



Glacier Bay National Park & Preserve

Socioeconomic Monitoring Pilot Implementation

Summer 2015

Natural Resource Report NPS/GLBA/NRR—2019/1896



ON THE COVER

Photograph of Johns Hopkins Glacier

Photograph courtesy of the National Park Service

Glacier Bay National Park & Preserve

Socioeconomic Monitoring Pilot Implementation

Summer 2015

Natural Resource Report NPS/GLBA/NRR—201X/XXXX

Resource Systems Group (RSG)
55 Railroad Row
White River Junction, VT 05001

March 2019

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

The National Park Service, Natural Resource Stewardship and Science office in Fort Collins, Colorado, publishes a range of reports that address natural resource topics. These reports are of interest and applicability to a broad audience in the National Park Service and others in natural resource management, including scientists, conservation and environmental constituencies, and the public.

The Natural Resource Report Series is used to disseminate comprehensive information and analysis about natural resources and related topics concerning lands managed by the National Park Service. The series supports the advancement of science, informed decision-making, and the achievement of the National Park Service mission. The series also provides a forum for presenting more lengthy results that may not be accepted by publications with page limitations.

All manuscripts in the series receive the appropriate level of peer review to ensure that the information is scientifically credible, technically accurate, appropriately written for the intended audience, and designed and published in a professional manner.

Data in this report were collected and analyzed using methods based on established, peer-reviewed protocols and were analyzed and interpreted within the guidelines of the protocols.

Views, statements, findings, conclusions, recommendations, and data in this report do not necessarily reflect views and policies of the National Park Service, U.S. Department of the Interior. Mention of trade names or commercial products does not constitute endorsement or recommendation for use by the U.S. Government.

This report is available in digital format from the [Natural Resource Publications Management website](#). If you have difficulty accessing information in this publication, particularly if using assistive technology, please email irma@nps.gov.

Please cite this publication as:

Resource Systems Group (RSG). 2019. Glacier Bay National Park & Preserve socioeconomic monitoring pilot implementation: Summer 2015. Natural Resource Report NPS/GLBA/NRR—2019/1896. National Park Service, Fort Collins, Colorado.

Contents

	Page
Figures.....	vii
Tables.....	xii
Appendices.....	xix
Executive Summary	xx
Acknowledgments.....	xxiii
List of Terms.....	xxiii
Introduction.....	1
Organization of Report.....	1
Presentation of the Results	2
Methods.....	3
Survey Method	3
Sampling Plan.....	3
Questionnaire Design	4
Sampling Procedures	5
Sampling Results	7
Data Entry and Cleaning	8
Non-Response Bias	8
Weighting of Survey Response Data.....	11
Data Analysis	12
Limitations.....	12
Special Conditions.....	12
Results.....	13
Group and Visitor Characteristics	13
Visitor group size	13
Number of adults within group.....	14
Number of children within group.....	15

Contents (continued)

	Page
Visitor group type.....	16
Visitor age	17
Visitor gender	19
Visitor ethnicity	20
Visitor race	21
Figure 9. Visitor race.....	21
Visitor speaking language	22
Visitor reading language.....	23
U.S. visitors' state of residence	24
International visitors' country of residence	27
Live in nearby area	29
Visitor level of education	31
Household income	32
Household size.....	33
Frequency of visits to park	34
Frequency of visits to other National Park Service sites	35
Pre-Trip Planning and Experience.....	36
Information sources prior to visit	36
Information needed.....	38
Forms of transportation	40
Number of people in vehicle	41
Water-based transportation.....	42
Hours traveled to park	43
Miles traveled to park.....	44
Role of park visit in trip away from home	45
Role of park visit in trip away from home, if not primary or sole purpose for trip.....	46

Contents (continued)

	Page
Reasons for visiting park on this trip.....	48
Most important reason for visiting on this trip	56
Park Experience and Activities	58
Type of entrance fee applied	58
Length of stay in park.....	59
Days entered or re-entered park	61
Overnight stay	62
Nights spent in overnight accommodations	63
Visits to other National Park Service sites	71
Other National Park Service sites visited	72
Activity participation.....	73
Primary activity on this trip	77
Visitors with physical conditions	79
Programs and services participation.....	82
Learning from park staff, programs, and/or exhibits.....	84
Learning about subjects on future visits	87
Expenditures	89
Purchase of package tour(s).....	89
Items included in package tour(s) as a part of visit	93
Total expenditures inside park and nearby area	95
Percentages of total expenditures inside park and nearby area	96
Number of people covered by expenses	98
Adults covered by expenses	99
Children covered by expenses	100
Sharing of expenses.....	101
Total expenditures outside of park and nearby area	102

Contents (continued)

	Page
Evaluations of Park Experience and Post-Trip Experience	103
Aspects most liked about visit to Glacier Bay NPP	103
Aspects least liked about visit to Glacier Bay NPP	105
Expectations for visit to Glacier Bay NPP	107
Importance of use of personal electronic devices.....	109
Quality of service required to use personal electronic devices	111
Mean scores of importance and quality ratings for use of personal electronic devices	113
Safety	114
Crowding	115
Condition of natural resources.....	116
Entrance fee	117
Vandalism and crime	118
Accessibility	119
Condition of historical and cultural features	120
Development of adjacent areas.....	121
Quality of facilities, services, and recreational opportunities	122
Services used	130
Overall quality of facilities, services, and recreational opportunities	131
Opinion of national significance of park	132
Visitor Comments.....	133
Additional comments.....	133
Literature Cited	135

Figures

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

Figures (continued)

	Page
Figure 27. Miles traveled one-way to Glacier Bay NPP.....	44
Figure 28. Role of park visit in trip away from home.....	45
Figure 29. Location of other equally important destinations.	46
Figure 30. Location of primary destination if spur of the moment trip.	47
Figure 31. Reasons for visiting the park this trip.	49
Figure 32. Importance of viewing wildlife or natural scenery.....	50
Figure 33. Importance of learning more about nature.....	50
Figure 34. Importance of spending time with friends/family.	51
Figure 35. Importance of being outdoors.....	51
Figure 36. Importance of hearing the sounds of nature/quiet.	52
Figure 37. Importance of relaxing.....	52
Figure 38. Importance of visiting an NPS site.	53
Figure 39. Importance of learning more about American history and culture.....	53
Figure 40. Importance of experiencing solitude.	54
Figure 41. Importance of viewing dark night sky/stars.....	54
Figure 42. Importance of getting physical exercise.	55
Figure 43. Importance of attending a special event.	55
Figure 44. Most important reason for visiting Glacier Bay NPP on this trip.....	57
Figure 45. Entrance fees that applied to visitor groups.....	58
Figure 46. Number of hours visiting the park by groups who spent less than 24 hours in the park.....	59
Figure 47. Number of days visiting the park by groups who spent 24 hours or more in the park.	60
Figure 48. Number of days entered or re-entered park.	61
Figure 49. Visitors who stayed overnight in/near park.	62
Figure 50. Accommodations for nights spent in Glacier Bay NPP or the nearby area.....	63

Figures (continued)

	Page
Figure 51. Nights spent in backcountry in Glacier Bay NPP.....	64
Figure 52. Nights spent camping in Glacier Bay NPP.....	65
Figure 53. Nights spent camping outside Glacier Bay NPP.	66
Figure 54. Nights spent in lodging in Glacier Bay NPP.	67
Figure 55. Nights spent in lodging outside Glacier Bay NPP.....	68
Figure 56. Nights spent on cruise ship.....	69
Figure 57. Nights in other accommodations (e.g., friends/relatives).	70
Figure 58. Visited other NPS sites on trip away from home.	71
Figure 59. Participation in activities on this trip.	74
Figure 60. Primary activity on this trip to Glacier Bay NPP.	78
Figure 61. Visitors with physical conditions.....	79
Figure 62. Specific difficulties had by visitor group member(s).	81
Figure 63. Participation in programs and services.....	83
Figure 64. Visitors who learned something from park staff, programs, and/or exhibits.	84
Figure 65. Visitors who would like to learn about specific subjects on future visits.....	87
Figure 66. Visitor groups with member(s) who purchased packaged tour(s).	89
Figure 67. Total length of package tour(s) purchased by at least one group member.	90
Figure 68. Total cost per person for package tour(s) purchased by at least one group member.	91
Figure 69. Number of group members on package tour(s) purchased by at least one group member.	92
Figure 70. Items included in package tour(s) purchased by at least one group member.	94
Figure 71. Total expenditures inside the park and in nearby area.....	95
Figure 72. Percentages of total expenditures within Glacier Bay NPP and nearby area.	97
Figure 73. Visitors covered by expenses.....	98
Figure 74. Adults covered by expenses.....	99

Figures (continued)

	Page
Figure 75. Children covered by expenses.	100
Figure 76. Sharing of expenses in visitor group.	101
Figure 77. Total expenditures outside of park and nearby area.	102
Figure 78. Meeting of expectations for visit on this trip.	107
Figure 79. Importance of using personal electronic devices.	110
Figure 80. Quality of service required to use personal electronic devices.	112
Figure 81. Mean scores for importance and quality ratings for use of personal electronic devices.	113
Figure 82. Extent of agreement/disagreement with statement on safety of Glacier Bay NPP.	114
Figure 83. Extent of agreement/disagreement with statement on crowding in Glacier Bay NPP.	115
Figure 84. Extent of agreement/disagreement with statement on condition of natural resources in Glacier Bay NPP.	116
Figure 85. Extent of agreement/disagreement with statement on entrance fee for Glacier Bay NPP.	117
Figure 86. Extent of agreement/disagreement with statement on vandalism and crime in Glacier Bay NPP.	118
Figure 87. Extent of agreement/disagreement with statement on accessibility of Glacier Bay NPP.	119
Figure 88. Extent of agreement/disagreement with statement on condition of historical and cultural features in Glacier Bay NPP.	120
Figure 89. Extent of agreement/disagreement with statement on development of adjacent areas near Glacier Bay NPP.	121
Figure 90. Quality of facilities, services, and recreational opportunities.	123
Figure 91. Quality of opportunities to learn about nature, history, or culture.	124
Figure 92. Quality of ranger programs.	124
Figure 93. Quality of opportunities for outdoor recreation.	125
Figure 94. Quality of assistance from park employees.	125

Figures (continued)

	Page
Figure 95. Quality of park map or brochure.	126
Figure 96. Quality of value for entrance fee paid.	126
Figure 97. Quality of walkways, trails, and roads.....	127
Figure 98. Quality of visitor center.	127
Figure 99. Quality of exhibits (indoor and outdoor).	128
Figure 100. Quality of restrooms.	128
Figure 101. Quality of campgrounds and/or picnic areas.	129
Figure 102. Quality of commercial services in the park.	129
Figure 103. Overall rating of facilities, services, and recreational opportunities.	131
Figure 104. Skagway cruise ship dock sampling locations.....	205
Figure 105. Bartlett Cove sampling locations.....	206

Tables

	Page
Table 1. Sampling Plan – Bartlett Cove.....	4
Table 2. Sampling Plan – Skagway.....	4
Table 3. Number of questionnaires distributed, by sampling location.....	6
Table 4. Follow-up mailing distribution.	7
Table 5. Number of completed questionnaires, by sampling location.	7
Table 6. Number and percentage of respondents and non-respondents with valid values for non-response variables.	9
Table 7. Initial contact gender comparison between respondents and non-respondents, p- value (Chi-square) ¹ = 0.375.	10
Table 8. Number of adult group members comparison between respondents and non- respondents, p-value (Chi-square) ¹ = 0.046.....	11
Table 9. United States visitors by state of residence*.....	24
Table 10. International visitors by country of residence*.....	27
Table 11. Information needed	39
Table 12. Other National Park Service sites visited.....	72
Table 13. Non-motorized water travel activities	75
Table 14. Motorized water travel activities.....	76
Table 15. Activities/services/facilities difficult to participate in/access	80
Table 16. Subjects learned	85
Table 17. Subjects visitors would like to learn	88
Table 18. Aspects liked most about visit.....	103
Table 19. Aspects least liked about visit	105
Table 20. Reasons expectations were "not entirely" met	108
Table 21. Services used.....	130
Table 22. Opinions of national significance of park	132
Table 23. Additional comments about facilities, services, or recreational opportunities.....	133
Table 24. Mean/median/standard deviation of selected variables.....	136

Tables (continued)

	Page
Table 25. Unweighted and weighted results, Question 1, Group size.....	168
Table 26. Unweighted and weighted results, Question 1, Number of adults in group.....	168
Table 27. Unweighted and weighted results, Question 1, Number of children in group.	168
Table 28. Unweighted and weighted results, Question 2, Group type.	169
Table 29. Unweighted and weighted results, Question 34, Age.	169
Table 30. Unweighted and weighted results, Question 35, Gender.	170
Table 31. Unweighted and weighted results, Question 35, Hispanic or Latino.	170
Table 32. Unweighted and weighted results, Question 36, Race.	170
Table 33. Unweighted and weighted results, Question 40, Speaking language.....	171
Table 34. Unweighted and weighted results, Question 40, Reading language.	171
Table 35. Unweighted and weighted results, Question 26, Live within the nearby area.	171
Table 36. Unweighted and weighted results, Question 37, Highest level of formal education completed.	171
Table 37. Unweighted and weighted results, Question 38, Household income.	172
Table 38. Unweighted and weighted results, Question 39, Household size.....	172
Table 39. Unweighted and weighted results, Question 34, Number of visits to park in last 12 months.....	173
Table 40. Unweighted and weighted results, Question 34, Number of visits to other NPS sites in the last 12 months.	173
Table 41. Unweighted and weighted results, Question 8, Obtained information.....	173
Table 42. Unweighted and weighted results, Question 8, Information sources.	174
Table 43. Unweighted and weighted results, Question 9, Had information needed.	174
Table 44. Unweighted and weighted results, Question 3, Form of transportation.	175
Table 45. Unweighted and weighted results, Question 3, Number of passengers.	175
Table 46. Unweighted and weighted results, Question 3, Form of water transportation.....	175
Table 47. Unweighted and weighted results, Question 4, Number of hours traveled.....	176
Table 48. Unweighted and weighted results, Question 4, Number of miles traveled.	176

Tables (continued)

	Page
Table 49. Unweighted and weighted results, Question 28, Purpose of trip to Glacier Bay NPP.	177
Table 50. Unweighted and weighted results, Question 28, Other equally important destinations located within nearby area.	177
Table 51. Unweighted and weighted results, Question 28, Primary destination located within the nearby area.	177
Table 52. Unweighted and weighted results, Question 10, Summary of Important reasons for visiting Glacier Bay NPP on this trip, sum of Extremely Important and Very Important responses.	177
Table 53. Unweighted and weighted results, Question 10, Importance of viewing wildlife or natural scenery.	178
Table 54. Unweighted and weighted results, Question 10, Importance of learning more about nature.	178
Table 55. Unweighted and weighted results, Question 10, Importance of spending time with friends/family.	179
Table 56. Unweighted and weighted results, Question 10, Importance of being outdoors.	179
Table 57. Unweighted and weighted results, Question 10, Importance of hearing the sounds of nature/quiet.	180
Table 58. Unweighted and weighted results, Question 10, Importance of relaxing.	180
Table 59. Unweighted and weighted results, Question 10, Importance of visiting an NPS site.	180
Table 60. Unweighted and weighted results, Question 10, Importance of learning more about American history and culture.	181
Table 61. Unweighted and weighted results, Question 10, Importance of experiencing solitude.	181
Table 62. Unweighted and weighted results, Question 10, Importance of viewing dark night sky/stars.	181
Table 63. Unweighted and weighted results, Question 10, Importance of getting physical exercise.	182
Table 64. Unweighted and weighted results, Question 10, Importance of attending a special event.	182

Tables (continued)

	Page
Table 65. Unweighted and weighted results, Question 11, Most important reason for visiting Glacier Bay NPP on this trip.....	182
Table 66. Unweighted and weighted results, Question 5, Entrance fee.....	183
Table 67. Unweighted and weighted results, Question 7, Number of hours in park.....	183
Table 68. Unweighted and weighted results, Question 7, Number of days in park.	184
Table 69. Unweighted and weighted results, Question 6, Number of days enter/re-enter park.	184
Table 70. Unweighted and weighted results, Question 27, Stay overnight.....	185
Table 71. Unweighted and weighted results, Question 27, Accommodation.	185
Table 72. Unweighted and weighted results, Question 27, Number of nights backcountry camping in Glacier Bay NPP.	185
Table 73. Unweighted and weighted results, Question 27, Number of nights camping in Glacier Bay NPP.	186
Table 74. Unweighted and weighted results, Question 27, Number of nights camping outside Glacier Bay NPP.	186
Table 75. Unweighted and weighted results, Question 27, Number of nights lodging in Glacier Bay NPP.	186
Table 76. Unweighted and weighted results, Question 27, Number of nights lodging outside Glacier Bay NPP.	187
Table 77. Unweighted and weighted results, Question 27, Number of nights on a cruise ship.....	187
Table 78. Unweighted and weighted results, Question 27, Number of nights in other accommodations.	187
Table 79. Unweighted and weighted results, Question 29, Visit other NPS sites on trip away from home.	188
Table 80. Unweighted and weighted results, Question 12, Activity participation.....	188
Table 81. Unweighted and weighted results, Question 13, Primary activity.	189
Table 82. Unweighted and weighted results, Question 18, Member in group with physical condition.	190

Tables (continued)

	Page
Table 83. Unweighted and weighted results, Question 18, Difficulty.	190
Table 84. Unweighted and weighted results, Question 14, Program/service participation.....	190
Table 85. Unweighted and weighted results, Question 15, Learned from staff, programs, and/or exhibits.....	191
Table 86. Unweighted and weighted results, Question 16, Desire to learn about subjects.....	191
Table 87. Unweighted and weighted results, Question 30, Purchase package tour(s).....	191
Table 88. Unweighted and weighted results, Question 30, Number of days of package tour(s).....	192
Table 89. Unweighted and weighted results, Question 30, Cost per person of package tour(s).....	192
Table 90. Unweighted and weighted results, Question 30, Number of people in group on package tour(s).....	192
Table 91. Unweighted and weighted results, Question 30, Included in package tour(s).	193
Table 92. Unweighted and weighted results, Question 31, Total expenditures.	193
Table 93. Unweighted and weighted results, Question 33, Total number of people covered by the expenses for this trip.....	194
Table 94. Unweighted and weighted results, Question 33, Number of adults covered by the expenses for this trip.	194
Table 95. Unweighted and weighted results, Question 33, Number of children covered by the expenses for this trip.	194
Table 96. Unweighted and weighted results, Question 33, Number of people in group who split trip expenses.....	195
Table 97. Unweighted and weighted results, Question 32, Out of area expenses.....	195
Table 98. Unweighted and weighted results, Question 21, Visit met expectations.	195
Table 99. Unweighted and weighted results, Question 17, Extremely or very important to use personal electronic devices to do specific tasks.	196
Table 100. Unweighted and weighted results, Question 17, Good or very good quality of service required to do specific tasks.	196

Tables (continued)

	Page
Table 101. Unweighted and weighted results, Question 22, Glacier Bay NPP is a safe place to visit.	196
Table 102. Unweighted and weighted results, Question 22, Glacier Bay NPP is too crowded.	197
Table 103. Unweighted and weighted results, Question 22, Natural resources in Glacier Bay NPP are in pristine condition.	197
Table 104. Unweighted and weighted results, Question 22, The entrance fee for Glacier Bay NPP is too high.	197
Table 105. Unweighted and weighted results, Question 22, Vandalism and crime are not a problem in Glacier Bay NPP.	198
Table 106. Unweighted and weighted results, Question 22, Glacier Bay NPP is not accessible to persons with physical disabilities.	198
Table 107. Unweighted and weighted results, Question 22, Historical and cultural features in Glacier Bay NPP are well maintained/preserved.	198
Table 108. Unweighted and weighted results, Question 22, Development of adjacent areas detracts from visitors' experiences at Glacier Bay NPP.	199
Table 109. Unweighted and weighted results, Question 23, Quality of the facilities, services, and recreational opportunities in Glacier Bay NPP, sum of Very Good and Good responses.	199
Table 110. Unweighted and weighted results, Question 23, Quality of learning about nature, history, or culture.	200
Table 111. Unweighted and weighted results, Question 23, Quality of ranger programs.	200
Table 112. Unweighted and weighted results, Question 23, Quality of outdoor recreation.	200
Table 113. Unweighted and weighted results, Question 23, Quality of assistance from park employees.	201
Table 114. Unweighted and weighted results, Question 23, Quality of park map or brochure.	201
Table 115. Unweighted and weighted results, Question 23, Quality of value for entrance fee paid.	201
Table 116. Unweighted and weighted results, Question 23, Quality of walkways, trails, and roads.	202

Tables (continued)

	Page
Table 117. Unweighted and weighted results, Question 23, Quality of visitor center.....	202
Table 118. Unweighted and weighted results, Question 23, Quality of exhibits.	202
Table 119. Unweighted and weighted results, Question 23, Quality of restrooms.	203
Table 120. Unweighted and weighted results, Question 23, Quality of campgrounds and/or picnic areas.	203
Table 121. Unweighted and weighted results, Question 23, Quality of commercial services in the park.....	203
Table 122. Unweighted and weighted results, Question 24, Overall quality of the facilities, services, and recreational opportunities in Glacier Bay NPP.....	204

Appendices

	Page
Appendix 1: Descriptive Statistics	136
Appendix 2: The Questionnaire	140
Appendix 3: The Thank You/Reminder Postcard.....	165
Appendix 4: The Replacement Mailing Cover Letter.....	167
Appendix 5: Tabular Unweighted and Weighted Results.....	168
Appendix 6: Detailed Sampling Procedures	205

Executive Summary

- This report describes the results of a visitor study at Glacier Bay National Park & Preserve (NPP) conducted from August 7 – 17, 2015. During the sampling period, 1,518 visitor groups were contacted to participate in the survey. Of those groups, 920 agreed to participate in the study by accepting a mail-back survey packet. Questionnaires were completed and returned by 574 visitor groups, resulting in a completion rate of 62% 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 sample of Glacier Bay NPP 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).
- Sixty-two percent of visitor groups were groups of two, and 21% of visitor groups were groups of three or four. A majority of visitor groups (58%) identified as groups of family.
- Thirty-three percent of visitors were age 65 or older, 27% were 55 to 64 years old, 21% were 35 to 54 years old, 10% were 18 to 34 years old, and 9% were under 18 years old.
- Hispanic or Latino visitors comprised 6% of visitation during the survey period. Most visitors (88%) were white, and 9% were Asian. Few visitors were American Indian or Alaskan Native (1%), black or African American (<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 Glacier Bay NPP.
- Individuals from the United States (U.S.) comprised 80% of total visitation during the survey period. At the state level, 20% of visitors were from California, 9% of visitors were from Washington, and smaller proportions of visitors were from 41 other states. International visitors comprised 20% of total visitation with 33% of international visitors from Canada, 33% from Australia, 7% from the United Kingdom, and smaller proportions of visitors from 17 other countries.
- Ninety-five percent of visitors indicated having visited the park only once during the last 12 months, while 6% had visited more than once during the past year. Over one-third (34%) of visitors indicated that they had not visited another National Park Service site within the past 12 months.
- Sixty-eight percent of visitor groups obtained information about Glacier Bay NPP prior to this trip. The most commonly reported information sources used were travel guides/tour books (38%), friends/relatives/word of mouth (36%), the park website (27%), and maps/brochures (27%). The vast majority (95%) of visitor groups had the information they needed about Glacier Bay NPP for their trip.
- Eighty-eight percent of visitor groups used water-based transportation to get from their home to the park, and 67% used an airplane (note, respondents could have checked more than one

form of transportation). The most common form of water-based transportation used to get from their home to the park was a cruise ship (88% of visitor groups). Forty percent of visitor groups spent more than two days traveling from their home to the park. The majority of visitor groups (73%) traveled 2,000 miles or more from their home to get to the park.

- The vast majority of visitor groups (86%) indicated that visiting Glacier Bay NPP was one of several equally important destinations on their trip away from home. Fourteen percent of visitor groups indicated that visiting Glacier Bay NPP was their primary purpose of their trip.
- The most important reasons for visitors to visit Glacier Bay NPP included to view wildlife or natural scenery (66% of visitor groups) and to spend time with friends/family (9% of visitor groups). The majority of visitor groups (52%) reported that viewing wildlife, natural features, scenery, wildflowers, or other aspects of natural scenery was their primary activity. Nine percent reported that the cruise or boat tour used to access Glacier Bay NPP was their primary activity. One-quarter (24%) of visitor groups reported having no primary activity.
- Sixty-seven percent of visitors stayed overnight in the park or in the nearby area. The majority (69%) of those visitors who stayed overnight stayed on a cruise ship. Just under half (45%) of visitor groups visited another NPS site on their trip away from home. The most commonly reported NPS sites visited other than Glacier Bay NPP were Denali National Park & Preserve and Klondike Gold Rush National Historical Park.
- The vast majority of visitor groups (96%) 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 (81%). Moreover, 56% of visitors groups disagreed that Glacier Bay NPP is not accessible to persons with physical disabilities.
- The majority of visitor groups attended a ranger-led activity (63%) and/or talked informally with a ranger (51%). Almost half of visitor groups reported reading the park brochure or newspaper (48%). Three-quarters (74%) of visitor groups reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- About half (51%) 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 Glacier Bay NPP. Of those visitor groups who purchased a package tour, over three-quarters (77%) reported that their package tour was five or more days long, and one-quarter (28%) reported that their package tour cost up to \$999 per person. For visitor groups who purchased a package tour, the most frequently reported items included within the package tours included meals (71%), local water transportation (58%), local ground transportation (54%), and local lodging (50%).
- Roughly half of visitor groups (49%) spent up to \$1,000 on expenditures inside the park and nearby area, excluding package tour expenses, and roughly half spent over \$1,000. The expenditure sectors where visitor groups spent the largest proportions of money (excluding

package tour expenses) included guides/tour fees (17% of expenditures), restaurants/bars (15% of expenditures), hotels, motels and resorts (12% of expenditures) and souvenirs, clothing supplies, other retail (11% of expenditures).

- The vast majority of visitor groups (91%) reported that their visit to Glacier Bay NPP met their expectations.
- The vast majority of visitor groups agreed that Glacier Bay NPP is a safe place to visit (92%) and agreed that vandalism and crime are not a problem in Glacier Bay NPP (81%).
- Eighty-six percent of visitor groups agreed that natural resources in Glacier Bay NPP are in pristine condition. Eighty-seven percent of visitor groups agreed that historical and cultural features in Glacier Bay NPP are well maintained/preserved. Seventeen percent of visitors groups agreed that development of adjacent areas detracts from visitors' experiences at Glacier Bay NPP. Seventy-four percent of visitor groups disagreed that Glacier Bay NPP is too crowded.
- Only 9% of visitor groups agreed that the entrance fee to Glacier Bay NPP is too high (it should be noted that Glacier Bay NPP does not have an entrance fee).
- Overall, visitor groups rated the quality of facilities, services, and recreation opportunities in Glacier Bay NPP highly. Ninety-five percent of visitor groups rated the overall quality as good or very good.

Acknowledgments

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

List of Terms

NPP: National Park & Preserve

NPS: National Park Service

SEM: Socioeconomic Monitoring

SSP: Social Science Program

VSP: Visitor Services Project

Introduction

During 2015 through 2016, the National Park Service (NPS) Social Science Program (SSP) conducted pilot implementation of an in-park Socioeconomic Monitoring (SEM) visitor survey in several units of the National Park System. This report describes the results of pilot implementation of the SEM visitor survey at Glacier Bay National Park & Preserve (NPP) from August 7 through August 17, 2015. The study was conducted by RSG, under a contract with the NPS SSP.

Organization of Report

This report is organized into three sections

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

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

Section 3: **Appendices**

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

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

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

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

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

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

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

Presentation of the Results

Results are represented in the form of graphs (see example below), scatter plots, 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.

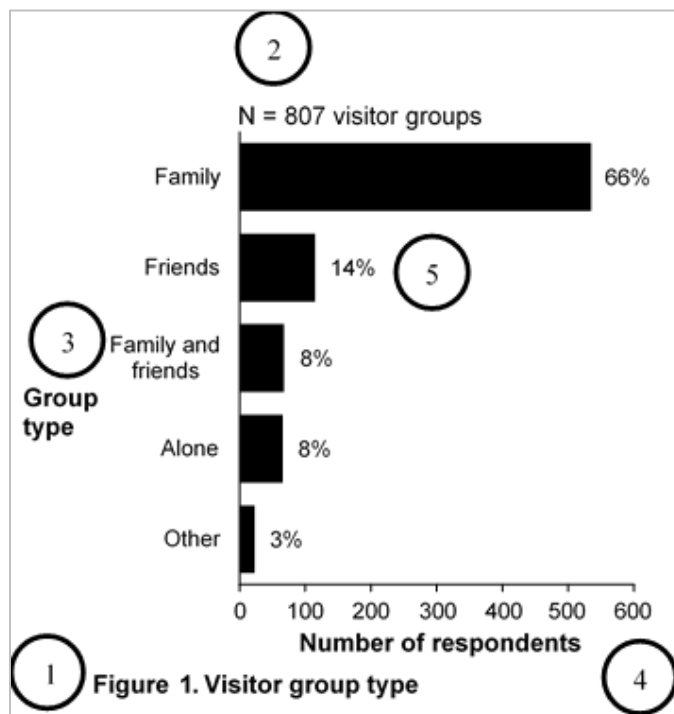


Figure 1. Example figure.

Methods

Survey Method

The SEM visitor survey was administered at Glacier Bay NPP 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 Glacier Bay NPP during the study period. The target margin of error for summary statistics of no greater than $\pm 5\%$ (Fowler, 1993) was used to establish the target sample size at 400 completed questionnaires.

Sampling Plan

The SEM visitor survey was administered at Glacier Bay NPP from August 7 through August 17, 2015. The survey administration dates were selected to target peak use at Glacier Bay NPP. The peak use month was identified using the five-year average of monthly visitation data for Glacier Bay NPP 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 Glacier Bay NPP 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 Glacier Bay NPP. The refined list of sampling locations was finalized through consultation with the NPS SPP and Glacier Bay NPP staff. The SEM visitor survey was administered at three locations at Bartlett Cove and the cruise ship docks in Skagway, AK. Bartlett Cove sampling locations included the day tour boat dock, the Visitor Information Station (VIS), and the Glacier Bay Visitor Center (VC) located in the Glacier Bay Lodge.

The SEM visitor survey was administered for a select range of hours on each sampling day. The hours of survey administration varied among sampling days to capture the range of user types at Glacier Bay NPP, preventing the systematic exclusion of visitors during off-peak hours of the day. The final sampling plan is presented in Table 1 and Table 2.

Table 1. Sampling Plan – Bartlett Cove.

Site	Dock/Visitor Information Station	Visitor Center
Friday, August 7	7:00 AM – 4:00 PM	12:00 PM – 8:00 PM
Saturday, August 8	6:00 AM – 2:00 PM	7:30 AM – 3:30 PM
Sunday, August 9	6:30 AM – 4:30 PM	12:30 PM – 7:30 PM
Monday, August 10	6:30 AM – 3:30 PM	8:30 AM – 4:30 PM
Tuesday, August 11	–	–
Wednesday, August 12	7:00 AM – 2:00 PM	8:00 AM – 4:00 PM
Thursday, August 13	6:30 AM – 3:30 PM	12:00 PM – 8:00 PM
Friday, August 14	6:30 AM – 3:30 PM	8:00 AM – 4:00 PM
Saturday, August 15	6:00 AM – 2:00 PM	12:00 PM – 8:00 PM

Table 2. Sampling Plan – Skagway.

Site	Railroad Dock	Broadway Dock
Friday, August 7	12:00 PM – 8:00 PM	–
Saturday, August 8	12:00 PM – 8:00 PM	–
Sunday, August 9	12:00 PM – 8:00 PM	–
Monday, August 10	–	–
Tuesday, August 11	12:00 PM – 8:00 PM	12:00 PM – 8:00 PM
Wednesday, August 12	12:00 PM – 8:00 PM	12:00 PM – 8:00 PM
Thursday, August 13	12:00 PM – 8:00 PM	–
Friday, August 14	12:00 PM – 8:00 PM	12:00 PM – 8:00 PM
Saturday, August 15	12:00 PM – 8:00 PM	–

Questionnaire Design

The SEM questionnaire is a standardized survey instrument designed to gather system-wide information at NPS units about visitor and trip characteristics, visitor spending in gateway communities, visitor perceptions of park experiences, visitor attitudes toward park management, and visitor satisfaction with park services and facilities. The questionnaire was developed through a collaborative process between the NPS SSP and RSG. All of the questions included in the SEM questionnaire were selected from the NPS Programmatic Information Collection Review Pool of Known Questions. The majority of the questions included in the SEM survey instrument ask visitors to choose answers from a list of response options, providing an open-ended option, where

appropriate, to ensure that question prompts allowed for inclusive answers. A few questions were completely open-ended to collect unprompted responses from visitors in their own words. The questionnaire was reviewed and approved by the Office of Management and Budget (OMB), and correspondingly conform to OMB standards and guidelines for questionnaire design. Glacier Bay NPP staff were asked to review the SEM questionnaire to provide guidance on park-specific tailoring of question prompts to ensure consistency of the survey instrument with park policies, programs, services, and activities.

Sampling Procedures

Mail-back survey packets were administered to visitor groups in Glacier Bay NPP using onsite intercept methods (see Appendix 6 for detailed descriptions of how visitors were selected at each sampling 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 3 summarizes the survey effort by sampling location.

Table 3. Number of questionnaires distributed, by sampling location.

Sampling site	Sampling date											Total questionnaires distributed	
	8/7	8/8	8/9	8/10	8/11	8/12	8/13	8/14	8/15	8/16	8/17	N	%
Bartlett Cove: Dock/VIS	30	30	30	19	–	17	30	29	30	30	17	262	28%
Bartlett Cove: Visitor Center	13	15	4	2	–	3	12	2	6	1	–	58	6%
Skagway: Cruise	91	79	87	–	64	75	73	73	58	–	–	600	65%
All sites	134	124	121	21	64	95	115	104	94	31	17	920	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 4). Approximately two weeks after mailing the postcards, a replacement mail-back survey packet was sent to individuals who agreed to participate in the study but had not yet returned their questionnaire (Appendix 4). Two distinct replacement mail-back survey packets were sent, depending on whether the provided address was a U.S. address or an international address. U.S. addresses were sent a packet that included a pre-addressed return envelope affixed with a U.S. first class postage stamp. International addresses were sent a packet that included a pre-addressed return envelope printed with international business reply mail postage.

Table 4. Follow-up mailing distribution.

Mailing	Date	U.S.	International	Total
Postcards	August 31, 2015	658	261	919
Replacement Mailing	September 16, 2015	390	145	535

Sampling Results¹

During the sampling period, 1,518 visitor groups were contacted to participate in the survey (Table 5). Of these groups, 920 agreed to participate in the study by accepting a mail-back survey packet (61% cooperation rate). Questionnaires were completed and returned by 574 visitor groups, resulting in a completion rate of 62% among those visitor groups that agreed to participate in the study and an overall response rate of 38% for the study.

Table 5. Number of completed questionnaires, by sampling location.

Sampling site	N	%
Bartlett Cove: Dock/VIS	168	29%
Bartlett Cove: Visitor Center	44	8%
Skagway: Cruise	362	63%
Total	574	100%

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.

*total percentages do not equal 100 due to rounding

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

Data Entry and Cleaning

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

Non-Response Bias

Non-response bias is the bias that results when respondents differ in meaningful ways from non-respondents. Non-response bias affects the ability to generalize survey results from the sample to the study's target population because the sample population is not reflective of the target population, which would include non-respondents as well as respondents (Salant and 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 not be representative of and generalizable to the target population.

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

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

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

*total percentages do not equal 100 due to rounding

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

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

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

There were substantially fewer than 90% valid values among respondents and/or non-respondents for number of children within group (62% and 69%, respectively), group type 99% and 69%, respectively), visit length (89% and 44%, respectively), and whether or not any member had a physical condition (99% and 58%, respectively); therefore, these variables were excluded from the non-response bias analysis (Table 6). There were approximately 90% or more valid values among respondents and non-respondents for initial contact gender (100% and 99%, respectively) and number of adults in the visitor group² (100% and 88%, respectively). Correspondingly, these two variables were used for non-response bias analysis.

Table 6. Number and percentage of respondents and non-respondents with valid values for non-response variables.

Variable	Respondents (N = 574)		Non-respondents (N = 944)	
	Valid N	Valid %	Valid N	Valid %
Initial contact gender	574	100%	938	99%
Number of adults	574	100%	831	88%
Number of children	356	62%	651	69%
Group type	570	99%	654	69%
Visit length	511	89%	418	44%

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

*total percentages do not equal 100 due to rounding

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

Variable	Respondents (N = 574)		Non-respondents (N = 944)	
	Valid N	Valid %	Valid N	Valid %
Physical condition	567	99%	545	58%

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

The results of the chi-square test in Table 7 suggest respondents and non-respondents do not differ significantly, with respect to initial contact gender ($p = 0.375$); thus, there is no compelling evidence of non-response bias related to the initial contact gender within the survey's sample.

Table 7. Initial contact gender comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.375.

Response	Respondents (N = 537)		Non-respondents (N = 967)	
	N	%	N	%
Female	317	59%	548	57%
Male	220	41%	419	43%

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

Values for the number of adults in the visitor group were collapsed into the following four categories: groups with one adult, groups with two adults, groups with three or four adults, and groups with five or more adults ($1 \alpha = 0.05$, $p \leq 0.025$ indicates significant result following Bonferroni correction to account for multiple non-response bias statistical tests. Table 8 suggest that respondents and non-respondents do not differ significantly, with respect to the number of adults in their groups ($p = 0.046$). This result provides no compelling evidence of non-response bias related to the number of adults within the survey's sample.

*total percentages do not equal 100 due to rounding

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

Table 8. Number of adult group members comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.046.

Response	Respondents (N=538)		Non-respondents (N=852)	
	N	%	N	%
1 person	21	4%	56	7%
2 people	324	60%	470	55%
3-4 people	110	20%	166	20%
5 or more people	83	15%	160	19%

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

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

Weighting of Survey Response Data

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

At the Railroad and Broadway cruise ship docks in Skagway, AK, and the Bartlett Cove VC, visitor count data were collected for four 30-minute time periods during each sampling day at each site. During each 30-minute visitor count period, the number of visitors who entered the sampling location was counted. At the Bartlett Cove VIS and dock, where an attempt was made to contact all arriving visitor groups, the number of contacts on the survey contact log forms was assumed to constitute a count of all visitor groups entering the sampling location. The number of passengers on the day tour boat was estimated based on the assumption that every tour boat had a count of 105 passengers; this assumption was developed in consultation with Glacier Bay NPP staff and the survey administrator assigned to conduct survey sampling of day tour boat passengers. These count data were used to weight the survey response data, to account for variation in visitor volumes (and corresponding probability of selection for the study) across sampling locations and hours of the day. The main body of the report presents results of the analysis of the weighted survey response data. For reference, frequencies for both the weighted and unweighted survey response data are provided in Appendix 5.

*total percentages do not equal 100 due to rounding

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

Data Analysis

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

Limitations

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

1. The survey was self-administered. Respondents completed the questionnaire after an unknown amount of time after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflect actual behavior.
2. The data reflect visitor use patterns as collected during the study period of August 7 through August 17, 2015. The results present a ‘snapshot-in-time’ and do not necessarily apply to visitor groups during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word “CAUTION!” is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather during the survey period was generally sunny and mild, with some days of light rain. High temperatures varied from low-50s to low-70s. No major storms occurred during the sampling period, except the last day of data collection (August 17, 2015). This sample day was cut short due to a storm that would impact field administrators’ travel schedules.

The Glacier Bay Day Boat Tour was cancelled on August 14, 2015 due to mechanical issues. The cancellation may have influenced responses from visitors who planned to participate in this activity on this day.

*total percentages do not equal 100 due to rounding

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

Results

Group and Visitor Characteristics

Visitor group size

Question 1

Including yourself, how many people were in your personal group during your visit to Glacier Bay National Park & Preserve (NPP) on the day you were contacted for this survey?

Results (Figure 2)

- 62% of visitor groups consisted of two members.
- 22% of visitor groups consisted of four or more members.

See Appendix 1 for more details.

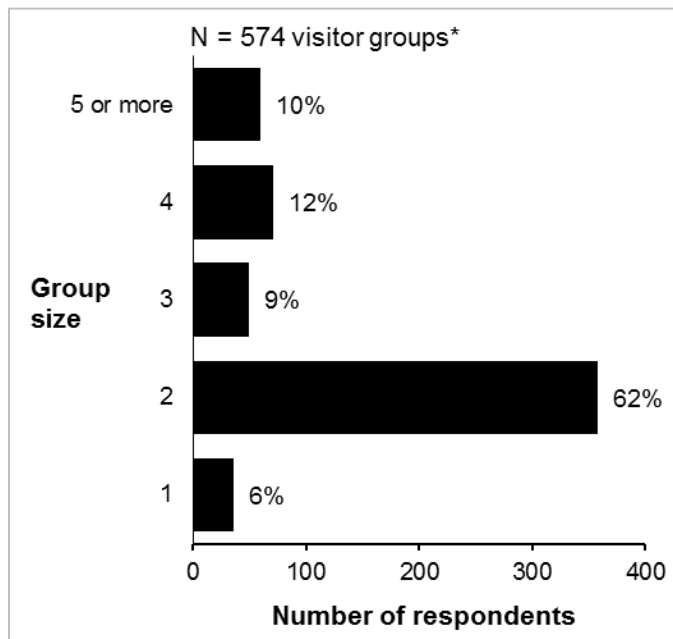


Figure 2. Visitor group size.

*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 Glacier Bay NPP on the day you were contacted for this survey?

Number of adults (18 years and older).

Results (Figure 3)

- 66% of visitor groups contained two adults.
- 18% of groups contained four or more adults.

See Appendix 1 for more details.

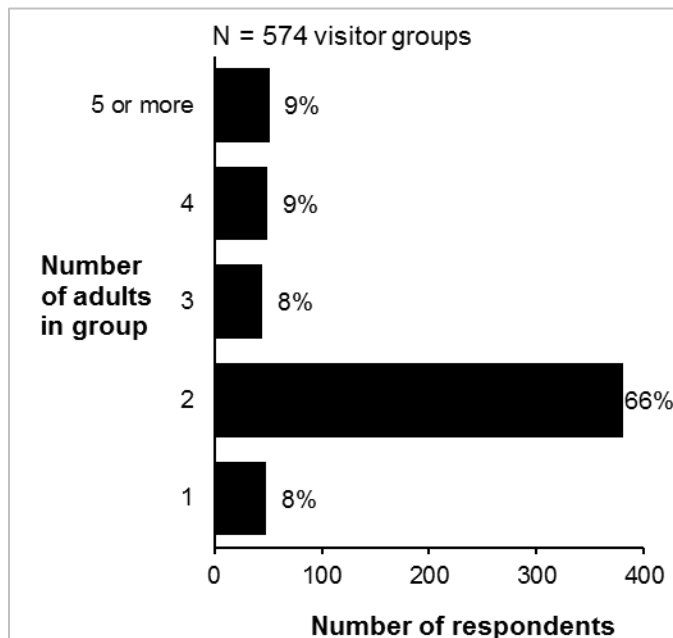


Figure 3. Number of adults within group.

*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 Glacier Bay NPP on the day you were contacted for this survey?

Number of children (under 18 years).

Results (Figure 4)

- The vast majority of visitor groups (88%) did not contain children.
- Of those visitor groups that contained children, 50% of visitor groups contained only one child.
- 37% of groups with children contained two children.

See Appendix 1 for more details.

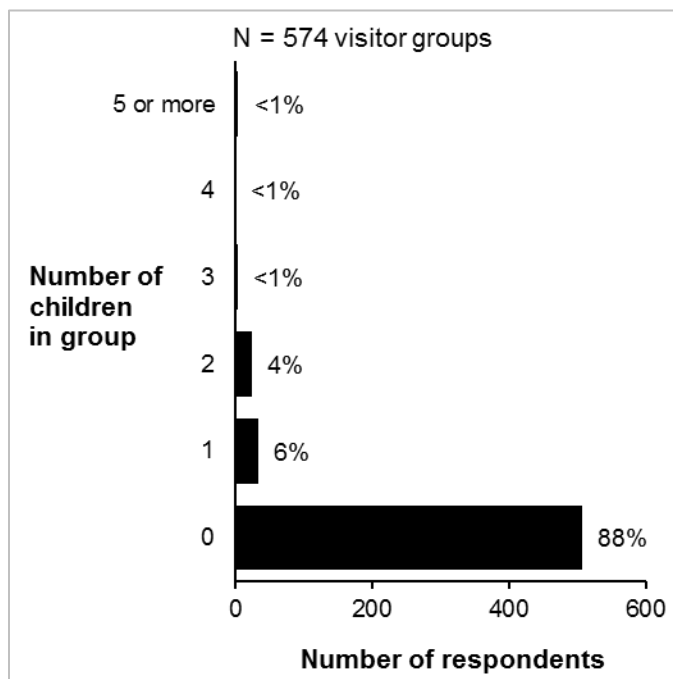


Figure 4. Number of children within group.

*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 Glacier Bay NPP on the day you were contacted for this survey?

Results (Figure 5)

- 58% of visitor groups were made up of family.
- 13% of visitors were alone.
- Of those groups who responded “Other” (14%), group types included:
 - “Cruise”
 - “Tour”
 - “Road Scholars”
 - “National Geographic Adventure”

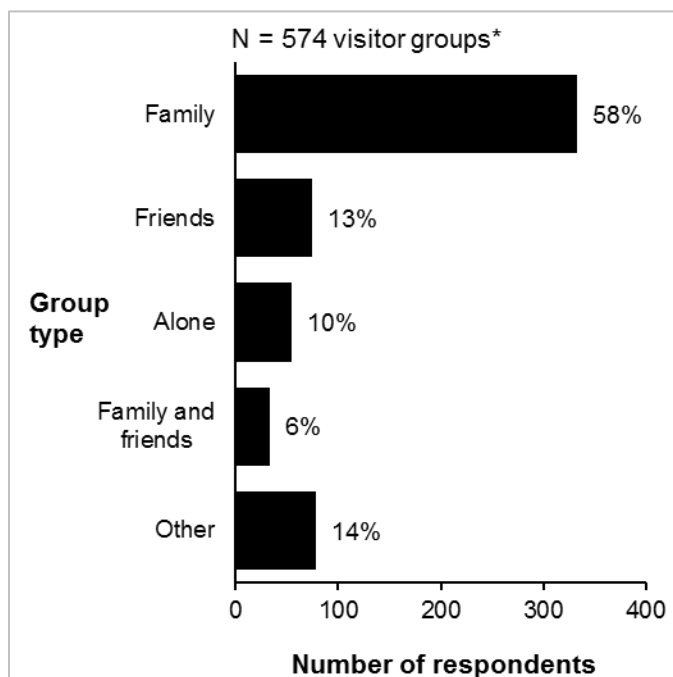


Figure 5. Visitor group type.

*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 Glacier Bay NPP 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 1 year old to 92 years old.
- 33% of visitors were 65 years old or older.
- 27% of visitor were 55 to 64 years old.
- 21% of visitors were 35 to 54 years old.
- 10% of visitors were 18 to 34 years old.
- 9% of visitors were under 18 years old.

*total percentages do not equal 100 due to rounding

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

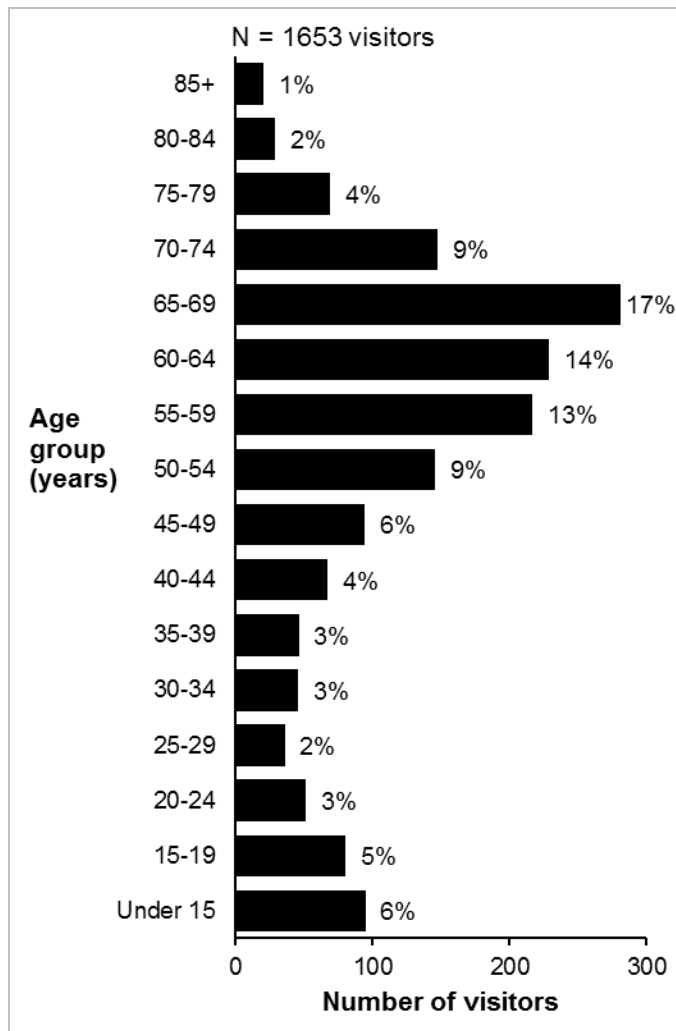


Figure 6. Visitor age.

*total percentages do not equal 100 due to rounding

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

Visitor gender

Question 35

For your personal group during your visit to Glacier Bay NPP 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)

- 56% of visitors were female.
- 44% of visitors were male.

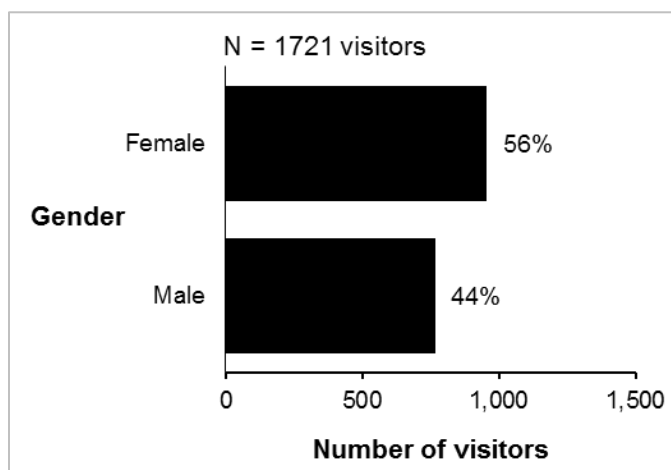


Figure 7. Visitor gender.

*total percentages do not equal 100 due to rounding

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

Visitor ethnicity

Question 35

For your personal group during your visit to Glacier Bay NPP 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)

- 6% of visitors were Hispanic or Latino.

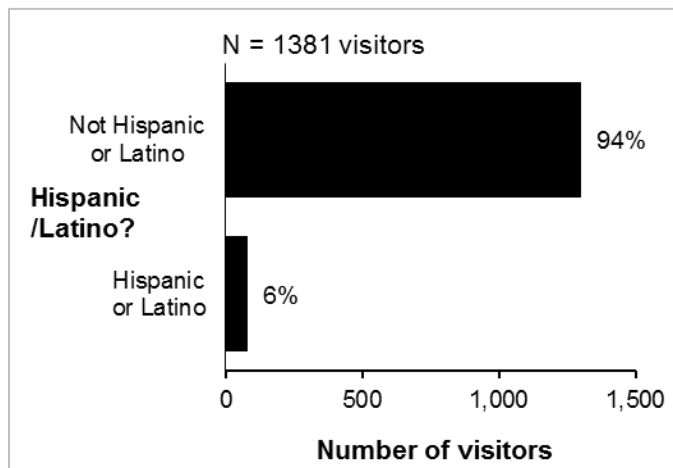


Figure 8. Visitor ethnicity.

*total percentages do not equal 100 due to rounding

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

Visitor race

Question 36

For your personal group during your visit to Glacier Bay NPP 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)

- 88% of visitors were White.
- 9% of visitors were Asian.
- Very few visitors were American Indian or Alaska Native (1%), Black or African American (<1%), or Native Hawaiian or other Pacific Islander (<1%).

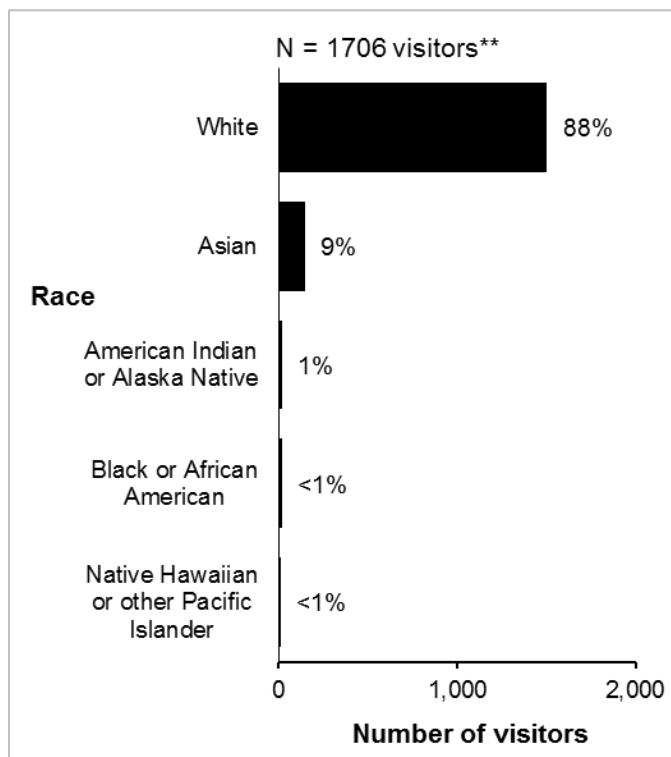


Figure 9. Visitor race.

*total percentages do not equal 100 due to rounding

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

Visitor speaking language

Question 40

When visiting an area such as Glacier Bay NPP, 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:
 - Punjabi
 - Chinese
 - French
 - English, Spanish, Mandarin, Chinese, German, and/or Russian as a part of being bi- or multilingual.

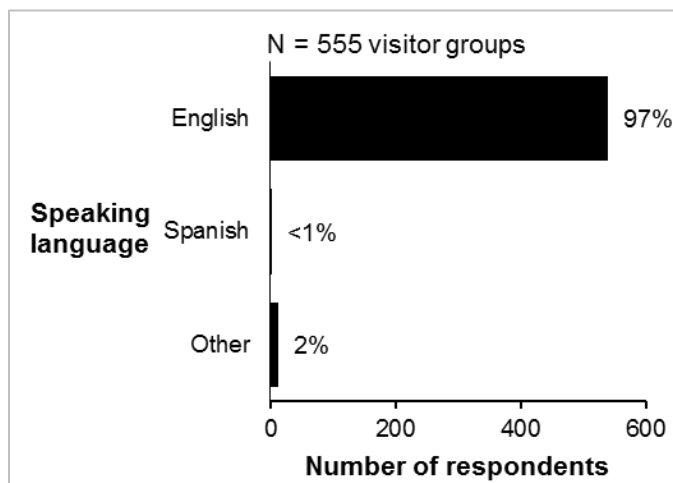


Figure 10. Preferred speaking language.

*total percentages do not equal 100 due to rounding

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

Visitor reading language

Question 40

When visiting an area such as Glacier Bay NPP, 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” (2%), languages specified included:
 - German
 - Chinese
 - English, Russian, Mandarin, Spanish, German and/or Chinese as a part of being bi- or multilingual.

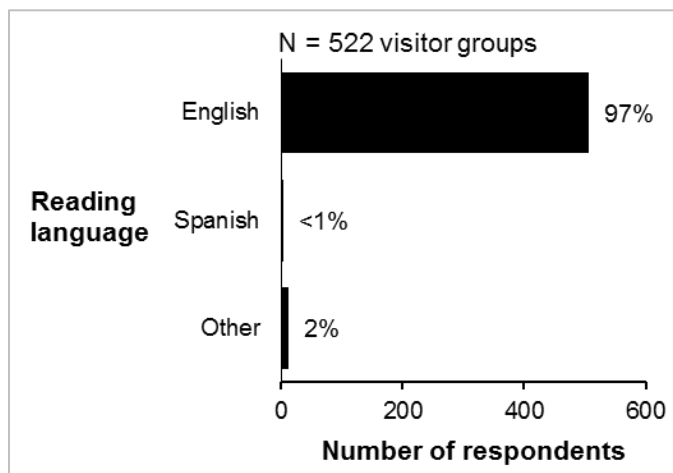


Figure 11. Preferred reading language.

*total percentages do not equal 100 due to rounding

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

U.S. visitors' state of residence

Question 34

For your personal group during your visit to Glacier Bay NPP 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 9 and Figure 12)

- U.S. visitors came from 43 states and comprised 80% of total visitation to the park during the survey period.
- 20% of U.S. visitors came from California.
- 9% of U.S. visitors came from Washington.
- 9% of U.S. visitors came from Washington.
- Smaller proportions came from other U.S. states.

Table 9. United States visitors by state of residence*.

State	Number of visitors	Percent of U.S. visitors N = 1,234 visitors	Percent of all visitors N = 1,549 visitors
California	241	20	16
Washington	106	9	7
Maryland	96	8	6
Alaska	73	6	5
New Jersey	72	6	5
North Carolina	55	4	4
Ohio	55	4	4
Wisconsin	52	4	3
Colorado	51	4	3
Michigan	49	4	3
Minnesota	48	4	3
Texas	44	4	3
Missouri	32	3	2
Illinois	31	3	2
Florida	26	2	2
Pennsylvania	23	2	1

*total percentages do not equal 100 due to rounding

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

Table 9 (continued). United States visitors by state of residence*.

State	Number of visitors	Percent of U.S. visitors N = 1,234 visitors	Percent of all visitors N = 1,549 visitors
Iowa	21	2	1
Utah	12	<1	<1
Oregon	12	<1	<1
Alabama	12	<1	<1
Arizona	12	<1	<1
Hawaii	11	<1	<1
Washington DC	11	<1	<1
South Carolina	10	<1	<1
Nevada	8	<1	<1
Virginia	8	<1	<1
New York	7	<1	<1
Massachusetts	7	<1	<1
Tennessee	7	<1	<1
Kansas	6	<1	<1
13 other states	37	3	2

*total percentages do not equal 100 due to rounding

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

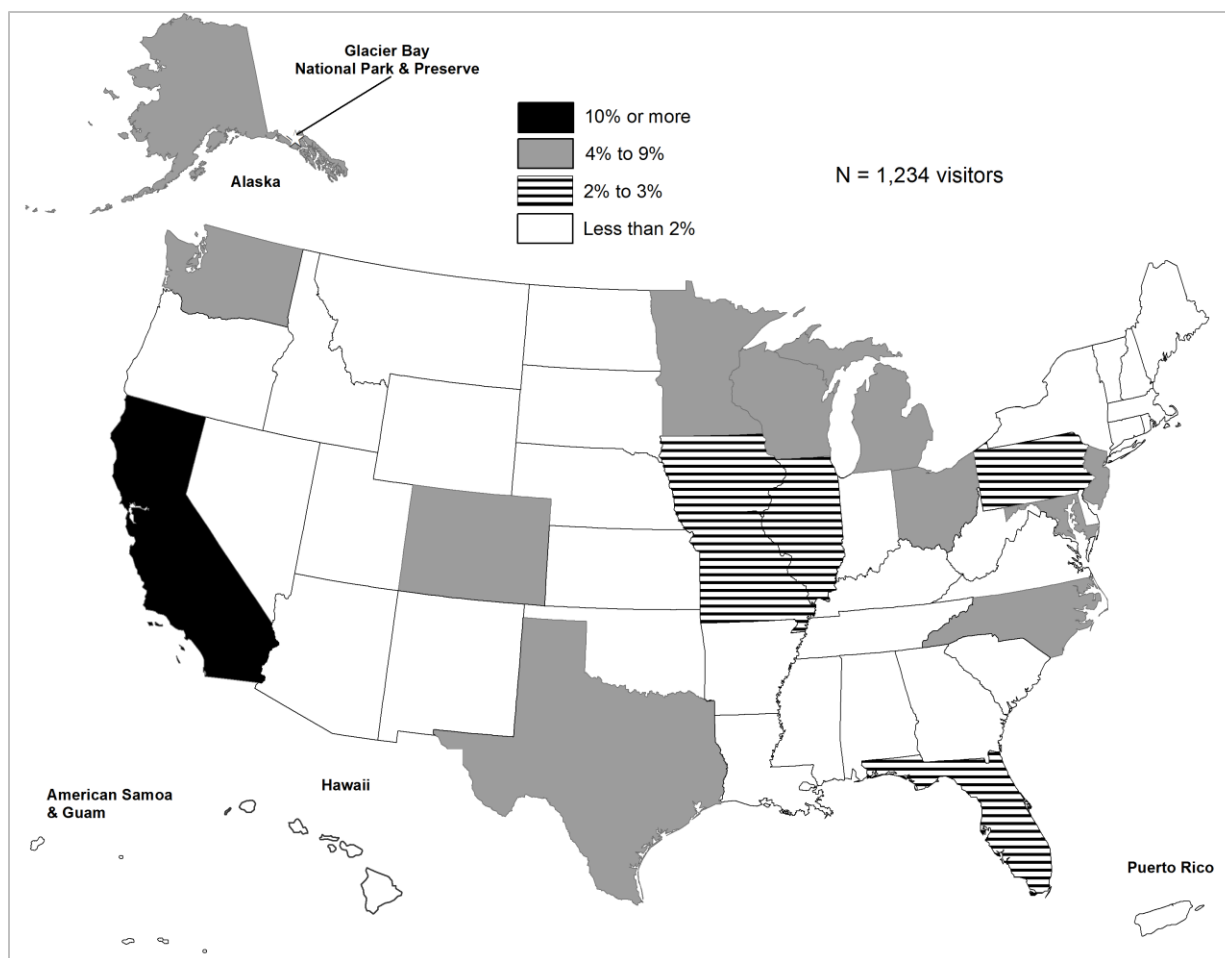


Figure 12. Proportion of U.S. visitors by state of residence.

*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 Glacier Bay NPP 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 10)

- International visitors were from 20 countries and comprised 20% of total visitation to the park during the survey period.
- 33% of international visitors came from Canada.
- 33% of international visitors came from Australia.
- Much smaller proportions came from other countries.

Table 10. International visitors by country of residence*.

Country	Number of visitors	Percent of international visitors N = 315 visitors	Percent of all visitors N = 1,549 visitors
Canada	105	33	7
Australia	104	33	7
United Kingdom	22	7	1
Mexico	16	5	1
China	14	4	<1
Germany	13	4	<1
New Zealand	6	2	<1
Italy	6	2	<1
Taiwan	5	2	<1
The Netherlands	5	2	<1
South Africa	4	1	<1
France	4	1	<1
United Arab Emirates	3	1	<1
Jamaica	3	<1	<1
India	2	<1	<1

*total percentages do not equal 100 due to rounding

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

Table 10 (continued). International visitors by country of residence*.

Country	Number of visitors	Percent of international	Percent of all visitors
		visitors N = 315 visitors	N = 1,549 visitors
Switzerland	2	<1	<1
Other	2	<1	<1

*total percentages do not equal 100 due to rounding

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

Live in nearby area

Question 26

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

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

Results (Figure 13)

- 98% of visitor groups did not live within the shaded area on the map (i.e., nearby area).
- 2% of visitor groups live in the shaded area (i.e., nearby area).

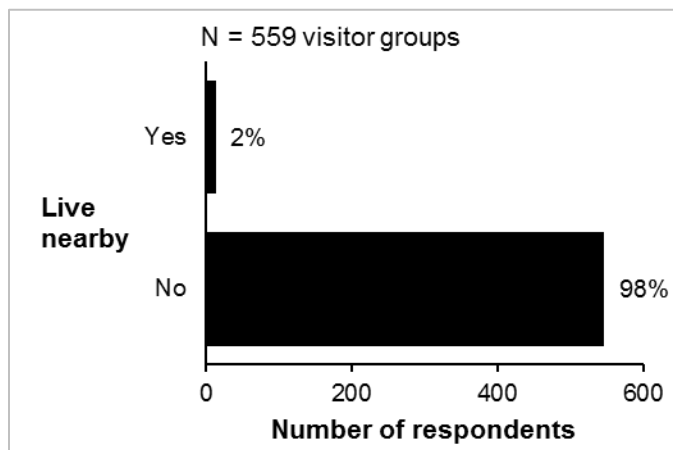


Figure 13. Visitors who live in nearby area.

*total percentages do not equal 100 due to rounding

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

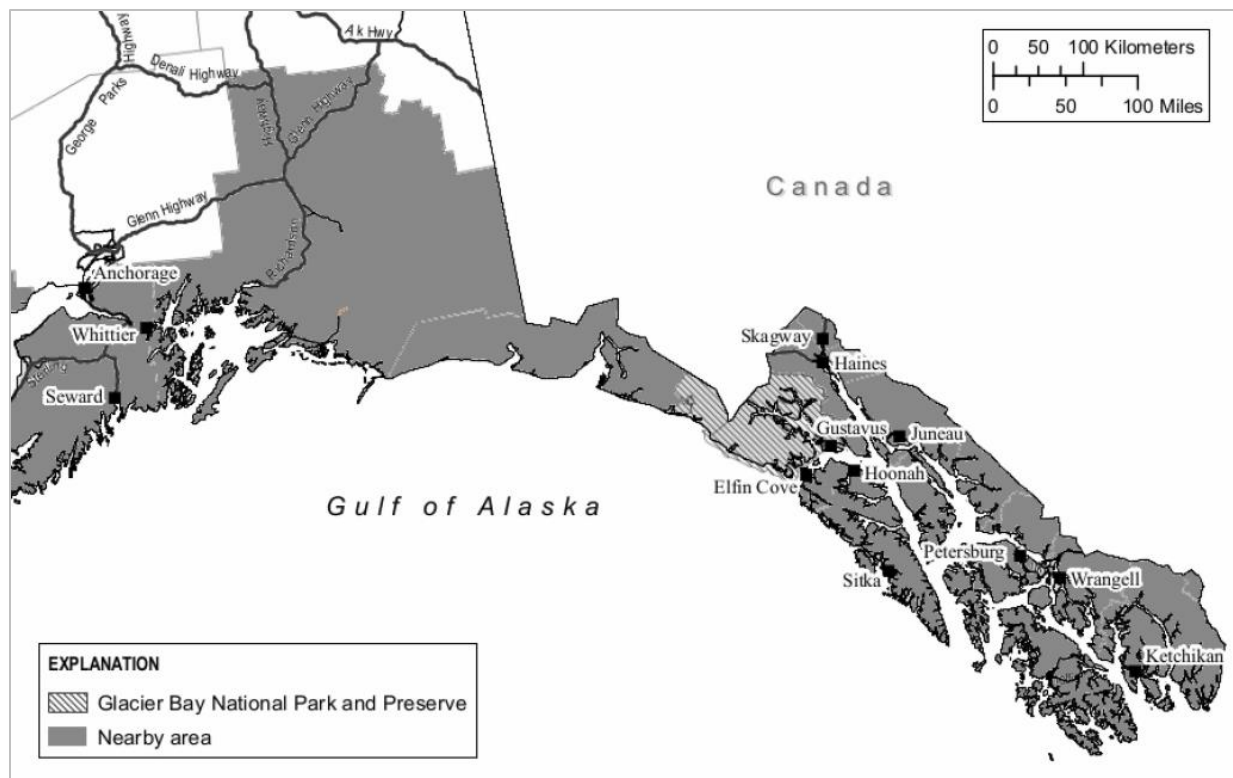


Figure 14. Map of Glacier Bay NPP and nearby area.

*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 Glacier Bay NPP 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)

- 30% of visitors graduated from a college, business, or trade school.
- 28% of visitors completed a Master's, doctoral, or professional degree.

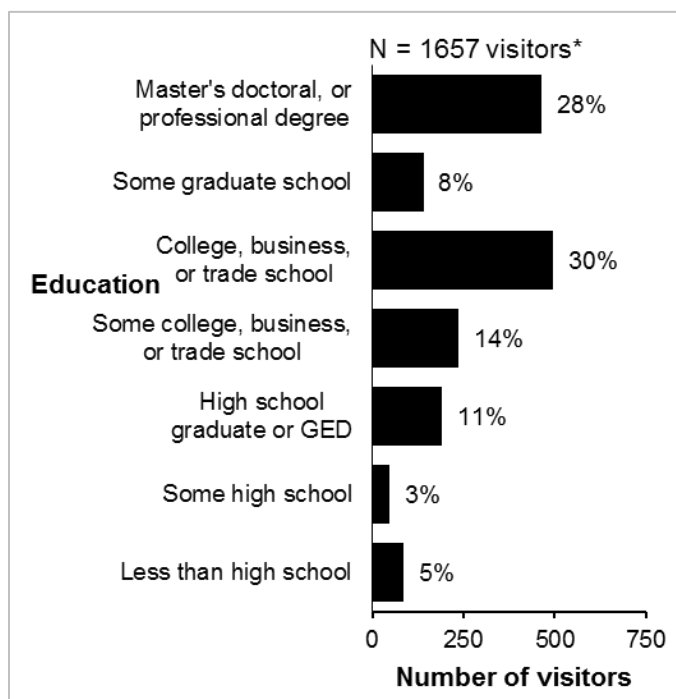


Figure 15. Visitor level of education.

*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)

- 23% of visitor groups had an annual household income between \$100,000 and \$149,999.
- 16% of visitor groups had an annual household income between \$75,000 and \$99,999.
- 16% of visitor groups had an annual household income between \$150,000 and \$199,999.

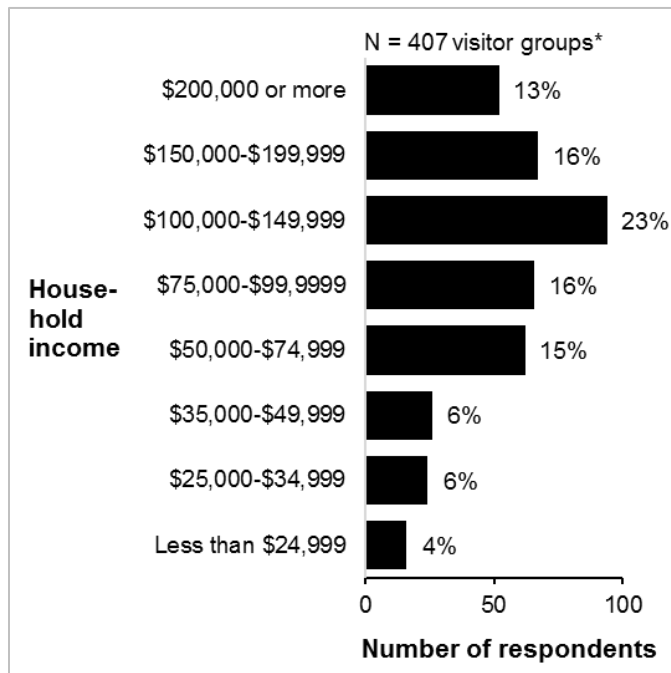


Figure 16. Annual household income.

*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)

- 59% of visitor groups had a household of two people.
- 27% of had a household of three or more people.
- The average household size was 2.4 people.

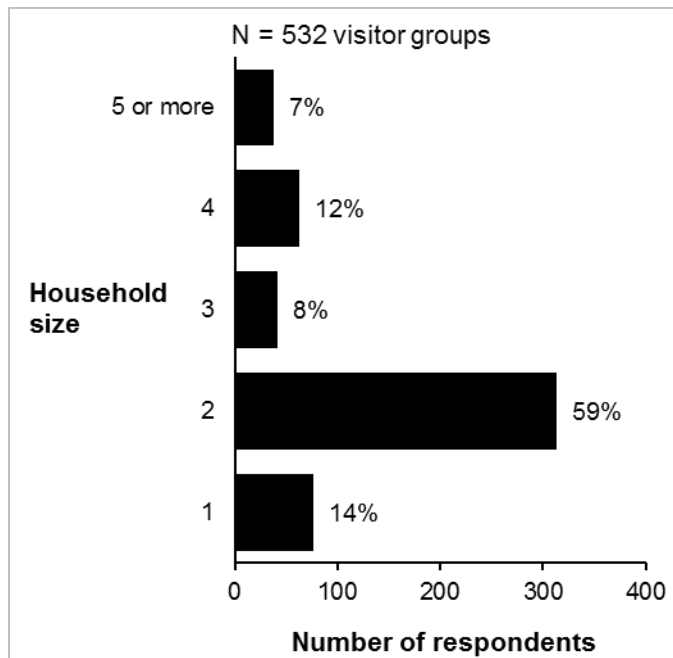


Figure 17. Size of household.

*total percentages do not equal 100 due to rounding

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

Frequency of visits to park

Question 34

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

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

Results (Figure 18).

- 95% of visitors visited the park only once in the last 12 months.
- 3% of visitors visited 2 or more times in the last 12 months.

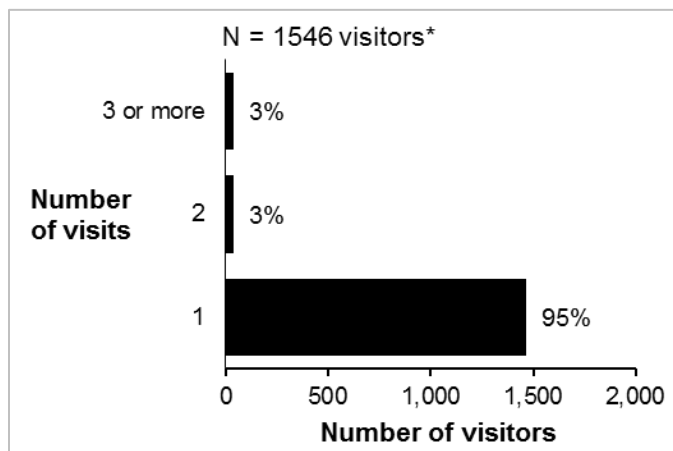


Figure 18. Park visits in last 12 months.

*total percentages do not equal 100 due to rounding

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

Frequency of visits to other National Park Service sites

Question 34

For your personal group during your visit to Glacier Bay NPP 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)

- 34% of visitors did not visit any other NPS sites in the last 12 months.
- 21% of visitors visited other NPS sites only one time in the last 12 months.

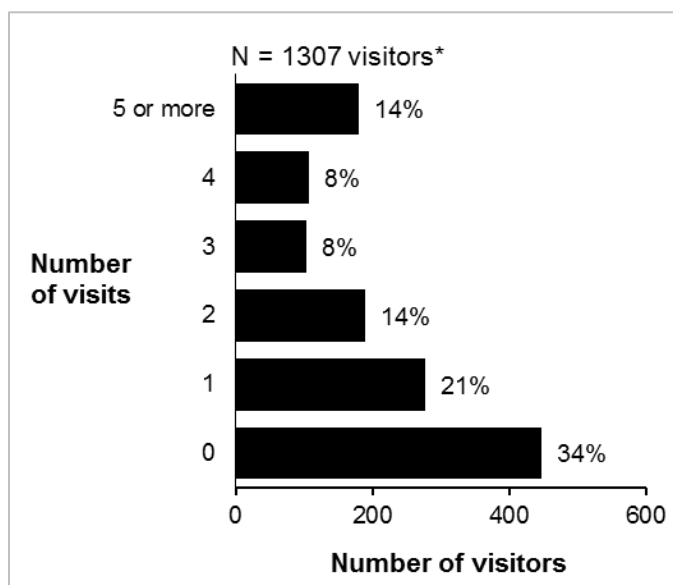


Figure 19. Other NPS site visits in last 12 months.

*total percentages do not equal 100 due to rounding

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

Pre-Trip Planning and Experience

Information sources prior to visit

Question 8

Prior to this trip, how did you obtain information about Glacier Bay NPP?

Results (Figure 20 and Figure 21)

- 68% of visitor groups obtained information about Glacier Bay NPP prior to their visit.
- As shown in Figure 21, among those visitor groups who obtained information about Glacier Bay NPP prior to their visit, the most common information sources were:
 - 38% travel guides/tour books
 - 36% friends/relatives/word of mouth
 - 27% Glacier Bay NPP website (www.nps.gov/glba)
 - 27% maps/brochures
- “Other websites” used by visitor groups (11%) included:
 - Cruise line websites
 - Trip Advisor
 - Search engines
- “Other information sources” used by visitor groups (8%) included:
 - Travel itineraries
 - Travel agents
 - Books
 - Local knowledge

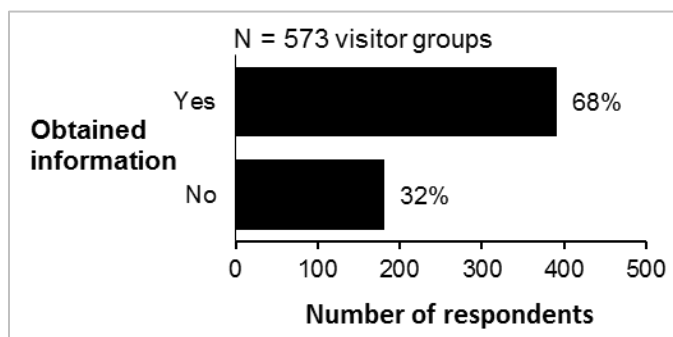


Figure 20. Visitor groups that obtained information about the park prior to visit.

*total percentages do not equal 100 due to rounding

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

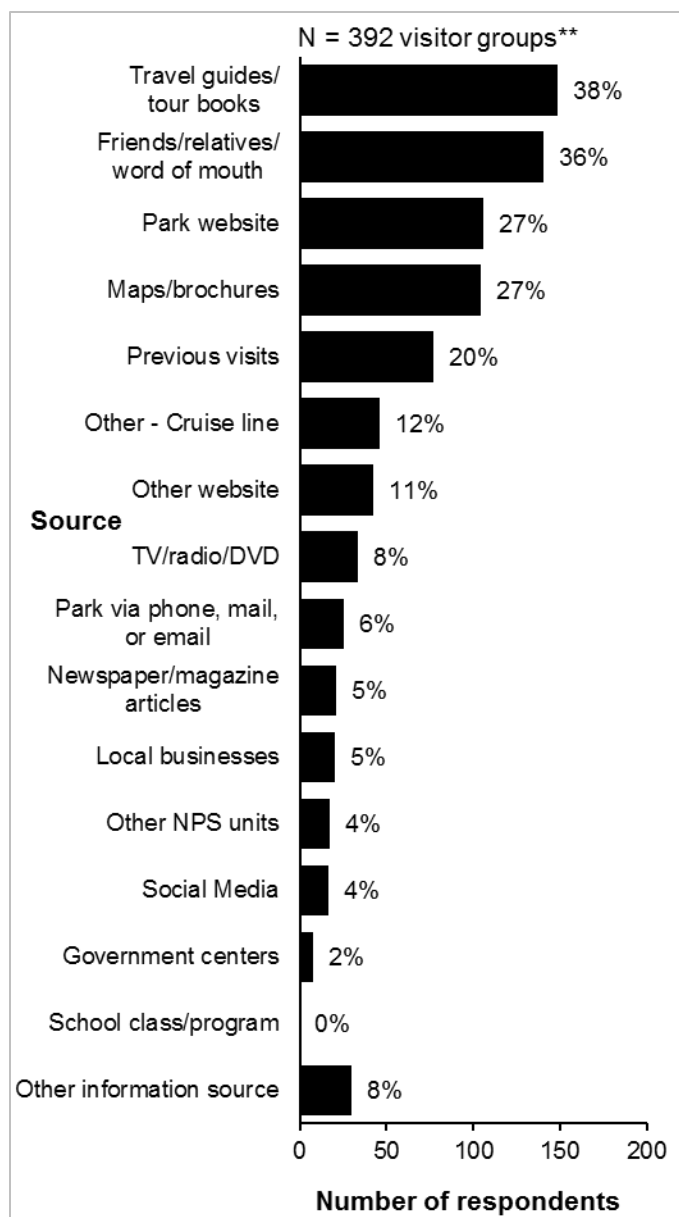


Figure 21. Information sources used prior to trip.

*total percentages do not equal 100 due to rounding

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

Information needed

Question 9

Did you have the information about Glacier Bay NPP you needed on this trip?

Results (Figure 22)

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

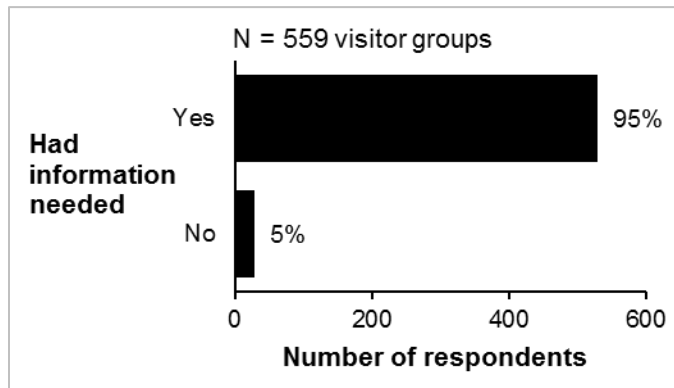


Figure 22. Had information needed on this trip.

*total percentages do not equal 100 due to rounding

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

Question 9

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

Results (Table 11)

- Of those who did not have the information they needed, “printed materials (e.g. brochures)” was most frequently mentioned (mentioned 4 times).
- “Suggestions for activities and/or sightseeing” was second most frequent (mentioned 3 times).

Table 11. Information needed. N = 14 comments. Some visitor groups may have made more than one comment.

Information	Frequency of times mentioned
Printed materials (e.g. brochures)	4
Suggestions for activities and/or sightseeing	3
Other comments	3

*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 Glacier Bay NPP on this trip.

Results (Figure 23)

- 88% of visitor groups used water-based transportation.
- 67% of visitor groups used an airplane.
- 48% of visitor groups used a car, truck or SUV.
- Of those who responded “Other” (5%), forms of transportation specified included:
 - “Taxi”
 - “Shuttle van/bus”

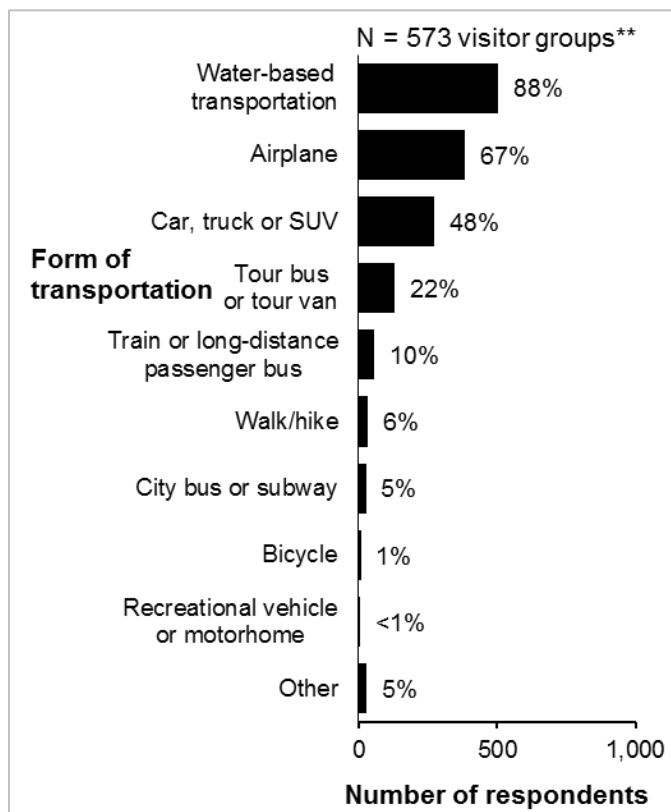


Figure 23. Transportation used to travel to park.

*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)

- 56% of visitor groups traveled to the park in a vehicle with two people.
- 20% of visitor groups traveled in a vehicle with three people.

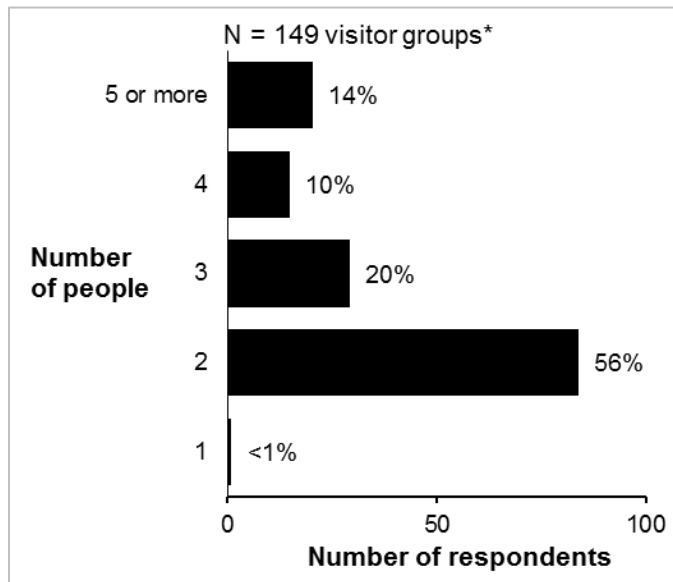


Figure 24. Number of passengers in car, truck or SUV.

*total percentages do not equal 100 due to rounding

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

Water-based transportation

Question 3

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

Results (Figure 25)

- 88% of visitor groups who used water-based transportation to travel from their home to the park traveled on a cruise ship.
- 11% of visitor groups who used water-based transportation to travel from their home to the park traveled on a ferry.
- Of those who responded “Other water-based mode” (1%), forms specified included:
 - “Other boat”
 - “Private boat”
 - “Charter boat”

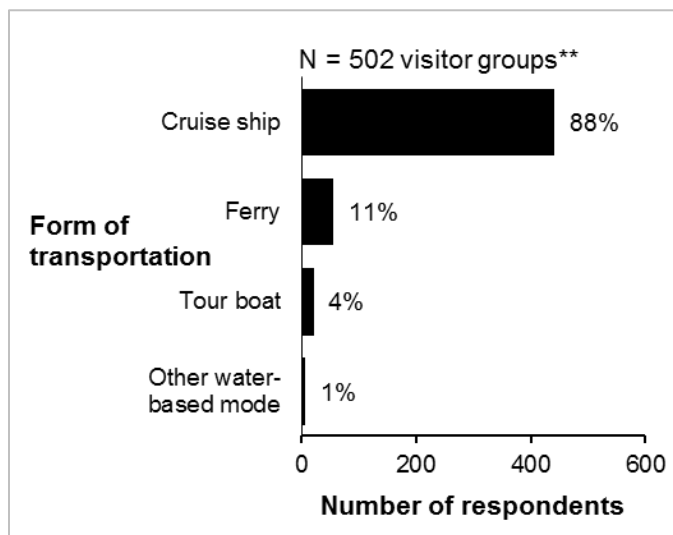


Figure 25. Water-based transportation used to travel to park.

*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 Glacier Bay NPP on this trip?

Results (Figure 26)

- 40% of visitor groups traveled more than 48 hours one-way to get to Glacier Bay NPP.
- 33% of visitor groups traveled up to 12 hours one-way.

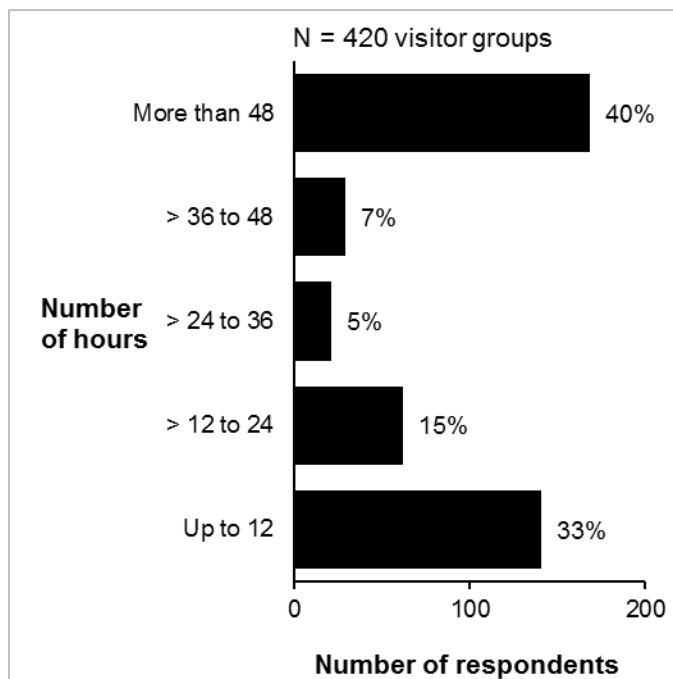


Figure 26. Hours traveled one-way to Glacier Bay NPP.

*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 Glacier Bay NPP on this trip?

Results (Figure 27)

- 31% of visitor groups traveled between 3,000 and 3,999 miles one-way to Glacier Bay NPP.
- 21% of visitor groups traveled between 2,000 and 2,999 miles one-way.

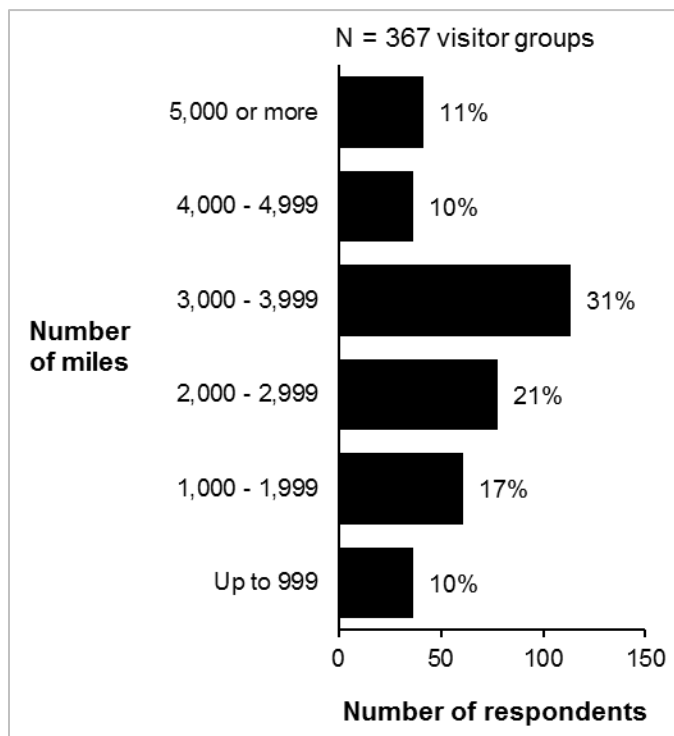


Figure 27. Miles traveled one-way to Glacier Bay NPP.

*total percentages do not equal 100 due to rounding

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

Role of park visit in trip away from home

Question 28

Was this trip to Glacier Bay NPP 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)

- 86% of visitor groups reported that their visit to Glacier Bay NPP was one of several equally important destinations on their trip away from home.
- 14% of visitor groups reported that visiting Glacier Bay NPP was the primary or sole purpose of their trip.

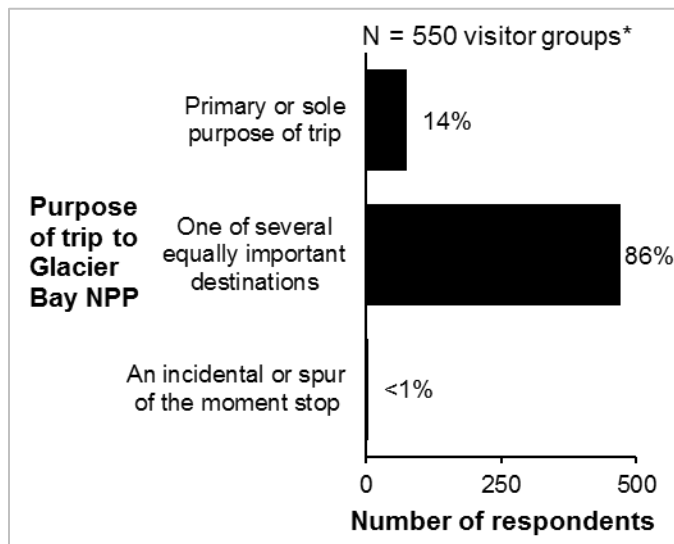


Figure 28. Role of park visit in trip away from home.

*total percentages do not equal 100 due to rounding

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

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

Question 28

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

See Figure 14 or Appendix 2 for map.

Results (Figure 29)

- For those visitor groups that reported visiting Glacier Bay NPP as one of several equally important destinations, 87% reported that one or more equally important destinations were within the nearby area.

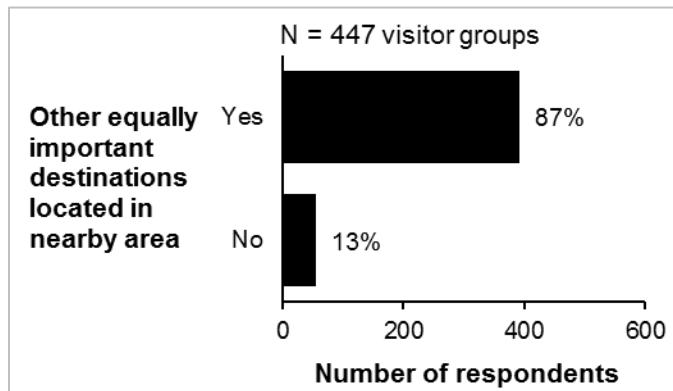


Figure 29. Location of other equally important destinations.

*total percentages do not equal 100 due to rounding

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

Question 28

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

See Figure 14 or Appendix 2 for map.

Results (Figure 30)

- For those visitor groups that reported visiting Glacier Bay NPP as just an incidental stop, 54% reported that their primary destination was not within the shaded area of the map.

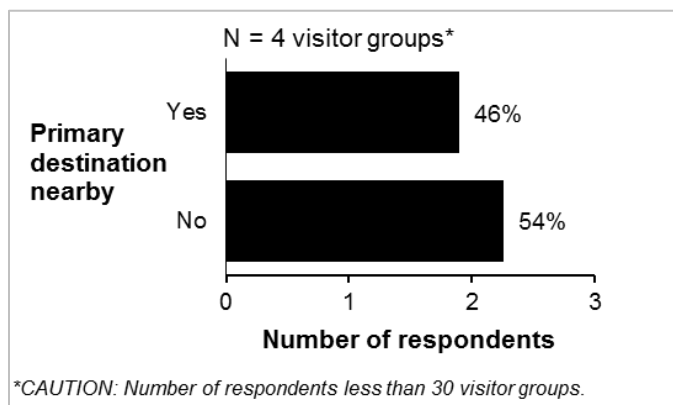


Figure 30. Location of primary destination if spur of the moment trip.

*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 park on this trip

Question 10

How important to you was each of the following reasons for visiting Glacier Bay NPP 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:
 - 93% View wildlife or scenery
 - 69% Learn more about nature
 - 68% Spend time with friends/family
- The reasons that received the lowest proportion combined proportions of “extremely important” and “very important” ratings were:
 - 17% Get physical exercise
 - 10% Attend a special event
 - Of those who rated “Attend a special event” (N = 444), events specified included:
 - “Glacier Bay boat tour”
 - “Birthday
 - “Cruise
 - “View glaciers”
- Of those who responded “Other” (N = 94), reasons specified included:
 - “To view glaciers”
 - “To cruise”
 - “Part of tour”
- Of those who responded “Other” (N = 94), reasons specified included:

*total percentages do not equal 100 due to rounding

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

- “To kayak”
- “To fish”

Figure 32 through Figure 43 show ratings for each reason.

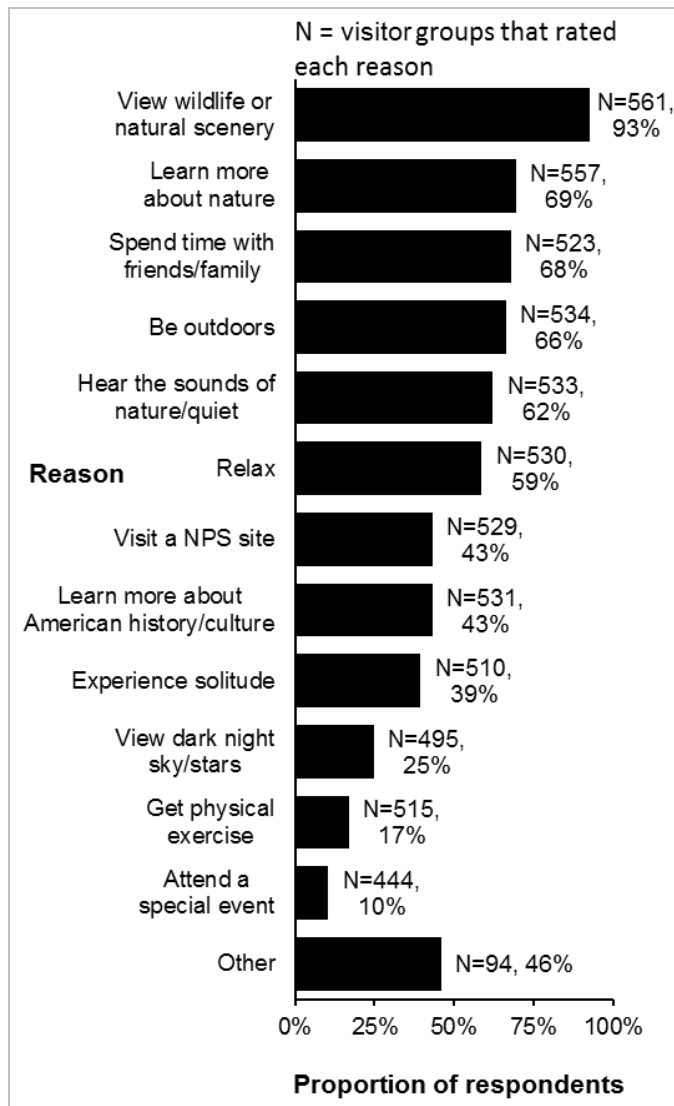


Figure 31. Reasons for visiting the park this trip.

*total percentages do not equal 100 due to rounding

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

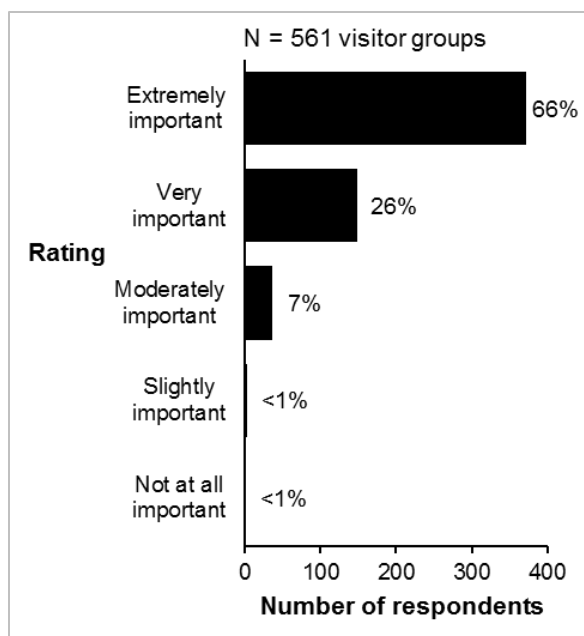


Figure 32. Importance of viewing wildlife or natural scenery.

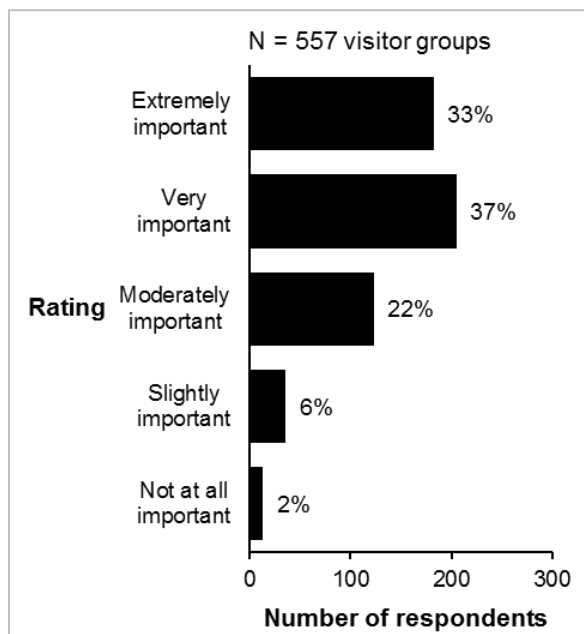


Figure 33. Importance of learning more about nature.

*total percentages do not equal 100 due to rounding

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

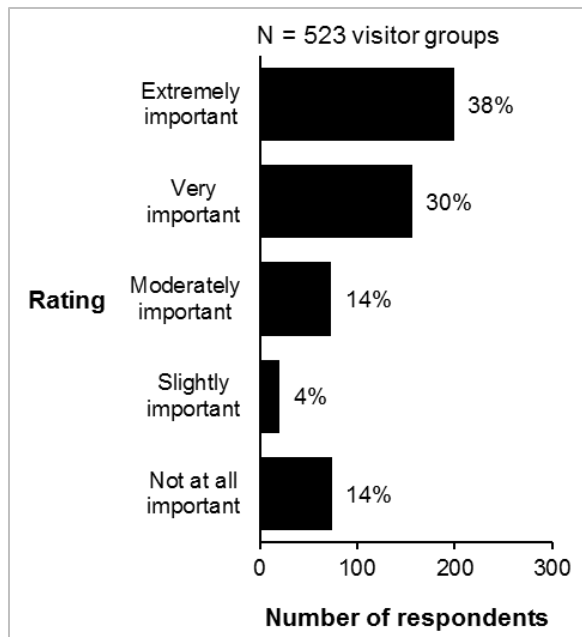


Figure 34. Importance of spending time with friends/family.

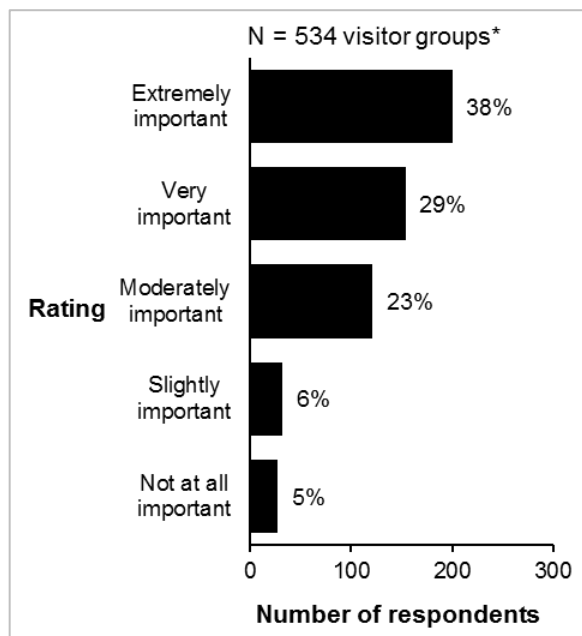


Figure 35. Importance of being outdoors.

*total percentages do not equal 100 due to rounding

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

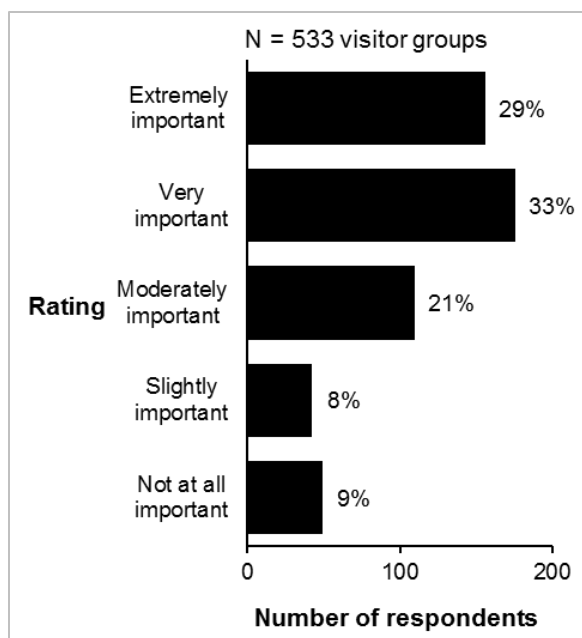


Figure 36. Importance of hearing the sounds of nature/quiet.

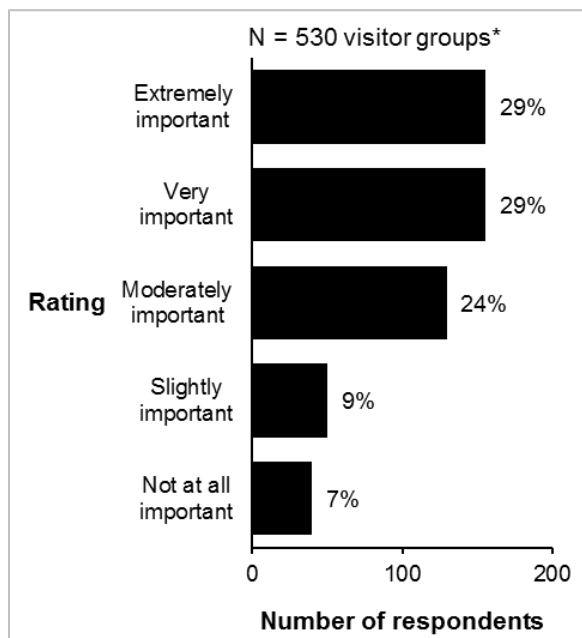


Figure 37. Importance of relaxing.

*total percentages do not equal 100 due to rounding

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

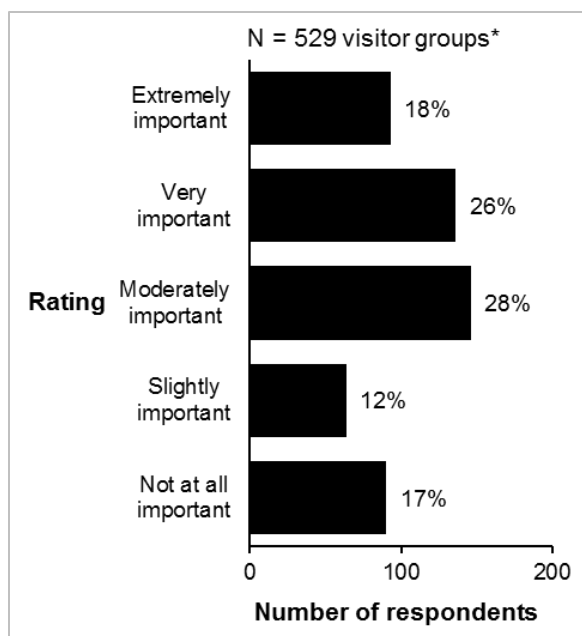


Figure 38. Importance of visiting an NPS site.

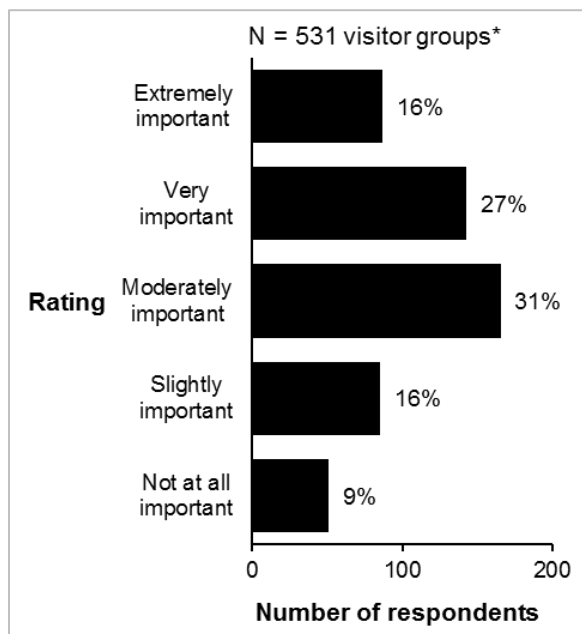


Figure 39. Importance of learning more about American history and culture.

*total percentages do not equal 100 due to rounding

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

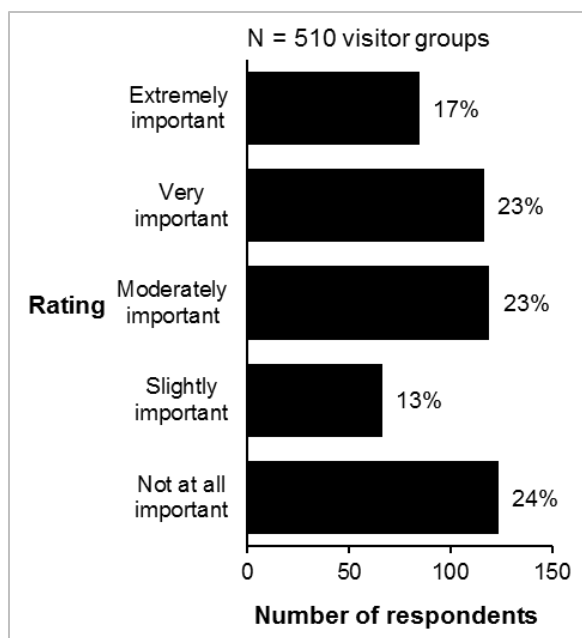


Figure 40. Importance of experiencing solitude.

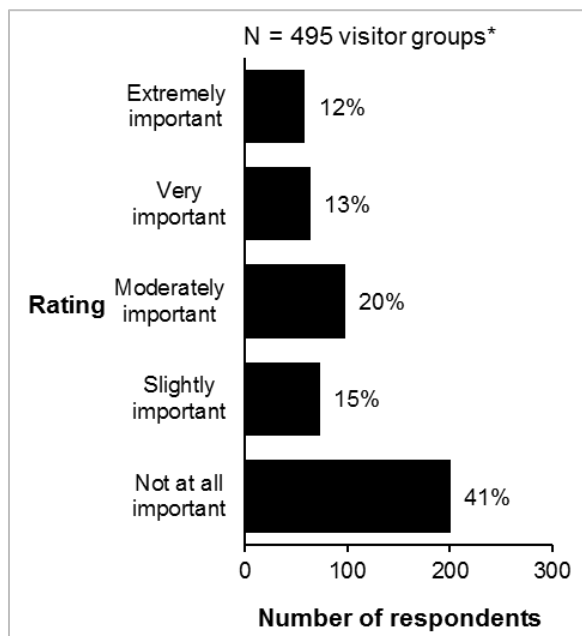


Figure 41. Importance of viewing dark night sky/stars.

*total percentages do not equal 100 due to rounding

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

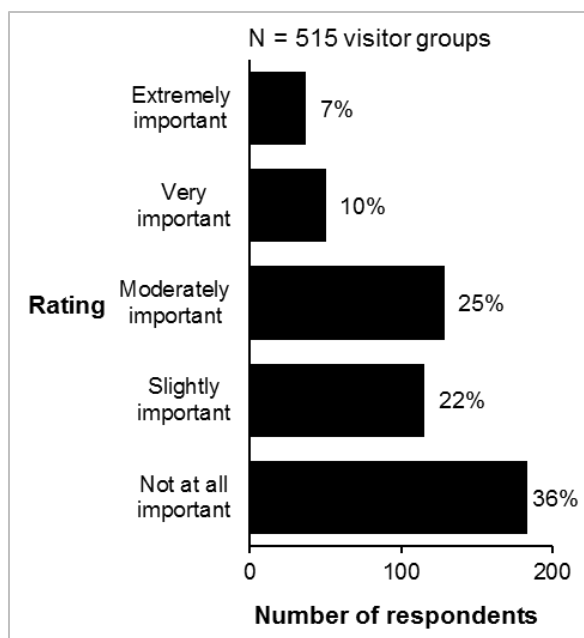


Figure 42. Importance of getting physical exercise.

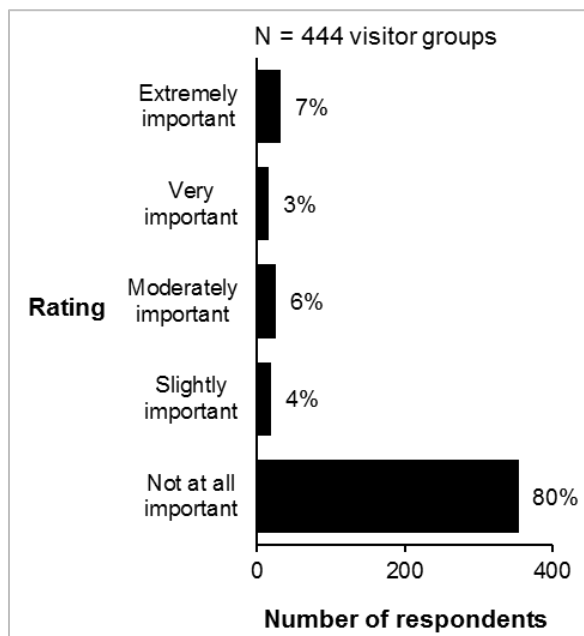


Figure 43. Importance of attending a special event.

*total percentages do not equal 100 due to rounding

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

Most important reason for visiting on this trip

Question 11

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

Results

- As shown in Figure 44, the most common most important reasons for visiting Glacier Bay NPP were:
 - 66% Viewing wildlife or natural scenery
 - 9% Spending time with friends and family
- The least common most important reasons were:
 - <1% Hearing the sounds of nature/quiet
 - <1% Experiencing solitude
 - <1% Learning more about American history and culture
 - <1% Getting physical exercise
- Of those who responded “Other” (6%), reasons specified included:
 - “To see and experience Glacier Bay NPP”
 - “Study bioacoustics of humpback whales”
 - “To be surprised by what he/she learns”
 - “Glacier Bay boat tour”
 - “Item on personal ‘bucket list’”

*total percentages do not equal 100 due to rounding

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

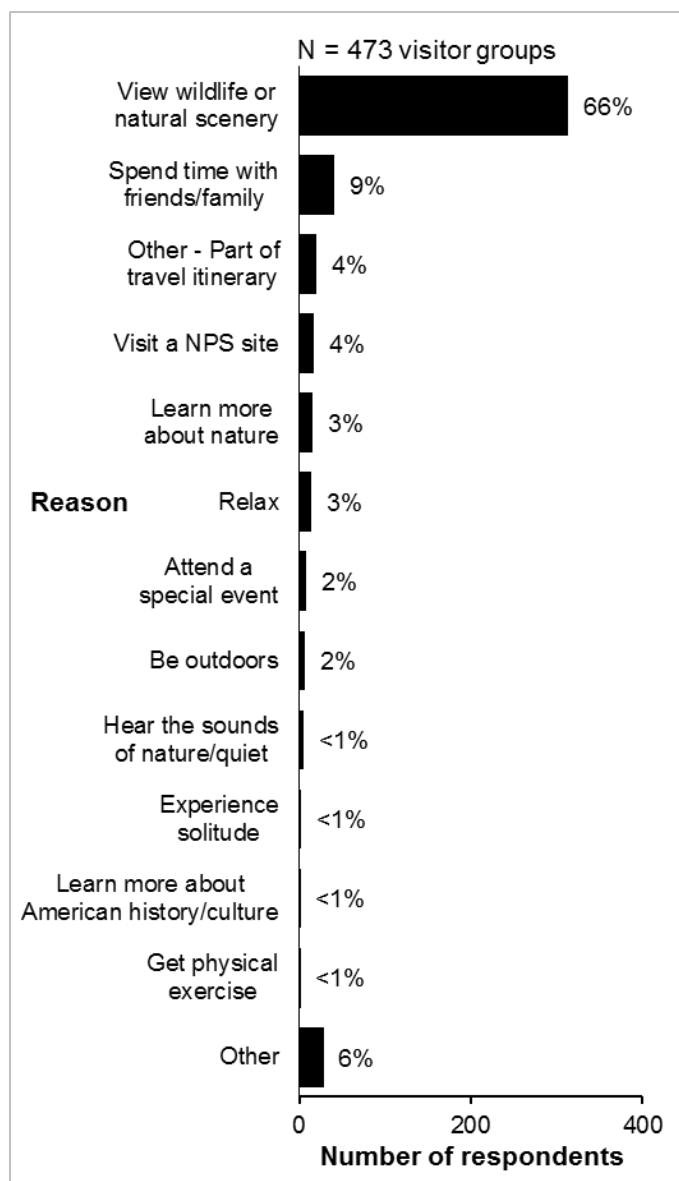


Figure 44. Most important reason for visiting Glacier Bay NPP on this trip.

*total percentages do not equal 100 due to rounding

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

Park Experience and Activities

Type of entrance fee applied

Question 5

On this trip to Glacier Bay NPP, which of the following entrance fees applied to you personally?

Results (Figure 45)

- 45% of visitor groups' entrance fee was included in a tour package.
- 33% of visitor groups did not pay a fee or use a pass to enter the park.
- Of those who responded "Other" (6%), entrance fees specified included:
 - Included in cruise package
 - Included in day boat tour
 - Conducting research

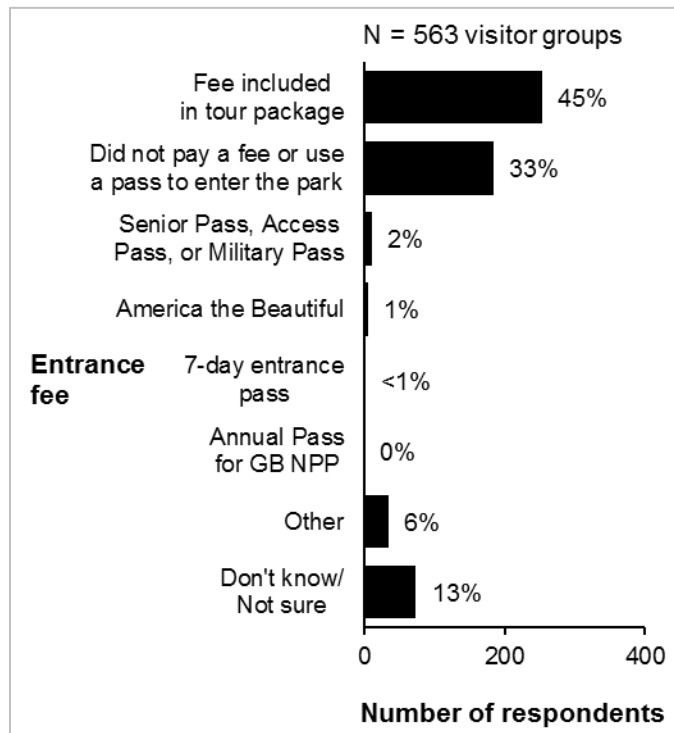


Figure 45. Entrance fees that applied to visitor groups.

*total percentages do not equal 100 due to rounding

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

Length of stay in park

Question 7

On this trip, how much total time did you spend within Glacier Bay NPP?

Number of hours, if day trip

Results (Figure 46)

- 83% of visitor groups who spent less than 24 hours in the park visited for 5 or more hours.
- The average number of hours spent in the park was 7.1 hours.

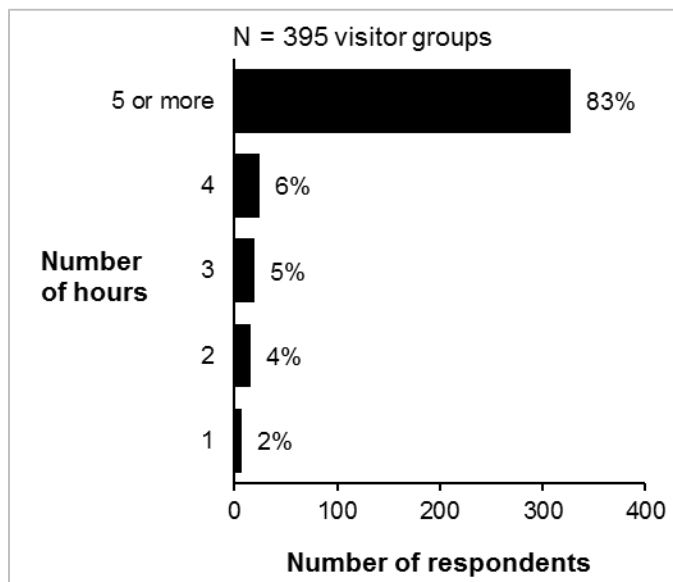


Figure 46. Number of hours visiting the park by groups who spent less than 24 hours in the park.

*total percentages do not equal 100 due to rounding

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

Number of days, if greater than 1 day

Results (Figure 47)

- 36% of visitor groups who reported spending 24 hours or more in the park visited for 2 days.
- 22% of visitor groups spent 5 or more days in the park.
- 21% of visitor groups spent 3 days in the park.
- The average number of days spent in the park was 5.6 days.

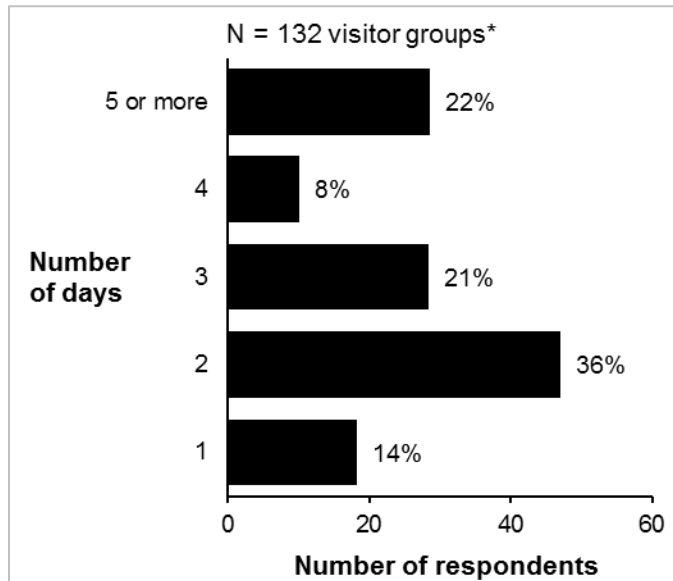


Figure 47. Number of days visiting the park by groups who spent 24 hours or more in the park.

*total percentages do not equal 100 due to rounding

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

Days entered or re-entered park

Question 6

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

Results (Figure 48)

- 87% of visitors groups entered or re-entered the park on only 1 day.
- 12% of visitors groups entered or re-entered the park on 2 or more days during their trips.

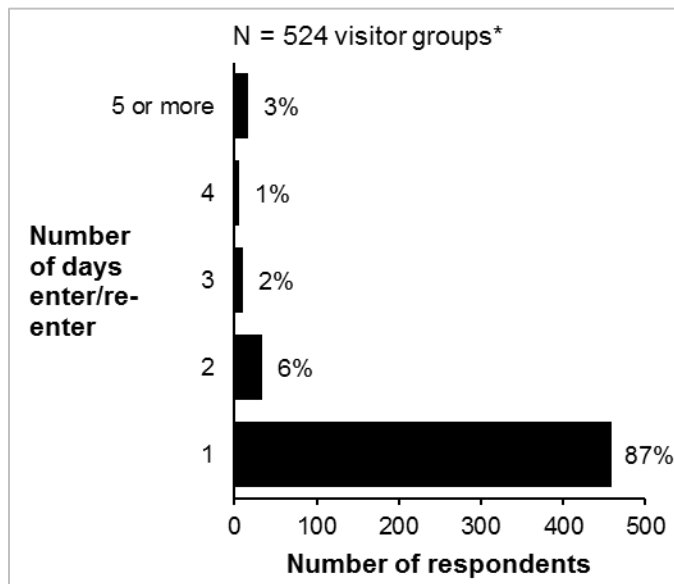


Figure 48. Number of days entered or re-entered park.

*total percentages do not equal 100 due to rounding

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

Overnight stay

Question 27a

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

See Figure 14 or Appendix 2 for map.

Results (Figure 49)

- 67% of visitor groups stayed overnight inside the park or within the nearby area on this trip.

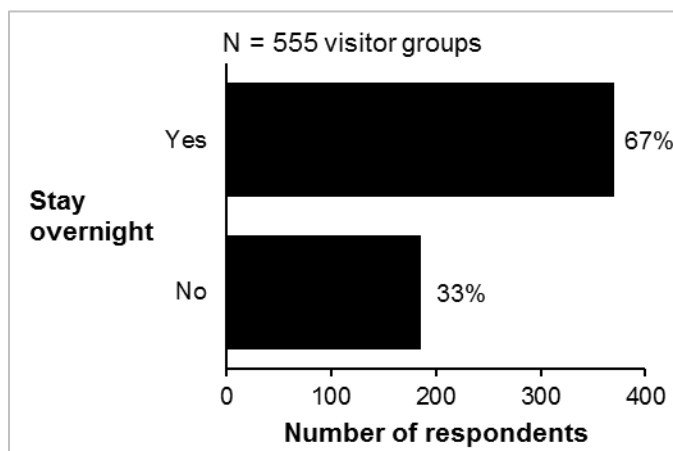


Figure 49. Visitors who stayed overnight in/near park.

*total percentages do not equal 100 due to rounding

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

Nights spent in overnight accommodations

Question 27b

If YES, please list the number of nights you stayed in Glacier Bay NPP and/or in the nearby area on this trip.

Results (Figure 50)

- Figure 50 shows the proportions of visitor groups that reported staying one or more nights in one of listed overnight accommodations.
- 69% of visitor groups who stayed overnight one or more nights stayed on a cruise ship.
- 19% of visitor groups who stayed overnight one or more nights stayed in lodging in Glacier Bay NPP and 18% stayed in lodging outside Glacier Bay NPP.

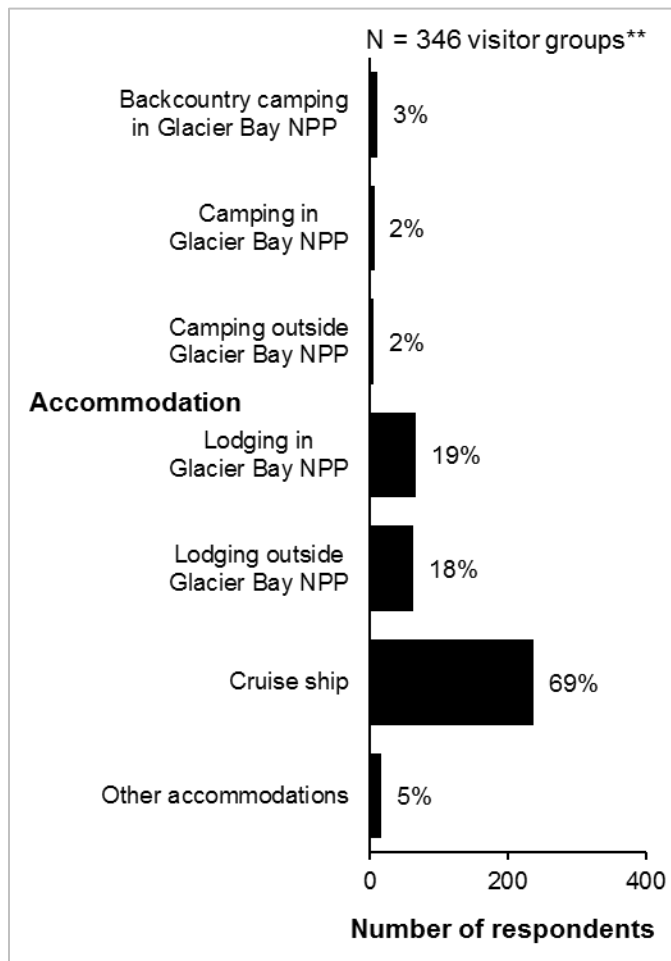


Figure 50. Accommodations for nights spent in Glacier Bay NPP or the nearby area.

*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 Glacier Bay NPP

Results (Figure 51)

- 54% of visitor groups who camped in the backcountry of Glacier Bay NPP camped for five or more nights.
- 39% of visitor groups who camped in the backcountry of Glacier Bay NPP camped for two nights.

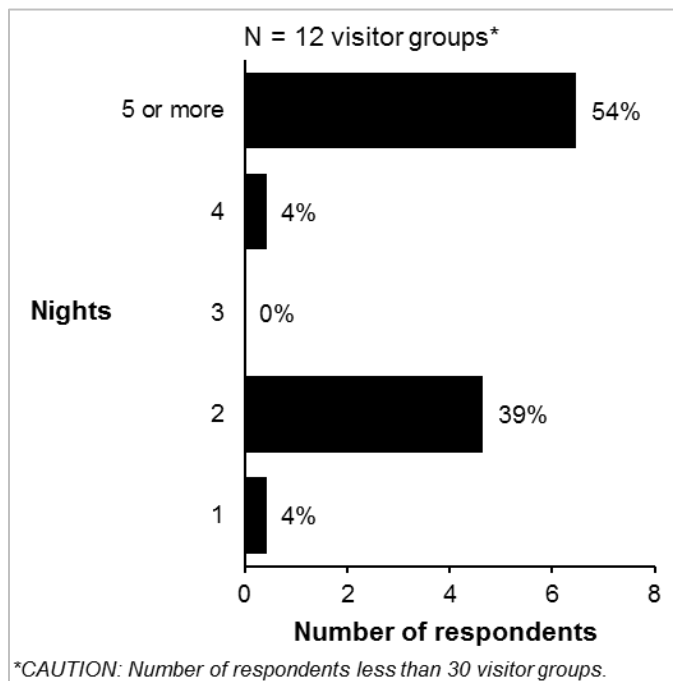


Figure 51. Nights spent in backcountry in Glacier Bay NPP.

*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 Glacier Bay NPP

Results (Figure 52)

- 65% of visitor groups who camped in Glacier Bay NPP camped for two nights.
- It should be noted that Glacier Bay NPP has one developed campground, the Bartlett Cove Campground.

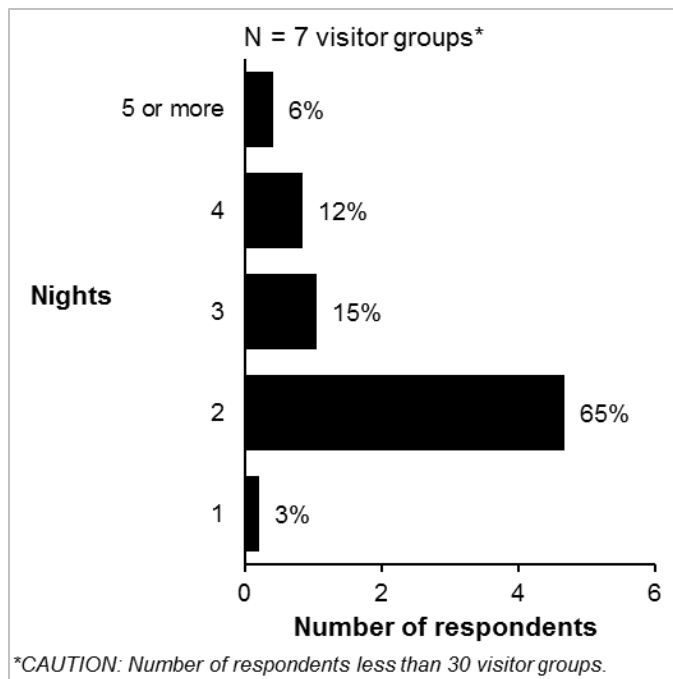


Figure 52. Nights spent camping in Glacier Bay NPP.

*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 Glacier Bay NPP

Results (Figure 53)

- 59% of visitor groups who camped outside Glacier Bay NPP camped for five or more nights.

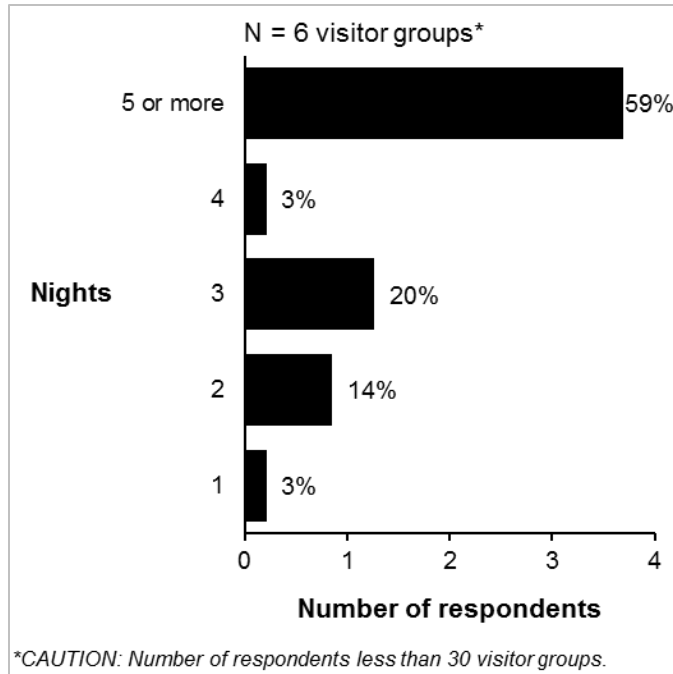


Figure 53. Nights spent camping outside Glacier Bay NPP.

*total percentages do not equal 100 due to rounding

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

Lodging in Glacier Bay NPP

Results (Figure 54)

- 37% of visitor groups who stayed at lodging in Glacier Bay NPP stayed for two nights.
- 19% of visitor groups who stayed at lodging in Glacier Bay NPP stayed for five or more nights.
- It should be noted that the only lodging in Glacier Bay NPP is the Glacier Bay Lodge.

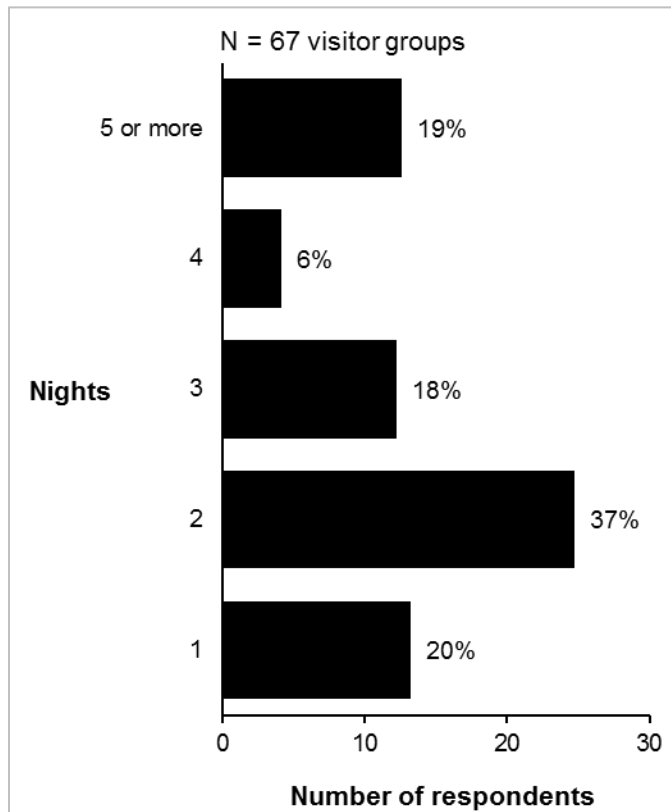


Figure 54. Nights spent in lodging in Glacier Bay NPP.

*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 Glacier Bay NPP

Results (Figure 55)

- 36% of visitor groups who stayed at lodging outside Glacier Bay NPP stayed for five or more nights.
- 24% of visitor groups who stayed at lodging outside Glacier Bay NPP stayed for three nights.

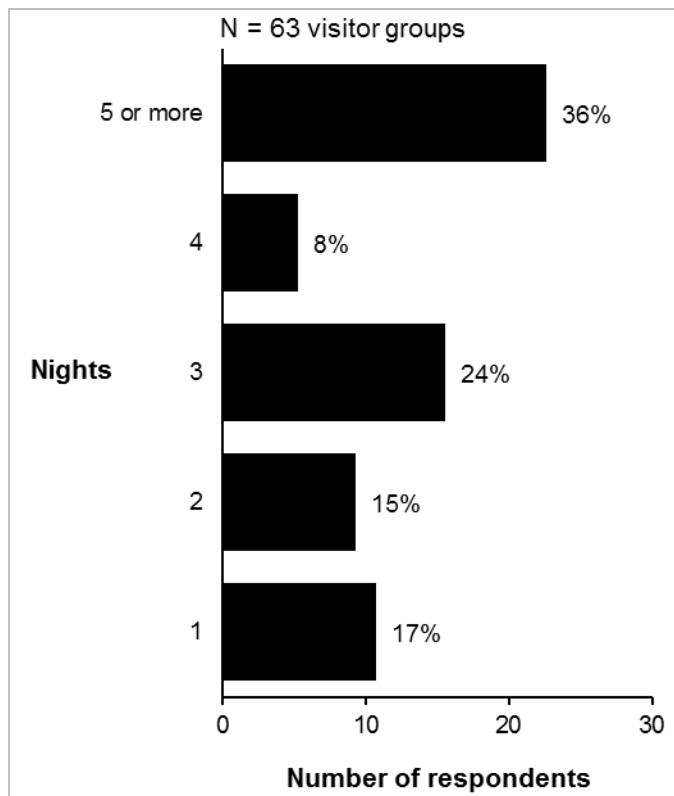


Figure 55. Nights spent in lodging outside Glacier Bay NPP.

*total percentages do not equal 100 due to rounding

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

Cruise Ship Accommodations

Results (Figure 56)

- 47% of visitor groups who stayed overnight on a cruise ship stayed for five or more nights.
- 34% of visitor groups who stayed overnight on a cruise ship stayed for one night.

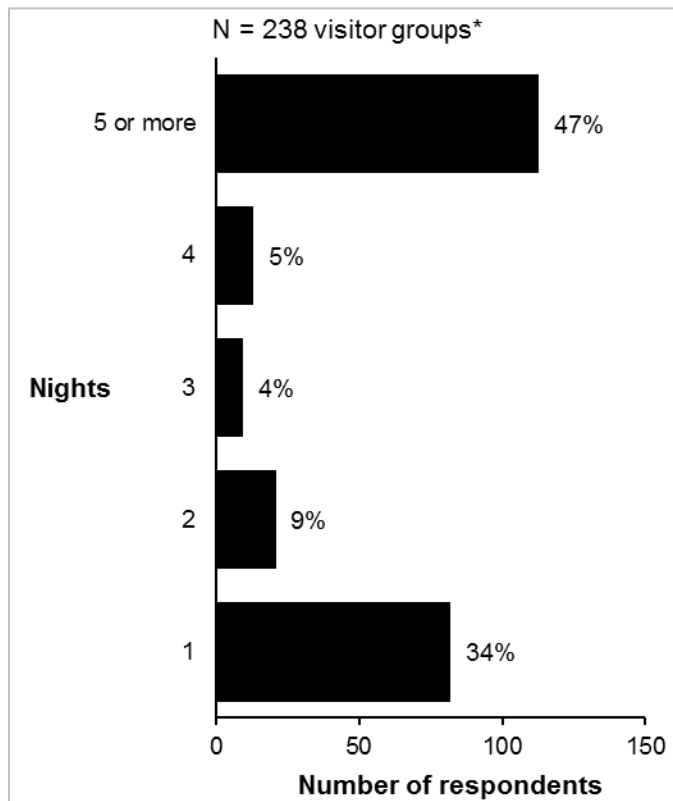


Figure 56. Nights spent on cruise ship.ⁱ

*total percentages do not equal 100 due to rounding

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

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

Results (Figure 57)

- 49% of visitor groups who stayed overnight at other accommodations stayed for five or more nights.
- 32% of visitor groups who stayed overnight at other accommodations stayed for four nights.

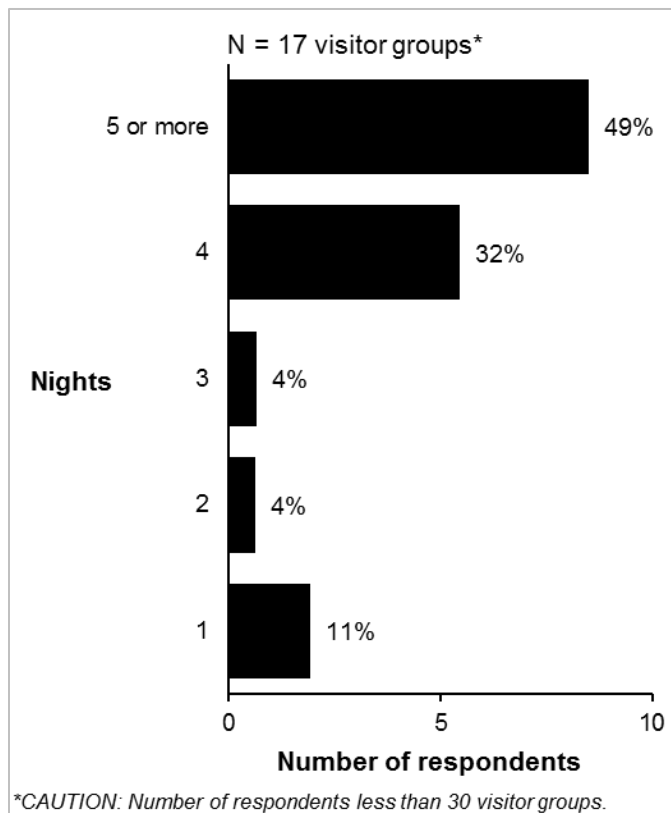


Figure 57. Nights in other accommodations (e.g., friends/relatives).

*total percentages do not equal 100 due to rounding

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

Visits to other National Park Service sites

Question 29

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

Results (Figure 58)

- 55% of visitors groups did not visit other National Park Service units on their trip away from home.

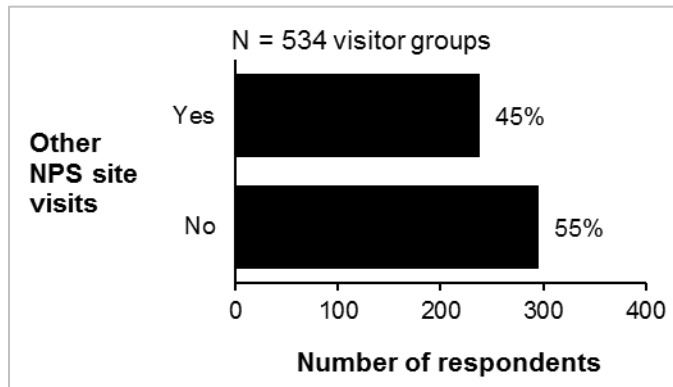


Figure 58. Visited other NPS sites on trip away from home.

*total percentages do not equal 100 due to rounding

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

Other National Park Service sites visited

Question 29

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

Results (Table 12)

- Of those visitor groups that did visit other NPS units on their trip (6%), the most common other NPS units included:
 - Denali National Park & Preserve (mentioned 105 times)
 - Klondike Gold Rush National Historical Park (mentioned 36 times).

Table 12. Other National Park Service sites visited. N = 224 comments. Some visitor groups may have visited more than one other NPS site.

Site	Frequency of times mentioned
Denali National Park & Preserve	105
Klondike Gold Rush National Historical Park	36
Kenai Fjords National Park	22
Sitka National Historical Park	13
Wrangell-St. Elias National Park & Preserve	10
Mount Rainier National Park	5
Olympic National Park	3
Lake Clark National Park & Preserve	2
Redwood National and State Parks	2
Lowell National Historical Park	2
Lassen Volcanic National Park	2
Point Reyes National Seashore	2
Katmai National Park & Preserve	2
Grand Canyon National Park	2
Alcatraz Island	2
Yosemite National Park	2
Yellowstone National Park	2

*total percentages do not equal 100 due to rounding

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

Activity participation

Question 12

On this trip, in which of the following activities did you personally participate within Glacier Bay NPP?

Results

- As shown in Figure 59, the most common activities in which visitor groups participated were:
 - 93% Viewing wildlife, natural features, scenery, wildflowers, etc.
 - 31% Motorized water travel
 - 28% Creative arts
- Of those who responded “Other” (5%), activities in which groups participated included:
 - “Attending a ranger program”
 - “Activities outside of Glacier Bay NPP”
 - “Kayak camping”
 - “Touring”

*total percentages do not equal 100 due to rounding

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

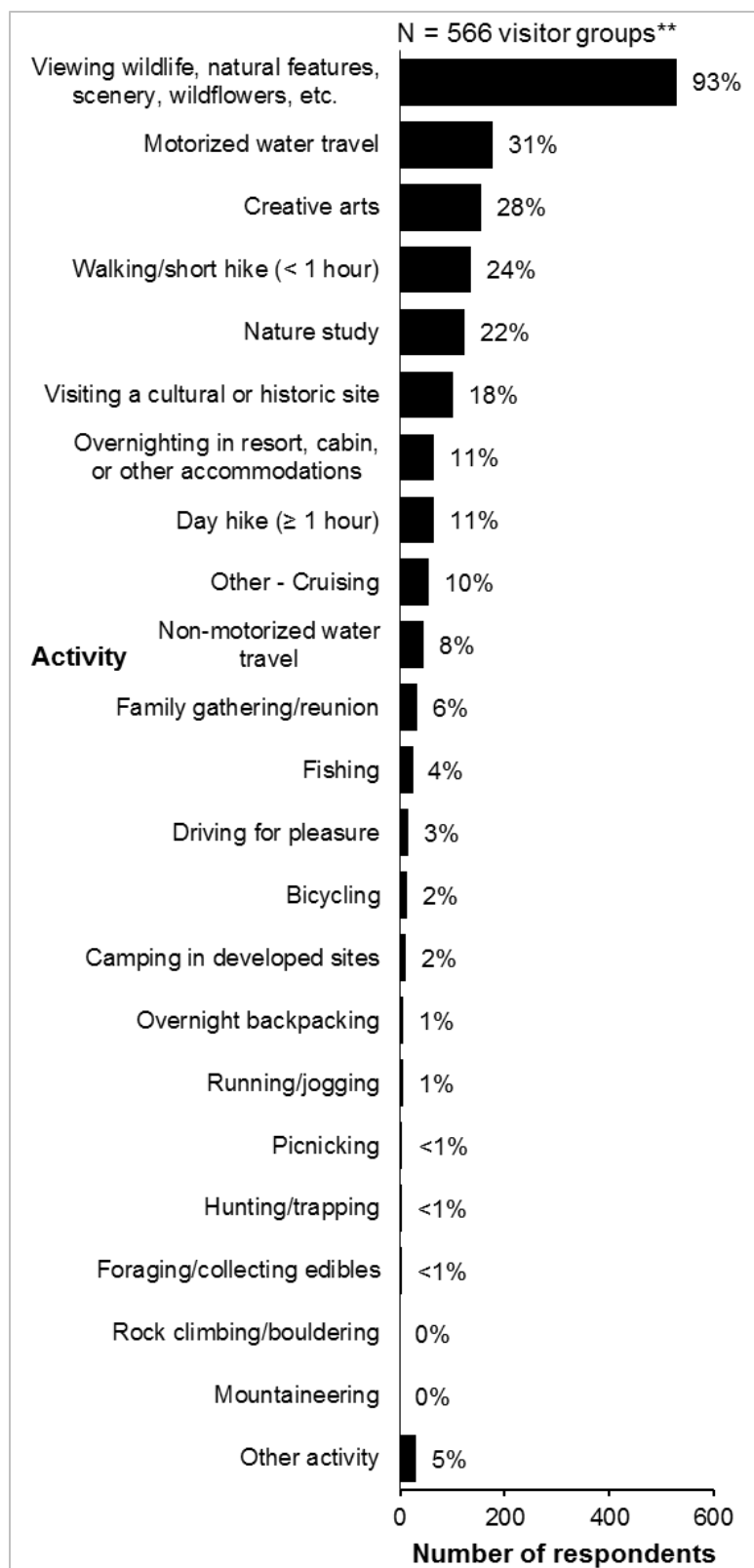


Figure 59. Participation in activities on this trip.

*total percentages do not equal 100 due to rounding

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

Question 12

On this trip, in which of the following activities did you personally participate within Glacier Bay NPP?

Results (Table 13)

- As shown in Table 13, of visitors who participated in non-motorized water travel, specific activities included:
 - “Kayaking” (mentioned 30 times)
 - “Rafting” (mentioned 3 times)

Table 13. Non-motorized water travel activities. N = 58 comments. Some visitor groups may have made more than one comment.

Activity	Frequency of times mentioned
Kayaking	30
Rafting	3
Canoeing	1

*total percentages do not equal 100 due to rounding

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

Question 12

On this trip, in which of the following activities did you personally participate within Glacier Bay NPP?

Results (Table 14)

- As shown in Table 14, of visitors who participated in motorized water travel, specific activities included:
 - “Cruising” (mentioned 81 times)
 - “Boating” (mentioned 63 times)

Table 14. Motorized water travel activities. N = 144 comments. Some visitor groups may have made more than one comment.

Activity	Frequency of times mentioned
Cruising	81
Boating	63

*total percentages do not equal 100 due to rounding

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

Primary activity on this trip

Question 13

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

Results

- As shown in Figure 60, the most common primary activities listed by visitor groups were:
 - 52% Viewing wildlife, natural features, scenery, wildflowers, etc.
 - 9% Cruise or boat tour
- Of those who responded “Other” (3%), activities specified included:
 - “Attending ranger program”
 - “Relaxing”
 - “Research”
- 24% 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

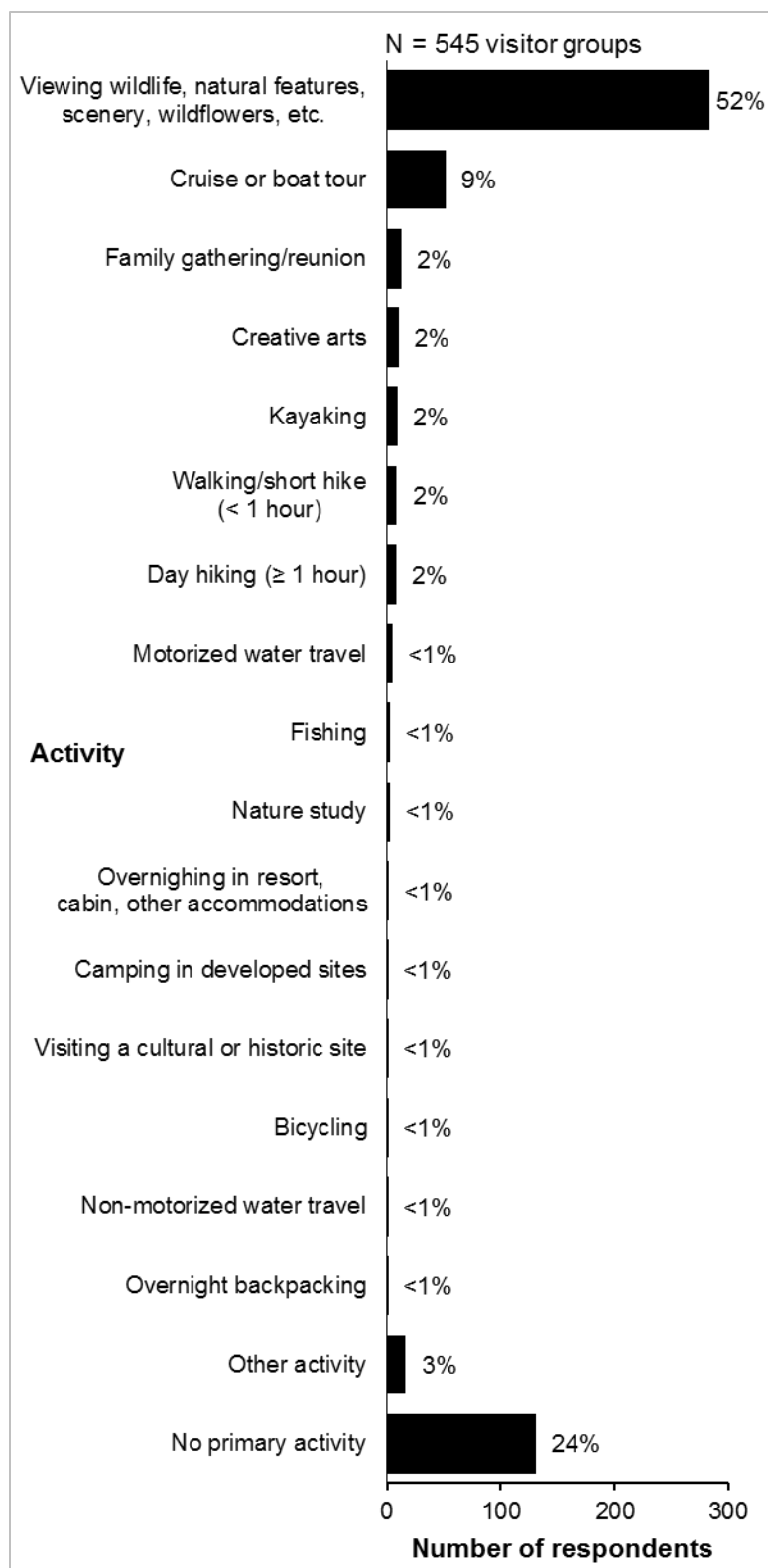


Figure 60. Primary activity on this trip to Glacier Bay NPP.

*total percentages do not equal 100 due to rounding

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

Visitors with physical conditions

Question 18a

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

Results (Figure 61)

- 4% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services.

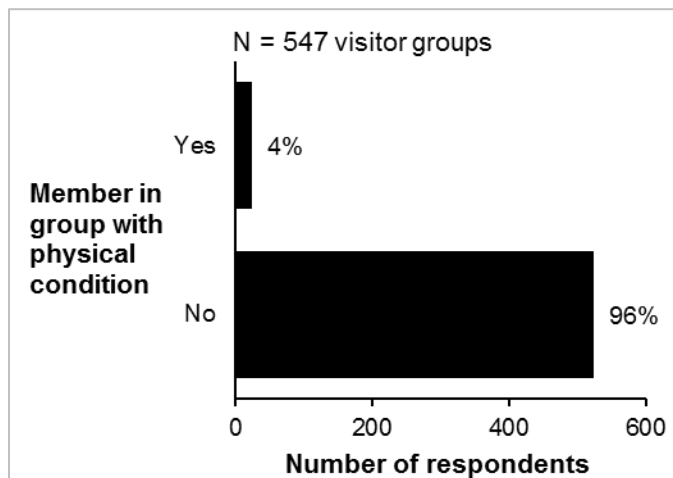


Figure 61. Visitors with physical conditions.

*total percentages do not equal 100 due to rounding

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

Question 18b

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

Results (Table 15)

- “Walking/hiking” was the most frequently mentioned (mentioned 11 times) activity in which members of visitor groups had difficulty participating.
- It should be noted that Glacier Bay NPP does not have any train activities, services, or facilities within the park.

Table 15. Activities/services/facilities difficult to participate in/access. N = 21 comments. Some visitor groups may have made more than one comment.

Activity, service, or facility	Frequency of times mentioned
Walking/hiking	11
Cruise made visit possible	3
Train	3
Upper level at lodge	2
Other comments	3

*total percentages do not equal 100 due to rounding

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

Question 18c

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

Results (Figure 62)

- Of visitor groups that had at least one member with a physical condition, the member(s) had specific difficulties with:
 - 81% Mobility
 - 12% Hearing
- Of those who responded “Other” (9%), specific difficulties included:
 - “Age”
 - “Sitting”
 - “Standing”

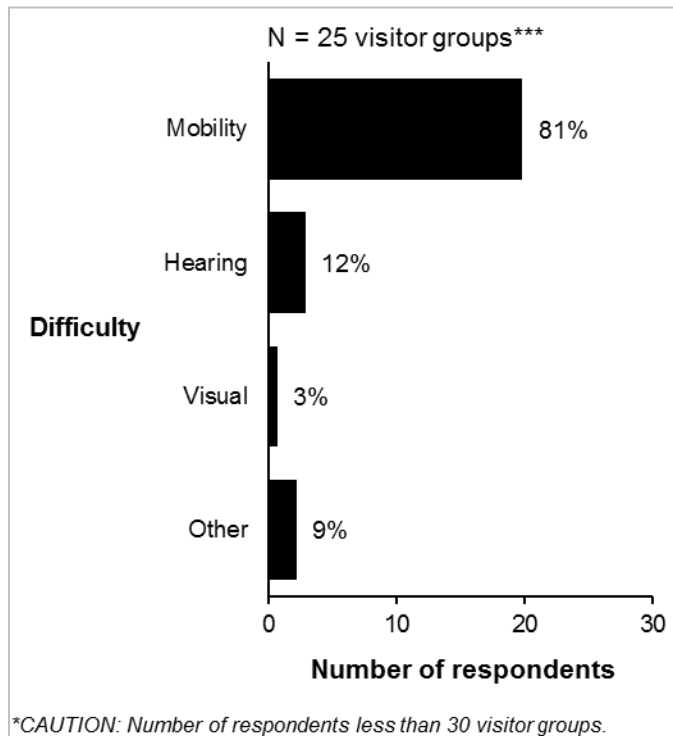


Figure 62. Specific difficulties had by visitor group member(s).

*total percentages do not equal 100 due to rounding

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

Programs and services participation

Question 14

On this trip, in which of the following programs and services did you personally participate within Glacier Bay NPP?

Results

- As shown in Figure 63, the most common programs and services in which visitor groups participated were:
 - 63% Attending a ranger-led activity
 - 51% Talking informally with a ranger
 - 48% Reading the park brochure or newspaper
- Of those who responded “Other” (9%), programs and services included:
 - “Programs or services on cruise”
 - “Ranger on cruise ship”
 - “Narration on cruise ship”
 - “Narration on train ride”
 - It should be noted that Glacier Bay NPP does not have any train activities, services, or facilities within 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

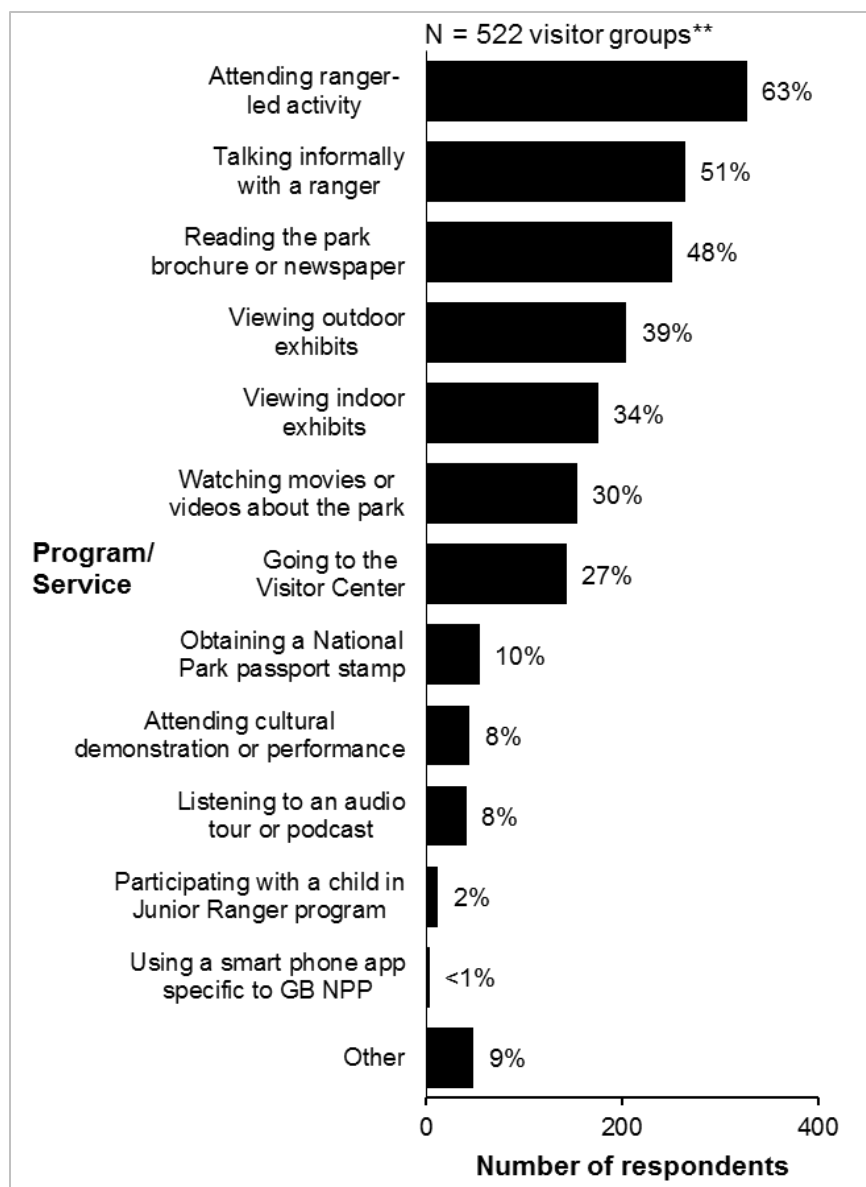


Figure 63. Participation in programs and services.

*total percentages do not equal 100 due to rounding

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

Learning from park staff, programs, and/or exhibits

Question 15

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

Results (Figure 64)

- 74% of visitors learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

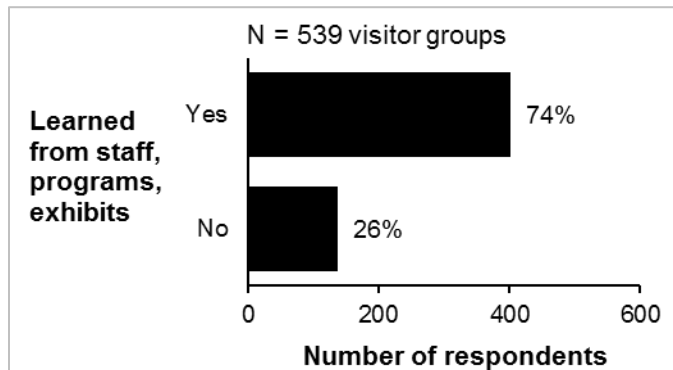


Figure 64. Visitors who learned something from park staff, programs, and/or exhibits.

*total percentages do not equal 100 due to rounding

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

Question 15

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

Results (Table 16)

- Table 16 shows the subjects visitors learned about from park staff, programs, and/or exhibits.
- Subjects related to natural resources were most frequently mentioned:
 - “Glaciers” was the subject mentioned most frequently (mentioned 118 times).
 - “Glacier history” was mentioned second most frequently (mentioned 89 times)
 - “Wildlife” was mentioned 70 times.

Table 16. Subjects learned. N = 348 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
Glaciers	118
Glacier history	89
Wildlife	70
Nature	40
Wildlife - marine	37
Geology	31
Human history/culture	28
History	27
Alaska Native history/culture	24
Park history	24
Huna Tlingit history/culture	19
Wildlife - birds	17
Ecology	17
Alaskan history/culture	15
Plants	12
John Muir	11
Wildlife - terrestrial	10
Climate	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 16 (continued). Subjects learned. N = 348 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
Effects of climate change	7
Snow the humpback whale	5
Geography	5
American history/culture	4
Natural history	3
Need to preserve	2
Other comments	39

*total percentages do not equal 100 due to rounding

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

Learning about subjects on future visits

Question 16

If you were to visit Glacier Bay NPP in the future, are there specific subjects you would like to learn about?

Results (Figure 65)

- 65% of visitors did not have specific subjects they would like to learn about on a future visit to Glacier Bay NPP.

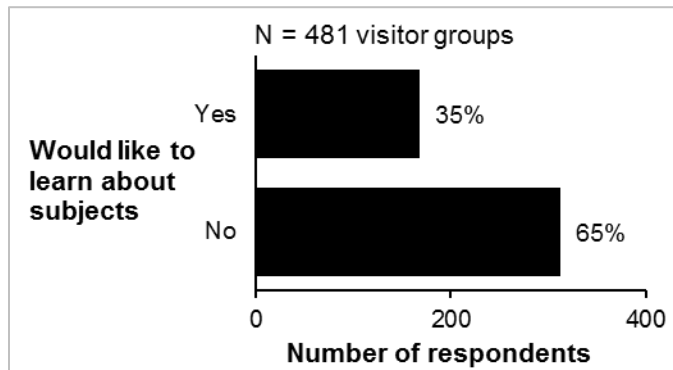


Figure 65. Visitors who would like to learn about specific subjects on future visits.

*total percentages do not equal 100 due to rounding

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

Question 16

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

Results (Table 17)

- Table 17 shows the subjects visitors would like to learn about on future visits to Glacier Bay NPP:
 - *“Wildlife” was the subject mentioned most frequently (mentioned 54 times).*
 - *“Glaciers” was mentioned second most frequently (mentioned 20 times).*

Table 17. Subjects visitors would like to learn. N = 155 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
Wildlife	54
Glaciers	20
Effects of climate change	16
Alaska Native history/culture	15
Recreation activities	14
Nature	11
Conservation efforts	9
History	9
Human history/culture	8
Visiting outside of a cruise	8
Geology	8
Glacier history	7
Climate change	4
Park history	4
Plants	3
Lodging	3
Transportation	3
Places to go	3
Environmental changes	2
Wayfinding	2
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

Expenditures

Purchase of package tour(s)

Question 30a

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

Results (Figure 66)

- 51% of visitor groups had at least one member who purchased a package tour.

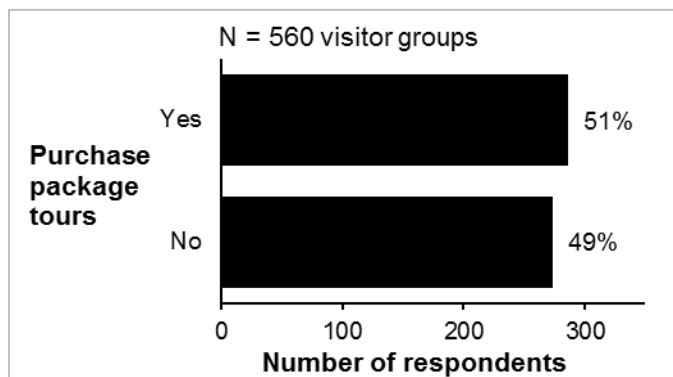


Figure 66. Visitor groups with member(s) who purchased packaged tour(s).

*total percentages do not equal 100 due to rounding

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

Question 30b

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

Results (Figure 67)

Of the 51% of visitor groups who purchased a package tour:

- 77% purchased a package tour with a total length of five days or more.
- 13% purchased a package tour with a total length of up to one day.
- The average total length of package tours purchased was 8.6 days.

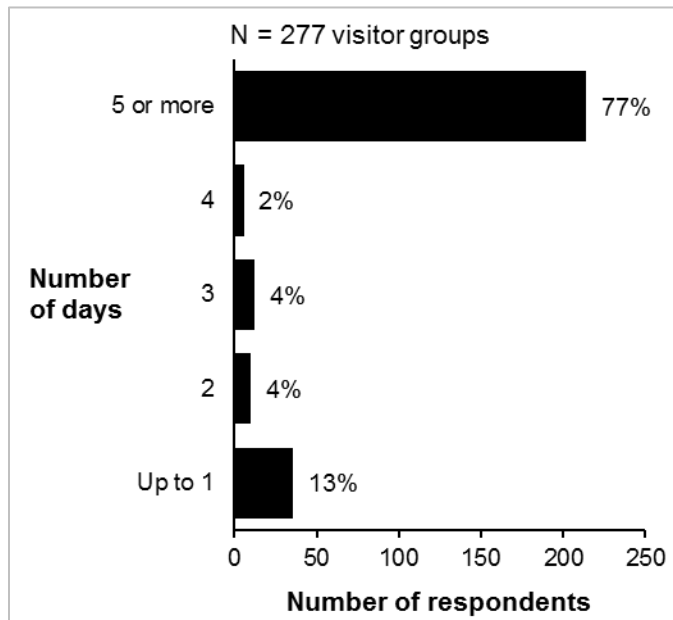


Figure 67. Total length of package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

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

Question 30c

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

Results (Figure 68)

Of the 51% of visitor groups who purchased a package tour:

- 28% purchased a package tour with a total cost of up to \$999 per person.
- 21% purchased a package tour with a total cost of \$2,000 - \$2,999 per person.
- 20% purchased a package tour(s) with a total cost of \$5,000 or more per person.
- The average total cost per person of package tours was \$3,042.

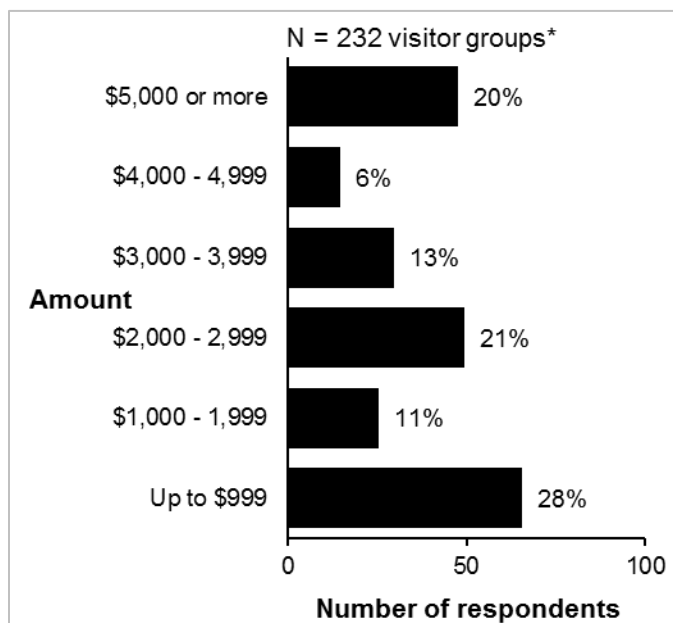


Figure 68. Total cost per person for package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

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

Question 30d

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

Results (Figure 69)

Of the 51% of visitor groups who purchased a package tour:

- 64% were on a package tour with two people.
- 34% were on a package tour with three or more people.

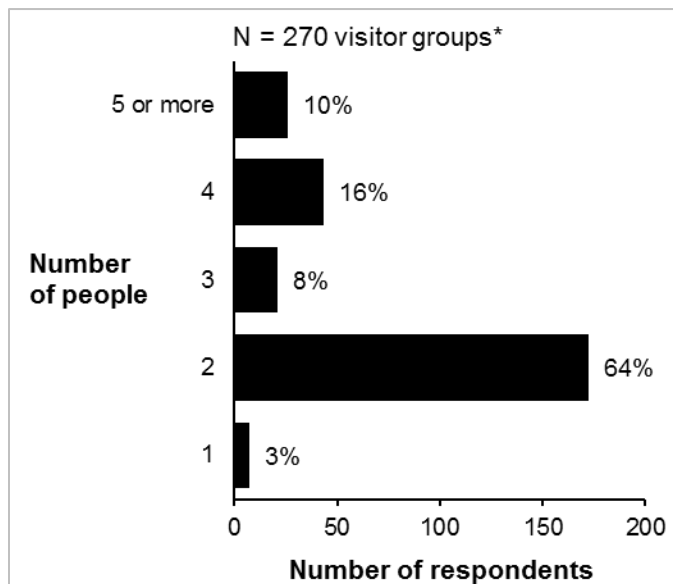


Figure 69. Number of group members on package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

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

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

Question 30e

If YES, which of the following were included in the package tour(s) as part of your visit to Glacier Bay NPP and the nearby area?

Results (for the 51% of visitor groups who purchased a package tour)

- As shown in Figure 70, the most common items that were included in package tours purchased were:
 - 71% Meals
 - 58% Local water transportation
 - 54% Local ground transportation
- Of those who responded “Other” (8%), items included:
 - “Cruise ship”
 - “Train ride”
 - “Educational lectures”
 - It should be noted that Glacier Bay NPP does not have any train activities, services, or facilities within 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

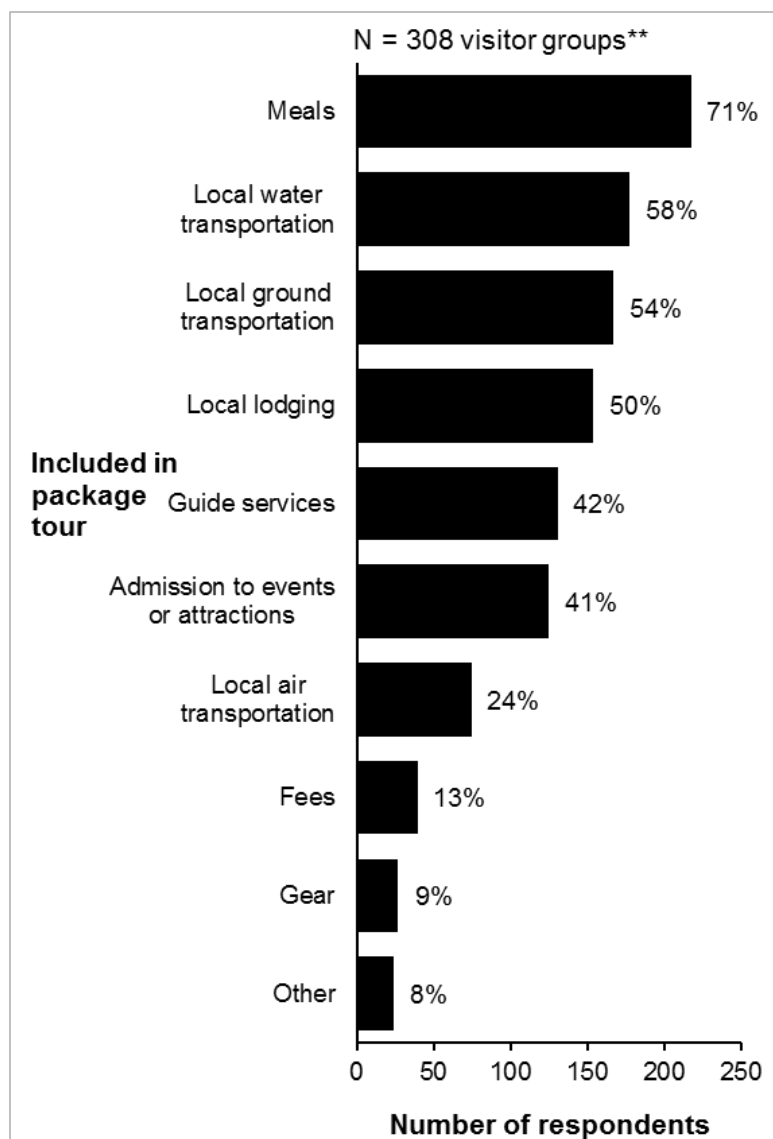


Figure 70. Items included in package tour(s) purchased by at least one group member.

*total percentages do not equal 100 due to rounding

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

Total expenditures inside park and nearby area

Question 31

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Glacier Bay NPP and within the nearby area 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 Glacier Bay NPP.

See Figure 14 or Appendix 2 for map.

Results – group expenditures excluding package tour expenses (Figure 71)

- 49% of visitor groups spent \$1 to \$1,000.

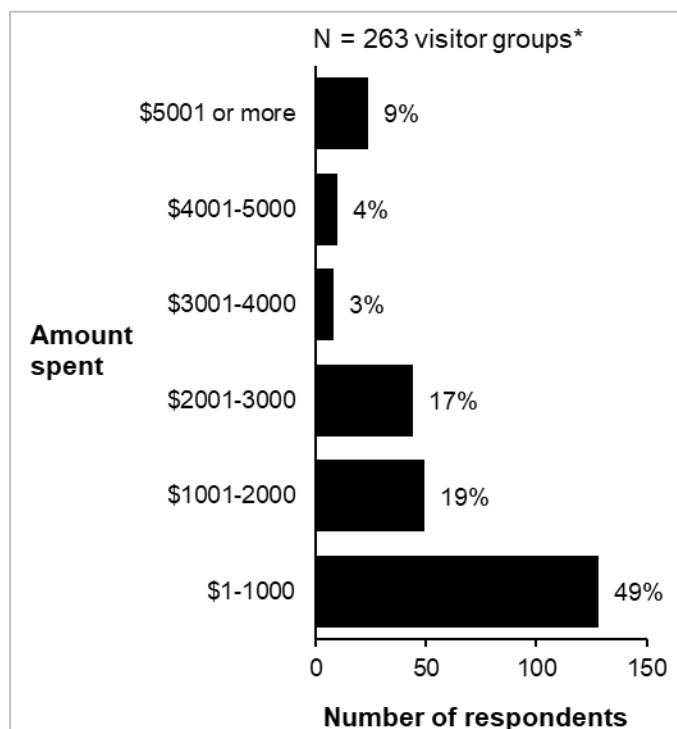


Figure 71. Total expenditures inside the park and in nearby area.

*total percentages do not equal 100 due to rounding

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

Percentages of total expenditures inside park and nearby area

Question 31

Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Glacier Bay NPP and within the nearby area during your time in the nearby area.

See Figure 14 or Appendix 2 for map.

Results (Figure 72)

- Percentages of group expenditures (excluding package tour expenses):
 - 17% Guides/tour fees
 - 15% Restaurants/bars
 - 12% Hotels, motels, resorts
 - 11% Souvenirs, clothing, supplies, other retail

*total percentages do not equal 100 due to rounding

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

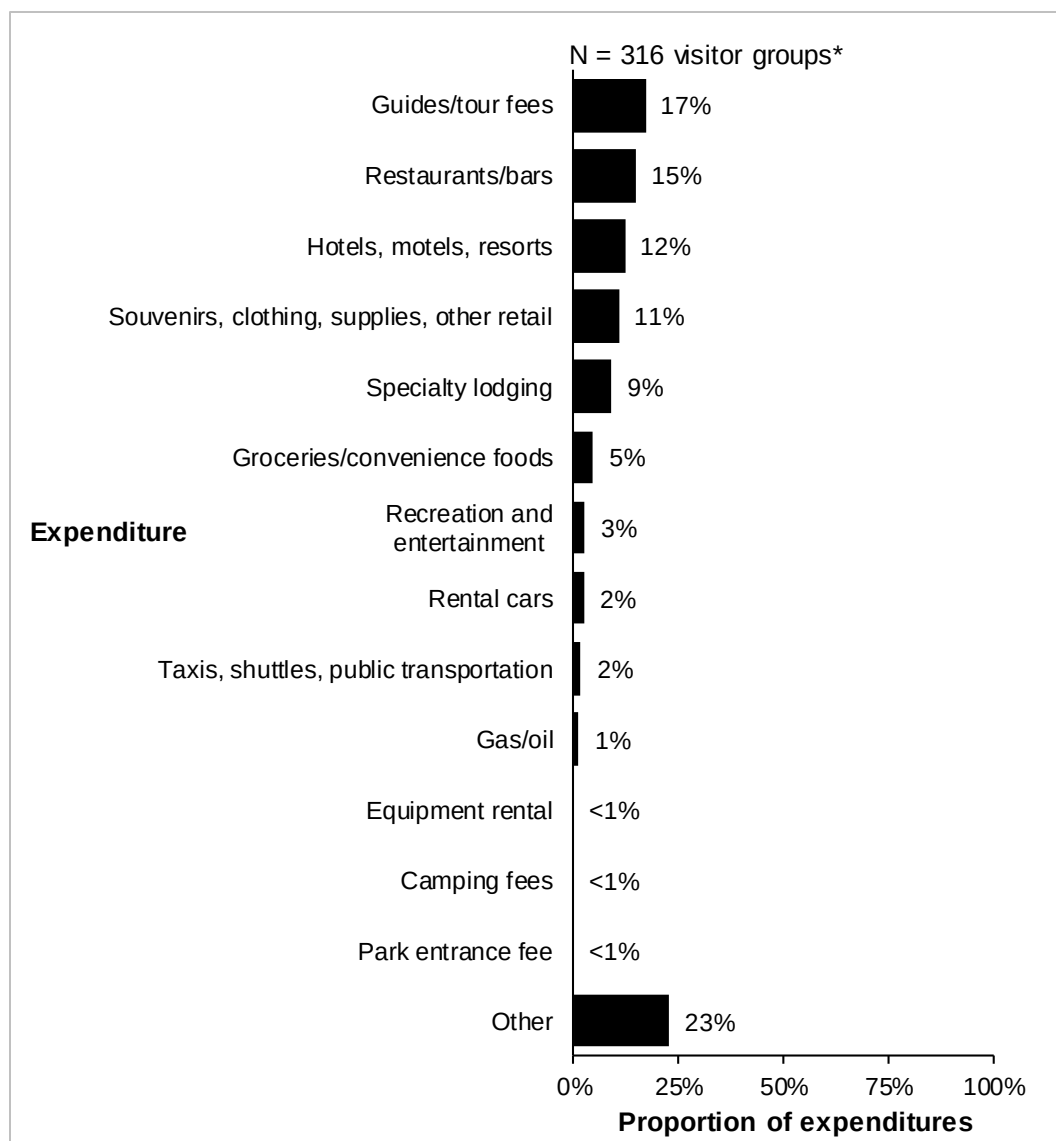


Figure 72. Percentages of total expenditures within Glacier Bay NPP and nearby area.

*total percentages do not equal 100 due to rounding

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

Number of people covered by expenses

Question 33a

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

Results (Figure 73)

- 61% of visitor groups had two members covered by expenses.
- 15% of visitor groups had four members covered by expenses.

See Appendix 1 for more details.

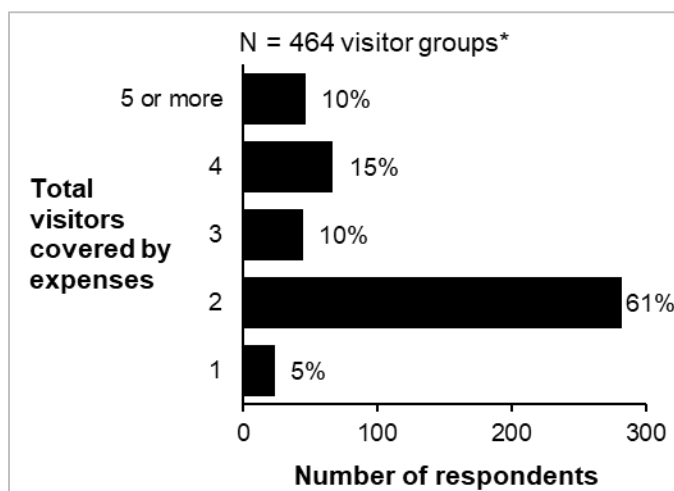


Figure 73. Visitors covered by expenses.

*total percentages do not equal 100 due to rounding

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

Adults covered by expenses

Question 33a

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

Results (Figure 74)

- 67% of visitor groups had two adults covered by expenses.
- 24% of visitor groups had three or more adults covered by expenses.

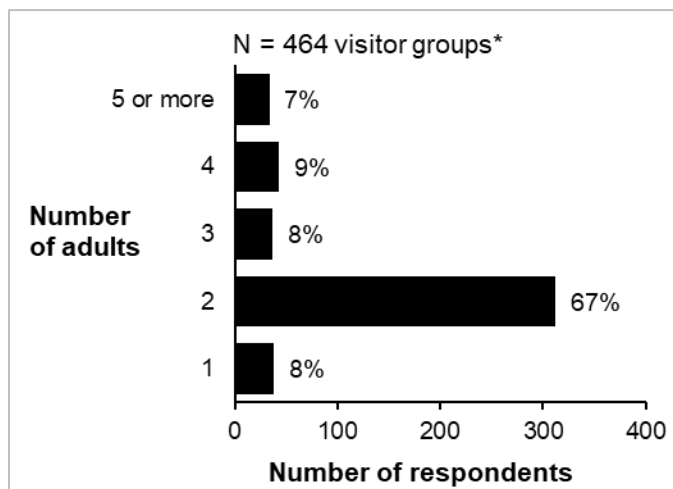


Figure 74. Adults covered by expenses.

*total percentages do not equal 100 due to rounding

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

Children covered by expenses

Question 33a

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

Results (Figure 75)

- 84% of visitor groups had no children covered by expenses.
- 7% of visitor groups had one child covered by expenses.

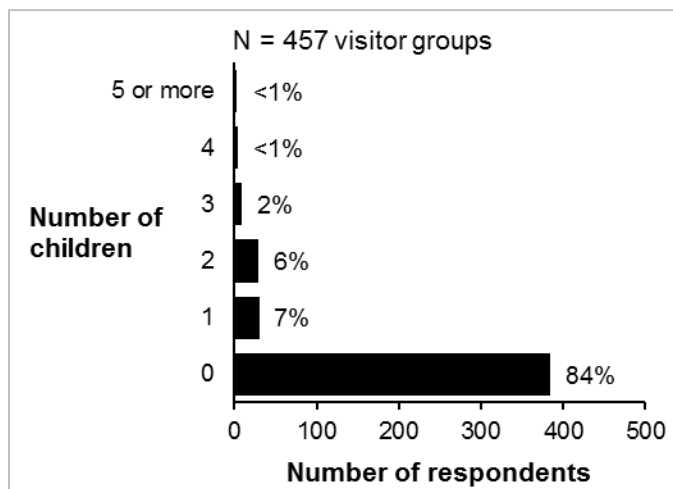


Figure 75. Children covered by expenses.

*total percentages do not equal 100 due to rounding

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

Sharing of expenses

Question 33b

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

Results (Figure 76)

- 61% of visitor groups had two people split trip expenses.
- 18% of visitor groups did not split the expenses.

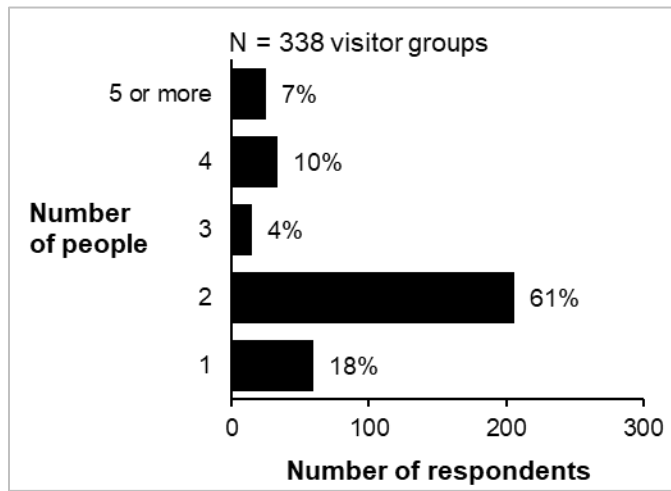


Figure 76. Sharing of expenses in visitor group.

*total percentages do not equal 100 due to rounding

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

Total expenditures outside of park and nearby area

Question 32

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

See Figure 14 or Appendix 2 for map.

Results (Figure 77)

- 43% of visitor groups spent \$1-\$1000 on additional expenses outside of the park and nearby area.
- 20% of visitor groups spent \$4001 or more on additional expenses outside of the park and nearby area.

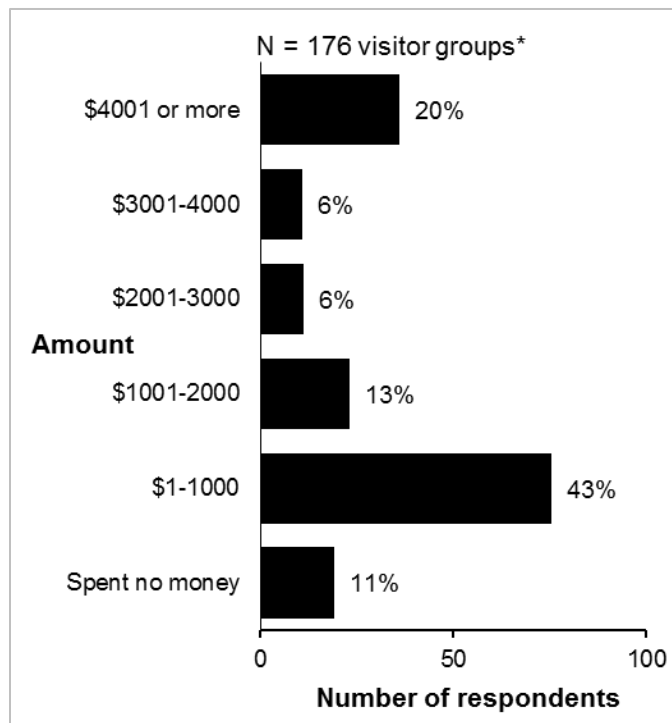


Figure 77. Total expenditures outside of park and nearby area.

*total percentages do not equal 100 due to rounding

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

Evaluations of Park Experience and Post-Trip Experience

Aspects most liked about visit to Glacier Bay NPP

Question 19

What did you like most about your visit to Glacier Bay NPP (open-ended)?

Results (Table 18)

- Table 18 shows the aspects visitor groups liked most about their visit. The most frequently mentioned aspects were:
 - “Natural beauty” (mentioned 248 times)
 - “Glaciers” (mentioned 208 times)
 - “Wildlife” (mentioned 70 times)
 - It should be noted that Glacier Bay NPP does not have any train activities, services, or facilities within the park.

Table 18. Aspects liked most about visit. N = 844 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Natural beauty	248
Glaciers	208
Wildlife	70
Ranger-led tour	43
Peacefulness	42
Nature	26
Boat tour	26
Great weather	24
Solitude	19
Cruise ship	15
Everything	15
Staff friendly/helpful	11
History	11
Learning	9
Trails	7

*total percentages do not equal 100 due to rounding

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

Table 18 (continued). Aspects liked most about visit. N = 844 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Not crowded	5
Kayaking	5
Fresh air	5
Relaxing	4
Photography	4
Food options	4
Preservation of resources	4
Hiking	3
Visitor centers	3
Lodging	3
Being on the water	3
The train ride	3
The outdoors	2
Exhibits	2
Time with friends	2
Geology	2
Other comments	14

*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 Glacier Bay NPP

Question 20

What did you like least about your visit to Glacier Bay NPP (open-ended)?

Results (Table 19)

- Table 19 shows the aspects visitor groups least liked about their visit. The most frequently mentioned aspects were:
 - “Not enough time” (mentioned 78 times)
 - “Weather” (mentioned 49 times)
 - “Did not see enough wildlife” (mentioned 26 times)

Table 19. Aspects least liked about visit. N = 294 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Not enough time	78
Weather	49
Not enough wildlife	26
Didn't leave ship	21
Crowded	16
Food options	11
Tour cancelled	11
Lodging	9
Climate change	7
Poor accessibility	7
Not enough information	6
No/poor Internet	5
Expand hiking trails	4
Travel distance	4
Ranger talk	3
Heavy boat traffic	3
Trail maintenance	3
No cell service	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 19 (continued). Aspects least liked about visit. N = 294 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
View from the lodge	2
Cruise	2
Cost of food/services	2
Other comments	22

*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 Glacier Bay NPP

Question 21

Did your visit to Glacier Bay NPP, on this trip, meet your expectations?

Results (Figure 78)

- 91% of visitor groups had their expectations met during their visit to Glacier Bay NPP, on this trip.
- Of those who responded “Not at all” (< 1%), reasons mentioned included:
 - “More trails needed”
 - “Areas only accessible by kayak”
 - “Tour boat mechanical issues”

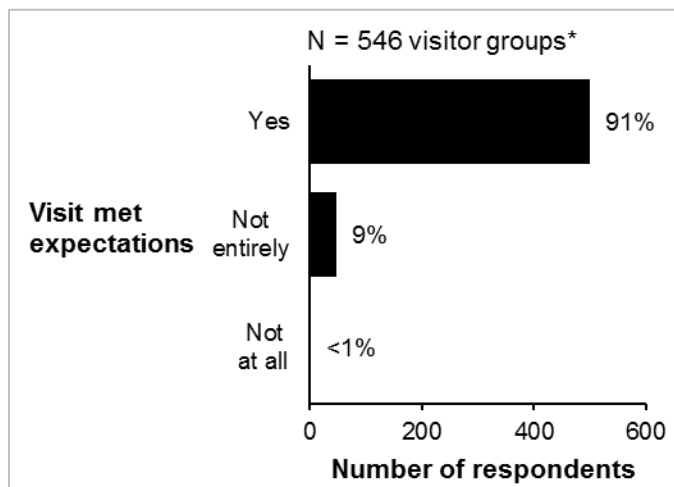


Figure 78. Meeting of expectations for visit on this trip.

*total percentages do not equal 100 due to rounding

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

Question 21

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

Results (Table 20)

- Table 20 shows the reasons visitor groups' expectations were "not entirely" met:
 - "Hoped to see more wildlife" was the reason mentioned most frequently (mentioned 13 times).
 - "Did not experience glacier(s) as hoped" was the second most mentioned reason (mentioned 10 times).

Table 20. Reasons expectations were "not entirely" met. N = 45 comments. Some visitor groups may have made more than one comment.

Reason	Frequency of times mentioned
Hoped to see more wildlife	13
Did not experience glacier(s) as hoped	10
Felt limited	9
Weather	6
Tour boat mechanical issues	6
Cost of activities	3
Dissatisfied with lodge	3
Was not sure what to expect	2
Dissatisfied with content of ranger program	2
Other comments	3

*total percentages do not equal 100 due to rounding

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

Importance of use of personal electronic devices

Question 17

How important to you was it during your visit to Glacier Bay NPP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Glacier Bay NPP 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 79)

- Figure 79 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:
 - 14% Send/receive text message
 - 14% Make/receive cell phone call
- Of those who responded “Other” (N = 114), uses included:
 - “E-Mail”
 - “Camera on phone”

*total percentages do not equal 100 due to rounding

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

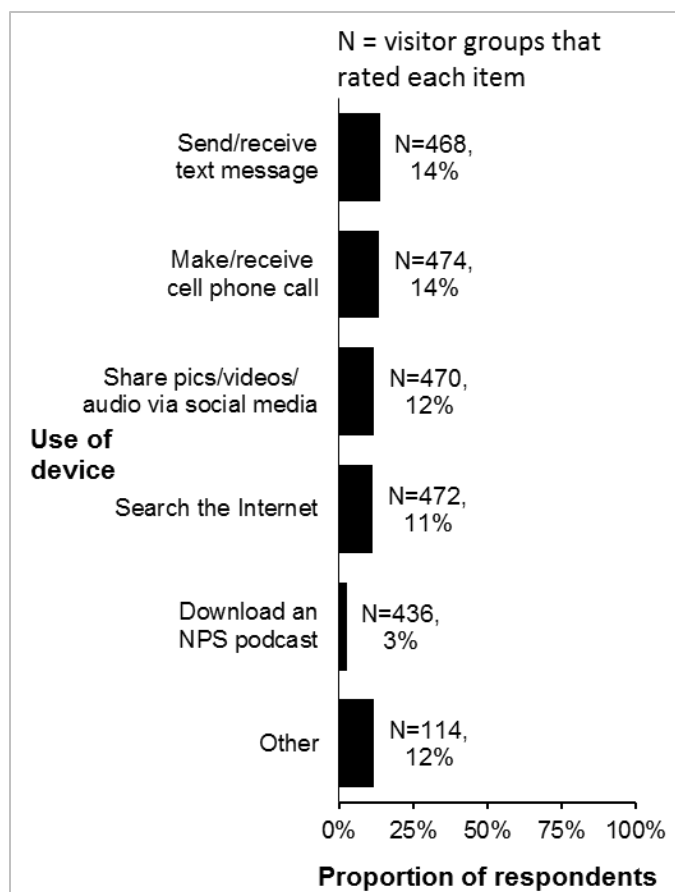


Figure 79. Importance of using personal electronic devices.

*total percentages do not equal 100 due to rounding

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

Quality of service required to use personal electronic devices

Question 17

How important to you was it during your visit to Glacier Bay NPP to use personal electronic devices to do each of the following, and how would you rate the quality of the service in Glacier Bay NPP 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 80)

- Figure 80 shows the combined proportions of “very good” and “good” ratings for quality of service required use a personal electronic device.
- The uses that received the highest combined proportions of “very good” and “good” ratings for quality of service required were:
 - 25% Send/receive text message
 - 23% Make/receive phone call
- Of those who responded “Other” (N = 24) uses included:
 - “E-Mail”
 - “Camera on phone”
- It should be noted that cell service and Internet availability varies on cruise ships, tour boats, and in Bartlett Cove. This question is not area-specific and concerns the quality of service required for each use during the respondent’s visit to Glacier Bay NPP as a whole.

*total percentages do not equal 100 due to rounding

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

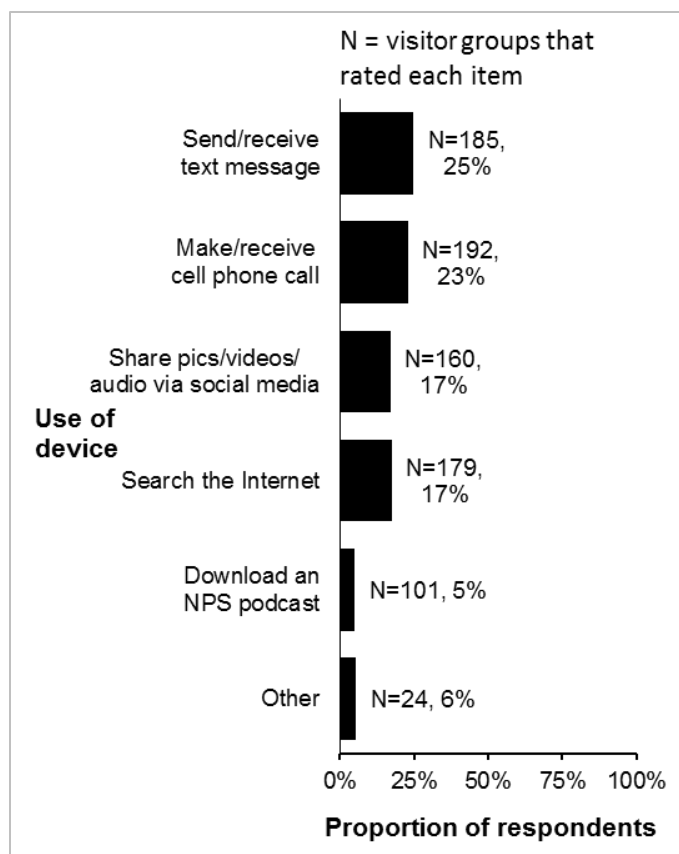


Figure 80. Quality of service required to use personal electronic devices.

*total percentages do not equal 100 due to rounding

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

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

Question 17

- Figure 81 shows the mean scores of importance and quality ratings for all uses of personal electronic devices.
- All uses of personal electronic devices were rated relatively unimportant.
- The quality of service required was rated relatively average to poor for each use.

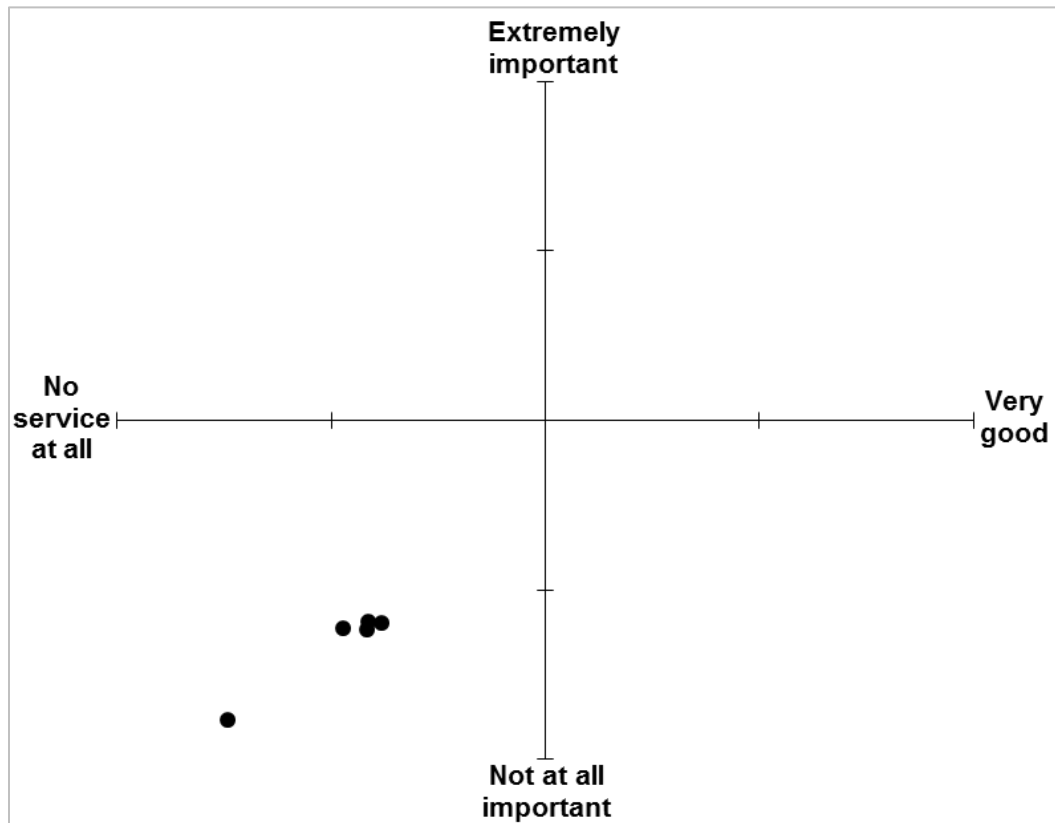


Figure 81. Mean scores for importance and quality ratings for use of personal electronic devices.

*total percentages do not equal 100 due to rounding

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

Safety

Question 22

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

Glacier Bay NPP is a safe place to visit.

Results (Figure 82)

- 56% of visitor groups strongly agreed that Glacier Bay NPP is a safe place to visit.
- 36% of visitor groups agreed with this statement.

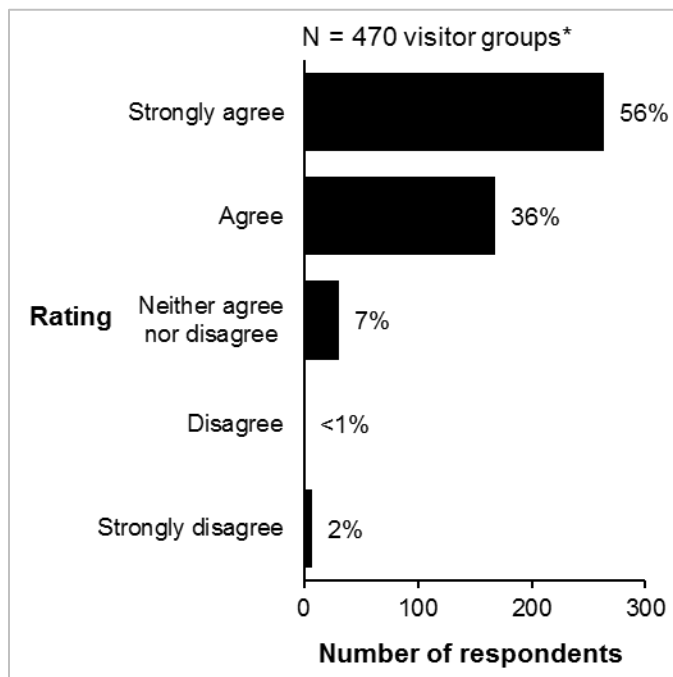


Figure 82. Extent of agreement/disagreement with statement on safety of Glacier Bay NPP.

*total percentages do not equal 100 due to rounding

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

Crowding

Question 22

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

Glacier Bay NPP is too crowded.

Results (Figure 83)

- 40% of visitor groups disagreed that Glacier Bay NPP is too crowded.
- 34% of visitor groups strongly disagreed with this statement.

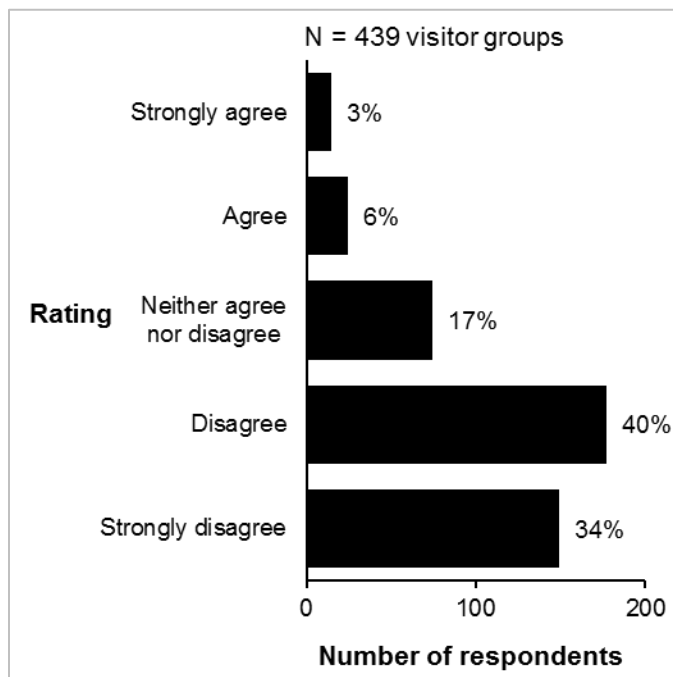


Figure 83. Extent of agreement/disagreement with statement on crowding in Glacier Bay NPP.

*total percentages do not equal 100 due to rounding

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

Condition of natural resources

Question 22

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

Natural resources in Glacier Bay NPP are in pristine condition.

Results (Figure 84)

- 45% of visitor groups agreed that natural resources in Glacier Bay NPP are in pristine condition.
- 41% of visitor groups strongly agreed with this statement.

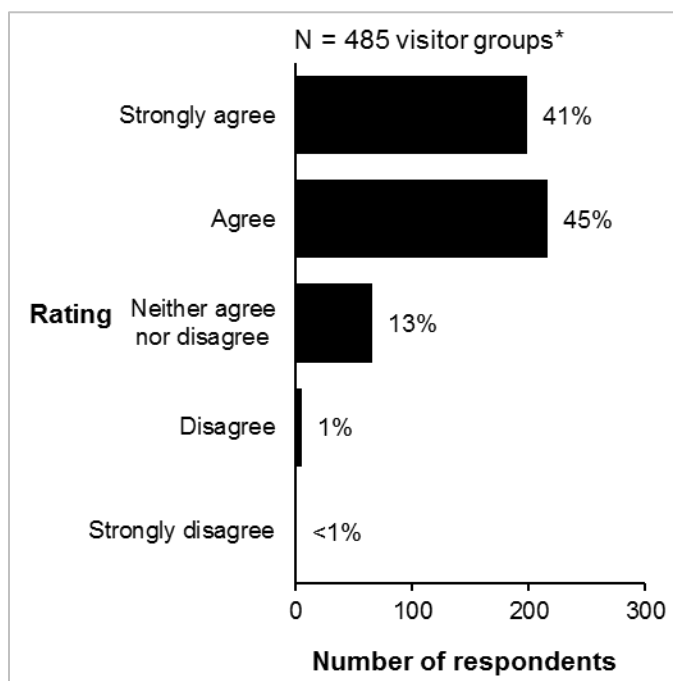


Figure 84. Extent of agreement/disagreement with statement on condition of natural resources in Glacier Bay NPP.

*total percentages do not equal 100 due to rounding

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

Entrance fee

Question 22

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

The entrance fee for Glacier Bay NPP is too high.

Results (Figure 85)

- 35% of visitor groups strongly disagreed that the entrance fee for Glacier Bay NPP is too high.
- 33% of visitor groups neither agreed nor disagreed with this statement.

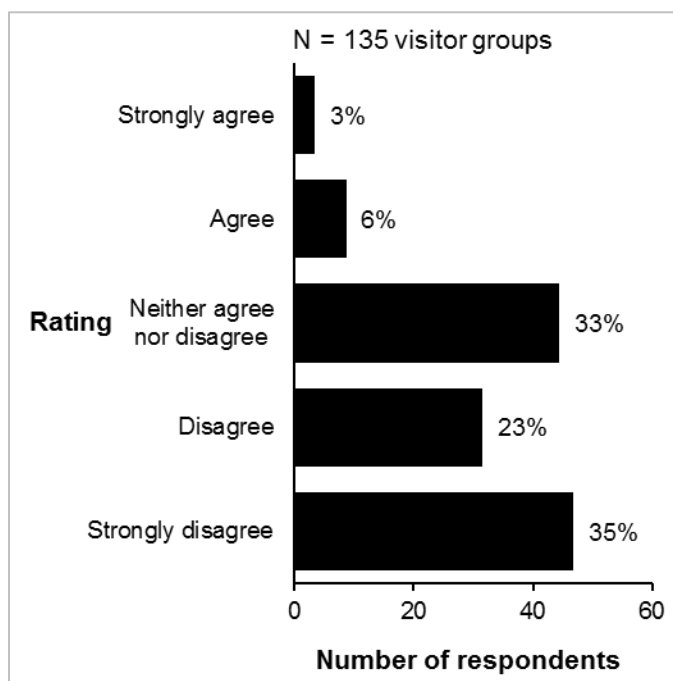


Figure 85. Extent of agreement/disagreement with statement on entrance fee for Glacier Bay NPP.

*total percentages do not equal 100 due to rounding

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

Vandalism and crime

Question 22

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

Vandalism and crime are not a problem in Glacier Bay NPP.

Results (Figure 86)

- 47% of visitor groups strongly agreed that vandalism and crime are not a problem in Glacier Bay NPP.
- 34% of visitor groups agreed with this statement.

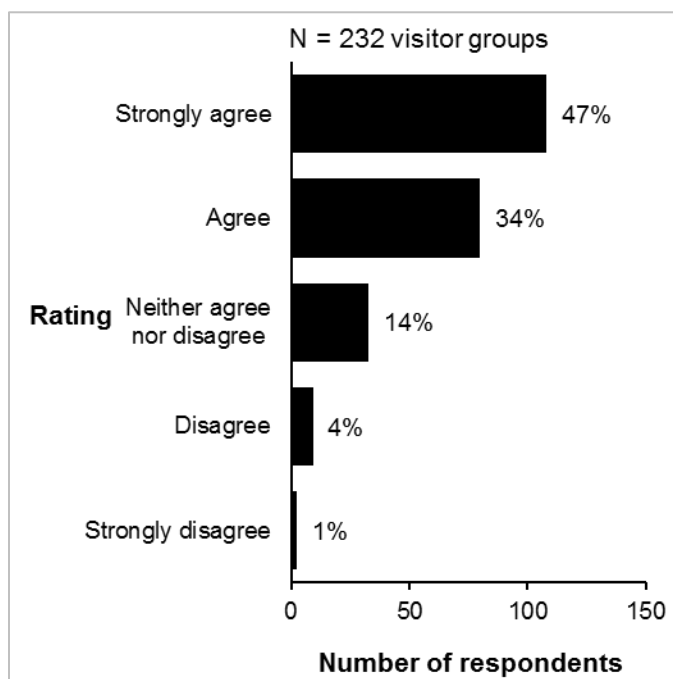


Figure 86. Extent of agreement/disagreement with statement on vandalism and crime in Glacier Bay NPP.

*total percentages do not equal 100 due to rounding

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

Accessibility

Question 22

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

Glacier Bay NPP is not accessible to persons with physical disabilities.

Results (Figure 87)

- 37% of visitor groups disagreed that Glacier Bay NPP is not accessible to persons with physical disabilities.
- 35% of visitor groups neither agreed nor disagreed with this statement.

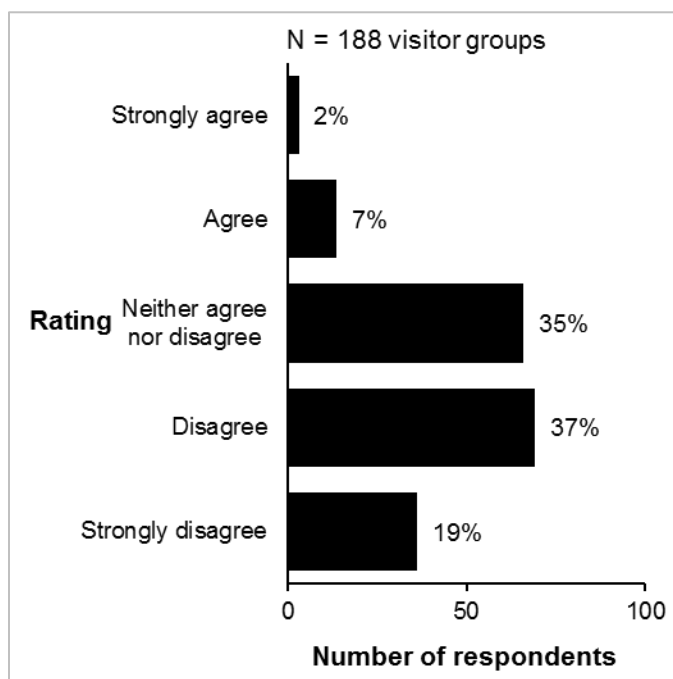


Figure 87. Extent of agreement/disagreement with statement on accessibility of Glacier Bay NPP.

*total percentages do not equal 100 due to rounding

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

Condition of historical and cultural features

Question 22

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

Historical and cultural features in Glacier Bay NPP are well maintained/preserved.

Results (Figure 88)

- 51% of visitor groups agreed that historical and cultural features in Glacier Bay NPP are well maintained/preserved.
- 36% of visitor groups strongly agreed with this statement.

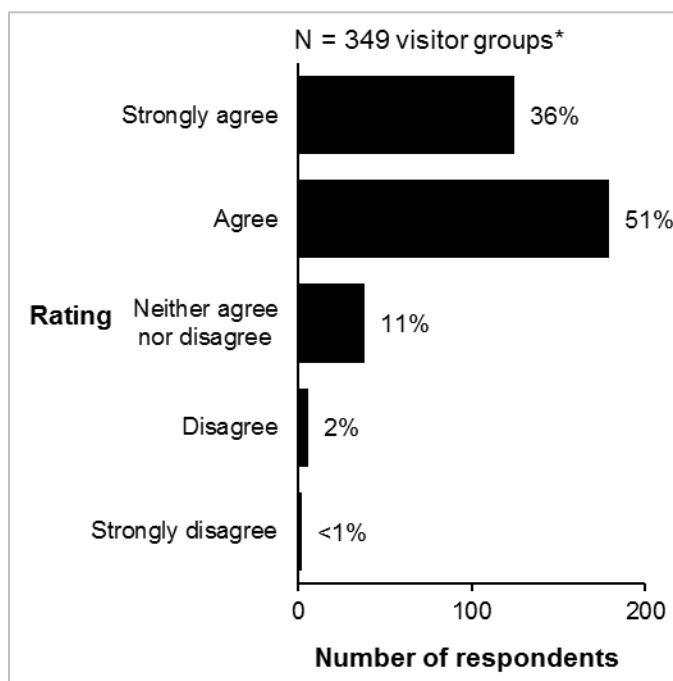


Figure 88. Extent of agreement/disagreement with statement on condition of historical and cultural features in Glacier Bay NPP.

*total percentages do not equal 100 due to rounding

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

Development of adjacent areas

Question 22

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

Development of adjacent areas detracts from visitors' experiences at Glacier Bay NPP.

Results (Figure 89)

- 37% of visitor groups disagreed that development of adjacent areas detracts from visitors' experiences at Glacier Bay NPP.
- 24% of visitor groups strongly disagreed with this statement.

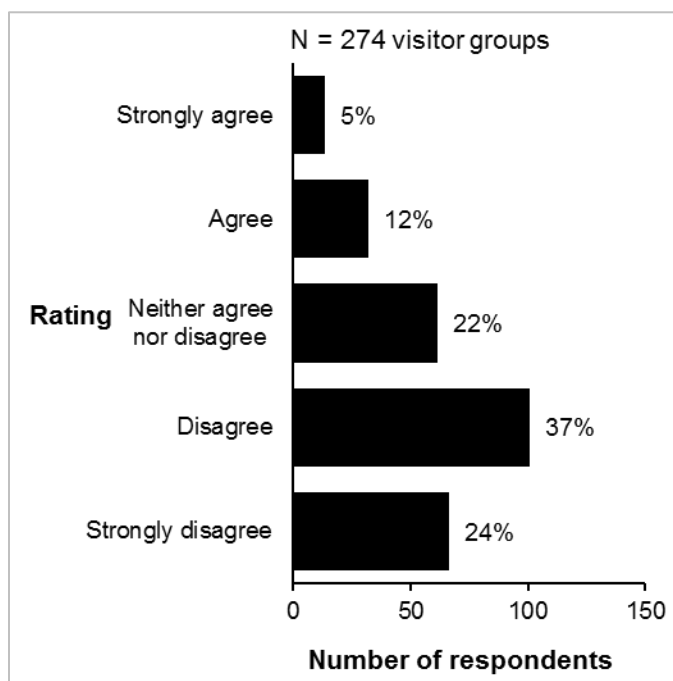


Figure 89. Extent of agreement/disagreement with statement on development of adjacent areas near Glacier Bay NPP.

*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 Glacier Bay NPP?

Rating choices:

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

Results (Figure 90)

- Figure 90 shows the combined proportions of “very good” and “good” ratings for facilities, services, and recreational opportunities.
- The facilities, services, and recreational opportunities that received the highest combined proportions or “very good” and “good” ratings were:
 - 96% Learning about nature, history, or culture
 - 96% Ranger programs
 - 95% Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)
 - 95% Assistance from park employees
- The facilities, services, and recreational opportunities that received the lowest combined proportions or “very good” and “good” ratings were:
 - 73% Campgrounds and/or picnic areas
 - 66% Commercial services in the park
- Figure 91 through Figure 102 show ratings for each facility, program, or recreational opportunity.

*total percentages do not equal 100 due to rounding

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

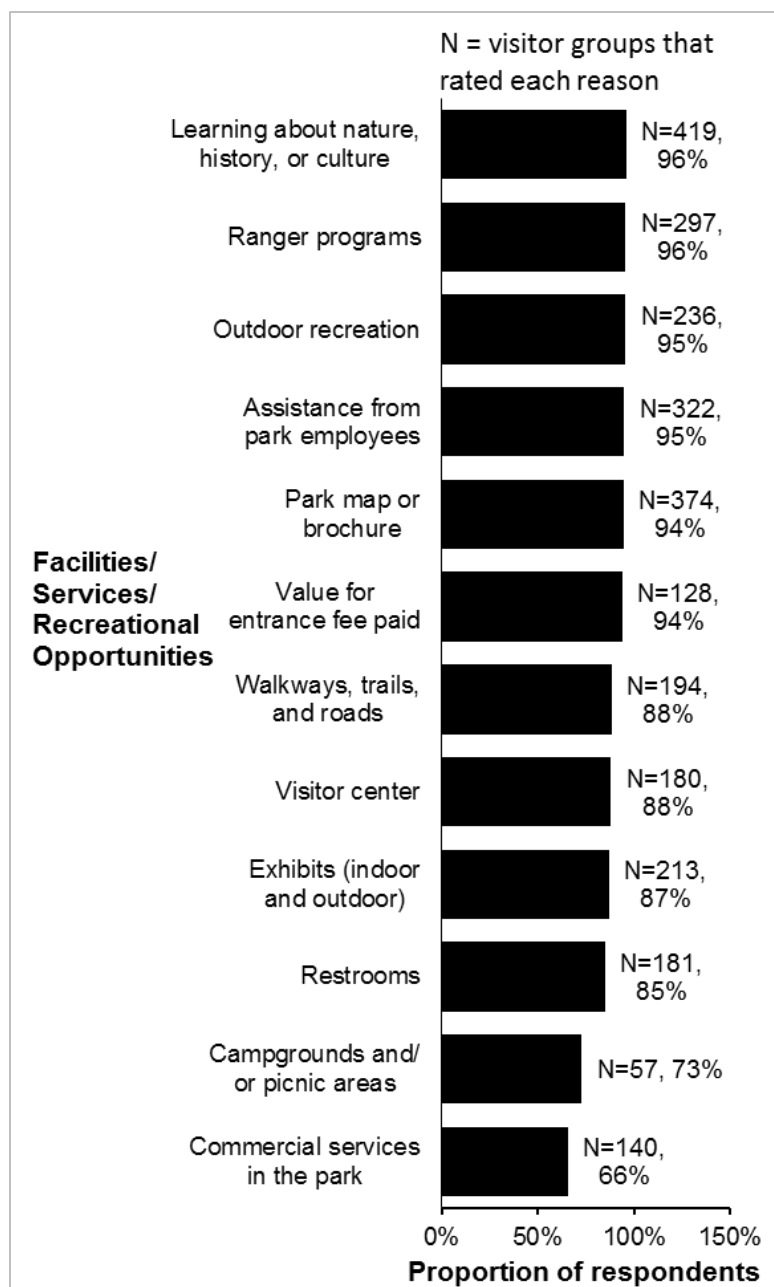


Figure 90. Quality of facilities, services, and recreational opportunities.

*total percentages do not equal 100 due to rounding

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

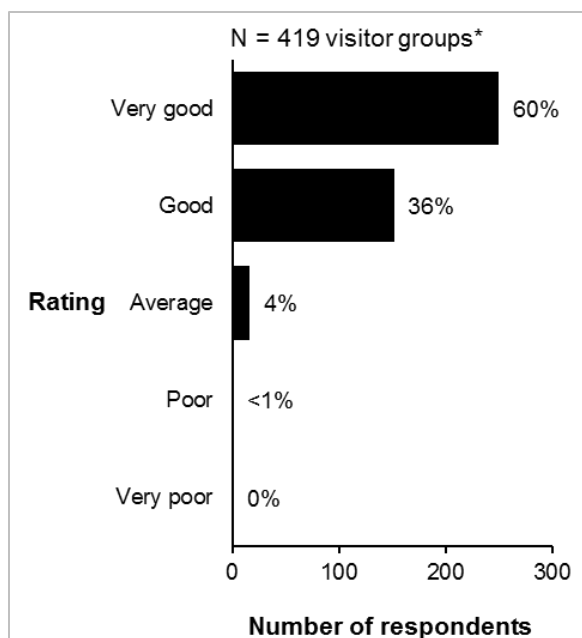


Figure 91. Quality of opportunities to learn about nature, history, or culture.

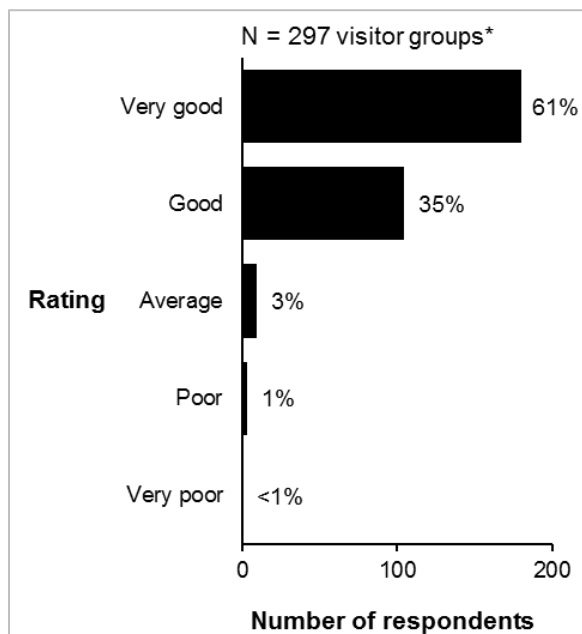


Figure 92. Quality of ranger programs.

*total percentages do not equal 100 due to rounding

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

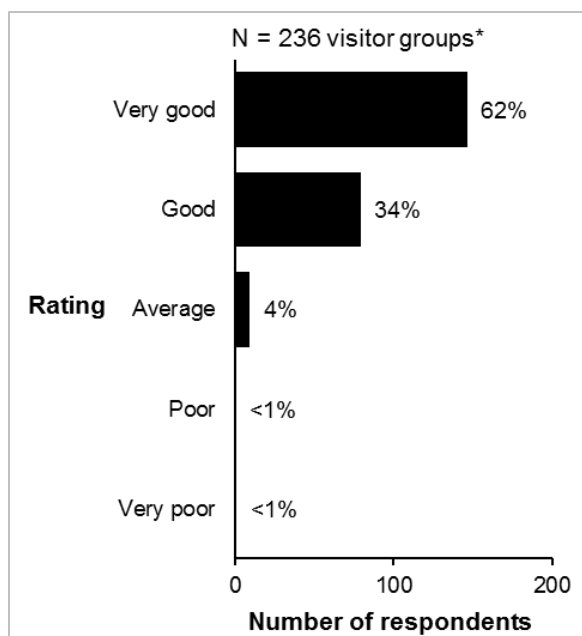


Figure 93. Quality of opportunities for outdoor recreation.

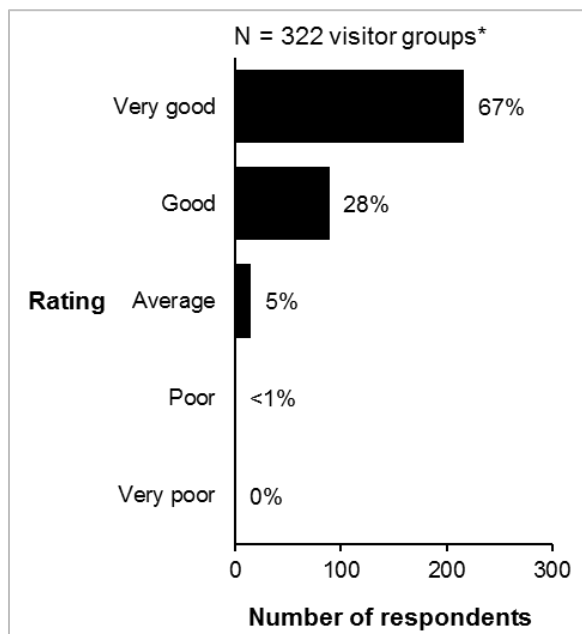


Figure 94. Quality of assistance from park employees.

*total percentages do not equal 100 due to rounding

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

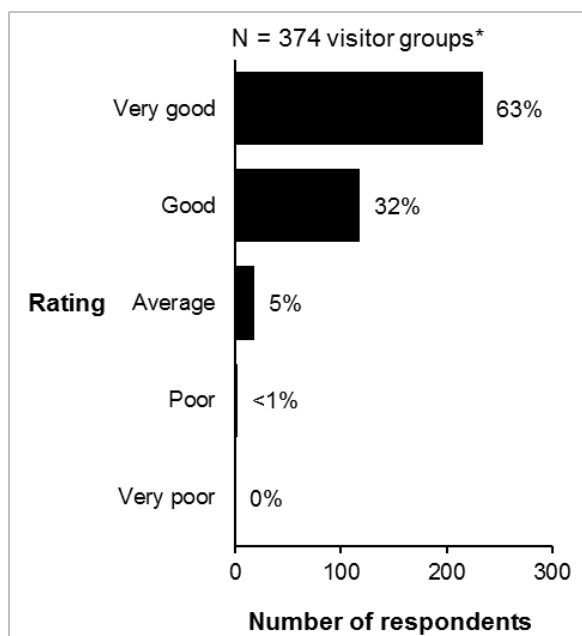


Figure 95. Quality of park map or brochure.

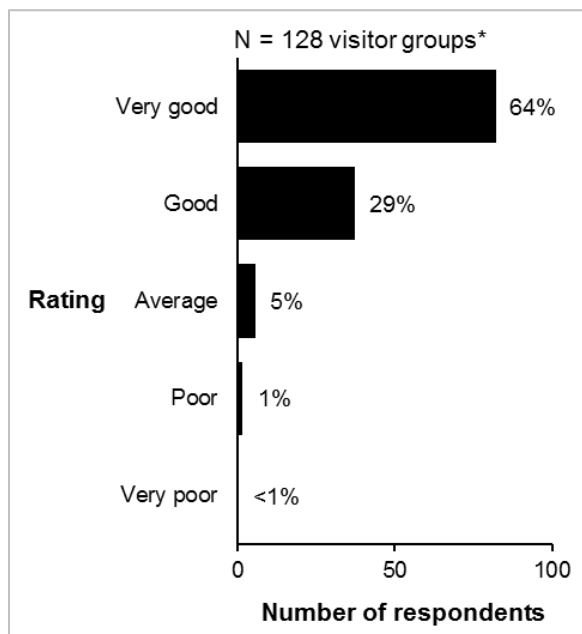


Figure 96. Quality of value for entrance fee paid.

*total percentages do not equal 100 due to rounding

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

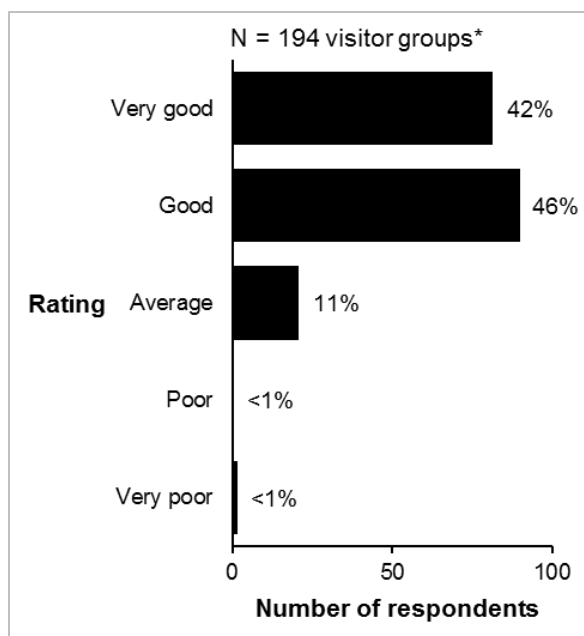


Figure 97. Quality of walkways, trails, and roads.

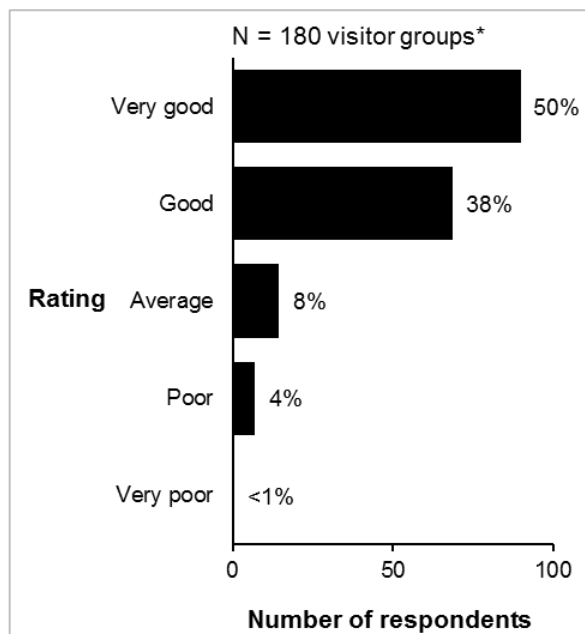


Figure 98. Quality of visitor center.

*total percentages do not equal 100 due to rounding

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

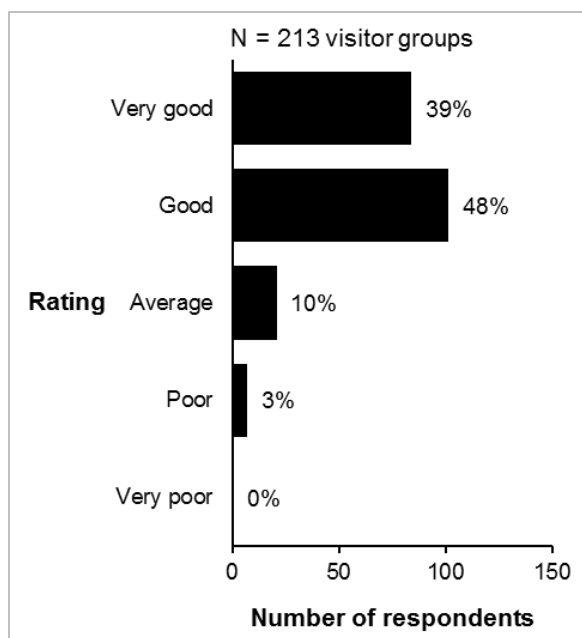


Figure 99. Quality of exhibits (indoor and outdoor).

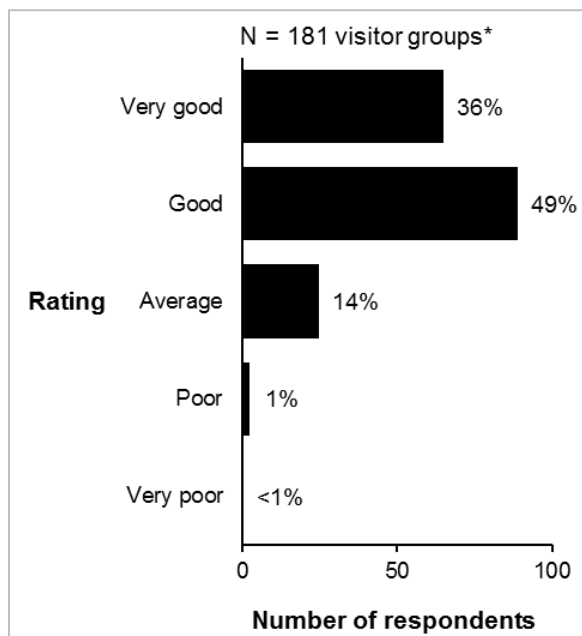


Figure 100. Quality of restrooms.

*total percentages do not equal 100 due to rounding

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

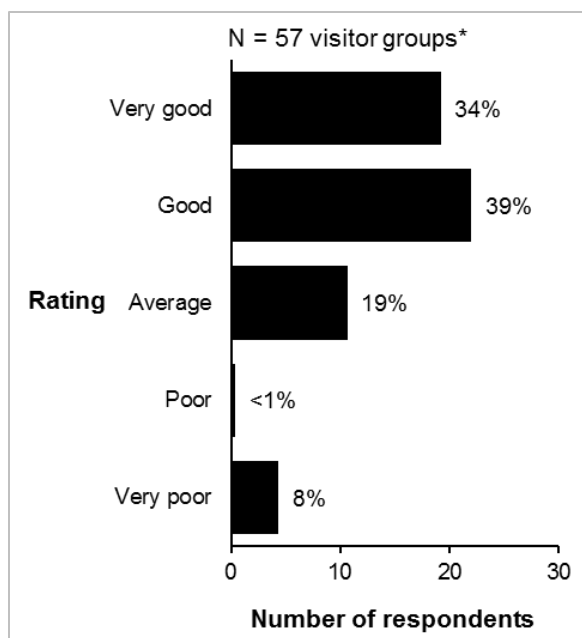


Figure 101. Quality of campgrounds and/or picnic areas.

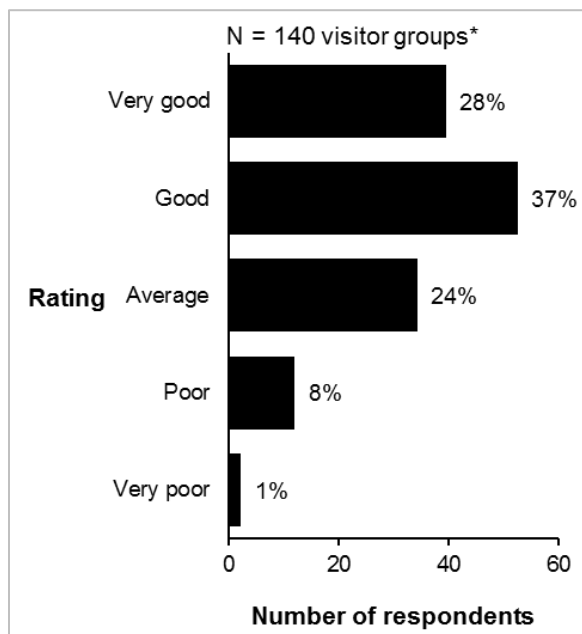


Figure 102. Quality of commercial services in the park.

*total percentages do not equal 100 due to rounding

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

Services used

Question 23

Please specify services used.

Results (Table 21)

- Table 21 shows the services used by visitor groups. The most frequently mentioned services were:
 - “Food” (mentioned 27 times)
 - “Gifts” (mentioned 12 times)

Table 21. Services used. N = 85 comments. Some visitor groups may have made more than one comment.

Service	Frequency of times mentioned
Food	27
Gifts	12
Glacier Bay Lodge	10
Lodging	8
Tour	8
Exhibits on cruise	6
Equipment rental	5
Cruise	3
Shuttle service	2
Other comments	4

*total percentages do not equal 100 due to rounding

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

Overall quality of facilities, services, and recreational opportunities

Question 24

Overall, how would you rate the quality of facilities, services, and recreational opportunities in Glacier Bay NPP?

Results (Figure 103)

- 58% of visitor groups rated the quality of facilities, services, and recreational opportunities overall as “very good”.
- 37% of visitor groups gave an overall rating of “good”.

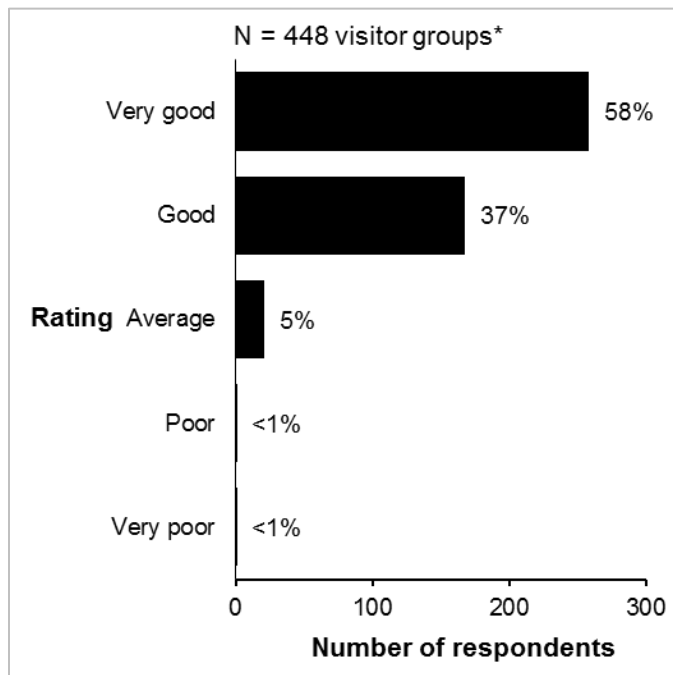


Figure 103. Overall rating of facilities, services, and recreational opportunities.

*total percentages do not equal 100 due to rounding

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

Opinion of national significance of park

Question 25

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

Results (Table 22)

- Table 22 shows what visitor groups believed the national significance of Glacier Bay NPP to be. The items most frequently mentioned were:
 - “Preservation” (mentioned 148 times)
 - “Natural beauty” (mentioned 96 times)
 - “Glaciers” (mentioned 93 times)

Table 22. Opinions of national significance of park. N = 607 comments. Some visitor groups may have made more than one comment.

Significance	Frequency of times mentioned
Preservation	148
Natural beauty	96
Glaciers	93
National treasure	47
Study of climate change	38
Wildlife	36
Natural history	36
Nature	24
Educational	21
Cultural history	17
History	16
Wilderness	12
Do not know	8
Solitude	5
Geology	3
Tourism	3
Other comments	4

*total percentages do not equal 100 due to rounding

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

Visitor Comments

Additional comments

Question 41

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

Results (Table 23)

- Table 23 shows additional comments from visitor groups. Most of the comments were positive:
 - “Enjoyed visit” (mentioned 32 times)
 - “Park rangers friendly/helpful” (mentioned 16 times)

Table 23. Additional comments about facilities, services, or recreational opportunities. N = 219 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
Personnel	Park rangers friendly/helpful	16
	Park staff does a good job	4
	Enjoy park interpretive services	3
	Specific ranger did great job	1
Policies/management	Keep up the good work	7
	Should continue to be protected	6
	NPS does a great job	6
Interpretive and information services	Good cooperation with cruise ship	4
	Enjoyed boat tour	4
Facilities and maintenance	More hiking trails	4
	Repair/fix up older buildings	4
	More food and beverage concessions	3
	More reliable boats	2
	Park is well-maintained	2
	Needs cell service	1
General comments	Enjoyed visit	32
	Thank you	20

*total percentages do not equal 100 due to rounding

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

Table 23 (continued). Additional comments about facilities, services, or recreational opportunities. N = 219 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
General comments (continued)	Park is beautiful	19
	We plan to return	15
	Enjoyed quiet/solitude	4
	Would like to return not on a cruise ship	3
	A favorite national park	1
	Enjoyed wildlife	1
	Other comments	78

*total percentages do not equal 100 due to rounding

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

Literature Cited

- Dey, E. L. (1997). Working with low survey response rates: The efficacy of weighting adjustment. *Research in Higher Education*, 38(2): 215 – 227.
- Dillman, D. A., J. D. Smyth, & Christian, L. M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design* (4th ed.). Hoboken, NJ: Wiley.
- Filion, F. L. (Winter 1975 – Winter 1976). Estimating bias due to non-response in mail surveys. *Public Opinion Quarterly*, 39(4): 482 – 492.
- Fowler, F. J. (1993). *Survey research methods* (2nd ed.). Newbury Park, CA: SAGE Publications.
- Rookey, B. D., Le, L., Littlejohn, M., & Dillman, D. A. (2012). Understanding the resilience of mail-back survey methods: An analysis of 20 years of change in response rates to national park surveys. *Social Science Research*, 41: 1404-1414.
- Salant, P., & Dillman, D. A. (1994). *How to conduct your own survey*. U.S.: John Wiley and Sons, Inc.
- Stoop, I. (2004). Surveying non-respondents. *Field methods*, 16 (1): 23.
- The American Association for Public Opinion Research. (2015). *Standard definitions: Final dispositions of case codes and outcome rates for surveys* (8th ed.). Retrieved from http://www.aapor.org/AAPOR_Main/media/publications/Standard-Definitions2015_8theditionwithchanges_April2015_logo.pdf

Appendix 1: Descriptive Statistics

Table 24 shows the mean, median, and standard deviation for those variables for which measures of central tendency can be computed.

Table 24. Mean/median/standard deviation of selected variables.

Question Number	Description	N	Mean	Median	Standard Deviation
Q01	Number of adults in group	573	2.89	2	7.33
Q01	Number of children in group	91	1.82	2	1.28
Q01	Group size	573	3.30	2	7.69
Q03	Number of people per vehicle	166	3.02	2	1.72
Q04	Number of hours traveled to get from home to park	445	61.08	26	109.18
Q04	Number of miles traveled to get from home to park	381	3582.65	2868	6780.47
Q06	Number of days entering/reentering the park	517	1.36	1	1.41
Q07	Number of hours in the park	351	7.14	7	3.00
Q07	Number of days in the park	194	5.68	2	13.02
Q10	Importance to visit at NPS site	537	2.88 ³	3	1.31
Q10	Importance to spend time with friends/family	538	2.24	2	1.36
Q10	Importance to view wildlife or natural scenery	561	1.39	1	0.66
Q10	Importance to get physical exercise	533	3.69	4	1.23
Q10	Importance to relax	541	2.34	2	1.19
Q10	Importance to learn more about American history and culture	546	2.77	3	1.19
Q10	Importance to learn more about nature	555	2.06	2	0.97
Q10	Importance to attend a special event	467	4.50	5	1.14
Q10	Importance to hear the sounds of nature/quiet	544	2.33	2	1.24
Q10	Importance to experience solitude	529	3.06	3	1.43
Q10	Importance to be outdoors	538	2.09	2	1.12
Q10	Importance to view dark night sky/stars	515	3.54	4	1.43
Q10	Importance of "other"	102	3.21	5	1.88

³ Responses for Question 10 were on a scale from 1=Extremely Important to 5=Not at all Important.

Table 24 (continued). Mean/median/standard deviation of selected variables.

Question Number	Description	N	Mean	Median	Standard Deviation
Q17	Importance of being able to use personal electronic devices to make/receive cell phone call	492	4.22 ⁴	5	1.25
Q17	Quality of being able to use personal electronic devices to make/receive cell phone call	219	3.90 ⁵	5	1.32
Q17	Importance of being able to use personal electronic devices to send/receive text message	488	4.23	5	1.27
Q17	Quality of being able to use personal electronic devices to send/receive text message	218	3.82	5	1.34
Q17	Importance of being able to use personal electronic devices to search the internet	488	4.23	5	1.24
Q17	Quality of being able to use personal electronic devices to search the internet	209	3.82	4	1.25
Q17	Importance of being able to use personal electronic devices to share pics/videos/audio via social media	488	4.19	5	1.27
Q17	Quality of being able to use personal electronic devices to share pics/videos/audio via social media	191	3.90	4	1.24
Q17	Importance of being able to use personal electronic devices to download an NPS podcast	457	4.76	5	0.68
Q17	Quality of being able to use personal electronic devices to download an NPS podcast	116	4.52	5	0.94
Q17	Importance of being able to use personal electronic devices to "other"	124	4.56	5	1.22
Q17	Quality of being able to use personal electronic devices to "other"	24	4.61	5	0.94
Q22	Glacier Bay NPP is a safe place to visit	498	1.55 ⁶	1	0.72
Q22	Glacier Bay NPP is too crowded	468	3.95	4	1.02
Q22	Natural resources in Glacier Bay NPP are in pristine condition	492	1.76	2	0.73
Q22	The entrance fee for Glacier Bay NPP is too high	157	3.80	4	1.03
Q22	Vandalism and crime are not a problem in Glacier Bay NPP	266	1.76	2	0.93

⁴ Responses for Question 17 on Importance were on a scale from 1=Extremely Important to 5=Not at all Important.

⁵ Responses for Question 17 on Quality were on a scale from 1=Very Good to 5=Very Poor.

⁶ Responses for Question 22 were on a scale from 1=Strongly Agree to 5=Strongly Disagree.

Table 24 (continued). Mean/median/standard deviation of selected variables.

Question Number	Description	N	Mean	Median	Standard Deviation
Q22	Glacier Bay NPP is not accessible to persons with physical disabilities	207	3.62	4	0.93
Q22	Historic and cultural features in Glacier Bay NPP are well maintained/preserved	374	1.81	2	0.75
Q22	Development of adjacent areas detracts from visitors' experiences at Glacier Bay NPP	314	3.60	4	1.19
Q23	Quality of visitor center	236	1.65 ⁷	1	0.77
Q23	Quality of exhibits	270	1.76	2	0.75
Q23	Quality of restrooms	233	1.81	2	0.74
Q23	Quality of walkways, trails, and roads	249	1.68	2	0.72
Q23	Quality of campgrounds and/or picnic areas	79	2.23	2	1.31
Q23	Quality of assistance from park employees	341	1.38	1	0.57
Q23	Quality of park map or brochure	387	1.42	1	0.61
Q23	Quality of ranger programs	304	1.45	1	0.61
Q23	Quality of value for entrance fee paid	144	1.42	1	0.69
Q23	Quality of commercial services in the park	190	2.14	2	0.97
Q23	Quality of learning about nature, history, or culture	428	1.48	1	0.59
Q23	Quality of outdoor recreation	269	1.49	1	0.69
Q24	Quality of the park overall	467	1.49	1	0.59
Q27	Nights backcountry camping in Glacier Bay NPP	25	19.03	5	29.81
Q27	Nights camping in Glacier Bay NPP	20	2.91	2	2.88
Q27	Nights camping outside Glacier Bay NPP	16	6.40	8	3.79
Q27	Nights lodging in Glacier Bay NPP	84	3.10	2	2.32
Q27	Nights lodging outside Glacier Bay NPP	96	5.82	3	6.25
Q27	Nights on cruise ship	210	4.13	4	2.81
Q27	Nights in other accommodations	28	7.68	4	17.01
Q30	Total length of package tour	285	8.52	7	5.92
Q30	Total cost per person of package tour	235	3016.09	2000	3569.63

⁷ Responses for Question 23 and 24 were on a scale from 1=Very Good to 5=Very Poor.

Table 24 (continued). Mean/median/standard deviation of selected variables.

Question Number	Description	N	Mean	Median	Standard Deviation
Q30	Total number of people on the package tour	273	7.32	2	80.16
Q31	Expenditures on park entrance fee	20	69.28	40	113.82
Q31	Expenditures on gas and oil	55	180.86	50	365.89
Q31	Expenditures on rental cars	44	312.85	200	337.76
Q31	Expenditures on taxis, shuttles, and public transportation	112	107.30	50	236.03
Q31	Expenditures on restaurants and bars	231	383.45	275	410.37
Q31	Expenditures on groceries and convenience foods	125	185.57	50	482.71
Q31	Expenditures on hotels, motels, resorts	80	1139.77	1000	1072.64
Q31	Expenditures on specialty lodging	43	1314.77	1000	1514.01
Q31	Expenditures on camping fees	12	499.48	125	645.45
Q31	Expenditures on recreation and entertainment expenses	30	457.69	400	461.35
Q31	Expenditures on souvenirs, clothing, supplies, other retail	208	299.44	150	930.20
Q31	Expenditures on equipment rental	23	153.81	105	159.72
Q31	Expenditures on guides and tours	120	801.63	500	982.10
Q31	Expenditures on other	48	2382.58	1320	2978.79
Q31	Total expenditures in park and nearby area	279	1956.66	1057	2511.03
Q32	Expenditures outside the area	165	2869.89	1000	5766.62
Q33	Adults covered by expenses	467	2.63	2	2.73
Q33	Children covered by expenses	74	1.69	2	0.78
Q33	Visitors covered by expenses	467	2.91	2	2.83
Q33	Visitors who split expenses	348	2.57	2	3.22
Q34	Current age: Respondent	536	58.08	60	12.79
Q34	Park visits past 12 months: Respondent	525	1.29	1	7.06
Q34	NPS visits past 12 months: Respondent	464	2.51	2	6.68
Q34	Current age: All group members	1489	53.47	59	18.87
Q34	Glacier Bay NPP visits past 12 months: all group members	1454	1.16	1	6.17
Q34	Other NPS site visits past 12 months: all group members	1210	2.17	1	5.00

Appendix 2: The Questionnaire



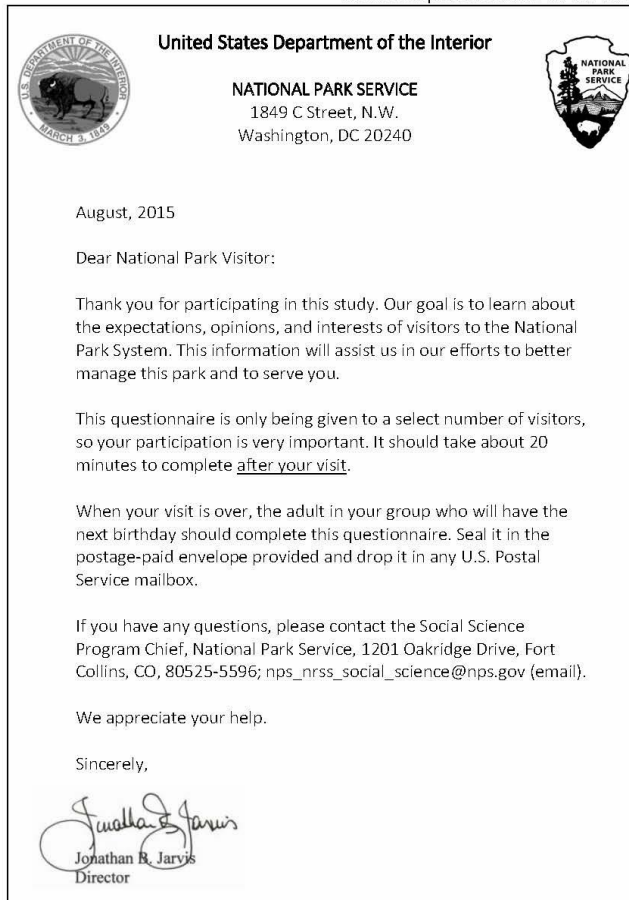
Social Science Program
National Park Service
U.S. Department of the Interior

Glacier Bay National Park & Preserve

Visitor Study



2015



RETURN PROCEDURE

At the end of your visit:

1. Please have the adult in your group (at least 18 years old) who has the next birthday complete this questionnaire. That will help give us a statistically reliable sample.
2. For questions that use circles (O), please mark your answer by filling in the circle with **black or blue ink**. Please do not use pencil.

Like this: ● Not like this: ✓ ✗ ⚪

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

Paperwork Reduction and Privacy Act Statements: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 USC 5931 §201. We will use this information to evaluate visitor services and facilities managed by the National Park Service. Your responses are voluntary and anonymous. Your name and address have been requested for follow-up purposes only. At the completion of this collection all names and personal information will be destroyed and in no way be connected with the results of this survey. A Federal agency may not conduct or sponsor and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number.

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

DIRECTIONS

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

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

A. Trip Description

1. Including yourself, how many people were in your personal group during your visit to Glacier Bay National Park & Preserve (NPP) 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 Glacier Bay NPP 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 Glacier Bay NPP, 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 Glacier Bay NPP on this trip?
- _____ Number of hours
- AND**
- _____ Number of miles
5. On this trip to Glacier Bay NPP, which one of the following entrance fees applied to you personally? Please mark (●) **one**.
- ☐ Did not pay a fee or use a pass to enter the park
 - ☐ 7-day entrance pass
 - ☐ Annual Pass for Glacier Bay NPP
 - ☐ America the Beautiful – National Parks and Federal Recreational Lands
 - ☐ Senior Pass, Access Pass, or Military Pass
 - ☐ Fee included in tour package
 - ☐ Don't know/Not sure
 - ☐ Other (Please specify) _____

6. On how many days during this trip did you enter or re-enter Glacier Bay NPP? 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 Glacier Bay NPP

OR

☐ Don't Know/Not sure

7. On this trip, how much total time did you spend within Glacier Bay NPP?

_____ Number of hours, if a day trip

_____ Number of days, if greater than 1 day

B. Trip Planning and Motivations

8. Prior to this trip, how did you obtain information about Glacier Bay NPP?

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
- ☐ Glacier Bay NPP website (nps.gov/glba)
- ☐ Other website (Please specify) _____
- ☐ Local businesses (hotels, motels, restaurants, etc.)
- ☐ Maps/brochures
- ☐ Newspaper/magazine articles
- ☐ Other units of the National Park System (NPS)
- ☐ School class/program
- ☐ Social media (such as Facebook, Twitter, etc.)
- ☐ State welcome center/visitors bureau/chamber of commerce
- ☐ Television/radio programs/DVDs
- ☐ Travel guides/tour books (such as AAA, etc.)
- ☐ Other (Please specify) _____

9. Did you have the information about Glacier Bay NPP you needed on this trip?
Please mark (●) **one**.

- ☐ Yes
☐ No (Please specify information you needed but didn't have on this trip.)

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

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

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

C. Park Activities, Programs, and Services

12. On this trip, in which of the following activities did you personally participate within Glacier Bay NPP? 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
 - ☐ Overnighing in resort, cabin, or other accommodations in Glacier Bay NPP
 - ☐ Family gathering/reunion
 - ☐ Picnicking
 - ☐ Hunting/trapping
 - ☐ Foraging/collecting edibles (e.g., mushrooms, truffles)
 - ☐ Rock climbing/bouldering
 - ☐ Mountaineering
 - ☐ Other (Please specify) _____
 - ☐ Other (Please specify) _____
13. Of the activities listed in Question 12, which was your primary activity during your visit to Glacier Bay NPP on the day you were contacted for this survey?
- _____

OR

- ☐ I did not have a primary activity on this trip to Glacier Bay NPP.

14. On this trip, in which of the following programs and services did you personally participate within Glacier Bay NPP? 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 Glacier Bay NPP
- ☐ Other (Please specify) _____

15. On this visit to Glacier Bay NPP, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? Please mark (●) **one**.

- ☐ Yes (Please specify subjects you learned about.)

- ☐ No

16. If you were to visit Glacier Bay NPP in the future, are there specific subjects you would like to learn about? Please mark (●) **one**.

- ☐ Yes (Please specify subjects you would like to learn about.)

- ☐ No

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

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

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

☐ Yes

☐ No → **Go to Question 19**

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

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

☐ Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with hearing aid)

☐ Visual (difficulty in seeing exhibits, directional signs, visual aids that are part of programs even with prescribed glasses or due to blindness)

☐ Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

☐ Other (Please specify) _____

19. What did you like most about your visit to Glacier Bay NPP?

20. What did you like least about your visit to Glacier Bay NPP?

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

- ☐ Yes
☐ Not entirely (Please explain)

- ☐ Not at all (Please explain)

D. Park Management

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

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

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

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

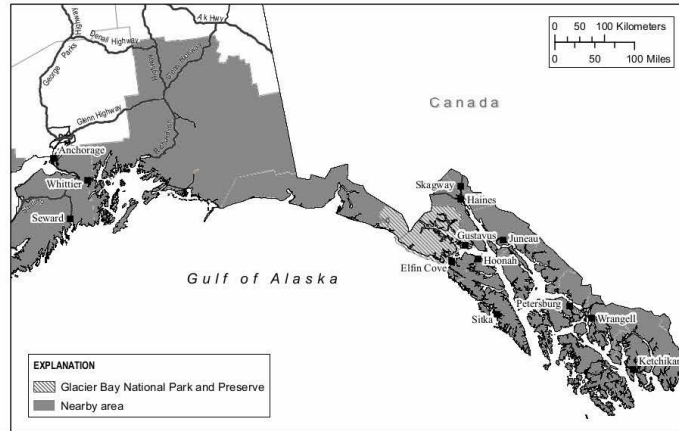
24. Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Glacier Bay NPP? Please mark (●) **one**.

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

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

E. Expenditures

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



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

27. a) On this trip to Glacier Bay NPP and the nearby area, did you stay overnight away from your permanent residence either inside Glacier Bay NPP or within the nearby area (within the shaded area of the map on p.12)? Please mark (●) **one**.
- ☐ Yes
- ☐ No → **Go to Question 28**
- b) If **YES**, please list the number of nights you stayed in Glacier Bay NPP 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 Glacier Bay NPP	_____
Camping in Glacier Bay NPP	_____
Camping outside Glacier Bay NPP	_____
Lodging in Glacier Bay NPP	_____
Lodging outside Glacier Bay NPP	_____
Cruise ship	_____
Other accommodations (e.g., friends/relatives)	_____

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

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

☐ Yes (Please specify)

☐ No

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

☐ Yes

☐ No → **Go to Question 31**

- b) What was the total length of your package tour(s)? #_____days

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

\$_____per person

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

#_____people

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

31. Please estimate how much you and your personal group with whom you shared expenses (e.g., other family members, traveling companions) spent both inside Glacier Bay NPP 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 Glacier Bay NPP.

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

OR

- ☐ Don't know/Not sure

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

\$ _____

OR

☐ Don't know/Not sure

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

_____ Number of adults (18 years or over)

_____ Number of children (under 18 years)

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

_____ Number of people

F. Background

34. For your personal group during your visit to Glacier Bay NPP 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 Glacier Bay NPP 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 Glacier Bay NPP 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 Glacier Bay NPP 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 Glacier Bay NPP 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 Glacier Bay NPP, 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 Glacier Bay NPP's facilities, services, or recreational opportunities?

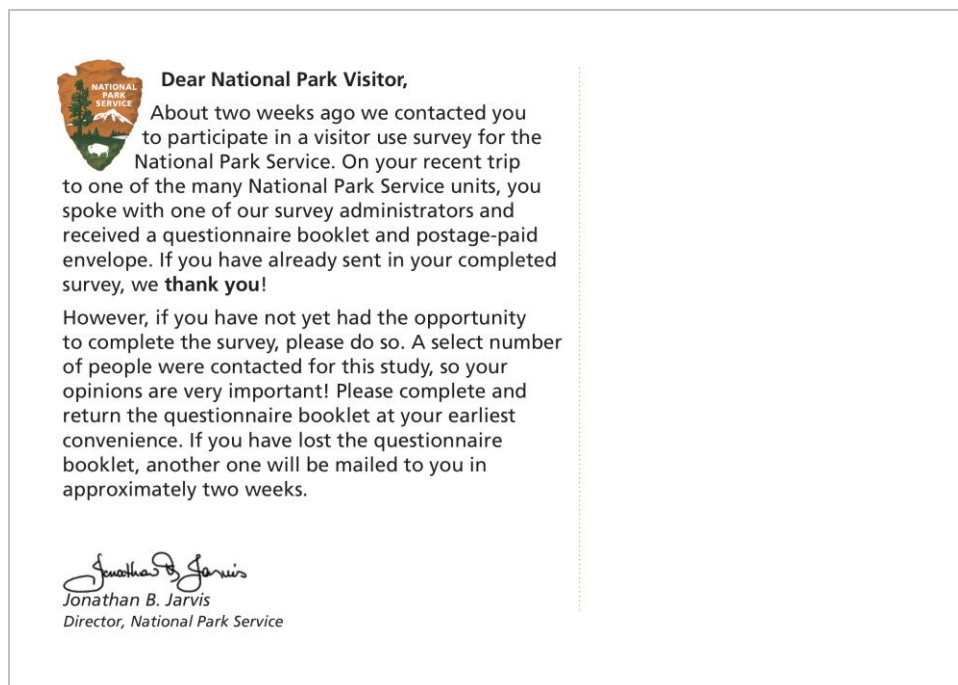
Thank you for your help!

**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



Dear National Park Visitor,

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

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

Thank you,

The National Park Service

Appendix 4: The Replacement Mailing Cover Letter



UNITED STATES DEPARTMENT OF THE INTERIOR

NATIONAL PARK SERVICE

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



Dear [Name],

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

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

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

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

Sincerely,

Jonathan B. Jarvis
Director
National Park Service

Appendix 5: Tabular Unweighted and Weighted Results

Table 25. Unweighted and weighted results, Question 1, Group size.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	95	17%	10%
4	87	15%	12%
3	55	10%	9%
2	308	54%	62%
1	29	5%	6%
Total	574	–	–

Table 26. Unweighted and weighted results, Question 1, Number of adults in group.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	78	14%	9%
4	66	11%	9%
3	51	9%	8%
2	340	59%	66%
1	39	7%	8%
Total	574	–	–

Table 27. Unweighted and weighted results, Question 1, Number of children in group.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	5	<1%	<1%
4	3	<1%	<1%
3	5	<1%	<1%
2	36	6%	5%
1	44	8%	6%
0	481	84%	88%
Total	574	–	–

Table 28. Unweighted and weighted results, Question 2, Group type.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Family	337	59%	58%
Friends	84	15%	13%
Alone	46	8%	10%
Family and friends	39	7%	6%
Other	67	12%	14%
Total	573	–	–

Table 29. Unweighted and weighted results, Question 34, Age.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
85+	15	<1%	1%
80-84	27	2%	2%
75-79	58	4%	4%
70-74	131	9%	9%
65-69	248	17%	17%
60-64	216	14%	14%
55-59	184	12%	13%
50-54	130	9%	9%
45-49	95	6%	6%
40-44	63	4%	4%
35-39	53	4%	3%
30-34	47	3%	3%
25-29	40	3%	2%
20-24	45	3%	3%
15-19	61	4%	5%
Under 15	90	6%	6%
Total	1,503	–	–

Table 30. Unweighted and weighted results, Question 35, Gender.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Male	690	44%	44%
Female	868	56%	56%
Total	1,558	–	–

Table 31. Unweighted and weighted results, Question 35, Hispanic or Latino.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Hispanic or Latino	59	5%	6%
Not Hispanic or Latino	1,184	95%	94%
Total	1,243	–	–

Table 32. Unweighted and weighted results, Question 36, Race.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
White	1,352	89%	88%
Asian	123	8%	9%
American Indian or Alaska Native	21	1%	1%
Black or African American	13	<1%	<1%
Native Hawaiian or other Pacific Islander	14	<1%	<1%
Total	1,523	–	–

Table 33. Unweighted and weighted results, Question 40, Speaking language.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	538	97%	97%
Spanish	3	<1%	<1%
Other	14	3%	2%
Total	555	–	–

Table 34. Unweighted and weighted results, Question 40, Reading language.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
English	506	97%	97%
Spanish	4	<1%	<1%
Other	11	2%	2%
Total	521	–	–

Table 35. Unweighted and weighted results, Question 26, Live within the nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	35	6%	2%
No	522	94%	98%
Total	557	–	–

Table 36. Unweighted and weighted results, Question 37, Highest level of formal education completed.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Master's doctoral, or professional degree	467	31%	28%
Some graduate school	107	7%	8%
College, business, or trade school	433	29%	30%

Table 36 (continued). Unweighted and weighted results, Question 37, Highest level of formal education completed.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Some college, business, or trade school	202	14%	14%
High school graduate or GED	154	10%	11%
Some high school	48	3%	3%
Less than high school	81	5%	5%
Total	1,492	—	—

Table 37. Unweighted and weighted results, Question 38, Household income.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$200,00 or more	52	13%	19%
\$150,00-\$199,999	67	17%	14%
\$100,000-\$149,999	94	23%	24%
\$75,000-\$99,999	66	16%	14%
\$50,000-\$74,999	62	15%	14%
\$35,000-\$49,999	26	6%	5%
\$25,000-\$34,999	24	6%	4%
Less than \$24,999	16	4%	5%
Total	407	—	—

Table 38. Unweighted and weighted results, Question 39, Household size.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	33	6%	7%
4	60	11%	12%
3	54	10%	8%
2	312	58%	59%

Table 38 (continued). Unweighted and weighted results, Question 39, Household size.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
1	75	14%	14%
Total	534	–	–

Table 39. Unweighted and weighted results, Question 34, Number of visits to park in last 12 months.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
3 or more	35	3%	3%
2	36	3%	3%
1	1,263	95%	95%
Total	1,334	–	–

Table 40. Unweighted and weighted results, Question 34, Number of visits to other NPS sites in the last 12 months.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	153	13%	14%
4	69	6%	8%
3	126	10%	8%
2	174	14%	14%
1	259	21%	21%
0	437	36%	34%
Total	1,218	–	–

Table 41. Unweighted and weighted results, Question 8, Obtained information.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	410	72%	68%
No	161	28%	32%
Total	571	–	–

Table 42. Unweighted and weighted results, Question 8, Information sources.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
No information prior to visit	161	28%	32%
Travel guides/tour books	158	28%	26%
Friends/relatives/word of mouth	152	27%	24%
Park website	133	23%	18%
Maps/brochures	107	19%	18%
Previous visits	78	14%	13%
Other website	53	9%	7%
TV/radio/DVD	29	5%	6%
Park via phone, mail, or email	37	6%	4%
Newspaper/magazine articles	27	5%	4%
Local businesses	22	4%	4%
Other NPS units	15	3%	3%
Social Media	17	3%	3%
Government centers	10	2%	1%
School class/program	0	0%	0%
Other information source	71	12%	5%
Total	571	–	–

Table 43. Unweighted and weighted results, Question 9, Had information needed.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	520	93%	95%
No	37	7%	5%
Total	557	–	–

Table 44. Unweighted and weighted results, Question 3, Form of transportation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Water-based transportation	468	82%	88%
Airplane	403	70%	67%
Car, truck or SUV	292	51%	48%
Tour bus or tour van	115	20%	22%
Train or long-distance passenger bus	60	10%	10%
Walk/hike	38	7%	6%
City bus or subway	30	5%	5%
Bicycle	9	2%	1%
Recreational vehicle or motorhome	5	<1%	<1%
Other	27	5%	5%
Total	572	–	–

Table 45. Unweighted and weighted results, Question 3, Number of passengers.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	24	14%	14%
4	24	14%	10%
3	35	21%	20%
2	81	49%	56%
1	2	1%	<1%
Total	166	–	–

Table 46. Unweighted and weighted results, Question 3, Form of water transportation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Cruise ship	365	79%	88%
Ferry	69	15%	11%
Tour boat	37	8%	4%

Table 46 (continued). Unweighted and weighted results, Question 3, Form of water transportation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Other water-based mode	20	4%	1%
Total	463	–	–

Table 47. Unweighted and weighted results, Question 4, Number of hours traveled.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
More than 48	167	37%	40%
> 36 to 48	27	6%	7%
> 24 to 36	21	5%	5%
> 12 to 24	69	15%	15%
Up to 12	164	37%	33%
Total	448	–	–

Table 48. Unweighted and weighted results, Question 4, Number of miles traveled.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5,000 or more	57	15%	11%
4,000 - 4,999	36	9%	10%
3,000 - 3,999	95	25%	31%
2,000 - 2,999	81	21%	21%
1,000 - 1,999	64	17%	17%
Up to 999	51	13%	10%
Total	384	–	–

Table 49. Unweighted and weighted results, Question 28, Purpose of trip to Glacier Bay NPP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Primary or sole purpose of trip	97	18%	14%
One of several equally important destinations	445	82%	86%
An incidental or spur of the moment stop	4	<1%	<1%
Total	546	–	–

Table 50. Unweighted and weighted results, Question 28, Other equally important destinations located within nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	360	85%	87%
No	63	15%	13%
Total	423	–	–

Table 51. Unweighted and weighted results, Question 28, Primary destination located within the nearby area.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	2	50%	46%
No	2	50%	54%
Total	4	–	–

Table 52. Unweighted and weighted results, Question 10, Summary of Important reasons for visiting Glacier Bay NPP on this trip, sum of Extremely Important and Very Important responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
View wildlife or natural scenery	527	94%	93%
Learn more about nature	373	67%	69%
Spend time with friends/family	364	68%	68%
Be outdoors	366	68%	66%

Table 52 (continued). Unweighted and weighted results, Question 10, Summary of Important reasons for visiting Glacier Bay NPP on this trip, sum of Extremely Important and Very Important responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Hear the sounds of nature/quiet	325	60%	62%
Relax	307	57%	59%
Visit an NPS site	225	42%	43%
Learn more about American history/culture	213	39%	43%
Experience solitude	205	39%	39%
View dark night sky/stars	134	26%	25%
Get physical exercise	114	21%	17%
Attend a special event	35	7%	10%
Other	53	52%	46%
Total	3241	–	–

Table 53. Unweighted and weighted results, Question 10, Importance of viewing wildlife or natural scenery.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	385	69%	66%
Very Important	142	25%	26%
Moderately Important	27	5%	7%
Slightly Important	5	<1%	<1%
Not at All Important	3	<1%	<1%
Total	562	–	–

Table 54. Unweighted and weighted results, Question 10, Importance of learning more about nature.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	171	31%	33%
Very Important	202	36%	37%
Moderately Important	132	24%	22%

Table 54 (continued). Unweighted and weighted results, Question 10, Importance of learning more about nature.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Slightly Important	40	7%	6%
Not at All Important	11	2%	2%
Total	556	–	–

Table 55. Unweighted and weighted results, Question 10, Importance of spending time with friends/family.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	208	39%	38%
Very Important	156	29%	30%
Moderately Important	74	14%	14%
Slightly Important	24	4%	4%
Not at All Important	77	14%	14%
Total	539	–	–

Table 56. Unweighted and weighted results, Question 10, Importance of being outdoors.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	207	38%	38%
Very Important	159	29%	29%
Moderately Important	111	21%	23%
Slightly Important	33	6%	6%
Not at All Important	29	5%	5%
Total	539	–	–

Table 57. Unweighted and weighted results, Question 10, Importance of hearing the sounds of nature/quiet.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	146	27%	29%
Very Important	179	33%	33%
Moderately Important	124	23%	21%
Slightly Important	53	10%	8%
Not at All Important	43	8%	9%
Total	545	–	–

Table 58. Unweighted and weighted results, Question 10, Importance of relaxing.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	144	27%	29%
Very Important	163	30%	29%
Moderately Important	136	25%	24%
Slightly Important	56	10%	9%
Not at All Important	43	8%	7%
Total	542	–	–

Table 59. Unweighted and weighted results, Question 10, Importance of visiting an NPS site.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	88	16%	18%
Very Important	137	25%	26%
Moderately Important	139	26%	28%
Slightly Important	71	13%	12%
Not at All Important	103	19%	17%
Total	538	–	–

Table 60. Unweighted and weighted results, Question 10, Importance of learning more about American history and culture.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	71	13%	16%
Very Important	142	26%	27%
Moderately Important	162	30%	31%
Slightly Important	106	19%	16%
Not at All Important	66	12%	9%
Total	547	–	–

Table 61. Unweighted and weighted results, Question 10, Importance of experiencing solitude.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	90	17%	17%
Very Important	115	22%	23%
Moderately Important	119	22%	23%
Slightly Important	76	14%	13%
Not at All Important	130	25%	24%
Total	530	–	–

Table 62. Unweighted and weighted results, Question 10, Importance of viewing dark night sky/stars.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	59	11%	12%
Very Important	75	15%	13%
Moderately Important	97	19%	20%
Slightly Important	74	14%	15%
Not at All Important	211	41%	41%
Total	516	–	–

Table 63. Unweighted and weighted results, Question 10, Importance of getting physical exercise.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	46	9%	7%
Very Important	68	13%	10%
Moderately Important	131	25%	25%
Slightly Important	106	20%	22%
Not at All Important	183	34%	36%
Total	534	–	–

Table 64. Unweighted and weighted results, Question 10, Importance of attending a special event.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Extremely Important	22	5%	7%
Very Important	13	3%	3%
Moderately Important	25	5%	6%
Slightly Important	16	3%	4%
Not at All Important	392	84%	80%
Total	468	–	–

Table 65. Unweighted and weighted results, Question 11, Most important reason for visiting Glacier Bay NPP on this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
View wildlife or natural scenery	324	79%	66%
Spend time with friends/family	47	11%	9%
Other - Part of travel itinerary	10	2%	4%
Visit an NPS site	18	4%	4%
Learn more about nature	12	3%	3%
Relax	12	3%	3%
Attend a special event	4	<1%	2%

Table 65 (continued). Unweighted and weighted results, Question 11, Most important reason for visiting Glacier Bay NPP on this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Be outdoors	10	2%	2%
Hear the sounds of nature/quiet	6	1%	<1%
Experience solitude	2	<1%	<1%
Learn more about American history/culture	1	<1%	6%
Get physical exercise	2	<1%	<1%
Other	32	8%	6%
Total	411	–	–

Table 66. Unweighted and weighted results, Question 5, Entrance fee.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Fee included in tour package	244	43%	45%
Did not pay a fee or use a pass to enter the park	202	36%	33%
Senior Pass, Access Pass, or Military Pass	16	3%	2%
America the Beautiful	5	<1%	1%
7-day entrance pass	6	1%	<1%
Annual Pass for GB NPP	0	0%	0%
Other	25	4%	6%
Don't know/Not sure	67	12%	13%
Total	565	–	–

Table 67. Unweighted and weighted results, Question 7, Number of hours in park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	273	77%	83%
4	31	9%	6%
3	22	6%	5%

Table 67 (continued). Unweighted and weighted results, Question 7, Number of hours in park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
2	20	6%	4%
1	8	2%	2%
Total	354	–	–

Table 68. Unweighted and weighted results, Question 7, Number of days in park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	49	26%	22%
4	17	9%	8%
3	42	22%	21%
2	60	32%	36%
1	19	10%	14%
Total	187	–	–

Table 69. Unweighted and weighted results, Question 6, Number of days enter/re-enter park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	17	3%	3%
4	7	1%	1%
3	18	3%	2%
2	47	9%	6%
1	428	83%	87%
Total	517	–	–

Table 70. Unweighted and weighted results, Question 27, Stay overnight.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	386	69%	67%
No	173	31%	33%
Total	559	–	–

Table 71. Unweighted and weighted results, Question 27, Accommodation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Backcountry camping in Glacier Bay NPP	25	7%	3%
Camping in Glacier Bay NPP	20	6%	2%
Camping outside Glacier Bay NPP	16	4%	2%
Lodging in Glacier Bay NPP	82	23%	19%
Lodging outside Glacier Bay NPP	79	22%	18%
Cruise ship	206	57%	69%
Other accommodations	28	8%	5%
Total	362	–	–

Table 72. Unweighted and weighted results, Question 27, Number of nights backcountry camping in Glacier Bay NPP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	11	44%	54%
4	2	8%	4%
3	0	0%	0%
2	10	40%	39%
1	2	8%	4%
Total	25	–	–

Table 73. Unweighted and weighted results, Question 27, Number of nights camping in Glacier Bay NPP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	2	10%	6%
4	4	20%	12%
3	5	25%	15%
2	8	40%	65%
1	1	5%	3%
Total	20	–	–

Table 74. Unweighted and weighted results, Question 27, Number of nights camping outside Glacier Bay NPP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	6	38%	59%
4	1	6%	3%
3	4	25%	20%
2	4	25%	14%
1	1	6%	3%
Total	16	–	–

Table 75. Unweighted and weighted results, Question 27, Number of nights lodging in Glacier Bay NPP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	11	13%	19%
4	7	9%	6%
3	17	21%	18%
2	30	37%	37%
1	17	21%	20%
Total	82	–	–

Table 76. Unweighted and weighted results, Question 27, Number of nights lodging outside Glacier Bay NPP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	25	32%	36%
4	10	13%	8%
3	16	20%	24%
2	15	19%	15%
1	13	16%	17%
Total	79	–	–

Table 77. Unweighted and weighted results, Question 27, Number of nights on a cruise ship.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	97	47%	47%
4	14	7%	5%
3	9	4%	4%
2	25	12%	9%
1	61	30%	34%
Total	206	–	–

Table 78. Unweighted and weighted results, Question 27, Number of nights in other accommodations.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	16	57%	49%
4	4	14%	32%
3	2	7%	4%
2	3	11%	4%
1	3	11%	11%
Total	28	–	–

Table 79. Unweighted and weighted results, Question 29, Visit other NPS sites on trip away from home.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	240	44%	45%
No	303	56%	55%
Total	543	–	–

Table 80. Unweighted and weighted results, Question 12, Activity participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Viewing wildlife, natural features, scenery, wildflowers, etc.	533	94%	93%
Motorized water travel	200	35%	31%
Creative arts	150	27%	28%
Walking/short hike (< 1 hour)	175	31%	24%
Nature study	124	22%	22%
Visiting a cultural or historic site	116	21%	18%
Overnighting in resort, cabin, or other accommodations	76	13%	11%
Day hike (≥ 1 hour)	95	17%	11%
Other - Cruising	85	15%	10%
Non-motorized water travel	44	8%	8%
Family gathering/reunion	39	7%	6%
Fishing	11	2%	4%
Driving for pleasure	24	4%	3%
Bicycling	22	4%	2%
Camping in developed sites	17	3%	2%
Overnight backpacking	7	1%	1%
Running/jogging	14	2%	1%
Picnicking	2	<1%	<1%
Hunting/trapping	6	1%	<1%
Foraging/collecting edibles	0	0%	<1%

Table 80 (continued). Unweighted and weighted results, Question 12, Activity participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Rock climbing/bouldering	0	0%	0%
Mountaineering	70	12%	0%
Other activity	74	13%	5%
Total	565	–	–

Table 81. Unweighted and weighted results, Question 13, Primary activity.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Viewing wildlife, natural features, scenery, wildflowers, etc.	257	47%	52%
Cruise or boat tour	62	11%	9%
Family gathering/reunion	8	1%	2%
Creative arts	11	2%	2%
Kayaking	22	4%	2%
Walking/short hike (< 1 hour)	10	2%	2%
Day hiking (≥ 1 hour)	13	2%	2%
Motorized water travel	7	1%	<1%
Fishing	10	2%	<1%
Nature study	6	1%	<1%
Overnight in resort, cabin, other accommodations	1	<1%	<1%
Camping in developed sites	2	<1%	<1%
Visiting a cultural or historic site	1	<1%	<1%
Bicycling	1	<1%	<1%
Non-motorized water travel	1	<1%	<1%
Overnight backpacking	1	<1%	<1%
Other activity	17	3%	3%
No primary activity	113	21%	24%
Total	543	–	–

Table 82. Unweighted and weighted results, Question 18, Member in group with physical condition.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	30	5%	4%
No	521	95%	96%
Total	551	–	–

Table 83. Unweighted and weighted results, Question 18, Difficulty.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Mobility	21	70%	81%
Hearing	3	10%	12%
Visual	2	7%	3%
Other	5	17%	9%
Total	30	–	–

Table 84. Unweighted and weighted results, Question 14, Program/service participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Attending ranger-led activity	318	61%	63%
Talking informally with a ranger	276	53%	51%
Reading the park brochure or newspaper	253	48%	48%
Viewing outdoor exhibits	237	45%	39%
Viewing indoor exhibits	191	36%	34%
Watching movies or videos about the park	162	31%	30%
Going to the Visitor Center	183	35%	27%
Obtaining a National Park passport stamp	59	11%	10%
Attending cultural demonstration or performance	39	7%	8%
Listening to an audio tour or podcast	37	7%	8%

Table 84 (continued). Unweighted and weighted results, Question 14, Program/service participation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Participating with a child in Junior Ranger program	19	4%	2%
Using a smart phone app specific to GB NPP	3	<1%	<1%
Other	56	11%	9%
Total	524	–	–

Table 85. Unweighted and weighted results, Question 15, Learned from staff, programs, and/or exhibits.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	407	76%	74%
No	129	24%	26%
Total	536	–	–

Table 86. Unweighted and weighted results, Question 16, Desire to learn about subjects.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	180	36%	35%
No	315	64%	65%
Total	495	–	–

Table 87. Unweighted and weighted results, Question 30, Purchase package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	286	51%	51%
No	272	49%	49%
Total	558	–	–

Table 88. Unweighted and weighted results, Question 30, Number of days of package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	197	71%	77%
4	5	2%	2%
3	9	3%	4%
2	12	4%	4%
Up to 1	56	20%	13%
Total	279	–	–

Table 89. Unweighted and weighted results, Question 30, Cost per person of package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$5,000 or more	48	20%	20%
\$4,000 - 4,999	22	9%	6%
\$3,000 - 3,999	22	9%	13%
\$2,000 - 2,999	36	15%	21%
\$1,000 - 1,999	34	14%	11%
Up to \$999	74	31%	28%
Total	236	–	–

Table 90. Unweighted and weighted results, Question 30, Number of people in group on package tour(s).

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	42	15%	10%
4	48	18%	16%
3	25	9%	8%
2	149	55%	64%
1	9	3%	3%
Total	273	–	–

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

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Meals	228	72%	71%
Local water transportation	197	62%	58%
Local ground transportation	177	56%	54%
Local lodging	156	49%	50%
Guide services	153	48%	42%
Admission to events or attractions	130	41%	41%
Local air transportation	80	25%	24%
Fees	51	16%	13%
Gear	53	17%	9%
Other	22	7%	8%
Total	316	–	–

Table 92. Unweighted and weighted results, Question 31, Total expenditures.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$5001 or more	37	11%	10%
\$4001-5000	12	4%	4%
\$3001-4000	10	3%	3%
\$2001-3000	37	11%	15%
\$1001-2000	61	19%	17%
\$1-1000	169	52%	51%
Spent no money	0	0%	<1%
Total	326	–	–

Table 93. Unweighted and weighted results, Question 33, Total number of people covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	46	10%	19%
4	67	15%	22%
3	45	10%	7%
2	282	61%	47%
1	24	5%	5%
Total	464	–	–

Table 94. Unweighted and weighted results, Question 33, Number of adults covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	34	7%	13%
4	43	9%	21%
3	37	8%	10%
2	312	67%	50%
1	38	8%	6%
Total	464	–	–

Table 95. Unweighted and weighted results, Question 33, Number of children covered by the expenses for this trip.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	1	<1%	<1%
4	3	<1%	<1%
3	5	1%	2%
2	28	6%	6%
1	36	8%	7%
0	399	85%	84%
Total	472	–	–

Table 96. Unweighted and weighted results, Question 33, Number of people in group who split trip expenses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
5 or more	25	7%	10%
4	33	10%	20%
3	15	4%	5%
2	206	61%	53%
1	59	18%	13%
Total	338	–	–

Table 97. Unweighted and weighted results, Question 32, Out of area expenses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
\$4001 or more	31	16%	20%
\$3001-4000	9	5%	6%
\$2001-3000	10	5%	6%
\$1001-2000	31	16%	13%
\$1-1000	81	42%	43%
Spent no money	32	16%	11%
Total	194	–	–

Table 98. Unweighted and weighted results, Question 21, Visit met expectations.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Yes	487	89%	91%
Not entirely	61	11%	9%
Not at all	1	<1%	<1%
Total	549	–	–

Table 99. Unweighted and weighted results, Question 17, Extremely or very important to use personal electronic devices to do specific tasks.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Send/receive text message	69	14%	14%
Make/receive cell phone call	65	13%	14%
Share pics/videos/audio via social media	59	12%	12%
Search the Internet	53	11%	11%
Download an NPS podcast	11	2%	3%
Other	16	13%	12%
Total	273	–	–

Table 100. Unweighted and weighted results, Question 17, Good or very good quality of service required to do specific tasks.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Send/receive text message	45	28%	25%
Make/receive cell phone call	38	24%	23%
Search the Internet	35	22%	17%
Share pics/videos/audio via social media	30	19%	17%
Download an NPS podcast	8	5%	5%
Other	4	3%	6%
Total	160	–	–

Table 101. Unweighted and weighted results, Question 22, Glacier Bay NPP is a safe place to visit.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	281	56%	56%
Agree	187	37%	36%
Neither Agree nor Disagree	28	6%	7%
Disagree	2	<1%	<1%
Strongly Disagree	1	<1%	2%
Total	499	–	–

Table 102. Unweighted and weighted results, Question 22, Glacier Bay NPP is too crowded.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	18	4%	3%
Agree	22	5%	6%
Neither Agree nor Disagree	71	15%	17%
Disagree	203	43%	40%
Strongly Disagree	155	33%	34%
Total	469	–	–

Table 103. Unweighted and weighted results, Question 22, Natural resources in Glacier Bay NPP are in pristine condition.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	201	41%	41%
Agree	239	48%	45%
Neither Agree nor Disagree	44	9%	13%
Disagree	8	2%	1%
Strongly Disagree	1	<1%	<1%
Total	493	–	–

Table 104. Unweighted and weighted results, Question 22, The entrance fee for Glacier Bay NPP is too high.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	4	3%	3%
Agree	6	4%	6%
Neither Agree nor Disagree	47	30%	33%
Disagree	39	25%	23%
Strongly Disagree	62	39%	35%
Total	158	–	–

Table 105. Unweighted and weighted results, Question 22, Vandalism and crime are not a problem in Glacier Bay NPP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	129	48%	47%
Agree	92	34%	34%
Neither Agree nor Disagree	36	13%	14%
Disagree	6	2%	4%
Strongly Disagree	4	1%	1%
Total	267	–	–

Table 106. Unweighted and weighted results, Question 22, Glacier Bay NPP is not accessible to persons with physical disabilities.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	3	1%	2%
Agree	21	10%	7%
Neither Agree nor Disagree	73	35%	35%
Disagree	71	34%	37%
Strongly Disagree	40	19%	19%
Total	208	–	–

Table 107. Unweighted and weighted results, Question 22, Historical and cultural features in Glacier Bay NPP are well maintained/preserved.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	118	31%	36%
Agree	198	53%	51%
Neither Agree nor Disagree	49	13%	11%
Disagree	8	2%	2%
Strongly Disagree	2	<1%	<1%
Total	375	–	–

Table 108. Unweighted and weighted results, Question 22, Development of adjacent areas detracts from visitors' experiences at Glacier Bay NPP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Strongly Agree	15	5%	5%
Agree	36	11%	12%
Neither Agree nor Disagree	60	19%	22%
Disagree	122	39%	37%
Strongly Disagree	82	26%	24%
Total	315	–	–

Table 109. Unweighted and weighted results, Question 23, Quality of the facilities, services, and recreational opportunities in Glacier Bay NPP, sum of Very Good and Good responses.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Learning about nature, history, or culture	401	93%	96%
Ranger programs	286	94%	96%
Outdoor recreation	254	94%	95%
Assistance from park employees	318	93%	95%
Park map or brochure	358	92%	94%
Value for entrance fee paid	130	90%	94%
Walkways, trails, and roads	220	88%	88%
Visitor center	207	87%	88%
Exhibits (indoor and outdoor)	228	84%	87%
Restrooms	192	82%	85%
Campgrounds and/or picnic areas	66	83%	73%
Commercial services in the park	104	55%	66%
Total	2764	–	–

Table 110. Unweighted and weighted results, Question 23, Quality of learning about nature, history, or culture.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	226	53%	60%
Good	175	41%	36%
Average	24	6%	4%
Poor	4	<1%	<1%
Very poor	0	0%	0%
Total	429	–	–

Table 111. Unweighted and weighted results, Question 23, Quality of ranger programs.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	184	60%	61%
Good	102	33%	35%
Average	15	5%	3%
Poor	3	<1%	1%
Very poor	1	<1%	<1%
Total	305	–	–

Table 112. Unweighted and weighted results, Question 23, Quality of outdoor recreation.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	156	58%	62%
Good	98	36%	34%
Average	13	5%	4%
Poor	1	<1%	<1%
Very poor	2	<1%	<1%
Total	270	–	–

Table 113. Unweighted and weighted results, Question 23, Quality of assistance from park employees.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	223	57%	67%
Good	135	35%	28%
Average	29	7%	5%
Poor	1	<1%	<1%
Very poor	0	0%	0%
Total	388	–	–

Table 114. Unweighted and weighted results, Question 23, Quality of park map or brochure.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	223	57%	63%
Good	135	35%	32%
Average	29	7%	5%
Poor	1	<1%	<1%
Very poor	0	0%	0%
Total	388	–	–

Table 115. Unweighted and weighted results, Question 23, Quality of value for entrance fee paid.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	93	64%	64%
Good	37	26%	29%
Average	11	8%	5%
Poor	2	1%	1%
Very poor	2	1%	<1%
Total	145	–	–

Table 116. Unweighted and weighted results, Question 23, Quality of walkways, trails, and roads.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	113	45%	42%
Good	107	43%	46%
Average	27	11%	11%
Poor	2	<1%	<1%
Very poor	1	<1%	<1%
Total	250	–	–

Table 117. Unweighted and weighted results, Question 23, Quality of visitor center.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	113	48%	50%
Good	94	40%	38%
Average	22	9%	8%
Poor	7	3%	4%
Very poor	1	<1%	<1%
Total	237	–	–

Table 118. Unweighted and weighted results, Question 23, Quality of exhibits.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	116	43%	39%
Good	112	41%	48%
Average	39	14%	10%
Poor	4	1%	3%
Very poor	0	0%	0%
Total	271	–	–

Table 119. Unweighted and weighted results, Question 23, Quality of restrooms.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	86	37%	36%
Good	106	45%	49%
Average	35	15%	14%
Poor	6	3%	1%
Very poor	1	<1%	<1%
Total	234	–	–

Table 120. Unweighted and weighted results, Question 23, Quality of campgrounds and/or picnic areas.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	37	46%	34%
Good	29	36%	39%
Average	11	14%	19%
Poor	2	3%	<1%
Very poor	1	1%	8%
Total	80	–	–

Table 121. Unweighted and weighted results, Question 23, Quality of commercial services in the park.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	38	20%	28%
Good	66	35%	37%
Average	63	33%	24%
Poor	17	9%	8%
Very poor	6	3%	1%
Total	190	–	–

Table 122. Unweighted and weighted results, Question 24, Overall quality of the facilities, services, and recreational opportunities in Glacier Bay NPP.

Label	Unweighted Frequency	Unweighted Valid %	Weighted Valid %
Very good	254	54%	58%
Good	186	40%	37%
Average	26	6%	5%
Poor	1	<1%	<1%
Very poor	1	<1%	<1%
Total	468	–	–

Appendix 6: Detailed Sampling Procedures

Site Schematics

As noted, the SEM visitor survey was administered at 4 locations in Glacier Bay NPP. 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, with the exception of the two campgrounds, where surveys were administered at individual campsites (Figure 104 and Figure 105). 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.



Figure 104. Skagway cruise ship dock sampling locations.



Figure 105. Bartlett Cove sampling locations.

Timed-Interval Sampling Procedures

Cruise ship visitor groups in Skagway and visitor groups at the Glacier Bay VC 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

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

At the Bartlett Cove VIS, visitor use was too low for a timed-interval approach (i.e., visitor groups were not reliably present for contact at the start of each time interval). Thus, an attempt was made to contact all visitor groups who entered the survey location at the VIS. This 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 visitor group, the survey administrator contacted the next visitor group to enter the survey area and asked them to participate in the survey.

For survey intercepts of visitor groups on the day boat tour, the survey administrator arrived at the Bartlett Cove dock ahead of the scheduled departure. The survey was administered to visitor groups who were on the boat waiting for departure. Boat tour visitors were selected at random and the survey administrator attempted to contact as many visitor groups as possible. The survey administrator contacted visitor groups until a few minutes prior to the boat's departure.

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

NPS 132/150987, March 2019

National Park Service
U.S. Department of the Interior



[Natural Resource Stewardship and Science](#)

1201 Oakridge Drive, Suite 150
Fort Collins, CO 80525