



Glacier National Park

Socioeconomic Monitoring Pilot Implementation

Summer 2016

Natural Resource Report NPS/GLAC/NRR—2019/1944



ON THE COVER

Photograph of St. Mary Lake

Photograph courtesy of the National Park Service

Glacier National Park

Socioeconomic Monitoring Pilot Implementation

Summer 2016

Natural Resource Report NPS/GLAC/NRR—2019/1944

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

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Executive Summary

- This report describes the results of a visitor study at Glacier National Park (NP) conducted from July 29, 2016 through August 7, 2016. During the sampling period, 1,063 visitor groups were contacted to participate in the survey. Of those groups, 977 agreed to participate in the study by accepting a mail-back survey packet. Questionnaires were completed and returned by 600 visitor groups, resulting in a completion rate of 61% among those visitor groups that agreed to participate in the study and an overall response rate of 56% for the study.
- This report profiles a systematic random sample of Glacier National Park 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).
- Forty-seven percent of visitor groups were groups of two, and 48% of visitor groups were groups of three or more members. A majority of visitor groups (74%) identified as groups of family.
- Eighteen percent of visitors were 65 years old or older, 22% of visitors were 55 to 64 years old, 26% of visitor were 35 to 54 years old, 17% of visitors were 18 to 34 years old, and 18% of visitors were under 18 years old.
- Hispanic or Latino visitors comprised less than 3% of visitation during the survey period. Most visitors (92%) were white. Few visitors were Asian (6%), American Indian or Alaska Native (1%), black or African American (<1%), or Native Hawaiian or other Pacific Islander (<1%).
- Nearly all visitor groups preferred to speak (98%) and read (98%) English when visiting an area such as Glacier National Park.
- Individuals from the United States comprised 87% of total visitation during the survey period. At the state level, 20% of visitors were from Montana, 8% of visitors were from Washington, 8% from Minnesota, and smaller proportions of visitors were from 45 other states. International visitors comprised 13% of total visitation with 63% of international visitors from Canada, and smaller proportions of visitors from 13 other countries.
- Eighty-one percent of visitors indicated having visited the park only once during the last 12 months, while 8% had visited more than two times during the past year. Twenty-nine percent of visitors indicated that they had not visited another National Park Service (NPS) site within the past 12 months.
- Ninety-four percent of visitor groups obtained information about Glacier National Park prior to this trip. The most commonly reported information sources used were park website (60%), friends/relatives/word of mouth (46%), previous visits (42%), and maps/brochures (40%). The vast majority (92%) of visitor groups had the information they needed about Glacier National Park for their trip.

- Ninety-three percent of visitor groups used a car, truck, or SUV to get from their home to the park. Thirty-one percent of visitor groups spent up to six hours traveling from their home to the park. Thirty-one percent of visitor groups traveled up to 500 miles from their home to get to the park.
- Fifty-one percent of visitor groups indicated that visiting Glacier National Park was one of several equally important destinations on their trip away from home. Forty-six percent of visitor groups indicated that visiting Glacier National Park was the primary or sole purpose of their trip away from home.
- The most important reasons for visitors to visit Glacier National Park included to view wildlife or natural scenery (47% of visitor groups), to spend time with friends/family (24% of visitor groups), and to visit an NPS site (8% of visitor groups). Thirty-six percent of visitor groups reported that day hiking (less than one hour) was their primary activity. Twenty-five percent reported that viewing wildlife, natural features, scenery, and wildflowers was their primary activity. Thirteen percent of visitor groups reported having no primary activity.
- Seventy-seven percent of visitors stayed overnight in the park or in the nearby area. Fifty-eight of those visitors who stayed overnight stayed in lodging outside Glacier National Park. Nearly half (46%) of visitor groups visited another NPS site on their trip away from home. The most commonly reported NPS sites visited other than Glacier National Park were Yellowstone National Park and Grand Teton National Park.
- The vast majority of visitor groups (89%) 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 (74%). Moreover, 37% of visitor groups disagreed that Glacier National Park is not accessible to persons with physical disabilities.
- The majority of visitor groups went to the visitor center (72%), read the park brochure or newspaper (70%), and/or viewed outdoor exhibits (64%). Fifty-three percent of visitor groups reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- Six percent of visitor groups reported that someone within their group purchased a package tour that included meals, lodging, and/or transportation while on their trip to Glacier National Park.
- Thirty-eight percent of visitor groups spent up to \$500 on expenditures inside the park and nearby area, excluding package tour expenses, and 25% spent \$501 to \$1,000. The expenditure sectors where visitor groups spent the largest proportions of money (excluding package tour expenses) included hotels, motels, resorts (21% of expenditures), restaurants/bars (14% of expenditures), and specialty lodging (12% of expenditures).
- The vast majority of visitor groups (89%) reported that their visit to Glacier National Park met their expectations.

- The vast majority (95%) of visitor groups agreed that Glacier National Park is a safe place to visit. Seventy-four percent agreed that vandalism and crime are not a problem in Glacier National Park.
- Eighty-five percent of visitor groups agreed that natural resources in Glacier National Park are in pristine condition. Eighty-five percent of visitor groups agreed that historical and cultural features in Glacier National Park are well maintained/preserved. Less than a quarter (15%) of visitor groups agreed that development of adjacent areas detracts from visitors' experiences at Glacier National Park. Twenty percent of visitor groups disagreed that Glacier National Park is too crowded.
- Eleven percent of visitor groups agreed that the entrance fee to Glacier National Park is too high.
- Overall, visitor groups rated the quality of facilities, services, and recreation opportunities in Glacier National Park highly. Ninety-six percent of visitor groups rated the overall quality as good or very good.

Acknowledgments

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

List of Terms

NPS:	National Park Service
NP:	National Park
RSG:	Resource Systems Group, Inc.
SEM:	Socioeconomic Monitoring
SSP:	Social Science Program
VSP:	Visitor Services Project

Introduction

During 2015 through 2016, the National Park Service (NPS) Social Science Program (SSP) conducted pilot implementation of an in-park Socioeconomic Monitoring (SEM) visitor survey in several units of the National Park System. This report describes the results of pilot implementation of the SEM visitor survey at Glacier NP (NP) from July 29, 2016 through August 7, 2016. The study was conducted by RSG, under a contract with the NPS SSP.

Organization of Report

This report is organized into three sections

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

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

Section 3: **Appendices**

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

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

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

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

Appendix 5. *Detailed Sampling Procedures*. A detailed description of sampling locations and procedures.

Appendix 6. *Non-response Bias Analysis - Effects on Survey Responses due to Number of Adults, Group Type, and Visit Length*. Results of statistical tests of number of adults, group type, and visit length effects on key questions in the SEM survey instrument.

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

Presentation of the Results

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

SAMPLE ONLY

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

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

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

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

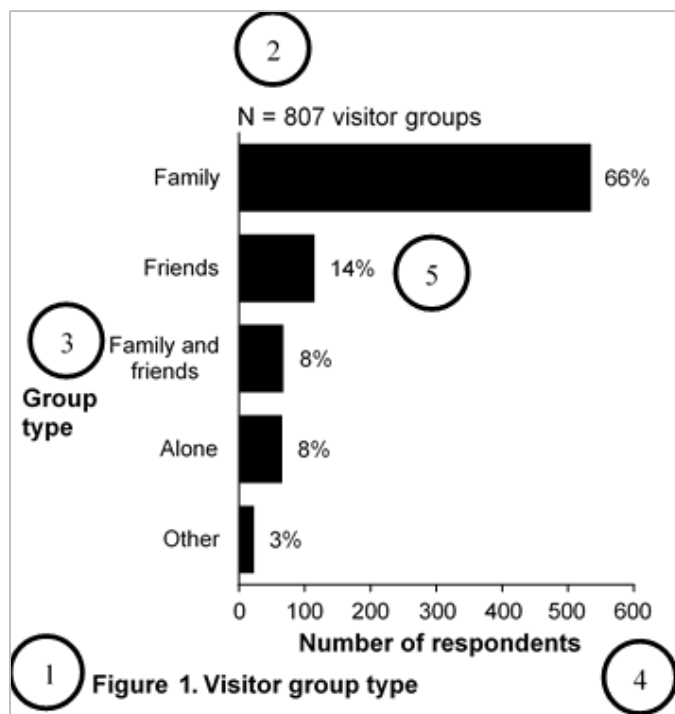


Figure 1. Example figure.

Methods

Survey Method

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

Sampling Effort

The SEM visitor survey was administered at Glacier NP from July 29, 2016 through August 7, 2016. The survey administration dates were selected to target peak use at the park. The peak use month was identified using the five-year average of monthly visitation data for Glacier NP available from the NPS Public Use Statistics Office. Within the peak use month, the survey administration dates were selected to include both weekdays and weekend days.

The list of sampling locations was selected through an iterative, data-driven process. A list of potential sampling locations was compiled using three primary information sources. First, previously conducted visitor use studies and/or survey research were consulted for locations that had been sampled previously. Second, the sampling locations for collection of NPS Public Use Statistics Office visitation data were consulted for potential additional sampling locations. Third, the park's website and other popular trip planning resources for Glacier NP were consulted to ensure that popular visitor locations were not inadvertently excluded from the list of potential sampling locations. The list of potential sampling locations was reduced through consideration of feasibility for survey administration and coverage of the range of user types at Glacier NP. The refined list of sampling locations was finalized through consultation with the NPS SSP and Glacier NP staff. The SEM visitor survey was administered at four locations in the park: St. Mary Entrance, Many Glacier Entrance, West Entrance, and Two Medicine Entrance.

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 NP, preventing the systematic exclusion of visitors during off-peak hours of the day. The final sampling effort is presented in Table 1.

Table 1. Sampling effort.

Date	St. Mary Entrance	Many Glacier Entrance	West Entrance	Two Medicine Entrance
Friday, July 29	7:00AM-3:00PM	9:00AM-5:00PM	-	-
Saturday, July 30	9:00AM-5:00PM	-	-	7:00AM-3:00PM
Sunday, July 31	-	8:00AM-4:00PM	9:00AM-5:00PM	-
Monday, August 1	9:00AM-5:00PM	-	-	7:00AM-3:00PM
Tuesday, August 2	-	-	-	-
Wednesday, August 3	-	-	7:00AM-3:00PM	9:00AM-5:00PM
Thursday, August 4	-	8:00AM-4:00PM	7:00AM-3:00PM	-
Friday, August 5	-	-	9:00AM-5:00PM	7:00AM-3:00PM
Saturday, August 6	-	9:00AM-5:00PM	7:00AM-3:00PM	-
Sunday, August 7	7:00AM-2:00PM	-	-	9:00AM-5:00PM

Questionnaire Design

The SEM questionnaire is a standardized survey instrument designed to gather system-wide information at NPS units about visitor and trip characteristics, visitor spending in gateway communities, visitor perceptions of park experiences, visitor attitudes toward park management, and visitor satisfaction with park services and facilities. The questionnaire was developed through a collaborative process between the NPS SSP and RSG. All of the questions included in the SEM questionnaire were selected from the NPS Programmatic Information Collection Review Pool of Known Questions. The majority of the questions included in the SEM survey instrument ask visitors to choose answers from a list of response options, providing an open-ended option, where appropriate, to ensure that question prompts allowed for inclusive answers. A few questions were completely open-ended to collect unprompted responses from visitors in their own words. The questionnaire was reviewed and approved by the Office of Management and Budget (OMB), and correspondingly conforms to OMB standards and guidelines for questionnaire design. Glacier NP staff were asked to review the SEM questionnaire to provide guidance on park-specific tailoring of question prompts to ensure consistency of the survey instrument with park policies, programs, services, and activities. The questionnaire was administered to visitors in English (Appendix 2).

Sampling Procedures

Mail-back survey packets were administered to visitor groups in Glacier NP using onsite intercept methods (see Appendix 5 for detailed descriptions of how visitors were selected at each sample location). Each contacted visitor group was greeted, introduced to the purpose of the study, and asked to participate. If a visitor group agreed to participate, they were asked which member of the group (at least 18 years old) had the next birthday; the individual with the next birthday was asked to complete the questionnaire for the group. This was done in order to randomize selection of the individual within the group to complete the questionnaire.

Individuals who agreed to complete the questionnaire were asked to provide their name and mailing address. This information was used to send follow-up mailings according to Dillman's (2014) mail-back survey methods. Participating visitors were then administered a mail-back survey packet, which included a booklet-sized questionnaire placed inside of a pre-addressed envelope affixed with a U.S. first class postage stamp. Visitors were asked to complete the questionnaire after completing their trip to the park and to return the questionnaire by mail using the self-addressed postage-paid envelope provided. International visitors were asked to mail their completed questionnaires before leaving the country due to the U.S. first class postage affixed to the return envelope. Table 2 summarizes the survey effort by sampling location.

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

Sampling site	Sampling date										Total questionnaires distributed	
	7/29	7/30	7/31	8/1	8/2	8/3	8/4	8/5	8/6	8/7	N	%
St. Mary Entrance	59	60	-	60	-	-	-	-	-	41	220	23%
Many Glacier Entrance	60	-	59	-	-	-	56	-	51	-	226	23%
West Entrance	-	-	60	-	-	57	60	44	49	-	270	28%
Two Medicine Entrance	-	57	-	55	-	51	-	50	-	48	261	27%
All sites	119	117	119	115	-	108	116	94	100	89	977	100%

Two weeks after field survey administration concluded, all survey participants were sent a color-picture postcard (Appendix 3) thanking them for participating in the study and/or reminding them to complete and return the questionnaire (Table 3). Approximately two weeks after mailing the postcards, a replacement mail-back survey packet was sent to 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 3. Follow-up mailing distribution.

Mailing	Date	U.S.	International	Total
Reminder postcard	August 8, 2016	843	132	975
Survey replacement	September 6, 2016	536	90	626

Sampling Results¹

During the sampling period, 1,063 visitor groups were contacted to participate in the survey. Of these groups, 977 agreed to participate in the study by accepting a mail-back survey packet (92% cooperation rate) (Table 2). Questionnaires were completed and returned by 600 visitor groups (Table 4), resulting in a completion rate of 61% among those visitor groups that agreed to participate in the study and an overall response rate of 56% for the study.

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

Sampling site	N	Percent
St. Mary Entrance	120	20%
Many Glacier Entrance	145	24%
West Entrance	162	27%
Two Medicine Entrance	173	29%
Total	600	100%

Data Entry and Cleaning

Data from returned questionnaires were entered into a database using Teleform, an optical recognition data coding software application. Each questionnaire was scanned and loaded into Teleform, which automatically coded responses and highlighted potential coding errors. Potential coding errors were reviewed and corrected by research staff. Corrected data were subjected to additional cleaning and proofing using Microsoft Excel and SPSS statistical software. Data cleaning and proofing included identification and correction of invalid values, and complete manual verification of data entry for a randomly selected subset (n=62) of the completed questionnaires for quality assurance.

Non-Response Bias

Non-response bias is the bias that results when respondents differ in meaningful ways from non-respondents. Non-response bias affects the ability to generalize survey results, to some degree and in some ways, from the sample to the study's target population (Salant and Dillman, 1994; Dillman, 2014; Stoop, 2004; Fillion, 1976; Dey, 1997). If non-respondents are found to differ from respondents in meaningful ways, care should be taken when interpreting survey responses, as they may over-represent some segments of the target population to some degree, and may under-represent other

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.

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

1. How many adults, 18 years and older, are in your group?
2. How many children (under 18 years) are in your group?
3. What type of group are you with? Friends, family, friends and family, or some other type of group?
4. How long is this trip to Glacier NP in total, from beginning to end?
5. What is your state or country of residence?

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

An effort was made to obtain answers to the non-response bias questions from all visitor groups contacted, including those that declined to participate in the survey. Responses were obtained from most of the participating visitor groups and from many, but not all, of those that declined to participate in the study. When the survey administrator was unable to obtain responses to the non-response bias questions, it was because the approached contact refused all further contact from the administrator after the initial refusal, usually with no reason provided. These instances were defined as “hard refusals”.

Ideally, responses or observed estimates for non-response bias variables should be collected from all respondents and non-respondents. The collection of information from all contacted individuals provides the best comparison of characteristics between the respondent and non-respondent populations. More practically, a substantial majority of responses or observed estimates must be present to adequately characterize both the respondent and non-respondent populations. In this study, 70% was identified as the minimum percentage of valid values for non-response variables needed for both respondent and non-respondent populations in order to adequately characterize the populations on a given non-response variable². All non-response variables met the minimum for 70% valid values among respondents and/or non-respondents (Table 5). Correspondingly, all variables were used for non-response bias analysis.

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

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

Variable	Respondents (n=600)		Non-Respondents (n=463)	
	Valid N	Valid Percent	Valid N	Valid Percent
Initial Contact Gender	600	100%	449	97%
Number of Adults	600	100%	433	94%
Number of Children	599	99%	433	94%
Group Type	600	100%	430	93%
Visit Length (hours)	600	100%	429	93%
State or Country of Residence	599	99%	428	92%

Chi-square tests of independence were used to test for differences between respondents and non-respondents. Values for the number of adults in the visitor group were collapsed into the following four categories: groups with one adult, groups with two adults, groups with three or four adults, and groups with five or more adults. Values for the number of children in the visitor group were collapsed into three categories: no children, one child, and two or more children. Values for group type were collapsed into the following four categories: alone, family, friends, family and friends. Values for visit length were collapsed into four categories: one to six hours, seven to 16 hours, and 24 hours or more. Responses for state or country of residence were collapsed into three categories: in state visitor, out of state visitor, and international visitor.

A Bonferroni correction was applied to account for the fact that six simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.008 are assumed to be statistically significant.

Results of the chi-square tests in Table 6 through Table 8 suggest respondents and non-respondents did not differ significantly, with respect to initial contact gender ($p = 0.652$), number of children in their group ($p = 0.025$), or with respect to state or country of residence ($p = 0.160$). These results provide no compelling evidence of non-response bias related to the initial contact gender, number of children in visitor groups, or with respect to the state or country of residence within the survey sample.

Table 6. Initial contact gender comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.652.

Response	Respondents (n=600)		Non-Respondents (n=449)	
	N	Percent	N	Percent
Male	472	79%	348	78%
Female	128	21%	101	22%

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

Table 7. Number of children group members comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.025.

Response	Respondents (n=599)		Non-Respondents (n=433)	
	N	Percent	N	Percent
No children	415	69%	273	63%
1 child	75	13%	51	12%
2 or more children	109	18%	109	25%

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

Table 8. State and country of residence comparison between respondents and non-respondents, p-value (Chi-square)¹ = 0.160.

Response	Respondents (n=599)		Non-Respondents (n=428)	
	N	Percent	N	Percent
In State Visitor	114	19%	85	20%
Out of State Visitor	408	68%	271	63%
International Visitor	77	13%	72	17%

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

Results of the chi-square test in Table 9 through Table 11 suggest that respondents and non-respondents differed significantly, with respect to the number of adults in their groups ($p < 0.001$), the group type ($p < 0.001$), or visit length ($p = 0.006$); thus, there is evidence of potential non-response bias related to the number of adults in visitor groups, the group type, or the visit length. Specifically, respondents were more likely than non-respondents to have two adults in their personal group, while non-respondents were more likely than respondents to have one or three or more adults

in their personal group. Additionally, respondents were more likely than non-respondents to have visited with family, while non-respondents were more likely to have visited alone, with friends, or with family and friends. Finally, respondents were more likely than non-respondents to have visited for one to five hours, while non-respondents were more likely to have visited for six hours or longer.

Table 9. Number of adult group members comparison between respondents and non-respondents, p-value (Chi-square) ¹<0.001.

Response	Respondents (n=600)		Non-Respondents (n=433)	
	N	Percent	N	Percent
1 Adult	47	8%	69	16%
2 Adults	405	68%	236	55%
3 or 4 Adults	107	18%	95	22%
5 or more Adults	41	7%	33	8%

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

Table 10. Group type comparison between respondents and non-respondents, p-value (Chi-square) ¹<0.001.

Response	Respondents (n=600)		Non-Respondents (n=430)	
	N	Percent	N	Percent
Alone	31	5%	46	11%
Family	477	80%	280	65%
Friends	62	10%	71	17%
Family and friends	30	5%	33	8%

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

The potential impact of non-response bias, with respect to the number of adults in their groups, the group type, or the visit length, on the results of the survey were further explored (Appendix 6). In particular, statistical tests of number of adults, group type, and visit length effects on key questions in the SEM survey instrument were performed, with differences found for three of 69 questions for number of adults in group, one of 69 questions for group type, and 19 of 69 questions visit length ($\alpha = 0.05$, $p \leq 0.0007$ indicates significant result following Bonferroni adjustment). Where statistical differences were found between respondent subgroups, results by subgroup are reported in Appendix 6.

Table 11. Visit length comparison between respondents and non-respondents, p-value (Chi-square) ¹ = 0.006.

Response	Respondents (n=600)		Non-Respondents (n=429)	
	N	Percent	N	Percent
1 to 5 hours	55	9%	66	15%
6 to 24 hours	95	16%	73	17%
48 or 120 hours	304	51%	211	49%
144 hours or more	146	24%	79	18%

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

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

Data Analysis

SPSS statistical software was used for data analysis. For all questions where pre-defined response options were provided, frequencies are reported. For all questions with open-ended response options, verbatim visitor comments are reported in the stand-alone *Visitor Comments Appendix*. For 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.

Limitations

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

1. The survey was self-administered. Respondents completed the questionnaire after an unknown amount of time after the visit, which may have affected recall to some degree. To the extent respondents' recall was affected, it is possible some of their responses may not fully reflect actual behavior.
2. The data reflect visitor use patterns as collected during the study period of July 29 through August 7, 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. Sample size may vary for some questions, due to item non-response (i.e., one or more question left blank by a respondent). Therefore, refer to both the percentage and sample values when interpreting the results.
5. Results of statistical tests comparing respondents to non-respondents (i.e., non-response bias analysis) suggest that, for select questions, the survey results may over-represent to some degree opinions, evaluations, and behaviors from groups who had two adults, identified as family, and visited for one to five hours. Effects of number of adults, group type, and visit length on results for a select set of key questions from the survey were analyzed, and the results of this analysis are reported in Appendix 6.

Special Conditions

The weather during the survey period was generally sunny and warm, with some periods of overcast skies and light rain. High temperatures were typically in the low 80s to low 90s, with exception of a few cooler days below 80 degrees.

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 NP on the day you were contacted for this survey?

Results (Figure 2)

- 47% of visitor groups consisted of two members.
- 28% of visitor groups consisted of five or more members.

See Appendix 1 for more details.

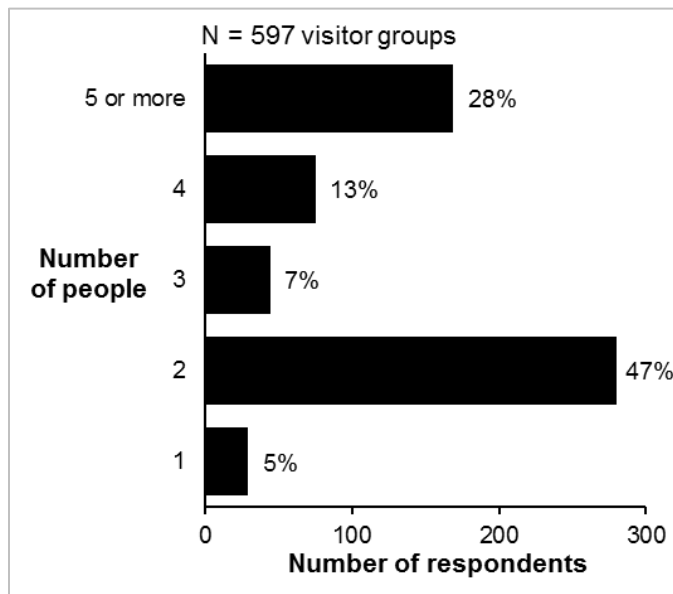


Figure 2. Visitor group size.

Number of adults within group

Question 1

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

Number of adults (18 years and older).

Results (Figure 3)

- 65% of visitor groups consisted of two adults.

11% of visitor groups consisted of three adults.

See Appendix 1 for more details.

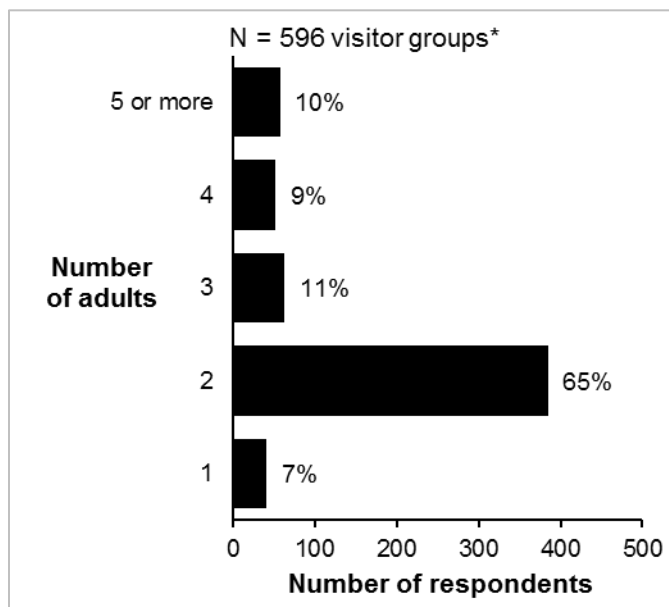


Figure 3. Number of adults within group.

Number of children within group

Question 1

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

Number of children (under 18 years).

Results (Figure 4)

- 70% of visitor groups did not have children.
- 12% of visitor groups consisted of only one child.

See Appendix 1 for more details.

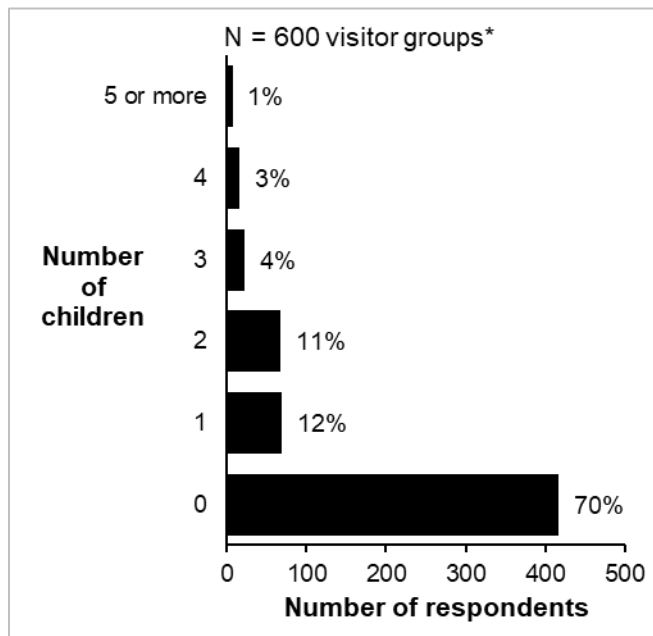


Figure 4. Number of children within group.

Visitor group type

Question 2

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

Results (Figure 5)

- The majority (74%) of visitor groups were made up of family.
- 11% of visitor groups were friends.
- Of those groups who responded “Other” (2%), group types included:
 - “Couple”
 - “Guided hike”

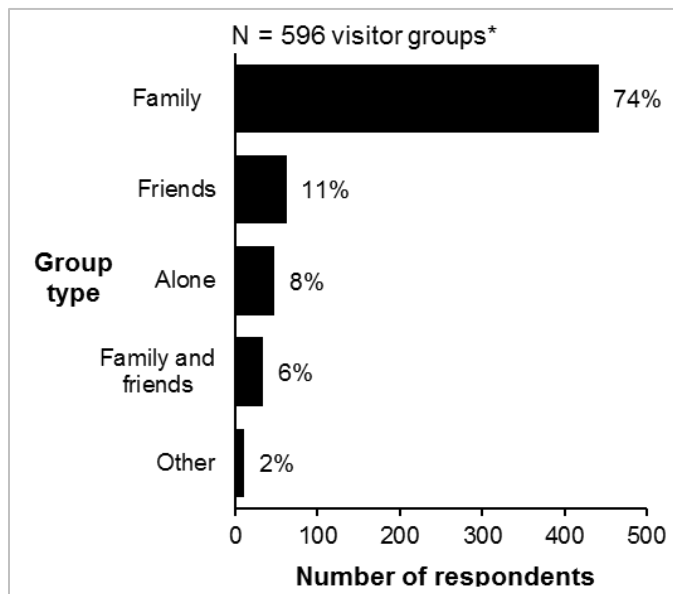


Figure 5. Visitor group type.

Visitor age

Question 35

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

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

Results (Figure 6)

- Visitor ages ranged from less than 1 year old to 89 years old.
- 18% of visitors were 65 years or older.
- 22% of visitors were 55 to 64 years old.
- 26% of visitors were 35-54 years old.
- 17% of visitors were 18-34 years old.
- 18% of visitors were under 18 years old.

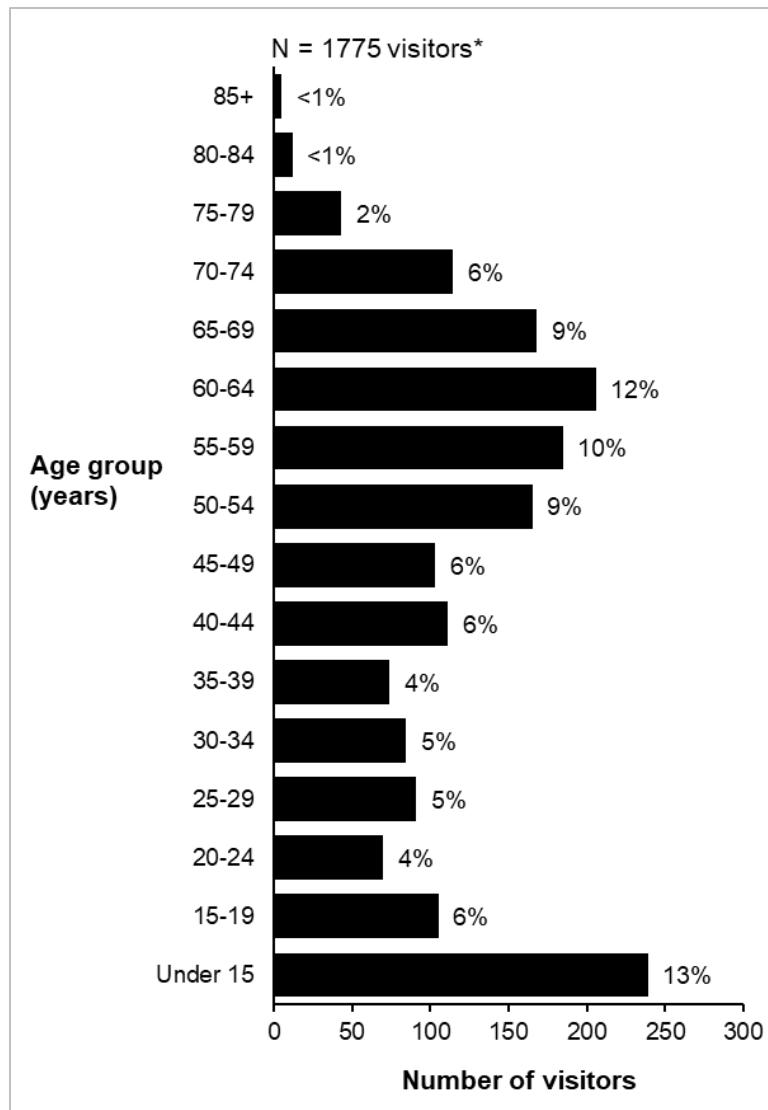


Figure 6. Visitor age.

Visitor gender

Question 36

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

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

Results (Figure 7)

- 50% of visitors were male.
- 50% of visitor were female.

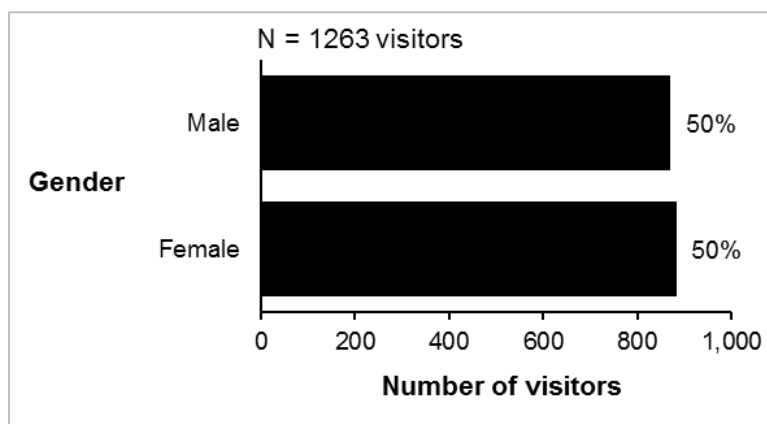


Figure 7. Visitor gender.

Visitor ethnicity

Question 36

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

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

Results (Figure 8)

- 3% of visitors identified as Hispanic or Latino.

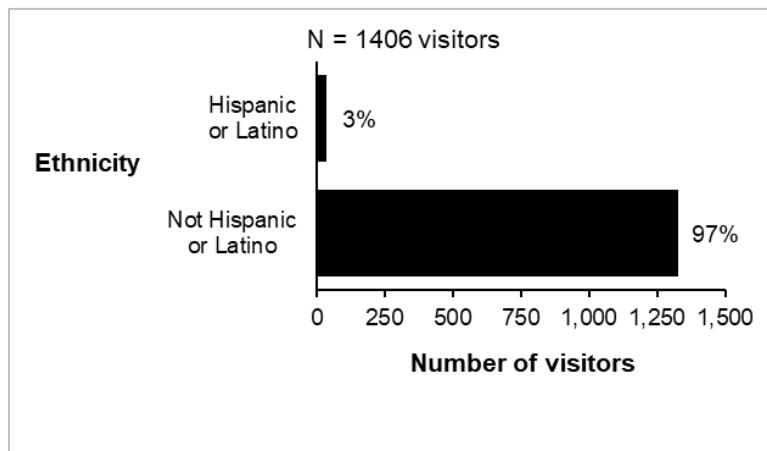


Figure 8. Visitor ethnicity.

Visitor race

Question 37

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

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

Results (Figure 9)

- 92% of visitors were white.
- Much fewer visitors were Asian (6%), American Indian or Alaska Native (1%), black or African American (<1%), or Native Hawaiian or other Pacific Islander (<1%).

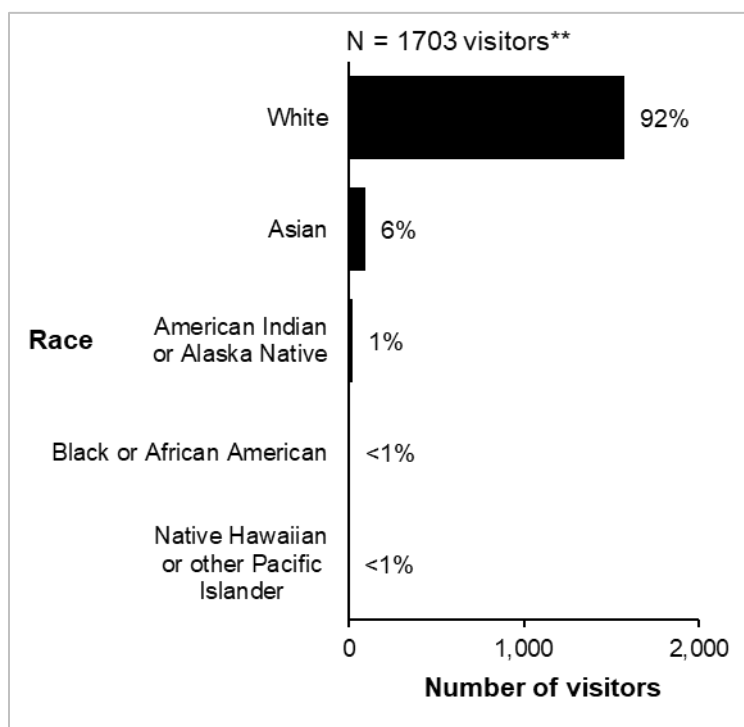


Figure 9. Visitor race.

Visitor speaking language

Question 41

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

Results (Figure 10)

- 98% of visitor groups reported English as their preferred language for speaking.
- Of those who responded “Other” (2%), languages specified included:
 - German
 - French

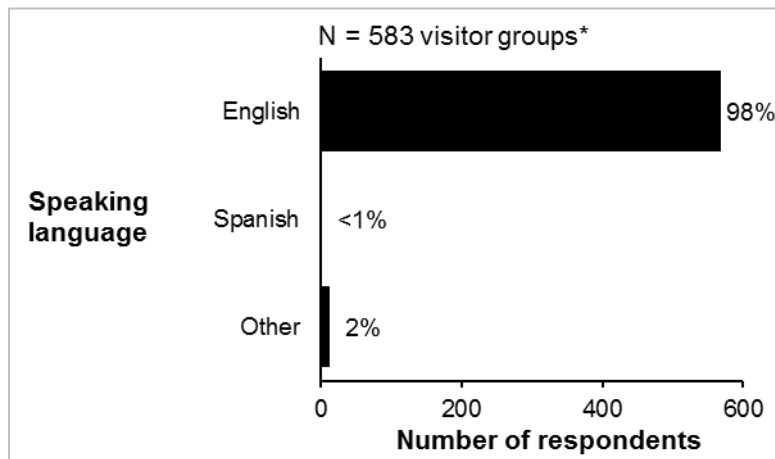


Figure 10. Preferred speaking language.

Visitor reading language

Question 41

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

Results (Figure 11)

- 98% of visitor groups reported English as their preferred language for reading.

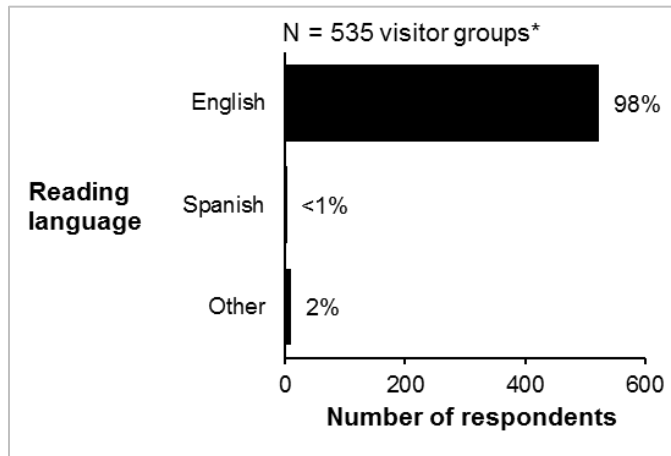


Figure 11. Preferred reading language.

U.S. visitors' state of residence

Question 35

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

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

Results (Table 12 and Figure 12)

- U.S. visitors came from 48 states and comprised of 87% of total visitation to the park during the survey period.
- 20% of U.S. visitors came from Montana.
- Smaller proportions came from other U.S. states.

Table 12. United States visitors by state of residence.

State	Number of visitors	Percent of U.S. visitors N = 1,421 visitors*	Percent of all visitors N = 1,635 visitors
Montana	281	20	17
Washington	116	8	7
Minnesota	114	8	7
California	86	6	5
Wisconsin	65	5	4
Texas	56	4	3
Illinois	51	4	3
Pennsylvania	43	3	3
Arkansas	40	3	2
Florida	40	3	2
Idaho	33	2	2
Michigan	31	2	2
Utah	31	2	2
North Dakota	30	2	2
Missouri	29	2	2
Oregon	27	2	2
Massachusetts	26	2	2
New York	23	2	1

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

State	Number of visitors	Percent of U.S. visitors N = 1,421 visitors*	Percent of all visitors N = 1,635 visitors
Ohio	22	2	1
29 other states	277	19	17

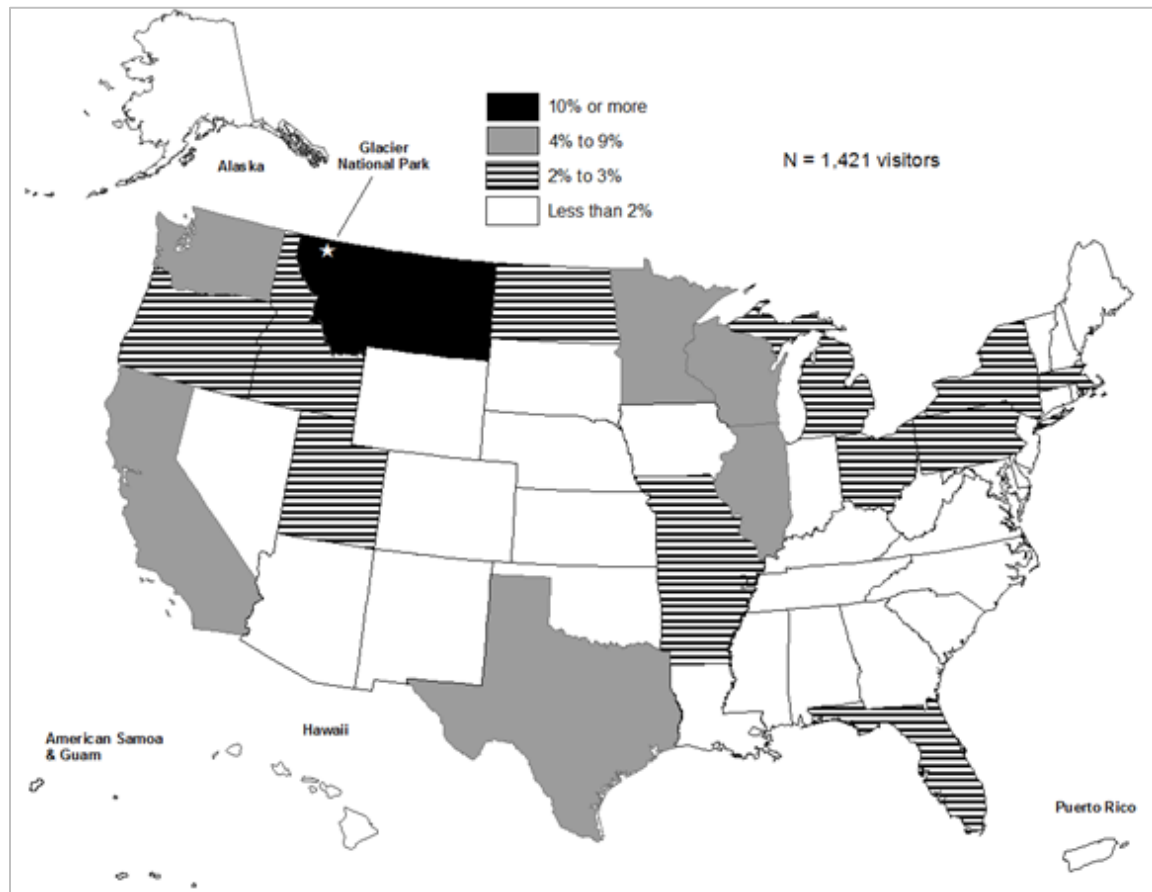


Figure 12. Proportion of U.S. visitors by state of residence.

International visitors' country of residence

Question 35

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

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

Results (Table 13)

- International visitors came from 14 countries and comprised of 13% of total visitation to the park during the survey period.
- 63% of international visitors came from Canada.
- Smaller proportions came from other U.S. states.

Table 13. International visitors by country of residence.

Country	Number of visitors	Percent of international visitors N = 214 visitors*	Percent of all visitors N = 1,635 visitors
Canada	135	63	8.3
Belgium	12	6	<1
France	12	6	<1
Switzerland	12	6	<1
United Kingdom	10	5	<1
Italy	6	3	<1
Sweden	6	3	<1
Ireland	5	2	<1
Israel	5	2	<1
Germany	4	2	<1
4 other countries	7	3	<1

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)

- 85% of visitor groups did not live within the shaded area on the map (i.e., nearby area).
- 15% of visitor groups lived within the shaded area (i.e., nearby area).

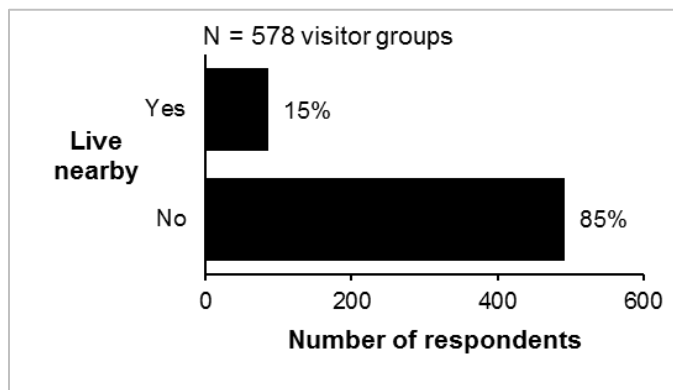


Figure 13. Visitors who live in nearby area.

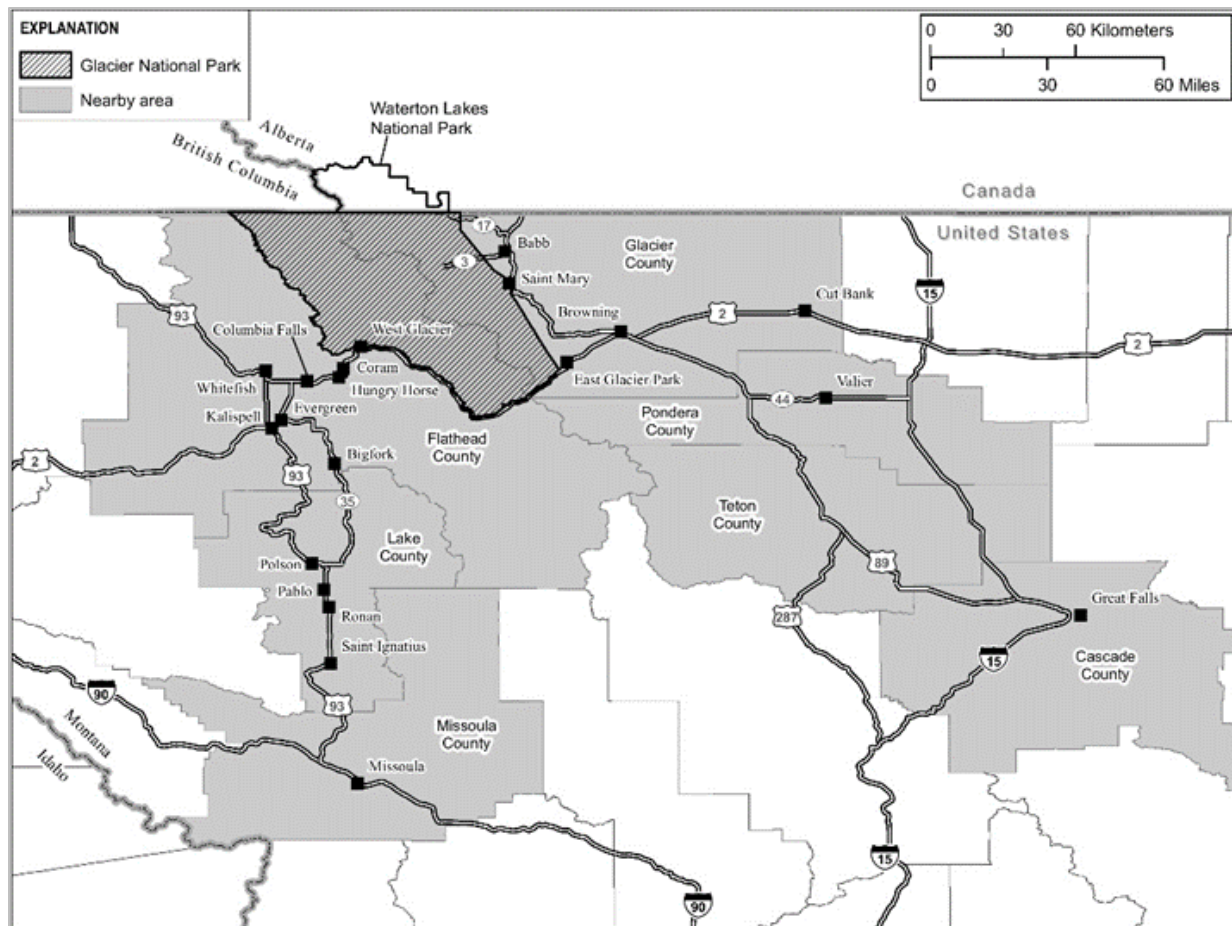


Figure 14. Map of Glacier NP and nearby area.

Visitor level of education

Question 38

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

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

Results (Figure 15)

- 30% of visitors' highest level of formal education completed was college, business, or trade school.
- 25% of visitors' highest level of formal education completed was a master's, doctoral, or professional degree.

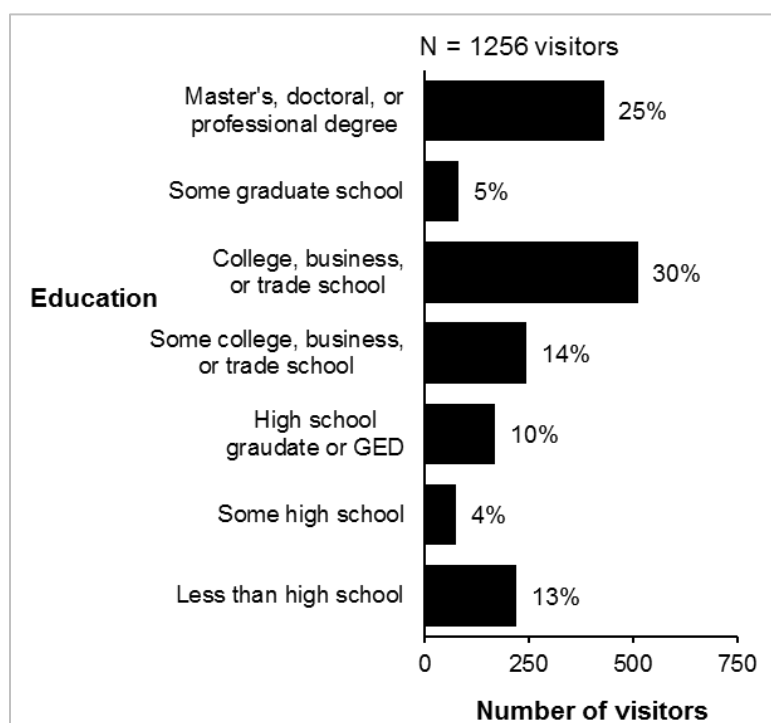


Figure 15. Visitor level of education.

Household income

Question 39

Which category best represents your annual household income?

Results (Figure 16)

- 26% of visitor groups reported an annual household income between \$100,000 and \$149,000.
- 20% of visitor groups reported an annual household income between \$50,000 and \$74,000.

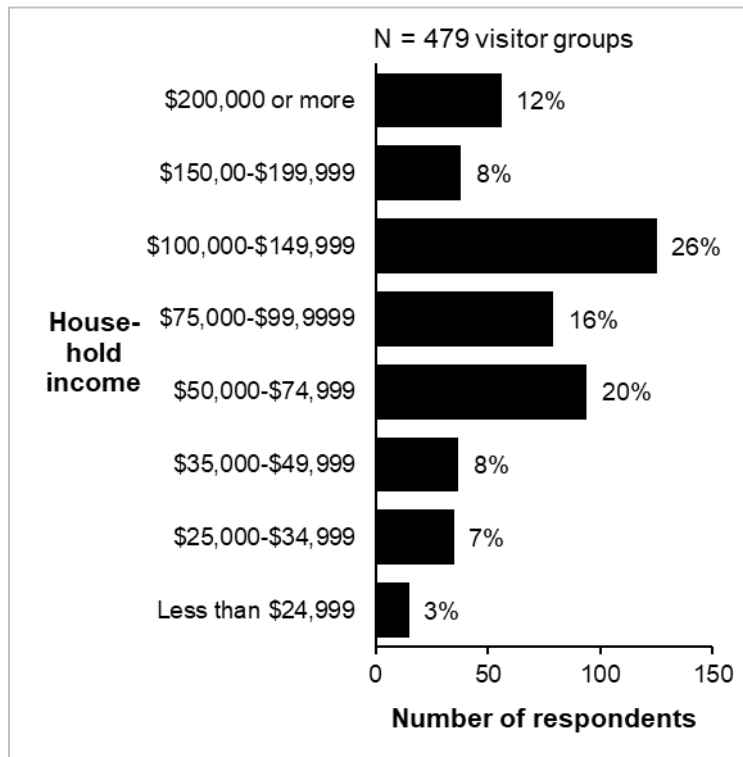


Figure 16. Annual household income.

Household size

Question 40

Including yourself, how many people are in your household?

Results (Figure 17)

- 56% of visitor groups reported living in a two-person household.
- 32% of visitor groups had a household of three or more people.

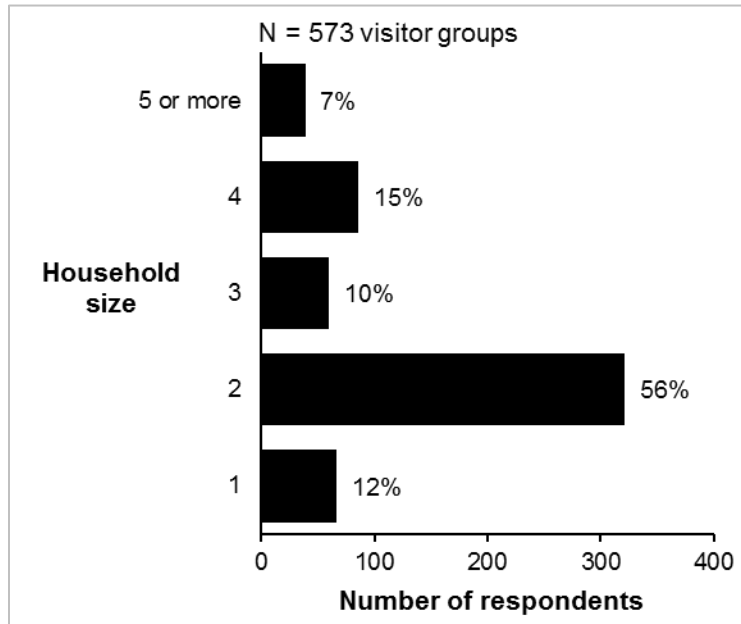


Figure 17. Size of household.

Frequency of visits to park

Question 35

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

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

Results (Figure 18)

- 81% of visitors visited the park only once in the last 12 months.
- 8% of visitors visited two times in the last 12 months.

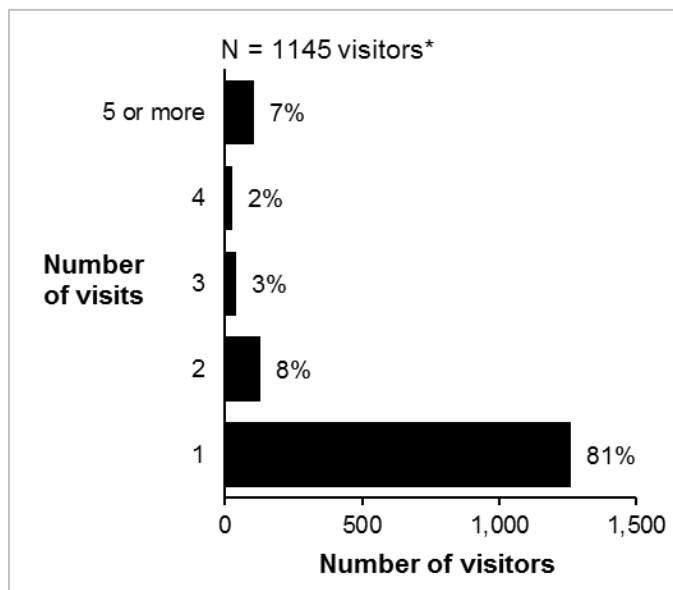


Figure 18. Park visits in last 12 months.

Frequency of visits to other National Park Service sites

Question 35

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

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

Results (Figure 19)

- 29% of visitors did not visit any other NPS sites in the last 12 months.
- 20% of visitors have visited other NPS sites one time in the last 12 months.

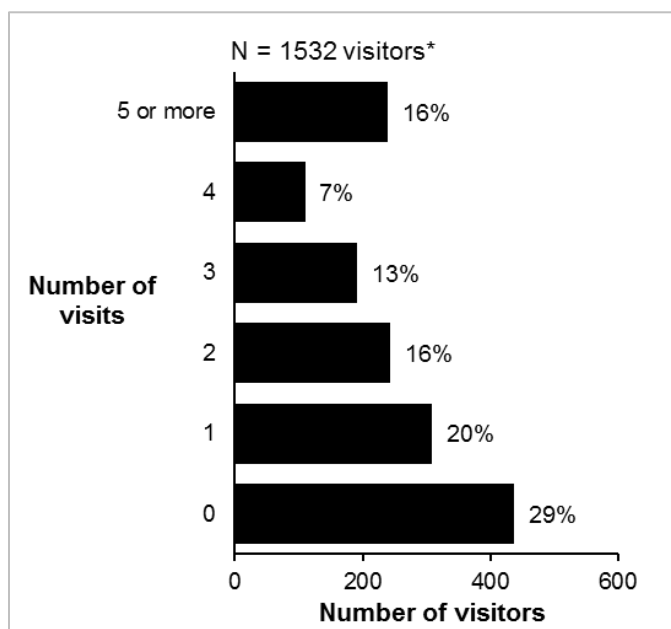


Figure 19. Other NPS site visits in last 12 months.

Pre-Trip Planning and Experience

Information sources prior to visit

Question 8

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

Results (Figure 20 and Figure 21)

- 94% of visitors obtained some form of park information prior to their visit.
- As shown in figure 21, among those visitor groups who obtained information about Glacier NP prior to their visit, the most common information sources were:
 - 60% Park website
 - 46% Friends/relatives/word of mouth
 - 42% Previous visits
 - 40% Maps/brochures
- “Other websites” used by visitor groups (15%) included:
 - “Trip Advisor”
 - “Hiking Websites”
 - “Travel Websites”
- “Other information sources” used by visitor groups (6%) included:
 - “Personal knowledge
 - “Hiking books”

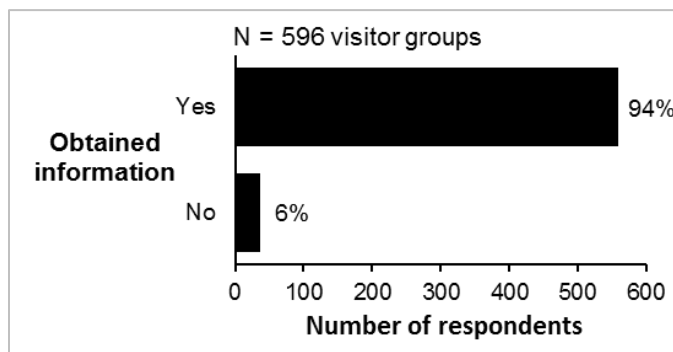


Figure 20. Visitor groups that obtained information about the park prior to visit.

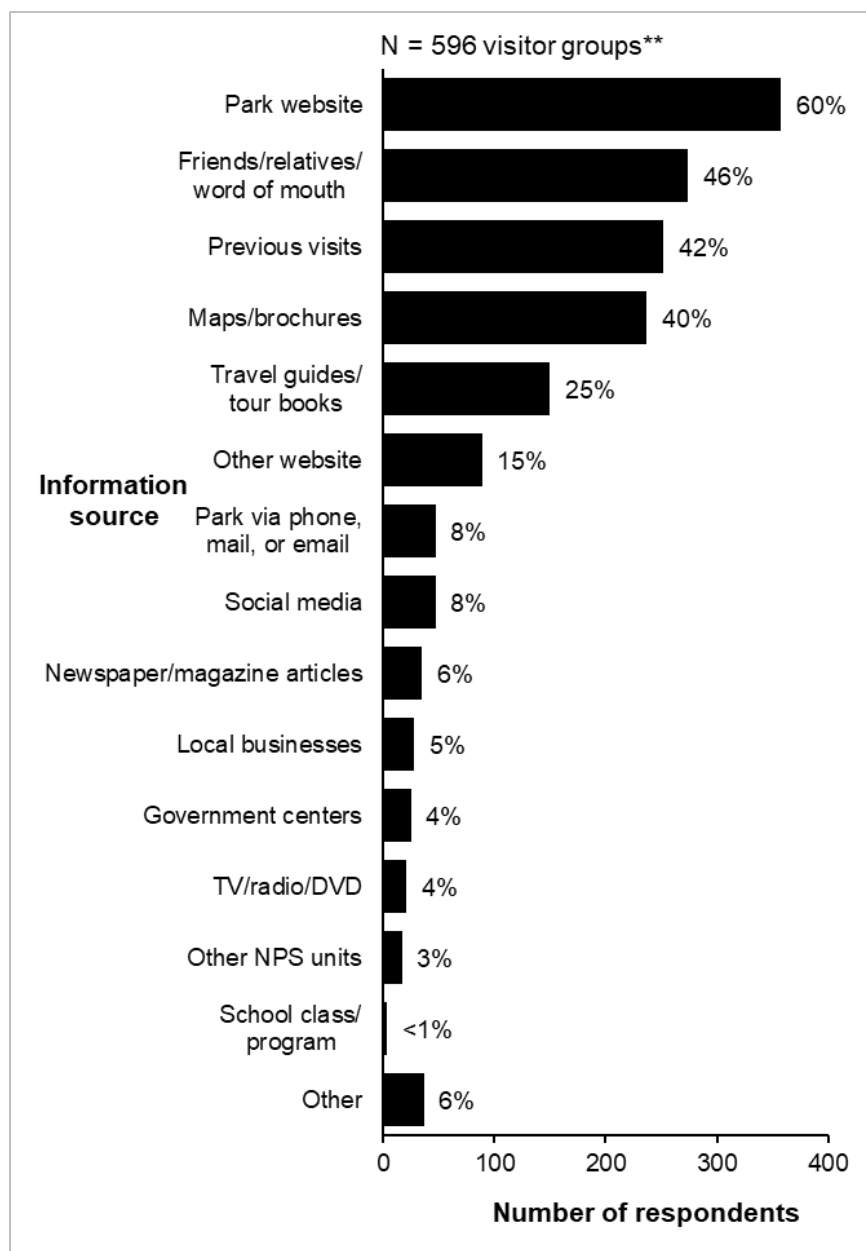


Figure 21. Information sources used prior to trip.

Information needed

Question 9

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

Results (Figure 22)

- 92% of visitor groups had the information they needed prior to their visit.

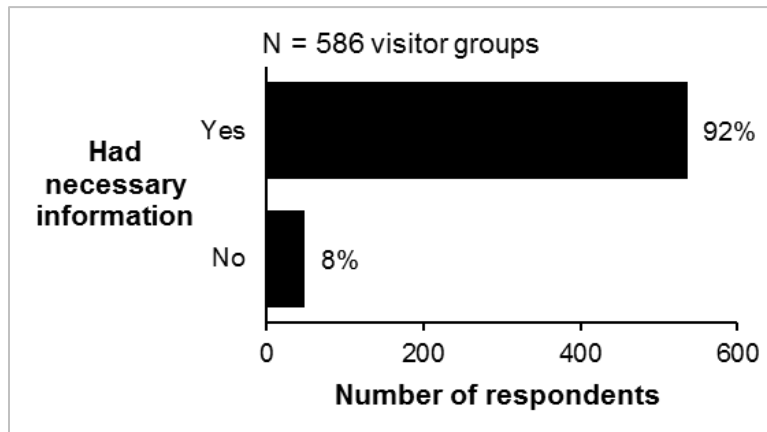


Figure 22. Had information needed on this trip.

Question 9 (If not)

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

Results (Table 14)

- Of those who did not have the information they needed, “Info on where to find and availability of camping” was most frequently mentioned (mentioned 17 times).
- “More detailed map info on trails/roads” was second most frequent (mentioned 11 times).

Table 14. Information needed. N = 48 comments. Some visitor groups may have made more than one comment.

Information	Frequency of times mentioned
Info on where to find and availability of camping	17
More detailed map info on trails/roads	11
More signage	7
Parking availability and road closure info	3
Other comments	10

Forms of transportation

Question 3

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

Results (Figure 23)

- 93% of visitor groups used a car, truck or SUV to travel to the park.
- Of those who responded “Other” (3%), forms of transportation specified included:
 - “Motorcycle”
 - “Shuttle bus”

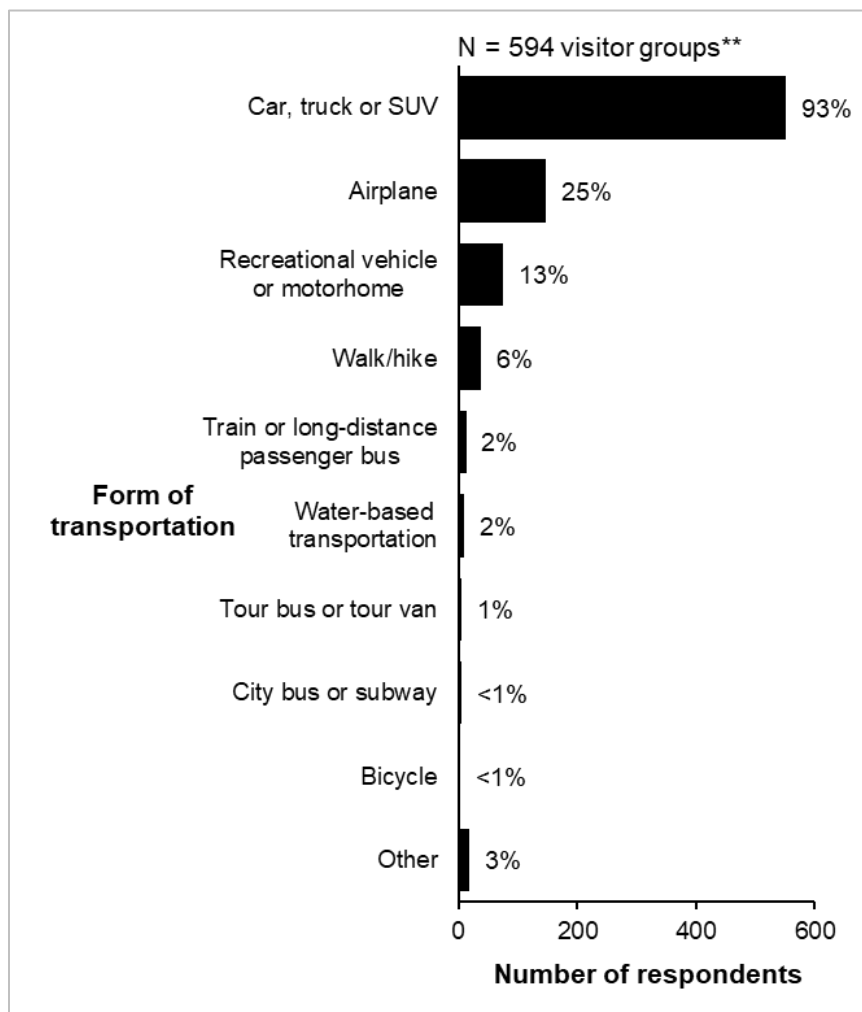


Figure 23. Transportation used to travel to park.

Number of people in vehicle

Question 3

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

Results (Figure 24)

- 50% of visitor groups traveled to the park in a vehicle with two people.
- 45% of visitor groups traveled in a vehicle with three or more people.

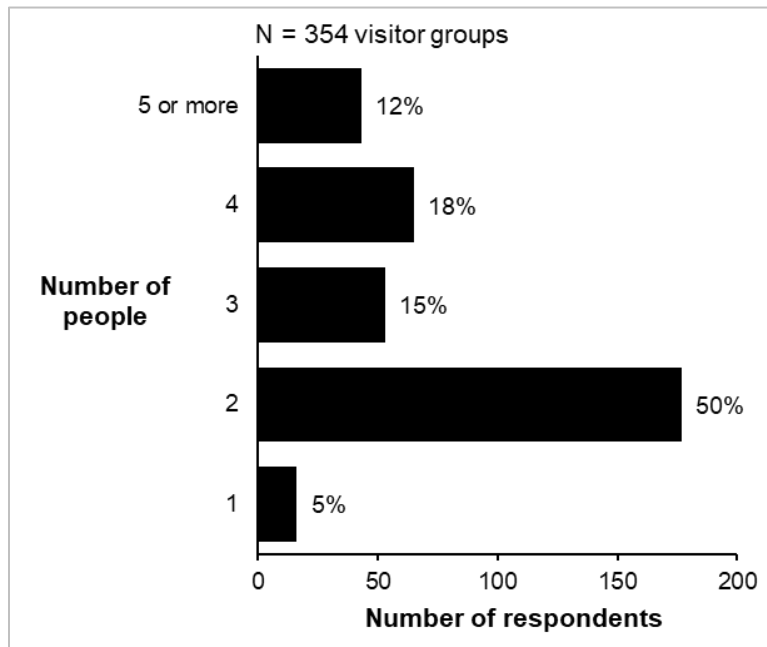


Figure 24. Number of passengers in car, truck or SUV.

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 NP on this trip.

Results (Figure 25)

- 50% of visitor groups who used water-based transportation used a tour boat to travel to the park.
- Of those who responded “Other water-based mode” (30%), forms of transportation specified included:
 - “Canoe/kayak”
 - “Kayak, and SUP”

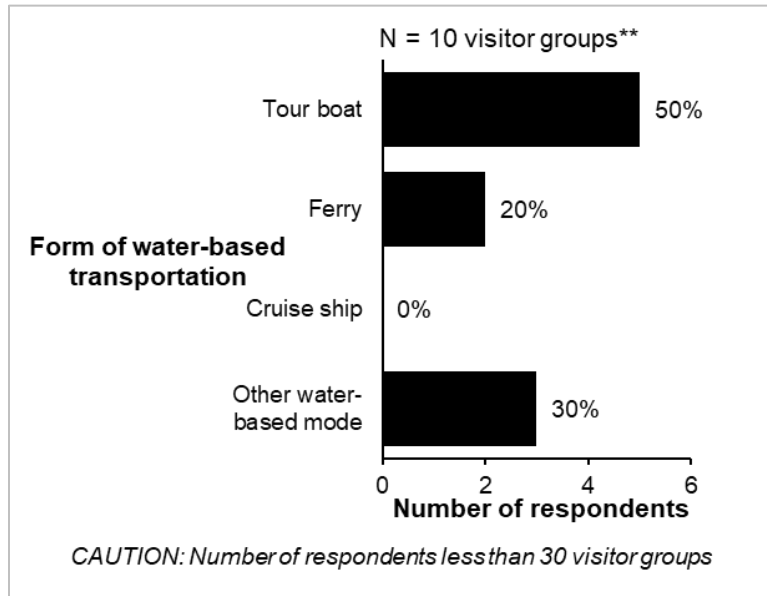


Figure 25. Water-based transportation used to travel to park.

Hours traveled to park

Question 4

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

Results (Figure 26)

- 31% of visitor groups traveled up to six hours one-way to get to Glacier NP.
- 26% of visitor groups traveled seven to 12 hours one-way.

See Appendix 1 for more details.

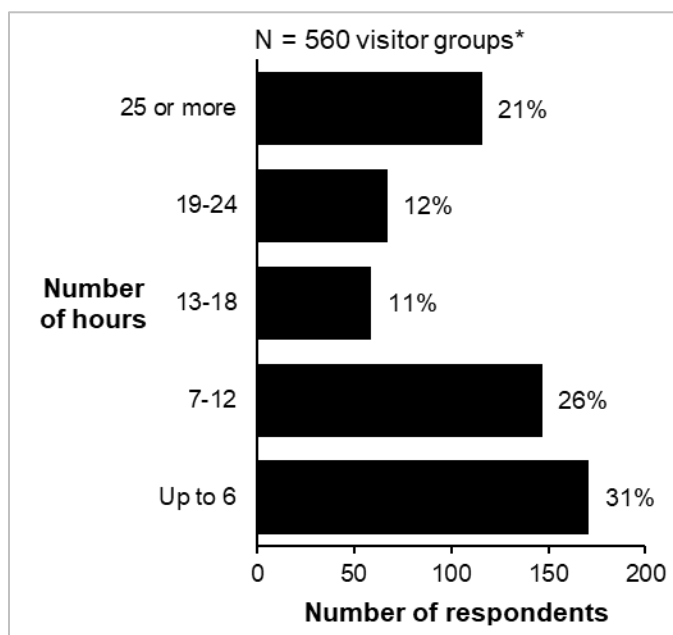


Figure 26. Hours traveled one-way to park.

Miles traveled to park

Question 4

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

Results (Figure 27)

- 31% of visitor groups traveled up to 500 miles one-way to Glacier NP.
- 17% of visitor groups traveled 1,001-1,500 miles one-way.

See Appendix 1 for more details.

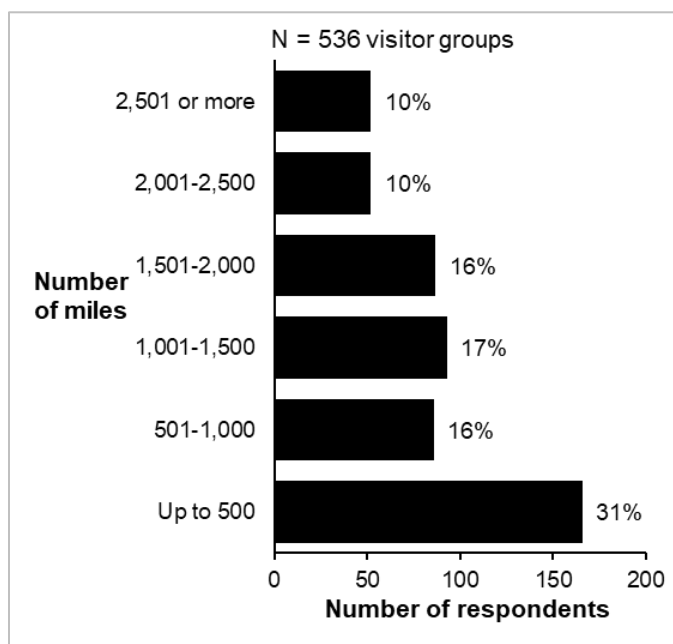


Figure 27. Miles traveled one-way to park.

Role of park visit in trip away from home

Question 28

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

Results (Figure 28)

- 51% of visitor groups reported that visiting the park was one of several equally important destinations.
- 46% of visitor groups reported that their visit to the park was the primary or sole purpose of their trip.

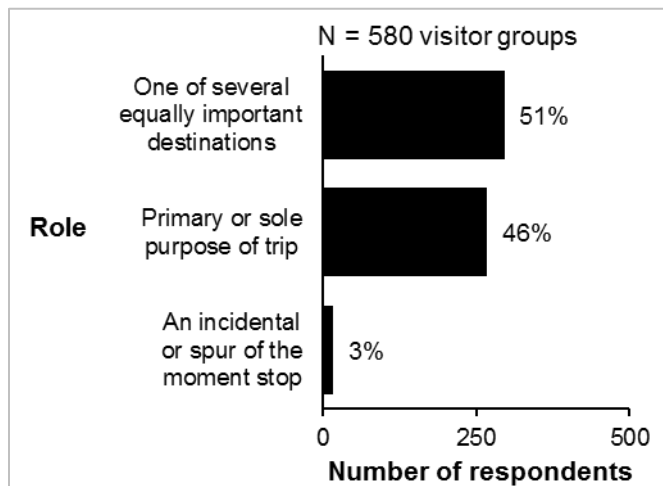


Figure 28. Role of park visit in trip away from home.

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 who reported that visiting Glacier NP as one of several equally important destinations, 63% reported that one or more equally important destinations were not in the nearby area.

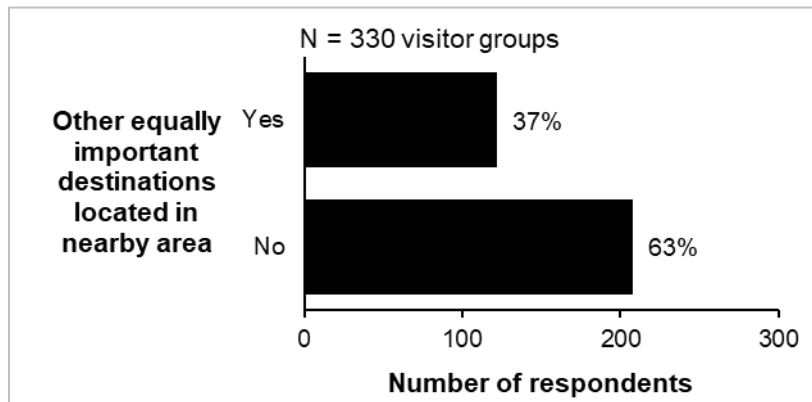


Figure 29. Location of other equally important destinations.

Question 28 (if incidental visit)

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 Glacier NP as just an incidental stop, 59% reported that their primary destination was not within the shaded area of the map.

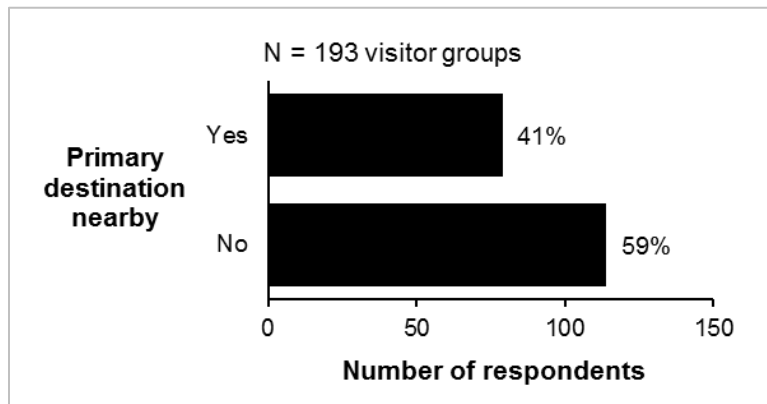


Figure 30. Location of primary destination if spur of the moment trip.

Reasons for visiting the park on this trip

Question 10

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

Rating choices:

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

Results (Figure 31)

- Figure 31 shows the combined proportions of “extremely important” and “very important” ratings for reasons for visiting the park.
- The reasons that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - 94% View wildlife or natural scenery
 - 89% Be outdoors
 - 84% Spend time with friends/family
- The reasons that received the lowest proportion combined proportions of “extremely important” and “very important” ratings were:
 - 32% View dark night sky/stars
 - 5% Attend a special event
 - Of those who rated “Attend a special event” (N = 492), events specified included:
 - “Ranger information”
 - “Wedding”

Figure 32 through Figure 43 show ratings for each reason.

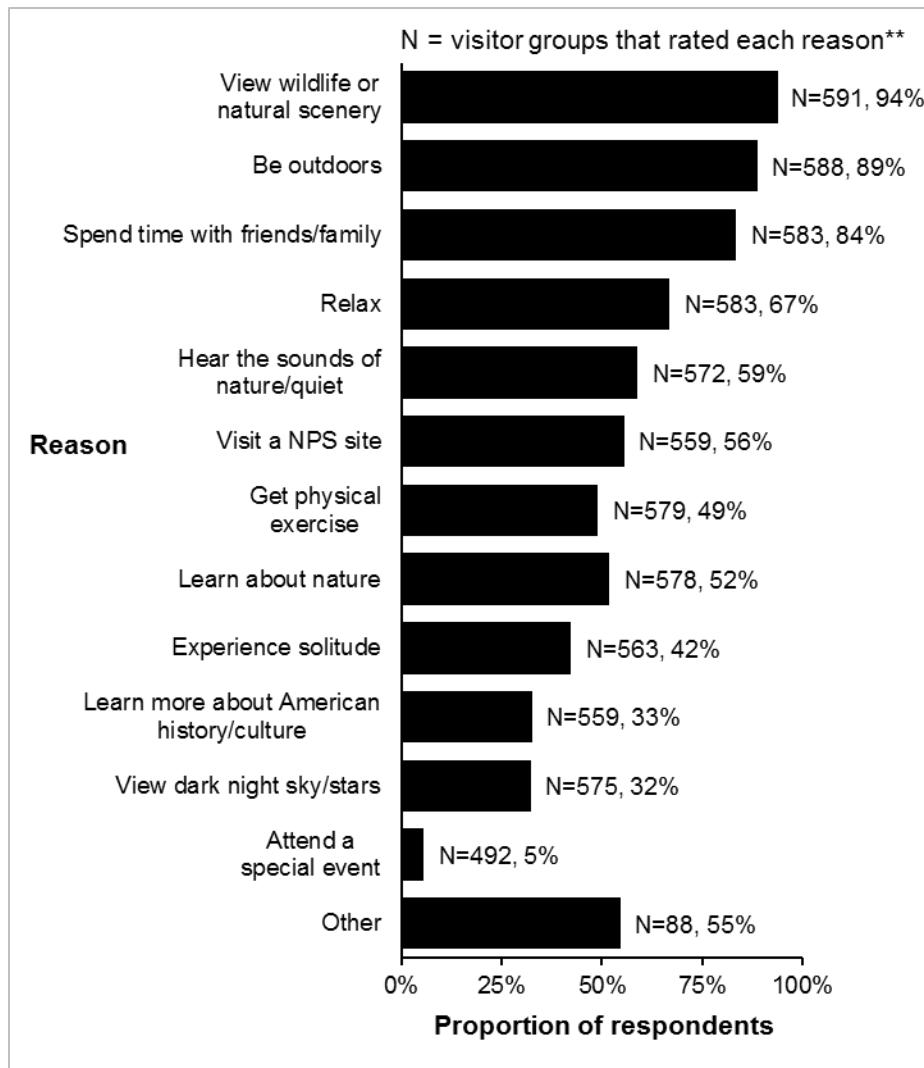


Figure 31. Reasons for visiting the park this trip.

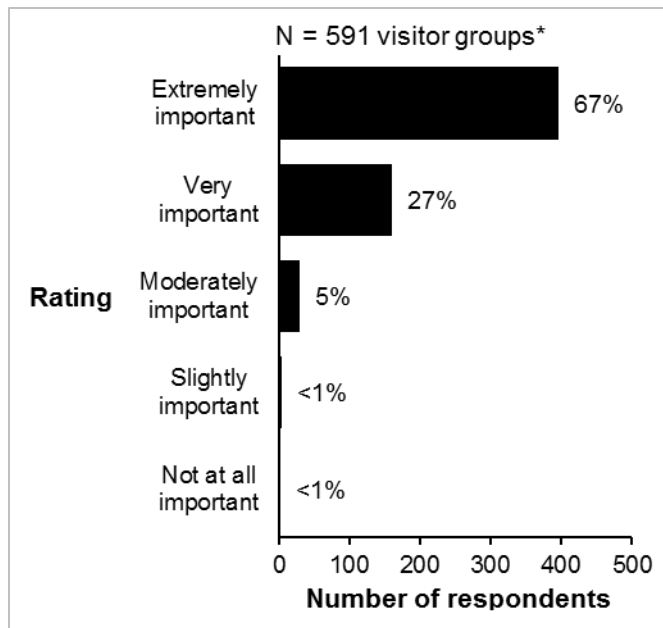


Figure 32. Importance of viewing wildlife or natural scenery.

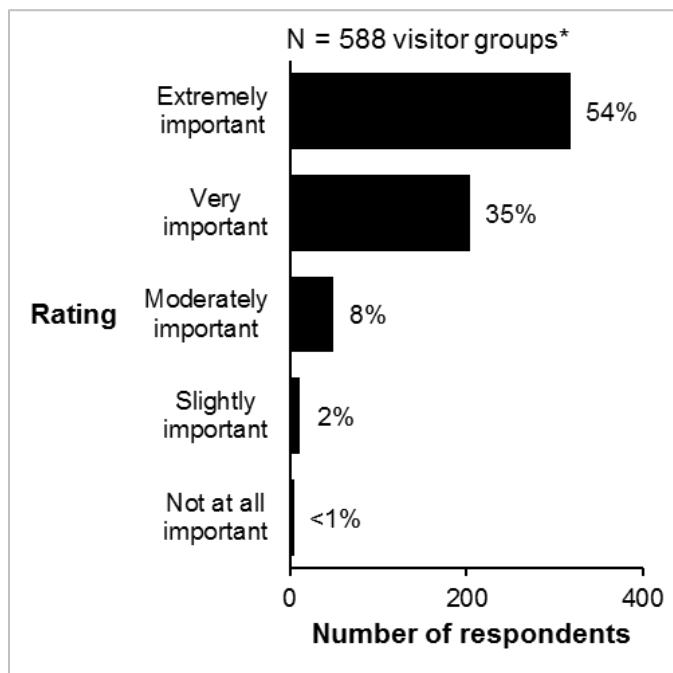


Figure 33. Importance of being outdoors.

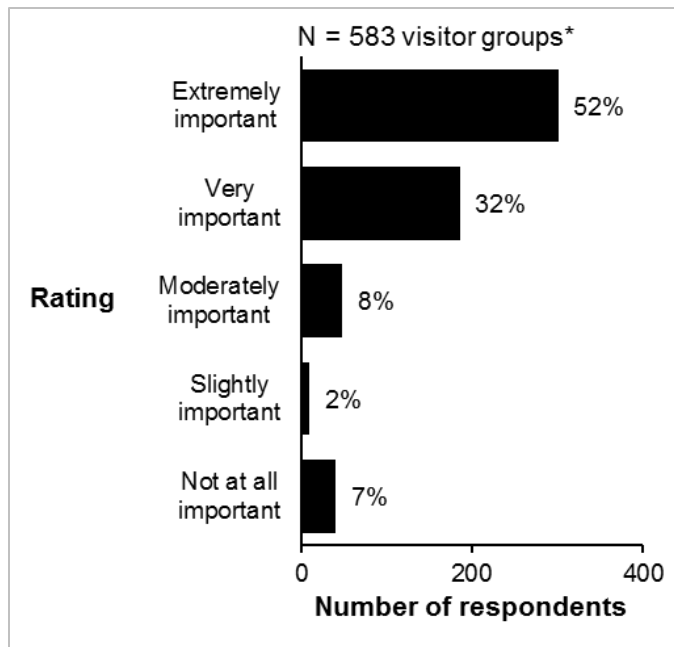


Figure 34. Importance of spending time with friends/family.

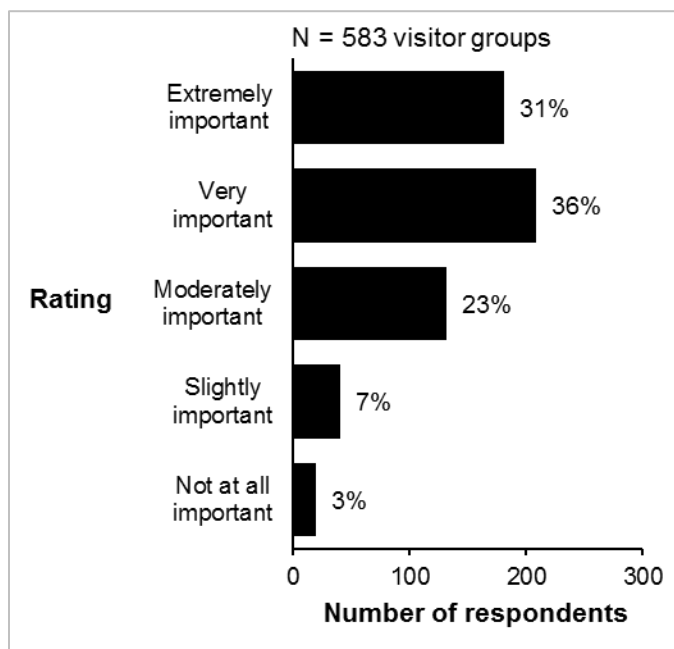


Figure 35. Importance of relaxing.

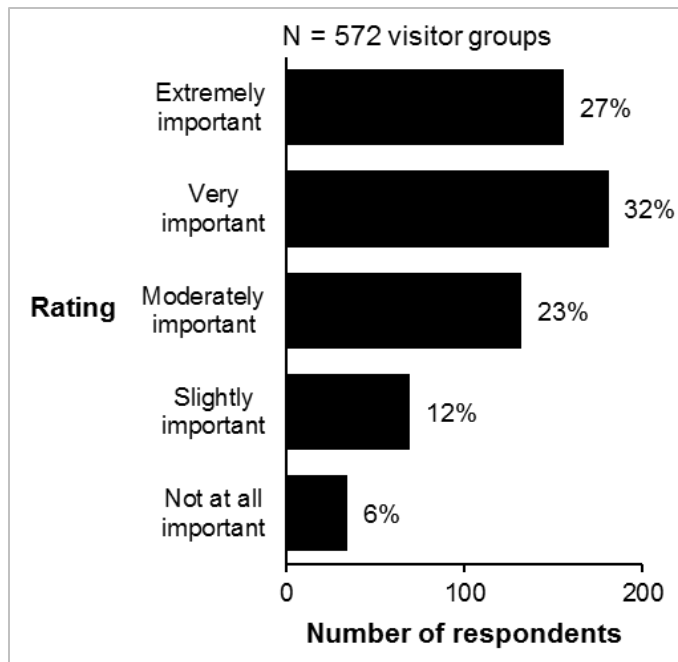


Figure 36. Importance of hearing the sounds of nature/quiet.

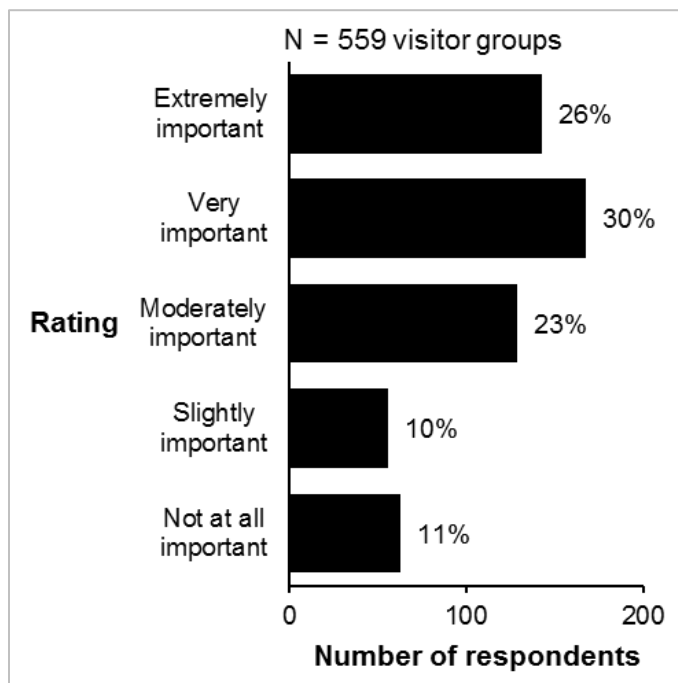


Figure 37. Importance of visiting an NPS site.

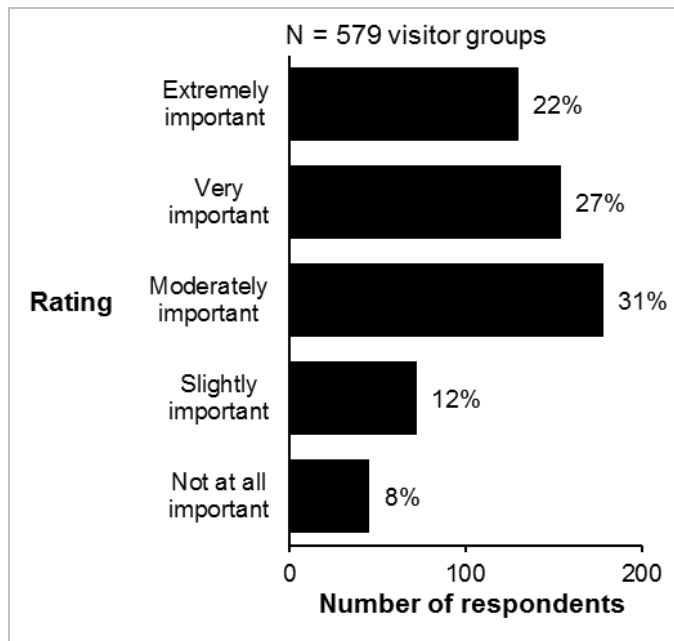


Figure 38. Importance of getting physical exercise.

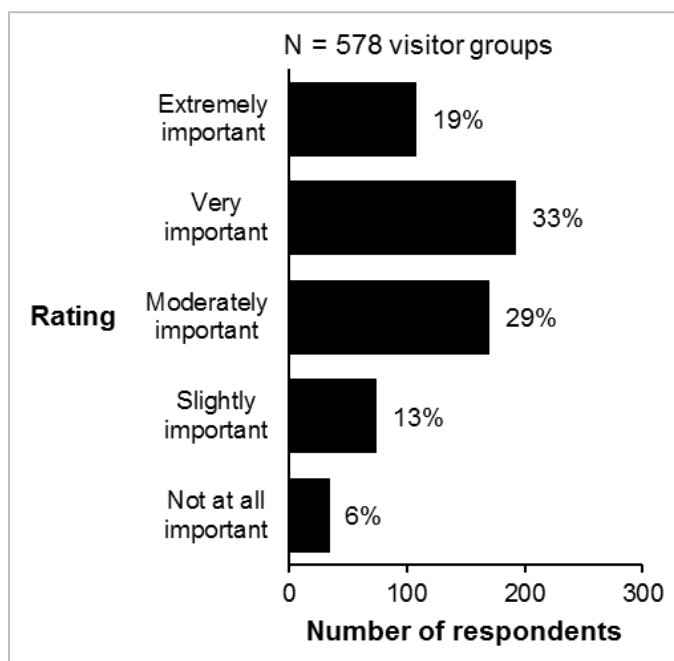


Figure 39. Importance of learning about nature.

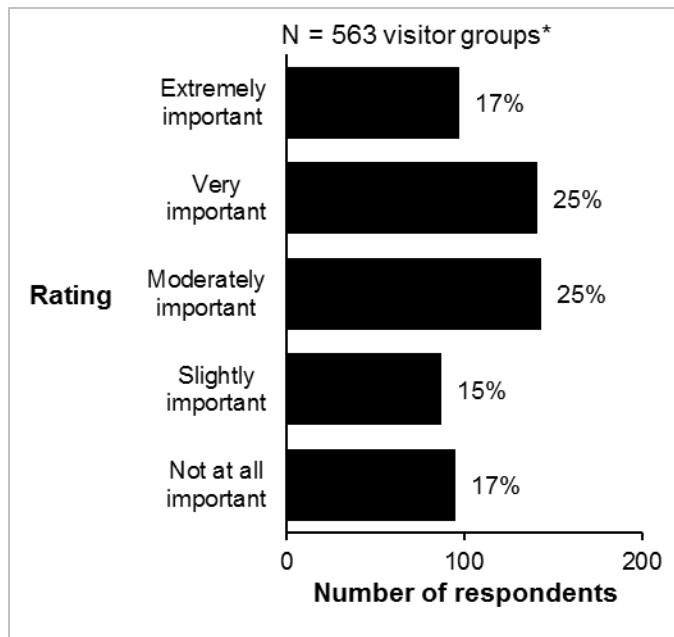


Figure 40. Importance of experiencing solitude.

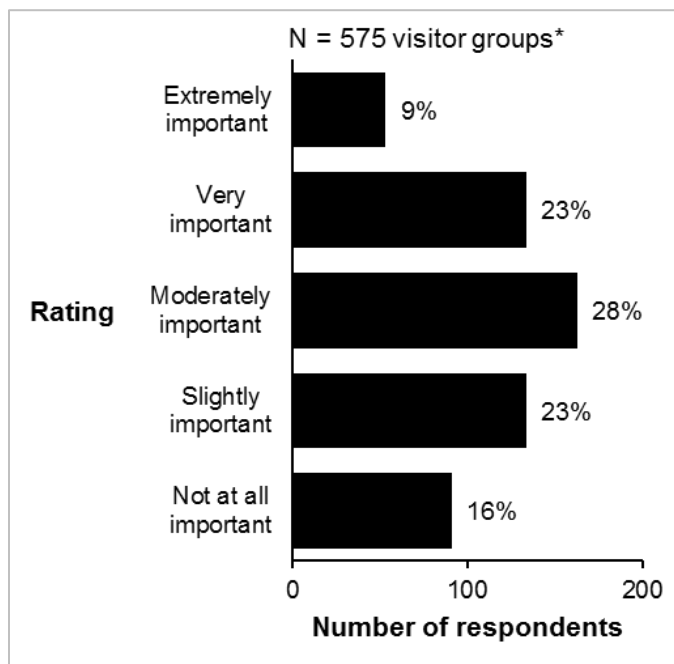


Figure 41. Importance of learning more about American history/culture.

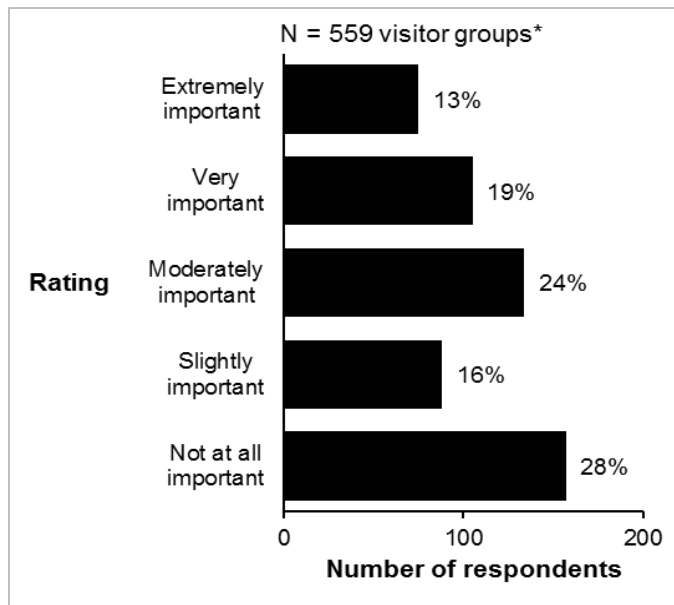


Figure 42. Importance of viewing dark night sky/stars.

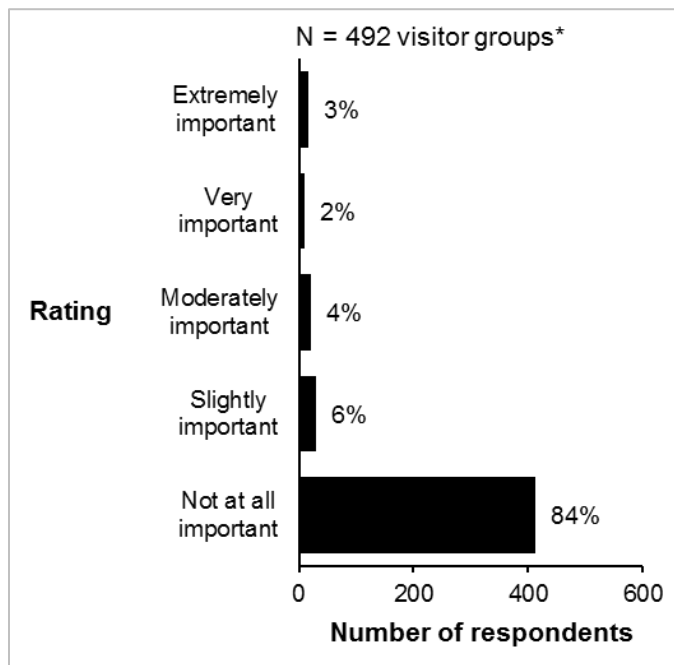


Figure 43. Importance of attending a special event.

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 NP on this trip?

Results

- As shown in Figure 44, the most common most important reasons for visiting Glacier NP were:
 - 47% View wildlife or natural scenery
 - 24% Spend time with friends/family
 - 8% Visit an NPS site
- The least common “most important” reasons were:
 - Attend a special event (<1%)
 - Experience solitude (<1%)
 - View dark night skies (<1%)
 - Hear sounds of nature/quiet (<1%)
- Of those who responded “Other” (3%), reasons specified included:
 - “Ride motorcycles”
 - “See glaciers before they are gone”
 - “All of the above”

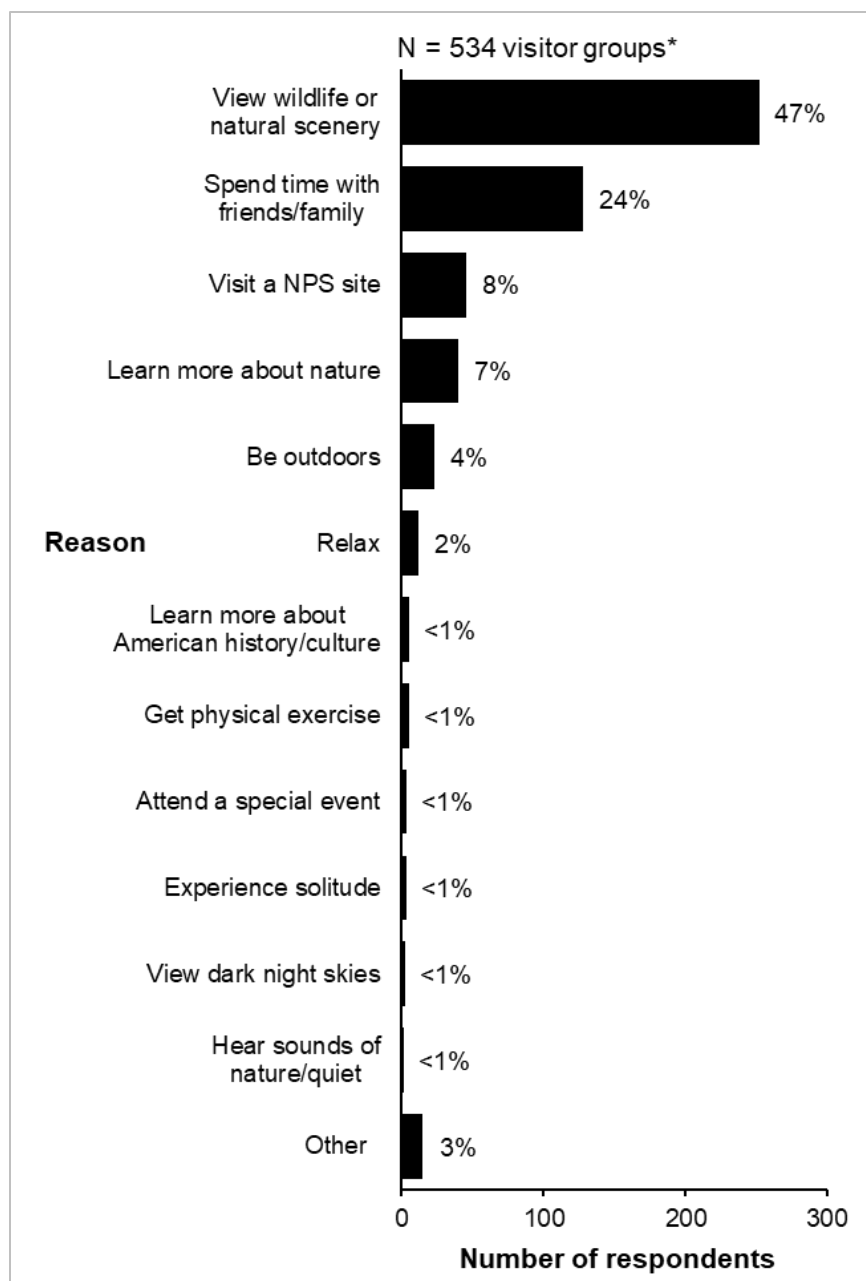


Figure 44. Most important reason for visiting the park on this trip.

Park Experience and Activities

Type of entrance fee applied

Question 5

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

Results (Figure 45)

- 35% of visitor groups did not pay a fee or use a pass to enter the park.
- 26% of visitor groups purchased a 7-day entrance pass.
- Of those who responded “Other” (3%), entrance fees specified included:
 - “Fourth grade pass”
 - “One-day pass”

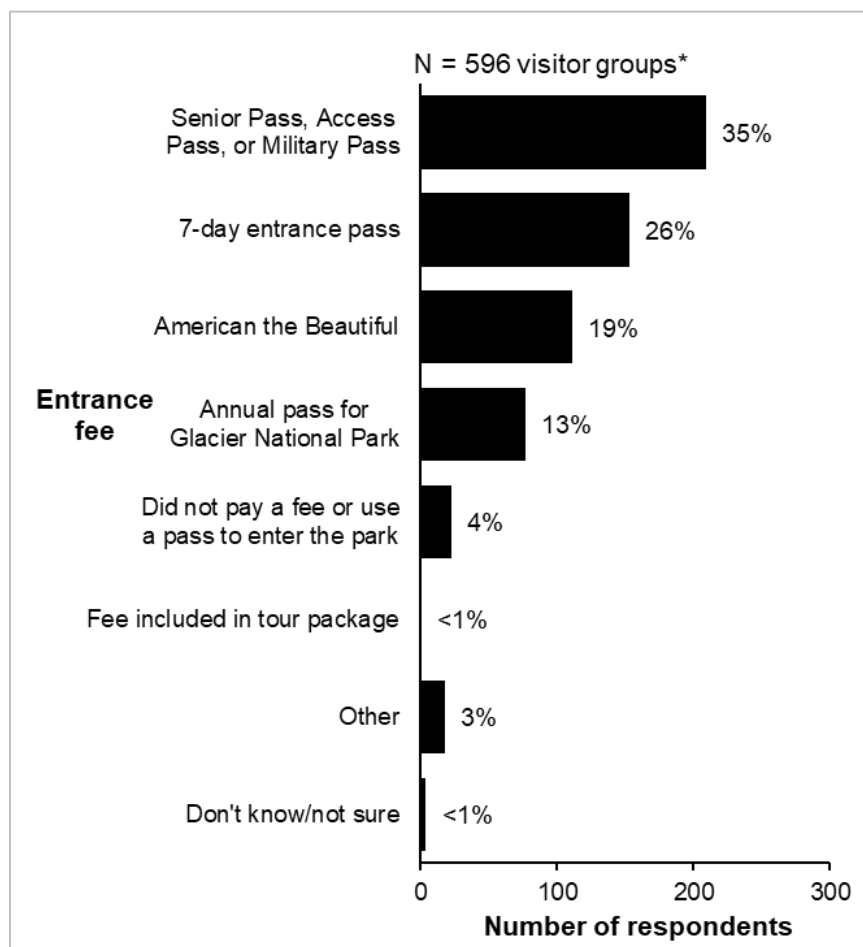


Figure 45. Entrance fees that applied to visitor groups.

Length of stay in Glacier NP

Question 7

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

Number of hours, if day trip

Results (Figure 46)

- 75% of visitor groups who spent less than 24 hours in the park visited for five or more hours.
- 14% of visitor groups who spent less than 24 hours in the park visited for four hours.

See Appendix 1 for more details.

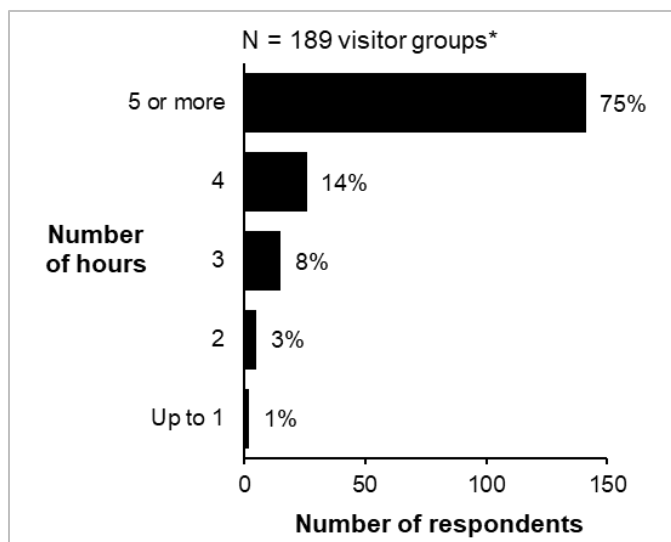


Figure 46. Number of hours visiting the park by groups who spent less than 24 hours in the park.

Number of days, if greater than 1 day

Results (Figure 47)

- 37% of visitor groups who reported spending 24 hours or more in the park visited for five or more days.
- 25% of visitor groups visited for three days.

See Appendix 1 for more details.

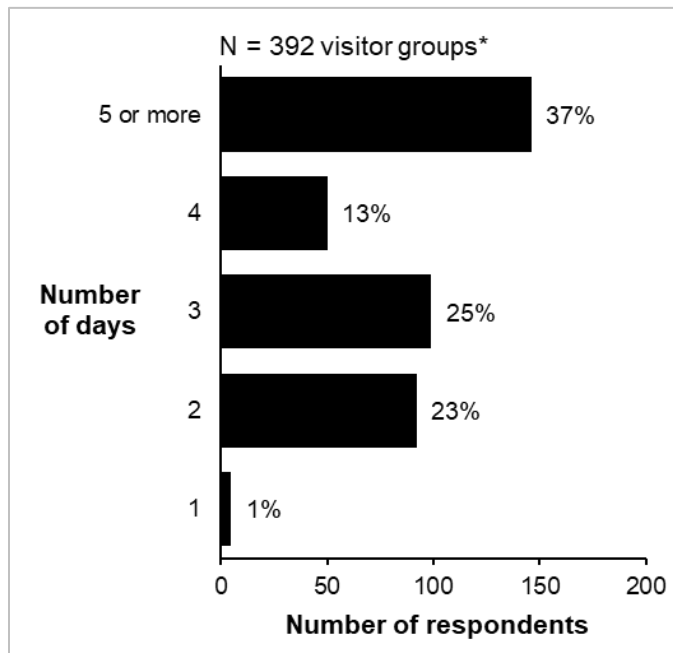


Figure 47. Number of days visiting the park by groups who spent 24 hours or more in the park.

Days entered or re-entered park

Question 6

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

Results (Figure 48)

- 27% of visitor groups entered or re-entered the park on only one day.
- 22% of visitor groups entered or re-entered the park on two days.
- 22% of visitor groups entered or re-entered the park on five or more days.

See Appendix 1 for more details.

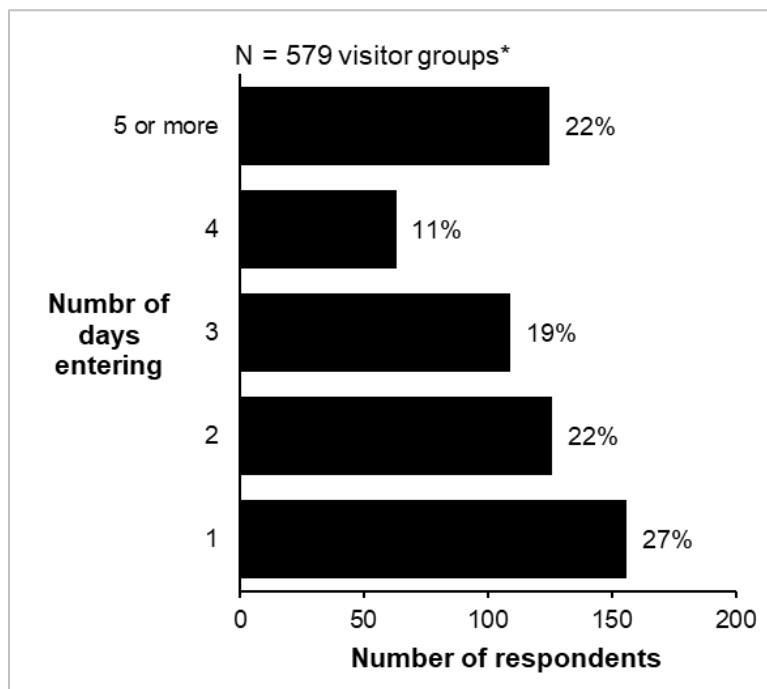


Figure 48. Number of days entered or re-entered park.

Overnight stay

Question 27a

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

See Figure 14 or Appendix 2 for map.

Results (Figure 49)

- 77% of visitor groups stayed overnight inside Glacier NP or within the nearby area on this trip.

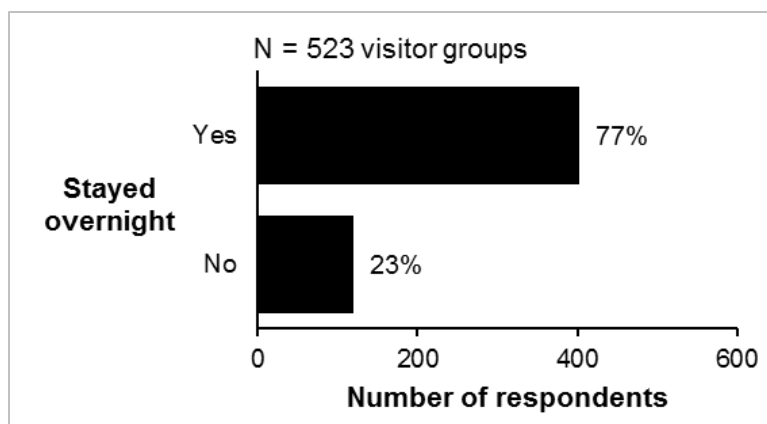


Figure 49. Visitors who stayed overnight in/near Glacier NP.

Nights spent in overnight accommodations

Question 27b

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

Results

- Figure 50 shows the proportions of visitor groups that reported staying one or more nights in one of listed overnight accommodations.
- 58% of visitor groups who stayed overnight one or more nights stayed in lodging outside of Glacier NP.
- 23% of visitor groups who stayed overnight one or more nights camped outside of Glacier NP.

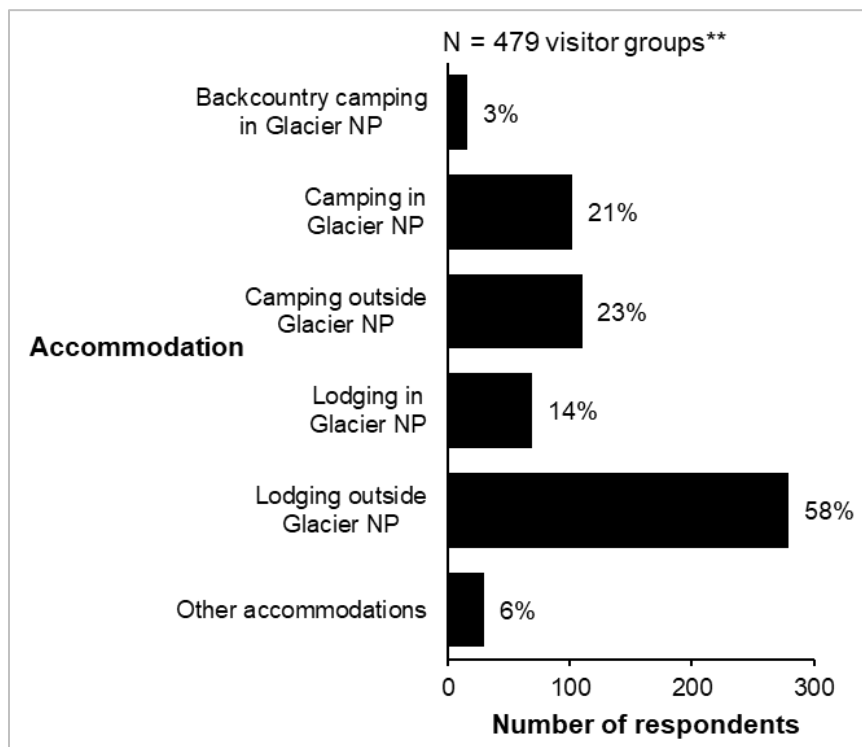


Figure 50. Accommodations for nights spent in Glacier NP or the nearby area.

Backcountry Camping in Glacier NP

Results (Figure 51)

- 44% of visitor groups who camped in the backcountry of Glacier NP camped for two nights.
- 31% of visitor groups who camped in the backcountry of Glacier NP camped for three nights.

See Appendix 1 for more details.

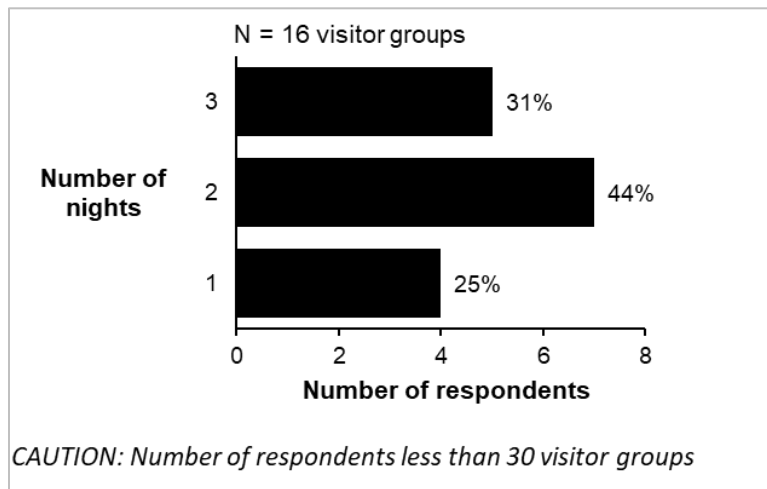


Figure 51. Nights spent in backcountry in Glacier NP.

Camping in Glacier NP

Results (Figure 52)

- 40% of visitor groups who camped in Glacier NP camped for five or more nights.
- 21% of visitor groups who camped in Glacier NP camped for two nights.

See Appendix 1 for more details.

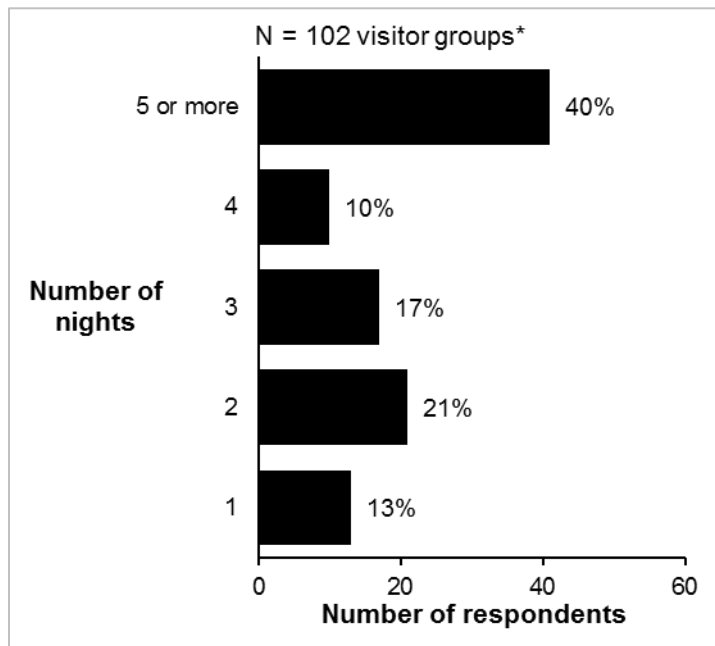


Figure 52. Nights spent camping in Glacier NP.

Camping outside Glacier NP

Results (Figure 53)

- 26% of visitor groups who camped outside of Glacier NP camped for only one night.
- 25% of visitor groups who camped outside of Glacier NP camped for five or more nights.

See Appendix 1 for more details.

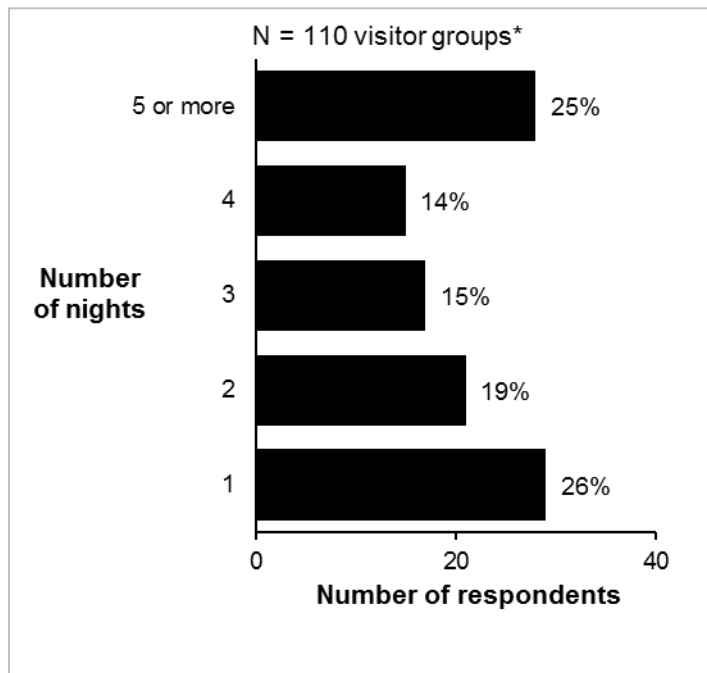


Figure 53. Nights spent camping outside Glacier NP.

Lodging in Glacier NP

Results (Figure 54)

- 33% of visitor groups who stayed at lodging in Glacier NP stayed for only one night.
- 26% of visitor groups who stayed at lodging in Glacier NP stayed for two nights.

See Appendix 1 for more details.

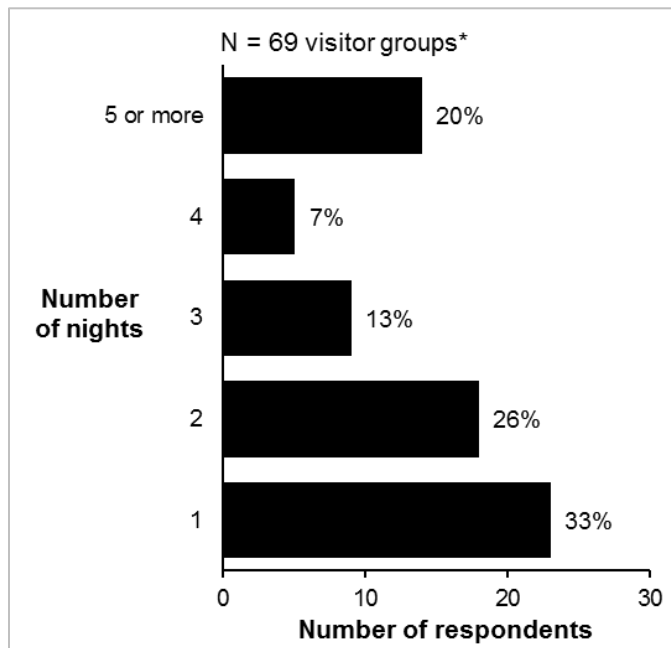


Figure 54. Nights spent in lodging in Glacier NP.

Lodging Outside Glacier NP

Results (Figure 55)

- 26% of visitor groups who stayed at lodging outside of Glacier NP stayed for five or more nights.
- 24% of visitor groups who stayed at lodging outside of Glacier NP stayed for two nights.

See Appendix 1 for more details.

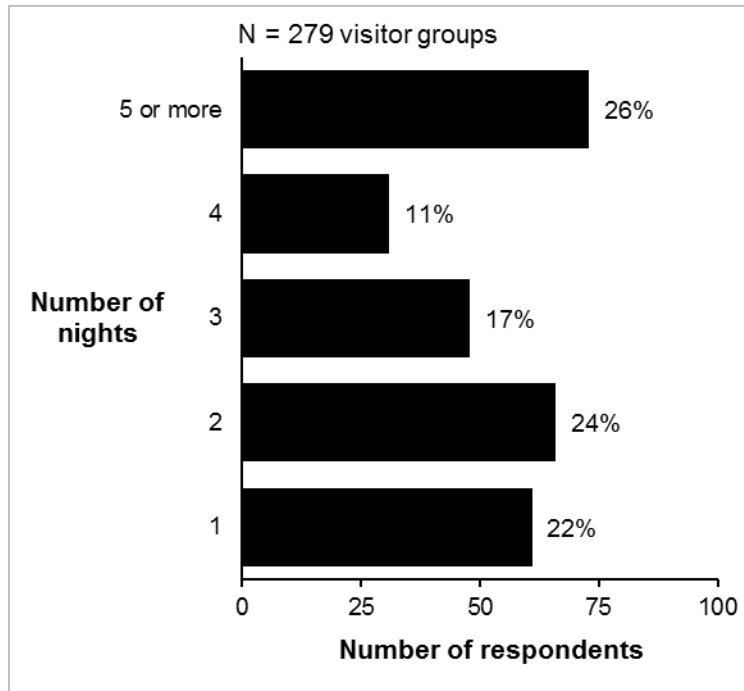


Figure 55. Nights spent in lodging outside Glacier NP.

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

Results (Figure 56)

- 33% of visitor groups who stayed overnight in other accommodations stayed for five or more nights.
- 23% of visitor groups who stayed overnight in other accommodations stayed for two nights.

See Appendix 1 for more details.

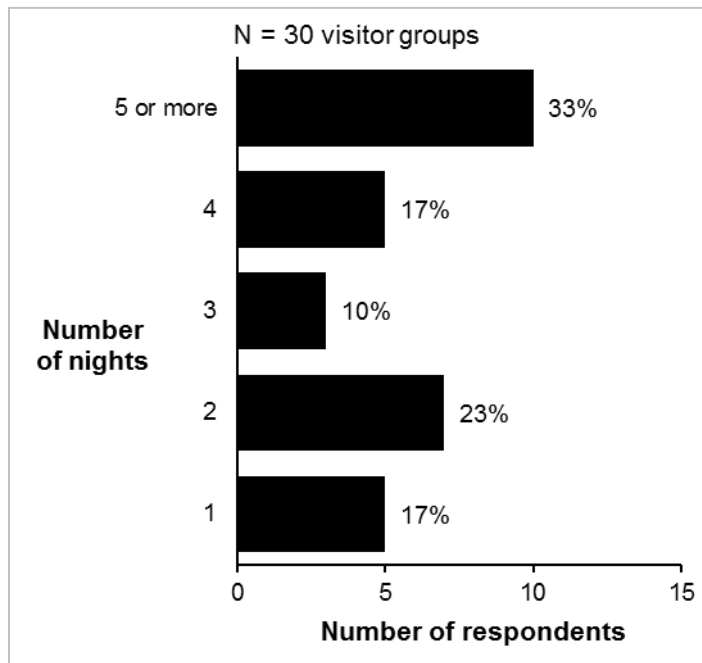


Figure 56. Nights in other accommodations (e.g., friends/relatives).

Visits to other National Park Service sites

Question 29

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

Results (Figure 57)

- 54% of visitor groups did not visit other NPS units on their trip away from home.

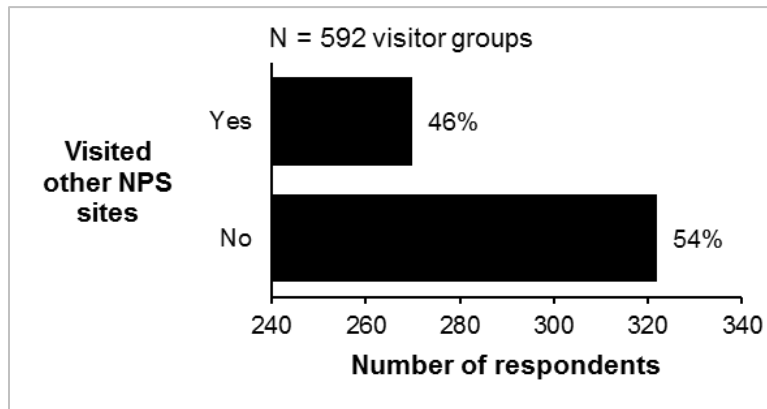


Figure 57. Visited other NPS sites on trip away from home.

Other National Park Service sites visited

Question 29

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

Results (Table 15)

- Of those visitor groups that did visit other NPS units on their trip (46%), the most common other NPS units included:
 - Yellowstone National Park (mentioned 144 times)
 - Grand Teton National Park (mentioned 86 times)

Table 15. Other National Park Service sites visited. N = 536 comments. Some visitor groups may have visited more than one other NPS site.

Site	Frequency of times mentioned
Yellowstone National Park	144
Grand Teton National Park	86
Theodore Roosevelt National Park	43
Badlands National Park	37
Mount Rushmore National Memorial	32
Devil's Tower National Monument	20
Mount Rainier National Park	13
Rocky Mountain National Park	12
Little Bighorn Battlefield National Monument	11
Olympic National Park	10
Crater Lake National Park	8
Lewis and Clark National Historic Park	8
Grand Canyon National Park	7
North Cascades National Park	7
Redwood National Park	7
Wind Cave National Park	7
Bryce Canyon National Park	6
Craters of the Moon National Monument & Preserve	6
Yosemite National Park	6

Table 15 (continued). Other National Park Service sites visited. N = 536 comments. Some visitor groups may have visited more than one other NPS site.

Site	Frequency of times mentioned
Arches National Park	5
Denali National Park & Preserve	5
Lassen Volcanic National Park	5
Canyonlands National Park	4
Grant-Kohrs Ranch National Historic Site	3
Shenandoah National Park	3
Zion National Park	3
Acadia National Park	2
Fort Union National Monument	2
Gateway National Recreation Area	2
Great Smoky Mountain National Park	2
Jewel Cave National Monument	2
Kenai Fjords National Park	2
Minute Man National Historic Park	2
Other sites	24

Activity participation

Question 12

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

Results

- As shown in Figure 58, the most common activities in which visitor groups participated were:
 - 96% Viewing wildlife, natural features, scenery, wildflowers, etc.
 - 67% Driving for pleasure
 - 61% Day hiking (less than one hour)
- Of those who responded “Non-motorized water travel” (15%), activities in which groups participated included:
 - “Kayaking”
 - “Rafting”
- Of those who responded “Other” (7%), activities in which groups participated included:
 - “Horse riding”
 - “Bus tour”

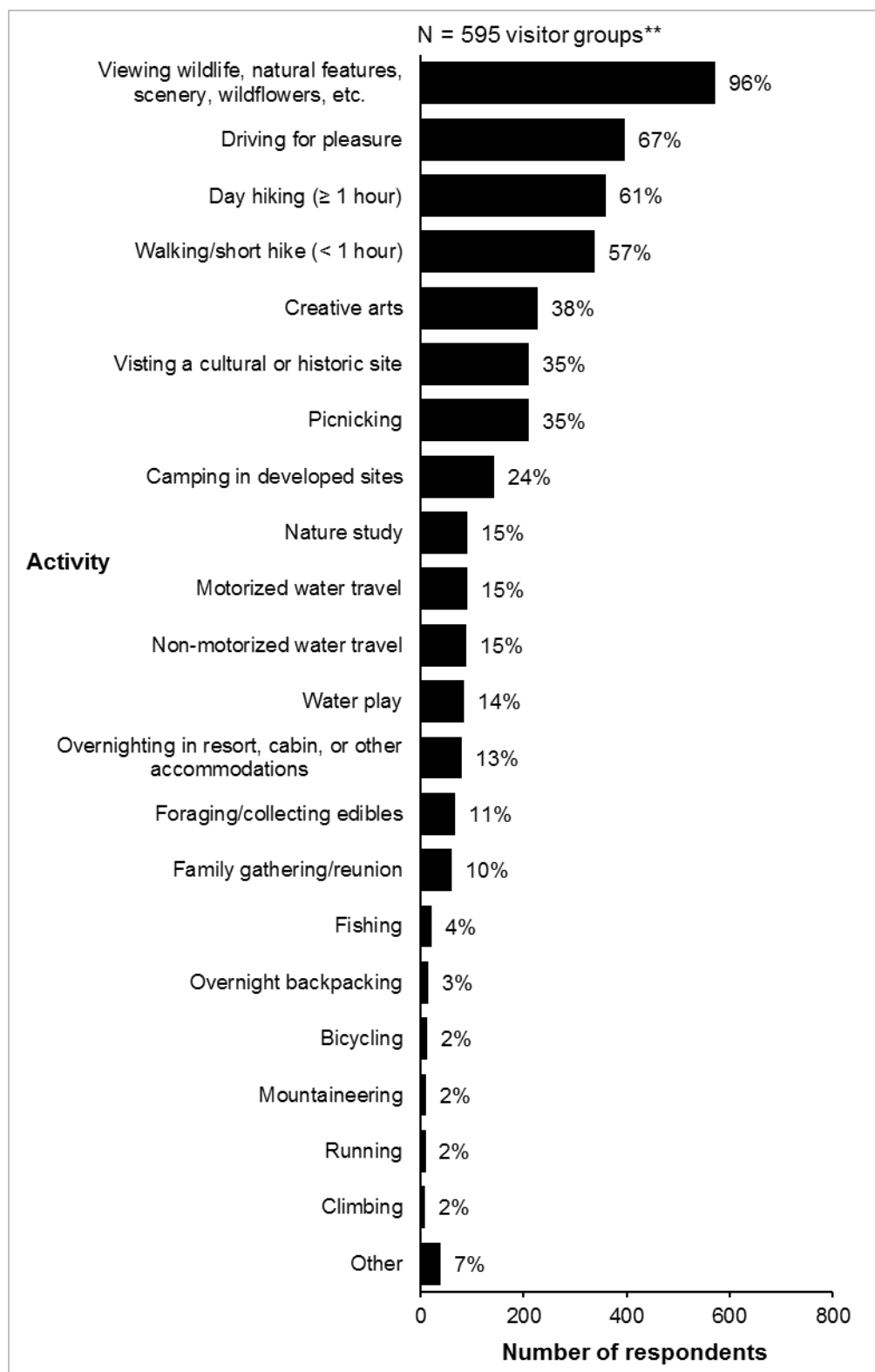


Figure 58. Participation in activities on this trip.

Primary activity on this trip

Question 13

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

Results

- As shown in Figure 59, the most common primary activities listed by visitor groups were:
 - 36% Day hiking (less than one hour)
 - 25% Viewing wildlife, natural features, scenery, wildflowers, etc.
- Of those who responded “Other” (<1%), activities included:
 - “Gather activity information”
 - “Horse ride, Road to the Sun”
 - “Passing through”
 - “Relax and picnic”
- 13% of visitor groups did not have a primary activity.

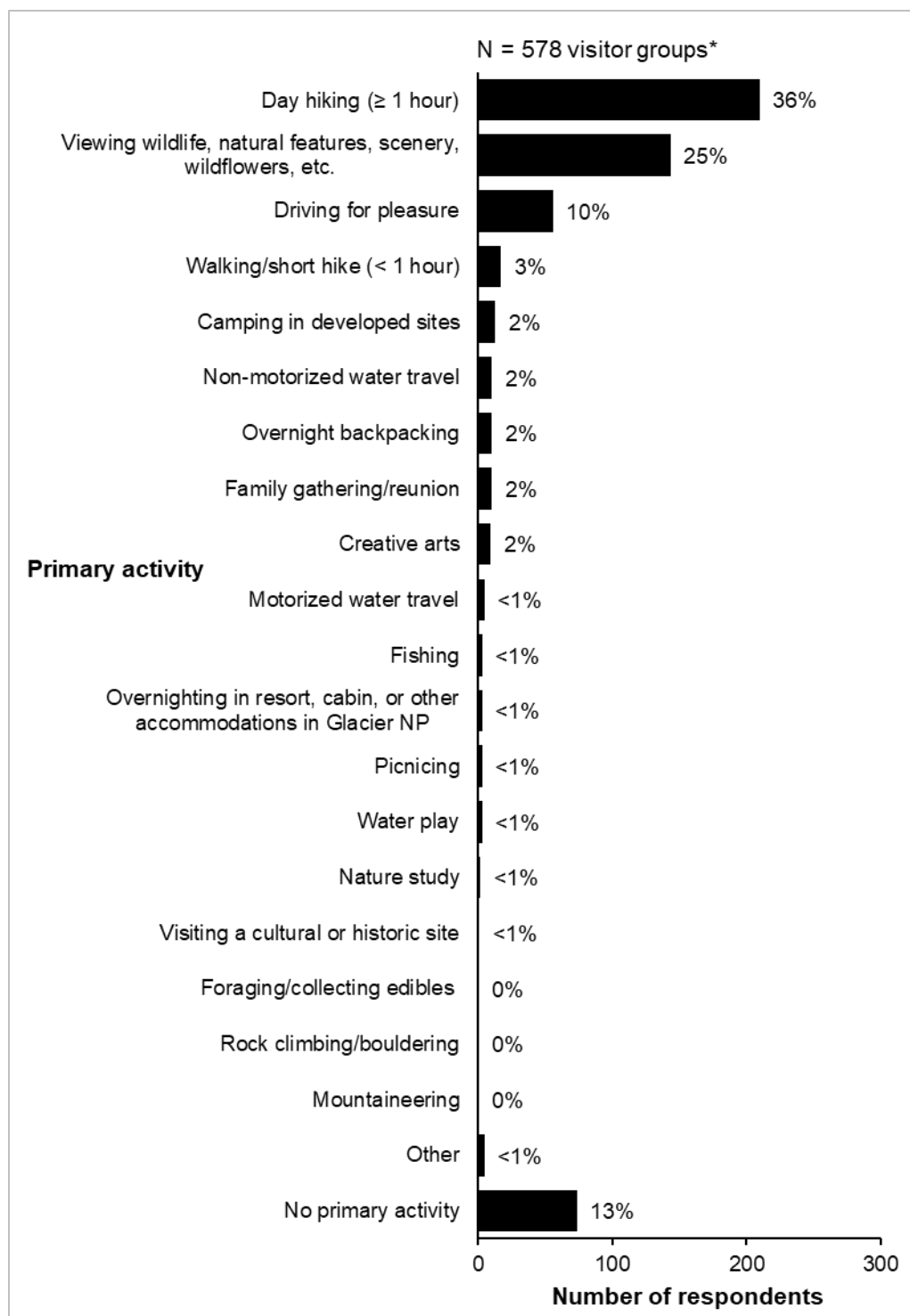


Figure 59. Primary activity on this trip to Glacier NP.

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 NP?

Results (Figure 60)

- 11% of visitor groups had members with physical conditions that made it difficult to access or participate in park activities or services.

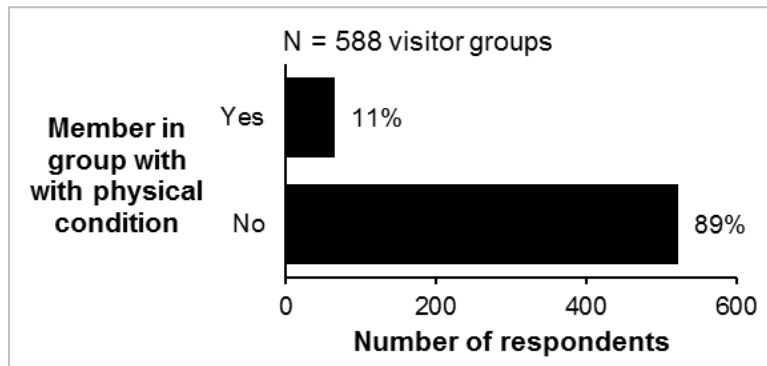


Figure 60. Visitors with physical conditions.

Question 18b

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

Results (Table 16)

- “Limited in hiking” was the most frequently mentioned (mentioned 37 times) activity which members or visitor groups had difficulty participating.

Table 16. Activities/services/facilities difficult to participate in/access. N = 59 comments. Some visitor groups may have made more than one comment.

Activity, service, or facility	Frequency of times mentioned
Limited in hiking	37
Walking/standing	16
Recent surgery	4
Fear of heights	1
Other	1

Question 18c

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

Results (Figure 61)

- Of visitor groups that had at least one member with a physical condition, the member(s) had specific difficulties with:
 - 74% Mobility
- Of those who responded with “Other” (12%), specific difficulties included:
 - “Fear of heights”
 - “Cardiovascular”

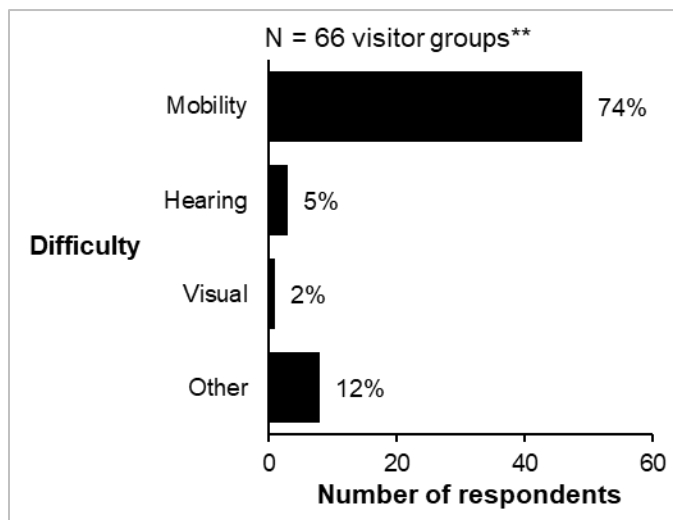


Figure 61. Specific difficulties had by visitor group member(s).

Programs and services participation

Question 14

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

Results

- As shown in Figure 62, the most common programs and services in which visitor groups participated were:
 - 72% Going to the Visitor Center
 - 70% Reading the park brochure or newspaper
 - 64% Viewing outdoor exhibits
- Of those who responded “Other” (6%), programs and services included:
 - “Bus tour”
 - “Driving”

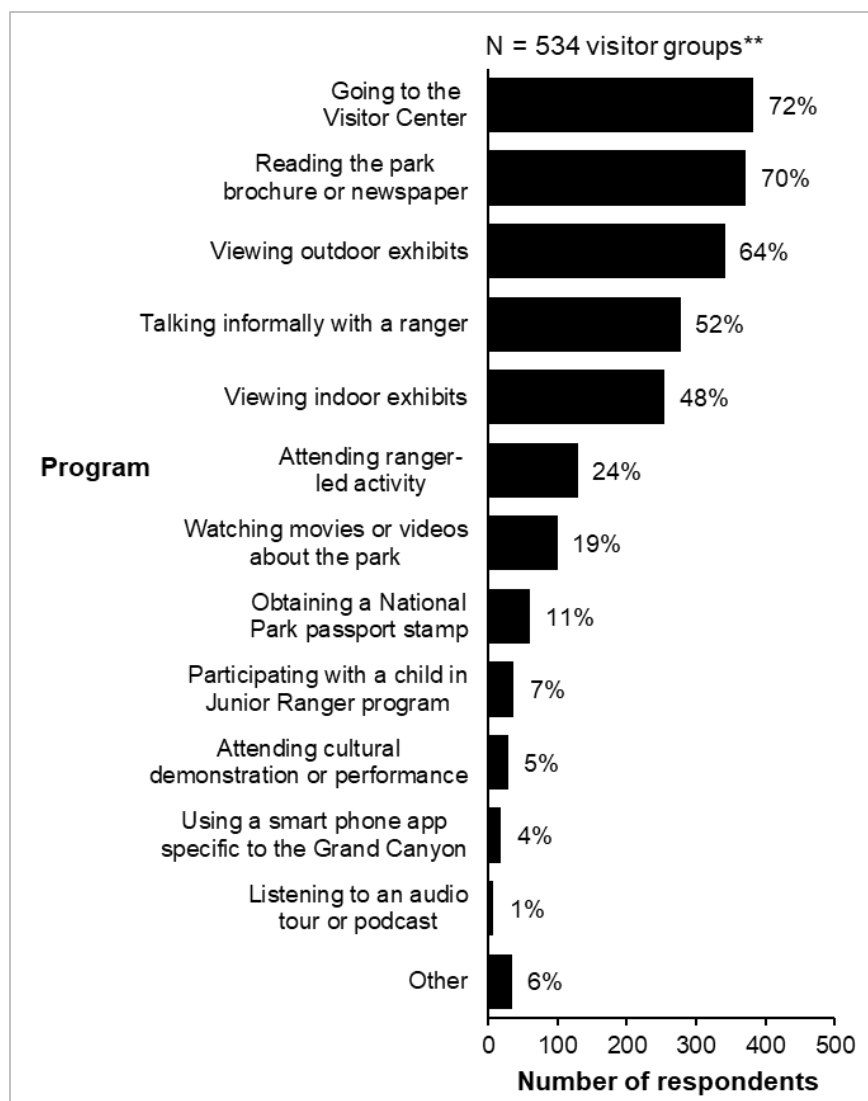


Figure 62. Participation in programs and services.

Learning from park staff, programs, and/or exhibits

Question 15

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

Results (Figure 63)

- 53% of visitors learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.

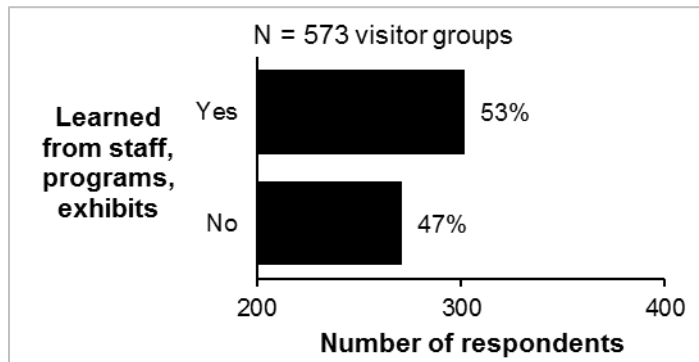


Figure 63. Visitors who learned something from park staff, programs, and/or exhibits.

Question 15

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

Results (Table 17)

- Table 17 shows the subjects visitors learned about from park staff, programs, and/or exhibits. The most frequently mentioned subjects were:
 - “Wildlife” (mentioned 85 times)
 - “History” (mentioned 70 times)
 - “Geology” (mentioned 50 times)

Table 17. Subjects learned. N = 528 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
Wildlife	85
History	70
Geology	50
Nature	50
Bears	39
Glaciers	34
Native Americans	30
Native American culture	18
Trails	16
Fires	15
Astronomy	14
Geography	14
Trees	12
Climate change impact	10
Melting glaciers	9
Wildflowers	7
Going-to-the-Sun Road	6
Backcountry safety	4
Road constructions	3
Other comments	42

Learning about subjects on future visits

Question 16

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

Results (Figure 64)

- 64% of visitors did not have specific subjects they would like to learn about on a future visit to Glacier NP.

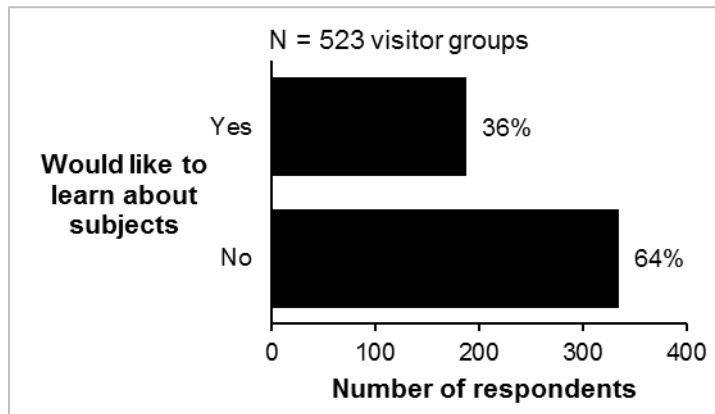


Figure 64. Visitors who would like to learn about specific subjects on future visits.

Question 16

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

Results (Table 18)

- Table 18 shows the subjects visitors would like to learn about on future visits to Glacier NP. The most frequently mentioned subjects were:
 - “Wildlife” (mentioned 54 times)
 - “Geology” (mentioned 36 times)
 - “History” (mentioned 30 times)

Table 18. Subjects visitors would like to learn. N = 293 comments. Some visitor groups may have made more than one comment.

Subject	Frequency of times mentioned
Wildlife	54
Geology	36
History	30
Native Americans	20
Plants	18
Glaciers	17
Climate change impact	14
Bears	10
Hiking	10
Nature	9
Melting glaciers	6
Plant identification	5
Astronomy	4
Camping	4
Human impact	4
Trees	3
Climbing	2
Fires	2
Wilderness survival skills	2
Other comments	43

Expenditures

Purchase of package tour(s)

Question 30a

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

Results (Figure 65)

- 6% of visitor groups had at least one member who purchased a package tour.

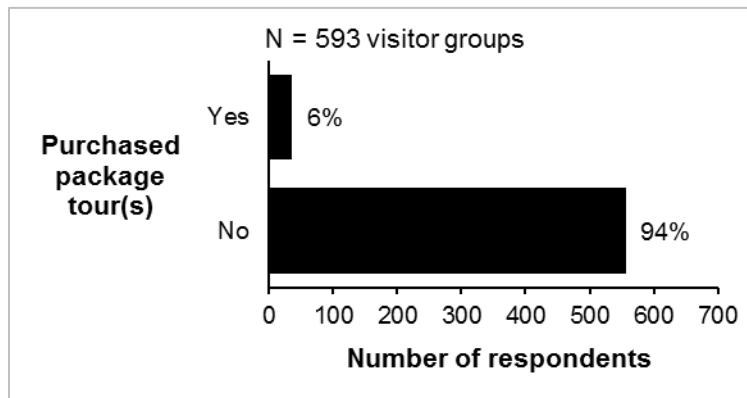


Figure 65. Visitor groups with member(s) who purchased packaged tour(s).

Question 30b

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

Results (Figure 66)

- 65% purchased a package tour with a total length of one day.
- 35% purchased a package tour with a total length of two or more days.
- The median total length of package tours purchased was one day.

See Appendix 1 for more details.

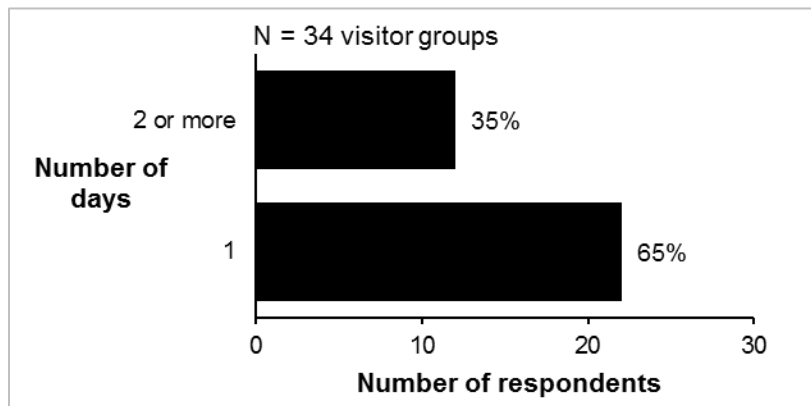


Figure 66. Total length of package tour(s) purchased by at least one group member.

Question 30c

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

Results (Figure 67)

- 43% purchased a package tour with a total cost of \$51 to \$100 per person.
- 31% purchased a package tour with a total cost of up to \$50 per person.
- The average total cost per person of package tours was \$68.

See Appendix 1 for more details.

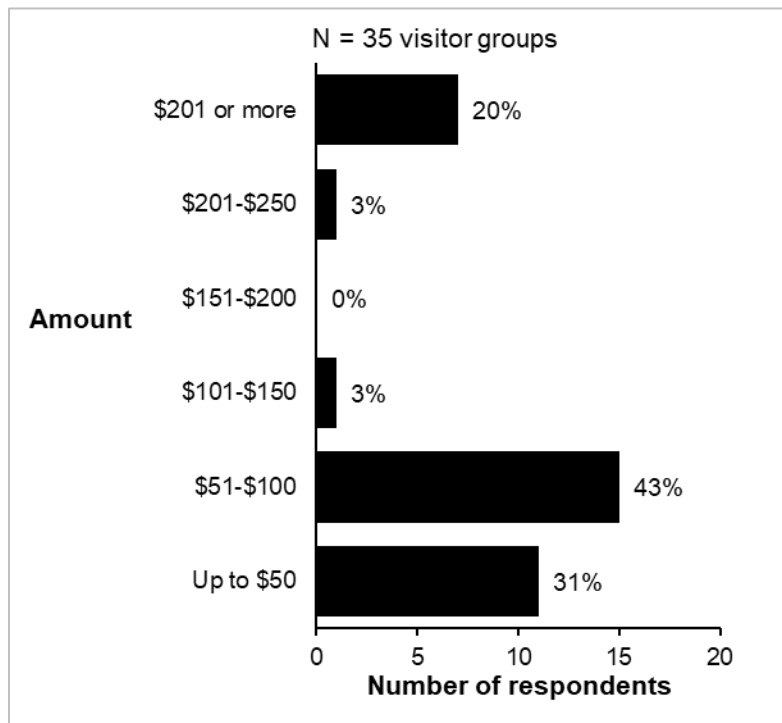


Figure 67. Total cost per person for package tour(s) purchased by at least one group member.

Question 30d

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

Results (Figure 68)

- Of the 6% of visitor groups who purchased a package tour:
 - 38% were on a package tour with two people.
 - 26% were on a package tour with five or more people.

See Appendix 1 for more details.

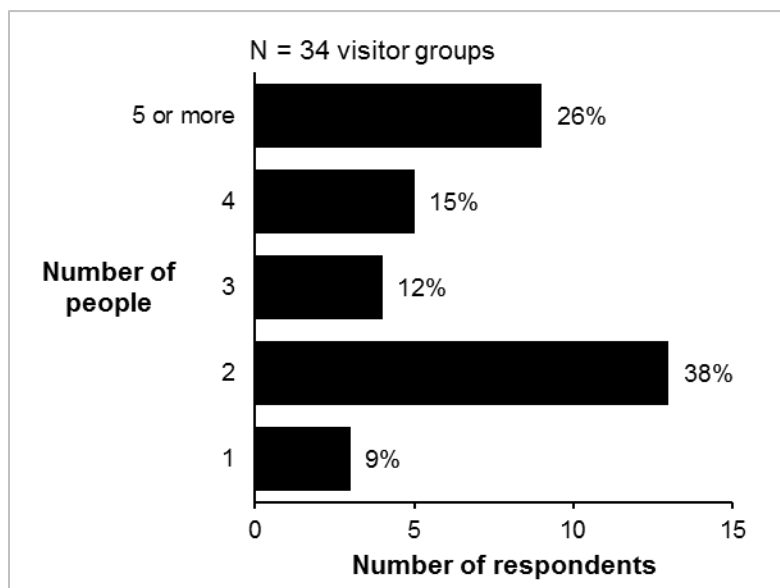


Figure 68. Number of group members on package tour(s) purchased by at least one group member.

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 NP and the nearby area (within the shaded area of the map)?

Results (Figure 69)

- Of the 6% of visitor groups who purchased a package tour, the most common items that were included in package tours purchased were:
 - 53% Guided services
 - 50% Local ground transportation
 - 33% Local water transportation
 - 33% Meals
- Of those who responded “Other” (4%), items included:
 - “Rafting”

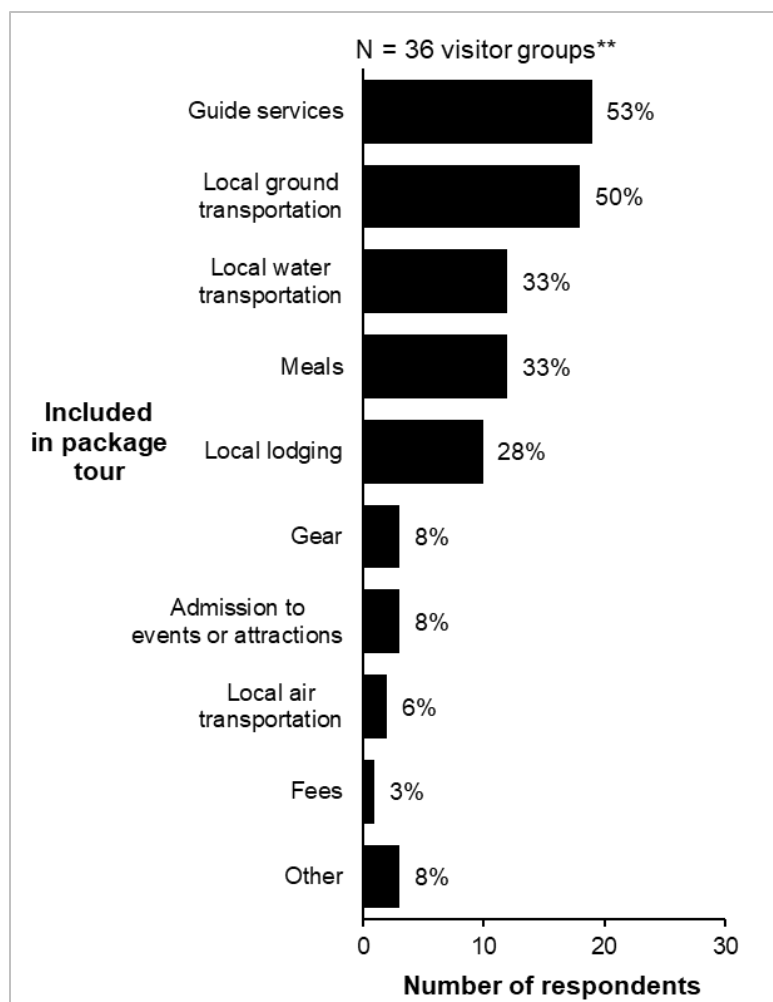


Figure 69. Items included in package tour(s) purchased by at least one group member.

Total expenditures inside Glacier NP 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 NP and within the nearby area (within the shaded area of the map) during your time in the nearby area. If you reported expenditures for package tours, please only include individual expenses that were NOT part of your package tour(s).

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

See Figure 14 or Appendix 2 for map.

Results – group expenditures excluding package tour expenses (Figure 70)

- 38% of visitor groups spent \$1 to \$500 in Glacier NP and the nearby area.
- 25% of visitor groups spent \$501 to \$1,000 in Glacier NP and the nearby area.

See Appendix 1 for more details.

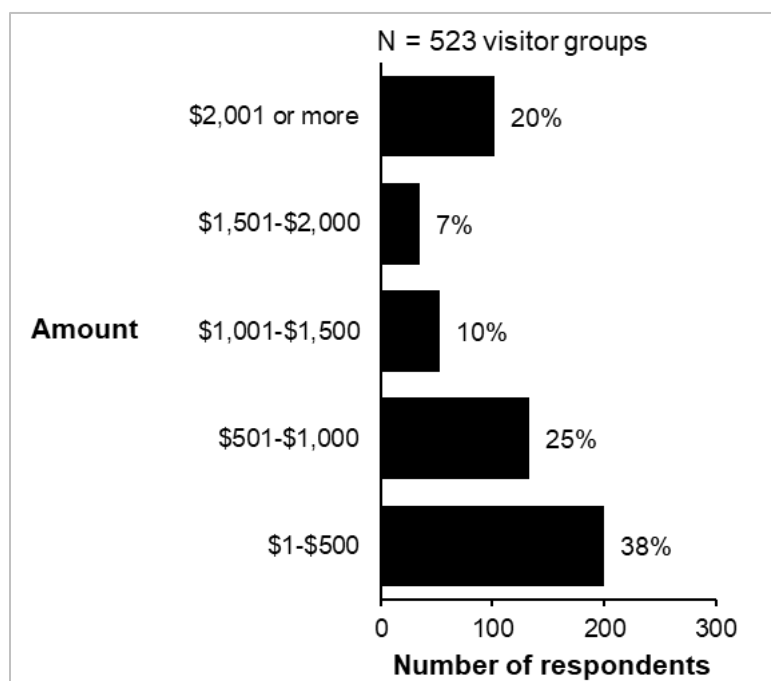


Figure 70. Total expenditures inside the park and in nearby area.

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 NP and within the nearby area (within the shaded area of the map) during your time in the nearby area.

See Figure 14 or Appendix 2 for map.

Results (Figure 71)

- Percentages of group expenditures (excluding package tour expenses):
 - 21% Hotels, motels, resorts
 - 14% Restaurants/bars
 - 12% Specialty lodging

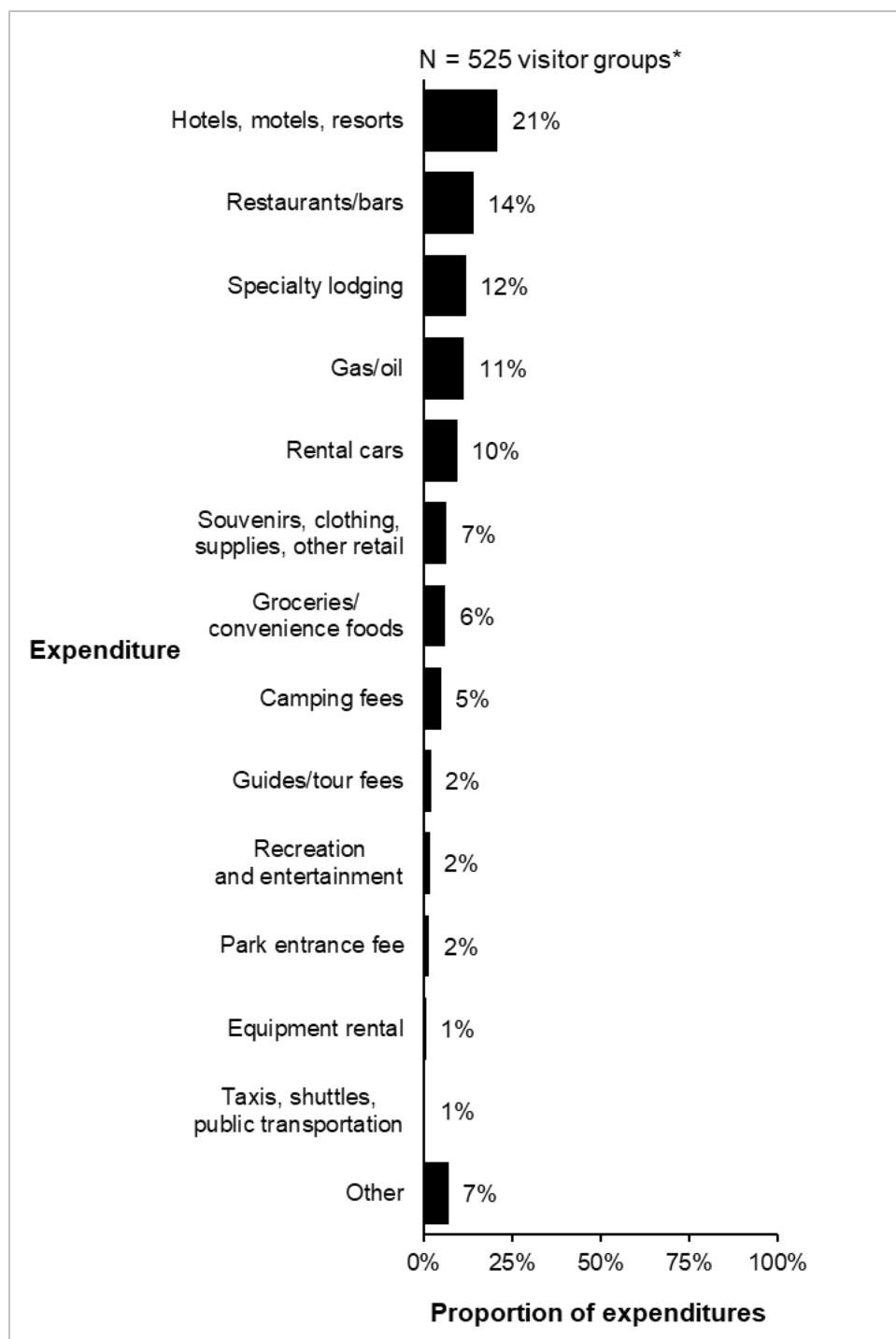


Figure 71. Percentages of total expenditures within the park and nearby area.

Number of people covered by expenses

Question 33a

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

Results (Figure 72)

- 49% of visitor groups had two members covered by expenses.
- 17% of visitor groups had five or more members covered by expenses.

See Appendix 1 for more details.

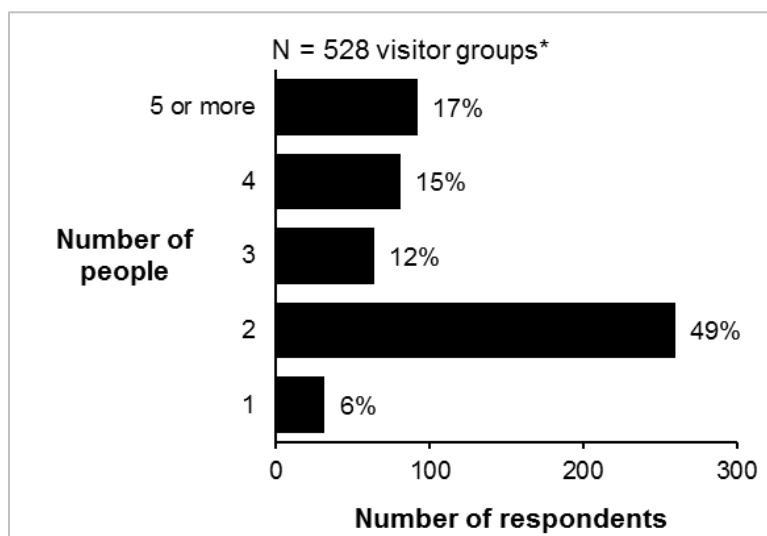


Figure 72. Visitors covered by expenses.

Adults covered by expenses

Question 33a

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

Results (Figure 73)

- 65% of visitor groups had 2 adults covered by expenses.
- 10% of visitor groups had 3 adults covered by expenses.
- 10% of visitor groups had 5 or more adults covered by expenses.

See Appendix 1 for more details.

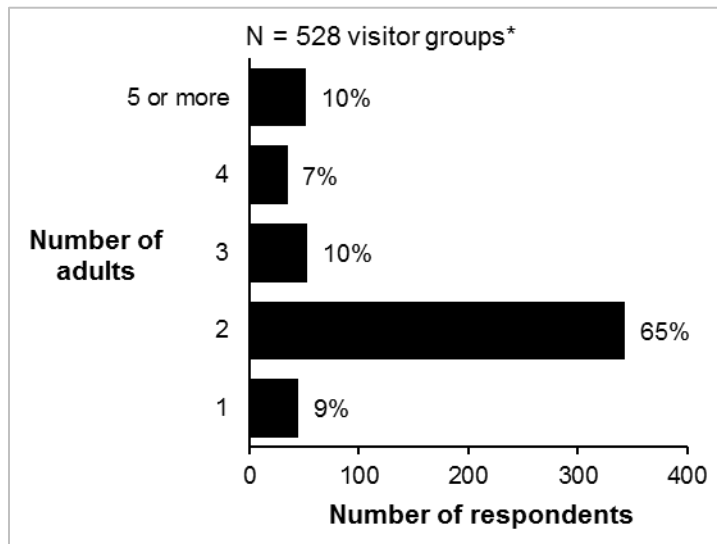


Figure 73. Adults covered by expenses.

Children covered by expenses

Question 33a

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

Results (Figure 74)

- 32% of visitor groups had no children covered by expenses.
- 26% of visitor groups had one child covered by expenses.
- 26% of visitor groups had two children covered by expenses.

See Appendix 1 for more details.

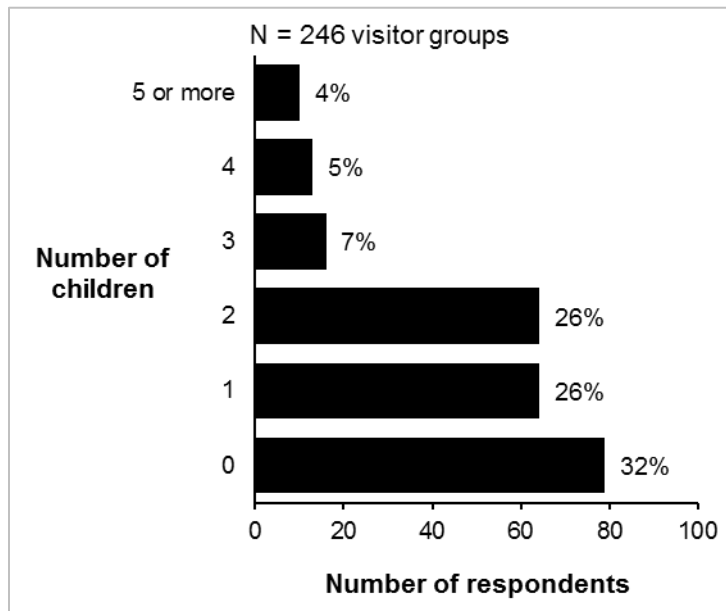


Figure 74. Children covered by expenses.

Maximum extra amount willing to pay

Question 34

If your share of the total trip costs were to increase, what is the maximum amount you personally would be willing to pay for this most recent trip to Glacier NP?

Results (Figure 75)

- 15% of visitor groups would be willing to pay up to \$500.
- 13% of visitor groups would be willing to pay up to \$100

See Appendix 1 for more details.

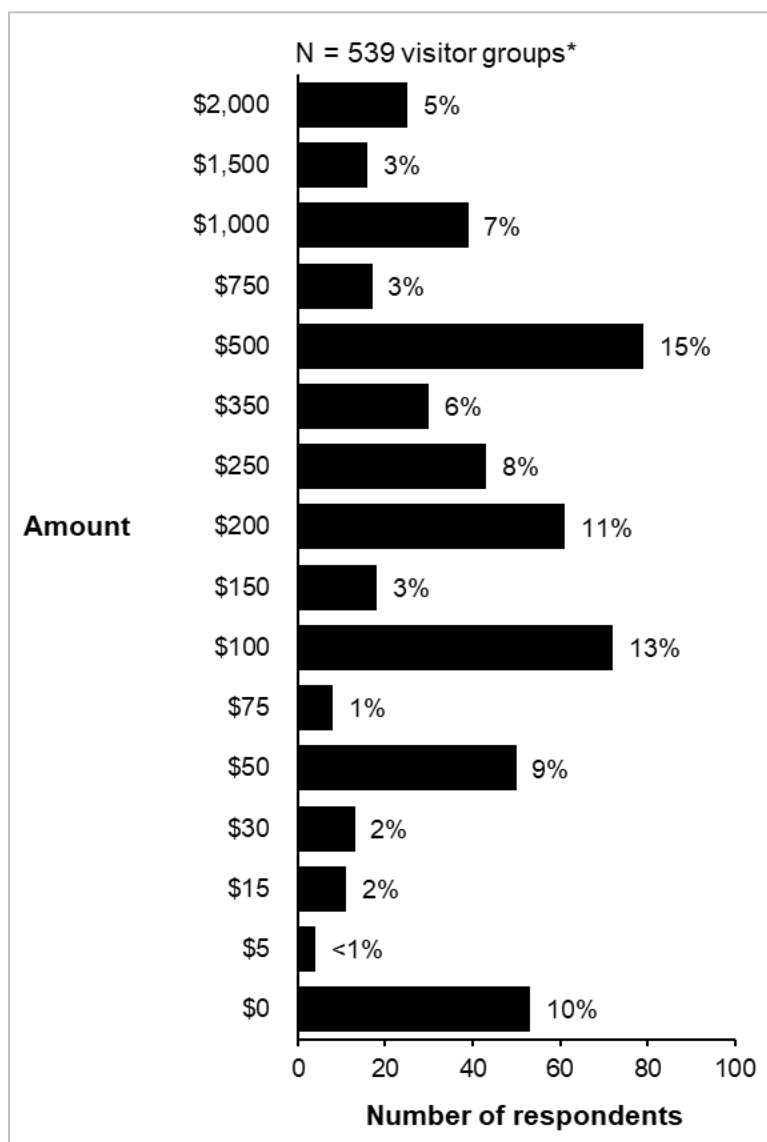


Figure 75. Maximum extra amount willing to pay.

Total expenditures outside of park and nearby area

Question 32

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

Results (Figure 76)

- 39% of visitor groups spent \$1 to \$500 on additional expenses outside of Glacier NP and the nearby area.
- 22% of visitor groups spent \$2,001 or more on additional expenses outside to Glacier NP and the nearby area.

See Appendix 1 for more details.

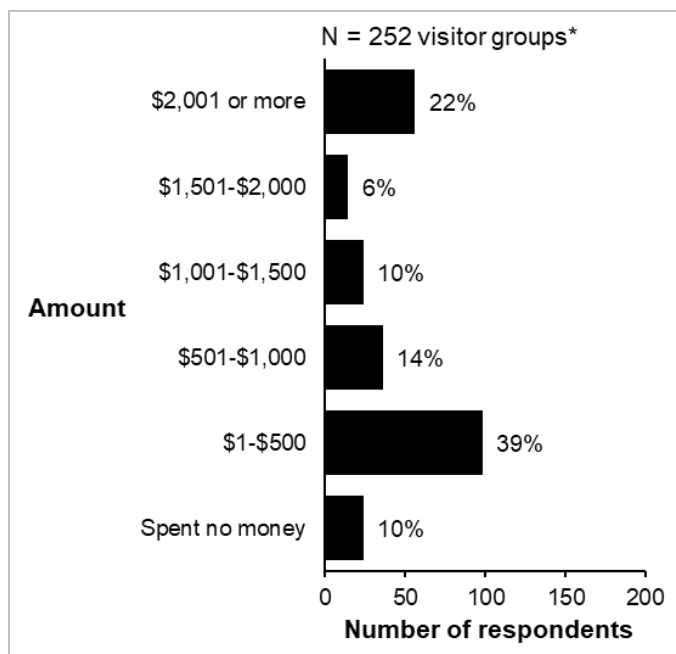


Figure 76. Total expenditures outside of park and nearby area.

Evaluations of Park Experience and Post-Trip Experience

Aspects most liked about visit to Glacier NP

Question 19

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

Results (Table 19)

- Table 19 shows the aspects visitor groups liked most about their visit. The most frequently mentioned aspects were:
 - “Scenery” (mentioned 253 times)
 - “Hiking” (mentioned 142 times)
 - “Beautiful” (mentioned 105 times)

Table 19. Aspects most liked about visit. N = 1,040 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Scenery	253
Hiking	142
Beautiful	105
Wildlife	83
Nature	77
Lakes	39
Going-to-sun Road	32
Mountains	24
Scenic roads	23
Bears	19
Spending time with family/friends	16
Campgrounds	15
Everything	13
Glaciers	12
Logan pass	11
Quiet	11
Weather	11

Table 19 (continued). Aspects most liked about visit. N = 1,040 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Shuttle service	10
Solitude	10
Rangers/staff friendly and helpful	9
Mountain goats	7
Peaceful	7
Rangers presentations	7
Boat tour	6
Bus tour	6
Dining	6
Lodge	6
Photography	6
Waterfalls	6
Wildflowers	6
Accessible	5
Astronomy	5
Cleanliness	5
Well maintained	5
Other comments	42

Aspects least liked about visit to Glacier NP

Question 20

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

Results (Table 20)

- Table 20 shows the aspects visitor groups least liked about their visit. The most frequently mentioned aspects were:
 - “Too crowded” (mentioned 124 times)
 - “Not enough parking” (mentioned 113 times)
 - “Traffic” (mentioned 69 times)

Table 20. Aspects least liked about visit. N = 585 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Too crowded	124
Not enough parking	113
Traffic	69
Not enough camping sites	24
Poor cell service	15
Disrespectful/ignorant tourists	14
Poor signage	14
Weather	13
Not enough time	12
Shuttle delays	12
Didn't see wildlife expected	10
Road condition near Many Glacier	10
Campground not taking reservations	9
Roads	9
Poor internet service	8
Entrance fee	6
Food options	6
Need more pull outs	6

Table 20 (continued). Aspects least liked about visit. N = 585 comments. Some visitor groups may have made more than one comment.

Aspect	Frequency of times mentioned
Bicycles	5
Ranger rude	5
Bugs	4
Hard to get from one side to the other	4
Restrooms	3
Other comments	90

Expectations for visit to Glacier NP

Question 21

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

Results (Figure 77)

- 89% of visitor groups had their expectations met during their visit to Glacier NP, on this trip.
- Of those who responded “Not at all” (<1%), reasons mentioned included:
 - “Too crowded”

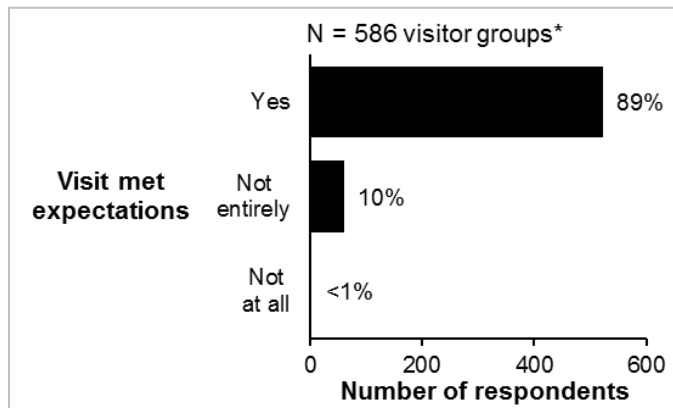


Figure 77. Meeting of expectations for visit on this trip.

Question 21

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

Results (Table 21)

- Table 21 shows the reasons visitor groups' expectations were "not entirely" met. The most frequently mentioned reasons were:
 - "Too crowded"
 - "Not enough parking"
 - "Need more campsites"
 - "Weather"

Table 21. Reasons expectations were "not entirely" met. N = 96 comments. Some visitor groups may have made more than one comment.

Reason	Frequency of times mentioned
Too crowded	20
Not enough parking	14
Need more campsites	6
Weather	6
Didn't see wildlife	5
More public transportation	4
Poor road conditions	3
Traffic	3
More interpretive services	2
Not enough time	2
Poor signage	2
Other comments	29

Importance of use of personal electronic devices

Question 17

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

Rating choices:

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

Results (Figure 78)

- Figure 78 shows the combined proportions of “extremely important” and “very important” ratings for uses of a personal electronic device.
- The uses that received the highest combined proportions of “extremely important” and “very important” ratings were:
 - 21% Make/receive cell phone call
 - 21% Send/receive text message
- Of those who responded “Other” (N = 105), uses included:
 - “Navigation”
 - “E-mail”

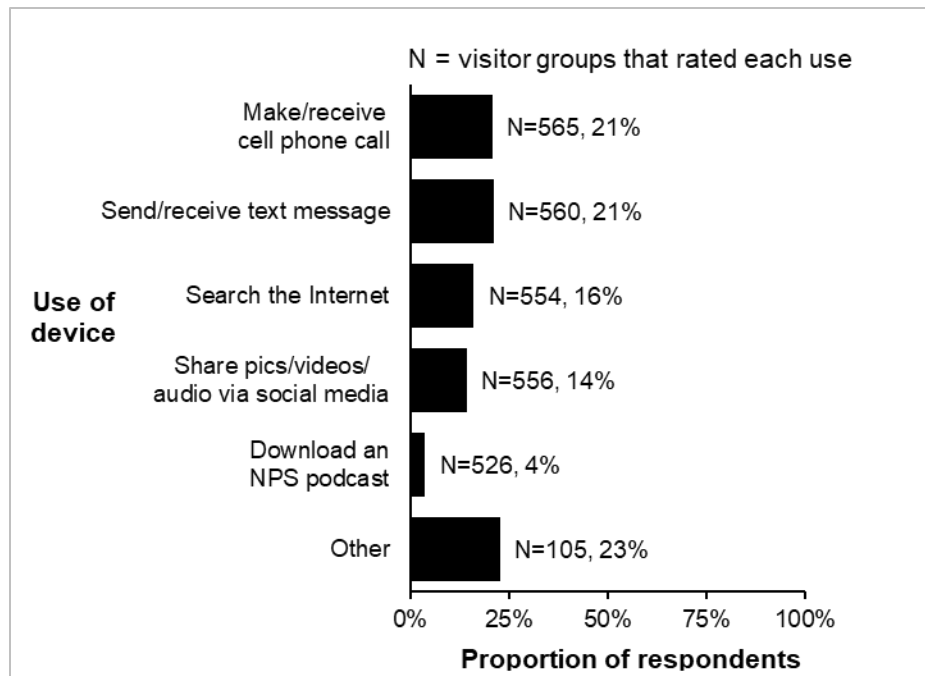


Figure 78. Importance of using personal electronic devices.

Quality of service required to use personal electronic devices

Question 17

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

Rating choices:

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

Results (Figure 79)

- Figure 79 shows the combined proportions of “very good” and “good” ratings for quality of service required to use a personal electronic device.
- The uses that received the highest combined proportions of “very good” and “good ratings for quality of service required were:
 - 15% Make/receive cell phone call
 - 15% Send/receive text message
- Of those who responded “Other” (N = 134), uses included:
 - “Navigation”
 - “E-mail”

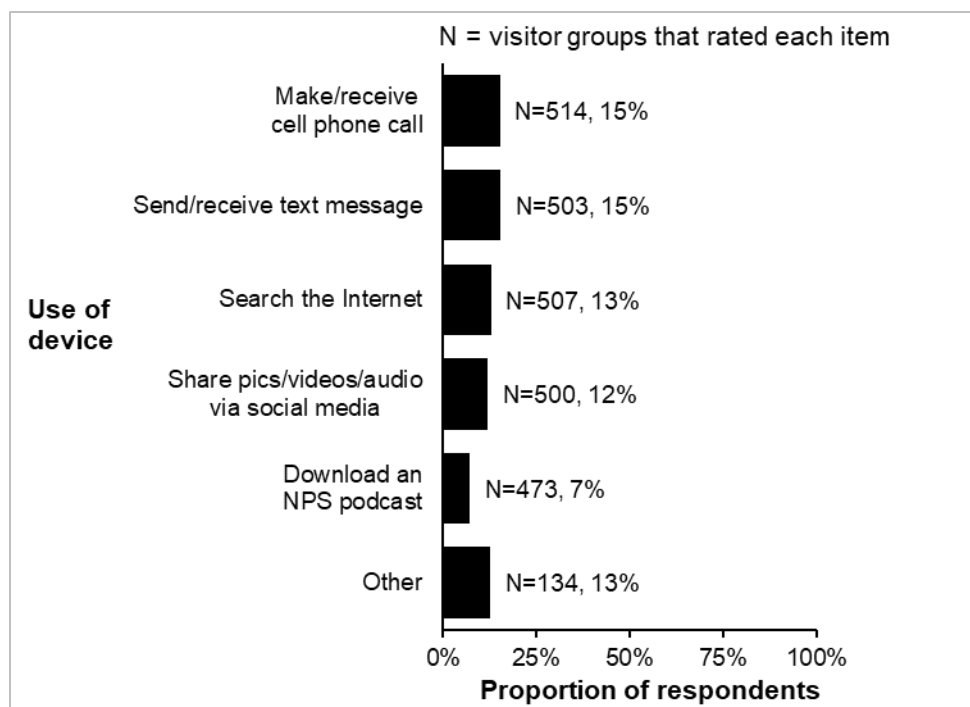


Figure 79. Quality of service required to use personal electronic devices.

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

Question 17

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

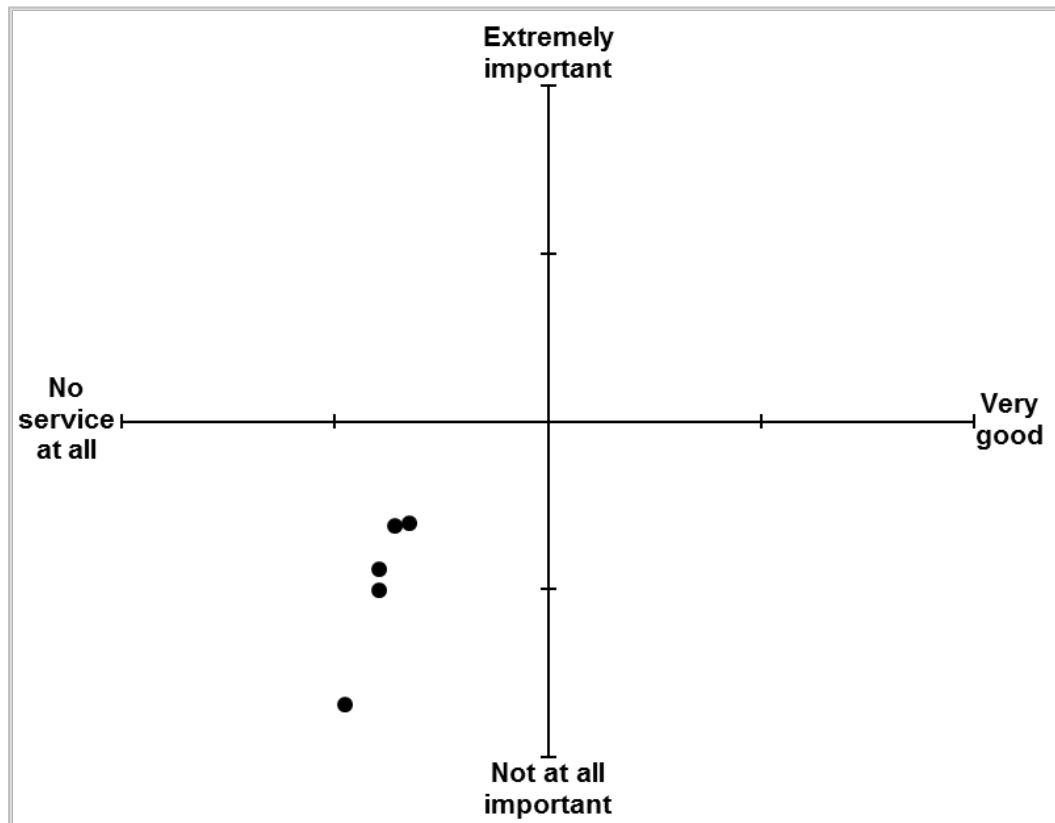


Figure 80. Mean scores for importance and quality ratings for use of personal electronic devices.

Safety

Question 22

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

Glacier NP is a safe place to visit.

Results (Figure 81)

- 50% of visitor groups agreed that Glacier NP is a safe place to visit.
- 45% of visitor groups strongly agreed with this statement.

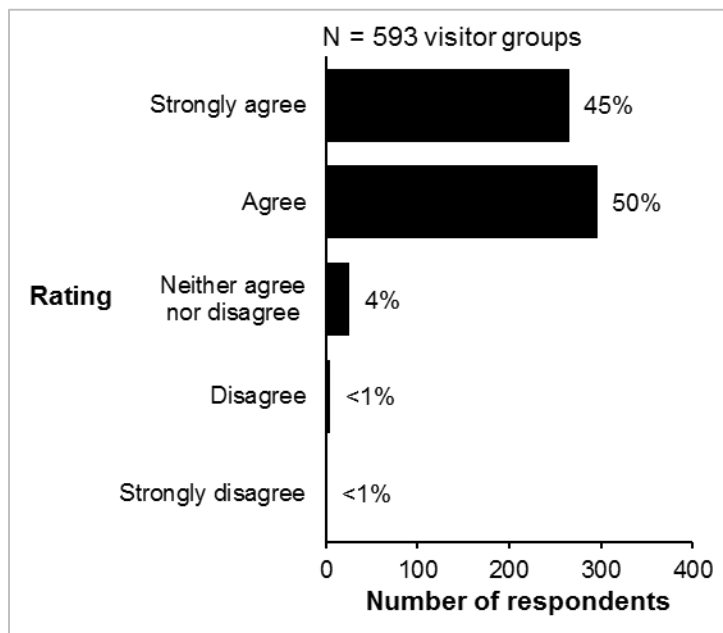


Figure 81. Extent of agreement/disagreement with statement on safety of Glacier NP.

Crowding

Question 22

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

Glacier NP is too crowded.

Results (Figure 82)

- 32% of visitor groups agreed that Glacier NP is too crowded.
- 28% of visitor group neither agreed or disagreed with this statement.

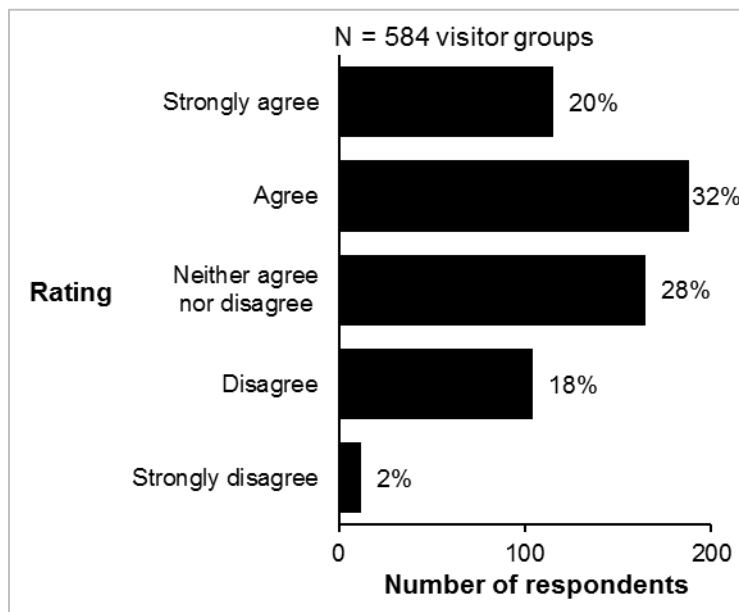


Figure 82. Extent of agreement/disagreement with statement on crowding in Glacier NP.

Condition of natural resources

Question 22

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

Natural resources in Glacier NP are in pristine condition.

Results (Figure 83)

- 51% of visitor groups agreed that natural resources in Glacier NP are in pristine condition.
- 34% of visitor groups strongly agree with this statement.

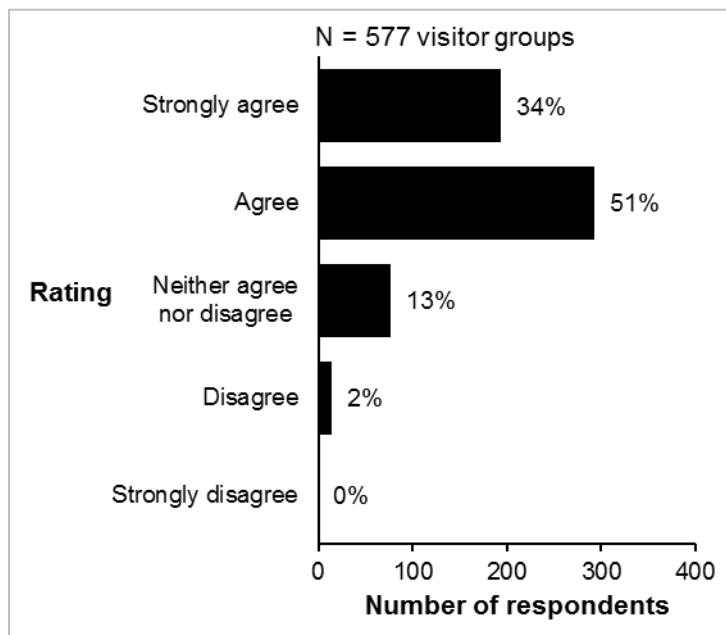


Figure 83. Extent of agreement/disagreement with statement on condition of natural resources in Glacier NP.

Entrance fee

Question 22

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

The entrance fee for Glacier NP is too high.

Results (Figure 84)

- 35% of visitor groups disagreed that the entrance fee for Glacier NP is too high.
- 30% of visitor groups neither agreed or disagreed with this statement.

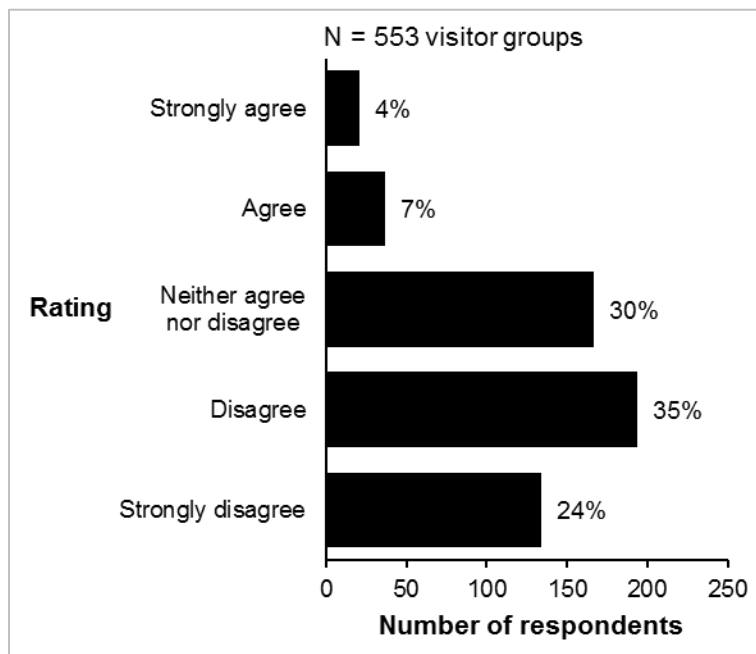


Figure 84. Extent of agreement/disagreement with statement on entrance fee for Glacier NP.

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 NP.

Results (Figure 85)

- 52% of visitor groups agreed that vandalism and crime are not a problem at Glacier NP.
- 22% of visitor groups strongly agreed with this statement.

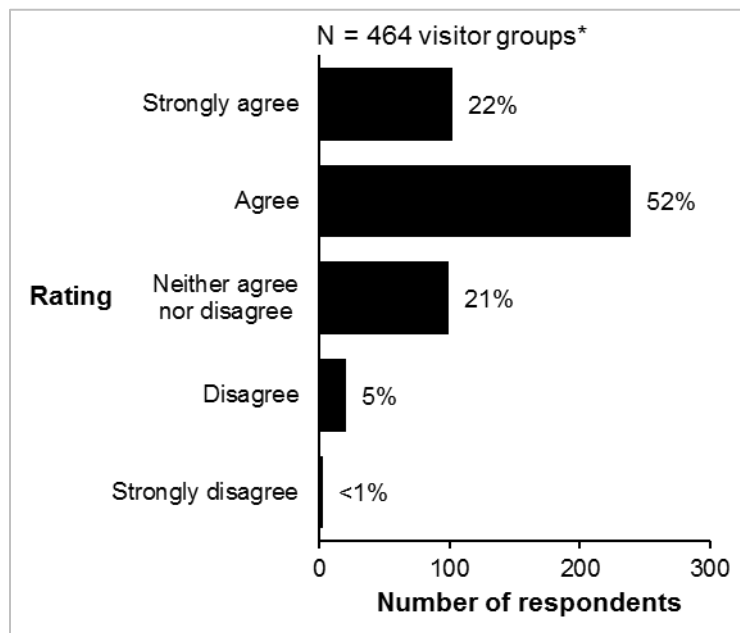


Figure 85. Extent of agreement/disagreement with statement on vandalism and crime in Glacier NP.

Accessibility

Question 22

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

Glacier NP is not accessible to persons with physical disabilities.

Results (Figure 86)

- 42% of visitor groups neither agreed or disagreed that Glacier NP is not accessible to persons with physical disabilities.
- 37% of visitor groups disagreed with this statement.

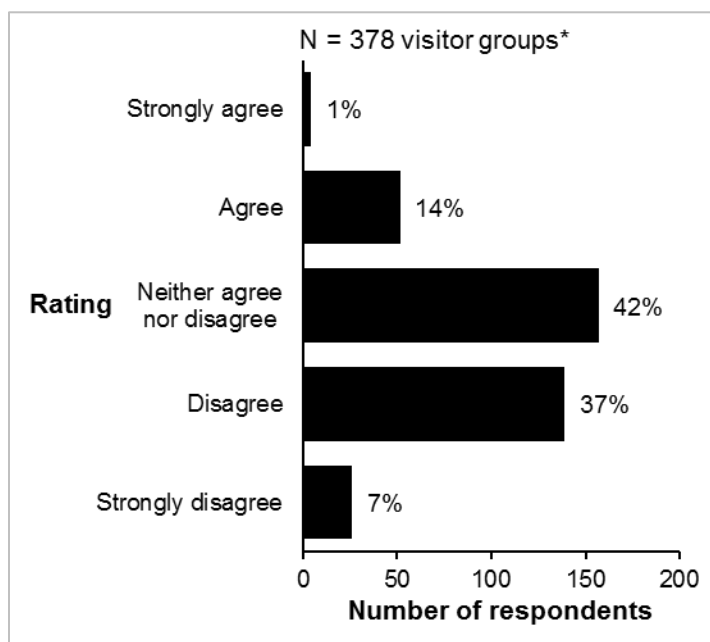


Figure 86. Extent of agreement/disagreement with statement on accessibility of Glacier NP.

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 NP are well maintained/preserved.

Results (Figure 87)

- 64% of visitor groups agreed that historical and cultural features in Glacier NP are well maintained/preserved.
- 21% of visitor groups strongly agreed with this statement.

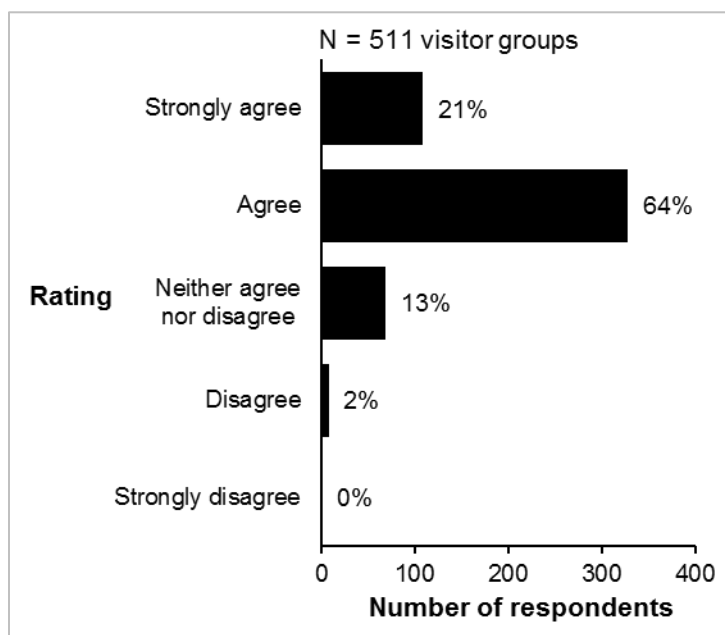


Figure 87. Extent of agreement/disagreement with statement on condition of historical and cultural features in Glacier NP.

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 NP.

Results (Figure 88)

- 40% of visitor groups disagreed that development of adjacent areas detracts from visitors' experiences at Glacier NP.
- 34% of visitor groups neither agreed or disagreed with this statement.

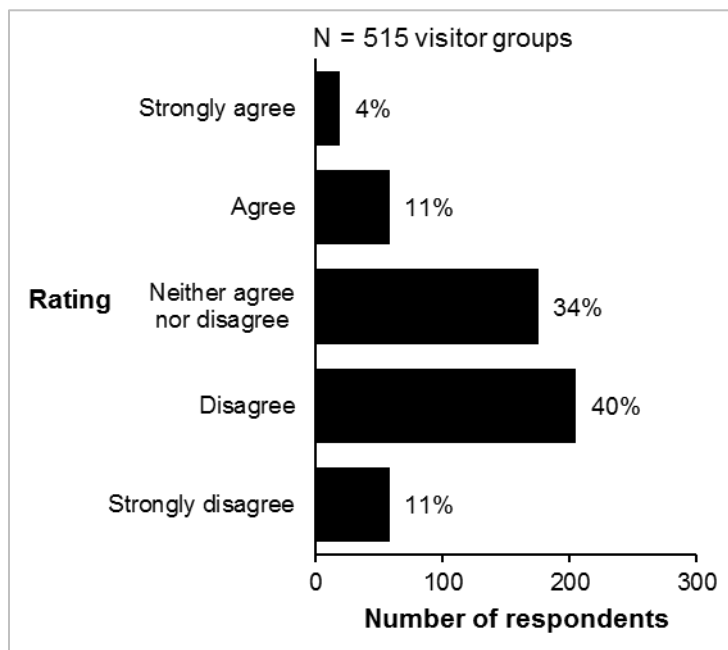


Figure 88. Extent of agreement/disagreement with statement on development of adjacent areas near Glacier NP.

Quality of facilities, services, and recreational opportunities

Question 22

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

Rating choices:

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

Results (Figure 89)

- Figure 89 shows the combined proportions of “very good” and “good” ratings for facilities, services, and recreational opportunities.
- The facilities, services, and recreational opportunities that received the highest combined proportions of “very good” and “good” ratings were:
 - 95% Outdoor recreation
 - 92% Visitor Center
 - 92% Assistance from park employees
 - 91% Ranger programs
- The facilities, services, and recreational opportunities that received the lowest combined proportions of “very good and “good” ratings were:
 - 84% Campground and/or picnic areas
 - 74% Restrooms
 - 69% Commercial services in the park

Figure 90 through Figure 101 show ratings for each facility, program, or recreational opportunity.

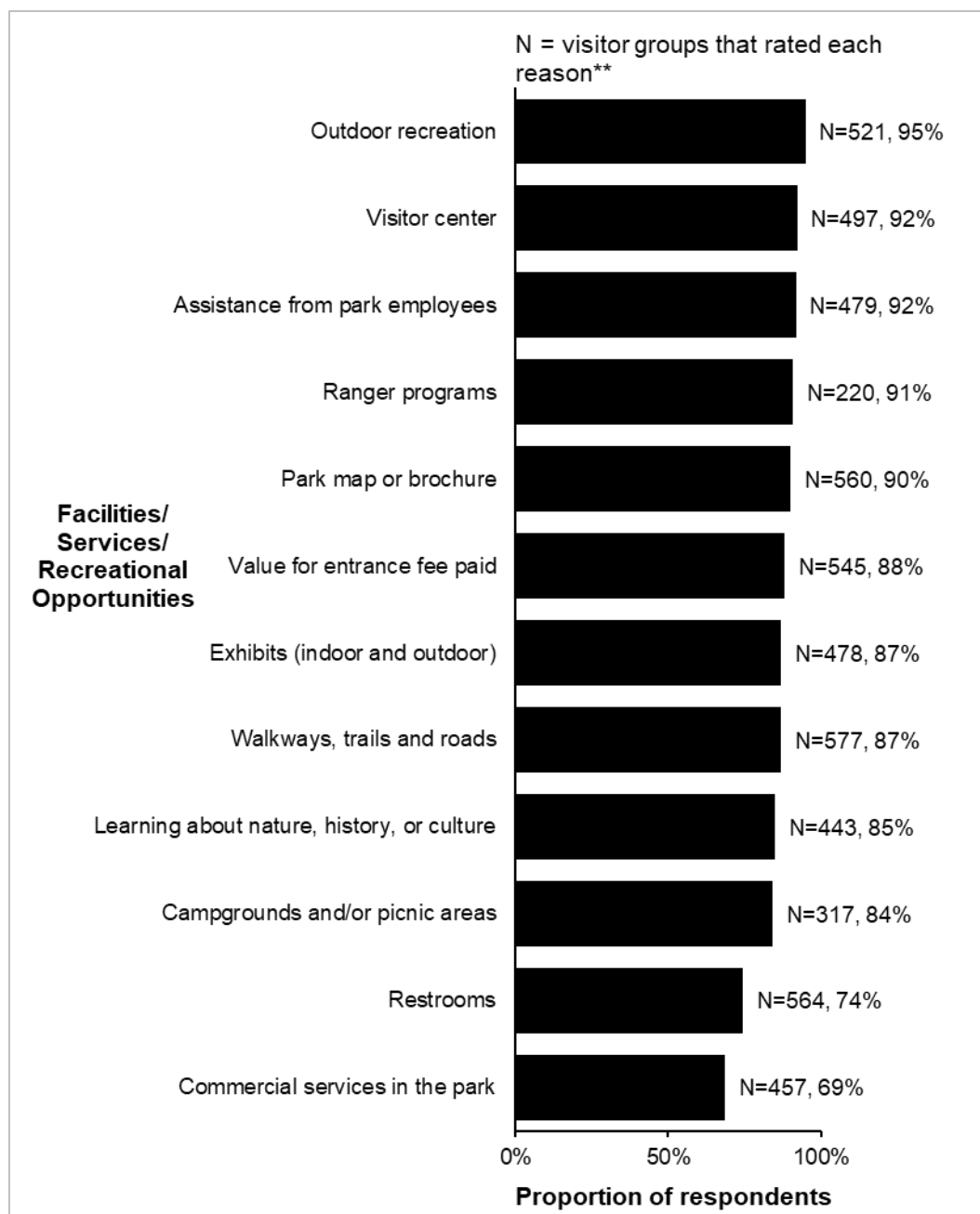


Figure 89. Quality of facilities, services, and recreational opportunities.

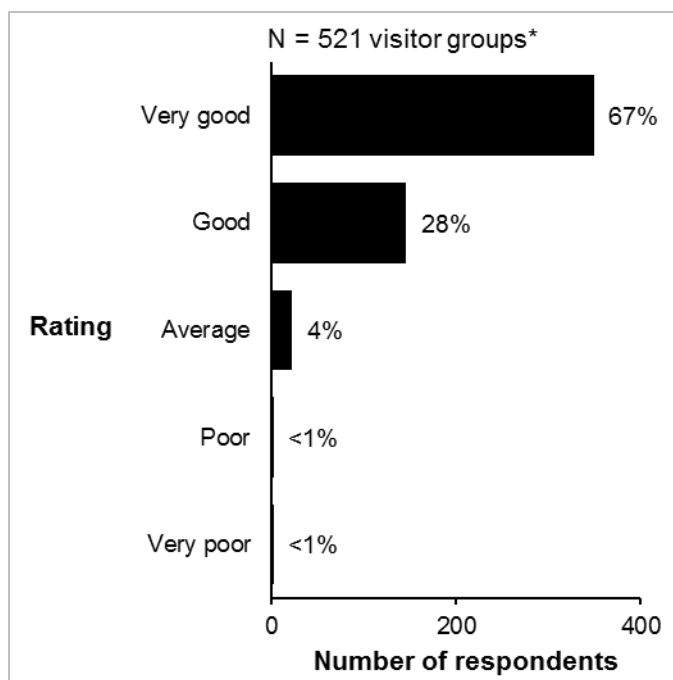


Figure 90. Quality of outdoor recreation.

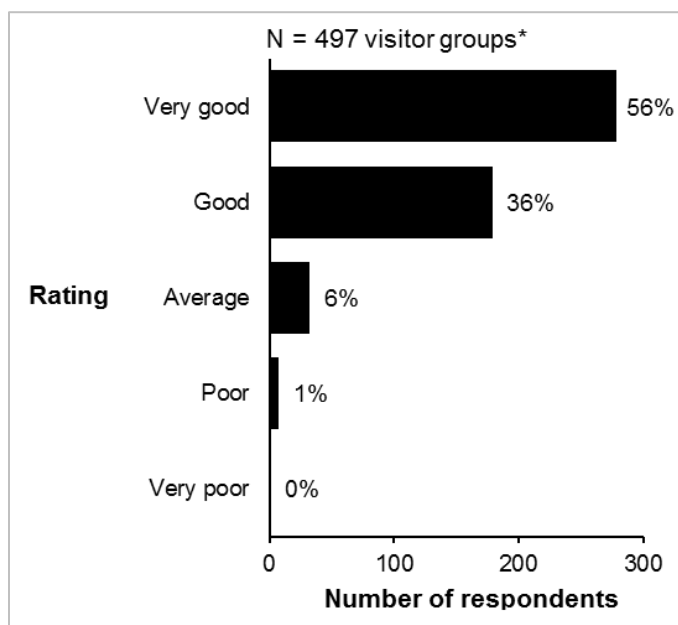


Figure 91. Quality of Visitor Center.

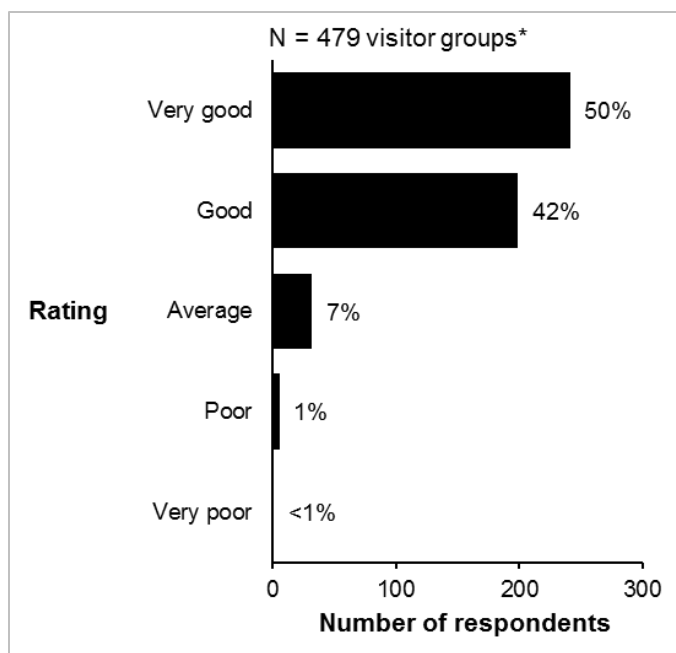


Figure 92. Quality of assistance from park employees.

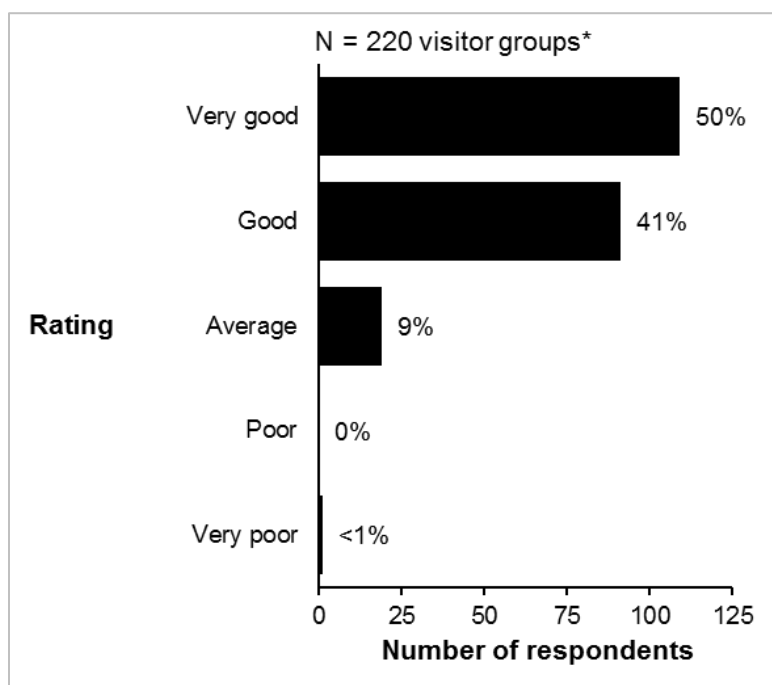


Figure 93. Quality of ranger programs.

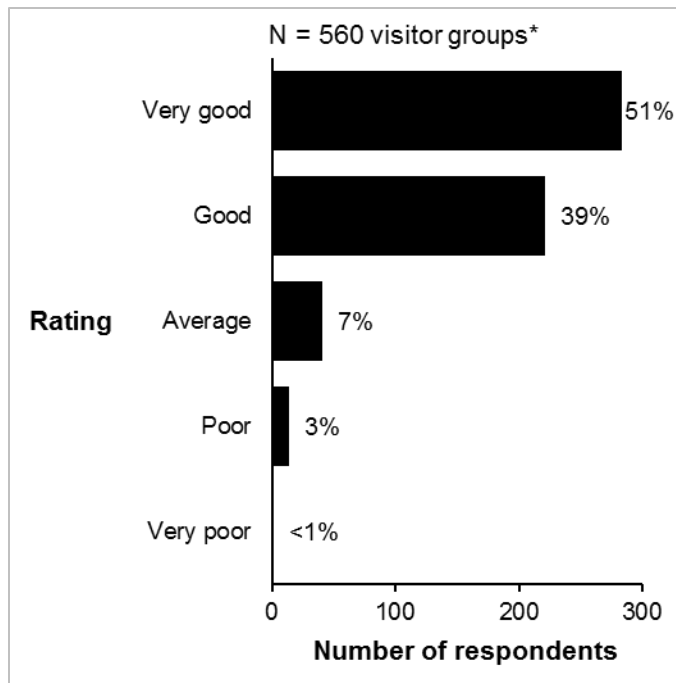


Figure 94. Quality of park map or brochure

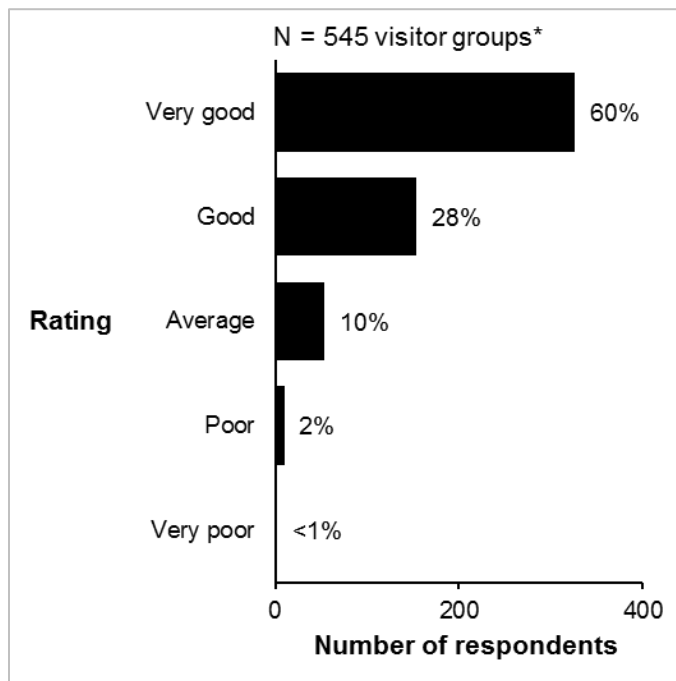


Figure 95. Quality of value for entrance fee paid.

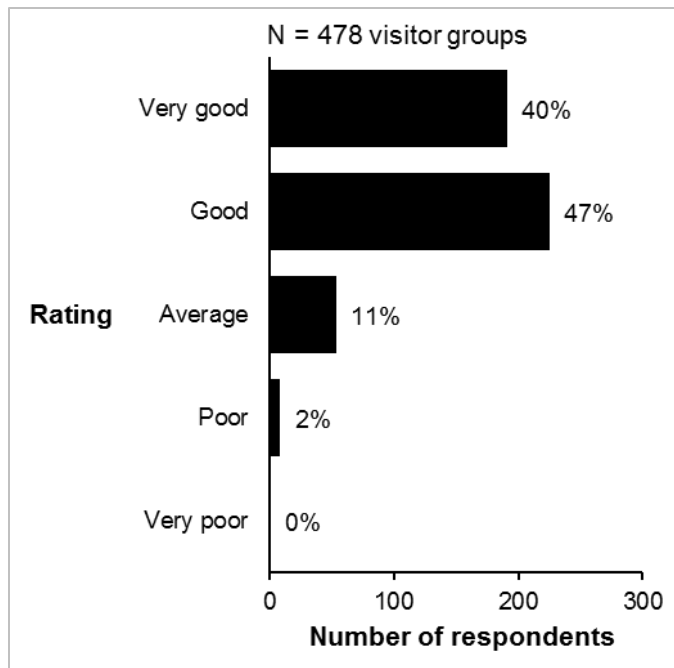


Figure 96. Quality exhibits (indoor and outdoor)

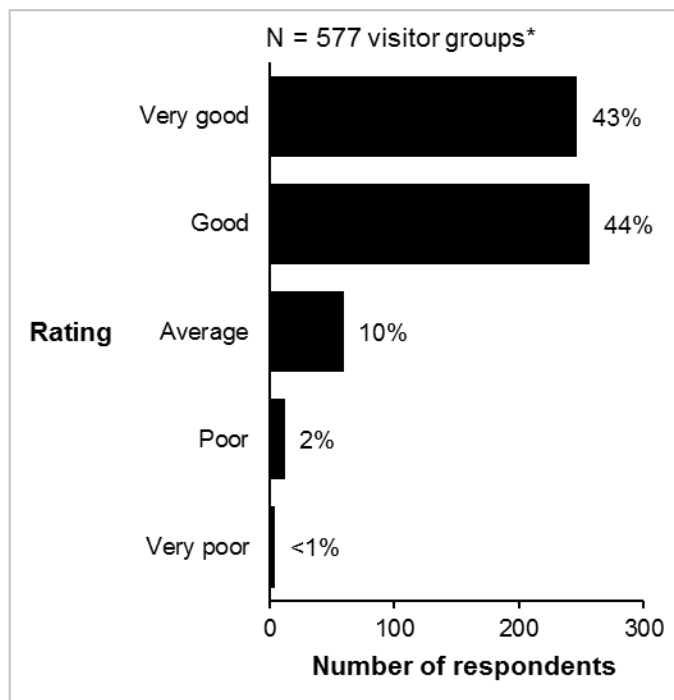


Figure 97. Quality of walkways, trails and roads.

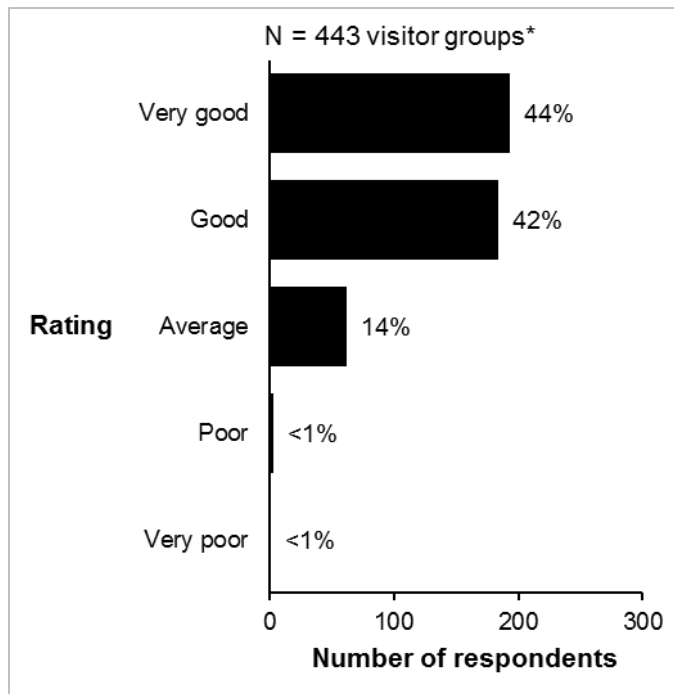


Figure 98. Quality of learning about history, nature or culture.

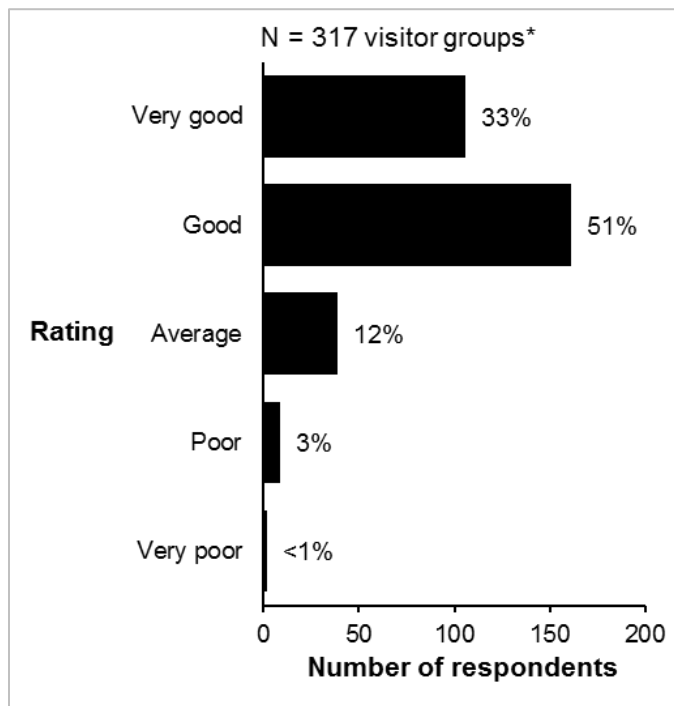


Figure 99. Quality of campgrounds and/or picnic areas.

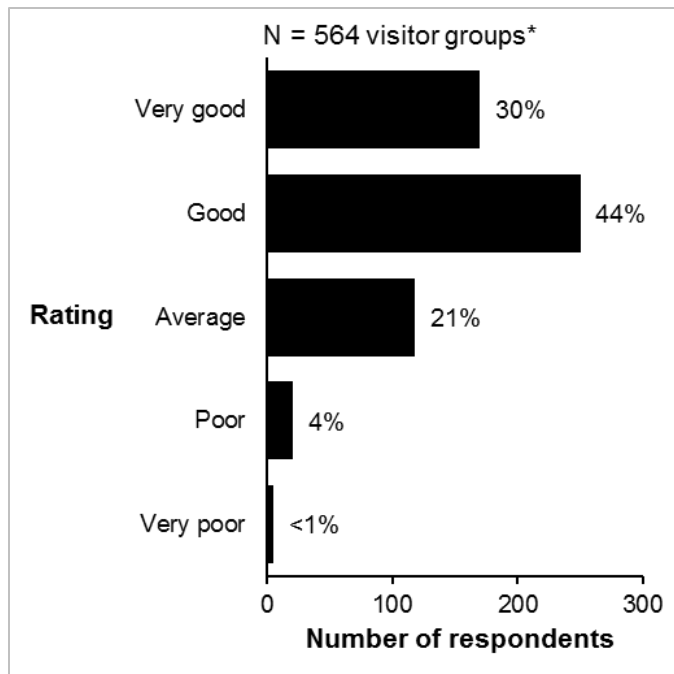


Figure 100. Quality of restrooms.

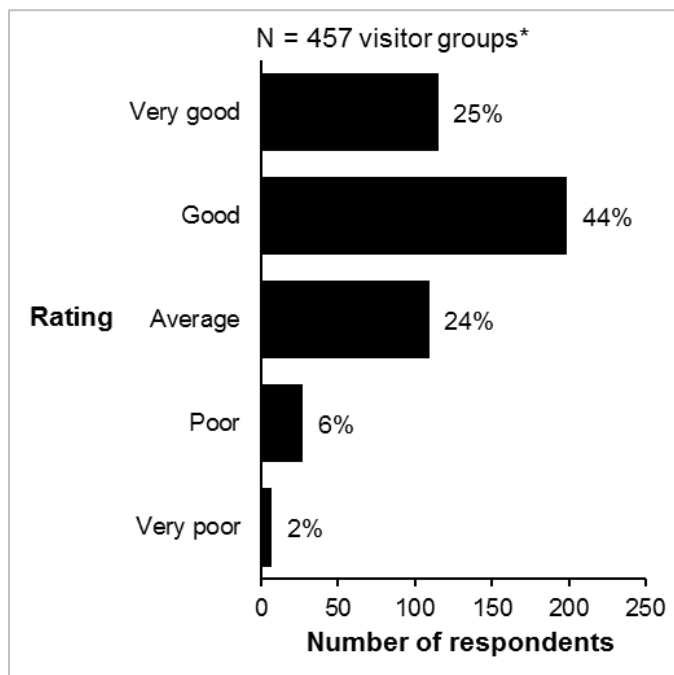


Figure 101. Quality of commercial services in the park.

Services used

Question 23

Please specify services used.

Results (Table 22)

- Table 22 shows the services used by visitor groups. The most frequently mentioned services were:
 - “Food” (mentioned 88 times)
 - “Gifts” (mentioned 65 times)

Table 22. Services used. N = 319 comments. Some visitor groups may have made more than one comment.

Service	Frequency of times mentioned
Food	88
Gifts	65
Hotel/lodging	28
Boat service	18
Maps	15
Visitor Center	15
Restrooms	13
Ranger assistance	12
Campgrounds	11
Shuttle service	10
Brochure	5
Trails	4
None	2
Other comments	33

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 NP?

Results (Figure 102)

- 44% of visitor groups rated the quality of facilities, services, and recreational opportunities overall as “good”.
- 25% of visitor groups gave an overall rating of “very good”.

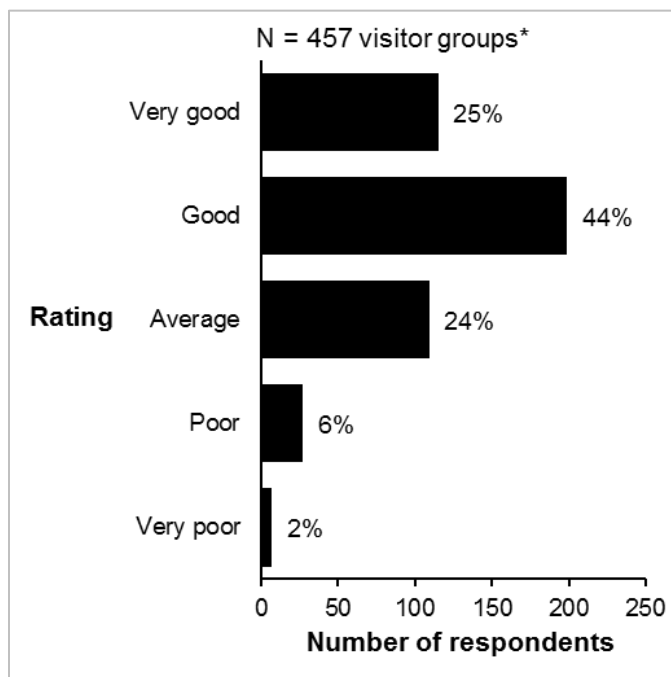


Figure 102. Overall rating of facilities, services, and recreational opportunities.

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 23)

- Table 23 shows what visitor groups believed the national significance of Glacier NP to be. The items most frequently mentioned were:
 - “Preservation” (mentioned 159 times)
 - “Beauty” (mentioned 113 times)
 - “Glaciers” (mentioned 102 times)

Table 23. Opinions of national significance of park. N = 842 comments. Some visitor groups may have made more than one comment.

Significance	Frequency of times mentioned
Preservation	159
Beauty	113
Glaciers	102
Nature	72
Unique landscape	65
Wildlife	48
Scenery	40
American values	31
History	25
Geology	22
International Peace Park	22
Available for everyone	21
Native American culture	21
Climate change	19
Not sure	13
Hiking and camping	12
Accessible	11

Table 23 (continued). Opinions of national significance of park. N = 842 comments. Some visitor groups may have made more than one comment.

Significance	Frequency of times mentioned
Going-to-the-Sun Road	5
Other	41

Visitor Comments

Additional comments

Question 41

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

Results (Table 24)

- Table 24 shows additional comments from visitor groups. Most of the comments were general and positive:
 - “Enjoyed visit” (mentioned 41 times)
 - “Thanks” (mentioned 24 times)
 - “Beautiful place” (mentioned 22 times)
- The most frequently mentioned comment about park policies and management was:
 - “Needs comprehensive shuttle system” (mentioned 27 times)

Table 24. Additional comments about facilities, services, or recreational opportunities, N = 296 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
Personnel	Rangers/staff are friendly/helpful	12
	Great experience with Rangers	2
	Excellent Ranger presence on trails	2
Policies/Management	Need comprehensive shuttle system	27
	Need reservations for campgrounds	5
	Need bike lanes	4
	Install cell towers for emergency use	4
	Cyclists are dangerous and/or annoying	4
	Limit cars on Going-to-the-Sun Road	4
	Expensive to visit	3
	Keep drones and helicopters out of park	3

Table 24 (continued). Additional comments about facilities, services, or recreational opportunities, N = 296 comments. Some visitor groups may have made more than one comment.

Category	Comment	Frequency of times mentioned
Interpretive and Information Services	Need more signage on trails	7
	Promote Ranger programs in advance	1
Facilities and Maintenance	Improve parking	11
	Some roads could be repaved	10
	Well maintained	8
	Improve quality of commercial services	6
	Need more campsites	5
	Could install pay showers	4
	Better restrooms maintenance	3
	Not enough handicap access	2
	Need dishwashing sinks	2
	Restrooms clean	2
	Need more restrooms	2
	Control weed infestations	2
General Comments	Enjoyed visit	41
	Thanks	24
	Beautiful place	22
	Love Glacier NP	17
	Too crowded	15
	Will return	12
	Keep up the good work	9
	Has remained the same for a long time	2

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Appendix 1. Descriptive Statistics

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

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

Question Number	Description	N	Mean	Median	Standard Deviation
Q01	Number of adults in group	595	2.69	2	1.73
Q01	Number of children in group	182	2.08	2	1.25
Q01	Group size	596	3.32	2	2.28
Q03	Number of people per vehicle	354	2.92	2	1.38
Q04	Number of hours traveled to get from home to park	560	49.71	10	445.15
Q04	Number of miles traveled to get from home to park	530	1365.33	1115	1503.99
Q06	Number of days entering/reentering the park	583	3.26	3	2.72
Q07	Number of hours in the park	215	7.36	6	3.96
Q07	Number of days in the park	390	5.65	4	10.95
Q10	Importance to visit at NPS site	558	2.52 ³	2	1.28
Q10	Importance to spend time with friends/family	582	1.8	1	1.11
Q10	Importance to view wildlife or natural scenery	590	1.4	1	0.64
Q10	Importance to get physical exercise	578	2.56	3	1.19
Q10	Importance to relax	582	2.16	2	1.05
Q10	Importance to learn more about American history and culture	574	3.13	3	1.21
Q10	Importance to learn more about nature	577	2.54	2	1.11
Q10	Importance to attend a special event	491	4.65	5	0.93
Q10	Importance to hear the sounds of nature/quiet	571	2.38	2	1.17
Q10	Importance to experience solitude	562	2.9	3	1.33
Q10	Importance to be outdoors	587	1.61	1	0.79
Q10	Importance to view dark night sky/stars	558	3.27	3	1.39

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

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

Question Number	Description	N	Mean	Median	Standard Deviation
Q10	Importance of "other"	88	2.86	2	1.85
Q17	Importance of being able to use personal electronic devices to make/receive cell phone call	564	3.62 ⁴	4	1.3
Q17	Importance of being able to use personal electronic devices to send/receive text message	559	3.6	4	1.29
Q17	Importance of being able to use personal electronic devices to search the internet	553	3.87	4	1.29
Q17	Importance of being able to use personal electronic devices to share pics/videos/audio via social media	555	4.05	5	1.23
Q17	Importance of being able to use personal electronic devices to download an NPS podcast	525	4.69	5	0.76
Q17	Importance of being able to use personal electronic devices to "other"	104	4.09	5	1.59
Q17	Quality of being able to use personal electronic devices to make/receive cell phone call	410	3.72 ⁵	4	1.24
Q17	Quality of being able to use personal electronic devices to send/receive text message	390	3.65	4	1.23
Q17	Quality of being able to use personal electronic devices to search the internet	362	3.79	4	1.24
Q17	Quality of being able to use personal electronic devices to share pics/videos/audio via social media	320	3.79	4	1.24
Q17	Quality of being able to use personal electronic devices to download an NPS podcast	186	3.95	5	1.31
Q17	Quality of being able to use personal electronic devices to "other"	41	3.17	3	1.6
Q22	Glacier NP is a safe place to visit	592	1.62 ⁶	2	0.63

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=No Service at All.

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

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

Question Number	Description	N	Mean	Median	Standard Deviation
Q22	Glacier NP is too crowded	583	2.5	2	1.06
Q22	Natural resources in Glacier NP are in pristine condition	576	1.85	2	0.74
Q22	The entrance fee for Glacier NP is too high	552	3.69	4	1.03
Q22	Vandalism and crime are not a problem in Glacier NP	464	2.1	2	0.81
Q22	Glacier NP is not accessible to persons with physical disabilities	378	3.35	3	0.84
Q22	Historic and cultural features in Glacier NP are well maintained/preserved	510	1.95	2	0.64
Q22	Development of adjacent areas detracts from visitors' experiences at Glacier NP	514	3.44	4	0.96
Q23	Quality of visitor center	497	1.53 ⁷	1	0.68
Q23	Quality of exhibits	478	1.75	2	0.72
Q23	Quality of restrooms	563	2.01	2	0.86
Q23	Quality of walkways, trails, and roads	576	1.74	2	0.78
Q23	Quality of campgrounds and/or picnic areas	316	1.87	2	0.78
Q23	Quality of assistance from park employees	479	1.59	1	0.69
Q23	Quality of park map or brochure	559	1.62	1	0.74
Q23	Quality of ranger programs	220	1.6	2	0.68
Q23	Quality of value for entrance fee paid	544	1.55	1	0.77
Q23	Quality of commercial services in the park	457	2.15	2	0.92
Q23	Quality of learning about nature, history, or culture	442	1.73	2	0.74
Q23	Quality of outdoor recreation	520	1.39	1	0.63
Q24	Quality of the park overall	585	1.48	1	0.6
Q27	Nights backcountry camping in Glacier NP	16	2.06	2	0.77
Q27	Nights camping in Glacier NP	102	4.49	3.5	3.07
Q27	Nights camping outside Glacier NP	109	4.29	3	5.55

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

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

Question Number	Description	N	Mean	Median	Standard Deviation
Q27	Nights lodging in Glacier NP	70	3.84	2	5.3
Q27	Nights lodging outside Glacier NP	276	3.36	3	2.3
Q27	Nights in other accommodations	34	7.65	3	16.09
Q27	Total nights in overnight accommodations	477	5.04	4	7.25
Q30	Total length of package tour	38	5.05	1	14.61
Q30	Total cost per person of package tour	33	669.39	70	1502.6
Q30	Total number of people on the package tour	34	4.09	3	3.89
Q31	Expenditures on park entrance fee	266	42.96	30	38.21
Q31	Expenditures on gas and oil	472	166.23	63.5	1165.7
Q31	Expenditures on rental cars	122	538.8	445	457.67
Q31	Expenditures on taxis, shuttles, and public transportation	16	245.13	50	405.88
Q31	Expenditures on restaurants and bars	421	227.07	150	238.4
Q31	Expenditures on groceries and convenience foods	375	113.8	50	149.4
Q31	Expenditures on hotels, motels, resorts	242	590.34	350	633.77
Q31	Expenditures on specialty lodging	79	1052.66	812	998.93
Q31	Expenditures on camping fees	177	190.86	100	332.67
Q31	Expenditures on recreation and entertainment expenses	55	222.38	142	283.76
Q31	Expenditures on souvenirs, clothing, supplies, other retail	358	124.77	80	156.6
Q31	Expenditures on equipment rental	58	107.34	65	128.23
Q31	Expenditures on guides and tours	85	171.2	100	184.72
Q31	Expenditures on other	35	548.04	180	766.58
Q31	Total expenditures in park and nearby area	523	1251.38	700	1798.38
Q32	Expenditures outside the area	222	1611.18	800	2687.34
Q33	Adults covered by expenses	527	2.62	2	1.69
Q33	Children covered by expenses	166	2.17	2	1.62
Q33	Visitors covered by expenses	527	3.31	2	2.42

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

Question Number	Description	N	Mean	Median	Standard Deviation
Q33	Visitors who split expenses	424	2.4	2	1.87
Q34	Current age: respondent	585	53.47	56	14.86
Q34	Glacier NP visits past 12 months: respondent	576	2.01	1	5.11
Q34	NPS site visits past 12 months: respondent	532	2.80	2	3.97
Q34	Current age: all group members	1771	44.50	50	21.29
Q34	Glacier NP visits past 12 months: all group members	1705	1.72	1	3.67
Q34	NPS site visits past 12 months: all group members	1381	2.55	2	3.60

Appendix 2. The Questionnaire



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

Glacier National Park

Visitor Study



2016

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

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



United States Department of the Interior

NATIONAL PARK SERVICE

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



Summer, 2016

Dear National Park Visitor:

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

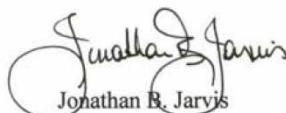
This questionnaire is only being given to a select number of visitors, so your participation is very important. It should take about 20 minutes to complete after your visit.

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

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

We appreciate your help.

Sincerely,


Jonathan B. Jarvis
Director

RETURN PROCEDURE

At the end of your visit:

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

Like this:  Not like this:    

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

DIRECTIONS

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

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

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

A. Trip Description

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

_____ Number of adults (18 years or older)

_____ Number of children (under 18 years)

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

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

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

_____ Number of days entering or re-entering Glacier NP

OR

☐ Don't know/Not sure

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

_____ Number of hours, if a day trip

_____ Number of days, if greater than 1 day

B. Trip Planning and Motivations

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

- ☐ Did not obtain information prior to this visit
- ☐ Previous visits
- ☐ Friends/relatives/word of mouth
- ☐ Inquiry to park via phone, mail, or email
- ☐ Glacier NP website (nps.gov/glac)
- ☐ 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 NP you needed on this trip?
Please mark (●) **one**.
- ☐ Yes
- ☐ No (Please specify information you needed but didn't have on this trip.)

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

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

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

C. Park Activities, Programs, and Services

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

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

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

 - ☐ No

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

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

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

☐ Yes

☐ No → **Go to Question 19**

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

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

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

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

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

☐ Other (Please specify) _____

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

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

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

- ☐ Yes
- ☐ Not entirely (Please explain)

- ☐ Not at all (Please explain)

D. Park Management

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

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

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

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

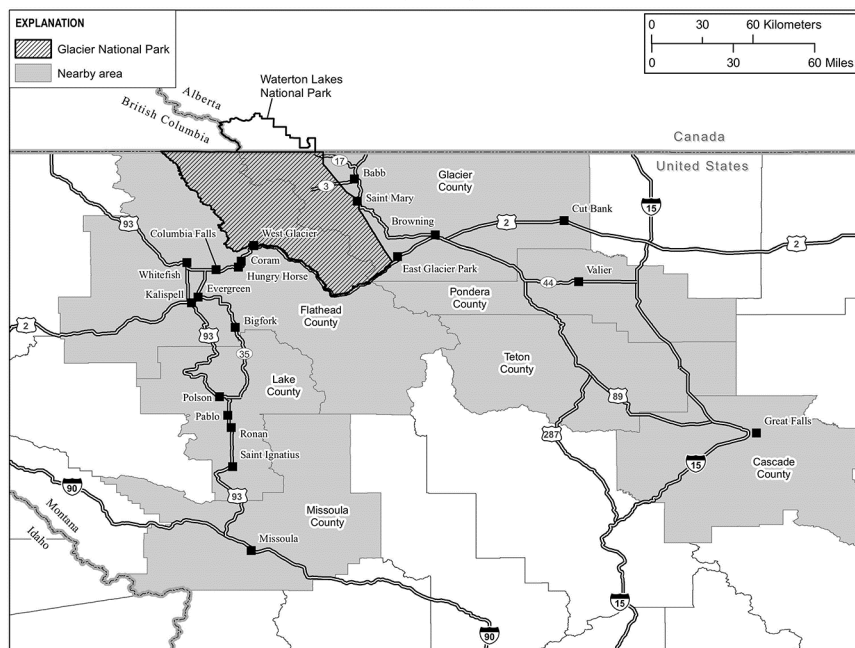
24. Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Glacier NP? Please mark (●) **one**.

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

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

E. Expenditures

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



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

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

☐ Yes
☐ No → **Go to Question 28**

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

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

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

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

29. Did you visit any other National Park Service sites on your trip away from home? Please mark (●) **one**.
- ☐ Yes (Please specify)
- _____
- _____
- _____
- ☐ No
30. a) Did you or anyone in your personal group purchase any package tours that included at least some meals, some lodging, and/or some transportation while on this trip?
- ☐ Yes
- ☐ No → **Go to Question 31**
- b) What was the total length of your package tour(s)? #_____days
- c) What was the total cost per person for the package tour(s)?
- \$_____per person
- d) How many people in your personal group were on the package tour(s)?
- #_____people

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

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

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

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

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

Expenses	Amount spent in Glacier NP 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 (e.g., bicycles, boats, fishing gear, etc.)	\$ _____
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

34. As you know, some of the costs of travel such as gasoline, hotels, rental cars, and airline tickets often increase. If your share of the total trip costs were to increase, what is the maximum extra amount you personally would be willing to pay for this most recent trip to Glacier NP? Please mark (●) **one**.
- ☐ \$0
 - ☐ \$5
 - ☐ \$15
 - ☐ \$30
 - ☐ \$50
 - ☐ \$75
 - ☐ \$100
 - ☐ \$150
 - ☐ \$200
 - ☐ \$250
 - ☐ \$350
 - ☐ \$500
 - ☐ \$750
 - ☐ \$1,000
 - ☐ \$1,500
 - ☐ \$2,000

F. Background

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

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

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

Additional members of your personal group

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

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

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

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

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

39. 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

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

_____ Number of people

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

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

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

Thank you for your help!

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

SURVEY ID NUMBER:



Appendix 3. The Thank You/Reminder Postcard

Postcard mailed to respondents with United States addresses



Dear National Park Visitor,

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

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

Jonathan B. Jarvis
Director, National Park Service

Postcard mailed to respondents with international addresses



Dear National Park Visitor,

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

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

Thank you,

The National Park Service

Appendix 4. The Replacement Mailing Cover Letter



UNITED STATES DEPARTMENT OF THE INTERIOR

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



Dear [Name],

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

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

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

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

Sincerely,

Jonathan B. Jarvis
Director
National Park Service

Appendix 5. Detailed Sampling Procedures

Site Schematics

As noted, the SEM visitor survey was administered at four locations in Glacier NP. A specific survey administration point was identified at each sampling location, based on analysis of aerial site photos and onsite scoping. The survey administration point for each location was denoted with a yellow star in a site schematic provided to the survey administrator assigned to the site (Figure 103 through Figure 106). A red line was used in each site schematic to denote the boundary or point at which visitor groups traveling in vehicles along park roads 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 in vehicles were intercepted.

Timed-Interval Sampling Procedures

At all four sampling locations, visitor groups were sampled using a timed-interval approach (i.e., attempt to sample one visitor group every N minutes of the sampling day, where N is the time interval); interval times were designed in advance of onsite administration to ensure that there was a sufficient number of questionnaires to administer to visitor groups during all hours of each sampling day and each day of the sampling period. The timed-interval approach involved having the survey administrator intercept the first vehicle to enter the survey area at the start of the sampling period. Each day, traffic cones and sandwich boards were set up along the roadside by survey administrators before the sample period began to provide advanced notice of the survey to oncoming vehicles. Traffic cones were also set up to denote a pull-over location for intercepted vehicles. During the sample period, survey administrators used hand-held stop/slow signs and large, commanding arm motions to intercept and direct moving vehicles into the pre-identified pull-over location for survey administration.

At the start of the sampling period at each vehicle intercept location, the survey administrator used a hand-held stop/slow sign and large, commanding arm motions to intercept and direct the first approaching vehicle into a pre-identified pull-over location for survey administration. Once the vehicle was safely pulled over and stopped, the survey administrator briefly introduced the study to the driver and asked the visitor group to participate in the survey. If the group agreed to participate, they were handed the mail-back questionnaire packet, asked to complete the address card, and asked to answer the non-response bias questions. 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 intercepted the next vehicle 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 intercept a new vehicle. At the start of the next time interval, the survey administrator intercepted the first vehicle to enter the survey area and asked the visitor group 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 intercepting the next arriving vehicle. Once a visitor 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.

If a tour bus, tour van, or red “Jammer” tour bus entered the study area as the next arriving vehicle at the start of the timed interval, the survey administrator intercepted the tour vehicle entering the study area. In the same manner as other vehicles were intercepted, the survey administrator used a hand-held stop/slow sign and large, commanding arm motions to intercept and direct moving tour buses into the pre-identified pull-over location for survey administration. Once the tour vehicle was safely stopped, the survey administrator briefly introduced the study to the tour vehicle operator and requested permission to administer the survey.

For tour buses, the survey administrator asked for additional permission to board the bus and administer the survey. If given permission, the survey administrator entered the bus, contacted the visitor group seated in the second row behind the tour bus operator on the driver’s side of the bus, and asked them to participate in the survey. If the group agreed to participate, they were handed the mail-back questionnaire packet, asked to complete the address card, and asked to answer the non-response bias questions. 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 single contact with a visitor group, the survey administrator exited the tour bus. If the intercept completed on the tour bus resulted in a refusal, the next vehicle to enter the survey area was intercepted and the study administrator asked them to participate in the survey. The survey administrator continued this process until a visitor group agreed to participate.

For tour vans and red “Jammer” tour buses, the survey administrator asked for additional permission from the operator to administer the survey to a visitor group in the vehicle. If given permission, the survey administrator contacted the visitor group seated in the second row behind the tour vehicle operator on the driver’s side of the vehicle, and asked them to participate in the survey. If the group agreed to participate, they were handed the mail-back questionnaire packet, asked to complete the address card, and asked to answer the non-response bias questions. 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 single contact with a visitor group, the survey administrator let the tour vehicle proceed out of the study area. If the intercept completed on a tour van, or red “Jammer” tour bus resulted in a refusal, the next vehicle to enter the survey area was intercepted and the study administrator asked them to participate in the survey. The survey administrator continued this process until a visitor group agreed to participate.

Occasionally, the survey administrator was unable to stop the next arriving vehicle entering the study area during the timed interval. In these instances, the identified vehicle did not pull over but rather continued driving past the survey intercept location, despite the study administrator’s direction to pull over. These “drive-by refusals” were recorded as refusals without non-response bias questions on the contact log form. After completing a contact with a refusal group, the survey administrator intercepted the next vehicle 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.



Figure 103. St. Mary Entrance sampling location.



Figure 104. Many Glacier Entrance sampling location.

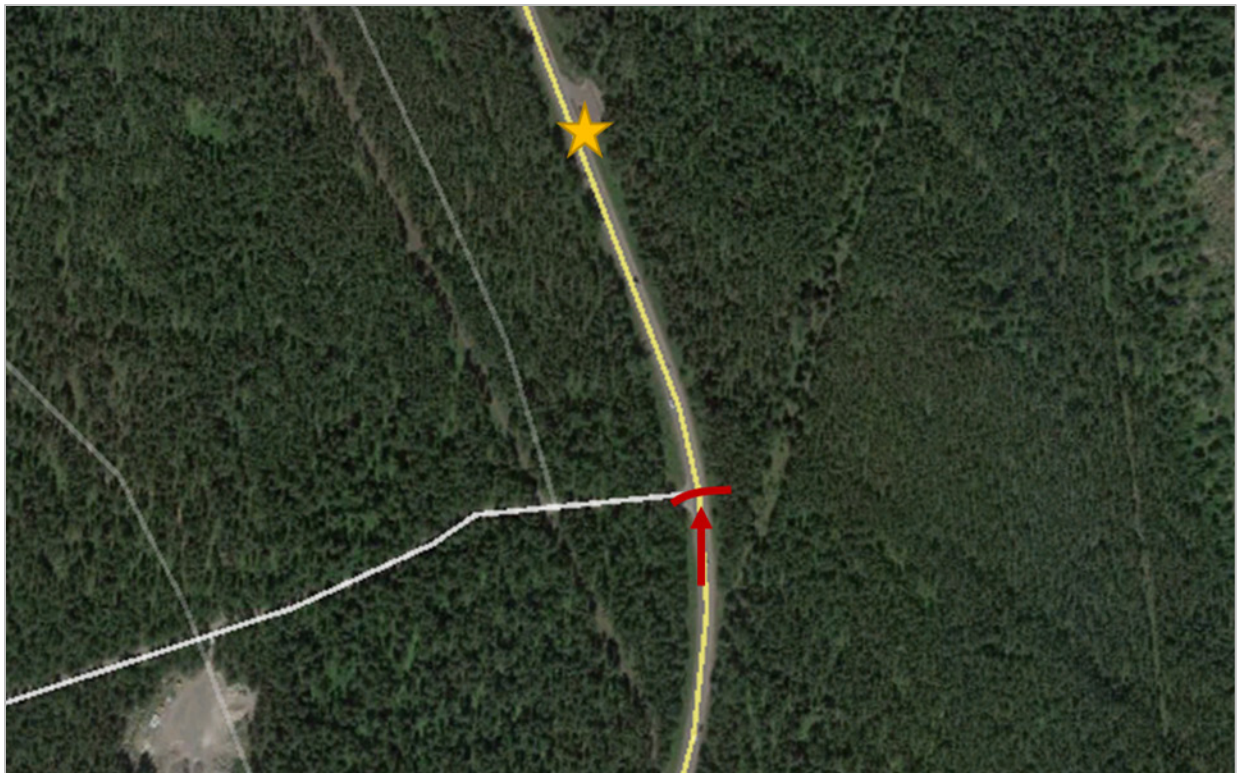


Figure 105. West Entrance sampling location.



Figure 106. Two Medicine Entrance sampling location.

Appendix 6. Non-response Bias Analysis - Effects on Survey Responses due to Number of Adults, Group Type, and Visit Length

This study used answers to five, pre-selected non-response bias questions and three observable characteristics (number of adults, group type and visit length) of contacted visitors to compare respondents with non-respondents and check for non-response bias. Results of a chi-square test for independence with $\alpha = 0.05$ and $p \leq 0.008$ (following Bonferroni correction) suggest that groups who responded to the SEM survey differed significantly from non-respondents, with respect to number of adults ($\chi^2 = 23.935$; $p < 0.001$), group type ($\chi^2 = 27.635$; $p < 0.001$) and visit length ($\chi^2 = 12.556$; $p = 0.006$). Specifically, respondents were more likely than non-respondents to have two adults in their personal group, while non-respondents were more likely to have one or three or more adults in their personal group. Additionally, respondents were more likely than non-respondents to have visited with family, while non-respondents were more likely to have visited alone, with friends, or with family and friends. Finally, respondents were more likely than non-respondents to have visited for one to five hours, while non-respondents were more likely to have visited for six hours or longer.

The potential impact of this non-response bias on the results of the SEM survey was further explored. Specifically, effects due to number of adults, group type and visit length were examined for 69 key questions in the SEM survey that were designed to assess use of information sources for trip planning, motivations for visiting Glacier NP, participation in activities, programs, and services, attitudes toward park management, and satisfaction with park services and facilities (Table 26 through Table 28). A Bonferroni correction was applied to account for the fact that 69 simultaneous statistical tests were conducted with the same data set. The Bonferroni correction minimizes the likelihood of concluding from the results of the statistical tests that there are differences between respondents and non-respondents, when there actually are no differences (i.e., minimizes the probability of making a Type I error). With the Bonferroni correction applied in this analysis, statistical test results with p-values of less than 0.0007 are assumed to be statistically significant. Statistically significant effects of number of adults on survey responses were observed for three of the 69 questions, for one of 69 questions that were assessed for visitor group type, and for 19 out of 69 questions that were assessed for visit length. Statistically significant effects are emphasized with bold text in Table 26 through Table 28

Results of these statistical tests comparing respondents to non-respondents (i.e., non-response bias analysis) suggest that, for a relatively small number of questions in the survey, the survey results may over-represent opinions, evaluations, or behaviors from out-of-state visitor groups. Where statistical differences were found between respondent subgroups, results by subgroup are reported in this Appendix to document the effects of these differences (Figure 107 through Figure 129). The format of these figures is as follows:

1. The figure title describes the graph's information.

2. Listed below the graph, the “N” shows the number of individuals or visitor groups responding to the question for each group. The phrase “**CAUTION!**” is shown on the graph to indicate the results are unreliable due to low sample size ($N < 30$).

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

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

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

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about Glacier NP? Please mark all that apply. (Q8)	Did not obtain information prior to this visit	0 = No 1 = Yes	596	$\chi^2 = 6.936$; $p = 0.074$
	Previous visits	0 = No 1 = Yes	596	$\chi^2 = 11.617$; $p = 0.009$
	Friends/relatives/word of mouth	0 = No 1 = Yes	596	$\chi^2 = 13.383$; $p = 0.004$
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	596	$\chi^2 = 2.244$; $p = 0.523$
	Glacier NP website	0 = No 1 = Yes	596	$\chi^2 = 4.956$; $p = 0.175$
	Other website	0 = No 1 = Yes	596	$\chi^2 = 4.347$; $p = 0.226$
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	596	$\chi^2 = 1.177$; $p = 0.759$
	Maps/brochures	0 = No 1 = Yes	596	$\chi^2 = 6.028$; $p = 0.110$
	Newspaper/magazine articles	0 = No 1 = Yes	596	$\chi^2 = 9.952$; $p = 0.019$
	Other units of the National Park System	0 = No 1 = Yes	596	$\chi^2 = 2.304$; $p = 0.512$
	School class/program	0 = No 1 = Yes	596	$\chi^2 = 10.506$; $p = 0.015$
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	596	$\chi^2 = 4.039$; $p = 0.257$

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

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about Glacier NP? Please mark all that apply. (Q8) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	596	$\chi^2 = 7.101$; $p = 0.069$
	Television/radio programs/DVDs	0 = No 1 = Yes	596	$\chi^2 = 1.540$; $p = 0.673$
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	596	$\chi^2 = 7.797$; $p = 0.050$
How important to you was each of the following reasons for visiting Glacier NP on this trip? Please mark one for each row. (Q10)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	559	$\chi^2 = 9.952$; $p = 0.620$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	583	$\chi^2 = 111.416$; $p < 0.0001$
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	591	$\chi^2 = 13.003$; $p = 0.369$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	579	$\chi^2 = 7.883$; $p = 0.794$
	To relax	1 = "Extremely important" to 5 = "Not at all important"	583	$\chi^2 = 16.828$; $p = 0.156$

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

Question	Response	Response scale	N	Chi-square; p-value
How important to you was each of the following reasons for visiting Glacier NP on this trip? Please mark one for each row. (Q10) (continued)	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	575	$\chi^2 = 11.468$; $p = 0.489$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	578	$\chi^2 = 12.427$; $p = 0.412$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	492	$\chi^2 = 9.219$; $p = 0.684$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	572	$\chi^2 = 10.682$; $p = 0.556$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	563	$\chi^2 36.831$; $p < 0.0001$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	588	$\chi^2 = 19.574$; $p = 0.076$
	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	559	$\chi^2 = 9.128$; $p = 0.692$

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

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within Glacier NP? Please mark all that apply. (Q12)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	595	$\chi^2 = 3.652$; $p = 0.302$
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	595	$\chi^2 = 2.252$; $p = 0.522$
	Visiting a cultural or historic site	0 = No 1 = Yes	595	$\chi^2 = 0.905$; $p = 0.824$
	Nature study	0 = No 1 = Yes	595	$\chi^2 = 3.732$; $p = 0.292$
	Driving for pleasure	0 = No 1 = Yes	595	$\chi^2 = 12.275$; $p = 0.006$
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	595	$\chi^2 = 4.787$; $p = 0.188$
	Day hiking (1 hour or more)	0 = No 1 = Yes	595	$\chi^2 = 3.017$; $p = 0.389$
	Bicycling	0 = No 1 = Yes	595	$\chi^2 = 2.363$; $p = 0.501$
	Running/jogging	0 = No 1 = Yes	595	$\chi^2 = 0.501$; $p = 0.321$
	Fishing	0 = No 1 = Yes	595	$\chi^2 = 11.566$; $p = 0.009$
	Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)	0 = No 1 = Yes	595	$\chi^2 = 2.344$; $p = 0.504$
	Motorized water travel (boating, jet skiing, etc.)	0 = No 1 = Yes	595	$\chi^2 = 2.824$; $p = 0.420$

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

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within Glacier NP? Please mark all that apply. (Q12) (continued)	Camping in developed sites	0 = No 1 = Yes	595	$\chi^2 = 1.171$; $p = 0.760$
	Overnight backpacking	0 = No 1 = Yes	595	$\chi^2 = 2.513$; $p = 0.473$
	Overnighting in resort, cabin, or other accommodations in Glacier NP	0 = No 1 = Yes	595	$\chi^2 = 0.689$; $p = 0.876$
	Family gathering/reunion	0 = No 1 = Yes	595	$\chi^2 = 29.758$; $p < 0.0001$
	Picnicking	0 = No 1 = Yes	595	$\chi^2 = 6.685$; $p = 0.083$
	Waterplay (swimming, snorkeling, scuba diving, etc.)	0 = No 1 = Yes	595	$\chi^2 = 1.681$; $p = 0.641$
	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	595	$\chi^2 = 2.200$; $p = 0.532$
	Rock Climbing	0 = No 1 = Yes	595	$\chi^2 = 4.914$; $p = 0.178$
	Mountaineering	0 = No 1 = Yes	595	$\chi^2 = 0.932$; $p = 0.818$
On this trip, in which of the following programs and services did you personally participate within Glacier NP? (Q14)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	534	$\chi^2 = 2.036$; $p = 0.565$
	Talking informally with a ranger	0 = No 1 = Yes	534	$\chi^2 = 2.256$; $p = 0.521$
	Viewing outdoor exhibits	0 = No 1 = Yes	534	$\chi^2 = 3.913$; $p = 0.271$

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

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following programs and services did you personally participate within Glacier NP? (Q14) (continued)	Viewing indoor exhibits	0 = No 1 = Yes	534	$\chi^2 = 3.760$; $p = 0.289$
	Attending a cultural demonstration or performance	0 = No 1 = Yes	534	$\chi^2 = 2.902$; $p = 0.407$
	Reading the park brochure or newspaper	0 = No 1 = Yes	534	$\chi^2 = 5.003$; $p = 0.169$
	Going to the Visitor Center	0 = No 1 = Yes	534	$\chi^2 = 5.858$; $p = 0.119$
	Watching movies or videos about the park	0 = No 1 = Yes	534	$\chi^2 = 2.206$; $p = 0.531$
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	534	$\chi^2 = 5.384$; $p = 0.146$
	Obtaining National Park passport stamp	0 = No 1 = Yes	534	$\chi^2 = 0.765$; $p = 0.858$
	Listening to an audio tour or podcast	0 = No 1 = Yes	534	$\chi^2 = 1.341$; $p = 0.719$
	Using a smart phone app specific to Glacier NP	0 = No 1 = Yes	534	$\chi^2 = 1.487$; $p = 0.685$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22)	Glacier NP is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	594	$\chi^2 = 6.350$; $p = 0.973$

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

Question	Response	Response scale	N	Chi-square; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22) (continued)	Glacier is NP is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	590	$\chi^2 = 31.189$; $p = 0.008$
	Natural resources in Glacier NP are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	588	$\chi^2 = 5.330$; $p = 0.946$
	The entrance fee for Glacier NP is too high	1 = "Strongly agree" to 5 = "Strongly disagree"	590	$\chi^2 = 14.582$; $p = 0.482$
	Vandalism and crime are not a problem in Glacier NP	1 = "Strongly agree" to 5 = "Strongly disagree"	594	$\chi^2 = 17.144$; $p = 0.310$
	Glacier NP is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	588	$\chi^2 = 12.708$; $p = 0.625$
	Historical and cultural features in Glacier NP are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	592	$\chi^2 = 10.141$; $p = 0.604$
	Development of adjacent areas detracts from visitors' experiences at Glacier NP	1 = "Strongly agree" to 5 = "Strongly disagree"	590	$\chi^2 = 17.013$; $p = 0.318$

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

Question	Response	Response scale	N	Chi-square; p-value
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Glacier NP? (Q24)	—	1 = "Very good" to 5 = "Very poor"	586	$\chi^2 = 4.786$; $p = 0.965$

Table 27. Statistical tests of effects due to Group Type on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about Glacier NP? Please mark all that apply. (Q8)	Did not obtain information prior to this visit	0 = No 1 = Yes	594	$\chi^2 = 4.476$; $p = 0.214$
	Previous visits	0 = No 1 = Yes	594	$\chi^2 = 4.904$; $p = 0.179$
	Friends/relatives/word of mouth	0 = No 1 = Yes	594	$\chi^2 = 12.489$; $p = 0.006$
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	594	$\chi^2 = 5.862$; $p = 0.119$
	Glacier NP website	0 = No 1 = Yes	594	$\chi^2 = 1.044$; $p = 0.791$
	Other website	0 = No 1 = Yes	594	$\chi^2 = 1.184$; $p = 0.757$
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	594	$\chi^2 = 2.261$; $p = 0.520$
	Maps/brochures	0 = No 1 = Yes	594	$\chi^2 = 1.759$; $p = 0.624$
	Newspaper/magazine articles	0 = No 1 = Yes	594	$\chi^2 = 0.389$; $p = 0.943$
	Other units of the National Park System	0 = No 1 = Yes	594	$\chi^2 = 3.170$; $p = 0.366$
	School class/program	0 = No 1 = Yes	594	$\chi^2 = 1.009$; $p = 0.799$
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	594	$\chi^2 = 2.453$; $p = 0.484$

Table 27 (continued). Statistical tests of effects due to Group Type on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about Glacier NP? Please mark all that apply. (Q8) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	594	$\chi^2 = 1.230$; $p = 0.746$
	Television/radio programs/DVDs	0 = No 1 = Yes	594	$\chi^2 = 2.182$; $p = 0.535$
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	594	$\chi^2 = 5.123$; $p = 0.163$
How important to you was each of the following reasons for visiting Glacier NP on this trip? Please mark one for each row. (Q10)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	558	$\chi^2 = 13.275$; $p = 0.349$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	582	$\chi^2 = 181.590$; $p < 0.0001$
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	589	$\chi^2 = 5.258$; $p = 0.949$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	577	$\chi^2 = 9.535$; $p = 0.657$
	To relax	1 = "Extremely important" to 5 = "Not at all important"	581	$\chi^2 = 7.814$; $p = 0.799$

Table 27 (continued). Statistical tests of effects due to Group Type on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
How important to you was each of the following reasons for visiting Glacier NP on this trip? Please mark one for each row. (Q10) (continued)	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	573	$\chi^2 = 9.282$; $p = 0.679$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	576	$\chi^2 = 15.531$; $p = 0.214$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	491	$\chi^2 = 10.030$; $p = 0.613$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	570	$\chi^2 = 14.843$; $p = 0.250$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	561	$\chi^2 = 33.496$; $p = 0.001$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	586	$\chi^2 = 11.140$; $p = 0.517$
	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	557	$\chi^2 = 15.382$; $p = 0.221$

Table 27 (continued). Statistical tests of effects due to Group Type on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within Glacier NP? Please mark all that apply. (Q12)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	593	$\chi^2 = 5.697$; $p = 0.127$
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	593	$\chi^2 = 3.322$; $p = 0.345$
	Visiting a cultural or historic site	0 = No 1 = Yes	593	$\chi^2 = 0.821$; $p = 0.844$
	Nature study	0 = No 1 = Yes	593	$\chi^2 = 8.486$; $p = 0.037$
	Driving for pleasure	0 = No 1 = Yes	593	$\chi^2 = 4.782$; $p = 0.188$
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	593	$\chi^2 = 4.404$; $p = 0.221$
	Day hiking (1 hour or more)	0 = No 1 = Yes	593	$\chi^2 = 1.589$; $p = 0.662$
	Bicycling	0 = No 1 = Yes	593	$\chi^2 = 1.677$; $p = 0.642$
	Running/jogging	0 = No 1 = Yes	593	$\chi^2 = 1.098$; $p = 0.778$
	Fishing	0 = No 1 = Yes	593	$\chi^2 = 2.072$; $p = 0.558$
	Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)	0 = No 1 = Yes	593	$\chi^2 = 4.575$; $p = 0.206$
	Motorized water travel (boating, jet skiing, etc.)	0 = No 1 = Yes	593	$\chi^2 = 1.461$; $p = 0.691$

Table 27 (continued). Statistical tests of effects due to Group Type on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within Glacier NP? Please mark all that apply. (Q12) (continued)	Camping in developed sites	0 = No 1 = Yes	593	$\chi^2 = 0.921$; $p = 0.820$
	Overnight backpacking	0 = No 1 = Yes	593	$\chi^2 = 5.396$; $p = 0.145$
	Overnighting in resort, cabin, or other accommodations in Glacier NP	0 = No 1 = Yes	593	$\chi^2 = 1.201$; $p = 0.753$
	Family gathering/reunion	0 = No 1 = Yes	593	$\chi^2 = 1.246$; $p = 0.724$
	Picnicking	0 = No 1 = Yes	593	$\chi^2 = 12.287$; $p = 0.006$
	Waterplay (swimming, snorkeling, scuba diving, etc.)	0 = No 1 = Yes	593	$\chi^2 = 3.385$; $p = 0.336$
	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	593	$\chi^2 = 2.020$; $p = 0.568$
	Rock Climbing	0 = No 1 = Yes	593	$\chi^2 = 2.246$; $p = 0.523$
	Mountaineering	0 = No 1 = Yes	593	$\chi^2 = 1.801$; $p = 0.615$
On this trip, in which of the following programs and services did you personally participate within Glacier NP? (Q14)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	532	$\chi^2 = 0.532$; $p = 0.912$
	Talking informally with a ranger	0 = No 1 = Yes	532	$\chi^2 = 4.670$; $p = 0.198$
	Viewing outdoor exhibits	0 = No 1 = Yes	532	$\chi^2 = 9.492$; $p = 0.023$

Table 27 (continued). Statistical tests of effects due to Group Type on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following programs and services did you personally participate within Glacier NP? (Q14) (continued)	Viewing indoor exhibits	0 = No 1 = Yes	532	$\chi^2 = 12.753$; $p = 0.005$
	Attending a cultural demonstration or performance	0 = No 1 = Yes	532	$\chi^2 = 5.151$; $p = 0.161$
	Reading the park brochure or newspaper	0 = No 1 = Yes	532	$\chi^2 = 1.910$; $p = 0.591$
	Going to the Visitor Center	0 = No 1 = Yes	532	$\chi^2 = 1.455$; $p = 0.693$
	Watching movies or videos about the park	0 = No 1 = Yes	532	$\chi^2 = 5.016$; $p = 0.171$
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	532	$\chi^2 = 5.378$; $p = 0.146$
	Obtaining National Park passport stamp	0 = No 1 = Yes	532	$\chi^2 = 2.451$; $p = 0.484$
	Listening to an audio tour or podcast	0 = No 1 = Yes	532	$\chi^2 = 1.974$; $p = 0.578$
	Using a smart phone app specific to Glacier NP	0 = No 1 = Yes	532	$\chi^2 = 0.988$; $p = 0.804$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22)	Glacier NP is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	592	$\chi^2 = 5.173$; $p = 0.991$

Table 27 (continued). Statistical tests of effects due to Group Type on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22) (continued)	Glacier is NP is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	588	$\chi^2 = 14.348$; $p = 0.499$
	Natural resources in Glacier NP are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	586	$\chi^2 = 15.353$; $p = 0.223$
	The entrance fee for Glacier NP is too high	1 = "Strongly agree" to 5 = "Strongly disagree"	588	$\chi^2 = 20.035$; $p = 0.171$
	Vandalism and crime are not a problem in Glacier NP	1 = "Strongly agree" to 5 = "Strongly disagree"	592	$\chi^2 = 18.169$; $p = 0.254$
	Glacier NP is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	586	$\chi^2 = 16.216$; $p = 0.368$
	Historical and cultural features in Glacier NP are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	590	$\chi^2 = 14.882$; $p = 0.248$
	Development of adjacent areas detracts from visitors' experiences at Glacier NP	1 = "Strongly agree" to 5 = "Strongly disagree"	588	$\chi^2 = 14.980$; $p = 0.453$

Table 27 (continued). Statistical tests of effects due to Group Type on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Glacier NP? (Q24)	–	1 = "Very good" to 5 = "Very poor"	584	$\chi^2 = 3.797$; $p = 0.987$

Table 28. Statistical tests of effects due to Visit Length on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about Glacier NP? Please mark all that apply. (Q8)	Did not obtain information prior to this visit	0 = No 1 = Yes	596	$\chi^2 = 46.892$; $p < 0.0001$
	Previous visits	0 = No 1 = Yes	596	$\chi^2 = 7.828$; $p = 0.050$
	Friends/relatives/word of mouth	0 = No 1 = Yes	596	$\chi^2 = 6.115$; $p = 0.106$
	Inquiry to park via phone, mail, or email	0 = No 1 = Yes	596	$\chi^2 = 14.772$; $p = 0.002$
	Glacier NP website	0 = No 1 = Yes	596	$\chi^2 = 80.365$; $p < 0.0001$
	Other website	0 = No 1 = Yes	596	$\chi^2 = 8.691$; $p = 0.034$
	Local businesses (hotels, motels, restaurants, etc.)	0 = No 1 = Yes	596	$\chi^2 = 5.854$; $p = 0.119$
	Maps/brochures	0 = No 1 = Yes	596	$\chi^2 = 12.613$; $p = 0.006$
	Newspaper/magazine articles	0 = No 1 = Yes	596	$\chi^2 = 6.771$; $p = 0.080$
	Other units of the National Park System	0 = No 1 = Yes	596	$\chi^2 = 2.185$; $p = 0.535$
	School class/program	0 = No 1 = Yes	596	$\chi^2 = 2.294$; $p = 0.514$
	Social media (such as Facebook, Twitter, etc.)	0 = No 1 = Yes	596	$\chi^2 = 4.063$; $p = 0.255$

Table 28 (continued). Statistical tests of effects due to Visit Length on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
Prior to this trip, how did you obtain information about Glacier NP? Please mark all that apply. (Q8) (continued)	State welcome center/visitors bureau/chamber of commerce	0 = No 1 = Yes	596	$\chi^2 = 3.864$; $p = 0.276$
	Television/radio programs/DVDs	0 = No 1 = Yes	596	$\chi^2 = 3.420$; $p = 0.331$
	Travel guides/tour books (such as AAA, etc.)	0 = No 1 = Yes	596	$\chi^2 = 18.167$; $p < 0.0001$
How important to you was each of the following reasons for visiting Glacier NP on this trip? Please mark one for each row. (Q10)	To visit a National Park Service site	1 = "Extremely important" to 5 = "Not at all important"	559	$\chi^2 = 12.248$; $p = 0.426$
	To spend time with friends/family	1 = "Extremely important" to 5 = "Not at all important"	583	$\chi^2 = 12.287$; $p = 0.423$
	To view wildlife or natural scenery	1 = "Extremely important" to 5 = "Not at all important"	591	$\chi^2 = 20.601$; $p = 0.057$
	To get physical exercise	1 = "Extremely important" to 5 = "Not at all important"	579	$\chi^2 = 45.509$; $p < 0.0001$
	To relax	1 = "Extremely important" to 5 = "Not at all important"	583	$\chi^2 = 17.344$; $p = 0.137$

Table 28 (continued). Statistical tests of effects due to Visit Length on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
How important to you was each of the following reasons for visiting Glacier NP on this trip? Please mark one for each row. (Q10) (continued)	To learn more about American history and culture	1 = "Extremely important" to 5 = "Not at all important"	575	$\chi^2 = 14.679$; $p = 0.259$
	To learn more about nature	1 = "Extremely important" to 5 = "Not at all important"	578	$\chi^2 = 27.136$; $p = 0.007$
	To attend a special event	1 = "Extremely important" to 5 = "Not at all important"	492	$\chi^2 = 5.834$; $p = 0.924$
	To hear the sounds of nature/quiet	1 = "Extremely important" to 5 = "Not at all important"	572	$\chi^2 = 11.601$; $p = 0.478$
	To experience solitude	1 = "Extremely important" to 5 = "Not at all important"	563	$\chi^2 = 7.133$; $p = 0.849$
	To be outdoors	1 = "Extremely important" to 5 = "Not at all important"	588	$\chi^2 = 20.317$; $p = 0.061$
	To view dark night sky/stars	1 = "Extremely important" to 5 = "Not at all important"	559	$\chi^2 = 39.767$; $p < 0.0001$

Table 28 (continued). Statistical tests of effects due to Visit Length on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within Glacier NP? Please mark all that apply. (Q12)	Viewing wildlife, natural features, scenery, wildflowers, etc.	0 = No 1 = Yes	595	$\chi^2 = 10.116$; $p = 0.018$
	Creative arts (photography/drawing/painting/writing)	0 = No 1 = Yes	595	$\chi^2 = 11.993$; $p = 0.007$
	Visiting a cultural or historic site	0 = No 1 = Yes	595	$\chi^2 = 19.340$; $p < 0.0001$
	Nature study	0 = No 1 = Yes	595	$\chi^2 = 6.547$; $p = 0.088$
	Driving for pleasure	0 = No 1 = Yes	595	$\chi^2 = 3.415$; $p = 0.332$
	Walking/short hike (less than 1 hour)	0 = No 1 = Yes	595	$\chi^2 = 23.672$; $p < 0.0001$
	Day hiking (1 hour or more)	0 = No 1 = Yes	595	$\chi^2 = 79.737$; $p < 0.0001$
	Bicycling	0 = No 1 = Yes	595	$\chi^2 = 2.679$; $p = 0.444$
	Running/jogging	0 = No 1 = Yes	595	$\chi^2 = 0.470$; $p = 0.925$
	Fishing	0 = No 1 = Yes	595	$\chi^2 = 4.722$; $p = 0.193$
	Non-motorized water travel (rafting, kayaking, canoeing, tubing, etc.)	0 = No 1 = Yes	595	$\chi^2 = 13.221$; $p = 0.004$
	Motorized water travel (boating, jet skiing, etc.)	0 = No 1 = Yes	595	$\chi^2 = 37.938$; $p < 0.0001$

Table 28 (continued). Statistical tests of effects due to Visit Length on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following activities did you personally participate within Glacier NP? Please mark all that apply. (Q12) (continued)	Camping in developed sites	0 = No 1 = Yes	595	$\chi^2 = 46.576$; $p < 0.0001$
	Overnight backpacking	0 = No 1 = Yes	595	$\chi^2 = 3.679$; $p = 0.298$
	Overnighting in resort, cabin, or other accommodations in Glacier NP	0 = No 1 = Yes	595	$\chi^2 = 16.871$; $p = 0.001$
	Family gathering/reunion	0 = No 1 = Yes	595	$\chi^2 = 9.843$; $p = 0.020$
	Picnicking	0 = No 1 = Yes	595	$\chi^2 = 14.874$; $p = 0.002$
	Waterplay (swimming, snorkeling, scuba diving, etc.)	0 = No 1 = Yes	595	$\chi^2 = 6.816$; $p = 0.078$
	Foraging/collecting edibles (e.g., mushrooms, truffles)	0 = No 1 = Yes	595	$\chi^2 = 36.081$; $p < 0.0001$
	Rock Climbing	0 = No 1 = Yes	595	$\chi^2 = 1.805$; $p = 0.614$
	Mountaineering	0 = No 1 = Yes	595	$\chi^2 = 1.152$; $p = 0.764$
On this trip, in which of the following programs and services did you personally participate within Glacier NP? (Q14)	Attending a ranger-led activity, such as tour or talk	0 = No 1 = Yes	534	$\chi^2 = 52.854$; $p < 0.0001$
	Talking informally with a ranger	0 = No 1 = Yes	534	$\chi^2 = 55.834$; $p < 0.0001$
	Viewing outdoor exhibits	0 = No 1 = Yes	534	$\chi^2 = 13.447$; $p = 0.004$

Table 28 (continued). Statistical tests of effects due to Visit Length on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
On this trip, in which of the following programs and services did you personally participate within Glacier NP? (Q14) (continued)	Viewing indoor exhibits	0 = No 1 = Yes	534	$\chi^2 = 26.715$; $p < 0.0001$
	Attending a cultural demonstration or performance	0 = No 1 = Yes	534	$\chi^2 = 39.646$; $p < 0.0001$
	Reading the park brochure or newspaper	0 = No 1 = Yes	534	$\chi^2 = 51.256$; $p < 0.0001$
	Going to the Visitor Center	0 = No 1 = Yes	534	$\chi^2 = 46.785$; $p < 0.0001$
	Watching movies or videos about the park	0 = No 1 = Yes	534	$\chi^2 = 15.308$; $p = 0.002$
	Participating with child in the Junior Ranger program	0 = No 1 = Yes	534	$\chi^2 = 20.748$; $p < 0.0001$
	Obtaining National Park passport stamp	0 = No 1 = Yes	534	$\chi^2 = 15.770$; $p = 0.001$
	Listening to an audio tour or podcast	0 = No 1 = Yes	534	$\chi^2 = 5.933$; $p = 0.115$
	Using a smart phone app specific to Glacier NP	0 = No 1 = Yes	534	$\chi^2 = 5.401$; $p = 0.145$
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22)	Glacier NP is a safe place to visit	1 = "Strongly agree" to 5 = "Strongly disagree"	594	$\chi^2 = 21.444$; $p = 0.123$

Table 28 (continued). Statistical tests of effects due to Visit Length on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
To what extent do you agree or disagree with each of the following statements? Please mark one for each row. (Q22) (continued)	Glacier is NP is too crowded	1 = "Strongly agree" to 5 = "Strongly disagree"	590	$\chi^2 = 22.766$; $p = 0.089$
	Natural resources in Glacier NP are in pristine condition	1 = "Strongly agree" to 5 = "Strongly disagree"	588	$\chi^2 = 16.562$; $p = 0.167$
	The entrance fee for Glacier NP is too high	1 = "Strongly agree" to 5 = "Strongly disagree"	590	$\chi^2 = 52.476$; $p < 0.0001$
	Vandalism and crime are not a problem in Glacier NP	1 = "Strongly agree" to 5 = "Strongly disagree"	594	$\chi^2 = 19.518$; $p = 0.191$
	Glacier NP is not accessible to persons with physical disabilities	1 = "Strongly agree" to 5 = "Strongly disagree"	588	$\chi^2 = 14.479$; $p = 0.490$
	Historical and cultural features in Glacier NP are well maintained/preserved	1 = "Strongly agree" to 5 = "Strongly disagree"	592	$\chi^2 = 6.808$; $p = 0.870$
	Development of adjacent areas detracts from visitors' experiences at Glacier NP	1 = "Strongly agree" to 5 = "Strongly disagree"	590	$\chi^2 = 36.574$; $p = 0.001$

Table 28 (continued). Statistical tests of effects due to Visit Length on key questions in SEM survey.

Question	Response	Response scale	N	Chi-square; p-value
Overall, how would you rate the quality of the facilities, services, and recreational opportunities in Glacier NP? (Q24)	–	1 = "Very good" to 5 = "Very poor"	586	$\chi^2 = 26.210$ $p = 0.010$

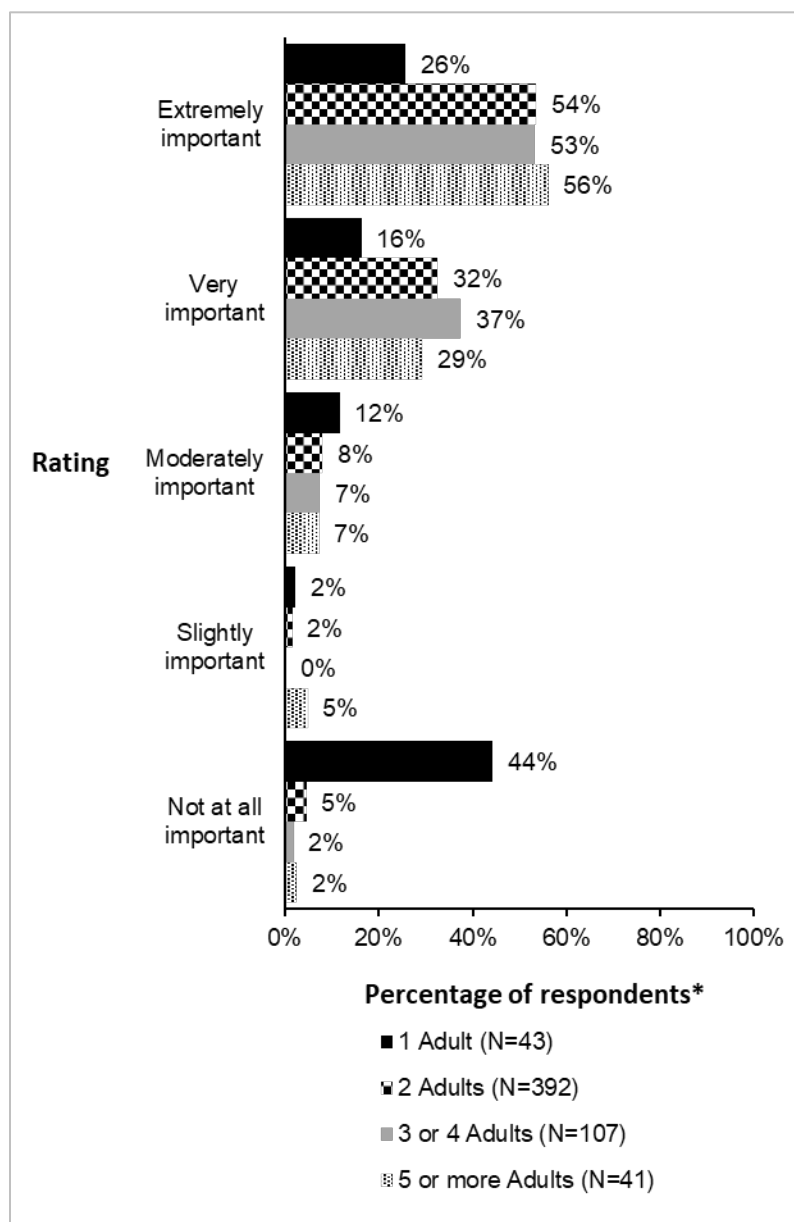


Figure 107. Importance of spending time with friends and family, by Number of Adults in Group.

*total percentages do not equal 100 due to rounding

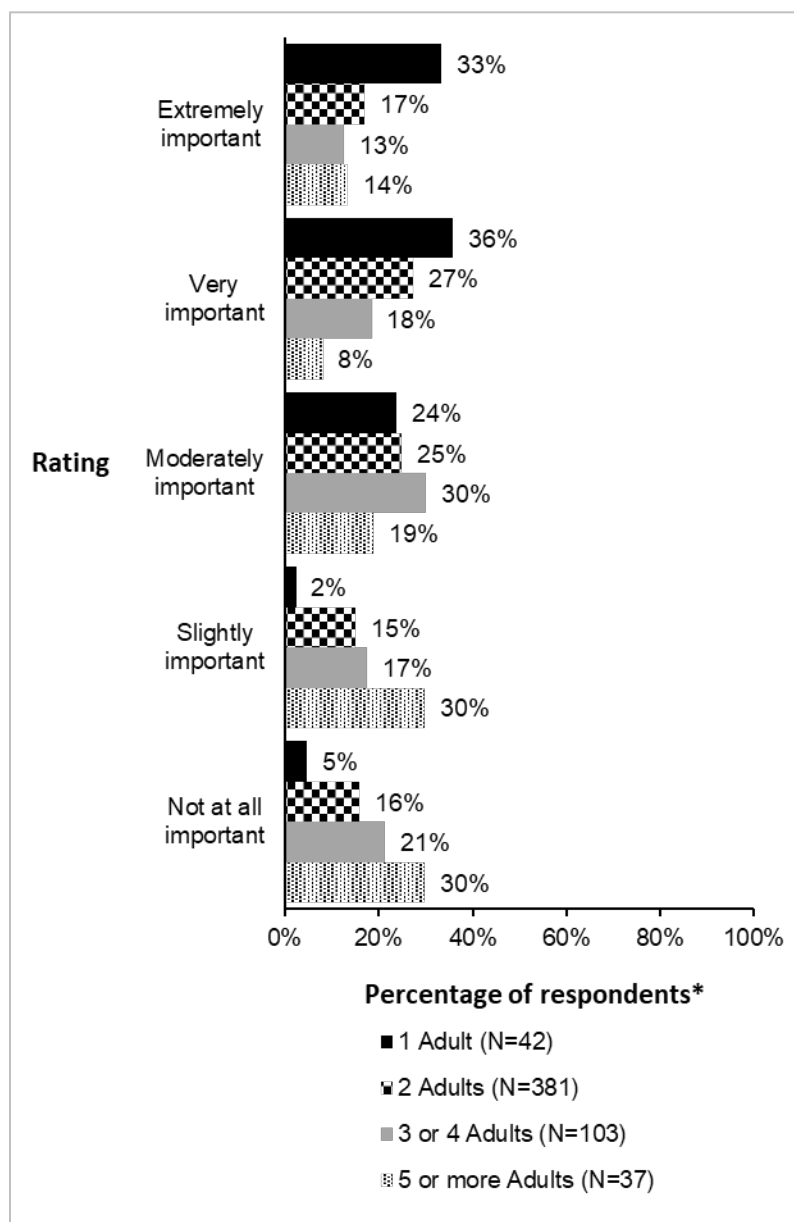


Figure 108. Importance of solitude, by Number of Adults in Group.

*total percentages do not equal 100 due to rounding

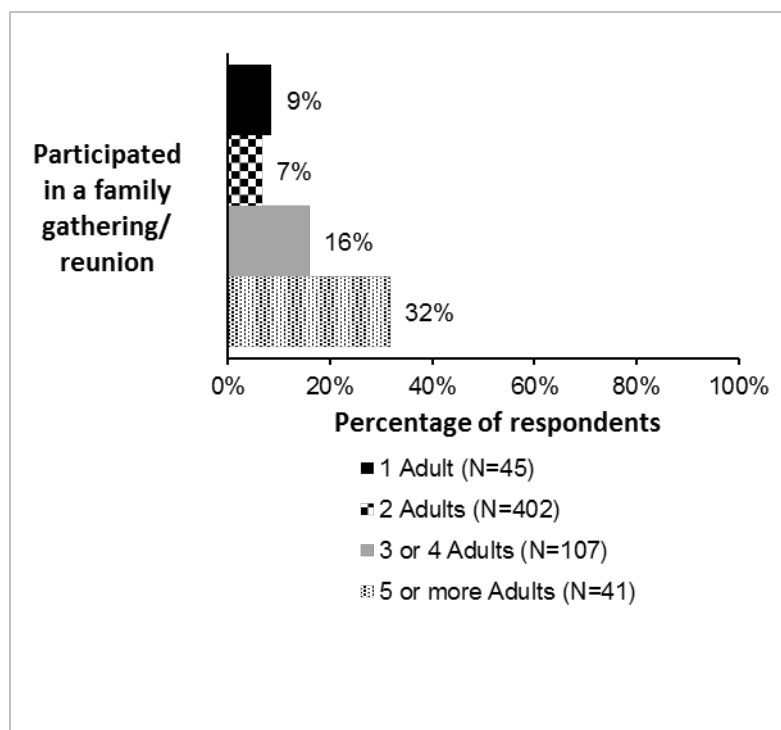


Figure 109. Participated in family gathering/reunion, by Number of Adults in Group.

*total percentages do not equal 100 due to rounding

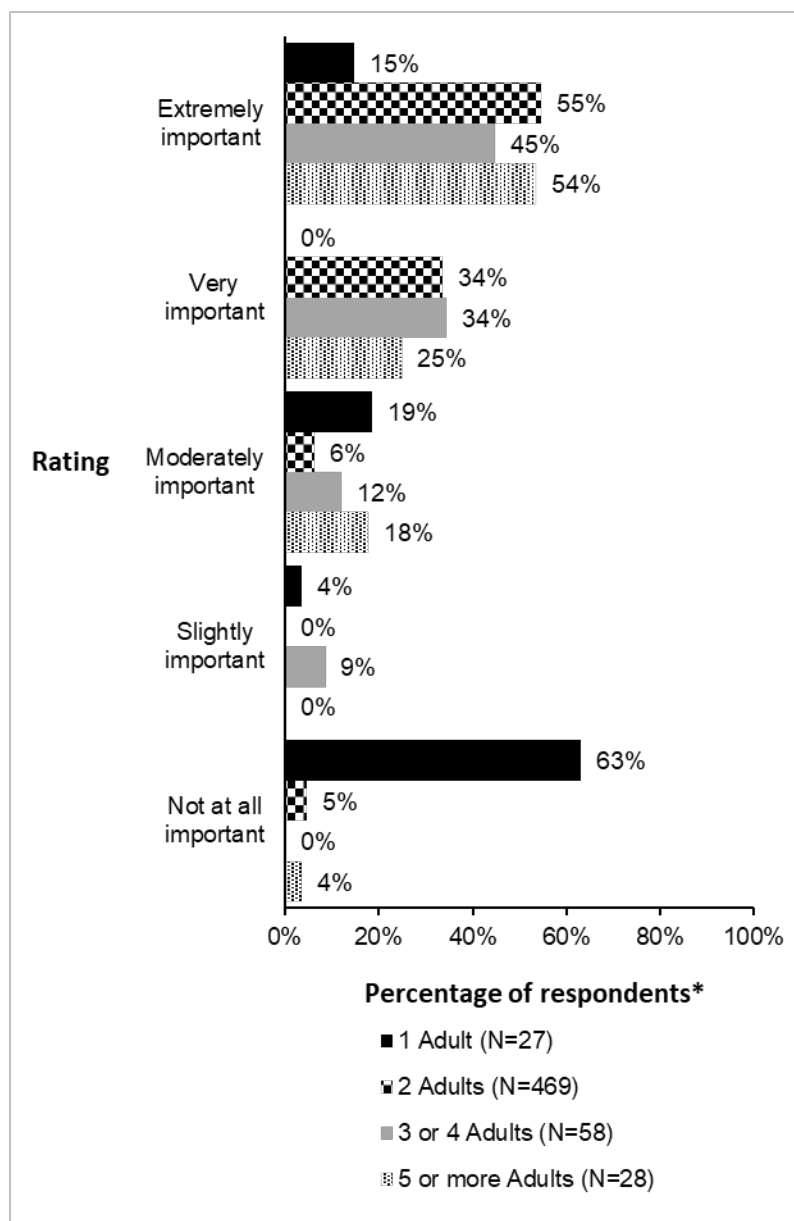


Figure 110. Importance of spending time with friends and family, by Group Type.

*total percentages do not equal 100 due to rounding

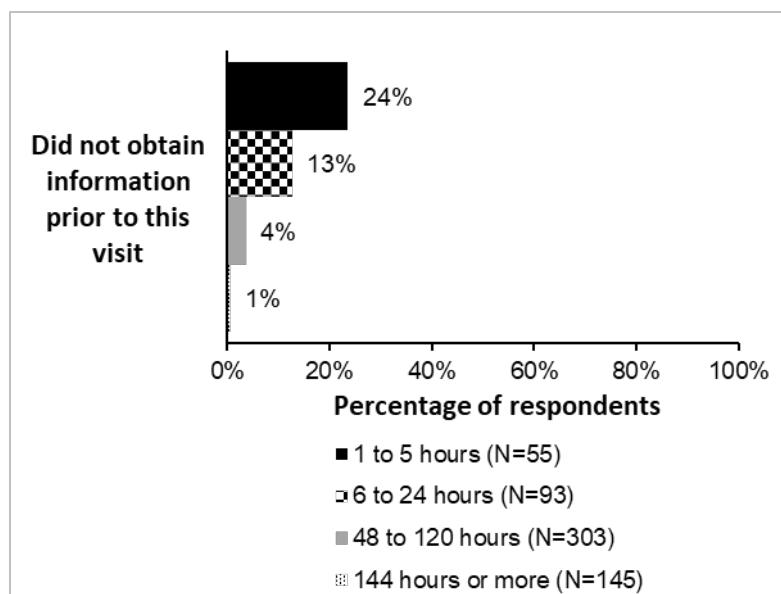


Figure 111. Did not obtain information prior to this visit, by Visit Length.

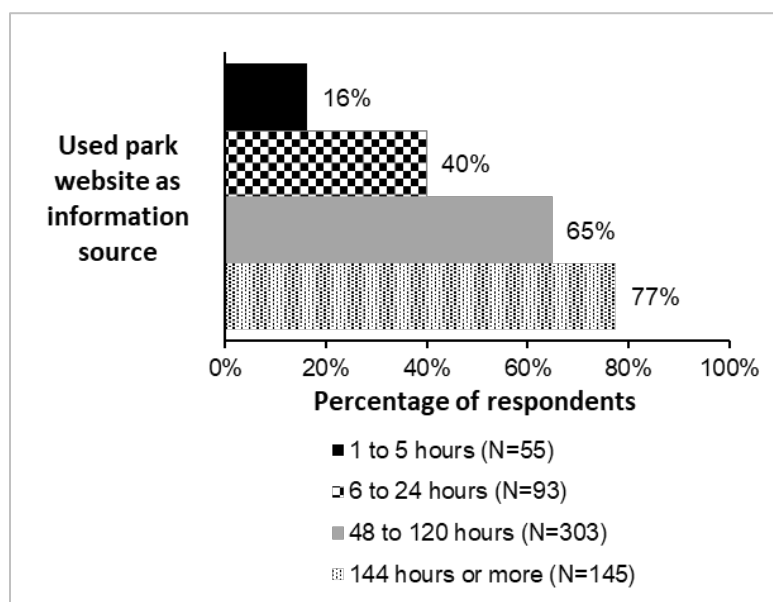


Figure 112. Used park website as information source, by Visit Length.

*total percentages do not equal 100 due to rounding

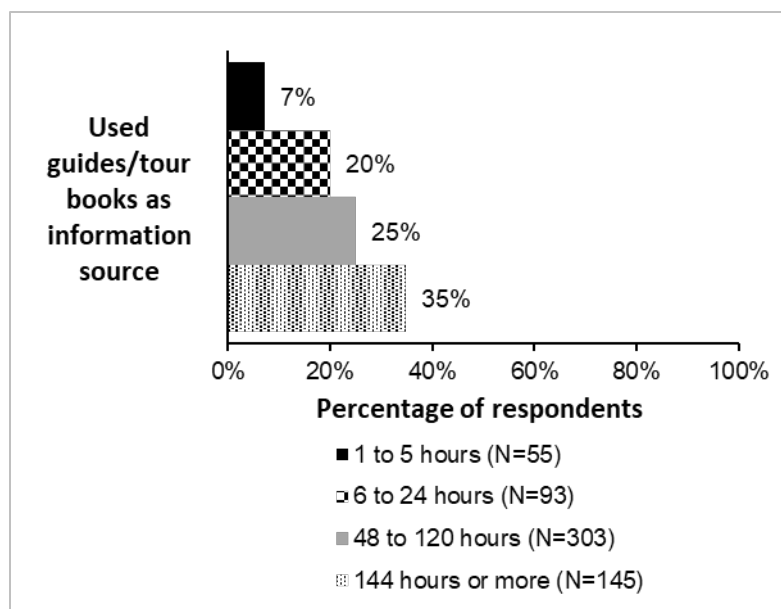


Figure 113. Used guides/tour books as information source, by Visit Length.

*total percentages do not equal 100 due to rounding

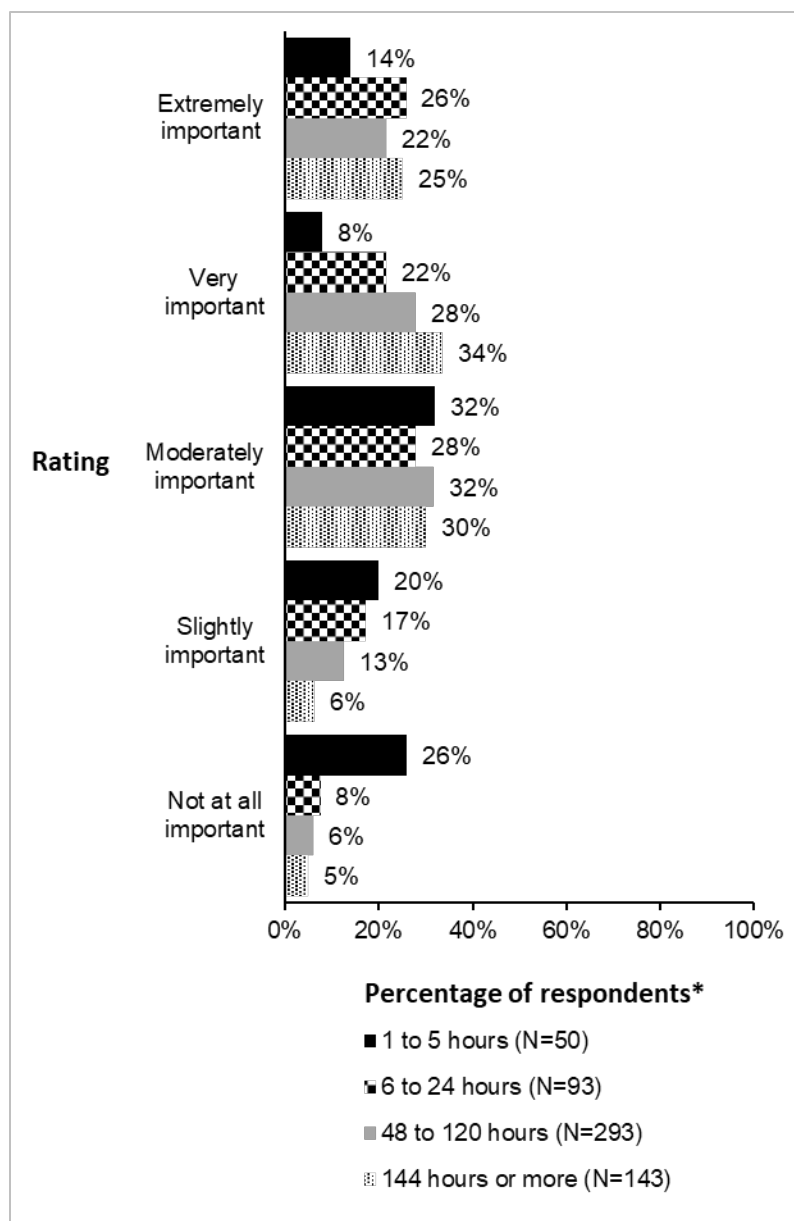


Figure 114. Importance of getting physical exercise, by Visit Length.

*total percentages do not equal 100 due to rounding

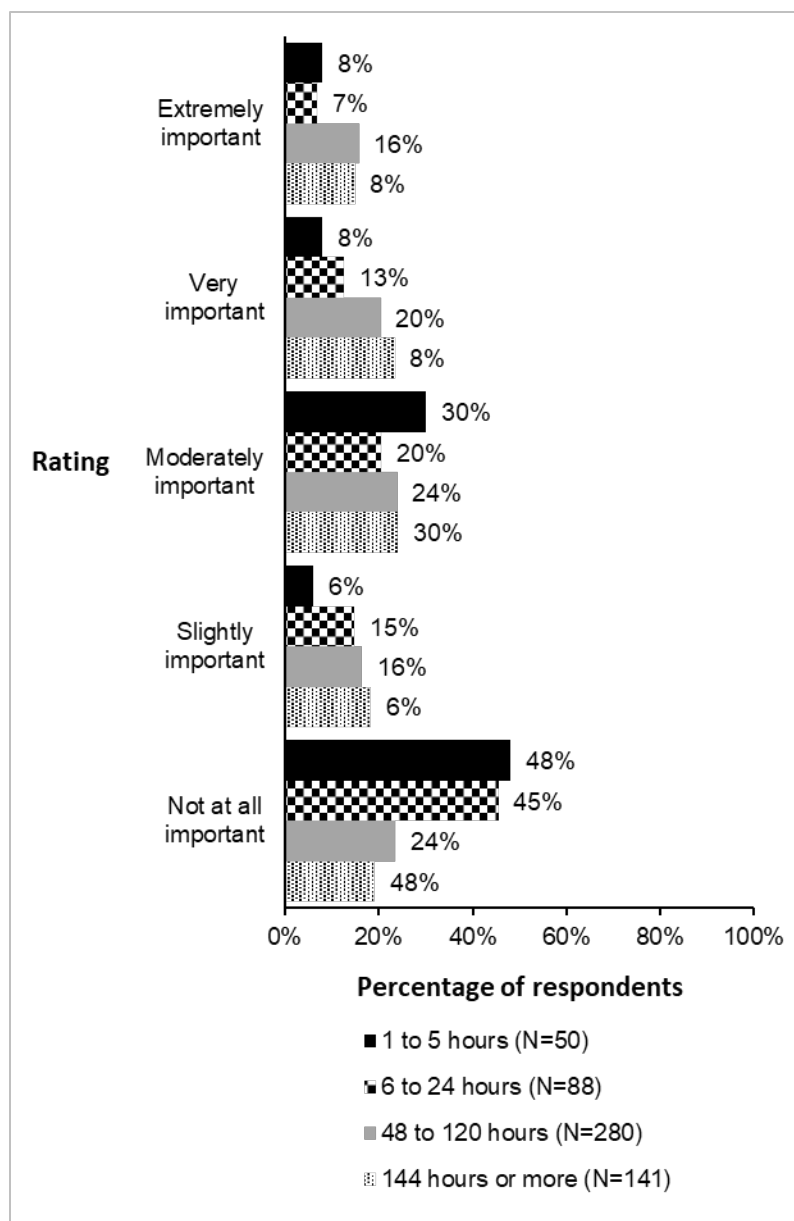


Figure 115. Importance of viewing dark night sky/stars, by Visit Length.

*total percentages do not equal 100 due to rounding

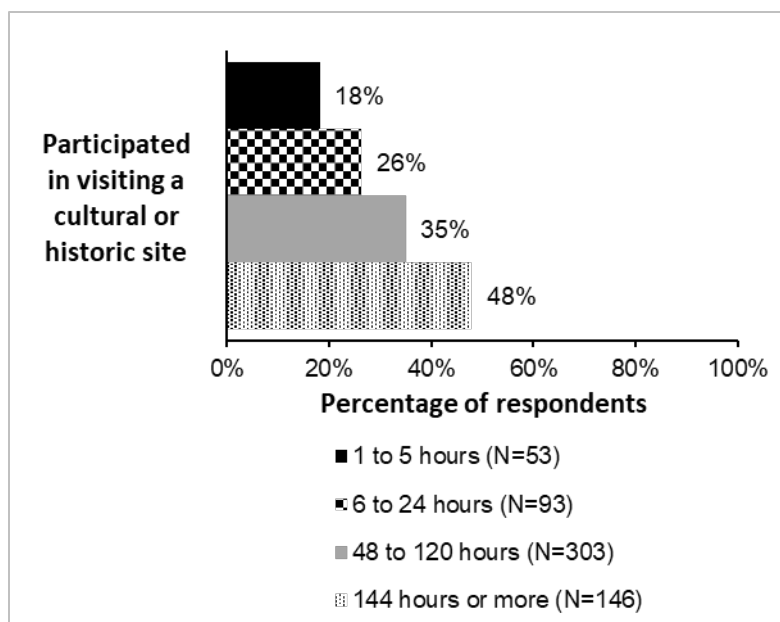


Figure 116. Participated in visiting a cultural or historic site, by Visit Length.

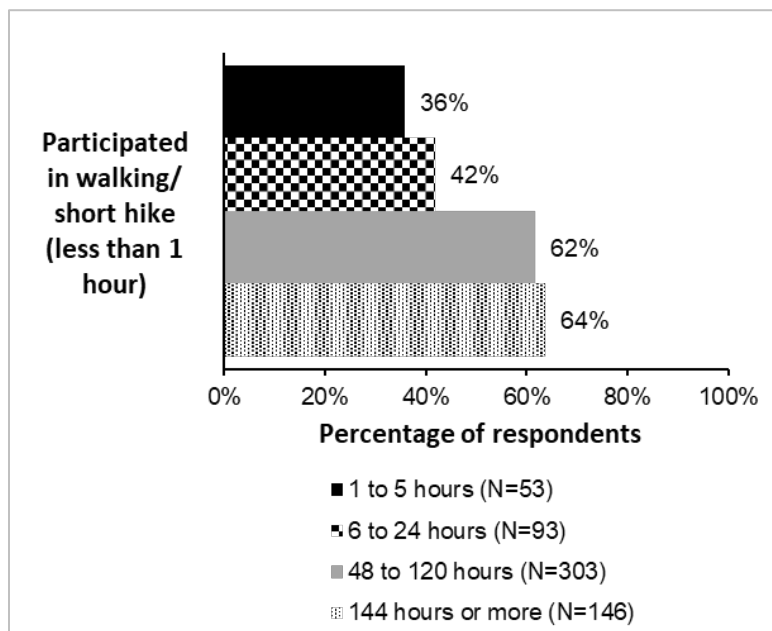


Figure 117. Participated in walking/short hike (less than 1 hour), by Visit Length.

*total percentages do not equal 100 due to rounding

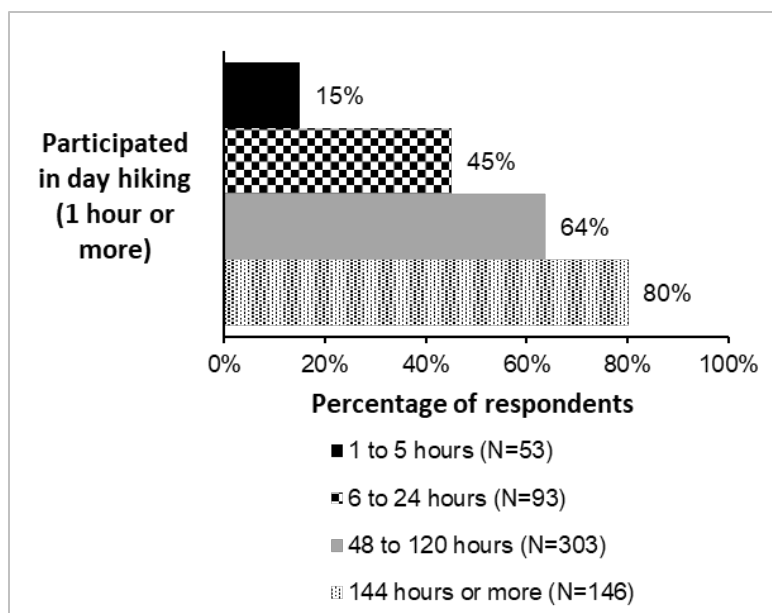


Figure 118. Participated in day hiking (1 hour or more), by Visit Length.

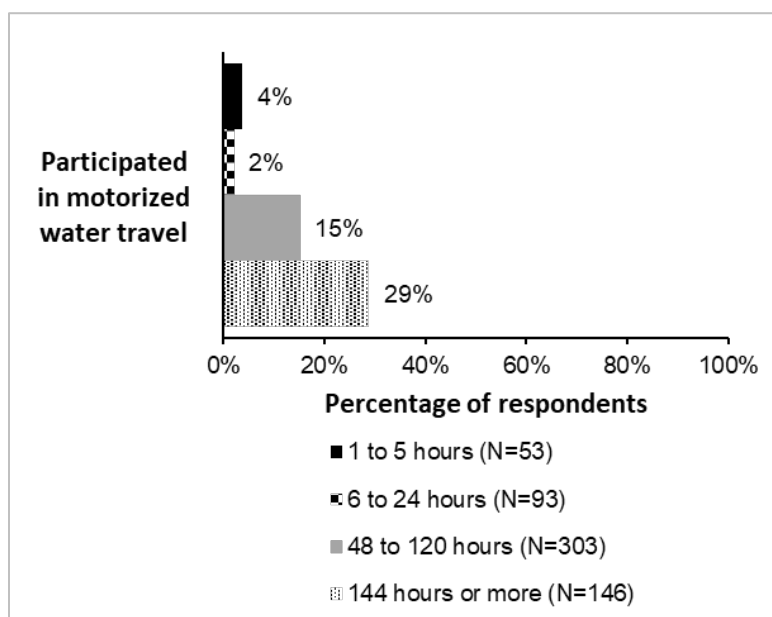


Figure 119. Participated in motorized water travel, by Visit Length.

*total percentages do not equal 100 due to rounding

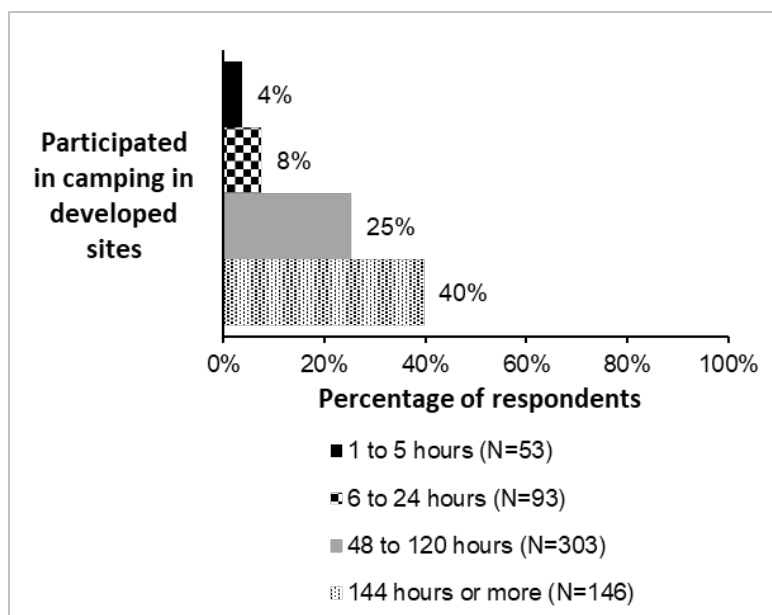


Figure 120. Participated in camping in developed sites, by Visit Length.

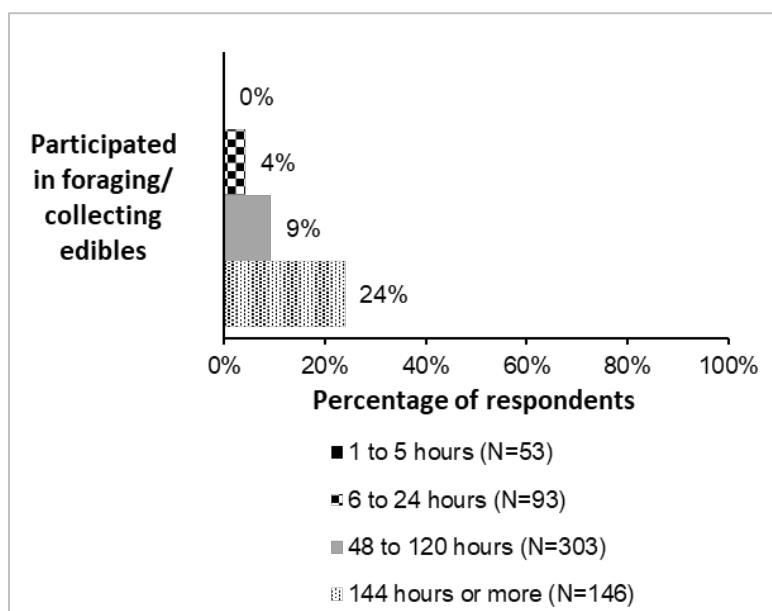


Figure 121. Participated in foraging/collecting edibles, by Visit Length.

*total percentages do not equal 100 due to rounding

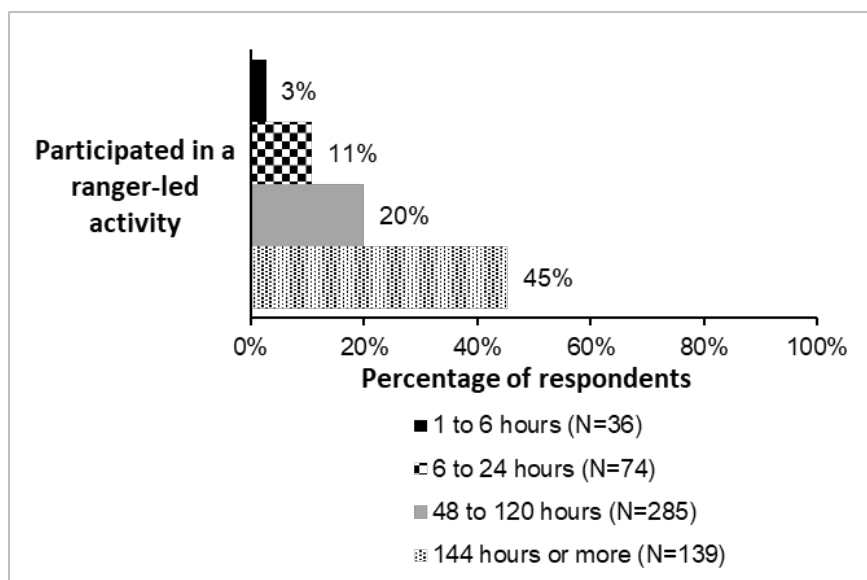


Figure 122. Participated in a ranger-led activity.

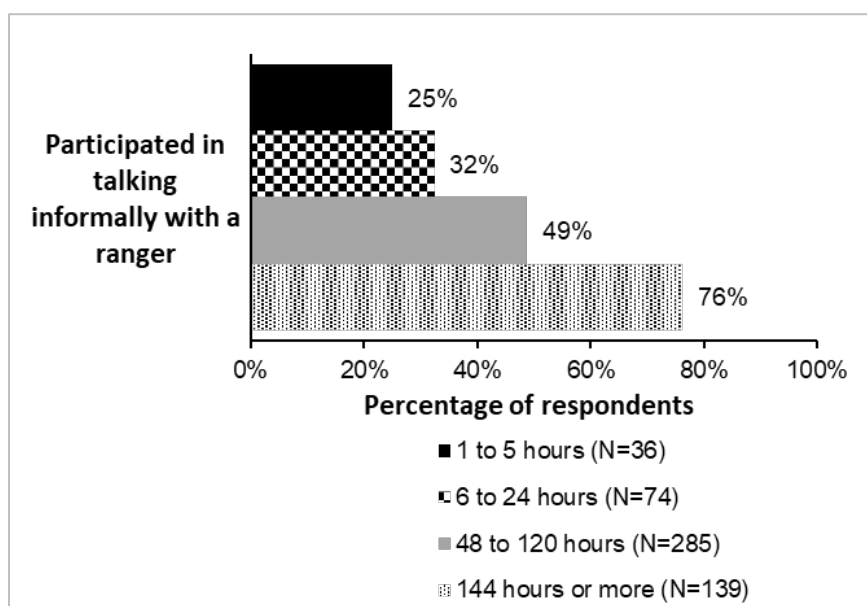


Figure 123. Participated in talking informally with a ranger, by Visit Length.

*total percentages do not equal 100 due to rounding

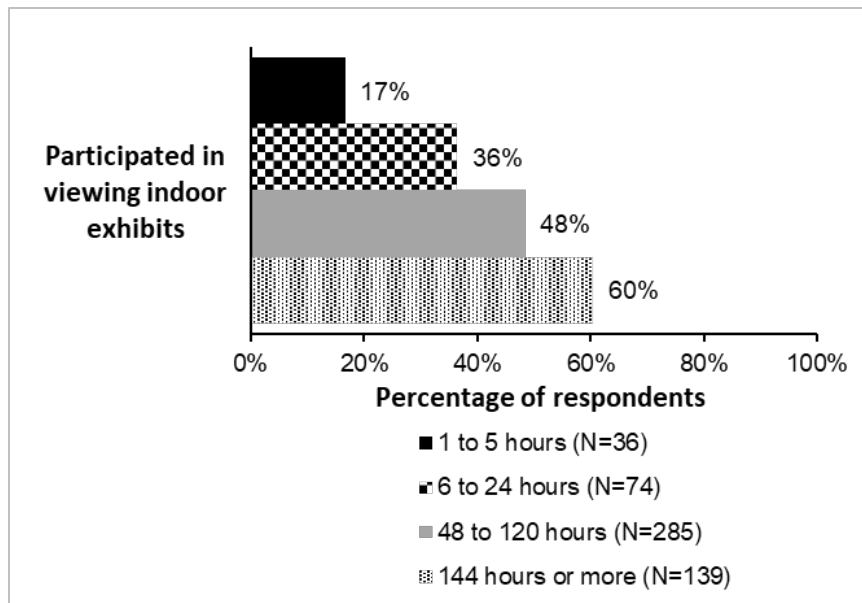


Figure 124. Participated in viewing indoor exhibits, by Visit Length.

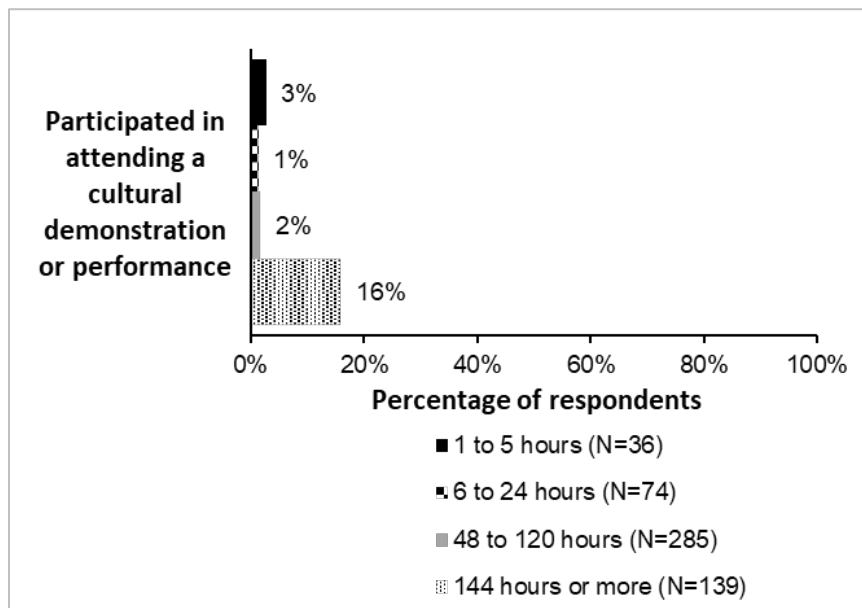


Figure 125. Participated in attending a cultural demonstration or performance, by Visit Length.

*total percentages do not equal 100 due to rounding

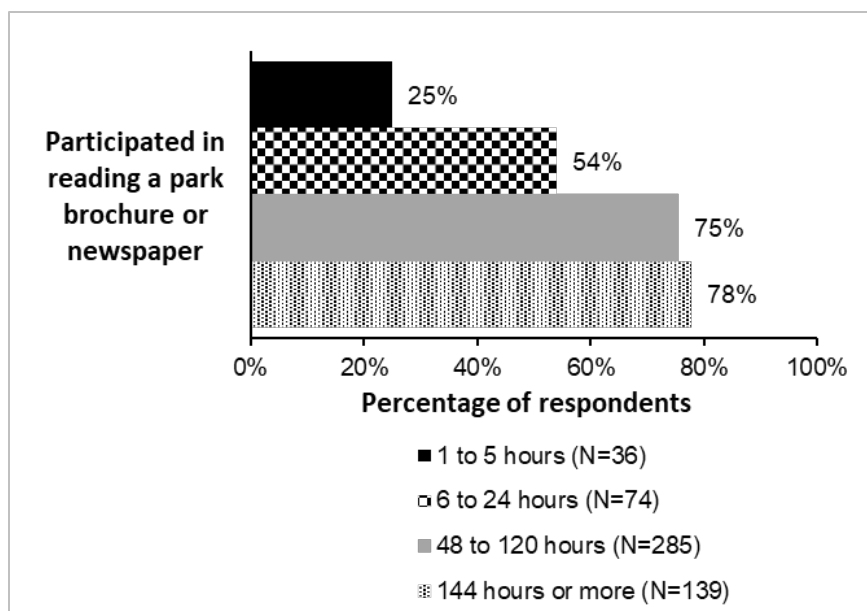


Figure 126. Participated in park brochure or newspaper, by Visit Length.

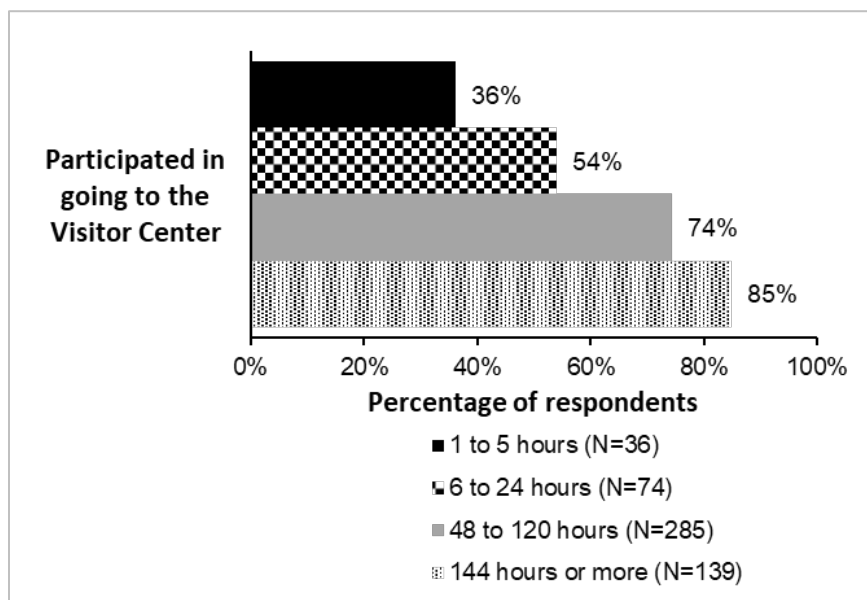


Figure 127. Participated in going to the Visitor Center, by Visit Length.

*total percentages do not equal 100 due to rounding

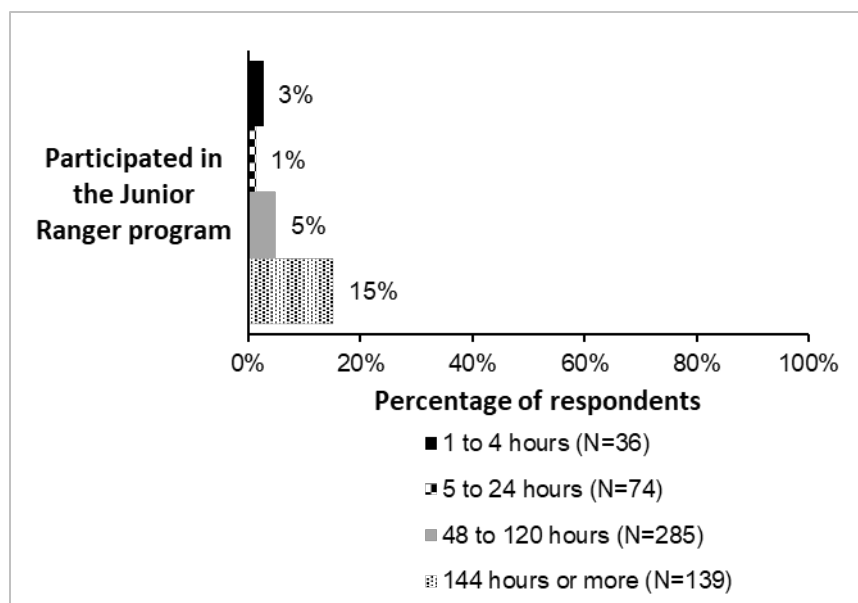


Figure 128. Participated in the Junior Ranger program, by Visit Length.

*total percentages do not equal 100 due to rounding

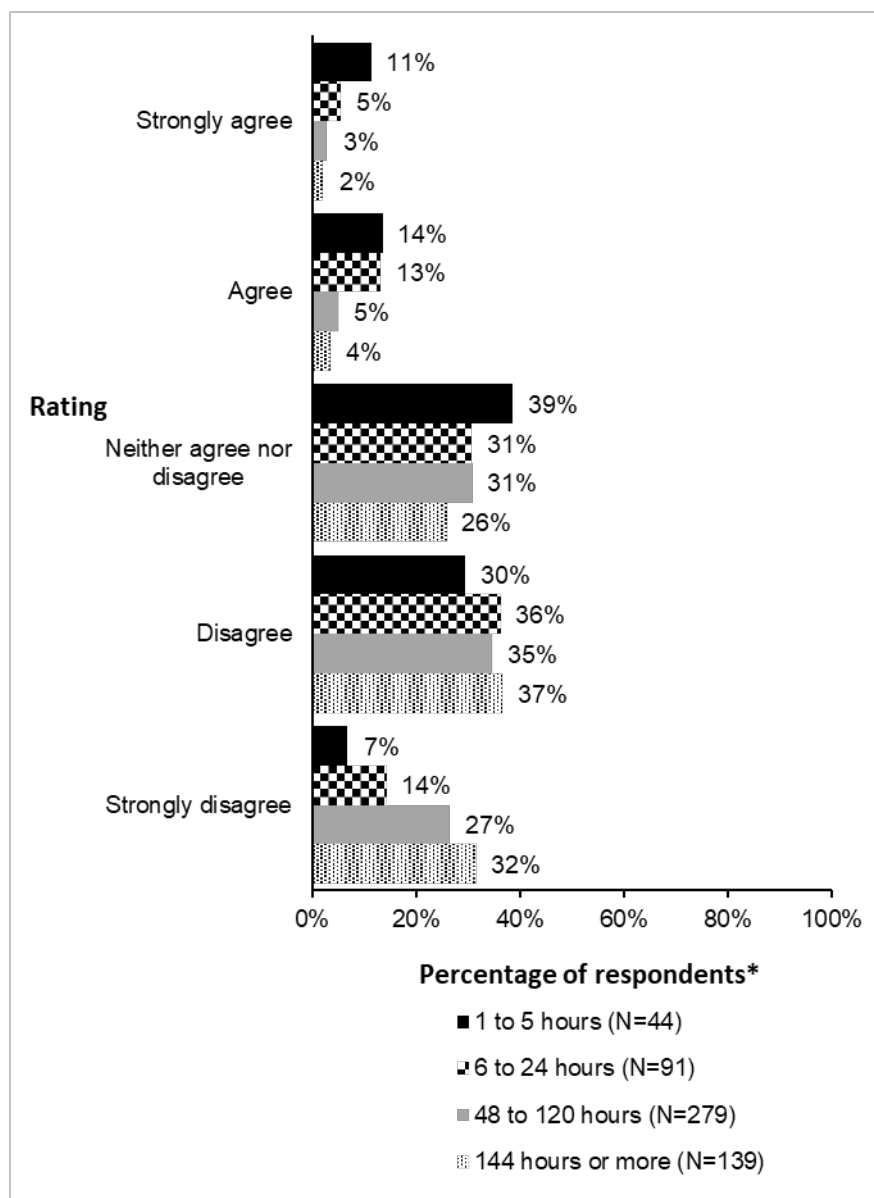


Figure 129. The park entrance fee is too high, by Visit Length.

*total percentages do not equal 100 due to rounding

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 117/154417, June 2019

National Park Service
U.S. Department of the Interior



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