



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

Visitor Services Project

Acadia National Park Visitor Study





IN REPLY REFER TO:

United States Department of the Interior

NATIONAL PARK SERVICE

Acadia National Park

P.O. Box 177

Bar Harbor, ME 04609-0177

August 2009

Dear Visitor:

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

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

When your visit is over, please complete this questionnaire. Seal it with the stickers provided on the last page and drop it in any U.S. mailbox.

If you have any questions, please contact Margaret Littlejohn, NPS VSP Director, Park Studies Unit, College of Natural Resources, P.O. Box 441139, University of Idaho, Moscow, Idaho 83844-1139, phone: 208-885-7863, email: littlej@uidaho.edu.

We appreciate your help.

Sincerely,

Sheridan Steele
Superintendent

DIRECTIONS

At the end of your visit:

- 1) Please have the selected individual complete this questionnaire.
- 2) Answer the questions carefully since each question is different.
- 3) For questions that use circles (○), please mark your answer by filling in the circle with black or blue ink, or a pencil with dark (e.g. #2) lead.

Like this: ● Not like this: (✓) (✗) (∕)

- 4) Seal it with the stickers provided.
- 5) Drop it in a U.S. mailbox.

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

16 U.S.C. 1a-7 authorizes collection of this information. This information will be used by park managers to better serve the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. Your name is requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed. Thus the permanent data will be anonymous. Please do not put your name or that of any member of your personal group on the questionnaire. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Burden estimate statement: Public reporting burden for this form is estimated to average 20 minutes per response. Direct comments regarding the burden estimate or any other aspect of this form to Margaret Littlejohn, NPS Visitor Services Project, College of Natural Resources, University of Idaho, P.O. Box 441139, Moscow, ID, 83844-1139; email: littlej@uidaho.edu.

Your Visit To Acadia National Park

NOTE: In this questionnaire, your **personal group** is defined as anyone that you are visiting the park with, such as spouse, family, friends, etc. This does not include the larger group that you might be traveling with, such as school, church, scouts, or tour group.

1. a) Prior to your visit, how did you and your personal group obtain information about Acadia National Park? Please mark (●) **all** that apply in column (a).
- b) Please rate the importance of the sources of information that you and your personal group used in column (b).

a) Sought Acadia National Park information prior to this visit

Mark (●)

b) If used, how important?

- 1=Not important
- 2=Somewhat important
- 3=Moderately important
- 4=Very important
- 5=Extremely important

<input type="radio"/>	Did not obtain information prior to visit → Go to Question 2	
<input type="radio"/>	Previous visits	_____
<input type="radio"/>	Friends/relatives/word of mouth	_____
<input type="radio"/>	Travel guides/tour books (such as AAA, etc.)	_____
<input type="radio"/>	Maps/brochures	_____
<input type="radio"/>	Newspaper/magazine articles	_____
<input type="radio"/>	E-mail/telephone/written inquiry to park	_____
<input type="radio"/>	Television/radio programs/videos/DVDs	_____
<input type="radio"/>	Maine State Tourism Center along Interstate 95	_____
<input type="radio"/>	Acadia National Park website: www.nps.gov/acad	_____
<input type="radio"/>	Other websites	_____
<input type="radio"/>	School class/program	_____
<input type="radio"/>	Chamber of Commerce/visitors bureau	_____
<input type="radio"/>	Other (Please specify) _____	_____

- c) From the sources marked above, did you and your personal group receive the type of information about the park that you needed?

No Yes → **Go to Question 2**

d) If NO, what type of park information did you and your personal group need that was not available? Please be specific.

2. a) On this trip, what forms of transportation did you and your personal group use to visit Acadia National Park? Please mark (●) **all** that apply.

- | | |
|---|--|
| <input type="radio"/> Car/pickup/SUV/van | <input type="radio"/> Car/pickup/SUV/van with trailer/camper |
| <input type="radio"/> Motorhome/RV | <input type="radio"/> Motorhome/RV with towed car/boat/trailer |
| <input type="radio"/> Bicycle | <input type="radio"/> Tour bus |
| <input type="radio"/> Island Explorer Bus | <input type="radio"/> Ferry boat/Mail boat |
| <input type="radio"/> Private boat | <input type="radio"/> Motorcycle |
| <input type="radio"/> Taxi | <input type="radio"/> Other (Specify) _____ |

b) On this visit, how many motor vehicles did you and your personal group use to arrive at the park?

_____ Number of vehicles

3. a) During this trip to Acadia National Park, did you and your personal group stay overnight on Mount Desert Island?

- Yes No → **Go to Question 4**

b) If YES, what type of overnight accommodations did you and your personal group use during this visit? Please mark (●) **all** that apply.

- | | |
|--|--|
| <input type="radio"/> Year-round residence | <input type="radio"/> Motel or hotel |
| <input type="radio"/> Summer residence | <input type="radio"/> Bed and Breakfast |
| <input type="radio"/> Campground in Acadia NP | <input type="radio"/> Private campground |
| <input type="radio"/> Short-term house rental (less than one month stay) | |
| <input type="radio"/> Other (Please specify) _____ | |

4. On this trip, how many total hours or days did you and your personal group spend visiting the following places? Please list hours or days as $\frac{1}{4}$ hr, $1\frac{1}{2}$ days, $5\frac{3}{4}$ hrs, etc.

- | | | |
|-------------------------|-------|---|
| a) Mount Desert Island | _____ | Number of hours, if less than 24 hours |
| | _____ | Number of days, if 24 hours or more |
| b) Acadia National Park | _____ | Number of hours, if less than 24 hours |
| | _____ | Number of days, if 24 hours or more |

5. On the list below, please mark (●) **all** of the activities that you and your personal group participated in at Acadia National Park during this trip.

- | | |
|--|--|
| <input type="radio"/> Boating/canoeing/kayaking on lakes/ponds | <input type="radio"/> Hiking on trails |
| <input type="radio"/> Walking on carriage roads | <input type="radio"/> Birdwatching |
| <input type="radio"/> Biking on carriage roads | <input type="radio"/> Picnicking |
| <input type="radio"/> Biking on park motor roads | <input type="radio"/> Sea kayaking |
| <input type="radio"/> Horse and carriage ride | <input type="radio"/> Rock climbing |
| <input type="radio"/> Sightseeing/driving for pleasure | <input type="radio"/> Shopping in park |
| <input type="radio"/> Participating in ranger-led programs/cruises | <input type="radio"/> Earthcaching |
| <input type="radio"/> Dining at Jordan Pond House Restaurant | |
| <input type="radio"/> Camping at Seawall, Blackwoods, Isle au Haut, or Wildwoods Stables Campgrounds | |
| <input type="radio"/> Other (Please specify)_____ | |

6. Many businesses offer guided tours, instruction, or activities to help visitors enjoy Acadia National Park. On this trip, which of these **commercial** activities did you and your personal group pay a fee for while visiting Acadia National Park? Do not include businesses where you only rented equipment. Please mark (●) **all** that apply.

- | | |
|--|---|
| <input type="radio"/> Bicycling tour | <input type="radio"/> Nature walks |
| <input type="radio"/> Hiking tour | <input type="radio"/> Rock climbing |
| <input type="radio"/> Sea kayaking tour | <input type="radio"/> Boat cruise (not ferry boat, mail boat, or whale watch) |
| <input type="radio"/> Concession bus tour (<i>National Park Tours</i> or <i>Oli's Trolley</i>) | |
| <input type="radio"/> Other bus tour (Specify company)_____ | |
| <input type="radio"/> Other (Please specify)_____ | |

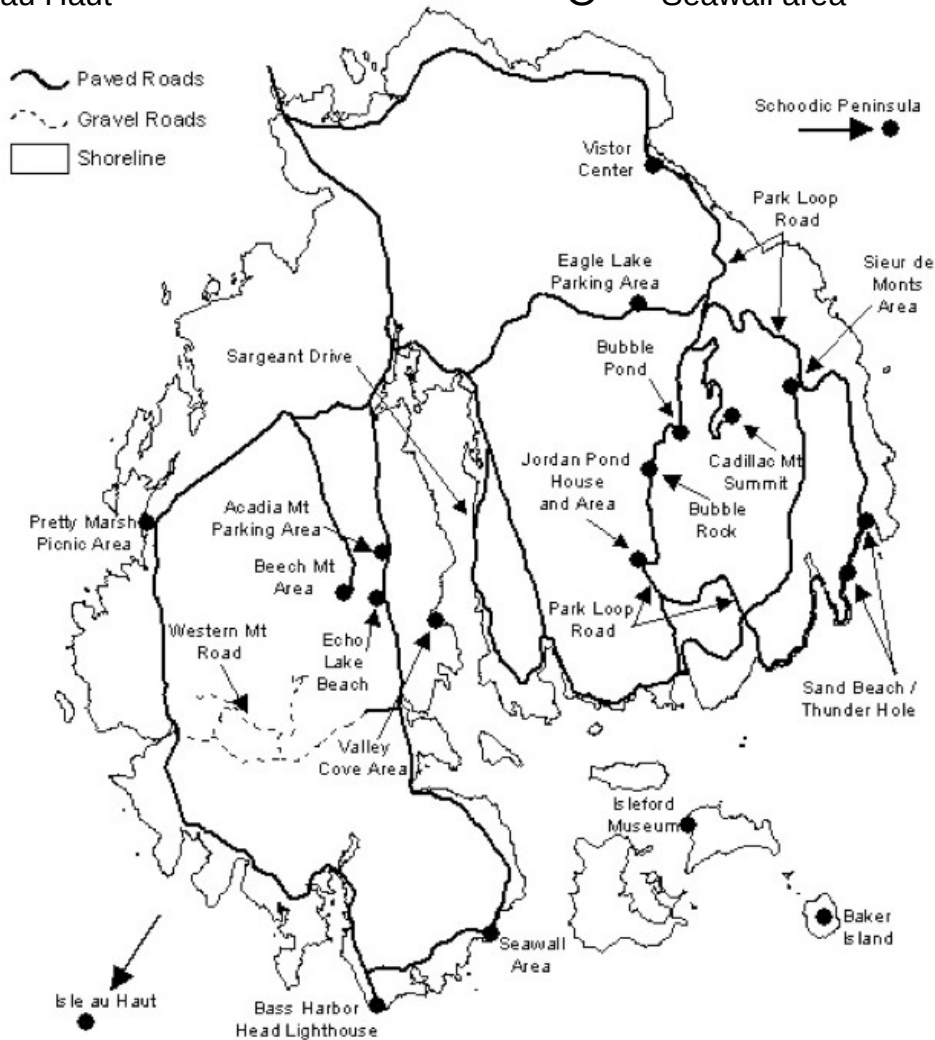
7. a) During this visit, did aircraft affect your enjoyment of Acadia National Park?

- Yes No → **Go to Question 8**

b) If YES, how?_____

8. During this trip, which of these places in Acadia National Park did you and personal your group visit? Use the map below to help you locate the places. Please mark (●) **all** that apply.

- Sieur de Monts area (Wild Gardens, Nature Center, Abbe Museum)
- Sand Beach
- Jordan Pond House and area
- Bubble Rock
- Eagle Lake parking area
- Beech Mountain area
- Acadia Mountain (Ledges) parking area
- Bass Harbor Head Light Lighthouse
- Pretty Marsh picnic area
- Baker Island
- Isle au Haut
- Thunder Hole
- Cadillac Mountain summit
- Bubble Pond
- Sargent Drive
- Echo Lake Beach
- Valley Cove area
- Western Mountain Road
- Schoodic Peninsula
- Islesford Museum
- Seawall area



9. a) **Prior to this visit**, were you and your personal group aware of the following rules/ regulations at Acadia National Park? Please mark (●) **one** answer for each item in column (a).
- b) On this visit, did you and your personal group learn (via publications, signs, talking to park staff, etc.) about these rules/regulations **during this visit** to Acadia National Park? Please mark (●) **one** answer for each item in column (b).

a) Aware?		Rules/regulations	b) Learned during visit?	
Yes	No		Yes	No
<input type="radio"/>	<input type="radio"/>	Pets are allowed in the park on a leash six feet or less in length, but are prohibited from hiking trails with ladders.	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Dead and down wood may be collected as fuel for campfires within the park, except within campgrounds.	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Collecting natural and historic objects such as starfish, beach cobbles, or arrowheads is prohibited.	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Collecting certain fruits, nuts, or berries or unoccupied seashells by hand for personal use or consumption is allowed.	<input type="radio"/>	<input type="radio"/>

10. a) **Prior to this visit**, were you and your personal group aware of the following guidelines for visiting Acadia National Park? Please mark (●) **one** answer for each item in column (a).
- b) Did you and your personal group learn (via publications, signs, talking to park staff, etc.) about these guidelines **during this visit** to Acadia National Park? Please mark (●) **one** answer for each item in column (b).

a) Aware?		Guidelines	b) Learned during visit?	
Yes	No		Yes	No
<input type="radio"/>	<input type="radio"/>	The Leave No Trace program and principles.	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Adding to or building new cairns or other rock objects detracts from the natural landscape, causes soil erosion and plant loss, and misleads hikers. (Stone cairns are used as trail markers where there are no trees).	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	Staying on trails or stepping on rock preserves fragile mountain soil and plants.	<input type="radio"/>	<input type="radio"/>

11. a) Please mark (●) **all** of the information services and facilities that you and your personal group **used** at Acadia National Park during this visit.
- b) Next, for only those services and facilities that you and your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those services and facilities that you and your personal group **used**, please rate their quality from 1-5.

a) Information services/facilities used?	b) If used, how important?	c) If used, what quality?
Mark (●)	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
<input type="radio"/> Assistance from park staff	_____	_____
<input type="radio"/> Park brochure/map	_____	_____
<input type="radio"/> Park newspaper <i>Beaver Log</i>	_____	_____
<input type="radio"/> Ranger-led walks/talks/programs/cruises	_____	_____
<input type="radio"/> Hulls Cove Visitor Center exhibits	_____	_____
<input type="radio"/> Jordan Pond House exhibits	_____	_____
<input type="radio"/> Bar Harbor Village Green Information Center	_____	_____
<input type="radio"/> Nature Center exhibits (Sieur de Monts)	_____	_____
<input type="radio"/> Cadillac Mountain Summit Center exhibits	_____	_____
<input type="radio"/> Thunder Hole Information Center exhibits	_____	_____
<input type="radio"/> Thompson Island Information Center exhibits	_____	_____
<input type="radio"/> Islesford Museum	_____	_____
<input type="radio"/> Roadside interpretive exhibits	_____	_____
<input type="radio"/> Trailside exhibits	_____	_____
<input type="radio"/> Information/bulletin boards	_____	_____
<input type="radio"/> Jordan Pond or Carroll Homestead self-guiding trails	_____	_____

12. a) Overall, how would you rate the quality of information provided on the park website to plan your visit? Please mark (●) **one**.

Did not use the park website → **Go to Question 13**

Very poor Poor Average Good Very good

- b) Did you find the information that you needed on the park website?

No Yes → **Go to part d of this question**

- c) If NO, what type of information did you and your personal group need that was not available on the park website? Please be specific.

- d) If YES, what type of information was most valuable for you and your personal group?

13. a) On this trip, which of the following ranger-led programs did you and your personal group attend at Acadia National Park? Please mark (●) **all** that apply.

- b) How appropriate was the depth of information in the programs you and your personal group attended?

Did not attend any ranger-led programs → **Go on to Question 14**

Attend ranger-led program?	Program depth of information?		
	Too simple	About right	Too difficult
<input type="radio"/> Talk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Walk/Hike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Bike tour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Children's program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Campground evening program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Boat cruise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Drop in (Falcon Watch, Hawk Watch, Otter Cove)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Other (Please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- c) If you and your personal group were to visit Acadia National Park in the future, would you be willing to pay a modest fee (such as \$10/person) to attend a 2-3 hour ranger-led program with a limited group size?
- Yes, would be willing to pay a modest fee to attend ranger-led programs
- No, would not be willing to pay a modest fee to attend ranger-led programs
14. If you did not attend any park ranger-led programs, what prevented you and your personal group from participating? Please mark (●) **all** that apply.
- Not interested in attending ranger-led programs → **Go to Question 15**
- Did not have time for this activity Weather
- Not aware of any ranger-led talks/
programs offered at park Not enough programs
offered
- Other (Please specify) _____
15. a) If you and your personal group visit again in the future, what topics would you like to learn about in interpretive/ranger-led programs at Acadia National Park? Please mark (●) **all** that apply.
- Not interested in interpretive programs → **Go to Question 16**
- Birds Animals other than birds
- Plants Tidal areas
- Geology Astronomy
- Human history Opportunities for volunteer
stewardship
- Other (Please specify) _____
- b) What program length would be most suitable for you and your personal group? Please mark (●) **one**.
- Under 1/2 hour 1 - 2 hours
- 1/2 - 1 hour Other _____
- c) What time of day would be most suitable for you and your personal group? Please mark (●) **all** that apply.
- 8 – 10 am Noon- 2 pm After 4 pm
- 10 am - Noon 2 pm – 4 pm Other (Specify)

16. a) Please mark (●) **all** of the visitor facilities that you or your personal group **used** at Acadia National Park during this visit.
- b) Next, for only those facilities that you or your personal group **used**, please rate their importance to your visit from 1-5.
- c) Finally, for only those facilities that you or your personal group **used**, please rate their quality from 1-5.

a) Park visitor facilities used?	b) If used, how important?	c) If used, what quality?
Mark (●)	1=Not important	1=Very poor
	2=Somewhat important	2=Poor
	3=Moderately important	3=Average
	4=Very important	4=Good
	5=Extremely important	5=Very good

- | | | |
|--|-------|-------|
| <input type="radio"/> Park road directional signs--outside park | _____ | _____ |
| <input type="radio"/> Park road directional signs--in park | _____ | _____ |
| <input type="radio"/> Park Loop Road | _____ | _____ |
| <input type="radio"/> Carriage roads | _____ | _____ |
| <input type="radio"/> Parking lots | _____ | _____ |
| <input type="radio"/> Restrooms | _____ | _____ |
| <input type="radio"/> Hiking trails | _____ | _____ |
| <input type="radio"/> Beaches | _____ | _____ |
| <input type="radio"/> Campgrounds (Blackwoods, Seawall,
Isle au Haut, Wildwood Stables) | _____ | _____ |
| <input type="radio"/> Picnic areas | _____ | _____ |
| <input type="radio"/> Jordan Pond House Restaurant | _____ | _____ |
| <input type="radio"/> Jordan Pond House Gift Shop | _____ | _____ |
| <input type="radio"/> Cadillac Mountain Gift Shop | _____ | _____ |
| <input type="radio"/> Thunder Hole Gift Shop | _____ | _____ |
| <input type="radio"/> Wildwood Stables (excluding campground) | _____ | _____ |

17. Overall, how would you rate the quality of the facilities, services, and recreational opportunities provided to you and your personal group at Acadia National Park during this visit? Please mark (●) **one**.

Very poor	Poor	Average	Good	Very good
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. It is the National Park Service’s responsibility to protect Acadia National Park’s natural, scenic, and cultural resources, while at the same time providing for public enjoyment. How important is protection of the following resources/attributes to you and your personal group? Please mark (●) **one** answer for each resource/attribute.

Acadia NP resource/attribute	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark night sky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic features and buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native plants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Native wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural quiet/sounds of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Solitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. a) On this visit to Acadia National Park, did you and your personal group bring any of the following electronic devices with you? Please mark (●) **all** that apply.

b) On this visit, did you and your personal group use any of the following electronic devices **to obtain park information**? Please mark (●) **all** that apply.

Brought on this visit (●) _____ Used for park information (●)

- None → **Go to Question 20**
- Laptop computer
- Cell phone
- MP3/MP4 Players (audio tour)
- Other portable electronic device (iPhone, Blackberry, PDA, etc.)
- Handheld Global Positioning System receiver (navigation)

c) What park information did you obtain using these devices?

d) If you did not use these devices on this visit, would you like to use them to access information about Acadia National Park on a future visit?

- Yes
- No
- Not sure

20. A new facility, Acadia Gateway Center, is being designed to welcome visitors to Mount Desert Island and Acadia National Park. This center, on Route 3 in Trenton, Maine will provide parking, restrooms, and information for Acadia National Park and the Chamber of Commerce, and will serve as the hub for the free *Island Explorer* bus. Visitors will be able to park vehicles there and take the *Island Explorer* to Acadia National Park and Mount Desert Island.

a) Would you and your personal group be willing to stop at the Acadia Gateway Center on a future trip to Acadia National Park or Mount Desert Island? Please mark (●) **one**.

Very unlikely Somewhat unlikely Not sure Somewhat likely Very likely

b) Would you and your personal group be willing to park your car at the Acadia Gateway Center and ride the Island Explorer bus around Acadia National Park or Mount Desert Island on a future trip? Please mark (●) **one**.

Very unlikely Somewhat unlikely Not sure Somewhat likely Very likely

21. On this visit, were you and your personal group part of the following types of organized groups?

- a) Commercial guided tour group Yes No
 b) School/educational group Yes No
 c) Other (scouts, work, church) Yes No

d) If you were with one of these organized groups, how many people, including yourself, were in this group?

_____ Number of people in organized group

22. a) On this visit, with what kind of personal group (not guided tour/school/other organized group) were you? Please mark (●) **one**.

- Alone Friends
 Family Family and friends
 Other (Please specify)_____

b) On this visit, how many people were in your personal group, including yourself?

_____ Number of people

23. a) & b) When visiting an area such as Acadia National Park, what one language do you and most members of your personal group prefer to use for the following?

a) Speaking: English Other (Specify)_____

b) Reading: English Other (Specify)_____

24. a) Does anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

- Yes
- No → **Go on to Question 25**

b) If YES, what services or activities were difficult to access/participate in?

c) Because of the physical condition, what specific problems did the person(s) have? Please mark (●) all that apply.

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

25. For you and your personal group on this visit, please provide the following. If you do not know the answer, leave blank.

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	Frequency of visits to Acadia National Park (including this visit)	
			c) Lifetime	d) Past 5 years
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

26. Is there anything else you and your personal group would like to tell us about your visit to Acadia National Park?

Thank you for your help! Please seal the questionnaire with the stickers provided and drop it in any U.S. mailbox.

OFFICIAL BUSINESS

**Visitor Services Project
Park Studies Unit
College of Natural Resources
University of Idaho
P.O. Box 441139
Moscow, Idaho 83844-1139**

