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**MOUNT RAINIER NATIONAL PARK
1990 VISITOR SURVEY**

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CONTENTS

Acknowledgments	page i
Preface	page iii
I. Introduction	page 1
II. Survey Highlights	page 4
III. Visitor Profile	page 6
IV. Trip Characteristics	page 10
V. Visitor Satisfaction	page 25
VI. Visitor Attitudes	page 53
VII. Market Segmentation of Park Visitors	page 69
VIII. Comparison of the 1990 and 1985 Surveys	page 76
Appendix A: Questionnaire 1	page 77
Appendix B: Questionnaire 2	page 78
Appendix C: On-site sheet	page 79
Appendix D: Visitor Comments	page 80
Appendix E: Visitor Comments	page 89
Appendix F: Recreation Experience Preference Scales	page 97
Appendix G: How to Use This Report and Technical Notes	page 102
Appendix H: General Comments	page 107

PREFACE

This document reports the results from a survey of visitors to Mount Rainier National Park in 1990.

The questionnaires used in the study are included in Appendices A and B. Before proceeding with the report, readers should review the questionnaires in order to familiarize themselves with the materials used in this survey. Because some items appeared on both questionnaires and others did not, the response rates for different sets of items vary. This fact has statistical implications which are discussed in the body of the report.

The last question on each of the questionnaires used in this study offered respondents an opportunity to write comments about anything relevant to their trip to Mt. Rainier. One half of these comments have been transcribed and are presented here as Appendix H. Readers are encouraged to read through these comments which provide a qualitative description of visitors' reactions which quantitative measures do not capture.

The percentages in many tables may not sum to 100% due to minor computer rounding errors.

Readers not familiar with statistical analysis of survey data are encouraged to refer to Appendix G, "How to Use This Report."

I. INTRODUCTION

This report begins with a brief description of the methods and procedures used in the 1990 Mount Rainier National Park Visitor Survey (MORAVS). Following these sections the report continues with presentation of the data. The concluding sections summarize the findings, highlighting points of particular interest and directions for future research.

The Mount Rainier National Park Visitor Survey was administered by the Cooperative Park Studies Unit (CPSU) at the College of Forest Resources, University of Washington. The study was proposed and funded by Mount Rainier National Park (MORA).

The survey objectives included the following: (1) to identify demographic characteristics of park visitors; (2) to identify Mount Rainier National Park trip characteristics; (3) to identify motivations for visits to Mount Rainier; (4) to discern the level of satisfaction with facilities and services in Mount Rainier National Park; (5) to determine visitor attitudes regarding various aspects of ecological preservation of the Mount Rainier National Park lands and wildlife; (6) to obtain visitor suggestions for improvements in management of facilities and services; (7) to determine visitor attitudes regarding management priorities for the future of Mount Rainier National Park; and (8) to identify homogeneous market segments useful as target subpopulations in certain management and planning programs.

Questionnaire Development

The questionnaires (Appendices A and B) were produced by the CPSU in cooperation with the MORA staff. Initial meetings were held during the fall of 1989 to establish project objectives. Input from park staff was essential in ensuring that the questionnaires addressed management needs. On the basis of these objectives, two questionnaires were drafted by the CPSU and reviewed by park staff. Two questionnaires were needed because the amount of information desired exceeded what could be included on only one questionnaire without unacceptably affecting response rates.

A pretest was conducted in the fall of 1989. After the changes indicated by the pretest process were made, the draft questionnaires were sent to the Office of Management and Budget for review and approval. This review resulted in a limitation on the number of items used to measure recreation motivation. This revision has methodological consequences which are discussed in the limitations section of the report. The OMB review also resulted in other editorial revisions which may have consequences for comparison of the some of the results with similar data collected in 1985.

Sampling and Visitor Contact Procedures

The population to which statistical generalization is intended in the MORAVS is all people over age 15 who visited Mount Rainier National Park, during the times of fee collection at the entrance gates, through the 12 month period beginning the first week of February 1990.

The study design called for visitor contacts to be made by MORA employees at the entry gates at each of the four entrances to the park, during the time those entrances were operated for fee collection. Occupants of every seventh vehicle were requested to participate in the project during rotating three hour periods scheduled every 3 days. The first vehicle to arrive at the entry gate was selected and every seventh thereafter. Because it would cause an unacceptable time delay to detain commercial buses long enough to complete the on-site forms at the entrance gates, a field worker accompanied passengers on three occasions to MORA for the purpose of making contacts for the survey.

In order to minimize intrusions into visitors' park experiences, respondents were asked to

complete a short on-site questionnaire asking for the names and addresses of those over age 15 in each group. A mail questionnaire was then administered. Those who agreed to participate and who were over 15 years of age, completed the on-site form (Appendix C), and placed it in a curbside box at a turn out site, in plain view and near the toll booth. Park employees were instructed to mail the on-site questionnaires to the University of Washington on a weekly basis. Employees of Mount Rainier National Park and the park concessions were excluded from the survey.

Questionnaire Administration

The survey sample was constructed by systematically selecting every third name, after a random start, on the list of names created by the on-site sheets. If a site sheet stated that the group was more than the number addresses listed, the omitted cases were considered as part of the list of names. For example, if an on-site sheet stated that there were two people in a group but only one name was on the form the blank name was considered part of the list. If that person was selected to receive the questionnaire, the counting continued to the next third name.

Versions one or two of the questionnaires were systematically assigned to participants who were mailed the questionnaires, accompanied by a cover letter from the CPSU. Respondents were instructed to complete the questionnaires and return them by mail, in postage-paid envelopes.

As a follow-up, all respondents were sent a thank-you-reminder letter about ten days after they received the questionnaire. Non-respondents received a second reminder letter and an additional copy of the questionnaire. A third letter was sent to those who did not respond to the second reminder.

A total of 1998 questionnaires were mailed to good addresses: 1577 were returned. The response rate for the MORAVS was approximately 79 percent. 813 of the questionnaires, out of the total 1577, were version one and 764 were version two.

Non-Response

Although 79 percent of the visitor sample responded, it remains that 21 percent of the original sample is not represented. It is mathematically possible, therefore, that differential response rates among visitor subpopulations could affect the representativeness of the sample data. Since data on several visitor characteristics were available from the on-site sheets, tests for differential response rates among subpopulations were performed. Chi square tests for independence at the .05 level of significance were performed with the following variables: Group size; group type; gender; residence location; and age.

The only statistically significant differences in the response rates were found among age groups. Those in the 15 to 29 year-old range had a 69% response rate. The 30 to 39 year-old group demonstrated an 81% response rate. The 40 to 50 year-old group's response rate was 77%; while the 55 and over group boasted a response rate of 85%. Differences in response rates due to age were not seen as large enough to significantly affect the representativeness of the sample. Therefore, no weights are used to correct sampling bias.

Limitations

The MORAVS has several limitations that should be kept in mind in interpreting the data. (1) In all surveys it is assumed that respondents provide accurate and honest answers to the questions asked. (2) The data represents visitor attitudes and opinions at a particular point in time and changes can occur at any time. (3) Generalization is possible to Mount Rainier National Park visitors only. (4) From the most strict mathematical sense generalization cannot be made to all

MORA visitors--only to those who entered the park during times the fee collection system was operating. (5) There was some deviation from the schedule of rotating three hour sampling periods every three days. Entrance gate personnel sometimes either skipped the period entirely or did not sample during the entire designated period. To compensate for these omissions, CPSU field workers were detailed to the entrance gates on randomly selected days to make field contacts. During these times proportionately more respondents were selected than when the entrance gate people only were sampling. Nonetheless, respondents were selected from a wide variety of days and times. (6) The problem described in number five above was relatively worse at the White River entrance. Hence, there was undersampling at that location and to a lesser degree at the Nisqually entrance. The sampling fraction called for 49% of the summer season visitors to be selected from the Nisqually entrance; 47% were actually selected. 24% of the summer season sample was to be selected from the White River sample; 20% were actually selected.

There are other limitations, noted in the body of the report, that are due to the manner in which individual questions were interpreted.

Accuracy of the Sample

Subject to the limitations stated previously, the authors believe that the data are representative of the Mount Rainier National Park visitors during the time of the survey. This confidence is suggested by the high response rate (79 percent), the large sample sizes and the small differences in response rates observed for different types of visitors, and the fact that deviations from the sampling plan were relatively minor. Therefore, the data should be highly relevant to many park management decisions and planning efforts.

Assuming a random sample and questions of yes/no type in which the true occurrences of these values in the population are 50%/50% for items collected on both versions of the surveys, the sample data can be generalized to the population of Mount Rainier National Park visitors with a 95% assurance that the obtained or observed percentages to any item will vary by no more than $\pm 2.5\%$. For items gathered on only one version the corresponding figure is approximately $\pm 3.6\%$.

II. SURVEY HIGHLIGHTS

Established in 1899, Mount Rainier National Park is an area rich in geologic, natural and human history. The park serves more than 1.3 million visitors each year hailing from every state and many foreign countries. To obtain a comprehensive profile of the park visitor and the nature of park visits, a visitor survey was conducted during the 1990 calendar year. Of 1998 questionnaires distributed to park users, 1577 were returned, providing a great deal of valuable information. Highlights of the survey results are presented below.

Park Visitor Profile

Although visitors to Mount Rainier National Park traveled from all parts of the United States, over one-half (59%) of the survey respondents were from Washington state. Local residents from the four counties surrounding the park (King, Lewis, Pierce and Yakima) accounted for 44% of the total visitors.

The park was used predominantly by well-educated, professional men and women who came to the park with family members. Men and women visited the park in equal numbers. Respondents were primarily employed in the managerial and professional occupations (36%) or were retired (19%). Their average education level was high, with one-half having completed college degrees. The average age of the sample was 43 years, with 64% between the ages of 21 and 49. Nineteen percent were 60 years or older. More than half (62%) of respondents visited the park with family members. Groups of friends comprised 19% of those surveyed. Nearly a third (30%) visited the park accompanied by children under age 16.

Length of Stay in the Park

While the average time spent in the park was 15 hours, over three-quarters of the respondents stayed less than one day and two-thirds stayed less than 7 hours. Fourteen percent of the sampled visitors stayed overnight in the park, and of these, 55% stayed in an automobile campground. Twenty-nine percent of the overnight visitors spent the night at one of the two inns in the park, while 15% stayed at a backcountry trailside camp.

Use of Facilities

Visitors took advantage of the many facilities Mount Rainier National Park provides. Those most often used were the Paradise Visitor Center (51%), the Paradise Inn (22%), and Sunrise Visitor Center (19%). The Paradise area is very popular with nearly three quarters (71%) saying they stopped there during their visit.

Participation in Park Activities

Mount Rainier National Park offers visitors the opportunity to experience its richness through a wide range of activities. Driving to view scenery was the most popular activity with 80% of visitors surveyed saying they had done so, followed by day hiking (63%) and photography (58%). Similarly, when asked to specify the most important activity they participated in, visitors chose driving to view scenery most frequently, followed by day hiking.

Reasons For Visiting the Park

Survey respondents were also asked to identify their reasons for visiting the park. The most important reason was viewing the scenery. Being close to nature was the next most important motivation for the visit, followed by desires to experience new and different things, to do

something with family and to get away from the usual demands of life. When asked to rate their overall experience in the park, 81% of the visitors regarded it as very good to excellent.

Importance of Park Attributes for Park Planning

Park managers are interested in knowing about visitors' opinions regarding what attributes of Mount Rainier National Park should be emphasized and preserved in planning for the future of the park. Survey respondents were asked to choose which one of eight park attributes should be the most important in current management priorities. The balance of the natural ecosystem received the most votes with 30% rating it as most important. Next was forests, wildflowers and other plants with 23% and beautiful scenery with 20%, followed by wildlife (11%) and undeveloped recreation areas (9%). Developed recreation areas, educational programs, and historical buildings and archaeological sites were considered most important by less than 4% of respondents.

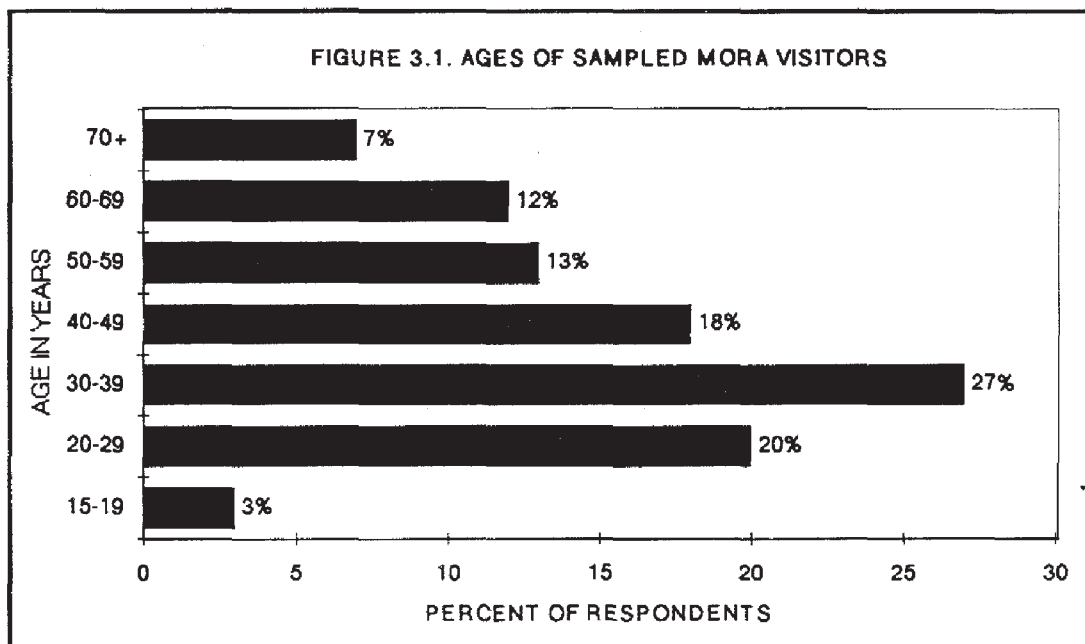
III. VISITOR PROFILE

This section presents a profile of visitors to Mount Rainier National Park. With the exception of education and occupation, these data are derived from the on-site sheets, therefore, there is minimal bias due to non-response.

Age, Gender, and Ethnicity

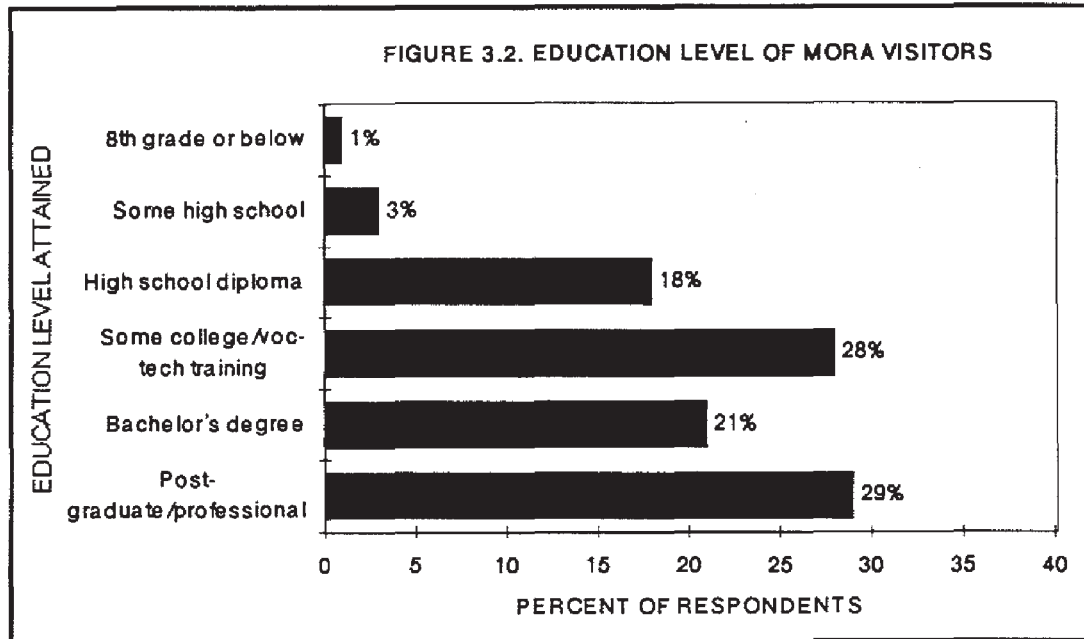
The average age of the sampled park visitors was approximately 43 years. Ages ranged from 15 to 89 years. (Although the on-site questionnaire instructed visitors to list only those over age 15, five respondents aged 15 answered the mail questionnaire and remain in the sample. They were not removed because they present very little bias other than that the 15 to 19 age group is slightly under-represented.) Visitors 29 years of age and under accounted for 23% of the sample; those between 30 and 39 years of age comprised 27% of the sample; 18% of visitors sampled were 40 to 49 years of age; 13% of those sampled were between 50 and 59 years of age; and 19% of visitors sampled were 60 years of age or older (Figure 3.1).

The sample of visitors consisted of 53% males, 47% females. Those of Asian or Pacific Islander heritage comprised approximately 3% of the sample; American Indians/Alaska Natives accounted for 1% of those surveyed; Latinos made up another 1% of the sample; African Americans another 1% of Park visitors; and Caucasians comprised 94% of the sample.

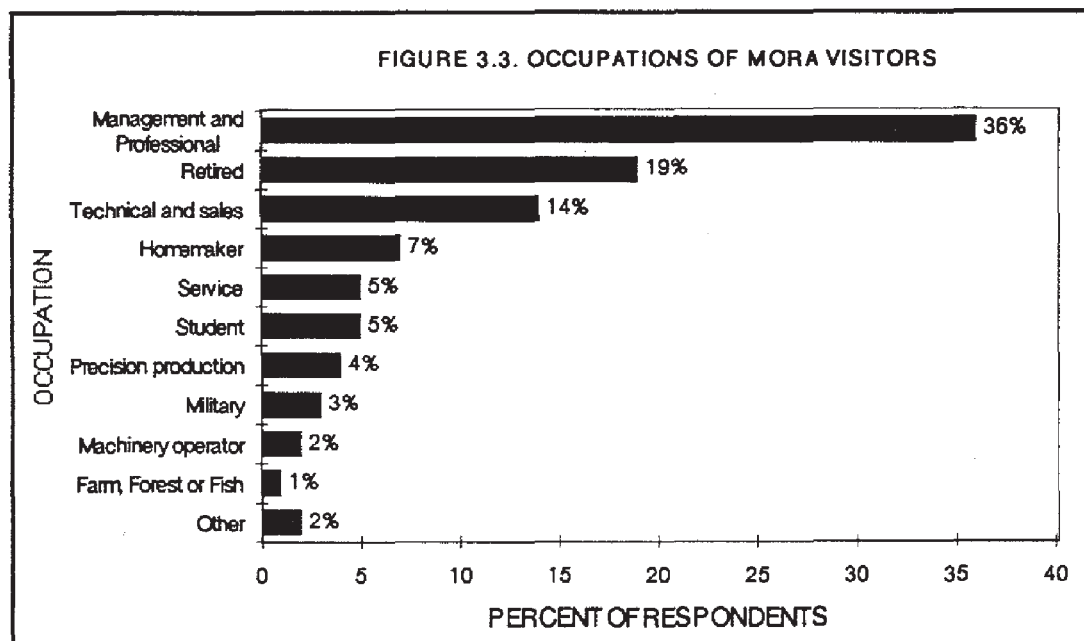


Education and Occupation

The average Mount Rainier visitor had completed 15 years of formal education (Figure 3.2). Only 4% of those surveyed had completed less than 12 years of formal education, while nearly 50% of those sampled had completed 16 or more years.

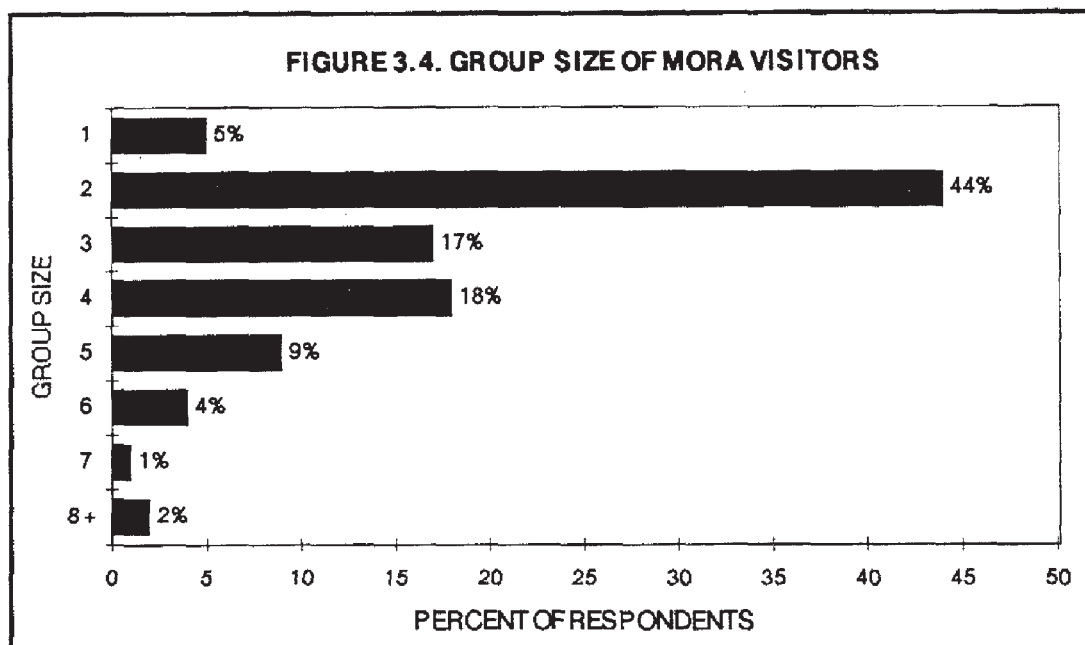


Approximately 36% of the park visitors were in occupations classified as professional or managerial; 14% were in technical or sales positions (Figure 3.3). Retired persons comprised 19% of the sample and 7% of those surveyed were homemakers.

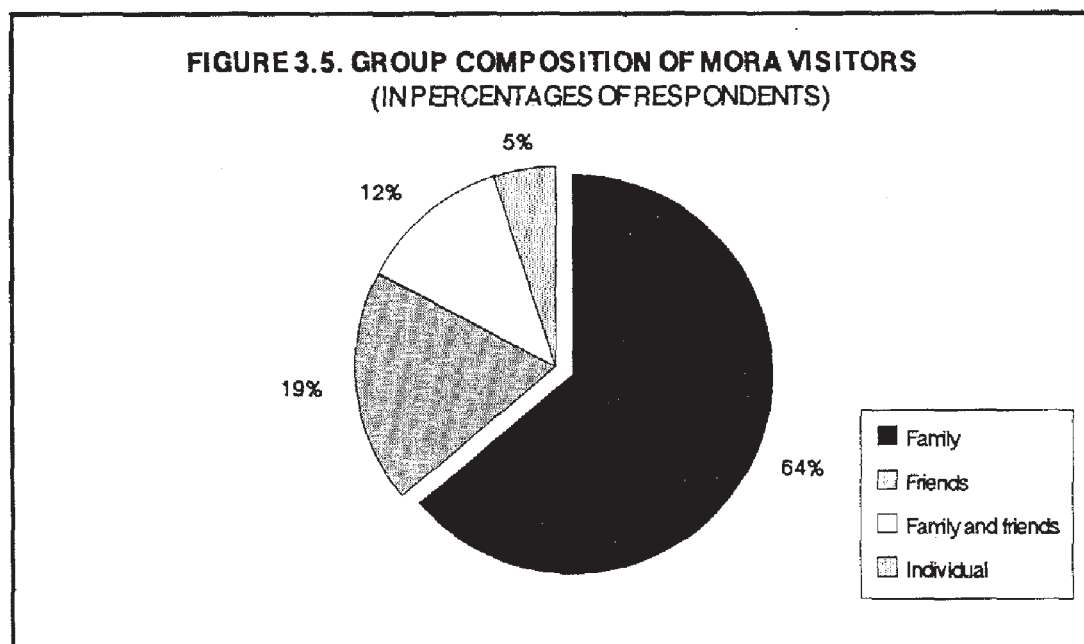


Size and Composition of Group

The most frequent group size for MORA visitors was two (44%); the next most common group size, four, comprised 18% of those surveyed; closely followed by group size of three, accounting for 17% of visitors. Approximately 5% of the visitors were alone and about 7% were in groups of six or more people (Figure 3.4).



Groups made up of family members comprised 64% of the visitors and groups of friends comprised 19% of those surveyed. Organized tour groups comprised less than 1% of visitors and constitutes too small a proportion of the sample to include in Figure 3.5, below.



Place of Residence

Table 3.1 displays park visitors' origins by state for cases in which the state exceeded 20% of the total visitors. Visitors from 50 states and Washington, D.C. are represented in this sample. Visitors from 16 countries other than the U.S. are also represented.

TABLE 3.1 ORIGIN OF MORA VISITORS

Residence	Percent of all MORA Visitors
<u>United States</u>	
New York	2.1%
Texas	2.1%
Oregon	2.8%
California	5.1%
Washington	58.9%
All other United States	26.1%
<u>Foreign</u>	
All Foreign Countries	2.9%

IV. TRIP CHARACTERISTICS

Visitation to MORA

A total of 40% of park visitors reported that the visit on which they were contacted was their first visit to MORA (Figure 4.1). Among those who had visited the park prior to the contact visit, the average number of visits per year was 2.7 in 1990, 2.8 in 1989 and 2.7 in 1988 (Table 4.1).

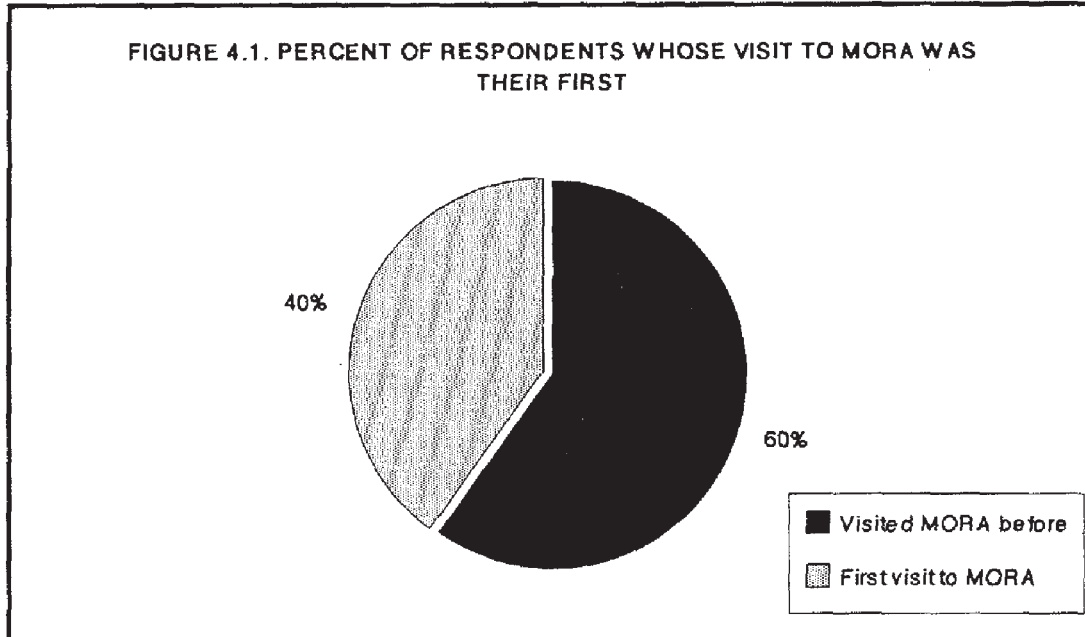


TABLE 4.1 MORA VISITATION FOR 1988, 1989, AND 1990* **
(In Percentages of Respondents)

Number of Times Visited MORA	1988	1989	1990
0	38%	38%	0%
1	25%	22%	61%
2	14%	14%	18%
3	8%	9%	7%
4	17%	17%	14%
Mean Number of Times Visited MORA	2.66	2.81	2.72

* Excludes first time visitors (n=947)

** Includes number of times visited in 1990 up to and including contact date

Overnight Visitation

Fourteen percent of visitors stayed overnight in the park on the trip they were contacted (Figure 4.2). Of those overnight visitors, a majority stayed one or two nights (Figure 4.3), and most stayed in an automobile campground or at an inn or lodge (Figure 4.4). A large percentage of overnight visitors (29%) camped at one of the four types of backcountry sites. Looking at the total sample, including day and overnight visitors, approximately 4% stayed at a backcountry site, 8% at an automobile campground and 4% at an inn or lodge (Figure 4.5).

FIGURE 4.2. PERCENT OF RESPONDENTS WHO STAYED OVERNIGHT

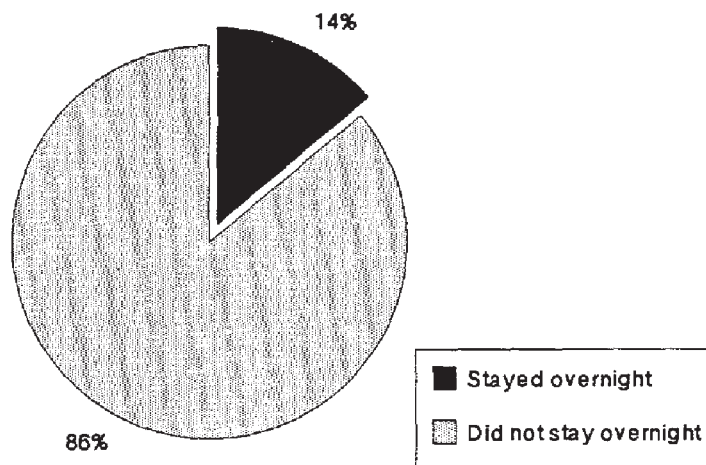
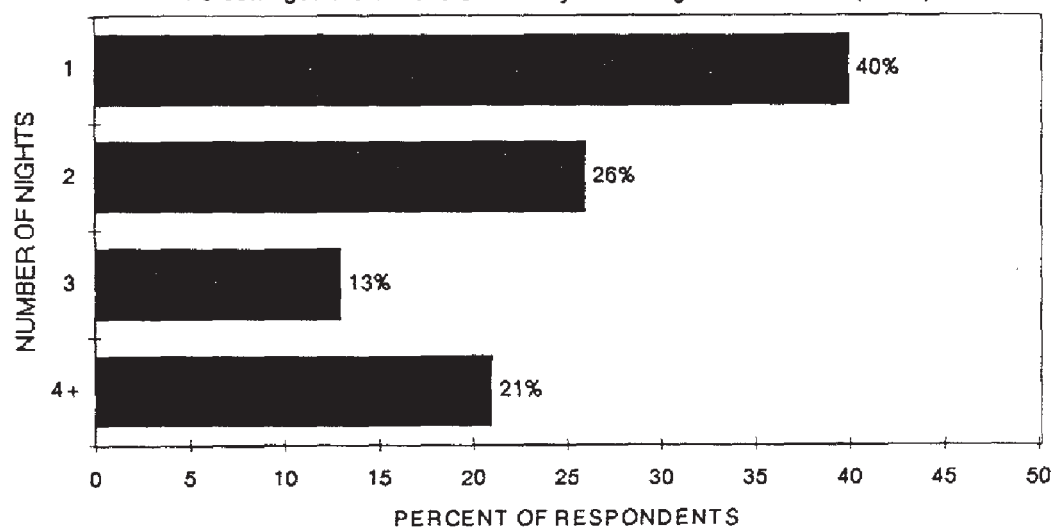
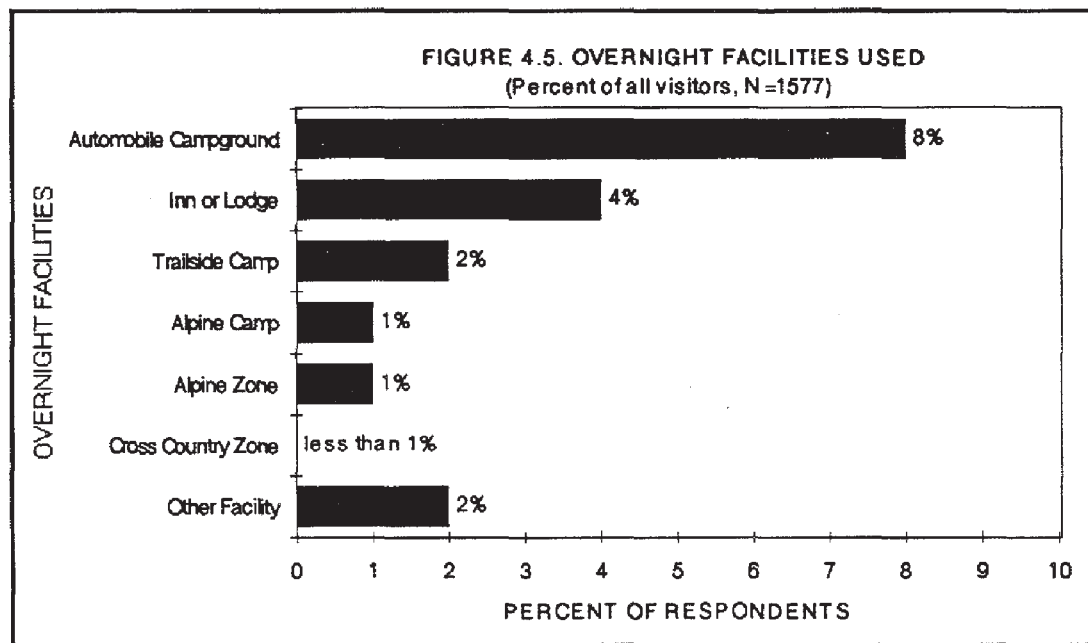
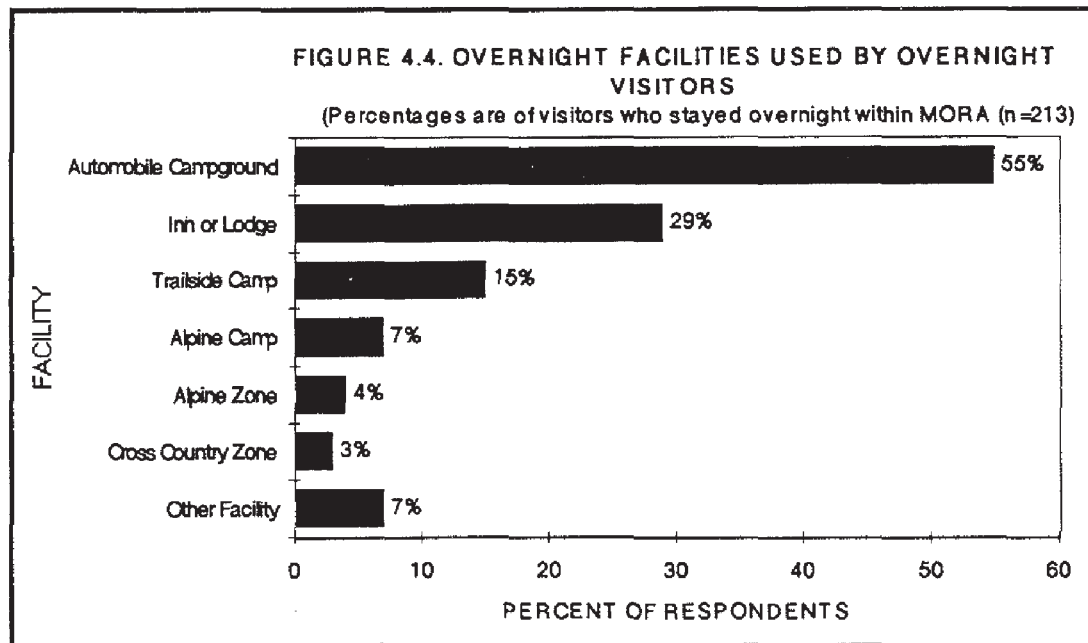


FIGURE 4.3. TOTAL NIGHTS STAYED IN PARK
Percentages are of visitors who stayed overnight within MORA (n=213)





Of the visitors who stayed at an automobile campground, 36% stayed one night, 31% stayed two and the remainder stayed from 3 to 13 nights (Table 4.2). Stays at an inn or lodge and in the backcountry were shorter with approximately 80% to 90% staying only one or two nights. On the average, those who stayed in backcountry sites stayed 2.0 nights, those who stayed at automobile campgrounds stayed 2.5 nights and those who stayed at an inn or lodge stayed 1.6 nights.

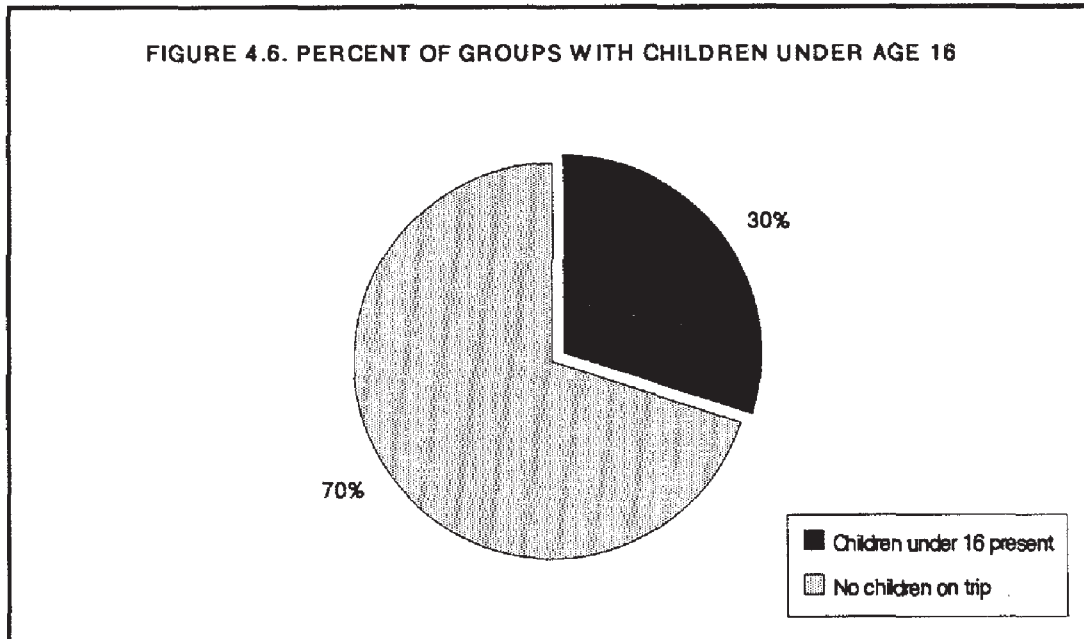
TABLE 4.2. NUMBER OF NIGHTS STAYED IN MORA BY OVERNIGHT FACILITY* (IN PERCENTAGES OF RESPONDENTS)

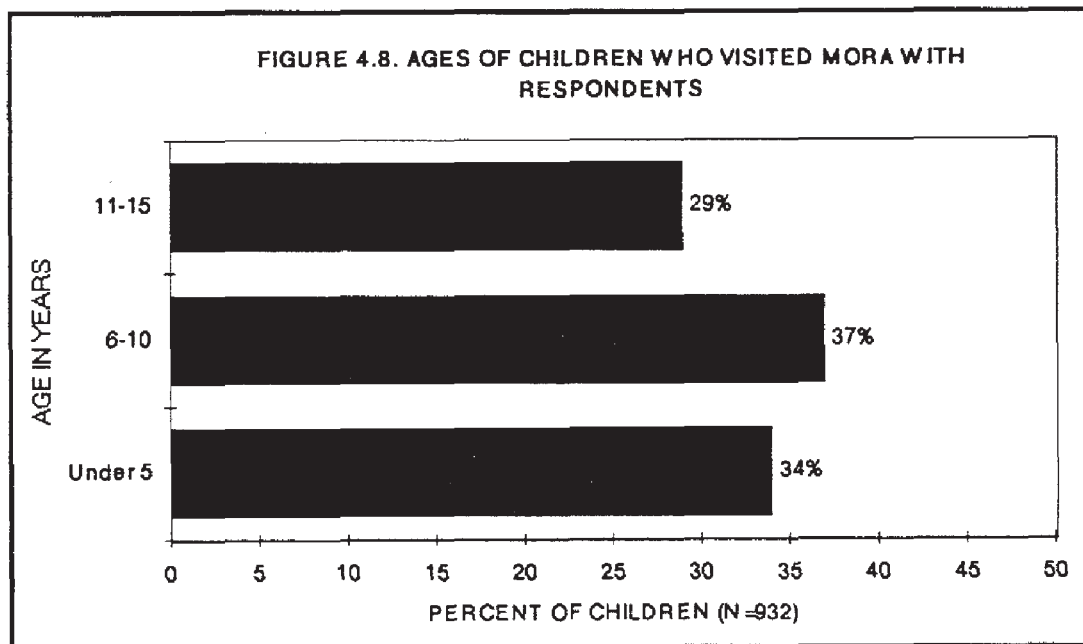
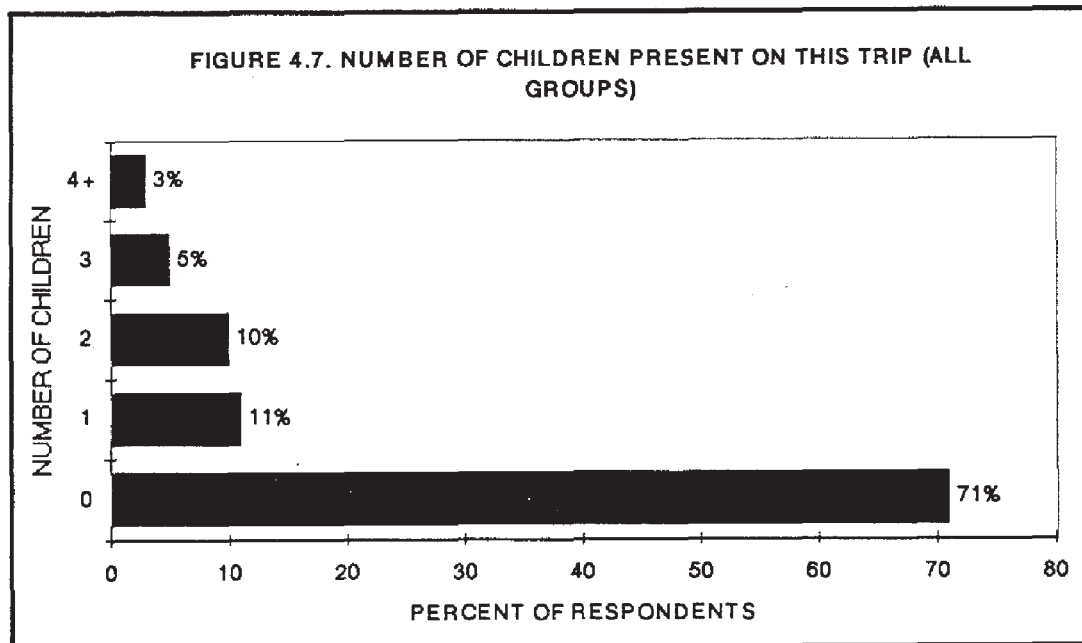
Facility	Number of Nights					Total		Mean # of Nights
	1	2	3	4-7	8-13	n	%	
Backcountry:								
Alpine camp	47%	40%	13%	0%	0%	15	100%	1.7
Trailside camp	50%	31%	6%	3%	10%	32	100%	2.4
Cross country zone	33%	50%	0%	17%	0%	6	100%	2.5
Alpine zone	67%	22%	11%	0%	0%	9	100%	1.4
Autocampground	36%	31%	16%	14%	3%	107	100%	2.5
Inn or lodge	69%	18%	5%	8%	0%	61	100%	1.6
Other facility	50%	36%	14%	0%	0%	14	100%	1.6

*The percentages in Table 4.2 add to 100 horizontally. For example, 36% of the 107 respondents who stayed in an autocampground stayed there one night, 31% two nights, etc.

Children on Trip

A total of 30% of visitors' groups included children 15 years of age or younger (Figure 4.6). Groups with one child present comprised 11% of all visitors; 10% had two children present and 8% had three or more (Figure 4.7). The average age of children in all groups with children was 7.6 years (Figure 4.8).

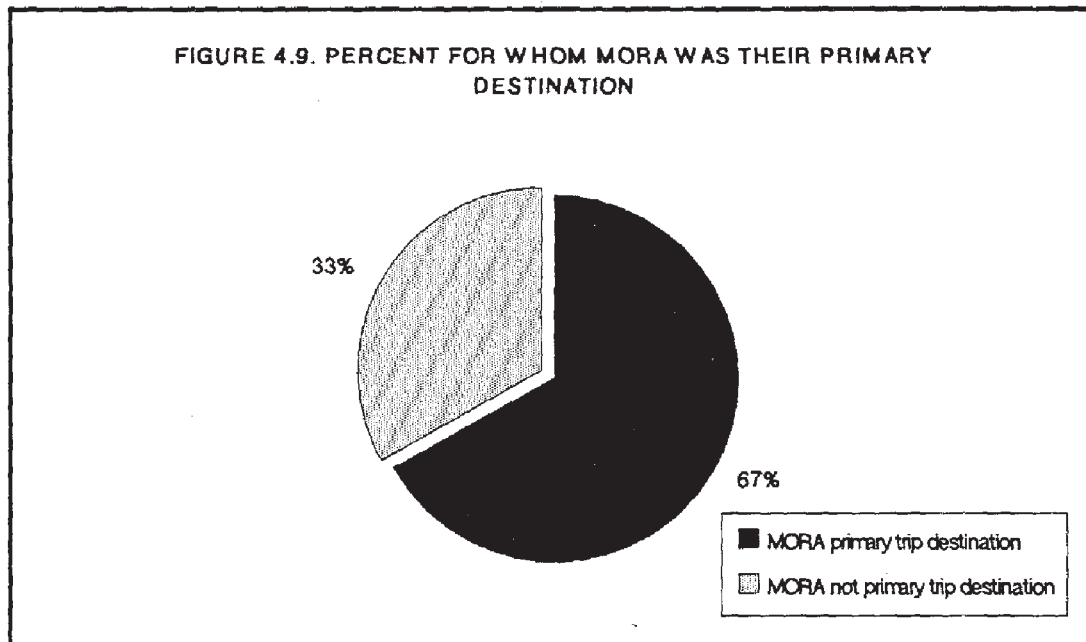


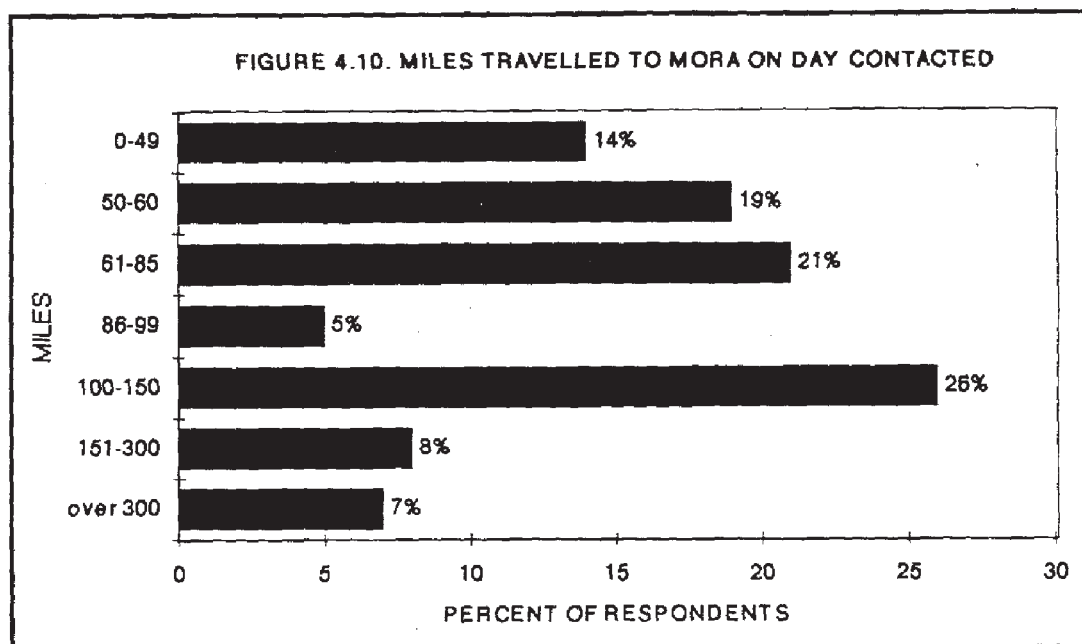


NOTE: The following data on primary destination, miles traveled, length of stay, stop at Paradise, destination within MORA and facilities used were obtained from version one of the questionnaire only. As a result, the sample size is smaller (N=813) than the total sample (N=1577), and the degree of accuracy is also lower with a confidence estimate of $\pm 3.5\%$ as opposed to $\pm 2.5\%$ for the total sample.

Primary Destination/Miles Traveled

A majority (67%) indicated that Mount Rainier was the primary destination for their trip (Figure 4.9). Figure 4.10 shows that most visitors (54%) traveled 85 miles or less to get to the park on the day they were contacted. A large percentage (26%) traveled 100 to 150 miles, and only 15% traveled over 150 miles.





Length of Stay/Stop at Paradise

A large majority of respondents (80%) stayed in the park for 12 hours or less, with most staying less than 7 hours (Figure 4.11). The average number of hours spent in the park during the visit (including overnight visitors) was 15.25. Sometime during their visit to Mount Rainier National Park, 71% of the respondents stopped at Paradise (Figure 4.12).

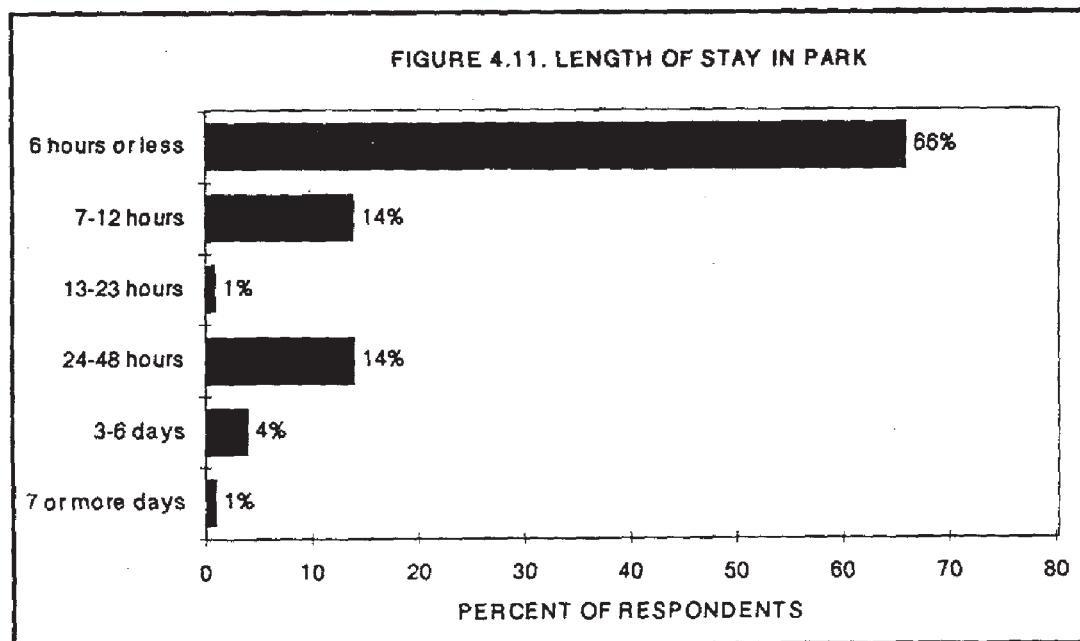
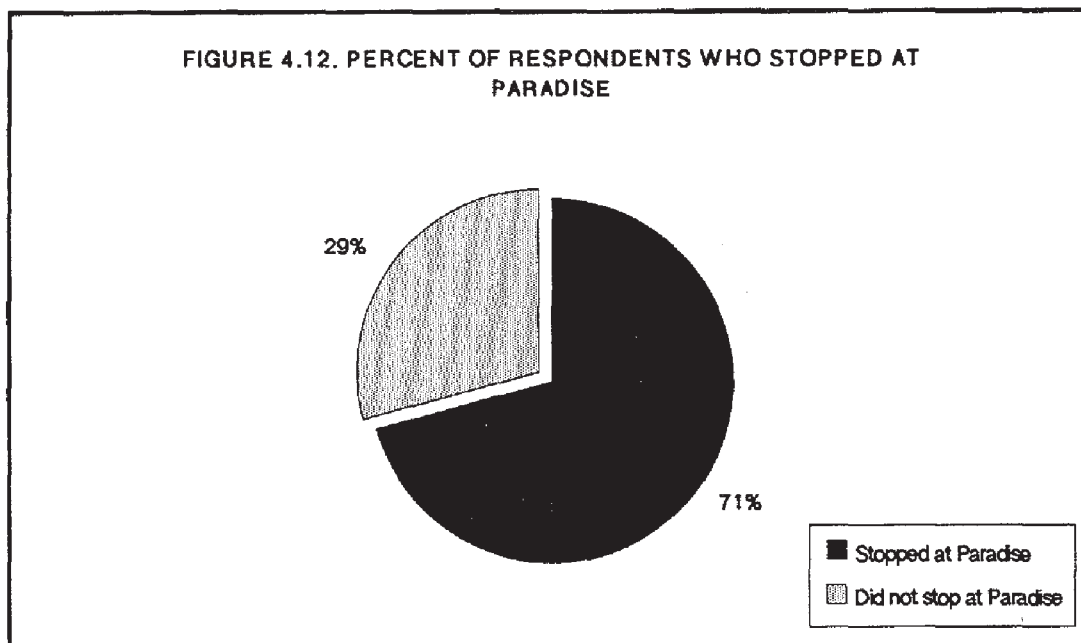


FIGURE 4.12. PERCENT OF RESPONDENTS WHO STOPPED AT PARADISE

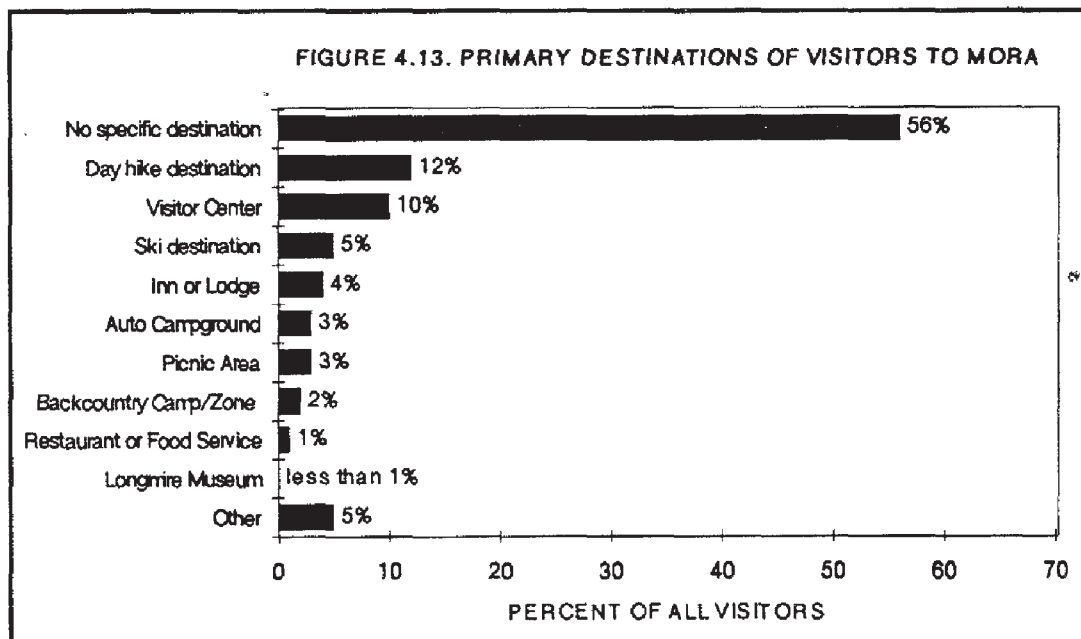


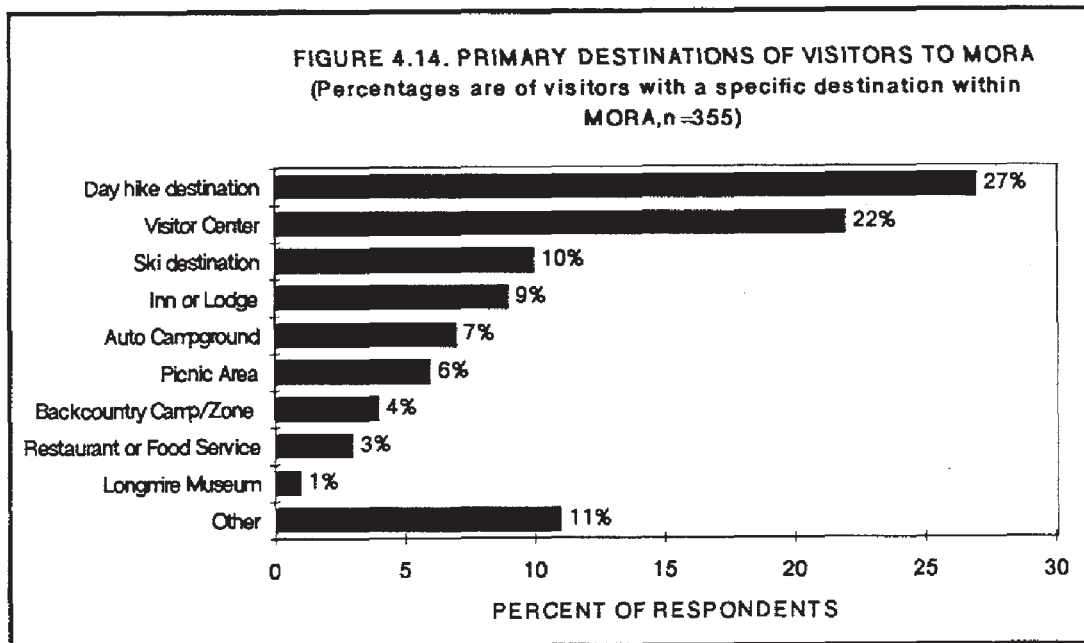
Destination Within MORA

Figure 4.13 illustrates that, of the visitors surveyed, a large percentage (56%) had no specific destination within the park. Twelve percent had a day hike destination, 10% were going to a visitor center, 5% had a ski destination and for 4% a lodge or inn was their destination.

A total of 44% of visitors surveyed had a specific destination. Figure 4.14 shows the breakdown of this subset of visitors by type of destination. Of those visitors who had a primary destination ($n=355$), 27% had a day-hike destination, 22% were going to a visitor center, 10% had a ski destination and, for 9%, an inn or lodge was the primary destination.

FIGURE 4.13. PRIMARY DESTINATIONS OF VISITORS TO MORA





Park Facilities Used

Figure 4.15 shows that while 12% of visitors reported not using any facilities, 35% used one facility, 25% used two and 28% of park visitors used 3 or more facilities. The average number of facilities used was 2.0. The most commonly used facilities were the Paradise Visitor Center, Paradise Inn and Sunrise Visitors Center, with 51%, 22% and 19% (respectively) of respondents indicating they used each facility (Figure 4.15a).

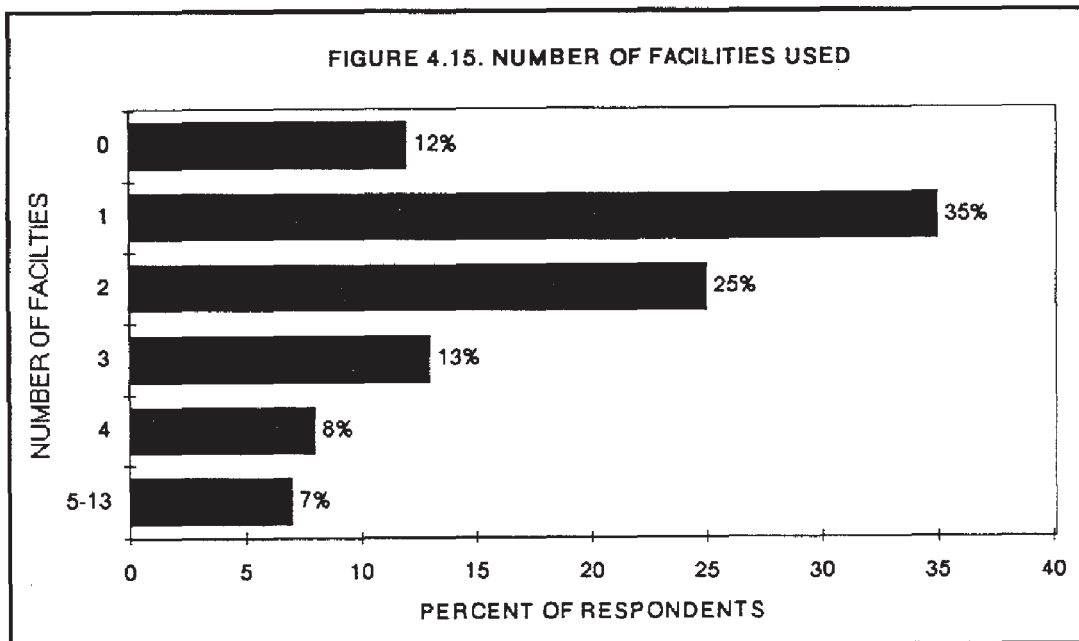
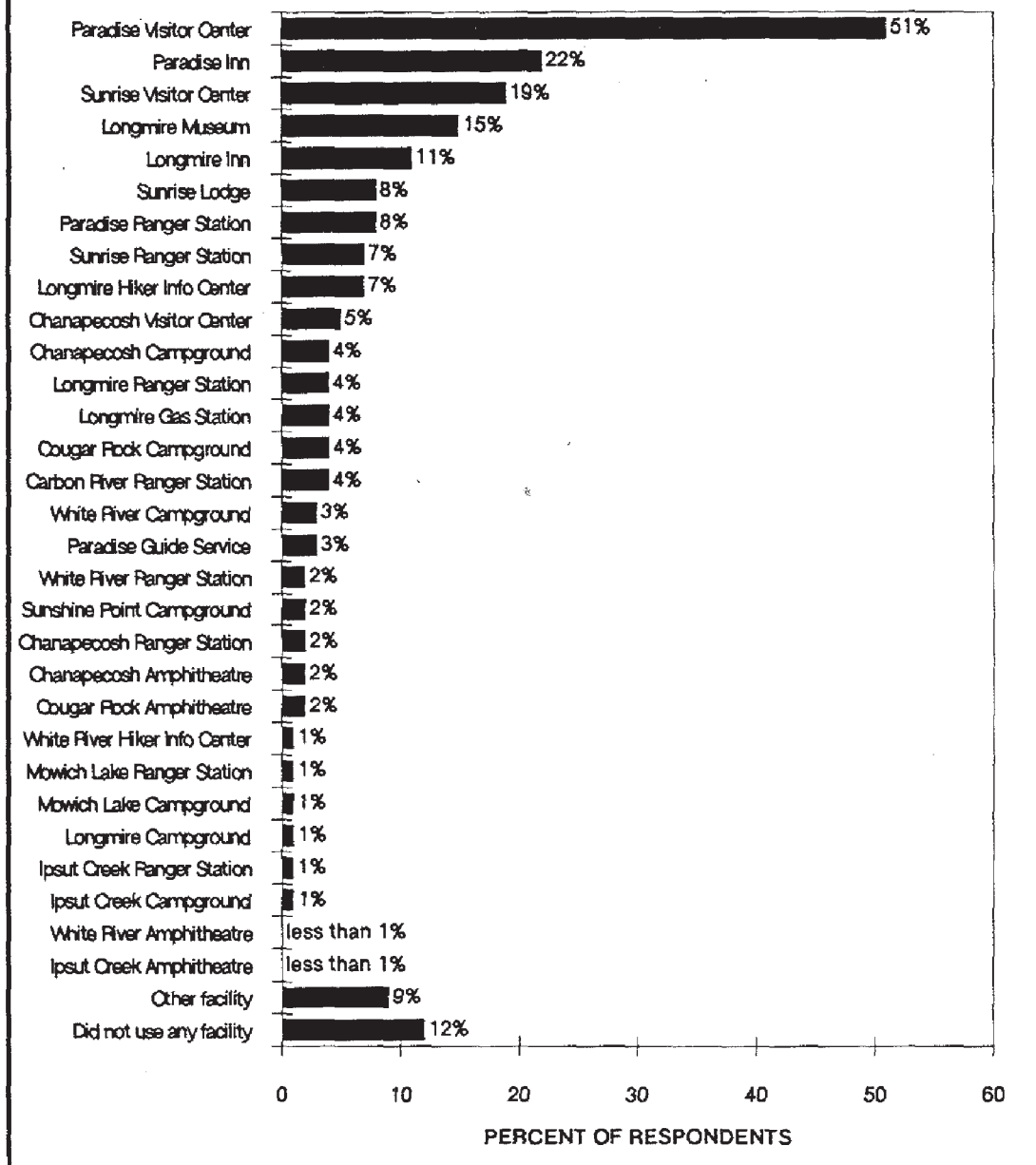


FIGURE 4.15A. PERCENT OF VISITORS WHO USED EACH FACILITY



Activities Engaged in by MORA Visitors

A very large percentage of park visitors (80%) said "driving to view scenery" was an activity they engaged in while on this trip. "Photography", "going to visitor centers or museums", "observing wildlife", "viewing wildflowers" and "day hiking-self-led" were also mentioned by many with 59%, 58%, 47%, 46%, and 44% of respondents, respectively, mentioning them (Figure 4.16).

"Driving to view scenery" was also the activity with the highest percentage (38%) saying it was the most important activity to the enjoyment of their trip. "Day hiking-self-led" was next with 21% indicating it as the most important activity to trip enjoyment (Figure 4.17). The remaining 41% of visitors were spread thinly among the other activities, with the next largest percentage being 6% for whom "photography" was the most important activity..

Another way of looking at the most important activities to visitors' enjoyment of the park is to calculate a score by multiplying the number of respondents for an activity by a factor of 2 or 1 each time an activity is listed as most important or second most important, respectively, then summing the results. As expected, "driving to view scenery" and "day hiking-self-led" have the highest scores, followed by "photography" and "observing wildlife" (Figure 4.18).

FIGURE 4.16. PERCENT OF VISITORS WHO ENGAGED IN SELECTED ACTIVITIES WHILE AT MORA

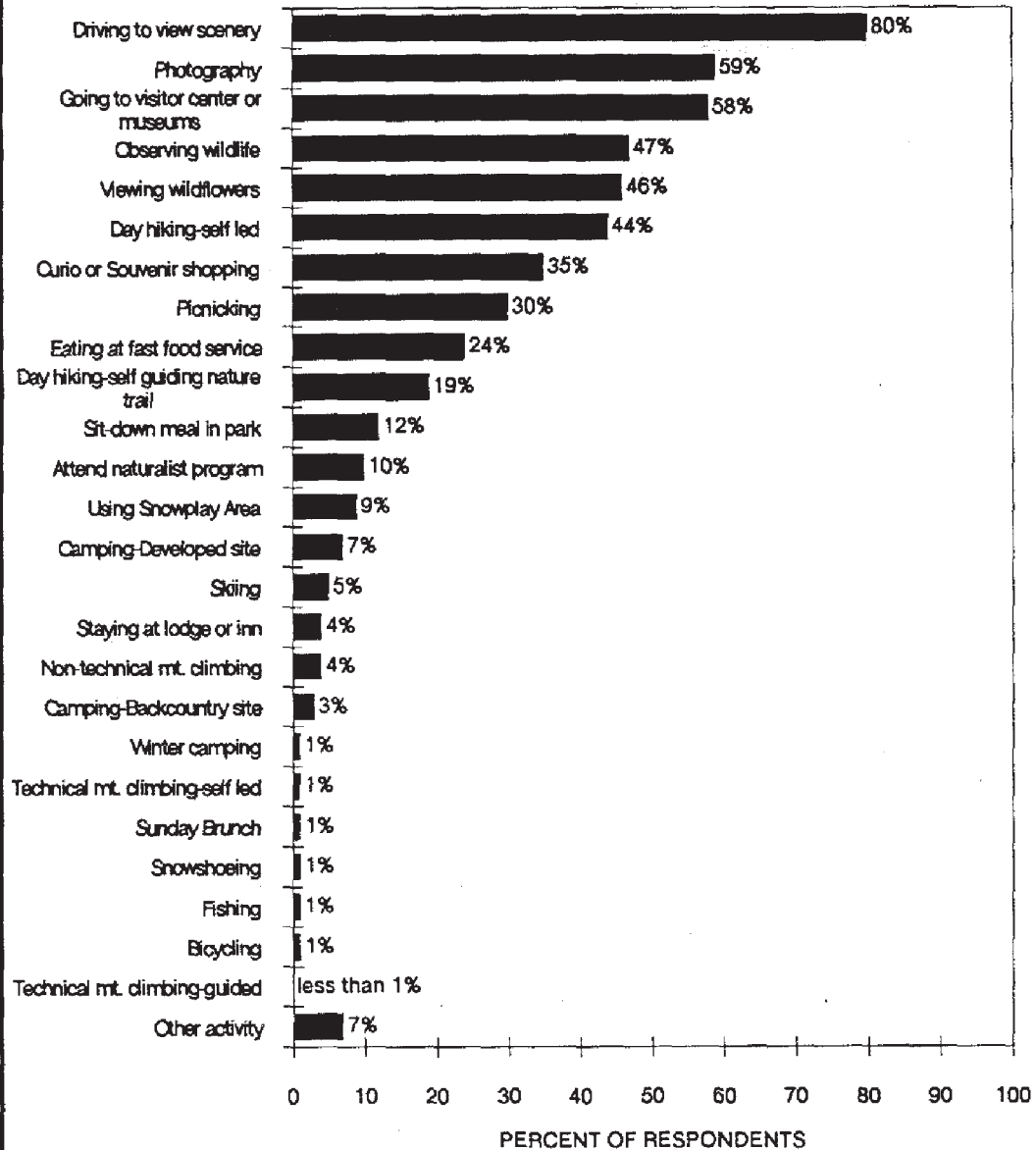


FIGURE 4.17. MOST IMPORTANT ACTIVITIES TO ENJOYMENT

OF MORA VISIT

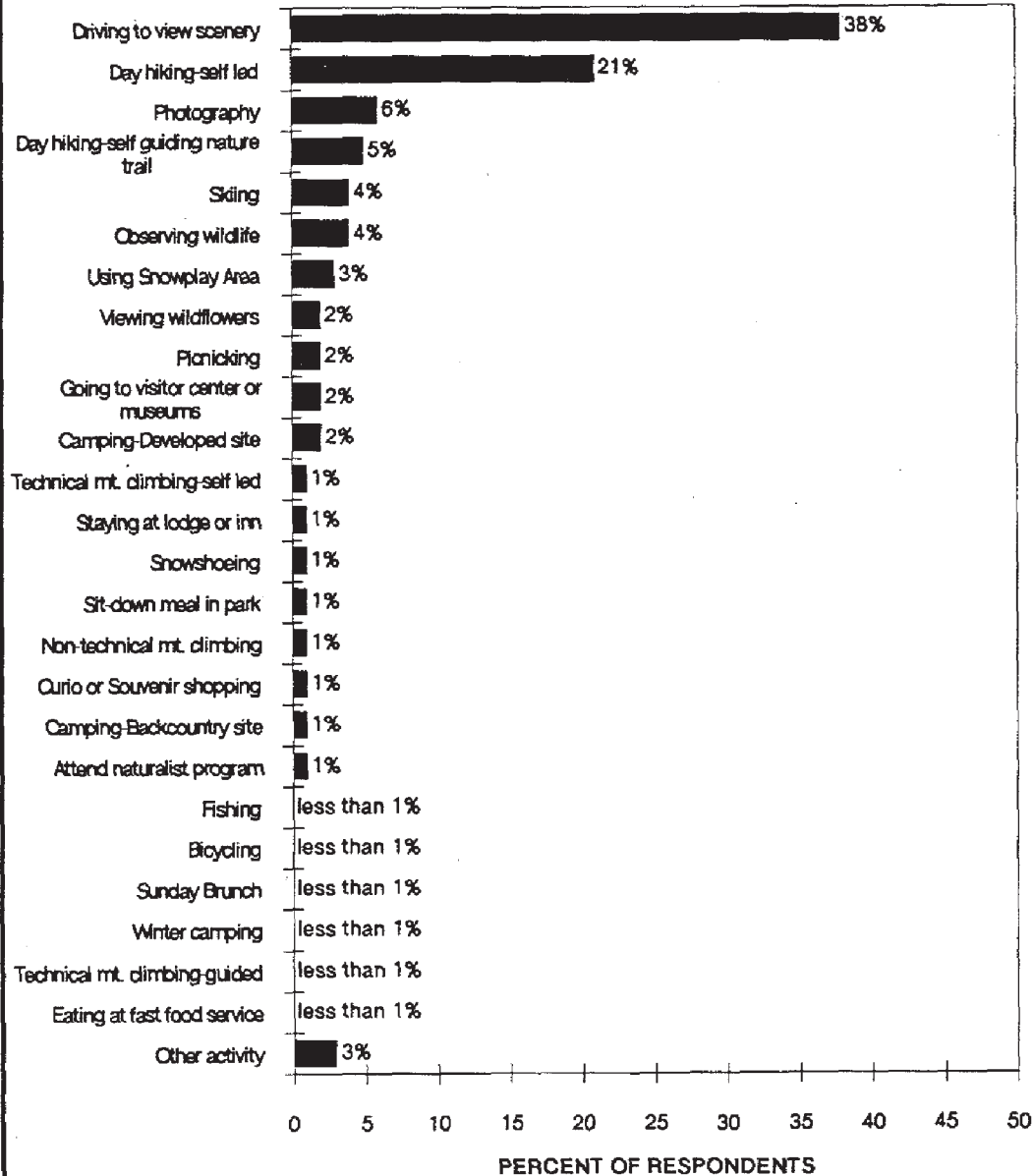
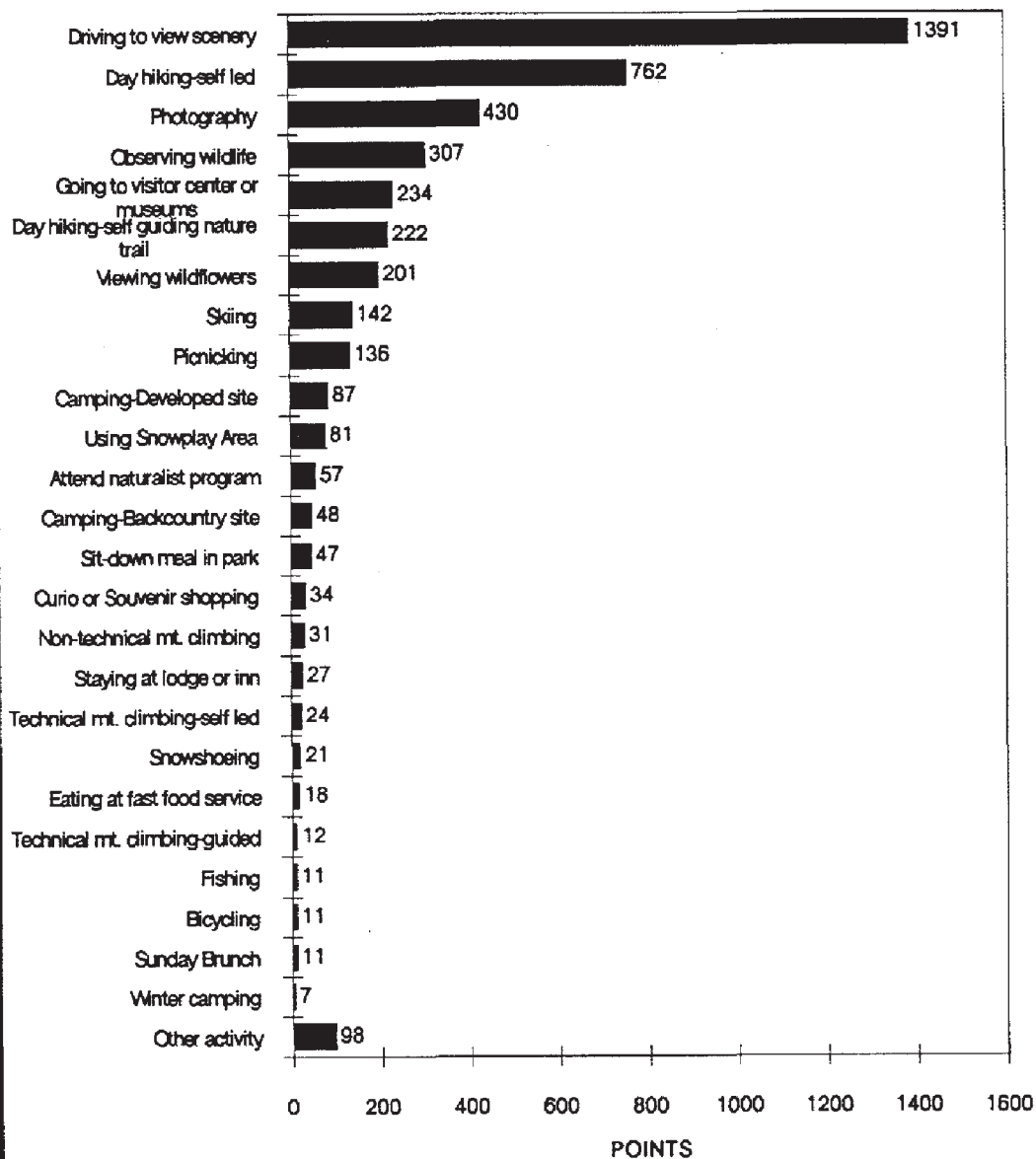


FIGURE 4.18. MOST IMPORTANT ACTIVITIES TO ENJOYMENT OF MORA VISIT
BASED ON POINTS DERIVED FROM TOP TWO RANKINGS



V. VISITOR SATISFACTION

NOTE: The following data on visitor satisfaction were obtained from version one of the questionnaire only. As a result, the sample size is smaller (N=813) than the total sample (N=1577), and the degree of accuracy is also lower with a confidence estimate of $\pm 3.5\%$ as opposed to $\pm 2.5\%$ for the total sample.

Satisfaction with Availability of Information about MORA

Q-21. Please complete the following statements that compare the **amount of information you found** about Mt. Rainier National Park to the amount of information you sought.

A. Prior to my trip to the Park, the **amount of information I found** about Mt. Rainier National Park to help plan my trip was: *(Circle one number)*

- 1 I DID NOT LOOK FOR ANY INFORMATION
- 2 MORE THAN I WANTED
- 3 ABOUT AS MUCH AS I WANTED
- 4 LESS THAN I WANTED

☐ If the information you found was less than you wanted, please explain what information you were lacking:

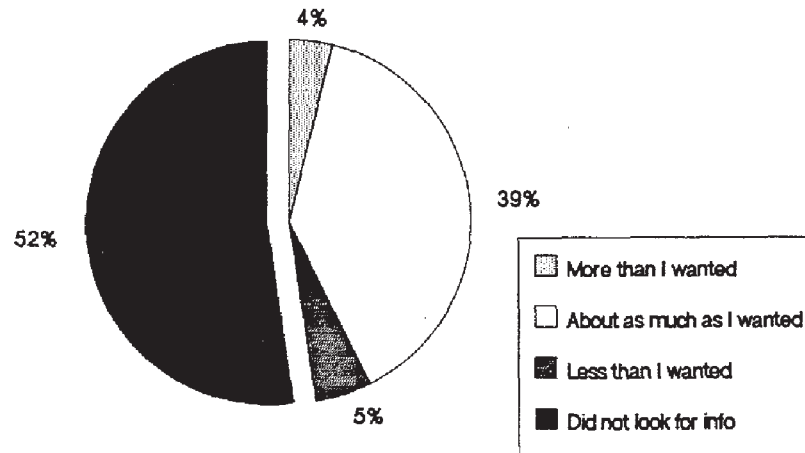
B. Once I arrived at the Park on this trip, the **amount of information I found** in the Park to help plan my trip was: *(Circle one number)*

- 1 I DID NOT LOOK FOR ANY INFORMATION
- 2 MORE THAN I WANTED
- 3 ABOUT AS MUCH AS I WANTED
- 4 LESS THAN I WANTED

☐ If the information you found was less than you wanted, please explain what information you were lacking:

When asked about information found prior to their visit to assist in planning a trip to Mt. Rainier (see Q-21 above), 4% of respondents indicated they had found more information than they wanted, 39% found as much as was wanted, 5% found less than they wanted, and 52% of respondents indicated that they did not look for any information (Figure 5.1). Respondents who indicated that they did not receive as much information as they desired were asked to indicate what type of information they had wanted but not received. These responses are listed below. Forty two people wrote comments.

FIGURE 5.1. VISITOR RATINGS OF AMOUNT OF INFORMATION ABOUT MORA AVAILABLE PRIOR TO TRIP (IN PERCENTAGES OF REpondENTS)



Comments Regarding Information Desired But Not Available Prior to Trip

"I had only heard about it from friends."

"Good map of park."

"Information about individual views, and or attractions regarding sights."

"Looking for more detailed information on where to fish and observe deer and elk."

"History of the Mt. and park population (Least to most trafficked)."

"West side road was closed."

"There was not enough information readily available."

"More pictures of Mt. Rainier different seasons and record snowfall (pict.)."

"I wrote requesting information and maps (i.e., park brochure) from regional N.P. Service – what was sent was little help."

"Didn't know how to get info?"

"We found our brochure from last year. Current brochure is much nicer than last year! Wish I had one! It did not state and fees, like entrance fee and how long it's good for, or anything about the passes available."

"All we had was a Washington map."

"No good maps available until you get to the park."

"More info on how to get from place to place the degree of difficulty or availability involved."

"Did not really know what to expect."

"Info in the Seattle area about climbing Rainier."

"Poor maps and information about facilities"

"People we talked to at ranger stations and on phone, were vague regarding backcountry campground reservations. We now know that one can't make reservations before the day they are to be used, but we HEARD lots of different stories."

"Nothing open"

"For instance, a brochure simply stating the park layout of roads (in particular) and seasons when certain areas were open or closed."

Comments Regarding Information Desired But Not Available Prior to Trip (continued)

"The phone message system (569-2211) did not have current conditions. The weather forecast was 30 hours old."

"It would be helpful to know weather conditions."

"The hiking book that is available about Mt. Rainier is poorly written and hard to follow."

"It's only available by bus. This only gave us two hours at Mt. Rainier to stay overnight was expensive."

"I would have liked to know about the inns in the park."

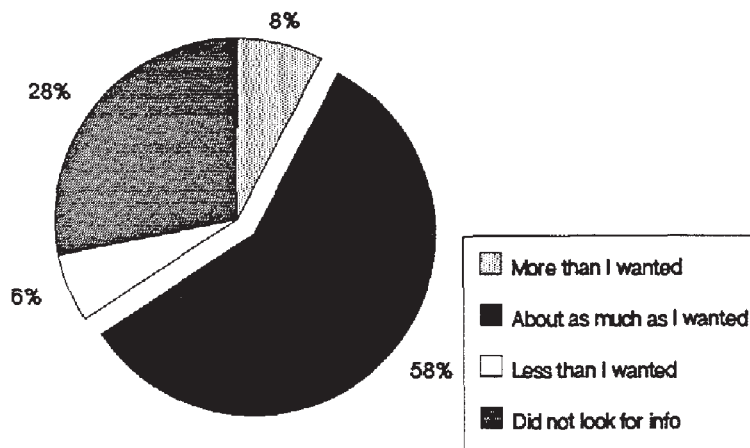
"Copy of newspaper listing range-guided activities throughout the park (could distribute to area public libraries)."

"The east side is closed."

"I wanted to know more about specific activities in the park."

In response to Q-21B (see above) about the amount of information available at the park to aid in trip planning, 8% of those sampled found more information than they wanted, 58% found as much as they wanted, 6% did not find as much information as they wanted, and 28% indicated that they had not looked for information (Figure 5.2). The list below outlines some of the types of information that were desired but not available at the park. Forty six people wrote comments.

FIGURE 5.2. VISITOR RATINGS OF AMOUNT OF INFORMATION ABOUT MORA AVAILABLE AT THE PARK (IN PERCENTAGES OF RESPONDENTS)



Comments Regarding Information Desired But Not Available at the Park

"Information on wildlife/ flowers - more detailed map - a little history - in brief form."

"The usual 'nice' maps given out in most national parks like Olympic N.P."

"Wanted more detail about hiking trails."

"A little more information on day hiking appropriate for a family with a toddler."

"Rangers couldn't provide information about way trails and unused trails. Very discouraging that I know more."

"More marked level hikes."

"We had our own information so needed no help."

"I have received maps and brochures that were quite nice in the past."

"Sign for avalanche hazards needs to be BOLDER, more visible. Many times you become preoccupied with getting past the gate, you miss the sign that gives you this info."

"What info (road map)."

"Didn't find trail guides until we were back at ranger station. We had park map but not trail guide."

"Did we miss a location to get a map of the area and trails? It seemed that we were driving for over an hour before we actually paid to enter the park and got some information."

"Info relocation and status of auto campgrounds outside the park, nearby."

"Not enough information readily available."

"We missed the Paradise turnoff and the maps were poor. The road wasn't clearly marked."

"Print on recycled papers, natural botanical emphasis with natural colors. Give information on Protecting the environment."

"We had to ask to get any info."

"Was not accurate."

"There were two couples in our car. We were given one color brochure. We let the other couple keep it because they were from the East Coast. Therefore, we didn't get a brochure -- and we wanted one for next time! We would have even paid \$.50 for one!"

"Once in Paradise got the information we needed -- when first entered park through Eastside (came from Yakima) not really enough information provided."

Comments Regarding Information Desired But Not Available at the Park (continued)

"Input was obtained on approach road. Near Sunrise Entrance not specific on what to find at Sunrise, Paradise, Longmire etc."

"Specific info about particular sites."

"I was interested in the origin of the mountains, when the last known eruption took place. It may have been available but missed it since we wanted to get back to Tacoma by nightfall."

"Maps were terrible."

"The ranger at the entrance was nice to visit with. A ranger at Longmire museum needs some improvement on manners. He really didn't want to answer our questions."

"Information (maps) about cross country skiing area and trails."

"I expected a glossy brochure with better maps and feature ideas such as those at other national parks - e.g. Yosemite, etc."

"Correct info regarding gear necessary to climb to Camp Muir was much needed"

"Road signs."

"Signs posted and their availability to driver."

"Closed except for ranger info."

Activities, Facilities, and Services Expected But Not Available

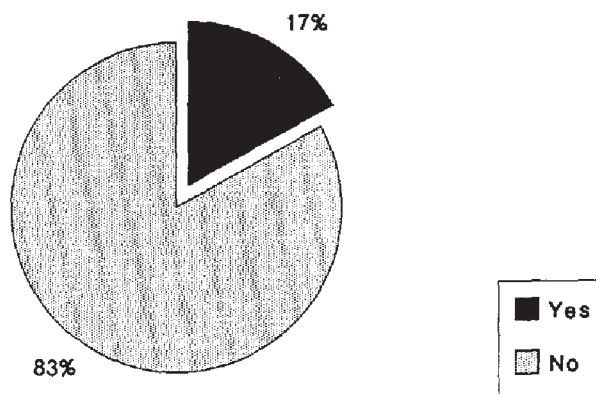
Q-17. Were there any activities, facilities, or services that you expected to be available at Mt. Rainier that were not. (*Circle one number*)

1 NO

2 YES (*Please specify*) _____

Eighty-three percent of respondents answered "no" to question 17 asking whether there were any activities, facilities, or services that respondents had expected to be available on their visit that were not available. The proportion answering "yes" to that question was 17%. Those who answered "yes" were asked to indicate what they had expected to be available that was not. Their comments are listed in their entirety in Appendix D. The most common comments dealt with lodging, followed by parking and factors associated with the visitor center.

FIGURE 5.3. WERE ANY ACTIVITIES, FACILITIES, OR SERVICES NOT AVAILABLE AT MORA THAT YOU EXPECTED TO BE AVAILABLE? (IN PERCENTAGES OF RESPONDENTS)



**Activities, Facilities and Services That Were Not Available That Visitors
Would Like to See Provided**

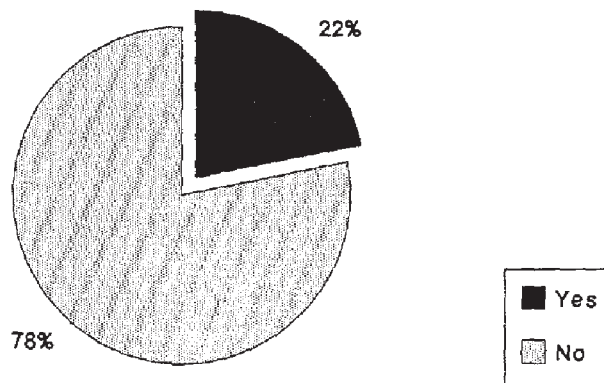
Q-18. Were there any activities, services or facilities that were not available at Mt. Rainier National Park that you would like to see provided? *(Circle one number)*

1 NO

2 YES *(Please specify)* _____

Participants were also asked if there were any activities, facilities, or services that were not available at MORA that they would like to see provided(Q-18 above). Those who answered "no" accounted for 78% of respondents. Those who answered "yes" accounted for 22%. Their comments are listed in their entirety in Appendix E. The most common comments pertained to public showers, parking and lodging.

**FIGURE 5.4. WERE ANY ACTIVITIES, SERVICES, OR FACILITIES NOT
AVAILABLE AT MORA THAT YOU WOULD LIKE TO SEE PROVIDED?
(IN PERCENTAGES OF RESPONDENTS)**



Satisfaction with Activities

Q-19. How satisfied were you with the following during your visit to Mt. Rainier?
(Circle one response for each item.)

ACTIVITIES:

- A. Activities during which you came into contact with Park Service or concessionaire personnel. Examples of these activities are attending interpretive programs, eating at an inn or visitors center, shopping at a souvenir shop, staying at an inn, going on a guided climb. (Circle one response)

VERY DISSATISFIED DISSATISFIED NEITHER SATISFIED VERY SATISFIED

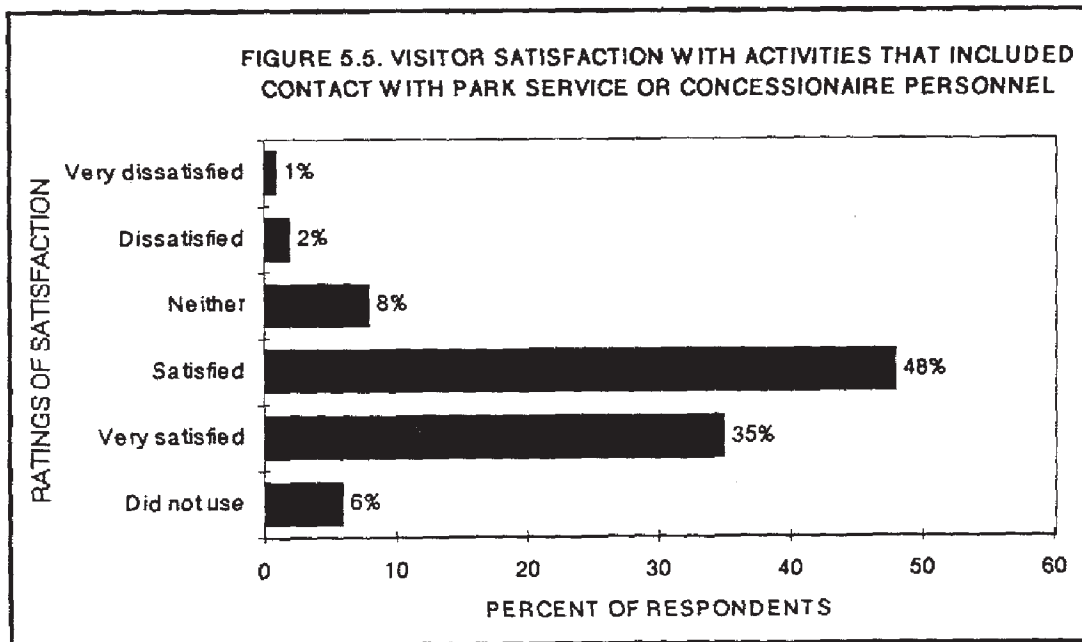
If you were *dissatisfied*, please explain why:

- B. Activities that you did independently, during which you did not come into contact with Park Service or concessionaire personnel. Examples of these activities are day hiking, skiing, camping, photography, unguided mountain climbing, driving to view scenery. (Circle one response)

VERY DISSATISFIED DISSATISFIED NEITHER SATISFIED VERY SATISFIED

If you were *dissatisfied*, please explain why:

Visitors were asked to rate their satisfaction with activities in which they did (Q 19A) and did not (Q 19B) come into contact with Park Service or concessionaire personnel. Eighty-three percent of visitors were satisfied or very satisfied with activities in which they did come into contact with Park Service personnel, 8% were neutral, 3% were dissatisfied (Figure 5.5) and their explanations of dissatisfaction are listed below. About 6% of those surveyed indicated that they did not participate in such activities.



Comments Regarding Reasons for Dissatisfaction With Activities That Included Contact with Park Service or Concessionaire Personnel

"Not being able to finish climb."

"A small white worm crawled across my luncheon plate. David (waiter) quickly removed it. Gave me a delicious piece of pie instead!"

"Did not advise of windy roads and weather."

"At the souvenir shop the prices are ridiculous especially on film. I felt like I was in a tourist trap."

"Food was very high and poor."

"The visitor center at Paradise was closed."

"Evening stroll at Paradise did not include enough natural history."

"We had to wait 40 minutes to get our backpack permit because the ranger at Sunrise could not get in contact with the ranger station."

"Food at Paradise Inn."

"Service way too slow at Sunrise snack bar."

"Park Ranger lead tour at Paradise. He was not very knowledgeable and even read from a script."

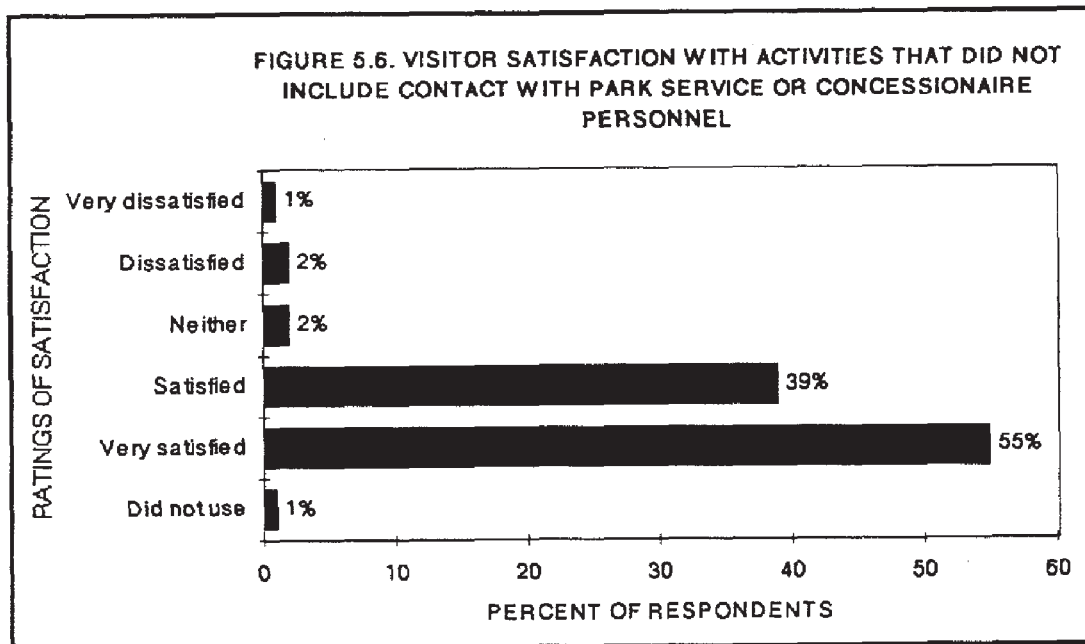
"Unable to accommodate the crowds."

"Nothing was open."

"Workers at Paradise concessions were rude and unpleasant - personnel were rude at Paradise food service area."

"Had salmon burger which wasn't very tasty otherwise everything was great. The service and decor was good."

In rating satisfaction with activities where they did not come into contact with personnel, 94% of visitors were satisfied or very satisfied with activities, 2% were neutral, and 3% were dissatisfied (Figure 5.6). Of those who indicated dissatisfaction the reasons given are listed below. Another 1% of those sampled indicated that they had not participated in such activities.



Comments Regarding Reasons for Dissatisfaction With Activities That Did Not Include Contact With Personnel

"Too many people - hard to find parking space."

"We went on the only foggy day of the month and couldn't even see the mountain."

"Picnic - rain. Hiking - rain."

"I made the mistake of bringing the wife and kids. Otherwise, it was great."

"Sledding was not allowed so our children were very disappointed."

"For the inexperienced, the paths were not well marked. We lost the trail we started on and found ourselves on a longer one."

"Weather bad."

"Too foggy to see Mt. Rainier or any of the scenery."

"It poured rain and we couldn't see or do anything."

"Extremely cloudy - couldn't even see the mountain (Mt. Rainier)."

"Because you couldn't see the mountain, it was clouded over."

"Difficult to view mountain."

"Very cloudy and rainy - couldn't see much scenery."

"Bad weather."

"Nothing open."

"Noise from snowplows at Paradise could be heard all day. Ruined wilderness aspect of Van Trump park."

"Unfortunately it was very foggy."

"Terrible weather - fog sat on top of lodge; never saw mountain; don't blame anyone, that was just the way it worked out."

Satisfaction with Facilities

Q-19. How satisfied were you with the following during your visit to Mt. Rainier?

FACILITIES:

- C. **Park-managed Facilities.** These include all **physical structures and improvements managed by the Park Service** such as visitor centers, campgrounds, roads and trails. (*Circle one response*)

VERY
DISSATISFIED DISSATISFIED NEITHER SATISFIED VERY
SATISFIED

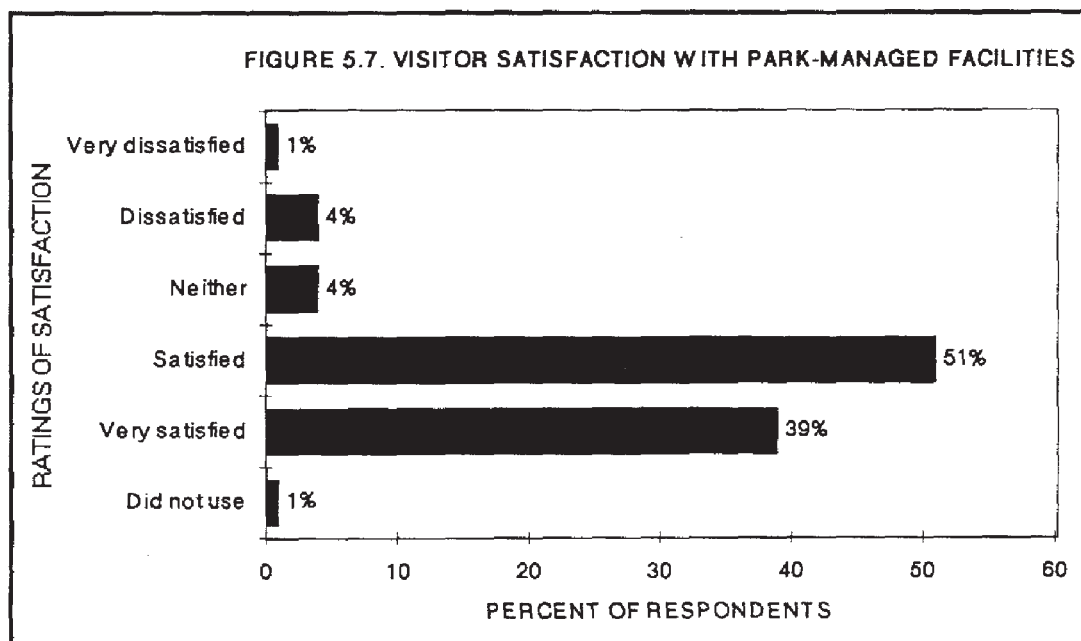
If you were *dissatisfied*, please explain why:

- D. **Concession Facilities.** These are the **physical structures and improvements managed by concession contract.** They are the hotels, restaurants, fast food service and souvenir shops. (*Circle one response*)

VERY
DISSATISFIED DISSATISFIED NEITHER SATISFIED VERY
SATISFIED

If you were *dissatisfied*, please explain why:

Respondents were also asked about their satisfaction with park-managed facilities (Q 19C) and concession facilities (Q 19D). Ninety percent of respondents indicated satisfaction with park-managed facilities, 4% were neutral, and 5% indicated dissatisfaction (Figure 5.7). The reasons given for dissatisfaction are listed below. Of all respondents, 1% reported that they did not use this type of facility.



Comments Regarding Reasons for Dissatisfaction with Park-Managed Facilities

"Need more trail signs."

"It would be nice if there were more longer sites in the campground and also showers."

"Campgrounds were too structured - felt a hotel atmosphere. I would prefer campsites to be more spread out to get a more "wilderness" feel."

"Gravel roads not well maintained...full of pot holes...needed much improvement (ESPECIALLY true of road to Mowich)."

"Mowich Lake lavatories were dirty, smelly, and locked! Even the W/c one was unavailable for use."

"The bathrooms need some kind of lighting!"

"Thought visitor center looked 'seedy.'"

"Park open but not facilities."

"It was closed."

"Would love to see west side road opened back up to north Puyallup glacier. A lot of older people aren't in any condition to walk up and the scenery is excellent!"

"I think that if we were charged the full fee the roads should've been plowed through to Paradise."

"Disappointed would be a better description because road was closed."

"They lack charm that other parks seem to have."

"We were told at Longmire that the road to Paradise was sanded and no chains were needed, however we did not see any trace of sand and felt the road was unsafe without chains."

"Exhibits and Exhibit area in bad need of improvements. Also, souvenir shop needs improvement."

"At Longmire, there is no smoking area in the dining room! Ridiculous! (So I didn't eat there.)"

"Everything is clean and beautiful. You just need more and higher guardrails."

"Needed showers in bathrooms (only thing)."

"The 'bathroom' facilities at Sunshine Point are disgusting."

"Park roads need shoulders. Walking along the roads is VERY dangerous!"

"If possible, indoor-outdoor plumbing at Ipsut Creek instead of outhouses would be appreciated."

Comments Regarding Reasons For Dissatisfaction With Park-Managed Facilities (continued)

I would prefer to see the Mowich Road closed and removed, with parking outside the park."

"Road turned gravel and holes half way up the mountain, hard on an '88 Accord paint job."

"Lack of shower facilities/ some bathrooms not very clean."

"The lack of parking was very upsetting. To view the beauty from a moving vehicle is hard for a two-year-old."

"Parking."

"Need road improvements (pavement) from ranger station to campground and more speed limit signs."

"ONE restroom open at the area."

"Not enough access in the park due to unnecessary road closures."

"Visitor Center or restaurant not open."

"Would like showers at Paradise Visitors center to remain open/ available until later in the evening."

"West side road was closed for 3rd year."

"Unable to find parking at Paradise."

"When will road to Mt. Wow reopen?"

"Everything was very well kept and maintained, but I felt that on some stretches of road a few guard rails were called for."

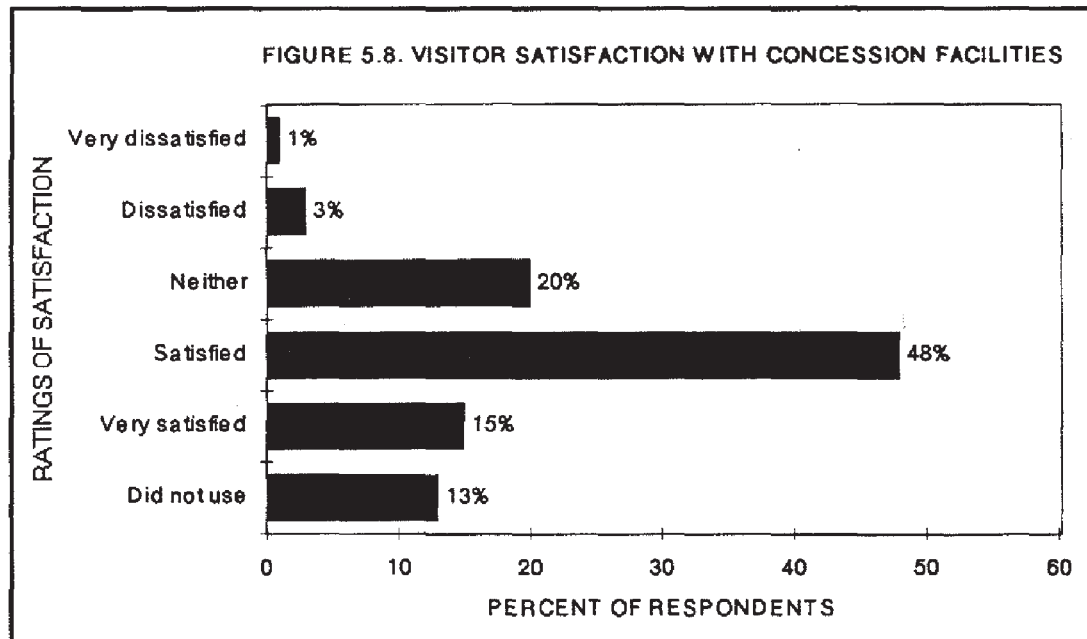
"Inadequate parking."

"I think there should be more signs located in the park where to find the many activities."

"Some of comfort stations were very messy."

"Visitor center not open."

In regard to concessionaire facilities, 63% of respondents indicated satisfaction with facilities, 20% were neutral, and 4% indicated dissatisfaction (Figure 5.8). The reasons given for dissatisfaction are listed below. Thirteen percent of those responding indicated that they did not use these facilities. Many of the reasons listed for dissatisfaction with concessionaire facilities actually pertain to services. It appears that many respondents did not separate facilities from services as they answered this question. Therefore, the 4% indicating dissatisfaction with concession facilities is an overestimate of the actual percentage. Conversely, the estimates of dissatisfaction with concession services is under-estimated.



Comments Regarding Explanations of Dissatisfaction With Concessionaire Facilities

"Paradise mapstore was unorganized check out system at the cashier."

"Food at Sunrise was terrible. From coffee to sandwiches, it was poorly prepared."

"Power out"

"None available."

"They were closed."

"It was closed."

"Bad food."

"No available lodging facilities."

"Service at restaurant was abysmal. No air/ showers or fans in room."

"The dining rooms I thought to be a bit small."

"Food service at Jackson center uses too much disposables such as plastic/ paper."

"We wanted to stay in the hotels in the park, but they did not provide private bathrooms nor did they have AC."

"Too high in prices not first class."

"Too expensive and under staffed."

"Too expensive!"

"VERY expensive!"

"Too expensive."

"Coffee cost \$.90 a cup (small, styrofoam cup). Tables not clean."

"Limited amount of total space - at Paradise."

"Restaurant not open."

"Why not open Paradise Inn year round?"

"Wished groceries (picnic supplies) were available at Paradise."

"Better food and faster service at restaurant. We were on a tour only were going to be here for 2 hours, and spent over an hour at the restaurant. The food wasn't any good and the service was slow and lousy."

Comments Regarding Explanations of Dissatisfaction With Concessionaire Facilities
(continued)

"Outrageous prices."

"Couldn't find any."

"Too expensive."

"Not enough help snack shop Paradise."

"Could not get into Paradise lodge."

"I don't like them in National Parks; never have. Paradise is particularly disillusioning. Looks like an ugly glob of cement against the lovely alpine background of Mt. Rainier."

"We were disappointed that no bar or lounge exists at the new Inn."

Satisfaction with Services

Q-19: How satisfied were you with the following during your visit to Mt. Rainier?

SERVICES:

- E. **Concession Services.** These are actions associated with providing assistance to visitors that are managed by concession contract. They are lodging, dining, climbing guide services and curio and souvenir sales. (*Circle one response*)

VERY
DISSATISFIED DISSATISFIED NEITHER SATISFIED SATISFIED

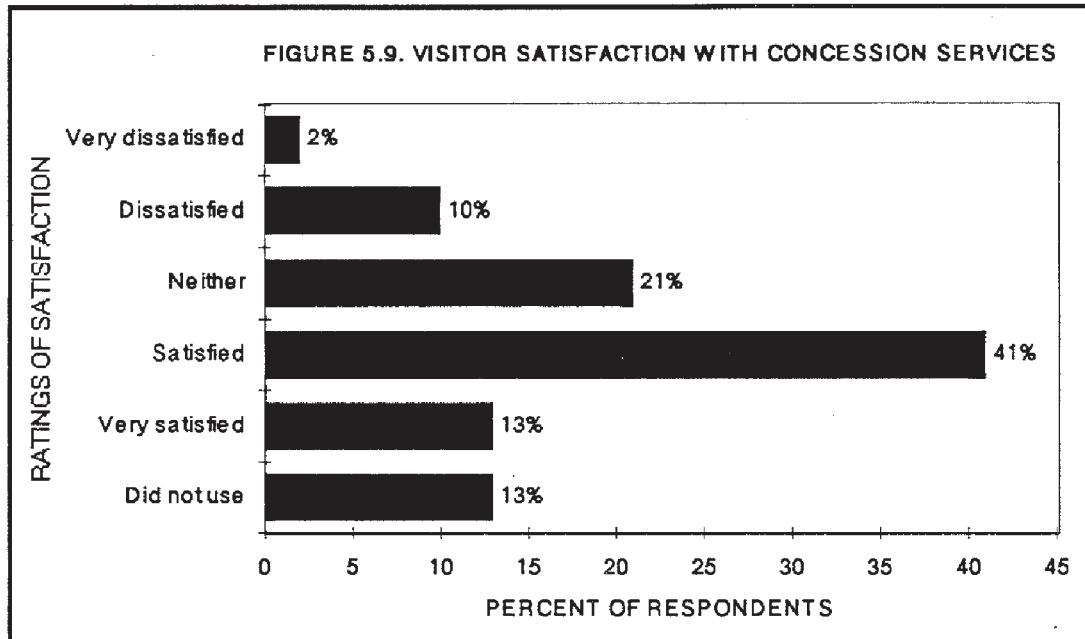
If you were *dissatisfied*, please explain why:

- F. **Park-provided Services.** These include all other services such as visitor information, guided walks and law enforcement. (*Circle one response*)

VERY
DISSATISFIED DISSATISFIED NEITHER SATISFIED SATISFIED

If you were *dissatisfied*, please explain why:

As shown in Figure 5.9, respondents who indicated satisfaction with concession-provided services comprised 54% of those sampled, those who felt neutral accounted for 21% of the sample, and dissatisfied respondents made up 12% (as noted above, this is an under-estimate of the actual amount of dissatisfied visitors). The reasons for dissatisfaction are listed below. Approximately 13% of those responding indicated that they did not use these services.



Comments Regarding Explanations for Dissatisfaction With Concession-Provided Services

"Food not available, operators disinterested."

"Very pricey items; food could have been better for you i.e., something besides french fries and fast food."

"Food was only warm -- lower quality than usual."

"Very expensive -- Paradise visitor center cafeteria and food not very good."

"The Guide service seemed to be very safe and courteous. I do think that outside private guides should be allowed to work inside the park. It appears that the present service has too strong of a hold on the market (they are the only ones allowed). There are other names that this can be called!"

"The food (4 different dinners) at Paradise Inn leave a lot to be desired."

"Restaurant and gift shop personnel weren't very nice."

"I called the Paradise Inn from a pay phone in Seattle on 9/21 I got a recording that instructed me to call the National Park Lodge and that the Paradise switchboard closed at 4:30 p.m. I called at 3:00 p.m."

"Restaurant prices very high."

"None available."

"Everything was closed except visitors center."

"Bad food."

"Lack atmosphere."

"Too expensive - we had to bring our own food."

"Food in the inn was poor."

"Wanted more and better staffed food areas."

"Inadequate staffing, not customer oriented."

"Not enough staff at snack bar. Wait was particularly long."

"Indifference of personnel."

"You need more food places with wider range spending."

"Trying to make a profit by taking advantage of limited services. Better to keep services limited but more concerned with uniqueness and quality."

**Comments Regarding Explanations for Dissatisfaction With Concession-Provided Services
(continued)**

"Curio and Souvenir sales need to carry higher quality goods, keep far better inventories, (sizes of T-shirts, for example), and lower their inflated prices."

"Restaurant food too expensive plus long lines."

"Made me feel bad for changing my mind and then I never got what I ordered the second time."

"Eating lunch at Paradise - food was mediocre and expensive, service was lousy, long wait (45 min.) for table."

"Hot chocolate wasn't very hot."

"Again, the food at Paradise Inn was very poor for the price: too much grease! Staff very good. Paradise Inn needs new management at Dining Room."

"VERY expensive!"

"Didn't like the self-serve line for pop and coffee. Too many lines to stand in."

"Ice Cream cone too expensive. Ridiculous prices."

"Dining area is not sufficient to serve large crowd (no air) very stuffy when there."

"The gasoline at Longmire was A LOT more expensive than prices elsewhere by about \$.20/ gallon."

"Food service could use a bit of class - i.e., how about warm or toasted hamburger buns?"

"Prices were EXTREMELY high!"

"Nothing open."

"High price of food at Paradise visitor center."

"Should open Paradise Inn year round."

"Prices too high for fast food.."

"Food too expensive for the terrible taste. We don't mind paying high prices for GOOD food."

"Only one cash register going and a long waiting line."

"Because there was no place to enjoy a meal at Paradise at 3 p.m. Hours not sufficient."

"Prices in visitor center were very high for low quality food."

"Longmire gas station. I think the attendant doesn't like Hispanic people and it shows."

**Comments Regarding Explanations for Dissatisfaction With Concession-Provided Services
(continued)**

"Concessionaire personnel were very RUDE."

"There were no stamps at the gift shop and post office was closed - did not get to send post cards."

"Not much choice. Very expensive. Wasted paper and plastic packages for condiments."

"Too long of wait. Too expensive for some people and children."

"Please improve eating area and food selection of food poor but staff were good and helpful."

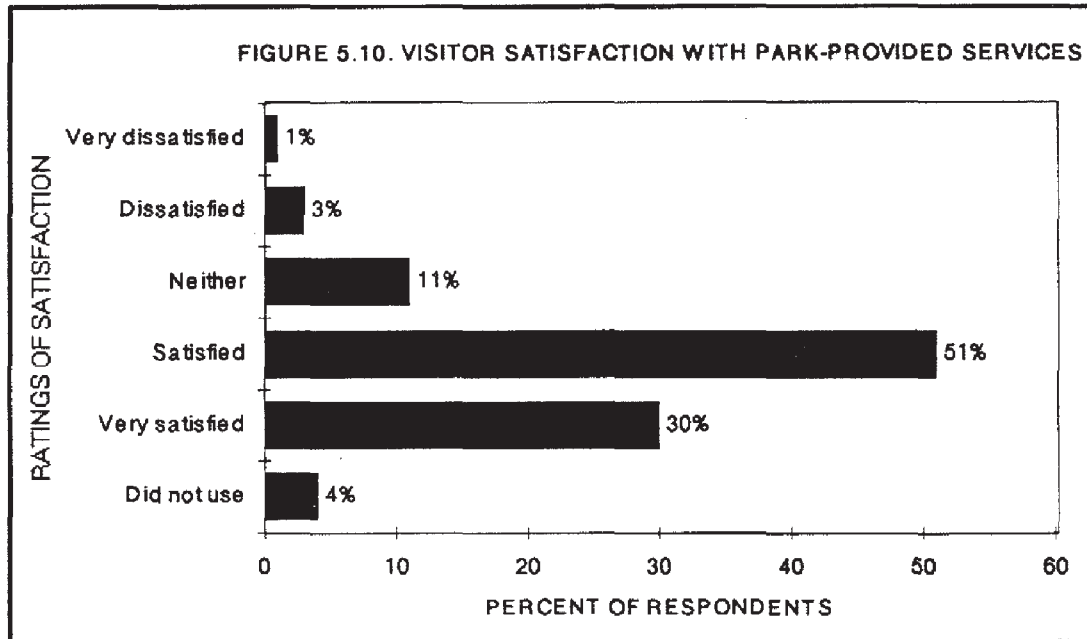
"Rudeness of salesperson at Paradise Inn gift shop."

"I wanted to buy a "plain" cheeseburger at the visitor center; so did my friend; they refused to sell us them. Did not eat."

"Too expensive."

"Very satisfied with Park Service personnel; dissatisfied with concessionaire personnel as they were not helpful or friendly as other parks."

Of all Park visitors surveyed, 81% were satisfied with Park-provided services, 11% were neutral, and 4% expressed dissatisfaction (Figure 5.10). The most frequent reasons for dissatisfaction are outlined below. Four percent of those responding indicated that they did not utilize these services.



Comments Regarding Reasons for Dissatisfaction With Park-Provided Services

"The Ranger at Ipsut Creek was extremely rude and unhelpful. I would never recommend someone to that point if I knew he was going to be there. I was at Ipsut on 9-4-90."

"Need more parking at visitor center."

"I received false information on best time to view fall leaves. Called two weeks before visit. Hardly any leaves. A ranger at Westside entrance said - 'The leaves are the same as they were' what does that mean? Rangers should know basic seasonal times of the year."

"Unhappy with closures."

"They never made themselves available to us. We never knew they existed."

"Other than reception at entrance no park personnel visible."

"Longmire Hiker info center needed a second staff person to handle questions while one wrote permits, etc."

"Not enough information as referred to before in survey."

"Wanted it longer and a little better marked (but only a little)."

"Park Service should have recycling bins at all locations where there are trash cans."

"Information was unclear and not accurate about back country conditions."

"We contacted both the Longmire and White River hiker centers, and did not get very good information. Also would like to see more rangers on patrol and park employees leaving at 4:30 were traveling much faster than the speed limit. Why was this allowed?"

"Need entry map and overall guide to park."

"No ranger on the way out to get information from. Gates should be manned longer."

"Nothing open."

"There was very little parking where we skied. We were barely able to find a place - we got the last one. With the snow mobiles using Cougar Rock, that's not good skiing anymore. With a 6 year old, we need a fairly level easy terrain that's easy to get to."

"Cost of 3 day summit climb in particular charged by mountaineering school is too costly."

Comments Regarding Reasons for Dissatisfaction With Park-Provided Services (continued)

"Only used road to access SW Washington and got charged for driving on the park road. WILL NOT RETURN."

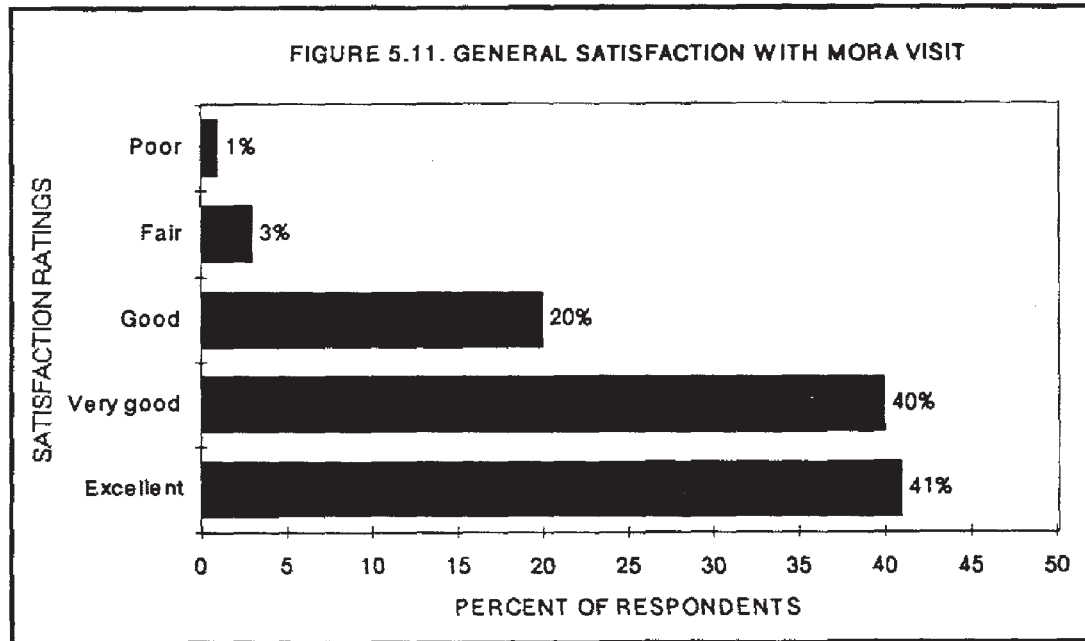
"We almost didn't get booked in to the first site, then we were put into a second site the second night that was cross-country because that site was 'full,' but when we got to those places there were 3 unused sites in the first and all unused sites except for the shelter, in the second. Because you seem very strict about your permits we didn't want to camp where we were booked for the third night. It would be good if you could have more reliable information, somehow or be more flexible."

"More visitor information made available to drivers."

"When asking for someone to speak Russian they said she was out for coffee/ long coffee break."

Overall Satisfaction With MORA Visit

Visitors were generally very satisfied with their trip to Mt. Rainier. Respondents who rated their overall visit to Mt. Rainier as excellent accounted for 41% of the sample, those who felt their visit was very good comprised another 40% of respondents, and participants who deemed their visit good made up 20% of the sample. Those who rated their overall visit as fair comprised 3% of the total participants and those who rated their visit as poor consisted of 1% of the sample (Figure 5.11).



VI. VISITOR ATTITUDES TOWARD THE IMPORTANCE OF PARK ATTRIBUTES FOR PARK PLANNING AND NATURAL PROCESS MANAGEMENT

NOTE: Only respondents who completed questionnaire version two were asked the questions on park management discussed in this section. Since the sample size is smaller ($n=764$) than the total sample ($n=1577$), the degree of accuracy is also slightly less. The confidence estimate for the items in this section is approximately $\pm 3.5\%$ as opposed to $\pm 2.5\%$ for the total sample.

A topic of discussion regarding National Parks management whether parks should be managed with emphasis on certain socially-desired attributes to the detriment or exclusion of others ("object management"), or managed with emphasis on natural processes which allow the evolution of ecosystem relatively unaltered by human influences ("natural process management").

In the case of "object management," managers might conclude that a given park was established to protect a certain mammal. Given this conclusion, management decisions must reflect this mandate, even if heroic measures that would never occur naturally were necessary. Such logic might result in disproportionate priorities being placed upon planning and management processes concerned with a favored species' welfare. In the event that a naturally occurring disease or process threatened the animals that the hypothetical park above was established to protect, any intervention within the control of management might be used to protect their continued survival. Thus, a disease could be countered by vaccination; predation might be controlled by reduction of carnivore populations.

In the case of "natural process management," it would be concluded that a given park should be managed according to a prescription which emphasizes the evolution of an ecosystem characterized by minimal human impact. In this situation, no component of the ecosystem would be seen as more important than any other. If a purely natural process resulted in the extinction of a species, so be it. If a natural disease threatened the extinction of the mammal in the above example, no intervention would be attempted. If a natural fire threatened to consume essentially an entire park forest, it would be allowed to continue under the philosophical assumption that nature should be allowed to run its course. Any recreation impact that interfered with the natural evolution of the area would be eliminated.

This section reports the results of a series of questions which were designed to measure visitors' attitudes toward these types of management issues. Respondents were first asked about their opinions pertaining to the importance of various attributes of the Park in planning for its future.

Importance of Park Attributes for Park Planning

Q-10. People have different opinions about what attributes of Mt. Rainier National Park should be emphasized and preserved for future generations in Park Service planning. How important do you feel each attribute should be in planning for the future of the Park? (Circle one response for each item)

Attributes:	NOT IMPORTANT ↓	SOMEWHAT IMPORTANT ↓	MODERATELY IMPORTANT ↓	VERY IMPORTANT ↓	EXTREMELY IMPORTANT ↓
A Forests, wildflowers and other plants	NOT	SOMEWHAT	MODERATELY	VERY	EXTREMELY
B Educational programs	NOT	SOMEWHAT	MODERATELY	VERY	EXTREMELY
C Beautiful scenery	NOT	SOMEWHAT	MODERATELY	VERY	EXTREMELY
D Undeveloped recreational areas (backcountry, designated wilderness areas)	NOT	SOMEWHAT	MODERATELY	VERY	EXTREMELY
E Wildlife	NOT	SOMEWHAT	MODERATELY	VERY	EXTREMELY
F The balance of the natural ecosystem	NOT	SOMEWHAT	MODERATELY	VERY	EXTREMELY
G Historic buildings and archaeological sites	NOT	SOMEWHAT	MODERATELY	VERY	EXTREMELY
H Developed recreational facilities (campgrounds, trails, visitor centers)	NOT	SOMEWHAT	MODERATELY	VERY	EXTREMELY
I Other _____ (Please specify)	NOT	SOMEWHAT	MODERATELY	VERY	EXTREMELY

The results of respondents' answers to Q-10 are displayed in Figures 6.1 to 6.8. The average ratings for each of the park attributes is presented in Figure 6.9. Planning for preservation of beautiful scenery, the forests, wild flowers and plants, and the wildlife form a cluster of three most important attributes. These are followed by the balance of the natural ecosystem and undeveloped recreation facilities. Educational programs, historic buildings and archaeological sites, and developed recreational facilities had the lowest average scores of importance. On average, visitors felt all categories of attributes were no less than "moderately important." Very few respondents rated any of the resource categories as "not important."

FIGURE 6.1. IMPORTANCE OF FORESTS, WILDFLOWERS AND OTHER PLANTS

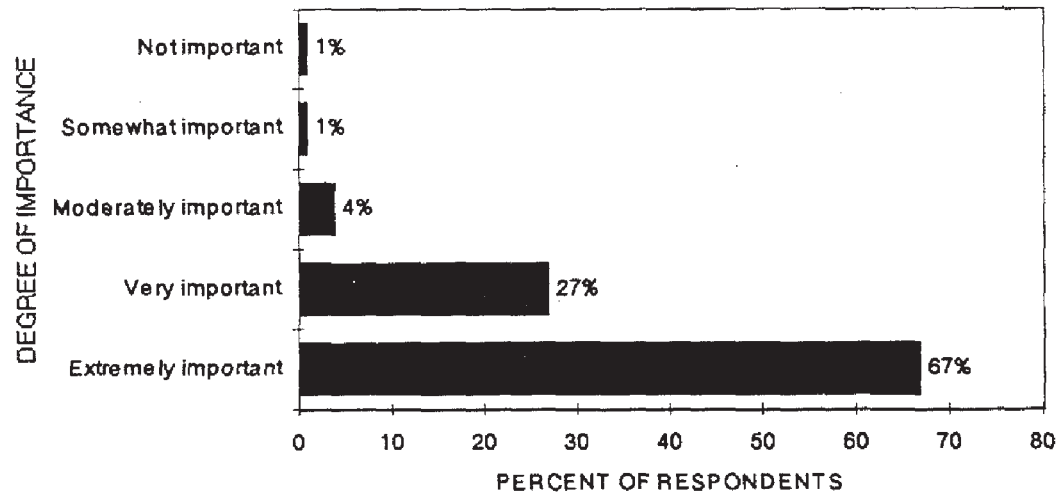
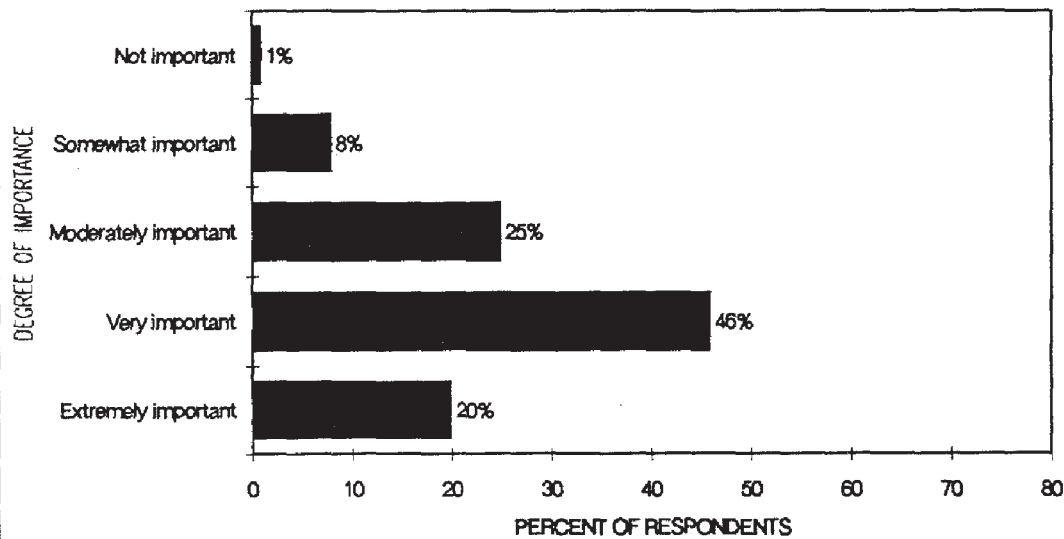
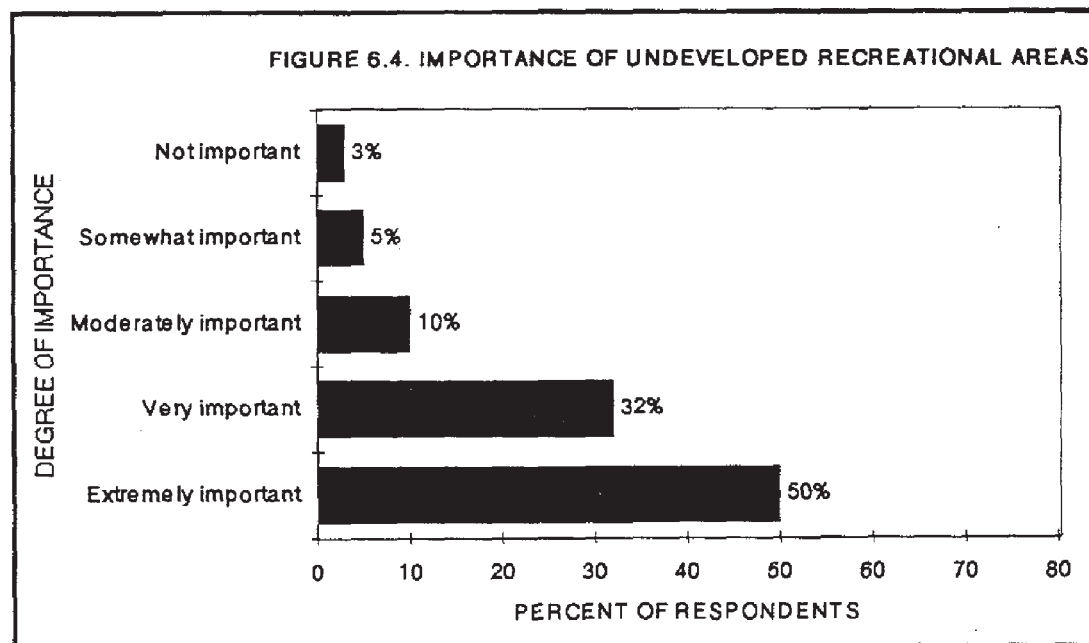
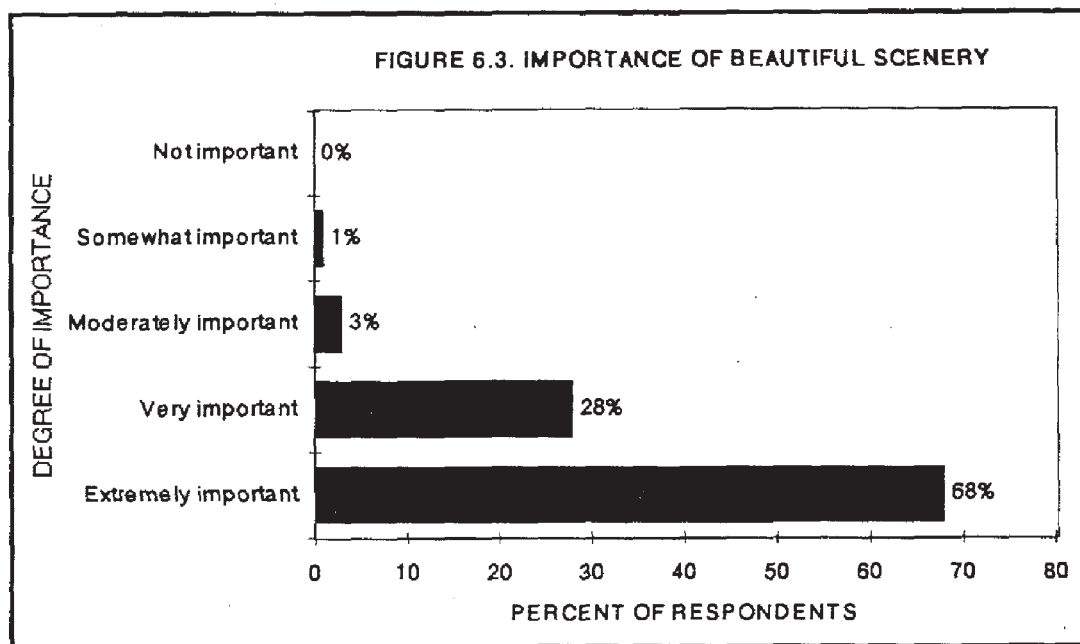
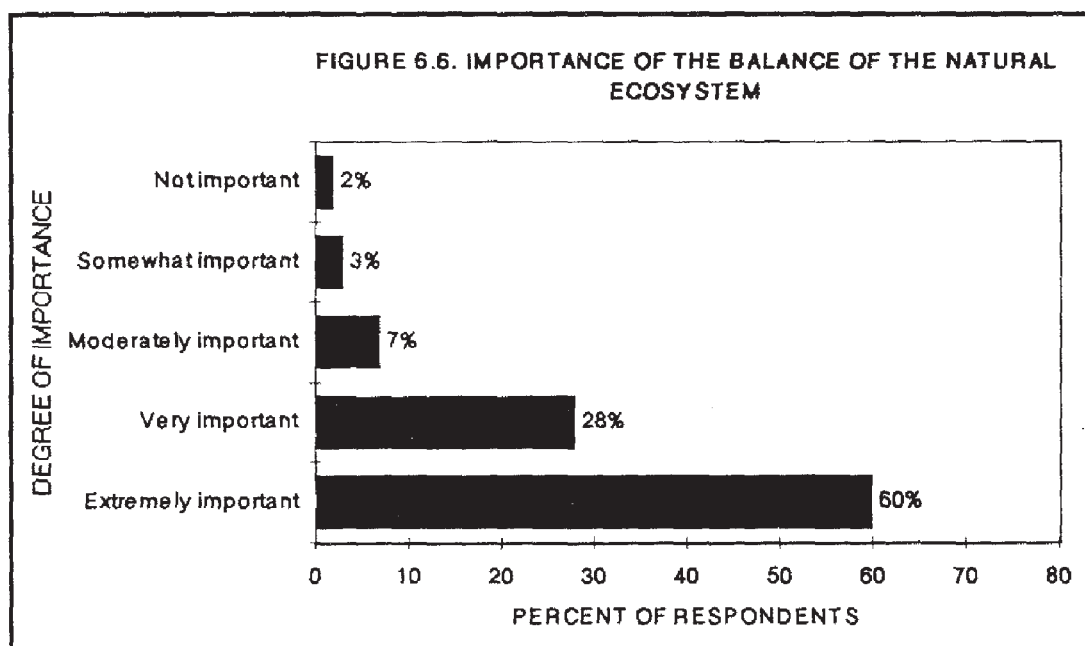
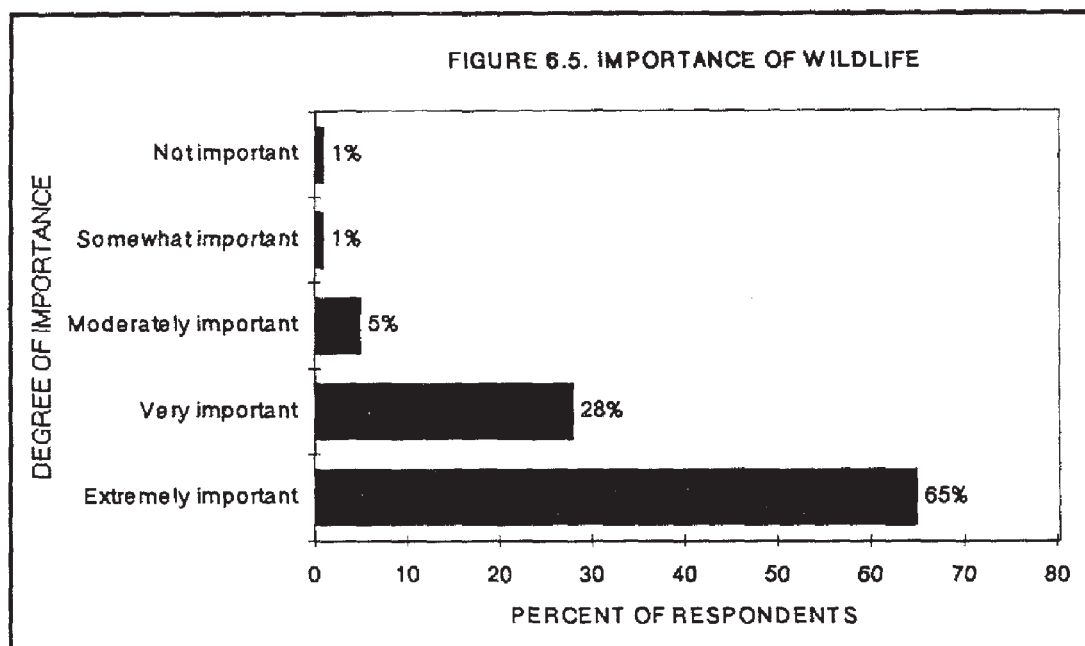
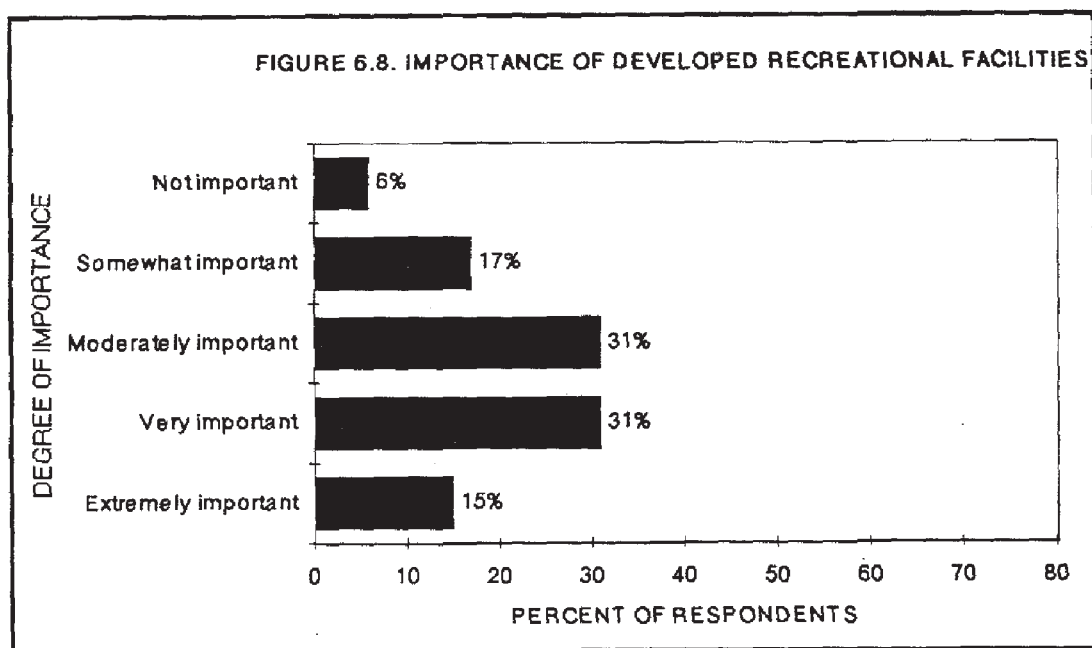
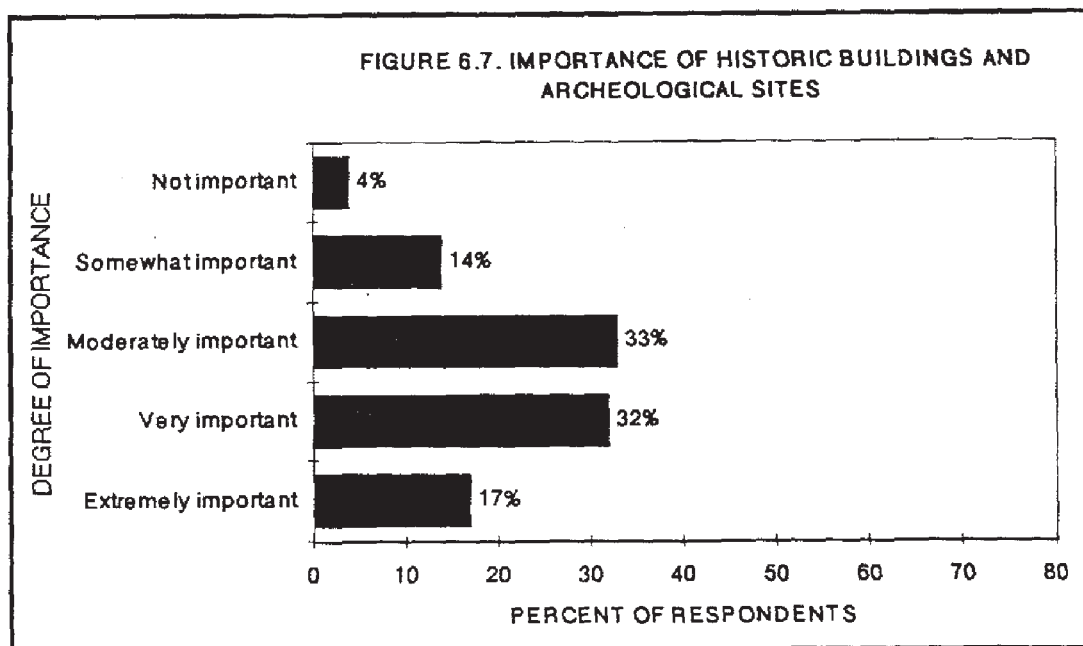


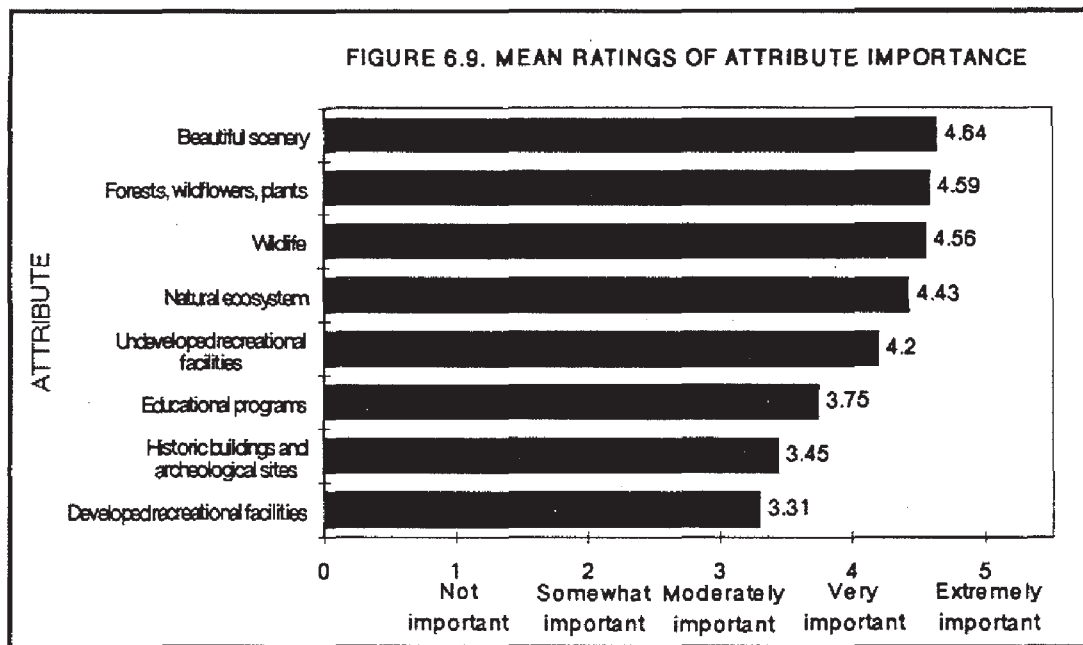
FIGURE 6.2. IMPORTANCE OF EDUCATIONAL PROGRAMS



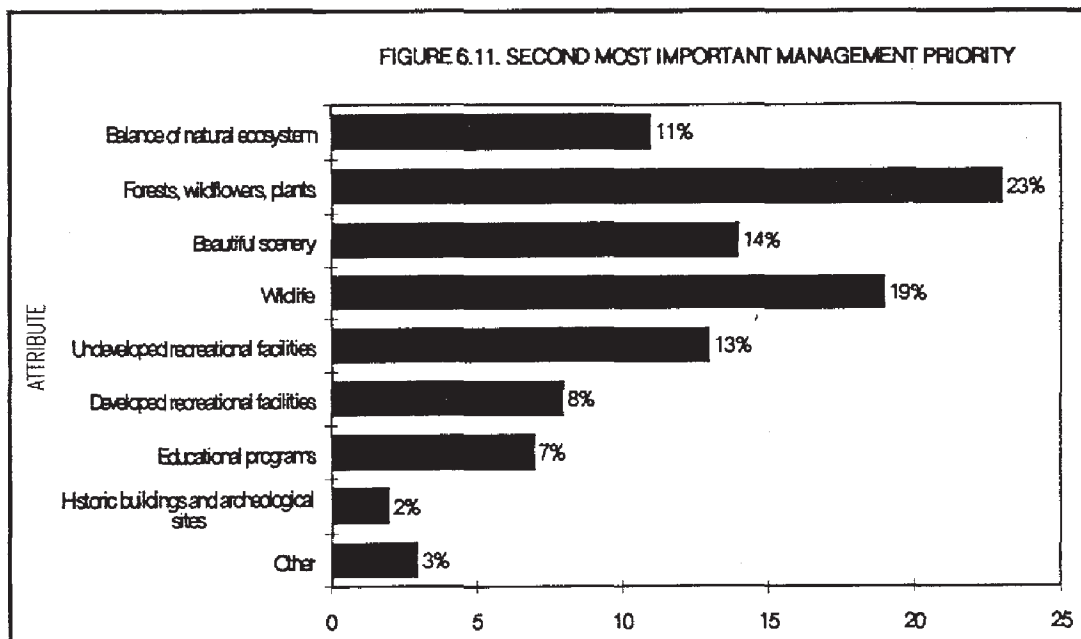
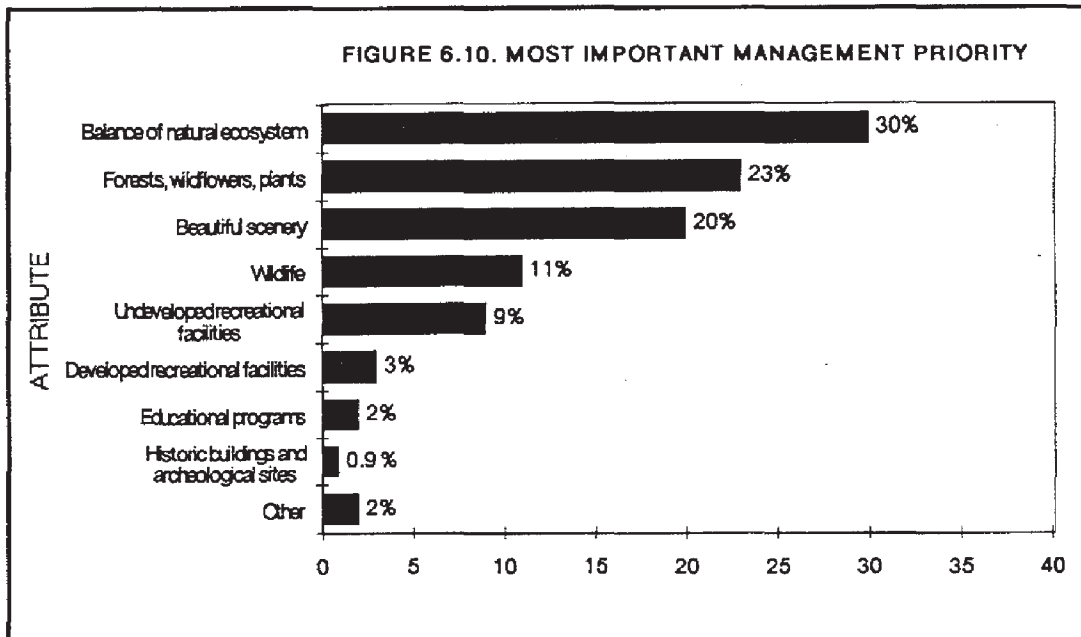




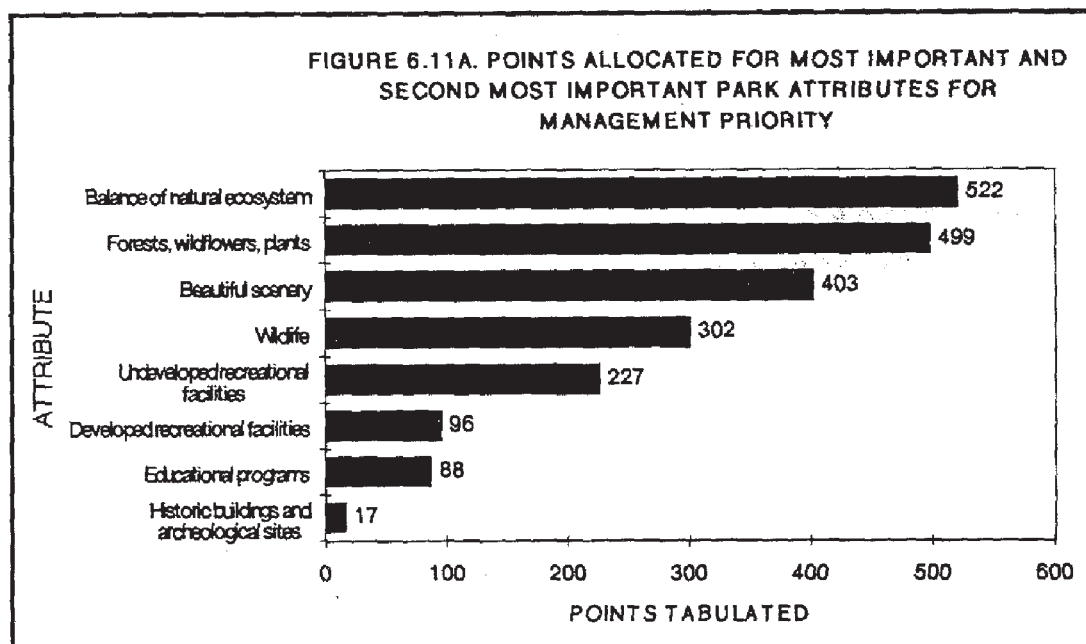




Following the ratings of importance of park attributes for planning and preservation presented in Figures 6.1 to 6.8, survey respondents were asked to rank the two most important attributes for current management priorities at Mt. Rainier. Figures 6.10 and 6.11 display these data. The balance of the natural ecosystem was rated most important by 30% of the respondents followed by forest, wild flowers and other plants (23%) and beautiful scenery (20%).



Another way of looking at the most important attributes for park planning and preservation is to create scores computed by multiplying the number of respondents for an attribute by a weight factor of 2 or 1 each time an attribute is listed as most important, or second most important, respectively, and then summing the results. Figure 6.11a presents these scores.



Attitudes Toward Intervention in Natural Processes

Survey participants were asked three questions that posed hypothetical park situations in which a decision could be made to either allow a natural process to continue, which would threaten an existing resource attribute, or to intervene in the natural process and attempt to eliminate the attribute-specific threat. These questions are listed below.

Q-12. If a lightning-caused fire were burning in a very popular, small (less than 320 acres) scenic area, would you favor or oppose suppressing the fire? In answering, assume that the fire poses no immediate danger to human life or to developed areas of the park and that it will not burn outside the park. (*Circle one number*)

- 1 STRONGLY FAVOR
- 2 MILDLY FAVOR
- 3 NEITHER FAVOR OR OPPOSE
- 4 MILDLY OPPOSE
- 5 STRONGLY OPPOSE
- 6 I DON'T KNOW

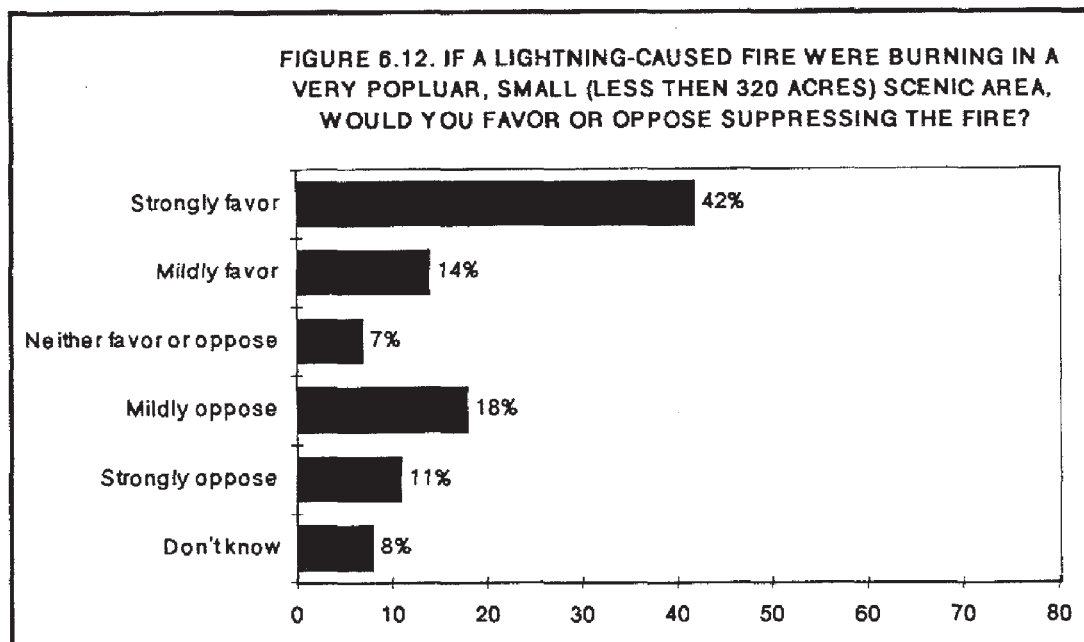
Q-13. If a natural disease threatened to eliminate the elk herd at Mt. Rainier, would you favor or oppose using modern veterinary techniques to stop the disease? In answering assume that the disease is not contagious to humans or domestic animals. (*Circle one number*)

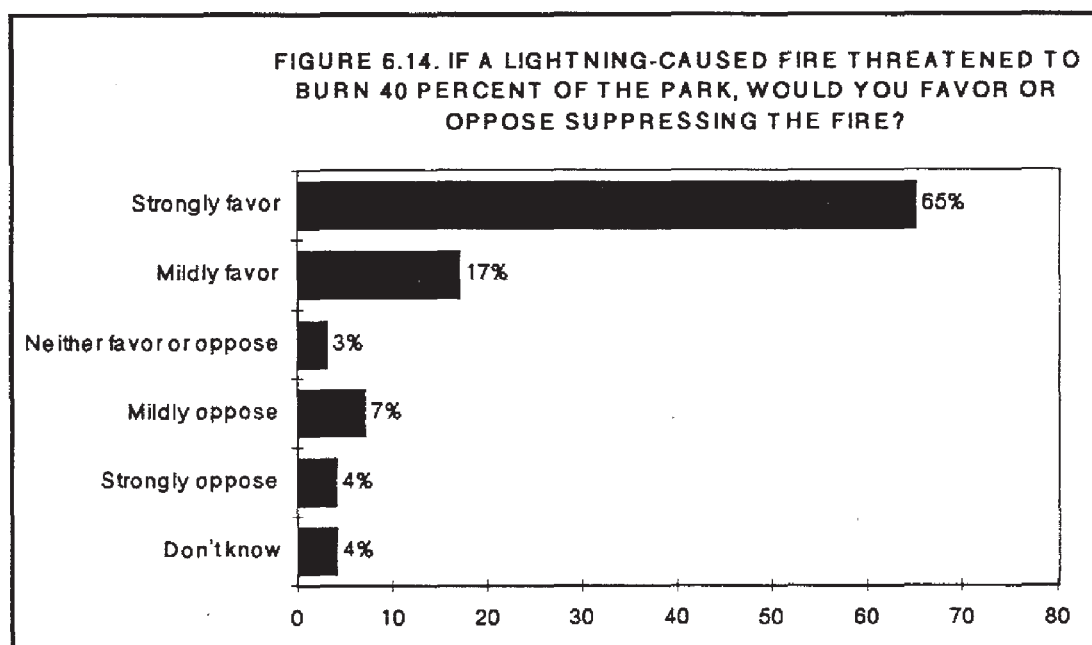
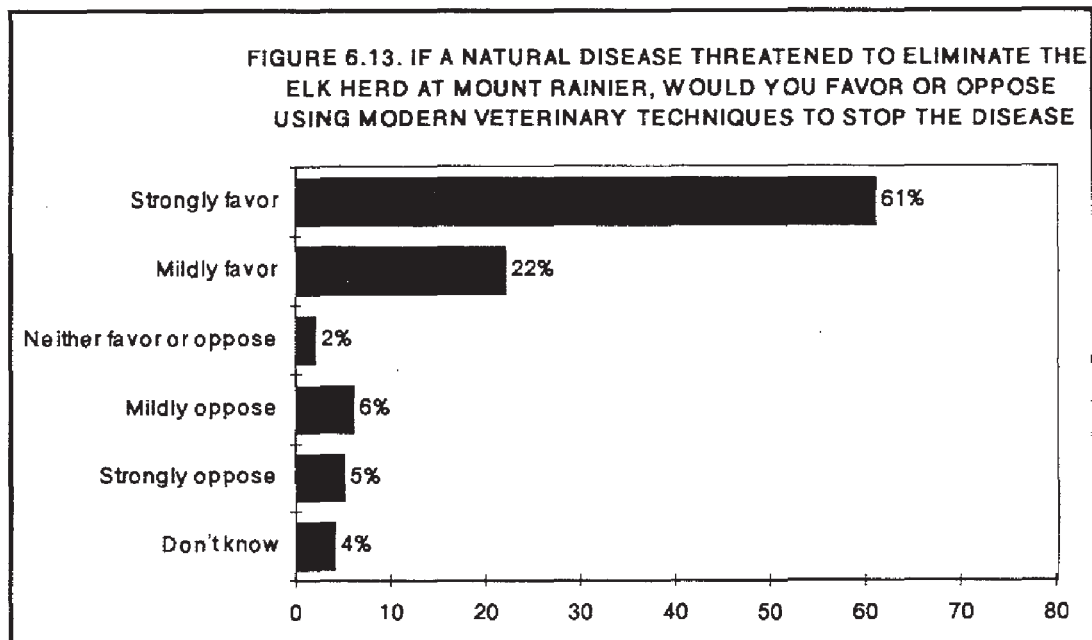
- 1 STRONGLY FAVOR
- 2 MILDLY FAVOR
- 3 NEITHER FAVOR OR OPPOSE
- 4 MILDLY OPPOSE
- 5 STRONGLY OPPOSE
- 6 I DON'T KNOW

Q-14. If a lightning-caused fire threatened to burn forty percent of the Park, would you favor or oppose suppressing the fire? In answering assume there would be some threat to existing developed facilities, but intensive efforts would be made to protect them, even if management chose not to suppress the fire. Assume also that the fire would not burn outside the park. (*Circle one number*)

- 1 STRONGLY FAVOR
- 2 MILDLY FAVOR
- 3 NEITHER FAVOR OR OPPOSE
- 4 MILDLY OPPOSE
- 5 STRONGLY OPPOSE
- 6 I DON'T KNOW

Figures 6.12 to 6.14 present the results from the above questions. A large majority of respondents favored (either strongly or mildly) intervening to preserve the existing resource character of the park. The least support for intervention was exhibited for extinguishing a small lightening-caused fire in a scenic area (56%). Eighty-two percent of respondents favored suppressing a lightening-caused fire that threatened to burn 40 percent of the park and 83% favored using modern veterinary techniques to stop a natural disease that threatened the elk herd.





Attitudes Toward Reducing or Altering Human Access to Minimize Resource Damage

Visitors were also presented three scenarios in which human use of the park was causing resource damage and asked if they opposed or supported eliminating or altering human access to prevent the damage. These questions are listed below.

Q-15. If human activity in the Paradise area threatened to eliminate a plant species entirely from the Paradise area, would you favor or oppose restricting human use of the area? In answering, assume that in restricting human activity managers would not cut off human use completely, but that substantial reductions in access to scenic areas currently accessible to day hikers would be necessary. *(Circle one number)*

- 1 STRONGLY FAVOR
- 2 MILDLY FAVOR
- 3 NEITHER FAVOR OR OPPOSE
- 4 MILDLY OPPOSE
- 5 STRONGLY OPPOSE
- 6 I DON'T KNOW

Q-16. If air pollution from automobiles were harming a rare lichen present along highway corridors within the Park, would you favor or oppose restricting private vehicle access to the interior of the park during the summer season (Memorial Day through Labor Day) and requiring use of a mass transit system? In answering, assume that adequate bus transportation at reasonable cost and on a timely basis would be available for everyone who wanted to enter the Park. *(Circle one number)*

- 1 STRONGLY FAVOR
- 2 MILDLY FAVOR
- 3 NEITHER FAVOR OR OPPOSE
- 4 MILDLY OPPOSE
- 5 STRONGLY OPPOSE
- 6 I DON'T KNOW

Q-17. If traffic and human activity along the West Side Road were disturbing a rare bird's nesting activities, would you favor or oppose closing the road to all traffic during the summer season (Memorial Day through Labor Day)? *(Circle one number)*

- 1 STRONGLY FAVOR
- 2 MILDLY FAVOR
- 3 NEITHER FAVOR OR OPPOSE
- 4 MILDLY OPPOSE
- 5 STRONGLY OPPOSE
- 6 I DON'T KNOW

The data from the above questions are presented in Figures 6.15 to 6.17. A majority of respondents favored changing the character of human use in each of the scenarios to protect the impacted natural resources. There was strongest support (84% in favor) for restricting human use of the Paradise area if human activity threatened to eliminate a plant species entirely. There was least support (58% in favor) for closing the west side road during the summer season, if a rare bird's nesting activity was being disturbed. A significant minority (27%) was opposed to closing the west side road because of impact on the hypothetical birds' nesting activities. If air pollution from automobiles were harming a rare lichen, 24% percent are opposed to eliminating private vehicle access to the park in favor of mass transit.

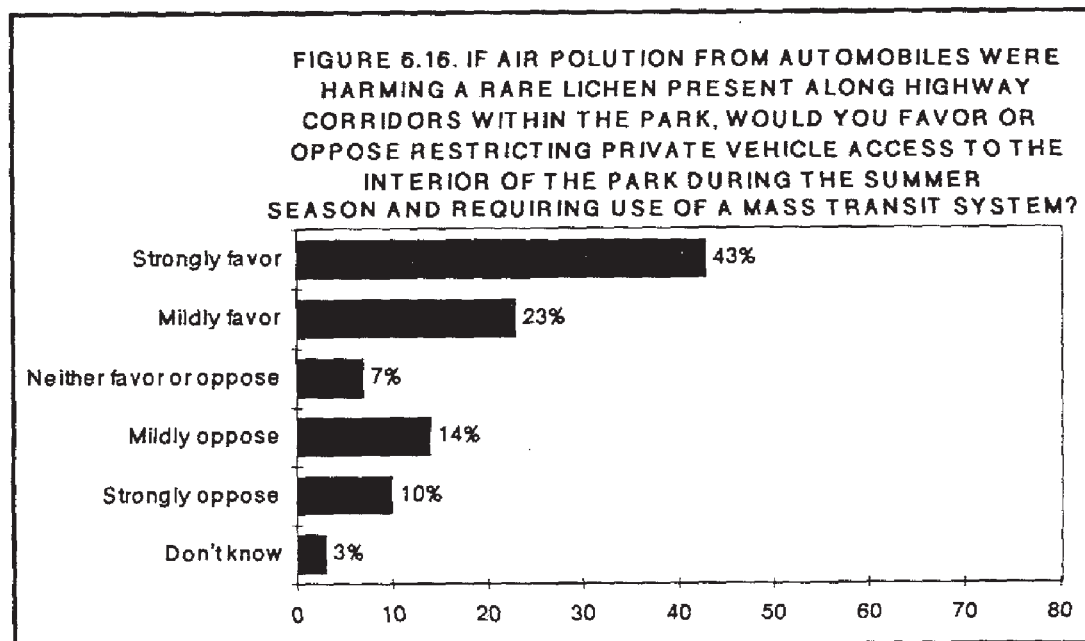
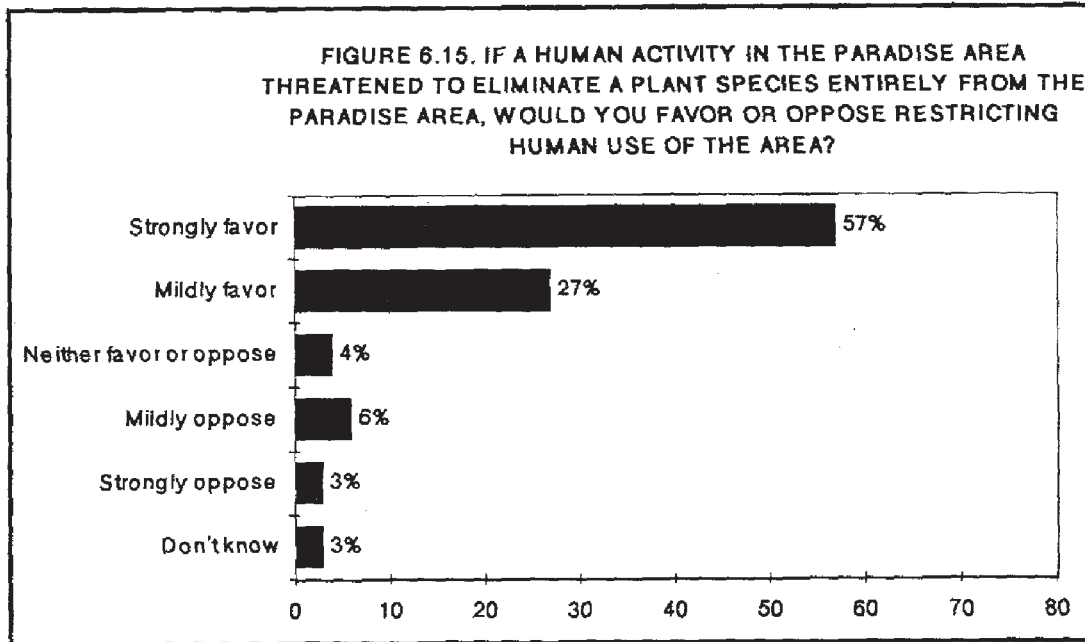
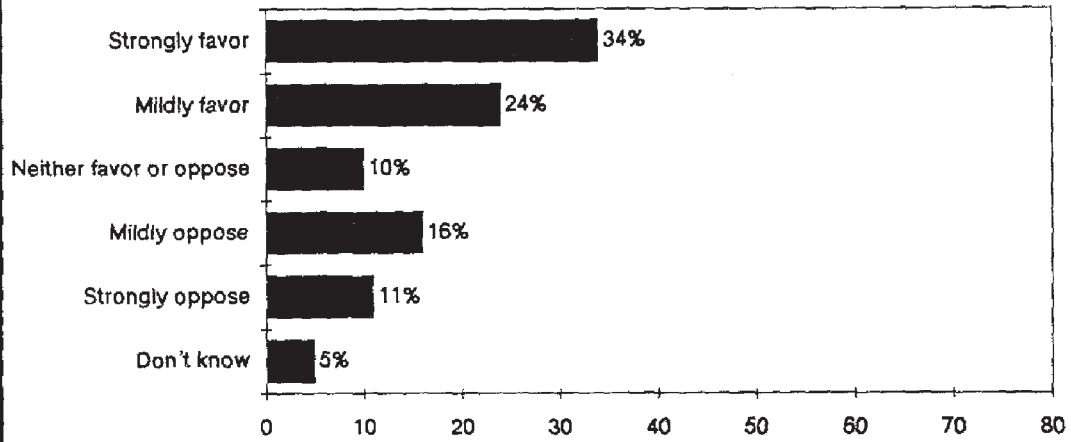


FIGURE 6.17. IF TRAFFIC AND HUMAN ACTIVITY ALONG THE WEST SIDE ROAD WERE DISTURBING A RARE BIRD'S NESTING ACTIVITIES, WOULD YOU FAVOR OR OPPOSE CLOSING THE ROAD TO ALL TRAFFIC DURING THE SUMMER SEASON?



Discussion: Attitudes of Mt. Rainier Visitors Toward Natural Process Management

Approximately 88% of the survey respondents said that the balance of the natural ecosystem was very important or extremely important in planning for the future of the park. About 30% said this natural balance should be the most important management priority at Mt. Rainier; an additional 11% said this balance should be the second most important management priority. Yet, when asked whether they would intervene in natural processes which threatened the current condition of primary park resources, a large majority of respondents opted for intervention. Only 8% of visitors were opposed to the use of modern veterinary techniques on the Park's elk herd; 9% opposed suppression of a natural fire which threatened to burn 40% of the park. A somewhat higher percentage (28%) were opposed to suppression of a natural fire which threatened to burn an area of less than 320 acres in a popular scenic area.

These data suggest that visitors do not understand that the concept of a natural "balance" is an illusory notion and in reality denotes long term inherently unstable conditions--some of them catastrophic in human terms. We infer that visitors to Mt. Rainier, in general, have a more or less static view of the park ecosystem that is defined in terms of current resource conditions. Most visitors favor protection of the present character of the park, even if it means making major changes in human access patterns. Yet, the survey results also indicate that the majority of the Mt. Rainier visiting public does not favor a natural process management model, if the application of that model results in substantial deleterious impacts upon primary socially valued natural resource attributes. The most highly valued resource attributes appear to be beautiful scenery, vegetation and wildlife.

VII. MARKET SEGMENTATION OF PARK VISITORS

Introduction

Park managers must make many difficult planning decisions that affect park visitors. Data from the MORAVS can be used to take a marketing approach to management decision-making regarding such things as improvements to services and facilities, management priorities, park information availability or education programs. A marketing approach involves delivering programs and services that people want and will support, as opposed to delivering what the agency deems appropriate (the selling approach). An important part of the marketing approach is identification of target markets, or groups of clientele who are relatively similar in general characteristics and service preferences (Crompton, 1986). Market segmentation is a method used to identify target markets.

Market segmentation entails dividing a clientele into subgroups (segments) in order to target the subgroups' needs and wants in developing marketing strategy. One way to make this division is based on benefits sought in a product. This approach is called benefit-based market segmentation. In this case, the "product" is visiting MORA. If the MORA park visitor population is diverse enough in the benefits they seek in coming to the park, they can then be divided into segments based on the types of benefits that are most important to them. The segments can then be examined in terms of the differences in demographic characteristics, how they use the park, satisfaction with the park, and opinions on park management strategy. Knowing the characteristics of subgroups of park visitors can be very helpful in making park management decisions that affect visitors.

Benefit-based market segmentation was performed on the 1577 visitors sampled. The benefits that visitors sought on their trip to MORA were measured by their ratings of 31 reasons for visiting the park (see Figure 7.1). The 31 reasons, or benefits, were selected from a list of over 200 scale items called "Recreation Experience Preference" (REP) items. (See Appendix F for an explanation of the justification for the use of the REP items).

The first step in a benefit-based market segmentation of MORA visitors entailed using factor analysis to reduce the information measured by the 31 REP items to the fewer underlying factors represented by the items. Then, subgroups of visitors were identified based on the factors, or sets of benefits sought on the visit, that were most important to them, using cluster analysis. Overall responses to the REP items are presented the next section, followed by a description of the market segmentation analysis and results.

Benefits Sought in Visiting MORA—REP Items*

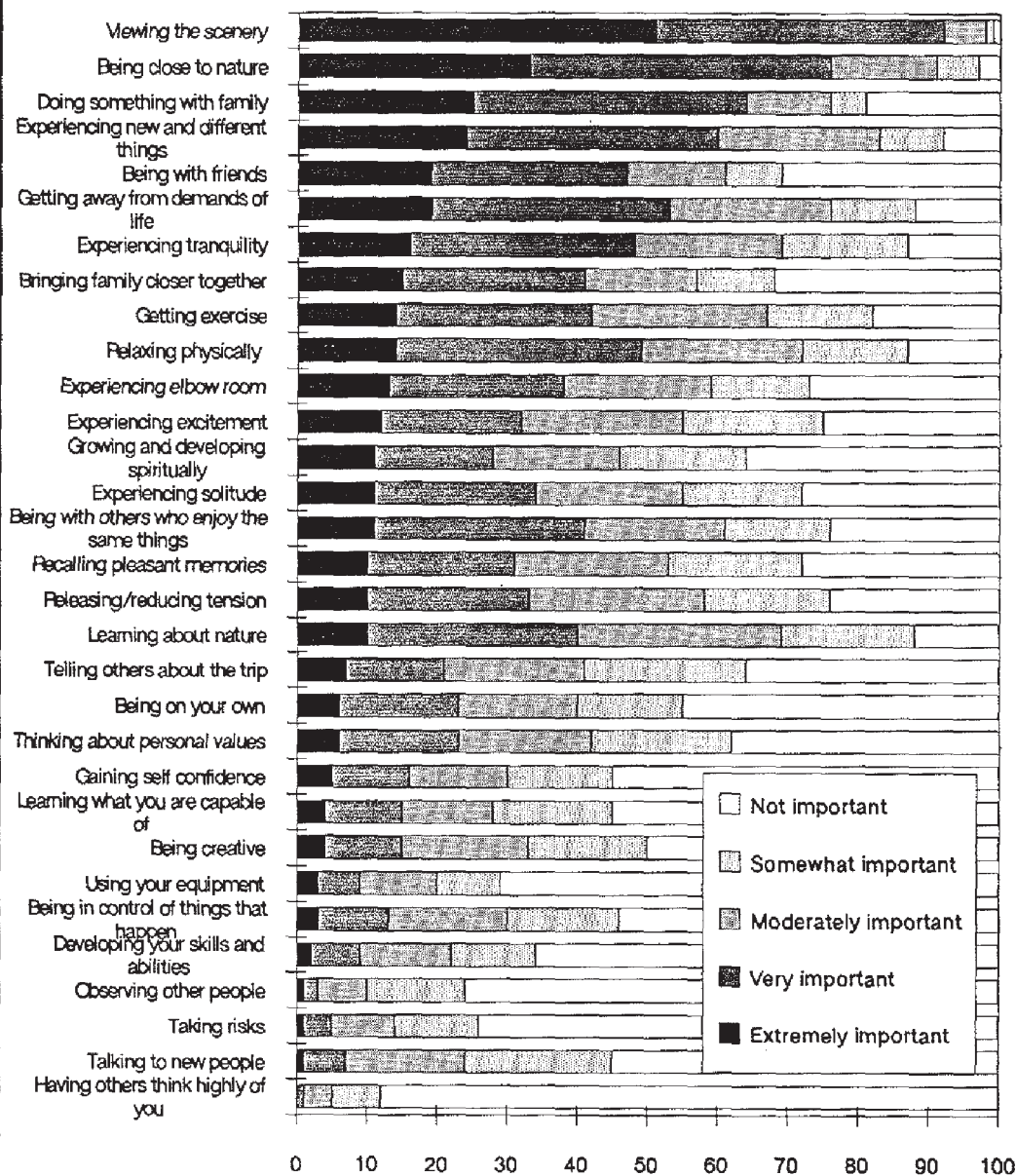
Figure 7.1 displays responses to the 31 REP items, question 22 on version 1 and question 9 on version 2, arranged in descending order based on the percentage of respondents who rated the reason(benefit) as "extremely important". Illustrating the same responses in a different way, Table 7.1 shows the mean importance score for each reason(benefit), arranged in descending order. In concurrence with the data in Chapter IV on activities, "viewing the scenery" is a very important reason for visiting MORA for many visitors, with the highest average importance score of 4.40. "Being close to nature", "experiencing new and different things" and "doing something with your family" are second, third and fourth. These items were the basis for the market segmentation analysis described below.

TABLE 7.1. AVERAGE IMPORTANCE SCORES FOR SELECTED REASONS FOR VISITING MORA

REASON	MEAN	STANDARD DEVIATION
Viewing the scenery	4.40	0.74
Being close to nature	3.90	1.08
Experiencing new and different things	3.50	1.24
Doing something with family	3.37	1.45
Getting away from demands of life	3.26	1.30
Relaxing physically	3.13	1.27
Experiencing tranquillity	3.11	1.32
Learning about nature	2.96	1.21
Getting exercise	2.96	1.33
Being with friends	2.88	1.53
Being with others who enjoy the same things	2.81	1.36
Bringing family closer together	2.71	1.48
Experiencing elbow room	2.71	1.41
Releasing/reducing tension	2.67	1.32
Experiencing excitement	2.65	1.34
Experiencing solitude	2.62	1.37
Recalling pleasant memories	2.58	1.36
Growing and developing spiritually	2.42	1.40
Telling others about the trip	2.28	1.27
Thinking about personal values	2.24	1.28
Being on your own	2.20	1.33
Being creative	1.96	1.19
Gaining self confidence	1.92	1.24
Learning what you are capable of	1.88	1.19
Being in control of things that happen	1.87	1.16
Talking to new people	1.72	0.99
Developing your skills and abilities	1.65	1.06
Using your equipment	1.58	1.06
Taking risks	1.44	0.89
Observing other people	1.35	0.74
Having others think highly of you	1.18	0.57

* Motivation for visitation was measured by Recreation Experience Preference Scales (REP). A justification for the use of these scales is provided in Appendix F.

FIGURE 7.1. IMPORTANCE OF SELECTED REASONS FOR VISITING MORA



MARKET SEGMENTATION ANALYSIS

Factor Analysis of REP Items

To reduce the 31 REP items to a few underlying dimensions of visit motivation, a factor analysis, using principal components method of extraction, was done. Factor analysis is a technique used to identify a small number of factors that can be used to represent sets of many interrelated variables, or items. The assumption is that the factors are the underlying dimensions that the items are measuring, and any correlation between items is a result of their sharing a common factor. In this case, it is assumed that the 31 REP items are observable variables that together measure some more global dimensions (factors, which we will call visit-benefit factors) of benefits sought in visiting MORA. (See Appendix H for further discussion of factor analysis and treatment of missing data.)

The factor analysis results are displayed in Table 7.2. Factor loadings are a measure of the degree to which a variable is related to a factor. Numbers greater than 0.50 indicate strong relationships. Twenty-eight of the REP items loaded on all factors. Three items were eliminated because their loadings were less than 0.50. The first visit-benefit factor, labeled 1-Escape/Rest/Introspection, is composed of the first 9 items on Table 7.2. Five additional factors were derived: 2-Achievement/Risk Taking/Creativity, 3-Nature/Learning/ Scenery, 4-New People/Telling Others, 5-Family, and 6-Friends.

Six visit-benefit factor scales were created by taking the mean of a each respondent's rating (ranging from 1 for not important to 5 for extremely important) of the items making up the six factors. The reliability of each scale (the degree to which each scale yields the same results over repeated uses) was calculated. Cronbach's alpha, a commonly used measure of reliability for which an alpha of .50 is considered the minimum acceptable level of reliability, was used. Factor one had an alpha of .89, factor two was .87. Alpha's of .75, .60, .83 and .68 were found for factors three through six, respectively. Each of these indicate good reliability.

TABLE 7.2. PATTERN MATRIX OBTAINED FROM FACTOR ANALYSIS OF RECREATION EXPERIENCE PREFERENCE ITEMS

FACTOR 1: Escape/Rest/Introspection
 FACTOR 2: Achievement/Risk taking/Creativity
 FACTOR 3: Nature/Learning/Scenery
 FACTOR 4: New people/Telling others
 FACTOR 5: Family
 FACTOR 6: Friends

Item	Factor					
	1	2	3	4	5	6
	Factor Loadings					
Experiencing tranquillity	.77	.17	.25	.06	.03	.09
Getting away from demands of life	.70	.08	.13	.11	.07	.16
Experiencing elbow room	.69	.31	.21	.05	.00	.14
Releasing/reducing tension	.69	.23	-.02	.03	.07	.08
Experiencing solitude	.68	.28	.19	-.09	.02	-.03
Relaxing physically	.65	.02	.17	.21	.18	.05
Thinking about personal values	.60	.31	.11	.30	.10	.07
Being on your own	.59	.42	.11	.04	-.07	-.14
Growing and developing spiritually	.54	.30	.19	.20	.12	.12
Developing your skills and abilities	.15	.76	.11	.00	-.03	.09
Learning what you are capable of	.27	.76	.13	.22	.05	.08
Gaining self confidence	.29	.70	.17	.19	.07	.03
Taking risks	.16	.68	.02	.13	-.09	.11
Using your equipment	.12	.67	.01	.00	-.03	.05
Being in control of things that happen	.37	.56	.01	.28	.06	.03
Being creative	.33	.55	.16	.27	.12	.06
Experiencing new and different things	.09	.20	.74	.15	.13	.03
Learning about nature	.23	.21	.71	.17	.12	.02
Viewing the scenery	.22	-.11	.67	.08	-.04	.13
Being close to nature	.44	.12	.61	-.06	.16	.08
Observing other people	.08	.06	.01	.71	-.03	.03
Talking to new people	.16	.16	.16	.69	.00	.09
Telling others about the trip	.07	.14	.29	.60	.06	.19
Doing something with family	.07	-.06	.11	.01	.90	.02
Bringing family closer together	.23	.05	.12	.07	.87	.09
Being with friends	.12	.11	.08	.13	.01	.83
Being with others who enjoy the same things	.13	.15	.12	.16	.10	.78

Cluster Analysis and Formation of Market Segments

Next, a cluster analysis was performed to identify groups of park visitors with similar importance scores on the six visit-benefit factors. Cluster analysis is a statistical technique that searches for homogeneous groups of objects or cases based on selected characteristics. Agglomerative hierarchical cluster analysis was used. The first step in this type of cluster analysis involves finding the two most similar cases, based on their visit-benefit factor scores, and combining them into a cluster. Next, the third case is either added to the first cluster, or combined with another case to form a second cluster. At each successive step, a case is either added to an existing cluster or clusters are combined to form new, larger clusters. (See Appendix H for further discussion of cluster analysis.)

Cluster analysis of the park visitors based on the six visit-benefit factors resulted in four segments. (A fifth cluster containing only one case was also found. That case was eliminated from further analysis). These clusters can be thought of as groups of people who have relatively homogeneous motives for visiting the Park. "Motives" for visitation are equivalent to the psychological outcomes (benefits) that are measured by the REP items. The mean scores on each factor for the four segments are presented in Table 7.3. They range from 1.15 to 4.35 out of possible range of 1 for not important to 5 for extremely important.

The scores are discussed in the following section, which profiles each segment based on benefits sought in visiting MORA and other selected characteristics.

TABLE 7.3. CLUSTER ANALYSIS OF REP FACTORS: MEAN FACTOR SCORES AND NUMBER OF CASES FOR EACH SEGMENT

Items	Segment			
	1	2	3	4
	Mean Factor Score			
Escape/ rest/ introspection	3.36	1.71	2.63	3.94
Achievement/ risk taking/ creativity	2.34	1.15	1.57	3.11
Nature/ learning/ scenery	3.90	2.87	3.74	4.36
New people/ telling others	1.94	1.36	1.73	2.63
Family	1.28	1.35	3.65	4.12
Friends	3.17	2.09	2.75	4.19
Number of cases	196	248	972	160
Percent of total sample	12%	16%	62%	10%

Description of Market Segments

We see from the fact that 62% of the sample is in cluster three that a large proportion of visitors have similar outcomes they hope to achieve in the process of the MORA visit. This group of people most importantly visit Mt. Rainier to experience nature, to learn and to view scenery. They also seek to share these outcomes in a familial context. These people rate achievement, risk taking, and creativity very low in importance. Meeting new people and telling others about the experience at MORA also rate low. These visitors are most likely to be married and accompanied by children; 83% of the visitors accompanied by children are in cluster three.

Cluster one includes 12% of the visitor sample. These people cite nature/learning/viewing scenery as their most important motives in the decision to visit the Park, and in this regard, are very similar to those in cluster three. The people in cluster one, however, rate escape/rest/introspection as much more important than those in cluster three. They seek to share these experiential outcomes with friends; motives pertaining to family interaction rate very low with this group. These visitors are most likely to visit the park alone, the least likely to have children, the highest educated, and the most likely to be local residents. Almost all technical mountain climbers in the sample were either in cluster one or four.

Cluster two is comprised of 16% of the respondents. The most striking thing about these people is that compared to the other clusters, they don't rate any outcome for visiting the park very high. The highest rated factor was nature/learning/scenery but even this was significantly lower than the other three clusters. All other psychological outcomes were rated relatively low. These visitors are most likely to be from outside the state of Washington, more likely to be over 60 and retired, more likely to be on their first visit, and on average stay in the park for a shorter period of time. Seventy-six percent of this group stay in the park less than six hours.

Cluster four (10% of the visitor sample) is the logical opposite of cluster two. These people on average rate each of the motive categories higher than their counterparts in other clusters. Apparently, these visitors have multiple objectives in visiting Mt. Rainier. The lowest motive category rating for this group is meeting new people and telling others about the experience but even this score is higher than that received by the other clusters. These people were least likely to be on their first visit, and less educated than the people from other clusters.

In summary, we see that members of each cluster rate nature/learning/ scenery higher than the other categories. This is a primary motivation for park visitation that runs across all four visitor groups. The groups are distinguished by: (1) the generally indifferent attitudes of those in cluster two; (2) the multiplicity of relatively high ratings across all of the motive categories by those in cluster four (compared to the other clusters in which one to three factors dominate the importance scores); (3) the low importance of family interaction and the relatively high importance of escape/rest/introspection in cluster one and (4) the paired importance of nature/learning/scenery and family interaction to segment three respondents.

VIII. COMPARISON OF THE 1990 AND 1985 SURVEYS

This section compares data from the 1990 visitor survey with a similar survey conducted in Mount Rainier during the summer of 1985. For the purpose of these comparisons, a subsample of the 1990 sample was selected that matches the June 24 to September 15 time frame of the 1985 study. Comparisons were made across all variables that were repeated in the 1990 project.

Shorter Visits

The only notable differences in the data from the two studies relate to the fact that an increasing proportion of visitors are staying in the park for a shorter period of time. In 1985, 54% of the visitors were in the park from one to six hours and 28% were in the park 24 or more hours; in 1990 these proportions had changed to 63% and 21% respectively. The average visitor in 1985 stayed in Mount Rainier for 19.3 hours, compared to 17.0 hours in 1990.

Smaller Percentage of Visitors Use Some Facilities

Other statistics reflect the trend toward shorter visits. Eighty-four percent of the 1990 sample did not stay overnight in the park, compared to 77% in 1985. In 1985, 7% of the visitors used no facilities or services in the park, compared to 10% in 1990. Somewhat smaller proportions of the total visitor samples stopped at the developed visitor facilities at Paradise and Longmire. While the proportion of people who engaged in "sightseeing while driving" and "photography" remained the same, a smaller percentage reported doing "self-led day hikes" and "attending a naturalist talk."

APPENDIX A
QUESTIONNAIRE 1

APPENDIX B
QUESTIONNAIRE 2

Date _____ Time _____ Day of Week _____
 (mo/day/yr.) (24 hr. clock) (M,T,W,Th,F,Sa,Su)

Entry Location _____ Interviewer Initials _____

1990 MOUNT RAINIER GENERAL VISITOR SURVEY

The National Park Service would like to send you a brief questionnaire regarding your current visit to Mount Rainier National Park. Your participation in this survey will help us to better meet the needs of visitors to this park. Thank you for your time.

1. Please circle your mode of transportation:

AUTO AUTO W/TRAILER PICKUP/VAN/JEEP PICKUP W/CAMPER BUS
 PICKUP W/TRAILER MOTOR HOME MOTORCYCLE BICYCLE PEDESTRIAN

2. How many people are in your vehicle? _____

3. How many people **over age 15** are in your vehicle? _____

4. Please circle the makeup of your group:

INDIVIDUAL FAMILY FRIENDS FAMILY AND FRIENDS ORGANIZED TOUR GROUP
 OTHER _____
 (please specify)

5. Please provide the following information for **all persons over age 15** in you vehicle. Only a sample of the persons listed will receive questionnaires, but it is important that we have information on each user.

1) Name _____ Age _____

Mailing Address _____ Sex: M F
 (Number and Street)

 (City, State, Zip Code, Country)

Please continue on back side of page.

2) Name _____ Age _____

Mailing Address _____ Sex: M F
(Number and Street)

(City, State, Zip Code, Country)

3) Name _____ Age _____

Mailing Address _____ Sex: M F
(Number and Street)

(City, State, Zip Code, Country)

4) Name _____ Age _____

Mailing Address _____ Sex: M F
(Number and Street)

(City, State, Zip Code, Country)

5) Name _____ Age _____

Mailing Address _____ Sex: M F
(Number and Street)

(City, State, Zip Code, Country)

6) Name _____ Age _____

Mailing Address _____ Sex: M F
(Number and Street)

(City, State, Zip Code, Country)

APPENDIX C
ON-SITE SHEET

APPENDIX D

Park Activities, Facilities and Services Expected But Not Available

- * *Trip was changed to north side due to west side road being closed (even though it was passable).*
- * *Drinking water at Sunrise Campground.*
- * *More education (pamphlets - literature) on wild flower and animals - Maps - better - history.*
- * *Electricity!*
- * *Paradise Inn closed due to power outage.*
- * *Electricity - power was out at Paradise.*
- * *Paradise - closed to power failure.*
- * *Visitor's Center - open only on weekends.*
- * *Visitors Center open.*
- * *Snow tubes.*
- * *Paradise visitor center was closed - as was inn.*
- * *We would dearly love for the west side road to be available again.*
- * *Paradise visitor center*
- * *We could only get up as far to Paradise due to snow and we wanted to go as high as possible.*
- * *Visitor center to get coffee or lunch.*
- * *Visitor Center open.*
- * *Road to paradise was closed due to snow/ rain.*
- * *Clearly marked facilities like restrooms from the road the map we received didn't have a lot of information.*
- * *Snow play area at Paradise was not yet available on Dec. 8 and we were surprised and disappointed.*
- * *Snow play area at Paradise road was closed due to weather.*
- * *Paradise closed due to snow.*
- * *More sledding runs - Could not accommodate the number of people.*

- * *Parking at Paradise.*
- * *More campsites.*
- * *Camping facilities were full and we were still charged to go to the ranger station! UNBELIEVABLE!*
- * *Slide show orientation to park.*
- * *Trail info - rangers had not spent much time on trails and info about snow and trail conditions was WRONG.*
- * *Restroom, Restaurants, Parking.*
- * *Lodging, picnic areas.*
- * *Paradise - full parking.*
- * *More picnic areas.*
- * *There was not enough parking.*
- * *More parking.*
- * *Did not have enough in park lodging.*
- * *Evening services - everything closed so early.*
- * *It would have been nice if the people in the booth where we paid would have advised of the road condition and the weather to have made the decision not to go in on that day. It was a scary drive in the fog.*
- * *No parking! on Paradise.*
- * *Less congestion at the Paradise area.*
- * *Automobile camping spot. None av in park! (I should have guessed, on a Sat. in August)*
- * *A need for more ranger talks and explanations – we only knew what we read.*
- * *I thought there would be more inns and lodges. I expected some horse-back guided tours. A few more deer. More outdoor showers.*
- * *I did not see a trail registry.*
- * *We could not get our backpack permit at Sunrise Ranger station because no one was there.*
- * *Some road signs and maps in different languages may help.*

- * *Campfire program at White River.*
- * *More picnic areas in Paradise.*
- * *The ranger station at Paradise Inn was closed during the day - it was open at the Visitor's Center.*
- * *Parking at Paradise visitor's center was inadequate.*
- * *Better equipped ranger station and more rangers.*
- * *Ranger talks.*
- * *AAA the rangers were very helpful but could not let us call AAA.*
- * *Visitors place closed too soon (7 pm) when it was still light until 9pm. Restrooms not available after 7 pm.*
- * *These were closed when we got there, restaurant, visitor's center, souvenir shop at 7 pm on Sunday.*
- * *Toilet at Summerland Shelter is very unsatisfactory!*
- * *Although Paradise was our destination we were unable to stop as there was NO place to park. The area was PACKED with cars. We also wanted to camp in the park, but the campgrounds were all full. We arrived at NOON!*
- * *The toilet paper was out in ladies' room.*
- * *Showers at Ohanapekosh and sunshine!*
- * *Less expensive reading materials explaining the geology of Mt. Rainier.*
- * *I though we would be able to get up in the visitor center - get some food and visit souvenir shops - NO SUCH LUCK (closed).*
- * *Access to Mt. Rainier on West side road sucks! Plow the road.*
- * *Paradise visitor center - planning to have lunch there (was closed).*
- * *Visitor center was closed on Weekdays.*
- * *Narada Falls - snowed in trail center closed.*
- * *A student discount for entering the park.*
- * *A small children's area for playing in the snow within the sled area.*
- * *Tube rental - was a weekday so all was closed.*

- * *Some of trails were unavailable due to snow cover.*
- * *I was disappointed that so many areas were closed off (with the exception of Paradise).*
- * *Access to west side road so I could hike to Gobblers knop.*
- * *Parking at Paradise.*
- * *Needed more parking spaces at Paradise.*
- * *Public bathrooms.*
- * *We were unable to find a parking space at Paradise visitor center or the lodge - therefore we were unable to visit.*
- * *I felt it was difficult to locate Paradise Center. We were riding around in the park for hours before we were directed.*
- * *During Goodwill games you should have someone available to speak Russians. Especially on Saturday and Sunday.*
- * *The west road.*
- * *Cooking facilities for day trips.*
- * *Showers for day hikers/ campers.*
- * *Showers in campgrounds.*
- * *Snow shoeing - ranger led (conditions unfavorable)*
- * *Sign on visitor center door said "open on weekends and Holidays" was not open.*
- * *Paradise Inn and the hills for tubing (snow, sled riding) were not formed. We were told this would take place in a few weeks.*
- * *At least one restroom in campground mentioned in question 31 should remain open for skiers.*
- * *Visitor center at Paradise was closed in January during the week.*

Concession Activities, Facilities and Services Expected But Not Available

- * *Room provided at Inn did not have private toilet or shower/ the group facilities were very clean and comfortable.*
- * *Picnic area behind Longmire lodge.*
- * *Coffee in October.*
- * *No food.*
- * *The lunch room - no park films.*
- * *Longmire shop and restaurant.*
- * *Visitor center to get coffee or lunch.*
- * *I thought Paradise Inn was open in winter - it should be.*
- * *Lacks nice dining facilities.*
- * *Restroom, Restaurants, Parking.*
- * *Lodging, picnic areas.*
- * *The General Store at Longmire didn't have many grocery store type items needed.*
- * *Room at Paradise Inn. Would have stayed overnight if room was available -- did not make reservation.*
- * *Did not have enough in park lodging.*
- * *Evening services - everything closed so early.*
- * *Park Store (Groceries).*
- * *I thought there would be more inns and lodges. I expected some horse-back guided tours. A few more deer. More outdoor showers.*
- * *Overnight stay at Paradise Inn. All rooms were filled as was inn at Longmire.*
- * *These were closed when we got there, restaurant, visitor's center, souvenir shop at 7 pm on Sunday.*
- * *Better dining.*
- * *Less expensive reading materials explaining the geology of Mt. Rainier.*
- * *Inn at Paradise not open in winter but with all that snow can understand why.*

- * *We were going to eat at a mountaineer restaurant and it was closed.*
- * *Wanted to view the Inn at Paradise.*
- * *Longmire restaurant.*
- * *Expected more accommodations - could not get overnight reservations.*
- * *Much better restaurant at Sunrise.*
- * *I had hoped to be able to sit down for lunch but dining room was closed at Paradise until dinner time. It was about 3 pm.*
- * *Telephones and t.v. in the Paradise Inn rooms. But it wasn't too awful without them.*
- * *A Picnic area by the lodge itself.*
- * *Fast food.*
- * *We expected the Inn at Paradise to be open.*
- * *We wanted to stay overnight at Paradise Inn - but this facility was closed.*

Both Park and Concession Activities, Facilities and Services Expected But Not Available

- * *Visitor center to get coffee or lunch.*
- * *Restroom, Restaurants, Parking.*
- * *Lodging, picnic areas.*
- * *Did not have enough in park lodging.*
- * *Evening services - everything closed so early.*
- * *These were closed when we got there, restaurant, visitor's center, souvenir shop at 7 pm on Sunday.*
- * *Less expensive reading materials explaining the geology of Mt. Rainier.*

Miscellaneous Activities, Facilities and Services Expected But Not Available

- * *High up covered with snow.*
- * *We were hoping to hike around Paradise, however we did enjoy our day at Longmire.*
- * *It was foggy, views were disappointing.*
- * *I thought there would be more inns and lodges. I expected some horse-back guided tours. A few more deer. More outdoor showers.*
- * *Gas at Paradise.*
- * *Gas on other side of Mountain, showers in bathrooms.*
- * *View of the mountain.*
- * *The services are great throughout the Park!*
- * *The mountain was invisible! Could you please arrange in the future to discourage cloud cover!!*
- * *Thought we'd see the mountain.*
- * *Inability to enjoy ice cream cone on porch of Longmire Inn.*

APPENDIX E

Activities, Facilities, or Services Not Available at MORA The Respondents Would Like To See Provided

- * *A skyline tour.*
- * *Better food availability!*
- * *Less roads to increase the wilderness.*
- * *Park lodge*
- * *Entrance should be more encompassing, with a guide to the park at THE ENTRANCE. Entrances should not be at the roads up Sunrise/ Paradise. Refer to Entrance/ Exit of Yosemite. As strangers to the area, could not find "lava tubes" "ice caves" etc. Central entrance should provide info and details to entire park.*
- * *Expanded film service.*
- * *More overnight camp sites.*
- * *There are still not enough or high enough guardrails along the roads leading to Mt. Rainier.*
- * *Gas on other side of Mountain, showers in bathrooms.*
- * *There needs to be some outdoor drinking fountains.*
- * *Up-to-date family-oriented hotel-similar to Best Western Chehalis -- had such facilities been available, we could have spent more time in the park.*
- * *Special parking for the tour buses.*
- * *People that could inform us of closed areas and alternate sites.*
- * *Shower facilities at Campgrounds.*
- * *Sunrise better Lodge for food service.*
- * *Food -- at Paradise lodge very poor. Sit down dining room.*
- * *More parking facilities at Paradise and Sunrise.*
- * *Picnic Tables*
- * *More showers and laundry.*
- * *Electrical hookups for trailers.*
- * *Motorcycle parking areas!*

- * *More overnight facilities -- lodging! This would reduce traffic!*
- * *More showers.*
- * *More gas (variety of brands). Better grocery selection.*
- * *Showers.*
- * *Showers in campgrounds.*
- * *Lodging at Sunrise.*
- * *Park Store (groceries).*
- * *More facilities available for grabbing a bite to eat.*
- * *Better parking.*
- * *Need more parking or controlled parking. Park employees helping to keep cars moving.*
- * *Please repair and open the westside road again.*
- * *Earlier brunch.*
- * *More overnight lodging.*
- * *Ranger talks films were too oriented towards PHILOSOPHY. Not enough toward history, geology, natural history.*
- * *Shower facilities in campgrounds, lights in more bathrooms.*
- * *More parking at the paradise visitors center.*
- * *More parking at view points and paradise.*
- * *Adequate restrooms should be available at the Summerland Shelter.*
- * *Covered outdoor seating.*
- * *Flush toilets and showers.*
- * *Toilet with a more pleasant odor.*
- * *More camping.*
- * *There used to be a restroom at Paradise Park entrance. I miss it.*
- * *Shower stalls.*

- * *Huts for cross-country skiers.*
- * *I think downhill ski run would be awesome!*
- * *It was a Friday and I was disappointed as my mom was only up for a visit and Friday was the only day I could get off work to take her to the mountain. It was very disappointing.*
- * *Plow west side road and Carbon Drain Rd. to Ipsut Campground.*
- * *I miss the telescope at Rickasacker Point.*
- * *We would like to have more areas for little kids and other areas for larger kids to sled and play in snow.*
- * *Leave west side road open but unmaintained.*
- * *Wood at campground.*
- * *Better road markings to get to Sunrise and Paradise areas.*
- * *Coin-operated showers for visitors.*
- * *A detailed listing of self-led hikes with distance and difficulty ratings. Also places specifically geared to pre-schoolers to learn about the park if possible.*
- * *Mountain biking on trails accessible to horses.*
- * *Trails available on which dogs are permitted.*
- * *Horse back trail riding.*
- * *Picnic area behind Longmire lodge. It was always a beautiful setting.*
- * *Paradise in winter.*
- * *Wilderness opportunities for the less than athletic.*
- * *In winter - visitor center for coffee/ lunch.*
- * *Drive - all roads open.*
- * *Open snow-play area earlier in the season.*
- * *Paradise Inn open in winter.*
- * *Need more variety of camping areas.*
- * *Needed CG North water and a minimum of 20 amp elect. plugs and sewage hookup (last not totally required for stays of less than 3 days) does have 30 MPH plus car.*

- * *Improve facilities; such as visitor center exhibits (very poor). ranger station/ lodge do not meet standard "UBC" Codes or standards. you have left yourselves open to lawsuits over potential hazards! I see this as an unisolated case.*
- * *Roadside walk-in campgrounds.*
- * *Lights in bathroom at White River Campground.*
- * *More parking at Paradise.*
- * *Round pass up west side road.*
- * *More public education of how fragile the alpine environment is.*
- * *More lodging near by.*
- * *More and better food - snack bars are okay, but understaffed with long lines. Maybe put a McDonalds at Paradise.*
- * *More lodging and picnic facilities. More grassy areas for "family" picnics and outings.*
- * *More parking.*
- * *Better service at restaurants air conditioning or fans at the Inn; later hours on restaurant.*
- * *While people use the sliding area there should be an area closer than Paradise Lodge to warm up during and after sliding or playing in the snow.*
- * *Student discount for entering the park.*
- * *Gold panning area? Equipment?*
- * *I have thought that having the Paradise Inn open in winter would be a plus.*
- * *Ski rentals at Paradise.*
- * *More wildlife.*
- * *Why not open Paradise Lodge year round?*
- * *Sometimes the showers are closed by the time we get down. Would like to see showers available a little later into the evening.*
- * *Show examples of the videos, that are on sale at the gift shop.*
- * *Cleaner outhouses.*
- * *Less expensive fast-food.*

- * *I would like to see more facilities like restrooms with running water.*
- * *More destinations available.*
- * *Better coffee out of real glasses at Sunrise Lodge.*
- * *Hoping to at least see Mt. Rainier while being there.*
- * *More picnic sites.*
- * *Continuous hours on restaurants (Paradise Inn dining room has hours extended)*
- * *We would like to have longer or larger campsites for our 35 foot Fifthwheel. We love to camp at Cougar-rock.*
- * *Showers in the campgrounds.*
- * *Campground (Car) at top of Sunrise.*
- * *More detailed locality maps, self-guided tour materials.*
- * *An area in the winter where "small" children can slide down a hill. We don't receive snow that often so it is a Big Deal to be able to slide. The inner tube area at Paradise is too busy, too hard to climb and dangerous for small children. Do you have places IN THE PARK to rent cross country skis?*
- * *Electricity.*
- * *Grocery store at Paradise Inn Area for hiking groceries & picnic items.*
- * *Parking at Paradise.*
- * *Dining room open all day.*
- * *More parking space at visitors center.*
- * *Signs telling how high over sea level along the road.*
- * *Horseback riding on specific trails.*
- * *Allowing small dogs on leash on trails.*
- * *At Yellow Stone National Park, if you were without a quarter, you could use nature trail guides and then return to the box after use. Being miss "honor system," when I arrived at pamphlet box, I didn't take one because I was without a quarter. There was no invitation to use and return.*
- * *Lights in the restrooms at night.*

- * *Hot water, maybe even showers.*
- * *More indicators of elevation above sea level - but designate in kilometers and miles.*
- * *Shower facilities at Ohanapekosh Campground.*
- * *You should have more signs posted at Mt. Rainier advising the driver where to locate the various locations and sights that are located therein.*
- * *More grocery stores.*
- * *I would like to have seen better eating facilities at Sunrise. Very crowded and long lines. Perhaps someday you could have a restaurant or something like Paradise has.*
- * *More variety in eating establishments, the ones provided were somewhat high priced for families.*
- * *Please an updated cafeteria is badly needed people would eat there I know. People come from all over expecting food and rest as other parks have give them more comfort remember the over 60 group. They spend money on recreation.*
- * *Perhaps more frequent bus service/ car service to/ from Seattle.*
- * *Fast food, more overnight lodges and inns.*
- * *Glad campfire programs extends beyond Labor Day - could extend through September.*
- * *Shuttle service around park much like Yosemite or Glacier Nat'l Parks. It would ease parking problems and encourage hiking on trails that would otherwise create logistical nightmares - or at least mini-ones for the hikers. I can anticipate greater ridership by people who would like to learn about Mt. Rainier but do not have the time to seek out extensive information or the time to spend in the campgrounds at the Ranger talks, etc.*
- * *Permanent barbecues on stands or otherwise.*
- * *Public showers.*
- * *Possibly a cable assist to one of the large glaciers (mainly for older people).*
- * *We have two small children and we find that there was very little for them to enjoy. We would like to see more children activities.*
- * *Only because of remaining snow.*
- * *Large sliding/ snow play area.*
- * *Paradise lodge open in winter!*
- * *A nice cozy place to go for hot drinks.*

- * *Souvenirs.*
- * *Yes, above and we also would of liked to have dinner and cocktails.*
- * *When a person's call for reservations during the months which Paradise Inn is closed, they should be told they are not making reservations at Paradise Inn but at National Park Inn.*
- * *East side gate..*
- * *A shuttle van from parking lot to parking lot would be nice so skiers can return to a different lot than the one containing their car.*

APPENDIX F

APPENDIX F: RECREATION EXPERIENCE PREFERENCE SCALES

The Recreation Experience Preference (REP) scales were designed by Bev Driver and his associates with a program of research that began in the early 1970's. [See Driver (1976).] The REP items were designed to measure expected psychologically valued outcomes of recreation experiences that motivate recreation behavior.

This approach holds that people select and participate in recreation activities to realize certain psychological goals. It is derived from expectancy-valence theory in psychology. Tinsley (1986) elaborates:

According to this model, individuals engage in a given recreational activity at a given location because they have expectations of positively valued psychological outcomes. The model distinguishes two features of outcomes, individuals' expectancies that they will experience certain psychological benefits (e.g. increased self-esteem) while pursuing the recreational activities, and the value individuals place on these psychological benefits.

Driver and associates have developed a list of items designed to empirically measure potential motives. These items, the methodology used to create them, and various psychometric properties are described in selected documents sent separately to OMB [Driver (1977, 1983); Cooksey (date unknown); Tinsley et al. (1981)]. Respondents to REP scales are asked to rate the relative importance of several motives for choosing a designated activity. These items are clustered by a statistical technique into "domains" representing categories of motivations. Table F.1 lists the domains measured by the current (1983) list of REP items. Those indicated with a * are included in this study.

Manning (1986) elaborates on the usefulness of the REP methodology.

Its potential usefulness for outdoor recreation managers is enhanced ... because of its direct focus on outdoor recreation activities and its standardization as a result of extensive empirical testing. The motivation scales have been developed and refined in dozens of empirical studies generating in excess of 20,000 usable questionnaires. Tests have generally confirmed both the reliability and validity of the motivational scales (Rosenthal et al. 1982).

Table F.2 lists several selected studies in the recent peer reviewed literature utilizing the REP scales. Several of these studies have used the REP scales to group similar visitors for the purpose of identifying "market segments." This use attests to the acceptance of these scales among researchers in the social psychology of leisure and outdoor recreation.

**TABLE F.1. PSYCHOLOGICAL BENEFITS AND PSYCHOLOGICAL BENEFIT DOMAINS
MEASURED BY THE RECREATION EXPERIENCE PREFERENCE (REP) SCALE**

<u>Domain/Scales</u>	<u>Domain/Scales</u>
ACHIEVEMENT/STIMULATION	INTROSPECTION
*Reinforce Self-Image	*Spiritual
*Social Recognition	*Introspection
*Skill Development	
*Competence Testing	CREATIVITY
*Excitement	*Creativity
Endurance	
*Telling Others	NOSTALGIA
	*Nostalgia
AUTONOMY/LEADERSHIP	
*Independence	PHYSICAL FITNESS
Autonomy	*Exercise-Physical Fitness
*Control/Power	
RISK TAKING	PHYSICAL REST
*Risk-Taking	*Physical Rest
EQUIPMENT	ESCAPE PERSONAL-SOCIAL PRESSURES
*Equipment	*Tension Release
	Slow Down Mentally
FAMILY TOGETHERNESS	*Escape Role Overloads
*Family Togetherness	Escape Daily Routine
SIMILAR PEOPLE	ESCAPE PHYSICAL PRESSURES
*Being with Friends	*Tranquillity
*Being with Similar People	*Privacy
NEW PEOPLE	*Escape Crowds
*Meeting New People	Escape Physical Pressures
*Observing Other People	
LEARNING	SECURITY
General Learning	Social Security
*Exploration	ESCAPING FAMILY
Geography of Area	Escaping Family
*Learn About Nature	
ENJOY NATURE	TEACHING-LEADING OTHERS
*Scenery	Teaching-Sharing Skills
*General Nature Experience	Leading Others
TEMPERATURE	RISK REDUCTION
Temperature	Risk Moderation
	Risk Avoidance

* These scales are measured in the Mount Rainier Survey.

TABLE F.2. SELECTED STUDIES USING REP SCALES

- Brown, P.J. 1977. Information needs for river recreation planning and management. Pages 193-201 in: Proceedings: River Recreation Management and Research Symposium. USDA Forest Service General Technical Report NC-28.
- Brown, P.J. and G.E. Haas. 1980. Wilderness recreation experiences: The Rawah case. Journal of Leisure Research 12(3): 229-241.
- Ditton, R.B., A.J. Fedler, and A.R. Graefe. 1982. Assessing recreational satisfaction among diverse participant groups. Pages 134-139 in: Forest and River Recreation: Research Update. University of Minnesota Agriculture Experiment Station Miscellaneous Publication 18.
- Graefe, A.R., R. Ditton, J. Roggenbuck, and R. Schreyer. 1981. Notes on the stability of the factor structure of leisure meanings. Leisure Science 4(1): 51-65.
- Haas, G.E., B.L. Driver, and P.J. Brown. 1980b. A study of ski touring experiences in the White River National Forest. Pages 25-30 in: Proceedings of the North American Symposium on Dispersed Winter Recreation. Office of Special Programs, Education Series 2-3, University of Minnesota, St. Paul.
- Hautaluoma, J.E. and P.J. Brown. 1978. Attributes of the deer hunting experience: a cluster analytic study. Journal of Leisure Research 10(4): 271-287.
- Knopf, R.C. 1984. A Recreation Manager's Guide to Understanding River Use and Users. USDA Forest Service General Technical Report WO-38.
- Knopf, R.C. and J.D. Barnes. 1980. Determinants of satisfaction with a tourist resource: a case study of visitors to Gettysburg National Military Park. Pages 217-233 in: Tourism Marketing and Management Issues. Washington D.C.: George Washington University.
- Manfredo, Michael J., B.L. Driver, and Perry J. Brown. 1983. A test of concepts inherent in experience based setting management for outdoor recreation areas. Journal of Leisure Sciences 15(3): 263-283.
- Virden, Randy J. and Richard C. Knopf. 1989. Activities, experiences and environmental Settings: a case study of recreation opportunity spectrum relationships. Journal of Leisure Sciences 11(3): 159-176.
- Yuan, Michael S. and Douglas McEwen. 1989. Test for campers' experience preference differences among ROS setting classes. Journal of Leisure Sciences 11(3): 177-186.

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- Crompton, John L. and Charles W. Lamb. 1986. Marketing Government and Social Services. New York: John Wiley and Sons.
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APPENDIX G

How to use this Report

This section is a brief introduction to the basic statistical methods included in this report. It defines some key terms and illustrates the ways in which the statistical tables and graphs have been prepared.

The main tool used in statistics is data--those observations and measurements that are recorded in a study. As commonly used, the word "data" is plural. For example, all of the visitors' ages comprise data. A single unit of data -- for example, the age of a single visitor -- is a datum.

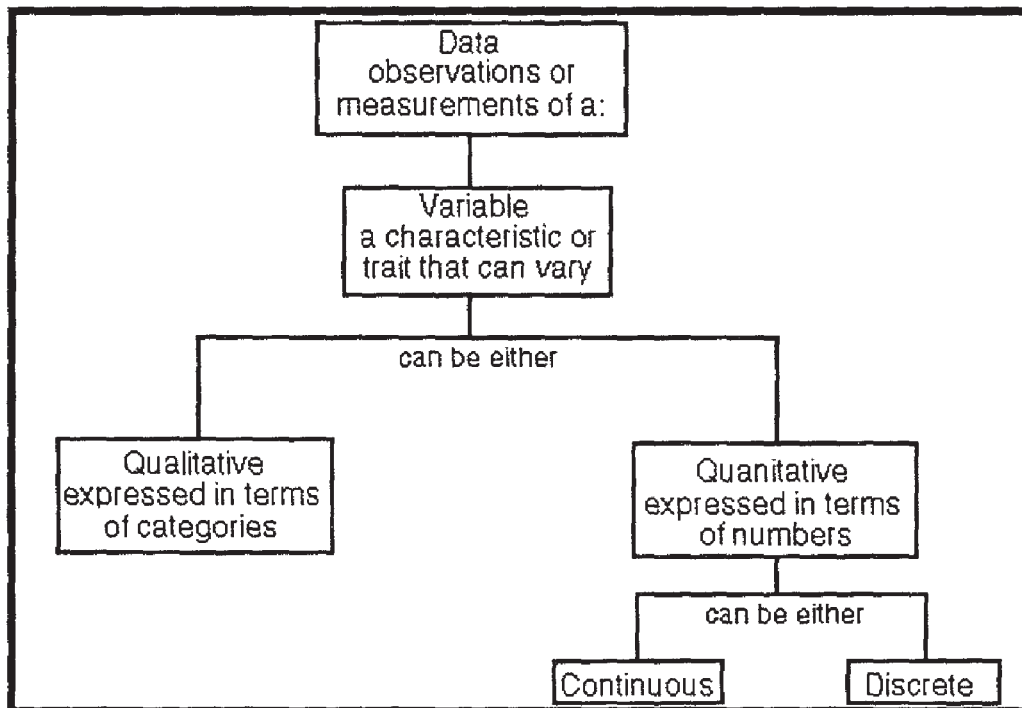
Data are collected about relevant variables. A variable is simply a characteristic or trait of interest that can vary. For example, the ages of visitors, their party characteristics, or their satisfaction with wildlife sightings at MORA can all be considered variables: Each of these traits or characteristics varies from person to person in the study sample.

Variables can be of two types: Qualitative variables are expressed in terms of categories, such as whether or not a visitor has been to the Visitor Center. Quantitative variables are expressed in terms of numbers, such as the size of a visitor party.

Discrete quantitative variables have distinct and separate units. There are no values possible between the units of a discrete variable. For example, the number of visitors in a single party consists only of whole numbers of people. One cannot talk about a party of 1 1/2 persons.

Figure G.1 illustrates these concepts.

FIGURE G.1. FLOW CHART OF STATISTICAL CONCEPTS AND TERMINOLOGY



Often data for more than one variable are collected. The data for the unit of analysis under consideration (an individual visitor, a single party, a specific park) are a case. Statistical analyses are done on groups of cases to form a dataset. The number of cases in a data set is usually referred to as "n." For example, if 1000 visitors answered a question, $n = 1000$.

In many instances, respondents do not answer all of the questions in a survey. They either inadvertently skip a question or are asked to skip question because it does not apply to them.

When a respondent does not answer a question that they should have answered, he/she is a "missing case" for that question. If the number of missing cases exceeds 10 percent of those who should have answered the question, a corresponding footnote or statement in the text will indicate this fact.

Data can be collected for all of the possible cases such as on every visitor to MORA. This is a census. Alternately, data can be collected for a sample of the total population. There are many ways to choose a sample. One common approach is a random probability sample, in which each individual has an equal chance of being included in the data set. In the strictest mathematical sense, the MRNP sample is not random due to the possibility of bias through non-response. However, the writer believes that the potential bias is so minimal that, for ordinary management purposes, the sample can be considered random and therefore, representative of the population of park visitors.

The data in this paper are reported as descriptive statistics. These statistics are used to summarize a large group of numbers and to describe general characteristics of the data set. For example, there might be a long list of each visitors' ages. Descriptive statistics can be used to quickly summarize this long list. The average (mean) age would be the total of all of the cases' ages divided by the number of cases. The modal age (mode) would be the most frequently reported age. The range would be the spread of ages from the youngest to the oldest.

Statistics can be presented in several formats. Tables simply organize the data into horizontal rows and vertical columns and sometime include brief explanations. Graphs or figures illustrate the data through a visual presentation. All of these formats are present in this report.

TECHNICAL NOTES TO MARKET SEGMENTATION ANALYSIS

Missing Data

Before conducting the factor analysis, there was a problem with missing data in the responses to the REP questions (see question 22 in questionnaire number one and question 9 in questionnaire 2) that had to be dealt with. Cases with no data for at least one of the REP variables numbered 281, or 18% of the sample. Often, such cases are eliminated from analysis, especially if the missing data occurs randomly. Or, alternatively, the group mean for the variable is substituted for the missing data. In this data, such simple remedies did not seem appropriate as the missing data did not occur randomly and 18% of the sample is too large of a group to eliminate from further analysis.

Examination of the respondents with missing data showed them to be disproportionately from several subgroups of the sample. For example, a large percentage were retired and over age 55. Eliminating missing data cases would have eliminated a significant portion of older persons, compromising the representativeness of the sample.

In looking closely at the pattern of missing responses, it appeared that many respondents took a "yes/no" approach to answering the questions rather than using the not important to extremely important scale. That is, they circled "very important" or "extremely important" for the items that were important to them and just skipped over all other items. This was the case for 93 of the respondents. It was decided that giving these respondents the mean for the variables they skipped would overestimate their actual rating on that item, which was assumed to be somewhere near the "not important" end of the scale. Therefore, for each of these 93 cases, 1's (for "not important") were inserted for the items for which they had no answer.

The remaining instances of missing data cases were where a page or two of items was skipped, the entire question was skipped, or one item here and there was not answered. For these cases, substituting the mean of the variable across all cases for each instance of missing data was chosen as the least biased approach.

Factor Analysis

Factor analysis was chosen to reduce the 31 REP items into underlying dimensions of motivation for park visitation. Principal components method of extracting the factors with varimax rotation was chosen for its simplicity of interpretation and because "...nearly all factoring methods provide much the same results if there really are any clear groupings of variables in the correlation matrix." (Nunnally, 1978). Clear groupings in the correlation matrix were found during several tests of the appropriateness of factor analyzing the data.

It was stated in Chapter seven that four items were eliminated from the REP factors because they loaded on two factors. This decision was made because it was felt that having an item as part of two factors would blur distinction between the two factors. And, since a purpose of the factors was to define distinct subgroups of visitors, such blurring would hinder that process.

Cluster Analysis

In cluster analysis, each case is compared to other cases or clusters based on its distance or similarity to the case or cluster. There are many different ways to measure distance or similarity. In this analysis, squared Euclidean distance, which is the sum of the squared differences over all the factors, was used. There are also many methods for joining clusters or putting cases into clusters. A very simple method, used in this analysis, is called average linkage between groups method. In this method, the distance between two clusters is defined as the average of the distances between all pairs of cases where each member of the pair is from each of the clusters. For example, if cases 1 and 2 are in cluster A and cases 3 and 4 form cluster B, the distance

between clusters A and B is the mean of the distances between the pairs—(1,3)(1,4)(2,3)(2,4). This method is usually preferred because it uses information about all pairs of distances between the clusters (Norusis, 1990).

APPENDIX H

Compliments

- * *It's a beautiful place to visit.*
- * *I used to drive buses for the Mt. Rainier National Park Co. in the late 1960s and have found it to still be my favorite place in all of the world. Thanks for caring for this national treasure!*
- * *We love it!*
- * *Was wonderful to be there again and experience the mountains. Nothing in Kansas compares!*
- * *I really enjoyed it very much. Next time I would plan to stay a couple of days. Thank you.*
- * *Beautiful wildflowers. Very good naturalist program.*
- * *We are very fond of the park area as it was a strong activity of my husband's father along with the Tacoma Mountaineers in 1911-15 and Seattle Club beyond that. We have a letter written by Dr. Flett describing the circling of "The Mountain" on an expedition with Dad. So our mountain "Her Majesty" is very special to us. Thanks for caring for her. Keep up the great works. P.S. We also have some pictures.*
- * *It was a wonderful trip. The Park is in excellent condition and from what we saw, very well run.*
- * *We use the Carbon River entrance exclusively. Every spring we're extremely grateful to the Park Service for replacing/ repairing trail access. This summer we used backcountry camps for the first time to give us more time to explore higher elevation areas. The year before we camped at Ipsut Creek and took day hikes from there. The two years previous to that we covered the trails between the entrance and campground on one-day outings. Thanks!*
- * *Our children and grandchildren would love this park, and we hope that one day, they, too, will be fortunate enough to see and enjoy it.*
- * *We enjoyed the visit to Mt. Rainier. It is a natural site, and I hope it retains this natural state (i.e., souvenir shops, etc., not widely prevalent).*
- * *It was very pretty.*
- * *During summers between my years in college I worked at Paradise. I lived with the mountain and on the mountain. The wildflowers, snow pack, trails and all the other small and large things about Mt. Rainier became a part of my life. I will never forget these sights, the experiences and the beauty. It was a pleasure sharing that with my family. We plan many more trips to this beautiful area.*

- * *We think the park and surrounding areas are beautiful. We would really like to see it kept that way and even improved.*
- * *My first trip was in July, 1948, and there was snow up to the eaves of the lodge at Paradise. This year -- so many new buildings -- all the people were very interested in the surroundings and even children wanted to look and see. The observation building is superb. People seemed to care. It's a beautiful mountain, and it is interesting that it can be seen clearly for long distances. We enjoyed every minute. The park is also very pretty and well kept. We should be so lucky in Seattle. We have pretty places and well kept, but nothing like Mt. Rainier Park.*
- * *The best days of our two-week vacation.*
- * *My God -- this is just beautiful! Pleased to have been there when wildflowers were in bloom! Because we were out looking for places to bring company to, we didn't get a chance to spend a lot of time at Visitor Center or museum. The walks for hiking were great, even as unprepared as we were to do any walking. We couldn't resist after we saw the flowers! I would have never thought to go to the mountains in mid-August to see wildflowers blooming, and I already have decided to come back next year -- company or alone! Only this time -- prepared to stay longer! Thank you!*
- * *It's beautiful -- I'm thankful I have the opportunity to bring my children to enjoy it.*
- * *We very much enjoyed our day at Mt. Rainier, the wonderful picnic areas and informative visitor centers! Definitely a park worth mentioning to friends and - perhaps -- visiting another time!*
- * *We enjoyed our visit to Mt. Rainier very much. It was such a beautiful place. I wish it to be protected and preserved for future generations to enjoy.*
- * *It was beautiful, and the exchange students from Okinawa loved it.*
- * *I had never seen meadows so beautiful before.*
- * *Thank you.*
- * *A wonderful journey back in time! Thank you for the opportunity to do this. Hope to have helped.*
- * *Loved to see the difference between Glacier in Montana and Canada, also Yellowstone. Your Mt. Rainier is breathtaking, as are the other rugged peaks.*

- * *We enjoyed our visit -- especially the ice cave, snow, and wildflowers. We were concerned about the number of dead trees in the Patriarchs old growth area. Rangers were most helpful.*
- * *Mt. Rainier was possibly the most impressive of the natural parks we visited this summer! We visited the following: Rocky Mountain National Park, Mesa Verde National Park, Petrified Forest National Park, Grand Canyon National Park, Bryce Canyon National Park, Zion National Park, Sequoia, Yosemite (overcrowded), Crater Lake, Mt. Rainier, Olympic National Park, Lake Louise B.C., Glacier National Park, Yellowstone, Grand Teton, Mt. Rushmore. I was overwhelmed on the nature walk with the beauty of Mt. Rainier and especially the profusion of wildflowers. I and my family hope to be able to return in the future and be able to spend more time really exploring this beautiful area. Keep up the good work!*
- * *The trails are well-maintained -- brooks and rivers have bridges. We are a senior citizens' group!*
- * *Lovely time was had by all.*
- * *Keep up the good work. Ever since my first trip at about 5 years old, the Park has been a continuing source of enjoyment, with friendly people, both visitors and employees, and beautiful scenery. Thank you.*
- * *We enjoyed very much the great view plus the wildflowers and animals.*
- * *We very much enjoyed our visit and hope to be back again next summer!*
- * *Intent of trip was to show out-of-staters the beauty of our mountain area.*
- * *I and my family were totally satisfied, but worried, about the future of the Park and man's continuing exploitation of its gifts to us.*
- * *Too short. The staff was polite, helpful and anxious to please. Thank you.*
- * *It was wonderful and clean.*
- * *We enjoyed our visit very much and our out-of-town guests were awed by the majestic beauty of Mt. Rainier and the surrounding area. They could not believe that you could actually drive so far up the mountain.*
- * *We arrived late in the day and so spent only a couple of hours.*

*Personnel were most friendly and helpful; the Park clean and well maintained. A real pleasure to visit, even on an overcast day!
We'll be back!*

- * Mt. Rainier is the most fascinating sight I've ever seen. Seeing it from afar is as equally breathtaking as up close. Keep up the good work in the Park - spectacularly clean!*
- * Thoroughly enjoyed the Park services! Thanks.*
- * We enjoyed our visit to your Park very much. It was very clean and the scenery was breathtaking. I hope the Park will continue to remain a natural and unspoiled part of Washington State. Thank you!*
- * I love the Park. I don't get down there very often, but its beauty is worth the road trip.*
- * Spectacular!!*
- * We enjoyed it very much and plan to do more hiking now that our children are older.*
- * It sure was windy on the slope leading up to Ingram Flats. The view from there was awesome. One day I hope to get to the summit. Oh, wildflowers on return to Paradise were gorgeous. Wish my backyard looked like that! When do we get a mountain in Minnesota? It's not fair!*
- * We were not able to view the mountain, as it was cloudy and foggy. Very disappointed, as it was one of our points of interest on our vacation from Texas. The Park is very beautiful, and the Park Rangers helpful and courteous.*
- * We saw 6 doe and 1 buck and a family of marmots. It was very exciting. Thank you for having a neat park so people can come and unwind in nature.*
- * All the personnel were very helpful. Beautiful scenery.*
- * Good job! Do whatever it takes to keep the Park as natural as possible!!*
- * It is one of the most beautiful parks I have ever visited. I would love to come in winter when there is snow. Everything was clean and unusually well-kept.*
- * My wife and I are fascinated with Mt. Rainier. We have a view of the mountain from our house. Love it.*
- * My husband and I have been going to Mt. Rainier since childhood*

when our parents took us camping at Ipsut Creek, Paradise or Sunrise. Visiting the mountain was one of our favorite things. After WW2 we could hardly wait to get back to it. My husband skied at Paradise in the 30's and hiked there in the summer months. Every year (weather and time permitting) we have been to the mountain at least two or three times. Now that we are both retired we still go cross country skiing in the spring and hiking in the summer. We are both in our seventies.

- * *In all the years we have been going to visit Mt. Rainier, we have noticed that educational programs have paid off handsomely. People do not go off the trails nearly as much as they used to. The trails are clearly marked and there is no possibility of getting lost in the fog as we used to do on the Skyline Trail and the trail to Burroughs II when fog came in. Also, the park service has made it possible for the handicapped and the elderly to enjoy the trails.*
- * *Consistent quality of Carbon River Trail over the years (including recent modifications).*
- * *I enjoy hiking and mountain climbing and think on the whole that the Forest Service does a fine job. I have always been treated with friendliness and respect from these people.*
- * *I dearly love this mountain and park and would hope all could be done to preserve it yet keep it accessible to people who enjoy it. Thank you for your hard work in this area!*
- * *Awe inspiring realizing how insignificant we humans are.*
- * *We were fortunate to visit the Park on a clear day in September. Saw a bear duck into the bushes from the road, observed birds, marmots and chipmunks. It was a perfect day. We loved the giant tree trunks rising from the sides of the well-kept roadway.*
- * *Since we are from the relatively flat province of Ontario, we found the drive up to Paradise thrilling. The stunning scenery at Paradise more than made up for our driving jitters. As for the facilities at the Visitors' Center, we particularly enjoyed the PNNPFA bookstore.*
- * *I truly enjoyed it.*
- * *Mt. Rainier and the National Park are wonderful. I greatly appreciate the work of the National Park Service. Please keep up the good work. One great asset is the positive, friendly and helpful NPS workers' attitudes.*
- * *Rangers in the Park should be from Washington State only, not from back East and other areas. Thanks...this has been fun.*
- * *We erred in allowing only one full day to see the Park. Next time*

we'll take our time.

- * I am 28 years old and Mt. Rainier was a yearly family camping vacation. It's a beautiful place for me and a big part of my childhood memories. Thank you for this Park, the campgrounds (I like Cougar Rock), the programs and activities, the trails and waterfalls, the wonderful foresters, the deer and bear, hiking, especially the beauty. I hope this park will be around for my children and grandchildren. I love it here.*
- * We love the Park, and if we had more time, would visit more often. We feel sad that people stray from the paths and cause erosion in the meadows.*
- * A beautiful place and the prettiest mountain I've ever seen. Everyone should be able to visit it.*
- * I was glad to see that people are keeping the Park picked up and clean. I think the Park is a wonderful place to go.*
- * I previously resided in Tacoma and Seattle for 28 years during my youth and young manhood. As a resident of the East Coast, there is no work of nature of such splendor here. Mt. Rainier parallels the Grand Canyon in beauty. The mountain is the one thing I have most missed and it is the one sight I most value in my visits to the Northwest.*
- * It was beautiful!*
- * Mt. Rainier National Park is a truly beautiful place and one that should be preserved. My husband, a retired U.S. Army colonel, and I thoroughly enjoyed being there. We have traveled throughout the world and find it to be a beautiful "Gem."*
- * Always a pleasant experience.*
- * Enjoyed the scenery and wildlife very much during the few hours of brief visit.*
- * My very favorite place in the world!*
- * I would like to compliment everyone who has to do with management of Park use. Big job. With the growing population there will be an even greater need for regulation in the near future.*
- * Wonderful weather that day. Thank you.*
- * The wild birds were wonderful. Our son had so much fun watching them come right up to him. And it was snowing, so it was beautiful. Plus, in August we took relatives from Florida to Mt. Rainier and they just thought it was breath-taking!!*

- * *I have been coming to Mt. Rainier National Park for 20 of my 32 years and will continue to do so. I personally feel that we have here in Washington State the best park system there is. Thank you.*
- * *Only that it is a beautiful God-given gift to the United States, and it should be preserved at all cost. I've been there in all the seasons, and it is the most spectacular area I've ever visited.*
- * *A very fine place.*
- * *We love going there.*
- * *I always enjoy it.*
- * *We came to Mt. Rainier as Australian tourists who had spent the last two months traveling around England and Europe. We especially wanted to come to a national park as we felt that we needed the peace and quiet that these parks afford. We were not disappointed with this beautiful place and only regret that we did not have more time to walk and/ or camp in the Park. We wish you every success and thank you most profusely for providing such a service.*
- * *Enjoyed our visit very much and found everyone working there courteous and helpful.*
- * *Just wish we could have spent more time!*
- * *Our family has visited the Park many times over the last 24 years. Park improvements and staff have been wonderful. I wish to thank everyone with the Park Service for outstanding work, professional attitudes, and a caring attitude of God's creation. We have many beautiful pictures and memories of our time spent at "our mountain" and pray that succeeding generations will have the same opportunity and privilege to visit the area.*
- * *Was a beautiful park. Loved the scenery.*
- * *Love Mt. Rainier; would like to visit more often.*
- * *Very impressive!!!*
- * *The Park is just beautiful! We really enjoyed the visitors' centers at Sunrise and Paradise! We also enjoy the evening programs at the campgrounds very much.*
- * *Protect our Park from us.*
- * *I am a native Washingtonian -- have lived in the Adirondacks of New York State for the past 50 years. Whenever I "come back home" a trip up "my mountain" is part of the ritual. It is one thing that can be counted on to have not changed. I appreciate that.*

- * *We were very impressed by the natural beauty and would like to help in any way to preserve this national treasure!*
- * *Loved it. Beautiful. Enjoyed every minute of our visit.*
- * *I shall return.*
- * *Mt. Rainier is a special place. We are lucky to have it. It appears that balancing the competing needs of the Park and the people who visit and love it would be a challenge even for King Solomon.*
- * *This is the most beautiful park I have ever visited. I wish everyone would have an opportunity to visit Mt. Rainier. Beauty must be preserved.*
- * *We had a great day. Thank you.*
- * *On every visit to Mt. Rainier, I've experienced something new and unique.*
- * *My family and I always enjoy going to Mt. Rainier to play in the snow or just for the drive and scenery. I have never had, or heard of, any complaints about the Park. We are very fortunate to have such a nice park and facilities within driving distance. Keep up the good work!*
- * *Impressed with the fact that the entry fee has remained the same amount (\$5.00). Road maintenance is superb. Response to rescue situations has been immediate and thorough.*
- * *It was beautiful and we were lucky to have seen a young buck and doe. Took many pictures and they are great. Thanks for letting us visit the lovely Park.*
- * *Very nice.*
- * *I visited the Park while entertaining out-of-town visitors and was proud of our scenery and natural resources.*
- * *Thought it was beautiful and would recommend for anyone to see. If have another chance, would return again to see.*
- * *I was pleased with the facilities and was proud to be showing the area to a visitor from the midwest for the first time. We enjoyed the film shown at the Visitors' Center. The Visitors' Center is an asset to the Paradise area.*
- * *Wonderful!*

- * *Thoroughly enjoyed walking in the snow. Scenery magnificent.*
- * *We love it; try to go up there more than once per year. We have stayed at Paradise Lodge and Longmire. Both were very nice and relaxing.*
- * *It was a breathtaking experience. I will remember for a very long time!*
- * *Enjoyed Park. Very beautiful. Thank you.*
- * *Mt. Rainier National Park is beautifully maintained and the sites are magnificent.*
- * *It was great, except the rain, of which we all have no control.*
- * *Our time at the Park was limited due to travel arrangements. Our day to see Mt. Rainier was a day that it was impossible to see Mt. Rainier due to fog and clouds. We hope to be able to visit again so we can truly enjoy the natural beauty there.*
- * *It was FUN!*
- * *We very much enjoyed our visit. We hope there will not be too many changes or restrictions before we get back.*
- * *It was very well managed. The ranger on his bike at Cougar was so pleasant. The bathrooms were kept very clean, too. It's a beautiful park. Hope to come back soon. Thanks.*
- * *Mt. Rainier is very special to me. I like to go there often. This day we were there to celebrate our 25th wedding anniversary. Most beautiful mountain there ever was.*
- * *There were great programs first at Lodge on Indians/ lifestyle/ philosophy, and second, walk on wildflowers.*
- * *One of the most beautiful places I have ever seen!*
- * *We enjoyed the beautiful scenery. It is so peaceful there, we just don't want to leave. If all people would abide by the rules and stay on the paths, it would be so much better. Thank you.*
- * *I think the Park is a very beautiful place, and it should be preserved for our children and future generations. At the rate the country is growing, we need all our parks to teach us about the good old days and nature. Thank you!*
- * *It was a wonderful trip.*

- * *I have always enjoyed the Park and that it is allowed to grow (somewhat) wild. Even though I love visiting, I would restrict my visits or activities if necessary to help preserve any part of the wildlife or nature.*
- * *We have been visiting Mt. Rainier National Park 3 to 4 times a year since 1936. We think it is the most beautiful park that we have ever seen and would like it to remain that way, with restrictions and controls applied only when necessary.*
- * *You get high marks in the development and care of the Park!*
- * *Most enjoyable.*
- * *I can see why the Indians regarded Mt. Rainier as sacred. It's a beautiful place. We need to protect and preserve it. However, many of us can only enjoy a visit to Mt. Rainier by car. I imagine the pollution isn't helping the Park. I'd hate to see the area be a dumping ground for sludge.*
- * *Beautiful park and camping area. Don't change it!*
- * *We particularly like Mt. Rainier since our first visit five years ago. Park management is not obtrusive, yet the Park appears to be well run. The trails are in good condition, excellent nature center at Paradise. Some natural fires would be acceptable but not on the scale of the Yellowstone disaster. Agree that over-used meadows and other trampled areas should periodically be restricted. As Californians, we applaud the move to do this at Yosemite. Access to parks like Mt. Rainier is a great privilege and we would accept restrictions gladly to help preserve them.*
- * *We enjoyed our visit very much and plan to return with our family to camp. We thought Mt. Rainier and Olympic National Parks were very nicely developed and maintained.*
- * *We enjoyed the beauty of the Park immensely!*
- * *I really enjoyed the Park. I feel that it is very easy to get around for many people (elderly and handicapped as well), and the Park has a variety of activities that people can do. I go during the off-season for the quiet and solitude (which are important to me). I would like to thank the Park Service personnel, all of whom I found to be courteous -- quite a feat given all the crap they must put up with from us visitors!*
- * *We enjoyed our drive through the Park. We encountered many bikers but were glad they had such a beautiful place to ride. Had to relax and drive very slowly and really benefited from that!*
- * *It is one of the most beautiful places on earth -- protect it -- even if what it takes to do so (in the experts' judgment) is not always popular. I was first introduced to the Park by my late husband (a native Washingtonian) in*

1947. He hiked and climbed. We enjoyed the flowers and animals together. May our grandchildren have the same thrill!

- * *I am 65 years old. My parents spent their honeymoon at Mt. Rainier. I have visited the mountain almost every year of my life, and I am in favor of any action that will keep this most beautiful of all places available and enjoyable forever.*
- * *I enjoy going there very much. I have been there twice and hope to go again.*
- * *We enjoyed the Park very much and plan to do some camping, backpacking, fishing and even staying at Paradise Inn. I sincerely hope the natural beauty of the Park is preserved at any cost. Thank you.*
- * *Mt. Rainier has always been a special place to us. We have visited many, many times in our 52 years of marriage. We have taken Girl Scout troops camping there besides enjoying as a family and there is always something different that we had not seen before. On this trip we saw some mountain goats from the Visitors Center. We are also privileged to see it out our front window in all its glory. Truly it is the mountain called God.*
- * *Keep up the good work!*
- * *I and my immediate family enjoyed our visit to Mt. Rainier as always. On this particular visit, Sunday, Sept. 2, we also had a friend from Utah with us and a brother, sister and nephew -- all from New York State. They, too, greatly enjoyed the beauty and serenity of Mt. Rainier. We had a great day at Sunrise.*
- * *I enjoyed our day trip to your park, and hope to return and spend more than a day there.*
- * *We hope to visit the area soon. Great time!*
- * *In flying from Sea-Tac Airport the plane flew near to Mt. Rainier. A thrilling sight, indeed.*
- * *We really enjoyed our visit to Mt. Rainier National Park. It's beautiful! Although we're 68 and 70 years of age, we enjoyed a short hike in the snow. Our only regret is we didn't have enough time in the Park. We're coming back again!*
- * *I enjoyed thoroughly a motorcycle ride to Paradise. The scenery is beautiful and landscape is amazingly supple. I would strongly encourage the Parks Dept. keep it the way it is so many others may enjoy the beautiful work of nature we call Mt. Rainier.*
- * *I think the Park managers do a great job. Consider limiting the number of people allowed in per day.*

- * *You are doing such a good job. Bless you all.*
- * *Appreciated the Visitors Center and educational displays and programs.*
- * *We used to live in Sumner, Washington, and visited the Park often. It had been 9 years since we were in Sumner and drove to the Park. The coastal area has grown so much that the trip to the Park was one of our most pleasant experiences because it has been preserved so beautifully! Thanks!*
- * *We were visiting our son in Nile Road when we visited Mt. Rainier in Aug., 1990. We enjoyed it very much. We had visited Mt. Rainier before (around 1967 or 1968). It is very beautiful and well cared for.*
- * *We were very impressed by the maintenance of the Park – restrooms, no litter. I hadn't realized that such a beautiful, well-maintained, instructional area was so accessible to Portland and Seattle! I plan on visiting again when I have more time to spend in the Park. Would love to hike there!*
- * *Impressed with the cleanliness of the Park.*
- * *I enjoyed the visit. It seemed crowded at Paradise because of the weekend. I'll make future trips during week and in off-season (fall, winter, early spring, etc.). Park's staff were courteous and professional!*
- * *Thank you for the great experience.*
- * *I am an exchange student in Olympia from New Zealand. On this trip I took my family (that was visiting for two weeks) up to Paradise. It was only my second time, and they loved it. I think it would be even more beautiful to Americans, as it's lovely but kind of normal to us.*
- * *We love Rainier Park and want to keep it the way it is!*
- * *I love it!*
- * *The man at entry gate was courteous, friendly and helpful!*
- * *Very nice park. Management is tricky for you since so many visitors come each year. I favor whatever (management) benefits the Park for the enjoyment of the people in the long run – whatever management is necessary. (We will visit the Park many more times in the future!) People must realize and accept that some management that will keep people out of an area for a while is necessary for the good of the Park in the long haul.*
- * *I've had limited exposure to the Park, but I like it overall.*
- * *I have been there in summer and winter and love it.*

- * *Enjoyed the Park and would like to spend some weekends there this summer. Would also like to arrange some field trips with my students this summer. Did not realize how close (time-wise) the Park was to Port Orchard.*
- * *Great idea about public transit in the Park up to Paradise! Starting main line (possibly) from Longmire.*
- * *One of the most wonderful things about U.S. national parks is that they are accessible to people who are not professional hikers or mountain climbers and who have neither the skills nor the stamina for wilderness camping. Mt. Rainier will always be a beautiful memory for us. I appreciate the opportunity to have experienced it.*
- * *Keep up the good job you are doing now.*
- * *My family and I are from Boulder Creek, Ca., where Big Basin Redwood Park is located. "Our" redwoods are beautiful, yes, but your park is so pristine and wonderfully preserved! Keep up the good work!! Your rangers were very helpful and the Visitors' Center was really well done. Thank you!*
- * *Simply beautiful. Park Service is doing an overall great job!*
- * *I took the trip to see the place I worked in from winter of 1940, summer and winter season of 1941-1942. I was sorry to see some of the old buildings were not there, but the trip brought back very good memories. A great day.*
- * *It's beautiful.*
- * *It is very beautiful. Let's keep it that way!*
- * *I feel fortunate and privileged to experience Mt. Rainier once a year.*
- * *The beauty of the Park -- the tranquillity and Park personnel stand out most in my mind. It is a pleasure to bring our eastern U.S. friends to see such beauty in the state of Washington.*
- * *It was very pretty there, especially the wildflowers and lakes, although it was cloudy at Paradise so we couldn't see the mountain. I enjoyed the ride and walks. It was relaxing.*
- * *The Park has been greatly improved since we started going there 57 years ago.*
- * *I enjoyed my visit. The people were very nice and the wildlife was plentiful.*
- * *We were there in the last part of October and really enjoyed the*

peace and quiet, away from all the vacationers. It was great!

- * *We were in the Park to scatter the ashes of a deceased relative. This was done in an area where we were told by the Rangers it was permissible on a similar visit 4 years previously. The beauty and tranquillity of the Park were loved by the deceased.*
- * *Mt. Rainier is one of the most beautiful areas I have visited, and I have traveled very extensively. I strongly advocate all efforts to keep it just as beautiful, clean, and carefully balanced as it still is. Thank you for your efforts.*
- * *I am a day hiker and am interested in the flora of Mt. Rainier National Park – especially the wildflowers and also the ferns, fungi, and big old evergreens. I also enjoy the beautiful scenery, the smell of the air, and the tranquil feeling when on the trails. We need some educational facilities and developed areas, but I hope most of the Park will remain undeveloped, except for hiking trails. I feel very strongly that the Park is wonderful!*
- * *I like it. Keep it this way. Good job.*
- * *Was excellent. Thank you so much for your excellent management.*
- * *We love the Park and would be glad to cooperate with any plan to preserve it as an undisturbed natural area. We trust the Park Service to do the right thing. They have done great so far. I want all the national parks to be there for my children's children.*
- * *I visited Mt. Rainier in Nov., 1990. I'm from Washington, D.C. and was in Washington State for 6 weeks for a military hospital rotation at Madigan Army Medical Center. I found the Park to be one of the highlights of my visit and will enlarge and frame pictures from my stay. Thanks!*
- * *We thoroughly enjoyed our first visit to the Park and we will endeavor to return and hope then that Reflection Lake will be more reflective.*
- * *The trip to Mt. Rainier was one of the most rewarding experiences. I love mountains and just recently have moved from North Carolina to this area. The views are breathtaking and the drive along rivers and mountains and trees are beautiful. Thank you for a beautiful day!!!*

Criticism

- * *Yes, the prices at the concessions at the Visitors' Center are outrageous (6 oz. of soup for \$1.25). NO WAY. If the prices were a bit more reasonable, I'd have probably bought, GSI would sell more, thus more profits would be made. I heard numerous people complain of the pricing and those people went to their*

vehicles and made their own lunch.

* *Food prices are too high.*

* *I came from New Jersey for day hikes in western Washington. Since I came by airplane I could not bring camping equipment and I would have stayed in the Lodge but the first day I was advised that the roads would probably be closed that night because of snow. I stayed just the day. I did return on other days but always wary of the weather. I realize how unpredictable the weather really is but news broadcasts or newspaper reports as "snow level at 4000 feet" did me no good because I had no idea of the elevation of Longmire or of the NW entrance -- or even if that road was open -- and no way of finding out. I did not know whom to ask when I was in Bellingham or Skykomish, for example, and could not plan with confidence. I felt fortunate in avoiding closed roads (realizing the tricks of nature) and enjoyed several excellent hikes in the Park. Trail maps, however, were not offered as at many ranger stations in other parks and forests in Washington.*

* *This was entirely a family day with guests from out of state. It was thoroughly enjoyable (except for the fast service lunch at Paradise which was very costly and terribly greasy -- we are very health conscious, and this was not an agreeable alternative).*

* *I was very disappointed to see that the ski lodge at Longmire had turned into a curio shop of mass-produced souvenirs available at any tourist trap nationwide. I was glad to see the efforts to restore the meadows at Sunrise.*

* *If this is the reason for the west side road to be closed: rare birds nesting, it's a bunch of bull shit! Wild animals will relocate.*

* *We were not adequately warned about snow. Had to turn around before reaching destination.*

* *My wife and I used to buy our lunch at the Park Service restaurant at Longmire, but the food got so bad we stopped eating there.*

* *I felt that the Park was less than it once was. Too many people crowding the trails, roads, and other facilities seem to have hurt its natural beauty and the quiet I used to enjoy. In addition, I think that the presence of large gift shops and concession areas -- as well as the lodge at Paradise -- both detract from the pleasure of the views and add to over-crowding. The experience of visiting Mt. Rainier is not what it was 10 or 20 years ago.*

* *I was very disappointed in the food service at Paradise Inn (not the quality, it was excellent). We took our 3 granddaughters to dinner there. In the a.m., after hurrying to shower and dress 3 girls and ourselves, we hurried to the dining-room for breakfast, planning an interpretive walk with the ranger following. We arrived with 3 famished girls at 9:00 a.m., and the dining-room was*

closed! Not to open again until 12 noon! The snack bar was closed and so was the Jackson Memorial Snack Bar. Neither of which had breakfast food anyway. It was a glorious sunny morning and we had to leave to get food and cut our trip short.

- * I was appalled at the number of people at Paradise when we stopped there. When or if I return to Rainier, I will do so during the week rather than a weekend.*
- * The Paradise gift shop had very long line at the register - at least 20 people and only one register was open.*
- * Sledding was not permitted during our visit because of inadequate snow cover (less than 5 ft.), but all along the road to Paradise people had stopped and were sledding. Two persons were sledding down a very steep ravine next to a bridge. Our children had a hard time understanding why they were not allowed to sled while others did. This was the purpose of our visit.*
- * I enjoyed my stay. Most of the trails were well-maintained except the last 2000 feet before Ipsut Pass which had mass vegetation overgrowth in some areas of the trail. Lack of potable water at Mowich Lake for drinking straight out of tap. Two hikers had asked me that information, and I unfortunately had to tell them no.*
- * My wife's father had to have a heart bypass. Her mother called the campground and asked them to notify her. They said they would in the A.M. A day later she called again; they said they gave her the message. That did not happen.*

Suggestions

- * I did not return to Ohio as soon as expected so this questionnaire was sent back to me at Tacoma. I thought I would get back to visit again but didn't make it. I am not able to take any nature hikes more than a few feet. I didn't see any wild animals but I do think the animal population should be controlled especially the elk. Maybe it would be good if they died off but a disease might affect other areas. I probably am not aware of a lot of ecological problems. But it seems to me some nature trails should be closed every other year to allow for regrowth. But maybe that would put too much travel on those trails that are open. Anyway, God bless the area.*
- * I loved it. I saw 9 deer. I am a little concerned about wildlife becoming too conditioned to man's presence. I think fear of man is a healthy thing for an animal, especially when they roam outside of the Park boundaries where hunting is allowed. The scenery was great! I hope the National Park Service conducts safaris to fuel an alternative to hunting. I think the idea of safaris could be a popular activity.*
- * My entire family enjoyed our visit to Mt. Rainier and all*

park employees were very helpful and pleasant. We camped in White River campground and thought it very clean and sites nicely spread out. We would like to suggest, if possible, having lights installed in restrooms. Thank you.

- * The park is very beautiful and efforts should be made not to enlarge the scope of its activities. Information regarding visits to national parks should emphasize the lack of entertainment and entertainment-related activities so that those who come to the park are not disappointed and pressure is not put on the parks to provide for those who would be happier in a theme park.
- * Need more lodging at the park. We plan a return trip to the park now that we know what you have to offer.
- * Due to bad weather we did not see the park like we wanted to. We would like to return to do some hiking. We are firm believers in preserving the national parks in their most natural state.
- * Looking forward to returning in the near future and hoping to be able to experience Mt. Rainier in all 4 seasons. This visit reaffirmed a personal conviction that our national parks must be preserved for future generations and should be a priority matter, not a budgetary stepchild. Thank you.
- * I feel Mt. Rainier National Park is a precious gift that must be preserved forever for coming generations to enjoy as much as I have. Our youth must be taught to respect and revere nature and its infinite beauty.
- * Maintain the park for visitors, now and future generations. Corporate interests are not in the best interests of the park system.
- * It was a highlight of my trip through Canada and USA that I will never forget. I'm used to hiking in the mountains because I live in Switzerland, but I never saw such great nature. The vast landscape is so impressive. I wish you could leave it all as is and not attract more tourists. Keep this paradise for people who appreciate nature and not for people who only want to consume all and everything.
- * I appreciate the beauty and grandeur of Mt. Rainier. I have yet to do any overnight hiking. I was on the sunrise side of the mountain and at the trail head there was a camping ground, although it was closed off from cars it still had access roads. Might it not be a good idea if appropriate areas exist to open up some trails to mountain bikes? I like the idea of campgrounds that are somewhat removed from the road.

Resource watch: I understand that you appreciate this information and were determined to get it from me; i.e., several mailings, reminders. However, this is a real world situation, and I'm guessing that more resources and energy were used in retrieving than what will be gained. PLEASE RESPOND!

- * Extremely poor shower facilities. Only 2 shower stalls in the whole park!!!

Please provide more. Two shower stalls is extremely inadequate for thousands of people.

- * Road to Ipsut Creek Campground has a large number of potholes. Nice, quiet campground; visited 6 times and plan to backpack from campground.*
- * You need restrooms and places to drink safe water.*
- *
1. Lodge at Paradise should be open year round.
2. RMI should have to bid for 5-year contracts.
3. Sunrise entrance open year round.*
- * I thoroughly enjoyed my visit to Mt. Rainier. It was my first visit, and I was very impressed. I feel the service road that serves as part of a trail near the Sunrise V.C. should be taken out and made back into a dirt trail. The existing road is hot and ugly! (But do leave the rock piles for the marmots!) The most critical issue, in my opinion, besides basic preservation of the parks, is educating the public about how each park fits into global ecology. Naturalists should be talking about the Greenhouse Effect, extinction, acid rain, deforestation (U.S. and Amazon Bush), not just about the life cycles of the local cute-and-furry creatures. We have almost no other source of environmental education for the public. Naturalists have an opportunity to make a critical difference in public awareness and should do so! Thanks!*
- * Keep any commercialism out!*
- *
A) The park must serve the needs of people. While conservation is very important, service facilities are also important (e.g., campgrounds, trails, visitor centers).
B) Park personnel have almost always been professional, welcoming, and friendly. This has a lot to do with a positive image of the Park. The "teddy bear" ranger is an excellent example of this (Chuck Cook).
C) Continued budget cuts can only have a very grave effect on all aspects of Park management.*
- * It's great – maybe outhouses at the end of popular hiking trails. And we should be able to call for reservations for overnight backpacking.*
- * Not enough parking. More visitors centers needed. Road signs indicating upcoming view area, parking, etc. Beautiful!*
- * I wonder why people are being charged to enter a national park supposedly supported by our taxes. I would like to see the ski area at Paradise opened again so others can enjoy skiing at Mt. Rainier as I did when I was growing up.*
- * Better road signs. We took a wrong turn and ended up in*

Enumclaw. We never planned on the extra long drive. We enjoyed our drive even though it was longer than we planned. The parking at Paradise was horrible. It is a very beautiful Park.

- * I think that more personnel are needed to control and interpret environmentally sensitive areas. I would like to see more of my tax dollars spent on natural areas rehabilitation and damage-prevention projects. The Park facilities, interpretive center and roads are excellent. The personnel we encountered both helpful and polite.*
- * Protect and develop wildflower areas; they were magnificent! Don't allow over population by people to destroy wilderness areas as we found at Yosemite Valley Floor (overcrowded).*
- * Provide wider highway shoulders, if even on one side, so that motorists will not have to perform dangerous maneuvers to avoid bicyclists.*
- * Keep man and industry out. Please encourage this area to quit cutting down all the trees and selling them to other countries.*
- * I realize the vehicle problems. Is there any possibility of providing parking just outside the park and having Park Service vans (not buses) carry 12 or so people at a time into the Park with various stopping points?*
- * We enjoyed our visit. Mt. Rainier is beautiful. Rooms at Paradise Inn could be greatly improved for the price, but walking out the door and seeing the mountain was great. Had dinner at the Inn. It was O.K. but have had better in national parks...also, better rooms.*
- * Perhaps a little information on where we should expect to see the different varieties of wild life and what to expect to see would be nice. We had a wonderful time at Mt. Rainier on our only visit since the birth of our 14-year-old daughter. It was well worth the wait. Thank you.*
- * I think Mt. Rainier National Park is an exceedingly important spiritual resource which should be managed with loving vision.*
- * My wife and I were pleased to see that the rustic style of the lodge at Longmire was retained. We enjoy seeing people from other countries having an opportunity to experience the Park. However, some -- especially those who have a fascination with cameras -- can be seen walking through the wildflowers to take pictures. There is the need to provide some way to educate these visitors that this harms the Park. A simple universal plaque or sign in sensitive areas as well as an inexpensive pin might help to impress the individual with the thought of being careful. We have greatly enjoyed our visits for many years and hope to continue and try to respect the surroundings. We wish others would do the same. Thank you for giving us the opportunity.*
- * I suggest improving Park Service maps that are given to hikers by*

providing more information on them as to the nature and difficulty of the various hiking trails.

- * Can the West Side Road be rebuilt or maybe relocated??*
- * I greatly appreciated the roped off meadow areas for restoration! Always allow Park visitors to individually assess how much risk to take at the Park; don't ever decide for the visitors - the current system is wonderful in this manner! I support the prohibition on any type of vehicles, cycles or bikes on the trails in the National Park. I consider the Tatoosh Range as important an area as Mt. Rainier itself. I would love to do volunteer work for the NPS. Please send me some information.*
- * Paradise area is overcrowded and overused. Day use hiking permits should be limited as well as car access.*
- * Too crowded (Labor Day). Maybe should have reservations and tickets.*
- * We have camped at White River Campground for the past two years. It is a real pleasure to participate in their campfire programs and be close to Sunrise for self-led hiking and naturalist programs. While we have visited the other areas of the Park, White River is our favorite area for family enjoyment. It would be nice to have a less expensive food facility at Sunrise, even if it were vending machines.*
- * We had a nice visit to Sunrise Visitors Center. A videotaped televised explanation perhaps 10 - 15 minutes long about the history and geology, etc., of the Park would have been nice.*
- * I would like to see more skiing developed....snow cat skiing.*
- * Lodge at Paradise should be open year round. RMI should have to bid for 5-year contracts. Sunrise entrance open year round.*
- * Don't ever cut any of the trees along the road to Longmire or Paradise because they're "too close to the road." They are a big part of the scenery in the Park.*
- * My first visit was a day drive. Normally, I prefer camping. It's very important to me to have personal space and not be surrounded by a lot of people when enjoying the natural beauty of the Park. I very much dislike campgrounds where sites are too close to other campers. I dislike recreational vehicles (tents only), and no flashy campsites with washers/ dryers, pool tables, tennis courts, etc. Keep campgrounds simple. Get back to basics! No showers either!*
- * The use of different types of sanitation facilities that more adequately improve the pleasantness of using these facilities.*

- * *Keep Ipsut Park the way it is. Please, no buses. Our family would not continue to hike at Ipsut if there were large groups of people. We'd like to thank all the park rangers we met. They have all been especially pleasant people!*
- * *In our mind one of the real treasures of Rainier Park is the old log Paradise Lodge. We've been inside dozens of times and always marvel at its rugged beauty. To lose it would be heartbreaking, almost as much as letting a fire destroy scenic areas of the Park.*
- * *Develop more campsites and charge enough to help with Park expenses.*
- * *I would like to see a select group of federal prisoners, say 10 or 20, used on trail work or maintenance.*
- * *More road signs about which roads are or aren't open on that certain day. It's a beautiful park!*
- * *Wonderful park. Paradise Inn is great, but don't let any other construction up there. Heavily fine anyone who leaves so much as a gum wrapper on the ground or who speeds.*
- * *One of the most beautiful parks I have ever seen. Was disappointed in our inability to get any Park information after 6:00 at the Longmire Lodge. They should have information available at the desk.*
- * *Snack bar at Sunrise needs some management. Service personnel are untrained, not prepared for their jobs and not prepared for wild or large crowds. They also need training and guidance in health and hygiene; they pick up food in their bare hands to place on plates, they blow their noses, cough and sneeze into their hands or handkerchiefs, then serve food without the use of utensils or plastic gloves. Also, chemical toilets on the way to the Park were in desperate need of being served. It was unusable. Another facility was locked and not available to the public. Without adequate sanitary facilities, the public will use the outdoors which will add to pollution.*
- * *It would be nice if local radio/ TV weather reports said whether or not the mountain peak was viewable. We drove to Paradise and never saw the peak!*
- * *Have lower speed limits so the scenery can be enjoyed without inclination to tailgate by other drivers who sometimes seem to be in a hurry.*
- * *At Longmire, we skied down lumber roads beyond the campground. I hoped to find other backwoods areas to ski but was restricted. Other trails/ alternatives would have been nice since we were prevented from going to*

Paradise and West Side Road. Appreciated dining at the Lodge. Very beautiful. Open competition to guide services on the Mountain with limited entry. One service is very unfair and overpriced.

- * It is a very beautiful place to visit. My grandchildren thoroughly enjoyed their visits there. Keep the beauty of it, yet make it educational.*
- * When preserving trails from erosion and deterioration, try using natural colors (not using orange and reds). Bright colors are unsightly on the trails.*
- * This is one of the most special places we have ever visited and we have been in every state this side of the Mississippi. Although other mountain areas exist, there is something very different about this area. It's not the same -- others have told us this too -- so please do your best to keep it close to what it is and don't over-develop it for the convenience of man. Sometimes man needs to stand in awe of nature and his God!*
- * I found the Park to be a very unique and rare area. I feel strongly about over-developing such areas. Let's keep these areas as natural as possible. The fire issue is a tough one, but with more and more people and visitations, we may need to look further into suppression so that this valuable resources will be with us in the future. Thank you.*
- * I checked the campgrounds and felt Ohanapekosh was much too crowded. Too many people in too little space. I'd prefer larger sites and less in number -- possibly on a reservation basis if need be.*
- * Nice Visitors Center at Paradise. Inn at Paradise is a ZOO on weekends. Too many cars! No parking. Longmire pleasant and relaxed. May have to restrict vehicle access during peak weekends in summer in the future...(sigh). Getting crowded like Yosemite.*
- * Maybe better training for the people in the hikers centers. My husband was very dissatisfied with unanswered questions from Longmire and White River. Ohanapekosh hikers center was the only one that seemed to have any knowledge of trails. Mt. Rainier is a beautiful place. I hope in the future it doesn't get "overrun" by people (such as Yosemite!). Thanks.*
- * This day and age, where electricity is available, hot water and showers should be available. It would help the young mothers enjoy the area more. One shower site in a big park is unhandy. A play area for the younger children. If a large park, several play sites. This helps the adults relax and the children would be doing children's activities, not just adult activities or fighting. I'm a 70-year-oldster who enjoys what God has given us. I'm very grateful for our natural parks, but realize the small-fry need activities they are somewhat used to.*
- * I wish you could have more picnic areas in the woods or near*

lakes if possible -- need some shaded areas.

- * The food service at the Inn needs to be improved.*
- * I would like to see the weather report for Mt. Rainier on Channels 4, 5, 7 or 11.*
- * Very therapeutic, one of our favorite spots for camping and hiking. Must be developed in a way to provide public access (controlled) without destruction.*
- * Do not even entertain the idea of changing the name of the mountain. If possible, additional parking would be a plus. I visited during warm weather -- parking was a problem as was available picnic areas.*
- * We could have used a few more mileposts on the trail to first Burroughs. Going up from the Sunrise parking area, there seem to be tenth-of-a-mile markers. Suddenly, they stop! That caused a few anxious moments (i.e., should we go back the way we came, or keep going till we hit the loop-back near Frazer Lake?). We had a good time, even though it was virtually dark when we got back to our car.*
- * Check possibility of cable transportation (for aerial view of the Park) from Longmire to Paradise. This would enhance tourist attraction without degrading the ecosystem.*
- * I enjoy seeing the Park kept clean.*
- * On this trip ran into people with dogs on the Rampart Ridge trail. I support trails and the policy of no guns, dogs, etc., and open fires. Crest Trail exception O.K. The Visitor Center at Paradise is a real misfit in design. Park and trails are very clean!*
- * The Park should be a showcase for the casual, the occasional and the uninitiated to nature in order that the rest of the wilderness (national forests, etc.) can be preserved intact, not as a last bastion after we've allowed clear cutters to reduce the northwest to scrub and Christmas tree farms. Keep open access (yes, including gas-guzzling RV's and the like) so that public support for a broader movement for preservation and sustainable management can be raised. Thanks!*
- * I found the generator noise at Sunrise significantly disturbed the tranquillity of the area. On the trail I want to hear silence or the sounds of nature -- not motors.*
- * Park Rangers should have a more pleasing personality when telling people what to do or not to do. Also, place signs along the trail to Frozen Lake telling people to pick up one rock each to help with trail maintenance.*

- * *Please don't expand the current roads. We don't need to encourage the traffic, we need to encourage mass transit, walking, and non-polluting transit. We don't need big highways to Rainier. People should adapt to a slower pace in the national parks. P.S., We need more national parks and park staff!*
- * *I suggest that signs be placed along Highway 410 to indicate distances to Park entrance. I drove for miles and did not see any signs or even a 410 sign indicating I was on the right road. For a period of time I thought I was lost. I believe the parking area in the sharp turn of Sunrise Lake should be expanded and picnic tables provided there. This gives a break in the drive up. I failed to see a sign there indicating that I should continue the drive in order to reach the Visitor Center. The rustic center fits in with the theme of the Park, but I believe a building of a more modern design should be constructed there with a second level indoor/ outdoor viewing deck. This might be sited to the left and behind the present log structure which could then be converted into an inn.*
- * *Better up-to-date eating facilities should also be provided. Construction of motels or inns could be built on Park land near entrances and operation of them could be contracted out so visitors could stay overnight in the Park area. More guard rails and pull-off areas for overheated vehicles should be provided on Sunrise access road. I suggest local telephones along road for assistance in case of emergency and stranded motorists should also be provided. I suggest a system of radio transmitters along route be installed so one can monitor them on the automobile radio (telling you what to expect and what you are looking at). These also can warn of fog and road conditions ahead.*
- * *I would like there to be showers available in the campgrounds (developed). I believe the "Grove of the Patriarchs" is one of the grandest features of the Park and should be better recognized in Park literature and on the Park map. I'd like to see a winter sports area (sledding, cross-country skiing, snow shoeing) on the Crystal Mountain side of the Park -- just a place near the White River Entrance that would provide a stop for warmth and hot drinks for families and a designated sledding area with parking.*
- * *Winter use of Sunrise area should be considered.*
- * *I would like to see rules on pets more strongly enforced -- especially on trails.*
- * *I thought the Park was extremely beautiful and well-maintained. On the day I went, there was a virtual traffic jam at Paradise, with a lack of adequate parking. The Park should have limited access during peak visiting times. I am very impressed with the work the National Park Service performs throughout the country. All the parks are usually well taken care of, and Mt. Rainier Park is no exception.*
- * *Should make the path wider, and also make it continue all the way to the ice caves so that the elderly people can view the beauty. If the path*

only goes so far, then the people who would enjoy it the most can't view it at all. Besides that, Mt. Rainier is a beautiful (and well worth the drive) area to be in.

- * There should be more places for day hiking.*
- * Very enjoyable but Park needs more parking spaces at Paradise Inn and Visitors' Center.*
- * I think your park is a very beautiful place to be and should be treated as a privilege for people, rather than a right. Human activity should in no way be allowed to endanger (i.e., not interfere with forest fires) the natural process of the ecological system.*
- * I've been to several parks and national parks in Washington and other states. I feel Mt. Rainier is by far the best. The location of day hike trails and services at Paradise seems optimal for all types of people. We thoroughly enjoyed our time there. As a teacher, some activities focused specifically toward children might be beneficial for families. I'm not aware if you currently have something of this nature. Also, we brought our own food up and weren't able to find any picnic benches in the Paradise Lodge/Visitor Center area. That might be helpful, too.*
- * I love Mt. Rainier and the Park. Please expand the restrooms and install showers. Two toilets and one sink per bathroom are inadequate for today's parks. Otherwise, there are many wonderful things about the Park.*
- * I don't think restrictions should be placed for people to see this beautiful land of ours anywhere. But people should be fined for harming the environment. There should be access to all lovely places for all people to enjoy with rules and regulations posted and punishment for those who do not follow the rules.*
- * We've been coming to Mt. Rainier National Park for the past fifteen years. It's a truly beautiful place. I could only hope that it will remain the same for future generations. I don't think it would hurt to increase the entrance fee. Everything else goes up. The Park also needs support!*
- * We enjoyed a day hike on the Sunrise area. Your education has kept us on the trails, still able to enjoy plants and wildlife. We also enjoy developed areas to picnic. It would help to have better trail maps either handed out or printed along trail. We don't always know which way we are going.*
- * Would have benefited from signs or directions at Paradise parking lot.*
- * Please continue to keep the Park accessible to all at reasonable prices. It is the most affordable vacation for families who camp. Its beauties*

*calm the soul and remind us of the great Creator who gave this to us to enjoy.
We love the Park and have returned at least every other year to vacation.*

- * An 800 phone number to tell if Mt. Rainier is clear or clouded over and what the prospects are for clearing.*
- * We were at Sunrise a few weeks ago and could park! Our latest trip to Paradise, no convenient parking, but loved it anyhow!!*
- * At all cost, please protect the ecosystem and natural beauty of the Park. Even if it means restricting access and upsetting some people. The survival of the natural beauty of the Park is most important.*
- * Our daughter and son-in-law had made reservations at Paradise Lodge for the night of Sept. 28 for 6 people. We flew from Minneapolis to Seattle. They both took off work and we made a special trip to Mt. Rainier National Park. When we got there, the Lodge had been closed because of a power outage since the day before. We all felt we should have been notified by telephone so we could have canceled our trip.*
- * Most of my life has been lived where I can see the mountain, and it is very important to me. My year is not complete without at least one trip up there no matter how short. All our visitors are exposed to at least one trip. The thought of a big wide highway being put through the Park would certainly take away from the charm of driving through those beautiful trees. It gives you a feeling of being out in the woods even if you are unable to hike them anymore.*
- * It is a beautiful park and should be kept that way. I would rather see cars eliminated than have the forest destroyed.*
- * We had a wonderful day and loved all of it – especially Narada Falls. More definite signs to show mileage plus arrows pointing to interesting sights. Thank you!*
- * The attitude of the host in the dining-room of the Inn could stand some improvement. He is dealing with people, not cattle!*
- * The snow play areas should be more clearly marked.*
- * On the day we went, the building with the cafe and exhibits was closed. It was rather cold, and it would have been nice to be able to go inside and eat even though we brought our own food. It was really neat having the birds fly up and eat out of your hand.*
- * In view of limiting access for ecological reasons, I feel that handicapped access should not be forgotten.*
- * After 26 years of living in the Puget Sound area and frequently going up to the mountain, I feel updating Paradise Lodge is necessary (but it is still nice!).*

- * *Provide a shuttle bus form Narada Falls to Paradise for skiers. This would also reduce traffic to Paradise and allow skiers to make one way trip. I would pay extra for it.*
- * *My family enjoys the Park in winter and hopes that all facilities will continue to remain open as much as they are now.*
- * *We didn't like the way the trails were paved -- it was too citified, although we appreciate the need to keep people off meadows, etc.*
- * *There should be a fund set up to assist efforts at meadow repair.*
- * *I felt there should be either a separate campground or isolated areas of existing campgrounds for tents and mini-van camping only. Also, I feel there should be areas of existing campgrounds, preferably a "tent/ mini-van only" area, for people without children.*
- * *It would be nice to have a picnic area near water. We thoroughly enjoyed our time in the Park. Thank you!*
- * *It was great. Very beautiful. Facilities adequate and appropriate. Rangers were friendly and helpful. Control people to the extent necessary to maintain the Park as it should be.*
- * *We wish at least part of the Visitor Center would have been open when we visited Nov. 2, 1990.*
- * *We were unprepared for beauty and magnificence. We have been to several national parks, and Rainier was as great. Maybe there should be a gas station nearer the East entrance.*

Miscellaneous

- * *We did not stay very long because it was not nice weather.*
- * *This particular trip was with business associates. Not the way I would prefer to view the park. Our family enjoys the back country and overnight trail hiking.*
- * *Mt. Rainier is very important. Please protect it!*
- * *Wish the weather was better.*
- * *It's a very pleasant drive. Would like to see more animals.*
- * *Despite answers supporting total support for the environment, the park remains valuable in its relation to people. Parks are for people.*

- * *I love this mountain and everything it represents, and I would support all action necessary to preserve its beauty whatever it might be.*
- * *I am disturbed by the logging in and near Mt. Rainier and Mt. Baker as described in the September, 1990, issue of National Geographic Society (pg. 124). I also strongly feel that the U.S. raw logs should not be sold overseas. Our country should sell quality lumber instead of raw logs (p. 127). Old, large trees as shown on page 122 should not be cut! Leave them for posterity, please!*
- * *Would love to have stayed in the Park but no room in the campsite - maybe next time.*
- * *Unable to view glaciers because of cloud cover - was disappointed.*
- * *Complete fogged in down to Paradise elevation.*
- * *Just the weather. It was very foggy and rainy the day we were there. Wanted to see the beautiful scenery, but the fog and rain blocked it out.*
- * *The Park is beautiful, but always remember: it's not yours; it's ours. Your job...to manage it for us.*
- * *It was pouring down rain and we couldn't see the top of the mountain, but what I could see was beautiful and I hope to go again.*
- * *As this was our first trip to Mt. Rainier since living in Washington, we were basically checking out the environmental facilities. We plan future exploration and usage now that we have some idea of what is available, and next time we'll bring more film!*
- * *Unfortunately, my visit was too short (1/2 day). I look forward to visiting the Park again and, depending on the status of implementation of your long term plan, am curious to know what I will see.*
- * *We visited Yellowstone this summer for the first time since the fire. This changed our opinion of the fire suppressing. Cleanliness on the roads and around the shops, etc., and on the trails is very important to us. Man's trash is a real distraction from the natural beauty.*
- * *I am interested in the mountain as well as other historic park sites.*
- * *Rained all day, restricting outdoor activity.*
- * *We drove up in snow on Nov. 19 as far as Cascade Point (or Rock?) and due to the snow took a couple of pictures and drove carefully down*

the mountain again. We're not the best to respond to this but hope to return again sometime with better weather (we're from Minnesota).

- * We were there for the day...a very short time. But we will return.*
- * My visit and opportunity to get to desired locations were limited by flooding rains, closed roads.*
- * This was not a typical visit for me as I usually visit with my family or friends. We use developed campgrounds and hiking trails extensively, so these are important to me. But these need to be secondary to protecting the animals, plants, and ecosystems of the Park.*
- * The Park is great; Weyerhaeuser is a mess.*
- * If wildlife and nature can't survive in our national parks, where can they? NWR? Not enough of them. Private land? Not safe.*

Questionnaire

- * The questionnaire needs to be more specific, for example, Question 17: What are the effects to traffickers, do people use this road for work, is this just tourist....*
- * My wife would have liked to fill out her own question form, as she initiated first contact.*
- * This is a sensible, well-thought-out questionnaire.*
- * The fire questions about fires are hard to determine, as I know it's a natural process. I feel forests need to burn naturally as it's a renewing and cleaning factor, but on the same hand, I know I will never be able to see a burned out area in its full grown splendor in my lifetime again. So, I will leave it up to you folks, so don't screw up. (It's tough playing mother nature.) Also, we need **no more clear cutting**. I think it would help to make tree farming more profitable for the lumber interests. How about long term tax incentives?*
- * I think it is an excellent idea to send out this questionnaire. I found the Park beautiful and the facilities very clean.*
- * This is the third questionnaire I answered. Please do not send any more. The day we went it rained a lot and it was cloudy so we couldn't enjoy the trip very much. It was very long but on a clear day it must be beautiful.*
- * I am very impressed with this survey!*
- * You have asked some very interesting questions. Overall, I feel*

with proper management and/ or restrictions, the Park and its use will continue to be all we hope for.

* *This was an intelligent survey. Well done!*