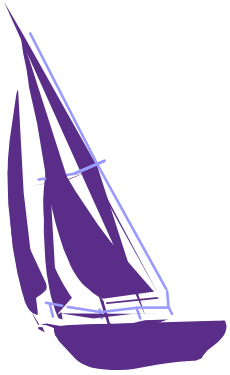




*Visitors to
Acadia National Park/
Mount Desert Island
Look at Information Systems*

October 1999

Davidson-Peterson Associates





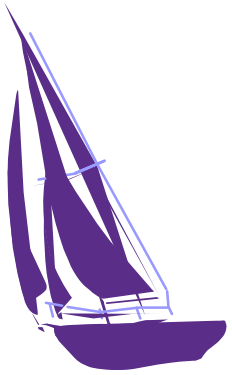
What We Will Cover

I. Introduction

- A. Objectives
- B. Methods

II. Findings

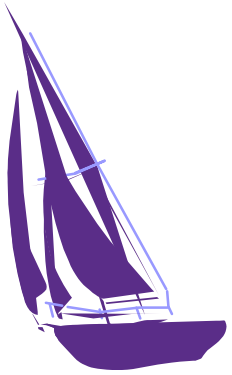
- A. Visitor Profile
- B. Trip Description
- C. Planning Trip to Mount Desert Island/Acadia National Park (MDI/ANP)
- D. Traveling to MDI/ANP
- E. Moving around on MDI/ANP



III. Summary



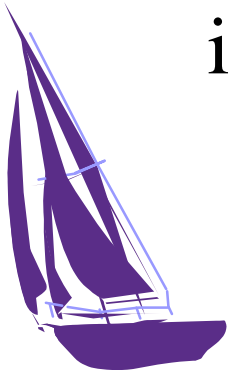
I. Introduction





A. Objectives

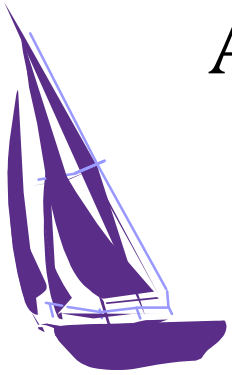
- ◆ To assess visitor and resident information needs;
- ◆ To determine use of available information systems; and
- ◆ To assess preference for potential information systems.





B. Methods

- ◆ Intercept survey of 1,071 residents and visitors to Mount Desert Island/Acadia National Park.
- ◆ A self-administered questionnaire
- ◆ Data collection was completed between August 20 and October 9, 1999.

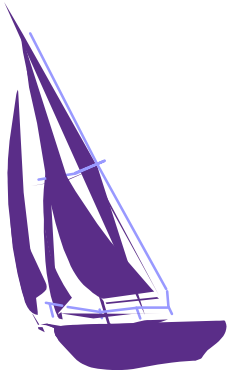




B. Methods

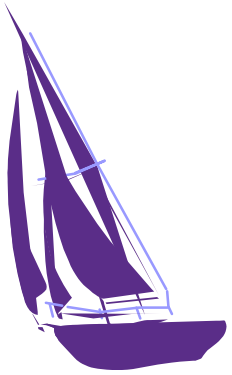
◆ Field Assignments

| | <u>Percent of Total</u> |
|--|-------------------------|
| • East Side | 33% |
| • Towns | 18% |
| • Seawall Area | 17% |
| • Carriage Road Trailheads | 12% |
| • East Side Trailheads/Campgrounds | 9% |
| • Echo Lake Beach/West Side Trailheads | 7% |
| • Thompson Island Information Center | 5% |





II. Findings

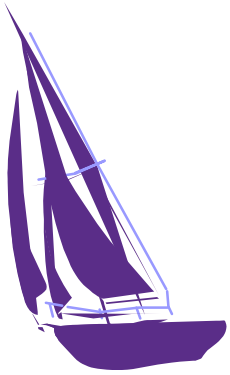




A. Visitor Profile

◆ Demographic characteristics

- 91% visitors to Acadia/Mount Desert Island
- 9% residents of Mount Desert Island -- 3% summer residents, 6% year-round residents.
- Average adult age -- 45 years old
- 54% male, 43% female

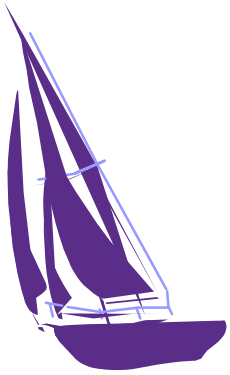




A. Visitor Profile

◆ Demographic characteristics

- 67% college graduates -- 33% college degree, 34% post graduate work
- Average household income -- \$67,495





A. Visitor Profile

◆ 66% technology-oriented

- Index created based on whether or not they have a computer, access to the internet, a cell phone or a PDA
 - 59% have a computer at home and at work
 - 50% have internet access at home and at work
 - 59% have a cell phone
 - 12% use a PDA with modem
 - 10% use a PDA without a modem

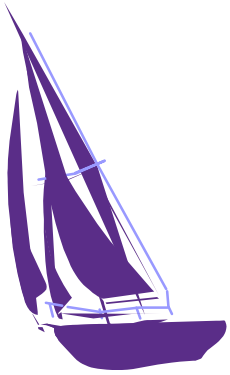
◆ 86% have access to the Internet





A. Visitor Profile

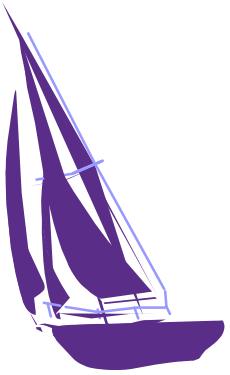
- ◆ 39% have used public transportation in the past 6 months
- ◆ 12% do not have public transportation available in their home community





B. Trip Characteristics

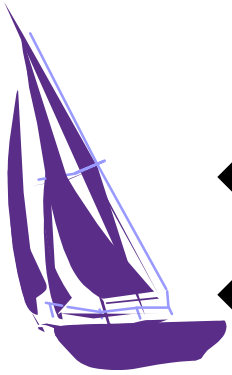
- ◆ 2.0 people per party
- ◆ Plan to visit Acadia/Mount Desert Island
4.3 days





B. Trip Characteristics

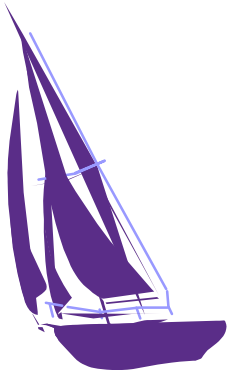
- ◆ Majority are staying overnight on Mount Desert Island (69%). Among those visitors:
 - 38% staying in a motel or hotel
 - 34% staying in a campground
 - 12% staying in a bed and breakfast
 - 16% staying in other accommodations
- ◆ 16% staying overnight elsewhere in the area
 - 5% in Ellsworth
- ◆ 5% on a day trip
- ◆ 9% residents





B. Trip Characteristics

- ◆ Visitation to Mount Desert Island
 - Only trip to Acadia/Mount Desert Island in the past three years for two thirds (66%)
 - Non-residents average 2.6 trips to Acadia/Mount Desert Island in the past 3 years

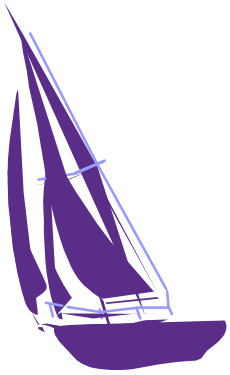




C. Planning Trip to MDI/ANP

◆ Lodging reservations --

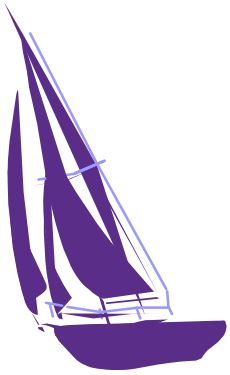
- 36% called establishment directly
- 26% stopped in
- 11% used the Internet
- 7% AAA
- 20% other (national reservation service, friends and relatives, travel agent, visitor centers reservations, realtor)





C. Planning Trip to MDI/ANP

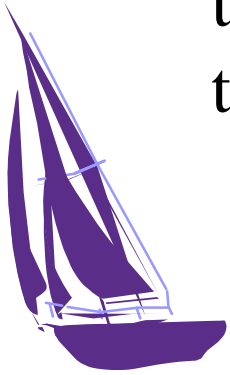
- ◆ The method used to reserve a room varies by lodging type --
 - 43% of those staying in a campground stopped in
 - 41% of those staying in a motel called the establishment directly
 - 50% of those staying in a bed and breakfast called the establishment directly, 25% reserved a room on the Internet





C. Planning Trip to MDI/ANP

- ◆ Visitors used various sources to plan trip
 - One half used information from Travel Guides or the Internet
 - 51% Travel Guide/Tour book/map
 - 49% Internet -- 25% Acadia Home Page, 24% Other sites
 - Slightly fewer than half relied on information from their own experience or the experience of people they trust
 - 45% Previous visits
 - 38% Friends and relatives

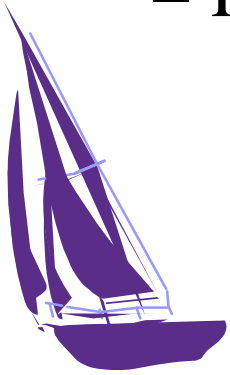




C. Planning Trip to MDI/ANP

- Others gathered information from sources in the area
 - Visitors Centers -- 23%
 - Chambers of Commerce -- 10%
 - Phone inquiry to Acadia National Park -- 3%

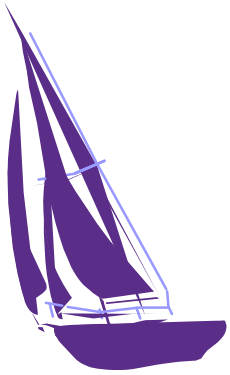
- Few relied on
 - Travel agent -- 3%
 - TV/radio programs -- 1%





C. Planning Trip to MDI/ANP

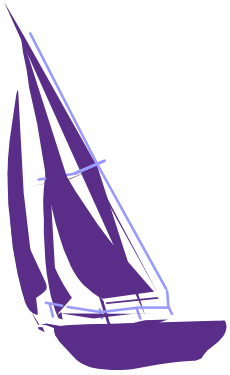
- ◆ Visitors to MDI/ANP were asked to rate how useful different types of information would be in planning their trip to MDI/ANP
- ◆ Rated using a 5-point scale --
 - 1 -- not at all useful
 - 2 -- not very useful
 - 3 -- somewhat useful
 - 4 -- very useful
 - 5 -- extremely useful





C. Planning Trip to MDI/ANP

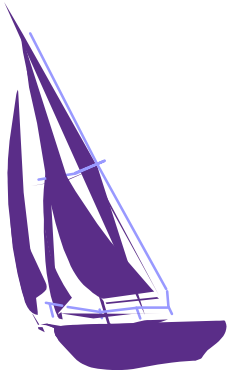
- ◆ Visitors feel information about what there is to do in the area and transportation options to get around the island would be useful to have before they left home for their trip





C. Planning Trip to MDI/ANP

| | <u>Mean</u> |
|--|-------------|
| • What there is to see and do in the area | 3.85 |
| • Hours of operation and entrance fees to sites on MDI/ANP | 3.45 |
| • Transportation options to get around MDI/ANP | 3.10 |
| • Other Maine destinations | 3.04 |

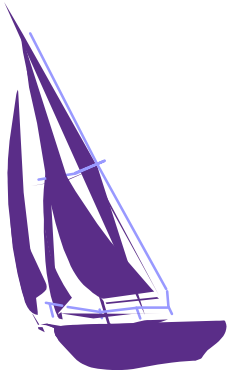




C. Planning Trip to MDI/ANP

- ◆ Visitors feel information about transportation in the area would be less useful before they begin their trip

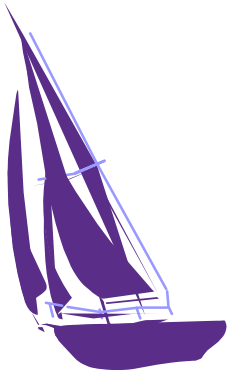
| | <u>Mean</u> |
|---|-------------|
| • Estimated auto travel time | 2.91 |
| • Parking availability | 2.89 |
| • Alternative auto routes to MDI/ANP | 2.79 |
| • Transportation options to get to MDI/ANP | 2.24 |





D. Traveling to MDI/ANP

- ◆ Visitors use several methods to give themselves up-to-the-minute travel information on their way to MDI/ANP
 - Nearly half of the visitors use printed materials and visitor centers to give them information on their way to MDI/ANP
 - Looking at Guide Book/ Printed materials-- 48%
 - Stopping at tourist or visitor information centers -- 44%

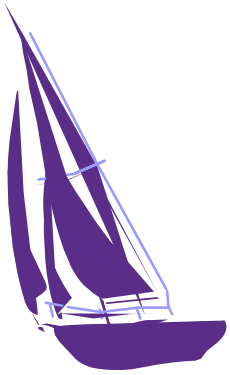




D. Traveling to MDI/ANP

- One in four talks to people in local communities
 - Talking to people in local communities -- 23%

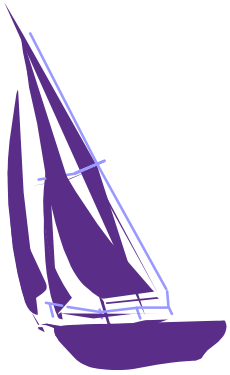
- Fewer visitors use...
 - Informational radio stations -- 17%
 - Commercial radio stations -- 11%
 - Cell phone -- 9%
 - Electronic signs -- 6%
 - Pay phone -- 3%
 - Terminal (bus, airport, ferry) kiosks -- 2%





D. Traveling to MDI/ANP

- ◆ Visitors were asked to rate how useful different types of information would be in traveling to MDI/ANP
- ◆ Rated on 5-point useful scale

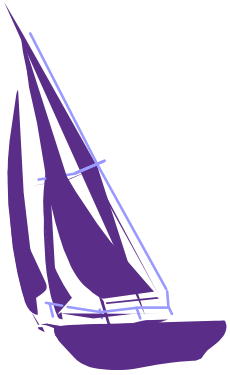




D. Traveling to MDI/ANP

- ◆ As visitors journey to MDI/ANP, they remain interested in information about what to do in the area

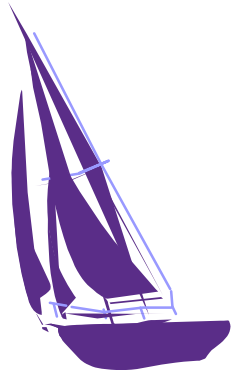
| | <u>Mean</u> |
|--|-------------|
| • What there is to see and do in the area | 3.52 |
| • Hours of operation and entrance fees to sites on MDI/ANP | 3.24 |





D. Traveling to MDI/ANP

- ◆ Visitors feel information on transportation options, other Maine destinations, estimated travel time, parking availability, and alternative auto routes is not very or only somewhat useful on their way to MDI/ANP



| | <u>Mean</u> |
|---|-------------|
| • Transportation options to get around MDI/ANP | 2.94 |
| • Other Maine destinations | 2.92 |
| • Estimated auto travel time | 2.88 |
| • Parking availability | 2.79 |
| • Alternative auto routes to MDI/ANP | 2.77 |



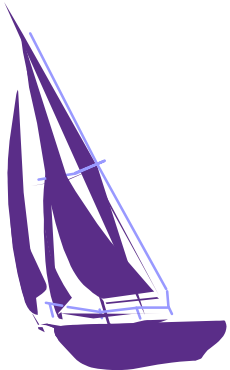
D. Traveling to MDI/ANP

- ◆ Visitors feel information on transportation options to get to MDI/ANP is not very useful on their way to MDI/ANP

Mean

- Transportation options to get to MDI/ANP

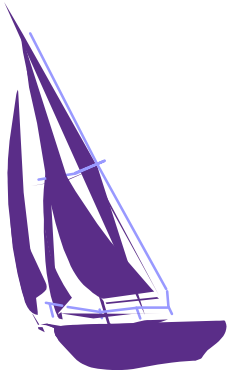
2.15





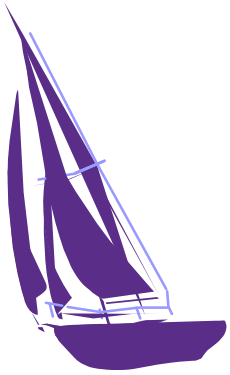
D. Traveling to MDI/ANP

- ◆ Visitors were asked how they would prefer to receive information as they travel to MDI/ANP





| <u>Information Type</u> | <u>Info. Radio Station</u> | <u>Electronic Signs</u> | <u>Electronic Info. Kiosks</u> | <u>Personal Digital Assistant</u> | <u>Cell Phone</u> |
|---|------------------------------------|-----------------------------|--|---|-----------------------|
| Transportation options to get to MDI/ANP | 31% | 23 | 12 | 3 | 3 |
| Alternative auto routes to MDI/ANP | 31% | 25 | 12 | 3 | 3 |
| Estimated auto travel time | 31% | 23 | 12 | 3 | 4 |
| Parking availability | 29% | 25 | 12 | 3 | 3 |
| Other Maine destinations | 33% | 15 | 16 | 4 | 3 |
| Transportation options to get around MDI/ANP | 29% | 19 | 18 | 3 | 2 |
| What there is to see and do in the area | 33% | 15 | 20 | 5 | 2 |
| Hours of operation and entrance fees to sites on MDI/ANP | 29% | 21 | 15 | 4 | 3 |
| Average | 31% | 21% | 15% | 4% | 3% |

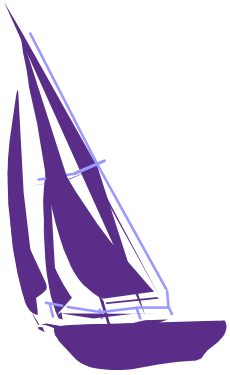




D. Traveling to MDI/ANP

- ◆ Percentage who would prefer to use a PDA increases slightly among those who own a PDA

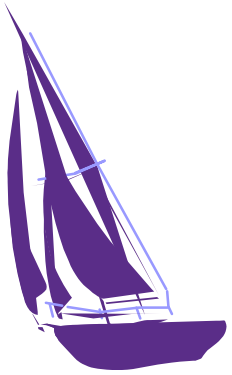
| | <u>Total</u> | <u>Own A PDA</u> |
|----------------------------------|--------------|----------------------|
| • 17% have a PDA | | |
| • Informational radio station | 31% | 31% |
| • Electronic sign | 21% | 18% |
| • Electronic informational kiosk | 15% | 15% |
| • Personal digital assistant | 4% | 11% |
| • Cell phone | 3% | 5% |





E. Moving around on MDI/ANP

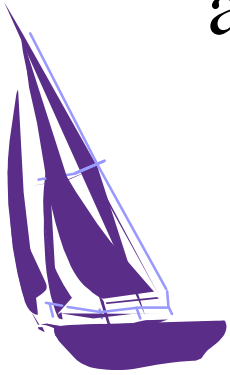
- ◆ Residents and visitors are interested in several different types of information while visiting MDI/ANP





E. Moving around on MDI/ANP

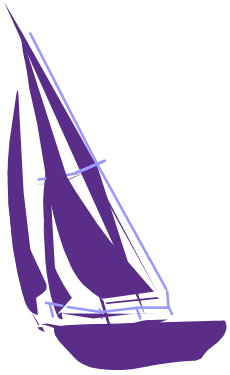
- ◆ 51% of visitors and residents are interested in transportation issues
 - 29% “real-time” transportation issues
 - 22% other transportation issues
- ◆ 49% are interested in other information about MDI/ANP





E. Moving around on MDI/ANP

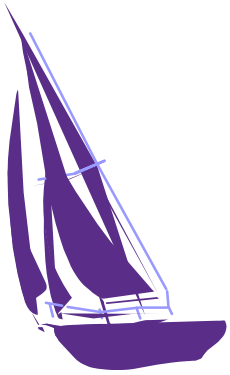
| | <u>Mean</u> |
|---|-------------|
| • Calendar of events | 3.81 |
| • Hiking trails | 3.70 |
| • Acadia National Park ranger programs | 3.54 |
| • Current traffic situation | 3.49 |
| • Parking availability in Acadia National Park | 3.47 |
| • Cultural events/museums | 3.46 |
| • Parking availability in Mount Desert Island towns | 3.43 |
| • Shopping/restaurants | 3.37 |
| • Island shuttle buses – routes, schedule information | 3.36 |
| • Ferry routes and schedules | 3.33 |
| • Guided tours | 3.28 |
| • Current estimated travel time | 3.23 |
| • Bicycling routes | 3.22 |





E. Moving around on MDI/ANP

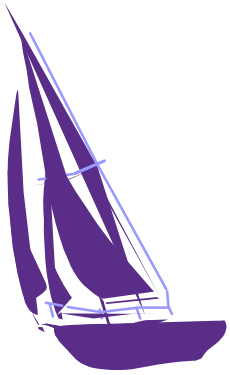
- ◆ Currently, residents and visitors use several different methods to obtain information about the area.
 - The majority use a guide book/printed materials to obtain information about the area -- 71%
 - More than half stop in at the Acadia National Park Visitor Centers (65%) or rely on people in the area to give them information about the area (52%)





E. Moving around on MDI/ANP

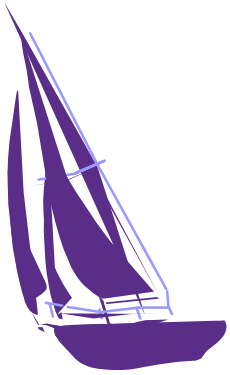
- 40% Use an information center kiosk
- Fewer visitors use...
 - Local cable TV stations -- 20%
 - Chambers of Commerce -- 18%
 - Informational radio stations -- 14%
 - Kiosks or computers in your hotel or campground -- 12%
 - Commercial radio stations -- 10%
 - Electronic signs -- 10%
 - Personal computer/internet -- 6%
 - PDA (Personal Digital Assistant) -- 1%





E. Moving around on MDI/ANP

- ◆ Visitors were asked to rate the usefulness of several methods of obtaining information while they are on MDI
- ◆ Rated on 5-point useful scale

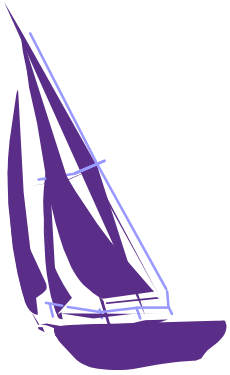




E. Moving around on MDI/ANP

- ◆ Residents and visitors feel two methods of obtaining information about MDI/ANP while they are in the area would be very useful --

| | <u>Mean</u> |
|--|-------------|
| • Guide Book/ Printed materials | 4.17 |
| • Acadia National Park Visitor Centers | 4.02 |

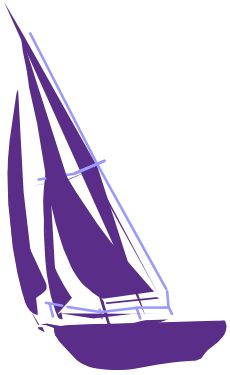




E. Moving around on MDI/ANP

- ◆ Residents and visitors feel several methods for obtaining information would be somewhat to very useful --

| | <u>Mean</u> |
|---|-------------|
| • People in the area | 3.60 |
| • Information center kiosks | 3.40 |
| • Chambers of Commerce | 3.01 |
| • Kiosks or computers in your hotel or campground | 2.99 |

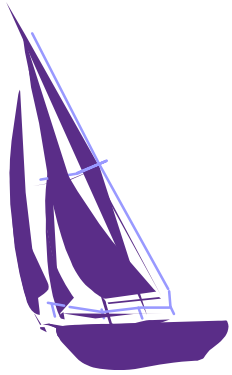




E. Moving around on MDI/ANP

- ◆ Other potential methods would be less useful --

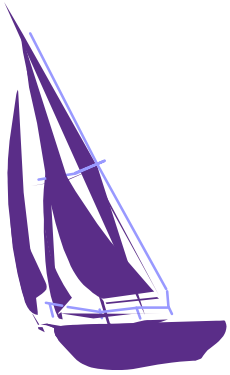
| | <u>Mean</u> |
|------------------------------------|-------------|
| • Informational radio stations | 2.90 |
| • Electronic signs | 2.67 |
| • Commercial radio stations | 2.65 |
| • Personal computer/internet | 2.51 |
| • Local cable TV stations | 2.48 |
| • PDA (Personal Digital Assistant) | 1.96 |





III. Summary

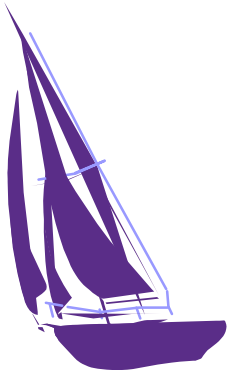
- ◆ Types of information visitors feel would be useful --
 - As they plan their trip --
 - information about what to do on MDI and the area
 - transportation options to get around the Island
 - On their way to MDI/ANP --
 - information about what there is to do on MDI
 - information on transportation options is less useful





III. Summary

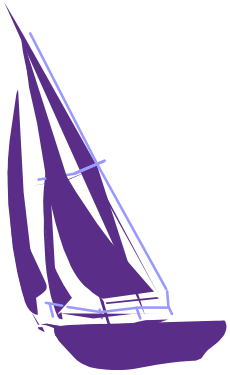
- Once they are on MDI --
 - interested in all types of information from what to do on the Island to bicycling routes and parking availability





III. Summary

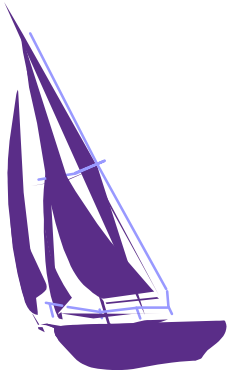
- ◆ Methods currently used most often to get information about MDI/ANP --
 - As they plan their trip --
 - travel guides/printed materials or the Internet
 - experience from previous visits or information from friends or relatives
 - On their way to MDI/ANP --
 - guide book/ printed materials or stopping at tourist or visitor information centers
 - Once they are on MDI --
 - Guide book/printed materials, Acadia National Park Visitor Centers or people in the area





III. Summary

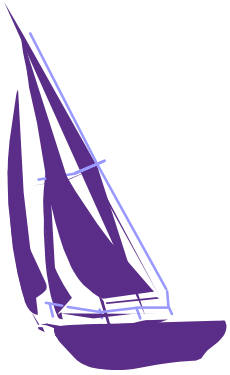
- ◆ Preferred method to receive information --
 - On their way to MDI/ANP--
 - methods such as informational radio stations and electronic signs
 - some prefer to obtain certain types of information from an electronic kiosks -- information on other Maine destinations, what there is to see or do, or transportation options to get around MDI/ANP.





III. Summary

- ◆ Preferred method to receive information --
 - Once they are on MDI --
 - variety of methods including guide book/printed material, Acadia National Park Visitor Centers, people in the area, information center kiosks, Chambers of Commerce, kiosks or computers in hotel or campground



**Information Systems and Visitors to
Acadia National Park/
Mount Desert Island
Report and Tabulated Data**

October 1999

Prepared for:

Federal Highway Administration

Prepared by:

Davidson-Peterson Associates

A division of

Digital Research, Inc.

201 Lafayette Center
Kennebunk, ME 04043

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| | Banner 2: Site of interview, Date of interview, Technological experience, Age | |

APPENDIX A: ANALYTIC TABLES

Table 1
Demographic Profile

| | Non-residents' visits to MDI/ANP | | |
|----------------------------|---|--------------------------|----------------------|
| | <u>Total</u> | <u>First time</u> | <u>Repeat</u> |
| Base: Total | (1071) | (639) | (333) |
| | % | % | % |
| Gender | | | |
| Male | 54 | 55 | 56 |
| Female | 43 | 42 | 42 |
| Not answered | 3 | 3 | 2 |
| Education | | | |
| Up to high school graduate | 11 | 11 | 10 |
| <u>College experience</u> | <u>81</u> | <u>83</u> | <u>82</u> |
| Some college | 14 | 16 | 11 |
| <u>College graduate</u> | <u>67</u> | <u>67</u> | <u>71</u> |
| College graduate | 33 | 34 | 32 |
| Post graduate work/degree | 34 | 33 | 39 |
| Technical school/other | 5 | 5 | 6 |
| Not answered | 2 | 1 | 3 |
| Income | | | |
| Less than \$20,000 | 6 | 4 | 5 |
| \$20,000 - \$40,999 | 16 | 13 | 17 |
| \$41,000 - \$60,999 | 21 | 23 | 20 |
| \$61,000 - \$80,000 | 14 | 16 | 14 |
| More than \$80,000 | 32 | 33 | 33 |
| Not answered | 11 | 11 | 11 |
| Mean | \$67,495 | \$69,627 | \$68,698 |
| Age | | | |
| 18 - 34 | 26 | 26 | 23 |
| 35 - 44 | 22 | 23 | 22 |
| 45 - 54 | 24 | 24 | 27 |
| 55 and older | 26 | 26 | 25 |
| Not answered | 2 | 1 | 3 |
| Mean | 45.15 | 45.03 | 45.64 |
| Residence | | | |
| United States | 92 | 90 | 95 |
| Another country | 7 | 10 | 3 |
| Not answered | 1 | 1 | 2 |

Note: Columns may not add to totals due to rounding
< > Significant at the 95% confidence level

Table 2
Use of Technology and Public Transportation

| | | Non-residents' visits to MDI/ANP | |
|--|---------------------|---|----------------------|
| | <u>Total</u> | <u>First time</u> | <u>Repeat</u> |
| Base: Total | (1071) | (639) | (333) |
| | % | % | % |
| Technology Oriented¹ | | | |
| Not very technology oriented | 34 | 33 | 34 |
| Somewhat technology oriented | 27 | 25 | 26 |
| Very technology oriented | 39 | 42 | 40 |
| Access to Computer | | | |
| <u>Yes</u> | <u>90</u> | <u>92</u> | <u>88</u> |
| Home | 20 | <22> | 15 |
| Work | 11 | 13 | 8 |
| Both | 59 | 57 | <65> |
| No | 9 | 8 | 10 |
| Not answered | 1 | -- | 1 |
| Access to the Internet | | | |
| <u>Yes</u> | <u>86</u> | <u>87</u> | <u>86</u> |
| Home | 22 | 23 | 19 |
| Work | 14 | 15 | 13 |
| Both | 50 | 49 | 54 |
| No | 13 | 12 | 12 |
| Not answered | 1 | 1 | 2 |
| Own a Cell Phone | | | |
| Yes | 59 | <65> | 51 |
| No | 38 | 33 | <44> |
| Not answered | 3 | 2 | 5 |
| Own a Personal Digital Assistant with a modem | | | |
| Yes | 12 | 12 | 12 |
| No | 85 | 85 | 83 |
| Not answered | 3 | 2 | 5 |

Note: Columns may not add to totals due to rounding

< > Significant at the 95% confidence level

¹ See Appendix B of this report for description

Table 2 (Continued)
Use of Technology and Public Transportation

| | | Non-residents' visits to MDI/ANP | |
|---|---------------------|---|----------------------|
| | <u>Total</u> | <u>First time</u> | <u>Repeat</u> |
| Base: Total | (1071) | (639) | (333) |
| | % | % | % |
| Own a Personal Digital Assistant without a modem | | | |
| Yes | 10 | 12 | 8 |
| No | 87 | 86 | 87 |
| Not answered | 3 | 2 | 5 |
| Use an Informational Kiosk | | | |
| Yes | 37 | 39 | 34 |
| No | 60 | 58 | 61 |
| Not answered | 3 | 2 | 5 |
| Used Public Transportation in the Past 6 Months | | | |
| <u>Yes</u> | <u>39</u> | <u>40</u> | <u>37</u> |
| Several times a week or more | 13 | 14 | 11 |
| Once or twice a week | 3 | 3 | 3 |
| Several times a month | 5 | 5 | 6 |
| Once or twice a month | 5 | 5 | 5 |
| A few times | 13 | 13 | 12 |
| <u>No</u> | <u>59</u> | <u>57</u> | <u>61</u> |
| Not available in my community | 12 | 11 | 16 |
| Never | 47 | 46 | 45 |
| Not answered | 2 | 2 | 2 |

Note: Columns may not add to totals due to rounding
 < > Significant at the 95% confidence level

Table 3
Trip Description

| | Non-residents' visits to MDI/ANP | | |
|---|-------------------------------------|---------------------------------|-----------------------------|
| | <u>Total</u> (1071) % | <u>First time</u> (639) % | <u>Repeat</u> (333) % |
| Base: | | | |
| Number of People in Travel Party | | | |
| 1 | 8 | 4 | 6 |
| 2-4 | 83 | <88> | 81 |
| 5-10 | 8 | 7 | 12 |
| 11-15 | 1 | 1 | 1 |
| Mean | 2.02 | 2.04 | 2.07 |
| Number of Days Plan to Visit Mount Desert Island/ Acadia National Park | | | |
| 1 | 13 | 13 | 13 |
| 2-4 | 58 | <64> | 46 |
| 5-10 | 24 | 22 | <29> |
| 11-15 | 3 | 1 | <8> |
| More than 15 | 1 | -- | 3 |
| Mean | 4.26 | 3.44 | 5.77 |
| | | <u>Total</u> (1071) % | |
| Base: | | | |
| Number of Times Visited MDI/ANP in Past Three Years | | | |
| 1 (This trip) | | 66 | |
| 2-4 | | 25 | |
| 5-10 | | 4 | |
| 11-15 | | 1 | |
| 16-20 | | 1 | |
| 21-30 | | 1 | |
| More than 30 | | 1 | |
| Mean | | 3 | |

Note: Columns may not add to totals due to rounding
< > Significant at the 95% confidence level

Table 4
Profile of Overnight Visitor

| | | | |
|---|---------------------|--------------------------|----------------------|
| Base: | <u>Total</u> | | |
| | (1071) | | |
| Resident or Visitor to MDI | % | | |
| <u>Non-Resident</u> | <u>91</u> | | |
| <u>Overnight in area</u> | <u>85</u> | | |
| Overnight on MDI | 16 | | |
| Overnight elsewhere in area | 69 | | |
| No overnight | 5 | | |
| No answer | 2 | | |
| <u>Resident</u> | <u>9</u> | | |
| Summer | 3 | | |
| Year-round | 6 | | |
| Non-residents' visits to MDI/ANP | | | |
| | <u>Total</u> | <u>First time</u> | <u>Repeat</u> |
| Base: Those who stay overnight on MDI | (735) | (496) | (239) |
| | % | % | % |
| Type of Accommodations Used by Those Who Stayed Overnight on MDI | | | |
| Motel or hotel | 37 | <40> | 30 |
| Campground in ANP | 20 | 17 | <26> |
| Private campground | 12 | 10 | <16> |
| Bed and breakfast | 12 | <15> | 6 |
| Short-term house rental | 11 | 9 | <16> |
| Stayed with friends or relatives | 3 | 3 | 4 |
| Other | 1 | 1 | 1 |
| Not answered | 4 | 6 | 1 |
| Non-residents' visits to MDI/ANP | | | |
| | <u>Total</u> | <u>First time</u> | <u>Repeat</u> |
| Base: Visitors not staying overnight on MDI | (235) | (141) | (93) |
| | % | % | % |
| Staying Overnight in Other Area Towns | | | |
| <u>Stayed overnight</u> | <u>72</u> | <u><77></u> | <u>65</u> |
| Ellsworth | 21 | <28> | 12 |
| Bangor | 10 | 10 | 10 |
| Trenton | 7 | <9> | 5 |
| Camden | 5 | 5 | 4 |
| Lamoine | 3 | 2 | 4 |
| Other | 26 | 23 | <30> |
| Day trip – will not be staying overnight | 21 | 14 | <32> |
| Not answered | 6 | <9> | 2 |
| Note: Columns may not add to totals due to rounding | | | |
| < > Significant at the 95% confidence level | | | |

Table 5
Planning Trip

| | | Visiting friends/relatives or Short-term house rental | | | |
|--------------------------------------|---------------------|--|--------------------------------|---------------------------------------|-------|
| | <u>Total</u> | <u>Hotel/ Motel</u> | <u>Camp- ground</u> | <u>Bed & Breakfast</u> | |
| Base: Visitors to MDI | (973) | (271) | (239) | (88) | (102) |
| | % | % | % | % | % |
| Reservation Method | | | | | |
| Called establishments directly | 30 | <41> | 26 | <50> | 25 |
| Stopped in | 21 | 17 | <43> | 8 | 3 |
| Reserved rooms using the Internet | 9 | 8 | 4 | <25 | 17> |
| AAA | 6 | 10 | 3 | 6 | 2 |
| National reservation service | 3 | 1 | <10> | -- | 1 |
| Friends/relatives | 3 | 1 | 2 | -- | <14> |
| Travel agent | 3 | 7 | 1 | 3 | 3 |
| Visitor center reservations | 2 | 3 | 2 | 5 | 3 |
| Realtor | 1 | -- | -- | -- | <10> |
| Other | 4 | 3 | 3 | 1 | 6 |
| Not answered | 17 | 8 | 7 | 2 | <18> |

**Non-residents' visits to
MDI/ANP**

| | <u>Total</u> | <u>First time</u> | <u>Repeat</u> |
|---------------------------------------|---------------------|--------------------------|----------------------|
| Base: Visitors to MDI | (973) | (639) | (333) |
| | % | % | % |
| Source Used to Plan Trip | | | |
| Travel guide/tour book/map/AAA | 51 | <37> | 14 |
| Previous visits | 45 | 16 | <29> |
| Friends and relatives | 38 | <26> | 11 |
| Internet - Acadia home page | 25 | <18> | 8 |
| Internet - other Web site | 24 | <18> | 6 |
| Visitors centers | 23 | <15> | 7 |
| Chambers of Commerce | 10 | <7> | 3 |
| Newspaper/magazine article | 8 | <6> | 3 |
| Phone inquiry to Acadia National Park | 3 | 2 | 1 |
| Travel agent | 3 | 2 | -- |
| TV/radio programs | 1 | 1 | -- |
| No answer | 3 | 2 | 1 |

Note: Columns may not add to totals due to rounding
< > Significant at the 95% confidence level

Table 5 (Continued)
Planning Trip

| | <u>Total</u> (973)# | Non-residents' visits to MDI/ANP | |
|--|------------------------|-------------------------------------|-------------------------|
| | | <u>First time</u> (639)# | <u>Repeat</u> (333)# |
| Base: Visitors to MDI | | | |
| Usefulness of Information | | | |
| Before Leaving for Trip | | | |
| Transportation options to get to MDI/ANP | 2.24* | 2.35 | 2.05 |
| Alternative auto routes to MDI/ANP | 2.79 | 2.86 | 2.67 |
| Estimated auto travel time | 2.91 | 3.08 | 2.57 |
| Parking availability | 2.89 | 2.92 | 2.84 |
| Other Maine destinations | 3.04 | 3.16 | 2.80 |
| Transportation options to get around MDI/ANP | 3.1 | 3.18 | 2.97 |
| What there is to see and do in that area | 3.85 | 3.98 | 3.60 |
| Hours of operation and entrance fees to sites on MDI/ANP | 3.45 | 3.49 | 3.38 |

#Means calculated on those rating each type of info

*Means based on 5-point scale with 1 = not at all useful, 2 = not very useful, 3 = somewhat useful, 4 = very useful, and 5 = extremely useful

Table 6
Traveling to Mount Desert Island/Acadia National Park

| | Non-residents' visits to MDI/ANP | | |
|--|---|---|---------------------------------------|
| | <u>Total</u> (973)# | <u>First time</u> (639)# | <u>Repeat</u> (333)# |
| Base: Visitors to MDI/ANP | | | |
| Usefulness of Information While Traveling to MDI/ANP | | | |
| What there is to see and do in that area | 3.52* | 3.67 | 3.25 |
| Hours of operation and entrance fees to sites on MDI/ANP | 3.36 | 3.24 | 3.02 |
| Transportation options to get around MDI/ANP | 2.94 | 3.03 | 2.76 |
| Other Maine destinations | 2.92 | 3.08 | 2.60 |
| Estimated auto travel time | 2.88 | 3.05 | 2.55 |
| Parking availability | 2.79 | 2.86 | 2.67 |
| Alternative auto routes to MDI/ANP | 2.77 | 2.87 | 2.58 |
| Transportation options to get to MDI/ANP | 2.15 | 2.25 | 1.96 |
| Base: Visitors to MDI/ANP | (973) | (639) | (333) |
| | % | % | % |
| Methods Currently Used For up-to-the-minute Information | | | |
| Looking at guide book/printed materials | 48 | <53> | 40 |
| Stopping at tourist or visitor information centers | 44 | <48> | 36 |
| Talking to people in local communities | 23 | 25 | 19 |
| Commercial radio stations | 17 | 14 | <23> |
| Informational radio stations | 11 | 12 | 9 |
| Cell phone | 9 | 9 | 10 |
| Electronic signs | 6 | 6 | 5 |
| Pay phone | 3 | 3 | 3 |
| Terminal (bus, airport, ferry) kiosks | 2 | 2 | 2 |
| Other | 2 | 1 | 4 |
| No answer | 17 | 14 | 23 |

#Means calculated on those rating each type of info

*Means based on 5-point scale with 1 = not at all useful, 2 = not very useful, 3 = somewhat useful, 4 = very useful, and 5 = extremely useful

Table 7
Getting Around Mount Desert Island/Acadia National Park
Non-residents' visits to
MDI/ANP

| | <u>Total</u> | <u>First time</u> | <u>Repeat</u> |
|--|---------------------|--------------------------|----------------------|
| Base: Total mentions | (6523) | (3799) | (1981) |
| | % | % | % |
| Percentage of People That Find the Following Information Very or Extremely Useful | | | |
| Real-time transportation issues | 29 | 31 | 28 |
| Other transportation issues | 22 | 20 | 22 |
| Other information | 49 | 49 | 50 |
| Base: Total | (1071)# | (639)# | (333)# |
| Information Residents and Visitors Find Useful While on Mount Desert Island | | | |
| Calendar of events | 3.81* | 3.77 | 3.78 |
| Hiking trails | 3.70 | 3.59 | 3.77 |
| Acadia National Park ranger programs | 3.54 | 3.54 | 3.49 |
| Current traffic situation | 3.49 | 3.54 | 3.49 |
| Parking availability in ANP | 3.47 | 3.46 | 3.38 |
| Cultural events/museums | 3.46 | 3.42 | 3.43 |
| Parking availability in MDI towns | 3.43 | 3.46 | 3.3 |
| Shopping/restaurants | 3.37 | 3.43 | 3.28 |
| Island shuttle buses - routes, schedule information | 3.36 | 3.27 | 3.28 |
| Ferry routes and schedules | 3.33 | 3.28 | 3.27 |
| Guided tours | 3.28 | 3.37 | 3.11 |
| Current estimated travel time | 3.23 | 3.37 | 3.03 |
| Bicycling routes | 3.22 | 3.13 | 3.23 |

#Means calculated on those rating each type of info

*Means based on 5-point scale with 1 = not at all useful, 2 = not very useful, 3 = somewhat useful, 4 = very useful, and 5 = extremely useful

Table 7 (continued)
Getting Around Mount Desert Island/Acadia National Park
Non-residents' visits to
MDI/ANP

| Base: Total | <u>Total</u> (1071) % | <u>First time</u> (639) % | <u>Repeat</u> (333) % |
|--|--|--|--|
| Current Methods Used to Gather Information About the MDI/ANP | | | |
| Guide book/printed materials | 71 | 72 | 71 |
| Acadia National Park Visitors Centers | 65 | 67 | 65 |
| People in the area | 52 | 53 | 47 |
| Information center kiosks | 40 | 42 | 39 |
| Local cable TV stations | 20 | 18 | 20 |
| Chambers of Commerce | 18 | 16 | 17 |
| Informational radio stations | 14 | 14 | 14 |
| Kiosks or computers at your hotel or campground | 12 | 12 | 12 |
| Electronic signs | 10 | 11 | 10 |
| Commercial radio stations | 10 | 7 | 13 |
| Personal computer/Internet | 6 | 4 | 7 |
| Other | 2 | 1 | 2 |
| Personal Digital Assistant | 1 | -- | 2 |
| Signs | -- | -- | -- |
| No answer | 4 | 3 | 3 |
| Base: Total | (1071)# | (639)# | (333)# |
| Usefulness of Potential Methods To Obtain Information About MDI/ANP While In the Area | | | |
| Guide book/printed materials | 4.17* | 4.20 | 4.12 |
| ANP Visitors Centers | 4.02 | 4.10 | 3.98 |
| People in the area | 3.60 | 3.62 | 3.44 |
| Information center kiosks | 3.40 | 3.51 | 3.27 |
| Chambers of Commerce | 3.01 | 3.04 | 2.87 |
| Kiosks or computers in your hotel or campground | 2.99 | 3.08 | 2.88 |
| Informational radio stations | 2.90 | 2.96 | 2.83 |
| Electronic signs | 2.67 | 2.81 | 2.57 |
| Commercial radio stations | 2.65 | 2.63 | 2.64 |
| Personal computer/Internet | 2.51 | 2.51 | 2.38 |
| Local cable TV stations | 2.48 | 2.53 | 2.37 |
| Personal Digital Assistant | 1.96 | 1.98 | 1.92 |

#Means calculated on those rating each type of info

*Means based on 5-point scale with 1 = not at all useful, 2 = not very useful, 3 = somewhat useful, 4 = very useful, and 5 = extremely useful

APPENDIX B: TECHNOLOGY ORIENTED INDEX

Technology Oriented Index

An index was created to describe whether or not visitors are technology oriented.

Points were assigned to the individual responses to questions 17, 18, and 19.

The points are assigned as follows:

Question 17: Do you have access to a computer at your home or at work?

Computer at home - 1

Computer at work - 1

Computer at home and at work - 2

No computer at home or at work - 0

Question 18: Do you have access to the Internet at home or at work?

Internet access at home - 3

Internet access at work - 1

Internet access at home and at work - 6

No Internet access at home or at work - 0

Question 19: Do you use any of the following?

Cell phone - 1

PDA without modem - 6

PDA with modem - 6

The index was created using the following scores:

0-4 Not very technology oriented

5-8 Somewhat technology oriented

9 or more Very technology oriented

APPENDIX C: STATEMENT OF THE METHODOLOGY

Statement of the Methodology

A self-administered intercept survey was conducted in Acadia National Park and in several towns on Mount Desert Island.

The questionnaire was developed with the guidance of the Acadia National Park ITS steering committee to ensure that all relevant issues were included in appropriate detail. Questions were structured rather than open to ensure that the same response categories were presented to all respondents.

Questionnaires were distributed to visitors as well as to residents of Mount Desert Island as they were encountered during the time period August 20th through October 9th, 1999. Both groups were sampled at locations in Acadia National Park as well as several towns on Mount Desert Island.

The sampling locations were selected based on the methodology of studies done in the past in Acadia National Park and with the help of Acadia National Park staff. Completion assignments for each data collection area were based on expected visitation to each area.

The field assignments were as follows:

| <u>Area</u> | <u>Questionnaire Number</u> | <u>Percent of Total</u> |
|--------------------------------------|--|------------------------------------|
| | # | % |
| East Side | 352 | 33 |
| Towns | 190 | 18 |
| Seawall Area | 179 | 17 |
| Carriage Road Trails | 127 | 12 |
| East Side Trailheads/Campgrounds | 99 | 9 |
| Echo Lake Beach/West Side Trailheads | 75 | 7 |
| Thompson Island Information Center | 49 | 5 |
| Total | 1,071 | 100% |

*for specific locations see Appendix E
Note: Percents rounded

More than half (612) of the questionnaires were completed before Labor Day. The remainder (459) were completed after Labor Day.

Days were allocated to achieve a representative sample of visitors during the survey period. Interviewing was conducted at the various locations between 7:00 am and 6:00 pm during the week and on weekends.

APPENDIX D: SURVEY INSTRUMENT

Dear Visitor,

We are designing a new information system for Downeast Maine and we need your help! We would like to find out about your trip to Mount Desert Island/Acadia National Park. Please take a few minutes to complete this questionnaire and return it to the person who gave it to you. Your opinions are important to us!

Thank you for your participation!

Part I: Trip Information

1. Including yourself, how many people are in your immediate travel party? _____ people (6/7)
(Do **not** include all people in a group tour - only those in your immediate party)

2. Are you a (8)

| | | | |
|--|-----------------------------|--------------------------|--|
| Summer resident of Mount Desert Island | <input type="checkbox"/> -1 | Go to Question 14 | |
| Year-round resident of Mount Desert Island | <input type="checkbox"/> -2 | Go to Question 14 | |
| Visitor to Mount Desert Island | <input type="checkbox"/> -3 | Go to next question | |

3. On how many days in total do you plan to visit Mount Desert Island/Acadia National Park? ____days (9/10)

4. During this trip to Mount Desert Island/Acadia National Park, are you staying overnight on Mount **Desert Island?** (11)

Yes ☐ -1 – Please go to next question **No** ☐ -2 – Please go to Question 6 (12)

5. What type of overnight accommodations did you use during this visit? (12)

| | | | |
|------------------------------------|-----------------------------|------------------------|-----------------------------|
| Campground in Acadia National Park | <input type="checkbox"/> -1 | Motel or Hotel | <input type="checkbox"/> -5 |
| Private campground | <input type="checkbox"/> -2 | Bed and breakfast | <input type="checkbox"/> -6 |
| Stayed with friends or relatives | <input type="checkbox"/> -3 | Other (Please specify) | <input type="checkbox"/> -7 |
| Short-term House rental | <input type="checkbox"/> -4 | _____ | |

6. If you did not stay overnight on Mount Desert Island/Acadia National Park during this trip, in what area town did you stay? (13)

I am on a day trip and will not be staying overnight ☐ -1 – Please go to **Question 8**

| | | | |
|---------|-----------------------------|------------------------------|-----------------------------|
| Trenton | <input type="checkbox"/> -2 | Ellsworth | <input type="checkbox"/> -4 |
| Bangor | <input type="checkbox"/> -3 | Other (Please specify) _____ | <input type="checkbox"/> -5 |

7. What method did you use to reserve a campsite or a room at the lodging establishment that you are using on this trip? (14)

| | | | |
|--------------------------------|-----------------------------|-----------------------------------|-----------------------------|
| Travel agent | <input type="checkbox"/> -1 | National reservation service | <input type="checkbox"/> -6 |
| Called establishments directly | <input type="checkbox"/> -2 | Reserved rooms using the internet | <input type="checkbox"/> -7 |
| Stopped in | <input type="checkbox"/> -3 | Other (Please specify) | <input type="checkbox"/> -8 |
| AAA | <input type="checkbox"/> -4 | _____ | |
| Visitor Center reservations | <input type="checkbox"/> -5 | | |

8. In the past 3 years, including this trip, on how many occasions have you visited Mount Desert Island/Acadia National Park? _____ (15/16)

Part II: Planning your trip to Mount Desert Island/Acadia National Park

9. What sources did you use to plan your trip to Mount Desert Island/Acadia National Park? (Please check all that apply)

(17/18)

- | | | | |
|----------------------------|-------|---------------------------------------|-------|
| Previous visits | []-1 | Chambers of Commerce | []-1 |
| Travel guide/tour book | []-2 | Newspaper/magazine article | []-2 |
| Friends and relatives | []-3 | Phone inquiry to Acadia National Park | []-3 |
| Internet- Acadia home page | []-4 | TV/Radio programs | []-4 |
| Internet – other web site | []-5 | Visitors Centers | []-5 |
| Travel agent | []-6 | Other (Please specify) _____ | []-6 |

10. How useful would it have been to have had the following information **before you left your home** to begin this trip to Mount Desert Island/Acadia National Park (MDI/ANP)? (Please **circle**)

| | Not at all Useful | Not Very Useful | Some-what Useful | Very Useful | Extre - mely Useful |
|--|-------------------|-----------------|------------------|-------------|---------------------|
| Transportation options to get to MDI/ANP (e.g. airlines, ferries, buses, airport shuttles, future rail, etc.) | 1 | 2 | 3 | 4 | 5 |
| Alternative auto routes to MDI/ANP | 1 | 2 | 3 | 4 | 5 |
| Estimated auto travel time | 1 | 2 | 3 | 4 | 5 |
| Parking availability | 1 | 2 | 3 | 4 | 5 |
| Other Maine destinations | 1 | 2 | 3 | 4 | 5 |
| Transportation options to get around MDI/ANP (e.g. bus, bike, walk, etc.) | 1 | 2 | 3 | 4 | 5 |
| What there is to see and do in the area | 1 | 2 | 3 | 4 | 5 |
| Hours of operation and entrance fees to sites on MDI/ANP | 1 | 2 | 3 | 4 | 5 |

(19-26)

Part III: Getting to Mount Desert Island/Acadia National Park

11. Which of the following methods do you use to give you up-to-the-minute travel information **on your way** to Mount Desert Island/Acadia National Park? (Check all that apply)

- | | | | |
|--|-------|--|-------|
| Cell phone | []-1 | Commercial radio stations | []-1 |
| Pay phone | []-2 | Looking at Guide Book/ Printed materials | []-2 |
| Stopping at tourist or visitor information centers | []-3 | Talking to people in local communities | []-3 |
| Electronic signs | []-4 | Terminal (bus, airport, ferry) kiosks | []-4 |
| Informational radio stations | []-5 | Other (Please specify) _____ | []-5 |

(27/28)

12. How useful would it have been to have the following information **on your way** to Mount Desert Island/Acadia National Park (MDI/ANP)? (Please **circle**)

| | Not at all Useful | Not Very Useful | Some-what Useful | Very Useful | Extre - mely Useful |
|--|-------------------|-----------------|------------------|-------------|---------------------|
| Transportation options to get to MDI/ANP (e.g. airlines, ferries, buses, airport shuttles, future rail, etc.) | 1 | 2 | 3 | 4 | 5 |
| Alternative auto routes to MDI/ANP | 1 | 2 | 3 | 4 | 5 |
| Estimated auto travel time | 1 | 2 | 3 | 4 | 5 |
| Parking availability | 1 | 2 | 3 | 4 | 5 |
| Other Maine destinations | 1 | 2 | 3 | 4 | 5 |
| Transportation options to get around MDI/ANP (e.g. bus, bike, walk, etc.) | 1 | 2 | 3 | 4 | 5 |
| What there is to see and do in the area | 1 | 2 | 3 | 4 | 5 |
| Hours of operation and entrance fees to sites on MDI/ANP | 1 | 2 | 3 | 4 | 5 |

(29-

13. How would you most prefer to receive the following information **on your way** to Mount Desert Island/Acadia National Park (MDI/ANP)? (Please **circle one** for each information type)

| Information Type | Electronic Signs | Cell Phone | Info. Radio Station | Electronic Info. Kiosks | Personal Digital Assistant |
|--|------------------|------------|---------------------|-------------------------|----------------------------|
| Transportation options to get to MDI/ANP (e.g. airlines, ferries, buses, airport shuttles, future rail, etc.) | 1 | 2 | 3 | 4 | 5 |
| Alternative auto routes to MDI/ANP | 1 | 2 | 3 | 4 | 5 |
| Estimated auto travel time | 1 | 2 | 3 | 4 | 5 |
| Parking availability | 1 | 2 | 3 | 4 | 5 |
| Other Maine destinations | 1 | 2 | 3 | 4 | 5 |
| Transportation options to get around MDI/ANP (e.g. bus, bike, walk, etc.) | 1 | 2 | 3 | 4 | 5 |
| What there is to see and do in the area | 1 | 2 | 3 | 4 | 5 |
| Hours of operation and entrance fees to sites on MDI/ANP | 1 | 2 | 3 | 4 | 5 |

(37-44)

Part IV: Getting around Mount Desert Island/Acadia National Park

14. How useful would it be to have the following information **while visiting** Mount Desert Island/Acadia National Park (MDI/ANP)? (Please **circle**)

| | Not at all Useful | Not Very Useful | Some-what Useful | Very Useful | Extre - mely Useful |
|---|-------------------|-----------------|------------------|-------------|---------------------|
| Parking availability in Acadia National Park | 1 | 2 | 3 | 4 | 5 |
| Parking availability in Mount Desert Island towns | 1 | 2 | 3 | 4 | 5 |
| Current traffic situation | 1 | 2 | 3 | 4 | 5 |
| Current estimated travel time | 1 | 2 | 3 | 4 | 5 |
| Island shuttle buses – routes, schedule information | 1 | 2 | 3 | 4 | 5 |
| Acadia National Park ranger programs | 1 | 2 | 3 | 4 | 5 |
| Guided tours | 1 | 2 | 3 | 4 | 5 |
| Shopping/restaurants | 1 | 2 | 3 | 4 | 5 |
| Cultural events/museums | 1 | 2 | 3 | 4 | 5 |
| Bicycling routes | 1 | 2 | 3 | 4 | 5 |
| Hiking trails | 1 | 2 | 3 | 4 | 5 |
| Ferry routes and schedules | 1 | 2 | 3 | 4 | 5 |
| Calendar of events | 1 | 2 | 3 | 4 | 5 |

(45-57)

15. **While you are in the area**, which of these methods do you use for information about the area? (Check all that apply)

| | | | |
|---|-------|-------------------------------|-------|
| Information center kiosks | []-1 | Local cable TV stations | []-1 |
| Kiosks or computers in your hotel or campground | []-2 | Personal computer/internet | []-2 |
| People in the area | []-3 | Electronic signs | []-3 |
| Chambers of Commerce | []-4 | Informational radio stations | []-4 |
| Acadia National Park Visitor Centers | []-5 | Commercial radio stations | []-5 |
| PDA (Personal Digital Assistant) | []-6 | Guide Book/ Printed materials | []-6 |
| | | Other (Please specify) | []-7 |

(58/59)

16. Following are potential methods to obtain information about Mount Desert Island/Acadia National Park **while you are in the area**. Please tell us how useful each method is. (Please **circle**)

(60-71)

| | Not at all Useful | Not Very Useful | Some- what Useful | Very Useful | Extre – mely Useful |
|---|----------------------------------|--------------------------------|----------------------------------|------------------------|------------------------------------|
| Information center kiosks | 1 | 2 | 3 | 4 | 5 |
| Kiosks or computers in your hotel or campground | 1 | 2 | 3 | 4 | 5 |
| People in the area | 1 | 2 | 3 | 4 | 5 |
| Chambers of Commerce | 1 | 2 | 3 | 4 | 5 |
| Acadia National Park Visitor Centers | 1 | 2 | 3 | 4 | 5 |
| PDA (Personal Digital Assistant) | 1 | 2 | 3 | 4 | 5 |
| Local cable TV stations | 1 | 2 | 3 | 4 | 5 |
| Personal computer/internet | 1 | 2 | 3 | 4 | 5 |
| Electronic signs | 1 | 2 | 3 | 4 | 5 |
| Informational radio stations | 1 | 2 | 3 | 4 | 5 |
| Commercial radio stations | 1 | 2 | 3 | 4 | 5 |
| Guide Book/ Printed materials | 1 | 2 | 3 | 4 | 5 |

Part V: Technology and Transportation

17. Do you have access to a computer at your home or at work?

Home []-1 Work []-2 Both []-3 Neither []-4

18. Do you have access to the Internet at home or at work?

Home []-1 Work []-2 Both []-3 Neither []-4

19. Do you use any of the following?

| | | |
|---|-----------|----------|
| Cell phone | Yes []-1 | No []-2 |
| Personal digital assistant with modem (e.g. Palm pilot, pager, etc.) | Yes []-1 | No []-2 |
| Personal digital assistant without modem (e.g. Palm pilot, pager, etc.) | Yes []-1 | No []-2 |
| Informational Kiosks | Yes []-1 | No []-2 |

20. On how many occasions in the past 6 months would you say you used the public transportation system in your home community?

Not available in my community []-1

| | | | |
|------------------------------|-------|----------------------|-------|
| Several times a week or more | []-2 | Once – twice a month | []-5 |
| Once – twice a week | []-3 | A few times | []-6 |
| Several times a month | []-4 | Never | []-7 |

Part VI: About You

21. Are you currently a resident of --

United States []-1 Zip Code: _____
 Another Country []-2 _____

5-2
(7-11)

22. What is your age? _____ yrs. 23. What is your gender? Male []-1 Female []-2 (14)

24. What is the last year of formal schooling you personally completed?

| | | | |
|----------------------------|-------|---------------------------|-------|
| Up to High School graduate | []-1 | College graduate | []-3 |
| Some college | | Post graduate work/degree | []-4 |
| (including AA degree) | []-2 | Technical School/other | []-5 |

(15)

25. Which of the following categories includes your annual pre-tax household income?

| | | | |
|--------------------|-------|--------------------|-------|
| Less than \$20,000 | []-1 | \$61,000-\$80,000 | []-4 |
| \$20,000-\$40,999 | []-2 | More than \$80,000 | []-5 |
| \$41,000-\$60,999 | []-3 | | |

(16)

Thank you for your time. Your participation is greatly appreciated.

APPENDIX E: DETAILED TABLES

Banner 1: Residence, Non-residents' visits to MDI/ANP, Profile of overnight visitor, Overnight accommodations

Banner 2: Site of interview, Date of interview, Technological experience, Age

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q1. Including yourself, how many people are in your immediate travel party?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | |
|-------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 | 82 | 34 | 48 | 27 | 21 | 37 | 2 | 6 | 3 | 14 | 10 | 4 | 6 |
| | 8% | 35% | 5% | 4% | 6% | 5% | 4% | 4% | 6% | 5% | 4% | 5% | 6% |
| 2-4 | 893 | 60 | 833 | 561 | 271 | 633 | 40 | 119 | 39 | 237 | 199 | 84 | 82 |
| | 83% | 61% | 86% | 88% | 81% | 86% | 80% | 88% | 78% | 87% | 83% | 95% | 80% |
| 5-10 | 90 | 4 | 86 | 47 | 39 | 61 | 8 | 8 | 8 | 20 | 26 | 0 | 14 |
| | 8% | 4% | 9% | 7% | 12% | 8% | 16% | 6% | 16% | 7% | 11% | 0% | 14% |
| 11-15 | 6 | 0 | 6 | 4 | 2 | 4 | 0 | 2 | 0 | 0 | 4 | 0 | 0 |
| | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 2% | 0% | 0% |
| Mean | 2.02 | 1.69 | 2.05 | 2.04 | 2.07 | 2.04 | 2.12 | 2.04 | 2.10 | 2.02 | 2.10 | 1.95 | 2.08 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q2. Are you a ... summer resident, year-round resident, or a visitor to Mount Desert Island?

| | Total | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | | |
|----------------------------|-------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|--|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental | |
| | | | | | | | | | | | | | | |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Visitor to MDI | 973 | 0 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 | |
| | 91% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Year-round resident of MDI | 62 | 62 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| | 6% | 63% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |
| Summer resident of MDI | 36 | 36 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| | 3% | 37% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q2. Are you a ... summer resident, year-round resident, or a visitor to Mount Desert Island?

| | | | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | | |
|------------------------|---------------------|----------------------|-----|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|-----|
| | | | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental | |
| Total | | | | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| Non-resident (visitor) | Total | | | 973 | 0 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | | | | 91% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| | Overnight in area | Overnight on MDI/ANP | 735 | 0 | 735 | 496 | 239 | 735 | 0 | 0 | 0 | 270 | 237 | 88 | 102 | |
| | | | 69% | 0% | 76% | 78% | 72% | 100% | 0% | 0% | 0% | 100% | 99% | 100% | 100% | |
| | Overnight elsewhere | | 171 | 0 | 171 | 108 | 62 | 0 | 50 | 120 | 0 | 1 | 0 | 0 | 0 | |
| | | | 16% | 0% | 18% | 17% | 19% | 0% | 100% | 89% | 0% | 0% | 0% | 0% | 0% | |
| | No overnight | Not answered | 50 | 0 | 50 | 20 | 30 | 0 | 0 | 0 | 50 | 0 | 0 | 0 | 0 | |
| | | | 5% | 0% | 5% | 3% | 9% | 0% | 0% | 0% | 100% | 0% | 0% | 0% | 0% | |
| | Not answered | Not answered | 17 | 0 | 17 | 15 | 2 | 0 | 0 | 15 | 0 | 0 | 2 | 0 | 0 | |
| | | | 2% | 0% | 2% | 2% | 1% | 0% | 0% | 11% | 0% | 0% | 1% | 0% | 0% | |
| Resident | Total | | | 98 | 98 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| | | | | 9% | 100% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |
| | Summer | Not answered | 36 | 36 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| | | | 3% | 37% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | | |
| | Year-round | Not answered | 62 | 62 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| | | | 6% | 63% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | | |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q3. On how many days in total do you plan to visit MDI/ANP?

| | | Non-residents' visits to MDI/ANP | | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|--------------|------|----------------------------------|------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Residence Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 | 128 | 128 | 84 | 44 | 34 | 10 | 34 | 49 | 23 | 2 | 3 | 1 |
| | 13% | 13% | 13% | 13% | 5% | 20% | 25% | 98% | 8% | 1% | 3% | 1% |
| 2-4 | 560 | 560 | 406 | 154 | 446 | 31 | 80 | 1 | 185 | 143 | 66 | 26 |
| | 58% | 58% | 64% | 46% | 61% | 62% | 59% | 2% | 68% | 60% | 75% | 25% |
| 5-10 | 236 | 236 | 141 | 95 | 214 | 6 | 16 | 0 | 54 | 80 | 19 | 58 |
| | 24% | 24% | 22% | 29% | 29% | 12% | 12% | 0% | 20% | 33% | 22% | 57% |
| 11-15 | 32 | 32 | 6 | 26 | 28 | 3 | 1 | 0 | 7 | 10 | 0 | 11 |
| | 3% | 3% | 1% | 8% | 4% | 6% | 1% | 0% | 3% | 4% | 0% | 11% |
| 16-20 | 9 | 9 | 0 | 8 | 6 | 0 | 3 | 0 | 1 | 2 | 0 | 3 |
| | 1% | 1% | 0% | 2% | 1% | 0% | 2% | 0% | 0% | 1% | 0% | 3% |
| 21-30 | 4 | 4 | 1 | 3 | 4 | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 2% |
| More than 30 | 4 | 4 | 1 | 3 | 3 | 0 | 1 | 0 | 1 | 0 | 0 | 1 |
| | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% |
| Mean | 4.26 | 4.26 | 3.44 | 5.77 | 4.68 | 3.24 | 3.57 | 1.02 | 3.72 | 4.95 | 3.53 | 7.82 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q4. During this trip to MDI/ANP, are you staying overnight on MDI?

| | | Non-residents' visits to MDI/ANP | | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|--------------|------|----------------------------------|------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Residence Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 735 | 735 | 496 | 239 | 735 | 0 | 0 | 0 | 270 | 237 | 88 | 102 |
| | 76% | 76% | 78% | 72% | 100% | 0% | 0% | 0% | 100% | 99% | 100% | 100% |
| No | 235 | 235 | 141 | 93 | 0 | 50 | 135 | 50 | 0 | 0 | 0 | 0 |
| | 24% | 24% | 22% | 28% | 0% | 100% | 100% | 100% | 0% | 0% | 0% | 0% |
| Not answered | 3 | 3 | 2 | 1 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q5. What type of overnight accommodations did you use during this visit?

| | Total | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | Overnight Accommodations | | | |
|----------------------------------|-------|-----------|----------------------------------|--------|------------------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 735 | 735 | 496 | 239 | 735 | 270 | 237 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Motel or hotel | 270 | 270 | 199 | 71 | 270 | 270 | 0 | 0 | 0 |
| | 37% | 37% | 40% | 30% | 37% | 100% | 0% | 0% | 0% |
| Campground in ANP | 148 | 148 | 85 | 63 | 148 | 0 | 148 | 0 | 0 |
| | 20% | 20% | 17% | 26% | 20% | 0% | 62% | 0% | 0% |
| Private campground | 89 | 89 | 50 | 39 | 89 | 0 | 89 | 0 | 0 |
| | 12% | 12% | 10% | 16% | 12% | 0% | 38% | 0% | 0% |
| Bed and breakfast | 88 | 88 | 74 | 14 | 88 | 0 | 0 | 88 | 0 |
| | 12% | 12% | 15% | 6% | 12% | 0% | 0% | 100% | 0% |
| Short-term house rental | 82 | 82 | 44 | 38 | 82 | 0 | 0 | 0 | 82 |
| | 11% | 11% | 9% | 16% | 11% | 0% | 0% | 0% | 80% |
| Not answered | 30 | 30 | 28 | 2 | 30 | 0 | 0 | 0 | 0 |
| | 4% | 4% | 6% | 1% | 4% | 0% | 0% | 0% | 0% |
| Stayed with friends or relatives | 20 | 20 | 11 | 9 | 20 | 0 | 0 | 0 | 20 |
| | 3% | 3% | 2% | 4% | 3% | 0% | 0% | 0% | 20% |
| Other | 8 | 8 | 5 | 3 | 8 | 0 | 0 | 0 | 0 |
| | 1% | 1% | 1% | 1% | 1% | 0% | 0% | 0% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q6. If you did not stay overnight in MDI/ANP during this trip, in what area/town did you stay?

| | | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | |
|--|-------|-----------|----------------------------------|--------|------------------------------|-------------------------------|--------------------|
| | | Visitor | First time | Repeat | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI |
| Total | Total | 235 | 141 | 93 | 50 | 135 | 50 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Other | 61 | 61 | 33 | 28 | 0 | 61 | 0 |
| | 26% | 26% | 23% | 30% | 0% | 45% | 0% |
| Day trip - will not be staying overnight | 50 | 50 | 20 | 30 | 0 | 0 | 50 |
| | 21% | 21% | 14% | 32% | 0% | 0% | 100% |
| Ellsworth | 50 | 50 | 39 | 11 | 50 | 0 | 0 |
| | 21% | 21% | 28% | 12% | 100% | 0% | 0% |
| Bangor | 24 | 24 | 14 | 9 | 0 | 24 | 0 |
| | 10% | 10% | 10% | 10% | 0% | 18% | 0% |
| Trenton | 17 | 17 | 12 | 5 | 0 | 17 | 0 |
| | 7% | 7% | 9% | 5% | 0% | 13% | 0% |
| Not answered | 15 | 15 | 13 | 2 | 0 | 15 | 0 |
| | 6% | 6% | 9% | 2% | 0% | 11% | 0% |
| Camden | 11 | 11 | 7 | 4 | 0 | 11 | 0 |
| | 5% | 5% | 5% | 4% | 0% | 8% | 0% |
| Lamoine | 7 | 7 | 3 | 4 | 0 | 7 | 0 |
| | 3% | 3% | 2% | 4% | 0% | 5% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q7. What method did you use to reserve a campsite or a room at the lodging establishment that you are using on this trip?

| | Total | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-----------------------------------|-------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Called establishments directly | 290 | 290 | 180 | 110 | 250 | 14 | 25 | 0 | 111 | 62 | 44 | 25 |
| | 30% | 30% | 28% | 33% | 34% | 28% | 19% | 0% | 41% | 26% | 50% | 25% |
| Stopped in | 207 | 207 | 148 | 59 | 169 | 11 | 26 | 1 | 46 | 103 | 7 | 3 |
| | 21% | 21% | 23% | 18% | 23% | 22% | 19% | 2% | 17% | 43% | 8% | 3% |
| Not answered | 169 | 169 | 92 | 76 | 64 | 8 | 47 | 49 | 23 | 17 | 2 | 18 |
| | 17% | 17% | 14% | 23% | 9% | 16% | 35% | 98% | 8% | 7% | 2% | 18% |
| Reserved rooms using the Internet | 88 | 88 | 70 | 18 | 74 | 6 | 8 | 0 | 23 | 10 | 22 | 17 |
| | 9% | 9% | 11% | 5% | 10% | 12% | 6% | 0% | 8% | 4% | 25% | 17% |
| AAA | 55 | 55 | 46 | 9 | 45 | 3 | 7 | 0 | 27 | 6 | 5 | 2 |
| | 6% | 6% | 7% | 3% | 6% | 6% | 5% | 0% | 10% | 3% | 6% | 2% |
| Other | 38 | 38 | 25 | 13 | 25 | 4 | 9 | 0 | 7 | 6 | 1 | 6 |
| | 4% | 4% | 4% | 4% | 3% | 8% | 7% | 0% | 3% | 3% | 1% | 6% |
| National reservation service | 32 | 32 | 20 | 12 | 28 | 2 | 2 | 0 | 3 | 23 | 0 | 1 |
| | 3% | 3% | 3% | 4% | 4% | 4% | 1% | 0% | 1% | 10% | 0% | 1% |
| Friends/relatives | 33 | 33 | 14 | 19 | 22 | 2 | 9 | 0 | 3 | 5 | 0 | 14 |
| | 3% | 3% | 2% | 6% | 3% | 4% | 7% | 0% | 1% | 2% | 0% | 14% |
| Travel agent | 28 | 28 | 23 | 5 | 27 | 0 | 1 | 0 | 18 | 2 | 3 | 3 |
| | 3% | 3% | 4% | 2% | 4% | 0% | 1% | 0% | 7% | 1% | 3% | 3% |
| Visitor center reservations | 22 | 22 | 17 | 5 | 21 | 0 | 1 | 0 | 9 | 5 | 4 | 3 |
| | 2% | 2% | 3% | 2% | 3% | 0% | 1% | 0% | 3% | 2% | 5% | 3% |
| Realtor | 11 | 11 | 4 | 7 | 10 | 0 | 0 | 0 | 1 | 0 | 0 | 10 |
| | 1% | 1% | 1% | 2% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 10% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q8. In the past three years, including this trip, on how many occasions have you visited MDI/ANP?

| | | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|--------------|------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 | 639 | 639 | 639 | 0 | 496 | 39 | 82 | 20 | 199 | 137 | 74 | 55 |
| | 66% | 66% | 100% | 0% | 67% | 78% | 61% | 40% | 73% | 57% | 84% | 54% |
| 2-4 | 248 | 248 | 0 | 248 | 206 | 7 | 29 | 6 | 63 | 90 | 14 | 36 |
| | 25% | 25% | 0% | 74% | 28% | 14% | 21% | 12% | 23% | 38% | 16% | 35% |
| 5-10 | 41 | 41 | 0 | 41 | 23 | 1 | 7 | 10 | 7 | 8 | 0 | 7 |
| | 4% | 4% | 0% | 12% | 3% | 2% | 5% | 20% | 3% | 3% | 0% | 7% |
| 11-15 | 13 | 13 | 0 | 13 | 3 | 1 | 3 | 5 | 1 | 0 | 0 | 2 |
| | 1% | 1% | 0% | 4% | 0% | 2% | 2% | 10% | 0% | 0% | 0% | 2% |
| 16-20 | 7 | 7 | 0 | 7 | 3 | 1 | 1 | 2 | 1 | 1 | 0 | 1 |
| | 1% | 1% | 0% | 2% | 0% | 2% | 1% | 4% | 0% | 0% | 0% | 1% |
| 21-30 | 12 | 12 | 0 | 12 | 1 | 0 | 8 | 3 | 0 | 0 | 0 | 1 |
| | 1% | 1% | 0% | 4% | 0% | 0% | 6% | 6% | 0% | 0% | 0% | 1% |
| More than 30 | 12 | 12 | 0 | 12 | 3 | 1 | 4 | 4 | 0 | 3 | 0 | 0 |
| | 1% | 1% | 0% | 4% | 0% | 2% | 3% | 8% | 0% | 1% | 0% | 0% |
| Not answered | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| Mean | 2.55 | 2.55 | 1.00 | 5.59 | 1.78 | 2.68 | 3.96 | 10.00 | 1.65 | 1.84 | 1.25 | 2.61 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q9. What sources did you use to plan your trip to MDI/ANP?

| | Total | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|---------------------------------------|-------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 66% | 34% | 76% | 5% | 14% | 5% | 39% | 34% | 13% | 15% |
| Travel guide/tour book/map/AAA | 500 | 500 | 362 | 137 | 408 | 22 | 56 | 11 | 177 | 112 | 57 | 45 |
| | 51% | 51% | 37% | 14% | 42% | 2% | 6% | 1% | 25% | 16% | 8% | 6% |
| Previous visits | 442 | 442 | 158 | 283 | 340 | 18 | 53 | 30 | 107 | 134 | 23 | 63 |
| | 45% | 45% | 16% | 29% | 35% | 2% | 5% | 3% | 15% | 19% | 3% | 9% |
| Friends and relatives | 354 | 354 | 249 | 104 | 266 | 19 | 56 | 12 | 83 | 87 | 39 | 48 |
| | 36% | 36% | 26% | 11% | 27% | 2% | 6% | 1% | 12% | 12% | 6% | 7% |
| Internet - Acadia home page | 245 | 245 | 171 | 74 | 212 | 12 | 17 | 4 | 71 | 66 | 32 | 36 |
| | 25% | 25% | 18% | 8% | 22% | 1% | 2% | 0% | 10% | 9% | 5% | 5% |
| Internet - other Web site | 232 | 232 | 173 | 59 | 193 | 15 | 21 | 3 | 71 | 43 | 43 | 33 |
| | 24% | 24% | 18% | 6% | 20% | 2% | 2% | 0% | 10% | 6% | 6% | 5% |
| Visitors centers | 214 | 214 | 150 | 64 | 165 | 15 | 24 | 10 | 56 | 59 | 24 | 19 |
| | 22% | 22% | 15% | 7% | 17% | 2% | 2% | 1% | 8% | 8% | 3% | 3% |
| Chambers of Commerce | 94 | 94 | 67 | 27 | 85 | 1 | 6 | 2 | 26 | 22 | 14 | 19 |
| | 10% | 10% | 7% | 3% | 9% | 0% | 1% | 0% | 4% | 3% | 2% | 3% |
| Newspaper/magazine article | 82 | 82 | 54 | 28 | 64 | 5 | 10 | 2 | 26 | 16 | 6 | 13 |
| | 8% | 8% | 6% | 3% | 7% | 1% | 1% | 0% | 4% | 2% | 1% | 2% |
| Phone inquiry to Acadia National Park | 34 | 34 | 23 | 11 | 33 | 1 | 0 | 0 | 6 | 19 | 6 | 0 |
| | 3% | 3% | 2% | 1% | 3% | 0% | 0% | 0% | 1% | 3% | 1% | 0% |
| Not answered | 34 | 34 | 22 | 12 | 14 | 4 | 6 | 10 | 1 | 7 | 0 | 4 |
| | 3% | 3% | 2% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 1% |
| Travel agent | 27 | 27 | 24 | 3 | 21 | 0 | 4 | 2 | 14 | 2 | 3 | 0 |
| | 3% | 3% | 2% | 0% | 2% | 0% | 0% | 0% | 2% | 0% | 0% | 0% |
| TV/radio programs | 8 | 8 | 5 | 3 | 5 | 0 | 2 | 1 | 5 | 0 | 0 | 0 |
| | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Transportation options to get to MDI/ANP)?

| | | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | |
|-------------------|-------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|
| | | | | | | | | | | | | |
| | Total | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 353 | 353 | 205 | 148 | 277 | 13 | 38 | 24 | 94 | 110 | 24 | 39 |
| | 36% | 36% | 32% | 44% | 38% | 26% | 28% | 48% | 35% | 46% | 27% | 38% |
| Not very useful | 137 | 137 | 87 | 50 | 113 | 9 | 11 | 4 | 48 | 29 | 14 | 15 |
| | 14% | 14% | 14% | 15% | 15% | 18% | 8% | 8% | 18% | 12% | 16% | 15% |
| Somewhat useful | 177 | 177 | 132 | 45 | 138 | 7 | 26 | 6 | 51 | 46 | 22 | 12 |
| | 18% | 18% | 21% | 14% | 19% | 14% | 19% | 12% | 19% | 19% | 25% | 12% |
| Very useful | 124 | 124 | 85 | 38 | 93 | 8 | 18 | 3 | 38 | 21 | 14 | 18 |
| | 13% | 13% | 13% | 11% | 13% | 16% | 13% | 6% | 14% | 9% | 16% | 18% |
| Extremely useful | 44 | 44 | 30 | 14 | 30 | 5 | 9 | 0 | 8 | 6 | 6 | 6 |
| | 5% | 5% | 5% | 4% | 4% | 10% | 7% | 0% | 3% | 3% | 7% | 6% |
| Not answered | 138 | 138 | 100 | 38 | 84 | 8 | 33 | 13 | 32 | 27 | 8 | 12 |
| | 14% | 14% | 16% | 11% | 11% | 16% | 24% | 26% | 12% | 11% | 9% | 12% |
| Mean | 2.24 | 2.24 | 2.35 | 2.05 | 2.21 | 2.60 | 2.50 | 1.68 | 2.24 | 1.98 | 2.55 | 2.30 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Alternative auto routes to MDI/ANP)?

| | | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 203 | 203 | 115 | 88 | 159 | 10 | 21 | 13 | 53 | 58 | 15 | 23 |
| | 21% | 21% | 18% | 26% | 22% | 20% | 16% | 26% | 20% | 24% | 17% | 23% |
| Not very useful | 125 | 125 | 85 | 40 | 107 | 8 | 9 | 1 | 44 | 27 | 13 | 18 |
| | 13% | 13% | 13% | 12% | 15% | 16% | 7% | 2% | 16% | 11% | 15% | 18% |
| Somewhat useful | 226 | 226 | 152 | 74 | 171 | 7 | 36 | 12 | 55 | 57 | 26 | 25 |
| | 23% | 23% | 24% | 22% | 23% | 14% | 27% | 24% | 20% | 24% | 30% | 25% |
| Very useful | 197 | 197 | 132 | 64 | 145 | 12 | 29 | 9 | 54 | 52 | 17 | 18 |
| | 20% | 20% | 21% | 19% | 20% | 24% | 21% | 18% | 20% | 22% | 19% | 18% |
| Extremely useful | 81 | 81 | 53 | 28 | 63 | 7 | 9 | 2 | 28 | 17 | 9 | 6 |
| | 8% | 8% | 8% | 8% | 9% | 14% | 7% | 4% | 10% | 7% | 10% | 6% |
| Not answered | 141 | 141 | 102 | 39 | 90 | 6 | 31 | 13 | 37 | 28 | 8 | 12 |
| | 14% | 14% | 16% | 12% | 12% | 12% | 23% | 26% | 14% | 12% | 9% | 12% |
| Mean | 2.79 | 2.79 | 2.86 | 2.67 | 2.76 | 2.95 | 2.96 | 2.62 | 2.83 | 2.73 | 2.90 | 2.62 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Estimated auto travel time)?

| | | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 189 | 189 | 96 | 93 | 144 | 8 | 22 | 15 | 50 | 48 | 10 | 26 |
| | 19% | 19% | 15% | 28% | 20% | 16% | 16% | 30% | 18% | 20% | 11% | 25% |
| Not very useful | 102 | 102 | 57 | 45 | 86 | 5 | 7 | 3 | 31 | 32 | 9 | 10 |
| | 10% | 10% | 9% | 14% | 12% | 10% | 5% | 6% | 11% | 13% | 10% | 10% |
| Somewhat useful | 242 | 242 | 173 | 69 | 186 | 15 | 28 | 13 | 60 | 72 | 24 | 23 |
| | 25% | 25% | 27% | 21% | 25% | 30% | 21% | 26% | 22% | 30% | 27% | 23% |
| Very useful | 220 | 220 | 156 | 63 | 170 | 12 | 31 | 6 | 71 | 46 | 26 | 22 |
| | 23% | 23% | 24% | 19% | 23% | 24% | 23% | 12% | 26% | 19% | 30% | 22% |
| Extremely useful | 90 | 90 | 69 | 21 | 65 | 6 | 18 | 1 | 27 | 15 | 11 | 8 |
| | 9% | 9% | 11% | 6% | 9% | 12% | 13% | 2% | 10% | 6% | 13% | 8% |
| Not answered | 130 | 130 | 88 | 42 | 84 | 4 | 29 | 12 | 32 | 26 | 8 | 13 |
| | 13% | 13% | 14% | 13% | 11% | 8% | 21% | 24% | 12% | 11% | 9% | 13% |
| Mean | 2.91 | 2.91 | 3.08 | 2.57 | 2.89 | 3.07 | 3.15 | 2.34 | 2.97 | 2.76 | 3.24 | 2.73 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Parking availability)?

| | Total | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|-------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 176 | 176 | 104 | 72 | 138 | 6 | 23 | 8 | 45 | 49 | 13 | 24 |
| | 18% | 18% | 16% | 22% | 19% | 12% | 17% | 16% | 17% | 21% | 15% | 24% |
| Not very useful | 123 | 123 | 83 | 40 | 102 | 4 | 9 | 8 | 38 | 35 | 14 | 12 |
| | 13% | 13% | 13% | 12% | 14% | 8% | 7% | 16% | 14% | 15% | 16% | 12% |
| Somewhat useful | 241 | 241 | 164 | 77 | 186 | 14 | 30 | 11 | 59 | 68 | 21 | 27 |
| | 25% | 25% | 26% | 23% | 25% | 28% | 22% | 22% | 22% | 28% | 24% | 26% |
| Very useful | 196 | 196 | 124 | 71 | 146 | 11 | 28 | 9 | 62 | 37 | 21 | 19 |
| | 20% | 20% | 19% | 21% | 20% | 22% | 21% | 18% | 23% | 15% | 24% | 19% |
| Extremely useful | 94 | 94 | 61 | 33 | 66 | 9 | 17 | 2 | 31 | 20 | 8 | 5 |
| | 10% | 10% | 10% | 10% | 9% | 18% | 13% | 4% | 11% | 8% | 9% | 5% |
| Not answered | 143 | 143 | 103 | 40 | 97 | 6 | 28 | 12 | 36 | 30 | 11 | 15 |
| | 15% | 15% | 16% | 12% | 13% | 12% | 21% | 24% | 13% | 13% | 13% | 15% |
| Mean | 2.89 | 2.89 | 2.92 | 2.84 | 2.84 | 3.30 | 3.07 | 2.71 | 2.98 | 2.73 | 2.96 | 2.64 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Other Maine destinations)?

| | | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | |
|-------------------|------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 135 | 135 | 69 | 66 | 104 | 2 | 16 | 13 | 30 | 33 | 9 | 23 |
| | 14% | 14% | 11% | 20% | 14% | 4% | 12% | 26% | 11% | 14% | 10% | 23% |
| Not very useful | 113 | 113 | 69 | 44 | 99 | 6 | 7 | 1 | 36 | 34 | 12 | 12 |
| | 12% | 12% | 11% | 13% | 13% | 12% | 5% | 2% | 13% | 14% | 14% | 12% |
| Somewhat useful | 245 | 245 | 168 | 77 | 188 | 15 | 31 | 11 | 68 | 69 | 23 | 21 |
| | 25% | 25% | 26% | 23% | 26% | 30% | 23% | 22% | 25% | 29% | 26% | 21% |
| Very useful | 251 | 251 | 176 | 74 | 186 | 16 | 36 | 11 | 76 | 55 | 28 | 21 |
| | 26% | 26% | 28% | 22% | 25% | 32% | 27% | 22% | 28% | 23% | 32% | 21% |
| Extremely useful | 81 | 81 | 58 | 23 | 58 | 7 | 14 | 2 | 25 | 15 | 8 | 6 |
| | 8% | 8% | 9% | 7% | 8% | 14% | 10% | 4% | 9% | 6% | 9% | 6% |
| Not answered | 148 | 148 | 99 | 49 | 100 | 4 | 31 | 12 | 36 | 33 | 8 | 19 |
| | 15% | 15% | 15% | 15% | 14% | 8% | 23% | 24% | 13% | 14% | 9% | 19% |
| Mean | 3.04 | 3.04 | 3.16 | 2.80 | 2.99 | 3.43 | 3.24 | 2.68 | 3.13 | 2.93 | 3.18 | 2.70 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Transportation options to get around MDI/ANP)?

| | | Non-residents' visits to MDI/ANP | | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|----------------------------------|------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Residence Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 150 | 150 | 81 | 69 | 108 | 10 | 19 | 12 | 35 | 34 | 11 | 22 |
| | 15% | 15% | 13% | 21% | 15% | 20% | 14% | 24% | 13% | 14% | 13% | 22% |
| Not very useful | 100 | 100 | 69 | 31 | 84 | 4 | 10 | 2 | 32 | 26 | 7 | 13 |
| | 10% | 10% | 11% | 9% | 11% | 8% | 7% | 4% | 12% | 11% | 8% | 13% |
| Somewhat useful | 204 | 204 | 135 | 69 | 149 | 14 | 31 | 10 | 57 | 52 | 12 | 21 |
| | 21% | 21% | 21% | 21% | 20% | 28% | 23% | 20% | 21% | 22% | 14% | 21% |
| Very useful | 246 | 246 | 166 | 79 | 196 | 11 | 28 | 10 | 70 | 65 | 32 | 20 |
| | 25% | 25% | 26% | 24% | 27% | 22% | 21% | 20% | 26% | 27% | 36% | 20% |
| Extremely useful | 120 | 120 | 80 | 40 | 101 | 4 | 11 | 3 | 36 | 32 | 19 | 11 |
| | 12% | 12% | 13% | 12% | 14% | 8% | 8% | 6% | 13% | 13% | 22% | 11% |
| Not answered | 153 | 153 | 108 | 45 | 97 | 7 | 36 | 13 | 41 | 30 | 7 | 15 |
| | 16% | 16% | 17% | 14% | 13% | 14% | 27% | 26% | 15% | 13% | 8% | 15% |
| Mean | 3.10 | 3.10 | 3.18 | 2.97 | 3.15 | 2.88 | 3.02 | 2.73 | 3.17 | 3.17 | 3.51 | 2.83 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (What there is to see and do in that area)?

| | Total | Residence | | | Non-residents' visits to MDI/ANP | | | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|-------|-----------|------------|--------|----------------------------------|------------------------|-------------------------------|--------------------|------------------------------|------------|-------------------|---|--------------------------|--|--|--|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental | | | | |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 | | | | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | |
| Not at all useful | 67 | 67 | 29 | 38 | 45 | 1 | 12 | 9 | 15 | 14 | 2 | 12 | | | | |
| | 7% | 7% | 5% | 11% | 6% | 2% | 9% | 18% | 6% | 6% | 2% | 12% | | | | |
| Not very useful | 34 | 34 | 20 | 14 | 29 | 2 | 1 | 2 | 11 | 10 | 3 | 5 | | | | |
| | 3% | 3% | 3% | 4% | 4% | 4% | 1% | 4% | 4% | 4% | 3% | 5% | | | | |
| Somewhat useful | 136 | 136 | 84 | 52 | 98 | 9 | 19 | 10 | 38 | 37 | 6 | 11 | | | | |
| | 14% | 14% | 13% | 16% | 13% | 18% | 14% | 20% | 14% | 15% | 7% | 11% | | | | |
| Very useful | 372 | 372 | 247 | 124 | 290 | 20 | 47 | 13 | 112 | 102 | 33 | 32 | | | | |
| | 38% | 38% | 39% | 37% | 39% | 40% | 35% | 26% | 41% | 43% | 38% | 31% | | | | |
| Extremely useful | 273 | 273 | 199 | 74 | 215 | 15 | 37 | 5 | 76 | 56 | 39 | 30 | | | | |
| | 28% | 28% | 31% | 22% | 29% | 30% | 27% | 10% | 28% | 23% | 44% | 29% | | | | |
| Not answered | 91 | 91 | 60 | 31 | 58 | 3 | 19 | 11 | 19 | 20 | 5 | 12 | | | | |
| | 9% | 9% | 9% | 9% | 8% | 6% | 14% | 22% | 7% | 8% | 6% | 12% | | | | |
| Mean | 3.85 | 3.85 | 3.98 | 3.60 | 3.89 | 3.98 | 3.83 | 3.08 | 3.88 | 3.80 | 4.25 | 3.70 | | | | |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Hours of operation and entrance fees to sites on MDI/ANP)?

| | | Non-residents' visits to MDI/ANP | | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|----------------------------------|------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Residence Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 93 | 93 | 49 | 44 | 66 | 2 | 14 | 10 | 25 | 17 | 6 | 16 |
| | 10% | 10% | 8% | 13% | 9% | 4% | 10% | 20% | 9% | 7% | 7% | 16% |
| Not very useful | 79 | 79 | 50 | 29 | 70 | 6 | 1 | 2 | 31 | 21 | 8 | 8 |
| | 8% | 8% | 8% | 9% | 10% | 12% | 1% | 4% | 11% | 9% | 9% | 8% |
| Somewhat useful | 204 | 204 | 145 | 59 | 156 | 8 | 31 | 9 | 66 | 54 | 18 | 10 |
| | 21% | 21% | 23% | 18% | 21% | 16% | 23% | 18% | 24% | 23% | 20% | 10% |
| Very useful | 307 | 307 | 198 | 108 | 233 | 20 | 41 | 12 | 81 | 76 | 28 | 34 |
| | 32% | 32% | 31% | 32% | 32% | 40% | 30% | 24% | 30% | 32% | 32% | 33% |
| Extremely useful | 172 | 172 | 111 | 61 | 129 | 11 | 26 | 5 | 37 | 45 | 20 | 20 |
| | 18% | 18% | 17% | 18% | 18% | 22% | 19% | 10% | 14% | 19% | 23% | 20% |
| Not answered | 118 | 118 | 86 | 32 | 81 | 3 | 22 | 12 | 31 | 26 | 8 | 14 |
| | 12% | 12% | 13% | 10% | 11% | 6% | 16% | 24% | 11% | 11% | 9% | 14% |
| Mean | 3.45 | 3.45 | 3.49 | 3.38 | 3.44 | 3.68 | 3.57 | 3.00 | 3.31 | 3.52 | 3.60 | 3.39 |

Information Systems and Visitors to Acadia/Mount Desert Island

Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Summary Means for Q10 - How useful would it have been to have the following information before you left to begin this trip to MDI/ANP?

| | Total |
|---------------------------------------|-------|
| Transportation options to MDI/ANP | 2.24 |
| Alternative auto routes to MDI/ANP | 2.79 |
| Estimated auto travel time | 2.91 |
| Parking availability | 2.89 |
| Other Maine destinations | 3.04 |
| Transportation options around MDI/ANP | 3.10 |
| What to see and do in area | 3.85 |
| Hours of operation and entrance fees | 3.45 |

Information Systems and Visitors to Acadia/Mount Desert Island

Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q11. Which of the following methods do you use to give you up-to-the-minute information on your way to MDI/ANP?

| | Total | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|--|-------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Looking at guide book/printed materials | 470 | 470 | 336 | 134 | 378 | 23 | 53 | 14 | 158 | 108 | 51 | 45 |
| | 48% | 48% | 53% | 40% | 51% | 46% | 39% | 28% | 58% | 45% | 58% | 44% |
| Stopping at tourist or visitor information centers | 428 | 428 | 308 | 120 | 319 | 25 | 61 | 22 | 124 | 104 | 40 | 35 |
| | 44% | 44% | 48% | 36% | 43% | 50% | 45% | 44% | 46% | 44% | 45% | 34% |
| Talking to people in local communities | 224 | 224 | 159 | 64 | 176 | 11 | 27 | 9 | 71 | 58 | 32 | 14 |
| | 23% | 23% | 25% | 19% | 24% | 22% | 20% | 18% | 26% | 24% | 36% | 14% |
| Not answered | 166 | 166 | 88 | 78 | 118 | 3 | 28 | 17 | 35 | 44 | 10 | 25 |
| | 17% | 17% | 14% | 23% | 16% | 6% | 21% | 34% | 13% | 18% | 11% | 25% |
| Commercial radio stations | 108 | 108 | 56 | 51 | 90 | 4 | 10 | 4 | 23 | 37 | 10 | 15 |
| | 11% | 11% | 9% | 15% | 12% | 8% | 7% | 8% | 8% | 15% | 11% | 15% |
| Informational radio stations | 108 | 108 | 76 | 31 | 81 | 7 | 12 | 8 | 35 | 22 | 9 | 5 |
| | 11% | 11% | 12% | 9% | 11% | 14% | 9% | 16% | 13% | 9% | 10% | 5% |
| Cell phone | 88 | 88 | 55 | 33 | 70 | 4 | 11 | 3 | 24 | 23 | 7 | 11 |
| | 9% | 9% | 9% | 10% | 10% | 8% | 8% | 6% | 9% | 10% | 8% | 11% |
| Electronic signs | 54 | 54 | 38 | 16 | 45 | 3 | 5 | 1 | 16 | 11 | 7 | 7 |
| | 6% | 6% | 6% | 5% | 6% | 6% | 4% | 2% | 6% | 5% | 8% | 7% |
| Pay phone | 26 | 26 | 16 | 10 | 25 | 1 | 0 | 0 | 8 | 12 | 2 | 2 |
| | 3% | 3% | 3% | 3% | 3% | 2% | 0% | 0% | 3% | 5% | 2% | 2% |
| Terminal (bus, airport, ferry) kiosks | 22 | 22 | 15 | 7 | 17 | 1 | 3 | 1 | 8 | 4 | 2 | 2 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% |
| Other | 22 | 22 | 8 | 14 | 12 | 1 | 7 | 2 | 4 | 4 | 1 | 2 |
| | 2% | 2% | 1% | 4% | 2% | 2% | 5% | 4% | 1% | 2% | 1% | 2% |
| Signs | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q12. How useful would it have been to have this information on your way to MDI/ANP (Transportation options to get to MDI/ANP)?

| | | Non-residents' visits to MDI/ANP | | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|---------|----------------------------------|------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Residence | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | Visitor | | | | | | | | | | | |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 353 | 353 | 207 | 146 | 282 | 14 | 37 | 19 | 91 | 107 | 30 | 44 |
| | 36% | 36% | 32% | 44% | 38% | 28% | 27% | 38% | 34% | 45% | 34% | 43% |
| Not very useful | 163 | 163 | 112 | 51 | 132 | 7 | 16 | 8 | 50 | 36 | 19 | 20 |
| | 17% | 17% | 18% | 15% | 18% | 14% | 12% | 16% | 18% | 15% | 22% | 20% |
| Somewhat useful | 159 | 159 | 109 | 50 | 123 | 9 | 21 | 6 | 55 | 36 | 16 | 9 |
| | 16% | 16% | 17% | 15% | 17% | 18% | 16% | 12% | 20% | 15% | 18% | 9% |
| Very useful | 99 | 99 | 78 | 20 | 67 | 8 | 17 | 6 | 25 | 17 | 9 | 12 |
| | 10% | 10% | 12% | 6% | 9% | 16% | 13% | 12% | 9% | 7% | 10% | 12% |
| Extremely useful | 39 | 39 | 24 | 15 | 26 | 4 | 8 | 0 | 8 | 7 | 4 | 6 |
| | 4% | 4% | 4% | 5% | 4% | 8% | 6% | 0% | 3% | 3% | 5% | 6% |
| Not answered | 160 | 160 | 109 | 51 | 105 | 8 | 36 | 11 | 42 | 36 | 10 | 11 |
| | 16% | 16% | 17% | 15% | 14% | 16% | 27% | 22% | 15% | 15% | 11% | 11% |
| Mean | 2.15 | 2.15 | 2.25 | 1.96 | 2.08 | 2.55 | 2.42 | 1.97 | 2.17 | 1.92 | 2.21 | 2.08 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q12. How useful would it have been to have this information on your way to MDI/ANP (Alternative auto routes to MDI/ANP)?

| | | Non-residents' visits to MDI/ANP | | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|----------------------------------|------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Residence Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 206 | 206 | 114 | 92 | 161 | 10 | 19 | 16 | 52 | 54 | 19 | 28 |
| | 21% | 21% | 18% | 28% | 22% | 20% | 14% | 32% | 19% | 23% | 22% | 27% |
| Not very useful | 124 | 124 | 83 | 41 | 104 | 7 | 11 | 2 | 42 | 26 | 13 | 16 |
| | 13% | 13% | 13% | 12% | 14% | 14% | 8% | 4% | 15% | 11% | 15% | 16% |
| Somewhat useful | 224 | 224 | 153 | 71 | 172 | 10 | 30 | 12 | 65 | 57 | 22 | 20 |
| | 23% | 23% | 24% | 21% | 23% | 20% | 22% | 24% | 24% | 24% | 25% | 20% |
| Very useful | 189 | 189 | 137 | 51 | 141 | 12 | 27 | 7 | 45 | 52 | 23 | 18 |
| | 19% | 19% | 21% | 15% | 19% | 24% | 20% | 14% | 17% | 22% | 26% | 18% |
| Extremely useful | 80 | 80 | 52 | 28 | 60 | 6 | 12 | 2 | 27 | 20 | 4 | 6 |
| | 8% | 8% | 8% | 8% | 8% | 12% | 9% | 4% | 10% | 8% | 5% | 6% |
| Not answered | 150 | 150 | 100 | 50 | 97 | 5 | 36 | 11 | 40 | 30 | 7 | 14 |
| | 15% | 15% | 16% | 15% | 13% | 10% | 27% | 22% | 15% | 13% | 8% | 14% |
| Mean | 2.77 | 2.77 | 2.87 | 2.58 | 2.74 | 2.93 | 3.02 | 2.41 | 2.80 | 2.80 | 2.75 | 2.52 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q12. How useful would it have been to have this information on your way to MDI/ANP (Estimated auto travel time)?

| | | Non-residents' visits to MDI/ANP | | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|----------------------------------|------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Residence Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 185 | 185 | 97 | 88 | 143 | 6 | 20 | 16 | 47 | 47 | 15 | 26 |
| | 19% | 19% | 15% | 26% | 19% | 12% | 15% | 32% | 17% | 20% | 17% | 25% |
| Not very useful | 117 | 117 | 67 | 50 | 97 | 5 | 11 | 3 | 35 | 36 | 7 | 15 |
| | 12% | 12% | 10% | 15% | 13% | 10% | 8% | 6% | 13% | 15% | 8% | 15% |
| Somewhat useful | 246 | 246 | 168 | 78 | 184 | 19 | 34 | 9 | 63 | 62 | 24 | 24 |
| | 25% | 25% | 26% | 23% | 25% | 38% | 25% | 18% | 23% | 26% | 27% | 24% |
| Very useful | 199 | 199 | 149 | 49 | 155 | 9 | 26 | 8 | 62 | 46 | 26 | 16 |
| | 20% | 20% | 23% | 15% | 21% | 18% | 19% | 16% | 23% | 19% | 30% | 16% |
| Extremely useful | 92 | 92 | 69 | 23 | 69 | 7 | 14 | 2 | 27 | 21 | 10 | 7 |
| | 9% | 9% | 11% | 7% | 9% | 14% | 10% | 4% | 10% | 9% | 11% | 7% |
| Not answered | 134 | 134 | 89 | 45 | 87 | 4 | 30 | 12 | 37 | 27 | 6 | 14 |
| | 14% | 14% | 14% | 14% | 12% | 8% | 22% | 24% | 14% | 11% | 7% | 14% |
| Mean | 2.88 | 2.88 | 3.05 | 2.55 | 2.86 | 3.13 | 3.03 | 2.39 | 2.94 | 2.80 | 3.11 | 2.58 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q12. How useful would it have been to have this information on your way to MDI/ANP (Parking availability)?

| | | Non-residents' Residence visits to MDI/ANP | | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|---|------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 191 | 191 | 104 | 87 | 149 | 4 | 22 | 15 | 45 | 53 | 17 | 29 |
| | 20% | 20% | 16% | 26% | 20% | 8% | 16% | 30% | 17% | 22% | 19% | 28% |
| Not very useful | 142 | 142 | 102 | 40 | 124 | 7 | 8 | 3 | 47 | 39 | 16 | 18 |
| | 15% | 15% | 16% | 12% | 17% | 14% | 6% | 6% | 17% | 16% | 18% | 18% |
| Somewhat useful | 211 | 211 | 142 | 69 | 164 | 13 | 24 | 10 | 60 | 65 | 12 | 16 |
| | 22% | 22% | 22% | 21% | 22% | 26% | 18% | 20% | 22% | 27% | 14% | 16% |
| Very useful | 194 | 194 | 132 | 61 | 135 | 13 | 34 | 11 | 50 | 30 | 27 | 19 |
| | 20% | 20% | 21% | 18% | 18% | 26% | 25% | 22% | 18% | 13% | 31% | 19% |
| Extremely useful | 81 | 81 | 52 | 29 | 58 | 8 | 15 | 0 | 25 | 18 | 8 | 5 |
| | 8% | 8% | 8% | 9% | 8% | 16% | 11% | 0% | 9% | 8% | 9% | 5% |
| Not answered | 154 | 154 | 107 | 47 | 105 | 5 | 32 | 11 | 44 | 34 | 8 | 15 |
| | 16% | 16% | 17% | 14% | 14% | 10% | 24% | 22% | 16% | 14% | 9% | 15% |
| Mean | 2.79 | 2.79 | 2.86 | 2.67 | 2.73 | 3.31 | 3.12 | 2.44 | 2.84 | 2.61 | 2.91 | 2.46 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q12. How useful would it have been to have this information on your way to MDI/ANP (Other Maine destinations)?

| | | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 161 | 161 | 85 | 76 | 121 | 4 | 20 | 16 | 36 | 39 | 16 | 25 |
| | 17% | 17% | 13% | 23% | 16% | 8% | 15% | 32% | 13% | 16% | 18% | 25% |
| Not very useful | 108 | 108 | 60 | 48 | 89 | 7 | 7 | 5 | 28 | 32 | 8 | 14 |
| | 11% | 11% | 9% | 14% | 12% | 14% | 5% | 10% | 10% | 13% | 9% | 14% |
| Somewhat useful | 242 | 242 | 171 | 71 | 195 | 14 | 28 | 5 | 67 | 74 | 25 | 23 |
| | 25% | 25% | 27% | 21% | 27% | 28% | 21% | 10% | 25% | 31% | 28% | 23% |
| Very useful | 204 | 204 | 146 | 57 | 145 | 14 | 33 | 10 | 62 | 33 | 22 | 21 |
| | 21% | 21% | 23% | 17% | 20% | 28% | 24% | 20% | 23% | 14% | 25% | 21% |
| Extremely useful | 82 | 82 | 64 | 18 | 61 | 7 | 11 | 3 | 23 | 22 | 10 | 2 |
| | 8% | 8% | 10% | 5% | 8% | 14% | 8% | 6% | 8% | 9% | 11% | 2% |
| Not answered | 176 | 176 | 113 | 63 | 124 | 4 | 36 | 11 | 55 | 39 | 7 | 17 |
| | 18% | 18% | 18% | 19% | 17% | 8% | 27% | 22% | 20% | 16% | 8% | 17% |
| Mean | 2.92 | 2.92 | 3.08 | 2.60 | 2.90 | 3.28 | 3.08 | 2.46 | 3.04 | 2.84 | 3.02 | 2.54 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q12. How useful would it have been to have this information on your way to MDI/ANP (Transportation options to get around MDI/ANP)?

| | | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | | |
|-------------------|-------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|------|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental | |
| Total | Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 173 | 173 | 96 | 77 | 129 | 9 | 20 | 14 | 41 | 44 | 16 | 24 | |
| | 18% | 18% | 15% | 23% | 18% | 18% | 15% | 28% | 15% | 18% | 18% | 24% | |
| Not very useful | 114 | 114 | 73 | 41 | 95 | 4 | 12 | 3 | 33 | 27 | 11 | 18 | |
| | 12% | 12% | 11% | 12% | 13% | 8% | 9% | 6% | 12% | 11% | 13% | 18% | |
| Somewhat useful | 199 | 199 | 132 | 67 | 153 | 13 | 24 | 9 | 59 | 55 | 14 | 19 | |
| | 20% | 20% | 21% | 20% | 21% | 26% | 18% | 18% | 22% | 23% | 16% | 19% | |
| Very useful | 206 | 206 | 143 | 62 | 160 | 12 | 23 | 10 | 63 | 49 | 23 | 17 | |
| | 21% | 21% | 22% | 19% | 22% | 24% | 17% | 20% | 23% | 21% | 26% | 17% | |
| Extremely useful | 102 | 102 | 69 | 33 | 80 | 6 | 15 | 1 | 25 | 28 | 14 | 9 | |
| | 10% | 10% | 11% | 10% | 11% | 12% | 11% | 2% | 9% | 12% | 16% | 9% | |
| Not answered | 179 | 179 | 126 | 53 | 118 | 6 | 41 | 13 | 50 | 36 | 10 | 15 | |
| | 18% | 18% | 20% | 16% | 16% | 12% | 30% | 26% | 18% | 15% | 11% | 15% | |
| Mean | 2.94 | 2.94 | 3.03 | 2.76 | 2.95 | 3.05 | 3.01 | 2.49 | 2.99 | 2.95 | 3.10 | 2.64 | |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q12. How useful would it have been to have this information on your way to MDI/ANP (What there is to see and do in that area)?

| | | Non-residents' visits to MDI/ANP | | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|----------------------------------|------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Residence Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 108 | 108 | 48 | 60 | 78 | 5 | 13 | 12 | 19 | 28 | 11 | 17 |
| | 11% | 11% | 8% | 18% | 11% | 10% | 10% | 24% | 7% | 12% | 13% | 17% |
| Not very useful | 55 | 55 | 32 | 23 | 46 | 1 | 6 | 2 | 15 | 13 | 7 | 9 |
| | 6% | 6% | 5% | 7% | 6% | 2% | 4% | 4% | 6% | 5% | 8% | 9% |
| Somewhat useful | 175 | 175 | 116 | 59 | 141 | 10 | 16 | 8 | 51 | 53 | 12 | 17 |
| | 18% | 18% | 18% | 18% | 19% | 20% | 12% | 16% | 19% | 22% | 14% | 17% |
| Very useful | 310 | 310 | 217 | 92 | 237 | 16 | 43 | 12 | 102 | 73 | 27 | 25 |
| | 32% | 32% | 34% | 28% | 32% | 32% | 32% | 24% | 38% | 31% | 31% | 25% |
| Extremely useful | 203 | 203 | 141 | 62 | 150 | 14 | 33 | 6 | 51 | 45 | 26 | 18 |
| | 21% | 21% | 22% | 19% | 20% | 28% | 24% | 12% | 19% | 19% | 30% | 18% |
| Not answered | 122 | 122 | 85 | 37 | 83 | 4 | 24 | 10 | 33 | 27 | 5 | 16 |
| | 13% | 13% | 13% | 11% | 11% | 8% | 18% | 20% | 12% | 11% | 6% | 16% |
| Mean | 3.52 | 3.52 | 3.67 | 3.25 | 3.51 | 3.72 | 3.69 | 2.95 | 3.63 | 3.44 | 3.60 | 3.21 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q12. How useful would it have been to have this information on your way to MDI/ANP (Hours of operation and entrance fees to sites on MDI/ANP)?

| | Total | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|-------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 128 | 128 | 61 | 67 | 94 | 5 | 15 | 13 | 28 | 30 | 12 | 20 |
| | 13% | 13% | 10% | 20% | 13% | 10% | 11% | 26% | 10% | 13% | 14% | 20% |
| Not very useful | 84 | 84 | 49 | 35 | 76 | 2 | 4 | 2 | 28 | 26 | 8 | 11 |
| | 9% | 9% | 8% | 11% | 10% | 4% | 3% | 4% | 10% | 11% | 9% | 11% |
| Somewhat useful | 216 | 216 | 155 | 61 | 170 | 12 | 25 | 9 | 63 | 55 | 23 | 18 |
| | 22% | 22% | 24% | 18% | 23% | 24% | 19% | 18% | 23% | 23% | 26% | 18% |
| Very useful | 250 | 250 | 172 | 77 | 189 | 15 | 33 | 12 | 76 | 59 | 22 | 24 |
| | 26% | 26% | 27% | 23% | 26% | 30% | 24% | 24% | 28% | 25% | 25% | 24% |
| Extremely useful | 145 | 145 | 96 | 49 | 100 | 12 | 29 | 4 | 29 | 39 | 14 | 12 |
| | 15% | 15% | 15% | 15% | 14% | 24% | 21% | 8% | 11% | 16% | 16% | 12% |
| Not answered | 150 | 150 | 106 | 44 | 106 | 4 | 29 | 10 | 47 | 30 | 9 | 17 |
| | 15% | 15% | 17% | 13% | 14% | 8% | 21% | 20% | 17% | 13% | 10% | 17% |
| Mean | 3.24 | 3.24 | 3.36 | 3.02 | 3.20 | 3.59 | 3.54 | 2.80 | 3.22 | 3.24 | 3.23 | 2.96 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

**Summary Means for Q12 - How useful would it have been
to have the following information on your way to MDI/ANP?**

| | |
|--|------|
| Transportation options to MDI/ANP | 2.15 |
| Alternative auto routes to MDI/ANP | 2.77 |
| Estimated auto travel time | 2.88 |
| Parking availability | 2.79 |
| Other Maine destinations | 2.92 |
| Transportation options around MDI/ANP | 2.94 |
| What to see and do in area | 3.52 |
| Hours of operation and entrance fees | 3.24 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Transportation options to get to MDI/ANP)?

| | Total | Residence | | | Non-residents' visits to MDI/ANP | | | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------------------|-------|-----------|------------|--------|----------------------------------|------------------------|-------------------------------|--------------------|------------------------------|------------|-------------------|---|--------------------------|--|--|--|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental | | | | |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 | | | | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | | | |
| Electronic signs | 225 | 225 | 160 | 65 | 173 | 15 | 26 | 11 | 62 | 50 | 26 | 25 | | | | |
| | 23% | 23% | 25% | 20% | 24% | 30% | 19% | 22% | 23% | 21% | 30% | 25% | | | | |
| Cell phone | 32 | 32 | 22 | 10 | 28 | 0 | 4 | 0 | 10 | 8 | 4 | 3 | | | | |
| | 3% | 3% | 3% | 3% | 4% | 0% | 3% | 0% | 4% | 3% | 5% | 3% | | | | |
| Informational radio station | 306 | 306 | 188 | 117 | 234 | 16 | 40 | 15 | 88 | 84 | 26 | 28 | | | | |
| | 31% | 31% | 29% | 35% | 32% | 32% | 30% | 30% | 32% | 35% | 30% | 27% | | | | |
| Electronic information kiosks | 114 | 114 | 79 | 35 | 85 | 8 | 15 | 6 | 34 | 23 | 11 | 13 | | | | |
| | 12% | 12% | 12% | 11% | 12% | 16% | 11% | 12% | 13% | 10% | 13% | 13% | | | | |
| Personal digital assistant | 32 | 32 | 20 | 12 | 27 | 1 | 3 | 1 | 7 | 11 | 4 | 4 | | | | |
| | 3% | 3% | 3% | 4% | 4% | 2% | 2% | 2% | 3% | 5% | 5% | 4% | | | | |
| Not answered | 264 | 264 | 170 | 94 | 188 | 10 | 47 | 17 | 70 | 63 | 17 | 29 | | | | |
| | 27% | 27% | 27% | 28% | 26% | 20% | 35% | 34% | 26% | 26% | 19% | 28% | | | | |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Alternative auto routes to MDI/ANP)?

| | Total | Residence Visitor | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------------------|-------|-------------------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 239 | 239 | 162 | 77 | 188 | 13 | 28 | 10 | 64 | 61 | 25 | 26 |
| | 25% | 25% | 25% | 23% | 26% | 26% | 21% | 20% | 24% | 26% | 28% | 25% |
| Cell phone | 26 | 26 | 16 | 10 | 20 | 1 | 4 | 1 | 6 | 5 | 4 | 4 |
| | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 2% | 2% | 2% | 5% | 4% |
| Informational radio station | 305 | 305 | 194 | 110 | 234 | 17 | 40 | 14 | 83 | 81 | 26 | 32 |
| | 31% | 31% | 30% | 33% | 32% | 34% | 30% | 28% | 31% | 34% | 30% | 31% |
| Electronic information kiosks | 114 | 114 | 79 | 35 | 85 | 8 | 12 | 8 | 38 | 31 | 7 | 7 |
| | 12% | 12% | 12% | 11% | 12% | 16% | 9% | 16% | 14% | 13% | 8% | 7% |
| Personal digital assistants | 33 | 33 | 23 | 10 | 29 | 0 | 4 | 0 | 11 | 7 | 4 | 5 |
| | 3% | 3% | 4% | 3% | 4% | 0% | 3% | 0% | 4% | 3% | 5% | 5% |
| Not answered | 256 | 256 | 165 | 91 | 179 | 11 | 47 | 17 | 69 | 54 | 22 | 28 |
| | 26% | 26% | 26% | 27% | 24% | 22% | 35% | 34% | 25% | 23% | 25% | 27% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Estimated auto travel time)?

| | Total | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | |
|-------------------------------|-------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 223 | 223 | 150 | 73 | 177 | 13 | 24 | 9 | 62 | 51 | 31 | 22 |
| | 23% | 23% | 23% | 22% | 24% | 26% | 18% | 18% | 23% | 21% | 35% | 22% |
| Cell phone | 40 | 40 | 19 | 21 | 31 | 0 | 7 | 2 | 9 | 13 | 4 | 4 |
| | 4% | 4% | 3% | 6% | 4% | 0% | 5% | 4% | 3% | 5% | 5% | 4% |
| Informational radio station | 303 | 303 | 196 | 106 | 226 | 21 | 39 | 17 | 84 | 77 | 24 | 31 |
| | 31% | 31% | 31% | 32% | 31% | 42% | 29% | 34% | 31% | 32% | 27% | 30% |
| Electronic information kiosks | 112 | 112 | 81 | 31 | 86 | 4 | 16 | 5 | 37 | 29 | 7 | 10 |
| | 12% | 12% | 13% | 9% | 12% | 8% | 12% | 10% | 14% | 12% | 8% | 10% |
| Personal digital assistant | 33 | 33 | 25 | 8 | 28 | 1 | 4 | 0 | 11 | 7 | 3 | 5 |
| | 3% | 3% | 4% | 2% | 4% | 2% | 3% | 0% | 4% | 3% | 3% | 5% |
| Not answered | 262 | 262 | 168 | 94 | 187 | 11 | 45 | 17 | 68 | 62 | 19 | 30 |
| | 27% | 27% | 26% | 28% | 25% | 22% | 33% | 34% | 25% | 26% | 22% | 29% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q13. How would you prefer to receive the following information on your way to MDI/ANP (Parking availability)?

| | Total | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------------------|-------|-----------|--|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 244 | 244 | | 157 | 87 | 191 | 15 | 27 | 11 | 68 | 59 | 26 | 29 |
| | 25% | 25% | | 25% | 26% | 26% | 30% | 20% | 22% | 25% | 25% | 30% | 28% |
| Cell phone | 33 | 33 | | 19 | 14 | 26 | 0 | 5 | 2 | 10 | 8 | 3 | 3 |
| | 3% | 3% | | 3% | 4% | 4% | 0% | 4% | 4% | 4% | 3% | 3% | 3% |
| Informational radio station | 285 | 285 | | 185 | 99 | 217 | 15 | 40 | 13 | 76 | 78 | 23 | 29 |
| | 29% | 29% | | 29% | 30% | 30% | 30% | 30% | 26% | 28% | 33% | 26% | 28% |
| Electronic information kiosks | 113 | 113 | | 81 | 32 | 86 | 6 | 14 | 6 | 38 | 26 | 11 | 7 |
| | 12% | 12% | | 13% | 10% | 12% | 12% | 10% | 12% | 14% | 11% | 13% | 7% |
| Personal digital assistant | 25 | 25 | | 19 | 6 | 20 | 1 | 4 | 0 | 8 | 4 | 5 | 2 |
| | 3% | 3% | | 3% | 2% | 3% | 2% | 3% | 0% | 3% | 2% | 6% | 2% |
| Not answered | 273 | 273 | | 178 | 95 | 195 | 13 | 45 | 18 | 71 | 64 | 20 | 32 |
| | 28% | 28% | | 28% | 29% | 27% | 26% | 33% | 36% | 26% | 27% | 23% | 31% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Other Maine destinations)?

| | Total | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|------------------------------|-------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 150 | 150 | 99 | 51 | 114 | 9 | 20 | 7 | 41 | 35 | 15 | 17 |
| | 15% | 15% | 15% | 15% | 16% | 18% | 15% | 14% | 15% | 15% | 17% | 17% |
| Cell phone | 31 | 31 | 19 | 12 | 25 | 0 | 4 | 2 | 7 | 7 | 4 | 4 |
| | 3% | 3% | 3% | 4% | 3% | 0% | 3% | 4% | 3% | 3% | 5% | 4% |
| Informational radio station | 322 | 322 | 209 | 112 | 249 | 18 | 41 | 14 | 93 | 82 | 28 | 32 |
| | 33% | 33% | 33% | 34% | 34% | 36% | 30% | 28% | 34% | 34% | 32% | 31% |
| Electronic information kiosk | 156 | 156 | 108 | 48 | 119 | 7 | 19 | 10 | 52 | 35 | 15 | 14 |
| | 16% | 16% | 17% | 14% | 16% | 14% | 14% | 20% | 19% | 15% | 17% | 14% |
| Personal digital assistant | 40 | 40 | 27 | 13 | 33 | 1 | 5 | 1 | 10 | 13 | 6 | 2 |
| | 4% | 4% | 4% | 4% | 4% | 2% | 4% | 2% | 4% | 5% | 7% | 2% |
| Not answered | 274 | 274 | 177 | 97 | 195 | 15 | 46 | 16 | 68 | 67 | 20 | 33 |
| | 28% | 28% | 28% | 29% | 27% | 30% | 34% | 32% | 25% | 28% | 23% | 32% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Transportation options to get around MDI/ANP)?

| | Total | Residence | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------------------|-------|-----------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 185 | 185 | 124 | 61 | 145 | 11 | 23 | 6 | 55 | 45 | 15 | 19 |
| | 19% | 19% | 19% | 18% | 20% | 22% | 17% | 12% | 20% | 19% | 17% | 19% |
| Cell phone | 23 | 23 | 12 | 11 | 16 | 1 | 4 | 2 | 4 | 5 | 4 | 3 |
| | 2% | 2% | 2% | 3% | 2% | 2% | 3% | 4% | 1% | 2% | 5% | 3% |
| Informational radio station | 287 | 287 | 184 | 102 | 221 | 14 | 39 | 13 | 72 | 79 | 28 | 30 |
| | 29% | 29% | 29% | 31% | 30% | 28% | 29% | 26% | 27% | 33% | 32% | 29% |
| Electronic information kiosks | 172 | 172 | 120 | 52 | 131 | 10 | 18 | 12 | 53 | 39 | 19 | 17 |
| | 18% | 18% | 19% | 16% | 18% | 20% | 13% | 24% | 20% | 16% | 22% | 17% |
| Personal digital assistant | 33 | 33 | 21 | 12 | 27 | 2 | 4 | 0 | 10 | 9 | 4 | 3 |
| | 3% | 3% | 3% | 4% | 4% | 4% | 3% | 0% | 4% | 4% | 5% | 3% |
| Not answered | 273 | 273 | 178 | 95 | 195 | 12 | 47 | 17 | 77 | 62 | 18 | 30 |
| | 28% | 28% | 28% | 29% | 27% | 24% | 35% | 34% | 28% | 26% | 20% | 29% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (What there is to see and do in that area)?

| | Total | Residence Visitor | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------------------|-------|-------------------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 143 | 143 | 97 | 46 | 108 | 10 | 19 | 6 | 42 | 29 | 14 | 16 |
| | 15% | 15% | 15% | 14% | 15% | 20% | 14% | 12% | 15% | 12% | 16% | 16% |
| Cell phone | 18 | 18 | 7 | 11 | 12 | 0 | 5 | 1 | 1 | 5 | 3 | 3 |
| | 2% | 2% | 1% | 3% | 2% | 0% | 4% | 2% | 0% | 2% | 3% | 3% |
| Informational radio station | 319 | 319 | 212 | 106 | 244 | 17 | 43 | 15 | 87 | 87 | 27 | 31 |
| | 33% | 33% | 33% | 32% | 33% | 34% | 32% | 30% | 32% | 36% | 31% | 30% |
| Electronic information kiosks | 197 | 197 | 131 | 66 | 157 | 10 | 19 | 10 | 65 | 43 | 22 | 19 |
| | 20% | 20% | 21% | 20% | 21% | 20% | 14% | 20% | 24% | 18% | 25% | 19% |
| Personal digital assistant | 53 | 53 | 36 | 17 | 43 | 2 | 6 | 2 | 13 | 15 | 7 | 6 |
| | 5% | 5% | 6% | 5% | 6% | 4% | 4% | 4% | 5% | 6% | 8% | 6% |
| Not answered | 243 | 243 | 156 | 87 | 171 | 11 | 43 | 16 | 63 | 60 | 15 | 27 |
| | 25% | 25% | 24% | 26% | 23% | 22% | 32% | 32% | 23% | 25% | 17% | 26% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Hours of operation and entrance fees to sites on MDI/ANP)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|------------------------------|------|-----------|--|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Visitor | | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 973 | 973 | | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 201 | 201 | | 139 | 62 | 152 | 14 | 25 | 10 | 53 | 43 | 21 | 25 |
| | 21% | 21% | | 22% | 19% | 21% | 28% | 19% | 20% | 20% | 18% | 24% | 25% |
| Cell phone | 28 | 28 | | 11 | 17 | 21 | 0 | 6 | 1 | 4 | 8 | 4 | 4 |
| | 3% | 3% | | 2% | 5% | 3% | 0% | 4% | 2% | 1% | 3% | 5% | 4% |
| Informational radio station | 287 | 287 | | 186 | 100 | 222 | 14 | 38 | 13 | 77 | 77 | 28 | 28 |
| | 29% | 29% | | 29% | 30% | 30% | 28% | 28% | 26% | 28% | 32% | 32% | 27% |
| Electronic information kiosk | 150 | 150 | | 103 | 47 | 116 | 10 | 15 | 8 | 52 | 38 | 10 | 13 |
| | 15% | 15% | | 16% | 14% | 16% | 20% | 11% | 16% | 19% | 16% | 11% | 13% |
| Personal digital assistant | 41 | 41 | | 29 | 12 | 34 | 1 | 6 | 0 | 12 | 9 | 6 | 4 |
| | 4% | 4% | | 5% | 4% | 5% | 2% | 4% | 0% | 4% | 4% | 7% | 4% |
| Not answered | 266 | 266 | | 171 | 95 | 190 | 11 | 45 | 18 | 73 | 64 | 19 | 28 |
| | 27% | 27% | | 27% | 29% | 26% | 22% | 33% | 36% | 27% | 27% | 22% | 27% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Parking availability in ANP)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 81 | 5 | 76 | 38 | 38 | 53 | 1 | 14 | 7 | 15 | 15 | 8 | 13 |
| | 8% | 5% | 8% | 6% | 11% | 7% | 2% | 10% | 14% | 6% | 6% | 9% | 13% |
| Not very useful | 74 | 2 | 72 | 46 | 26 | 63 | 0 | 5 | 3 | 25 | 26 | 8 | 2 |
| | 7% | 2% | 7% | 7% | 8% | 9% | 0% | 4% | 6% | 9% | 11% | 9% | 2% |
| Somewhat useful | 281 | 21 | 260 | 183 | 76 | 211 | 12 | 25 | 12 | 82 | 74 | 18 | 25 |
| | 26% | 21% | 27% | 29% | 23% | 29% | 24% | 19% | 24% | 30% | 31% | 20% | 25% |
| Very useful | 342 | 40 | 302 | 207 | 95 | 217 | 22 | 45 | 17 | 83 | 67 | 28 | 26 |
| | 32% | 41% | 31% | 32% | 29% | 30% | 44% | 33% | 34% | 31% | 28% | 32% | 25% |
| Extremely useful | 172 | 24 | 148 | 88 | 60 | 109 | 8 | 28 | 3 | 38 | 31 | 17 | 20 |
| | 16% | 24% | 15% | 14% | 18% | 15% | 16% | 21% | 6% | 14% | 13% | 19% | 20% |
| Not answered | 121 | 6 | 115 | 77 | 38 | 82 | 7 | 18 | 8 | 28 | 26 | 9 | 16 |
| | 11% | 6% | 12% | 12% | 11% | 11% | 14% | 13% | 16% | 10% | 11% | 10% | 16% |
| Mean | 3.47 | 3.83 | 3.44 | 3.46 | 3.38 | 3.41 | 3.84 | 3.58 | 3.14 | 3.43 | 3.34 | 3.48 | 3.44 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Parking availability in MDI towns)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 84 | 8 | 76 | 37 | 39 | 51 | 4 | 14 | 6 | 17 | 14 | 7 | 11 |
| | 8% | 8% | 8% | 6% | 12% | 7% | 8% | 10% | 12% | 6% | 6% | 8% | 11% |
| Not very useful | 92 | 8 | 84 | 53 | 31 | 67 | 1 | 11 | 4 | 24 | 29 | 5 | 7 |
| | 9% | 8% | 9% | 8% | 9% | 9% | 2% | 8% | 8% | 9% | 12% | 6% | 7% |
| Somewhat useful | 273 | 16 | 257 | 176 | 80 | 208 | 14 | 22 | 13 | 79 | 71 | 26 | 22 |
| | 25% | 16% | 26% | 28% | 24% | 28% | 28% | 16% | 26% | 29% | 30% | 30% | 22% |
| Very useful | 323 | 37 | 286 | 200 | 86 | 206 | 17 | 48 | 14 | 76 | 61 | 26 | 29 |
| | 30% | 38% | 29% | 31% | 26% | 28% | 34% | 36% | 28% | 28% | 26% | 30% | 28% |
| Extremely useful | 170 | 23 | 147 | 92 | 55 | 113 | 7 | 21 | 6 | 40 | 37 | 17 | 17 |
| | 16% | 23% | 15% | 14% | 17% | 15% | 14% | 16% | 12% | 15% | 15% | 19% | 17% |
| Not answered | 129 | 6 | 123 | 81 | 42 | 90 | 7 | 19 | 7 | 35 | 27 | 7 | 16 |
| | 12% | 6% | 13% | 13% | 13% | 12% | 14% | 14% | 14% | 13% | 11% | 8% | 16% |
| Mean | 3.43 | 3.64 | 3.40 | 3.46 | 3.30 | 3.41 | 3.51 | 3.44 | 3.23 | 3.42 | 3.37 | 3.51 | 3.40 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Current traffic situation)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 75 | 12 | 63 | 33 | 30 | 44 | 2 | 12 | 4 | 13 | 16 | 5 | 10 |
| | 7% | 12% | 6% | 5% | 9% | 6% | 4% | 9% | 8% | 5% | 7% | 6% | 10% |
| Not very useful | 66 | 7 | 59 | 42 | 17 | 51 | 1 | 2 | 4 | 19 | 17 | 5 | 6 |
| | 6% | 7% | 6% | 7% | 5% | 7% | 2% | 1% | 8% | 7% | 7% | 6% | 6% |
| Somewhat useful | 297 | 32 | 265 | 176 | 89 | 217 | 13 | 21 | 14 | 80 | 76 | 26 | 26 |
| | 28% | 33% | 27% | 28% | 27% | 30% | 26% | 16% | 28% | 30% | 32% | 30% | 25% |
| Very useful | 322 | 25 | 297 | 203 | 93 | 215 | 17 | 50 | 14 | 84 | 63 | 30 | 25 |
| | 30% | 26% | 31% | 32% | 28% | 29% | 34% | 37% | 28% | 31% | 26% | 34% | 25% |
| Extremely useful | 176 | 12 | 164 | 101 | 63 | 122 | 9 | 28 | 5 | 43 | 40 | 14 | 20 |
| | 16% | 12% | 17% | 16% | 19% | 17% | 18% | 21% | 10% | 16% | 17% | 16% | 20% |
| Not answered | 135 | 10 | 125 | 84 | 41 | 86 | 8 | 22 | 9 | 32 | 27 | 8 | 15 |
| | 13% | 10% | 13% | 13% | 12% | 12% | 16% | 16% | 18% | 12% | 11% | 9% | 15% |
| Mean | 3.49 | 3.20 | 3.52 | 3.54 | 3.49 | 3.49 | 3.71 | 3.71 | 3.29 | 3.52 | 3.44 | 3.54 | 3.45 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Current estimated travel time)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 102 | 16 | 86 | 41 | 45 | 63 | 4 | 12 | 6 | 19 | 25 | 7 | 11 |
| | 10% | 16% | 9% | 6% | 14% | 9% | 8% | 9% | 12% | 7% | 10% | 8% | 11% |
| Not very useful | 115 | 12 | 103 | 61 | 42 | 85 | 2 | 10 | 5 | 30 | 35 | 9 | 9 |
| | 11% | 12% | 11% | 10% | 13% | 12% | 4% | 7% | 10% | 11% | 15% | 10% | 9% |
| Somewhat useful | 290 | 26 | 264 | 178 | 86 | 210 | 13 | 27 | 14 | 73 | 67 | 28 | 28 |
| | 27% | 27% | 27% | 28% | 26% | 29% | 26% | 20% | 28% | 27% | 28% | 32% | 27% |
| Very useful | 294 | 22 | 272 | 193 | 78 | 196 | 19 | 42 | 14 | 83 | 52 | 26 | 24 |
| | 27% | 22% | 28% | 30% | 23% | 27% | 38% | 31% | 28% | 31% | 22% | 30% | 24% |
| Extremely useful | 118 | 10 | 108 | 77 | 31 | 82 | 5 | 19 | 2 | 29 | 26 | 10 | 13 |
| | 11% | 10% | 11% | 12% | 9% | 11% | 10% | 14% | 4% | 11% | 11% | 11% | 13% |
| Not answered | 152 | 12 | 140 | 89 | 51 | 99 | 7 | 25 | 9 | 37 | 34 | 8 | 17 |
| | 14% | 12% | 14% | 14% | 15% | 13% | 14% | 19% | 18% | 14% | 14% | 9% | 17% |
| Mean | 3.23 | 2.98 | 3.26 | 3.37 | 3.03 | 3.23 | 3.44 | 3.42 | 3.02 | 3.31 | 3.09 | 3.29 | 3.22 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Island shuttle buses - routes, schedule information)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 117 | 6 | 111 | 66 | 45 | 83 | 3 | 13 | 11 | 33 | 21 | 13 | 13 |
| | 11% | 6% | 11% | 10% | 14% | 11% | 6% | 10% | 22% | 12% | 9% | 15% | 13% |
| Not very useful | 112 | 2 | 110 | 78 | 32 | 84 | 3 | 18 | 5 | 28 | 29 | 12 | 11 |
| | 10% | 2% | 11% | 12% | 10% | 11% | 6% | 13% | 10% | 10% | 12% | 14% | 11% |
| Somewhat useful | 213 | 8 | 205 | 135 | 70 | 154 | 12 | 27 | 12 | 53 | 62 | 9 | 21 |
| | 20% | 8% | 21% | 21% | 21% | 21% | 24% | 20% | 24% | 20% | 26% | 10% | 21% |
| Very useful | 286 | 32 | 254 | 166 | 87 | 193 | 15 | 34 | 10 | 79 | 47 | 26 | 31 |
| | 27% | 33% | 26% | 26% | 26% | 26% | 30% | 25% | 20% | 29% | 20% | 30% | 30% |
| Extremely useful | 194 | 41 | 153 | 95 | 58 | 126 | 6 | 16 | 5 | 38 | 52 | 21 | 11 |
| | 18% | 42% | 16% | 15% | 17% | 17% | 12% | 12% | 10% | 14% | 22% | 24% | 11% |
| Not answered | 149 | 9 | 140 | 99 | 41 | 95 | 11 | 27 | 7 | 40 | 28 | 7 | 15 |
| | 14% | 9% | 14% | 15% | 12% | 13% | 22% | 20% | 14% | 15% | 12% | 8% | 15% |
| Mean | 3.36 | 4.12 | 3.27 | 3.27 | 3.28 | 3.30 | 3.46 | 3.20 | 2.84 | 3.26 | 3.38 | 3.37 | 3.18 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Acadia National Park ranger programs)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 66 | 5 | 61 | 35 | 26 | 36 | 4 | 14 | 7 | 13 | 12 | 4 | 6 |
| | 6% | 5% | 6% | 5% | 8% | 5% | 8% | 10% | 14% | 5% | 5% | 5% | 6% |
| Not very useful | 93 | 4 | 89 | 58 | 31 | 71 | 2 | 13 | 3 | 23 | 27 | 11 | 5 |
| | 9% | 4% | 9% | 9% | 9% | 10% | 4% | 10% | 6% | 8% | 11% | 13% | 5% |
| Somewhat useful | 246 | 25 | 221 | 147 | 74 | 172 | 10 | 22 | 15 | 63 | 57 | 20 | 23 |
| | 23% | 26% | 23% | 23% | 22% | 23% | 20% | 16% | 30% | 23% | 24% | 23% | 23% |
| Very useful | 321 | 31 | 290 | 195 | 94 | 223 | 19 | 34 | 13 | 89 | 70 | 24 | 30 |
| | 30% | 32% | 30% | 31% | 28% | 30% | 38% | 25% | 26% | 33% | 29% | 27% | 29% |
| Extremely useful | 204 | 25 | 179 | 114 | 65 | 145 | 7 | 24 | 3 | 45 | 47 | 24 | 24 |
| | 19% | 26% | 18% | 18% | 20% | 20% | 14% | 18% | 6% | 17% | 20% | 27% | 24% |
| Not answered | 141 | 8 | 133 | 90 | 43 | 88 | 8 | 28 | 9 | 38 | 26 | 5 | 14 |
| | 13% | 8% | 14% | 14% | 13% | 12% | 16% | 21% | 18% | 14% | 11% | 6% | 14% |
| Mean | 3.54 | 3.74 | 3.52 | 3.54 | 3.49 | 3.57 | 3.55 | 3.38 | 3.05 | 3.56 | 3.53 | 3.64 | 3.69 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Guided tours)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 97 | 11 | 86 | 45 | 41 | 55 | 6 | 16 | 9 | 16 | 22 | 8 | 8 |
| | 9% | 11% | 9% | 7% | 12% | 7% | 12% | 12% | 18% | 6% | 9% | 9% | 8% |
| Not very useful | 131 | 13 | 118 | 74 | 44 | 95 | 2 | 15 | 6 | 27 | 40 | 10 | 10 |
| | 12% | 13% | 12% | 12% | 13% | 13% | 4% | 11% | 12% | 10% | 17% | 11% | 10% |
| Somewhat useful | 261 | 16 | 245 | 155 | 90 | 190 | 11 | 29 | 15 | 64 | 72 | 25 | 23 |
| | 24% | 16% | 25% | 24% | 27% | 26% | 22% | 21% | 30% | 24% | 30% | 28% | 23% |
| Very useful | 292 | 31 | 261 | 188 | 72 | 203 | 17 | 30 | 9 | 89 | 53 | 22 | 28 |
| | 27% | 32% | 27% | 29% | 22% | 28% | 34% | 22% | 18% | 33% | 22% | 25% | 27% |
| Extremely useful | 149 | 16 | 133 | 90 | 43 | 102 | 7 | 21 | 2 | 35 | 27 | 17 | 17 |
| | 14% | 16% | 14% | 14% | 13% | 14% | 14% | 16% | 4% | 13% | 11% | 19% | 17% |
| Not answered | 141 | 11 | 130 | 87 | 43 | 90 | 7 | 24 | 9 | 40 | 25 | 6 | 16 |
| | 13% | 11% | 13% | 14% | 13% | 12% | 14% | 18% | 18% | 15% | 10% | 7% | 16% |
| Mean | 3.28 | 3.32 | 3.28 | 3.37 | 3.11 | 3.31 | 3.40 | 3.23 | 2.73 | 3.43 | 3.11 | 3.37 | 3.42 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Shopping/restaurants)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 76 | 9 | 67 | 33 | 34 | 38 | 6 | 13 | 10 | 9 | 16 | 5 | 7 |
| | 7% | 9% | 7% | 5% | 10% | 5% | 12% | 10% | 20% | 3% | 7% | 6% | 7% |
| Not very useful | 102 | 10 | 92 | 63 | 29 | 70 | 4 | 11 | 5 | 21 | 34 | 9 | 6 |
| | 10% | 10% | 9% | 10% | 9% | 10% | 8% | 8% | 10% | 8% | 14% | 10% | 6% |
| Somewhat useful | 295 | 33 | 262 | 178 | 84 | 209 | 10 | 31 | 12 | 84 | 76 | 16 | 22 |
| | 28% | 34% | 27% | 28% | 25% | 28% | 20% | 23% | 24% | 31% | 32% | 18% | 22% |
| Very useful | 322 | 21 | 301 | 197 | 103 | 228 | 18 | 42 | 12 | 87 | 61 | 33 | 33 |
| | 30% | 21% | 31% | 31% | 31% | 31% | 36% | 31% | 24% | 32% | 26% | 38% | 32% |
| Extremely useful | 140 | 18 | 122 | 84 | 38 | 99 | 4 | 16 | 3 | 38 | 21 | 19 | 16 |
| | 13% | 18% | 13% | 13% | 11% | 13% | 8% | 12% | 6% | 14% | 9% | 22% | 16% |
| Not answered | 136 | 7 | 129 | 84 | 45 | 91 | 8 | 22 | 8 | 32 | 31 | 6 | 18 |
| | 13% | 7% | 13% | 13% | 14% | 12% | 16% | 16% | 16% | 12% | 13% | 7% | 18% |
| Mean | 3.37 | 3.32 | 3.38 | 3.43 | 3.28 | 3.43 | 3.24 | 3.33 | 2.83 | 3.52 | 3.18 | 3.63 | 3.54 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Cultural events/museums)?

| | Total | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|-------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 60 | 3 | 57 | 31 | 26 | 31 | 5 | 15 | 6 | 11 | 7 | 5 | 6 |
| | 6% | 3% | 6% | 5% | 8% | 4% | 10% | 11% | 12% | 4% | 3% | 6% | 6% |
| Not very useful | 92 | 6 | 86 | 59 | 27 | 69 | 4 | 7 | 4 | 25 | 32 | 7 | 4 |
| | 9% | 6% | 9% | 9% | 8% | 9% | 8% | 5% | 8% | 9% | 13% | 8% | 4% |
| Somewhat useful | 284 | 26 | 258 | 176 | 82 | 202 | 13 | 28 | 15 | 85 | 71 | 15 | 20 |
| | 27% | 27% | 27% | 28% | 25% | 27% | 26% | 21% | 30% | 31% | 30% | 17% | 20% |
| Very useful | 341 | 31 | 310 | 199 | 110 | 237 | 16 | 42 | 14 | 82 | 74 | 37 | 32 |
| | 32% | 32% | 32% | 31% | 33% | 32% | 32% | 31% | 28% | 30% | 31% | 42% | 31% |
| Extremely useful | 147 | 25 | 122 | 75 | 47 | 94 | 3 | 22 | 3 | 30 | 23 | 16 | 21 |
| | 14% | 26% | 13% | 12% | 14% | 13% | 6% | 16% | 6% | 11% | 10% | 18% | 21% |
| Not answered | 147 | 7 | 140 | 99 | 41 | 102 | 9 | 21 | 8 | 38 | 32 | 8 | 19 |
| | 14% | 7% | 14% | 15% | 12% | 14% | 18% | 16% | 16% | 14% | 13% | 9% | 19% |
| Mean | 3.46 | 3.76 | 3.42 | 3.42 | 3.43 | 3.46 | 3.20 | 3.43 | 3.10 | 3.41 | 3.36 | 3.65 | 3.70 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Bicycling routes)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 170 | 11 | 159 | 103 | 56 | 113 | 9 | 24 | 12 | 45 | 33 | 13 | 17 |
| | 16% | 11% | 16% | 16% | 17% | 15% | 18% | 18% | 24% | 17% | 14% | 15% | 17% |
| Not very useful | 105 | 3 | 102 | 71 | 31 | 78 | 3 | 17 | 3 | 35 | 23 | 8 | 8 |
| | 10% | 3% | 10% | 11% | 9% | 11% | 6% | 13% | 6% | 13% | 10% | 9% | 8% |
| Somewhat useful | 196 | 17 | 179 | 120 | 59 | 134 | 10 | 23 | 12 | 58 | 36 | 18 | 17 |
| | 18% | 17% | 18% | 19% | 18% | 18% | 20% | 17% | 24% | 21% | 15% | 20% | 17% |
| Very useful | 280 | 33 | 247 | 159 | 87 | 195 | 15 | 25 | 11 | 63 | 72 | 22 | 28 |
| | 26% | 34% | 25% | 25% | 26% | 27% | 30% | 19% | 22% | 23% | 30% | 25% | 27% |
| Extremely useful | 186 | 29 | 157 | 95 | 62 | 127 | 3 | 23 | 4 | 32 | 52 | 20 | 16 |
| | 17% | 30% | 16% | 15% | 19% | 17% | 6% | 17% | 8% | 12% | 22% | 23% | 16% |
| Not answered | 134 | 5 | 129 | 91 | 38 | 88 | 10 | 23 | 8 | 38 | 23 | 7 | 16 |
| | 13% | 5% | 13% | 14% | 11% | 12% | 20% | 17% | 16% | 14% | 10% | 8% | 16% |
| Mean | 3.22 | 3.71 | 3.17 | 3.13 | 3.23 | 3.22 | 3.00 | 3.05 | 2.81 | 3.01 | 3.40 | 3.35 | 3.21 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Hiking trails)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 92 | 5 | 87 | 57 | 30 | 55 | 6 | 18 | 7 | 18 | 20 | 5 | 9 |
| | 9% | 5% | 9% | 9% | 9% | 7% | 12% | 13% | 14% | 7% | 8% | 6% | 9% |
| Not very useful | 59 | 1 | 58 | 42 | 16 | 41 | 4 | 8 | 4 | 18 | 12 | 6 | 4 |
| | 6% | 1% | 6% | 7% | 5% | 6% | 8% | 6% | 8% | 7% | 5% | 7% | 4% |
| Somewhat useful | 176 | 14 | 162 | 116 | 46 | 117 | 11 | 19 | 15 | 58 | 31 | 12 | 10 |
| | 16% | 14% | 17% | 18% | 14% | 16% | 22% | 14% | 30% | 21% | 13% | 14% | 10% |
| Very useful | 336 | 29 | 307 | 199 | 107 | 236 | 14 | 45 | 11 | 85 | 74 | 26 | 39 |
| | 31% | 30% | 32% | 31% | 32% | 32% | 28% | 33% | 22% | 31% | 31% | 30% | 38% |
| Extremely useful | 285 | 43 | 242 | 143 | 99 | 206 | 7 | 24 | 5 | 63 | 77 | 32 | 26 |
| | 27% | 44% | 25% | 22% | 30% | 28% | 14% | 18% | 10% | 23% | 32% | 36% | 25% |
| Not answered | 123 | 6 | 117 | 82 | 35 | 80 | 8 | 21 | 8 | 29 | 25 | 7 | 14 |
| | 11% | 6% | 12% | 13% | 11% | 11% | 16% | 16% | 16% | 11% | 10% | 8% | 14% |
| Mean | 3.70 | 4.13 | 3.65 | 3.59 | 3.77 | 3.76 | 3.29 | 3.43 | 3.07 | 3.65 | 3.82 | 3.91 | 3.78 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Ferry routes and schedules)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 109 | 5 | 104 | 61 | 43 | 74 | 5 | 16 | 7 | 30 | 29 | 6 | 9 |
| | 10% | 5% | 11% | 10% | 13% | 10% | 10% | 12% | 14% | 11% | 12% | 7% | 9% |
| Not very useful | 89 | 3 | 86 | 56 | 30 | 73 | 2 | 5 | 6 | 33 | 19 | 8 | 7 |
| | 8% | 3% | 9% | 9% | 9% | 10% | 4% | 4% | 12% | 12% | 8% | 9% | 7% |
| Somewhat useful | 269 | 24 | 245 | 171 | 74 | 188 | 13 | 29 | 15 | 71 | 65 | 25 | 18 |
| | 25% | 24% | 25% | 27% | 22% | 26% | 26% | 21% | 30% | 26% | 27% | 28% | 18% |
| Very useful | 314 | 34 | 280 | 190 | 89 | 205 | 18 | 46 | 10 | 76 | 62 | 27 | 29 |
| | 29% | 35% | 29% | 30% | 27% | 28% | 36% | 34% | 20% | 28% | 26% | 31% | 28% |
| Extremely useful | 150 | 25 | 125 | 72 | 53 | 104 | 4 | 14 | 3 | 30 | 33 | 16 | 19 |
| | 14% | 26% | 13% | 11% | 16% | 14% | 8% | 10% | 6% | 11% | 14% | 18% | 19% |
| Not answered | 140 | 7 | 133 | 89 | 44 | 91 | 8 | 25 | 9 | 31 | 31 | 6 | 20 |
| | 13% | 7% | 14% | 14% | 13% | 12% | 16% | 19% | 18% | 11% | 13% | 7% | 20% |
| Mean | 3.33 | 3.78 | 3.28 | 3.28 | 3.27 | 3.30 | 3.33 | 3.34 | 2.90 | 3.18 | 3.25 | 3.48 | 3.51 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q14. How useful would it be to have the following information while visiting MDI/ANP (Calendar of events)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 55 | 2 | 53 | 27 | 26 | 29 | 3 | 15 | 5 | 12 | 10 | 0 | 7 |
| | 5% | 2% | 5% | 4% | 8% | 4% | 6% | 11% | 10% | 4% | 4% | 0% | 7% |
| Not very useful | 43 | 1 | 42 | 32 | 10 | 31 | 4 | 5 | 2 | 13 | 11 | 2 | 1 |
| | 4% | 1% | 4% | 5% | 3% | 4% | 8% | 4% | 4% | 5% | 5% | 2% | 1% |
| Somewhat useful | 205 | 14 | 191 | 131 | 60 | 148 | 10 | 17 | 15 | 57 | 52 | 18 | 14 |
| | 19% | 14% | 20% | 21% | 18% | 20% | 20% | 13% | 30% | 21% | 22% | 20% | 14% |
| Very useful | 390 | 43 | 347 | 233 | 113 | 265 | 19 | 45 | 17 | 102 | 83 | 34 | 33 |
| | 36% | 44% | 36% | 36% | 34% | 36% | 38% | 33% | 34% | 38% | 35% | 39% | 32% |
| Extremely useful | 269 | 32 | 237 | 144 | 93 | 195 | 6 | 32 | 4 | 65 | 61 | 29 | 33 |
| | 25% | 33% | 24% | 23% | 28% | 27% | 12% | 24% | 8% | 24% | 26% | 33% | 32% |
| Not answered | 109 | 6 | 103 | 72 | 31 | 67 | 8 | 21 | 7 | 22 | 22 | 5 | 14 |
| | 10% | 6% | 11% | 11% | 9% | 9% | 16% | 16% | 14% | 8% | 9% | 6% | 14% |
| Mean | 3.81 | 4.11 | 3.77 | 3.77 | 3.78 | 3.85 | 3.50 | 3.65 | 3.30 | 3.78 | 3.80 | 4.08 | 3.95 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Summary Means for Q14 - How useful would it have been to have the following information while visiting MDI/ANP?

| | |
|-----------------------------------|------|
| Parking availability in ANP | 3.47 |
| Parking availability in MDI towns | 3.43 |
| Current traffic situation | 3.49 |
| Current estimated travel time | 3.23 |
| Island shuttle buses | 3.36 |
| ANP ranger programs | 3.54 |
| Guided tours | 3.28 |
| Shopping/restaurants | 3.37 |
| Cultural events/museums | 3.46 |
| Bicycling routes | 3.22 |
| Hiking trails | 3.70 |
| Ferry routes and schedules | 3.33 |
| Calendar of events | 3.81 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Summary Table for Q14: Respondents who rated the following topics as extremely/very important

| | Total | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | |
|---------------------------------|-------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| | | | | | | | | | | | | | |
| Total | 6523 | 732 | 5791 | 3799 | 1981 | 4443 | 302 | 816 | 214 | 1604 | 1366 | 613 | 640 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Real-time transportation issues | 1917 | 193 | 1724 | 1161 | 561 | 1260 | 104 | 281 | 75 | 476 | 377 | 168 | 174 |
| | 29% | 26% | 30% | 31% | 28% | 28% | 34% | 34% | 35% | 30% | 28% | 27% | 27% |
| Other transportation issues | 1410 | 194 | 1216 | 777 | 436 | 950 | 61 | 158 | 43 | 318 | 318 | 132 | 134 |
| | 22% | 27% | 21% | 20% | 22% | 21% | 20% | 19% | 20% | 20% | 23% | 22% | 21% |
| Other information | 3196 | 345 | 2851 | 1861 | 984 | 2233 | 137 | 377 | 96 | 810 | 671 | 313 | 332 |
| | 49% | 47% | 49% | 49% | 50% | 50% | 45% | 46% | 45% | 50% | 49% | 51% | 52% |

Information Systems and Visitors to Acadia/Mount Desert Island

Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q15. While you are in the area, which of these methods do you use for information about the area?

| | Total | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|---|-------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Guide book/printed materials | 758 | 59 | 699 | 463 | 236 | 566 | 31 | 73 | 27 | 213 | 180 | 74 | 74 |
| | 71% | 60% | 72% | 72% | 71% | 77% | 62% | 54% | 54% | 79% | 75% | 84% | 73% |
| Acadia National Park Visitors Centers | 694 | 47 | 647 | 430 | 217 | 501 | 35 | 79 | 30 | 185 | 180 | 53 | 61 |
| | 65% | 48% | 66% | 67% | 65% | 68% | 70% | 59% | 60% | 68% | 75% | 60% | 60% |
| People in the area | 562 | 66 | 496 | 338 | 158 | 402 | 19 | 55 | 19 | 139 | 126 | 64 | 58 |
| | 52% | 67% | 51% | 53% | 47% | 55% | 38% | 41% | 38% | 51% | 53% | 73% | 57% |
| Information center kiosks | 431 | 30 | 401 | 271 | 130 | 303 | 22 | 57 | 19 | 117 | 95 | 41 | 33 |
| | 40% | 31% | 41% | 42% | 39% | 41% | 44% | 42% | 38% | 43% | 40% | 47% | 32% |
| Local cable TV stations | 209 | 26 | 183 | 117 | 66 | 148 | 11 | 16 | 7 | 89 | 20 | 9 | 21 |
| | 20% | 27% | 19% | 18% | 20% | 20% | 22% | 12% | 14% | 33% | 8% | 10% | 21% |
| Chambers of Commerce | 191 | 35 | 156 | 100 | 56 | 126 | 6 | 18 | 5 | 51 | 36 | 19 | 16 |
| | 18% | 36% | 16% | 16% | 17% | 17% | 12% | 13% | 10% | 19% | 15% | 22% | 16% |
| Informational radio stations | 148 | 12 | 136 | 89 | 47 | 105 | 9 | 13 | 9 | 32 | 43 | 10 | 18 |
| | 14% | 12% | 14% | 14% | 14% | 14% | 18% | 10% | 18% | 12% | 18% | 11% | 18% |
| Kiosks or computers at your hotel or campground | 131 | 11 | 120 | 79 | 41 | 102 | 7 | 9 | 2 | 47 | 38 | 7 | 7 |
| | 12% | 11% | 12% | 12% | 12% | 14% | 14% | 7% | 4% | 17% | 16% | 8% | 7% |
| Electronic signs | 104 | 2 | 102 | 68 | 34 | 84 | 4 | 11 | 3 | 30 | 26 | 11 | 14 |
| | 10% | 2% | 10% | 11% | 10% | 11% | 8% | 8% | 6% | 11% | 11% | 13% | 14% |
| Commercial radio stations | 109 | 21 | 88 | 45 | 43 | 64 | 5 | 11 | 8 | 15 | 24 | 7 | 14 |
| | 10% | 21% | 9% | 7% | 13% | 9% | 10% | 8% | 16% | 6% | 10% | 8% | 14% |
| Personal computer/Internet | 60 | 10 | 50 | 28 | 22 | 37 | 5 | 4 | 4 | 10 | 7 | 6 | 12 |
| | 6% | 10% | 5% | 4% | 7% | 5% | 10% | 3% | 8% | 4% | 3% | 7% | 12% |
| Not answered | 42 | 9 | 33 | 21 | 11 | 17 | 2 | 8 | 5 | 6 | 6 | 0 | 5 |
| | 4% | 9% | 3% | 3% | 3% | 2% | 4% | 6% | 10% | 2% | 3% | 0% | 5% |
| Other | 18 | 2 | 16 | 8 | 8 | 9 | 3 | 2 | 2 | 1 | 5 | 1 | 2 |
| | 2% | 2% | 2% | 1% | 2% | 1% | 6% | 1% | 4% | 0% | 2% | 1% | 2% |
| Personal Digital Assistant | 11 | 1 | 10 | 3 | 7 | 8 | 0 | 2 | 0 | 3 | 2 | 0 | 3 |
| | 1% | 1% | 1% | 0% | 2% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 3% |
| Signs | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Information center kiosks).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 80 | 13 | 67 | 35 | 32 | 49 | 2 | 11 | 3 | 12 | 23 | 6 | 9 |
| | 7% | 13% | 7% | 5% | 10% | 7% | 4% | 8% | 6% | 4% | 10% | 7% | 9% |
| Not very useful | 65 | 8 | 57 | 32 | 25 | 48 | 2 | 4 | 3 | 22 | 16 | 3 | 6 |
| | 6% | 8% | 6% | 5% | 8% | 7% | 4% | 3% | 6% | 8% | 7% | 3% | 6% |
| Somewhat useful | 284 | 29 | 255 | 168 | 87 | 197 | 9 | 32 | 17 | 70 | 59 | 26 | 30 |
| | 27% | 30% | 26% | 26% | 26% | 27% | 18% | 24% | 34% | 26% | 25% | 30% | 29% |
| Very useful | 316 | 16 | 300 | 205 | 94 | 227 | 19 | 42 | 12 | 86 | 78 | 28 | 24 |
| | 30% | 16% | 31% | 32% | 28% | 31% | 38% | 31% | 24% | 32% | 33% | 32% | 24% |
| Extremely useful | 128 | 12 | 116 | 82 | 34 | 93 | 8 | 13 | 2 | 32 | 26 | 17 | 13 |
| | 12% | 12% | 12% | 13% | 10% | 13% | 16% | 10% | 4% | 12% | 11% | 19% | 13% |
| Not answered | 198 | 20 | 178 | 117 | 61 | 121 | 10 | 33 | 13 | 49 | 37 | 8 | 20 |
| | 18% | 20% | 18% | 18% | 18% | 16% | 20% | 24% | 26% | 18% | 15% | 9% | 20% |
| Mean | 3.40 | 3.08 | 3.43 | 3.51 | 3.27 | 3.43 | 3.73 | 3.41 | 3.19 | 3.47 | 3.34 | 3.59 | 3.32 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Kiosks or computers in your hotel or campground).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 157 | 20 | 137 | 80 | 57 | 97 | 7 | 22 | 9 | 23 | 41 | 16 | 18 |
| | 15% | 20% | 14% | 13% | 17% | 13% | 14% | 16% | 18% | 8% | 17% | 18% | 18% |
| Not very useful | 103 | 9 | 94 | 53 | 40 | 69 | 5 | 15 | 5 | 24 | 26 | 5 | 9 |
| | 10% | 9% | 10% | 8% | 12% | 9% | 10% | 11% | 10% | 9% | 11% | 6% | 9% |
| Somewhat useful | 219 | 18 | 201 | 142 | 59 | 162 | 9 | 18 | 12 | 54 | 50 | 22 | 24 |
| | 20% | 18% | 21% | 22% | 18% | 22% | 18% | 13% | 24% | 20% | 21% | 25% | 24% |
| Very useful | 237 | 13 | 224 | 151 | 73 | 183 | 14 | 23 | 4 | 86 | 48 | 26 | 15 |
| | 22% | 13% | 23% | 24% | 22% | 25% | 28% | 17% | 8% | 32% | 20% | 30% | 15% |
| Extremely useful | 85 | 9 | 76 | 51 | 25 | 62 | 4 | 10 | 0 | 21 | 23 | 6 | 9 |
| | 8% | 9% | 8% | 8% | 8% | 8% | 8% | 7% | 0% | 8% | 10% | 7% | 9% |
| Not answered | 270 | 29 | 241 | 162 | 79 | 162 | 11 | 47 | 20 | 63 | 51 | 13 | 27 |
| | 25% | 30% | 25% | 25% | 24% | 22% | 22% | 35% | 40% | 23% | 21% | 15% | 26% |
| Mean | 2.99 | 2.74 | 3.01 | 3.08 | 2.88 | 3.08 | 3.08 | 2.82 | 2.37 | 3.28 | 2.93 | 3.01 | 2.84 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (People in the area).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 49 | 2 | 47 | 22 | 25 | 31 | 3 | 9 | 4 | 12 | 10 | 6 | 2 |
| | 5% | 2% | 5% | 3% | 8% | 4% | 6% | 7% | 8% | 4% | 4% | 7% | 2% |
| Not very useful | 67 | 1 | 66 | 40 | 26 | 52 | 2 | 9 | 2 | 21 | 17 | 5 | 8 |
| | 6% | 1% | 7% | 6% | 8% | 7% | 4% | 7% | 4% | 8% | 7% | 6% | 8% |
| Somewhat useful | 258 | 19 | 239 | 160 | 78 | 178 | 15 | 30 | 15 | 73 | 58 | 17 | 21 |
| | 24% | 19% | 25% | 25% | 23% | 24% | 30% | 22% | 30% | 27% | 24% | 19% | 21% |
| Very useful | 328 | 34 | 294 | 196 | 98 | 230 | 17 | 35 | 12 | 86 | 71 | 31 | 28 |
| | 31% | 35% | 30% | 31% | 29% | 31% | 34% | 26% | 24% | 32% | 30% | 35% | 27% |
| Extremely useful | 183 | 28 | 155 | 105 | 50 | 130 | 3 | 18 | 4 | 32 | 49 | 22 | 23 |
| | 17% | 29% | 16% | 16% | 15% | 18% | 6% | 13% | 8% | 12% | 21% | 25% | 23% |
| Not answered | 186 | 14 | 172 | 116 | 56 | 114 | 10 | 34 | 13 | 47 | 34 | 7 | 20 |
| | 17% | 14% | 18% | 18% | 17% | 16% | 20% | 25% | 26% | 17% | 14% | 8% | 20% |
| Mean | 3.60 | 4.01 | 3.55 | 3.62 | 3.44 | 3.61 | 3.38 | 3.44 | 3.27 | 3.47 | 3.64 | 3.72 | 3.76 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Chambers of Commerce).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 130 | 10 | 120 | 73 | 47 | 86 | 5 | 19 | 10 | 33 | 29 | 11 | 10 |
| | 12% | 10% | 12% | 11% | 14% | 12% | 10% | 14% | 20% | 12% | 12% | 13% | 10% |
| Not very useful | 150 | 11 | 139 | 82 | 57 | 114 | 4 | 15 | 6 | 35 | 47 | 16 | 12 |
| | 14% | 11% | 14% | 13% | 17% | 16% | 8% | 11% | 12% | 13% | 20% | 18% | 12% |
| Somewhat useful | 232 | 22 | 210 | 130 | 79 | 160 | 13 | 26 | 9 | 51 | 55 | 19 | 27 |
| | 22% | 22% | 22% | 20% | 24% | 22% | 26% | 19% | 18% | 19% | 23% | 22% | 26% |
| Very useful | 218 | 22 | 196 | 140 | 56 | 147 | 14 | 27 | 8 | 60 | 41 | 19 | 20 |
| | 20% | 22% | 20% | 22% | 17% | 20% | 28% | 20% | 16% | 22% | 17% | 22% | 20% |
| Extremely useful | 101 | 17 | 84 | 54 | 30 | 64 | 5 | 12 | 3 | 22 | 18 | 10 | 12 |
| | 9% | 17% | 9% | 8% | 9% | 9% | 10% | 9% | 6% | 8% | 8% | 11% | 12% |
| Not answered | 240 | 16 | 224 | 160 | 64 | 164 | 9 | 36 | 14 | 70 | 49 | 13 | 21 |
| | 22% | 16% | 23% | 25% | 19% | 22% | 18% | 27% | 28% | 26% | 21% | 15% | 21% |
| Mean | 3.01 | 3.30 | 2.98 | 3.04 | 2.87 | 2.98 | 3.24 | 2.98 | 2.67 | 3.01 | 2.85 | 3.01 | 3.15 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (ANP Visitors Centers).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 37 | 10 | 27 | 15 | 12 | 22 | 0 | 4 | 1 | 9 | 6 | 3 | 3 |
| | 3% | 10% | 3% | 2% | 4% | 3% | 0% | 3% | 2% | 3% | 3% | 3% | 3% |
| Not very useful | 30 | 4 | 26 | 14 | 12 | 22 | 0 | 4 | 0 | 6 | 7 | 2 | 5 |
| | 3% | 4% | 3% | 2% | 4% | 3% | 0% | 3% | 0% | 2% | 3% | 2% | 5% |
| Somewhat useful | 133 | 17 | 116 | 71 | 44 | 82 | 8 | 15 | 11 | 32 | 24 | 10 | 12 |
| | 12% | 17% | 12% | 11% | 13% | 11% | 16% | 11% | 22% | 12% | 10% | 11% | 12% |
| Very useful | 361 | 25 | 336 | 221 | 115 | 259 | 15 | 46 | 14 | 95 | 100 | 28 | 26 |
| | 34% | 26% | 35% | 35% | 35% | 35% | 30% | 34% | 28% | 35% | 42% | 32% | 25% |
| Extremely useful | 323 | 27 | 296 | 198 | 98 | 234 | 17 | 34 | 11 | 75 | 76 | 34 | 37 |
| | 30% | 28% | 30% | 31% | 29% | 32% | 34% | 25% | 22% | 28% | 32% | 39% | 36% |
| Not answered | 187 | 15 | 172 | 120 | 52 | 116 | 10 | 32 | 13 | 54 | 26 | 11 | 19 |
| | 17% | 15% | 18% | 19% | 16% | 16% | 20% | 24% | 26% | 20% | 11% | 13% | 19% |
| Mean | 4.02 | 3.66 | 4.06 | 4.10 | 3.98 | 4.07 | 4.22 | 3.99 | 3.92 | 4.02 | 4.09 | 4.14 | 4.07 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Personal Digital Assistant).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 362 | 34 | 328 | 211 | 116 | 252 | 15 | 41 | 18 | 85 | 92 | 31 | 38 |
| | 34% | 35% | 34% | 33% | 35% | 34% | 30% | 30% | 36% | 31% | 38% | 35% | 37% |
| Not very useful | 159 | 11 | 148 | 96 | 52 | 119 | 7 | 18 | 4 | 39 | 37 | 21 | 13 |
| | 15% | 11% | 15% | 15% | 16% | 16% | 14% | 13% | 8% | 14% | 15% | 24% | 13% |
| Somewhat useful | 123 | 13 | 110 | 72 | 38 | 85 | 10 | 11 | 4 | 42 | 23 | 8 | 8 |
| | 11% | 13% | 11% | 11% | 11% | 12% | 20% | 8% | 8% | 15% | 10% | 9% | 8% |
| Very useful | 64 | 3 | 61 | 48 | 13 | 44 | 4 | 10 | 3 | 16 | 15 | 7 | 3 |
| | 6% | 3% | 6% | 8% | 4% | 6% | 8% | 7% | 6% | 6% | 6% | 8% | 3% |
| Extremely useful | 28 | 5 | 23 | 12 | 11 | 19 | 0 | 3 | 1 | 4 | 6 | 3 | 5 |
| | 3% | 5% | 2% | 2% | 3% | 3% | 0% | 2% | 2% | 1% | 3% | 3% | 5% |
| Not answered | 335 | 32 | 303 | 200 | 103 | 216 | 14 | 52 | 20 | 85 | 66 | 18 | 35 |
| | 31% | 33% | 31% | 31% | 31% | 29% | 28% | 39% | 40% | 31% | 28% | 20% | 34% |
| Mean | 1.96 | 2.00 | 1.96 | 1.98 | 1.92 | 1.96 | 2.08 | 1.99 | 1.83 | 2.01 | 1.88 | 2.00 | 1.87 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Local cable TV stations).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 266 | 23 | 243 | 147 | 95 | 186 | 7 | 34 | 15 | 41 | 88 | 26 | 26 |
| | 25% | 23% | 25% | 23% | 29% | 25% | 14% | 25% | 30% | 15% | 37% | 30% | 25% |
| Not very useful | 137 | 13 | 124 | 80 | 44 | 95 | 10 | 16 | 3 | 31 | 35 | 15 | 11 |
| | 13% | 13% | 13% | 13% | 13% | 13% | 20% | 12% | 6% | 11% | 15% | 17% | 11% |
| Somewhat useful | 205 | 24 | 181 | 130 | 51 | 141 | 9 | 22 | 8 | 65 | 36 | 15 | 16 |
| | 19% | 24% | 19% | 20% | 15% | 19% | 18% | 16% | 16% | 24% | 15% | 17% | 16% |
| Very useful | 149 | 10 | 139 | 96 | 43 | 102 | 13 | 19 | 5 | 50 | 15 | 14 | 14 |
| | 14% | 10% | 14% | 15% | 13% | 14% | 26% | 14% | 10% | 18% | 6% | 16% | 14% |
| Extremely useful | 50 | 7 | 43 | 26 | 17 | 38 | 2 | 2 | 1 | 14 | 9 | 4 | 9 |
| | 5% | 7% | 4% | 4% | 5% | 5% | 4% | 1% | 2% | 5% | 4% | 5% | 9% |
| Not answered | 264 | 21 | 243 | 160 | 83 | 173 | 9 | 42 | 18 | 70 | 56 | 14 | 26 |
| | 25% | 21% | 25% | 25% | 25% | 24% | 18% | 31% | 36% | 26% | 23% | 16% | 25% |
| Mean | 2.48 | 2.55 | 2.47 | 2.53 | 2.37 | 2.49 | 2.83 | 2.34 | 2.19 | 2.83 | 2.03 | 2.39 | 2.59 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Personal computer/Internet).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 293 | 22 | 271 | 168 | 102 | 215 | 10 | 33 | 11 | 70 | 89 | 25 | 25 |
| | 27% | 22% | 28% | 26% | 31% | 29% | 20% | 24% | 22% | 26% | 37% | 28% | 25% |
| Not very useful | 117 | 4 | 113 | 68 | 45 | 85 | 6 | 17 | 5 | 30 | 34 | 8 | 10 |
| | 11% | 4% | 12% | 11% | 14% | 12% | 12% | 13% | 10% | 11% | 14% | 9% | 10% |
| Somewhat useful | 135 | 16 | 119 | 83 | 36 | 87 | 9 | 15 | 8 | 36 | 23 | 13 | 9 |
| | 13% | 16% | 12% | 13% | 11% | 12% | 18% | 11% | 16% | 13% | 10% | 15% | 9% |
| Very useful | 144 | 24 | 120 | 78 | 42 | 91 | 8 | 15 | 6 | 35 | 19 | 15 | 14 |
| | 13% | 24% | 12% | 12% | 13% | 12% | 16% | 11% | 12% | 13% | 8% | 17% | 14% |
| Extremely useful | 88 | 10 | 78 | 52 | 26 | 61 | 3 | 12 | 2 | 21 | 17 | 10 | 11 |
| | 8% | 10% | 8% | 8% | 8% | 8% | 6% | 9% | 4% | 8% | 7% | 11% | 11% |
| Not answered | 294 | 22 | 272 | 190 | 82 | 196 | 14 | 43 | 18 | 79 | 57 | 17 | 33 |
| | 27% | 22% | 28% | 30% | 25% | 27% | 28% | 32% | 36% | 29% | 24% | 19% | 32% |
| Mean | 2.51 | 2.95 | 2.46 | 2.51 | 2.38 | 2.44 | 2.67 | 2.52 | 2.47 | 2.52 | 2.13 | 2.68 | 2.65 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Electronic signs).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 204 | 33 | 171 | 99 | 71 | 129 | 6 | 25 | 9 | 40 | 48 | 20 | 17 |
| | 19% | 34% | 18% | 15% | 21% | 18% | 12% | 19% | 18% | 15% | 20% | 23% | 17% |
| Not very useful | 135 | 10 | 125 | 83 | 42 | 100 | 6 | 11 | 8 | 36 | 38 | 12 | 10 |
| | 13% | 10% | 13% | 13% | 13% | 14% | 12% | 8% | 16% | 13% | 16% | 14% | 10% |
| Somewhat useful | 223 | 22 | 201 | 127 | 74 | 164 | 7 | 22 | 8 | 56 | 60 | 18 | 22 |
| | 21% | 22% | 21% | 20% | 22% | 22% | 14% | 16% | 16% | 21% | 25% | 20% | 22% |
| Very useful | 162 | 4 | 158 | 109 | 49 | 114 | 15 | 25 | 4 | 46 | 33 | 14 | 13 |
| | 15% | 4% | 16% | 17% | 15% | 16% | 30% | 19% | 8% | 17% | 14% | 16% | 13% |
| Extremely useful | 61 | 4 | 57 | 43 | 14 | 41 | 4 | 8 | 4 | 13 | 8 | 9 | 10 |
| | 6% | 4% | 6% | 7% | 4% | 6% | 8% | 6% | 8% | 5% | 3% | 10% | 10% |
| Not answered | 286 | 25 | 261 | 178 | 83 | 187 | 12 | 44 | 17 | 80 | 52 | 15 | 30 |
| | 27% | 26% | 27% | 28% | 25% | 25% | 24% | 33% | 34% | 30% | 22% | 17% | 29% |
| Mean | 2.67 | 2.12 | 2.73 | 2.81 | 2.57 | 2.70 | 3.13 | 2.78 | 2.58 | 2.77 | 2.55 | 2.73 | 2.85 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Informational radio stations).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 157 | 19 | 138 | 81 | 57 | 108 | 4 | 18 | 7 | 37 | 37 | 15 | 15 |
| | 15% | 19% | 14% | 13% | 17% | 15% | 8% | 13% | 14% | 14% | 15% | 17% | 15% |
| Not very useful | 124 | 15 | 109 | 74 | 35 | 87 | 4 | 11 | 6 | 35 | 30 | 7 | 8 |
| | 12% | 15% | 11% | 12% | 11% | 12% | 8% | 8% | 12% | 13% | 13% | 8% | 8% |
| Somewhat useful | 219 | 18 | 201 | 129 | 72 | 152 | 14 | 25 | 10 | 54 | 57 | 18 | 14 |
| | 20% | 18% | 21% | 20% | 22% | 21% | 28% | 19% | 20% | 20% | 24% | 20% | 14% |
| Very useful | 236 | 18 | 218 | 144 | 73 | 165 | 13 | 33 | 7 | 54 | 53 | 22 | 32 |
| | 22% | 18% | 22% | 23% | 22% | 22% | 26% | 24% | 14% | 20% | 22% | 25% | 31% |
| Extremely useful | 62 | 8 | 54 | 37 | 17 | 44 | 3 | 4 | 3 | 10 | 16 | 10 | 8 |
| | 6% | 8% | 6% | 6% | 5% | 6% | 6% | 3% | 6% | 4% | 7% | 11% | 8% |
| Not answered | 273 | 20 | 253 | 174 | 79 | 179 | 12 | 44 | 17 | 81 | 46 | 16 | 25 |
| | 25% | 20% | 26% | 27% | 24% | 24% | 24% | 33% | 34% | 30% | 19% | 18% | 25% |
| Mean | 2.90 | 2.76 | 2.92 | 2.96 | 2.83 | 2.91 | 3.18 | 2.93 | 2.79 | 2.82 | 2.90 | 3.07 | 3.13 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Commercial radio stations).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 181 | 16 | 165 | 102 | 63 | 133 | 5 | 19 | 7 | 47 | 45 | 17 | 18 |
| | 17% | 16% | 17% | 16% | 19% | 18% | 10% | 14% | 14% | 17% | 19% | 19% | 18% |
| Not very useful | 159 | 13 | 146 | 100 | 46 | 111 | 8 | 15 | 11 | 38 | 43 | 14 | 11 |
| | 15% | 13% | 15% | 16% | 14% | 15% | 16% | 11% | 22% | 14% | 18% | 16% | 11% |
| Somewhat useful | 232 | 20 | 212 | 138 | 74 | 168 | 11 | 25 | 8 | 62 | 52 | 22 | 25 |
| | 22% | 20% | 22% | 22% | 22% | 23% | 22% | 19% | 16% | 23% | 22% | 25% | 25% |
| Very useful | 168 | 21 | 147 | 93 | 53 | 106 | 12 | 26 | 3 | 35 | 37 | 11 | 16 |
| | 16% | 21% | 15% | 15% | 16% | 14% | 24% | 19% | 6% | 13% | 15% | 13% | 16% |
| Extremely useful | 41 | 5 | 36 | 22 | 14 | 27 | 2 | 4 | 3 | 6 | 9 | 6 | 6 |
| | 4% | 5% | 4% | 3% | 4% | 4% | 4% | 3% | 6% | 2% | 4% | 7% | 6% |
| Not answered | 290 | 23 | 267 | 184 | 83 | 190 | 12 | 46 | 18 | 83 | 53 | 18 | 26 |
| | 27% | 23% | 27% | 29% | 25% | 26% | 24% | 34% | 36% | 31% | 22% | 20% | 25% |
| Mean | 2.65 | 2.81 | 2.64 | 2.63 | 2.64 | 2.60 | 2.95 | 2.79 | 2.50 | 2.55 | 2.58 | 2.64 | 2.75 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Guide book/printed materials).

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 24 | 3 | 21 | 10 | 11 | 15 | 0 | 4 | 2 | 4 | 6 | 2 | 2 |
| | 2% | 3% | 2% | 2% | 3% | 2% | 0% | 3% | 4% | 1% | 3% | 2% | 2% |
| Not very useful | 19 | 1 | 18 | 10 | 8 | 14 | 0 | 4 | 0 | 5 | 7 | 0 | 1 |
| | 2% | 1% | 2% | 2% | 2% | 2% | 0% | 3% | 0% | 2% | 3% | 0% | 1% |
| Somewhat useful | 122 | 13 | 109 | 67 | 42 | 76 | 7 | 15 | 11 | 25 | 29 | 9 | 9 |
| | 11% | 13% | 11% | 10% | 13% | 10% | 14% | 11% | 22% | 9% | 12% | 10% | 9% |
| Very useful | 366 | 25 | 341 | 237 | 103 | 261 | 21 | 47 | 10 | 105 | 88 | 23 | 32 |
| | 34% | 26% | 35% | 37% | 31% | 36% | 42% | 35% | 20% | 39% | 37% | 26% | 31% |
| Extremely useful | 392 | 42 | 350 | 225 | 125 | 284 | 15 | 37 | 14 | 97 | 89 | 44 | 42 |
| | 37% | 43% | 36% | 35% | 38% | 39% | 30% | 27% | 28% | 36% | 37% | 50% | 41% |
| Not answered | 148 | 14 | 134 | 90 | 44 | 85 | 7 | 28 | 13 | 35 | 20 | 10 | 16 |
| | 14% | 14% | 14% | 14% | 13% | 12% | 14% | 21% | 26% | 13% | 8% | 11% | 16% |
| Mean | 4.17 | 4.21 | 4.17 | 4.20 | 4.12 | 4.21 | 4.19 | 4.02 | 3.92 | 4.21 | 4.13 | 4.37 | 4.29 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Summary Means for Q16 - How useful are each of the following methods to obtain information about MDI/ANP?

| | |
|--|------|
| Information center kiosks | 3.40 |
| Kiosks or computers in your hotel/campground | 2.99 |
| People in the area | 3.60 |
| Chambers of Commerce | 3.01 |
| ANP Visitors Centers | 4.02 |
| PDA | 1.96 |
| Local cable TV stations | 2.48 |
| Personal computer/Internet | 2.51 |
| Electronic signs | 2.67 |
| Informational radio stations | 2.90 |
| Commercial radio stations | 2.65 |
| Guide book/printed materials | 4.17 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Technology Oriented?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | | |
|------------------------------|-------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|------|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental | |
| Total | Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not very technology oriented | 365 | 38 | 327 | 213 | 113 | 233 | 20 | 56 | 17 | 92 | 91 | 19 | 22 | |
| | 34% | 39% | 34% | 33% | 34% | 32% | 40% | 41% | 34% | 34% | 38% | 22% | 22% | |
| Somewhat technology oriented | 286 | 40 | 246 | 159 | 87 | 186 | 17 | 26 | 16 | 59 | 70 | 25 | 22 | |
| | 27% | 41% | 25% | 25% | 26% | 25% | 34% | 19% | 32% | 22% | 29% | 28% | 22% | |
| Very technology oriented | 420 | 20 | 400 | 267 | 133 | 316 | 13 | 53 | 17 | 120 | 78 | 44 | 58 | |
| | 39% | 20% | 41% | 42% | 40% | 43% | 26% | 39% | 34% | 44% | 33% | 50% | 57% | |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q17. Do you have access to a computer at your home or at work?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|--------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Home | 213 | 22 | 191 | 141 | 50 | 135 | 18 | 31 | 6 | 51 | 52 | 11 | 11 |
| | 20% | 22% | 20% | 22% | 15% | 18% | 36% | 23% | 12% | 19% | 22% | 13% | 11% |
| Work | 118 | 9 | 109 | 82 | 27 | 81 | 7 | 19 | 2 | 30 | 26 | 10 | 10 |
| | 11% | 9% | 11% | 13% | 8% | 11% | 14% | 14% | 4% | 11% | 11% | 11% | 10% |
| Both | 631 | 50 | 581 | 362 | 218 | 459 | 18 | 69 | 34 | 166 | 132 | 66 | 77 |
| | 59% | 51% | 60% | 57% | 65% | 62% | 36% | 51% | 68% | 61% | 55% | 75% | 75% |
| Neither | 101 | 16 | 85 | 51 | 34 | 56 | 7 | 16 | 5 | 22 | 27 | 1 | 4 |
| | 9% | 16% | 9% | 8% | 10% | 8% | 14% | 12% | 10% | 8% | 11% | 1% | 4% |
| Not answered | 8 | 1 | 7 | 3 | 4 | 4 | 0 | 0 | 3 | 2 | 2 | 0 | 0 |
| | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 0% | 6% | 1% | 1% | 0% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q18. Do you have access to the Internet at home or at work?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|--------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Home | 232 | 23 | 209 | 146 | 63 | 148 | 19 | 32 | 9 | 52 | 54 | 15 | 15 |
| | 22% | 23% | 21% | 23% | 19% | 20% | 38% | 24% | 18% | 19% | 23% | 17% | 15% |
| Work | 148 | 10 | 138 | 95 | 42 | 104 | 7 | 21 | 5 | 41 | 34 | 12 | 14 |
| | 14% | 10% | 14% | 15% | 13% | 14% | 14% | 16% | 10% | 15% | 14% | 14% | 14% |
| Both | 539 | 45 | 494 | 314 | 180 | 393 | 17 | 57 | 27 | 141 | 111 | 56 | 68 |
| | 50% | 46% | 51% | 49% | 54% | 53% | 34% | 42% | 54% | 52% | 46% | 64% | 67% |
| Neither | 138 | 19 | 119 | 78 | 41 | 82 | 7 | 23 | 6 | 33 | 37 | 5 | 4 |
| | 13% | 19% | 12% | 12% | 12% | 11% | 14% | 17% | 12% | 12% | 15% | 6% | 4% |
| Not answered | 14 | 1 | 13 | 6 | 7 | 8 | 0 | 2 | 3 | 4 | 3 | 0 | 1 |
| | 1% | 1% | 1% | 1% | 2% | 1% | 0% | 1% | 6% | 1% | 1% | 0% | 1% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q19. Do you use any of the following (Cell phone)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|--------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 627 | 42 | 585 | 414 | 171 | 456 | 31 | 80 | 16 | 178 | 127 | 57 | 72 |
| | 59% | 43% | 60% | 65% | 51% | 62% | 62% | 59% | 32% | 66% | 53% | 65% | 71% |
| No | 410 | 54 | 356 | 210 | 145 | 263 | 16 | 46 | 30 | 87 | 105 | 30 | 29 |
| | 38% | 55% | 37% | 33% | 44% | 36% | 32% | 34% | 60% | 32% | 44% | 34% | 28% |
| Not answered | 34 | 2 | 32 | 15 | 17 | 16 | 3 | 9 | 4 | 6 | 7 | 1 | 1 |
| | 3% | 2% | 3% | 2% | 5% | 2% | 6% | 7% | 8% | 2% | 3% | 1% | 1% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q19. Do you use any of the following (Personal digital assistant with modem)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|--------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 127 | 7 | 120 | 79 | 41 | 85 | 8 | 20 | 6 | 19 | 24 | 16 | 19 |
| | 12% | 7% | 12% | 12% | 12% | 12% | 16% | 15% | 12% | 7% | 10% | 18% | 19% |
| No | 910 | 89 | 821 | 545 | 275 | 634 | 39 | 106 | 40 | 246 | 208 | 71 | 82 |
| | 85% | 91% | 84% | 85% | 83% | 86% | 78% | 79% | 80% | 91% | 87% | 81% | 80% |
| Not answered | 34 | 2 | 32 | 15 | 17 | 16 | 3 | 9 | 4 | 6 | 7 | 1 | 1 |
| | 3% | 2% | 3% | 2% | 5% | 2% | 6% | 7% | 8% | 2% | 3% | 1% | 1% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q19. Do you use any of the following (Personal digital assistant without modem)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|--------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 107 | 6 | 101 | 74 | 27 | 82 | 5 | 11 | 3 | 25 | 18 | 16 | 16 |
| | 10% | 6% | 10% | 12% | 8% | 11% | 10% | 8% | 6% | 9% | 8% | 18% | 16% |
| No | 930 | 90 | 840 | 550 | 289 | 637 | 42 | 115 | 43 | 240 | 214 | 71 | 85 |
| | 87% | 92% | 86% | 86% | 87% | 87% | 84% | 85% | 86% | 89% | 90% | 81% | 83% |
| Not answered | 34 | 2 | 32 | 15 | 17 | 16 | 3 | 9 | 4 | 6 | 7 | 1 | 1 |
| | 3% | 2% | 3% | 2% | 5% | 2% | 6% | 7% | 8% | 2% | 3% | 1% | 1% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q19. Do you use any of the following (Informational kiosks)?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|--------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 391 | 24 | 367 | 252 | 114 | 287 | 21 | 45 | 14 | 107 | 94 | 32 | 39 |
| | 37% | 24% | 38% | 39% | 34% | 39% | 42% | 33% | 28% | 39% | 39% | 36% | 38% |
| No | 647 | 72 | 575 | 372 | 203 | 433 | 26 | 81 | 32 | 158 | 139 | 55 | 62 |
| | 60% | 73% | 59% | 58% | 61% | 59% | 52% | 60% | 64% | 58% | 58% | 63% | 61% |
| Not answered | 33 | 2 | 31 | 15 | 16 | 15 | 3 | 9 | 4 | 6 | 6 | 1 | 1 |
| | 3% | 2% | 3% | 2% | 5% | 2% | 6% | 7% | 8% | 2% | 3% | 1% | 1% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q20. On how many occasions in the past six months would you say you used the public transportation system in your home community?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|-------------------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never | 500 | 53 | 447 | 296 | 150 | 331 | 23 | 65 | 27 | 128 | 104 | 30 | 45 |
| | 47% | 54% | 46% | 46% | 45% | 45% | 46% | 48% | 54% | 47% | 44% | 34% | 44% |
| Several times a week or more | 135 | 8 | 127 | 89 | 38 | 99 | 6 | 19 | 3 | 38 | 30 | 16 | 14 |
| | 13% | 8% | 13% | 14% | 11% | 13% | 12% | 14% | 6% | 14% | 13% | 18% | 14% |
| Not available in my community | 133 | 11 | 122 | 69 | 53 | 96 | 3 | 16 | 6 | 34 | 30 | 16 | 15 |
| | 12% | 11% | 13% | 11% | 16% | 13% | 6% | 12% | 12% | 13% | 13% | 18% | 15% |
| A few times | 134 | 10 | 124 | 84 | 40 | 91 | 10 | 14 | 8 | 40 | 29 | 9 | 11 |
| | 13% | 10% | 13% | 13% | 12% | 12% | 20% | 10% | 16% | 15% | 12% | 10% | 11% |
| Once or twice a month | 57 | 5 | 52 | 35 | 17 | 46 | 0 | 6 | 0 | 15 | 12 | 10 | 6 |
| | 5% | 5% | 5% | 5% | 5% | 6% | 0% | 4% | 0% | 6% | 5% | 11% | 6% |
| Several times a month | 56 | 4 | 52 | 33 | 19 | 38 | 2 | 10 | 2 | 6 | 18 | 3 | 8 |
| | 5% | 4% | 5% | 5% | 6% | 5% | 4% | 7% | 4% | 2% | 8% | 3% | 8% |
| Once or twice a week | 35 | 4 | 31 | 21 | 10 | 24 | 1 | 5 | 1 | 7 | 11 | 3 | 2 |
| | 3% | 4% | 3% | 3% | 3% | 3% | 2% | 4% | 2% | 3% | 5% | 3% | 2% |
| Not answered | 21 | 3 | 18 | 12 | 6 | 10 | 5 | 0 | 3 | 3 | 5 | 1 | 1 |
| | 2% | 3% | 2% | 2% | 2% | 1% | 10% | 0% | 6% | 1% | 2% | 1% | 1% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q21.Are you currently a resident of _____ ?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | |
|-----------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| United States | 987 | 95 | 892 | 573 | 318 | 676 | 48 | 123 | 43 | 235 | 225 | 81 | 101 |
| | 92% | 97% | 92% | 90% | 95% | 92% | 96% | 91% | 86% | 87% | 94% | 92% | 99% |
| Another country | 73 | 2 | 71 | 62 | 9 | 53 | 1 | 12 | 4 | 34 | 11 | 7 | 1 |
| | 7% | 2% | 7% | 10% | 3% | 7% | 2% | 9% | 8% | 13% | 5% | 8% | 1% |
| Not answered | 11 | 1 | 10 | 4 | 6 | 6 | 1 | 0 | 3 | 2 | 3 | 0 | 0 |
| | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 0% | 6% | 1% | 1% | 0% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q22. Age of Respondent

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|--------------|-------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 18 - 34 | 276 | 34 | 242 | 164 | 77 | 185 | 12 | 34 | 10 | 58 | 64 | 31 | 24 |
| | 26% | 35% | 25% | 26% | 23% | 25% | 24% | 25% | 20% | 21% | 27% | 35% | 24% |
| 35 - 44 | 233 | 15 | 218 | 144 | 74 | 177 | 10 | 21 | 10 | 57 | 57 | 19 | 35 |
| | 22% | 15% | 22% | 23% | 22% | 24% | 20% | 16% | 20% | 21% | 24% | 22% | 34% |
| 45 - 54 | 260 | 18 | 242 | 153 | 89 | 181 | 9 | 36 | 15 | 73 | 57 | 22 | 23 |
| | 24% | 18% | 25% | 24% | 27% | 25% | 18% | 27% | 30% | 27% | 24% | 25% | 23% |
| 55 and older | 281 | 28 | 253 | 169 | 84 | 181 | 19 | 40 | 12 | 79 | 57 | 15 | 18 |
| | 26% | 29% | 26% | 26% | 25% | 25% | 38% | 30% | 24% | 29% | 24% | 17% | 18% |
| Not answered | 21 | 3 | 18 | 9 | 9 | 11 | 0 | 4 | 3 | 4 | 4 | 1 | 2 |
| | 2% | 3% | 2% | 1% | 3% | 1% | 0% | 3% | 6% | 1% | 2% | 1% | 2% |
| Mean | 45.15 | 44.45 | 45.22 | 45.03 | 45.64 | 44.81 | 47.04 | 46.38 | 46.06 | 46.65 | 44.18 | 42.09 | 43.64 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q23. Gender of Responent

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | |
|--------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Male | 580 | 42 | 538 | 352 | 186 | 402 | 33 | 82 | 19 | 142 | 129 | 51 | 62 |
| | 54% | 43% | 55% | 55% | 56% | 55% | 66% | 61% | 38% | 52% | 54% | 58% | 61% |
| Female | 463 | 52 | 411 | 270 | 140 | 316 | 16 | 51 | 27 | 122 | 104 | 36 | 38 |
| | 43% | 53% | 42% | 42% | 42% | 43% | 32% | 38% | 54% | 45% | 44% | 41% | 37% |
| Not answered | 28 | 4 | 24 | 17 | 7 | 17 | 1 | 2 | 4 | 7 | 6 | 1 | 2 |
| | 3% | 4% | 2% | 3% | 2% | 2% | 2% | 1% | 8% | 3% | 3% | 1% | 2% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q24. What is the last year of formal schooling you personally completed

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accomodations | | | |
|----------------------------|------|-----------------|---------|----------------------------------|--------|------------------------------|------------------------|-------------------------------|--------------------|-------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Up to high school graduate | 115 | 14 | 101 | 69 | 32 | 66 | 9 | 19 | 7 | 22 | 32 | 4 | 2 |
| | 11% | 14% | 10% | 11% | 10% | 9% | 18% | 14% | 14% | 8% | 13% | 5% | 2% |
| Some college | 155 | 14 | 141 | 105 | 36 | 105 | 7 | 22 | 7 | 39 | 36 | 9 | 12 |
| | 14% | 14% | 14% | 16% | 11% | 14% | 14% | 16% | 14% | 14% | 15% | 10% | 12% |
| College graduate | 355 | 33 | 322 | 216 | 106 | 251 | 18 | 36 | 17 | 94 | 74 | 28 | 41 |
| | 33% | 34% | 33% | 34% | 32% | 34% | 36% | 27% | 34% | 35% | 31% | 32% | 40% |
| Post graduate work/degree | 369 | 29 | 340 | 209 | 130 | 267 | 12 | 47 | 13 | 97 | 79 | 44 | 40 |
| | 34% | 30% | 35% | 33% | 39% | 36% | 24% | 35% | 26% | 36% | 33% | 50% | 39% |
| Technical school/other | 58 | 7 | 51 | 32 | 19 | 35 | 4 | 8 | 3 | 13 | 14 | 2 | 6 |
| | 5% | 7% | 5% | 5% | 6% | 5% | 8% | 6% | 6% | 5% | 6% | 2% | 6% |
| Not answered | 19 | 1 | 18 | 8 | 10 | 11 | 0 | 3 | 3 | 6 | 4 | 1 | 1 |
| | 2% | 1% | 2% | 1% | 3% | 1% | 0% | 2% | 6% | 2% | 2% | 1% | 1% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 1: Residence, Non-Residents' Visits to MDI/ANP, Profile of Overnight Visitor, Overnight Accommodations

Q25. Which of the following categories includes your annual pre-tax household income?

| | | Residence | | Non-residents' visits to MDI/ANP | | Profile of Overnight Visitor | | | | Overnight Accommodations | | | |
|---------------------|----------|-----------------|----------|----------------------------------|----------|------------------------------|------------------------|-------------------------------|--------------------|--------------------------|------------|-------------------|---|
| | | Resident of MDI | Visitor | First time | Repeat | Overnight on MDI | Overnight in Ellsworth | Overnight in other area towns | Day visitor to MDI | Hotel/Motel | Campground | Bed and Breakfast | Visiting friends/relatives or Short-term house rental |
| Total | 1071 | 98 | 973 | 639 | 333 | 735 | 50 | 135 | 50 | 271 | 239 | 88 | 102 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Less than \$20,000 | 62 | 21 | 41 | 25 | 15 | 24 | 1 | 11 | 4 | 9 | 11 | 2 | 1 |
| | 6% | 21% | 4% | 4% | 5% | 3% | 2% | 8% | 8% | 3% | 5% | 2% | 1% |
| \$20,000 - \$40,999 | 168 | 27 | 141 | 86 | 55 | 98 | 10 | 24 | 9 | 30 | 41 | 8 | 13 |
| | 16% | 28% | 14% | 13% | 17% | 13% | 20% | 18% | 18% | 11% | 17% | 9% | 13% |
| \$41,000 - \$60,999 | 226 | 13 | 213 | 145 | 68 | 143 | 16 | 39 | 15 | 52 | 56 | 12 | 17 |
| | 21% | 13% | 22% | 23% | 20% | 19% | 32% | 29% | 30% | 19% | 23% | 14% | 17% |
| \$61,000 - \$80,000 | 155 | 6 | 149 | 101 | 48 | 122 | 7 | 15 | 5 | 38 | 40 | 18 | 20 |
| | 14% | 6% | 15% | 16% | 14% | 17% | 14% | 11% | 10% | 14% | 17% | 20% | 20% |
| More than \$80,000 | 339 | 15 | 324 | 213 | 111 | 270 | 13 | 32 | 9 | 107 | 59 | 46 | 41 |
| | 32% | 15% | 33% | 33% | 33% | 37% | 26% | 24% | 18% | 39% | 25% | 52% | 40% |
| Not answered | 121 | 16 | 105 | 69 | 36 | 78 | 3 | 14 | 8 | 35 | 32 | 2 | 10 |
| | 11% | 16% | 11% | 11% | 11% | 11% | 6% | 10% | 16% | 13% | 13% | 2% | 10% |
| Mean | 67495.21 | 48932.37 | 69248.84 | 69627.49 | 68698.08 | 71892.90 | 64361.00 | 61065.47 | 58177.88 | 73677.46 | 64745.71 | 79534.44 | 75189.67 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q1. Including yourself, how many people are in your immediate travel party?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 | 82 | 69 | 13 | 48 | 34 | 33 | 20 | 29 | 29 | 12 | 22 | 18 |
| | 8% | 8% | 7% | 8% | 7% | 9% | 7% | 7% | 11% | 5% | 8% | 6% |
| 2-4 | 893 | 722 | 171 | 492 | 401 | 299 | 241 | 353 | 227 | 183 | 221 | 246 |
| | 83% | 82% | 90% | 80% | 87% | 82% | 84% | 84% | 82% | 79% | 85% | 88% |
| 5-10 | 90 | 84 | 6 | 69 | 21 | 32 | 23 | 35 | 17 | 38 | 16 | 16 |
| | 8% | 10% | 3% | 11% | 5% | 9% | 8% | 8% | 6% | 16% | 6% | 6% |
| 11-15 | 6 | 6 | 0 | 3 | 3 | 1 | 2 | 3 | 3 | 0 | 1 | 1 |
| | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 1% | 0% | 0% | 0% |
| Mean | 2.02 | 2.03 | 1.96 | 2.04 | 1.98 | 2.00 | 2.02 | 2.03 | 1.98 | 2.11 | 1.98 | 2.00 |

Q2. Are you a ... summer resident, year-round resident, or a visitor to Mount Desert Island?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|----------------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Visitor to MDI | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 91% | 91% | 89% | 89% | 94% | 90% | 86% | 95% | 88% | 94% | 93% | 90% |
| Year-round resident of MDI | 62 | 51 | 11 | 44 | 18 | 23 | 26 | 13 | 22 | 13 | 13 | 13 |
| | 6% | 6% | 6% | 7% | 4% | 6% | 9% | 3% | 8% | 6% | 5% | 5% |
| Summer resident of MDI | 36 | 27 | 9 | 26 | 10 | 15 | 14 | 7 | 12 | 2 | 5 | 15 |
| | 3% | 3% | 5% | 4% | 2% | 4% | 5% | 2% | 4% | 1% | 2% | 5% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q2. Are you a ... summer resident, year-round resident, or a visitor to Mount Desert Island?

| | | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | | |
|------------------------|---------------------|----------------------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|-----|
| | | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older | |
| Total | | | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 231 |
| Non-resident (visitor) | Total | | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | | | 91% | 91% | 89% | 89% | 94% | 90% | 86% | 95% | 88% | 94% | 93% | 90% |
| | Overnight in area | Overnight on MDI/ANP | 735 | 605 | 130 | 387 | 348 | 233 | 186 | 316 | 185 | 177 | 181 | 131 |
| | | | 69% | 69% | 68% | 63% | 76% | 64% | 65% | 75% | 67% | 76% | 70% | 64% |
| | Overnight elsewhere | | 171 | 139 | 32 | 110 | 61 | 70 | 43 | 58 | 43 | 31 | 42 | 53 |
| | | | 16% | 16% | 17% | 18% | 13% | 19% | 15% | 14% | 16% | 13% | 16% | 19% |
| | No overnight | Not answered | 50 | 44 | 6 | 34 | 16 | 17 | 16 | 17 | 10 | 10 | 15 | 12 |
| | | | 5% | 5% | 3% | 6% | 3% | 5% | 6% | 4% | 4% | 4% | 6% | 4% |
| | Not answered | Not answered | 17 | 15 | 2 | 11 | 6 | 7 | 1 | 9 | 4 | 0 | 4 | 7 |
| | | | 2% | 2% | 1% | 2% | 1% | 2% | 0% | 2% | 1% | 0% | 2% | 2% |
| Resident | Total | | 98 | 78 | 20 | 70 | 28 | 38 | 40 | 20 | 34 | 15 | 18 | 28 |
| | | | 9% | 9% | 11% | 11% | 6% | 10% | 14% | 5% | 12% | 6% | 7% | 10% |
| | Summer | Not answered | 36 | 27 | 9 | 26 | 10 | 15 | 14 | 7 | 12 | 2 | 5 | 15 |
| | | | 3% | 3% | 5% | 4% | 2% | 4% | 5% | 2% | 4% | 1% | 2% | 5% |
| | Year-round | Not answered | 62 | 51 | 11 | 44 | 18 | 23 | 26 | 13 | 22 | 13 | 13 | 13 |
| | | | 6% | 6% | 6% | 7% | 4% | 6% | 9% | 3% | 8% | 6% | 5% | 5% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q3. On how many days in total do you plan to visit MDI/ANP?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 | 128 | 102 | 26 | 50 | 78 | 45 | 35 | 48 | 26 | 20 | 37 | 41 |
| | 13% | 13% | 15% | 9% | 18% | 14% | 14% | 12% | 11% | 9% | 15% | 16% |
| 2-4 | 560 | 462 | 98 | 319 | 241 | 190 | 139 | 231 | 167 | 112 | 136 | 136 |
| | 58% | 58% | 58% | 59% | 56% | 58% | 57% | 58% | 69% | 51% | 56% | 54% |
| 5-10 | 236 | 196 | 40 | 140 | 96 | 69 | 62 | 105 | 45 | 74 | 55 | 59 |
| | 24% | 24% | 24% | 26% | 22% | 21% | 25% | 26% | 19% | 34% | 23% | 23% |
| 11-15 | 32 | 29 | 3 | 26 | 6 | 16 | 5 | 11 | 2 | 9 | 9 | 11 |
| | 3% | 4% | 2% | 5% | 1% | 5% | 2% | 3% | 1% | 4% | 4% | 4% |
| 16-20 | 9 | 9 | 0 | 4 | 5 | 5 | 2 | 2 | 2 | 3 | 1 | 3 |
| | 1% | 1% | 0% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 0% | 1% |
| 21-30 | 4 | 3 | 1 | 2 | 2 | 1 | 2 | 1 | 0 | 0 | 2 | 1 |
| | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% |
| More than 30 | 4 | 2 | 2 | 1 | 3 | 1 | 1 | 2 | 0 | 0 | 2 | 2 |
| | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 1% |
| Mean | 4.26 | 4.27 | 4.20 | 4.50 | 3.95 | 4.32 | 4.23 | 4.22 | 3.49 | 4.62 | 4.56 | 4.35 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q4. During this trip to MDI/ANP, are you staying overnight on MDI?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 735 | 605 | 130 | 387 | 348 | 233 | 186 | 316 | 185 | 177 | 181 | 181 |
| | 76% | 75% | 76% | 71% | 81% | 71% | 76% | 79% | 76% | 81% | 75% | 72% |
| No | 235 | 196 | 39 | 155 | 80 | 93 | 59 | 83 | 56 | 41 | 60 | 71 |
| | 24% | 24% | 23% | 29% | 19% | 28% | 24% | 21% | 23% | 19% | 25% | 28% |
| Not answered | 3 | 2 | 1 | 0 | 3 | 1 | 1 | 1 | 1 | 0 | 1 | 1 |
| | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q5. What type of overnight accommodations did you use during this visit?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|----------------------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 735 | 605 | 130 | 387 | 348 | 233 | 186 | 316 | 185 | 177 | 181 | 181 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Motel or hotel | 270 | 209 | 61 | 132 | 138 | 91 | 59 | 120 | 57 | 57 | 73 | 79 |
| | 37% | 35% | 47% | 34% | 40% | 39% | 32% | 38% | 31% | 32% | 40% | 44% |
| Campground in ANP | 148 | 129 | 19 | 76 | 72 | 57 | 39 | 52 | 49 | 34 | 32 | 31 |
| | 20% | 21% | 15% | 20% | 21% | 24% | 21% | 16% | 26% | 19% | 18% | 17% |
| Private campground | 89 | 75 | 14 | 55 | 34 | 34 | 30 | 25 | 15 | 23 | 24 | 25 |
| | 12% | 12% | 11% | 14% | 10% | 15% | 16% | 8% | 8% | 13% | 13% | 14% |
| Bed and breakfast | 88 | 74 | 14 | 44 | 44 | 19 | 25 | 44 | 31 | 19 | 22 | 15 |
| | 12% | 12% | 11% | 11% | 13% | 8% | 13% | 14% | 17% | 11% | 12% | 8% |
| Short-term house rental | 82 | 71 | 11 | 53 | 29 | 18 | 17 | 47 | 18 | 31 | 17 | 14 |
| | 11% | 12% | 8% | 14% | 8% | 8% | 9% | 15% | 10% | 18% | 9% | 8% |
| Not answered | 30 | 23 | 7 | 12 | 18 | 9 | 9 | 12 | 7 | 7 | 3 | 13 |
| | 4% | 4% | 5% | 3% | 5% | 4% | 5% | 4% | 4% | 4% | 2% | 7% |
| Stayed with friends or relatives | 20 | 18 | 2 | 11 | 9 | 4 | 5 | 11 | 6 | 4 | 6 | 4 |
| | 3% | 3% | 2% | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 2% |
| Other | 8 | 6 | 2 | 4 | 4 | 1 | 2 | 5 | 2 | 2 | 4 | 0 |
| | 1% | 1% | 2% | 1% | 1% | 0% | 1% | 2% | 1% | 1% | 2% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q6. If you did not stay overnight in MDI/ANP during this trip, in what area/town did you stay?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 235 | 196 | 39 | 155 | 80 | 93 | 59 | 83 | 56 | 41 | 60 | 71 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Other | 61 | 47 | 14 | 41 | 20 | 19 | 14 | 28 | 16 | 12 | 23 | 10 |
| | 26% | 24% | 36% | 26% | 25% | 20% | 24% | 34% | 29% | 29% | 38% | 14% |
| Ellsworth | 50 | 40 | 10 | 26 | 24 | 20 | 17 | 13 | 12 | 10 | 9 | 19 |
| | 21% | 20% | 26% | 17% | 30% | 22% | 29% | 16% | 21% | 24% | 15% | 27% |
| Day trip - will not be staying overnight | 50 | 44 | 6 | 34 | 16 | 17 | 16 | 17 | 10 | 10 | 15 | 12 |
| | 21% | 22% | 15% | 22% | 20% | 18% | 27% | 20% | 18% | 24% | 25% | 17% |
| Bangor | 24 | 19 | 5 | 18 | 6 | 11 | 7 | 6 | 6 | 5 | 4 | 8 |
| | 10% | 10% | 13% | 12% | 8% | 12% | 12% | 7% | 11% | 12% | 7% | 11% |
| Trenton | 17 | 15 | 2 | 10 | 7 | 6 | 5 | 6 | 3 | 2 | 2 | 10 |
| | 7% | 8% | 5% | 6% | 9% | 6% | 8% | 7% | 5% | 5% | 3% | 14% |
| Not answered | 15 | 14 | 1 | 11 | 4 | 7 | 0 | 8 | 4 | 0 | 3 | 6 |
| | 6% | 7% | 3% | 7% | 5% | 8% | 0% | 10% | 7% | 0% | 5% | 8% |
| Camden | 11 | 10 | 1 | 9 | 2 | 8 | 0 | 3 | 3 | 1 | 3 | 3 |
| | 5% | 5% | 3% | 6% | 3% | 9% | 0% | 4% | 5% | 2% | 5% | 4% |
| Lamoine | 7 | 7 | 0 | 6 | 1 | 5 | 0 | 2 | 2 | 1 | 1 | 3 |
| | 3% | 4% | 0% | 4% | 1% | 5% | 0% | 2% | 4% | 2% | 2% | 4% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q7. What method did you use to reserve a campsite or a room at the lodging establishment that you are using on this trip?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-----------------------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Called establishments directly | 290 | 234 | 56 | 162 | 128 | 93 | 75 | 122 | 63 | 64 | 74 | 83 |
| | 30% | 29% | 33% | 30% | 30% | 28% | 30% | 31% | 26% | 29% | 31% | 33% |
| Stopped in | 207 | 168 | 39 | 89 | 118 | 84 | 55 | 68 | 48 | 51 | 51 | 55 |
| | 21% | 21% | 23% | 16% | 27% | 26% | 22% | 17% | 20% | 23% | 21% | 22% |
| Not answered | 169 | 144 | 25 | 108 | 61 | 65 | 40 | 64 | 41 | 31 | 50 | 39 |
| | 17% | 18% | 15% | 20% | 14% | 20% | 16% | 16% | 17% | 14% | 21% | 15% |
| Reserved rooms using the Internet | 88 | 79 | 9 | 52 | 36 | 22 | 18 | 48 | 32 | 18 | 21 | 17 |
| | 9% | 10% | 5% | 10% | 8% | 7% | 7% | 12% | 13% | 8% | 9% | 7% |
| AAA | 55 | 39 | 16 | 30 | 25 | 19 | 15 | 21 | 11 | 13 | 14 | 16 |
| | 6% | 5% | 9% | 6% | 6% | 6% | 6% | 5% | 5% | 6% | 6% | 6% |
| Other | 38 | 31 | 7 | 24 | 14 | 12 | 8 | 18 | 4 | 11 | 8 | 15 |
| | 4% | 4% | 4% | 4% | 3% | 4% | 3% | 5% | 2% | 5% | 3% | 6% |
| Friends/relatives | 33 | 24 | 9 | 19 | 14 | 4 | 7 | 22 | 13 | 8 | 5 | 7 |
| | 3% | 3% | 5% | 4% | 3% | 1% | 3% | 6% | 5% | 4% | 2% | 3% |
| National reservation service | 32 | 27 | 5 | 26 | 6 | 8 | 14 | 10 | 9 | 8 | 6 | 9 |
| | 3% | 3% | 3% | 5% | 1% | 2% | 6% | 3% | 4% | 4% | 2% | 4% |
| Travel agent | 28 | 26 | 2 | 12 | 16 | 9 | 7 | 12 | 7 | 7 | 6 | 7 |
| | 3% | 3% | 1% | 2% | 4% | 3% | 3% | 3% | 3% | 3% | 2% | 3% |
| Visitor center reservations | 22 | 21 | 1 | 11 | 11 | 8 | 4 | 10 | 10 | 3 | 5 | 4 |
| | 2% | 3% | 1% | 2% | 3% | 2% | 2% | 3% | 4% | 1% | 2% | 2% |
| Realtor | 11 | 10 | 1 | 9 | 2 | 3 | 3 | 5 | 4 | 4 | 2 | 1 |
| | 1% | 1% | 1% | 2% | 0% | 1% | 1% | 1% | 2% | 2% | 1% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q8. In the past three years, including this trip, on how many occasions have you visited MDI/ANP?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 1 | 639 | 524 | 115 | 333 | 306 | 213 | 159 | 267 | 164 | 144 | 153 | 169 |
| | 66% | 65% | 68% | 61% | 71% | 65% | 65% | 67% | 68% | 66% | 63% | 67% |
| 2-4 | 248 | 207 | 41 | 144 | 104 | 80 | 68 | 100 | 57 | 49 | 64 | 72 |
| | 25% | 26% | 24% | 27% | 24% | 24% | 28% | 25% | 24% | 22% | 26% | 28% |
| 5-10 | 41 | 34 | 7 | 30 | 11 | 14 | 10 | 17 | 10 | 14 | 12 | 4 |
| | 4% | 4% | 4% | 6% | 3% | 4% | 4% | 4% | 4% | 6% | 5% | 2% |
| 11-15 | 13 | 9 | 4 | 8 | 5 | 7 | 1 | 5 | 5 | 2 | 3 | 2 |
| | 1% | 1% | 2% | 1% | 1% | 2% | 0% | 1% | 2% | 1% | 1% | 1% |
| 16-20 | 7 | 6 | 1 | 3 | 4 | 4 | 1 | 2 | 1 | 1 | 3 | 2 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 1% | 1% |
| 21-30 | 12 | 11 | 1 | 11 | 1 | 3 | 4 | 5 | 3 | 3 | 4 | 2 |
| | 1% | 1% | 1% | 2% | 0% | 1% | 2% | 1% | 1% | 1% | 2% | 1% |
| More than 30 | 12 | 11 | 1 | 12 | 0 | 5 | 3 | 4 | 1 | 5 | 3 | 2 |
| | 1% | 1% | 1% | 2% | 0% | 2% | 1% | 1% | 0% | 2% | 1% | 1% |
| Not answered | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Mean | 2.55 | 2.62 | 2.26 | 3.08 | 1.90 | 2.58 | 2.64 | 2.48 | 2.40 | 3.17 | 2.59 | 2.02 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q9. What sources did you use to plan your trip to MDI/ANP?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|---------------------------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Travel guide/tour book/map/AAA | 500 | 407 | 93 | 261 | 239 | 159 | 128 | 213 | 126 | 124 | 127 | 115 |
| | 51% | 51% | 55% | 48% | 55% | 49% | 52% | 53% | 52% | 57% | 52% | 45% |
| Previous visits | 442 | 360 | 82 | 267 | 175 | 142 | 125 | 175 | 84 | 112 | 117 | 119 |
| | 45% | 45% | 48% | 49% | 41% | 43% | 51% | 44% | 35% | 51% | 48% | 47% |
| Friends and relatives | 354 | 296 | 58 | 198 | 156 | 110 | 81 | 163 | 108 | 84 | 80 | 80 |
| | 36% | 37% | 34% | 37% | 36% | 34% | 33% | 41% | 45% | 39% | 33% | 32% |
| Internet - Acadia home page | 245 | 208 | 37 | 119 | 126 | 51 | 68 | 126 | 77 | 63 | 60 | 39 |
| | 25% | 26% | 22% | 22% | 29% | 16% | 28% | 32% | 32% | 29% | 25% | 15% |
| Internet - other Web site | 232 | 192 | 40 | 125 | 107 | 46 | 61 | 125 | 85 | 49 | 60 | 35 |
| | 24% | 24% | 24% | 23% | 25% | 14% | 25% | 31% | 35% | 22% | 25% | 14% |
| Visitors centers | 214 | 190 | 24 | 122 | 92 | 73 | 58 | 83 | 50 | 56 | 49 | 53 |
| | 22% | 24% | 14% | 23% | 21% | 22% | 24% | 21% | 21% | 26% | 20% | 21% |
| Chambers of Commerce | 94 | 75 | 19 | 52 | 42 | 28 | 30 | 36 | 29 | 30 | 20 | 12 |
| | 10% | 9% | 11% | 10% | 10% | 9% | 12% | 9% | 12% | 14% | 8% | 5% |
| Newspaper/magazine article | 82 | 71 | 11 | 46 | 36 | 27 | 20 | 35 | 12 | 16 | 24 | 26 |
| | 8% | 9% | 6% | 8% | 8% | 8% | 8% | 9% | 5% | 7% | 10% | 10% |
| Phone inquiry to Acadia National Park | 34 | 28 | 6 | 19 | 15 | 12 | 11 | 11 | 13 | 7 | 8 | 5 |
| | 3% | 3% | 4% | 4% | 3% | 4% | 4% | 3% | 5% | 3% | 3% | 2% |
| Not answered | 34 | 26 | 8 | 22 | 12 | 18 | 4 | 12 | 7 | 4 | 7 | 14 |
| | 3% | 3% | 5% | 4% | 3% | 6% | 2% | 3% | 3% | 2% | 3% | 6% |
| Travel agent | 27 | 24 | 3 | 11 | 16 | 11 | 9 | 7 | 6 | 5 | 8 | 8 |
| | 3% | 3% | 2% | 2% | 4% | 3% | 4% | 2% | 2% | 2% | 3% | 3% |
| TV/radio programs | 8 | 7 | 1 | 6 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 |
| | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Transportation options to get to MDI/ANP)?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 353 | 287 | 66 | 199 | 154 | 118 | 105 | 130 | 80 | 72 | 99 | 95 |
| | 36% | 36% | 39% | 37% | 36% | 36% | 43% | 33% | 33% | 33% | 41% | 38% |
| Not very useful | 137 | 114 | 23 | 69 | 68 | 52 | 30 | 55 | 45 | 33 | 30 | 28 |
| | 14% | 14% | 14% | 13% | 16% | 16% | 12% | 14% | 19% | 15% | 12% | 11% |
| Somewhat useful | 177 | 150 | 27 | 102 | 75 | 52 | 40 | 85 | 56 | 48 | 43 | 26 |
| | 18% | 19% | 16% | 19% | 17% | 16% | 16% | 21% | 23% | 22% | 18% | 10% |
| Very useful | 124 | 108 | 16 | 67 | 57 | 33 | 29 | 62 | 37 | 32 | 31 | 23 |
| | 13% | 13% | 9% | 12% | 13% | 10% | 12% | 16% | 15% | 15% | 13% | 9% |
| Extremely useful | 44 | 36 | 8 | 27 | 17 | 11 | 10 | 23 | 10 | 7 | 12 | 14 |
| | 5% | 4% | 5% | 5% | 4% | 3% | 4% | 6% | 4% | 3% | 5% | 6% |
| Not answered | 138 | 108 | 30 | 78 | 60 | 61 | 32 | 45 | 14 | 26 | 27 | 67 |
| | 14% | 13% | 18% | 14% | 14% | 19% | 13% | 11% | 6% | 12% | 11% | 26% |
| Mean | 2.24 | 2.27 | 2.12 | 2.25 | 2.23 | 2.12 | 2.11 | 2.42 | 2.35 | 2.32 | 2.20 | 2.10 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Alternative auto routes to MDI/ANP)?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 203 | 168 | 35 | 117 | 86 | 73 | 56 | 74 | 44 | 39 | 59 | 55 |
| | 21% | 21% | 21% | 22% | 20% | 22% | 23% | 19% | 18% | 18% | 24% | 22% |
| Not very useful | 125 | 101 | 24 | 62 | 63 | 45 | 31 | 49 | 40 | 26 | 32 | 26 |
| | 13% | 13% | 14% | 11% | 15% | 14% | 13% | 12% | 17% | 12% | 13% | 10% |
| Somewhat useful | 226 | 188 | 38 | 121 | 105 | 69 | 64 | 93 | 73 | 52 | 54 | 44 |
| | 23% | 23% | 22% | 22% | 24% | 21% | 26% | 23% | 30% | 24% | 22% | 17% |
| Very useful | 197 | 172 | 25 | 115 | 82 | 55 | 47 | 95 | 49 | 55 | 49 | 42 |
| | 20% | 21% | 15% | 21% | 19% | 17% | 19% | 24% | 20% | 25% | 20% | 17% |
| Extremely useful | 81 | 68 | 13 | 45 | 36 | 26 | 13 | 42 | 18 | 22 | 22 | 17 |
| | 8% | 8% | 8% | 8% | 8% | 8% | 5% | 11% | 7% | 10% | 9% | 7% |
| Not answered | 141 | 106 | 35 | 82 | 59 | 59 | 35 | 47 | 18 | 24 | 26 | 69 |
| | 14% | 13% | 21% | 15% | 14% | 18% | 14% | 12% | 7% | 11% | 11% | 27% |
| Mean | 2.79 | 2.81 | 2.68 | 2.80 | 2.78 | 2.69 | 2.67 | 2.95 | 2.81 | 2.97 | 2.74 | 2.67 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Estimated auto travel time)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 189 | 150 | 39 | 105 | 84 | 70 | 51 | 68 | 35 | 34 | 56 | 59 |
| | 19% | 19% | 23% | 19% | 19% | 21% | 21% | 17% | 14% | 16% | 23% | 23% |
| Not very useful | 102 | 84 | 18 | 59 | 43 | 41 | 23 | 38 | 28 | 25 | 22 | 26 |
| | 10% | 10% | 11% | 11% | 10% | 13% | 9% | 10% | 12% | 11% | 9% | 10% |
| Somewhat useful | 242 | 206 | 36 | 135 | 107 | 65 | 77 | 100 | 72 | 64 | 53 | 49 |
| | 25% | 26% | 21% | 25% | 25% | 20% | 31% | 25% | 30% | 29% | 22% | 19% |
| Very useful | 220 | 185 | 35 | 113 | 107 | 67 | 51 | 102 | 71 | 48 | 58 | 40 |
| | 23% | 23% | 21% | 21% | 25% | 20% | 21% | 26% | 29% | 22% | 24% | 16% |
| Extremely useful | 90 | 77 | 13 | 53 | 37 | 27 | 15 | 48 | 23 | 20 | 23 | 23 |
| | 9% | 10% | 8% | 10% | 9% | 8% | 6% | 12% | 10% | 9% | 10% | 9% |
| Not answered | 130 | 101 | 29 | 77 | 53 | 57 | 29 | 44 | 13 | 27 | 30 | 56 |
| | 13% | 13% | 17% | 14% | 12% | 17% | 12% | 11% | 5% | 12% | 12% | 22% |
| Mean | 2.91 | 2.94 | 2.75 | 2.89 | 2.92 | 2.78 | 2.80 | 3.07 | 3.08 | 2.97 | 2.86 | 2.71 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Parking availability)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 176 | 140 | 36 | 90 | 86 | 67 | 45 | 64 | 39 | 28 | 56 | 50 |
| | 18% | 17% | 21% | 17% | 20% | 20% | 18% | 16% | 16% | 13% | 23% | 20% |
| Not very useful | 123 | 107 | 16 | 67 | 56 | 36 | 33 | 54 | 43 | 27 | 27 | 25 |
| | 13% | 13% | 9% | 12% | 13% | 11% | 13% | 14% | 18% | 12% | 11% | 10% |
| Somewhat useful | 241 | 205 | 36 | 142 | 99 | 81 | 62 | 98 | 68 | 67 | 52 | 50 |
| | 25% | 26% | 21% | 26% | 23% | 25% | 25% | 25% | 28% | 31% | 21% | 20% |
| Very useful | 196 | 166 | 30 | 107 | 89 | 59 | 49 | 88 | 54 | 45 | 53 | 41 |
| | 20% | 21% | 18% | 20% | 21% | 18% | 20% | 22% | 22% | 21% | 22% | 16% |
| Extremely useful | 94 | 75 | 19 | 54 | 40 | 30 | 20 | 44 | 18 | 22 | 23 | 29 |
| | 10% | 9% | 11% | 10% | 9% | 9% | 8% | 11% | 7% | 10% | 10% | 11% |
| Not answered | 143 | 110 | 33 | 82 | 61 | 54 | 37 | 52 | 20 | 29 | 31 | 58 |
| | 15% | 14% | 19% | 15% | 14% | 17% | 15% | 13% | 8% | 13% | 13% | 23% |
| Mean | 2.89 | 2.90 | 2.85 | 2.93 | 2.84 | 2.81 | 2.84 | 2.98 | 2.86 | 3.03 | 2.81 | 2.87 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Other Maine destinations)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 135 | 110 | 25 | 76 | 59 | 40 | 39 | 56 | 31 | 26 | 34 | 40 |
| | 14% | 14% | 15% | 14% | 14% | 12% | 16% | 14% | 13% | 12% | 14% | 16% |
| Not very useful | 113 | 100 | 13 | 71 | 42 | 45 | 30 | 38 | 42 | 22 | 25 | 23 |
| | 12% | 12% | 8% | 13% | 10% | 14% | 12% | 10% | 17% | 10% | 10% | 9% |
| Somewhat useful | 245 | 207 | 38 | 133 | 112 | 79 | 75 | 91 | 59 | 67 | 60 | 55 |
| | 25% | 26% | 22% | 25% | 26% | 24% | 30% | 23% | 24% | 31% | 25% | 22% |
| Very useful | 251 | 208 | 43 | 135 | 116 | 71 | 64 | 116 | 77 | 56 | 58 | 56 |
| | 26% | 26% | 25% | 25% | 27% | 22% | 26% | 29% | 32% | 26% | 24% | 22% |
| Extremely useful | 81 | 65 | 16 | 44 | 37 | 31 | 7 | 43 | 16 | 16 | 31 | 16 |
| | 8% | 8% | 9% | 8% | 9% | 9% | 3% | 11% | 7% | 7% | 13% | 6% |
| Not answered | 148 | 113 | 35 | 83 | 65 | 61 | 31 | 56 | 17 | 31 | 34 | 63 |
| | 15% | 14% | 21% | 15% | 15% | 19% | 13% | 14% | 7% | 14% | 14% | 25% |
| Mean | 3.04 | 3.03 | 3.09 | 3.00 | 3.08 | 3.03 | 2.86 | 3.15 | 3.02 | 3.07 | 3.13 | 2.92 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Transportation options to get around MDI/ANP)?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 150 | 123 | 27 | 85 | 65 | 47 | 38 | 65 | 33 | 23 | 43 | 49 |
| | 15% | 15% | 16% | 16% | 15% | 14% | 15% | 16% | 14% | 11% | 18% | 19% |
| Not very useful | 100 | 84 | 16 | 50 | 50 | 37 | 24 | 39 | 28 | 17 | 33 | 21 |
| | 10% | 10% | 9% | 9% | 12% | 11% | 10% | 10% | 12% | 8% | 14% | 8% |
| Somewhat useful | 204 | 166 | 38 | 113 | 91 | 64 | 61 | 79 | 60 | 54 | 45 | 39 |
| | 21% | 21% | 22% | 21% | 21% | 20% | 25% | 20% | 25% | 25% | 19% | 15% |
| Very useful | 246 | 204 | 42 | 139 | 107 | 74 | 58 | 114 | 69 | 61 | 61 | 52 |
| | 25% | 25% | 25% | 26% | 25% | 23% | 24% | 29% | 29% | 28% | 25% | 21% |
| Extremely useful | 120 | 106 | 14 | 71 | 49 | 39 | 29 | 52 | 33 | 34 | 26 | 25 |
| | 12% | 13% | 8% | 13% | 11% | 12% | 12% | 13% | 14% | 16% | 11% | 10% |
| Not answered | 153 | 120 | 33 | 84 | 69 | 66 | 36 | 51 | 19 | 29 | 34 | 67 |
| | 16% | 15% | 19% | 15% | 16% | 20% | 15% | 13% | 8% | 13% | 14% | 26% |
| Mean | 3.10 | 3.13 | 3.00 | 3.13 | 3.07 | 3.08 | 3.08 | 3.14 | 3.18 | 3.35 | 2.97 | 2.91 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (What there is to see and do in that area)?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 67 | 56 | 11 | 42 | 25 | 21 | 20 | 26 | 14 | 10 | 21 | 21 |
| | 7% | 7% | 6% | 8% | 6% | 6% | 8% | 7% | 6% | 5% | 9% | 8% |
| Not very useful | 34 | 27 | 7 | 20 | 14 | 16 | 9 | 9 | 6 | 10 | 11 | 7 |
| | 3% | 3% | 4% | 4% | 3% | 5% | 4% | 2% | 2% | 5% | 5% | 3% |
| Somewhat useful | 136 | 113 | 23 | 68 | 68 | 42 | 40 | 54 | 30 | 32 | 37 | 35 |
| | 14% | 14% | 14% | 13% | 16% | 13% | 16% | 14% | 12% | 15% | 15% | 14% |
| Very useful | 372 | 308 | 64 | 205 | 167 | 128 | 105 | 139 | 112 | 79 | 85 | 88 |
| | 38% | 38% | 38% | 38% | 39% | 39% | 43% | 35% | 46% | 36% | 35% | 35% |
| Extremely useful | 273 | 226 | 47 | 150 | 123 | 84 | 52 | 137 | 69 | 69 | 67 | 63 |
| | 28% | 28% | 28% | 28% | 29% | 26% | 21% | 34% | 29% | 32% | 28% | 25% |
| Not answered | 91 | 73 | 18 | 57 | 34 | 36 | 20 | 35 | 11 | 18 | 21 | 39 |
| | 9% | 9% | 11% | 11% | 8% | 11% | 8% | 9% | 5% | 8% | 9% | 15% |
| Mean | 3.85 | 3.85 | 3.85 | 3.83 | 3.88 | 3.82 | 3.71 | 3.96 | 3.94 | 3.94 | 3.75 | 3.77 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q10. How useful would it have been to have this information before you left on this trip to MDI/ANP (Hours of operation and entrance fees to sites on MDI/ANP)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 93 | 76 | 17 | 50 | 43 | 35 | 21 | 37 | 16 | 16 | 28 | 32 |
| | 10% | 9% | 10% | 9% | 10% | 11% | 9% | 9% | 7% | 7% | 12% | 13% |
| Not very useful | 79 | 64 | 15 | 43 | 36 | 31 | 13 | 35 | 22 | 18 | 23 | 13 |
| | 8% | 8% | 9% | 8% | 8% | 9% | 5% | 9% | 9% | 8% | 10% | 5% |
| Somewhat useful | 204 | 176 | 28 | 126 | 78 | 67 | 59 | 78 | 54 | 44 | 54 | 48 |
| | 21% | 22% | 16% | 23% | 18% | 20% | 24% | 20% | 22% | 20% | 22% | 19% |
| Very useful | 307 | 249 | 58 | 166 | 141 | 92 | 94 | 121 | 86 | 72 | 74 | 70 |
| | 32% | 31% | 34% | 31% | 33% | 28% | 38% | 30% | 36% | 33% | 31% | 28% |
| Extremely useful | 172 | 146 | 26 | 90 | 82 | 53 | 36 | 83 | 51 | 45 | 35 | 39 |
| | 18% | 18% | 15% | 17% | 19% | 16% | 15% | 21% | 21% | 21% | 14% | 15% |
| Not answered | 118 | 92 | 26 | 67 | 51 | 49 | 23 | 46 | 13 | 23 | 28 | 51 |
| | 12% | 11% | 15% | 12% | 12% | 15% | 9% | 12% | 5% | 11% | 12% | 20% |
| Mean | 3.45 | 3.46 | 3.42 | 3.43 | 3.48 | 3.35 | 3.50 | 3.50 | 3.59 | 3.57 | 3.30 | 3.35 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

**Summary Means for Q10 - How useful would it
have been to have the following information
before you left to begin this trip to MDI/ANP?**

| | Total |
|---------------------------------------|-------|
| Transportation options to MDI/ANP | 2.24 |
| Alternative auto routes to MDI/ANP | 2.79 |
| Estimated auto travel time | 2.91 |
| Parking availability | 2.89 |
| Other Maine destinations | 3.04 |
| Transportation options around MDI/ANP | 3.10 |
| What to see and do in area | 3.85 |
| Hours of operation and entrance fees | 3.45 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q11. Which of the following methods do you use to give you up-to-the-minute information on your way to MDI/ANP?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Looking at guide book/printed materials | 470 | 376 | 94 | 252 | 218 | 156 | 115 | 199 | 106 | 106 | 116 | 138 |
| | 48% | 47% | 55% | 46% | 51% | 48% | 47% | 50% | 44% | 49% | 48% | 55% |
| Stopping at tourist or visitor information centers | 428 | 356 | 72 | 240 | 188 | 152 | 104 | 172 | 112 | 101 | 92 | 115 |
| | 44% | 44% | 42% | 44% | 44% | 46% | 42% | 43% | 46% | 46% | 38% | 45% |
| Talking to people in local communities | 224 | 174 | 50 | 113 | 111 | 75 | 52 | 97 | 55 | 44 | 53 | 68 |
| | 23% | 22% | 29% | 21% | 26% | 23% | 21% | 24% | 23% | 20% | 22% | 27% |
| Not answered | 166 | 143 | 23 | 102 | 64 | 53 | 51 | 62 | 37 | 36 | 44 | 45 |
| | 17% | 18% | 14% | 19% | 15% | 16% | 21% | 16% | 15% | 17% | 18% | 18% |
| Informational radio stations | 108 | 88 | 20 | 55 | 53 | 41 | 20 | 47 | 28 | 28 | 34 | 16 |
| | 11% | 11% | 12% | 10% | 12% | 13% | 8% | 12% | 12% | 13% | 14% | 6% |
| Commercial radio stations | 108 | 92 | 16 | 62 | 46 | 40 | 27 | 41 | 33 | 26 | 24 | 21 |
| | 11% | 11% | 9% | 11% | 11% | 12% | 11% | 10% | 14% | 12% | 10% | 8% |
| Cell phone | 88 | 72 | 16 | 54 | 34 | 13 | 11 | 64 | 29 | 21 | 16 | 21 |
| | 9% | 9% | 9% | 10% | 8% | 4% | 4% | 16% | 12% | 10% | 7% | 8% |
| Electronic signs | 54 | 51 | 3 | 35 | 19 | 11 | 14 | 29 | 21 | 15 | 11 | 7 |
| | 6% | 6% | 2% | 6% | 4% | 3% | 6% | 7% | 9% | 7% | 5% | 3% |
| Pay phone | 26 | 23 | 3 | 15 | 11 | 7 | 6 | 13 | 13 | 3 | 4 | 6 |
| | 3% | 3% | 2% | 3% | 3% | 2% | 2% | 3% | 5% | 1% | 2% | 2% |
| Terminal (bus, airport, ferry) kiosks | 22 | 16 | 6 | 12 | 10 | 6 | 5 | 11 | 7 | 2 | 6 | 6 |
| | 2% | 2% | 4% | 2% | 2% | 2% | 2% | 3% | 3% | 1% | 2% | 2% |
| Other | 22 | 16 | 6 | 13 | 9 | 8 | 6 | 8 | 3 | 2 | 9 | 7 |
| | 2% | 2% | 4% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 4% | 3% |
| Signs | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q12. How useful would it have been to have this information on your way to MDI/ANP (Transportation options to get to MDI/ANP)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 353 | 294 | 59 | 191 | 162 | 122 | 101 | 130 | 85 | 75 | 91 | 96 |
| | 36% | 37% | 35% | 35% | 38% | 37% | 41% | 33% | 35% | 34% | 38% | 38% |
| Not very useful | 163 | 138 | 25 | 88 | 75 | 56 | 39 | 68 | 47 | 45 | 39 | 31 |
| | 17% | 17% | 15% | 16% | 17% | 17% | 16% | 17% | 19% | 21% | 16% | 12% |
| Somewhat useful | 159 | 132 | 27 | 93 | 66 | 39 | 37 | 83 | 54 | 46 | 33 | 24 |
| | 16% | 16% | 16% | 17% | 15% | 12% | 15% | 21% | 22% | 21% | 14% | 9% |
| Very useful | 99 | 83 | 16 | 59 | 40 | 33 | 24 | 42 | 25 | 22 | 23 | 27 |
| | 10% | 10% | 9% | 11% | 9% | 10% | 10% | 11% | 10% | 10% | 10% | 11% |
| Extremely useful | 39 | 32 | 7 | 23 | 16 | 11 | 6 | 22 | 8 | 4 | 16 | 8 |
| | 4% | 4% | 4% | 4% | 4% | 3% | 2% | 6% | 3% | 2% | 7% | 3% |
| Not answered | 160 | 124 | 36 | 88 | 72 | 66 | 39 | 55 | 23 | 26 | 40 | 67 |
| | 16% | 15% | 21% | 16% | 17% | 20% | 16% | 14% | 10% | 12% | 17% | 26% |
| Mean | 2.15 | 2.15 | 2.16 | 2.20 | 2.09 | 2.06 | 2.01 | 2.30 | 2.20 | 2.14 | 2.18 | 2.03 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q12. How useful would it have been to have this information on your way to MDI/ANP (Alternative auto routes to MDI/ANP)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 206 | 168 | 38 | 110 | 96 | 68 | 61 | 77 | 47 | 40 | 55 | 59 |
| | 21% | 21% | 22% | 20% | 22% | 21% | 25% | 19% | 19% | 18% | 23% | 23% |
| Not very useful | 124 | 108 | 16 | 58 | 66 | 44 | 28 | 52 | 41 | 23 | 31 | 28 |
| | 13% | 13% | 9% | 11% | 15% | 13% | 11% | 13% | 17% | 11% | 13% | 11% |
| Somewhat useful | 224 | 180 | 44 | 132 | 92 | 70 | 63 | 91 | 63 | 64 | 47 | 47 |
| | 23% | 22% | 26% | 24% | 21% | 21% | 26% | 23% | 26% | 29% | 19% | 19% |
| Very useful | 189 | 163 | 26 | 115 | 74 | 61 | 45 | 83 | 53 | 46 | 45 | 44 |
| | 19% | 20% | 15% | 21% | 17% | 19% | 18% | 21% | 22% | 21% | 19% | 17% |
| Extremely useful | 80 | 68 | 12 | 41 | 39 | 29 | 10 | 41 | 15 | 21 | 27 | 14 |
| | 8% | 8% | 7% | 8% | 9% | 9% | 4% | 10% | 6% | 10% | 11% | 6% |
| Not answered | 150 | 116 | 34 | 86 | 64 | 55 | 39 | 56 | 23 | 24 | 37 | 61 |
| | 15% | 14% | 20% | 16% | 15% | 17% | 16% | 14% | 10% | 11% | 15% | 24% |
| Mean | 2.77 | 2.79 | 2.69 | 2.82 | 2.71 | 2.78 | 2.59 | 2.88 | 2.76 | 2.92 | 2.80 | 2.61 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q12. How useful would it have been to have this information on your way to MDI/ANP (Estimated auto travel time)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 185 | 152 | 33 | 100 | 85 | 65 | 53 | 67 | 38 | 33 | 46 | 64 |
| | 19% | 19% | 19% | 18% | 20% | 20% | 22% | 17% | 16% | 15% | 19% | 25% |
| Not very useful | 117 | 98 | 19 | 62 | 55 | 43 | 28 | 46 | 33 | 31 | 25 | 27 |
| | 12% | 12% | 11% | 11% | 13% | 13% | 11% | 12% | 14% | 14% | 10% | 11% |
| Somewhat useful | 246 | 204 | 42 | 140 | 106 | 78 | 67 | 101 | 75 | 72 | 51 | 44 |
| | 25% | 25% | 25% | 26% | 25% | 24% | 27% | 25% | 31% | 33% | 21% | 17% |
| Very useful | 199 | 164 | 35 | 115 | 84 | 60 | 49 | 90 | 55 | 40 | 56 | 46 |
| | 20% | 20% | 21% | 21% | 19% | 18% | 20% | 23% | 23% | 18% | 23% | 18% |
| Extremely useful | 92 | 78 | 14 | 49 | 43 | 29 | 15 | 48 | 22 | 19 | 30 | 18 |
| | 9% | 10% | 8% | 9% | 10% | 9% | 6% | 12% | 9% | 9% | 12% | 7% |
| Not answered | 134 | 107 | 27 | 76 | 58 | 52 | 34 | 48 | 19 | 23 | 34 | 54 |
| | 14% | 13% | 16% | 14% | 13% | 16% | 14% | 12% | 8% | 11% | 14% | 21% |
| Mean | 2.88 | 2.88 | 2.85 | 2.89 | 2.85 | 2.80 | 2.74 | 3.02 | 2.96 | 2.90 | 3.00 | 2.63 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q12. How useful would it have been to have this information on your way to MDI/ANP (Parking availability)?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 191 | 156 | 35 | 105 | 86 | 68 | 55 | 68 | 44 | 39 | 49 | 55 |
| | 20% | 19% | 21% | 19% | 20% | 21% | 22% | 17% | 18% | 18% | 20% | 22% |
| Not very useful | 142 | 126 | 16 | 69 | 73 | 52 | 34 | 56 | 46 | 32 | 32 | 30 |
| | 15% | 16% | 9% | 13% | 17% | 16% | 14% | 14% | 19% | 15% | 13% | 12% |
| Somewhat useful | 211 | 174 | 37 | 115 | 96 | 60 | 55 | 96 | 56 | 59 | 54 | 39 |
| | 22% | 22% | 22% | 21% | 22% | 18% | 22% | 24% | 23% | 27% | 22% | 15% |
| Very useful | 194 | 159 | 35 | 125 | 69 | 63 | 48 | 83 | 57 | 41 | 48 | 45 |
| | 20% | 20% | 21% | 23% | 16% | 19% | 20% | 21% | 24% | 19% | 20% | 18% |
| Extremely useful | 81 | 64 | 17 | 43 | 38 | 27 | 17 | 37 | 21 | 16 | 20 | 22 |
| | 8% | 8% | 10% | 8% | 9% | 8% | 7% | 9% | 9% | 7% | 8% | 9% |
| Not answered | 154 | 124 | 30 | 85 | 69 | 57 | 37 | 60 | 18 | 31 | 39 | 62 |
| | 16% | 15% | 18% | 16% | 16% | 17% | 15% | 15% | 7% | 14% | 16% | 25% |
| Mean | 2.79 | 2.78 | 2.88 | 2.85 | 2.72 | 2.74 | 2.70 | 2.90 | 2.84 | 2.80 | 2.79 | 2.73 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q12. How useful would it have been to have this information on your way to MDI/ANP (Other Maine destinations)?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 161 | 132 | 29 | 89 | 72 | 53 | 47 | 61 | 43 | 33 | 40 | 40 |
| | 17% | 16% | 17% | 16% | 17% | 16% | 19% | 15% | 18% | 15% | 17% | 16% |
| Not very useful | 108 | 95 | 13 | 61 | 47 | 37 | 26 | 45 | 38 | 29 | 22 | 17 |
| | 11% | 12% | 8% | 11% | 11% | 11% | 11% | 11% | 16% | 13% | 9% | 7% |
| Somewhat useful | 242 | 205 | 37 | 145 | 97 | 74 | 69 | 99 | 68 | 63 | 55 | 53 |
| | 25% | 26% | 22% | 27% | 23% | 23% | 28% | 25% | 28% | 29% | 23% | 21% |
| Very useful | 204 | 164 | 40 | 109 | 95 | 62 | 48 | 94 | 53 | 48 | 54 | 48 |
| | 21% | 20% | 24% | 20% | 22% | 19% | 20% | 24% | 22% | 22% | 22% | 19% |
| Extremely useful | 82 | 69 | 13 | 45 | 37 | 29 | 14 | 39 | 18 | 12 | 28 | 22 |
| | 8% | 9% | 8% | 8% | 9% | 9% | 6% | 10% | 7% | 6% | 12% | 9% |
| Not answered | 176 | 138 | 38 | 93 | 83 | 72 | 42 | 62 | 22 | 33 | 43 | 73 |
| | 18% | 17% | 22% | 17% | 19% | 22% | 17% | 16% | 9% | 15% | 18% | 29% |
| Mean | 2.92 | 2.91 | 2.96 | 2.91 | 2.94 | 2.91 | 2.78 | 3.01 | 2.84 | 2.88 | 3.04 | 2.97 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q12. How useful would it have been to have this information on your way to MDI/ANP (Transportation options to get around MDI/ANP)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 173 | 141 | 32 | 94 | 79 | 59 | 51 | 63 | 39 | 32 | 44 | 55 |
| | 18% | 18% | 19% | 17% | 18% | 18% | 21% | 16% | 16% | 15% | 18% | 22% |
| Not very useful | 114 | 103 | 11 | 56 | 58 | 45 | 25 | 44 | 37 | 21 | 25 | 29 |
| | 12% | 13% | 6% | 10% | 13% | 14% | 10% | 11% | 15% | 10% | 10% | 11% |
| Somewhat useful | 199 | 159 | 40 | 106 | 93 | 58 | 52 | 89 | 57 | 52 | 53 | 32 |
| | 20% | 20% | 24% | 20% | 22% | 18% | 21% | 22% | 24% | 24% | 22% | 13% |
| Very useful | 206 | 174 | 32 | 128 | 78 | 62 | 51 | 93 | 58 | 55 | 49 | 43 |
| | 21% | 22% | 19% | 24% | 18% | 19% | 21% | 23% | 24% | 25% | 20% | 17% |
| Extremely useful | 102 | 85 | 17 | 59 | 43 | 35 | 23 | 44 | 25 | 24 | 26 | 25 |
| | 10% | 11% | 10% | 11% | 10% | 11% | 9% | 11% | 10% | 11% | 11% | 10% |
| Not answered | 179 | 141 | 38 | 99 | 80 | 68 | 44 | 67 | 26 | 34 | 45 | 69 |
| | 18% | 18% | 22% | 18% | 19% | 21% | 18% | 17% | 11% | 16% | 19% | 27% |
| Mean | 2.94 | 2.94 | 2.93 | 3.00 | 2.85 | 2.88 | 2.85 | 3.03 | 2.97 | 3.10 | 2.94 | 2.75 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q12. How useful would it have been to have this information on your way to MDI/ANP (What there is to see and do in that area)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 108 | 89 | 19 | 65 | 43 | 39 | 34 | 35 | 25 | 21 | 31 | 28 |
| | 11% | 11% | 11% | 12% | 10% | 12% | 14% | 9% | 10% | 10% | 13% | 11% |
| Not very useful | 55 | 47 | 8 | 31 | 24 | 21 | 12 | 22 | 21 | 7 | 16 | 11 |
| | 6% | 6% | 5% | 6% | 6% | 6% | 5% | 6% | 9% | 3% | 7% | 4% |
| Somewhat useful | 175 | 147 | 28 | 90 | 85 | 43 | 45 | 87 | 45 | 47 | 39 | 41 |
| | 18% | 18% | 16% | 17% | 20% | 13% | 18% | 22% | 19% | 22% | 16% | 16% |
| Very useful | 310 | 250 | 60 | 170 | 140 | 116 | 85 | 109 | 91 | 76 | 71 | 69 |
| | 32% | 31% | 35% | 31% | 32% | 35% | 35% | 27% | 38% | 35% | 29% | 27% |
| Extremely useful | 203 | 169 | 34 | 114 | 89 | 61 | 44 | 98 | 42 | 46 | 52 | 57 |
| | 21% | 21% | 20% | 21% | 21% | 19% | 18% | 25% | 17% | 21% | 21% | 23% |
| Not answered | 122 | 101 | 21 | 72 | 50 | 47 | 26 | 49 | 18 | 21 | 33 | 47 |
| | 13% | 13% | 12% | 13% | 12% | 14% | 11% | 12% | 7% | 10% | 14% | 19% |
| Mean | 3.52 | 3.52 | 3.55 | 3.50 | 3.55 | 3.50 | 3.42 | 3.61 | 3.46 | 3.60 | 3.46 | 3.56 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q12. How useful would it have been to have this information on your way to MDI/ANP (Hours of operation and entrance fees to sites on MDI/ANP)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 128 | 104 | 24 | 69 | 59 | 45 | 32 | 51 | 24 | 24 | 41 | 36 |
| | 13% | 13% | 14% | 13% | 14% | 14% | 13% | 13% | 10% | 11% | 17% | 14% |
| Not very useful | 84 | 71 | 13 | 44 | 40 | 30 | 18 | 36 | 32 | 14 | 20 | 16 |
| | 9% | 9% | 8% | 8% | 9% | 9% | 7% | 9% | 13% | 6% | 8% | 6% |
| Somewhat useful | 216 | 190 | 26 | 120 | 96 | 70 | 59 | 87 | 63 | 57 | 48 | 44 |
| | 22% | 24% | 15% | 22% | 22% | 21% | 24% | 22% | 26% | 26% | 20% | 17% |
| Very useful | 250 | 201 | 49 | 143 | 107 | 77 | 74 | 99 | 69 | 59 | 62 | 57 |
| | 26% | 25% | 29% | 26% | 25% | 24% | 30% | 25% | 29% | 27% | 26% | 23% |
| Extremely useful | 145 | 120 | 25 | 80 | 65 | 50 | 28 | 67 | 33 | 37 | 32 | 40 |
| | 15% | 15% | 15% | 15% | 15% | 15% | 11% | 17% | 14% | 17% | 13% | 16% |
| Not answered | 150 | 117 | 33 | 86 | 64 | 55 | 35 | 60 | 21 | 27 | 39 | 60 |
| | 15% | 15% | 19% | 16% | 15% | 17% | 14% | 15% | 9% | 12% | 16% | 24% |
| Mean | 3.24 | 3.24 | 3.28 | 3.27 | 3.22 | 3.21 | 3.23 | 3.28 | 3.25 | 3.37 | 3.12 | 3.25 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

**Summary Means for Q12 - How useful would it have been
to have the following information on your way to MDI/ANP?**

| | |
|--|------|
| Transportation options to MDI/ANP | 2.15 |
| Alternative auto routes to MDI/ANP | 2.77 |
| Estimated auto travel time | 2.88 |
| Parking availability | 2.79 |
| Other Maine destinations | 2.92 |
| Transportation options around MDI/ANP | 2.94 |
| What to see and do in area | 3.52 |
| Hours of operation and entrance fees | 3.24 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Transportation options to get to MDI/ANP)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 225 | 188 | 37 | 139 | 86 | 77 | 53 | 95 | 74 | 53 | 45 | 52 |
| | 23% | 23% | 22% | 26% | 20% | 24% | 22% | 24% | 31% | 24% | 19% | 21% |
| Cell phone | 32 | 26 | 6 | 16 | 16 | 10 | 5 | 17 | 9 | 7 | 11 | 4 |
| | 3% | 3% | 4% | 3% | 4% | 3% | 2% | 4% | 4% | 3% | 5% | 2% |
| Informational radio station | 306 | 257 | 49 | 159 | 147 | 102 | 84 | 120 | 86 | 67 | 87 | 60 |
| | 31% | 32% | 29% | 29% | 34% | 31% | 34% | 30% | 36% | 31% | 36% | 24% |
| Electronic information kiosks | 114 | 97 | 17 | 72 | 42 | 32 | 22 | 60 | 29 | 27 | 26 | 30 |
| | 12% | 12% | 10% | 13% | 10% | 10% | 9% | 15% | 12% | 12% | 11% | 12% |
| Personal digital assistant | 32 | 26 | 6 | 17 | 15 | 11 | 5 | 16 | 12 | 8 | 6 | 6 |
| | 3% | 3% | 4% | 3% | 3% | 3% | 2% | 4% | 5% | 4% | 2% | 2% |
| Not answered | 264 | 209 | 55 | 139 | 125 | 95 | 77 | 92 | 32 | 56 | 67 | 101 |
| | 27% | 26% | 32% | 26% | 29% | 29% | 31% | 23% | 13% | 26% | 28% | 40% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Alternative auto routes to MDI/ANP)?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 239 | 192 | 47 | 137 | 102 | 83 | 57 | 99 | 74 | 68 | 51 | 44 |
| | 25% | 24% | 28% | 25% | 24% | 25% | 23% | 25% | 31% | 31% | 21% | 17% |
| Cell phone | 26 | 23 | 3 | 18 | 8 | 8 | 5 | 13 | 12 | 4 | 6 | 4 |
| | 3% | 3% | 2% | 3% | 2% | 2% | 2% | 3% | 5% | 2% | 2% | 2% |
| Informational radio station | 305 | 256 | 49 | 155 | 150 | 109 | 78 | 118 | 92 | 62 | 84 | 60 |
| | 31% | 32% | 29% | 29% | 35% | 33% | 32% | 30% | 38% | 28% | 35% | 24% |
| Electronic information kiosks | 114 | 100 | 14 | 71 | 43 | 29 | 24 | 61 | 22 | 27 | 28 | 36 |
| | 12% | 12% | 8% | 13% | 10% | 9% | 10% | 15% | 9% | 12% | 12% | 14% |
| Personal digital assistants | 33 | 28 | 5 | 17 | 16 | 9 | 6 | 18 | 9 | 7 | 7 | 10 |
| | 3% | 3% | 3% | 3% | 4% | 3% | 2% | 5% | 4% | 3% | 3% | 4% |
| Not answered | 256 | 204 | 52 | 144 | 112 | 89 | 76 | 91 | 33 | 50 | 66 | 99 |
| | 26% | 25% | 31% | 27% | 26% | 27% | 31% | 23% | 14% | 23% | 27% | 39% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Estimated auto travel time)?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 223 | 185 | 38 | 131 | 92 | 77 | 50 | 96 | 71 | 60 | 45 | 45 |
| | 23% | 23% | 22% | 24% | 21% | 24% | 20% | 24% | 29% | 28% | 19% | 18% |
| Cell phone | 40 | 33 | 7 | 26 | 14 | 10 | 8 | 22 | 22 | 8 | 6 | 3 |
| | 4% | 4% | 4% | 5% | 3% | 3% | 3% | 6% | 9% | 4% | 2% | 1% |
| Informational radio station | 303 | 250 | 53 | 153 | 150 | 104 | 83 | 116 | 87 | 66 | 86 | 59 |
| | 31% | 31% | 31% | 28% | 35% | 32% | 34% | 29% | 36% | 30% | 36% | 23% |
| Electronic information kiosks | 112 | 98 | 14 | 65 | 47 | 35 | 19 | 58 | 23 | 23 | 29 | 35 |
| | 12% | 12% | 8% | 12% | 11% | 11% | 8% | 15% | 10% | 11% | 12% | 14% |
| Personal digital assistant | 33 | 27 | 6 | 19 | 14 | 7 | 9 | 17 | 9 | 7 | 8 | 9 |
| | 3% | 3% | 4% | 4% | 3% | 2% | 4% | 4% | 4% | 3% | 3% | 4% |
| Not answered | 262 | 210 | 52 | 148 | 114 | 94 | 77 | 91 | 30 | 54 | 68 | 102 |
| | 27% | 26% | 31% | 27% | 26% | 29% | 31% | 23% | 12% | 25% | 28% | 40% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q13. How would you prefer to receive the following information on your way to MDI/ANP (Parking availability)?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 244 | 201 | 43 | 141 | 103 | 93 | 60 | 91 | 73 | 61 | 55 | 52 |
| | 25% | 25% | 25% | 26% | 24% | 28% | 24% | 23% | 30% | 28% | 23% | 21% |
| Cell phone | 33 | 25 | 8 | 19 | 14 | 9 | 3 | 21 | 12 | 8 | 9 | 4 |
| | 3% | 3% | 5% | 4% | 3% | 3% | 1% | 5% | 5% | 4% | 4% | 2% |
| Informational radio station | 285 | 239 | 46 | 153 | 132 | 93 | 81 | 111 | 88 | 62 | 77 | 52 |
| | 29% | 30% | 27% | 28% | 31% | 28% | 33% | 28% | 36% | 28% | 32% | 21% |
| Electronic information kiosks | 113 | 98 | 15 | 67 | 46 | 31 | 23 | 59 | 26 | 27 | 28 | 32 |
| | 12% | 12% | 9% | 12% | 11% | 9% | 9% | 15% | 11% | 12% | 12% | 13% |
| Personal digital assistant | 25 | 22 | 3 | 12 | 13 | 6 | 3 | 16 | 9 | 6 | 3 | 7 |
| | 3% | 3% | 2% | 2% | 3% | 2% | 1% | 4% | 4% | 3% | 1% | 3% |
| Not answered | 273 | 218 | 55 | 150 | 123 | 95 | 76 | 102 | 34 | 54 | 70 | 106 |
| | 28% | 27% | 32% | 28% | 29% | 29% | 31% | 26% | 14% | 25% | 29% | 42% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Other Maine destinations)?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|------------------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 150 | 123 | 27 | 88 | 62 | 55 | 35 | 60 | 46 | 34 | 38 | 29 |
| | 15% | 15% | 16% | 16% | 14% | 17% | 14% | 15% | 19% | 16% | 16% | 11% |
| Cell phone | 31 | 26 | 5 | 21 | 10 | 7 | 5 | 19 | 10 | 8 | 6 | 7 |
| | 3% | 3% | 3% | 4% | 2% | 2% | 2% | 5% | 4% | 4% | 2% | 3% |
| Informational radio station | 322 | 266 | 56 | 172 | 150 | 116 | 86 | 120 | 95 | 71 | 89 | 62 |
| | 33% | 33% | 33% | 32% | 35% | 35% | 35% | 30% | 39% | 33% | 37% | 25% |
| Electronic information kiosk | 156 | 139 | 17 | 93 | 63 | 39 | 31 | 86 | 44 | 41 | 32 | 36 |
| | 16% | 17% | 10% | 17% | 15% | 12% | 13% | 22% | 18% | 19% | 13% | 14% |
| Personal digital assistant | 40 | 29 | 11 | 20 | 20 | 9 | 13 | 18 | 12 | 6 | 9 | 12 |
| | 4% | 4% | 6% | 4% | 5% | 3% | 5% | 5% | 5% | 3% | 4% | 5% |
| Not answered | 274 | 220 | 54 | 148 | 126 | 101 | 76 | 97 | 35 | 58 | 68 | 107 |
| | 28% | 27% | 32% | 27% | 29% | 31% | 31% | 24% | 14% | 27% | 28% | 42% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Transportation options to get around MDI/ANP)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 185 | 155 | 30 | 113 | 72 | 66 | 42 | 77 | 57 | 43 | 46 | 37 |
| | 19% | 19% | 18% | 21% | 17% | 20% | 17% | 19% | 24% | 20% | 19% | 15% |
| Cell phone | 23 | 19 | 4 | 15 | 8 | 4 | 4 | 15 | 13 | 5 | 2 | 3 |
| | 2% | 2% | 2% | 3% | 2% | 1% | 2% | 4% | 5% | 2% | 1% | 1% |
| Informational radio station | 287 | 240 | 47 | 145 | 142 | 100 | 76 | 111 | 84 | 61 | 82 | 56 |
| | 29% | 30% | 28% | 27% | 33% | 31% | 31% | 28% | 35% | 28% | 34% | 22% |
| Electronic information kiosks | 172 | 144 | 28 | 106 | 66 | 49 | 43 | 80 | 45 | 45 | 37 | 42 |
| | 18% | 18% | 16% | 20% | 15% | 15% | 17% | 20% | 19% | 21% | 15% | 17% |
| Personal digital assistant | 33 | 26 | 7 | 18 | 15 | 9 | 6 | 18 | 8 | 11 | 5 | 7 |
| | 3% | 3% | 4% | 3% | 3% | 3% | 2% | 5% | 3% | 5% | 2% | 3% |
| Not answered | 273 | 219 | 54 | 145 | 128 | 99 | 75 | 99 | 35 | 53 | 70 | 108 |
| | 28% | 27% | 32% | 27% | 30% | 30% | 30% | 25% | 14% | 24% | 29% | 43% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (What there is to see and do in that area)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 143 | 112 | 31 | 82 | 61 | 53 | 35 | 55 | 41 | 37 | 36 | 28 |
| | 15% | 14% | 18% | 15% | 14% | 16% | 14% | 14% | 17% | 17% | 15% | 11% |
| Cell phone | 18 | 16 | 2 | 14 | 4 | 3 | 2 | 13 | 11 | 3 | 3 | 1 |
| | 2% | 2% | 1% | 3% | 1% | 1% | 1% | 3% | 5% | 1% | 1% | 0% |
| Informational radio station | 319 | 268 | 51 | 163 | 156 | 113 | 83 | 123 | 94 | 67 | 88 | 66 |
| | 33% | 33% | 30% | 30% | 36% | 35% | 34% | 31% | 39% | 31% | 36% | 26% |
| Electronic information kiosks | 197 | 165 | 32 | 123 | 74 | 52 | 47 | 98 | 54 | 45 | 42 | 52 |
| | 20% | 21% | 19% | 23% | 17% | 16% | 19% | 25% | 22% | 21% | 17% | 21% |
| Personal digital assistant | 53 | 42 | 11 | 24 | 29 | 17 | 13 | 23 | 13 | 13 | 11 | 13 |
| | 5% | 5% | 6% | 4% | 7% | 5% | 5% | 6% | 5% | 6% | 5% | 5% |
| Not answered | 243 | 200 | 43 | 136 | 107 | 89 | 66 | 88 | 29 | 53 | 62 | 93 |
| | 25% | 25% | 25% | 25% | 25% | 27% | 27% | 22% | 12% | 24% | 26% | 37% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q13. How would you most prefer to receive the following information on your way to MDI/ANP (Hours of operation and entrance fees to sites on MDI/ANP)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|------------------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 973 | 803 | 170 | 542 | 431 | 327 | 246 | 400 | 242 | 218 | 242 | 253 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Electronic signs | 201 | 167 | 34 | 115 | 86 | 76 | 48 | 77 | 63 | 53 | 41 | 41 |
| | 21% | 21% | 20% | 21% | 20% | 23% | 20% | 19% | 26% | 24% | 17% | 16% |
| Cell phone | 28 | 20 | 8 | 18 | 10 | 9 | 4 | 15 | 13 | 6 | 5 | 4 |
| | 3% | 2% | 5% | 3% | 2% | 3% | 2% | 4% | 5% | 3% | 2% | 2% |
| Informational radio station | 287 | 239 | 48 | 148 | 139 | 96 | 76 | 115 | 88 | 56 | 81 | 58 |
| | 29% | 30% | 28% | 27% | 32% | 29% | 31% | 29% | 36% | 26% | 33% | 23% |
| Electronic information kiosk | 150 | 128 | 22 | 96 | 54 | 40 | 36 | 74 | 34 | 38 | 37 | 39 |
| | 15% | 16% | 13% | 18% | 13% | 12% | 15% | 19% | 14% | 17% | 15% | 15% |
| Personal digital assistant | 41 | 35 | 6 | 19 | 22 | 13 | 7 | 21 | 12 | 12 | 5 | 10 |
| | 4% | 4% | 4% | 4% | 5% | 4% | 3% | 5% | 5% | 6% | 2% | 4% |
| Not answered | 266 | 214 | 52 | 146 | 120 | 93 | 75 | 98 | 32 | 53 | 73 | 101 |
| | 27% | 27% | 31% | 27% | 28% | 28% | 30% | 25% | 13% | 24% | 30% | 40% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Parking availability in ANP)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 81 | 67 | 14 | 43 | 38 | 26 | 21 | 34 | 17 | 17 | 23 | 23 |
| | 8% | 8% | 7% | 7% | 8% | 7% | 7% | 8% | 6% | 7% | 9% | 8% |
| Not very useful | 74 | 59 | 15 | 34 | 40 | 27 | 14 | 33 | 31 | 15 | 15 | 11 |
| | 7% | 7% | 8% | 6% | 9% | 7% | 5% | 8% | 11% | 6% | 6% | 4% |
| Somewhat useful | 281 | 236 | 45 | 162 | 119 | 102 | 79 | 100 | 85 | 71 | 66 | 55 |
| | 26% | 27% | 24% | 26% | 26% | 28% | 28% | 24% | 31% | 30% | 25% | 20% |
| Very useful | 342 | 281 | 61 | 195 | 147 | 112 | 97 | 133 | 82 | 66 | 95 | 95 |
| | 32% | 32% | 32% | 32% | 32% | 31% | 34% | 32% | 30% | 28% | 37% | 34% |
| Extremely useful | 172 | 138 | 34 | 111 | 61 | 55 | 45 | 72 | 48 | 38 | 35 | 48 |
| | 16% | 16% | 18% | 18% | 13% | 15% | 16% | 17% | 17% | 16% | 13% | 17% |
| Not answered | 121 | 100 | 21 | 67 | 54 | 43 | 30 | 48 | 13 | 26 | 26 | 49 |
| | 11% | 11% | 11% | 11% | 12% | 12% | 10% | 11% | 5% | 11% | 10% | 17% |
| Mean | 3.47 | 3.47 | 3.51 | 3.54 | 3.38 | 3.44 | 3.51 | 3.47 | 3.43 | 3.45 | 3.44 | 3.58 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Parking availability in MDI towns)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 84 | 70 | 14 | 45 | 39 | 28 | 21 | 35 | 20 | 16 | 22 | 24 |
| | 8% | 8% | 7% | 7% | 8% | 8% | 7% | 8% | 7% | 7% | 8% | 9% |
| Not very useful | 92 | 81 | 11 | 51 | 41 | 38 | 18 | 36 | 34 | 22 | 20 | 14 |
| | 9% | 9% | 6% | 8% | 9% | 10% | 6% | 9% | 12% | 9% | 8% | 5% |
| Somewhat useful | 273 | 225 | 48 | 156 | 117 | 95 | 75 | 103 | 88 | 56 | 67 | 59 |
| | 25% | 26% | 25% | 25% | 25% | 26% | 26% | 25% | 32% | 24% | 26% | 21% |
| Very useful | 323 | 262 | 61 | 181 | 142 | 103 | 88 | 132 | 75 | 79 | 80 | 85 |
| | 30% | 30% | 32% | 30% | 31% | 28% | 31% | 31% | 27% | 34% | 31% | 30% |
| Extremely useful | 170 | 135 | 35 | 106 | 64 | 56 | 48 | 66 | 42 | 32 | 44 | 48 |
| | 16% | 15% | 18% | 17% | 14% | 15% | 17% | 16% | 15% | 14% | 17% | 17% |
| Not answered | 129 | 108 | 21 | 73 | 56 | 45 | 36 | 48 | 17 | 28 | 27 | 51 |
| | 12% | 12% | 11% | 12% | 12% | 12% | 13% | 11% | 6% | 12% | 10% | 18% |
| Mean | 3.43 | 3.40 | 3.54 | 3.47 | 3.37 | 3.38 | 3.50 | 3.42 | 3.33 | 3.43 | 3.45 | 3.52 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Current traffic situation)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 75 | 62 | 13 | 42 | 33 | 25 | 20 | 30 | 15 | 13 | 23 | 22 |
| | 7% | 7% | 7% | 7% | 7% | 7% | 7% | 7% | 5% | 6% | 9% | 8% |
| Not very useful | 66 | 58 | 8 | 41 | 25 | 25 | 18 | 23 | 25 | 15 | 13 | 13 |
| | 6% | 7% | 4% | 7% | 5% | 7% | 6% | 5% | 9% | 6% | 5% | 5% |
| Somewhat useful | 297 | 242 | 55 | 163 | 134 | 107 | 79 | 111 | 87 | 68 | 75 | 62 |
| | 28% | 27% | 29% | 27% | 29% | 29% | 28% | 26% | 32% | 29% | 29% | 22% |
| Very useful | 322 | 268 | 54 | 181 | 141 | 103 | 94 | 125 | 86 | 72 | 81 | 79 |
| | 30% | 30% | 28% | 30% | 31% | 28% | 33% | 30% | 31% | 31% | 31% | 28% |
| Extremely useful | 176 | 145 | 31 | 105 | 71 | 48 | 46 | 82 | 46 | 42 | 42 | 44 |
| | 16% | 16% | 16% | 17% | 15% | 13% | 16% | 20% | 17% | 18% | 16% | 16% |
| Not answered | 135 | 106 | 29 | 80 | 55 | 57 | 29 | 49 | 17 | 23 | 26 | 61 |
| | 13% | 12% | 15% | 13% | 12% | 16% | 10% | 12% | 6% | 10% | 10% | 22% |
| Mean | 3.49 | 3.49 | 3.51 | 3.50 | 3.48 | 3.40 | 3.50 | 3.56 | 3.47 | 3.55 | 3.45 | 3.50 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Current estimated travel time)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 102 | 86 | 16 | 52 | 50 | 42 | 24 | 36 | 18 | 15 | 29 | 37 |
| | 10% | 10% | 8% | 8% | 11% | 12% | 8% | 9% | 7% | 6% | 11% | 13% |
| Not very useful | 115 | 95 | 20 | 76 | 39 | 46 | 29 | 40 | 34 | 31 | 22 | 26 |
| | 11% | 11% | 11% | 12% | 8% | 13% | 10% | 10% | 12% | 13% | 8% | 9% |
| Somewhat useful | 290 | 242 | 48 | 167 | 123 | 93 | 88 | 109 | 93 | 62 | 66 | 66 |
| | 27% | 27% | 25% | 27% | 27% | 25% | 31% | 26% | 34% | 27% | 25% | 23% |
| Very useful | 294 | 235 | 59 | 169 | 125 | 95 | 77 | 122 | 83 | 68 | 79 | 60 |
| | 27% | 27% | 31% | 28% | 27% | 26% | 27% | 29% | 30% | 29% | 30% | 21% |
| Extremely useful | 118 | 98 | 20 | 61 | 57 | 28 | 28 | 62 | 33 | 27 | 31 | 26 |
| | 11% | 11% | 11% | 10% | 12% | 8% | 10% | 15% | 12% | 12% | 12% | 9% |
| Not answered | 152 | 125 | 27 | 87 | 65 | 61 | 40 | 51 | 15 | 30 | 33 | 66 |
| | 14% | 14% | 14% | 14% | 14% | 17% | 14% | 12% | 5% | 13% | 13% | 23% |
| Mean | 3.23 | 3.22 | 3.29 | 3.21 | 3.25 | 3.07 | 3.23 | 3.36 | 3.30 | 3.30 | 3.27 | 3.06 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Island shuttle buses - routes, schedule information)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 117 | 98 | 19 | 62 | 55 | 44 | 25 | 48 | 28 | 20 | 29 | 37 |
| | 11% | 11% | 10% | 10% | 12% | 12% | 9% | 11% | 10% | 9% | 11% | 13% |
| Not very useful | 112 | 98 | 14 | 62 | 50 | 49 | 30 | 33 | 35 | 18 | 30 | 28 |
| | 10% | 11% | 7% | 10% | 11% | 13% | 10% | 8% | 13% | 8% | 12% | 10% |
| Somewhat useful | 213 | 181 | 32 | 121 | 92 | 62 | 55 | 96 | 67 | 57 | 45 | 41 |
| | 20% | 21% | 17% | 20% | 20% | 17% | 19% | 23% | 24% | 24% | 17% | 15% |
| Very useful | 286 | 231 | 55 | 164 | 122 | 93 | 78 | 115 | 75 | 66 | 79 | 63 |
| | 27% | 26% | 29% | 27% | 27% | 25% | 27% | 27% | 27% | 28% | 30% | 22% |
| Extremely useful | 194 | 154 | 40 | 120 | 74 | 51 | 65 | 78 | 55 | 41 | 45 | 49 |
| | 18% | 17% | 21% | 20% | 16% | 14% | 23% | 19% | 20% | 18% | 17% | 17% |
| Not answered | 149 | 119 | 30 | 83 | 66 | 66 | 33 | 50 | 16 | 31 | 32 | 63 |
| | 14% | 14% | 16% | 14% | 14% | 18% | 12% | 12% | 6% | 13% | 12% | 22% |
| Mean | 3.36 | 3.32 | 3.52 | 3.41 | 3.28 | 3.19 | 3.51 | 3.38 | 3.36 | 3.45 | 3.36 | 3.27 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Acadia National Park ranger programs)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 66 | 51 | 15 | 37 | 29 | 26 | 14 | 26 | 19 | 12 | 13 | 21 |
| | 6% | 6% | 8% | 6% | 6% | 7% | 5% | 6% | 7% | 5% | 5% | 7% |
| Not very useful | 93 | 75 | 18 | 56 | 37 | 34 | 27 | 32 | 39 | 19 | 20 | 15 |
| | 9% | 9% | 9% | 9% | 8% | 9% | 9% | 8% | 14% | 8% | 8% | 5% |
| Somewhat useful | 246 | 199 | 47 | 144 | 102 | 78 | 68 | 100 | 79 | 51 | 56 | 57 |
| | 23% | 23% | 25% | 24% | 22% | 21% | 24% | 24% | 29% | 22% | 22% | 20% |
| Very useful | 321 | 275 | 46 | 178 | 143 | 110 | 81 | 130 | 77 | 80 | 81 | 78 |
| | 30% | 31% | 24% | 29% | 31% | 30% | 28% | 31% | 28% | 34% | 31% | 28% |
| Extremely useful | 204 | 166 | 38 | 116 | 88 | 56 | 64 | 84 | 45 | 44 | 60 | 51 |
| | 19% | 19% | 20% | 19% | 19% | 15% | 22% | 20% | 16% | 19% | 23% | 18% |
| Not answered | 141 | 115 | 26 | 81 | 60 | 61 | 32 | 48 | 17 | 27 | 30 | 59 |
| | 13% | 13% | 14% | 13% | 13% | 17% | 11% | 11% | 6% | 12% | 12% | 21% |
| Mean | 3.54 | 3.56 | 3.45 | 3.53 | 3.56 | 3.45 | 3.61 | 3.58 | 3.35 | 3.61 | 3.67 | 3.55 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Guided tours)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 97 | 80 | 17 | 55 | 42 | 43 | 22 | 32 | 26 | 19 | 20 | 31 |
| | 9% | 9% | 9% | 9% | 9% | 12% | 8% | 8% | 9% | 8% | 8% | 11% |
| Not very useful | 131 | 113 | 18 | 73 | 58 | 44 | 42 | 45 | 48 | 23 | 30 | 29 |
| | 12% | 13% | 9% | 12% | 13% | 12% | 15% | 11% | 17% | 10% | 12% | 10% |
| Somewhat useful | 261 | 213 | 48 | 155 | 106 | 79 | 80 | 102 | 76 | 68 | 64 | 48 |
| | 24% | 24% | 25% | 25% | 23% | 22% | 28% | 24% | 28% | 29% | 25% | 17% |
| Very useful | 292 | 244 | 48 | 164 | 128 | 104 | 67 | 121 | 74 | 68 | 73 | 71 |
| | 27% | 28% | 25% | 27% | 28% | 28% | 23% | 29% | 27% | 29% | 28% | 25% |
| Extremely useful | 149 | 116 | 33 | 82 | 67 | 41 | 40 | 68 | 37 | 26 | 45 | 39 |
| | 14% | 13% | 17% | 13% | 15% | 11% | 14% | 16% | 13% | 11% | 17% | 14% |
| Not answered | 141 | 115 | 26 | 83 | 58 | 54 | 35 | 52 | 15 | 29 | 28 | 63 |
| | 13% | 13% | 14% | 14% | 13% | 15% | 12% | 12% | 5% | 12% | 11% | 22% |
| Mean | 3.28 | 3.27 | 3.38 | 3.27 | 3.30 | 3.18 | 3.24 | 3.40 | 3.18 | 3.29 | 3.40 | 3.27 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Shopping/restaurants)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 76 | 68 | 8 | 48 | 28 | 32 | 21 | 23 | 23 | 12 | 19 | 20 |
| | 7% | 8% | 4% | 8% | 6% | 9% | 7% | 5% | 8% | 5% | 7% | 7% |
| Not very useful | 102 | 94 | 8 | 51 | 51 | 42 | 30 | 30 | 29 | 25 | 24 | 23 |
| | 10% | 11% | 4% | 8% | 11% | 12% | 10% | 7% | 11% | 11% | 9% | 8% |
| Somewhat useful | 295 | 246 | 49 | 167 | 128 | 95 | 87 | 113 | 83 | 70 | 60 | 76 |
| | 28% | 28% | 26% | 27% | 28% | 26% | 30% | 27% | 30% | 30% | 23% | 27% |
| Very useful | 322 | 258 | 64 | 182 | 140 | 105 | 82 | 135 | 87 | 68 | 91 | 72 |
| | 30% | 29% | 34% | 30% | 31% | 29% | 29% | 32% | 32% | 29% | 35% | 26% |
| Extremely useful | 140 | 100 | 40 | 84 | 56 | 40 | 33 | 67 | 39 | 26 | 38 | 35 |
| | 13% | 11% | 21% | 14% | 12% | 11% | 12% | 16% | 14% | 11% | 15% | 12% |
| Not answered | 136 | 115 | 21 | 80 | 56 | 51 | 33 | 52 | 15 | 32 | 28 | 55 |
| | 13% | 13% | 11% | 13% | 12% | 14% | 12% | 12% | 5% | 14% | 11% | 20% |
| Mean | 3.37 | 3.30 | 3.71 | 3.38 | 3.36 | 3.25 | 3.30 | 3.52 | 3.34 | 3.35 | 3.45 | 3.35 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Cultural events/museums)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 60 | 54 | 6 | 31 | 29 | 22 | 19 | 19 | 14 | 8 | 11 | 26 |
| | 6% | 6% | 3% | 5% | 6% | 6% | 7% | 5% | 5% | 3% | 4% | 9% |
| Not very useful | 92 | 81 | 11 | 42 | 50 | 33 | 22 | 37 | 31 | 29 | 16 | 16 |
| | 9% | 9% | 6% | 7% | 11% | 9% | 8% | 9% | 11% | 12% | 6% | 6% |
| Somewhat useful | 284 | 228 | 56 | 164 | 120 | 100 | 80 | 104 | 96 | 51 | 70 | 61 |
| | 27% | 26% | 29% | 27% | 26% | 27% | 28% | 25% | 35% | 22% | 27% | 22% |
| Very useful | 341 | 287 | 54 | 202 | 139 | 103 | 96 | 142 | 90 | 82 | 87 | 78 |
| | 32% | 33% | 28% | 33% | 30% | 28% | 34% | 34% | 33% | 35% | 33% | 28% |
| Extremely useful | 147 | 111 | 36 | 93 | 54 | 45 | 36 | 66 | 30 | 33 | 43 | 38 |
| | 14% | 13% | 19% | 15% | 12% | 12% | 13% | 16% | 11% | 14% | 17% | 14% |
| Not answered | 147 | 120 | 27 | 80 | 67 | 62 | 33 | 52 | 15 | 30 | 33 | 62 |
| | 14% | 14% | 14% | 13% | 15% | 17% | 12% | 12% | 5% | 13% | 13% | 22% |
| Mean | 3.46 | 3.42 | 3.63 | 3.53 | 3.35 | 3.38 | 3.43 | 3.54 | 3.35 | 3.51 | 3.59 | 3.39 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Bicycling routes)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 170 | 132 | 38 | 90 | 80 | 71 | 48 | 51 | 23 | 24 | 49 | 70 |
| | 16% | 15% | 20% | 15% | 17% | 19% | 17% | 12% | 8% | 10% | 19% | 25% |
| Not very useful | 105 | 76 | 29 | 55 | 50 | 36 | 30 | 39 | 27 | 20 | 28 | 30 |
| | 10% | 9% | 15% | 9% | 11% | 10% | 10% | 9% | 10% | 9% | 11% | 11% |
| Somewhat useful | 196 | 162 | 34 | 117 | 79 | 54 | 61 | 81 | 60 | 41 | 48 | 40 |
| | 18% | 18% | 18% | 19% | 17% | 15% | 21% | 19% | 22% | 18% | 18% | 14% |
| Very useful | 280 | 241 | 39 | 166 | 114 | 91 | 74 | 115 | 93 | 76 | 65 | 45 |
| | 26% | 27% | 21% | 27% | 25% | 25% | 26% | 27% | 34% | 33% | 25% | 16% |
| Extremely useful | 186 | 164 | 22 | 110 | 76 | 55 | 43 | 88 | 59 | 49 | 42 | 33 |
| | 17% | 19% | 12% | 18% | 17% | 15% | 15% | 21% | 21% | 21% | 16% | 12% |
| Not answered | 134 | 106 | 28 | 74 | 60 | 58 | 30 | 46 | 14 | 23 | 28 | 63 |
| | 13% | 12% | 15% | 12% | 13% | 16% | 10% | 11% | 5% | 10% | 11% | 22% |
| Mean | 3.22 | 3.30 | 2.86 | 3.28 | 3.14 | 3.07 | 3.13 | 3.40 | 3.53 | 3.50 | 3.10 | 2.73 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Hiking trails)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 92 | 68 | 24 | 54 | 38 | 42 | 23 | 27 | 8 | 14 | 22 | 46 |
| | 9% | 8% | 13% | 9% | 8% | 12% | 8% | 6% | 3% | 6% | 8% | 16% |
| Not very useful | 59 | 49 | 10 | 34 | 25 | 17 | 21 | 21 | 13 | 10 | 20 | 15 |
| | 6% | 6% | 5% | 6% | 5% | 5% | 7% | 5% | 5% | 4% | 8% | 5% |
| Somewhat useful | 176 | 140 | 36 | 101 | 75 | 56 | 53 | 67 | 45 | 31 | 47 | 51 |
| | 16% | 16% | 19% | 17% | 16% | 15% | 19% | 16% | 16% | 13% | 18% | 18% |
| Very useful | 336 | 282 | 54 | 198 | 138 | 111 | 95 | 130 | 100 | 92 | 75 | 63 |
| | 31% | 32% | 28% | 32% | 30% | 30% | 33% | 31% | 36% | 39% | 29% | 22% |
| Extremely useful | 285 | 244 | 41 | 156 | 129 | 86 | 68 | 131 | 99 | 66 | 68 | 49 |
| | 27% | 28% | 22% | 25% | 28% | 24% | 24% | 31% | 36% | 28% | 26% | 17% |
| Not answered | 123 | 98 | 25 | 69 | 54 | 53 | 26 | 44 | 11 | 20 | 28 | 57 |
| | 11% | 11% | 13% | 11% | 12% | 15% | 9% | 10% | 4% | 9% | 11% | 20% |
| Mean | 3.70 | 3.75 | 3.47 | 3.68 | 3.73 | 3.58 | 3.63 | 3.84 | 4.02 | 3.87 | 3.63 | 3.24 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Ferry routes and schedules)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 109 | 91 | 18 | 63 | 46 | 46 | 30 | 33 | 19 | 18 | 28 | 43 |
| | 10% | 10% | 9% | 10% | 10% | 13% | 10% | 8% | 7% | 8% | 11% | 15% |
| Not very useful | 89 | 83 | 6 | 47 | 42 | 28 | 27 | 34 | 34 | 19 | 22 | 14 |
| | 8% | 9% | 3% | 8% | 9% | 8% | 9% | 8% | 12% | 8% | 8% | 5% |
| Somewhat useful | 269 | 225 | 44 | 151 | 118 | 91 | 77 | 101 | 78 | 65 | 66 | 55 |
| | 25% | 26% | 23% | 25% | 26% | 25% | 27% | 24% | 28% | 28% | 25% | 20% |
| Very useful | 314 | 248 | 66 | 184 | 130 | 107 | 77 | 130 | 92 | 69 | 78 | 70 |
| | 29% | 28% | 35% | 30% | 28% | 29% | 27% | 31% | 33% | 30% | 30% | 25% |
| Extremely useful | 150 | 117 | 33 | 81 | 69 | 37 | 44 | 69 | 38 | 32 | 35 | 42 |
| | 14% | 13% | 17% | 13% | 15% | 10% | 15% | 16% | 14% | 14% | 13% | 15% |
| Not answered | 140 | 117 | 23 | 86 | 54 | 56 | 31 | 53 | 15 | 30 | 31 | 57 |
| | 13% | 13% | 12% | 14% | 12% | 15% | 11% | 13% | 5% | 13% | 12% | 20% |
| Mean | 3.33 | 3.28 | 3.54 | 3.33 | 3.33 | 3.20 | 3.31 | 3.46 | 3.37 | 3.38 | 3.31 | 3.24 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q14. How useful would it be to have the following information while visiting MDI/ANP (Calendar of events)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 55 | 48 | 7 | 38 | 17 | 20 | 13 | 22 | 14 | 11 | 11 | 18 |
| | 5% | 5% | 4% | 6% | 4% | 5% | 5% | 5% | 5% | 5% | 4% | 6% |
| Not very useful | 43 | 38 | 5 | 17 | 26 | 20 | 6 | 17 | 13 | 11 | 12 | 7 |
| | 4% | 4% | 3% | 3% | 6% | 5% | 2% | 4% | 5% | 5% | 5% | 2% |
| Somewhat useful | 205 | 173 | 32 | 120 | 85 | 68 | 63 | 74 | 71 | 45 | 36 | 49 |
| | 19% | 20% | 17% | 20% | 19% | 19% | 22% | 18% | 26% | 19% | 14% | 17% |
| Very useful | 390 | 324 | 66 | 222 | 168 | 137 | 105 | 148 | 106 | 84 | 98 | 99 |
| | 36% | 37% | 35% | 36% | 37% | 38% | 37% | 35% | 38% | 36% | 38% | 35% |
| Extremely useful | 269 | 207 | 62 | 151 | 118 | 73 | 73 | 123 | 60 | 61 | 75 | 68 |
| | 25% | 23% | 33% | 25% | 26% | 20% | 26% | 29% | 22% | 26% | 29% | 24% |
| Not answered | 109 | 91 | 18 | 64 | 45 | 47 | 26 | 36 | 12 | 21 | 28 | 40 |
| | 10% | 10% | 9% | 10% | 10% | 13% | 9% | 9% | 4% | 9% | 11% | 14% |
| Mean | 3.81 | 3.76 | 3.99 | 3.79 | 3.83 | 3.70 | 3.84 | 3.87 | 3.70 | 3.82 | 3.92 | 3.80 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

**Summary Means for Q14 - How useful would it have been
to have the following information while visiting MDI/ANP?**

| | |
|-----------------------------------|------|
| Parking availability in ANP | 3.47 |
| Parking availability in MDI towns | 3.43 |
| Current traffic situation | 3.49 |
| Current estimated travel time | 3.23 |
| Island shuttle buses | 3.36 |
| ANP ranger programs | 3.54 |
| Guided tours | 3.28 |
| Shopping/restaurants | 3.37 |
| Cultural events/museums | 3.46 |
| Bicycling routes | 3.22 |
| Hiking trails | 3.70 |
| Ferry routes and schedules | 3.33 |
| Calendar of events | 3.81 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Summary Table for Q14: Respondents who rated the following topics as extremely/very important

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|---------------------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 6523 | 5331 | 1192 | 3762 | 2761 | 2045 | 1744 | 2734 | 1751 | 1487 | 1665 | 1528 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Real-time transportation issues | 1917 | 1562 | 355 | 1109 | 808 | 600 | 523 | 794 | 495 | 424 | 487 | 485 |
| | 29% | 29% | 30% | 29% | 29% | 29% | 30% | 29% | 28% | 29% | 29% | 32% |
| Other transportation issues | 1410 | 1155 | 255 | 825 | 585 | 434 | 381 | 595 | 412 | 333 | 344 | 302 |
| | 22% | 22% | 21% | 22% | 21% | 21% | 22% | 22% | 24% | 22% | 21% | 20% |
| Other information | 3196 | 2614 | 582 | 1828 | 1368 | 1011 | 840 | 1345 | 844 | 730 | 834 | 741 |
| | 49% | 49% | 49% | 49% | 50% | 49% | 48% | 49% | 48% | 49% | 50% | 48% |

Information Systems and Visitors to Acadia/Mount Desert Island

Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q15. While you are in the area, which of these methods do you use for information about the area?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|---|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Guide book/printed materials | 758 | 614 | 144 | 424 | 334 | 253 | 213 | 292 | 181 | 179 | 187 | 199 |
| | 71% | 70% | 76% | 69% | 73% | 69% | 74% | 70% | 66% | 77% | 72% | 71% |
| Acadia National Park Visitors Centers | 694 | 593 | 101 | 394 | 300 | 240 | 189 | 265 | 164 | 163 | 169 | 189 |
| | 65% | 67% | 53% | 64% | 65% | 66% | 66% | 63% | 59% | 70% | 65% | 67% |
| People in the area | 562 | 464 | 98 | 312 | 250 | 181 | 146 | 235 | 142 | 125 | 138 | 151 |
| | 52% | 53% | 52% | 51% | 54% | 50% | 51% | 56% | 51% | 54% | 53% | 54% |
| Information center kiosks | 431 | 351 | 80 | 260 | 171 | 132 | 129 | 170 | 110 | 101 | 105 | 107 |
| | 40% | 40% | 42% | 42% | 37% | 36% | 45% | 40% | 40% | 43% | 40% | 38% |
| Local cable TV stations | 209 | 157 | 52 | 110 | 99 | 67 | 56 | 86 | 59 | 44 | 51 | 52 |
| | 20% | 18% | 27% | 18% | 22% | 18% | 20% | 20% | 21% | 19% | 20% | 19% |
| Chambers of Commerce | 191 | 149 | 42 | 113 | 78 | 56 | 57 | 78 | 34 | 47 | 44 | 61 |
| | 18% | 17% | 22% | 18% | 17% | 15% | 20% | 19% | 12% | 20% | 17% | 22% |
| Informational radio stations | 148 | 120 | 28 | 82 | 66 | 53 | 39 | 56 | 42 | 33 | 38 | 31 |
| | 14% | 14% | 15% | 13% | 14% | 15% | 14% | 13% | 15% | 14% | 15% | 11% |
| Kiosks or computers at your hotel or campground | 131 | 102 | 29 | 71 | 60 | 44 | 37 | 50 | 29 | 34 | 32 | 33 |
| | 12% | 12% | 15% | 12% | 13% | 12% | 13% | 12% | 11% | 15% | 12% | 12% |
| Commercial radio stations | 109 | 89 | 20 | 65 | 44 | 38 | 28 | 43 | 37 | 24 | 23 | 22 |
| | 10% | 10% | 11% | 11% | 10% | 10% | 10% | 10% | 13% | 10% | 9% | 8% |
| Electronic signs | 104 | 85 | 19 | 60 | 44 | 38 | 22 | 44 | 27 | 34 | 19 | 23 |
| | 10% | 10% | 10% | 10% | 10% | 10% | 8% | 10% | 10% | 15% | 7% | 8% |
| Personal computer/Internet | 60 | 53 | 7 | 34 | 26 | 5 | 16 | 39 | 14 | 21 | 15 | 9 |
| | 6% | 6% | 4% | 6% | 6% | 1% | 6% | 9% | 5% | 9% | 6% | 3% |
| Not answered | 42 | 36 | 6 | 26 | 16 | 20 | 8 | 14 | 7 | 5 | 11 | 17 |
| | 4% | 4% | 3% | 4% | 3% | 5% | 3% | 3% | 3% | 2% | 4% | 6% |
| Other | 18 | 15 | 3 | 11 | 7 | 9 | 4 | 5 | 3 | 2 | 8 | 4 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 3% | 1% |
| Personal Digital Assistant | 11 | 9 | 2 | 7 | 4 | 1 | 2 | 8 | 2 | 3 | 4 | 2 |
| | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 2% | 1% | 1% | 2% | 1% |
| Signs | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 |
| | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Information center kiosks).

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 80 | 62 | 18 | 45 | 35 | 30 | 24 | 26 | 19 | 12 | 19 | 27 |
| | 7% | 7% | 9% | 7% | 8% | 8% | 8% | 6% | 7% | 5% | 7% | 10% |
| Not very useful | 65 | 52 | 13 | 36 | 29 | 23 | 19 | 23 | 25 | 12 | 14 | 13 |
| | 6% | 6% | 7% | 6% | 6% | 6% | 7% | 5% | 9% | 5% | 5% | 5% |
| Somewhat useful | 284 | 236 | 48 | 137 | 147 | 101 | 76 | 107 | 80 | 71 | 69 | 62 |
| | 27% | 27% | 25% | 22% | 32% | 28% | 27% | 25% | 29% | 30% | 27% | 22% |
| Very useful | 316 | 260 | 56 | 202 | 114 | 99 | 84 | 133 | 83 | 77 | 82 | 72 |
| | 30% | 30% | 29% | 33% | 25% | 27% | 29% | 32% | 30% | 33% | 32% | 26% |
| Extremely useful | 128 | 110 | 18 | 78 | 50 | 38 | 34 | 56 | 43 | 26 | 27 | 31 |
| | 12% | 12% | 9% | 13% | 11% | 10% | 12% | 13% | 16% | 11% | 10% | 11% |
| Not answered | 198 | 161 | 37 | 114 | 84 | 74 | 49 | 75 | 26 | 35 | 49 | 76 |
| | 18% | 18% | 19% | 19% | 18% | 20% | 17% | 18% | 9% | 15% | 19% | 27% |
| Mean | 3.40 | 3.42 | 3.28 | 3.47 | 3.31 | 3.32 | 3.36 | 3.49 | 3.42 | 3.47 | 3.40 | 3.33 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Kiosks or computers in your hotel or campground).

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 157 | 125 | 32 | 80 | 77 | 65 | 43 | 49 | 38 | 30 | 39 | 47 |
| | 15% | 14% | 17% | 13% | 17% | 18% | 15% | 12% | 14% | 13% | 15% | 17% |
| Not very useful | 103 | 87 | 16 | 58 | 45 | 40 | 25 | 38 | 31 | 28 | 22 | 18 |
| | 10% | 10% | 8% | 9% | 10% | 11% | 9% | 9% | 11% | 12% | 8% | 6% |
| Somewhat useful | 219 | 184 | 35 | 113 | 106 | 74 | 60 | 85 | 77 | 54 | 44 | 43 |
| | 20% | 21% | 18% | 18% | 23% | 20% | 21% | 20% | 28% | 23% | 17% | 15% |
| Very useful | 237 | 192 | 45 | 152 | 85 | 65 | 61 | 111 | 66 | 53 | 65 | 53 |
| | 22% | 22% | 24% | 25% | 19% | 18% | 21% | 26% | 24% | 23% | 25% | 19% |
| Extremely useful | 85 | 74 | 11 | 48 | 37 | 22 | 25 | 38 | 23 | 21 | 22 | 17 |
| | 8% | 8% | 6% | 8% | 8% | 6% | 9% | 9% | 8% | 9% | 8% | 6% |
| Not answered | 270 | 219 | 51 | 161 | 109 | 99 | 72 | 99 | 41 | 47 | 68 | 103 |
| | 25% | 25% | 27% | 26% | 24% | 27% | 25% | 24% | 15% | 20% | 26% | 37% |
| Mean | 2.99 | 3.00 | 2.91 | 3.07 | 2.89 | 2.77 | 3.00 | 3.16 | 3.02 | 3.04 | 3.05 | 2.86 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (People in the area).

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 49 | 40 | 9 | 25 | 24 | 18 | 17 | 14 | 13 | 13 | 7 | 15 |
| | 5% | 5% | 5% | 4% | 5% | 5% | 6% | 3% | 5% | 6% | 3% | 5% |
| Not very useful | 67 | 57 | 10 | 39 | 28 | 28 | 18 | 21 | 11 | 18 | 20 | 18 |
| | 6% | 6% | 5% | 6% | 6% | 8% | 6% | 5% | 4% | 8% | 8% | 6% |
| Somewhat useful | 258 | 208 | 50 | 146 | 112 | 86 | 71 | 101 | 80 | 46 | 64 | 62 |
| | 24% | 24% | 26% | 24% | 24% | 24% | 25% | 24% | 29% | 20% | 25% | 22% |
| Very useful | 328 | 274 | 54 | 202 | 126 | 101 | 83 | 144 | 88 | 73 | 86 | 78 |
| | 31% | 31% | 28% | 33% | 27% | 28% | 29% | 34% | 32% | 31% | 33% | 28% |
| Extremely useful | 183 | 151 | 32 | 97 | 86 | 67 | 44 | 72 | 55 | 47 | 37 | 42 |
| | 17% | 17% | 17% | 16% | 19% | 18% | 15% | 17% | 20% | 20% | 14% | 15% |
| Not answered | 186 | 151 | 35 | 103 | 83 | 65 | 53 | 68 | 29 | 36 | 46 | 66 |
| | 17% | 17% | 18% | 17% | 18% | 18% | 19% | 16% | 11% | 15% | 18% | 23% |
| Mean | 3.60 | 3.60 | 3.58 | 3.60 | 3.59 | 3.57 | 3.51 | 3.68 | 3.65 | 3.62 | 3.59 | 3.53 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Chambers of Commerce).

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 130 | 112 | 18 | 76 | 54 | 40 | 33 | 57 | 34 | 30 | 39 | 25 |
| | 12% | 13% | 9% | 12% | 12% | 11% | 12% | 14% | 12% | 13% | 15% | 9% |
| Not very useful | 150 | 124 | 26 | 88 | 62 | 46 | 44 | 60 | 65 | 27 | 35 | 23 |
| | 14% | 14% | 14% | 14% | 14% | 13% | 15% | 14% | 24% | 12% | 13% | 8% |
| Somewhat useful | 232 | 194 | 38 | 126 | 106 | 81 | 68 | 83 | 77 | 59 | 42 | 52 |
| | 22% | 22% | 20% | 21% | 23% | 22% | 24% | 20% | 28% | 25% | 16% | 19% |
| Very useful | 218 | 180 | 38 | 139 | 79 | 77 | 54 | 87 | 44 | 52 | 58 | 60 |
| | 20% | 20% | 20% | 23% | 17% | 21% | 19% | 21% | 16% | 22% | 22% | 21% |
| Extremely useful | 101 | 78 | 23 | 58 | 43 | 29 | 25 | 47 | 20 | 21 | 33 | 26 |
| | 9% | 9% | 12% | 9% | 9% | 8% | 9% | 11% | 7% | 9% | 13% | 9% |
| Not answered | 240 | 193 | 47 | 125 | 115 | 92 | 62 | 86 | 36 | 44 | 53 | 95 |
| | 22% | 22% | 25% | 20% | 25% | 25% | 22% | 20% | 13% | 19% | 20% | 34% |
| Mean | 3.01 | 2.98 | 3.15 | 3.03 | 2.99 | 3.03 | 2.97 | 3.02 | 2.80 | 3.04 | 3.05 | 3.21 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (ANP Visitors Centers).

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 37 | 30 | 7 | 23 | 14 | 17 | 8 | 12 | 6 | 10 | 9 | 12 |
| | 3% | 3% | 4% | 4% | 3% | 5% | 3% | 3% | 2% | 4% | 3% | 4% |
| Not very useful | 30 | 24 | 6 | 17 | 13 | 7 | 7 | 16 | 10 | 2 | 11 | 5 |
| | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 4% | 4% | 1% | 4% | 2% |
| Somewhat useful | 133 | 101 | 32 | 78 | 55 | 30 | 39 | 64 | 42 | 34 | 29 | 27 |
| | 12% | 11% | 17% | 13% | 12% | 8% | 14% | 15% | 15% | 15% | 11% | 10% |
| Very useful | 361 | 300 | 61 | 208 | 153 | 130 | 102 | 129 | 106 | 73 | 83 | 94 |
| | 34% | 34% | 32% | 34% | 33% | 36% | 36% | 31% | 38% | 31% | 32% | 33% |
| Extremely useful | 323 | 276 | 47 | 173 | 150 | 108 | 86 | 129 | 82 | 88 | 82 | 68 |
| | 30% | 31% | 25% | 28% | 33% | 30% | 30% | 31% | 30% | 38% | 32% | 24% |
| Not answered | 187 | 150 | 37 | 113 | 74 | 73 | 44 | 70 | 30 | 26 | 46 | 75 |
| | 17% | 17% | 19% | 18% | 16% | 20% | 15% | 17% | 11% | 11% | 18% | 27% |
| Mean | 4.02 | 4.05 | 3.88 | 3.98 | 4.07 | 4.04 | 4.04 | 3.99 | 4.01 | 4.10 | 4.02 | 3.98 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Personal Digital Assistant).

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 362 | 294 | 68 | 203 | 159 | 143 | 97 | 122 | 97 | 81 | 91 | 91 |
| | 34% | 33% | 36% | 33% | 35% | 39% | 34% | 29% | 35% | 35% | 35% | 32% |
| Not very useful | 159 | 137 | 22 | 92 | 67 | 43 | 44 | 72 | 54 | 34 | 39 | 29 |
| | 15% | 16% | 12% | 15% | 15% | 12% | 15% | 17% | 20% | 15% | 15% | 10% |
| Somewhat useful | 123 | 97 | 26 | 64 | 59 | 36 | 33 | 54 | 42 | 32 | 26 | 22 |
| | 11% | 11% | 14% | 10% | 13% | 10% | 12% | 13% | 15% | 14% | 10% | 8% |
| Very useful | 64 | 57 | 7 | 42 | 22 | 15 | 14 | 35 | 23 | 16 | 17 | 7 |
| | 6% | 6% | 4% | 7% | 5% | 4% | 5% | 8% | 8% | 7% | 7% | 2% |
| Extremely useful | 28 | 23 | 5 | 15 | 13 | 4 | 6 | 18 | 10 | 6 | 7 | 5 |
| | 3% | 3% | 3% | 2% | 3% | 1% | 2% | 4% | 4% | 3% | 3% | 2% |
| Not answered | 335 | 273 | 62 | 196 | 139 | 124 | 92 | 119 | 50 | 64 | 80 | 127 |
| | 31% | 31% | 33% | 32% | 30% | 34% | 32% | 28% | 18% | 27% | 31% | 45% |
| Mean | 1.96 | 1.98 | 1.90 | 1.98 | 1.95 | 1.73 | 1.91 | 2.19 | 2.09 | 2.01 | 1.94 | 1.74 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Local cable TV stations).

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 266 | 230 | 36 | 147 | 119 | 104 | 75 | 87 | 72 | 55 | 72 | 65 |
| | 25% | 26% | 19% | 24% | 26% | 28% | 26% | 21% | 26% | 24% | 28% | 23% |
| Not very useful | 137 | 112 | 25 | 79 | 58 | 36 | 42 | 59 | 49 | 32 | 29 | 26 |
| | 13% | 13% | 13% | 13% | 13% | 10% | 15% | 14% | 18% | 14% | 11% | 9% |
| Somewhat useful | 205 | 160 | 45 | 115 | 90 | 62 | 53 | 90 | 66 | 53 | 44 | 40 |
| | 19% | 18% | 24% | 19% | 20% | 17% | 19% | 21% | 24% | 23% | 17% | 14% |
| Very useful | 149 | 123 | 26 | 86 | 63 | 55 | 33 | 61 | 39 | 32 | 41 | 33 |
| | 14% | 14% | 14% | 14% | 14% | 15% | 12% | 15% | 14% | 14% | 16% | 12% |
| Extremely useful | 50 | 38 | 12 | 26 | 24 | 9 | 11 | 30 | 15 | 13 | 13 | 9 |
| | 5% | 4% | 6% | 4% | 5% | 2% | 4% | 7% | 5% | 6% | 5% | 3% |
| Not answered | 264 | 218 | 46 | 159 | 105 | 99 | 72 | 93 | 35 | 48 | 61 | 108 |
| | 25% | 25% | 24% | 26% | 23% | 27% | 25% | 22% | 13% | 21% | 23% | 38% |
| Mean | 2.48 | 2.44 | 2.67 | 2.48 | 2.48 | 2.36 | 2.36 | 2.66 | 2.49 | 2.55 | 2.47 | 2.39 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Personal computer/Internet).

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 293 | 242 | 51 | 149 | 144 | 119 | 83 | 91 | 68 | 66 | 78 | 79 |
| | 27% | 27% | 27% | 24% | 31% | 33% | 29% | 22% | 25% | 28% | 30% | 28% |
| Not very useful | 117 | 100 | 17 | 68 | 49 | 35 | 31 | 51 | 46 | 26 | 26 | 18 |
| | 11% | 11% | 9% | 11% | 11% | 10% | 11% | 12% | 17% | 11% | 10% | 6% |
| Somewhat useful | 135 | 108 | 27 | 84 | 51 | 43 | 43 | 49 | 48 | 28 | 30 | 26 |
| | 13% | 12% | 14% | 14% | 11% | 12% | 15% | 12% | 17% | 12% | 12% | 9% |
| Very useful | 144 | 120 | 24 | 86 | 58 | 39 | 35 | 70 | 44 | 38 | 34 | 28 |
| | 13% | 14% | 13% | 14% | 13% | 11% | 12% | 17% | 16% | 16% | 13% | 10% |
| Extremely useful | 88 | 70 | 18 | 55 | 33 | 17 | 17 | 54 | 29 | 23 | 20 | 15 |
| | 8% | 8% | 9% | 9% | 7% | 5% | 6% | 13% | 11% | 10% | 8% | 5% |
| Not answered | 294 | 241 | 53 | 170 | 124 | 112 | 77 | 105 | 41 | 52 | 72 | 115 |
| | 27% | 27% | 28% | 28% | 27% | 31% | 27% | 25% | 15% | 22% | 28% | 41% |
| Mean | 2.51 | 2.49 | 2.57 | 2.62 | 2.36 | 2.21 | 2.39 | 2.83 | 2.66 | 2.59 | 2.43 | 2.29 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Electronic signs).

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 204 | 165 | 39 | 108 | 96 | 83 | 58 | 63 | 49 | 50 | 44 | 57 |
| | 19% | 19% | 21% | 18% | 21% | 23% | 20% | 15% | 18% | 21% | 17% | 20% |
| Not very useful | 135 | 109 | 26 | 72 | 63 | 39 | 43 | 53 | 39 | 24 | 36 | 36 |
| | 13% | 12% | 14% | 12% | 14% | 11% | 15% | 13% | 14% | 10% | 14% | 13% |
| Somewhat useful | 223 | 185 | 38 | 134 | 89 | 67 | 59 | 97 | 78 | 57 | 52 | 34 |
| | 21% | 21% | 20% | 22% | 19% | 18% | 21% | 23% | 28% | 24% | 20% | 12% |
| Very useful | 162 | 137 | 25 | 91 | 71 | 50 | 38 | 74 | 51 | 34 | 47 | 28 |
| | 15% | 16% | 13% | 15% | 15% | 14% | 13% | 18% | 18% | 15% | 18% | 10% |
| Extremely useful | 61 | 49 | 12 | 39 | 22 | 19 | 12 | 30 | 19 | 20 | 10 | 11 |
| | 6% | 6% | 6% | 6% | 5% | 5% | 4% | 7% | 7% | 9% | 4% | 4% |
| Not answered | 286 | 236 | 50 | 168 | 118 | 107 | 76 | 103 | 40 | 48 | 71 | 115 |
| | 27% | 27% | 26% | 27% | 26% | 29% | 27% | 25% | 14% | 21% | 27% | 41% |
| Mean | 2.67 | 2.68 | 2.61 | 2.73 | 2.59 | 2.55 | 2.54 | 2.86 | 2.80 | 2.73 | 2.70 | 2.40 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Informational radio stations).

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 157 | 134 | 23 | 87 | 70 | 62 | 41 | 54 | 26 | 35 | 49 | 46 |
| | 15% | 15% | 12% | 14% | 15% | 17% | 14% | 13% | 9% | 15% | 19% | 16% |
| Not very useful | 124 | 95 | 29 | 73 | 51 | 42 | 38 | 44 | 42 | 25 | 31 | 26 |
| | 12% | 11% | 15% | 12% | 11% | 12% | 13% | 10% | 15% | 11% | 12% | 9% |
| Somewhat useful | 219 | 180 | 39 | 131 | 88 | 70 | 56 | 93 | 64 | 52 | 56 | 45 |
| | 20% | 20% | 21% | 21% | 19% | 19% | 20% | 22% | 23% | 22% | 22% | 16% |
| Very useful | 236 | 202 | 34 | 130 | 106 | 71 | 65 | 100 | 84 | 54 | 52 | 41 |
| | 22% | 23% | 18% | 21% | 23% | 19% | 23% | 24% | 30% | 23% | 20% | 15% |
| Extremely useful | 62 | 47 | 15 | 33 | 29 | 19 | 13 | 30 | 24 | 20 | 10 | 7 |
| | 6% | 5% | 8% | 5% | 6% | 5% | 5% | 7% | 9% | 9% | 4% | 2% |
| Not answered | 273 | 223 | 50 | 158 | 115 | 101 | 73 | 99 | 36 | 47 | 62 | 116 |
| | 25% | 25% | 26% | 26% | 25% | 28% | 26% | 24% | 13% | 20% | 24% | 41% |
| Mean | 2.90 | 2.90 | 2.92 | 2.89 | 2.92 | 2.78 | 2.86 | 3.02 | 3.16 | 2.99 | 2.71 | 2.62 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Commercial radio stations).

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 181 | 152 | 29 | 99 | 82 | 69 | 46 | 66 | 39 | 38 | 57 | 47 |
| | 17% | 17% | 15% | 16% | 18% | 19% | 16% | 16% | 14% | 16% | 22% | 17% |
| Not very useful | 159 | 127 | 32 | 93 | 66 | 49 | 45 | 65 | 47 | 41 | 36 | 35 |
| | 15% | 14% | 17% | 15% | 14% | 13% | 16% | 15% | 17% | 18% | 14% | 12% |
| Somewhat useful | 232 | 192 | 40 | 138 | 94 | 67 | 62 | 103 | 79 | 55 | 51 | 44 |
| | 22% | 22% | 21% | 23% | 20% | 18% | 22% | 25% | 29% | 24% | 20% | 16% |
| Very useful | 168 | 140 | 28 | 93 | 75 | 61 | 46 | 61 | 55 | 36 | 38 | 34 |
| | 16% | 16% | 15% | 15% | 16% | 17% | 16% | 15% | 20% | 15% | 15% | 12% |
| Extremely useful | 41 | 31 | 10 | 21 | 20 | 13 | 8 | 20 | 16 | 13 | 6 | 5 |
| | 4% | 4% | 5% | 3% | 4% | 4% | 3% | 5% | 6% | 6% | 2% | 2% |
| Not answered | 290 | 239 | 51 | 168 | 122 | 106 | 79 | 105 | 40 | 50 | 72 | 116 |
| | 27% | 27% | 27% | 27% | 27% | 29% | 28% | 25% | 14% | 21% | 28% | 41% |
| Mean | 2.65 | 2.64 | 2.70 | 2.65 | 2.66 | 2.61 | 2.64 | 2.70 | 2.84 | 2.70 | 2.47 | 2.48 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q16. Following are potential methods to obtain information about MDI/ANP while you are in the area. Please tell us how useful each method is (Guide book/printed materials).

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not at all useful | 24 | 20 | 4 | 14 | 10 | 12 | 6 | 6 | 6 | 5 | 4 | 9 |
| | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 1% | 2% | 2% | 2% | 3% |
| Not very useful | 19 | 15 | 4 | 15 | 4 | 5 | 5 | 9 | 8 | 5 | 3 | 2 |
| | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 3% | 2% | 1% | 1% |
| Somewhat useful | 122 | 99 | 23 | 69 | 53 | 43 | 40 | 39 | 37 | 21 | 29 | 33 |
| | 11% | 11% | 12% | 11% | 12% | 12% | 14% | 9% | 13% | 9% | 11% | 12% |
| Very useful | 366 | 301 | 65 | 203 | 163 | 127 | 105 | 134 | 97 | 77 | 93 | 93 |
| | 34% | 34% | 34% | 33% | 36% | 35% | 37% | 32% | 35% | 33% | 36% | 33% |
| Extremely useful | 392 | 319 | 73 | 216 | 176 | 121 | 93 | 178 | 107 | 97 | 95 | 92 |
| | 37% | 36% | 38% | 35% | 38% | 33% | 33% | 42% | 39% | 42% | 37% | 33% |
| Not answered | 148 | 127 | 21 | 95 | 53 | 57 | 37 | 54 | 21 | 28 | 36 | 52 |
| | 14% | 14% | 11% | 16% | 12% | 16% | 13% | 13% | 8% | 12% | 14% | 19% |
| Mean | 4.17 | 4.17 | 4.18 | 4.15 | 4.21 | 4.10 | 4.10 | 4.28 | 4.14 | 4.25 | 4.21 | 4.12 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Summary Means for Q16 - How useful are each of the following methods to obtain information about MDI/ANP?

| | |
|--|------|
| Information center kiosks | 3.40 |
| Kiosks or computers in your hotel/campground | 2.99 |
| People in the area | 3.60 |
| Chambers of Commerce | 3.01 |
| ANP Visitors Centers | 4.02 |
| PDA | 1.96 |
| Local cable TV stations | 2.48 |
| Personal computer/Internet | 2.51 |
| Electronic signs | 2.67 |
| Informational radio stations | 2.90 |
| Commercial radio stations | 2.65 |
| Guide book/printed materials | 4.17 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Technology Oriented?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|------------------------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Not very technology oriented | 365 | 298 | 67 | 184 | 181 | 365 | 0 | 0 | 83 | 64 | 76 | 130 |
| | 34% | 34% | 35% | 30% | 39% | 100% | 0% | 0% | 30% | 27% | 29% | 46% |
| Somewhat technology oriented | 286 | 234 | 52 | 170 | 116 | 0 | 286 | 0 | 80 | 58 | 62 | 81 |
| | 27% | 27% | 27% | 28% | 25% | 0% | 100% | 0% | 29% | 25% | 24% | 29% |
| Very technology oriented | 420 | 349 | 71 | 258 | 162 | 0 | 0 | 420 | 113 | 111 | 122 | 70 |
| | 39% | 40% | 37% | 42% | 35% | 0% | 0% | 100% | 41% | 48% | 47% | 25% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q17. Do you have access to a computer at your home or at work?

| | Total | Survey Site | | Date of Survey | | Not very technology oriented | Somewhat technology oriented | Very technology oriented | Age of Respondent | | | |
|--------------|-------|--------------------|-------|------------------|-------------------|------------------------------------|------------------------------------|--------------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | | | | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| | | | | | | | | | | | | |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Home | 213 | 167 | 46 | 108 | 105 | 100 | 92 | 21 | 29 | 25 | 49 | 106 |
| | 20% | 19% | 24% | 18% | 23% | 27% | 32% | 5% | 11% | 11% | 19% | 38% |
| Work | 118 | 97 | 21 | 61 | 57 | 108 | 2 | 8 | 44 | 28 | 24 | 19 |
| | 11% | 11% | 11% | 10% | 12% | 30% | 1% | 2% | 16% | 12% | 9% | 7% |
| Both | 631 | 531 | 100 | 390 | 241 | 50 | 190 | 391 | 189 | 168 | 167 | 101 |
| | 59% | 60% | 53% | 64% | 53% | 14% | 66% | 93% | 68% | 72% | 64% | 36% |
| Neither | 101 | 81 | 20 | 48 | 53 | 99 | 2 | 0 | 14 | 11 | 19 | 54 |
| | 9% | 9% | 11% | 8% | 12% | 27% | 1% | 0% | 5% | 5% | 7% | 19% |
| Not answered | 8 | 5 | 3 | 5 | 3 | 8 | 0 | 0 | 0 | 1 | 1 | 1 |
| | 1% | 1% | 2% | 1% | 1% | 2% | 0% | 0% | 0% | 0% | 0% | 0% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q18. Do you have access to the Internet at home or at work?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Home | 232 | 177 | 55 | 121 | 111 | 78 | 128 | 26 | 35 | 28 | 58 | 106 |
| | 22% | 20% | 29% | 20% | 24% | 21% | 45% | 6% | 13% | 12% | 22% | 38% |
| Work | 148 | 124 | 24 | 77 | 71 | 137 | 0 | 11 | 55 | 34 | 34 | 23 |
| | 14% | 14% | 13% | 13% | 15% | 38% | 0% | 3% | 20% | 15% | 13% | 8% |
| Both | 539 | 457 | 82 | 339 | 200 | 0 | 156 | 383 | 165 | 147 | 144 | 79 |
| | 50% | 52% | 43% | 55% | 44% | 0% | 55% | 91% | 60% | 63% | 55% | 28% |
| Neither | 138 | 113 | 25 | 67 | 71 | 136 | 2 | 0 | 20 | 20 | 22 | 71 |
| | 13% | 13% | 13% | 11% | 15% | 37% | 1% | 0% | 7% | 9% | 8% | 25% |
| Not answered | 14 | 10 | 4 | 8 | 6 | 14 | 0 | 0 | 1 | 4 | 2 | 2 |
| | 1% | 1% | 2% | 1% | 1% | 4% | 0% | 0% | 0% | 2% | 1% | 1% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q19. Do you use any of the following (Cell phone)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 627 | 510 | 117 | 352 | 275 | 114 | 117 | 396 | 156 | 139 | 160 | 162 |
| | 59% | 58% | 62% | 58% | 60% | 31% | 41% | 94% | 57% | 60% | 62% | 58% |
| No | 410 | 344 | 66 | 236 | 174 | 228 | 158 | 24 | 112 | 91 | 91 | 111 |
| | 38% | 39% | 35% | 39% | 38% | 62% | 55% | 6% | 41% | 39% | 35% | 40% |
| Not answered | 34 | 27 | 7 | 24 | 10 | 23 | 11 | 0 | 8 | 3 | 9 | 8 |
| | 3% | 3% | 4% | 4% | 2% | 6% | 4% | 0% | 3% | 1% | 3% | 3% |

Q19. Do you use any of the following (Personal digital assistant with modem)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 127 | 107 | 20 | 84 | 43 | 0 | 2 | 125 | 36 | 30 | 38 | 21 |
| | 12% | 12% | 11% | 14% | 9% | 0% | 1% | 30% | 13% | 13% | 15% | 7% |
| No | 910 | 747 | 163 | 504 | 406 | 342 | 273 | 295 | 232 | 200 | 213 | 252 |
| | 85% | 85% | 86% | 82% | 88% | 94% | 95% | 70% | 84% | 86% | 82% | 90% |
| Not answered | 34 | 27 | 7 | 24 | 10 | 23 | 11 | 0 | 8 | 3 | 9 | 8 |
| | 3% | 3% | 4% | 4% | 2% | 6% | 4% | 0% | 3% | 1% | 3% | 3% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q19. Do you use any of the following (Personal digital assistant without modem)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 107 | 93 | 14 | 67 | 40 | 8 | 14 | 85 | 41 | 27 | 21 | 15 |
| | 10% | 11% | 7% | 11% | 9% | 2% | 5% | 20% | 15% | 12% | 8% | 5% |
| No | 930 | 761 | 169 | 521 | 409 | 334 | 261 | 335 | 227 | 203 | 230 | 258 |
| | 87% | 86% | 89% | 85% | 89% | 92% | 91% | 80% | 82% | 87% | 88% | 92% |
| Not answered | 34 | 27 | 7 | 24 | 10 | 23 | 11 | 0 | 8 | 3 | 9 | 8 |
| | 3% | 3% | 4% | 4% | 2% | 6% | 4% | 0% | 3% | 1% | 3% | 3% |

Q19. Do you use any of the following (Informational kiosks)?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Yes | 391 | 323 | 68 | 241 | 150 | 115 | 112 | 164 | 98 | 105 | 92 | 93 |
| | 37% | 37% | 36% | 39% | 33% | 32% | 39% | 39% | 36% | 45% | 35% | 33% |
| No | 647 | 532 | 115 | 348 | 299 | 228 | 163 | 256 | 171 | 125 | 159 | 180 |
| | 60% | 60% | 61% | 57% | 65% | 62% | 57% | 61% | 62% | 54% | 61% | 64% |
| Not answered | 33 | 26 | 7 | 23 | 10 | 22 | 11 | 0 | 7 | 3 | 9 | 8 |
| | 3% | 3% | 4% | 4% | 2% | 6% | 4% | 0% | 3% | 1% | 3% | 3% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q20. On how many occasions in the past six months would you say you used the public transportation system in your home community?

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-------------------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never | 500 | 402 | 98 | 269 | 231 | 174 | 131 | 195 | 101 | 96 | 132 | 166 |
| | 47% | 46% | 52% | 44% | 50% | 48% | 46% | 46% | 37% | 41% | 51% | 59% |
| Several times a week or more | 135 | 114 | 21 | 87 | 48 | 37 | 35 | 63 | 53 | 39 | 26 | 15 |
| | 13% | 13% | 11% | 14% | 10% | 10% | 12% | 15% | 19% | 17% | 10% | 5% |
| A few times | 134 | 103 | 31 | 79 | 55 | 46 | 31 | 57 | 34 | 36 | 30 | 33 |
| | 13% | 12% | 16% | 13% | 12% | 13% | 11% | 14% | 12% | 15% | 12% | 12% |
| Not available in my community | 133 | 119 | 14 | 80 | 53 | 45 | 47 | 41 | 39 | 25 | 39 | 26 |
| | 12% | 14% | 7% | 13% | 12% | 12% | 16% | 10% | 14% | 11% | 15% | 9% |
| Once or twice a month | 57 | 47 | 10 | 35 | 22 | 21 | 12 | 24 | 19 | 16 | 11 | 11 |
| | 5% | 5% | 5% | 6% | 5% | 6% | 4% | 6% | 7% | 7% | 4% | 4% |
| Several times a month | 56 | 49 | 7 | 32 | 24 | 17 | 19 | 20 | 13 | 11 | 13 | 15 |
| | 5% | 6% | 4% | 5% | 5% | 5% | 7% | 5% | 5% | 5% | 5% | 5% |
| Once or twice a week | 35 | 30 | 5 | 18 | 17 | 12 | 9 | 14 | 15 | 7 | 5 | 8 |
| | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 5% | 3% | 2% | 3% |
| Not answered | 21 | 17 | 4 | 12 | 9 | 13 | 2 | 6 | 2 | 3 | 4 | 7 |
| | 2% | 2% | 2% | 2% | 2% | 4% | 1% | 1% | 1% | 1% | 2% | 2% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q21. Are you currently a resident of _____ ?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|-----------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| United States | 987 | 812 | 175 | 568 | 419 | 324 | 267 | 396 | 244 | 215 | 248 | 265 |
| | 92% | 92% | 92% | 93% | 91% | 89% | 93% | 94% | 88% | 92% | 95% | 94% |
| Another country | 73 | 61 | 12 | 35 | 38 | 31 | 18 | 24 | 31 | 16 | 12 | 14 |
| | 7% | 7% | 6% | 6% | 8% | 8% | 6% | 6% | 11% | 7% | 5% | 5% |
| Not answered | 11 | 8 | 3 | 9 | 2 | 10 | 1 | 0 | 1 | 2 | 0 | 2 |
| | 1% | 1% | 2% | 1% | 0% | 3% | 0% | 0% | 0% | 1% | 0% | 1% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q22. Age of Respondent

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 18 - 34 | 276 | 239 | 37 | 163 | 113 | 83 | 80 | 113 | 276 | 0 | 0 | 0 |
| | 26% | 27% | 19% | 27% | 25% | 23% | 28% | 27% | 100% | 0% | 0% | 0% |
| 35 - 44 | 233 | 204 | 29 | 150 | 83 | 64 | 58 | 111 | 0 | 233 | 0 | 0 |
| | 22% | 23% | 15% | 25% | 18% | 18% | 20% | 26% | 0% | 100% | 0% | 0% |
| 45 - 54 | 260 | 207 | 53 | 143 | 117 | 76 | 62 | 122 | 0 | 0 | 260 | 0 |
| | 24% | 23% | 28% | 23% | 25% | 21% | 22% | 29% | 0% | 0% | 100% | 0% |
| 55 and older | 281 | 214 | 67 | 139 | 142 | 130 | 81 | 70 | 0 | 0 | 0 | 281 |
| | 26% | 24% | 35% | 23% | 31% | 36% | 28% | 17% | 0% | 0% | 0% | 100% |
| Not answered | 21 | 17 | 4 | 17 | 4 | 12 | 5 | 4 | 0 | 0 | 0 | 0 |
| | 2% | 2% | 2% | 3% | 1% | 3% | 2% | 1% | 0% | 0% | 0% | 0% |
| Mean | 45.15 | 44.42 | 48.55 | 44.05 | 46.58 | 48.04 | 44.94 | 42.83 | 27.85 | 39.63 | 49.21 | 62.96 |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q23. Gender of Respondent

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|--------------|------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Male | 580 | 477 | 103 | 345 | 235 | 184 | 166 | 230 | 135 | 120 | 138 | 181 |
| | 54% | 54% | 54% | 56% | 51% | 50% | 58% | 55% | 49% | 52% | 53% | 64% |
| Female | 463 | 380 | 83 | 248 | 215 | 170 | 116 | 177 | 137 | 109 | 118 | 95 |
| | 43% | 43% | 44% | 41% | 47% | 47% | 41% | 42% | 50% | 47% | 45% | 34% |
| Not answered | 28 | 24 | 4 | 19 | 9 | 11 | 4 | 13 | 4 | 4 | 4 | 5 |
| | 3% | 3% | 2% | 3% | 2% | 3% | 1% | 3% | 1% | 2% | 2% | 2% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q24. What is the last year of formal schooling you personally completed

| | Total | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|----------------------------|-------|-----------------|-------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|---------|---------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Up to high school graduate | 115 | 91 | 24 | 57 | 58 | 69 | 20 | 26 | 20 | 24 | 17 | 52 |
| | 11% | 10% | 13% | 9% | 13% | 19% | 7% | 6% | 7% | 10% | 7% | 19% |
| Some college | 155 | 127 | 28 | 79 | 76 | 63 | 39 | 53 | 42 | 25 | 43 | 45 |
| | 14% | 14% | 15% | 13% | 17% | 17% | 14% | 13% | 15% | 11% | 17% | 16% |
| College graduate | 355 | 295 | 60 | 197 | 158 | 105 | 97 | 153 | 123 | 82 | 80 | 67 |
| | 33% | 33% | 32% | 32% | 34% | 29% | 34% | 36% | 45% | 35% | 31% | 24% |
| Post graduate work/degree | 369 | 308 | 61 | 236 | 133 | 89 | 112 | 168 | 83 | 90 | 96 | 95 |
| | 34% | 35% | 32% | 39% | 29% | 24% | 39% | 40% | 30% | 39% | 37% | 34% |
| Technical school/other | 58 | 46 | 12 | 30 | 28 | 27 | 13 | 18 | 8 | 10 | 20 | 19 |
| | 5% | 5% | 6% | 5% | 6% | 7% | 5% | 4% | 3% | 4% | 8% | 7% |
| Not answered | 19 | 14 | 5 | 13 | 6 | 12 | 5 | 2 | 0 | 2 | 4 | 3 |
| | 2% | 2% | 3% | 2% | 1% | 3% | 2% | 0% | 0% | 1% | 2% | 1% |

Information Systems and Visitors to Acadia/Mount Desert Island
Banner 2: Site of Interview, Date of Interview, Technological Experience, Age

Q25. Which of the following categories includes your annual pre-tax household income?

| | | Survey Site | | Date of Survey | | Technological Experience | | | Age of Respondent | | | |
|---------------------|----------|-----------------|----------|----------------|----------------|------------------------------|------------------------------|--------------------------|-------------------|----------|----------|--------------|
| | | All other sites | Towns | Pre-Labor Day | Post-Labor Day | Not very technology oriented | Somewhat technology oriented | Very technology oriented | 18 - 34 | 35 - 44 | 45 - 54 | 55 and older |
| Total | 1071 | 881 | 190 | 612 | 459 | 365 | 286 | 420 | 276 | 233 | 260 | 281 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Less than \$20,000 | 62 | 56 | 6 | 40 | 22 | 38 | 17 | 7 | 35 | 7 | 9 | 11 |
| | 6% | 6% | 3% | 7% | 5% | 10% | 6% | 2% | 13% | 3% | 3% | 4% |
| \$20,000 - \$40,999 | 168 | 134 | 34 | 101 | 67 | 86 | 41 | 41 | 61 | 33 | 28 | 44 |
| | 16% | 15% | 18% | 17% | 15% | 24% | 14% | 10% | 22% | 14% | 11% | 16% |
| \$41,000 - \$60,999 | 226 | 190 | 36 | 126 | 100 | 97 | 67 | 62 | 59 | 42 | 53 | 71 |
| | 21% | 22% | 19% | 21% | 22% | 27% | 23% | 15% | 21% | 18% | 20% | 25% |
| \$61,000 - \$80,000 | 155 | 125 | 30 | 74 | 81 | 44 | 35 | 76 | 40 | 40 | 40 | 34 |
| | 14% | 14% | 16% | 12% | 18% | 12% | 12% | 18% | 14% | 17% | 15% | 12% |
| More than \$80,000 | 339 | 279 | 60 | 206 | 133 | 51 | 87 | 201 | 65 | 95 | 103 | 73 |
| | 32% | 32% | 32% | 34% | 29% | 14% | 30% | 48% | 24% | 41% | 40% | 26% |
| Not answered | 121 | 97 | 24 | 65 | 56 | 49 | 39 | 33 | 16 | 16 | 27 | 48 |
| | 11% | 11% | 13% | 11% | 12% | 13% | 14% | 8% | 6% | 7% | 10% | 17% |
| Mean | 67495.21 | 67231.57 | 68740.36 | 67548.81 | 67422.46 | 54473.97 | 66843.55 | 78543.47 | 59051.31 | 73292.10 | 73398.62 | 65492.92 |