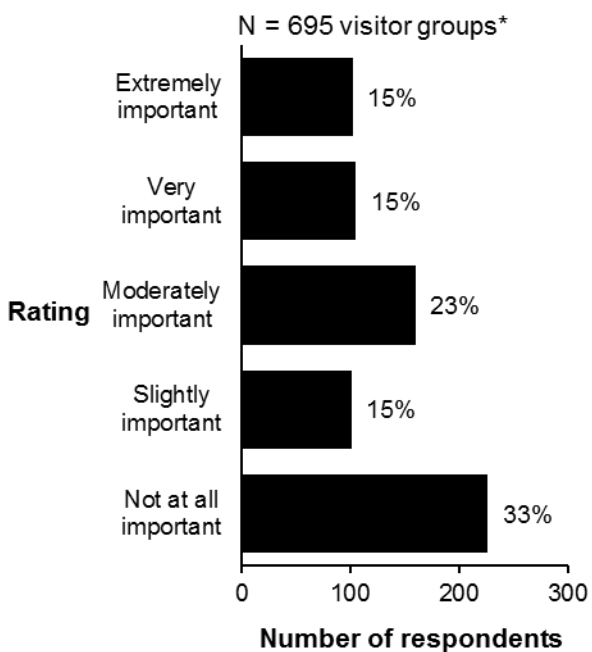


Figure 41. Importance of viewing dark night sky/stars

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

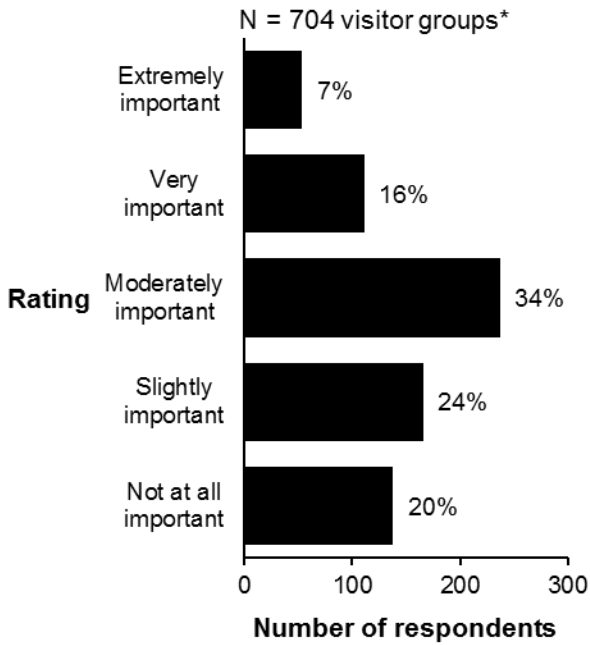


Figure 42. Importance of learning more about American history and culture

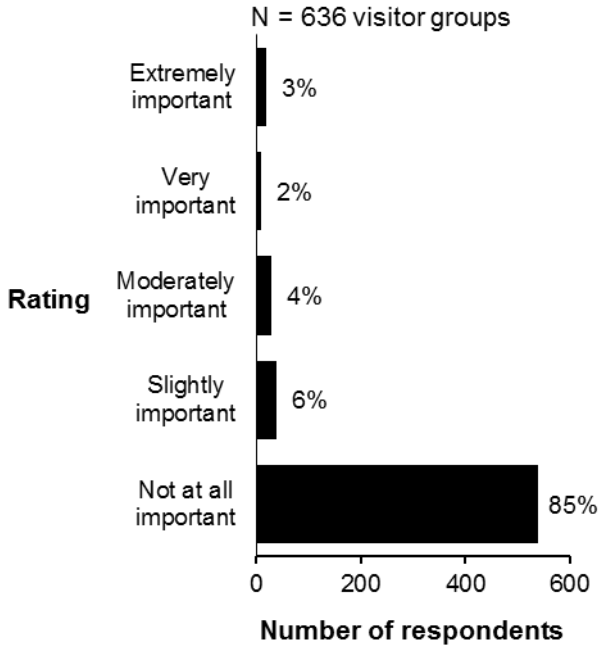


Figure 43. Importance of attending a special event

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Most important reason for visiting on this trip

Question 11

Of the reasons listed in Question 10, which was the most important reason for your visit to Acadia NP on this trip?

Results

- As shown in Figure 44, the most common most important reasons for visiting Acadia NP were:
 - 32% Viewing wildlife or natural scenery
 - 28% Spending time with friends and family
- The least common most important reasons were:
 - 2% Hear the sounds of nature/quiet
 - 1% Experience solitude
 - < 1% Attend a special event
 - < 1% View dark night sky/stars
- Of those who responded “Other” (<1%), reasons specified included:
 - To see the area
 - To view sunrise
 - Recreation
 - To see someplace new
 - To enjoy the beach

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

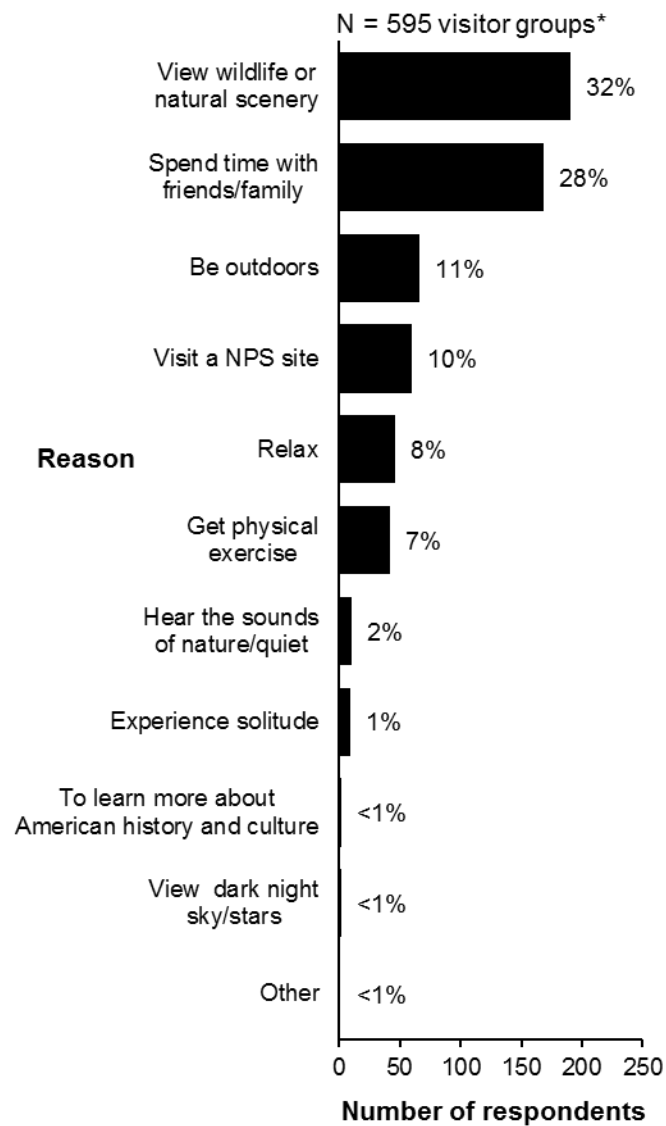


Figure 44. Most important reason for visiting Acadia NP on this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Park Experience and Activities

Type of entrance fee applied

Question 5

On this trip to Acadia NP, which of the following entrance fees applied to you personally?

Results (Figure 45)

- 50% of visitor groups used a 7-day entrance pass to enter the park.
- 23% of visitor groups used a Senior Pass, Access Pass, or Military Pass to enter the park.
- Of those who responded “Other” (2%), entrance fees specified included:
 - Day pass
 - Artist in Residence
 - Employee pass
 - Pass from friend

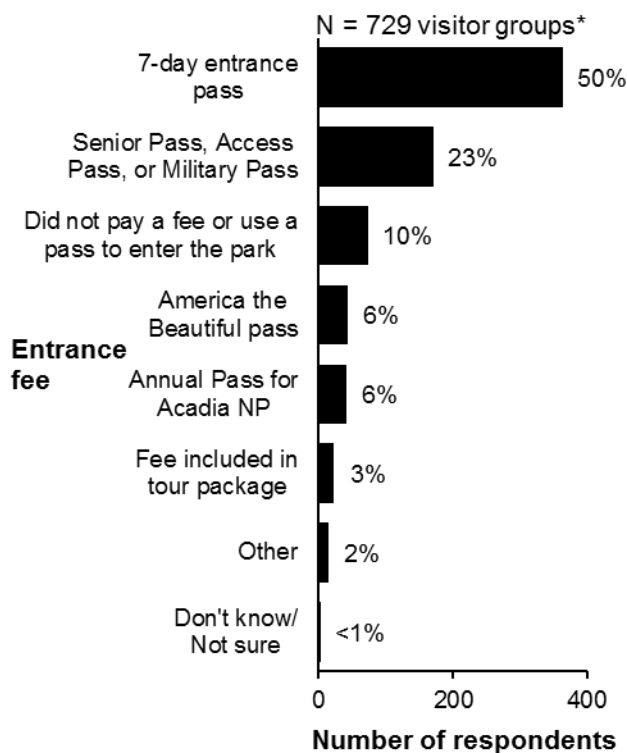


Figure 45. Entrance fees that applied to visitor groups

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Length of stay in park

Question 7

On this trip, how much total time did you spend within Acadia NP?

Number of hours, if day trip

Results (Figure 46)

- 57% of visitor groups who spent less than 24 hours in the park visited for 5 or more hours.
- 25% of visitor groups who spent less than 24 hours in the park visited for 4 hours.
- The average number of hours spent in the park was 5.86 hours.

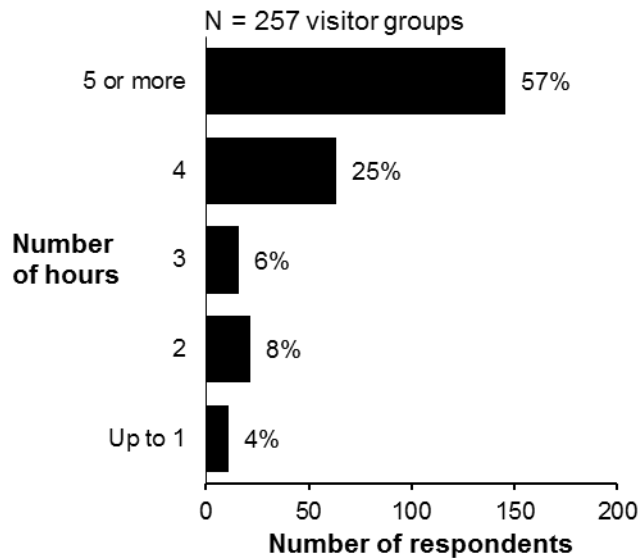


Figure 46. Number of hours visiting the park by groups who spent less than 24 hours in the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of days, if greater than 1 day

Results (Figure 47)

- 35% of visitor groups who reported spending 24 hours or more in the park visited for 5 or more days.
- 26% of visitor groups spent 2 days in the park.
- 23% of visitor groups spent 3 days in the park.
- The average number of days spent in the park was 5.81 days.

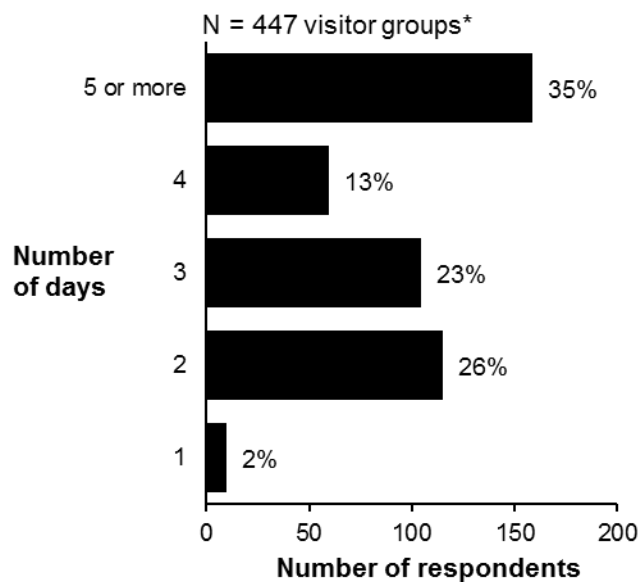


Figure 47. Number of days visiting the park by groups who spent 24 hours or more in the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Days entered or re-entered park

Question 6

On how many days during this trip did you enter or re-enter Acadia NP? If you were on a day trip or if you camped or lodged inside the park and did not leave the park boundaries for the entire length of your stay, then answer 1 day.

Results (Figure 48)

- 29% of visitor groups entered or re-entered the park on only 1 day.
- 22% of visitor groups entered or re-entered the park on 5 or more days.
- 21% of visitor groups entered or re-entered the park on 2 days.

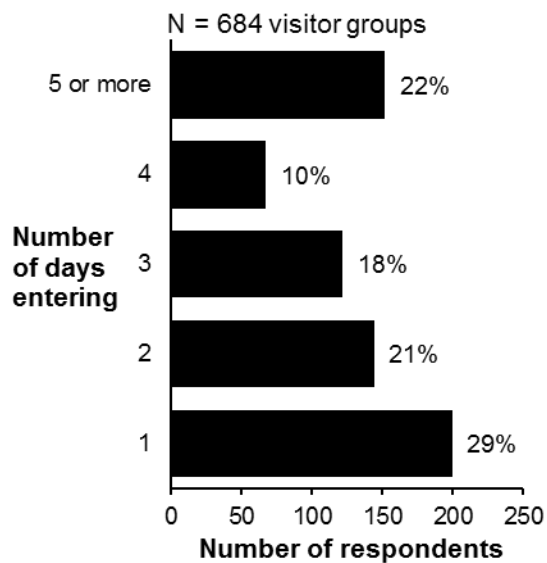


Figure 48. Number of days entered or re-entered park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Overnight stay

Question 27a

On this trip to Acadia NP and the nearby area, did you stay overnight away from your permanent residence either inside Acadia NP or within the nearby area (within the shaded area of the map on p. 12)?

See Figure 14 or Appendix 2 for map.

Results (Figure 49)

- 82% of visitor groups stayed overnight inside the park or within the nearby area on this trip.

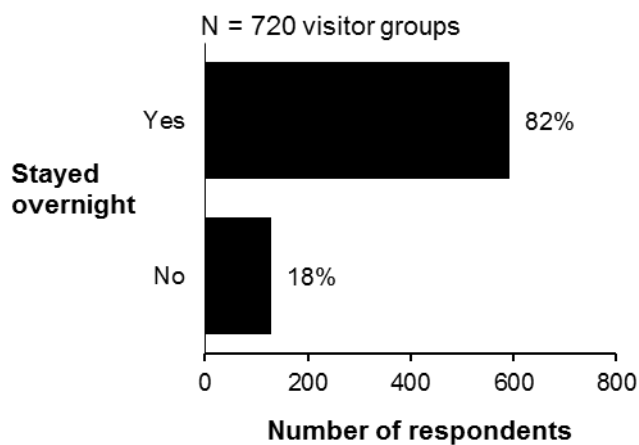


Figure 49. Visitors who stayed overnight in/near park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Nights spent in overnight accommodations

Question 27b

If YES, please list the number of nights you stayed in Acadia NP and/or in the nearby area (within the shaded area of the map on p. 12) on this trip.

Results (Figure 50)

- Figure 50 shows the proportions of visitor groups that reported staying one or more nights in one of listed overnight accommodations.
- 59% of visitor groups who stayed overnight stayed in lodging outside the park.
- 16% of visitor groups who stayed overnight camped in the park.

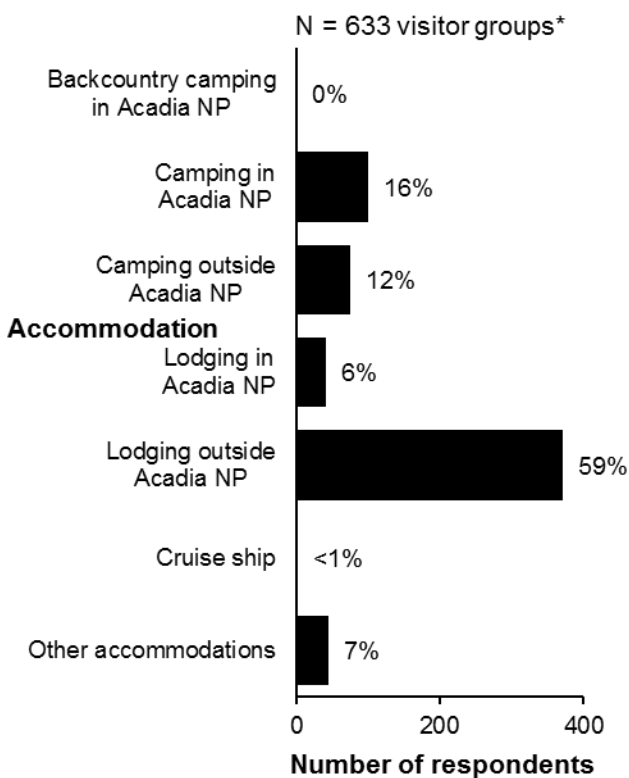


Figure 50. Accommodations for nights spent in Acadia NP or the nearby area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Camping in Acadia NP

Results (Figure 51)

- 40% of visitor groups who camped in Acadia NP camped for 5 or more nights.
- 22% of visitors groups who camped in Acadia NP camped for 3 nights.

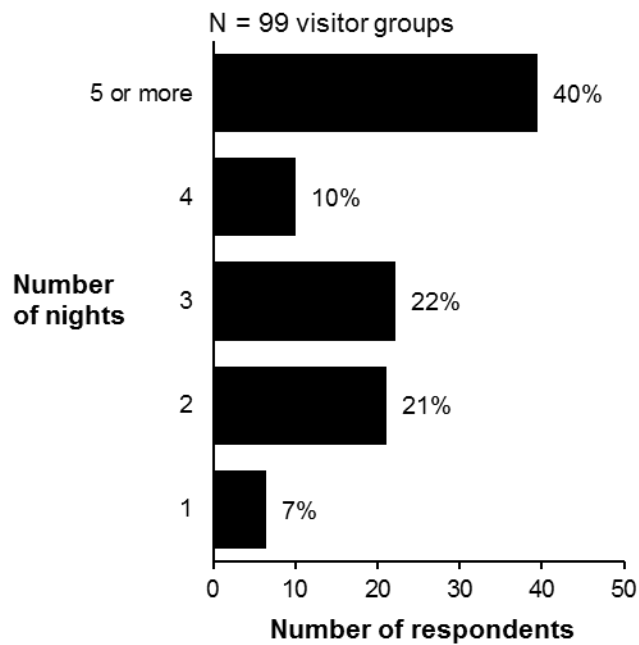


Figure 51. Nights spent camping in Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Camping outside Acadia NP

Results (Figure 52)

- 45% of visitor groups who camped outside Acadia NP camped for 5 or more nights.
- 24% of visitor groups who camped outside Acadia NP camped for 4 nights.

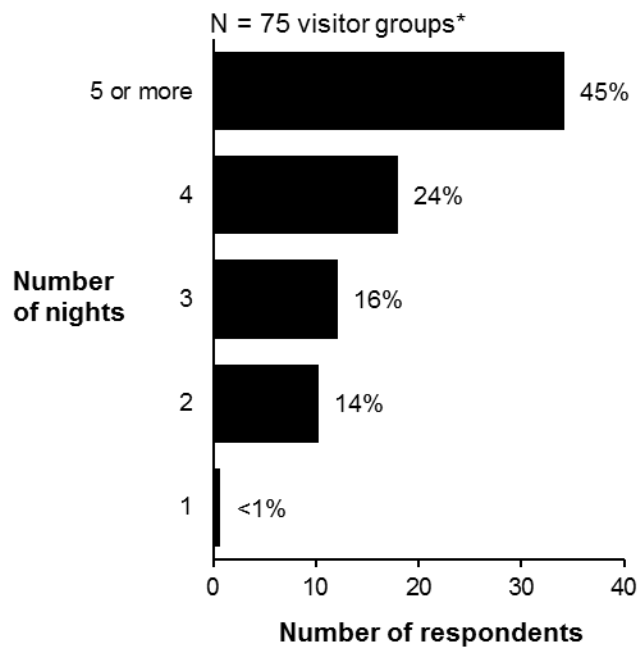


Figure 52. Nights spent camping outside Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Lodging in Acadia NP

Results (Figure 53)

- 54% of visitor groups who stayed at lodging in Acadia NP stayed for 3 nights.
- 33% of visitor groups who stayed at lodging in Acadia NP stayed for 5 or more nights.

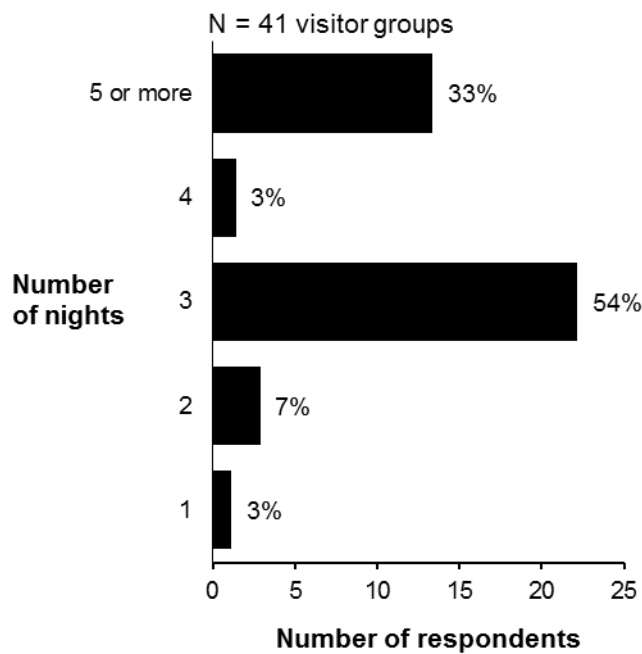


Figure 53. Nights spent lodging in Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Lodging outside Acadia NP

Results (Figure 54)

- 35% of visitor groups who stayed at lodging outside Acadia NP stayed for 5 or more nights.
- 23% of visitor groups who stayed at lodging outside Acadia NP stayed for 2 nights.

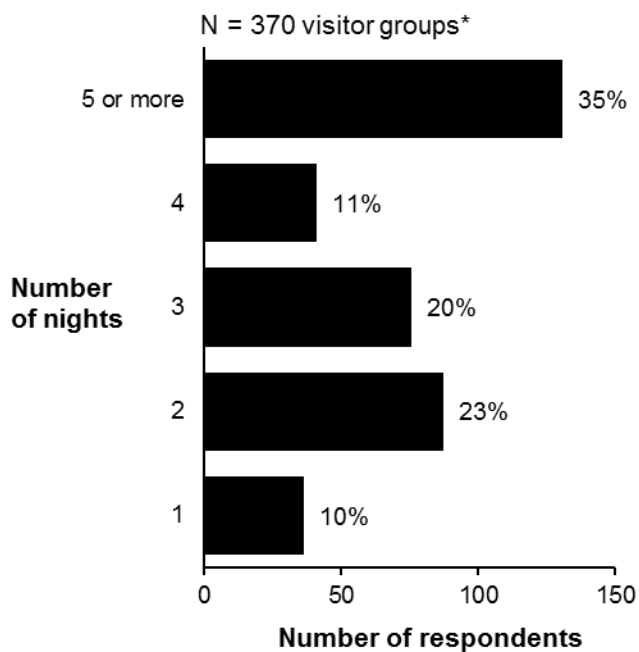


Figure 54. Nights spent in lodging outside Acadia NP

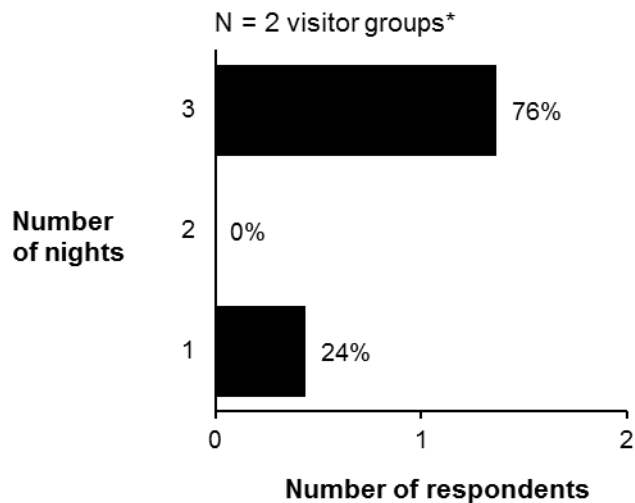
*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Cruise Ship Accommodations

Results (Figure 55)

- A total of two visitor groups stayed on a cruise ship. Of those visitor groups:
 - One group stayed for 3 nights.
 - One group stayed for 1 night.



**CAUTION: Number of respondents less than 30 visitor groups.*

Figure 55. Nights spent on cruise ship

**total percentages do not equal 100 due to rounding*

***total percentages do not equal 100 because visitors could select more than 1 answer*

Other accommodations (e.g., friends/relatives)

Results (Figure 56)

- 43% of visitor groups who stayed overnight at other accommodations stayed for 5 or more nights.
- 23% of visitor groups who stayed overnight at other accommodations stayed for 2 nights.

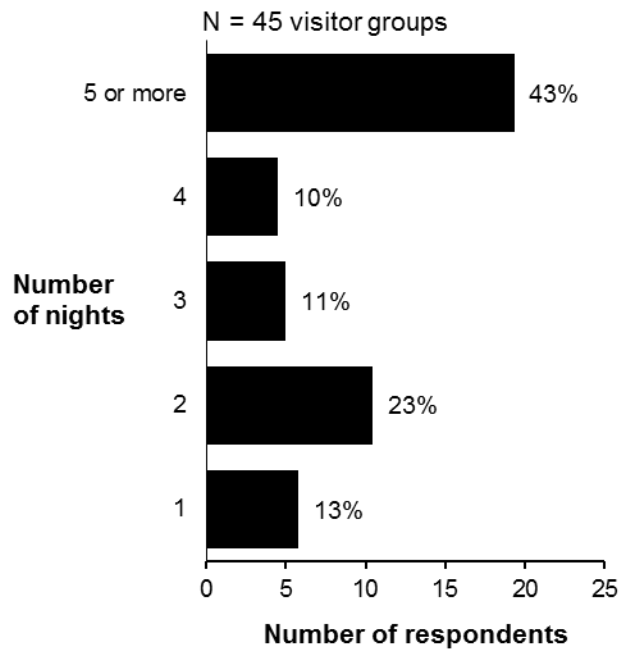


Figure 56. Nights in other accommodations (e.g., friends/relatives)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visits to other National Park Service sites

Question 29

Did you visit any other National Park Service sites on your trip away from home?

Results (Figure 57)

- 89% of visitors groups did not visit other NPS units on their trip away from home.

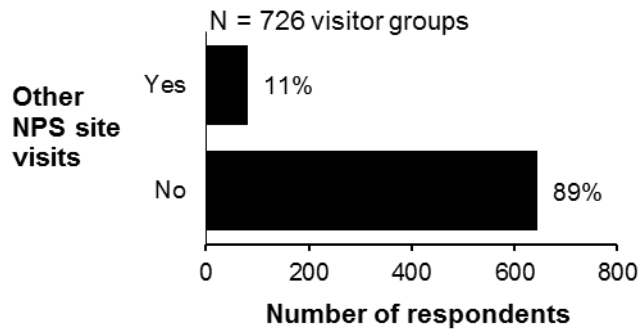


Figure 57. Visited other NPS sites on trip away from home

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Other National Park Service sites visited

Question 29

If YES, please specify other National Park Services sites you visited.

Results (Table 15)

- Of those visitor groups that did visit other NPS units on their trip (11%), the most common other NPS units included:
 - Cape Cod National Seashore and Boston National Historical Park (mentioned 9 times each)
 - Roosevelt Campobello International Park (mentioned 8 times).

Table 15. Other National Park Service sites visited

N = 42 comments	
Some visitor groups may have made more than one comment.	
Site	Frequency of times mentioned
Cape Cod National Seashore	9
Boston National Historical Park	9
Roosevelt Campobello International Park	8
Minute Man National Historic Park	5
Zion National Park	2
Yosemite National Park	2
Yellowstone National Park	2
Bryce Canyon National Park	2
Other sites	19

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Activity participation

Question 12

On this trip, in which of the following activities did you personally participate within Acadia NP?

Results

- As shown in Figure 58, the most common activities in which visitor groups participated were:
 - 93% Viewing wildlife, natural features, scenery, wildflowers, etc.
 - 67% Walking/short hike (< 1 hour)
 - 58% Day hiking ($\geq$ 1 hour)
 - 54% Driving for pleasure
- Of those who responded “Other” (7%), activities in which groups participated included:
 - Carriage ride
 - Eating at Jordan Pond House Restaurant
 - Ranger-led programs/activities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

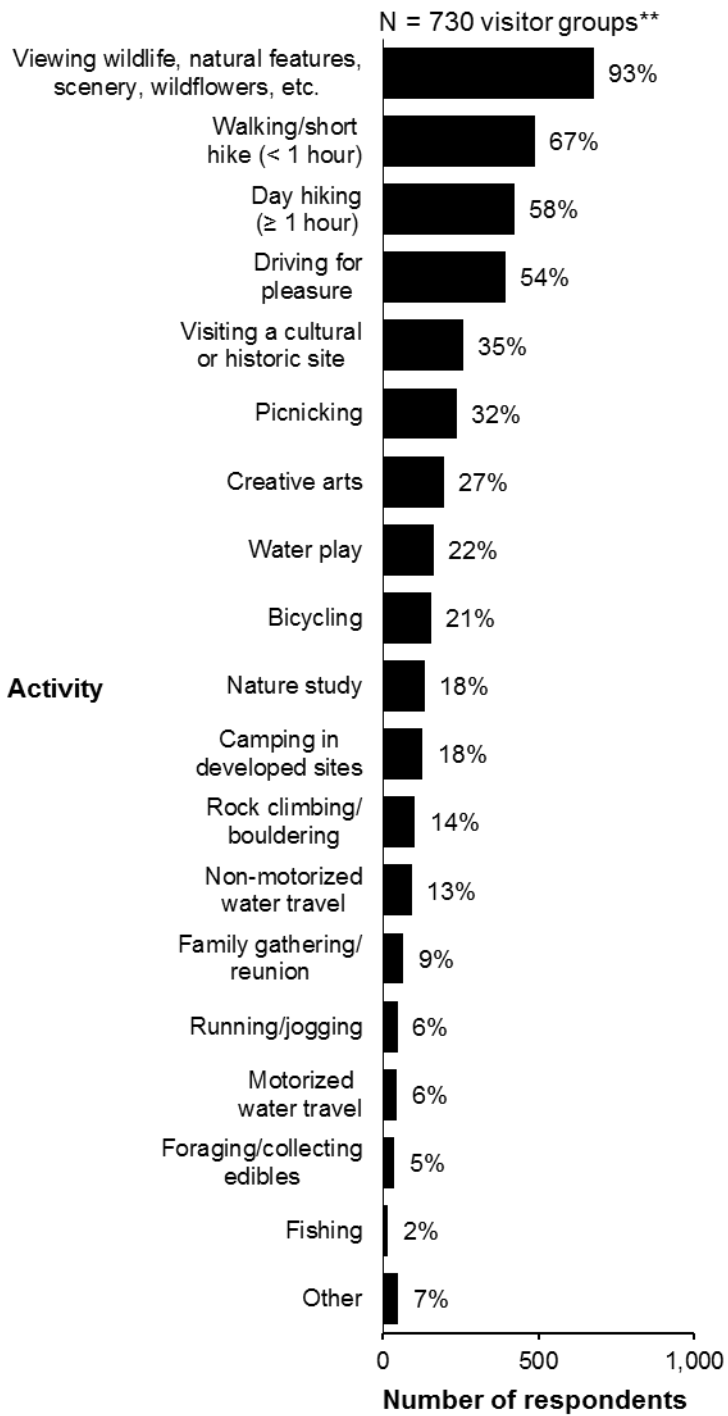


Figure 58. Participation in activities on this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 12

Please specify the non-motorized water travel activities in which you participated.

Results

- As shown in Table 16, of visitor groups who participated in non-motorized water travel, specific activities included:
 - Kayaking (mentioned 44 times)
 - Canoeing (mentioned 7 times)
 - Sailing (mentioned 6 times)

Table 16. Non-motorized water travel activities

N = 50 comments	
Some visitor groups may have made more than one comment.	
Activity	Frequency of times mentioned
Kayaking	44
Canoeing	7
Sailing	6
Stand-up paddle boarding	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 12

Please specify the motorized water travel activities in which you participated.

Results

- As shown in Table 17, of visitors who participated in motorized water travel, specific activities included:
 - Boating tour (mentioned 12 times)
 - Boating (mentioned 10 times)

Table 17. Motorized water travel activities

N = 32 comments	
Some visitor groups may have made more than one comment.	
Activity	Frequency of times mentioned
Boating tour	12
Boating	10
Ferry	4
Trip on "Divers Ed" vessel	3
Cruise	2

Question 12

Please specify the water play activities in which you participated.

Results

- As shown in Table 18, of visitors who participated in water play, specific activities included:
 - Swimming (mentioned 67 times)
 - Wading (mentioned 5 times)
 - Tide pooling (mentioned 3 times)

Table 18. Water play activities

N = 75 comments	
Some visitor groups may have made more than one comment.	
Activity	Frequency of times mentioned
Swimming	67
Wading	5
Tidepooling	3

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Primary activity on this trip

Question 13

Of the activities listed in Question 12, which was your primary activity during your visit to Acadia NP on the day you were contacted for this survey?

Results

- As shown in Figure 59, the most common primary activities listed by visitors groups were:
 - 46% Day hiking (≥ 1 hour)
 - 26% Viewing wildlife, natural features, scenery, wildflowers, etc.
- Of those who responded “Other” (7%), activities specified included:
 - Visiting the beach
 - Visiting nature
 - Educational activities
- 20% of visitor groups did not have a primary activity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

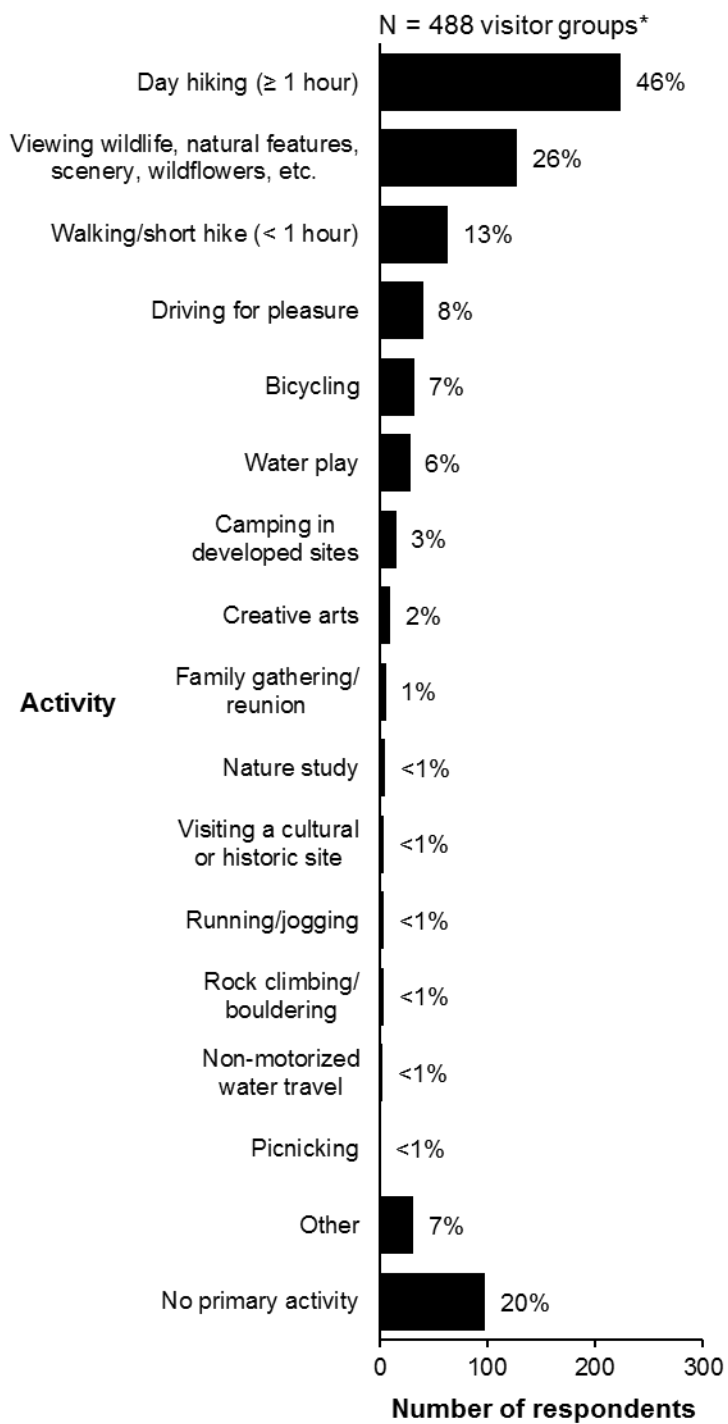


Figure 59. Primary activity on this trip to Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitors with physical conditions

Question 18a

Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Acadia NP?

Results (Figure 60)

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

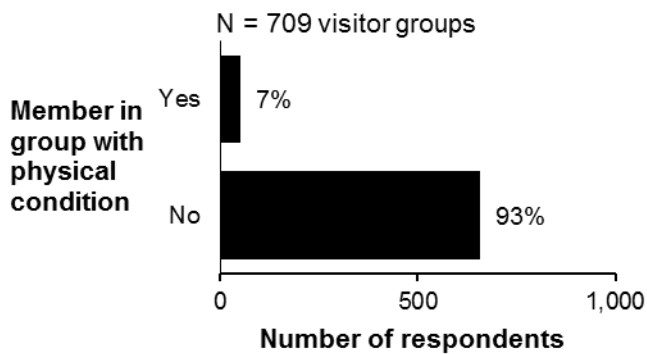


Figure 60. Visitors with physical conditions

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 18b

If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing? (open-ended)

Results (Table 19)

- “Walking/hiking with elevation” was the most commonly mentioned (mentioned 16 times) activity in which members of visitor groups had difficulty participating.
- “Walking/hiking” in general was the second most commonly mentioned (mentioned 15 times).

Table 19. Activities/services/facilities difficult to participate in/access

N = 44 comments	
Some visitor groups may have made more than one comment.	
Activity, service, or facility	Frequency of times mentioned
Walking/hiking with elevation	16
Walking/hiking	15
Walking/hiking with steps	8
Ranger-led activities/programs	3
Walking/hiking on uneven terrain	2
Other comments	1

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 18c

Because of the physical condition, which specified difficulties did the person(s) have?

Results (Figure 61)

- Of visitor groups that had at least one member with a physical condition, the member(s) had specific difficulties with:
 - 66% Mobility
 - 9% Hearing
- Of those who responded “Other” (15%), specific difficulties included:
 - Cardiovascular
 - Pregnant
 - Gastrointestinal
 - Respiratory

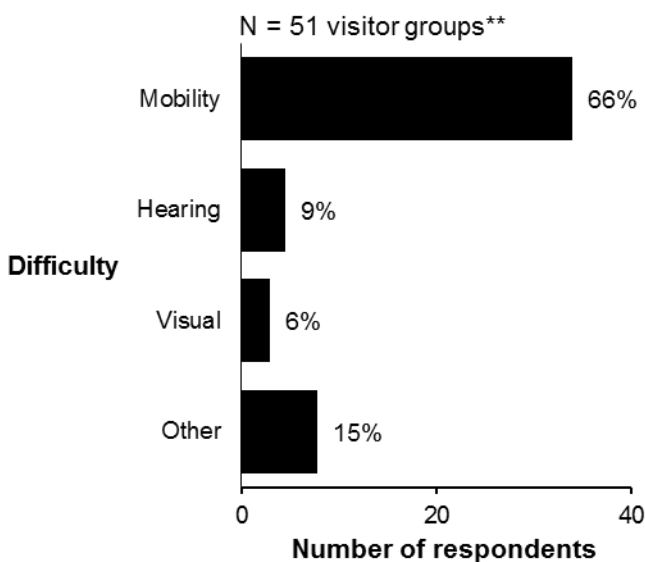


Figure 61. Specific difficulties had by visitor group member(s)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Programs and services participation

Question 14

On this trip, in which of the following programs and services did you personally participate within Acadia NP?

Results

- As shown in Figure 62, the most common programs and services in which visitor groups participated were:
 - 71% Going to the Visitor Center
 - 65% Reading the park brochure
 - 56% Viewing outdoor exhibits
- Of those who responded “Other” (4%), programs and services included:
 - Tour guide
 - Carriage tour
 - Schoodic Artist in Residence workshop
 - Schoodic Education and Research Center

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

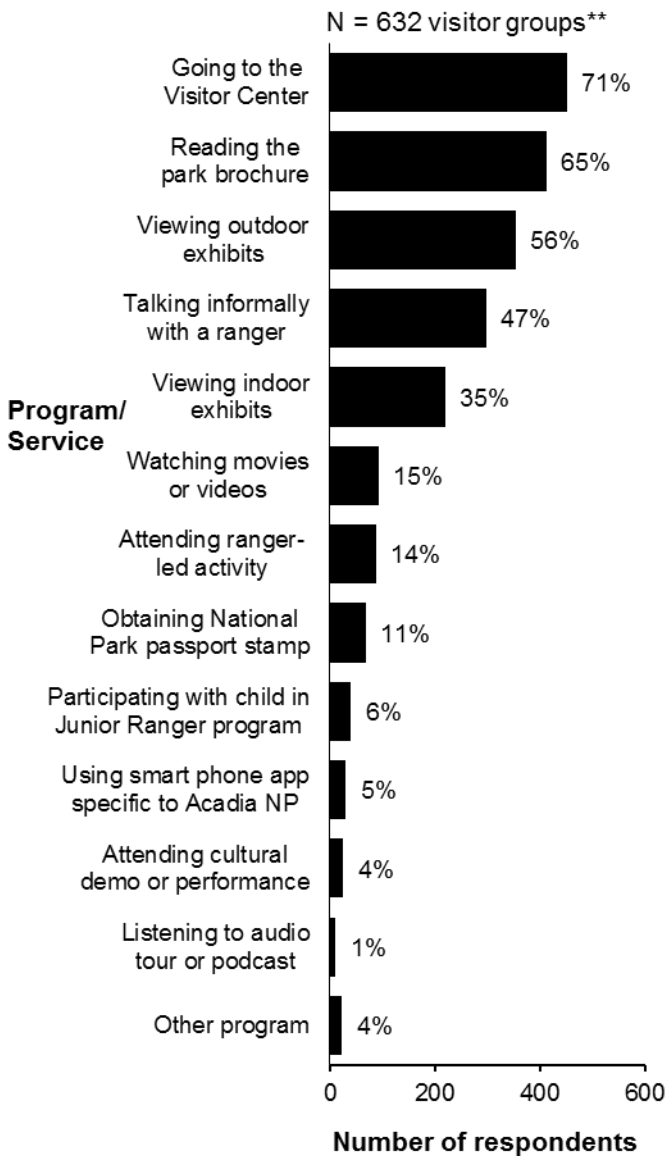


Figure 62. Participation in programs and services

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Learning from park staff, programs, and/or exhibits

Question 15

On this visit to Acadia NP, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture?

Results (Figure 63)

- 47% of visitor groups learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

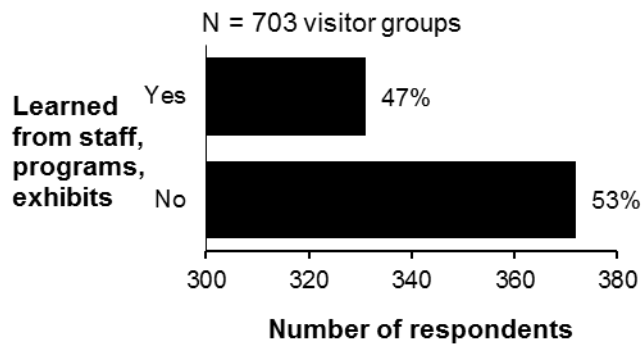


Figure 63. Visitors who learned something from park staff, programs, and/or exhibits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 15

If YES, please specify subjects you learned about (open-ended).

Results

- Table 20 shows the subjects visitor groups learned about from park staff, programs, and/or exhibits.
- Subjects related to history and natural resources were most frequently mentioned:
 - Park history was the subject mentioned most frequently (mentioned 60 times).
 - Geology was mentioned second most frequently (mentioned 53 times).
 - Wildlife was mentioned 50 times.

Table 20. Subjects learned

N = 303 comments	
Some visitor groups may have made more than one comment.	
Subject	Frequency of times mentioned
Park history	60
Geology	53
Wildlife	50
Plants and trees	34
Hiking trails	20
Nature	20
Native American history/culture	19
Cadillac Mountain	19
Carriage roads	18
History	16
Rockefeller family	13
Night sky	10
Subjects in Abbe Museum	8
Water quality	8
Schoodic naval base	7
Glaciers	7
Thunder Hole	6
Tidepools	6
Geography	5
American history/culture	5
Cairns	5
Old Farm	4
Lighthouses	4
Human history/culture	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 20 (continued). Subjects learned

Subject	Frequency of times mentioned
Leave No Trace	4
Mountains	4
Transfer of lands	3
Lobster fishing	3
Bicycle safety	3
Light pollution	3
General information	3
Islands	2
Bar Harbor	2
Local water supply	2
Jordan Pond	2
Safety	2
Volunteer opportunities	2
Other comments	25

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Learning about subjects on future visits

Question 16

If you were to visit Acadia NP in the future, are there specific subjects you would like to learn about?

Results (Figure 64)

- 69% of visitors did not have specific subjects they would like to learn about on a future visit to Acadia NP.

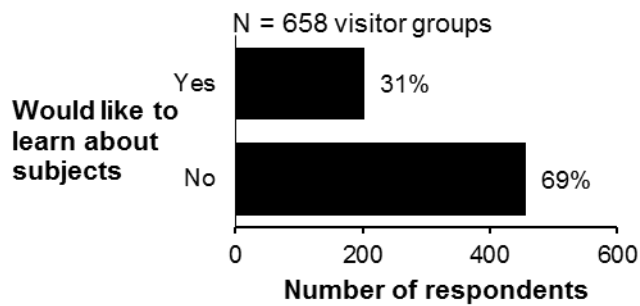


Figure 64. Visitors who would like to learn about specific subjects on future visits

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 16

If YES, please specify subjects you would like to learn about (open-ended).

Results

- Table 21 shows the subjects visitors would like to learn about on future visits to Acadia NP:
 - Wildlife was the subject mentioned most frequently (mentioned 52 times).
 - Geology was mentioned second most frequently (mentioned 38 times).

Table 21. Subjects visitors would like to learn about on future visits

N = 203 comments	
Some visitor groups may have made more than one comment.	
Subject	Frequency of times mentioned
Wildlife	52
Geology	38
History	29
Plants and trees	28
Park history	20
Human history/culture	16
Hiking trails	14
Native American history/culture	11
Nature	10
Effects of climate change	9
Ecology	8
Tide pools	6
Fishing	5
Glaciers	4
Camping	4
Night sky	4
Geography	4
American history/culture	3
Geologic changes	3
Conservation efforts	2
Ocean	2
Natural history	2
Carriage roads	2
Levels of visitation	2
Tides	2
Other comments	18

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Expenditures

Purchase of package tour(s)

Question 30a

Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?

Results (Figure 65)

- 3% of visitor groups had at least one member who purchased a package tour.

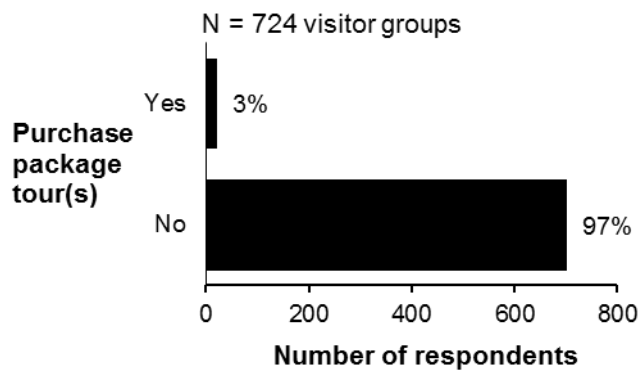


Figure 65. Visitor groups with member(s) who purchased packaged tour(s)

*total percentages do not equal 100 due to rounding

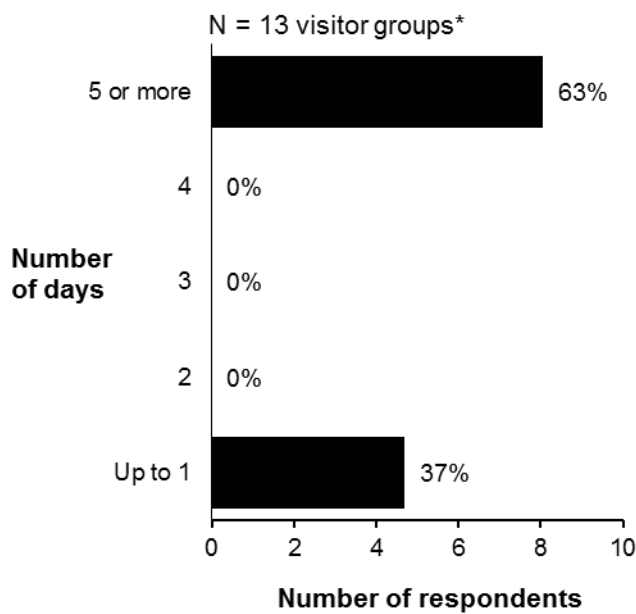
**total percentages do not equal 100 because visitors could select more than 1 answer

Question 30b

If YES, what was the total length of your package tour(s)?

Results (Figure 66)

- 63% of visitor groups purchased package tours with a total length of 5 days or more.
- 37% of visitor groups purchased package tours with a total length of up to one day.
- The average total length of package tours purchased was 3.29 days.



**CAUTION: Number of respondents less than 30 visitor groups.*

Figure 66. Total length of package tour(s) purchased by at least one group member

*total percentages do not equal 100 due to rounding

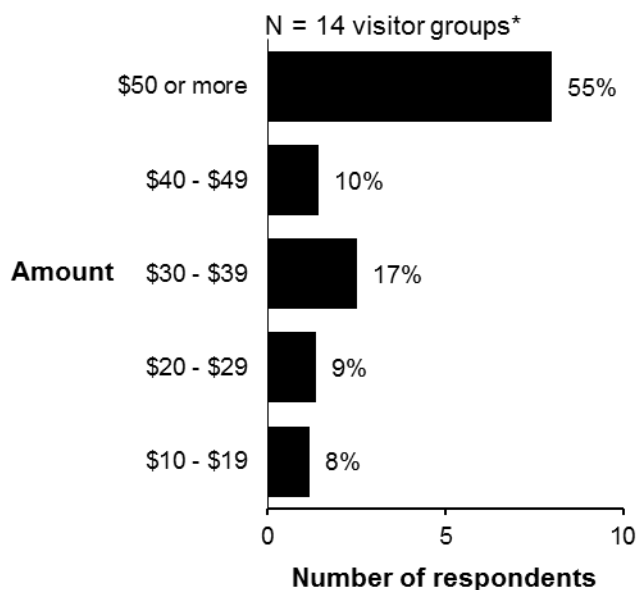
**total percentages do not equal 100 because visitors could select more than 1 answer

Question 30c

If YES, what was the total cost per person for the package tour(s)?

Results (Figure 67)

- 55% of visitor groups purchased package tours with a total cost of up to \$50 or more per person.
- 17% of visitor groups purchased package tours with a total cost between \$30 and \$39 per person.
- The median total cost per person (50% of groups spent more and 50% of groups spent less) was \$118.



**CAUTION: Number of respondents less than 30 visitor groups.*

Figure 67. Total cost per person for package tour(s) purchased by at least one group member

*total percentages do not equal 100 due to rounding

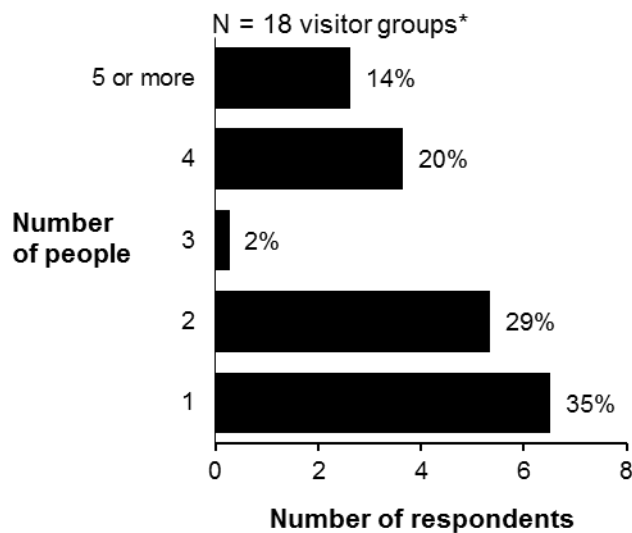
**total percentages do not equal 100 because visitors could select more than 1 answer

Question 30d

If YES, how many people in your personal group were on the package tour(s)?

Results (Figure 68)

- 35% of visitor groups consisted of one person on package tours.
- 29% of visitor groups were on package tours with 2 people



**CAUTION: Number of respondents less than 30 visitor groups.*

Figure 68. Number of group members on package tour(s) purchased by at least one group member

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Items included in package tour(s) as a part of visit

Question 30e

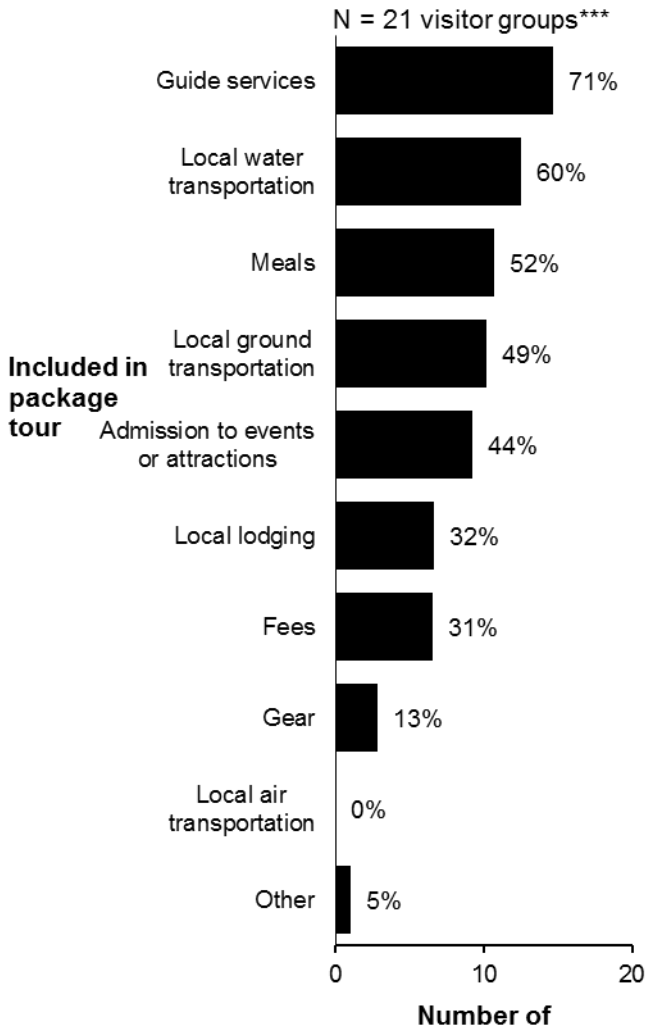
If YES, which of the following were included in the package tour(s) as part of your visit to Acadia NP and the nearby area (within the shaded area of the map on p. 12)?

Results

- As shown in Figure 69, the most common items that were included in package tour(s) purchased were:
 - 71% Guide services
 - 60% Local water transportation
 - 52% Meals
- Of those who responded “Other” (5%), items included:
 - Going to museum on Cranberry Island

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer



**CAUTION: Number of respondents less than 30 visitor groups.*

Figure 69. Items included in package tour(s) purchased by at least one group member

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Total expenditures inside park and nearby area

Question 31

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Acadia NP and within the nearby area (within the shaded area of the map on p. 12) during your time in the nearby area. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

Note: Residents living with the highlighted area of the map should only include expenditures that were directly related to this trip in Acadia NP.

See Figure 14 or Appendix 2 for map.

Results (Figure 70)

- 51% of visitor groups spent \$1 to \$1,000.
- 26% of visitor groups spent \$1,001 to \$2,000.

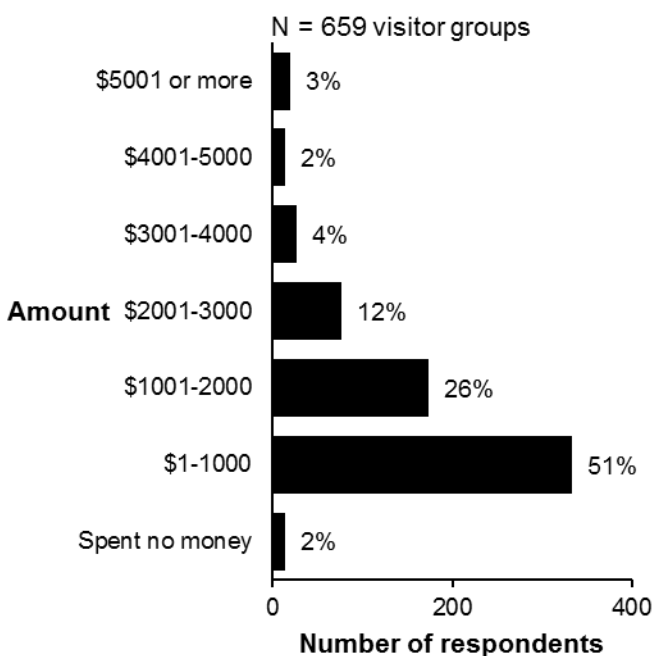


Figure 70. Total expenditures inside the park and in nearby area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Percentages of total expenditures inside park and nearby area

Question 31

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Acadia NP and within the nearby area (within the shaded area of the map on p. 12) during your time in the nearby area.

See Figure 14 or Appendix 2 for map.

Results (Figure 71)

The largest portions of total expenditures inside and near the park were for:

- 24% Hotels, motels, resorts
- 21% Restaurants/bars
- 17% Specialty lodging
- “Other” (4%) expenditures specified included:
 - Firewood
 - Fishing license
 - Kennel

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

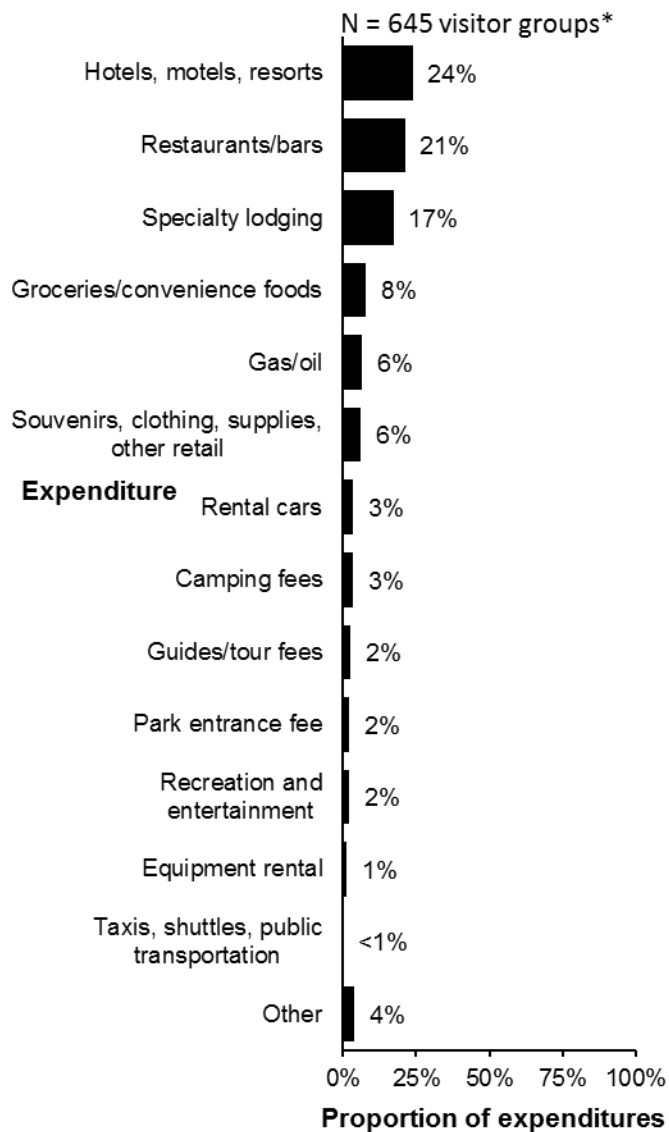


Figure 71. Percentages of total expenditures within Acadia NP and nearby area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Number of people covered by expenses

Question 33a

Including yourself, how many people in your personal group were covered by the expenses for this trip away from home?

Results (Figure 72)

- 47% of visitor groups had two members covered by expenses.
- 34% of visitor groups had four or more members covered by expenses.

See Appendix 1 for more details.

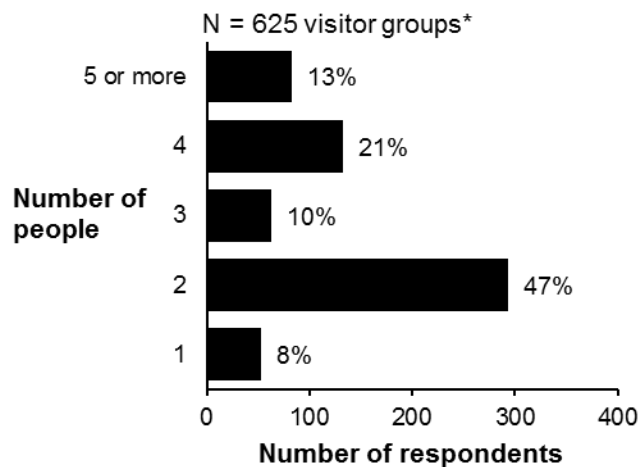


Figure 72. Visitors covered by expenses

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Adults covered by expenses

Question 33a

Including yourself, how many adults (18 years or over) in your personal group were covered by the expenses for this trip away from home?

Results (Figure 73)

- 68% of visitor groups had two adults covered by expenses.
- 24% of visitor groups had three or more adults covered by expenses.

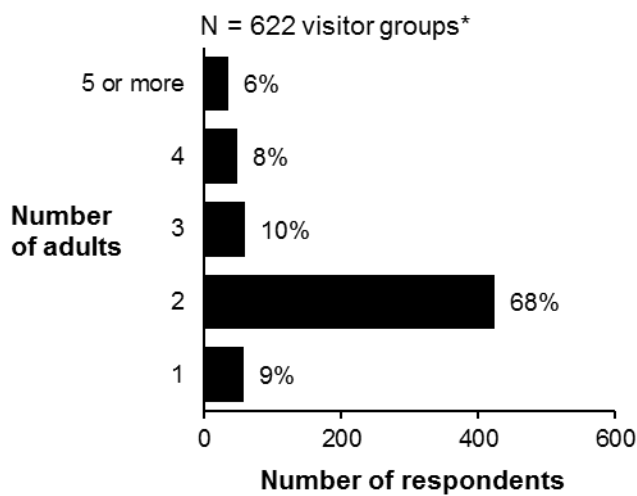


Figure 73. Adults covered by expenses

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Children covered by expenses

Question 33a

How many children (under 18 years) in your personal group were covered by the expenses for this trip away from home?

Results (Figure 74)

- 53% of visitor groups that had children had two children covered by expenses.
- 28% of visitor groups that had children had one child covered by expenses.

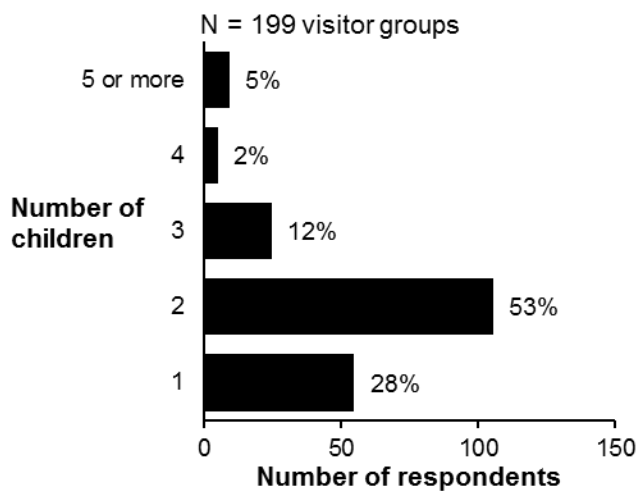


Figure 74. Children covered by expenses

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Sharing of expenses

Question 33b

Including yourself, how many people in your group split these trip expenses?

Results (Figure 75)

- 57% of visitor groups had two people split trip expenses.
- 26% of visitor groups did not split the expenses.

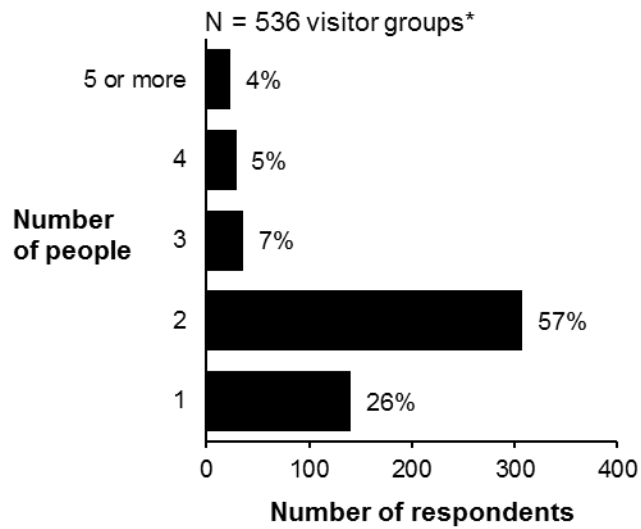


Figure 75. Sharing of expenses in visitor group

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Total expenditures outside of park and nearby area

Question 32

For you and any members of your personal group with whom you shared expenses, please record any additional money spent outside of the map area during your trip away from home (for example, travel or food expenditures).

Results (Figure 76)

- 62% of visitor groups spent up to \$1000 on additional expenses outside of the park and nearby area.
- 18% of visitor groups spent no additional money outside of the park and nearby area.

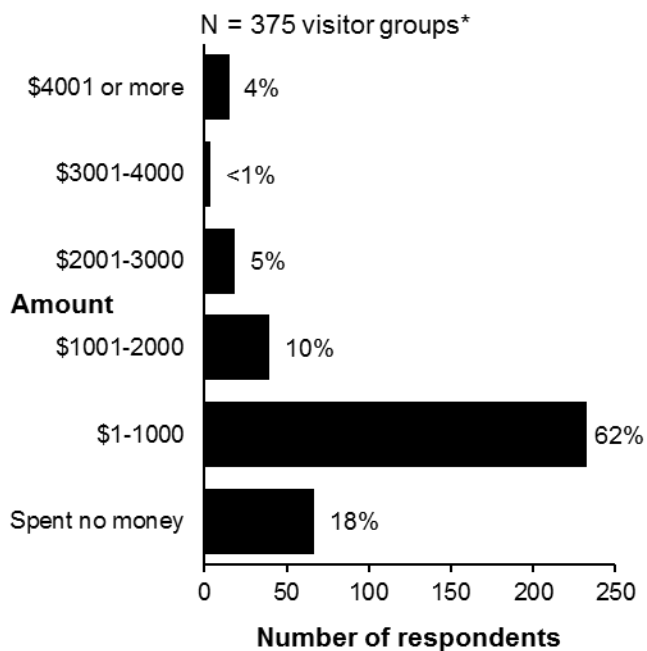


Figure 76. Total expenditures outside of park and nearby area

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Evaluations of Park Experience and Post-Trip Experience

Aspects most liked about visit to park

Question 19

What did you like most about your visit to Acadia NP (open-ended)?

Results

- Table 22 shows the aspects visitor groups liked most about their visit. The most frequently mentioned aspects were:
 - Scenery (mentioned 338 times)
 - Hiking (mentioned 159 times)
 - Nature (mentioned 57 times)

Table 22. Aspects liked most about visit

N = 675 comments	
Some visitor groups may have made more than one comment.	
Aspect	Frequency of times mentioned
Scenery	338
Hiking	159
Nature	57
Maine Coast	46
Biking	38
Beach	37
Quiet	35
Cadillac Mountain	27
Bus service	26
Trails	25
Carriage roads	25
Drive	25
Staff	20
Signage	20
Jordan Pond	19
Everything	19
Access to park	18
Variety/Number of activities	16
Solitude	15
Time with family	15
Relaxing	14
Outdoors	14

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 22 (continued). Aspects most liked about visit

Aspect	Frequency of times mentioned
Camping	12
Bodies of water	10
Campground	8
Wildlife	7
Kayaking	7
Clean air	6
Loop road	6
Swimming	6
Night sky	6
Not crowded	6
Popovers	5
Great weather	5
Mountains	4
Thunder Hole	4
Carriage ride	4
Climbing	3
Time with friends	3
Access to trails	3
Clean restrooms	3
Visitor Center	3
Schoodic Peninsula	3
Dog friendly	3
Information provided	3
Crowds well managed	3
Exercise	3
Plants and trees	2
Ranger led tours	2
Food options	2
Bar Harbor	2
Bouldering	2
Other comments	11

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Aspects least liked about visit to park

Question 20

What did you like least about your visit to Acadia NP (open-ended)?

Results

- Table 23 shows the aspects visitor groups least liked about their visit. The most frequently mentioned aspects were:
 - Crowded (mentioned 146 times)
 - Parking issues (mentioned 84 times)
 - Traffic (mentioned 47 times)

Table 23. Aspects least liked about visit

N = 474 comments	
Some visitor groups may have made more than one comment.	
Aspect	Frequency of times mentioned
Crowded	146
Parking issues	84
Traffic	47
Signage	37
Weather	33
Not enough time	28
No cell phone service	18
Fees	18
Personal issue	12
Food options	10
Not enough bus service	9
Showers needed	9
Noise	7
More rangers needed	7
Insects	7
Visitor Center	7
Lodging	6
Restroom maintenance	5
Driving distance	5
Bike lanes needed	5
Access policies	5
Rules not followed	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 23 (continued). Aspects liked least about visit

Aspect	Frequency of times mentioned
Campground noise	4
Less wildlife seen than expected	4
Ranger programs not well advertised	3
Bikes	3
Dogs	3
More trashcans needed	3
Staff not friendly/helpful	3
Access to bike trails	3
Sand Beach	2
Better maps needed	2
Handicap access	2
Carriage ride	2
Development of surrounding area	2
Difficulty accessing ranger program	2
More restrooms needed	2
Other comments	28

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Expectations for visit to Acadia NP

Question 21

Did your visit to Acadia NP, on this trip, meet your expectations?

Results (Figure 77)

- 92% of visitor groups had their expectations met during their visit to the park, on this trip.

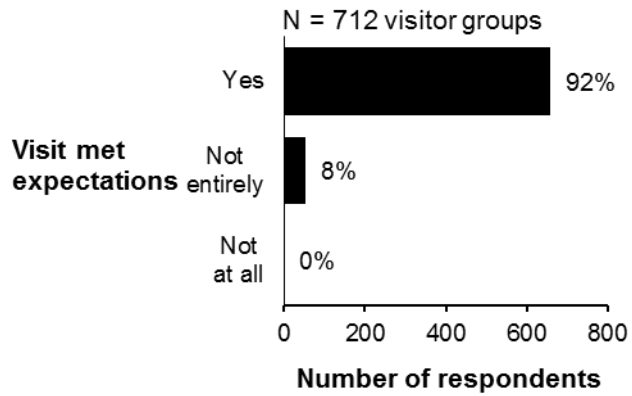


Figure 77. Meeting of expectations for visit on this trip

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Question 21

If NOT ENTIRELY, please explain (open-ended).

Results

- Table 24 shows the reasons visitor groups' expectations were "not entirely" met:
 - Crowding was the reason mentioned most frequently (mentioned 20 times).
 - Traffic was the second most mentioned reason (mentioned 8 times).

Table 24. Reasons expectations were "not entirely" met

N = 52 comments	
Some visitor groups may have made more than one comment.	
Reason	Frequency of times mentioned
Crowding	20
Traffic	8
Poor weather	6
Bathrooms need improvement	5
Long waits/lines	4
Not enough time	3
Less wildlife seen than hoped	3
Need showers	3
Not enough opportunities to learn	3
Noise from others in campground	2
Trails need improved markings/signage	2
Lack of parking	2
Other comments	4

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Importance of use of personal electronic devices

Question 17

How important to you was it during your visit to Acadia NP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Acadia NP required to do each?

Rating choices:

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

Results

- Figure 78 shows the combined proportions of “extremely important” and “very important” ratings for use of a personal electronic device.
- The uses that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - 25% Make/receive cell phone call
 - 24% Send/receive text message
- Of those who rated “Other” (N = 139), uses included:
 - GPS
 - Access maps
 - Access E-Mail
 - Access apps

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

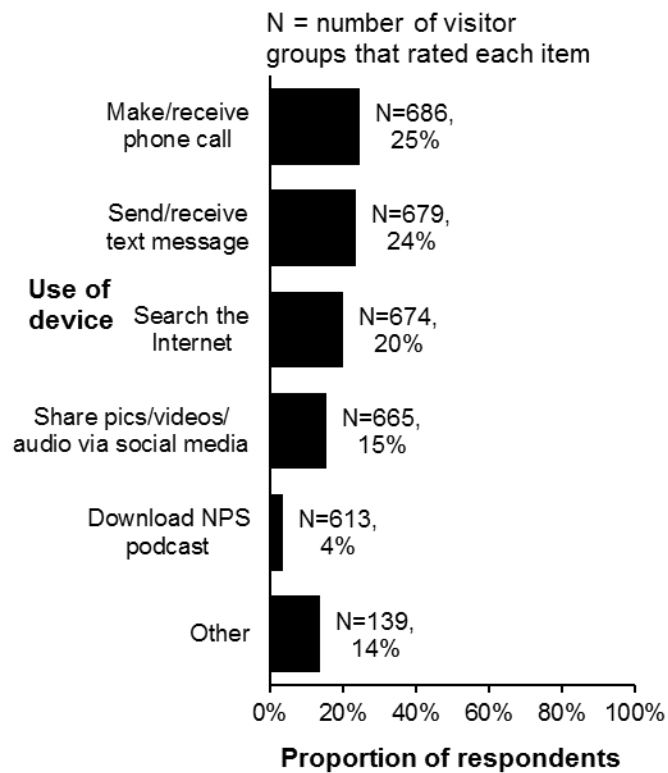


Figure 78. Importance of using personal electronic devices

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Quality of service required to use personal electronic devices

Question 17

How important to you was it during your visit to Acadia NP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Acadia NP required to do each?

Rating choices:

- 1 = Very good
- 2 = Good
- 3 = Average
- 4 = Poor
- 5 = No service at all
- 99 = Not applicable

Results

- Figure 79 shows the combined proportions of “very good” and “good” ratings for quality of service required use a personal electronic device.
- The uses that received the highest combined proportions of “very good” and “good” ratings for quality of service required were:
 - 38% Send/receive text message
 - 34% Make/receive phone call
- Of those who rated “Other” (N = 37), uses included:
 - GPS
 - Access maps
 - Access E-mail
 - Access apps

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

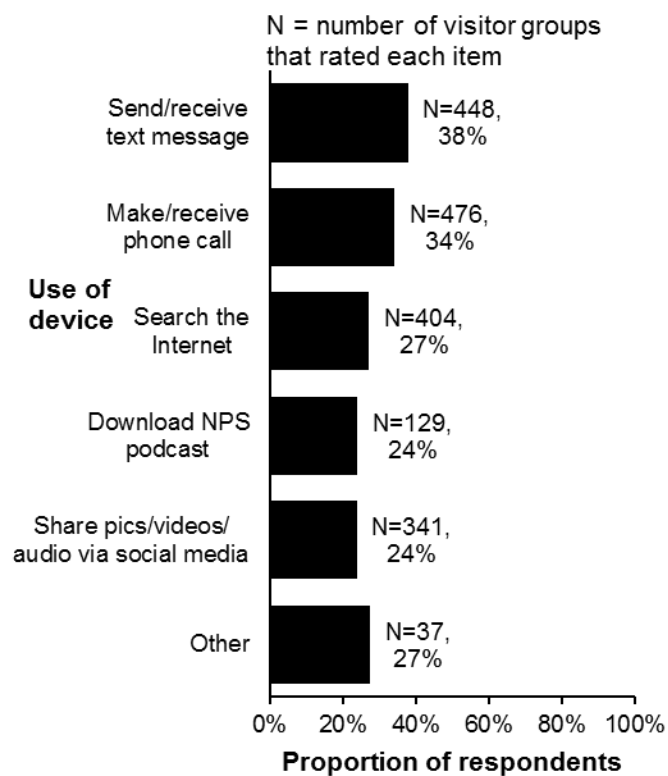


Figure 79. Quality of service required to use personal electronic devices

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Mean scores of importance and quality ratings for use of personal electronic devices

Question 17

- Figure 80 shows the mean scores of importance and quality ratings for all uses of personal electronic devices.
- All uses of personal electronic devices were rated relatively unimportant.
- The quality of service required was rated relatively average to poor for each use.

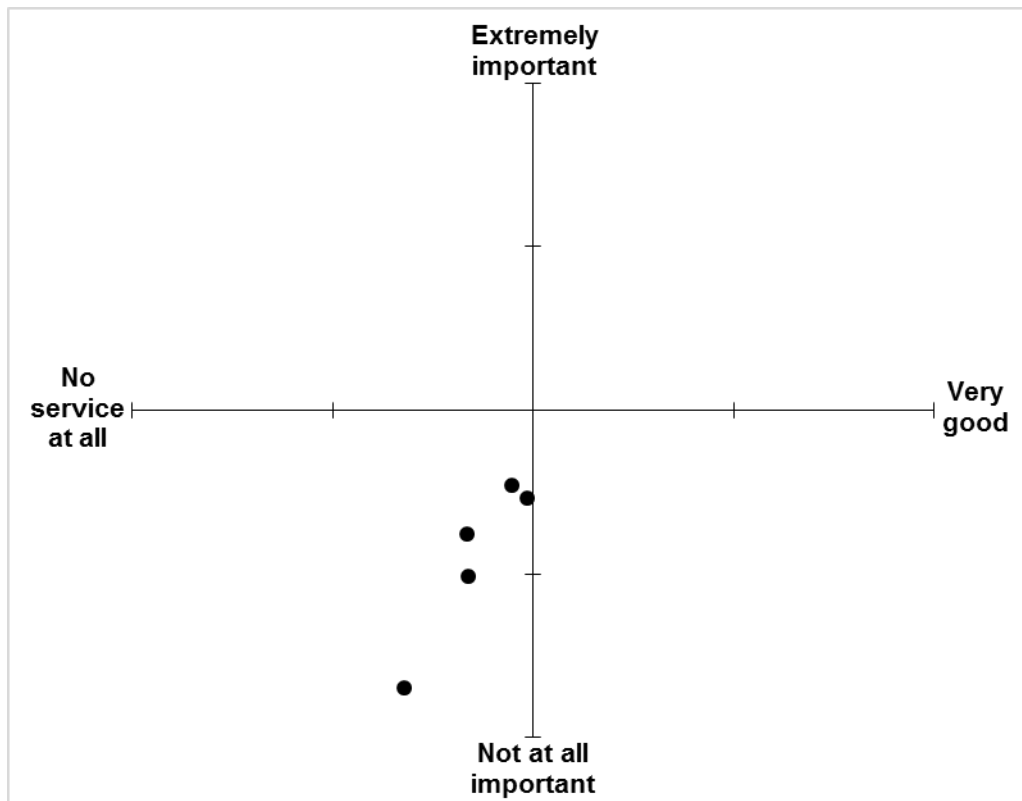


Figure 80. Mean scores for importance and quality ratings for use of personal electronic devices

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Safety

Question 22

To what extent do you agree or disagree with each of the following statements?

Acadia NP is a safe place to visit.

Results (Figure 81)

- 69% of visitor groups strongly agreed that Acadia NP is a safe place to visit.
- 30% of visitor groups agreed with this statement.

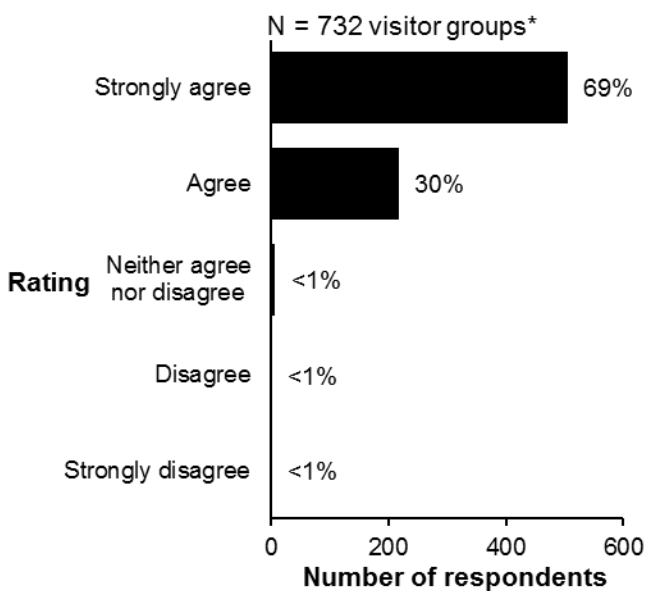


Figure 81. Extent of agreement/disagreement with statement on safety of Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Crowding

Question 22

To what extent do you agree or disagree with each of the following statements?

Acadia is too crowded.

Results (Figure 82)

- 31% of visitor groups neither agreed nor disagreed that Acadia NP is too crowded.
- 28% of visitor groups agreed with this statement.

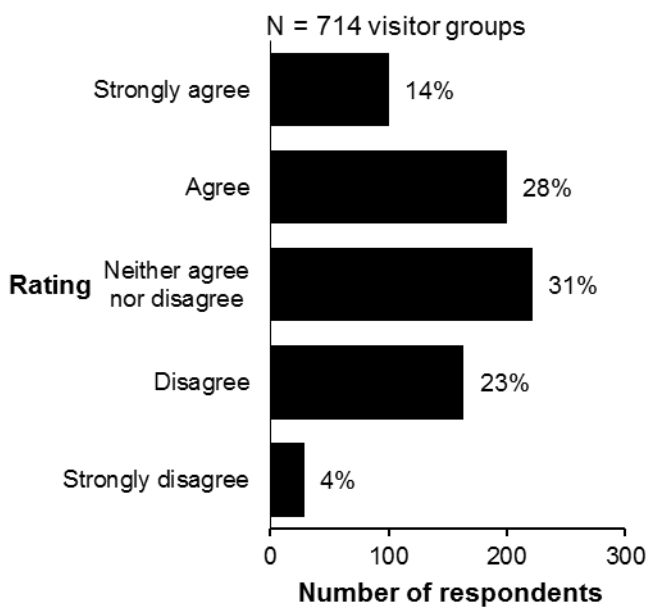


Figure 82. Extent of agreement/disagreement with statement on crowding in Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Condition of natural resources

Question 22

To what extent do you agree or disagree with each of the following statements?

Natural resources in Acadia NP are in pristine condition.

Results (Figure 83)

- 48% of visitor groups agreed that natural resources in Acadia NP are in pristine condition.
- 36% of visitor groups strongly agreed with this statement.

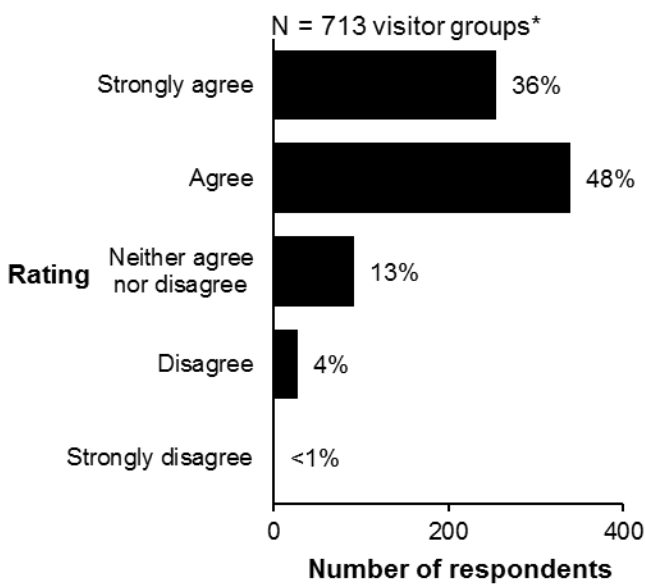


Figure 83. Extent of agreement/disagreement with statement on condition of natural resources in Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Entrance fee

Question 22

To what extent do you agree or disagree with each of the following statements?

The entrance fee for Acadia NP is too high.

Results (Figure 84)

- 41% of visitor groups disagreed that the entrance fee for Acadia NP is too high.
- 23% of visitor groups strongly disagreed with this statement.

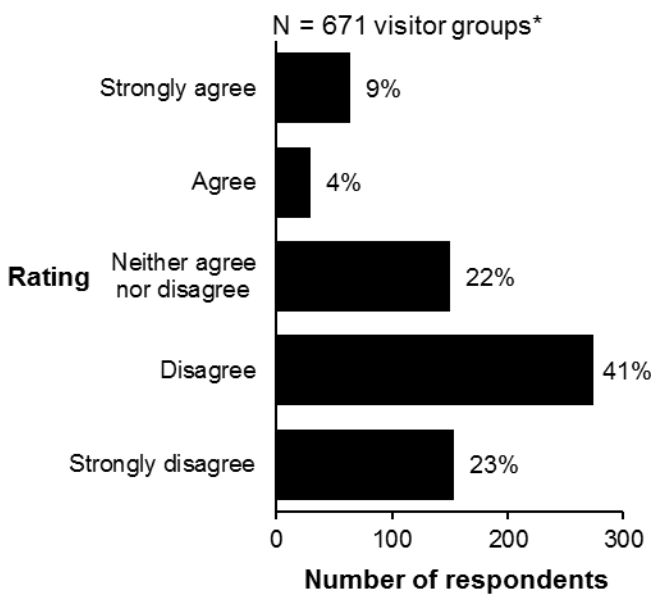


Figure 84. Extent of agreement/disagreement with statement on entrance fee for Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Vandalism and crime

Question 22

To what extent do you agree or disagree with each of the following statements?

Vandalism and crime are not a problem in Acadia NP.

Results (Figure 85)

- 46% of visitor groups agreed that vandalism and crime are not a problem in Acadia NP.
- 38% of visitor groups strongly agreed with this statement.

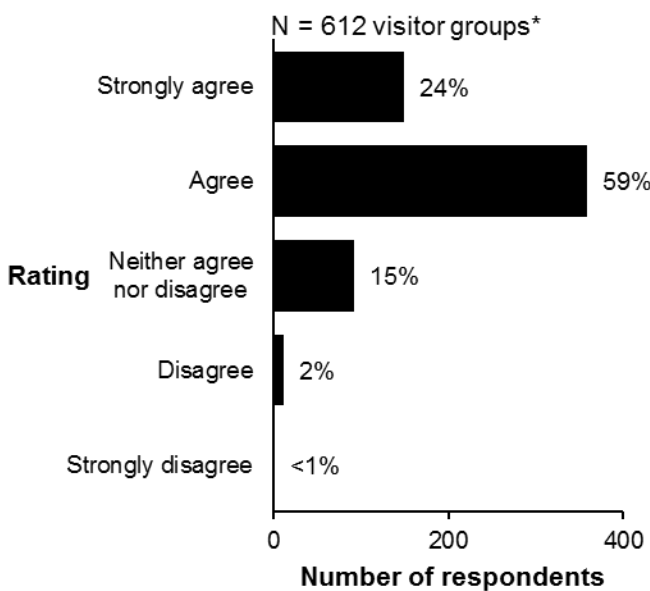


Figure 85. Extent of agreement/disagreement with statement on vandalism and crime in Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Accessibility

Question 22

To what extent do you agree or disagree with each of the following statements?

Acadia NP is not accessible to persons with physical disabilities.

Results (Figure 86)

- 39% of visitor groups neither agreed nor disagreed that Acadia NP is not accessible to persons with physical disabilities.
- 36% of visitor groups disagreed with this statement.

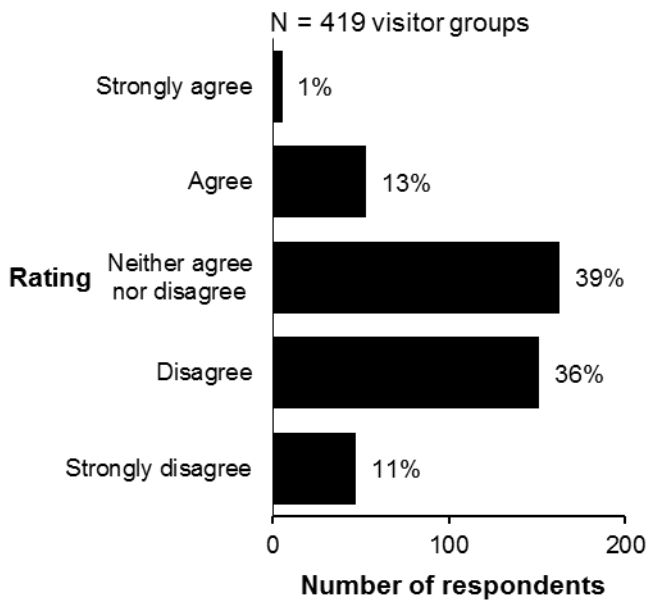


Figure 86. Extent of agreement/disagreement with statement on accessibility of Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Condition of historical and cultural features

Question 22

To what extent do you agree or disagree with each of the following statements?

Historical and cultural features in Acadia NP are well maintained/preserved.

Results (Figure 87)

- 59% of visitor groups agreed that historical and cultural features in Acadia NP are well maintained/preserved.
- 24% of visitor groups strongly agreed with this statement.

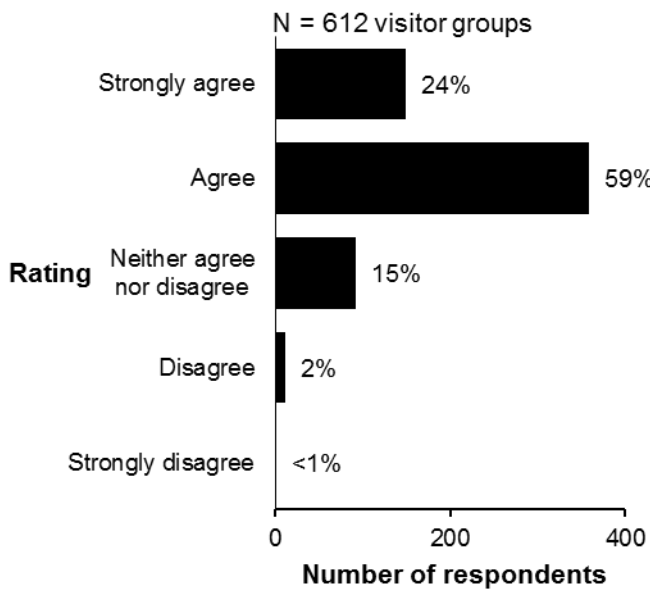


Figure 87. Extent of agreement/disagreement with statement on condition of historical and cultural features in Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Development of adjacent areas

Question 22

To what extent do you agree or disagree with each of the following statements?

Development of adjacent areas detracts from visitors' experiences at Acadia NP.

Results (Figure 88)

- 42% of visitor groups disagreed that development of adjacent areas detracts from visitors' experiences at Acadia NP.
- 26% of visitor groups neither agreed nor disagreed with this statement.

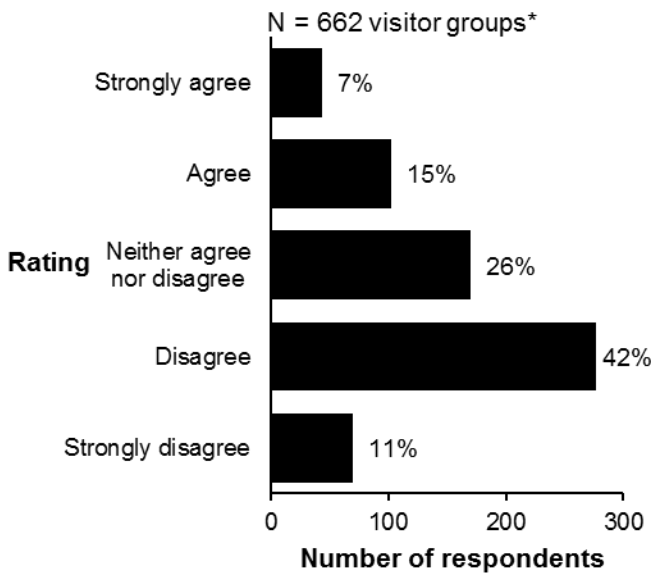


Figure 88. Extent of agreement/disagreement with statement on development of adjacent areas near Acadia NP

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Quality of facilities, services, and recreational opportunities

Question 22

How would you rate the quality of the facilities, services, and recreational opportunities in Acadia NP?

Rating choices:

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

Results

- Figure 89 shows the combined proportions of “very good” and “good” ratings for facilities, services, and recreational opportunities.
- The facilities, services, and recreational opportunities that received the highest combined proportions or “very good” and “good” ratings were:
 - 98% Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)
 - 95% Walkways, trails, and roads
 - 94% Ranger programs
- The facilities, services, and recreational opportunities that received the lowest combined proportions or “very good” and “good” ratings were:
 - 72% Restrooms
 - 68% Commercial services in the park
- Figure 90 through Figure 101 show ratings for each facility, program, or recreational opportunity.

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

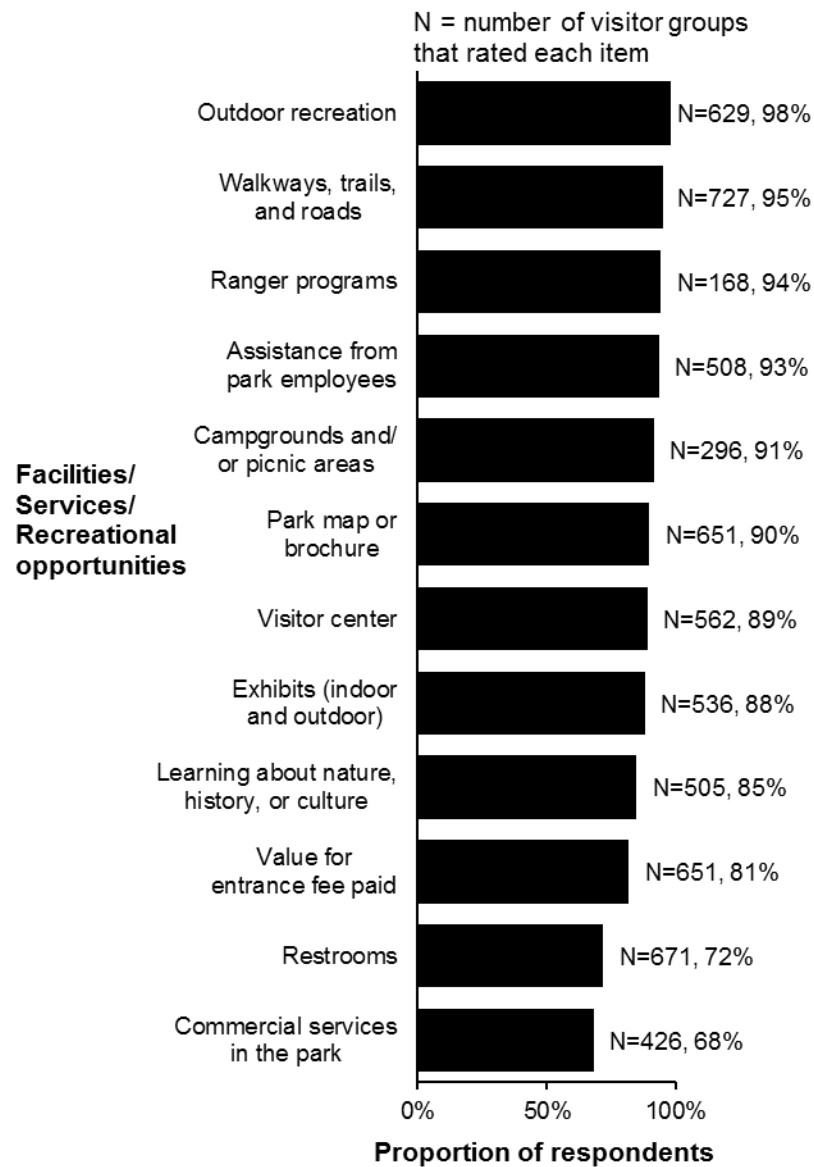


Figure 89. Quality of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

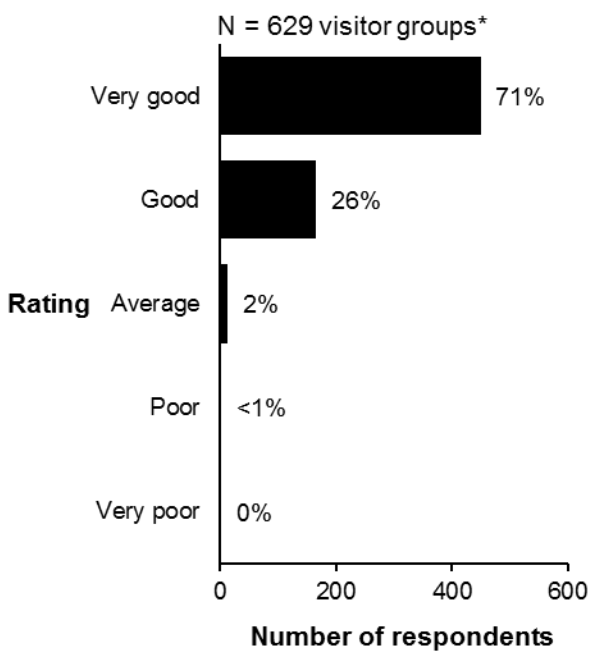


Figure 90. Quality of outdoor recreation

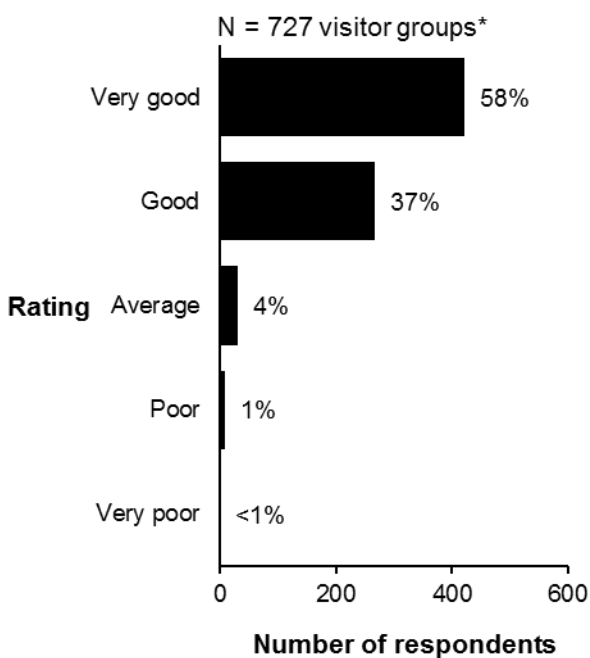


Figure 91. Quality of walkways, trails, and roads

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

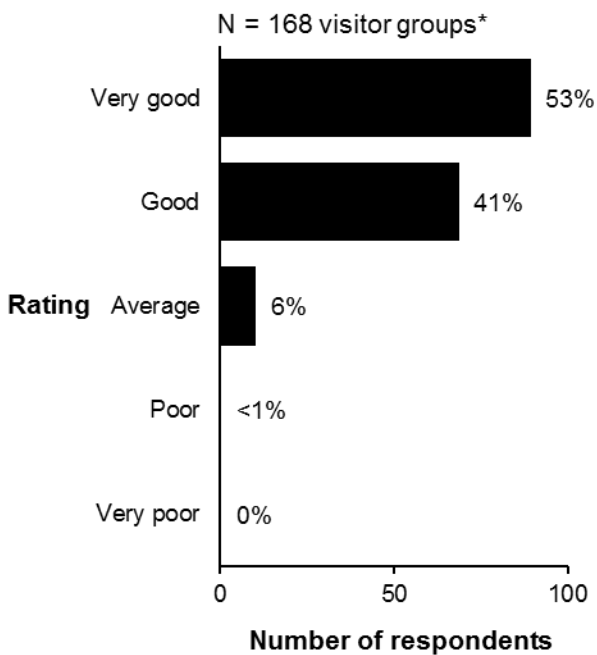


Figure 92. Quality of ranger programs

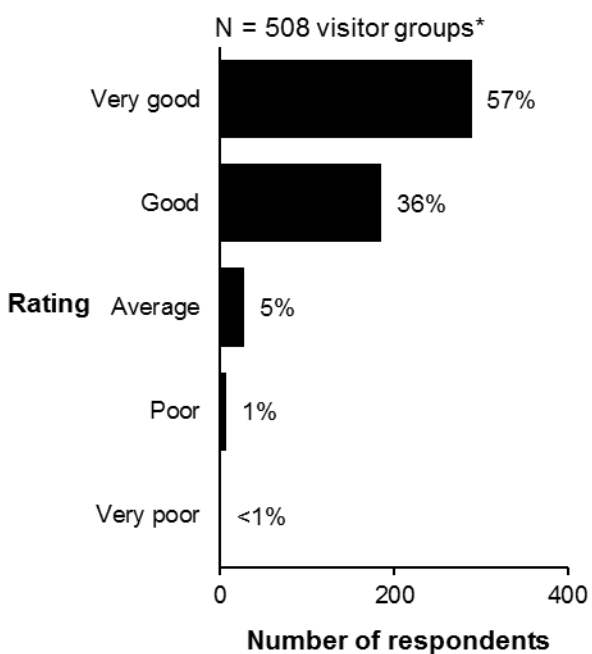


Figure 93. Quality of assistance from park employees

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

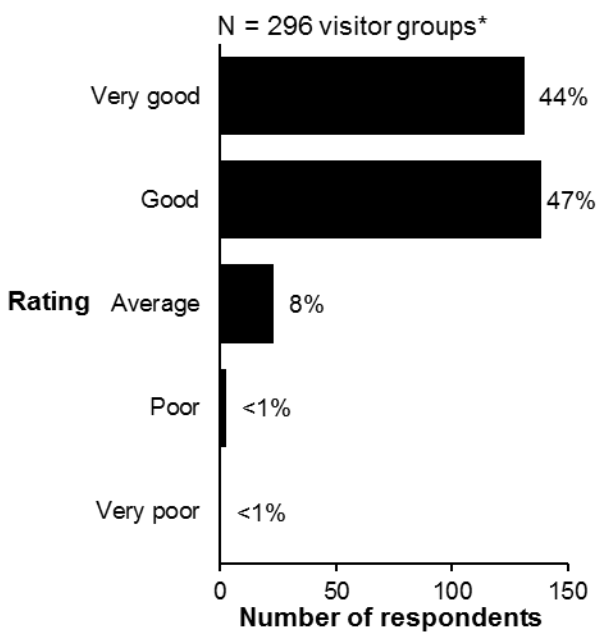


Figure 94. Quality of campgrounds and/or picnic areas

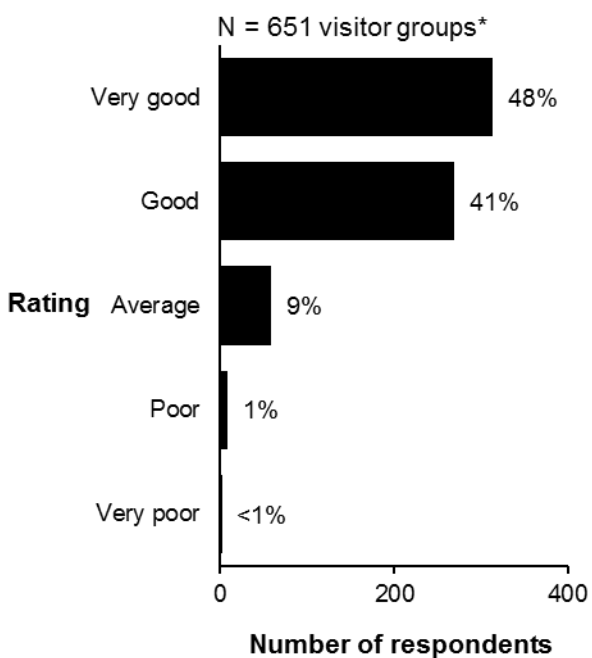


Figure 95. Quality of park map or brochure

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

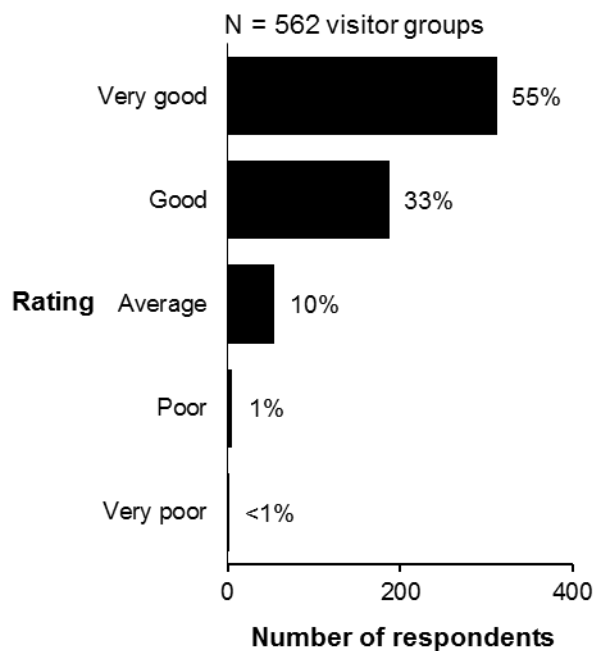


Figure 96. Quality of visitor center

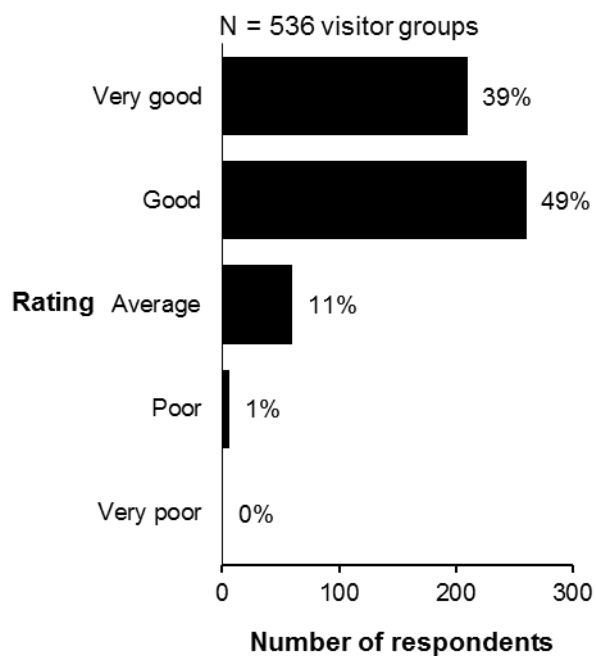


Figure 97. Quality of exhibits (indoor and outdoor)

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

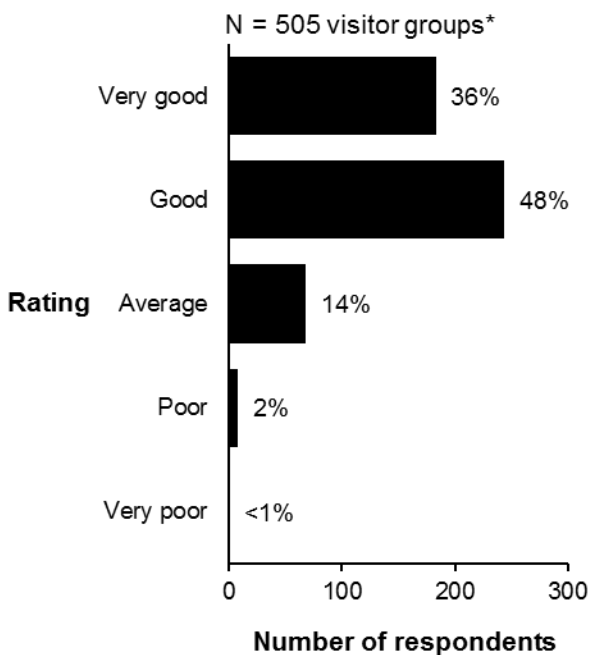


Figure 98. Quality of learning about nature, history, or culture

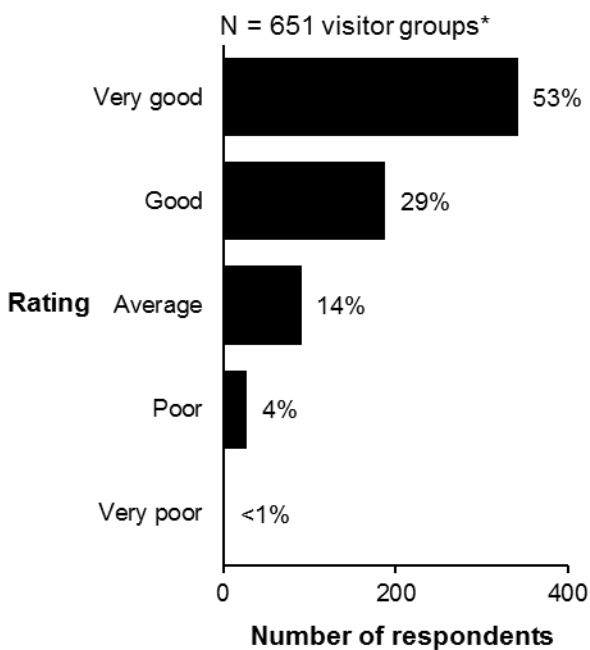


Figure 99. Quality of value for entrance fee paid

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

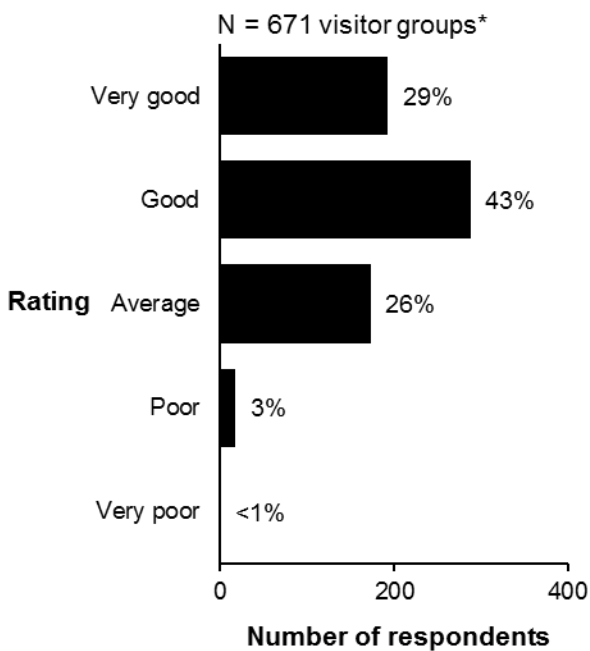


Figure 100. Quality of restrooms

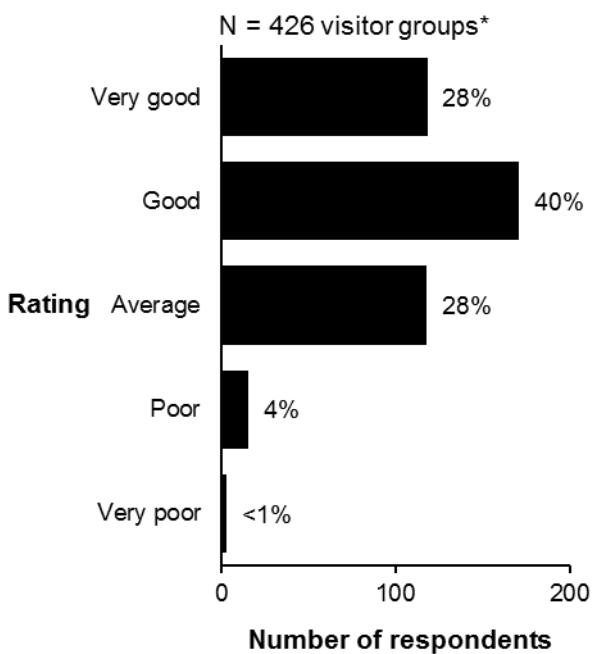


Figure 101. Quality of commercial services in the park

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Services used

Question 23

Please specify services used.

Results

- Table 25 shows the services used by visitor groups. The most commonly mentioned services were:
 - Gifts (mentioned 58 times)
 - Jordan Pond House Restaurant (mentioned 49 times)
 - Food (mentioned 43 times)

Table 25. Services used

N = 162 comments	
Some visitor groups may have made more than one comment.	
Service	Frequency of times mentioned
Gifts	58
Jordan Pond House Restaurant	49
Food	43
Restrooms	18
Island Explorer Bus	12
Visitor center	11
Bus	10
Campground	9
Carriage ride	6
Jordan Pond	5
Jordan Pond gift shop	5
Cadillac Mountain gift shop	4
Ranger programs	4
Map	4
Trails	4
Assistance from park employees	4
Computer	3
Lodging	3
All of the above	3
Assistance from park employees	2
Thunder Hole gift shop	2
Bar Harbor	2
Parking areas	2
Road	2
Other comments	12

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Overall quality of facilities, services, and recreational opportunities

Question 24

Overall, how would you rate the quality of facilities, services, and recreational opportunities in Acadia NP?

Results (Figure 102)

- 66% of visitor groups rated the quality of facilities, services, and recreational opportunities overall as “very good”.
- 30% of visitor groups gave an overall rating of “good”.

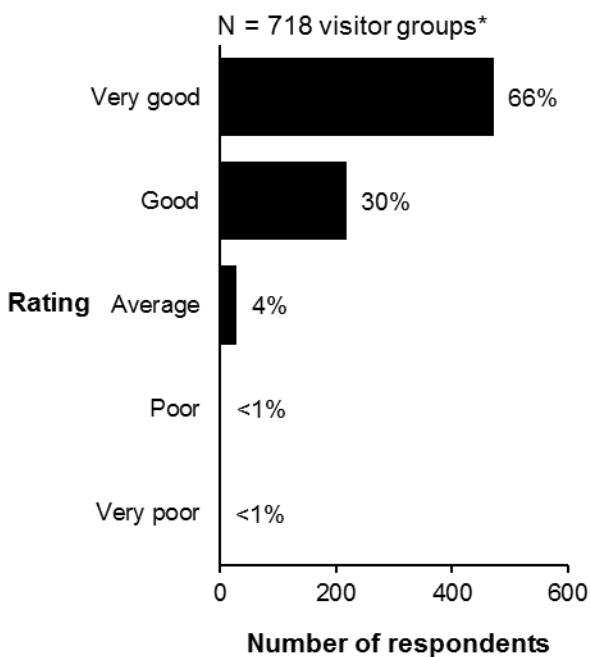


Figure 102. Overall rating of facilities, services, and recreational opportunities

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Opinion of national significance of park

Question 25

This park was established because of its significance to the nation. In your opinion, what is the national significance of this park?

Results

- Table 26 shows what visitor groups believed the national significance of Acadia NP to be. The opinions most frequently mentioned were:
 - Natural beauty (mentioned 445 times)
 - Preservation (mentioned 173 times)
 - History (Mentioned 75 times)

Table 26. Opinions of national significance of park

N = 583 comments	
Some visitor groups may have made more than one comment.	
Significance	Frequency of times mentioned
Natural beauty	445
Preservation	173
History	75
Don't know	40
Recreation	14
Educational	14
Hiking	11
Carriage roads	9
Accessibility	9
Natural resources	4
Relaxing	4
Dog friendliness	3
Other comments	23

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Visitor Comments

Additional comments

Question 41

Is there anything else you would like to tell us about Acadia NP's facilities, services, or recreational opportunities?

Results

- Table 27 shows additional comments from visitor groups. Most of the comments related to park facilities/maintenance, including:
 - More parking needed (mentioned 21 times)
 - Park is well maintained (mentioned 10 times)
 - Improve restrooms (mentioned 10 times)
 - Improve trail signage (mentioned 10 times)

Table 27. Additional comments about facilities, services, or recreational opportunities

N =338 comments	
Some visitor groups may have made more than one comment.	
Comment	Frequency of times mentioned
PERSONNEL	
Staff is friendly and helpful	8
Other comments	1
POLICIES/MANAGEMENT	
Park was crowded	8
Appreciate the dog-friendly environment	7
Discourage development in the park	5
Annual pass not good for 12 months	4
Dislike hanging passes	3
Visitor center crowded	3
Limit number of vehicles in park	3
Park is well managed	2
Other comments	21
INTERPRETIVE AND INFORMATION SERVICES	
More information about uncrowded areas	2
Advertise	2
Other comments	12

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

Table 27 (continued). Additional comments about facilities, services, or recreational opportunities

Comment	Frequency of times mentioned
FACILITIES AND MAINTENANCE	
More parking needed	21
Park is well maintained	10
Improve restrooms	10
Improve trail signage	10
More showers needed	7
Improve signage	4
Improve road condition	4
More campsites needed	3
More trashcans needed	3
Trails were well marked	3
More hand-holds on difficult trails	3
Add bike lanes	2
Trail signage needs maintenance	2
Real soap in restrooms	2
More restrooms	2
FM - Other comments	14
CONCESSIONS	
Great bus service	5
Unhappy with Jordan Pond House management	4
More buses needed	3
More food options	3
Other comments	3
GENERAL COMMENTS	
Other comments, not subcategorized (e.g. "Enjoyed park", "National treasure", "Keep up the good work")	267

*total percentages do not equal 100 due to rounding

**total percentages do not equal 100 because visitors could select more than 1 answer

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Appendix 1. Descriptive Statistics

Table 28 shows the mean, median, and standard deviation for those variables for which measures of central tendency can be computed.

Table 28. Mean/median/standard deviation of selected variables

Question Number	Description	N	Mean	Median	Standard Deviation
Q01	Number of adults in group	733	2.43	2	1.47
Q01	Number of children in group	733	0.71	0	1.66
Q01	Group size	733	3.14	2	2.62
Q03	Number of people per vehicle	447	2.91	2	1.26
Q04	Number of hours traveled to get from home to park	681	10.03	7	15.73
Q04	Number of miles traveled to get from home to park	629	862.31	500	1,369.23
Q06	Number of days entering/reentering the park	684	3.87	2	10.61
Q07	Number of hours in the park	257	5.86	5	3.86
Q07	Number of days in the park	447	5.81	3	13.89
Q10	Importance to visit at NPS site	673	2.77	3	1.35
Q10	Importance to spend time with friends/family	698	1.87	1	1.27
Q10	Importance to view wildlife or natural scenery	722	1.58	1	0.84
Q10	Importance to get physical exercise	721	2.25	2	1.13
Q10	Importance to relax	714	1.90	2	0.94
Q10	Importance to learn more about American history and culture	704	3.32	3	1.17
Q10	Importance to learn more about nature	703	2.90	3	1.16
Q10	Importance to attend a special event	636	4.68	5	0.88
Q10	Importance to hear the sounds of nature/quiet	720	2.39	2	1.25
Q10	Importance to experience solitude	703	3.04	3	1.42
Q10	Importance to be outdoors	719	1.50	1	0.72
Q10	Importance to view dark night sky/stars	695	3.35	3	1.44
Q10	Importance of "other"	158	3.27	5	1.85
Q17	Importance of being able to use personal electronic devices to make/receive cell phone call	686	3.46	3	1.31
Q17	Quality of being able to use personal electronic devices to make/receive cell phone call	617	3.10	3	1.19
Q17	Importance of being able to use personal electronic devices to send/receive text message	679	3.54	4	1.31
Q17	Importance of being able to use personal electronic devices to share pics/videos/audio via social media	665	4.01	5	1.20

Table 28 (continued). Mean/median/standard deviation of selected variables

Question Number	Description	N	Mean	Median	Standard Deviation
Q17	Quality of being able to use personal electronic devices to share pics/videos/audio via social media	594	3.32	3	1.12
Q17	Importance of being able to use personal electronic devices to download an NPS podcast	613	4.69	5	0.78
Q17	Quality of being able to use personal electronic devices to download an NPS podcast	564	3.64	4	1.30
Q17	Importance of being able to use personal electronic devices to "other"	139	4.42	5	1.24
Q17	Quality of being able to use personal electronic devices to "other"	176	3.42	3	1.37
Q22	Acadia NP is a safe place to visit	732	1.33	1	0.51
Q22	Acadia NP is too crowded	723	2.75	3	1.08
Q22	Natural resources in Acadia NP are in pristine condition	728	1.85	2	0.79
Q22	The entrance fee for Acadia NP is too high	721	3.63	4	1.16
Q22	Vandalism and crime are not a problem in Acadia NP	729	1.81	2	0.78
Q22	Acadia NP is not accessible to persons with physical disabilities	724	3.43	3	0.90
Q22	Historic and cultural features in Acadia NP are well maintained/preserved	731	1.95	2	0.69
Q22	Development of adjacent areas detracts from visitors' experiences at Acadia NP	722	3.34	4	1.07
Q23	Quality of visitor center	728	1.58	1	0.75
Q23	Quality of exhibits	720	1.74	2	0.69
Q23	Quality of restrooms	724	2.02	2	0.81
Q23	Quality of walkways, trails, and roads	731	1.48	1	0.64
Q23	Quality of campgrounds and/or picnic areas	721	1.66	2	0.68
Q23	Quality of assistance from park employees	721	1.51	1	0.67
Q23	Quality of park map or brochure	726	1.64	2	0.72
Q23	Quality of ranger programs	718	1.53	1	0.62
Q23	Quality of value for entrance fee paid	724	1.71	1	0.88
Q23	Quality of commercial services in the park	719	2.09	2	0.87
Q23	Quality of learning about nature, history, or culture	716	1.81	2	0.73
Q23	Quality of outdoor recreation	721	1.31	1	0.52
Q24	Quality of the park overall	718	1.39	1	0.57
Q27	Nights backcountry camping in Acadia NP	0	0.00	0	0.00

Table 28 (continued). Mean/median/standard deviation of selected variables

Question Number	Description	N	Mean	Median	Standard Deviation
Q27	Nights camping in Acadia NP	99	4.59	3	3.24
Q27	Nights camping outside Acadia NP	75	6.68	4	8.41
Q27	Nights lodging in Acadia NP	41	4.90	3	4.60
Q27	Nights lodging outside Acadia NP	371	4.50	3	6.52
Q27	Nights on cruise ship	2	2.52	3	0.00
Q27	Nights in other accommodations	45	7.62	4	10.16
Q30	Total length of package tour	20	3.29	1	3.74
Q30	Total cost per person of package tour	16	1,257.73	118	1,430.67
Q30	Total number of people on the package tour	18	2.59	2	1.72
Q31	Expenditures on park entrance fee	659	27.29	24	129.40
Q31	Expenditures on gas and oil	659	82.39	50	191.61
Q31	Expenditures on rental cars	659	45.58	0	131.59
Q31	Expenditures on taxis, shuttles, and public transportation	659	2.30	0	20.10
Q31	Expenditures on restaurants and bars	659	280.52	200	291.62
Q31	Expenditures on groceries and convenience foods	659	100.26	30	313.26
Q31	Expenditures on hotels, motels, resorts	659	313.88	0	558.70
Q31	Expenditures on specialty lodging	659	226.85	0	651.52
Q31	Expenditures on camping fees	657	42.42	0	144.87
Q31	Expenditures on recreation and entertainment expenses	659	24.56	0	146.82
Q31	Expenditures on souvenirs, clothing, supplies, other retail	659	80.12	30	149.63
Q31	Expenditures on equipment rental	659	15.77	0	261.96
Q31	Expenditures on guides and tours	659	30.45	0	91.24
Q31	Expenditures on other	658	50.88	0	261.84
Q31	Total expenditures in park and nearby area	659	1,322.73	942	1,372.43
Q32	Expenditures outside the area	375	880.22	300	2,171.88
Q33	Adults covered by expenses	654	2.61	2	4.52
Q33	Children covered by expenses	284	1.59	2	2.32
Q33	Visitors covered by expenses	659	3.27	2	5.03
Q33	Visitors who split expenses	577	2.05	2	2.34
Q34	Current age: Respondent	722	51.55	52	13.92
Q34	Park visits past 12 months: Respondent	704	5.04	1	25.02
Q34	NPS site visits past 12 months: Respondent	633	1.53	1	2.36
Q34	Current age: All group members	1,309	37.06	39	23.68
Q34	Park visits past 12 months: all group members	1,251	2.53	1	14.89
Q34	NPS site visits past 12 months: all group members	1,060	1.44	1	3.04

Appendix 2. The Questionnaire



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

Acadia National Park

Visitor Study



2015



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.
Washington, DC 20240



August, 2015

Dear National Park Visitor:

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

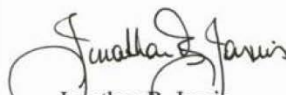
This questionnaire is only being given to a select number of visitors, so your participation is very important. It should take about 20 minutes to complete after your visit.

When your visit is over, the adult in your group who will have the next birthday should complete this questionnaire. Seal it in the postage-paid envelope provided and drop it in any U.S. Postal Service mailbox.

If you have any questions, please contact the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

We appreciate your help.

Sincerely,


Jonathan B. Jarvis
Director

RETURN PROCEDURE

At the end of your visit:

1. Please have the adult in your group (at least 18 years old) who has the next birthday complete this questionnaire. That will help give us a statistically reliable sample.
2. 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:    

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

Paperwork Reduction and Privacy Act Statements: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 USC 5931 §201. We will use this information to evaluate visitor services and facilities managed by the National Park Service. Your responses are voluntary and anonymous. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and 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.

Burden Estimate: We estimate that it will take an average of 20 minutes to complete this questionnaire. You may send comments concerning the burden estimates or any aspect of this information collection to the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

DIRECTIONS

Please have the adult in your group (at least 18 years old) having the next birthday complete this questionnaire.

In this questionnaire, your **personal group** is defined as you and anyone with whom you visited Acadia National Park on this trip, such as a spouse, family, friends, etc. This does not include the larger group that you might have traveled with, such as a school, church, scout, or tour group.

A. Trip Description

1. Including yourself, how many people were in your personal group during your visit to Acadia National Park (NP) on the day you were contacted for this survey?

_____ Number of adults (18 years or older)

_____ Number of children (under 18 years)

2. What type of group were you with, during your visit to Acadia NP on the day you were contacted for this survey? Please mark (●) **one**.
 - ☐ Alone
 - ☐ Friends
 - ☐ Family
 - ☐ Family and friends
 - ☐ Other (Please specify) _____

3. Please indicate all of the forms of transportation you personally used to travel from your home to Acadia NP, on this trip. Please mark (●) **all that apply**.
- ☐ Car, truck, or SUV (Number of people in vehicle, including you) _____
 - ☐ Recreational vehicle or motorhome
 - ☐ Airplane
 - ☐ Tour bus or tour van
 - ☐ City bus or subway
 - ☐ Train or long-distance passenger bus
 - ☐ Water-based transportation (Please mark (●) **all that apply**.)
 - ☐ Cruise ship
 - ☐ Ferry
 - ☐ Tour boat
 - ☐ Other water-based mode (Please specify) _____
 - ☐ Bicycle
 - ☐ Walk/hike
 - ☐ Other (Please specify) _____
4. Approximately how many hours and miles from home did you travel one way to get to Acadia NP on this trip?
- _____ Number of hours
- AND**
- _____ Number of miles
5. On this trip to Acadia National Park, which one of the following entrance fees applied to you personally? Please mark (●) **one**.
- ☐ Did not pay a fee or use a pass to enter the park
 - ☐ 7-day entrance pass
 - ☐ Annual Pass for Acadia NP
 - ☐ America the Beautiful – National Parks and Federal Recreational Lands
 - ☐ Senior Pass, Access Pass, or Military Pass
 - ☐ Fee included in tour package
 - ☐ Don't know/Not sure
 - ☐ Other (Please specify) _____

6. On how many days during this trip did you enter or re-enter Acadia NP? If you were on a day trip or if you camped or lodged inside the park and did not leave the park boundaries for the entire length of your stay, then answer 1 day.

_____ Number of days entering or re-entering Acadia NP

OR

☐ Don't Know/Not sure

7. On this trip, how much total time did you spend within Acadia NP?

_____ Number of hours, if a day trip

_____ Number of days, if greater than 1 day

B. Trip Planning and Motivations

8. Prior to this trip, how did you obtain information about Acadia NP? Please mark (●) **all that apply**.

- ☐ Did not obtain information prior to this visit
- ☐ Previous visits
- ☐ Friends/relatives/word of mouth
- ☐ Inquiry to park via phone, mail, or email
- ☐ Acadia NP website (nps.gov/acad)
- ☐ Other website (Please specify) _____
- ☐ Local businesses (hotels, motels, restaurants, etc.)
- ☐ Maps/brochures
- ☐ Newspaper/magazine articles
- ☐ Other units of the National Park System (NPS)
- ☐ School class/program
- ☐ Social media (such as Facebook, Twitter, etc.)
- ☐ State welcome center/visitors bureau/chamber of commerce
- ☐ Television/radio programs/DVDs
- ☐ Travel guides/tour books (such as AAA, etc.)
- ☐ Other (Please specify) _____

9. Did you have the information about Acadia NP you needed on this trip?
Please mark (●) **one**.
- ☐ Yes
- ☐ No (Please specify information you needed but didn't have on this trip.)

10. How important to you was each of the following reasons for visiting Acadia NP on this trip? Please mark (●) **one for each row**.

	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at All Important
To visit a National Park Service site	☐	☐	☐	☐	☐
To spend time with friends/family	☐	☐	☐	☐	☐
To view wildlife or natural scenery	☐	☐	☐	☐	☐
To get physical exercise	☐	☐	☐	☐	☐
To relax	☐	☐	☐	☐	☐
To learn more about American history and culture	☐	☐	☐	☐	☐
To learn more about nature	☐	☐	☐	☐	☐
To attend a special event (Please specify)	☐	☐	☐	☐	☐
To hear the sounds of nature/quiet	☐	☐	☐	☐	☐
To experience solitude	☐	☐	☐	☐	☐
To be outdoors	☐	☐	☐	☐	☐
To view dark night sky/stars	☐	☐	☐	☐	☐
Other (Please specify)	☐	☐	☐	☐	☐

11. Of the reasons listed in Question 10, which was the most important reason for you to visit Acadia NP on this trip?

C. Park Activities, Programs, and Services

12. On this trip, in which of the following activities did you personally participate within Acadia NP? Please mark (●) **all that apply**.
- ☐ Viewing wildlife, natural features, scenery, wildflowers, etc.
 - ☐ Creative arts (photography/drawing/painting/writing)
 - ☐ Visiting a cultural or historic site
 - ☐ Nature study
 - ☐ Driving for pleasure
 - ☐ Walking/short hike (less than 1 hour)
 - ☐ Day hiking (1 hour or more)
 - ☐ Bicycling
 - ☐ Running/jogging
 - ☐ Fishing
 - ☐ Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)
Please specify: _____
 - ☐ Motorized water travel (boating, jet skiing, etc.)
Please specify: _____
 - ☐ Camping in developed sites
 - ☐ Family gathering/reunion
 - ☐ Picnicking
 - ☐ Water play (swimming, snorkeling, scuba diving, etc.)
Please specify: _____
 - ☐ Foraging/collecting edibles (e.g., mushrooms, truffles)
 - ☐ Rock climbing/bouldering
 - ☐ Other (Please specify) _____
 - ☐ Other (Please specify) _____
13. Of the activities listed in Question 12, which was your primary activity during your visit to Acadia NP on the day you were contacted for this survey?
- _____
- OR**
- ☐ I did not have a primary activity on this trip to Acadia NP.

14. On this trip, in which of the following programs and services did you personally participate within Acadia NP? Please mark (●) **all that apply**.
- ☐ Attending a ranger-led activity, such as a tour or talk
 - ☐ Talking informally with a ranger
 - ☐ Viewing outdoor exhibits
 - ☐ Viewing indoor exhibits
 - ☐ Attending a cultural demonstration or performance
 - ☐ Reading the park brochure or newspaper
 - ☐ Going to the Visitor Center
 - ☐ Watching movies or videos about the park
 - ☐ Participating with a child in your group in the Junior Ranger program
 - ☐ Obtaining National Park passport stamp
 - ☐ Listening to an audio tour or podcast
 - ☐ Using a smart phone app specific to Acadia NP
 - ☐ Other (Please specify) _____
15. On this visit to Acadia NP, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? Please mark (●) **one**.
- ☐ Yes (Please specify subjects you learned about.)

 - ☐ No
16. If you were to visit Acadia NP in the future, are there specific subjects you would like to learn about? Please mark (●) **one**.
- ☐ Yes (Please specify subjects you would like to learn about.)

 - ☐ No

17. How important to you was it during your visit to Acadia NP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Acadia NP required to do each? For each item, please mark (●) **one for importance and one for quality of service needed.**

	IMPORTANCE					QUALITY OF SERVICE REQUIRED					
	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at all Important	Very Good	Good	Average	Poor	No Service At All	Not Applicable
Make/receive cell phone call	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Send/receive text message	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Search the Internet	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Share pics/videos/audio via social media (Facebook, Twitter, etc.)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Download an NPS podcast	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other (Please specify)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

18. a) Did anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services, during your visit to Acadia NP? Please mark (●) **one**.

- ☐ Yes
☐ No → Go to Question 19

- b) If YES, what activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific.

- c) Because of the physical condition, which specified difficulties did the person(s) have? Please mark (●) **all that apply**.

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

19. What did you like most about your visit to Acadia NP?

20. What did you like least about your visit to Acadia NP?

21. Did your visit to Acadia NP, on this trip, meet your expectations? Please mark (●) **one**.

- ☐ Yes
- ☐ Not entirely (Please explain)

- ☐ Not at all (Please explain)

D. Park Management

22. To what extent do you agree or disagree with each of the following statements? Please mark (●) **one for each row**.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know / Not Sure
Acadia NP is a safe place to visit	☐	☐	☐	☐	☐	☐
Acadia NP is too crowded	☐	☐	☐	☐	☐	☐
Natural resources in Acadia NP are in pristine condition	☐	☐	☐	☐	☐	☐
The entrance fee for Acadia NP is too high	☐	☐	☐	☐	☐	☐
Vandalism and crime are not a problem in Acadia NP	☐	☐	☐	☐	☐	☐
Acadia NP is not accessible to persons with physical disabilities	☐	☐	☐	☐	☐	☐
Historical and cultural features in Acadia NP are well maintained/preserved	☐	☐	☐	☐	☐	☐
Development of adjacent areas detracts from visitors' experiences at Acadia NP	☐	☐	☐	☐	☐	☐

23. How would you rate the quality of the facilities, services, and recreational opportunities in Acadia NP? Please mark (●) **one** for each row.

	Very Good	Good	Average	Poor	Very Poor	Not Used or Not Available
Park Facilities						
Visitor center	☐	☐	☐	☐	☐	☐
Exhibits (indoor and outdoor)	☐	☐	☐	☐	☐	☐
Restrooms	☐	☐	☐	☐	☐	☐
Walkways, trails, and roads	☐	☐	☐	☐	☐	☐
Campgrounds and/or picnic areas	☐	☐	☐	☐	☐	☐
Visitor Services						
Assistance from park employees	☐	☐	☐	☐	☐	☐
Park map or brochure	☐	☐	☐	☐	☐	☐
Ranger programs	☐	☐	☐	☐	☐	☐
Value for entrance fee paid	☐	☐	☐	☐	☐	☐
Commercial services in the park (food, lodging, gifts, rental, etc.)	☐	☐	☐	☐	☐	☐
Please specify services used: _____						
Recreational Opportunities						
Learning about nature, history, or culture	☐	☐	☐	☐	☐	☐
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	☐	☐	☐	☐	☐	☐

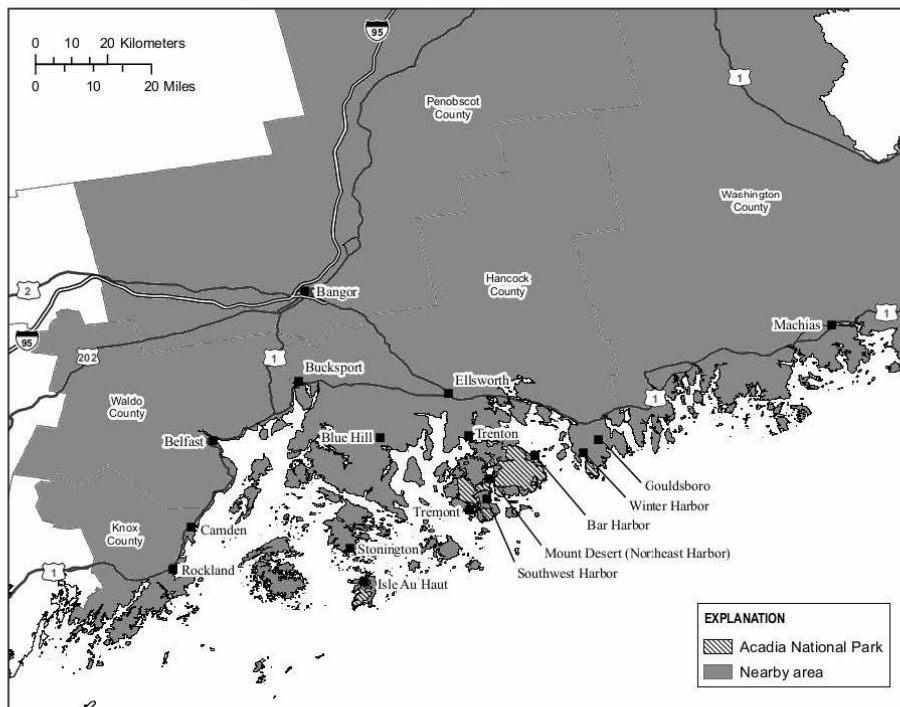
24. Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Acadia NP? Please mark (●) **one**.

- ☐ Very good
☐ Good
☐ Average
☐ Poor
☐ Very poor

25. This park was established because of its significance to the nation. In your opinion, what is the national significance of this park?

E. Expenditures

Please refer to the map when answering the questions in this section.



26. Do you live within the nearby area (within the shaded area shown on the map)? Please mark (●) **one**.
- ☐ Yes
- ☐ No

27. a) On this trip to Acadia NP and the nearby area, did you stay overnight away from your permanent residence either inside Acadia NP or within the nearby area (within the shaded area of the map on p.12)? Please mark (●) **one**.

☐ Yes
☐ No → **Go to Question 28**

- b) If **YES**, please list the number of nights you stayed in Acadia NP and/or in the nearby area (within the shaded area of the map on p.12) on this trip.

Accommodation	Number of Nights
Backcountry camping in Acadia NP	_____
Camping in Acadia NP	_____
Camping outside Acadia NP	_____
Lodging in Acadia NP	_____
Lodging outside Acadia NP	_____
Cruise ship	_____
Other accommodations (e.g., friends/relatives)	_____

28. Was this trip to Acadia NP? Please mark (●) **one**.

- ☐ Your primary or sole purpose of your trip away from home?
- ☐ One of several equally important destinations on your trip away from home?
- Was one or more of the other equally important destinations located within the nearby area (within the shaded area of the map on p.12)? Please mark (●) **one**.
- ☐ Yes
☐ No
- ☐ Just an incidental or spur of the moment stop on your trip away from home?
- Was your primary destination located within the nearby area (within the shaded area of the map on p.12)? Please mark (●) **one**.
- ☐ Yes
☐ No

29. Did you visit any other National Park Service sites on your trip away from home? Please mark (●) **one**.

☐ Yes (Please specify)

☐ No

30. a) Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?

☐ Yes

☐ No → **Go to Question 31**

b) What was the total length of your package tour(s)? #_____ days

c) What was the total cost per person for the package tour(s)?

\$_____ per person

d) How many people in your personal group were on the package tour(s)?

#_____ people

- e) Which of the following were included in the package tour(s) as part of your visit to Acadia NP and the nearby area (within the shaded area of the map on p.12)? Please mark (●) **all** that apply.

	Items included in your package tour(s) as part of your visit to Acadia NP and nearby area
Local air transportation	☐
Local ground transportation	☐
Local water transportation	☐
Local lodging	☐
Meals	☐
Guide services	☐
Fees (e.g., fishing licenses)	☐
Gear (e.g., camping equipment, bikes, kayaks)	☐
Admission to events or attractions	☐
Other (Please specify)	☐

31. Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Acadia NP and within the nearby area (within the shaded area of the map on p.12) during your time in the nearby area. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

If you no longer have your receipts, estimate as closely as you can how much you and your group spent. Please enter 0 (zero) if you did not spend any money in a particular category.

Note: Residents living within the highlighted area of the map should only include expenditures that were directly related to this trip to Acadia NP.

Expenses	Amount spent in Acadia National Park and nearby area
Park entrance fee	\$ _____
Gas and oil (e.g., auto, RV, boat, etc.)	\$ _____
Rental cars	\$ _____
Taxis, shuttles, and public transportation	\$ _____
Restaurants and bars	\$ _____
Groceries and convenience foods	\$ _____
Hotels, motels, resorts	\$ _____
Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)	\$ _____
Camping fees (tent, RV)	\$ _____
Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)	\$ _____
Souvenirs, clothing, supplies, other retail	\$ _____
Equipment rental	\$ _____
Guides and tour fees	\$ _____
Other (Please list) _____	\$ _____

OR

☐ Don't know/Not sure

32. For you and any members of your personal group with whom you shared expenses, please record any additional money spent outside of the map area during your trip away from home (for example, travel or food expenditures).

\$ _____

OR

☐ Don't know/Not sure

33. a) Including yourself, how many people in your personal group were covered by the expenses for this trip away from home?

_____ Number of adults (18 years or over)

_____ Number of children (under 18 years)

- b) Including yourself, how many people in your group split these trip expenses?

_____ Number of people

F. Background

34. For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide the following information. (If you don't know the answer, enter "DK.")

	Current Age	U.S. ZIP code or name of country other than U.S.	Number of visits to Acadia NP in last 12 months, including this trip	Number of visits to other NPS sites in the last 12 months
Yourself				
Member #2				
Member #3				
Member #4				
Member #5				
Member #6				
Member #7				

35. For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide the following information. Please mark (●) one for each group member, including yourself, for gender and Hispanic or Latino. (If you don't know the answer, mark (●) "Don't know.")

Additional members of your personal group

	Yourself	#2	#3	#4	#5	#6	#7
Male	☐	☐	☐	☐	☐	☐	☐
Female	☐	☐	☐	☐	☐	☐	☐
Hispanic or Latino	☐	☐	☐	☐	☐	☐	☐
Not Hispanic or Latino	☐	☐	☐	☐	☐	☐	☐
Don't know	☐	☐	☐	☐	☐	☐	☐

36. For your personal group during your visit to Acadia NP on the day you were contacted for this survey, please provide the following information. Please mark (●) **one or more for each group member, including yourself.** (If you don't know the answer, mark (●) "Don't know.")

	Yourself	#2	#3	#4	#5	#6	#7
American Indian or Alaska Native	☐	☐	☐	☐	☐	☐	☐
Asian	☐	☐	☐	☐	☐	☐	☐
Black or African American	☐	☐	☐	☐	☐	☐	☐
Native Hawaiian or other Pacific Islander	☐	☐	☐	☐	☐	☐	☐
White	☐	☐	☐	☐	☐	☐	☐
Don't know	—	☐	☐	☐	☐	☐	☐

37. For your personal group during your visit to Acadia NP on the day you were contacted for this survey, what is the highest level of formal education completed by each member of your group? Please mark (●) **one for each group member, including yourself.** (If you don't know the answer, mark (●) "Don't know.")

	Yourself	#2	#3	#4	#5	#6	#7
Less than high school	☐	☐	☐	☐	☐	☐	☐
Some high school	☐	☐	☐	☐	☐	☐	☐
High school graduate or GED	☐	☐	☐	☐	☐	☐	☐
Some college, business, or trade school	☐	☐	☐	☐	☐	☐	☐
College, business, or trade school graduate	☐	☐	☐	☐	☐	☐	☐
Some graduate school	☐	☐	☐	☐	☐	☐	☐
Master's, doctoral, or professional degree	☐	☐	☐	☐	☐	☐	☐
Don't know	—	☐	☐	☐	☐	☐	☐

38. Which category best represents your annual household income? Please mark (●) **one**.

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

39. Including yourself, how many people are in your household?

_____ Number of people

40. When visiting an area such as Acadia NP, what language do you personally prefer to use? Please mark (●) **one for speaking and one for reading**.

	Speaking	Reading
English	☐	☐
Spanish	☐	☐
Other (Please specify) _____	☐	☐

41. Is there anything else you would like to tell us about Acadia NP's facilities, services, or recreational opportunities?

Thank you for your help!

**Please place the questionnaire in the
envelope provided and drop it in any U.S.
Postal Service mailbox.**

SURVEY ID NUMBER:

Appendix 3. The Thank You/Reminder Postcard

Postcard mailed to respondents with United States addresses



Dear National Park Visitor,

About two weeks ago we contacted you to participate in a visitor use survey for the National Park Service. On your recent trip to one of the many National Park Service units, you spoke with one of our survey administrators and received a questionnaire booklet and postage-paid envelope. If you have already sent in your completed survey, we **thank you!**

However, if you have not yet had the opportunity to complete the survey, please do so. A select number of people were contacted for this study, so your opinions are very important! Please complete and return the questionnaire booklet at your earliest convenience. If you have lost the questionnaire booklet, another one will be mailed to you in approximately two weeks.

Jonathan B. Jarvis

Jonathan B. Jarvis
Director, National Park Service

Postcard mailed to respondents with international addresses



Dear National Park Visitor,

About two weeks ago we contacted you to participate in a visitor use survey for the National Park Service. On your recent trip to one of the many National Park Service units, you spoke with one of our survey administrators and received a questionnaire booklet and postage-paid envelope. If you have already sent in your completed survey, we **thank you!**

However, if you have not yet had the opportunity to complete the survey, please do so. A select number of people were contacted for this study, so your opinions are very important! Please complete and return the questionnaire booklet at your earliest convenience. If you have lost the questionnaire booklet or need additional postage to mail it to the US, another booklet will be mailed to you in approximately two weeks and will include a return envelope with international postage.

Thank you,

The National Park Service

Appendix 4. The Replacement Mailing Cover Letter



UNITED STATES DEPARTMENT OF THE INTERIOR

NATIONAL PARK SERVICE
1849 C. Street, N.W.
Washington, DC 20240



Dear [Name],

About a month ago, on your recent trip to one of the many National Park Service units, we asked you to participate in a visitor survey for the National Park Service. The National Park Service would like to thank you for agreeing to participate in this visitor study. We selected only a small number of visitors to participate in this study; therefore, the return of each questionnaire is very important. The information you provide will help us better manage the National Park Service, and better serve you, our visitor.

If you have already returned your questionnaire, we would like to thank you. However, if you have not, we are asking you to please return it by mail today. Since we have not received yours as of the date we mailed this letter, we have included a replacement questionnaire for your convenience, along with a postage paid envelope.

If you have any questions regarding your questionnaire, please contact the Social Science Program Chief, National Park Service, 1201 Oakridge Drive, Fort Collins, CO, 80525-5596; nps_nrss_social_science@nps.gov (email).

Thank you for your help with this important study. Your opinions matter, and we appreciate you sharing them with us. They will help us improve the management of the National Park Service.

Sincerely,

Jonathan B. Jarvis
Director
National Park Service

Appendix 5. Tabular Unweighted and Weighted Results

Table 29. Unweighted and weighted results, Question 1, Group size

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	119	16%	13%
4	139	19%	20%
3	97	13%	12%
2	325	44%	47%
1	53	7%	8%
Total	733		

Table 30. Unweighted and weighted results, Question 1, Number of adults in group

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	57	8%	6%
4	69	9%	7%
3	90	12%	10%
2	457	62%	64%
1	60	8%	12%
Total	733		

Table 31. Unweighted and weighted results, Question 1, Number of children in group

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	9	4%	3%
4	8	3%	3%
3	28	12%	15%
2	106	46%	44%
1	79	34%	34%
0	503	219%	206%
Total	230		

Table 32. Unweighted and weighted results, Question 2, Group type

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Family	513	71%	68%
Friends	92	13%	16%
Alone	68	9%	8%
Family and friends	38	5%	5%
Other	16	2%	3%
Total	727		

Table 33. Unweighted and weighted results, Question 34, Age

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
85+	14	<1%	<1%
80-84	10	<1%	<1%
75-79	24	1%	1%
70-74	100	5%	5%
65-69	179	9%	9%
60-64	200	10%	10%
55-59	175	9%	9%
50-54	165	8%	8%
45-49	205	10%	10%
40-44	147	7%	7%
35-39	115	6%	6%
30-34	95	5%	5%
25-29	86	4%	4%
20-24	61	3%	3%
15-19	116	6%	6%
Under 15	339	17%	17%
Total	2030		

Table 34. Unweighted and weighted results, Question 35, Gender

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Male	944	48%	48%
Female	1034	52%	52%
Total	1978		

Table 35. Unweighted and weighted results, Question 35, Hispanic or Latino

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Hispanic or Latino	35	2%	2%
Not Hispanic or Latino	1472	98%	98%
Total	1507		

Table 36. Unweighted and weighted results, Question 36, Race

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
White	1813	92%	92%
Asian	66	3%	3%
American Indian or Alaska Native	49	2%	2%
Black or African American	29	1%	1%
Native Hawaiian or other Pacific Islander	6	<1%	<1%
Total	1963		

Table 37. Unweighted and weighted results, Question 40, Speaking language

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	713	98%	98%
Spanish	0	<1%	<1%
Other	15	2%	2%
Total	728		

Table 38. Unweighted and weighted results, Question 40, Reading language

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	680	98%	98%
Spanish	0	<1%	<1%
Other	15	2%	2%
Total	695		

Table 39. Unweighted and weighted results, Question 26, Live within the nearby area

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	103	14%	14%
No	622	86%	86%
Total	725		

Table 40. Unweighted and weighted results, Question 37, Highest level of formal education completed

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Master's doctoral, or professional degree	654	32%	25%
Some graduate school	118	6%	6%
College, business, or trade school	508	25%	22%
Some college, business, or trade school	220	11%	10%
High school graduate or GED	123	6%	7%
Some high school	76	4%	6%
Less than high school	326	16%	25%
Total	2025		

Table 41. Unweighted and weighted results, Question 38, Household income

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$200,00 or more	92	15%	15%
\$150,00-\$199,999	70	12%	12%
\$100,000-\$149,999	158	27%	27%
\$75,000-\$99,999	113	19%	19%
\$50,000-\$74,999	90	15%	15%
\$35,000-\$49,999	31	5%	5%
\$25,000-\$34,999	12	2%	2%
Less than \$24,999	29	5%	5%
Total	595		

Table 42. Unweighted and weighted results, Question 39, Household size

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	39	6%	6%
4	151	22%	22%
3	90	13%	13%
2	325	46%	46%
1	96	14%	14%
Total	700		

Table 43. Unweighted and weighted results, Question 34, Number of visits to park in last 12 months

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	72	4%	4%
4	28	1%	1%
3	49	3%	3%
2	187	10%	10%
1	1617	83%	83%
Total	1953		

Table 44. Unweighted and weighted results, Question 34, Number of visits to other NPS sites in the last 12 months

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	139	8%	8%
4	59	4%	4%
3	151	9%	9%
2	236	14%	14%
1	292	17%	17%
0	816	48%	48%
Total	1693		

Table 45. Unweighted and weighted results, Question 8, Obtained information

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	711	97%	97%
No	21	3%	3%
Total	732		

Table 46. Unweighted and weighted results, Question 8, Information sources

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
No information prior to visit	358	49%	55%
Travel guides/tour books	338	46%	52%
Friends/relatives/word of mouth	364	50%	45%
Park website	296	40%	42%
Maps/brochures	194	27%	29%
Previous visits	110	15%	19%
Other website	52	7%	12%
TV/radio/DVD	67	9%	8%
Park via phone, mail, or email	53	7%	5%
Newspaper/magazine articles	22	3%	5%
Local businesses	29	4%	5%
Other NPS units	27	4%	3%
Social Media	18	2%	2%
Government centers	3	<1%	<1%
School class/program	9	1%	6%
Other information source	45	6%	0%
Total	732		

Table 47. Unweighted and weighted results, Question 9, Had information needed

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	672	93%	94%
No	48	7%	6%
Total	720		

Table 48. Unweighted and weighted results, Question 3, Form of transportation

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Car, truck, or SUV	701	96%	95%
Airplane	128	17%	20%
Walk/hike	64	9%	7%
Water-based transportation	46	6%	6%
RV or motorhome	33	5%	4%
Bicycle	31	4%	3%
Tour bus or tour van	14	2%	3%
City bus or subway	13	2%	2%
Train or long-distance passenger bus	7	<1%	<1%
Other	16	2%	2%
Total	733		

Table 49. Unweighted and weighted results, Question 3, Number of passengers

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	49	11%	9%
4	92	21%	25%
3	53	12%	11%
2	221	51%	53%
1	20	5%	2%
Total	435		

Table 50. Unweighted and weighted results, Question 3, Form of water transportation

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Cruise ship	5	11%	35%
Ferry	24	52%	19%
Tour boat	8	17%	16%
Other water-based mode	11	24%	31%
Total	46		

Table 51. Unweighted and weighted results, Question 4, Number of hours traveled

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
More than 48	16	2%	3%
> 36 to 48	8	1%	1%
> 24 to 36	42	6%	7%
> 12 to 24	211	31%	28%
Up to 12	408	60%	61%
Total	685		

Table 52. Unweighted and weighted results, Question 4, Number of miles traveled

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5,000 or more	91	15%	17%
4,000 - 4,999	40	6%	7%
3,000 - 3,999	41	7%	7%
2,000 - 2,999	125	20%	20%
1,000 - 1,999	184	30%	27%
Up to 999	137	22%	21%
Total	618		

Table 53. Unweighted and weighted results, Question 28, Purpose of trip to Acadia NP

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Primary or sole purpose of trip	419	58%	53%
One of several equally important destinations	289	40%	46%
An incidental or spur of the moment stop	12	2%	1%
Total	720		

Table 54. Unweighted and weighted results, Question 28, Other equally important destinations located within nearby area

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	144	53%	49%
No	130	47%	51%
Total	274		

Table 55. Unweighted and weighted results, Question 28, Primary destination located within the nearby area

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	7	78%	98%
No	2	22%	2%
Total	9		

Table 56. Unweighted and weighted results, Question 10, Summary of Important reasons for visiting Acadia NP on this trip, sum of Extremely Important and Very Important responses

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Be outdoors	670	93%	90%
View wildlife or natural scenery	668	93%	88%
Spend time with friends/family	584	83%	80%
Relax	554	78%	75%
Get physical exercise	508	70%	61%
Hear the sounds of nature/quiet	474	66%	60%
Visit a NPS site	321	48%	47%
Experience solitude	295	42%	39%
Learn more about nature	270	39%	38%
View dark night sky/stars	258	37%	30%
Learn more about American history and culture	137	20%	23%
Attend a special event	36	6%	5%
Other	68	47%	44%

Table 57. Unweighted and weighted results, Question 10, Importance of viewing wildlife or natural scenery

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	444	62%	59%
Very Important	224	31%	29%
Moderately Important	41	6%	9%
Slightly Important	8	1%	2%
Not at All Important	3	<1%	2%
Total	720		

Table 58. Unweighted and weighted results, Question 10, Importance of learning more about nature

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	78	11%	11%
Very Important	192	27%	27%
Moderately Important	238	34%	34%
Slightly Important	127	18%	17%
Not at All Important	66	9%	11%
Total	701		

Table 59. Unweighted and weighted results, Question 10, Importance of spending time with friends/family

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	410	58%	55%
Very Important	174	25%	25%
Moderately Important	47	7%	7%
Slightly Important	17	2%	3%
Not at All Important	55	8%	10%
Total	703		

Table 60. Unweighted and weighted results, Question 10, Importance of being outdoors

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	459	64%	62%
Very Important	211	29%	28%
Moderately Important	40	6%	9%
Slightly Important	2	<1%	<1%
Not at All Important	5	<1%	<1%
Total	717		

Table 61. Unweighted and weighted results, Question 10, Importance of hearing the sounds of nature/quiet

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	230	32%	30%
Very Important	244	34%	30%
Moderately Important	137	19%	19%
Slightly Important	68	10%	13%
Not at All Important	35	5%	8%
Total	714		

Table 62. Unweighted and weighted results, Question 10, Importance of relaxing

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	296	42%	42%
Very Important	258	36%	33%
Moderately Important	110	15%	18%
Slightly Important	40	6%	6%
Not at All Important	7	<1%	<1%
Total	711		

Table 63. Unweighted and weighted results, Question 10, Importance of visiting a NPS site

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	140	21%	21%
Very Important	181	27%	27%
Moderately Important	169	25%	25%
Slightly Important	76	11%	10%
Not at All Important	101	15%	17%
Total	667		

Table 64. Unweighted and weighted results, Question 10, Importance of learning more about American history and culture

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	40	6%	7%
Very Important	97	14%	16%
Moderately Important	226	33%	34%
Slightly Important	186	27%	24%
Not at All Important	145	21%	20%
Total	694		

Table 65. Unweighted and weighted results, Question 10, Importance of experiencing solitude

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	135	19%	19%
Very Important	160	23%	19%
Moderately Important	149	21%	22%
Slightly Important	120	17%	18%
Not at All Important	132	19%	22%
Total	696		

Table 66. Unweighted and weighted results, Question 10, Importance of viewing dark night sky/stars

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	135	20%	15%
Very Important	123	18%	15%
Moderately Important	155	22%	23%
Slightly Important	91	13%	15%
Not at All Important	186	27%	33%
Total	690		

Table 67. Unweighted and weighted results, Question 10, Importance of getting physical exercise

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	262	36%	32%
Very Important	246	34%	30%
Moderately Important	149	21%	25%
Slightly Important	44	6%	9%
Not at All Important	20	3%	5%
Total	721		

Table 68. Unweighted and weighted results, Question 10, Importance of attending a special event

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	23	4%	3%
Very Important	13	2%	2%
Moderately Important	20	3%	4%
Slightly Important	37	6%	6%
Not at All Important	536	85%	85%
Total	629		

Table 69. Unweighted and weighted results, Question 11, Most important reason for visiting Acadia NP on this trip

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
View wildlife or natural scenery	203	35%	32%
Spend time with friends/family	157	27%	28%
Be outdoors	83	14%	11%
Visit a NPS site	46	8%	10%
Relax	30	5%	8%
Get physical exercise	41	7%	7%
Hear the sounds of nature/quiet	15	3%	2%
Experience solitude	6	1%	1%
To learn more about American history and culture	2	<1%	<1%
View dark night sky/stars	1	<1%	<1%
Other	1	<1%	<1%
Total	585		

Table 70. Unweighted and weighted results, Question 5, Entrance fee

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
7-day entrance pass	328	47%	50%
Senior Pass, Access Pass, or Military Pass	175	25%	23%
Did not pay a fee or use a pass to enter the park	85	12%	10%
America the Beautiful pass	68	10%	6%
Annual Pass for Acadia NP	48	7%	6%
Fee included in tour package	11	2%	3%
Other	11	2%	2%
Don't know/Not sure	6	<1%	<1%
Total	704		

Table 71. Unweighted and weighted results, Question 7, Number of hours in park

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	120	57%	57%
4	35	17%	25%
3	18	9%	6%
2	24	11%	8%
Up to 1	14	7%	4%
Total	211		

Table 72. Unweighted and weighted results, Question 7, Number of days in park

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	211	43%	35%
4	60	12%	13%
3	107	22%	23%
2	100	20%	26%
Up to 1	10	2%	2%
Total	488		

Table 73. Unweighted and weighted results, Question 6, Number of days enter/re-enter park

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	225	33%	22%
4	66	10%	10%
3	124	18%	18%
2	115	17%	21%
1	153	22%	29%
Total	683		

Table 74. Unweighted and weighted results, Question 27, Stay overnight

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	593	82%	82%
No	128	18%	18%
Total	720		

Table 75. Unweighted and weighted results, Question 27, Accommodation

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Backcountry camping in Acadia NP	0	0%	0%
Camping in Acadia NP	99	16%	16%
Camping outside Acadia NP	75	12%	12%
Lodging in Acadia NP	41	6%	6%
Lodging outside Acadia NP	371	59%	59%
Cruise ship	2	<1%	<1%
Other accommodations	45	7%	7%
Total	633		

Table 76. Unweighted and weighted results, Question 27, Number of nights backcountry camping in Acadia NP

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	0	0%	0%
4	0	0%	0%
3	0	0%	0%
2	0	0%	0%
1	0	0%	0%
0	582	100%	100%
Total	582		

Table 77. Unweighted and weighted results, Question 27, Number of nights camping in Acadia NP

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	46	40%	40%
4	13	11%	10%
3	26	23%	22%
2	24	21%	21%
1	6	5%	7%
Total	115		

Table 78. Unweighted and weighted results, Question 27, Number of nights camping outside Acadia NP

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	36	43%	45%
4	17	20%	24%
3	15	18%	16%
2	14	17%	14%
1	1	1%	<1%
Total	83		

Table 79. Unweighted and weighted results, Question 27, Number of nights lodging in Acadia NP

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	14	45%	33%
4	3	10%	3%
3	9	29%	54%
2	4	13%	7%
1	1	3%	3%
Total	31		

Table 80. Unweighted and weighted results, Question 27, Number of nights lodging outside Acadia NP

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	147	44%	35%
4	39	12%	11%
3	60	18%	20%
2	67	20%	23%
1	23	7%	10%
Total	336		

Table 81. Unweighted and weighted results, Question 27, Number of nights on a cruise ship

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
3	1	50%	76%
2	0	0%	0%
1	1	50%	24%
Total	2		

Table 82. Unweighted and weighted results, Question 27, Number of nights in other accommodations

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	31	50%	43%
4	7	11%	10%
3	6	10%	11%
2	10	16%	23%
1	8	13%	13%
Total	62		

Table 83. Unweighted and weighted results, Question 29, Visit other NPS sites on trip away from home

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	81	11%	11%
No	639	89%	89%
Total	720		

Table 84. Unweighted and weighted results, Question 12, Activity participation

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Viewing wildlife, natural features, scenery, wildflowers, etc.	692	95%	93%
Walking/short hike (< 1 hour)	490	67%	67%
Day hiking (≥ 1 hour)	502	69%	58%
Driving for pleasure	366	50%	54%
Visiting a cultural or historic site	248	34%	35%
Picnicking	247	34%	32%
Creative arts	222	30%	27%
Water play	184	25%	22%
Bicycling	209	29%	21%
Nature study	126	17%	18%
Camping in developed sites	161	22%	18%
Rock climbing/bouldering	109	15%	14%
Non-motorized water travel	129	18%	13%
Family gathering/reunion	94	13%	9%
Running/jogging	63	9%	6%
Motorized water travel	64	9%	6%
Foraging/collecting edibles	50	7%	5%
Fishing	24	3%	2%
Other	47	6%	7%
Total	729		

Table 85. Unweighted and weighted results, Question 13, Primary activity

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Day hike ($\geq$ 1 hour)	282	54%	46%
Viewing wildlife, natural features, scenery, wildflowers, etc.	104	20%	26%
Walking/short hike (< 1 hour)	67	13%	13%
Driving for pleasure	49	9%	8%
Bicycling	25	5%	7%
Water play	23	4%	6%
Camping in developed sites	8	2%	3%
Creative arts	7	1%	2%
Family gathering/reunion	7	1%	1%
Nature study	6	1%	<1%
Visiting a cultural or historic site	6	1%	<1%
Running/jogging	5	<1%	<1%
Rock climbing/bouldering	4	<1%	<1%
Non-motorized water travel	2	<1%	<1%
Picnicking	1	<1%	<1%
Motorized water travel	0	0%	7%
Other activity	25	5%	20%
Total	527		

Table 86. Unweighted and weighted results, Question 18, Member in group with physical condition

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	46	6%	7%
No	664	94%	93%
Total	710		

Table 87. Unweighted and weighted results, Question 18, Difficulty

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Mobility	35	76%	66%
Hearing	3	7%	9%
Visual	3	7%	6%
Other	6	13%	15%
Total	46		

Table 88. Unweighted and weighted results, Question 14, Program/service participation

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Going to the Visitor Center	388	62%	71%
Reading the park brochure	399	64%	65%
Viewing outdoor exhibits	335	54%	56%
Talked informally with a ranger	297	48%	47%
Viewing indoor exhibits	198	32%	35%
Watching movies or videos	84	14%	15%
Ranger-led activity	97	16%	14%
Obtain a National Park passport stamp	62	10%	11%
Participating with a child in Junior Ranger program	31	5%	6%
Smart phone app specific to Acadia	38	6%	5%
Attending cultural demo or performance	20	3%	4%
Listening to audio tour or podcast	11	2%	1%
Other program	18	3%	4%
Total	622		

Table 89. Unweighted and weighted results, Question 15, Learned from staff, programs, and/or exhibits

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	310	44%	47%
No	389	56%	53%
Total	699		

Table 90. Unweighted and weighted results, Question 16, Desire to learn about subjects

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	211	33%	31%
No	424	67%	69%
Total	635		

Table 91. Unweighted and weighted results, Question 30, Purchase package tour(s)

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	18	2%	3%
No	705	98%	97%
Total	723		

Table 92. Unweighted and weighted results, Question 30, Number of days of package tour(s)

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	8	50%	63%
4	1	6%	0%
3	0	0%	0%
2	0	0%	0%
Up to 1	7	44%	37%
Total	16		

Table 93. Unweighted and weighted results, Question 30, Cost per person of package tour(s)

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$50 or more	4	31%	55%
\$40 - \$49	6	46%	10%
\$30 - \$39	1	8%	17%
\$20 - \$29	1	8%	9%
\$10 - \$19	1	8%	8%
Total	13		

Table 94. Unweighted and weighted results, Question 30, Number of people in group on package tour(s)

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	2	13%	14%
4	4	25%	20%
3	2	13%	2%
2	7	44%	29%
1	1	6%	35%
Total	16		

Table 95. Unweighted and weighted results, Question 30, Included in package tour(s)

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Guide services	10	50%	71%
Local water transportation	10	50%	60%
Meals	7	35%	52%
Local ground transportation	5	25%	49%
Admission to events or attractions	3	15%	44%
Local lodging	2	10%	32%
Fees	1	5%	31%
Gear	5	25%	13%
Local air transportation	0	0%	0%
Other	3	15%	5%
Total	20		

Table 96. Unweighted and weighted results, Question 31, Total expenditures

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$5001 or more	19	3%	3%
\$4001-5000	14	2%	2%
\$3001-4000	27	4%	4%
\$2001-3000	77	12%	12%
\$1001-2000	174	27%	26%
\$1-1000	334	52%	51%
Spent no money	14	2%	2%
Total	645		

Table 97. Unweighted and weighted results, Question 33, Total number of people covered by the expenses for this trip

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	83	13%	13%
4	132	21%	21%
3	63	10%	10%
2	294	47%	47%
1	53	8%	8%
Total	625		

Table 98. Unweighted and weighted results, Question 33, Number of adults covered by the expenses for this trip

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	47	7%	6%
4	61	10%	8%
3	74	12%	10%
2	409	64%	68%
1	46	7%	9%
Total	637		

Table 99. Unweighted and weighted results, Question 33, Number of children covered by the expenses for this trip

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	10	4%	3%
4	6	2%	2%
3	26	9%	9%
2	100	36%	37%
1	73	26%	19%
0	66	23%	30%
Total	281		

Table 100. Unweighted and weighted results, Question 33, Number of people in group who split trip expenses

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	28	6%	4%
4	40	8%	5%
3	39	8%	7%
2	308	61%	57%
1	92	18%	26%
Total	507		

Table 101. Unweighted and weighted results, Question 32, Out of area expenses

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$4001 or more	15	4%	4%
\$3001-4000	3	<1%	<1%
\$2001-3000	18	5%	5%
\$1001-2000	39	10%	10%
\$1-1000	232	62%	62%
Spent no money	67	18%	18%
Total	375		

Table 102. Unweighted and weighted results, Question 21, Visit met expectations

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	672	94%	92%
Not entirely	43	6%	8%
Not at all	0	0%	0%
Total	715		

Table 103. Unweighted and weighted results, Question 17, Extremely or very important to use personal electronic devices to do specific tasks

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Make/receive phone call	191	27%	25%
Send/receive text message	189	28%	24%
Search the Internet	139	21%	20%
Share pics/videos/audio via social media	89	13%	15%
Download NPS podcast	16	3%	4%
Other	24	18%	14%

Table 104. Unweighted and weighted results, Question 17, Good or very good quality of service required to do specific tasks

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Send/receive text message	172	35%	38%
Make/receive phone call	168	33%	34%
Search the Internet	123	28%	27%
Download NPS podcast	33	22%	24%
Share pics/videos/audio via social media	84	25%	24%
Other	13	27%	27%

Table 105. Unweighted and weighted results, Question 22, Acadia NP is a safe place to visit

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	522	71%	69%
Agree	198	27%	30%
Neither Agree nor Disagree	8	1%	<1%
Disagree	2	<1%	<1%
Strongly Disagree	1	<1%	<1%
Total	731		

Table 106. Unweighted and weighted results, Question 22, Acadia NP is too crowded

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	76	11%	14%
Agree	205	29%	28%
Neither Agree nor Disagree	230	32%	31%
Disagree	165	23%	23%
Strongly Disagree	40	6%	4%
Total	716		

Table 107. Unweighted and weighted results, Question 22, Natural resources in Acadia NP are in pristine condition

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	223	31%	35%
Agree	379	53%	47%
Neither Agree nor Disagree	90	13%	13%
Disagree	22	3%	4%
Strongly Disagree	2	<1%	<1%
Total	716		

Table 108. Unweighted and weighted results, Question 22, The entrance fee for Acadia NP is too high

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	19	3%	9%
Agree	36	5%	4%
Neither Agree nor Disagree	162	24%	21%
Disagree	268	40%	38%
Strongly Disagree	191	28%	21%
Total	676		

Table 109. Unweighted and weighted results, Question 22, Vandalism and crime are not a problem in Acadia NP

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	206	34%	31%
Agree	292	49%	37%
Neither Agree nor Disagree	84	14%	11%
Disagree	15	3%	1%
Strongly Disagree	3	<1%	<1%
Total	600		

Table 110. Unweighted and weighted results, Question 22, Acadia NP is not accessible to persons with physical disabilities

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	5	1%	<1%
Agree	64	14%	7%
Neither Agree nor Disagree	173	38%	23%
Disagree	155	34%	21%
Strongly Disagree	54	12%	7%
Total	451		

Table 111. Unweighted and weighted results, Question 22, Historical and cultural features in Acadia NP are well maintained/preserved

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	148	24%	20%
Agree	361	58%	49%
Neither Agree nor Disagree	105	17%	13%
Disagree	8	1%	2%
Strongly Disagree	1	<1%	<1%
Total	623		

Table 112. Unweighted and weighted results, Question 22, Development of adjacent areas detracts from visitors' experiences at Acadia NP

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	48	7%	6%
Agree	100	15%	14%
Neither Agree nor Disagree	176	27%	24%
Disagree	266	41%	38%
Strongly Disagree	64	10%	10%
Total	654		

Table 113. Unweighted and weighted results, Question 23, Quality of the facilities, services, and recreational opportunities in Acadia NP, sum of Very Good and Good responses

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Outdoor recreation	645	98%	98%
Walkways, trails, and roads	689	95%	95%
Ranger programs	183	92%	94%
Assistance from park employees	485	92%	93%
Campgrounds and/or picnic areas	301	91%	91%
Park map or brochure	575	86%	90%
Visitor center	497	90%	89%
Exhibits (indoor and outdoor)	466	87%	88%
Learning about nature, history, or culture	428	84%	85%
Value for entrance fee paid	560	88%	81%
Restrooms	506	75%	72%
Commercial services in the park	291	67%	68%

Table 114. Unweighted and weighted results, Question 23, Quality of learning about nature, history, or culture

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	188	37%	26%
Good	241	47%	34%
Average	73	14%	10%
Poor	7	1%	1%
Very poor	1	<1%	<1%
Total	510		

Table 115. Unweighted and weighted results, Question 23, Quality of ranger programs

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	104	53%	10%
Good	79	40%	8%
Average	14	7%	1%
Poor	1	<1%	<1%
Very poor	0	0%	0%
Total	198		

Table 116. Unweighted and weighted results, Question 23, Quality of outdoor recreation

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	492	74%	33%
Good	155	23%	12%
Average	15	2%	<1%
Poor	1	<1%	<1%
Very poor	0	0%	0%
Total	663		

Table 117. Unweighted and weighted results, Question 23, Quality of assistance from park employees

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	294	55%	40%
Good	191	36%	26%
Average	39	7%	4%
Poor	5	<1%	<1%
Very poor	1	<1%	<1%
Total	530		

Table 118. Unweighted and weighted results, Question 23, Quality of park map or brochure

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	313	47%	43%
Good	263	39%	37%
Average	78	12%	8%
Poor	9	1%	1%
Very poor	3	<1%	<1%
Total	666		

Table 119. Unweighted and weighted results, Question 23, Quality of value for entrance fee paid

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	372	58%	47%
Good	189	30%	26%
Average	67	10%	13%
Poor	8	1%	4%
Very poor	4	<1%	<1%
Total	640		

Table 120. Unweighted and weighted results, Question 23, Quality of walkways, trails, and roads

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	440	61%	58%
Good	250	34%	37%
Average	31	4%	4%
Poor	4	<1%	1%
Very poor	1	<1%	<1%
Total	726		

Table 121. Unweighted and weighted results, Question 23, Quality of visitor center

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	296	54%	43%
Good	201	36%	26%
Average	47	9%	7%
Poor	7	1%	<1%
Very poor	1	<1%	<1%
Total	552		

Table 122. Unweighted and weighted results, Question 23, Quality of exhibits

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	207	39%	17%
Good	259	49%	21%
Average	62	12%	5%
Poor	5	<1%	<1%
Very poor	0	0%	0%
Total	533		

Table 123. Unweighted and weighted results, Question 23, Quality of restrooms

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	202	30%	27%
Good	304	45%	40%
Average	151	22%	24%
Poor	15	2%	2%
Very poor	1	<1%	<1%
Total	673		

Table 124. Unweighted and weighted results, Question 23, Quality of campgrounds and/or picnic areas

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	142	43%	18%
Good	159	48%	19%
Average	24	7%	3%
Poor	4	1%	<1%
Very poor	1	<1%	<1%
Total	330		

Table 125. Unweighted and weighted results, Question 23, Quality of commercial services in the park

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	117	27%	16%
Good	175	40%	24%
Average	117	27%	16%
Poor	21	5%	2%
Very poor	6	1%	<1%
Total	436		

Table 126. Unweighted and weighted results, Question 24, Overall quality of the facilities, services, and recreational opportunities in Acadia NP

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	501	69%	66%
Good	198	27%	30%
Average	21	3%	4%
Poor	1	<1%	<1%
Very poor	1	<1%	<1%
Total	722		

Appendix 6. Detailed Sampling Procedures

Site Schematics

As noted, the SEM visitor survey was administered at 22 locations in Acadia NP. A specific survey administration point was identified at each sampling location, based on analysis of aerial site photos and onsite scoping. The survey administration point for each location was denoted with a yellow star in a site schematic provided to the survey administrator assigned to the site (Figure 103 through Figure 121), with the exception of the Schoodic Peninsula Island Explorer bus route (Figure 122) where surveys were administered on the shuttle bus, and the two campgrounds, where surveys were administered at individual campsites (Figure 123 and Figure 124). A red line was used in each site schematic to denote the boundary or point at which visitor groups were considered to have entered the survey area and were intercepted for the survey. A red arrow was used in each site schematic to denote the direction of travel in which visitor groups were intercepted.

Timed-Interval Sampling Procedures

At most locations, visitor groups were sampled using a timed-interval approach (i.e., attempt to sample one visitor group every N minutes of the sampling day, where N is the time interval); interval times were designed in advance of onsite administration to ensure that there was a sufficient number of questionnaires to administer to visitor groups during all hours of each sampling day and each day of the sampling period. The timed-interval approach involved having the survey administrator contact the first visitor group to enter the survey area at the start of the sampling period and asking them to participate in the survey. If the group agreed to participate, they were administered the survey; if the group refused to participate, they were asked to complete the non-response bias questions and then thanked for their time. After completing a contact with a refusal group, the survey administrator contacted the next visitor group to enter the survey area and asked them to participate in the survey. The survey administrator continued this process until a visitor group agreed to participate; once a participating group was administered the survey, the survey administrator waited until the start of the next time interval to contact a visitor group. At the start of the next time interval, the survey administrator contacted the first group to enter the survey area and asked them to participate in the survey. If the next time interval started before the survey administrator was able to recruit a visitor group to participate in the survey for the previous time interval, he/she advanced to the next time interval simply by contacting the next arriving visitor group; once a group agreed to participate, the survey administrator then waited until the start of the next time interval to continue. The survey administrator repeated this sequence of steps throughout the sampling period.

At Bass Harbor Lighthouse (Figure 105), the survey administrator intercepted visitor groups who exited the parking area on foot or bicycle, as well as visitor groups returning to their vehicles prior to exiting the parking area. If the next eligible visitor group was returning to their vehicle, they were intercepted at their vehicle due to physical constraints of the survey administration area to accommodate pulling over vehicles.

Other Sampling Procedures

Procedures other than a timed-interval approach were used at a subset of sampling locations, as described in the following paragraphs.

Visitor groups on the Stonington ferry to Isle au Haut were sampled at the ferry dock in Stonington, prior to their departure to Isle au Haut. On each sampling day, a survey administrator arrived at the Stonington ferry dock 30 minutes ahead of each scheduled departure and asked the first visitor group to arrive at the dock to participate in the survey. If the group agreed to participate, they were administered the survey; if the group refused, they were asked to answer the non-response bias questions and then thanked for their time. The survey administrator then asked the next arriving visitor group to participate in the survey and repeated this process until he/she had administered five surveys or the ferry departed. The survey administrator repeated this sequence of steps for each ferry departure from Stonington to Isle au Haut on each sampling day.

Visitor groups on the Schoodic Peninsula route of the Island Explorer were sampled onboard the shuttle buses. On each sampling day, a survey administrator boarded the first Island Explorer shuttle bus of the day at the Winter Harbor ferry dock prior to any passenger boardings. The survey administrator then contacted the first visitor group to board the shuttle bus and followed a timed-interval sampling approach (as described above) with a 20-minute time interval. Because of the relatively low ridership on the Schoodic Peninsula route, the timed-interval approach essentially resulted in contacting each visitor group to board the bus during the sampling period.

On each sampling day at Blackwoods and Seawall Campgrounds, visitor groups were sampled in the evening (approximately 6:00 pm – 8:00 pm) using a campsite-interval approach (i.e., attempt to sample one visitor group at every Nth campsite, where N is the campsite interval number). The campsite interval for each sampling period at each campground was determined by the number of campsites and the target number of questionnaires to be distributed (in ACAD, the target was 20 questionnaires per campground per sampling day). Blackwoods Campground had 275 campsites, yielding a sampling interval of 14 campsites. Seawall Campground had 198 campsites, yielding a sampling interval of 10 campsites.

In each campground, campsites were identified by their loop letter and site number (e.g., A3 for the third site in loop A, C10 for the tenth site in loop C). At the start of the sampling period, the survey administrator used a random number generator to select a campsite within the first interval of campsites (i.e., campsites A1-A14 in Blackwoods and campsites A1-A10 in Seawall) at which to start survey sampling. If the randomly selected campsite had no campers present, the survey administrator proceeded to the next campsite in alphanumeric order (e.g., from campsite A4 to campsite A5, if campsite A4 was randomly selected for sampling but no campers were present). The survey administrator continued to each successive campsite within the interval until he/she contacted a campsite with campers present. Once at an occupied campsite within the first interval, the survey administrator asked the visitor group at the campsite to participate in the survey. If the group agreed to participate, they were administered the survey; if the group refused, they were asked to answer the non-response bias questions and then thanked for their time. The survey administrator moved to the next interval of campsites once a questionnaire was administered to a group within the current

interval or all of the campsites in the interval were contacted without a questionnaire being administered (because no campers were present in any of the campsites in the interval and/or because of refusals). The survey administrator repeated this process in each of the twenty campsite intervals in each campground during the sampling period.

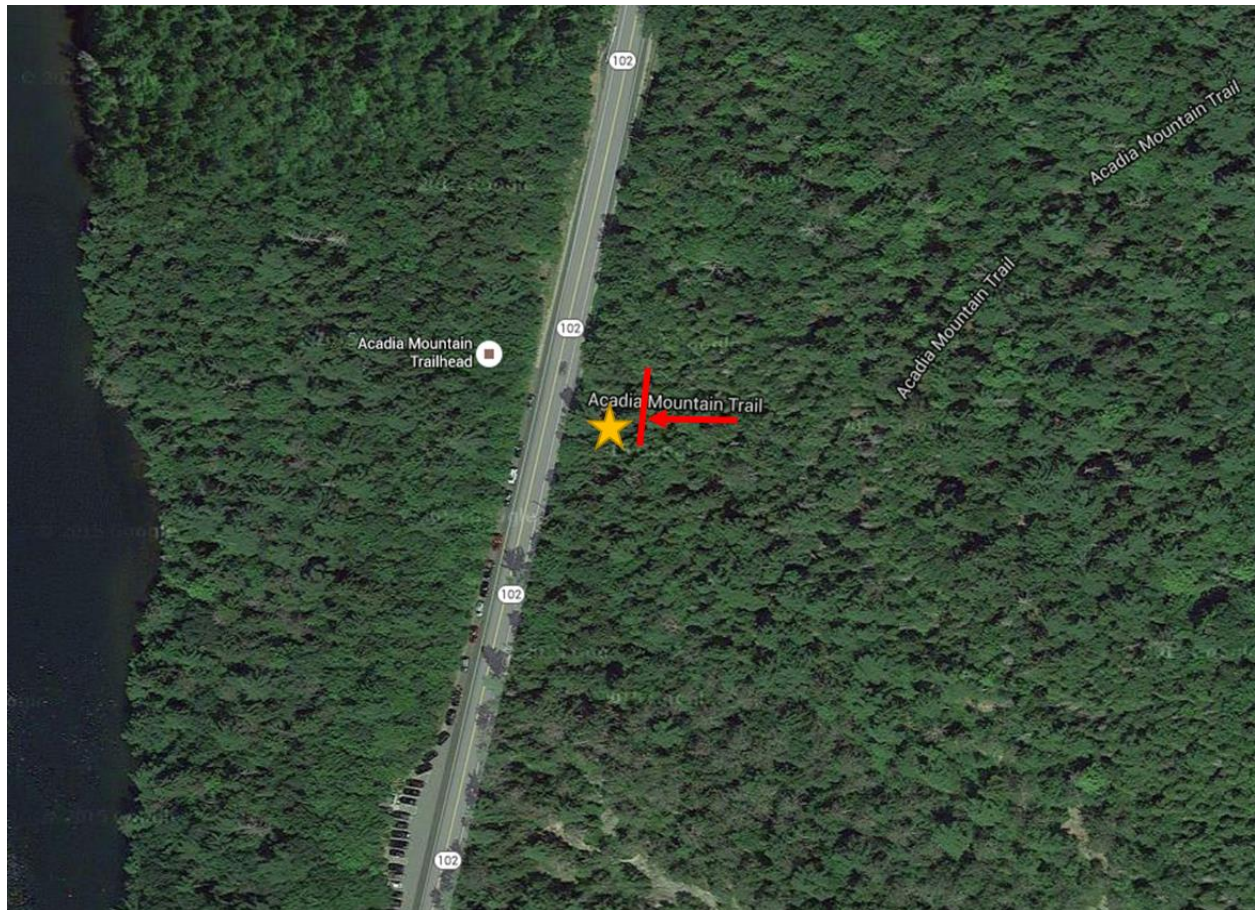


Figure 103. Acadia Mountain trailhead sampling location



Figure 105. Bass Harbor Lighthouse sampling location

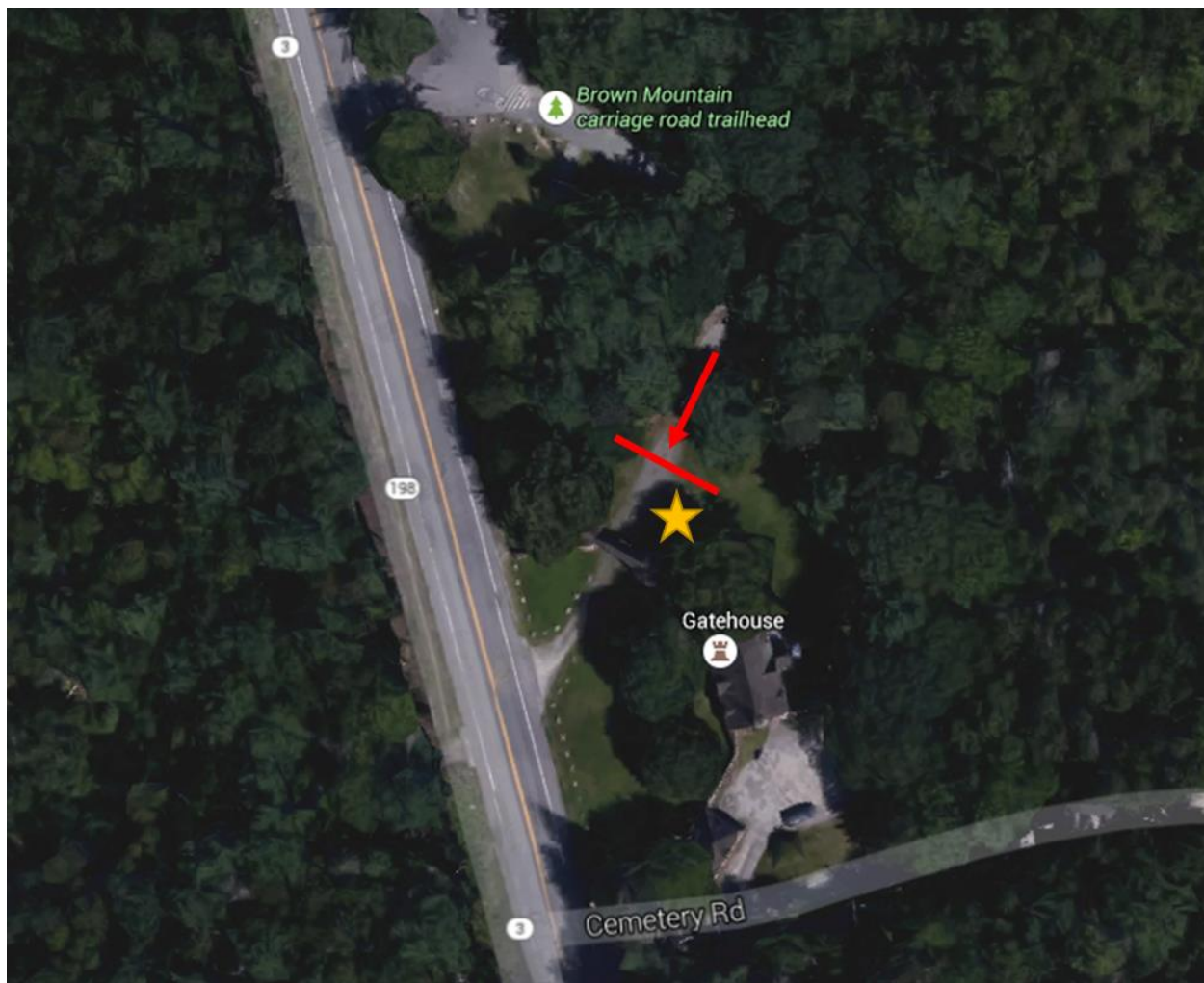


Figure 106. Brown Mountain carriage road trailhead sampling location

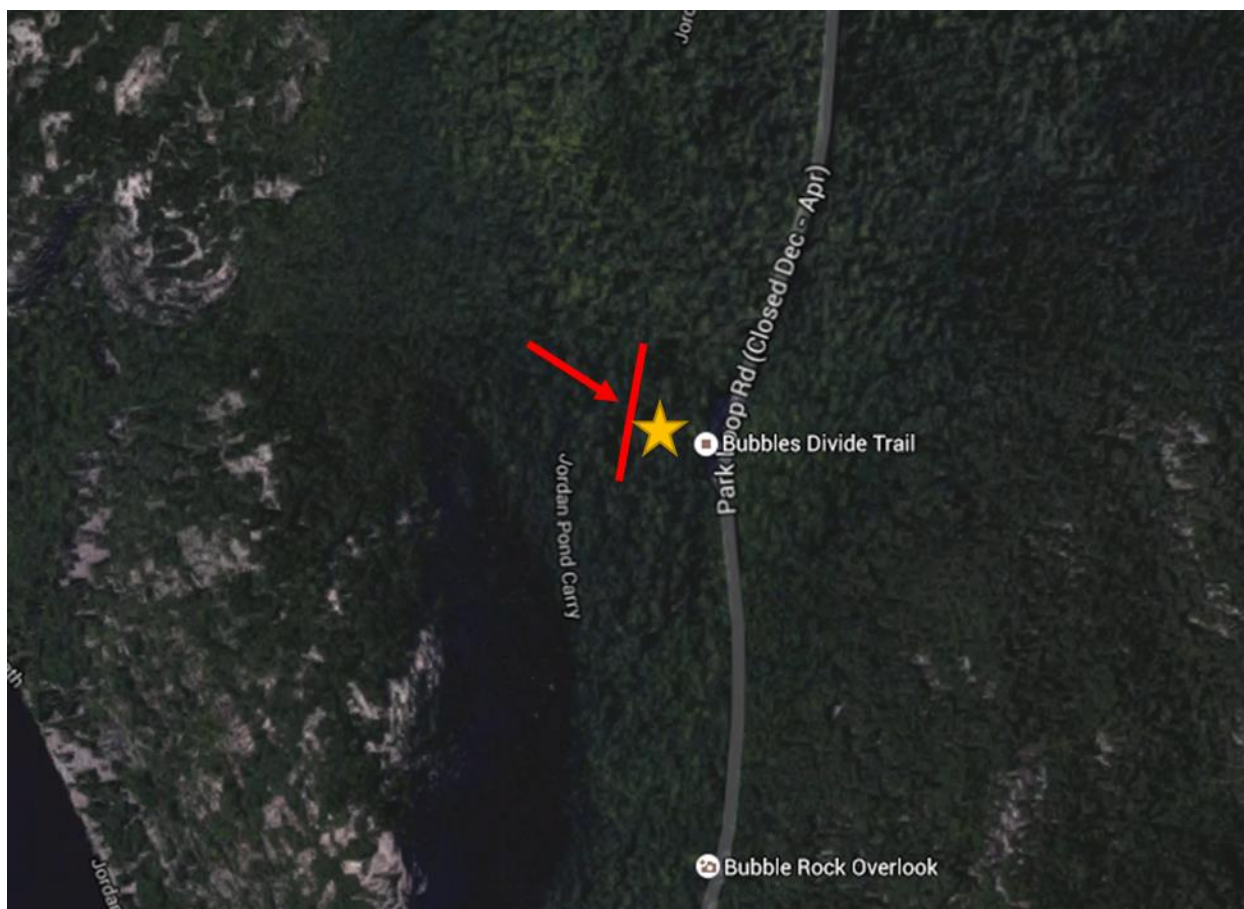


Figure 107. Bubble Rock trailhead sampling location

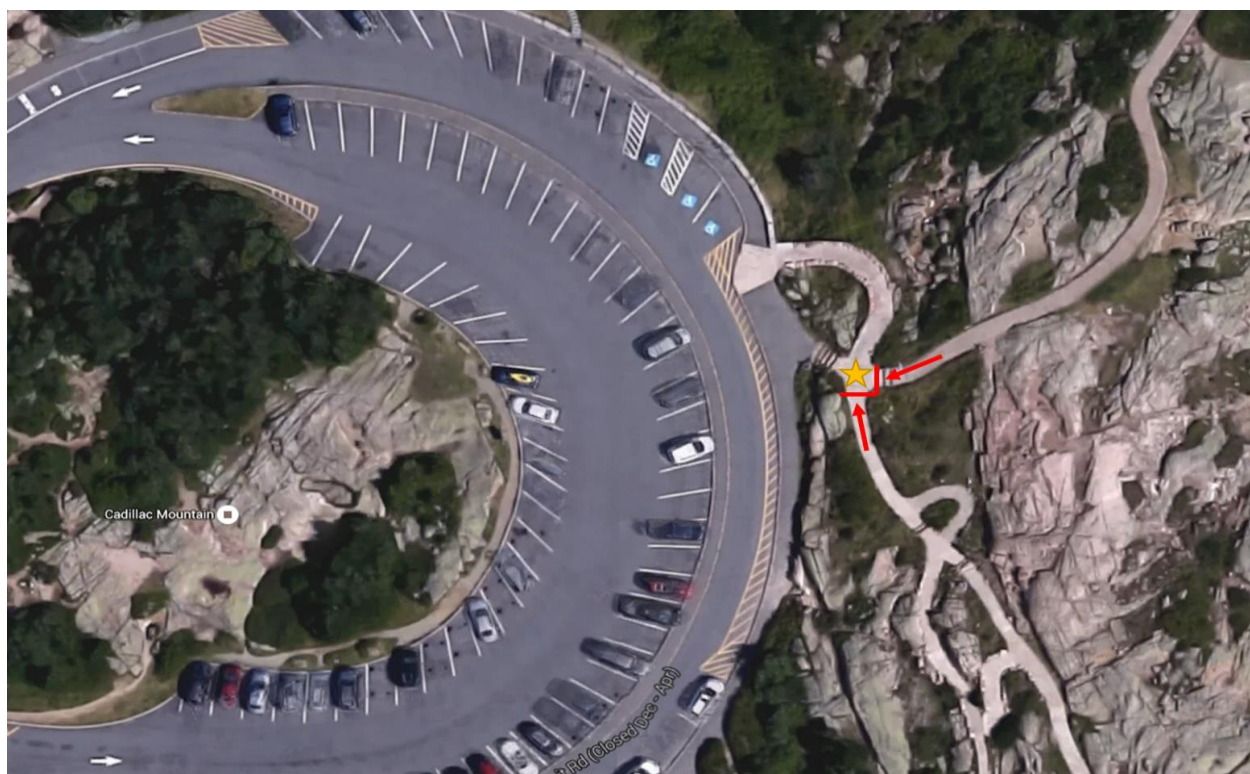


Figure 108. Cadillac Mountain summit sampling location

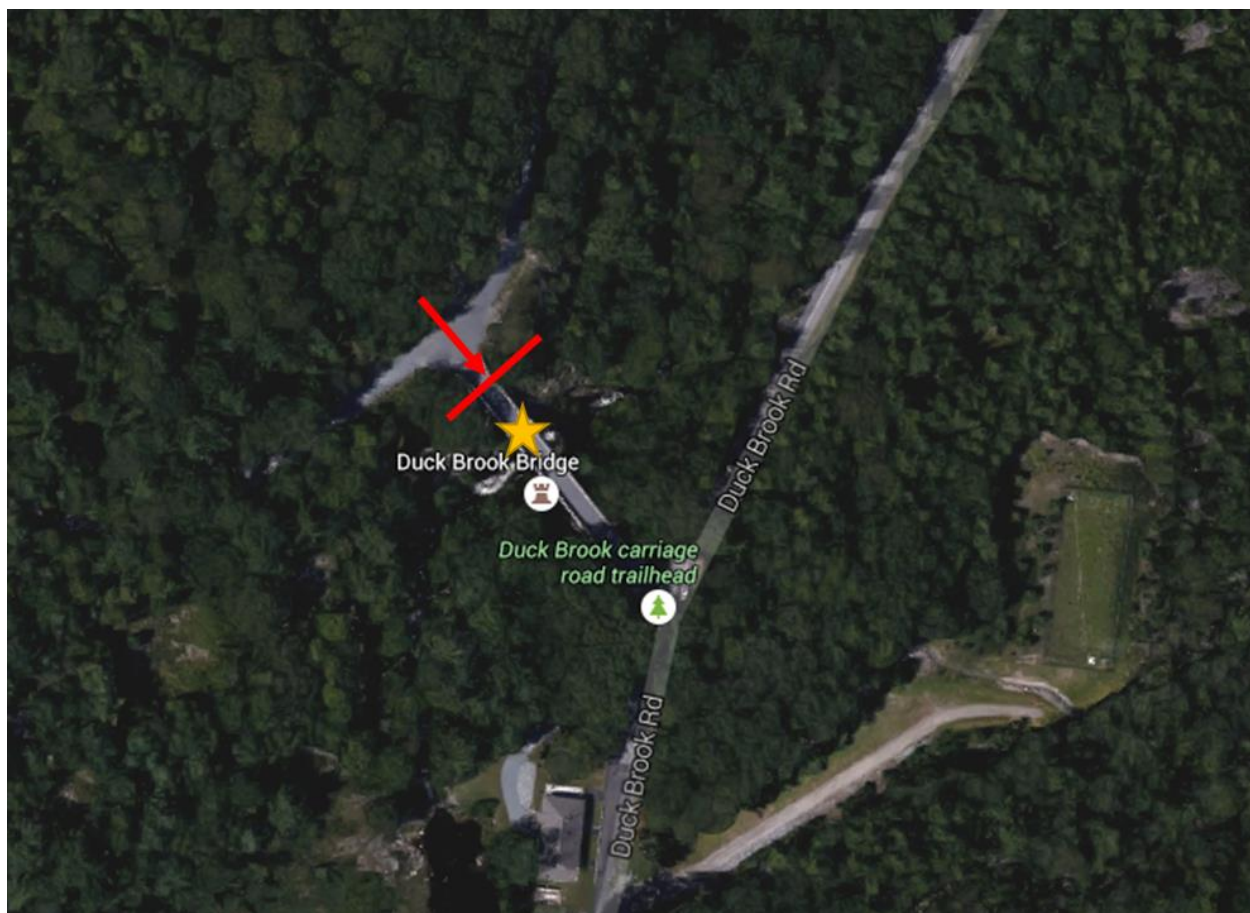


Figure 109. Duck Brook carriage road trailhead sampling location

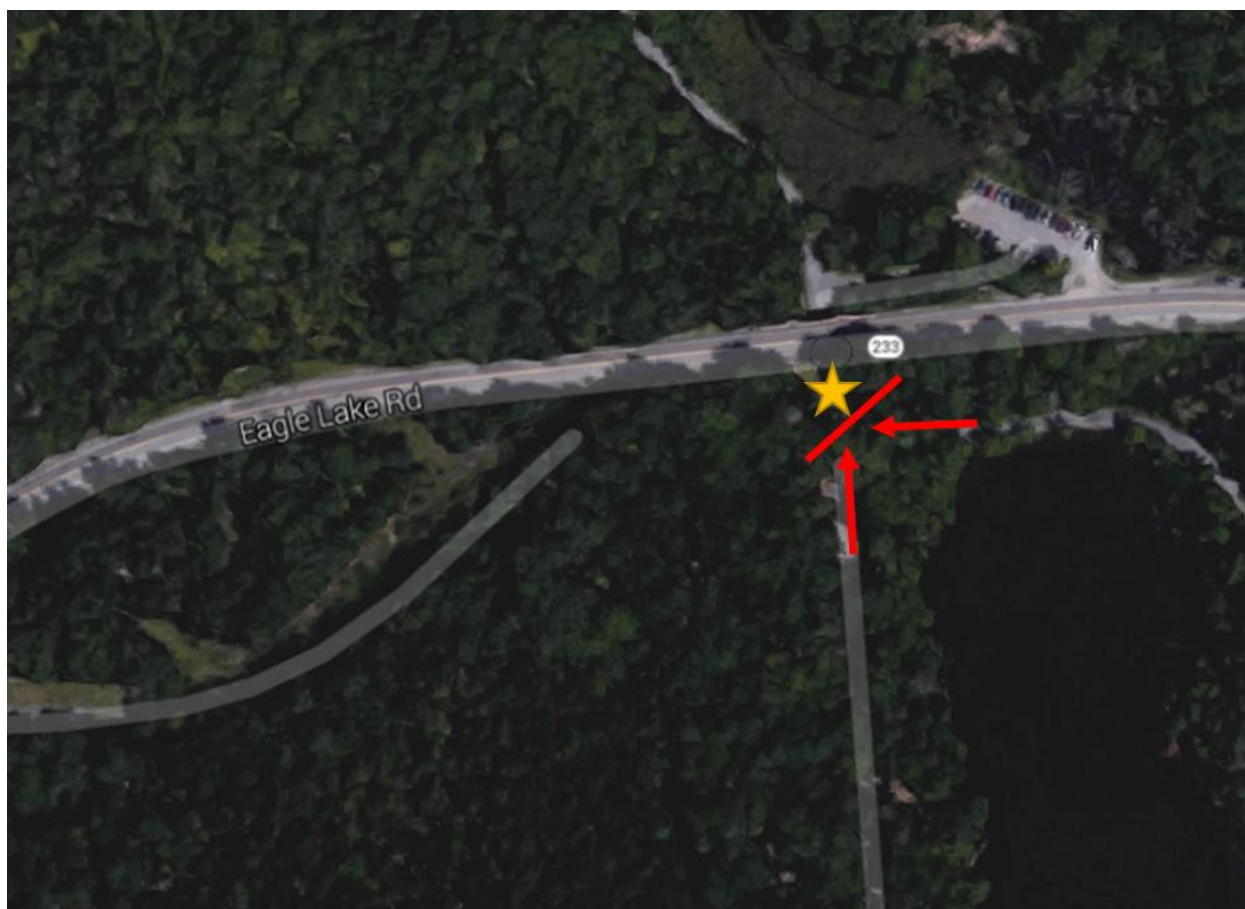


Figure 110. Eagle Lake carriage road trailhead sampling location



Figure 111. Echo Lake sampling location



Figure 112: Gilley Field sampling location



Figure 113: Hulls Cove Visitor Center sampling location

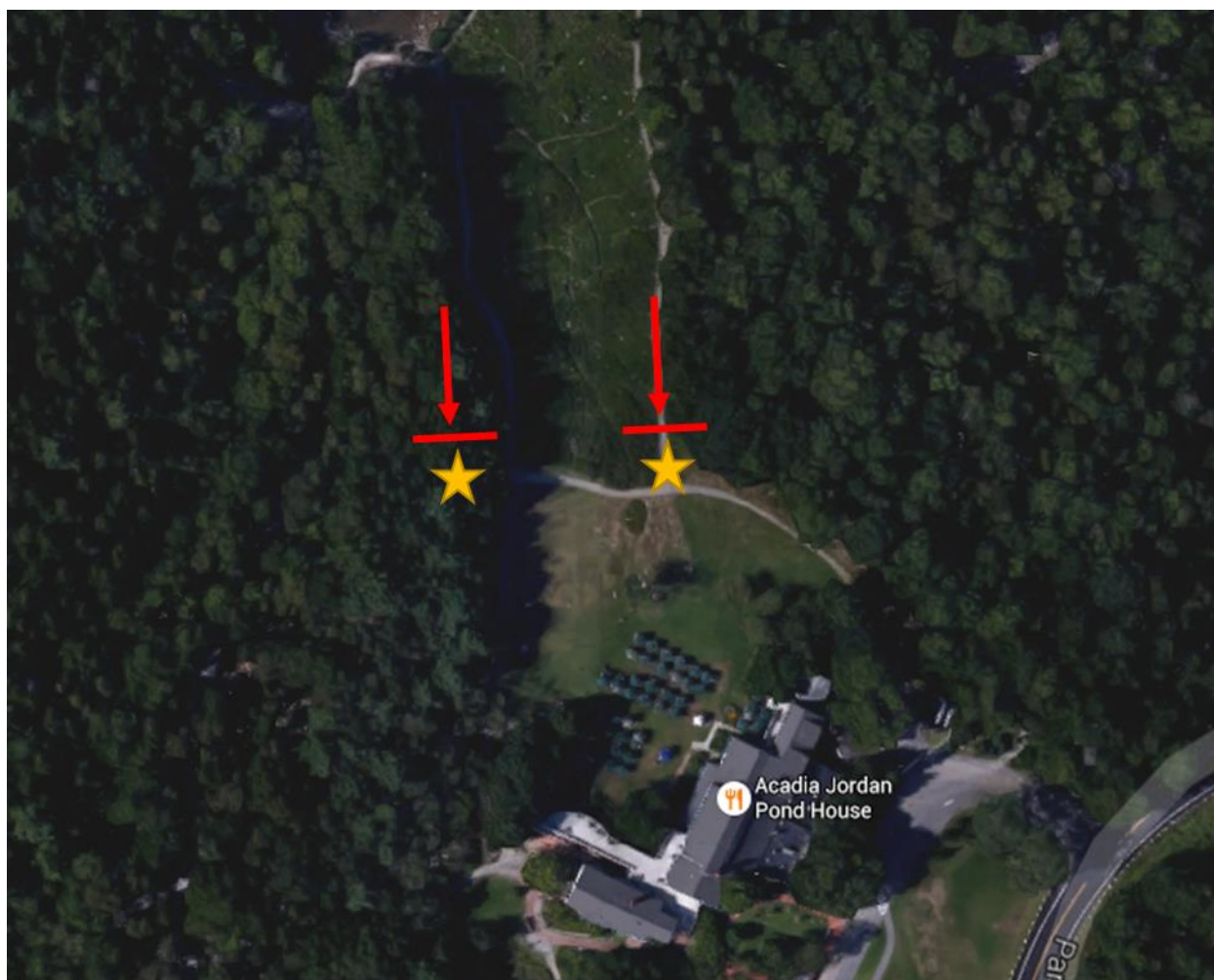


Figure 114. Jordan Pond House sampling location (alternated between east and west location by hour)

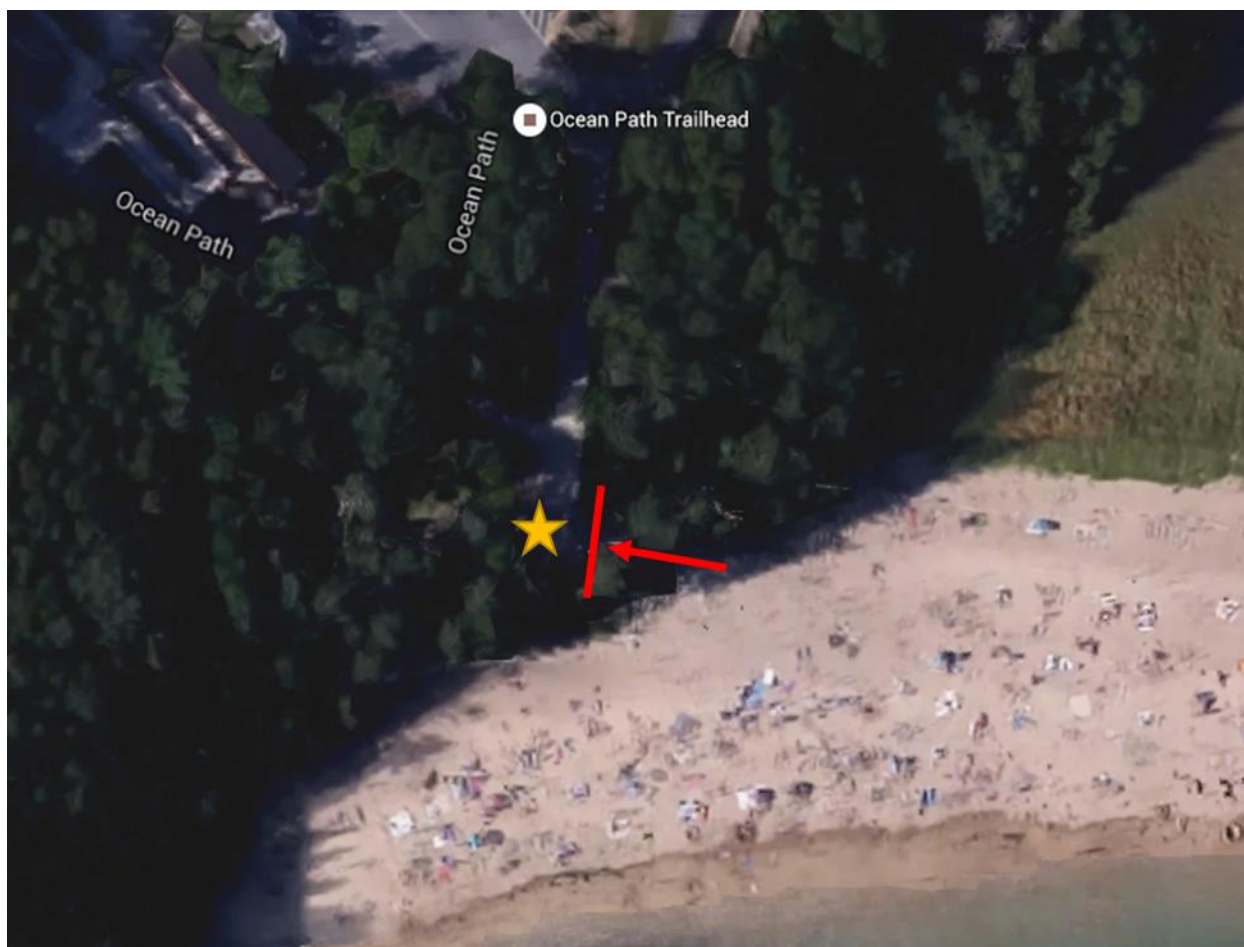


Figure 115. Sand Beach sampling location



Figure 116. Frazer Point sampling location



Figure 117. Ship Harbor trailhead sampling location

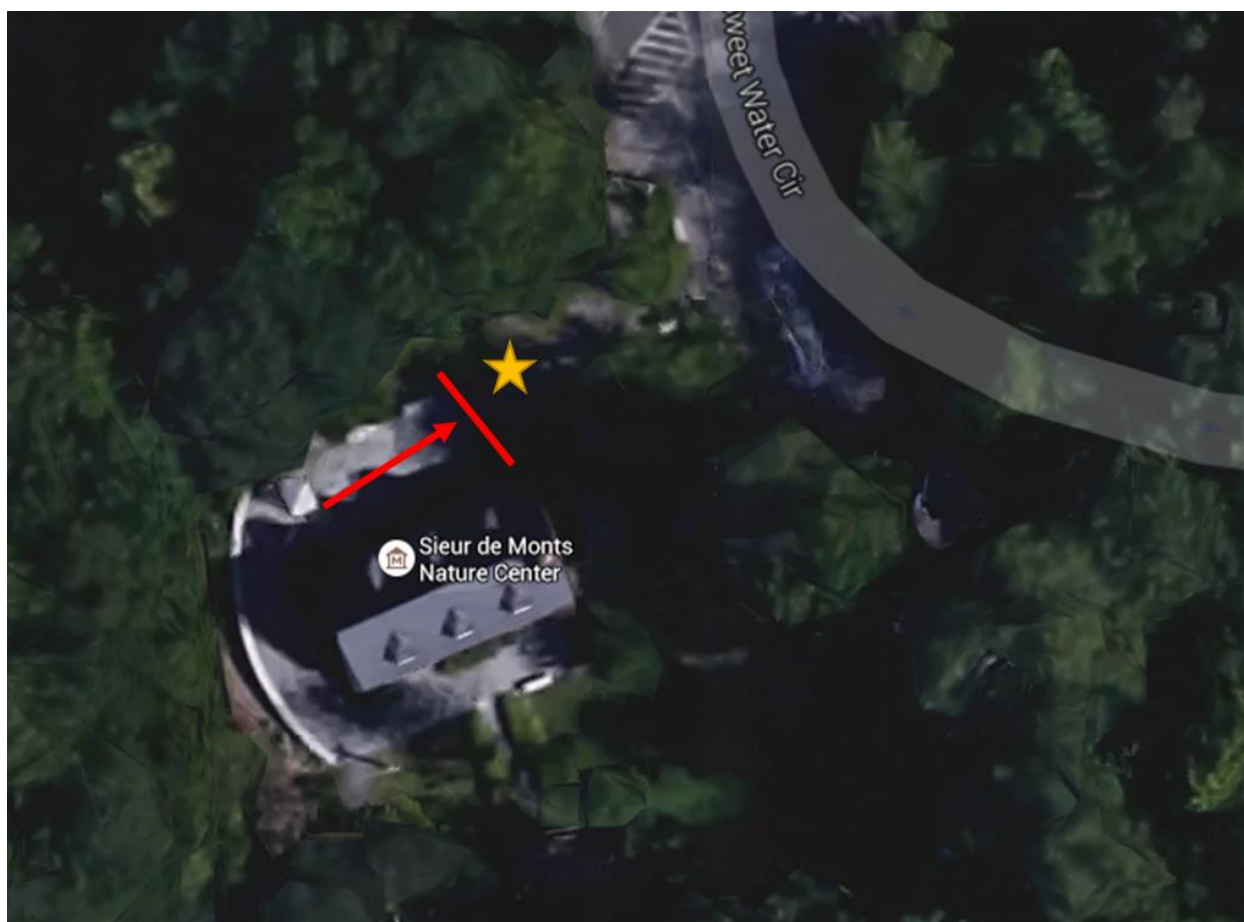


Figure 118. Sieur de Monts sampling location



Figure 119. Wonderland trailhead sampling location



Figure 120. Thunder Hole sampling location

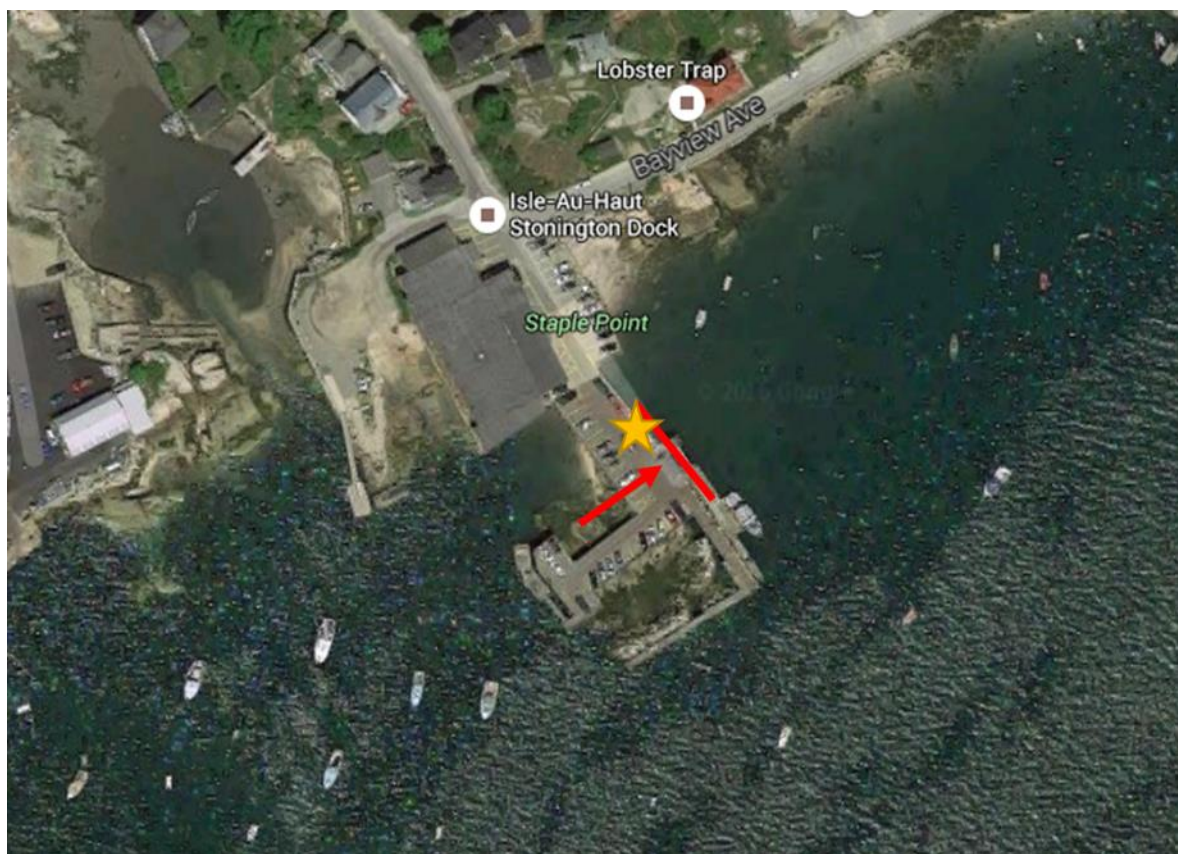


Figure 121. Stonington Ferry dock sampling location



Figure 122: Schoodic Peninsula Island Explorer bus route

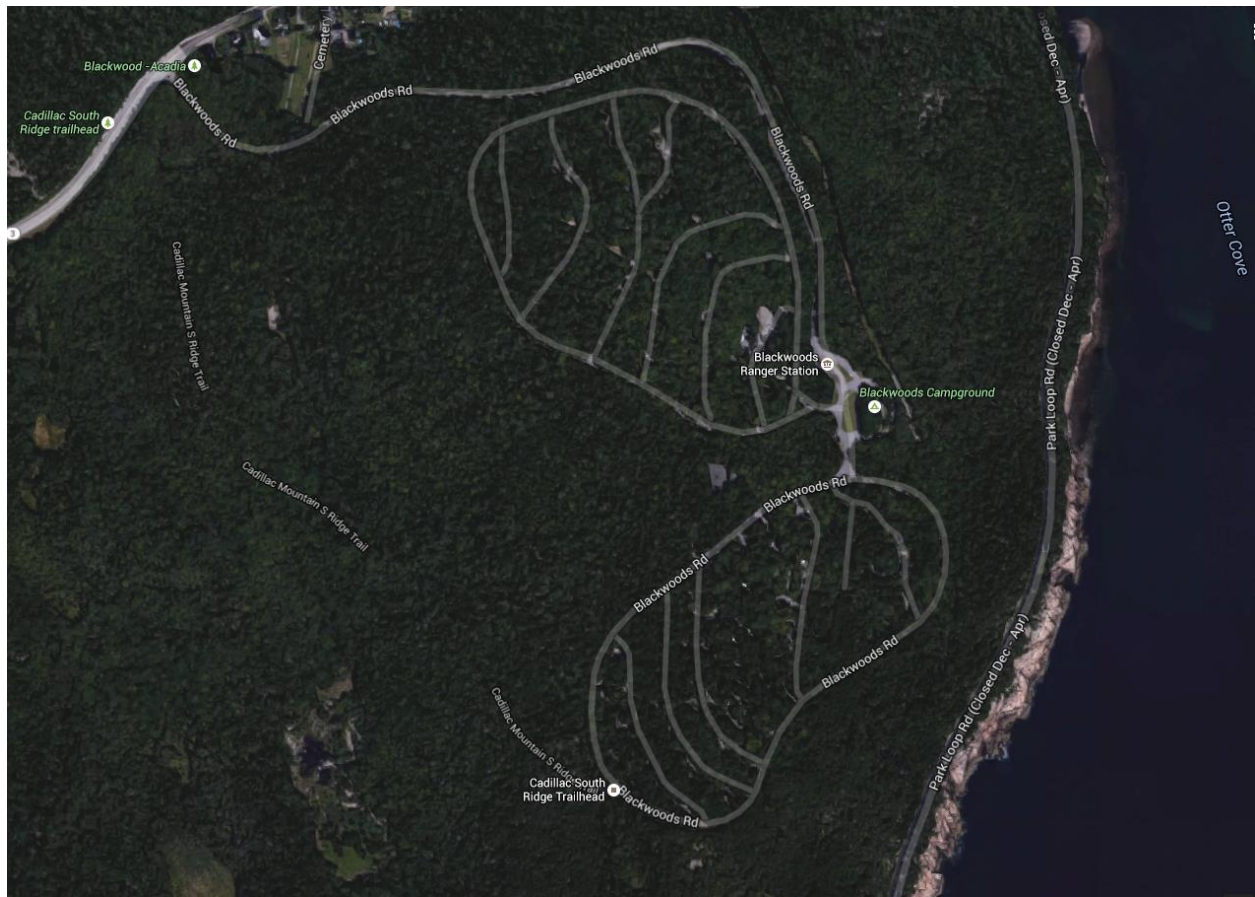


Figure 123. Blackwoods Campground sampling location

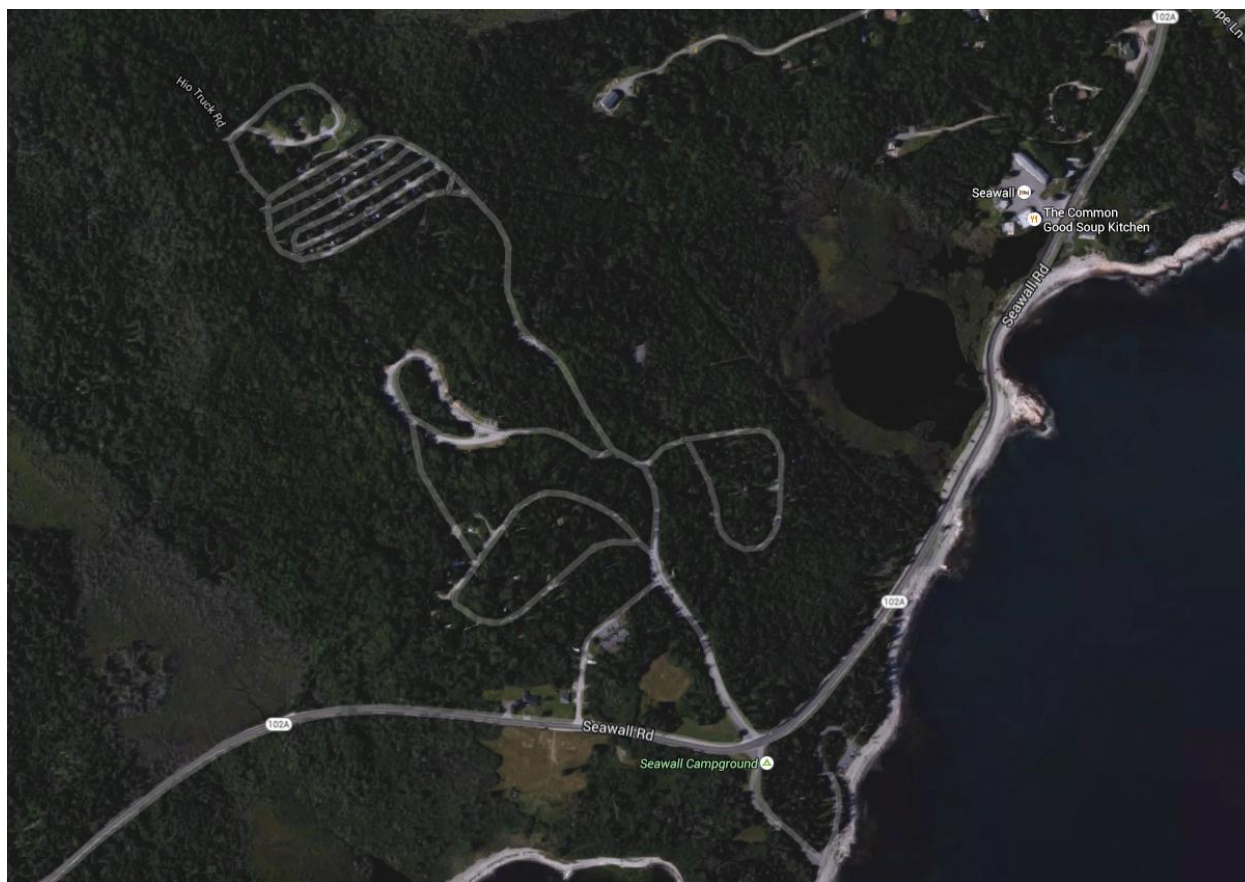


Figure 124. Seawall Campground sampling location

The Department of the Interior protects and manages the nation's natural resources and cultural heritage; provides scientific and other information about those resources; and honors its special responsibilities to American Indians, Alaska Natives, and affiliated Island Communities.

NPS XXXXXX, September 2016

National Park Service
U.S. Department of the Interior



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