

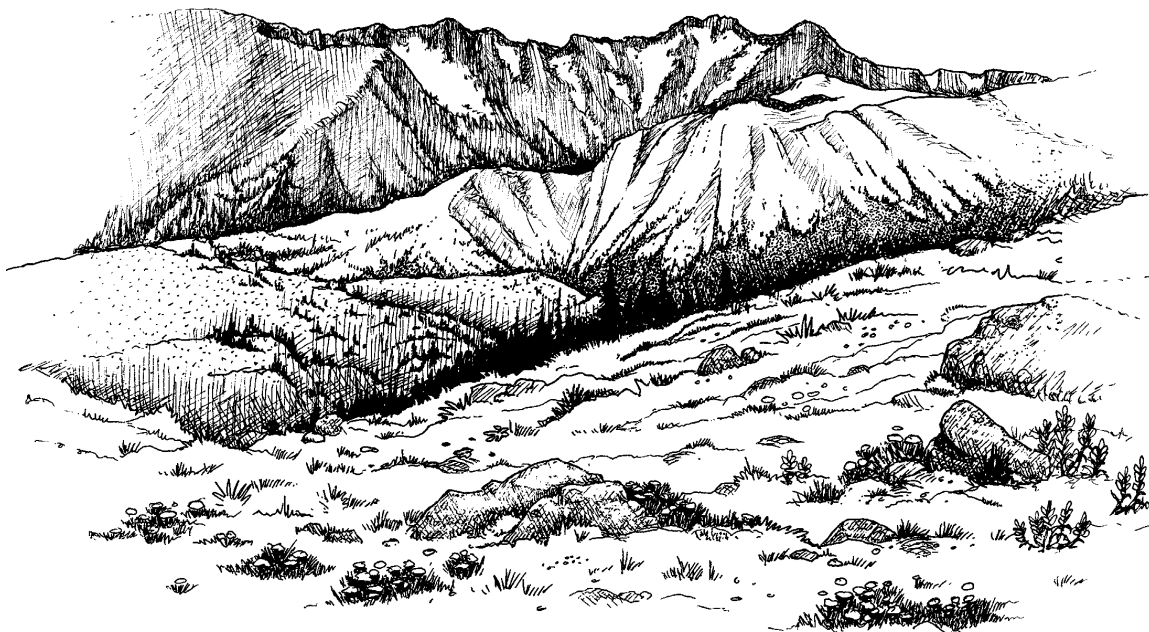


Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

Rocky Mountain National Park

Visitor Study



**United States Department of the Interior**

NATIONAL PARK SERVICE
Rocky Mountain National Park
1000 Highway 36
Estes Park, CO 80517-8397

IN REPLY REFER TO:

July 2010

Dear Visitor:

Thank you for participating in this important study. We want to learn about the expectations, opinions, and interests of visitors to Rocky Mountain National Park. This information will help us improve our management of this park and better serve you.

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

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

Results of this study will be available to the public in 2011 and will be posted on the web at www.nps.gov/romo and www.psu.uidaho.edu. Your individual comments will remain anonymous.

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

We appreciate your help.

Sincerely,

Vaughn Baker
Superintendent

DIRECTIONS

At the end of your visit:

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

Like this: ● Not like this: (✓) (X) (/)

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

Thank you!

PRIVACY ACT and PAPERWORK REDUCTION ACT statement:

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

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

Your Visit To Rocky Mountain National Park

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

1. a) Prior to this visit, how did you and your personal group obtain information about Rocky Mountain National Park (NP)? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Rocky Mountain NP in the future, how would you and your personal group prefer to obtain information about the park? Please mark (●) **all** that apply in column (b).

a) Prior to this visit	b) Prior to future visits
☐ Did not obtain information prior to visit → Go to part b of this question	
☐ Friends/relatives/word of mouth	☐
☐ Inquiry to the park via phone, mail, or email	☐
☐ Local businesses (hotels, motels, restaurants, etc.)	☐
☐ Maps/brochures	☐
☐ Newspaper/magazine articles	☐
☐ Previous visits	☐
☐ Rocky Mountain NP website: www.nps.gov/romo	☐
☐ Other websites	☐
☐ Other National Park Service sites/units	☐
☐ School class/program	☐
☐ Social media (such as Facebook, Twitter, etc.)	☐
☐ State welcome center/visitors bureau/chamber of commerce	☐
☐ Television/radio programs/videos	☐
☐ Travel guides/tour books (such as AAA, etc.)	☐
☐ Other (Please specify below)	☐

Prior to this visit _____ Prior to future visits _____

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

☐ No ☐ Yes → **Go to Question 2**

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

2. On this trip, what was the primary reason that you and your personal group came to the Rocky Mountain NP **area** (within 20 miles of the park)? Please mark (●) **one**.

☐ Resident of the area (within 20 miles of the park)

☐ Visit Rocky Mountain NP

☐ Visit other attractions in the area

☐ Visit friends/relatives in the area

☐ Business

☐ Traveling through – unplanned visit

☐ Other (Please specify) _____

3. a) On this trip, did you and your personal group stay overnight **away from home** in the area within 20 miles of the park?

☐ Yes ☐ No → **Go to Question 4**

b) and c) If YES, how many nights did you and your personal group spend in the following types of accommodations? Please write the number of nights stayed.

**b) Number of nights
inside park**

**c) Number of nights
outside park within 20 miles**

n/a Lodge, hotel, motel, cabin, rented condo/home, or bed & breakfast _____

_____ Camping in developed campground _____

↘ At which location **in the park**? _____

_____ Backcountry campsite _____

_____ Personal seasonal residence (summer home) _____

_____ Residence of friends or relatives _____

_____ Other accommodations (Please specify below) _____

Inside park _____ Outside park _____

4. a) On this visit, how many vehicles did you and your personal group use to arrive at the park? Please write "0" if you did not arrive by vehicle.

_____ Number of vehicles

- b) On this visit, how many times did you and your personal group enter Rocky Mountain NP?

_____ Number of entries on this visit

5. a) In which communities did you and your personal group obtain or attempt to obtain support services (e.g., information, gas, food, lodging) for this visit to Rocky Mountain NP? Please mark (●) **all** that apply.

☐ Did not need support services → **Go to Question 6**

☐ Estes Park ☐ Granby ☐ Grand Lake

☐ Longmont ☐ Loveland ☐ Winter Park

☐ Other (Please specify) _____

- b) Were you and your personal group able to obtain all the services that you needed in these communities?

☐ No ☐ Yes → **Go to Question 6**

- c) If NO, what needed services were not available?

Service (List)

Comments (Please be specific)

_____	_____
_____	_____
_____	_____

6. a) On this trip, how long did you and your personal group spend visiting Rocky Mountain NP? Please list partial hours/days as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

_____ Number of hours, **if less than 24 hours**

OR

_____ Number of days, **if 24 hours or more**

- b) How long did you and your personal group stay in the Rocky Mountain NP **area** (within 20 miles of the park)? Please list partial hours/days as $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$.

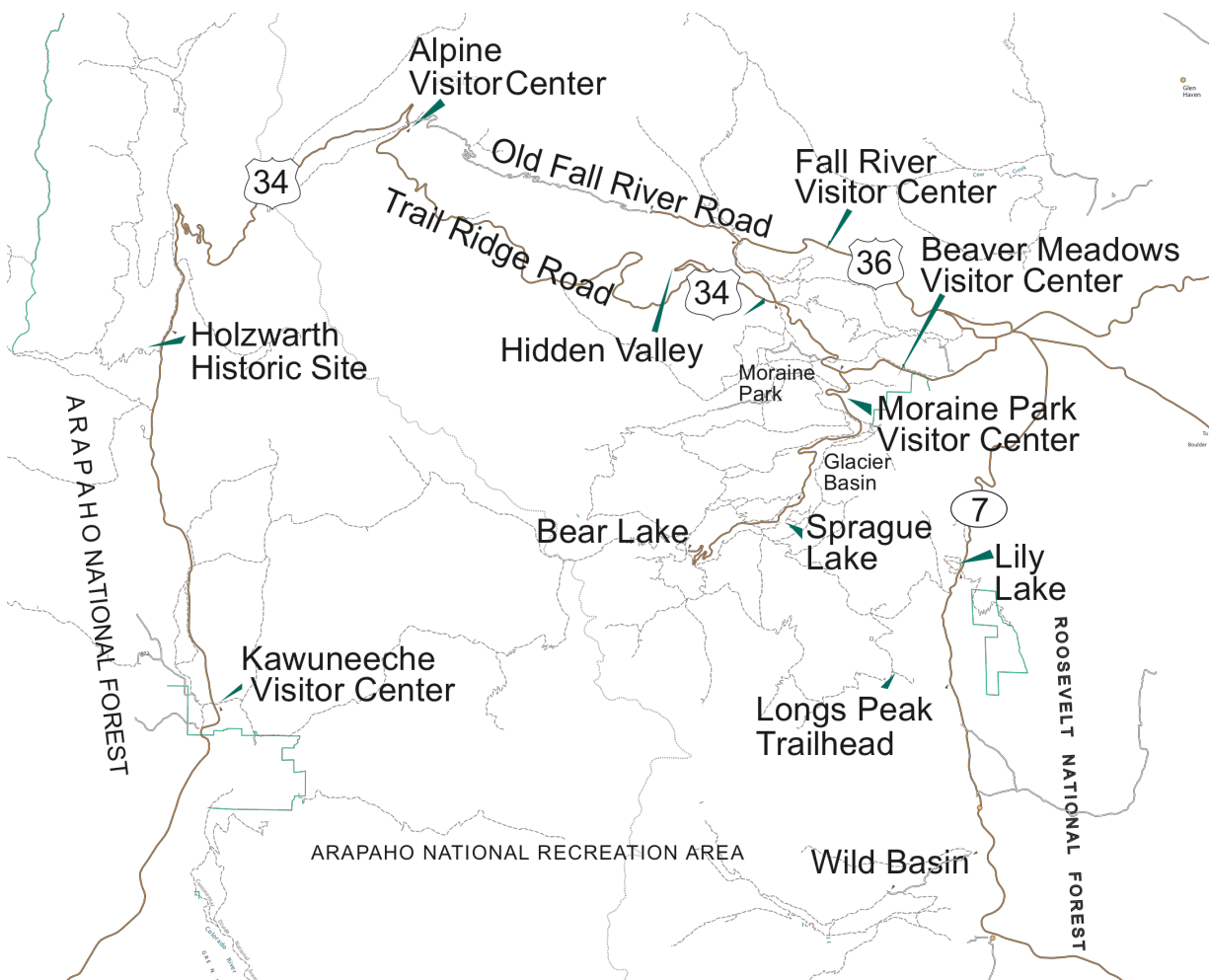
☐ Resident of the area → **Go to Question 7**

_____ Number of hours **if less than 24 hours**

OR

_____ Number of days **if 24 hours or more**

7. For this visit, please list the **order** in which you and your personal group visited the following sites at Rocky Mountain NP by writing the number 1, 2, 3, etc. on the line next to the site. If you did not visit a site, please leave that line blank. Please use the map to help you locate the sites.



Order visited (#1, 2, 3, etc.)

- | | |
|-------------------------------------|---------------------------------|
| _____ Fall River Visitor Center | _____ Trail Ridge Road |
| _____ Old Fall River Road | _____ Hidden Valley |
| _____ Beaver Meadows Visitor Center | _____ Holzwarth Historic Site |
| _____ Moraine Park Visitor Center | _____ Kawuneeche Visitor Center |
| _____ Sprague Lake | _____ Lily Lake |
| _____ Bear Lake | _____ Longs Peak Trailhead |
| _____ Alpine Visitor Center | _____ Wild Basin |
| _____ Other (Please specify) _____ | |

8. a) On this visit, in which activities did you and your personal group participate within Rocky Mountain NP? Please mark (●) **all** that apply in column (a).
- b) If you were to visit Rocky Mountain NP in the future, in which activities would you and your personal group expect to participate? Please mark (●) **all** that apply in column (b).

a) This visit	b) Future visits
☐ Attending ranger-led programs	☐
☐ Backpacking	☐
☐ Bicycling	☐
☐ Camping in developed campgrounds	☐
☐ Creative arts (photography, painting, drawing, writing)	☐
☐ Day hiking	☐
☐ Driving Bear Lake Road	☐
☐ Driving Trail Ridge Road	☐
☐ Fishing	☐
☐ Horseback riding	☐
☐ Mountaineering/climbing	☐
☐ Picnicking	☐
☐ Viewing scenery	☐
☐ Wildlife viewing/bird watching	☐
☐ Other (Please specify below)	☐

This visit _____ Future visits _____

- c) Which **one** of the above activities in column (a) was most important to you and your personal group on this visit to Rocky Mountain NP?

- d) If you and your personal group did not attend any ranger-led programs/activities on this visit, why not? Please mark (●) **all** that apply.

- | | |
|--|---|
| ☐ Not interested | ☐ Did not have time |
| ☐ Not aware of ranger programs | ☐ Not enough programs offered |
| ☐ Other (Please specify) _____ | |

9. How did the following elements affect your personal group's experience during this visit to Rocky Mountain NP? Please mark (●) one answer for each element.

Element	Detracted from	No effect	Added to	Did not experience
Crowding	☐	☐	☐	☐
Fencing of fragile areas	☐	☐	☐	☐
Helicopters	☐	☐	☐	☐
High elevation aircraft	☐	☐	☐	☐
Horse use of trails	☐	☐	☐	☐
Noise from vehicles/trucks/motorcycles	☐	☐	☐	☐
Other (Specify) _____	☐	☐	☐	☐

10. It is the National Park Service's responsibility to protect Rocky Mountain NP's natural, scenic, and cultural resources and visitor experiences that depend on these. How important is protection of the following to you and your personal group? Please mark (●) one answer for each attribute/resource/experience.

Attribute/resource/experience	Not important	Somewhat important	Moderately important	Very important	Extremely important
Clean air (visibility)	☐	☐	☐	☐	☐
Clean water	☐	☐	☐	☐	☐
Dark, starry night sky	☐	☐	☐	☐	☐
Natural quiet/sounds of nature	☐	☐	☐	☐	☐
Natural scenery/undeveloped vistas	☐	☐	☐	☐	☐
Native plants	☐	☐	☐	☐	☐
Native wildlife	☐	☐	☐	☐	☐
Recreational opportunities (hiking, camping, climbing, etc.)	☐	☐	☐	☐	☐
Solitude	☐	☐	☐	☐	☐

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

a) Information services and facilities used	b) If used, how important? 1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	c) If used, what quality? 1=Very poor 2=Poor 3=Average 4=Good 5=Very good
Mark (●)		
☐ Assistance from park staff/volunteers	_____	_____
☐ Estes Park TV (videos on park resources)	_____	_____
☐ Ranger-led evening programs	_____	_____
☐ Junior Ranger program	_____	_____
☐ Outdoor exhibits (roadside/trailside)	_____	_____
☐ Park brochure/map	_____	_____
☐ Park newspaper	_____	_____
☐ Ranger-led walks/talks	_____	_____
☐ Rocky Mountain NP website: www.nps.gov/romo (used before or during visit)	_____	_____
☐ Sales items in park bookstores (selection, price, etc.)	_____	_____
☐ Self-guided tour/trail booklets	_____	_____
☐ Trailhead signs	_____	_____
☐ Visitor center exhibits	_____	_____
☐ Visitor center movie	_____	_____
☐ Visitor center (overall)	_____	_____

12. Overall, how would you and your personal group rate the quality of facilities, services, and recreational opportunities at Rocky Mountain NP during this visit? Please mark (●) **one**.

Very poor Poor Average Good Very good

☐ ☐ ☐ ☐ ☐

13. For you and your personal group, please report all expenditures for the items listed below for this visit to Rocky Mountain NP and the surrounding area (within 20 miles of any park entrance point). **Please write "0" if no money was spent in a particular category.**

a) Please list your group's total expenditures inside Rocky Mountain NP.

b) Please list your group's total expenditures outside the park (within 20 miles).

NOTE: Surrounding area residents should only include expenditures that were just for this visit to Rocky Mountain NP.

EXPENDITURES		
	a) Inside park	b) Outside park
Hotels, motels, cabins, B&B, etc.	n/a	\$ _____
Camping fees and charges	\$ _____	\$ _____
Guide fees and charges	\$ _____	\$ _____
Restaurants and bars	\$ _____	\$ _____
Groceries and takeout food	\$ _____	\$ _____
Gas and oil (auto, RV, boat, etc.)	\$ _____	\$ _____
Other transportation expenses (rental cars, auto repairs, but NOT airfare)	\$ _____	\$ _____
Admission fees	\$ _____	\$ _____
Recreation, entertainment fees (including equipment rental)	\$ _____	\$ _____
All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)	\$ _____	\$ _____
Donations	\$ _____	\$ _____

- c) How many people do the above expenses cover?

_____ Adults (18 years or over) _____ Children (under 18 years)

Please write "0" if no children were covered by the expenditures.

14. a) If you visit Rocky Mountain NP in the future, would you and your personal group be interested in attending ranger-led programs in the park?

☐ Yes, likely ☐ No, unlikely ☐ Not sure

➡ Go to Question 15 ⬅

b) If YES, what length of program would you and your personal group like to attend? Please mark (●) **one**.

☐ Under 1/2 hour ☐ 1/2 - 1 hour ☐ 1 - 2 hours

☐ Other (Please specify) _____

c) Please indicate your preferred times to attend such programs at Rocky Mountain NP. Please suggest up to **two** time periods by writing in the hours and circling a.m. or p.m.

1. From _____ a.m. or p.m. to _____ a.m. or p.m.

2. From _____ a.m. or p.m. to _____ a.m. or p.m.

15. a) Please mark (●) **all** the visitor services and facilities that you or your personal group **used** during this visit to Rocky Mountain NP.

b) Next, for only those services and facilities that you or your personal group **used**, please rate their importance from 1-5.

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

a) Visitor services and facilities used	b) If used, how important?	c) If used, what quality?
	1=Not important 2=Somewhat important 3=Moderately important 4=Very important 5=Extremely important	1=Very poor 2=Poor 3=Average 4=Good 5=Very good
Mark (●)		
☐ Backcountry camping	_____	_____
☐ Campgrounds	_____	_____
☐ Directional signs in park	_____	_____
☐ In-park food services	_____	_____
☐ Parking areas	_____	_____
☐ Picnic areas	_____	_____
☐ Restrooms/toilets	_____	_____
☐ Roads	_____	_____
☐ Scenic pullouts	_____	_____
☐ Shuttle buses	_____	_____
☐ Trails	_____	_____

16. If you were to visit Rocky Mountain NP in the future, which topics would you and your personal group like to learn more about? Please mark (●) **all** that apply.

- ☐ Not interested in learning about the park → **Go to Question 17**
- | | |
|--|--|
| ☐ Geology | ☐ Park management issues |
| ☐ Hiking | ☐ Plants/tundra/forests |
| ☐ History | ☐ Wildlife |
| ☐ Other (Please specify) _____ | |

17. If you were to visit Rocky Mountain NP in the future, how would you and your personal group prefer to learn about the park's cultural and natural history? Please mark (●) **all** that apply.

- ☐ Not interested in interpretive activities/programs → **Go to Question 18**
- | | |
|--|--|
| ☐ Indoor exhibits | ☐ As a volunteer in the park |
| ☐ Roadside exhibits | ☐ Children's activities |
| ☐ Trailside exhibits | ☐ Ranger-guided walks/talks |
| ☐ Films, movies, videos | ☐ Self-guided tours |
| ☐ Living history/costumed interpretive programs | |
| ☐ Park website: www.nps.gov/romo | |
| ☐ Printed materials (brochures, books, maps, etc.) | |
| ☐ Electronic media/devices available to visitors (downloadable digital files, podcasts, cell phone tours, interactive computer tours, audio, etc.) | |
| ☐ Other (Please specify) _____ | |

18. For you only, what is the highest level of education you have completed? Please mark (●) **one**.

- | | |
|---|---|
| ☐ Some high school | ☐ Bachelor's degree |
| ☐ High school diploma/GED | ☐ Graduate degree |
| ☐ Some college | |

19. When visiting an area such as Rocky Mountain NP, which language(s) do you and most members of your personal group prefer to use for the following?

- a) Speaking ☐ English ☐ Other language (Specify) _____
- b) Reading ☐ English ☐ Other language (Specify) _____

- b) What is your race? What is the race of each member of your personal group?
Please mark (●) **one or more** for you and each group member.

	Yourself	Member #2	Member #3	Member #4	Member #5	Member #6	Member #7
American Indian or Alaska Native	☐	☐	☐	☐	☐	☐	☐
Asian	☐	☐	☐	☐	☐	☐	☐
Black or African American	☐	☐	☐	☐	☐	☐	☐
Native Hawaiian or other Pacific Islander	☐	☐	☐	☐	☐	☐	☐
White	☐	☐	☐	☐	☐	☐	☐

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

	a) Current age	b) U.S. ZIP code or name of country other than U.S.	c & d) Number of visits to Rocky Mountain NP (including this visit)	
			past 12 months	lifetime
Yourself	_____	_____	_____	_____
Member #2	_____	_____	_____	_____
Member #3	_____	_____	_____	_____
Member #4	_____	_____	_____	_____
Member #5	_____	_____	_____	_____
Member #6	_____	_____	_____	_____
Member #7	_____	_____	_____	_____

26. Is there anything else you and your personal group would like to tell us about your visit to Rocky Mountain NP?

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

OFFICIAL BUSINESS

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

