

D-322

VISITOR DENSITY IN FACILITIES
MOUNT RAINIER NATIONAL PARK FACILITY SURVEYS

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Technical Report NPS/CCSOUW/NRTR-98-11
NPS D-322

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May 5, 1998

Memorandum

To: Contracting Officer, Columbia Cascades Support Office

From: Contracting Officer's Technical Representative, Columbia Cascades Support Office

Subject: Report for Subagreement No. 4 to Cooperative Agreement No. CA-9000-95-019 with the University of Washington

The final report, entitled "Visitor Density in Facilities: Mount Rainier National Park Facility Surveys", has been reviewed and found to be acceptable. The report is submitted as partial fulfillment of the requirements of Subagreement No. 4 to Cooperative Agreement CA-9000-95-019 with the University of Washington. We enclose two copies of the report for transmittal to the USDI library.

Linda Whitson
for Katherine L. Jope

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PREFACE

It is anticipated that this report will be used primarily as a reference document and therefore, depending on each reader's objective, this report may be used in very different ways. However, any reader not familiar with statistical analysis of survey data is encouraged to refer to Appendix A, "How To Use This Report."

I. INTRODUCTION: FACILITY SURVEYS

This document reports the results from nine on-site surveys of visitors to facilities in Mount Rainier National Park (MORA) during the summer of 1995. The surveys were performed to collect data pertaining to acceptable conditions associated with numbers of visitors at facility sites. This information was requested by the team responsible for creating a MORA General Management Plan and was intended for use in the Visitor Experience and Resource Protection (VERP) process. It was anticipated that visitor experiences in facilities might be affected by the number of other visitors who were present (i.e., the visitor density) in those facilities and that such impacts might prove important in determining the general quality of visitor experiences at MORA. Upon collecting and analyzing the data, it became clear that relatively few visitors reported negative impacts due to visitor density and that such impacts were relatively unimportant in the context of the general visitor experience¹. Thus, the data from these surveys did not play a large role in the VERP process. Nonetheless, the survey data provide a good description of the characteristics of MORA visitors who are found in the facilities surveyed and the impacts of visitor density on their experiences in those facilities.

In each facility survey, visitors were asked to fill out one side of a two-sided questionnaire and the questions on the other side were asked as an oral interview. In all surveys the first side asked for the same set of basic demographic

¹ The survey concerning crowding in the Jackson Visitor Center lobby is an exception to this statement. The evidence that such crowding may be important in visitor experiences is discussed in Chapter IV.

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information. The interviews were designed to measure respondents' reactions to conditions related to various numbers of visitors at the specific sites. The separate surveys are listed below:

Jackson Visitor Center Gift Shop: concerns the time visitors waited in line to make purchases.

Jackson Visitor Center Book Store: concerns the time visitors waited in line to make purchases.

Jackson Visitor Center Lobby: concerns visitor reactions to the number of people in the lobby measured by responses to computer generated pictures.

Jackson Visitor Center Restaurant: concerns the time visitors waited in line before receiving their food.

Longmire Museum: concerns the number of people present in the museum at any one time.

Longmire Gift Shop: concerns the amount of time visitors waited in line to make purchases.

Longmire Restaurant: concerns the time visitors waited between entering the restaurant and being served their food.

Paradise Inn Snack Bar: concerns the time visitors waited in line to purchase food.

Paradise Inn Gift Shop: concerns the time visitors waited to make purchases.

In all surveys, visitors were stopped at the facility site, the project was explained to them, and, finally, they were asked to participate in the project with the understanding that participation was voluntary. People who refused were thanked for their time and not pressured to reconsider. Only visitors 16 years of age and older were eligible to participate.

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Although interviewers were instructed to note each refusal and to record a set of descriptive information about the person who refused to participate, this was not always done, with the consequence that an exact estimate of nonresponse cannot be provided. With the information available the investigators estimate refusal rates for each of the projects to vary from approximately 20-30 per cent which includes instances in which there was a language barrier². Interviewers' qualitative impressions were that refusal rates were higher in large parties and, of course, among foreign visitors.

Each survey is presented in this report in the order listed above. Each site-specific survey is identified by the header at the top of each page. The following information is included for each set of data:

1. Specific information concerning visitor contact procedures and data limitations.
2. The descriptive analysis of the data presented in graphical form.
3. The questionnaire/interview schedule used to collect the data.
4. A statistical appendix of response frequencies to each survey question.

The original study plans also called for surveys of people waiting for information at the JVC information desk, and of people watching the slide show in the JVC auditorium. Early results from these interviews, as well as the

² Information was recorded for about 300 refusal cases that could be analyzed to further explore possibilities of nonresponse bias.

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observations of field workers and park staff suggested that visitors' satisfaction with these facilities was not being adversely affected by the presence of other visitors. In addition, discussions with park staff indicated that information concerning visitor perceptions of interpretation and education resources could be gathered more effectively by mail questionnaires. Accordingly, questions concerning such perceptions were added to the Gate Survey questionnaire and the on-site surveys at these facilities were discontinued.

The data from the facility surveys are presented in a relatively basic manner in this document. As presented, they are likely to be useful to NPS and concession personnel who are interested in issues related to visitor density in facilities. For example, by evaluating the amount of time customers are currently waiting to purchase items at the Jackson Visitor Center Gift Shop and comparing those data to the amount of time customers feel that it would be acceptable to wait, one might more effectively project the points at which additional cashiers should be put on duty. More detailed analyses of the survey data are also possible. All the data from the surveys have been retained by the Field Station for Protected Area Research and additional analyses can be readily conducted. Readers interested in such analysis should contact the authors of this report.

II. JACKSON VISITOR CENTER GIFT SHOP

Interview Schedule

Two versions of the interview schedule were administered randomly to respondents agreeing to participate in the study. Both interview schedules consisted of a series of social and demographic items followed by a series of questions designed to measure: (1) wait-times associated with paying for items selected for purchase in the gift shop, (2) attitudes toward the amount of time waited, (3) attitudes toward hypothetical wait-times (1,2,3,4,5,7 minutes), (4) opinions about what wait-time for purchases managers should achieve in the gift shop, and (5) the relative importance of wait-times in the overall MORA visitation experience. Version 1 asked respondents about their actual experiences before the hypothetical wait-time questions; version 2 asked the hypothetical wait-time preference questions first. The two interview schedules are included below. Readers should examine these carefully in order to fully understand the rest of this section.

Jackson Visitor Center Gift Shop

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. Approximately how long was your wait today, from the time you got in line to the time you made your purchase?
_____ minutes
11. Using this scale [scale #2], please rate your response to the amount of time you had to wait to make your purchase.
Favorability rating (1-5) _____
12. Using scale #3, please answer this question. How important was the amount of time you had to wait to make your purchase in determining your overall satisfaction with this trip to Mt. Rainier?
Importance rating (1-5) _____
13. The amount of time that people have to wait from the time they get in line until they complete their purchase can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO MAKE A PURCHASE

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 7 _____

14. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Jackson Visitor Center Gift shop has to wait between getting in line and completing their purchase?
_____ MINUTES
15. Using scale #3 once again, please answer this question. If you had to wait longer than [the maximum time listed in Q-14], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?
Importance rating (1-5) _____
16. Was there anything else about your experience in the gift shop that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Jackson Visitor Center Gift Shop

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. The amount of time that people have to wait from the time they get in line until they complete their purchase can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO MAKE A PURCHASE?

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 7 _____

11. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Jackson Visitor Center Gift shop has to wait between getting in line and finishing their purchase?

_____ MINUTES

12. Using scale #3 please answer this question. If you had to wait longer than [the maximum time listed in Q-11], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. Approximately how long was your wait today, from the time you got in line to the time you made your purchase?

_____ minutes

14. Using this scale [scale #2], please rate your response to the amount of time you had to wait to make your purchase.

Favorability rating (1-5) _____

15. Using scale #3 once again, please answer this question. How important was the amount of time you had to wait to make your purchase in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the gift shop that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Scales used by respondents when answering interview questions.

SCALE #1

Very Acceptable	Somewhat Acceptable	Neither Acceptable nor Unacceptable	Somewhat Unacceptable	Very Unacceptable
1	2	3	4	5

SCALE #2

Very Favorable	Somewhat Favorable	Neither Favorable nor Unfavorable	Somewhat Unfavorable	Very Unfavorable
1	2	3	4	5

SCALE #3

Not at all Important	Slightly Important	Important	Very Important	Extremely Important
1	2	3	4	5

Visitor Contact Procedure

Field interviewers were posted immediately outside the gift shop with a view of the cash registers in the shop. The original sampling schedule was intended to result in a sample of the visitor population who made purchases in the gift shop stratified by the ratio of weekday to weekend visitation periods (.60/.40). Sampling periods in any one day were randomly assigned 3.5 hour periods beginning from 9:30 a.m. or 1:00 p.m. Interviewers were instructed to contact as many eligible people as possible during each interview period.

Because the original sampling procedures described above were not producing respondents at a rate projected to result in the target n of 200, on July 24 interviewers were instructed to contact parties exiting the gift shop who had not made a purchase if no eligible respondent was in line or being served at the cash register, and to randomly select a person over 16 years of age to be interviewed. In total 183 people were interviewed; 29 of these people did not make a purchase; 152 are known to have made a purchase; data are missing in this regard for two people.

Discussions of Limitations or Potential Limitations

The importance of interviewing both buyers and non-buyers who exited the gift shop is primarily dependent on whether these two subsamples differ in their hypothetical wait-time preferences, but it also creates wider confidence intervals

for the results from questions pertaining to actual wait-times in the gift shop because of the smaller sample size for those questions.

To estimate the effect of actual purchase on hypothetical wait-time preferences, a multivariate analysis of variance was performed comparing mean values of acceptability ratings of these two groups across the seven wait time categories (1,2,3,4,5,7 minutes respectively). No significant differences in wait-time preferences were observed (sig. of $F = .983$).

Although the goal of the stratified sample procedure was to achieve a ratio of weekday visitors to weekend visitors of .6/.4, the actual sample ratio was .83/.17. The importance of this deviation for the estimation of wait-time preferences is dependent on whether respondents in the weekday and weekend subsamples differ in this regard. A multivariate analysis of variance was performed (similar to that described above) comparing mean values of the seven wait-time categories for the two subsamples defined by weekday or weekend time of contact. No significant differences were observed (sig. of $F = .567$).

A question can be raised regarding potential bias introduced into the data depending on whether respondents were asked the hypothetical wait-time questions before or after the questions pertaining to their actual experience of waiting to purchase materials from the gift shop. As noted above, to control for this potential bias, two versions of the interview schedule were used. A test for the ordering effect of these questions was performed using multivariate analysis of variance comparing mean values for version 1 and 2 subsamples across the seven wait time categories. Significant differences were observed (sig. of $F =$

.017).

Respondents rated one minute, five minute and seven minute wait-times somewhat more acceptable if they had been asked to recall and to evaluate their actual wait-time first. The following mean differences were observed at the .05 significance level with univariate F tests (note that higher scores indicate conditions that are less acceptable):

	acceptability/ 1 minute wait	acceptability/ 5 minute wait	acceptability 7 minute wait
v. 1	1.05	2.96	3.72
v. 2	1.19	3.48	4.09

These results raise interesting questions about how the item ordering actually produces the observed differences -- especially since most respondents experienced wait-times shorter than the time periods for which statistical differences were observed in the hypothetical data. Unfortunately, the existing data do not allow statistical tests of such hypotheses. Similar results were observed in the data from four other facility surveys reported in other sections of this report.

These differences in visitor response that result from a small methodological change in the survey are theoretically interesting but difficult to interpret for practical purposes. They limit confidence in the precision of the mean preferences found by the surveys, but do not invalidate the results. Persons using these data should therefore exercise caution in their interpretations of the results, particularly when considering differences in response that are numerically small.

The hypothetical wait-time preference curves reported in this section were created using version 1 (n=89) and version two (n=92) interview schedules together. This approach was judged to be appropriate because of the relatively small differences observed between the two subsamples and because there was no basis for considering the results of one survey version to be more valid than the other.

Graphical Presentation of Findings

FIGURE 2.1: VISITOR ORIGIN (JVC GIFT SHOP)

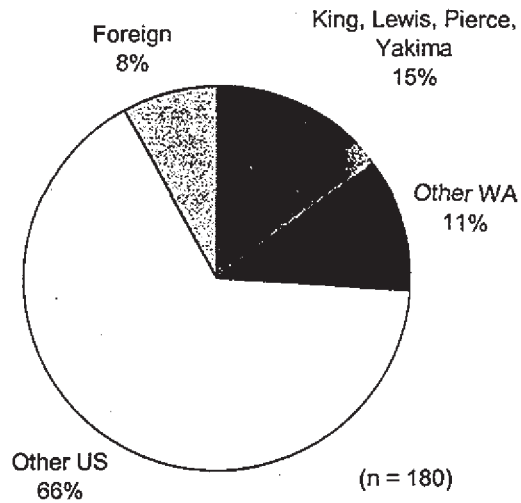


FIGURE 2.2
NUMBER OF TRIPS TO MORA IN LAST THREE YEARS (JVC GIFT SHOP)

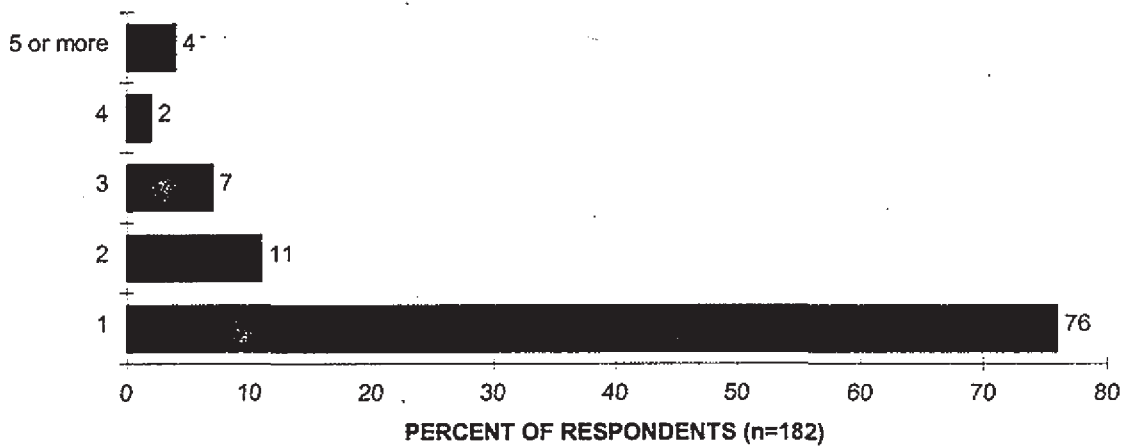


FIGURE 2.3: OCCUPATIONS (JVC GIFT SHOP)

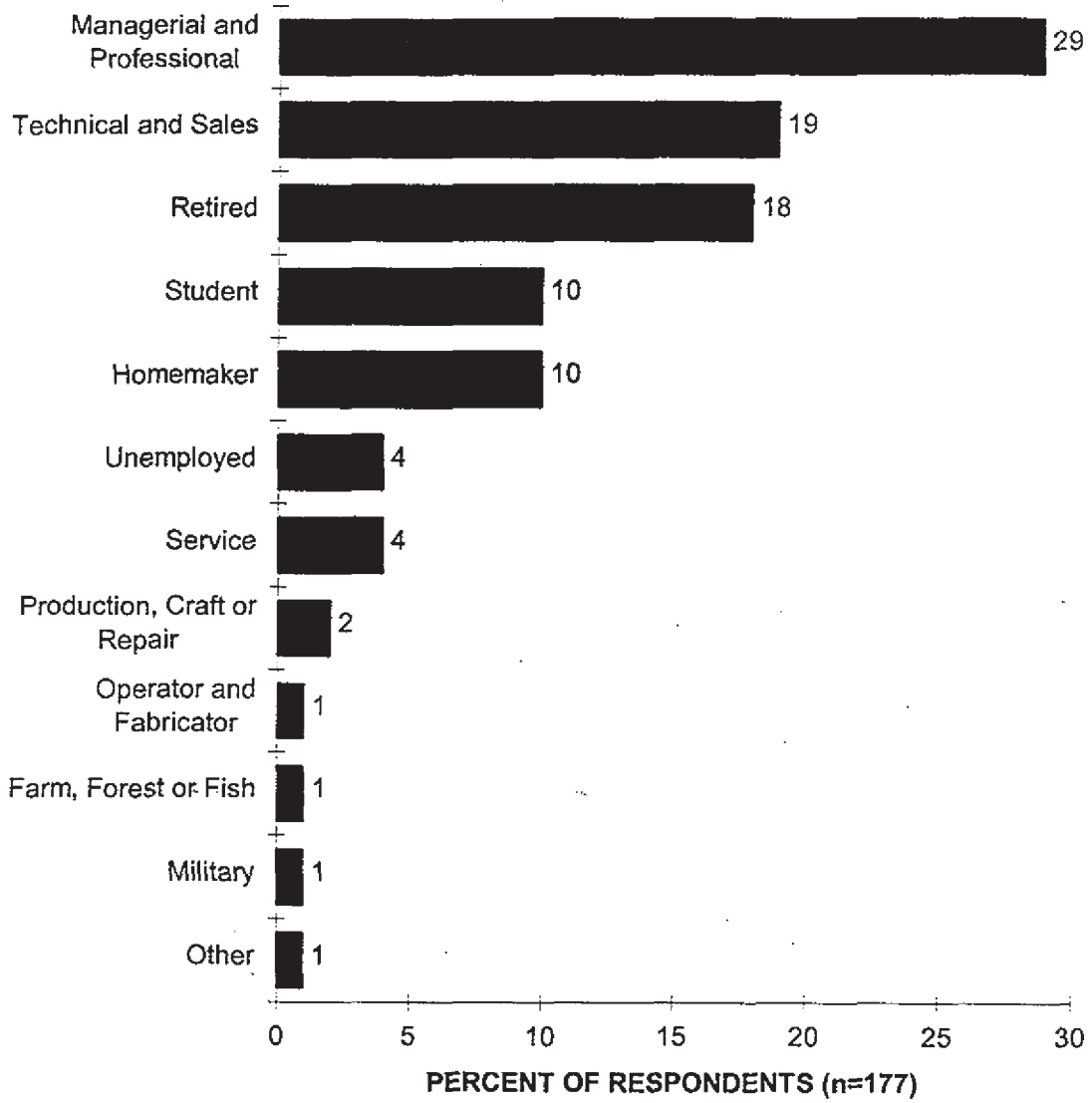


FIGURE 2.4: EDUCATION (JVC GIFT SHOP)

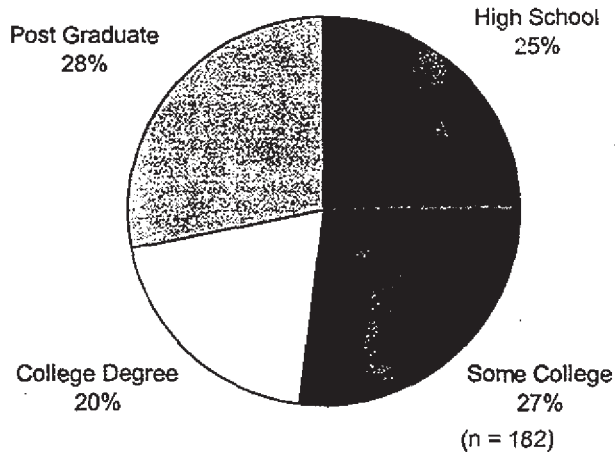
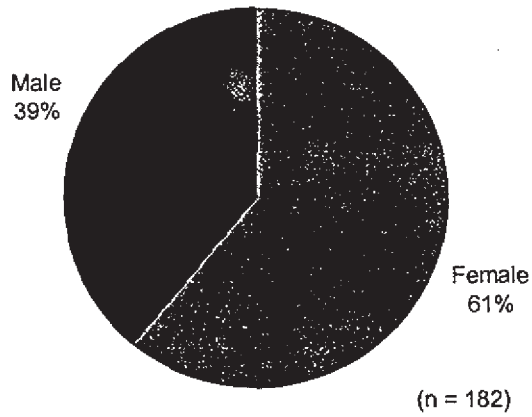
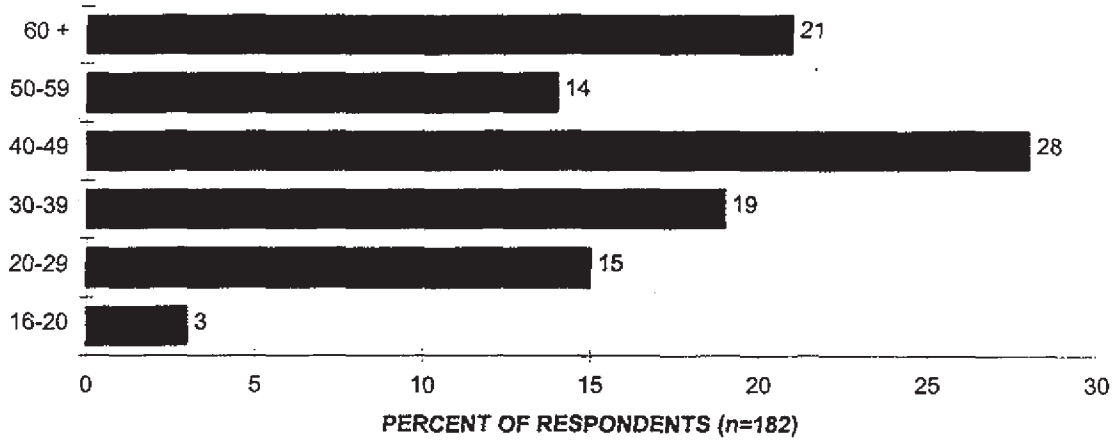


FIGURE 2.5: GENDER (JVC GIFT SHOP)



Jackson Visitor Center Gift Shop

FIGURE 2.6: AGE (JVC GIFT SHOP)



Jackson Visitor Center Gift Shop

FIGURE 2.7: RACE (JVC GIFT SHOP)

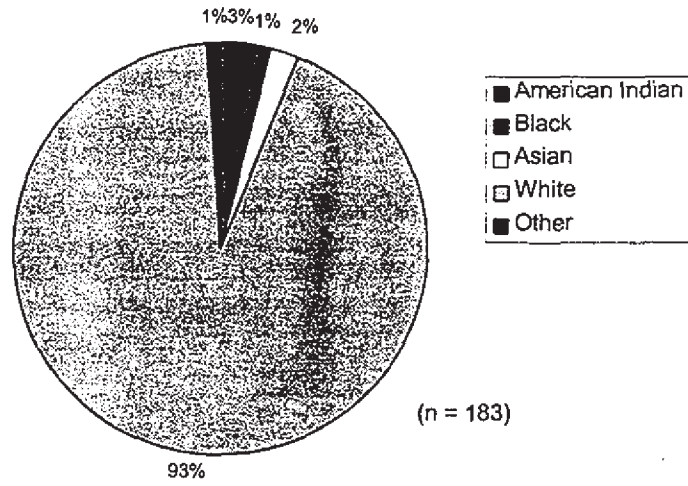


FIGURE 2.8: PERCENT HISPANIC (JVC GIFT SHOP)

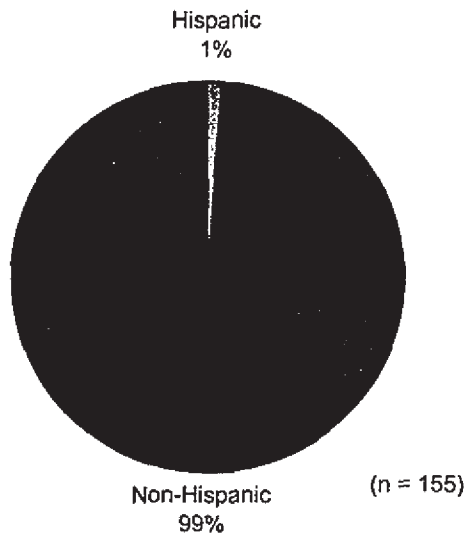


FIGURE 2.9: PARTY SIZE (JVC GIFT SHOP)

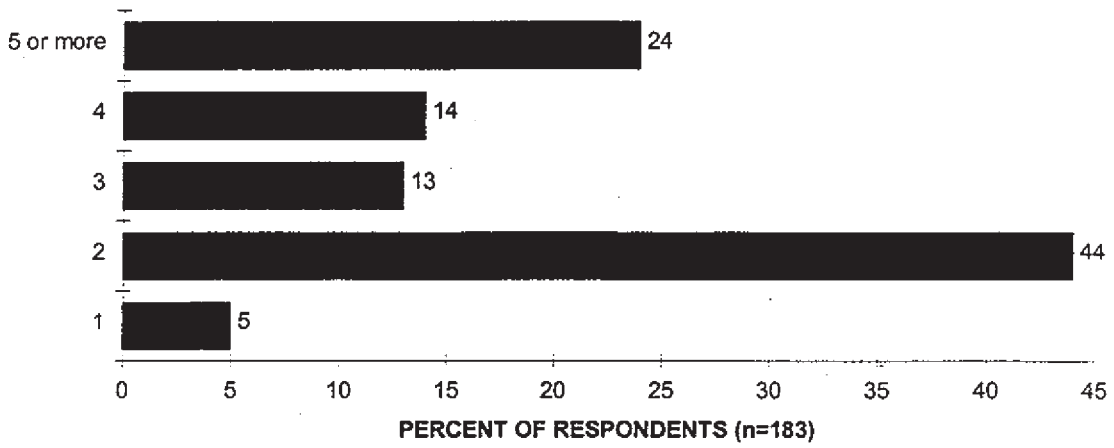


FIGURE 2.10: NUMBER OF CHILDREN IN PARTY (JVC GIFT SHOP)

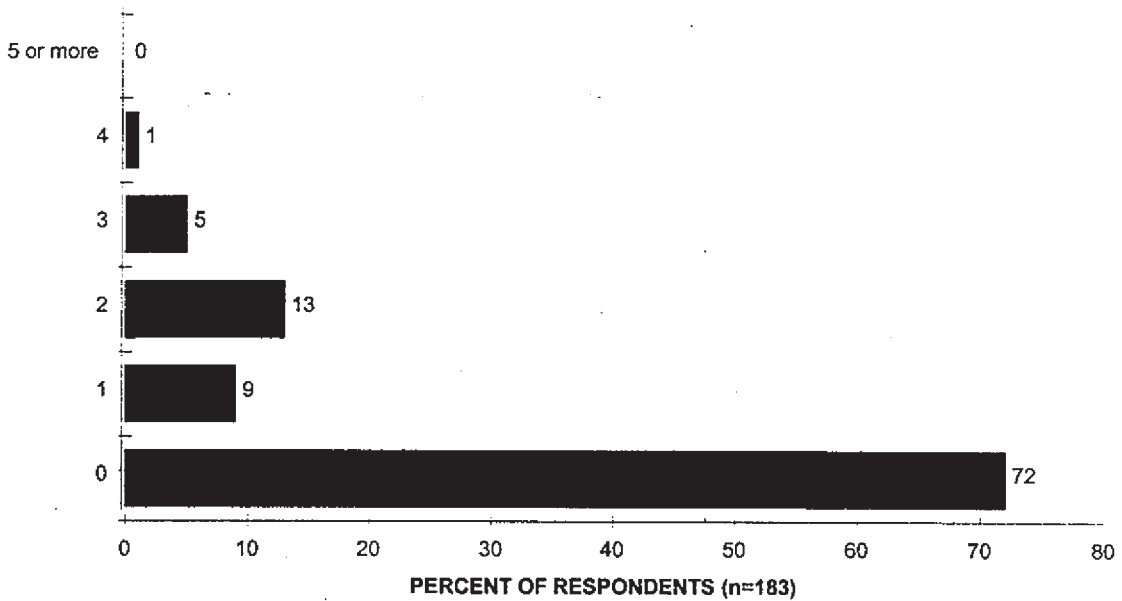
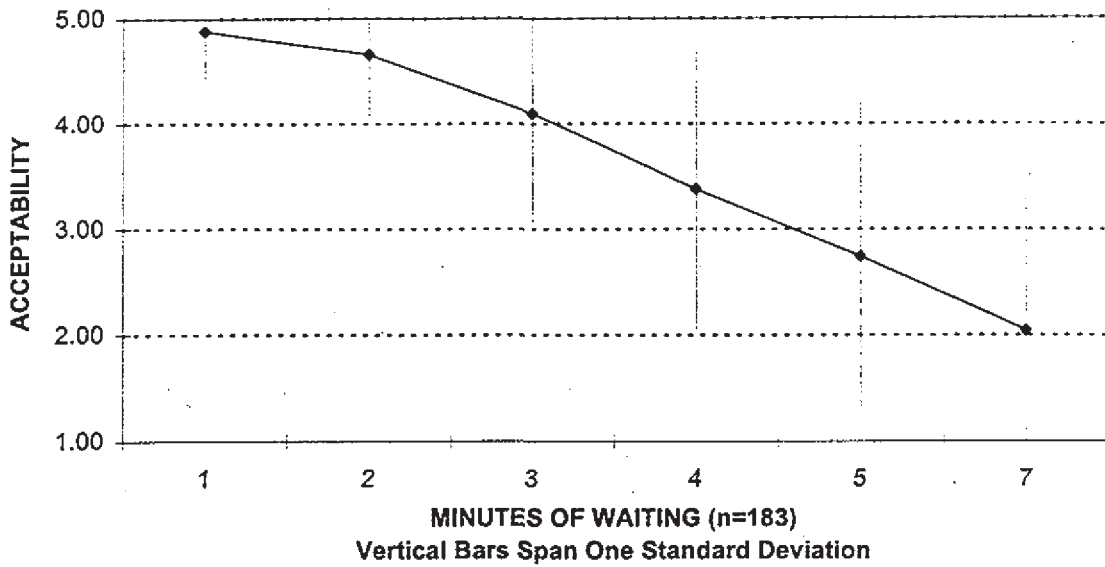
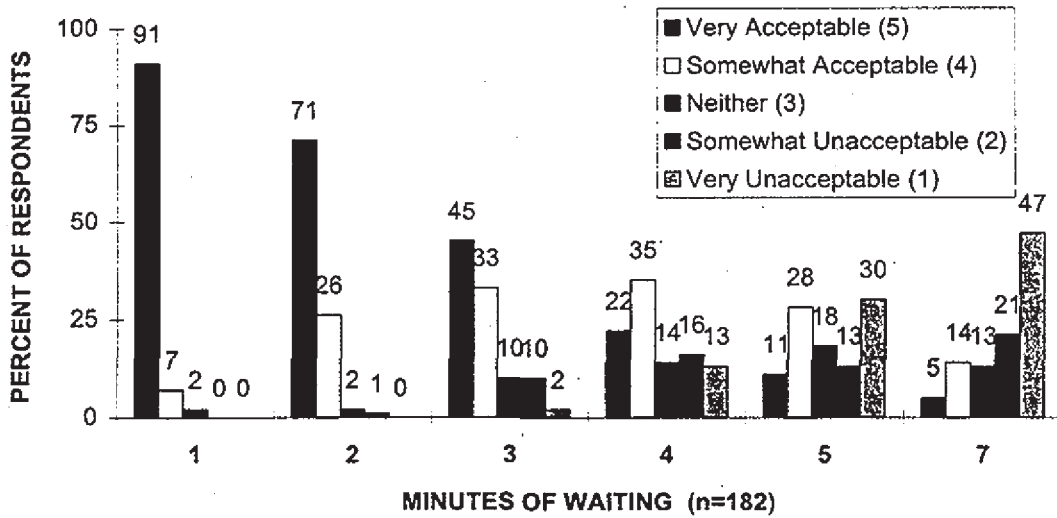


FIGURE 2.11
ACCEPTABILITY OF WAITING TO MAKE A PURCHASE
(JVC GIFT SHOP)



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

FIGURE 2.12
ACCEPTABILITY OF WAITING TO MAKE A PURCHASE
(JVC GIFT SHOP)



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

FIGURE 2.13
LENGTH OF ACTUAL WAIT (JVC GIFT SHOP)

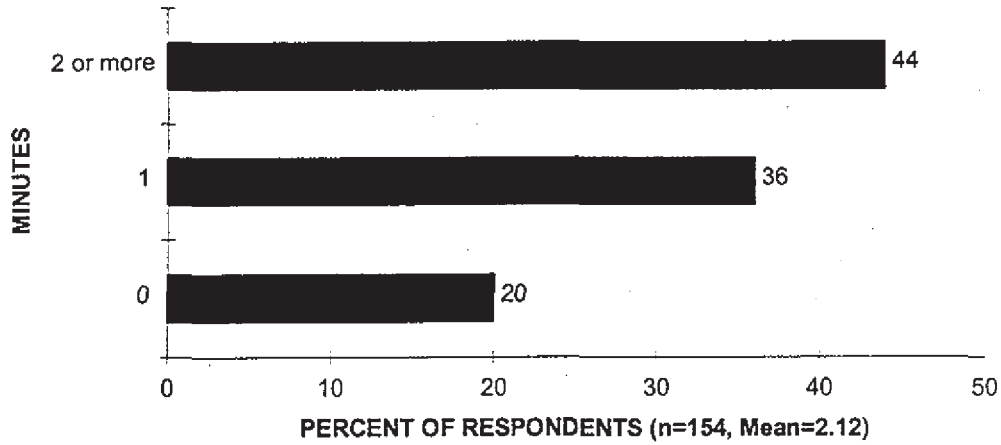


FIGURE 2.14
- SUGGESTED MAXIMUM LENGTH OF WAIT (JVC GIFT SHOP)

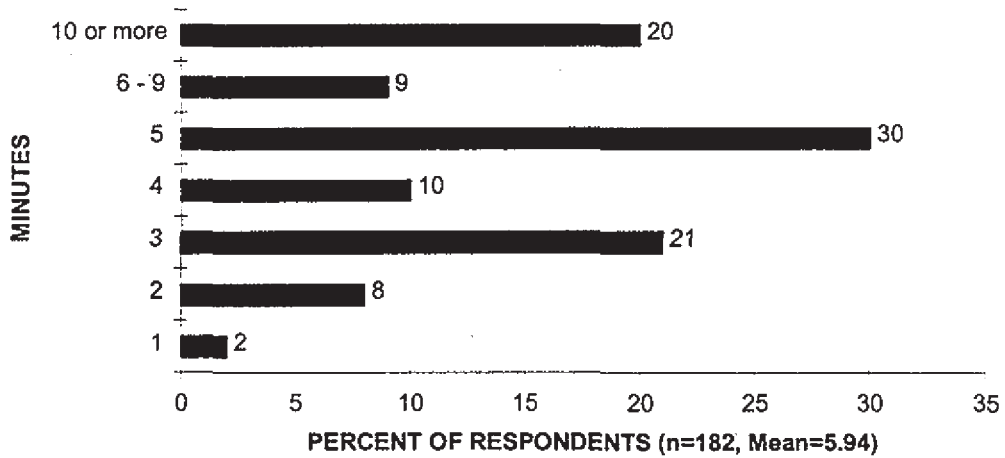


FIGURE 2.15
RESPONDENTS' RATINGS OF ACTUAL WAIT (JVC GIFT SHOP)

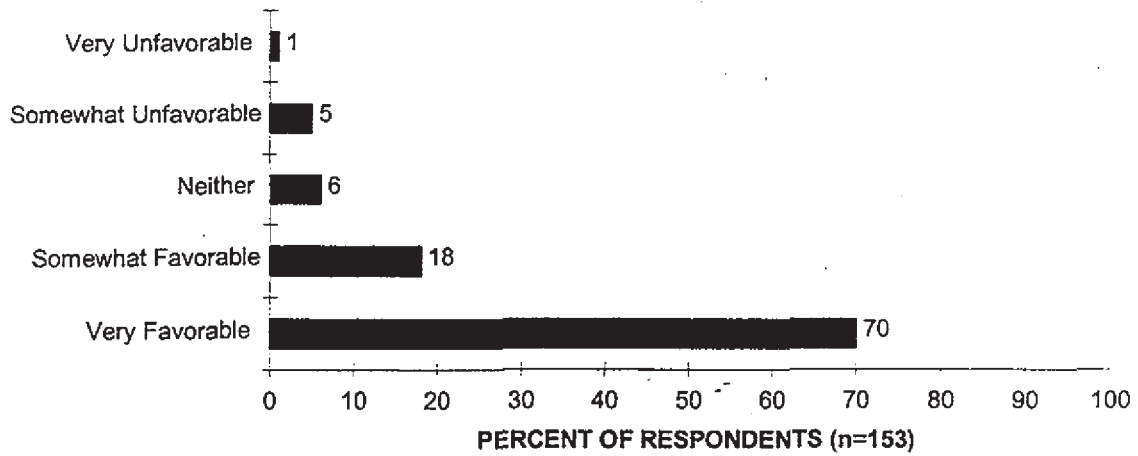


FIGURE 2.16
IMPORTANCE OF WAIT TO OVERALL TRIP SATISFACTION
(JVC GIFT SHOP)

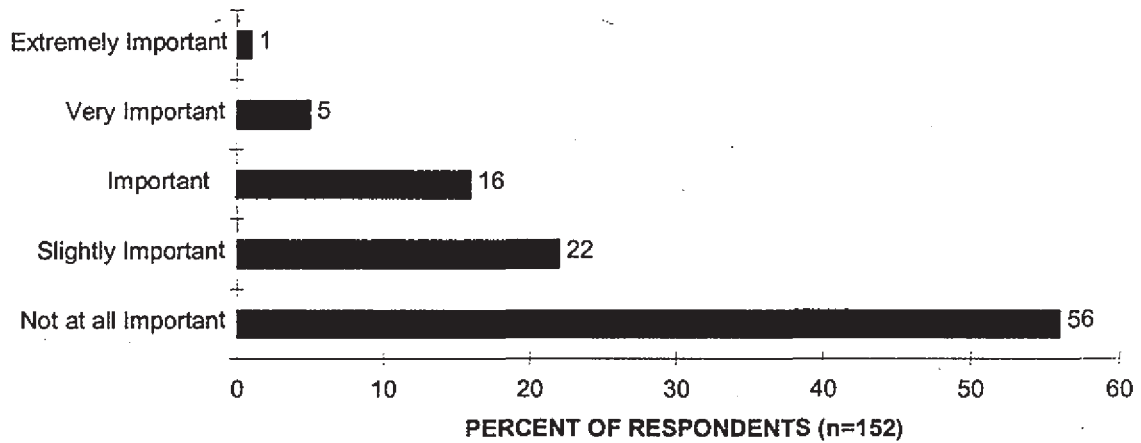
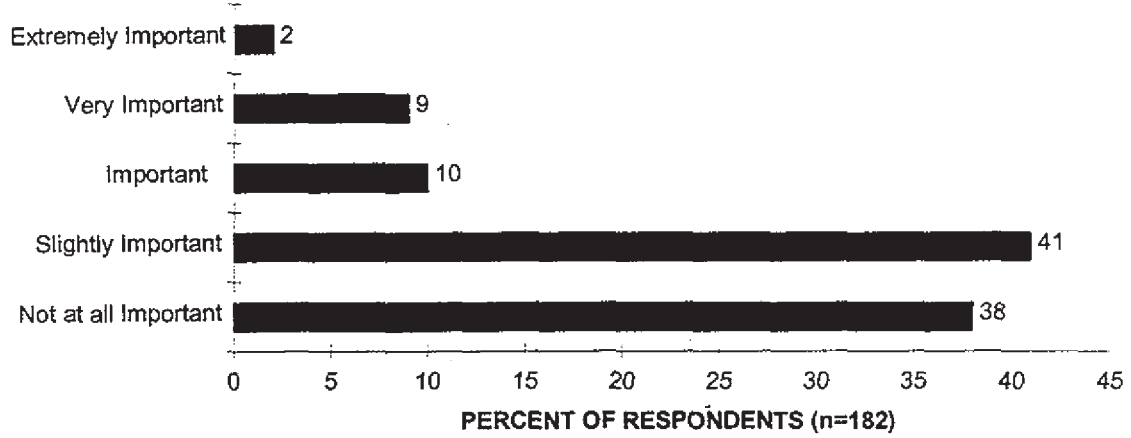


FIGURE 2.17
IMPORTANCE OF MAXIMUM WAIT TO OVERALL TRIP SATISFACTION
(JVC GIFT SHOP)



Data Tables

VERSION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	91	49.7	49.7	49.7
	2	92	50.3	50.3	100.0
	Total	183	100.0	100.0	

Valid cases 183 Missing cases 0

MONTH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	78	42.6	42.6	42.6
	8	100	54.6	54.6	97.3
	9	5	2.7	2.7	100.0
	Total	183	100.0	100.0	

Valid cases 183 Missing cases 0

DAY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	17	9.3	9.3	9.3
	3	15	8.2	8.2	17.5
	4	22	12.0	12.0	29.5
	7	5	2.7	2.7	32.2
	8	28	15.3	15.3	47.5
	9	17	9.3	9.3	56.8
	10	17	9.3	9.3	66.1
	11	2	1.1	1.1	67.2
	12	1	.5	.5	67.8
	13	9	4.9	4.9	72.7
	14	6	3.3	3.3	76.0
	15	1	.5	.5	76.5
	16	11	6.0	6.0	82.5
	17	8	4.4	4.4	86.9
	18	1	.5	.5	87.4
	20	5	2.7	2.7	90.2
	21	2	1.1	1.1	91.3
	26	7	3.8	3.8	95.1
	27	9	4.9	4.9	100.0
	Total	183	100.0	100.0	

Valid cases 183 Missing cases 0

HOUR

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	7	3.8	3.8	3.8
	2	14	7.7	7.7	11.5
	3	9	4.9	4.9	16.4
	10	50	27.3	27.3	43.7
	11	53	29.0	29.0	72.7
	12	40	21.9	21.9	94.5
	99	10	5.5	5.5	100.0
	Total	183	100.0	100.0	

Valid cases 183 Missing cases 0

WORKER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	47	25.7	25.7	25.7
	2	15	8.2	8.2	33.9
	3	21	11.5	11.5	45.4
	4	60	32.8	32.8	78.1
	5	1	.5	.5	78.7
	6	35	19.1	19.1	97.8
	14	4	2.2	2.2	100.0
	Total	183	100.0	100.0	

Valid cases 183 Missing cases 0

SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Female	1	111	60.7	60.7	60.7
Male	2	71	38.8	38.8	99.5
	9	1	.5	.5	100.0
	Total	183	100.0	100.0	

Valid cases 183 Missing cases 0

BIRTHYR year of birth

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	12	1	.5	.5	.5
	19	1	.5	.5	1.1
	21	1	.5	.5	1.6
	22	1	.5	.5	2.2
	23	3	1.6	1.6	3.8
	24	3	1.6	1.6	5.5
	25	3	1.6	1.6	7.1
	27	3	1.6	1.6	8.7
	28	1	.5	.5	9.3
	29	4	2.2	2.2	11.5
	30	3	1.6	1.6	13.1
	31	4	2.2	2.2	15.3
	33	2	1.1	1.1	16.4
	34	2	1.1	1.1	17.5
	35	6	3.3	3.3	20.8
	36	2	1.1	1.1	21.9
	37	1	.5	.5	22.4
	38	2	1.1	1.1	23.5
	39	4	2.2	2.2	25.7
	40	3	1.6	1.6	27.3
	41	2	1.1	1.1	28.4
	43	6	3.3	3.3	31.7
	44	2	1.1	1.1	32.8
	45	3	1.6	1.6	34.4
	46	3	1.6	1.6	36.1
	47	3	1.6	1.6	37.7
	48	4	2.2	2.2	39.9
	49	5	2.7	2.7	42.6
	50	7	3.8	3.8	46.4
	51	5	2.7	2.7	49.2
	52	3	1.6	1.6	50.8
	53	7	3.8	3.8	54.6
	54	6	3.3	3.3	57.9
	55	8	4.4	4.4	62.3
	56	2	1.1	1.1	63.4

BIRTHYR year of birth

	57	3	1.6	1.6	65.0
	58	5	2.7	2.7	67.8
	59	4	2.2	2.2	69.9
	60	6	3.3	3.3	73.2
	61	2	1.1	1.1	74.3
	62	2	1.1	1.1	75.4
	63	4	2.2	2.2	77.6
	64	3	1.6	1.6	79.2
	65	3	1.6	1.6	80.9
	66	7	3.8	3.8	84.7
	67	2	1.1	1.1	85.8
	68	5	2.7	2.7	88.5
	69	4	2.2	2.2	90.7
	70	2	1.1	1.1	91.8
	71	3	1.6	1.6	93.4
	72	2	1.1	1.1	94.5
	73	3	1.6	1.6	96.2
	76	2	1.1	1.1	97.3
	78	1	.5	.5	97.8
	79	1	.5	.5	98.4
	80	2	1.1	1.1	99.5
	99	1	.5	.5	100.0
	Total	183	100.0	100.0	
Valid cases	183	Missing cases	0		

ZIPCODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1085	1	.5	.5	.5
	1105	1	.5	.5	1.1
	1106	1	.5	.5	1.6
	1453	1	.5	.5	2.2
	2916	1	.5	.5	2.7
	4345	1	.5	.5	3.3
	6032	1	.5	.5	3.8
	6114	1	.5	.5	4.4
	6234	1	.5	.5	4.9
	6776	1	.5	.5	5.5
	7645	1	.5	.5	6.0
	10021	1	.5	.5	6.6
	11218	1	.5	.5	7.1
	11545	1	.5	.5	7.7
	11757	1	.5	.5	8.2
	13081	1	.5	.5	8.7
	13795	1	.5	.5	9.3
	14586	1	.5	.5	9.8
	14882	1	.5	.5	10.4
	16601	1	.5	.5	10.9
	17055	1	.5	.5	11.5
	18462	1	.5	.5	12.0
	19460	1	.5	.5	12.6
	21042	1	.5	.5	13.1
	21084	1	.5	.5	13.7
	21227	1	.5	.5	14.2
	22801	1	.5	.5	14.8
	24572	1	.5	.5	15.3
	27546	1	.5	.5	15.8
	27612	1	.5	.5	16.4
	29406	1	.5	.5	16.9
	29407	1	.5	.5	17.5
	29510	1	.5	.5	18.0
	29928	1	.5	.5	18.6
	30062	1	.5	.5	19.1

ZIPCODE

	32792	1	.5	.5	19.7
	33809	1	.5	.5	20.2
	34243	2	1.1	1.1	21.3
	35611	1	.5	.5	21.9
	37027	1	.5	.5	22.4
	37091	1	.5	.5	23.0
	40162	1	.5	.5	23.5
	41061	1	.5	.5	24.0
	43065	1	.5	.5	24.6
	43147	1	.5	.5	25.1
	43202	1	.5	.5	25.7
	44123	1	.5	.5	26.2
	45211	2	1.1	1.1	27.3
	45230	1	.5	.5	27.9
	45324	1	.5	.5	28.4
	45750	1	.5	.5	29.0
	46804	1	.5	.5	29.5
	46817	1	.5	.5	30.1
	48084	1	.5	.5	30.6
	48104	1	.5	.5	31.1
	48327	1	.5	.5	31.7
	48843	1	.5	.5	32.2
	49783	1	.5	.5	32.8
	52501	1	.5	.5	33.3
	52601	1	.5	.5	33.9
	53813	1	.5	.5	34.4
	55407	1	.5	.5	35.0
	55431	1	.5	.5	35.5
	59101	1	.5	.5	36.1
	59635	1	.5	.5	36.6
	60048	1	.5	.5	37.2
	60202	1	.5	.5	37.7
	60559	1	.5	.5	38.3
	60611	1	.5	.5	38.8
	60619	1	.5	.5	39.3
	60634	1	.5	.5	39.9
	60641	1	.5	.5	40.4
	63116	1	.5	.5	41.0
	64030	1	.5	.5	41.5

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68134	1	.5	.5	42.1
68154	1	.5	.5	42.6
70445	1	.5	.5	43.2
75238	1	.5	.5	43.7
76012	1	.5	.5	44.3
76017	1	.5	.5	44.8
76302	1	.5	.5	45.4
77043	1	.5	.5	45.9
77077	1	.5	.5	46.4
77078	1	.5	.5	47.0
77681	1	.5	.5	47.5
78550	1	.5	.5	48.1
78729	1	.5	.5	48.6
79759	1	.5	.5	49.2
79765	1	.5	.5	49.7
81401	1	.5	.5	50.3
82070	1	.5	.5	50.8
82817	1	.5	.5	51.4
83204	1	.5	.5	51.9
84010	1	.5	.5	52.5
84770	1	.5	.5	53.0
85234	1	.5	.5	53.6
85747	1	.5	.5	54.1
87124	2	1.1	1.1	55.2
89041	1	.5	.5	55.7
89108	1	.5	.5	56.3
89121	1	.5	.5	56.8
91765	1	.5	.5	57.4
91945	1	.5	.5	57.9
92116	1	.5	.5	58.5
92373	2	1.1	1.1	59.6
92629	1	.5	.5	60.1
93662	1	.5	.5	60.7
94114	1	.5	.5	61.2
94116	1	.5	.5	61.7
94559	1	.5	.5	62.3
94595	1	.5	.5	62.8
95005	1	.5	.5	63.4
95123	1	.5	.5	63.9

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95350	1	.5	.5	64.5
95501	1	.5	.5	65.0
95603	1	.5	.5	65.6
97009	1	.5	.5	66.1
97219	1	.5	.5	66.7
97223	1	.5	.5	67.2
97230	1	.5	.5	67.8
97306	1	.5	.5	68.3
97364	1	.5	.5	68.9
97467	1	.5	.5	69.4
97702	1	.5	.5	69.9
98001	1	.5	.5	70.5
98003	1	.5	.5	71.0
98012	1	.5	.5	71.6
98023	1	.5	.5	72.1
98031	2	1.1	1.1	73.2
98033	1	.5	.5	73.8
98037	1	.5	.5	74.3
98040	1	.5	.5	74.9
98052	1	.5	.5	75.4
98053	1	.5	.5	76.0
98058	2	1.1	1.1	77.0
98076	1	.5	.5	77.6
98129	1	.5	.5	78.1
98168	1	.5	.5	78.7
98226	1	.5	.5	79.2
98275	1	.5	.5	79.8
98312	2	1.1	1.1	80.9
98362	1	.5	.5	81.4
98370	1	.5	.5	82.0
98374	1	.5	.5	82.5
98387	1	.5	.5	83.1
98388	1	.5	.5	83.6
98395	1	.5	.5	84.2
98422	1	.5	.5	84.7
98498	1	.5	.5	85.2
98502	1	.5	.5	85.8
98506	1	.5	.5	86.3
98532	1	.5	.5	86.9

ZIPCODE

ZIPCODE	Frequency	Percent	Cum. Percent
98576	1	.5	87.4
98580	1	.5	88.0
98597	1	.5	88.5
98628	1	.5	89.1
98837	1	.5	89.6
99101	1	.5	90.2
99961	6	3.3	93.4
99962	1	.5	94.0
99967	3	1.6	95.6
99974	1	.5	96.2
99977	2	1.1	97.3
99979	1	.5	97.8
99997	1	.5	98.4
99999	3	1.6	100.0
Total	183	100.0	100.0

Valid cases 183 Missing cases 0

SCHOOL Years of education

Value Label	Value	Frequency	Percent	Valid Percent	Cum. Percent
	4	1	.5	.5	.5
	8	3	1.6	1.6	2.2
	9	2	1.1	1.1	3.3
	10	3	1.6	1.6	4.9
	11	2	1.1	1.1	6.0
	12	35	19.1	19.1	25.1
	13	15	8.2	8.2	33.3
	14	21	11.5	11.5	44.8
	15	12	6.6	6.6	51.4
	16	37	20.2	20.2	71.6
	17	7	3.8	3.8	75.4
	18	23	12.6	12.6	88.0
	19	6	3.3	3.3	91.3
	20	2	1.1	1.1	92.3
	21	1	.5	.5	92.9
	22	5	2.7	2.7	95.6
	23	1	.5	.5	96.2
	24	6	3.3	3.3	99.5
	99	1	.5	.5	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

OCCUPATN Code for occupation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Managerial/professio	1	51	27.9	27.9	27.9
Tech/Sales/Admin sup	2	34	18.6	18.6	46.4
Service	3	8	4.4	4.4	50.8
Farm/Forestry/Fish	4	1	.5	.5	51.4
Production/Craft/Rep	5	4	2.2	2.2	53.6
Operator/Fabricator/	6	2	1.1	1.1	54.6
Homemaker	7	18	9.8	9.8	64.5
Military	8	1	.5	.5	65.0
Retired	9	32	17.5	17.5	82.5
Student	10	17	9.3	9.3	91.8
Unemployed	11	7	3.8	3.8	95.6
Unclassifiable	97	2	1.1	1.1	96.7
Missing	99	6	3.3	3.3	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

RACE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Amer. Indian/AK nati	1	5	2.7	2.7	2.7
Asian	2	4	2.2	2.2	4.9
Black	3	2	1.1	1.1	6.0
White	4	170	92.9	92.9	98.9
Other	5	2	1.1	1.1	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

HISPANIC

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Hispanic	1	2	1.1	1.1	1.1
Non-Hispanic	2	153	83.6	83.6	84.7
Missing	9	28	15.3	15.3	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

PARTYSIZ

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	10	5.5	5.5	5.5
	2	81	44.3	44.3	49.7
	3	23	12.6	12.6	62.3
	4	25	13.7	13.7	76.0
	5	15	8.2	8.2	84.2
	6	8	4.4	4.4	88.5
	7	6	3.3	3.3	91.8
	8	5	2.7	2.7	94.5
	9	5	2.7	2.7	97.3
	11	1	.5	.5	97.8
	20	1	.5	.5	98.4
	40	1	.5	.5	98.9
	41	1	.5	.5	99.5
	48	1	.5	.5	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

MORATRIP Trips to MORA in last 3 years

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	138	75.4	75.4	75.4
	2	21	11.5	11.5	86.9
	3	13	7.1	7.1	94.0
	4	3	1.6	1.6	95.6
	5	1	.5	.5	96.2
	6	1	.5	.5	96.7
	7	1	.5	.5	97.3
	8	2	1.1	1.1	98.4
	10	1	.5	.5	98.9
	15	1	.5	.5	99.5
	99	1	.5	.5	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

ANYCHILD Children under 16 in group?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	1	131	71.6	71.6	71.6
Yes	2	52	28.4	28.4	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

CHILD1 Age of child 1

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	1	.5	.5	.5
	3	1	.5	.5	1.1
	4	2	1.1	1.1	2.2
	5	2	1.1	1.1	3.3
	6	5	2.7	2.7	6.0
	7	4	2.2	2.2	8.2
	8	3	1.6	1.6	9.8
	9	5	2.7	2.7	12.6
	10	7	3.8	3.8	16.4
	11	7	3.8	3.8	20.2
	12	5	2.7	2.7	23.0
	13	4	2.2	2.2	25.1
	14	3	1.6	1.6	26.8
	15	3	1.6	1.6	28.4
	98	131	71.6	71.6	100.0
	Total	183	100.0	100.0	
Valid cases	183	Missing cases	0		

CHILD2 Age of child 2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	1	.5	.5	.5
	4	2	1.1	1.1	1.6
	6	4	2.2	2.2	3.8
	7	5	2.7	2.7	6.6
	8	4	2.2	2.2	8.7
	9	2	1.1	1.1	9.8
	10	7	3.8	3.8	13.7
	11	4	2.2	2.2	15.8
	13	6	3.3	3.3	19.1
	15	1	.5	.5	19.7
	98	147	80.3	80.3	100.0
	Total	183	100.0	100.0	
Valid cases	183	Missing cases	0		

CHILD3 Age of child 3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.5	.5	.5
	2	1	.5	.5	1.1
	3	2	1.1	1.1	2.2
	4	1	.5	.5	2.7
	6	1	.5	.5	3.3
	7	1	.5	.5	3.8
	8	1	.5	.5	4.4
	10	1	.5	.5	4.9
	11	1	.5	.5	5.5
	13	1	.5	.5	6.0
	14	1	.5	.5	6.6
	98	171	93.4	93.4	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

CHILD4 Age of child 4

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	13	1	.5	.5	.5
	15	1	.5	.5	1.1
	98	181	98.9	98.9	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

ACCEPT1 Waiting 1 minute/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	167	91.3	91.3	91.3
Somewhat Acceptable	2	12	6.6	6.6	97.8
Neither Acc nor Unac	3	3	1.6	1.6	99.5
Very Unacceptable	5	1	.5	.5	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

ACCEPT2 Waiting 2 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	129	70.5	70.5	70.5
Somewhat Acceptable	2	48	26.2	26.2	96.7
Neither Acc nor Unac	3	4	2.2	2.2	98.9
Somewhat Unacceptabl	4	1	.5	.5	99.5
Very Unacceptable	5	1	.5	.5	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

ACCEPT3 Waiting 3 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	82	44.8	44.8	44.8
Somewhat Acceptable	2	61	33.3	33.3	78.1
Neither Acc nor Unac	3	19	10.4	10.4	88.5
Somewhat Unacceptabl	4	18	9.8	9.8	98.4
Very Unacceptable	5	3	1.6	1.6	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

ACCEPT4 Waiting 4 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	41	22.4	22.4	22.4
Somewhat Acceptable	2	64	35.0	35.0	57.4
Neither Acc nor Unac	3	25	13.7	13.7	71.0
Somewhat Unacceptabl	4	29	15.8	15.8	86.9
Very Unacceptable	5	24	13.1	13.1	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

ACCEPT5 Waiting 5 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	20	10.9	10.9	10.9
Somewhat Acceptable	2	51	27.9	27.9	38.8
Neither Acc nor Unac	3	33	18.0	18.0	56.8
Somewhat Unacceptabl	4	24	13.1	13.1	69.9
Very Unacceptable	5	54	29.5	29.5	99.5
Missing	9	1	.5	.5	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

ACCEPT7 Waiting 7 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	9	4.9	4.9	4.9
Somewhat Acceptable	2	26	14.2	14.2	19.1
Neither Acc nor Unac	3	23	12.6	12.6	31.7
Somewhat Unacceptabl	4	38	20.8	20.8	52.5
Very Unacceptable	5	85	46.4	46.4	98.9
Missing	9	2	1.1	1.1	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

MAXTIME Max. time that customers should have to

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	1	.5	.5	.5
	1	2	1.1	1.1	1.6
	2	14	7.7	7.7	9.3
	3	39	21.3	21.3	30.6
	4	18	9.8	9.8	40.4
	5	54	29.5	29.5	69.9
	6	4	2.2	2.2	72.1
	7	11	6.0	6.0	78.1
	8	1	.5	.5	78.7
	10	30	16.4	16.4	95.1
	15	5	2.7	2.7	97.8
	20	1	.5	.5	98.4
	30	1	.5	.5	98.9
	58	1	.5	.5	99.5
	99	1	.5	.5	100.0
	Total	183	100.0	100.0	

Valid cases 183 Missing cases 0

MAXIMPT Importance if more time than max

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	70	38.3	38.3	38.3
Slightly	2	74	40.4	40.4	78.7
Important	3	18	9.8	9.8	88.5
Very	4	16	8.7	8.7	97.3
Extremely	5	4	2.2	2.2	99.5
Missing	9	1	.5	.5	100.0
	Total	183	100.0	100.0	

Valid cases 183 Missing cases 0

MINUTES Minutes waited for purchase

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	31	16.9	16.9	16.9
	1	56	30.6	30.6	47.5
	2	28	15.3	15.3	62.8
	3	10	5.5	5.5	68.3
	4	3	1.6	1.6	69.9
	5	17	9.3	9.3	79.2
	6	1	.5	.5	79.8
	7	2	1.1	1.1	80.9
	8	1	.5	.5	81.4
	10	2	1.1	1.1	82.5
	12	2	1.1	1.1	83.6
	15	1	.5	.5	84.2
NA/No purchase	98	29	15.8	15.8	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

FAVORABL Favorability of wait

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Favorable	1	107	58.5	58.5	58.5
Somewhat Favorable	2	28	15.3	15.3	73.8
Neith Fav nor Unfav	3	9	4.9	4.9	78.7
Somewhat Unfavorable	4	8	4.4	4.4	83.1
Very Unfavorable	5	1	.5	.5	83.6
NA/No purchase	8	29	15.8	15.8	99.5
Missing	9	1	.5	.5	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

ACTIMPN Importance of actual wait for satisfacti

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	86	47.0	47.0	47.0
Slightly	2	33	18.0	18.0	65.0
Important	3	25	13.7	13.7	78.7
Very	4	7	3.8	3.8	82.5
Extremely	5	1	.5	.5	83.1
NA/No purchase	8	29	15.8	15.8	98.9
Missing	9	2	1.1	1.1	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

COMMENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	105	57.4	57.4	57.4
Good Variety	1	8	4.4	4.4	61.7
Good Service	2	10	5.5	5.5	67.2
Good Prices	3	2	1.1	1.1	68.3
Good facility layout	5	1	.5	.5	68.9
Spec. item in stock	6	5	2.7	2.7	71.6
Glad facil. present	7	1	.5	.5	72.1
Other positive cmnt	8	13	7.1	7.1	79.2
Poor variety	9	6	3.3	3.3	82.5
Poor service	10	1	.5	.5	83.1
Poor prices	11	5	2.7	2.7	85.8
Poor facil layout	13	10	5.5	5.5	91.3
Other neutral cmnt	17	6	3.3	3.3	94.5
Prefer local-made pr	18	1	.5	.5	95.1
Prefer locally-relev	19	1	.5	.5	95.6
Comment unrelated to	20	6	3.3	3.3	98.9
Good displays	21	2	1.1	1.1	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

COMMENT2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	169	92.3	92.3	92.3
Good Service	2	3	1.6	1.6	94.0
Good Prices	3	1	.5	.5	94.5
Good facility layout	5	1	.5	.5	95.1
Spec. item in stock	6	2	1.1	1.1	96.2
Poor variety	9	1	.5	.5	96.7
Poor prices	11	2	1.1	1.1	97.8
Other negative cmnt	16	2	1.1	1.1	98.9
Prefer locally-relev	19	1	.5	.5	99.5
Comment unrelated to	20	1	.5	.5	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

SUGGESTN Suggestion offered

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No suggestion	0	174	95.1	95.1	95.1
Suggestion made	1	9	4.9	4.9	100.0
Total		183	100.0	100.0	

Valid cases 183 Missing cases 0

III. JACKSON VISITOR CENTER BOOKSTORE

Interview Schedule

Two versions of the interview schedule were administered randomly to respondents agreeing to participate in the study. Both interview schedules consisted of a series of social and demographic items followed by a series of questions designed to measure: (1) wait-times associated with paying for items selected for purchase in the bookstore, (2) attitudes toward the amount of time waited, (3) attitudes toward hypothetical wait-times (1,2,3,4,5,7 minutes), (4) opinions about what wait-time for purchases managers should achieve in the bookstore, and (5) the relative importance of wait-times in the overall MORA visitation experience. Version 1 asked respondents about their actual experiences before the hypothetical wait-time questions; version 2 asked the hypothetical wait-time preference questions first. The two interview schedules are included below. Readers should examine these carefully in order to fully understand the rest of this section.

Jackson Visitor Center Bookstore

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. Approximately how long was your wait today, from the time you got in line to the time you made your purchase?

_____ minutes

11. Using this scale [scale #2], please rate your response to the amount of time you had to wait to make your purchase.

Favorability rating (1-5) _____

12. Using scale #3, please answer this question. How important was the amount of time you had to wait to make your purchase in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. The amount of time that people have to wait from the time they get in line until they complete their purchase can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO MAKE A PURCHASE

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 7 _____

14. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Jackson Visitor Center Bookstore has to wait between getting in line and completing their purchase?

_____ MINUTES

15. Using scale #3 once again, please answer this question. If you had to wait longer than [the maximum time listed in Q-13], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the bookstore that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Jackson Visitor Center Bookstore

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. The amount of time that people have to wait from the time they get in line until they complete their purchase can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO MAKE A PURCHASE?

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 7 _____

11. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Jackson Visitor Center Bookstore has to wait between getting in line and finishing their purchase?

_____ MINUTES

12. Using scale #3 please answer this question. If you had to wait longer than [the maximum time listed in Q-11], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. Approximately how long was your wait today, from the time you got in line to the time you made your purchase?

_____ minutes

14. Using this scale [scale #2], please rate your response to the amount of time you had to wait to make your purchase.

Favorability rating (1-5) _____

15. Using scale #3 once again, please answer this question. How important was the amount of time you had to wait to make your purchase in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the bookstore that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Scales used by respondents when answering interview questions.

SCALE #1

Very Acceptable	Somewhat Acceptable	Neither Acceptable nor Unacceptable	Somewhat Unacceptable	Very Unacceptable
1	2	3	4	5

SCALE #2

Very Favorable	Somewhat Favorable	Neither Favorable nor Unfavorable	Somewhat Unfavorable	Very Unfavorable
1	2	3	4	5

SCALE #3

Not at all Important	Slightly Important	Important	Very Important	Extremely Important
1	2	3	4	5

Visitor Contact Procedure

Field interviewers were posted immediately outside the bookstore with a view of the cash registers in the store. The original sampling schedule was intended to result in a sample of the visitor population who made purchases in the bookstore stratified by the ratio of weekday to weekend visitation periods (.60/.40). Sampling periods in any one day were randomly assigned 3.5 hour periods beginning from 9:30 a.m. or 1:00 p.m. Interviewers were instructed to contact as many eligible people as possible during each interview period.

Because the original sampling procedures described above were not producing respondents at a rate projected to result in the target n of 200, on July 24 interviewers were instructed to contact parties exiting the bookstore who had not made a purchase if no eligible respondent was in line or being served at the cash register, and to randomly select a person over 16 years of age to be interviewed. In total, 222 people were interviewed; 89 of these people did not make a purchase; 132 are known to have made a purchase; data are missing in this regard for one person.

Discussions of Limitations and Potential Limitations

The importance of interviewing both buyers and non-buyers who exited the bookstore is primarily dependent on whether these two subsamples differ in their hypothetical wait-time preferences, but it also creates wider confidence intervals

for the results from questions pertaining to actual wait-times in the bookstore because of the smaller sample size for those questions.

To estimate the effect of actual purchase on hypothetical wait-time preferences, a multivariate analysis of variance was performed comparing mean values of acceptability ratings of these two groups across the seven wait time categories (1,2,3,4,5,7 minutes respectively). No significant differences in wait-time preferences were observed (sig. of $F = .543$).

Although the goal of the stratified sample procedure was to achieve a ratio of weekday visitors to weekend visitors of .6/.4, the actual sample ratio is .69/.31. The importance of this deviation for the estimation of wait-time preferences is dependent on whether respondents in the weekday and weekend subsamples differ in this regard. A multivariate analysis of variance was performed (similar to that described above) comparing mean values of the seven wait-time categories for the two subsamples defined by weekday or weekend time of contact. No significant differences were observed (sig. of $F = .540$).

A question can be raised regarding potential bias introduced into the data based on whether respondents were asked the hypothetical wait-time questions before or after the questions pertaining to their actual experience of waiting to purchase materials from the bookstore. As noted above, to control for this potential bias, two versions of the interview schedule were used. A test for the ordering effect of these questions was performed using multivariate analysis of variance comparing mean values for version 1 and 2 subsamples across the seven wait-time categories. No significant differences were observed (sig. of $F = .291$). Thus,

the hypothetical wait-time preference curves reported were created using version 1 (n=109) and version two (n=112) interview schedules together.

Graphical Presentation of Findings

FIGURE 3.1: VISITOR ORIGIN (JVC BOOK STORE)

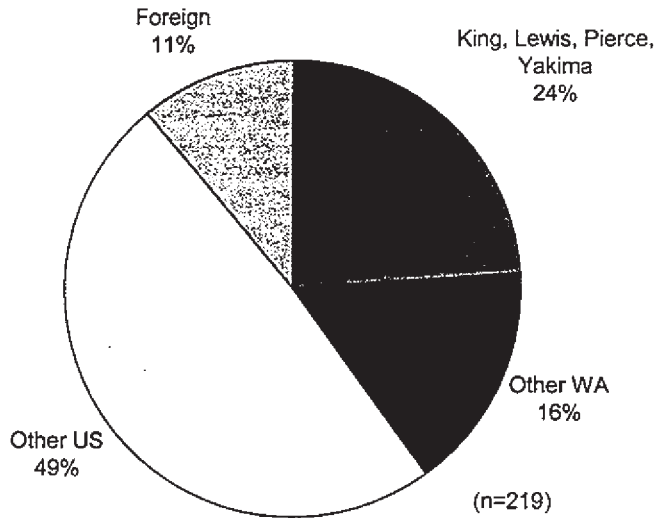


FIGURE 3.2
NUMBER OF TRIPS TO MORA IN LAST THREE YEARS (JVC BOOK STORE)

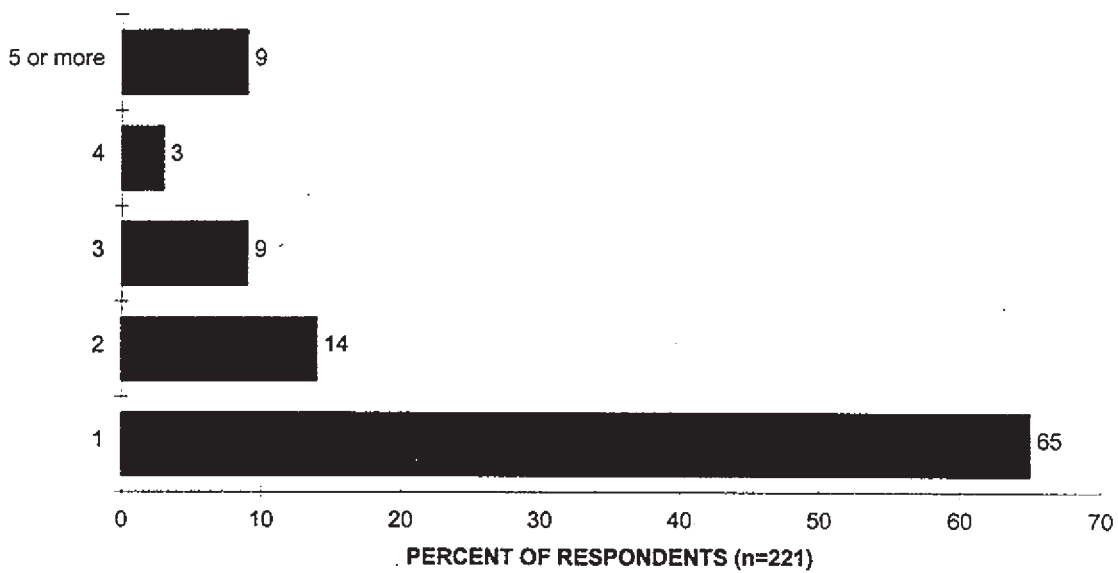


FIGURE 3.3: OCCUPATIONS (JVC BOOK STORE)

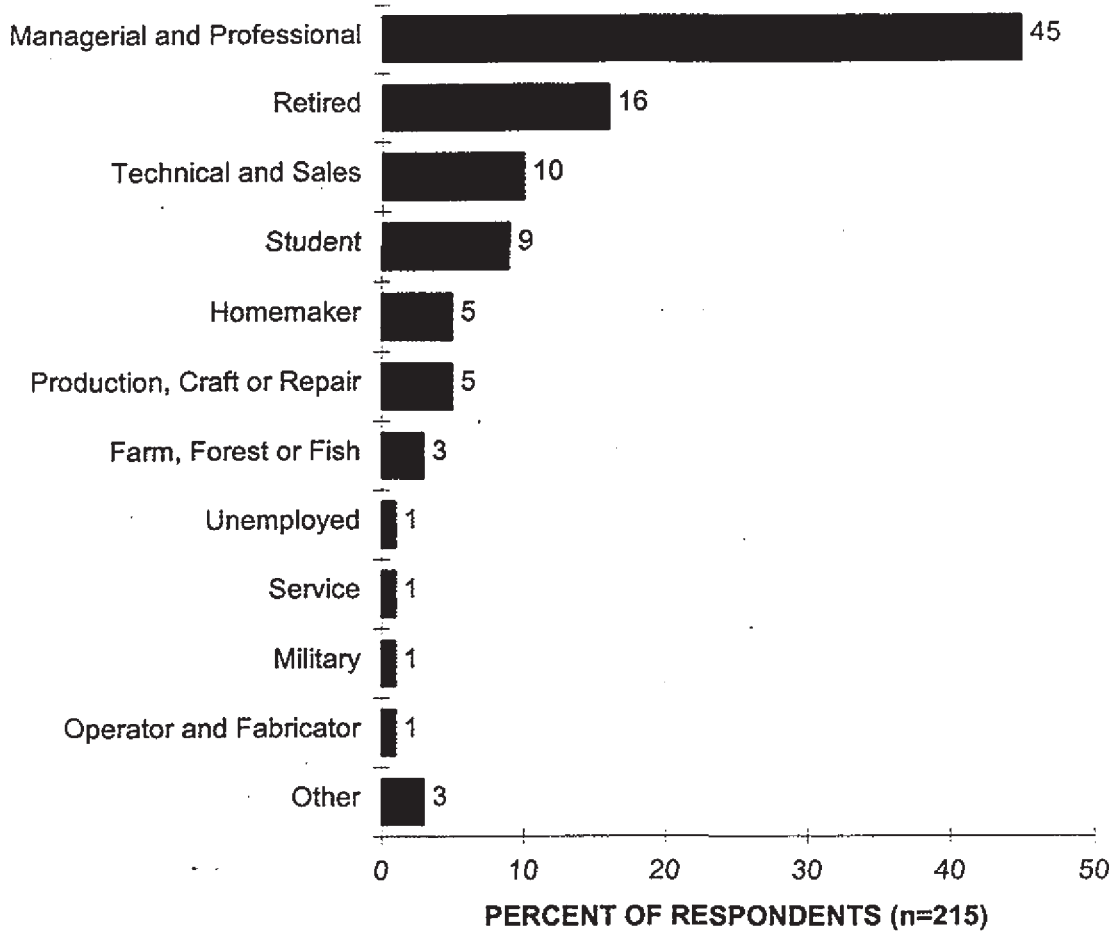


FIGURE 3.4: EDUCATION (JVC BOOK STORE)

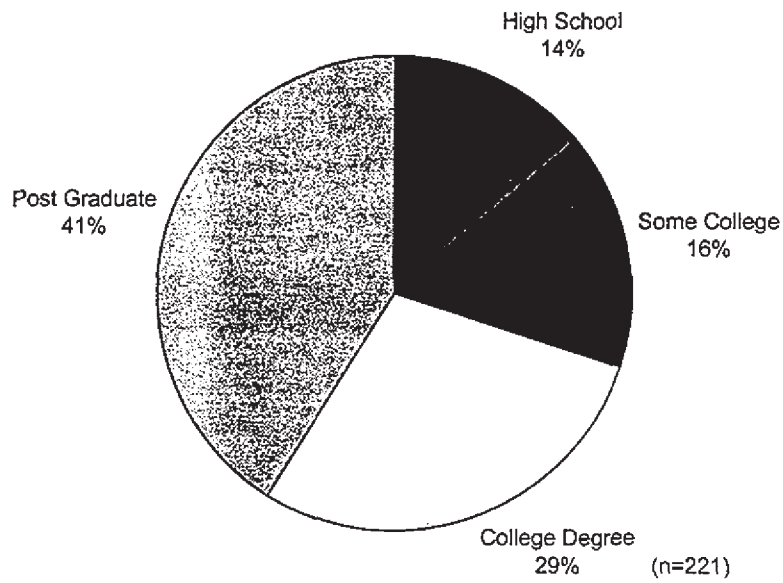


FIGURE 3.5: GENDER (JVC BOOK STORE)

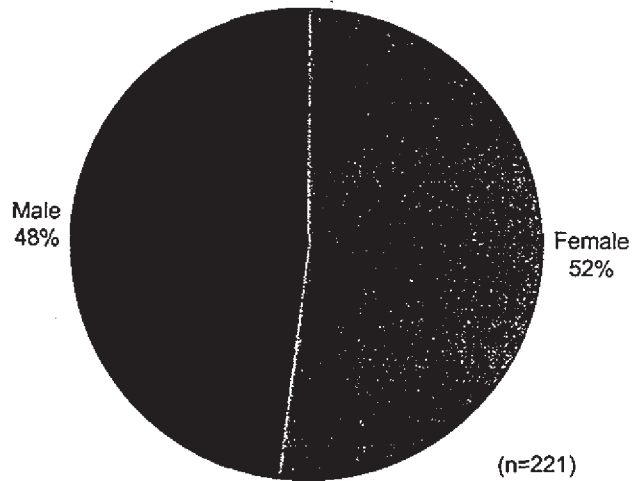


FIGURE 3.6: AGE (JVC BOOK STORE)

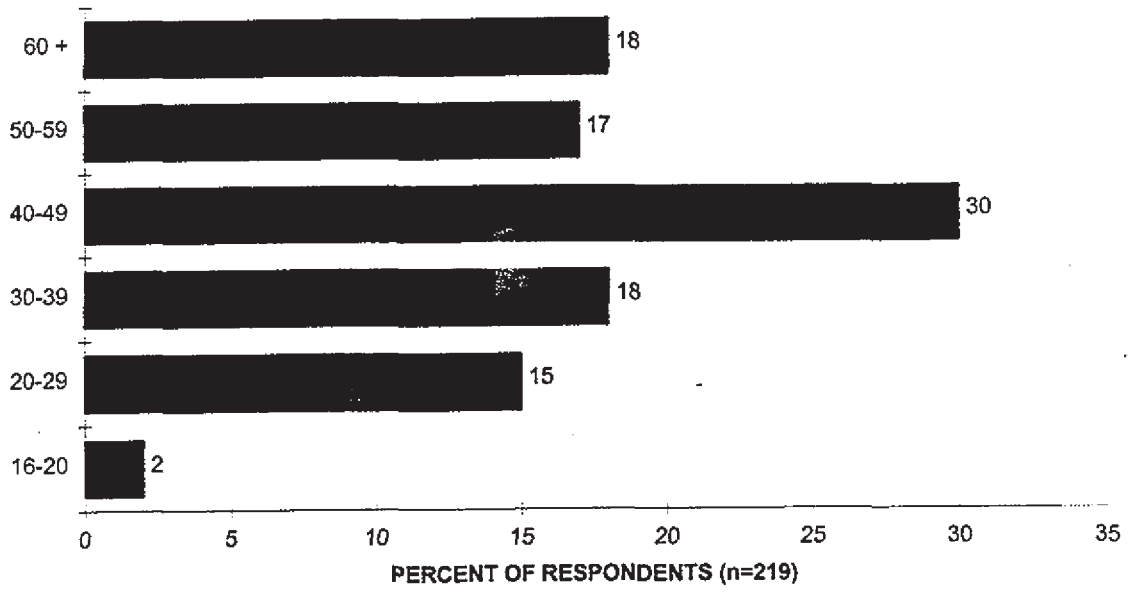


FIGURE 3.7: RACE (JVC BOOK STORE)

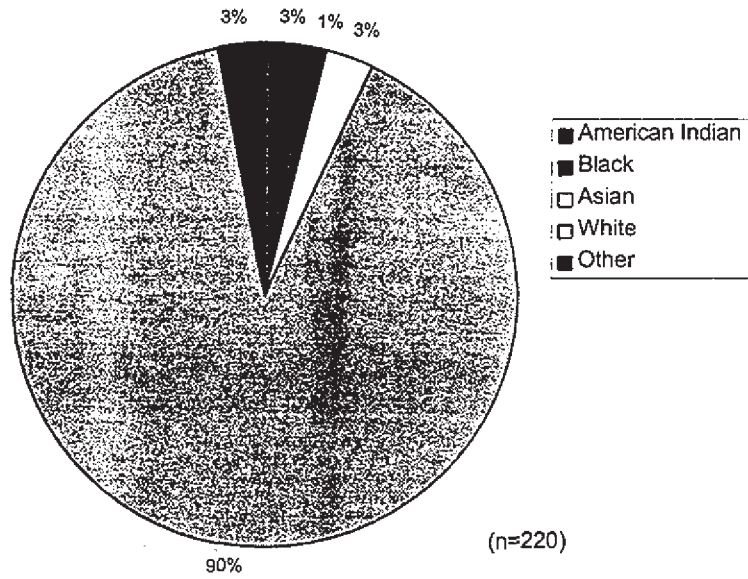


FIGURE 3.8: PERCENT HISPANIC (JVC BOOK STORE)

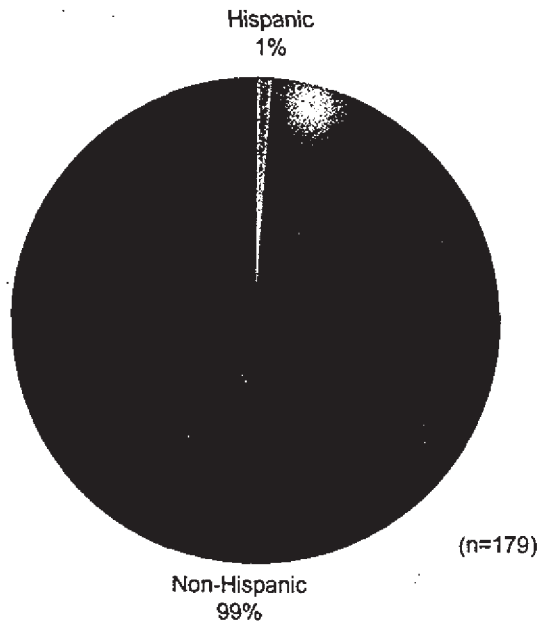


FIGURE 3.9: PARTY SIZE (JVC BOOK STORE)

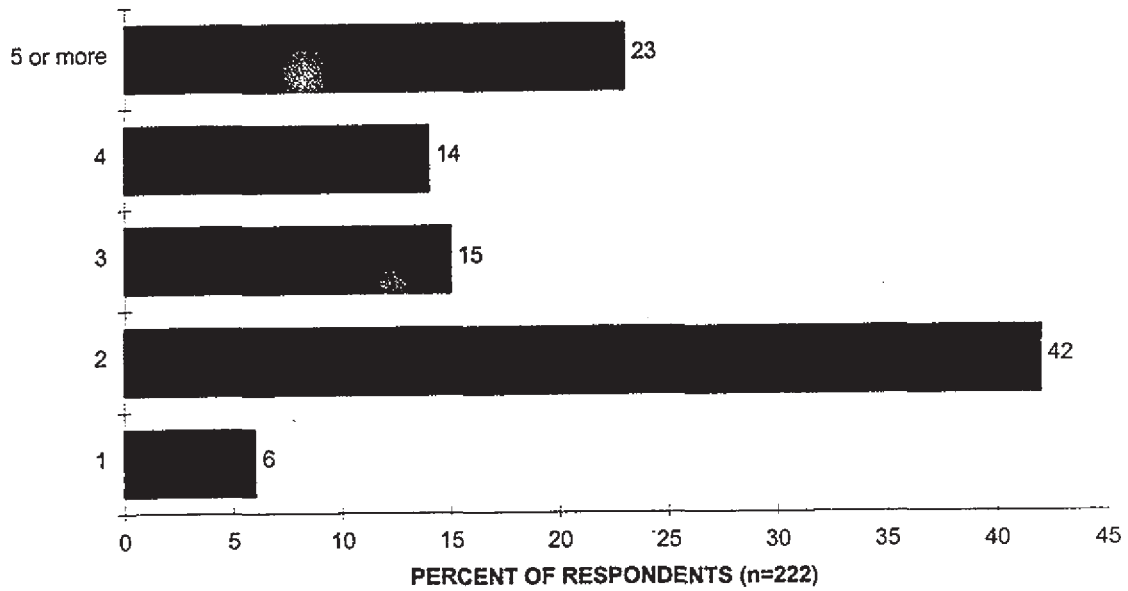
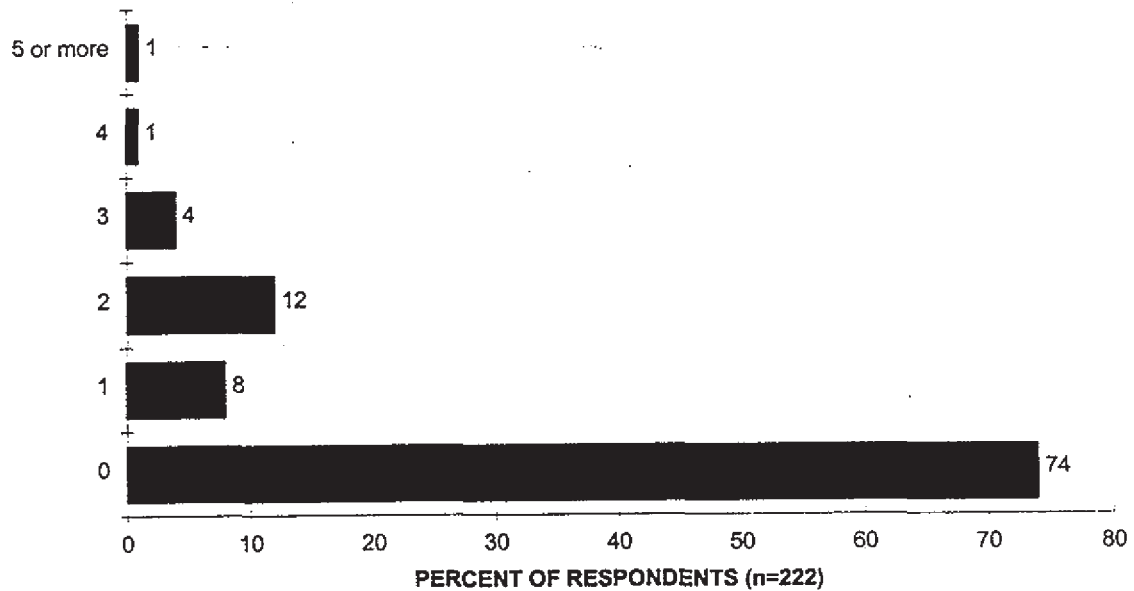
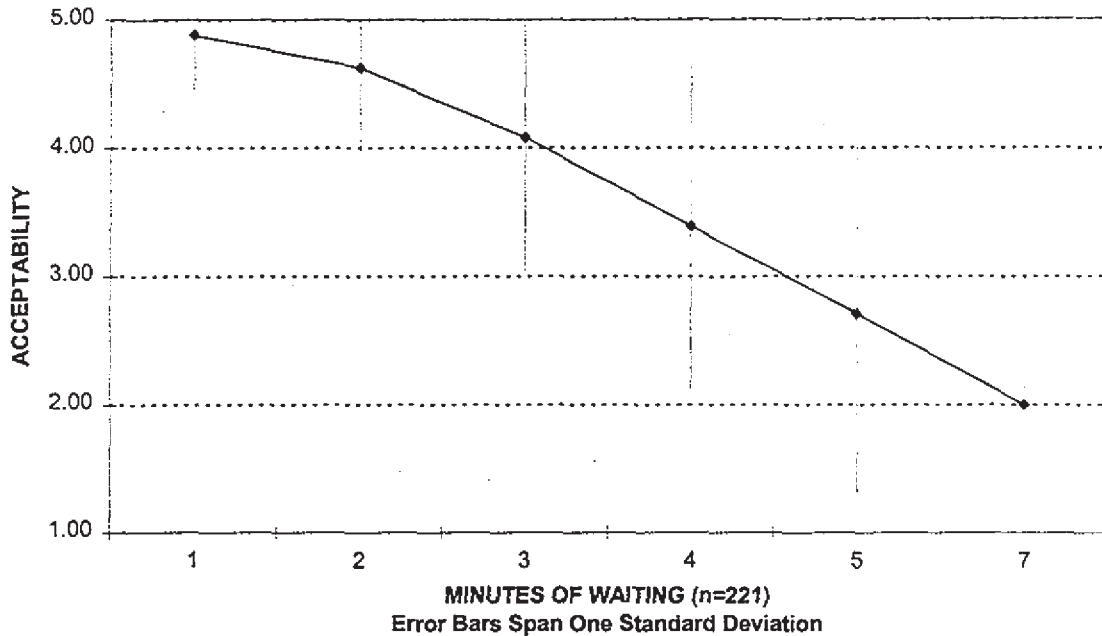


FIGURE 3.10: NUMBER OF CHILDREN IN PARTY (JVC BOOK STORE)



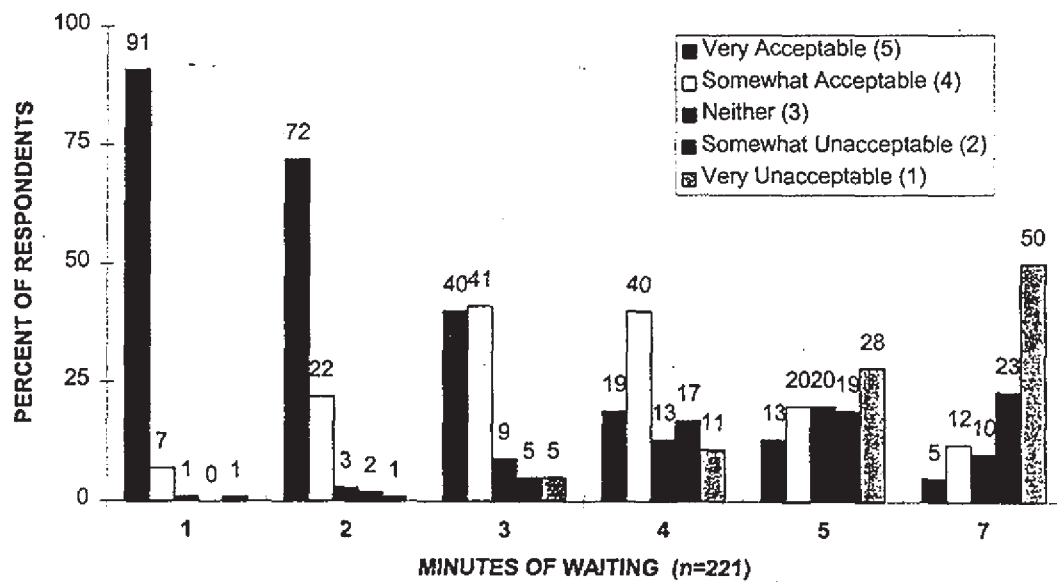
Jackson Visitor Center Bookstore

FIGURE 3.11
ACCEPTABILITY OF WAITING TO MAKE A PURCHASE
AT THE JVC BOOK STORE



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

FIGURE 3.12
ACCEPTABILITY OF WAITING TO MAKE A PURCHASE
(JVC BOOK STORE)



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

Jackson Visitor Center Bookstore

FIGURE 3.13
LENGTH OF ACTUAL WAIT (JVC BOOK STORE)

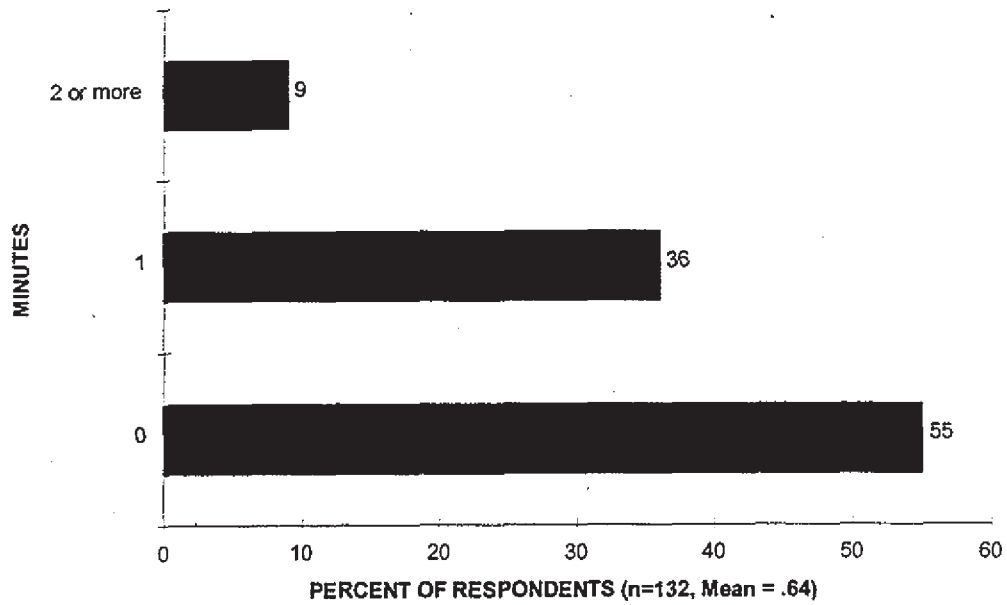
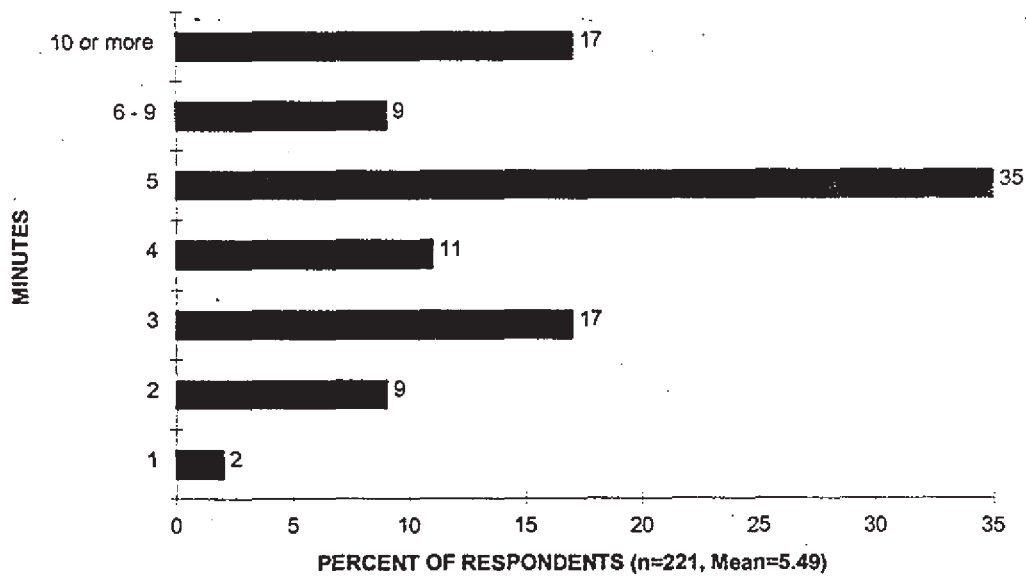


FIGURE 3.14
SUGGESTED MAXIMUM LENGTH OF WAIT
(JVC BOOK STORE)



Jackson Visitor Center Bookstore

FIGURE 3.15
RESPONDENTS' RATINGS OF ACTUAL WAIT (JVC BOOK STORE)

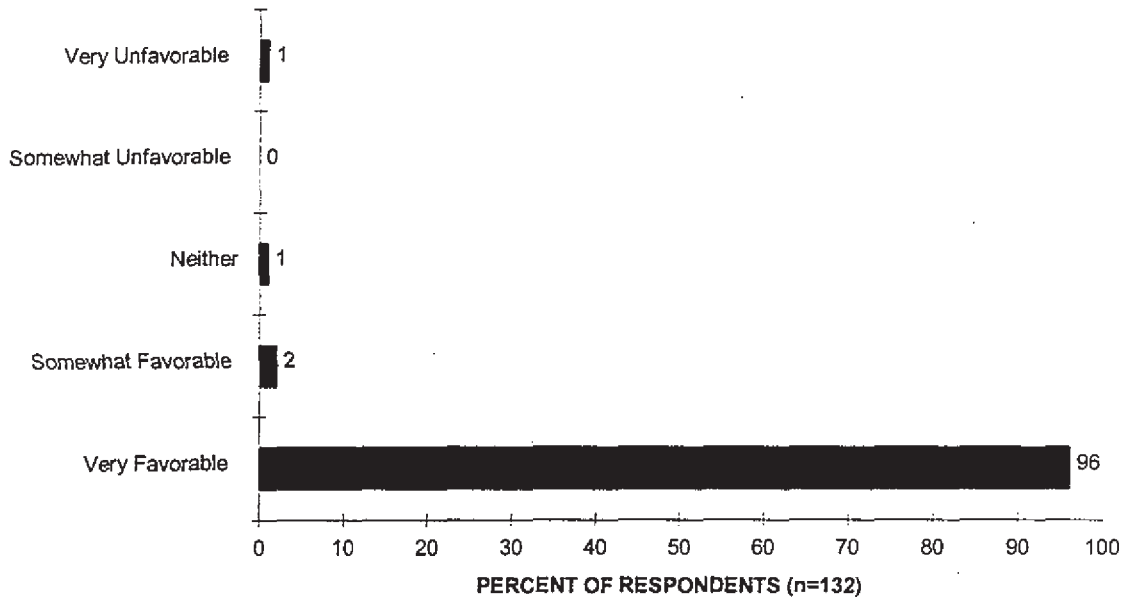


FIGURE 3.16
IMPORTANCE OF WAIT TO OVERALL TRIP SATISFACTION
(JVC BOOK STORE)

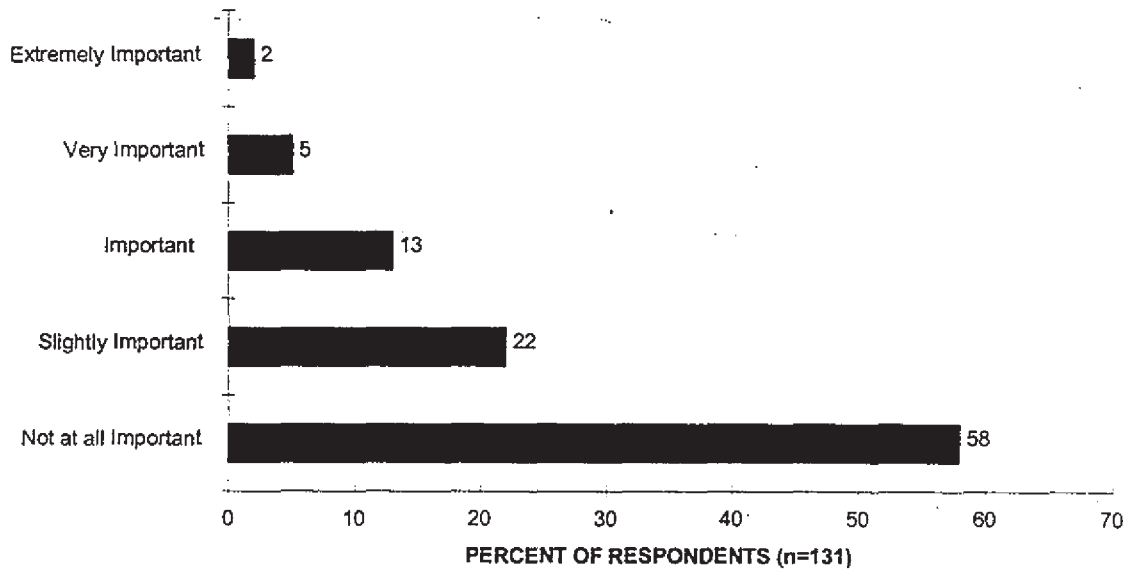
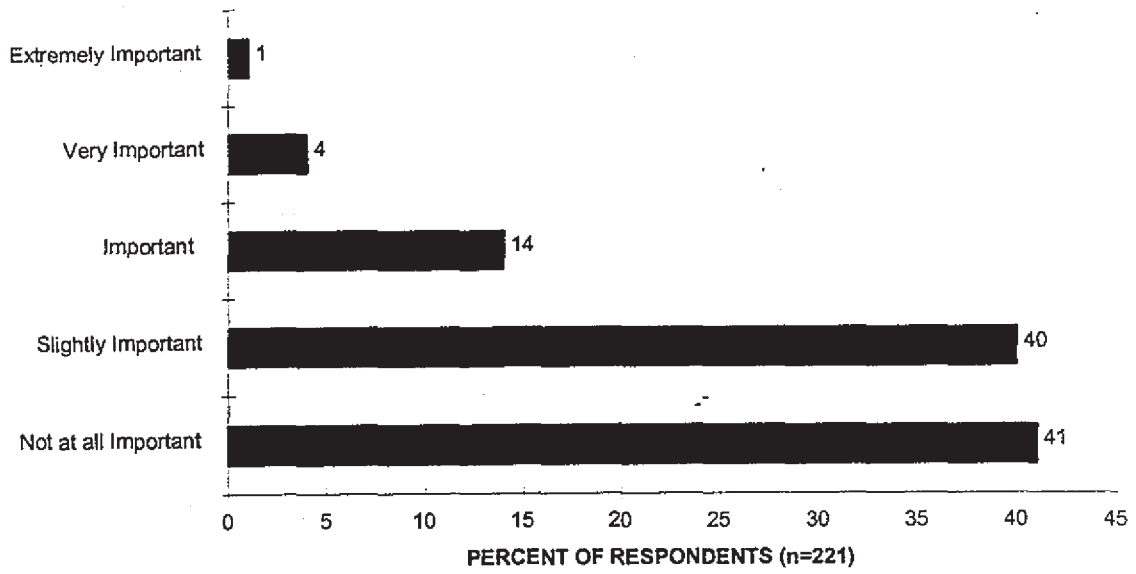


FIGURE 3.17
IMPORTANCE OF MAXIMUM WAIT TO OVERALL TRIP SATISFACTION
(JVC BOOK STORE)



Data Tables

VERSION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	110	49.5	49.5	49.5
	2	112	50.5	50.5	100.0
	Total	222	100.0	100.0	
Valid cases	222	Missing cases	0		

MONTH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	67	30.2	30.2	30.2
	8	100	45.0	45.0	75.2
	9	53	23.9	23.9	99.1
	99	2	.9	.9	100.0
	Total	222	100.0	100.0	
Valid cases	222	Missing cases	0		

DAY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	24	10.8	10.8	10.8
	2	25	11.3	11.3	22.1
	3	19	8.6	8.6	30.6
	4	31	14.0	14.0	44.6
	7	7	3.2	3.2	47.7
	9	21	9.5	9.5	57.2
	10	13	5.9	5.9	63.1
	11	2	.9	.9	64.0
	13	6	2.7	2.7	66.7
	14	4	1.8	1.8	68.5
	16	10	4.5	4.5	73.0
	17	6	2.7	2.7	75.7
	18	1	.5	.5	76.1
	20	3	1.4	1.4	77.5
	21	3	1.4	1.4	78.8
	25	20	9.0	9.0	87.8
	26	9	4.1	4.1	91.9
	31	16	7.2	7.2	99.1
	99	2	.9	.9	100.0
	Total	222	100.0	100.0	
Valid cases	222	Missing cases	0		

HOURL

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	25	11.3	11.3	11.3
	2	38	17.1	17.1	28.4
	3	38	17.1	17.1	45.5
	4	14	6.3	6.3	51.8
	5	2	.9	.9	52.7
	10	22	9.9	9.9	62.6
	11	56	25.2	25.2	87.8
	12	25	11.3	11.3	99.1
	99	2	.9	.9	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

WORKER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	28	12.6	12.6	12.6
	2	29	13.1	13.1	25.7
	3	34	15.3	15.3	41.0
	4	28	12.6	12.6	53.6
	6	69	31.1	31.1	84.7
	7	11	5.0	5.0	89.6
	10	8	3.6	3.6	93.2
	11	6	2.7	2.7	95.9
	13	7	3.2	3.2	99.1
	99	2	.9	.9	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Female	1	115	51.8	51.8	51.8
Male	2	106	47.7	47.7	99.5
	9	1	.5	.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

BIRTHYR year of birth

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	12	1	.5	.5	.5
	14	1	.5	.5	.9
	18	2	.9	.9	1.8
	22	1	.5	.5	2.3
	24	1	.5	.5	2.7
	25	4	1.8	1.8	4.5
	27	1	.5	.5	5.0
	28	1	.5	.5	5.4
	29	3	1.4	1.4	6.8
	30	2	.9	.9	7.7
	31	2	.9	.9	8.6
	32	4	1.8	1.8	10.4
	33	7	3.2	3.2	13.5
	34	5	2.3	2.3	15.8
	35	3	1.4	1.4	17.1
	36	4	1.8	1.8	18.9
	37	3	1.4	1.4	20.3
	38	3	1.4	1.4	21.6
	39	5	2.3	2.3	23.9
	41	3	1.4	1.4	25.2
	42	4	1.8	1.8	27.0
	43	4	1.8	1.8	28.8
	44	7	3.2	3.2	32.0
	45	5	2.3	2.3	34.2
	46	8	3.6	3.6	37.8
	47	3	1.4	1.4	39.2
	48	5	2.3	2.3	41.4
	49	12	5.4	5.4	46.8
	50	6	2.7	2.7	49.5
	51	7	3.2	3.2	52.7
	52	5	2.3	2.3	55.0
	53	8	3.6	3.6	58.6
	54	9	4.1	4.1	62.6
	55	3	1.4	1.4	64.0
	56	2	.9	.9	64.9

BIRTHYR year of birth

	57	5	2.3	2.3	67.1
	58	7	3.2	3.2	70.3
	59	6	2.7	2.7	73.0
	60	4	1.8	1.8	74.8
	61	1	.5	.5	75.2
	62	3	1.4	1.4	76.6
	63	4	1.8	1.8	78.4
	64	4	1.8	1.8	80.2
	65	4	1.8	1.8	82.0
	67	6	2.7	2.7	84.7
	68	5	2.3	2.3	86.9
	69	2	.9	.9	87.8
	70	6	2.7	2.7	90.5
	71	4	1.8	1.8	92.3
	72	4	1.8	1.8	94.1
	73	1	.5	.5	94.6
	74	1	.5	.5	95.0
	75	4	1.8	1.8	96.8
	78	4	1.8	1.8	98.6
	99	3	1.4	1.4	100.0
	Total	222	100.0	100.0	

Valid cases 222 Missing cases 0

ZIPCODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	802	1	.5	.5	.5
	1886	1	.5	.5	.9
	2146	1	.5	.5	1.4
	2830	1	.5	.5	1.8
	4001	1	.5	.5	2.3
	6473	1	.5	.5	2.7
	6751	1	.5	.5	3.2
	8902	1	.5	.5	3.6
	11769	1	.5	.5	4.1
	14057	1	.5	.5	4.5
	14616	1	.5	.5	5.0
	17055	1	.5	.5	5.4
	17815	1	.5	.5	5.9
	18049	1	.5	.5	6.3
	18708	1	.5	.5	6.8
	19518	1	.5	.5	7.2
	20854	1	.5	.5	7.7
	21015	1	.5	.5	8.1
	21042	1	.5	.5	8.6
	23452	1	.5	.5	9.0
	23502	1	.5	.5	9.5
	27859	1	.5	.5	9.9
	28027	1	.5	.5	10.4
	28401	1	.5	.5	10.8
	29401	1	.5	.5	11.3
	30244	1	.5	.5	11.7
	30318	1	.5	.5	12.2
	31201	1	.5	.5	12.6
	32962	1	.5	.5	13.1
	33434	1	.5	.5	13.5
	33904	1	.5	.5	14.0
	34325	1	.5	.5	14.4
	34625	1	.5	.5	14.9
	34698	1	.5	.5	15.3
	38654	1	.5	.5	15.8

ZIPCODE

	41139	1	.5	.5	16.2
	44107	1	.5	.5	16.7
	44223	1	.5	.5	17.1
	46254	1	.5	.5	17.6
	46375	1	.5	.5	18.0
	47711	1	.5	.5	18.5
	48093	1	.5	.5	18.9
	48103	1	.5	.5	19.4
	48183	1	.5	.5	19.8
	48734	1	.5	.5	20.3
	48837	1	.5	.5	20.7
	49009	1	.5	.5	21.2
	50265	1	.5	.5	21.6
	52141	1	.5	.5	22.1
	53548	1	.5	.5	22.5
	54301	1	.5	.5	23.0
	54935	1	.5	.5	23.4
	54971	1	.5	.5	23.9
	55082	1	.5	.5	24.3
	55337	1	.5	.5	24.8
	55344	1	.5	.5	25.2
	55436	1	.5	.5	25.7
	59801	1	.5	.5	26.1
	60015	1	.5	.5	26.6
	60025	1	.5	.5	27.0
	60067	1	.5	.5	27.5
	60148	1	.5	.5	27.9
	60302	4	1.8	1.8	29.7
	60304	1	.5	.5	30.2
	61101	1	.5	.5	30.6
	61455	1	.5	.5	31.1
	62208	1	.5	.5	31.5
	63132	1	.5	.5	32.0
	64064	1	.5	.5	32.4
	68502	1	.5	.5	32.9
	70094	1	.5	.5	33.3
	70817	1	.5	.5	33.8
	73072	1	.5	.5	34.2
	74008	1	.5	.5	34.7

ZIPCODE

75028	1	.5	.5	35.1
75075	1	.5	.5	35.6
75090	1	.5	.5	36.0
76305	1	.5	.5	36.5
77006	1	.5	.5	36.9
77345	1	.5	.5	37.4
78705	1	.5	.5	37.8
80303	1	.5	.5	38.3
83101	1	.5	.5	38.7
83637	1	.5	.5	39.2
84103	1	.5	.5	39.6
86303	1	.5	.5	40.1
86325	1	.5	.5	40.5
89423	1	.5	.5	41.0
90808	1	.5	.5	41.4
91011	1	.5	.5	41.9
91214	1	.5	.5	42.3
91773	1	.5	.5	42.8
92021	1	.5	.5	43.2
92115	1	.5	.5	43.7
92117	1	.5	.5	44.1
92506	1	.5	.5	44.6
92649	1	.5	.5	45.0
94530	1	.5	.5	45.5
94539	1	.5	.5	45.9
94941	1	.5	.5	46.4
95061	1	.5	.5	46.8
95073	1	.5	.5	47.3
95603	1	.5	.5	47.7
95616	2	.9	.9	48.6
95754	1	.5	.5	49.1
95820	1	.5	.5	49.5
95826	1	.5	.5	50.0
95901	1	.5	.5	50.5
95969	1	.5	.5	50.9
96720	1	.5	.5	51.4
97007	1	.5	.5	51.8
97034	1	.5	.5	52.3
97206	1	.5	.5	52.7

ZIPCODE

97221	2	.9	.9	53.6
97267	1	.5	.5	54.1
97303	1	.5	.5	54.5
97365	1	.5	.5	55.0
97526	1	.5	.5	55.4
98001	1	.5	.5	55.9
98005	1	.5	.5	56.3
98008	1	.5	.5	56.8
98012	1	.5	.5	57.2
98023	1	.5	.5	57.7
98027	1	.5	.5	58.1
98029	1	.5	.5	58.6
98032	1	.5	.5	59.0
98034	1	.5	.5	59.5
98036	1	.5	.5	59.9
98040	1	.5	.5	60.4
98043	1	.5	.5	60.8
98051	1	.5	.5	61.3
98058	1	.5	.5	61.7
98102	1	.5	.5	62.2
98103	2	.9	.9	63.1
98105	2	.9	.9	64.0
98110	1	.5	.5	64.4
98115	1	.5	.5	64.9
98119	2	.9	.9	65.8
98121	1	.5	.5	66.2
98133	1	.5	.5	66.7
98177	2	.9	.9	67.6
98178	1	.5	.5	68.0
98203	1	.5	.5	68.5
98204	1	.5	.5	68.9
98273	1	.5	.5	69.4
98290	1	.5	.5	69.8
98320	1	.5	.5	70.3
98335	2	.9	.9	71.2
98352	1	.5	.5	71.6
98361	1	.5	.5	72.1
98366	1	.5	.5	72.5
98371	2	.9	.9	73.4

ZIPCODE

98374	1	.5	.5	73.9
98403	1	.5	.5	74.3
98404	1	.5	.5	74.8
98405	1	.5	.5	75.2
98406	1	.5	.5	75.7
98408	1	.5	.5	76.1
98466	1	.5	.5	76.6
98501	2	.9	.9	77.5
98502	1	.5	.5	77.9
98503	1	.5	.5	78.4
98512	1	.5	.5	78.8
98584	3	1.4	1.4	80.2
98597	1	.5	.5	80.6
98607	1	.5	.5	81.1
98626	1	.5	.5	81.5
98661	1	.5	.5	82.0
98665	1	.5	.5	82.4
98684	1	.5	.5	82.9
98754	1	.5	.5	83.3
98843	1	.5	.5	83.8
98847	1	.5	.5	84.2
98901	1	.5	.5	84.7
98902	1	.5	.5	85.1
98926	1	.5	.5	85.6
99003	1	.5	.5	86.0
99122	1	.5	.5	86.5
99336	1	.5	.5	86.9
99352	1	.5	.5	87.4
99801	1	.5	.5	87.8
99960	3	1.4	1.4	89.2
99961	4	1.8	1.8	91.0
99967	8	3.6	3.6	94.6
99977	2	.9	.9	95.5
99981	1	.5	.5	95.9
99985	3	1.4	1.4	97.3
99986	2	.9	.9	98.2
99995	1	.5	.5	98.6
99999	3	1.4	1.4	100.0
Total	222	100.0	100.0	

ZIPCODE

Valid cases 222 Missing cases 0

SCHOOL Years of education

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	10	1	.5	.5	.5
	11	5	2.3	2.3	2.7
	12	25	11.3	11.3	14.0
	13	9	4.1	4.1	18.0
	14	16	7.2	7.2	25.2
	15	10	4.5	4.5	29.7
	16	64	28.8	28.8	58.6
	17	18	8.1	8.1	66.7
	18	19	8.6	8.6	75.2
	19	15	6.8	6.8	82.0
	20	13	5.9	5.9	87.8
	21	7	3.2	3.2	91.0
	22	5	2.3	2.3	93.2
	23	2	.9	.9	94.1
	24	12	5.4	5.4	99.5
	99	1	.5	.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

OCCUPATN Code for occupation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Managerial/professio	1	97	43.7	43.7	43.7
Tech/Sales/Admin sup	2	22	9.9	9.9	53.6
Service	3	2	.9	.9	54.5
Farm/Forestry/Fish	4	6	2.7	2.7	57.2
Production/Craft/Rep	5	10	4.5	4.5	61.7
Operator/Fabricator/	6	3	1.4	1.4	63.1
Homemaker	7	12	5.4	5.4	68.5
Military	8	1	.5	.5	68.9
Retired	9	34	15.3	15.3	84.2
Student	10	19	8.6	8.6	92.8
Unemployed	11	2	.9	.9	93.7
Unclassifiable	97	7	3.2	3.2	96.8
Missing	99	7	3.2	3.2	100.0
Total		222	100.0	100.0	
Valid cases	222	Missing cases	0		

RACE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Amer. Indian/AK nati	1	6	2.7	2.7	2.7
Asian	2	6	2.7	2.7	5.4
Black	3	2	.9	.9	6.3
White	4	199	89.6	89.6	95.9
Other	5	7	3.2	3.2	99.1
Missing	9	2	.9	.9	100.0
Total		222	100.0	100.0	
Valid cases	222	Missing cases	0		

HISPANIC

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Hispanic	1	1	.5	.5	.5
Non-Hispanic	2	178	80.2	80.2	80.6
Missing	9	43	19.4	19.4	100.0
Total		222	100.0	100.0	
Valid cases	222	Missing cases	0		

PARTYSIZ

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	14	6.3	6.3	6.3
	2	94	42.3	42.3	48.6
	3	32	14.4	14.4	63.1
	4	31	14.0	14.0	77.0
	5	17	7.7	7.7	84.7
	6	11	5.0	5.0	89.6
	7	1	.5	.5	90.1
	8	3	1.4	1.4	91.4
	9	1	.5	.5	91.9
	11	2	.9	.9	92.8
	13	1	.5	.5	93.2
	19	5	2.3	2.3	95.5
	20	2	.9	.9	96.4
	22	2	.9	.9	97.3
	26	1	.5	.5	97.7
	28	1	.5	.5	98.2
	30	1	.5	.5	98.6
	39	1	.5	.5	99.1
	40	2	.9	.9	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

MORATRIP Trips to MORA in last 3 years

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	144	64.9	64.9	64.9
	2	30	13.5	13.5	78.4
	3	21	9.5	9.5	87.8
	4	7	3.2	3.2	91.0
	5	4	1.8	1.8	92.8
	6	6	2.7	2.7	95.5
	7	2	.9	.9	96.4
	10	5	2.3	2.3	98.6
	20	1	.5	.5	99.1
	30	1	.5	.5	99.5
	99	1	.5	.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

ANYCHILD Children under 16 in group?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	1	164	73.9	73.9	73.9
Yes	2	58	26.1	26.1	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

CHILD1 Age of child 1

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	3	1.4	1.4	1.4
	2	5	2.3	2.3	3.6
	3	3	1.4	1.4	5.0
	4	1	.5	.5	5.4
	5	6	2.7	2.7	8.1
	6	1	.5	.5	8.6
	7	4	1.8	1.8	10.4
	8	5	2.3	2.3	12.6
	9	2	.9	.9	13.5
	10	3	1.4	1.4	14.9
	11	8	3.6	3.6	18.5
	12	9	4.1	4.1	22.5
	13	4	1.8	1.8	24.3
	14	3	1.4	1.4	25.7
	15	1	.5	.5	26.1
	98	164	73.9	73.9	100.0
Total		222	100.0	100.0	
Valid cases	222	Missing cases	0		

CHILD2 Age of child 2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.5	.5	.5
	3	1	.5	.5	.9
	4	5	2.3	2.3	3.2
	5	2	.9	.9	4.1
	6	4	1.8	1.8	5.9
	7	3	1.4	1.4	7.2
	8	2	.9	.9	8.1
	10	4	1.8	1.8	9.9
	11	2	.9	.9	10.8
	12	3	1.4	1.4	12.2
	13	5	2.3	2.3	14.4
	14	6	2.7	2.7	17.1
	15	1	.5	.5	17.6
	98	183	82.4	82.4	100.0
Total		222	100.0	100.0	
Valid cases	222	Missing cases	0		

CHILD3 Age of child 3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	1	.5	.5	.5
	4	1	.5	.5	.9
	6	1	.5	.5	1.4
	7	2	.9	.9	2.3
	8	1	.5	.5	2.7
	9	1	.5	.5	3.2
	12	1	.5	.5	3.6
	13	2	.9	.9	4.5
	14	1	.5	.5	5.0
	98	211	95.0	95.0	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

CHILD4 Age of child 4

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	4	1	.5	.5	.5
	11	1	.5	.5	.9
	98	220	99.1	99.1	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

CHILD5 Age of child 5

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	8	1	.5	.5	.5
	98	221	99.5	99.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

ACCEPT1 Waiting 1 minute/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	201	90.5	90.5	90.5
Somewhat Acceptable	2	16	7.2	7.2	97.7
Neither Acc nor Unac	3	3	1.4	1.4	99.1
Very Unacceptable	5	1	.5	.5	99.5
Missing	9	1	.5	.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

ACCEPT2 Waiting 2 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	160	72.1	72.1	72.1
Somewhat Acceptable	2	48	21.6	21.6	93.7
Neither Acc nor Unac	3	6	2.7	2.7	96.4
Somewhat Unacceptabl	4	5	2.3	2.3	98.6
Very Unacceptable	5	2	.9	.9	99.5
Missing	9	1	.5	.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

ACCEPT3 Waiting 3 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	89	40.1	40.1	40.1
Somewhat Acceptable	2	91	41.0	41.0	81.1
Neither Acc nor Unac	3	21	9.5	9.5	90.5
Somewhat Unacceptabl	4	10	4.5	4.5	95.0
Very Unacceptable	5	10	4.5	4.5	99.5
Missing	9	1	.5	.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

ACCEPT4 Waiting 4 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	42	18.9	18.9	18.9
Somewhat Acceptable	2	88	39.6	39.6	58.6
Neither Acc nor Unac	3	29	13.1	13.1	71.6
Somewhat Unacceptabl	4	38	17.1	17.1	88.7
Very Unacceptable	5	24	10.8	10.8	99.5
Missing	9	1	.5	.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

ACCEPT5 Waiting 5 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	29	13.1	13.1	13.1
Somewhat Acceptable	2	43	19.4	19.4	32.4
Neither Acc nor Unac	3	45	20.3	20.3	52.7
Somewhat Unacceptabl	4	43	19.4	19.4	72.1
Very Unacceptable	5	61	27.5	27.5	99.5
Missing	9	1	.5	.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

ACCEPT7 Waiting 7 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	12	5.4	5.4	5.4
Somewhat Acceptable	2	26	11.7	11.7	17.1
Neither Acc nor Unac	3	22	9.9	9.9	27.0
Somewhat Unacceptabl	4	51	23.0	23.0	50.0
Very Unacceptable	5	110	49.5	49.5	99.5
Missing	9	1	.5	.5	100.0
		-----	-----	-----	
	Total	222	100.0	100.0	

Valid cases 222 Missing cases 0

MAXTIME Max. time that customers should have to

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	4	1.8	1.8	1.8
	2	20	9.0	9.0	10.8
	3	38	17.1	17.1	27.9
	4	24	10.8	10.8	38.7
	5	77	34.7	34.7	73.4
	6	7	3.2	3.2	76.6
	7	8	3.6	3.6	80.2
	8	2	.9	.9	81.1
	9	2	.9	.9	82.0
	10	30	13.5	13.5	95.5
	11	1	.5	.5	95.9
	13	2	.9	.9	96.8
	15	5	2.3	2.3	99.1
	30	1	.5	.5	99.5
	99	1	.5	.5	100.0
		-----	-----	-----	
	Total	222	100.0	100.0	

Valid cases 222 Missing cases 0

MAXIMPT Importance if more time than max

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	90	40.5	40.5	40.5
Slightly	2	89	40.1	40.1	80.6
Important	3	32	14.4	14.4	95.0
Very	4	9	4.1	4.1	99.1
Extremely	5	1	.5	.5	99.5
Missing	9	1	.5	.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

MINUTES Minutes waited for purchase

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	73	32.9	32.9	32.9
	1	47	21.2	21.2	54.1
	2	7	3.2	3.2	57.2
	4	2	.9	.9	58.1
	5	2	.9	.9	59.0
	6	1	.5	.5	59.5
NA/No purchase	98	90	40.5	40.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

FAVORABL Favorability of wait

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Favorable	1	127	57.2	57.2	57.2
Somewhat Favorable	2	3	1.4	1.4	58.6
Neith Fav nor Unfav	3	1	.5	.5	59.0
Very Unfavorable	5	1	.5	.5	59.5
NA/No purchase	8	90	40.5	40.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

ACTIMPN Importance of actual wait for satisfacti

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	76	34.2	34.2	34.2
Slightly	2	29	13.1	13.1	47.3
Important	3	17	7.7	7.7	55.0
Very	4	6	2.7	2.7	57.7
Extremely	5	3	1.4	1.4	59.0
NA/No purchase	8	90	40.5	40.5	99.5
Missing	9	1	.5	.5	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

COMMENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	100	45.0	45.0	45.0
Good Variety	1	22	9.9	9.9	55.0
Good Service	2	11	5.0	5.0	59.9
Good quality	4	3	1.4	1.4	61.3
Good facility layout	5	3	1.4	1.4	62.6
Spec. item in stock	6	3	1.4	1.4	64.0
Glad facil. present	7	2	.9	.9	64.9
Other positive cmnt	8	32	14.4	14.4	79.3
Poor variety	9	15	6.8	6.8	86.0
Poor service	10	1	.5	.5	86.5
Poor prices	11	3	1.4	1.4	87.8
Spec. item out of st	14	4	1.8	1.8	89.6
Other negative cmnt	16	4	1.8	1.8	91.4
Other neutral cmnt	17	3	1.4	1.4	92.8
Prefer locally-relev	19	1	.5	.5	93.2
Comment unrelated to	20	7	3.2	3.2	96.4
Good displays	21	8	3.6	3.6	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

COMMENT2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	194	87.4	87.4	87.4
Good Variety	1	4	1.8	1.8	89.2
Good Service	2	1	.5	.5	89.6
Good Prices	3	1	.5	.5	90.1
Good quality	4	1	.5	.5	90.5
Good facility layout	5	3	1.4	1.4	91.9
Other positive cmnt	8	5	2.3	2.3	94.1
Poor service	10	2	.9	.9	95.0
Poor prices	11	1	.5	.5	95.5
Poor facil layout	13	3	1.4	1.4	96.8
Spec. item out of st	14	2	.9	.9	97.7
Wish facility gone	15	2	.9	.9	98.6
Prefer locally-relev	19	1	.5	.5	99.1
Comment unrelated to	20	2	.9	.9	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

SUGGESTN Suggestion offered

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No suggestion	0	202	91.0	91.0	91.0
Suggestion made	1	20	9.0	9.0	100.0
Total		222	100.0	100.0	

Valid cases 222 Missing cases 0

IV. JACKSON VISITOR CENTER LOBBY

Interview Schedule

Two versions of the interview schedule were administered randomly to respondents agreeing to participate in the study. Both interview schedules consisted of a series of social and demographic items followed by a series of questions designed to measure: (1) attitudes toward visitor densities in the lobby at the time of the interview, (2) attitudes toward six hypothetical lobby visitor densities shown in pictures, (3) opinions about the density of visitors that should be present in the lobby, and (4) the relative importance of visitor densities in the Jackson Visitor Center lobby in overall MORA visitation experiences. Version 1 asked respondents for their reactions to the actual number of people in the lobby before questions about reactions to the six hypothetical densities of visitors; version 2 asked about the acceptability of the hypothetical visitor densities first. The two versions were intended to be randomly administered but somewhat more version 1 interview schedules were administered. The two interview schedules are included below. Readers should examine these carefully in order to fully understand the rest of this section.

Jackson Visitor Center Lobby

Version 1

**1995 Mount Rainier National Park
Jackson Visitor Center Lobby Survey**

1. Are you: (Circle one number.) 1 FEMALE 2 MALE
2. What year were you born? 19 _____
3. What is your home Zip code (Country if not U.S.)? _____
4. How many years of formal schooling have you completed? (Circle the appropriate number.)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
(Elementary thru High School) (College/Vocational) (Graduate/Professional)
5. Which of the following best describes your current employment status? (Circle the appropriate number.)
- 1 STUDENT
 - 2 HOMEMAKER
 - 3 RETIRED
 - 4 MILITARY
 - 5 EMPLOYED --- What is your occupation?
 - 6 UNEMPLOYED | _____
6. Are you: (Circle one number.)
- 1 AMERICAN INDIAN/ALASKA NATIVE
 - 2 ASIAN
 - 3 BLACK
 - 4 WHITE
 - 5 OTHER (Specify): _____
- Are you: (Circle one number.)
- 1 HISPANIC
 - 2 NON-HISPANIC
7. How many people are in your group today?
_____ PEOPLE
8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
NUMBER OF TRIPS _____
9. Are there any children under age 16 in your group today? (Circle one number.)
- 1 NO
 - 2 YES - What are the ages of the children under age 16 in your group:

Jackson Visitor Center Lobby

QUESTIONS TO BE ASKED BY SURVEY WORKER

- 10. Which of these pictures most closely approximates the number of people that are currently in the visitor center lobby?

PICTURE _____
- 11. Using this scale [scale #2], please rate your response to the number of people that are currently in the visitor center lobby.

Favorability rating (1-5) _____
- 12. Using scale #3 please answer this question. How important was the number of people you encountered in the visitor center lobby in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____
- 13. The number of people present in the visitor center lobby can vary depending on several factors. The pictures posted here show the lobby with different numbers of people in it. For each picture shown, please use scale #1 to rate how ACCEPTABLE it would be to encounter that many people in the visitor center lobby. (Repeat the following question and write the response for each picture.)

HOW ACCEPTABLE IS SHARING THE LOBBY WITH THE NUMBER OF PEOPLE SHOWN IN PICTURE ____?

A _____ B _____ C _____ D _____ E _____ F _____

- 14. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the number of visitors in park facilities. Which picture shows the **MAXIMUM** number of visitors that **SHOULD** be present in the visitor center lobby on busy summer weekends?

PICTURE _____
- 15. Using scale #3 please answer this question. If you had entered the visitor center and found the lobby to be filled with more people than are shown in picture [the maximum crowding picture listed in Q-14], how important would that experience have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____
- 16. Was there anything else about your experience in the visitor center lobby that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Jackson Visitor Center Lobby

Version 2

1995 Mount Rainier National Park
Jackson Visitor Center Lobby Survey

1. Are you: (Circle one number.) 1 FEMALE 2 MALE
2. What year were you born? 19 _____
3. What is your home Zip code (Country if not U.S.)? _____
4. How many years of formal schooling have you completed? (Circle the appropriate number.)
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
 (Elementary thru High School) (College/Vocational) (Graduate/Professional)
5. Which of the following best describes your current employment status? (Circle the appropriate number.)
- 1 STUDENT
 - 2 HOMEMAKER
 - 3 RETIRED
 - 4 MILITARY
 - 5 EMPLOYED --- What is your occupation?
 - 6 UNEMPLOYED | _____

6. Are you: (Circle one number.)
- 1 AMERICAN INDIAN/ALASKA NATIVE
 - 2 ASIAN
 - 3 BLACK
 - 4 WHITE
 - 5 OTHER (Specify): _____

Are you: (Circle one number.)

- 1 HISPANIC
- 2 NON-HISPANIC

7. How many people are in your group today?
 _____ PEOPLE
8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
 NUMBER OF TRIPS _____
9. Are there any children under age 16 in your group today? (Circle one number.)
- 1 NO
 - 2 YES - What are the ages of the children under age 16 in your group:

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. The number of people present in the visitor center lobby can vary depending on several factors. The pictures posted here show the lobby with different numbers of people in it. For each picture shown, please use scale #1 to rate how ACCEPTABLE it would be to encounter that many people in the visitor center lobby. (Repeat the following question and write the response for each picture.)

HOW ACCEPTABLE IS SHARING THE LOBBY WITH THE NUMBER OF PEOPLE SHOWN IN PICTURE ____?

A ____ B ____ C ____ D ____ E ____ F ____

11. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the number of visitors in park facilities. Which picture shows the **MAXIMUM** number of visitors that **SHOULD** be present in the visitor center lobby on busy summer weekends?

PICTURE _____

12. Using scale #3 please answer this question. If you had entered the visitor center and found the lobby to be filled with more people than are shown in picture [the maximum crowding picture listed in Q-11], how important would that experience have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. Which of these pictures most closely approximates the number of people that are currently in the visitor center lobby?

PICTURE _____

14. Using this scale [scale #2], please rate your response to the number of people that are currently in the visitor center lobby.

Favorability rating (1-5) _____

15. Using scale #3 once again, please answer this question. How important was the number of people you encountered in the visitor center lobby in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the visitor center lobby that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?



Picture A

Jackson Visitor Center Lobby



Picture B

Jackson Visitor Center Lobby



Picture C

Jackson Visitor Center Lobby



Picture D

Jackson Visitor Center Lobby



Picture E

Jackson Visitor Center Lobby



Picture F

Jackson Visitor Center Lobby

Scales used by respondents when answering interview questions.

SCALE #1

Very Acceptable	Somewhat Acceptable	Neither Acceptable nor Unacceptable	Somewhat Unacceptable	Very Unacceptable
1	2	3	4	5

SCALE #2

Very Favorable	Somewhat Favorable	Neither Favorable nor Unfavorable	Somewhat Unfavorable	Very Unfavorable
1	2	3	4	5

SCALE #3

Not at all Important	Slightly Important	Important	Very Important	Extremely Important
1	2	3	4	5

Visitor Contact Procedure

Field interviewers were posted in the lobby next to the stone pillars near the book store. The original sampling schedule was designed to result in a sample of the visitors in the lobby stratified by the ratio of weekday to weekend visitation (.60/.40). Sampling periods were assigned for 3.5 hour periods beginning from 9:30 a.m. or 1:00 p.m. Interviewers were instructed to contact as many eligible people as possible during each interview period. Parties were contacted if they entered a ten foot square area in the lobby and a random process was used to select eligible persons in the party. In total, 324 people were interviewed; the target n was 300.

In the interview portion of the survey (i.e., the second side of the interview schedule) visitors were asked questions involving six pictures (labeled A through F, see above) showing the lobby with varying numbers of visitors present. These pictures were posted on the stone pillar next to the book store.

Discussions of Limitations and Potential Limitations

Assuming a random sample and questions of yes/no type in which the true occurrences of these values in the population are .50/.50, the entire sample data (324) can be generalized to the population of visitors using the Jackson Visitor Center lobby with a 95% assurance that the obtained or observed percentages to any item will vary by no more than $\pm 5.5\%$. Assuming a random sample, a five

Jackson Visitor Center Lobby

point scale, and a true mean of 3.0, the entire sample data can be generalized to the Jackson Visitor Center lobby population with 95% assurance that the obtained or observed values will fall between 2.89 and 3.11.

Although the goal of the stratified sample procedure was to achieve a ratio of weekday visitors to weekend visitors of .6/.4, the actual sample ratio is .63/.37. A multivariate analysis of variance was performed comparing mean values of acceptability for the six hypothetical visitor density categories for the weekday and weekend subsamples. No significant statistical differences were observed (sig. of $F = .401$).

A question can be raised regarding potential bias introduced into the data depending on whether respondents were asked the hypothetical visitor density questions before or after the questions pertaining to their reactions to actual visitor density. As noted above, to control for this potential bias, two versions of the interview schedule were used. A test for the ordering effect of these questions was performed using multivariate analysis of variance comparing mean values for version 1 and 2 subsamples across the six visitor density categories. Significant differences were observed (sig. of $F = .029$).

Jackson Visitor Center Lobby

Respondents rated the visitor density in photos D, E, and F as somewhat more acceptable if they had been asked to evaluate the actual visitor density first. The following mean differences were observed at the .05 significance level with univariate F tests (note that higher scores indicate conditions that are less acceptable):

	acceptability/ photo D	acceptability/ photo E	acceptability photo F
v. 1	2.68	3.41	3.78
v. 2	3.01	3.77	4.29

These results raise interesting questions about how the item ordering actually produces the observed differences -- especially since most respondents experienced visitor densities lower than those shown in the photographs for which statistical differences were observed. Unfortunately, the existing data do not allow statistical tests of such hypotheses. Similar results were observed in the data from four other facility surveys reported in other sections of this report.

These differences in visitor response that result from a small methodological change in the survey are theoretically interesting but difficult to interpret for practical purposes. They limit confidence in the precision of the mean preferences found by the surveys, but do not invalidate the results. Persons using these data should therefore exercise caution in their interpretations of the results, particularly when considering differences in response that are numerically small.

The hypothetical visitor density preference curves reported in this section were created using version 1 (n=171) and version two (n=153) interview schedules

Jackson Visitor Center Lobby

together. This approach was judged to be appropriate given the relatively small differences observed between the two subsamples and because there was no basis for considering the results of one survey version to be more valid than the other.

Graphical Presentation of Findings

FIGURE 4.1: VISITOR ORIGIN (JVC LOBBY)

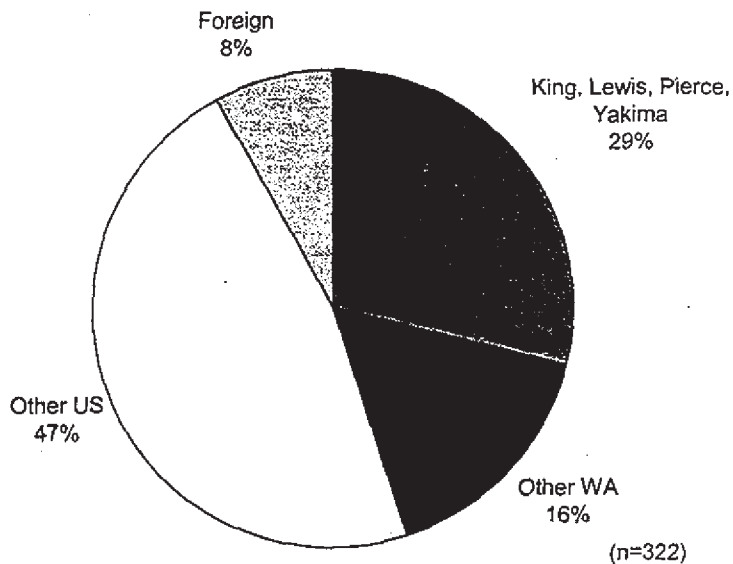


FIGURE 4.2
NUMBER OF TRIPS TO MORA IN LAST THREE YEARS
(JVC LOBBY)

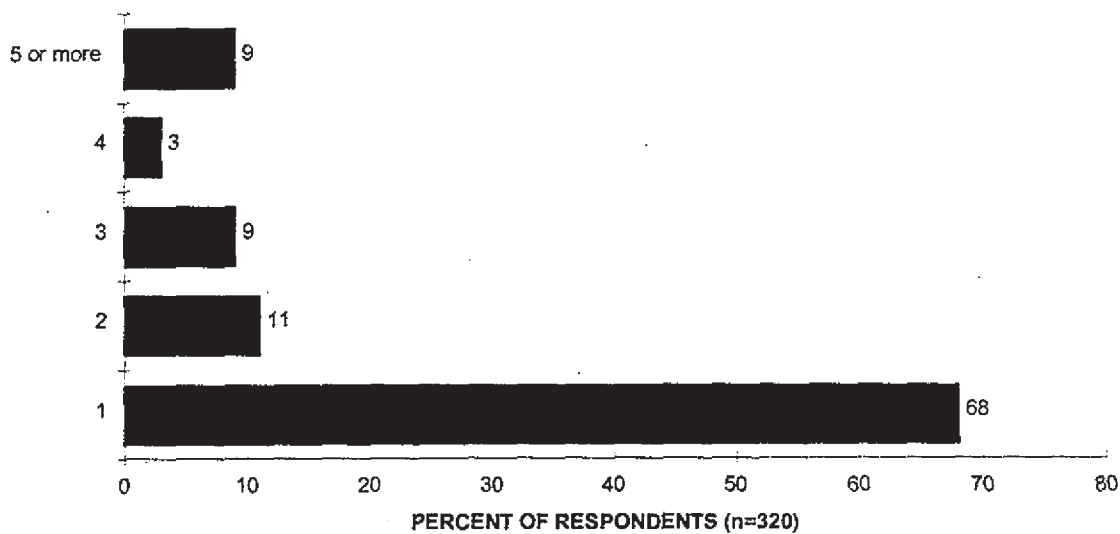
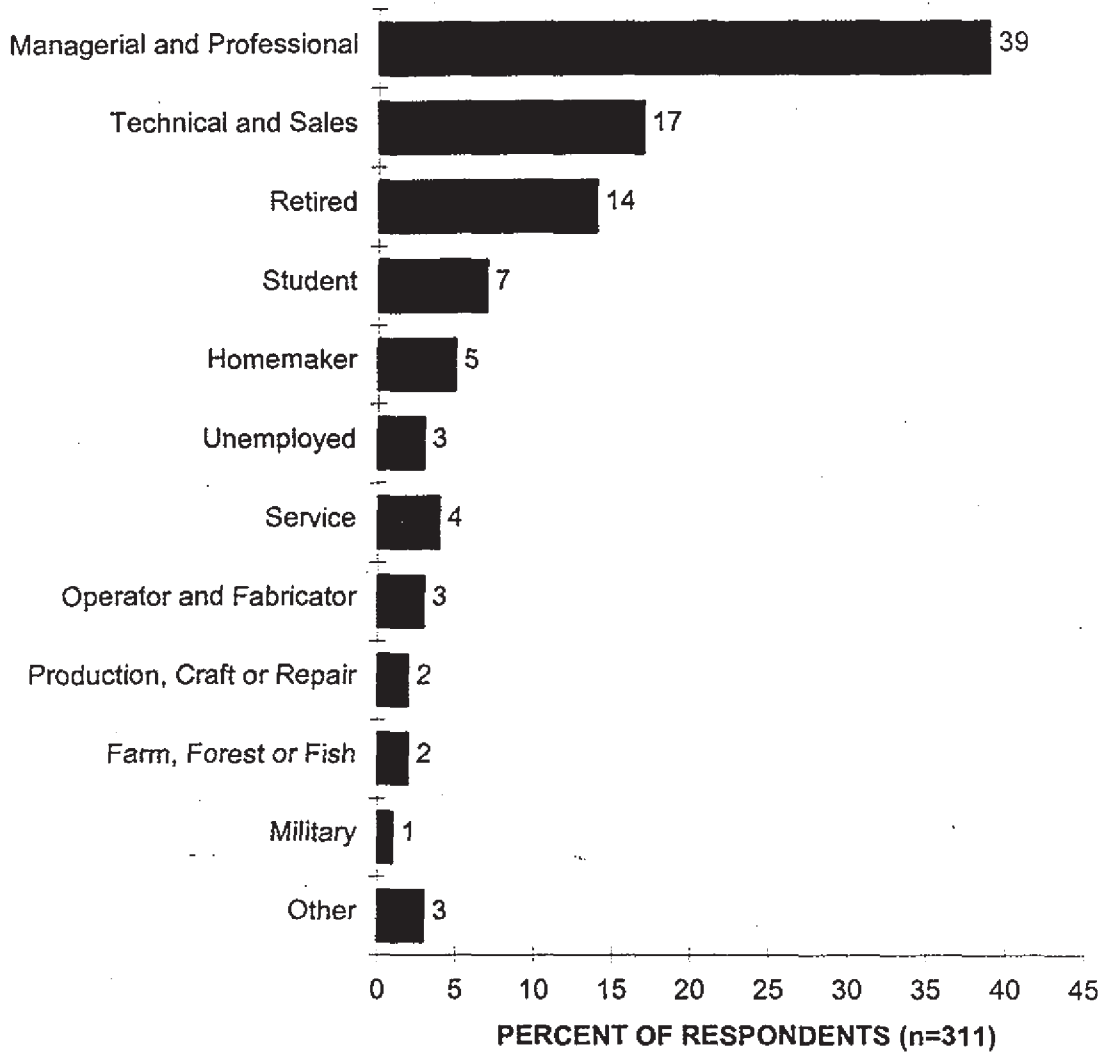


FIGURE 4.3: OCCUPATIONS (JVC LOBBY)



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FIGURE 4.4: EDUCATION (JVC LOBBY)

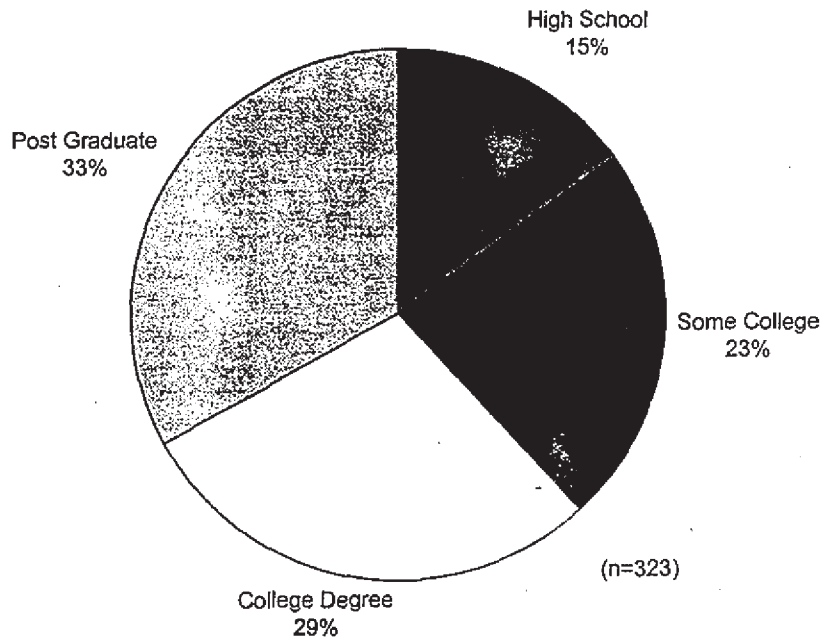
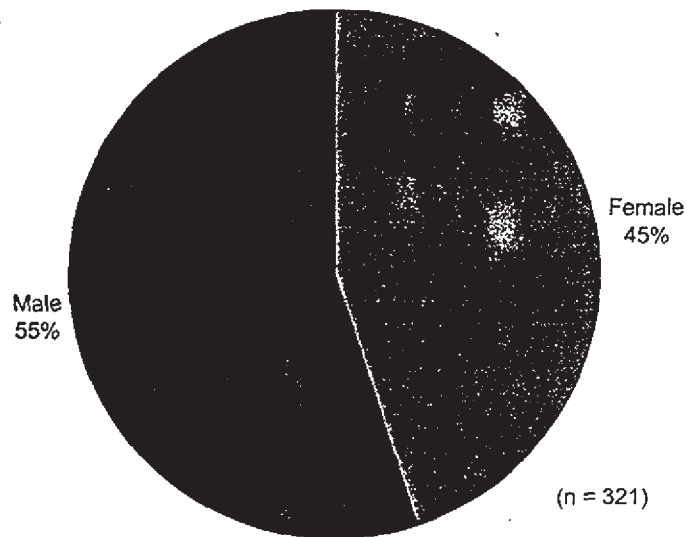
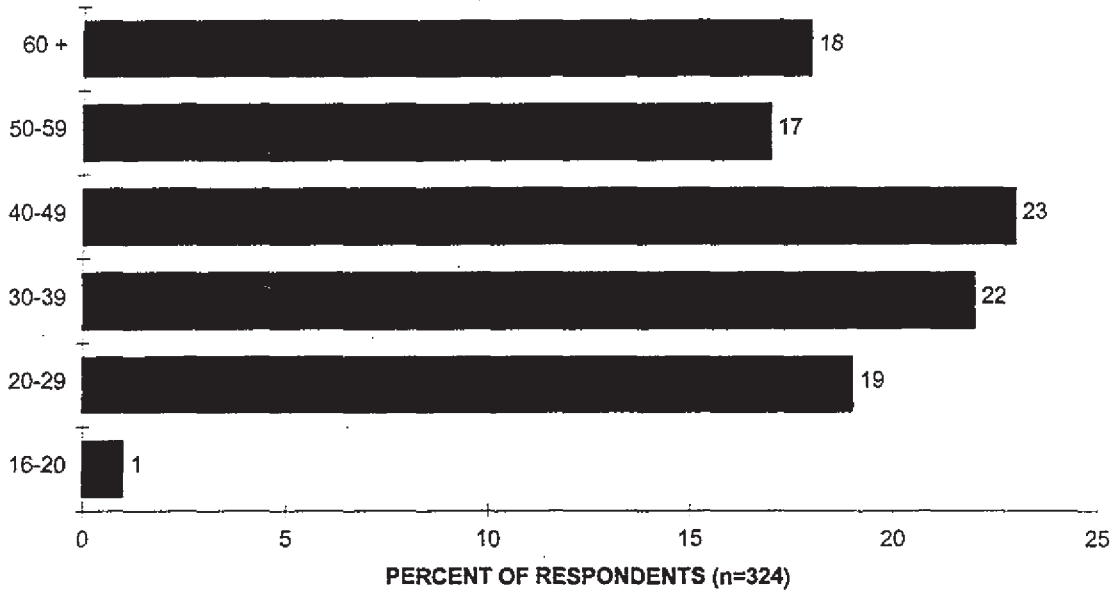


FIGURE 4.5: GENDER (JVC LOBBY)



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FIGURE 4.6: AGE (JVC LOBBY)



Jackson Visitor Center Lobby

FIGURE 4.7: RACE (JVC LOBBY)

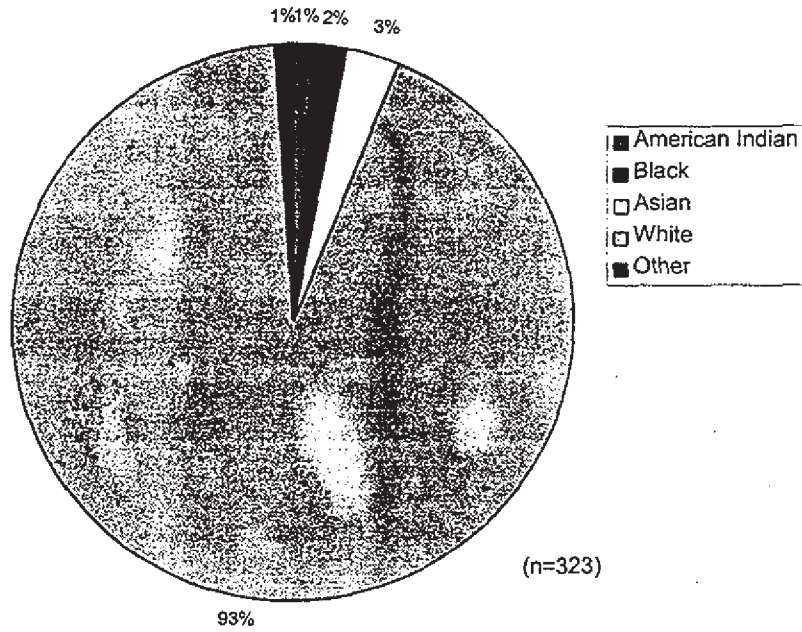
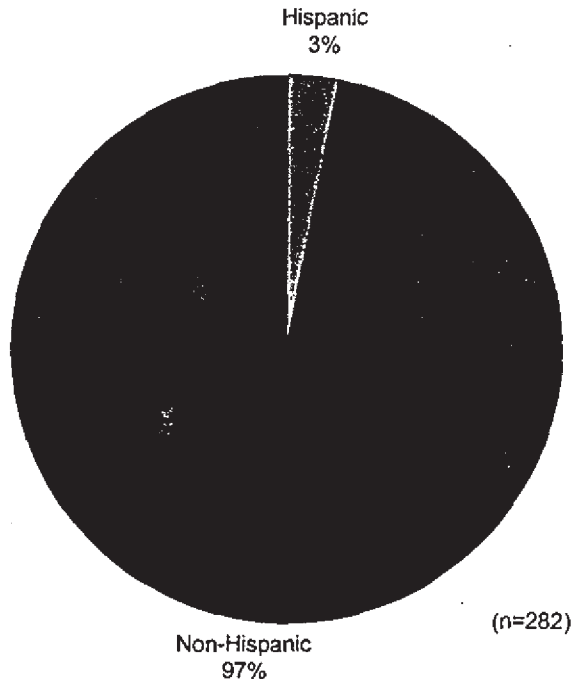


FIGURE 4.8: PERCENT HISPANIC (JVC LOBBY)



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FIGURE 4.9: PARTY SIZE (JVC LOBBY)

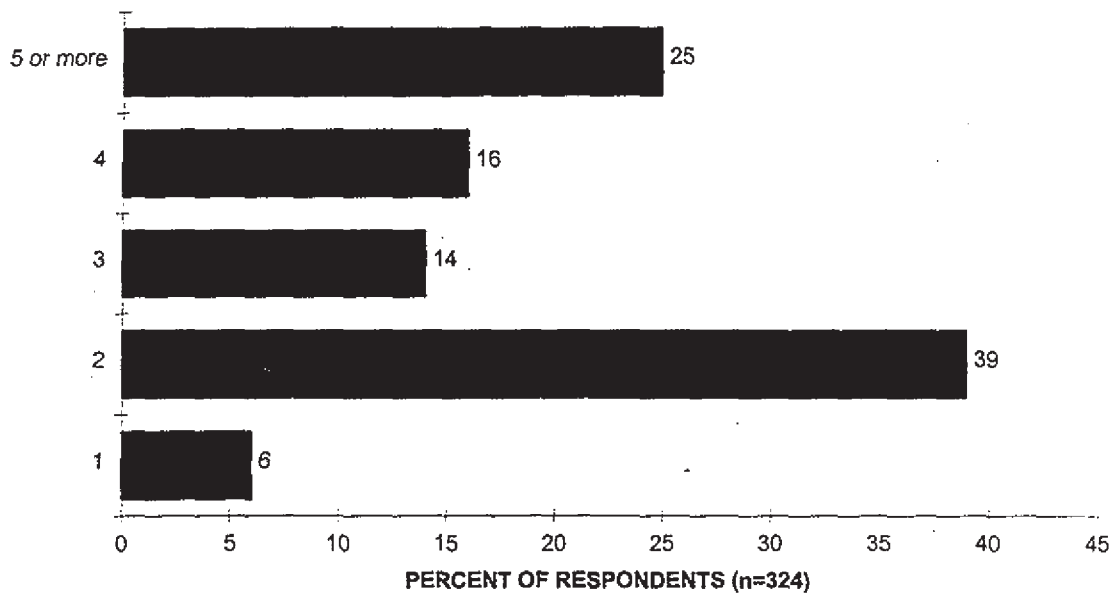
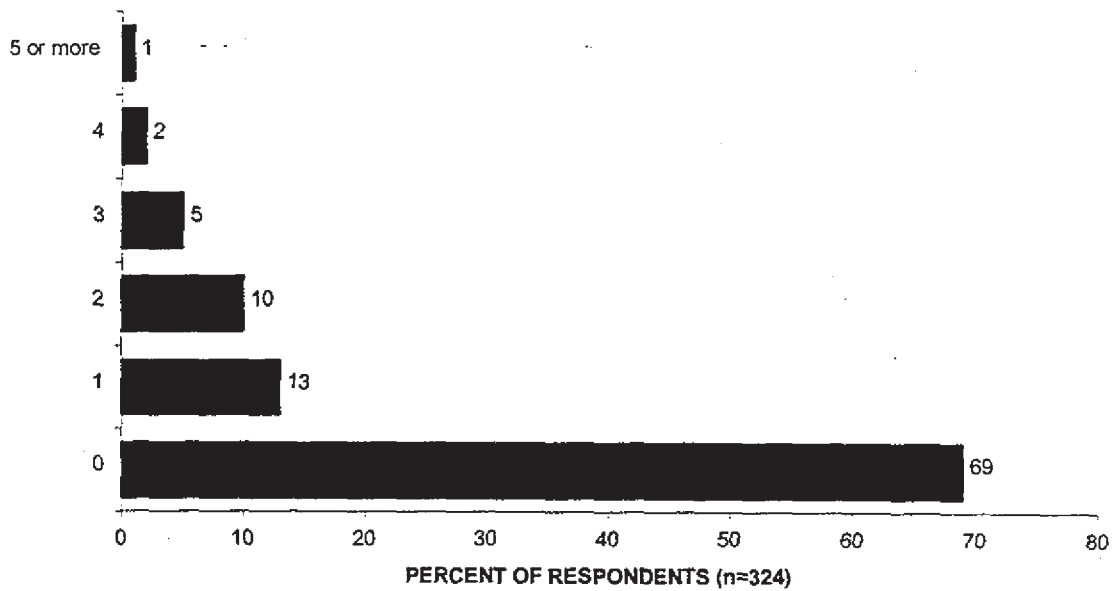
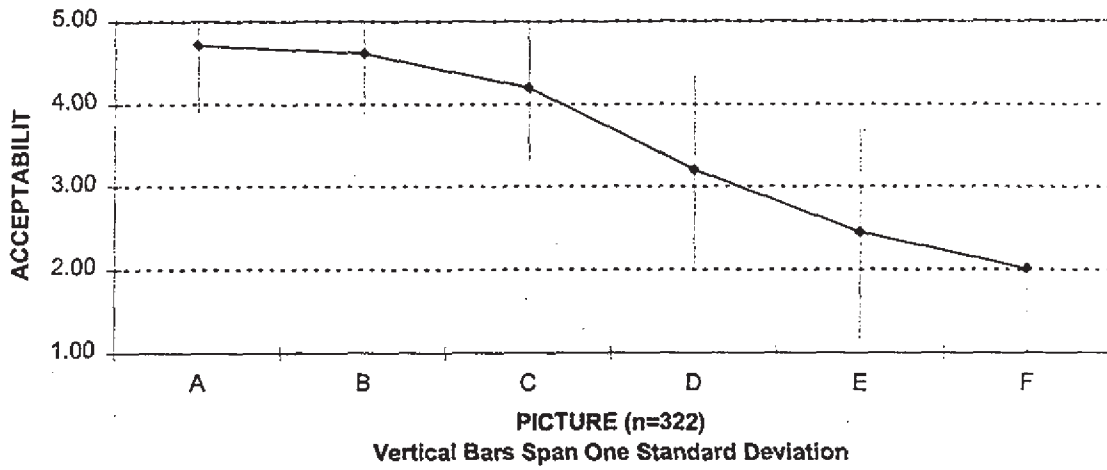


FIGURE 4.10: NUMBER OF CHILDREN IN PARTY (JVC LOBBY)



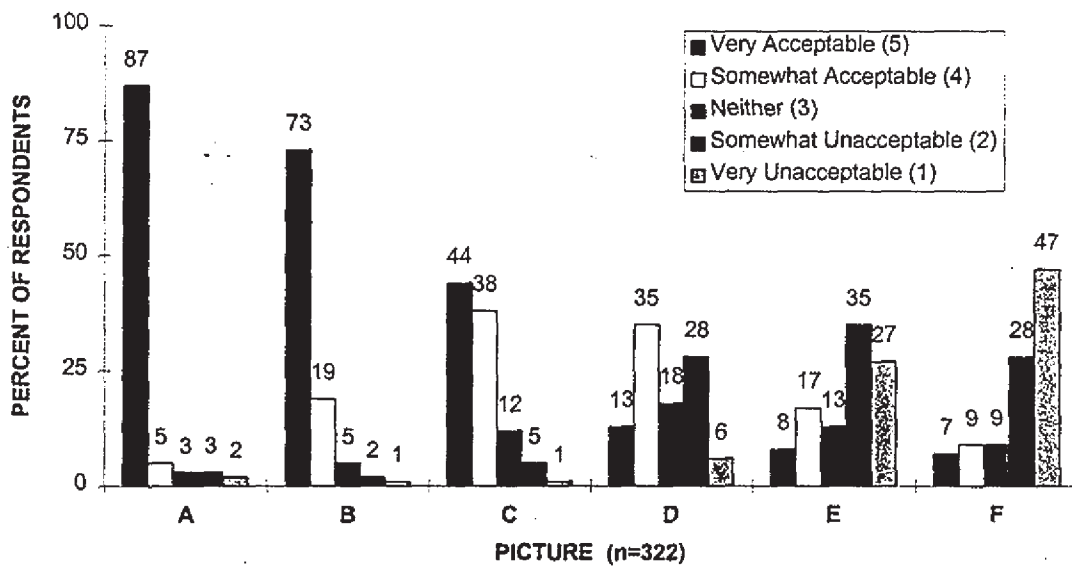
Jackson Visitor Center Lobby

FIGURE 4.11
ACCEPTABILITY OF NUMBER OF PEOPLE
IN THE JVC LOBBY



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

FIGURE 4.12
ACCEPTABILITY OF NUMBER OF PEOPLE
IN THE JVC LOBBY



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

Jackson Visitor Center Lobby

FIGURE 4.13
ACTUAL NUMBER OF PEOPLE IN THE JVC LOBBY

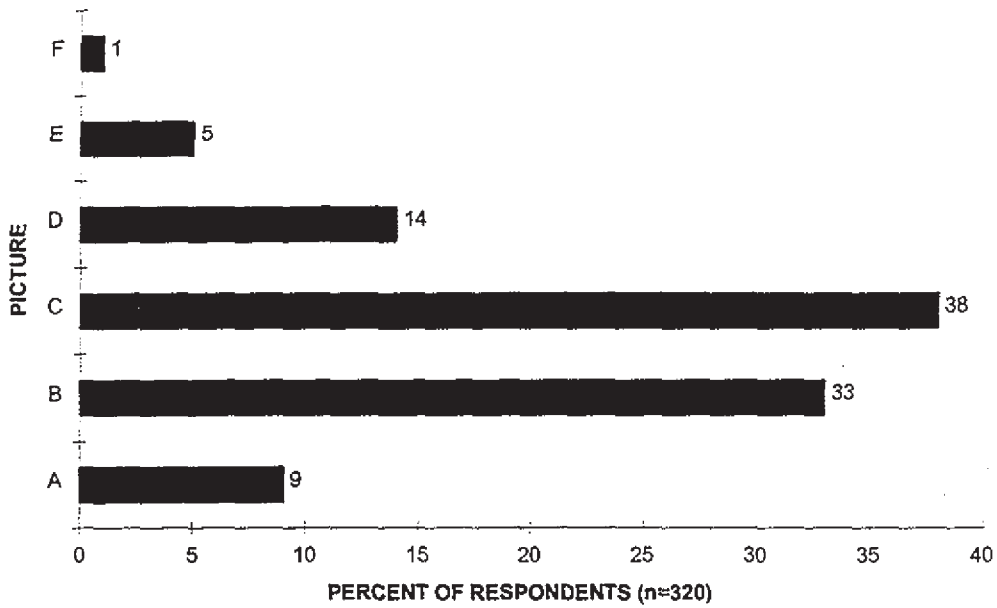
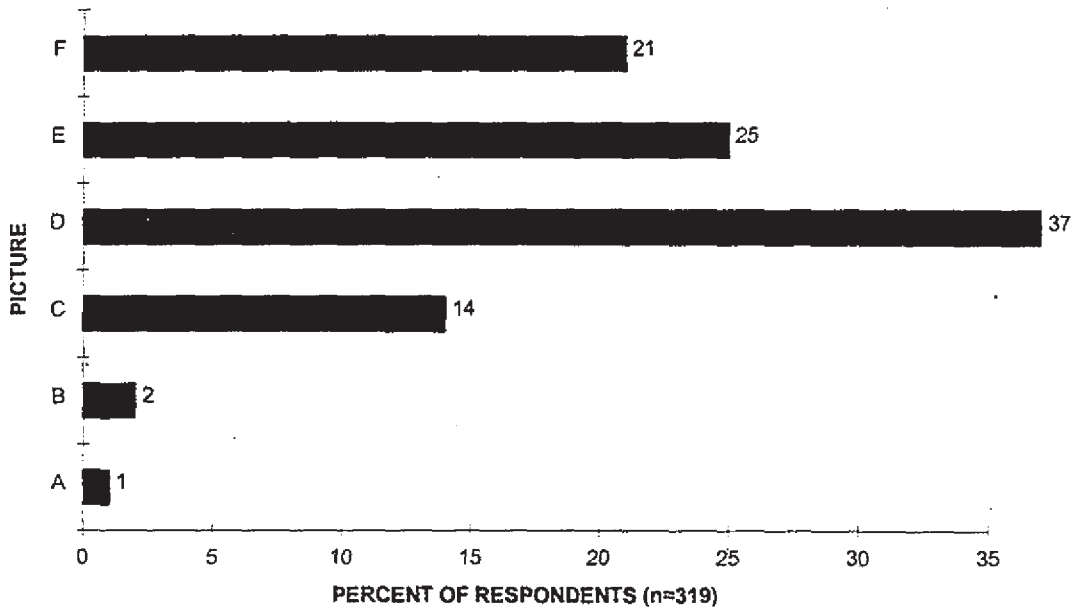


FIGURE 4.14
SUGGESTED MAXIMUM NUMBER OF PEOPLE
IN THE JVC LOBBY



Jackson Visitor Center Lobby

FIGURE 4.15
RESPONDENTS' RATINGS OF ACTUAL NUMBER OF PEOPLE
IN THE JVC LOBBY

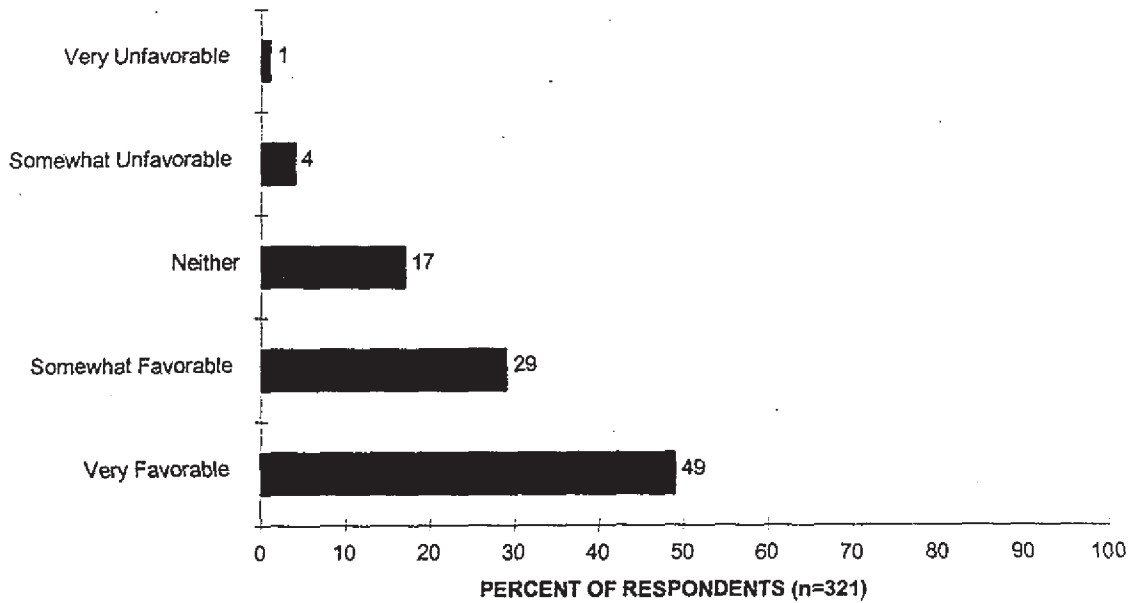


FIGURE 4.16
IMPORTANCE OF NUMBER OF PEOPLE
IN THE JVC LOBBY TO OVERALL TRIP SATISFACTION

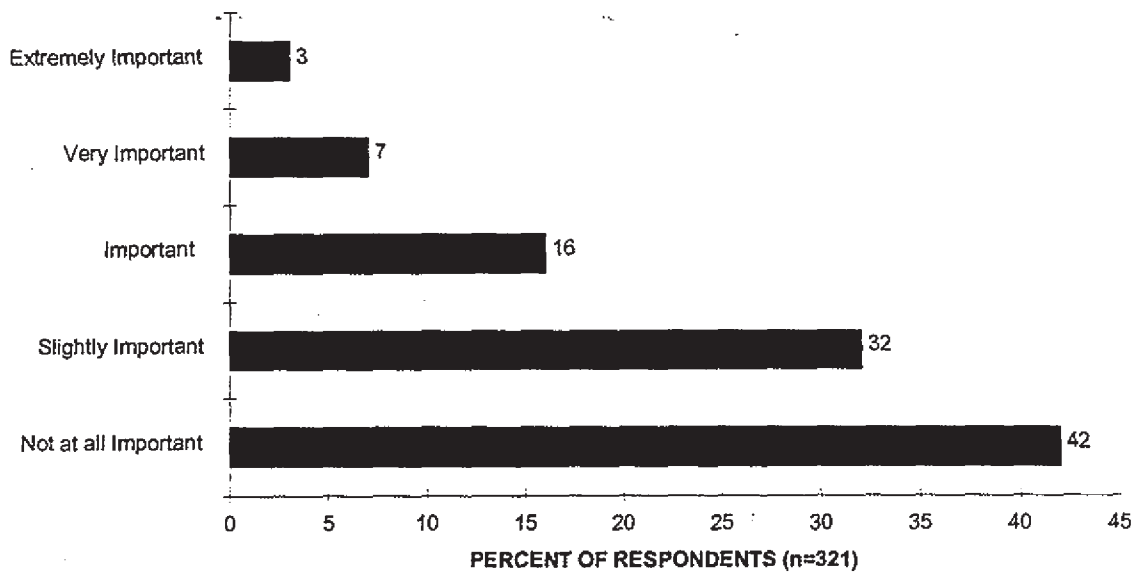
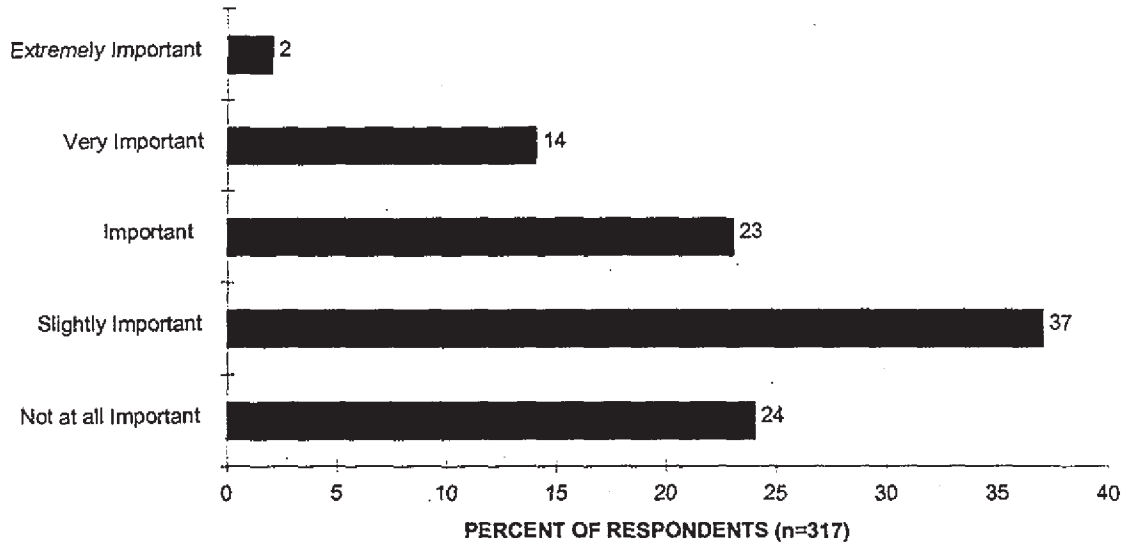


FIGURE 4.17
IMPORTANCE OF MAXIMUM NUMBER OF PEOPLE
IN THE JVC LOBBY TO OVERALL TRIP SATISFACTION



Data Tables

VERSION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	171	52.8	52.8	52.8
	2	153	47.2	47.2	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

MONTH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	1	.3	.3	.3
	8	227	70.1	70.1	70.4
	9	95	29.3	29.3	99.7
	99	1	.3	.3	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

DAY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	40	12.3	12.3	12.3
	2	3	.9	.9	13.3
	3	42	13.0	13.0	26.2
	4	11	3.4	3.4	29.6
	5	1	.3	.3	29.9
	12	35	10.8	10.8	40.7
	14	33	10.2	10.2	50.9
	16	20	6.2	6.2	57.1
	19	30	9.3	9.3	66.4
	20	1	.3	.3	66.7
	21	30	9.3	9.3	75.9
	24	16	4.9	4.9	80.9
	25	21	6.5	6.5	87.3
	29	40	12.3	12.3	99.7
	99	1	.3	.3	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

HOUR

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	47	14.5	14.5	14.5
	2	55	17.0	17.0	31.5
	3	29	9.0	9.0	40.4
	4	17	5.2	5.2	45.7
	9	1	.3	.3	46.0
	10	38	11.7	11.7	57.7
	11	70	21.6	21.6	79.3
	12	55	17.0	17.0	96.3
	99	12	3.7	3.7	100.0
	Total	324	100.0	100.0	

Valid cases 324 Missing cases 0

WORKER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	36	11.1	11.1	11.1
	2	23	7.1	7.1	18.2
	3	64	19.8	19.8	38.0
	4	29	9.0	9.0	46.9
	6	75	23.1	23.1	70.1
	7	16	4.9	4.9	75.0
	11	17	5.2	5.2	80.2
	12	41	12.7	12.7	92.9
	13	22	6.8	6.8	99.7
	99	1	.3	.3	100.0
	Total	324	100.0	100.0	

Valid cases 324 Missing cases 0

SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Female	1	144	44.4	44.4	44.4
Male	2	177	54.6	54.6	99.1
	9	3	.9	.9	100.0
	Total	324	100.0	100.0	

Valid cases 324 Missing cases 0

BIRTHYR year of birth

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	9	1	.3	.3	.3
	15	1	.3	.3	.6
	16	1	.3	.3	.9
	17	3	.9	.9	1.9
	18	2	.6	.6	2.5
	19	2	.6	.6	3.1
	20	4	1.2	1.2	4.3
	21	2	.6	.6	4.9
	22	1	.3	.3	5.2
	23	1	.3	.3	5.6
	24	1	.3	.3	5.9
	25	1	.3	.3	6.2
	26	1	.3	.3	6.5
	27	3	.9	.9	7.4
	28	3	.9	.9	8.3
	30	6	1.9	1.9	10.2
	31	7	2.2	2.2	12.3
	32	6	1.9	1.9	14.2
	33	7	2.2	2.2	16.4
	34	2	.6	.6	17.0
	35	4	1.2	1.2	18.2
	36	6	1.9	1.9	20.1
	37	1	.3	.3	20.4
	38	3	.9	.9	21.3
	39	6	1.9	1.9	23.1
	40	8	2.5	2.5	25.6
	41	5	1.5	1.5	27.2
	42	3	.9	.9	28.1
	43	9	2.8	2.8	30.9
	44	6	1.9	1.9	32.7
	45	8	2.5	2.5	35.2
	46	5	1.5	1.5	36.7
	47	9	2.8	2.8	39.5
	48	5	1.5	1.5	41.0
	49	6	1.9	1.9	42.9

BIRTHYR year of birth

	50	3	.9	.9	43.8
	51	10	3.1	3.1	46.9
	52	9	2.8	2.8	49.7
	53	11	3.4	3.4	53.1
	54	9	2.8	2.8	55.9
	55	9	2.8	2.8	58.6
	56	11	3.4	3.4	62.0
	57	5	1.5	1.5	63.6
	58	7	2.2	2.2	65.7
	59	7	2.2	2.2	67.9
	60	7	2.2	2.2	70.1
	61	6	1.9	1.9	71.9
	62	9	2.8	2.8	74.7
	63	5	1.5	1.5	76.2
	64	9	2.8	2.8	79.0
	65	6	1.9	1.9	80.9
	66	7	2.2	2.2	83.0
	67	7	2.2	2.2	85.2
	68	3	.9	.9	86.1
	69	7	2.2	2.2	88.3
	70	6	1.9	1.9	90.1
	71	11	3.4	3.4	93.5
	72	6	1.9	1.9	95.4
	73	7	2.2	2.2	97.5
	74	3	.9	.9	98.5
	75	4	1.2	1.2	99.7
	76	1	.3	.3	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

ZIPCODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1001	2	.6	.6	.6
	2053	1	.3	.3	.9
	2138	1	.3	.3	1.2
	2215	1	.3	.3	1.5
	2910	1	.3	.3	1.9
	4330	1	.3	.3	2.2
	4843	1	.3	.3	2.5
	5602	1	.3	.3	2.8
	6062	1	.3	.3	3.1
	6437	1	.3	.3	3.4
	6447	1	.3	.3	3.7
	7068	1	.3	.3	4.0
	7901	1	.3	.3	4.3
	7924	1	.3	.3	4.6
	8055	1	.3	.3	4.9
	8530	1	.3	.3	5.2
	8554	1	.3	.3	5.6
	8629	1	.3	.3	5.9
	8840	1	.3	.3	6.2
	10583	1	.3	.3	6.5
	10804	1	.3	.3	6.8
	11716	1	.3	.3	7.1
	11804	1	.3	.3	7.4
	12023	1	.3	.3	7.7
	12526	1	.3	.3	8.0
	12804	1	.3	.3	8.3
	13204	1	.3	.3	8.6
	16051	1	.3	.3	9.0
	17201	1	.3	.3	9.3
	17728	1	.3	.3	9.6
	19072	1	.3	.3	9.9
	19130	1	.3	.3	10.2
	20002	1	.3	.3	10.5
	20850	1	.3	.3	10.8
	21042	1	.3	.3	11.1

ZIPCODE

	21146	1	.3	.3	11.4
	21208	1	.3	.3	11.7
	22020	1	.3	.3	12.0
	22065	1	.3	.3	12.3
	22201	1	.3	.3	12.7
	22306	1	.3	.3	13.0
	23322	1	.3	.3	13.3
	23602	1	.3	.3	13.6
	27513	1	.3	.3	13.9
	27514	1	.3	.3	14.2
	27803	1	.3	.3	14.5
	28150	1	.3	.3	14.8
	28679	1	.3	.3	15.1
	30030	1	.3	.3	15.4
	30075	1	.3	.3	15.7
	30340	1	.3	.3	16.0
	30577	1	.3	.3	16.4
	32867	1	.3	.3	16.7
	33172	1	.3	.3	17.0
	33434	1	.3	.3	17.3
	34621	1	.3	.3	17.6
	37167	1	.3	.3	17.9
	38133	1	.3	.3	18.2
	39437	1	.3	.3	18.5
	42066	1	.3	.3	18.8
	44131	2	.6	.6	19.4
	44141	1	.3	.3	19.8
	44305	1	.3	.3	20.1
	44321	1	.3	.3	20.4
	44721	1	.3	.3	20.7
	45219	1	.3	.3	21.0
	45377	1	.3	.3	21.3
	46208	1	.3	.3	21.6
	46401	1	.3	.3	21.9
	47201	1	.3	.3	22.2
	47401	1	.3	.3	22.5
	47404	1	.3	.3	22.8
	48007	1	.3	.3	23.1
	48107	1	.3	.3	23.5

ZIPCODE

50158	1	.3	.3	23.8
53228	1	.3	.3	24.1
53614	1	.3	.3	24.4
54166	1	.3	.3	24.7
54313	1	.3	.3	25.0
54729	1	.3	.3	25.3
55044	1	.3	.3	25.6
55108	1	.3	.3	25.9
55112	1	.3	.3	26.2
55118	1	.3	.3	26.5
55123	1	.3	.3	26.9
55317	1	.3	.3	27.2
55424	1	.3	.3	27.5
56557	1	.3	.3	27.8
59405	1	.3	.3	28.1
59442	1	.3	.3	28.4
60012	1	.3	.3	28.7
60073	1	.3	.3	29.0
60074	1	.3	.3	29.3
60089	1	.3	.3	29.6
60184	1	.3	.3	29.9
61801	1	.3	.3	30.2
63031	1	.3	.3	30.6
64138	1	.3	.3	30.9
64854	1	.3	.3	31.2
71913	1	.3	.3	31.5
74135	1	.3	.3	31.8
75206	1	.3	.3	32.1
75229	1	.3	.3	32.4
76014	1	.3	.3	32.7
76123	1	.3	.3	33.0
77006	1	.3	.3	33.3
77550	1	.3	.3	33.6
78411	1	.3	.3	34.0
78550	1	.3	.3	34.3
80122	1	.3	.3	34.6
80232	1	.3	.3	34.9
82070	1	.3	.3	35.2
83703	2	.6	.6	35.8

ZIPCODE

83704	1	.3	.3	36.1
84108	1	.3	.3	36.4
85205	1	.3	.3	36.7
85254	1	.3	.3	37.0
85260	1	.3	.3	37.3
85282	1	.3	.3	37.7
85716	1	.3	.3	38.0
89506	1	.3	.3	38.3
90265	1	.3	.3	38.6
90650	1	.3	.3	38.9
90746	1	.3	.3	39.2
91320	1	.3	.3	39.5
91351	1	.3	.3	39.8
91525	1	.3	.3	40.1
92120	1	.3	.3	40.4
92122	1	.3	.3	40.7
92404	1	.3	.3	41.0
93063	1	.3	.3	41.4
93064	1	.3	.3	41.7
93635	1	.3	.3	42.0
94022	1	.3	.3	42.3
94043	1	.3	.3	42.6
94070	1	.3	.3	42.9
94306	1	.3	.3	43.2
94402	1	.3	.3	43.5
94523	1	.3	.3	43.8
94551	1	.3	.3	44.1
94553	1	.3	.3	44.4
94588	1	.3	.3	44.8
94601	1	.3	.3	45.1
94707	1	.3	.3	45.4
95127	1	.3	.3	45.7
95240	1	.3	.3	46.0
95355	1	.3	.3	46.3
95472	1	.3	.3	46.6
95608	1	.3	.3	46.9
95658	1	.3	.3	47.2
96001	1	.3	.3	47.5
97007	1	.3	.3	47.8

ZIPCODE

97035	1	.3	.3	48.1
97045	2	.6	.6	48.8
97124	1	.3	.3	49.1
97206	1	.3	.3	49.4
97219	1	.3	.3	49.7
97224	1	.3	.3	50.0
97229	2	.6	.6	50.6
97232	1	.3	.3	50.9
97236	1	.3	.3	51.2
97301	1	.3	.3	51.5
97303	1	.3	.3	51.9
97304	1	.3	.3	52.2
97386	1	.3	.3	52.5
97463	1	.3	.3	52.8
97478	1	.3	.3	53.1
97801	1	.3	.3	53.4
97814	1	.3	.3	53.7
98003	1	.3	.3	54.0
98005	1	.3	.3	54.3
98007	1	.3	.3	54.6
98008	1	.3	.3	54.9
98011	1	.3	.3	55.2
98021	1	.3	.3	55.6
98027	1	.3	.3	55.9
98031	1	.3	.3	56.2
98033	1	.3	.3	56.5
98034	1	.3	.3	56.8
98040	2	.6	.6	57.4
98042	1	.3	.3	57.7
98052	2	.6	.6	58.3
98053	1	.3	.3	58.6
98058	1	.3	.3	59.0
98059	1	.3	.3	59.3
98072	3	.9	.9	60.2
98101	1	.3	.3	60.5
98103	3	.9	.9	61.4
98105	1	.3	.3	61.7
98106	1	.3	.3	62.0
98107	2	.6	.6	62.7

ZIPCODE

98109	2	.6	.6	63.3
98110	1	.3	.3	63.6
98112	1	.3	.3	63.9
98115	2	.6	.6	64.5
98116	2	.6	.6	65.1
98117	1	.3	.3	65.4
98118	1	.3	.3	65.7
98119	2	.6	.6	66.4
98125	1	.3	.3	66.7
98133	1	.3	.3	67.0
98146	2	.6	.6	67.6
98155	2	.6	.6	68.2
98168	1	.3	.3	68.5
98188	1	.3	.3	68.8
98195	1	.3	.3	69.1
98198	1	.3	.3	69.4
98199	1	.3	.3	69.8
98225	1	.3	.3	70.1
98226	1	.3	.3	70.4
98275	1	.3	.3	70.7
98310	2	.6	.6	71.3
98311	2	.6	.6	71.9
98328	1	.3	.3	72.2
98338	2	.6	.6	72.8
98362	2	.6	.6	73.5
98370	1	.3	.3	73.8
98372	1	.3	.3	74.1
98374	3	.9	.9	75.0
98387	2	.6	.6	75.6
98388	1	.3	.3	75.9
98390	2	.6	.6	76.5
98399	1	.3	.3	76.9
98402	1	.3	.3	77.2
98406	1	.3	.3	77.5
98407	2	.6	.6	78.1
98422	1	.3	.3	78.4
98433	2	.6	.6	79.0
98481	1	.3	.3	79.3
98498	1	.3	.3	79.6

ZIPCODE

98501	2	.6	.6	80.2
98502	1	.3	.3	80.6
98503	1	.3	.3	80.9
98532	1	.3	.3	81.2
98558	1	.3	.3	81.5
98584	1	.3	.3	81.8
98591	1	.3	.3	82.1
98596	1	.3	.3	82.4
98597	2	.6	.6	83.0
98606	1	.3	.3	83.3
98684	2	.6	.6	84.0
98801	2	.6	.6	84.6
98816	1	.3	.3	84.9
98855	1	.3	.3	85.2
98901	1	.3	.3	85.5
98902	2	.6	.6	86.1
98930	1	.3	.3	86.4
98935	1	.3	.3	86.7
98947	1	.3	.3	87.0
98951	2	.6	.6	87.7
99206	2	.6	.6	88.3
99212	1	.3	.3	88.6
99223	2	.6	.6	89.2
99301	1	.3	.3	89.5
99337	2	.6	.6	90.1
99348	1	.3	.3	90.4
99352	4	1.2	1.2	91.7
99960	4	1.2	1.2	92.9
99961	5	1.5	1.5	94.4
99963	1	.3	.3	94.8
99966	1	.3	.3	95.1
99967	7	2.2	2.2	97.2
99971	1	.3	.3	97.5
99973	1	.3	.3	97.8
99976	1	.3	.3	98.1
99977	1	.3	.3	98.5
99985	1	.3	.3	98.8
99990	1	.3	.3	99.1
99998	1	.3	.3	99.4

ZIPCODE

99999	2	.6	.6	100.0
Total	324	100.0	100.0	
Valid cases	324	Missing cases	0	

SCHOOL Years of education

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	1	.3	.3	.3
	7	1	.3	.3	.6
	8	3	.9	.9	1.5
	9	1	.3	.3	1.9
	10	3	.9	.9	2.8
	11	1	.3	.3	3.1
	12	37	11.4	11.4	14.5
	13	18	5.6	5.6	20.1
	14	41	12.7	12.7	32.7
	15	15	4.6	4.6	37.3
	16	95	29.3	29.3	66.7
	17	13	4.0	4.0	70.7
	18	39	12.0	12.0	82.7
	19	16	4.9	4.9	87.7
	20	18	5.6	5.6	93.2
	21	5	1.5	1.5	94.8
	22	3	.9	.9	95.7
	23	2	.6	.6	96.3
	24	11	3.4	3.4	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

OCCUPATN Code for occupation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Managerial/professio	1	122	37.7	37.7	37.7
Tech/Sales/Admin sup	2	54	16.7	16.7	54.3
Service	3	11	3.4	3.4	57.7
Farm/Forestry/Fish	4	5	1.5	1.5	59.3
Production/Craft/Rep	5	6	1.9	1.9	61.1
Operator/Fabricator/	6	9	2.8	2.8	63.9
Homemaker	7	15	4.6	4.6	68.5
Military	8	3	.9	.9	69.4
Retired	9	43	13.3	13.3	82.7
Student	10	22	6.8	6.8	89.5
Unemployed	11	10	3.1	3.1	92.6
Unclassifiable	97	11	3.4	3.4	96.0
Missing	99	13	4.0	4.0	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

RACE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Amer. Indian/AK nati	1	3	.9	.9	.9
Asian	2	10	3.1	3.1	4.0
Black	3	6	1.9	1.9	5.9
White	4	299	92.3	92.3	98.1
Other	5	5	1.5	1.5	99.7
Missing	9	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

HISPANIC

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Hispanic	1	9	2.8	2.8	2.8
Non-Hispanic	2	273	84.3	84.3	87.0
Missing	9	42	13.0	13.0	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

PARTYSIZ

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	18	5.6	5.6	5.6
	2	127	39.2	39.2	44.8
	3	44	13.6	13.6	58.3
	4	53	16.4	16.4	74.7
	5	28	8.6	8.6	83.3
	6	16	4.9	4.9	88.3
	7	4	1.2	1.2	89.5
	8	7	2.2	2.2	91.7
	9	1	.3	.3	92.0
	10	5	1.5	1.5	93.5
	12	1	.3	.3	93.8
	13	1	.3	.3	94.1
	14	6	1.9	1.9	96.0
	20	1	.3	.3	96.3
	25	2	.6	.6	96.9
	27	1	.3	.3	97.2
	30	1	.3	.3	97.5
	36	1	.3	.3	97.8
	38	1	.3	.3	98.1
	40	1	.3	.3	98.5
	42	1	.3	.3	98.8
	44	2	.6	.6	99.4
	50	1	.3	.3	99.7
	61	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

MORATRIP Trips to MORA in last 3 years

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	218	67.3	67.3	67.3
	2	35	10.8	10.8	78.1
	3	29	9.0	9.0	87.0
	4	8	2.5	2.5	89.5
	5	9	2.8	2.8	92.3
	6	4	1.2	1.2	93.5
	7	1	.3	.3	93.8
	8	1	.3	.3	94.1
	10	7	2.2	2.2	96.3
	12	1	.3	.3	96.6
	13	1	.3	.3	96.9
	15	2	.6	.6	97.5
	18	1	.3	.3	97.8
	20	1	.3	.3	98.1
	28	1	.3	.3	98.5
	35	1	.3	.3	98.8
	99	4	1.2	1.2	100.0
	Total	324	100.0	100.0	

Valid cases 324 Missing cases 0

ANYCHILD Children under 16 in group?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	1	222	68.5	68.5	68.5
Yes	2	102	31.5	31.5	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

CHILD1 Age of child 1

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	10	3.1	3.1	3.1
	2	9	2.8	2.8	5.9
	3	5	1.5	1.5	7.4
	4	6	1.9	1.9	9.3
	5	5	1.5	1.5	10.8
	6	5	1.5	1.5	12.3
	7	4	1.2	1.2	13.6
	8	10	3.1	3.1	16.7
	9	2	.6	.6	17.3
	10	10	3.1	3.1	20.4
	11	8	2.5	2.5	22.8
	12	9	2.8	2.8	25.6
	13	5	1.5	1.5	27.2
	14	8	2.5	2.5	29.6
	15	5	1.5	1.5	31.2
	98	222	68.5	68.5	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

CHILD2 Age of child 2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	2	.6	.6	.6
	2	1	.3	.3	.9
	3	3	.9	.9	1.9
	4	6	1.9	1.9	3.7
	5	3	.9	.9	4.6
	6	4	1.2	1.2	5.9
	7	6	1.9	1.9	7.7
	8	3	.9	.9	8.6
	9	7	2.2	2.2	10.8
	10	5	1.5	1.5	12.3
	11	3	.9	.9	13.3
	12	6	1.9	1.9	15.1
	13	5	1.5	1.5	16.7
	14	2	.6	.6	17.3
	15	2	.6	.6	17.9
	98	265	81.8	81.8	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

CHILD3 Age of child 3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	2	.6	.6	.6
	2	4	1.2	1.2	1.9
	3	1	.3	.3	2.2
	4	2	.6	.6	2.8
	5	1	.3	.3	3.1
	6	1	.3	.3	3.4
	8	3	.9	.9	4.3
	9	2	.6	.6	4.9
	11	2	.6	.6	5.6
	12	1	.3	.3	5.9
	13	4	1.2	1.2	7.1
	14	1	.3	.3	7.4
	98	299	92.3	92.3	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

CHILD4 Age of child 4

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	4	1	.3	.3	.3
	5	1	.3	.3	.6
	6	1	.3	.3	.9
	9	1	.3	.3	1.2
	11	2	.6	.6	1.9
	12	1	.3	.3	2.2
	15	1	.3	.3	2.5
	98	315	97.2	97.2	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

CHILD5 Age of child 5

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	6	1	.3	.3	.3
	8	2	.6	.6	.9
	98	320	98.8	98.8	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

CHILD6 Age of child 6

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	8	1	.3	.3	.3
	9	1	.3	.3	.6
	11	1	.3	.3	.9
	98	320	98.8	98.8	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

CHILD7 Age of child 7

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	8	1	.3	.3	.3
	98	322	99.4	99.4	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

CHILD8 Age of child 8

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	12	1	.3	.3	.3
	98	322	99.4	99.4	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPTA Photo A/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	280	86.4	86.4	86.4
Somewhat Acceptable	2	15	4.6	4.6	91.0
Neither Acc nor Unac	3	11	3.4	3.4	94.4
Somewhat Unacceptabl	4	10	3.1	3.1	97.5
Very Unacceptable	5	6	1.9	1.9	99.4
Missing	9	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPTB Photo B/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	236	72.8	72.8	72.8
Somewhat Acceptable	2	60	18.5	18.5	91.4
Neither Acc nor Unac	3	17	5.2	5.2	96.6
Somewhat Unacceptabl	4	7	2.2	2.2	98.8
Very Unacceptable	5	2	.6	.6	99.4
Missing	9	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPTC Photo C/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	142	43.8	43.8	43.8
Somewhat Acceptable	2	123	38.0	38.0	81.8
Neither Acc nor Unac	3	39	12.0	12.0	93.8
Somewhat Unacceptabl	4	14	4.3	4.3	98.1
Very Unacceptable	5	4	1.2	1.2	99.4
Missing	9	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPTD Photo D/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	40	12.3	12.3	12.3
Somewhat Acceptable	2	113	34.9	34.9	47.2
Neither Acc nor Unac	3	59	18.2	18.2	65.4
Somewhat Unacceptabl	4	91	28.1	28.1	93.5
Very Unacceptable	5	19	5.9	5.9	99.4
Missing	9	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPTE Photo E/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	27	8.3	8.3	8.3
Somewhat Acceptable	2	56	17.3	17.3	25.6
Neither Acc nor Unac	3	40	12.3	12.3	38.0
Somewhat Unacceptabl	4	111	34.3	34.3	72.2
Very Unacceptable	5	88	27.2	27.2	99.4
Missing	9	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPTF Photo F/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	21	6.5	6.5	6.5
Somewhat Acceptable	2	30	9.3	9.3	15.7
Neither Acc nor Unac	3	29	9.0	9.0	24.7
Somewhat Unacceptabl	4	91	28.1	28.1	52.8
Very Unacceptable	5	151	46.6	46.6	99.4
Missing	9	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

MAXPHOTO Photo showing max. # should be in lobby

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
A	1	1	.3	.3	.3
B	2	5	1.5	1.5	1.9
C	3	44	13.6	13.6	15.4
D	4	118	36.4	36.4	51.9
E	5	80	24.7	24.7	76.5
F	6	67	20.7	20.7	97.2
Missing	9	9	2.8	2.8	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

MAXIMPT Importance if more people than max

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	76	23.5	23.5	23.5
Slightly	2	118	36.4	36.4	59.9
Important	3	73	22.5	22.5	82.4
Very	4	43	13.3	13.3	95.7
Extremely	5	7	2.2	2.2	97.8
Missing	9	7	2.2	2.2	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

CURRCOND Photo closest to current conditions

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
A	1	29	9.0	9.0	9.0
B	2	106	32.7	32.7	41.7
C	3	123	38.0	38.0	79.6
D	4	43	13.3	13.3	92.9
E	5	17	5.2	5.2	98.1
F	6	2	.6	.6	98.8
Missing	9	4	1.2	1.2	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

FAVORABL Favorability of current conditions

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Favorable	1	160	49.4	49.4	49.4
Somewhat Favorable	2	92	28.4	28.4	77.8
Neith Fav nor Unfav	3	54	16.7	16.7	94.4
Somewhat Unfavorable	4	13	4.0	4.0	98.5
Very Unfavorable	5	2	.6	.6	99.1
Missing	9	3	.9	.9	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACTIMPW Importance of current conditions

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	136	42.0	42.0	42.0
Slightly	2	101	31.2	31.2	73.1
Important	3	50	15.4	15.4	88.6
Very	4	23	7.1	7.1	95.7
Extremely	5	11	3.4	3.4	99.1
Missing	9	3	.9	.9	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

COMMENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	191	59.0	59.0	59.0
Good quality of exhi	2	13	4.0	4.0	63.0
Helpful staff person	3	6	1.9	1.9	64.8
Good facility layout	4	10	3.1	3.1	67.9
Facility size is ade	5	10	3.1	3.1	71.0
Good lighting	7	3	.9	.9	71.9
Good sanitation/clea	8	3	.9	.9	72.8
Glad facility provid	9	4	1.2	1.2	74.1
Other positive comme	10	16	4.9	4.9	79.0
Poor variety of exhi	11	1	.3	.3	79.3
Poor facility layout	14	3	.9	.9	80.2
Facility size inadeq	15	2	.6	.6	80.9
Inadequate resting/r	16	2	.6	.6	81.5
Poor lighting	17	2	.6	.6	82.1
Poor sanitation/clea	18	1	.3	.3	82.4
Wish facility was go	19	1	.3	.3	82.7
Other negative comme	20	4	1.2	1.2	84.0
Other neutral commen	21	12	3.7	3.7	87.7
Comment unrelated to	22	29	9.0	9.0	96.6
Desire access to obs	23	11	3.4	3.4	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

COMMENT2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	310	95.7	95.7	95.7
Good variety of exhi	1	1	.3	.3	96.0
Good quality of exhi	2	2	.6	.6	96.6
Facility size is ade	5	2	.6	.6	97.2
Good sanitation/clea	8	1	.3	.3	97.5
Other positive comme	10	1	.3	.3	97.8
Poor quality exhibit	12	1	.3	.3	98.1
Other neutral commen	21	2	.6	.6	98.8
Comment unrelated to	22	3	.9	.9	99.7
Desire access to obs	23	1	.3	.3	100.0
	Total	324	100.0	100.0	

Valid cases 324 Missing cases 0

SUGGESTN Suggestion offered

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No suggestion	0	310	95.7	95.7	95.7
Suggestion made	1	14	4.3	4.3	100.0
	Total	324	100.0	100.0	

Valid cases 324 Missing cases 0

V. JACKSON VISITOR CENTER RESTAURANT

Interview Schedule

Two versions of the interview schedule were administered randomly to respondents agreeing to participate in the study. Both interview schedules consisted of a series of social and demographic items followed by a series of questions designed to measure: (1) wait-times between the time people entered the restaurant until they were served, (2) attitudes toward the amount of time waited, (3) attitudes toward hypothetical wait-times (2,4,6,10,14,20 minutes), (4) opinions about what wait-time for purchases managers should achieve in the JVC restaurant, and (5) the relative importance of JVC restaurant wait-times in their overall MORA visitation experience. Version 1 asked respondents about their actual experiences before the hypothetical wait-time questions; version 2 asked the hypothetical wait-time preference questions first. The two interview schedules are included below. Readers should examine these carefully in order to fully understand the rest of this section.

Jackson Visitor Center Restaurant

Version 1

**1995 Mount Rainier National Park
Jackson Visitor Center Restaurant Survey**

1. Are you: (Circle one number.) 1 FEMALE 2 MALE
2. What year were you born? 19 _____
3. What is your home Zip code (Country if not U.S.)? _____
4. How many years of formal schooling have you completed? (Circle the appropriate number.)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
(Elementary thru High School) (College/Vocational) (Graduate/Professional)
5. Which of the following best describes your current employment status? (Circle the appropriate number.)
1 STUDENT
2 HOMEMAKER
3 RETIRED
4 MILITARY
5 EMPLOYED — What is your occupation?
6 UNEMPLOYED | _____
6. Are you: (Circle one number.)
1 AMERICAN INDIAN/ALASKA NATIVE
2 ASIAN
3 BLACK
4 WHITE
5 OTHER (Specify): _____

Are you: (Circle one number.)
1 HISPANIC
2 NON-HISPANIC
7. How many people are in your group today?
_____ PEOPLE
8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
NUMBER OF TRIPS _____
9. Are there any children under age 16 in your group today? (Circle one number.)
1 NO
2 YES - What are the ages of the children under age 16 in your group:

Jackson Visitor Center Restaurant

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. Approximately how long was your wait today, from the time you got in line to the time you got your food?

_____ minutes

11. Using this scale [scale #2], please rate your response to the amount of time you had to wait to order and receive your food.

Favorability rating (1-5) _____

12. Using scale #3, please answer this question. How important was the amount of time you had to wait to order and receive your food in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. The amount of time that people have to wait from the time they get in line until they receive their food can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO ORDER AND RECEIVE YOUR FOOD?

2 _____ 4 _____ 6 _____ 10 _____ 14 _____ 20 _____

14. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's food concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Jackson Visitor Center restaurant has to wait between getting in line and receiving their food?

_____ MINUTES

15. Using scale #3 once again, please answer this question. If you had to wait longer than [the maximum time listed in Q-13], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the restaurant that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Jackson Visitor Center Restaurant

Version 2

1995 Mount Rainier National Park
Jackson Visitor Center Restaurant Survey

1. Are you: (Circle one number.) 1 FEMALE 2 MALE
2. What year were you born? 19 _____
3. What is your home Zip code (Country if not U.S.)? _____
4. How many years of formal schooling have you completed? (Circle the appropriate number.)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
(Elementary thru High School) (College/Vocational) (Graduate/Professional)
5. Which of the following best describes your current employment status? (Circle the appropriate number.)

- 1 STUDENT
- 2 HOMEMAKER
- 3 RETIRED
- 4 MILITARY
- 5 EMPLOYED
- 6 UNEMPLOYED

What is your occupation?

6. Are you: (Circle one number.)
- 1 AMERICAN INDIAN/ALASKA NATIVE
 - 2 ASIAN
 - 3 BLACK
 - 4 WHITE
 - 5 OTHER (Specify): _____

Are you: (Circle one number.)

- 1 HISPANIC
- 2 NON-HISPANIC

7. How many people are in your group today?
_____ PEOPLE
8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
NUMBER OF TRIPS _____
9. Are there any children under age 16 in your group today? (Circle one number.)
- 1 NO
 - 2 YES - What are the ages of the children under age 16 in your group:

Jackson Visitor Center Restaurant

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. The amount of time that people have to wait from the time they get in line until they receive their food can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO ORDER AND RECEIVE YOUR FOOD?

2 _____ 4 _____ 6 _____ 10 _____ 14 _____ 20 _____

11. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's food concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Jackson Visitor Center restaurant has to wait between getting in line and receiving their food?

_____ MINUTES

12. Using scale #3 please answer this question. If you had to wait longer than [the maximum time listed in Q-11], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. Approximately how long was your wait today, from the time you got in line to the time you got your food?

_____ minutes

14. Using this scale [scale #2], please rate your response to the amount of time you had to wait to order and receive your food.

Favorability rating (1-5) _____

15. Using scale #3 once again, please answer this question. How important was the amount of time you had to wait to order and receive your food in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the restaurant that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Jackson Visitor Center Restaurant

Scales used by respondents when answering interview questions.

SCALE #1

Very Acceptable	Somewhat Acceptable	Neither Acceptable nor Unacceptable	Somewhat Unacceptable	Very Unacceptable
1	2	3	4	5

SCALE #2

Very Favorable	Somewhat Favorable	Neither Favorable nor Unfavorable	Somewhat Unfavorable	Very Unfavorable
1	2	3	4	5

SCALE #3

Not at all Important	Slightly Important	Important	Very Important	Extremely Important
1	2	3	4	5

Visitor Contact Procedure

Field interviewers were posted in the dining area outside the restaurant serving area. The original sampling schedule was designed under a procedure intended to result in a sample of restaurant customers stratified by the ratio of weekday to weekend visitation periods (.60/.40). Sampling periods in any one day were randomly assigned 3.5 hour periods beginning from 9:30 am or 1:00 pm. Interviewers were instructed to approach respondents as they finished eating in order to minimize the intrusion on their experience and were instructed to contact as many eligible people as possible during each interview period. A random process was used to select respondents from eligible persons in the party. In total, 324 people were interviewed; the target n was 300.

Discussions of Limitations or Potential Limitations

Although the goal of the stratified sample procedure was to achieve a ratio of weekday visitors to weekend visitors of .6/.4, the actual sample ratio is .72/.28. This deviation is relevant to the estimation of wait-time preferences insofar as respondents of the week day and week end subsamples differ in this regard. A multivariate analysis of variance was performed comparing mean values of the seven wait time categories for the weekday and weekend subsamples. No significant statistical differences were observed (sig. of $F = .232$).

A question can be raised regarding potential bias introduced into the data

Jackson Visitor Center Restaurant

depending on whether respondents were asked the hypothetical wait-time questions before or after the questions pertaining to their actual experience of waiting for their food. As noted above, to control for this potential bias, two versions of the interview schedule were used. A test for the ordering effect of these questions was performed using multivariate analysis of variance comparing mean values for version 1 and 2 subsamples across the seven wait time categories. Significant differences were observed (sig. of $F = .005$).

Respondents rated four minute, six minute, ten minute, and fourteen minute wait-times somewhat more acceptable if they had been asked to recall and to evaluate their actual wait-time first. The following mean differences were observed at the .05 significance level with univariate F tests (note that higher scores indicate conditions that are less acceptable):

	acceptability/ 4 minute wait	acceptability/ 6 minute wait	acceptability/ 10 minute wait	acceptability 14 minute wait
v. 1	1.40	1.92	2.82	3.72
v. 2	1.69	2.47	3.31	4.06

These results raise interesting questions about how the item ordering actually produces the observed differences -- especially since most respondents experienced wait-times shorter than the time periods for which statistical differences were observed in the hypothetical data. Unfortunately, the existing data do not allow statistical tests of such hypotheses. Similar results were observed in the data from four other facility surveys reported in other sections of this report.

Jackson Visitor Center Restaurant

These differences in visitor response that result from a small methodological change in the survey are theoretically interesting but difficult to interpret for practical purposes. They limit confidence in the precision of the mean preferences found by the surveys, but do not invalidate the results. Persons using these data should therefore exercise caution in their interpretations of the results, particularly when considering differences in response that are numerically small.

The hypothetical wait-time preference curves reported in this section were created using version 1 (n=185) and version two (n=139) interview schedules together. This approach was judged to be most appropriate given the relatively small differences observed between the two subsamples and because there was no basis for considering the results of one survey version to be more valid than the other.

Graphical Presentation of Findings

FIGURE 5.1: VISITOR ORIGIN (JVC RESTAURANT)

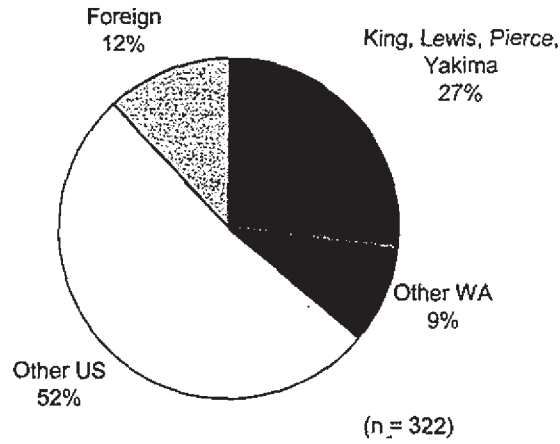
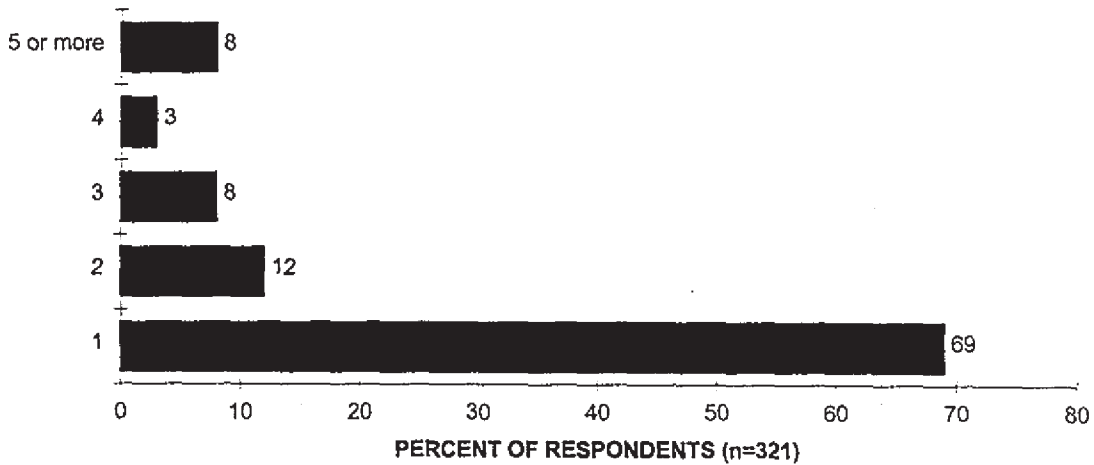
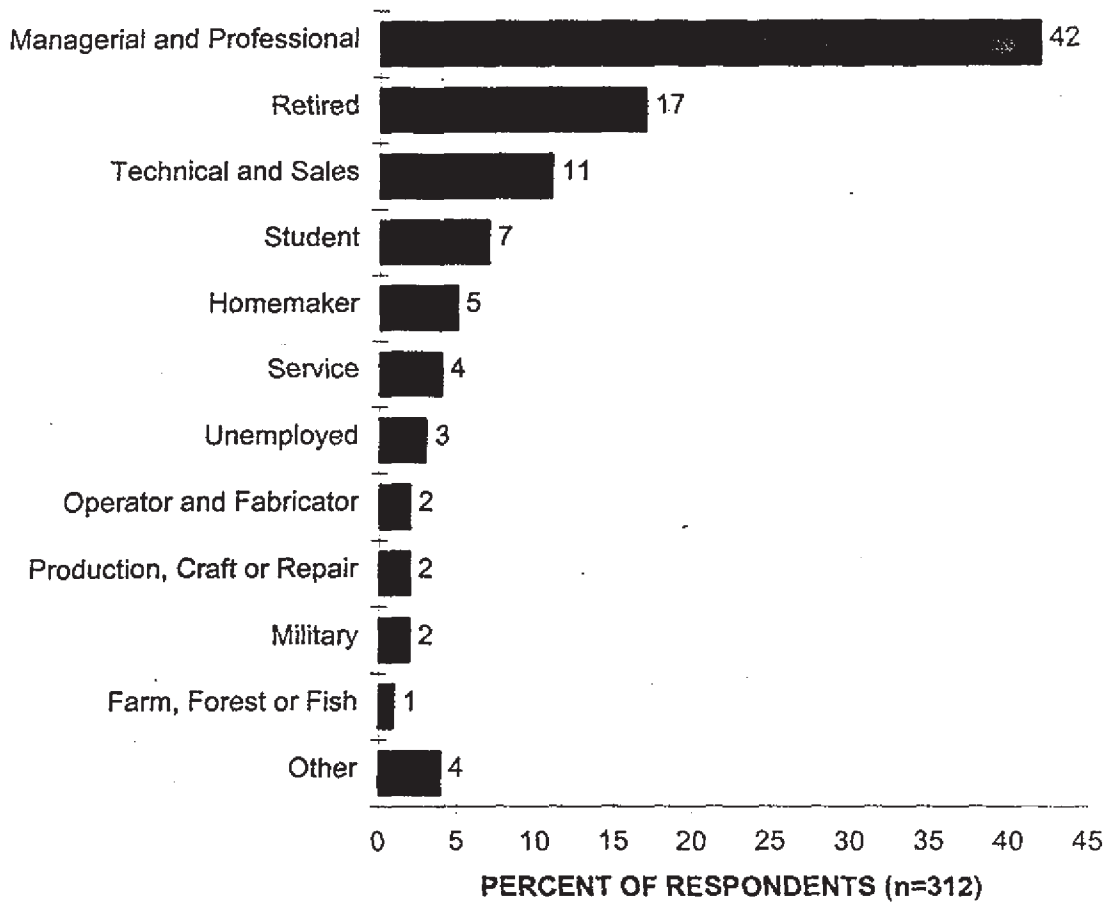


FIGURE 5.2
NUMBER OF TRIPS TO MORA IN LAST THREE YEARS (JVC RESTAURANT)



Jackson Visitor Center Restaurant

FIGURE 5.3: OCCUPATIONS (JVC RESTAURANT)



Jackson Visitor Center Restaurant

FIGURE 5.4: EDUCATION (JVC RESTAURANT)

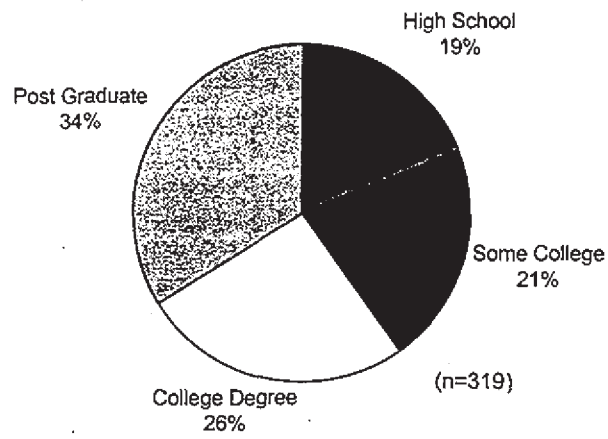
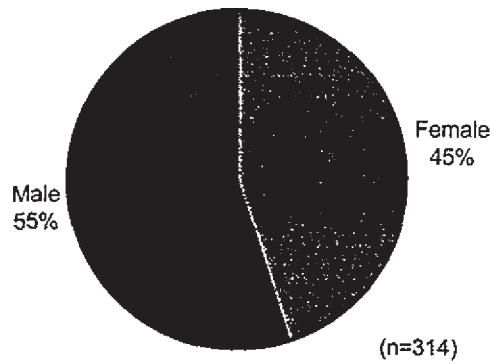
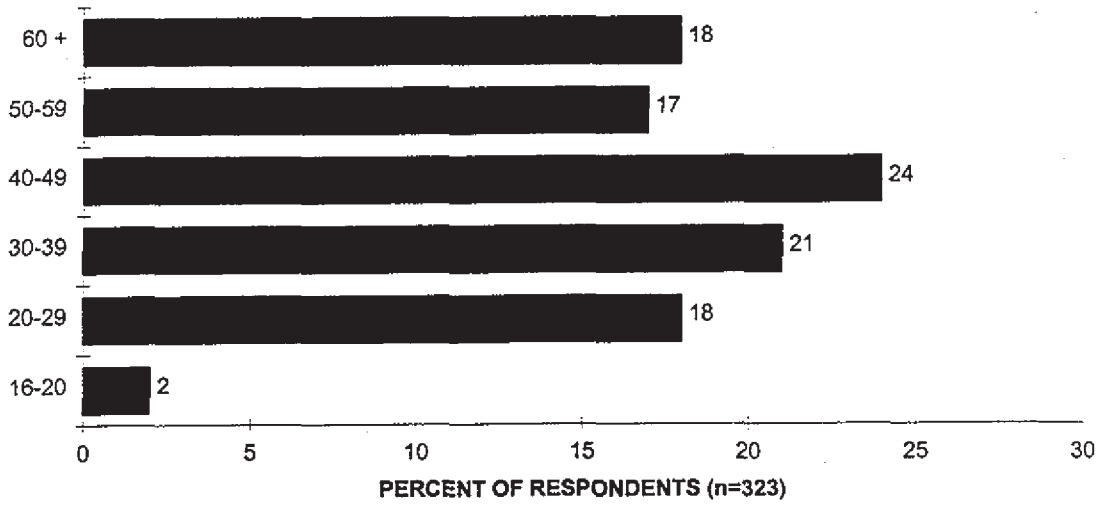


FIGURE 5.5: GENDER (JVC RESTAURANT)



Jackson Visitor Center Restaurant

FIGURE 5.6: AGE (JVC RESTAURANT)



Jackson Visitor Center Restaurant

FIGURE 5.7: RACE (JVC RESTAURANT)

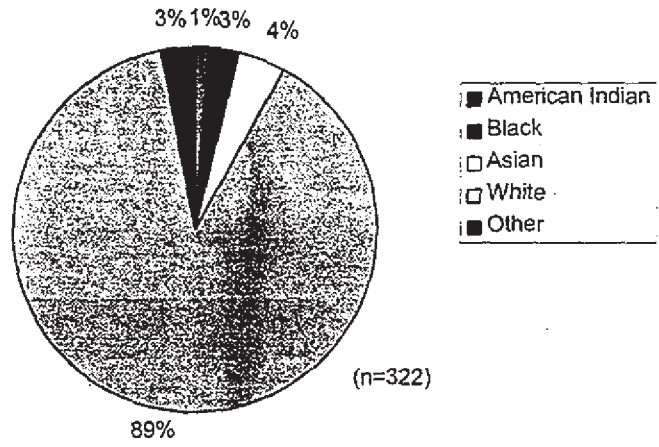
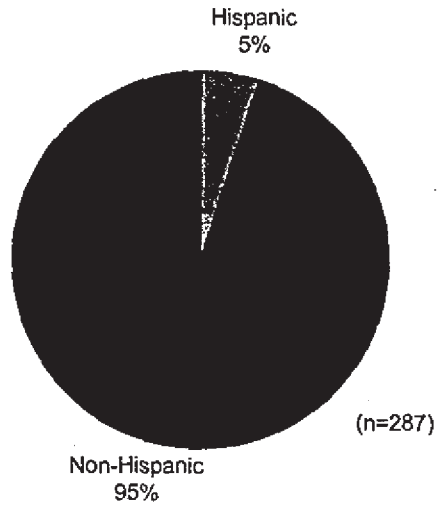


FIGURE 5.8: PERCENT HISPANIC (JVC RESTAURANT)



Jackson Visitor Center Restaurant

FIGURE 5.9: PARTY SIZE (JVC RESTAURANT)

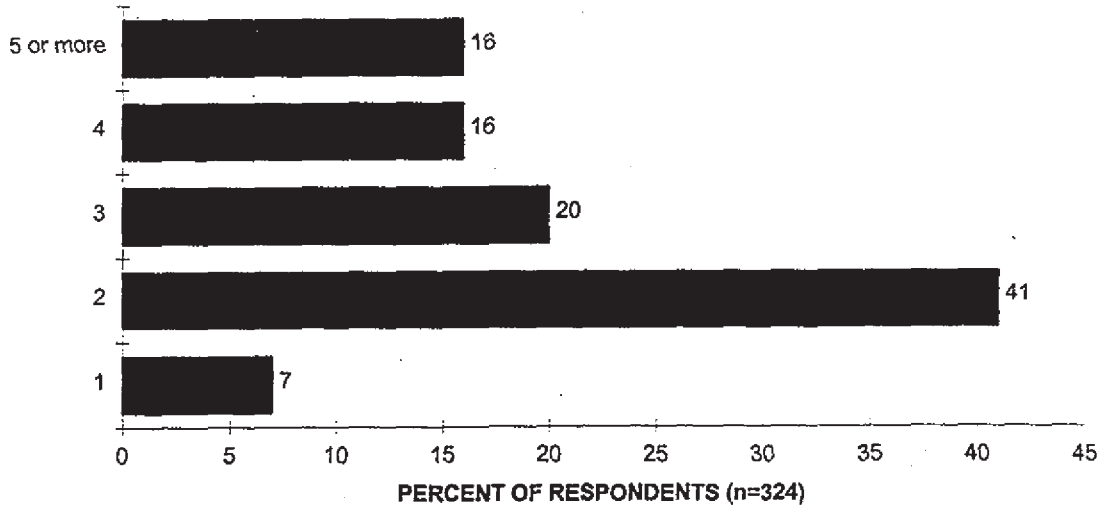
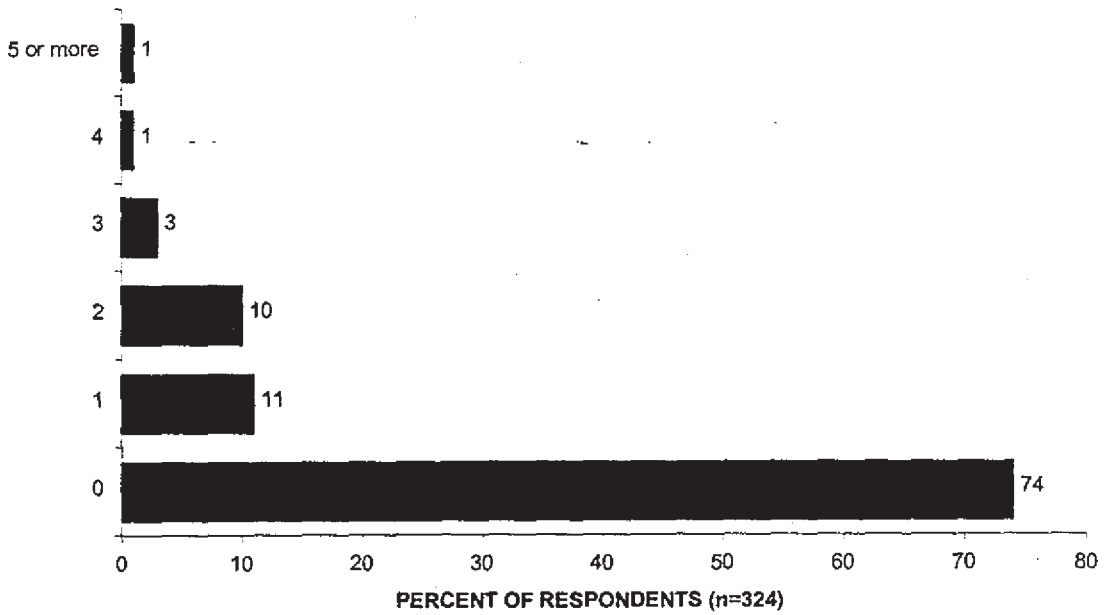
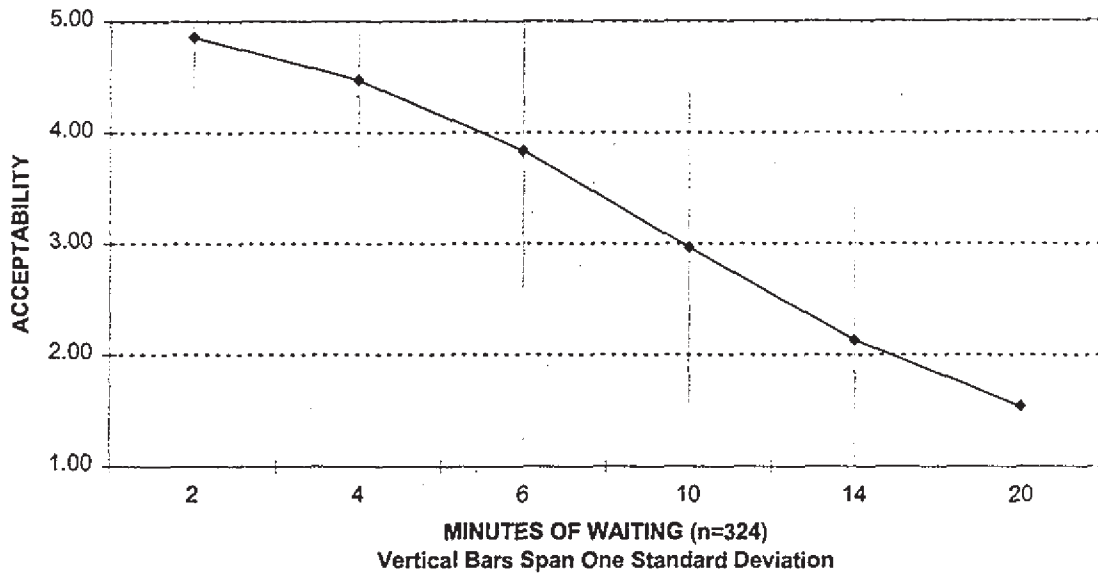


FIGURE 5.10: NUMBER OF CHILDREN IN PARTY (JVC RESTAURANT)



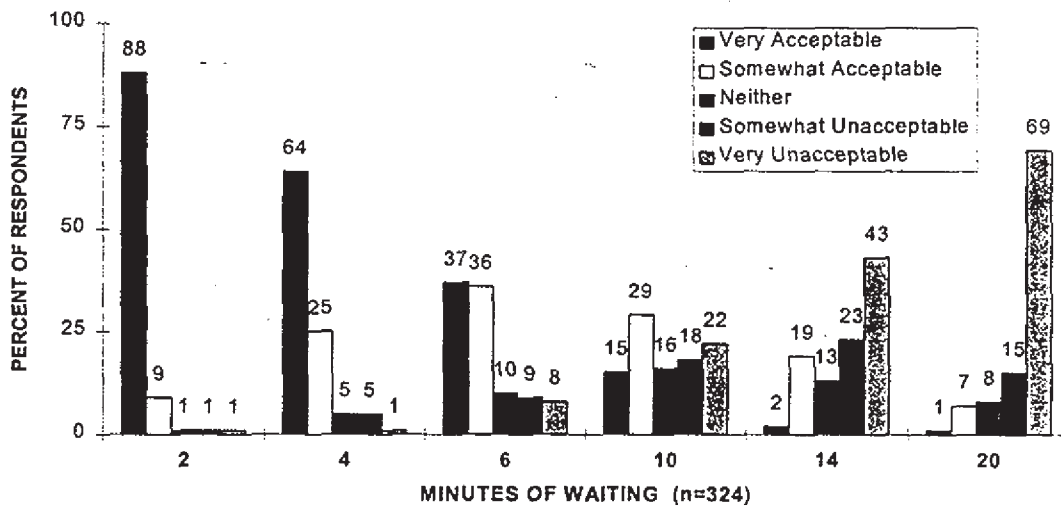
Jackson Visitor Center Restaurant

FIGURE 5.11
ACCEPTABILITY OF WAITING FOR FOOD
(JVC RESTAURANT)



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

FIGURE 5.12
ACCEPTABILITY OF WAITING FOR FOOD
(JVC RESTAURANT)



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

Jackson Visitor Center Restaurant

FIGURE 5.13
LENGTH OF ACTUAL WAIT FOR FOOD (JVC RESTAURANT)

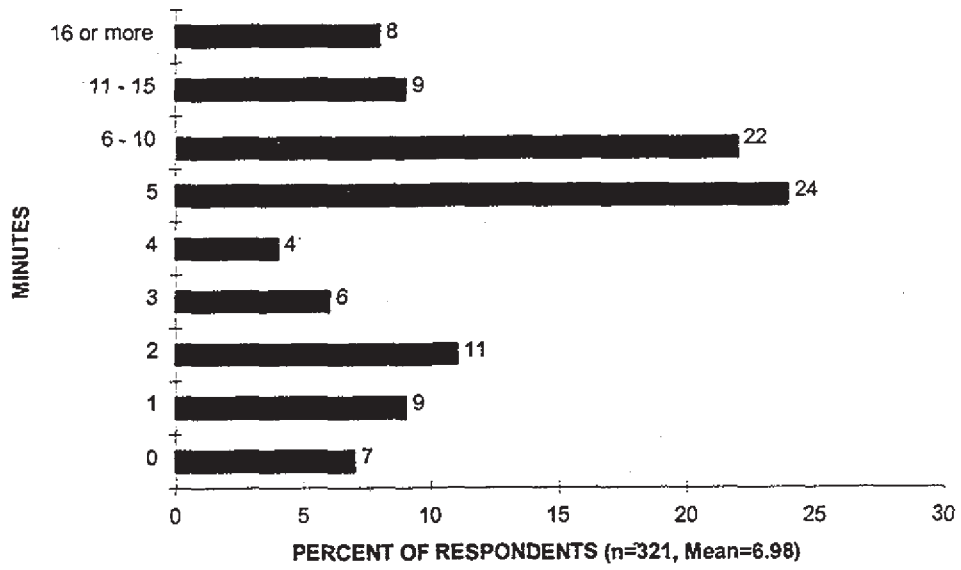
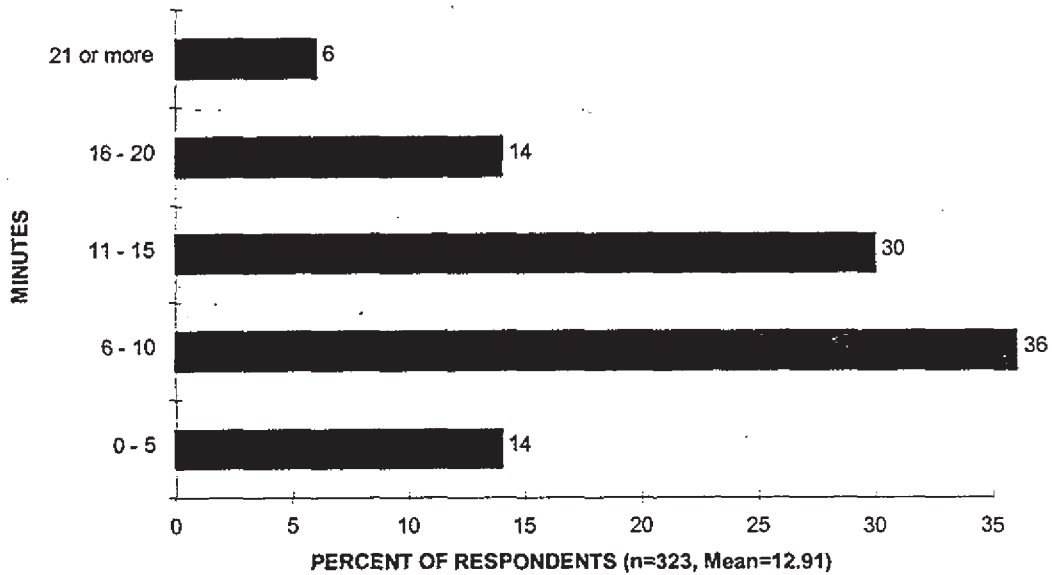


FIGURE 5.14
SUGGESTED MAXIMUM LENGTH OF WAIT FOR FOOD
(JVC RESTAURANT)



Jackson Visitor Center Restaurant

FIGURE 5.15
RESPONDENTS' RATINGS OF ACTUAL WAIT FOR FOOD
(JVC RESTAURANT)

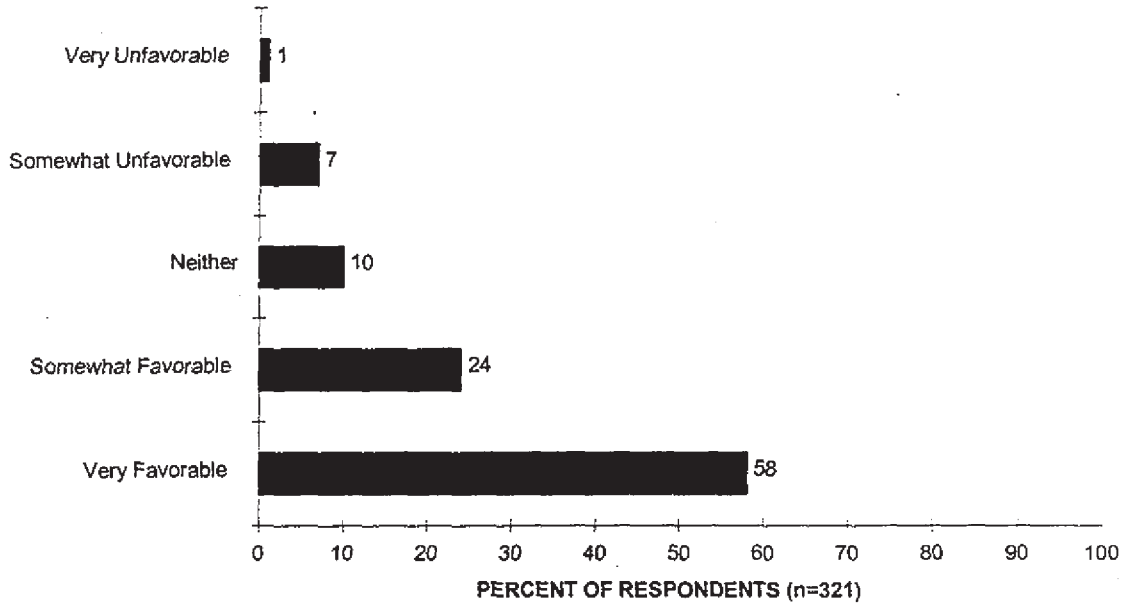
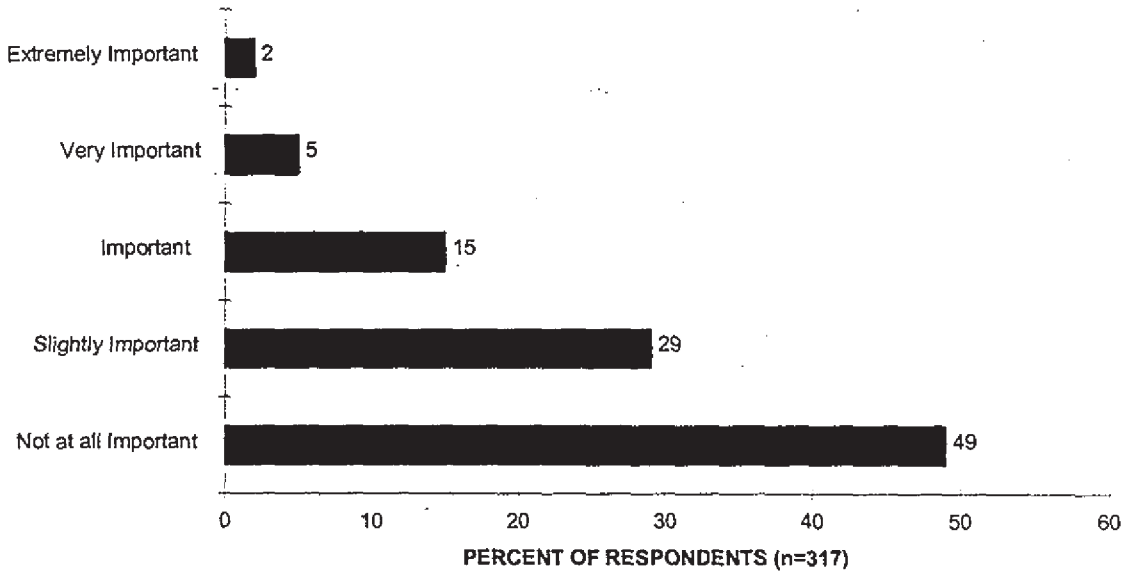
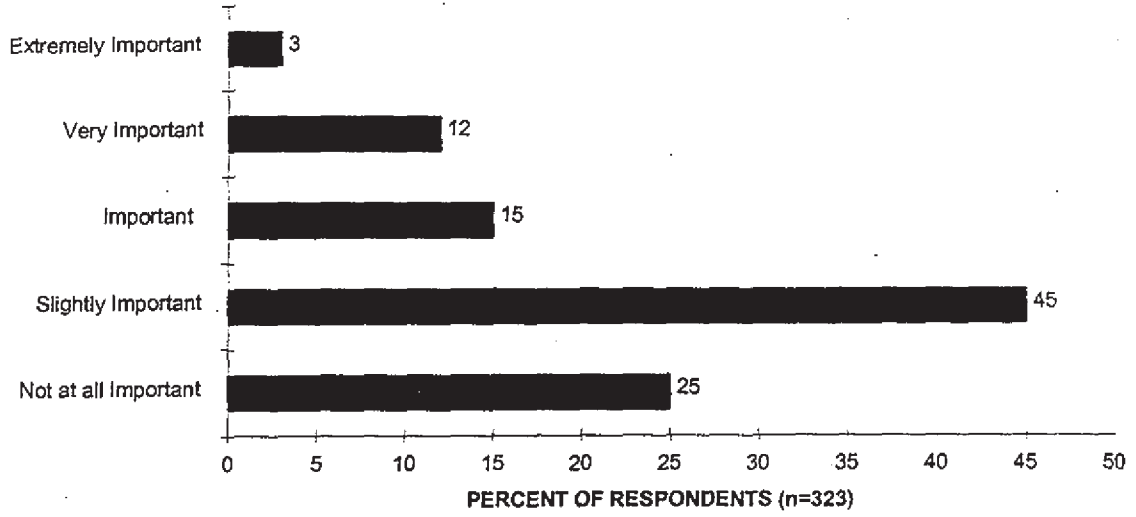


FIGURE 5.16
IMPORTANCE OF WAIT FOR FOOD TO OVERALL TRIP SATISFACTION
(JVC RESTAURANT)



Jackson Visitor Center Restaurant

FIGURE 5.17
IMPORTANCE OF MAXIMUM WAIT FOR FOOD
TO OVERALL TRIP SATISFACTION (JVC RESTAURANT)



Data Tables

VERSION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	185	57.1	57.1	57.1
	2	139	42.9	42.9	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

MONTH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	62	19.1	19.1	19.1
	8	212	65.4	65.4	84.6
	9	48	14.8	14.8	99.4
	99	2	.6	.6	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

DAY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	7	2.2	2.2	2.2
	2	32	9.9	9.9	12.0
	3	9	2.8	2.8	14.8
	4	27	8.3	8.3	23.1
	6	1	.3	.3	23.5
	8	15	4.6	4.6	28.1
	9	29	9.0	9.0	37.0
	10	20	6.2	6.2	43.2
	11	2	.6	.6	43.8
	12	1	.3	.3	44.1
	13	2	.6	.6	44.8
	14	14	4.3	4.3	49.1
	16	20	6.2	6.2	55.2
	17	5	1.5	1.5	56.8
	18	9	2.8	2.8	59.6
	19	25	7.7	7.7	67.3
	20	1	.3	.3	67.6
	21	24	7.4	7.4	75.0
	24	12	3.7	3.7	78.7
	27	8	2.5	2.5	81.2
	29	42	13.0	13.0	94.1
	31	17	5.2	5.2	99.4
	99	2	.6	.6	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

HOURL

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	46	14.2	14.2	14.2
	2	83	25.6	25.6	39.8
	3	60	18.5	18.5	58.3
	4	21	6.5	6.5	64.8
	10	29	9.0	9.0	73.8
	11	43	13.3	13.3	87.0
	12	38	11.7	11.7	98.8
	99	4	1.2	1.2	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

WORKER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	51	15.7	15.7	15.7
	2	43	13.3	13.3	29.0
	3	64	19.8	19.8	48.8
	4	14	4.3	4.3	53.1
	5	12	3.7	3.7	56.8
	6	111	34.3	34.3	91.0
	14	28	8.6	8.6	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Female	1	140	43.2	43.2	43.2
Male	2	174	53.7	53.7	96.9
	9	10	3.1	3.1	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

BIRTHYR year of birth

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	1	.3	.3	.3
	16	1	.3	.3	.6
	19	2	.6	.6	1.2
	21	4	1.2	1.2	2.5
	22	2	.6	.6	3.1
	23	5	1.5	1.5	4.6
	24	4	1.2	1.2	5.9
	25	4	1.2	1.2	7.1
	26	1	.3	.3	7.4
	27	2	.6	.6	8.0
	28	4	1.2	1.2	9.3
	29	5	1.5	1.5	10.8
	30	5	1.5	1.5	12.3
	31	4	1.2	1.2	13.6
	32	4	1.2	1.2	14.8
	33	3	.9	.9	15.7
	34	4	1.2	1.2	17.0
	35	4	1.2	1.2	18.2
	36	2	.6	.6	18.8
	37	4	1.2	1.2	20.1
	38	2	.6	.6	20.7
	39	6	1.9	1.9	22.5
	40	7	2.2	2.2	24.7
	41	7	2.2	2.2	26.9
	42	8	2.5	2.5	29.3
	43	4	1.2	1.2	30.6
	44	5	1.5	1.5	32.1
	45	10	3.1	3.1	35.2
	46	11	3.4	3.4	38.6
	47	16	4.9	4.9	43.5
	48	4	1.2	1.2	44.8
	49	6	1.9	1.9	46.6
	50	11	3.4	3.4	50.0
	51	4	1.2	1.2	51.2
	52	4	1.2	1.2	52.5

BIRTHYR year of birth

	53	6	1.9	1.9	54.3
	54	13	4.0	4.0	58.3
	55	4	1.2	1.2	59.6
	56	5	1.5	1.5	61.1
	57	12	3.7	3.7	64.8
	58	3	.9	.9	65.7
	59	9	2.8	2.8	68.5
	60	8	2.5	2.5	71.0
	61	2	.6	.6	71.6
	62	3	.9	.9	72.5
	63	10	3.1	3.1	75.6
	64	11	3.4	3.4	79.0
	65	4	1.2	1.2	80.2
	66	3	.9	.9	81.2
	67	7	2.2	2.2	83.3
	68	8	2.5	2.5	85.8
	69	5	1.5	1.5	87.3
	70	7	2.2	2.2	89.5
	71	4	1.2	1.2	90.7
	72	4	1.2	1.2	92.0
	73	7	2.2	2.2	94.1
	74	2	.6	.6	94.8
	75	10	3.1	3.1	97.8
	76	2	.6	.6	98.5
	77	1	.3	.3	98.8
	78	3	.9	.9	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ZIPCODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	969	1	.3	.3	.3
	1085	1	.3	.3	.6
	2181	1	.3	.3	.9
	3103	1	.3	.3	1.2
	3431	1	.3	.3	1.5
	3833	2	.6	.6	2.2
	6010	1	.3	.3	2.5
	6082	1	.3	.3	2.8
	6250	1	.3	.3	3.1
	6790	1	.3	.3	3.4
	7470	1	.3	.3	3.7
	7645	1	.3	.3	4.0
	7652	1	.3	.3	4.3
	7827	1	.3	.3	4.6
	8016	1	.3	.3	4.9
	8046	2	.6	.6	5.6
	8055	1	.3	.3	5.9
	10024	1	.3	.3	6.2
	10301	1	.3	.3	6.5
	10804	1	.3	.3	6.8
	11215	1	.3	.3	7.1
	11235	1	.3	.3	7.4
	11561	1	.3	.3	7.7
	11694	1	.3	.3	8.0
	11769	1	.3	.3	8.3
	11803	1	.3	.3	8.6
	12115	1	.3	.3	9.0
	13219	1	.3	.3	9.3
	13795	1	.3	.3	9.6
	14215	1	.3	.3	9.9
	14617	1	.3	.3	10.2
	14625	1	.3	.3	10.5
	15044	1	.3	.3	10.8
	15206	1	.3	.3	11.1
	15632	1	.3	.3	11.4

ZIPCODE

	17055	1	.3	.3	11.7
	17109	1	.3	.3	12.0
	18636	1	.3	.3	12.3
	19096	1	.3	.3	12.7
	19610	1	.3	.3	13.0
	20876	1	.3	.3	13.3
	20901	1	.3	.3	13.6
	21084	1	.3	.3	13.9
	21114	2	.6	.6	14.5
	21702	1	.3	.3	14.8
	22003	1	.3	.3	15.1
	22041	1	.3	.3	15.4
	22202	1	.3	.3	15.7
	25304	1	.3	.3	16.0
	26514	1	.3	.3	16.4
	27403	2	.6	.6	17.0
	27439	1	.3	.3	17.3
	27510	1	.3	.3	17.6
	27534	1	.3	.3	17.9
	29223	1	.3	.3	18.2
	29407	4	1.2	1.2	19.4
	30084	1	.3	.3	19.8
	32310	1	.3	.3	20.1
	32312	1	.3	.3	20.4
	33458	1	.3	.3	20.7
	33917	1	.3	.3	21.0
	33986	1	.3	.3	21.3
	34241	1	.3	.3	21.6
	35126	1	.3	.3	21.9
	36205	1	.3	.3	22.2
	37764	1	.3	.3	22.5
	38305	1	.3	.3	22.8
	38827	1	.3	.3	23.1
	39180	1	.3	.3	23.5
	40502	1	.3	.3	23.8
	43026	1	.3	.3	24.1
	44122	1	.3	.3	24.4
	44224	1	.3	.3	24.7
	45236	1	.3	.3	25.0

ZIPCODE

45246	1	.3	.3	25.3
46321	1	.3	.3	25.6
46392	1	.3	.3	25.9
46563	1	.3	.3	26.2
46835	1	.3	.3	26.5
47401	2	.6	.6	27.2
47630	1	.3	.3	27.5
47715	1	.3	.3	27.8
48192	1	.3	.3	28.1
48218	1	.3	.3	28.4
48236	1	.3	.3	28.7
48823	1	.3	.3	29.0
49009	1	.3	.3	29.3
49855	1	.3	.3	29.6
50674	1	.3	.3	29.9
51503	1	.3	.3	30.2
53213	1	.3	.3	30.6
53705	1	.3	.3	30.9
54481	2	.6	.6	31.5
54729	1	.3	.3	31.8
55418	2	.6	.6	32.4
55431	1	.3	.3	32.7
55912	1	.3	.3	33.0
56610	1	.3	.3	33.3
57006	1	.3	.3	33.6
57103	1	.3	.3	34.0
59922	1	.3	.3	34.3
60010	1	.3	.3	34.6
60067	2	.6	.6	35.2
60090	1	.3	.3	35.5
60462	1	.3	.3	35.8
60561	1	.3	.3	36.1
60611	1	.3	.3	36.4
60634	1	.3	.3	36.7
60659	1	.3	.3	37.0
61275	1	.3	.3	37.3
62223	1	.3	.3	37.7
63031	1	.3	.3	38.0
63132	1	.3	.3	38.3

ZIPCODE

63141	1	.3	.3	38.6
63146	1	.3	.3	38.9
63341	1	.3	.3	39.2
68505	1	.3	.3	39.5
70112	1	.3	.3	39.8
70114	1	.3	.3	40.1
70121	1	.3	.3	40.4
70124	1	.3	.3	40.7
70503	1	.3	.3	41.0
75143	1	.3	.3	41.4
75229	1	.3	.3	41.7
75503	1	.3	.3	42.0
77375	1	.3	.3	42.3
80018	1	.3	.3	42.6
80304	1	.3	.3	42.9
83854	1	.3	.3	43.2
84601	1	.3	.3	43.5
85281	1	.3	.3	43.8
85305	1	.3	.3	44.1
87108	1	.3	.3	44.4
89011	1	.3	.3	44.8
89434	1	.3	.3	45.1
90809	1	.3	.3	45.4
90814	1	.3	.3	45.7
91320	1	.3	.3	46.0
91326	1	.3	.3	46.3
91604	1	.3	.3	46.6
91719	1	.3	.3	46.9
92128	2	.6	.6	47.5
92715	1	.3	.3	47.8
92720	1	.3	.3	48.1
93612	1	.3	.3	48.5
94093	1	.3	.3	48.8
94122	1	.3	.3	49.1
94521	1	.3	.3	49.4
94533	1	.3	.3	49.7
94535	1	.3	.3	50.0
94542	1	.3	.3	50.3
94591	1	.3	.3	50.6

ZIPCODE

94960	1	.3	.3	50.9
95120	1	.3	.3	51.2
95603	1	.3	.3	51.5
95642	1	.3	.3	51.9
97035	1	.3	.3	52.2
97127	1	.3	.3	52.5
97201	2	.6	.6	53.1
97219	1	.3	.3	53.4
97236	1	.3	.3	53.7
97301	1	.3	.3	54.0
98001	2	.6	.6	54.6
98005	2	.6	.6	55.2
98006	1	.3	.3	55.6
98011	1	.3	.3	55.9
98021	1	.3	.3	56.2
98023	3	.9	.9	57.1
98032	1	.3	.3	57.4
98033	1	.3	.3	57.7
98034	2	.6	.6	58.3
98037	1	.3	.3	58.6
98040	1	.3	.3	59.0
98047	1	.3	.3	59.3
98051	1	.3	.3	59.6
98052	1	.3	.3	59.9
98053	1	.3	.3	60.2
98103	6	1.9	1.9	62.0
98105	5	1.5	1.5	63.6
98106	1	.3	.3	63.9
98108	1	.3	.3	64.2
98109	1	.3	.3	64.5
98110	1	.3	.3	64.8
98115	3	.9	.9	65.7
98119	2	.6	.6	66.4
98125	1	.3	.3	66.7
98134	1	.3	.3	67.0
98138	1	.3	.3	67.3
98166	1	.3	.3	67.6
98168	1	.3	.3	67.9
98177	1	.3	.3	68.2

ZIPCODE

98188	1	.3	.3	68.5
98195	3	.9	.9	69.4
98198	2	.6	.6	70.1
98199	1	.3	.3	70.4
98203	1	.3	.3	70.7
98223	1	.3	.3	71.0
98226	1	.3	.3	71.3
98312	2	.6	.6	71.9
98336	1	.3	.3	72.2
98363	1	.3	.3	72.5
98366	1	.3	.3	72.8
98368	1	.3	.3	73.1
98371	1	.3	.3	73.5
98372	2	.6	.6	74.1
98373	2	.6	.6	74.7
98377	1	.3	.3	75.0
98388	1	.3	.3	75.3
98391	1	.3	.3	75.6
98403	1	.3	.3	75.9
98404	1	.3	.3	76.2
98405	1	.3	.3	76.5
98408	1	.3	.3	76.9
98409	1	.3	.3	77.2
98422	1	.3	.3	77.5
98466	1	.3	.3	77.8
98467	1	.3	.3	78.1
98501	3	.9	.9	79.0
98502	1	.3	.3	79.3
98503	1	.3	.3	79.6
98506	1	.3	.3	79.9
98531	1	.3	.3	80.2
98532	1	.3	.3	80.6
98569	1	.3	.3	80.9
98576	1	.3	.3	81.2
98631	2	.6	.6	81.8
98684	2	.6	.6	82.4
98801	3	.9	.9	83.3
98902	1	.3	.3	83.6
98908	1	.3	.3	84.0

ZIPCODE

ZIPCODE	Frequency	Percent	Cum. Percent
98937	2	.6	84.6
98942	1	.3	84.9
99205	1	.3	85.2
99212	1	.3	85.5
99301	1	.3	85.8
99302	1	.3	86.1
99336	2	.6	86.7
99352	1	.3	87.0
99959	1	.3	87.3
99960	4	1.2	88.6
99961	10	3.1	91.7
99962	1	.3	92.0
99963	2	.6	92.6
99965	2	.6	93.2
99967	9	2.8	96.0
99975	1	.3	96.3
99976	1	.3	96.6
99977	1	.3	96.9
99978	1	.3	97.2
99985	1	.3	97.5
99986	2	.6	98.1
99989	1	.3	98.5
99992	1	.3	98.8
99993	2	.6	99.4
99999	2	.6	100.0
Total	324	100.0	100.0

Valid cases 324 Missing cases 0

SCHOOL Years of education

Value Label	Value	Frequency	Percent	Valid Percent	Cum. Percent
	2	1	.3	.3	.3
	8	1	.3	.3	.6
	9	1	.3	.3	.9
	10	6	1.9	1.9	2.8
	11	2	.6	.6	3.4
	12	48	14.8	14.8	18.2
	13	20	6.2	6.2	24.4
	14	33	10.2	10.2	34.6
	15	15	4.6	4.6	39.2
	16	82	25.3	25.3	64.5
	17	16	4.9	4.9	69.4
	18	35	10.8	10.8	80.2
	19	10	3.1	3.1	83.3
	20	21	6.5	6.5	89.8
	21	7	2.2	2.2	92.0
	22	5	1.5	1.5	93.5
	23	5	1.5	1.5	95.1
	24	11	3.4	3.4	98.5
	99	5	1.5	1.5	100.0
Total		324	100.0	100.0	
Valid cases	324	Missing cases	0		

OCCUPATN Code for occupation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Managerial/professio	1	131	40.4	40.4	40.4
Tech/Sales/Admin sup	2	34	10.5	10.5	50.9
Service	3	11	3.4	3.4	54.3
Farm/Forestry/Fish	4	4	1.2	1.2	55.6
Production/Craft/Rep	5	6	1.9	1.9	57.4
Operator/Fabricator/	6	6	1.9	1.9	59.3
Homemaker	7	17	5.2	5.2	64.5
Military	8	6	1.9	1.9	66.4
Retired	9	53	16.4	16.4	82.7
Student	10	22	6.8	6.8	89.5
Unemployed	11	10	3.1	3.1	92.6
Unclassifiable	97	12	3.7	3.7	96.3
Missing	99	12	3.7	3.7	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

RACE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Amer. Indian/AK nati	1	4	1.2	1.2	1.2
Asian	2	12	3.7	3.7	4.9
Black	3	11	3.4	3.4	8.3
White	4	287	88.6	88.6	96.9
Other	5	8	2.5	2.5	99.4
Missing	9	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

HISPANIC

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Hispanic	1	14	4.3	4.3	4.3
Non-Hispanic	2	273	84.3	84.3	88.6
Missing	9	37	11.4	11.4	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

PARTYSIZ

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	22	6.8	6.8	6.8
	2	133	41.0	41.0	47.8
	3	65	20.1	20.1	67.9
	4	53	16.4	16.4	84.3
	5	21	6.5	6.5	90.7
	6	14	4.3	4.3	95.1
	7	4	1.2	1.2	96.3
	8	3	.9	.9	97.2
	9	1	.3	.3	97.5
	14	1	.3	.3	97.8
	22	1	.3	.3	98.1
	23	3	.9	.9	99.1
	27	3	.9	.9	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

MORATRIP Trips to MORA in last 3 years

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	221	68.2	68.2	68.2
	2	39	12.0	12.0	80.2
	3	24	7.4	7.4	87.7
	4	11	3.4	3.4	91.0
	5	1	.3	.3	91.4
	6	2	.6	.6	92.0
	7	3	.9	.9	92.9
	8	5	1.5	1.5	94.4
	9	2	.6	.6	95.1
	10	6	1.9	1.9	96.9
	12	2	.6	.6	97.5
	15	3	.9	.9	98.5
	20	1	.3	.3	98.8
	24	1	.3	.3	99.1
	99	3	.9	.9	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

ANYCHILD Children under 16 in group?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	1	239	73.8	73.8	73.8
Yes	2	83	25.6	25.6	99.4
	9	2	.6	.6	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

CHILD1 Age of child 1

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	8	2.5	2.5	2.5
	2	7	2.2	2.2	4.6
	3	3	.9	.9	5.6
	5	3	.9	.9	6.5
	6	1	.3	.3	6.8
	7	3	.9	.9	7.7
	8	8	2.5	2.5	10.2
	9	7	2.2	2.2	12.3
	10	7	2.2	2.2	14.5
	11	7	2.2	2.2	16.7
	12	6	1.9	1.9	18.5
	13	6	1.9	1.9	20.4
	14	7	2.2	2.2	22.5
	15	10	3.1	3.1	25.6
	98	239	73.8	73.8	99.4
	99	2	.6	.6	100.0
	Total	324	100.0	100.0	
Valid cases	324	Missing cases	0		

CHILD2 Age of child 2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	1	.3	.3	.3
	3	4	1.2	1.2	1.5
	4	4	1.2	1.2	2.8
	5	4	1.2	1.2	4.0
	6	3	.9	.9	4.9
	7	2	.6	.6	5.6
	8	5	1.5	1.5	7.1
	9	3	.9	.9	8.0
	10	4	1.2	1.2	9.3
	11	1	.3	.3	9.6
	12	3	.9	.9	10.5
	13	5	1.5	1.5	12.0
	14	3	.9	.9	13.0
	15	5	1.5	1.5	14.5
	98	275	84.9	84.9	99.4
	99	2	.6	.6	100.0
Total		324	100.0	100.0	
Valid cases	324	Missing cases	0		

CHILD3 Age of child 3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	4	4	1.2	1.2	1.2
	6	1	.3	.3	1.5
	7	2	.6	.6	2.2
	8	2	.6	.6	2.8
	9	2	.6	.6	3.4
	10	1	.3	.3	3.7
	14	1	.3	.3	4.0
	15	1	.3	.3	4.3
	98	308	95.1	95.1	99.4
	99	2	.6	.6	100.0
Total		324	100.0	100.0	
Valid cases	324	Missing cases	0		

CHILD4 Age of child 4

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	6	1	.3	.3	.3
	7	2	.6	.6	.9
	8	1	.3	.3	1.2
	10	1	.3	.3	1.5
	11	1	.3	.3	1.9
	98	316	97.5	97.5	99.4
	99	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

CHILD5 Age of child 5

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	11	1	.3	.3	.3
	13	1	.3	.3	.6
	98	320	98.8	98.8	99.4
	99	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

CHILD6 Age of child 6

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	12	1	.3	.3	.3
	98	321	99.1	99.1	99.4
	99	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

CHILD7 Age of child 7

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	14	1	.3	.3	.3
	98	321	99.1	99.1	99.4
	99	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPT2 Waiting 2 minute/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	288	88.9	88.9	88.9
Somewhat Acceptable	2	29	9.0	9.0	97.8
Neither Acc nor Unac	3	5	1.5	1.5	99.4
Somewhat Unacceptabl	4	1	.3	.3	99.7
Very Unacceptable	5	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPT4 Waiting 4 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	209	64.5	64.5	64.5
Somewhat Acceptable	2	80	24.7	24.7	89.2
Neither Acc nor Unac	3	17	5.2	5.2	94.4
Somewhat Unacceptabl	4	15	4.6	4.6	99.1
Very Unacceptable	5	3	.9	.9	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPT6 Waiting 6 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	118	36.4	36.4	36.4
Somewhat Acceptable	2	117	36.1	36.1	72.5
Neither Acc nor Unac	3	33	10.2	10.2	82.7
Somewhat Unacceptabl	4	30	9.3	9.3	92.0
Very Unacceptable	5	26	8.0	8.0	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPT10 Waiting 10 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	48	14.8	14.8	14.8
Somewhat Acceptable	2	95	29.3	29.3	44.1
Neither Acc nor Unac	3	50	15.4	15.4	59.6
Somewhat Unacceptabl	4	59	18.2	18.2	77.8
Very Unacceptable	5	72	22.2	22.2	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPT14 Waiting 14 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	5	1.5	1.5	1.5
Somewhat Acceptable	2	61	18.8	18.8	20.4
Neither Acc nor Unac	3	43	13.3	13.3	33.6
Somewhat Unacceptabl	4	76	23.5	23.5	57.1
Very Unacceptable	5	139	42.9	42.9	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACCEPT20 Waiting 20 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	1	.3	.3	.3
Somewhat Acceptable	2	22	6.8	6.8	7.1
Neither Acc nor Unac	3	26	8.0	8.0	15.1
Somewhat Unacceptabl	4	51	15.7	15.7	30.9
Very Unacceptable	5	224	69.1	69.1	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

MAXTIME Max. time that customers should have to

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	2	.6	.6	.6
	3	2	.6	.6	1.2
	4	11	3.4	3.4	4.6
	5	30	9.3	9.3	13.9
	6	9	2.8	2.8	16.7
	7	7	2.2	2.2	18.8
	8	10	3.1	3.1	21.9
	9	1	.3	.3	22.2
	10	90	27.8	27.8	50.0
	12	9	2.8	2.8	52.8
	13	9	2.8	2.8	55.6
	14	1	.3	.3	55.9
	15	78	24.1	24.1	79.9
	16	2	.6	.6	80.6
	17	2	.6	.6	81.2
	18	3	.9	.9	82.1
	20	37	11.4	11.4	93.5
	25	8	2.5	2.5	96.0
	30	10	3.1	3.1	99.1
	45	1	.3	.3	99.4
	60	1	.3	.3	99.7
	99	1	.3	.3	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

MAXIMPT Importance if more time than max

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	81	25.0	25.0	25.0
Slightly	2	147	45.4	45.4	70.4
Important	3	49	15.1	15.1	85.5
Very	4	37	11.4	11.4	96.9
Extremely	5	9	2.8	2.8	99.7
Missing	9	1	.3	.3	100.0
Total		324	100.0	100.0	
Valid cases	324	Missing cases	0		

MINUTES Minutes waited for purchase

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	24	7.4	7.4	7.4
	1	29	9.0	9.0	16.4
	2	34	10.5	10.5	26.9
	3	20	6.2	6.2	33.0
	4	12	3.7	3.7	36.7
	5	77	23.8	23.8	60.5
	6	4	1.2	1.2	61.7
	7	6	1.9	1.9	63.6
	8	5	1.5	1.5	65.1
	9	2	.6	.6	65.7
	10	54	16.7	16.7	82.4
	12	3	.9	.9	83.3
	13	2	.6	.6	84.0
	15	24	7.4	7.4	91.4
	17	2	.6	.6	92.0
	20	15	4.6	4.6	96.6
	25	4	1.2	1.2	97.8
	30	3	.9	.9	98.8
	40	1	.3	.3	99.1
NA/No purchase	98	1	.3	.3	99.4
	99	2	.6	.6	100.0
Total		324	100.0	100.0	
Valid cases	324	Missing cases	0		

FAVORABL Favorability of wait

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Favorable	1	184	56.8	56.8	56.8
Somewhat Favorable	2	78	24.1	24.1	80.9
Neith Fav nor Unfav	3	33	10.2	10.2	91.0
Somewhat Unfavorable	4	22	6.8	6.8	97.8
Very Unfavorable	5	4	1.2	1.2	99.1
NA/No purchase	8	1	.3	.3	99.4
Missing	9	2	.6	.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

ACTIMPN Importance of actual wait for satisfacti

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	155	47.8	47.8	47.8
Slightly	2	91	28.1	28.1	75.9
Important	3	48	14.8	14.8	90.7
Very	4	17	5.2	5.2	96.0
Extremely	5	6	1.9	1.9	97.8
NA/No purchase	8	2	.6	.6	98.5
Missing	9	5	1.5	1.5	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

COMMENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	109	33.6	33.6	33.6
Good Variety	1	5	1.5	1.5	35.2
Good Service	2	13	4.0	4.0	39.2
Good Prices	3	1	.3	.3	39.5
Good quality	4	40	12.3	12.3	51.9
Good facility layout	5	3	.9	.9	52.8
Spec. item in stock	6	7	2.2	2.2	54.9
Glad facil. present	7	8	2.5	2.5	57.4
Other positive cmnt	8	1	.3	.3	57.7
Poor variety	9	24	7.4	7.4	65.1
Poor service	10	7	2.2	2.2	67.3
Poor prices	11	6	1.9	1.9	69.1
Poor quality	12	26	8.0	8.0	77.2
Poor facil layout	13	15	4.6	4.6	81.8
Spec. item out of st	14	7	2.2	2.2	84.0
Wish facility gone	15	6	1.9	1.9	85.8
Other negative cmnt	16	1	.3	.3	86.1
Prefer local-made pr	18	9	2.8	2.8	88.9
Prefer locally-relev	19	21	6.5	6.5	95.4
Comment unrelated to	20	15	4.6	4.6	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

COMMENT2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	253	78.1	78.1	78.1
Good Service	2	7	2.2	2.2	80.2
Good Prices	3	1	.3	.3	80.6
Good quality	4	6	1.9	1.9	82.4
Good facility layout	5	2	.6	.6	83.0
Spec. item in stock	6	3	.9	.9	84.0
Glad facil. present	7	1	.3	.3	84.3
Poor variety	9	5	1.5	1.5	85.8
Poor service	10	8	2.5	2.5	88.3
Poor prices	11	2	.6	.6	88.9
Poor quality	12	11	3.4	3.4	92.3
Poor facil layout	13	5	1.5	1.5	93.8
Spec. item out of st	14	3	.9	.9	94.8
Other negative cmnt	16	2	.6	.6	95.4
Prefer local-made pr	18	4	1.2	1.2	96.6
Prefer locally-relev	19	3	.9	.9	97.5
Comment unrelated to	20	8	2.5	2.5	100.0
Total		324	100.0	100.0	

Valid cases 324 Missing cases 0

SUGGESTN Suggestion offered

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No suggestion	0	279	86.1	86.1	86.1
Suggestion made	1	45	13.9	13.9	100.0
Total		324	100.0	100.0	
Valid cases	324	Missing cases	0		

VI. LONGMIRE MUSEUM

Interview Schedule

Two versions of the interview schedule were administered randomly to respondents agreeing to participate in the study. Both interview schedules consisted of a series of social and demographic items followed by a series of questions designed to measure: (1) attitudes toward the number of visitors in the museum at the time of the interview (i.e., the visitor density), (2) attitudes toward six hypothetical visitor densities, (3) opinions about the number of visitors that should be present in the museum, and (4) the relative importance of visitor density in Longmire Museum in overall MORA visitation experiences. Version 1 asked respondents for their reactions to the actual number of people in the museum before questions about reactions to the six hypothetical densities of visitors; version 2 asked about the acceptability of the hypothetical visitor densities first. The two interview schedules are included below. Readers should examine these carefully in order to fully understand the rest of this section.

Longmire Museum

Version 1

1995 Mount Rainier National Park
Longmire Museum Survey

1. Are you: (*Circle one number.*) 1 FEMALE 2 MALE
2. What year were you born? 19 _____
3. What is your home Zip code (Country if not U.S.)? _____
4. How many years of formal schooling have you completed? (*Circle the appropriate number.*)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
(Elementary thru High School) (College/Vocational) (Graduate/Professional)
5. Which of the following best describes your current employment status? (*Circle the appropriate number.*)
- 1 STUDENT
 - 2 HOMEMAKER
 - 3 RETIRED
 - 4 MILITARY
 - 5 EMPLOYED --- What is your occupation?
 - 6 UNEMPLOYED | _____
6. Are you: (*Circle one number.*)
- 1 AMERICAN INDIAN/ALASKA NATIVE
 - 2 ASIAN
 - 3 BLACK
 - 4 WHITE
 - 5 OTHER (Specify): _____
- Are you: (*Circle one number.*)
- 1 HISPANIC
 - 2 NON-HISPANIC
7. How many people are in your group today?
_____ PEOPLE
8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
NUMBER OF TRIPS _____
9. Are there any children under age 16 in your group today? (*Circle one number.*)
- 1 NO
 - 2 YES - What are the ages of the children under age 16 in your group:

Longmire Museum

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. Approximately how many people were in the Longmire museum when you visited today?
_____ people
11. Using this scale [scale #2], please rate your response to the number of people you encountered in the Longmire museum.
Favorability rating (1-5) _____
12. Using scale #3 please answer this question. How important was the number of people you encountered in the Longmire museum in determining your overall satisfaction with this trip to Mt. Rainier?
Importance rating (1-5) _____
13. The number of people in the Longmire Museum can vary depending on several factors. I am going to ask you about being in the museum with different numbers of people. After I ask you about each number of people, please use scale #1 to rate how ACCEPTABLE it would be to share the museum with that many people. (Repeat the following question and write the response for each number of people listed.)

HOW ACCEPTABLE IS SHARING THE MUSEUM WITH _____ PEOPLE?

5 _____ 10 _____ 15 _____ 20 _____ 25 _____ 30 _____

14. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the number of visitors in various areas of the park. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** number of visitors at the Longmire Museum?
_____ people
15. Using scale #3 please answer this question. If there had been more than [the maximum number of people listed in Q-14], how important would your experience have been in determining your overall satisfaction with this trip to Mt. Rainier?
Importance rating (1-5) _____
16. Was there anything else about your experience in the museum that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Longmire Museum

Version 2

1995 Mount Rainier National Park
Longmire Museum Survey

1. Are you: (Circle one number.) 1 FEMALE 2 MALE
2. What year were you born? 19 _____
3. What is your home Zip code (Country if not U.S.)? _____
4. How many years of formal schooling have you completed? (Circle the appropriate number.)
- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
- (Elementary thru High School) (College/Vocational) (Graduate/Professional)
5. Which of the following best describes your current employment status? (Circle the appropriate number.)
- 1 STUDENT
- 2 HOMEMAKER
- 3 RETIRED
- 4 MILITARY
- 5 EMPLOYED ---- What is your occupation?
- 6 UNEMPLOYED | _____
6. Are you: (Circle one number.)
- 1 AMERICAN INDIAN/ALASKA NATIVE
- 2 ASIAN
- 3 BLACK
- 4 WHITE
- 5 OTHER (Specify): _____
- Are you: (Circle one number.)
- 1 HISPANIC
- 2 NON-HISPANIC
7. How many people are in your group today?
- _____ PEOPLE
8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
- NUMBER OF TRIPS _____
9. Are there any children under age 16 in your group today? (Circle one number.)
- 1 NO
- 2 YES - What are the ages of the children under age 16 in your group:
- _____

Longmire Museum

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. The number of people in the Longmire Museum can vary depending on several factors. I am going to ask you about being in the museum with different numbers of people. After I ask you about each number of people, please use scale #1 to rate how ACCEPTABLE it would be to share the museum with that many people. (Repeat the following question and write the response for each number of people listed.)

HOW ACCEPTABLE IS SHARING THE MUSEUM WITH _____ PEOPLE?

5 _____ 10 _____ 15 _____ 20 _____ 25 _____ 30 _____

11. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the number of visitors in various areas of the park. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** number of visitors at the Longmire Museum?

_____ people

12. Using scale #3 please answer this question. If there had been more than [the maximum number of people listed in Q-11], how important would your experience have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. Approximately how many people were in the Longmire museum when you visited today?

_____ people

14. Using this scale [scale #2], please rate your response to the number of people you encountered in the Longmire museum.

Favorability rating (1-5) _____

15. Using scale #3 once again, please answer this question. How important was the number of people you encountered in the Longmire museum in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the museum that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Longmire Museum

Scales used by respondents when answering interview questions.

SCALE #1

Very Acceptable	Somewhat Acceptable	Neither Acceptable nor Unacceptable	Somewhat Unacceptable	Very Unacceptable
1	2	3	4	5

SCALE #2

Very Favorable	Somewhat Favorable	Neither Favorable nor Unfavorable	Somewhat Unfavorable	Very Unfavorable
1	2	3	4	5

SCALE #3

Not at all Important	Slightly Important	Important	Very Important	Extremely Important
1	2	3	4	5

Visitor Contact Procedure

Field interviewers were posted on the porch outside the museum itself. The original sampling schedule was designed to result in a sample of the visitor population who visited the museum stratified by the ratio of weekday to weekend visitation periods (.60/.40). Sampling periods were assigned for 3.5 hour periods beginning from 9:30 am. or 1:00 pm. Interviewers were instructed to contact as many eligible people as possible during each interview period. Respondents were contacted as they exited the museum and a random process was used to select from eligible respondents in the party. In total, 243 people were interviewed; the target n was 300.

Discussions of Limitations or Potential Limitations

Assuming a random sample and questions of yes/no type in which the true occurrences of these values in the population are .50/.50 the entire sample data (247) can be generalized to the population of visitors using the Longmire Museum with a 95% assurance that the obtained or observed percentages to any item will vary by no more than $\pm 5.6\%$. Assuming a random sample, a five point scale, and a true mean of 3.0, the entire sample data can be generalized to the Longmire Museum user population with 95% assurance that the obtained or observed values will fall between 2.88 and 3.12.

Although the goal of the stratified sample procedure was to achieve a ratio

of weekday visitors to weekend visitors of .6/.4, the actual sample ratio is .55/.45. A multivariate analysis of variance was performed comparing mean values of acceptability for the six hypothetical visitor number categories (5,10,15,20,25,30) for the weekday and weekend subsamples. No significant statistical differences were observed (sig. of F = .211).

A question can be raised regarding potential bias introduced into the data depending on whether respondents were asked the hypothetical visitor number questions before or after the questions pertaining to their reactions actual numbers. As noted above, to control for this potential bias, two versions of the interview schedule were used. A test for the ordering effect of these questions was performed using multivariate analysis of variance comparing mean values for version 1 and 2 subsamples across the seven visitor density categories. No significant differences were observed (sig. of F = .711). Thus, the hypothetical visitor-density acceptability curves reported in this section were created using version 1 (n=136) and version two (n=111) interviews combined.

Graphical Presentation of Findings

FIGURE 6.1: VISITOR ORIGIN (LONGMIRE MUSEUM)

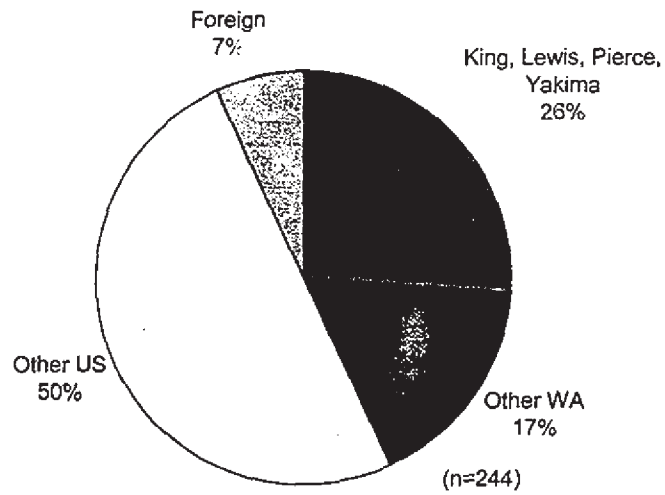


FIGURE 6.2
NUMBER OF TRIPS TO MORA IN LAST THREE YEARS (LONGMIRE MUSEUM)

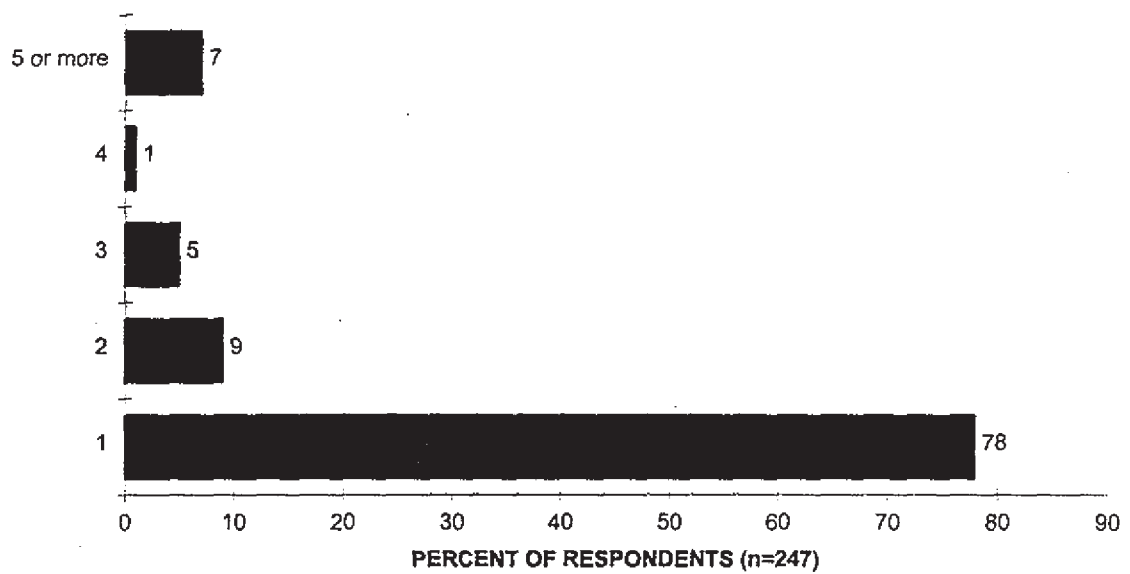
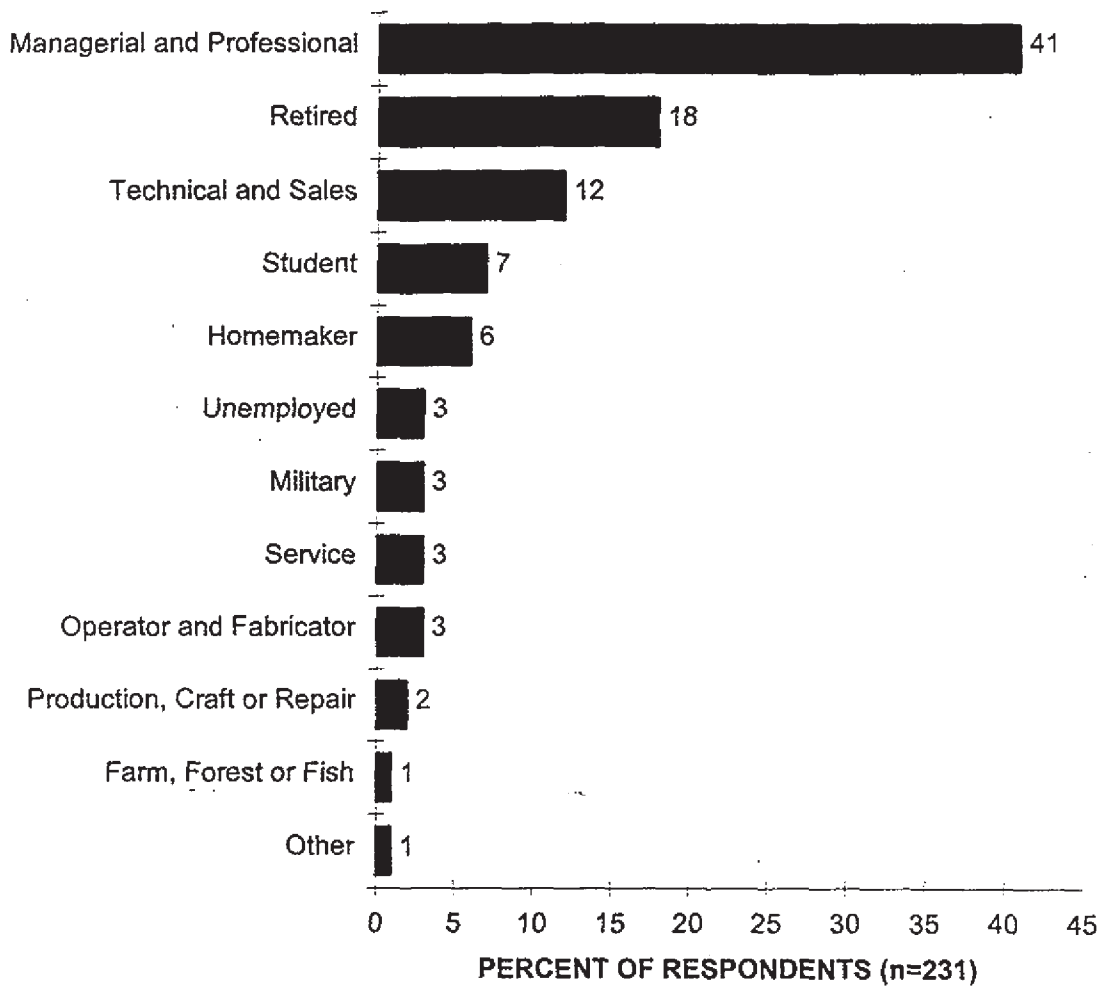


FIGURE 6.3: OCCUPATIONS (LONGMIRE MUSEUM)



Longmire Museum

FIGURE 6.4: EDUCATION (LONGMIRE MUSEUM)

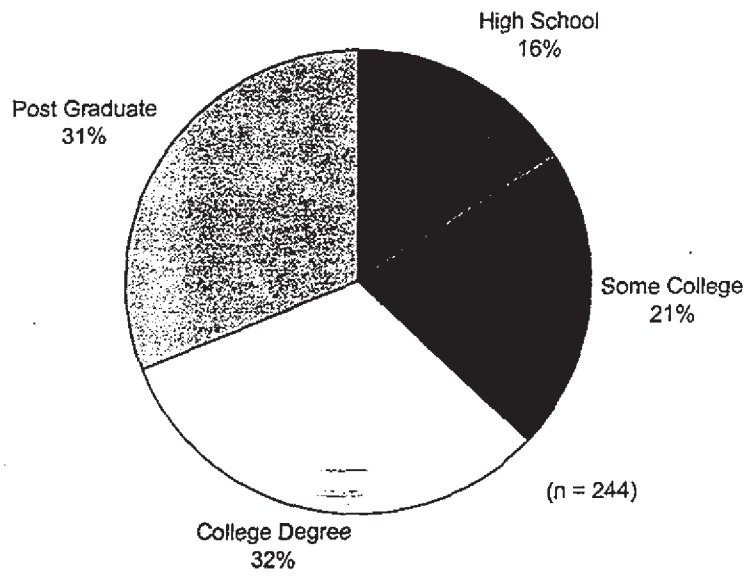
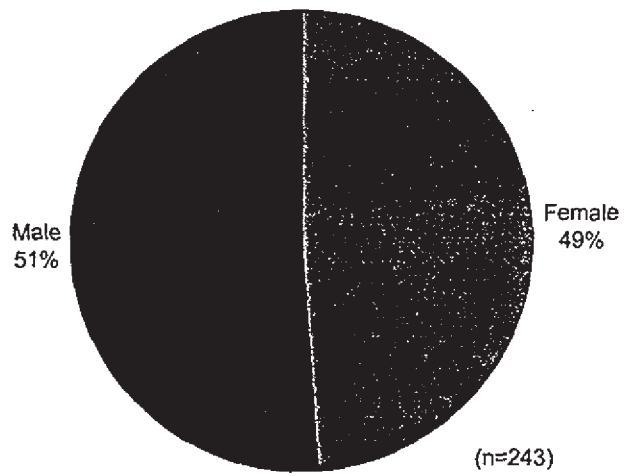


FIGURE 6.5: GENDER (LONGMIRE MUSEUM)



Longmire Museum

FIGURE 6.6: AGE (LONGMIRE MUSEUM)

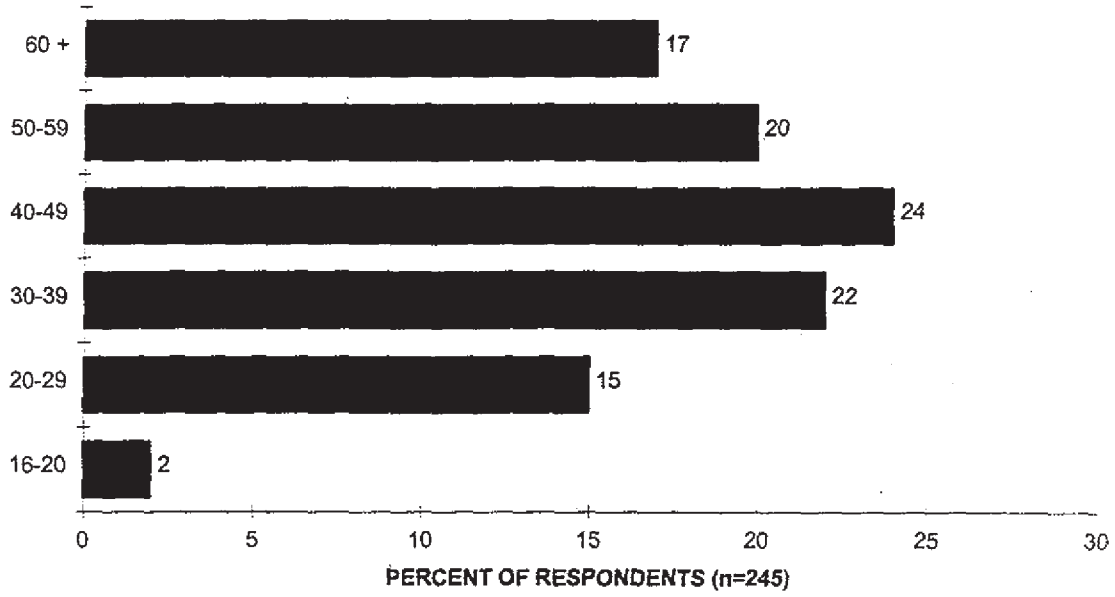


FIGURE 6.7: RACE (LONGMIRE MUSEUM)

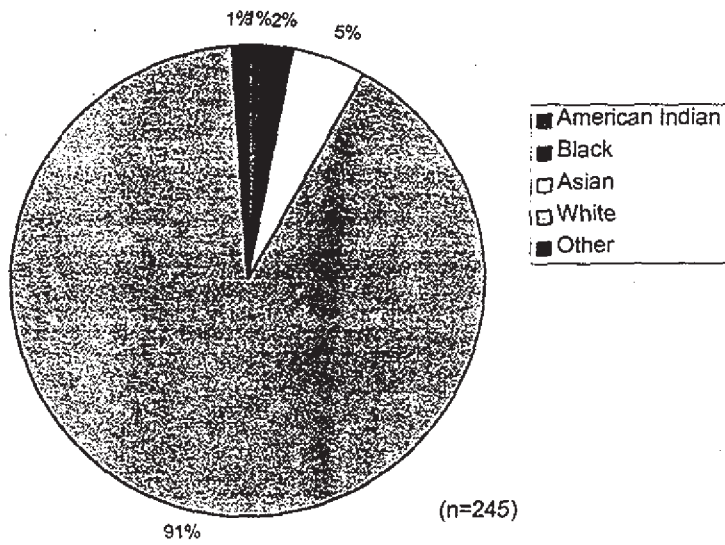
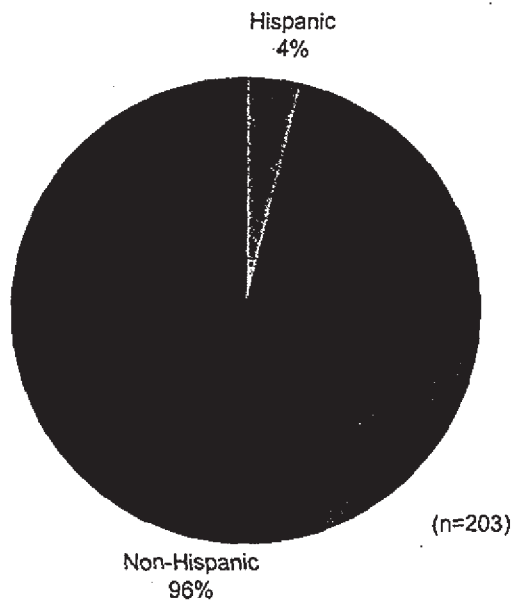


FIGURE 6.8: PERCENT HISPANIC (LONGMIRE MUSEUM)



Longmire Museum

FIGURE 6.9: PARTY SIZE (LONGMIRE MUSEUM)

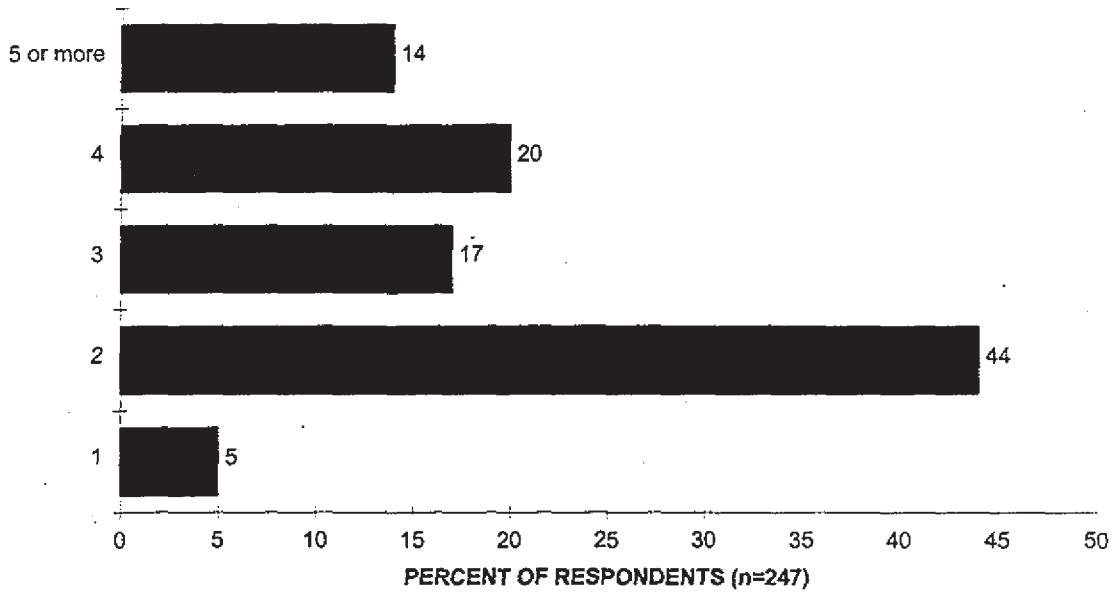
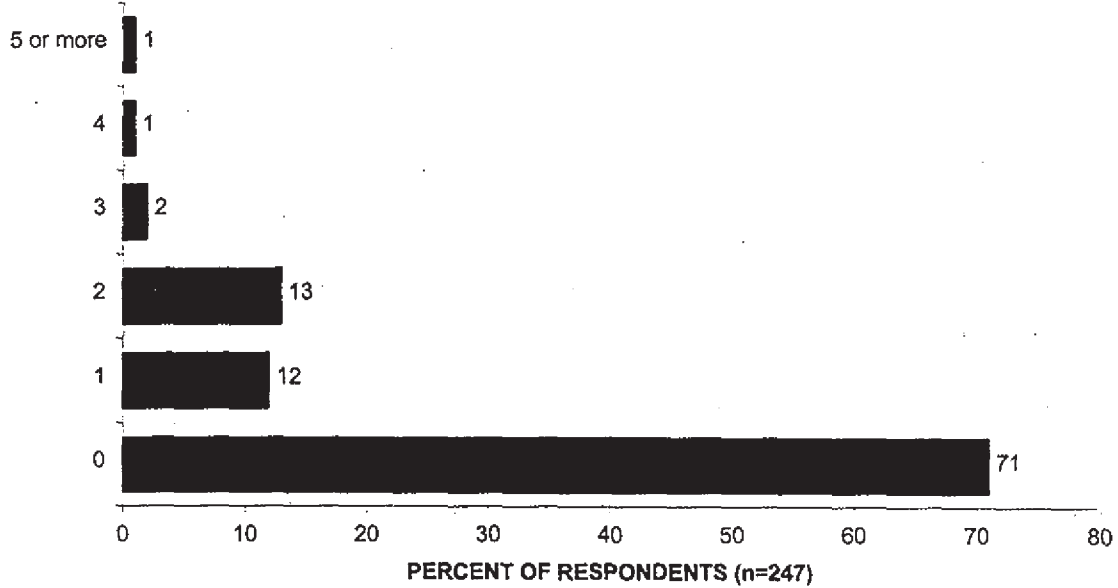
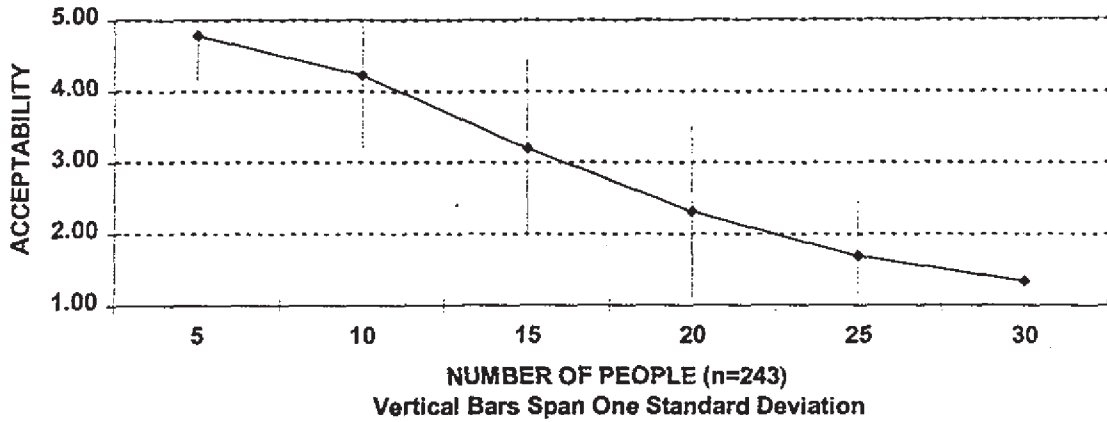


FIGURE 6.10: NUMBER OF CHILDREN IN PARTY (LONGMIRE MUSEUM)



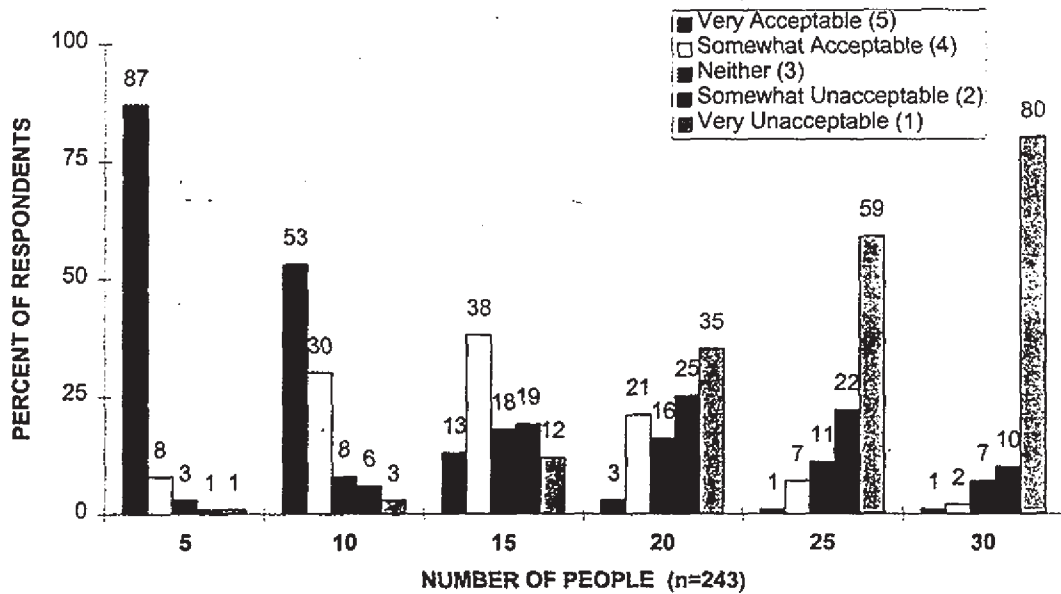
Longmire Museum

FIGURE 6.11
ACCEPTABILITY OF NUMBER OF PEOPLE
AT THE LONGMIRE MUSEUM



Note: Acceptability was recorded for this chart with 5=Very Acceptable and 1=Very Unacceptable

FIGURE 6.12
ACCEPTABILITY OF NUMBER OF PEOPLE
AT THE LONGMIRE MUSEUM



Note: Acceptability was recorded for this chart with 5=Very Acceptable and 1=Very Unacceptable

Longmire Museum

FIGURE 6.13
ACTUAL NUMBER OF PEOPLE AT THE LONGMIRE MUSEUM

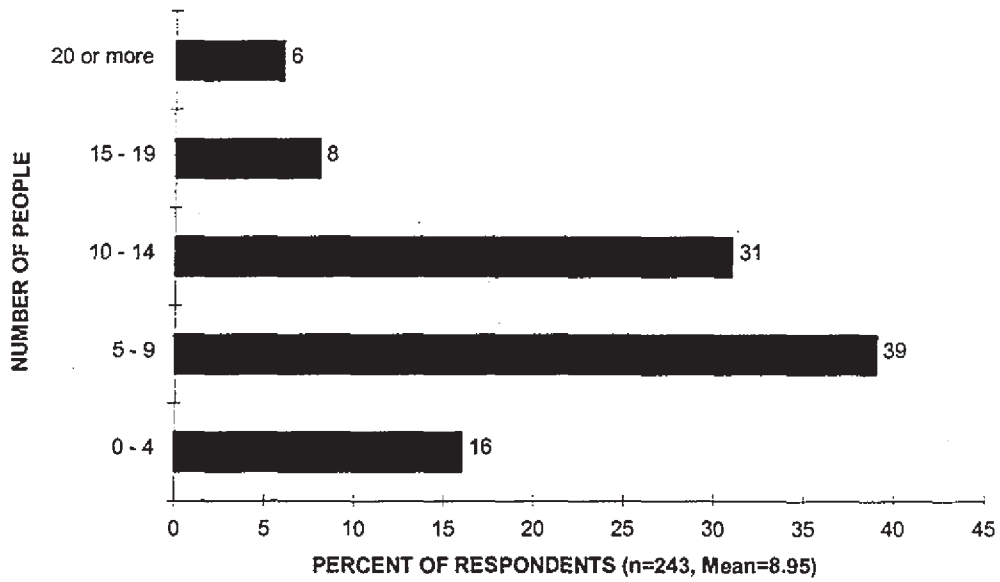
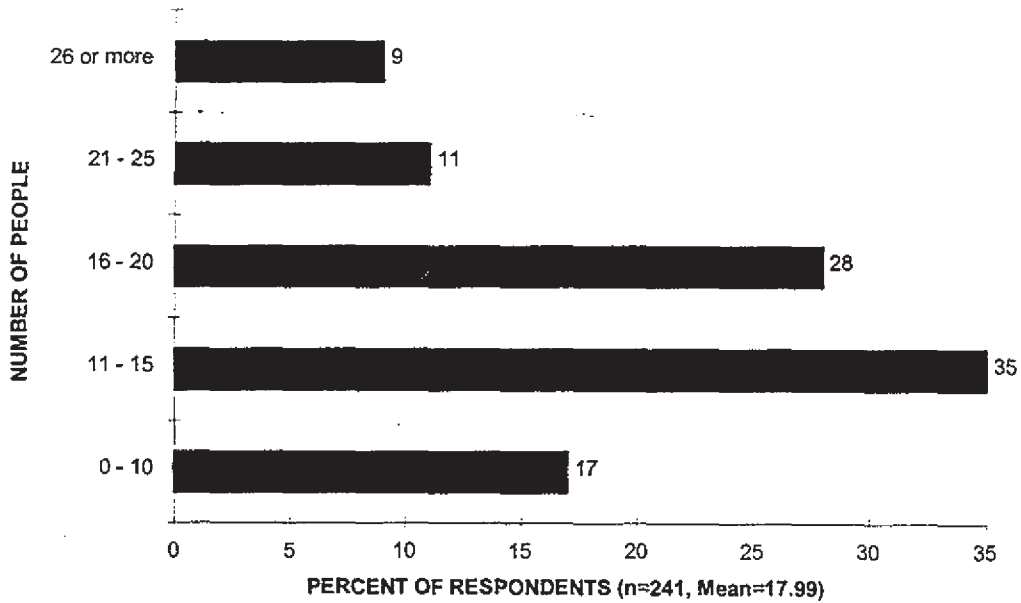


FIGURE 6.14
SUGGESTED MAXIMUM NUMBER OF PEOPLE
AT THE LONGMIRE MUSEUM



Longmire Museum

FIGURE 6.15
RESPONDENTS' RATINGS OF ACTUAL NUMBER OF PEOPLE
AT THE LONGMIRE MUSEUM

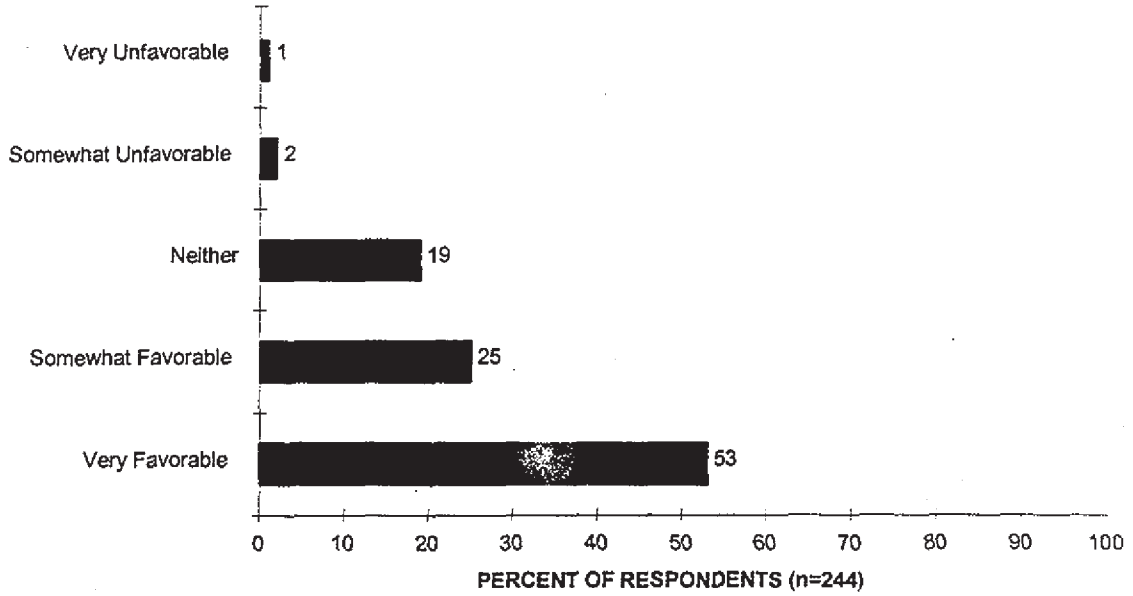
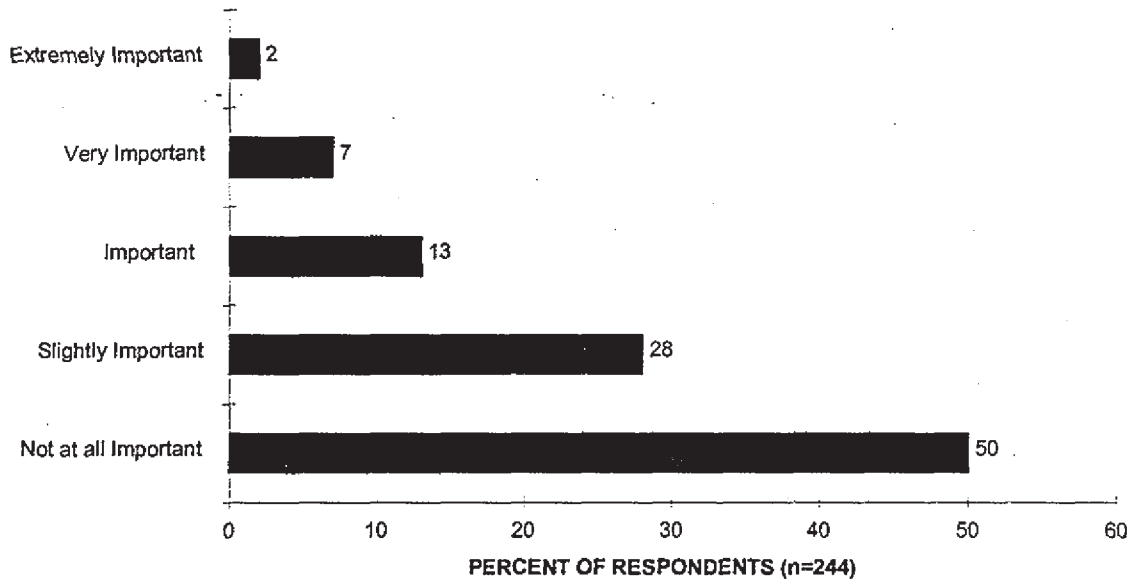
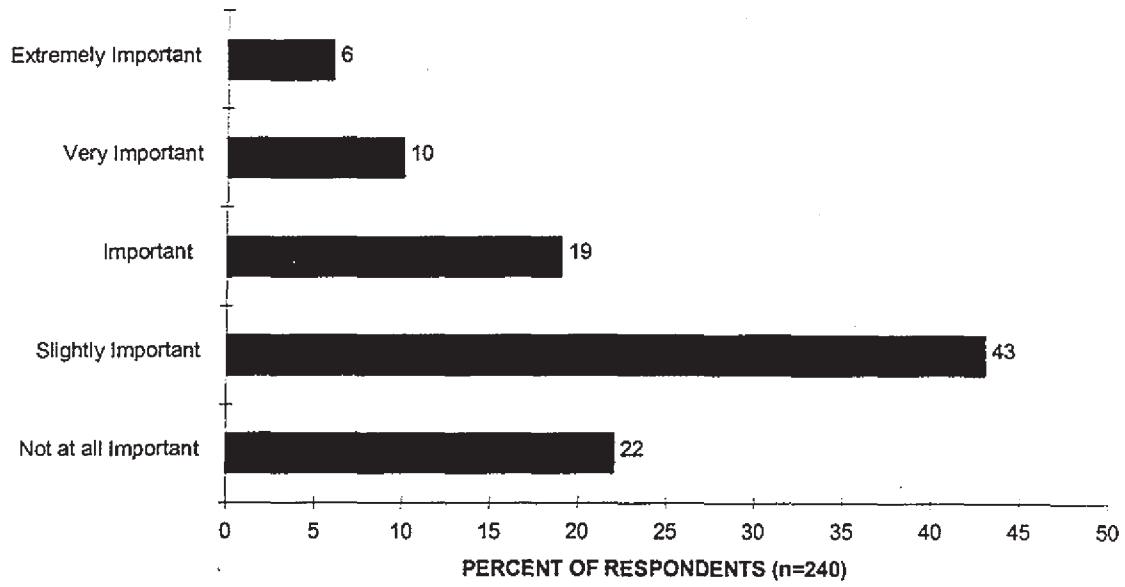


FIGURE 6.16
IMPORTANCE OF NUMBER OF PEOPLE
AT THE LONGMIRE MUSEUM TO OVERALL TRIP SATISFACTION



Longmire Museum

FIGURE 6.17
IMPORTANCE OF MAXIMUM NUMBER OF PEOPLE
AT THE LONGMIRE MUSEUM TO OVERALL TRIP SATISFACTION



Data Tables

VERSION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	110	44.5	44.5	44.5
	2	137	55.5	55.5	100.0
	Total	247	100.0	100.0	
Valid cases	247	Missing cases	0		

MONTH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	74	30.0	30.0	30.0
	8	77	31.2	31.2	61.1
	9	90	36.4	36.4	97.6
	99	6	2.4	2.4	100.0
	Total	247	100.0	100.0	
Valid cases	247	Missing cases	0		

DAY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	13	5.3	5.3	5.3
	2	26	10.5	10.5	15.8
	3	15	6.1	6.1	21.9
	4	35	14.2	14.2	36.0
	9	20	8.1	8.1	44.1
	10	11	4.5	4.5	48.6
	11	6	2.4	2.4	51.0
	13	7	2.8	2.8	53.8
	15	26	10.5	10.5	64.4
	17	8	3.2	3.2	67.6
	18	6	2.4	2.4	70.0
	19	8	3.2	3.2	73.3
	20	2	.8	.8	74.1
	21	5	2.0	2.0	76.1
	22	10	4.0	4.0	80.2
	24	14	5.7	5.7	85.8
	28	9	3.6	3.6	89.5
	31	20	8.1	8.1	97.6
	99	6	2.4	2.4	100.0
	Total	247	100.0	100.0	
Valid cases	247	Missing cases	0		

WORKER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	12	4.9	4.9	4.9
	2	60	24.3	24.3	29.1
	4	69	27.9	27.9	57.1
	5	5	2.0	2.0	59.1
	7	10	4.0	4.0	63.2
	8	19	7.7	7.7	70.9
	9	16	6.5	6.5	77.3
	10	2	.8	.8	78.1
	12	35	14.2	14.2	92.3
	13	15	6.1	6.1	98.4
	99	4	1.6	1.6	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Female	1	119	48.2	48.2	48.2
Male	2	124	50.2	50.2	98.4
	9	4	1.6	1.6	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

BIRTHYR year of birth

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	15	1	.4	.4	.4
	18	2	.8	.8	1.2
	21	1	.4	.4	1.6
	23	4	1.6	1.6	3.2
	24	3	1.2	1.2	4.5
	25	3	1.2	1.2	5.7
	26	4	1.6	1.6	7.3
	27	1	.4	.4	7.7
	28	2	.8	.8	8.5
	29	3	1.2	1.2	9.7
	30	3	1.2	1.2	10.9
	31	6	2.4	2.4	13.4
	32	2	.8	.8	14.2
	33	1	.4	.4	14.6
	34	4	1.6	1.6	16.2
	35	2	.8	.8	17.0
	36	8	3.2	3.2	20.2
	37	3	1.2	1.2	21.5
	38	5	2.0	2.0	23.5
	39	4	1.6	1.6	25.1
	40	3	1.2	1.2	26.3
	41	5	2.0	2.0	28.3
	42	5	2.0	2.0	30.4
	43	9	3.6	3.6	34.0
	44	3	1.2	1.2	35.2
	45	3	1.2	1.2	36.4
	46	6	2.4	2.4	38.9
	47	3	1.2	1.2	40.1
	48	5	2.0	2.0	42.1
	49	2	.8	.8	42.9
	50	5	2.0	2.0	44.9
	51	5	2.0	2.0	47.0
	52	14	5.7	5.7	52.6
	53	5	2.0	2.0	54.7
	54	8	3.2	3.2	57.9

BIRTHYR year of birth

55	7	2.8	2.8	60.7
56	6	2.4	2.4	63.2
57	8	3.2	3.2	66.4
58	7	2.8	2.8	69.2
59	3	1.2	1.2	70.4
60	9	3.6	3.6	74.1
61	5	2.0	2.0	76.1
62	5	2.0	2.0	78.1
63	2	.8	.8	78.9
64	6	2.4	2.4	81.4
65	4	1.6	1.6	83.0
66	5	2.0	2.0	85.0
67	6	2.4	2.4	87.4
68	5	2.0	2.0	89.5
69	3	1.2	1.2	90.7
70	8	3.2	3.2	93.9
71	2	.8	.8	94.7
72	4	1.6	1.6	96.4
73	2	.8	.8	97.2
74	2	.8	.8	98.0
77	1	.4	.4	98.4
78	1	.4	.4	98.8
80	1	.4	.4	99.2
99	2	.8	.8	100.0

Total 247 100.0 100.0

Valid cases 247 Missing cases 0

ZIPCODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1085	1	.4	.4	.4
	1532	1	.4	.4	.8
	2146	1	.4	.4	1.2
	2703	1	.4	.4	1.6
	3748	1	.4	.4	2.0
	8050	1	.4	.4	2.4
	8347	1	.4	.4	2.8
	8759	1	.4	.4	3.2
	11364	1	.4	.4	3.6
	11367	1	.4	.4	4.0
	11518	1	.4	.4	4.5
	11762	1	.4	.4	4.9
	12508	1	.4	.4	5.3
	13833	1	.4	.4	5.7
	13838	1	.4	.4	6.1
	15146	1	.4	.4	6.5
	15237	1	.4	.4	6.9
	15243	1	.4	.4	7.3
	15701	1	.4	.4	7.7
	18625	1	.4	.4	8.1
	19004	1	.4	.4	8.5
	19129	1	.4	.4	8.9
	19382	1	.4	.4	9.3
	20003	1	.4	.4	9.7
	20853	1	.4	.4	10.1
	22011	1	.4	.4	10.5
	22309	1	.4	.4	10.9
	22546	1	.4	.4	11.3
	25401	1	.4	.4	11.7
	27511	1	.4	.4	12.1
	27587	1	.4	.4	12.6
	28451	2	.8	.8	13.4
	28562	1	.4	.4	13.8
	29407	1	.4	.4	14.2
	29625	1	.4	.4	14.6

ZIPCODE

29664	1	.4	.4	15.0
30075	1	.4	.4	15.4
30208	1	.4	.4	15.8
30223	1	.4	.4	16.2
30273	1	.4	.4	16.6
32226	1	.4	.4	17.0
32312	1	.4	.4	17.4
33617	1	.4	.4	17.8
33903	1	.4	.4	18.2
33908	1	.4	.4	18.6
34239	1	.4	.4	19.0
34647	1	.4	.4	19.4
34995	1	.4	.4	19.8
35674	1	.4	.4	20.2
38503	1	.4	.4	20.6
38866	1	.4	.4	21.1
44118	1	.4	.4	21.5
44509	1	.4	.4	21.9
45231	1	.4	.4	22.3
45431	1	.4	.4	22.7
46227	1	.4	.4	23.1
46254	1	.4	.4	23.5
48093	1	.4	.4	23.9
48173	1	.4	.4	24.3
48382	1	.4	.4	24.7
49418	1	.4	.4	25.1
49632	1	.4	.4	25.5
53126	1	.4	.4	25.9
53546	1	.4	.4	26.3
53714	1	.4	.4	26.7
54751	1	.4	.4	27.1
55408	1	.4	.4	27.5
55647	1	.4	.4	27.9
56567	1	.4	.4	28.3
58801	1	.4	.4	28.7
59802	1	.4	.4	29.1
60061	1	.4	.4	29.6
60118	1	.4	.4	30.0
60173	1	.4	.4	30.4

ZIPCODE

60563	1	.4	.4	30.8
61078	1	.4	.4	31.2
61114	1	.4	.4	31.6
62040	1	.4	.4	32.0
62707	1	.4	.4	32.4
63010	1	.4	.4	32.8
63017	1	.4	.4	33.2
63031	1	.4	.4	33.6
64012	1	.4	.4	34.0
64644	1	.4	.4	34.4
65648	1	.4	.4	34.8
66857	1	.4	.4	35.2
73003	1	.4	.4	35.6
74133	1	.4	.4	36.0
75067	1	.4	.4	36.4
75287	1	.4	.4	36.8
77077	1	.4	.4	37.2
77346	1	.4	.4	37.7
77858	1	.4	.4	38.1
78216	1	.4	.4	38.5
80223	1	.4	.4	38.9
80503	1	.4	.4	39.3
84040	1	.4	.4	39.7
85029	1	.4	.4	40.1
85332	1	.4	.4	40.5
85622	1	.4	.4	40.9
90230	1	.4	.4	41.3
90250	1	.4	.4	41.7
91206	1	.4	.4	42.1
91423	1	.4	.4	42.5
91773	1	.4	.4	42.9
91784	1	.4	.4	43.3
92253	1	.4	.4	43.7
92373	1	.4	.4	44.1
92630	1	.4	.4	44.5
93035	1	.4	.4	44.9
93534	1	.4	.4	45.3
93561	1	.4	.4	45.7
94530	1	.4	.4	46.2

ZIPCODE

94536	1	.4	.4	46.6
94580	1	.4	.4	47.0
94595	1	.4	.4	47.4
94610	1	.4	.4	47.8
94941	1	.4	.4	48.2
95004	1	.4	.4	48.6
95070	1	.4	.4	49.0
95362	1	.4	.4	49.4
95366	1	.4	.4	49.8
95833	1	.4	.4	50.2
95932	2	.8	.8	51.0
97007	1	.4	.4	51.4
97038	1	.4	.4	51.8
97045	1	.4	.4	52.2
97140	1	.4	.4	52.6
97206	1	.4	.4	53.0
97217	1	.4	.4	53.4
97355	1	.4	.4	53.8
97405	1	.4	.4	54.3
97865	1	.4	.4	54.7
98002	1	.4	.4	55.1
98003	3	1.2	1.2	56.3
98005	1	.4	.4	56.7
98020	1	.4	.4	57.1
98021	1	.4	.4	57.5
98023	1	.4	.4	57.9
98027	2	.8	.8	58.7
98031	3	1.2	1.2	59.9
98032	2	.8	.8	60.7
98033	1	.4	.4	61.1
98042	3	1.2	1.2	62.3
98052	2	.8	.8	63.2
98059	1	.4	.4	63.6
98072	1	.4	.4	64.0
98101	1	.4	.4	64.4
98103	3	1.2	1.2	65.6
98104	1	.4	.4	66.0
98108	1	.4	.4	66.4
98109	2	.8	.8	67.2

ZIPCODE

98112	1	.4	.4	67.6
98115	1	.4	.4	68.0
98116	1	.4	.4	68.4
98117	1	.4	.4	68.8
98119	1	.4	.4	69.2
98126	1	.4	.4	69.6
98146	1	.4	.4	70.0
98148	1	.4	.4	70.4
98155	2	.8	.8	71.3
98188	1	.4	.4	71.7
98203	1	.4	.4	72.1
98204	1	.4	.4	72.5
98225	1	.4	.4	72.9
98233	1	.4	.4	73.3
98277	1	.4	.4	73.7
98328	1	.4	.4	74.1
98329	1	.4	.4	74.5
98335	1	.4	.4	74.9
98365	1	.4	.4	75.3
98371	1	.4	.4	75.7
98379	1	.4	.4	76.1
98382	1	.4	.4	76.5
98387	2	.8	.8	77.3
98404	1	.4	.4	77.7
98433	1	.4	.4	78.1
98443	2	.8	.8	78.9
98445	1	.4	.4	79.4
98466	3	1.2	1.2	80.6
98498	1	.4	.4	81.0
98501	2	.8	.8	81.8
98503	2	.8	.8	82.6
98506	1	.4	.4	83.0
98580	2	.8	.8	83.8
98589	1	.4	.4	84.2
98591	1	.4	.4	84.6
98597	1	.4	.4	85.0
98604	1	.4	.4	85.4
98622	1	.4	.4	85.8
98639	1	.4	.4	86.2

ZIPCODE

98684	1	.4	.4	86.6
98685	1	.4	.4	87.0
98802	1	.4	.4	87.4
98815	1	.4	.4	87.9
98942	1	.4	.4	88.3
99141	1	.4	.4	88.7
99204	2	.8	.8	89.5
99205	1	.4	.4	89.9
99324	1	.4	.4	90.3
99352	1	.4	.4	90.7
99357	1	.4	.4	91.1
99362	1	.4	.4	91.5
99507	1	.4	.4	91.9
99723	1	.4	.4	92.3
99958	1	.4	.4	92.7
99959	1	.4	.4	93.1
99960	1	.4	.4	93.5
99961	8	3.2	3.2	96.8
99962	1	.4	.4	97.2
99967	1	.4	.4	97.6
99979	1	.4	.4	98.0
99985	1	.4	.4	98.4
99997	1	.4	.4	98.8
99999	3	1.2	1.2	100.0
Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

SCHOOL Years of education

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	8	1	.4	.4	.4
	9	1	.4	.4	.8
	10	3	1.2	1.2	2.0
	11	2	.8	.8	2.8
	12	32	13.0	13.0	15.8
	13	13	5.3	5.3	21.1
	14	22	8.9	8.9	30.0
	15	17	6.9	6.9	36.8
	16	78	31.6	31.6	68.4
	17	12	4.9	4.9	73.3
	18	22	8.9	8.9	82.2
	19	15	6.1	6.1	88.3
	20	10	4.0	4.0	92.3
	21	6	2.4	2.4	94.7
	22	2	.8	.8	95.5
	24	8	3.2	3.2	98.8
	99	3	1.2	1.2	100.0
Total		247	100.0	100.0	
Valid cases	247	Missing cases	0		

OCCUPATN Code for occupation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Managerial/professio	1	94	38.1	38.1	38.1
Tech/Sales/Admin sup	2	29	11.7	11.7	49.8
Service	3	6	2.4	2.4	52.2
Farm/Forestry/Fish	4	3	1.2	1.2	53.4
Production/Craft/Rep	5	5	2.0	2.0	55.5
Operator/Fabricator/	6	7	2.8	2.8	58.3
Homemaker	7	13	5.3	5.3	63.6
Military	8	6	2.4	2.4	66.0
Retired	9	42	17.0	17.0	83.0
Student	10	17	6.9	6.9	89.9
Unemployed	11	7	2.8	2.8	92.7
Unclassifiable	97	2	.8	.8	93.5
Missing	99	16	6.5	6.5	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

RACE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Amer. Indian/AK nati	1	2	.8	.8	.8
Asian	2	11	4.5	4.5	5.3
Black	3	5	2.0	2.0	7.3
White	4	224	90.7	90.7	98.0
Other	5	3	1.2	1.2	99.2
Missing	9	2	.8	.8	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

HISPANIC

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Hispanic	1	8	3.2	3.2	3.2
Non-Hispanic	2	195	78.9	78.9	82.2
Missing	9	44	17.8	17.8	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

PARTYSIZ

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	11	4.5	4.5	4.5
	2	109	44.1	44.1	48.6
	3	43	17.4	17.4	66.0
	4	49	19.8	19.8	85.8
	5	17	6.9	6.9	92.7
	6	6	2.4	2.4	95.1
	7	2	.8	.8	96.0
	8	2	.8	.8	96.8
	9	1	.4	.4	97.2
	11	2	.8	.8	98.0
	14	3	1.2	1.2	99.2
	37	1	.4	.4	99.6
	39	1	.4	.4	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

MORATRIP Trips to MORA in last 3 years

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	193	78.1	78.1	78.1
	2	22	8.9	8.9	87.0
	3	12	4.9	4.9	91.9
	4	3	1.2	1.2	93.1
	5	3	1.2	1.2	94.3
	6	4	1.6	1.6	96.0
	7	1	.4	.4	96.4
	10	2	.8	.8	97.2
	12	1	.4	.4	97.6
	15	3	1.2	1.2	98.8
	20	1	.4	.4	99.2
	25	2	.8	.8	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

ANYCHILD Children under 16 in group?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	1	177	71.7	71.7	71.7
Yes	2	70	28.3	28.3	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

CHILD1 Age of child 1

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	4	1.6	1.6	1.6
	2	2	.8	.8	2.4
	3	6	2.4	2.4	4.9
	4	4	1.6	1.6	6.5
	5	2	.8	.8	7.3
	6	4	1.6	1.6	8.9
	7	5	2.0	2.0	10.9
	8	4	1.6	1.6	12.6
	9	4	1.6	1.6	14.2
	10	6	2.4	2.4	16.6
	11	2	.8	.8	17.4
	12	9	3.6	3.6	21.1
	13	3	1.2	1.2	22.3
	14	6	2.4	2.4	24.7
	15	9	3.6	3.6	28.3
	98	177	71.7	71.7	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

CHILD2 Age of child 2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	.4	.4
	2	1	.4	.4	.8
	3	3	1.2	1.2	2.0
	6	5	2.0	2.0	4.0
	7	5	2.0	2.0	6.1
	8	2	.8	.8	6.9
	9	2	.8	.8	7.7
	10	5	2.0	2.0	9.7
	11	6	2.4	2.4	12.1
	12	3	1.2	1.2	13.4
	14	6	2.4	2.4	15.8
	15	1	.4	.4	16.2
	98	207	83.8	83.8	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

CHILD3 Age of child 3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	3	1	.4	.4	.4
	4	1	.4	.4	.8
	9	2	.8	.8	1.6
	11	1	.4	.4	2.0
	12	1	.4	.4	2.4
	15	1	.4	.4	2.8
	98	240	97.2	97.2	100.0
	Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

CHILD4 Age of child 4

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	.4	.4
	11	1	.4	.4	.8
	98	245	99.2	99.2	100.0
	Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

CHILD5 Age of child 5

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	8	1	.4	.4	.4
	98	246	99.6	99.6	100.0
	Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

CHILD6 Age of child 6

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	5	1	.4	.4	.4
	98	246	99.6	99.6	100.0
	Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

CHILD7 Age of child 7

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	3	1	.4	.4	.4
	98	246	99.6	99.6	100.0
	Total	247	100.0	100.0	
Valid cases	247	Missing cases	0		

CHILD8 Age of child 8

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	1	.4	.4	.4
	98	246	99.6	99.6	100.0
	Total	247	100.0	100.0	
Valid cases	247	Missing cases	0		

ACCEPT5 Sharing with 5 people/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	210	85.0	85.0	85.0
Somewhat Acceptable	2	20	8.1	8.1	93.1
Neither Acc nor Unac	3	8	3.2	3.2	96.4
Somewhat Unacceptabl	4	3	1.2	1.2	97.6
Very Unacceptable	5	2	.8	.8	98.4
Missing	9	4	1.6	1.6	100.0
	Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

ACCEPT10 Sharing with 10 people/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	128	51.8	51.8	51.8
Somewhat Acceptable	2	73	29.6	29.6	81.4
Neither Acc nor Unac	3	20	8.1	8.1	89.5
Somewhat Unacceptabl	4	14	5.7	5.7	95.1
Very Unacceptable	5	8	3.2	3.2	98.4
Missing	9	4	1.6	1.6	100.0
	Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

ACCEPT15 Sharing with 15 people/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	32	13.0	13.0	13.0
Somewhat Acceptable	2	92	37.2	37.2	50.2
Neither Acc nor Unac	3	42	17.0	17.0	67.2
Somewhat Unacceptabl	4	46	18.6	18.6	85.8
Very Unacceptable	5	31	12.6	12.6	98.4
Missing	9	4	1.6	1.6	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

ACCEPT20 Sharing with 20 people/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	6	2.4	2.4	2.4
Somewhat Acceptable	2	51	20.6	20.6	23.1
Neither Acc nor Unac	3	40	16.2	16.2	39.3
Somewhat Unacceptabl	4	62	25.1	25.1	64.4
Very Unacceptable	5	84	34.0	34.0	98.4
Missing	9	4	1.6	1.6	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

ACCEPT25 Sharing with 25 people/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	2	.8	.8	.8
Somewhat Acceptable	2	18	7.3	7.3	8.1
Neither Acc nor Unac	3	27	10.9	10.9	19.0
Somewhat Unacceptabl	4	52	21.1	21.1	40.1
Very Unacceptable	5	144	58.3	58.3	98.4
Missing	9	4	1.6	1.6	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

ACCEPT30 Sharing with 30 people/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	2	.8	.8	.8
Somewhat Acceptable	2	5	2.0	2.0	2.8
Neither Acc nor Unac	3	17	6.9	6.9	9.7
Somewhat Unacceptabl	4	25	10.1	10.1	19.8
Very Unacceptable	5	194	78.5	78.5	98.4
Missing	9	4	1.6	1.6	100.0
Total		247	100.0	100.0	

Valid cases 247 Missing cases 0

MAXPEOPL Max. people that should be allowed in mu

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	5	3	1.2	1.2	1.2
	6	1	.4	.4	1.6
	7	4	1.6	1.6	3.2
	10	32	13.0	13.0	16.2
	12	15	6.1	6.1	22.3
	13	3	1.2	1.2	23.5
	15	67	27.1	27.1	50.6
	17	1	.4	.4	51.0
	18	5	2.0	2.0	53.0
	20	62	25.1	25.1	78.1
	22	1	.4	.4	78.5
	23	1	.4	.4	78.9
	25	24	9.7	9.7	88.7
	27	1	.4	.4	89.1
	30	13	5.3	5.3	94.3
	35	3	1.2	1.2	95.5
	40	2	.8	.8	96.4
	50	3	1.2	1.2	97.6
	99	6	2.4	2.4	100.0
	Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

MAXIMPT Importance if more people than max

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	53	21.5	21.5	21.5
Slightly	2	102	41.3	41.3	62.8
Important	3	46	18.6	18.6	81.4
Very	4	25	10.1	10.1	91.5
Extremely	5	14	5.7	5.7	97.2
Missing	9	7	2.8	2.8	100.0
	Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

PEOPLE Number of people in museum

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	1	.4	.4	.4
	1	5	2.0	2.0	2.4
	2	8	3.2	3.2	5.7
	3	8	3.2	3.2	8.9
	4	17	6.9	6.9	15.8
	5	19	7.7	7.7	23.5
	6	23	9.3	9.3	32.8
	7	15	6.1	6.1	38.9
	8	27	10.9	10.9	49.8
	9	10	4.0	4.0	53.8
	10	55	22.3	22.3	76.1
	11	3	1.2	1.2	77.3
	12	16	6.5	6.5	83.8
	13	2	.8	.8	84.6
	15	18	7.3	7.3	91.9
	18	1	.4	.4	92.3
	20	11	4.5	4.5	96.8
	25	2	.8	.8	97.6
	28	1	.4	.4	98.0
	30	1	.4	.4	98.4
	99	4	1.6	1.6	100.0
	Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

FAVORABL Favorability of # people in museum

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Favorable	1	130	52.6	52.6	52.6
Somewhat Favorable	2	61	24.7	24.7	77.3
Neith Fav nor Unfav	3	46	18.6	18.6	96.0
Somewhat Unfavorable	4	6	2.4	2.4	98.4
Very Unfavorable	5	1	.4	.4	98.8
Missing	9	3	1.2	1.2	100.0
	Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

ACTIMPN Importance of actual # in museum for sat

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	120	48.6	48.6	48.6
Slightly	2	68	27.5	27.5	76.1
Important	3	32	13.0	13.0	89.1
Very	4	17	6.9	6.9	96.0
Extremely	5	5	2.0	2.0	98.0
Missing	9	5	2.0	2.0	100.0
	Total	247	100.0	100.0	

Valid cases 247 Missing cases 0

COMMENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	120	48.6	48.6	48.6
Good variety of exhi	1	5	2.0	2.0	50.6
Good quality of exhi	2	42	17.0	17.0	67.6
Helpful staff person	3	17	6.9	6.9	74.5
Good facility layout	4	5	2.0	2.0	76.5
Facility size is ade	5	3	1.2	1.2	77.7
Good sanitation/clea	8	1	.4	.4	78.1
Glad facility provid	9	1	.4	.4	78.5
Other positive comme	10	24	9.7	9.7	88.3
Poor variety of exhi	11	7	2.8	2.8	91.1
Poor quality exhibit	12	5	2.0	2.0	93.1
Staff person/ranger	13	1	.4	.4	93.5
Poor facility layout	14	1	.4	.4	93.9
Facility size inadeq	15	7	2.8	2.8	96.8
Inadequate resting/r	16	1	.4	.4	97.2
Other negative comme	20	4	1.6	1.6	98.8
Comment unrelated to	22	3	1.2	1.2	100.0
Total		247	100.0	100.0	
Valid cases	247	Missing cases	0		

SUGGESTIN Suggestion offered

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No suggestion	0	236	95.5	95.5	95.5
Suggestion made	1	11	4.5	4.5	100.0
Total		247	100.0	100.0	
Valid cases	247	Missing cases	0		

COMMENT2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	219	88.7	88.7	88.7
Good quality of exhi	2	15	6.1	6.1	94.7
Helpful staff person	3	2	.8	.8	95.5
Good facility layout	4	1	.4	.4	96.0
Good sanitation/clea	8	1	.4	.4	96.4
Other positive comme	10	3	1.2	1.2	97.6
Poor quality exhibit	12	1	.4	.4	98.0
Facility size inadeq	15	1	.4	.4	98.4
Poor lighting	17	2	.8	.8	99.2
Other negative comme	20	2	.8	.8	100.0
Total		247	100.0	100.0	
Valid cases	247	Missing cases	0		

VII. LONGMIRE GIFT SHOP

Interview Schedule

Two versions of the interview schedule were administered randomly to respondents agreeing to participate in the study. Both interview schedules consisted of a series of social and demographic items followed by a series of questions designed to measure: (1) wait-times associated with paying for items selected for purchase in the gift shop, (2) attitudes toward the amount of time waited, (3) attitudes toward hypothetical wait-times (1,2,3,4,5,7 minutes), (4) opinions about what wait-time for purchases managers should achieve in the gift shop, and (5) the relative importance of wait-times in the overall MORA visitation experience. Version 1 asked respondents about their actual experiences before the hypothetical wait-time questions; version 2 asked the hypothetical wait-time preference questions first. The two interview schedules are included below. Readers should examine these carefully in order to fully understand the rest of this section.

Longmire Gift Shop

Version 1

1995 Mount Rainier National Park
Longmire Gift Shop Survey

1. Are you: (Circle one number.) 1 FEMALE 2 MALE
2. What year were you born? 19 _____
3. What is your home Zip code (Country if not U.S.)? _____
4. How many years of formal schooling have you completed? (Circle the appropriate number.)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
(Elementary thru High School) (College/Vocational) (Graduate/Professional)
5. Which of the following best describes your current employment status? (Circle the appropriate number.)
- 1 STUDENT
 - 2 HOMEMAKER
 - 3 RETIRED
 - 4 MILITARY
 - 5 EMPLOYED — What is your occupation?
 - 6 UNEMPLOYED | _____
6. Are you: (Circle one number.)
- 1 AMERICAN INDIAN/ALASKA NATIVE
 - 2 ASIAN
 - 3 BLACK
 - 4 WHITE
 - 5 OTHER (Specify): _____
- Are you: (Circle one number.)
- 1 HISPANIC
 - 2 NON-HISPANIC
7. How many people are in your group today?
_____ PEOPLE
8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
NUMBER OF TRIPS _____
9. Are there any children under age 16 in your group today? (Circle one number.)
- 1 NO
 - 2 YES - What are the ages of the children under age 16 in your group:

Longmire Gift Shop

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. Approximately how long was your wait today, from the time you got in line to the time you made your purchase?
_____ minutes
11. Using this scale [scale #2], please rate your response to the amount of time you had to wait to make your purchase.
Favorability rating (1-5) _____
12. Using scale #3, please answer this question. How important was the amount of time you had to wait to make your purchase in determining your overall satisfaction with this trip to Mt. Rainier?
Importance rating (1-5) _____
13. The amount of time that people have to wait from the time they get in line until they complete their purchase can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO MAKE A PURCHASE

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 7 _____

14. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Longmire Gift shop has to wait between getting in line and completing their purchase?
_____ MINUTES
15. Using scale #3 once again, please answer this question. If you had to wait longer than [the maximum time listed in Q-14], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?
Importance rating (1-5) _____
16. Was there anything else about your experience in the gift shop that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Version 2

1995 Mount Rainier National Park
Longmire Gift Shop Survey

- 1. Are you: (Circle one number.) 1 FEMALE 2 MALE
- 2. What year were you born? 19 _____
- 3. What is your home Zip code (Country if not U.S.)? _____
- 4. How many years of formal schooling have you completed? (Circle the appropriate number.)
 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
 (Elementary thru High School) (College/Vocational) (Graduate/Professional)
- 5. Which of the following best describes your current employment status? (Circle the appropriate number.)
 1 STUDENT
 2 HOMEMAKER
 3 RETIRED
 4 MILITARY
 5 EMPLOYED ---- What is your occupation?
 6 UNEMPLOYED | _____
 |
- 6. Are you: (Circle one number.)
 1 AMERICAN INDIAN/ALASKA NATIVE
 2 ASIAN
 3 BLACK
 4 WHITE
 5 OTHER (Specify): _____
 Are you: (Circle one number.)
 1 HISPANIC
 2 NON-HISPANIC
- 7. How many people are in your group today?
 _____ PEOPLE
- 8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
 NUMBER OF TRIPS _____
- 9. Are there any children under age 16 in your group today? (Circle one number.)
 1 NO
 2 YES - What are the ages of the children under age 16 in your group:

Longmire Gift Shop

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. The amount of time that people have to wait from the time they get in line until they complete their purchase can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO MAKE A PURCHASE?

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 7 _____

11. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Longmire gift shop has to wait between getting in line and finishing their purchase?

_____ MINUTES

12. Using scale #3 please answer this question. If you had to wait longer than [the maximum time listed in Q-11], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. Approximately how long was your wait today, from the time you got in line to the time you made your purchase?

_____ minutes

14. Using this scale [scale #2], please rate your response to the amount of time you had to wait to make your purchase.

Favorability rating (1-5) _____

15. Using scale #3 once again, please answer this question. How important was the amount of time you had to wait to make your purchase in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the gift shop that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Scales used by respondents when answering interview questions.

SCALE #1

Very Acceptable	Somewhat Acceptable	Neither Acceptable nor Unacceptable	Somewhat Unacceptable	Very Unacceptable
1	2	3	4	5

SCALE #2

Very Favorable	Somewhat Favorable	Neither Favorable nor Unfavorable	Somewhat Unfavorable	Very Unfavorable
1	2	3	4	5

SCALE #3

Not at all Important	Slightly Important	Important	Very Important	Extremely Important
1	2	3	4	5

Visitor Contact Procedure

Field interviewers were posted on the porch immediately outside the gift shop with a view of the cash registers. The original sampling schedule was designed under a procedure intended to result in a sample of the visitor population who made purchases in the gift shop stratified by the ratio of weekday to weekend visitation periods (.60/.40). Sampling periods in any one day were randomly assigned 3.5 hour periods beginning from 9:30 am or 1:00 pm. Interviewers were instructed to contact as many eligible people as possible during each interview period.

Because the original sampling procedures described above were not producing respondents at a rate projected to result in the target n of 200, on July 24 interviewers were instructed to contact parties exiting the gift shop who had not made a purchase if no eligible respondent was in line or being served at the cash register, and to randomly select a person over 16 years of age to be interviewed. In total 232 people were interviewed; 49 of these people did not make a purchase; 181 are known to have made a purchase; data are missing in this regard for two people.

Discussions of Limitations or Potential Limitations

The importance of interviewing both buyers and non-buyers who exited the gift shop is primarily dependent on whether these two subsamples differ in their hypothetical wait-time preferences, but it also creates wider confidence intervals

Longmire Gift Shop

for the results from questions pertaining to actual wait-times in the gift shop because of the smaller sample size for those questions.

To estimate the effect of actual purchase on hypothetical wait-time preferences, a multivariate analysis of variance was performed comparing mean values of acceptability ratings of these two groups across the seven wait time categories (1,2,3,4,5,7, minutes respectively). No significant differences in wait-time preferences were observed (sig. of $F = .404$).

Although the goal of the stratified sample procedure was to achieve a ratio of weekday visitors to weekend visitors of .60/.40, the actual sample ratio is .50/.50. The importance of this deviation for the estimation of wait-time preferences is dependent on whether respondents in the weekday and weekend subsamples differ in this regard. A multivariate analysis of variance was performed (similar to that described above) comparing mean values of the seven wait time categories for the weekday and weekend subsamples. No significant statistical differences were observed (sig. of $F = .993$).

A question can be raised regarding potential bias introduced into the data depending on whether respondents were asked the hypothetical wait-time questions before or after the questions pertaining to their actual experience of waiting to purchase materials from the gift shop. As noted above, to control for this potential bias, two versions of the interview schedule were used. A test for the ordering effect of these questions was performed using multivariate analysis of variance comparing mean values for version 1 and 2 subsamples across the seven wait time categories. No significant differences were observed (sig. of $F =$

.803). Thus, the hypothetical wait-time preference curves reported in this section were created using version 1 (n=117) and version two (n=115) interview schedules combined.

Graphical Presentation of Findings

FIGURE 7.1: VISITOR ORIGIN (LONGMIRE GIFT SHOP)

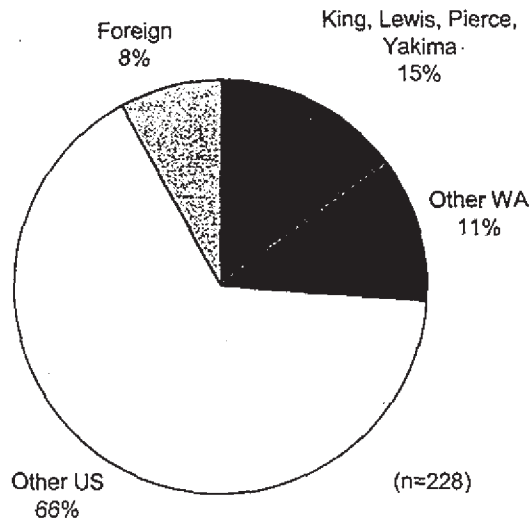


FIGURE 7.2
NUMBER OF TRIPS TO MORA IN LAST THREE YEARS
(LONGMIRE GIFT SHOP)

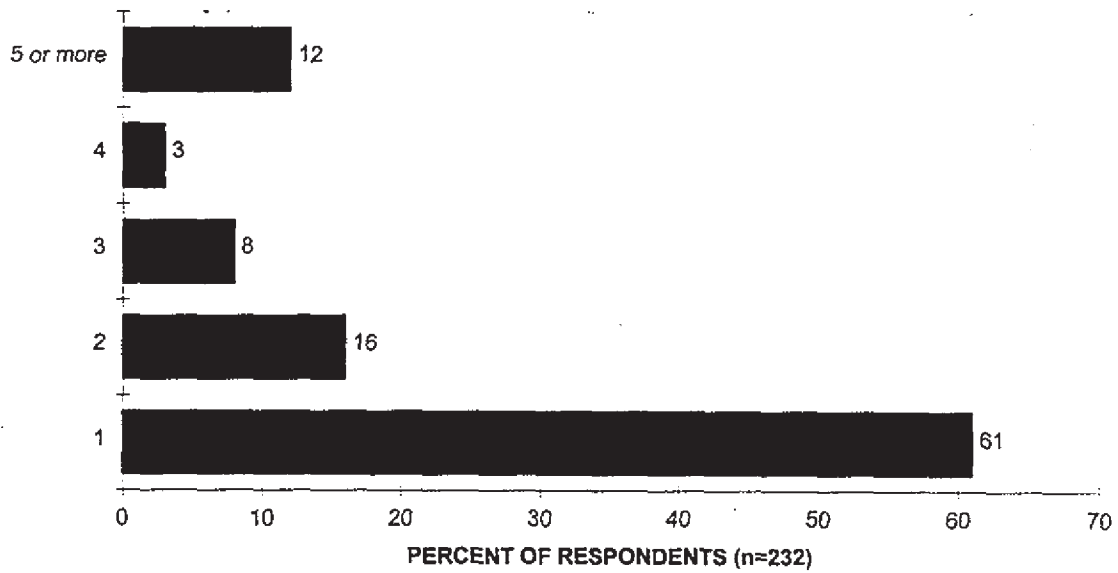
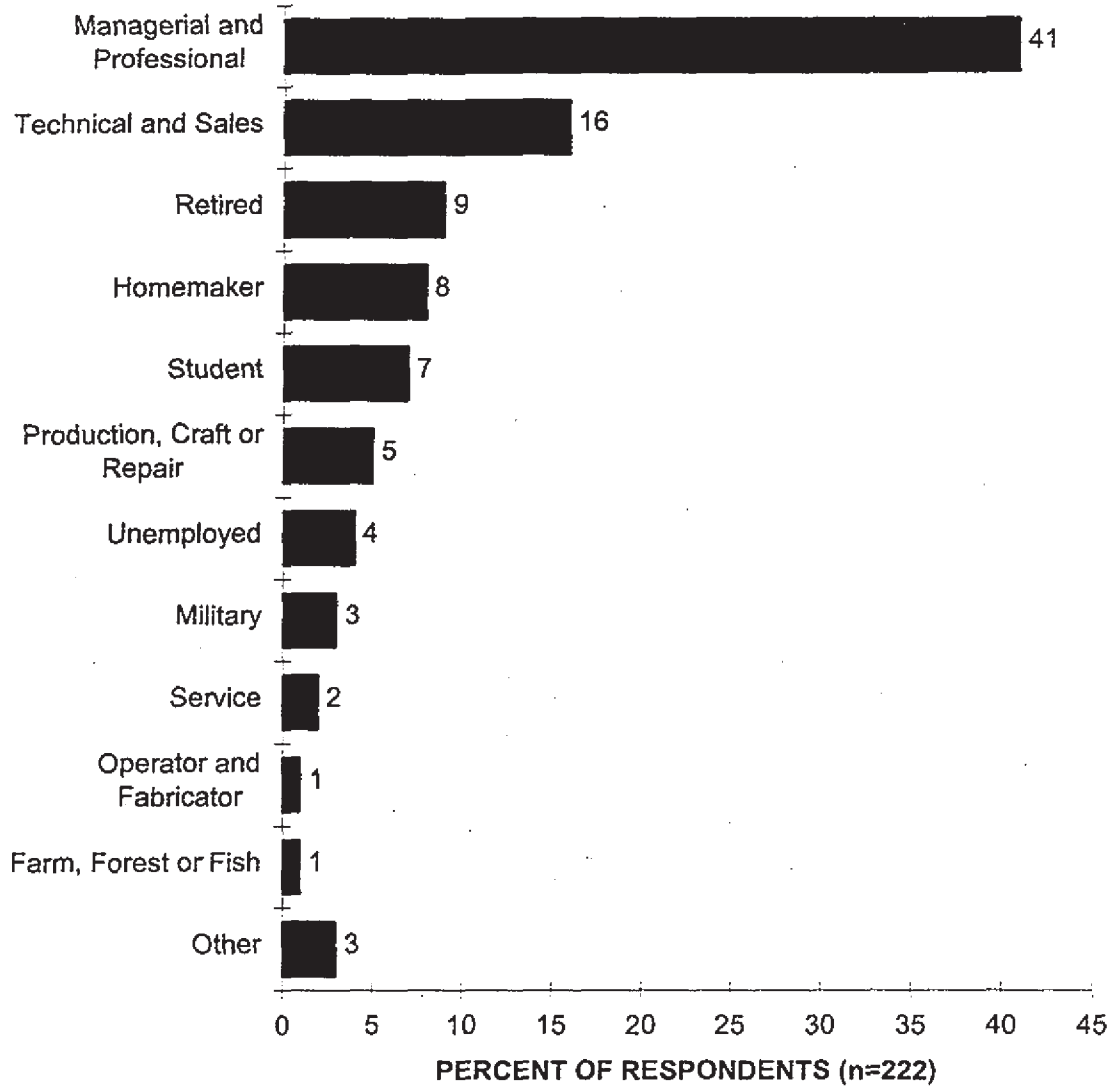


FIGURE 7.3: OCCUPATIONS (LONGMIRE GIFT SHOP)



Longmire Gift Shop

FIGURE 7.4: EDUCATION (LONGMIRE GIFT SHOP)

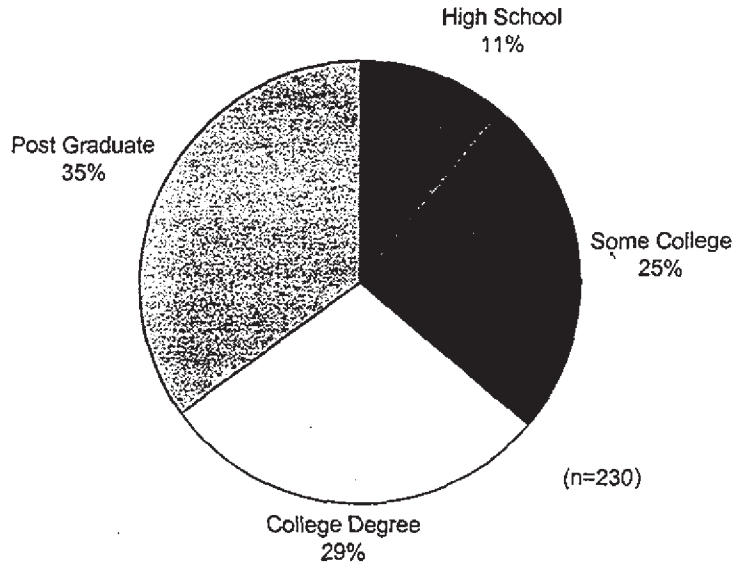
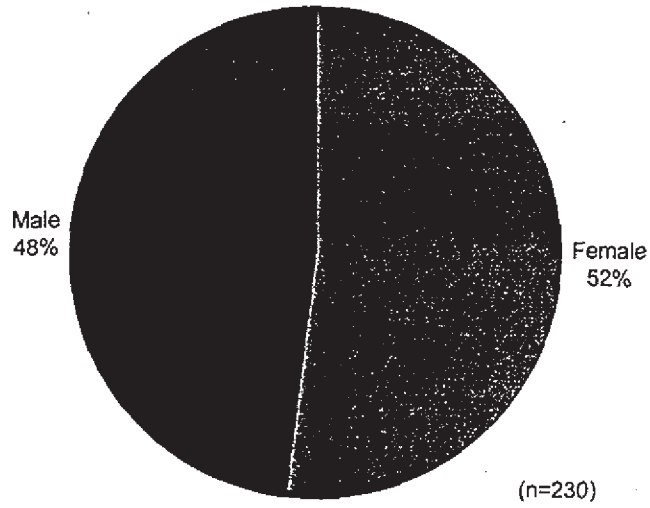
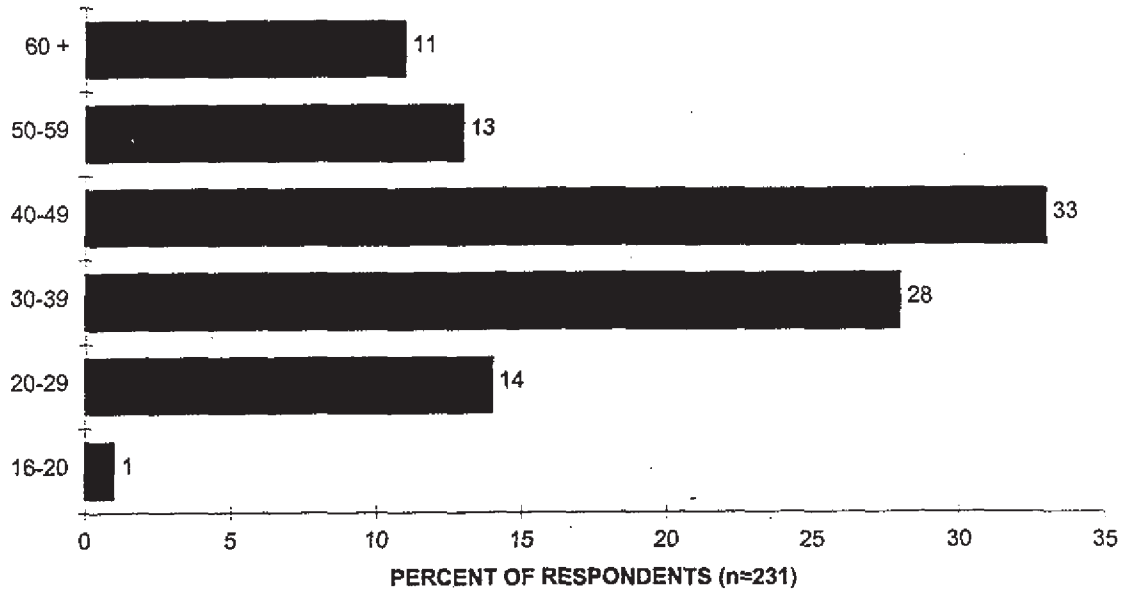


FIGURE 7.5: GENDER (LONGMIRE GIFT SHOP)



Longmire Gift Shop

FIGURE 7.6: AGE (LONGMIRE GIFT SHOP)



Longmire Gift Shop

FIGURE 7.7: RACE (LONGMIRE GIFT SHOP)

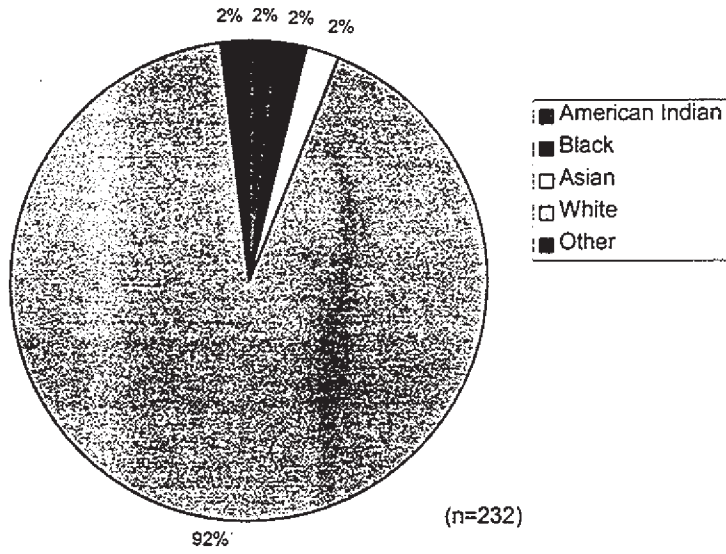
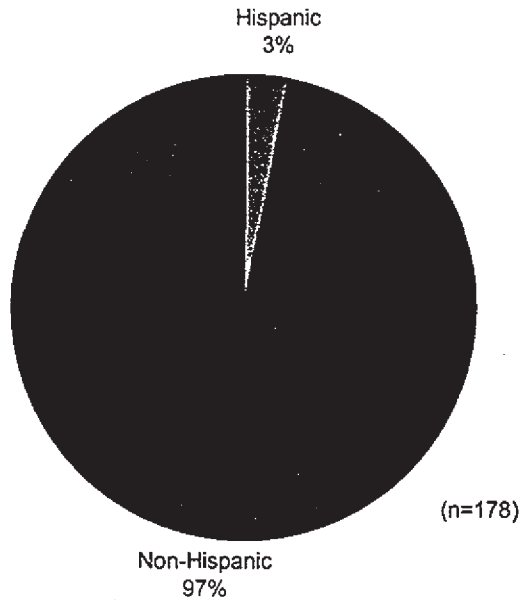


FIGURE 7.8: PERCENT HISPANIC (LONGMIRE GIFT SHOP)



Longmire Gift Shop

FIGURE 7.9: PARTY SIZE (LONGMIRE GIFT SHOP)

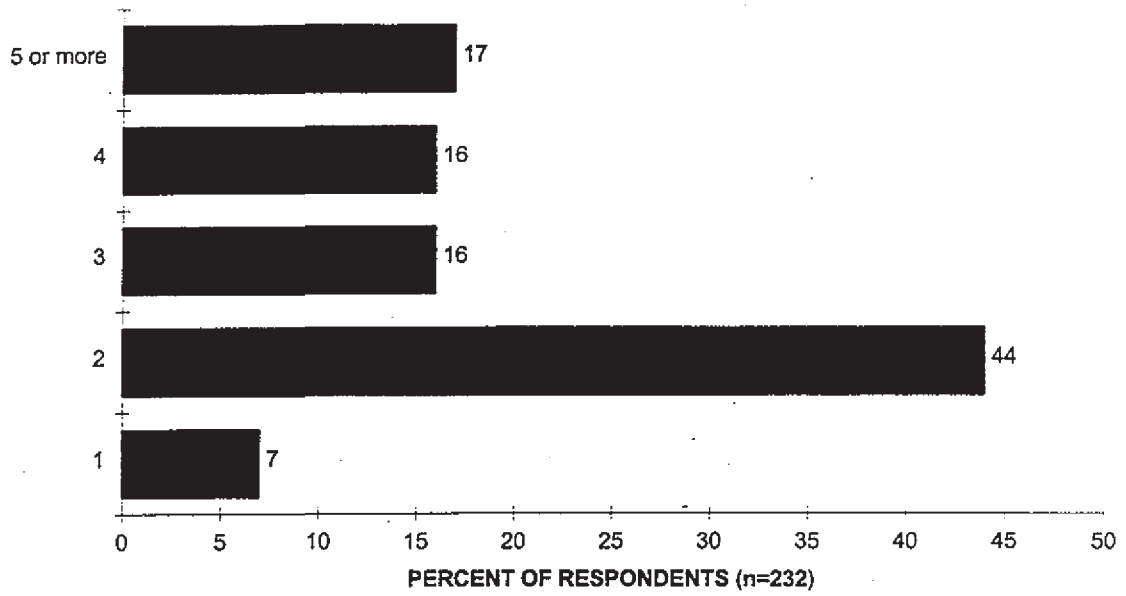
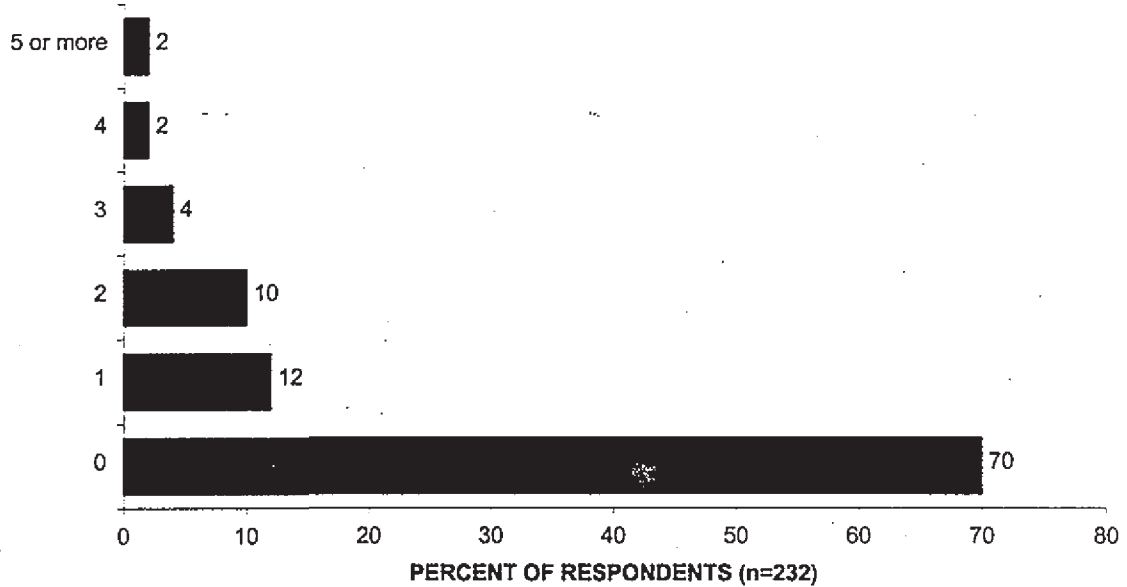
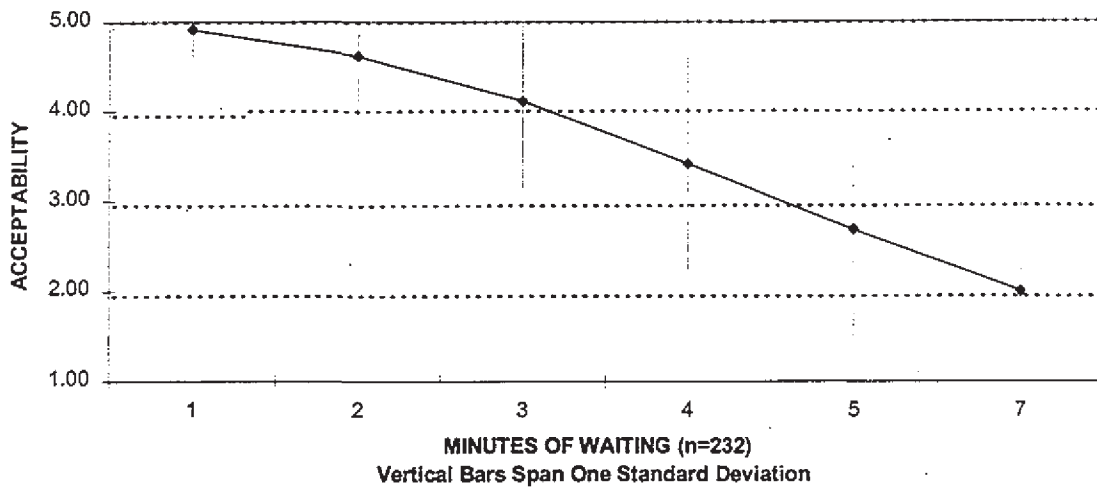


FIGURE 7.10: NUMBER OF CHILDREN IN PARTY (LONGMIRE GIFT SHOP)



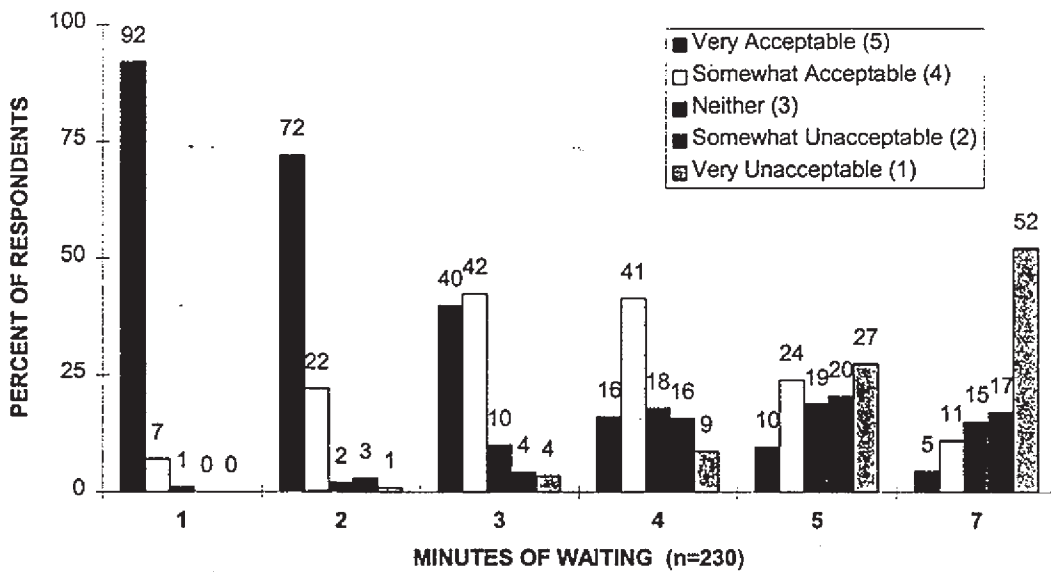
Longmire Gift Shop

FIGURE 7.11
ACCEPTABILITY OF WAITING TO MAKE A PURCHASE
(LONGMIRE GIFT SHOP)



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

FIGURE 7.12
ACCEPTABILITY OF WAITING TO MAKE A PURCHASE
(LONGMIRE GIFT SHOP)



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

Longmire Gift Shop

FIGURE 7.13
LENGTH OF ACTUAL WAIT (LONGMIRE GIFT SHOP)

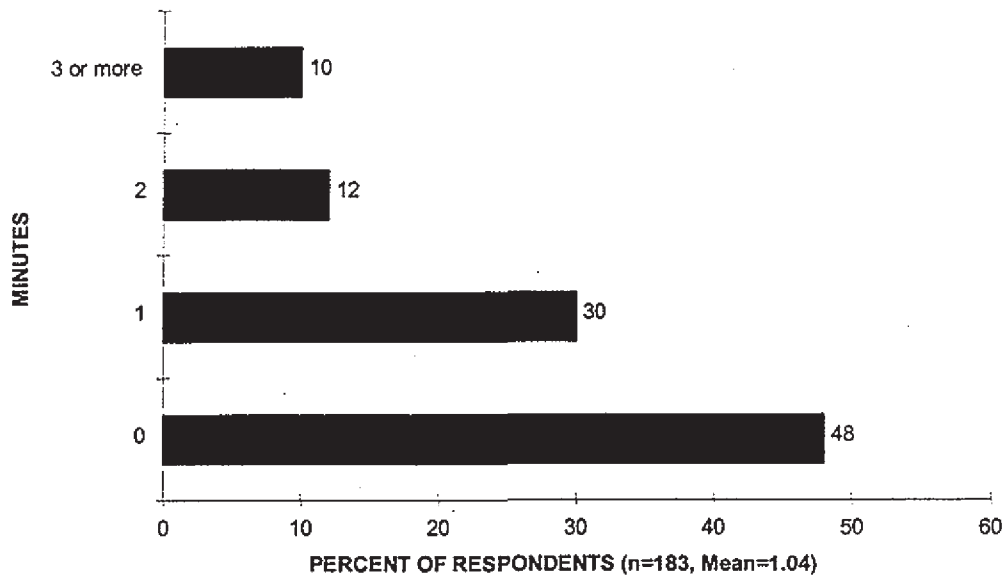
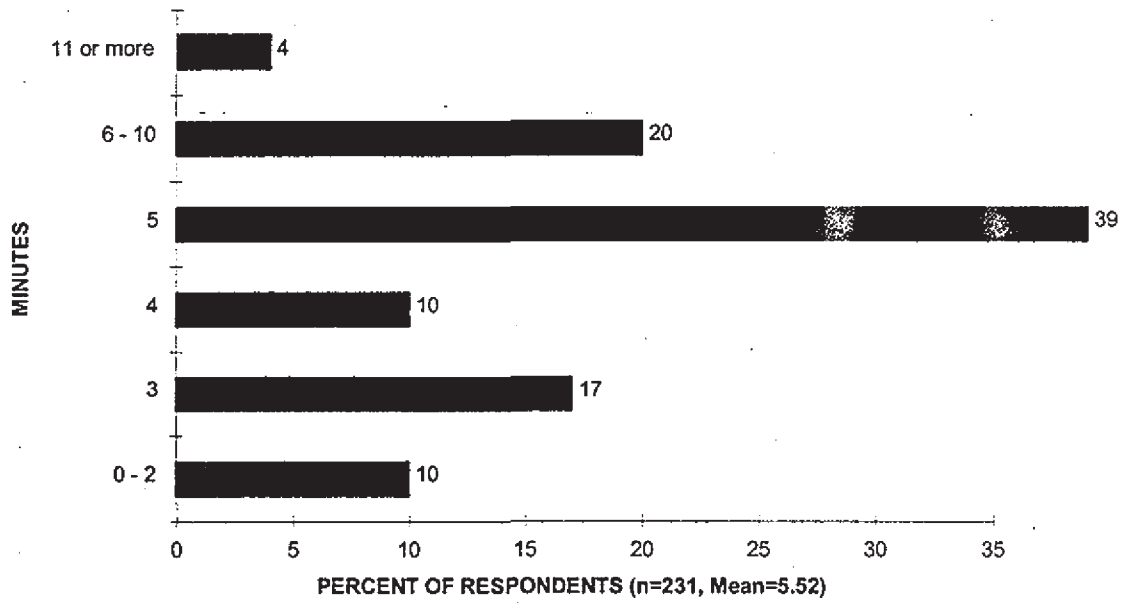


FIGURE 7.14
SUGGESTED MAXIMUM LENGTH OF WAIT
(LONGMIRE GIFT SHOP)



Longmire Gift Shop

FIGURE 7.15
RESPONDENTS' RATINGS OF ACTUAL WAIT
(LONGMIRE GIFT SHOP)

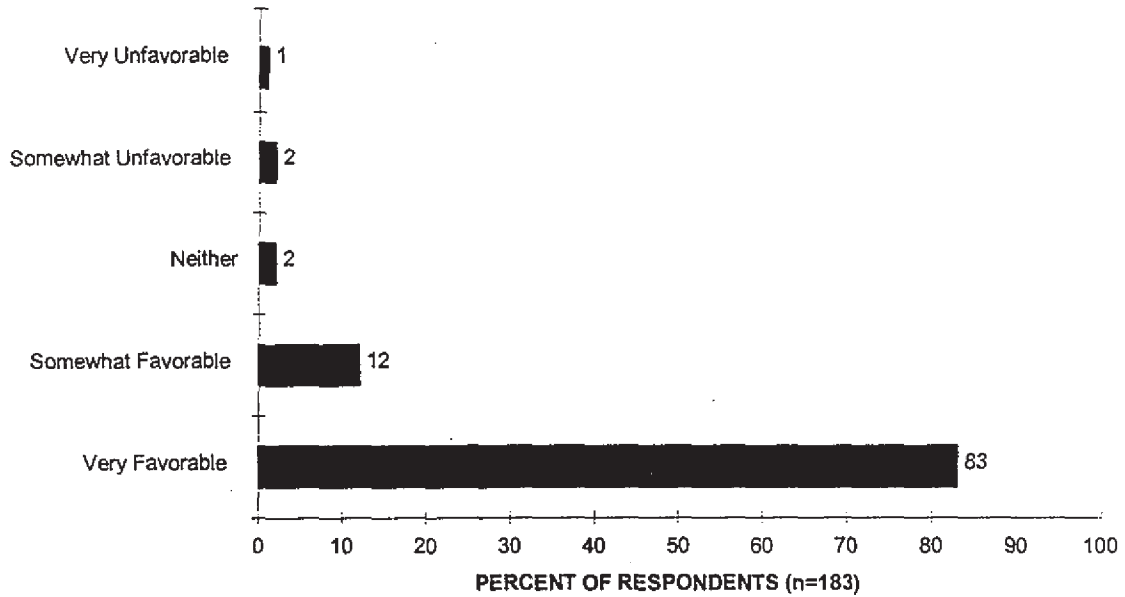
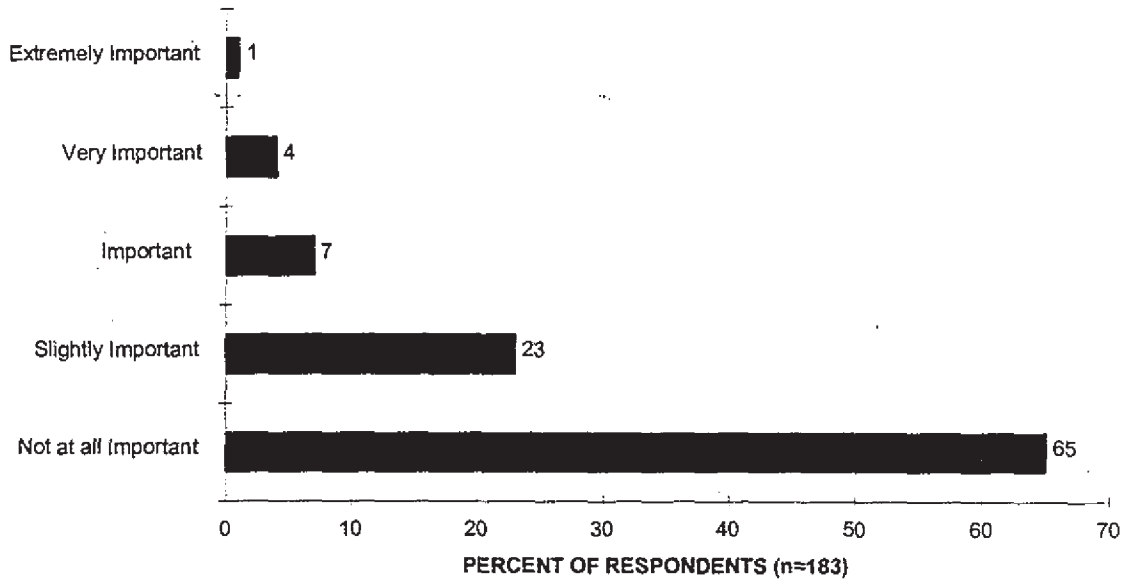
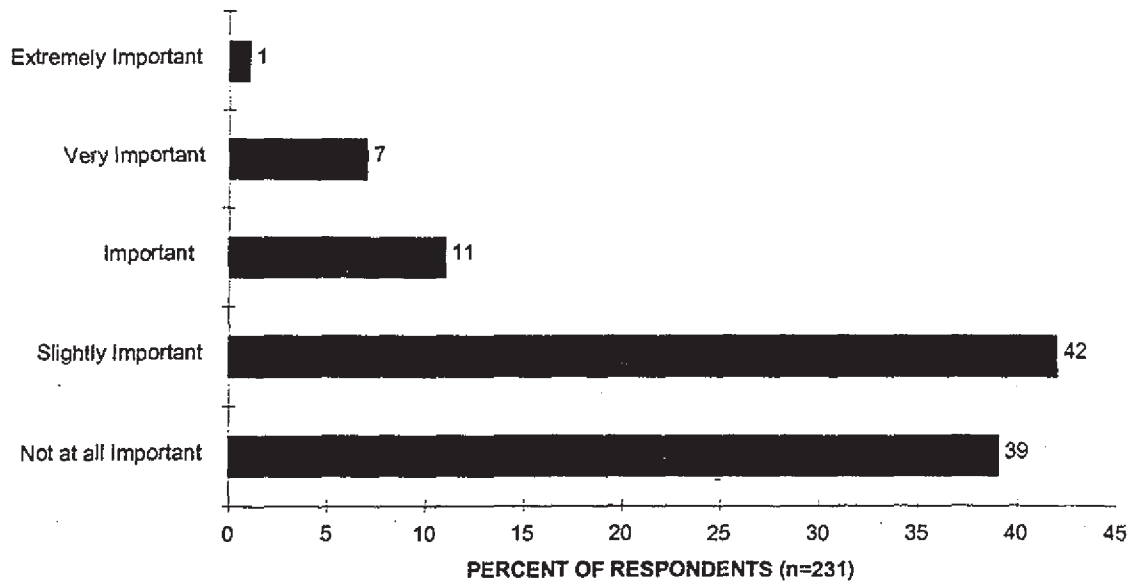


FIGURE 7.16
IMPORTANCE OF WAIT TO OVERALL TRIP SATISFACTION
(LONGMIRE GIFT SHOP)



Longmire Gift Shop

FIGURE 7.17
IMPORTANCE OF MAXIMUM WAIT TO OVERALL TRIP SATISFACTION
(LONGMIRE GIFT SHOP)



Data Tables

VERSION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	97	41.8	41.8	41.8
	2	135	58.2	58.2	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

MONTH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	76	32.8	32.8	32.8
	8	74	31.9	31.9	64.7
	9	78	33.6	33.6	98.3
	99	4	1.7	1.7	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

DAY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	13	5.6	5.6	5.6
	2	22	9.5	9.5	15.1
	3	34	14.7	14.7	29.7
	4	21	9.1	9.1	38.8
	9	6	2.6	2.6	41.4
	10	4	1.7	1.7	43.1
	11	2	.9	.9	44.0
	13	4	1.7	1.7	45.7
	16	2	.9	.9	46.6
	17	5	2.2	2.2	48.7
	18	5	2.2	2.2	50.9
	19	7	3.0	3.0	53.9
	20	7	3.0	3.0	56.9
	22	18	7.8	7.8	64.7
	24	2	.9	.9	65.5
	26	17	7.3	7.3	72.8
	27	7	3.0	3.0	75.9
	28	12	5.2	5.2	81.0
	29	10	4.3	4.3	85.3
	31	30	12.9	12.9	98.3
	99	4	1.7	1.7	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

HOURL

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	34	14.7	14.7	14.7
	2	38	16.4	16.4	31.0
	3	26	11.2	11.2	42.2
	4	14	6.0	6.0	48.3
	5	1	.4	.4	48.7
	9	11	4.7	4.7	53.4
	10	29	12.5	12.5	65.9
	11	47	20.3	20.3	86.2
	12	27	11.6	11.6	97.8
	99	5	2.2	2.2	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

WORKER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	17	7.3	7.3	7.3
	2	32	13.8	13.8	21.1
	4	88	37.9	37.9	59.1
	5	6	2.6	2.6	61.6
	7	16	6.9	6.9	68.5
	9	65	28.0	28.0	96.6
	13	6	2.6	2.6	99.1
	99	2	.9	.9	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Female	1	119	51.3	51.3	51.3
Male	2	111	47.8	47.8	99.1
	9	2	.9	.9	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

BIRTHYR year of birth

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	24	3	1.3	1.3	1.3
	25	3	1.3	1.3	2.6
	26	1	.4	.4	3.0
	27	2	.9	.9	3.9
	28	1	.4	.4	4.3
	30	5	2.2	2.2	6.5
	31	2	.9	.9	7.3
	32	1	.4	.4	7.8
	33	2	.9	.9	8.6
	34	3	1.3	1.3	9.9
	35	2	.9	.9	10.8
	36	1	.4	.4	11.2
	37	1	.4	.4	11.6
	38	1	.4	.4	12.1
	39	2	.9	.9	12.9
	40	5	2.2	2.2	15.1
	41	3	1.3	1.3	16.4
	42	2	.9	.9	17.2
	43	5	2.2	2.2	19.4
	44	4	1.7	1.7	21.1
	45	6	2.6	2.6	23.7
	46	8	3.4	3.4	27.2
	47	10	4.3	4.3	31.5
	48	5	2.2	2.2	33.6
	49	4	1.7	1.7	35.3
	50	5	2.2	2.2	37.5
	51	10	4.3	4.3	41.8
	52	9	3.9	3.9	45.7
	53	4	1.7	1.7	47.4
	54	11	4.7	4.7	52.2
	55	10	4.3	4.3	56.5
	56	6	2.6	2.6	59.1
	57	8	3.4	3.4	62.5
	58	10	4.3	4.3	66.8
	59	6	2.6	2.6	69.4

BIRTHYR year of birth

	60	6	2.6	2.6	72.0
	61	8	3.4	3.4	75.4
	62	5	2.2	2.2	77.6
	63	7	3.0	3.0	80.6
	64	6	2.6	2.6	83.2
	65	3	1.3	1.3	84.5
	67	6	2.6	2.6	87.1
	68	5	2.2	2.2	89.2
	69	3	1.3	1.3	90.5
	70	6	2.6	2.6	93.1
	71	4	1.7	1.7	94.8
	72	5	2.2	2.2	97.0
	73	2	.9	.9	97.8
	74	2	.9	.9	98.7
	76	1	.4	.4	99.1
	77	1	.4	.4	99.6
	99	1	.4	.4	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

ZIPCODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1364	1	.4	.4	.4
	2122	1	.4	.4	.9
	2155	1	.4	.4	1.3
	2161	1	.4	.4	1.7
	2861	1	.4	.4	2.2
	4103	1	.4	.4	2.6
	4862	1	.4	.4	3.0
	6410	1	.4	.4	3.4
	7095	1	.4	.4	3.9
	7463	1	.4	.4	4.3
	8022	1	.4	.4	4.7
	8824	1	.4	.4	5.2
	10003	2	.9	.9	6.0
	10010	1	.4	.4	6.5
	10021	1	.4	.4	6.9
	10312	1	.4	.4	7.3
	11050	1	.4	.4	7.8
	15010	1	.4	.4	8.2
	15146	1	.4	.4	8.6
	15224	1	.4	.4	9.1
	15613	1	.4	.4	9.5
	18966	1	.4	.4	9.9
	19004	1	.4	.4	10.3
	19041	1	.4	.4	10.8
	19066	1	.4	.4	11.2
	19701	1	.4	.4	11.6
	20008	1	.4	.4	12.1
	20009	1	.4	.4	12.5
	21043	1	.4	.4	12.9
	21222	1	.4	.4	13.4
	21228	1	.4	.4	13.8
	21769	1	.4	.4	14.2
	22101	1	.4	.4	14.7
	28803	1	.4	.4	15.1
	29407	1	.4	.4	15.5

ZIPCODE

	30083	1	.4	.4	15.9
	30213	1	.4	.4	16.4
	30236	1	.4	.4	16.8
	30281	2	.9	.9	17.7
	30306	1	.4	.4	18.1
	32092	1	.4	.4	18.5
	32578	1	.4	.4	19.0
	32608	1	.4	.4	19.4
	32726	1	.4	.4	19.8
	33067	1	.4	.4	20.3
	33149	1	.4	.4	20.7
	33308	1	.4	.4	21.1
	33617	1	.4	.4	21.6
	34470	1	.4	.4	22.0
	34621	1	.4	.4	22.4
	39209	1	.4	.4	22.8
	45223	1	.4	.4	23.3
	46992	1	.4	.4	23.7
	48103	1	.4	.4	24.1
	49001	1	.4	.4	24.6
	49707	1	.4	.4	25.0
	53188	1	.4	.4	25.4
	53225	1	.4	.4	25.9
	53405	1	.4	.4	26.3
	53538	1	.4	.4	26.7
	54562	1	.4	.4	27.2
	55410	1	.4	.4	27.6
	55417	1	.4	.4	28.0
	56065	1	.4	.4	28.4
	58499	1	.4	.4	28.9
	60018	1	.4	.4	29.3
	60178	1	.4	.4	29.7
	60440	1	.4	.4	30.2
	60460	1	.4	.4	30.6
	60462	1	.4	.4	31.0
	60521	1	.4	.4	31.5
	60657	1	.4	.4	31.9
	62002	1	.4	.4	32.3
	64129	1	.4	.4	32.8

ZIPCODE

64804	1	.4	.4	33.2
70124	1	.4	.4	33.6
71118	1	.4	.4	34.1
72756	1	.4	.4	34.5
72810	1	.4	.4	34.9
75080	1	.4	.4	35.3
76179	1	.4	.4	35.8
76550	1	.4	.4	36.2
77802	1	.4	.4	36.6
78109	1	.4	.4	37.1
78199	1	.4	.4	37.5
78209	1	.4	.4	37.9
78240	1	.4	.4	38.4
83406	1	.4	.4	38.8
86004	1	.4	.4	39.2
88201	1	.4	.4	39.7
90280	1	.4	.4	40.1
90731	1	.4	.4	40.5
90804	1	.4	.4	40.9
91304	1	.4	.4	41.4
91801	1	.4	.4	41.8
93003	1	.4	.4	42.2
93506	1	.4	.4	42.7
93720	1	.4	.4	43.1
93883	1	.4	.4	43.5
94025	1	.4	.4	44.0
94510	1	.4	.4	44.4
95118	1	.4	.4	44.8
95472	1	.4	.4	45.3
95621	1	.4	.4	45.7
95695	1	.4	.4	46.1
95973	1	.4	.4	46.6
97006	1	.4	.4	47.0
97008	1	.4	.4	47.4
97222	1	.4	.4	47.8
97229	1	.4	.4	48.3
97302	2	.9	.9	49.1
97405	1	.4	.4	49.6
97459	1	.4	.4	50.0

ZIPCODE

97520	1	.4	.4	50.4
97734	1	.4	.4	50.9
98002	1	.4	.4	51.3
98003	1	.4	.4	51.7
98005	1	.4	.4	52.2
98006	4	1.7	1.7	53.9
98008	1	.4	.4	54.3
98020	1	.4	.4	54.7
98023	1	.4	.4	55.2
98029	1	.4	.4	55.6
98031	2	.9	.9	56.5
98033	1	.4	.4	56.9
98038	1	.4	.4	57.3
98040	1	.4	.4	57.8
98042	1	.4	.4	58.2
98043	1	.4	.4	58.6
98045	1	.4	.4	59.1
98052	1	.4	.4	59.5
98053	1	.4	.4	59.9
98102	1	.4	.4	60.3
98103	1	.4	.4	60.8
98106	1	.4	.4	61.2
98109	2	.9	.9	62.1
98111	1	.4	.4	62.5
98112	2	.9	.9	63.4
98115	4	1.7	1.7	65.1
98117	1	.4	.4	65.5
98119	1	.4	.4	65.9
98136	1	.4	.4	66.4
98144	1	.4	.4	66.8
98155	1	.4	.4	67.2
98188	1	.4	.4	67.7
98198	1	.4	.4	68.1
98208	2	.9	.9	69.0
98225	4	1.7	1.7	70.7
98239	1	.4	.4	71.1
98277	1	.4	.4	71.6
98304	1	.4	.4	72.0
98312	1	.4	.4	72.4

ZIPCODE

98332	1	.4	.4	72.8
98335	1	.4	.4	73.3
98338	3	1.3	1.3	74.6
98362	1	.4	.4	75.0
98366	1	.4	.4	75.4
98373	1	.4	.4	75.9
98374	1	.4	.4	76.3
98380	1	.4	.4	76.7
98383	1	.4	.4	77.2
98387	2	.9	.9	78.0
98388	2	.9	.9	78.9
98404	4	1.7	1.7	80.6
98433	2	.9	.9	81.5
98444	3	1.3	1.3	82.8
98446	1	.4	.4	83.2
98465	1	.4	.4	83.6
98466	2	.9	.9	84.5
98467	1	.4	.4	84.9
98498	1	.4	.4	85.3
98499	2	.9	.9	86.2
98501	1	.4	.4	86.6
98502	1	.4	.4	87.1
98507	1	.4	.4	87.5
98513	2	.9	.9	88.4
98516	1	.4	.4	88.8
98520	1	.4	.4	89.2
98531	1	.4	.4	89.7
98597	1	.4	.4	90.1
98837	1	.4	.4	90.5
98903	1	.4	.4	90.9
98944	1	.4	.4	91.4
99141	1	.4	.4	91.8
99218	1	.4	.4	92.2
99320	1	.4	.4	92.7
99352	1	.4	.4	93.1
99961	3	1.3	1.3	94.4
99962	2	.9	.9	95.3
99967	2	.9	.9	96.1
99969	1	.4	.4	96.6

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99976	1	.4	.4	97.0
99977	2	.9	.9	97.8
99993	1	.4	.4	98.3
99999	4	1.7	1.7	100.0

Total 232 100.0 100.0

Valid cases 232 Missing cases 0

SCHOOL Years of education

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	11	2	.9	.9	.9
	12	24	10.3	10.3	11.2
	13	12	5.2	5.2	16.4
	14	31	13.4	13.4	29.7
	15	15	6.5	6.5	36.2
	16	66	28.4	28.4	64.7
	17	14	6.0	6.0	70.7
	18	22	9.5	9.5	80.2
	19	11	4.7	4.7	84.9
	20	9	3.9	3.9	88.8
	21	9	3.9	3.9	92.7
	22	3	1.3	1.3	94.0
	23	3	1.3	1.3	95.3
	24	9	3.9	3.9	99.1
	99	2	.9	.9	100.0
	Total	232	100.0	100.0	

Valid cases 232 Missing cases 0

OCCUPATH Code for occupation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Managerial/professio	1	92	39.7	39.7	39.7
Tech/Sales/Admin sup	2	36	15.5	15.5	55.2
Service	3	5	2.2	2.2	57.3
Farm/Forestry/Fish	4	2	.9	.9	58.2
Production/Craft/Rep	5	10	4.3	4.3	62.5
Operator/Fabricator/	6	3	1.3	1.3	63.8
Homemaker	7	17	7.3	7.3	71.1
Military	8	6	2.6	2.6	73.7
Retired	9	21	9.1	9.1	82.8
Student	10	15	6.5	6.5	89.2
Unemployed	11	9	3.9	3.9	93.1
Unclassifiable	97	6	2.6	2.6	95.7
Missing	99	10	4.3	4.3	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

RACE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Amer. Indian/AK nati	1	5	2.2	2.2	2.2
Asian	2	5	2.2	2.2	4.3
Black	3	3	1.3	1.3	5.6
White	4	214	92.2	92.2	97.8
Other	5	5	2.2	2.2	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

HISPANIC

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Hispanic	1	5	2.2	2.2	2.2
Non-Hispanic	2	173	74.6	74.6	76.7
Missing	9	54	23.3	23.3	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

PARTYSIZ

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	17	7.3	7.3	7.3
	2	104	44.8	44.8	52.2
	3	36	15.5	15.5	67.7
	4	36	15.5	15.5	83.2
	5	16	6.9	6.9	90.1
	6	12	5.2	5.2	95.3
	7	3	1.3	1.3	96.6
	8	1	.4	.4	97.0
	9	2	.9	.9	97.8
	13	1	.4	.4	98.3
	15	1	.4	.4	98.7
	16	1	.4	.4	99.1
	20	1	.4	.4	99.6
	28	1	.4	.4	100.0
	Total	232	100.0	100.0	

Valid cases 232 Missing cases 0

MORATRIP Trips to MORA in last 3 years

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	142	61.2	61.2	61.2
	2	38	16.4	16.4	77.6
	3	19	8.2	8.2	85.8
	4	6	2.6	2.6	88.4
	5	7	3.0	3.0	91.4
	6	4	1.7	1.7	93.1
	7	1	.4	.4	93.5
	8	2	.9	.9	94.4
	10	2	.9	.9	95.3
	11	2	.9	.9	96.1
	12	2	.9	.9	97.0
	15	2	.9	.9	97.8
	20	2	.9	.9	98.7
	26	1	.4	.4	99.1
	30	1	.4	.4	99.6
	50	1	.4	.4	100.0
	Total	232	100.0	100.0	

Valid cases 232 Missing cases 0

ANYCHILD Children under 16 in group?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	1	164	70.7	70.7	70.7
Yes	2	68	29.3	29.3	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

CHILD1 Age of child 1

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	6	2.6	2.6	2.6
	2	8	3.4	3.4	6.0
	3	3	1.3	1.3	7.3
	4	5	2.2	2.2	9.5
	5	1	.4	.4	9.9
	6	5	2.2	2.2	12.1
	7	3	1.3	1.3	13.4
	8	5	2.2	2.2	15.5
	9	8	3.4	3.4	19.0
	10	3	1.3	1.3	20.3
	11	2	.9	.9	21.1
	12	5	2.2	2.2	23.3
	13	6	2.6	2.6	25.9
	14	3	1.3	1.3	27.2
	15	5	2.2	2.2	29.3
	98	164	70.7	70.7	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

CHILD2 Age of child 2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	3	1.3	1.3	1.3
	3	1	.4	.4	1.7
	4	2	.9	.9	2.6
	5	5	2.2	2.2	4.7
	6	3	1.3	1.3	6.0
	7	2	.9	.9	6.9
	8	1	.4	.4	7.3
	9	5	2.2	2.2	9.5
	10	6	2.6	2.6	12.1
	11	5	2.2	2.2	14.2
	12	4	1.7	1.7	15.9
	13	1	.4	.4	16.4
	14	2	.9	.9	17.2
	98	192	82.8	82.8	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

CHILD3 Age of child 3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	.4	.4
	2	1	.4	.4	.9
	4	2	.9	.9	1.7
	5	1	.4	.4	2.2
	6	1	.4	.4	2.6
	7	3	1.3	1.3	3.9
	8	2	.9	.9	4.7
	9	2	.9	.9	5.6
	11	1	.4	.4	6.0
	12	2	.9	.9	6.9
	13	2	.9	.9	7.8
	98	214	92.2	92.2	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

CHILD4 Age of child 4

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	1	.4	.4	.4
	7	1	.4	.4	.9
	9	1	.4	.4	1.3
	11	2	.9	.9	2.2
	12	1	.4	.4	2.6
	14	1	.4	.4	3.0
	15	1	.4	.4	3.4
	98	224	96.6	96.6	100.0
Total		232	100.0	100.0	

Valid cases 232 Missing cases 0

CHILD5 Age of child 5

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	.4	.4
	6	1	.4	.4	.9
	10	1	.4	.4	1.3
	14	1	.4	.4	1.7
	98	228	98.3	98.3	100.0
Total		232	100.0	100.0	

Valid cases 232 Missing cases 0

CHILD6 Age of child 6

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	10	1	.4	.4	.4
	14	1	.4	.4	.9
	98	230	99.1	99.1	100.0
Total		232	100.0	100.0	

Valid cases 232 Missing cases 0

CHILD7 Age of child 7

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	5	1	.4	.4	.4
	98	231	99.6	99.6	100.0
Total		232	100.0	100.0	

Valid cases 232 Missing cases 0

CHILD8 Age of child 8

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	1	.4	.4	.4
	98	231	99.6	99.6	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

ACCEPT1 Waiting 1 minute/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	215	92.7	92.7	92.7
Somewhat Acceptable	2	15	6.5	6.5	99.1
Neither Acc nor Unac	3	2	.9	.9	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

ACCEPT2 Waiting 2 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	168	72.4	72.4	72.4
Somewhat Acceptable	2	51	22.0	22.0	94.4
Neither Acc nor Unac	3	4	1.7	1.7	96.1
Somewhat Unacceptabl	4	8	3.4	3.4	99.6
Very Unacceptable	5	1	.4	.4	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

ACCEPT3 Waiting 3 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	92	39.7	39.7	39.7
Somewhat Acceptable	2	98	42.2	42.2	81.9
Neither Acc nor Unac	3	23	9.9	9.9	91.8
Somewhat Unacceptabl	4	10	4.3	4.3	96.1
Very Unacceptable	5	8	3.4	3.4	99.6
Missing	9	1	.4	.4	100.0
	Total	232	100.0	100.0	
Valid cases	232	Missing cases	0		

ACCEPT4 Waiting 4 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	38	16.4	16.4	16.4
Somewhat Acceptable	2	95	40.9	40.9	57.3
Neither Acc nor Unac	3	41	17.7	17.7	75.0
Somewhat Unacceptabl	4	36	15.5	15.5	90.5
Very Unacceptable	5	20	8.6	8.6	99.1
Missing	9	2	.9	.9	100.0
Total		232	100.0	100.0	

Valid cases 232 Missing cases 0

ACCEPT5 Waiting 5 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	22	9.5	9.5	9.5
Somewhat Acceptable	2	55	23.7	23.7	33.2
Neither Acc nor Unac	3	43	18.5	18.5	51.7
Somewhat Unacceptabl	4	47	20.3	20.3	72.0
Very Unacceptable	5	63	27.2	27.2	99.1
Missing	9	2	.9	.9	100.0
Total		232	100.0	100.0	

Valid cases 232 Missing cases 0

ACCEPT7 Waiting 7 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	11	4.7	4.7	4.7
Somewhat Acceptable	2	26	11.2	11.2	15.9
Neither Acc nor Unac	3	34	14.7	14.7	30.6
Somewhat Unacceptabl	4	39	16.8	16.8	47.4
Very Unacceptable	5	120	51.7	51.7	99.1
Missing	9	2	.9	.9	100.0
Total		232	100.0	100.0	

Valid cases 232 Missing cases 0

MAXTIME Max. time that customers should have to

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	1	.4	.4	.4
	1	3	1.3	1.3	1.7
	2	18	7.8	7.8	9.5
	3	39	16.8	16.8	26.3
	4	24	10.3	10.3	36.6
	5	91	39.2	39.2	75.9
	6	5	2.2	2.2	78.0
	7	16	6.9	6.9	84.9
	8	1	.4	.4	85.3
	10	23	9.9	9.9	95.3
	12	2	.9	.9	96.1
	15	7	3.0	3.0	99.1
	58	1	.4	.4	99.6
	99	1	.4	.4	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

MAXIMPT Importance if more time than max

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	90	38.8	38.8	38.8
Slightly	2	98	42.2	42.2	81.0
Important	3	26	11.2	11.2	92.2
Very	4	15	6.5	6.5	98.7
Extremely	5	2	.9	.9	99.6
Missing	9	1	.4	.4	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

MINUTES Minutes waited for purchase

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	87	37.5	37.5	37.5
	1	55	23.7	23.7	61.2
	2	22	9.5	9.5	70.7
	3	6	2.6	2.6	73.3
	4	5	2.2	2.2	75.4
	5	6	2.6	2.6	78.0
	8	1	.4	.4	78.4
	15	1	.4	.4	78.9
NA/No purchase	98	49	21.1	21.1	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

FAVORABL Favorability of wait

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Favorable	1	152	65.5	65.5	65.5
Somewhat Favorable	2	22	9.5	9.5	75.0
Neith Fav nor Unfav	3	4	1.7	1.7	76.7
Somewhat Unfavorable	4	4	1.7	1.7	78.4
Very Unfavorable	5	1	.4	.4	78.9
NA/No purchase	8	49	21.1	21.1	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

ACTIMPN Importance of actual wait for satisfacti

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	119	51.3	51.3	51.3
Slightly	2	43	18.5	18.5	69.8
Important	3	12	5.2	5.2	75.0
Very	4	7	3.0	3.0	78.0
Extremely	5	2	.9	.9	78.9
NA/No purchase	8	49	21.1	21.1	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

COMMENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	131	56.5	56.5	56.5
Good Variety	1	19	8.2	8.2	64.7
Good Service	2	17	7.3	7.3	72.0
Good Prices	3	3	1.3	1.3	73.3
Good quality	4	1	.4	.4	73.7
Good facility layout	5	2	.9	.9	74.6
Spec. item in stock	6	2	.9	.9	75.4
Glad facil. present	7	1	.4	.4	75.9
Other positive cmnt	8	11	4.7	4.7	80.6
Poor variety	9	11	4.7	4.7	85.3
Poor service	10	1	.4	.4	85.8
Poor prices	11	10	4.3	4.3	90.1
Poor quality	12	1	.4	.4	90.5
Poor facil layout	13	2	.9	.9	91.4
Other negative cmnt	16	8	3.4	3.4	94.8
Other neutral cmnt	17	5	2.2	2.2	97.0
Prefer local-made pr	18	1	.4	.4	97.4
Prefer locally-relev	19	1	.4	.4	97.8
Comment unrelated to	20	4	1.7	1.7	99.6
Good displays	21	1	.4	.4	100.0
Total		232	100.0	100.0	
Valid cases	232	Missing cases	0		

COMMENT2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	215	92.7	92.7	92.7
Good Variety	1	1	.4	.4	93.1
Good Service	2	4	1.7	1.7	94.8
Good Prices	3	1	.4	.4	95.3
Good facility layout	5	1	.4	.4	95.7
Spec. item in stock	6	1	.4	.4	96.1
Other positive cmnt	8	1	.4	.4	96.6
Poor variety	9	2	.9	.9	97.4
Poor prices	11	1	.4	.4	97.8
Spec. item out of st	14	1	.4	.4	98.3
Other negative cmnt	16	1	.4	.4	98.7
Prefer locally-relev	19	1	.4	.4	99.1
Good displays	21	2	.9	.9	100.0
	Total	232	100.0	100.0	

Valid cases 232 Missing cases 0

SUGGESTN Suggestion offered

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No suggestion	0	211	90.9	90.9	90.9
Suggestion made	1	21	9.1	9.1	100.0
	Total	232	100.0	100.0	

Valid cases 232 Missing cases 0

VIII. LONGMIRE RESTAURANT

Interview Schedule

Two versions of the interview schedule were administered randomly to respondents agreeing to participate in the study. Both interview schedules consisted of a series of social and demographic items followed by a series of questions designed to measure: (1) wait-times between the time people entered the restaurant until they were served, (2) attitudes toward the amount of time waited, (3) attitudes toward hypothetical wait-times (5,10,15,25,35,45 minutes), (4) opinions about what wait-time for purchases managers should achieve in the Longmire restaurant, and (5) the relative importance of Longmire restaurant wait-times in their overall MORA visitation experience. Version 1 asked respondents about their actual experiences before the hypothetical wait-time questions; version 2 asked the hypothetical wait-time preference questions first. The two interview schedules are included below. Readers should examine these carefully in order to fully understand the rest of this section.

Longmire Restaurant

Version 1

1995 Mount Rainier National Park
Longmire Inn Restaurant Survey

1. Are you: (Circle one number.) 1 FEMALE 2 MALE
2. What year were you born? 19 _____
3. What is your home Zip code (Country if not U.S.)? _____
4. How many years of formal schooling have you completed? (Circle the appropriate number.)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
(Elementary thru High School) (College/Vocational) (Graduate/Professional)
5. Which of the following best describes your current employment status? (Circle the appropriate number.)
- 1 STUDENT
 - 2 HOMEMAKER
 - 3 RETIRED
 - 4 MILITARY
 - 5 EMPLOYED --- What is your occupation?
 - 6 UNEMPLOYED | _____
6. Are you: (Circle one number.)
- 1 AMERICAN INDIAN/ALASKA NATIVE
 - 2 ASIAN
 - 3 BLACK
 - 4 WHITE
 - 5 OTHER (Specify): _____
- Are you: (Circle one number.)
- 1 HISPANIC
 - 2 NON-HISPANIC
7. How many people are in your group today?
_____ PEOPLE
8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
NUMBER OF TRIPS _____
9. Are there any children under age 16 in your group today? (Circle one number.)
- 1 NO
 - 2 YES - What are the ages of the children under age 16 in your group:

Longmire Restaurant

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. Approximately how long was your wait today, from the time you entered the restaurant to the time you got your food?
_____ minutes
11. Using this scale [scale #2], please rate your response to the amount of time you had to wait to order and receive your food.
Favorability rating (1-5) _____
12. Using scale #3, please answer this question. How important was the amount of time you had to wait to order and receive your food in determining your overall satisfaction with this trip to Mt. Rainier?
Importance rating (1-5) _____
13. The amount of time that people have to wait from the time they enter the restaurant until they receive their food can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO ORDER AND RECEIVE YOUR FOOD?

5 _____ 10 _____ 15 _____ 25 _____ 35 _____ 45 _____

14. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's food concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Longmire Inn restaurant has to wait between entering the restaurant and receiving their food?
_____ MINUTES
15. Using scale #3 once again, please answer this question. If you had to wait longer than [the maximum time listed in Q-14], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?
Importance rating (1-5) _____
16. Was there anything else about your experience in the restaurant that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Longmire Restaurant

Version 2

1995 Mount Rainier National Park
Longmire Inn Restaurant Survey

1. Are you: (Circle one number.) 1 FEMALE 2 MALE
2. What year were you born? 19 _____
3. What is your home Zip code (Country if not U.S.)? _____
4. How many years of formal schooling have you completed? (Circle the appropriate number.)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
(Elementary thru High School) (College/Vocational) (Graduate/Professional)
5. Which of the following best describes your current employment status? (Circle the appropriate number.)
- 1 STUDENT
 - 2 HOMEMAKER
 - 3 RETIRED
 - 4 MILITARY
 - 5 EMPLOYED --- What is your occupation?
 - 6 UNEMPLOYED | _____
6. Are you: (Circle one number.)
- 1 AMERICAN INDIAN/ALASKA NATIVE
 - 2 ASIAN
 - 3 BLACK
 - 4 WHITE
 - 5 OTHER (Specify): _____
- Are you: (Circle one number.)
- 1 HISPANIC
 - 2 NON-HISPANIC
7. How many people are in your group today?
_____ PEOPLE
8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
NUMBER OF TRIPS _____
9. Are there any children under age 16 in your group today? (Circle one number.)
- 1 NO
 - 2 YES - What are the ages of the children under age 16 in your group:

Longmire Restaurant

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. The amount of time that people have to wait from the time they enter the restaurant until they receive their food can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO ORDER AND RECEIVE YOUR FOOD?

5 _____ 10 _____ 15 _____ 25 _____ 35 _____ 45 _____

11. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's food concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Longmire Inn restaurant has to wait between entering the restaurant and receiving their food?

_____ MINUTES

12. Using scale #3 please answer this question. If you had to wait longer than [the maximum time listed in Q-11], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. Approximately how long was your wait today, from the time you entered the restaurant to the time you got your food?

_____ minutes

14. Using this scale [scale #2], please rate your response to the amount of time you had to wait to order and receive your food.

Favorability rating (1-5) _____

15. Using scale #3 once again, please answer this question. How important was the amount of time you had to wait to order and receive your food in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the restaurant that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Longmire Restaurant

Scales used by respondents when answering interview questions.

SCALE #1

Very Acceptable	Somewhat Acceptable	Neither Acceptable nor Unacceptable	Somewhat Unacceptable	Very Unacceptable
1	2	3	4	5

SCALE #2

Very Favorable	Somewhat Favorable	Neither Favorable nor Unfavorable	Somewhat Unfavorable	Very Unfavorable
1	2	3	4	5

SCALE #3

Not at all Important	Slightly Important	Important	Very Important	Extremely Important
1	2	3	4	5

Visitor Contact Procedure

Field interviewers were posted in the reception area near the cash registers. The original sampling schedule was designed under a procedure intended to result in a sample of restaurant customers stratified by the ratio of weekday to weekend visitation periods (.60/.40). Sampling periods in any one day were randomly assigned 3.5 hour periods beginning from 9:30 am or 1:00 pm. Interviewers were instructed to contact as many eligible people as possible during each interview period. Respondents were contacted after they paid their restaurant bill and a random process was used to select from eligible persons in the party. In total, 163 people were interviewed.

Discussions of Limitations or Potential Limitations

Although the goal of the stratified sample procedure was to achieve a ratio of weekday visitors to weekend visitors of .60/.40, the actual sample ratio is .63/.37. The importance of this deviation for the estimation of wait-time preferences is dependent on whether respondents in the weekday and weekend subsamples differ in this regard. A multivariate analysis of variance was performed comparing mean values of the seven wait time categories for the weekday and weekend subsamples. No significant statistical differences were observed (sig. of $F = .107$).

A question can be raised regarding potential bias introduced into the data depending on whether respondents were asked the hypothetical wait-time

Longmire Restaurant

questions before or after the questions pertaining to their actual experience of waiting for food in the restaurant. As noted above, to control for this potential bias, two versions of the interview schedule were used. A test for the ordering effect of these questions was performed using multivariate analysis of variance comparing mean values for version 1 and 2 subsamples across the seven wait time categories. Significant differences were observed (sig. of $F = .007$).

Respondents rated 10 minute, 15 minute, 25 minute, and 35 minute wait-times somewhat more acceptable if they had been asked to recall and to evaluate their actual wait-time first. The following mean differences were observed at the .05 significance level with univariate F tests (note that higher scores indicate conditions that are less acceptable):

	acceptability/ 10 minute wait	acceptability/ 15 minute wait	acceptability/ 25 minute wait	acceptability 35 minute wait
v. 1	1.21	1.85	3.38	4.25
v. 2	1.54	2.37	3.86	4.60

These results raise interesting questions about how the item ordering actually produces the observed differences -- especially since most respondents experienced wait-times shorter than the time periods for which statistical differences were observed in the hypothetical data. Unfortunately, the existing data do not allow statistical tests of such hypotheses. Similar results were observed in the data from four other facility surveys reported in other sections of this report.

Longmire Restaurant

These differences in visitor response that result from a small methodological change in the survey are theoretically interesting but difficult to interpret for practical purposes. They limit confidence in the precision of the mean preferences found by the surveys, but do not invalidate the results. Persons using these data should therefore exercise caution in their interpretations of the results, particularly when considering differences in response that are numerically small.

The hypothetical wait-time preference curves reported in this section were created using version 1 (n=47) and version two (n=116) interview schedules together. This approach was judged to be most appropriate given the relatively small differences observed between the two subsamples and because there was no basis for considering the results of one survey version to be more valid than the other.

Graphical Presentation of Findings

FIGURE 8.1: VISITOR ORIGIN (LONGMIRE RESTAURANT)

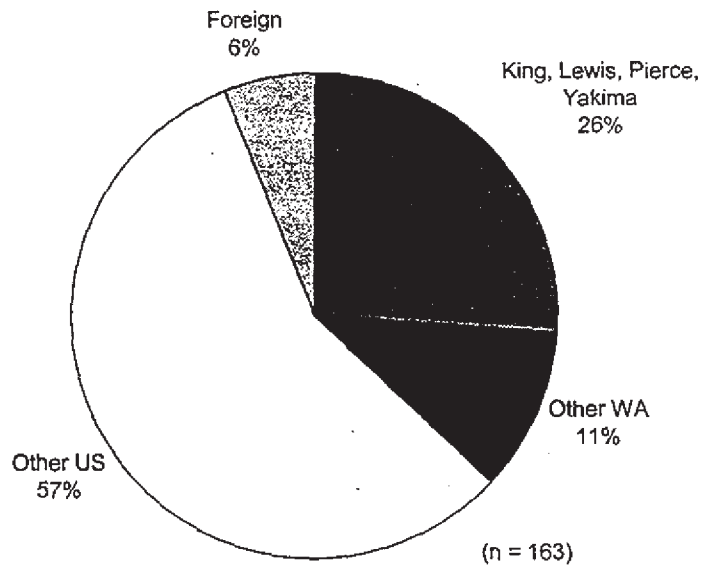
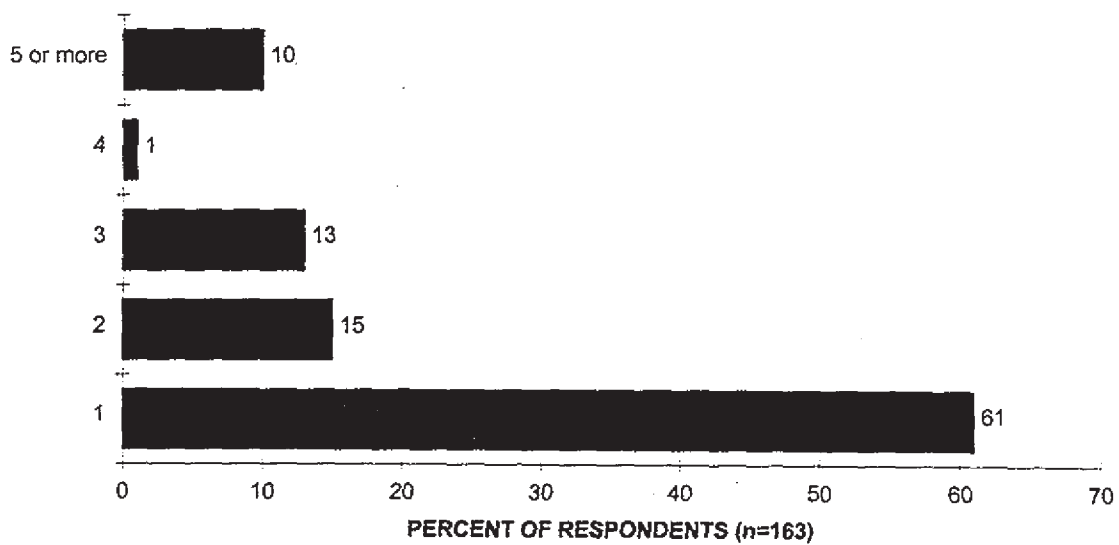
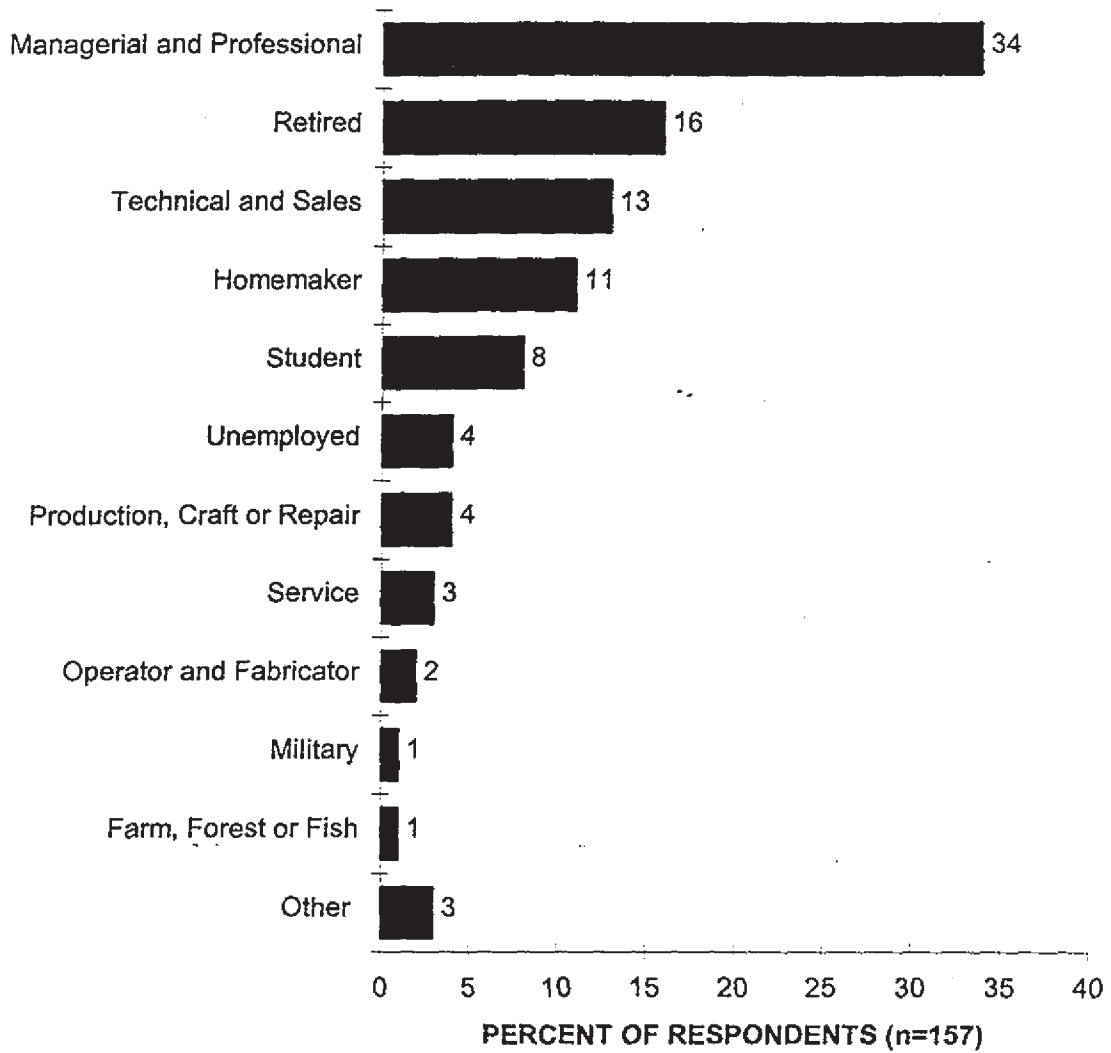


FIGURE 8.2
NUMBER OF TRIPS TO MORA IN LAST THREE YEARS
(LONGMIRE RESTAURANT)



Longmire Restaurant

FIGURE 8.3: OCCUPATIONS (LONGMIRE RESTAURANT)



Longmire Restaurant

FIGURE 8.4: EDUCATION (LONGMIRE RESTAURANT)

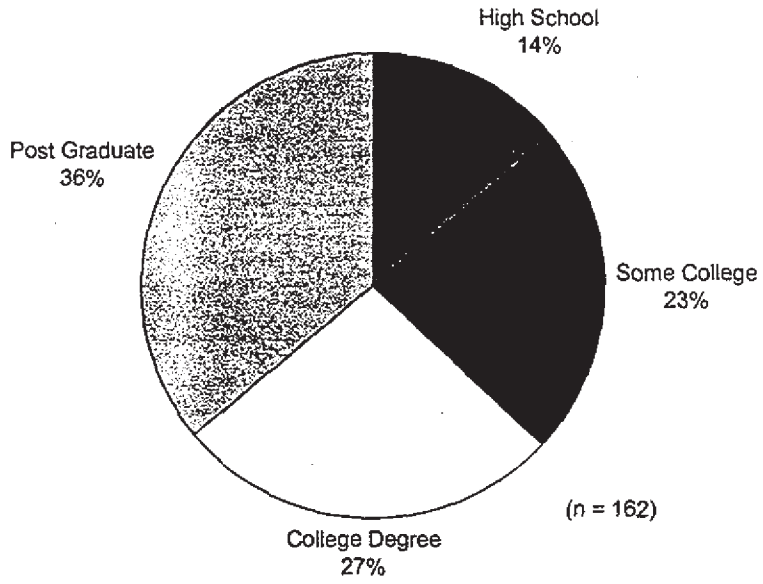
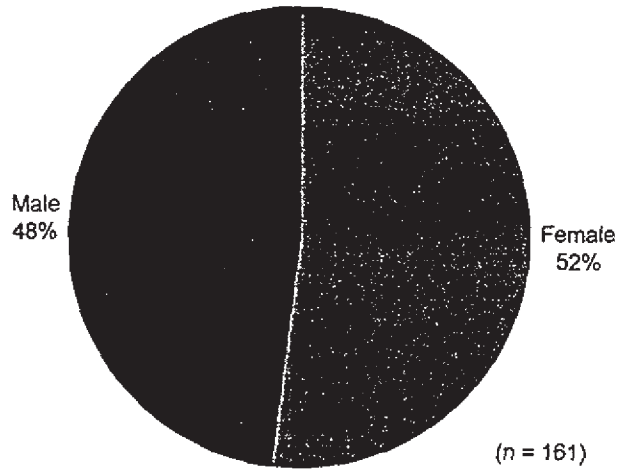
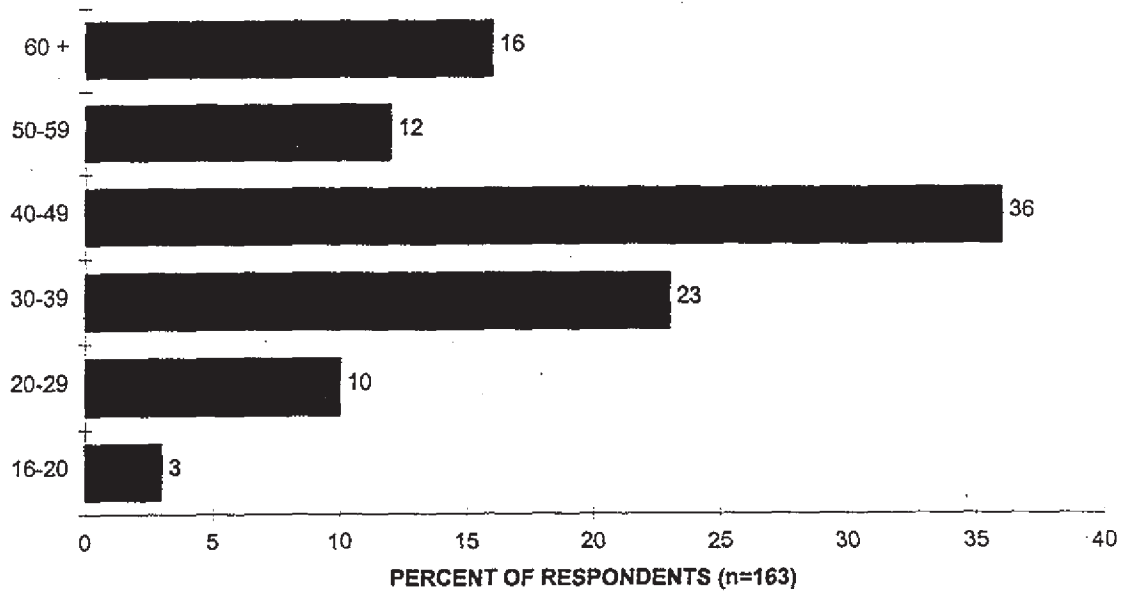


FIGURE 8.5: GENDER (LONGMIRE RESTAURANT)



Longmire Restaurant

FIGURE 8.6: AGE (LONGMIRE RESTAURANT)



Longmire Restaurant

FIGURE 8.7: RACE (LONGMIRE RESTAURANT)

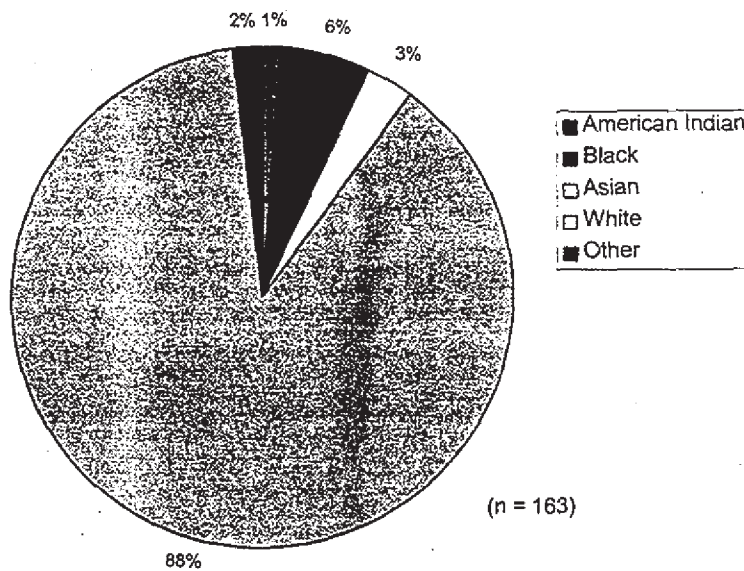
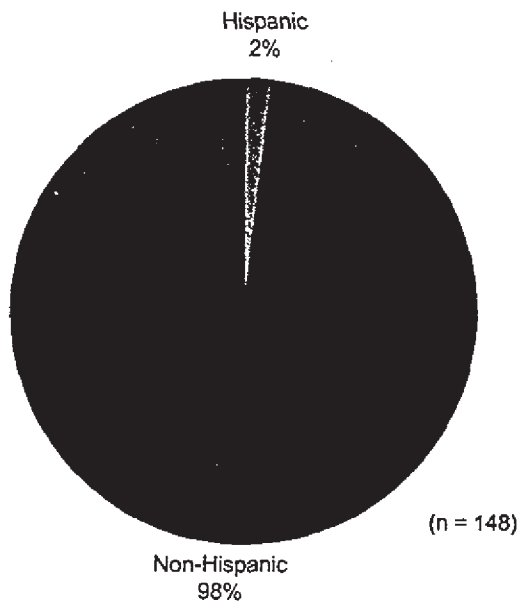


FIGURE 8.8: PERCENT HISPANIC (LONGMIRE RESTAURANT)



Longmire Restaurant

FIGURE 8.9: PARTY SIZE (LONGMIRE RESTAURANT)

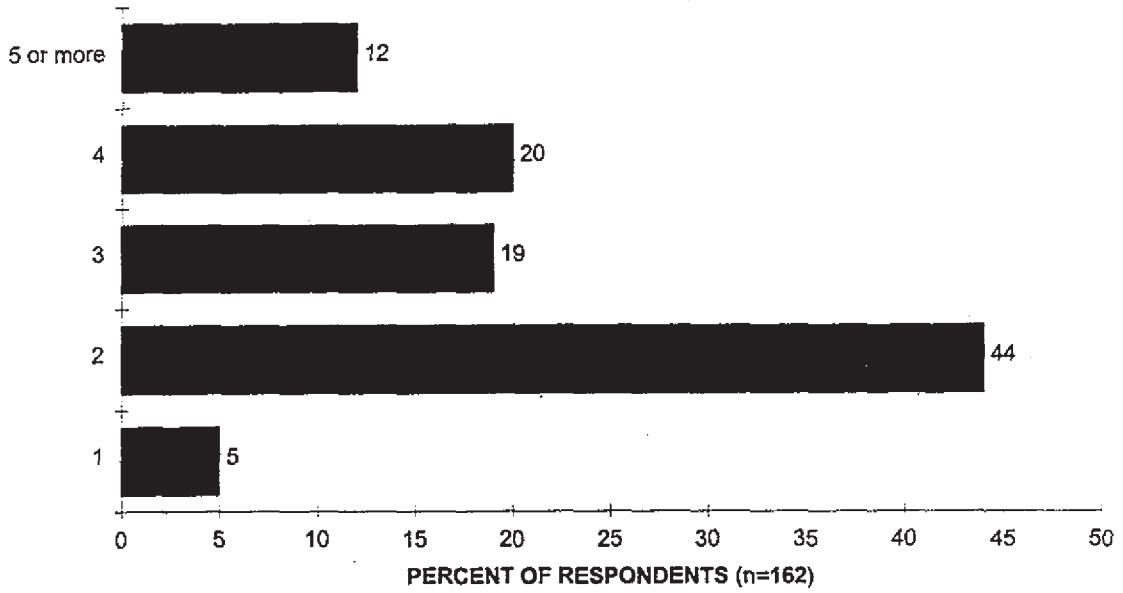
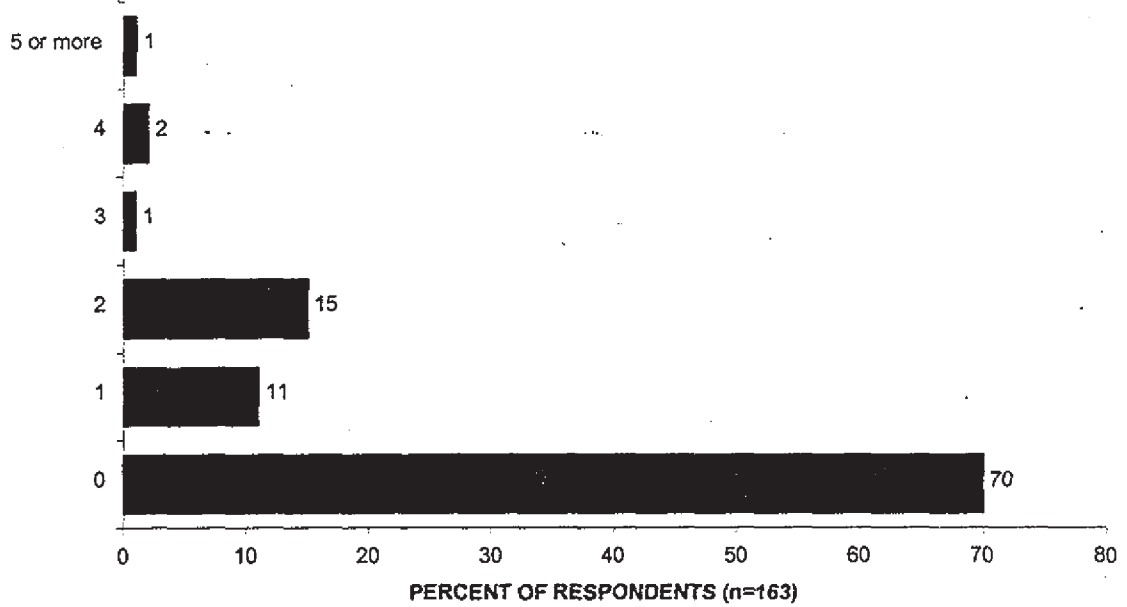
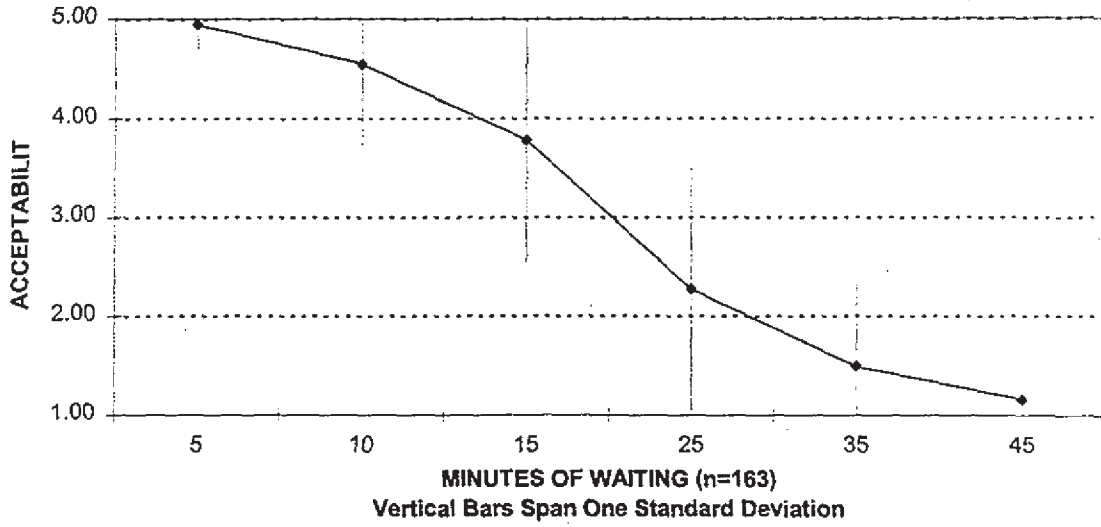


FIGURE 8.10: NUMBER OF CHILDREN IN PARTY (LONGMIRE RESTAURANT)



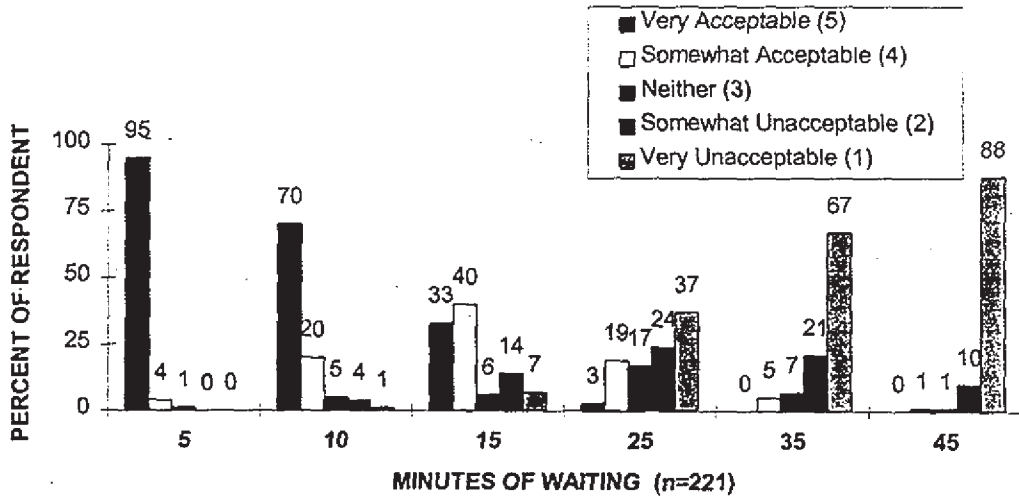
Longmire Restaurant

FIGURE 8.11
ACCEPTABILITY OF WAITING FOR FOOD
(LONGMIRE RESTAURANT)



Note: Acceptability was recoded for this chart with
5=Very Acceptable and 1=Very Unacceptable

FIGURE 8.12
ACCEPTABILITY OF WAITING FOR FOOD
(LONGMIRE RESTAURANT)



Note: Acceptability was recoded for this chart with
5=Very Acceptable and 1=Very Unacceptable

Longmire Restaurant

FIGURE 8.13
LENGTH OF ACTUAL WAIT FOR FOOD
(LONGMIRE RESTAURANT)

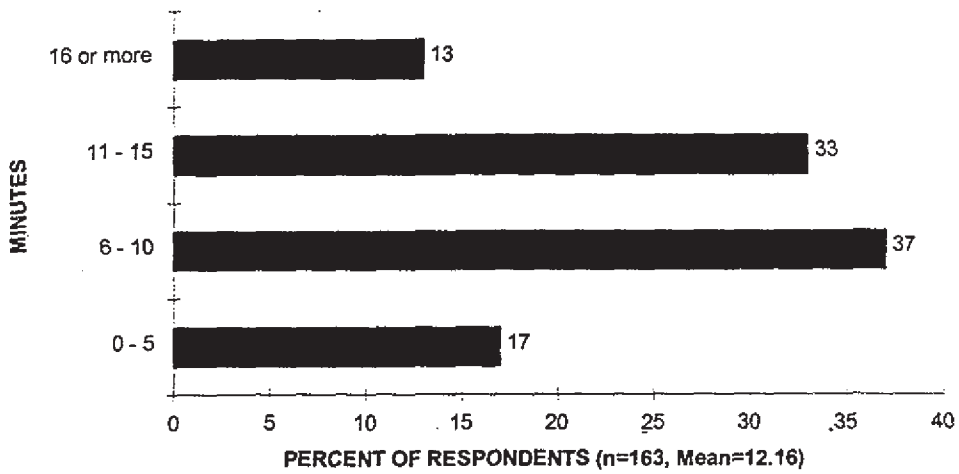
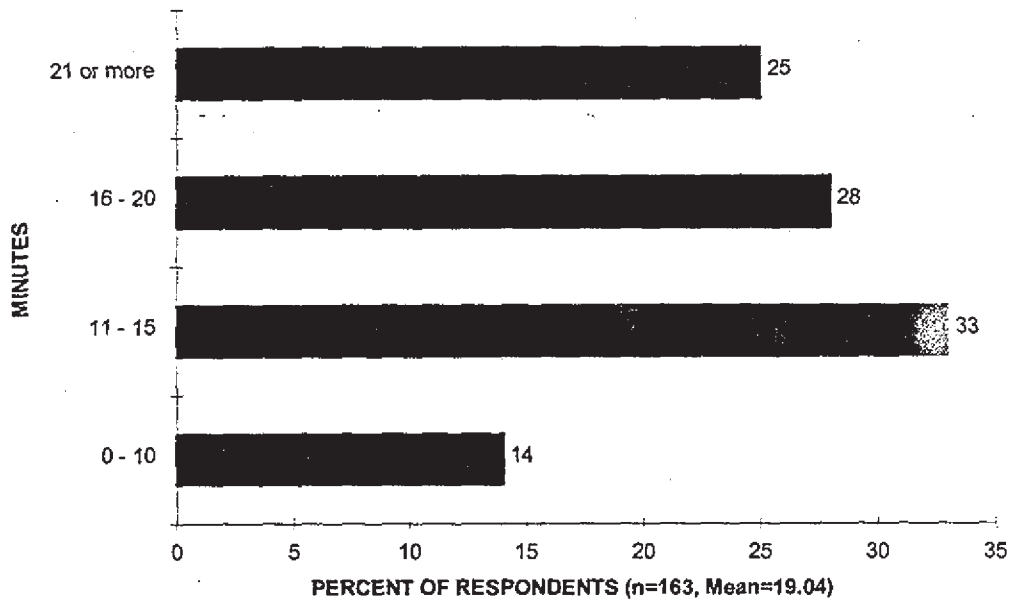


FIGURE 8.14
SUGGESTED MAXIMUM LENGTH OF WAIT FOR FOOD
(LONGMIRE RESTAURANT)



Longmire Restaurant

FIGURE 8.15
RESPONDENTS' RATINGS OF ACTUAL WAIT FOR FOOD
(LONGMIRE RESTAURANT)

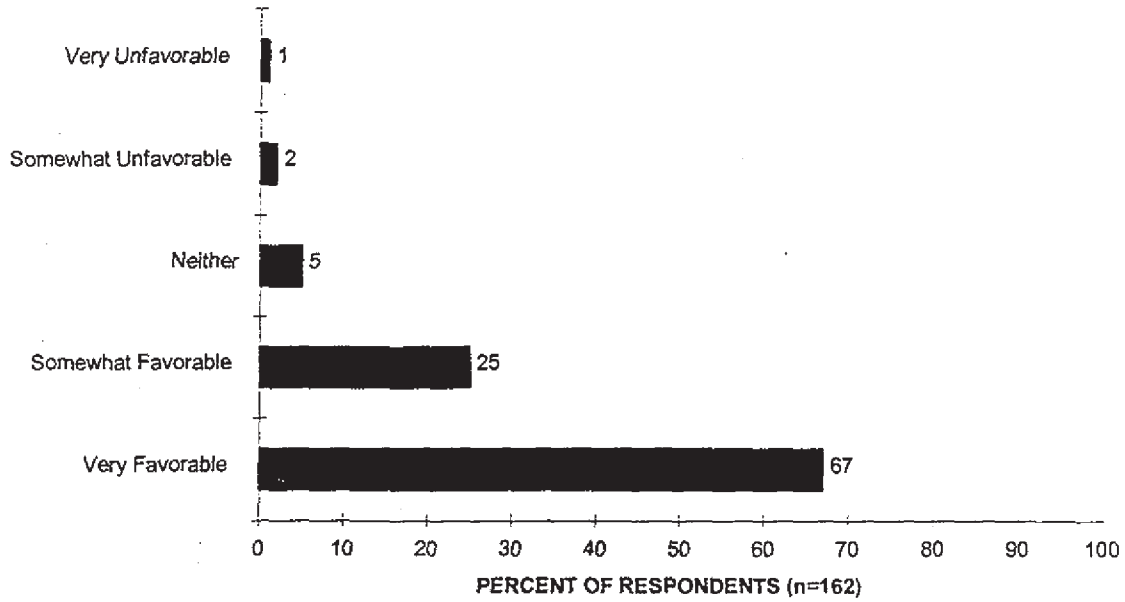
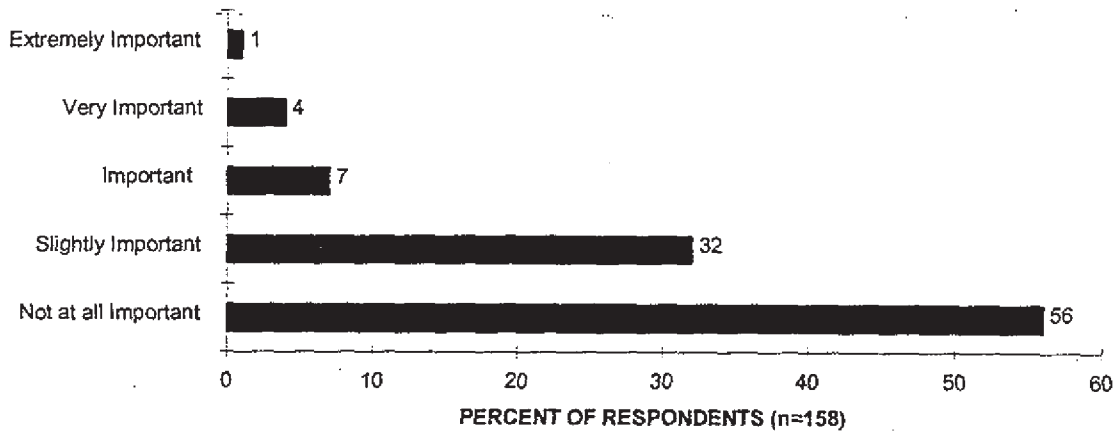
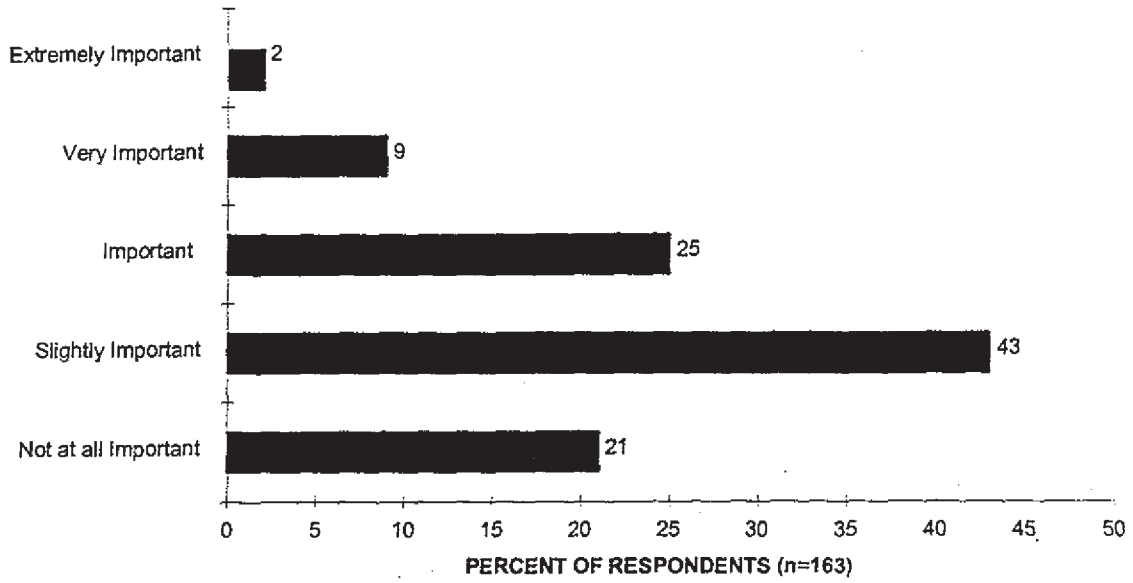


FIGURE 8.16
IMPORTANCE OF WAIT FOR FOOD TO OVERALL TRIP SATISFACTION
(LONGMIRE RESTAURANT)



Longmire Restaurant

FIGURE 8.17
IMPORTANCE OF MAXIMUM WAIT FOR FOOD
TO OVERALL TRIP SATISFACTION (LONGMIRE RESTAURANT)



Data Tables

VERSION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	47	28.8	28.8	28.8
	2	116	71.2	71.2	100.0
	Total	163	100.0	100.0	
Valid cases	163	Missing cases	0		

MONTH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	53	32.5	32.5	32.5
	8	105	64.4	64.4	96.9
	9	5	3.1	3.1	100.0
	Total	163	100.0	100.0	
Valid cases	163	Missing cases	0		

DAY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	4	12	7.4	7.4	7.4
	9	15	9.2	9.2	16.6
	10	1	.6	.6	17.2
	11	3	1.8	1.8	19.0
	13	12	7.4	7.4	26.4
	15	16	9.8	9.8	36.2
	16	1	.6	.6	36.8
	17	1	.6	.6	37.4
	18	26	16.0	16.0	53.4
	20	9	5.5	5.5	58.9
	21	9	5.5	5.5	64.4
	24	7	4.3	4.3	68.7
	26	8	4.9	4.9	73.6
	27	13	8.0	8.0	81.6
	28	9	5.5	5.5	87.1
	29	15	9.2	9.2	96.3
	30	6	3.7	3.7	100.0
	Total	163	100.0	100.0	
Valid cases	163	Missing cases	0		

HOURL

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	40	24.5	24.5	24.5
	2	52	31.9	31.9	56.4
	3	31	19.0	19.0	75.5
	4	2	1.2	1.2	76.7
	8	1	.6	.6	77.3
	9	4	2.5	2.5	79.8
	10	15	9.2	9.2	89.0
	11	9	5.5	5.5	94.5
	12	7	4.3	4.3	98.8
	99	2	1.2	1.2	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

WORKER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	16	9.8	9.8	9.8
	2	100	61.3	61.3	71.2
	4	31	19.0	19.0	90.2
	5	10	6.1	6.1	96.3
	9	5	3.1	3.1	99.4
	12	1	.6	.6	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Female	1	84	51.5	51.5	51.5
Male	2	77	47.2	47.2	98.8
	9	2	1.2	1.2	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

BIRTHYR year of birth

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	5	1	.6	.6	.6
	23	1	.6	.6	1.2
	24	3	1.8	1.8	3.1
	26	1	.6	.6	3.7
	27	1	.6	.6	4.3
	28	4	2.5	2.5	6.7
	29	1	.6	.6	7.4
	30	6	3.7	3.7	11.0
	31	1	.6	.6	11.7
	32	2	1.2	1.2	12.9
	33	2	1.2	1.2	14.1
	34	2	1.2	1.2	15.3
	35	1	.6	.6	16.0
	36	2	1.2	1.2	17.2
	37	3	1.8	1.8	19.0
	38	1	.6	.6	19.6
	39	1	.6	.6	20.2
	41	5	3.1	3.1	23.3
	42	4	2.5	2.5	25.8
	43	3	1.8	1.8	27.6
	44	1	.6	.6	28.2
	46	3	1.8	1.8	30.1
	47	8	4.9	4.9	35.0
	48	3	1.8	1.8	36.8
	49	4	2.5	2.5	39.3
	50	6	3.7	3.7	42.9
	51	6	3.7	3.7	46.6
	52	5	3.1	3.1	49.7
	53	10	6.1	6.1	55.8
	54	7	4.3	4.3	60.1
	55	6	3.7	3.7	63.8
	56	1	.6	.6	64.4
	57	4	2.5	2.5	66.9
	58	6	3.7	3.7	70.6
	59	5	3.1	3.1	73.6

BIRTHYR year of birth

	60	6	3.7	3.7	77.3
	61	1	.6	.6	77.9
	62	4	2.5	2.5	80.4
	63	5	3.1	3.1	83.4
	64	5	3.1	3.1	86.5
	65	1	.6	.6	87.1
	66	1	.6	.6	87.7
	67	2	1.2	1.2	89.0
	68	1	.6	.6	89.6
	69	5	3.1	3.1	92.6
	70	4	2.5	2.5	95.1
	71	2	1.2	1.2	96.3
	74	1	.6	.6	96.9
	75	1	.6	.6	97.5
	76	1	.6	.6	98.2
	78	2	1.2	1.2	99.4
	80	1	.6	.6	100.0

Total 163 100.0 100.0

Valid cases 163 Missing cases 0

ZIPCODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1945	1	.6	.6	.6
	2130	1	.6	.6	1.2
	2138	1	.6	.6	1.8
	2166	1	.6	.6	2.5
	2180	1	.6	.6	3.1
	2193	1	.6	.6	3.7
	2630	1	.6	.6	4.3
	5055	1	.6	.6	4.9
	6016	1	.6	.6	5.5
	6250	1	.6	.6	6.1
	7901	1	.6	.6	6.7
	8083	1	.6	.6	7.4
	8879	1	.6	.6	8.0
	8884	1	.6	.6	8.6
	10010	2	1.2	1.2	9.8
	10012	1	.6	.6	10.4
	10028	1	.6	.6	11.0
	10303	1	.6	.6	11.7
	10801	1	.6	.6	12.3
	10804	1	.6	.6	12.9
	10805	1	.6	.6	13.5
	14111	1	.6	.6	14.1
	14623	1	.6	.6	14.7
	19102	1	.6	.6	15.3
	19115	3	1.8	1.8	17.2
	20019	1	.6	.6	17.8
	21140	1	.6	.6	18.4
	21769	1	.6	.6	19.0
	22030	1	.6	.6	19.6
	28560	1	.6	.6	20.2
	28803	1	.6	.6	20.9
	32257	1	.6	.6	21.5
	34221	1	.6	.6	22.1
	34475	1	.6	.6	22.7
	34621	1	.6	.6	23.3

ZIPCODE

37343	1	.6	.6	23.9
40071	1	.6	.6	24.5
43160	1	.6	.6	25.2
43560	1	.6	.6	25.8
44720	1	.6	.6	26.4
46267	1	.6	.6	27.0
46619	1	.6	.6	27.6
48309	1	.6	.6	28.2
53006	1	.6	.6	28.8
53092	1	.6	.6	29.4
53126	1	.6	.6	30.1
55425	1	.6	.6	30.7
60188	1	.6	.6	31.3
60302	1	.6	.6	31.9
60402	1	.6	.6	32.5
60462	1	.6	.6	33.1
60647	1	.6	.6	33.7
62223	1	.6	.6	34.4
62966	1	.6	.6	35.0
63031	3	1.8	1.8	36.8
63122	1	.6	.6	37.4
63376	1	.6	.6	38.0
70094	1	.6	.6	38.7
70126	1	.6	.6	39.3
73065	1	.6	.6	39.9
75231	1	.6	.6	40.5
75248	1	.6	.6	41.1
77381	1	.6	.6	41.7
78250	1	.6	.6	42.3
78702	1	.6	.6	42.9
80027	1	.6	.6	43.6
80442	4	2.5	2.5	46.0
80503	1	.6	.6	46.6
83843	1	.6	.6	47.2
84015	1	.6	.6	47.9
85351	1	.6	.6	48.5
86429	1	.6	.6	49.1
87108	1	.6	.6	49.7
89109	1	.6	.6	50.3

ZIPCODE

89123	1	.6	.6	50.9
90805	1	.6	.6	51.5
91320	2	1.2	1.2	52.8
92028	1	.6	.6	53.4
92211	1	.6	.6	54.0
93111	1	.6	.6	54.6
94026	1	.6	.6	55.2
94525	1	.6	.6	55.8
94530	1	.6	.6	56.4
95014	1	.6	.6	57.1
97077	1	.6	.6	57.7
97201	1	.6	.6	58.3
97212	1	.6	.6	58.9
97229	1	.6	.6	59.5
97403	1	.6	.6	60.1
97405	1	.6	.6	60.7
97551	1	.6	.6	61.3
98005	2	1.2	1.2	62.6
98028	1	.6	.6	63.2
98034	1	.6	.6	63.8
98052	1	.6	.6	64.4
98058	1	.6	.6	65.0
98092	1	.6	.6	65.6
98103	1	.6	.6	66.3
98105	1	.6	.6	66.9
98109	1	.6	.6	67.5
98110	1	.6	.6	68.1
98112	4	2.5	2.5	70.6
98115	2	1.2	1.2	71.8
98117	1	.6	.6	72.4
98118	1	.6	.6	73.0
98146	1	.6	.6	73.6
98148	1	.6	.6	74.2
98188	1	.6	.6	74.8
98199	1	.6	.6	75.5
98201	1	.6	.6	76.1
98225	1	.6	.6	76.7
98301	1	.6	.6	77.3
98304	1	.6	.6	77.9

ZIPCODE

98371	1	.6	.6	78.5
98373	6	3.7	3.7	82.2
98387	2	1.2	1.2	83.4
98404	1	.6	.6	84.0
98406	1	.6	.6	84.7
98409	2	1.2	1.2	85.9
98422	2	1.2	1.2	87.1
98424	1	.6	.6	87.7
98502	1	.6	.6	88.3
98512	1	.6	.6	89.0
98513	1	.6	.6	89.6
98607	1	.6	.6	90.2
98632	1	.6	.6	90.8
98662	1	.6	.6	91.4
98682	1	.6	.6	92.0
98684	1	.6	.6	92.6
98902	1	.6	.6	93.3
99011	1	.6	.6	93.9
99352	1	.6	.6	94.5
99961	5	3.1	3.1	97.5
99962	1	.6	.6	98.2
99967	1	.6	.6	98.8
99977	1	.6	.6	99.4
99983	1	.6	.6	100.0
Total	163	100.0	100.0	

Valid cases 163 Missing cases 0

SCHOOL Years of education

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	9	1	.6	.6	.6
	11	1	.6	.6	1.2
	12	20	12.3	12.3	13.5
	13	12	7.4	7.4	20.9
	14	18	11.0	11.0	31.9
	15	7	4.3	4.3	36.2
	16	44	27.0	27.0	63.2
	17	13	8.0	8.0	71.2
	18	19	11.7	11.7	82.8
	19	9	5.5	5.5	88.3
	20	6	3.7	3.7	92.0
	21	1	.6	.6	92.6
	22	1	.6	.6	93.3
	24	10	6.1	6.1	99.4
	99	1	.6	.6	100.0
	Total	163	100.0	100.0	

Valid cases 163 Missing cases 0

OCCUPATN Code for occupation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Managerial/professio	1	54	33.1	33.1	33.1
Tech/Sales/Admin sup	2	21	12.9	12.9	46.0
Service	3	5	3.1	3.1	49.1
Farm/Forestry/Fish	4	1	.6	.6	49.7
Production/Craft/Rep	5	6	3.7	3.7	53.4
Operator/Fabricator/	6	4	2.5	2.5	55.8
Homemaker	7	17	10.4	10.4	66.3
Military	8	2	1.2	1.2	67.5
Retired	9	25	15.3	15.3	82.8
Student	10	12	7.4	7.4	90.2
Unemployed	11	6	3.7	3.7	93.9
Unclassifiable	97	4	2.5	2.5	96.3
Missing	99	6	3.7	3.7	100.0
	Total	163	100.0	100.0	

Valid cases 163 Missing cases 0

RACE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Amer. Indian/AK nati	1	1	.6	.6	.6
Asian	2	5	3.1	3.1	3.7
Black	3	9	5.5	5.5	9.2
White	4	144	88.3	88.3	97.5
Other	5	4	2.5	2.5	100.0
		-----	-----	-----	
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

HISPANIC

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Hispanic	1	3	1.8	1.8	1.8
Non-Hispanic	2	145	89.0	89.0	90.8
Missing	9	15	9.2	9.2	100.0
		-----	-----	-----	
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

PARTYSIZ

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	8	4.9	4.9	4.9
	2	71	43.6	43.6	48.5
	3	31	19.0	19.0	67.5
	4	32	19.6	19.6	87.1
	5	12	7.4	7.4	94.5
	6	6	3.7	3.7	98.2
	8	1	.6	.6	98.8
	15	1	.6	.6	99.4
	99	1	.6	.6	100.0
		-----	-----	-----	
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

MORATRIP Trips to MORA in last 3 years

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	100	61.3	61.3	61.3
	2	25	15.3	15.3	76.7
	3	21	12.9	12.9	89.6
	4	1	.6	.6	90.2
	5	1	.6	.6	90.8
	6	5	3.1	3.1	93.9
	8	1	.6	.6	94.5
	10	5	3.1	3.1	97.5
	12	1	.6	.6	98.2
	20	1	.6	.6	98.8
	30	1	.6	.6	99.4
	50	1	.6	.6	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

ANYCHILD Children under 16 in group?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	1	111	68.1	68.1	68.1
Yes	2	51	31.3	31.3	99.4
	9	1	.6	.6	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

CHILD1 Age of child 1

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	2	1.2	1.2	1.2
	2	8	4.9	4.9	6.1
	3	4	2.5	2.5	8.6
	4	2	1.2	1.2	9.8
	5	1	.6	.6	10.4
	6	5	3.1	3.1	13.5
	7	3	1.8	1.8	15.3
	8	2	1.2	1.2	16.6
	9	4	2.5	2.5	19.0
	10	3	1.8	1.8	20.9
	11	3	1.8	1.8	22.7
	12	4	2.5	2.5	25.2
	13	2	1.2	1.2	26.4
	14	4	2.5	2.5	28.8
	15	2	1.2	1.2	30.1
	98	111	68.1	68.1	98.2
	99	3	1.8	1.8	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

CHILD2 Age of child 2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2	1	.6	.6	.6
	3	2	1.2	1.2	1.8
	4	1	.6	.6	2.5
	5	2	1.2	1.2	3.7
	6	2	1.2	1.2	4.9
	7	2	1.2	1.2	6.1
	8	5	3.1	3.1	9.2
	9	3	1.8	1.8	11.0
	10	1	.6	.6	11.7
	11	3	1.8	1.8	13.5
	12	5	3.1	3.1	16.6
	13	1	.6	.6	17.2
	14	1	.6	.6	17.8
	15	2	1.2	1.2	19.0
	98	129	79.1	79.1	98.2
	99	3	1.8	1.8	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

CHILD3 Age of child 3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	1	.6	.6	.6
	8	1	.6	.6	1.2
	10	1	.6	.6	1.8
	11	1	.6	.6	2.5
	14	1	.6	.6	3.1
	15	1	.6	.6	3.7
	98	154	94.5	94.5	98.2
	99	3	1.8	1.8	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

CHILD4 Age of child 4

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	8	1	.6	.6	.6
	10	1	.6	.6	1.2
	12	1	.6	.6	1.8
	14	1	.6	.6	2.5
	98	156	95.7	95.7	98.2
	99	3	1.8	1.8	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

CHILD5 Age of child 5

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	6	1	.6	.6	.6
	98	159	97.5	97.5	98.2
	99	3	1.8	1.8	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

ACCEPT5 Waiting 5 minute/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	155	95.1	95.1	95.1
Somewhat Acceptable	2	7	4.3	4.3	99.4
Neither Acc nor Unac	3	1	.6	.6	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

ACCEPT10 Waiting 10 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	115	70.6	70.6	70.6
Somewhat Acceptable	2	32	19.6	19.6	90.2
Neither Acc nor Unac	3	8	4.9	4.9	95.1
Somewhat Unacceptabl	4	7	4.3	4.3	99.4
Very Unacceptable	5	1	.6	.6	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

ACCEPT15 Waiting 15 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	54	33.1	33.1	33.1
Somewhat Acceptable	2	65	39.9	39.9	73.0
Neither Acc nor Unac	3	10	6.1	6.1	79.1
Somewhat Unacceptabl	4	22	13.5	13.5	92.6
Very Unacceptable	5	12	7.4	7.4	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

ACCEPT25 Waiting 25 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	5	3.1	3.1	3.1
Somewhat Acceptable	2	31	19.0	19.0	22.1
Neither Acc nor Unac	3	28	17.2	17.2	39.3
Somewhat Unacceptabl	4	39	23.9	23.9	63.2
Very Unacceptable	5	60	36.8	36.8	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

ACCEPT35 Waiting 35 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Somewhat Acceptable	2	8	4.9	4.9	4.9
Neither Acc nor Unac	3	11	6.7	6.7	11.7
Somewhat Unacceptabl	4	35	21.5	21.5	33.1
Very Unacceptable	5	109	66.9	66.9	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

ACCEPT45 Waiting 45 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Somewhat Acceptable	2	2	1.2	1.2	1.2
Neither Acc nor Unac	3	2	1.2	1.2	2.5
Somewhat Unacceptabl	4	16	9.8	9.8	12.3
Very Unacceptable	5	143	87.7	87.7	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

MAXTIME Max. time that customers should have to

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	3	1	.6	.6	.6
	5	1	.6	.6	1.2
	8	1	.6	.6	1.8
	10	20	12.3	12.3	14.1
	12	3	1.8	1.8	16.0
	13	1	.6	.6	16.6
	15	49	30.1	30.1	46.6
	17	2	1.2	1.2	47.9
	18	2	1.2	1.2	49.1
	20	42	25.8	25.8	74.8
	23	1	.6	.6	75.5
	25	15	9.2	9.2	84.7
	30	22	13.5	13.5	98.2
	35	1	.6	.6	98.8
	40	1	.6	.6	99.4
	60	1	.6	.6	100.0
Total		163	100.0	100.0	
Valid cases	163	Missing cases	0		

MAXIMPT Importance if more time than max

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	34	20.9	20.9	20.9
Slightly	2	71	43.6	43.6	64.4
Important	3	41	25.2	25.2	89.6
Very	4	14	8.6	8.6	98.2
Extremely	5	3	1.8	1.8	100.0
Total		163	100.0	100.0	
Valid cases	163	Missing cases	0		

MINUTES Minutes waited for purchase

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	2	1.2	1.2	1.2
	1	1	.6	.6	1.8
	2	1	.6	.6	2.5
	3	2	1.2	1.2	3.7
	4	1	.6	.6	4.3
	5	20	12.3	12.3	16.6
	7	2	1.2	1.2	17.8
	8	3	1.8	1.8	19.6
	10	56	34.4	34.4	54.0
	12	4	2.5	2.5	56.4
	15	49	30.1	30.1	86.5
	18	1	.6	.6	87.1
	20	17	10.4	10.4	97.5
	25	1	.6	.6	98.2
	30	2	1.2	1.2	99.4
	45	1	.6	.6	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

FAVORABL Favorability of wait

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Favorable	1	108	66.3	66.3	66.3
Somewhat Favorable	2	41	25.2	25.2	91.4
Neith Fav nor Unfav	3	8	4.9	4.9	96.3
Somewhat Unfavorable	4	4	2.5	2.5	98.8
Very Unfavorable	5	1	.6	.6	99.4
Missing	9	1	.6	.6	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

ACTIMPN Importance of actual wait for satisfacti

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	88	54.0	54.0	54.0
Slightly	2	51	31.3	31.3	85.3
Important	3	11	6.7	6.7	92.0
Very	4	7	4.3	4.3	96.3
Extremely	5	1	.6	.6	96.9
Missing	9	5	3.1	3.1	100.0
Total		163	100.0	100.0	

Valid cases 163 Missing cases 0

COMMENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	57	35.0	35.0	35.0
Good Variety	1	2	1.2	1.2	36.2
Good Service	2	41	25.2	25.2	61.3
Good Prices	3	1	.6	.6	62.0
Good quality	4	20	12.3	12.3	74.2
Good facility layout	5	3	1.8	1.8	76.1
Spec. item in stock	6	1	.6	.6	76.7
Glad facil. present	7	3	1.8	1.8	78.5
Poor variety	9	16	9.8	9.8	88.3
Poor service	10	2	1.2	1.2	89.6
Poor prices	11	3	1.8	1.8	91.4
Poor quality	12	3	1.8	1.8	93.3
Poor facil layout	13	5	3.1	3.1	96.3
Prefer local-made pr	18	1	.6	.6	96.9
Prefer locally-relev	19	4	2.5	2.5	99.4
Comment unrelated to	20	1	.6	.6	100.0
Total		163	100.0	100.0	
Valid cases	163	Missing cases	0		

COMMENT2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	129	79.1	79.1	79.1
Good Service	2	3	1.8	1.8	81.0
Good quality	4	15	9.2	9.2	90.2
Good facility layout	5	1	.6	.6	90.8
Glad facil. present	7	1	.6	.6	91.4
Poor variety	9	5	3.1	3.1	94.5
Poor prices	11	1	.6	.6	95.1
Poor quality	12	4	2.5	2.5	97.5
Poor facil layout	13	2	1.2	1.2	98.8
Spec. item out of st	14	1	.6	.6	99.4
Prefer local-made pr	18	1	.6	.6	100.0
Total		163	100.0	100.0	
Valid cases	163	Missing cases	0		

SUGGESTN Suggestion offered

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No suggestion	0	158	96.9	96.9	96.9
Suggestion made	1	5	3.1	3.1	100.0
Total		163	100.0	100.0	
Valid cases	163	Missing cases	0		

IX. PARADISE INN SNACK BAR

Interview Schedule

Two versions of the interview schedule were administered randomly to respondents agreeing to participate in the study. Both interview schedules consisted of a series of social and demographic items followed by a series of questions designed to measure: (1) wait-times between the time people entered the line at the snack bar until they were served, (2) attitudes toward the amount of time waited, (3) attitudes toward hypothetical wait-times (2,4,6,8,10,12 minutes), (4) opinions about what wait-time for purchases managers should achieve in the snack bar, and (5) the relative importance of Paradise Inn snack bar wait-times in their overall MORA visitation experience. Version 1 asked respondents about their actual experiences before the hypothetical wait-time questions; version 2 asked the hypothetical wait-time preference questions first. The two interview schedules are included below. Readers should examine these carefully in order to fully understand the rest of this section.

Paradise Inn Snack Bar

Version 1

1995 Mount Rainier National Park
Paradise Inn Snack Bar Survey

1. Are you: (Circle one number.) 1 FEMALE 2 MALE
2. What year were you born? 19 _____
3. What is your home Zip code (Country if not U.S.)? _____
4. How many years of formal schooling have you completed? (Circle the appropriate number.)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
(Elementary thru High School) (College/Vocational) (Graduate/Professional)
5. Which of the following best describes your current employment status? (Circle the appropriate number.)
- 1 STUDENT
- 2 HOMEMAKER
- 3 RETIRED
- 4 MILITARY
- 5 EMPLOYED — What is your occupation?
- 6 UNEMPLOYED | _____
6. Are you: (Circle one number.)
- 1 AMERICAN INDIAN/ALASKA NATIVE
- 2 ASIAN
- 3 BLACK
- 4 WHITE
- 5 OTHER (Specify): _____
- Are you: (Circle one number.)
- 1 HISPANIC
- 2 NON-HISPANIC
7. How many people are in your group today?
_____ PEOPLE
8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
NUMBER OF TRIPS _____
9. Are there any children under age 16 in your group today? (Circle one number.)
- 1 NO
- 2 YES - What are the ages of the children under age 16 in your group:

Paradise Inn Snack Bar

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. Approximately how long was your wait today, from the time you got in line to the time you got your food?

_____ minutes

11. Using this scale [scale #2], please rate your response to the amount of time you had to wait to order and receive your food.

Favorability rating (1-5) _____

12. Using scale #3, please answer this question. How important was the amount of time you had to wait to order and receive your food in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. The amount of time that people have to wait from the time they get in line until they receive their food can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO ORDER AND RECEIVE YOUR FOOD?

2 _____ 4 _____ 6 _____ 8 _____ 10 _____ 12 _____

14. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's food concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Paradise Inn snack bar has to wait between getting in line and receiving their food?

_____ MINUTES

15. Using scale #3 once again, please answer this question. If you had to wait longer than [the maximum time listed in Q-14], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the snack bar that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Paradise Inn Snack Bar

Version 2

1995 Mount Rainier National Park
Paradise Inn Snack Bar Survey

1. Are you: (Circle one number.) 1 FEMALE 2 MALE
2. What year were you born? 19 _____
3. What is your home Zip code (Country if not U.S.)? _____
4. How many years of formal schooling have you completed? (Circle the appropriate number.)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24+
(Elementary thru High School) (College/Vocational) (Graduate/Professional)
5. Which of the following best describes your current employment status? (Circle the appropriate number.)
- 1 STUDENT
 - 2 HOMEMAKER
 - 3 RETIRED
 - 4 MILITARY
 - 5 EMPLOYED — What is your occupation?
 - 6 UNEMPLOYED | _____
6. Are you: (Circle one number.)
- 1 AMERICAN INDIAN/ALASKA NATIVE
 - 2 ASIAN
 - 3 BLACK
 - 4 WHITE
 - 5 OTHER (Specify): _____
- Are you: (Circle one number.)
- 1 HISPANIC
 - 2 NON-HISPANIC
7. How many people are in your group today?
_____ PEOPLE
8. Including this trip, how many trips have you made to Mt. Rainier in the last three years?
NUMBER OF TRIPS _____
9. Are there any children under age 16 in your group today? (Circle one number.)
- 1 NO
 - 2 YES - What are the ages of the children under age 16 in your group:

Paradise Inn Snack Bar

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. The amount of time that people have to wait from the time they get in line until they receive their food can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO ORDER AND RECEIVE YOUR FOOD?

2 _____ 4 _____ 6 _____ 8 _____ 10 _____ 12 _____

11. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's food concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Paradise Inn snack bar has to wait between getting in line and receiving their food?

_____ MINUTES

12. Using scale #3 please answer this question. If you had to wait longer than [the maximum time listed in Q-11], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. Approximately how long was your wait today, from the time you got in line to the time you got your food?

_____ minutes

14. Using this scale [scale #2], please rate your response to the amount of time you had to wait to order and receive your food.

Favorability rating (1-5) _____

15. Using scale #3 once again, please answer this question. How important was the amount of time you had to wait to order and receive your food in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the snack bar that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Paradise Inn Snack Bar

Scales used by respondents when answering interview questions.

SCALE #1

Very Acceptable	Somewhat Acceptable	Neither Acceptable nor Unacceptable	Somewhat Unacceptable	Very Unacceptable
1	2	3	4	5

SCALE #2

Very Favorable	Somewhat Favorable	Neither Favorable nor Unfavorable	Somewhat Unfavorable	Very Unfavorable
1	2	3	4	5

SCALE #3

Not at all Important	Slightly Important	Important	Very Important	Extremely Important
1	2	3	4	5

Visitor Contact Procedure

Field interviewers were posted in the reception area near the cash registers. The original sampling schedule was designed under a procedure intended to result in a sample of the visitor population who ate at the snack bar stratified by the ratio of weekday to weekend visitation periods (.60/.40). Sampling periods in any one day were randomly assigned 3.5 hour periods beginning from 9:30 am or 1:00 pm. Interviewers were instructed to contact as many eligible people as possible during each interview period. Respondents were contacted after they paid for and received their food and a random process was used to select from eligible persons in the party. In total, 235 people were interviewed; the target n was 300.

Discussions of Limitations or Potential Limitations

Although the goal of the stratified sample procedure was to achieve a ratio of weekday visitors to weekend visitors of .6/.4, the actual sample ratio is .46/.54. The importance of this deviation for the estimation of wait-time preferences is dependent on whether respondents in the weekday and weekend subsamples differ in this regard. A multivariate analysis of variance was performed comparing mean values of the seven wait time categories for the weekday and weekend subsamples. No significant statistical differences were observed (sig. of $F = .359$).

A question can be raised regarding potential bias introduced into the data depending on whether respondents were asked the hypothetical wait-time

questions before or after the questions pertaining to their actual experience of waiting for their food. As noted above, to control for this potential bias, two versions of the interview schedule were used. A test for the ordering effect of these questions was performed using multivariate analysis of variance comparing mean values for version 1 and 2 subsamples across the seven wait time categories. Differences were observed to be marginally significant (sig. of $F = .062$). Given the weakness of the observed differences, the hypothetical wait-time preference curves reported in this section were created using version 1 ($n=128$) and version two ($n=106$) interview schedules together.

Graphical Presentation of Findings

FIGURE 9.1: VISITOR ORIGIN (PARADISE INN SNACK BAR)

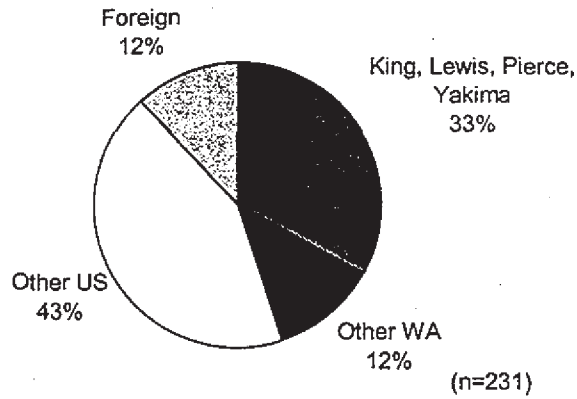
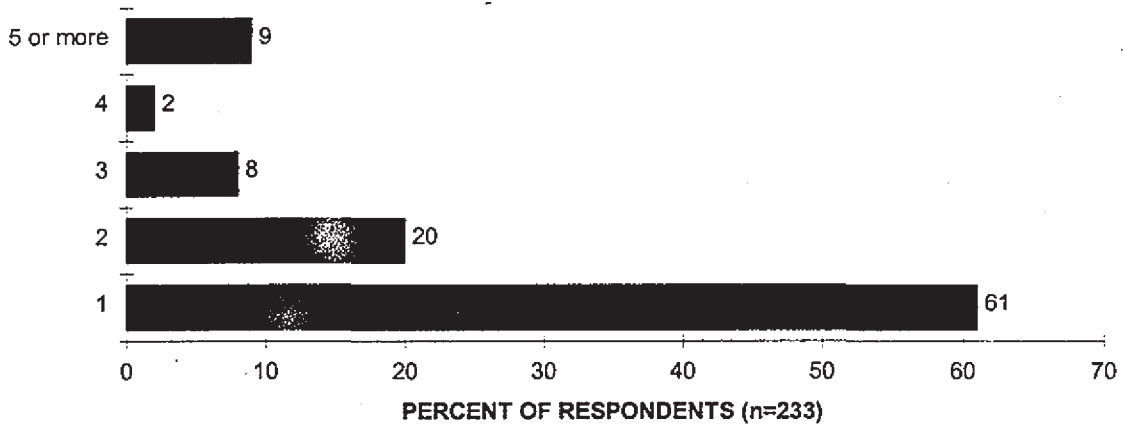
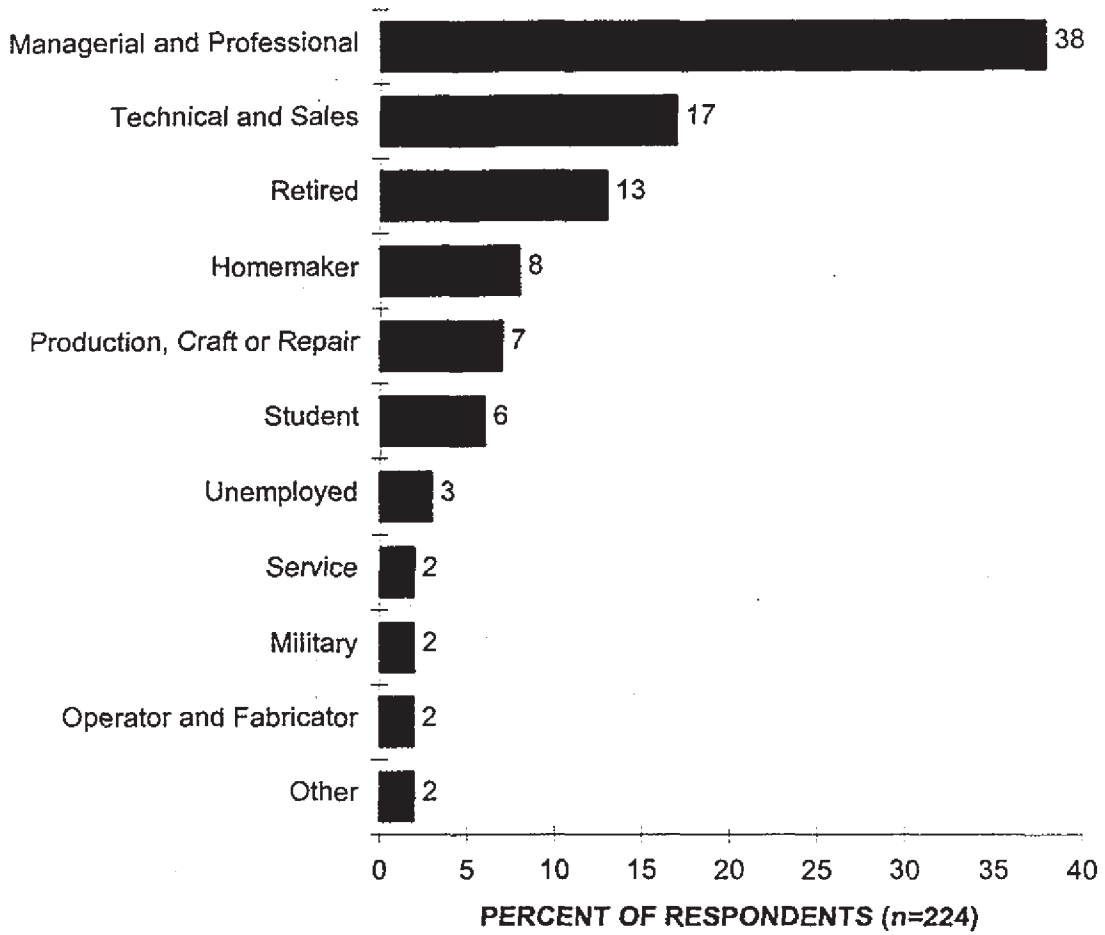


FIGURE 9.2
NUMBER OF TRIPS TO MORA IN LAST THREE YEARS
(PARADISE INN SNACK BAR)



Paradise Inn Snack Bar

FIGURE 9.3: OCCUPATIONS (PARADISE INN SNACK BAR)



Paradise Inn Snack Bar

FIGURE 9.4: EDUCATION (PARADISE INN SNACK BAR)

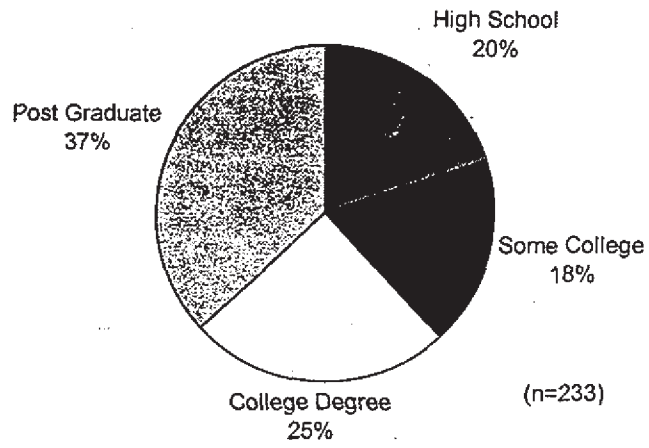
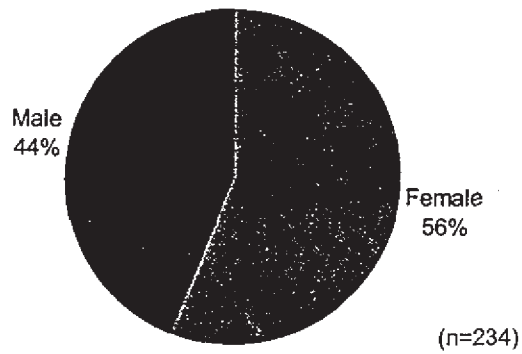
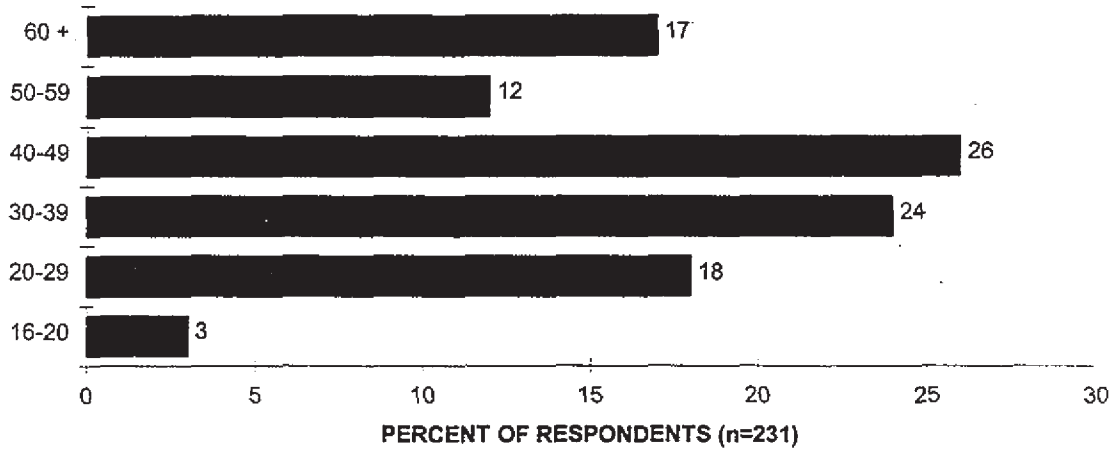


FIGURE 9.5: GENDER (PARADISE INN SNACK BAR)



Paradise Inn Snack Bar

FIGURE 9.6: AGE (PARADISE INN SNACK BAR)



Paradise Inn Snack Bar

FIGURE 9.7: RACE (PARADISE INN SNACK BAR)

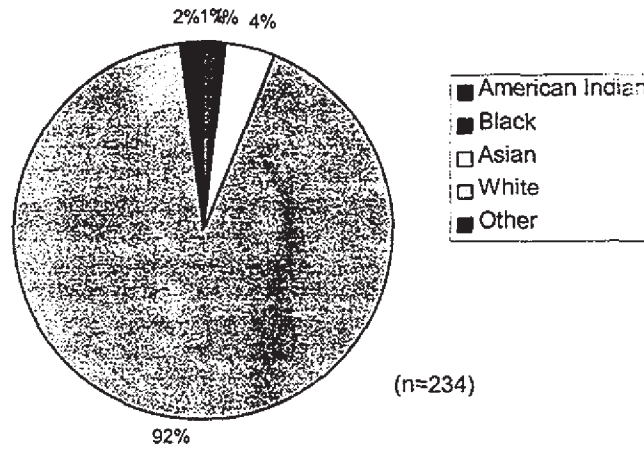
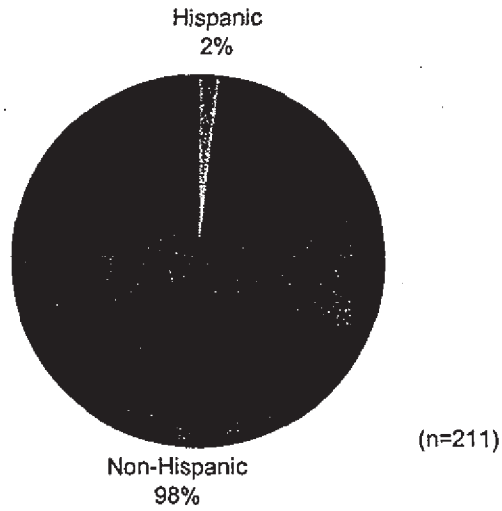


FIGURE 9.8: PERCENT HISPANIC (PARADISE INN SNACK BAR)



Paradise Inn Snack Bar

FIGURE 9.9: PARTY SIZE (PARADISE INN SNACK BAR)

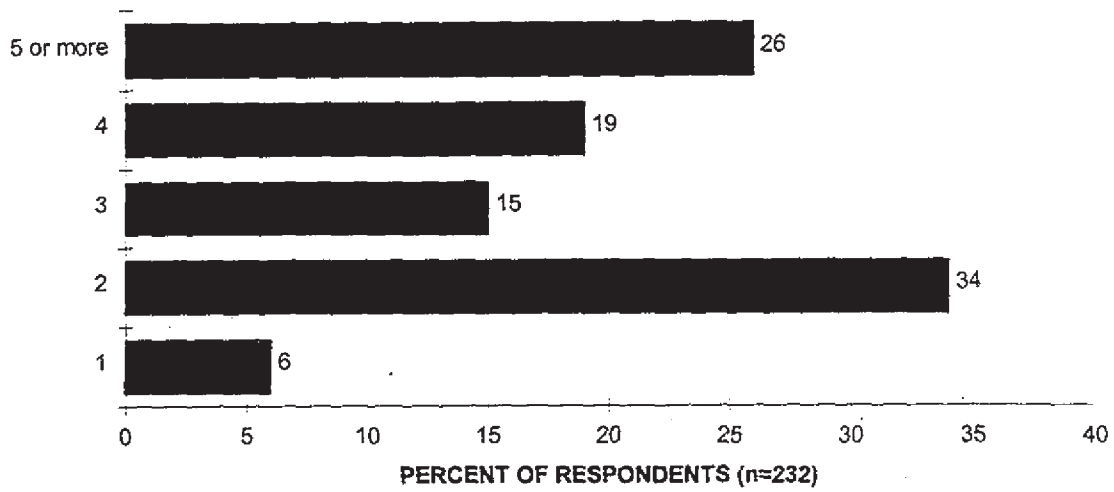
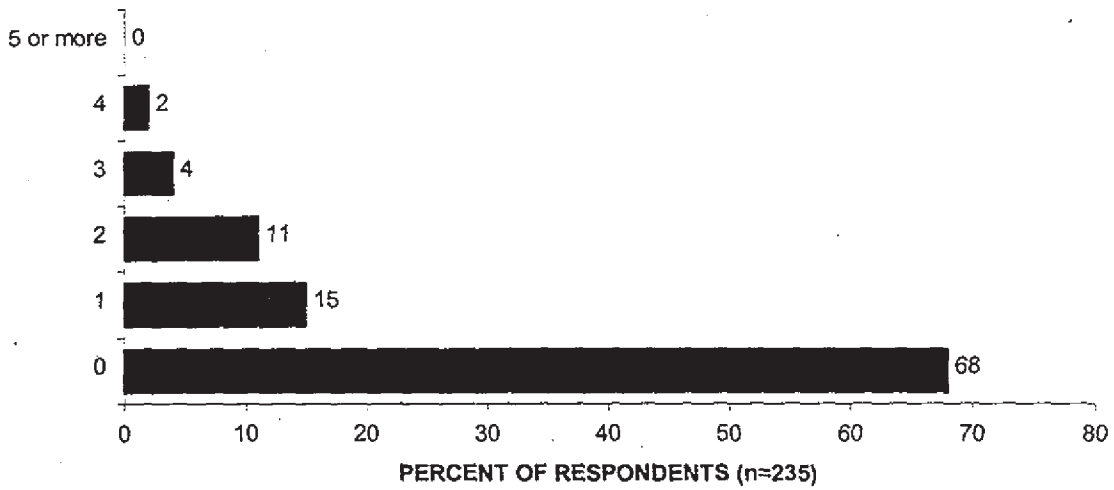
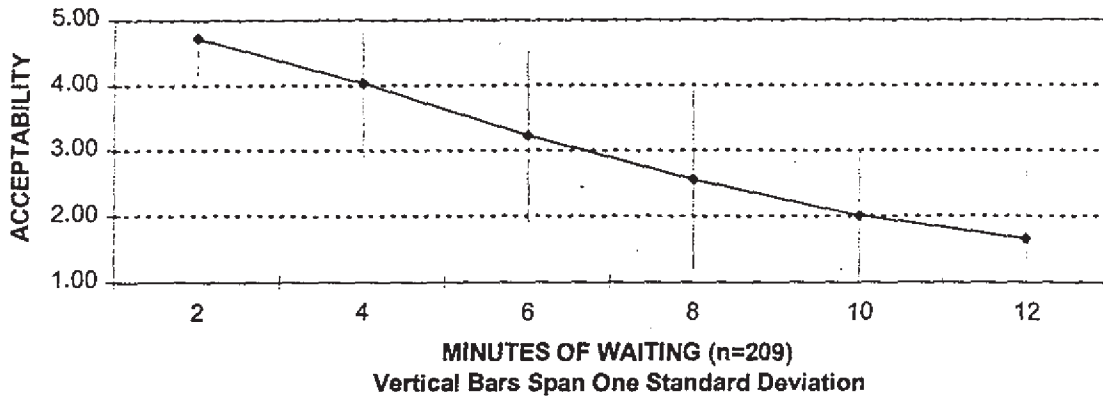


FIGURE 9.10: NUMBER OF CHILDREN IN PARTY (PARADISE INN SNACK BAR)



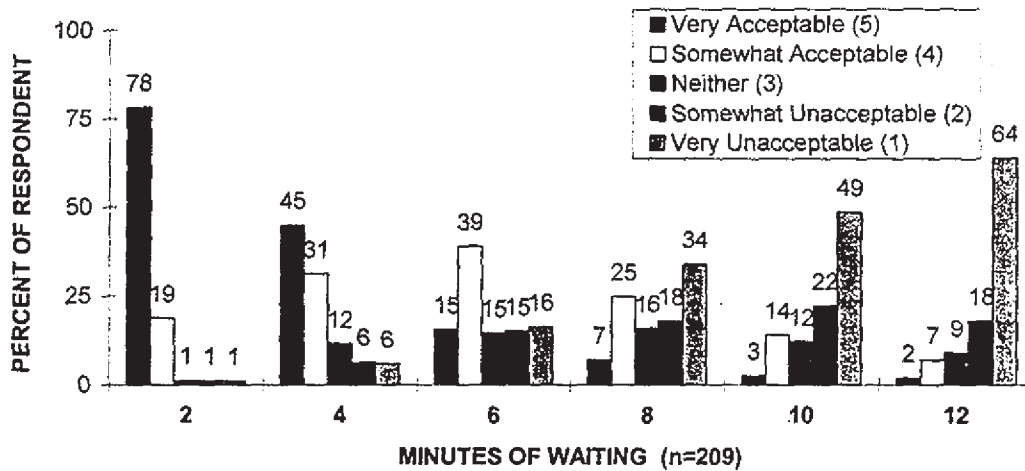
Paradise Inn Snack Bar

FIGURE 9.11
ACCEPTABILITY OF WAITING TO RECEIVE FOOD
(PARADISE INN SNACK BAR)



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

FIGURE 9.12
ACCEPTABILITY OF WAITING TO RECEIVE FOOD
(PARADISE INN SNACK BAR)



Note: Acceptability was recoded for this chart with 5=Very Acceptable and 1=Very Unacceptable

Paradise Inn Snack Bar

FIGURE 9.13
LENGTH OF ACTUAL WAIT (PARADISE INN SNACK BAR)

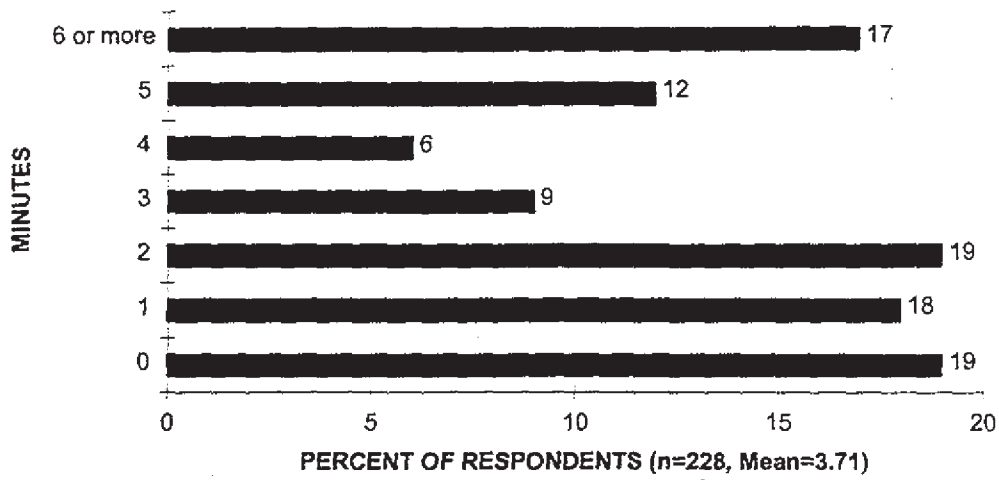
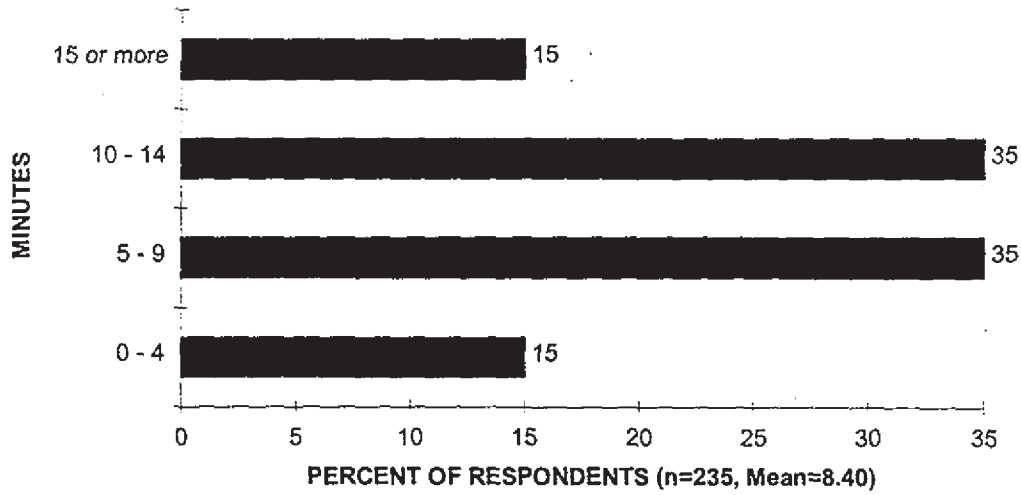
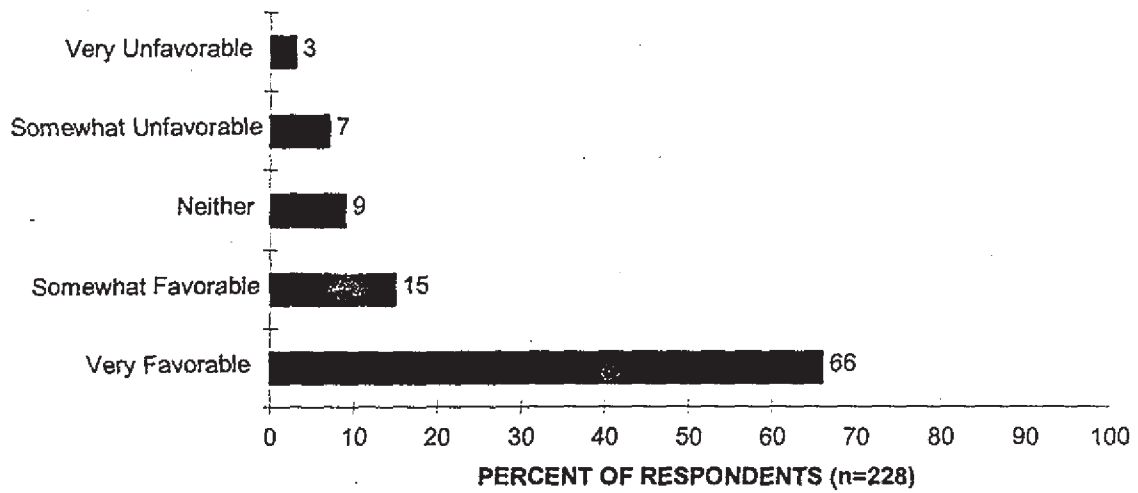


FIGURE 9.14
SUGGESTED MAXIMUM LENGTH OF WAIT
(PARADISE INN SNACK BAR)

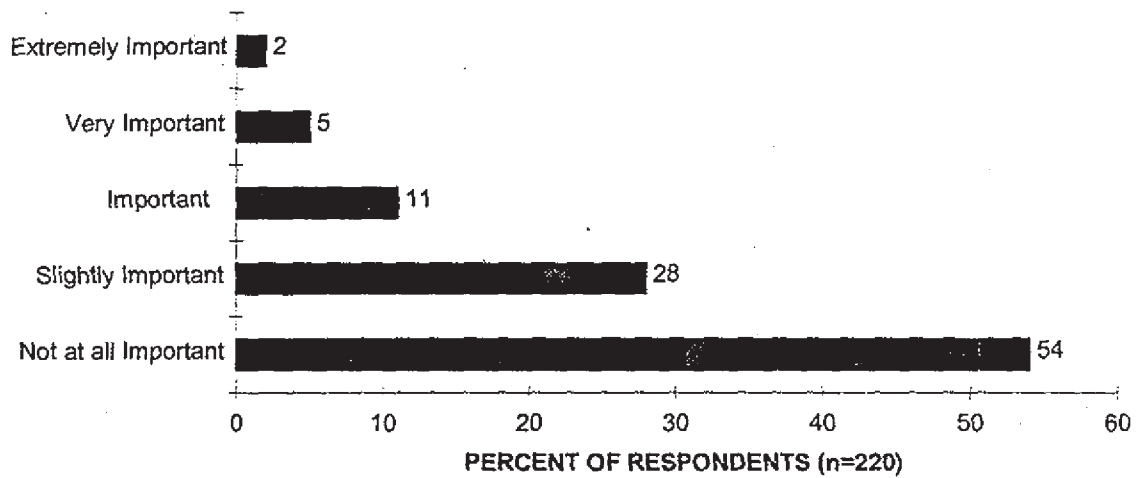


Paradise Inn Snack Bar

**FIGURE 9.15
RESPONDENTS' RATINGS OF ACTUAL WAIT
(PARADISE INN SNACK BAR)**

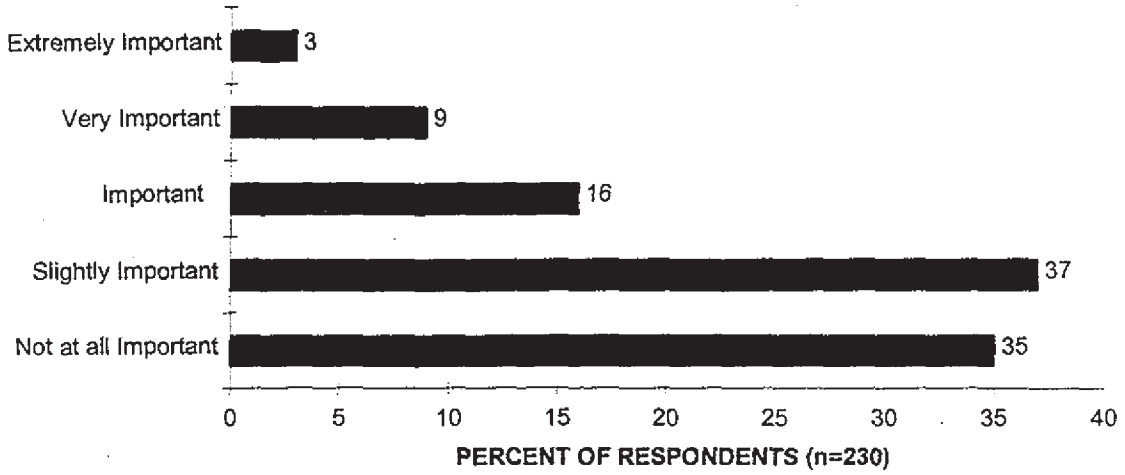


**FIGURE 9.16
IMPORTANCE OF WAIT TO OVERALL TRIP SATISFACTION
(PARADISE INN SNACK BAR)**



Paradise Inn Snack Bar

FIGURE 9.17
IMPORTANCE OF MAXIMUM WAIT TO OVERALL TRIP SATISFACTION
(PARADISE INN SNACK BAR)



Data Tables

VERSION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	129	54.9	54.9	54.9
	2	106	45.1	45.1	100.0
	Total	235	100.0	100.0	
Valid cases	235	Missing cases	0		

MONTH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	55	23.4	23.4	23.4
	8	94	40.0	40.0	63.4
	9	84	35.7	35.7	99.1
	99	2	.9	.9	100.0
	Total	235	100.0	100.0	
Valid cases	235	Missing cases	0		

DAY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	11	4.7	4.7	4.7
	2	30	12.8	12.8	17.4
	3	45	19.1	19.1	36.6
	4	46	19.6	19.6	56.2
	8	19	8.1	8.1	64.3
	9	32	13.6	13.6	77.9
	10	1	.4	.4	78.3
	11	16	6.8	6.8	85.1
	13	3	1.3	1.3	86.4
	17	1	.4	.4	86.8
	21	3	1.3	1.3	88.1
	22	7	3.0	3.0	91.1
	27	3	1.3	1.3	92.3
	29	15	6.4	6.4	98.7
	99	3	1.3	1.3	100.0
	Total	235	100.0	100.0	
Valid cases	235	Missing cases	0		

HOUR

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	36	15.3	15.3	15.3
	2	55	23.4	23.4	38.7
	3	50	21.3	21.3	60.0
	4	10	4.3	4.3	64.3
	9	3	1.3	1.3	65.5
	10	16	6.8	6.8	72.3
	11	32	13.6	13.6	86.0
	12	27	11.5	11.5	97.4
	99	6	2.6	2.6	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

WORKER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	27	11.5	11.5	11.5
	2	23	9.8	9.8	21.3
	3	43	18.3	18.3	39.6
	4	27	11.5	11.5	51.1
	5	20	8.5	8.5	59.6
	6	7	3.0	3.0	62.6
	8	70	29.8	29.8	92.3
	9	17	7.2	7.2	99.6
	99	1	.4	.4	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Female	1	130	55.3	55.3	55.3
Male	2	104	44.3	44.3	99.6
	9	1	.4	.4	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

BIRTHYR year of birth

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	1	.4	.4	.4
	13	1	.4	.4	.9
	18	1	.4	.4	1.3
	21	1	.4	.4	1.7
	23	1	.4	.4	2.1
	24	4	1.7	1.7	3.8
	25	2	.9	.9	4.7
	26	2	.9	.9	5.5
	27	3	1.3	1.3	6.8
	28	4	1.7	1.7	8.5
	29	3	1.3	1.3	9.8
	30	3	1.3	1.3	11.1
	31	2	.9	.9	11.9
	32	4	1.7	1.7	13.6
	33	2	.9	.9	14.5
	34	3	1.3	1.3	15.7
	35	3	1.3	1.3	17.0
	37	1	.4	.4	17.4
	38	3	1.3	1.3	18.7
	39	4	1.7	1.7	20.4
	40	2	.9	.9	21.3
	41	8	3.4	3.4	24.7
	42	1	.4	.4	25.1
	43	2	.9	.9	26.0
	44	2	.9	.9	26.8
	45	5	2.1	2.1	28.9
	46	8	3.4	3.4	32.3
	47	4	1.7	1.7	34.0
	48	9	3.8	3.8	37.9
	49	6	2.6	2.6	40.4
	50	9	3.8	3.8	44.3
	51	5	2.1	2.1	46.4
	52	4	1.7	1.7	48.1
	53	3	1.3	1.3	49.4
	54	6	2.6	2.6	51.9

BIRTHYR year of birth

	55	5	2.1	2.1	54.0
	56	4	1.7	1.7	55.7
	57	6	2.6	2.6	58.3
	58	4	1.7	1.7	60.0
	59	5	2.1	2.1	62.1
	60	6	2.6	2.6	64.7
	61	5	2.1	2.1	66.8
	62	7	3.0	3.0	69.8
	63	6	2.6	2.6	72.3
	64	6	2.6	2.6	74.9
	65	7	3.0	3.0	77.9
	66	8	3.4	3.4	81.3
	67	4	1.7	1.7	83.0
	68	4	1.7	1.7	84.7
	69	4	1.7	1.7	86.4
	70	4	1.7	1.7	88.1
	71	6	2.6	2.6	90.6
	72	6	2.6	2.6	93.2
	73	3	1.3	1.3	94.5
	74	2	.9	.9	95.3
	75	1	.4	.4	95.7
	76	1	.4	.4	96.2
	77	1	.4	.4	96.6
	78	2	.9	.9	97.4
	79	2	.9	.9	98.3
	99	4	1.7	1.7	100.0
	Total	235	100.0	100.0	

Valid cases 235 Missing cases 0

ZIPCODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2138	1	.4	.4	.4
	2159	1	.4	.4	.9
	2382	1	.4	.4	1.3
	2906	1	.4	.4	1.7
	6106	1	.4	.4	2.1
	6403	1	.4	.4	2.6
	6415	1	.4	.4	3.0
	8053	1	.4	.4	3.4
	8088	1	.4	.4	3.8
	10010	1	.4	.4	4.3
	10014	1	.4	.4	4.7
	10025	1	.4	.4	5.1
	13820	1	.4	.4	5.5
	14150	1	.4	.4	6.0
	15001	1	.4	.4	6.4
	15237	1	.4	.4	6.8
	16505	1	.4	.4	7.2
	17331	1	.4	.4	7.7
	17543	1	.4	.4	8.1
	17582	1	.4	.4	8.5
	19103	1	.4	.4	8.9
	19115	1	.4	.4	9.4
	19405	1	.4	.4	9.8
	20008	1	.4	.4	10.2
	20902	1	.4	.4	10.6
	21014	2	.9	.9	11.5
	21054	1	.4	.4	11.9
	21146	1	.4	.4	12.3
	22801	1	.4	.4	12.8
	24701	1	.4	.4	13.2
	27516	1	.4	.4	13.6
	27607	1	.4	.4	14.0
	28151	1	.4	.4	14.5
	28207	1	.4	.4	14.9
	28560	2	.9	.9	15.7

ZIPCODE

	29631	1	.4	.4	16.2
	30030	1	.4	.4	16.6
	30075	1	.4	.4	17.0
	31833	1	.4	.4	17.4
	33030	1	.4	.4	17.9
	35126	1	.4	.4	18.3
	43230	1	.4	.4	18.7
	43334	1	.4	.4	19.1
	43560	1	.4	.4	19.6
	44111	1	.4	.4	20.0
	44240	1	.4	.4	20.4
	44312	1	.4	.4	20.9
	45030	1	.4	.4	21.3
	45040	1	.4	.4	21.7
	45231	1	.4	.4	22.1
	46142	1	.4	.4	22.6
	49080	1	.4	.4	23.0
	49321	1	.4	.4	23.4
	49633	1	.4	.4	23.8
	53211	1	.4	.4	24.3
	53545	1	.4	.4	24.7
	54638	1	.4	.4	25.1
	55426	1	.4	.4	25.5
	60423	1	.4	.4	26.0
	60637	1	.4	.4	26.4
	63010	1	.4	.4	26.8
	63017	1	.4	.4	27.2
	63124	1	.4	.4	27.7
	63558	1	.4	.4	28.1
	64129	1	.4	.4	28.5
	64151	1	.4	.4	28.9
	64506	1	.4	.4	29.4
	66221	1	.4	.4	29.8
	70808	1	.4	.4	30.2
	75093	1	.4	.4	30.6
	75150	1	.4	.4	31.1
	76092	1	.4	.4	31.5
	76308	1	.4	.4	31.9
	77018	1	.4	.4	32.3

ZIPCODE

77096	1	.4	.4	32.8
78148	1	.4	.4	33.2
78729	1	.4	.4	33.6
78750	1	.4	.4	34.0
79707	1	.4	.4	34.5
80027	1	.4	.4	34.9
83001	1	.4	.4	35.3
83704	1	.4	.4	35.7
84117	1	.4	.4	36.2
85224	2	.9	.9	37.0
85250	1	.4	.4	37.4
85257	1	.4	.4	37.9
85260	1	.4	.4	38.3
85929	1	.4	.4	38.7
87120	1	.4	.4	39.1
91320	1	.4	.4	39.6
91768	1	.4	.4	40.0
92009	1	.4	.4	40.4
92037	1	.4	.4	40.9
92127	1	.4	.4	41.3
92661	1	.4	.4	41.7
93405	1	.4	.4	42.1
94040	1	.4	.4	42.6
94539	1	.4	.4	43.0
95492	1	.4	.4	43.4
96797	1	.4	.4	43.8
97006	1	.4	.4	44.3
97034	1	.4	.4	44.7
97042	1	.4	.4	45.1
97213	1	.4	.4	45.5
97219	1	.4	.4	46.0
97223	1	.4	.4	46.4
97310	1	.4	.4	46.8
97402	1	.4	.4	47.2
97701	1	.4	.4	47.7
98004	1	.4	.4	48.1
98006	3	1.3	1.3	49.4
98007	1	.4	.4	49.8
98008	1	.4	.4	50.2

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98022	1	.4	.4	50.6
98027	1	.4	.4	51.1
98029	1	.4	.4	51.5
98031	3	1.3	1.3	52.8
98032	1	.4	.4	53.2
98033	2	.9	.9	54.0
98034	2	.9	.9	54.9
98042	2	.9	.9	55.7
98043	1	.4	.4	56.2
98055	1	.4	.4	56.6
98102	2	.9	.9	57.4
98103	1	.4	.4	57.9
98107	1	.4	.4	58.3
98111	2	.9	.9	59.1
98112	3	1.3	1.3	60.4
98115	3	1.3	1.3	61.7
98116	1	.4	.4	62.1
98119	2	.9	.9	63.0
98121	1	.4	.4	63.4
98125	1	.4	.4	63.8
98144	1	.4	.4	64.3
98155	3	1.3	1.3	65.5
98177	1	.4	.4	66.0
98195	1	.4	.4	66.4
98199	2	.9	.9	67.2
98203	1	.4	.4	67.7
98208	1	.4	.4	68.1
98225	1	.4	.4	68.5
98249	1	.4	.4	68.9
98275	1	.4	.4	69.4
98304	1	.4	.4	69.8
98310	1	.4	.4	70.2
98336	1	.4	.4	70.6
98371	1	.4	.4	71.1
98372	2	.9	.9	71.9
98373	1	.4	.4	72.3
98387	3	1.3	1.3	73.6
98390	1	.4	.4	74.0
98398	1	.4	.4	74.5

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98402	1	.4	.4	74.9
98407	1	.4	.4	75.3
98433	1	.4	.4	75.7
98444	1	.4	.4	76.2
98445	1	.4	.4	76.6
98462	1	.4	.4	77.0
98466	1	.4	.4	77.4
98498	1	.4	.4	77.9
98499	1	.4	.4	78.3
98503	1	.4	.4	78.7
98506	1	.4	.4	79.1
98507	1	.4	.4	79.6
98512	1	.4	.4	80.0
98563	1	.4	.4	80.4
98626	1	.4	.4	80.9
98662	1	.4	.4	81.3
98734	1	.4	.4	81.7
98901	1	.4	.4	82.1
98902	1	.4	.4	82.6
98942	1	.4	.4	83.0
98944	2	.9	.9	83.8
98948	1	.4	.4	84.3
99216	1	.4	.4	84.7
99301	1	.4	.4	85.1
99350	2	.9	.9	86.0
99932	1	.4	.4	86.4
99960	3	1.3	1.3	87.7
99961	8	3.4	3.4	91.1
99963	5	2.1	2.1	93.2
99967	3	1.3	1.3	94.5
99972	1	.4	.4	94.9
99973	1	.4	.4	95.3
99974	1	.4	.4	95.7
99975	3	1.3	1.3	97.0
99981	1	.4	.4	97.4
99993	2	.9	.9	98.3
99999	4	1.7	1.7	100.0
Total	235	100.0	100.0	

ZIPCODE

Valid cases 235 Missing cases 0

SCHOOL Years of education

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	8	1	.4	.4	.4
	9	1	.4	.4	.9
	10	2	.9	.9	1.7
	11	2	.9	.9	2.6
	12	41	17.4	17.4	20.0
	13	12	5.1	5.1	25.1
	14	19	8.1	8.1	33.2
	15	10	4.3	4.3	37.4
	16	58	24.7	24.7	62.1
	17	17	7.2	7.2	69.4
	18	37	15.7	15.7	85.1
	19	18	7.7	7.7	92.8
	20	5	2.1	2.1	94.9
	21	2	.9	.9	95.7
	22	2	.9	.9	96.6
	23	1	.4	.4	97.0
	24	5	2.1	2.1	99.1
	99	2	.9	.9	100.0
Total		235	100.0	100.0	
Valid cases	235	Missing cases	0		

OCCUPATH Code for occupation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Managerial/professio	1	85	36.2	36.2	36.2
Tech/Sales/Admin sup	2	39	16.6	16.6	52.8
Service	3	4	1.7	1.7	54.5
Production/Craft/Rep	5	16	6.8	6.8	61.3
Operator/Fabricator/ Homemaker	6	4	1.7	1.7	63.0
Military	7	18	7.7	7.7	70.6
Retired	8	5	2.1	2.1	72.8
Student	9	29	12.3	12.3	85.1
Unemployed	10	12	5.1	5.1	90.2
Unclassifiable	11	6	2.6	2.6	92.8
Missing	97	6	2.6	2.6	95.3
	99	11	4.7	4.7	100.0
		-----	-----	-----	
	Total	235	100.0	100.0	

Valid cases 235 Missing cases 0

RACE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Amer. Indian/AK nati	1	1	.4	.4	.4
Asian	2	9	3.8	3.8	4.3
Black	3	4	1.7	1.7	6.0
White	4	215	91.5	91.5	97.4
Other	5	5	2.1	2.1	99.6
Missing	9	1	.4	.4	100.0
		-----	-----	-----	
	Total	235	100.0	100.0	

Valid cases 235 Missing cases 0

HISPANIC

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Hispanic	1	5	2.1	2.1	2.1
Non-Hispanic	2	206	87.7	87.7	89.8
Missing	9	24	10.2	10.2	100.0
		-----	-----	-----	
	Total	235	100.0	100.0	

Valid cases 235 Missing cases 0

PARTYSIZ

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	14	6.0	6.0	6.0
	2	80	34.0	34.0	40.0
	3	35	14.9	14.9	54.9
	4	43	18.3	18.3	73.2
	5	21	8.9	8.9	82.1
	6	15	6.4	6.4	88.5
	7	5	2.1	2.1	90.6
	8	5	2.1	2.1	92.8
	9	2	.9	.9	93.6
	10	2	.9	.9	94.5
	11	1	.4	.4	94.9
	15	1	.4	.4	95.3
	16	1	.4	.4	95.7
	30	3	1.3	1.3	97.0
	35	2	.9	.9	97.9
	45	1	.4	.4	98.3
	60	1	.4	.4	98.7
	99	3	1.3	1.3	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

MORATRIP Trips to MORA in last 3 years

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	142	60.4	60.4	60.4
	2	46	19.6	19.6	80.0
	3	18	7.7	7.7	87.7
	4	5	2.1	2.1	89.8
	5	7	3.0	3.0	92.8
	6	2	.9	.9	93.6
	9	1	.4	.4	94.0
	10	3	1.3	1.3	95.3
	12	1	.4	.4	95.7
	15	3	1.3	1.3	97.0
	20	2	.9	.9	97.9
	25	1	.4	.4	98.3
	30	1	.4	.4	98.7
	50	1	.4	.4	99.1
	99	2	.9	.9	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

ANYCHILD Children under 16 in group?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	1	157	66.8	66.8	66.8
Yes	2	76	32.3	32.3	99.1
	9	2	.9	.9	100.0
	Total	235	100.0	100.0	
Valid cases	235	Missing cases	0		

CHILD1 Age of child 1

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	6	2.6	2.6	2.6
	2	5	2.1	2.1	4.7
	3	4	1.7	1.7	6.4
	4	5	2.1	2.1	8.5
	5	5	2.1	2.1	10.6
	6	4	1.7	1.7	12.3
	7	4	1.7	1.7	14.0
	8	5	2.1	2.1	16.2
	9	5	2.1	2.1	18.3
	10	3	1.3	1.3	19.6
	11	3	1.3	1.3	20.9
	12	4	1.7	1.7	22.6
	13	6	2.6	2.6	25.1
	14	10	4.3	4.3	29.4
	15	6	2.6	2.6	31.9
	98	157	66.8	66.8	98.7
	99	3	1.3	1.3	100.0
	Total	235	100.0	100.0	
Valid cases	235	Missing cases	0		

CHILD2 Age of child 2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	.4	.4
	2	1	.4	.4	.9
	3	2	.9	.9	1.7
	4	4	1.7	1.7	3.4
	5	3	1.3	1.3	4.7
	6	1	.4	.4	5.1
	7	3	1.3	1.3	6.4
	8	2	.9	.9	7.2
	9	3	1.3	1.3	8.5
	10	4	1.7	1.7	10.2
	11	7	3.0	3.0	13.2
	12	1	.4	.4	13.6
	13	1	.4	.4	14.0
	14	3	1.3	1.3	15.3
	15	4	1.7	1.7	17.0
	98	192	81.7	81.7	98.7
	99	3	1.3	1.3	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

CHILD3 Age of child 3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	3	1	.4	.4	.4
	4	1	.4	.4	.9
	5	1	.4	.4	1.3
	7	1	.4	.4	1.7
	8	2	.9	.9	2.6
	9	2	.9	.9	3.4
	11	5	2.1	2.1	5.5
	13	1	.4	.4	6.0
	98	218	92.8	92.8	98.7
	99	3	1.3	1.3	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

CHILD4 Age of child 4

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	2	.9	.9	.9
	8	1	.4	.4	1.3
	10	1	.4	.4	1.7
	13	1	.4	.4	2.1
	98	227	96.6	96.6	98.7
	99	3	1.3	1.3	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

ACCEPT2 Waiting 2 minute/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	183	77.9	77.9	77.9
Somewhat Acceptable	2	44	18.7	18.7	96.6
Neither Acc nor Unac	3	3	1.3	1.3	97.9
Somewhat Unacceptabl	4	3	1.3	1.3	99.1
Very Unacceptable	5	1	.4	.4	99.6
Missing	9	1	.4	.4	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

ACCEPT4 Waiting 4 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	105	44.7	44.7	44.7
Somewhat Acceptable	2	73	31.1	31.1	75.7
Neither Acc nor Unac	3	27	11.5	11.5	87.2
Somewhat Unacceptabl	4	15	6.4	6.4	93.6
Very Unacceptable	5	14	6.0	6.0	99.6
Missing	9	1	.4	.4	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

ACCEPT6 Waiting 6 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	36	15.3	15.3	15.3
Somewhat Acceptable	2	91	38.7	38.7	54.0
Neither Acc nor Unac	3	34	14.5	14.5	68.5
Somewhat Unacceptabl	4	35	14.9	14.9	83.4
Very Unacceptable	5	38	16.2	16.2	99.6
Missing	9	1	.4	.4	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

ACCEPT8 Waiting 8 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	18	7.7	7.7	7.7
Somewhat Acceptable	2	58	24.7	24.7	32.3
Neither Acc nor Unac	3	37	15.7	15.7	48.1
Somewhat Unacceptabl	4	42	17.9	17.9	66.0
Very Unacceptable	5	79	33.6	33.6	99.6
Missing	9	1	.4	.4	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

ACCEPT10 Waiting 10 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	6	2.6	2.6	2.6
Somewhat Acceptable	2	34	14.5	14.5	17.0
Neither Acc nor Unac	3	28	11.9	11.9	28.9
Somewhat Unacceptabl	4	52	22.1	22.1	51.1
Very Unacceptable	5	114	48.5	48.5	99.6
Missing	9	1	.4	.4	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

ACCEPT12 Waiting 12 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	5	2.1	2.1	2.1
Somewhat Acceptable	2	16	6.8	6.8	8.9
Neither Acc nor Unac	3	21	8.9	8.9	17.9
Somewhat Unacceptabl	4	43	18.3	18.3	36.2
Very Unacceptable	5	149	63.4	63.4	99.6
Missing	9	1	.4	.4	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

MAXTIME Max. time that customers should have to

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	1	.4	.4	.4
	2	6	2.6	2.6	3.0
	3	15	6.4	6.4	9.4
	4	14	6.0	6.0	15.3
	5	62	26.4	26.4	41.7
	6	7	3.0	3.0	44.7
	7	5	2.1	2.1	46.8
	8	8	3.4	3.4	50.2
	10	75	31.9	31.9	82.1
	11	2	.9	.9	83.0
	12	5	2.1	2.1	85.1
	13	1	.4	.4	85.5
	15	27	11.5	11.5	97.0
	16	1	.4	.4	97.4
	20	3	1.3	1.3	98.7
	23	1	.4	.4	99.1
	30	2	.9	.9	100.0
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

MAXIMPT Importance if more time than max

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	80	34.0	34.0	34.0
Slightly	2	86	36.6	36.6	70.6
Important	3	37	15.7	15.7	86.4
Very	4	20	8.5	8.5	94.9
Extremely	5	7	3.0	3.0	97.9
Missing	9	5	2.1	2.1	100.0
	Total	235	100.0	100.0	

Valid cases 235 Missing cases 0

MINUTES Minutes waited for purchase

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	44	18.7	18.7	18.7
	1	40	17.0	17.0	35.7
	2	43	18.3	18.3	54.0
	3	21	8.9	8.9	63.0
	4	14	6.0	6.0	68.9
	5	28	11.9	11.9	80.9
	6	5	2.1	2.1	83.0
	7	3	1.3	1.3	84.3
	8	5	2.1	2.1	86.4
	10	10	4.3	4.3	90.6
	11	1	.4	.4	91.1
	12	2	.9	.9	91.9
	15	5	2.1	2.1	94.0
	20	5	2.1	2.1	96.2
	30	2	.9	.9	97.0
NA/No purchase	98	7	3.0	3.0	100.0
	Total	235	100.0	100.0	

Valid cases 235 Missing cases 0

FAVORABL Favorability of wait

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Favorable	1	150	63.8	63.8	63.8
Somewhat Favorable	2	35	14.9	14.9	78.7
Neith Fav nor Unfav	3	21	8.9	8.9	87.7
Somewhat Unfavorable	4	16	6.8	6.8	94.5
Very Unfavorable	5	6	2.6	2.6	97.0
NA/No purchase	8	7	3.0	3.0	100.0
		-----	-----	-----	-----
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

ACTIMPN Importance of actual wait for satisfacti

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	118	50.2	50.2	50.2
Slightly	2	61	26.0	26.0	76.2
Important	3	25	10.6	10.6	86.8
Very	4	11	4.7	4.7	91.5
Extremely	5	5	2.1	2.1	93.6
NA/No purchase	8	7	3.0	3.0	96.6
Missing	9	8	3.4	3.4	100.0
		-----	-----	-----	-----
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

COMMENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	129	54.9	54.9	54.9
Good Variety	1	1	.4	.4	55.3
Good Service	2	12	5.1	5.1	60.4
Good quality	4	9	3.8	3.8	64.3
Other positive cmnt	8	4	1.7	1.7	66.0
Poor variety	9	5	2.1	2.1	68.1
Poor service	10	18	7.7	7.7	75.7
Poor prices	11	8	3.4	3.4	79.1
Poor quality	12	23	9.8	9.8	88.9
Poor facil layout	13	4	1.7	1.7	90.6
Spec. item out of st	14	1	.4	.4	91.1
Wish facility gone	15	4	1.7	1.7	92.8
Prefer local-made pr	18	1	.4	.4	93.2
Prefer locally-relev	19	9	3.8	3.8	97.0
Comment unrelated to	20	7	3.0	3.0	100.0
		-----	-----	-----	-----
Total		235	100.0	100.0	

Valid cases 235 Missing cases 0

COMMENT2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	211	89.8	89.8	89.8
Good quality	4	2	.9	.9	90.6
Poor variety	9	1	.4	.4	91.1
Poor service	10	2	.9	.9	91.9
Poor prices	11	4	1.7	1.7	93.6
Poor quality	12	7	3.0	3.0	96.6
Poor facil layout	13	3	1.3	1.3	97.9
Spec. item out of st	14	1	.4	.4	98.3
Prefer locally-relev	19	3	1.3	1.3	99.6
Comment unrelated to	20	1	.4	.4	100.0
	Total	235	100.0	100.0	

Valid cases 235 Missing cases 0

SUGGESTN Suggestion offered

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No suggestion	0	206	87.7	87.7	87.7
Suggestion made	1	29	12.3	12.3	100.0
	Total	235	100.0	100.0	

Valid cases 235 Missing cases 0

X. PARADISE INN GIFT SHOP

Interview Schedule

Two versions of the interview schedule were administered randomly to respondents agreeing to participate in the study. Both interview schedules consisted of a series of social and demographic items followed by a series of questions designed to measure: (1) wait-times associated with paying for items selected for purchase in the gift shop, (2) attitudes toward the amount of time waited, (3) attitudes toward hypothetical wait-times (1,2,3,4,5,7 minutes), (4) opinions about what wait-time for purchases managers should achieve in the gift shop, and (5) the relative importance of wait-times in the overall MORA visitation experience. Version 1 asked respondents about their actual experiences before the hypothetical wait-time questions; version 2 asked the hypothetical wait-time preference questions first. The two interview schedules are included below. Readers should examine these carefully in order to fully understand the rest of this section.

Paradise Inn Gift Shop

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. Approximately how long was your wait today, from the time you got in line to the time you made your purchase?

_____ minutes

11. Using this scale [scale #2], please rate your response to the amount of time you had to wait to make your purchase.

Favorability rating (1-5) _____

12. Using scale #3, please answer this question. How important was the amount of time you had to wait to make your purchase in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. The amount of time that people have to wait from the time they get in line until they complete their purchase can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO MAKE A PURCHASE

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 7 _____

14. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Paradise Inn Gift Shop has to wait between getting in line and completing their purchase?

_____ MINUTES

15. Using scale #3 once again, please answer this question. If you had to wait longer than [the maximum time listed in Q-14], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the gift shop that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Paradise Inn Gift Shop

QUESTIONS TO BE ASKED BY SURVEY WORKER

10. The amount of time that people have to wait from the time they get in line until they complete their purchase can vary depending on several factors. I am going to ask you about having to wait for different amounts of time. After I ask you about each amount of time, please use scale #1 to rate how ACCEPTABLE it would be to wait for that long. (Repeat the following question and write the response for each wait time listed.)

HOW ACCEPTABLE IS WAITING A TOTAL OF _____ MINUTES TO MAKE A PURCHASE?

1 _____ 2 _____ 3 _____ 4 _____ 5 _____ 7 _____

11. Imagine that you are a manager of Mt. Rainier National Park and you are asked to make a decision about the park's concession facilities. On busy summer weekends at Mt. Rainier, what **SHOULD** be the **MAXIMUM** time a party of visitors at the Paradise Inn Gift Shop has to wait between getting in line and finishing their purchase?

_____ MINUTES

12. Using scale #3 please answer this question. If you had to wait longer than [the maximum time listed in Q-11], how important would that wait have been in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

13. Approximately how long was your wait today, from the time you got in line to the time you got your food?

_____ minutes

14. Using this scale [scale #2], please rate your response to the amount of time you had to wait to make your purchase.

Favorability rating (1-5) _____

15. Using scale #3 once again, please answer this question. How important was the amount of time you had to wait to make your purchase in determining your overall satisfaction with this trip to Mt. Rainier?

Importance rating (1-5) _____

16. Was there anything else about your experience in the gift shop that had a positive or negative effect on your satisfaction with your current trip to Mt. Rainier?

Scales used by respondents when answering interview questions.

SCALE #1

Very Acceptable	Somewhat Acceptable	Neither Acceptable nor Unacceptable	Somewhat Unacceptable	Very Unacceptable
1	2	3	4	5

SCALE #2

Very Favorable	Somewhat Favorable	Neither Favorable nor Unfavorable	Somewhat Unfavorable	Very Unfavorable
1	2	3	4	5

SCALE #3

Not at all Important	Slightly Important	Important	Very Important	Extremely Important
1	2	3	4	5

Visitor Contact Procedure

Field interviewers were posted immediately outside the gift shop with a view of the cash registers in the shop. The original sampling schedule was intended to result in a sample of the visitor population who made purchases in the gift shop stratified by the ratio of weekday to weekend visitation periods (.60/.40). Sampling periods in any one day were randomly assigned 3.5 hour periods beginning from 9:30 a.m. or 1:00 p.m. Interviewers were instructed to contact as many eligible people as possible during each interview period.

Because the original sampling procedures described above were not producing respondents at a rate projected to result in the target n of 200, on July 24 interviewers were instructed to contact parties exiting the gift shop who had not made a purchase if no eligible respondent was in line or being served at the cash register, and to randomly select a person over 16 years of age to be interviewed. In total 198 people were interviewed; 68 of these people are known to have not made a purchase; 130 are known to have made a purchase.

Discussions of Limitations or Potential Limitations

The importance of interviewing both buyers and non-buyers who exited the gift shop is primarily dependent on whether these two subsamples differ in their hypothetical wait-time preferences but it also creates wider confidence intervals for the results from questions pertaining to actual wait-times in the gift shop because of the smaller sample size for those questions.

Paradise Inn Gift Shop

To estimate the effect of actual purchase on hypothetical wait-time preferences, a multivariate analysis of variance was performed comparing mean values of acceptability ratings of these two groups across the seven wait time categories (1,2,3,4,5,7 minutes respectively). No significant differences in wait-time preferences were observed (sig. of $F = .478$).

Although the goal of the stratified sample procedure was to achieve a ratio of weekday visitors to weekend visitors of .6/.4, the actual sample ration is .79/.21. The importance of this deviation for the estimation of wait-time preferences is dependent on whether respondents in the weekday and weekend subsamples differ in this regard. A multivariate analysis of variance was performed (similar to that described above) comparing mean values of the seven wait-time categories for the two subsamples defined by weekday or weekend time of contact. No significant statistical differences were observed (sig. of $F = .557$).

A question can be raised regarding potential bias introduced into the data depending on whether respondents were asked the hypothetical wait-time questions before or after the questions pertaining to their actual experience of waiting to purchase materials from the gift shop. As noted above, to control for this potential bias, two versions of the interview schedule were used. A test for the ordering effect of these questions was performed using multivariate analysis of variance comparing mean values for version 1 and 2 subsamples across the seven wait time categories. No significant differences were observed (sig. of $F = .192$). Thus, the hypothetical wait-time preference curves reported in this section were created using version 1 ($n=92$) and version two ($n=106$) interview schedules

together.

Graphical Presentation of Findings

FIGURE 10.1: VISITOR ORIGIN (PARADISE INN GIFT SHOP)

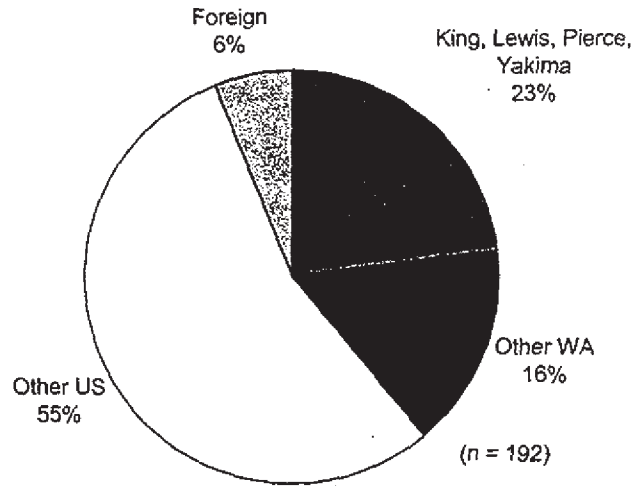
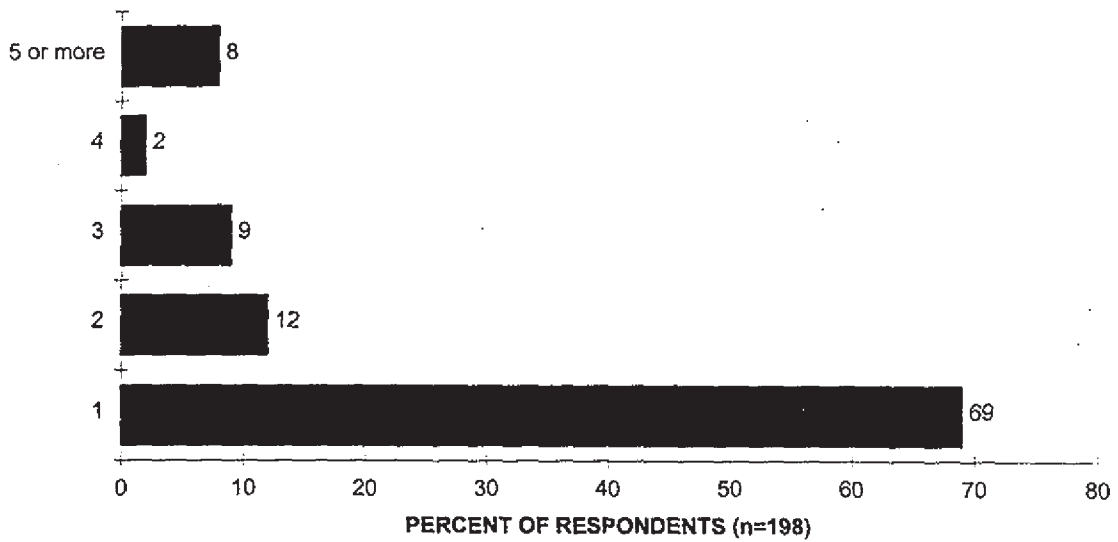
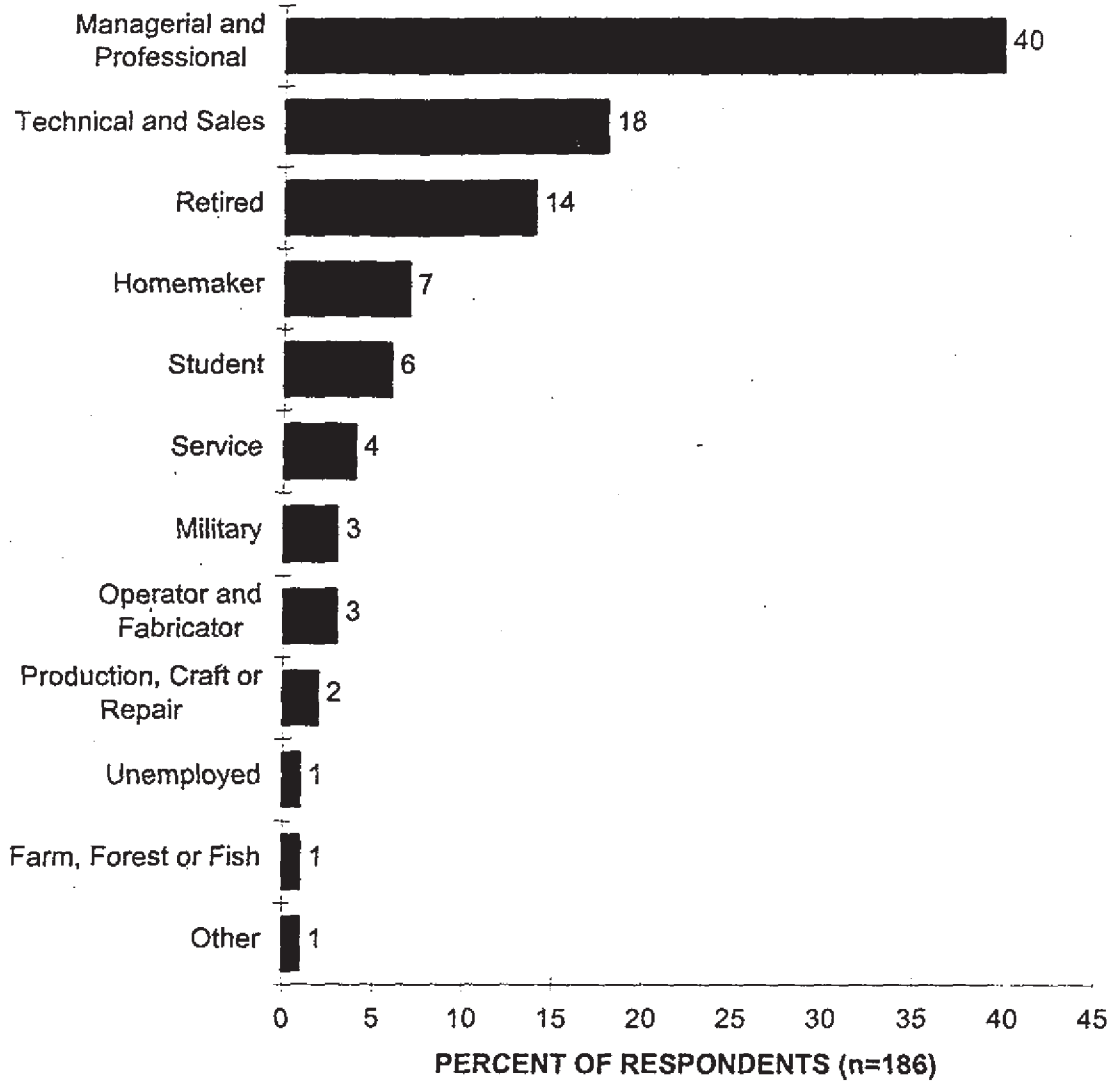


FIGURE 10.2
NUMBER OF TRIPS TO MORA IN LAST THREE YEARS
(PARADISE INN GIFT SHOP)



Paradise Inn Gift Shop

FIGURE 10.3: OCCUPATIONS (PARADISE INN GIFT SHOP)



Paradise Inn Gift Shop

FIGURE 10.4: EDUCATION (PARADISE INN GIFT SHOP)

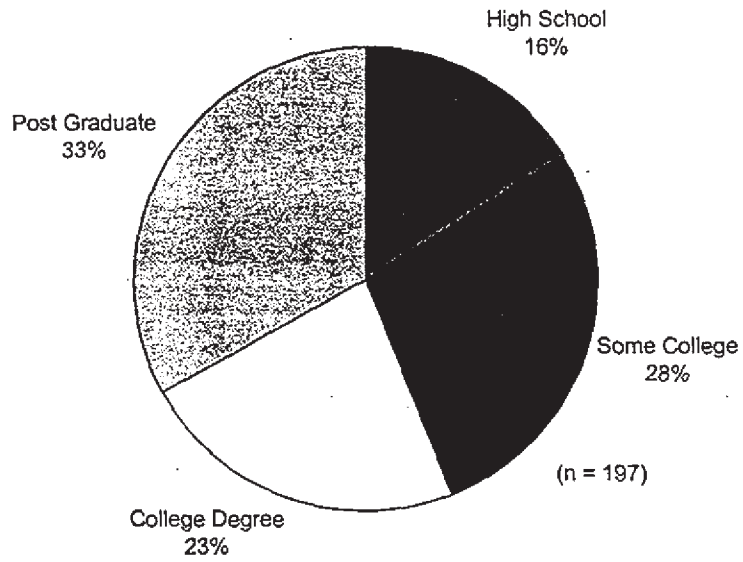
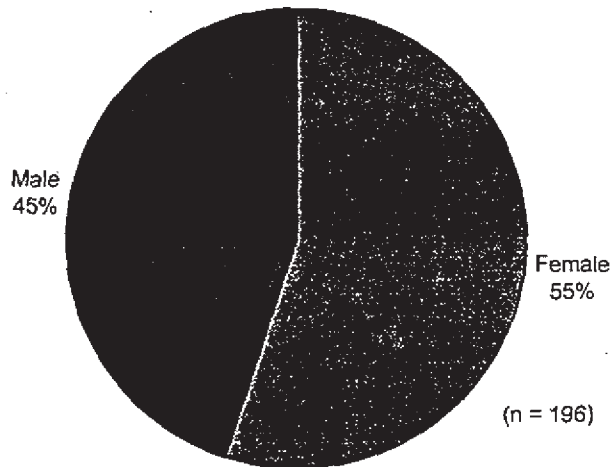
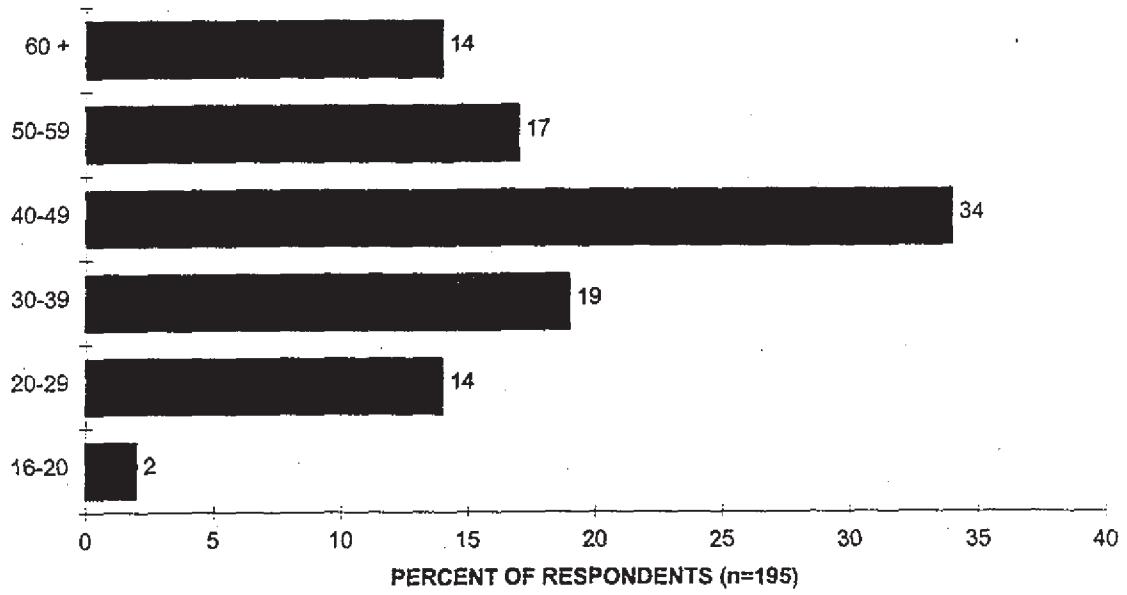


FIGURE 10.5: GENDER (PARADISE INN GIFT SHOP)



Paradise Inn Gift Shop

FIGURE 10.6: AGE (PARADISE INN GIFT SHOP)



Paradise Inn Gift Shop

FIGURE 10.7: RACE (PARADISE INN GIFT SHOP)

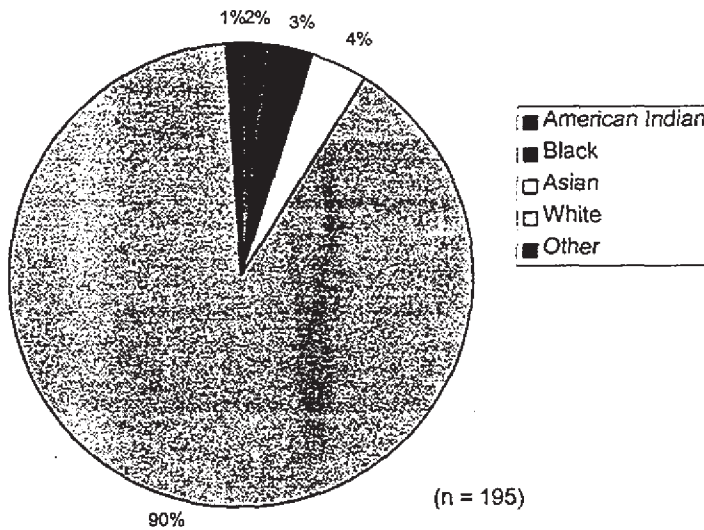
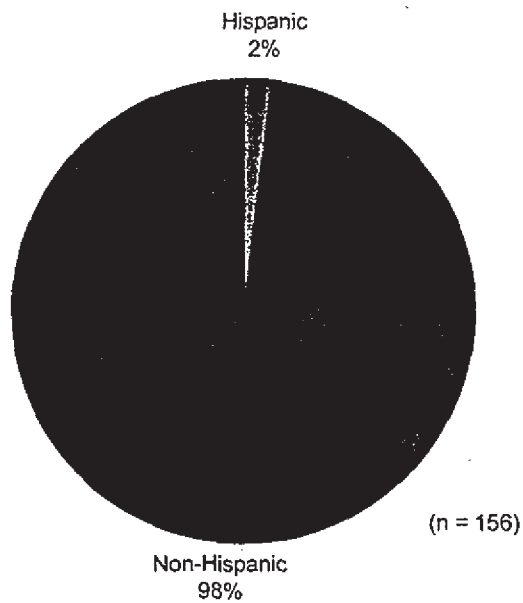


FIGURE 10.8: PERCENT HISPANIC (PARADISE INN GIFT SHOP)



Paradise Inn Gift Shop

FIGURE 10.9: PARTY SIZE (PARADISE INN GIFT SHOP)

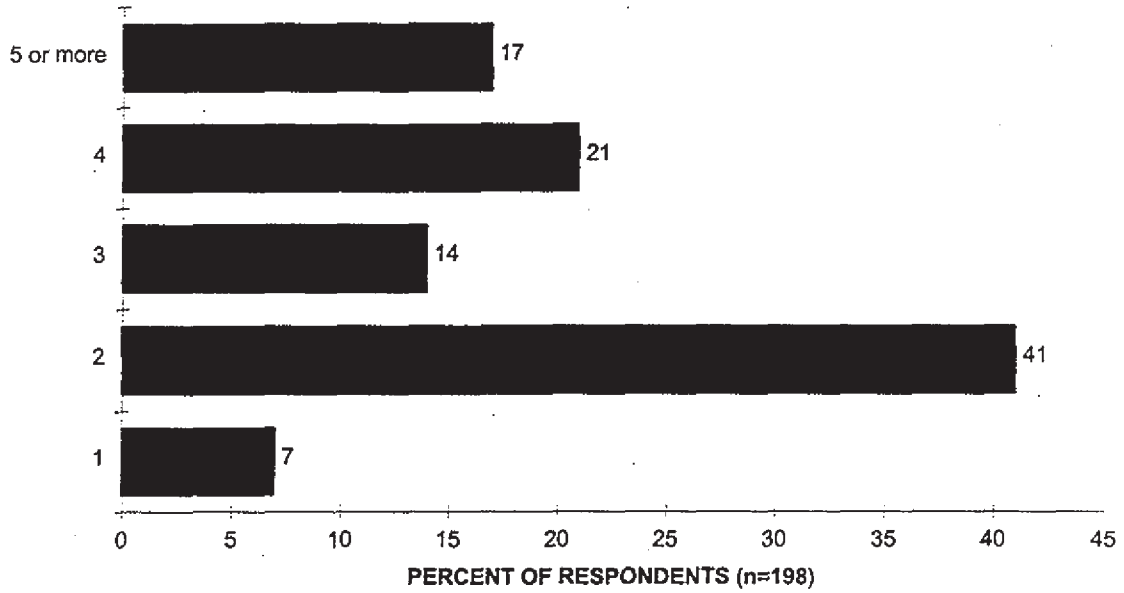
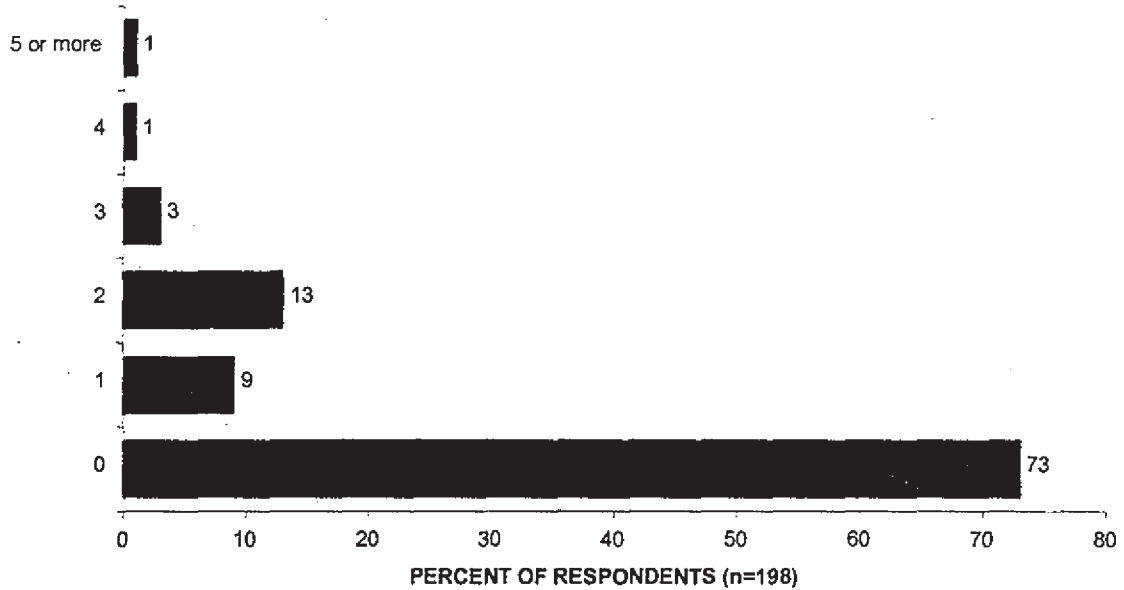
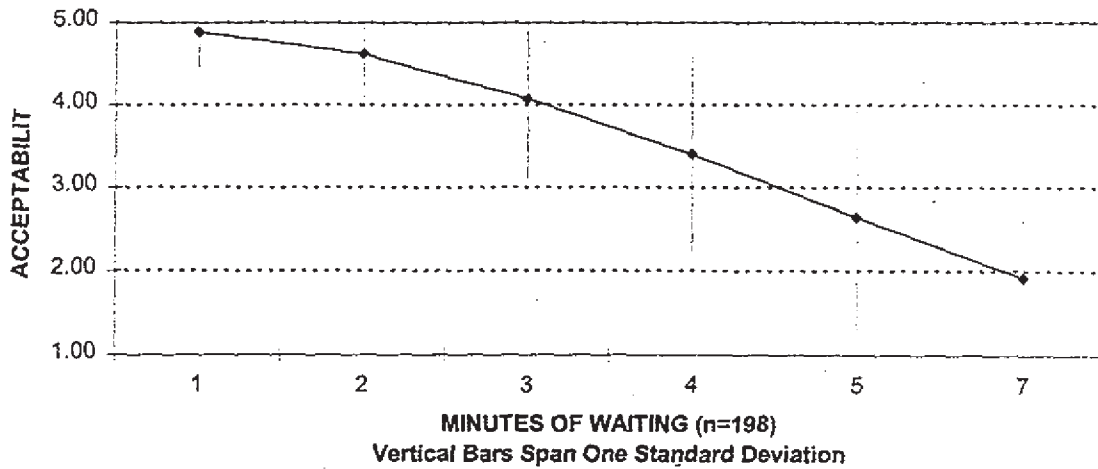


FIGURE 10.10: NUMBER OF CHILDREN IN PARTY (PARADISE INN GIFT SHOP)



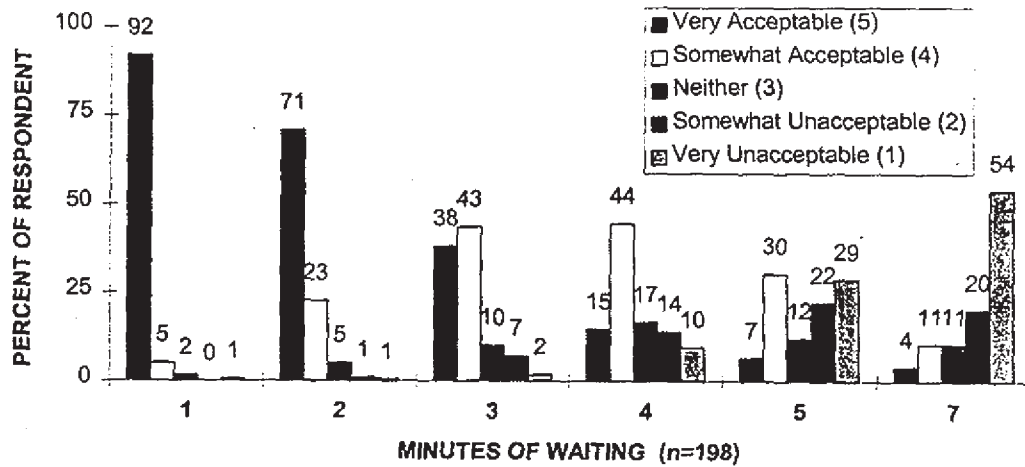
Paradise Inn Gift Shop

FIGURE 10.11
ACCEPTABILITY OF WAITING TO MAKE A PURCHASE
(PARADISE INN GIFT SHOP)



Note: Acceptability was recorded for this chart with 5=Very Acceptable and 1=Very Unacceptable

FIGURE 10.12
ACCEPTABILITY OF WAITING TO MAKE A PURCHASE
(PARADISE INN GIFT SHOP)



Note: Acceptability was recorded for this chart with 5=Very Acceptable and 1=Very Unacceptable

Paradise Inn Gift Shop

FIGURE 10.13
LENGTH OF ACTUAL WAIT (PARADISE INN GIFT SHOP)

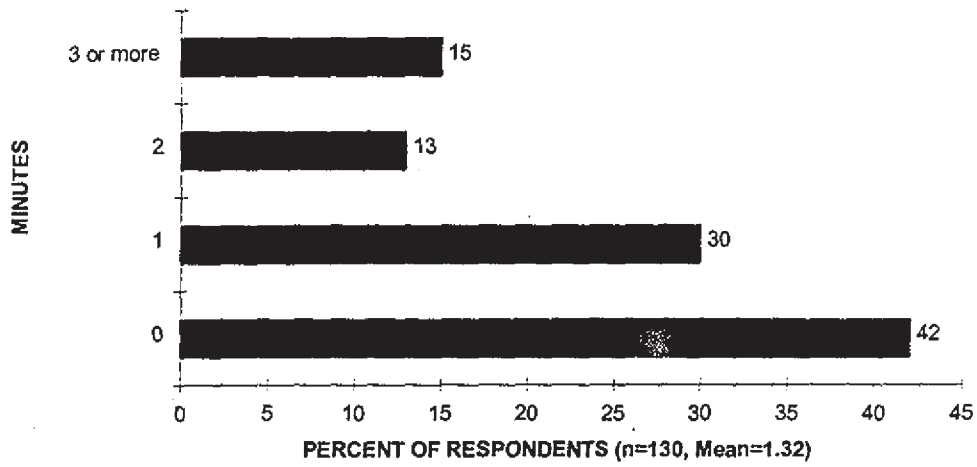
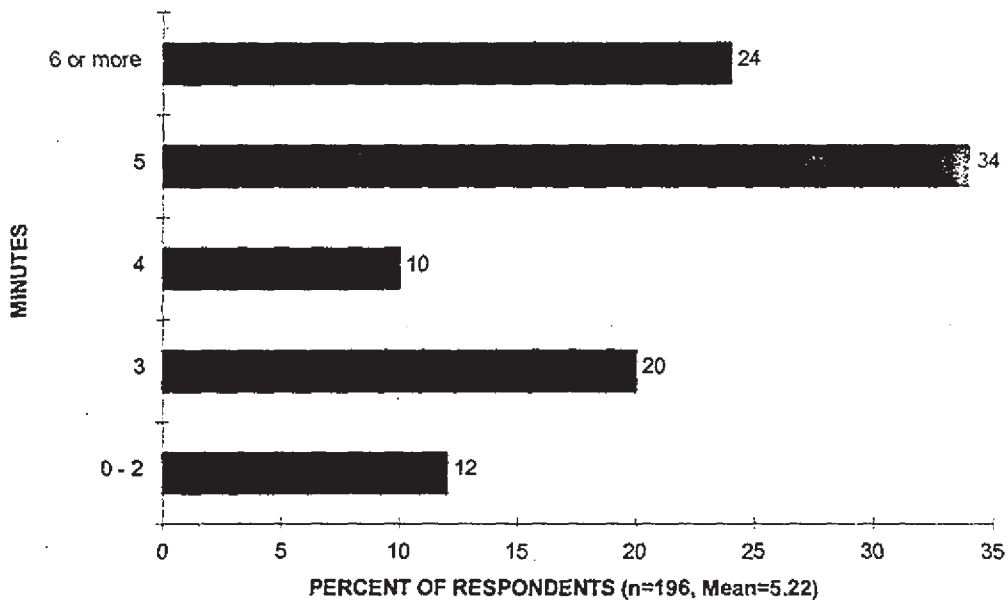


FIGURE 10.14
SUGGESTED MAXIMUM LENGTH OF WAIT
(PARADISE INN GIFT SHOP)



Paradise Inn Gift Shop

FIGURE 10.15
RESPONDENTS' RATINGS OF ACTUAL WAIT
(PARADISE INN GIFT SHOP)

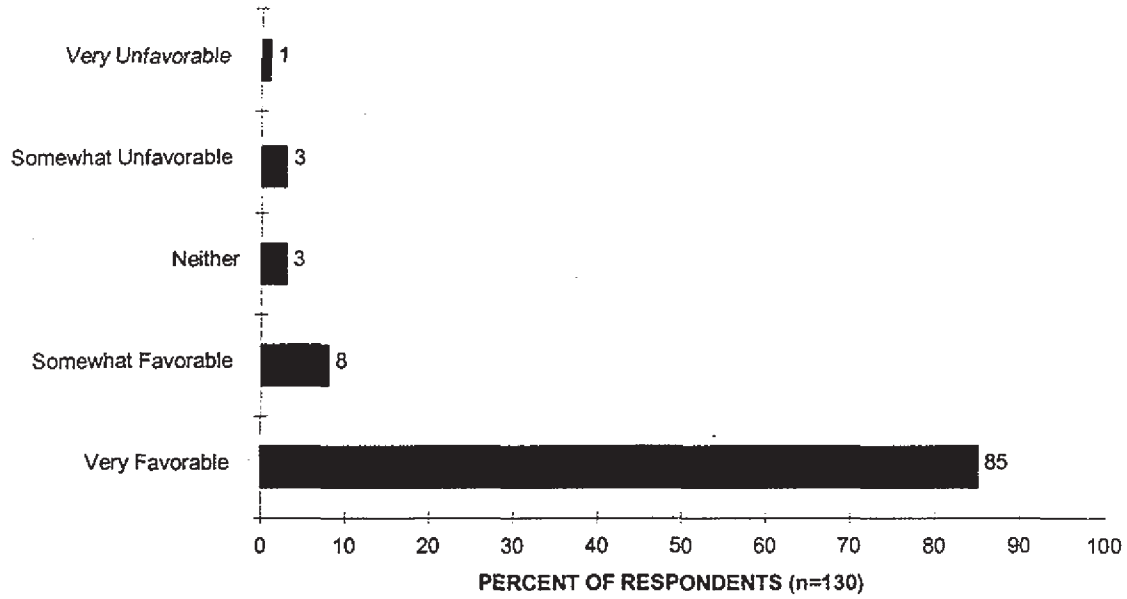
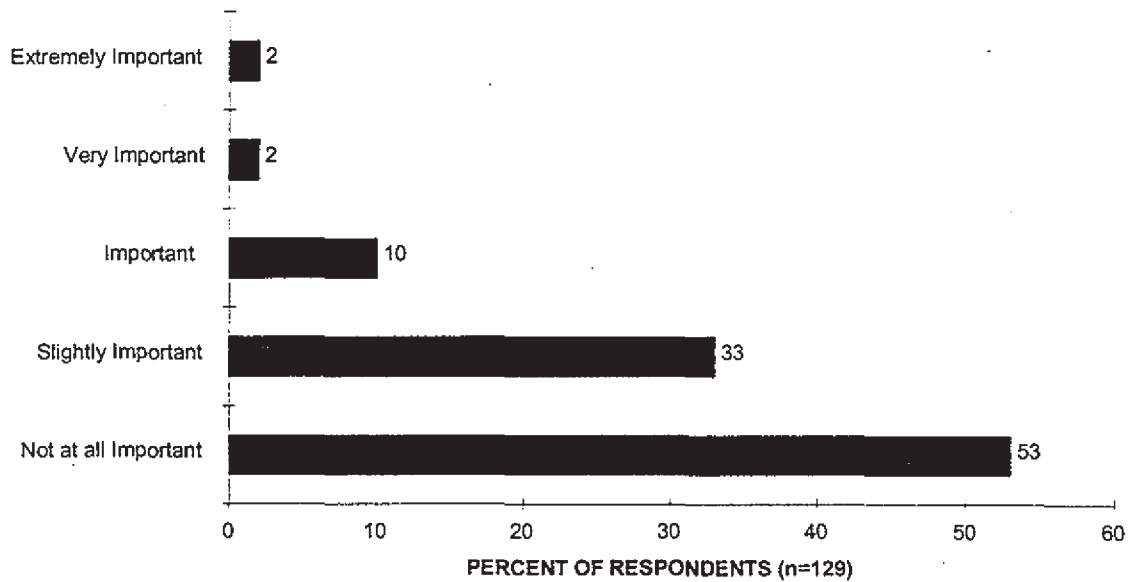
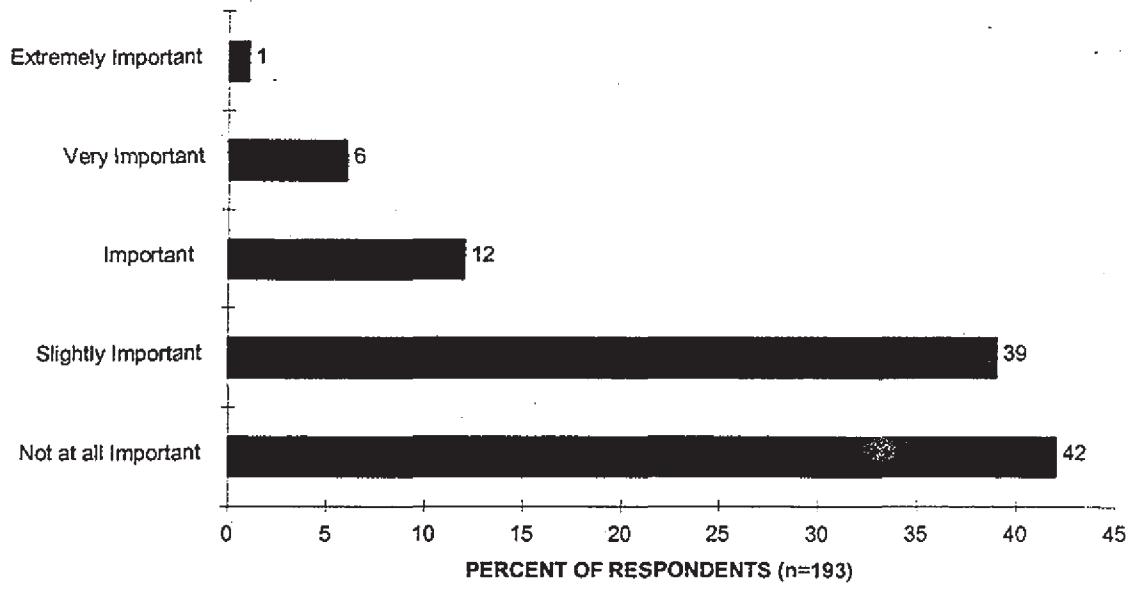


FIGURE 10.16
IMPORTANCE OF WAIT TO OVERALL TRIP SATISFACTION
(PARADISE INN GIFT SHOP)



Paradise Inn Gift Shop

FIGURE 10.17
IMPORTANCE OF MAXIMUM WAIT TO OVERALL TRIP SATISFACTION
(PARADISE INN GIFT SHOP)



Data Tables

VERSION

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	92	46.5	46.5	46.5
	2	106	53.5	53.5	100.0
	Total	198	100.0	100.0	
Valid cases	198	Missing cases	0		

MONTH

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	7	76	38.4	38.4	38.4
	8	60	30.3	30.3	68.7
	9	51	25.8	25.8	94.4
	99	11	5.6	5.6	100.0
	Total	198	100.0	100.0	
Valid cases	198	Missing cases	0		

DAY

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	33	16.7	16.7	16.7
	2	28	14.1	14.1	30.8
	3	9	4.5	4.5	35.4
	4	15	7.6	7.6	42.9
	8	28	14.1	14.1	57.1
	9	4	2.0	2.0	59.1
	10	3	1.5	1.5	60.6
	11	14	7.1	7.1	67.7
	13	3	1.5	1.5	69.2
	17	1	.5	.5	69.7
	21	4	2.0	2.0	71.7
	22	6	3.0	3.0	74.7
	24	10	5.1	5.1	79.8
	27	13	6.6	6.6	86.4
	28	15	7.6	7.6	93.9
	99	12	6.1	6.1	100.0
	Total	198	100.0	100.0	
Valid cases	198	Missing cases	0		

HOUR

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	7	3.5	3.5	3.5
	2	6	3.0	3.0	6.6
	3	14	7.1	7.1	13.6
	4	10	5.1	5.1	18.7
	5	1	.5	.5	19.2
	9	3	1.5	1.5	20.7
	10	36	18.2	18.2	38.9
	11	59	29.8	29.8	68.7
	12	42	21.2	21.2	89.9
	99	20	10.1	10.1	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

WORKER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	34	17.2	17.2	17.2
	2	38	19.2	19.2	36.4
	3	40	20.2	20.2	56.6
	4	6	3.0	3.0	59.6
	5	13	6.6	6.6	66.2
	6	5	2.5	2.5	68.7
	9	51	25.8	25.8	94.4
	99	11	5.6	5.6	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

SEX

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Female	1	107	54.0	54.0	54.0
Male	2	89	44.9	44.9	99.0
	9	2	1.0	1.0	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

BIRTHYR year of birth

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	24	3	1.5	1.5	1.5
	26	2	1.0	1.0	2.5
	27	3	1.5	1.5	4.0
	28	3	1.5	1.5	5.6
	29	2	1.0	1.0	6.6
	30	5	2.5	2.5	9.1
	31	1	.5	.5	9.6
	32	4	2.0	2.0	11.6
	33	2	1.0	1.0	12.6
	34	2	1.0	1.0	13.6
	36	2	1.0	1.0	14.6
	37	2	1.0	1.0	15.7
	38	5	2.5	2.5	18.2
	39	3	1.5	1.5	19.7
	40	4	2.0	2.0	21.7
	41	3	1.5	1.5	23.2
	42	3	1.5	1.5	24.7
	43	4	2.0	2.0	26.8
	44	2	1.0	1.0	27.8
	45	5	2.5	2.5	30.3
	46	7	3.5	3.5	33.8
	47	6	3.0	3.0	36.9
	48	11	5.6	5.6	42.4
	49	10	5.1	5.1	47.5
	50	5	2.5	2.5	50.0
	51	6	3.0	3.0	53.0
	52	5	2.5	2.5	55.6
	53	4	2.0	2.0	57.6
	54	6	3.0	3.0	60.6
	55	7	3.5	3.5	64.1
	56	3	1.5	1.5	65.7
	57	5	2.5	2.5	68.2
	58	7	3.5	3.5	71.7
	59	3	1.5	1.5	73.2
	60	7	3.5	3.5	76.8

BIRTHYR year of birth

	61	2	1.0	1.0	77.8
	62	2	1.0	1.0	78.8
	63	3	1.5	1.5	80.3
	64	4	2.0	2.0	82.3
	65	2	1.0	1.0	83.3
	66	3	1.5	1.5	84.8
	67	4	2.0	2.0	86.9
	68	3	1.5	1.5	88.4
	69	5	2.5	2.5	90.9
	70	1	.5	.5	91.4
	71	1	.5	.5	91.9
	72	1	.5	.5	92.4
	73	2	1.0	1.0	93.4
	74	4	2.0	2.0	95.5
	75	3	1.5	1.5	97.0
	77	2	1.0	1.0	98.0
	79	1	.5	.5	98.5
	99	3	1.5	1.5	100.0
	Total	198	100.0	100.0	
Valid cases	198	Missing cases	0		

ZIPCODE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1075	1	.5	.5	.5
	2703	1	.5	.5	1.0
	6029	1	.5	.5	1.5
	6425	1	.5	.5	2.0
	6460	1	.5	.5	2.5
	6469	1	.5	.5	3.0
	7748	1	.5	.5	3.5
	8889	1	.5	.5	4.0
	10301	1	.5	.5	4.5
	11548	1	.5	.5	5.1
	11791	1	.5	.5	5.6
	12009	1	.5	.5	6.1
	13901	1	.5	.5	6.6
	14712	1	.5	.5	7.1
	16602	1	.5	.5	7.6
	18966	1	.5	.5	8.1
	19002	2	1.0	1.0	9.1
	19056	1	.5	.5	9.6
	19115	1	.5	.5	10.1
	19301	1	.5	.5	10.6
	20740	1	.5	.5	11.1
	20816	1	.5	.5	11.6
	20912	1	.5	.5	12.1
	22090	1	.5	.5	12.6
	23075	1	.5	.5	13.1
	23235	1	.5	.5	13.6
	24151	1	.5	.5	14.1
	27408	1	.5	.5	14.6
	27514	1	.5	.5	15.2
	27976	1	.5	.5	15.7
	28052	1	.5	.5	16.2
	28602	1	.5	.5	16.7
	29407	1	.5	.5	17.2
	29576	1	.5	.5	17.7
	32608	1	.5	.5	18.2

ZIPCODE

	32708	1	.5	.5	18.7
	33852	1	.5	.5	19.2
	34996	1	.5	.5	19.7
	35758	1	.5	.5	20.2
	37212	1	.5	.5	20.7
	40403	1	.5	.5	21.2
	43543	1	.5	.5	21.7
	44116	1	.5	.5	22.2
	44163	1	.5	.5	22.7
	45103	1	.5	.5	23.2
	45502	1	.5	.5	23.7
	46236	1	.5	.5	24.2
	47401	1	.5	.5	24.7
	48154	1	.5	.5	25.3
	48432	1	.5	.5	25.8
	48603	1	.5	.5	26.3
	49735	1	.5	.5	26.8
	50201	1	.5	.5	27.3
	53213	1	.5	.5	27.8
	53216	1	.5	.5	28.3
	53711	1	.5	.5	28.8
	54956	1	.5	.5	29.3
	55901	1	.5	.5	29.8
	56321	1	.5	.5	30.3
	60031	1	.5	.5	30.8
	60062	1	.5	.5	31.3
	60620	1	.5	.5	31.8
	62707	1	.5	.5	32.3
	63123	1	.5	.5	32.8
	65536	1	.5	.5	33.3
	66801	1	.5	.5	33.8
	68112	1	.5	.5	34.3
	68933	1	.5	.5	34.8
	73106	1	.5	.5	35.4
	73135	1	.5	.5	35.9
	75764	1	.5	.5	36.4
	76054	1	.5	.5	36.9
	78738	1	.5	.5	37.4
	78746	1	.5	.5	37.9

ZIPCODE

79423	1	.5	.5	38.4
79912	1	.5	.5	38.9
80030	1	.5	.5	39.4
80211	1	.5	.5	39.9
83301	1	.5	.5	40.4
84121	1	.5	.5	40.9
85023	1	.5	.5	41.4
85032	2	1.0	1.0	42.4
85210	1	.5	.5	42.9
85226	1	.5	.5	43.4
85254	1	.5	.5	43.9
85614	1	.5	.5	44.4
89103	1	.5	.5	44.9
89502	1	.5	.5	45.5
90230	2	1.0	1.0	46.5
90604	2	1.0	1.0	47.5
91207	1	.5	.5	48.0
91350	1	.5	.5	48.5
91362	1	.5	.5	49.0
92110	1	.5	.5	49.5
92592	1	.5	.5	50.0
92626	1	.5	.5	50.5
92651	1	.5	.5	51.0
92660	1	.5	.5	51.5
94707	1	.5	.5	52.0
94803	1	.5	.5	52.5
95125	1	.5	.5	53.0
95148	1	.5	.5	53.5
95223	1	.5	.5	54.0
95338	1	.5	.5	54.5
95370	1	.5	.5	55.1
95954	1	.5	.5	55.6
97007	1	.5	.5	56.1
97009	1	.5	.5	56.6
97035	1	.5	.5	57.1
97077	1	.5	.5	57.6
97215	1	.5	.5	58.1
97221	1	.5	.5	58.6
97223	1	.5	.5	59.1

ZIPCODE

97301	1	.5	.5	59.6
97396	2	1.0	1.0	60.6
97463	1	.5	.5	61.1
97850	1	.5	.5	61.6
98005	2	1.0	1.0	62.6
98008	1	.5	.5	63.1
98011	1	.5	.5	63.6
98012	1	.5	.5	64.1
98020	3	1.5	1.5	65.7
98032	1	.5	.5	66.2
98033	2	1.0	1.0	67.2
98034	1	.5	.5	67.7
98036	1	.5	.5	68.2
98037	1	.5	.5	68.7
98052	2	1.0	1.0	69.7
98103	1	.5	.5	70.2
98107	1	.5	.5	70.7
98108	1	.5	.5	71.2
98109	1	.5	.5	71.7
98112	1	.5	.5	72.2
98115	1	.5	.5	72.7
98155	1	.5	.5	73.2
98166	1	.5	.5	73.7
98168	1	.5	.5	74.2
98208	2	1.0	1.0	75.3
98225	1	.5	.5	75.8
98275	1	.5	.5	76.3
98310	1	.5	.5	76.8
98328	1	.5	.5	77.3
98332	1	.5	.5	77.8
98373	1	.5	.5	78.3
98394	1	.5	.5	78.8
98396	1	.5	.5	79.3
98433	1	.5	.5	79.8
98444	1	.5	.5	80.3
98445	2	1.0	1.0	81.3
98465	1	.5	.5	81.8
98466	1	.5	.5	82.3
98467	2	1.0	1.0	83.3

ZIPCODE

98498	1	.5	.5	83.8
98506	1	.5	.5	84.3
98513	1	.5	.5	84.8
98532	1	.5	.5	85.4
98625	1	.5	.5	85.9
98662	1	.5	.5	86.4
98671	1	.5	.5	86.9
98682	1	.5	.5	87.4
98737	1	.5	.5	87.9
98841	1	.5	.5	88.4
98857	1	.5	.5	88.9
98926	1	.5	.5	89.4
98930	1	.5	.5	89.9
98942	1	.5	.5	90.4
99301	1	.5	.5	90.9
99402	1	.5	.5	91.4
99960	1	.5	.5	91.9
99961	1	.5	.5	92.4
99967	3	1.5	1.5	93.9
99973	1	.5	.5	94.4
99979	3	1.5	1.5	96.0
99983	1	.5	.5	96.5
99985	1	.5	.5	97.0
99999	6	3.0	3.0	100.0
Total	198	100.0	100.0	

Valid cases 198 Missing cases 0

SCHOOL Years of education

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.5	.5	.5
	10	3	1.5	1.5	2.0
	12	27	13.6	13.6	15.7
	13	16	8.1	8.1	23.7
	14	29	14.6	14.6	38.4
	15	10	5.1	5.1	43.4
	16	45	22.7	22.7	66.2
	17	11	5.6	5.6	71.7
	18	21	10.6	10.6	82.3
	19	10	5.1	5.1	87.4
	20	10	5.1	5.1	92.4
	21	4	2.0	2.0	94.4
	22	6	3.0	3.0	97.5
	24	4	2.0	2.0	99.5
	99	1	.5	.5	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

OCCUPATN Code for occupation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Managerial/professio	1	75	37.9	37.9	37.9
Tech/Sales/Admin sup	2	34	17.2	17.2	55.1
Service	3	7	3.5	3.5	58.6
Farm/Forestry/Fish	4	2	1.0	1.0	59.6
Production/Craft/Rep	5	3	1.5	1.5	61.1
Operator/Fabricator/	6	5	2.5	2.5	63.6
Homemaker	7	13	6.6	6.6	70.2
Military	8	5	2.5	2.5	72.7
Retired	9	26	13.1	13.1	85.9
Student	10	11	5.6	5.6	91.4
Unemployed	11	3	1.5	1.5	92.9
Unclassifiable	97	2	1.0	1.0	93.9
Missing	99	12	6.1	6.1	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

RACE

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Amer. Indian/AK nati	1	5	2.5	2.5	2.5
Asian	2	7	3.5	3.5	6.1
Black	3	5	2.5	2.5	8.6
White	4	176	88.9	88.9	97.5
Other	5	2	1.0	1.0	98.5
Missing	9	3	1.5	1.5	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

HISPANIC

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Hispanic	1	3	1.5	1.5	1.5
Non-Hispanic	2	153	77.3	77.3	78.8
Missing	9	42	21.2	21.2	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

PARTYSIZ

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	14	7.1	7.1	7.1
	2	81	40.9	40.9	48.0
	3	28	14.1	14.1	62.1
	4	41	20.7	20.7	82.8
	5	10	5.1	5.1	87.9
	6	5	2.5	2.5	90.4
	7	2	1.0	1.0	91.4
	8	8	4.0	4.0	95.5
	9	1	.5	.5	96.0
	10	1	.5	.5	96.5
	11	1	.5	.5	97.0
	12	1	.5	.5	97.5
	13	1	.5	.5	98.0
	14	1	.5	.5	98.5
	25	2	1.0	1.0	99.5
	40	1	.5	.5	100.0
	Total	198	100.0	100.0	
Valid cases	198	Missing cases	0		

MORATRIP Trips to MORA in last 3 years

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	136	68.7	68.7	68.7
	2	24	12.1	12.1	80.8
	3	18	9.1	9.1	89.9
	4	5	2.5	2.5	92.4
	5	5	2.5	2.5	94.9
	6	1	.5	.5	95.5
	7	1	.5	.5	96.0
	8	1	.5	.5	96.5
	9	1	.5	.5	97.0
	10	2	1.0	1.0	98.0
	12	1	.5	.5	98.5
	15	1	.5	.5	99.0
	20	1	.5	.5	99.5
	30	1	.5	.5	100.0
	Total	198	100.0	100.0	
Valid cases	198	Missing cases	0		

ANYCHILD Children under 16 in group?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	1	141	71.2	71.2	71.2
Yes	2	56	28.3	28.3	99.5
	9	1	.5	.5	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

CHILD1 Age of child 1

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	4	2.0	2.0	2.0
	2	3	1.5	1.5	3.5
	3	5	2.5	2.5	6.1
	4	2	1.0	1.0	7.1
	5	5	2.5	2.5	9.6
	6	2	1.0	1.0	10.6
	7	3	1.5	1.5	12.1
	8	5	2.5	2.5	14.6
	9	3	1.5	1.5	16.2
	10	7	3.5	3.5	19.7
	11	2	1.0	1.0	20.7
	12	4	2.0	2.0	22.7
	13	3	1.5	1.5	24.2
	14	2	1.0	1.0	25.3
	15	4	2.0	2.0	27.3
	98	141	71.2	71.2	98.5
	99	3	1.5	1.5	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

CHILD2 Age of child 2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	3	2	1.0	1.0	1.0
	4	2	1.0	1.0	2.0
	6	3	1.5	1.5	3.5
	7	7	3.5	3.5	7.1
	8	5	2.5	2.5	9.6
	9	2	1.0	1.0	10.6
	10	5	2.5	2.5	13.1
	11	2	1.0	1.0	14.1
	12	4	2.0	2.0	16.2
	13	4	2.0	2.0	18.2
	98	159	80.3	80.3	98.5
	99	3	1.5	1.5	100.0
Total		198	100.0	100.0	

Valid cases 198 Missing cases 0

CHILD3 Age of child 3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	3	1	.5	.5	.5
	6	1	.5	.5	1.0
	8	2	1.0	1.0	2.0
	9	1	.5	.5	2.5
	10	2	1.0	1.0	3.5
	11	1	.5	.5	4.0
	12	1	.5	.5	4.5
	15	1	.5	.5	5.1
	98	185	93.4	93.4	98.5
	99	3	1.5	1.5	100.0
Total		198	100.0	100.0	

Valid cases 198 Missing cases 0

CHILD4 Age of child 4

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	9	1	.5	.5	.5
	10	2	1.0	1.0	1.5
	15	1	.5	.5	2.0
	98	191	96.5	96.5	98.5
	99	3	1.5	1.5	100.0
Total		198	100.0	100.0	

Valid cases 198 Missing cases 0

CHILD5 Age of child 5

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	11	1	.5	.5	.5
	13	1	.5	.5	1.0
	98	193	97.5	97.5	98.5
	99	3	1.5	1.5	100.0
	Total	198	100.0	100.0	

Valid cases 198 Missing cases 0

CHILD6 Age of child 6

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	14	1	.5	.5	.5
	98	194	98.0	98.0	98.5
	99	3	1.5	1.5	100.0
	Total	198	100.0	100.0	

Valid cases 198 Missing cases 0

ACCEPT1 Waiting 1 minute/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	182	91.9	91.9	91.9
Somewhat Acceptable	2	12	6.1	6.1	98.0
Neither Acc nor Unac	3	3	1.5	1.5	99.5
Very Unacceptable	5	1	.5	.5	100.0
	Total	198	100.0	100.0	

Valid cases 198 Missing cases 0

ACCEPT2 Waiting 2 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	140	70.7	70.7	70.7
Somewhat Acceptable	2	45	22.7	22.7	93.4
Neither Acc nor Unac	3	10	5.1	5.1	98.5
Somewhat Unacceptabl	4	2	1.0	1.0	99.5
Very Unacceptable	5	1	.5	.5	100.0
	Total	198	100.0	100.0	

Valid cases 198 Missing cases 0

ACCEPT3 Waiting 3 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	74	37.4	37.4	37.4
Somewhat Acceptable	2	86	43.4	43.4	80.8
Neither Acc nor Unac	3	20	10.1	10.1	90.9
Somewhat Unacceptabl	4	14	7.1	7.1	98.0
Very Unacceptable	5	4	2.0	2.0	100.0
Total		198	100.0	100.0	

Valid cases 198 Missing cases 0

ACCEPT4 Waiting 4 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	29	14.6	14.6	14.6
Somewhat Acceptable	2	88	44.4	44.4	59.1
Neither Acc nor Unac	3	33	16.7	16.7	75.8
Somewhat Unacceptabl	4	29	14.6	14.6	90.4
Very Unacceptable	5	19	9.6	9.6	100.0
Total		198	100.0	100.0	

Valid cases 198 Missing cases 0

ACCEPT5 Waiting 5 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	13	6.6	6.6	6.6
Somewhat Acceptable	2	60	30.3	30.3	36.9
Neither Acc nor Unac	3	24	12.1	12.1	49.0
Somewhat Unacceptabl	4	44	22.2	22.2	71.2
Very Unacceptable	5	57	28.8	28.8	100.0
Total		198	100.0	100.0	

Valid cases 198 Missing cases 0

ACCEPT7 Waiting 7 minutes/Acceptability

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Acceptable	1	9	4.5	4.5	4.5
Somewhat Acceptable	2	21	10.6	10.6	15.2
Neither Acc nor Unac	3	21	10.6	10.6	25.8
Somewhat Unacceptabl	4	40	20.2	20.2	46.0
Very Unacceptable	5	107	54.0	54.0	100.0
Total		198	100.0	100.0	

Valid cases 198 Missing cases 0

RAXTIME Max. time that customers should have to

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	1	.5	.5	.5
	1	2	1.0	1.0	1.5
	2	19	9.6	9.6	11.1
	3	40	20.2	20.2	31.3
	4	20	10.1	10.1	41.4
	5	67	33.8	33.8	75.3
	6	3	1.5	1.5	76.8
	7	8	4.0	4.0	80.8
	8	2	1.0	1.0	81.8
	10	29	14.6	14.6	96.5
	12	2	1.0	1.0	97.5
	15	3	1.5	1.5	99.0
	99	2	1.0	1.0	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

MAXIMPT Importance if more time than max

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	80	40.4	40.4	40.4
Slightly	2	76	38.4	38.4	78.8
Important	3	24	12.1	12.1	90.9
Very	4	11	5.6	5.6	96.5
Extremely	5	2	1.0	1.0	97.5
Missing	9	5	2.5	2.5	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

MINUTES Minutes waited for purchase

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0	55	27.8	27.8	27.8
	1	39	19.7	19.7	47.5
	2	17	8.6	8.6	56.1
	3	10	5.1	5.1	61.1
	4	3	1.5	1.5	62.6
	5	2	1.0	1.0	63.6
	6	1	.5	.5	64.1
	10	2	1.0	1.0	65.2
	20	1	.5	.5	65.7
NA/No purchase	98	68	34.3	34.3	100.0
Total		198	100.0	100.0	
Valid cases	198	Missing cases	0		

FAVORABL Favorability of wait

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very Favorable	1	110	55.6	55.6	55.6
Somewhat Favorable	2	10	5.1	5.1	60.6
Neith Fav nor Unfav	3	4	2.0	2.0	62.6
Somewhat Unfavorable	4	5	2.5	2.5	65.2
Very Unfavorable	5	1	.5	.5	65.7
NA/No purchase	8	68	34.3	34.3	100.0
Total		198	100.0	100.0	

Valid cases 198 Missing cases 0

ACTIMPN Importance of actual wait for satisfacti

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Not at all	1	69	34.8	34.8	34.8
Slightly	2	43	21.7	21.7	56.6
Important	3	13	6.6	6.6	63.1
Very	4	2	1.0	1.0	64.1
Extremely	5	2	1.0	1.0	65.2
NA/No purchase	8	68	34.3	34.3	99.5
Missing	9	1	.5	.5	100.0
Total		198	100.0	100.0	

Valid cases 198 Missing cases 0

COMMENT

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	107	54.0	54.0	54.0
Good Variety	1	11	5.6	5.6	59.6
Good Service	2	16	8.1	8.1	67.7
Good quality	4	7	3.5	3.5	71.2
Good facility layout	5	7	3.5	3.5	74.7
Spec. item in stock	6	1	.5	.5	75.3
Other positive cmnt	8	10	5.1	5.1	80.3
Poor variety	9	5	2.5	2.5	82.8
Poor service	10	1	.5	.5	83.3
Poor prices	11	7	3.5	3.5	86.9
Poor quality	12	2	1.0	1.0	87.9
Poor facil layout	13	1	.5	.5	88.4
Spec. item out of st	14	1	.5	.5	88.9
Other negative cmnt	16	3	1.5	1.5	90.4
Other neutral cmnt	17	2	1.0	1.0	91.4
Prefer local-made pr	18	3	1.5	1.5	92.9
Prefer locally-relev	19	1	.5	.5	93.4
Comment unrelated to	20	11	5.6	5.6	99.0
Good displays	21	2	1.0	1.0	100.0
Total		198	100.0	100.0	

Valid cases 198 Missing cases 0

COMMENT2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No Comment	0	177	89.4	89.4	89.4
Good Variety	1	3	1.5	1.5	90.9
Good Service	2	1	.5	.5	91.4
Good Prices	3	3	1.5	1.5	92.9
Good quality	4	2	1.0	1.0	93.9
Good facility layout	5	1	.5	.5	94.4
Glad facil. present	7	1	.5	.5	94.9
Other positive cmnt	8	1	.5	.5	95.5
Poor variety	9	2	1.0	1.0	96.5
Poor prices	11	2	1.0	1.0	97.5
Poor facil layout	13	1	.5	.5	98.0
Spec. item out of st	14	1	.5	.5	98.5
Prefer locally-relev	19	1	.5	.5	99.0
Good displays	21	2	1.0	1.0	100.0
	Total	198	100.0	100.0	

Valid cases 198 Missing cases 0

SUGGESTN Suggestion offered

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No suggestion	0	189	95.5	95.5	95.5
Suggestion made	1	9	4.5	4.5	100.0
	Total	198	100.0	100.0	

Valid cases 198 Missing cases 0

APPENDIX A: 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.

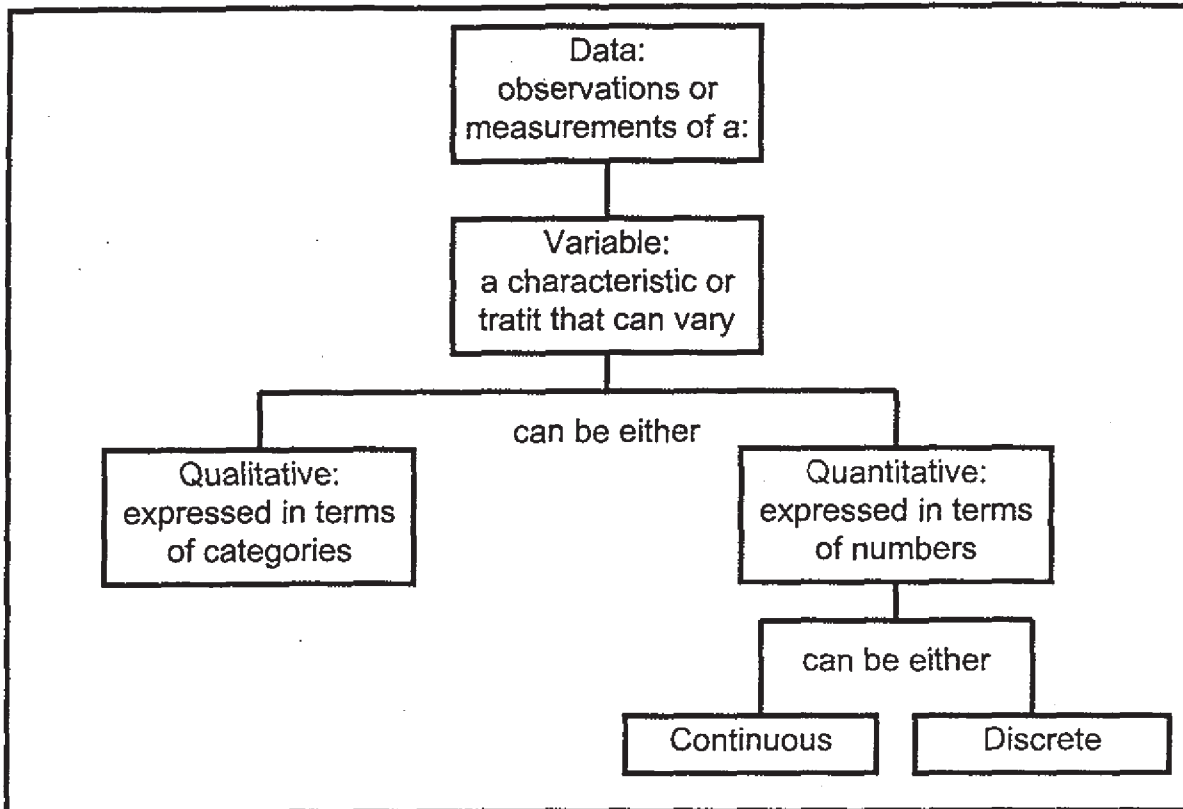
Data are collected about relevant variables. A variable is simply a characteristic or trait of interest that can vary. For example, the ages of visitors, their party characteristics, or their satisfaction with wildlife sightings at MORA can all be considered variables: Each of these traits or characteristics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



As the nation's principal conservation agency, the Department of the Interior has responsibility for most of our nationally owned public lands and natural and cultural resources. This includes fostering wise use of our land and water resources, protecting our fish and wildlife, preserving the environment and cultural values of our national parks and historical places, and providing for enjoyment of life through outdoor recreation. The department assesses our energy and mineral resources and works to ensure that their development is in the best interest of all our people. The department also promotes the goals of the Take Pride in America campaign by encouraging stewardship and citizen responsibility for the public lands and promoting citizen participation in their care. The department also has a major responsibility for American Indian reservation communities and for people who live in island territories under US administration.