

**Informing Visitor Use Management Strategies for the Moose-Wilson Corridor,
Grand Teton National Park**

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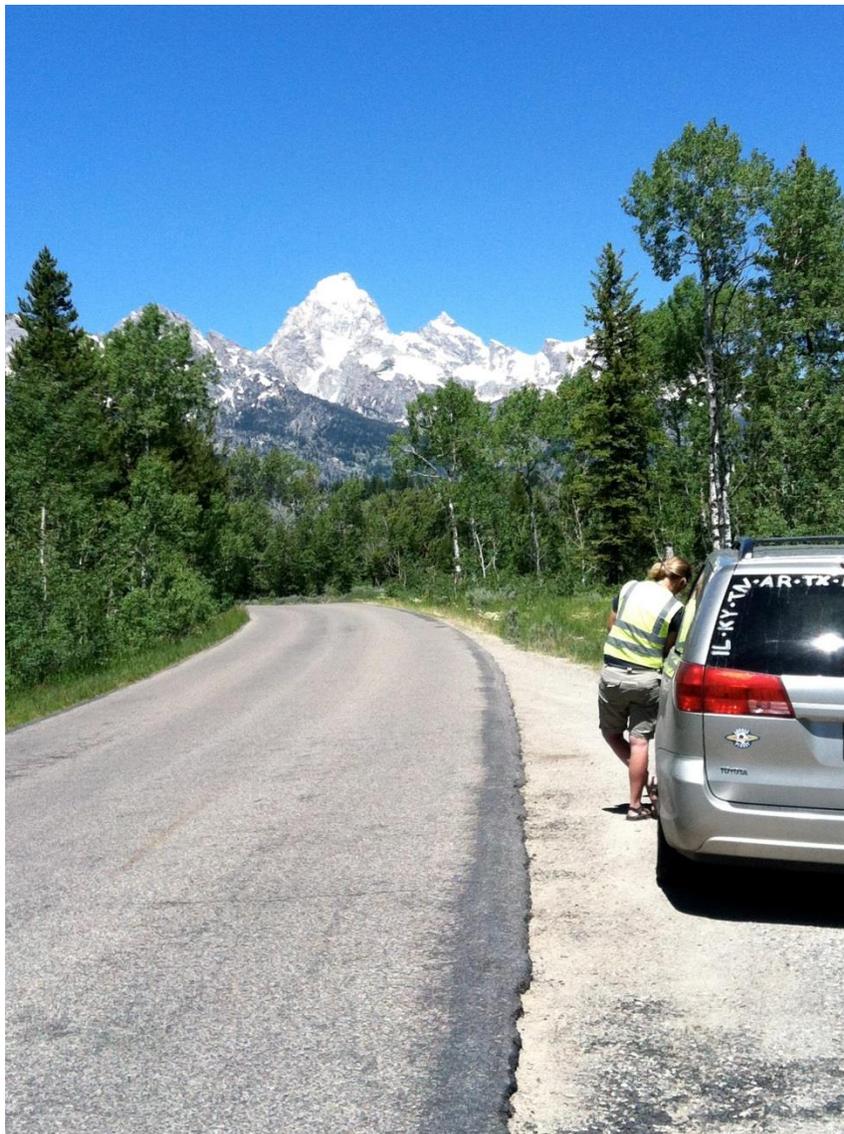


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Peer Review

This report was peer reviewed by Dr. Robert Burns, Associate Professor in the Recreation, Parks, and Tourism Resources Department, in the Division of Forestry and Natural Resources at West Virginia University. Dr. Burns can be reached at Robert.Burns@mail.wvu.edu.

Executive Summary

The goal of this study is to examine the current social conditions within the Moose-Wilson Corridor (MWC) of Grand Teton National Park (GRTE). These data will inform management of potential social indicators of quality within the MWC. To find potential indicators of quality, this study applied a methodological design including a pre-experience and post-experience survey. The pre-experience survey asked participants about their planned activities, how they learned about the MWC, and their motivations for visiting the MWC. The post-experience survey asked participants their favorite and least favorite aspects of their visit, what managers could do to improve conditions, and if their experience matched their expectations. Additional visit characteristics and visitor demographics were also collected.

Sampling was conducted at four different locations (Figure 1) within the MWC, 1) the Granite entrance of the Moose-Wilson Road ($n = 458$), 2) the Laurance S. Rockefeller (LSR) Preserve trailhead ($n = 410$), 3) the Death Canyon trailhead ($n = 283$), and 4) the Moose entrance of the Moose-Wilson Road ($n = 554$). Vehicles and cyclists were surveyed at either entrance of the road, while hikers were surveyed at the trailheads. Over the entire sampling effort, 1705 surveys were collected. The response rate was 72.9% for participants in vehicles, 85.1% for hikers, and 74% for cyclists. The majority of data presented in this technical report are descriptive, and were collected within the MWC between June 1st and October 12th, 2014.

Below is a brief summary of results, which are organized by questions posed in the original Task Agreement, described by user-type including hiker, participants in vehicles, or cyclists, unless otherwise noted.

- How are the visitors learning about the corridor and what are their expectations for their visit?
 - The most frequently reported source of information for participants in vehicles and hikers was a personal *recommendation*, with 23.0% and 27.8% of responses, respectively (Table 32, Figure 23). The most frequently reported information sources for cyclists included being a *local* (45.0%).
 - The most important motivations for participants in vehicles focused on *family*, and hikers most important motivations were related to *nature* (Tables 8 to 13, Figure 9). The most important motivations for cyclists were *health* related.
- What are the differences in early summer, peak summer, and early fall current visitor use experiences, and desired future conditions and experiences?
 - To find potential differences among early summer, peak summer, and early fall visitor use experiences, and desired future conditions and experiences, the sample was divided by user type (e.g. participants in vehicles, cyclists, hikers) to stay consistent with the report. Differences among these groups within each time period were then tested through a multiple ANOVA of visitor motivation variables (Tables 8-13). There were limited statistically significant differences (nothing substantive) between time period among each user type, and thus not presented in this report.

- What are the different activity types (e.g. hiking, scenic driving, visitor center, etc...) by different user type (e.g., commercial tour participants, independent visitors, taxi riders)
 - The sample size for educational and commercial users was miniscule, therefore there was not enough data about these user-groups to conduct comparative analyses (sample sizes: private travel, $n = 1,692$, educational group: $n = 6$, commercial group: $n = 7$); however, activity by user type (hiker, participants in vehicles, or cyclists) include the following:
 - A list of fourteen different activities was shown to participants, and they were asked if they did or did not participate in this activity while in the MWC (Table 7, Figure 8). Of the participants in vehicles, the most frequently reported activity was *scenic driving* (83.5%), among hiking participants it was *viewing the scenery* (96.0%), and for cyclists the most frequently reported activity was *cycling* (92.5%).
- What are the differences between the levels of local and non-local visitors, and what are the types and patterns of activities for these visitors?
 - From the information provided by the zip codes, it was determined that 14.5% of participants in vehicles, 14.2% of hikers, and 56.4% of cyclists were locals from the Teton area (Table 40, Figure 30). The sample size for locals ($n = 245$) was substantially smaller than non-locals ($n = 1460$) (Table 65).
 - Of participants in vehicles, 30.2% of locals and 17.6% of non-locals responded that *driving* was their primary activity (Table 65, Figure 35). Of the local participants in vehicles, 3.1% reported *scenery* as a primary activity, while 14.1% of non-local participants in vehicles reported it as such. Additionally, 66% of local hikers and 76.6% of non-local hikers reported *hiking* as a primary activity. Additionally, 9.1% of local cyclists and 0% of non-local cyclists reported *wildlife* as a primary activity.
 - A list of fourteen potential activities was shown to participants, and they answered if they did or did not participate in each activity while in the MWC (Table 66, Figure 36). Of the local participants in vehicles, 64.4% reported *viewing the scenic beauty*, while it was reported by 84.6% of non-locals. Also, 68.2% of local cyclists and 100% of non-local cyclists reported *viewing the scenic beauty*. There were also differences in *viewing wildlife* with a higher percentage of non-locals reporting viewing wildlife for all user types (hiker, cyclists, and participants in vehicles). A higher percent of local hikers (23.4%) reported *swimming*, compared to non-local hikers (8.8%). A higher percentage of non-local residents for all user types also reported *visiting a visitor center* when compared to local residents.
- How do visitors' actual experience compare with their expected and desired experience?
 - The top opportunity that exceeded expectations for all user types (i.e. vehicles, hikers, and cyclists) was related to *nature* (Figure 10). Participants in vehicles and cyclists had less opportunities related to *wildlife* than expected, while hikers reported opportunities for *wildlife* to be about as they expected.
- What are the origins and destinations of visitors within and beyond the corridor?

- Many participants for each user type, vehicle (28.8%), hiker (33.5%), and cyclist (27.5%), started their travel for the day in *Jackson, WY* (Table 3, Figure 4).
- Of the participants in vehicles, the most frequently reported anticipated primary destinations was *Teton Village, WY* (16.3%), for hikers it was *Phelps Lake* (49.9%), and for cyclists it was *Jackson, WY* (22.5%) (Table 4, Figure 5).
- Participants were given a surveyor's map and a list of eight locations within the MWC to determine areas where they may stop during their visit in the MWC. Participants were asked to answer if they were planning to visit that location, if they were not planning to visit, or if they weren't sure (Table 5, Figure 6). The most frequently reported destinations participants in vehicles were planning to visit were *the LSR Preserve* (21.0%), for hikers it was *Phelps Lake* (82.1%), and for cyclists it was *the LSR Preserve* (10.0%).
- How does visitation to the corridor fit into overall park and regional visitation patterns for both motor vehicles and bicycle users?
 - For the information provided about visitor's primary destination and other anticipated destinations, 30.5% of participants in vehicles and 38.6% of cyclists were commuting beyond GRTE, while 75% of hikers indicated that their main destination was within the MWC (Table 46).
- What problems did visitors encounter during their visit to the corridor?
 - A substantial number of participants of all user types reported potential issues they may have experienced as "Not a Problem" (Tables 21-26, Figures 12-17).
 - However, 50.0% of cyclist considered *conditions of roadway* as a "Problem", as well as 37.5%, which considered *the amount of room to adequately pull your vehicle off the road to view areas of interest* to be a "Problem" (Table 22, Figure 13).
 - The majority of cyclists (62.5%) reported the *level of safety for vehicles, pedestrians and bicyclists to travel the roadway at the same time* to be a "Problem", while 23.9% of participants in vehicles, and 20.8% of hikers reported it to be a "Problem". The majority of cyclists (60.0%) also reported *availability of safe locations for bicycling* to be a "Problem", while 23.7% of participants in vehicles reported it to be a "Problem"; 27.8% of hikers were "Didn't Know or had No Opinion" if *availability of safe locations for bicycling* was a problem (Table 24, Figure 15).
- What are visitor desires for future experiences and resource conditions in the corridor?
 - The most frequently reported action managers could take to improve visitor experiences for both participants in vehicles (22.6%) and hikers (36.1%) was *nothing*, indicating that conditions were suitable to the desired experiences visitors in vehicles and hikers currently seek in the MWC. However, regarding actions managers could take, cyclists reported *bike path* (31.6%) with the most frequency (Table 29, Figure 20). The next most frequently reported actions management could take to improve visitor experiences for participants in vehicles were *improve road conditions* (14.5%) and *pave the road* (13.1%). For hiking participants, the next most frequently reported management actions to improve

visitor experiences were *more information* (20.3%) and *more parking* (6.9%). The next most frequently reported management actions to improve visitor experiences by cyclists were *improve road conditions* (21.1%) and *more information* (10.5%).

- The most frequently reported management action to improve the protection and preservation of resources among all user types was *nothing* for participants in vehicles (38.1%), hikers (54.2%), and cyclists (25.0%) (Table 30).

List of Contacts

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Introduction

Background

The Moose-Wilson corridor (MWC) of Grand Teton National Park (GRTE) includes approximately 10,000 acres of land surrounding a 7.7-mile section of road and is home to a plethora of plants and animals. In recent years, the MWC has undergone several changes. In 2001, 1,106 acres of private land within the corridor was transferred to GRTE, and is open to the public as the Laurance S. Rockefeller Preserve (National Park Service [NPS], 2014). The LSR Preserve has raised public awareness of this area of the park, and subsequently increased visitation to the area. Also, there has been increased traffic on the narrow two-lane road through the MWC, including both vehicle and bicycle traffic. There is neither a bike path nor a shoulder (NPS, 2014). This increase coincides with the relatively recent construction and promotion of the “Grand Loop Tour” bicycle path, which includes pathways within and outside the park (Friends of Pathways, 2014). Additionally, since 2007 grizzly bears have visibly increased within the corridor, adding a new element to human wildlife interactions (NPS, 2014). The goal of this study is to collect data pertaining to the current social condition within the MWC.

Study Area

The MWC is an area rich in natural resources, located in the southern part of GRTE. The Moose-Wilson Road, as described by a sign at the entrance of the road, is an “extremely narrow windy road.” To the south of the MWC, outside park boundaries, is Teton Village; home to numerous hotels and Jackson Hole Mountain Resort. Beyond Teton Village, further south of the park is the town of Wilson, Wyoming. Near the north end of the MWC is the small community of Moose, Wyoming which is home to the Craig Thomas Discovery and Visitor Center, as well as the main park roads. Visitors entering through the north entrance of the MWC do not go through an entrance gate or pay a park fee. Additionally, there is less mileage to travel between Teton Village and the airport (located within park boundaries) if one goes through the MWC as opposed to through Jackson, Wyoming. The MWC is also the closest point to access to GRTE for visitors and locals staying or living in Teton Village or Wilson, therefore the MWC is not only an attraction for visitors, but also a thoroughfare for people to enter the park, or commute to other locations (e.g. Yellowstone National Park). The road is open seasonally from approximately May 1 to October 31, and is also closed occasionally due to wildlife, weather, or maintenance.

Within the MWC, visitors encounter a mile and a half of unpaved road near the southern entrance. Though the park maintains and grades this section of the road, it deteriorates throughout the season. The Moose-Wilson Road also passes riparian areas frequented by wildlife, and a secondary road leading to Death Canyon trailhead. There are several areas frequented by visitors within the MWC, including Granite Canyon and Death Canyon trailheads, Laurance S. Rockefeller Preserve, Sawmill Ponds Overlook, and the historic Murie Ranch.

Justification

The goal of this study is to examine the current social conditions within the MWC. These data will inform management of potential social indicators of quality within the MWC. The majority of data presented in this technical report are descriptive, and were collected within the MWC between June 1st and October 12th, 2014.

Informing Management

In the future planning efforts of the MWC, managers can use this document in concert with other information and reports to develop a plan that provides visitors with an optimal experience, while maintaining management goals for the MWC.

Methods

To assess the social and ecological conditions of the MWC, concerning visitors' motivations, potential issues, and travel behaviors, a collaborative team of researchers conducted a study during the summer of 2014. These data collected are descriptive in nature, and will inform park management about how visitors are experiencing the MWC (e.g. what visitors liked best about their visit).

Survey Administration

The Pennsylvania State University in collaboration with Utah State University, and the National Park Service staff at GRTE, conducted an intercept visitor experience survey from June 1st to October 12th, 2014. Technicians trained by PSU conducted the sampling.

Potential participants for this study were all adults (over the age of 18) traveling within the MWC during the sampling period. Sampling was conducted at four different locations (Figure 1) within the MWC, 1) the Granite entrance of the Moose-Wilson Road ($n = 458$), 2) the Laurance S. Rockefeller Preserve trailhead ($n = 410$), 3) the Death Canyon trailhead ($n = 283$), and 4) the Moose entrance of the Moose-Wilson Road ($n = 554$). Vehicles and cyclists were surveyed at either entrance of the road, while hikers were surveyed at the trailheads. Sampling was stratified to ensure that a representative sample of weekends and weekdays, sampling location, and time of day (either 8AM to 2:30PM or 12PM to 6:30PM). Hikers and vehicles/cyclists were not surveyed on the same day, and trained researches worked 6 days a week. Over the entire sampling effort, 1705 surveys were collected. The response rate was 72.9% for participants in vehicles, 85.1% for hikers, and 74% for cyclists.

At each sampling location, systematic random sampling was employed and four potential participants in vehicles or hikers an hour were approached and asked to participate in the survey. These four potential participants were selected by researchers using a list of random numbers from 0 to 59, and selecting four numbers. For the first four hours of sampling, potential participants were approached that aligned with the numbers chosen after the hour (i.e. if "36" was a number selected then the person coming up the trail at 8:36, or closest person to that number, would be asked to participate). If researchers were not conducting a survey with a participant in a vehicle, researchers would ask every passing cyclist to participate in the survey. Within the group, potential participants over 18 with the nearest birthday were asked to participate. Participants who agreed to take part in the study were read the instructions.

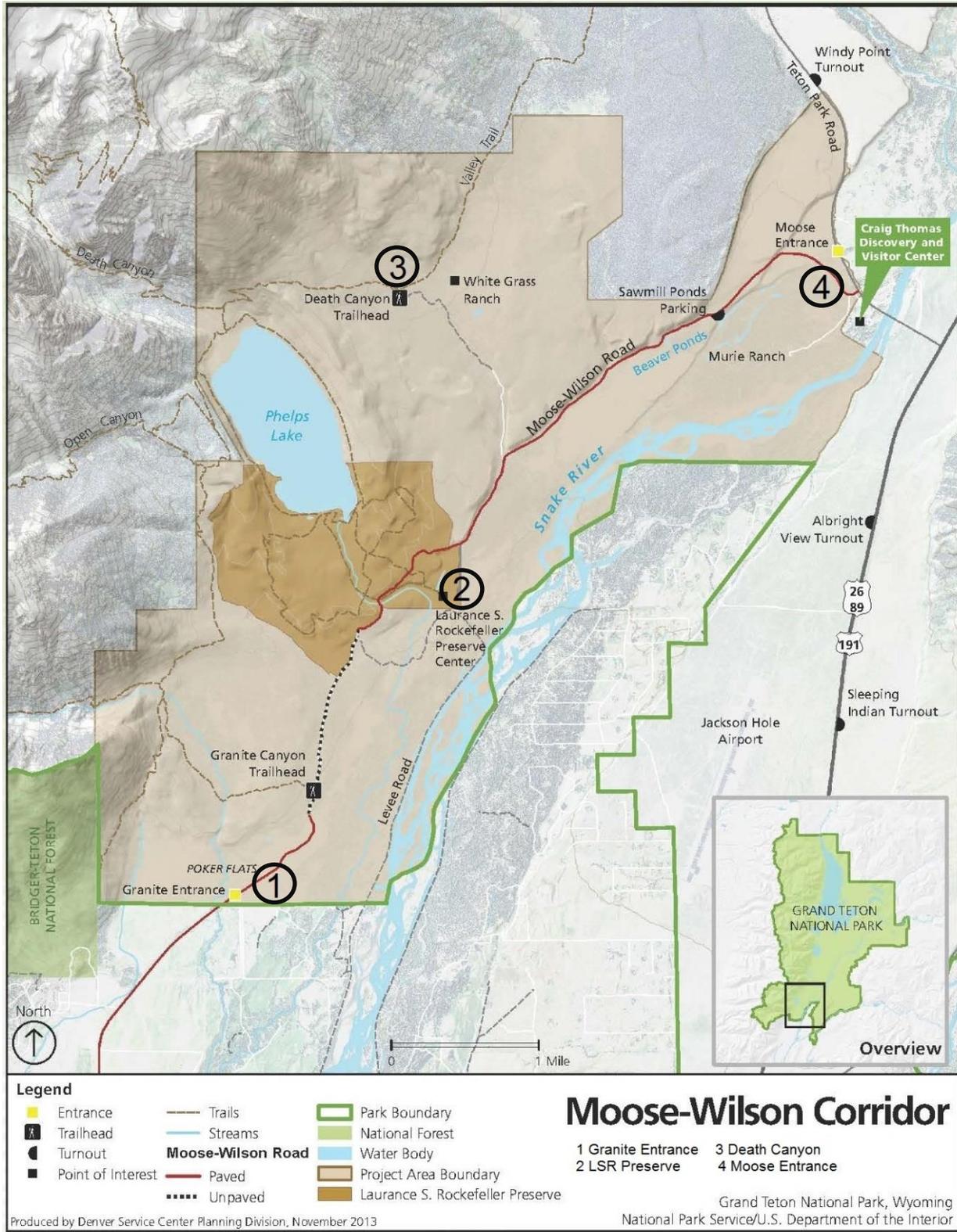


Figure 1: Survey locations

Survey Design

This study design includes a pre-experience survey and a post-experience survey. The pre-experience survey asked participants about their planned activities, how they learned about the MWC, and their motivations for visiting the MWC. The post-experience survey asked participants their favorite and least favorite aspects of their visit, what managers could do to improve conditions, and if their experience matched their expectations.

Additionally, after the pre-experience survey, participants were asked to carry a Garmin eTrex 100 Global Positioning System (GPS) unit. Participants in vehicles were asked to use the carabiner clip to attach it to their rearview mirrors, cyclists were asked to use a smaller clip to attach it to their cycling kit or pack, and hikers were asked to use the carabiner clip to attach it to the outside of their backpack. Each GPS unit also had a large orange tag explaining instructions of return if the unit was misplaced. This also helped researchers identify vehicles, cyclists, and hikers that should be stopped for the post-survey, and GPS unit return. Information related to the GPS data was gathered in concert with PSU's efforts. These data can be found in Utah State University's summer 2014 technical report.

While research technicians screened participants to ensure they would return to the trailhead, or exit the road during the sampling period for that day, some participants returned after the sampling period for that day was completed. In this case, participants were instructed to return the GPS units to GPS return boxes at one of three locations; 1) the Moose entrance of the Moose-Wilson Road, 2) the Granite entrance of the Moose-Wilson Road, 3) the Laurance S. Rockefeller Preserve trailhead. Participants who returned after the sampling period for that day ended did not complete the post-survey.

Both the pre- and post- experience surveys were administered by giving a laminate copy of the survey to the participant (See Appendix A). Trained researchers entered in the participants responses into iPads, which recorded all answers and the response log. Researchers also entered in the GPS unit number for each participant, so the GPS track and pre- and post- experience survey could be linked in the future. Each day, the responses entered in the iPad were downloaded and imported into Statistical Package for the Social Sciences (SPSS) software, where the data was cleaned (e.g. separating the response log, matching pre and post survey responses). GPS tracks from the day were also downloaded and saved using Geographic Information System (GIS) software. The GPS units were also cleaned, as to not have numerous tracks on each unit every day. (For assorted photos of the sampling effort, please see Appendix C).

Survey Development

The questions included in the survey instruments were designed and reviewed by the study's principle investigators, research staff and graduate students, scientists at Pennsylvania State University's Survey Research Center, scientists at Utah State University with expertise in survey research, Grand Teton National Park staff, NPS staff at the Denver Service Center's Visitor Use Management team and NPS staff at the Human Dimensions and Biological Resource Management Divisions. Based on peer-reviews, survey questions were reduced and truncated, to only include Office of Management and Budget approved pool of known questions/topics and therefore reduce burden time. Pre-testing for clarity and estimated burden time was conducted

with undergraduate and graduate students at Pennsylvania State University. Additionally, two days were spent in training research technicians, and pilot testing the survey instrument. One day was used to pilot test survey administration to hikers, and one day was used to pilot test survey administration to participants in vehicles and cyclists.

Data Analysis

Aside from asking participants about their planned activities, how they learned about the MWC, their motivations for visiting the MWC, their favorite and least favorite aspects of their visit, what managers could do to improve conditions, and if their experience matched their expectations, participants were also asked if they experienced any potential issues, and their opinions regarding place attachment, which is a concept refer to visitor's value of a recreational setting based on attachment to that place for function or for emotional meanings (Williams & Roggenbuck, 1989). Additionally, information regarding visitor demographics and visit characteristics were obtained. These variables included the following: where participants started their travel and their primary destination, number of visits to the MWC, group type and size, gender, residency (zip code or country), age, education level, ethnicity, and race.

The majority of data in this report are presented by user type (i.e. vehicles, hikers, or cyclists). Data are also presented by commuter type, or by user type and residency. Data are organized as frequencies, percentages, means, and standard deviations. Frequencies represent the number of respondents who gave a particular response, while percentages show the proportion of respondents (out of the total number of responses among that user group) who answered a question a certain way. Means (or averages) are equivalent to the sum of the individual values for each variable divided by the number of responses. The mean provides an estimate of the typical response from the entire survey sample for a variable. Standard deviation is closely related to the variance of the data, which is a measure of how closely the individual responses for a variable cluster around the mean. The standard deviation is calculated by taking the square root of the variance and has the advantage of being easier to interpret because it is in the same units as the original variable. Additional details regarding the analysis of specific variables are provided within the report above the results of the variable.

Results

Descriptive Results by User Type

Reasons for Visit

Participants were asked about their most important reasons for visiting the MWC of GRTE (Table 1, Figure 2). This question was open-ended, allowing participants to answer as they wished, and was asked in the pre-experience survey. Of the participants in vehicles, the most frequently reported reasons for visiting the MWC were *commuting to other areas* (27.8%), *wildlife* (22.2%), and *scenery* (12.0%). The most frequently reported reasons among hiking participants were *hiking* (26%), *exercise* (26%), *access to the MWC* (22.1%), and *wildlife* (13.1%). Of the cycling participants, the most frequently reported reasons for visiting the MWC were *scenery* (28.9%), *commuting* (26.3%), and *exercise* (13.2%).

Table 1: Most important reasons for visit

Most Important Reason For Visit ¹	User Group	<i>n</i> ²	% ³
Access to the MWC	Vehicle	94	10.0
	Hiker	154	22.1
	Cyclist	2	2.0
Camaraderie	Vehicle	9	<0.1
	Hiker	14	3.4
	Cyclist	0	0
Commuting	Vehicle	261	27.8
	Hiker	7	1.0
	Cyclist	10	26.3
Exercise	Vehicle	4	<0.1
	Hiker	181	26.0
	Cyclist	5	13.2
Exploring/Wandering	Vehicle	51	5.4
	Hiker	35	5.0
	Cyclist	2	5.3
Fun	Vehicle	10	1.1
	Hiker	12	1.7
	Cyclist	0	0
Hiking	Vehicle	90	9.6
	Hiker	181	26.0
	Cyclist	1	2.6
Nature/Outdoors	Vehicle	17	1.8
	Hiker	50	7.1
	Cyclist	1	2.6

Most Important Reason For Visit¹	User Group	n²	%³
Recommendation	Vehicle	6	<0.1
	Hiker	16	2.3
	Cyclist	0	0
Recreation	Vehicle	5	<0.1
	Hiker	16	2.2
	Cyclist	5	5.3
Scenery	Vehicle	113	12.0
	Hiker	66	9.5
	Cyclist	11	28.9
Scenic Driving	Vehicle	16	1.7
	Hiker	2	0.3
	Cyclist	0	0
Vacation/Touring	Vehicle	74	7.9
	Hiker	62	8.9
	Cyclist	0	0
Wildlife	Vehicle	208	22.2
	Hiker	91	13.1
	Cyclist	4	10.5
Access to MWC and Commuting	Vehicle	39	4.1
	Hiker	14	2.0
	Cyclist	2	5.3

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 938, total hikers = 696, total cyclists = 38

³Percents may equal more than 100, as some visitors listed more than one category in their answer; both were included in this analysis

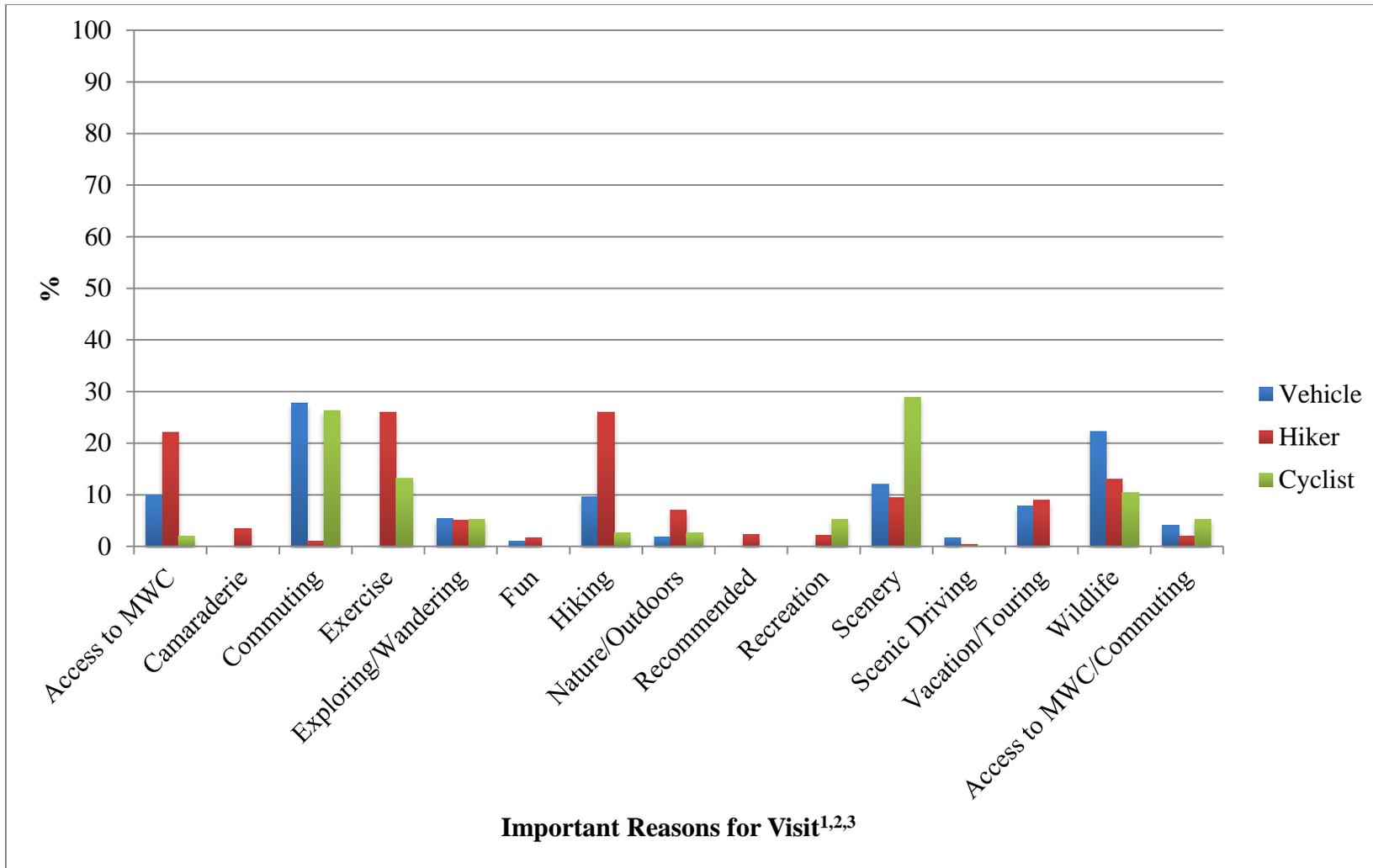


Figure 2: Most important reasons for visit

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 938, total hikers = 696, total cyclists = 38

³Percents may equal more than 100, as some visitors listed more than one category in their answer; both were included in this analysis

Participants were asked why they chose to travel to the MWC (Table 2, Figure 3). This question was open-ended and was asked in the pre-experience survey. Many participants in vehicles (42.5%) and cyclists (47.5%) both responded that *commuting* to other areas was the reason for choosing to travel in the MWC. Many hiking participants (41.1%) responded that *access to areas within the MWC* was their reason why they chose to travel within the MWC. Other frequently reported reasons for traveling to the MWC among participants in vehicles include *wildlife* (16.6%) and *access to areas within the MWC* (15.9%). Cyclist participants also frequently reported *access to areas within the MWC* (22.5%) and *scenery* (17.5%) as reasons why they traveled to the MWC. Hiking participants also reported *hiking* (17.5%) and *recommendation* (from another person) (12.5%) as reasons why they traveled to the MWC.

Table 2: Reasons for traveling to the MWC

Reason for Traveling MWC ¹	User Group	n ²	%
Access to MWC areas	Vehicle	149	15.9
	Hiker	286	41.1
	Cyclist	9	22.5
Commuting	Vehicle	402	42.5
	Hiker	27	3.8
	Cyclist	19	47.5
Exploring	Vehicle	61	6.4
	Hiker	41	5.9
	Cyclist	3	7.5
Fun/Recreation	Vehicle	5	<0.1
	Hiker	6	0.9
	Cyclist	1	2.5
Hiking	Vehicle	32	3.3
	Hiker	122	17.5
	Cyclist	0	0
Previous Experience	Vehicle	11	1.1
	Hiker	12	1.7
	Cyclist	1	2.5
Recommendation	Vehicle	41	4.3
	Hiker	87	12.5
	Cyclist	0	0
Scenery	Vehicle	104	11.0
	Hiker	71	10.2
	Cyclist	7	17.5

Reason for Traveling MWC¹	User Group	<i>n</i>²	%
Wildlife	Vehicle	157	16.6
	Hiker	54	7.7
	Cyclist	0	0
Work	Vehicle	4	0.4
	Hiker	1	0.1
	Cyclist	0	0

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 945, total hikers = 696, total cyclists = 40

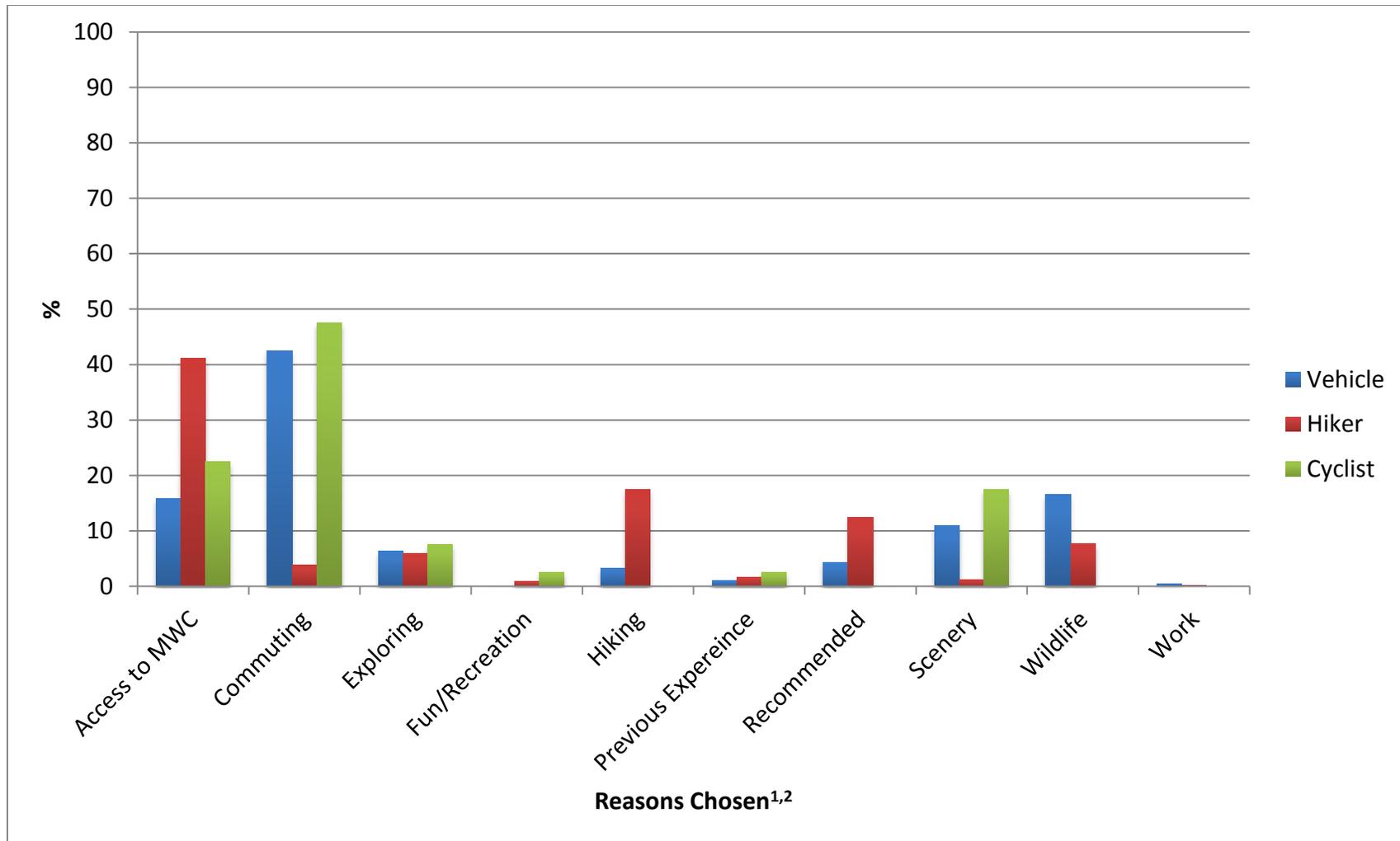


Figure 3: Reasons for traveling to the MWC

¹Original answers were open-ended; responses were categorized.

²Total vehicles = 945, total hikers = 696, total cyclists =40

Travel

In the pre-experience survey, participants were asked where they started their visit that day (Table 3, Figure 4). This question was open-ended. Many participants for each user type, vehicle (28.8%), hiker (33.5%), and cyclist (27.5%), started their day’s travel in *Jackson, WY*. The same percentage of cyclists (27.5%) reported starting their visit in *Teton Village, WY*, while *Teton Village, WY* was the second most reported location for both participants in vehicles (23.5%) and hikers (20.1%). The second most reported location for cyclists was *Wilson* (22.5%). The third most reported location for participants in vehicles were locations in *Wyoming* (5.5%), while for hikers it was *Wilson, WY* (6.6%). *Dornan’s, Idaho*, and *Wyoming* (5%) were all reported with the same frequency as the third-most reported location by cyclists.

Table 3: Start location of day’s travel

Location Where Visit Started Today ¹	User Group	n ²	%
Airport (house)	Vehicle	5	0.5
	Hiker	3	0.3
	Cyclist	0	0
Aspens	Vehicle	15	1.6
	Hiker	15	2.1
	Cyclist	1	2.5
Climbers Ranch	Vehicle	1	0.1
	Hiker	3	0.4
	Cyclist	0	0
Colter Bay	Vehicle	51	5.3
	Hiker	33	4.7
	Cyclist	0	0
Dornans	Vehicle	2	0.2
	Hiker	1	0.1
	Cyclist	2	5.0
Flagg Ranch	Vehicle	8	0.8
	Hiker	6	0.9
	Cyclist	0	0
Gros Ventre	Vehicle	29	3.0
	Hiker	33	4.7
	Cyclist	0	0
GRTE*	Vehicle	30	3.1
	Hiker	29	4.1
	Cyclist	0	0

Location Where Visit Started Today¹	User Group	<i>n</i>²	%
Idaho	Vehicle	52	5.4
	Hiker	19	2.7
	Cyclist	2	5.0
Jackson	Vehicle	275	28.8
	Hiker	235	33.5
	Cyclist	11	27.5
Jackson Lake	Vehicle	2	0.2
	Hiker	3	0.4
	Cyclist	0	0
Jackson Lake Lodge	Vehicle	33	3.5
	Hiker	22	3.1
	Cyclist	0	0
Jenny Lake	Vehicle	5	0.5
	Hiker	5	0.7
	Cyclist	0	0
Jenny Lake Campground	Vehicle	4	0.4
	Hiker	7	1.0
	Cyclist	0	0
Jenny Lake Lodge	Vehicle	1	0.1
	Hiker	9	1.3
	Cyclist	0	0
Moose	Vehicle	13	1.4
	Hiker	5	0.7
	Cyclist	0	0
Moran	Vehicle	10	1.0
	Hiker	6	0.9
	Cyclist	0	0
Signal Mountain	Vehicle	22	2.3
	Hiker	24	3.4
	Cyclist	0	0
Teton Village	Vehicle	225	23.5
	Hiker	141	20.1
	Cyclist	11	27.5
Utah	Vehicle	9	0.9
	Hiker	3	0.4
	Cyclist	0	0

Location Where Visit Started Today¹	User Group	<i>n</i>²	%
Wilson	Vehicle	44	4.6
	Hiker	46	6.6
	Cyclist	9	22.5
Wyoming	Vehicle	53	5.5
	Hiker	29	4.1
	Cyclist	2	5.0
Yellowstone	Vehicle	32	3.3
	Hiker	13	1.9
	Cyclist	0	0
Other	Vehicle	32	3.3
	Hiker	11	1.6
	Cyclist	0	0

¹Original answers were open-ended; responses were categorized. See Appendix B

² Total vehicles = 956, total hikers = 696, total cyclists = 40

*Anywhere within GRTE boundaries, does not include other GRTE locations listed above

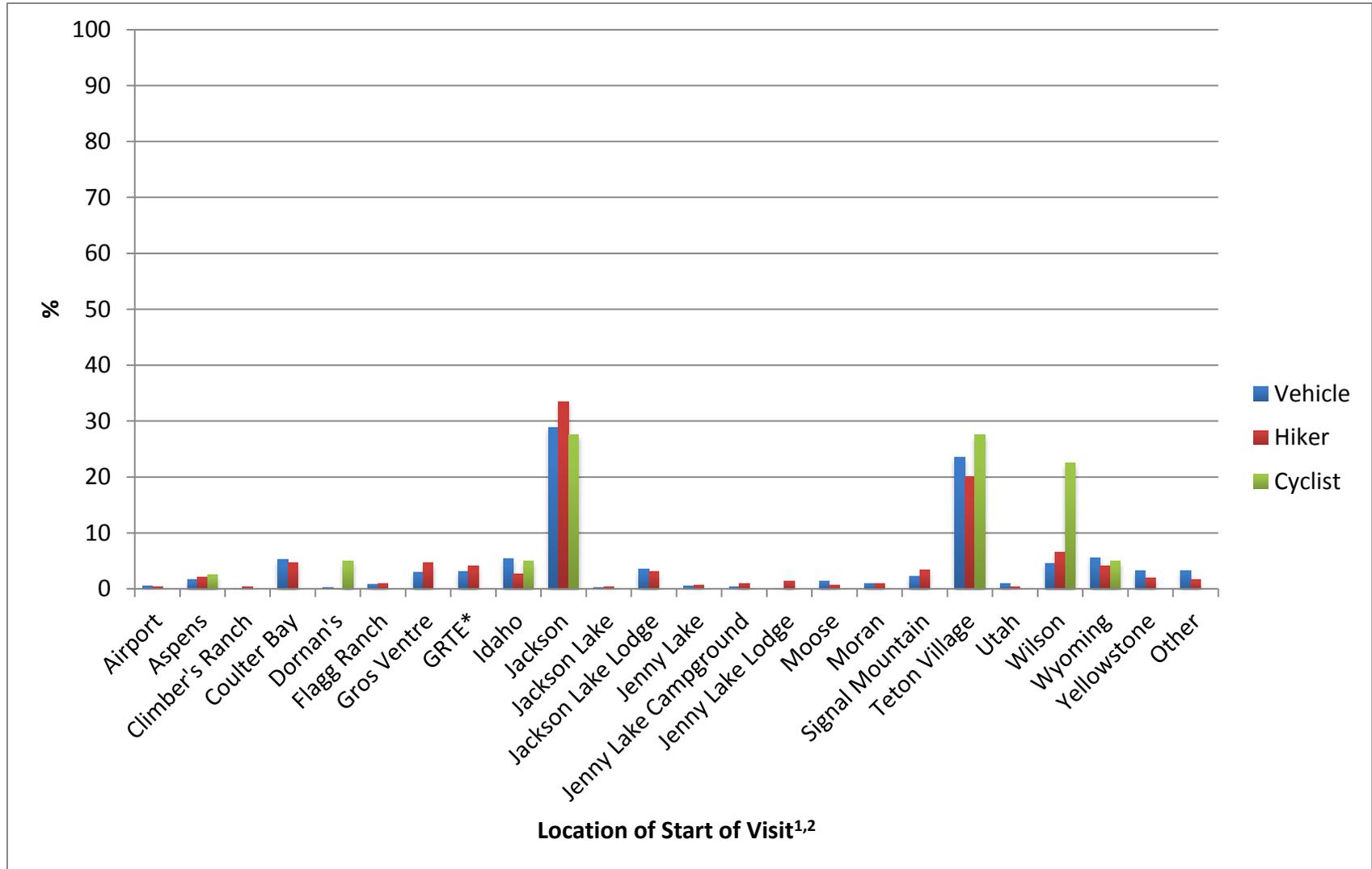


Figure 4: Start location of day's travel

¹Original answers were open-ended; responses were categorized.

²Total vehicles = 956, total hikers = 696, total cyclists = 40

*Anywhere within GRTE boundaries, does not include other GRTE locations listed above

Participants were asked about their anticipated primary destination for the day of the survey (Table 3, Figure 5). This question was open-ended and was asked in the pre-experience survey. Of the participants in vehicles, the most frequently reported anticipated primary destinations were *Teton Village, WY* (16.3%), *Grand Teton National Park* (10.0%) (not including other GRTE locations listed below), and *Jackson* (9.9%). The most frequently reported anticipated primary destinations among hiking participants were *Phelps Lake* (49.9%), *Death Canyon* (12.3%), and *Jackson, WY* (5.7%). Of the cycling participants, the most frequently reported anticipated primary destinations were *Jackson, WY* (22.5%), *Jenny Lake* (15.0%), and *Grand Teton National Park* (10.0%) (not including other GRTE locations listed below).

Table 4: Anticipated primary destination

Anticipated Primary Destination Today ¹	User Group	<i>n</i> ²	%
Airport	Vehicle	6	0.6
	Hiker	1	0.1
	Cyclist	0	0.0
Colter Bay	Vehicle	13	1.4
	Hiker	3	0.4
	Cyclist	1	2.5
Death Canyon	Vehicle	24	2.5
	Hiker	86	12.3
	Cyclist	0	0.0
Exploring/Wandering	Vehicle	74	7.8
	Hiker	27	3.9
	Cyclist	3	7.5
Granite Canyon	Vehicle	10	0.9
	Hiker	0	0.0
	Cyclist	0	0.0
GRTE*	Vehicle	95	10.0
	Hiker	29	4.1
	Cyclist	4	10.0
Idaho	Vehicle	19	2.0
	Hiker	5	0.7
	Cyclist	0	0.0
Jackson	Vehicle	95	9.9
	Hiker	41	5.7
	Cyclist	9	22.5

Anticipated Primary Destination Today¹	User Group	<i>n</i>²	%
Jackson Lake	Vehicle	15	1.6
	Hiker	3	0.4
	Cyclist	0	0.0
Jackson Lake Lodge	Vehicle	10	1.1
	Hiker	5	0.7
	Cyclist	0	0.0
Jenny Lake	Vehicle	92	9.6
	Hiker	17	2.4
	Cyclist	6	15.0
LSR Preserve	Vehicle	52	5.5
	Hiker	37	5.3
	Cyclist	2	5.0
Montana	Vehicle	7	0.7
	Hiker	1	0.1
	Cyclist	0	0.0
Moose	Vehicle	7	0.7
	Hiker	1	0.1
	Cyclist	1	2.5
Phelps Lake	Vehicle	76	7.9
	Hiker	355	49.9
	Cyclist	1	2.5
Phelps Lake Overlook	Vehicle	3	0.3
	Hiker	38	5.4
	Cyclist	0	0.0
Sawmill Ponds	Vehicle	7	0.7
	Hiker	0	0.0
	Cyclist	0	0.0
Signal Mountain	Vehicle	7	0.7
	Hiker	4	0.4
	Cyclist	0	0.0
Static Peak	Vehicle	0	0.0
	Hiker	7	1.0
	Cyclist	0	0.0
String Lake	Vehicle	9	0.9
	Hiker	0	0.0
	Cyclist	1	2.5

Anticipated Primary Destination Today¹	User Group	<i>n</i>²	%
Taggart Lake	Vehicle	6	0.6
	Hiker	1	0.1
	Cyclist	0	0.0
Teton Village	Vehicle	156	16.3
	Hiker	16	2.1
	Cyclist	1	2.5
Utah	Vehicle	16	1.7
	Hiker	3	0.4
	Cyclist	0	0.0
Wilson	Vehicle	19	2.0
	Hiker	0	0.0
	Cyclist	4	10.0
Wyoming	Vehicle	19	2.0
	Hiker	1	0.1
	Cyclist	0	0.0
Yellowstone	Vehicle	68	7.1
	Hiker	5	0.7
	Cyclist	0	0.0
Other	Vehicle	49	5.1
	Hiker	19	2.7
	Cyclist	0	0.0

¹Original answers were open-ended; responses were categorized. See Appendix B

² Total vehicles = 952, total hikers = 699, total cyclists = 40

*Anywhere within GRTE boundaries, not including other GRTE locations listed above

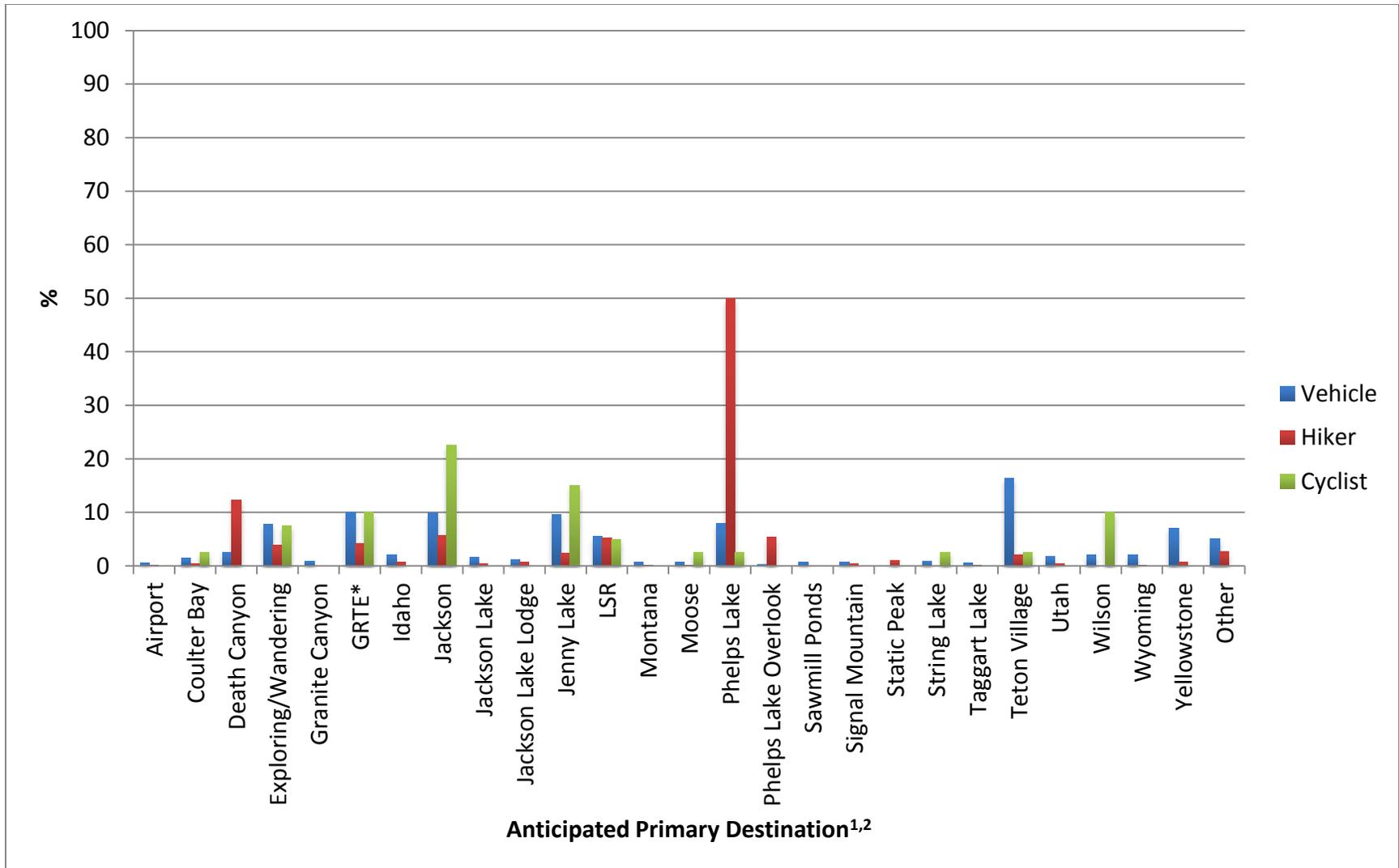


Figure 5: Anticipated primary destination

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 952, total hikers = 699, total cyclists = 40

*Anywhere within GRTE boundaries, not including other GRTE locations listed above

Participants were given a surveyor’s map and a list of eight locations within the MWC to determine areas where they may stop during their visit in the MWC. Participants were asked to answer if they were planning to visit that location, if they were not planning to visit, or if they weren’t sure. This question was asked during the pre-experience survey, and the results are shown in Table 5 and Figure 6. The most frequently reported destinations participants in vehicles were planning to visit were the *LSR Preserve* (21.0%), *Phelps Lake* (18.0%), and *Sawmill Ponds Overlook* (9.7%). Of the hiking participants, the most frequently reported destinations they were planning to visit were *Phelps Lake* (82.1%), the *LSR Preserve* (63.0%), and *Death Canyon* (36.7%). The most frequently reported destinations cyclists were planning to visit were the *LSR Preserve* (10.0%), *Death Canyon* (7.5%), *Phelps Lake* (5.0%), and *Sawmill Ponds Overlook* (5.0%). Additionally, for each location, about 20.0% of participants in vehicles reported that they were “Not Sure” they would visit that location, whereas 10.0% or less of both hiking and cyclist participants reported that they were “Not Sure” about visiting each location.

Table 5: Anticipated destinations

Other Anticipated Destinations for Today	User Group	<i>n</i>	% Yes	% No	% Not Sure
LSR Preserve	Vehicle	959	21.0	60.0	19.0
	Hiker	698	63.0	32.0	5.0
	Cyclist	40	10.0	80.0	10.0
Phelps Lake	Vehicle	960	18.0	62.0	20.0
	Hiker	700	82.1	12.6	5.3
	Cyclist	40	5.0	87.5	7.5
Death Canyon	Vehicle	958	7.6	71.4	21.0
	Hiker	698	36.7	57.6	5.7
	Cyclist	40	7.5	85.0	7.5
Granite Canyon	Vehicle	957	3.7	77.0	19.3
	Hiker	696	1.4	90.8	7.8
	Cyclist	40	2.5	92.5	5.0
White Grass Ranch	Vehicle	955	1.6	78.2	20.2
	Hiker	695	1.6	90.5	7.9
	Cyclist	40	0.0	95.0	5.0
Murie Ranch	Vehicle	956	2.1	77.5	20.4
	Hiker	694	2.4	89.5	8.1
	Cyclist	10	0.0	95.0	5.0
Sawmill Pond Overlook	Vehicle	956	9.7	69.5	20.8
	Hiker	696	4.0	87.5	8.5
	Cyclist	40	5.0	85.0	10.0

Other Anticipated Destinations for Today	User Group	<i>n</i>	% Yes	% No	% Not Sure
Poker Flats Horse Trail	Vehicle	954	1.7	78.8	19.5
	Hiker	691	.9	91.9	7.1
	Cyclist	40	2.5	92.5	5.0

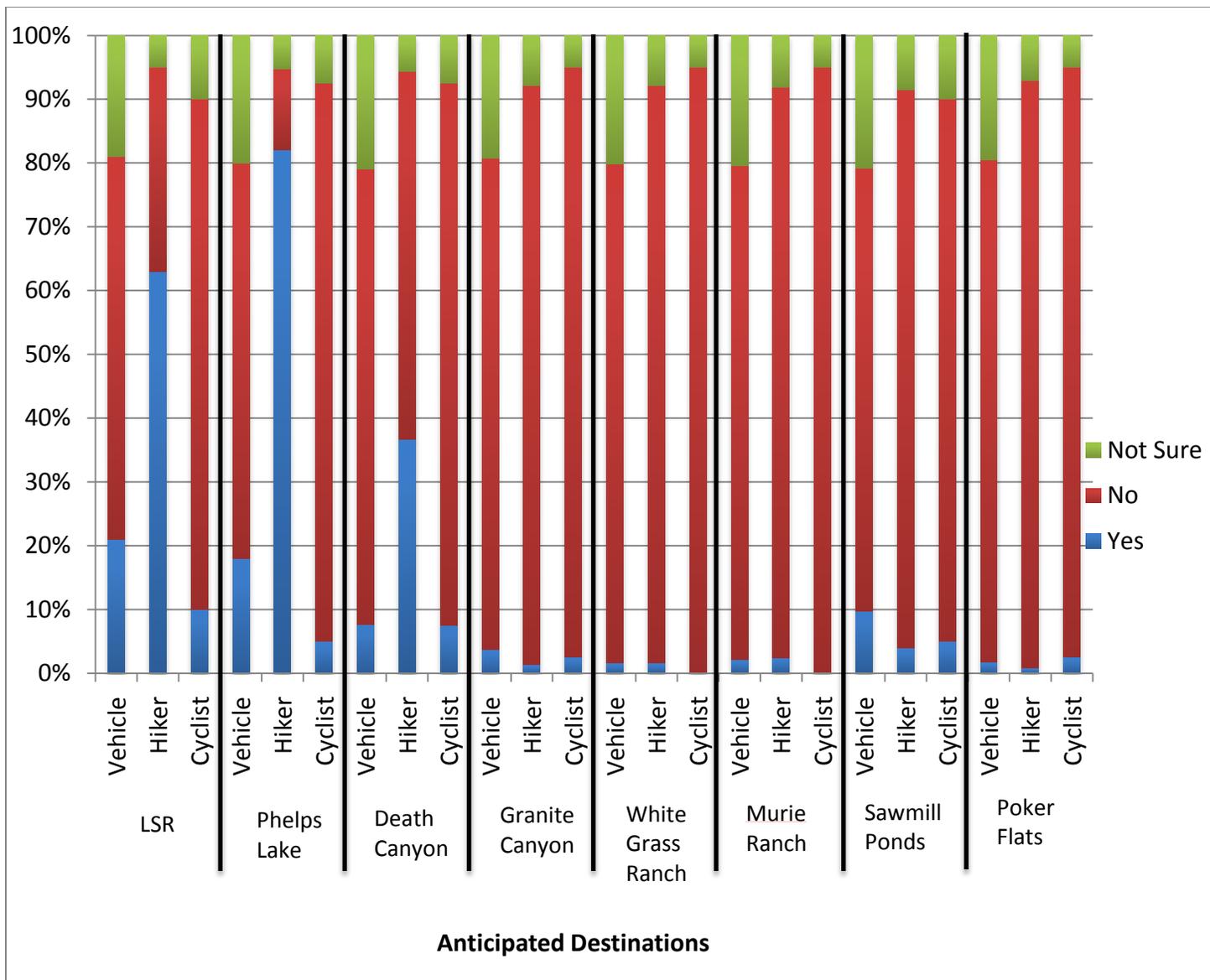


Figure 6: Anticipated destinations

Activities

In the pre-experience survey, participants were asked to list and rank their three primary activities within the MWC the day of their visit (Table 6, Figure 7). This question was open-ended. Of the participants in vehicles, the most frequently reported top ranked activities were *hiking* (26.6%), *driving* (19.3%), and *wildlife viewing* (17.3%). Hikers also reported *hiking* (75.2%) as the top ranked activity. The next most frequently reported top ranked activities for hiking participants were *wildlife* (6.0%), and *scenery* (4.4%). Of the cycling participants, the most frequently reported top ranked activities were *biking* (80.0%), *other* (10.0%), and *wildlife* (5.0%)

Table 6: Anticipated primary activities

Primary Activity ^{1,2}	User Group	n ³	%
Biking	Vehicle	5	0.5
	Hiker	2	0.3
	Cyclist	32	80.0
Climbing	Vehicle	2	0.2
	Hiker	4	0.6
	Cyclist	0	0
Commuting	Vehicle	53	5.5
	Hiker	1	0.1
	Cyclist	0	0
Driving	Vehicle	185	19.3
	Hiker	2	0.3
	Cyclist	1	2.5
Food/Drink	Vehicle	12	1.3
	Hiker	3	0.4
	Cyclist	1	2.5
Hiking	Vehicle	255	26.6
	Hiker	530	75.2
	Cyclist	0	0
Jumping*	Vehicle	1	0.1
	Hiker	8	1.1
	Cyclist	0	0
LSR Preserve	Vehicle	17	1.8
	Hiker	10	1.4
	Cyclist	0	0
Photography	Vehicle	55	5.7
	Hiker	15	2.1
	Cyclist	0	0

Primary Activity^{1,2}	User Group	n³	%
Running	Vehicle	3	0.3
	Hiker	3	0.4
	Cyclist	0	0
Scenery	Vehicle	121	12.6
	Hiker	31	4.4
	Cyclist	0	0
Swimming	Vehicle	2	0.2
	Hiker	13	1.8
	Cyclist	0	0
Visitor Center	Vehicle	2	0.2
	Hiker	4	0.6
	Cyclist	0	0
Water Recreation	Vehicle	14	1.5
	Hiker	8	1.1
	Cyclist	0	0
Wildlife	Vehicle	166	17.3
	Hiker	42	6.0
	Cyclist	2	5.0
Other	Vehicle	41	4.3
	Hiker	20	2.5
	Cyclist	4	10

¹Original answers were open-ended; responses were categorized. See Appendix B

²Only activities ranked number one are listed

³Total vehicles = 941, total hikers = 696, total cyclists = 40

*Most likely indicating jumping off “Jump Off Rock” at Phelps Lake

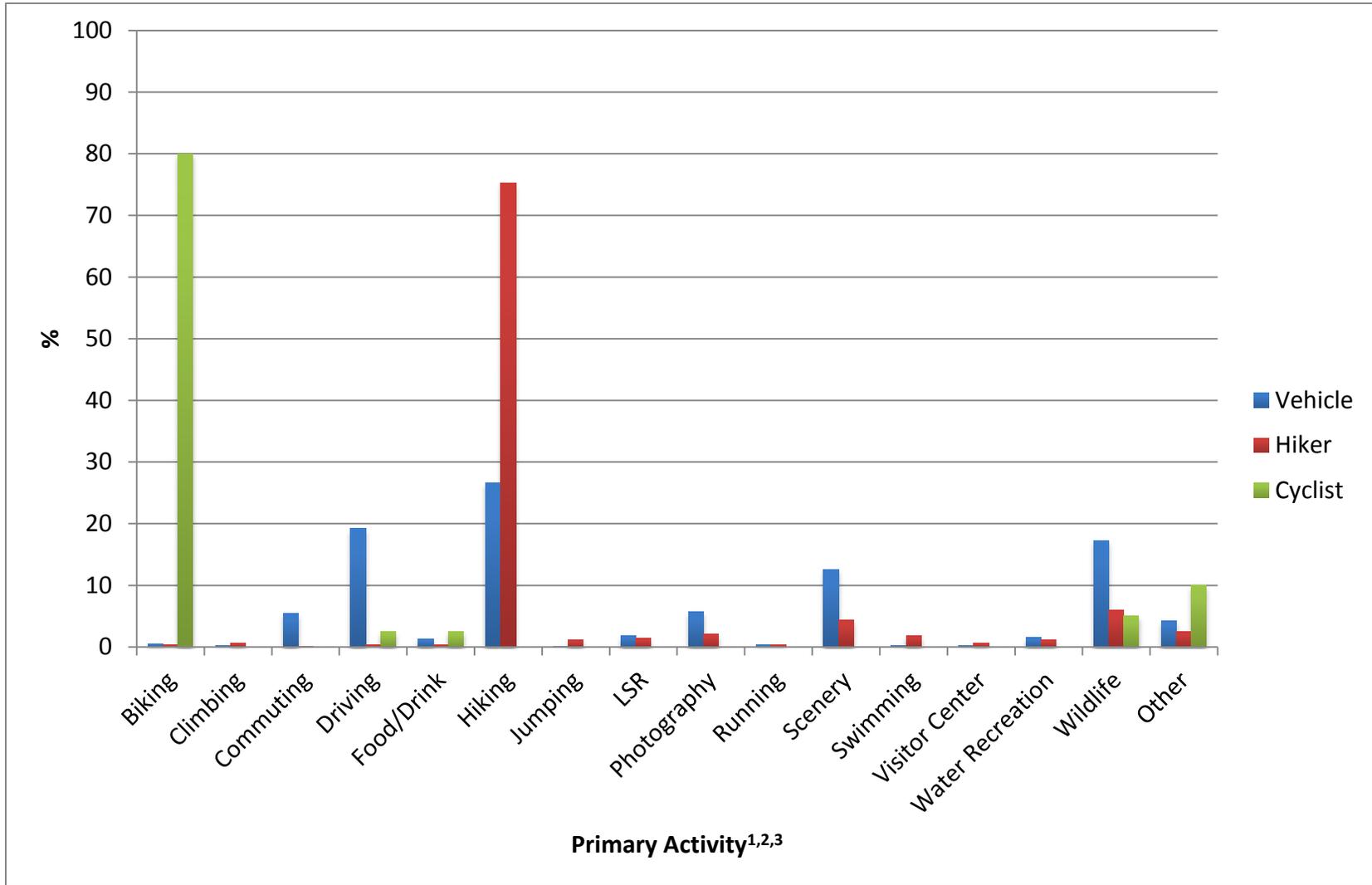


Figure 7: Anticipated primary activities

¹Original answers were open-ended; responses were categorized. See Appendix B

²Only activities ranked number one are listed

³Total vehicles = 941, total hikers = 696, total cyclists = 40

In the post-experience survey, participants were asked a closed-ended question about activities they participated in during their visit. A list of fourteen different activities was shown to participants, and they were asked if they did or did not participate in this activity while in the MWC (Table 7, Figure 8). Of the participants in vehicles, the most frequently reported activities were *scenic driving* (83.5%), *viewing the scenery* (81.6%), and *viewing wildlife* (63.8%). The most frequently reported activities among hiking participants were *viewing the scenery* (96.0%), *hiking or walking* (94.7%), and *viewing wildlife* (81.2%). Of the cycling participants, the most frequently reported activities were *cycling* (92.5%), *viewing the scenery* (82.5%), and *viewing wildlife* (37.5%).

Table 7: Activities participated in

Activities Participated In	User Group	<i>n</i> ¹	%
Viewing the Scenery	Vehicle	651	81.6
	Hiker	596	96.0
	Cyclist	33	82.5
Viewing Wildlife	Vehicle	509	63.8
	Hiker	504	81.2
	Cyclist	15	37.5
Scenic Driving	Vehicle	666	83.5
	Hiker	427	68.8
	Cyclist	6	15.0
Hiking or Walking	Vehicle	234	29.3
	Hiker	588	94.7
	Cyclist	4	10.0
Camping	Vehicle	5	0.6
	Hiker	25	4.0
	Cyclist	0	0
Cycling	Vehicle	13	1.6
	Hiker	15	2.4
	Cyclist	37	92.5
Climbing	Vehicle	14	1.8
	Hiker	31	5.0
	Cyclist	1	2.5

Activities Participated In	User Group	<i>n</i>¹	%
Horseback Riding	Vehicle	3	0.4
	Hiker	5	0.8
	Cyclist	0	0
Fishing	Vehicle	8	1.0
	Hiker	13	2.1
	Cyclist	0	0
Swimming	Vehicle	22	2.8
	Hiker	66	10.6
	Cyclist	0	0
Boating, rafting, or floating river	Vehicle	15	1.9
	Hiker	25	4.0
	Cyclist	0	0
Visiting a visitor center	Vehicle	152	19.0
	Hiker	297	47.8
	Cyclist	2	5.0
Attending a ranger talk or program	Vehicle	22	2.8
	Hiker	53	8.5
	Cyclist	0	0
Commercial guided trip	Vehicle	10	1.3
	Hiker	12	1.9
	Cyclist	0	0

¹Total vehicles = 798, total hikers = 621, and total cyclists = 40

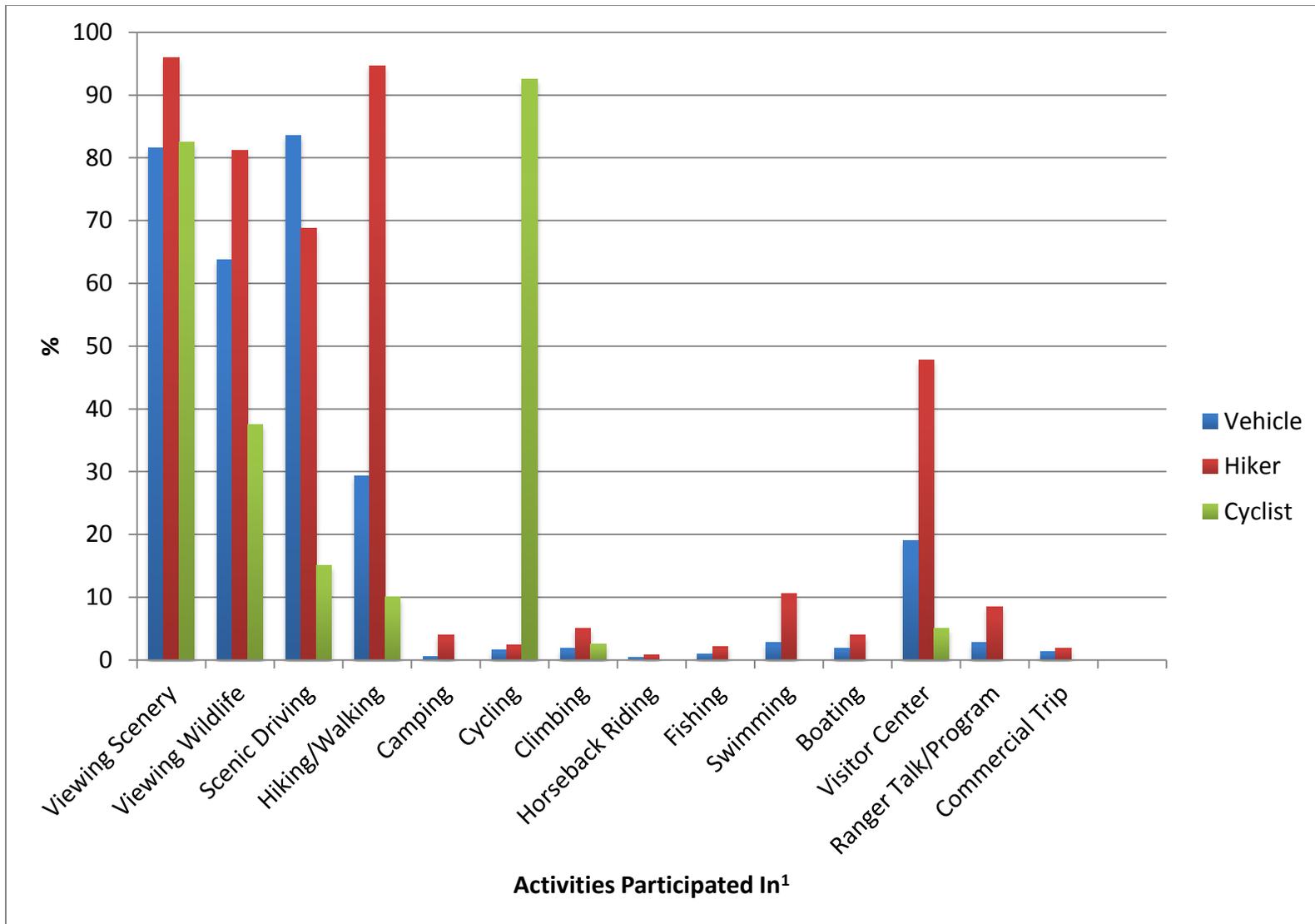


Figure 8: Activities participated in

¹Total vehicles = 798, total hikers = 621, and total cyclists = 40

Visitor Motivations

In the pre-experience survey, participants were asked a series of questions regarding their motivations for visiting the MWC (Tables 8 to 13, and Figure 9). An exploratory factor analysis was performed on all 27 of the motivation variables, using responses measured on a 5-point scale ranging from 1 = “Not at all Important” to 5 = “Extremely Important.” “Not Relevant” responses were not included in the factor analysis. This analysis is used to reveal groupings (i.e. factors) of related variables from a larger set of variables (Vaske, 2008). The motivation variables factored into 6 factors, represented in Tables 8 to 13. The Cronbach’s Alpha is also given for each factor, which represents the reliability of factor and how well items in the factor correlate. The Cronbach’s Alpha is measured on a scale of 0 – 1, with numbers closer to 1 representing higher internal consistency of the factor (Vaske, 2008). Additionally, among the variables in each factor, an analysis of variance test was performed to test for statistically significant differences among variable means. A Scheffe’s post-hoc test was performed to show significant differences at a 0.05 level among user types. “Not relevant” responses were not included in the analysis for variance.

Participants in vehicles and hiker’s top reported motivation in regard to learning (Table 8) was *learning about plants and wildlife of the area* (vehicles and hikers $M = 3.2$, $SD=1.1$). Cyclist’s top reported learning motivation was *learning about nature conservation and preservation values* ($M = 3.0$, $SD = 1.6$). While most participants responded that most learning motivations were “Moderately Important,” between 23.3% and 28.7% of participants in vehicles regarded learning motivations as “Not Relevant.” Between 30.8% and 38.5% of cyclists considered learning motivations as “Not Relevant,” while between 6.4% and 13.5% of hikers considered these motivations “Not Relevant.”

Table 8: Learning motivations

Importance ¹		User Groups	% ²					M ²	SD ²
Learning Motivations Cronbach's Alpha = .830		Not Relevant	Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To learn about the history and cultural significance of the area	Vehicle	28.7	13.1	21.4	37.9	20.3	7.4	2.9	1.1
	Hiker	13.5	13.3	25.6	35.5	21.3	4.3	2.8	1.1
	Cyclist	38.5	29.2	12.5	29.2	12.5	16.7	2.8	1.5
To learn about the plants and wildlife of the area	Vehicle	23.3	8.4	15.8	35.8	30.7	9.3	3.2	1.1
	Hiker	6.4	6.8	17.5	34.5	31.7	9.5	3.2	1.1
	Cyclist	30.8	25.9	11.1	29.6	11.1	22.2	2.9	1.5
To learn about nature conservation and preservation values	Vehicle	24.8	11.3	18.3	35.8	25.8	8.8	3.0	1.1
	Hiker	7.7	9.9	17.1	34.9	30.3	7.7	3.1	1.1
	Cyclist	30.8	25.9	14.8	22.2	11.1	25.9	3.0	1.6
Overall Factor Mean	Vehicle							3.0	
	Hiker							3.0	
	Cyclist							3.0	

¹Measured on a five-point scale with 1 = "Not at all important" and 5 = "Extremely important"

²Percent, means, and standard deviations do not include "not relevant" responses

Participants in vehicles, hikers, and cyclists top reported motivation in regard to nature (Table 9) was *to view scenic beauty* (vehicles M = 4.5, SD =0.7; hikers M = 4.6, SD = 0.6; cyclists M = 4.6, SD = 0.7). Generally, most learning motivations for all user types were around “Very Important,” however between 8.8% and 14.9% of participants in vehicles regarded nature motivations as “Not Relevant.” Fewer hikers and cyclists responded nature motivations to be “Not Relevant.”

Table 9: Nature motivations

Importance ¹		User Groups	% ²					M ²	SD ²
Nature Motivations Cronbach’s Alpha = .834		Not Relevant	Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To view the scenic beauty	Vehicle	8.8	0.2	1.2	6.7	33.3	58.6	4.5	0.7
	Hiker	0.4	0	0.4	4.9	27.4	67.3	4.6	0.6
	Cyclist	0	0	2.6	5.1	23.1	69.2	4.6	0.7
To experience a sense of connection with nature	Vehicle	13.4	2.0	4.8	18.7	37.8	36.6	4.0	1.0
	Hiker	2.1	0.4	2.1	12.5	38.3	46.7	4.3	0.8
	Cyclist	5.3	2.8	2.8	13.9	44.4	36.1	4.1	0.9
To experience the diversity of the natural world	Vehicle	14.9	1.9	5.0	21.9	40.9	30.3	3.9	0.9
	Hiker	2.4	0.9	3.1	17.5	41.6	36.9	4.1	0.9
	Cyclist	12.8	2.9	8.8	20.6	35.3	32.4	3.9	1.1
To enjoy the natural quiet and sounds of nature	Vehicle ^a	13.5	3.1	6.0	19.1	42.7	29.2	3.9	1.0
	Hiker ^a	2.5	0.9	2.5	15.4	45.3	35.9	4.1	0.8
	Cyclist ^b	10.3	17.1	8.6	11.4	28.6	34.3	3.5	1.5
To experience tranquility and contemplativeness in nature	Vehicle ^{a,b}	14.4	3.1	7.3	23.3	39.3	26.9	3.8	1.0
	Hiker ^b	2.4	1.8	4.3	15.5	43.4	35.0	4.1	0.9
	Cyclist ^a	10.3	11.4	14.3	8.6	34.3	31.4	3.6	1.4
Overall Factor Mean	Vehicle ^{a,b}							4.0	
	Hiker ^a							4.2	
	Cyclist ^b							4.0	

¹ Measured on a five-point scale with 1 = “Not at all important” and 5 = “Extremely important”

² Percent, means, and standard deviations do not include “not relevant” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “Not relevant responses” not included.

Participants in vehicles, hikers, and cyclists top reported motivation in regard to wildlife (Table 10) was *to view wildlife* (vehicles $M = 4.3$, $SD = 0.8$; hikers $M = 4.2$, $SD = 0.9$; cyclists $M = 3.9$, $SD = 1.0$). Generally, most learning motivations for participants in vehicles and hikers were around “Very Important,” while they were around “Moderately Important” for cyclists. Between 9.7% and 14.9% of participants in vehicles regarded nature motivations as “Not Relevant.” For cyclists, between 10.3% and 20.5% considered these motivations as “Not Relevant.” Fewer hikers responded nature motivations to be “Not Relevant,” with between 1.9% and 3.0% responding as such.

Table 10: Wildlife motivations

Importance ¹		User Groups	% ²					M ²	SD ²
Wildlife Motivations		Not Relevant	Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To view wildlife	Vehicle ^a	9.7	0.7	2.5	13.6	32.2	51.0	4.3	0.8
	Hiker ^a	1.9	1.2	3.1	17.5	34.1	44.2	4.2	0.9
	Cyclist ^b	10.3	0	8.6	31.4	25.7	34.3	3.9	1.0
To photograph wildlife	Vehicle ^a	9.7	5.2	8.0	21.5	32.4	32.8	3.8	1.1
	Hiker ^a	1.9	9.0	10.7	23.0	30.5	26.7	3.6	1.2
	Cyclist ^b	10.3	28.6	25.0	21.4	10.7	14.3	2.6	1.4
To experience wildlife in nature	Vehicle ^a	12.0	1.5	3.9	17.3	41.0	36.3	4.1	0.9
	Hiker ^a	2.4	1.9	4.9	20.2	39.0	34.0	4.0	1.0
	Cyclist ^b	10.3	5.7	17.1	25.7	22.9	28.6	3.5	1.2
To experience wildlife to have a memorable story to tell other people	Vehicle ^a	14.9	6.1	7.8	28.4	31.9	35.9	3.6	1.1
	Hiker ^a	3.0	8.4	13.0	25.2	29.8	23.5	3.6	1.2
	Cyclist ^b	20.5	22.6	25.8	19.4	16.1	16.1	2.8	1.4
Overall Factor Mean	Vehicle ^a							4.0	
	Hiker ^a							3.8	
	Cyclist ^b							3.2	

¹ Measured on a five-point scale with 1 = “Not at all important” and 5 = “Extremely important”

² Percent, means, and standard deviations do not include “not relevant” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “Not relevant responses” not included.

Participants in vehicles, hikers, and cyclists top reported motivation in regard to restoration (Table 11) was *to get away from the usual demands of life* (vehicles M = 3.9, SD = 1.1; hikers M = 3.9, SD = 1.1; cyclists M = 4.0, SD = 1.4). Cyclists also reported *to experience a positive change in mood or emotion* as a top restorative motivation (M = 4.0, SD = 1.1). Generally, most learning motivations for all participants were between “Moderately Important” and “Very Important.” Between 14.4% and 22.5% of participants in vehicles regarded restorative motivations as “Not Relevant.” For cyclists, between 7.9% and 16.2% considered these motivations as “Not Relevant.” Fewer hikers responded nature motivations to be “Not Relevant,” with between 3.1% and 8.9% responding as such.

Table 11: Restorative motivations

Importance ¹		User Groups	% ²					M ²	SD ²
Restorative Motivations Cronbach's Alpha = .906		Not Relevant	Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To experience the rustic, narrow, winding, slow traveling and historic character of the road ³	Vehicle ^a	17.1	13.1	12.5	24.9	29.7	19.8	3.3	1.3
	Hiker ^a	5.5	13.3	14.5	26.2	28.0	17.9	3.2	1.3
	Cyclist ^b	10.3	5.7	11.4	14.3	28.6	40.0	3.9	1.2
To experience solitude	Vehicle	17.2	11.6	9.5	28.1	29.5	21.3	3.4	1.2
	Hiker	6.0	7.8	12.0	24.6	32.7	22.9	3.5	1.2
	Cyclist	15.8	18.8	9.4	9.4	18.8	43.8	3.6	1.6
To experience a feeling of calmness or peace	Vehicle	14.4	5.5	9.5	24.1	36.3	24.5	3.7	1.1
	Hiker	3.1	2.5	9.3	21.0	37.5	29.7	3.8	1.0
	Cyclist	10.3	5.7	11.4	14.3	31.4	37.1	3.8	1.2
To experience a positive change in mood and emotion	Vehicle ^a	16.1	6.9	9.1	25.5	35.4	23.0	3.6	1.1
	Hiker ^{a,b}	4.3	4.7	9.4	21.3	37.1	27.4	3.7	1.1
	Cyclist ^b	7.9	2.9	8.6	11.4	37.1	40.0	4.0	1.1

Importance ¹		User Groups		% ²					M ²	SD ²
Restorative Motivations Cronbach's Alpha = .906		Not Relevant	Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important			
			1	2	3	4	5			
To think about your personal values	Vehicle	22.5	16.0	15.0	26.4	26.4	16.2	3.1	1.3	
	Hiker	8.9	14.7	20.7	25.7	23.3	15.6	3.0	1.3	
	Cyclist	15.4	15.2	18.2	18.2	18.2	30.3	3.3	1.5	
To give my mind a rest	Vehicle	17.8	8.0	11.2	22.0	32.4	26.4	3.6	1.2	
	Hiker	4.8	6.6	12.5	21.3	32.3	27.3	3.6	1.2	
	Cyclist	10.3	8.6	14.3	11.4	22.9	42.9	3.8	1.4	
To get away from the usual demands of life	Vehicle	16.1	5.0	6.9	17.7	35.7	34.7	3.9	1.1	
	Hiker	5.5	4.9	6.6	16.9	36.3	35.2	3.9	1.1	
	Cyclist	7.9	11.4	5.7	5.7	25.7	51.4	4.0	1.4	
To get away from the noise back home	Vehicle	18.8	8.0	10.4	21.6	29.5	30.5	3.6	1.2	
	Hiker	7.0	7.3	9.7	22.2	32.5	28.3	3.7	1.2	
	Cyclist	16.2	12.9	12.9	16.1	25.8	32.3	3.5	1.4	
To escape from answering emails, texts, or phone calls	Vehicle	19.8	10.9	8.9	21.7	28.7	29.7	3.6	1.3	
	Hiker	8.5	9.2	12.1	21.3	28.8	28.8	3.6	1.3	
	Cyclist	15.4	18.2	21.2	21.2	6.1	33.3	3.2	1.5	
Overall Factor Mean	Vehicle								3.6	
	Hiker								3.6	
	Cyclist								3.2	

¹ Measured on a five-point scale with 1 = "Not at all important" and 5 = "Extremely important"

² Percent, means, and standard deviations do not include "not relevant" responses

³ Statistically, the variable "To experience the rustic, narrow, winding, slow traveling and historic character of the road" did not group well with any of the other variables, and was placed in the "Restorative Motivations" because it had the least negative impact on the Cronbach's Alpha value (i.e., a coefficient of internal reliability or consistency, which provides insight regarding how closely related the grouped variables are).

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe's Test. "Not relevant responses" not included.

Participants in vehicles, hikers, and cyclists top reported motivation in regard to health (Table 12) was *to get some exercise* (vehicles $M = 3.6$, $SD = 1.1$; hikers $M = 4.0$, $SD = 0.9$; cyclists $M = 4.5$, $SD = 0.9$). Participants in vehicles also reported *to experience a positive change in mood or emotion* as a top restorative motivation ($M = 4.0$, $SD = 1.1$). Generally, most health motivations for all participants were between “Moderately Important” and “Very Important.” Between 14.4% and 22.5% of participants in vehicles regarded restorative motivations as “Not Relevant.” For cyclists, between 7.9% and 16.2% considered these motivations as “Not Relevant.” Fewer hikers responded health motivations to be “Not Relevant,” with between 3.1% and 8.9% responding as such.

Table 12: Health motivations

Importance ¹		User Groups	% ²					M ²	SD ²
Health Motivations Cronbach's Alpha = .839		Not Relevant	Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To get some exercise	Vehicle ^a	18.6	7.4	8.4	25.2	37.3	21.6	3.6	1.1
	Hiker ^b	1.8	1.3	5.0	17.6	44.0	32.1	4.0	0.9
	Cyclist ^c	5.1	0	5.4	13.5	5.4	75.7	4.5	0.9
To improve my physical health	Vehicle ^a	19.1	8.6	10.2	26.3	33.7	21.2	3.5	1.2
	Hiker ^a	3.3	3.6	7.3	22.3	38.5	28.3	3.8	1.0
	Cyclist ^b	5.3	0	8.3	11.1	8.3	72.2	4.4	1.0
To experience a sense of adventure or challenge	Vehicle ^a	15.3	4.6	10.3	28.8	36.4	19.9	3.6	1.1
	Hiker ^{a,b}	2.8	4.0	8.6	27.0	35.5	24.8	3.7	1.1
	Cyclist ^b	7.7	5.6	5.6	16.7	27.8	44.4	4.0	1.2
Overall Factor Mean	Vehicle ^a							3.6	
	Hiker ^a							3.8	
	Cyclist ^b							4.3	

¹ Measured on a five-point scale with 1 = “Not at all important” and 5 = “Extremely important”

² Percent, means, and standard deviations do not include “not relevant” responses

^{a,b,c} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe's Test. “Not relevant responses” not included.

Participants in vehicles top reported motivations in regard to family (Table 13) was *to spend time with family/friends* (M = 4.1, SD = 1.0) and *to share this place with my family/friends* (M = 4.1, SD = 1.0). For hikers, the top reported family motivation was *to spend time with family/friends* (M = 4.2, SD = 1.0) and for cyclists it was *to share this place with my family* (M = 3.7, SD = 1.5). Generally, most health motivations for participants in vehicles and hikers were around “Very Important,” while it averaged around “Moderately Important” for cyclists. Between 18.8% and 26.6% of participants in vehicles regarded family motivations as “Not Relevant.” For cyclists, between 46.2% and 33.3% considered these motivations as “Not Relevant.” Fewer hikers responded family motivations to be “Not Relevant,” with between 8.5% and 19.9% responding as such.

Table 13: Family Motivations

Importance ¹		User Groups	% ²					M ²	SD ²	
Family Motivations		Not Relevant	Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important			
Cronbach’s Alpha = .910			1	2	3	4	5			
To spend time with family/friends	Vehicle ^a	18.9	3.4	3.5	12.1	37.3	43.6	4.1	1.0	
	Hiker ^a	8.1	4.7	1.9	8.3	36.7	48.4	4.2	1.0	
	Cyclist ^b	33.3	19.2	15.4	7.7	15.4	42.3	3.5	1.6	
To bring my family closer together	Vehicle ^a	26.6	6.3	4.2	16.9	36.4	36.2	3.9	1.1	
	Hiker ^a	19.9	7.4	5.2	15.7	32.3	39.4	3.9	1.2	
	Cyclist ^b	46.2	23.8	9.5	14.3	9.5	42.9	3.4	1.7	
To share this place with my family/friends	Vehicle	18.8	4.1	4.2	13.0	39.5	39.2	4.1	1.0	
	Hiker	9.5	4.3	3.2	13.9	36.0	42.6	4.1	1.0	
	Cyclist	35.9	16.0	4.0	16.0	20.0	44.0	3.7	1.5	
Overall Factor Mean	Vehicle ^a								4.1	
	Hiker ^a								4.1	
	Cyclist ^b								3.5	

¹ Measured on a five-point scale with 1 = “Not at all important” and 5 = “Extremely important”

² Percent, means, and standard deviations do not include “not relevant” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “Not relevant responses” not included.

Figure 9 presents the overall mean for each motivation factor. The most important motivations for participants in vehicles were in regard to *family* (overall mean = 4.1, SD = 1.0), *wildlife* (overall mean = 4.0, SD = 0.8), and *nature* (overall mean = 4.0, SD = 0.7). Hikers were similar, with *nature* (overall mean = 4.2, SD = 0.6) being the top rated motivation, followed by *family* (overall mean = 4.1, SD = 1.0), *wildlife* (overall mean = 3.8, SD = 0.9), and *health* (overall mean = 3.8, SD = 0.96). Cyclists slightly differed from participants in vehicles and hikers. The most important motivations for cyclists were *health* (overall mean = 4.3, SD = 0.8), *nature* (overall mean = 4.0, SD = 0.9), and *family* (overall mean = 3.5, SD = 1.5).

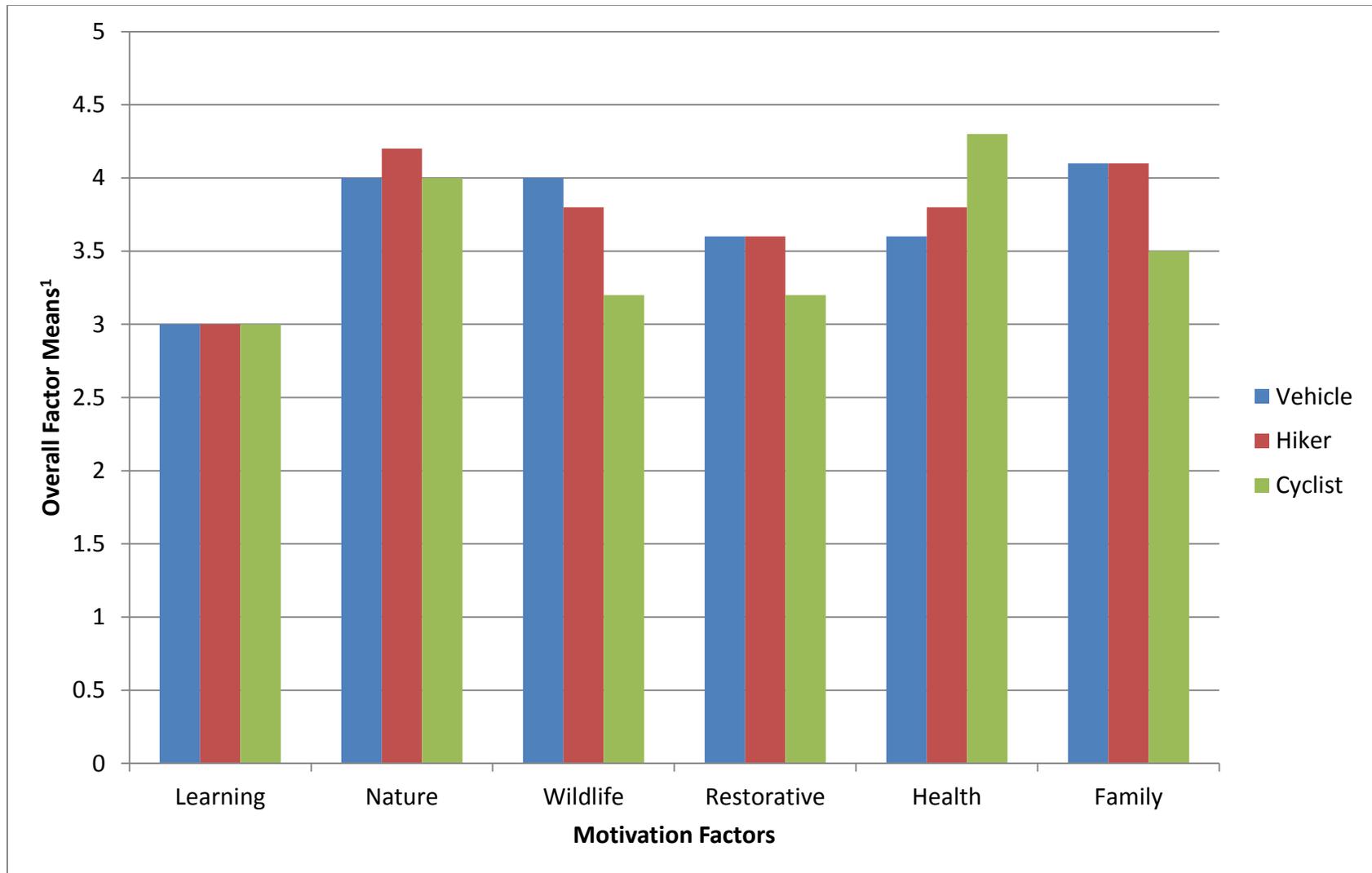


Figure 9: Overall factor means for motivation variables

¹ Measured on a five-point scale with 1 = “Not at all important” and 5 = “Extremely important”; “Not relevant” responses not included.

Visitor Experience Compared with Expectations

In the post-experience survey, participants were asked a series of questions regarding how their experience compared with their expectations while visiting the MWC (based on a 5-point scale ranging from 1 = “A Lot Less Than Expected” to 5 = “A Lot More Than Expected”) (Tables 14 to 19, and Figure 10). An exploratory factor analysis was performed on all 27 of the motivation variables, using responses measured on a 5-point scale ranging from 1 = “Not at All Important” to 5 = “Extremely Important.” “Not Relevant” responses were not included in the factor analysis. This analysis is used to reveal groupings (i.e. factors) of related variables from a larger set of variables (Vaske, 2008). The motivation variables factored into 6 factors, represented in Tables 8 to 13. To maintain consistency, the following “expectations” tables were organized based on how the variables factored together. Additionally, among the variables in each factor, an analysis of variance test was performed to test for statistically significant differences among variable means. A Scheffe’s post-hoc test was performed to show significant differences at a 0.05 level among user types. “Not Expectation” responses were not included in the analysis for variance.

For expectations related to learning opportunities, the majority of cyclists (between 54.7% and 66.7%) reported having “No Expectation” (Table 14). Of the participants that had expectations, the majority in all user types reported each learning opportunity to be “About as Expected”.

Table 14: Learning expectations

Opportunity ¹		User Groups	% ²					M ²	SD ²	
Learning Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected			
			1	2	3	4	5			
To learn about the history and cultural significance of the area	Vehicle	47.5	1.8	7.0	75.2	13.0	3.0	3.1	0.6	
	Hiker	40.4	1.4	6.5	69.1	19.9	3.1	3.2	0.6	
	Cyclist	54.7	0	0	100.0	0	0	3.0	0	
To learn about the plants and wildlife of the area	Vehicle	40.4	1.7	6.6	74.2	14.2	3.3	3.1	0.6	
	Hiker	27.1	1.6	6.7	70.0	19.3	2.5	3.1	0.6	
	Cyclist	64.1	0	0	78.6	21.4	0	3.2	0.4	
To learn about nature conservation and preservation values	Vehicle	43.3	2.1	8.8	72.9	13.2	3.0	3.1	0.6	
	Hiker	31.7	1.5	8.8	69.5	16.7	3.4	3.1	0.7	
	Cyclist	66.7	0	7.7	84.6	7.7	0	3.0	0.4	
Overall Factor Mean		Vehicle						3.1		
		Hiker						3.2		
		Cyclist						3.0		

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

Of the participants that had expectations, the majority in all user types reported most nature opportunities to be “About as Expected” (Table 15). Of the hiking participants, 33.9% reported opportunities *to view scenic beauty* to be “About as Expected,” while 44.1% and 21.0% reported opportunities *to view scenic beauty* as “More Than Expected” and “A Lot More Than Expected,” respectively.

Table 15: Nature expectations

Opportunity ¹		User Groups	% ²					M ²	SD ²
Nature Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To view the scenic beauty	Vehicle ^a	9.9	0.4	3.3	52.2	32.7	11.4	3.5	0.8
	Hiker ^b	2.1	0	1.0	33.9	44.1	21.0	3.9	0.8
	Cyclist ^a	13.2	3.0	0	54.5	36.4	6.1	3.4	0.8
To experience a sense of connection with nature	Vehicle ^a	17.7	1.1	2.4	65.6	24.8	6.2	3.3	0.7
	Hiker ^b	4.3	0	1.1	52.9	34.7	11.4	3.6	0.7
	Cyclist ^{a,b}	17.9	3.1	3.1	62.5	25.0	6.3	3.3	0.8
To experience the diversity of the natural world	Vehicle ^{a,b}	17.6	1.4	4.1	70.1	19.8	4.6	3.2	0.7
	Hiker ^a	6.9	0.2	2.0	59.8	28.2	9.8	3.5	0.7
	Cyclist ^b	17.9	3.1	6.3	71.9	15.6	3.1	3.1	0.7
To enjoy the natural quiet and sounds of nature	Vehicle ^{a,b}	17.8	1.4	3.3	69.5	19.5	6.2	3.3	0.7
	Hiker ^a	2.6	0.2	3.6	54.2	29.6	12.5	3.5	0.8
	Cyclist ^b	23.1	0	6.7	73.3	16.7	3.3	3.2	0.6
To experience tranquility and contemplativeness in nature	Vehicle ^{a,b}	20.6	1.3	4.8	72.3	17.0	4.6	3.2	0.6
	Hiker ^a	5.4	0	4.2	60.8	27.7	7.2	3.4	0.7
	Cyclist ^b	23.1	0	10.0	76.7	13.3	0	3.0	0.5
Overall Factor Mean	Vehicle ^a							3.3	
	Hiker ^b							3.6	
	Cyclist ^a							3.2	

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “No expectation” not included.

On average, participants that had wildlife expectations from all user types reported their opportunities for wildlife to be “Less Than They Expected” (Table 16). However the majority of participants from all user types reported opportunities *to experience wildlife in nature* and *to experience wildlife to have a memorable story to tell other people* to be “About as They Expected”.

Table 16: Wildlife expectations

Opportunity ¹		User Groups	% ²					M ²	SD ²
Wildlife Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To view wildlife	Vehicle ^{a,b}	11.7	7.6	28.2	43.0	15.4	5.7	2.8	1.0
	Hiker ^a	3.8	3.5	26.3	43.0	21.1	6.1	3.0	0.9
	Cyclist ^b	28.2	0	46.4	53.6	0	0	2.5	0.5
To photograph wildlife	Vehicle	22.8	8.7	26.6	46.7	13.1	4.9	2.8	0.9
	Hiker	15.6	4.8	23.2	48.7	18.8	4.6	3.0	0.9
	Cyclist	61.5	0	26.7	66.7	6.7	0	2.8	0.6
To experience wildlife in nature	Vehicle	15.5	6.7	24.1	50.9	14.0	4.3	2.9	0.9
	Hiker	6.0	3.0	21.5	52.4	17.8	5.3	3.0	0.9
	Cyclist	43.6	0	36.4	59.1	4.5	0	2.7	0.6
To experience wildlife to have a memorable story to tell other people	Vehicle	21.2	6.1	21.9	53.0	13.2	5.8	2.9	0.9
	Hiker	16.4	3.2	19.0	53.1	18.0	6.8	3.1	0.9
	Cyclist	48.7	0	40.0	50.0	5.0	5.0	2.8	0.8
Overall Factor Mean	Vehicle ^{a,b}							2.8	
	Hiker ^a							3.0	
	Cyclist ^b							2.9	

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “No expectation” not included.

Of the participants that had expectations, the majority in all user types reported each restorative opportunity to be “About as Expected” (Table 17).

Table 17: Restorative expectations

Opportunity ¹		User Groups	% ²					M ²	SD ²
Restorative Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To experience the rustic, narrow, winding, slow traveling and historic character of the road ³	Vehicle	18.8	1.6	4.2	65.4	21.7	7.1	3.3	0.7
	Hiker	15.2	0.6	3.9	64.4	23.0	8.1	3.3	0.7
	Cyclist	15.4	3.0	3.0	75.8	15.2	3.0	3.1	0.7
To experience solitude	Vehicle ^{a,b}	23.0	1.9	10.1	69.2	14.6	4.2	3.1	0.7
	Hiker ^a	9.0	1.8	10.5	59.4	21.8	6.4	3.2	0.8
	Cyclist ^b	28.2	3.6	7.1	85.7	3.6	0	2.9	0.5
To experience a feeling of calmness or peace	Vehicle ^{a,b}	20.2	1.5	6.0	70.1	18.2	4.2	3.2	0.7
	Hiker ^a	6.6	0.7	2.3	66.3	23.8	6.8	3.3	0.7
	Cyclist ^b	20.5	3.2	9.7	74.2	12.9	0	3.0	0.6
To experience a positive change in mood and emotion	Vehicle	24.1	1.4	3.3	68.7	21.4	5.3	3.3	0.7
	Hiker	9.7	0.4	1.9	65.8	24.9	7.1	3.4	0.7
	Cyclist	28.2	0	0	89.3	3.6	7.1	3.2	0.5
To think about your personal values	Vehicle	34.7	1.0	5.2	76.2	13.6	4.0	3.1	0.6
	Hiker	25.2	0.2	4.0	74.7	16.3	4.7	3.2	0.6
	Cyclist	41.0	0	0	91.3	8.7	0	3.1	0.3
To give my mind a rest	Vehicle	25.2	0.9	3.1	73.3	17.9	4.9	3.2	0.6
	Hiker	13.1	0.2	3.4	68.4	22.0	5.9	3.3	0.6
	Cyclist	30.8	0	0	85.2	12.8	0	3.2	0.4

Opportunity ¹		User Groups	% ²					M ²	SD ²
Restorative Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To get away from the usual demands of life	Vehicle	21.8	0.7	2.3	73.4	18.6	5.0	3.3	0.6
	Hiker	9.6	0.4	1.7	67.9	21.3	8.7	3.4	0.7
	Cyclist	28.2	0	0	78.6	21.4	0	3.2	0.4
To get away from the noise back home	Vehicle ^{a,b}	23.1	0.7	2.9	71.5	20.1	4.9	3.3	0.6
	Hiker ^a	10.1	0.4	1.5	67.0	23.0	8.2	3.4	0.7
	Cyclist ^b	30.8	0	7.4	77.8	11.1	3.7	3.1	0.6
To escape from answering emails, texts, or phone calls	Vehicle	25.4	1.0	4.2	70.5	17.9	6.4	3.2	0.7
	Hiker	13.2	0.6	4.4	68.8	16.4	9.8	3.3	0.7
	Cyclist	28.2	0	3.6	82.1	14.3	0	3.1	0.4
Overall Factor Mean	Vehicle							3.2	
	Hiker							3.3	
	Cyclist							3.1	

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

³ Statistically, the variable “To experience the rustic, narrow, winding, slow traveling and historic character of the road” did not group well with any of the other variables, and was placed in the “Technology and Health Motivations” because it had the least negative impact on the Cronbach’s Alpha value (i.e., a coefficient of internal reliability or consistency, which provides insight regarding how closely related the grouped variables are)

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “No expectation” not included.

Of the participants that had expectations, the majority in all user types reported each health opportunity to be “About as Expected” (Table 18).

Table 18: Health expectations

Opportunity ¹		User Groups	% ²					M ²	SD ²
Health Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To get some exercise	Vehicle ^a	33.9	2.2	8.2	72.0	14.1	3.5	3.1	0.7
	Hiker ^b	3.1	0	2.8	61.8	26.9	8.6	3.4	0.7
	Cyclist ^{a,b}	15.4	0	0	81.8	15.2	3.0	3.2	0.5
To improve my physical health	Vehicle ^a	36.2	1.2	6.5	78.0	11.4	2.9	3.1	0.6
	Hiker ^b	8.6	0	1.5	73.3	19.2	6.0	3.3	0.6
	Cyclist ^{a,b}	17.9	0	0	81.3	18.8	0	3.2	0.4
To experience a sense of adventure or challenge	Vehicle	28.9	0.4	5.5	73.4	17.2	3.5	3.2	0.6
	Hiker	7.6	0.2	3.4	69.0	20.6	6.9	3.3	0.7
	Cyclist	20.5	0	0	83.9	12.9	3.2	3.2	0.5
Overall Factor Mean	Vehicle ^a							3.1	
	Hiker ^b							3.6	
	Cyclist ^{a,b}							3.2	

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “No expectation” not included.

For expectations related to family opportunities, the majority of cyclists (between 51.3% and 59.0%) reported having “No Expectation”. Of the participants that had expectations, the majority in all user types reported each family opportunity to be “About as Expected” (Table 19).

Table 19: Family expectations

Opportunity ¹		User Groups	% ²					M ²	SD ²
			No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected		
			1	2	3	4	5		
To spend time with family/friends	Vehicle	23.2	0.7	2.0	74.1	18.1	5.1	3.3	0.6
	Hiker	10.9	0	0.9	75.2	16.9	7.0	3.3	0.6
	Cyclist	51.3	0	0	84.2	10.5	5.3	3.2	0.5
To bring my family closer together	Vehicle	29.3	0.4	3.2	74.0	17.4	5.0	3.2	0.6
	Hiker	20.2	0	0.8	74.8	16.8	7.6	3.3	0.6
	Cyclist	59.0	0	6.3	81.3	6.3	6.3	3.1	0.6
To share this place with my family/friends	Vehicle	19.6	0.3	2.2	74.0	17.6	5.9	3.3	0.6
	Hiker	11.6	0	0.4	72.2	20.2	7.2	3.3	0.6
	Cyclist	52.2	0	0	83.3	11.1	5.6	3.2	0.5
Overall Factor Mean	Vehicle							3.3	
	Hiker							3.3	
	Cyclist							3.2	

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

Figure 10 presents the overall mean for each expectation factor. Opportunities that exceeded expectations for participants in vehicles were related to *nature* (overall mean = 3.3, SD = 0.6), *family* (overall mean = 3.2, SD = 0.6), *restoration* (overall mean = 3.2, SD = 0.5), *learning* (overall mean = 3.1, SD = 0.6), and *health* (overall mean = 3.1, SD = 0.6). For hikers, opportunities that exceeded expectations were related to *nature* (overall mean = 3.6, SD = 0.6), *health* (overall mean = 3.3, SD = 0.6), *family* (overall mean = 3.3, SD = 0.6), *restoration* (overall mean = 3.3, SD = 0.5), *health* (overall mean = 3.3, SD = 0.6), and *learning* (overall mean = 3.1, SD = 0.6). For cyclists, opportunities that exceeded expectations were related to *nature* (overall mean = 3.2, SD = 0.5), *health* (overall mean = 3.2, SD = 0.4), *family*, (overall mean = 3.1, SD = 0.5), and *restoration* (overall mean = 3.1, SD = 0.4). Participants in vehicles (overall mean = 2.8, SD = 0.9) and cyclists (overall mean = 2.6, SD = 0.6) had less opportunities related to *wildlife* than expected, while hikers (overall mean = 3.0, SD = 0.8) reported opportunities for *wildlife* to be about as they expected.

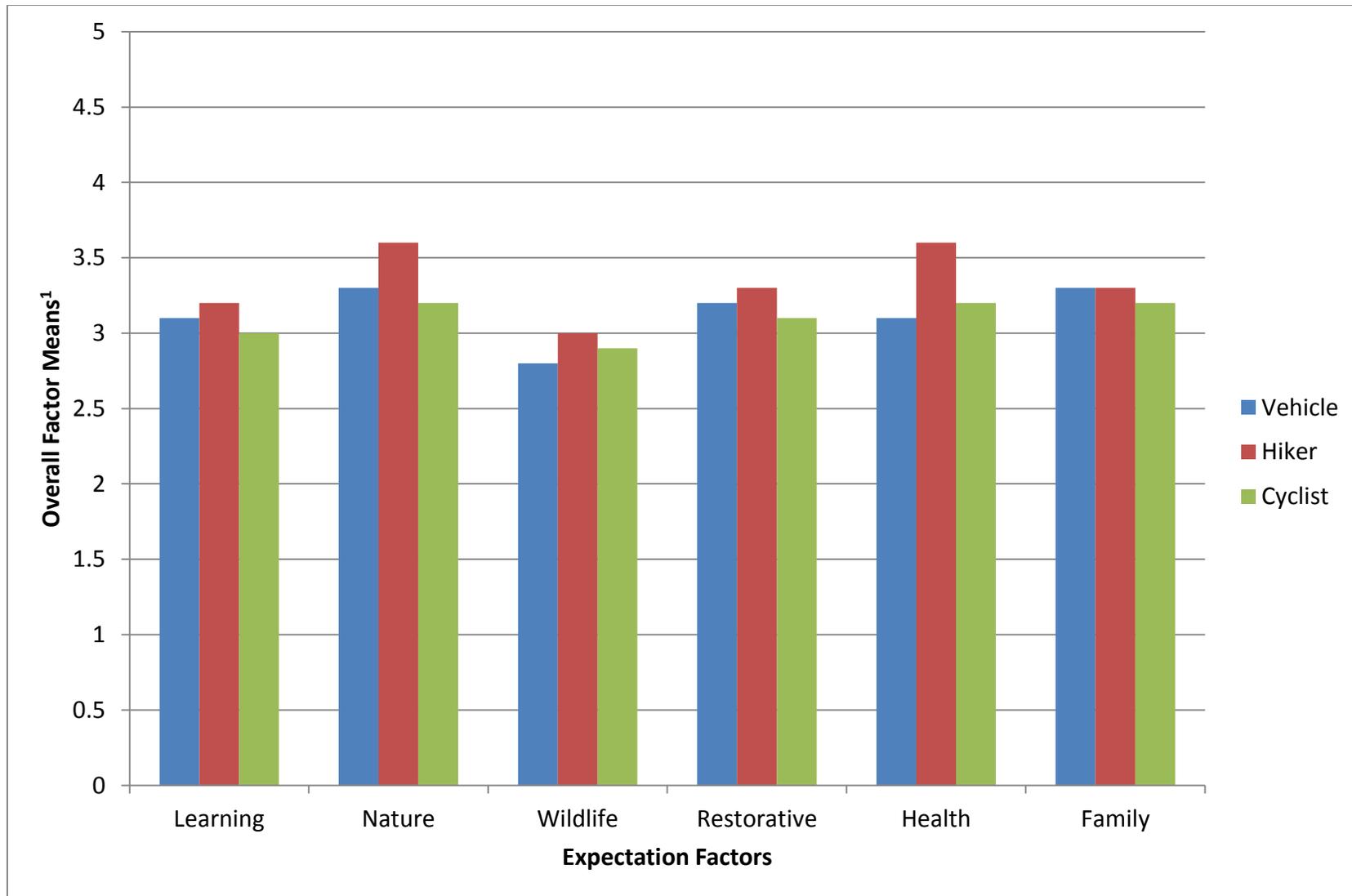


Figure 10: Overall factor means for expectation variables

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

Place Attachment

In the pre-experience survey, participants were asked to read a series of questions regarding their level of attachment to the MWC (based on a 5-point scale ranging from 1 = “Strongly Disagree” to 5 = “Strongly Agree”) (Table 20, Figure 11). An analysis of variance test was performed to test for statistical significant differences between variable means. A Scheffe’s post-hoc test was performed to show significant differences at a 0.05 level among user types.

Most participants reported that they *highly value the MWC*, with the majority of cyclists (75%.0%) reporting that they “Strongly Agree” that they *highly value the MWC* (vehicle M = 4.2, SD = 0.9; hiker M = 4.3, SD = 0.8; cyclists M = 4.7, SD = 0.5). Many participants “Agreed” that they *enjoy visiting the MWC more than any other area in GRTE* (vehicle M = 3.4, SD = 0.9; hiker M = 3.4, SD = 0.8; cyclists M = 3.8, SD = 1.0), however the majority of participants in vehicles (59.3%) and hikers (54.3%) reported being “Neutral” towards this statement. Participants also “Agreed” that *the MWC was part of who they are* (vehicle M = 3.1, SD = 0.9; hiker M = 3.1, SD = 0.8; cyclists M = 3.3, SD = 1.0), however the majority of participants in vehicles (59.9%) and hikers (56.8%) reported being “Neutral” towards this statement. Participants “Disagreed” that *the MWC is no more important to them than other areas of GRTE* (vehicle M 2.9 SD = 0.9; hiker M = 2.9, SD = 0.8; cyclists M = 2.8, SD = 1.1). Participants also “Disagreed” that they *felt no strong commitment to the MWC* (vehicle M = 2.6, SD = 1.0; hiker M = 2.6, SD = 1.0; cyclists M = 2.0, SD = 0.9).

Table 20: Place attachment to the Moose-Wilson Corridor

Place Attachment ¹	User Group	%					M	SD
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
		1	2	3	4	5		
I highly value the Moose-Wilson corridor of the park.	Vehicle ^a	0.1	0.6	24.9	27.9	46.1	4.2	0.9
	Hiker ^a	0	0.3	15.1	36.5	47.7	4.3	0.8
	Cyclist ^b	0	0	2.5	22.5	75.0	4.7	0.5
I enjoy visiting the Moose-Wilson corridor more than any other area of the park.	Vehicle ^a	0.5	7.0	59.3	18.3	14.7	3.4	0.9
	Hiker ^a	0.6	6.3	54.3	23.5	14.9	3.4	0.9
	Cyclist ^b	0	7.5	35.0	30.0	27.5	3.8	1.0

Place Attachment ¹	User Group	%					M	SD
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
		1	2	3	4	5		
I feel that the <i>Moose-Wilson corridor</i> is a part of who I am.	Vehicle	3.4	13.7	59.9	15.0	7.6	3.1	0.9
	Hiker	2.6	15.3	56.8	17.1	7.7	3.1	0.9
	Cyclist	0	20.5	41.0	23.1	15.4	3.3	1.0
The <i>Moose-Wilson corridor</i> is no more important to me than any other areas of the park.	Vehicle	7.9	20.0	49.9	19.6	2.2	2.9	0.9
	Hiker	6.4	22.5	51.0	17.5	2.1	2.9	0.9
	Cyclist	13.2	26.3	36.8	18.4	5.3	2.8	1.1
I feel no strong commitment to the <i>Moose-Wilson corridor</i> .	Vehicle ^a	14.7	24.7	44.1	13.9	2.2	2.6	1.0
	Hiker ^a	14.3	30.1	40.4	12.0	2.7	2.6	1.0
	Cyclist ^b	33.3	43.6	17.9	2.6	2.6	2.0	0.9

¹Measured on a 5 point scale with 1 = “Strongly Disagree” and 5 = “Strongly Agree”

^{a,b}Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test.

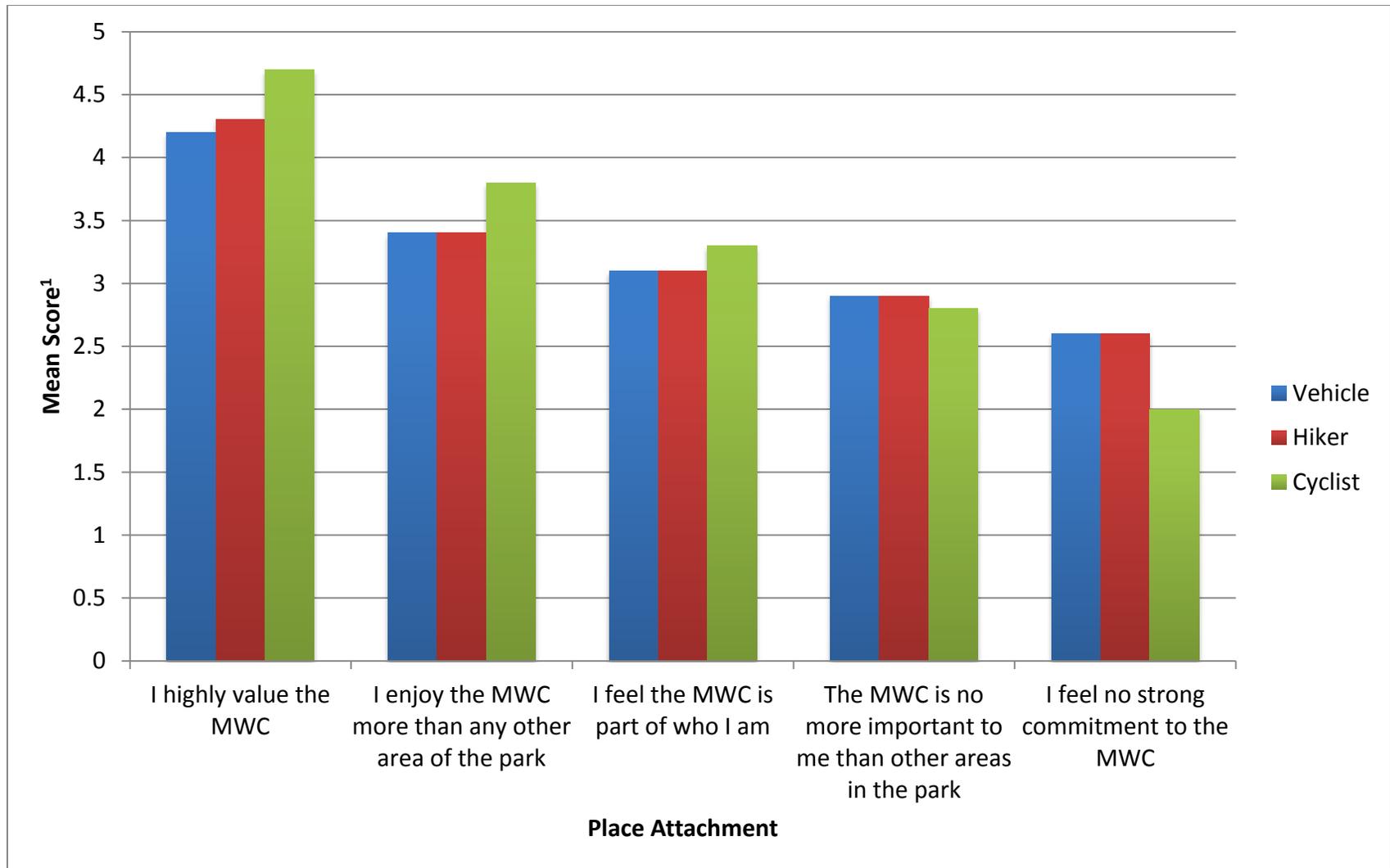


Figure 11: Place attachment to the Moose-Wilson Corridor

¹Measured on a 5-point scale with 1 = “Strongly Disagree” and 5 = “Strongly Agree”

Potential Issues

In the post-experience survey, a series of potential issues were presented and participants were asked how much of a problem each variable was during their visit to the MWC (Tables 21 to 26, Figure 12 to 17). The Cronbach’s Alpha is also given for each grouping, which represents the reliability of factor and how well items in the factor correlate. The Cronbach’s Alpha is measured on a scale of 0 – 1, with numbers closer to 1 representing higher internal consistency of the factor (Vaske, 2008).

The majority in all user types reported each potential issue regarding information as “Not a Problem” (Table 21, Figure 12).

Table 21: Information potential issues

Potential Issues ¹	User Group	%		
		Not a Problem	Don’t Know/ No Opinion	Problem
Information Potential Issues Cronbach’s Alpha = .752				
Amount of information provided by the park to properly prepare for a visit to the area	Vehicle	In	9.4	8.5
	Hiker	89.8	3.5	6.7
	Cyclist	87.5	5.0	7.5
Availability of information provided at the park entrance stations	Vehicle	85.8	7.1	7.2
	Hiker	91.4	3.5	5.1
	Cyclist	90.0	5.0	5.0
Number of signs with information about the natural and cultural history of the area	Vehicle	81.9	5.1	13.0
	Hiker	84.1	3.3	12.6
	Cyclist	92.5	7.5	0
Number of signs describing areas of interest along the road	Vehicle	84.0	4.2	11.7
	Hiker	85.8	3.6	10.5
	Cyclist	95.0	2.5	2.5
Number of park rangers or park staff present	Vehicle	89.3	6.3	4.4
	Hiker	93.2	4.3	2.5
	Cyclist	95.0	2.5	2.5

¹ Originally measured on a four-point scale with 1 = “Not a Problem”, 2 = “Small Problem”, 3 = “Big Problem”, and 4 = “Don’t Know/No Opinion, but recoded to show -1 = “Not a Problem”, 1 = “Problem”, and 0 = “Don’t Know/No Opinion”

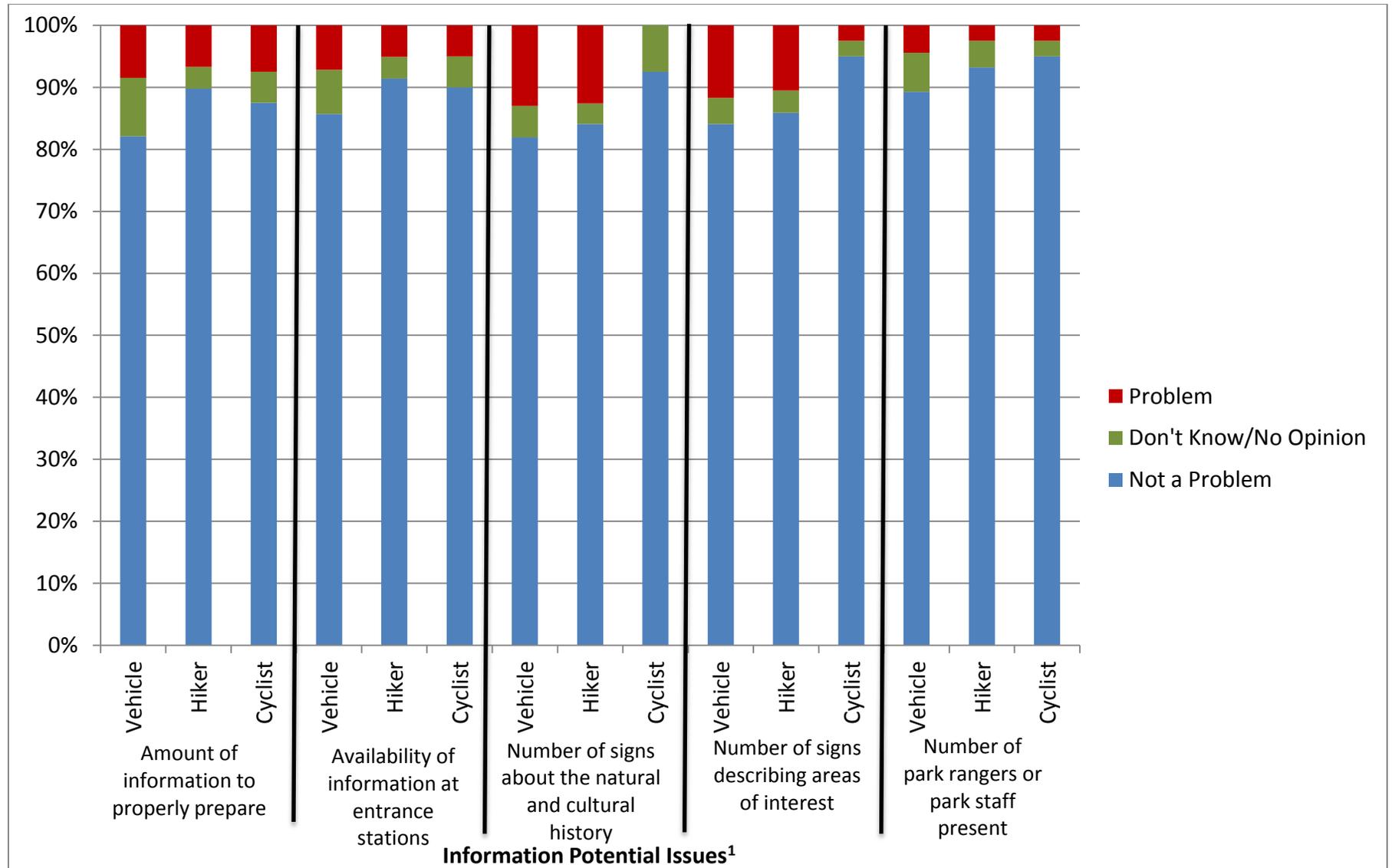


Figure 12: Information potential issues

¹ Originally measured on a four-point scale with 1 = “Not a Problem”, 2 = “Small Problem”, 3 = “Big Problem”, and 4 = “Don’t Know/No Opinion”, but recoded to show -1 = “Not a Problem”, 1 = “Problem”, and 0 = “Don’t Know/No Opinion”

The majority in all user types reported each parking and road condition potential issue as “Not a Problem” (Table 22, Figure 13). However, 50.0% of cyclists considered *conditions of roadway* as a “Problem”, as well as 37.5% considered *the amount of room to adequately pull your vehicle off the road to view areas of interest* to be a “Problem”. Of participants in vehicles, 37.6% reported *conditions of roadway* to be a “Problem”, and 24.3% responded that *the amount of room to adequately pull your vehicle off the road to view areas of interest* was a “Problem”. Additionally, 23.2% and 21.3% of hikers reported *conditions of roadway*, and *the amount of available parking at the trailheads* to be a “Problem”, respectively.

Table 22: Parking and road conditions potential issues

Potential Issues ¹	User Group	%		
		Not a Problem	Don't Know/ No Opinion	Problem
Parking and Road Conditions Potential Issues				
Cronbach's Alpha = .538				
Ease of locating trailheads	Vehicle	88.8	7.1	4.1
	Hiker	87.3	1.0	11.7
	Cyclist	82.5	12.5	5.0
Amount of available parking at the trailheads	Vehicle	81.2	7.0	11.9
	Hiker	78.0	0.7	21.3
	Cyclist	75.0	12.5	12.5
Number of signs warning drivers about roadway conditions	Vehicle	86.6	4.0	9.4
	Hiker	89.6	4.0	6.4
	Cyclist	80.0	5.0	15.0
Amount of room to adequately pull your vehicle off the road to view areas of interest	Vehicle	73.8	1.9	24.3
	Hiker	81.0	3.5	15.5
	Cyclist	57.5	5.0	37.5
Conditions of roadway	Vehicle	60.9	1.5	37.6
	Hiker	75.0	1.8	23.2
	Cyclist	50.0	0	50.0

¹ Originally measured on a four-point scale with 1 = “Not a Problem”, 2 = “Small Problem”, 3 = “Big Problem”, and 4 = “Don't Know/No Opinion”, but recoded to show -1 = “Not a Problem”, 1 = “Problem”, and 0 = “Don't Know/No Opinion”

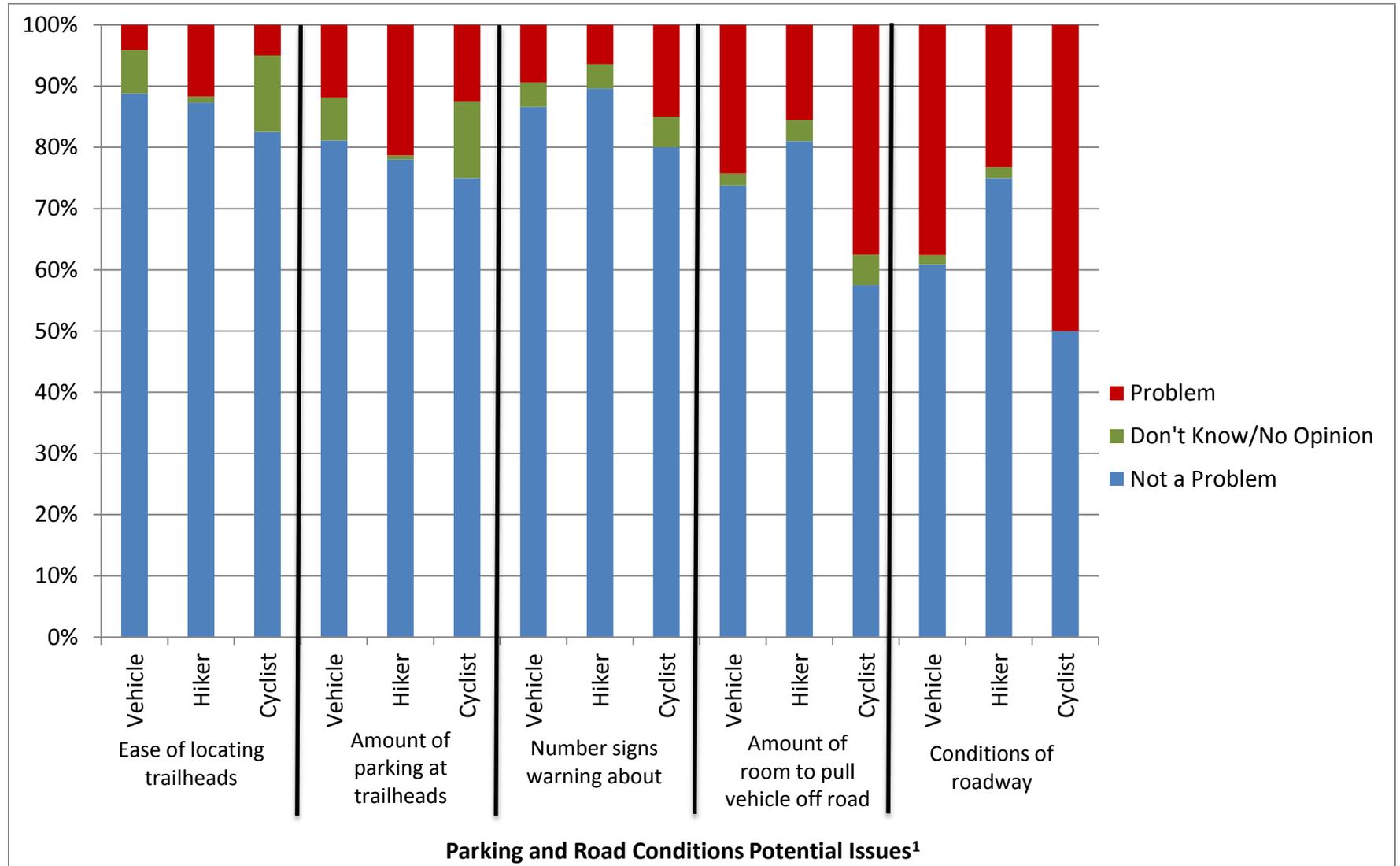


Figure 13: Parking and road conditions potential issues

¹ Originally measured on a four-point scale with 1 = “Not a Problem”, 2 = “Small Problem”, 3 = “Big Problem”, and 4 = “Don’t Know/No Opinion”, but recoded to show -1 = “Not a Problem”, 1 = “Problem”, and 0 = “Don’t Know/No Opinion”

The majority in all user types reported each visitor behavior on the road potential issue as “Not a Problem” (Table 23, Figure 14). However, 27.5% of cyclist *considered the number of people driving recklessly or carelessly* as a “Problem”. Additionally, 25.0% of cyclists reported the *number of vehicles stopped along the roadside*, and 22.5% reported the *frequency of vehicle speed enforcement* to be a “Problem”.

Table 23: Visitor behaviors on road potential issues

Potential Issues ¹	User Group	%		
		Not a Problem	Don't Know/ No Opinion	Problem
Visitor Behaviors on Road Potential Issues Cronbach's Alpha = .697				
Amount of roadside vegetation damage	Vehicle	87.9	5.8	6.3
	Hiker	86.6	7.9	5.4
	Cyclist	90.0	2.5	7.5
Number of organized commercial groups	Vehicle	91.4	6.5	2.2
	Hiker	91.1	6.1	2.8
	Cyclist	90.0	5.0	5.0
Number of people driving recklessly or carelessly	Vehicle	83.5	1.9	14.6
	Hiker	87.6	2.3	10.0
	Cyclist	72.5	0	27.5
Number of bicyclists riding recklessly or carelessly	Vehicle	91.6	3.7	4.6
	Hiker	91.9	4.6	3.5
	Cyclist	97.5	0	2.5
Number of bicyclists on the roadway	Vehicle	93.7	2.6	3.7
	Hiker	92.5	4.3	3.1
	Cyclist	100	0	0
Number of vehicles stopped along the roadside	Vehicle	87.5	1.7	10.8
	Hiker	88.3	1.3	10.1
	Cyclist	75.0	0	25.0
Frequency of vehicle speed enforcement	Vehicle	82.5	7.5	10.1
	Hiker	84.5	9.7	5.8
	Cyclist	75.0	2.5	22.5

¹ Originally measured on a four-point scale with 1 = “Not a Problem;” 2= “Small Problem;” 3 = “Big Problem;” and 4 = “Don't Know/No Opinion, but recoded to show -1 = “Not a Problem, 1 = “Problem;” and 0 = “Don't Know/No Opinion”

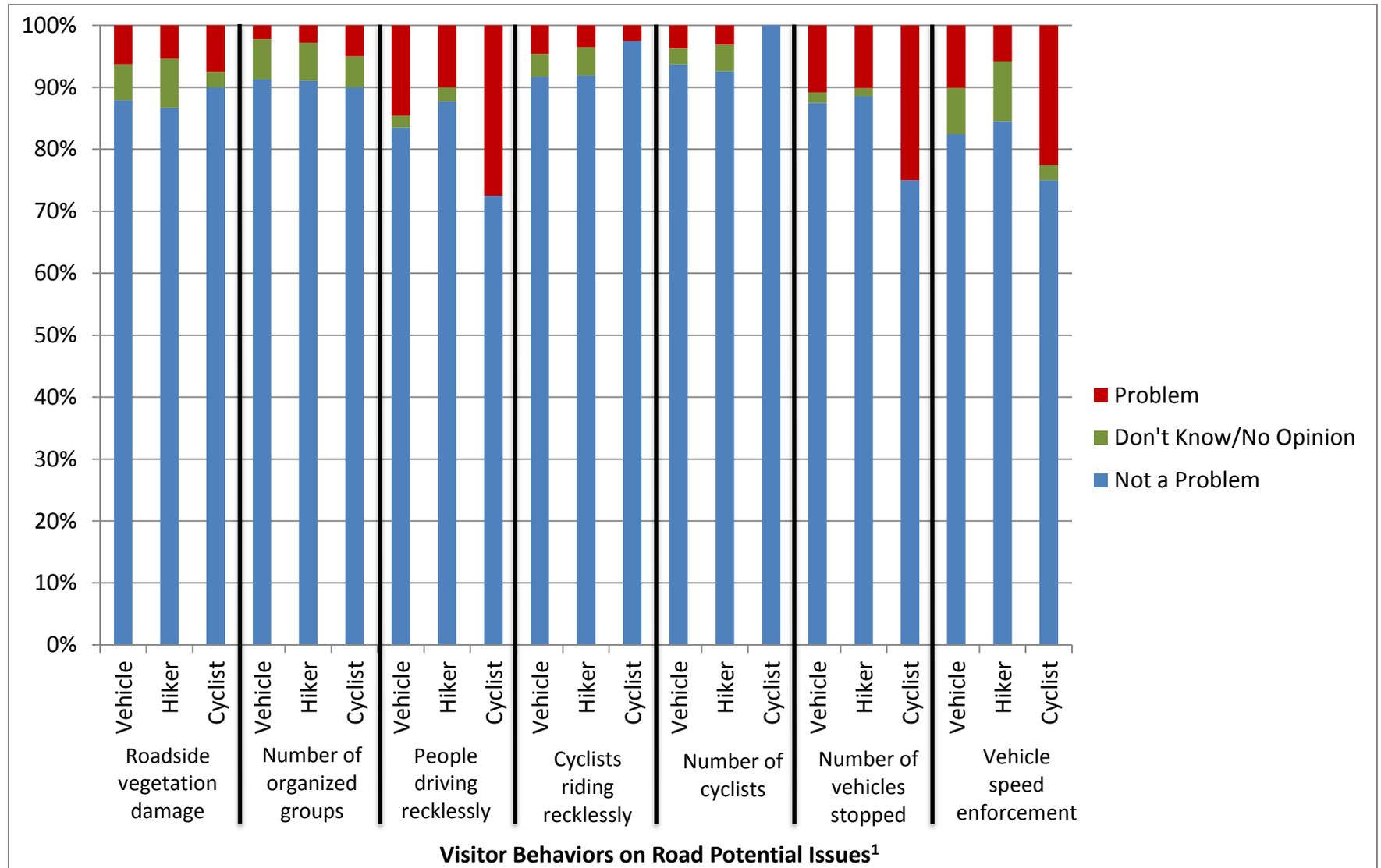


Figure 14: Visitor behaviors on road potential issues

¹ Originally measured on a four-point scale with 1 = “Not a Problem;” 2= “Small Problem;” 3 = “Big Problem;” and 4 = “Don’t Know/No Opinion, but recoded to show -1 = “Not a Problem, 1 = “Problem;” and 0 = “Don’t Know/No Opinion”

The majority of participants in vehicles and hikers reported each safety potential issue as “Not a Problem” (Table 24, Figure 15). Cyclists reported potential issues related to safety with higher frequency compared to participants in vehicles and hikers. The majority of cyclists (62.5%) reported the *level of safety for vehicles, pedestrians and bicyclists to travel the roadway at the same time* to be a “Problem”, while 23.9% of participants in vehicles, and 20.8% of hikers reported it to be a “Problem”. The majority of cyclists (60.0%) also reported *availability of safe locations for bicycling* to be a “Problem”, while 23.7% of participants reported it to be a “Problem”, and 27.8% of hikers were “Didn’t Know or had No Opinion” if it was a problem.

Table 24: Safety potential issues

Potential Issues ¹	User Group	%		
Safety Potential Issues Cronbach’s Alpha = .822		Not a Problem	Don’t Know/ No Opinion	Problem
Availability of safe locations for bicycling	Vehicle	58.6	17.7	23.7
	Hiker	57.9	27.8	14.3
	Cyclist	37.5	2.5	60.0
Amount of awareness of bicyclists on the roadway	Vehicle	73.2	12.9	13.9
	Hiker	73.7	17.0	9.3
	Cyclist	62.5	2.5	35.0
Amount of awareness of pedestrians on the roadway	Vehicle	82.3	8.9	8.8
	Hiker	82.3	11.3	6.5
	Cyclist	72.5	15.0	12.5
Amount of awareness of vehicles on the roadway	Vehicle	84.0	4.4	11.5
	Hiker	87.9	4.8	7.3
	Cyclist	65.0	2.5	32.5
Level of safety for vehicles, pedestrians and bicyclists to travel the roadway at the same time	Vehicle	72.5	3.6	23.9
	Hiker	75.0	4.1	20.8
	Cyclist	37.5	0	62.5

¹ Originally measured on a four-point scale with 1 = “Not a Problem”, 2 = “Small Problem”, 3 = “Big Problem”, and 4 = “Don’t Know/No Opinion”, but recoded to show -1 = “Not a Problem”, 1 = “Problem”, and 0 = “Don’t Know/No Opinion”

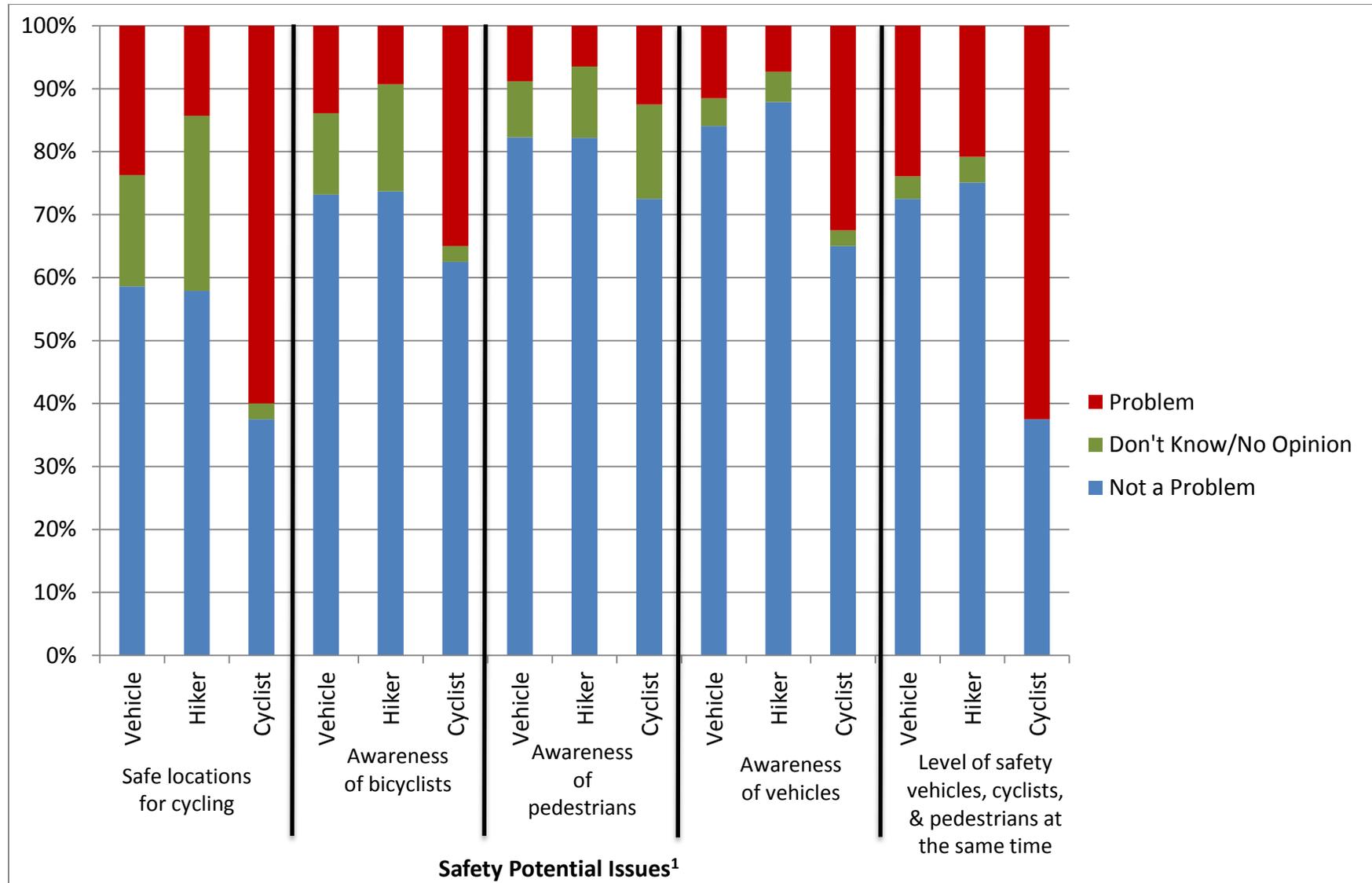


Figure 15: Safety potential issues

¹ Originally measured on a four-point scale with 1 = “Not a Problem”, 2 = “Small Problem”, 3 = “Big Problem”, and 4 = “Don’t Know/No Opinion”, but recoded to show -1 = “Not a Problem”, 1 = “Problem”, and 0 = “Don’t Know/No Opinion”

The majority of participants of all user types reported each visitor and wildlife potential issue as “Not a Problem” (Table 25, Figure 16).

Table 25: Visitor and wilderness potential issues

Potential Issues ¹	User Group	%		
		Not a Problem	Don't Know/ No Opinion	Problem
Visitor and Wildlife Potential Issues Cronbach's Alpha = .906				
Visitors acting inappropriately around wildlife	Vehicle	90.6	4.6	4.8
	Hiker	91.2	2.1	6.6
	Cyclist	82.5	7.5	10.0
Visitors getting too close to wildlife	Vehicle	88.3	5.8	5.8
	Hiker	89.6	3.5	6.9
	Cyclist	85.0	0	7.5
Visitors noticeably disturbing wildlife	Vehicle	89.1	5.8	4.9
	Hiker	90.7	3.0	6.3
	Cyclist	86.8	7.9	5.3
Visitors observing wildlife from an unsafe distance	Vehicle	88.5	6.3	5.1
	Hiker	89.9	3.0	7.1
	Cyclist	85.0	10.0	5.0

¹ Originally measured on a four-point scale with 1 = “Not a Problem”, 2 = “Small Problem”, 3 = “Big Problem”, and 4 = “Don't Know/No Opinion”, but recoded to show -1 = “Not a Problem”, 1 = “Problem”, and 0 = “Don't Know/No Opinion”

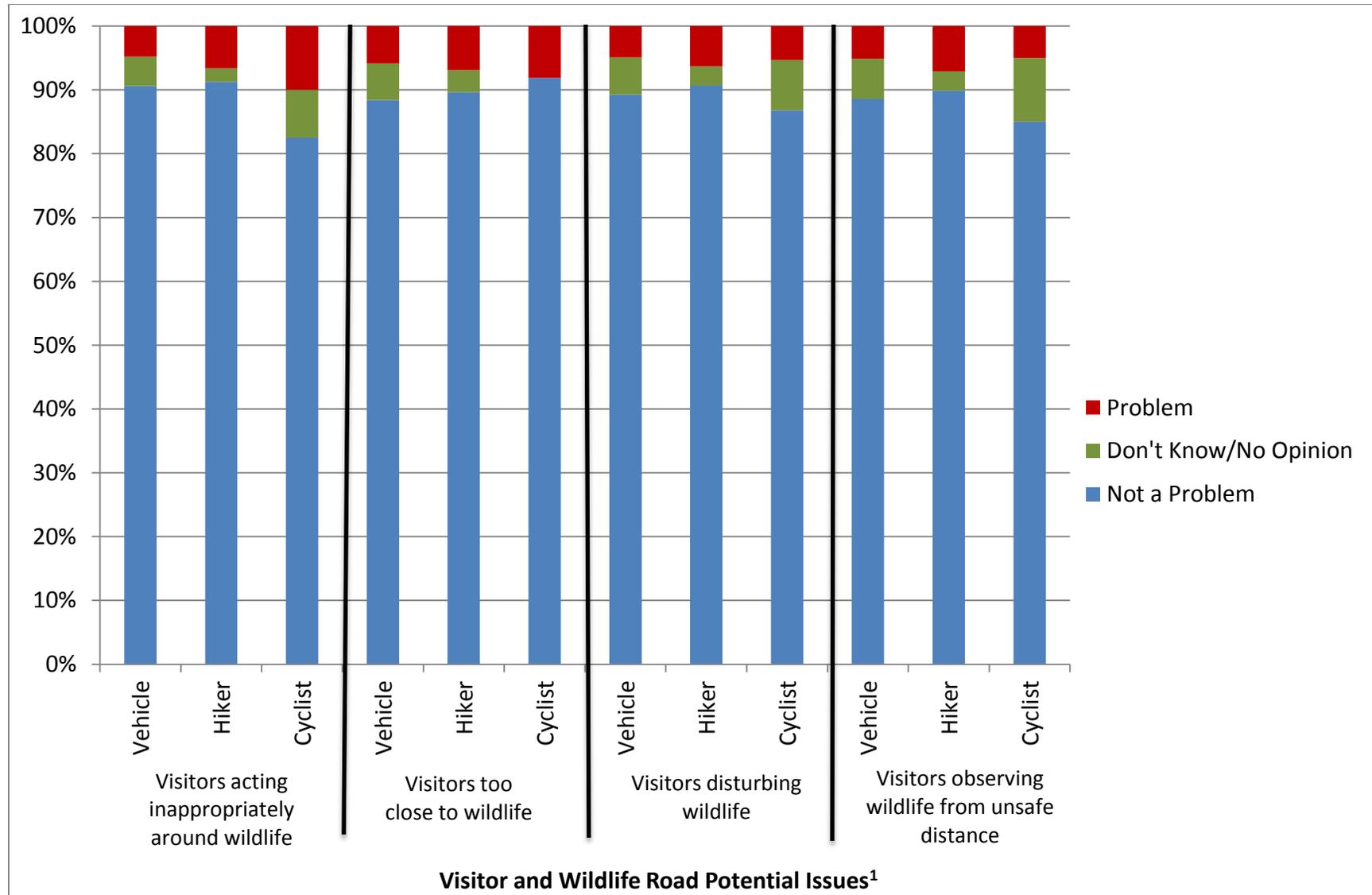


Figure 16: Visitor and wildlife potential issues

¹ Originally measured on a four-point scale with 1 = “Not a Problem”, 2 = “Small Problem”, 3 = “Big Problem”, and 4 = “Don’t Know/No Opinion”, but recoded to show -1 = “Not a Problem”, 1 = “Problem”, and 0 = “Don’t Know/No Opinion”

The majority of participants in all user groups reported each safety potential issue as “Not a Problem” (Table 26, Figure 17). However, 30.0% of cyclists responded that the *number of vehicles on the roadway*, and 25.0% of cyclists responded that the *amount of noise from vehicle* were “Problems”.

Table 26: Noise potential issues

Potential Issues ¹	User Group	%		
		Not a Problem	Don't Know/ No Opinion	Problem
Noise Potential Issues Cronbach's Alpha = .637				
Amount of noise from aircraft	Vehicle	90.5	3.7	5.8
	Hiker	88.6	1.3	10.0
	Cyclist	87.5	5.0	7.5
Amount of noise from vehicles	Vehicle	90.3	2.4	7.2
	Hiker	93.9	1.2	4.9
	Cyclist	75.0	0	25.0
Amount of noise from other visitors	Vehicle	94.2	2.3	3.5
	Hiker	90.8	1.0	8.2
	Cyclist	95.0	0	5.0
Number of visitors you experienced at your destination	Vehicle	87.1	5.9	6.9
	Hiker	87.7	1.2	11.1
	Cyclist	87.5	7.5	5.0
Number of vehicles on the roadway	Vehicle	86.0	1.5	12.5
	Hiker	87.5	1.5	11.0
	Cyclist	70.0	0	30.0

¹ Originally measured on a four-point scale with 1 = “Not a Problem”, 2 = “Small Problem”, 3 = “Big Problem”, and 4 = “Don't Know/No Opinion”, but recoded to show -1 = “Not a Problem”, 1 = “Problem”, and 0 = “Don't Know/No Opinion”

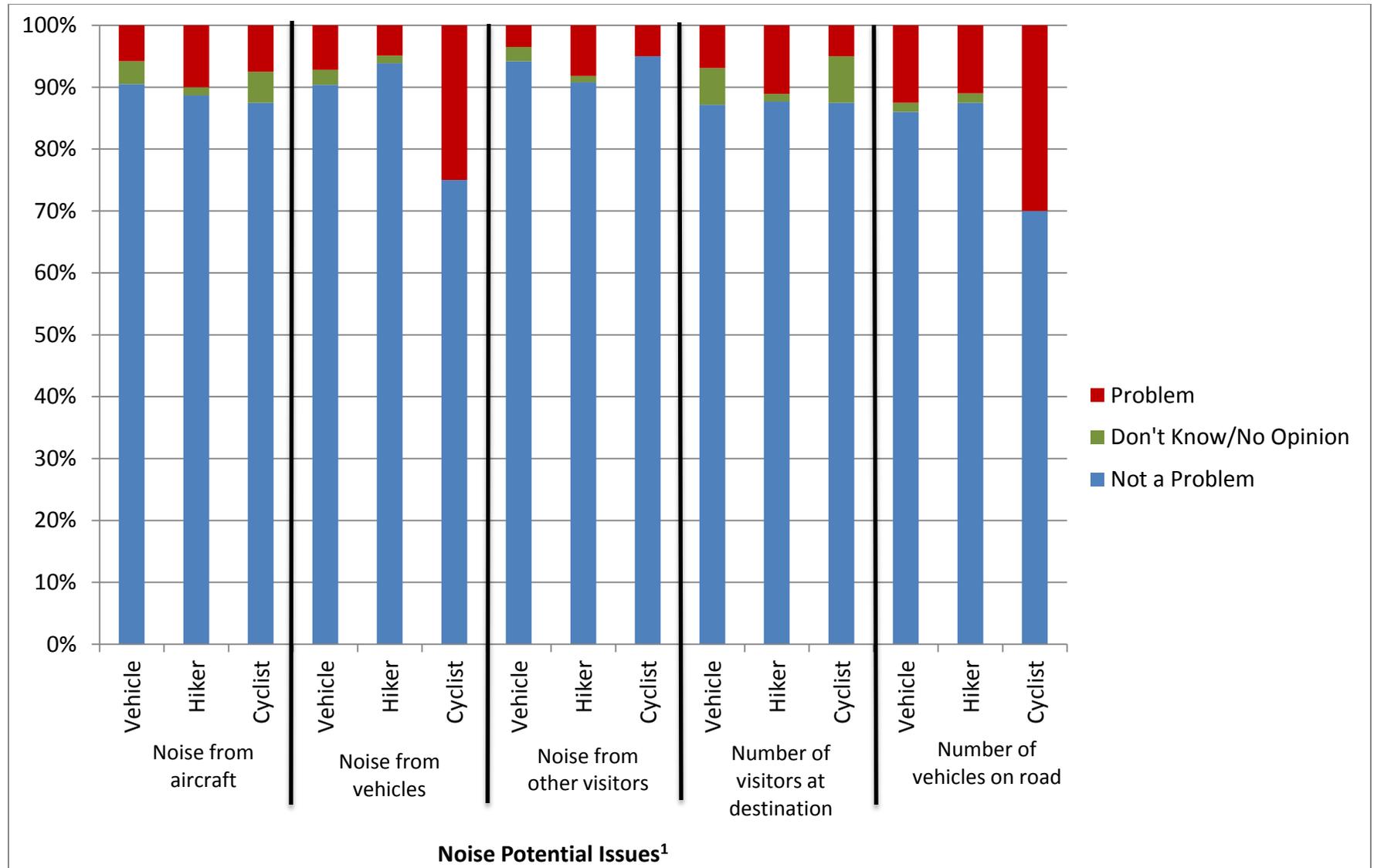


Figure 17: Noise potential issues

¹ Originally measured on a four-point scale with 1 = “Not a Problem”, 2 = “Small Problem”, 3 = “Big Problem”, and 4 = “Don’t Know/No Opinion”, but recoded to show -1 = “Not a Problem”, 1 = “Problem”, and 0 = “Don’t Know/No Opinion”

Visit Highlights

Participants were asked what they liked best about their visit to the MWC (Table 27, Figure 18). This question was open-ended and was asked in the post-experience survey. Many participants in each user type, vehicle (50.3%), hiker (41.2%), and cyclist (35.0%) reported *scenery* as the aspect of the MWC they liked best. Of the participants in vehicles, the next most frequently reported aspects they liked best were *wildlife* (20.3%), and *other* (9.8%). The next most frequently reported aspects for hiking participants were *areas in the MWC* (20.9%) and *hiking* (16.6%). Of the cycling participants, the next most frequently reported aspects were *other* (22.5%) and *nature/outdoors* (7.5%).

Table 27: Aspects liked best

Liked Best ¹	User Group	n ²	%
Areas in the MWC	Vehicle	65	9.2
	Hiker	125	20.9
	Cyclist	0	0
Camaraderie	Vehicle	7	0.1
	Hiker	13	2.2
	Cyclist	0	0
Hiking	Vehicle	32	4.5
	Hiker	99	16.6
	Cyclist	0	0
Less People	Vehicle	6	0.1
	Hiker	18	3.0
	Cyclist	1	2.5
Less Traffic	Vehicle	18	2.6
	Hiker	0	0
	Cyclist	2	5.0
Natural Sounds/ Quiet	Vehicle	20	2.8
	Hiker	24	4.0
	Cyclist	1	2.5
Nature/Outdoors	Vehicle	16	2.3
	Hiker	32	5.4
	Cyclist	3	7.5
No Answer	Vehicle	2	0.2
	Hiker	0	0
	Cyclist	0	0
Scenery	Vehicle	354	50.3
	Hiker	246	41.2
	Cyclist	14	35.0

Liked Best¹	User Group	n²	%
Surveyors/Survey	Vehicle	7	0.7
	Hiker	9	1.5
	Cyclist	1	2.5
Weather	Vehicle	9	1.3
	Hiker	16	2.7
	Cyclist	4	10.0
Wild Flowers	Vehicle	6	0.6
	Hiker	18	3.0
	Cyclist	1	2.5
Wildlife	Vehicle	143	20.3
	Hiker	55	9.2
	Cyclist	2	5.0
Other	Vehicle	69	9.8
	Hiker	18	3.0
	Cyclist	9	22.5

¹Original answers were open-ended; responses were categorized. See Appendix B.

²Total vehicles = 704, total hikers = 597, total cyclists = 40

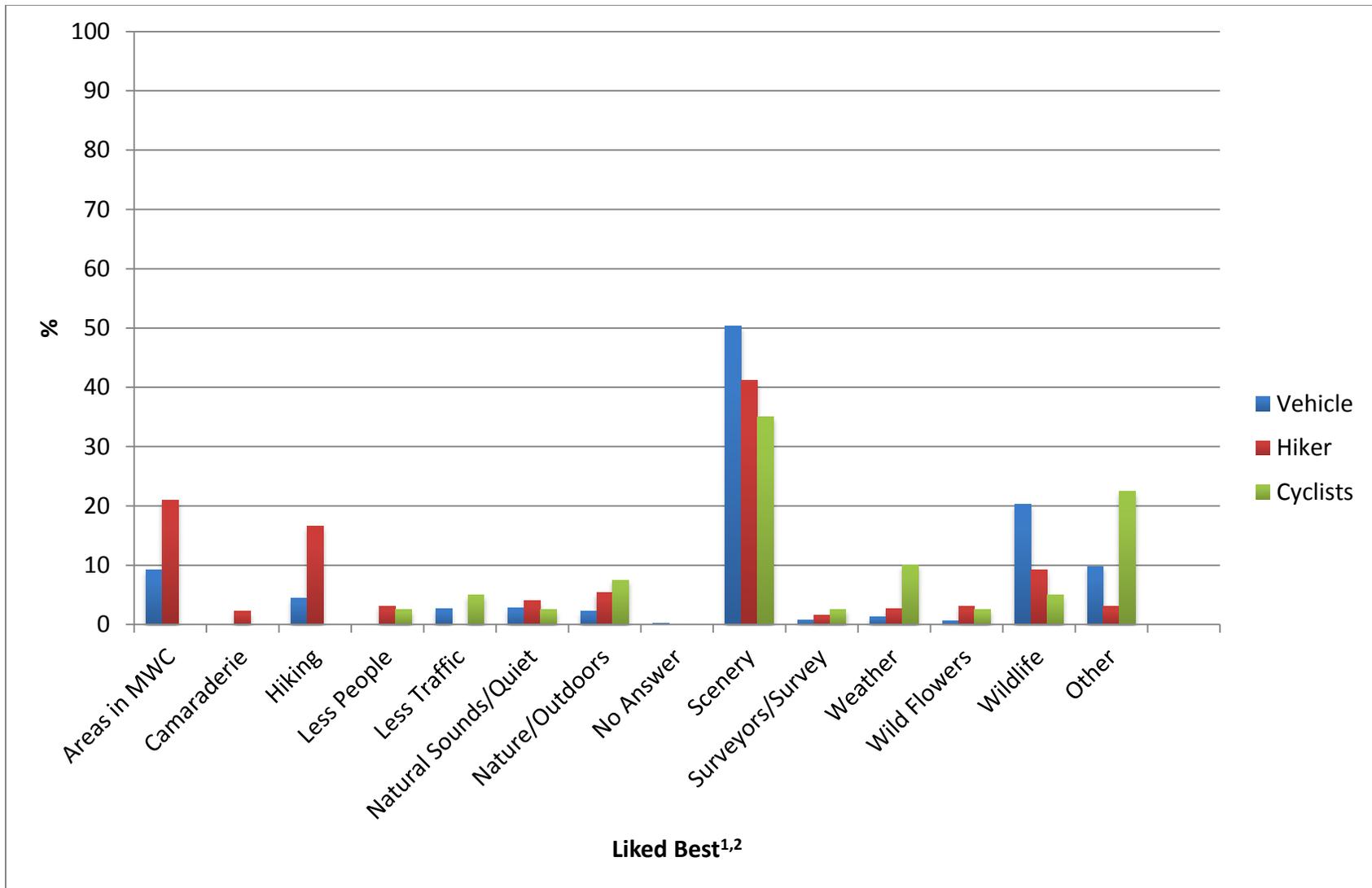


Figure 18: Liked best

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 704, total hikers = 597, total cyclists = 40

Participants were also asked what aspects they liked least during their visit to the MWC (Table 28, Figure 19). This question was open-ended and was asked in the post-experience survey. The most frequently reported aspect liked least for both participants in vehicles (31.7%) and cyclists (40.5%) was *the road*, while hikers reported *nothing* (32.2%) with the most frequency. The next most frequently reported aspects participants in vehicles liked least were *nothing* (15.9%) and *no wildlife* (13.1%). For hiking participants, the next most frequently reported aspects liked least were *weather* (9.5%) and *no wildlife* (8.0%). The next most frequently reported aspects liked least by cyclists were *traffic* (27%) and *other* (13.5%).

Table 28: Aspects liked least

Liked Least ¹	User Group	n ²	%
Facilities Closed	Vehicle	3	0.3
	Hiker	9	1.6
	Cyclist	0	0
Fast Drivers	Vehicle	21	2.6
	Hiker	0	0
	Cyclist	1	2.7
Insects	Vehicle	11	1.1
	Hiker	36	6.6
	Cyclist	0	0
Lack of information/signs	Vehicle	11	1.1
	Hiker	11	2.0
	Cyclist	0	0
No Wildlife	Vehicle	104	13.1
	Hiker	44	8.0
	Cyclist	0	0
Nothing	Vehicle	127	15.9
	Hiker	188	32.2
	Cyclist	4	10.8
Other Visitors (within or outside personal group)	Vehicle	27	3.4
	Hiker	30	5.5
	Cyclist	0	0
Parking Issues	Vehicle	16	2.0
	Hiker	12	2.2
	Cyclist	0	0
Reckless Driving	Vehicle	12	1.5
	Hiker	0	0
	Cyclist	0	0

Liked Least¹	User Group	n²	%
Slow Driving	Vehicle	13	1.6
	Hiker	0	0
	Cyclist	0	0
The Road	Vehicle	252	31.7
	Hiker	29	5.3
	Cyclist	15	40.5
Too Many People	Vehicle	16	5.0
	Hiker	24	4.4
	Cyclist	0	0
Too Short	Vehicle	7	0.1
	Hiker	7	1.3
	Cyclist	1	2.6
Traffic	Vehicle	72	9.0
	Hiker	10	1.8
	Cyclist	10	27.0
Trail Conditions	Vehicle	7	0.1
	Hiker	30	5.5
	Cyclist	0	0
Unrelated personal issues	Vehicle	8	1.0
	Hiker	39	7.1
	Cyclist	1	2.6
Weather	Vehicle	23	2.4
	Hiker	52	9.5
	Cyclist	0	0
Worried about wildlife	Vehicle	0	0
	Hiker	11	2.0
	Cyclist	0	0
Other	Vehicle	31	3.1
	Hiker	20	3.6
	Cyclist	5	13.5

¹Original answers were open-ended; responses were categorized. See Appendix B.

²Total vehicles = 796, total hikers = 549, total cyclists = 37

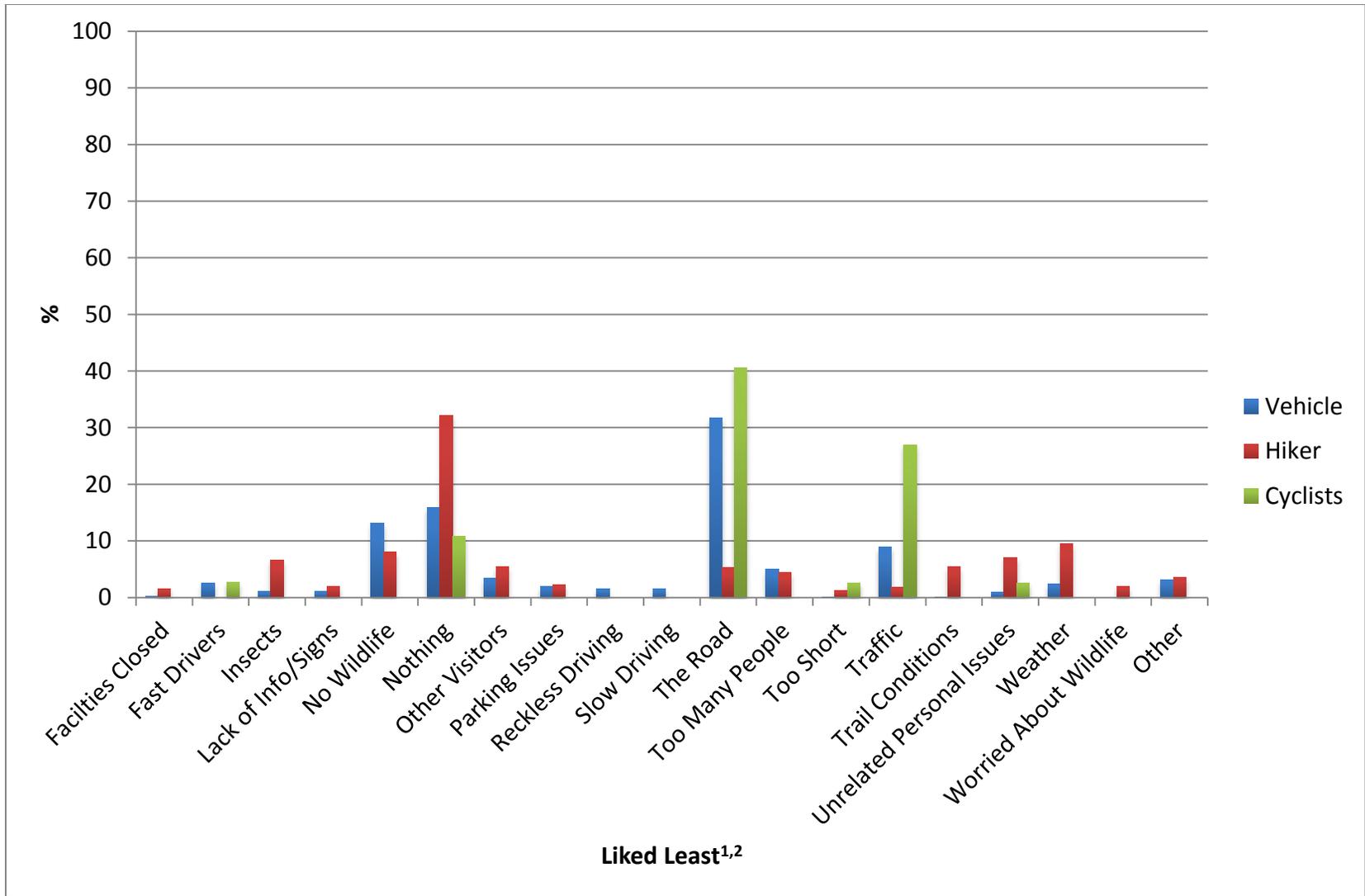


Figure 19: Aspects liked least

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 796, total hikers = 549, total cyclists = 37

Visitor Ideas to Improve Their Experience

Participants were asked what managers could do to improve visitor experiences within the MWC (Table 29, Figure 20). This question was open-ended and was asked in the post-experience survey. The most frequently reported action managers could do to improve visitor experiences for both participants in vehicles (22.6%) and hikers (36.1%) was *nothing*, while cyclists reported *bike path* (31.6%) with the most frequency. The next most frequently reported actions management could take to improve visitor experiences for participants in vehicles were *improve road conditions* (14.5%) and *pave the road* (13.1%). For hiking participants, the next most frequently reported management actions to improve visitor experiences were *more information* (20.3%) and *more parking* (6.9%). The next most frequently reported management actions to improve visitor experiences by cyclists were *improve road conditions* (21.1%) and *more information* (10.5%).

Table 29: Visitor ideas to improve visitor experiences

Visitor Ideas ¹	User Group	n ²	%
Advertise More	Vehicle	8	1.1
	Hiker	6	1.1
	Cyclist	0	0
Bike Path	Vehicle	56	7.6
	Hiker	23	4.1
	Cyclist	12	31.6
Don't Know	Vehicle	29	3.9
	Hiker	25	4.4
	Cyclist	1	2.6
Improve Facilities	Vehicle	5	0.7
	Hiker	13	2.3
	Cyclist	2	5.3
Improve Road Conditions	Vehicle	107	14.5
	Hiker	28	5.0
	Cyclist	8	21.1
Improved Trail Conditions	Vehicle	6	0.8
	Hiker	11	2.0
	Cyclist	0	0
Limit Number of People	Vehicle	27	3.6
	Hiker	14	2.5
	Cyclist	3	7.9
More Information	Vehicle	96	13.0
	Hiker	114	20.3
	Cyclist	4	10.5

Visitor Ideas¹	User Group	<i>n</i>²	%
More Parking	Vehicle	16	2.2
	Hiker	39	6.9
	Cyclist	2	5.3
More Pull-offs	Vehicle	53	7.2
	Hiker	10	1.8
	Cyclist	2	5.3
Nothing	Vehicle	167	22.6
	Hiker	203	36.1
	Cyclist	2	5.3
Pave Road	Vehicle	97	13.1
	Hiker	24	4.3
	Cyclist	3	7.9
Speed Enforcement	Vehicle	11	1.5
	Hiker	2	0.4
	Cyclist	0	0
Widen Road	Vehicle	47	6.4
	Hiker	5	0.9
	Cyclist	0	0

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 740, total hikers = 562, total cyclists = 38

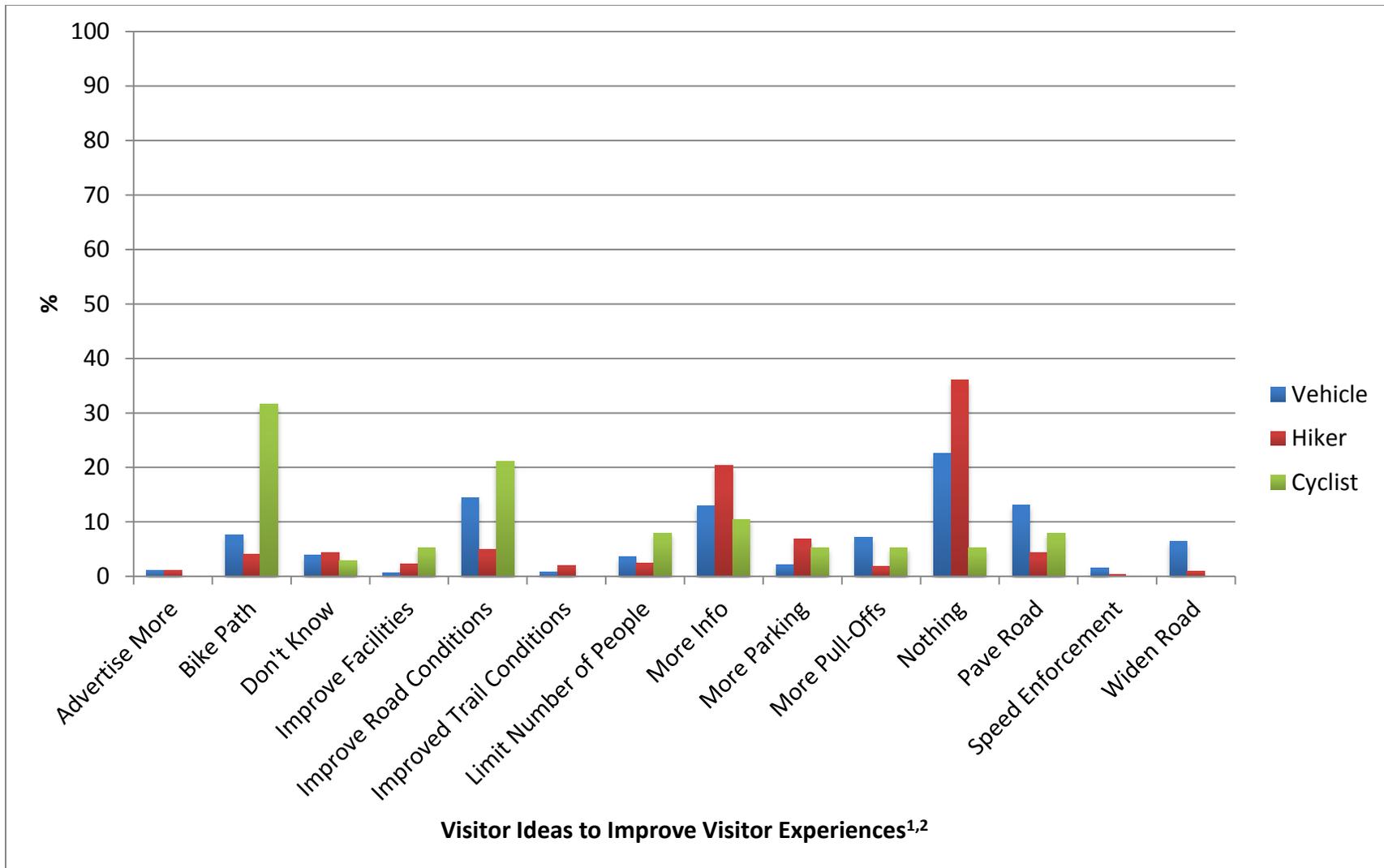


Figure 20: Visitor ideas to improve visitor experiences

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 740, total hikers = 562, total cyclists = 38

Participants were asked what managers could do to improve the protection and preservation of resources within the MWC (Table 30, Figure 21). This question was open-ended and was asked in the post-experience survey. The most frequently reported management action to improve the protection and preservation among all user types was *nothing* for participants in vehicles (38.1%), hikers (54.2%), and cyclists (25.0%). Cyclists also reported *other* with the same frequency (25.0%). The next most frequently reported management action among participants in vehicles (16.7%) and hikers (16.0%) was *other*, with the next being *limit people/vehicles* for cyclists (15.6%).

Table 30: Visitor ideas to improve protection and preservation of resources

Visitor Ideas ¹	User Group	<i>n</i>	%
Bike Path	Vehicle	6	0.8
	Hiker	3	0.6
	Cyclist	2	6.2
Don't Know	Vehicle	79	11.4
	Hiker	42	8.2
	Cyclist	4	12.5
Limit People/Vehicles	Vehicle	59	8.5
	Hiker	23	4.5
	Cyclist	5	15.6
More Information	Vehicle	46	6.6
	Hiker	37	7.2
	Cyclist	1	3.1
More Rangers	Vehicle	17	2.4
	Hiker	7	1.4
	Cyclist	0	0
No Answer	Vehicle	55	7.9
	Hiker	43	8.4
	Cyclist	1	3.1
Nothing	Vehicle	265	38.1
	Hiker	278	54.2
	Cyclist	8	25.0
Other	Vehicle	116	16.7
	Hiker	82	16.0
	Cyclist	8	25.0

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 695, total hikers = 513, total cyclists = 32

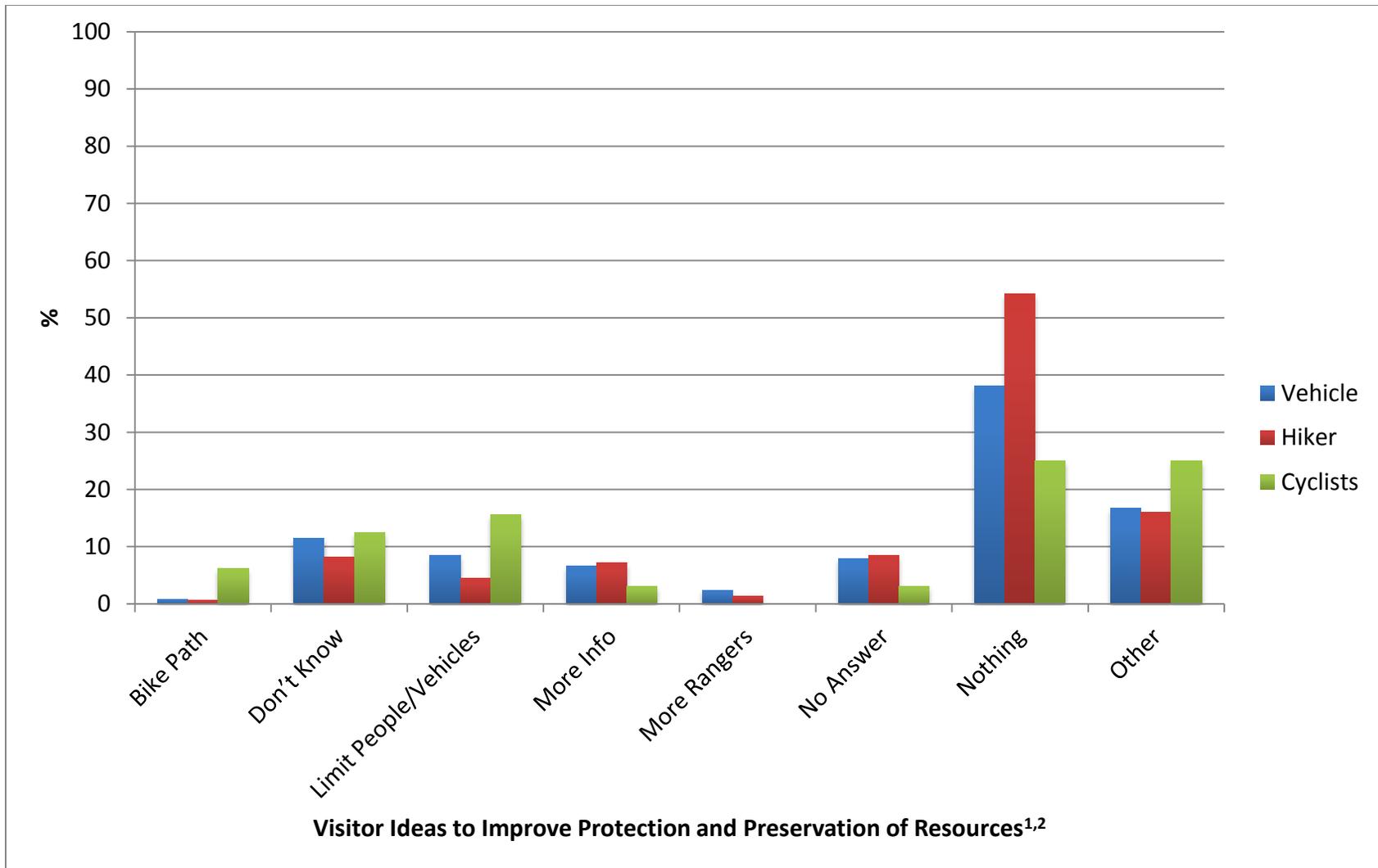


Figure 21: Visitor ideas to improve protection and preservation of resources

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 695, total hikers = 513, total cyclists = 32

Participants were asked what aspects of the MWC they hoped would continue into the future (Table 31, Figure 22). This question was open-ended and was asked in the post-experience survey. The most frequently reported aspect participants in vehicles (25.1%) and hikers (31.9%) hoped to continue was *everything*, while cyclists reported *improve/change the road* with the greatest frequency (13.9%). The next most frequently reported aspects participants in vehicles hoped would continue were *keeping it open* (13.2%) and *access* (8.8%). For hiking participants, the next most frequently reported aspects were *access* (9.1%) and *hiking trails* (8.6%). The next most frequently reported aspects by cyclists were *other* (13.8%) and *keeping it open* (11.1%).

Table 31: Important characteristics to the Moose-Wilson Corridor

Important MWC Characteristics ¹	User Group	n ²	%
Access	Vehicle	63	8.8
	Hiker	52	9.1
	Cyclist	3	8.3
Don't Know	Vehicle	17	2.4
	Hiker	7	1.2
	Cyclist	2	5.5
Everything	Vehicle	181	25.1
	Hiker	183	31.9
	Cyclist	2	5.5
Hiking Trails	Vehicle	15	2.1
	Hiker	49	8.6
	Cyclist	0	0
Improve/Change Road	Vehicle	17	2.4
	Hiker	11	1.9
	Cyclist	5	13.9
Keep it open	Vehicle	95	13.2
	Hiker	20	3.5
	Cyclist	4	11.1
Nothing	Vehicle	9	1.3
	Hiker	10	1.7
	Cyclist	0	0
No Answer	Vehicle	10	1.4
	Hiker	10	1.7
	Cyclist	0	0
No Development	Vehicle	12	1.7
	Hiker	9	1.6
	Cyclist	1	2.8

Important MWC Characteristics¹	User Group	<i>n</i>²	%
Limited People	Vehicle	39	5.4
	Hiker	45	7.9
	Cyclist	1	2.8
Naturalness	Vehicle	55	7.6
	Hiker	44	7.7
	Cyclist	2	5.5
Preservation	Vehicle	32	4.4
	Hiker	39	6.8
	Cyclist	3	8.3
Quiet	Vehicle	14	1.9
	Hiker	7	1.2
	Cyclist	0	0
Scenery	Vehicle	34	4.7
	Hiker	14	2.4
	Cyclist	0	0
The Road	Vehicle	59	8.2
	Hiker	22	3.8
	Cyclist	0	0
Wildlife	Vehicle	54	7.5
	Hiker	21	3.7
	Cyclist	0	0
Other	Vehicle	46	6.4
	Hiker	48	8.4
	Cyclist	5	13.8

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 720, total hikers = 573, total cyclists = 36

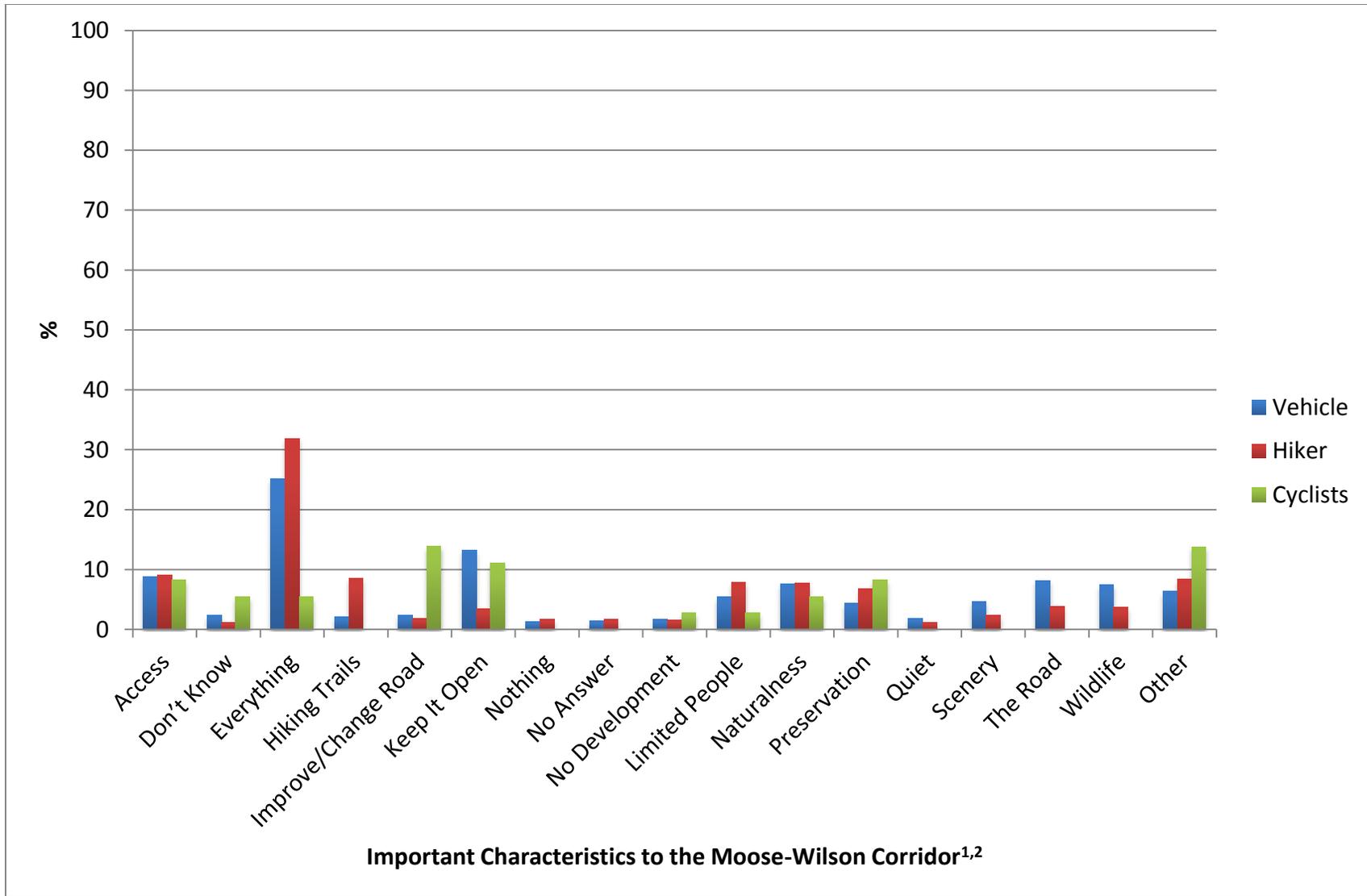


Figure 22: Important characteristics to the Moose-Wilson Corridor

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 720, total hikers = 573, total cyclists = 36

Visit Characteristics

Participants were asked for their primary source of information concerning their planned activities within the MWC (Table 32, Figure 23). This question was open-ended and was asked in the pre-experience survey. The most frequently reported source of information for participants in vehicles and hikers was a personal *recommendation*, with 23.0% and 27.8% of responses, respectively. The next most frequently reported information source for both of these groups was *previous experience*, with 19.1% of participants in vehicles and 12.8% of hiker responses. The next most frequently reported source for participants in vehicles (14.0%) was *maps*, while the *internet* was the next most frequently reported for hikers (11.8%). The most frequently reported information sources for cyclists included being a *local* (45.0%), *personal recommendation* (17.5%), *other* (5.0%) and the *internet* (5.0%).

Table 32: Primary source of information

Primary Source of Information ¹	User Group	n ²	%
Books	Vehicle	46	5.0
	Hiker	69	10.2
	Cyclist	0	0
Brochure	Vehicle	21	2.3
	Hiker	13	1.9
	Cyclist	0	0
Entrance Info	Vehicle	31	3.4
	Hiker	36	5.3
	Cyclist	0	0
Exploring	Vehicle	11	1.1
	Hiker	9	1.3
	Cyclist	0	0
GRTE staff (not NPS)	Vehicle	3	0.3
	Hiker	3	0.4
	Cyclist	0	0
Internet	Vehicle	98	10.7
	Hiker	80	11.8
	Cyclist	2	5.0
Local*	Vehicle	104	11.4
	Hiker	59	8.7
	Cyclist	18	45.0
Maps	Vehicle	128	14.0
	Hiker	68	10.0
	Cyclist	1	2.5

Primary Source of Information¹	User Group	<i>n</i>²	%
NPS staff	Vehicle	19	2.1
	Hiker	22	3.2
	Cyclist	0	0
NPS website	Vehicle	3	0.3
	Hiker	4	0.6
	Cyclist	0	0
Previous Experience	Vehicle	175	19.1
	Hiker	87	12.8
	Cyclist	9	20.0
Recommendation	Vehicle	210	23.0
	Hiker	189	27.8
	Cyclist	7	17.5
Signs	Vehicle	29	3.0
	Hiker	18	2.6
	Cyclist	0	0
Visitor Center	Vehicle	63	6.9
	Hiker	63	9.3
	Cyclist	1	2.5
Other	Vehicle	31	3.4
	Hiker	16	2.4
	Cyclist	2	5.0

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 914, total hikers = 679, total cyclists = 40

*Includes zip codes from Teton County, WY, Teton County, ID, and Lincoln County, WY

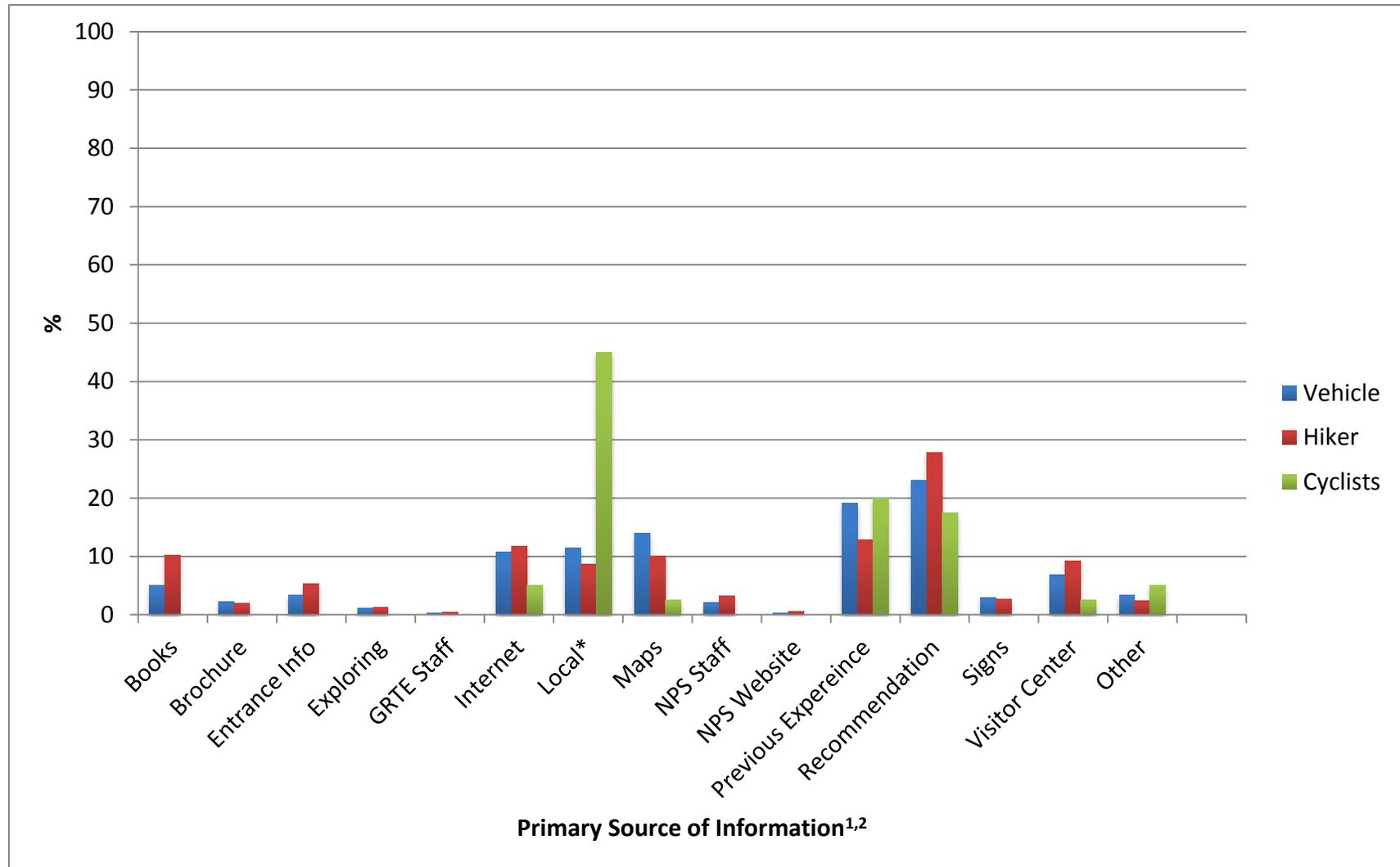


Figure 23: Primary source of information

¹Original answers were open-ended; responses were categorized. See Appendix B

²Total vehicles = 914, total hikers = 679, total cyclists = 40

*Includes zip codes from Teton County, WY, Teton County, ID, and Lincoln County, WY

In the pre-experience survey, participants were asked to approximate how many times they had visited the MWC (Table 33, Figure 24). This approximation included the participant’s current visit. This question was open-end. Many participants in vehicles (42.9%) and the majority of hikers (51.1%) reported their current visit to be their *first* visit, while 12.4% of participants in vehicles and 8.9% of hikers reported their current visit to be their second visit. Many cyclists (35.0%) reported their current visit to be between their *51st* and *100th* visit to the MWC. Fifteen percent of cyclists reported their current visit to be their first visit to the MWC.

Table 33: Number of visits

Visits to MWC ¹	User Group	<i>n</i> ²	%
1	Vehicle	409	42.9
	Hiker	357	51.1
	Cyclist	6	15.0
2	Vehicle	118	12.4
	Hiker	62	8.9
	Cyclist	3	7.5
3	Vehicle	54	5.7
	Hiker	32	4.6
	Cyclist	0	0
4	Vehicle	24	2.5
	Hiker	23	3.3
	Cyclist	0	0
5	Vehicle	25	2.6
	Hiker	19	2.7
	Cyclist	2	5.0
6-10	Vehicle	53	5.6
	Hiker	42	6.0
	Cyclist	1	2.5
11-20	Vehicle	57	6.0
	Hiker	37	5.3
	Cyclist	2	5.0
21-30	Vehicle	22	2.3
	Hiker	26	3.7
	Cyclist	3	7.5
31-40	Vehicle	18	1.9
	Hiker	9	1.3
	Cyclist	2	5.0
41-50	Vehicle	25	2.6
	Hiker	18	2.6
	Cyclist	1	2.5

Visits to MWC¹	User Group	<i>n</i>²	%
51-100	Vehicle	91	9.5
	Hiker	54	7.7
	Cyclist	14	35.0
101-500	Vehicle	29	3.0
	Hiker	14	2.0
	Cyclist	2	5.0
501-1000	Vehicle	22	2.3
	Hiker	4	0.5
	Cyclist	2	5.0
>1000	Vehicle	6	0.6
	Hiker	2	0.2
	Cyclist	1	2.5

¹Original answers were open-ended; responses were categorized.

²Total vehicles = 953, total hikers = 699, total cyclists = 40

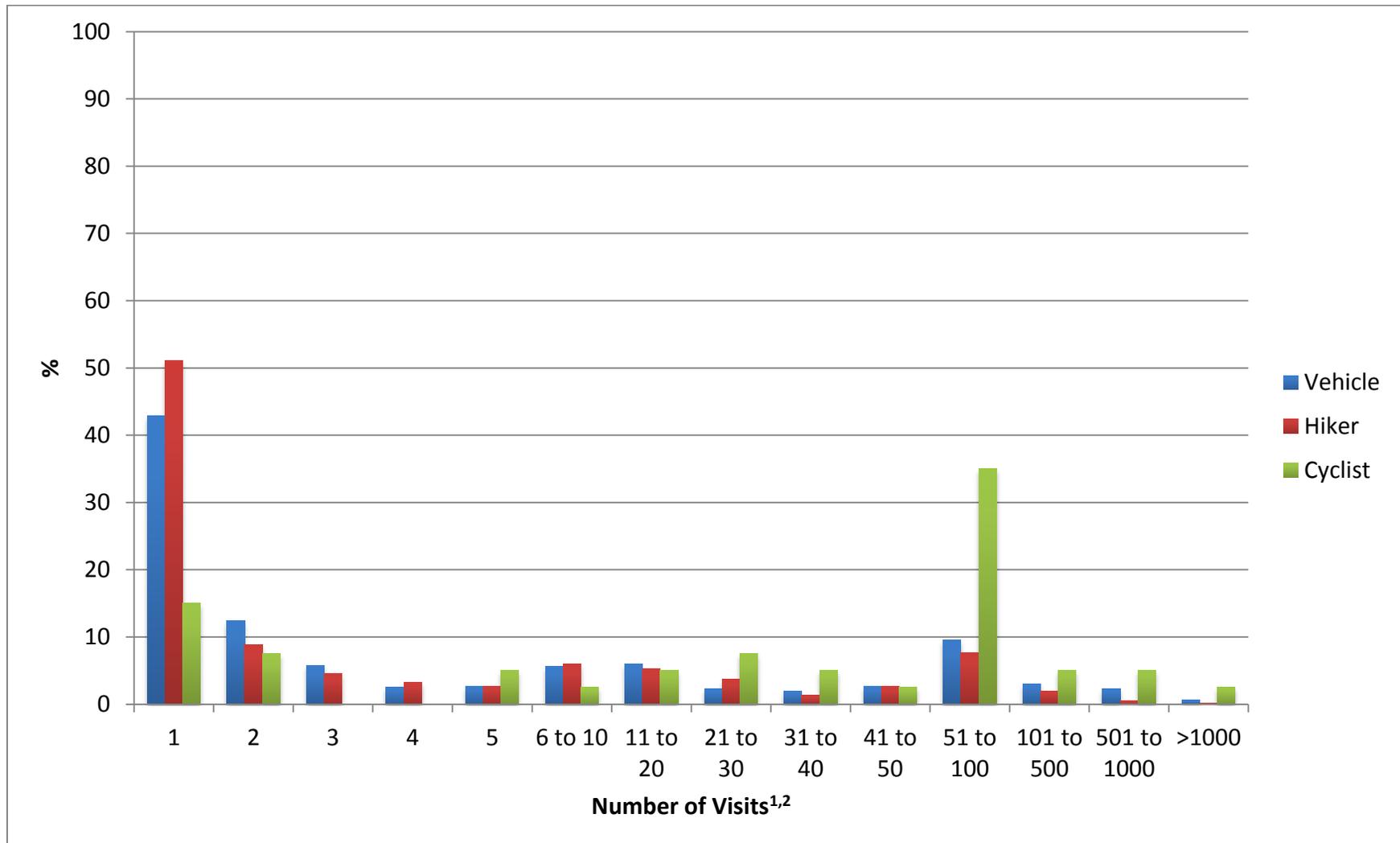


Figure 24: Number of visits

¹Original answers were open-ended; responses were categorized.

²Total vehicles = 953, total hikers = 699, total cyclists = 40

Group Composition

Participants were asked how many adults and children comprised their personal group during their current visit to the MWC (Table 34, Figure 25). This question was asked during the pre-experience survey and was open-ended, so participants could answer as they wished. The average group composition for participants in vehicles was 2.3 adults and 0.5 children. The average group composition for hikers was 2.6 adults and 0.5 children. For cyclists, the average group composition was 1.8 adults and no children.

Table 34: Group composition

Group Composition	User Groups	Mean #	Median #	SD	Range
Adults	Vehicle	2.3	2.0	1.2	11
	Hiker	2.6	2.0	1.6	19
	Cyclist	1.8	1.0	1.5	8
Children	Vehicle	0.5	0	1.3	25
	Hiker	0.5	0	1.1	8
	Cyclist	0	0	0	0

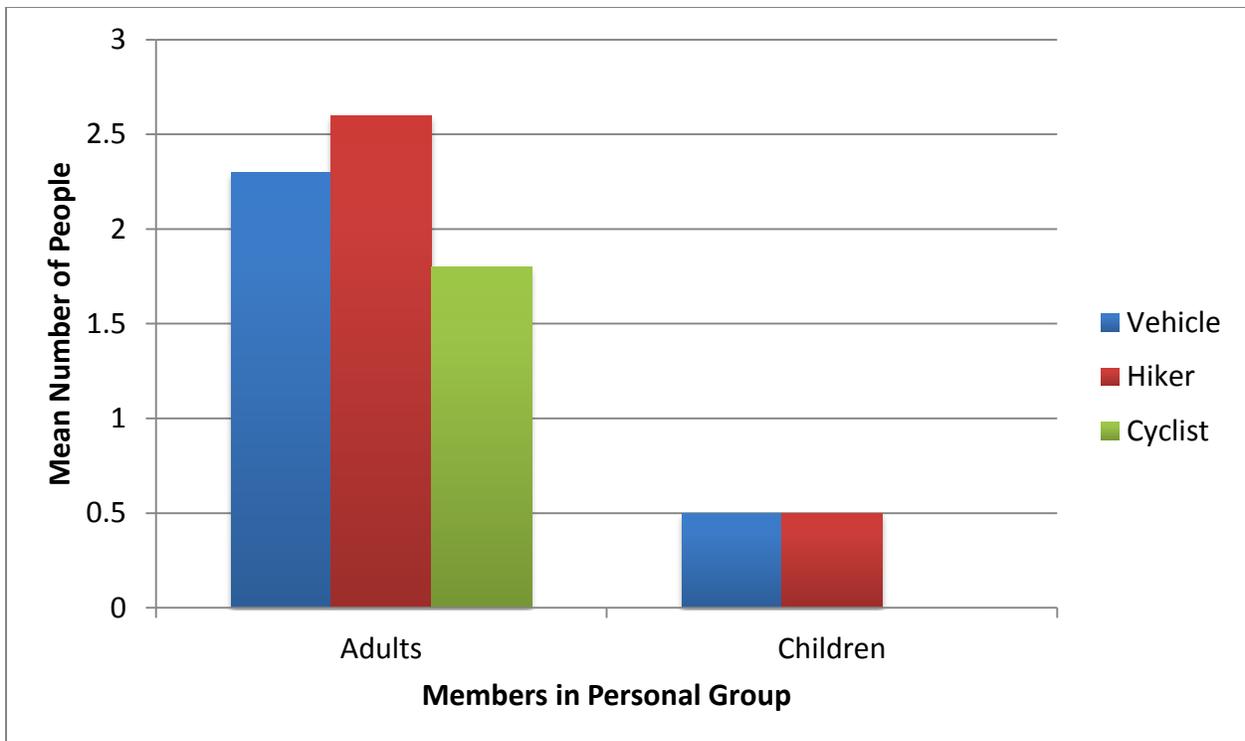


Figure 25: Group composition

As part of the pre-experience survey, participants were also asked if they were part of a larger commercial, educational, or other organized group (Table 35, Figure 26). The majority of participants for all user types (vehicle: 96.1%; hiker: 97.9%; cyclist: 95.0%) responded that they were *not* part of a larger group.

Table 35: Part of larger group

Organized Group	User Groups	<i>n</i> ¹	%
Yes	Vehicle	37	3.9
	Hiker	14	2.1
	Cyclist	2	5.0
No	Vehicle	920	96.1
	Hiker	687	97.9
	Cyclist	38	95.0

¹Total vehicles = 779, total hikers = 616, total cyclists = 39

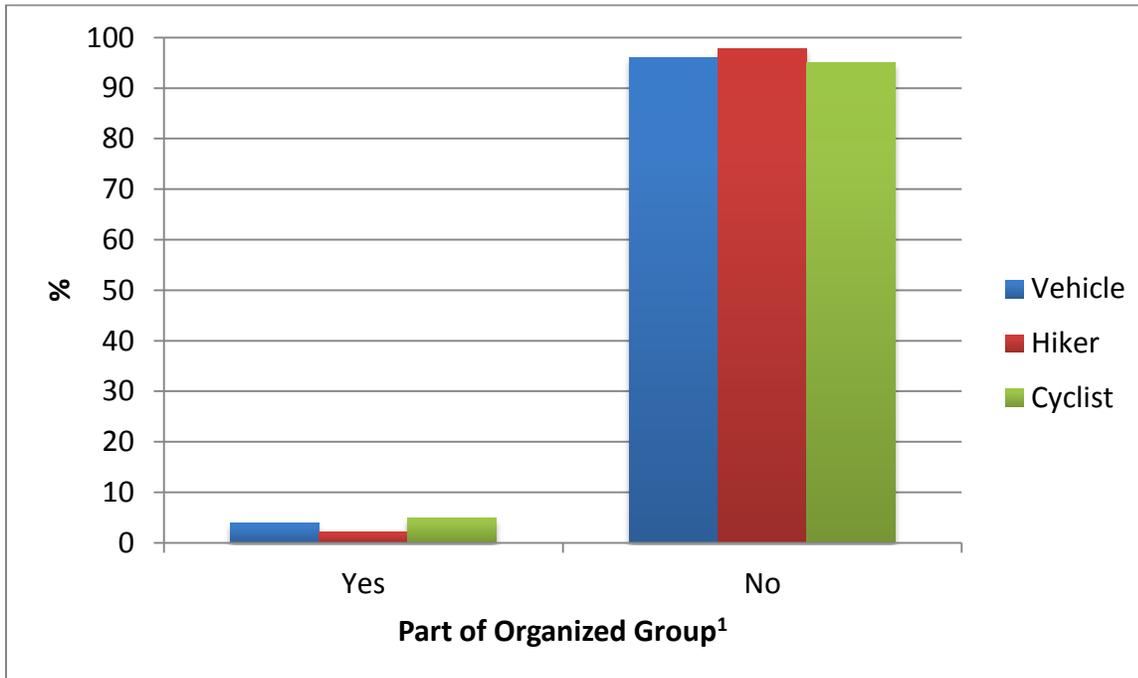


Figure 26: Part of larger group

¹Total vehicles = 779, total hikers = 616, total cyclists = 39

Visitor Demographics

Participants were also asked their gender as part of the pre-survey (Table 36, Figure 27). For all user types, the participants were relatively evenly divided between male and female.

Table 36: Gender

Gender	User Groups	<i>n</i> ¹	%
Male	Vehicle	498	52.0
	Hiker	346	49.4
	Cyclist	20	50.0
Female	Vehicle	460	48.0
	Hiker	355	50.6
	Cyclist	20	50.0

¹Total vehicles = 958, total hikers = 701, total cyclists = 40

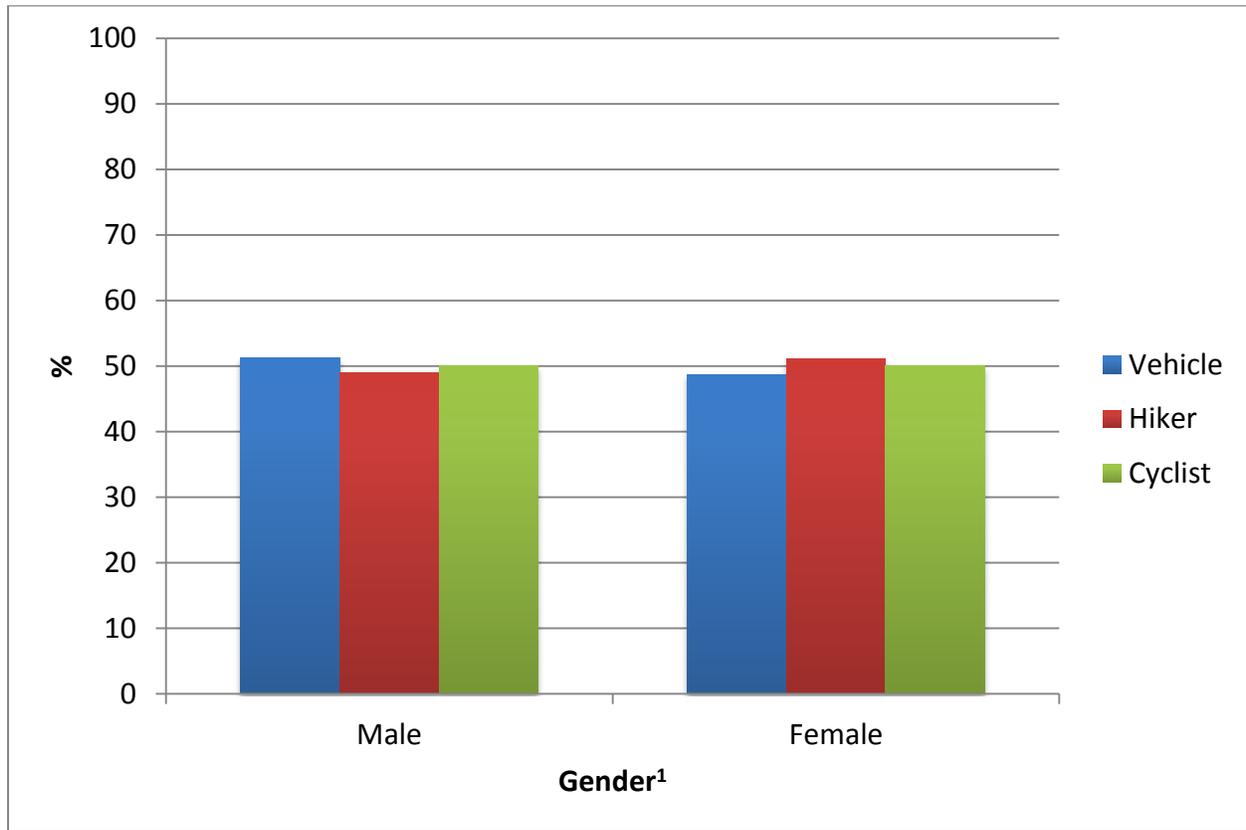


Figure 27: Gender

¹Total vehicles = 958, total hikers = 701, total cyclists = 40

Participants were asked if they were residents of the United States of America (Table 37). This question was in the pre-experience survey. The majority of participants in all user groups were from the United States.

Table 37: USA Residents

Country	User Groups	<i>n</i> ¹	%
United States of America	Vehicle	912	95.1
	Hiker	665	94.9
	Cyclist	39	97.5

¹Total vehicles = 959, total hikers = 701, total cyclists = 40

Participants who responded that they were not USA residents were asked what country they were from. This question was in the pre-experience survey and was open-ended. Many of non-USA residents were from the United Kingdom, for both participants in vehicles (19.1%) and hikers (22.2%). There was one non-USA resident cyclist, who was from the Czech Republic.

Table 38: Country of residence (not including USA residents)

Country	User Groups	<i>n</i> ¹	%
Argentina	Vehicle	0	0
	Hiker	1	2.8
	Cyclist	0	0
Australia	Vehicle	2	4.3
	Hiker	2	5.6
	Cyclist	0	0
Austria	Vehicle	1	2.1
	Hiker	0	0
	Cyclist	0	0
Bahrain	Vehicle	1	2.1
	Hiker	0	0
	Cyclist	0	0
Belgium	Vehicle	4	8.5
	Hiker	1	2.8
	Cyclist	0	0
Canada	Vehicle	2	4.3
	Hiker	6	16.6
	Cyclist	0	0
China	Vehicle	1	2.1
	Hiker	0	0
	Cyclist	0	0

Country	User Groups	<i>n</i>¹	%
Czech Republic	Vehicle	0	0
	Hiker	0	0
	Cyclist	1	100
Columbia	Vehicle	0	0
	Hiker	1	2.8
	Cyclist	0	0
Denmark	Vehicle	1	2.1
	Hiker	0	0
	Cyclist	0	0
Ecuador	Vehicle	0	0
	Hiker	1	2.8
	Cyclist	0	0
France	Vehicle	5	10.6
	Hiker	3	8.3
	Cyclist	0	0
Germany	Vehicle	5	10.6
	Hiker	3	8.3
	Cyclist	0	0
Iceland	Vehicle	1	2.1
	Hiker	0	0
	Cyclist	0	0
India	Vehicle	1	2.1
	Hiker	0	0
	Cyclist	0	0
Ireland	Vehicle	0	0
	Hiker	1	2.8
	Cyclist	0	0
Israel	Vehicle	2	4.3
	Hiker	1	2.8
	Cyclist	0	0
Italy	Vehicle	0	0
	Hiker	1	2.8
	Cyclist	0	0
Japan	Vehicle	1	2.1
	Hiker	0	0
	Cyclist	0	0

Country	User Groups	<i>n</i>¹	%
Mexico	Vehicle	1	2.1
	Hiker	0	0
	Cyclist	0	0
Netherlands	Vehicle	4	8.5
	Hiker	3	8.3
	Cyclist	0	0
New Zealand	Vehicle	0	0
	Hiker	1	2.8
	Cyclist	0	0
Spain	Vehicle	1	2.1
	Hiker	0	0
	Cyclist	0	0
Sweden	Vehicle	0	0
	Hiker	1	2.8
	Cyclist	0	0
Switzerland	Vehicle	4	8.5
	Hiker	1	2.8
	Cyclist	0	0
Turkey	Vehicle	1	2.1
	Hiker	0	0
	Cyclist	0	0
United Kingdom	Vehicle	9	19.1
	Hiker	8	22.2
	Cyclist	0	0

¹Total vehicles = 47, total hikers = 36, total cyclists = 1

Participants from the United States were also asked for their zip code in the pre-experience survey (Table 39, Figures 28 and 29). These zip codes were grouped into regions of the United States. Many of the participants in vehicles (22.1%) reported zip codes in the *Southwest*, while many hikers (18.9%) and cyclists (60.0%) reported zip codes in the *Northwest*.

Table 39: Zip code region

Region	User Group	<i>n</i>¹	%
Northwest	Vehicle	184	20.5
	Hiker	125	18.9
	Cyclist	23	60.0
Pacific	Vehicle	111	12.3
	Hiker	84	12.7
	Cyclist	3	7.7
Southwest	Vehicle	199	22.1
	Hiker	121	18.3
	Cyclist	3	7.7
Midwest	Vehicle	141	15.7
	Hiker	119	18.0
	Cyclist	6	15.4
Northeast	Vehicle	119	13.2
	Hiker	106	16.1
	Cyclist	2	5.1
Southeast	Vehicle	145	16.1
	Hiker	104	15.8
	Cyclist	1	2.6
AK or HI	Vehicle	0	0
	Hiker	1	0.1
	Cyclist	1	2.6

¹Total vehicles = 907, total hikers = 657, total cyclists = 39

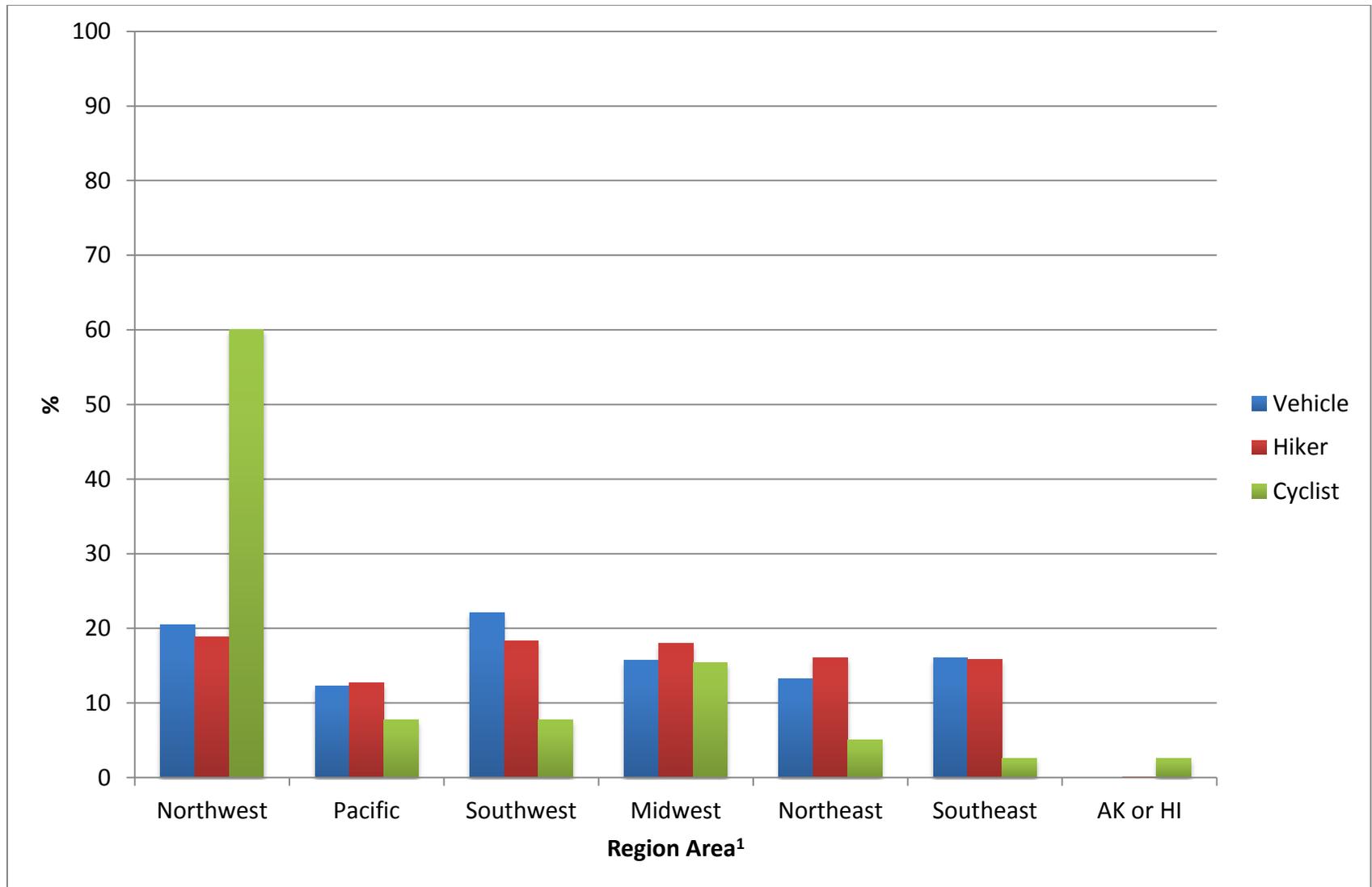


Figure 28: Zip code region

¹Total vehicles = 907, total hikers = 657, total cyclists = 39

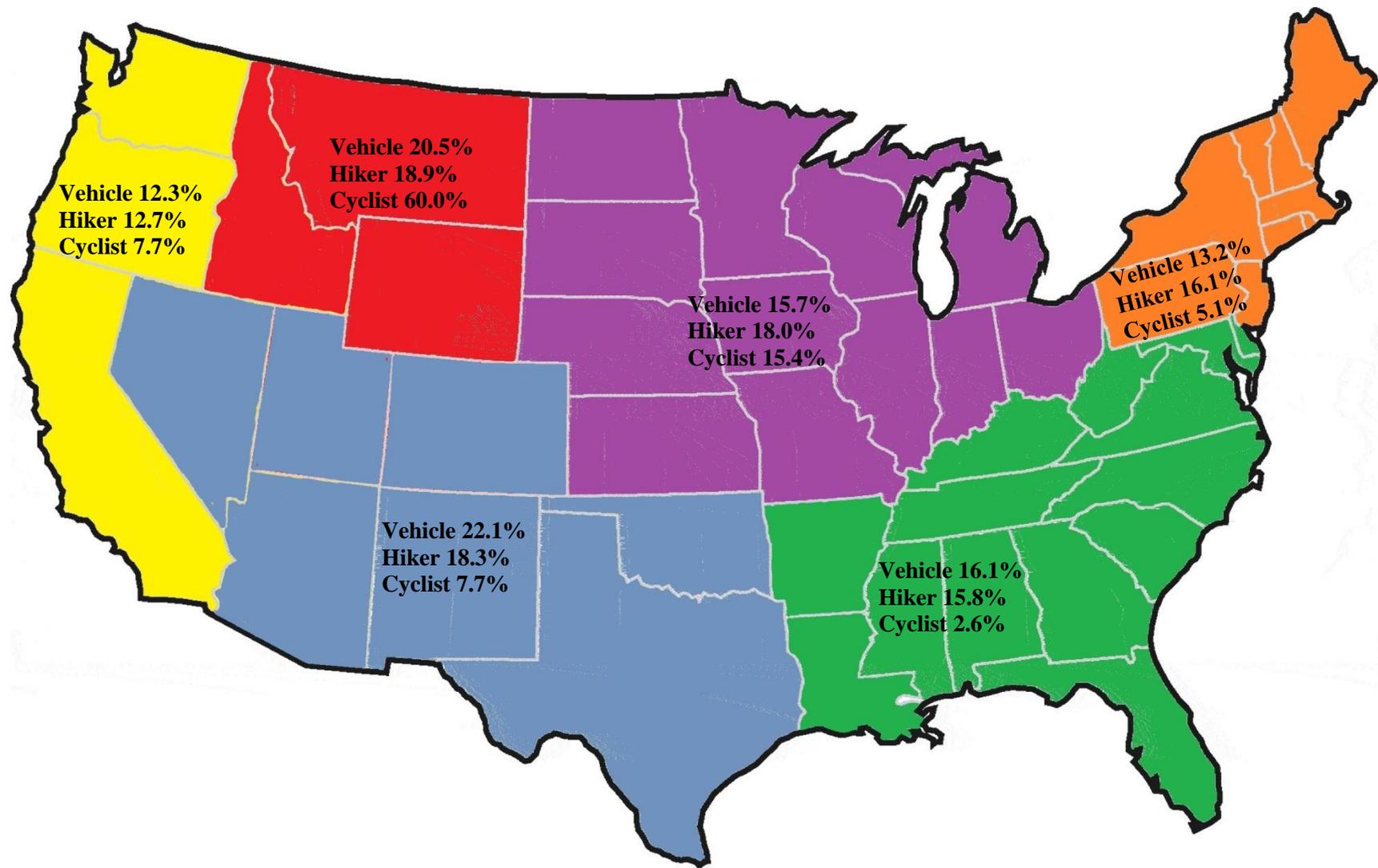


Figure 29: Map of zip code region

¹Total vehicles = 907, total hikers = 657, total cyclists = 39

From the information provided by the zip codes, it was found that 14.5% of participants in vehicles, 14.2% of hikers, and 56.4% of cyclists were locals from the Teton area (Table 40, Figure 30).

Table 40: Local residency

	User Groups	<i>n</i> ¹	%
Local*	Vehicle	130	14.5
	Hiker	94	14.2
	Cyclist	22	56.4

*Includes zip codes from Teton County, WY, Teton County, ID, and Lincoln County, WY; of the entire sample, including all user types, 14.4% listed local zip codes (n=1,705)

¹Total vehicles = 960, total hikers = 705, total cyclists = 40

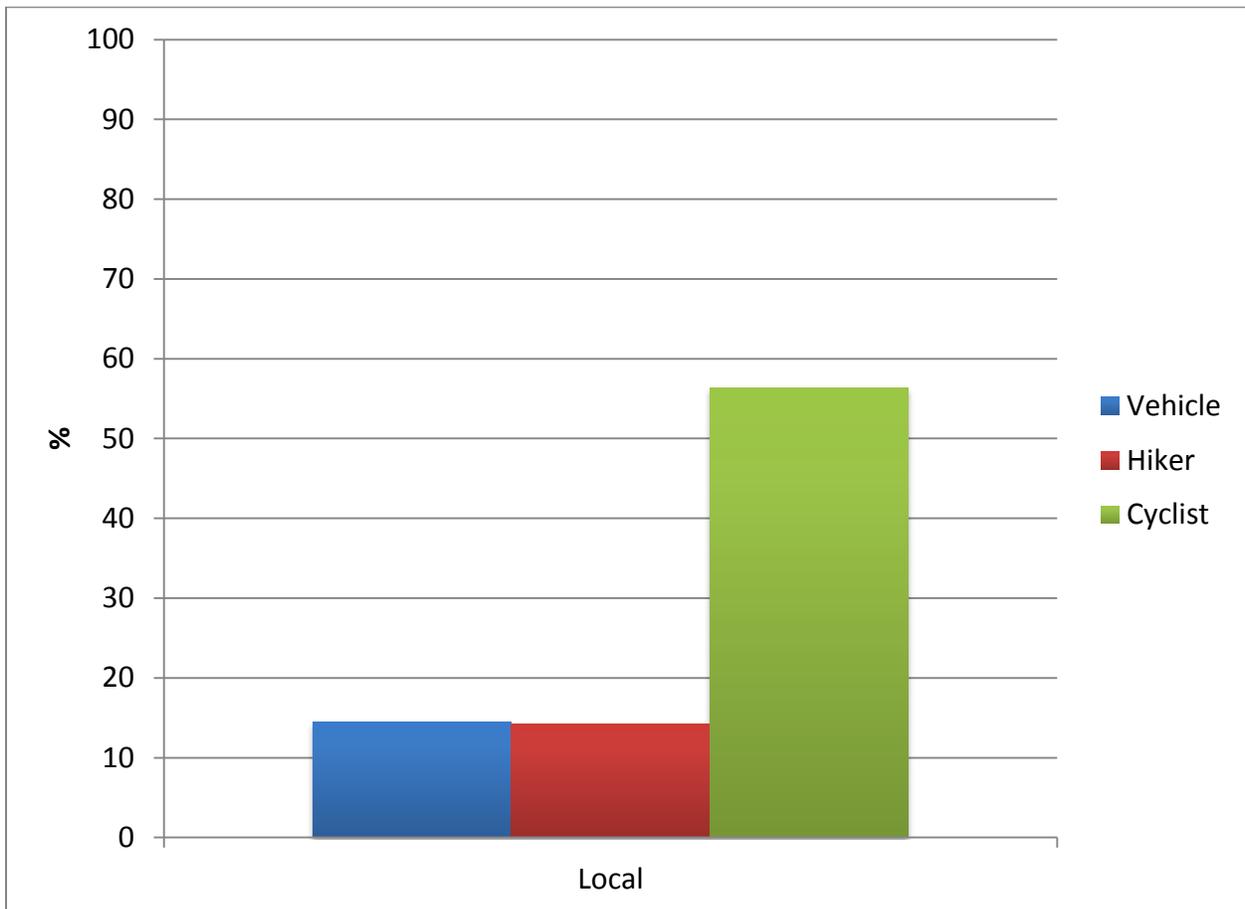


Figure 30: Local residency

*Includes zip codes from Teton County, WY, Teton County, ID, and Lincoln County, WY; of the entire sample, including all user types, 14.4% listed local zip codes (n=1,705)

¹Total vehicles = 960, total hikers = 705, total cyclists = 40

As part of the post-experience survey, participants were asked for the year they were born (Table 41, Figure 31). This question was open ended, so participants could answer as they wished. The range of ages for all user types was from 18 to 94. The average age was 50.1 for participants in vehicles, 47.7 for hikers, and 49.4 for cyclists.

Table 41: Year born

Age	User Groups	Mean	SD	Range
	Vehicle	50.1	14.1	19 – 94
	Hiker	47.7	15.3	18 – 86
	Cyclist	49.4	13.1	20 - 72

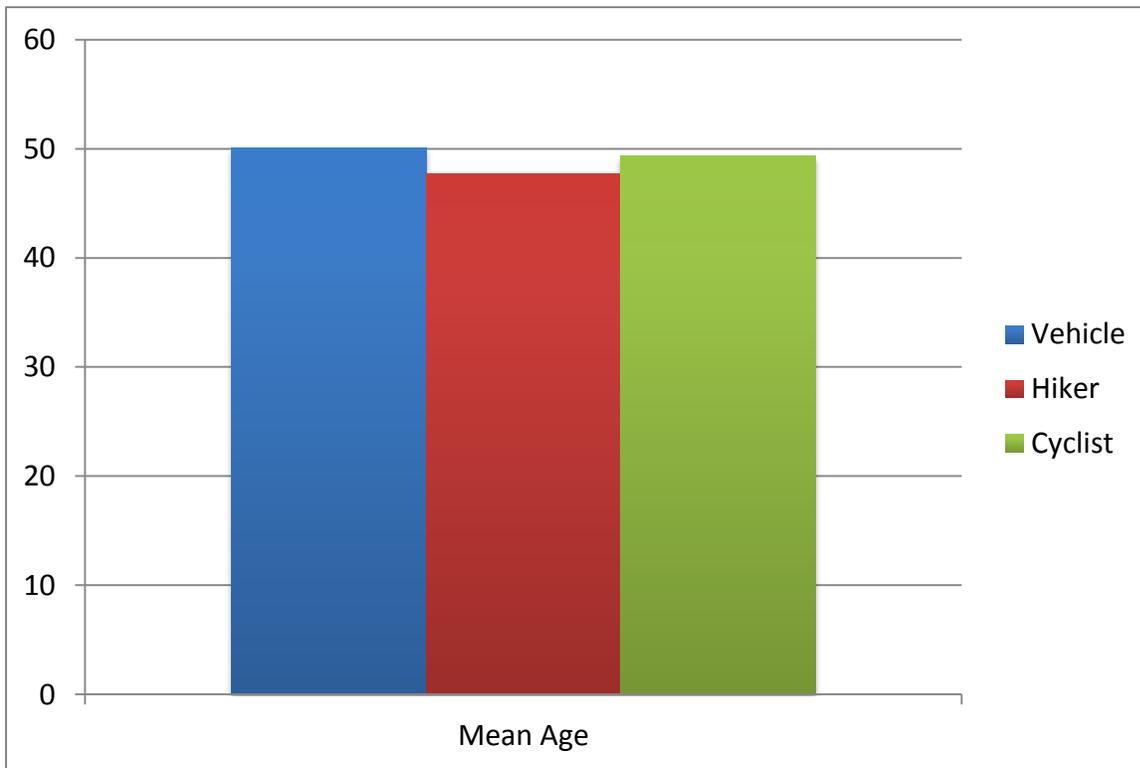


Figure 31: Mean Age

In the post-experience survey, participants were asked for their highest level of formal education completed (Table 42, Figure 32). Many hikers (44.0%) and cyclists (48.7%) reported completing a Master’s, Doctoral, or Professional degree, while many participants in vehicles (39.9%) reported completing college, business, or trade school as their highest form of education.

Table 42: Highest level of formal education

Education Level	User Groups	<i>n</i> ¹	%
Some high school	Vehicle	2	0.3
	Hiker	1	0.2
	Cyclist	0	0
High school graduate or GED	Vehicle	58	7.2
	Hiker	26	4.0
	Cyclist	1	2.6
Some college, business or trade school	Vehicle	111	13.7
	Hiker	64	10.1
	Cyclist	3	7.7
College, business or trade school graduate	Vehicle	305	39.9
	Hiker	216	35.7
	Cyclist	15	38.5
Some graduate school	Vehicle	44	5.8
	Hiker	38	5.7
	Cyclist	1	2.6
Master’s, Doctoral, or Professional Degree	Vehicle	259	33.0
	Hiker	269	44.0
	Cyclist	19	48.7

¹Total vehicles = 779, total hikers = 616, total cyclists = 39

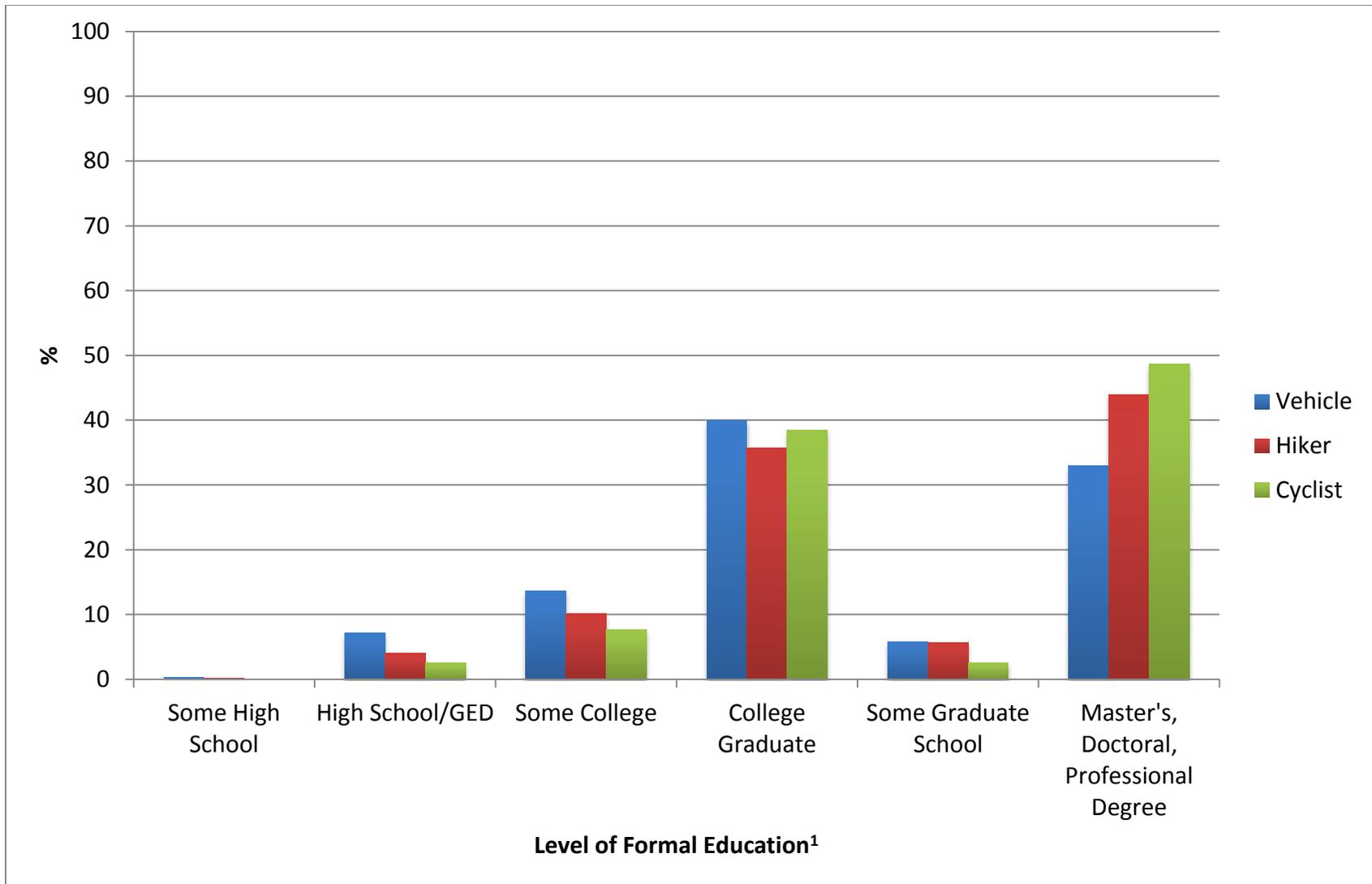


Figure 32: Highest level of formal education

¹Total vehicles = 779, total hikers = 616, total cyclists = 39

Participants were asked if they were Hispanic or Latino in the post-experience survey (Table 43, Figure 33). The majority of participants in all user types reported *not* being Hispanic or Latino.

Table 43: Hispanic or Latino

Hispanic or Latino	User Groups	<i>n</i> ¹	%
Yes	Vehicle	23	3.0
	Hiker	9	0.3
	Cyclist	2	5.0
No	Vehicle	760	96.3
	Hiker	603	98.1
	Cyclist	38	95.0

¹Total vehicles = 788, total hikers = 614, total cyclists = 40

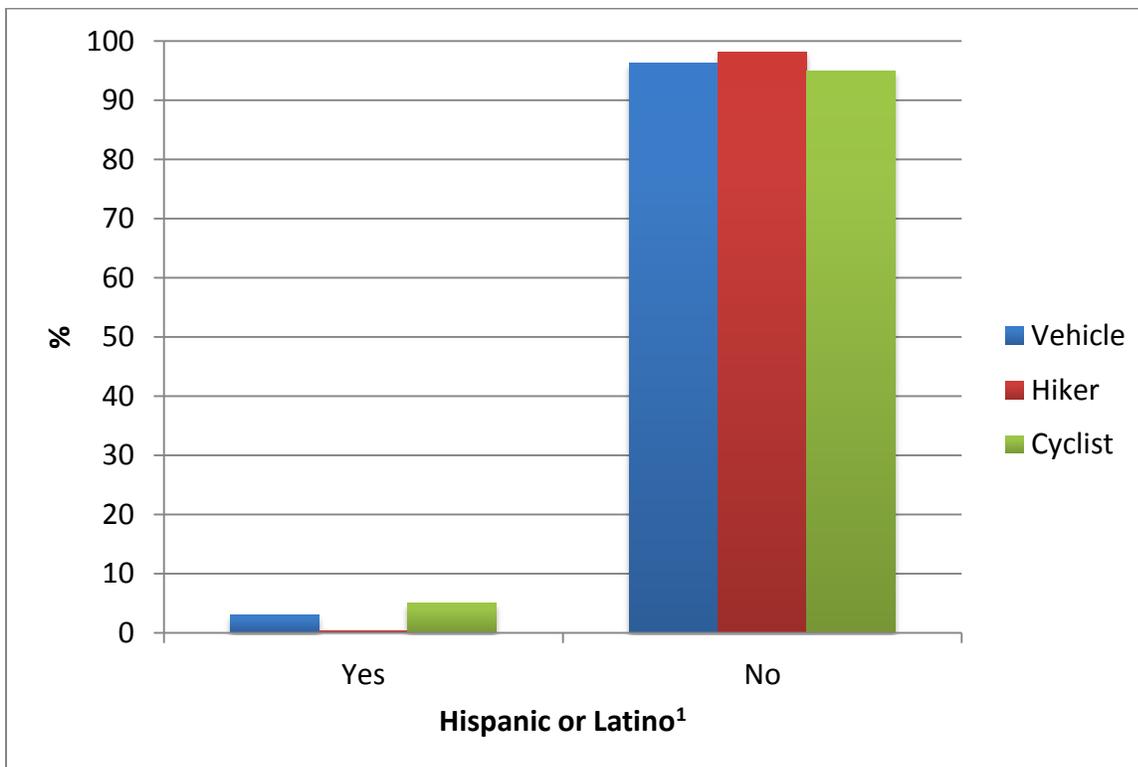


Figure 33: Percent Hispanic or Latino

¹Total vehicles = 788, total hikers = 614, total cyclists = 40

In the post-experience survey, participants were also asked for their race (Table 44, Figure 34). The majority of participants in all user types reported being *white*.

Table 44: Race

Race	User Groups	<i>n</i> ¹	%
American Indian or Alaskan Native	Vehicle	11	1.4
	Hiker	5	0.8
	Cyclist	0	0
Asian	Vehicle	31	3.2
	Hiker	18	2.6
	Cyclist	0	0
Black or African American	Vehicle	2	0.3
	Hiker	1	0.2
	Cyclist	0	0
Native Hawaiian	Vehicle	0	0
	Hiker	0	0
	Cyclist	0	0
Pacific Islander other than Native Hawaiian	Vehicle	0	0
	Hiker	1	0.2
	Cyclist	0	0
White	Vehicle	712	89.2
	Hiker	589	94.8
	Cyclist	38	95.0

¹Total vehicles = 756, total hikers = 614, total cyclists = 38

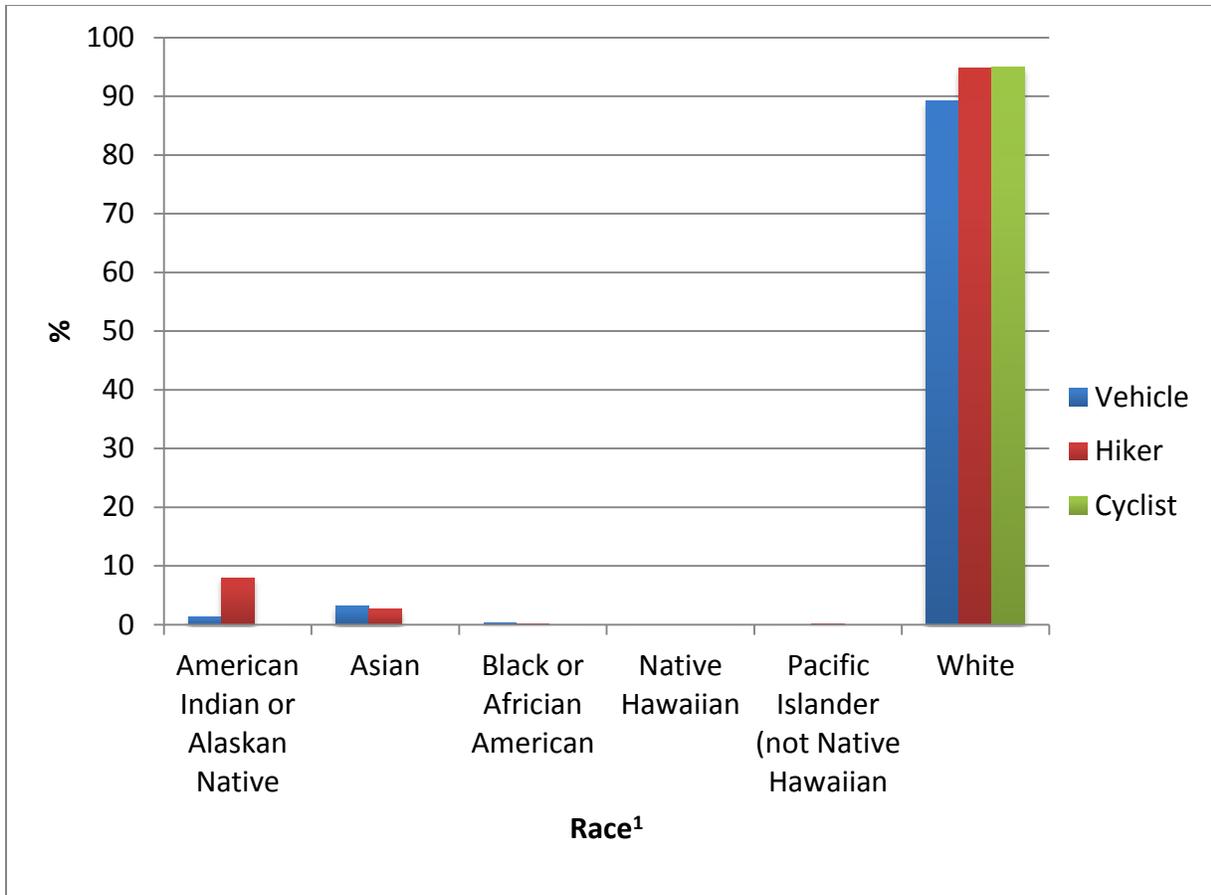


Figure 34: Race

¹Total vehicles = 756, total hikers = 614, total cyclists = 38

Commuters

Tables 46 to 63 show the descriptive results of motivation, experience compared to expectations, potential issues, and place attachment in regards to commuter types. Commuters were separated into six categories: 1. MWC; 2. Commuting within GRTE; 3. Commuting outside GRTE; 4. MWC commuting within GRTE; 5. MWC, commuting outside GRTE; and 6.

Exploring/wandering (Table 45). Commuter types were defined by examining the questions in the pre-survey inquiring about the participants primary destination (Table 4, Figure 5), and if they planned on stopping within the MWC (Table 5, Figure 6) for each participant. For frequency of commuter type by user group, see Table 46.

Table 45: Commuter type definitions

Commuter type	Definition
MWC	primary destination within the MWC (e.g. Phelps Lake)
Commuting within GRTE	primary destination outside the MWC, but within the GRTE (e.g. Jenny Lake), and did not plan on stopping within the MWC
Commuting outside GRTE	primary destination outside the MWC and GRTE (e.g. Yellowstone), and did not plan on stopping within the GRTE
MWC, Commuting within GRTE	primary destination outside the MWC, but within the GRTE (e.g. Jenny Lake), and did plan to or were unsure of stopping within the MWC
MWC, Commuting outside GRTE	primary destination outside the MWC and GRTE (e.g. Yellowstone), and did plan to or were unsure of stopping within the MWC
Exploring/Wandering	unsure of primary destination (e.g. adventuring around)

Table 46: Commuter type frequencies by user group

User Groups	Commuter Type	<i>n</i> ¹	%
Vehicle	MWC	169	17.7
	Commuting within GRTE	132	13.8
	Commuting outside GRTE	292	30.5
	MWC, Commuting within GRTE	134	14.0
	MWC, Commuting outside GRTE	162	16.9
	Exploring/Wandering	67	7.0
Hiker	MWC	525	75.0
	Commuting within GRTE	1	0.1
	Commuting outside GRTE	3	0.4
	MWC, Commuting within GRTE	62	8.9
	MWC, Commuting outside GRTE	86	12.3
	Exploring/Wandering	23	3.3
Cyclist	MWC	3	7.7
	Commuting within GRTE	6	15.4
	Commuting outside GRTE	15	38.5
	MWC, Commuting within GRTE	8	20.5
	MWC, Commuting outside GRTE	4	10.3
	Exploring/Wandering	3	7.7

¹Total vehicles = 956, total hikers = 700, total cyclists = 39

Motivations by vehicle commuter type

In the pre-experience survey, participants were asked a series of questions regarding their motivations for visiting the MWC (Tables 8 to 13, and Figure 9). An exploratory factor analysis was performed on all 27 of the motivation variables, using responses measured on a 5-point scale ranging from 1 = “Not at all important” to 5 = “Extremely Important.” “Not relevant” responses were not included in the factor analysis. This analysis is used to reveal groupings (i.e. factors) of related variables from a larger set of variables (Vaske, 2008). The motivation variables factored into 6 factors, represented in Tables 8 to 13. The Cronbach’s Alpha is also given for each factor, which represents the reliability of factor and how well items in the factor correlate. The Cronbach’s Alpha is measured on a scale of 0 – 1, with numbers closer to 1 representing higher internal consistency of the factor (Vaske, 2008). Additionally, among the variables in each factor, an analysis of variance test was performed to test for statistically significant different variable means. A Scheffe’s post-hoc test was performed to show significant differences at a 0.05 level among user types. The analysis showed that there were only significant differences between commuter types among participants in vehicles, thus the following results only show commuter types among participants in vehicles.

All vehicle commuter types reported learning motivations to be “Moderately Important” (Table 47). Between 44.3% and 48.2% of those commuting outside GRTE reported learning motivations to be “Not Relevant” to their visit.

Table 47: Learning motivations by vehicle commuter type

Importance ¹		% ²					M ²	SD ²	
Learning Motivations	Commuter Type	Not Relevant	Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To learn about the history and cultural significance of the area	MWC	22.8	15.5	25.6	34.9	18.6	5.4	2.7	1.1
	Commuting within GRTE	25.6	20.8	19.8	39.6	15.6	4.2	2.6	1.1
	Commuting outside GRTE	48.2	11.0	20.7	38.6	21.4	8.3	3.0	1.1
	MWC, Commuting within GRTE	12.3	11.4	21.1	34.2	26.3	7.0	3.0	1.1
	MWC, Commuting outside GRTE	22.6	9.8	21.1	39.8	17.9	11.4	3.0	1.1
	Exploring/Wandering	16.7	10.9	18.2	43.6	20.0	7.3	3.0	1.1
To learn about the plants and wildlife of the area	MWC ^{a,b}	17.6	11.0	16.2	36.8	29.4	6.6	3.0	1.1
	Commuting within GRTE ^a	20.2	17.5	14.6	35.6	28.2	3.9	2.9	1.1
	Commuting outside GRTE ^{a,b}	43.3	5.7	22.0	35.2	28.3	8.8	3.1	1.0
	MWC, Commuting within GRTE ^{a,b}	10.0	6.0	14.5	35.0	31.6	12.8	3.3	1.1
	MWC, Commuting outside GRTE ^b	13.9	5.1	11.8	34.6	33.1	15.4	3.4	1.1
	Exploring/Wandering ^{a,b}	10.6	6.8	11.9	39.0	37.3	5.1	3.2	1.0

Importance ¹		Commuter Type	Not Relevant	% ²					M ²	SD ²
Learning Motivations				Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5			
To learn about nature conservation and preservation values	MWC	17.4	13.0	23.2	30.4	25.4	8.0	2.9	1.2	
	Commuting within GRTE	23.3	20.2	22.2	33.3	19.2	5.1	2.7	1.2	
	Commuting outside GRTE	44.7	9.7	16.8	37.4	27.1	9.0	3.1	1.1	
	MWC, Commuting within GRTE	12.3	10.5	14.9	32.5	30.7	11.4	3.2	1.1	
	MWC, Commuting outside GRTE	15.8	6.8	15.8	42.1	24.8	10.5	3.2	1.0	
	Exploring/Wandering	10.6	8.5	15.3	42.4	25.4	8.5	3.1	1.0	

¹ Measured on a five-point scale with 1 = “Not at all important” and 5 = “Extremely important”

² Percent, means, and standard deviations do not include “not relevant” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “Not relevant responses” not included.

All vehicle commuter types reported nature motivations to be “Very Important” (Table 48). The majority of all vehicle commuter types reported *to view scenic beauty* as “Extremely Important”, however 20.0% of those commuting outside GRTE reported it to be “Not Relevant” to their trip. Additionally, between 20.0% and 31.7% of those commuting outside GRTE reported nature motivations to be “Not Relevant” to their visit.

Table 48: Nature motivations by vehicle commuter type

Importance ¹		% ²					M ²	SD ²	
Nature Motivations	Commuter Type	Not Relevant	Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To view the scenic beauty	MWC	3.0	0.6	1.2	6.2	30.2	61.7	4.5	0.7
	Commuting within GRTE	9.3	0.9	0	6.8	37.6	54.7	4.5	0.7
	Commuting outside GRTE	20.0	0	1.3	9.8	36.4	52.4	4.4	0.7
	MWC, Commuting within GRTE	0	0	1.5	3.1	30.5	64.9	4.6	0.6
	MWC, Commuting outside GRTE	5.6	0	0.7	4.0	31.1	64.2	4.6	0.6
	Exploring/Wandering	1.5	0	3.1	10.9	31.3	54.7	4.4	0.8
To experience a sense of connection with nature	MWC	6.7	2.0	3.9	13.1	32.0	49.0	4.2	1.0
	Commuting within GRTE	11.6	2.6	6.1	14.9	46.5	29.8	4.0	1.0
	Commuting outside GRTE	29.2	3.0	5.0	22.6	37.7	31.7	3.9	1.0
	MWC, Commuting within GRTE	1.5	0.8	5.4	15.5	38.0	40.3	4.1	0.9
	MWC, Commuting outside GRTE	8.2	0.7	4.1	23.3	34.9	37.0	4.0	0.9
	Exploring/Wandering	6.1	3.2	4.8	24.2	41.9	25.8	3.8	1.0

Importance ¹		Commuter Type	% ²					M ²	SD ²
Nature Motivations	Not Relevant		Not at all	Slight	Moderately	Very	Extremely		
			Important	Important	Important	Important	Important		
			1	2	3	4	5		
To experience the diversity of the natural world	MWC	9.1	2.0	5.3	18.0	35.3	39.3	4.1	1.0
	Commuting within GRTE	14.0	2.7	7.2	20.7	45.9	23.4	3.8	1.0
	Commuting outside GRTE	30.5	2.6	2.6	26.5	41.3	27.0	3.9	0.9
	MWC, Commuting within GRTE	2.3	1.6	6.2	20.2	38.0	34.1	4.0	1.0
	MWC, Commuting outside GRTE	9.4	0.7	6.3	19.4	42.4	31.3	4.0	0.9
	Exploring/Wandering	6.1	1.6	3.2	29.0	45.2	21.0	3.8	0.9
To enjoy the natural quiet and sounds of nature	MWC	6.1	2.6	4.5	14.8	38.1	40.0	4.1	1.0
	Commuting within GRTE	10.9	2.6	7.8	25.2	39.1	25.2	3.8	1.0
	Commuting outside GRTE	31.7	3.6	5.2	25.4	38.9	26.9	3.8	1.0
	MWC, Commuting within GRTE	0	3.1	3.8	11.5	52.3	29.2	4.0	0.9
	MWC, Commuting outside GRTE	6.9	3.4	8.8	16.2	47.3	24.3	3.8	1.0
	Exploring/Wandering	6.1	3.2	6.5	21.0	40.3	29.0	3.9	1.0

Importance ¹		Commuter Type	Not Relevant	% ²					M ²	SD ²
Nature Motivations				Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5			
To experience tranquility and contemplativeness in nature	MWC	6.6	3.9	4.5	19.4	39.4	32.9	3.9	1.0	
	Commuting within GRTE	10.9	2.6	8.8	24.6	39.5	24.6	3.8	1.0	
	Commuting outside GRTE	31.4	3.6	6.7	27.5	37.3	24.9	3.7	1.0	
	MWC, Commuting within GRTE	0.8	2.3	5.4	21.7	44.2	26.4	3.9	0.9	
	MWC, Commuting outside GRTE	10.7	3.5	11.3	19.0	40.8	25.4	3.7	1.1	
	Exploring/Wandering	6.1	1.6	8.1	30.6	30.6	29.0	3.8	1.0	

¹ Measured on a five-point scale with 1 = “Not at all important” and 5 = “Extremely important”

² Percent, means, and standard deviations do not include “not relevant” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “Not relevant responses” not included.

All vehicle commuter types reported wildlife motivations to be “Very Important” (Table 49). *To view wildlife* and *to experience wildlife in nature* were rated the highest among all vehicle commuter types. To the majority of those MWC, Commuting outside GRTE (61.8%) and the majority of those exploring/wandering (61.3%) reported *to view wildlife* to be “Extremely Important”. Between 20.8% and 32.0% of those commuting outside GRTE reported wildlife motivations to be “Not Relevant” to their visit.

Table 49: Wildlife motivations by vehicle commuter type

Importance ¹		Commuter Type	% ²					M ²	SD ²
Wildlife Motivations	Not Relevant		Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To view wildlife	MWC ^{a,b}	6.6	1.3	3.2	15.5	34.8	45.2	4.2	0.9
	Commuting within GRTE ^a	9.3	3.4	4.3	17.1	36.8	38.5	4.0	1.0
	Commuting outside GRTE ^{a,b}	20.8	0	1.8	15.3	31.1	51.8	4.3	0.8
	MWC, Commuting within GRTE ^{a,b}	0.8	0	2.3	14.6	33.1	50.0	4.3	0.8
	MWC, Commuting outside GRTE ^b	5.0	0	1.3	7.2	29.6	61.8	4.5	0.7
	Exploring/Wandering ^b	4.6	0	3.2	8.1	27.4	61.3	4.5	0.8
To photograph wildlife	MWC ^a	15.0	9.2	11.3	27.5	31.0	21.1	3.4	1.2
	Commuting within GRTE ^{a,b}	16.9	9.3	9.3	25.0	29.6	26.9	3.6	1.2
	Commuting outside GRTE ^b	32.0	2.6	5.7	22.9	33.3	35.4	3.9	1.0
	MWC, Commuting within GRTE ^{a,b}	2.3	2.3	8.6	18.0	37.5	33.6	3.9	1.0
	MWC, Commuting outside GRTE ^b	6.9	3.4	6.0	16.1	32.2	42.3	4.0	1.0
	Exploring/Wandering ^{a,b}	3.0	7.8	9.4	18.8	28.1	35.9	3.8	1.3

Importance ¹		Commuter Type	% ²					M ²	SD ²
Wildlife Motivations	Not Relevant		Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To experience wildlife in nature	MWC ^{a,b}	8.4	2.0	4.6	13.8	44.1	35.5	4.1	0.9
	Commuting within GRTE ^a	10.1	5.2	5.2	19.8	42.2	27.6	3.8	1.1
	Commuting outside GRTE ^{a,b}	26.4	0	2.4	22.1	38.5	37.0	4.1	0.8
	MWC, Commuting within GRTE ^{a,b}	0.8	1.6	6.2	14.7	41.1	36.4	4.1	1.0
	MWC, Commuting outside GRTE ^b	3.6	0.7	2.7	14.1	38.9	43.6	4.2	0.8
	Exploring/Wandering ^{a,b}	4.5	0	3.2	19.0	42.9	34.9	4.1	0.8
To experience wildlife to have a memorable story to tell other people	MWC	11.0	9.6	8.2	30.8	28.8	22.6	3.5	1.2
	Commuting within GRTE	14.1	8.2	10.0	33.6	30.9	17.3	3.4	1.1
	Commuting outside GRTE	30.4	3.6	4.6	29.6	30.1	32.1	3.8	1.0
	MWC, Commuting within GRTE	3.1	5.6	8.7	26.2	36.5	23.0	3.6	1.1
	MWC, Commuting outside GRTE	6.9	4.7	8.1	22.1	34.9	30.2	3.8	1.1
	Exploring/Wandering	4.5	6.3	11.1	27.0	30.2	25.4	3.6	1.2

¹ Measured on a five-point scale with 1 = “Not at all important” and 5 = “Extremely important”

² Percent, means, and standard deviations do not include “not relevant” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “Not relevant responses” not included.

All vehicle commuter types reported restorative motivations to be “Moderately Important” (Table 50). Between 31.1% and 38.1% of those commuting outside GRTE reported restorative motivations to be “Not Relevant” to their visit.

Table 50: Restorative motivations by vehicle commuter type

Importance ¹		% ²					M ²	SD ²	
Restorative Motivations	Commuter Type	Not Relevant	Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To experience the rustic, narrow, winding, slow traveling and historic character of the road ²	MWC	16.4	15.9	18.8	26.1	23.9	15.2	3.0	1.3
	Commuting within GRTE	14.6	18.9	13.5	23.4	27.0	17.1	3.1	1.4
	Commuting outside GRTE	31.2	9.3	10.3	27.8	32.0	20.6	3.4	1.2
	MWC, Commuting within GRTE	7.6	7.4	10.7	21.5	36.4	24.0	3.6	1.2
	MWC, Commuting outside GRTE	9.5	14.7	8.4	23.1	30.8	23.1	3.4	1.3
	Exploring/Wandering	7.6	14.8	16.4	26.2	24.6	18.0	3.2	1.3
To experience solitude	MWC	9.7	12.1	11.4	21.5	26.2	28.9	3.5	1.3
	Commuting within GRTE	13.5	10.1	11.9	27.5	30.3	20.2	3.4	1.2
	Commuting outside GRTE	34.2	11.3	7.5	33.3	25.8	22.0	3.4	1.2
	MWC, Commuting within GRTE	3.9	10.6	10.6	25.2	38.2	15.4	3.4	1.2
	MWC, Commuting outside GRTE	12.6	12.2	8.6	28.1	32.4	18.7	3.4	1.2
	Exploring/Wandering	9.1	15.0	6.7	35.0	21.7	21.7	3.3	1.3

Importance ¹		Commuter Type	% ²					M ²	SD ²
Restorative Motivations	Not Relevant		Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To experience a feeling of calmness or peace	MWC	6.7	7.1	8.4	16.9	36.4	31.2	3.8	1.2
	Commuting within GRTE	10.2	4.4	10.5	27.2	35.1	22.8	3.6	1.1
	Commuting outside GRTE	31.1	5.2	8.2	30.4	33.0	23.2	3.6	1.1
	MWC, Commuting within GRTE	2.3	3.9	11.0	19.7	43.3	22.0	3.7	1.1
	MWC, Commuting outside GRTE	10.1	6.3	9.2	23.2	37.3	23.9	3.6	1.1
	Exploring/Wandering	6.1	6.5	11.3	29.0	30.6	22.6	3.5	1.2
To experience a positive change in mood and emotion	MWC ^a	9.1	8.7	4.0	18.0	36.7	32.7	3.8	1.2
	Commuting within GRTE ^{a,b}	12.7	8.2	11.8	31.8	30.0	18.2	3.4	1.2
	Commuting outside GRTE ^{a,b}	32.2	6.8	7.9	28.9	33.7	22.6	3.6	1.1
	MWC, Commuting within GRTE ^{a,b}	3.1	4.7	12.6	21.3	43.3	18.1	3.6	1.1
	MWC, Commuting outside GRTE ^a	12.2	6.6	6.6	22.6	38.7	25.5	3.7	1.1
	Exploring/Wandering ^b	9.1	6.7	20.2	36.7	21.7	15.0	3.2	1.1

Importance ¹		Commuter Type	Not Relevant	% ²					M ²	SD ²
Restorative Motivations				Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5			
To think about your personal values	MWC	12.7	20.8	15.3	20.1	26.4	17.4	3.0	1.4	
	Commuting within GRTE	19.7	14.7	17.6	32.4	19.6	15.7	3.0	1.3	
	Commuting outside GRTE	38.1	13.9	8.7	30.1	29.5	17.9	3.3	1.3	
	MWC, Commuting within GRTE	12.4	14.2	14.2	28.3	27.4	15.9	3.1	1.3	
	MWC, Commuting outside GRTE	21.8	15.6	19.7	21.3	29.5	13.9	3.1	1.3	
	Exploring/Wandering	16.7	18.2	20.0	29.1	18.2	14.5	2.9	1.3	
To give my mind a rest	MWC	9.1	9.3	10.7	21.3	35.3	23.3	3.5	1.2	
	Commuting within GRTE	14.2	8.3	11.0	24.8	31.2	24.8	3.5	1.2	
	Commuting outside GRTE	33.6	8.0	7.5	22.5	34.2	27.8	3.7	1.2	
	MWC, Commuting within GRTE	6.2	4.9	13.1	17.2	34.4	30.3	3.7	1.2	
	MWC, Commuting outside GRTE	13.4	8.9	13.3	21.5	30.4	25.9	3.5	1.3	
	Exploring/Wandering	18.2	9.3	16.7	27.8	20.4	25.9	3.6	1.3	

Importance ¹		Commuter Type	Not Relevant	% ²					M ²	SD ²
Restorative Motivations				Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5			
To get away from the usual demands of life	MWC	7.8	3.9	7.8	17.0	37.3	34.0	3.9	1.1	
	Commuting within GRTE	14.0	3.6	3.6	20.7	35.1	34.2	3.9	1.1	
	Commuting outside GRTE	32.3	5.3	4.7	20.0	33.7	36.3	3.9	1.1	
	MWC, Commuting within GRTE	4.6	4.8	8.8	12.0	39.2	35.2	3.9	1.1	
	MWC, Commuting outside GRTE	12.7	5.8	5.8	14.5	39.9	34.1	3.9	1.1	
	Exploring/Wandering	9.2	8.5	11.9	27.1	20.3	32.2	3.6	1.3	
To get away from the noise back home	MWC	11.5	7.5	11.0	17.8	30.1	33.6	3.7	1.2	
	Commuting within GRTE	14.8	10.1	11.0	23.9	22.9	32.1	3.6	1.3	
	Commuting outside GRTE	35.1	8.2	5.5	25.3	30.2	30.8	3.7	1.2	
	MWC, Commuting within GRTE	6.9	5.0	11.6	19.8	33.9	29.8	3.7	1.2	
	MWC, Commuting outside GRTE	14.6	8.1	12.6	18.5	34.1	26.7	3.6	1.2	
	Exploring/Wandering	13.6	10.5	14.0	28.1	17.5	29.8	3.4	1.3	

Importance ¹		Commuter Type	Not Relevant	% ²					M ²	SD ²
Restorative Motivations				Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5			
To escape from answering emails, texts, or phone calls	MWC	14.5	9.2	7.8	24.8	29.8	28.4	3.6	1.2	
	Commuting within GRTE	15.7	11.2	10.3	24.3	22.4	31.8	3.5	1.3	
	Commuting outside GRTE	35.1	11.0	7.7	21.5	27.1	32.6	3.6	1.3	
	MWC, Commuting within GRTE	6.9	12.3	9.0	18.9	26.5	30.3	3.6	1.3	
	MWC, Commuting outside GRTE	16.0	9.9	9.2	16.8	36.6	27.5	3.6	1.3	
	Exploring/Wandering	15.2	14.3	10.7	26.8	23.2	25.0	3.3	1.4	

¹ Measured on a five-point scale with 1 = “Not at all important” and 5 = “Extremely important”

² Percent, means, and standard deviations do not include “not relevant” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “Not relevant responses” not included.

All vehicle commuter types reported health motivations to be “Moderately” to “Very Important” (Table 51). Between 31.8% and 38.3% of those commuting outside GRTE reported wildlife motivations to be “Not Relevant” to their visit.

Table 51: Health motivations by vehicle commuter type

Importance ¹		Commuter Type	% ²					M ²	SD ²
Health Motivations	Not Relevant		Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To get some exercise	MWC ^a	5.5	3.8	3.8	17.9	41.0	33.3	4.0	1.0
	Commuting within GRTE ^{a,b}	17.3	5.7	7.6	24.8	38.1	23.8	3.7	1.1
	Commuting outside GRTE ^{b,c}	38.3	12.1	8.1	26.0	34.1	19.7	3.4	1.2
	MWC, Commuting within GRTE ^{a,b}	4.6	5.6	6.4	25.6	39.2	23.2	3.7	1.1
	MWC, Commuting outside GRTE ^{b,c}	12.8	8.1	11.1	27.4	40.0	13.3	3.4	1.1
	Exploring/Wandering ^c	15.2	8.9	19.6	39.3	23.2	8.9	3.0	1.1
To improve my physical health	MWC ^a	7.9	3.3	5.3	22.5	37.7	31.1	3.9	1.0
	Commuting within GRTE ^{a,b}	18.9	7.8	7.8	25.2	35.9	23.3	3.6	1.2
	Commuting outside GRTE ^{a,b,c}	36.9	11.9	9.6	25.4	31.6	21.5	3.4	1.3
	MWC, Commuting within GRTE ^{a,b,c}	6.9	6.6	11.6	26.4	32.2	23.1	3.5	1.2
	MWC, Commuting outside GRTE ^{b,c}	14.7	12.8	12.0	27.8	35.3	12.0	3.2	1.2
	Exploring/Wandering ^c	13.6	8.8	21.1	38.6	22.8	8.8	3.0	1.1

Importance ¹		Commuter Type	% ²					M ²	SD ²
Health Motivations		Not Relevant	Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To experience a sense of adventure or challenge	MWC	8.4	2.0	7.9	28.9	36.8	24.3	3.7	1.0
	Commuting within GRTE	12.0	4.5	10.0	31.8	37.3	16.4	3.5	1.0
	Commuting outside GRTE	31.8	6.8	5.7	25.5	38.0	24.0	3.7	1.1
	MWC, Commuting within GRTE	3.1	4.7	11.8	30.7	36.2	16.5	3.5	1.1
	MWC, Commuting outside GRTE	9.0	4.2	16.9	24.6	36.6	17.6	3.5	1.1
	Exploring/Wandering	12.1	5.2	13.8	39.7	27.6	13.8	3.3	1.0

¹ Measured on a five-point scale with 1 = “Not at all important” and 5 = “Extremely important”

² Percent, means, and standard deviations do not include “not relevant” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “Not relevant responses” not included.

All vehicle commuter types reported family motivations to be “Very Important” (Table 52). To the majority of the MWC commuter type (53.1%), *to spend time with family/friends* was reported to be “Extremely Important”. Between 30.2% and 37.2% of those commuting outside GRTE, and between 20.9% and 28.7% of commuting within the GRTE reported family motivations to be “Not Relevant” to their visit.

Table 52: Family motivations by vehicle commuter type

Importance ¹		Commuter Type	% ²					M ²	SD ²
Family Motivations	Not Relevant		Not at all Important	Slight Important	Moderately Important	Very Important	Extremely Important		
			1	2	3	4	5		
To spend time with family/friends	MWC	14.4	2.8	2.1	8.4	33.6	53.1	4.3	0.9
	Commuting within GRTE	20.9	2.9	4.9	10.8	41.2	40.2	4.1	1.0
	Commuting outside GRTE	30.9	3.1	2.0	17.3	36.7	40.8	4.1	1.0
	MWC, Commuting within GRTE	8.4	3.3	4.2	5.8	42.5	44.2	4.2	1.0
	MWC, Commuting outside GRTE	12.7	3.6	4.3	13.0	36.2	42.8	4.1	1.0
	Exploring/Wandering	10.6	6.8	6.8	15.3	33.9	37.3	3.9	1.2
To bring my family closer together	MWC	26.5	7.4	4.9	15.6	29.5	42.6	4.0	1.2
	Commuting within GRTE	28.7	5.4	3.3	16.3	41.3	33.7	4.0	1.1
	Commuting outside GRTE	37.2	5.1	1.7	19.7	39.3	34.3	4.0	1.0
	MWC, Commuting within GRTE	15.3	7.2	3.6	13.5	43.2	32.4	3.9	1.1
	MWC, Commuting outside GRTE	19.0	5.5	7.0	18.0	32.8	36.7	3.9	1.1
	Exploring/Wandering	18.2	9.3	7.4	14.8	29.6	38.9	3.8	1.3

Importance ¹		Commuter Type	% ²					M ²	SD ²
Family Motivations	Not Relevant		Not at all	Slight	Moderately	Very	Extremely		
			Important	Important	Important	Important	Important		
			1	2	3	4	5		
To share this place with my family/friends	MWC	16.2	5.0	4.3	8.6	36.4	45.7	4.1	1.1
	Commuting within GRTE	21.7	3.0	3.0	13.9	44.6	35.6	4.1	1.0
	Commuting outside GRTE	30.2	3.0	2.5	19.2	38.4	36.9	4.0	1.0
	MWC, Commuting within GRTE	6.1	3.3	6.5	7.3	43.1	39.8	4.1	1.0
	MWC, Commuting outside GRTE	12.0	3.6	5.8	14.4	35.3	41.0	4.0	1.1
	Exploring/Wandering	13.6	10.5	3.5	10.5	42.1	33.3	3.8	1.2

¹ Measured on a five-point scale with 1 = “Not at all important” and 5 = “Extremely important”

² Percent, means, and standard deviations do not include “not relevant” responses

^{a,b} Superscripts with different letter indicate significant differences between groups based on a post-hoc Scheffe’s Test. “Not relevant responses” not included.

Visitor Experience Compared with Expectations by Vehicle Commuter Type

In the post-experience survey, participants were asked a series of questions regarding how their experience compared with their expectations while visiting the MWC (based on a 5-point scale ranging from 1 = “A lot less than expected” to 5 = “A lot more than expected”) (Tables 14 to 19, and Figure 10). An exploratory factor analysis was performed on all 27 of the motivation variables, using responses measured on a 5-point scale ranging from 1 = “Not at all important” to 5 = “Extremely Important.” “Not relevant” responses were not included in the factor analysis. This analysis is used to reveal groupings (i.e. factors) of related variables from a larger set of variables (Vaske, 2008). The motivation variables factored into 6 factors, represented in Tables 8 to 13. To maintain consistency, the following “expectations” tables were organized based on how the variables factored together. Additionally, among the variables in each factor, an analysis of variance test was performed to test for statistically significant differences among variable means. A Scheffe’s post-hoc test was performed to show significant differences at a 0.05 level among user types. “Not expectation” responses were not included in the analysis for variance.

For expectations related to opportunities for learning, the majority of those commuting within GRTE (50.5 % to 55.1%) reported having “No Expectation”. Of the participants that had expectations, the majority in all vehicle commuter types reported each learning opportunity to be “About as they Expected” (Table 53).

Table 53: Learning expectations by commuter type

Opportunity ¹		Commuter Type	% ²					M ²	SD ²
Learning Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To learn about the history and cultural significance of the area	MWC	42.9	1.6	7.8	64.1	20.3	6.3	3.2	0.7
	Commuting within GRTE	55.1	0	0	89.6	10.4	0	3.1	0.3
	Commuting outside GRTE	48.8	0.8	5.5	81.1	12.6	0	3.1	0.5
	MWC, Commuting within GRTE	46.6	1.8	12.7	70.9	10.9	3.6	3.0	0.7
	MWC, Commuting outside GRTE	48.6	4.2	8.5	73.2	8.5	5.6	3.0	0.8
	Exploring/Wandering	45.6	3.2	9.7	64.5	16.1	6.5	3.1	0.8
To learn about the plants and wildlife of the area	MWC	29.5	3.8	3.8	59.5	22.8	10.1	3.3	0.9
	Commuting within GRTE	50.5	0	1.9	86.8	11.3	0	3.1	0.4
	Commuting outside GRTE	45.6	1.5	5.9	81.5	10.4	0.7	3.0	0.5
	MWC, Commuting within GRTE	35.6	0	6.0	79.1	13.4	1.5	3.1	0.5
	MWC, Commuting outside GRTE	41.3	3.7	9.9	69.1	12.3	4.9	3.1	0.8
	Exploring/Wandering	29.8	0	15.0	62.5	20.0	2.5	3.1	0.7

Opportunity ¹	Commuter Type	No Expectation	% ²					M ²	SD ²
			A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
Learning Expectations			1	2	3	4	5		
To learn about nature conservation and preservation values	MWC	38.7	2.9	2.9	64.7	20.6	8.8	3.3	0.8
	Commuting within GRTE	54.2	0	8.2	83.7	8.2	0	3.0	0.4
	Commuting outside GRTE	47.6	3.1	5.4	80.0	11.5	0	3.0	0.5
	MWC, Commuting within GRTE	37.3	1.6	14.1	65.6	15.6	3.1	3.1	0.7
	MWC, Commuting outside GRTE	42.3	2.5	12.7	69.6	10.1	5.1	3.0	0.7
	Exploring/Wandering	31.6	0	15.4	69.2	12.8	2.6	3.0	0.7

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

For expectations related to opportunities for nature, very few within each category of vehicle commuters reported that each nature opportunity was “A Lot Less Than Expected” or “Less Than Expected” (Table 54). Most participants that had expectations in every category of vehicle commuter reported opportunities for nature to be “About as They Expected”. Of the vehicle commuters in the MWC category, 58.5% reported *to view scenic beauty* as “More Than Expected” or “A Lot More Than Expected”.

Table 54: Nature expectations by vehicle commuter type

Opportunity ¹		Commuter Type	% ²					M ²	SD ²
Nature Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To view the scenic beauty	MWC	5.4	0	0.9	40.6	34.9	23.6	3.8	0.8
	Commuting within GRTE	11.2	0	2.1	56.8	30.5	10.5	3.5	0.7
	Commuting outside GRTE	13.7	0	1.4	60.3	31.3	7.0	3.4	0.6
	MWC, Commuting within GRTE	4.9	0	7.1	45.9	35.7	11.2	3.5	0.8
	MWC, Commuting outside GRTE	9.4	2.4	4.8	49.6	32.0	11.2	3.5	0.8
	Exploring/Wandering	6.9	0	7.4	50.0	35.2	7.4	3.4	0.7
To experience a sense of connection with nature	MWC	10.7	1.0	2.0	52.0	30.0	15.0	3.6	0.8
	Commuting within GRTE	22.4	0	1.2	71.1	24.1	3.6	3.3	0.6
	Commuting outside GRTE	21.9	1.0	2.1	72.5	20.7	3.6	3.2	0.6
	MWC, Commuting within GRTE	12.6	1.1	3.3	64.4	27.8	3.3	3.3	0.6
	MWC, Commuting outside GRTE	15.9	0.9	3.4	61.2	25.9	8.6	3.4	0.7
	Exploring/Wandering	12.5	4.1	2.0	67.3	24.5	2.0	3.2	0.7

Opportunity ¹		Commuter Type	% ²					M ²	SD ²
Nature Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To experience the diversity of the natural world	MWC	10.7	2.0	3.0	59.0	24.0	12.0	3.4	0.8
	Commuting within GRTE	22.4	0	2.4	74.7	21.7	1.2	3.2	0.5
	Commuting outside GRTE	21.6	1.6	2.1	75.5	18.2	2.6	3.1	0.6
	MWC, Commuting within GRTE	13.6	0	6.7	71.9	19.1	2.2	3.2	0.6
	MWC, Commuting outside GRTE	15.9	0.9	8.6	66.4	17.2	6.9	3.2	0.7
	Exploring/Wandering	12.3	6.0	2.0	68.0	22.0	2.0	3.1	0.7
To enjoy the natural quiet and sounds of nature	MWC	9.1	2.0	3.0	57.0	23.0	15.0	3.5	0.9
	Commuting within GRTE	24.3	0	0	74.1	19.8	6.2	3.3	0.6
	Commuting outside GRTE	24.6	1.6	3.2	74.3	18.2	2.7	3.2	0.6
	MWC, Commuting within GRTE	7.8	0	42	71.6	20.0	4.2	3.2	0.6
	MWC, Commuting outside GRTE	18.1	0	6.2	66.4	19.5	8.0	3.3	0.7
	Exploring/Wandering	10.5	7.8	2.0	72.5	15.7	2.0	3.0	0.8

Opportunity ¹	Commuter Type	No Expectation	% ²					M ²	SD ²
			A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
Nature Expectations			1	2	3	4	5		
To experience tranquility and contemplativeness in nature	MWC	9.8	2.0	4.0	58.4	22.8	12.9	3.4	0.8
	Commuting within GRTE	23.6	0	1.2	82.7	13.6	2.5	3.2	0.5
	Commuting outside GRTE	25.2	1.6	4.9	77.2	15.2	1.1	3.1	0.6
	MWC, Commuting within GRTE	9.8	1.1	7.6	75.0	13.0	3.3	3.1	0.6
	MWC, Commuting outside GRTE	23.9	0	5.7	66.7	21.0	6.7	3.3	0.7
	Exploring/Wandering	22.8	4.5	4.5	70.5	18.2	2.3	3.1	0.7

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

For expectations related to opportunities for wildlife, most participants that had expectations in every category of vehicle commuter reported opportunities for wildlife to be “About as They Expected” (Table 55). Of the vehicle commuters in the commuting outside GRTE category, the majority (52.6% to 61.5%) reported each opportunity for wildlife to be “About as They Expected”.

Table 55: Wildlife expectations by vehicle commuter type

Opportunity ¹		Commuter Type	% ²					M ²	SD ²
Wildlife Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To view wildlife	MWC	8.9	5.9	21.6	39.2	24.5	8.8	3.1	1.0
	Commuting within GRTE	18.7	3.4	31.0	46.0	18.4	1.1	2.8	0.8
	Commuting outside GRTE	15.7	6.7	22.5	52.6	13.4	4.8	2.9	0.9
	MWC, Commuting within GRTE	2.9	10.9	35.6	36.6	10.9	5.9	2.7	1.0
	MWC, Commuting outside GRTE	8.7	9.5	30.2	38.9	13.5	7.9	2.8	1.1
	Exploring/Wandering	8.6	11.3	39.6	28.3	15.1	5.7	2.6	1.1
To photograph wildlife	MWC	20.5	6.7	18.0	44.9	23.6	6.7	3.1	1.0
	Commuting within GRTE ^a	36.4	4.4	27.9	57.4	8.8	1.5	2.8	0.7
	Commuting outside GRTE	24.1	7.4	23.3	54.5	11.1	3.7	2.8	0.9
	MWC, Commuting within GRTE	9.7	12.9	34.4	36.6	11.8	4.3	2.6	1.0
	MWC, Commuting outside GRTE	19.0	9.0	30.6	40.5	12.6	7.2	2.8	1.0
	Exploring/Wandering	25.4	15.9	29.5	36.4	11.4	6.8	2.6	1.1

Opportunity ¹		Commuter Type	% ²					M ²	SD ²
Wildlife Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To experience wildlife in nature	MWC	11.6	7.1	14.1	46.5	25.3	7.1	3.1	1.0
	Commuting within GRTE	21.5	2.4	22.6	61.9	11.9	1.2	2.9	0.7
	Commuting outside GRTE	19.0	6.0	22.9	56.2	11.4	3.5	2.8	0.8
	MWC, Commuting within GRTE	4.8	9.1	32.3	45.5	11.1	2.0	2.7	0.9
	MWC, Commuting outside GRTE	13.8	6.7	26.9	47.1	12.6	6.7	2.9	1.0
	Exploring/Wandering	19.0	12.8	27.7	38.3	14.9	6.4	2.7	1.1
To experience wildlife to have a memorable story to tell other people	MWC	16.1	6.4	18.1	43.6	20.2	11.7	3.1	1.1
	Commuting within GRTE	30.8	2.7	13.5	67.6	13.5	2.7	3.0	0.7
	Commuting outside GRTE	24.3	4.3	19.8	61.5	12.3	2.1	2.9	0.8
	MWC, Commuting within GRTE	12.5	7.7	29.7	46.2	12.1	4.4	2.8	0.9
	MWC, Commuting outside GRTE	16.1	7.8	25.2	48.7	7.8	10.4	2.9	1.0
	Exploring/Wandering	29.8	12.5	27.5	35.0	20.0	5.0	2.8	1.1

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

For expectations related to opportunities for restoration, most participants that had expectations in every category of vehicle commuter reported opportunities for restoration to be “About as They Expected” (Table 56). Generally, of the vehicle commuters in the MWC and MWC, commuting within GRTE were more likely to report having an expectation, compared to other categories of vehicle commuter that had no expectation for opportunities for restoration. However, many participants for each vehicle commuter category (between 24.3% and 43.9%) reported that they had “No Expectation” to experience opportunities to *think about their personal values*.

Table 56: Restorative expectations by vehicle commuter type

Opportunity ¹		Commuter Type	% ²					M ²	SD ²
Restorative Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To experience the rustic, narrow, winding, slow traveling and historic character of the road ²	MWC	15.2	2.1	2.1	61.1	18.9	15.8	3.4	0.9
	Commuting within GRTE	21.7	0	2.4	77.1	15.7	4.8	3.2	0.6
	Commuting outside GRTE	21.9	1.6	4.7	65.8	23.8	4.1	3.2	0.7
	MWC, Commuting within GRTE	14.7	3.4	5.7	57.5	26.4	6.9	3.3	0.8
	MWC, Commuting outside GRTE	18.8	1.8	4.5	67.0	18.8	8.0	3.3	0.7
	Exploring/Wandering	17.2	0	6.3	62.5	27.1	4.2	3.3	0.7

Opportunity ¹	Commuter Type	No Expectation	% ²					M ²	SD ²
			A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To experience solitude	MWC	12.5	4.1	13.3	50.0	22.4	10.2	3.2	0.9
	Commuting within GRTE	27.1	1.3	3.8	76.9	14.1	3.8	3.2	0.6
	Commuting outside GRTE	28.0	1.1	7.9	76.8	12.4	1.7	3.1	0.6
	MWC, Commuting within GRTE	10.6	1.1	10.8	76.3	9.7	2.2	3.0	0.6
	MWC, Commuting outside GRTE	25.4	1.9	12.6	63.1	18.4	3.9	3.1	0.7
	Exploring/Wandering	26.3	2.4	16.7	64.3	9.5	7.1	3.0	0.8
To experience a feeling of calmness or peace	MWC	12.5	4.1	6.1	51.0	28.6	10.2	3.3	0.9
	Commuting within GRTE	19.6	0	3.5	74.4	17.4	4.7	3.2	0.6
	Commuting outside GRTE	26.3	1.1	4.9	76.9	15.4	1.6	3.1	0.5
	MWC, Commuting within GRTE	9.6	0	4.3	78.7	14.9	2.1	3.1	0.5
	MWC, Commuting outside GRTE	22.5	1.9	7.5	67.3	19.6	3.7	3.2	0.7
	Exploring/Wandering	19.3	2.2	15.2	63.0	13.0	6.5	3.1	0.8

Opportunity ¹	Commuter Type	No Expectation	% ²					M ²	SD ²
			A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
Restorative Expectations			1	2	3	4	5		
To experience a positive change in mood and emotion	MWC	15.2	4.2	1.1	53.7	28.4	12.6	3.4	0.9
	Commuting within GRTE	26.2	0	1.3	69.6	21.5	7.6	3.4	0.6
	Commuting outside GRTE	28.7	1.7	4.0	75.6	17.0	1.7	3.1	0.6
	MWC, Commuting within GRTE	12.6	0	3.3	73.3	21.1	2.2	3.2	0.5
	MWC, Commuting outside GRTE	26.3	0	5.0	66.3	23.8	5.0	3.3	0.6
	Exploring/Wandering	28.6	2.5	5.0	67.5	17.5	7.5	3.2	0.8
To think about your personal values	MWC	31.3	5.2	2.6	67.5	19.5	5.2	3.2	0.8
	Commuting within GRTE	34.9	0	5.8	73.9	14.5	5.8	3.2	0.6
	Commuting outside GRTE	36.8	0	3.8	82.1	12.2	1.9	3.1	0.5
	MWC, Commuting within GRTE	24.3	0	9.0	76.9	11.5	2.6	3.1	0.6
	MWC, Commuting outside GRTE	37.2	0	5.8	74.4	15.1	4.7	3.2	0.6
	Exploring/Wandering	43.9	3.1	3.1	78.1	6.3	9.4	3.2	0.8

Opportunity ¹	Commuter Type	No Expectation	% ²					M ²	SD ²
			A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
Restorative Expectations			1	2	3	4	5		
To give my mind a rest	MWC	19.8	3.4	0	66.3	21.3	9.0	3.3	0.8
	Commuting within GRTE	27.1	0	1.3	73.1	20.5	5.1	3.3	0.6
	Commuting outside GRTE	27.2	0.6	3.9	75.4	17.9	2.2	3.2	0.5
	MWC, Commuting within GRTE	12.5	0	3.3	74.7	19.8	2.2	3.2	0.5
	MWC, Commuting outside GRTE	27.5	0	6.0	74.0	14.0	6.0	3.2	0.6
	Exploring/Wandering	35.7	2.8	2.8	72.2	11.1	11.1	3.3	0.8
To get away from the usual demands of life	MWC	15.2	3.2	2.1	61.1	22.1	11.6	3.4	0.8
	Commuting within GRTE	23.4	0	0	74.4	22.0	3.7	3.3	0.5
	Commuting outside GRTE	26.7	0	2.8	76.2	19.9	1.1	3.2	0.5
	MWC, Commuting within GRTE	9.9	0	4.4	71.4	22.0	2.2	3.2	0.6
	MWC, Commuting outside GRTE	23.9	0	2.9	77.1	12.4	7.6	3.3	0.6
	Exploring/Wandering	24.1	2.3	0	79.5	9.1	9.1	3.2	0.7

Opportunity ¹	Commuter Type	No Expectation	% ²					M ²	SD ²
			A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To get away from the noise back home	MWC	19.6	2.2	3.3	61.1	23.3	10.0	3.4	0.8
	Commuting within GRTE	26.2	0	1.3	72.2	20.3	6.3	3.3	0.6
	Commuting outside GRTE	26.3	0.5	2.7	75.3	19.8	1.6	3.2	0.5
	MWC, Commuting within GRTE	11.8	0	3.3	73.3	18.9	4.4	3.2	0.6
	MWC, Commuting outside GRTE	23.2	0	3.8	71.7	19.8	4.7	3.3	0.6
	Exploring/Wandering	27.6	2.4	2.4	71.4	16.7	7.1	3.2	0.7
To escape from answering emails, texts, or phone calls	MWC	19.6	3.3	3.3	58.9	23.3	11.1	3.4	0.9
	Commuting within GRTE	28.0	0	2.6	71.4	16.9	9.1	3.3	0.7
	Commuting outside GRTE	29.1	0.6	2.9	76.6	18.3	1.7	3.2	0.5
	MWC, Commuting within GRTE	14.7	0	8.0	70.1	17.2	4.6	3.2	0.6
	MWC, Commuting outside GRTE	24.6	1.9	5.8	69.2	14.4	8.7	3.2	0.8
	Exploring/Wandering	32.2	0	2.5	72.5	15.0	10.0	3.3	0.7

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

For expectations related to opportunities for health, most participants in every category of vehicle commuter that had expectations reported opportunities for health to be “About as They Expected” (Table 57). Many participants in every category of vehicle commuters had “No Expectation” for opportunities related to health, expect for those in the MWC category. The majority (50.9%) of those in the exploring/wandering category reported having “No Expectation” *to improve their physical health*.

Table 57: Health expectations by vehicle commuter type

Opportunity ¹		Commuter Type	% ²					M ²	SD ²
Health Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To get some exercise	MWC	14.3	4.2	4.2	57.3	27.1	7.3	3.3	0.8
	Commuting within GRTE	41.1	0	7.9	76.2	11.1	4.8	3.1	0.6
	Commuting outside GRTE	40.1	1.4	10.1	77.7	10.7	0.7	3.0	0.5
	MWC, Commuting within GRTE	20.4	1.2	13.4	74.4	9.8	1.2	3.0	0.6
	MWC, Commuting outside GRTE	36.2	3.4	6.8	73.9	11.4	4.5	3.1	0.7
	Exploring/Wandering	46.6	3.2	3.2	67.7	19.4	6.5	3.2	0.8

Opportunity ¹	Commuter Type	No Expectation	% ²					M ²	SD ²
			A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
Health Expectations			1	2	3	4	5		
To improve my physical health	MWC	17.0	3.2	2.2	68.8	21.5	4.3	3.2	0.7
	Commuting within GRTE ^a	42.1	0	6.5	85.5	4.8	3.2	3.1	0.5
	Commuting outside GRTE	40.5	0	8.8	80.3	10.2	0.7	3.0	0.5
	MWC, Commuting within GRTE	24.3	0	7.7	82.1	9.0	1.3	3.0	0.5
	MWC, Commuting outside GRTE	40.9	2.5	7.4	76.5	8.6	4.9	3.1	0.7
	Exploring/Wandering	50.9	3.6	3.6	71.4	14.3	7.1	3.2	0.8
To experience a sense of adventure or challenge	MWC	14.4	1.1	3.2	64.2	26.3	5.3	3.3	0.7
	Commuting within GRTE	35.5	0	1.4	82.6	10.1	5.8	3.2	0.6
	Commuting outside GRTE	33.6	0.6	4.9	75.6	17.7	1.2	3.1	0.5
	MWC, Commuting within GRTE	17.5	0	7.1	72.9	18.8	1.2	3.1	0.5
	MWC, Commuting outside GRTE	30.1	0	9.5	72.6	13.7	4.2	3.1	0.6
	Exploring/Wandering	37.9	0	8.3	72.2	11.1	8.3	3.2	0.7

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

For expectations related to opportunities for family, most participants in every category of vehicle commuter that had expectations reported opportunities for family to be “About as They Expected” (Table 58).

Table 58: Family expectations by vehicle commuter type

Opportunity ¹		Commuter Type	% ²					M ²	SD ²
Family Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To spend time with family/friends	MWC	17.9	2.2	0	65.2	22.8	9.8	3.4	0.8
	Commuting within GRTE	28.0	0	0	75.3	18.2	6.5	3.3	0.6
	Commuting outside GRTE	27.5	0.6	2.8	79.3	15.1	2.2	3.2	0.5
	MWC, Commuting within GRTE	11.5	0	2.2	73.9	23.9	0	3.2	0.5
	MWC, Commuting outside GRTE	25.0	0	4.9	71.6	15.7	7.8	3.3	0.7
	Exploring/Wandering	27.6	2.4	0	76.2	11.9	9.5	3.3	0.7
To bring my family closer together	MWC	27.7	2.5	1.2	64.2	24.7	7.4	3.3	0.7
	Commuting within GRTE	34.6	0	1.4	72.9	20.0	5.7	3.3	0.6
	Commuting outside GRTE	32.0	0	3.0	81.0	12.5	3.6	3.2	0.5
	MWC, Commuting within GRTE	15.7	0	5.8	75.6	17.4	1.2	3.1	0.5
	MWC, Commuting outside GRTE	32.1	0	4.3	71.0	18.3	6.5	3.3	0.6
	Exploring/Wandering	36.2	0	2.7	73.0	13.5	10.8	3.3	0.7

Opportunity¹		Commuter Type	%²					M²	SD²
Family Expectations		No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected		
			1	2	3	4	5		
To share this place with my family/friends	MWC	17.9	2.2	1.1	65.2	21.7	9.8	3.4	0.8
	Commuting within GRTE	30.8	0	0	73.0	20.3	6.8	3.3	0.6
	Commuting outside GRTE	26.8	0	2.8	79.4	13.9	3.9	3.2	0.5
	MWC, Commuting within GRTE	14.4	0	4.5	73.0	22.5	0	3.2	0.5
	MWC, Commuting outside GRTE	25.5	0	2.9	73.5	15.7	7.8	3.3	0.7
	Exploring/Wandering	31.0	0	0	75.0	12.5	12.5	3.4	0.7

¹ Measured on a five-point scale with 1 = “A lot less than expected” and 5 = “A lot more than expected”

² Percent, means, and standard deviations do not include “no expectation” responses

Place Attachment by Vehicle Commuter Type

In the pre-experience survey, participants were asked to read a series of questions regarding their level of attachment to the MWC (based on a 5-point scale ranging from 1 = “Strongly Disagree” to 5 = “Strongly Agree”) (Table 59). An analysis of variance test was performed to test for statistically significant difference between variable means. A Scheffe’s post-hoc test was performed to show significant differences at a 0.05 level among user types.

Most participants in all vehicle commuter categories reported that they *highly value the MWC*, with the majority of those commuting within GRTE (53.4%) reporting that they “Strongly Agree” that they *highly value the MWC*. The majority of participants reported being “Neutral” to the statement *I enjoy visiting the MWC more than any other area in GRTE*, however only 48% of those commuting outside the MWC reported being “Neutral” towards this statement, and 11.8% reported “Disagreeing” or “Strongly Disagreeing” with this statement. Participants also agreed that *the MWC was part of who they are*, however the majority of participants reported being “Neutral” towards this statement. Participants generally “Disagreed” that *the MWC is no more important to them than other areas of GRTE*. Many participants also “Disagreed” that *they felt no strong commitment to the MWC*.

Table 59: Place attachment to the Moose-Wilson Corridor by vehicle commuter type

Place Attachment	User Group	% ²					M ¹	SD
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
		1	2	3	4	5		
I highly value the <i>Moose-Wilson corridor</i> of the park.	MWC	0	0	23.6	28.6	47.8	4.2	0.8
	Commuting within GRTE	0	2.3	16.8	27.5	53.4	4.3	0.8
	Commuting outside GRTE	0	0	20.8	31.4	47.3	4.3	0.8
	MWC, Commuting within GRTE	1.6	0.8	26.4	27.1	44.2	4.1	0.9
	MWC, Commuting outside GRTE	0	0.6	37.7	22.7	37.7	3.9	1.0
	Exploring/Wandering	0	0	29.7	31.3	39.1	4.1	0.8

Place Attachment	User Group	% ²					<i>M</i> ¹	<i>SD</i>
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
		1	2	3	4	5		
I enjoy visiting the <i>Moose-Wilson corridor</i> more than any other area of the park.	MWC	0.6	6.3	60.6	16.9	15.6	3.4	0.8
	Commuting within GRTE	0	5.4	60.8	21.5	12.3	3.4	0.8
	Commuting outside GRTE	1.1	10.7	48.0	24.2	15.7	3.4	0.9
	MWC, Commuting within GRTE	0.8	5.5	63.0	15.7	15.0	3.4	0.8
	MWC, Commuting outside GRTE	1.3	5.2	66.0	12.4	15.0	3.3	0.9
	Exploring/Wandering	0	3.1	70.3	18.8	7.8	3.3	0.7
I feel that the <i>Moose-Wilson corridor</i> is a part of who I am.	MWC	0.6	16.4	59.1	13.8	10.1	3.2	0.8
	Commuting within GRTE	1.5	12.3	65.4	17.7	3.1	3.1	0.7
	Commuting outside GRTE	4.7	16.1	50.2	20.4	8.2	3.1	1.0
	MWC, Commuting within GRTE	4.7	8.7	59.1	18.9	8.7	3.2	0.9
	MWC, Commuting outside GRTE	3.3	13.2	66.9	7.3	7.3	3.0	0.9
	Exploring/Wandering	3.1	7.8	76.6	6.3	6.3	3.1	0.7

Place Attachment	User Group	% ²					M ¹	SD
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
		1	2	3	4	5		
The <i>Moose-Wilson corridor</i> is no more important to me than any other area of the park.	MWC	8.8	23.9	49.1	16.4	1.9	2.8	0.9
	Commuting within GRTE	6.9	29.2	40.8	20.8	2.3	2.8	0.9
	Commuting outside GRTE	9.7	24.8	44.6	19.1	1.4	2.8	0.9
	MWC, Commuting within GRTE	5.5	14.4	56.3	18.0	6.3	3.1	0.9
	MWC, Commuting outside GRTE	7.9	11.2	58.6	19.7	1.3	2.9	0.9
	Exploring/Wandering	6.3	11.1	58.7	22.2	1.6	3.0	0.8
I feel no strong commitment to the <i>Moose-Wilson corridor</i> .	MWC	17.6	25.8	42.1	13.8	0	2.5	1.0
	Commuting within GRTE	16.0	30.5	34.4	16.8	2.3	2.6	1.0
	Commuting outside GRTE	18.1	25.6	41.5	13.0	1.4	2.5	1.0
	MWC, Commuting within GRTE	9.4	28.1	46.1	12.5	3.9	2.7	0.9
	MWC, Commuting outside GRTE	10.6	15.2	55.0	13.9	4.0	2.8	1.0
	Exploring/Wandering	9.5	23.8	54.0	9.5	3.2	2.7	0.9

¹Measured on a 5-point scale with 1 = “Strongly Disagree” and 5 = “Strongly Agree”

²Total sample sizes for MWC = 159; Commuting within GRTE = 131; Commuting outside GRTE = 277; MWC, commuting within GRTE = 128; MWC, Commuting outside GRTE = 151; Exploring/Wandering = 6

Potential Issues by Vehicle Commuter Type

In the post-experience survey, a series of potential issues were presented and participants were asked how much of a problem each variable was during their visit to the MWC (Tables 21 to 26, Figure 12 to 17). The Cronbach’s Alpha is also given for each grouping, which represents the reliability of factor and how well items in the factor correlate. The Cronbach’s Alpha is measured on a scale of 0 – 1, with numbers closer to 1 representing higher internal consistency of the factor (Vaske, 2008).

The majority of participants in all vehicle commuter types reported “Not experiencing a Problem” with any potential issues regarding information (Table 60). Those in the MWC, commuting outside GRTE category generally reported potential issues regarding information as more of a “Problem” (3.6% to 18.7%) when compared to other categories of commuters. Additionally, 22.0% of those exploring/wandering reported *number of signs describing areas of interest along the road* as a “Problem”.

Table 60: Information potential issues by vehicle commuter type

Potential Issues ¹	Commuter Type	% ²		
		Not a Problem	Don’t Know/ No Opinion	Problem
Amount of information provided by the park to properly prepare for a visit to the area	MWC	80.5	9.7	9.7
	Commuting within GRTE	87.0	7.4	5.6
	Commuting outside GRTE	85.8	7.4	5.6
	MWC, Commuting within GRTE	81.6	8.7	9.7
	MWC, Commuting outside GRTE	74.8	10.8	14.4
	Exploring/Wandering	78.0	13.6	8.5
Availability of information provided at the park entrance stations	MWC	85.8	8.0	6.2
	Commuting within GRTE	88.9	4.6	6.5
	Commuting outside GRTE	87.0	7.5	5.5
	MWC, Commuting within GRTE	88.3	4.9	6.8
	MWC, Commuting outside GRTE	82.0	5.8	12.2
	Exploring/Wandering	78.0	15.3	6.8

Potential Issues ¹	Commuter Type	% ²		
		Not a Problem	Don't Know/No Opinion	Problem
Number of signs with information about the natural and cultural history of the area	MWC	77.0	6.2	16.8
	Commuting within GRTE	89.8	2.8	7.4
	Commuting outside GRTE	86.6	5.1	8.3
	MWC, Commuting within GRTE	79.6	2.9	17.5
	MWC, Commuting outside GRTE	74.1	7.2	18.7
	Exploring/Wandering	78.0	6.8	15.3
Number of signs describing areas of interest along the road	MWC	82.0	6.3	11.7
	Commuting within GRTE	88.9	3.7	7.4
	Commuting outside GRTE	87.4	4.0	8.7
	MWC, Commuting within GRTE	80.6	2.9	16.5
	MWC, Commuting outside GRTE	80.6	6.5	12.9
	Exploring/Wandering	78.0	0	22.0
Number of park rangers or park staff present	MWC	90.3	5.3	4.4
	Commuting within GRTE	90.7	5.6	3.7
	Commuting outside GRTE	89.7	5.2	5.2
	MWC, Commuting within GRTE	84.5	10.7	4.9
	MWC, Commuting outside GRTE	89.1	7.2	3.6
	Exploring/Wandering	91.4	5.2	3.4

¹Originally measured on a four-point scale with 1 = “Not a Problem”, 2= “Small Problem”, 3 = “Big Problem”, and 4 = “Don’t Know/No Opinion” but recoded to show -1 = “Not a Problem”, 1 = “Problem”, and 0 = “Don’t Know/No Opinion”

²Total sample sizes for MWC = 111; Commuting within GRTE = 108; Commuting outside GRTE = 253; MWC, Commuting within GRTE = 102; MWC, Commuting outside GRTE = 138; Exploring/Wandering = 59

The majority of participants in all vehicle commuter types reported “Not experiencing a Problem” with any parking and road potential issues (Table 61). However, many (21.0% to 34.5%) of all vehicle commuter types reported the *amount of room to adequately pull your vehicle off the road to view areas of interest* as a “Problem”. Additionally, between 25.4% and 43.1% of all commuter types reported *conditions of the roadway* as a “Problem”, with fewer exploring/wandering reporting it as a “Problem”, and more of those commuting outside GRTE reporting it as a “Problem”. Of those in the MWC category, 25.0% reported *amount of available parking at the trailheads* as a “Problem”.

Table 61: Parking and road conditions potential issues by vehicle commuter type

Potential Issues ¹	Commuter Type	% ²		
		Not a Problem	Don't Know/ No Opinion	Problem
Ease of locating trailheads	MWC	84.8	3.6	11.6
	Commuting within GRTE	90.7	8.3	0.9
	Commuting outside GRTE	90.1	7.1	2.8
	MWC, Commuting within GRTE	85.4	8.7	5.8
	MWC, Commuting outside GRTE	90.6	6.5	2.9
	Exploring/Wandering	89.8	8.5	1.7
Amount of available parking at the trailheads	MWC	72.3	2.7	25.0
	Commuting within GRTE	84.1	9.3	6.5
	Commuting outside GRTE	84.6	7.9	7.5
	MWC, Commuting within GRTE	78.6	9.7	11.7
	MWC, Commuting outside GRTE	83.3	4.3	12.3
	Exploring/Wandering	78.0	6.8	15.3
Number of signs warning drivers about roadway conditions	MWC	86.7	3.5	9.7
	Commuting within GRTE	87.0	4.6	8.3
	Commuting outside GRTE	87.3	2.4	10.3
	MWC, Commuting within GRTE	88.3	1.9	9.7
	MWC, Commuting outside GRTE	82.6	6.5	10.9
	Exploring/Wandering	89.7	6.9	3.4

Potential Issues ¹	Commuter Type	% ²		
		Not a Problem	Don't Know/No Opinion	Problem
Parking and Road Conditions Potential Issues Amount of room to adequately pull your vehicle off the road to view areas of interest	MWC	70.5	3.6	25.9
	Commuting within GRTE	77.8	1.9	20.4
	Commuting outside GRTE	73.9	2.0	24.1
	MWC, Commuting within GRTE	76.5	20	21.0
	MWC, Commuting outside GRTE	76.1	1.4	22.5
	Exploring/Wandering	65.5	0	34.5
Conditions of roadway	MWC	62.8	0.9	36.3
	Commuting within GRTE	64.8	0.6	34.3
	Commuting outside GRTE	54.4	2.4	43.1
	MWC, Commuting within GRTE	59.8	2.0	38.2
	MWC, Commuting outside GRTE	63.8	1.4	34.8
	Exploring/Wandering	74.6	0	25.4

¹Originally measured on a four-point scale with 1 = "Not a Problem", 2= "Small Problem", 3 = "Big Problem", and 4 = "Don't Know/No Opinion" but recoded to show -1 = "Not a Problem", 1 = "Problem", and 0 = "Don't Know/No Opinion"

²Total sample sizes for MWC = 111; Commuting within GRTE = 108; Commuting outside GRTE = 253; MWC, Commuting within GRTE = 102; MWC, Commuting outside GRTE = 138; Exploring/Wandering = 59

The majority of participants in all vehicle commuter types reported “Not experiencing a Problem” with any visitor behavior on the road potential issues (Table 62). However, of those in the MWC category, 23.0% reported the *number of people driving recklessly or carelessly* as a “Problem”, and 21.2% reported the *number of vehicles stopped along the roadside* as a “Problem”.

Table 62: Visitor behaviors on road potential issues by vehicle commuter type

Potential Issues ¹	Commuter Type	% ²		
Visitor Behaviors on Road Potential Issues		Not a Problem	Don't Know/ No Opinion	Problem
Amount of roadside vegetation damage	MWC	84.1	8.0	8.0
	Commuting within GRTE	88.9	3.7	7.4
	Commuting outside GRTE	89.3	5.1	5.5
	MWC, Commuting within GRTE	87.3	3.9	8.8
	MWC, Commuting outside GRTE	85.5	9.4	5.1
	Exploring/ Wandering	93.2	3.4	3.4
Number of organized commercial groups	MWC	92.0	5.4	2.7
	Commuting within GRTE	91.7	6.5	1.9
	Commuting outside GRTE	90.9	7.1	2.0
	MWC, Commuting within GRTE	93.1	3.9	2.9
	MWC, Commuting outside GRTE	89.9	7.2	2.9
	Exploring/ Wandering	91.5	8.5	0
Number of people driving recklessly or carelessly	MWC	74.3	2.7	23.0
	Commuting within GRTE	85.2	1.9	13.0
	Commuting outside GRTE	83.7	2.0	14.3
	MWC, Commuting within GRTE	89.2	2.0	8.8
	MWC, Commuting outside GRTE	83.3	1.4	15.2
	Exploring/ Wandering	88.1	1.7	10.2

Potential Issues ¹	Commuter Type	% ²		
Visitor Behaviors on Road Potential Issues		Not a Problem	Don't Know/ No Opinion	Problem
Number of bicyclists riding recklessly or carelessly	MWC	92.9	1.8	5.3
	Commuting within GRTE	90.7	4.6	4.6
	Commuting outside GRTE	90.1	4.4	5.6
	MWC, Commuting within GRTE	93.1	2.0	4.9
	MWC, Commuting outside GRTE	92.0	4.3	3.6
	Exploring/ Wandering	93.2	5.1	1.7
Number of bicyclists on the roadway	MWC	94.6	1.8	3.6
	Commuting within GRTE	92.6	2.8	4.6
	Commuting outside GRTE	92.5	3.6	4.0
	MWC, Commuting within GRTE	95.0	1.0	4.0
	MWC, Commuting outside GRTE	92.8	2.9	4.3
	Exploring/ Wandering	98.3	1.7	0
Number of vehicles stopped along the roadside	MWC	77.9	0.9	21.2
	Commuting within GRTE	88.9	0	11.1
	Commuting outside GRTE	87.0	2.4	10.7
	MWC, Commuting within GRTE	89.2	2.9	7.8
	MWC, Commuting outside GRTE	93.5	1.4	5.1
	Exploring/ Wandering	89.8	1.7	8.5

Potential Issues ¹	Commuter Type	% ²		
		Not a Problem	Don't Know/ No Opinion	Problem
Frequency of vehicle speed enforcement	MWC	78.6	8.0	13.4
	Commuting within GRTE	78.7	8.3	13.0
	Commuting outside GRTE	87.0	5.1	7.9
	MWC, Commuting within GRTE	82.4	8.8	8.8
	MWC, Commuting outside GRTE	81.9	8.7	9.4
	Exploring/Wandering	79.7	8.5	11.9

¹Originally measured on a four-point scale with 1 = "Not a Problem", 2= "Small Problem", 3 = "Big Problem", and 4 = "Don't Know/No Opinion" but recoded to show -1 = "Not a Problem", 1 = "Problem", and 0 = "Don't Know/No Opinion"

²Total sample sizes for MWC = 111; Commuting within GRTE = 108; Commuting outside GRTE = 253; MWC, Commuting within GRTE = 102; MWC, Commuting outside GRTE = 138; Exploring/Wandering = 59

The majority of participants in all vehicle commuter types reported “Not experiencing a Problem” with any potential issues regarding safety (Table 63). However, many (21.2% to 26.2%) of all vehicle commuter types reported *availability of safe locations for bicycling* as a “Problem”. Additionally, between 19.0% and 28.3% of all commuter types reported *level of safety for vehicles, pedestrians, and bicyclists to travel the roadway at the same time* to be a “Problem”.

Table 63: Safety potential issues by vehicle commuter type

Potential Issues ¹	Commuter Type	% ²		
		Not a Problem	Don't Know/ No Opinion	Problem
Availability of safe locations for bicycling	MWC	56.6	22.1	21.2
	Commuting within GRTE	55.6	19.4	25.0
	Commuting outside GRTE	64.8	10.7	24.5
	MWC, Commuting within GRTE	50.5	23.3	26.2
	MWC, Commuting outside GRTE	56.6	22.8	20.6
	Exploring/ Wandering	61.0	13.6	25.4
Amount of awareness of bicyclists on the roadway	MWC	66.4	17.7	15.9
	Commuting within GRTE	72.2	14.8	13.0
	Commuting outside GRTE	80.2	5.9	13.8
	MWC, Commuting within GRTE	69.9	14.6	15.5
	MWC, Commuting outside GRTE	71.3	16.2	12.5
	Exploring/ Wandering	69.5	18.6	11.9
Amount of awareness of pedestrians on the roadway	MWC	81.4	11.5	7.1
	Commuting within GRTE	79.6	11.1	9.3
	Commuting outside GRTE	87.4	4.3	8.3
	MWC, Commuting within GRTE	77.7	10.7	11.7
	MWC, Commuting outside GRTE	81.6	10.3	8.1
	Exploring/ Wandering	79.7	11.9	8.5

Potential Issues ¹	Commuter Type	% ²		
		Not a Problem	Don't Know/ No Opinion	Problem
Amount of awareness of vehicles on the roadway	MWC	77.9	5.3	16.8
	Commuting within GRTE	81.5	7.4	11.1
	Commuting outside GRTE	85.7	2.8	11.5
	MWC, Commuting within GRTE	80.4	3.9	15.7
	MWC, Commuting outside GRTE	89.7	5.1	5.1
	Exploring/ Wandering	89.8	1.7	8.5
Level of safety for vehicles, pedestrians and bicyclists to travel the roadway at the same time	MWC	69.9	1.8	28.3
	Commuting within GRTE	68.5	4.6	26.9
	Commuting outside GRTE	75.5	2.4	22.1
	MWC, Commuting within GRTE	68.9	3.9	27.2
	MWC, Commuting outside GRTE	74.5	6.6	19.0
	Exploring/ Wandering	74.6	1.7	23.7

¹Originally measured on a four-point scale with 1 = "Not a Problem", 2= "Small Problem", 3 = "Big Problem", and 4 = "Don't Know/No Opinion" but recoded to show -1 = "Not a Problem", 1 = "Problem", and 0 = "Don't Know/No Opinion"

²Total sample sizes for MWC = 111; Commuting within GRTE = 108; Commuting outside GRTE = 253; MWC, Commuting within GRTE = 102; MWC, Commuting outside GRTE = 138; Exploring/Wandering = 59

The majority of participants in all vehicle commuter types reported “Not experiencing a Problem” with any potential issues regarding visitors and wildlife (Table 64). However, 12.5% of vehicle commuters in the MWC category reported *visitors getting too close to wildlife* as a “Problem”.

Table 64: Visitor and wildlife potential issues by vehicle commuter type

Potential Issues ¹	Commuter Type	% ²		
		Not a Problem	Don't Know/ No Opinion	Problem
Visitors acting inappropriately around wildlife	MWC	89.4	1.8	8.8
	Commuting within GRTE	87.0	5.6	7.4
	Commuting outside GRTE	92.5	4.7	2.8
	MWC, Commuting within GRTE	90.3	5.8	3.9
	MWC, Commuting outside GRTE	90.5	5.1	4.4
	Exploring/ Wandering	93.2	3.4	3.4
Visitors getting too close to wildlife	MWC	84.8	2.7	12.5
	Commuting within GRTE	88.0	4.6	7.4
	Commuting outside GRTE	89.2	6.0	4.8
	MWC, Commuting within GRTE	91.3	5.8	2.9
	MWC, Commuting outside GRTE	86.0	9.6	4.4
	Exploring/ Wandering	94.8	3.4	1.7
Visitors noticeably disturbing wildlife	MWC	89.3	2.7	8.0
	Commuting within GRTE	87.0	6.5	6.5
	Commuting outside GRTE	90.5	5.1	4.3
	MWC, Commuting within GRTE	89.2	6.9	3.9
	MWC, Commuting outside GRTE	86.7	8.1	5.2
	Exploring/ Wandering	94.9	5.1	0

Potential Issues ¹	Commuter Type	% ²		
		Not a Problem	Don't Know/ No Opinion	Problem
Visitors observing wildlife from an unsafe distance	MWC	86.7	3.5	9.7
	Commuting within GRTE	86.1	6.5	7.4
	Commuting outside GRTE	90.1	4.7	5.1
	MWC, Commuting within GRTE	91.3	6.8	1.9
	MWC, Commuting outside GRTE	86.1	10.2	3.6
	Exploring/ Wandering	91.5	6.8	1.7

¹Originally measured on a four-point scale with 1 = "Not a Problem", 2= "Small Problem", 3 = "Big Problem", and 4 = "Don't Know/No Opinion" but recoded to show -1 = "Not a Problem", 1 = "Problem", and 0 = "Don't Know/No Opinion"

²Total sample sizes for MWC = 111; Commuting within GRTE = 108; Commuting outside GRTE = 253; MWC, Commuting within GRTE = 102; MWC, Commuting outside GRTE = 138; Exploring/Wandering = 59

The majority of participants in all vehicle commuter types reported “Not experiencing a Problem” with any potential issues regarding noise (Table 65). However, 10.6% of vehicle commuters in the MWC category reported *amount of noise from aircraft* as a “Problem”.

Table 65: Noise potential issues by vehicle commuter type

Potential Issues ¹	Commuter Type	% ²		
Noise Potential Issues		Not a Problem	Don't Know/ No Opinion	Problem
Amount of noise from aircraft	MWC	85.8	3.5	10.6
	Commuting within GRTE	89.8	4.6	5.6
	Commuting outside GRTE	93.3	2.8	4.0
	MWC, Commuting within GRTE	89.3	3.9	6.8
	MWC, Commuting outside GRTE	89.1	6.6	4.4
	Exploring/ Wandering	93.2	0	6.8
Amount of noise from vehicles	MWC	91.2	2.7	6.2
	Commuting within GRTE	90.7	1.9	7.4
	Commuting outside GRTE	92.5	2.4	5.1
	MWC, Commuting within GRTE	90.3	3.9	5.8
	MWC, Commuting outside GRTE	83.2	2.9	13.9
	Exploring/ Wandering	94.9	0	5.1
Amount of noise from other visitors	MWC	92.0	2.7	5.3
	Commuting within GRTE	94.4	1.9	3.7
	Commuting outside GRTE	95.2	2.4	2.4
	MWC, Commuting within GRTE	95.1	2.9	1.9
	MWC, Commuting outside GRTE	92.0	2.9	5.1
	Exploring/ Wandering	96.6	0	3.4

Potential Issues ¹	Commuter Type	% ²		
		Not a Problem	Don't Know/ No Opinion	Problem
Number of visitors you experienced at your destination	MWC	85.8	3.5	10.6
	Commuting within GRTE	86.1	8.3	5.6
	Commuting outside GRTE	87.7	7.5	4.7
	MWC, Commuting within GRTE	87.5	2.9	9.6
	MWC, Commuting outside GRTE	87.6	5.8	6.6
	Exploring/Wandering	88.1	3.4	8.5
Number of vehicles on the roadway	MWC	85.8	1.8	12.4
	Commuting within GRTE	88.0	0	12.0
	Commuting outside GRTE	86.2	1.6	12.3
	MWC, Commuting within GRTE	87.3	2.0	10.8
	MWC, Commuting outside GRTE	84.1	2.2	13.8
	Exploring/Wandering	83.1	1.7	15.3

¹Originally measured on a four-point scale with 1 = "Not a Problem", 2 = "Small Problem", 3 = "Big Problem", and 4 = "Don't Know/No Opinion" but recoded to show -1 = "Not a Problem", 1 = "Problem", and 0 = "Don't Know/No Opinion"

²Total sample sizes for MWC = 111; Commuting within GRTE = 108; Commuting outside GRTE = 253; MWC, Commuting within GRTE = 102; MWC, Commuting outside GRTE = 138; Exploring/Wandering = 59

Activities (Locals and Non-Locals by User Type)

Tables 66 to 67 show the descriptive results of activity regards to user type and residency. Locals were defined by examining respondent’s zip code, which was asked during the pre-experience survey. Zip codes from Teton County, WY; Teton County, ID; and Lincoln County, WY were considered local. The sample sizes for locals is much smaller than the sample size for non-locals, thus the results should be interpreted with caution.

In the pre-experience survey, participants were asked to list and rank their three primary anticipated activities within the MWC the day of their visit (Table 66, Figure 35). Of participants in vehicles, 30.2% of locals and 17.6% of non-locals responded that *driving* was their primary activity. Also, of participants in vehicles, 13.8% of locals and 25.8% of non-locals reported *hiking* as a primary activity. Additionally, 66% of local hikers and 76.6% of non-local hikers reported *hiking* as a primary activity. Of the local participants in vehicles, 3.1% reported *scenery* as a primary activity, while 14.1% of non-local participants in vehicles reported it as such. Of the local hikers, 8.5% reported *swimming* as a primary activity, while only 0.8% of non-local hikers reported it as such. Also, 9.3% of local participants in vehicles and 18.5% of non-local participants in vehicles reported *wildlife* as a primary activity. Additionally, 9.1% of local cyclists and 0% of non-local cyclists reported *wildlife* as a primary activity.

Table 66: Anticipated primary activity by user group and residency

Primary Activity ^{1,2}	User Group		n ³	%
Biking	Local	Vehicle	1	0.8
		Hiker	1	1.1
		Cyclist	16	72.7
	Non-Local	Vehicle	4	0.5
		Hiker	1	0.2
		Cyclist	16	88.9
Climbing	Local	Vehicle	0	0
		Hiker	4	4.3
		Cyclist	0	0
	Non-Local	Vehicle	2	0.2
		Hiker	0	0
		Cyclist	0	0
Commuting	Local	Vehicle	8	6.2
		Hiker	0	0
		Cyclist	0	0
	Non-Local	Vehicle	45	5.4
		Hiker	1	0.2
		Cyclist	0	0

Primary Activity^{1,2}		User Group	n³	%
Driving	Local	Vehicle	39	30.2
		Hiker	1	1.1
		Cyclist	0	0
	Non-Local	Vehicle	146	17.6
		Hiker	1	0.2
		Cyclist	1	5.6
Food/Drink	Local	Vehicle	2	1.6
		Hiker	2	2.1
		Cyclist	0	0
	Non-Local	Vehicle	10	1.2
		Hiker	1	0.2
		Cyclist	1	5.6
Hiking	Local	Vehicle	41	13.8
		Hiker	62	66.0
		Cyclist	0	0
	Non-Local	Vehicle	214	25.8
		Hiker	468	76.6
		Cyclist	0	0
Jumping	Local	Vehicle	0	0
		Hiker	4	4.3
		Cyclist	0	0
	Non-Local	Vehicle	1	0.1
		Hiker	4	0.7
		Cyclist	0	0
LSR Preserve	Local	Vehicle	2	1.6
		Hiker	0	0
		Cyclist	0	0
	Non-Local	Vehicle	15	1.8
		Hiker	10	1.6
		Cyclist	0	0
Photography	Local	Vehicle	3	2.3
		Hiker	1	1.1
		Cyclist	0	0
	Non-Local	Vehicle	52	6.3
		Hiker	14	2.3
		Cyclist	0	0

Primary Activity^{1,2}		User Group	n³	%
Running	Local	Vehicle	3	2.3
		Hiker	2	2.1
		Cyclist	0	0
	Non-Local	Vehicle	0	0
		Hiker	1	0.2
		Cyclist	0	0
Scenery	Local	Vehicle	4	3.1
		Hiker	2	2.1
		Cyclist	0	0
	Non-Local	Vehicle	117	14.1
		Hiker	29	4.7
		Cyclist	0	0
Swimming	Local	Vehicle	0	0
		Hiker	8	8.5
		Cyclist	0	0
	Non-Local	Vehicle	2	0.2
		Hiker	5	0.8
		Cyclist	0	0
Visitor Center	Local	Vehicle	0	0
		Hiker	0	0
		Cyclist	0	0
	Non-Local	Vehicle	2	0.2
		Hiker	4	0.7
		Cyclist	0	0
Water Recreation	Local	Vehicle	2	1.6
		Hiker	1	1.1
		Cyclist	0	0
	Non-Local	Vehicle	12	1.4
		Hiker	7	1.1
		Cyclist	0	0
Wildlife	Local	Vehicle	12	9.3
		Hiker	4	4.3
		Cyclist	2	9.1
	Non-Local	Vehicle	154	18.5
		Hiker	38	6.2
		Cyclist	0	0

Primary Activity^{1,2}		User Group	<i>n</i>³	%
Other	Local	Vehicle	10	7.8
		Hiker	1	1.1
		Cyclist	1	4.5
	Non-Local	Vehicle	52	6.3
		Hiker	16	2.6
		Cyclist	0	0

¹Original answers were open-ended; responses were categorized See Appendix B

²Only activities ranked number one are listed

³Total samples sizes for local vehicle = 129, non-local vehicle = 831, local hiker = 94, non-local hiker = 611, local cyclist = 22, non-local cyclist = 18

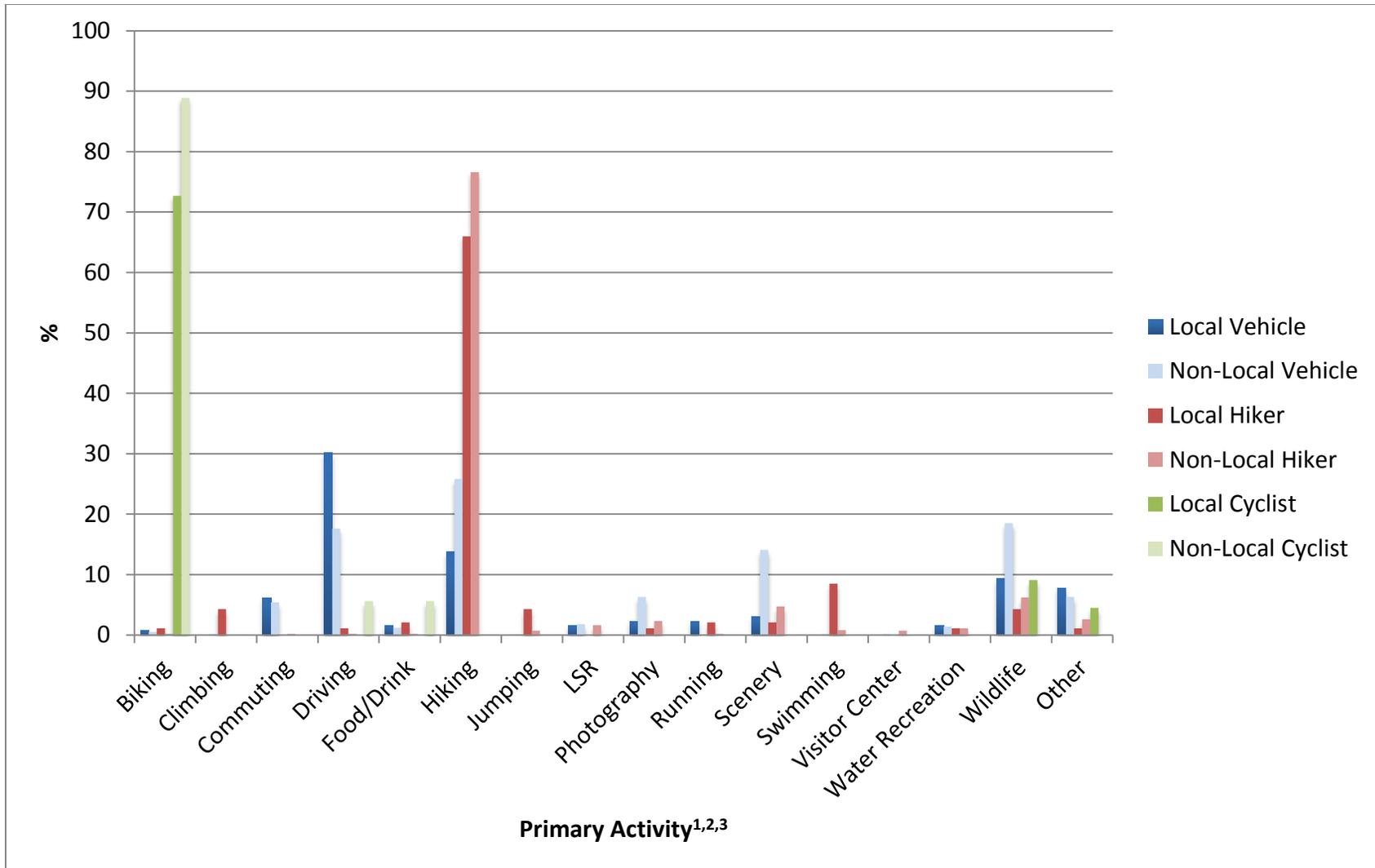


Figure 35: Anticipated primary activity by user group and residency

¹Original answers were open-ended; responses were categorized. See Appendix B

²Only activities ranked number one are listed

³Total samples sizes for local vehicle = 129, non-local vehicle = 831, local hiker = 94, non-local hiker = 611, local cyclist = 22, non-local cyclist = 18

In the post-experience survey, participants were provided a closed-ended question about activities they may have participated in during their visit. A list of fourteen potential activities was shown to participants, and they answered if they did or did not participate in each activity while in the MWC (Table 67, Figure 36). Of the local participants in vehicles, 64.4% reported *viewing the scenic beauty*, while it was reported by 84.6% of non-locals. Also, 68.2% of local cyclists and 100% of non-local cyclists reported *viewing the scenic beauty*. There were also differences in *viewing wildlife* with a higher percentage of non-locals reporting viewing wildlife for all user types. A higher percentage of non-locals also reported *scenic driving* when compared to locals. A higher percent of local hikers (23.4%) reported *swimming*, compared to non-local hikers (8.8%). A higher percentage of non-local residents for all user types also reported *visiting a visitor center* when compared to local residents.

Table 67: Activities participated in by user group and residency

Activities Participated In	User Group		n ¹	%
Viewing the Scenery	Local	Vehicle	68	62.4
		Hiker	72	93.5
		Cyclist	15	68.2
	Non -Local	Vehicle	583	84.6
		Hiker	524	96.3
		Cyclist	18	100
Viewing Wildlife	Local	Vehicle	55	50.5
		Hiker	56	72.7
		Cyclist	5	22.7
	Non -Local	Vehicle	454	65.9
		Hiker	448	82.4
		Cyclist	10	55.6
Scenic Driving	Local	Vehicle	79	72.5
		Hiker	47	61.0
		Cyclist	2	9.1
	Non -Local	Vehicle	587	85.2
		Hiker	380	69.9
		Cyclist	4	22.2
Hiking or Walking	Local	Vehicle	28	25.7
		Hiker	72	93.5
		Cyclist	2	9.1
	Non -Local	Vehicle	206	29.9
		Hiker	516	94.9
		Cyclist	2	11.1

Activities Participated In	User Group		n¹	%
Camping	Local	Vehicle	0	0
		Hiker	1	1.3
		Cyclist	0	0
	Non -Local	Vehicle	5	0.7
		Hiker	24	4.4
		Cyclist	0	0
Cycling	Local	Vehicle	3	2.8
		Hiker	5	6.5
		Cyclist	21	95.5
	Non -Local	Vehicle	10	1.5
		Hiker	10	1.8
		Cyclist	16	88.9
Climbing	Local	Vehicle	1	0.9
		Hiker	0	0
		Cyclist	1	4.5
	Non -Local	Vehicle	13	1.9
		Hiker	31	5.7
		Cyclist	0	0
Horseback Riding	Local	Vehicle	0	0
		Hiker	1	1.3
		Cyclist	0	0
	Non -Local	Vehicle	3	0.4
		Hiker	4	0.7
		Cyclist	0	0
Fishing	Local	Vehicle	2	1.6
		Hiker	0	0
		Cyclist	0	0
	Non -Local	Vehicle	6	0.9
		Hiker	13	2.4
		Cyclist	0	0
Swimming	Local	Vehicle	4	3.7
		Hiker	18	23.4
		Cyclist	0	0
	Non -Local	Vehicle	18	2.6
		Hiker	48	8.8
		Cyclist	0	0

Activities Participated In	User Group		n¹	%
Boating, rafting, or floating river	Local	Vehicle	4	3.7
		Hiker	0	0
		Cyclist	0	0
	Non -Local	Vehicle	11	1.6
		Hiker	25	4.6
		Cyclist	0	0
Visiting a visitor center	Local	Vehicle	17	15.6
		Hiker	16	20.8
		Cyclist	1	4.5
	Non -Local	Vehicle	135	19.6
		Hiker	281	51.7
		Cyclist	1	5.6
Attending a ranger talk or program	Local	Vehicle	2	1.8
		Hiker	0	0
		Cyclist	0	0
	Non -Local	Vehicle	20	2.9
		Hiker	53	9.7
		Cyclist	0	0
Commercial guided trip	Local	Vehicle	2	1.8
		Hiker	0	0
		Cyclist	0	0
	Non -Local	Vehicle	8	1.2
		Hiker	12	2.2
		Cyclist	0	0

¹Total sample sizes for local vehicle = 109, non-local vehicle = 689, local hiker = 77, non-local hiker = 544, and local cyclist = 22, non-local cyclist = 18

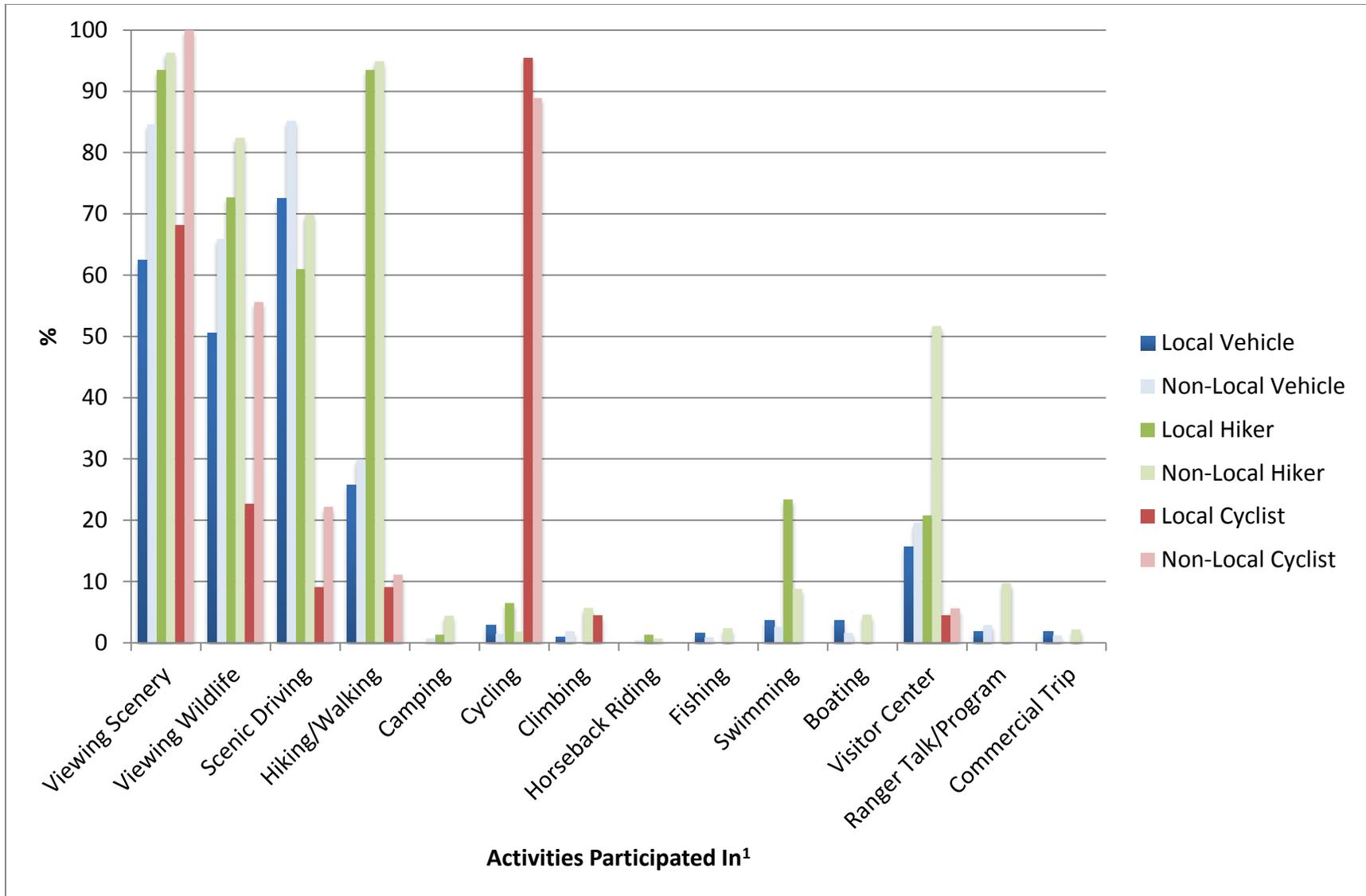


Figure 36: Activities participated in by user group and residency

¹Total sample sizes for local vehicle = 109, non-local vehicle = 689, local hiker = 77, non-local hiker = 544, and local cyclist = 22, non-local cyclist = 18

Discussion

In the last 15 years, the MWC has undergone several changes. In 2001, 1,106 acres of private land within the corridor was transferred to GRTE, and is open to the public as the Laurance S. Rockefeller Preserve (National Park Service [NPS], 2014). The LSR Preserve has raised public awareness of this area of the park, and subsequently increased visitation to the area. Also, there has been increased traffic on the narrow two-lane road through the MWC, including both vehicle and bicycle traffic. There is neither a bike path nor a shoulder (NPS, 2014). This increase coincides with the relatively recent construction and promotion of the “Grand Loop Tour” bicycle path, which includes pathways within and outside the park (Friends of Pathways, 2014). Additionally, since 2007 grizzly bears have visibly increased within the corridor, adding a new element to human wildlife interactions (NPS, 2014).

All of these changes have led the NPS to think strategically about visitor use and resource protection within the corridor, through a more in depth understanding of current recreational opportunities and associated recreational impacts.

The goal of this study was to collect data pertaining to the current dimensions of the visitor experience within the MWC. In identifying those dimensions, managers can create informed management objectives and a suite of associated indicators and standards of quality that protect and balance visitor use and resource protection. Additionally, descriptive (e.g., numbers of vehicle and hikers) and spatial (i.e., GPS tracks) data and related ecological data (see Monz et al, 2015) were collected to provide a holistic approach to understanding visitor experiences in the MWC. Together these data provide results that can inform the development of management zones and identify highly important resources from the standpoint of park visitors.

Key Results that Inform Management Implications:

- The visitor experience in the MWC can be defined by the following dimensions (i.e., attributes that make up the visitor experience in the MWC) (Table 8 – 13, Figure 9):
 - *Family*: (e.g., time spent with family friends; to bring my family closer together; to share this place with my family/friends);
 - *Wildlife*: (e.g., viewing; photographing; being in the presence of);
 - *Nature*: (e.g., scenic beauty; connection with nature; experiencing sounds of nature; contemplation);
 - *Health*: (e.g., get some exercise; improve my physical health);
 - *Restorative*: (e.g., to experience a feeling of calmness or peace; to experience a positive change in mood and emotion; to give my mind a rest; to get away from the usual demands of life);
 - *Learning*: (e.g., to learn about the history and cultural significance of the area; to learn about the plants and wildlife of the area; to learn about nature conservation and preservation values).

The above potential visitor experience attributes can be thought of as potential indicators that represent the salient themes or values that visitors seek in the MWC. There are some differences among the multiple user groups (i.e., participants in vehicles, hikers, cyclists) within the MWC

visitor population. For example, small statistical, yet generally non-substantive differences were detected between participants in vehicles and hikers. However, differences were detected between cyclists and participants in vehicles and hikers. Cyclists rated the health dimension and nature as among the most important where participants in vehicles and hikers rated family, nature and wildlife as the most important dimensions. Of interest, the total number of cyclists was relatively small. This sample includes only 40 cyclists, which represents over 70% of cyclists detected in the sampling plan. In others words, cyclists represent a small group of total MWC visitation (less than 60 detected during June-mid-August).

- Participants in vehicles commuting beyond GRTE boundaries and not planning to stop within the MWC indicated that several of the dimensions of the visitor experience described above were not relevant to their experience within the corridor (Tables 46-52).
- All visitors generally experienced conditions that they expected to find in the MWC (Tables 14 to 19, and Figure 10) and for the most part were highly positive (Table 27, Figure 18). Furthermore, the MWC is a highly valued location within GRTE (Table 20, Figure 11).
- Conditions of the roadway were the most often cited area of concern (Tables 22, 28, 29, 30, Figures 13, 19, 20). Among participants in vehicles and cyclists, the amount of room to adequately pull one's vehicle off the road to view areas of interest was also of high concern.
- Parking availability at trailheads was a concern (Table 22, Figure 13).
- The level of safety on the roadway was a concern for all user groups (Tables 23, 24, Figures 14, 15). This was especially the case for cyclists.
- One in five participants in vehicles were unsure whether they planned to stop during their drive through the corridor (Table 5, Figure 6). In contrast, only 1 in 10 hikers and cyclists felt the same way. This implies that 20% of participants in vehicles were uninformed about potential destinations and opportunities.
- Generally, participants in vehicles and hikers in the MWC feel that the area should be managed in the current manner, and reported that nothing should be done to improve visitor experiences. However, of the sample of cyclists, just under one-third indicated that a bike path could improve visitor experiences. Among all user-groups, other salient managerial suggestions included improving the road conditions, providing more information, and additional parking (Tables 29, 30, Figures, 20, 21).
- The majority of the sample consisted of non-local visitors to the MWC (i.e., Local $n = 245$; Non-local $n = 1460$) which, given the length of the sampling schedule, is highly representative of the visiting demographic.

- Minor differences existed between local and non-local visitors in regard to the activities in which they participated (Tables 66, 67, Figures 35, 36). For example, fewer locals visited a visitor center, or viewed scenery or wildlife, than non-locals. However, more local hikers indicated that they went swimming during their visit to the MWC.

The following implications are based on the above key results:

Potential Management Implications

- To protect ecological and social conditions within the MWC, we recommend the park to develop management objectives, and associated indicators and standards of quality, monitoring strategies and management actions that use these experiential-based results as baseline data.
- Consider developing visitor experience report cards to assess how motivations, expectations and values (containing visitor dimensions determined through this study including family, wildlife, nature, health, restoration, learning) may shift over time, or as a result of management actions.
- Consider developing a zoning approach that includes values and experiential dimensions highlighted in this study.
- Consider improving road conditions and traffic flow. This can be addressed either through increased supply (substitutable sites) or decreasing demand through management actions. Data representing the trade-offs between these options should be explored through a trade-off study.
- Consider altering social and resource conditions to a level that make visitors safer in the MWC. Understanding the trade-offs between social conditions on the road (e.g., speeds, crowding on the roadway) could inform management strategies that make visitors safer.
- Consider increasing parking options either within or outside the MWC that maintain the desired ecological and social conditions of the MWC.
- Additional communication strategies should be implemented to educate drivers and make visitors aware of the existing social conditions (e.g., road conditions, parking availability, safety), and valued ecological and cultural resources found within the MWC. Additional educational strategies may be considered for locals and commuters, to potentially alter expectations and behaviors.

References

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- Vaske, J. J. (2008). *Survey research and analysis: Applications in parks, recreation and human dimensions*. State College, PA: Venture Publishing.
- Williams, D. R., & Roggenbuck, J. W. (1989, October). Measuring place attachment: Some preliminary results. In *Abstracts: 1989 Leisure Research Symposium* (p. 32). Arlington, VA: National Recreation and Park Association.

Appendix A

OMB Control Number: 1024-0224

Expiration Date: 8/31/2014

GRAND TETON NATIONAL PARK VISITOR STUDY – Part 1

SURVEY INFORMATION AND INSTRUCTIONS:

The focus of this study is to better understand visitor experiences within the Moose-Wilson corridor, which is this area (*please see surveyor’s map if needed*) of Grand Teton National Park.

Your participation in the study is voluntary. There are no penalties for not answering some or all questions, but since each participant will represent many others who will not be studied, your cooperation is extremely important. The answers you provide will remain anonymous. Our results will be summarized so that the answers you provide cannot be associated with you or anyone in your group or household.

Grand Teton National Park and Pennsylvania State University thank you for your assistance.

PAPERWORK REDUCTION ACT STATEMENT: The National Park Service is authorized by 16 U.S.C. 1a-7 to collect this information. This information will be used by park managers to understand existing social conditions, visitor experiences, and visitor perspectives about potential problems in the Moose-Wilson area of Grand Teton National Park. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. The permanent data will be anonymous. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

BURDEN ESTIMATE Public reporting burden for this form is estimated to average 12 minutes per response. Please direct comments regarding the burden estimate or any other aspect of this form to: Peter Newman, Department of Recreation, Park and Tourism Management, Pennsylvania State University; pbn3@psu.edu (email); or Phadrea Ponds, NPS Information Collection Coordinator, Fort Collins, CO; pponds@nps.gov (email)

GRAND TETON NATIONAL PARK VISITOR STUDY – Part 1

1. What is the most important reason for your visit to the ***Moose-Wilson corridor*** of Grand Teton National Park? *If you are using the Moose-Wilson Road for commuting, please describe why you use this corridor (for example, quickest route between home and work, most enjoyable route, potential for seeing wildlife, etc.).*

2. Where did you start your travel today? _____

3. What is your anticipated primary destination for today? _____

4. Please use the surveyor’s map to determine which of the following locations you anticipate visiting during this trip to the ***Moose-Wilson corridor***? Please mark “Yes” if you plan to visit, “No” if you do not plan to visit, or “Not Sure” if do not know whether you will visit the location.

<i>Number to Left Corresponds to Location on Reference Map</i>	Yes	No	Not Sure
1. Laurance S. Rockefeller Preserve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Phelps Lake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Death Canyon Trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Granite Canyon Trail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. White Grass Ranch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Murie Ranch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Sawmill Ponds Overlook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Poker Flats Horse Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other location: _____			

5. Why did you choose to travel to the *Moose-Wilson corridor*?

6. Please *list* and *rank* the three primary activities that you plan on participating in while in the *Moose-Wilson corridor*?
 1. _____ 2. _____ 3. _____

7. How important to you was each of the following reasons for your visit to the *Moose-Wilson corridor*? Please mark only one response for each item.

Importance...	Importance					
	Not Relevant	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important
To learn about the history and cultural significance of the area	<input type="checkbox"/>					
To learn about the plants and wildlife of the area	<input type="checkbox"/>					
To learn about nature conservation and preservation values	<input type="checkbox"/>					
To view the scenic beauty	<input type="checkbox"/>					
To experience a sense of connection with nature	<input type="checkbox"/>					
To experience the diversity of the natural world	<input type="checkbox"/>					
To experience the rustic, narrow, winding, slow traveling and historic character of the road	<input type="checkbox"/>					
To view wildlife	<input type="checkbox"/>					

Importance...	Importance					
	Not Relevant	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important
To photograph wildlife	<input type="checkbox"/>					
To experience wildlife in nature	<input type="checkbox"/>					
To experience wildlife to have a memorable story to tell other people	<input type="checkbox"/>					
To enjoy the natural quiet and sounds of nature	<input type="checkbox"/>					
To experience tranquility and contemplativeness in nature	<input type="checkbox"/>					
To experience solitude	<input type="checkbox"/>					
To experience a feeling of calmness or peace	<input type="checkbox"/>					
To experience a positive change in mood and emotion	<input type="checkbox"/>					
To think about my personal values	<input type="checkbox"/>					
To give my mind a rest	<input type="checkbox"/>					
To get away from the usual demands of life	<input type="checkbox"/>					
To get away from the noise back home	<input type="checkbox"/>					
To escape from answering emails, texts, or phone calls	<input type="checkbox"/>					
To get some exercise	<input type="checkbox"/>					

Importance...	Importance					
	Not Relevant	Not at all Important	Slightly Important	Moderately Important	Very Important	Extremely Important
To improve my physical health	<input type="checkbox"/>					
To experience a sense of adventure or challenge	<input type="checkbox"/>					
To spend time with family/friends	<input type="checkbox"/>					
To bring my family closer together	<input type="checkbox"/>					
To share this place with my family/friends	<input type="checkbox"/>					
Other: _____						

8. Please indicate your level of agreement or disagreement with each of the statements regarding the *Moose-Wilson corridor* of the park. Please mark only one response for each item.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I highly value the <i>Moose-Wilson corridor</i> of the park.	<input type="checkbox"/>				
I enjoy visiting the <i>Moose-Wilson corridor</i> more than any other area of the park.	<input type="checkbox"/>				
I feel that the <i>Moose-Wilson corridor</i> is a part of who I am.	<input type="checkbox"/>				
The <i>Moose-Wilson corridor</i> is no more important to me than any other area of the park.	<input type="checkbox"/>				
I feel no strong commitment to the <i>Moose-Wilson corridor</i> .	<input type="checkbox"/>				

9. What was your primary source for information about the visitor activities you plan to participate in within the *Moose-Wilson corridor*?

10. Including this visit, approximately how many times have you visited the *Moose-Wilson corridor*? Number of visits:

11. How many adults and how many children were in your personal group (spouse, family, friends) during this trip to the *Moose-Wilson corridor* today? *Please provide a number.*

of Adults (Age 16 or older) _____ # of Children (Age 15 or younger) _____

12. Were you or your personal group part of a larger commercial, educational, or other organized group of visitors?
Yes No

13. What is your gender? Female Male

14. Do you live in the United States?

Yes (What is your zip code? _____)

No (What country do you live in? _____)

THE GRAND TETON NATIONAL PARK AND PENN STATE UNIVERSITY

THANK YOU

FOR PARTICIPATING IN THE FIRST HALF OF THIS STUDY.

**WE LOOK FORWARD TO SEEING YOU TO COMPLETE THE SECOND HALF OF THIS STUDY, AND
RETURN THE GPS UNIT.**

GRAND TETON NATIONAL PARK VISITOR STUDY – Part 2

SURVEY INFORMATION AND INSTRUCTIONS:

The focus of this study is to better understand visitor experiences within the Moose-Wilson corridor, which is this area (*please see surveyor's map if needed*) of Grand Teton National Park.

Your participation in the study is voluntary. There are no penalties for not answering some or all questions, but since each participant will represent many others who will not be studied, your cooperation is extremely important. The answers you provide will remain anonymous. Our results will be summarized so that the answers you provide cannot be associated with you or anyone in your group or household.

Grand Teton National Park and Pennsylvania State University thank you for your assistance.

PAPERWORK REDUCTION ACT STATEMENT: The National Park Service is authorized by 16 U.S.C. 1a-7 to collect this information. This information will be used by park managers to understand existing social conditions, visitor experiences, and visitor perspectives about potential problems in the Moose-Wilson area of Grand Teton National Park. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. The permanent data will be anonymous. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

BURDEN ESTIMATE Public reporting burden for this form is estimated to average 12 minutes per response. Please direct comments regarding the burden estimate or any other aspect of this form to: Peter Newman, Department of Recreation, Park and Tourism Management, Pennsylvania State University; pbn3@psu.edu (email); or Phadrea Ponds, NPS Information Collection Coordinator, Fort Collins, CO; pponds@nps.gov (email).

GRAND TETON NATIONAL PARK VISITOR STUDY – Part 2

1. Which of the following activities did you take part in during this visit to the *Moose-Wilson corridor* of Grand Teton National Park? *Please mark all that apply.*

Viewing the scenery

Viewing wildlife

Scenic driving

Hiking or walking

Camping

Cycling

Climbing

Horseback riding

Fishing

Swimming

Boating, rafting or floating river

Visiting a visitor center

Attending ranger talk or program

Commercial guided trip

Other: _____

2. What did you like **best** about your visit within the *Moose-Wilson corridor* today?

3. What did you like **least** about your visit within the *Moose-Wilson corridor* today?
-

4. Visitors have different expectations and experiences while visiting the *Moose-Wilson corridor*. Please indicate how your experience of each of the following items during your visit compared with your expectations. *Please mark only one response for each item.*

Opportunity...	How did your experience compare to your expectations?					
	I Had No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected
To learn about the history and cultural significance of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about the plants and wildlife of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To learn about nature conservation and preservation values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To view the scenic beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a sense of connection with nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience the diversity of the natural world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience the rustic, narrow, winding, slow traveling and historic character of the road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To view wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To photograph wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience wildlife in nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience wildlife to have a memorable story to tell other people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To enjoy the natural quiet and sounds of nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How did your experience compare to your expectations?						
Opportunity...	I Had No Expectation	A Lot Less Than Expected	Less Than Expected	About as Expected	More Than Expected	A Lot More Than Expected
To experience tranquility and contemplativeness in nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience solitude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a feeling of calmness or peace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a positive change in mood and emotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To think about your personal values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To give my mind a rest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get away from the usual demands of life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get away from the noise back home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To escape from answering emails, texts, or phone calls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To get some exercise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To improve my physical health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To experience a sense of adventure or challenge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To spend time with family/friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To bring my family closer together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To share this place with my family/friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. How much of a problem were each of the following potential issues for you within the *Moose-Wilson corridor* today?

Potential Issue...	Not a Problem	Small Problem	Big Problem	Don't Know/No Opinion
Amount of information provided by the park to properly prepare for a visit to the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of information provided at the park entrance stations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of signs with information about the natural and cultural history of the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of signs describing areas of interest along the road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of park rangers or park staff present	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of locating trailheads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of available parking at the trailheads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of signs warning drivers about roadway conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequency of vehicle speed enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of room to adequately pull your vehicle off the road to view areas of interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conditions of roadway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of vehicles stopped along the roadside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of roadside vegetation damage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of organized commercial groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of people driving recklessly or carelessly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of bicyclists riding recklessly or carelessly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of vehicles on the roadway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of bicyclists on the roadway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Potential Issue...	Not a Problem	Small Problem	Big Problem	Don't Know/No Opinion
Availability of safe locations for bicycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of awareness of bicyclists on the roadway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of awareness of pedestrians on the roadway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of awareness of vehicles on the roadway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Level of safety for vehicles, pedestrians and bicyclists to travel the roadway at the same time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of visitors you experienced at your destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitors acting inappropriately around wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitors getting too close to wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitors noticeably disturbing wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitors observing wildlife from an unsafe distance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of noise from aircraft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of noise from vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amount of noise from other visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. What could the managers at Grand Teton National Park do to improve **visitor experiences** as they plan for the future of the *Moose-Wilson corridor*?
-
8. What could the managers at Grand Teton National Park do to improve the **protection and preservation of the resources** here as they plan for the future of the *Moose-Wilson corridor*?
-

9. What aspects of the *Moose-Wilson corridor* do you hope will continue into the future?

10. In what year were you born? Year born: _____

11. What is the highest level of formal education you have completed? *Please check only one.*

- Some high school
- High school graduate or GED
- Some college, business or trade school
- College, business or trade school graduate
- Some graduate school
- Master's, doctoral or professional degree

12. Are you Hispanic or Latino? Yes No

13. What is your race? *Please check all that apply.*

- American Indian or Alaskan Native
- Asian
- Black or African American
- Native Hawaiian
- Pacific Islander other than Native Hawaiian
- White

THE GRAND TETON NATIONAL PARK AND PENN STATE UNIVERSITY

**THANK YOU
FOR YOUR TIME.**

Appendix B

Most important reasons for visit definitions (Table 1, Figure 2)

Examples of Responses	Category
<i>LSR, go to Phelps Lake, hike Death Canyon, see the lake, swimming, running</i>	Access to the MWC ¹
<i>Hang out, friends, to impress a girl</i>	Camaraderie
<i>Passing through, commuting, Jenny Lake, shortcut, fastest route</i>	Commuting ²
<i>Exercise</i>	Exercise
<i>Check out Tetons, chance, adventures, never been, new experience</i>	Exploring/Wandering
<i>Fun, pleasure, to enjoy it</i>	Fun
<i>Hiking, short hike, hike up the mountain</i>	Hiking
<i>To enjoy the outdoors, connect with nature, be outside</i>	Nature/Outdoors
<i>Friend's recommendation, his wife, suggestion</i>	Recommendation
<i>Recreation</i>	Recreation
<i>Beauty, scenic views, see the park, sightseeing</i>	Scenery
<i>Scenic drive, scenic roads in America</i>	Scenic Driving
<i>Vacation, road tripping, tourism, family vacation</i>	Vacation/Touring
<i>See wildlife, see moose, animals, wildlife, bird watching</i>	Wildlife
<i>Route, Convenience, stop between Yellowstone</i>	Access to MWC and Commuting ³

¹General terms such as *walking*, *hiking*, and *trail running* were cross checked with “Primary Destination” to ensure these activities were in reference to the MWC

²Any destination listed for this questions outside the MWC was considered as commuting (e.g Yellowstone). Additionally, responses were cross checked with “Primary Destination” and “Anticipated Destinations.” If the primary destination was outside the MWC and if it is also indicated that participants were not planning to stop within the MWC, they were considered commuters.

³Responses were cross checked with “Primary Destination” and “Anticipated Destinations.” If the primary destination was outside the MWC, it is considered commuting, however if it is also indicated that participants were planning to stop or may stop within the MWC, they were considered as access to the MWC

Reasons for traveling to the MWC (Table 2, Figure3)

Examples of Responses	Category
<i>LSR, Nice moose ponds, trailhead access, close and pretty, convenience</i>	Access to the MWC ¹
<i>Commuting. Fast route, headed to Yellowstone, direct route, escape traffic</i>	Commuting ²
<i>Never been to Wyoming, out for a drive, curiosity, new experience</i>	Exploring
<i>Fun, recreation</i>	Fun/Recreating
<i>Hiking, to get to Death Canyon, favorite hike</i>	Hiking
<i>Live here, been here before and loved it, return visit</i>	Previous Experience
<i>Ranger recommended it, friend referral, word of mouth, guide book, “Yelp” rated it high</i>	Recommendation
<i>Scenery of the road, to see the sights, beautiful, see the lake</i>	Scenery
<i>Wildlife, see moose, the great grey, better place to see a bear</i>	Wildlife
<i>work</i>	Work

¹General terms such as *convenience*, *proximity*, and *less crowded* were cross checked with “Anticipated Destinations” to ensure these activities were in reference to the MWC

² Any destination listed for this questions outside the MWC was considered as commuting (e.g Yellowstone). Additionally, responses were cross checked with “Primary Destination” and “Anticipated Destinations.” If the primary destination was outside the MWC and if it is also indicated that participants were not planning to stop within the MWC, they were considered commuters.

Start location of day's travel (Table 3, Figure 4)

Examples of Responses	Category
<i>Airport, near airport, airport house</i>	Airport
<i>Aspen meadows, Aspen condos,</i>	Aspens
<i>Climber's ranch</i>	Climber's ranch
<i>Colter Bay, Colter Bay campground,</i>	Colter Bay
<i>Flagg Ranch</i>	Flagg Ranch
<i>Gros Ventre, Gros Ventre campground, Kelly</i>	Gros Ventre
<i>Antelope flats, Granite trailhead, East of Moran, Leeks Marina, Mormon row</i>	GRTE
<i>Victor, Driggs, Soda Springs, Idaho Falls,</i>	Idaho
<i>Jackson, Jackson hotel, private home in Jackson</i>	Jackson
<i>Jackson Lake</i>	Jackson Lake
<i>Jackson Lake Lodge</i>	Jackson Lake Lodge
<i>Jenny Lake</i>	Jenny Lake
<i>Jenny Lake campground</i>	Jenny Lake campground
<i>Jenny Lake Lodge</i>	Jenny Lake Lodge
<i>Moose</i>	Moose
<i>Moran, Moran RV Park</i>	Moran
<i>Mormon Row</i>	Mormon Row
<i>Home, Atlanta, Brentwood, Rocky Mountain National Park</i>	Other ¹
<i>Signal Mountain, Signal Mountain Lodge, camping at Signal Mountain</i>	Signal Mountain
<i>Teton Village, tram, Teton Village hotel/condo</i>	Teton Village
<i>Salt Lake City, Provo, Bear Lake</i>	Utah
<i>Wilson, house in Wilson</i>	Wilson
<i>Dubois, Lander, Hoback Junction, Bridger-Teton National Forest</i>	Wyoming
<i>Yellowstone, Old Faithful, West Yellowstone</i>	Yellowstone

¹Other places that did not fit into the categories, many included outside states and cities

Anticipated primary destination (Table 4, Figure 5)

Examples of Responses	Category
<i>Airport</i>	Airport
<i>Colter Bay</i>	Colter Bay
<i>Death Canyon, ranger cabin, up the trail,</i>	Death Canyon ¹
<i>Exploring, not sure, unknown, drive around</i>	Exploring/wandering
<i>Granite Canyon</i>	Granite Canyon
<i>Oxbow Bend, Open Canyon, Dornan's, hike around, Moose, Climbing Route</i>	GRTE ²
<i>Victor, Boise, Idaho Falls</i>	Idaho
<i>Jackson</i>	Jackson
<i>Jackson Lake, Jackson dam</i>	Jackson Lake
<i>Jenny Lake, Jenny Lake campground, Jenny Lake Lodge</i>	Jenny Lake
<i>LSR, this hike</i>	LSR Preserve ¹
<i>Big Sky, Bozeman, Silver Gate</i>	Montana
<i>Moose, Moose Visitor Center</i>	Moose
<i>Phelps Lake, Phelps, lake, jump rock</i>	Phelps Lake ¹
<i>Phelps Lake Overlook, overlook</i>	Phelps Lake Overlook ¹
<i>Zion, concert, visitor center, Wisconsin, the dentist</i>	Other ³
<i>Sawmill Ponds</i>	Sawmill Ponds
<i>Signal Mountain, Signal Mountain Lodge, Signal campground</i>	Signal Mountain
<i>Static peak</i>	Static Peak
<i>String Lake</i>	String Lake
<i>Taggart Lake</i>	Taggart lake
<i>Teton Village, tram</i>	Teton Village
<i>Salt Lake City, Provo, Vernal</i>	Utah
<i>Wilson, house in Wilson</i>	Wilson
<i>Dubois, Lander, Hoback Junction, Bridger-Teton National Forest</i>	Wyoming
<i>Yellowstone, Old Faithful, West Yellowstone</i>	Yellowstone

¹Responses were cross checked with anticipated destinations and survey location to ensure accuracy

²Responses were cross checked with anticipated destinations to ensure accuracy

³Other places that did not fit into the categories, many included outside states and cities

Anticipated primary activities (Table 6, Figure 7)

Examples of Responses	Category
<i>Biking, cycling</i>	Biking
<i>Climbing</i>	Climbing
<i>Commuting, driving through, get to river, tram</i>	Commuting
<i>Drive, driving through, burning fuel, avoid pot holes</i>	Driving
<i>Lunch, eating, picnic</i>	Food/Drink
<i>Hiking, trail, walking, day hike</i>	Hiking
<i>Jump off rock, jump in lake</i>	Jumping
<i>LSR, visit LSR, visit preserve</i>	LSR Preserve
<i>Photo, photography, take pictures</i>	Photography
<i>Running, trail running</i>	Running
<i>Scenery, sightseeing, look at nature, looking</i>	Scenery
<i>swimming</i>	Swimming
<i>Visitor center, nature center</i>	Visitor Center
<i>Float trip, kayaking, boating, lake, fishing, stand up paddle boarding</i>	Water Recreation
<i>Wildlife, bears, see moose, animal watching, bird watching, look at elk</i>	Wildlife
<i>Exercise, camping, sleeping, shopping, geo caching, Harrison Ford</i>	Other ¹

¹ Other activities that did not fit into the categories

Aspects liked best (Table 27, Figure 18)

Examples of Responses	→ Category
<i>The LSR, stopping at Sawmill Ponds, the lake, trail,</i>	Areas in the MWC ¹
<i>Being with family, being together, the company</i>	Camaraderie
<i>Hiking, walking, amazing hike, hiking with ranger</i>	Hiking
<i>The solitude, wasn't crowded, no one out there</i>	Less People
<i>No traffic, Lack of traffic, no moose jams or bad drivers</i>	Less Traffic
<i>Quiet, stillness, tranquility at lake, peacefulness</i>	Natural Sounds/ Quiet
<i>Being outside, fresh air, trees, nature</i>	Nature/Outdoors
<i>None</i>	No Answer
<i>The scenery, beautiful, mountains, fall colors, awesome views</i>	Scenery
<i>Talking with survey person, human interaction with researchers</i>	Surveyors/Survey
<i>Weather, the hail, it's a nice day</i>	Weather
<i>Wild flowers, plant diversity, the lupine flower</i>	Wild Flowers
<i>Seeing wildlife, black bear, moose, saw a fox, chipmunks!</i>	Wildlife
<i>Bike ride, off beaten path, throwing rocks, nothing, everything, smell, lunch by the falls</i>	Other ²

¹ Responses were cross checked with anticipated destinations and survey location to ensure accuracy

² Other aspects that did not fit into the categories.

Aspects liked least (Table 28, Figure 19)

Examples of Responses	Category
<i>Visitor center closed, bathrooms closed, LSR not open</i>	Facilities Closed ¹
<i>People going too fast, fast traffic, tailgating cars</i>	Fast Drivers
<i>Bugs, mosquitos, horse flies</i>	Insects
<i>Confusing signs, LSR was hard to find, not many signs, no displays to read</i>	Lack of information/signs
<i>No wildlife, didn't see moose,</i>	No Wildlife
<i>Nothing, all good, liked it all, can't think of anything</i>	Nothing
<i>Noisy tourists, illegal camper, drivers, kids off trail</i>	Other Visitors (within or outside personal group)
<i>Waiting to park, parking at trailhead, line at LSR</i>	Parking Issues
<i>Bad drivers, dumb people driving SUV's that think they own the road</i>	Reckless Driving
<i>Slow road wasn't expected, slow drivers, drivers going too slow</i>	Slow Driving
<i>Dirt road, the bumps in the road, too narrow, Death Canyon road, potholes, blind turns, no shoulder</i>	The Road
<i>Too many people, crowd, a lot of people</i>	Too Many People
<i>Too short, not long enough, not enough time</i>	Too Short
<i>Traffic, cars stopping, too much traffic</i>	Traffic
<i>Blocked path, saw some trash, mud</i>	Trail Conditions
<i>Tired body, the hangover, walking uphill, forgot water, lost sunglasses</i>	Unrelated personal issues
<i>Rain, hail, heat, mountains in clouds</i>	Weather
<i>Bear rumor, Constant worry of bears, the potential moose encounter</i>	Worried about wildlife
<i>Bathrooms, airplane noise, the pine beetle kill, the survey</i>	Other ²

¹ Mostly from visitors visiting in October (n=11, 8.3% of total sample)

² Other aspects that did not fit into the categories

Visitor ideas to improve visitor experience (Table 29, Figure 20)

Examples of Responses	Category
<i>Advertising, promote LSR more, make people more aware of MWC</i>	Advertise More
<i>Bike path, put in a bike path, no bikes or bike path</i>	Bike Path
<i>I don't know</i>	Don't Know
<i>More bathrooms, water refill station, more trash cans</i>	Improve Facilities
<i>Fix road, better road conditions, smooth out road, fill the pot holes</i>	Improve Road Conditions
<i>More trails, more water on trails, place for people to sit at Phelps</i>	Improved Trail Conditions
<i>Limit use, control flow of traffic, make gravel all the way for crowd control, tell less people about it</i>	Limit Number of People
<i>More signs, more information, better signs, mile markers on trail, signs with info at pull offs</i>	More Information
<i>More parking, extend parking at LSR</i>	More Parking
<i>More pull-offs, more stops along the road, create more safe pull outs</i>	More Pull-offs
<i>Nothing, it was all good, can't think of any, don't change it, keep it open</i>	Nothing
<i>Pave the whole road, pave section,</i>	Pave Road
<i>Slow the speed limit, speed bumps and lower limit to 15 mph</i>	Speed Enforcement
<i>Widen road, less narrow road,</i>	Widen Road

Visitor ideas to improve protection and preservation of resources (Table 30, Figure 21)

Examples of Responses	Category
<i>Bike path, more bike paths</i>	Bike Path
<i>Don't know, not sure, hard to say, don't know that their job</i>	Don't Know
<i>Limit vehicles, limit number of people on road, eliminate vehicles, use shuttle system, reduce access</i>	Limit People/Vehicles
<i>More signs, clearer signs, educate people about wildlife, warn people there are no garbage cans</i>	More Information
<i>More ranger presence, more staff to monitor corridor, more law enforcement</i>	More Rangers
<i>No opinion, no comment, No Answer,</i>	No Answer
<i>Nothing, doing a good job, keep it the same, keep it as is, can't think of anything</i>	Nothing
<i>Monitor road conditions, use LSR as model, keep charging money, delist grizzlies, no road improvements</i>	Other

Important characteristics to the Moose-Wilson Corridor (Table 31, Figure 22)

Examples of Responses	Category
<i>Access to park, stays available, open access, available for public use</i>	Access
<i>Don't know, not sure</i>	Don't Know
<i>Everything, all of it, keep it as is, maintain as is, stays the same</i>	Everything
<i>Trails, trail maintenance</i>	Hiking Trails
<i>More pull outs, pave road, improving the road</i>	Improve/Change Road
<i>Keep it open, stays open, don't close it</i>	Keep it open
<i>nothing</i>	Nothing
<i>No comment, no opinion</i>	No Answer
<i>No development in the future, lack of commercialization, don't develop it</i>	No Development
<i>Solitude, no crowds, isolated feel, keep use levels low</i>	Limited People
<i>Keep it natural, remain primitive, stays pristine, nature</i>	Naturalness
<i>Continued preservation, preserve the beauty, protection of area</i>	Preservation
<i>Quiet, the tranquility, stays as quiet as is, peacefulness</i>	Quiet
<i>Scenery, stays beautiful,</i>	Scenery
<i>Smallness of road, two-way traffic, keep it unpaved</i>	The Road
<i>Wildlife, wildlife viewing, maintain animal populations, ability to watch wildlife</i>	Wildlife
<i>LSR, open spaces, cleanliness</i>	Other ¹

¹ Other aspects that did not fit into the categories.

Appendix C



Research technician administering a survey at Death Canyon



Research technicians administering surveys at the LSR Preserve



Research technician administering surveys at the Moose entrance of the MWC



Davis College of Agriculture, Forestry and Consumer Sciences

Memo

To:
From: Robert C. Burns, Associate Professor
Re: Review of Research
Date: April 9, 2015

Review of Research conducted by Pennsylvania State University's Protected Areas Research Cooperative entitled *Informing Visitor Use Management Strategies for the Moose-Wilson Corridor, Grand Teton National Park*.

I conducted a review of the draft report (Informing Visitor Use Management Strategies for the Moose-Wilson Corridor (MWC), Grand Teton National Park). Data were collected during the Summer-Autum 2014 timeframe. The report includes an extensive analysis by user type, the methodology, results, and implications. The following research questions were addressed:

- How are the visitors learning about the corridor and what are their expectations for their visit?
- What are the differences in early summer, peak summer, and early fall current visitor use experiences, and desired future conditions and experiences?
- What are the different activity types (e.g. hiking, scenic driving, visitor center, etc...) by different user type
- What are the differences between the levels of local and non-local visitors, and what are the types and patterns of activities for these visitors?
- How do visitors' actual experience compare with their expected and desired experience?
- What are the origins and destinations of visitors within and beyond the corridor?
- How does visitation to the corridor fit into overall park and regional visitation patterns for both motor vehicles and bicycle users?
- What problems did visitors encounter during their visit to the corridor?
- What are visitor desires for future experiences and resource conditions in the corridor?

Division of Forestry and Natural Resources

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Results of the Report Review:

1. Introduction and background. The introduction and background are laid out very clearly. The information is easy to find, and a lay-person can pick up the report off of a shelf and understand that the report is designed to provide an analysis of the current social conditions within the MWC. The report “stands alone” and is clearly a tool for management decision-making.
2. Methods. The methods section is clearly written and informative for managers. The authors did not include detailed information about the survey implementation nor the theoretical development of the instrumentation. I trust this was not required in the contract or agreement, but is available in the authors’ university documents. The response rate is not included, which would be helpful in understanding the details of the methodology and survey implementation.
3. Results. Descriptive results are provided in the appropriate level of detail. The data were segmented by user type (hiker/vehicle/cyclist). Transportation-specific information was segmented by commuter type. The detailed information provided is a wealth of information for decision-making by park managers.
4. Overall. This report meets the objectives set forth in the justification of the survey. The data appropriately answers the research questions laid out by the authors in the executive summary of the report. The data clearly meet the management objectives and can provide managers with defensible data with which to make decisions. The data analysis is appropriate for the report and provides the “best science available” for answering management questions about the social conditions of the unit.

Please feel free to contact me if you have further questions about the review of this report at the address below.

Sincerely,



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