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

Visitor Services Project

Klondike Gold Rush National Historical Park Seattle Unit Visitor Study



ca 1920's



OMB Approval 1024-XXX (NPS# 09-XXX)

Expiration date: XXX-2010



United States Department of the Interior

NATIONAL PARK SERVICE Klondike Gold Rush National Historical Park Seattle Unit 319 Second Avenue South Seattle, WA 98104

July/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 Klondike Gold Rush National Historical Park Seattle Unit. 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 Coordinator, 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.

Maren Byghn-Down

Sincerely,

Karen Beppler-Dorn 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 (O), 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 Klondike Gold Rush National Historical Park Seattle Unit

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.

- a) Prior to your visit, how did you and your personal group obtain information about Klondike Gold Rush National Historical Park (NHP)? Please mark (●) all that apply in column (a).
 - b) If you were to visit Klondike Gold Rush NHP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (•) all that apply in column (b).

(•	dir that apply in column (b).		
a) Prior t	o this visit	b) Prior to future visits	<u>}</u>
0	Did not obtain information prior to visit →Go to pa	art b of this question	
0	Previous visits	0	
0	Friends/relatives/word of mouth	0	
0	Travel guides/tour books (such as AAA, etc.)	0	
0	Maps/brochures	0	
0	Newspaper/magazine articles	0	
Ο	E-mail/telephone/written inquiry to park	Ο	
Ο	Television/radio programs/videos	Ο	
Ο	Klondike Gold Rush NHP website: www.nps.gov/k	lse O	
Ο	Other websites	Ο	
Ο	School class/program	0	
Ο	Local businesses	Ο	
0	Tour businesses (hotels concierge, Amtrak, cruise	lines, etc.)	
0	Chamber of Commerce/visitors bureau/state welco	ome center O	
Ο	Referral from other tourist attractionWhich one? ((Specify below)	
This visit	Future visit		
Ο	Other (Please specify below)	Ο	
This visit	Future visit		

,	eive the type o	•	•		•		soriai group
Ο	No	Ο	Yes	→ Go to	Questic	on 2	
•	O, what type of not available?	•		•	u and you	ır personal grou	up need that
	or to this visit, d Rush NHP is						londike
Ο	Yes	Ο	No				
	or to this visit, sh NHP is a par						
0	Yes	Ο	No				
	or to this visit, ndike Gold Rus					p aware of the	related site,
0	Yes	Ο	No				
	re you and you gway, Alaska?		al grou	p visited	Klondike	Gold Rush NHI	⊃ in
Ο	Yes	Ο	No				
e) Wo in S	uld you and you kagway, Alask	ur persor a in the f	nal gro uture?	up be like	ely to visit	Klondike Gold	Rush NHP
Ο	Yes, likely	Ο	No,	unlikely	Ο	Not sure	
	the day that yo sportation to a						
0	Taxi/limousi	ne					
Ο	Van/bus pro	vided by	tour o	company/	hotel/sch	ool/church, etc.	
0	Walk from p	ublic tra	nsport	ation stati	on (bus,	rain, trolley, etc	c.)
0	Walk from h	ome or l	hotel o	r from oth	er attract	ions in the area	a
0	Bicycling fro	m home	e/hotel/	other attr	actions/bi	us stop	
Ο	Rental or pr	ivate vel	nicle (d	ar, RV, m	notorcycle	, etc.)	
0	Other (Plea	se speci	fv)				

6						ark Seattle Unit Visitor Stu
						If or private vehicles, how the to arrive at the park?
		Number	of vehicles			
4.		e the signs di se mark (●) (old Rush NHP adequate?
Ped	destrian	signs in Se	attle directir	ng you to K	londike Go	ld Rush NHP adequate?
	0	Yes	0	No	0	Did not use
Driv	ving sig	ns in Seattle	e directing y	ou to Klond	like Gold R	ush NHP adequate?
	Ο	Yes	0	No	O	Did not use
Driv	ving sign	s				
Driv 5.	a) On tl		ondike Gold	l Rush NHF		and your personal group
	a) On tl	nis visit to Klo	ondike Gold	l Rush NHF		
	a) On the expe	nis visit to Klo rience any p	ondike Gold arking prob	I Rush NHF lems?) No	P, did you a	and your personal group
	a) On the expension of	nis visit to Klo rience any p Yes S, what park	ondike Gold arking prob King problen	I Rush NHF lems? No ns did you o	P, did you a experience	and your personal group
5.	a) On the expension of	nis visit to Klorience any p Yes S, what park	ondike Gold arking prob cing problen o Klondike C ? Please m	Rush NHF lems? No ns did you o	P, did you a experience	and your personal group ? you and your personal
5.	a) On the expension of	his visit to Klorience any p Yes S, what park	ondike Gold arking prob C sing problen o Klondike C ? Please m	I Rush NHF lems? No Ins did you of Gold Rush I ark (•) one P was prim	P, did you a experience NHP fit into ary destina	and your personal group ? you and your personal tion

Klondike Gold Rush National Historical Park Seattle Unit Visitor Study

7.	On this visit, which of the following sites in the city of Seattle did you visit? Please mark (\bullet) all that apply.							
Ο	Art galleries	Ο	Seattle Aqu	arium				
0	Glass blowing shop	Glass blowing shop						
0	National Park Conserva	ation Associat	ion	0	Theatre/plag	ys		
O	Sculpture Garden/other	gardens		Ο	Undergroun	ıd Tour		
0	Sports arenas/stadiums	3		Ο	Woodland F	Park Zo	00	
0	Pike Place Market/Spac	ce Needle/Sea	attle Cen	ter				
0	Museums (Museum of I	History & Indu	ıstry, Mus	seum of F	light, Seattle	Art Mu	seum)	
0	Other (Please specify)							
3.	a) On this visit, how long ir Klondike Gold Rush NHI	•	ı and you	ır persona	al group spend	d visitin	ıg	
	Total number of	hours (Please	list parti	al hours a	as ½, ¼, etc.)			
	b) On this visit, did you and day?	l your persona	al group v	visit the pa	ark on more tl	nan on	e	
	O No O	Yes → c)	If YES, o	on how m	any days did	you vis	it?	
				Number o	of days			
9.	a) On this visit, how safe di around/visiting the follow		•	• .		_	n.	
	_	Did not visit/ take walk	Very unsafe	Unsafe	Neither safe nor unsafe	Safe	Very safe	
Pior	-guided walking tour of neer SquareSeattle's first phborhood (20 blocks)	Ο	0	0	Ο	0	Ο	
	ger-led walking tour of neer Square	Ο	Ο	Ο	Ο	0	0	
	ting Seattle locations other	0	0	0	0	0	0	

88		Klondike Gol	d Rush Na	ational	Historical	Park Seat	tle Unit Visitor	Study
	b) If you and your personal group were to visit Klondike Gold Rush NHS in the future, would you interested in attending an outdoor ranger-led program at a location near the park?							
	0	Yes, likely	Ο	O No, unlikely O Not sure				
	•	afe would you a ogram at a locat				el attendin	g an outdoor r	anger-
Ver	y unsafe	Unsafe	Neither nor uns		Safe	Very	safe	
	Ο	Ο	0		Ο	0		
10.	, ,	g your visit to Klo about the followi				•	•	group
	interes	were to visit the sted in learning o that apply.	•		•	•		•
<u>a) L</u>	_earned c	on this visit				b) Lea	rn on future	<u>visits</u>
0		londike Gold Ru nt reasons from			•	er of divers	se people for	0
0		e's location, proi e supplies/servi					•	0
Ο		ke Gold Rush a nments differen			•	cultures a	nd	0
0		ke Gold Rush lii e National Histo	•		ne present	within the	Pioneer	0
Ο	Klondi	ke Gold Rush e	stablished	Seatt	le as a lead	ding seapo	ort city	0
0	Through worldwide advertising, Seattle became the primary transportation gateway and supplier for the gold rush						0	
О	Other	(Please specify	below)					Ο
Thi	s visit			_Futur	e visit			
	c) In your opinion, which stories, if any, presented at Klondike Gold Rush NHP need to be emphasized or strengthened?							

Klondike Gold Rush National Historical Park Seattle Unit Visitor Study

	this visit, which activities did you and your personal group participate in e visiting Klondike Gold Rush NHP? Please mark (•) all that apply.						
0	Participated in Junior Ranger program						
Ο	Attended ranger-led gold panning demonstration						
Ο	Attended ranger-led walking tour						
Ο	Attended ranger talks						
Ο	Attended special events/programs						
Ο	Enjoyed Seattle and Puget Sound						
Ο	Explorer Passport booklet						
Ο	Obtained information about Seattle						
0	Obtained information to plan a trip to Alaska						
0	Obtained National Park Passport stamp						
0	Took part of Seattle tour						
0	Purchased National Park annual pass						
0	Shopped in park bookstore						
Ο	Viewed museum exhibits						
Ο	Watched filmsWhich ones? Please mark (●) below.						
	O Days of Adventure, Dreams of Gold (27 minutes)						
	O Hiking the Chilkoot Trail (15 minutes)						
	O Seattle: Gateway to the Goldfields (15 minutes)						
0	Other (Please specify)						
,	ch one of the above activities was the primary reason you and your sonal group visited Klondike Gold Rush NHP on this visit? Please list only						

- 12. a) Please mark (●) **all** of the information services and facilities that you and your personal group **used** at Klondike Gold Rush NHP 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) Informa Mark (●)	tion services/facilities used?	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
0	Access for people with disabilities	<u> </u>	
Ο	Assistance from park staff		
0	Bookstore sales items (selection, price, etc.)		
0	Comment sheet		
0	Exhibits		
0	Foreign language translation		
0	Interactive exhibits		
Ο	Films		
0	Junior Ranger program		
0	Park brochure/map		
Ο	Park website: www.nps.gov/klse used before or during visit		
0	Ranger-led gold panning demonst	tration	
0	Restrooms		
Ο	Visitor Registration Log		
0	Ranger-led walking tour		

			old Rush National Historical Park Seattle Unit Visitor Study							
13.	a)	Did	you and your personal group visit the park bookstore in the visitor center?							
		О	Yes O No → Go on to Question 14							
	b)		ES, did you find the types of sales items that you and your personal groupnted?							
		Ο	Not interested in sales items → Go on to Question 14							
		О	No O Yes							
	c)		D, what types of sales items would you and your personal group like to e available?							
14.		-	vere to visit Klondike Gold Rush NHP in the future, which park programs you like to have available? Please mark (●) all that apply.							
	C)	Not interested in park programs → Go to Question 15							
	()	Outdoor setting program							
	()	Art exhibitions							
	C)	Family-oriented activity							
	()	Genealogical research programs to find gold rush relatives							
	()	Hands-on gold panning							
	C)	Living history/costumed interpretive programs							
	C)	Programs about nearby National Park sites							
	C)	Programs in community at libraries, schools, etc.							
	C)	Junior Ranger program and Citizen Ranger programs for adults							
	C)	A day long children's program							
	C)	Expert/historical talks/lectures (Please specify)							
	C)	Other (Please specify)							

15. Would you and your personal group visit Klondike Gold Rush NHP again?

<u>12</u>		Klo	ondike Gold	l Rush	Nationa	ıl Histor	rical Par	k Sea	attle U	nit Visi	tor Study
	0	Yes,	likely	0	No, u	nlikely	()	Not s	sure	
16.	pe su	rsonal gro	to visit Klor oup be inte attle, North e Pacific N	rested west h	in attendistory, lo	ding led cal writ	ctures/de ers and	emon artist	stratio s, cult	ns on ural ar	topics nd natura
	0	Yes, ↓	likely	Ο	No, uı ↓	nlikely	()	Not s	sure	
		•				Go to	Questic	on 17			
	b) If	YES, plea	se specify	progra	າm:						
			gram that yo al group m							would	you and
	Ο	2 hours	0	4 h	ours	0	1 day		Ο	Multi	ole days
			and your pe up to 4 hou			oe willin	ig to pay	/ \$15	per a	dult to	attend a
	0	Yes,	likely	Ο	No, ui	nlikely	()	Not	sure	
17.	, .		to visit Klor oup be inte							-	•
	0	Yes,	likely	Ο	No, u	nlikely	()	Not	sure	
		¥			(Go to Q	uestio	n 18	•		
	b) If pe	YES, whice ersonal gro	ch methods oup prefer t	of lea to use	rning ab ? Please	out Pio mark (neer Sq ●) all th	uare at ap	would ply.	you a	nd your
	0	Brock	hure								
	0	Cell	ohone								
	0		ronic media 3/MP4 play					(dow	nloada	able po	dcasts,
	0	Intera	active exhib	oit							
	0	Side	walk exhibit	t							

18. If you were to visit Klondike Gold Rush NHP in the future, how would you and your personal group prefer to learn about cultural and historic features of Klondike Gold Rush NHP? Please mark (●) all that apply.

O Not interested in learning about the park →Go to Questi					
O Indoor exhibits					
O Outdoor exhibits					
O Park website: www.nps.gov/klse					
O Special events					
O Volunteer opportunities					
O Self-guided tours					
O Interactive computer program tours					
O Electronic media/devices available to visitors (downloadal MP3/MP4, Windows Media™, etc.)	ble podcasts,				
O Audiovisual programs (DVD, video, or movie)	· ,				
O Printed materials (brochures, books, maps, etc.)					
O Ranger-led activities					
O Other (Please specify)					
19. a) Would you recommend visiting Klondike Gold Rush NHP to otl	hers?				
O Yes O No					
b) If YES, please explain why. c) If NO, please explain	why not.				

<u>14</u>	Klondike Gold Rush National Historical Park Seattle Unit Visitor Study							
20.			visit, were you and d groups?	your personal gr	oup p	art of the	followin	g types of
	a)	Comn	nercial guided tour	group	О	Yes	Ο	No
	b)	Cruise	e tour group		0	Yes	0	No
	c)	Schoo	ol/educational grou	p	0	Yes	Ο	No
	d)	Other	(scouts, work, chu	rch)	Ο	Yes	Ο	No
	e)	-	were with one of the		groups	s, how ma	ıny peop	le, including
			_ Number of peop	le in organized (group			
21.	a)		s visit, with what ki ized group) were y				ed tour/so	chool/other
		Ο	Alone		О	Friend	ds	
		Ο	Family		О	Famil	y and fri	ends
		O	Other (Please spe	ecify)				
	b)	On th	nis visit, how many self?	people were in y	our p	ersonal g	roup, inc	cluding
			_ Number of peop	le in your persor	nal gro	oup		
22.			and your persona not know the answ			ease prov	ide the f	ollowing. (If
			_a) Current age	b) U.S. ZIP coo name of cour other than U	ntry	Klondik Sind	nber of veron of the control of the	ush NHP 2006
You	rse	lf				-		
Men	nbe	er #2				-		
Member #3								
Men	Member #4							
Men	nbe	er #5		-		-		
Men	nbe	er #6				-		

Member #7

	How importan	t is it to you and tions? Please ma	your personal gr		ark is preserved for
	Not Important	Somewhat Important	Moderately Important	Very Important	Extremely Important
	0	Ο	0	0	0
24.	If you were a would you a	manager plannin and your persona	g for the future o	of Klondike Gol ?	d Rush NHP what
25.		ing else you and Iondike Gold Rus		roup would like	to tell us about
26.	recreational o	would you rate th pportunities prov HP during this vis	ided to you and	your personal g	es, and group at Klondike
	Very poor	Poor	Average	Good	Very good
	Ο	Ο	0	0	Ο

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