



2022 Socioeconomic Research of Mount Rushmore National Memorial

Report on 2022 Data Collection

Natural Resource Report NPS/MORU/NRR—2023/2546





ON THIS PAGE

Mount Rushmore through the Avenue of Flags
NPS

ON THE COVER

Mount Rushmore in sunlight
NPS

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Abstract

A strong mandate and need for socioeconomic monitoring are expressed in the NPS strategic goals for science, in statements by the NPS leadership, and the report of the Second Century Commission. This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S; the current study uses outcomes from the first stage of the pilot program and progresses into a second stage of the pilot process at 24 NPS units across the United States. Mount Rushmore National Memorial (Mount Rushmore) was selected as one of these units. This report informs core issues of visitor use management and develops a deeper, contemporary understanding of who visits Mount Rushmore and what they do during their visit. It uses a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior: (1) an on-site intercept survey conducted via tablet, and (2) a follow up (mail-back and/or online survey) for full trip details. The results are organized by these two phases and are aimed to assist park managers in understanding current utilization and perception of park resources, operations and potential issues, as well as facilitating communication and decision-making processes within the park and between the park and its local partners and stakeholders.

Introduction

The National Park Service (NPS) has both a strong mandate and need for socioeconomic research. This is expressed in the NPS strategic goals for science, in statements by the NPS leadership, in the report of the Second Century Commission, and through the Department of the Interior priorities for 2018–2022. Additionally, a recent U.S. Government Accountability Office (GAO) report identified the needs to better understand and monitor customer experience dimensions where results more directly link to investments made. The need for socioeconomic research and monitoring also was identified in an external review of the NPS Social Science Program and supported in the 2008 Interior Appropriations Bill Joint Explanatory Statement.

This mandate resulted in a pilot socioeconomic monitoring study in 2015/2016 at a sample of park units across the U.S., previously described as “Phase One.” The current study uses outcomes from the 2015/16 pilot program and progresses into “Phase Two” of the pilot process at 24 NPS units across the United States. Mount Rushmore National Memorial (Mount Rushmore) was selected as one of these units. Phase Two seeks to further explore visitor demographics and characteristics, applying recommendations from the 2015/16 Phase One pilot program and validating instrument and method refinements. It is part of the program aimed to collect data from in-park visitors at a broad agency level in order to best represent information needs regarding visitors across the National Park System. Data collected during the 2022 Phase Two sampling period¹ is aimed to inform individual park managers of key information about their visitors and allow for analysis of data at the agency level for future implementation.

The purpose of this study is to inform core issues of visitor use management, management solutions, and to develop a current and deeper understanding of who visits Mount Rushmore National Memorial, what they do during their visit, and their spending profile. The results of the study are aimed to assist Mount Rushmore National Memorial managers in understanding current utilization and perception of park resources, operations, and issues that may exist due to increasing visitation, and facilitating communication and decision processes within the park and between the park and its local partners and stakeholders.

The study was conducted by a large-scale research team from Otak, Inc., RRC Associates, and the Institute for Tourism and Recreation Research at the University of Montana.

¹ It is important to note that during the 2022 Phase Two sampling period, some aspects of the visitor profiles (e.g., perceptions and behavior) may have been impacted, to varying degrees, by the COVID-19 pandemic.

Methods

The study used a two-phased survey methodology to capture a representative sample of visitor information, characteristics, and behavior:

- 1) an on-site intercept survey conducted via tablet, and
- 2) a follow-up (mail-back and/or online) survey for full trip details.

This comprehensive two-phase approach provides the necessary information to make on-the-ground decisions using immediate feedback from the intercept survey while also capturing key in-depth information on visitor spending profiles and trip characteristics for long-term planning. Additionally, the tablet survey was kept brief to ensure the visitor's experience was not altered. The methods also permit a larger sample to be collected on key questions of interest.

Study Area

The Mount Rushmore local area map is shown in Figure 1. The local area around Mount Rushmore consists of Pennington, Lawrence, Meade, Custer, Fall River, Haakon, and Jackson counties in South Dakota. Within Mount Rushmore, the study area was comprised of one central location at the Main Entrance Area, with an option for surveyors to select a secondary “Other” location in the near vicinity. Table 1 shows more details about sampling locations.

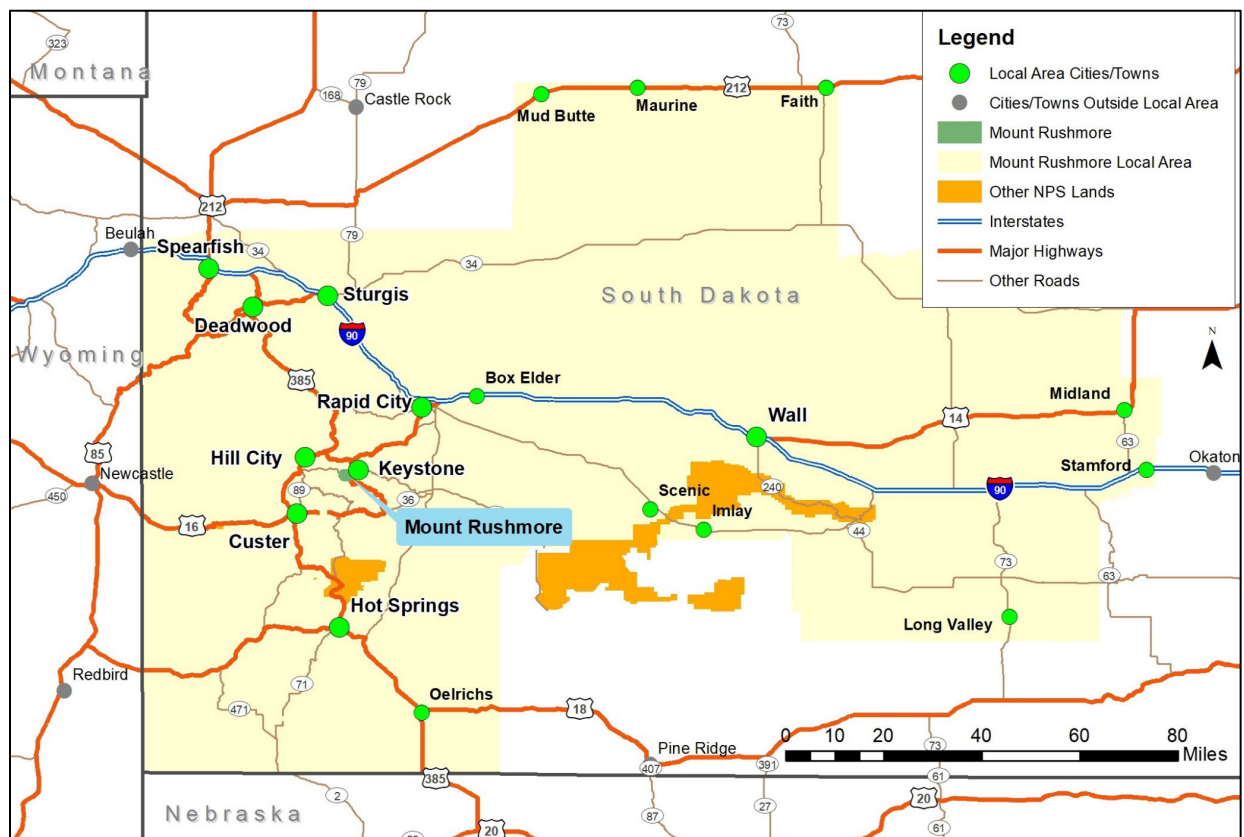


Figure 1. Mount Rushmore local area map.

Table 1. Information about sampling locations in Mount Rushmore.

Intercept Site	Number of Completed Intercept Surveys	Percent of Completed Intercept Surveys	Nearby Attractions
Main Entrance Area	558	97.2%	Visitor Center, parking area, restrooms, gift shop, ice cream shop, café, exhibits, trailheads
Other location	16	2.8%	–

Sampling Period and Procedure

Intercept Survey

The on-site intercept survey was developed to collect rapid visitor information via tablet-based responses, which were then analyzed and provided for park managers within several weeks of conclusion of data collection. This effort allowed for immediate management action if needed.

The intercept sampling was conducted during the period of July 23rd to August 1st, 2022. A sample of visitors were intercepted while visiting Mount Rushmore across the designated locations listed in Table 1, above. The majority of respondents were visitors on foot at these locations.

Surveyors approached potential respondents at the site to introduce the purpose of the study and ask them to participate in a short 5–7-minute survey about their experience in Mount Rushmore. If the visitor was eligible (at least 18 years of age, not a Mount Rushmore employee, and had not previously taken the survey) and agreed to participate in the study, the surveyor verbally administered the survey questions and recorded the responses on a handheld tablet device. If the visitor did not agree, surveyors asked if they would be willing to answer three non-response bias questions (see [Nonresponse Bias Analysis](#)). Upon complete or partial refusal, the surveyor would thank the visitor for their time, log the nonresponse, and approach the next visitor group.

At the end of the intercept survey, visitors were invited to participate in a follow-up survey by mail-back or online response. Those who agreed to participate were given an envelope containing a printed copy of the follow-up survey and hyperlink and instructions for accessing it online. As part of the intercept protocol, surveyors logged a unique identifier (four-digit code) from the envelope into the tablet for future connection to the follow-up survey.

Therefore, four potential outcomes were possible when intercepting visitors (see Table 2):

- 1) Complete refusal, refusing to answer any questions, including non-response bias questions;
- 2) Partial refusal, answering non-response questions but nothing further;
- 3) Complete intercept, but refuse to take follow-up;
- 4) Complete intercept and take follow-up.

During the sampling period, 3 surveyors were stationed simultaneously within the sampling site(s). Start times varied day-to-day to capture a diverse sample of visitors across Mount Rushmore. Each

surveyor worked nine 7-to-8-hour days (depending on volume) and rotated between several areas within the main entrance of the park primarily. Each surveyor had one day off during the 10-day sampling window.

Table 2. Response outcomes — Mount Rushmore intercept Survey.

Outcome	Total
Eligible visitors contacted	727
Complete refusals	39
Partial refusals (non-response questions completed)	113
Intercept surveys completed	575
Follow-up surveys distributed	315
Intercept response rate	79.1%
Follow-up acceptance rate	54.8%

Mail-back/Online Survey

The follow-up mail-back/online survey was distributed to participating respondents who completed the intercept survey and then agreed to take a follow-up survey after completing their trip to Mount Rushmore. This method extended data collection and asked participants to complete the survey after their visit either through a postage-paid envelope provided to them, or online via a provided survey link. The follow-up survey covers visitor trip spending details, travel patterns, and perceptions of their recent visit. Both the intercept survey and the follow-up survey were tagged with a unique identifier (four-digit code) for each respondent so their onsite tablet responses could be paired with their follow-up responses. Joining the two datasets provides a more complete picture of connecting in-park experiences and post-visit perceptions.

At the end of the intercept survey, respondents were asked for their physical mailing address or email address. This allowed for a reminder postcard or email to be sent to all contacts about a week following the end of each data collection period. This postcard or email thanked them for their original participation and encouraged them to complete the follow-up if they had not already done so.

Three weeks after postcard mailing, a second contact (with the same unique IDs) was delivered to all outstanding addresses/emails, noting that the individual's completed questionnaire had yet to be received. The mailed survey packets included replacement surveys and postage-paid, self-addressed return envelopes. A final contact was mailed/emailed to all remaining non-respondents four weeks after sending the second contact (i.e., first full replacement survey). Table 3 shows response rate for the follow-up mail-back/online survey.

Table 3. Response rate — Mount Rushmore follow-up mail-back/online survey.

Outcome	Total
Follow-up surveys distributed	315
Valid follow-up surveys completed	98
Response rate	31.1%

Nonresponse Bias Analysis

To account for potential biases between respondents and non-respondents, three questions were asked of eligible visitors contacted who did not wish to participate in the survey. The responses to these three questions can then be compared to both the larger group of respondents who completed the intercept survey, and the smaller group who completed both the intercept and follow-up surveys.

Since the response rate for the onsite intercept survey (79.1%) did not meet the minimum threshold of 80%, bias testing was conducted to evaluate differences between the full set of visitors who participated in the onsite intercept survey (intercept respondents) and those eligible visitors who declined to participate (intercept non-respondents). Results of the bias testing are shown in Tables 4 through 6.

A chi-square test for homogeneity was performed for each of the three questions to evaluate differences between the groups. The p-value for all three questions exceeded the threshold of 0.05, indicating that there were no significant differences between intercept respondents and non-respondents on any of these measures, and thus non-response bias based on these dimensions of residency and visitor type is not a concern within the intercept survey sample.

Table 4. Intercept Non-Response bias question: “Are you a permanent or seasonal/second home resident of the local area around Mount Rushmore?”.

Response	Frequency: Intercept respondents	Percent: Intercept respondents	Frequency: Intercept non-respondents	Percent: Intercept non-respondents
Yes	39	6.8%	9	8.0%
No	536	93.2%	104	92.0%

* p-value: 0.65

Table 5. Intercept Non-Response bias question: “Do you currently live in the United States?”.

Response	Frequency: Intercept respondents	Percent: Intercept respondents	Frequency: Intercept non-respondents	Percent: Intercept non-respondents
Yes	542	94.3%	108	95.6%
No	33	5.7%	5	4.4%

* p-value: 0.58

Table 6. Intercept Non-Response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Mount Rushmore and/or within the local area?”.

Response	Frequency: Intercept respondents	Percent: Intercept respondents	Frequency: Intercept non-respondents	Percent: Intercept non-respondents
Yes	528	91.8%	102	90.3%
No	47	8.2%	11	9.7%

* p-value: 0.59

Additionally, because the follow-up survey response rate (31.1%) also did not meet the minimum threshold, bias testing was conducted to evaluate differences between those respondents who completed the full survey (both intercept and follow-up), and those who only completed the intercept portion. Results of this bias testing are shown in Tables 7 through 9.

Again, for each of the three questions, a chi-square test for homogeneity was performed to evaluate differences between the groups. The p-value for the one question (United States residency) fell below the threshold of 0.05, indicating significant differences between those who completed the intercept survey only, and those who completed both the intercept and follow-up surveys on this measure. Therefore, international visitors are not as well represented in the full survey sample as desired, based on their proportion in the intercept survey sample.

Table 7. Full Survey Non-Response bias question: “Are you a permanent or seasonal/second home resident of the local area around Mount Rushmore?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	6	6.1%	33	6.9%
No	92	93.9%	444	93.1%

* p-value: 0.78

Table 8. Full Survey Non-Response bias question: “Do you currently live in the United States?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	97	99.0%	445	93.3%
No	1	1.0%	32	6.7%

* p-value: 0.03

Table 9. Full Survey Non-Response bias question: “On this trip away from home, have you [and your personal group] stayed, or will you stay overnight away from your permanent residence either in Mount Rushmore and/or within the local area?”.

Response	Frequency: Full survey respondents	Percent: Full survey respondents	Frequency: Intercept-only respondents	Percent: Intercept-only respondents
Yes	93	94.9%	435	91.2%
No	5	5.1%	42	8.8%

* p-value: 0.22



Dedications Display. Image of a section of the Exhibit Hall containing information about the dedication ceremonies held at Mount Rushmore during construction and on the 50th anniversary of completion of the sculpture. NPS photo.

Results

Intercept Survey Results

The following section provides results of the 575 visitor intercept surveys conducted in Mount Rushmore National Memorial from July 23rd to August 1st, 2022. All results are presented in this report, regardless of sample size, which varies by question. Caution is recommended in the interpretation of figures with sample size lower than $n=30$. Categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.



Mount Rushmore coming out of the fog. NPS photo.

Questions 1–2: Visitor Residency

First, respondents were asked to indicate if they were permanent or seasonal residents of the local area around Mount Rushmore. If they did not reside permanently or seasonally in the local area, they were asked if they currently live in the U.S., and if so, for their ZIP code. Figure 2 depicts responses to this group of questions.

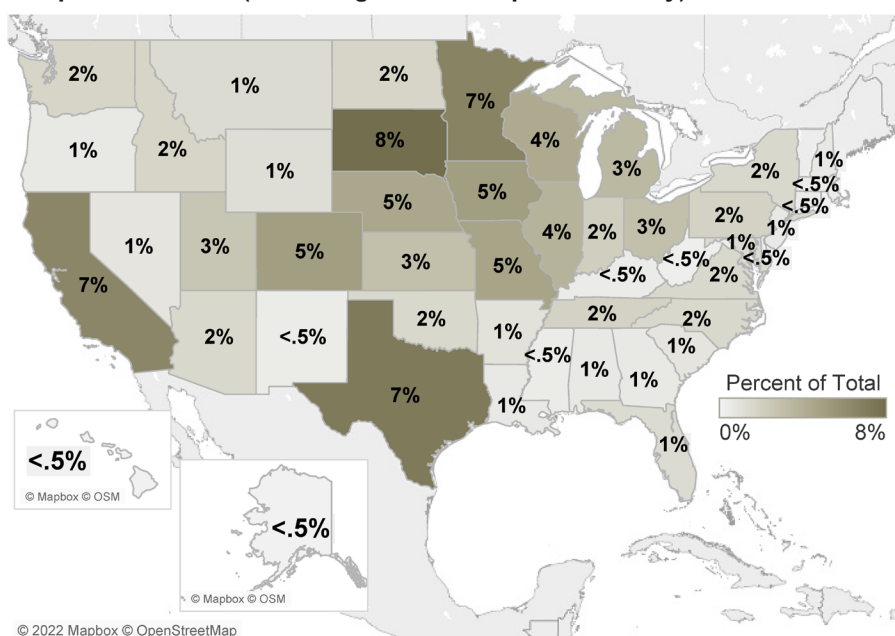
Are you a permanent or seasonal/second home resident of the local area around Mount Rushmore?



Do you currently live in the United States?



Respondent States (Percentage of U.S. respondents only)



Top 10 States

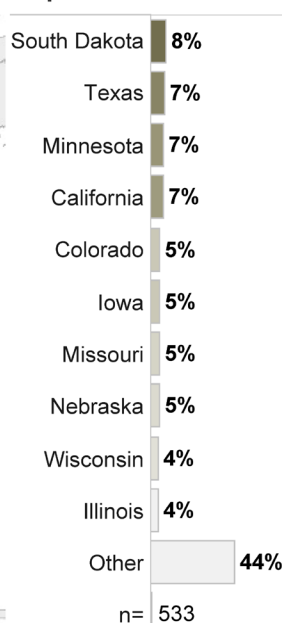


Figure 2. Visitor local residency status and geographic origin of domestic visitors to Mount Rushmore.

- Just over 6% of respondents (a combined 6.3%) stated that they were either permanent or seasonal residents of the local area around Mount Rushmore.
- Among the 94% of respondents currently residing in the U.S., 8% reside in South Dakota (where Mount Rushmore is located), followed by Texas, Minnesota, and California with 7% each.

Question 3: Trip Purpose

If respondents indicated that they were not permanent or seasonal residents of the local area, they were asked about the overall purpose for their trip away from home (Figure 3).

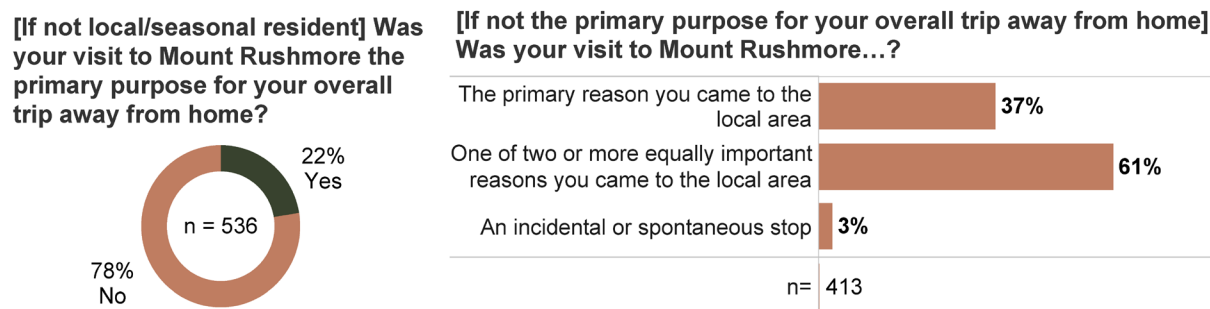


Figure 3. Role of Mount Rushmore in overall trip purpose.

- For the majority of non-local respondents (78%), visiting Mount Rushmore was not the primary purpose for their overall trip away from home.
- Among those respondents for whom Mount Rushmore was not their primary trip purpose, 61% stated that their visit to Mount Rushmore was one of two or more equally important reasons they came to the local area, while another 37% indicated that it was the primary reason they came to the local area.

Question 4: Length of Stay

If respondents indicated that they were not permanent or seasonal residents of the local area around Mount Rushmore, they were asked how many days they planned to spend within that local area, including days spent in the park. All respondents, regardless of residency, were asked whether they would be staying overnight away from their permanent residence within the local area. Responses to both of these questions are depicted in Figure 4.

[If not local/seasonal resident] How many days are you planning to spend in the local area (including the days you spend in Mount Rushmore) on this trip away from home?

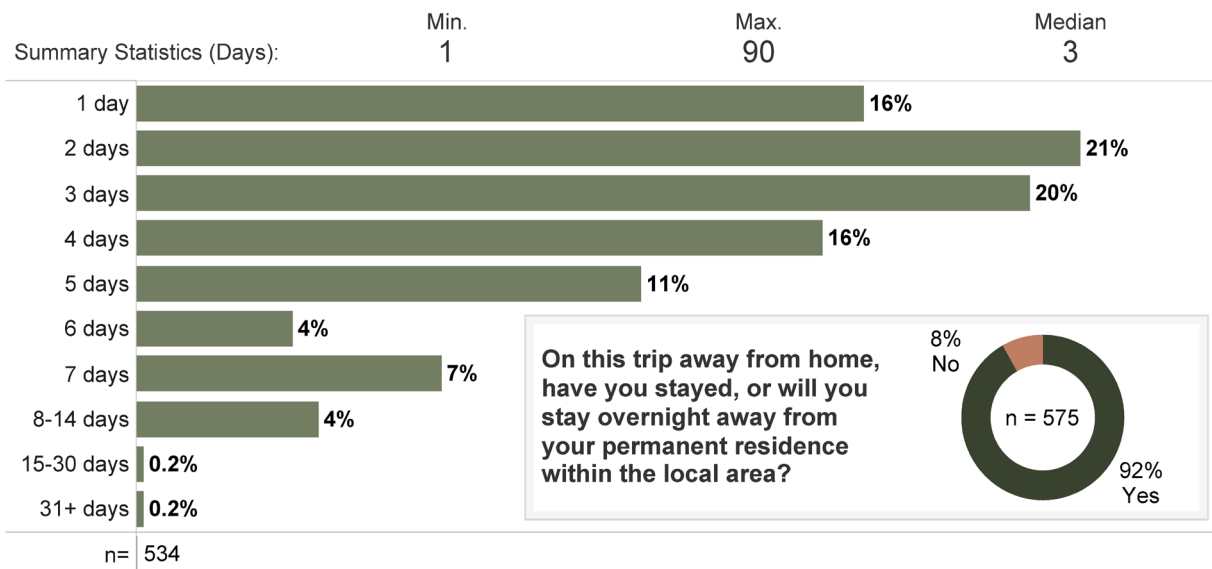


Figure 4. Time spent in the local area around Mount Rushmore.

- Roughly one in every five non-local respondents (21%) spent two days in the local area, while another 20% spent three days, 16% spent four days, and another 16% spent one day in the local area. The median length of stay was three days.
- Additionally, the majority of all respondents (92%; including permanent/seasonal residents) had stayed or planned to stay overnight away from their permanent residence in the park and/or in the local area.

Questions 5–6: Overnight Visitors

If respondents indicated that they stayed overnight in the local area, they were asked about the type(s) of accommodation they used or planned to use while there (Figure 5).

[If staying overnight in local area] On this trip, what type of accommodations do you expect to use while in the local area? Please mark all that apply

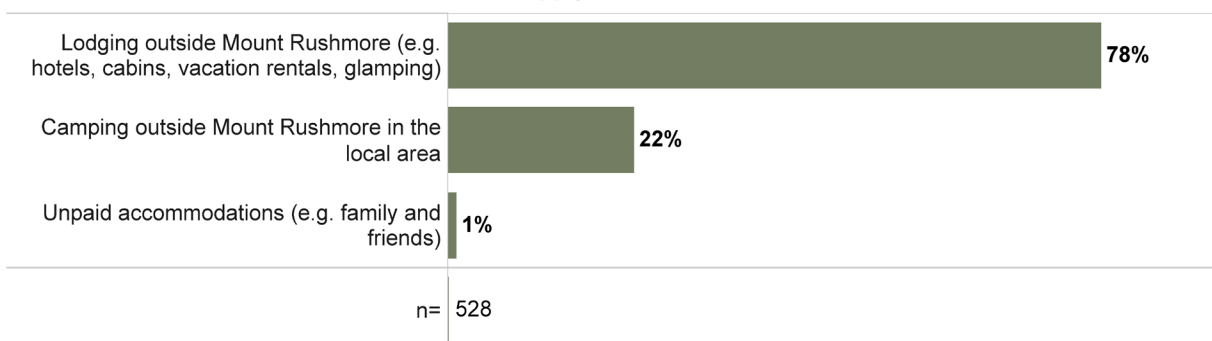


Figure 5. Accommodation types used in the local area around Mount Rushmore.

- Over three quarters of overnight respondents (78%) stayed in lodging outside Mount Rushmore (e.g., hotels, cabins, vacation rentals, glamping).
- This was followed in prevalence by respondents who camped outside Mount Rushmore (22%), and those who stayed at unpaid accommodations (e.g., family and friends) (1%).

Respondents were then asked to indicate the number of nights they spent or would spend in each accommodation type (Figure 6).

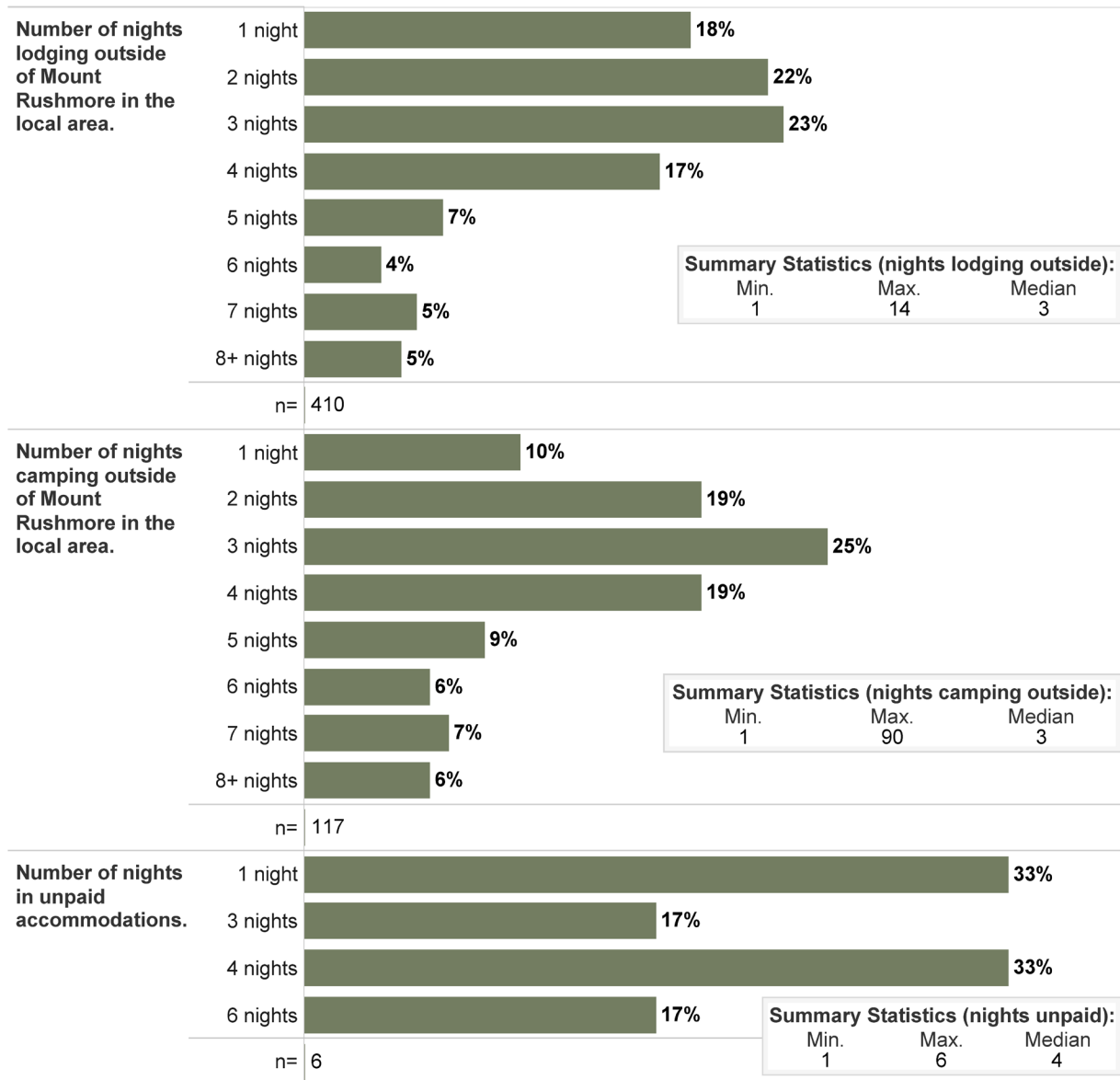


Figure 6. Number of nights spent in the local area around Mount Rushmore, by accommodation type. Tabular data shown in this figure are presented in Appendix A, [Table A-1](#).

- Among the 78% of overnight respondents who lodged outside of Mount Rushmore in the local area (per Figure 3), median length of stay was three nights. Over one third of respondents (40%) lodged 2 nights or fewer in the local area this trip; over half (63%) spent three nights or fewer.
- Among the 22% of overnight respondents who camped outside of Mount Rushmore (per Figure 3), median length of stay was three nights.
- Among the 1% of overnight respondents who stayed in unpaid accommodations in the local area (per Figure 3), median length of stay four nights.

Questions 7–9: Party Characteristics

Respondents were asked to indicate how many adults (18 or older) and children (under 18) were in their personal group during their visit to Mount Rushmore (Figure 7). A personal group was defined as the visitor and companions with whom they visited the park, such as a spouse, family, and/or friends, but visitors were informed not to account for the larger group with whom they may have traveled, such as a school, church, scout, or tour group.

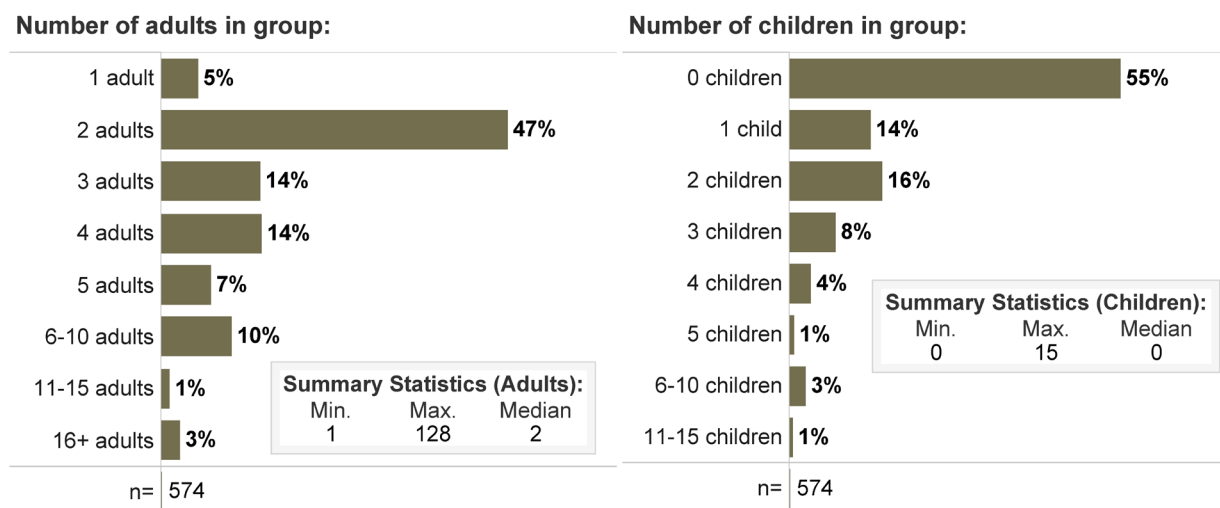


Figure 7. Number of adults and children in respondent's personal group while visiting Mount Rushmore. Tabular data shown in this figure are presented in Appendix A, [Table A-2](#).

- The median number of adults per group was two. Most groups (47%) included two adults.
- Most groups (55%) did not include any children.

Respondents were then asked to provide the age of each member of their group (Figure 8).

What are the ages of each of the adults and children in your group?

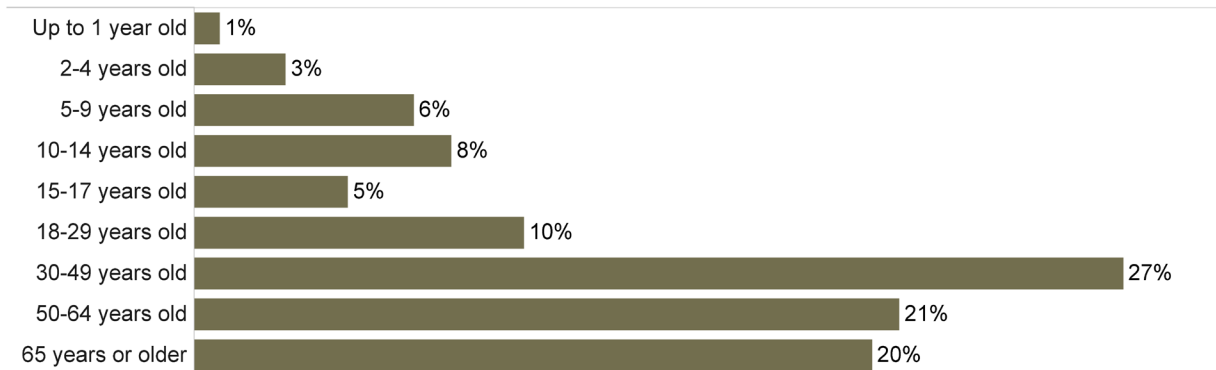


Figure 8. Age distribution of all members of respondent's personal group while visiting Mount Rushmore.

- The most common age of the adults and children in a personal group was 30–49 years old (27%), followed by 50–64 years old (21%), and 65 years or older (20%).
- Children (i.e., visitors under 18 years old) accounted for a combined total of just 23% of group members.

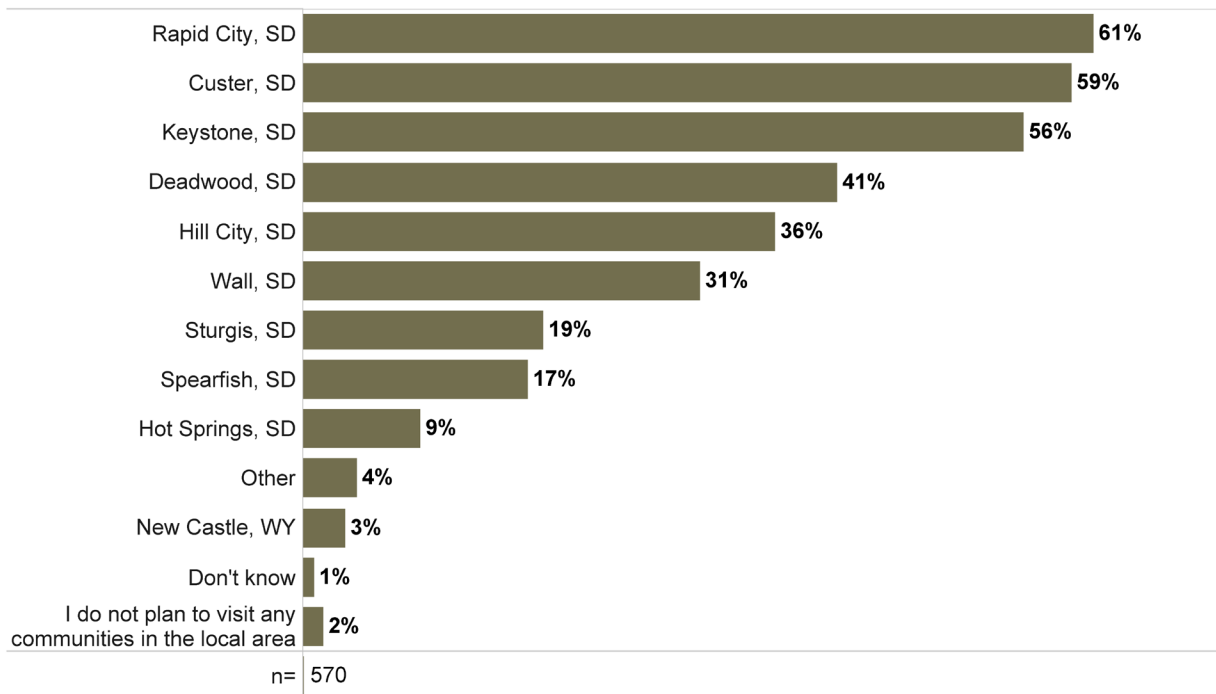


View of Mount Rushmore through a tunnel on Iron Mountain Road. NPS photo.

Questions 11–12: Local Communities

To build a more detailed understanding of the impact of Mount Rushmore on the surrounding local area, respondents were given a list of nearby communities and asked which one(s), if any, they had already visited or planned to visit during their trip. Visiting a community was defined as stopping to do or buy anything, such as purchasing gas or groceries or dining. Those respondents who had previously indicated that they were staying overnight in the local area outside Mount Rushmore (i.e., paid lodging outside the park, camping outside the park, or staying in unpaid accommodation outside the park) were then asked which local community (or communities) from that list was (or were) closest to their accommodations. Responses to both of these questions are shown in Figure 9, below.

Which communities have you already visited or do you plan to visit outside Mount Rushmore while in the local area? Please mark all that apply



What communities are closest to where you stayed or are staying at your accommodation(s) outside Mount Rushmore in the local area? Please mark all that apply

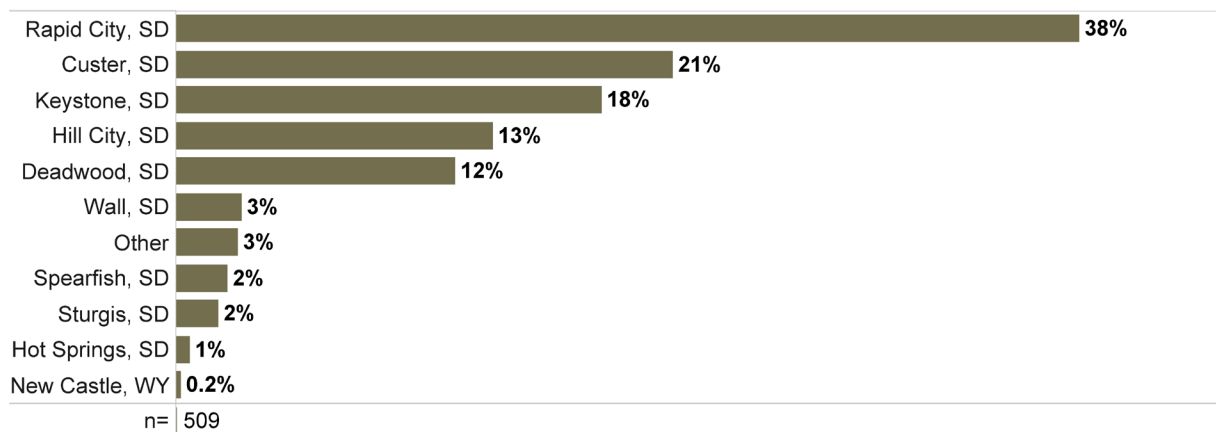


Figure 9. Communities visited outside Mount Rushmore while in the local area.

- Three communities were reported by over half of respondents: Rapid City, SD (61%), Custer, SD (59%), and Keystone, SD (56%).
- The least visited community from the list provided was New Castle, WY (3%).
- The plurality of respondents (38%) indicated Rapid City, SD as the closest community to where they stayed or were staying at their accommodation(s) outside Mount Rushmore in the local area.

Questions 13–16: Park Use Characteristics

First, respondents were asked to indicate if they planned to visit Mount Rushmore for more than one day, and then a series of follow-up questions about the length of time they might spend in the park (Figure 10 and Table 10).

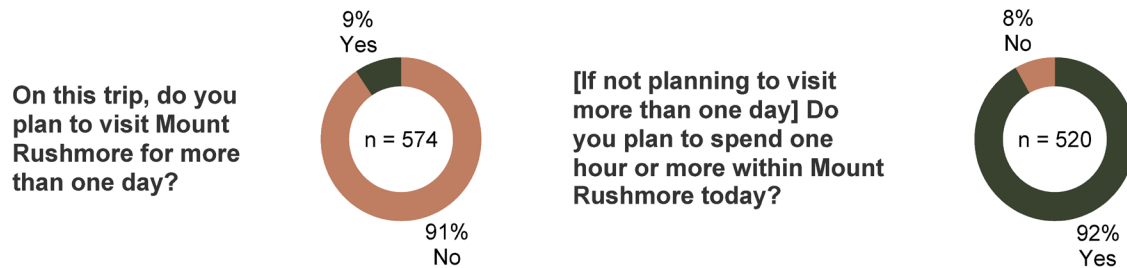


Figure 10. Duration of the respondent's trip to Mount Rushmore.

Table 10. Amount of time spent within Mount Rushmore.

Question	n	Min.	Max.	Median
[If not planning to spend one hour or more] How many minutes do you plan to spend within Mount Rushmore today?	41	15	59	50
[If planning to spend less than a day, but one hour or more] How many hours do you plan to spend within Mount Rushmore today?	476	1	8	2
[If planning to visit at least one day] How many days do you plan to spend within Mount Rushmore on this trip?	54	1	9	2
[If planning to visit at least one day] On how many different days do you expect to enter the park?	54	1	9	2

- While visiting Mount Rushmore, most visitors (91%) did not plan to spend more than one day in the park.
- Among the 91% of visitors who did not spend more than a day in Mount Rushmore, the majority (92%) planned to spend one hour or more in the park. The median length of time spent in the park among this group was two hours.
- The remaining 9% of visitors planned to visit for more than one day; among those visitors, the median length of stay was two days.
- Those respondents who spent at least one day in the park were also asked on how many different days they expected to enter the park; the median answer was two days.

Next, respondents were asked to indicate the most recent entrance they used to enter Mount Rushmore (Figure 11).

Which was the most recent entrance you used to enter Mount Rushmore?

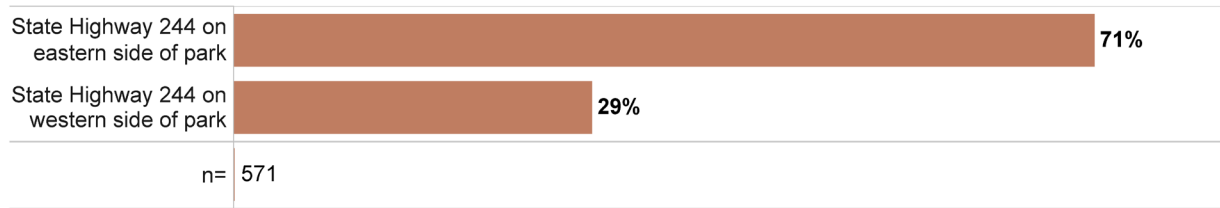


Figure 11. Most recent entrance used to enter Mount Rushmore.

- State Highway 244 on the eastern side of park was the most commonly used entrance to Mount Rushmore (71%).

Respondents were also presented with a list of locations within Mount Rushmore and asked to indicate if they had been to, or planned to visit them, that day (Figure 12).

Considering your visit today, have you been to or do you plan to visit any of the following locations within Mount Rushmore? Please mark all that apply

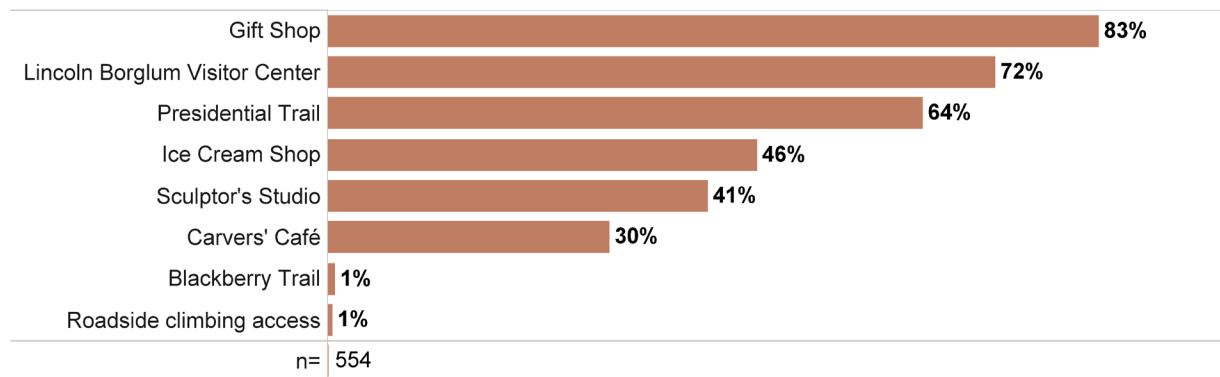


Figure 12. Park locations visited during the most recent trip to Mount Rushmore.

- The most commonly visited location in Mount Rushmore was the gift shop (83% of respondents had either been there or planned to visit it on their trip), followed by Lincoln Borglum Visitor Center (72%) and Presidential Trail (64%).
- Blackberry Trail and Roadside climbing access were the least-visited locations from the list provided, with only 1% of respondents reporting having visited or planning to visit each of them.

Question 17: Transportation

Visitors were asked about the form of transportation they used to enter Mount Rushmore on the day they were surveyed (Figure 13).

Which of the following forms of transportation did you personally use to arrive or enter Mount Rushmore today?

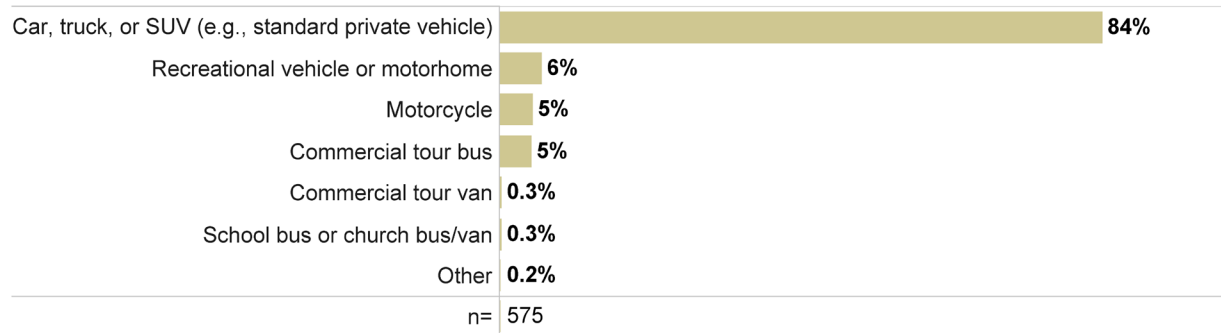
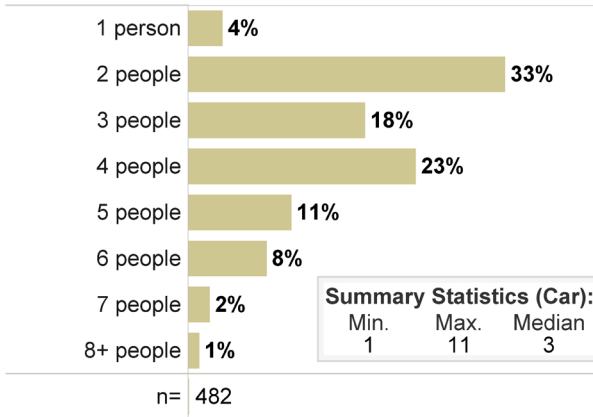


Figure 13. Form of transportation used to enter Mount Rushmore on the day of the survey.

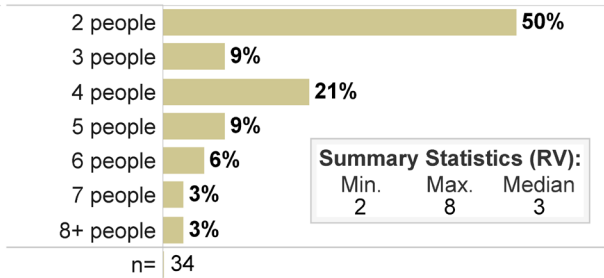
- The majority of respondents (84%) reported that they used their car, truck, or SUV to enter Mount Rushmore on the day of the survey.
- This was followed distantly by use of a recreational vehicle or motorhome (6%), motorcycle and commercial tour bus (5% each).

If respondents entered the park using a multi-passenger private vehicle (i.e., car, truck or SUV; recreational vehicle or motorhome; or motorcycle), they were asked to indicate how many people were travelling in or on that vehicle (Figure 14).

[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Mount Rushmore?



[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Mount Rushmore?



[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Mount Rushmore?

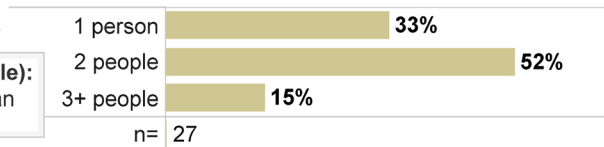


Figure 14. Number of people in or on respondent's vehicle when entering Mount Rushmore. Tabular data shown in this figure are presented in Appendix A, [Table A-3](#).

- A third of respondents (33%) traveling by car reported two people. The next most common group size was four people (23%), followed by three people (18%).
- Half of respondents entering Mount Rushmore by RV/motorhome reported travelling in a group of two (50%), followed by four people (21%) or three and five people (9% each).
- Most motorcyclists (52%) were traveling in a group of two.

Question 19: Previous Visits to Mount Rushmore

Respondents were asked if they were first time visitors to Mount Rushmore. Repeat visitors were then asked how many visits they have made to Mount Rushmore in the last 12 months and the last five years (Figure 15).

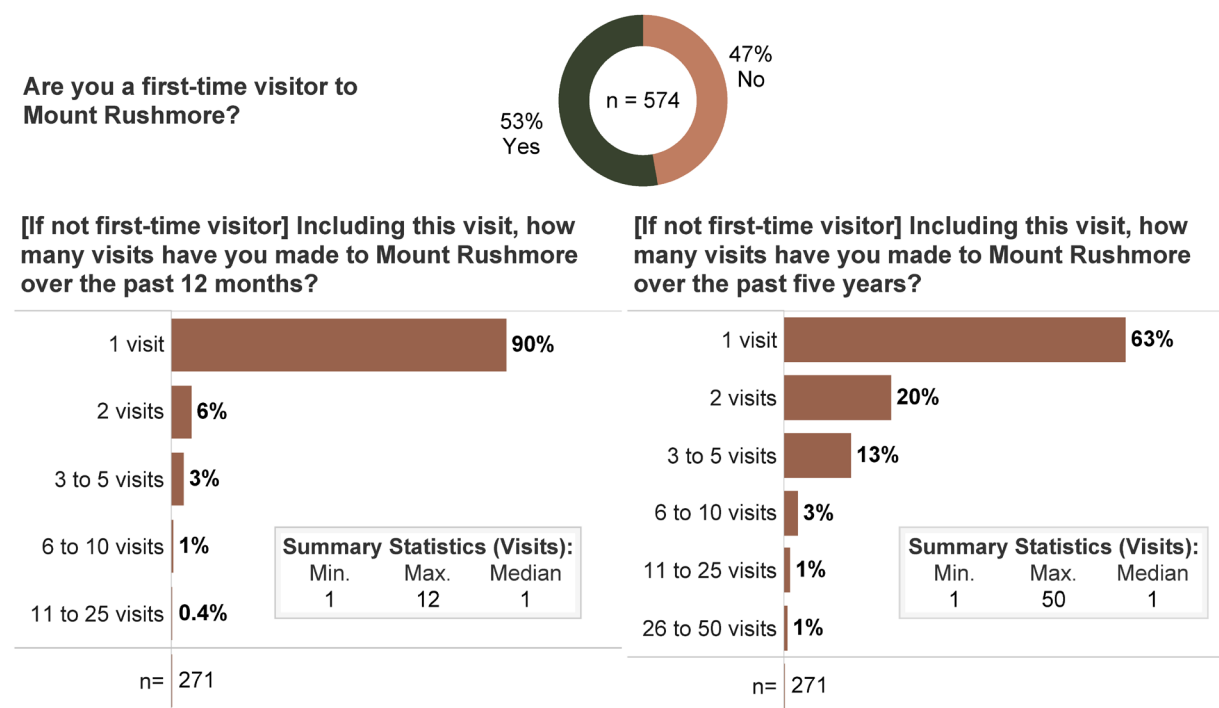


Figure 15. Previous visits to Mount Rushmore. Tabular data shown in this figure are presented in Appendix A, [Table A-4](#).

- Over half of respondents (53%) were on their first ever trip to Mount Rushmore.
- Among the 47% of respondents who were repeat visitors, the majority (90%) were on their first visit in the past 12 months (i.e., had last visited more than a year ago).
- However, many repeat visitors (47%) had visited at least one time in the past 5 years.
- The median number of visits made in the past 5 years was one, including the current trip; 2% of repeat visitors had made more than 10 visits in the past 5 years.

Question 20: Previous Visits to Other NPS Units

Finally, respondents were asked how many visits they made to other NPS sites over the past 12 months (Figure 16).

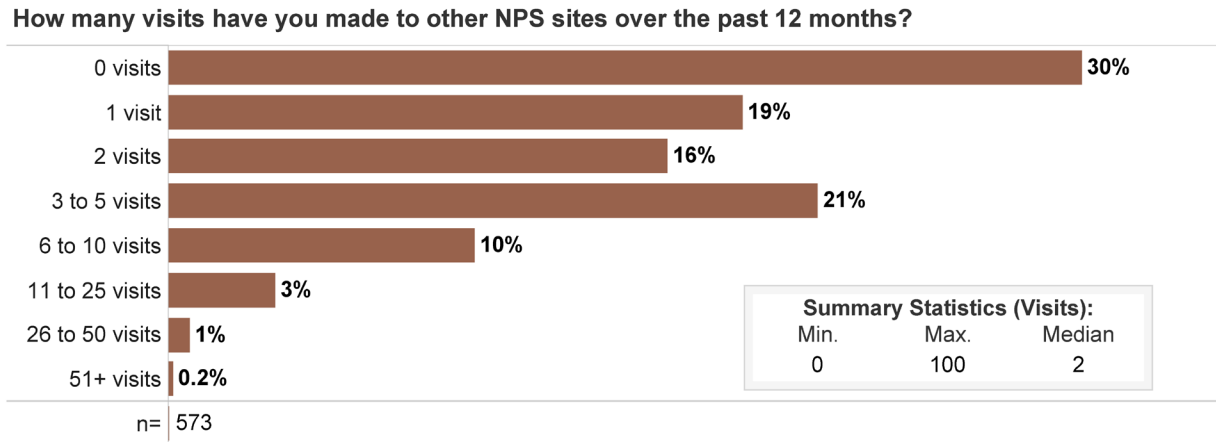


Figure 16. Visits made to other NPS sites within the past year. Tabular data shown in this figure are presented in Appendix A, [Table A-5](#).

- About one third of respondents (30%) had not made any visits to other NPS site(s) in the past year.
- The median number of visits made to other NPS site(s) in the past 12 months was two, though a combined 35% made 3 or more visits in the past year.

Follow-up Survey Results

The following section provides results of the 98 follow-up visitor surveys received by mail-back or online following fieldwork conducted in Mount Rushmore National Memorial in Summer of 2022. Again, caution is recommended in the interpretation of figures with a sample size lower than n=30, and categories on some questions may not sum to 100% due to rounding differences and/or the opportunity to select more than one response option.

Questions 1–2: Information about Mount Rushmore

First, respondents were asked what sources they used to obtain information about Mount Rushmore prior to their trip, and whether they had the information they needed on their trip (Figure 17).

Prior to this trip, how did you obtain information about Mount Rushmore? Please mark all that apply

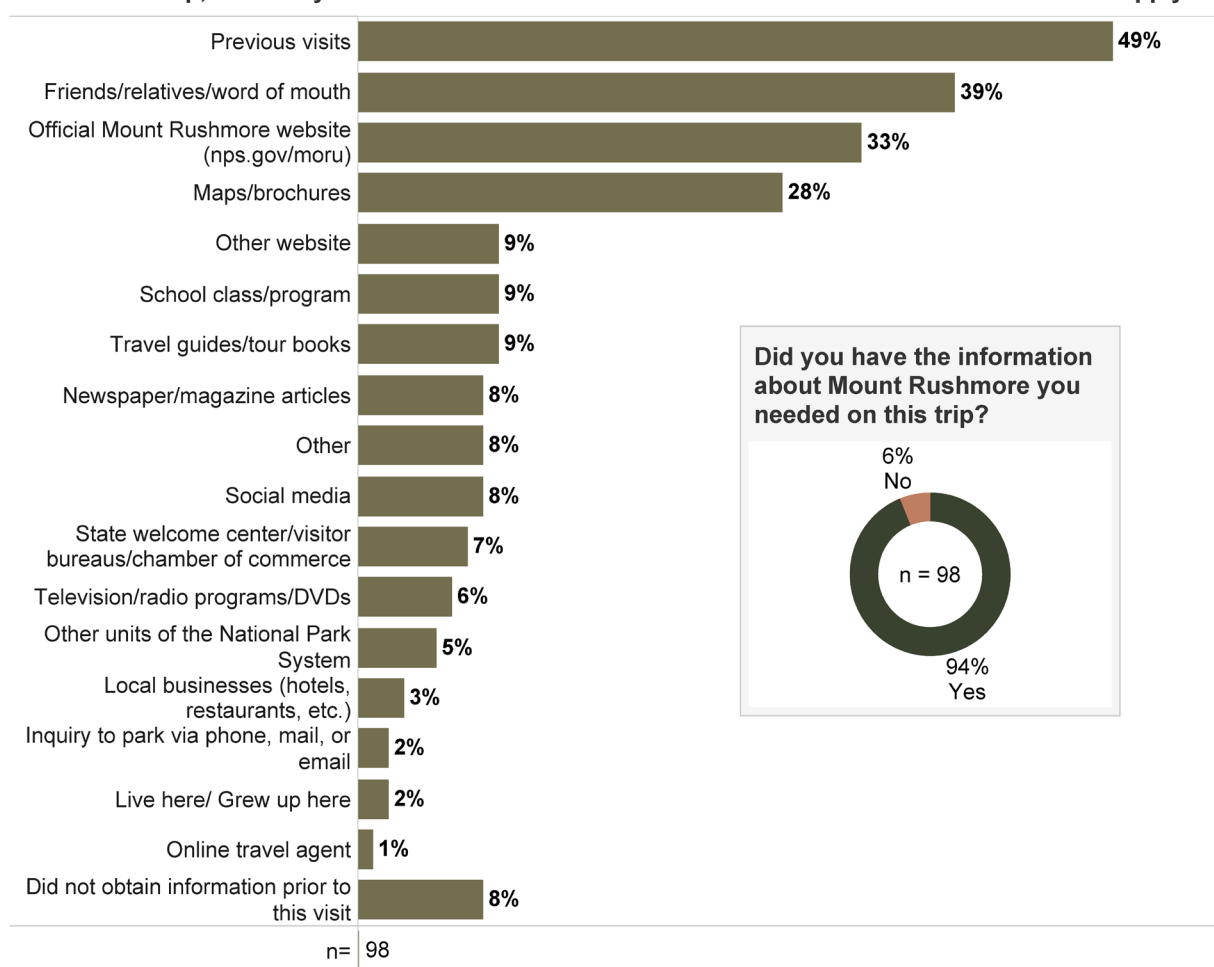


Figure 17. Sources used to obtain information about Mount Rushmore prior to the trip.

- The most used resource was previous visits, with 49% of respondents reportedly using it. The second most commonly used source was friends/relatives/word of mouth (39%), followed by the official Mount Rushmore website (nps.gov/moru) (33%), and maps/brochures (28%).
- In a follow-up question, 94% of respondents said that they had the information about Mount Rushmore that they needed on their trip, while 6% indicated that there was information that they needed but did not have.

In an open-ended follow-up question, those who did not have the information they needed on this trip were asked to elaborate. These comments are provided as an accompanying document for review.

Question 3: Transportation

While in the intercept survey, respondents indicated a mode of transportation they used to enter the park on the day of the intercept, the follow-up survey asked respondents to select all forms of transportation they personally used to travel from their home to Mount Rushmore on their trip (Figure 18).

Please list all forms of transportation you personally used to travel from your home to Mount Rushmore on this trip. Please mark all that apply

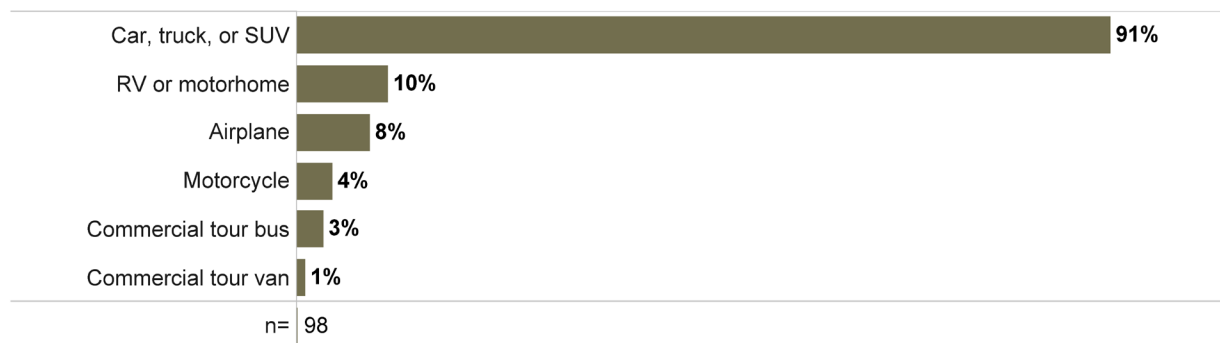


Figure 18. Forms of transportation used to travel from home to Mount Rushmore on the recent trip.

- Nearly all respondents (91%) used a personal vehicle, such as a car, truck, or SUV, at some point during their trip from home to Mount Rushmore.
- The second most common mode of travel was an RV or motorhome (10%), followed by an airplane (8%).

Question 4: Travel Party Composition

Respondents were asked what type of group they were with during their visit to Mount Rushmore on the day of the survey (Figure 19).

What type of group were you with, during your visit to Mount Rushmore on the day you were contacted for this survey?

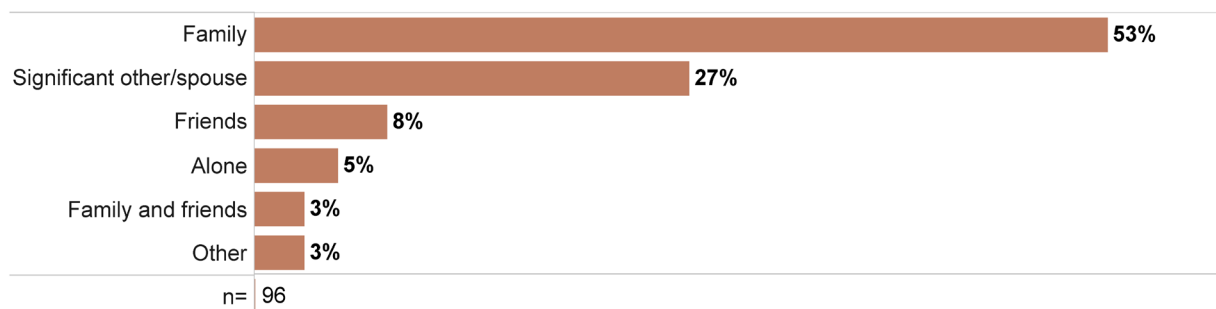


Figure 19. Travel party composition during Mount Rushmore visit.

- Over half of respondents (53%) visited Mount Rushmore with their family on the day of the survey.
- About a quarter of respondents (27%) explored Mount Rushmore with their significant other/spouse, and another 8% visited the park with their friends.

Questions 11–13: Trip Characteristics

Respondents were asked if they visited other National Park Service sites on their trip away from home (Figure 20).

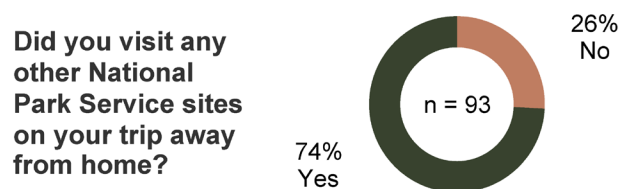


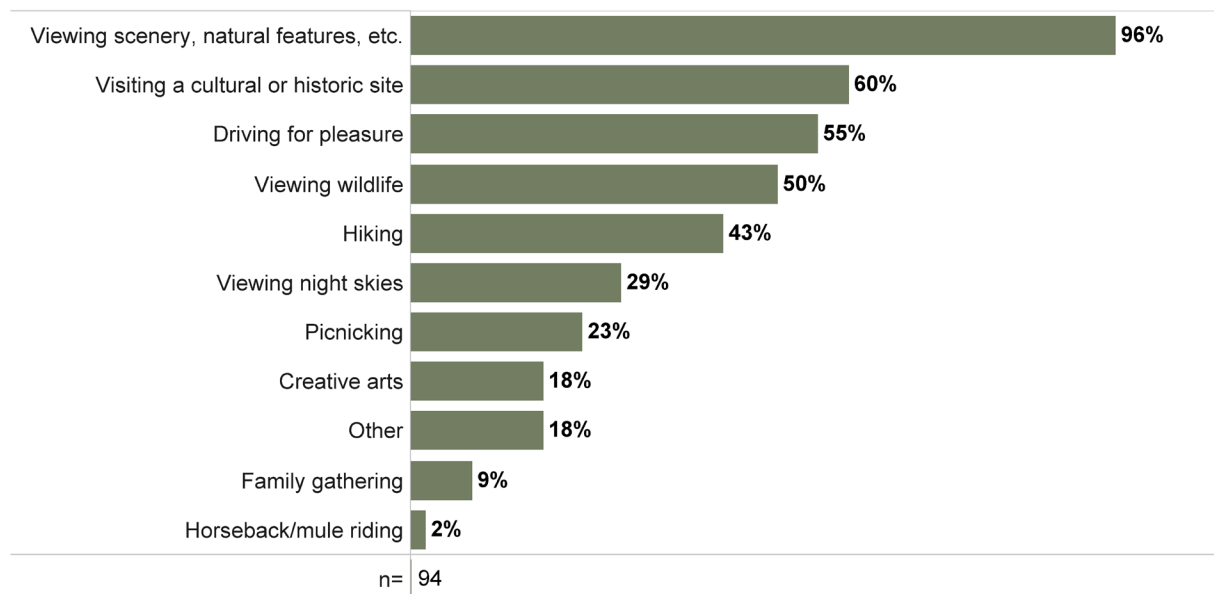
Figure 20. NPS sites visited on trip away from home.

- Roughly three quarters of all respondents (74%) had visited other NPS sites on their trip, while 26% identified Mount Rushmore as the only NPS site they visited while away from home.

In an open-ended follow-up question, those who had visited other NPS sites on their trip were asked to list which one(s). These comments are provided in an accompanying document.

Survey respondents were then asked to identify all activities that they participated in while visiting Mount Rushmore, and which of those was their primary activity (Figure 21).

On this trip, in which of the following activities did you personally participate in while visiting Mount Rushmore? Please mark all that apply



And which was your primary activity during your visit to Mount Rushmore on the day you were contacted for this survey?

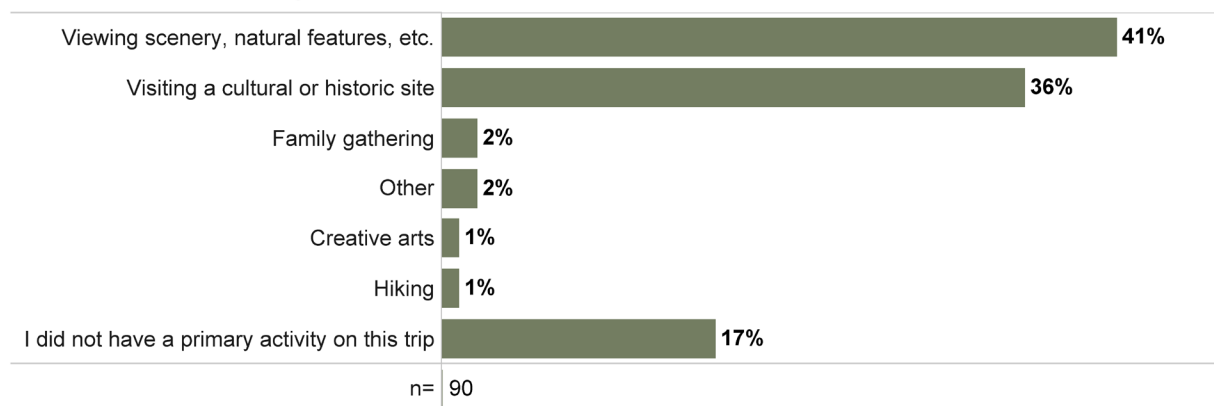


Figure 21. Participation in activities at Mount Rushmore.

- Almost all visitors reported viewing scenery, natural feature, etc., (96%), while 60% reported visiting a cultural or historic site, and 55% reported driving for pleasure.
- Horseback/mule riding and family gathering were uncommon activities (reported by fewer than 10% of respondents).
- The plurality of respondents (41%) reported viewing scenery, natural features, etc. as their primary activity, followed by visiting a cultural or historic site (36%).
- Notably, while half of respondents (50%) reported viewing wildlife during their trip, no respondents identified this as their primary activity.

Questions 14–15: Reasons to Visit

Survey respondents were asked to rate the importance of various reasons to visit Mount Rushmore on their trip, then asked which of those was the most important reason for them to visit Mount Rushmore (Figure 22).

How important to you were each of the following reasons or motivations for visiting Mount Rushmore on this trip?

Rating Category	n=	Percent Responding				
		1 - Not at all important	2 - Slightly important	3 - Moderately important	4 - Very important	5 - Extremely important
To spend time with family/friends	89	4%	4%	9%	30%	52%
To learn more about American history and culture	91	4%	3%	14%	42%	36%
To relax	91	12%	9%	19%	31%	30%
To view wildlife or natural scenery	91	5%	10%	22%	33%	30%
To visit a National Park Service site	90	12%	6%	18%	37%	28%
To get physical exercise	89	24%	12%	28%	28%	8%
To view dark night sky/stars	88	42%	18%	18%	16%	6%
To hear the sounds of nature/quiet	89	29%	15%	25%	26%	6%
To experience solitude	87	44%	15%	23%	14%	5%
To learn more about nature	87	28%	17%	25%	26%	3%
Other (if specified)	15	53%				47%

And which was the most important reason for you to visit Mount Rushmore on this trip?

To learn more about American history and culture	36%
To spend time with family/friends	26%
To visit a National Park Service site	22%
Other	6%
To view wildlife or natural scenery	6%
To relax	3%
To hear sounds of nature/quiet	1%
n=	88

Figure 22. Reasons or motivations to visit Mount Rushmore. Tabular data shown in this figure are presented in Appendix A, [Table A-6](#).

- Many visitors chose spending time with family/friends (52%) and learning more about American history and culture (36%) as extremely important reasons for their trip to Mount Rushmore.
- Other important reasons were to relax, to view wildlife and natural scenery, and to visit a National Park Service site (30%, 30% and 28% of respondents, respectively, rated them as extremely important).
- The least important reasons were to experience solitude and to learn more about nature (only 5% and 3% of respondents, respectively, reported them as extremely important, and 44% and 28% of respondents, respectively, rated them as not at all important).
- The most common response about the most important reason was to learn more about American history and culture (36%), followed by to spend time with family/friends (26%), and to visit a National Park Service site (22%).

Questions 16–18: Programs, Services, and Learning

Respondents were asked to identify all programs and services that they personally participated in in Mount Rushmore during their trip (Figure 23).

On this trip, in which of the following programs and services did you personally participate within Mount Rushmore? Please mark all that apply

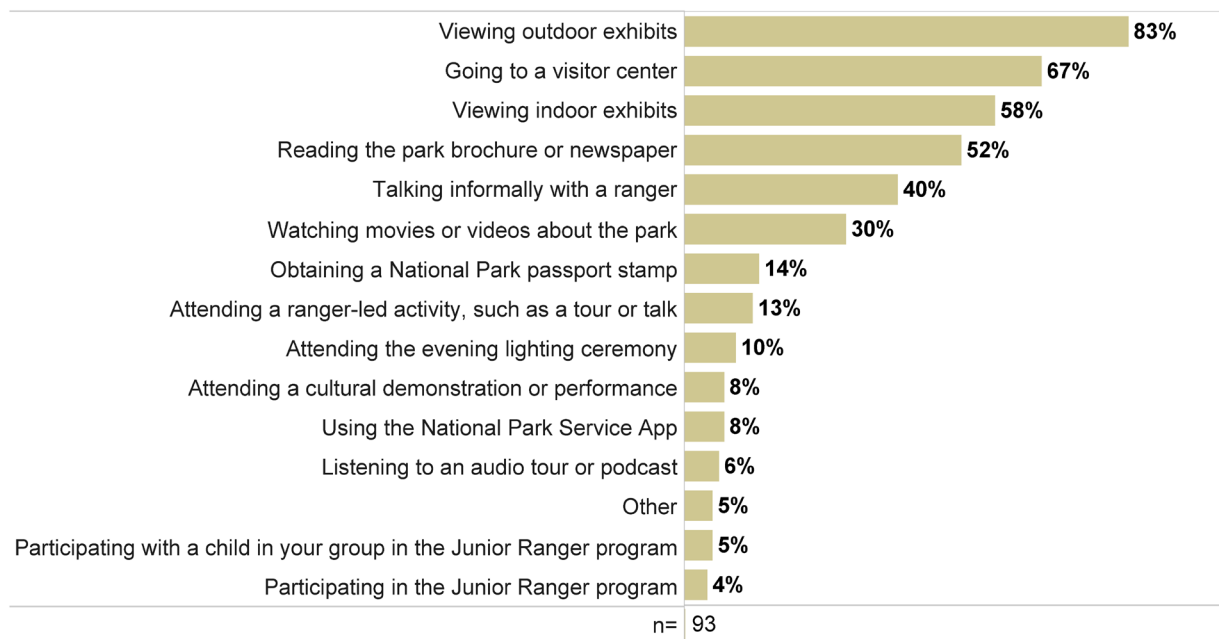


Figure 23. Programs participated while visiting Mount Rushmore.

- The two most-used programs were viewing outdoor exhibits and going to a visitor center, with over two thirds of respondents (83% and 67%, respectively) reporting participating in each of them.
- Two other programs were engaged in by over half of respondents: viewing indoor exhibits (58%) and reading the park brochure or newspaper (52%).

Two follow-up questions asked if respondents learned anything from park staff, programs, and/or exhibits about American history, nature, and/or culture, and what specific subjects they would like to learn about in the future (Figure 24).

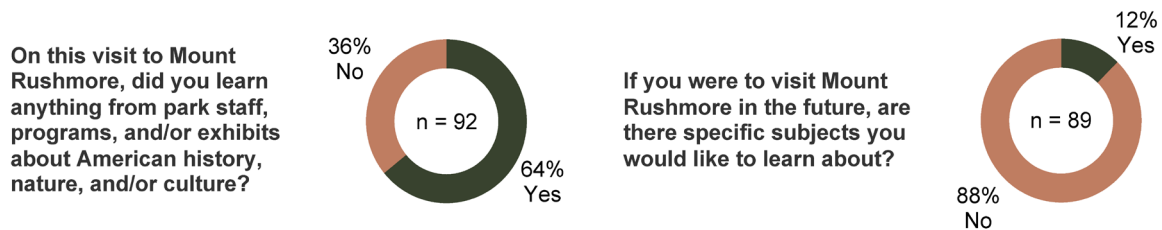


Figure 24. Learning.

- Almost two thirds of respondents (64%) reported that they learned something from park staff, programs, and/or exhibits about American history, nature, and/or culture.
- A small number of respondents (12%) reported that if they were to visit Mount Rushmore in the future, there are specific subjects they would like to learn about.

Respondents who said yes to either of these two questions were asked to elaborate. These comments are provided as an accompanying document for review.

Questions 19–20: Use of Devices

Two survey questions were focused on the use of electronic devices, their importance, and the quality of service provided. First, respondents were asked which personal electronic devices they used while in Mount Rushmore (Figure 25).

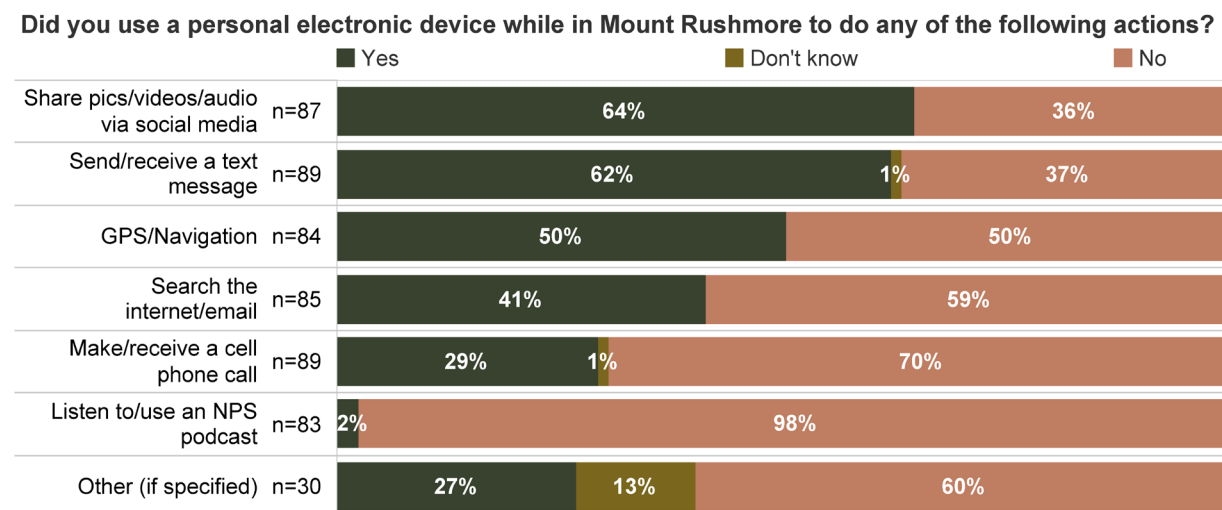
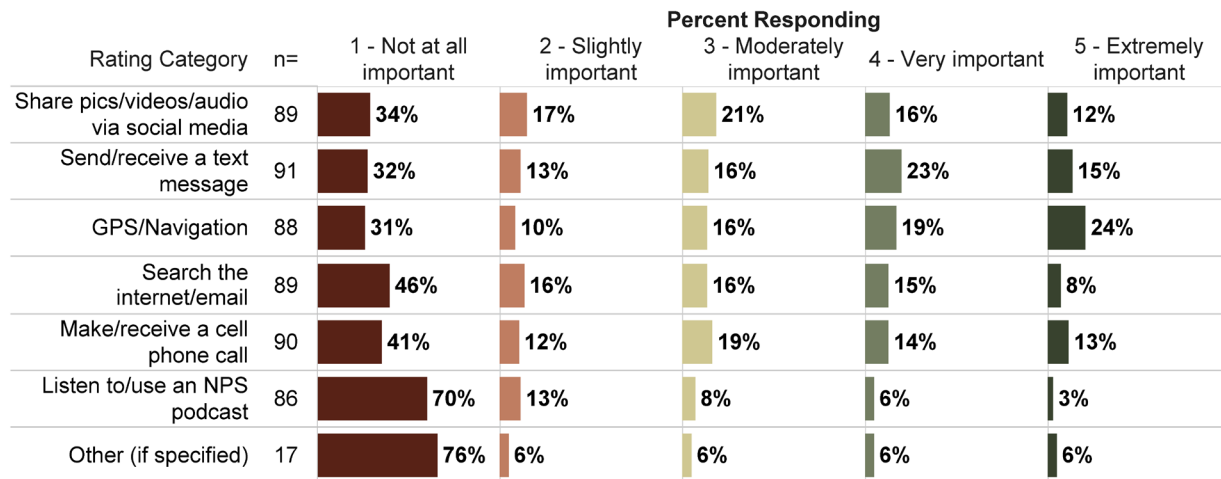


Figure 25. Use of personal electronic devices while visiting Mount Rushmore. Tabular data shown in this figure are presented in Appendix A, [Table A-7](#).

- The majority of respondents reported sharing pics/video/audio via social media (64%), and sending/receiving a text message (62%).
- Conversely, only 2% of respondents listened to or used an NPS podcast.

Then, respondents were asked to rate both the importance of each of these electronic device uses (Figure 26), and the quality of their service (Figure 27).

How important to you was it during your visit to Mount Rushmore to use personal electronic devices to do each of the following?

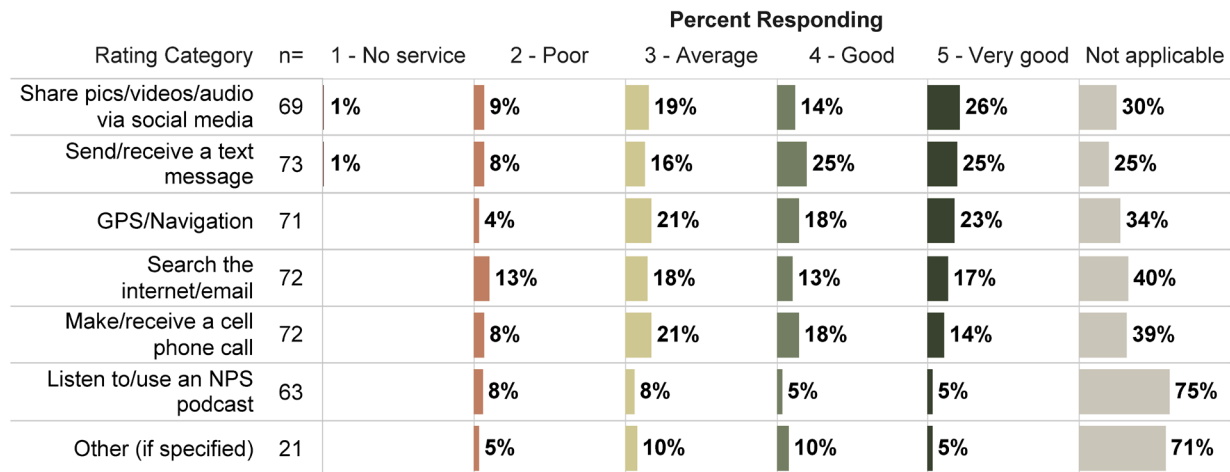


Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 26. The importance of use of personal electronic devices while visiting Mount Rushmore. Tabular data shown in this figure are presented in Appendix A, [Table A-8](#).

- The most important device uses were GPS/navigation and sending/receiving a text message (24% and 15% of respondents, respectively, rated them as extremely important).
- Listening to and using an NPS podcast was rated as extremely important only by 3% of respondents, and not at all important by 70% of respondents.

How would you rate the quality of service to do each of the following?



Categories sorted in descending order by percent answering "Yes" to "Did you use a personal electronic device while in the park to do any of the following actions?" (With "Other" anchored at bottom)

Figure 27. Quality of service of personal electronic devices while visiting Mount Rushmore. Tabular data shown in this figure are presented in Appendix A, [Table A-9](#).

- Sending/receiving a text message was rated as very good or good by 25% and 25% of respondents, respectively. However, 1% of respondents reported that they had no service for this.
- Very few respondents (1%) reported that they also had no service to share pics/videos/audio via social media. However, a much larger percentage of visitors (40%) rated this service as very good or good.

Question 21: Physical Difficulties

Respondents were asked if anyone in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Mount Rushmore. If such condition was identified, respondents were asked to specify the type of difficulty (Figure 28).

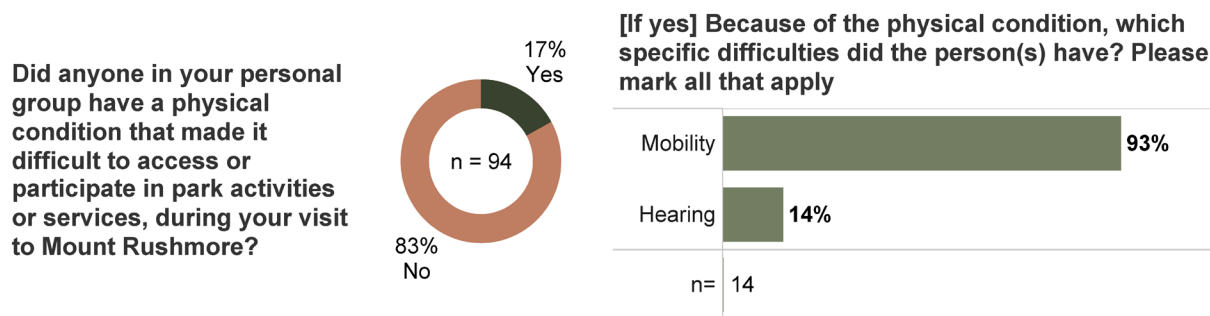


Figure 28. Physical difficulties while visiting Mount Rushmore.

- The majority of respondents (83%) reported that nobody in their personal group had a physical condition that made it difficult to access or participate in park activities or services during their visit to Mount Rushmore.
- Among the 17% of visitors who identified at least one difficulty, 93% reported mobility issues in their group, with small portion also reporting hearing difficulties.

Questions 24–27: Visitor Experience

Respondents were asked if their visit to Mount Rushmore met their expectations (Figure 29).

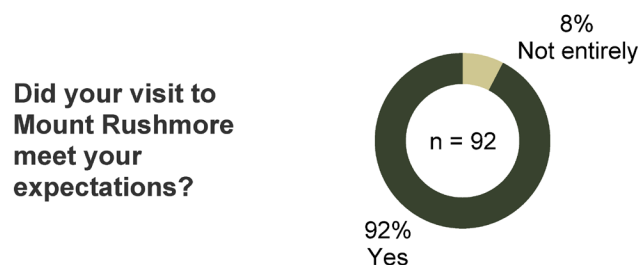


Figure 29. Meeting Mount Rushmore expectations.

- The majority of respondents (92%) reported that their visit to Mount Rushmore met their expectations, while 8% of respondents said it did not meet their expectations entirely, and no respondents indicated that it did not meet their expectations at all.

In an open-ended follow-up question, respondents who indicated that Mount Rushmore did not meet their expectations were asked to elaborate. These comments are provided as an accompanying document for review.

Respondents were then given several statements about Mount Rushmore and asked to indicate their level of agreement or disagreement with each given statement (Figure 30).

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

Rating Category	n=	Percent Responding					Don't know / not sure
		1 - Strongly Disagree	2 - Somewhat Disagree	3 - Neither Agree nor Disagree	4 - Somewhat Agree	5 - Strongly Agree	
Mount Rushmore is a safe place to visit	94	1%	1%	2%	7%	87%	1%
Historical and cultural features in Mount Rushmore are well maintained/preserved	94			1%	17%	78%	4%
Natural resources in Mount Rushmore are in pristine condition	92	1%	2%	12%	25%	57%	3%
Vandalism and crime are not a problem at Mount Rushmore	91	2%	1%	15%	16%	34%	31%
Mount Rushmore is too crowded	94	12%	15%	31%	31%	11%	1%
Mount Rushmore is not accessible to a person with physical disabilities	94	20%	19%	16%	12%	5%	28%
Development of adjacent areas detracts from visitors' experience at Mount Rushmore	94	30%	20%	27%	9%	4%	11%
The parking fee for Mount Rushmore is too high	93	32%	19%	33%	5%	3%	6%

Figure 30. Rating Mount Rushmore experience. Tabular data shown in this figure are presented in Appendix A, [Table A-10](#).

- From all the statements listed, “Historical and cultural features in Mount Rushmore are well maintained/preserved” received the most consensus with a combined 95% of respondents saying they either strongly or somewhat agree with it. That was followed by “Mount Rushmore is a safe place to visit” and “Natural resources in Mount Rushmore are in pristine condition” (94% and 82% of respondents, respectively, strongly or somewhat agreed with these statements).
- Conversely, “The parking fee for Mount Rushmore is too high” and “Development of adjacent areas detracts from visitors’ experience at Mount Rushmore” received the least support, with only a little over 10% of respondents either somewhat or strongly agreeing with these statements, and about a third of respondents strongly disagreeing with each of them.

Next, respondents were asked to rate the quality of park facilities, visitor services, and recreational opportunities in Mount Rushmore (Figure 31).

How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Mount Rushmore?

Rating Category	n=	Percent Responding					Not used or not available
		1 - Very poor	2 - Poor	3 - Average	4 - Somewhat Agree	5 - Very good	
Exhibits (indoor and outdoor)	92				23%	71%	7%
Walkways, trails, and roads	93			3%	20%	70%	6%
Visitor Center	91				15%	66%	19%
Restrooms	93			2%	23%	60%	15%
Park map or brochure	93		1%	2%	11%	58%	28%
Learning about nature, history, or culture	91			9%	19%	57%	15%
Assistance from park employees	93			1%	10%	57%	32%
Value for parking fee paid	92	1%	1%	14%	21%	55%	8%
Commercial services in the park	91		1%	9%	18%	44%	29%
Outdoor recreation	90		1%	1%	18%	31%	49%
Ranger programs	93				4%	20%	75%
Campgrounds and/or picnic areas	93			1%	4%	10%	85%
Other services (if specified)	27			4%	4%	11%	81%

Figure 31. Rating the quality of Mount Rushmore facilities, visitor services, and recreational opportunities. Tabular data shown in this figure are presented in Appendix A, [Table A-11](#).

- Over half of visitors (ranging from 55% to 71%) rated exhibits (indoor and outdoor), walkways, trails, and roads, visitor center, restrooms, park map or brochure, learning about nature, history, or culture, assistance from park employees, and value for parking fee paid as very good.
- Conversely, fewer than half of visitors rated commercial services in the park, outdoor recreation, ranger programs, and campgrounds and/or picnic areas as very good. For most of these ratings categories, visitors were most likely to say that they were either not available, or they did not use them.

Finally, respondents were asked to rate overall quality of the park facilities, visitor services, and recreation opportunities (Figure 33).

Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Mount Rushmore?



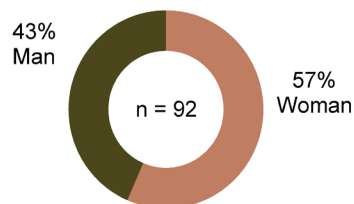
Figure 32. Rating overall quality of Mount Rushmore facilities, visitor services, and recreational opportunities.

- In general, about three quarters of respondents (76%) rated the quality of the park facilities, visitor services, and recreational opportunities in Mount Rushmore as very good, and another 22% rated them as good.
- Only 2% of respondents rated the quality of the park facilities, visitor services, and recreation opportunities as average, and no one rated them as poor or very poor.

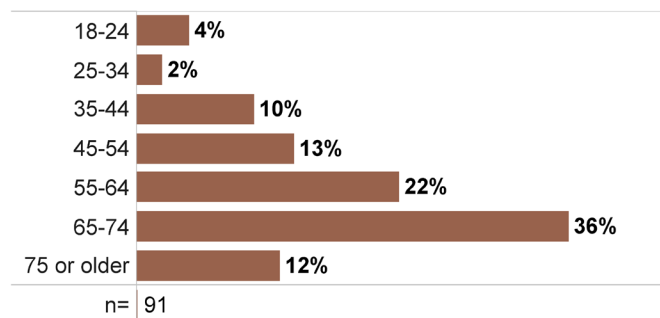
Questions 30–38: Background/Demographics

In the final section of the follow-up survey, respondents were asked various questions about their personal and household demographics. Figure 33 depicts descriptive statistics for respondent gender, age, and education.

What is your gender?



What is your age?



What is the highest degree or level of school you have completed?

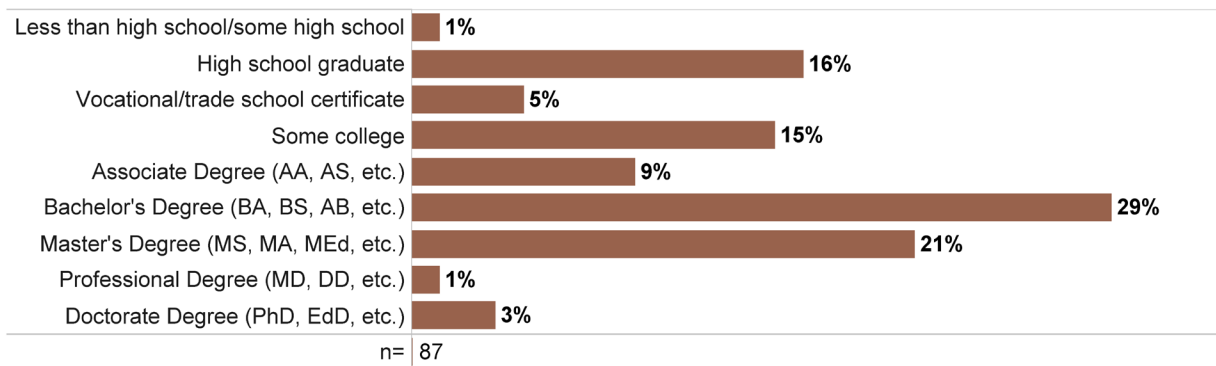


Figure 33. Respondent demographics: gender, age, and level of education.

- Follow-up survey respondents were more likely to be women than men (57% vs 43%).
- The most common age categories were 65–74 years old (36%), 55–64 years old (22%), and 45–54 years old (13%). The least represented age group was 25–34 years old (only 2% of the participants surveyed).
- Most survey respondents were highly educated, with a combined 63% having some college degree, and a plurality (29%) holding a Bachelor’s degree.

Respondents were also asked to identify their race(s) and if they were of Hispanic, Latino or Spanish Origin (Figure 34).

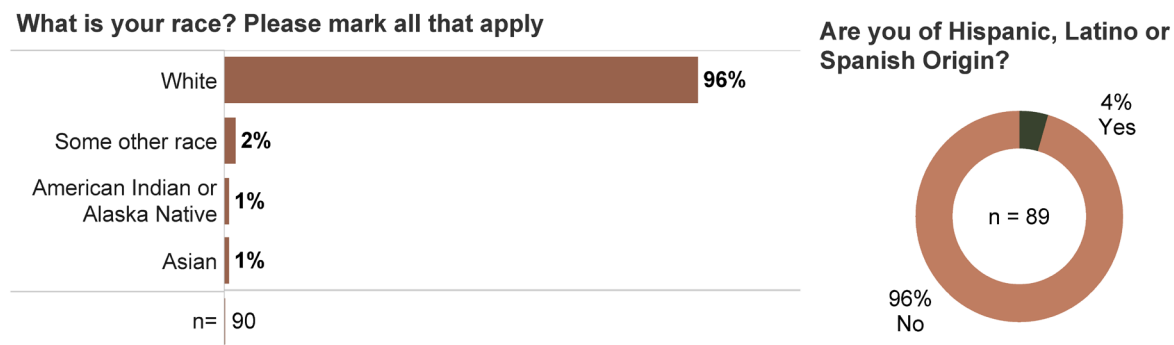


Figure 34. Respondent demographics: race and ethnicity.

- The majority of respondents (96%) were White, while 2% were some other race.
- Most respondents (96%) were not of Hispanic, Latino or Spanish origin.

At a household level, respondents were asked to report annual income and number of contributors, as well as how many people (adults and children) live in their household (Figure 35).

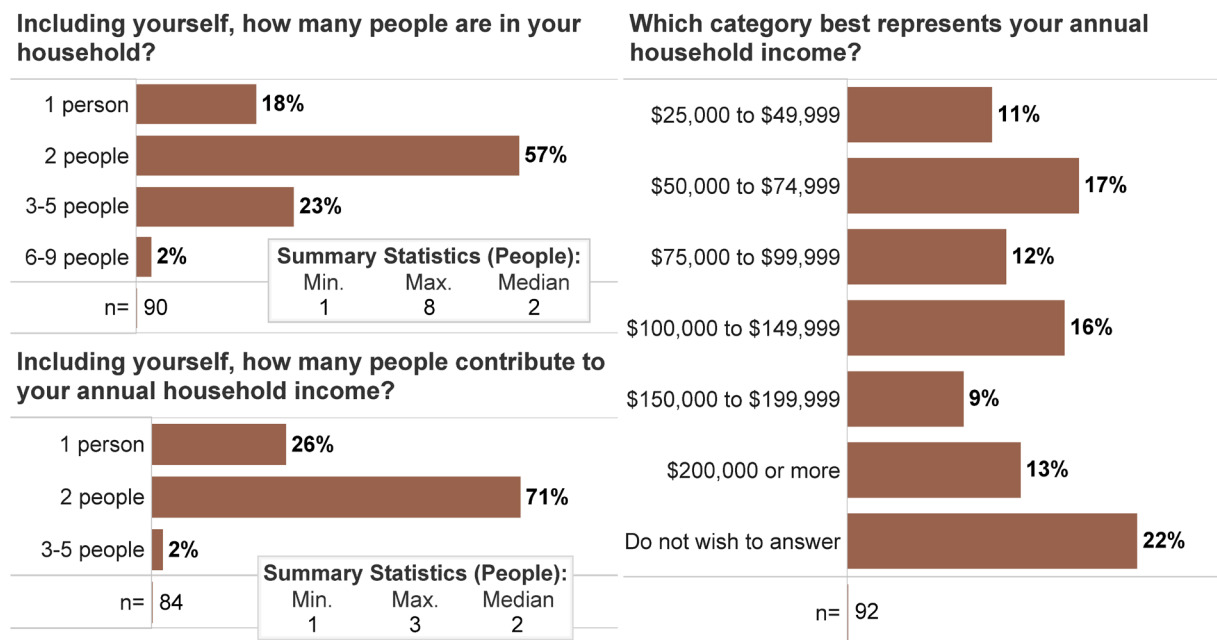


Figure 35. Household demographics: annual household income and household size. Tabular data shown in this figure are presented in Appendix A, [Table A-12](#).

- Over half of respondents (57%) had two people in their household, followed by 3–5 people (another 23%).
- The plurality of respondents (22%) preferred not to disclose their annual household income. This was followed by respondents who reported their annual household income between \$50,000 to \$74,999, and another 16% who earned between \$100,000 to \$149,000.
- Most respondents (71%) came from a dual-income household.
- Finally, respondents were asked about their language preference (Figure 36).

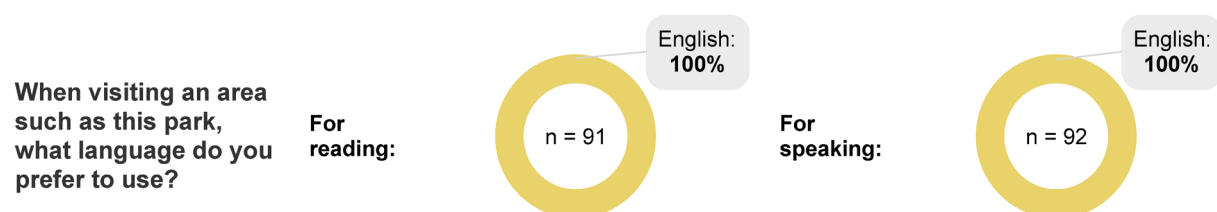


Figure 36. Respondent's language preference.

- All respondents (100%) preferred to use English both for reading and speaking when visiting an area such as Mount Rushmore.

Appendix A: Accessible Tables

This appendix contains accessible tables with data from figures found in the body of the report. Table captions include hyperlinks to the corresponding figures.

Table A-1. Data from [Figure 6](#). Number of nights spent in the local area around Mount Rushmore, by accommodation type.

Accommodation Type	n	Min.	Max.	Median
Camping outside Mount Rushmore	117	1	90	3
Lodging outside Mount Rushmore	410	1	14	3
Unpaid accommodations	6	1	6	4

Table A-2. Data from [Figure 7](#). Number of adults and children in respondent's personal group while visiting Mount Rushmore.

Age Category	n	Min.	Max.	Median
Adults	574	1	128	2
Children	574	0	15	0

Table A-3. Data from [Figure 14](#). Number of people in respondent's vehicle when entering Mount Rushmore.

Question	n	Min.	Max.	Median
[If entered by car, truck, or SUV] Including yourself, how many people were traveling in your vehicle when you entered Mount Rushmore?	482	1	11	3
[If entered by RV/motorhome] Including yourself, how many people were traveling in your RV when you entered Mount Rushmore?	34	2	8	3
[If entered by motorcycle] Including yourself, how many people were traveling on your motorcycle when you entered Mount Rushmore?	27	1	14	2

Table A-4. Data from [Figure 15](#). Previous visits to Mount Rushmore.

Question	n	Min.	Max.	Median
[If not first-time visitor] Including this visit, how many visits have you made to Mount Rushmore over the past 12 months?	271	1	12	1
[If not first-time visitor] Including this visit, how many visits have you made to Mount Rushmore over the past five years?	271	1	50	1

Table A-5. Data from [Figure 16](#). Visits made to other NPS sites within the past year.

Question	n	Min.	Max.	Median
How many visits have you made to other NPS sites over the past 12 months?	573	0	100	2

Table A-6. Data from [Figure 22](#). Reasons or motivations to visit Mount Rushmore.

Rating Category	n
To visit a National Park Service site	90
To experience solitude	87
To hear the sounds of nature/quiet	89
To learn more about nature	87
To learn more about American history and culture	91
To spend time with family/friends	89
To get physical exercise	89
To view wildlife or natural scenery	91
To relax	91
To view dark night sky/stars	88
Other (if specified)	15

Table A-7. Data from [Figure 25](#). Use of personal electronic devices while visiting Mount Rushmore.

Device Use	n
Make/receive a cell phone call	89
Send/receive a text message	89
Search the internet/email	85
GPS/Navigation	84
Share pics/videos/audio via social media	87
Listen to/use an NPS podcast	83
Other (if specified)	30

Table A-8. Data from [Figure 26](#). The importance of use of personal electronic devices while visiting Mount Rushmore.

Device Use	n
Make/receive a cell phone call	90
Send/receive a text message	91
Search the internet/email	89
GPS/Navigation	88
Share pics/videos/audio via social media	89
Listen to/use an NPS podcast	86
Other (if specified)	17

Table A-9. Data from [Figure 27](#). Quality of service of personal electronic devices while visiting Mount Rushmore.

Device Use	n
Make/receive a cell phone call	72
Send/receive a text message	73
Search the internet/email	72
GPS/Navigation	71
Share pics/videos/audio via social media	69
Listen to/use an NPS podcast	63
Other (if specified)	21

Table A-10. Data from [Figure 30](#). Rating Mount Rushmore experience.

Rating Category	n
Mount Rushmore is a safe place to visit	94
Mount Rushmore is too crowded	94
Natural resources in Mount Rushmore are in pristine condition	92
The parking fee for Mount Rushmore is too high	93
Vandalism and crime are not a problem at Mount Rushmore	91
Mount Rushmore is not accessible to a person with physical disabilities	94
Historical and cultural features in Mount Rushmore are well maintained/preserved	94
Development of adjacent areas detracts from visitors' experience at Mount Rushmore	94

Table A-11. Data from [Figure 31](#). Rating the quality of Mount Rushmore facilities, visitor services, and recreational opportunities.

Rating Category	n
Visitor Center	91
Exhibits (indoor and outdoor)	92
Restrooms	93
Walkways, trails, and roads	93
Campgrounds and/or picnic areas	93
Assistance from park employees	93
Park map or brochure	93
Ranger programs	93
Value for parking fee paid	92
Commercial services in the park (food, lodging, gifts, rental, etc.)	91
Other services (if specified)	27
Learning about nature, history, or culture	91
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	90

Table A-12. Data from [Figure 35](#). Household demographics: annual household income and household size.

Question	n	Min.	Max.	Median
Including yourself, how many people are in your household?	90	1	8	2
Including yourself, how many people contribute to your annual household income?	84	1	3	2

Appendix B: Intercept Survey

This appendix contains the text version of the intercept survey administered via tablet in Mount Rushmore National Memorial from July 23rd to August 1st, 2022. Visitors were asked questions verbally by an interviewer, and responses were entered in a tablet form.

Intercept Survey — Mount Rushmore National Memorial

Interviewer script: *Hello, I am working with Mount Rushmore National Memorial conducting a 5-minute survey to improve visitor experiences in the park. May I ask you some questions about your Mount Rushmore experience?* (Multiple choice, please choose one)

- Yes
- No

(If the visitor answers yes, read the following script):

Before we begin, I would like to let you know that this survey has been approved by the Office of Management and Budget. It is important to note that a Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it has a valid OMB control number. The control number for this collection is 1024-0224 and this number is valid through 5/31/2023. Secondly, your participation is voluntary, and your name will never be connected with your individual responses. This survey will only take about five minutes of your time today.

(If the visitor answers no, read the following script):

Ok, would you please answer just three short questions for us? (Multiple choice, please choose one)

- Yes
- No

(If the visitor answers no, thank them for their time):

(If the visitor answers yes, ask the non-response bias questions):

- Are you a permanent or seasonal resident of the local area around Mount Rushmore?
(multiple choice, please choose one response)
 - Yes
 - No
- Do you currently live in the United States? (multiple choice, please choose one response)
 - Yes
 - No

- On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence within the local area? (multiple choice, please choose one response)
 - Yes
 - No

(If the visitor agrees to take the full survey, read the following survey questions):

1) Are you a permanent or seasonal/second home resident of the local area around Mount Rushmore? (Multiple choice, please choose one response)

- Yes, I am a permanent resident
 - *(If answer is yes)* What is your ZIP Code in the local area? (text field)
- Yes, I am a seasonal/second home resident
 - *(If answer is yes)* What is your ZIP Code in the local area? (text field)
- No, I am not a permanent or seasonal resident of the local area around Mount Rushmore

2) *(If respondent is not a permanent or seasonal resident)* Do you currently live in the United States? (Multiple choice, please choose one response)

- No
 - *(If answer is no)* What is your country of origin? (select country from drop-down list)
- Yes
 - *(If answer is yes)* What is the ZIP code of your permanent residence? (text field)

3) *(If respondent is not a permanent or seasonal resident)* Was your visit to Mount Rushmore the primary purpose for your overall trip away from home? (Multiple choice, please choose one response)

- Yes
- No
 - *(If answer is no)* Was your visit to Mount Rushmore...? (Multiple choice, please choose one response)
 - The primary reason you came to the local area
 - One of two or more equally important reasons you came to the local area
 - An incidental or spontaneous stop

4) *(If respondent is not a permanent or seasonal resident)* How many days are you planning to spend in the local area (including the days you spend in Mount Rushmore) on this trip away from home?

- Number of days (text field)

- 5) **On this trip away from home, have you stayed, or will you stay overnight away from your permanent residence within the local area? (Multiple choice, please choose one response)**
- Yes
 - No
- 6) **(If respondent is staying overnight) On this trip, what type of accommodations do you expect to use while in the local area? (Multiple choice, please choose all that apply)**
- Camping outside Mount Rushmore in the local area
 - Number of nights (text field)
 - Lodging outside Mount Rushmore in the local area (e.g., hotels, cabins, vacation rentals, glamping)
 - Number of nights (text field)
 - Unpaid accommodations (e.g., family and friends)
 - Number of nights (text field)
- 7) **Including yourself, how many people are in your personal group as you visit Mount Rushmore?** Note: Your personal group is you and companions with whom you visited Mount Rushmore 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. (choices below)
- Number of adults (text field)
 - Number of children (text field)
- 8) **What are the ages of each of the adults in your group?** Note: ages will be collected for a max of 6 adults per group.
- Age of respondent (text field)
 - Age of adult 2 (text field)
 - Age of adult 3 (text field)
 - Age of adult 4 (text field)
 - Age of adult 5 (text field)
 - Age of adult 6 (text field)
- 9) **(If at least 1 child is in the group) What are the ages of each of the children in your group?** Note: ages will be collected for a max of 6 children per group
- Age of child 1 (text field)
 - Age of child 2 (text field)
 - Age of child 3 (text field)
 - Age of child 4 (text field)

- Age of child 5 (text field)
- Age of child 6 (text field)

10) Including yourself, how many people in your personal group split the trip expenses?

- Number of people (text field)

11) Which communities have you already visited or do you plan to visit outside Mount Rushmore while in the local area? (In other words, did you stop to do anything or buy anything [e.g., gas, groceries, dining] in any of the following?). (Multiple choice, please choose all that apply)

- Custer, SD
- Hill City, SD
- Keystone, SD
- Rapid City, SD
- Wall, SD
- Hot Springs, SD
- Deadwood, SD
- Spearfish, SD
- Sturgis, SD
- New Castle, WY
- Other — please specify (text field)
- Don't know
- I do not plan to visit any communities in the local area

12) *(If accommodation is outside of Grand Teton, and if respondents select anything besides “I do not plan to visit any communities in the local area” on Question 17)* What communities are closest to where you stayed or are staying at your accommodation(s) outside Mount Rushmore in the local area? (Multiple choice, please choose all that apply)

- Custer, SD
- Hill City, SD
- Keystone, SD
- Rapid City, SD
- Wall, SD
- Hot Springs, SD
- Deadwood, SD
- Spearfish, SD
- Sturgis, SD

- New Castle, WY
- Other — please specify (text field)

13) On this trip, do you plan to visit Mount Rushmore for more than one day? (Multiple choice, please choose one response)

- Yes
 - *(If answer is yes)* How many days do you plan to spend within Mount Rushmore on this trip?
 - Number of days (text field)
 - *(If answer is yes)* On how many different days do you expect to enter the park?
 - Number of different days entered Mount Rushmore (text field)
- No
 - *(If answer is no)* Do you plan to spend one hour or more within Mount Rushmore today? (Multiple choice, please choose one response)
 - Yes
 - *(If answer is yes)* How many hours do you plan to spend within Mount Rushmore today?
 - ◆ Number of hours (text field)
 - No
 - *(If answer is no)* How many minutes do you plan to spend within Mount Rushmore today?
 - ◆ Number of minutes (text field)

14) Did you, or do you plan to, leave and re-enter the park today? (Multiple choice, please choose one response)

- Yes
 - *(If answer is yes)* How many times?
 - Number of times (text field)
- No

15) Which was the most recent entrance you used to enter the park? (Multiple choice, please choose one response)

- State Highway 244 on eastern side of park
- State Highway 244 on western side of park
- Other — please specify (text field)

16) Considering your visit today, have you been to, or do you plan to visit any of the following locations within Mount Rushmore? (Multiple choice, please choose all that apply)

- Lincoln Borglum Visitor Center
- Sculptor's Studio
- Presidential Trail
- Carvers' Café
- Ice Cream Shop
- Gift Shop
- Roadside climbing access
- Blackberry Trail

17) Which of the following forms of transportation did you personally use to enter Mount Rushmore today? (Multiple choice, please choose one)

- Car, truck, or SUV (e.g., standard private vehicle)
 - *(If answer is car, truck or SUV)* Number of people in vehicle (text field)
- Recreational vehicle or motorhome
 - *(If answer is recreational vehicle or motorhome)* Number of people in vehicle (text field)
- Taxi/rideshare
- Commercial tour bus
- Commercial tour van
- Shuttle
- School bus or church bus/van
- Train or long-distance passenger bus
- Bicycle
- Electric bicycle
- Electric scooter
- Motorcycle
 - *(If answer is motorcycle)* Number of people in vehicle (text field)
- Walk/hike
- Horseback
- Other — Please specify (text field)

18) (If respondent selected commercial tour bus or commercial tour van) Was your commercial tour bus or tour van booked as a package vacation? (Multiple choice, please choose one)

- Yes
 - (If answer is yes) What is the total cost of the package vacation for your personal group?
 - Dollar amount (text field)
 - (If answer is yes) What is the total length of your package vacation?
 - Number of days (text field)
 - (If answer is yes) Did your package vacation include lodging (e.g., hotels, lodges, house)? (Multiple choice, please choose one)
 - Yes
 - No
 - Unsure
 - How many people in your personal group were on the package vacation?
 - Number of people (text field)
- No

19) Are you a first-time visitor to Mount Rushmore? (Multiple choice, please choose one)

- Yes
- No
 - (If answer is no) Including this visit, how many visits have you made to Mount Rushmore over the past 12 months?
 - Number of visits (text field)
 - (If answer is no) Including this visit, how many visits have you made to Mount Rushmore over the past five years?
 - Number of visits (text field)

20) How many visits have you made to other NPS sites over the past 12 months?

- Number of visits (text field)

Interviewer script:

Thank you for your time. To record a more complete picture of your Mount Rushmore visit, we ask you to please take this mail-back survey and complete it after your trip. You can participate either by completing the paper form and mailing it in the postage-paid envelope, or online through a password-protected website. The website information is provided on a slip of paper inside the survey packet.

Because your opinion is important to us, we send replacement surveys if you lost your survey and reminders if you forgot to complete it when you returned home. Would you be willing to share your

home address or email to send a reminder or replacement survey in the following weeks? Your information is confidential, and your results will be only reported in the aggregate.

- First name (text field)
- Address (text field)
- Email (text field)

Appendix C: Follow-up Survey

This appendix contains the follow-up survey distributed to visitors after fieldwork in Mount Rushmore National Memorial in Summer of 2022. This questionnaire was available as both a paper mail-back survey and as an online format.



ID: XXXX

Mount Rushmore National Memorial Visitor Survey

On your recent visit to Mount Rushmore National Memorial, you agreed to participate in a survey from NPS about your trip. **Please have the same individual in your group who completed the onsite survey at the park complete this questionnaire.** In this questionnaire, your personal group is defined as you and anyone with whom you visited Mount Rushmore 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 the questionnaire. A trip is defined as the total extent of time away from your personal residence that could include multiple visits to Mount Rushmore.

Trip Description

1. Prior to this trip, how did you obtain information about Mount Rushmore? (Please mark all that apply.)

- | | |
|---|---|
| ☐ Did not obtain information prior to this visit | ☐ School class/program |
| ☐ Previous visits | ☐ Social media (such as Facebook, Twitter, etc.) |
| ☐ Friends/relatives/word of mouth | ☐ State welcome center/visitor bureaus/chamber of commerce |
| ☐ Inquiry to park via phone, mail, or email | ☐ Travel guides/tour books (such as AAA, etc.) |
| ☐ Official Mount Rushmore website (nps.gov/moru) | ☐ Television/radio programs/DVDs |
| ☐ Other website (please specify): _____ | ☐ Online travel agent |
| ☐ Local businesses (hotels, restaurants, etc.) | ☐ Cruise ship |
| ☐ Maps/brochures | ☐ Live here/grew up here |
| ☐ Newspaper/magazine articles | ☐ Other (please specify): _____ |
| ☐ Other units of the National Park System (NPS) | |

2. Did you have the information about Mount Rushmore you needed on this trip? (Mark one.)

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

3. From the list below, select all forms of transportation you personally used to travel from your home to Mount Rushmore on this trip. (Please mark all that apply.)

- | | |
|--|---|
| ☐ Car, truck, or SUV | ☐ Water-based transportation (mark all that apply) |
| ☐ RV or motorhome | ☐ Cruise ship |
| ☐ Airplane | ☐ Ferry |
| ☐ Commercial tour bus | ☐ Tour boat |
| ☐ Commercial tour van | ☐ Personal boat |
| ☐ Church, school, or similar group bus/van | ☐ Motorboat |
| ☐ Taxi/other rideshare options (e.g., Uber, Lyft, etc.) | ☐ Sailboat |
| ☐ City bus or subway | ☐ Canoe/kayak |
| ☐ Train or long-distance passenger bus | ☐ Other (please specify): _____ |
| ☐ Bicycle | ☐ Walk/hike |
| ☐ Motorcycle | ☐ Other (please specify): _____ |

4. What type of group were you with during your visit to Mount Rushmore on the day you were contacted for this survey? (Mark one.)

- | | |
|---|--|
| ☐ Alone | ☐ Family |
| ☐ Significant other/spouse | ☐ Family and friends |
| ☐ Friends | ☐ Other (please specify): _____ |

Figure C-1. Page 1 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Mount Rushmore National Memorial: Text Version](#).

Expenditures

The National Park Service is interested in the relationship between parks and their local economies. In this section, we ask about goods and services that you and your personal group purchased in Mount Rushmore's local area and elsewhere in the US (outside Mount Rushmore's local area) during this trip away from home.

Throughout this section, please refer to the local area map on the back of the cover letter when asked about the local area around Mount Rushmore. The local area includes all communities within the highlighted region.

5. How many days did you spend away from home (or your local/seasonal residence) on this trip that included your visit to Mount Rushmore?
_____ number of days
6. Of these days spent away from home, how many days were spent in the local area (including days spent in Mount Rushmore) shown on the map?
_____ number of days
7. Please estimate how much money the group you shared expenses with (or covered expenses for) spent in the following areas during your trip away from home: (1) Mount Rushmore and the local communities surrounding Mount Rushmore, and (2) elsewhere in the U.S. outside Mount Rushmore's local area.

Local Area Residents: If you are a permanent or seasonal/second home resident, please only include local area expenditures that were directly related to your trip to Mount Rushmore when you received this survey.
Package Vacationers: For this question, don't include any expenditures that were included as part of your package vacation cost (that you reported when interviewed at Mount Rushmore).

(If you did not spend anything in a category, please enter "0".)	Amount spent in Mount Rushmore and nearby communities (SUS) <i>(shown on map)</i>	Amount spent elsewhere in US during your trip to the Mount Rushmore area (SUS) <i>(outside local area)</i>
Expenses		
National Park entrance fee or annual parks pass		
Mount Rushmore parking fee		
Gas and oil (e.g., auto, RV, boat, etc.)		
Electric vehicle charging expenses		
Rental car		
Taxis, rideshares, shuttles, parking outside the park, and public transportation		
Mount Rushmore Café		
Restaurants and bars outside the park		
Groceries and convenience foods		
Hotels, motels, resorts		
Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)		
Camping fees (tent, RV)		
Mount Rushmore gift shops / bookstore		
Other souvenirs, clothing, supplies, other retail		
Equipment rental		
Guides and tour fees		
Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)		
Other expenditures (Please describe below): _____		
Airline tickets from home (Which airport did you fly into?): _____		

Figure C-2. Page 2 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Mount Rushmore National Memorial: Text Version](#).

8. How many people (adults and children), including yourself, were covered by the spending estimates you provided above?

_____ number of people (adults and children)

9. If you did not list any expenditures for local area or elsewhere, please indicate why you did not answer. (Mark one per row.)

	I did not spend any money	I do not know or remember	Prefer not to answer	N/A
A. In the Local Area	☐	☐	☐	☐
B. Elsewhere in the US	☐	☐	☐	☐

10. On how many *different days* did you enter Mount Rushmore on this trip? (Enter 1 if you only were in the site for one day).

Different days entered

Trip Planning and Motivations

11. Did you visit any other National Park Service sites on your trip away from home? (Mark one.)

☐ Yes (Please specify which sites, below):

OR

☐ No

12. On this trip, in which of the following activities did you personally participate while visiting Mount Rushmore? (Please mark all that apply.)

- ☐ (1) Viewing scenery, natural features, etc.
☐ (2) Viewing wildlife
☐ (3) Viewing night skies
☐ (4) Creative arts (photography, drawing, painting, writing)
☐ (5) Visiting a cultural or historic site
☐ (6) Driving for pleasure
☐ (7) Hiking
☐ (8) Road cycling
☐ (9) Horseback/mule riding
☐ (10) Family gathering (e.g., reunion, wedding)

- ☐ (11) Picnicking
☐ (12) Technical climbing (rock climbing, bouldering, mountaineering, etc.) (please specify): _____
☐ (13) Other (please specify): _____
☐ (14) Other (please specify): _____
☐ (15) Other (please specify): _____

13. Of the activities listed in Question 12, which was your *primary activity* during your visit to Mount Rushmore this trip on the day you were contacted for the survey?

_____ activity number

OR

☐ I did not have a primary activity on this trip to Mount Rushmore

Figure C-3. Page 3 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Mount Rushmore National Memorial: Text Version](#).

14. People are motivated to visit a National Park Service site for a variety of reasons. How important to you were each of the following reasons or motivations for visiting Mount Rushmore on this trip? (Mark one per row.)

	<u>Not at all</u> <u>Important</u>	<u>Slightly</u> <u>Important</u>	<u>Moderately</u> <u>Important</u>	<u>Very</u> <u>Important</u>	<u>Extremely</u> <u>Important</u>
	(1)	(2)	(3)	(4)	(5)
1) To visit a National Park Service site	☐	☐	☐	☐	☐
2) To experience solitude	☐	☐	☐	☐	☐
3) To hear the sounds of nature/quiet	☐	☐	☐	☐	☐
4) To learn more about nature	☐	☐	☐	☐	☐
5) To learn more about American history and culture	☐	☐	☐	☐	☐
6) To spend time with family/friends	☐	☐	☐	☐	☐
7) To get physical exercise	☐	☐	☐	☐	☐
8) To view wildlife or natural scenery	☐	☐	☐	☐	☐
9) To relax	☐	☐	☐	☐	☐
10) To view dark night sky/stars	☐	☐	☐	☐	☐
11) Other (Please specify:) _____	☐	☐	☐	☐	☐

15. Of the reasons listed in Question 14, which was the most important reason for you to visit Mount Rushmore on this trip?

_____ number most important reason from Q14

Park Activities, Programs, and Services

16. On this trip, in which of the following programs and services did you personally participate within Mount Rushmore? (Please mark all that apply.)

- | | |
|--|--|
| ☐ Attending the evening lighting ceremony | ☐ Watching movies or videos about the park |
| ☐ Attending a ranger-led activity, such as a tour or talk | ☐ Participating with a child in your group in the Junior Ranger program |
| ☐ Talking informally with a ranger | ☐ Participating in the Junior Ranger program |
| ☐ Viewing outdoor exhibits | ☐ Obtaining a National Park passport stamp |
| ☐ Viewing indoor exhibits (e.g., Lincoln Borglum Visitor Center, Sculptor's Studio, Information Center) | ☐ Listening to an audio tour or podcast |
| ☐ Attending a cultural demonstration or performance | ☐ Using the National Park Service App |
| ☐ Reading the park brochure or newspaper | ☐ Other (please specify): _____ |
| ☐ Going to a visitor center | |

17. On this visit to Mount Rushmore, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? (Mark one.)

- ☐ Yes (Please specify subjects you learned about: _____) **OR** ☐ No

18. If you were to visit Mount Rushmore in the future, are there specific subjects you would like to learn about? (Mark one.)

- ☐ Yes (Please specify subjects you would like to learn about: _____) **OR** ☐ No

Figure C-4. Page 4 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Mount Rushmore National Memorial: Text Version](#).

19. Did you use a personal electronic device while in Mount Rushmore to do any of the following actions? (**Mark one per row.**)

	Yes	No	Don't know
Make/receive a cell phone call	☐	☐	☐
Send/receive a text message	☐	☐	☐
Search the internet/email	☐	☐	☐
GPS/Navigation	☐	☐	☐
Share pics/videos/audio via social media	☐	☐	☐
Listen to/use an NPS podcast	☐	☐	☐
Other (please specify): _____	☐	☐	☐

20. How important to you was it during your visit to Mount Rushmore to use personal electronic devices to do each of the following, and how would you rate the quality of the service to do each? (For each item, please **Mark one for importance** and **one for quality of service.**)

	IMPORTANCE					QUALITY OF SERVICE					
	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important	No Service	Poor	Average	Good	Very Good	Not Applicable
	(1)	(2)	(3)	(4)	(5)	(1)	(2)	(3)	(4)	(5)	(X)
Make/receive a cell phone call	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Send/receive a text message	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Search the internet/email	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
GPS/Navigation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Share pics/videos/audio via social media	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Listen to/use an NPS podcast	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Other (please specify): _____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

21. 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 Mount Rushmore? (**Mark one.**)

a. ☐ Yes ☐ No [Go to Question 22]

b. 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 specific 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 a hearing aid)
- ☐ Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses due to blindness)
- ☐ Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)

Figure C-5. Page 5 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Mount Rushmore National Memorial: Text Version](#).

The following two questions identify the strengths and weaknesses in the site's visitor experience. Mount Rushmore managers rely on this information to make decisions that benefit the general public.

22. What did you like the most about your visit to Mount Rushmore?

1. _____
 2. _____
 3. _____
- ☐ Not applicable

23. What did you like the least about your visit to Mount Rushmore?

1. _____
 2. _____
 3. _____
- ☐ Not applicable

24. Did your visit to Mount Rushmore meet your expectations? (Mark one.)

- ☐ Yes
- ☐ Not entirely (please explain below:)

- ☐ Not at all (please explain below:)

25. To what extent do you agree or disagree with each of the following statements? (Mark one per row.)

	<u>Strongly disagree</u>	<u>Somewhat disagree</u>	<u>Neither agree nor disagree</u>	<u>Somewhat agree</u>	<u>Strongly agree</u>	<u>Don't know/Not Sure</u>
	(1)	(2)	(3)	(4)	(5)	(X)
Mount Rushmore is a safe place to visit	☐	☐	☐	☐	☐	☐
Mount Rushmore is too crowded	☐	☐	☐	☐	☐	☐
Natural resources in Mount Rushmore are in pristine condition	☐	☐	☐	☐	☐	☐
The parking fee for Mount Rushmore is too high	☐	☐	☐	☐	☐	☐
Vandalism and crime are not a problem at Mount Rushmore	☐	☐	☐	☐	☐	☐
Mount Rushmore is not accessible to a person with physical disabilities	☐	☐	☐	☐	☐	☐
Historical and cultural features in Mount Rushmore are well maintained/preserved	☐	☐	☐	☐	☐	☐
Development of adjacent areas detracts from visitors' experience at Mount Rushmore	☐	☐	☐	☐	☐	☐

Figure C-6. Page 6 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Mount Rushmore National Memorial: Text Version](#).

26. How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Mount Rushmore? (Mark one per row.)

	<u>Very Poor</u>	<u>Poor</u>	<u>Average</u>	<u>Good</u>	<u>Very Good</u>	<u>Not Used or Not Available</u>
	(1)	(2)	(3)	(4)	(5)	(X)
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 parking fee paid	☐	☐	☐	☐	☐	☐
Commercial services in the park (food, lodging, gifts, rental, etc.)	☐	☐	☐	☐	☐	☐
Other services (Please specify: _____)	☐	☐	☐	☐	☐	☐
Recreation Opportunities						
Learning about nature, history, or culture	☐	☐	☐	☐	☐	☐
Outdoor recreation (sightseeing, camping, bicycling, boating, hiking, etc.)	☐	☐	☐	☐	☐	☐

27. Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Mount Rushmore? (Mark one.)

☐ (1) Very poor ☐ (2) Poor ☐ (3) Average ☐ (4) Good ☐ (5) Very good

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

Background/Demographics

29. If you live in the US, what is your ZIP code? If not US, what is your country of residence?

ZIP Code OR Country

30. What is your age? Years

Continue to back page

Figure C-7. Page 7 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Mount Rushmore National Memorial: Text Version](#).

31. What is your gender? (Mark one.)

- ☐ Man
☐ Woman
☐ I prefer to self-describe as: _____
☐ Prefer not to respond

32. Are you of Hispanic, Latino, or Spanish origin? (Mark one.)

- ☐ Yes ☐ No

33. What is your race? (Please mark all that apply.)

- ☐ American Indian or Alaska Native ☐ Native Hawaiian and other Pacific Islander
☐ Asian ☐ White
☐ Black or African American ☐ Some other race (please describe): _____

34. What is the highest degree or level of school you have completed? (Mark one.)

- ☐ Less than high school/some high school ☐ Bachelor's Degree (BA, BS, AB, etc.)
☐ High school graduate ☐ Master's Degree (MS, MA, MEd, etc.)
☐ Vocational/trade school certificate ☐ Professional Degree (MD, DD, etc.)
☐ Some college ☐ Doctorate Degree (PhD, EdD, etc.)
☐ Associate Degree (AA, AS, etc.)

35. Which of these categories best represents your annual household income? (Mark one.)

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

36. Including yourself, how many people contribute to your annual household income?

people

37. Including yourself, how many people (adults and children) are in your household?

people

38. When visiting an area such as Mount Rushmore, what language do you prefer to use?
(Mark one for speaking and one for reading.)

	ENGLISH	SPANISH	OTHER
Speaking	☐	☐	☐
Reading	☐	☐	☐

If you marked other for speaking and/or reading, please specify which language:

39. Is there anything else you would like to tell us about Mount Rushmore's facilities, services, or recreational opportunities?

Thank you for your time and participation in this survey.

Please place this packet into the postage-paid envelope and return it via any US Mail drop box.

Figure C-8. Page 8 of the follow up mail-back survey. A full text version of this survey is available in the next section, [Follow Up Survey — Mount Rushmore National Memorial: Text Version](#).

Follow Up Survey — Mount Rushmore National Memorial: Text Version

The text below contains a full description of the mail-back survey. The survey could either be completed by pencil/pen on the paper version, or online using a Qualtrics web version.

Text version of the mail-back survey ([Figures C-1 to C-8](#)):

On your recent visit to Mount Rushmore National Memorial you agreed to participate in a survey from NPS about your trip. Please have the same individual in your group who completed the onsite survey at the park complete this questionnaire. In this questionnaire, your personal group is defined as you and anyone with whom you visited Mount Rushmore 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 the questionnaire. A trip is defined as the total extent of time away from your personal residence that could include multiple visits to Mount Rushmore.

Trip Description

1) Prior to this trip, how did you obtain information about Mount Rushmore? (Multiple choice, 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
- Official Mount Rushmore website (nps.gov/moru)
- Other website — please specify (text field)
- Local businesses (hotels, 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/visitor bureaus/chamber of commerce
- Travel guides/tour books (such as AAA, etc.)
- Television/radio programs/DVDs
- Online travel agent
- Cruise ship
- Live here/ Grew up here
- Other — please specify (text field)

2) Did you have the information about Mount Rushmore you needed on this trip? (Multiple choice, please choose one)

- Yes
- No (Please specify the information you needed but didn't have on this trip) (text field)

3) From the list below, select all forms of transportation you personally used to travel from your home to Mount Rushmore on this trip. (Multiple choice, please mark all that apply)

- Car, truck, or SUV
- RV or motorhome
- Airplane
- Commercial tour bus
- Commercial tour van
- Church, school, or similar group bus/van
- Taxi/other rideshare options (e.g., Uber, Lyft, etc.)
- City bus or subway
- Train or long-distance passenger bus
- Bicycle
- Motorcycle
- Water-based transportation (choices below)
 - Cruise ship
 - Ferry
 - Tour boat
 - Personal boat
 - Motorboat
 - Sailboat
 - Canoe/kayak
 - Other — please specify (text field)
- Walk/hike
- Other — please specify (text field)

4) What type of group were you with during your visit to Mount Rushmore on the day you were contacted for this survey? (Multiple choice, please choose one)

- Alone
- Significant other/spouse
- Friends
- Family

- Family and friends
- Other — please specify (text field)

Expenditures

The National Park Service is interested in the relationship between parks and their local economies. In this section, we ask about goods and services that you and your personal group purchased in Mount Rushmore's local area and elsewhere in the US (outside Mount Rushmore's local area) during this trip away from home.

Throughout this section, please refer to the local area map on the back of the cover letter when asked about the local area around Mount Rushmore. The local area includes all communities within the highlighted region.

5) How many days did you spend away from home (or your local/seasonal residence) on this trip that included your visit to Mount Rushmore?

- Number of days (text field)

6) Of these days spent away from home, how many days were spent in the local area (including days spent in Mount Rushmore) shown on the map?

- Number of days (text field)

7) Please estimate how much money the group you shared expenses with (or covered expenses for) spent in Mount Rushmore and the local communities surrounding Mount Rushmore during your trip away from home. (Spending categories with text fields for amount spent)

- National Park entrance fee or annual parks pass
 - Amount spent (text field)
- Mount Rushmore parking fee
 - Amount spent (text field)
- Gas and oil (e.g., auto, RV, boat, etc.)
 - Amount spent (text field)
- Electric vehicle charging expenses
 - Amount spent (text field)
- Rental car
 - Amount spent (text field)
- Taxis, rideshares, shuttles, parking outside the park, and public transportation
 - Amount spent (text field)
- Mount Rushmore Café
 - Amount spent (text field)

- Restaurants and bars outside the park
 - Amount spent (text field)
- Groceries and convenience foods
 - Amount spent (text field)
- Hotels, motels, resorts
 - Amount spent (text field)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)
 - Amount spent (text field)
- Camping fees (tent, RV)
 - Amount spent (text field)
- Mount Rushmore gift shops / bookstore
 - Amount spent (text field)
- Other souvenirs, clothing, supplies, other retail
 - Amount spent (text field)
- Equipment rental
 - Amount spent (text field)
- Guides and tour fees
 - Amount spent (text field)
- Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)
 - Amount spent (text field)
- Other expenditures — please describe (text field)
 - Amount spent (text field)

8) Please estimate how much money the group you shared expenses with (or covered expenses for) spent elsewhere in the U.S. outside Mount Rushmore' local area during your trip away from home. (Spending categories with text fields for amount spent)

- National Park entrance fee or annual parks pass
 - Amount spent (text field)
- Mount Rushmore parking fee
 - Amount spent (text field)
- Gas and oil (e.g., auto, RV, boat, etc.)
 - Amount spent (text field)
- Electric vehicle charging expenses
 - Amount spent (text field)

- Rental car
 - Amount spent (text field)
- Taxis, rideshares, shuttles, parking outside the park, and public transportation
 - Amount spent (text field)
- Mount Rushmore Café
 - Amount spent (text field)
- Restaurants and bars outside the park
 - Amount spent (text field)
- Groceries and convenience foods
 - Amount spent (text field)
- Hotels, motels, resorts
 - Amount spent (text field)
- Specialty lodging (e.g., B&Bs, hostels, cabins, vacation rentals)
 - Amount spent (text field)
- Camping fees (tent, RV)
 - Amount spent (text field)
- Mount Rushmore gift shops / bookstore
 - Amount spent (text field)
- Other souvenirs, clothing, supplies, other retail
 - Amount spent (text field)
- Equipment rental
 - Amount spent (text field)
- Guides and tour fees
 - Amount spent (text field)
- Recreation and entertainment expenses (e.g., movies, bowling, miniature golf, etc.)
 - Amount spent (text field)
- Other expenditures — please describe (text field)
 - Amount spent (text field)
- Airline tickets from home (Which airport did you fly into?) (text field)
 - Amount spent (text field)

9) How many people (adults and children), including yourself, were covered by the spending estimates you provided above?

- Number of people (text field)

10) If you did not list any expenditures for local area, please indicate why you did not answer. (Multiple choice, please choose one)

- I did not spend any money
- I do not remember
- Prefer not to answer
- N/A

11) If you did not list any expenditures for elsewhere in the US, please indicate why you did not answer. (Multiple choice, please choose one)

- I did not spend any money
- I do not remember
- Prefer not to answer
- N/A

12) On how many different days did you enter Mount Rushmore on this trip? (Enter 1 if you only were in the site for one day).

- Number of different days entered (text field)

Trip Planning and Motivations

13) Did you visit any other National Park Service sites on your trip away from home? (Multiple choice, please choose one)

- Yes — please specify (text field)
- No

14) On this trip, in which of the following activities did you personally participate while visiting Mount Rushmore? (Multiple choice, please choose one)

- (1) Viewing scenery, natural features, etc.
- (2) Viewing wildlife
- (3) Viewing night skies
- (4) Creative arts (photography, drawing, painting, writing)
- (5) Visiting a cultural or historic site
- (6) Driving for pleasure
- (7) Hiking
- (8) Road cycling
- (9) Horseback/mule riding
- (10) Family gathering (e.g., reunion, wedding)
- (11) Picnicking

- (12) Technical climbing (rock climbing, bouldering, mountaineering, etc.) — please specify (text field)
- (13) Other — please specify (text field)
- (14) Other — please specify (text field)
- (15) Other — please specify (text field)

15) Of the activities listed in Question 15, which was your primary activity during your visit to Mount Rushmore this trip on the day you were contacted for the survey? (Multiple choice, please choose one)

- Activity number (text field)
- I did not have a primary activity on this trip to Mount Rushmore

16) People are motivated to visit a National Park Service site for a variety of reasons. How important to you were each of the following reasons or motivations for visiting Mount Rushmore on this trip? (Multiple choice, please choose one)

- 1) To visit a National Park Service site (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 2) To experience solitude (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 3) To hear the sounds of nature/quiet (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important

- 4) To learn more about nature (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 5) To learn more about American history and culture (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 6) To spend time with family/friends (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 7) To get physical exercise (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 8) To view wildlife or natural scenery (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 9) To relax (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important

- Very important
- Extremely important
- 10) To view dark night sky/stars (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- 11) Other — please specify (text field) (ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important

17) Of the reasons listed in Question 16, which was the most important reason for you to visit Mount Rushmore on this trip?

- Number of most important reason from Question 17 (text field)

Park Activities, Programs, and Services

18) On this trip, in which of the following programs and services did you personally participate within Mount Rushmore? (Multiple choice, please choose all that apply)

- Attending the evening lighting ceremony
- Attending a ranger-led activity, such as a tour or talk
- Talking informally with a ranger
- Viewing outdoor exhibits
- Viewing indoor exhibits (e.g., Lincoln Borglum Visitor Center, Sculptor's Studio, Information Center)
- Attending a historic weapons demonstration (black powder demonstration)
- Reading the park brochure or newspaper
- Going to a visitor center
- Watching movies or videos about the park
- Participating with a child in your group in the Junior Ranger program
- Participating in the Junior Ranger program
- Obtaining a National Park passport stamp
- Listening to an audio tour or podcast

- Listening to an audio tour or podcast
- Using the National Park Service App
- Other — please specify (text field)

19) On this visit to Mount Rushmore, did you learn anything from park staff, programs, and/or exhibits about American history, nature, and/or culture? (Multiple choice, please choose one)

- Yes — please specify subjects you learned about (text field)
- No

20) If you were to visit Mount Rushmore in the future, are there specific subjects you would like to learn about? (Multiple choice, please choose one)

- Yes — please specify subjects you would like to learn about (text field)
- No

21) Did you use a personal electronic device while in Mount Rushmore to do any of the following actions? (Categories of actions with multiple choices)

- Make/receive a cell phone call (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Send/receive a text message (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Search the internet/email (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- GPS/Navigation (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know

- Share pics/videos/audio via social media (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Listen to/use an NPS podcast (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know
- Other — please specify (text field) (Multiple choice, please choose one)
 - Yes
 - No
 - Don't know

22) How important to you was it during your visit to Mount Rushmore to use personal electronic devices to do each of the following? (Categories of actions with rankings)

- Make/receive a cell phone call (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Send/receive a text message (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Search the internet/email (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important

- GPS/Navigation (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Share pics/videos/audio via social media (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Listen to/use an NPS podcast (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important
- Other — Please specify (text field) (Ranking question, please choose one)
 - Not at all important
 - Slightly important
 - Moderately important
 - Very important
 - Extremely important

23) How would you rate the quality of the service to do each of the following during your visit to Mount Rushmore? (Categories of actions with rankings)

- Make/receive a cell phone call (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable

- Send/receive a text message (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Search the internet/email (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- GPS/Navigation (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Share pics/videos/audio via social media (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable
- Listen to/use an NPS podcast (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good

- Not applicable
- Other — Please specify (text field) (Ranking question, please choose one)
 - No service
 - Poor
 - Average
 - Good
 - Very good
 - Not applicable

**24) 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 Mount Rushmore?
(Multiple choice, please choose one)**

- Yes
 - *(If answer is yes)* What activities, services, or facilities did the person(s) have difficulty participating in or accessing? Please be specific. (Text field)
 - Because of the physical conditions, which specific difficulties did the person(s) have? (Multiple choice, please choose all that apply)
 - Hearing (difficulty hearing ranger programs, bus drivers, audio-visual exhibits or programs, or information desk staff even with a hearing aid)
 - Visual (difficulty seeing exhibits, directional signs, or visual aids that are part of programs even with prescribed glasses due to blindness)
 - Mobility (difficulty in accessing facilities, services, or programs even with walking aid and/or wheelchairs)
- No

The following two questions identify the strengths and weaknesses in the site's visitor experience. Mount Rushmore managers rely on this information to make decisions that benefit the general public.

25) What did you like the most about your visit to Mount Rushmore?

- 1. (text field)
- 2. (text field)
- 3. (text field)
- Not applicable

26) What did you like the least about your visit to Mount Rushmore?

- 1. (text field)
- 2. (text field)
- 3. (text field)

- Not applicable

27) Did your visit to Mount Rushmore meet your expectations? (Multiple choice, please choose one)

- Yes
- Not entirely — please explain (text field)
- Not at all — please explain (text field)

28) To what extent do you agree or disagree with each of the following statements? (Statements with rankings)

- Mount Rushmore is a safe place to visit (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Mount Rushmore is too crowded (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Natural resources in Mount Rushmore are in pristine condition (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- The entrance fee for Mount Rushmore is too high (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree

- Somewhat agree
- Strongly agree
- Don't know/not sure
- Vandalism and crime are not a problem at Mount Rushmore (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Mount Rushmore is not accessible to a person with physical disabilities (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Historical and cultural features in Mount Rushmore are well maintained/preserved (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
 - Don't know/not sure
- Development of adjacent areas detracts from visitors' experience at Mount Rushmore (Ranking question, please choose one)
 - Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree

- Don't know/not sure

29) How would you rate the quality of the park facilities, visitor services, and recreational opportunities in Mount Rushmore? (Categories with rankings)

- **Park Facilities (Categories below)**

- Visitor Center (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Exhibits — indoor and outdoor (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Restrooms (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Walkways, trails, and roads (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available

- Campgrounds and/or picnic areas (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- **Visitor Services (Categories below)**
 - Assistance from park employees (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Park map or brochure (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Ranger programs (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Value for parking fee paid (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good

- Very Good
 - Not used or not available
- Commercial services in the park — food, lodging, gifts, rental, etc. (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- Other services — please specify (text field) (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
- **Recreation Opportunities (Categories below)**
 - Learning about nature, history, or culture (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available
 - Outdoor recreation — sightseeing, camping, bicycling, boating, hiking, etc. (Ranking question, please choose one)
 - Very poor
 - Poor
 - Average
 - Good
 - Very Good
 - Not used or not available

30) Overall, how would you rate the quality of the park facilities, visitor services, and recreational opportunities in Mount Rushmore? (Multiple choice, please choose one)

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

31) This park was established because of its significance to the nation. In your opinion, what is that national significance of this park? (text field)

Background/Demographics

32) If you live in the US, what is your ZIP code? If not US, what is your country of residence? (choices below)

- Zip code (text field)
- Country (text field)

33) What is your age?

- Age in years (text field)

34) What is your gender? (Multiple choice, please choose one)

- Man
- Woman
- I prefer to self-describe as (text field)
- Prefer not to respond

35) Are you of Hispanic, Latino, or Spanish origin? (Multiple choice, please choose one)

- Yes
- No

36) What is your race? (Multiple choice, please choose all that apply)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian and other Pacific Islander
- White
- Some other race — please describe (text field)

37) What is the highest degree or level of school you have completed? (Multiple choice, please choose one)

- Less than high school/some high school
- High school graduate
- Vocational/trade school certificate
- Some college
- Associate Degree (AA, AS, etc.)
- Bachelor's Degree (BA, BS, AB, etc.)
- Master's Degree (MS, MA, MEd, etc.)
- Professional Degree (MD, DD, etc.)
- Doctorate Degree (PhD, EdD, etc.)

38) Which of these categories best represents your annual household income? (Multiple choice, please choose one)

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

39) Including yourself, how many people contribute to your annual household income?

- Number of people (text field)

40) Including yourself, how many people (adults and children) are in your household?

- Number of people (text field)

41) When visiting an area such as Mount Rushmore, what language do you prefer to use for speaking? (Multiple choice, please choose one)

- English
- Spanish
- Other — please specify (text field)

42) When visiting an area such as Mount Rushmore, what language do you prefer to use for reading? (Multiple choice, please choose one)

- English
- Spanish
- Other — please specify (text field)

43) Is there anything else you would like to tell us about Mount Rushmore's facilities, services, or recreational opportunities? (text field)

Thank you for your time and participation in this survey.

Please place this packet into the postage-paid envelope and return it via any US Mail drop box.

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

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National Park Service
U.S. Department of the Interior



[Natural Resource Stewardship and Science](#)

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