Mount Rushmore National Memorial Visitor Study

Summer 2007

University of Idaho

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Report Summary

- This report describes the results of a visitor study at Mount Rushmore National Memorial during July 11-17, 2007. A total of 1,243 visitor groups were contacted with 978 accepting questionnaires. Of those, 646 questionnaires were returned resulting in a 66.1% response rate.

- This report profiles a systematic random sample of Mount Rushmore National Memorial visitors. Most results are presented in graphs and frequency tables. Summaries of visitor comments are included in the report and complete comments are included in the Visitor Comments Appendix.

- Fifty-six percent of visitor groups were in groups of four or more and 41% were in groups of two or three. Eighty-one percent of visitor groups were family groups and 8% were with groups of friends. Three percent of visitor groups were traveling with an organized tour group.

- Twenty-nine percent of visitors were ages 15 or younger, 28% were 26-50 years old and 24% were ages 51-70 years.

- United States visitors were from Colorado (8%), Minnesota (7%), California (7%), Wisconsin (7%), and 42 other states. International visitors, comprising 5% of the total visitation, came from Canada (65%), Germany (10%), Australia (5%) and 9 other countries.

- Fifty-nine percent of visitors visited the park for the first time in their life, while 41% had visited more than once. Most visitors (91%) were visiting for the first time during the past 12 months.

- Visiting Mount Rushmore National Memorial was the primary reason that brought 59% of visitor groups to the Black Hills area, while 21% were visiting other attractions in the area. For 80% of visitor groups, Mount Rushmore National Memorial was one of several destinations on this visit.

- Prior to this visit, visitor groups most often obtained information about the park through maps/brochures (52%), friends/relatives/word of mouth (49%), and through tour guides/tour books/publications (49%). The most preferred information source to use on a future visit was the park website (62%).

- Of visitor groups that spent less than 24 hours visiting the park, 42% spent up to two hours and 59% spent three or more hours. The average length of stay was 3.4 hours. Most visitor groups (94%) entered the park one time on this visit.

- The most common activities visitor groups participated in were viewing/learning about the memorial (95%), visiting information center and bookstore (66%), and shopping in park gift shop (63%). The most important activity was viewing/learning about the memorial (93%).

- Regarding use, importance, and quality of services and facilities, it is important to note the number of visitor groups that responded to each question. The most used interpretive/information service was the park brochure/map (79%). The services that received the highest combined proportions of "extremely important" and "very important" ratings included the evening lighting ceremony (79%, N=125), assistance from uniformed park staff (77%, N=138), and film shown in visitor center (75%, N=223). The services that received the highest combined proportions of "very good" and "good" quality ratings were assistance from park staff (95%, N=134), Lincoln Borglum Museum (94%, N=187), and park brochure/map (93% N=433).

- The most used visitor services/facilities were the parking lot (95%) and restrooms (90%). The services/facilities that received the highest combined proportions of "extremely important" and "very important" ratings included the restrooms (92%, N=530) and access for disabled persons (91%, N=65). The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were the information center (95%, N=330), restrooms (91%, N=528) and parking lot (91%, N=558).

- Fifty-six percent of visitor groups ate in the park restaurant/snack shop or shopped in the gift shop. Groups rated the quality of various elements in the two facilities. In the park restaurant/snack shop, facility appearance (90%, N=259) received the highest "very good" and "good" quality rating, followed by preparation of menu items (71%, N=250) and length of wait (70%, N=249). Seventy-one percent of visitor groups waited ten minutes or less. In the gift shop, the highest "very good" and "good" quality ratings were for the choice of sales items (79%, N=294) and quality of sales items (77%, N= 294).

- Eighty percent of visitor groups rated the parking fee amount ($8/vehicle/year or $50/bus/day) as "about right." Seventy-five percent of visitor groups will likely visit the memorial again in the future.

- Most visitor groups (96%) rated the overall quality of services, facilities, and recreational opportunities at Mount Rushmore National Memorial as "very good" or "good." Less than two percent rated the overall quality as "very poor" or "poor."

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INTRODUCTION

This report describes the results of a visitor study at Mount Rushmore National Memorial during July 11 – 17, 2007 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit (PSU) at the University of Idaho.

Four presidents, George Washington, Thomas Jefferson, Abraham Lincoln and Theodore Roosevelt, are commemorated with large carved heads on a granite mountain in the Black Hills of South Dakota. Carved by Gutzon Borglum and other sculptors from 1927 through 1941, the granite heads pay tribute to the men and their roles in American history. Mount Rushmore National Memorial became part of the National Park System in 1933.

Organization of the report

The report is organized into three sections.

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

Section 2: **Results**. This section provides summary information for each question in the questionnaire and includes a summary of visitor comments. The presentation of the results of this study does not follow the same order of questions in the questionnaire.

Section 3: **Appendices**

Appendix 1: The *Questionnaire.* A copy of the questionnaire distributed to groups.

Appendix 2: *Additional Analysis.* A list of options for cross-references and cross comparisons. These comparisons can be analyzed within park or between parks. Results of additional analyses are not included in this report as they may be requested only after the results of this study have been published.

Appendix 3: *Decision rules for checking non-response bias.* An explanation of how the non-response bias was determined.

Appendix 4: *Visitor Services Project Publications*. A complete list of publications by the PSU. Copies of these reports can be obtained by visiting the website: http://www.psu.uidaho.edu/vsp/reports.htm or contacting the PSU office at (208) 885-7863.

Visitor Comments Appendix: A separate appendix provides visitor responses to open-ended questions. It is bound separately from this report due to its size. These comments are summarized in this report and in the appendix.

Presentation of the results

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

SAMPLE ONLY

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

2: Listed above the graph, the "N" shows the number of individuals or visitor groups responding to the question. If "N" is less than 30, "**CAUTION!**" is shown on the graph to indicate the results may be unreliable.

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

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

3: Vertical information describes the response categories.

4: Horizontal information shows the number or proportions of responses in each category.

5: In most graphs, percentages provide additional information.

N=537 visitor groups

Number of visits

Number of visits		
5 or more		8%
4		3%
3		7%
2		12%
1		70%

0   100   200   300   400

Number of respondents

Figure 14: Number of visits to park in past 12 months
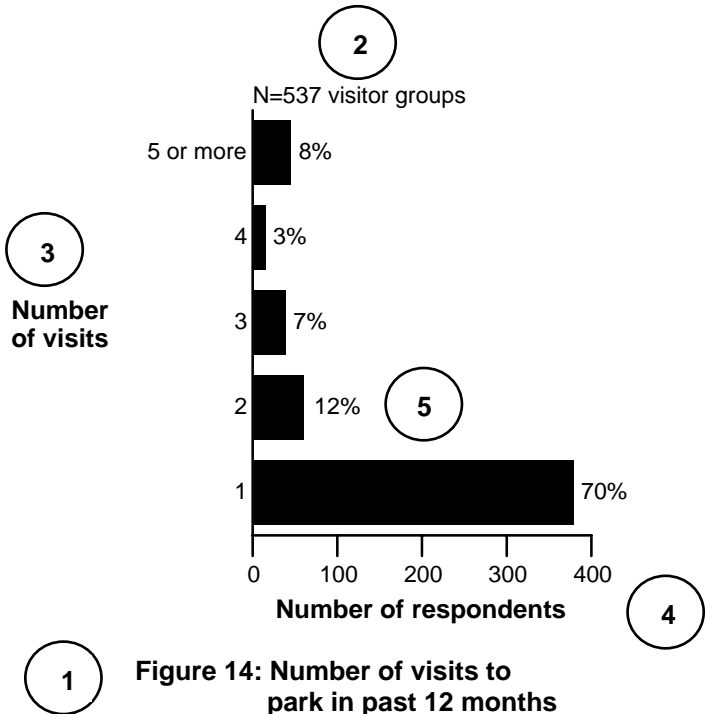
METHODS

Survey Design

Sample size and sampling plan

All VSP questionnaires follow design principles outlined in Don A. Dillman's book *Mail and Internet Surveys: The Tailored Design Method* (2007). Using this method, the sample size was calculated based on park visitation statistics of previous years.

Brief interviews were conducted with a systematic, random sample of visitor groups that arrived at Mount Rushmore National Memorial during July 11–17, 2007. Questionnaire distribution hours varied from day to day, but were between 8 a.m. and 7 p.m. Interviewers contacted 1,243 visitor groups, of which 978 (78.7%) accepted questionnaires. Questionnaires were distributed at the first granite wall entrance from the parking lot. On Saturday, July 14 and Sunday, July 15, questionnaires were distributed at the second granite wall entrance due to maintenance work at the first entrance. Questionnaires were completed and returned by 646 visitor groups, resulting in a 66.1% response rate for this study.

Questionnaire design

The Mount Rushmore National Memorial questionnaire was developed at a workshop held with park staff to design and prioritize the questions. Some of the questions were comparable with VSP studies conducted at other parks while others were customized for Mount Rushmore National Memorial. Many questions asked visitors to choose answers from a list of responses, often with an open-ended option, while others were completely open-ended.

No pilot study was conducted to test the Mount Rushmore National Memorial questionnaire. However, all questions followed Office of Management and Budget (OMB) guidelines and/or were used in previous surveys. Thus, the clarity and consistency of the survey instrument have been tested and supported.

Survey procedure

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, they were asked which member (at least 16 years of age) had the next birthday. The individual with the next birthday was selected to complete the questionnaire for the group. An interview, lasting approximately two minutes, was conducted with that person to determine group size, group type, and the age of the member completing the questionnaire. These individuals were asked for their names, addresses, and telephone numbers in order to mail them a reminder/thank you postcard and follow-ups. Visitors were asked to complete the survey after their visit, and return the questionnaire by mail. The questionnaires were pre-addressed and affixed with a U.S. first class postage stamp.

Two weeks following the survey, a reminder/thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, a second round of replacement questionnaires was mailed to visitors who had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using custom and standard statistical software applications—Statistical Package for the Social Sciences (SPSS), and a custom designed FileMaker Pro application. Descriptive statistics and cross-tabulations were calculated for the coded data and responses to open-ended questions were categorized and summarized. The data were entered twice—by two independent data entry staff—and validated by a third staff member.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. This was a self-administered survey. Respondents completed the questionnaire after the visit, which may have resulted in poor recall. Thus, it is not possible to know whether visitor responses reflected actual behavior.
2. The data reflect visitor use patterns to the selected sites during the study period of July 11–17, 2007. The results present a 'snapshot-in-time' and do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "CAUTION!" is included in the graph, figure, table, or text.
4. Occasionally, there may be inconsistencies in the results. Inconsistencies arise from missing data or incorrect answers (due to misunderstood directions, carelessness, or poor recall of information). Therefore, refer to both the percentage and N (number of individuals or visitor groups) when interpreting the results.

Special Conditions

The weather during the survey period was generally warm and sunny, and occasionally hot and humid. On the evenings of Friday, July 13, 2007 and Saturday, July 14, a Reconciliation concert featuring the Native American music group Brule took place at the memorial.

Checking Non-response Bias

The three variables used to check non-response bias were group type, age of the group member who actually completed the questionnaire, and group size.

Table 1 shows insignificant differences between group types. There are significant differences between respondent and non-respondent ages and insignificant differences between respondent and non-respondent group sizes (see Table 2). See Appendix 3 for more details of the non-response bias checking procedure.

Table 1: Comparison of respondents and non-respondents group type

Group type	Respondent	Expected value	Total
Alone	22	20	31
Family	506	509	777
Friends	52	49	75
Family and friends	46	42	64
Other	1	7	11
Total	627		958

Chi-square = 9.07   df = 4   p-value = 0.194

Table 2: Comparison of respondents and non-respondents group size and age

Variable	Respondent N	Average	Non-respondent N	Average	p-value (t-test)
Group size	640	4.7	327	4.7	0.948
Age	624	48.6	329	42.4	<0.001

There are insignificant differences in group size and group type between respondents and non-respondents. A six-year difference is detected in average age of respondents compared to non-respondents. However, the differences may due to the fact that an older person in the group completed the survey while a younger person accepted the survey at the park. Occasionally, survey respondents may answer the age question incorrectly with the oldest person in the first slot, which was designated for the respondents. Moreover, the survey was designed to collect group information, not individual information. Because the two group parameters were the same for both respondents and nonrespondents, the response bias is judged to be insignificant. The data are a good representation of a larger Mount Rushmore National Memorial visitor population for the duration of the survey period.

RESULTS

Demographics

Visitor group size

Question 22a
   On this visit, how many people were in your personal group, including yourself?

Results
- 41% of visitor groups were in groups of three or four (see Figure 1).

- 31% were in groups of five or more.

- 25% were in groups of two.

N=640 visitor groups*

Group size

Group size	
5 or more	31%
4	25%
3	16%
2	25%
1	2%

Number of respondents
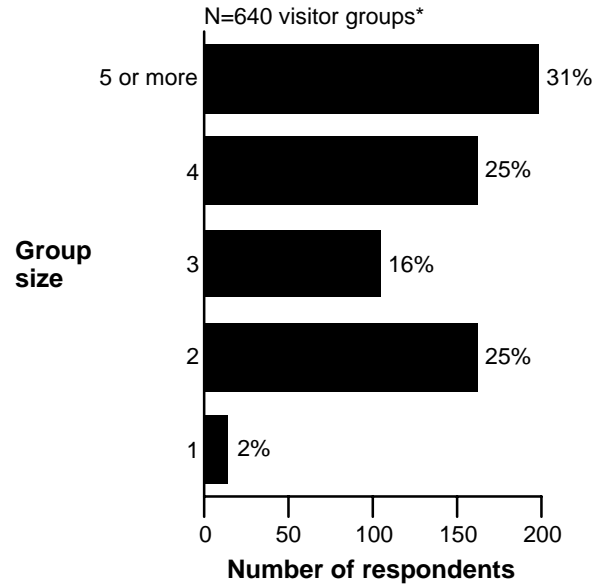
Figure 1: Visitor group size

Visitor group type

Question 21
   On this visit, what kind of personal group (not guided tour/school/other organized group) were you with?

Results
- 81% of visitor groups were made up of family members (see Figure 2).

- 8% were friends groups.

- 7% were alone.

- Visitor did not provide a comment for "other" group type.

N=627 visitor groups*

Group type

Group type	
Family	81%
Friends	8%
Family and friends	7%
Alone	4%
Other	<1%

Number of respondents
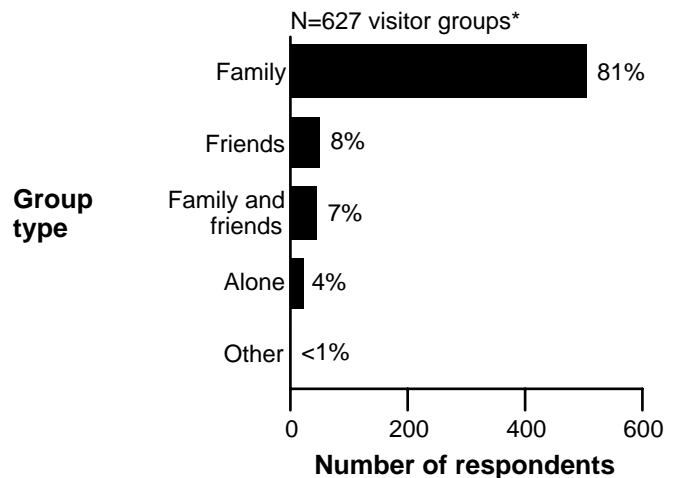
Figure 2: Visitor group type

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitors with organized groups

Question 20a
   On this visit, were you and your
   personal group with a commercial
   guided tour group?

Results
   - 2% of visitor groups were traveling
     with a commercial guided tour
     group (see Figure 3).

**Commercial
guided tour?**

N=613 visitor groups

Yes 2%

No 98%

Number of respondents
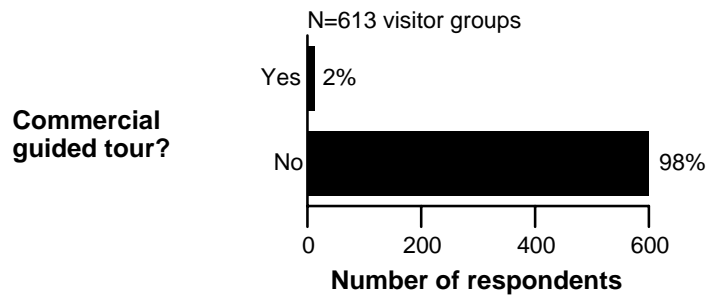
**Figure 3:   Visitors traveling with a commercial
guided tour group**

Question 20b
   On this visit, were you and your
   personal group with a
   school/educational group (school, etc.)?

Results
   - Less than 1% of visitor groups were
     traveling with an educational group,
     such as a school group (see
     Figure 4).

**School/
educational
group**

N=602 visitor groups*

Yes <1%

No 100%

Number of respondents
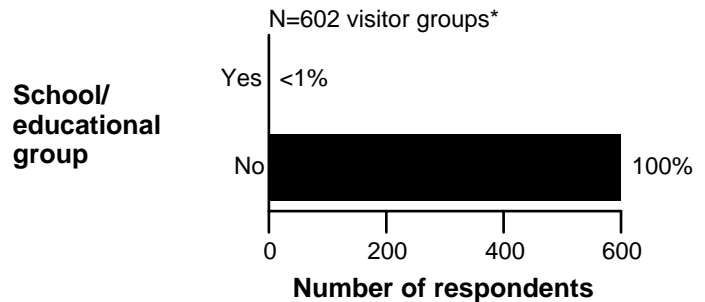
**Figure 4:   Visitors traveling with an educational
group (school, etc.)**

Question 20c
   On this visit, were you and your
   personal group with an other organized
   group (such as business group, scout
   group, etc.)?

Results
   - 3% of visitor groups were traveling
     with an other organized group (see
     Figure 5).

**Other
organized
group?**

N=610 visitor groups

Yes 3%

No 97%

Number of respondents
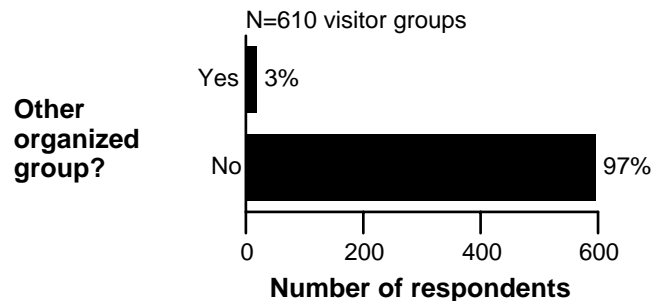
**Figure 5:   Visitors traveling with an other organized
group (church, business, etc.)**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

United States visitors by state of residence

Question 26b
   For you and your personal
   group on this visit, what is your
   state of residence?

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

Results
- U.S. visitors were from 46
  states and comprised 95%
  of total visitation to the park
  during the survey period.

- 8% of U.S. visitors came
  from Colorado (see Table 3
  and Map 1).

- 7% came from Minnesota.

- 7% came from California.

- 7% came from Wisconsin.

- Smaller proportions came
  from 42 other states.

Table 3: United States visitors by state of residence*

State	Number of visitors	Percent of U.S. visitors N=1,963 individuals	Percent of total visitors N=2,069 individuals
Colorado	150	8	7
Minnesota	144	7	7
California	133	7	6
Wisconsin	130	7	6
Illinois	110	6	5
Michigan	102	5	5
South Dakota	82	4	4
Iowa	79	4	4
Texas	68	3	3
Nebraska	59	3	3
Kansas	55	3	3
Pennsylvania	55	3	3
Washington	53	3	3
Arizona	48	2	2
Indiana	48	2	2
Florida	46	2	2
Ohio	45	2	2
New York	44	2	2
Oklahoma	40	2	2
Missouri	39	2	2
Oregon	37	2	2
Georgia	33	2	2
24 other states	363	18	18
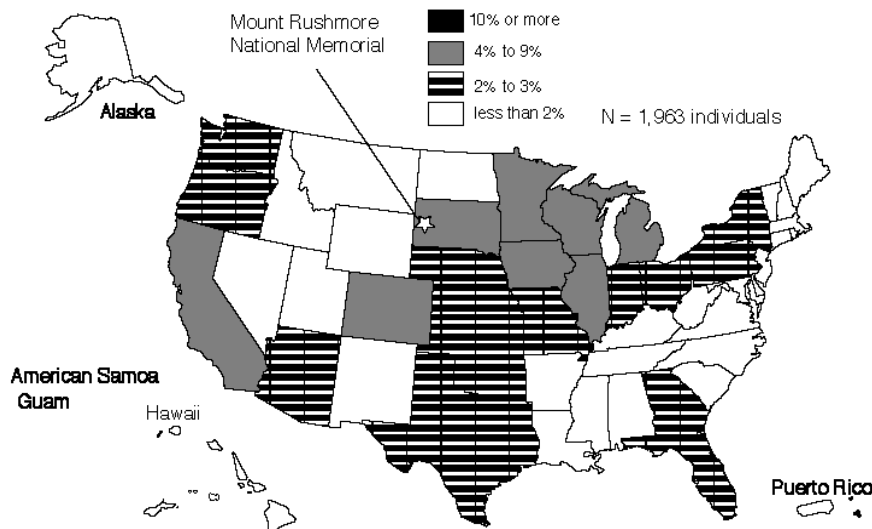
Map 1: Proportions of United States visitors by state of residence

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

International visitors by country of residence

Question 26b
For you and your personal group on this visit, what is your country of residence?

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

Results

- International visitors comprised 5% of total visitation to the park during the survey period.

- 65% of international visitors came from Canada (see Table 4).

- 10% came from Germany.

- Smaller proportions came from 10 other countries.

Table 4: International visitors by country of residence *

Country	Number of visitors	Percent of international visitors N=106 individuals	Percent of total visitors N=2,069 individuals
Canada	69	65	3
Germany	11	10	1
Australia	5	5	<1
Denmark	4	4	<1
Netherlands	4	4	<1
United Kingdom	3	3	<1
Saudi Arabia	3	3	<1
Norway	2	2	<1
Sweden	2	2	<1
Chile	1	1	<1
China	1	1	<1
Switzerland	1	1	<1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Number of visits to the park in past 12 months

Question 26c
   How many times have you visited the park
   in the past 12 months (including this visit)?

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

Results
- 91% of visitors visited the park once in
  the past 12 months (see Figure 6).

- 9% visited two or more times.

N=1816 individuals
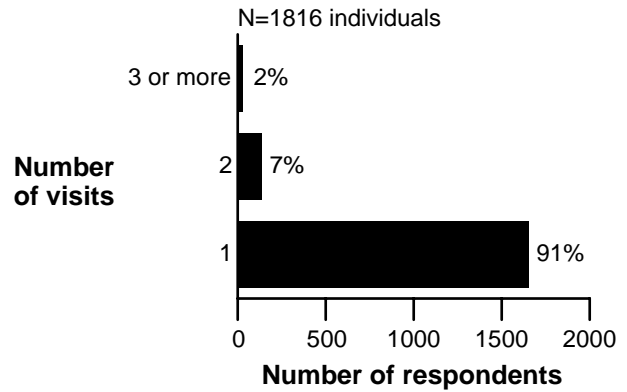
Figure 6: Number of visits to park in the past 12 months

Number of visits to the park in lifetime

Question 26d
   How many times have you visited the park in
   your lifetime (including this visit)?

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

Results
- 59% of visitors visited the park once in
  their lifetime (see Figure 7).

- 24% visited two times.

N=1968 individuals
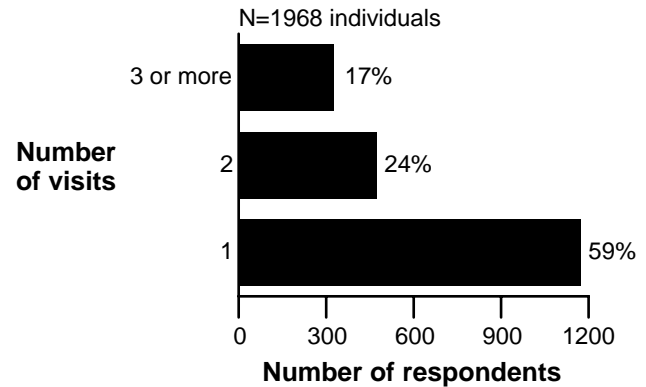
Figure 7: Number of visits to park in lifetime

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor age

Question 26a
    For you and your personal group on this visit, what is your current age?

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

Results
- Visitor ages ranged from 1 to 90 years old.

- 29% of visitors were 15 years or younger (see Figure 8).

- 28% were in the 36-50 year age group.

- 24% were aged 51-70 years.

N=2337 individuals*

Age group (years)	Percentage
76 or older	2%
71-75	3%
66-70	5%
61-65	7%
56-60	6%
51-55	6%
46-50	9%
41-45	11%
36-40	8%
31-35	4%
26-30	3%
21-25	2%
16-20	6%
11-15	13%
10 or younger	16%

Number of respondents

Figure 8:   Visitor age

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Respondent gender

Question 25
    For you only, what is your gender?

Results
-   57% of respondents were female (see Figure 9).

-   43% were male.

N=630 individuals

Gender

Male 43%

Female 57%

0 100 200 300 400
Number of respondents
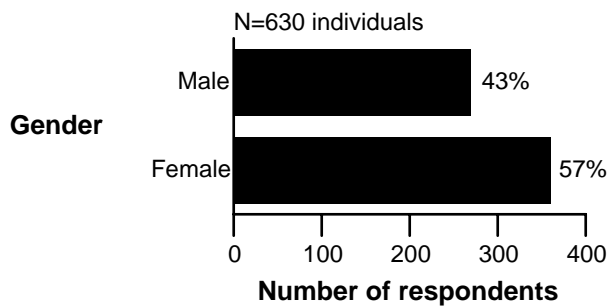
Figure 9:   Respondent's gender

Respondent level of education

Question 28
    For you only, please indicate the highest level of education you have completed.

Results
-   31% of respondents had completed some college (see Figure 10).

-   50% had either a graduate or a bachelor's degree.

N=636 individuals

Level of education

Graduate degree 22%

Bachelor's degree 28%

Some college 31%

High School Diploma/GED 16%

Some high school 3%

0 50 100 150 200
Number of respondents
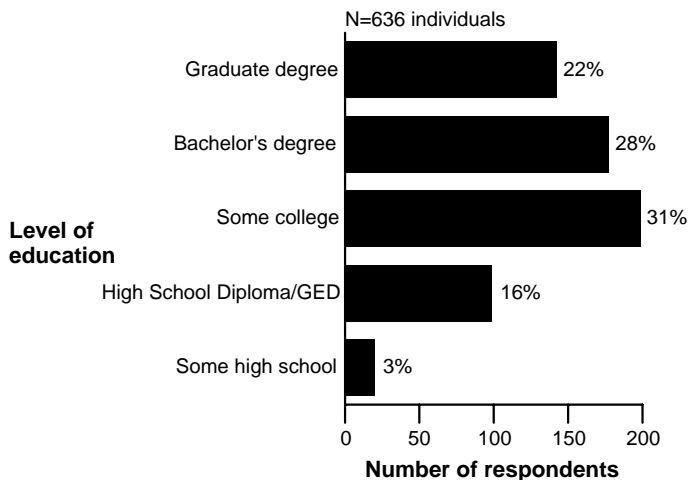
Figure 10:   Respondent's level of education

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Respondent ethnicity

Question 27a
> Are you or members of your personal
> group Hispanic or Latino?

Results
- 4% of respondents were Hispanic or
  Latino (see Figure 11).

N=1815 individuals

Hispanic or Latino?

Yes 4%
No 96%

0   600   1200   1800
Number of respondents
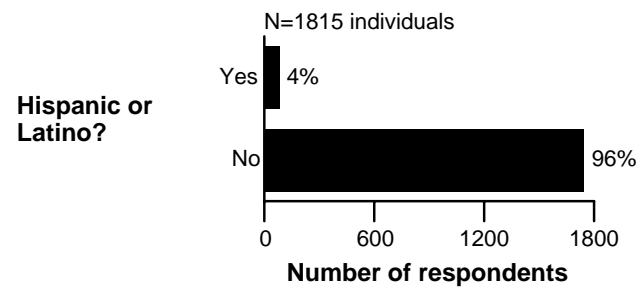
Figure 11: Respondent ethnicity

Respondent race

Question 27b
> What is your race? What is the race of
> each member of your personal group?

Results
- 96% of respondents were White (see
  Figure 12).

- 3% were American Indian or Alaska
  Native.

N=2168 individuals**

Race

White 96%
American Indian or Alaska Native 3%
Asian 1%
Black or African American 1%
Native Hawaiian or Pacific Islander 1%

0   700   1400   2100
Number of respondents

Figure 12: Respondent race

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Language used

Question 24a
When visiting an area such as Mount Rushmore National Memorial, what one language do you and your personal group prefer to use for speaking and reading?

Results
- 98% of visitors groups preferred to use English for speaking (see Table 5).

- 97% of visitor groups preferred to use English for reading (see Table 6).

Table 5: Language used for speaking*
N=614 visitor groups

Language	N	Percentage
English	602	98
French	2	<1
Bosnian	1	<1
Chinese	1	<1
Crow	1	<1
Dutch	1	<1
Bilingual group		
English/Danish	2	<1
English/Spanish	2	<1
English/Sign language	1	<1
English/Swedish	1	<1

Table 6: Language used for reading*
N=590 visitor groups

Language	N	Percentage
English	578	97
Bosnian	1	<1
Dutch	1	<1
French	1	<1
German	1	<1
Bilingual group		
English/Danish	2	<1
English/Spanish	2	<1
Chinese/English	1	<1
English/Sign language	1	<1
English/German	1	<1
English/Swedish	1	<1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Services preferred in other languages

Question 24b
> What services in the park would you like to
> have provided in languages other than
> English? (open-ended)

Results
- A few visitor groups suggested services
  that should be translated (see Table 7).

Table 7: Preferred services
N=13 comments
CAUTION!

Service	Number of times mentioned
All services	6
American sign language	3
Brochures	2
Audio information	1
Printed materials	1

Audio tour in other languages

Question 23
> Did you and your personal group use the
> audio tour in Spanish, Lakota, French or
> German?

Results
- Less than 1% of visitor groups used
  the audio tour in Spanish, Lakota,
  French or German (see Figure 13).

N=633 visitor groups**

Use foreign language audio tour?

Yes <1%

No 100%

Number of respondents
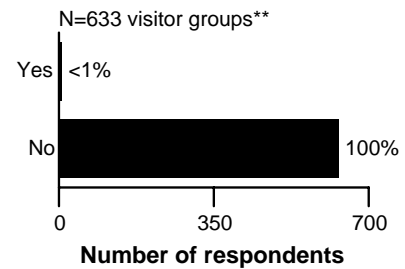
**Figure 13:   Visitor groups who used the
                 audio tour in a language other
                 than English**

*total percentages do not equal 100 due to rounding
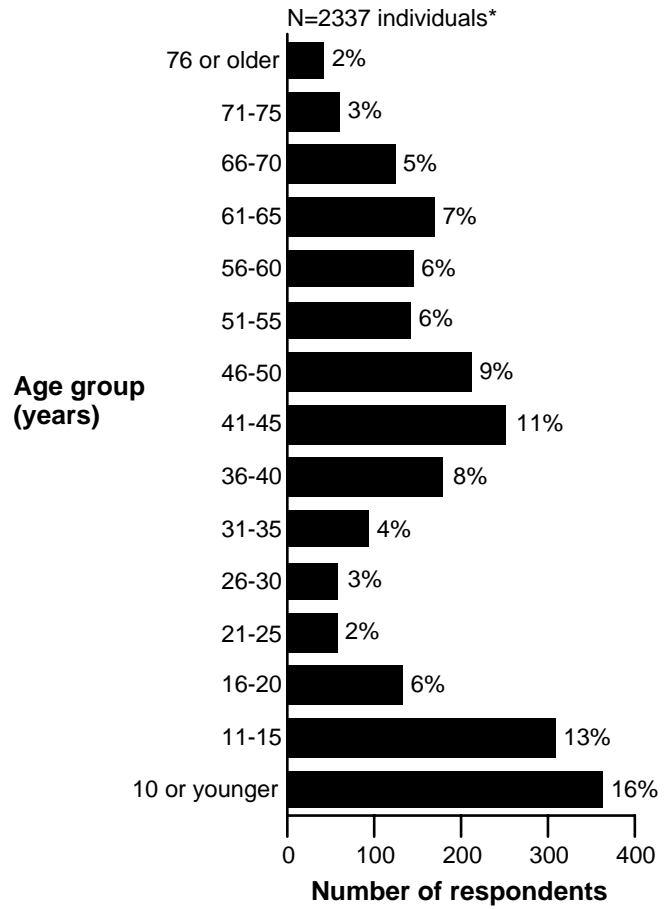**total percentages do not equal 100 because visitors could select more than one answer

Visitors with physical conditions/impairments

Question 29a

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

N=634 visitor groups

Have physical condition?

Figure 14:   **Visitors with physical conditions**
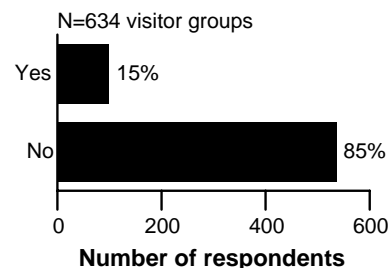
Results

- 15% of visitor groups had members with physical conditions that made access difficult (see Figure 14).

Question 29b

If YES, on this visit, what activities or services did the person(s) have difficulty accessing or participating in?

N=88 visitor groups**

Activity

Results

- 67% of visitor groups had members who had difficulty accessing the Presidential Trail (see Figure 15).

- 24% had difficulty participating in ranger-led programs.

- "Other" activities/services (24%) included:

> Crowded sites
> Deafness/closed caption
> Few seating benches
> Go up and down stairs
> Hiking because of heat
> Long walk from parking to sites
> No rails to facilitate walking
> Other trails
> Parking
> Uneven ground
> Walking along the base of Mount
>   Rushmore
> Walking difficulty because of
>   altitude
> Walking in the park
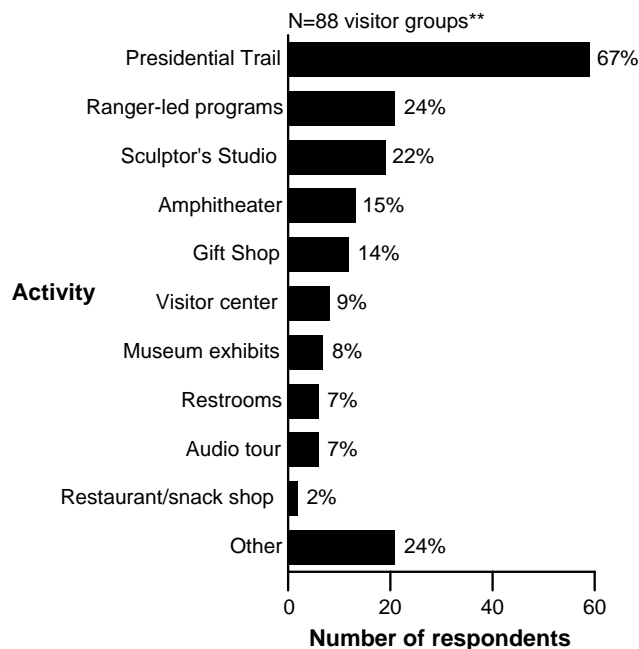
Figure 15:   **Activities/services difficult to participate in/access**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 29c
    Because of the physical condition, what
    specific problems did the person(s) have?

Results
- 79% of visitor groups had members
  with mobility problems (see Figure 16).

- "Other" physical conditions (24%)
  included:

    Ankle problems
    Arthritis
    Back problems
    Bad knee
    Bladder infection
    Breathing problems/asthma
    Difficulty hiking
    Multiple sclerosis
    Problems because of altitude
    Walking problems
    Walking problems due to old age

Physical difficulty

N=94 visitor groups**
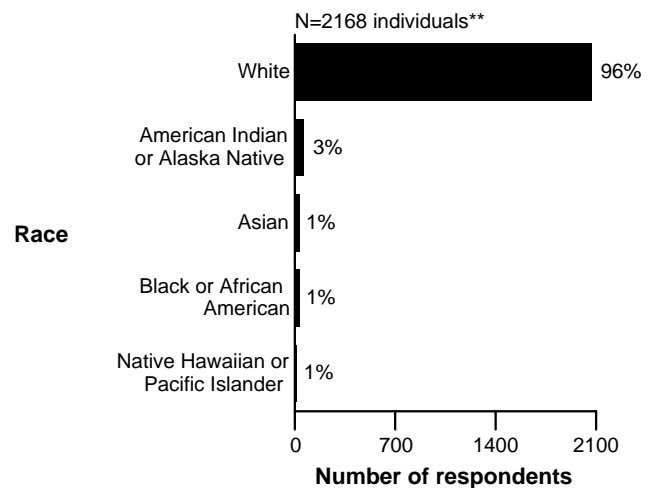

Number of respondents

Figure 16:   Type of difficulty/impairment

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Trip/Visit Characteristics and Preferences

Park awareness

Question 1
Prior to your visit, were you and your personal group aware that Mount Rushmore National Memorial is managed by the National Park Service?
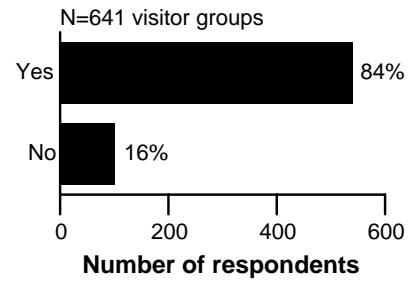
Results

- 84% of visitor groups were aware that Mount Rushmore National Memorial is managed by the National Park Service (see Figure 17).

N=641 visitor groups

Aware of NPS status?

Yes 84%
No 16%

Number of respondents

Figure 17:   Awareness that Mount Rushmore National Memorial is managed by the National Park Service

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Information sources prior to visit

Question 2a
>   Prior to your visit, how did you and your group get information about Mount Rushmore National Memorial?

Results

- 93% of visitor groups obtained information about the memorial prior to their visit (see Figure 18).

- As shown in Figure 19, the most common sources of information used by visitor groups were:

>   52% Maps/brochures
>   49% Friends/relatives/word of mouth
>   49% Travel guides/tour books

- "Other" sources of information (5%) included:

>   School classes/books
>   History lessons
>   Resident of the area
>   Grew up in the area
>   Tour bus
>   Campground employee
>   Information at Custer State Park
>   Information at Jewel Cave Visitor Center
>   KOA Hill City
>   Park employee
>   Prior information
>   Publicity over the years
>   South Dakota information
>   Tourists to Mount Rushmore

N=643 visitor groups

Obtained prior infomation?

Yes — 93%
No — 7%

Number of respondents
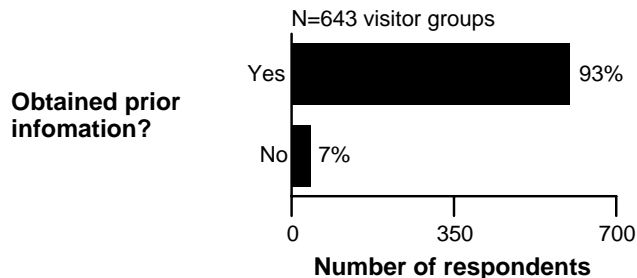
Figure 18:   Visitor groups who obtained information about Mount Rushmore National Memorial prior to this visit

N=593 visitor groups**

Source of information

Maps/brochures — 52%
Friends/relatives/word of mouth — 49%
Travel guides/tour books — 49%
Previous visits — 46%
Park website — 28%
Other websites — 15%
Television/radio programs/videos — 15%
State welcome center — 11%
Newspaper/magazine articles — 11%
Information from airport, motel or other business — 8%
Email/telephone/written inquiry to park — 5%
Chamber of commerce — 4%
Street vendors — 1%
Concession website — 1%
Other — 5%

Number of respondents

Figure 19:   Sources of information used by visitor groups prior to this visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 2c

From the sources you used prior to this visit, did you and your group receive the type of information about the park that you needed?

Results

- 94% of visitor groups received the information they needed for this trip to Mount Rushmore National Memorial (see Figure 20).

N=585 visitor groups

Received needed information?
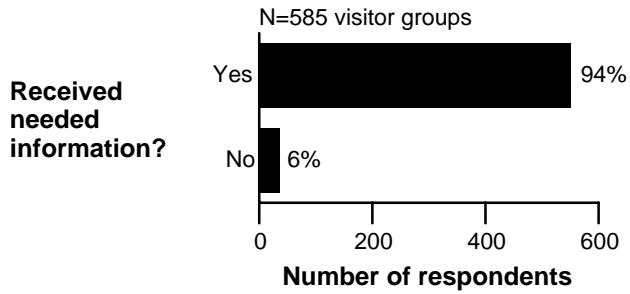
Figure 20: Visitor groups who received needed information prior to this visit

Question 2d

If NO, what type of information did you and your group need that was not available? (open-ended)

Results

- 4% of visitor groups (N=24) responded to this question.

- Additional information that visitor groups needed included:

    Park fees
    Activities in the park
    Visiting hours
    Why national park pass was not valid
    Available parking for larger vehicles
    Camping
    Did not receive enough information
    Directions to the area
    History information
    If old people can move to walk ramp
    Information on park talks/tours/park
    Length of guided tours
    Lighting ceremony
    Map of the area
    Parking cost
    Policy on pets
    The need to go to Custer Park
    Schedule of guided tours
    Schedule of the guided walk on the
        Presidential trail
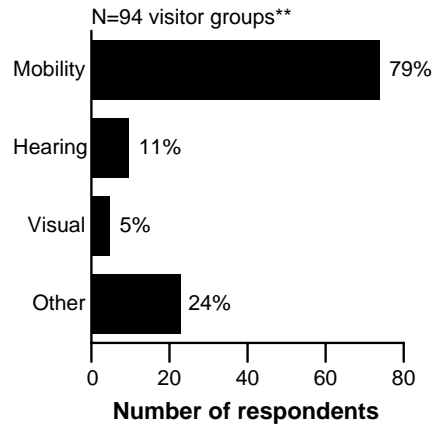   TV information was very general

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Park website

Question 2e

Did you and your personal group use the Mount Rushmore National Memorial website (www.nps.gov/moru) prior to or during your visit?

Results

- 36% of visitor groups used the Mount Rushmore National Memorial website (see Figure 21).

N=501 visitor groups

Use park website?

Yes 36%
No 64%

Number of respondents

Figure 21:   Visitors who used the park website

Question 2e

How helpful was the park website in planning your visit?

Results

- 50% of visitor groups rated the park website very helpful (see Figure 22).

- 34% rated the website as helpful.

N=179 visitor groups

Rating

Extremely helpful 9%
Very helpful 50%
Helpful 34%
Somewhat helpful 6%
Not at all helpful 1%

Number of respondents
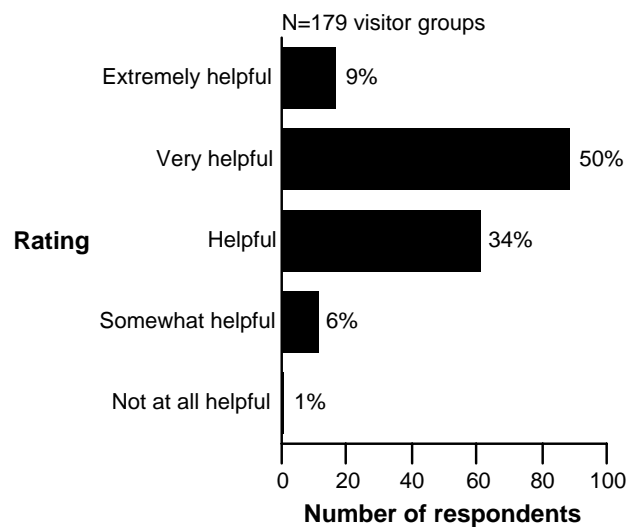
Figure 22:   Visitors' rating of website helpfulness

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

## Information sources to plan a future visit

Question 2b
Prior to a future visit, how would you and your group prefer to obtain information about Mount Rushmore National Memorial?

Results

- As shown in Figure 23, the most common sources of information visitor groups preferred to use to plan a future visit to the park were:

  62% Mount Rushmore National Memorial website
  46% Travel guides/tour books
  44% Maps/brochures
  31% Previous visits

- "Other" sources of information (2%) included:

  Exhibits in Mount Rushmore museum
  History class
  Information from people we met along the way
  Mailings
  No preference
  Planned tour
  Request information via the internet

N=449 visitor groups**

Source of information	
Park website	62%
Travel guides/tour books	46%
Maps/brochures	44%
Previous visits	31%
Friends/relatives/word of mouth	23%
State welcome center	16%
Newspaper/magazine articles	13%
Television/radio programs/videos	12%
Other websites	11%
Email/telephone/written inquiry to park	9%
Information from airport, motel or other business	8%
Chamber of commerce	6%
Concession website	3%
Street vendors	1%
Other	2%

Number of respondents

Figure 23:   Sources of information to plan a future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visiting the Black Hills area

Question 4
On this trip, what was the primary reason that you and your group visited the Black Hills area (within 60 miles of the memorial)?

Results

- 1% of visitor groups were residents of the Black Hills area (see Figure 24).

- Figure 25 shows the primary reason for visiting the Black Hills area among visitor groups who were not residents which included:

  59% Visit Mount Rushmore National Memorial
  21% Visit other attractions in the area
  7% Visit friends/relatives in area

- **Table 8** shows "other" reasons (10%) for visiting the Black Hills area.

N=636 visitor groups

Resident of area?

No — 99%

Yes — 1%

0   130   260   390   520   650
Number of respondents

Figure 24:   Visitor groups who were residents of the Black Hills area

N=629 visitor groups**

Visit Mount Rushmore — 59%

Visit other attractions in area — 21%

Reason   Visit friends/relatives in area — 7%

Business/convention/ special event — 2%

Other — 10%

0   100   200   300   400
Number of respondents
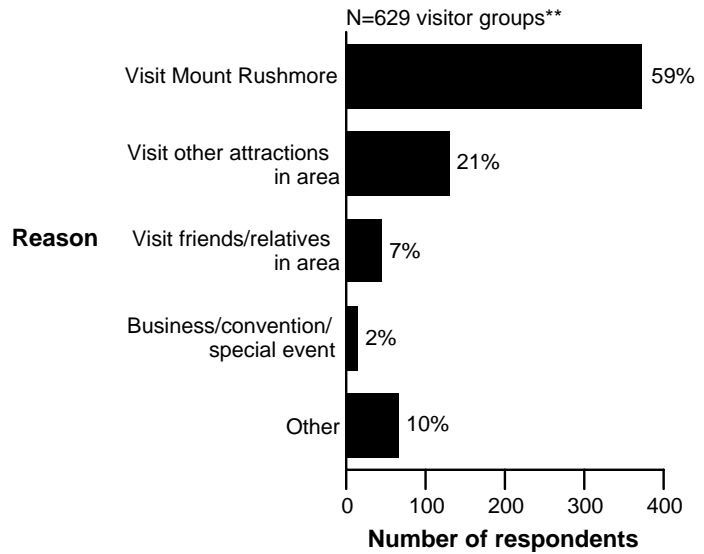
Figure 25:   Primary reason for visiting Black Hills area

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 8: Primary reason for visiting the Black Hills area
N=82 comments

Comment	Number of times mentioned
Brule concert	7
Passing through	7
Visit other national parks/attractions	6
Family vacation	5
On the way back home	5
Vacation	4
Hills Alive Christian music festival	3
Camping	2
Family reunion	2
On our way to Yellowstone	2
On way to Glacier National Park	2
Visit Black Hills area	2
Visit Deadwood	2
Attend a wedding	1
Child attending Rainbow Bible Ranch	1
Cross country trip	1
Family meeting	1
Have not visited the place for long time	1
Honeymoon	1
Horseback riding	1
Last minute decision	1
Look at SDSMT (school)	1
Love South Dakota	1
Meet with friends	1
Motorcycling	1
Moving across country	1
Moving from West Coast	1
National boat show in Gillette, WY	1
On our way back east	1
On our way to Rocky Mountains	1
On route to California	1
On the way to another state	1
On way home from Canadian Rockies	1
Outdoor activities	1
Outlaw Ranch	1
Planned stop	1
Share the experience with my children	1
Take foreign visitors in the area	1
To stay at High Country Guest Ranch Hill City	1
Tour of national parks	1
Tour the Black Hills of SD	1
Visit Custer Park	1
Visit Peter Norbeck Park	1
Visiting Badlands N.P.	1
Wander around the country	1
Wedding anniversary	1

*total percentages do not equal 100 due to rounding
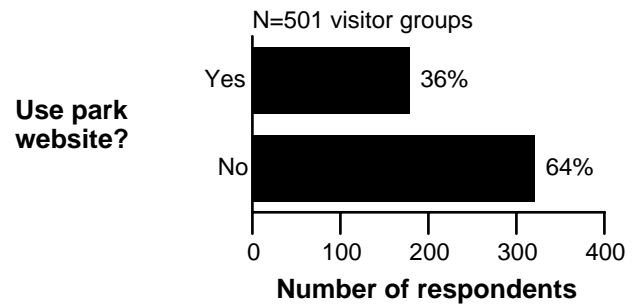**total percentages do not equal 100 because visitors could select more than one answer

Park as destination

Question 3

How did Mount Rushmore National Memorial fit into your group's travel plans?

Results

- 80% of visitor groups indicated the park was one of several destinations (see Figure 26).

N=641 visitor groups

Park as destination

Primary destination — 17%
One of several destinations — 80%
Not a planned destination — 3%

Number of respondents

Figure 26:   Park visit as part of travel plans

Question 9

On this visit, what were the reasons that you and your personal group visited Mount Rushmore National Memorial?

Results

- 91% of visitor groups visited the park to view/learn about the memorial (see Figure 27).

- 24% came to visit an NPS site.

- "Other" reasons (9%) included:

  Show the monument to
     family/friends
  Always wanted to see it
  Lighting ceremony
  Brule concert
  On vacation
  Visit the monument again
  Educational reasons
  Just stopped to see
  Learn history
  It is a tourist attraction
  Buy souvenirs
  Curiosity
  Family's favorite destination
  Gather information
  Heard about Crazy Horse
     carving
  Honor sculptor by viewing his
     work

N=635 visitor groups**

Reason

View/learn about the memorial — 91%
Visit a NPS site — 24%
Learn about four Presidents — 20%
Attend special event — 5%
Other — 9%

Number of respondents

Figure 27:   Reasons for visiting

"Other" reasons (continued):

Learn about the geology of the area
Needed to drive in the A/C
Obtain information for a classroom
Junior Ranger program
See how my people's land was stolen
See it at night
Stopped on the way home
To experience a national treasure
Wanted to see the changes since 1984

*total percentages do not equal 100 due to rounding
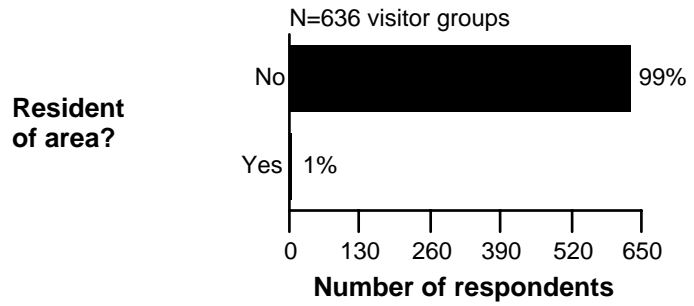**total percentages do not equal 100 because visitors could select more than one answer

25

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

26

Other places visited in the area

Question 6

On this trip, what other places did you and your personal group visit in the Black Hills area (within 60 miles of the memorial)?

Results

- 95% of visitor groups visited other places in the area (see Figure 28).

- For those who visited other places in the area, most common sites included:

  61% Crazy Horse Memorial (see Figure 29)
  53% Badlands National Park
  52% Custer State Park

- Table 9 shows visitor "other" places (16%) visited in the Black Hills area.

N=632 visitor groups

Visited sites in the area?

Yes 95%

No 5%

0   350   700

Number of respondents
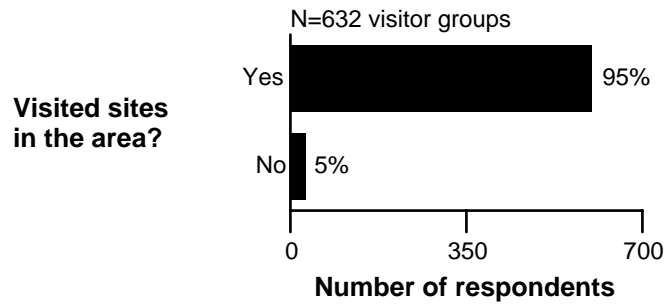
Figure 28: Visitor groups who visited other places in the area

N=601 visitor groups**

Site	%
Crazy Horse Memorial	61%
Badlands NP	53%
Custer State Park	52%
Deadwood, SD	48%
Wall, SD	45%
Black Hills National Forest	33%
Bear Country USA	22%
Sturgis, SD	22%
Reptile Gardens	15%
Wind Cave NP	12%
Jewel Cave NM	11%
Mammoth Site Hot Springs, SD	11%
Black Hills Caverns, Rushmore Cave, Crystal Caverns	10%
Rushmore Borglum Story Keystone, SD	8%
Minuteman Missle NHS	4%
Journey Museum	2%
Other	16%

Sites

0   100   200   300   400

Number of respondents

Figure 29: Other places visited in the area

*total percentages do not equal 100 due to rounding
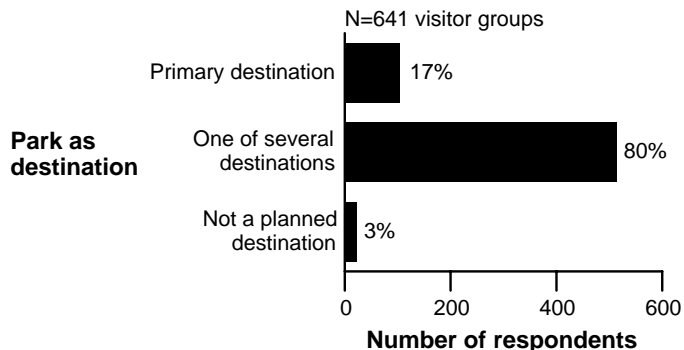**total percentages do not equal 100 because visitors could select more than one answer

Table 9: "Other" places visited in the Black Hills area
N=165 comments;
some visitor groups made more than one comment.

Place	Number of times mentioned
1880 Train	10
Cosmos Mystery Area	10
Devil's Tower	8
Flintstone Amusement Park	8
Hill City	6
Keystone	6
Rapid City	6
Evans Plunge	5
Spearfish	5
Spearfish Canyon	5
Storybook Island	5
Air and Space Museum	4
Custer State Park	4
Passion Play	4
Bedrock City	3
Lead	3
National Presidential Wax Museum	3
Needles Highway	3
Big Thunder Gold Mine	2
Dinosaur Park	2
Fort Hays	2
Old McDonald Farm	2
Pine Ridge Reservation	2
Water park	2
Wild Horse Sanctuary	2
Wounded Knee	2
Agate Fossils Beds National Monument	1
Bank	1
Beautiful Rushmore Cave	1
Black Hills Institute	1
Breezy Pt picnic area	1
Broken Boot Gold Mine	1
Children store	1
Chuckwagon dinner	1
Circle B Chuckwagon	1
Circle T Ranch	1
Corn Palace	1
Dakota Territory Town	1
Fish hatchery	1
Fort Meade	1
Garden of the Presidents	1
Harney Peak	1
Hill City National History Museum	1
Hill Stores	1
Hills Alive concert	1
Lakes in area	1
Mickelson Trail	1
Mount Coolidge	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 9: "Other" places visited in the Black Hills area
(continued)

Place	Number of times mentioned
National Grasslands	1
National Wood Carving Museum	1
Natural Wildlife Reserve	1
North Dakotan Badlands	1
Pierre	1
Prairie Berry Winery	1
President's Park	1
Putz n' Glo	1
Rainbow Bible Ranch	1
Rapid City Honda service	1
Rapid City restaurants	1
Rapid City Wal-mart	1
Spearfish scenic highway	1
Spirit of the Hills Wildlife Sanctuary	1
Sundance Wyoming	1
Sylvan Lake	1
Tatanka	1
The Maze	1
The Roo Ranch	1
The zoo	1
Thunder Ranch Mine	1
Thunderhead Falls	1
Voss Sink hole	1
Wades Goldmine	1
Wall Drug	1
Western Woodcarvings	1
Wind Cave	1
Wind Cave National Park	1
Wonderland Cave	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Length of visit

Question 11
> On this visit to Mount Rushmore National Memorial, how long did you and your personal group spend visiting the park?

> <u>Number of hours if less than 24 hours</u>

Results
- 40% of visitors groups spent four or more hours (see Figure 30).

- 39% of visitor groups spent up to two hours visiting the park

- The average length of stay for all visitor groups was 3.4 hours.

N=559 visitor groups
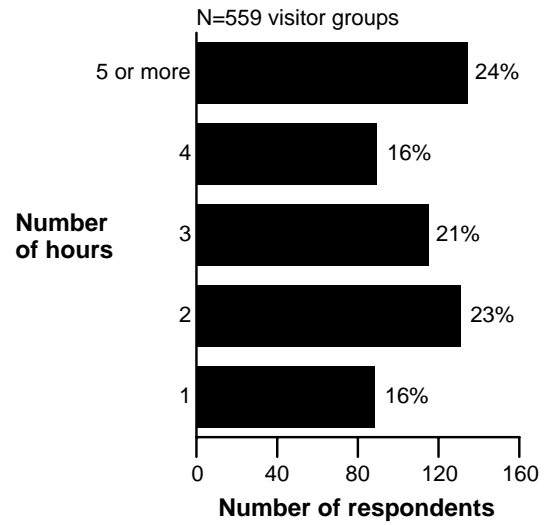
Figure 30: Number of hours visiting the park

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

30

Number of vehicles

Question 22b
> On this visit, how many vehicles did you and
> your personal group use to enter the park?

Results
- 90% of visitor groups used one vehicle to
  enter the park (see Figure 31).

- 10% used two or more.

N=641 visitor groups*

Number of vehicles	
3 or more	3%
2	7%
1	90%
0	1%

Number of respondents

**Figure 31:   Number of vehicles used to
enter the park**

Number of entries

Question 22c
> On this visit, how many times did you and
> your personal group enter Mount Rushmore
> National Memorial during your stay in the
> area?

Results
- 75% of visitor groups entered the park one
  time (see Figure 32).

- 25% entered the park two or more times.

N=637 visitor groups

Number of entries	
3 or more	6%
2	19%
1	75%

Number of respondents
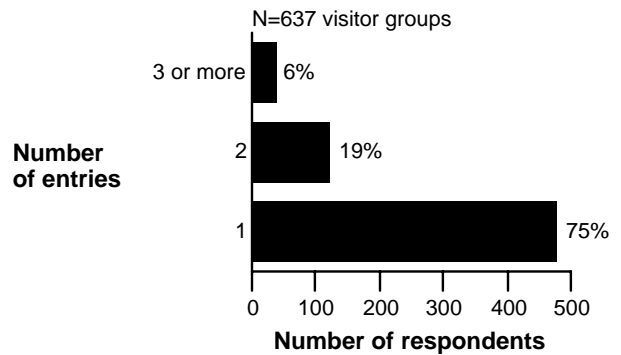
Figure 32:   Number of park entries

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Adequacy of directional signs

Question 5a

On this visit, were the signs directing you and your group to Mount Rushmore National Memorial adequate?

Results

- 98% of visitor groups found <u>interstate signs</u> to be adequate (see Figure 33).

- 98% felt that <u>state highway signs</u> were adequate (see Figure 34).

- 94% indicated that <u>city street signs</u> were adequate (see Figure 35).

- 98% reported that <u>signs within Mount Rushmore NM</u> were adequate (see Figure 36).

N=595 visitor groups

Figure 33:   Adequacy of interstate signs

N=607 visitor groups
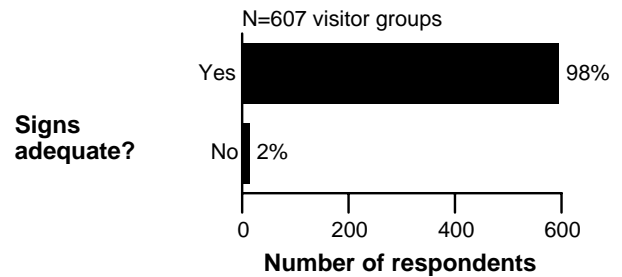
Figure 34:   Adequacy of state highway signs

N=573 visitor groups
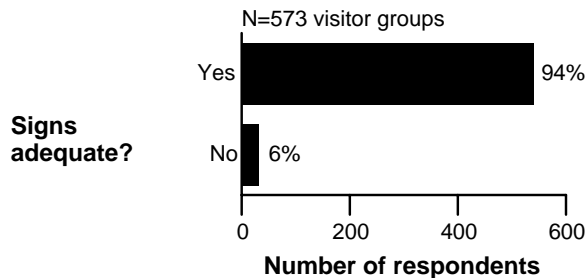
Figure 35:   Adequacy of city street signs in communities

N=601 visitor groups
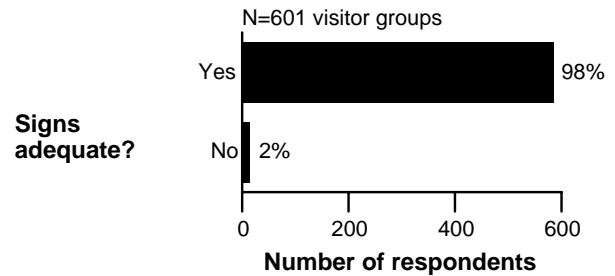
Figure 36:   Adequacy of signs within Mount Rushmore National Memorial

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Question 5b
 If you answered NO for any of the above, please explain.

Results
- 7% of visitor groups (N=45) answered this question.

- Table 10 shows visitor comments on directional signs.

Table 10: Comments on directional signs
N=70 comments

Sign location	Comment
Interstate highways	Did not notice any signs
	Did not pay attention
	Did not take Interstate
	Difficult to know how far the park was
	Exit signs on I-90 should be placed sooner
	Not many different signs on interstate coming from Wyoming direction until close
	Turn-offs not easily seen
State highways	Not enough signage
	Signs to park were not clear
	Available directions were poor
	Did not notice any signs
	Difficult to know how far the park was
	Followed friends so did not pay much attention
	Not enough information on signs
	Not strategically placed
	Some signs assume you are familiar with the area
	Turn-offs not easily seen
Street signs in communities	Did not notice any signs
	Confusing signs
	Need bigger/more visible signs
	Hard to follow signs to Highway 16 at Rapid City
	Need more signage
	Unclear signs at Rapid City
	City signs were not clear getting off Hwy 16 in Rapid City
	Confused with the type of turning arrows used on signs
	Difficult to know how far the park was
	Hard flow at parking area
	Hard to find Mount Rushmore from Rapid City
	More signs at Rapid City
	No signs out of Hill City
	Not enough information on signs
	Poor available directions
	Signs are not strategically placed
	Signs only at Custer area
	There could be more signs ahead of time
	Turn-offs not easily seen
	We were not in city

*total percentages do not equal 100 due to rounding
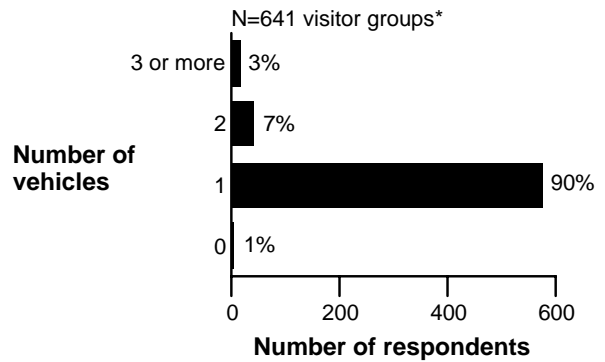**total percentages do not equal 100 because visitors could select more than one answer

Table 10: Comments on directional signs
(continued)

Sign location	Comment
Within Mount Rushmore NM	Need more signs leading to the museum
	Need more signs leading to the museum underneath
	Signs coming out of parking ramp to highway are confusing
	Better signs at parking lot on how to walk to the memorial
	Entrance signs were confusing
	Exit sign to Custer State Park- game lodge side of park U.S. Custer Side
	Need bigger/more visible signs
	Not enough information on signs
	Parking navigation signs were confusing
	Poor signage at parking facility
	Signs are not strategically placed
	Signs were unclear
	Turn-offs not easily seen

*total percentages do not equal 100 due to rounding
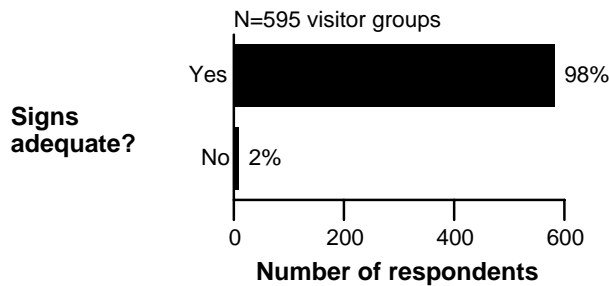**total percentages do not equal 100 because visitors could select more than one answer

Overnight stay

Question 7a

On this trip, did you and your personal group stay overnight away from home within the Black Hills area (within 60 miles of the memorial)?

Results

- 90% of visitor groups stayed overnight away from home in the Black Hills area (see Figure 37).

N=637 visitor groups

Stay overnight?

Yes — 90%
No — 10%

Number of respondents
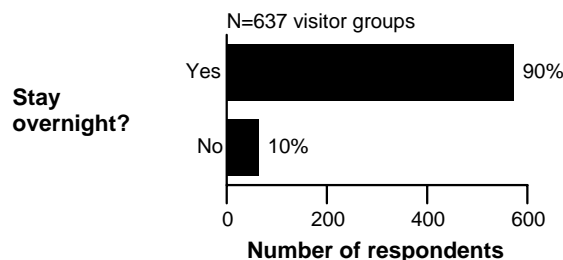
Figure 37:   Overnight stays away from home

Overnight accommodations

Question 7b

How many nights did you and your personal group spend in the following types of accommodations?

Results

- The most common types of accommodations that visitor groups used within 60 miles of the memorial (see Figure 38) included:

  70% Lodge, motel, cabin, etc.
  25% Camping in developed campground

- "Other" places (4%) included:

  Church
  RV park
  Outlaw Ranch
  Sleeping in car
  5th wheel trailer
  Camping
  Ellsworth Air Force Base
  Fairgrounds in Camper
  Military Housing
  Rainbow Bible Ranch
  School gym
  The 49er Inn, Cody, Wyoming
  Wal-Mart parking lot

N=522 visitor groups**

Type of accommodation

Lodge, motel, cabin, rented condo/home or B&B — 70%
Camping in developed campground — 25%
Residence of friends or relatives — 4%
Backcountry campsite — 1%
Personal seasonal residence — 1%
Other — 4%

Proportion of respondents

Figure 38:   Types of accommodations used

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Lodge, motel, cabin, rented condo/home, or bed & breakfast

Results
- 54% of visitor groups spent one or two nights (see Figure 38).

- 46% spent three or more nights.

N=367 visitor groups

Number of nights	
4 or more	26%
3	20%
2	26%
1	28%

Number of respondents

Figure 39:   Number of nights spent in a lodge, motel, cabin, rented condo/home, or bed & breakfast

Camping in developed campground

Results
- 60% of visitor groups stayed three or more nights (see Figure 40).

- 40% stayed one or two nights in a campground.

N=131 visitor groups

Number of nights	
4 or more	36%
3	24%
2	18%
1	22%

Number of respondents
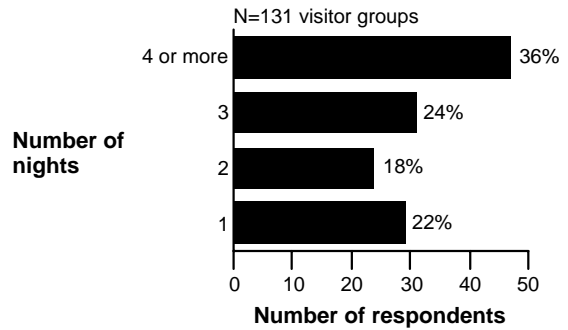
Figure 40:   Number of nights spent camping in a developed campground

Backcountry campsite

Results – interpret with **CAUTION!**
- Not enough visitor groups answered the question to provide reliable data (see Figure 41).

N=7 visitor groups*

Number of nights	
4 or more	29%
3	14% **CAUTION!**
2	29%
1	29%

Number of respondents
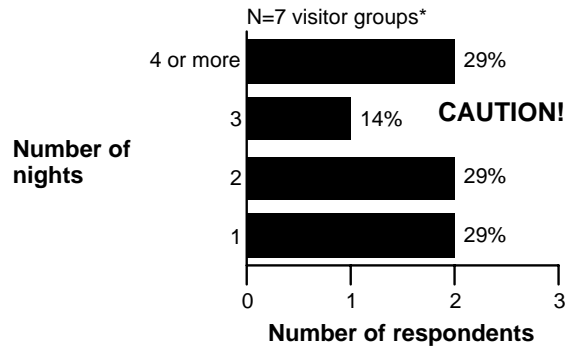
Figure 41:   Number of nights spent in a backcountry campsite

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Personal seasonal residence

Results – interpret with **CAUTION!**
- Not enough visitor groups answered the question to provide reliable data (see Figure 42).
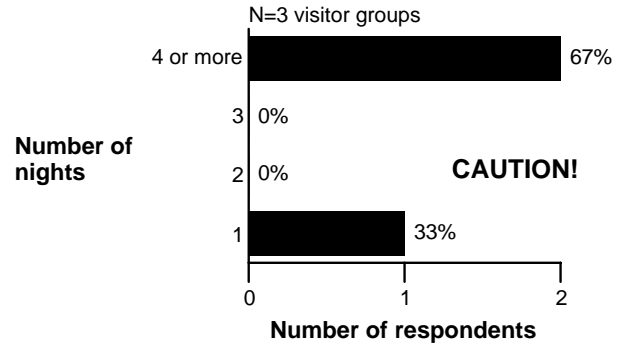
N=3 visitor groups

Figure 42:   Number of nights spent in a personal seasonal residence

Residence of friends or relatives

Results – interpret with **CAUTION!**
- Not enough visitor groups answered the question to provide reliable data (see Figure 43).
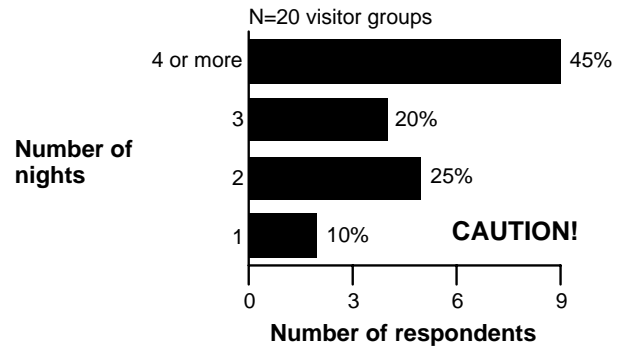
N=20 visitor groups

Figure 43:   Number of nights spent in a residence of friends or relatives

Other accommodations

Results – interpret with **CAUTION!**
- Not enough visitor groups answered the question to provide reliable data (see Figure 44).

N=22 visitor groups
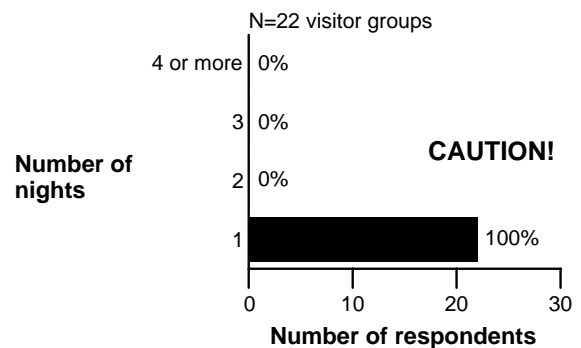
Figure 44:   Number of nights spent in other types of accommodation

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Expected activities

Question 10a

As you were planning your trip to Mount Rushmore National Memorial, what activities did you and your personal group expect to include on this visit?

Results

- As shown in Figure 45, the most common activities that visitor groups expected to do were:

  97% Viewing/learning about the memorial
  55% Visiting information center and bookstore
  51% Shopping in park gift shop

- "Other" activities (5%) included:

  Watch the lighting ceremony
  Attend the Brule concert
  Junior Ranger program
  Photography
  Visit Crazy Horse
  Children's tour
  Horse riding
  Learn about Borglum
  Learning experience for kids
  Return visit to see changes
  Rock climbing
  Suez Indian Presentation
  Take video
  The Indian show
  Visit Devil's Tower
  Visit Reptile Garden

N=622 visitor groups**

Activity

Viewing/learning about the memorial — 97%
Visiting information center and bookstore — 55%
Shopping in park gift shop — 51%
Learning about the four Presidents — 46%
Walking the Presidential Trail — 32%
Shopping in park bookstores — 28%
Eating in park restaurant/snack shop — 24%
Visiting Lincoln Borglum Museum — 21%
Visiting historic Sculptor's Studio — 17%
Studying nature — 15%
Attending ranger-led programs — 12%
Listening to audio tour — 6%
Visiting American Indian Tipi — 6%
Hiking other than Presidential Trail — 5%
Other — 5%

0   130   260   390   520   650
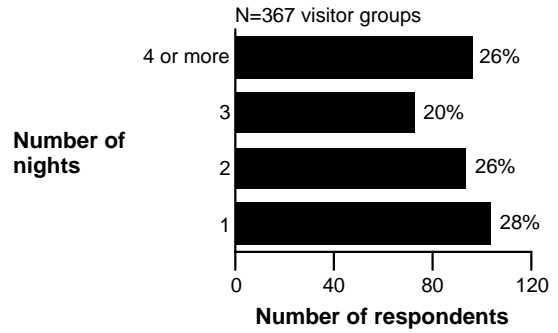**Number of respondents**

Figure 45:   Expected activities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Participated activities

Question 10b
    On this visit, what activities did you and
    your personal group participate in within
    Mount Rushmore National Memorial?

Results
- As shown in Figure 46, the most common activities that visitor groups participated in were:

       95% Viewing/learning about the memorial
       66% Visiting information center and bookstore
       63% Shopping in park gift shop

- "Other" activities (6%) included:

       Attending the Brule concert
       Watching the lighting ceremony
       Junior Ranger program
       Indian tanning process
       Just made a stop
       Learning about Borglum
       Learning about the history of the area
       Listening to rangers answering questions
       Rock climbing
       Taking photographs
       To check off #36 of my life's to do list
       Viewing Crazy Horse

N=557 visitor groups**

| Activity	Percent
Viewing/learning about the memorial	95%
Visiting information center and bookstore	66%
Shopping in park gift shop	63%
Learning about the four presidents	57%
Walking the Presidential Trail	48%
Shopping in park bookstores	44%
Eating in park restaurant/ snack shop	41%
Visiting historic Sculptor's Studio	34%
Visiting Lincoln Borglum Museum	34%
Studying nature	22%
Attending ranger-led programs	16%
Visiting American Indian Tipi	12%
Listening to audio tour	8%
Hiking other than Presidential Trail	6%
Other	6%

Number of respondents

Figure 46:   Visitor activities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Primary reason for visit

Question 10c

Which one activity was the primary reason you and your personal group visited Mount Rushmore National Memorial on this visit?

Results

- Figure 47 shows the primary reason for visiting, including:

  93% Viewing/learning about the memorial
  2% Learning about the four Presidents

- "Other" activities (3%) included:

  Attending the Brule/AIRO concert
  Unspecified activity
  Attending the lighting ceremony
  A learning experience for kids
  Photography
  Return visit to see changes
  Visiting Crazy Horse
  Wanted to ride my Horse to Mount Rushmore

N=560 visitor groups*

Activity	Number of respondents
Viewing/learning about the memorial	93%
Learning about the four presidents	2%
Walking the Presidential Trail	1%
Shopping at park gift shops	1%
Visiting historic Sculptor's Studio	<1%
Visiting Lincoln Borglum Museum	<1%
Shopping at park bookstore	<1%
Eating at park restaurant/snack shop	<1%
Hiking other than Presidential Trail	0%
Studying nature	0%
Listening to audio tour	0%
Visiting American Indian tipi	0%
Attending a ranger-led program	0%
Visiting information center and bookstore	0%
Other	3%

Figure 47: Primary reason for visit
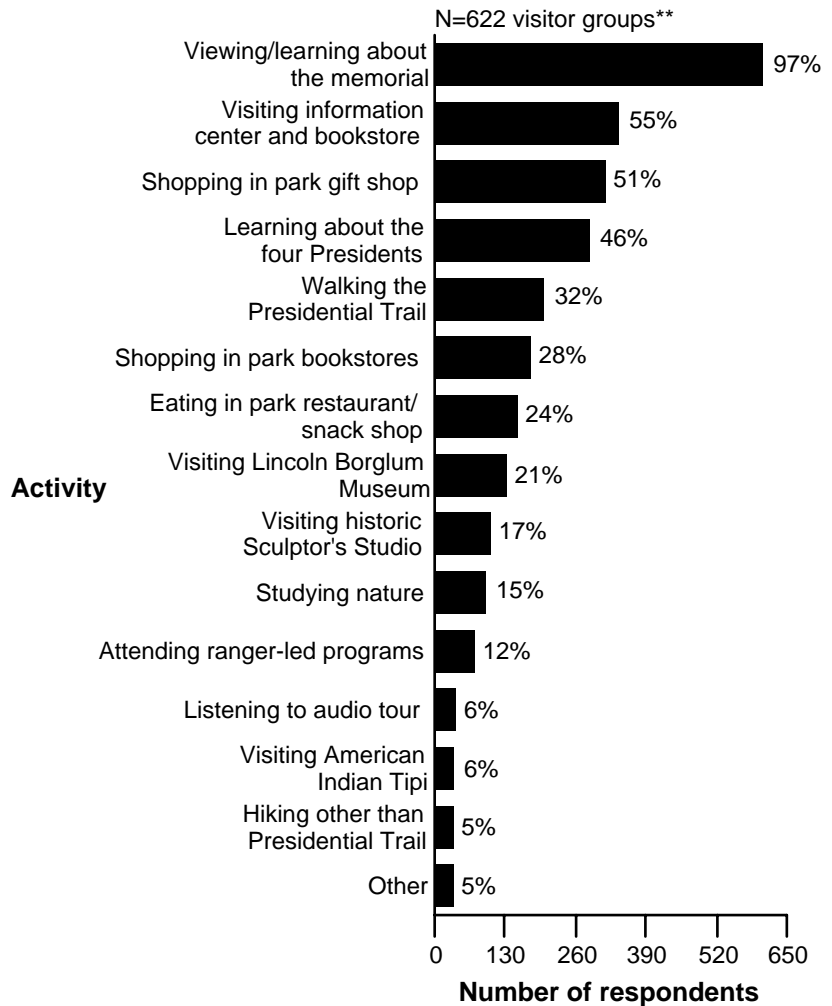
*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

40

Able to do expected activities

Question 16a
   Was there anything you and your personal
   group expected to see or do on this visit to
   Mount Rushmore National Memorial that
   you were not able to?

Results

- 10% of visitor groups were not able to
  see or do what they expected to (see
  Figure 48).

N=615 visitor groups
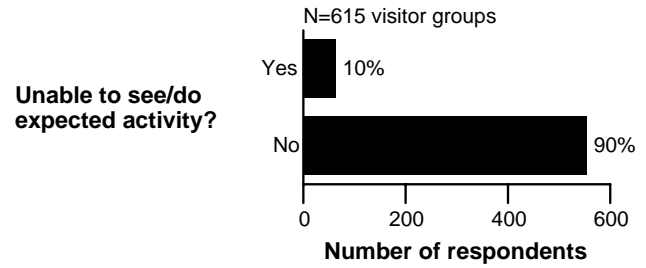
**Figure 48: Visitor groups' ability to see/do what
they expected**

Question 16b
   If YES, what was it?

Results

- 94% of visitor groups (N=58) reported they did
  not see or do what they expected to answered
  this question.

- Table 11 shows the activities visitor groups
  expected to see or do and were not able to.

Question 16c
   Why weren't you able to see or do what you
   wanted to?

Results

- 100% of visitor groups (N=62) that did not see or
  do what they expected to responded to this
  question

- Table 12 shows the reasons visitor groups did not
  see or do what they expected to.
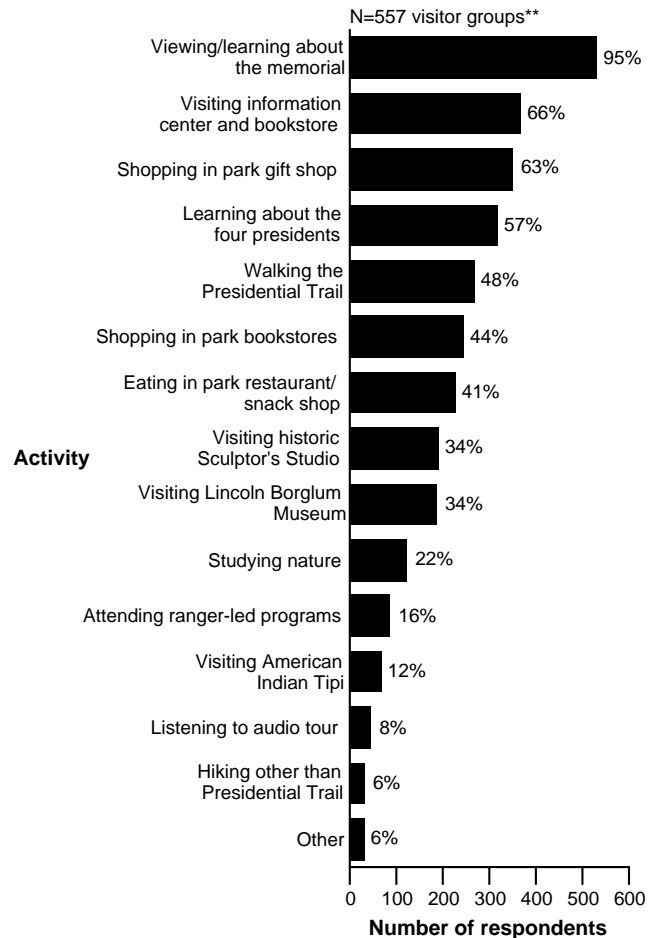
*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 11: Activities visitors were not able to participate in
N=65 comments

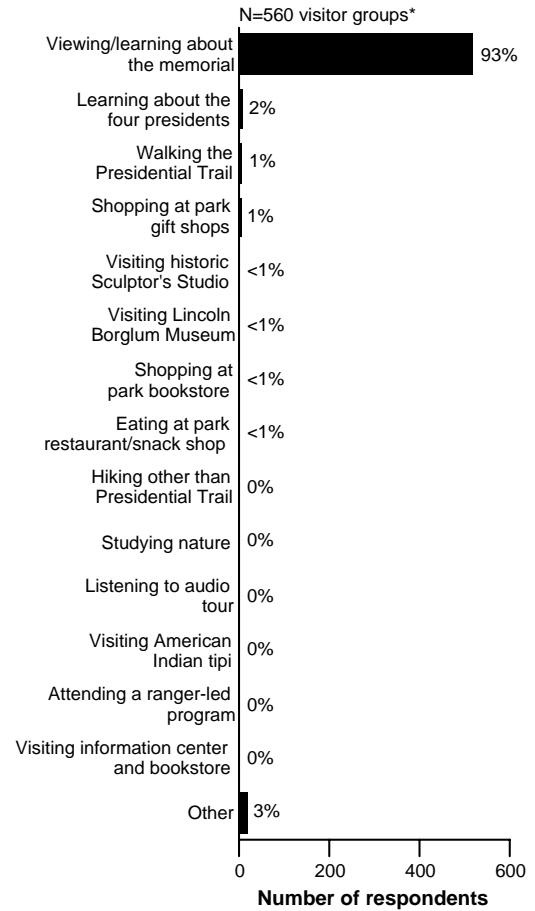| Activity expected	Comment	Number of times mentioned
Artist residence	Time shortage	1
Borglum Museum	Time shortage	1
Buffalo	No buffalo	1
Buy a magnet	Not available	1
Climb to top of the memorial	Not allowed	3
	No physical trail near statues, that we were aware of	2
	Small children- I don't believe visitors are (or should be) allowed to climb on faces	1
Film on building memorial and the presidents	Confusion re: theatre selections- thought all had some film and got in wrong one- limited time- I didn't know another theater had the choice we wanted	1
Have family picture taken	No park personnel were there, so you have to depend on a stranger to take a family picture	1
Hear more about the park	No comment	1
Hear the national anthem	Brule concert	1
Hiking trails	Kids got too tired	2
	Not enough time or info on where they were	1
	Time limits by our schedule	1
	Too many people	1
	Trails were not offered	1
	Very hot (104 degrees) record breaking unusual temperatures	1
Hiking/walking	I was with a special needs adult	1
	Lack of time and interest of other family members and it was hot outside	1
	Lazy husband--seriously	1
	No time for hiking; had to follow tour group schedule	1
	Part was closed off for maintenance	1
	Small child	1
	Time commitment to why were in area to begin with	1
Indian Tipi	It was closed	1
Information center	Closed	1
Junior Rangers	Couldn't find information and information booth had a long line at the time	1
Learn more about native culture	I assume that the U.S. government doesn't want to explain how it acquired its land and ruined people	1
Native American performances	No comment	1
Ranger talk	Brule concert	1
	Didn't have schedule in advance or in program and missed them	1
	Missed last one of day at 4 pm. For peak summer visitors, more should be scheduled. Disappointed, as we enjoy ranger tours, as they are more interesting.	1
	Time didn't match--need more ranger walks	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 11: Activities visitors were not able to participate in
(continued)

Activity expected	Comment	Number of times mentioned
See actual pictures of carving monuments	Didn't find an area discussing it	1
Spend more time reading trail information	Children's attention span, too hot out	1
The Archival room	Off limits	1
The films in visitor center	Schedule and young children	1
The lighting ceremony	Time limits	5
	Brule concert	1
	Dark--wasn't scheduled early enough	1
	Ran out of time	1
	Saw laser show at Crazy Horse	1
	They did not have light show that night	1
The Presidential Trail	Time constraints	2
	Staircase broken on part of the walk, but I appreciate that visitor safety came first when trail closed	2
	Went to another sight and never made it back	1
	Closed	1
	Didn't have enough time in our schedule	1
The South Carolina flag	Wrapped around pole	1
Theater	Could not make walk up incline - too steep - no wheelchairs available	1
Tours	Little kids got fussy	1
	Too many people	1
Video information	Little kids got fussy	1
Visitor center museum	Could not make walk up incline - too steep - no wheelchairs available	1
We wanted ice cream	$3 is way too much for one cone of ice cream	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Learned on this visit

Question 18a

Mount Rushmore interpretive programs and exhibits discuss the following topics: sculpting the memorial, presidential history, American Indian culture/history, Black Hills history, and plants and animals of the Black Hills. Did you learn about any of these topics on this visit?

Results

- 94% of visitor groups learned about topics discussed in Mount Rushmore interpretive programs or exhibits (see Figure 49).

- As shown in Figure 50, the most common topics learned on this visit were:

    93% Sculpting the memorial
    79% Presidential history
    58% Black Hills history

N=605 visitor groups

Learned any topics this visit?

Yes 94%

No 6%

0   200   400   600

Number of respondents

Figure 49: Visitor groups who learned any topics on this visit

N=527 visitor groups**

Sculpting the memorial 93%

Presidential history 79%

Topic Black Hills history 58%

American Indian cultural history 52%

Black Hills plants/ animals 46%

0   100   200   300   400   500

Number of respondents
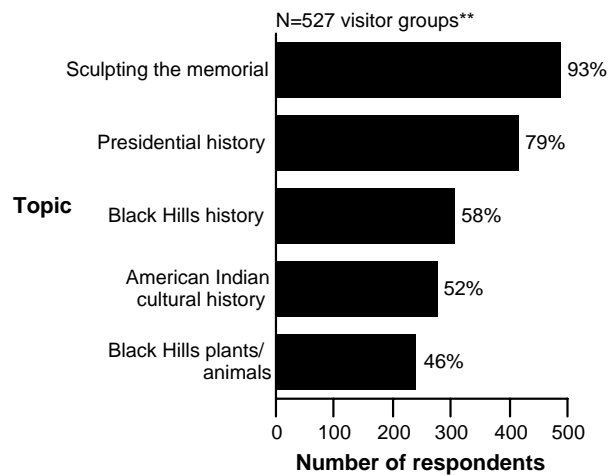
Figure 50: Topics learned on this visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Level of understanding improvement

Question 18b

How much did your level of understanding of each topic improve during your visit?

Sculpting the memorial

Results

- 69% of visitor groups felt their level of understanding improved a lot (see Figure 51).

- 23% said their understanding was somewhat improved.

N=470 visitor groups

Level of understanding improvement

A lot — 69%
Somewhat — 23%
A little — 7%
Not at all — 1%

Number of respondents
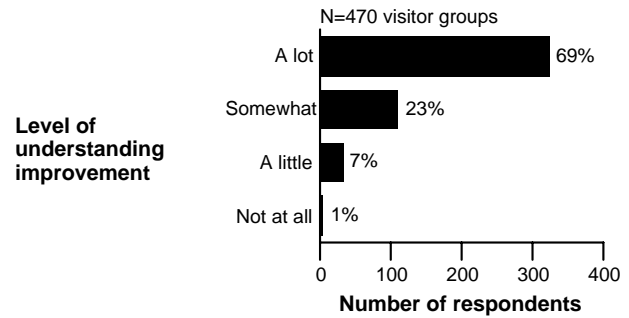
Figure 51:   Visitor level of understanding improvement of sculpting the memorial

Presidential history

Results

- 43% of visitor groups somewhat improved their understanding of presidential history (see Figure 52).

- 41% said their understanding improved a lot.

N=402 visitor groups

Level of understanding improvement

A lot — 41%
Somewhat — 43%
A little — 15%
Not at all — 1%

Number of respondents
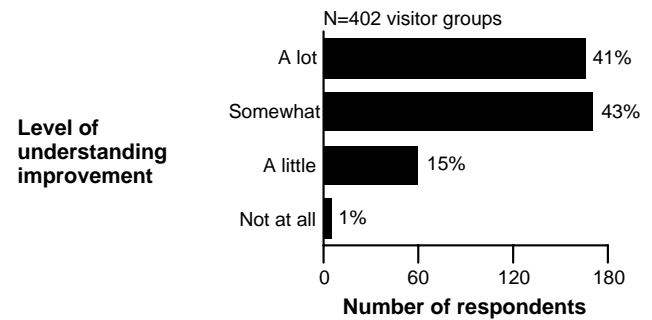
Figure 52:   Visitor level of understanding improvement of Presidential history

American Indian culture/history

Results

- 41% of visitor groups somewhat improved their understanding of American Indian culture/history (see Figure 53).

- 30% said their understanding improved a lot.

N=267 visitor groups

Level of understanding improvement

A lot — 30%
Somewhat — 41%
A little — 24%
Not at all — 5%

Number of respondents
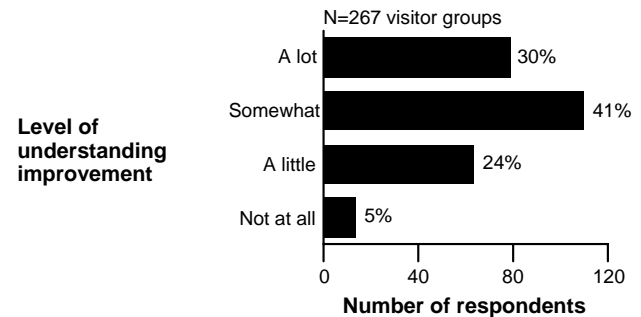
Figure 53:   Visitor level of understanding improvement of American Indian culture/history

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
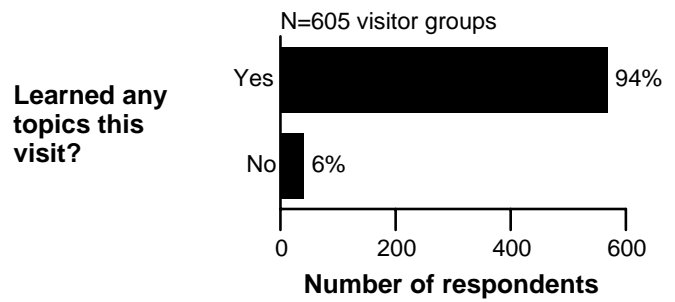
Black Hills history

N=294 visitor groups

Results

- 40% of visitor groups somewhat improved their understanding of Black Hills history (see Figure 54).

- 35% said their understanding improved a lot.

Level of understanding improvement

A lot — 35%
Somewhat — 40%
A little — 20%
Not at all — 5%

Number of respondents
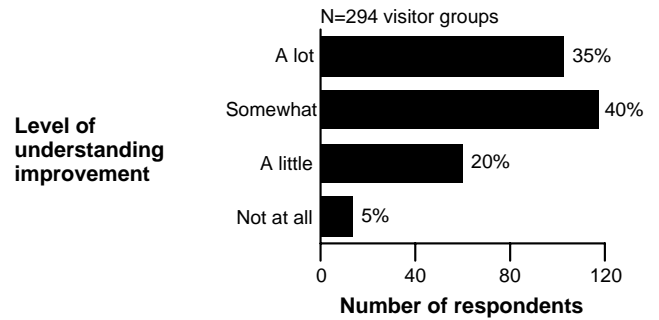
Figure 54: **Visitor level of understanding improvement of Black Hills history**

Black Hills plants/animals

N=233 visitor groups

Results

- 35% of visitor groups somewhat improved their understanding of Black Hills plants/animals (see Figure 55).

- 33% said their understanding improved a lot.

Level of understanding improvement

A lot — 33%
Somewhat — 35%
A little — 24%
Not at all — 8%

Number of respondents
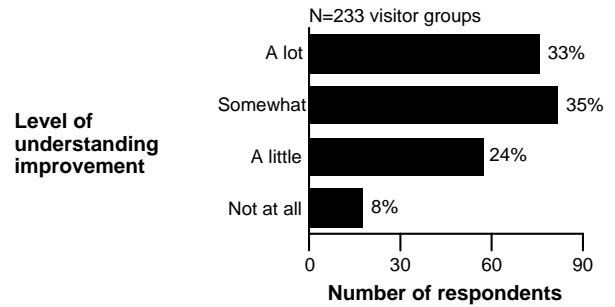
Figure 55: **Visitor level of understanding improvement of Black Hills plants/animals**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Topics for future visit

Question 18c

Which topics would you be interested in learning more about on a future visit?

Results

- 67% of visitor groups would be interested in learning about the Black Hills history on a future visit (see Figure 56).

- 65% would be interested in learning about sculpting the memorial.

N=403 visitor groups**

Topic

Black Hills history	67%
Sculpting the memorial	65%
American Indian cultural history	63%
Presidential history	52%
Black Hills plants/ animals	48%

Number of respondents

Figure 56:   Topics for a future visit

Question 18d

What additional topics are you and your personal group interested in learning about Mount Rushmore National Memorial?

Results

- 3% of visitor groups (N=19) responded to this question.

- Table 13 shows additional topics visitor are interested in learning.

Table 13: Additional topics visitors are interested in learning about
N=22 comments
CAUTION!

| Comment	Number of times mentioned
Hall of Records	3
Information on people who built it	2
4th of July celebrations at Memorial	1
Anything	1
Geological information	1
Historic information	1
How many natives were killed	1
How much gold was taken out of the Black Hills	1
How the sculpture is maintained	1
How the workers translated the carving into such large scale	1
Information on the people who worked on the monument	1
More about Crazy Horse and how they relate	1
More about Doane Robinson	1
More on Borglum	1
Past discussion of adding an additional president	1
Plans for the future of the monument	1
Where did workers come from	1
Where workers lived while working on the sculpture	1
Why the presidents were chosen and how it was made	1

*total percentages do not equal 100 due to rounding
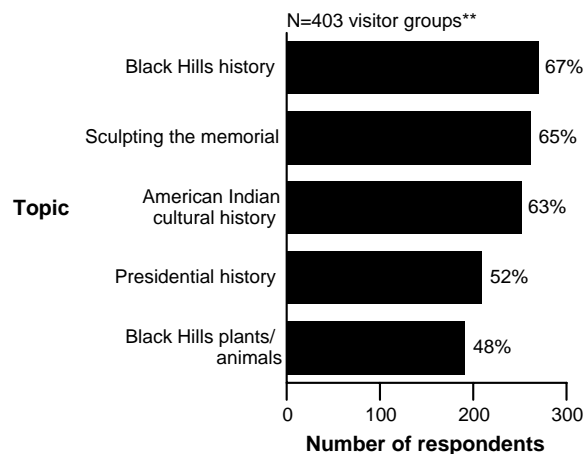**total percentages do not equal 100 because visitors could select more than one answer

Question 17

What is the most important (educational, interesting, useful) information you learned while visiting Mount Rushmore National Memorial on this visit?

Results

- 78% of visitor groups (N=507) responded to this question.

- Table 14 shows additional topics visitor are interested in learning.

Table 14: Most important information learned on this visit
N=664 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
How the monument was built	118
Why these four presidents were chosen	49
Information/history about the presidents	37
How it was sculpted	29
Information on the sculptor	27
Educational information	22
How long it took for the monument to be completed	22
History of memorial	17
Historical information	15
Interesting information	15
Nothing new	14
The original plan and what was actually done	14
Information at the museum	13
How the memorial is maintained	12
Size of monument	12
How beautiful the memorial is	11
Reasons for building the memorial	10
Information on ranger talk/tour	10
Everything	9
Information from the films	8
The position of Jefferson's head	7
The fact that it was never finished	7
How the faces were designed	6
How the rock carving was accomplished	6
Borglum's commitment to his dream	5
Evening lighting ceremony	5
Inspiring work of art	5
When was the monument built	5
Enjoyed concert that evening	4
Evening movie	4
General information	4
How hard people worked to finish the monument	4
How many people worked for the carving	4
Learned that monument was supposed to be sculpted to the waist but wasn't	4
Learning about the Hall of Records	4
Sculptor's studio	4

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 14: Most important information learned on this visit
(continued)

Comment	Number of times mentioned
Trail side information	4
Just the experience was lovely	3
Learning about American Indians	3
The politics involved in the construction	3
The presidents' names	3
The sculptor's methods	3
The way measurements were used to transfer from model to sculptures	3
Why the sculpting stopped	3
Black Hills animals	2
Black Hills history	2
Enjoying my kids' excitement	2
Flag ceremony with scouts and veterans	2
How explosives were used	2
How quickly it was built compared to Crazy Horse	2
How the park was created	2
Information about Teddy Roosevelt	2
Information of the flags and states	2
Information on the workers	2
Learning about culture	2
Monument statistics	2
Original plan was for three presidents/Roosevelt not in original plan	2
Sculptor's studio film	2
State flags	2
That Lincoln's mole is on face but can't see it	2
The difficulties in making the memorial	2
To feel the pride for our country	2
When states entered the union	2
Why this particular mountain site was selected	2
Artists studio and lecture	1
Borglum had previously abandoned a project on Stone Mountain, GA	1
Cannot get a good picture late in day	1
Children got to see memorial	1
Disgraceful that the government would not finish the project	1
Easier access than expected	1
Frequently asked questions	1
How big a nose is	1
How many people there are who know very little about Mount Rushmore	1
How quickly a government funded memorial can be built compared to a non-government funded one (ex. Crazy Horse)	1
How the eyes were done to create the glint	1
I learned that there were more interpretive services	1
I thought it was a sad thing to deface a beautiful rock for anyone	1
Indians participated in formation	1
Information for children	1
Information on brochure	1
Information on Crazy Horse	1
Information on mining experiences	1
Information on South Dakota	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 14: Most important information learned on this visit
(continued)

Comment	Number of times mentioned
Information on the spiritual importance of the area for Native Americans	1
Interested in the hand written documents	1
Learned about other national parks	1
Learned about the Sioux tribes	1
Learned about what it represented	1
Learning about surrounding Black Hills and Custer State Park	1
Learning more about country's circumstances during the time Mount Rushmore was created	1
Lincoln was a Republican	1
Nice to see that people care	1
Nobody died making the monument	1
Park is not friendly to the elderly in its accessibility	1
Quartz lip on President Jefferson	1
Sculptor's model in studio	1
Speech by Roosevelt	1
That it was built as a tourist attraction	1
That it was not Borglum's idea to create it	1
That it's a very beautiful country we have	1
That people who camp are more important than handicapped since they park closer	1
That the presidents represented were better than those of current and recent past	1
That wheelchairs are available	1
The distance between the presidents' eyes	1
The improvements at the memorial	1
The monument only erodes 1 inch per 10,000 years	1
The Native American culture presented by Brule and AIRO	1
The original model of Mount Rushmore in sculptor's studio was really cool	1
The plaques that have the speeches or Gettysburg Address	1
The positions taken concerning global warming taken by the National Forest Service	1
The relationship of the sculptor to the presidents	1
The way the renovation of the facility was paid for (private funds)	1
The whole presidential trail tour was interesting	1
Park wildlife	1
To check for programs while planning my trip to enable participation	1
Visitor center	1
Met a lady whose grandfather worked on George Washington's face	1
We realized that 2 of our kids laid end to end were the size of 1 eye	1
Whose idea the building was	1
Workers got paid $.35 an hour	1
You will not learn the truth about the park from the white man's gold	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Special events

Question 30a
   Did you and your personal group
   attend a special event (such as
   cultural events, music, movies, etc.)
   during your visit to Mount Rushmore
   National Memorial?

Results

• 16% of visitor groups attended a
  special event during their visit
  (see Figure 57).

N=633 visitor groups
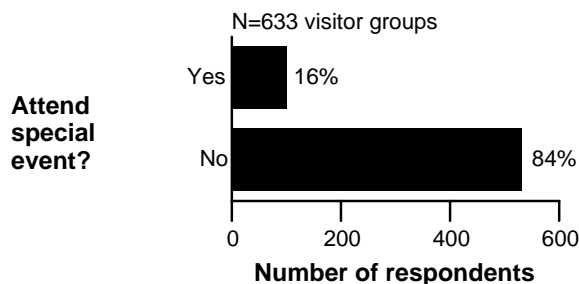
Figure 57: Visitors who attended a special event

Question 30b
   Whether or not you attended a
   special event on this visit, what
   kinds of special events would you
   and your personal group like to see
   offered at the park in the future?

Results

• 26% of visitor groups (N=167) responded to this
  question.

• Table 15 shows visitor preferences for future special
  events.

Table 15: Special events that visitor groups would like to have available
N=164 comments

Comment	Number of times mentioned
Concerts/music programs	40
Movies	15
A light/laser show	10
Fireworks	8
Theatrical plays	6
A hike to the top of the monument	5
American Indian activities	4
Cultural events	4
Native American cultural events	4
Patriotic programs	4
Costumed re-enactors	3
History events	3
Activities to see how the monument was made	2
Activities to show the Indian point of view	2
Animal exhibits	2
Any event to enhance learning	2
Indian Pow Wow	2
More of the same as featured now	2
Native American dance shows	2
Native American music events	2
Patriotic musical enactment	2
Ranger talks	2

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 15: Special events that visitor groups would like to have available
(continued)

Comment	Number of times mentioned
4th of July with fireworks	1
A children-friendly map	1
A film on Hall of Records	1
A slow walk around the trail	1
A treasure hunt	1
Activities for children	1
Activities on the history of Black Hills	1
Activities that give information on Borglum	1
Animal talks using live animals	1
Campfire programs	1
Celebrations at major U.S. holidays	1
Cultural dances	1
Evening programs	1
Events showing how the lands were acquired	1
Events to honor the workers	1
Guided tours	1
Informative videos	1
Lakota music concerts	1
Living history tours	1
Local talent show	1
Meet a current or past president	1
More appropriate music	1
Movies with historic information	1
Musical with historic information	1
Native American culture shows	1
Native American dresses	1
New media	1
Old West re-enactment	1
Plays on Indian history	1
Re-enactment of Custer's Last Stand	1
Regis & Kelly/Good Morning America	1
Schedule of amphitheater	1
Sculptural demonstrations with period equipment	1
Small guided tours lasting 15 minutes	1
Talks	1
Talks on history	1
Telling stories about the presidents	1
Tour on the trail to the memorial	1
Tribute to the Creator God	1
Wedding	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Ratings of Visitor Services, Facilities, Elements, Attributes and Resources

Visitor interpretive/information services used

Question 12a

Please indicate the interpretive/ information services that you or your personal group used in Mount Rushmore National Memorial during this visit.

Results

- As shown in Figure 58, the most commonly used visitor services/ facilities included:

  79% Park brochure/map
  45% Presidential Trail
  41% Park newspaper
  40% Film shown in visitor center

- The least used services/facilities were:

  2% Sculptor's Studio program
  2% Rushmore Ranger program

N=601 visitor groups**

Service	
Park brochure/map	79%
Presidential Trail - self guided	45%
Park newspaper	41%
Film shown in visitor center	40%
Lincoln Borglum Museum	33%
Assistance from uniformed park staff	24%
Trailside exhibits	23%
Evening lighting ceremony	22%
Presidential Trail - ranger-led	8%
Other ranger-led talks	7%
Audio tour	5%
Junior Ranger program	5%
Artist/Sculptor-in-Residence program	4%
Sculptor's Studio program	2%
Rushmore Ranger program	2%

Number of respondents
0   100   200   300   400   500

Figure 58: Visitor interpretive/information services used

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Importance ratings of visitor interpretive/information services

Question 12b
    Next, for only those services and
    facilities that you or your personal
    group used, please rate their
    importance to your visit from 1 to 5.

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

Results
- Figure 59 shows the combined
  proportions of "extremely important"
  and "very important" ratings for
  visitor services and facilities that
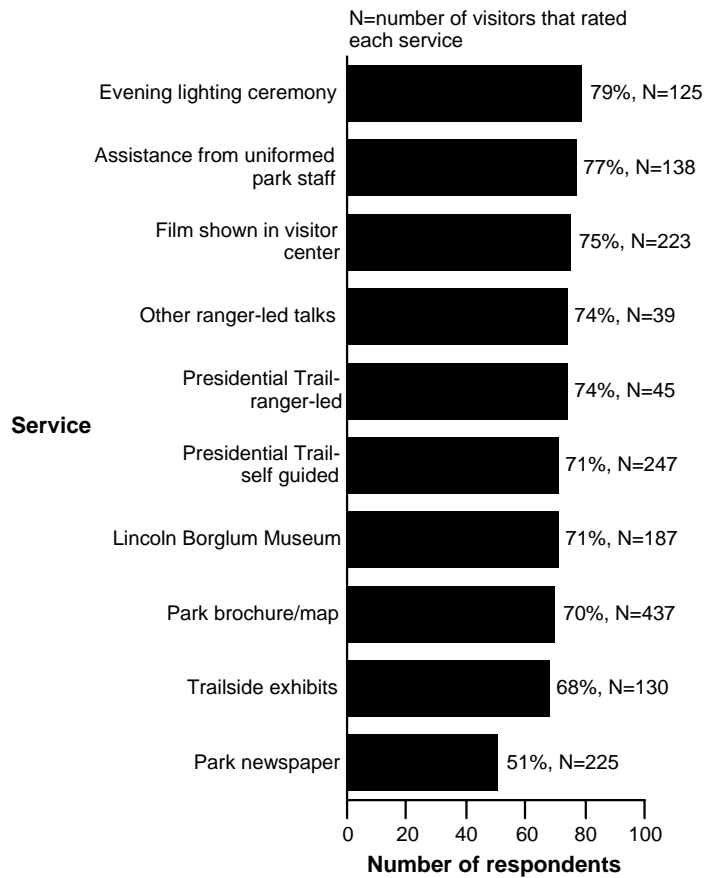 were rated by 30 or more visitor
  groups.

- The services/facilities receiving the
  highest combined proportions of
  "extremely important" and "very
  important" ratings were:

    79% Evening lighting ceremony
    77% Assistance from uniformed
        park staff
    75% Film shown in visitor center

- Figures 60 to 74 show the
  importance ratings for each
  service/facility.

- The service/facility receiving the
  highest "not important" rating was:

    5% Other ranger-led talks

N=number of visitors that rated each service

Service	Combined %	N
Evening lighting ceremony	79%	N=125
Assistance from uniformed park staff	77%	N=138
Film shown in visitor center	75%	N=223
Other ranger-led talks	74%	N=39
Presidential Trail-ranger-led	74%	N=45
Presidential Trail-self guided	71%	N=247
Lincoln Borglum Museum	71%	N=187
Park brochure/map	70%	N=437
Trailside exhibits	68%	N=130
Park newspaper	51%	N=225

Number of respondents

Figure 59: Combined proportions of "extremely important" and "very important" ratings for visitor interpretive/ information services

*total percentages do not equal 100 due to rounding
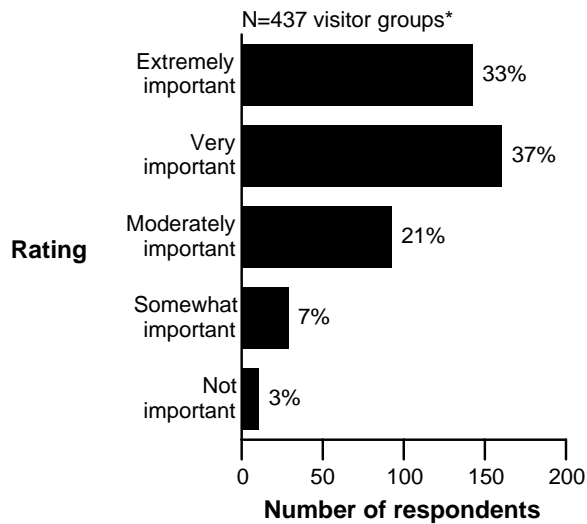**total percentages do not equal 100 because visitors could select more than one answer

N=437 visitor groups*

Extremely important — 33%
Very important — 37%
Moderately important — 21%
Somewhat important — 7%
Not important — 3%

Rating

Number of respondents
0   50   100   150   200

Figure 60: Importance of park brochure/map

N=225 visitor groups*

Extremely important — 22%
Very important — 29%
Moderately important — 36%
Somewhat important — 12%
Not important — 2%

Rating

Number of respondents
0   25   50   75   100
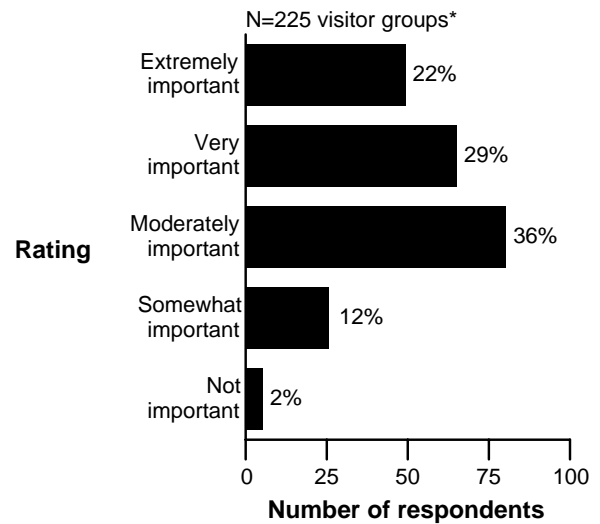
Figure 61: Importance of park newspaper

N=187 visitor groups

Extremely important — 28%
Very important — 43%
Moderately important — 22%
Somewhat important — 5%
Not important — 2%

Rating

Number of respondents
0   25   50   75   100
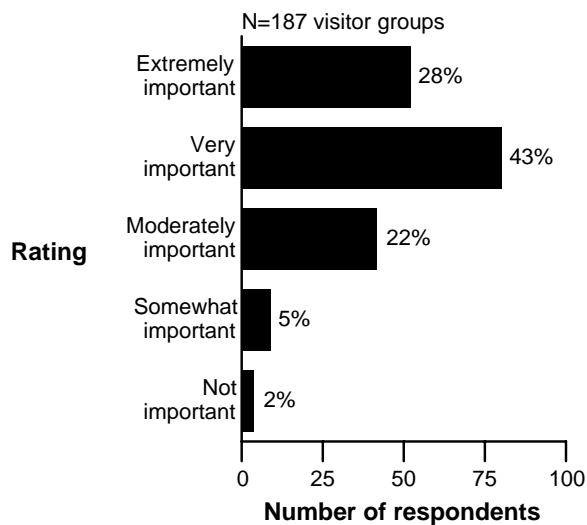
**Figure 62: Importance of Lincoln Borglum
Museum**

N=223 visitor groups

Extremely important — 35%
Very important — 40%
Moderately important — 17%
Somewhat important — 6%
Not important — 2%

Rating

Number of respondents
0   25   50   75   100

**Figure 63: Importance of film shown in
visitor center**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
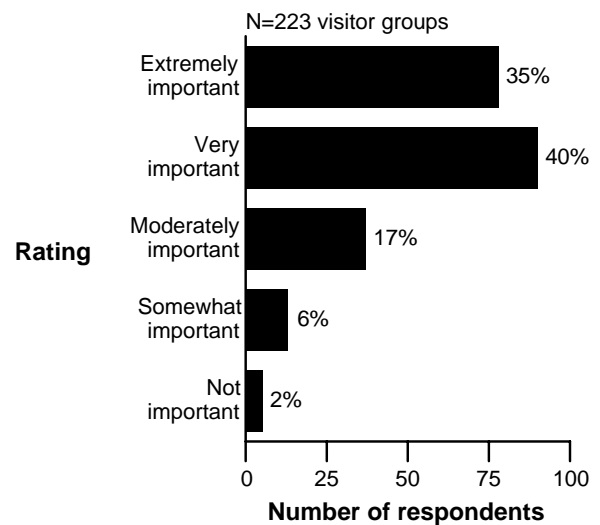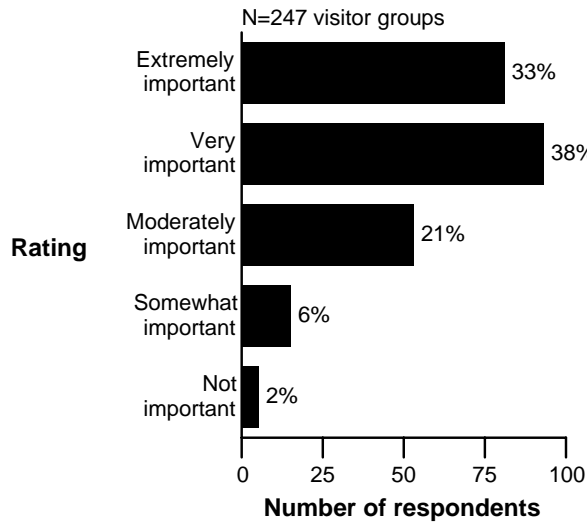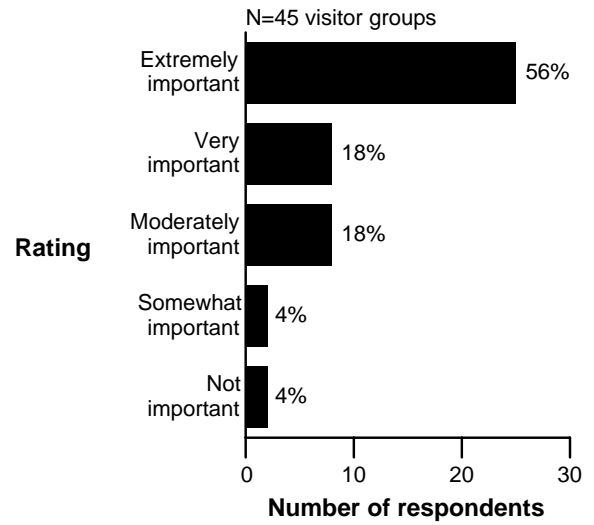
N=247 visitor groups

Rating

Extremely important — 33%
Very important — 38%
Moderately important — 21%
Somewhat important — 6%
Not important — 2%

Number of respondents

**Figure 64: Importance of Presidential Trail –
self-guided walk**

N=45 visitor groups

Rating

Extremely important — 56%
Very important — 18%
Moderately important — 18%
Somewhat important — 4%
Not important — 4%

Number of respondents

**Figure 65: Importance of Presidential Trail –
ranger-led walk**

N=39 visitor groups*

Rating

Extremely important — 33%
Very important — 41%
Moderately important — 15%
Somewhat important — 5%
Not important — 5%

Number of respondents
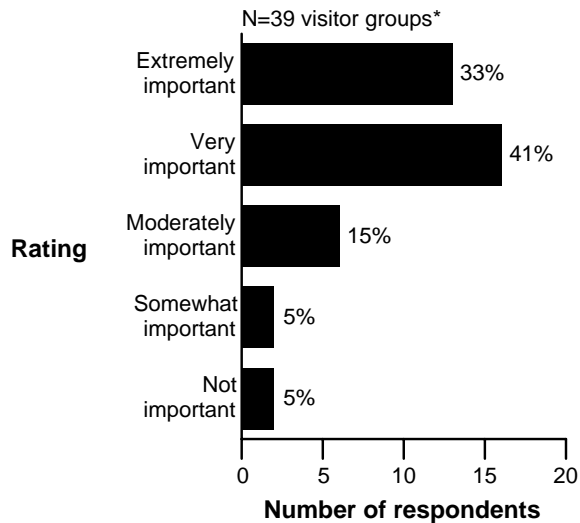
**Figure 66: Importance of other ranger-led
talks**

N=130 visitor groups*

Rating

Extremely important — 32%
Very important — 36%
Moderately important — 24%
Somewhat important — 7%
Not important — 2%

Number of respondents

Figure 67: Importance of trailside exhibits

*total percentages do not equal 100 due to rounding
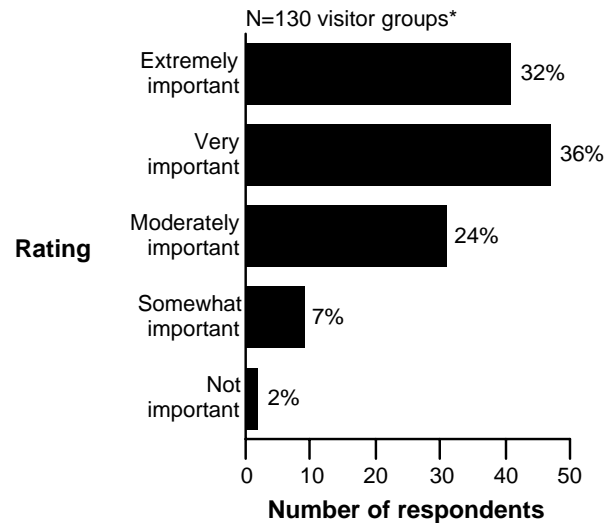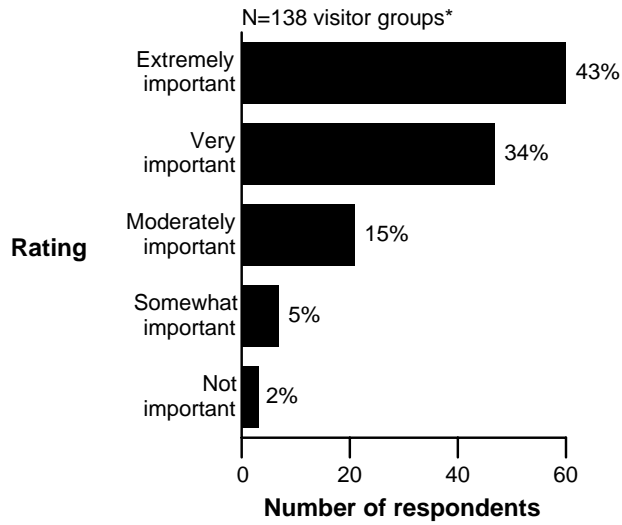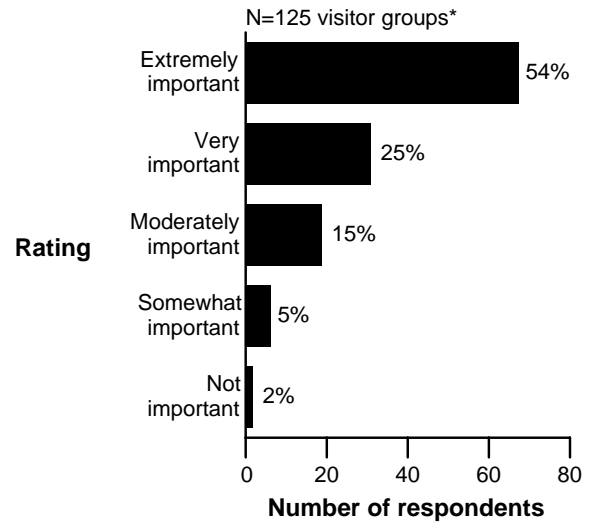**total percentages do not equal 100 because visitors could select more than one answer

N=138 visitor groups*

Extremely important ▮ 43%
Very important ▮ 34%
Moderately important ▮ 15%
Somewhat important ▮ 5%
Not important ▮ 2%

Rating

0   20   40   60
Number of respondents

Figure 68: Importance of assistance from uniformed park staff

N=125 visitor groups*

Extremely important ▮ 54%
Very important ▮ 25%
Moderately important ▮ 15%
Somewhat important ▮ 5%
Not important ▮ 2%

Rating

0   20   40   60   80
Number of respondents

Figure 69: Importance of evening lighting ceremony

N=22 visitor groups*

Extremely important ▮ 27%
Very important ▮ 32%
Moderately important ▮ 23%
Somewhat important ▮ 14%   **CAUTION!**
Not important ▮ 5%

Rating

0   2   4   6   8   10
Number of respondents

Figure 70: Importance of Artist-in-Residence/Sculptor-in-Residence program

N=14 visitor groups*

Extremely important ▮ 43%
Very important ▮ 14%
Moderately important ▮ 21%
Somewhat important ▮ 14%   **CAUTION!**
Not important ▮ 7%

Rating

0   2   4   6   8
Number of respondents

Figure 71: Importance of Sculptor's Studio children's program

*total percentages do not equal 100 due to rounding
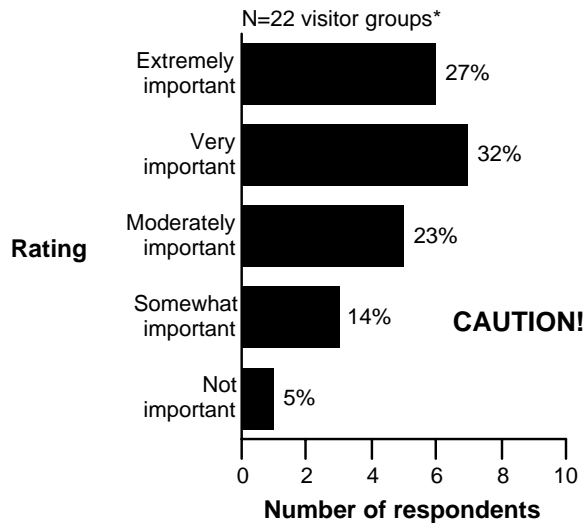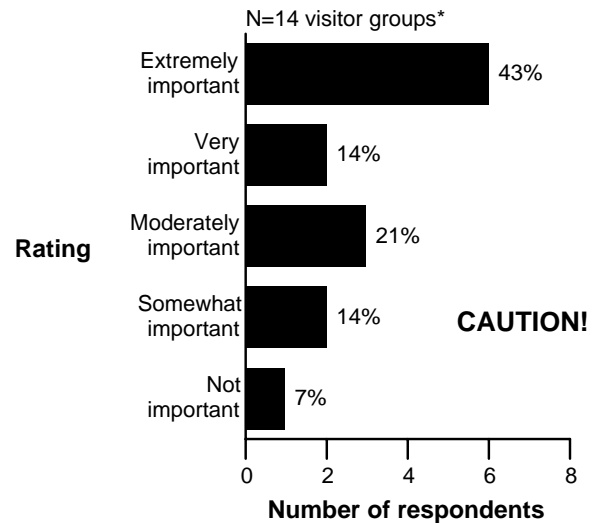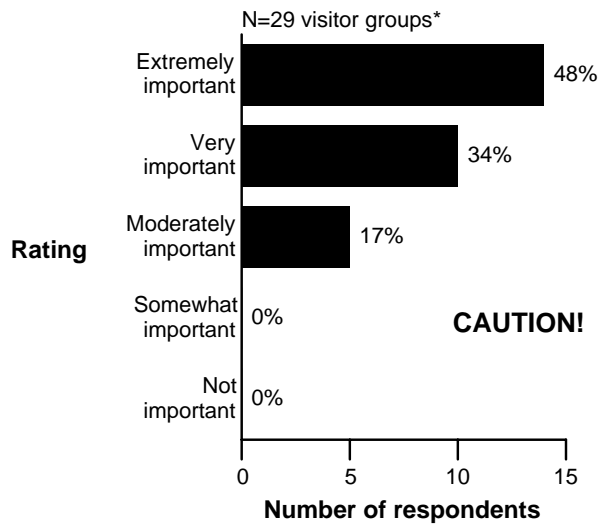**total percentages do not equal 100 because visitors could select more than one answer

N=29 visitor groups*

Rating

Extremely important	48%
Very important	34%
Moderately important	17%
Somewhat important	0%
Not important	0%

CAUTION!

Number of respondents

Figure 72: Importance of Junior Ranger program

N=9 visitor groups*

Rating

Extremely important	44%
Very important	44%
Moderately important	11%
Somewhat important	0%
Not important	0%

CAUTION!

Number of respondents
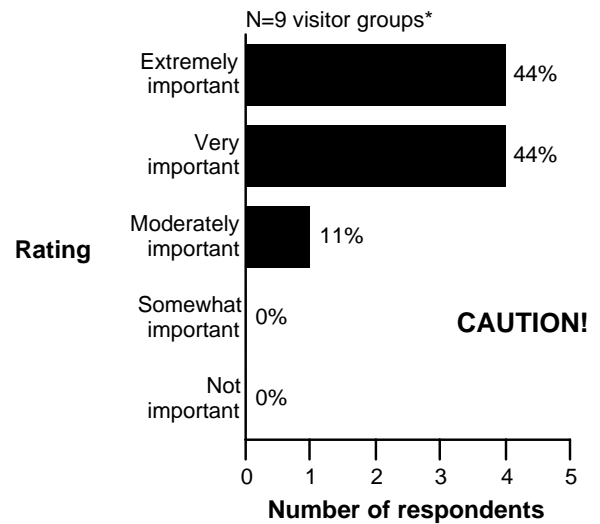
Figure 73: Importance of Rushmore Ranger program

N=27 visitor groups*

Rating

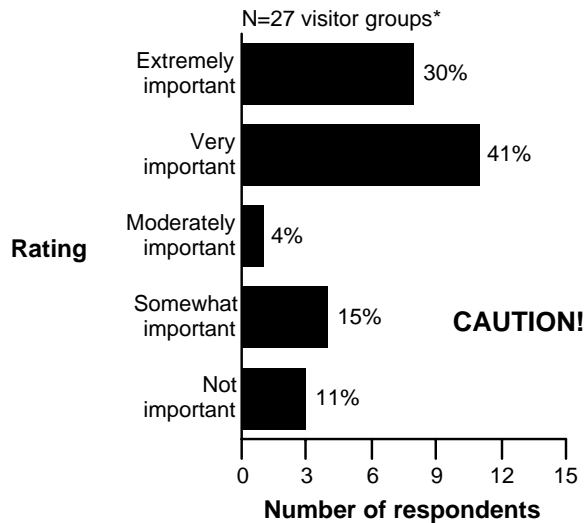|	
Extremely important	30%
Very important	41%
Moderately important	4%
Somewhat important	15%
Not important	11%

CAUTION!

Number of respondents

Figure 74: Importance of audio tour

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

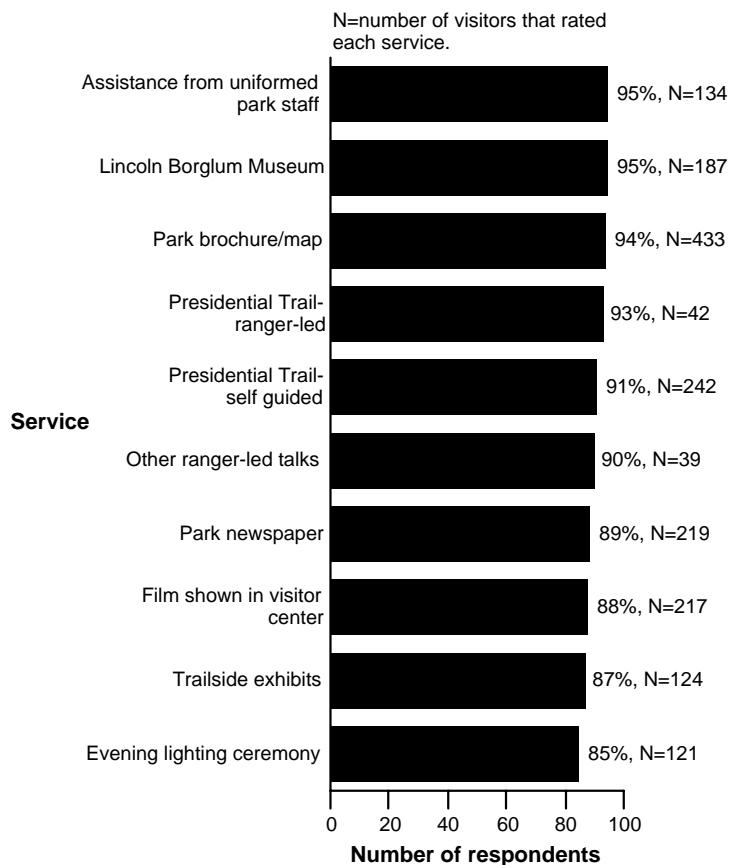## Quality ratings of visitor interpretive/information services

Question 12c
Finally, for only those interpretive/information services that you or your personal group used, please rate their quality from 1-5.

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

Results
- Figure 75 shows the combined proportions of "very good" and "good" quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were:

    95% Assistance from uniformed park staff
    95% Lincoln Borglum Museum
    94% Park brochure/map

- Figures 76 to 90 show the quality ratings for each facility.

- The services/facilities receiving the highest "very poor" quality rating were:

    2% Presidential Trail ranger-led walk
    2% Evening lighting ceremony

N=number of visitors that rated each service.

Service	
Assistance from uniformed park staff	95%, N=134
Lincoln Borglum Museum	95%, N=187
Park brochure/map	94%, N=433
Presidential Trail-ranger-led	93%, N=42
Presidential Trail-self guided	91%, N=242
Other ranger-led talks	90%, N=39
Park newspaper	89%, N=219
Film shown in visitor center	88%, N=217
Trailside exhibits	87%, N=124
Evening lighting ceremony	85%, N=121

Number of respondents

Figure 75: Combined proportions of "very good" and "good" quality ratings for visitor interpretive/information services

*total percentages do not equal 100 due to rounding
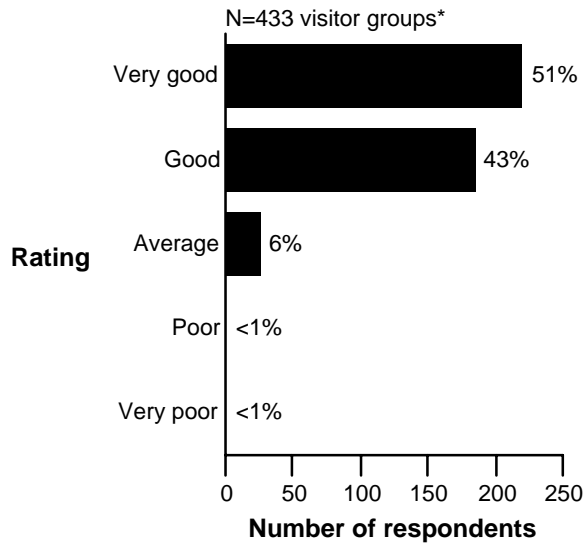**total percentages do not equal 100 because visitors could select more than one answer

N=433 visitor groups*

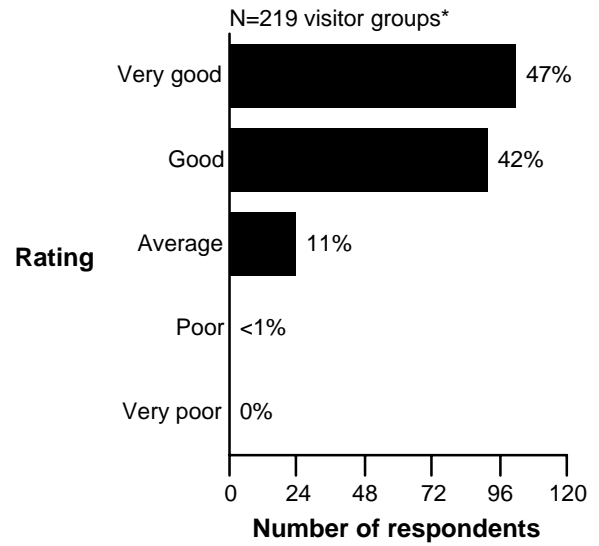| Rating	
Very good	51%
Good	43%
Average	6%
Poor	<1%
Very poor	<1%

0　50　100　150　200　250

Number of respondents

Figure 76:　Quality of park brochure/map

N=219 visitor groups*

Rating	
Very good	47%
Good	42%
Average	11%
Poor	<1%
Very poor	0%

0　24　48　72　96　120

Number of respondents

Figure 77:　Quality of park newspaper

N=187 visitor groups*

Rating	
Very good	56%
Good	39%
Average	5%
Poor	1%
Very poor	0%

0　30　60　90　120

Number of respondents
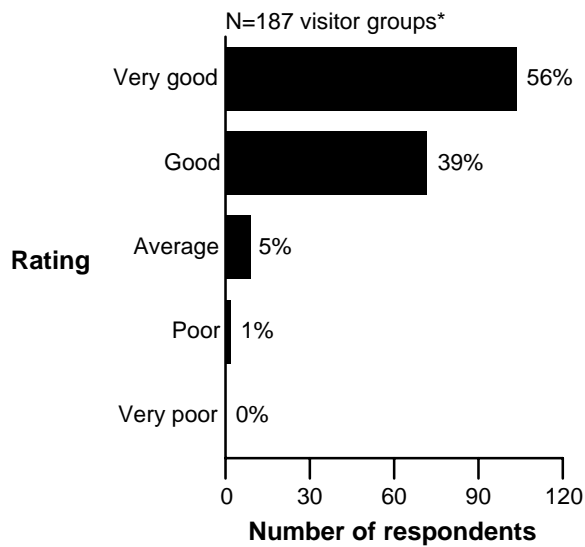
Figure 78:　Quality of Lincoln Borglum Museum

N=217 visitor groups*

Rating	
Very good	53%
Good	35%
Average	9%
Poor	1%
Very poor	1%

0　30　60　90　120

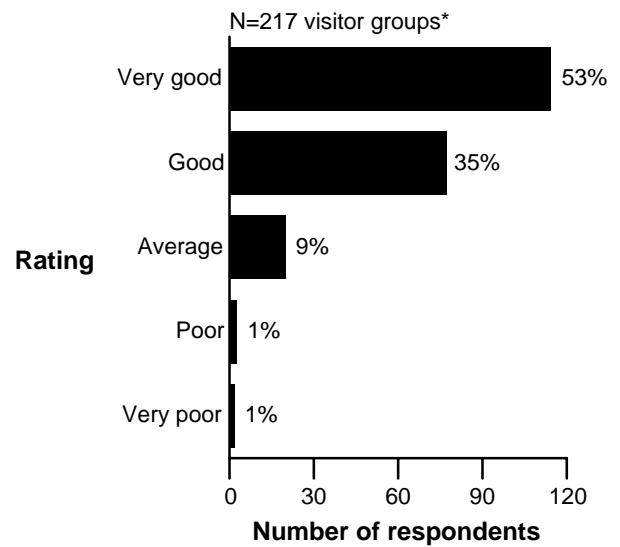**Number of respondents**

Figure 79:　Quality of film shown in visitor center

*total percentages do not equal 100 due to rounding
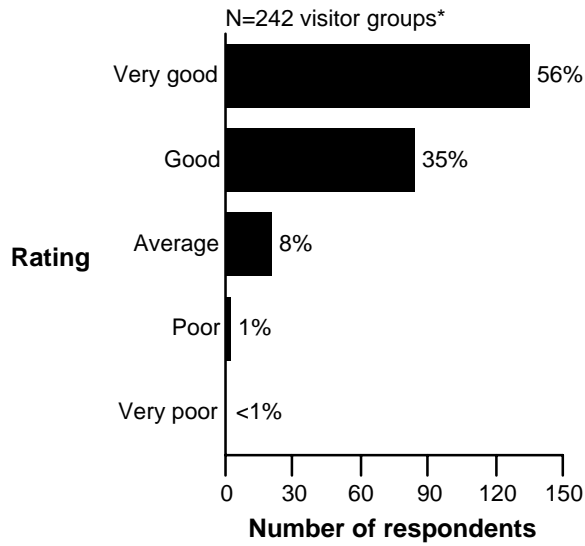**total percentages do not equal 100 because visitors could select more than one answer

N=242 visitor groups*

**Figure 80: Quality of Presidential Trail –
self-guided walk**

N=42 visitor groups
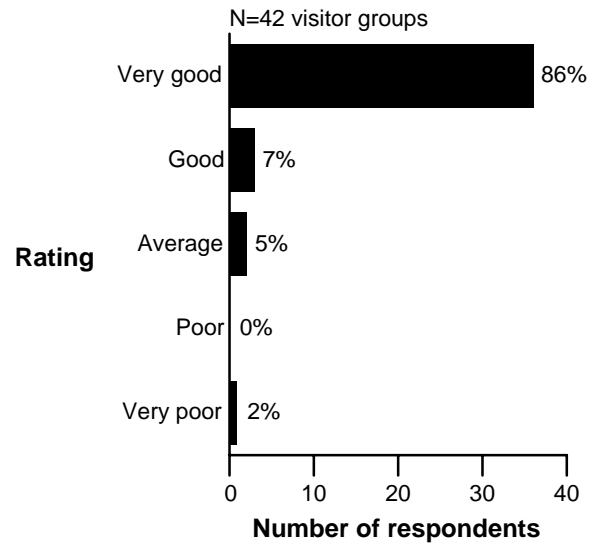
**Figure 81: Quality of Presidential Trail –
ranger-led walk**

N=39 visitor groups
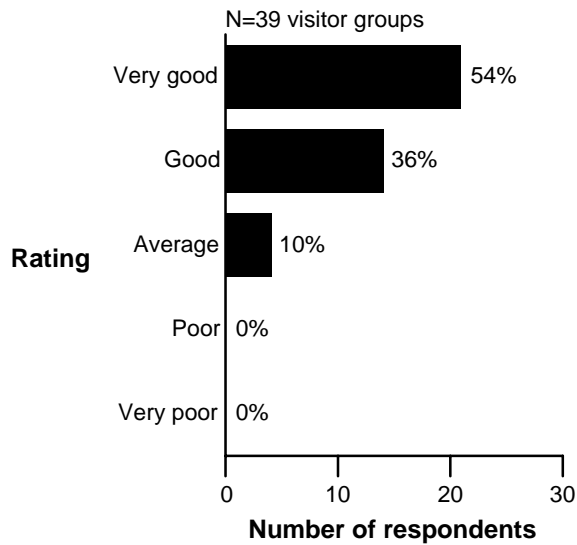
Figure 82: Quality of other ranger-led talks
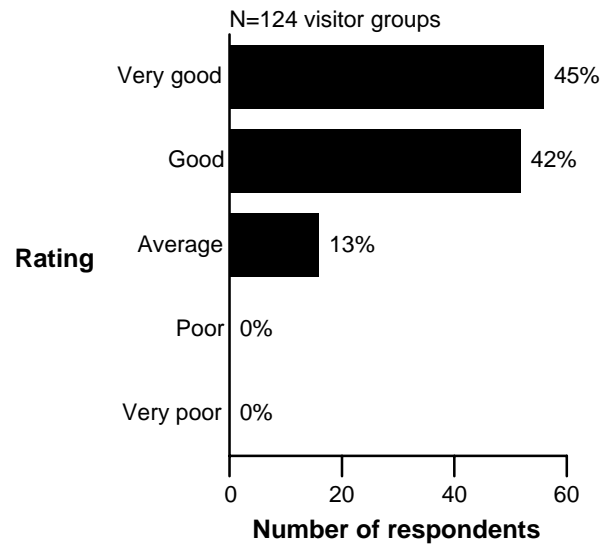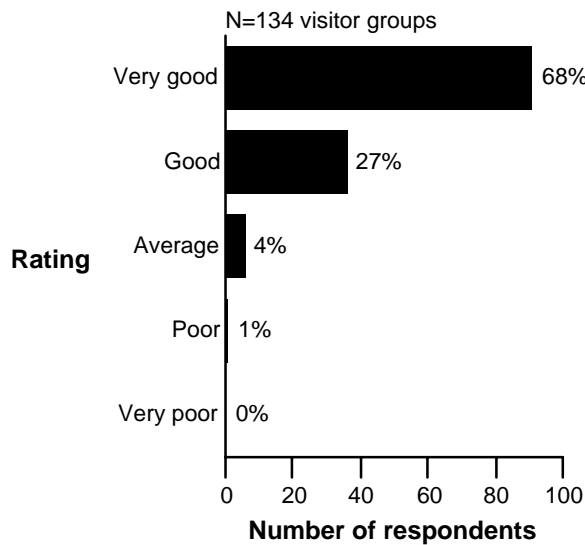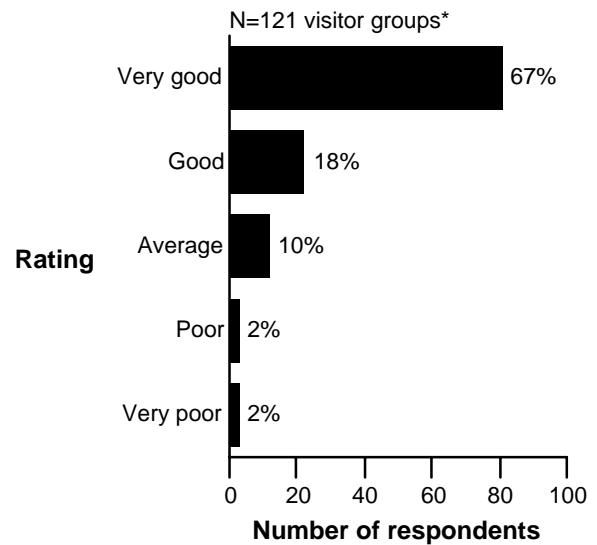
N=124 visitor groups

Figure 83: Quality of trailside exhibits

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=134 visitor groups

Rating	
Very good	68%
Good	27%
Average	4%
Poor	1%
Very poor	0%

0   20   40   60   80   100
Number of respondents

Figure 84: Quality of assistance from uniformed park staff

N=121 visitor groups*

Rating	
Very good	67%
Good	18%
Average	10%
Poor	2%
Very poor	2%

0   20   40   60   80   100
Number of respondents

Figure 85: Quality of evening lighting ceremony

N=20 visitor groups

Rating	
Very good	45%
Good	45%
Average	10%
Poor	0%
Very poor	0%

CAUTION!

0   2   4   6   8   10
Number of respondents
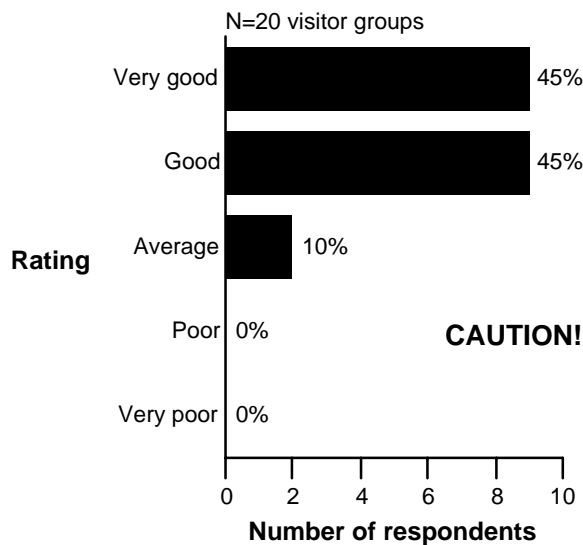
Figure 86: Quality of Artist-in-Residence/Sculptor-in-Residence program

N=12 visitor groups

Rating	
Very good	67%
Good	33%
Average	0%
Poor	0%
Very poor	0%

CAUTION!

0   2   4   6   8   10
Number of respondents

Figure 87: Quality of Sculptor's Studio children's program

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

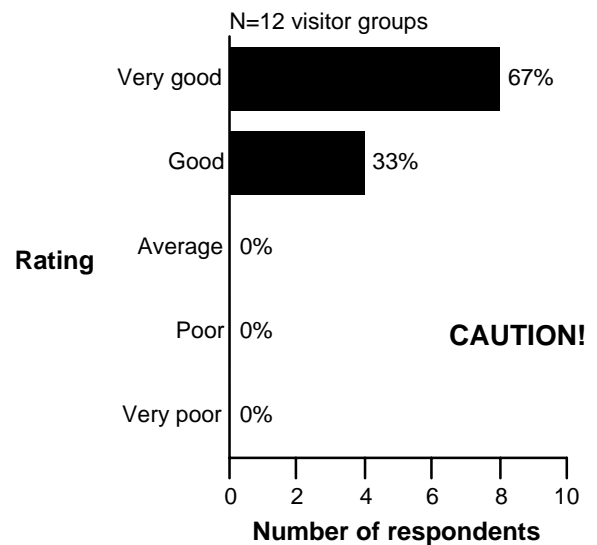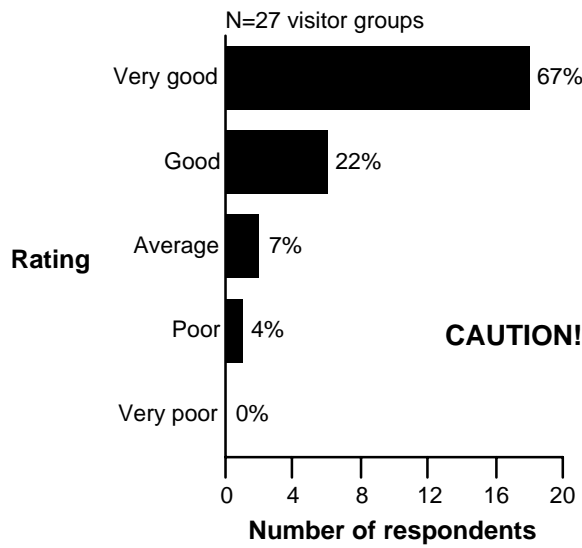N=27 visitor groups

Rating	
Very good	67%
Good	22%
Average	7%
Poor	4%
Very poor	0%

CAUTION!

0 4 8 12 16 20
Number of respondents

Figure 88: Quality of Junior Ranger program

N=7 visitor groups

Rating	
Very good	71%
Good	29%
Average	0%
Poor	0%
Very poor	0%

CAUTION!

0 1 2 3 4 5
Number of respondents
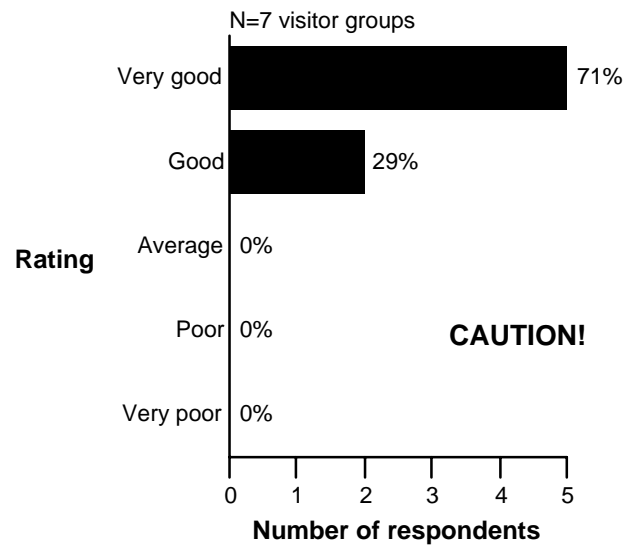
Figure 89: Quality of Rushmore Ranger program

N=25 visitor groups

Rating	
Very good	60%
Good	16%
Average	4%
Poor	16%
Very poor	4%

CAUTION!

0 5 10 15 20
Number of respondents

Figure 90: Quality of audio tour

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 16: Comments on interpretive/information services
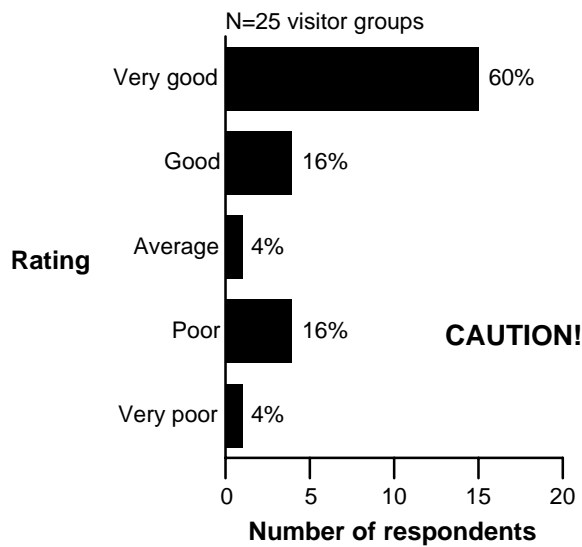N=129 comments

Interpretive/information service	Comment
Artist-in-Residence/Sculptor-in-Residence program	Nice speaker
	Should use power point presentation instead of holding pictures
Assistance from uniformed park staff	Excellent staff
	Staff was friendly
	Staff was helpful
	Staff was informative
	Excellent care of handicapped
	Friendly staff
	Give your staff a grade raise
	Great with children
	It was fun to talk with staff
	Knowledgeable about the Black Hills and the monument
	Ranger was intelligent
	Staff was courteous
	Staff was knowledgeable
	They made visit fun and a great learning experience
	Very nice to assist with photo taking
Evening lighting ceremony	Great
	Very patriotic
	Inspiring
	Very moving
	Could have used more seating
	Could not see the video from the terrace
	Could present higher so that all might see
	Emotional
	Excellent
	Excellent program
	Great it was done in conjunction with the concert
	I liked the ending ceremony when the military personnel participated
	It needs to be updated
	It was done with appreciation to the armed forces
	Lighting is beautiful
	Need more seating places
	Need some monitors on the terrace
	Provided a lot of information
	Wanted to hear the ranger talk
	Wanted to see the original ceremony instead of the Brule concert
Film shown in visitor center	I thought the film would show the Borglum story
	I would have liked to see a movie about the how and why Mount Rushmore was built - not just nature
	Informative
	The music was unbearable

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 16: Comments on interpretive/information services
(continued)

Interpretive/information service	Comment
Junior Ranger Program	Excellent program
	Children loved it
	Children were disappointed because they could not find the information
	Rangers were nice and helpful
	Very useful
	Well done
Lincoln Borglum Museum	Excellent
	Good for all ages
	Hands-on is excellent
	Hard to see the displays sitting in a wheelchair
	It would have been nice to have a more hands-on display of how they measured the mountain in a sample display
	Liked the comments from monument workers
	Not crowded
	The position of the displays made it hard to move around
Other ranger-led talks	Excellent
	Ranger was knowledgeable
	Ranger was inspirational
	Ranger was courteous
	The presentation was informative
	Too long
Park brochure/map	Excellent
Park newspaper	It answered a series of questions we had
	Excellent
	Glad I had it
	Great
	Lack of information
Presidential Trail—ranger-led	Great
	Best of all the activities we attended this summer
	Enlightening
	Excellent
	Informative
	Ranger was informative
	Rangers were friendly
	Should have more
	Thank you
	Wasn't sure when rangers were leading walks

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

**Table 16: Comments on interpretive/information services**
(continued)

Interpretive/information service	Comment
Presidential Trail—self guided	Excellent
	A step had broken the day of our visit so part of the trail was shut off
	Adequate signage
	Audio tour should be free
	Beautiful views
	Felt like the walk was not satisfying because we missed the information of the audio tour
	Great to see many angles of the memorial
	Half the trail was closed
	Learn about the presidents
	Love this trail
	Make it more handicapped accessible
	Not child/stroller friendly
	Should have less stairs
	The trail was beautifully built
	Very pleased with safety
Sculptor's Studio children's program	No handicapped access
Trailside exhibits	Avenue of Flags was very nice
Travel directions	Very helpful
Other	Audio devices have poor quality volume levels
	Audio tour needs to be advertised
	Did not know about audio tour until too late in our visit
	Excellent
	Guest could control what and how much listened to at the audio tour
	How about the tour in Chinese?
	I loved the tour and liked the different perspectives
	It was difficult to replay sections of the audio tour
	Would have enjoyed the audio tour

*total percentages do not equal 100 due to rounding
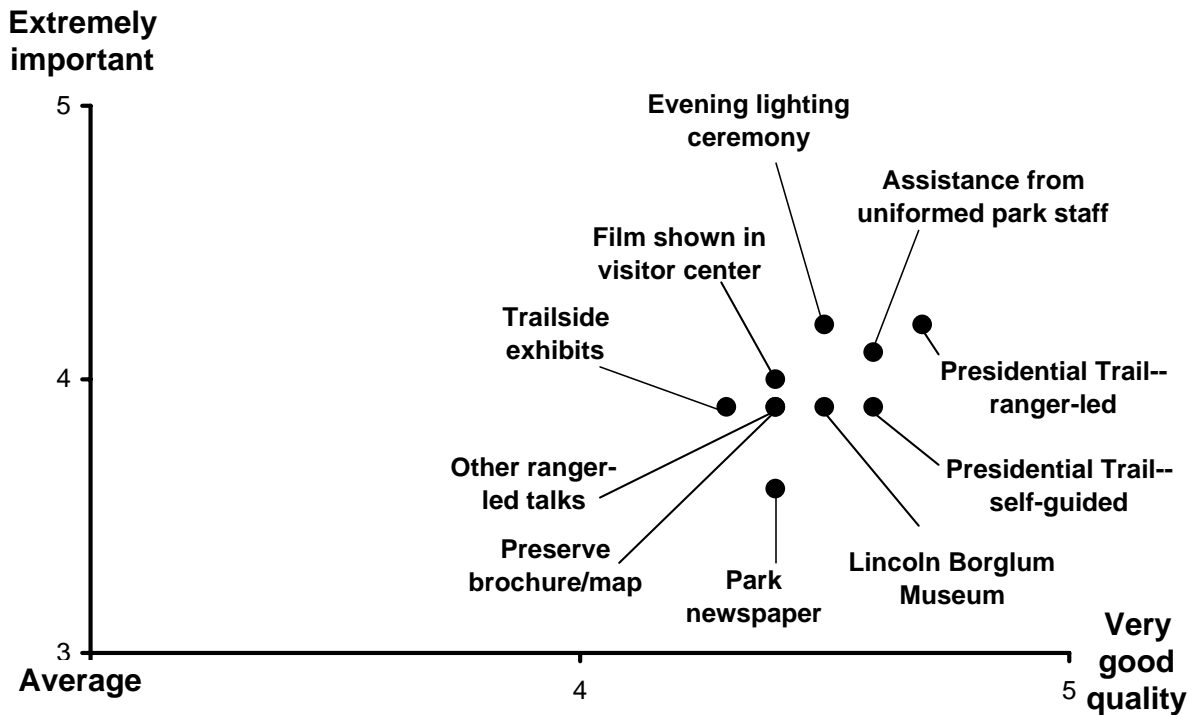**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor interpretation/information services

- Figures 91 and 92 show the mean scores of importance and quality ratings for all visitor interpretive/ information services that were rated by 30 or more visitor groups.

- All visitor interpretive/ information services were rated above average in importance and quality.
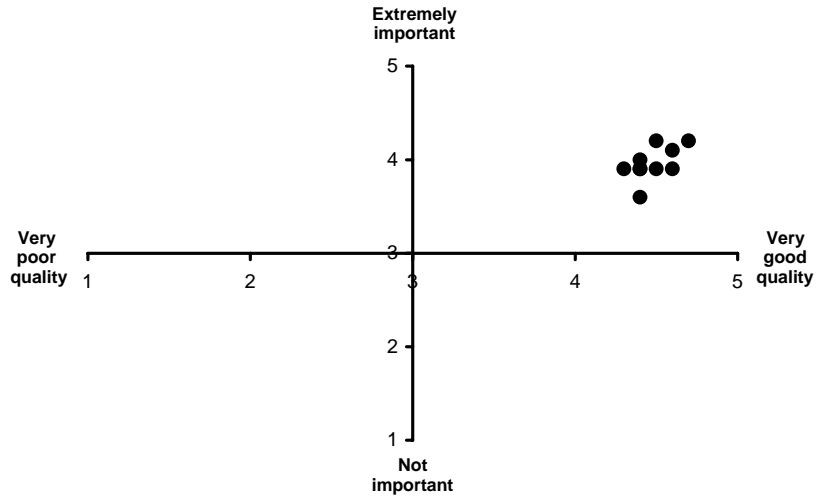
Figure 91: Mean scores of importance and quality ratings for visitor interpretive/information services

Figure 92: Detail of Figure 91

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Visitor services and facilities used

Question 13a
  Please indicate all visitor services and facilities that you or your personal group used in Mount Rushmore National Memorial during this visit.
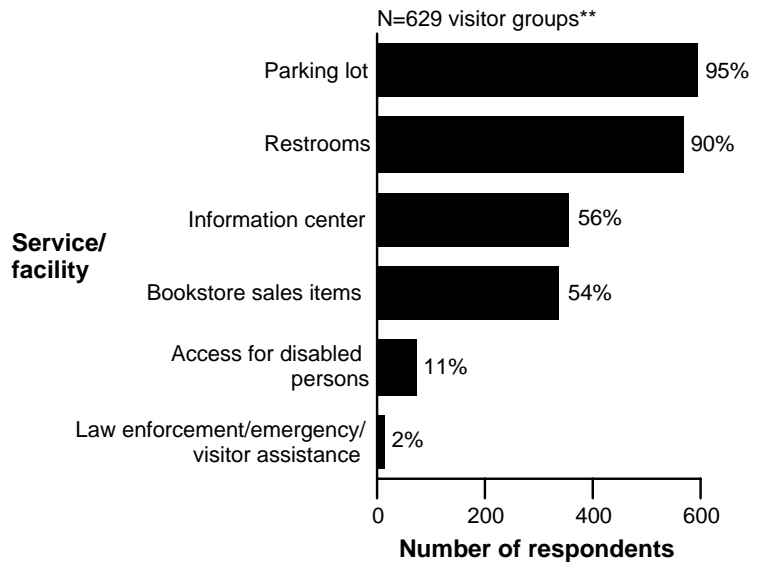
Results
  - As shown in Figure 93, the most commonly used visitor services/ facilities included:

    95% Parking lot
    90% Restrooms
    56% Information center
    54% Bookstore sales items

  - The least used service/facility was:

    2% Law enforcement/ emergency/visitor assistance

N=629 visitor groups**

Figure 93: Visitor services and facilities used
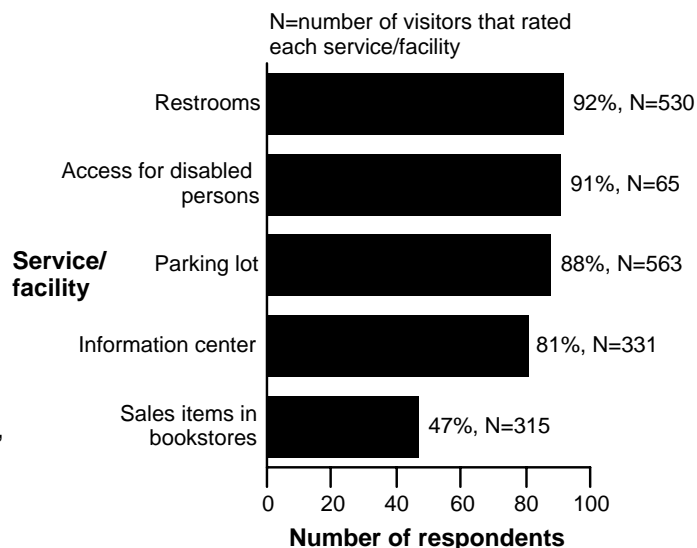
Importance ratings of visitor services and facilities

Question 13b

Next, for only those services and facilities that you or your personal group used, please rate their importance to your visit from 1 to 5.

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

Results

- Figure 94 shows the combined proportions of "extremely important" and "very important" ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The services/facilities receiving the highest combined proportions of "extremely important" and "very important" ratings were:

  92% Restrooms
  91% Access for disabled persons
  88% Parking lot

- Figures 95 to 100 show the importance ratings for each service/facility.

- The service/facility receiving the highest "not important" rating was:

  3% Bookstore sales items

N=number of visitors that rated each service/facility

Number of respondents

Figure 94: Combined proportions of "extremely important" and "very important" ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=331 visitor groups

Figure 95: Importance of information center

N=315 visitor groups
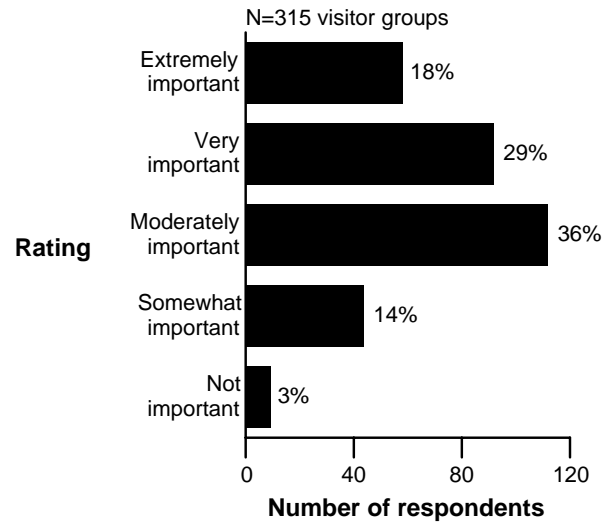
**Figure 96: Importance of sales items in
bookstores**

N=563 visitor groups*
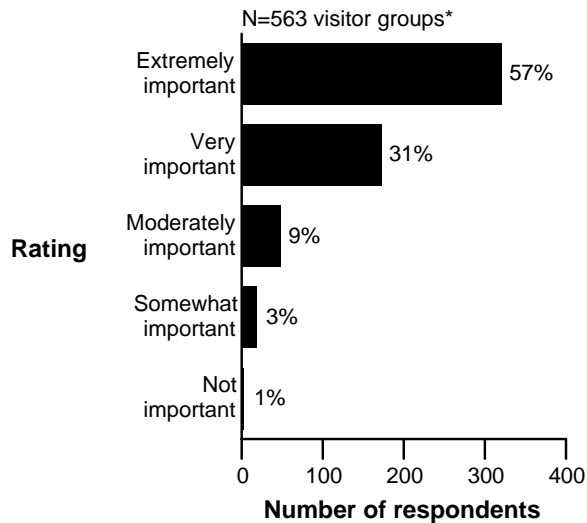
Figure 97: Importance of parking lot

N=530 visitor groups

Figure 98: Importance of restrooms

*total percentages do not equal 100 due to rounding
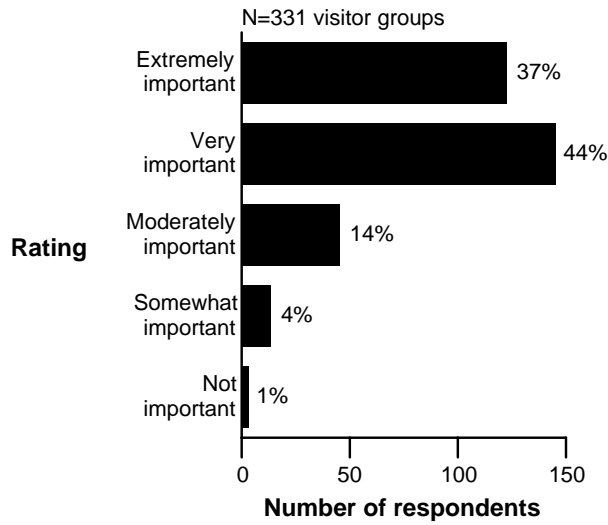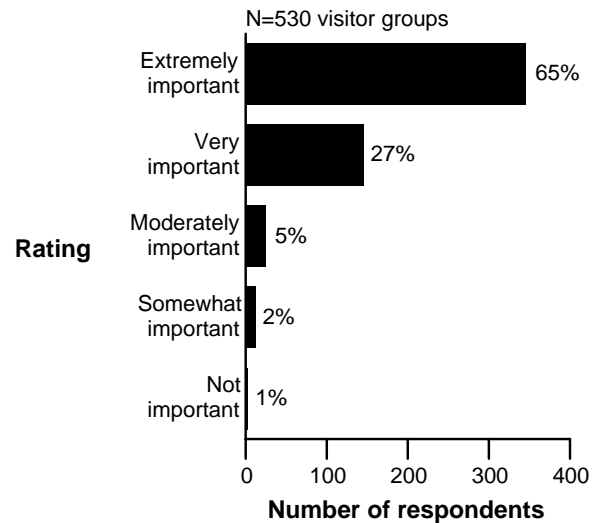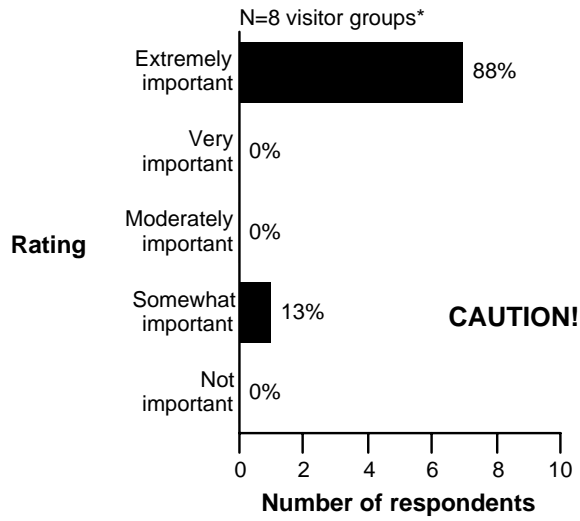**total percentages do not equal 100 because visitors could select more than one answer

N=8 visitor groups*

Rating	
Extremely important	88%
Very important	0%
Moderately important	0%
Somewhat important	13%
Not important	0%

CAUTION!

0 2 4 6 8 10
Number of respondents

N=65 visitor groups

Rating	
Extremely important	82%
Very important	9%
Moderately important	9%
Somewhat important	0%
Not important	0%

0 20 40 60
Number of respondents

**Figure 99: Importance of law enforcement/
emergency/visitor assistance**

**Figure 100: Importance of access for
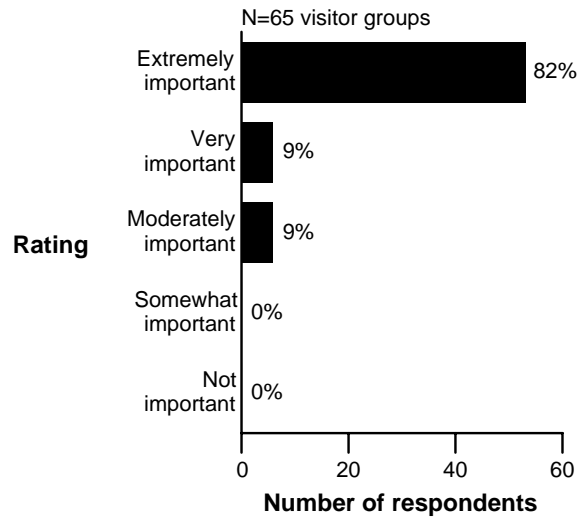disabled persons**

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
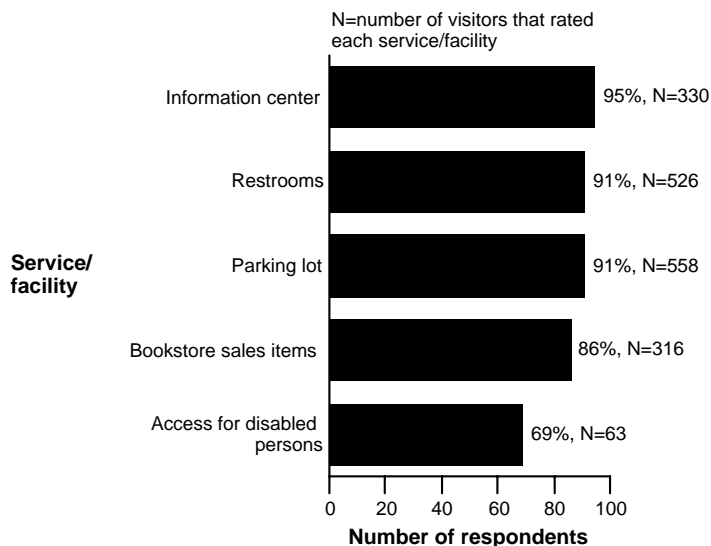
Quality ratings of visitor services and facilities

Question 13c

Finally, for only those services and facilities that you or your personal group used, please rate their quality from 1-5.

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

Results

- Figure 101 shows the combined proportions of "very good" and "good" quality ratings for visitor services and facilities that were rated by 30 or more visitor groups.

- The services/facilities that received the highest combined proportions of "very good" and "good" quality ratings were:

    95% Information center
    91% Restrooms
    91% Parking lot

- Figures 102 to 107 show the quality ratings for each facility.

- The service/facility receiving the highest "very poor" quality rating was:

    3% Access for disabled persons

N=number of visitors that rated each service/facility

Information center — 95%, N=330
Restrooms — 91%, N=526
Parking lot — 91%, N=558
Bookstore sales items — 86%, N=316
Access for disabled persons — 69%, N=63

Service/facility

0   20   40   60   80   100
Number of respondents

Figure 101: Combined proportions of "very good" and "good" quality ratings for visitor services and facilities

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=330 visitor groups

Rating	
Very good	56%
Good	39%
Average	4%
Poor	0%
Very poor	1%

Number of respondents

Figure 102: Quality of information center

N=316 visitor groups*

Rating	
Very good	42%
Good	44%
Average	13%
Poor	<1%
Very poor	1%

Number of respondents
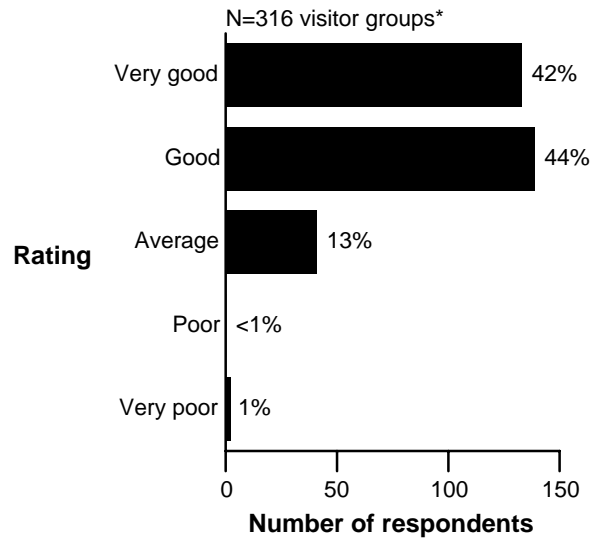
Figure 103: Quality of sales items in bookstores

N=558 visitor groups*

Rating	
Very good	61%
Good	30%
Average	8%
Poor	1%
Very poor	<1%

Number of respondents
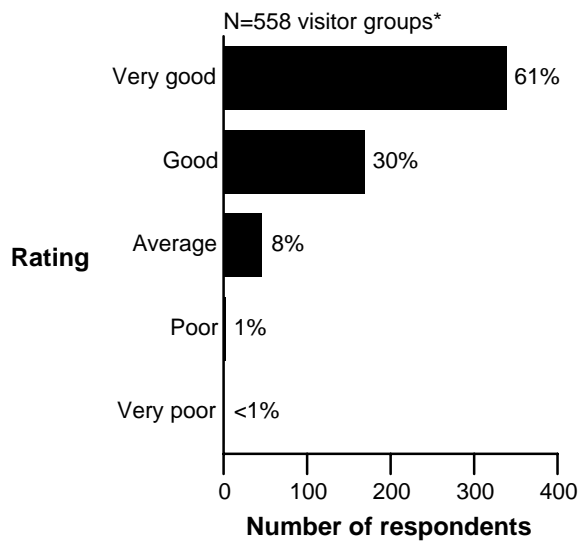
Figure 104: Quality of parking lot

N=526 visitor groups

Rating	
Very good	58%
Good	33%
Average	8%
Poor	1%
Very poor	0%

Number of respondents

Figure 105: Quality of restrooms

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

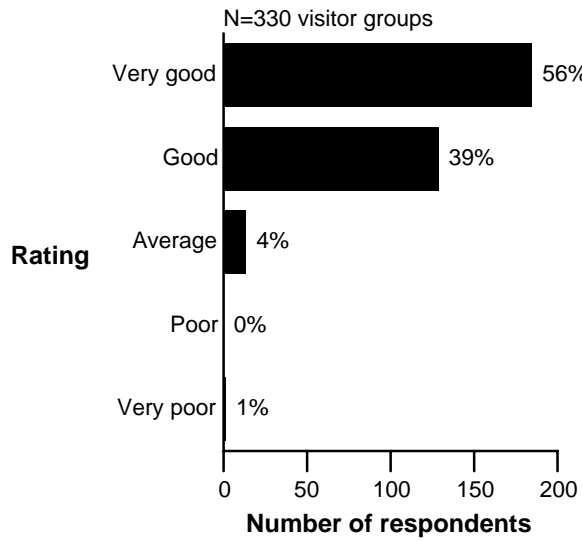N=8 visitor groups

Rating	
Very good	50%
Good	25%
Average	25%
Poor	0%
Very poor	0%

CAUTION!

Number of respondents

**Figure 106: Quality of law enforcement/
emergency/visitor assistance**

N=63 visitor groups*

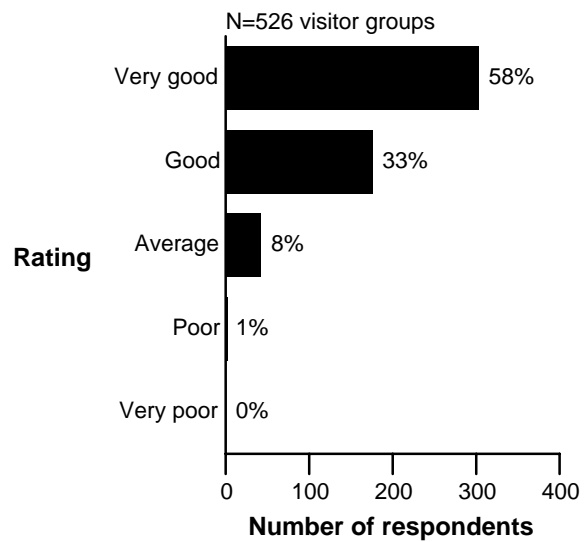| Rating	
Very good	56%
Good	13%
Average	24%
Poor	5%
Very poor	3%

Number of respondents

**Figure 107: Quality of access for disabled
persons**

*total percentages do not equal 100 due to rounding
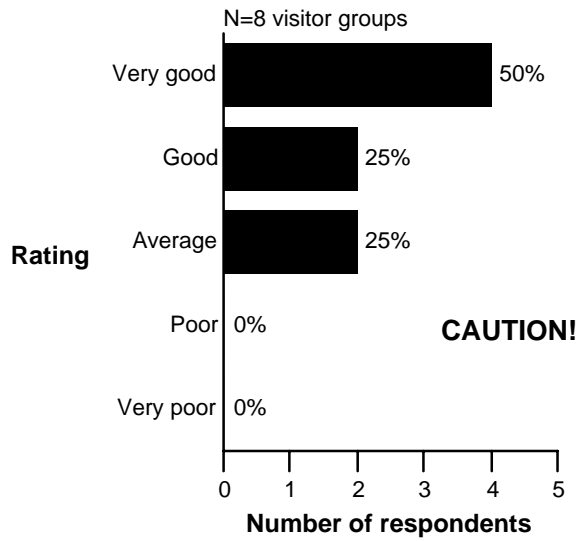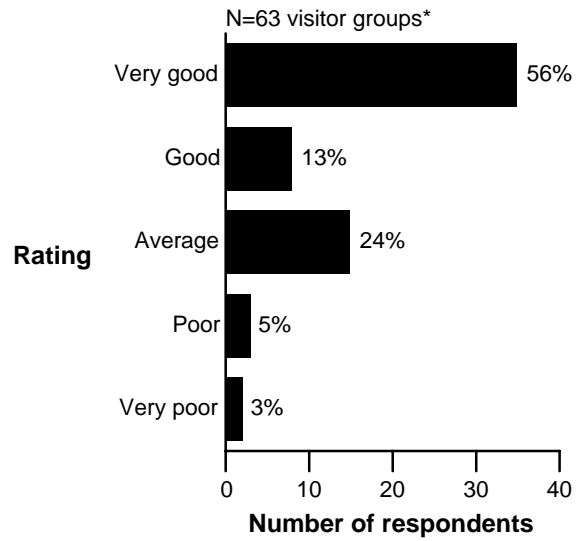**total percentages do not equal 100 because visitors could select more than one answer

Table 17: Comments on services/facilities
N=102 comments

Service/facility	Comment
Access for disabled persons	Disabled parking was easy
	Elevators were accessible
	Handicapped button for doors hard to find and not close to doors
	Have golf cart for transportation in the park
	It would be nice to have elevator put next to the flag walk
	Need electric wheelchair rental
	Need more parking for disabled
	Need more parking places for disabled
	Need more wheelchair rentals to be available
	Need seating areas
	Need to be more aware of disabled needs
	Parking lot could have been closer
	Restrooms were accessible
	Wheelchair access is minimal
	Wheelchair availability was nice
Cafeteria	Pleasant personnel
	Well organized
Information center	Biggest disappointment of visit
	Clean
	Could have been a little more friendly
	Did not have my questions answered
	One person to help a big number of visitors
	Professional service
	Provided valuable information for the visit
	The staff was courteous
	The staff was helpful
	Welcoming
Mist tent	Nice for kids
	Pricey to photograph Mount Rushmore
Restrooms	Clean
	Good
	Well kept
	Hand dryers were out of order
	Baby changing station at ice cream shop restroom is too close to hand dryers
	Closed for cleaning a lot
	Convenient
	Good location
	Need more restrooms
	Need more stalls for less waiting
	Not enough room for baby strollers
	Stocked
	Thank you
	Trash cans were full

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 17: Comments on services/facilities
(continued)

| Visitor service/facility	Comment
Parking lot	Disappointed that could not use Golden Pass/park pass
	Expensive
	Clean
	Covered parking was nice
	Parking was difficult for large vehicles
	Well maintained
	Absolute best addition to the memorial site
	Campers did not stop in front of memorial to let pedestrians pass
	Consider re-striping
	Easy access
	Easy to enter and exit the parking lot
	Efficient
	Excellent signs at the exit to highway
	Liked the shaded parking spaces
	Motorhomes and campers could park closer than handicapped
	Need a special area with signs for motorcycles
	Need closer parking for disabled
	Need more parking for disabled
	Nice
	Not enough parking spaces for handicapped
	Note in brochures and website that there is a parking fee
	Parking should be free
	Parking was close to site
	Parking was free in the past
	Provide discounts
	Provided wheelchairs were helpful
	Spaces were too narrow
	Staff was excellent
	Thank you
	Well stocked
Sales items in bookstore	Could not find park stickers for vehicle
	Good
	High quality selection
	The gift shop told the children that they couldn't make change for souvenir coin press collection
	There was more assistance available at bookstore than at information center
Trash cans	Not readily available

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Mean scores of importance and quality ratings of visitor services and facilities

- Figures 108 and 109 show the mean scores of importance and quality ratings for all visitor services and facilities that were rated by 30 or more visitor groups.

- All visitor services/ facilities were rated above average in importance and quality.
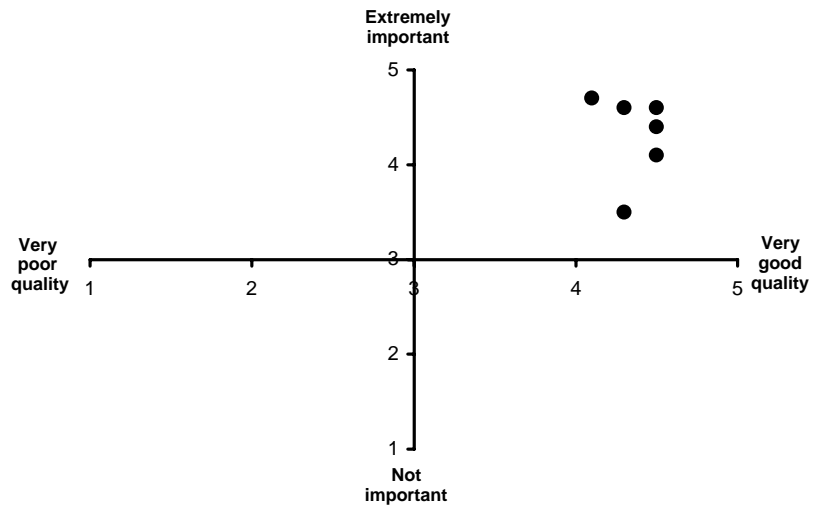
Figure 108: Mean scores of importance and quality ratings for visitor services and facilities
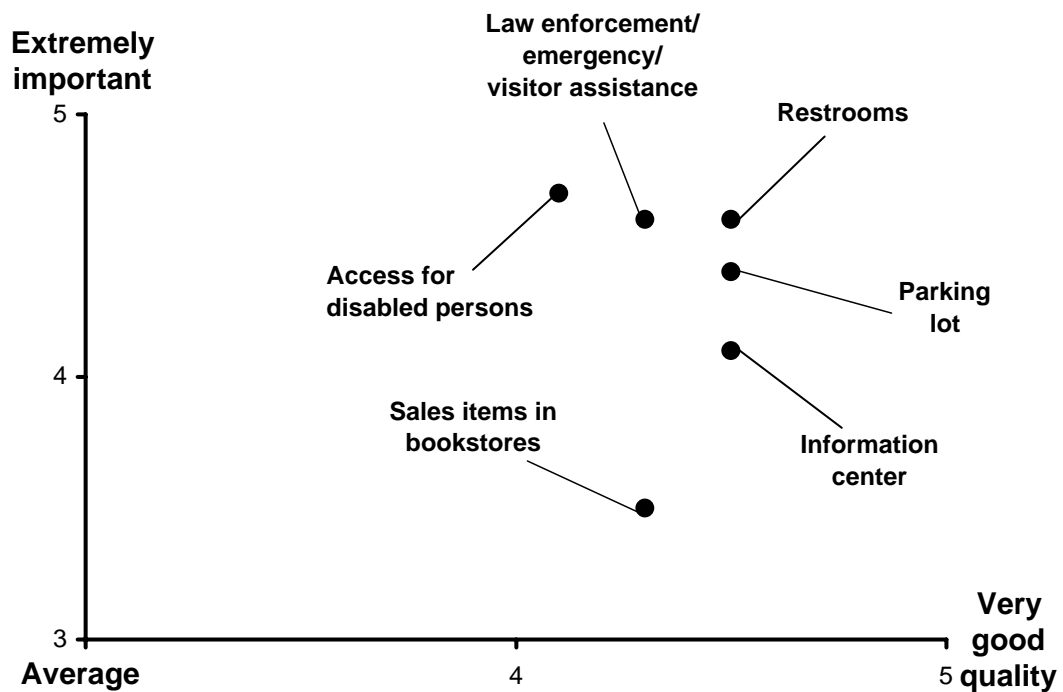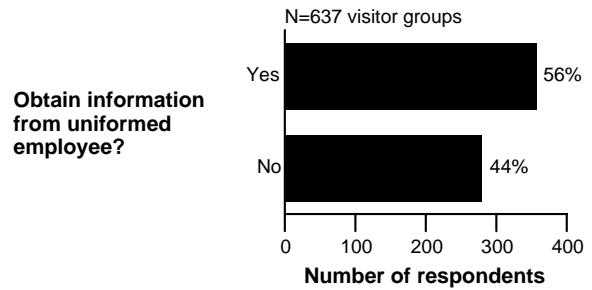
Figure 109: Detail of Figure 108

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Quality of personal interaction with park rangers

Question 8a

During this visit to Mount Rushmore National Memorial, did you and your personal group obtain information from a Mount Rushmore National Memorial uniformed employee (park ranger/ volunteer/concession employee)?

Results

- 56% of visitor groups obtained information from a uniformed employee (see Figure 110).

Question 8b

On a scale from 1 to 5, please rate the quality of your interaction with the park ranger/volunteer/concession employee.

Results

- Figure 111 shows that 97% of the visitor groups rated employee helpfulness as "very good" or "good."

- Figure 112 shows that 98% of the visitor groups rated employee courteousness as "very good" or "good."

N=637 visitor groups

Obtain information from uniformed employee?

Yes — 56%
No — 44%

Number of respondents

Figure 110:   Visitor groups who obtained information from uniformed employee

Helpfulness

N=355 visitor groups*

Rating

Very good — 70%
Good — 27%
Average — 3%
Poor — <1%
Very poor — 0%

Number of respondents
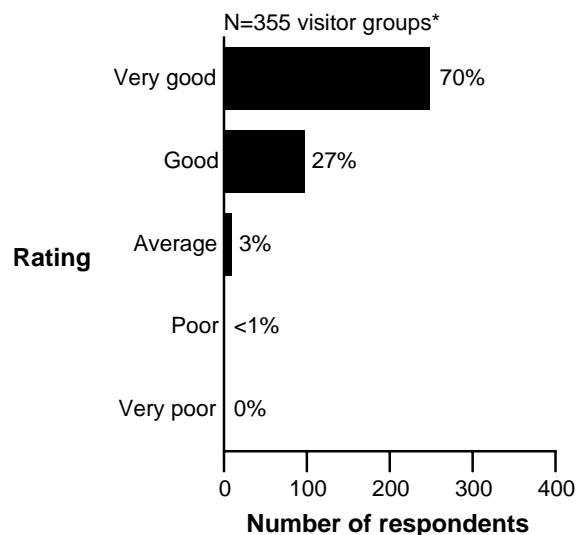
Figure 111:   Quality of personal interaction with a park ranger: Helpfulness

Courteousness

N=349 visitor groups

Rating

Very good — 77%
Good — 21%
Average — 2%
Poor — 0%
Very poor — 0%

Number of respondents
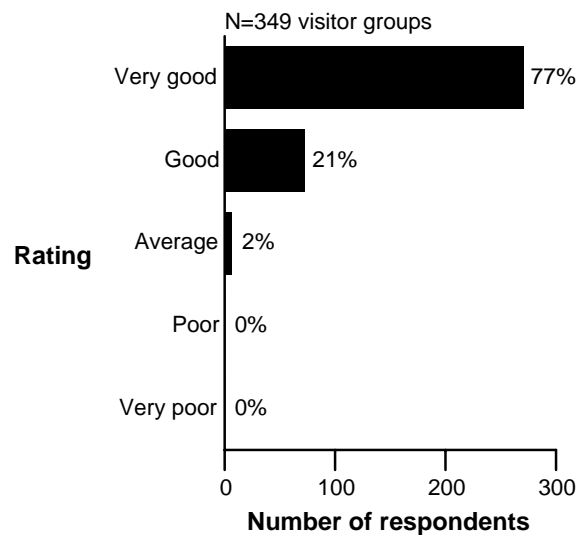
Figure 112:   Quality of personal interaction with a park ranger: Courteousness

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Quality of dining or shopping experience

Question 15a
> On this visit did you and your personal group eat in the Mount Rushmore National Memorial restaurant/snack shop or shop in the gift shop?

Results
- 56% of visitor groups ate at the park restaurant/snack shop or shopped in the gift shop (see Figure 113).

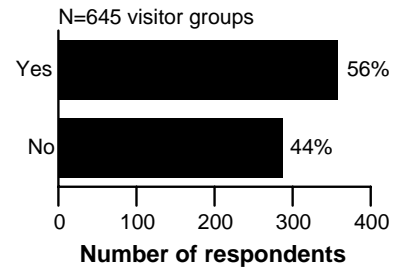Question 15b
> Please indicate how the following elements may have affected you and your personal group's dining or shopping experience.

Results
- Figures 114 to 118 show the quality ratings for each food service element.

N=645 visitor groups

Eat in restaurant/ snack shop or shop in gift shop?

Yes 56%
No 44%

Number of respondents

Figure 113:   Visitor groups who ate in restaurant or shopped in gift shop

Quality of food services

N=259 visitor groups*

Rating

Very good 20%
Good 49%
Average 29%
Poor 1%
Very poor <1%

Number of respondents
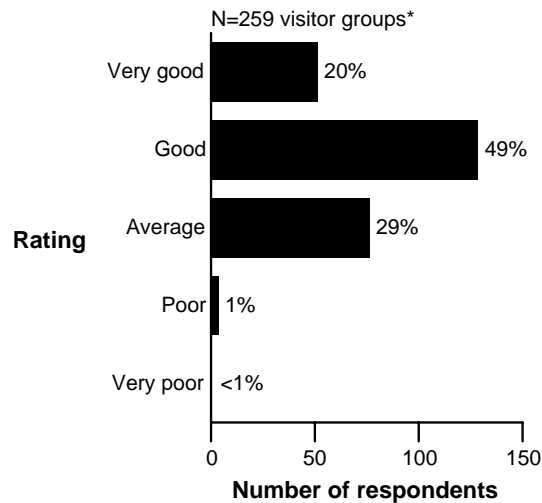
Figure 114:   Quality of choice of menu items

N=250 visitor groups*

Rating

Very good 23%
Good 48%
Average 27%
Poor 2%
Very poor <1%

Number of respondents
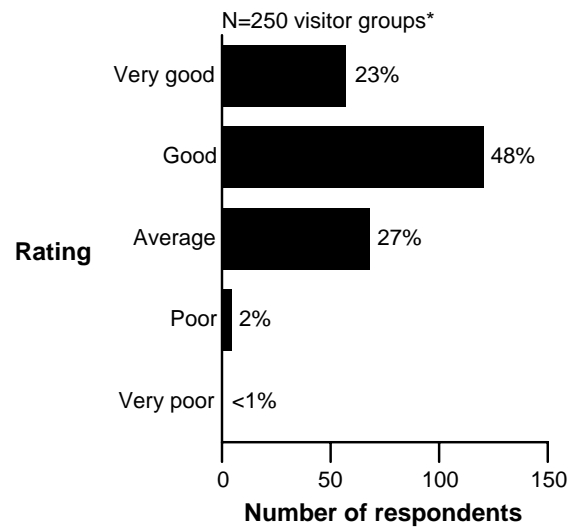
Figure 115:   Quality of preparation of menu items

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

N=262 visitor groups*

Rating

Very good 15%
Good 31%
Average 46%
Poor 7%
Very poor 2%

0   50   100   150
Number of respondents

Figure 116:   Quality of price

N=263 visitor groups*

Rating

Very good 48%
Good 42%
Average 8%
Poor 1%
Very poor <1%

0   50   100   150
Number of respondents

Figure 117:   Quality of facility appearance

N=249 visitor groups

Rating

Very good 28%
Good 42%
Average 25%
Poor 4%
Very poor 1%

0   50   100   150
Number of respondents
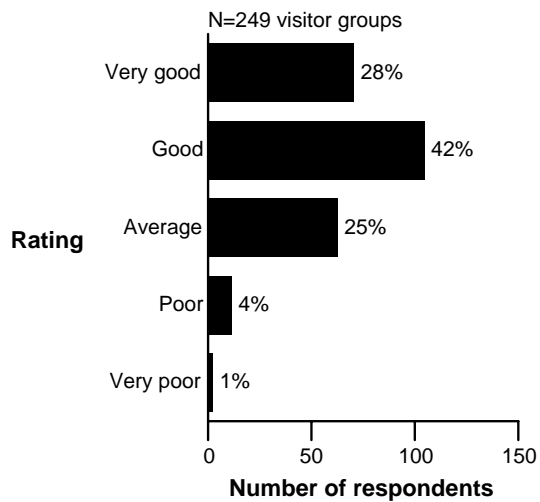
Figure 118: Quality of length of wait

Results

- Figure 119 shows how long, in minutes, visitor groups waited for food service.

- 71% of visitor groups waited up to ten minutes.

- 18% waited 16 minutes or more.

N=65 visitor groups

Length of wait (minutes)

16 or more 18%
11-15 11%
6-10 26%
1-5 45%

0   10   20   30
Number of respondents

Figure 119:   Length of wait for food service

*total percentages do not equal 100 due to rounding
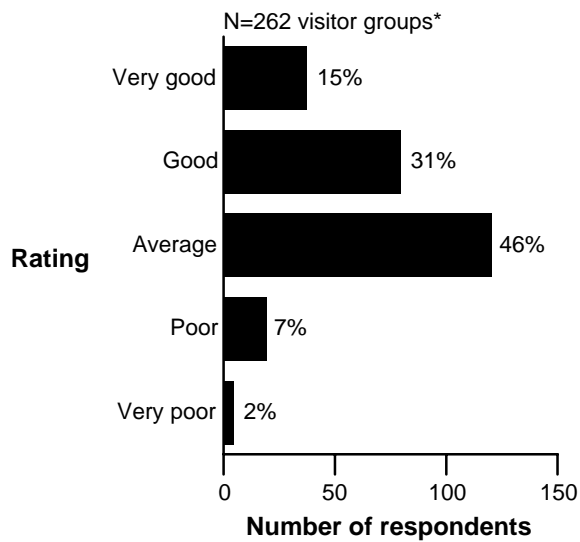**total percentages do not equal 100 because visitors could select more than one answer
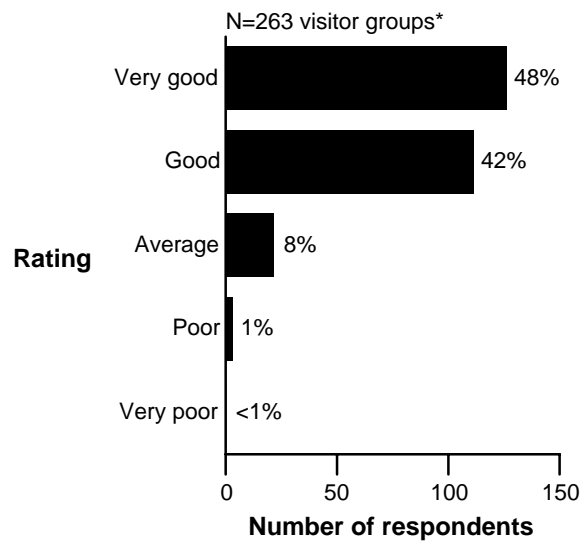
Table 18: Visitor comments about food services
N=41 comments

Food service	Comment
Food service (general comments)	Friendly and helpful cashier who assisted carrying trays
	Pleasantly surprised
	Too crowded
Appearance of facility	Dining room was beautiful
	Dining room was clean
	Tables were not cleaned very quickly
	Paper products were blown by the wind
	We really liked the old location
Choice of menu items	Soft serve ice cream was delicious
	Soft serve ice cream was inexpensive
	Children thought the ice cream was ok
	Drink machines were not working
	Food tasted bad
	Ice cream was served in huge proportions
	Need more sorbet flavors
	No fresh meals were available after 4pm two days in a row
	No salads were available
	Seemed annoyed by our presence
	Should serve pizza beyond 3pm
	Very good
	Wanted chocolate dipped ice cream but only soft serve was available
	We came for 'Monumental' ice cream cones but they did not serve them anymore
	We really liked the old menu
	We wished the dinner menu also incorporated the lunch menu. We ate ice cream for dinner.
Length of wait	Need better traffic management
Preparation of menu items	Pizzas were great
	Prepared hot sandwiches were not fresh—left under warming lights too long
	The food was tasteless
	Very nice
Price	Very expensive
	Expensive but good quality
	Good price for the whole family
	Ice cream had a good price for the given quantity
	Pizza priced well
Ice cream	Teens and girls got huge cones/cups. We got small ones

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
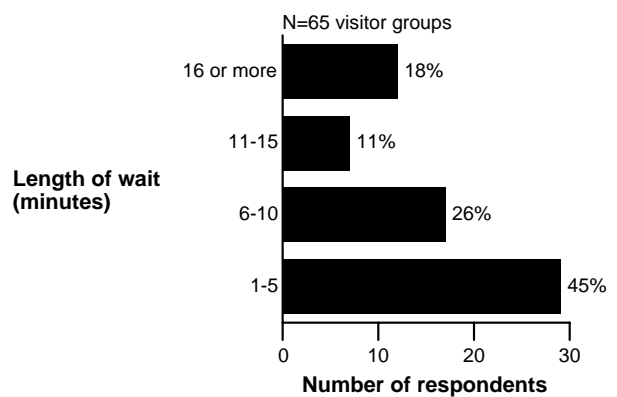
Quality of gift shop

Question 15b
  Please indicate how the following elements may have affected you and your personal group's dining or shopping experience.

Results
  • Figures 120 to 123 show the quality ratings for each gift shop element.

N=294 visitor groups*

Rating	
Very good	38%
Good	41%
Average	19%
Poor	<1%
Very poor	1%

Number of respondents

Figure 120:   Quality of choice of sales items

N=294 visitor groups*

Rating	
Very good	34%
Good	43%
Average	22%
Poor	1%
Very poor	<1%

Number of respondents

Figure 121:   Quality of sales items

N=291 visitor groups

Rating	
Very good	13%
Good	38%
Average	42%
Poor	6%
Very poor	1%

Number of respondents
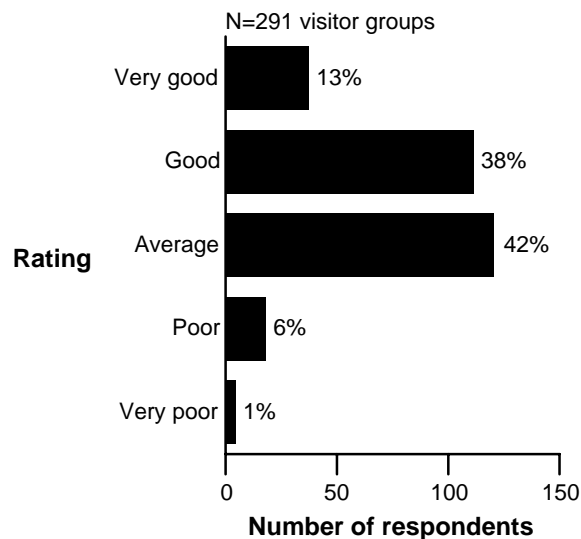
Figure 122:   Quality of price

*total percentages do not equal 100 due to rounding
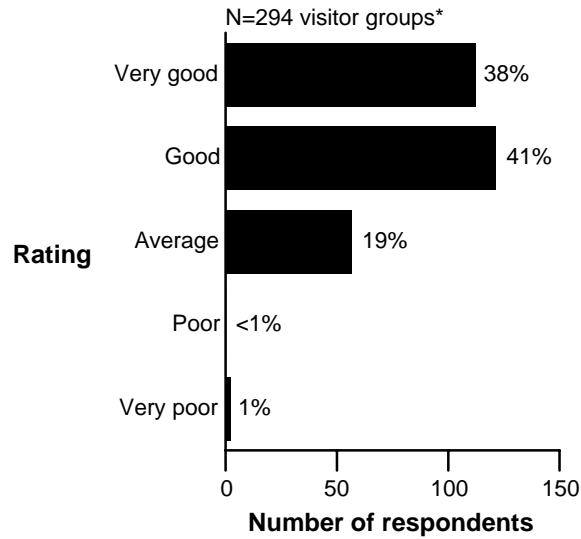**total percentages do not equal 100 because visitors could select more than one answer
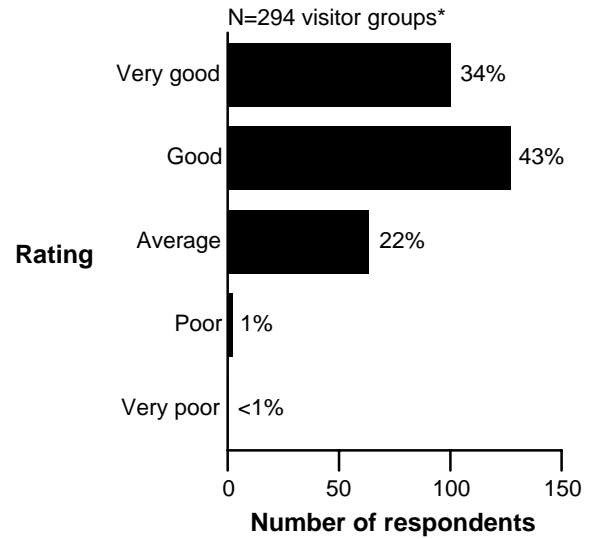
Results

- Figure 124 shows how long, in minutes, visitor groups waited in park gift shop.

- 59% of visitor groups waited up to five minutes.

- 16% waited six to ten minutes

N=257 visitor groups

Rating

Figure 123: Quality of length of wait

N=74 visitor groups*

Length of wait (minutes)
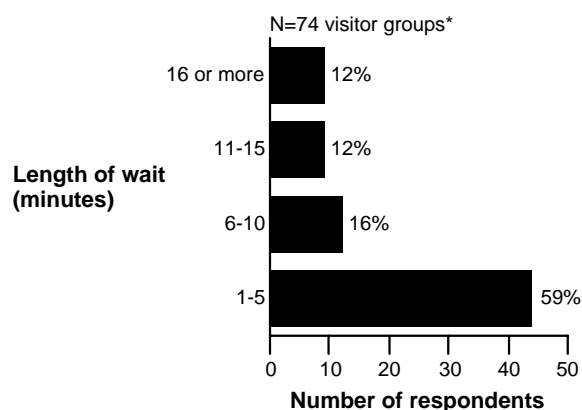
Figure 124:   Length of wait in gift shop

Table 19: Visitor comments about gift shop
N=51 comments

Gift shop	Comment
Gift shop (general comments)	American made signs were very confusing as compared to actual items
	Did not find help on sales floor with pricing item
	Did not purchase anything
	Excellent
	No sale items
	Small area for the amount of shoppers
	Spent over $100 on basic items like t-shirts and charms
	Too crowded
Length of wait	After waiting in one line to pay
	Confusing and long lines
	I waited in line about 15 minutes
	It was very busy
	Jewelry counter had long wait to check out with no other persons in line
	Only one person at cash register and she was helping someone to buy a membership so we all had to wait a long time
	Signs for ordering and paying are confusing
	Wait was long even during the day
	Well organized

*total percentages do not equal 100 due to rounding
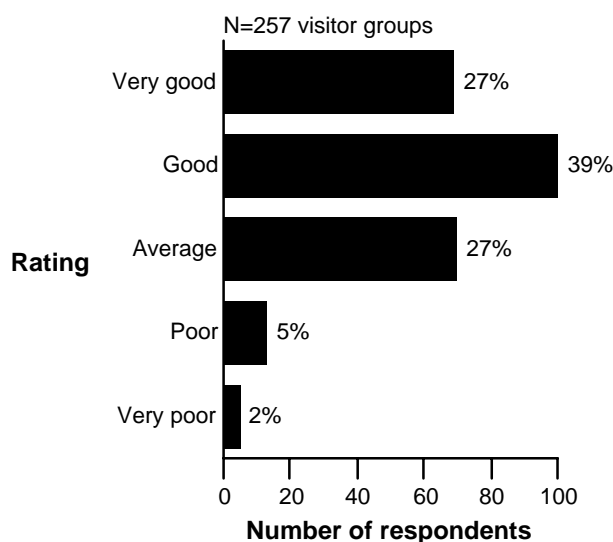**total percentages do not equal 100 because visitors could select more than one answer

Table 19: Visitor comments about gift shop
(continued)

Gift shop	Comment
Choice of sales items	Too many items made in China
	Big size shirts were not available
	Had something for everyone
	American made jewelry was good
	Bag of small stones from the carvings to show the type of rocks would be nice
	Be creative
	Excellent
	Impressed by appearance
	Ladies zip up sweat jacket
	Need a bigger collection of women's and children's t-shirts
	No books on Teddy Roosevelt
	No infant clothes were available
	No laser cuts of wolves
	Poor sweatshirt selection
	Poor variety in clothing items
	Small variety of picture frames
	The gift shop should carry all available collectible items including the individual passport sticker for Mount Rushmore
	Unable to find a Mount Rushmore Christmas tree ornament
	Was excited to find good items for gifts
	Was not able to find any reading material in the German language
	Would like to see more than one color/style to choose from
Price	Very pricey
	Price was too high for items that come from China
	Too expensive for a disabled veteran
Quality of sales items	Some items did not resemble the presidents

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Parking fee

Question 31a

In your opinion, how appropriate is the parking garage fee ($8/vehicle/year or $50/bus/day) you paid to park at Mount Rushmore National Monument during this visit?
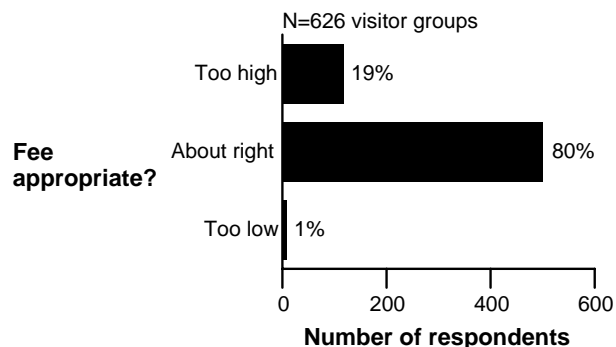
Results

- 80% of visitor groups rated the parking garage fee "about right" (see Figure 125).

- 19% rated the fee "too high."

Question 31b

Please provide any comments about parking.

Results

- See responses in Table 20 below.

Figure 125: Appropriateness of parking garage fee

Table 20: Comments about parking fee
N=320 comments

Comment	Number of times mentioned
Good	49
Expensive	17
Excellent	13
Should be free for national park pass holders	12
Should be free of charge	12
Convenient	10
Easy parking	10
Parking fee was fair	10
Nice facility	10
Clean	8
Need more parking, especially for larger vehicles	8
Easy access to memorial	7
Accessible	6
Rangers directing traffic were helpful	6
Should not have a charge for Golden Pass holders	6
The annual charge is worthless	6
A $5 fee per car would be right	5
Appreciate the covered/shaded parking	5
Did not have any problem using it	5
Efficient, well managed	5
Easy going in and out	4
Spaces were too small	4
There was no fee in the past	4
Annual charge is about right	3
Could not find handicapped parking	3

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 20: Comments about parking fee
(continued)

Comment	Number of times mentioned
Crowded	3
Disappointed that there are no discounts for seniors	3
Long distance from the site	3
Need better signage at exits	3
Safe	3
Thank you	3
Thought parking charge was higher	3
Appreciate the low price	2
Best parking I've seen at a national park	2
Families may enjoy the price	2
For one day the charge was high	2
Give pass holders a discount	2
Great idea to have the ramp	2
Handicapped accessible	2
Hard to navigate	2
Need better signage	2
Need more handicapped parking spaces	2
Should have a daily charge	2
Signs were clearly marked/easy to follow	2
There were plenty of parking places	2
Used the handicapped sign	2
Annual fee is low	1
Appreciate half price discount for church youth group	1
Bikes should pay half the price	1
Difficulty walking	1
Disability card was not valid for parking	1
Easy to find	1
Easy to get out even after lighting ceremony	1
Friendly	1
Glad that bicycles don't pay	1
Handicapped RV was great idea	1
Hopefully collected fees help to fund all that the memorial offers	1
How much does it cost to maintain a parking lot?	1
I don't mind paying a vehicle fee to see one of our national treasures	1
I'm glad it's private	1
Inform visitors that pass is valid for a year	1
It seems you are trying to charge a park entrance fee indirectly	1
It should be good for any other vehicle in our household	1
It was good that I could park a tent trailer	1
It was hot	1
It was too late for us to get into the free parking area	1
Liked the 'full' signs	1
Liked the way it used to be	1
Lower fee for one time visitors	1
More information about handicapped parking at parking garage	1
Need better signs directing foot traffic to memorial	1
Need specific area for motorcycles	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 20: Comments about parking fee
(continued)

Comment	Number of times mentioned
Nice to have a pass for a whole week	1
Parking has improved	1
Parking pass was nice	1
Parking structure worked well if people followed the numbers	1
Spacious	1
Thank you for not being outrageous	1
Thanks for being able to come and go for 24 hours	1
The charges help with the expenses of the park	1
The level sheltered parking was a great idea	1
The ramp takes away from some of the old charm	1
The RV parking was congested and confusing	1
There was plenty of parking for handicapped	1
This is the only National Monument where there is parking fee	1
Very helpful to have people drive to spot to park RV	1
Well lit	1
Well staffed	1
You need to warn annual pass holders in advance that it's a concession	1

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
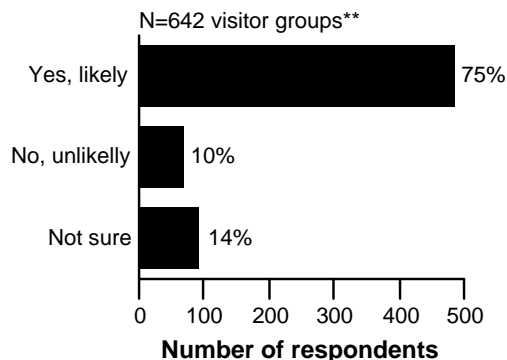
Preferences for future visit

Question 14a
  Would you and your personal group visit
  Mount Rushmore National Memorial again?

Results
- 75% of visitor groups would visit the park in the future (see Figure 126).

- 14% were "not sure."

N=642 visitor groups**

Visit again?		
Yes, likely		75%
No, unlikelly		10%
Not sure		14%

Number of respondents

Figure 126: Likelihood of a future visit

Question 14b
  Why or why not?

Results
- Table 21 shows reasons visitor groups would or would not visit again in the future.

Table 21: Reasons for visiting again or not
N=447 comments

Likelihood of visit	Comment
Yes, likely	Bring family/friends to the park
	Enjoyed the visit
	The visit is interesting
	It is great
	It is a beautiful monument
	Love it
	Need to spend more time
	There is more to see
	Important part of American history
	Learn more
	The view is great
	The visit was educational/informative
	Important historical monument
	Historical reasons
	The monument is impressive
	Like the area
	Nice place to visit
	Participate in more activities
	Will come back for the lighting ceremony
	Beautiful park
	Beautiful scenery
	Enjoyed the concert
	It is inspiring
	It is very moving

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 21: Reasons for visiting again or not
(continued)

Likelihood of visit	Comment
Yes, likely	Visit when travel again in the area
	Amazing site
	Children will visit in the future
	Have relatives in the area
	It is well-maintained
	It should be viewed by everyone
	Regular visitor
	The memorial is inspiring
	Will return when children are older
	Family tradition
	Great family destination
	Great for vacation
	It is a tradition
	It is well presented
	The visit is affordable
	To see any changes in the park
	Will return when Brule play again
	Would like to return
	Always wanted to see it
	Clean site
	Cooler weather
	Did not visit the museum
	Distance limit
	Easy to get around
	Gather more information
	It is a special place
	It is always a part of our visits to the Black Hills area
	It is educational for children
	It is important to remember
	Location
	Maybe visit if I travel again in the area
	Missed the information center
	More to do than in the past
	See the beauty of the monument again
	Teach the history to my family members
	The history of the memorial is interesting
	The park is close to home
	The site is always improving
	Think Golden Age Pass should be used
	Visit Crazy Horse
	Would like to see more of the Black Hills area
	Would like to visit again at night
	Would like to walk the trail
	You can never see it too many times

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Table 21: Reasons for visiting again or not
(continued)

| Likelihood of visit	Comment
No, unlikely	Other places to visit
	Long trip
	Once in a lifetime visit
	Have been there more than one time
	Old age
	Not coming back at this area
	Saw everything
	Just passing through
	Bad parking and accessibility for elderly
	Do not need to return
	Enjoyed the visit
	Expensive trip
	Have been there
	Lack of time
	Learned what we wanted
	Not interested
	Sad to see my ancestors sacred land desecrated with the heads of white men
	The Black Hills are beautiful but somewhat remote
	The park was too commercialized
Not sure	Long trip
	Other places to visit
	Have been there
	Have been there more than one time
	Maybe visit if I travel again in the area
	Old age
	Once in a lifetime visit
	Could not enjoy the exhibits
	Crowded place
	Depends on priorities
	Depends on travel plans
	Disability problems
	Lack of time
	May bring family/friends to the park
	Nice place to visit
	Not coming back at this area
	Not interested in anything else in the area
	Not sure we want to see it again
	Not usually in the area
	Saw everything
	The park was too commercialized
	Will visit if we have time

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Interpretive programs/information services

Question 19

On a future visit, would you and your personal group be interested in learning about cultural and natural history/ features of Mount Rushmore National Memorial?
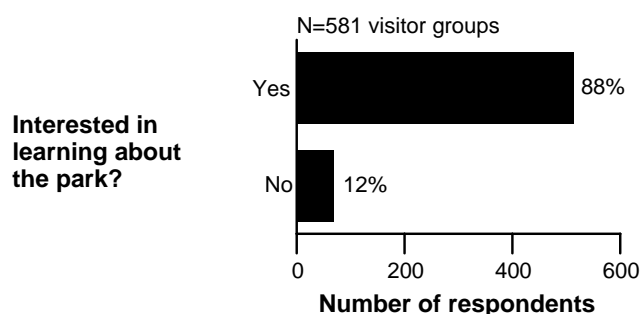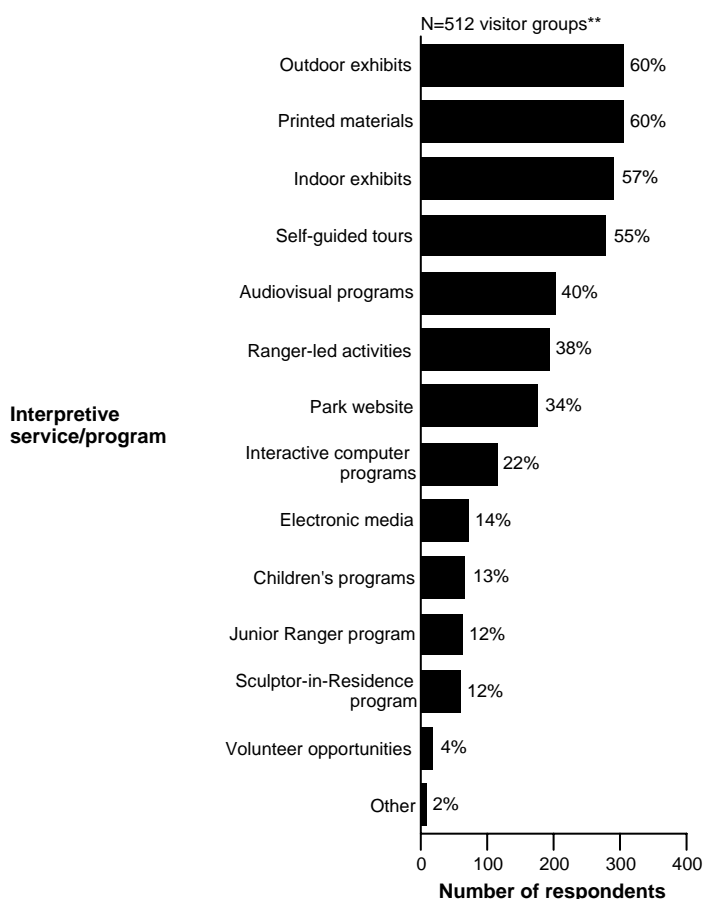
Results

- 88% of visitor groups would be interested in learning about the park (see Figure 127).

N=581 visitor groups

Interested in learning about the park?

Yes ▮ 88%

No ▮ 12%

Number of respondents
0   200   400   600

Figure 127:   Interest in learning about the park

Question 19

On a future visit, how would you and your personal group prefer to learn about cultural and natural history/ features of Mount Rushmore National Memorial?

Results

- As shown in Figure 128, the preferred ways of learning included:

  60% Outdoor exhibits
  60% Printed materials
  57% Indoor exhibits
  55% Self-guided tours

- "Other" interpretive programs/ information services (2%) included:

  Art projects for adolescents
  Explosion demonstration
  More hiking trails around the monument
  Native American music and dances
  Self-guided numbered brochure with facts
  Stage presentations
  Unbiased information sources

N=512 visitor groups**

Interpretive service/program

Outdoor exhibits — 60%
Printed materials — 60%
Indoor exhibits — 57%
Self-guided tours — 55%
Audiovisual programs — 40%
Ranger-led activities — 38%
Park website — 34%
Interactive computer programs — 22%
Electronic media — 14%
Children's programs — 13%
Junior Ranger program — 12%
Sculptor-in-Residence program — 12%
Volunteer opportunities — 4%
Other — 2%

Number of respondents
0   100   200   300   400

Figure 128:   Interpretive programs/information services preferred for future visit

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer
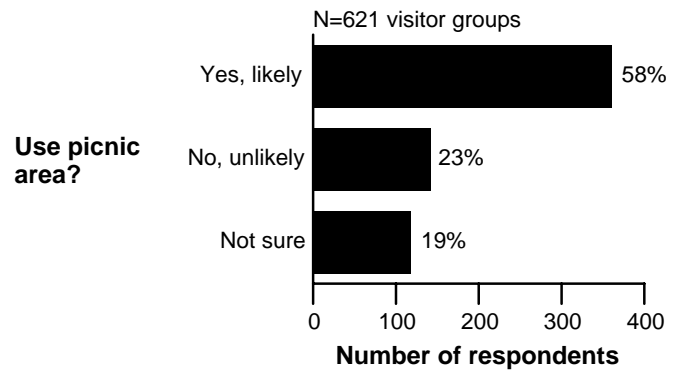
Additional services

Question 32
Mount Rushmore National Memorial is considering adding additional services. Would you and your personal group use a picnic area or hiking trail?
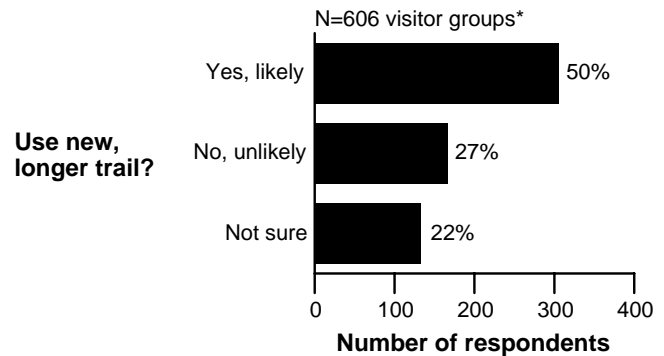
Picnic area

Results

- 58% of visitor groups would use a picnic area (see Figure 129).

- 23% said it was unlikely that they would use a picnic area in the future.

N=621 visitor groups

Figure 129:   Future use of picnic area

New, longer hiking trail

- 50% of visitor groups would use a new, longer trail (see Figure 130).

- 27% would not use one.

N=606 visitor groups*

Figure 130:   Future use of new, longer hiking trail

*total percentages do not equal 100 due to rounding
**total percentages do not equal 100 because visitors could select more than one answer

Overall Quality

Question 25
    Overall, how would you rate the quality of the
    visitor facilities, services, and recreational
    opportunities provided to you and your
    personal group at Mount Rushmore National
    Memorial during this visit?

Results
- 96% of visitor groups rated the overall
    quality as "very good" or "good" (see
    Figure 131).

- Less than 2% rated the overall quality as
    "very poor" or "poor."

N=638 visitor groups*

Rating	
Very good	65%
Good	31%
Average	4%
Poor	<1%
Very poor	<1%

Number of respondents

**Figure 131: Overall quality of visitor facilities,
services, and recreational
opportunities**

*total percentages do not equal 100 due to rounding
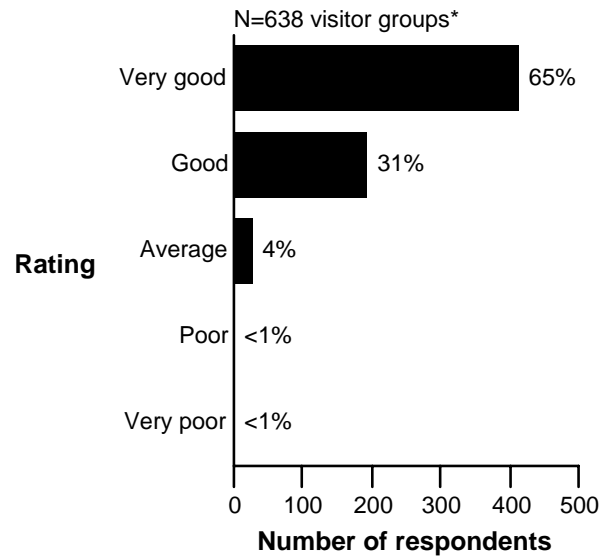**total percentages do not equal 100 because visitors could select more than one answer

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Visitor Comments

Planning for the future

Question 33
   If you were a manager planning for the future
   of Mount Rushmore National Memorial, what
   would you propose?

Results
- 38% of visitor groups (N=245) responded to this question.

- Table 22 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 22: Planning for the future
N=356 comments;
some visitor groups made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Other comments	4
INTERPRETIVE SERVICES	
Have more color/bright lights in the evening ceremony	9
Provide more information about the presidents	9
Provide more information on Native Americans	9
Have hands-on exhibits for children	7
Make lighting ceremony more interesting	5
Give more information on Native American history	2
Give more information on the geology of the area	2
Provide more hands-on exhibits	4
Provide more information on nature (plants, wildlife)	4
Continue to build upon a patriotic theme	3
Provide more activities for children	3
Provide more ranger talks/programs	3
Provide more ranger-led tours	3
Enhance learning experience	2
Give brochures with park activities at the entrance	2
Have costumed interpreters talking to visitors	2
Have more informational movies	2
Other comments	55
POLICIES/MANAGEMENT	
Advertise the park more	3
Have additional charge to hike on top of the mountain	3
Have free parking	3
Limit commercialization	3
Provide more affordable food	2
Other comments	14

Table 22: Planning for the future
(continued)

Comment	Number of times mentioned
FACILITIES/MAINTENANCE	
Create more shaded resting areas	9
Provide access to the Hall of Records	8
Create a picnic area in the park	7
Build longer trails	6
Build more hiking trails	6
Have a tram/lift to the top of Mount Rushmore	5
Create camping facilities in the area	4
Have more water fountains	4
Provide transportation on site (e.g. golf cart)	4
Do not create any more buildings	3
Improve handicap access	3
Build a sky tower for viewing	2
Create a moving sidewalk	2
Have air-conditioned areas	2
Have an elevator to different sites (e.g. sculptor's studio)	2
Have more restrooms	2
Have more trash cans available	2
Preserve the sculpture	2
Other comments	38
GENERAL COMMENTS	
Nothing	21
Not sure	17
Keep it as it is	14
Add screens at the terrace showing the lighting ceremony	2
Use surveys to get visitors' opinions	2
Keep the park natural	2
Other comments	26

Additional comments

Question 34
>   Is there anything else you and your group
>   would like to tell us about your visit to Mount
>   Rushmore National Memorial?

Results
- 39% of visitor groups (N=253) responded to this question.

- Table 23 shows a summary of visitor comments. A complete copy of hand-written comments is included in the Visitor Comments Appendix.

Table 23: Additional comments
N=518 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
The staff was friendly	7
The staff was helpful	5
The staff was professional	5
The staff was courteous	2
Other comments	11
INTERPRETIVE SERVICES	
The visit was educational/informative	9
Enjoyed the Brule concert	5
Learned a lot on history	3
Liked the lighting ceremony	3
The evening program was great	3
Like the movies	2
Other comments	32
POLICIES/MANAGEMENT	
Parking rate was fair	2
Other comments	7
FACILITIES/MAINTENANCE	
The sites were clean	17
Facilities were well maintained	8
The Avenue of Flags was great	7
All the changes distract from the monument	4
Facilities were wonderful	4
The place was too commercialized	4
Presidential trail was beautiful	4
There were a lot of improvements	4
Liked park better in its natural state	3
Nice monument	3
Clean restrooms	2
Cut trees to improve views	2
Need a picnic area in the park	2
Benches were uncomfortable	2
Facilities were crowded	2
Other comments	31

Table 23: Additional comments
(continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Other comments	5
GENERAL COMMENTS	
Enjoyed visit	77
Nothing	24
Thank you	16
Will return	13
The monument is very impressive	10
The monument was beautiful	10
Great place	9
Have visited the memorial in the past	9
The experience was better than expected	9
We did not have much time to see more	9
Good services	6
Great experience to see the memorial	6
The visit was interesting	6
Liked the ice cream	5
Loved it	5
Liked the place as it was in the past	4
Visited other sites	4
Keep it as it is	3
The monument is inspirational	3
The survey was long	3
You are doing a good job	3
It was a great experience	2
It was a memorable experience	2
Passing through from other destinations	2
The misting spray was useful on a hot day	2
The views were breathtaking	2
The visit was boring	2
Too bad the monument was not completed as planned	2
Other comments	72

APPENDICES

Appendix 1: The Questionnaire

Appendix 2: Additional Analysis

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible—you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- Aware that memorial is managed by NPS?
- Obtained information about park prior to visit?
- Sources of information used prior to visit
- Sources of information preferred for future visits
- Received needed information?
- Helpfulness of park website
- How did visit fit into travel plans?
- Primary reason for visiting Black Hills area
- Adequacy of directional signs
- Other historic sites visited in the area
- Overnight stay away form home
- Type of lodging used
- Have personal interaction with a ranger?
- Quality of interaction with ranger
- Reasons for visiting the memorial
- Expected activities
- Participated activities

- Length of visit - days
- Length of visit - hours
- Interpretive/information services used
- Importance of interpretive/information services
- Quality of interpretive/ information services
- Services/facilities used
- Importance of services/ facilities
- Quality of services/facilities
- Visit Mount Rushmore again?
- Eat in park restaurant/shop in gift shop?
- Quality of food services
- Quality of gift shop
- Saw or did what expected to?
- Topics learned on this visit
- Topics interested to learn on future visit
- Interpretive programs/ information services preferred for future visit
- With commercial guided tour?
- With school/educational group?
- With other organized group

- Group type
- Group size
- Number of vehicles
- Number of entries
- Visitor gender
- Visitor age
- State of residence
- Country of residence
- Number of visits in the past 12 months
- Number of visits in lifetime
- Hispanic/Latino ethnicity
- Visitor race
- Highest level of education
- Physical condition that limits access?
- Have difficulty accessing activities/services
- Type of physical condition
- How appropriate parking fee was?
- Likely of visiting picnic area
- Likelihood of visiting new, longer trail
- Overall quality of facilities, services, recreational opportunities

For more information please contact: Phone: 208-885-7863
Visitor Services Project, PSU   Fax: 208-885-4261
College of Natural Resources   Email: littlej@uidaho.edu
P.O. Box 441139   Website: http://www.psu.uidaho.edu
University of Idaho
Moscow, ID 83844-1139

Appendix 3: Decision Rules for Checking Non-response Bias

There are several methods for checking non-response bias. However, the most common way is to use some demographic indicators to compare between respondents and non-respondents (Dey 1997; Salant and Dillman 1994; Dillman 2000; Dillman, 2007; Stoop 2004). In this study, group type, group size and age of the group member (at least 16 years old) completing the survey were three variables that were used to check for non-response bias.

A Chi-square test was used to detect the difference in the response rates among different group types. The hypothesis was that group types are equally represented. If p-value is greater than 0.05, the difference in group type is judged to be insignificant.

Two independent-sample T-tests were used to test the differences between respondents and non-respondents. The p-values represent the significance levels of these tests. If p-value is greater than 0.05, the two groups are judged to be insignificantly different.

Therefore, the hypotheses for checking non-response bias are:

1. Respondents from different group types are equally represented
2. Average age of respondents – average age of non-respondents = 0
3. Average group size of respondents – average group size of non-respondents = 0

Table 1 shows no significant difference in group type. As shown in Table 2, the p-value for respondent/non-respondent group size test is greater than 0.05, indicating insignificant differences between respondents and non-respondents. Thus, non-response bias for group size is judged to be insignificant. However, the p-value for respondent/non-respondent age test is less than 0.05 indicating significant age differences between respondents and non-respondents. In regard to age difference, various reviews of survey methodology (Dillman and Carley-Baxter 2000; Goudy 1976, Filion 1976, Mayer and Pratt Jr. 1967) have consistently found that in public opinion surveys, average respondent ages tend to be higher than average non-respondent ages. This difference is often caused by other reasons such as availability of free time rather than problems with survey methodology. In addition, because unit of analysis for this study is a visitor group, the group member who received the questionnaire may be different than the one who actually completed it after the visit. Sometimes the age of the actual respondent is higher than the age of the group member who accepted the questionnaire at the park. Because the differences in two group parameters (group type and group size) are statistically insignificant, non-response bias is judged to be insignificant.

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Dillman D. A. (2000) *Mail and Internet Surveys: The Tailored Design Method*, 2nd Edition, New York: John Wiley and Sons, Inc.

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Dillman D. A. and Carley-Baxter L. R. (2000) *Structural determinants of survey response rate over a 12-year period*, 1988-1999, Proceedings of the section on survey research methods, 394-399, American Statistical Association, Washington, D.C.

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Mayer C. S. and Pratt Jr. R. W. (Winter 1966-Winter 1967) A Note on Non-response in a Mail Survey. *Public Opinion Quarterly*. Vol 30 (4): 637-646.

Salant, P. and Dillman, D. A. (1994) *How to Conduct Your Own Survey*. U.S.: John Wiley and Sons, Inc.

Stoop, I. A. L. (2004) Surveying Non-respondents. *Field Methods*, 16 (1): 23.

Appendix 4: Visitor Services Project Publications

Reports are available from the University of Idaho Park Studies Unit website:
www.psu.uidaho.edu/vsp.reports.htm. All studies were conducted in summer unless otherwise noted.

1982
 1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983
 2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method
 3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mount Rushmore National Memorial
 4. Mapping visitor populations: A pilot study at Yellowstone National Park

1985
 5. North Cascades National Park Service Complex
 6. Crater Lake National Park

1986
 7. Gettysburg National Military Park
 8. Independence National Historical Park
 9. Valley Forge National Historical Park

1987
 10. Colonial National Historical Park (summer & fall)
 11. Grand Teton National Park
 12. Harpers Ferry National Historical Park
 13. Mesa Verde National Park
 14. Shenandoah National Park (summer & fall)
 15. Yellowstone National Park
 16. Independence National Historical Park: Four Seasons Study

1988
 17. Glen Canyon National Recreational Area
 18. Denali National Park and Preserve
 19. Bryce Canyon National Park
 20. Craters of the Moon National Monument

1989
 21. Everglades National Park (winter)
 22. Statue of Liberty National Monument
 23. The White House Tours, President's Park
 24. Lincoln Home National Historic Site

1989 (continued)
 25. Yellowstone National Park
 26. Delaware Water Gap National Recreation Area
 27. Muir Woods National Monument

1990
 28. Canyonlands National Park (spring)
 29. White Sands National Monument
 30. National Monuments & Memorials, Washington, D.C.
 31. Kenai Fjords National Park
 32. Gateway National Recreation Area
 33. Petersburg National Battlefield
 34. Death Valley National Monument
 35. Glacier National Park
 36. Scott's Bluff National Monument
 37. John Day Fossil Beds National Monument

1991
 38. Jean Lafitte National Historical Park (spring)
 39. Joshua Tree National Monument (spring)
 40. The White House Tours, President's Park (spring)
 41. Natchez Trace Parkway (spring)
 42. Stehekin-North Cascades NP/Lake Chelan NRA
 43. City of Rocks National Reserve
 44. The White House Tours, President's Park (fall)

1992
 45. Big Bend National Park (spring)
 46. Frederick Douglass National Historic Site (spring)
 47. Glen Echo Park (spring)
 48. Bent's Old Fort National Historic Site
 49. Jefferson National Expansion Memorial
 50. Zion National Park
 51. New River Gorge National River
 52. Klondike Gold Rush National Historical Park, AK
 53. Arlington House-The Robert E. Lee Memorial

Visitor Services Project Publications (continued)

1993
54. Belle Haven Park/Dyke Marsh Wildlife Park (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

1994
64. Death Valley National Monument Backcountry (winter)
65. San Antonio Missions National Historical Park (spring)
66. Anchorage Alaska Public Lands Information Center
67. Wolf Trap Farm Park for the Performing Arts
68. Nez Perce National Historical Park
69. Edison National Historic Site
70. San Juan Island National Historical Park
71. Canaveral National Seashore
72. Indiana Dunes National Lakeshore (fall)
73. Gettysburg National Military Park (fall)

1995
74. Grand Teton National Park (winter)
75. Yellowstone National Park (winter)
76. Bandelier National Monument
77. Wrangell-St. Elias National Park & Preserve
78. Adams National Historic Site
79. Devils Tower National Monument
80. Manassas National Battlefield Park
81. Booker T. Washington National Monument
82. San Francisco Maritime National Historical Park
83. Dry Tortugas National Park

1996
84. Everglades National Park (spring)
85. Chiricahua National Monument (spring)
86. Fort Bowie National Historic Site (spring)
87. Great Falls Park, Virginia (spring)
88. Great Smoky Mountains National Park
89. Chamizal National Memorial
90. Death Valley National Park (fall)
91. Prince William Forest Park (fall)
92. Great Smoky Mountains National Park (fall)

1997
93. Virgin Islands National Park (winter)
94. Mojave National Preserve (spring)
95. Martin Luther King, Jr., National Historic Site (spring)
96. Lincoln Boyhood National Memorial
97. Grand Teton National Park
98. Bryce Canyon National Park
99. Voyageurs National Park
100. Lowell National Historical Park

1998
101. Jean Lafitte National Historical Park & Park (spring)
102. Chattahoochee River National Recreation Area (spring)
103. Cumberland Island National Seashore (spring)
104. Iwo Jima/Netherlands Carillon Memorials
105. National Monuments & Memorials, Washington, D.C.
106. Klondike Gold Rush National Historical Park, AK
107. Whiskeytown National Recreation Area
108. Acadia National Park

1999
109. Big Cypress National Preserve (winter)
110. San Juan National Historic Site, Puerto Rico (winter)
111. St. Croix National Scenic Riverway
112. Rock Creek Park
113. New Bedford Whaling National Historical Park
114. Glacier Bay National Park & Preserve
115. Kenai Fjords National Park
116. Lassen Volcanic National Park
117. Cumberland Gap National Historical Park (fall)

2000
118. Haleakala National Park (spring)
119. White House Tour and White House Visitor Center (spring)
120. USS Arizona Memorial
121. Olympic National Park
122. Eisenhower National Historic Site
123. Badlands National Park
124. Mount Rainier National Park

Visitor Services Project Publications (continued)

2001
125. Biscayne National Park (spring)
126. Colonial National Historical Park (Jamestown)
127. Shenandoah National Park
128. Pictured Rocks National Lakeshore
129. Crater Lake National Park
130. Valley Forge National Historical Park

2002
131. Everglades National Park (spring)
132. Dry Tortugas National Park (spring)
133. Pinnacles National Monument (spring)
134. Great Sand Dunes National Park & Preserve
135. Pipestone National Monument
136. Outer Banks Group (Cape Hatteras National Seashore, Ft. Raleigh National Historic Site, and Wright Brothers National Memorial)
137. Sequoia & Kings Canyon National Parks and Sequoia National Forest
138. Catoctin Mountain Park
139. Hopewell Furnace National Historic Site
140. Stones River National Battlefield (fall)

2003
141. Gateway National Recreation Area: Floyd Bennett Field (spring)
142. Cowpens National Battlefield (spring)
143. Grand Canyon National Park – North Rim
144. Grand Canyon National Park – South Rim
145. C&O Canal National Historical Park
146. Capulin Volcano National Monument
147. Oregon Caves National Monument
148. Knife River Indian Villages National Historic Site
149. Fort Stanwix National Monument
150. Arches National Park
151. Mojave National Preserve (fall)

2004
152. Joshua Tree National Park (spring)
153. New River Gorge National River
154. George Washington Birthplace National Monument
155. Craters of the Moon National Monument & Preserve
156. Dayton Aviation Heritage National Historical Park
157. Apostle Islands National Lakeshore
158. Keweenaw National Historical Park

2004 (continued)
159. Effigy Mounds National Monument
160. Saint-Gaudens National Historic Site
161. Manzanar National Historic Site
162. John Day Fossil Beds National Monument

2005
163. Congaree National Park (spring)
164. San Francisco Maritime National Historical Park (spring)
165. Lincoln Home National Historic Site
166. Chickasaw National Recreation Area
167. Timpanogos Cave National Monument
168. Yosemite National Park
169. Fort Sumter National Monument
170. Harpers Ferry National Historical Park
171. Cuyahoga Valley National Park
172. Johnstown Flood National Memorial
173. Nicodemus National Historic Site

2006
174. Kings Mountain National Military Park (spring)
175. John Fitzgerald Kennedy National Historic Site
176. Devils Postpile National Monument
177. Mammoth Cave National Park
178. Yellowstone National Park
179. Monocacy National Battlefield
180. Denali National Park & Preserve
181. Golden Spike National Historic Site
182. Katmai National Park and Park
183. Zion National Park (spring and fall)

2007
184.1. Big Cypress National Preserve (spring)
184.2. Big Cypress National Preserve (ORV Permit Holder/Camp Owner)
185. Hawaii Volcanoes National Park (spring)
186.1. Glen Canyon National Recreation Area (spring)
186.2. Glen Canyon National Recreation Area (summer)
187. Lava Beds National Monument
188. John Muir National Historic Site
189. Fort Union Trading Post National Historic Site
190. Fort Donelson National Battlefield
191. Agate Fossil Beds National Monument
192. Mount Rushmore National Memorial

For more information about the Visitor Services Project, please contact the University of Idaho
Park Studies Unit, website: www.psu.uidaho.edu or phone (208) 885-7863.

Visitor Comments Appendix

This section contains complete visitor comments of all open-ended questions and is bound separately from this report due to its size.

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