

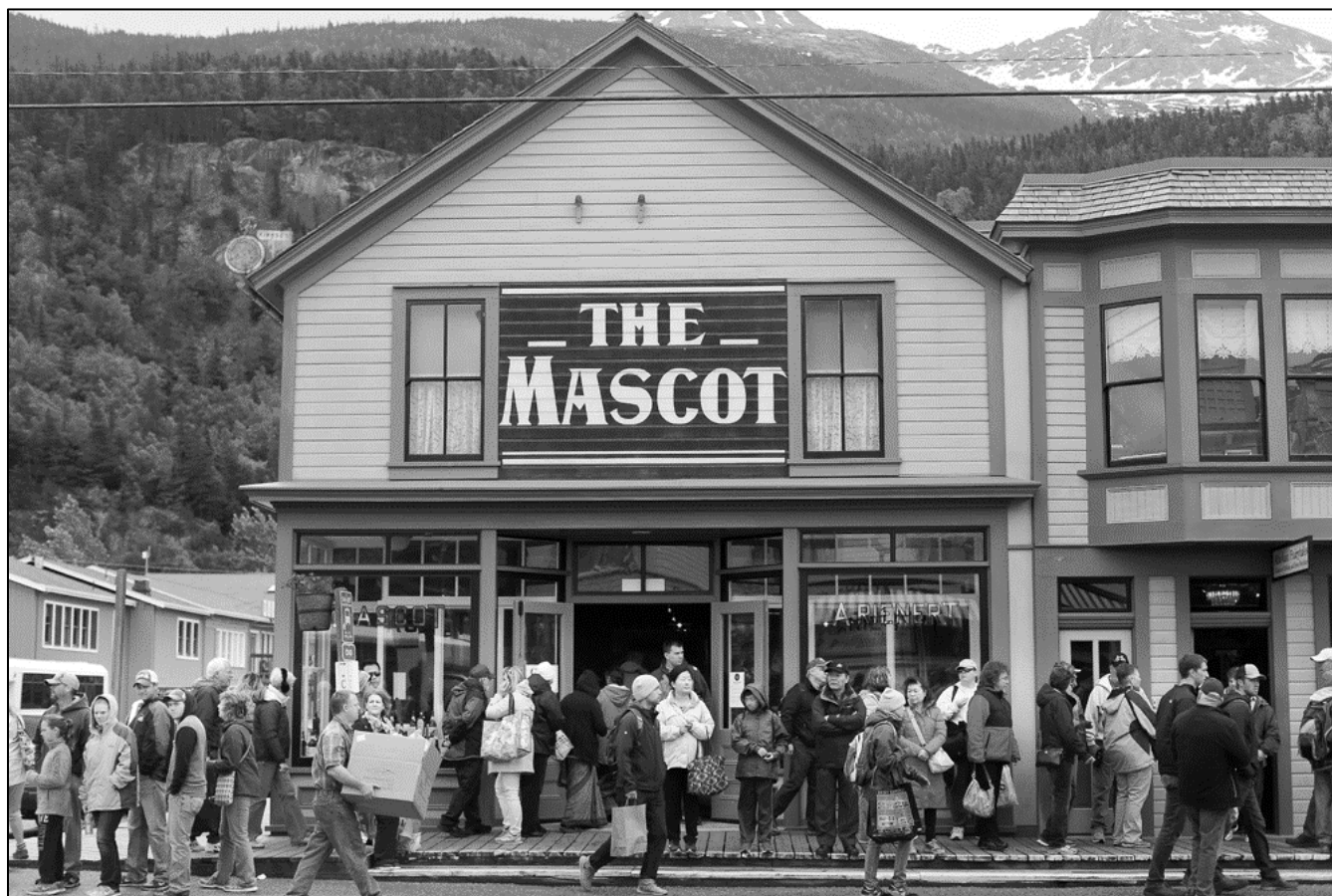


Klondike Gold Rush National Historical Park

Socioeconomic Monitoring Pilot Implementation

Summer 2016

Natural Resource Report NPS/KLGO/NRR—2018/1849



ON THE COVER

Photograph of the Mascot Saloon

Photograph courtesy of the National Park Service

Klondike Gold Rush National Historical Park

Socioeconomic Monitoring Pilot Implementation

Summer 2016

Natural Resource Report NPS/KLGO/NRR—2018/1849

Resource Systems Group (RSG).

55 Railroad Row
White River Junction, VT 05001

December 2018

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

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Executive Summary

- This report describes the results of a visitor study at Klondike Gold Rush National Historical Park (NHP) conducted from August 12 through August 21, 2016. During the sampling period, 1,086 visitor groups were contacted to participate in the survey. Of those groups, 876 agreed to participate in the study by accepting a mail-back survey packet. Questionnaires were completed and returned by 414 visitor groups, resulting in a completion rate of 47% among those visitor groups that agreed to participate in the study and an overall response rate of 38% for the study.
- This report profiles a systematic random sample of Klondike Gold Rush NHP visitors. Most of the results are presented in graphs and frequency tables. Summaries of visitor comments are included in the body of the report. Verbatim comments are included in the Visitor Comment Appendix (bound separately).
- Fifty-eight percent of visitor groups were groups of two, and 40% of visitor groups were groups of three or more members. Over half of visitor groups (61%) identified as groups of family.
- Thirty-four percent of visitors were 65 years old or older, 29% of visitors were 55 to 64 years old, 20% of visitor were 35 to 54 years old, 8% of visitors were 20 to 34 years old, and 8% of visitors were under 19 years old.
- Hispanic or Latino visitors comprised 4% of visitation during the survey period. Most visitors (90%) were white. Fewer visitors were Asian (8%), Black or African American (1%), American Indian or Alaska Native (<1%), or Native Hawaiian or other Pacific Islander (<1%).
- Nearly all visitor groups preferred to speak (97%) and read (97%) English when visiting an area such as Klondike Gold Rush NHP.
- Individuals from the United States comprised 78% of total visitation during the survey period. At the state level, 16% of visitors were from California, and smaller proportions of visitors were from 46 other states. International visitors comprised 21% of total visitation with 47% of international visitors from Canada and smaller proportions of visitors from 13 other countries.
- Ninety-nine percent of visitors indicated having visited the park only once during the last 12 months. Twenty-eight percent of visitors indicated that they had not visited another National Park Service (NPS) site within the past 12 months, while 23% had visited one other NPS site.
- Fifty-nine percent of visitor groups obtained information about Klondike Gold Rush NHP prior to this trip. The most commonly reported information sources used were travel guides/tour books (25%), maps/brochures (14%), and friends/relatives/word of mouth (14%). The majority (87%) of visitor groups had the information they needed about Klondike Gold Rush NHP for their trip.

- Ninety percent of visitor groups used water-based transportation to get from their home to the park. Sixty percent of visitor groups spent 25 or more hours traveling from their home to the park. Thirty-eight percent of visitor groups traveled 3,001 or more miles from their home to get to the park.
- Eighty-three percent of visitor groups indicated that visiting Klondike Gold Rush NHP was one of several equally important destinations on their trip away from home. Eleven percent of visitor groups indicated that visiting Klondike Gold Rush NHP was an incidental or spur of the moment stop.
- The most important reasons for visitors to visit Klondike Gold Rush NHP included to view wildlife or natural scenery (32% of visitor groups), to learn more about American history/culture (28% of visitor groups), and to spend time with friends/family (15% of visitor groups). Twenty-seven percent of visitor groups reported that viewing wildlife, natural features, scenery, wildflowers, or other aspects of natural scenery was their primary activity. Twenty-one percent reported that visiting a cultural or historic site was their primary activity. Nineteen percent of visitor groups reported having no primary activity.
- Forty-seven percent of visitors stayed overnight in the park or in the nearby area. The majority (76%) of those visitors who stayed overnight stayed on a cruise ship. Over half (60%) of visitor groups visited another NPS site on their trip away from home. The most commonly reported NPS sites visited other than Klondike Gold Rush NHP were Denali National Park and Preserve and Glacier Bay National Park and Preserve.
- The clear majority of visitor groups (92%) 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 (79%). Forty-nine percent of visitors' groups disagreed or strongly disagreed that Klondike Gold Rush NHP is not accessible to persons with physical disabilities.
- Over half of visitor groups viewed outdoor exhibits (65%), went to the visitor center (64%), and/or viewed indoor exhibits (59%). Seventy percent of visitor groups reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Fifty-four percent of visitor groups reported that someone within their group purchased a package tour that included meals, lodging, and/or transportation while on their trip to Klondike Gold Rush NHP.
- Forty-one percent of visitor groups spent up to \$250 on expenditures inside the park and nearby area, excluding package tour expenses, and 18% spent \$251 to \$500. The expenditure sectors where visitor groups spent the largest proportions of money (excluding package tour expenses) included souvenirs, clothing, supplies, other retail (16% of expenditures), and guides/tour fees (15% of expenditures).
- The majority of visitor groups (92%) reported that their visit to Klondike Gold Rush NHP met their expectations.

- The clear majority (97%) of visitor groups agreed or strongly agreed that Klondike Gold Rush NHP is a safe place to visit. Seventy-nine percent agreed or strongly agreed that vandalism and crime are not a problem in Klondike Gold Rush NHP.
- Seventy-nine percent of visitor groups agreed or strongly agreed that natural resources in Klondike Gold Rush NHP are in pristine condition. Eighty-nine percent of visitor groups agreed or strongly agreed that historical and cultural features in Klondike Gold Rush NHP are well maintained/preserved. Forty-six percent of visitors' groups disagreed or strongly disagreed that development of adjacent areas detracts from visitors' experiences at Klondike Gold Rush NHP. Over half (56%) of visitor groups disagreed or strongly disagreed that Klondike Gold Rush NHP is too crowded.
- Overall, visitor groups rated the quality of facilities, services, and recreation opportunities in Klondike Gold Rush NHP highly. Ninety-four percent of visitor groups rated the overall quality as good or very good.

Acknowledgments

We thank the staff of Klondike Gold Rush National Historical Park and the National Park Service's Social Science Program for their assistance and support with this visitor use study.

List of Terms

NHP: National Historical Park

NPS: National Park Service

RSG: Resource Systems Group, Inc.

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 Klondike Gold Rush NHP from August 12 through August 21, 2016. 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. *Detailed Sampling Procedures*. A detailed description of sampling locations and procedures.

Appendix 6. *Non-response Bias Analysis - Effects on Survey Responses due to Number of Adults in Group and Number of Children in Group*. Results of statistical tests of the number of adults in group and number of children in group effects on key questions in the SEM survey instrument.

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.

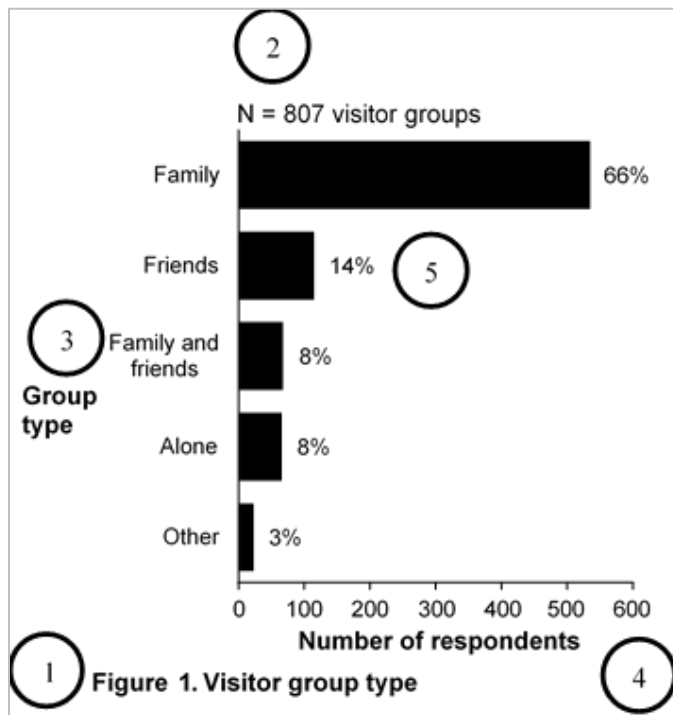


Figure 1. Example figure.

Methods

Survey Method

The SEM visitor survey was administered at Klondike Gold Rush NHP 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 Klondike Gold Rush NHP during the study period. The target margin of error for summary statistics of no greater than +/- 5% (Fowler 1993) was used to establish the target sample size at 400 completed questionnaires.

Sampling Effort

The SEM visitor survey was administered at Klondike Gold Rush NHP from August 12 through August 21, 2016. The survey administration dates were selected to target peak use at the park. The peak use month was identified using the five-year average of monthly visitation data for Klondike Gold Rush NHP 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 Klondike Gold Rush NHP 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 Klondike Gold Rush NHP. The refined list of sampling locations was finalized through consultation with the NPS SSP and Klondike Gold Rush NHP staff. The SEM visitor survey was administered at eight locations in the park: Broadway Dock, Chilkoot Trailhead, Dyea, Mascot Saloon, Moore House, Ore Dock, Railroad Dock, and the Visitor Center.

The SEM visitor survey was administered for a select range of hours on each sampling day. Sampling at the Mascot Saloon, Moore House, and Visitor Center coincided with the hours of operation for each facility. Sampling at the Broadway, Ore, and Railroad cruise ship docks coincided with the arrival of cruise ships into the Port of Skagway. At the Chilkoot Trailhead and Dyea, the hours of survey administration varied among sampling days to capture the range of user types at Klondike Gold Rush NHP, preventing the systematic exclusion of visitors during off-peak hours of the day. The final sampling effort is presented in Table 1.

Table 1. Sampling effort.

Date	Broadway Dock	Chilkoot Trailhead	Dyea	Mascot Saloon
Friday, August 12	–	7:00AM-3:00PM	–	–
Saturday, August 13	12:00PM-8:00PM	–	10:00AM-6:00PM	9:00AM-5:00PM
Sunday, August 14	–	9:00AM-5:00PM	–	–
Monday, August 15	–	–	10:00AM-6:00PM	–
Tuesday, August 16	12:00PM-8:00PM	7:00AM-6:00PM	–	–
Wednesday, August 17	–	–	10:00AM-6:00PM	9:00AM-5:00PM
Thursday, August 18	–	9:00AM-5:00PM	–	–
Friday, August 19	–	–	9:00AM-5:00PM	9:00AM-5:00PM
Saturday, August 20	–	–	–	–
Sunday, August 21	–	–	9:00AM-5:00PM	–
Friday, August 12	–	11:00AM-7:00PM	12:00PM-8:00PM	9:00AM-5:00PM
Saturday, August 13	–	–	12:00PM-8:00PM	–
Sunday, August 14	–	–	9:00AM-4:30PM	9:00AM-5:00PM
Monday, August 15	–	7:00AM-3:00PM	12:00PM-8:00PM	9:00AM-5:00PM
Tuesday, August 16	9:00AM-5:00PM	–	12:30PM-8:00PM	–
Wednesday, August 17	–	9:00AM-5:00PM	12:00PM-8:00PM	–
Thursday, August 18	9:00AM-5:00PM	12:00PM-8:00PM	12:00PM-8:00PM	–
Friday, August 19	–	9:00AM-5:00PM	12:00PM-8:00PM	–
Saturday, August 20	–	–	–	–
Sunday, August 21	–	–	12:00PM-8:00PM	9:00AM-5:00PM

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 conforms to OMB standards and guidelines for questionnaire design. Klondike Gold Rush NHP 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. The questionnaire was administered to visitors in English (Appendix 2).

Sampling Procedures

Mail-back survey packets were administered to visitor groups in Klondike Gold Rush NHP using onsite intercept methods (see Appendix 5 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 2 summarizes the survey effort by sampling location.

Table 2. Number of questionnaires distributed, by sampling location.

Sampling site	Sampling date										Total questionnaires distributed	
	8/12	8/13	8/14	8/15	8/16	8/17	8/18	8/19	8/20	8/21	N	%
Broadway Dock	–	32	–	–	34	–	–	–	–	–	66	8%
Chilkoot Trailhead	16	–	3	–	5	–	3	–	–	–	27	3%
Dyea	–	2	–	1	–	2	–	2	–	2	9	1%
Mascot Saloon	–	34	–	–	–	34	–	33	–	–	101	12%
Moore Homestead	–	–	–	–	32	–	27	–	–	–	59	7%
Ore Dock	31	–	–	20	–	35	34	31	–	–	151	17%
Railroad Dock	34	32	47	32	31	34	32	34	–	67	343	39%
Visitor Center	35	–	23	33	–	–	–	–	–	29	120	14%
All sites	116	100	73	86	102	105	96	100	0	98	876	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 3). Approximately two weeks after mailing the postcards, a replacement mail-back survey packet was sent to each individual 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 3. Follow-up mailing distribution.

Mailing	Date	U.S.	International	Total
Postcards	9/7/2016	683	189	872
Replacement Mailing	9/21/2016	524	123	647

Sampling Results¹

During the sampling period, 1,086 visitor groups were contacted to participate in the survey. Of these groups, 876 agreed to participate in the study by accepting a mail-back survey packet (81% cooperation rate) (Table 2). Questionnaires were completed and returned by 414 visitor groups (Table 4), resulting in a completion rate of 47% among those visitor groups that agreed to participate in the study and an overall response rate of 38% for the study.

Table 4. Number of completed questionnaires, by sampling location.

Sampling site	N	Percent
Broadway Dock	26	6%
Chilkoot Trailhead	17	4%
Dyea	7	2%
Mascot Saloon	50	12%

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 4 (continued). Number of completed questionnaires, by sampling location.

Sampling site	N	Percent
Moore Homestead	33	8%
Ore Dock	70	17%
Railroad Dock	145	35%
Visitor Center	66	16%
Total	414	100%

Data Entry and Cleaning

Data from returned questionnaires were entered into a database using Tele form, an optical recognition data coding software application. Each questionnaire was scanned and loaded into Tele form, 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 values, and complete manual verification of data entry for a randomly selected subset (n=40) 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, to some degree and in some ways, from the sample to the study's target population (Aslant and Dillman, 1994; Dillman, 2014; Stoop, 2004; Filion, 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 over-represent some segments of the target population to some degree, and may under-represent other segments of the population to some degree.

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 Klondike Gold Rush NHP in total, from beginning to end?

5. What is your state of residence (if you live in the U.S.) or country of residence (if do not live in the U.S.)?

In addition to the five, pre-selected non-response bias questions, the gender of the person in the group who was first contacted by the survey administrator was observed and recorded.

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 the survey administrator was unable to obtain responses to the non-response bias questions, it was because the approached contact refused all further contact from the administrator after the initial refusal, usually with no reason provided. These instances were defined as “hard refusals”.

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 majority of responses or observed estimates must be present to adequately characterize both the respondent and non-respondent populations. In this study, 70% 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.² All non-response variables met the minimum for 70% valid values among respondents and/or non-respondents (Table 5). Correspondingly, all variables were used for non-response bias analysis.

Table 5. Number and percentage of respondents and non-respondents with valid values for non-response variables.

Variable	Respondents (n=414)		Non-Respondents (n=672)	
	Valid N	Valid Percent	Valid N	Valid Percent
Initial Contact Gender	412	99%	660	98%
Number of Adults	414	100%	639	95%
Number of Children	414	100%	639	95%
Group Type	412	100%	632	94%
Visit Length (hours)	408	99%	631	94%
State or Country of Residence	409	99%	630	94%

²The Office of Management and Budget Standards and Guidelines for Statistics Surveys (2006) suggest that any survey item with at least 70% non-missing data can be presumed to reflect the entire data set (i.e., for such items, any differences between the subjects with data and those without data are negligible).

Chi-square tests of independence were used to test for differences between respondents and non-respondents. 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. Values for the number of children in the visitor group were collapsed into three categories: no children, one child, and two or more children. Values for group type were collapsed into the following four categories: alone, family, friends, family and friends. Values for visit length were collapsed into four categories: 1 to 4 hours, 5 to 8 hours, 9 to 15 hours, and 24 hours or more. Responses for state or country of residence were collapsed into three categories: in state visitor, out of state visitor, and international visitor.

A Bonferroni correction was applied to account for the fact that six 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 0.008 are assumed to be statistically significant.

Results of the chi-square tests in Table 6 through Table 9 suggest that respondents and non-respondents did not differ significantly, with respect to initial contact gender ($p = 0.646$), visitor group type ($p = 0.778$), length of visit ($p = 0.316$), or state or country of residence ($p = 0.219$). These results provide no compelling evidence of non-response bias related to the initial contact gender, visitor group type, length of visit or state or country of residence within the survey sample.

Table 6. Initial contact gender comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.646.

Response	Respondents (n=412)		Non-Respondents (n=660)	
	N	Percent	N	Percent
Male	177	43%	293	44%
Female	235	57%	367	56%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

Table 7. Group type comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.778.

Response	Respondents (n=412)		Non-Respondents (n=632)	
	N	Percent	N	Percent
Alone	9	2%	19	3%
Family	326	79%	488	77%
Friends	37	9%	56	9%
Family and friends	40	10%	69	11%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

Table 8. Visit length comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.316.

Response	Respondents (n=408)		Non-Respondents (n=631)	
	N	Percent	N	Percent
1 to 4 hours	74	18%	139	22%
5 to 8 hours	217	53%	321	51%
9 or 15 hours	72	18%	116	18%
24 hours or more	45	11%	55	9%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

Table 9. State or country of residence comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.219.

Response	Respondents (n=409)		Non-Respondents (n=630)	
	N	Percent	N	Percent
In State Visitor	1	<1%	8	1%
Out of State Visitor	316	77%	482	77%
International Visitor	92	22%	140	22%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

The results of the chi-square test in Table 10 and Table 11 suggest respondents and non-respondents differed significantly, with respect to number of adults in group ($p = 0.008$) and number of children

in group ($p < 0.001$); thus, there is evidence of potential non-response bias related to the number of adult group members and the number of child group members within the survey's sample. Specifically, respondents were more likely than non-respondents to have two adults in their personal group, while non-respondents were more likely than respondents to have five or more adults in their personal group. Additionally, respondents were more likely than non-respondents to have no children in their personal group, while non-respondents were more likely than respondents to have children in their personal group.

Table 10. Number of adult group members comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.008.

Response	Respondents (n=414)		Non-Respondents (n=639)	
	N	Percent	N	%
1 Adult	15	4%	24	4%
2 Adults	282	68%	376	59%
3 or 4 Adults	77	19%	137	21%
5 or more Adults	40	10%	102	16%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

Table 11. Number of children in group comparison between respondents and non-respondents, p-value (Chi-square)¹ <0.001.

Response	Respondents (n=414)		Non-Respondents (n=639)	
	N	Percent	N	Percent
No Children	367	89%	491	77%
1 Child	16	4%	53	8%
2 or more children	31	7%	95	15%

¹ $\alpha = 0.05$, $p \leq 0.008$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests.

The potential impact of non-response bias, with respect to number of adults in group and number of children in group, on the results of the survey were further explored (Appendix 6). In particular, statistical tests of the number of adults in group effects on key questions in the SEM survey instrument were performed, with differences found for 1 of 67 questions ($\alpha = 0.05$, $p \leq 0.0007$ indicates significant result following Bonferroni adjustment). Statistical tests of the number of children in group effects on key questions in the SEM survey instrument were performed, with differences found for 2 of 67 questions ($\alpha = 0.05$, $p \leq 0.0007$ indicates significant result following

Bonferroni adjustment). Where statistical differences were found between respondent subgroups, results by subgroup are reported in Appendix 6.

In summary, no significant differences were found between respondents and non-respondents, with respect to initial contact gender, visitor group type, length of visit or state or country of residence. Non-response bias analysis results suggest that, for a small number of questions in the survey, the survey results may over-represent opinions, evaluations, or behaviors from visitor groups who contained two adults or visitor groups who contained no children. Effects of number of adults in group and number of children in group on results were analyzed further, and the results of this analysis are reported in Appendix 6.

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 much 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.

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 affected recall to some degree. To the extent respondents' recall was affected, it is possible some of their responses may not fully reflect actual behavior.
2. The data reflect visitor use patterns as collected during the study period of August 12 through August 21, 2016. 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. Sample size may vary for some questions, due to item non-response (i.e., one or more question left blank by a respondent). Therefore, refer to both the percentage and sample values when interpreting the results.
5. Results of statistical tests comparing respondents to non-respondents (i.e., non-response bias analysis) suggest that, for select questions, the survey results may over-represent to some degree opinions, evaluations, and behaviors from visitor groups who had two adults in their personal group or visitor groups with no children. Effects of the number of adults in group

and the number of children in group on results for a select set of key questions from the survey were analyzed, and the results of this analysis are reported in Appendix 6.

Special Conditions

The weather during the sampling period had some periods of wind, fog, and rain, with high temperatures typically in the low to mid-60s. Weather conditions did not significantly impact survey administration at the sampling locations throughout the park.

Results

Group and Visitor Characteristics

Visitor group size

Question 1

Including yourself, how many people were in your personal group during your visit to Klondike Gold Rush NHP on the day you were contacted for this survey?

Results (Figure 2)

- 58% of visitor groups consisted of two members.
- 40% of visitor groups consisted of three or more members.

See Appendix 1 for more details.

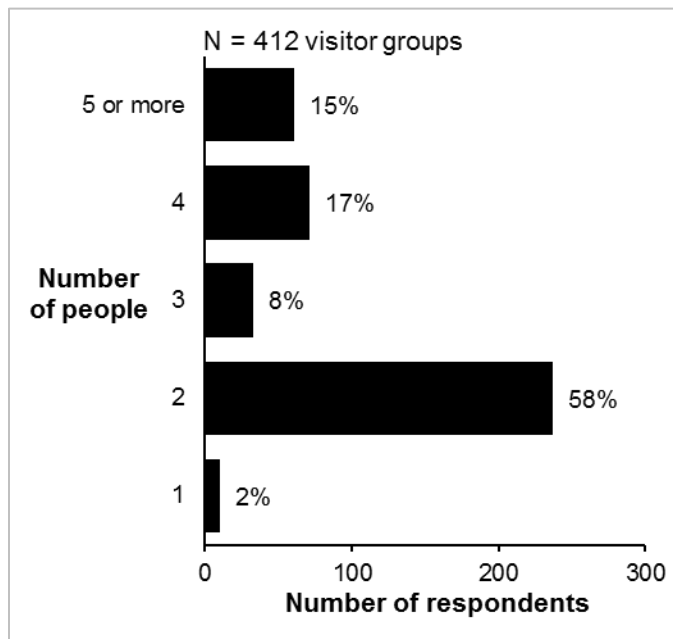


Figure 2. Visitor group size.

*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 Klondike Gold Rush NHP on the day you were contacted for this survey?

Number of adults (18 years and older).

Results (Figure 3)

- 62% of visitor groups consisted of two adults.
- 34% of visitor groups consisted of three or more adults.

See Appendix 1 for more details.

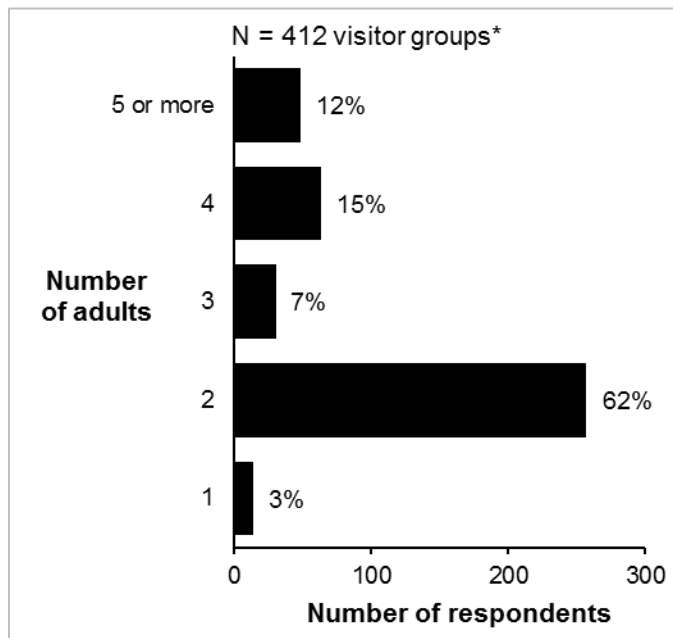


Figure 3. Number of adults within group.

*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 Klondike Gold Rush NHP on the day you were contacted for this survey?

Number of children (under 18 years).

Results (Figure 4)

- 86% of visitor groups did not have children.
- Of those visitor groups that had children, 45% of visitor groups consisted of two children.
- 39% of visitor groups with children contained only one child.

See Appendix 1 for more details.

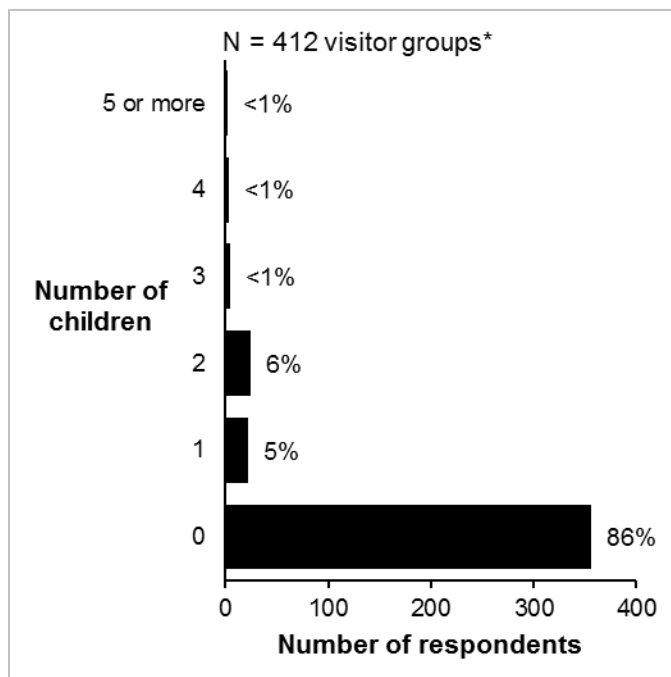


Figure 4. Number of children within group.

*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 Klondike Gold Rush NHP on the day you were contacted for this survey?

Results (Figure 5)

- 61% of visitor groups were made up of family.
- 13% of visitor groups were made up of friends.
- Of those groups who responded “Other” (9%), group types included:
 - “Cruise ship”
 - “Tour group”
 - “Church group”

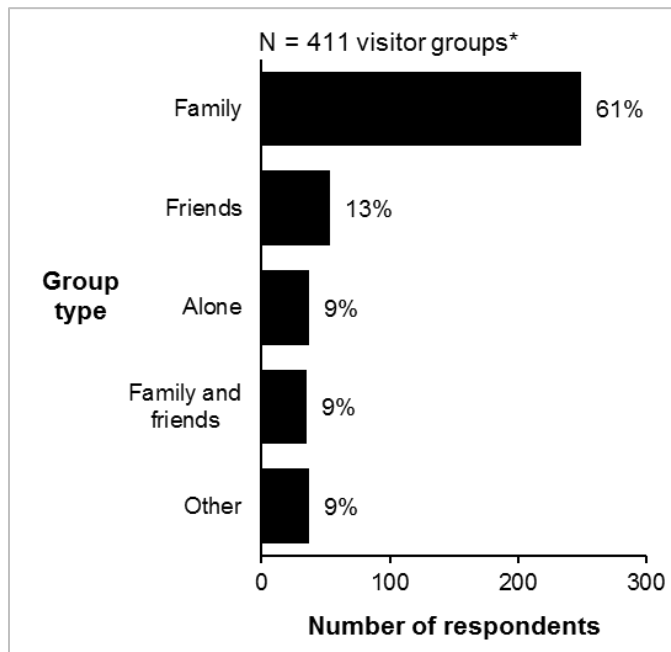


Figure 5. Visitor group type.

*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 Klondike Gold Rush NHP 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 less than one year old to 97 years old.
- 34% of visitors were 65 years old or older.
- 29% of visitors were 55 to 64 years old.
- 20% of visitors were 35 to 54 years old.
- 8% of visitors were 20 to 34 years old.
- 8% of visitors were under 19 years old.

See Appendix 1 for more details.

*total percentages do not equal 100 due to rounding

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

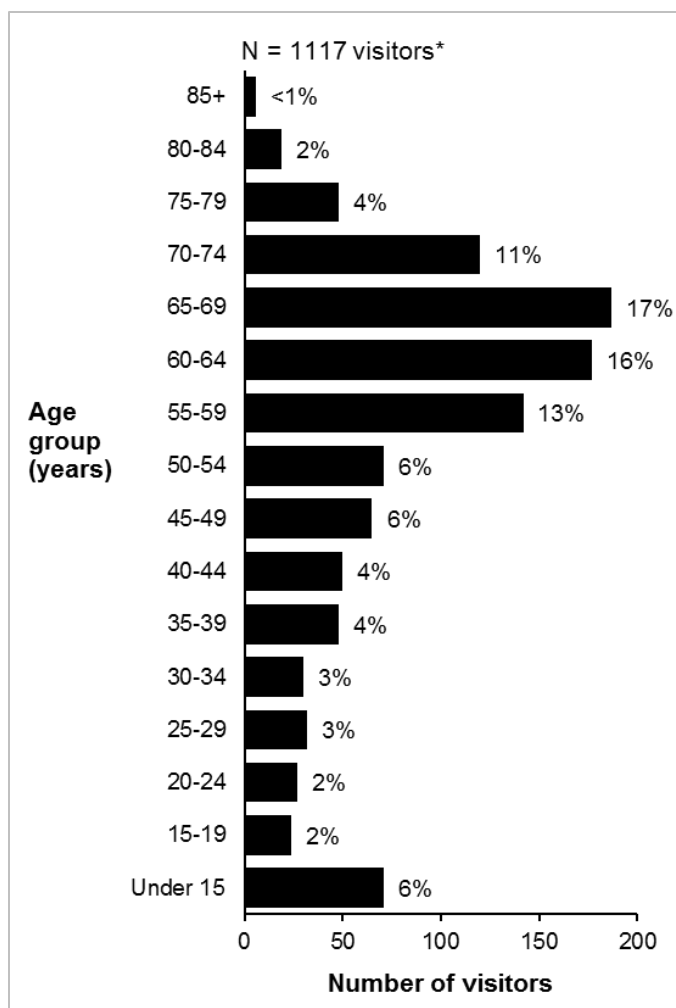


Figure 6. Visitor age.

*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 Klondike Gold Rush NHP 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)

- 47% of visitors were male.
- 53% of visitors were female.

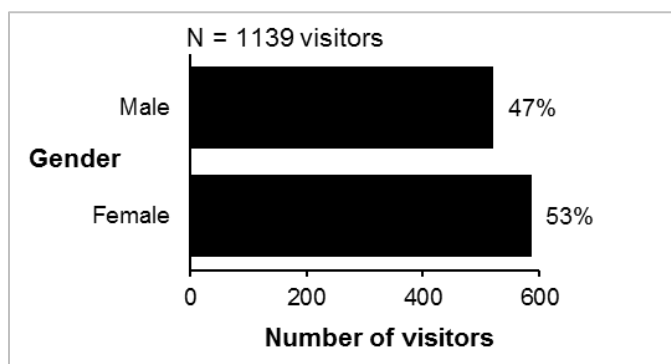


Figure 7. Visitor gender.

*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 Klondike Gold Rush NHP 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)

- 4% of visitors identified as Hispanic or Latino.

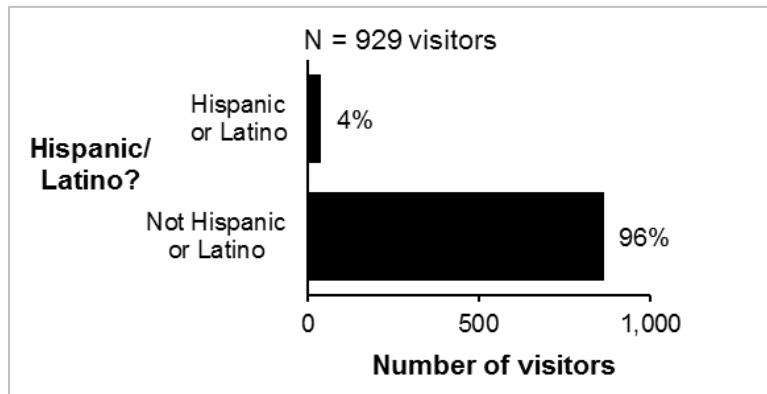


Figure 8. Visitor ethnicity.

*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 Klondike Gold Rush NHP 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)

- 90% of visitors were white.
- Fewer visitors were Asian (8%), Black or African American (1%), American Indian or Alaska Native (<1%), or Native Hawaiian or other Pacific Islander (<1%).

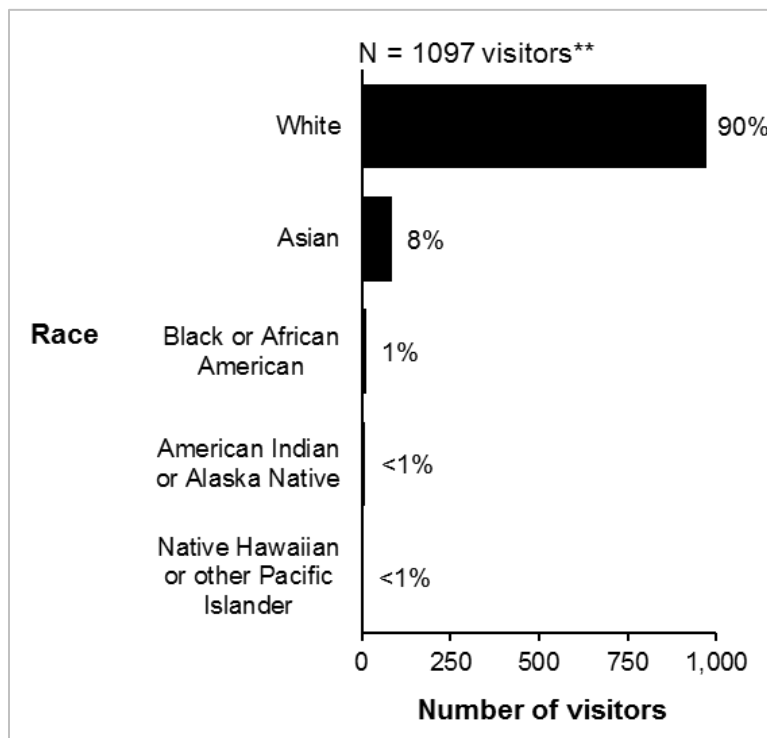


Figure 9. Visitor race.

*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 Klondike Gold Rush NHP, what language do you personally prefer to use for speaking?

Results (Figure 10)

- 97% of visitor groups reported English as their preferred language for speaking.
- Of those who responded “Other” (2%), languages specified included:
 - French
 - Chinese
 - German

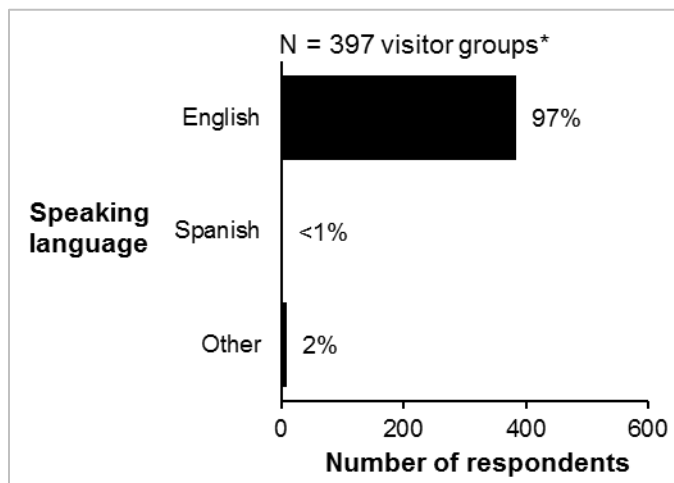


Figure 10. Preferred speaking language.

*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 Klondike Gold Rush NHP, what language do you personally prefer to use for reading?

Results (Figure 11)

- 97% of visitor groups reported English as their preferred language for reading.
- Of those who responded “Other” (3%), languages specified included:
 - French
 - Chinese
 - German

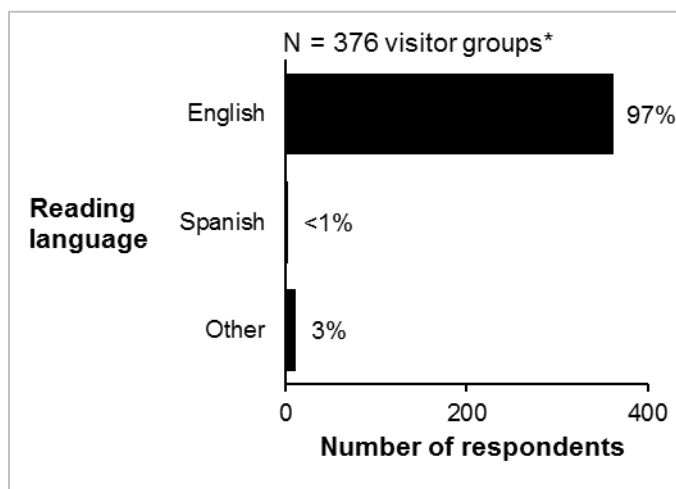


Figure 11. Preferred reading language.

*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 Klondike Gold Rush NHP 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)

- U.S. visitors came from 47 states and comprised 78% of total visitation to the park during the survey period.
- 16% of U.S. visitors came from California.
- Smaller proportions came from other U.S. states.

Table 12. United States visitors by state of residence.

State	Number of visitors	Percent of U.S. visitors N = 381 visitors*	Percent of all visitors N = 1,062 visitors
California	131	16	12
Texas	59	7	6
Florida	47	6	4
Michigan	42	5	4
Washington	39	5	4
New York	35	4	3
Illinois	30	4	3
Utah	28	3	3
Oregon	25	3	2
North Carolina	24	3	2
Minnesota	23	3	2
Pennsylvania	23	3	2
Massachusetts	22	3	2
Wisconsin	20	2	2
Colorado	17	2	2
Indiana	17	2	2
Iowa	17	2	2

*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 = 381 visitors*	Percent of all visitors N = 1,062 visitors
Maryland	17	2	2
Arizona	15	2	1
New Jersey	15	2	1
Ohio	15	2	1
South Carolina	15	2	1
Kansas	14	2	1
Missouri	12	1	1
Montana	10	1	<1
Tennessee	10	1	<1
Virginia	10	1	<1
20 other states	99	12	9

*total percentages do not equal 100 due to rounding

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

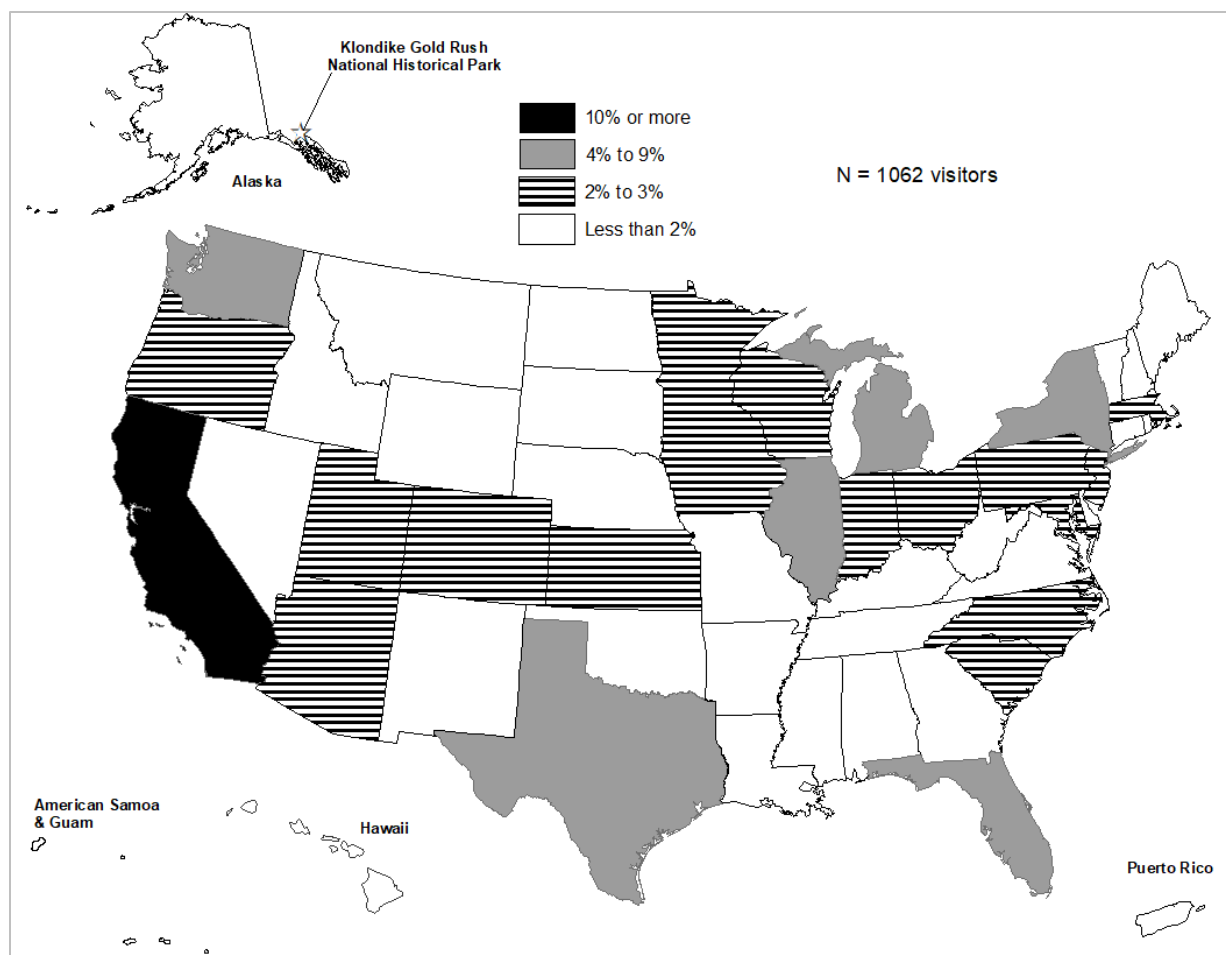


Figure 12. Proportion of U.S. visitors by state of residence.

*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 Klondike Gold Rush NHP 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 14 countries and comprised 21% of total visitation to the park during the survey period.
- 47% of international visitors came from Canada.
- Smaller proportions came from other countries.

Table 13. International visitors by country of residence.

Country	Number of visitors	Percent of international visitors N = 231 visitors	Percent of all visitors N = 1,062 visitors
Canada	109	47	10
United Kingdom	35	15	3
Australia	33	14	3
France	14	6	1
Italy	11	5	1
Nine other countries	29	13	3

*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 25

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)

- 99% of visitor groups did not live within the shaded area on the map (i.e., nearby area).

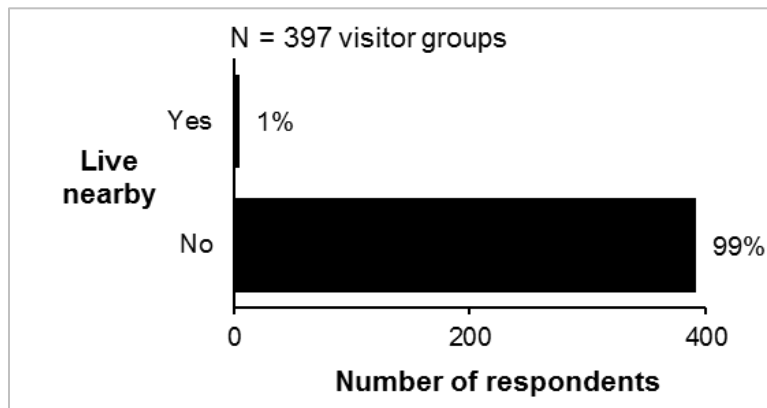


Figure 13. Visitors who live in nearby area.

*total percentages do not equal 100 due to rounding

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

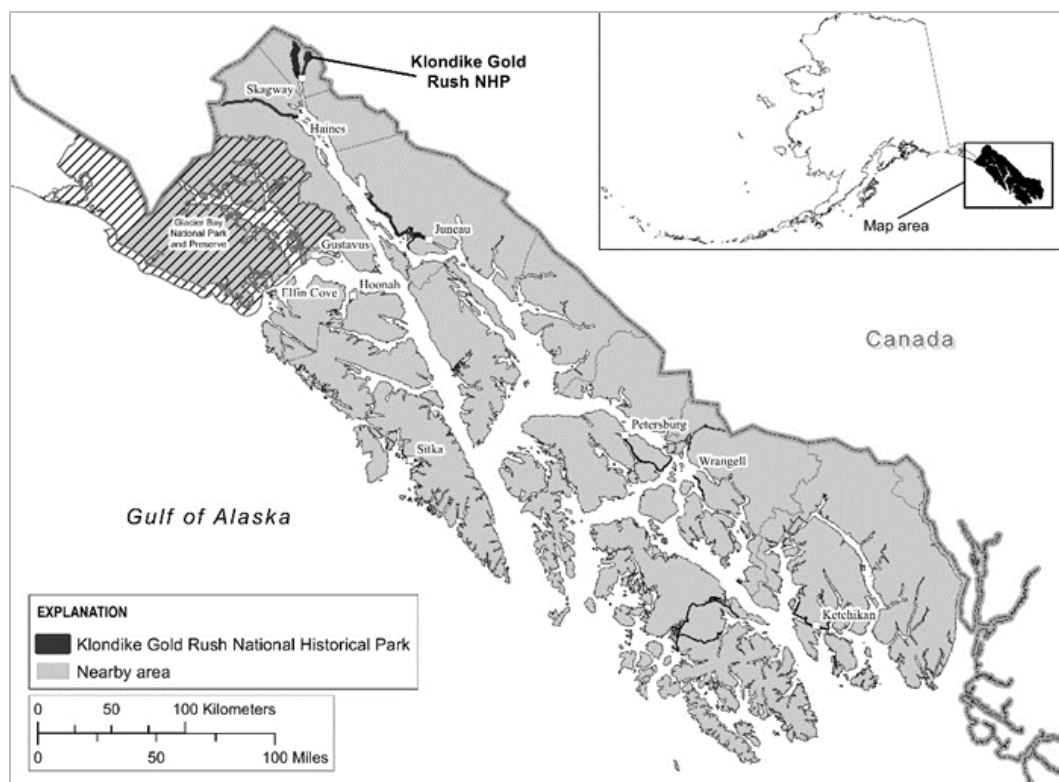


Figure 14. Map of Klondike Gold Rush NHP and nearby area.

*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 Klondike Gold Rush NHP 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)

- 32% of visitors' highest level of formal education completed was college, business, or trade school.
- 30% of visitors' highest level of formal education completed was a master's, doctoral, or professional degree.

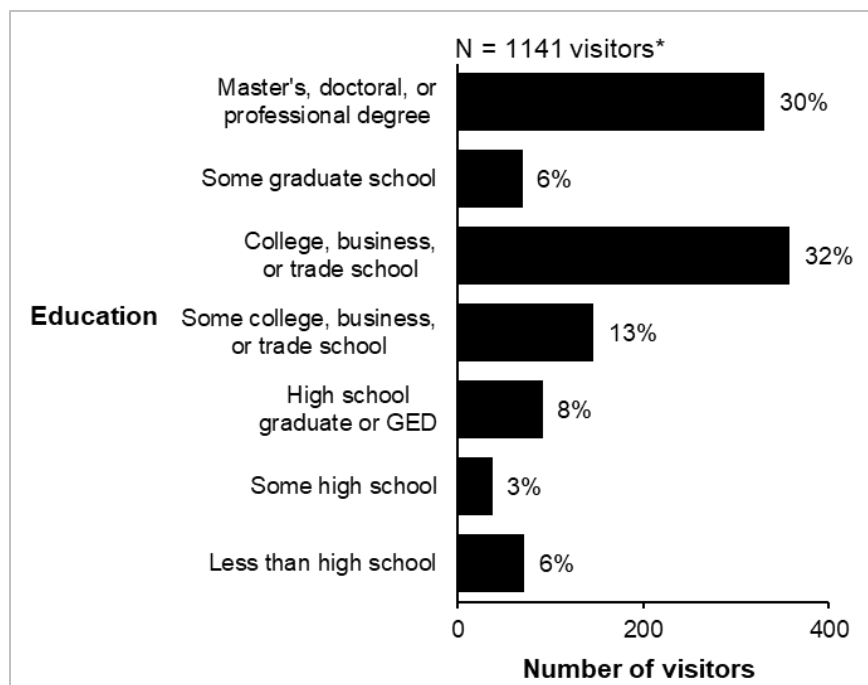


Figure 15. Visitor level of education.

*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.
- 18% of visitor groups had an annual household income between \$75,000 and \$99,999.
- 18% of visitor groups had an annual household income between \$50,000 and \$74,999.

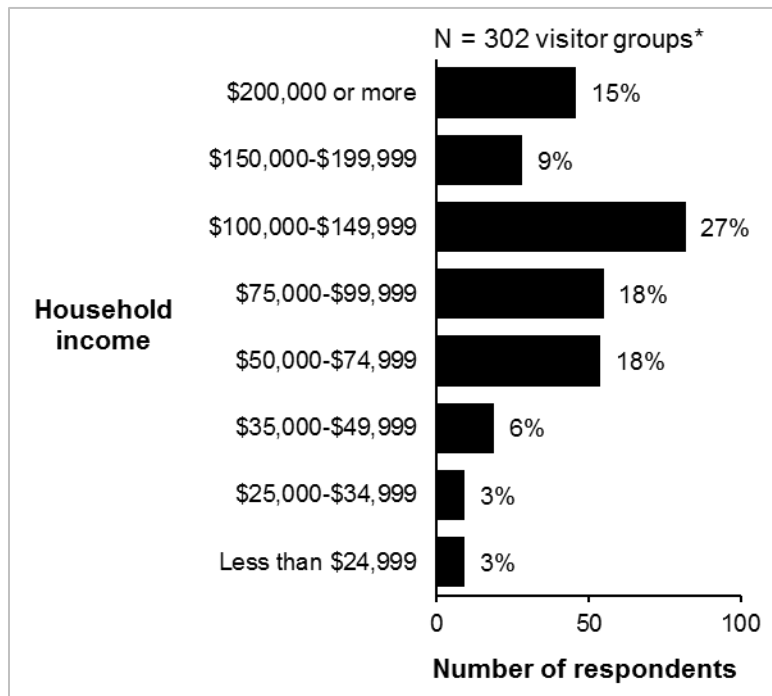


Figure 16. Annual household income.

*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)

- 66% of visitor groups had a household of two people.
- 22% of visitor groups had a household of three or more people.

See Appendix 1 for more details.

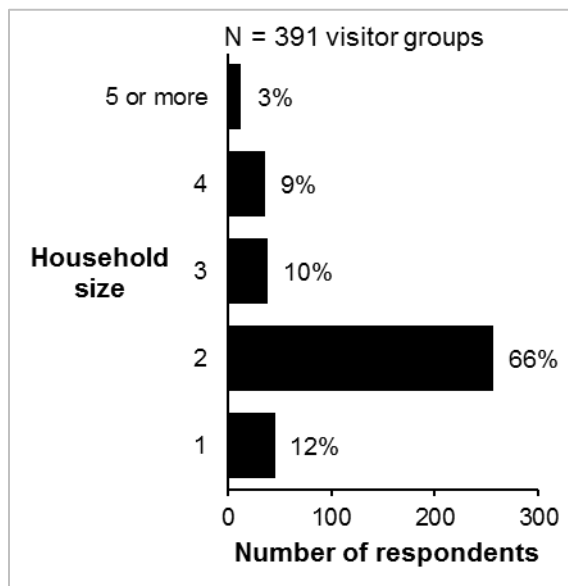


Figure 17. Size of household.

*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 Klondike Gold Rush NHP on the day you were contacted for this survey, please provide the number of visits to Klondike Gold Rush NHP in the last 12 months, including this trip.

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

Results (Figure 18).

- 99% of visitors visited the park only once in the last 12 months.

See Appendix 1 for more details.

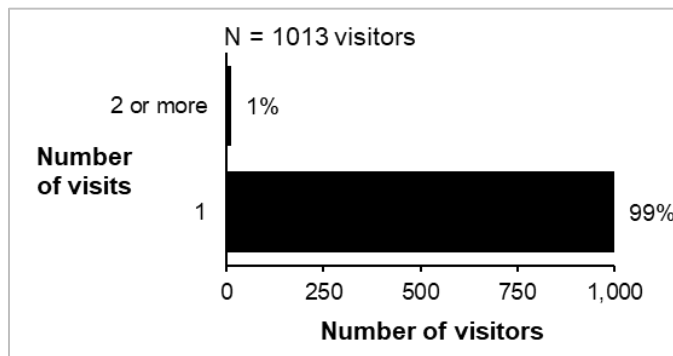


Figure 18. Park visits in last 12 months.

*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 Klondike Gold Rush NHP 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)

- 28% of visitors did not visit any other NPS sites in the last 12 months.
- 23% of visitors visited other NPS sites one time in the last 12 months.
- 18% of visitors visited other NPS sites two times in the last 12 months.

See appendix 1 for more details.

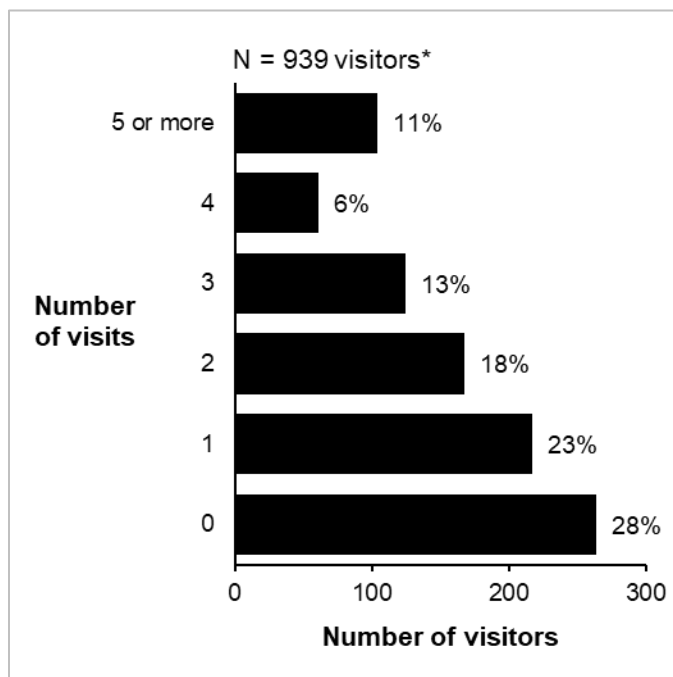


Figure 19. Other NPS site visits in last 12 months.

*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 7

Prior to this trip, how did you obtain information about Klondike Gold Rush NHP?

Results (Figure 20 and Figure 21)

- 59% of visitors obtained some form of park information prior to their visit.
- As shown in Figure 21, among those visitor groups who obtained information about Klondike Gold Rush NHP prior to their visit, the most common information sources were:
 - 25% Travel guides/tour books
 - 14% Maps/brochures
 - 14% Friends/relatives/word of mouth
- “Other website” used by visitor groups (7%) included:
 - “Cruise website”
 - “Trip Advisor”
 - “Parks Canada”
- “Other” information sources used by visitor groups (15%) included:
 - “Cruise information”
 - “History books”
 - “Tour group”

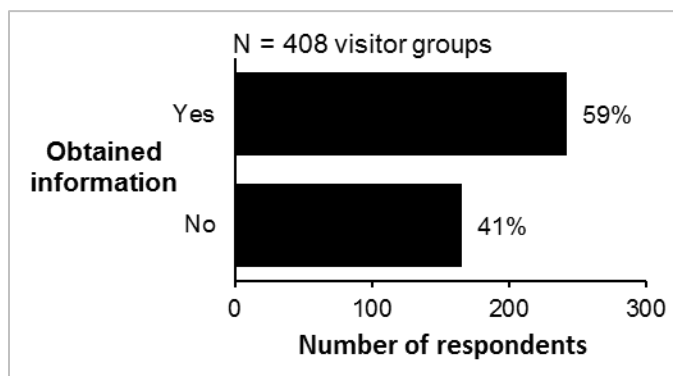


Figure 20. Visitor groups that obtained information about the park prior to visit.

*total percentages do not equal 100 due to rounding

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

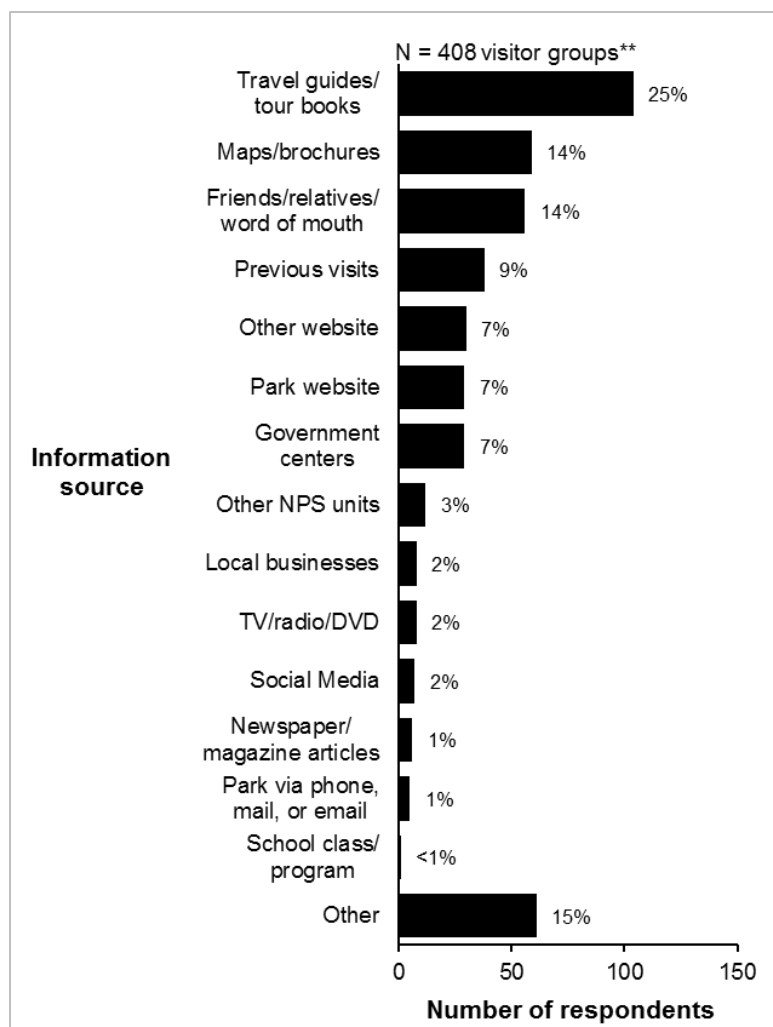


Figure 21. Information sources used prior to trip.

*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 8 (have information?)

Did you have the information about Klondike Gold Rush NHP you needed on this trip?

Results (Figure 22)

- 87% of visitor groups had the information they needed on their visit.

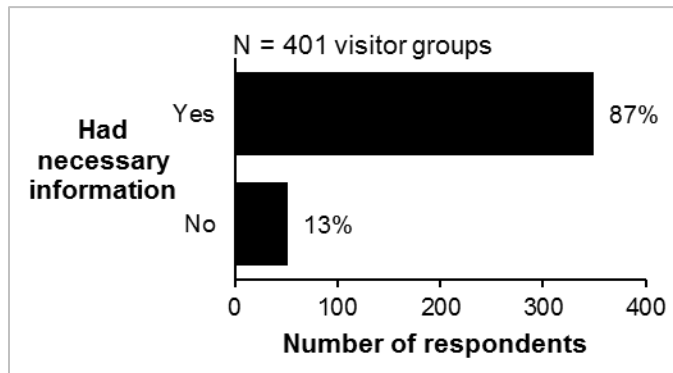


Figure 22. Had information needed on this trip.

*total percentages do not equal 100 due to rounding

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

Question 8 (if no)

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, “Indication that visitors are in Klondike Gold Rush NHP” was most frequently mentioned (mentioned 15 times).

Table 14. Information needed. N = 38 comments. Some visitor groups may have made more than one comment.

Information	Frequency of times mentioned
Indication that visitors are in Klondike Gold Rush NHP	15
Maps	4
Points of interest	4
Available amenities	3
History	3
Trails	2
Other	2

*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 Klondike Gold Rush NHP on this trip.

Results (Figure 23)

- 90% of visitor groups used water-based transportation to travel to the park.
- 66% of visitor groups used an airplane.
- Of those who responded “Other” (2%), forms of transportation specified included:
 - “Shuttle”
 - “Moped”
 - “Taxi”

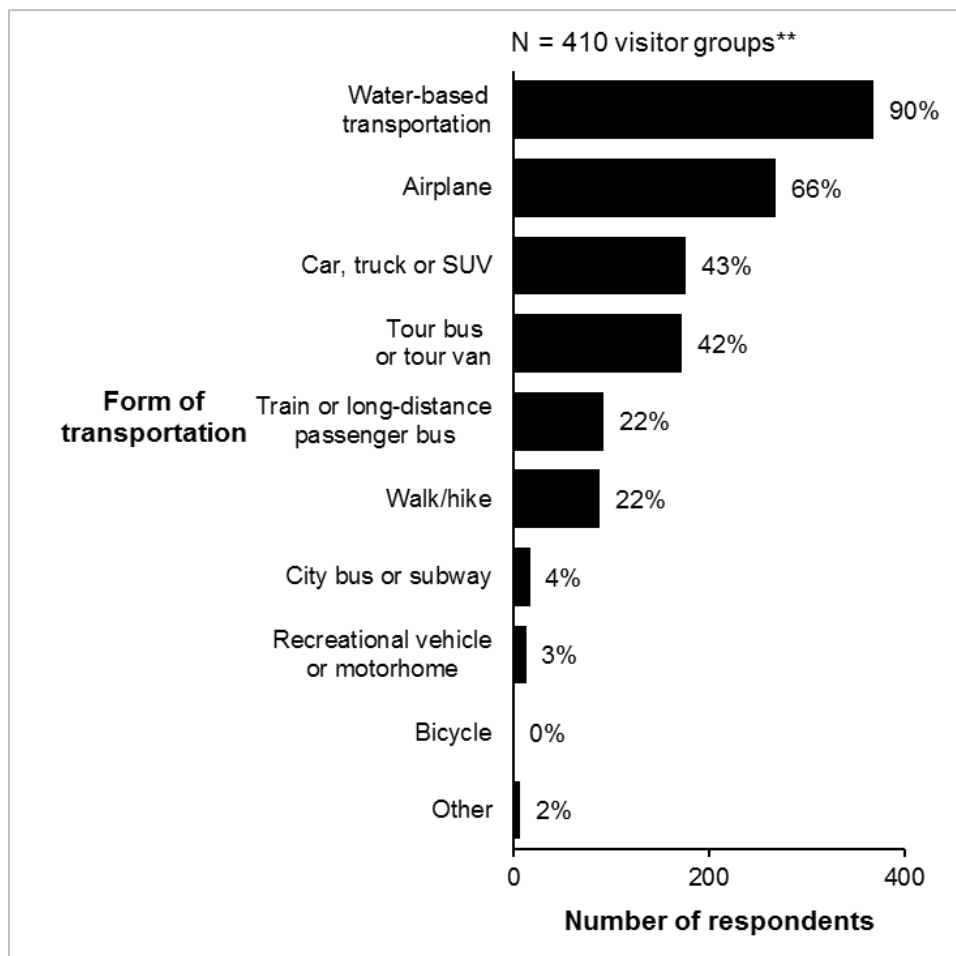


Figure 23. Transportation used to travel to park.

*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)

- 50% of visitor groups traveled to the park in a vehicle with two people.
- 19% of visitor groups traveled in a vehicle with three people.
- 18% of visitor groups traveled in a vehicle with four people.

See Appendix 1 for more details.

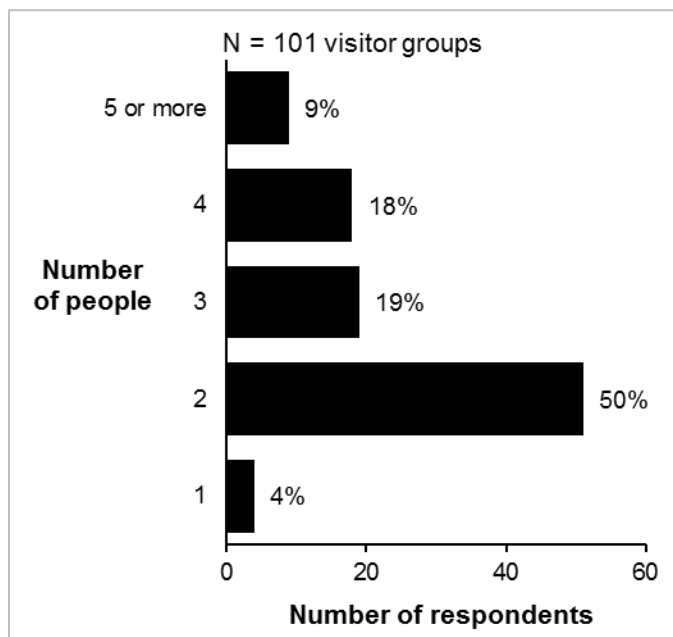


Figure 24. Number of passengers in car, truck or SUV.

*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 Klondike Gold Rush NHP on this trip.

Results (Figure 25)

- 95% of visitor groups who used water-based transportation on this trip traveled on a cruise ship.
- Of those who responded “Other” (<1%), “Paddle boat” and “Raft” were the specified modes of water-based transportation.

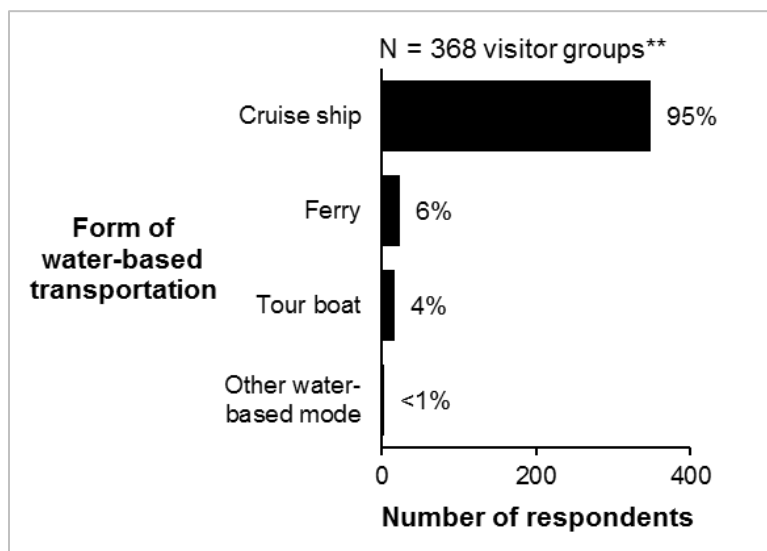


Figure 25. Water-based transportation used to travel to park.

*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 Klondike Gold Rush NHP on this trip?

Results (Figure 26)

- 60% of visitor groups traveled 25 hours or more one-way to get to Klondike Gold Rush NHP.
- 19% of visitor groups traveled seven to 12 hours one-way.

See Appendix 1 for more information.

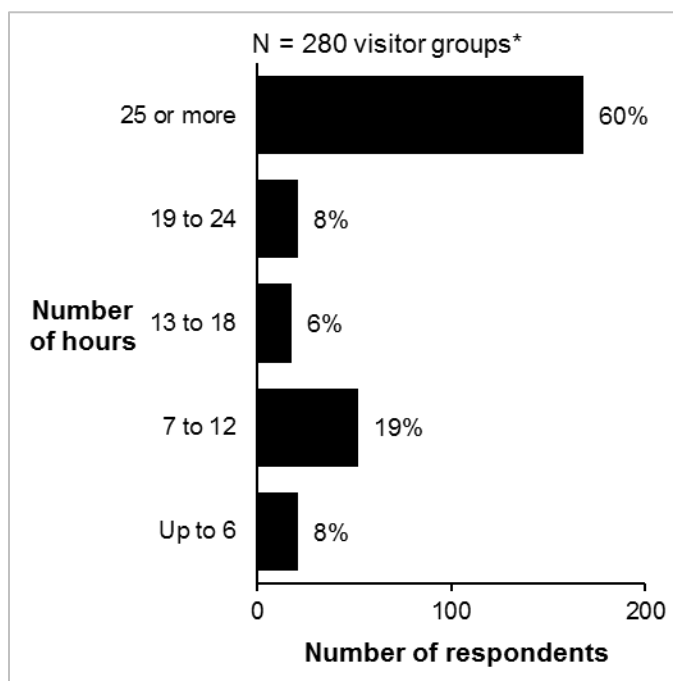


Figure 26. Hours traveled one-way to park.

*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 Klondike Gold Rush NHP on this trip?

Results (Figure 27)

- 38% of visitor groups traveled 3,001 miles or more one-way to Klondike Gold Rush NHP.
- 19% of visitor groups traveled 2,501 to 3,000 miles or more one-way.

See Appendix 1 for more information.

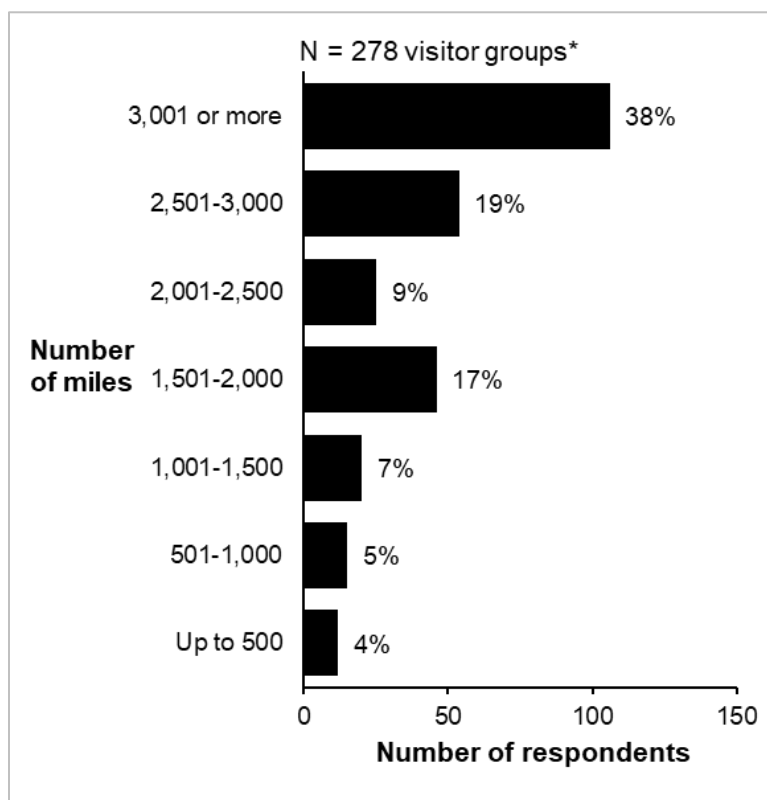


Figure 27. Miles traveled one-way to park.

*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 27

Was this trip to Klondike Gold Rush NHP 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)

- 83% of visitor groups reported that visiting the park was one of several equally important destinations.
- 11% of visitor groups reported that their visit to the park was an incidental or spur of the moment stop.

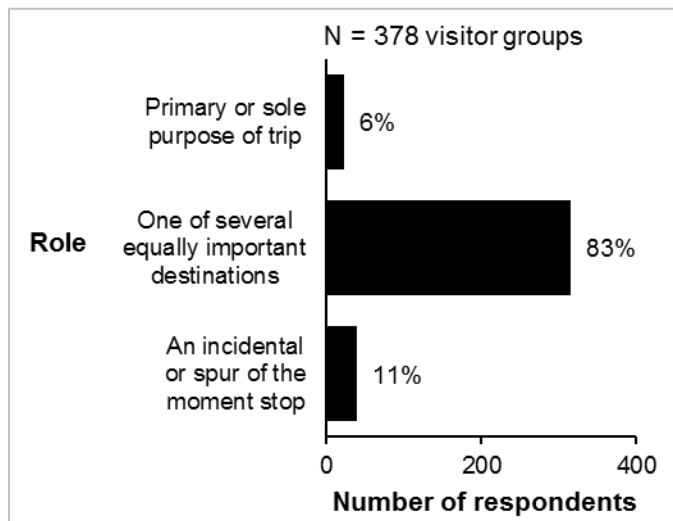


Figure 28. Role of park visit in trip away from home.

*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 27

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)?

See Figure 14 or Appendix 2 for map.

Results (Figure 29)

- For those visitor groups that reported visiting Klondike Gold Rush NHP as one of the several equally important destinations, 73% reported that one of more equally important destinations were within the nearby area.

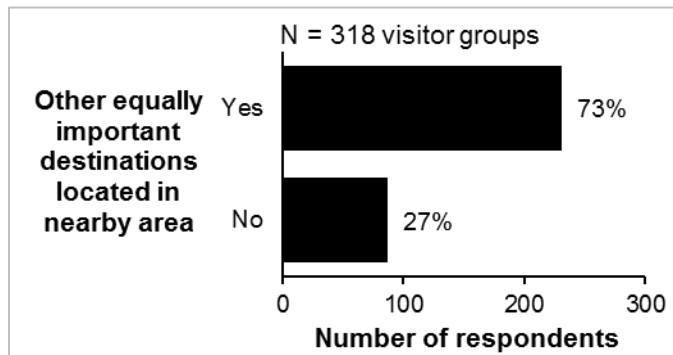


Figure 29. Location of other equally important destinations.

*total percentages do not equal 100 due to rounding

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

Question 27

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)?

See Figure 14 or Appendix 2 for map.

Results (Figure 30)

- For those visitor groups that reported visiting Klondike Gold Rush NHP as just an incidental stop, 57% reported that their primary destination was not within the shaded area of the map.

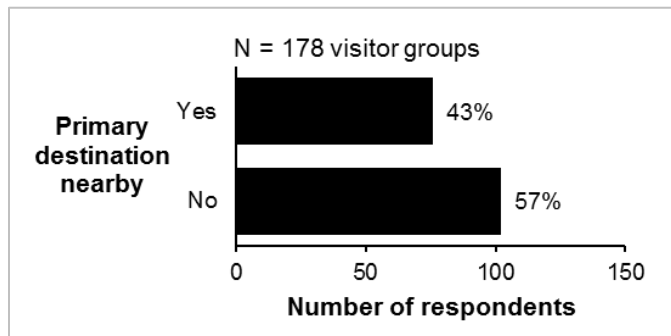


Figure 30. Location of primary destination if spur of the moment trip.

*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 9

How important to you was each of the following reasons for visiting Klondike Gold Rush NHP 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:
 - 80% View wildlife or natural scenery
 - 72% Spend time with friends/family
 - 63% Learn more about American history/culture
- The reasons that received the lowest combined proportions of “extremely important” and “very important” ratings were:
 - 21% Experience solitude
 - 13% View dark night sky/stars
 - 7% Attend a special event
 - Of those who rated “Attend a special event” (N = 333), events specified included:
 - “Hiking”
 - “NPS 100th Anniversary”
 - “Salmon bake”
 -
- Of those who rated “Other” (N = 91), reasons specified included:
 - “Tour destination”
 - “Adventure”
 - “Cultural education”

*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 through Figure 43 show ratings for each reason.

See Appendix 1 for more information.

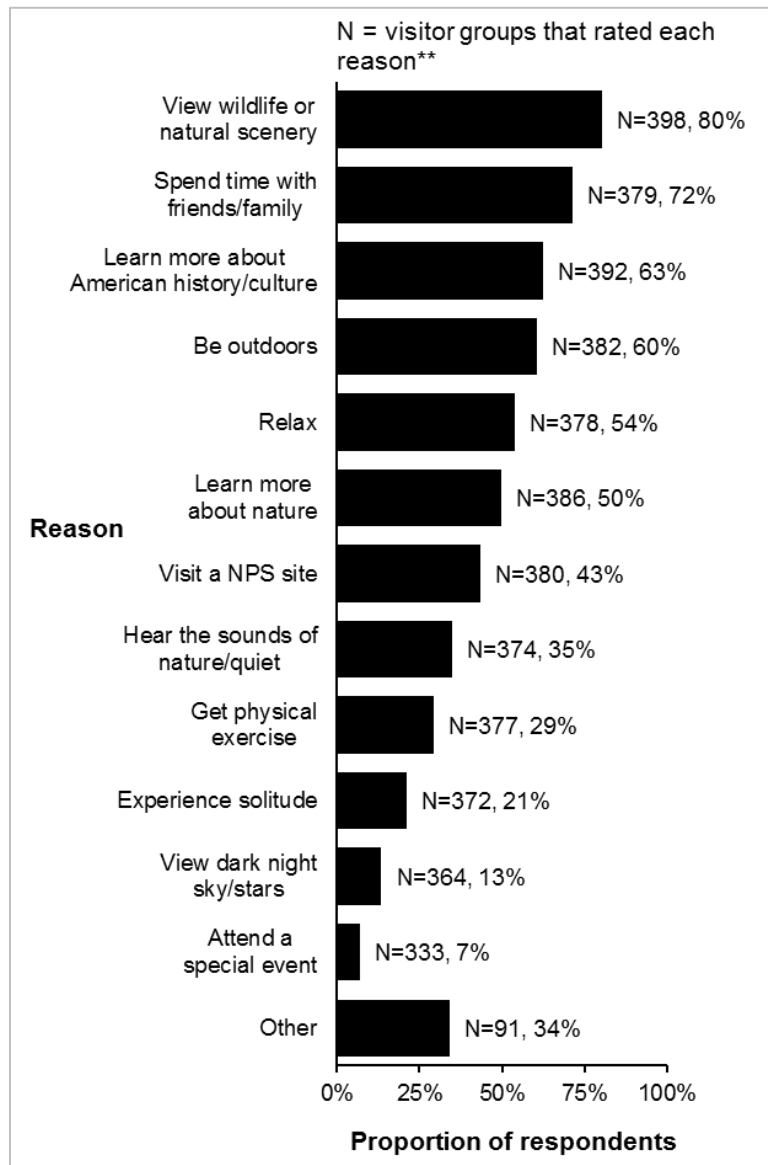


Figure 31. Reasons for visiting the park this trip.

*total percentages do not equal 100 due to rounding

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

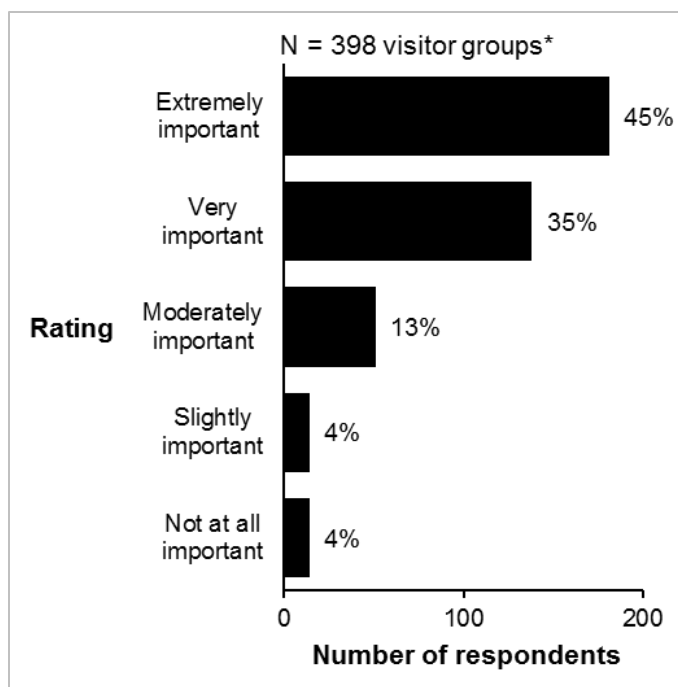


Figure 32. Importance of viewing wildlife or natural scenery.

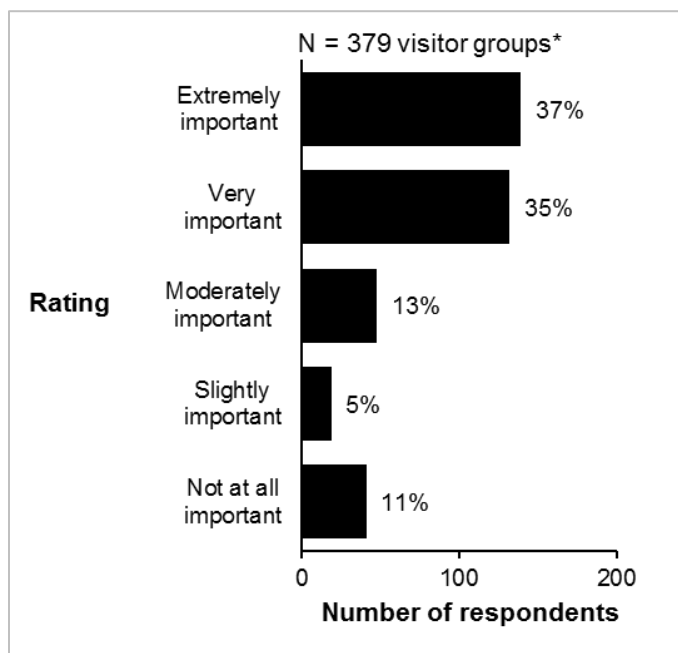


Figure 33. Importance of spending time with friends/family.

*total percentages do not equal 100 due to rounding

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

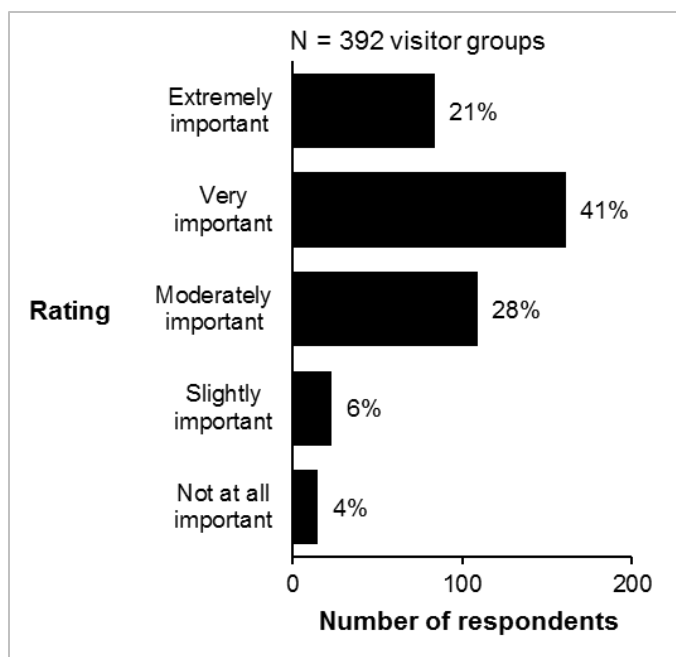


Figure 34. Importance of learning more about American history and culture.

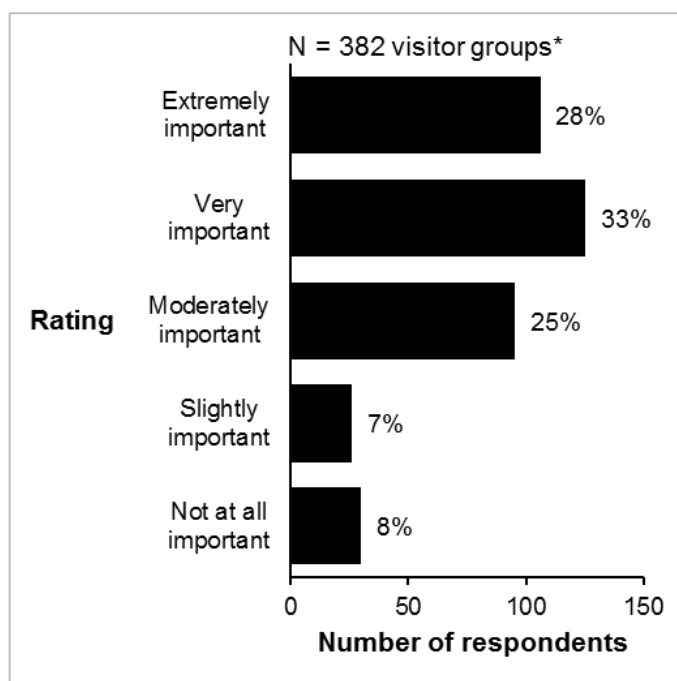


Figure 35. Importance of being outdoors.

*total percentages do not equal 100 due to rounding

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

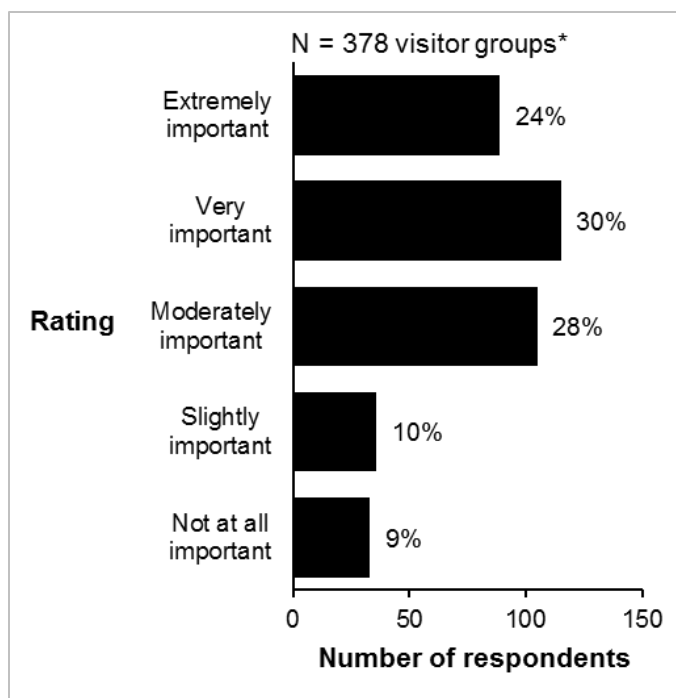


Figure 36. Importance of relaxing.

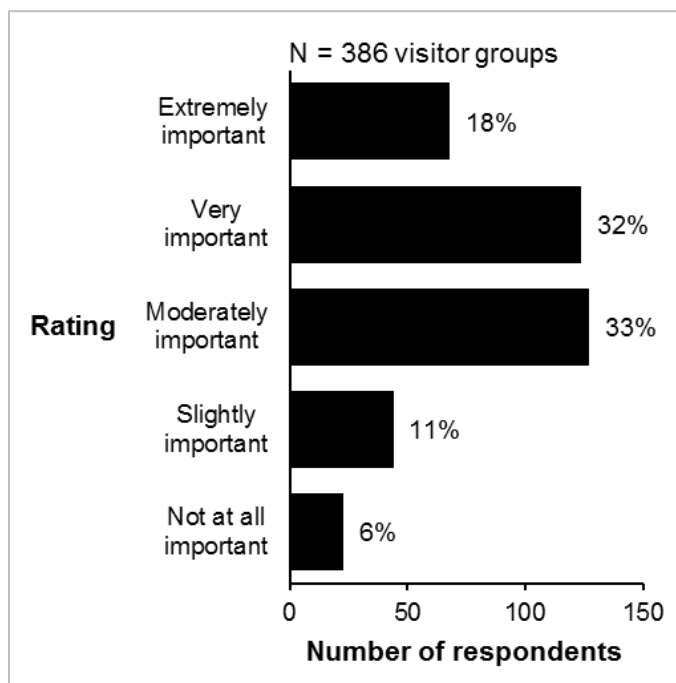


Figure 37. Importance of learning more about nature.

*total percentages do not equal 100 due to rounding

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

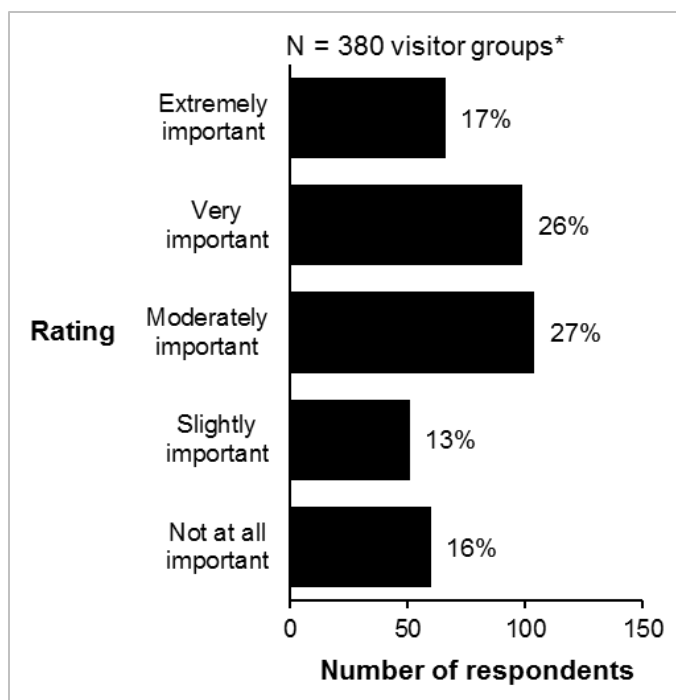


Figure 38. Importance of visiting a National Park Service site.

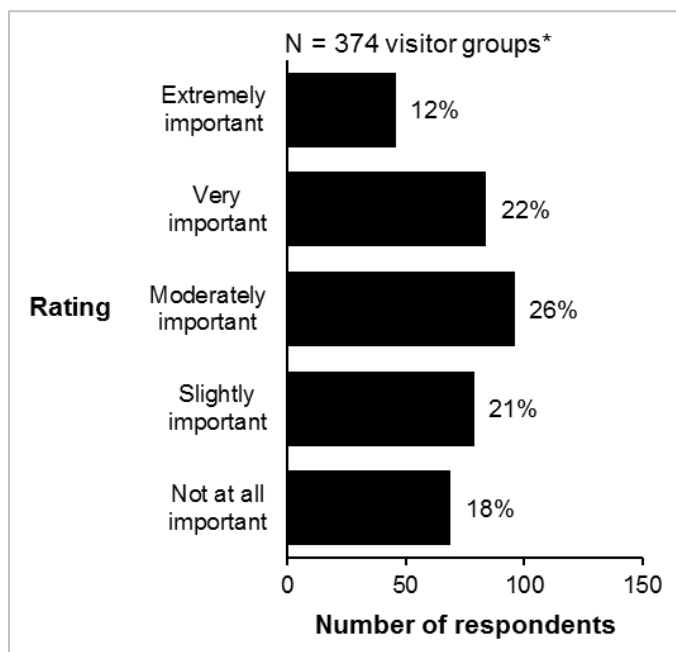


Figure 39. Importance of hearing the sounds of nature/quiet.

*total percentages do not equal 100 due to rounding

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

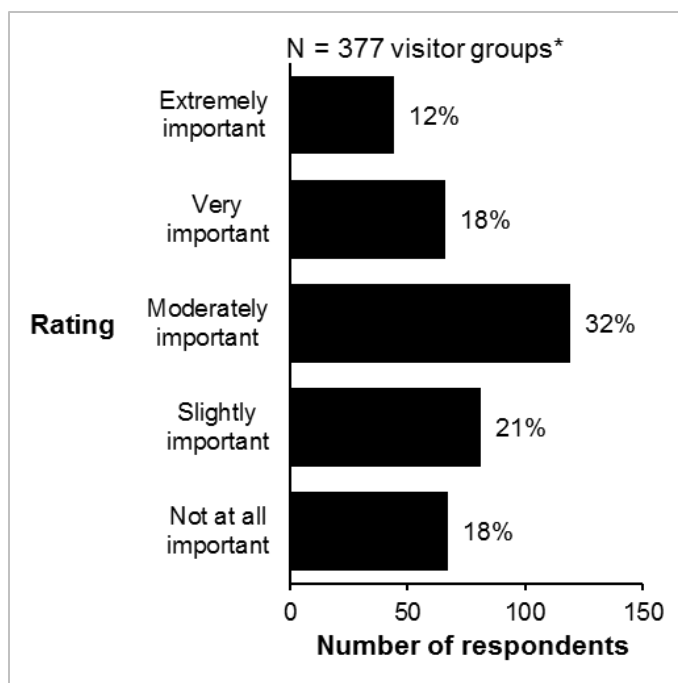


Figure 40. Importance of getting physical exercise.

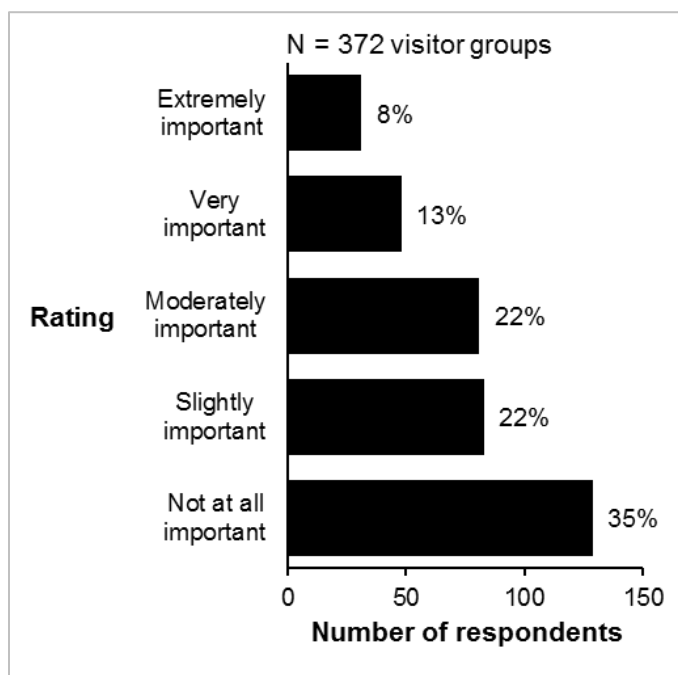


Figure 41. Importance of experiencing solitude.

*total percentages do not equal 100 due to rounding

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

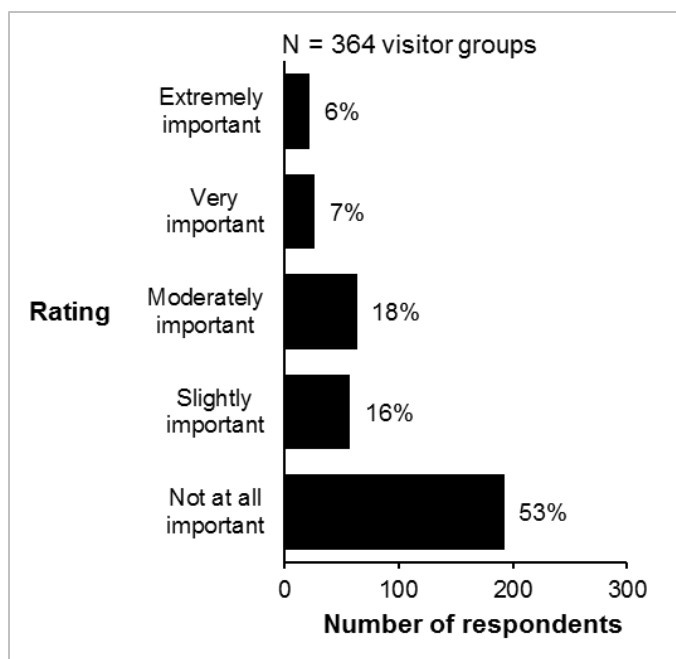


Figure 42. Importance of viewing dark night sky/stars.

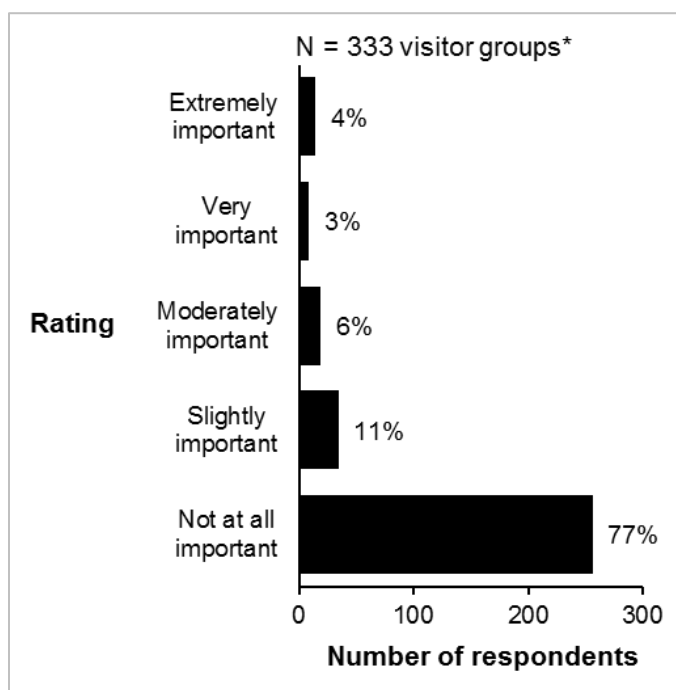


Figure 43. Importance of attending a special event.

*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 10

Of the reasons listed in Question 9, which was the most important reason for your visit to Klondike Gold Rush NHP on this trip?

Results (Figure 44)

- The most common “most important” reasons for visiting Klondike Gold Rush NHP were:
 - 32% View wildlife or natural scenery
 - 28% Learn more about American history and culture
 - 15% Spend time with friends/family
- The least common “most important” reasons were:
 - <1% Learn more about nature
 - <1% Attend a special event
 - <1% Experience solitude
- Of those who responded “Other” (5%), reasons specified included:
 - “Glassblowing”
 - “To value the trials of those who traveled this route years ago and the beauty of the country”
 - “Visit Alaska and Yukon”

*total percentages do not equal 100 due to rounding

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

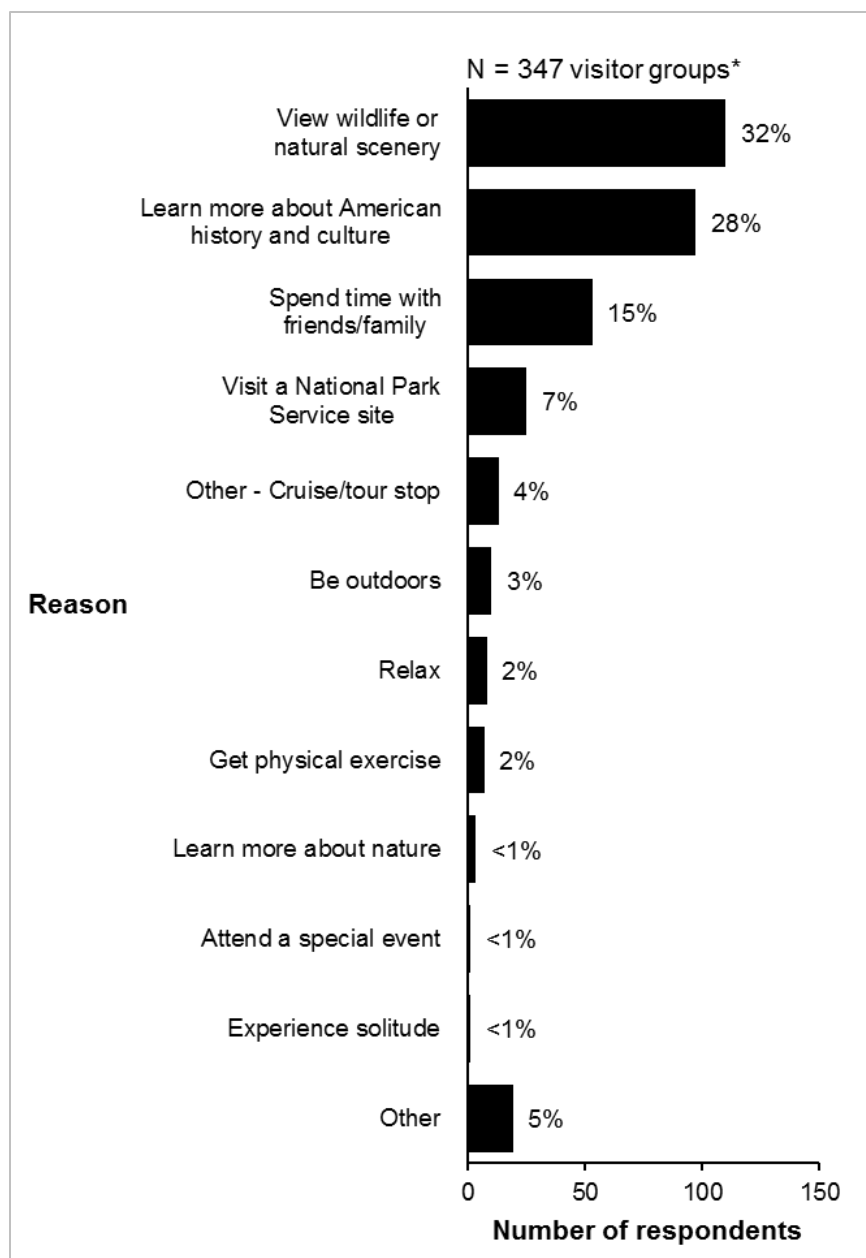


Figure 44. Most important reason for visiting the park on this trip.

*total percentages do not equal 100 due to rounding

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

Park Experience and Activities

Length of stay in Klondike Gold Rush NHP

Question 6

On this trip, how much total time did you spend within Klondike Gold Rush NHP?

Number of hours, if day trip

Results (Figure 45)

- 58% of visitor groups who spent less than 24 hours in the park visited for five or more hours.
- 15% of visitor groups visited for four hours.
- 12% of visitor groups visited for three hours.

See Appendix 1 for more details.

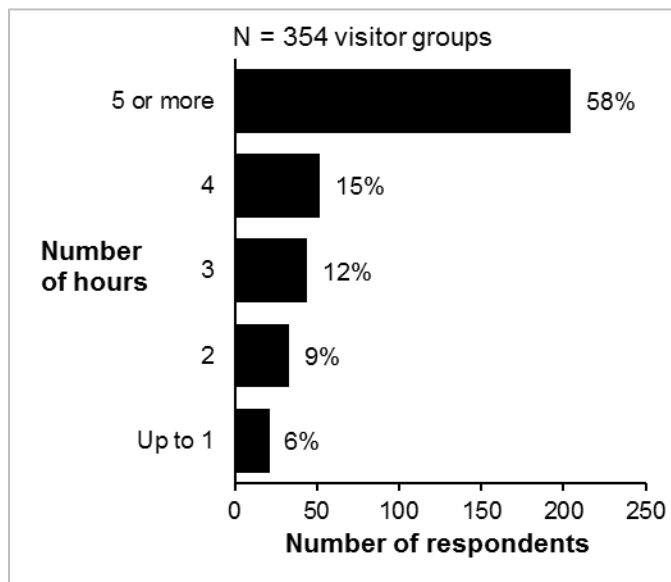


Figure 45. Number of hours visiting the park by groups who spent less than 24 hours in the park.

*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 46)

- 32% of visitor groups who reported spending 24 hours or more in the park visited for two days.
- 24% of visitor groups spent three days visiting the park.
- 24% of visitor groups spent five or more days visiting the park.
- The average number of days spent visiting the park was 3.2 days.

See Appendix 1 for more details.

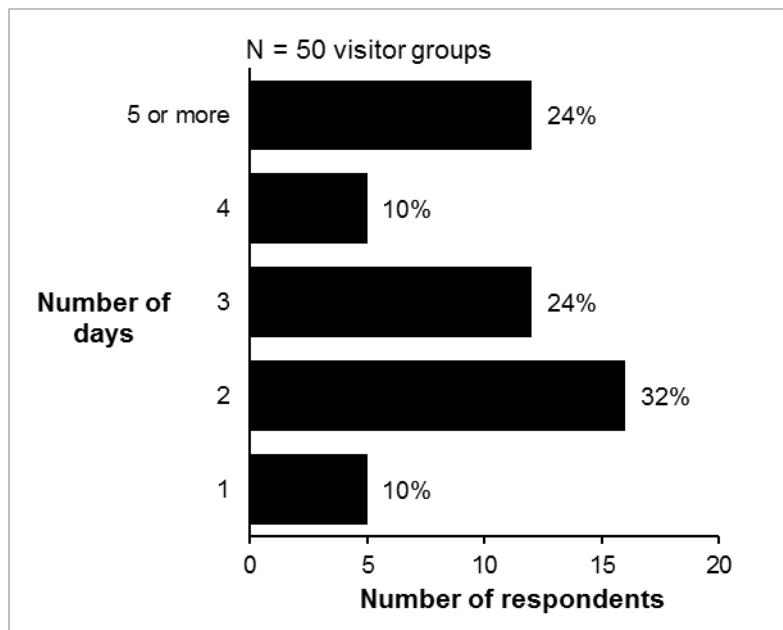


Figure 46. Number of days visiting the park by groups who spent 24 hours or more in the park.

*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 5

On how many days during this trip did you enter or re-enter Klondike Gold Rush NHP? 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 47)

- 90% of visitor groups entered or re-entered the park on only one day.

See Appendix 1 for more details.

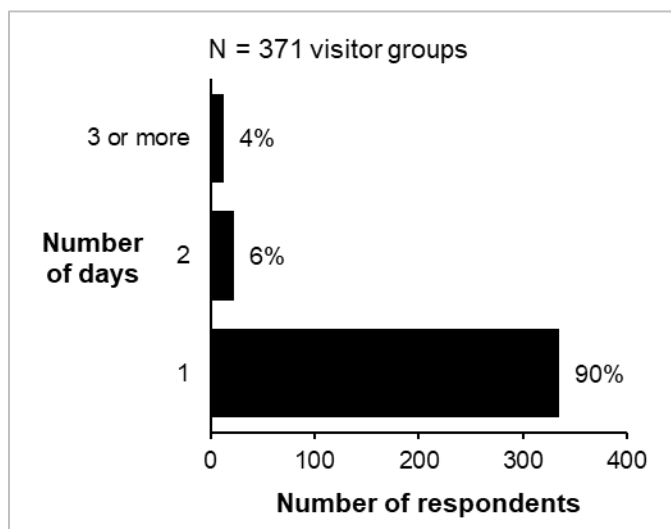


Figure 47. Number of days entered or re-entered park.

*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 26a

On this trip to Klondike Gold Rush NHP and the nearby area, did you stay overnight away from your permanent residence either inside Klondike Gold Rush NHP or within the nearby area (within the shaded area of the map)?

See Figure 14 or Appendix 2 for map.

Results (Figure 48)

- 47% of visitor groups stayed overnight inside Klondike Gold Rush NHP or within the nearby area on this trip.

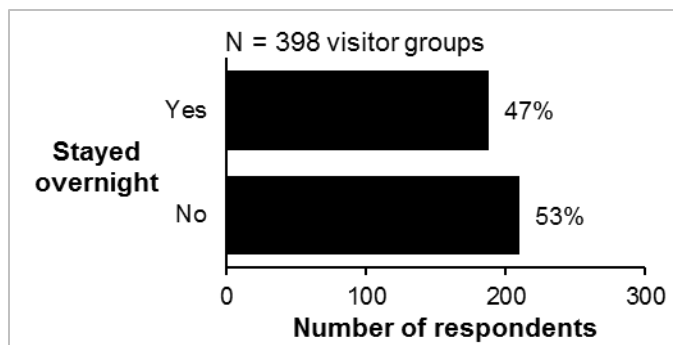


Figure 48. Visitors who stayed overnight in/near Klondike Gold Rush NHP.

*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 26b

If YES, please list the number of nights you stayed in Klondike Gold Rush NHP and/or in the nearby area (within the shaded area of the map) on this trip.

Results (Figure 49)

- Figure 49 shows the proportions of visitor groups that reported staying one or more nights in one of listed overnight accommodations.
- 76% of visitor groups who stayed overnight one or more nights stayed on a cruise ship.
- 20% of visitor groups who stayed overnight one or more nights stayed in lodging outside of Klondike Gold Rush NHP.

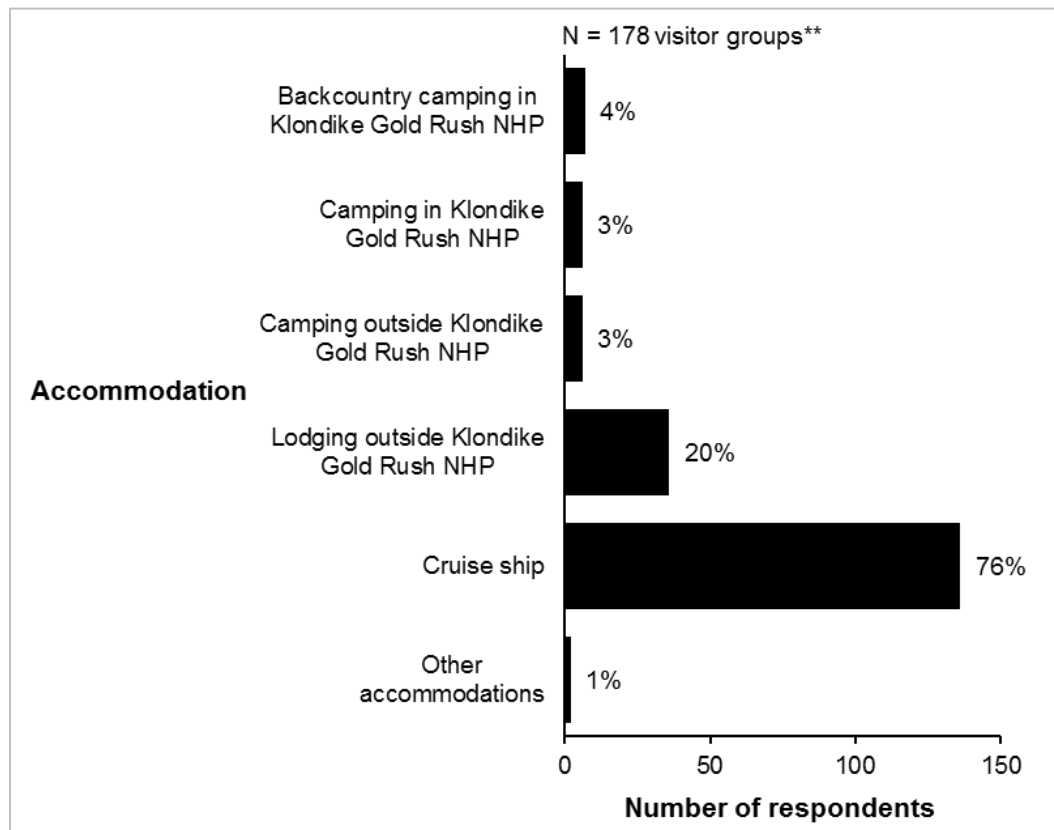


Figure 49. Accommodations for nights spent in Klondike Gold Rush NHP or the nearby area.

*total percentages do not equal 100 due to rounding

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

Backcountry Camping in Klondike Gold Rush NHP

Results (Figure 50)

- 86% of visitor groups who camped in the backcountry of Klondike Gold Rush NHP camped for four nights.
- 14% of visitor groups who camped in the backcountry of Klondike Gold Rush NHP camped for five or more nights.

See Appendix 1 for more details.

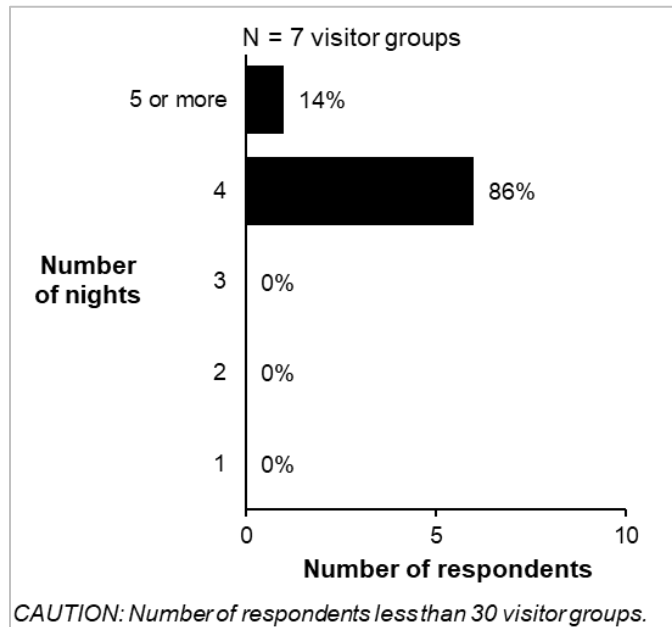


Figure 50. Nights spent in backcountry in Klondike Gold Rush NHP.

*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 Klondike Gold Rush NHP
Results (Figure 51)

- 33% of visitor groups who camped in Klondike Gold Rush NHP camped for four nights.

See Appendix 1 for more details.

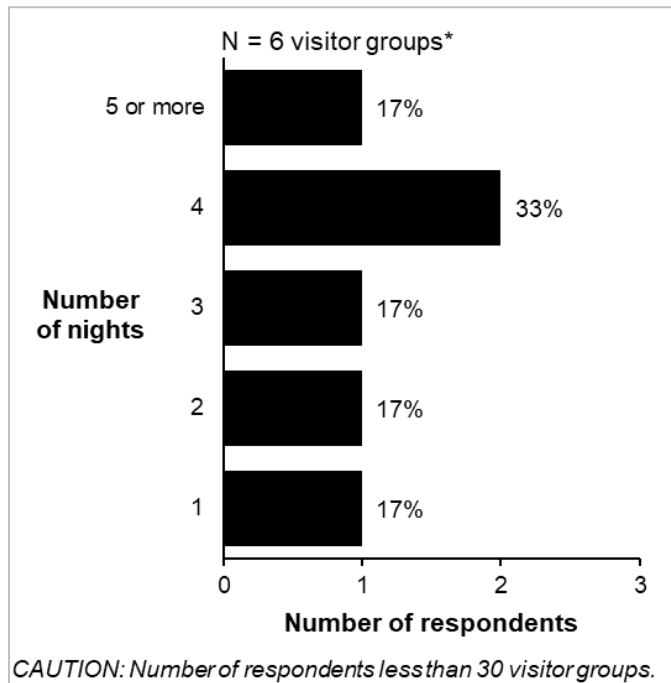


Figure 51. Nights spent camping in Klondike Gold Rush NHP.

*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 Klondike Gold Rush NHP

Results (Figure 52)

- 50% of visitor groups who camped outside Klondike Gold Rush NHP camped for five or more nights.
- 33% of visitor groups who camped outside Klondike Gold Rush NHP camped for one night.
- 17% of visitor groups who camped outside Klondike Gold Rush NHP camped for four nights.

See Appendix 1 for more details.

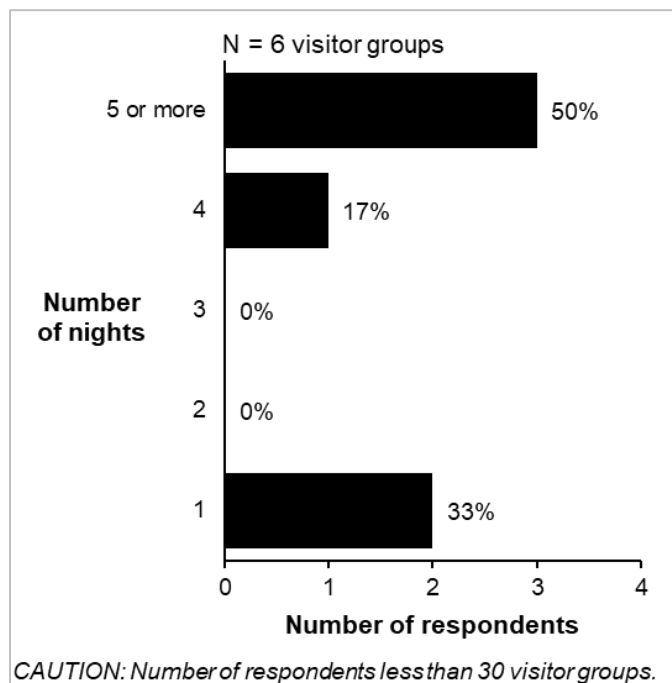


Figure 52. Nights spent camping outside Klondike Gold Rush NHP.

*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 Klondike Gold Rush NHP

Results (Figure 53)

- 50% of visitor groups who stayed in lodging outside of Klondike Gold Rush NHP stayed for two nights.
- 22% of visitor groups who stayed in lodging outside of Klondike Gold Rush NHP stayed for five or more nights.
- 17% of visitor groups who stayed in lodging outside of Klondike Gold Rush NHP stayed for one night.

See Appendix 1 for more details.

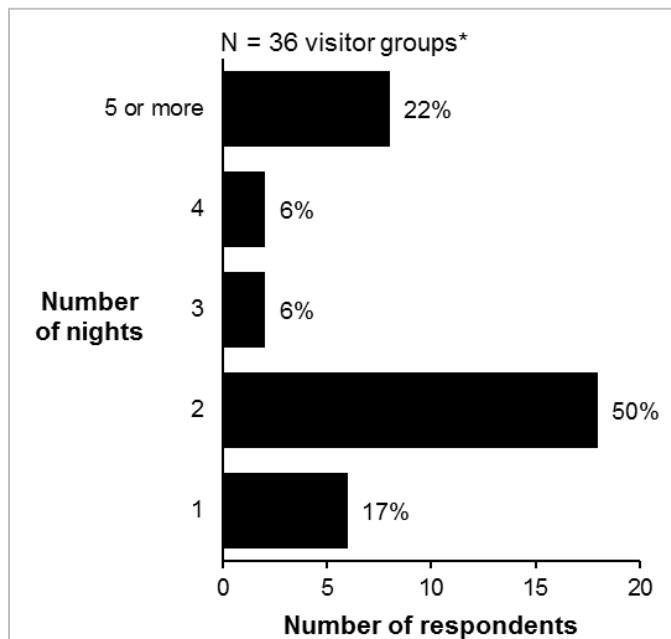


Figure 53. Nights spent in lodging outside Klondike Gold Rush NHP.

*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

Results (Figure 54)

- 51% of visitor groups who stayed overnight on a cruise ship stayed for one night.
- 28% of visitor groups who stayed overnight on a cruise ship stayed for five or more nights.

See Appendix 1 for more details.

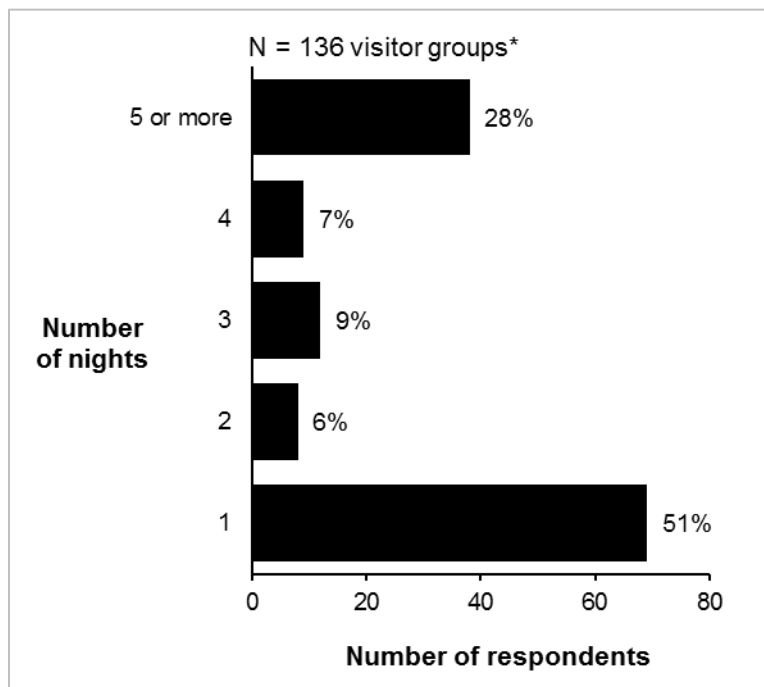


Figure 54. Nights spent on cruise ship.

*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

- Two visitor groups stayed other accommodations.
- One visitor group stayed in other accommodations for one night, and the other stayed for two nights.

*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 28

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

Results (Figure 55)

- 60% of visitor groups visited other NPS units on their trip away from home.

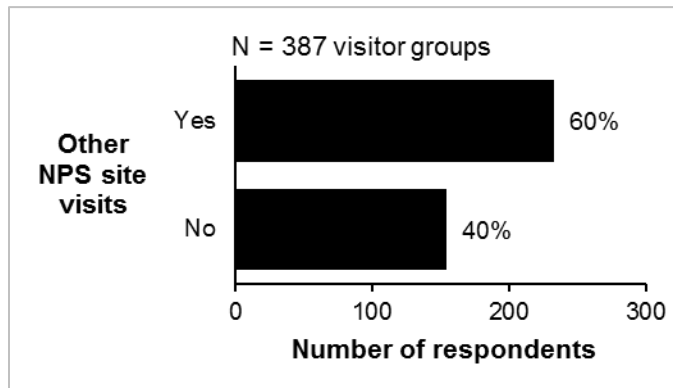


Figure 55. Visited other NPS sites on trip away from home.

*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 28

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 (60%), the most common other NPS units included:
 - Denali National Park and Preserve (mentioned 104 times)
 - Glacier Bay National Park and Preserve (mentioned 64 times)

Table 15. Other National Park Service sites visited. N = 212 comments. Some visitor groups may have visited more than one other NPS site.

Site	Frequency of times mentioned
Denali National Park and Preserve	104
Glacier Bay National Park and Preserve	64
Glacier National Park	8
Kenai Fjords National Park	6
Olympic National Park	6
Mount Rainier National Park	5
Wrangell St. Elias National Park	5
Bryce Canyon National Park	2
Yellowstone National Park	2
Yosemite National Park	2
Other National Park Service sites	8

*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 11

On this trip, in which of the following activities did you personally participate within Klondike Gold Rush NHP?

Results

- As shown in Figure 56, the most common activities in which visitor groups participated were:
 - 83% Viewing wildlife, natural features, scenery, wildflowers, etc.
 - 74% Visiting a cultural or historic site
 - 49% Walking/short hike (< 1 hour)
- Of those who responded “Non-motorized water travel” (3%), activities in which groups participated included:
 - “Rafting”
 - “Canoeing”
 - “Horseback riding”
- Of those who responded “Motorized water travel” (4%), activities in which groups participated included:
 - “Boating”
 - “Whale watching”
 - “Ferry”
- Of those who responded “Other” (14%), activities in which groups participated included:
 - “Train ride”
 - “Zipline”
 - “Guided tour”

*total percentages do not equal 100 due to rounding

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

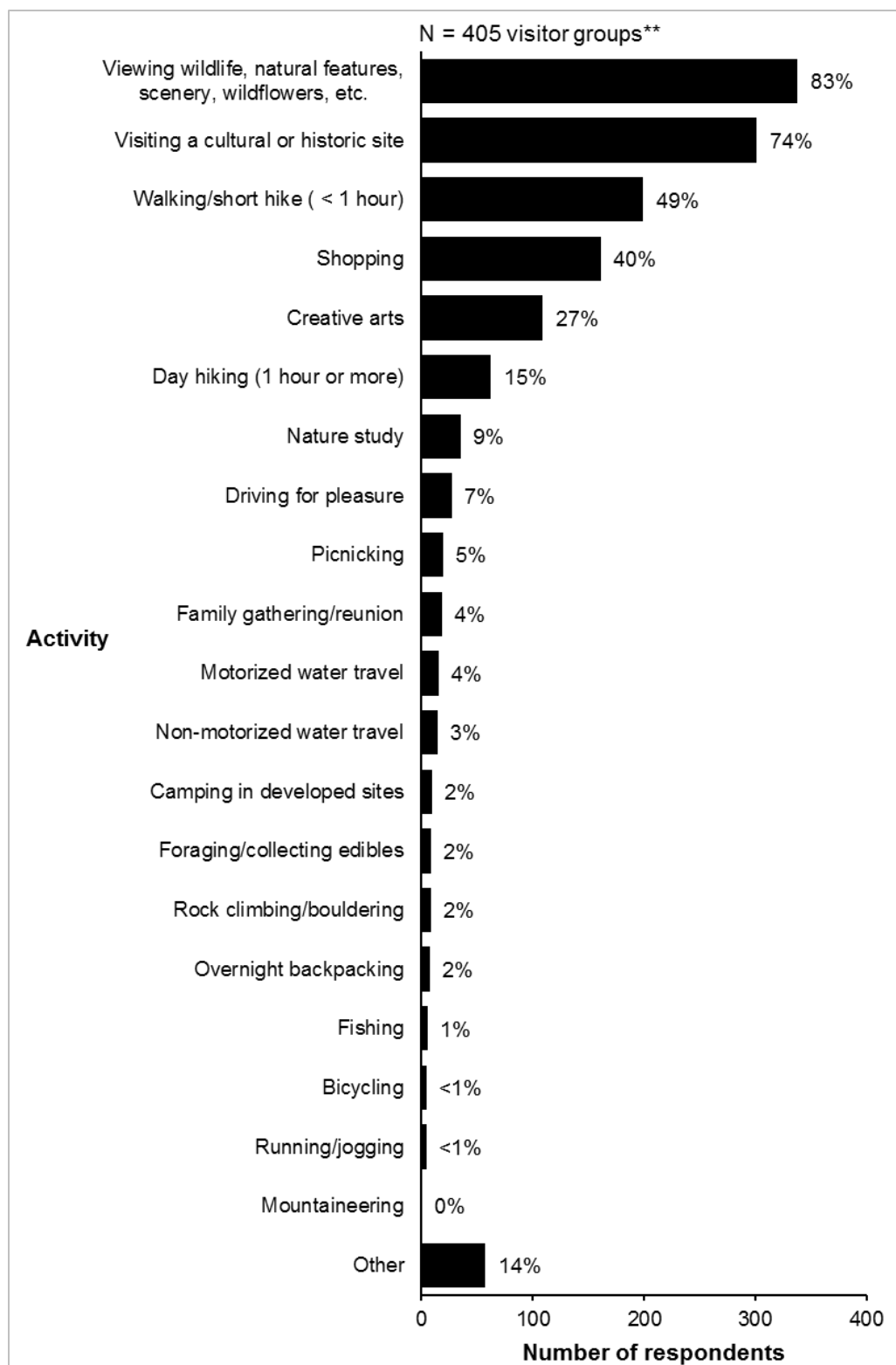


Figure 56. Participation in activities on this trip.

*total percentages do not equal 100 due to rounding

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

Primary activity on this trip

Question 12

Of the activities listed in Question 11, which was your primary activity during your visit to Klondike Gold Rush NHP on the day you were contacted for this survey?

Results

- As shown in Figure 57, the most common primary activities listed by visitor groups were:
 - 27% Viewing wildlife, natural features, scenery, wildflowers, etc.
 - 21% Visiting a cultural or historic site
 - 7% Other – White Pass/Yukon Railway train ride
- Of those who responded “Other” (7%), activities specified included:
 - “Helicopter ride to glaciers”
 - “Ziplining”
 - “Panning for gold”
- 19% 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

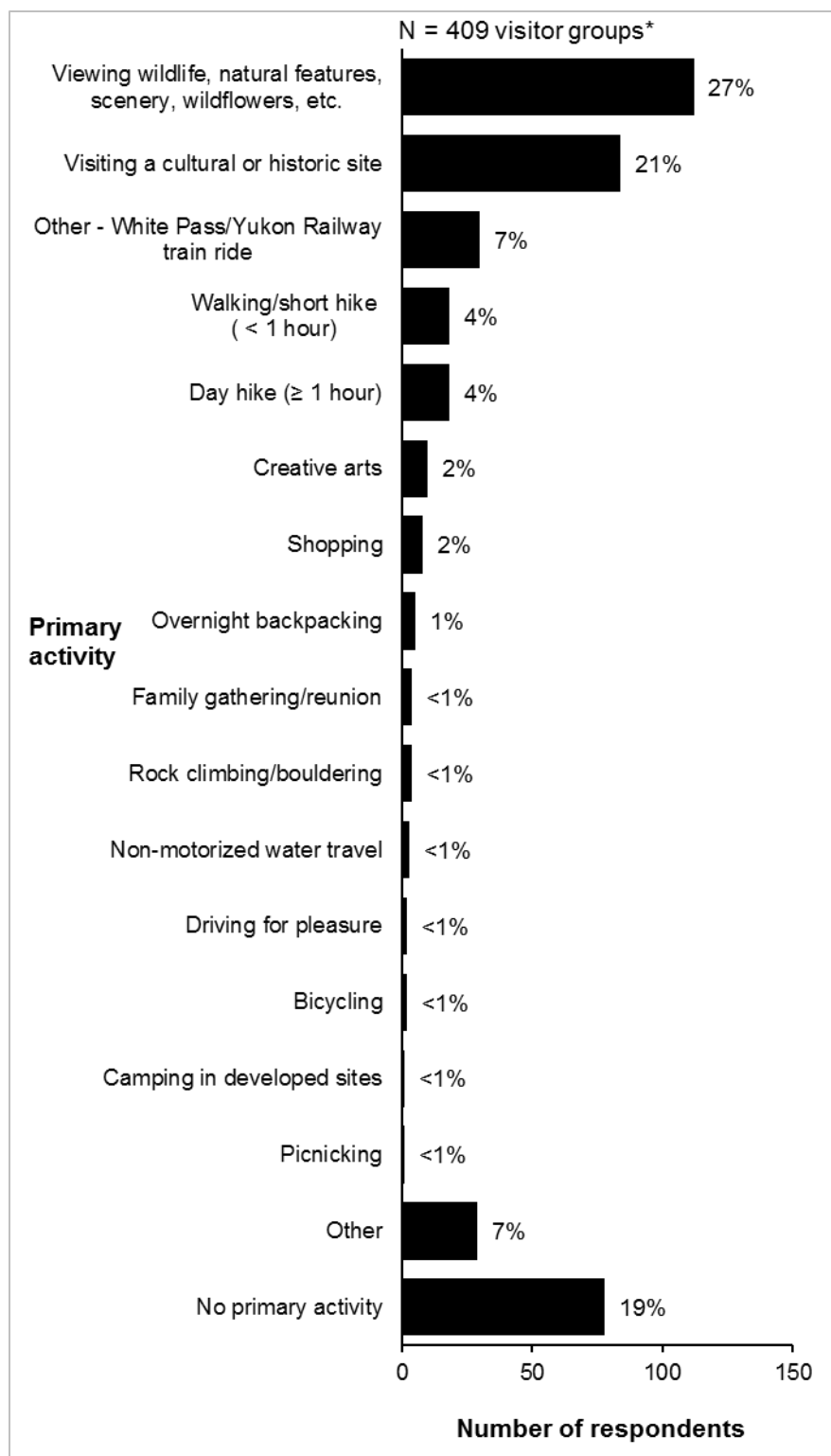


Figure 57. Primary activity on this trip to Klondike Gold Rush NHP.

*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 17a

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 Klondike Gold Rush NHP?

Results (Figure 58)

- 8% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services.

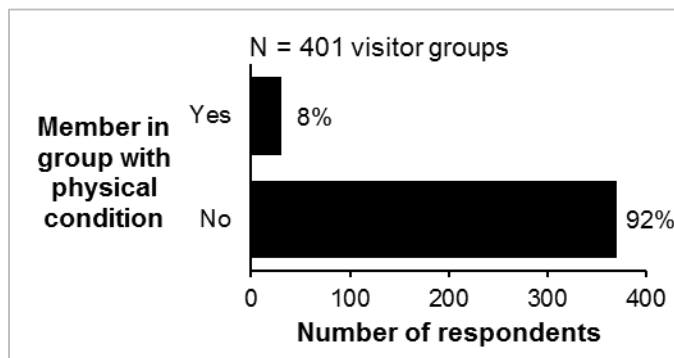


Figure 58. Visitors with physical conditions.

*total percentages do not equal 100 due to rounding

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

Question 17b

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

Results (Table 16)

- “Walking” was the most frequently mentioned (mentioned nine times) activity in which members of visitor groups had difficulty participating.

Table 16. Activities/services/facilities difficult to participate in/access. N = 23 comments. Some visitor groups may have made more than one comment.

Activity, service, or facility	Frequency of times mentioned
Walking	9
Walking long distances	5
Climbing stairs/steep inclines	2
Old age	2
Fatigue	1
Heart condition	1
Hiking	1
Wheelchair accessibility	1
Dizziness	1

CAUTION: Number of respondents less than 30 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

Question 17c

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

Results (Figure 59)

- Of visitor groups that had at least one member with a physical condition, difficulties had by member(s) were:
 - 79% Mobility
 - 18% Hearing
- Of those who responded “Other” (18%), specific difficulties included:
 - “Bad mood”
 - “Fatigue”
 - “Heart condition limits stamina”

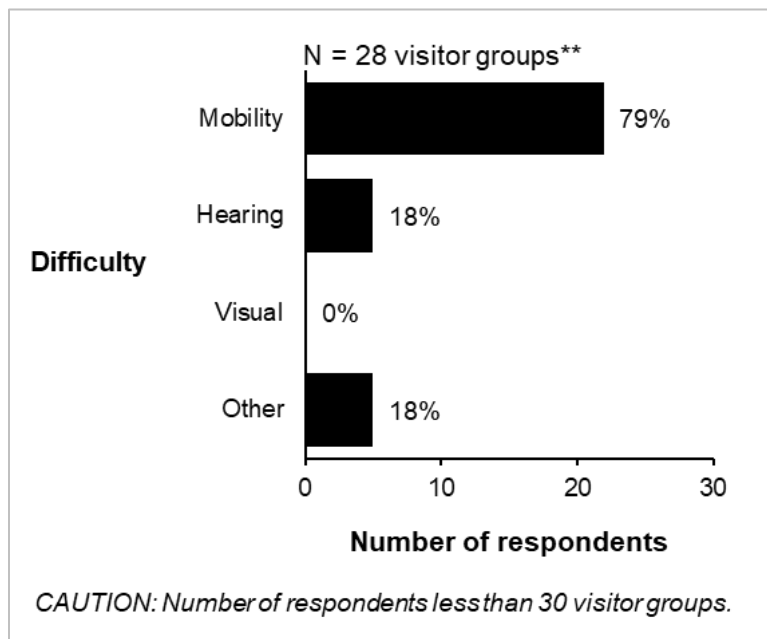


Figure 59. Specific difficulties had by visitor group member(s).

*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 13

On this trip, in which of the following programs and services did you personally participate within Klondike Gold Rush NHP?

Results

- As shown in Figure 60, the most common programs and services in which visitor groups participated were:
 - 65% Viewing outdoor exhibits
 - 64% Going to the visitor center
 - 59% Viewing indoor exhibits
- Of those who responded “Other” (6%), programs and services included:
 - “Bus tour”
 - “Helicopter tour”
 - “Train ride”

*total percentages do not equal 100 due to rounding

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

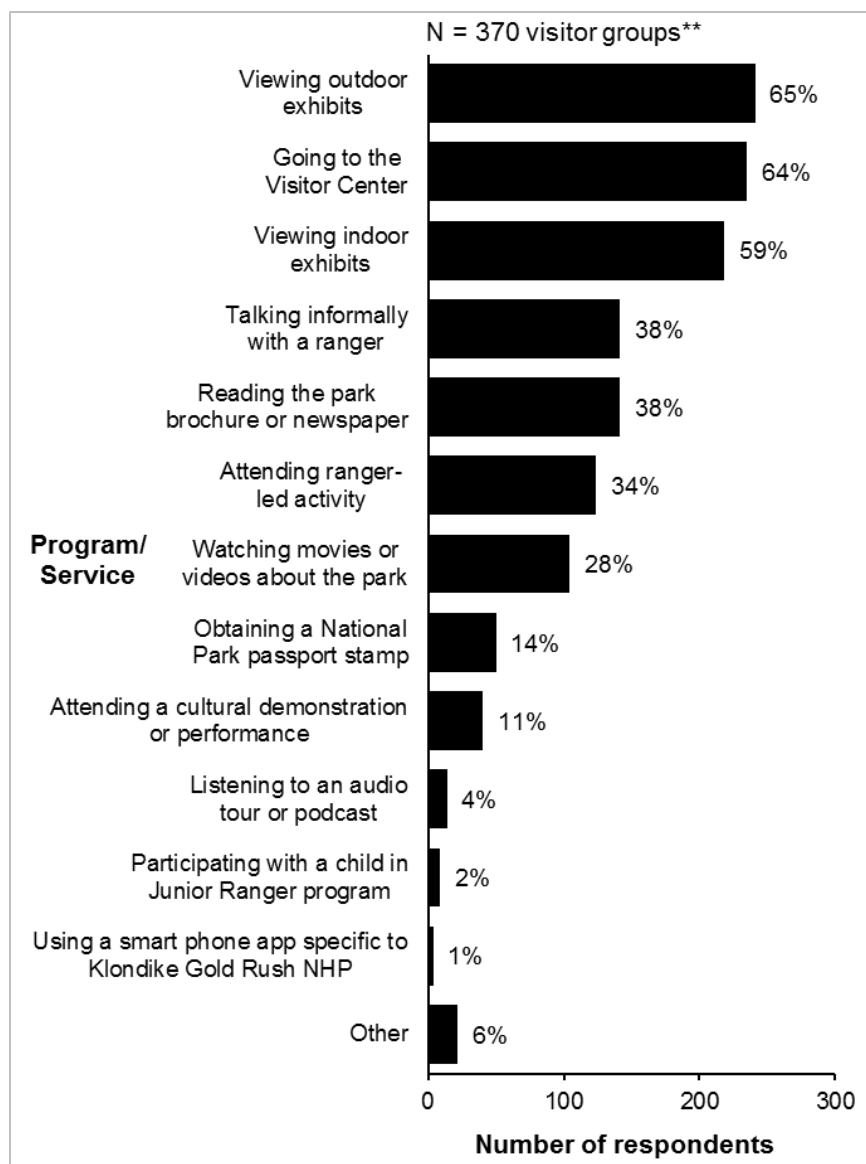


Figure 60. Participation in programs and services.

*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 14

On this visit to Klondike Gold Rush NHP, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture?

Results (Figure 61)

- 70% of visitors learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

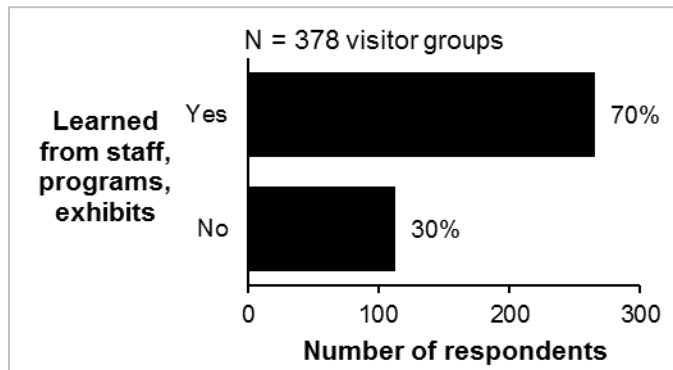


Figure 61. Visitors who learned something from park staff, programs, and/or exhibits.

*total percentages do not equal 100 due to rounding

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

Question 14

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

Results (Table 17)

- Table 17 shows the subjects visitors learned about from park staff, programs, and/or exhibits. The most frequently mentioned subjects were:
 - “History of the Gold Rush” (mentioned 112 times)
 - “Skagway” (mentioned 33 times)
 - “Lifestyle of the miners” (mentioned 32 times)

Table 17. Subjects learned. N = 361 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
History of the Gold Rush	112
Skagway	33
Lifestyle of the miners	32
History	26
Railroads	15
Plants and wildlife	14
Nature	13
Alaska	12
Culture	11
Native Americans	10
Historic buildings	9
Chilkoot trail	7
Dyea	7
Glaciers	7
White Pass	7
Gold Rush migration	5
NPS information	5
Soapy Smith	5
Wayfinding information	3
Other subjects	28

*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 15

If you were to visit Klondike Gold Rush NHP in the future, are there specific subjects you would like to learn about?

Results (Figure 62)

- 72% of visitors did not have specific subjects they would like to learn about on a future visit to Klondike Gold Rush NHP.

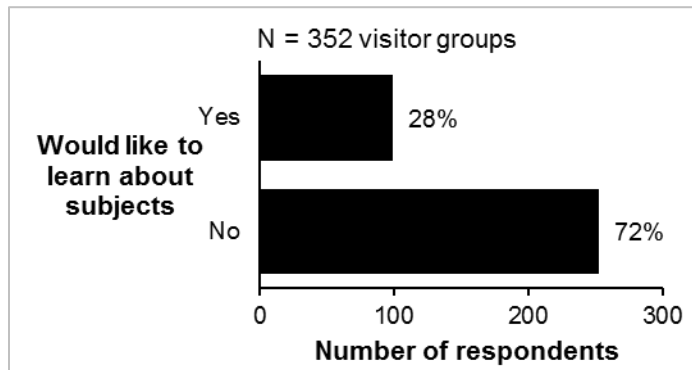


Figure 62. Visitors who would like to learn about specific subjects on future visits.

*total percentages do not equal 100 due to rounding

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

Question 15

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

Results (Table 18)

- Table 18 shows the subjects visitors would like to learn about on future visits to Klondike Gold Rush NHP. The most frequently mentioned subjects were:
 - “History” (mentioned 15 times)
 - “Gold Rush” (mentioned 13 times)
 - “Native Americans” (mentioned 13 times)

Table 18. Subjects visitors would like to learn. N = 116 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
History	15
Gold Rush	13
Native Americans	13
Wildlife	12
Nature	8
Plant identification	8
Hiking	7
Railroad history	6
People of the Gold Rush	4
Geology	3
Skagway	3
Actually panning for gold	2
National Park history	2
White Pass	2
Other subjects	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 29a

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 63)

- 54% of visitor groups had at least one member who purchased a package tour.

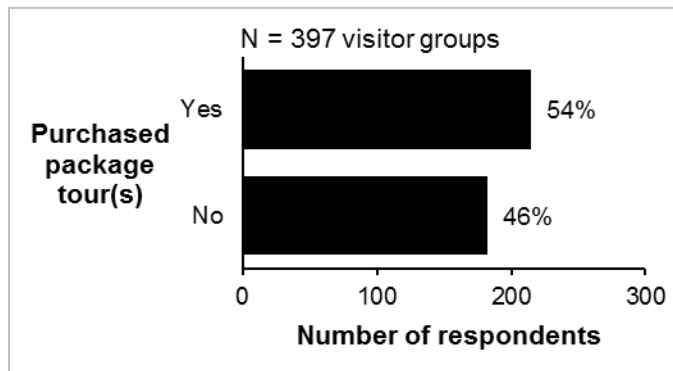


Figure 63. Visitor groups with member(s) who purchased packaged tour(s).

*total percentages do not equal 100 due to rounding

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

Question 29b

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

Results (Figure 64)

- Of the 54% of visitor groups who purchased a package tour:
 - 63% purchased a package tour with a total length of two or more days.
 - 37% purchased a package tour with a total length of one day.

See Appendix 1 for more details.

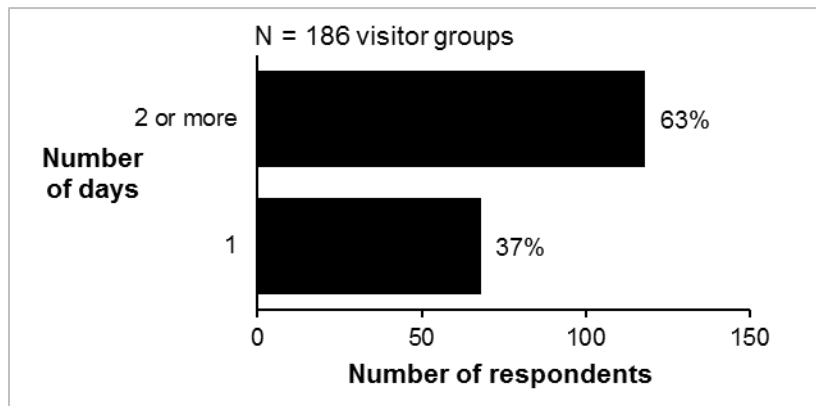


Figure 64. Total length of package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

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

Question 29c

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

Results (Figure 65)

- Of the 54% of visitor groups who purchased a package tour:
 - 56% purchased a package tour with a total cost of \$501 or more per person.

See Appendix 1 for more details.

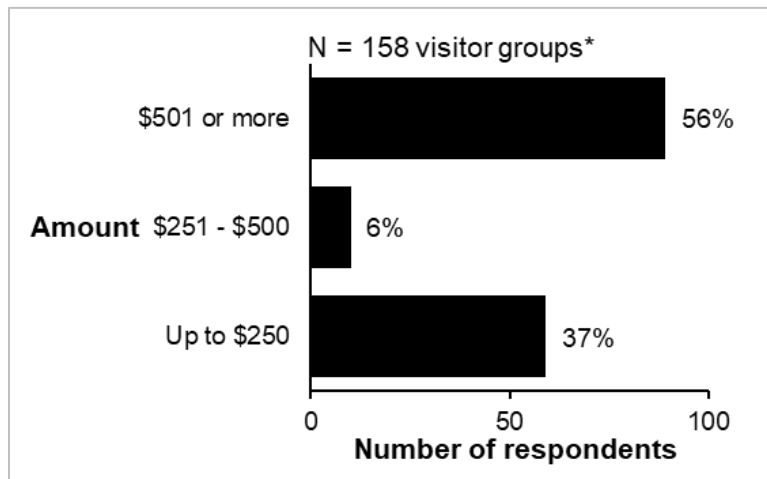


Figure 65. Total cost per person for package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

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

Question 29d

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

Results (Figure 66)

- Of the 54% of visitor groups who purchased a package tour:
 - 57% were on a package tour that covered two people.
 - 17% were on a package tour that covered five or more people.

See Appendix 1 for more details.

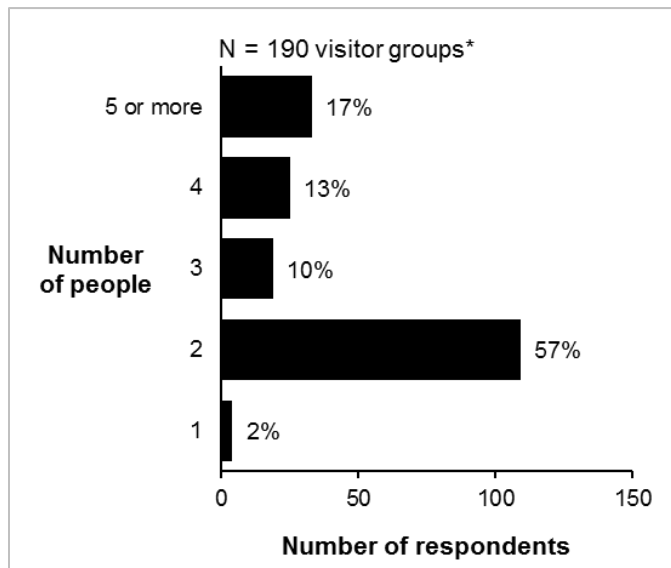


Figure 66. Number of group members on package tour(s) purchased by at least one group member.

*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 29e

If YES, which of the following were included in the package tour(s) as part of your visit to Klondike Gold Rush NHP and the nearby area (within the shaded area of the map)?

Results (Figure 67)

- Of the 54% of visitor groups who purchased a package tour, the most common items that were included in the package tours purchased were:
 - 82% Local ground transportation
 - 55% Meals
 - 53% Guide services

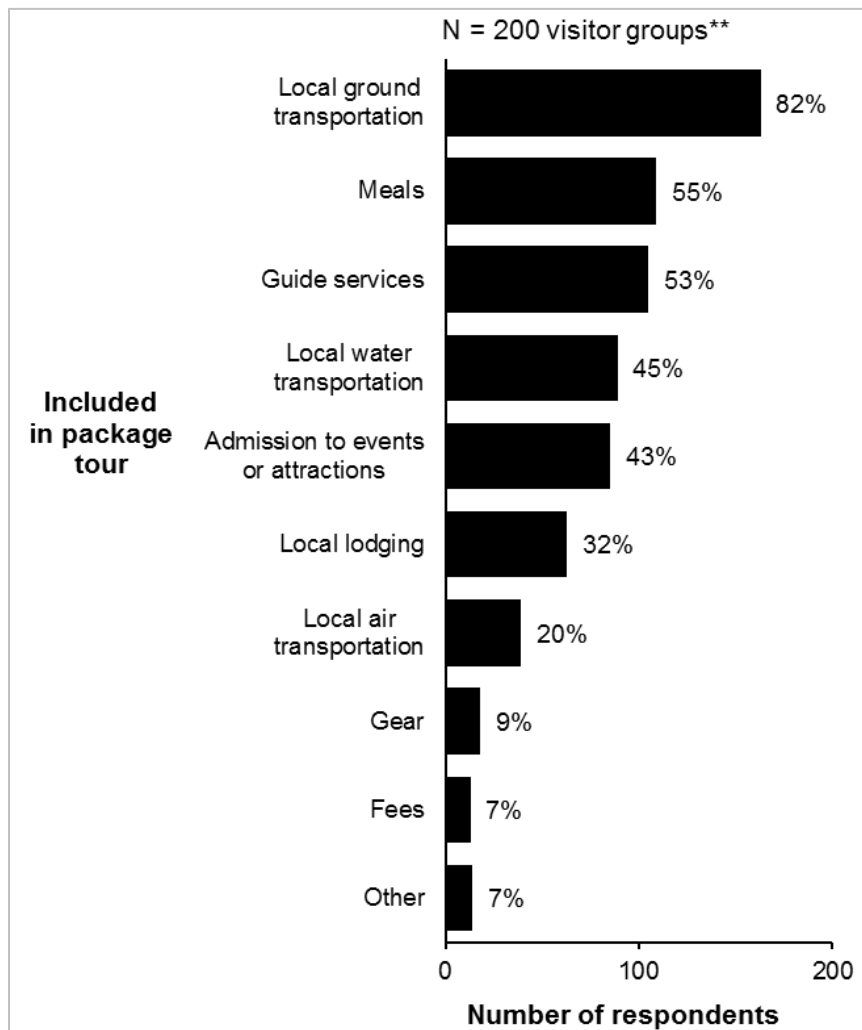


Figure 67. Items included in package tour(s) purchased by at least one group member.

*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 Klondike Gold Rush NHP and nearby area

Question 30

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Klondike Gold Rush NHP and within the nearby area (within the shaded area of the map) 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 Klondike Gold Rush NHP.

See Figure 14 or Appendix 2 for map.

Results – group expenditures excluding package tour expenses (Figure 68)

- 41% of visitor groups spent \$1 to \$250 in Klondike Gold Rush NHP and the nearby area.
- 18% of visitor groups spent \$251 to \$500 in Klondike Gold Rush NHP and the nearby area.

See Appendix 1 for more details.

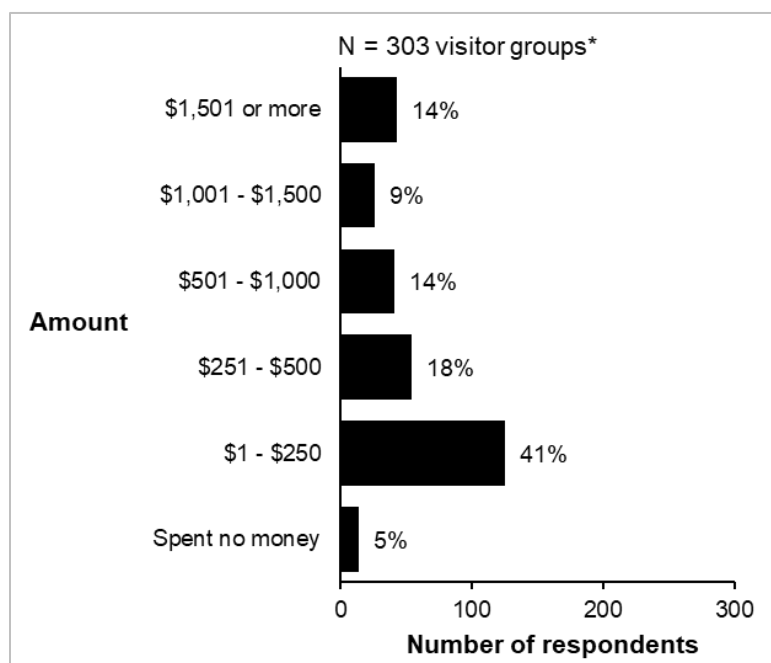


Figure 68. Total expenditures inside the park and in nearby area.

*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 30

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

See Figure 14 or Appendix 2 for map.

Results (Figure 69)

- Percentages of group expenditures (excluding package tour expenses):
 - 16% Souvenirs, clothing, supplies, other retail
 - 15% Guides/tour fees
 - 9% Restaurants/bars

See Appendix 1 for more details.

*total percentages do not equal 100 due to rounding

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

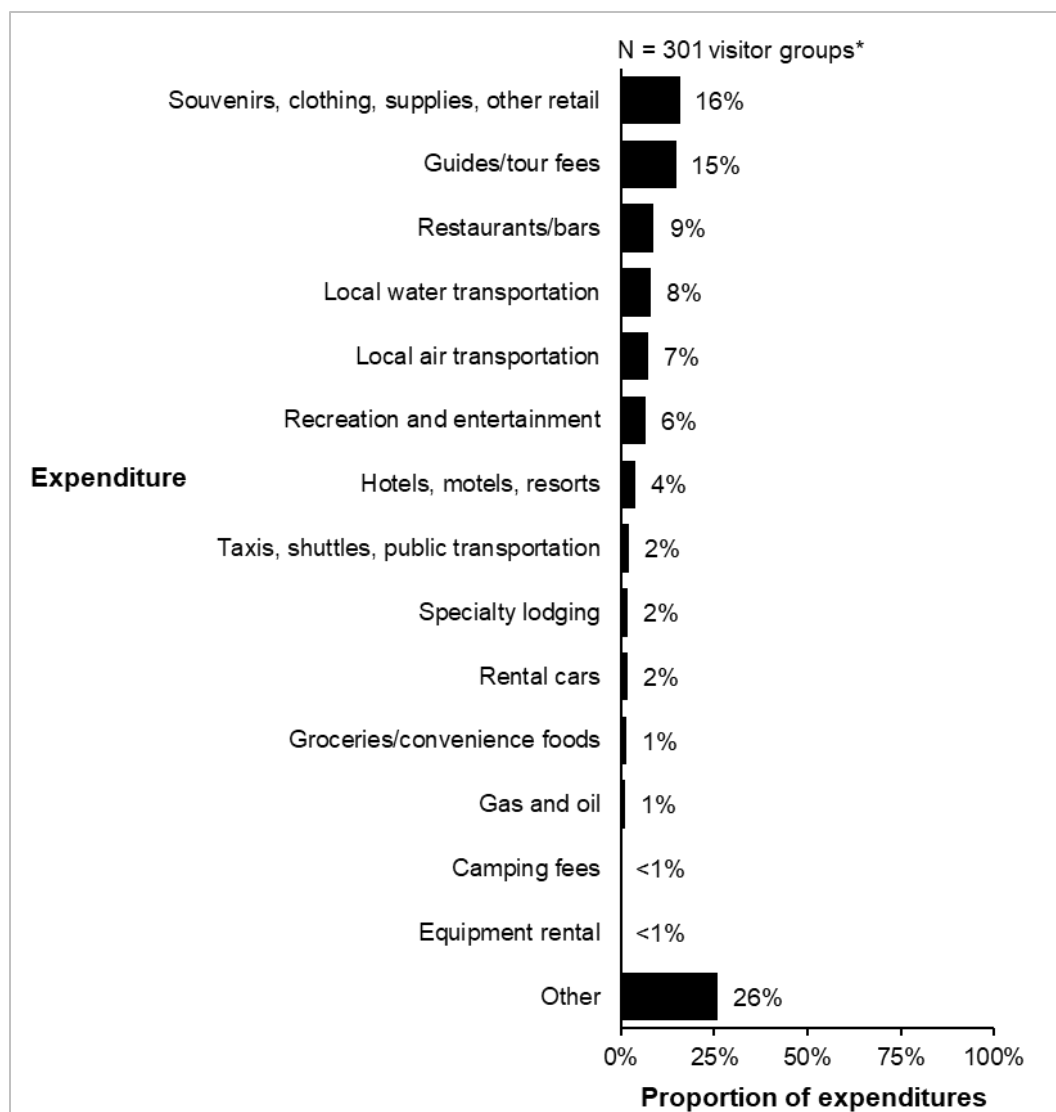


Figure 69. Percentages of total expenditures within the park and nearby area.

*total percentages do not equal 100 due to rounding

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

Number of people covered by expenses

Question 32a

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

Results (Figure 70)

- 59% of visitor groups had two members covered by expenses.
- 35% of visitor groups had three or more members covered by expenses.

See Appendix 1 for more details.

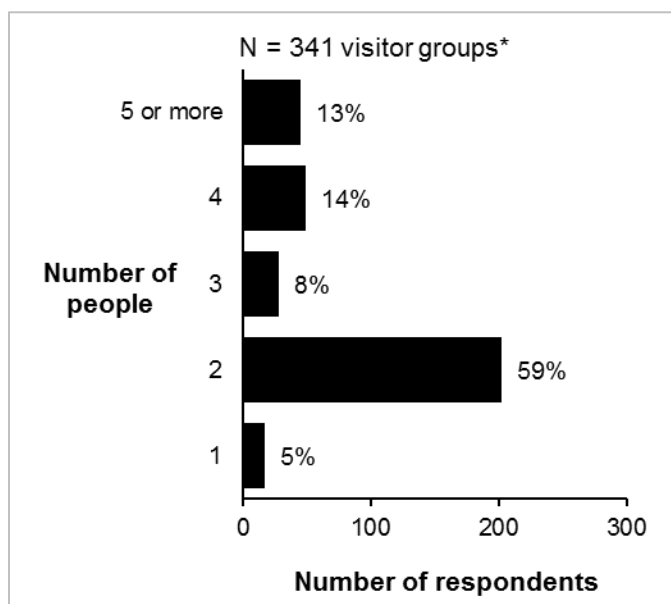


Figure 70. Visitors covered by expenses.

*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 32a

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 71)

- 65% of visitor groups had two adults covered by expenses.
- 29% of visitor groups had three or more adults covered by expenses.

See Appendix 1 for more details.

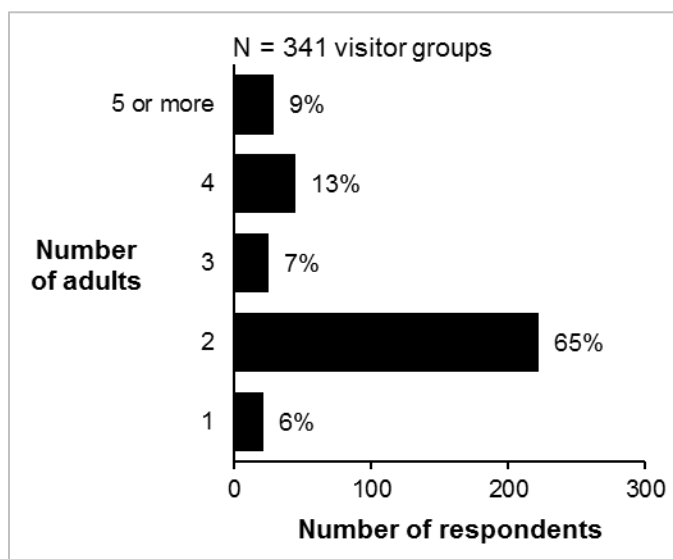


Figure 71. Adults covered by expenses.

*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 32a

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

Results (Figure 72)

- 87% of visitor groups had no children covered by expenses.

See Appendix 1 for more details.

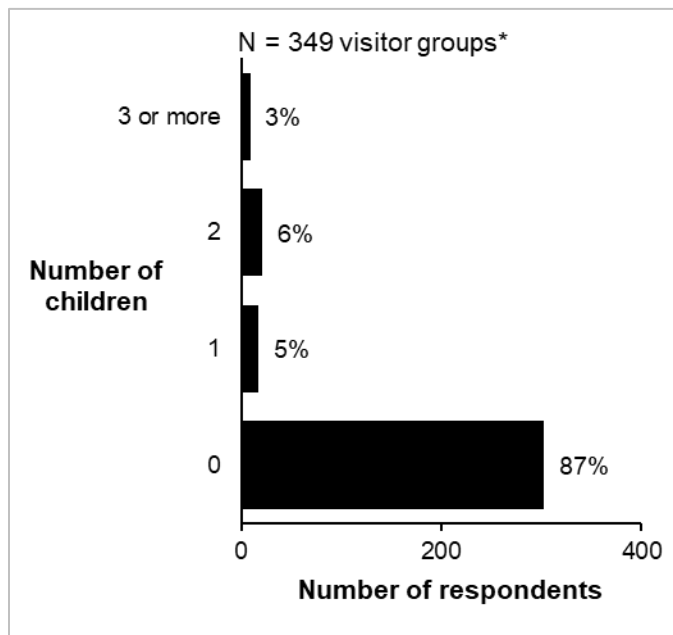


Figure 72. Children covered by expenses.

*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 32b

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

Results (Figure 73)

- 63% of visitor groups had two people split trip expenses.
- 14% of visitor groups did not split the expenses on this trip.

See Appendix 1 for more details.

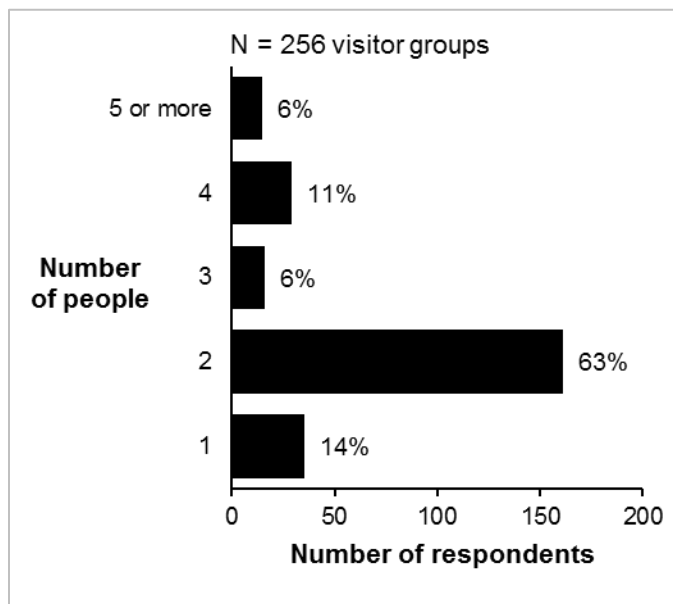


Figure 73. Sharing of expenses in visitor group.

*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 31

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 74)

- 44% of visitor groups spent \$2,001 or more on additional expenses outside of Klondike Gold Rush NHP and the nearby area.
- 21% of visitor groups spent \$1 to \$500 on additional expenses outside of Klondike Gold Rush NHP and the nearby area.
- 17% of visitor groups spent no additional money outside of Klondike Gold Rush NHP and the nearby area.

See Appendix 1 for more information.

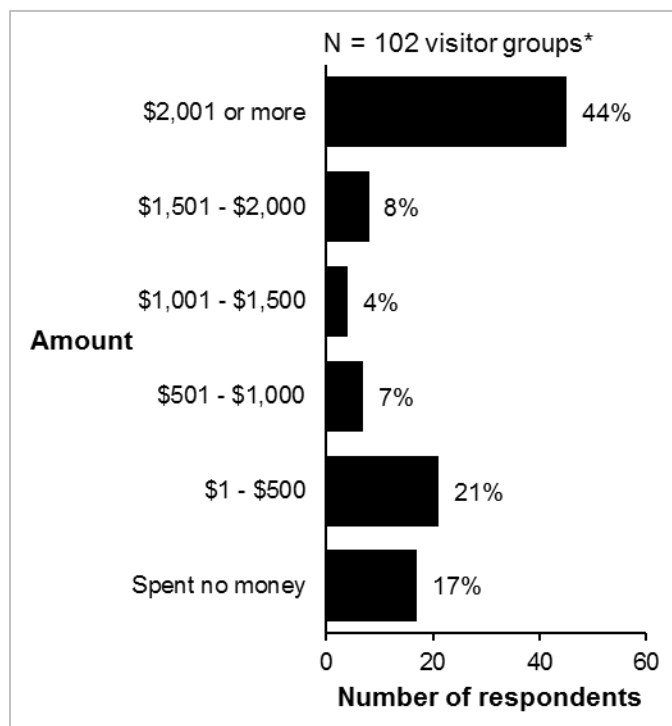


Figure 74. Total expenditures outside of park and nearby area.

*total percentages do not equal 100 due to rounding

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

Additional expenditures willing to pay

Question 33

As you know, some of the costs of travel such as gasoline, hotels, rental cars, and airline tickets often increase. If your share of the total trip costs were to increase, what is the maximum extra amount you personally would be willing to pay for this most recent trip to Klondike Gold Rush NHP?

Results (Figure 75)

- 23% of visitor groups would be willing to pay an additional \$100 for their most recent trip to Klondike Gold Rush NHP.
- 13% of visitor groups would be willing to pay an additional \$500.
- 13% of visitor groups would not be willing to pay any additional money for their most recent trip to Klondike Gold Rush NHP.

*total percentages do not equal 100 due to rounding

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

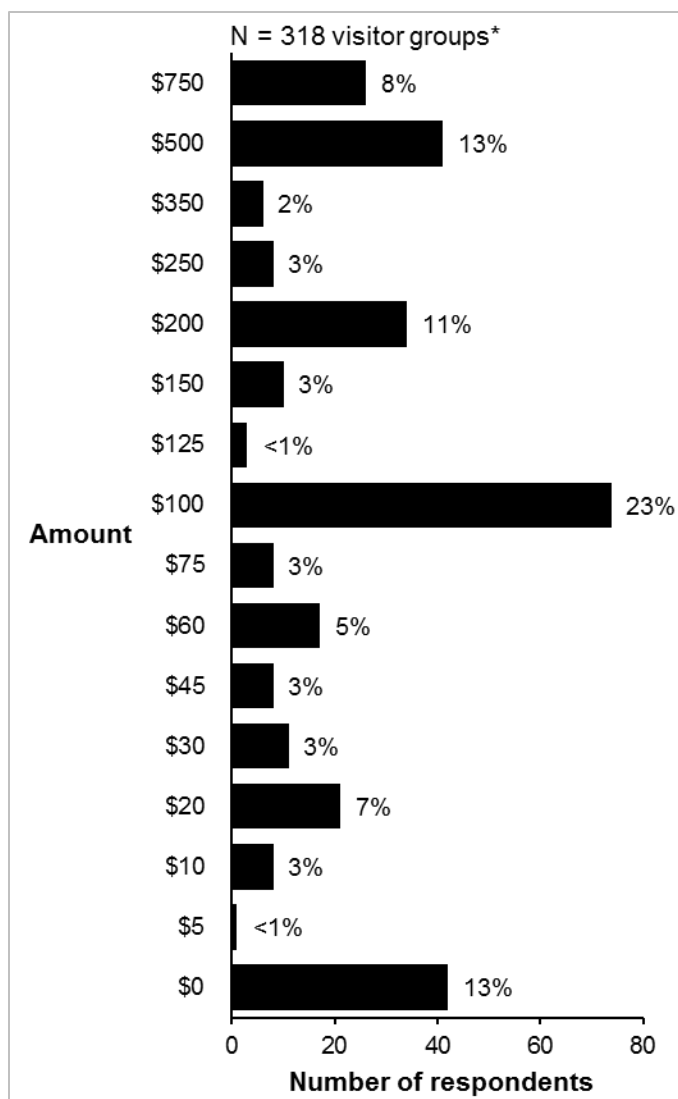


Figure 75. Additional expenditures willing to pay.

*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 Klondike Gold Rush NHP

Question 18

What did you like most about your visit to Klondike Gold Rush NHP (open-ended)?

Results (Table 19)

- **Table 19** shows the aspects visitor groups liked most about their visit. The most frequently mentioned aspects were:
 - “Scenery and natural features” (mentioned 96 times)
 - “History” (mentioned 75 times)
 - “White Pass & Yukon Railroad train ride” (mentioned 46 times)

Table 19. Aspects most liked about visit. N = 599 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Scenery and natural features	96
History	75
White Pass & Yukon Railroad train ride	46
Nature	42
Natural beauty	40
Seeing historical locations and architecture	29
Skagway	25
Ranger programming	24
Learning	23
Walking/hiking	21
Wildlife	19
Friendly and helpful rangers	16
Exhibits	15
Guided tour	15
Everything	11
Video at the visitor center	11
Amenities	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 19 (continued). Aspects most liked about visit. N = 599 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Other recreational opportunities	8
Visitor center	8
Culture	7
Friendly people	7
Well managed with authenticity and preservation in mind	7
Scenery and natural features	96
History	75
White Pass & Yukon Railroad train ride	46
Nature	42
Natural beauty	40
Seeing historical locations and architecture	29
Skagway	25
Ranger programming	24
Learning	23
Walking/hiking	21
Wildlife	19
Friendly and helpful rangers	16
Exhibits	15
Guided tour	15
Everything	11
Video at the visitor center	11
Amenities	9
Other recreational opportunities	8
Visitor center	8
Culture	7
Friendly people	7
Well managed with authenticity and preservation in mind	7
Scenery and natural features	96

*total percentages do not equal 100 due to rounding

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

Table 19 (continued). Aspects most liked about visit. N = 599 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
History	75
White Pass & Yukon Railroad train ride	46
Nature	42
Natural beauty	40
Seeing historical locations and architecture	29
Skagway	25
Ranger programming	24
Learning	23
Walking/hiking	21
Wildlife	19
Friendly and helpful rangers	16
Exhibits	15
Guided tour	15
Everything	11
Video at the visitor center	11
Amenities	9
Other recreational opportunities	8
Visitor center	8
Culture	7
Friendly people	7
Well managed with authenticity and preservation in mind	7
Fresh air	6
Cleanliness	4
Solitude	4
Chilkoot	3
Weather	3
Other aspects	25

*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 Klondike Gold Rush NHP

Question 19

What did you like least about your visit to Klondike Gold Rush NHP (open-ended)?

Results (Table 20)

- Table 20 shows the aspects visitor groups least liked about their visit. The most frequently mentioned aspects were:
 - “Nothing/liked everything” (mentioned 74 times)
 - “Weather” (mentioned 45 times)
 - “Too commercialized” (mentioned 31 times)

Table 20. Aspects least liked about visit. N = 194 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Weather	45
Too commercialized	31
Not enough time	30
Too crowded	17
Quality/quantity of interpretive services	11
Cruise ships	7
Lack of amenities	6
Environmental conditions	5
Tourists	5
No cell/Wi-Fi coverage	4
Quality of amenities	4
Wanted more to do	4
Attractions were closed	3
Did not know it was a National Park	3
Expensive	3
Wanted to see more wildlife	3
Other aspects	13

*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 Klondike Gold Rush NHP

Question 20

Did your visit to Klondike Gold Rush NHP, on this trip, meet your expectations?

Results (Figure 76)

- 92% of visitor groups had their expectations met during their visit to Klondike Gold Rush NHP on this trip.

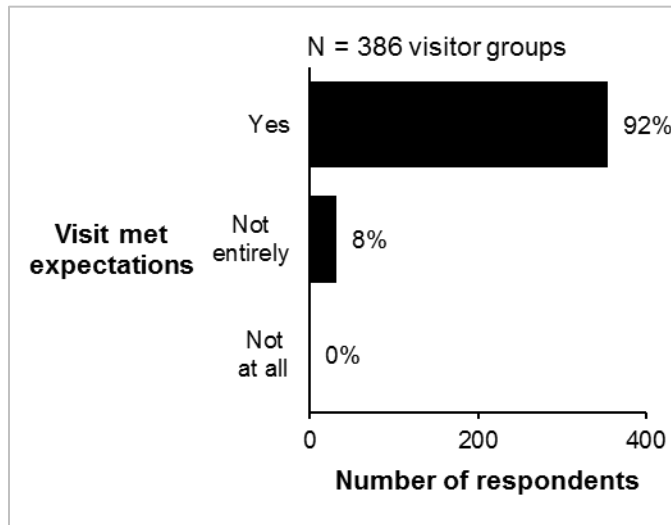


Figure 76. Meeting of expectations for visit on this trip.

*total percentages do not equal 100 due to rounding

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

Question 20

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

Results (Table 21)

- Table 21 shows the reasons visitor groups' expectations were "not entirely" met. The most frequently mentioned reasons were:
 - "Had no expectations" (mentioned nine times)
 - "Not enough time" (mentioned six times)
 - "Weather" (mentioned six times)

Table 21. Reasons expectations were "not entirely" met. N = 49 comments. Some visitor groups may have made more than one comment.

Reason	Frequency of times mentioned
Had no expectations	9
Not enough time	6
Weather	6
Better than expected	5
Too commercialized	4
Wanted more interpretive services	4
Wanted to see more wildlife	4
Didn't know it was a National Park	3
Other reasons	8

*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 16

How important to you was it during your visit to Klondike Gold Rush NHP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Klondike Gold Rush NHP 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 77)

- Figure 77 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:
 - 26% Send/receive text message
 - 21% Make/receive cell phone call
 - 16% Search the Internet
- Of those who responded “Other” (N = 83), uses included:
 - “Electronic maps”
 - “Weather”
 - “Train schedule”

See Appendix 1 for more details.

*total percentages do not equal 100 due to rounding

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

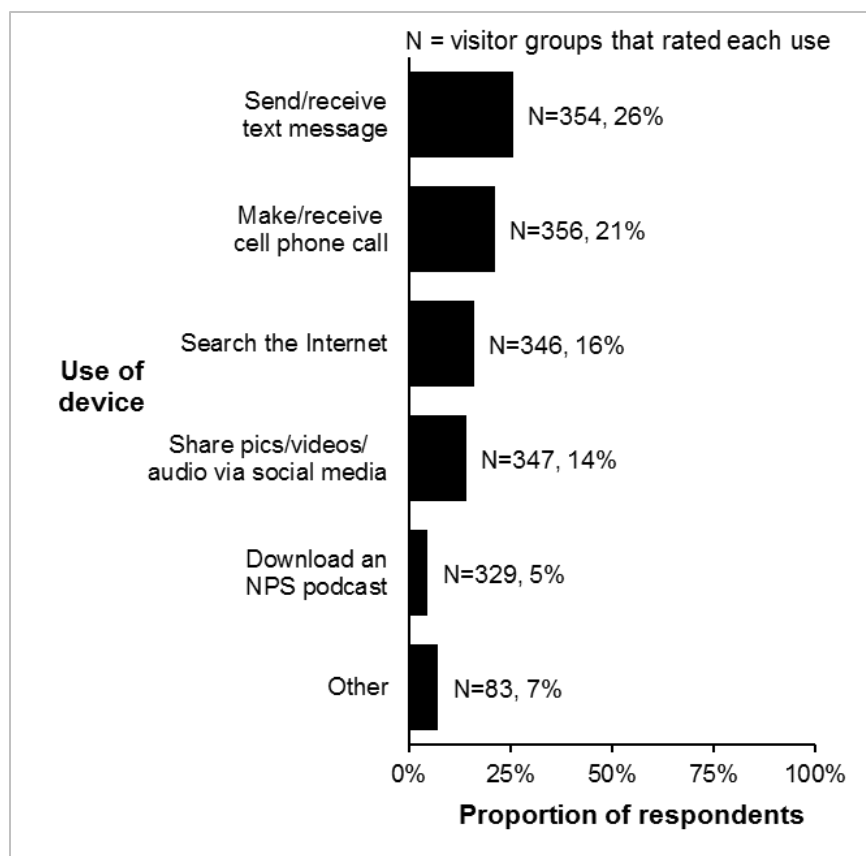


Figure 77. Importance of using personal electronic devices.

*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 16

How important to you was it during your visit to Klondike Gold Rush NHP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Klondike Gold Rush NHP 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 78)

- Figure 78 shows the combined proportions of “very good” and “good” ratings for quality of service required to 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:
 - 51% Make/receive cell phone call
 - 49% Send/receive text message
 - 46% Share pics/videos/audio via social media
- Of those who responded “Other” (N = 13), uses included:
 - “Electronic maps”
 - “Weather”
 - “Train schedule”

See Appendix 1 for more details.

*total percentages do not equal 100 due to rounding

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

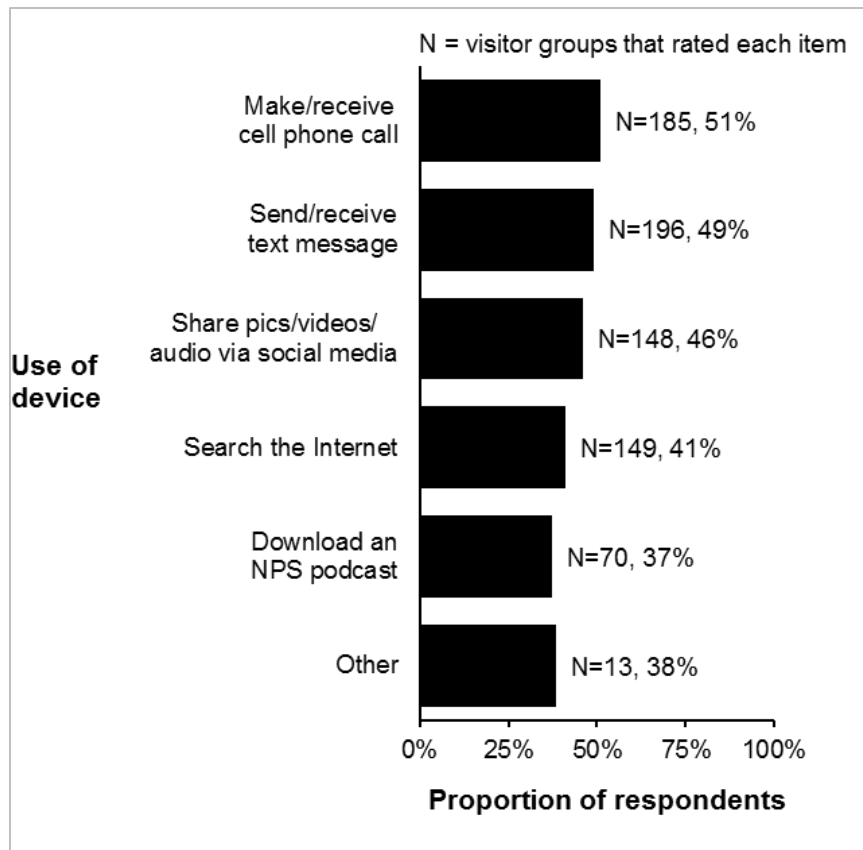


Figure 78. Quality of service required to use personal electronic devices.

*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 16

- Figure 79 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 for each use.

See Appendix 1 for more details.

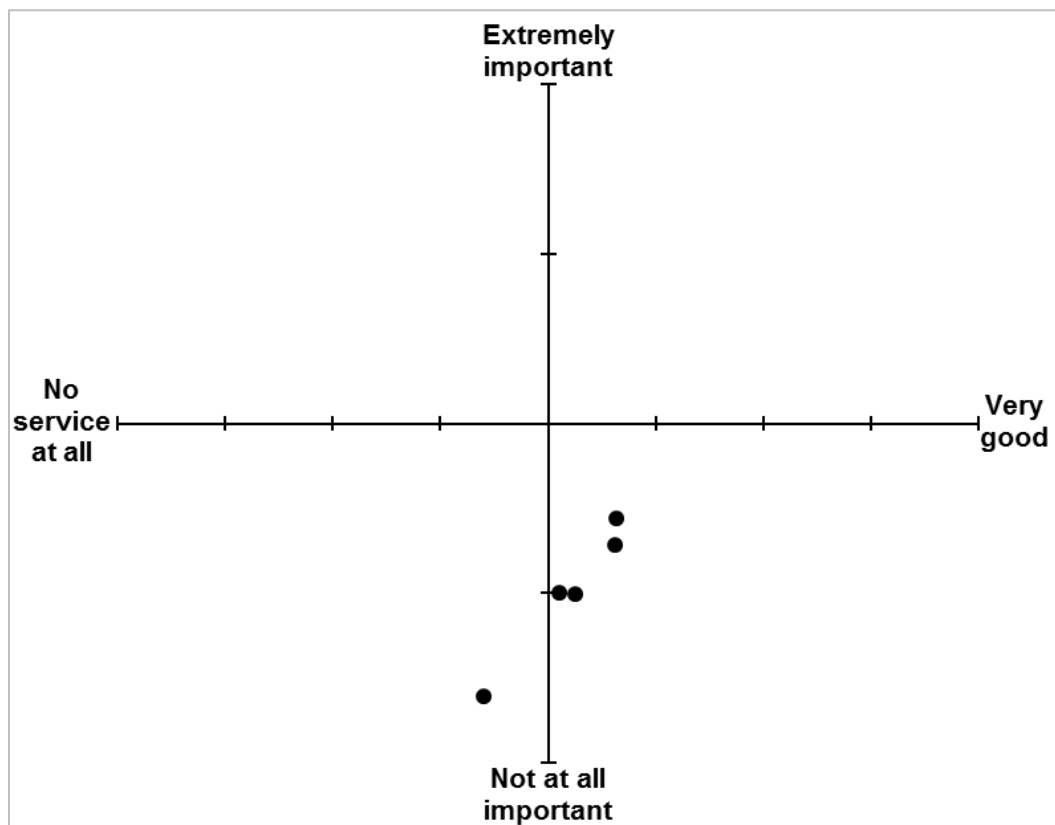


Figure 79. Mean scores for importance and quality ratings for use of personal electronic devices.

*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 21

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

Klondike Gold Rush NHP is a safe place to visit.

Results (Figure 80)

- 57% of visitor groups strongly agreed that Klondike Gold Rush NHP is a safe place to visit.
- 40% of visitor groups agreed with this statement.

See Appendix 1 for more details.

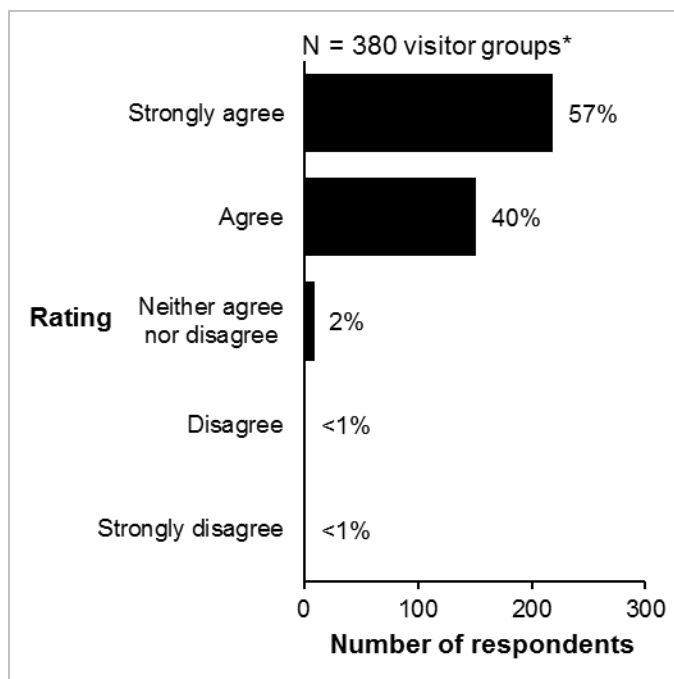


Figure 80. Extent of agreement/disagreement with statement on safety of Klondike Gold Rush NHP.

*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 21

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

Klondike Gold Rush NHP is too crowded.

Results (Figure 81)

- 40% of visitor groups disagreed that Klondike Gold Rush NHP is too crowded.
- 28% of visitor groups neither agreed nor disagreed with this statement.

See Appendix 1 for more details.

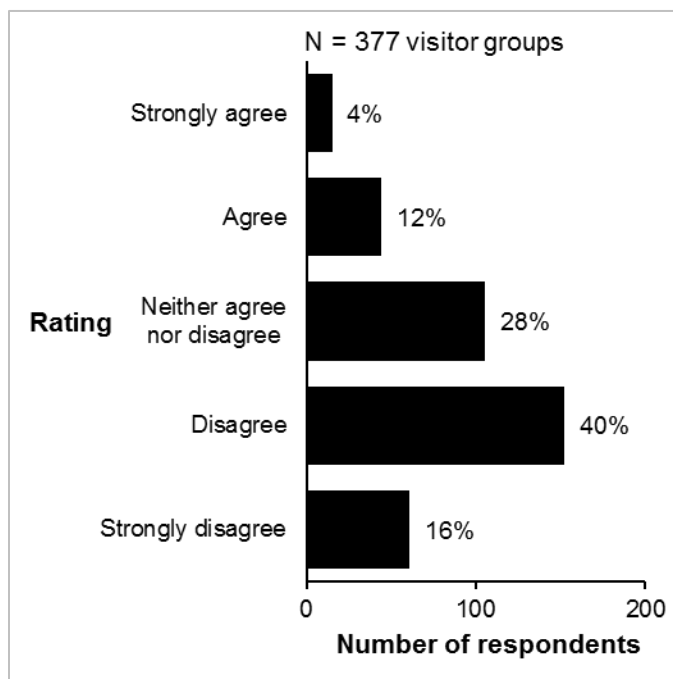


Figure 81. Extent of agreement/disagreement with statement on crowding in Klondike Gold Rush NHP.

*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 21

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

Natural resources in Klondike Gold Rush NHP are in pristine condition.

Results (Figure 82)

- 57% of visitor groups agreed that natural resources in Klondike Gold Rush NHP are in pristine condition.
- 22% of visitor groups strongly agreed with this statement.

See Appendix 1 for more details.

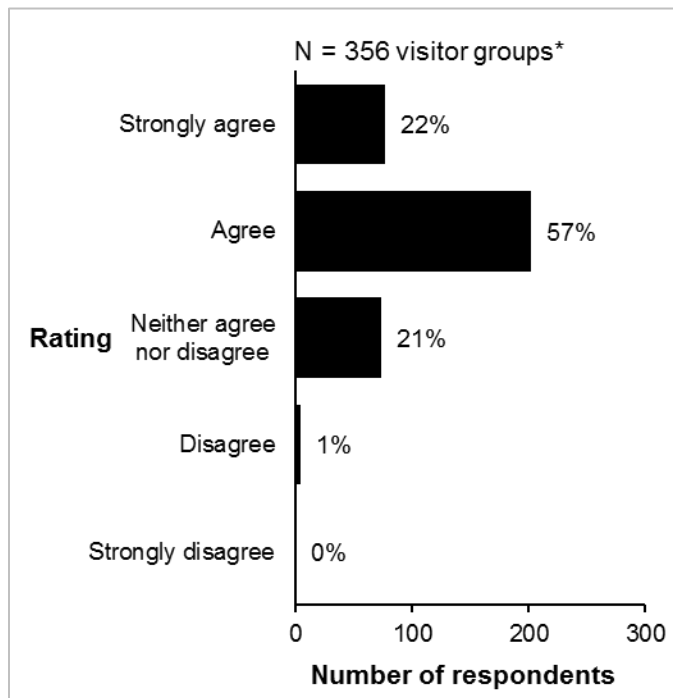


Figure 82. Extent of agreement/disagreement with statement on condition of natural resources in Klondike Gold Rush NHP.

*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 21

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

Vandalism and crime are not a problem in Klondike Gold Rush NHP.

Results (Figure 83)

- 51% of visitor groups agreed that vandalism and crime are not a problem in Klondike Gold Rush NHP.
- 28% of visitor groups strongly agreed with this statement.

See Appendix 1 for more details.

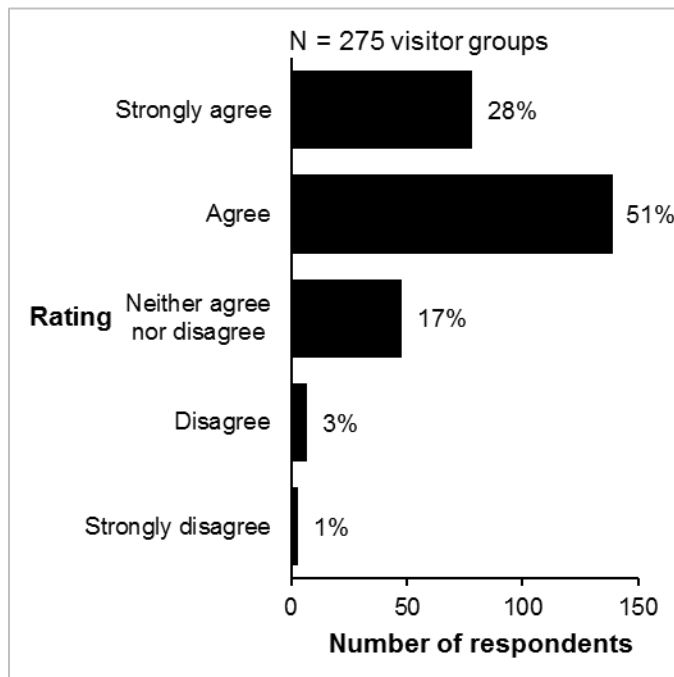


Figure 83. Extent of agreement/disagreement with statement on vandalism and crime in Klondike Gold Rush NHP.

*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 21

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

Klondike Gold Rush NHP is not accessible to persons with physical disabilities.

Results (Figure 84)

- 38% of visitor groups neither agreed nor disagreed that Klondike Gold Rush NHP is not accessible to persons with physical disabilities.
- 37% of visitor groups disagreed with this statement.

See Appendix 1 for more details.

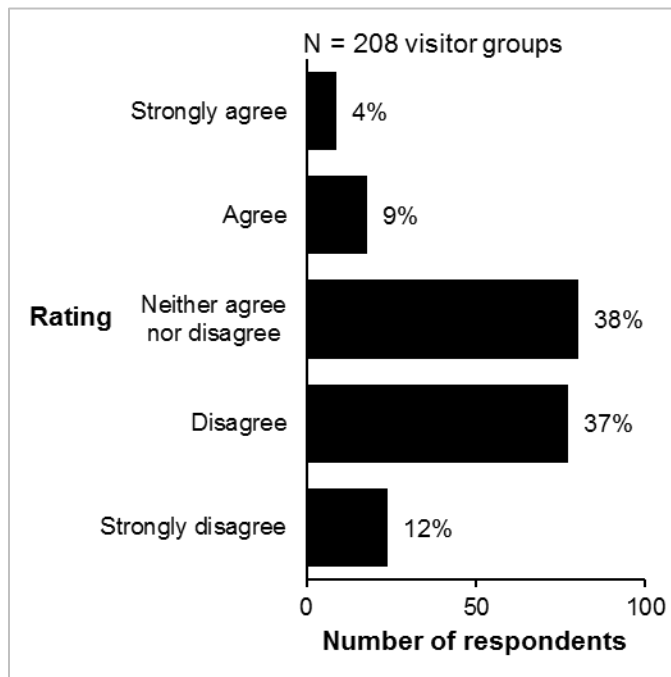


Figure 84. Extent of agreement/disagreement with statement on accessibility of Klondike Gold Rush NHP.

*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 21

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

Historical and cultural features in Klondike Gold Rush NHP are well maintained/preserved.

Results (Figure 85)

- 59% of visitor groups agreed that historical and cultural features in Klondike Gold Rush NHP are well maintained/preserved.
- 30% of visitor groups strongly agreed with this statement.

See Appendix 1 for more details.

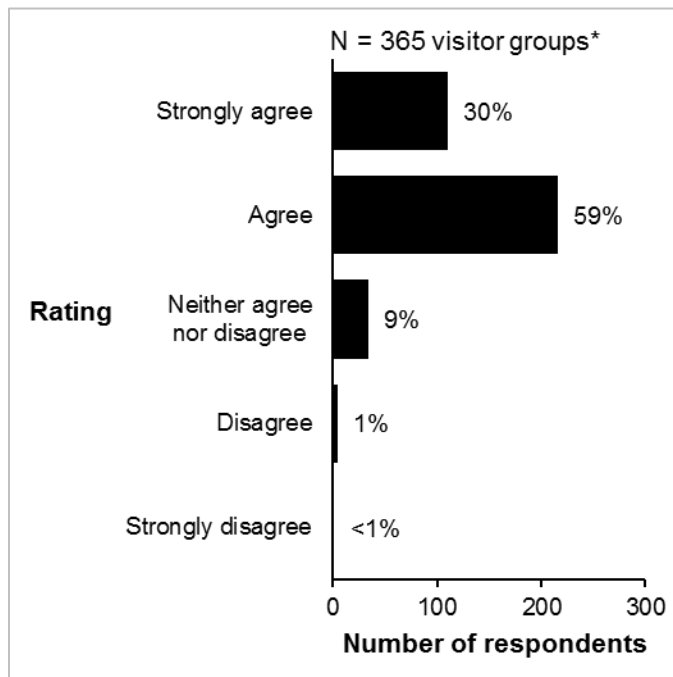


Figure 85. Extent of agreement/disagreement with statement on condition of historical and cultural features in Klondike Gold Rush NHP.

*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 21

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

Development of adjacent areas detracts from visitors' experiences at Klondike Gold Rush NHP.

Results (Figure 86)

- 36% of visitor groups disagreed that development of adjacent areas detracts from visitors' experiences at Klondike Gold Rush NHP.
- 34% of visitor groups neither agreed nor disagreed with this statement.

See Appendix 1 for more details.

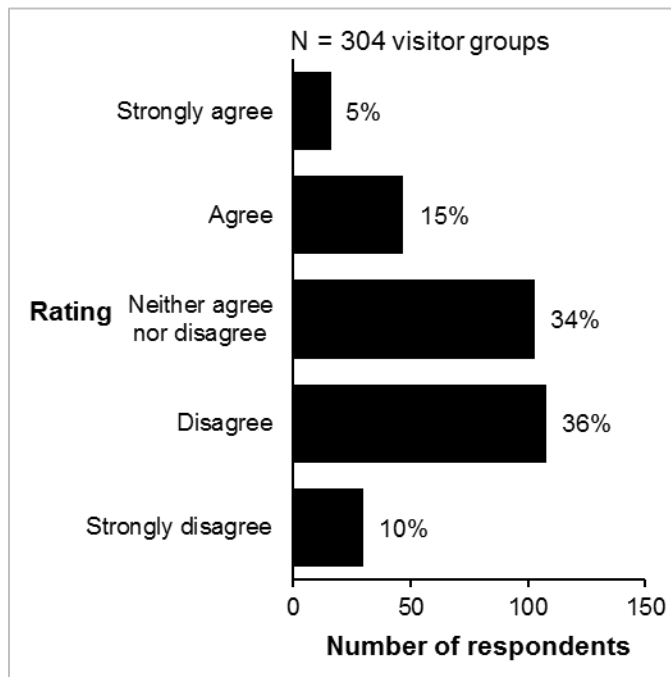


Figure 86. Extent of agreement/disagreement with statement on development of adjacent areas near Klondike Gold Rush NHP.

*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 Klondike Gold Rush NHP?

Rating choices:

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

Results (Figure 87)

- Figure 87 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 of “very good” and “good” ratings were:
 - 92% Assistance from park employees
 - 92% Visitor center
- The facilities, services, and recreational opportunities that received the lowest combined proportions of “very good” and “good” ratings were:
 - 81% Campgrounds and/or picnic areas
 - 61% Commercial services in the park
- Figure 88 through Figure 99 show ratings for each facility, program, or recreational opportunity.

See Appendix 1 for more details.

*total percentages do not equal 100 due to rounding

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

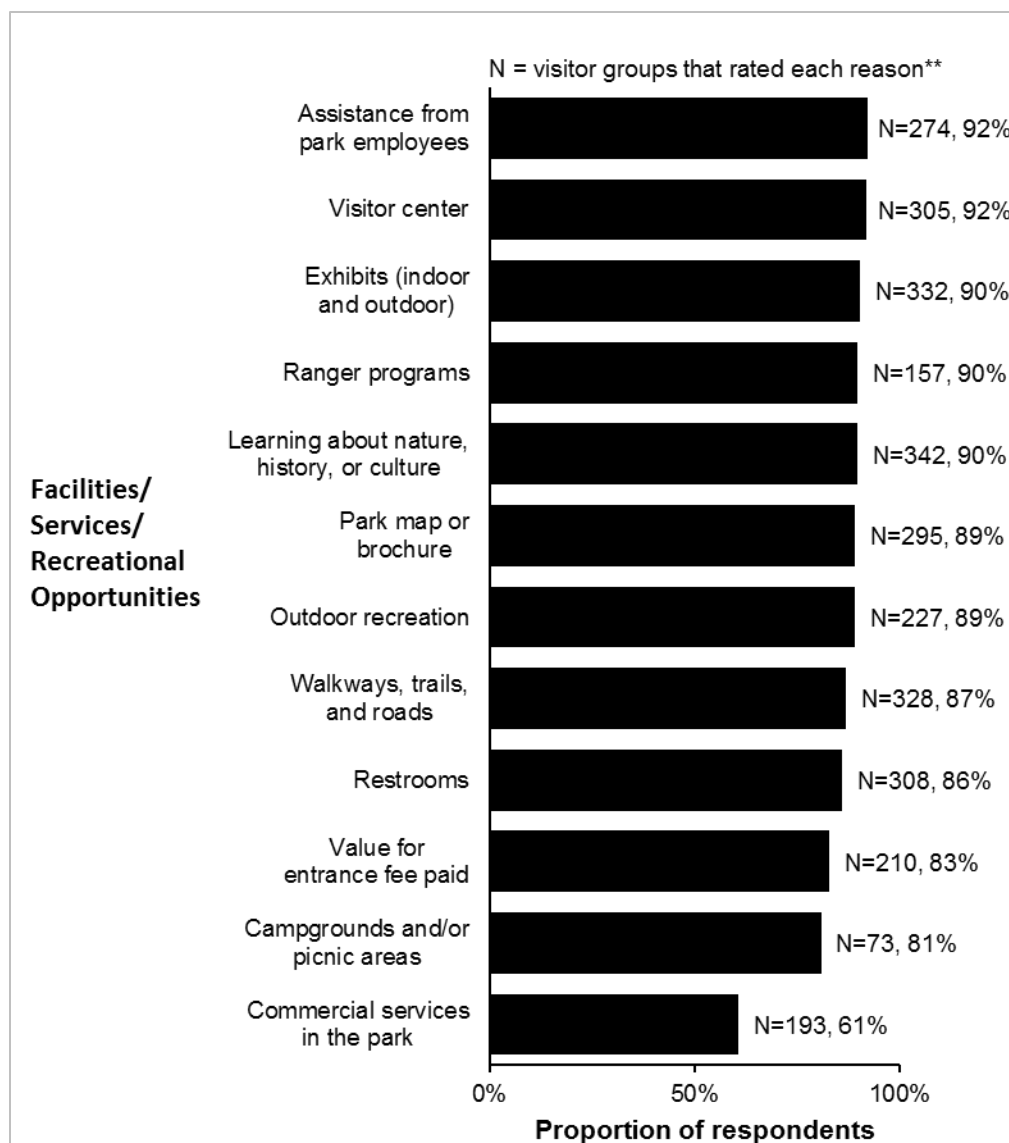


Figure 87. Quality of facilities, services, and recreational opportunities.

*total percentages do not equal 100 due to rounding

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

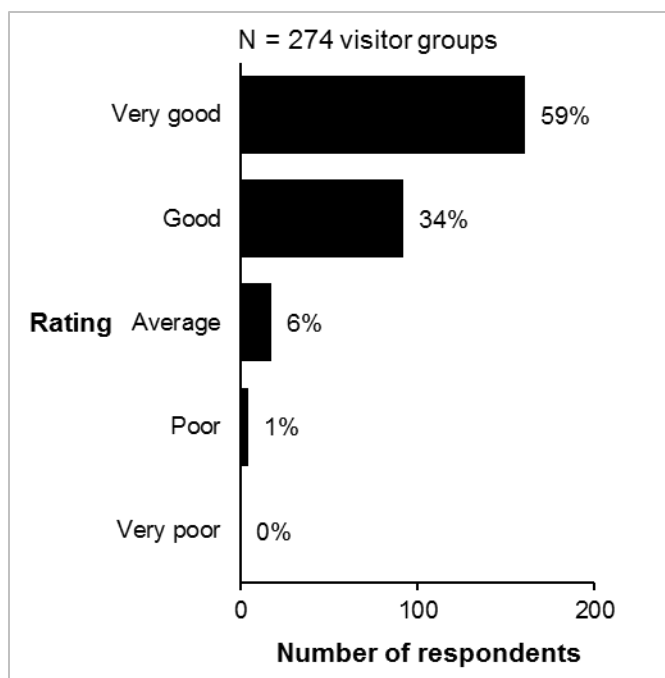


Figure 88. Quality of assistance from park employees.

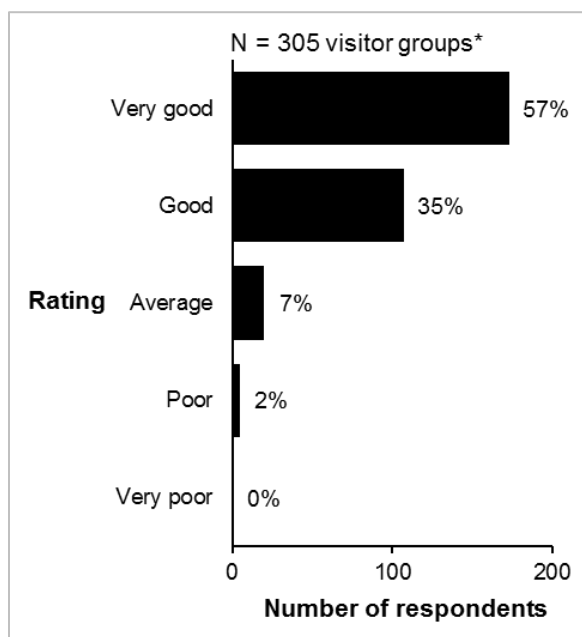


Figure 89. Quality of visitor center.

*total percentages do not equal 100 due to rounding

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

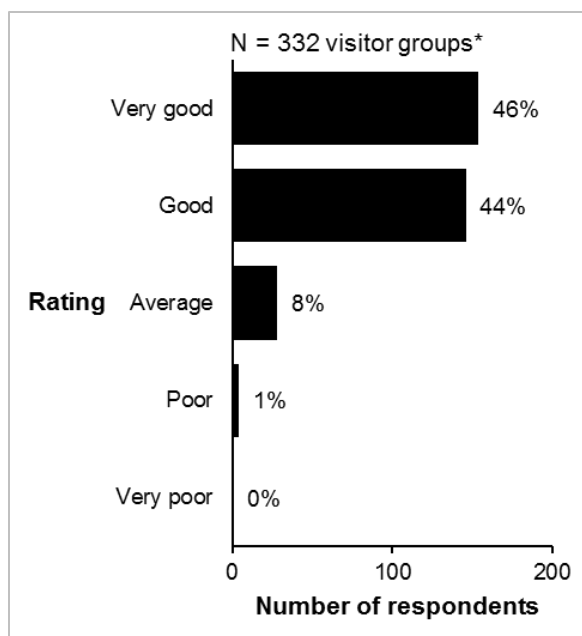


Figure 90. Quality of exhibits (indoor and outdoor).

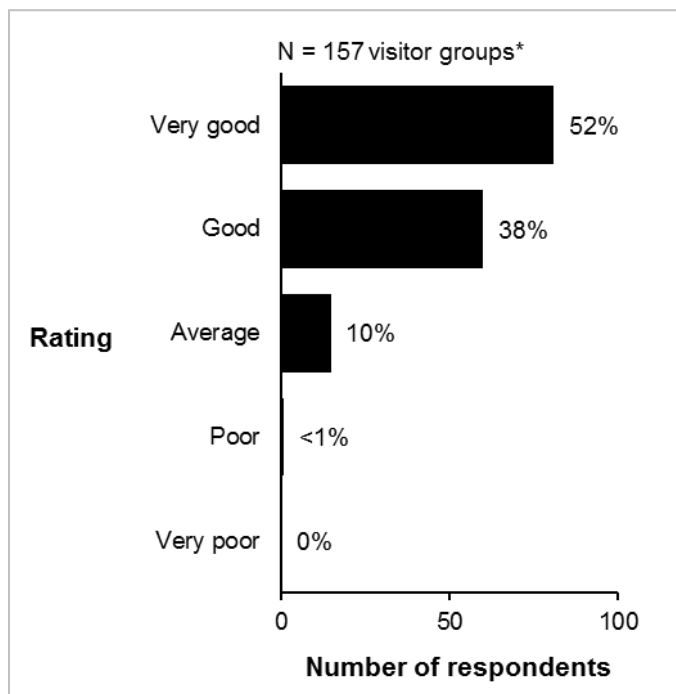


Figure 91. Quality of ranger programs.

*total percentages do not equal 100 due to rounding

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

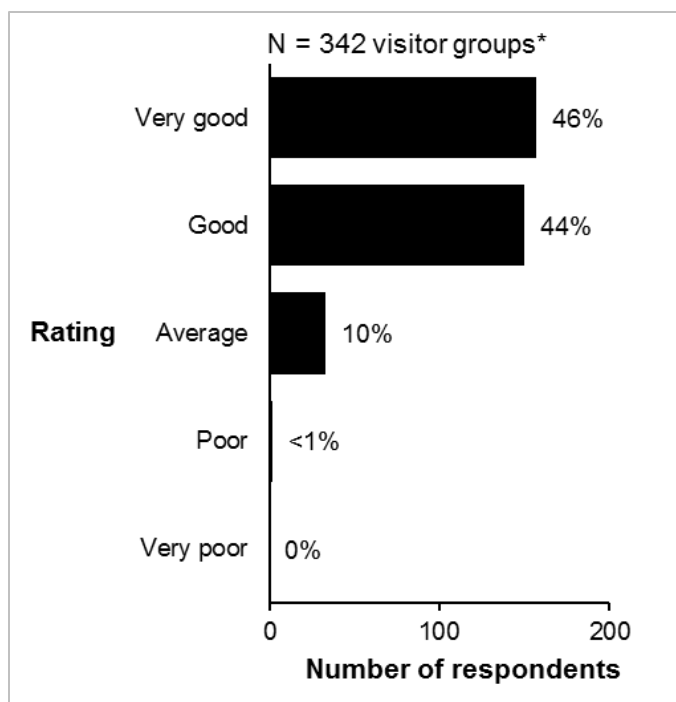


Figure 92. Quality of learning about nature, history, or culture.

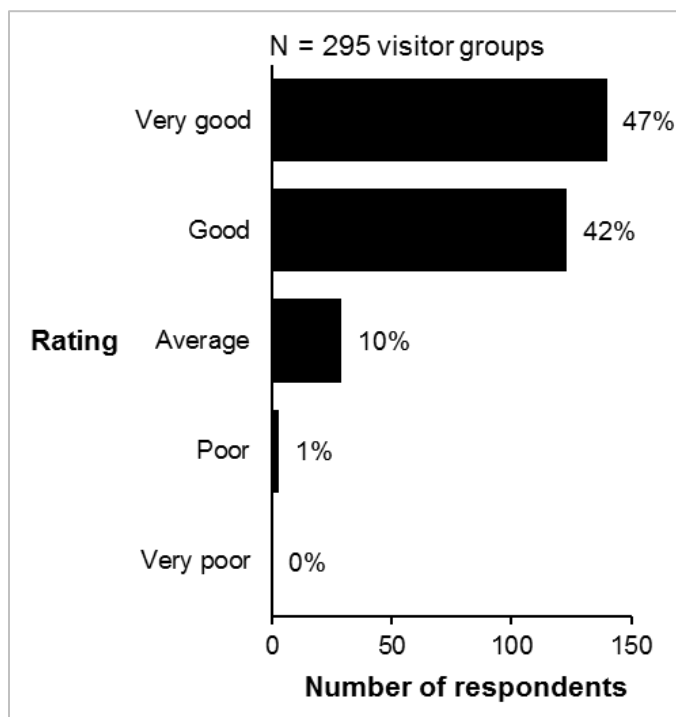


Figure 93. Quality of park map or brochure.

*total percentages do not equal 100 due to rounding

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

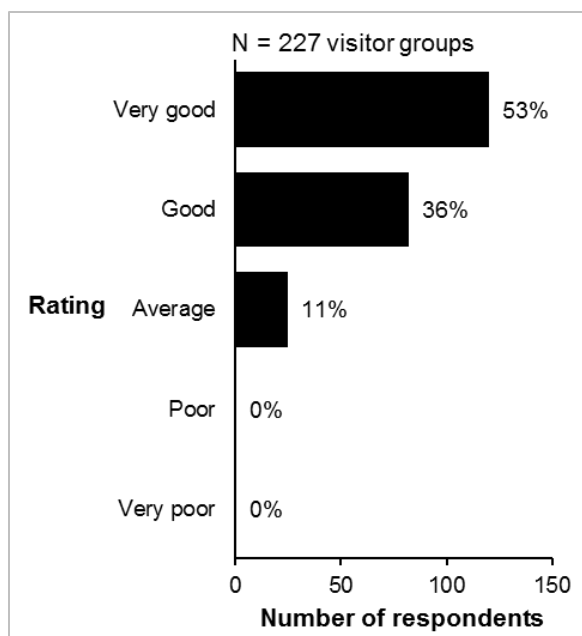


Figure 94. Quality of outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.).

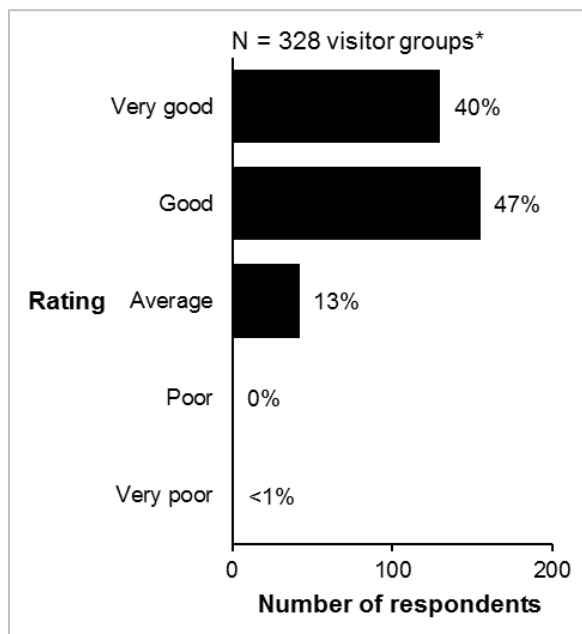


Figure 95. Quality of walkways, trails, and roads.

*total percentages do not equal 100 due to rounding

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

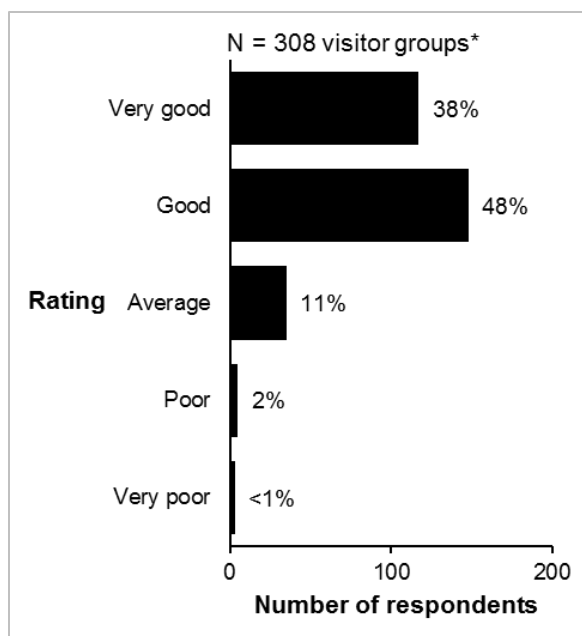


Figure 96. Quality of restrooms.

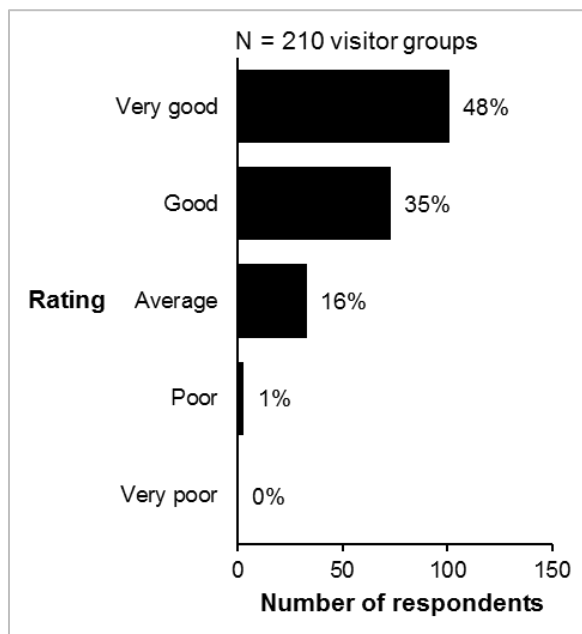


Figure 97. Quality of value for entrance fee paid.

*total percentages do not equal 100 due to rounding

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

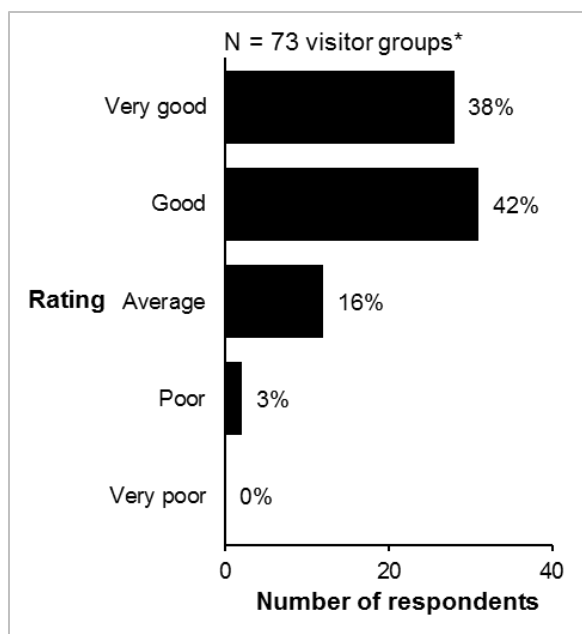


Figure 98. Quality of campgrounds and/or picnic areas.

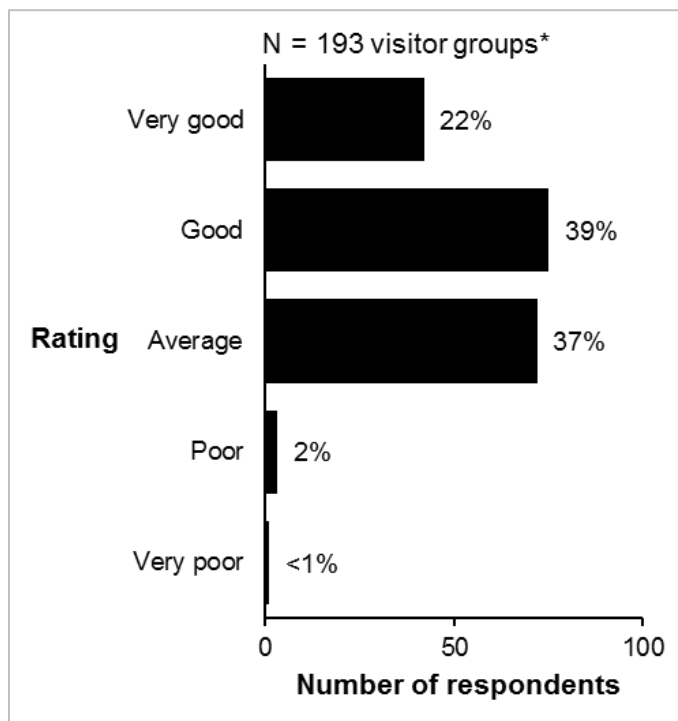


Figure 99. Quality of commercial services in the park (food, lodging, gifts, rental, etc.) .

*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 22

Please specify services used.

Results (Table 22)

- Table 22 shows the services used by visitor groups. The most frequently mentioned services were:
 - “Gift shops” (mentioned 18 times)
 - “Dining services” (mentioned 16 times)

Table 22. Services used. N = 82 comments. Some visitor groups may have made more than one comment.

Service	Frequency of times mentioned
Gift shops	18
Dining services	16
Visitor center	7
Restrooms	6
Map	5
Ranger programs	4
Train rides	4
Assistance from park employees	3
Exhibits	3
Lodging	3
Other services	13

*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 23

Overall, how would you rate the quality of facilities, services, and recreational opportunities in Klondike Gold Rush NHP?

Results (Figure 100)

- 50% of visitor groups rated the quality of facilities, services, and recreational opportunities overall as “very good.”
- 44% of visitor groups gave an overall rating of “good.”

See Appendix 1 for more details.

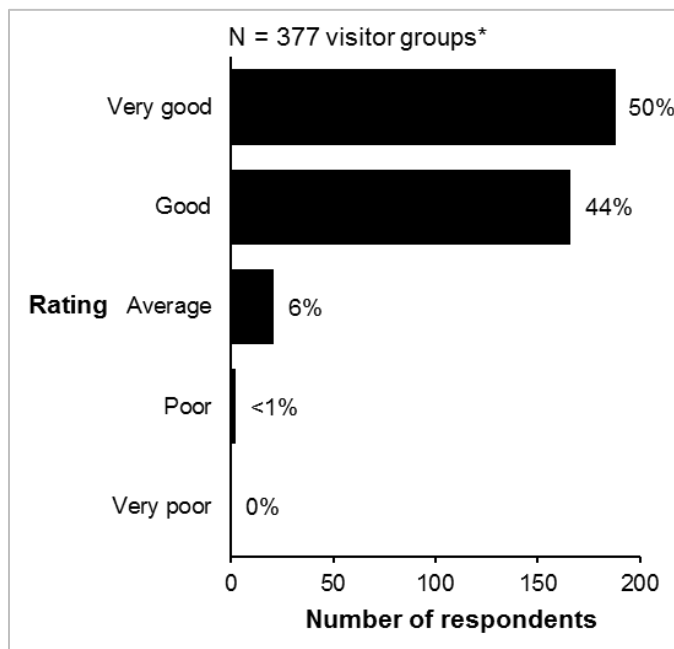


Figure 100. Overall rating of facilities, services, and recreational opportunities.

*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 24

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

Results (Table 23)

- Table 23 shows what visitor groups believed the national significance of Klondike Gold Rush NHP to be. The items most frequently mentioned were:
 - “Gold Rush” (mentioned 119 times)
 - “History” (mentioned 110 times)
 - “Conservation” (mentioned 54 times)

Table 23. Opinions of national significance of park. N = 425 comments. Some visitor groups may have made more than one comment.

Significance	Frequency of times mentioned
Gold Rush	119
History	110
Conservation	54
Development of the region	38
Nature	38
Wildlife protection	13
Culture	11
Scenery	10
Available to the public	5
Native people	3
Other comments	17

*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 Klondike Gold Rush NHP's facilities, services, or recreational opportunities?

Results (Table 24)

- Table 24 shows additional comments from visitor groups. Most of the comments were positive:
 - “Enjoyed visit” (mentioned 35 times)
 - “Beautiful park” (mentioned 16 times)
 - “Thank you” (mentioned 16 times)
 - “Rangers were friendly and helpful” (mentioned 13 times)
- The most frequently mentioned negative comments were:
 - “Expand/improve interpretive services” (mentioned seven times)
 - “Not enough time” (mentioned three times)
 - “Didn’t know it was a national park” (mentioned two times)

Table 24. Additional comments about facilities, services, or recreational opportunities. N = 174 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
Personnel	Rangers were friendly and helpful	13
Policies and management	Preserve and protect	7
	Well managed	6
Interpretive and information services	Expand/improve interpretive services	7
	Enjoyed interpretive services	3
Facilities and maintenance	Appreciated amenities	3
	Clean	2
General comments	Enjoyed visit	35
	Beautiful park	16
	Thank you	16
	Survey comment	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 24 (continued). Additional comments about facilities, services, or recreational opportunities. N = 174 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
General comments (continued)	Cruise ship passenger	10
	Appreciate the National Park Service	9
	Good job	8
	Want to return	8
	Not enough time	3
	Didn't know it was a national park	2
	Should have prepared more in advance	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

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Appendix 1. Descriptive Statistics

Table 25 shows the mean, median, and standard deviation for those variables for which measures of central tendency can be computed.

Table 25. Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q01	Number of adults in group	411	3.44	2	4.65
Q01	Number of children in group	56	1.95	2	1.23
Q01	Group size	411	3.70	2	4.78
Q03	Number of people per vehicle	101	2.80	2	1.16
Q04	Number of hours traveled to get from home to park	284	66.28	41.5	90.36
Q04	Number of miles traveled to get from home to park	257	3011.71	3000	2029.34
Q05	Number of days entering/reentering the park	372	1.20	1	0.86
Q06	Number of hours in the park	357	5.68	5	3.99
Q06	Number of days in the park	51	3.15	3	1.69
Q09	Importance to visit at NPS site	380	2.84 ³	3	1.30
Q09	Importance to spend time with friends/family	379	2.18	2	1.28
Q09	Importance to view wildlife or natural scenery	398	1.85	2	1.01
Q09	Importance to get physical exercise	377	3.16	3	1.24
Q09	Importance to relax	378	2.49	2	1.20
Q09	Importance to learn more about American history and culture	392	2.30	2	0.99
Q09	Importance to learn more about nature	386	2.56	3	1.09
Q09	Importance to attend a special event	333	4.53	5	1.02
Q09	Importance to hear the sounds of nature/quiet	374	3.11	3	1.29

³ Responses for Question 9 were on a scale from 1=Extremely Important to 5=Not at all Important.

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q09	Importance to experience solitude	372	3.62	4	1.30
Q09	Importance to be outdoors	382	2.34	2	1.18
Q09	Importance to view dark night sky/stars	364	4.02	5	1.25
Q09	Importance of "other"	91	3.58	5	1.78
Q16	Importance of being able to use personal electronic devices to make/receive cell phone call	356	3.71 ⁴	4	1.40
Q16	Importance of being able to use personal electronic devices to send/receive text message	354	3.56	4	1.44
Q16	Importance of being able to use personal electronic devices to search the internet	346	4.01	5	1.35
Q16	Importance of being able to use personal electronic devices to share pics/videos/audio via social media	347	4.00	5	1.28
Q16	Importance of being able to use personal electronic devices to download an NPS podcast	329	4.61	5	0.92
Q16	Importance of being able to use personal electronic devices to "other"	83	4.72	5	0.93
Q16	Quality of being able to use personal electronic devices to make/receive cell phone call	185	2.69 ⁵	2	1.23
Q16	Quality of being able to use personal electronic devices to send/receive text message	196	2.68	3	1.17
Q16	Quality of being able to use personal electronic devices to search the internet	149	2.87	3	1.30
Q16	Quality of being able to use personal electronic devices to share pics/videos/audio via social media	148	2.95	3	1.34

⁴ Responses for Question 16 on Importance were on a scale from 1=Extremely Important to 5=Not at all Important.

⁵ Responses for Question 16 on Quality were on a scale from 1=Very Good to 5=Not Service at All.

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q16	Quality of being able to use personal electronic devices to download an NPS podcast	70	3.30	3	1.41
Q16	Quality of being able to use personal electronic devices to "other"	13	3.38	3	1.66
Q21	Klondike Gold Rush NHP is a safe place to visit	380	1.46 ⁶	1	0.59
Q21	Klondike Gold Rush NHP is too crowded	377	3.53	4	1.02
Q21	Natural resources in Klondike Gold Rush NHP are in pristine condition	356	2.01	2	0.68
Q21	Vandalism and crime are not a problem in Klondike Gold Rush NHP	275	1.97	2	0.81
Q21	Klondike Gold Rush NHP is not accessible to persons with physical disabilities	208	3.43	3	0.96
Q21	Historic and cultural features in Klondike Gold Rush NHP are well maintained/preserved	365	1.82	2	0.66
Q21	Development of adjacent areas detracts from visitors' experiences at Klondike Gold Rush NHP	304	3.29	3	1.02
Q22	Quality of visitor center	305	1.53 ⁷	1	0.69
Q22	Quality of exhibits	332	1.64	2	0.69
Q22	Quality of restrooms	308	1.80	2	0.78
Q22	Quality of walkways, trails, and roads	328	1.74	2	0.70
Q22	Quality of campgrounds and/or picnic areas	73	1.84	2	0.80
Q22	Quality of assistance from park employees	274	1.50	1	0.68

⁶ Responses for Question 21 were on a scale from 1=Strongly Agree to 5=Strongly Disagree.

⁷ Responses for Question 22 and 23 were on a scale from 1=Very Good to 5=Very Poor.

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q22	Quality of park map or brochure	295	1.64	2	0.70
Q22	Quality of ranger programs	157	1.59	1	0.69
Q22	Quality of value for entrance fee paid	210	1.70	2	0.78
Q22	Quality of commercial services in the park	193	2.20	2	0.81
Q22	Quality of learning about nature, history, or culture	342	1.65	2	0.68
Q22	Quality of outdoor recreation	227	1.58	1	0.68
Q23	Quality of the park overall	377	1.57	2	0.62
Q26	Nights backcountry camping in Klondike Gold Rush NHP	7	4.14	4	0.38
Q26	Nights camping in Klondike Gold Rush NHP	6	3.17	3.5	1.47
Q26	Nights camping outside Klondike Gold Rush NHP	6	4.33	4.5	2.94
Q26	Nights on cruise ship	136	2.98	1	2.44
Q26	Nights lodging outside Klondike Gold Rush NHP	36	3.00	2	2.15
Q26	Nights in other accommodations	2	1.50	1.5	0.71
Q26	Total nights in overnight accommodations	178	3.31	2	2.86
Q29	Total length of package tour	186	10.73	7	54.26
Q29	Total cost per person of package tour	157	2025.57	1500	2214.49
Q29	Total number of people on the package tour	190	4.16	2	5.77
Q30	Expenditures on gas and oil	34	72.12	50	93.97
Q30	Expenditures on rental cars	16	278.75	162.5	365.13
Q30	Expenditures on taxis, shuttles, and public transportation	56	83.70	35.5	128.90
Q30	Expenditures on local water transportation	36	544.56	270	728.81

Table 25 (continued). Mean/median/standard deviation of selected variables.

Question number	Description	N	Mean	Median	Standard deviation
Q30	Expenditures on local air transportation	26	668.85	575	410.71
Q30	Expenditures on restaurants and bars	183	117.81	60	145.39
Q30	Expenditures on groceries and convenience foods	62	55.89	30	65.59
Q30	Expenditures on hotels, motels, resorts	16	578.81	330	638.90
Q30	Expenditures on specialty lodging	9	503.56	300	475.55
Q30	Expenditures on camping fees	9	197.78	210	104.50
Q30	Expenditures on recreation and entertainment expenses	52	300.94	135	348.20
Q30	Expenditures on souvenirs, clothing, supplies, other retail	220	175.40	87.5	422.23
Q30	Expenditures on equipment rental	2	350.00	350	353.55
Q30	Expenditures on guides and tours	87	412.54	250	682.13
Q30	Expenditures on other	32	1995.16	569	2941.08
Q30	Total expenditures in park and nearby area	289	843.82	306	1475.07
Q31	Expenditures outside the area	85	3830.94	3000	5252.73
Q32	Adults covered by expenses	341	3.11	2	4.31
Q32	Children covered by expenses	47	1.91	2	0.93
Q32	Visitors covered by expenses	341	3.37	2	4.42
Q32	Visitors who split expenses	256	2.65	2	3.38
Q34	Current age: respondent	393	59.22	62	13.13
Q34	Klondike Gold Rush NHP visits past 12 months: respondent	368	1.08	1	1.12
Q34	NPS site visits past 12 months: respondent	360	2.51	2	4.67
Q34	Current age: all group members	727	50.92	58	20.87
Q34	Klondike Gold Rush NHP visits past 12 months: all group members	1015	1.03	1	0.69
Q34	NPS site visits past 12 months: all group members	934	2.20	1	3.51

Appendix 2. The Questionnaire



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

Klondike Gold Rush National Historical Park

Visitor Study



2016

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).



United States Department of the Interior

NATIONAL PARK SERVICE

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



Summer, 2016

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.

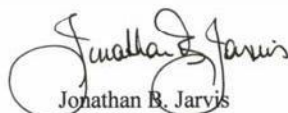
This questionnaire is only being given to a select number of visitors, so your participation is very important. It should take about 20 minutes to complete after your visit.

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.

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 Klondike Gold Rush National Historical 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 **visit** is defined as the day in which you were contacted to complete this questionnaire. A **trip** is defined as the total extent of time away from your personal residence that could include multiple visits to Klondike Gold Rush National Historical Park.

Please refer to the enclosed map of the park when answering the questions in Sections A-D and Section F. There is a separate map on Page 12 of the questionnaire for you to refer to when answering the questions in Section E.

A. Trip Description

1. Including yourself, how many people were in your personal group during your visit to Klondike Gold Rush National Historical Park (NHP) 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 Klondike Gold Rush NHP 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 Klondike Gold Rush NHP, 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 Klondike Gold Rush NHP on this trip?

_____ Number of hours

AND

_____ Number of miles

5. On how many days during this trip did you enter or re-enter Klondike Gold Rush NHP? 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 Klondike Gold Rush NHP

OR

- ☐ Don't know/Not sure

6. On this trip, how much total time did you spend within Klondike Gold Rush NHP?

_____ Number of hours, if a day trip

_____ Number of days, if greater than 1 day

B. Trip Planning and Motivations

7. Prior to this trip, how did you obtain information about Klondike Gold Rush NHP?
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
- ☐ Klondike Gold Rush NHP website (nps.gov/klgo)
- ☐ 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) _____

8. Did you have the information about Klondike Gold Rush NHP you needed on this trip? Please mark (●) **one**.
- ☐ Yes
- ☐ No (Please specify information you needed but didn't have on this trip.)

9. How important to you was each of the following reasons for visiting Klondike Gold Rush NHP 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)	☐	☐	☐	☐	☐

10. Of the reasons listed in Question 9, which was the most important reason for you to visit Klondike Gold Rush NHP on this trip?

C. Park Activities, Programs, and Services

11. On this trip, in which of the following activities did you personally participate within Klondike Gold Rush NHP? 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
- ☐ Overnight backpacking
- ☐ Family gathering/reunion
- ☐ Picnicking
- ☐ Shopping
- ☐ Foraging/collecting edibles (e.g., mushrooms, berries)
- ☐ Rock climbing/bouldering
- ☐ Mountaineering
- ☐ Other (Please specify) _____
- ☐ Other (Please specify) _____

12. Of the activities listed in Question 11, which was your primary activity during your visit to Klondike Gold Rush NHP on the day you were contacted for this survey?

OR

- ☐ I did not have a primary activity on this trip to Klondike Gold Rush NHP.

13. On this trip, in which of the following programs and services did you personally participate within Klondike Gold Rush NHP? 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 Klondike Gold Rush NHP
 - ☐ Other (Please specify) _____
14. On this visit to Klondike Gold Rush NHP, 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
15. If you were to visit Klondike Gold Rush NHP 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

16. How important to you was it during your visit to Klondike Gold Rush NHP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Klondike Gold Rush NHP 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)	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

17. 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 Klondike Gold Rush NHP? Please mark (●) **one**.

☐ Yes

☐ No → **Go to Question 18**

- 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) _____

18. What did you like most about your visit to Klondike Gold Rush NHP?

19. What did you like least about your visit to Klondike Gold Rush NHP?

20. Did your visit to Klondike Gold Rush NHP, on this trip, meet your expectations? Please mark (●) **one**.

☐ Yes

☐ Not entirely (Please explain)

☐ Not at all (Please explain)

D. Park Management

21. 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
Klondike Gold Rush NHP is a safe place to visit	☐	☐	☐	☐	☐	☐
Klondike Gold Rush NHP is too crowded	☐	☐	☐	☐	☐	☐
Natural resources in Klondike Gold Rush NHP are in pristine condition	☐	☐	☐	☐	☐	☐
Vandalism and crime are not a problem in Klondike Gold Rush NHP	☐	☐	☐	☐	☐	☐
Klondike Gold Rush NHP is not accessible to persons with physical disabilities	☐	☐	☐	☐	☐	☐
Historical and cultural features in Klondike Gold Rush NHP are well maintained/preserved	☐	☐	☐	☐	☐	☐
Development of adjacent areas detracts from visitors' experiences at Klondike Gold Rush NHP	☐	☐	☐	☐	☐	☐

22. How would you rate the quality of the facilities, services, and recreational opportunities in Klondike Gold Rush NHP? Please mark (●) **one** for each row.

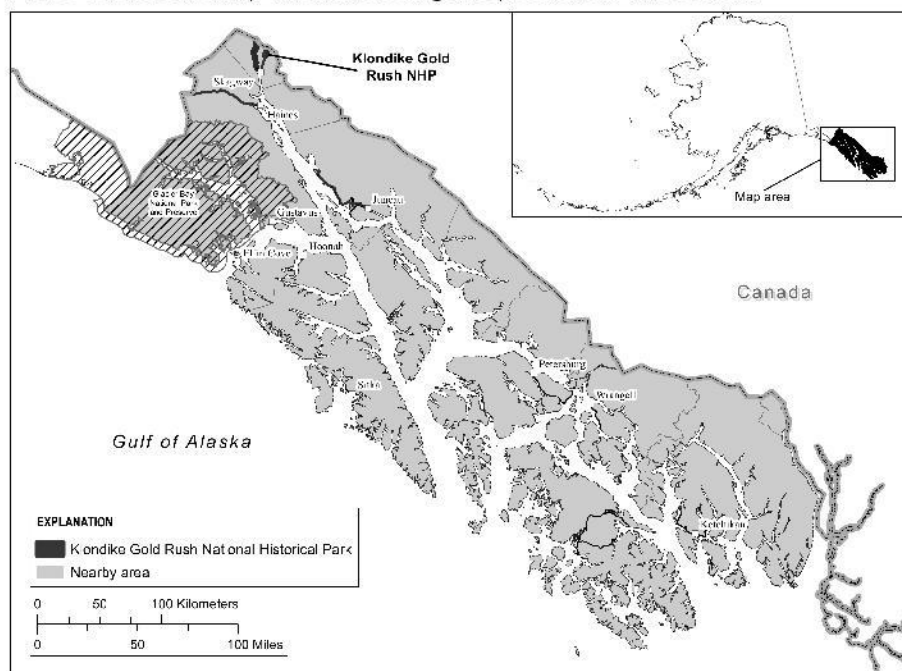
	Very Good	Good	Average	Poor	Very Poor	Not Used or Not Available
Park Facilities						
Visitor center	☐	☐	☐	☐	☐	☐
Exhibits (indoor and outdoor)	☐	☐	☐	☐	☐	☐
Restrooms	☐	☐	☐	☐	☐	☐
Walkways, trails, and roads	☐	☐	☐	☐	☐	☐
Campgrounds and/or picnic areas	☐	☐	☐	☐	☐	☐
Visitor Services						
Assistance from park 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.)	☐	☐	☐	☐	☐	☐

23. Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Klondike Gold Rush NHP? Please mark (●) **one**.
- ☐ Very good
 - ☐ Good
 - ☐ Average
 - ☐ Poor
 - ☐ Very poor

24. 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.



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

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

☐ Yes

☐ No → Go to Question 27

- b) If **YES**, please list the number of nights you stayed in Klondike Gold Rush NHP 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 Klondike Gold Rush NHP	_____
Camping in Klondike Gold Rush NHP	_____
Camping outside Klondike Gold Rush NHP	_____
Lodging outside Klondike Gold Rush NHP	_____
Cruise ship	_____
Other accommodations (e.g., friends/relatives)	_____

27. Was this trip to Klondike Gold Rush NHP? 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

28. Did you visit any other National Park Service sites on your trip away from home? Please mark (●) **one**.
- ☐ Yes (Please specify)
- _____
- _____
- _____
- ☐ No
29. 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 30**
- 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 Klondike Gold Rush NHP 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 Klondike Gold Rush NHP 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)	☐

30. Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Klondike Gold Rush NHP 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 Klondike Gold Rush NHP.

Expenses	Amount spent in Klondike Gold Rush NHP and nearby area
Gas and oil (e.g., auto, RV, boat, etc.)	\$ _____
Rental cars	\$ _____
Taxis, shuttles, and ground public transportation	\$ _____
Local water transportation (e.g., ferries and scenic boat rides)	\$ _____
Local air transportation (e.g., bush flights and scenic flights)	\$ _____
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., outdoor adventures, miniature golf, etc.)	\$ _____
Souvenirs, clothing, supplies, other retail	\$ _____
Equipment rental	\$ _____
Guides and tour fees	\$ _____
Other (Please list) _____	\$ _____

OR ☐ Don't know/Not sure

31. 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

32. 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

33. As you know, some of the costs of travel such as gasoline, hotels, rental cars, and airline tickets often increase. If your share of the total trip costs were to increase, what is the maximum extra amount you personally would be willing to pay for this most recent trip to Klondike Gold Rush NHP? Please mark (●)

one.

- ☐ \$0
- ☐ \$5
- ☐ \$10
- ☐ \$20
- ☐ \$30
- ☐ \$45
- ☐ \$60
- ☐ \$75
- ☐ \$100
- ☐ \$125
- ☐ \$150
- ☐ \$200
- ☐ \$250
- ☐ \$350
- ☐ \$500
- ☐ \$750

F. Background

34. For your personal group during your visit to Klondike Gold Rush NHP 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 Klondike Gold Rush NHP 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 Klondike Gold Rush NHP 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 Klondike Gold Rush NHP 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 Klondike Gold Rush NHP 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 Klondike Gold Rush NHP, 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 Klondike Gold Rush NHP'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



Postcard mailed to respondents with international addresses



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. Detailed Sampling Procedures

Site Schematics

As noted, the SEM visitor survey was administered at eight locations in Klondike Gold Rush NHP. 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 101 through Figure 108). 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 sampling 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.

Other Sampling Procedures

Visitor groups at Chilkoot Trailhead and Dyea were sampled using a first-after-last sampling approach. The first-after-last sampling approach involved the survey administrator contacting the first visitor group to enter the sampling area. 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 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 contacted the next visitor group and asked them to participate in the survey. The survey administrator repeated this sequence of steps throughout the sampling period.

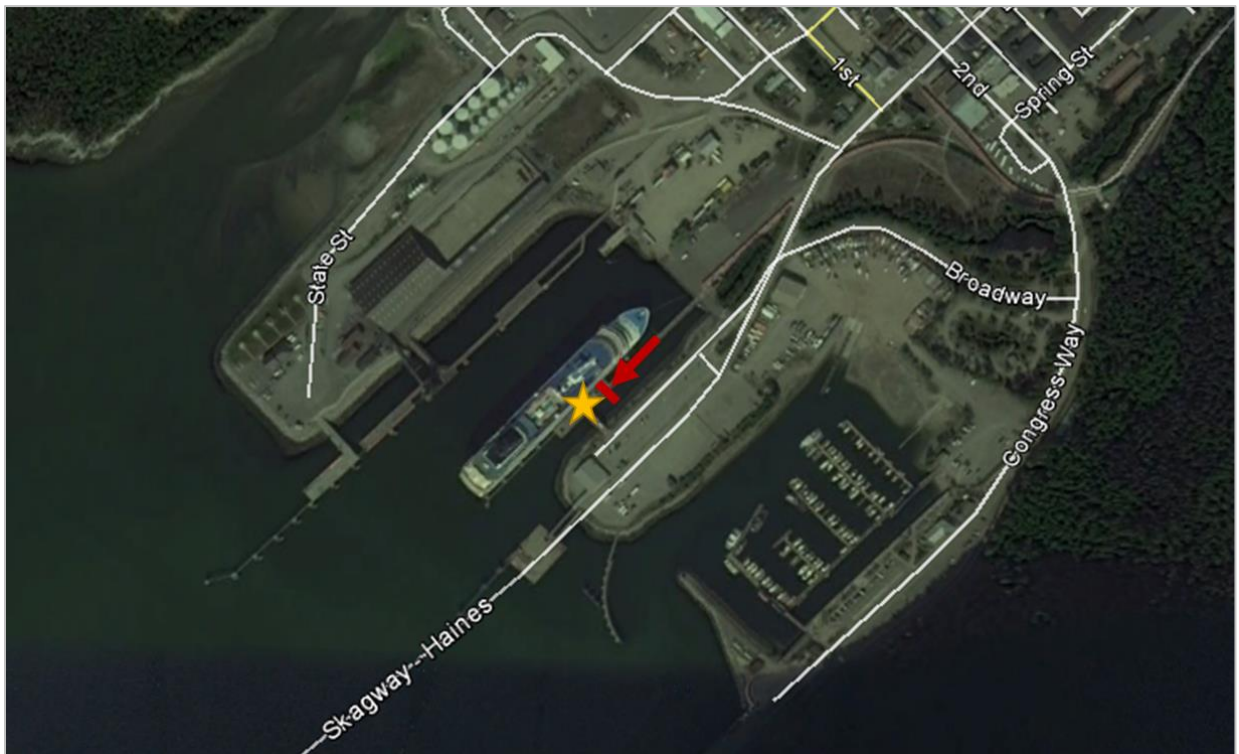


Figure 101. Broadway Dock sampling location.



Figure 102. Chilkoot Trailhead sampling location.



Figure 103. Dyea sampling location.

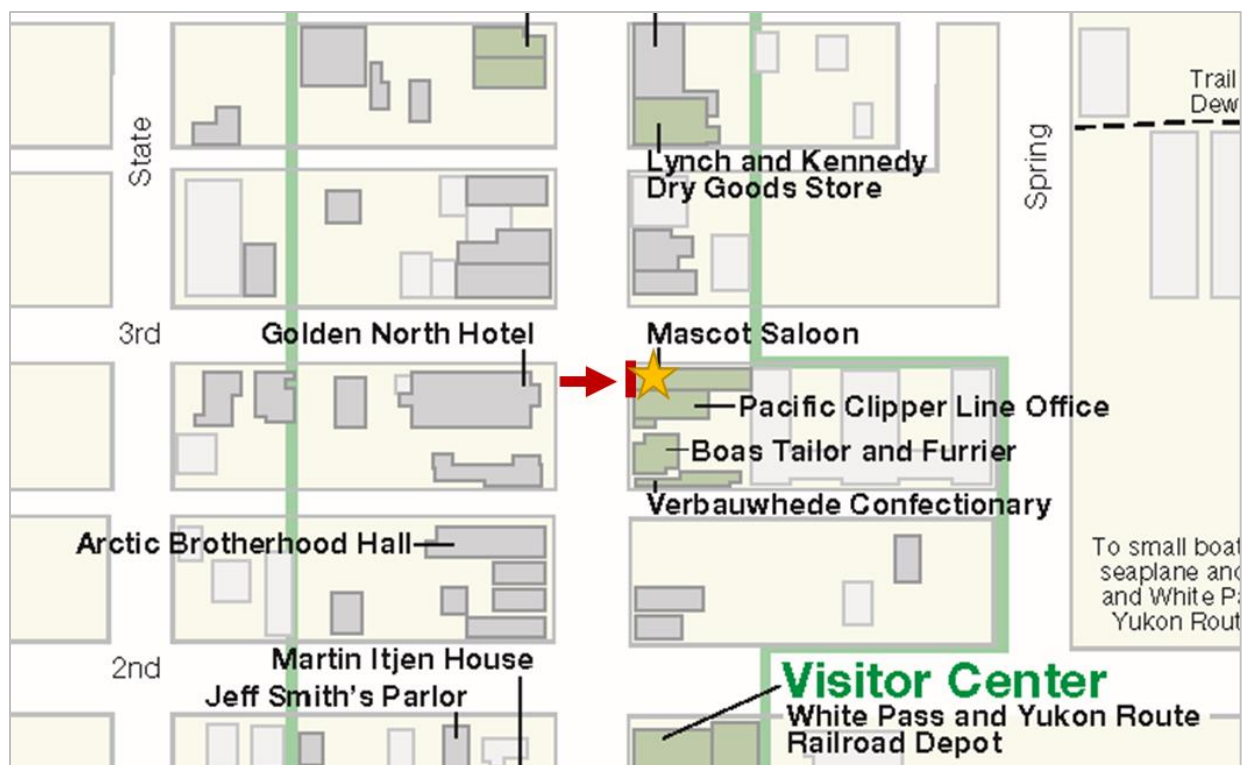


Figure 104. Mascot Saloon sampling location.



Figure 105. Moore House sampling location.

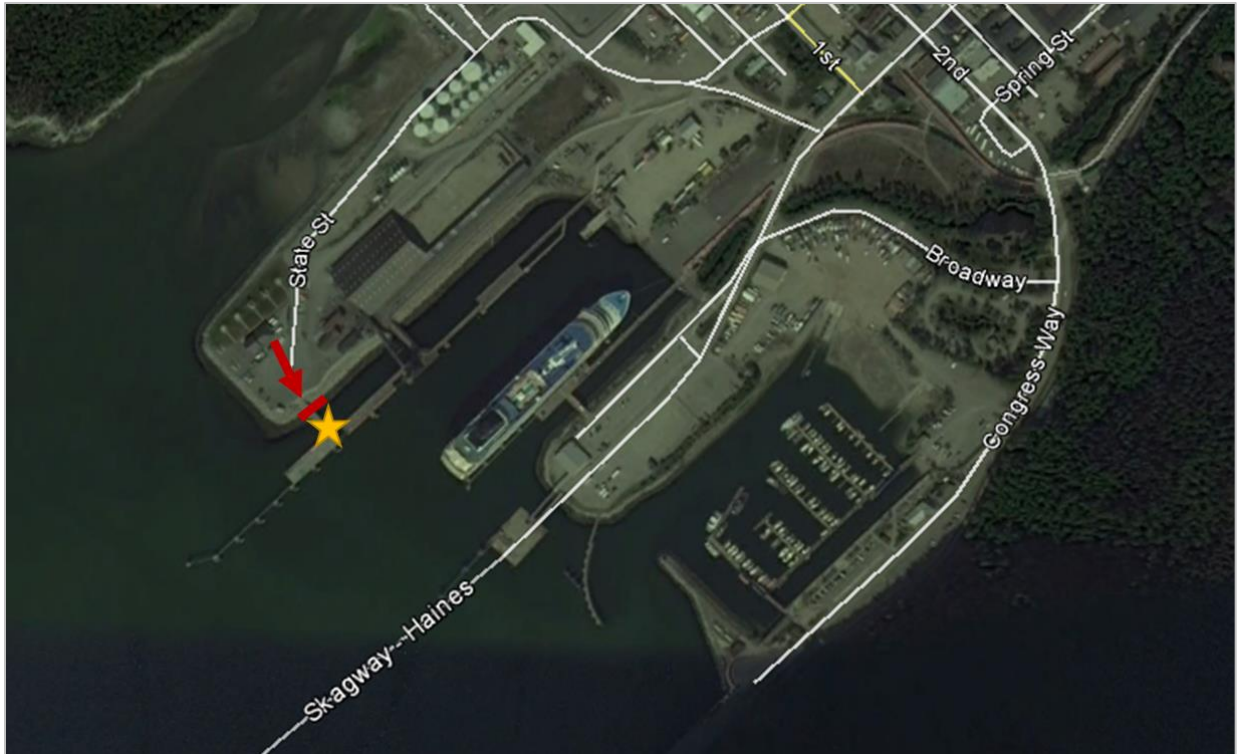


Figure 106. Ore Dock sampling location.

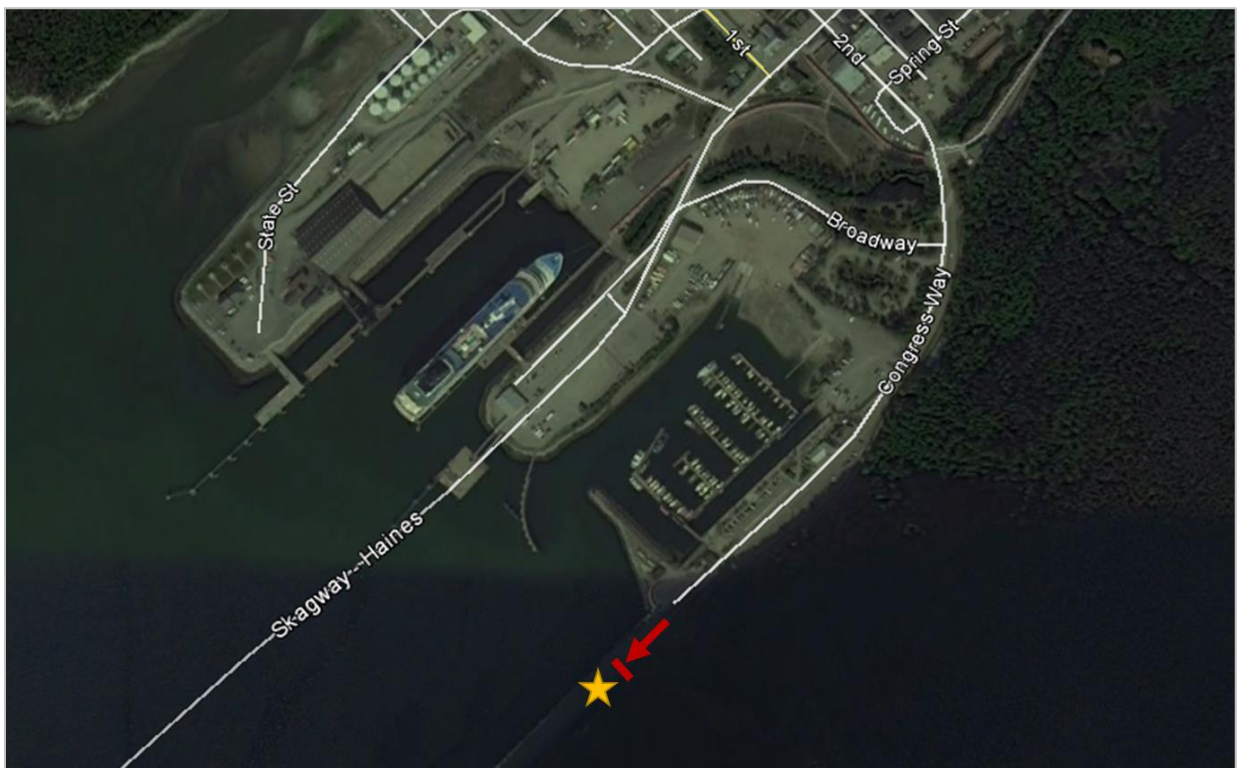


Figure 107. Railroad Dock sampling location.

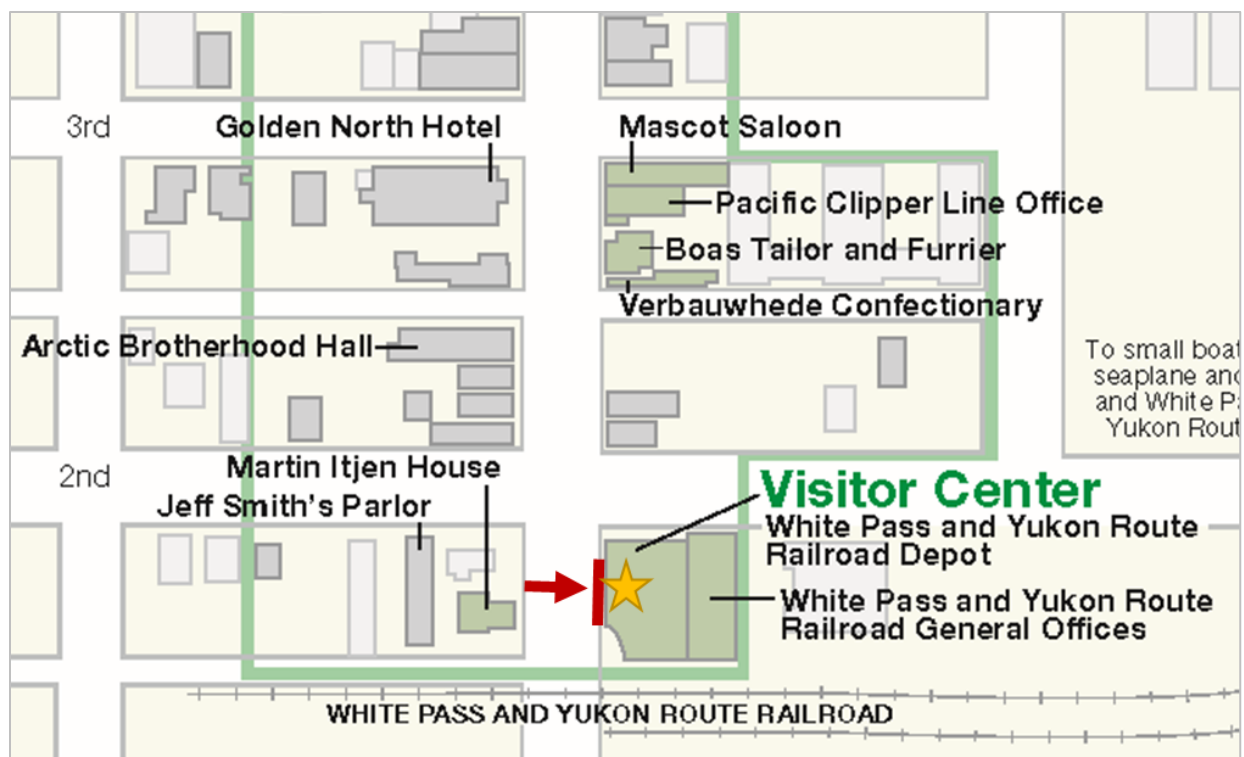


Figure 108. Visitor Center sampling location.

Appendix 6. Non-response Bias Analysis - Effects on Survey Responses due to Number of Adults in Group and Number of Children in Group

This study used answers to five, pre-selected non-response bias questions and one observable characteristic (initial contact gender) of contacted visitors to compare respondents with non-respondents and check for non-response bias. Results of a chi-square test for independence with $\alpha = 0.05$ and $p \leq 0.008$ (following Bonferroni correction) suggest that groups who responded to the SEM survey differ significantly from non-respondents, with respect to number of adults in group ($\chi^2 = 11.863$; $p = 0.008$) and number of children in group ($\chi^2 = 23.254$; $p < 0.001$). Specifically, respondents were more likely than non-respondents to have two adults in their personal group, while non-respondents were more likely than respondents to have five or more adults in their personal group. Additionally, respondents were more likely than non-respondents to have no children in their personal group, while non-respondents were more likely respondents to have two or more children in their personal group.

The potential impact of this non-response bias on the results of the SEM survey was further explored. Specifically, effects due to number of adults in group and number of children in group were examined for 67 key questions in the SEM survey that were designed to assess use of information sources for trip planning, motivations for visiting Klondike Gold Rush NHP, participation in activities, programs, and services, attitudes toward park management, and satisfaction with park services and facilities (Table 26 and Table 27). A Bonferroni correction was applied to account for the fact that 67 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 0.0007 are assumed to be statistically significant. Statistically significant effects of number of adults in group and number of children in group on survey responses were observed for just 1 of the 67 questions and 2 of 67 questions that were assessed, respectively, and are emphasized with bold text in Table 26 and Table 27.

Where statistical differences were found between respondent subgroups, results by subgroup are reported in this Appendix to document the effects of these differences (Figure 109 through Figure 111). The format of these figures is as follows:

1. The figure title describes the graph's information.
2. Listed below the graph, the "N" shows the number of individuals or visitor groups responding to the question for each group. The phrase "CAUTION!" is shown on the graph to indicate the results are unreliable due to low sample size ($N < 30$).
3. appears when total percentages do not equal 100 due to rounding.
4. Vertical information (y-axis) describes the response category.
5. Horizontal information (x-axis) percentage of responses in each category.
6. The proportion of visitor groups/visitors who responded to each category.

Table 26. Statistical tests of Number of Adults in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about Klondike Gold Rush NHP? Please mark all that apply. (Q7)	Did not obtain information prior to this visit	0 = No 1 = Yes	408	$\chi^2 = 6.243$; $p = 0.100$
	Previous visits	0 = No 1 = Yes	408	$\chi^2 = 1.306$; $p = 0.728$
	Friends/relatives/word of mouth	0 = No 1 = Yes	408	$\chi^2 = 2.837$; $p = 0.417$
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	408	$\chi^2 = 0.794$; $p = 0.851$
	Klondike Gold Rush NHP website	0 = No 1 = Yes	408	$\chi^2 = 0.565$; $p = 0.904$
	Other website	0 = No 1 = Yes	408	$\chi^2 = 0.553$; $p = 0.907$
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	408	$\chi^2 = 2.738$; $p = 0.434$
	Maps/brochures	0 = No 1 = Yes	408	$\chi^2 = 0.958$; $p = 0.811$
	Newspaper/magazine articles	0 = No 1 = Yes	408	$\chi^2 = 1.842$; $p = 0.606$
	Other units of the National Park System	0 = No 1 = Yes	408	$\chi^2 = 1.072$; $p = 0.784$
	School class/program	0 = No 1 = Yes	408	$\chi^2 = 0.469$; $p = 0.926$
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	408	$\chi^2 = 3.331$; $p = 0.343$

Table 26 (continued). Statistical tests of Number of Adults in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about Klondike Gold Rush NHP? Please mark all that apply. (Q7) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	408	$\chi^2 = 0.379$; $p = 0.944$
	Television/radio programs/DVDs	0 = No 1 = Yes	408	$\chi^2 = 1.980$; $p = 0.577$
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	408	$\chi^2 = 9.035$; $p = 0.029$
How important to you was each of the following reasons for visiting Klondike Gold Rush NHP on this trip? Please mark one for each row. (Q9)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	380	$\chi^2 = 9.068$; $p = 0.697$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	379	$\chi^2 = 41.639$; $p < 0.0001$
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	398	$\chi^2 = 11.551$; $p = 0.482$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	377	$\chi^2 = 10.767$; $p = 0.549$
	To relax	1 = "Extremely important" to 5 = "Not at all important"	378	$\chi^2 = 16.543$; $p = 0.168$

Table 26 (continued). Statistical tests of Number of Adults in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
How important to you was each of the following reasons for visiting Klondike Gold Rush NHP on this trip? Please mark one for each row. (Q9) (continued)	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	392	$\chi^2 = 15.038$; $p = 0.239$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	386	$\chi^2 = 9.204$; $p = 0.685$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	333	$\chi^2 = 10.924$; $p = 0.535$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	374	$\chi^2 = 9.556$; $p = 0.655$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	372	$\chi^2 = 15.914$; $p = 0.195$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	382	$\chi^2 = 8.611$; $p = 0.736$
	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	364	$\chi^2 = 10.750$; $p = 0.550$

Table 26 (continued). Statistical tests of Number of Adults in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within Klondike Gold Rush NHP? Please mark all that apply. (Q11)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	405	$\chi^2 = 4.157$; $p = 0.245$
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	405	$\chi^2 = 0.795$; $p = 0.851$
	Visiting a cultural or historic site	0 = No 1 = Yes	405	$\chi^2 = 1.046$; $p = 0.790$
	Nature study	0 = No 1 = Yes	405	$\chi^2 = 2.840$; $p = 0.417$
	Driving for pleasure	0 = No 1 = Yes	405	$\chi^2 = 4.681$; $p = 0.197$
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	405	$\chi^2 = 7.012$; $p = 0.072$
	Day hiking (1 hour or more)	0 = No 1 = Yes	405	$\chi^2 = 3.013$; $p = 0.390$
	Bicycling	0 = No 1 = Yes	405	$\chi^2 = 1.876$; $p = 0.599$
	Running/jogging	0 = No 1 = Yes	405	$\chi^2 = 1.876$; $p = 0.599$
	Fishing	0 = No 1 = Yes	405	$\chi^2 = 12.851$; $p = 0.005$
	Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)	0 = No 1 = Yes	405	$\chi^2 = 6.875$; $p = 0.076$
	Motorized water travel (boating, jet skiing, etc.)	0 = No 1 = Yes	405	$\chi^2 = 1.085$; $p = 0.781$

Table 26 (continued). Statistical tests of Number of Adults in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within Klondike Gold Rush NHP? Please mark all that apply. (Q11) (continued)	Camping in developed sites	0 = No 1 = Yes	405	$\chi^2 = 1.595$; $p = 0.660$
	Overnight backpacking	0 = No 1 = Yes	405	$\chi^2 = 1.347$; $p = 0.718$
	Family gathering/reunion	0 = No 1 = Yes	405	$\chi^2 = 10.953$; $p = 0.012$
	Picnicking	0 = No 1 = Yes	405	$\chi^2 = 1.026$; $p = 0.795$
	Shopping	0 = No 1 = Yes	405	$\chi^2 = 1.315$; $p = 0.726$
	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	405	$\chi^2 = 3.902$; $p = 0.272$
	Rock Climbing	0 = No 1 = Yes	405	$\chi^2 = 2.395$; $p = 0.495$
	Mountaineering	0 = No 1 = Yes	405	N/A
On this trip, in which of the following programs and services did you personally participate within Klondike Gold Rush NHP? (Q13)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	370	$\chi^2 = 2.488$; $p = 0.477$
	Talking informally with a ranger	0 = No 1 = Yes	370	$\chi^2 = 5.547$; $p = 0.136$
	Viewing outdoor exhibits	0 = No 1 = Yes	370	$\chi^2 = 2.014$; $p = 0.570$
	Viewing indoor exhibits	0 = No 1 = Yes	370	$\chi^2 = 1.403$; $p = 0.705$

Table 26 (continued). Statistical tests of Number of Adults in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following programs and services did you personally participate within Klondike Gold Rush NHP? (Q13) (continued)	Attending a cultural demonstration or performance	0 = No 1 = Yes	370	$\chi^2 = 1.643$; $p = 0.650$
	Reading the park brochure or newspaper	0 = No 1 = Yes	370	$\chi^2 = 5.000$; $p = 0.172$
	Going to the Visitor Center	0 = No 1 = Yes	370	$\chi^2 = 1.233$; $p = 0.745$
	Watching movies or videos about the park	0 = No 1 = Yes	370	$\chi^2 = 0.996$; $p = 0.802$
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	370	$\chi^2 = 3.648$; $p = 0.302$
	Obtaining National Park passport stamp	0 = No 1 = Yes	370	$\chi^2 = 2.068$; $p = 0.558$
	Listening to an audio tour or podcast	0 = No 1 = Yes	370	$\chi^2 = 1.615$; $p = 0.656$
	Using a smart phone app specific to Klondike Gold Rush NHP	0 = No 1 = Yes	370	$\chi^2 = 1.941$; $p = 0.585$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21)	Klondike Gold Rush NHP is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	399	$\chi^2 = 20.202$; $p = 0.164$
	Klondike Gold Rush NHP is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	396	$\chi^2 = 13.607$; $p = 0.555$

Table 26 (continued). Statistical tests of Number of Adults in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21) (continued)	Natural resources in Klondike Gold Rush NHP are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	395	$\chi^2 = 6.042$; $p = 0.914$
	Vandalism and crime are not a problem in Klondike Gold Rush NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	398	$\chi^2 = 11.018$; $p = 0.751$
	Klondike Gold Rush NHP is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	397	$\chi^2 = 13.764$; $p = 0.544$
	Historical and cultural features in Klondike Gold Rush NHP are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	397	$\chi^2 = 23.331$; $p = 0.077$
	Development of adjacent areas detracts from visitors' experiences at Klondike Gold Rush NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	395	$\chi^2 = 10.921$; $p = 0.758$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Klondike Gold Rush NHP? (Q23)	–	1 = "Very good" to 5 = "Very poor"	377	$\chi^2 = 12.358$; $p = 0.194$

Table 27. Statistical tests of Number of Children in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about Klondike Gold Rush NHP? Please mark all that apply. (Q7)	Did not obtain information prior to this visit	0 = No 1 = Yes	408	$\chi^2 = 0.531$; $p = 0.767$
	Previous visits	0 = No 1 = Yes	408	$\chi^2 = 0.481$; $p = 0.786$
	Friends/relatives/word of mouth	0 = No 1 = Yes	408	$\chi^2 = 3.160$; $p = 0.206$
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	408	$\chi^2 = 1.343$; $p = 0.511$
	Klondike Gold Rush NHP website	0 = No 1 = Yes	408	$\chi^2 = 0.030$; $p = 0.985$
	Other website	0 = No 1 = Yes	408	$\chi^2 = 0.658$; $p = 0.719$
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	408	$\chi^2 = 1.037$; $p = 0.595$
	Maps/brochures	0 = No 1 = Yes	408	$\chi^2 = 1.680$; $p = 0.423$
	Newspaper/magazine articles	0 = No 1 = Yes	408	$\chi^2 = 0.774$; $p = 0.679$
	Other units of the National Park System	0 = No 1 = Yes	408	$\chi^2 = 0.670$; $p = 0.715$
	School class/program	0 = No 1 = Yes	408	$\chi^2 = 0.127$; $p = 0.938$
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	408	$\chi^2 = 13.290$; $p = 0.001$

Table 27 (continued). Statistical tests of Number of Children in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about Klondike Gold Rush NHP? Please mark all that apply. (Q7) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	408	$\chi^2 = 1.355$; $p = 0.508$
	Television/radio programs/DVDs	0 = No 1 = Yes	408	$\chi^2 = 0.615$; $p = 0.735$
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	408	$\chi^2 = 6.637$; $p = 0.036$
How important to you was each of the following reasons for visiting Klondike Gold Rush NHP on this trip? Please mark one for each row. (Q9)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	380	$\chi^2 = 8.467$; $p = 0.389$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	379	$\chi^2 = 16.370$; $p = 0.037$
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	398	$\chi^2 = 14.276$; $p = 0.075$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	377	$\chi^2 = 10.834$; $p = 0.211$
	To relax	1 = "Extremely important" to 5 = "Not at all important"	378	$\chi^2 = 11.683$; $p = 0.166$

Table 27 (continued). Statistical tests of Number of Children in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
How important to you was each of the following reasons for visiting Klondike Gold Rush NHP on this trip? Please mark one for each row. (Q9) (continued)	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	392	$\chi^2 = 8.137$; $p = 0.420$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	386	$\chi^2 = 8.568$; $p = 0.380$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	333	$\chi^2 = 3.471$; $p = 0.901$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	374	$\chi^2 = 3.241$; $p = 0.918$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	372	$\chi^2 = 9.310$; $p = 0.317$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	382	$\chi^2 = 1.707$; $p = 0.989$
	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	364	$\chi^2 = 6.366$; $p = 0.606$

Table 27 (continued). Statistical tests of Number of Children in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within Klondike Gold Rush NHP? Please mark all that apply. (Q11)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	405	$\chi^2 = 1.106$; $p = 0.575$
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	405	$\chi^2 = 2.628$; $p = 0.269$
	Visiting a cultural or historic site	0 = No 1 = Yes	405	$\chi^2 = 4.269$; $p = 0.118$
	Nature study	0 = No 1 = Yes	405	$\chi^2 = 1.418$; $p = 0.492$
	Driving for pleasure	0 = No 1 = Yes	405	$\chi^2 = 2.423$; $p = 0.298$
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	405	$\chi^2 = 1.314$; $p = 0.518$
	Day hiking (1 hour or more)	0 = No 1 = Yes	405	$\chi^2 = 3.250$; $p = 0.197$
	Bicycling	0 = No 1 = Yes	405	$\chi^2 = 0.530$; $p = 0.767$
	Running/jogging	0 = No 1 = Yes	405	$\chi^2 = 0.530$; $p = 0.767$
	Fishing	0 = No 1 = Yes	405	$\chi^2 = 1.248$; $p = 0.536$
	Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)	0 = No 1 = Yes	405	$\chi^2 = 0.611$; $p = 0.737$
	Motorized water travel (boating, jet skiing, etc.)	0 = No 1 = Yes	405	$\chi^2 = 2.045$; $p = 0.360$

Table 27 (continued). Statistical tests of Number of Children in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within Klondike Gold Rush NHP? Please mark all that apply. (Q11) (continued)	Camping in developed sites	0 = No 1 = Yes	405	$\chi^2 = 1.208$; $p = 0.547$
	Overnight backpacking	0 = No 1 = Yes	405	$\chi^2 = 0.696$; $p = 0.706$
	Family gathering/reunion	0 = No 1 = Yes	405	$\chi^2 = 20.971$; $p < 0.0001$
	Picnicking	0 = No 1 = Yes	405	$\chi^2 = 1.005$; $p = 0.605$
	Shopping	0 = No 1 = Yes	405	$\chi^2 = 2.546$; $p = 0.280$
	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	405	$\chi^2 = 0.574$; $p = 0.751$
	Rock Climbing	0 = No 1 = Yes	405	$\chi^2 = 10.439$; $p = 0.005$
	Mountaineering	0 = No 1 = Yes	405	N/A
On this trip, in which of the following programs and services did you personally participate within Klondike Gold Rush NHP? (Q13)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	370	$\chi^2 = 3.860$; $p = 0.145$
	Talking informally with a ranger	0 = No 1 = Yes	370	$\chi^2 = 2.300$; $p = 0.317$
	Viewing outdoor exhibits	0 = No 1 = Yes	370	$\chi^2 = 0.541$; $p = 0.763$
	Viewing indoor exhibits	0 = No 1 = Yes	370	$\chi^2 = 1.132$; $p = 0.568$

Table 27 (continued). Statistical tests of Number of Children in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following programs and services did you personally participate within Klondike Gold Rush NHP? (Q13) (continued)	Attending a cultural demonstration or performance	0 = No 1 = Yes	370	$\chi^2 = 0.299$; $p = 0.861$
	Reading the park brochure or newspaper	0 = No 1 = Yes	370	$\chi^2 = 0.764$; $p = 0.683$
	Going to the Visitor Center	0 = No 1 = Yes	370	$\chi^2 = 0.028$; $p = 0.986$
	Watching movies or videos about the park	0 = No 1 = Yes	370	$\chi^2 = 1.350$; $p = 0.509$
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	370	$\chi^2 = 60.050$; $p < 0.0001$
	Obtaining National Park passport stamp	0 = No 1 = Yes	370	$\chi^2 = 0.684$; $p = 0.710$
	Listening to an audio tour or podcast	0 = No 1 = Yes	370	$\chi^2 = 0.534$; $p = 0.766$
	Using a smart phone app specific to Klondike Gold Rush NHP	0 = No 1 = Yes	370	$\chi^2 = 1.970$; $p = 0.373$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21)	Klondike Gold Rush NHP is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	399	$\chi^2 = 4.349$; $p = 0.930$
	Klondike Gold Rush NHP is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	396	$\chi^2 = 7.078$; $p = 0.718$

Table 27 (continued). Statistical tests of Number of Children in Group on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q21) (continued)	Natural resources in Klondike Gold Rush NHP are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	395	$\chi^2 = 6.421$; $p = 0.600$
	Vandalism and crime are not a problem in Klondike Gold Rush NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	398	$\chi^2 = 5.613$; $p = 0.847$
	Klondike Gold Rush NHP is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	397	$\chi^2 = 3.317$; $p = 0.973$
	Historical and cultural features in Klondike Gold Rush NHP are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	397	$\chi^2 = 13.238$; $p = 0.211$
	Development of adjacent areas detracts from visitors' experiences at Klondike Gold Rush NHP	1 = "Strongly agree" to 5 = "Strongly disagree"	395	$\chi^2 = 5.486$; $p = 0.856$
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Klondike Gold Rush NHP? (Q23)	–	1 = "Very good" to 5 = "Very poor"	377	$\chi^2 = 12.678$; $p = 0.048$

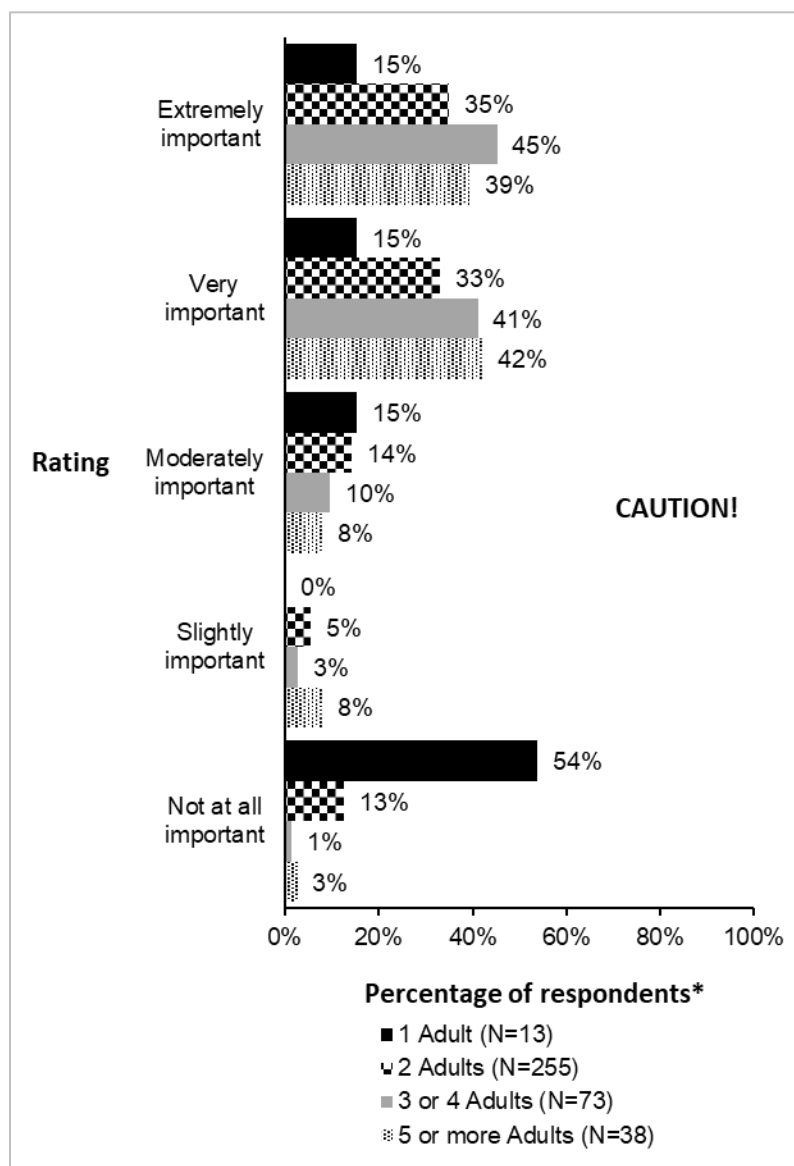


Figure 109. Importance of spending time with friends/family, by Number of Adults in Group.

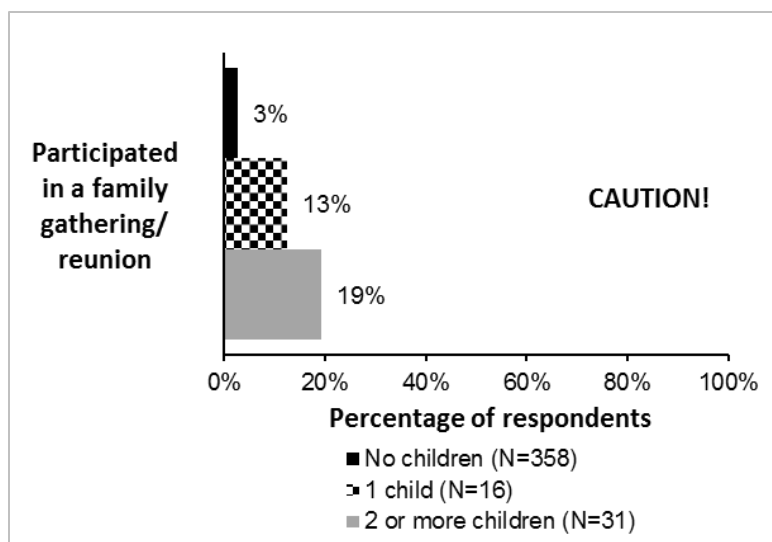


Figure 110. Participation in family gathering/reunion on this trip, by Number of Children in Group.

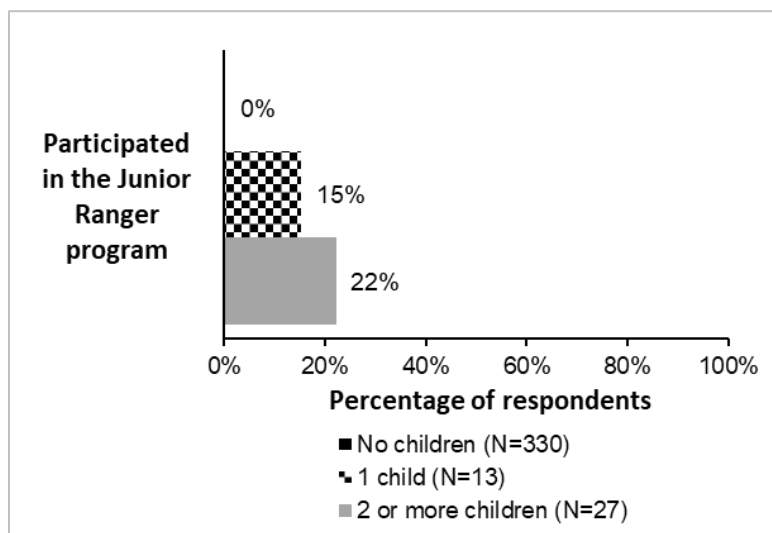


Figure 111. Participation with a child in a Junior Ranger program, by Number of Children in Group.

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.

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National Park Service
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